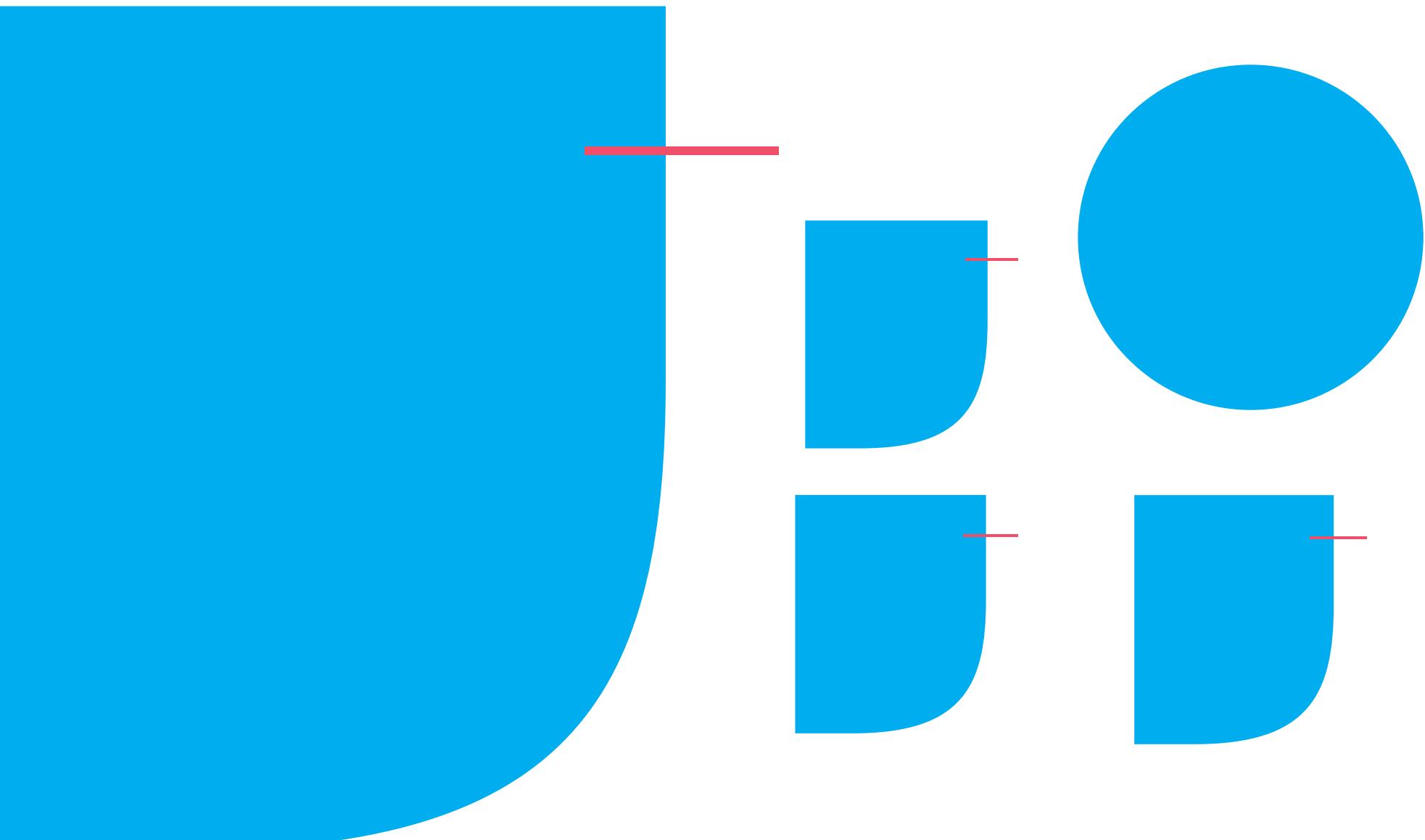




SOS CHILDREN'S
VILLAGES



Welcome

Dear Colleague,

Welcome to the SOS Children's Villages Brand Visual Guidelines. These guidelines are one of the key outcomes of the 2018–2021 Brand Refresh Project; they have been crafted with much care and we are excited to share them with you!

Our brand reflects the people we work with, the context and work we do locally, and the values we stand for. As a federation, we are here to ensure that the voices of children without or at risk of losing parental care are heard, everywhere. The visual identity strives to strengthen our brand both globally and locally so we can better amplify, empower and support those voices. To that end, it provides a framework for global consistency while still encouraging local adaptation. It is an effective and efficient, yet optional resource for member associations.

If you have questions or want help with a design challenge, please reach out to us. We are here to support you.

With warm regards,

The Global Branding
Team **brand@sos-kd.org**





Brand visual style

Brand visual guidelines | 5

At SOS Children's Villages, we do whatever it takes to ensure that each child and young person grows up with the bonds and healthy relationships they need to become their strongest selves and thrive in the future. Our brand visual style brings this to life through the interplay of bold and soft elements that create a sense of depth. This illustrates both the hardships and the beautiful growth experienced by children and young people as they build deep relationships throughout their journey to adulthood.

The finishing touch of this visual foundation is our iconic **speech bubble** – a special shape derived from the curves of our historic logo. It embodies our commitment to being a voice for – and giving a voice to – all children and young people who have lost or are at risk of losing parental care. We are here to support them and to make sure their voices are heard through whatever means is best adapted to their individual needs.



