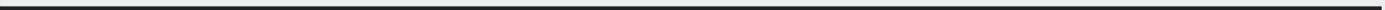
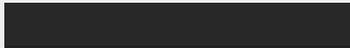


SMART Balkans



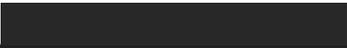
BRAND IDENTITY MANUAL





SMART Balkans
BRAND
IDENTITY MANUAL



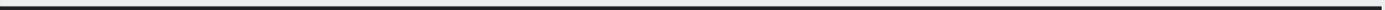
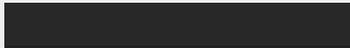


SMART Balkans

Center for Civil Society Promotion (CPCD), together with partner organizations from Albania – Institute for Democracy and Mediation (IDM) and North Macedonia – Center for Research and Policy Making (CRPM), is implementing a project named SMART Balkans – Civil society for shared society in the Western Balkans, which contributes to strengthening participatory democracies and Euro Atlantic integrations

in the Western Balkans by empowering civil society organizations and CSO networks for stronger and active role in creating peaceful and inclusive societies for sustainable development in Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia.

The project is financed by the Norwegian Ministry of Foreign Affairs.



SMART Balkans
BRAND
IDENTITY MANUAL



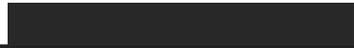


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+

identity system *and* correct use

- . logo overview
- . positive + negative
- . clear space
- . logo application

LOGO OVERVIEW

Our visual identity is essential to presenting our brand consistently. A strong visual identity helps our audiences recognize SMART Balkans and builds organizational credibility. By incorporating these guidelines into your communication, campaigns, and materials, you will increase the value of the SMART Balkans brand.

1 FULL LOGOTYPE



2 FULL LOGO TITLE



Our logo is the single element that unites and represents our brand. It has been specially designed to represent not only our name, but also what we stand for – collaboration, community, and unity. The logo and tag line can be used together. Use of just the tag line is allowed also.



Black and white logo versions are available for situations when the full color version cannot be produced.

IMPORTANT

Our logo is the foundation of our identity and the primary element that distinguishes us. The relationship between lettering and designated colors is fixed and should never be altered in any way.

- X** Do not skew, blur, distort, rotate, arch, distress the logo
- X** Do not or fill the logo with images, colors, or textures
- X** Do not alter the angle or proportion of the logo
- X** Do not violate the designated safety zones
- X** Do not add elements to the logo

CLEAR SPACE

A clear space area, free of additional elements should be maintained.

In the example shown below, 'X' represents the clear space around the logo. 'X' is equal to the height of the letter 'M' in SMART. The clear space should be maintained on all four sides of the logo. To maintain visual clarity and provide maximum impact, the logo must never be crowded by copy, photographs, or graphic elements or be placed too close to the edge of the page.



The minimum size of the logo should measure no less than 50mm in width.

50mm



LOGO APPLICATION



DO



DON'T

Do not superimpose the SMART Balkans logo on any image that distorts or makes the logo difficult to see or read. It is not advisable to print a full-color logo over a photograph.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque non augue leo. Morbi auctor libero eget ligula faucibus, in fringilla risus ullamcorper. Quisque vel nisl tempor.

DO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque non augue leo. Morbi auctor libero eget ligula faucibus, in fringilla risus ullamcorper. Quisque vel nisl tempor.

DON'T

Do not use the entire logo or any part of it as a tinted background or decorative element on its own.



DO



DON'T

Do not distort, recreate, or add any elements (e.g., country name or office name) to the SMART Balkans logo, or change the proportions.



