



**UniSAFE**  
ENDING GENDER-BASED VIOLENCE

# Graphic Charter.

FEBRUARY 2021

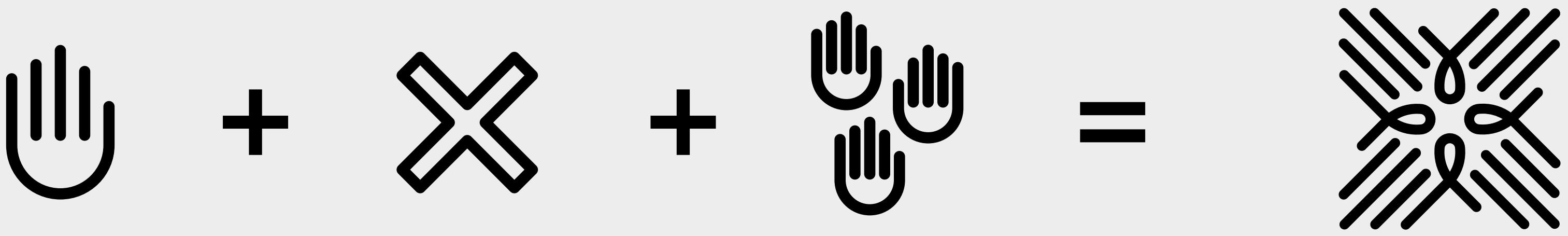




PART 1

# Logotype.





Stop  
Hand  
reaching  
out

Eradicate

Community

A community  
that works  
together  
to end GBV

— MAIN LOGO VERSION: BLUE BACKGROUND

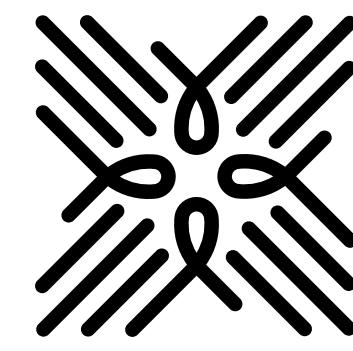


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— SECONDARY LOGO VERSION: WHITE BACKGROUND

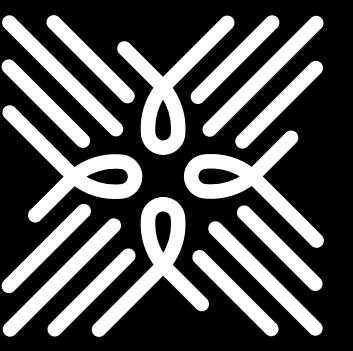


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— BLACK & WHITE VERSIONS



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## LOGO GUIDELINES

The logo must always keep:

- Its **linearity**
- Its **proportions**
- Its **disposition**

It is allowed to **isolate the elements**  
but forbidden to assemble them  
without **keeping the properties**  
original planned in the design.