Empowering
children

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aliquam
sed magna vitae massa lacinia
dapibus. Suspendisse potenti. Nulla
gravida a ut turpis.*



sos-childrensvillages.org





Brand snapshot

Brand visual guidelines | 6

User-friendly version of
the 2019 UN Resolution
on the Rights of the Child

Focusing on children
without parental care

SOS CHILDREN'S
VILLAGES

December 2021 - Version 2.0
International Policy Support Document

Strengthening families

In many places around the world, families experiencing crisis or extreme hardship may have difficulties caring for their children. Beyond receiving sufficient nutritious food or having access to water and health care, children need to feel protected, encouraged and respected by someone adults who love them unconditionally.

Global context

In 2020, pandemic lockdown measures, immediately followed by economic slowdowns, disrupted the lives of millions of children worldwide. Struggling to stay together with available resources, families in our programmes experienced increased challenges due to loss of income, lack of access to health and education services, lockdowns and/or limitations on movement or migration.

Pandemic response

This year, we adapted our interventions to help struggling families manage the crisis and ensure they could care for themselves and their children. Through hygiene and food and hygiene kits, medical services on sites to prevent the spread of the virus, helped families to access essential services. We continued to support children to access government education and community services, and conducted virtual counseling to help parents and caregivers cope with the added stress.

SOS CHILDREN'S VILLAGES

A loving home for
every child

SOS Children's Villages International, Brightenauer Lände 50, 1200 Vienna / Austria | +43 1 36824570 | sos-childrensvillages.org

A loving home for
every child

SOS CHILDREN'S
VILLAGES

Lorum ipsum
Dolor sit amet
Consectetur
SOS Children's Villages
International Office
6020 Innsbruck
Austria
T +43 1 36824570
M +43 664 6605222
info@eu.sos-childrensvillages.org
sos-childrensvillages.org

SOS CHILDREN'S
VILLAGES

Title

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Morbi efficitur feugiat congue. Morbi ac elit a massa vestibulum venenatis in condimentum metus. Fusce a sollicitu diam, a, pharetra, adipiscitur elit. Morbi efficitur feugiat congue. Morbi condimentum feugiat metus.

Unmasking the impact
of COVID-19 on Asia's most vulnerable children

14,166 households surveyed

43% urban 57% rural

23% 32% 4%

Less of livelihood is the top-most concern for the rural and urban poor, followed by limited access to food.

“

I lost my husband two years ago. Before COVID-19, I worked as a maid in three houses. During my husband's illness, I had to leave my job because we had no one to look after our children. I was helpless and resorted to begging from houses to houses. They told me to find other means of supporting my two children.

Latin, 45 | Bangkok

Scoping document
Project title

Author	First name Last name
Date	09/09/2021

Executive summary (max 15 lines)

Duis ante nunc dolor in reprehenderit in voluptate with esse illum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit animi et ea temporibus. Duis aute irure dolor in reprehenderit in voluptate with esse illum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit animi et ea temporibus.

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Disclosures needed

Duis aute nunc dolor in reprehenderit in voluptate with esse illum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit animi et ea temporibus. Duis aute irure dolor in reprehenderit in voluptate with esse illum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit animi et ea temporibus.

Key findings

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When
your own
home is
at risk
#atrisk

SOS CHILDREN'S
VILLAGES



Design principle: Anchoring

Empowering children

SOS CHILDREN'S VILLAGES
sos-childrensvillages.org

Numbers
1 2 3
5 6 7
9 10 11
15 19 20

ENGLISH MATHS
SHAPES
27th November, 2021
COLOURS

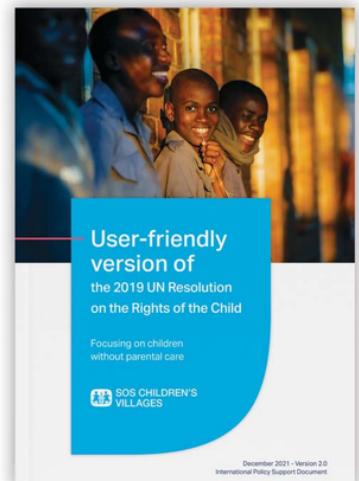
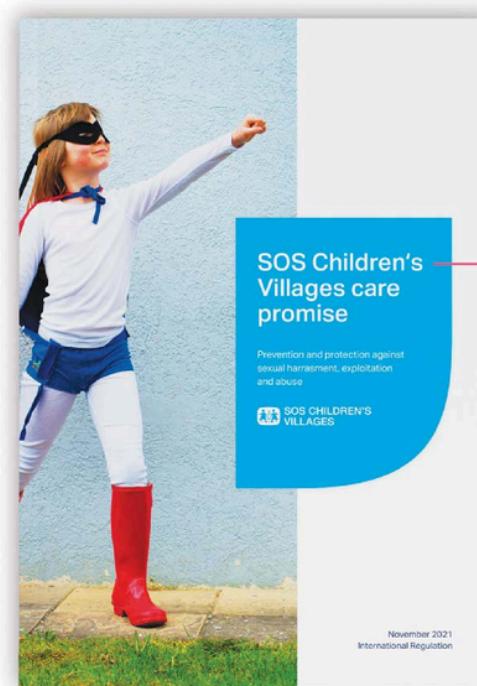
TRIANGLE, CIRCLE
RECTANGLE
SQUARE

RED
BLUE
GREEN
WHITE
YELLOW
BROWN
PURPLE

Prevention and protection against sexual harassment, exploitation and abuse

November 2021
International Regulation

The design uses white arrows to point from the text "Empowering children" and the "User-friendly version of the 2019 UN Resolution on the Rights of the Child" back to the corresponding visual elements in the images.



