



Global Goals Community

Brand Guide



Best Practices	1
Placement	2
Clear Space	3
Background	4
Colour Specifications	5
Typography In Use	6/7

Best Practices

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Montserrat or Segoe UI

Do Not: Sizing

Do not use squish or squasch the logo. Any resizing must be in proportion

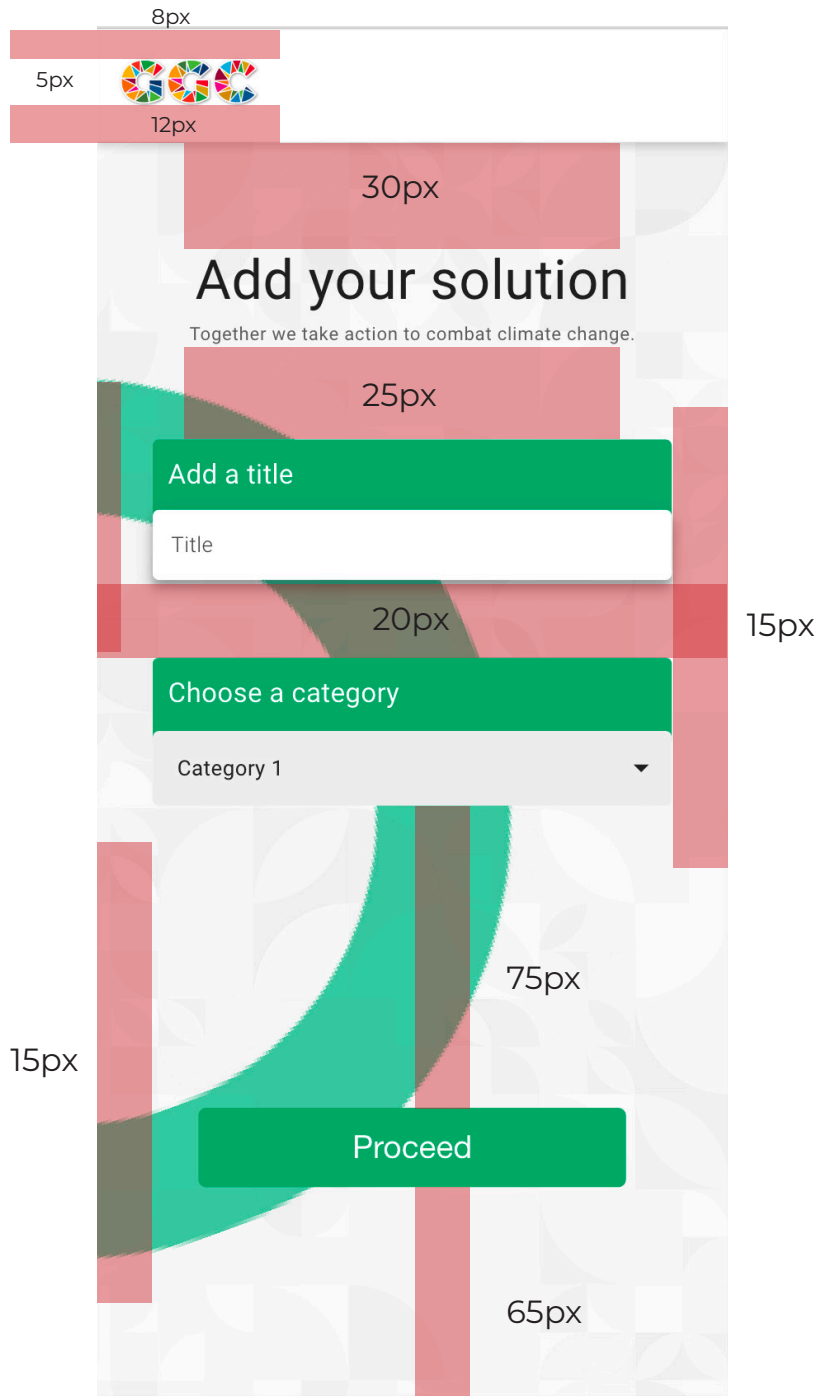
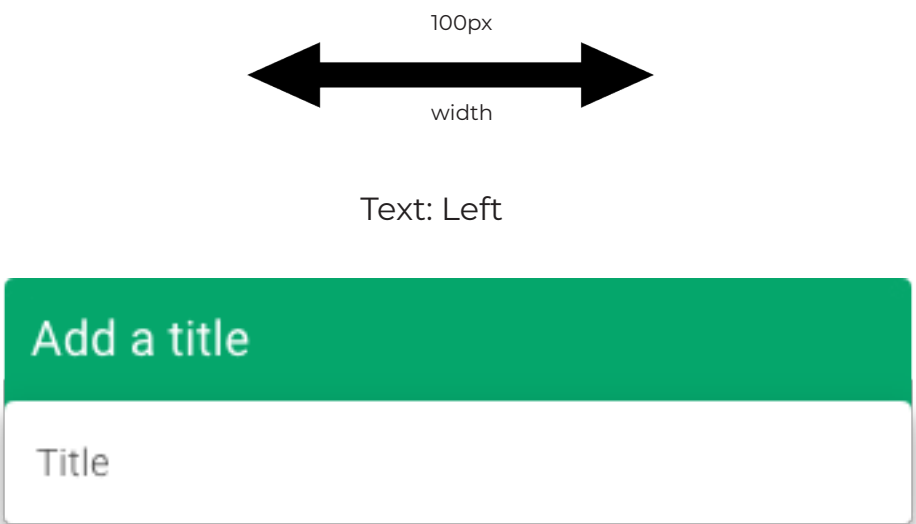
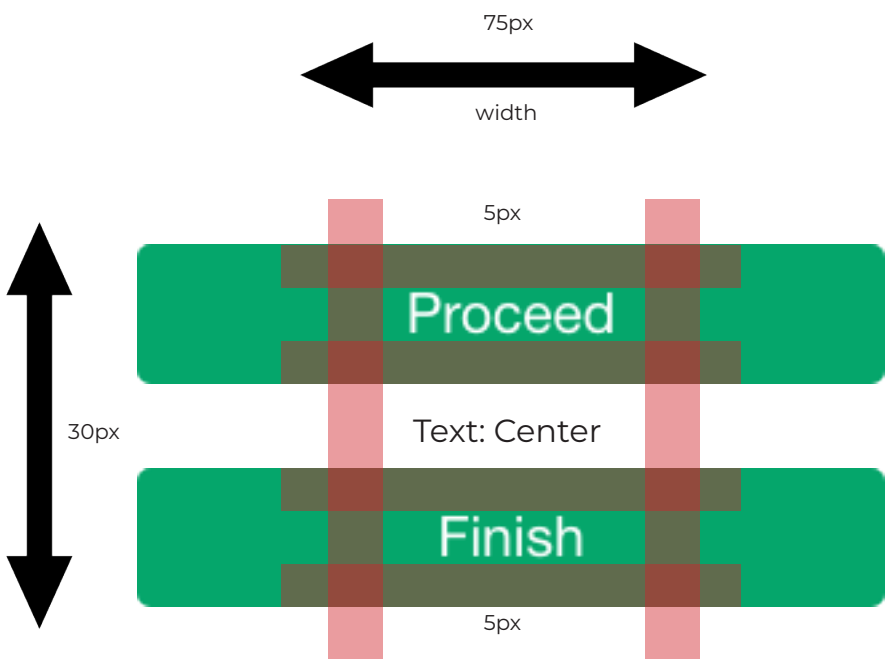
Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in this guidelines.