— EXAMPLES OF PROHIBITED VARIATIONS



— PERMITTED COLOR COMBINATIONS: FULL LOGO



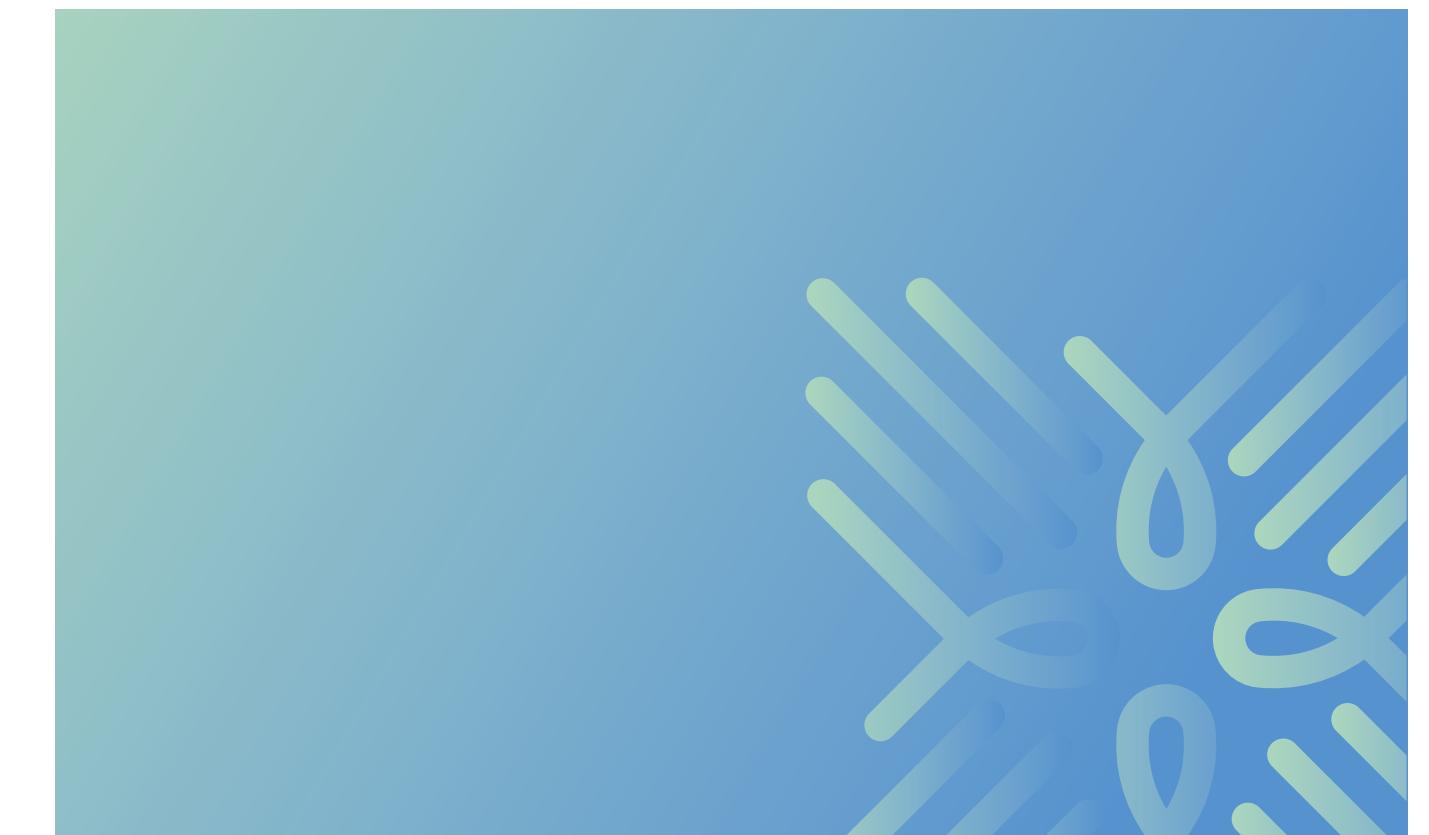