—
Lorem ipsum
Dolor sit amet
Consectetur

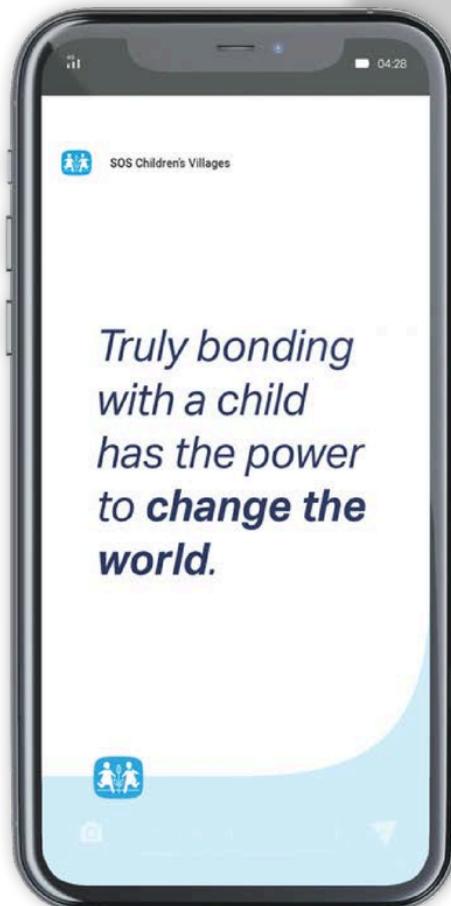
SOS Children's Villages
International Office
6020 Innsbruck
Austria

T +43 512 2220 0000
M +43 664 0002222
nullafacilis@sos-kd.org
sos-childrensvillages.org

SOS CHILDREN'S VILLAGES



Design principle: Curvature



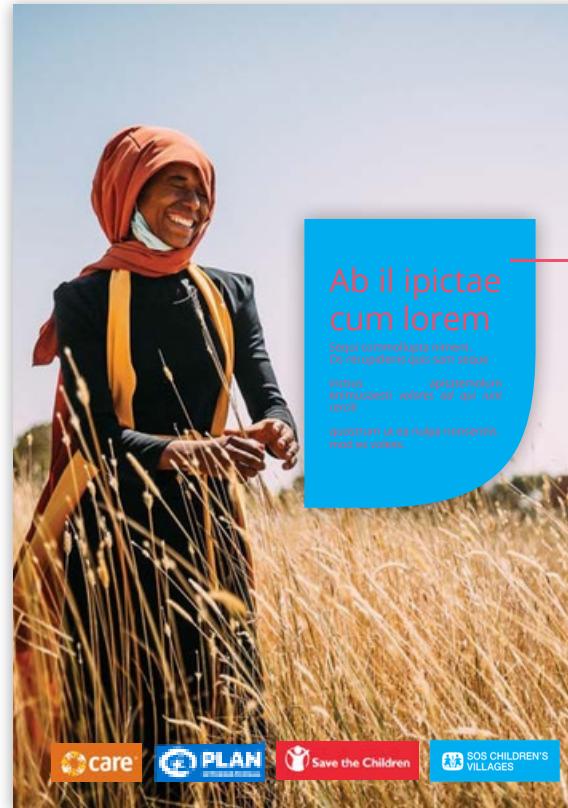
Children's rights

Children's rights are universal and inalienable. We work to protect these rights, focusing specifically on children's rights in the context of supporting families facing challenges, on preventing child-family separation, and on children's rights in alternative care. Our work is directly informed by the UN Convention on the Rights of the Child, the Guidelines for the Alternative Care of Children, and the UN Resolution on the Rights of the Child focusing on children without parental care.

We support children and young people in raising their voices, speaking out alongside them to protect their rights in debates, frameworks and policies on the regional and national level.

Multiple partner logos

When using the SOS Children's Villages logo alongside partner logos, remember that it is never acceptable to alter our logo to conform to another brand's style or color. Instead, work with a design professional to find a solution that preserves the integrity of both brands. When using our logo in combination with multiple partner logos, use your best judgement for where to place our logo, based on the relationship or initiative you are representing.





Aa

فرحتنا في لمتنا

Summary

Our official brand font is Aktiv Grotesk – a modern font family that strikes a perfect balance of warmth and structure. It lends a gentle, but firm air to the words we write, complementing the more playful elements of our brand visual style with a sense of stability. It supports over 130 languages.

Section contents

- Brand fonts
- General font rules
- Titles
- Sub-titles
- Body font
- Call out numbers
- Quotes
- Bullet points



06
AVR
21H

Regular Medium **Bold** XBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !#\$%&'()0=~



Scoping document
Project title

Author	First name Last name
Date	dd-mm-yyyy

Executive summary (max 15 lines)
Placeholder text for the executive summary.

Decisions needed
Placeholder text for decisions needed.

Key benefits
Placeholder text for key benefits.

1/2 Scoping document

SOS CHILDREN'S VILLAGES



1

The **XBold** font weight is reserved for use with numbers that are called out in infographics or for other data representation purposes.