Placement

Placement are essential for preventing inconsistencies and any misunderstandings. Logo placement includes letterheads, invitations, brochures, advertisement, websites, or any other logo positioning.



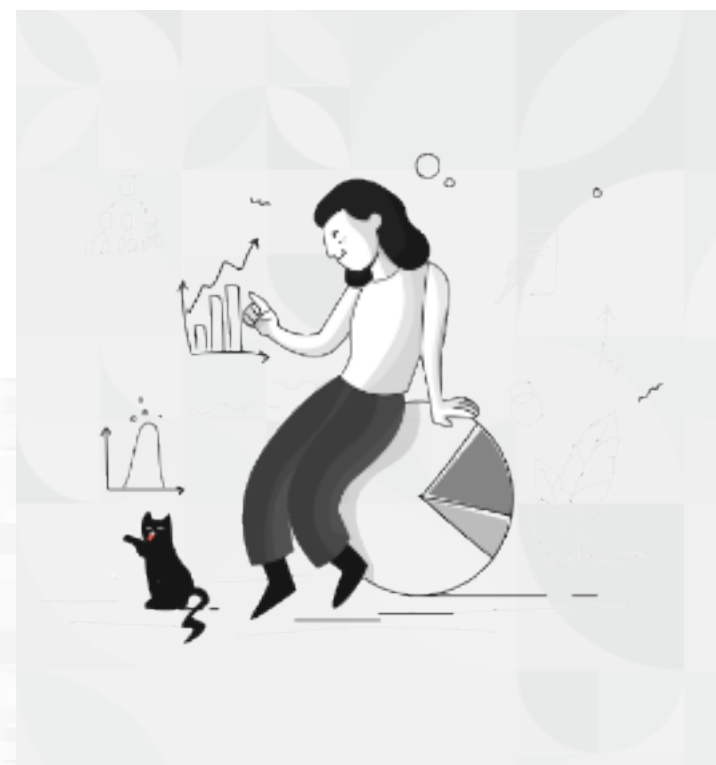
Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic element should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R