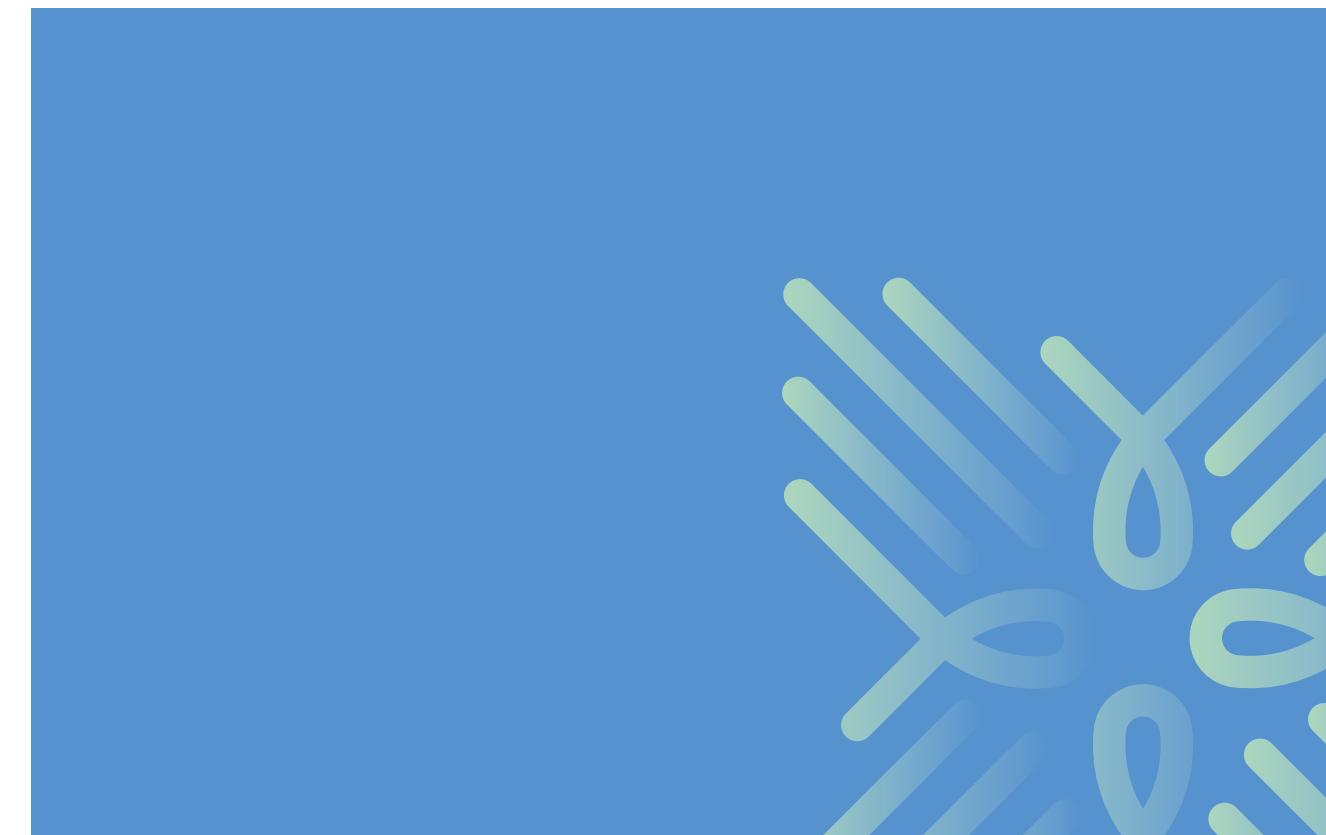
— PERMITTED COMBINATIONS ON A PHOTOGRAPHIC BACKGROUND