Recommended

أهاتنا هن أساس منازلنا
هن أعمدة قرناهن رابطنا
مجتمعنا

Colours

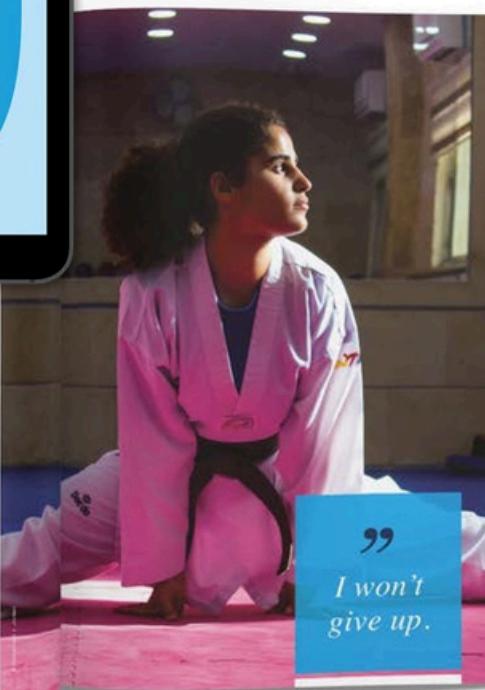


90% €3,000,932 365

✗ **Don't use thin fonts for call out numbers**

Quotes

Though Times New Roman has been deprioritized as a brand font, its Italic style has been preserved solely for use in quotes. This helps to set quotes apart from other text in a nod to our heritage brand style while also adding a touch of warmth. Quotes can also be displayed in Aktiv Grotesk Italic. They should always be used alongside an oversized Times New Roman Bold quotation mark.



UIB 12 000 000

100 570 78 85

40

Recommended

Sos hhh

Recommended

SOS villages d'enfants

Recommended

”
I won't
give up.

Times New Roman Bold
for the quotation mark

Colours



Icons

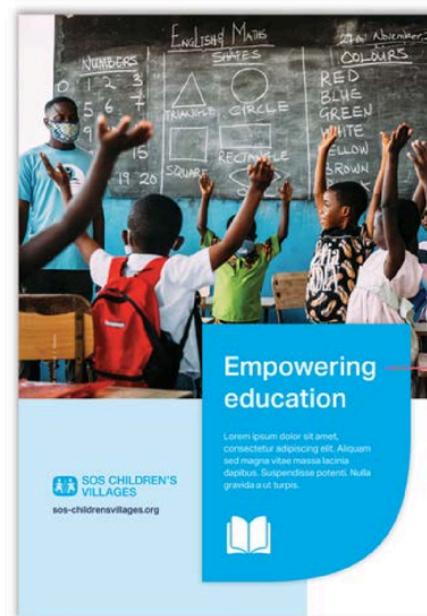


Summary

Our icons bring the figures in our emblem to life and provide an expressive language of symbols. They can be used as needed to support comprehension as well as to add visual interest throughout all brand materials.

Section contents

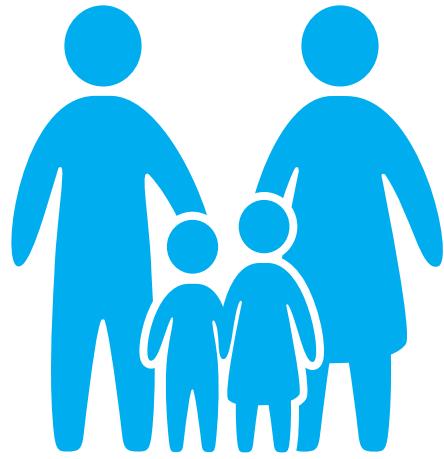
- Icon categories
- The social meanings
- Icon colours
- Icon size
- Symbols & people
- Symbol icon creation
- People icons



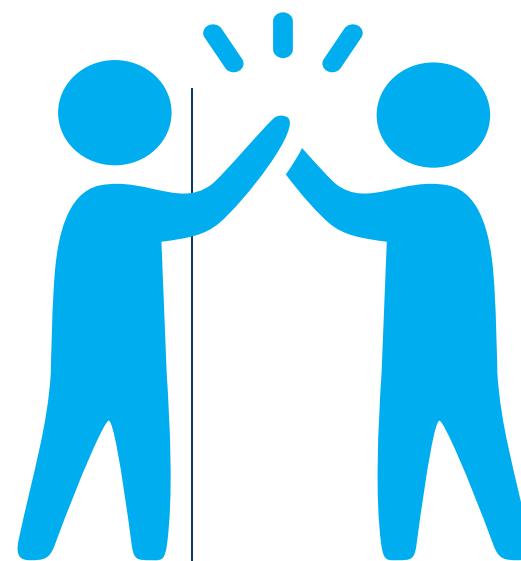
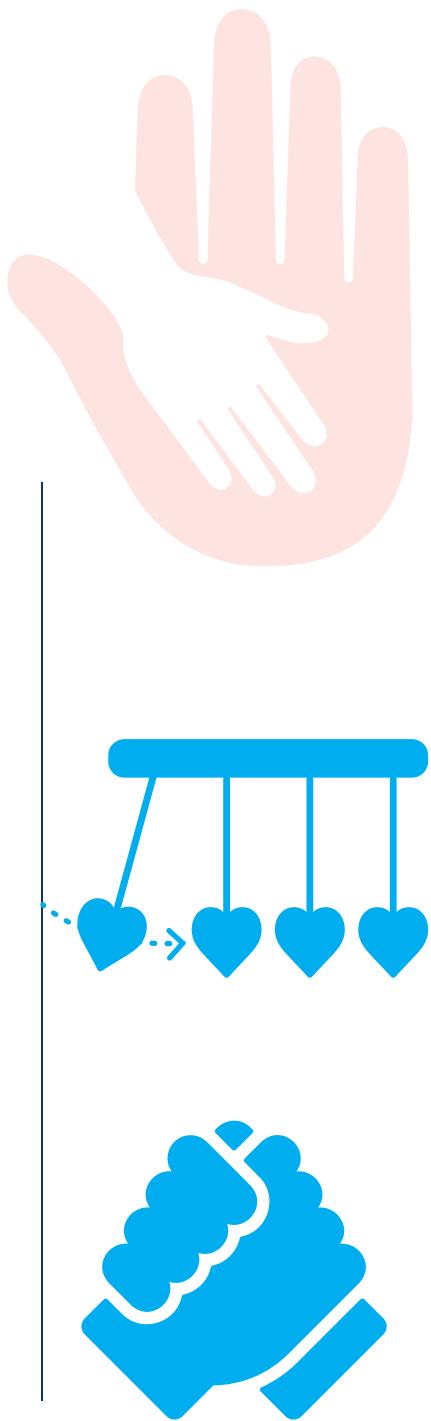