DO



DON'T

Because of the low contrast between the logo and the background, as well as the risk of matching red shades, this variant of the logo should not be used.



color palette

HEX fcb415
RGB 252, 180, 21
CMYK 0%, 32%, 100%, 0%

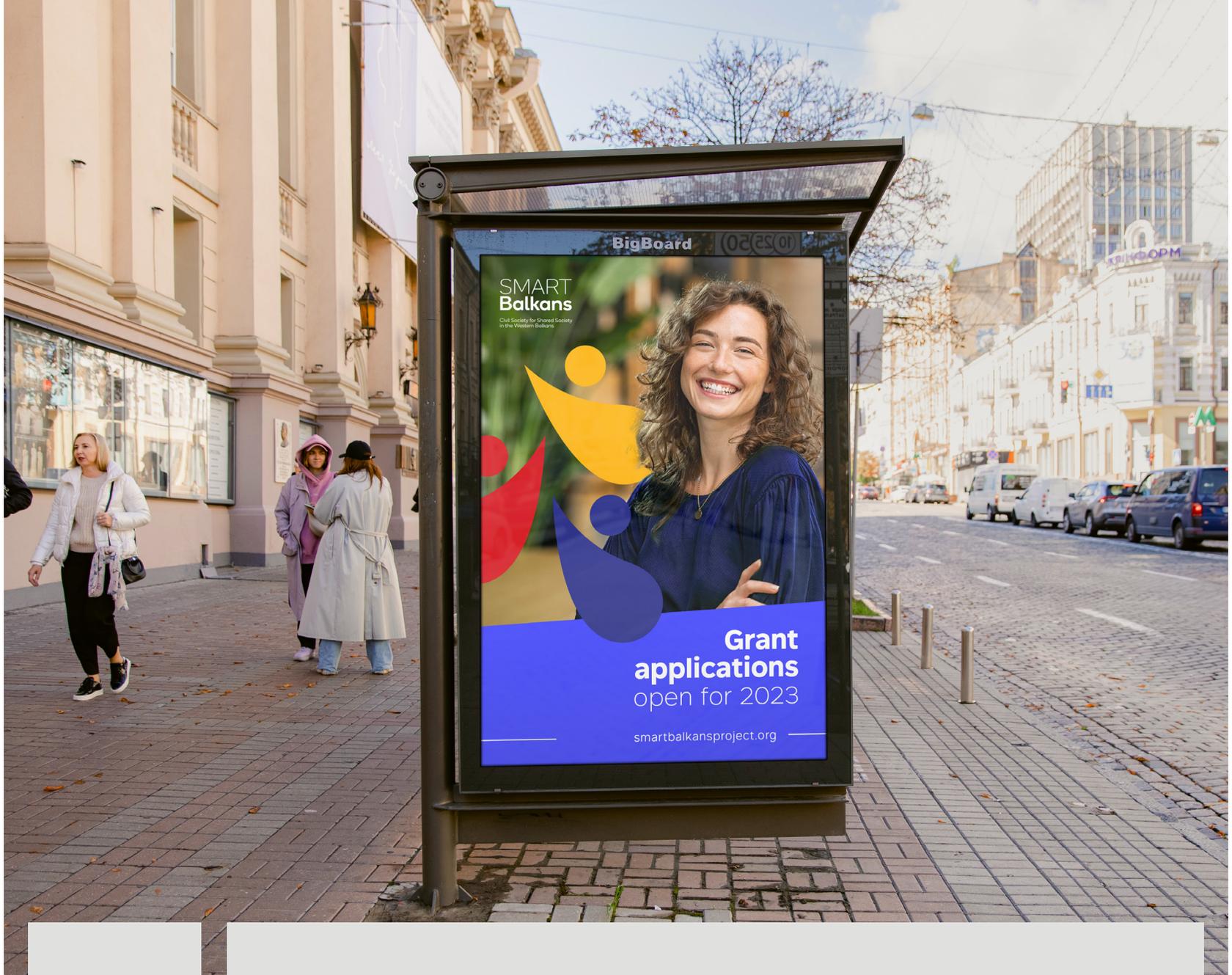
HEX d62027
RGB 214, 32, 39
CMYK 10%, 100%, 98%, 2%

HEX 2e338a
RGB 46, 51, 138
CMYK 100%, 97%, 9%, 1%

HEX 4146ff
RGB 65, 70, 255
CMYK 79%, 71% 0%, 0%

HEX e8e7e7
RGB 232, 231, 231
CMYK 8%, 6%, 6%, 0%

HEX 282828
RGB 40, 40, 40
CMYK 71%, 65%, 64%, 68%



Optimized color reproduction is important for consistency.
RGB or HEX must be used for the screen.
Pantone Matching System (PMS) and CMYK should be used for print.