Sufficient contrast is important for the logo to stand out correctly in an image.



— PERMITTED COLOR COMBINATIONS: SYMBOL ONLY





## LOGO PROTECTION ZONE

The logo should always keep a protection zone around it, when inserting on any support.

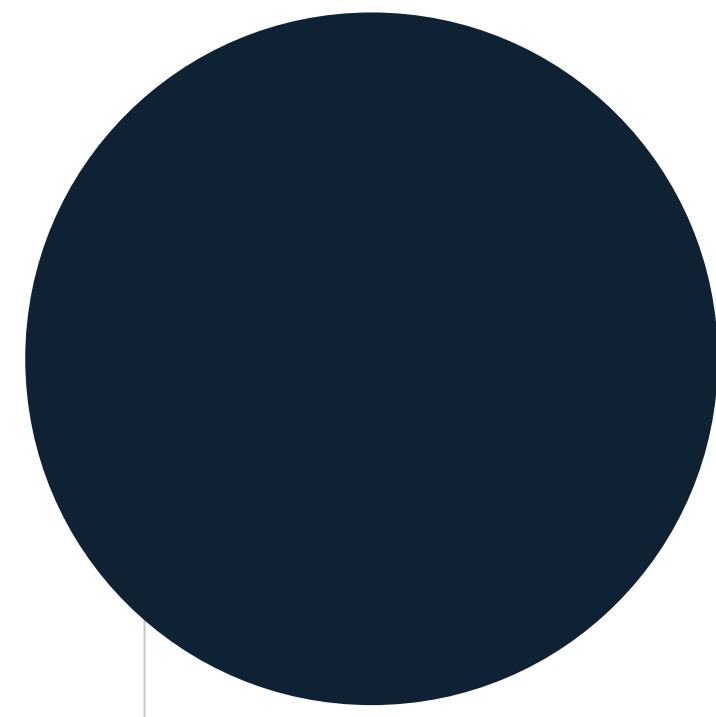
This protection zone corresponds to the **height of the symbol**.