[Icons](#) | [Categories](#)

Brand visual guidelines | **71**



Other





The social meanings

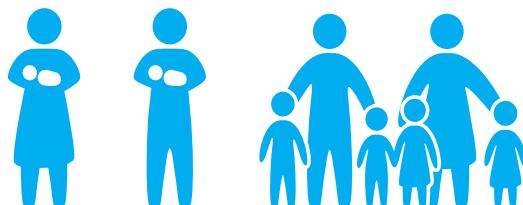
Our brand's heritage social meanings drawings have been re-imagined in our new brand style. The social meanings icons by themselves cannot be used as a logo, but should always be used in connection with the logo for any material for external communications.



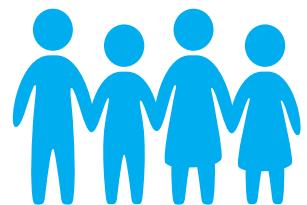
Child at risk



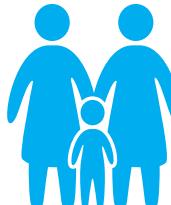
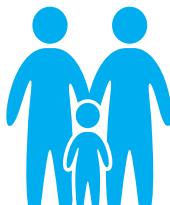
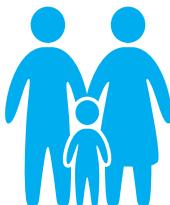
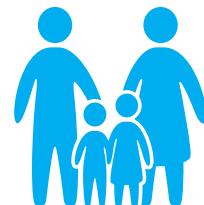
Village



Motherhood | Fatherhood | Parenthood



Brothers and sisters



Family



Home



Education



Moments of happy childhood

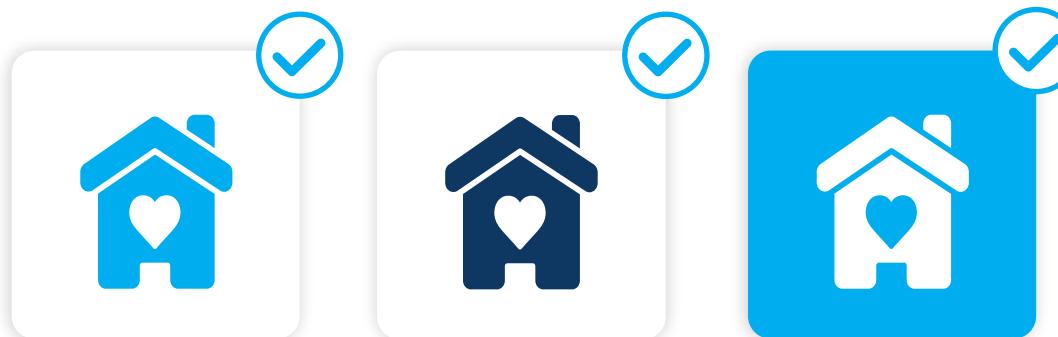


Childhood in cultural diversity



Icon colours

Icons can be used in a member association's primary colour as well as in white and dark blue. They should never be used in a member association's accent colour or in colour combinations that are too light to support legibility.



Member association's
primary colour

Dark blue

White



Member association's
accent colour

Tints of brand colours

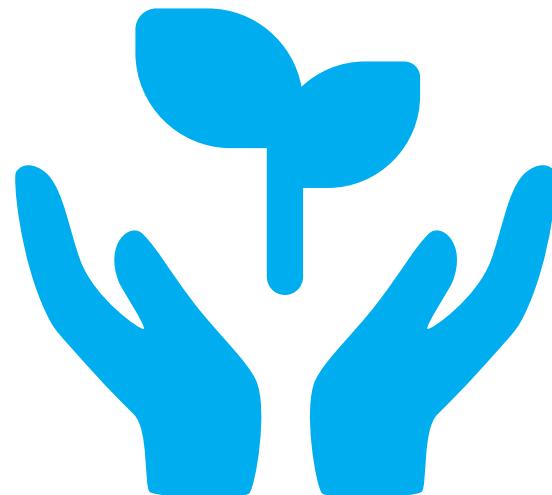
Non-brand colours

White on light colours



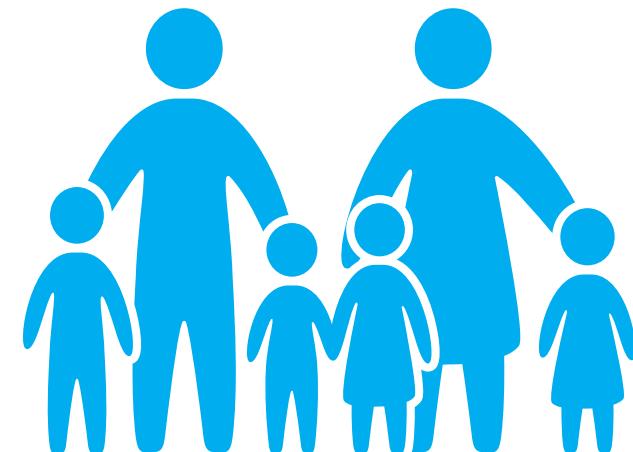
Symbol icons

Our symbol icons illustrate a diverse array of topics. New symbol icons can be created using shapes from royalty free libraries that are then altered to conform to our brand style.



