

CAPACITY4DEV

VISUAL IDENTITY STYLE GUIDE

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The European Commission's Directorate-General for International Partnerships (DG INTPA), Unit D4, launched the revamped Capacity4dev platform in May 2023.

Together with a more user-friendly website and a fresher look, the Capacity4dev team worked on a new and more attractive visual identity, in line with DG INTPA's graphic guidelines. The aim is to present Capacity4dev in a more engaging and visually attractive way and increase its visibility and recognition.

These quick guidelines highlight the main elements behind this refreshed visual identity.

LOGO

Capacity4dev's logo is composed of three hands close to each other to represent the idea of cooperation and collaboration.



In the main version of the logo, the three hands are blue and perfectly inscribed within a square.

The background is transparent.



The main logo, in its iteration with a transparent background, can also be used with the secondary colors of the visual identity.

All of these options are useful when using social media cards with different colored backgrounds, for example.



The main version of the logo can also be used with the three hands in white, accompanied by the background in the main blue color or any other secondary colors of the visual identity.

While the three hands remain proportionally inscribed into a square, the colored background can be any color. Additionally, there are iterations where the background aligns with the secondary colors of the visual identity.

COLOURS

Capacity4dev's color palette includes blue and white as primary colours, and aquamarine, yellow, light orange, dark orange, and purple as secondary colours.

PRIMARY COLOURS



CMYK: 100% | 94% | 31% | 30%
HEX: #001E5E
RGB: 0 | 30 | 94



CMYK: 0% | 0% | 0% | 0%
HEX: #FFFFFF
RGB: 255 | 255 | 255

SECONDARY COLOURS



CMYK: 73% | 0% | 43% | 0%
HEX: #1AB9A8
RGB: 26 | 185 | 168



CMYK: 1% | 18% | 100% | 0%
HEX: #FFCD00
RGB: 255 | 205 | 0



CMYK: 0% | 49% | 100% | 0%
HEX: #FD9502
RGB: 253 | 149 | 2



CMYK: 0% | 85% | 86% | 0%
HEX: #EF4E36
RGB: 239 | 78 | 54



CMYK: 51% | 90% | 1% | 0%
HEX: #8E3E95
RGB: 142 | 62 | 149

FONTS

Capacity4dev's fonts for titles and catch phrases is Bebas Neue, while the font used for descriptive text, subtitles, and other types of non-header text is Montserrat.

BEBAS NEUE (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890!@£\$%^&*()

BEBAS NEUE (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890!@£\$%^&*()

Montserrat (light)

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

Montserrat (light italic)

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

Montserrat (regular)

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

Montserrat (italic)

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

Montserrat (medium)

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

Montserrat (medium italic)

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

Montserrat (semi bold)

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

Montserrat (semibold italic)

*abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()*

Montserrat (bold)

**abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()**

Montserrat (bold italic)

***abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()***

Montserrat (extra bold)

**abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()**

Montserrat (extra bold italic)

***abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()***

Montserrat (black)

**abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()**

Montserrat (black italic)

***abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()***