PART 2

# Colours.





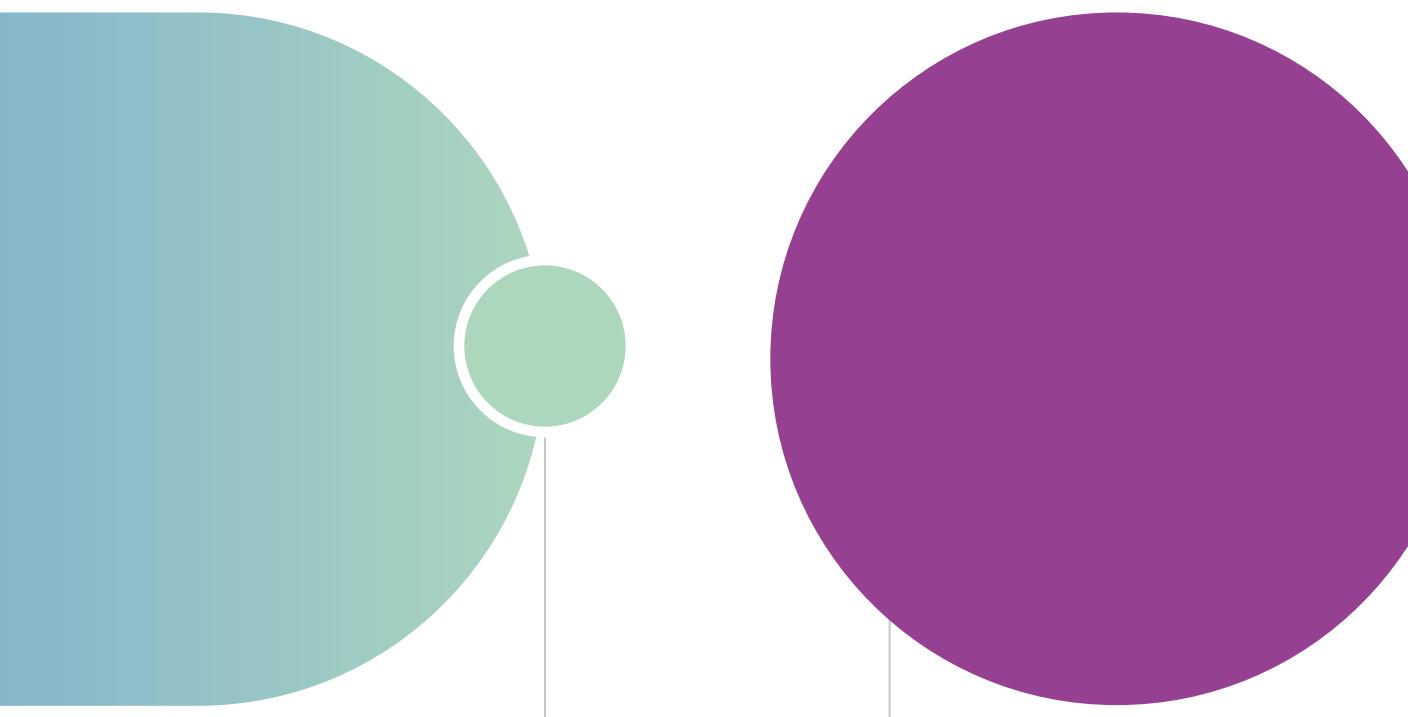
R 14  
G 34  
B 52  
  
C 100  
M 79  
Y 50  
K 62

#0e2234



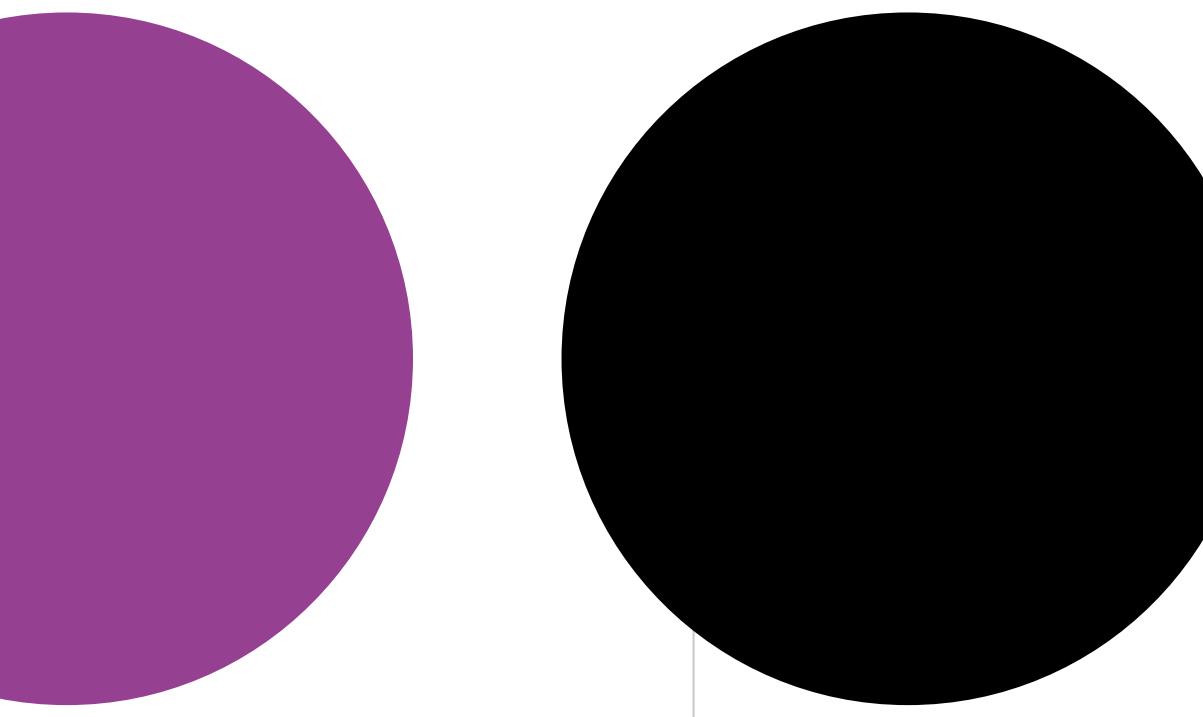
R 86  
G 146  
B 206  
  
C 68  
M 34  
Y 0  
K 0

#5692ce



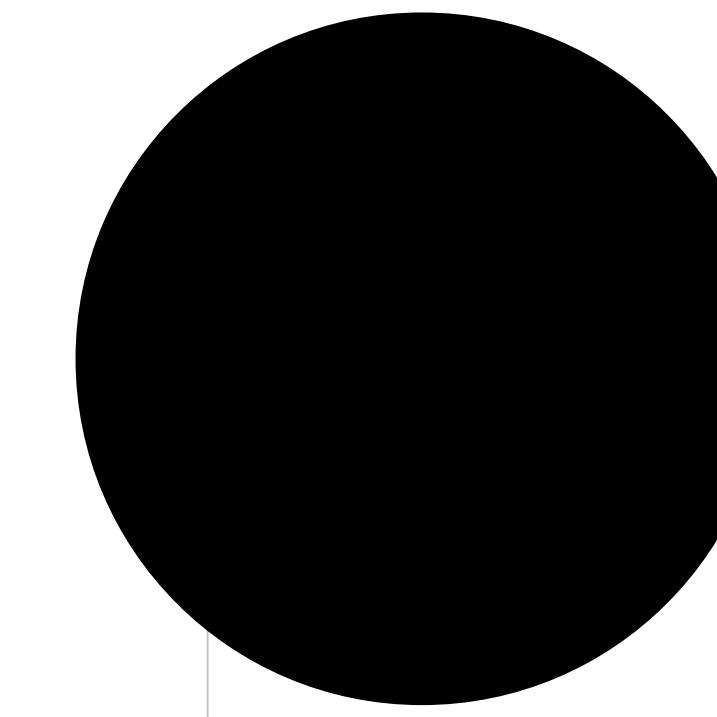
R 172  
G 215  
B 189  
  
C 38  
M 0  
Y 33  
K 0

#acd7bd



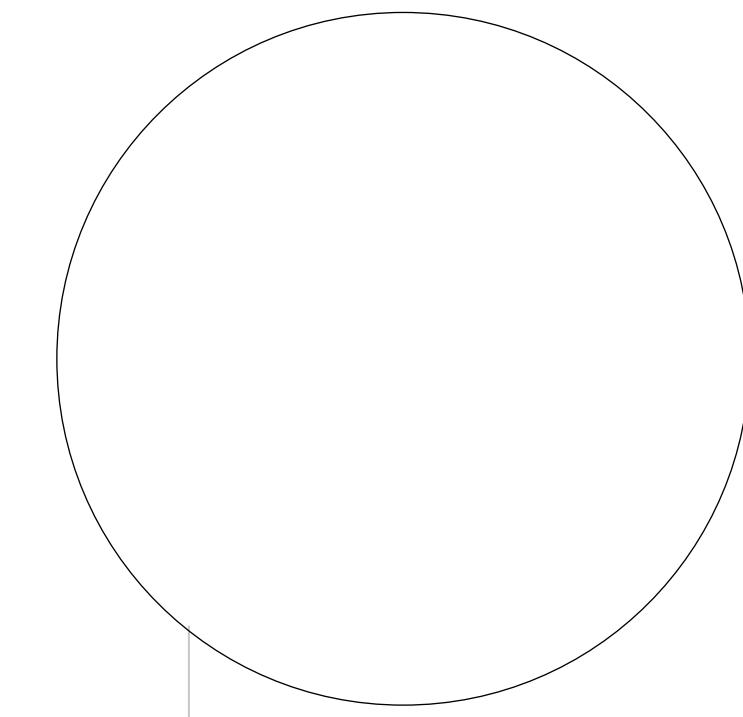
R 150  
G 64  
B 145  
  
C 50  
M 85  
Y 0  
K 0

#964091



R 0  
G 0  
B 0  
  
C 0  
M 0  
Y 0  
K 100

#000000



R 255  
G 255  
B 255  
  
C 0  
M 0  
Y 0  
K 0

#ffffff



PART 3

# Typography.



## LOGO PROTECTION ZONE

The typography associated with UniSAFE is **D-Din**. It is a timeless and elegant sans serif typography.

This typography can be replaced by **Helvetica** (on Mac) or **Arial** (on PC) on Microsoft Office or equivalent.

D-DIN Regular

*D-DIN Italic*

**D-DIN Bold**

D-DIN Exp Regular

*D-DIN Exp Italic*

**D-DIN Exp Bold**

TEXTS

TITLES

This is  
a title

D-DIN EXP REGULAR

This is a subtitle

D-DIN EXP BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

D-DIN REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

D-DIN REGULAR – LONG TEXTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

ARIAL REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

ARIAL ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

ARIAL BOLD

PC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

HELVETICA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

HELVETICA ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

HELVETICA BOLD

MAC



PART 4

# Prototypes.





John Doe  
Director

+33 (0)6 03 02 01  
contact@unisafe.eu  
www.unisafe.eu

John Doe  
Director

+33 (0)6 03 02 01  
contact@unisafe.eu  
www.unisafe.eu

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# Together, we eradicate gender-based violence.

Making universities and research organisations safe  
from gender-based violence by building a knowledge base  
and operational tools.



**UniSAFE**  
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Learn more about UniSAFE [www.unisafe.eu](http://www.unisafe.eu)

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and for Society programme under grant agreement no. 101006261



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