People icons

Our people icons bring the figures in our emblem to life. They were custom created for SOS Children's Villages to capture emotional moments in a minimalist, yet expressive manner.



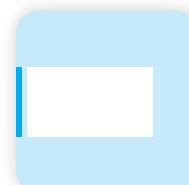
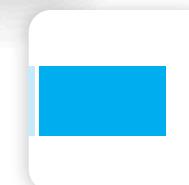
Text box

Summary

A dynamic call out box designed to highlight important text, data and quotes. It was specially designed with publications, flyers and brochures in mind and can be used on top of photos.

Section

contents - Text box rules



Cards

Summary

Functional text boxes that take their design cues from the brand bubble. They are best used for infographics or in technical documentations and should **never** be used on top of photos.

Section contents

- Rounded corners
- Shadows
- Alternative card styles

The image shows an open book with two pages of a report layout. The left page contains three sections: 'Who we reached', 'Family strengthening programmes', and 'Alternative care programmes'. Each section has a blue header bar and a white content area with black text. The right page has a large blue header bar at the top with the text 'By the numbers —' and a blue header bar for 'Our staff' at the bottom. Both pages have light blue backgrounds and rounded corners. The right page also includes a small note at the bottom: '* The figure represents average full-time equivalents'.

Who we reached

Annual average (2017-2020)

- 1,165,900 people in 2,730 programmes

Cumulative (1949-2019)

- Over 13 million people through direct and indirect impact

Family strengthening programmes

Annual average (2017-2020)

- Available in 112 countries
- Supported 330,000 children and young people in 87,000 families
- A total of 436,000 people, including parents

Cumulative (1949-2019)

- A total of 3,700,000 children and young people supported

Alternative care programmes

Annual average (2017-2020)

- A total of 73,100 children in alternative care
- 45,200 children in family-like care
- 4,800 children in foster care
- 1,650 children in small group homes
- 21,500 young people in 650 youth care programmes
- and 2,539 children reintegrated with their families

Cumulative (1949-2019)

- 255,000 children supported through family-like care

By the numbers —

Sources: SOS Children's Villages International Annual Reports, SOS Children's Villages 70 Years of Impact, and YouthCan! Facts and Figures

YouthCan!

2020 figures

- Available in 37 countries with 1,500 volunteers from 6 global partners and 232 national partners to support 6,500 young people

Cumulative

- More than 14,000 participants since 2017

Other programmes

Annual average (2017-2020)

- 295,500 children, young people and adults supported with health services
- 209,800 children, young people and adults helped through emergency response programmes
- 165,500 children reached through education programmes
- 16,700 young people and adults supported through employment and entrepreneurship training

Our staff

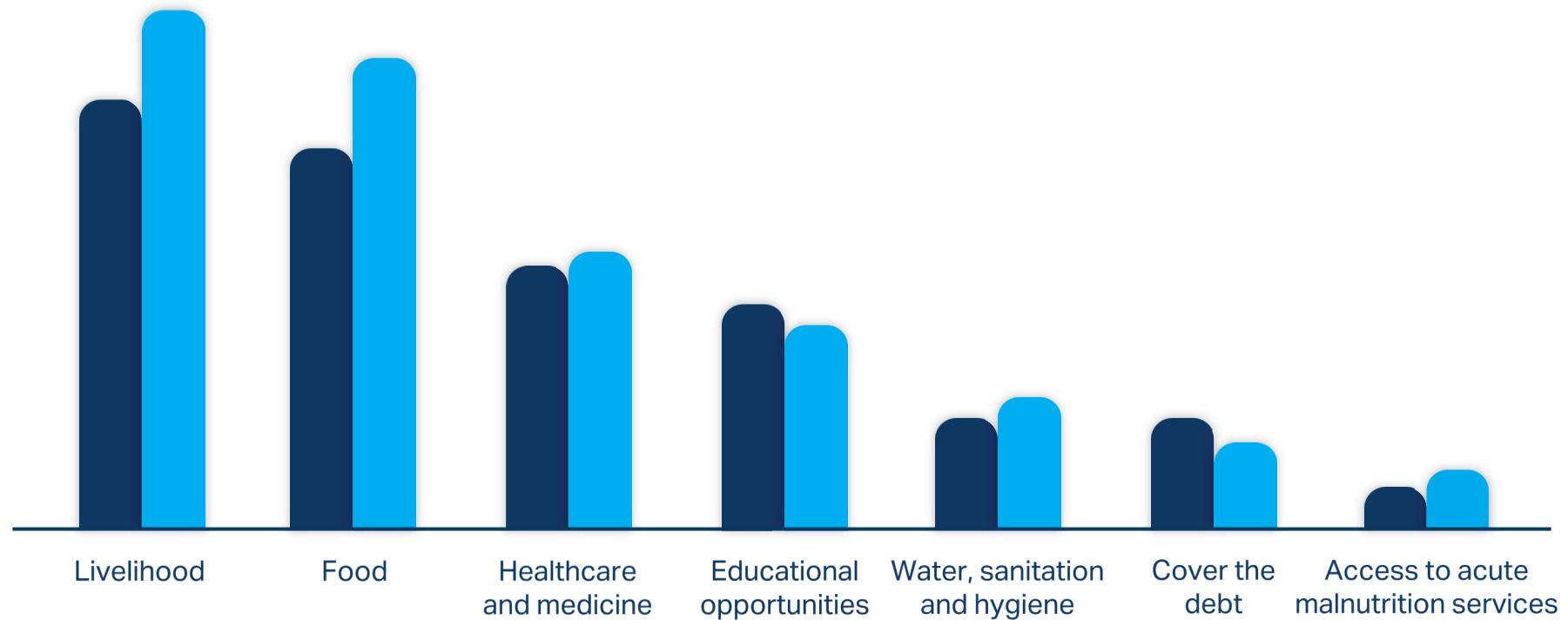
Annual average (2017-2020)