Logo & Brand Identity Guidelines

Background



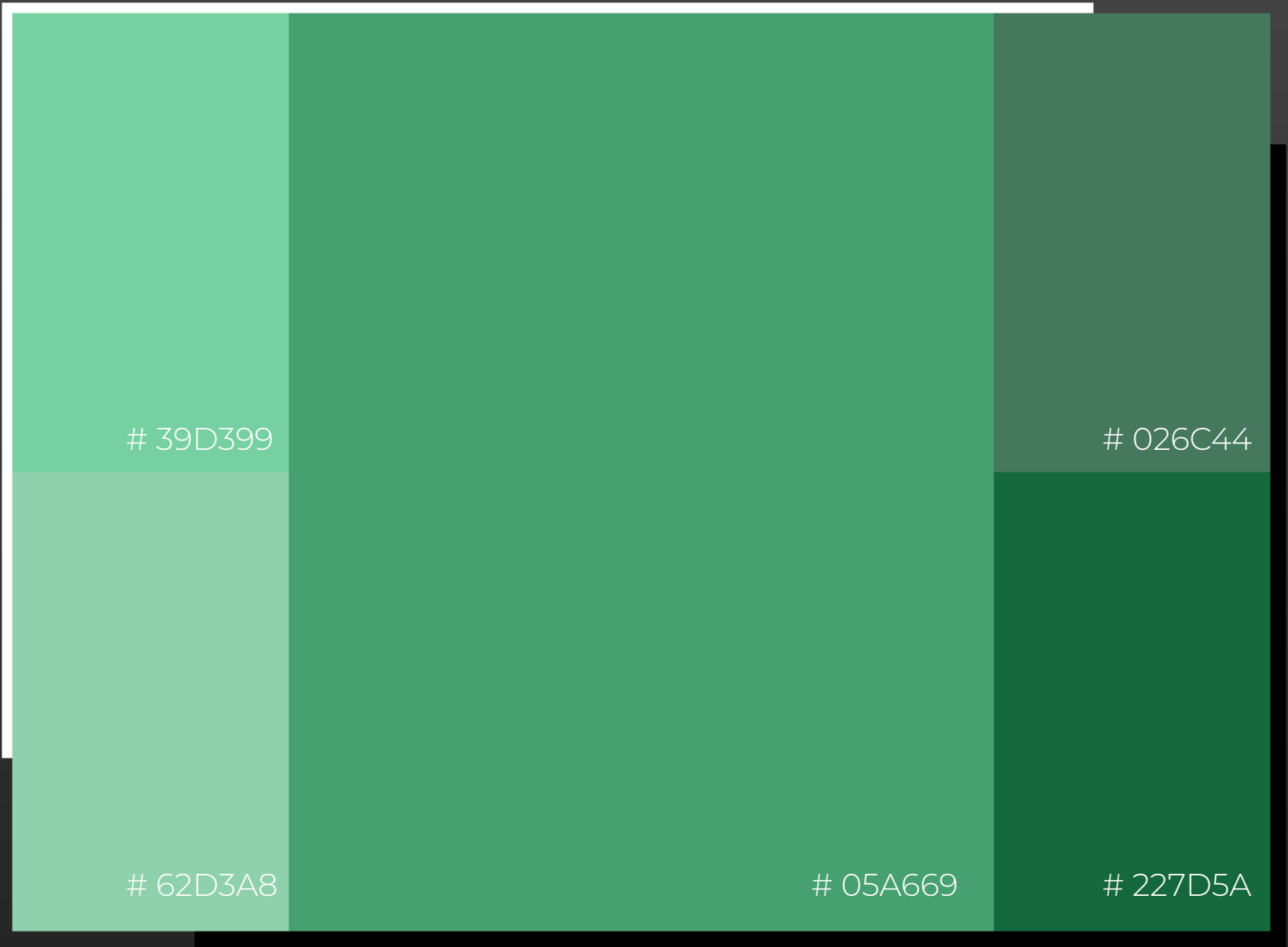
Colour Specification

Primary Color

	# 05A669
	# 39D399
	# 62D3A8

Secondary Color

	# 227D5A
	# 026C44
	# FFFFFFFF
	# 000000



--- Typography In Use

Montserrat

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Variants

Onze missie is dan ook het inspireren en stimuleren
Onze missie is dan ook het inspireren en stimuleren
Onze missie is dan ook het inspireren en stimuleren

When to use

Montserrat bold is the primary font used for titles and Montserrat regular font used for sub-titles and logotype/logo wording.



Aa

Segoe UI

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Variants

Onze missie is dan ook het inspireren en stimuleren

Onze missie is dan ook het inspireren en stimuleren

Onze missie is dan ook het inspireren en stimuleren

When to use

Segoe UI semi-bold is the primary font used for paragraph and Segoe UI regular font used for solution title

