



VISUAL IDENTITY GUIDELINES

1. LOGOTYPE

Aequitas logotype consists of “EQ” monogram on a green field and “Aequitas Foundation” wordmark or its equivalents. The monogram can be used on its own as a separate icon, while the typography is not designed to be used as a standalone element and should always be accompanied by the monogram.

Aequitas monogram and wordmark can be accompanied by the word “foundation” in Polish or English or by the organization’s claim.

FULL LOGOTYPE AND ITS VARIATIONS



MONOGRAM

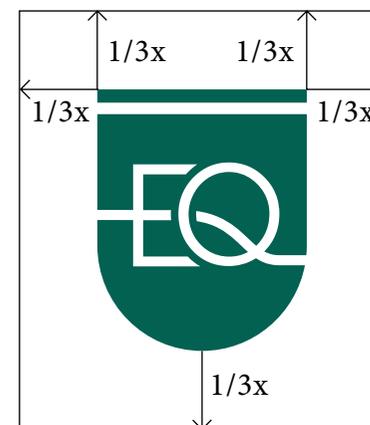
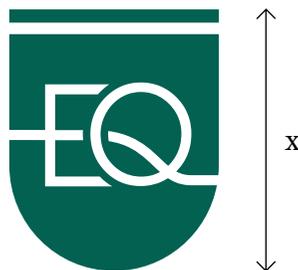


2. EXCLUSION ZONE

The exclusion zone should be at least $1/3x$, where x is the height of the monogram. Only elements that should appear in the exclusion zone are the logotype and white background (or black in the case of the reversed monochrome version).

Exclusion zone should also be kept in mind when preparing printed materials, as the $1/3x$ distance must be kept between the logotype and the edge of format.

The $1/3x$ rule can be omitted in case of using multiple icons next to each other, f.ex. when there are multiple sponsors featured on a brochure footer. In that case, the exclusion zone can be modified, as long as the logotype is clearly visible and the design remains well-balanced.



3. TYPEFACE

Recommended typefaces to use both for printed materials are:

heading text - Poppins (preferably in all capitals)

paragraphs - Minion Pro

While the default used weights are respectively Regular and both Regular and Bold, it is allowed to use any other alternative of both fonts.

For web use in text paragraphs, free Google Font EB Garamond Regular is recommended.

Please note that the “Aequitas” typography in the logotype is based on a modified version of ITC Avant Garde due to its distinctive Q glyph.

POPPINS REGULAR

A A B C C D E E F G H I J K L L M N
Ñ O Ó P Q R S S T U V W X Y Z Z Z
1 2 3 4 5 6 7 8 9 0 [] () ? ! # \$ % * + = -
/ . , ” ; : ’ \ < > | @ { } ^ _

Minion Pro Regular

A A B C C D E E F G H I J K L L M N
Ñ O Ó P Q R S S T U V W X Y Z Z Z
a a b c c d e e f g h i j k l l m n n o o p q r s t u v w x y z z z
1 2 3 4 5 6 7 8 9 0 [] () ? ! # \$ % * + = - / . , ; : ’ \ < > | @ { } ^ _

Minion Pro Bold

A A B C C D E E F G H I J K L L M N
Ñ O Ó P Q R S S T U V W X Y Z Z Z
a a b c c d e e f g h i j k l l m n n o o p q r s t u v w x y z z z
1 2 3 4 5 6 7 8 9 0 [] () ? ! # \$ % * + = - / . , ; : ’ \ < > | @ { } ^ _

POPPINS:

THIN, *THIN ITALIC*, EXTRALIGHT, *EXTRALIGHT ITALIC*, LIGHT, *LIGHT ITALIC*, REGULAR, *ITALIC*, MEDIUM, *MEDIUM ITALIC*, SEMIBOLD, **SEMIBOLD ITALIC**, **BOLD**, **BOLD ITALIC**, **EXTRABOLD**, **EXTRABOLD ITALIC**, **BLACK**, **BLACK ITALIC**

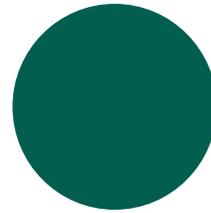
Minion:

Regular, *Italic*, Medium, *Medium Italic*, Semibold, *Semibold Italic*, **Bold**, **Bold Italic**

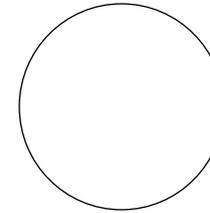
4. COLORS

The main brand color is classic, emerald green, used on white background with complimentary black for ornamental accents and text paragraphs. The color palette looks best paired with simple black and white photography and high-quality matte finish in printing.

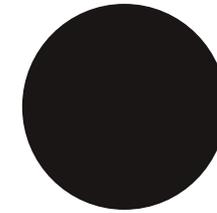
Should the need arise, the main color accent can be substituted with either rusty red or royal blue, provided that the whole visual identity remains coherent and the chosen hue is also applied to both the logotype and typographical accents used in print and web design.



Accent color #1
#025F50
R2 G95 B80
C90 M40 Y70 K30

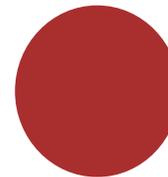


White
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

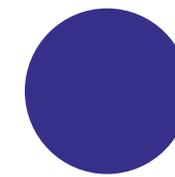


Black
#191414
R25 G20 B20
C0 M0 Y0 K100

COLOR ALTERNATIVES:



Accent color #2
#A92E2E
R169 G46 B46
C23 M94 Y88 K16



Accent color #3
#37318c
R54 G48 B139
C97 M100 Y5 K0

5. LOGOTYPE COLOR ALTERNATIVES

The logotype should appear in emerald green whenever possible, but in some instances (such as black and white printing) or when the accurate reproduction of the color is impossible monochrome versions should be used instead.

Please note that the full-color, green Aequitas logotype should only be used on a white background or on a white field, keeping in mind the size of the exclusion zone. For any other background, monochrome logo should be used instead (black on white colored backgrounds, white on dark colored backgrounds). Same rules apply for the use of the standalone monogram.

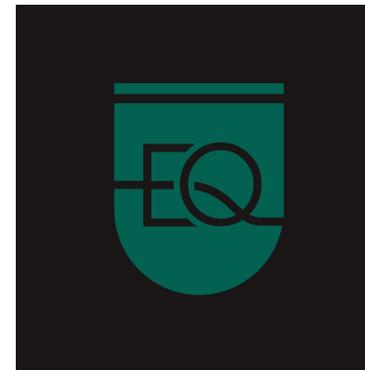


6. LOGOTYPE MISUSE

EXAMPLES OF A CORRECT USE OF THE LOGOTYPE:



EXAMPLES OF AN INCORRECT USE OF THE LOGOTYPE:



AEQUITAS

the typeface used on the logotype should not be substituted

the logotype should not be scaled without retaining the original proportions

the colored version of the logotype should not be used on a dark or black background

the wordmark should not be used without the monogram