- 40,000 employees* including 9,100 direct caregivers in 136 countries and territories across 6 continents around the world

* The figure represents average full-time equivalents



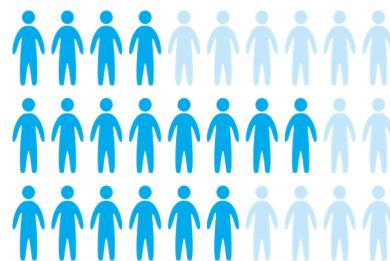
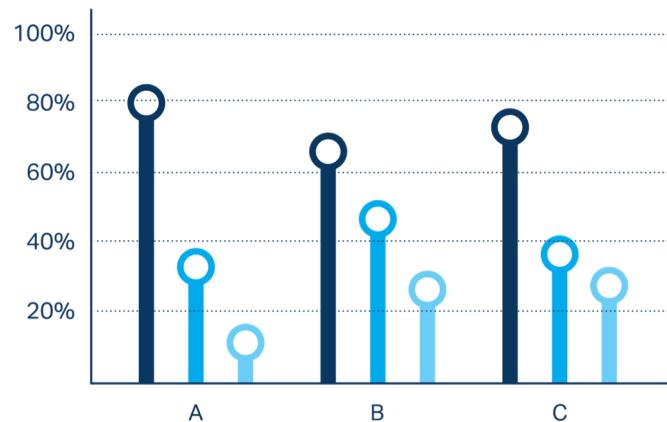
بدعمكم، نصنع النجاح لأطفالنا



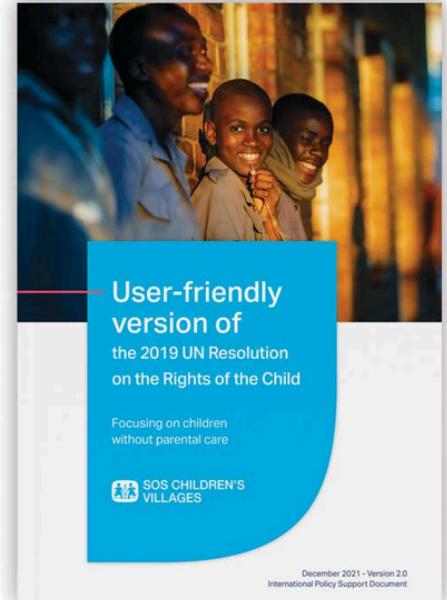


Data | Other representations

Other representations



- 4** **Lorem ipsum**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada leo vel magna ultricies finibus. Aenean ligula leo.
- 3** **Lorem ipsum**
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- 2** **Lorem ipsum**
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- 1** **Lorem ipsum**
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90%

Data | Additional card styles

Brand visual guidelines | 107



Additional card styles

LOREM IPSUM

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Duis nec
rutrum dolor.

LOREM IPSUM

Lorem ipsum dolor sit amet,
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rutrum dolor.

2

LOREM IPSUM

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Duis nec
rutrum dolor.

3

Lorem ipsum
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Duis nec rutrum
dolor.

LOREM

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LOREM

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dolor.

LOREM



LOREM

01



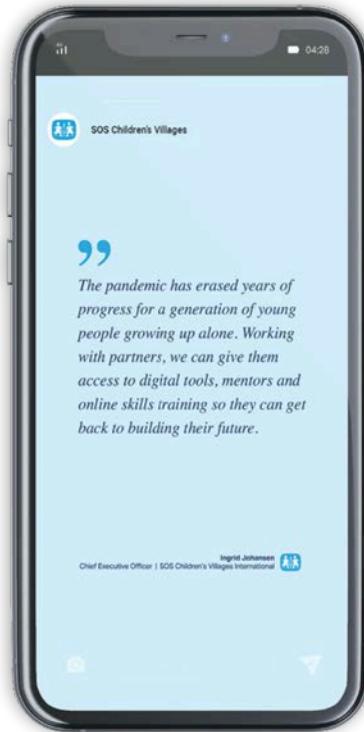
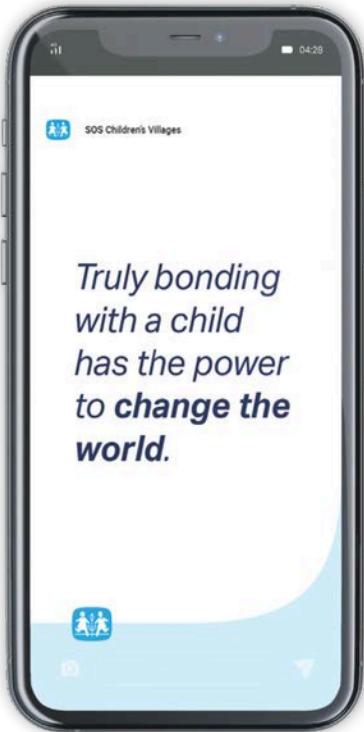
LOREM

02



LOREM

03



Instagram



© Joris Lugtigheid | Uganda

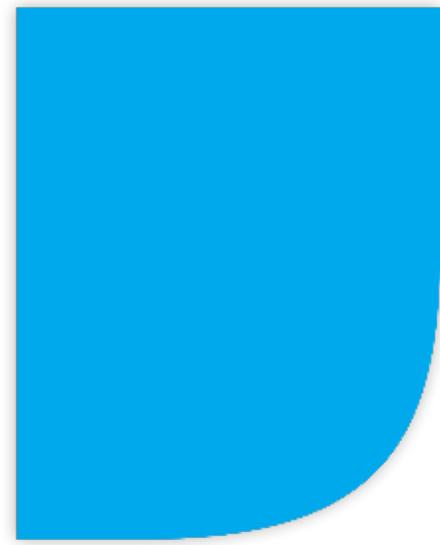
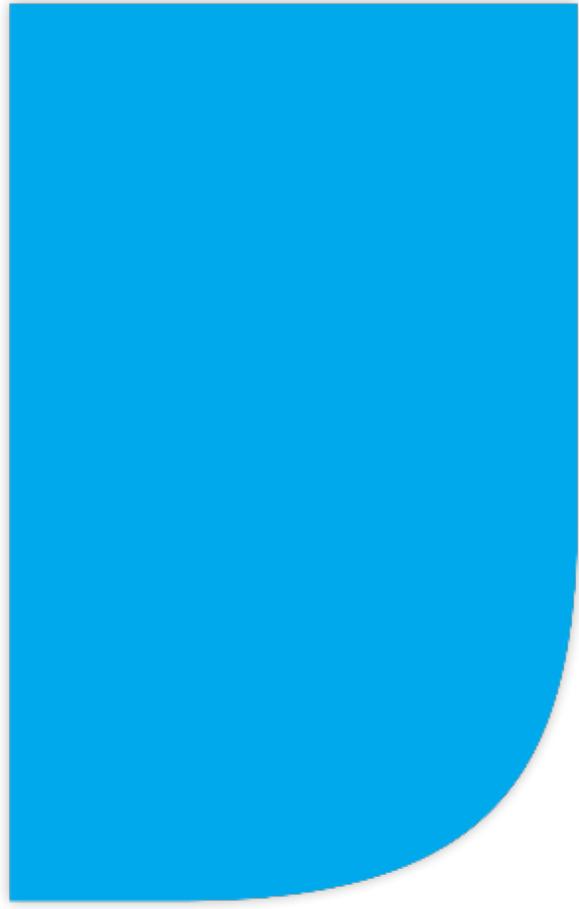
Keeping siblings — together

When families are separated, children and young people frequently lose connection to their brothers and sisters, a particularly difficult and often traumatizing experience that can have life-long implications on those affected. After all, siblings, especially those close in age, have the longest lasting bonds within a family; sharing many life experiences, both positive and negative.

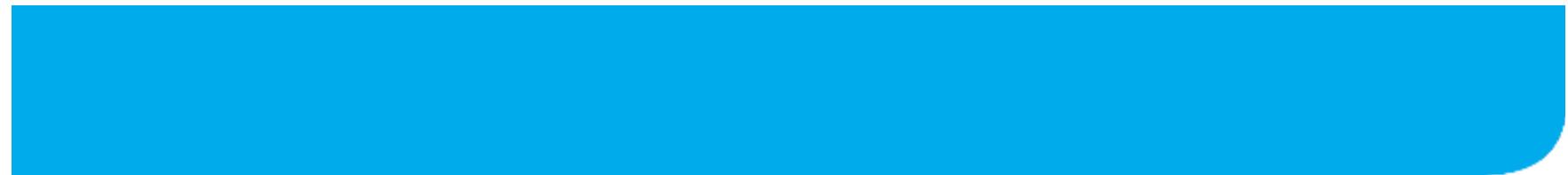
At SOS Children's Villages, we work to ensure that siblings are able to grow up together whenever it is possible and in their mutual best interest. We recognize that siblings often play important, emotionally anchoring roles in each other's lives, not only impacting each other's well-being, sense of belonging and self-esteem, but also acting as pillars in each other's support networks.



WE CAN, WE DO,
WITH *love*



Three lines



Primary Blue

RGB: 0-171-236

HEX: #00abec



RGB: 132-204-241

HEX: #84ccf1

RGB: 205-232-248

HEX: #cde8f8

RGB: 228-243-251

HEX: #e4f3fb

Red

RGB: 222-90-108

HEX: #de5a6c



RGB: 235-169-169

HEX: #eba9a9

RGB: 241-201-198

HEX: #f1c9c6

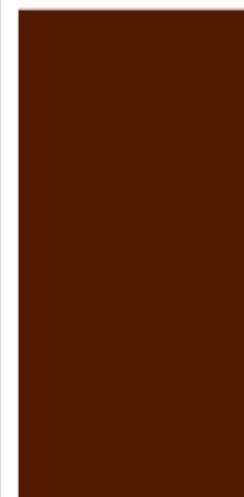
RGB: 249-229-228

HEX: #f9e5e4

Dark Blue

28-50-93

#1c325d



120-132-158

#78849e

179-195-207

#b3c3cf