+

font
family

BOING FONT RANGE

The Boing typeface accentuates the clean, professional, and modern look we aim to bring across. The font family offers a variety of different weights, from Thin to Black, allowing for a flexible range when creating certain materials. Headlines, for example, can be in Light, whereas a subheading could be set in Black for increased emphasis. This font is to be used on all marketing materials.

Ad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

PRIMARY FONT
Boing Regular

Ad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

PRIMARY FONT
Boing Bold



icon use

Icons may be used to help identify our features as well as to enhance the brand's approachability.

Proper icon use:

- Small and minimal in design
- Can be used for web pages, banners and apps
- Do not overuse or place them in a distracting way

Icon assets are available for download via a separate link which is provided with the brand guidelines.

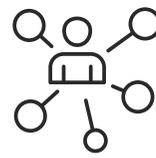
ICON USE



TEAM



PLANNING



CONNECTION



COOPERATION



SKILLS



SOLUTION



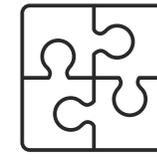
MOTIVATION



OUTSOURCE



INNOVATION



TEAMWORK



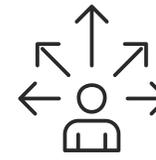
ACHIEVEMENT



CAREER



BRAINSTORM



ABILITIES



GOAL



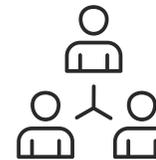
HELP



GROWTH



DEVELOPMENT



COMMUNICATION



PARTNERSHIP



corporate logo use

- . memorandum
- . business card
- . envelope
- . email signature



smartbalkansproject.org

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nisl, vitae vehicula turpis risus sit amet lacus. Vivamus vel vulputate augue.

Best Regards,
Michael Smith
SMART Balkans Project Manager



Motta Montalvo 2/III
Sarajevo 71000, BiH
www.smartbalkansproject.org





MEMORANDUM, ENVELOPE & BUSINESS CARD



SMART
Balkans
Civil Society for Shared Society
in the Western Balkans

smartbalkansproject.org

Dear Mr Moore

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sodales tristique elit, vitae laoreet massa condimentum id. Cras nec erat vitae lectus hendrerit dapibus eu vel metus. Suspendisse imperdiet urna vulputate efficitur lacinia. Proin id maximus nisl. Nullam ac eleifend odio. Ut a ligula lorem. Donec tempor egestas nibh. Mauris lacus dui, imperdiet ut dapibus sed, eleifend eu elit. Praesent ut nisl semper enim consectetur ullamcorper in sit amet nibh. Fusce elementum metus eget aliquam malesuada. Aenean vel cursus est.

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Best Regards,
Michael Smith

SMART Balkans Project Manager




SMART
Balkans
Civil Society for Shared Society
in the Western Balkans

Marka Marulića 2/III
Sarajevo 71000, BIH
www.smartbalkansproject.org




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Michael Smith
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www.smartbalkansproject.org



SMART
Balkans
Civil Society for Shared Society
in the Western Balkans

Your Name
Project Manager

Tel: xxx xxx xxx
Marka Marulića 2/III, Sarajevo 71000
smartbalkansproject.org

EMAIL SIGNATURE

+

photography direction

Our style of photography aims at capturing authentic human moments across all subjects, try to source stylish, natural shots with an authentic and approachable feel.



+

promo materials

Various promotional materials and examples of how the logo can and should be applied.



SMART Balkans

Civil Society for Shared Society
in the Western Balkans

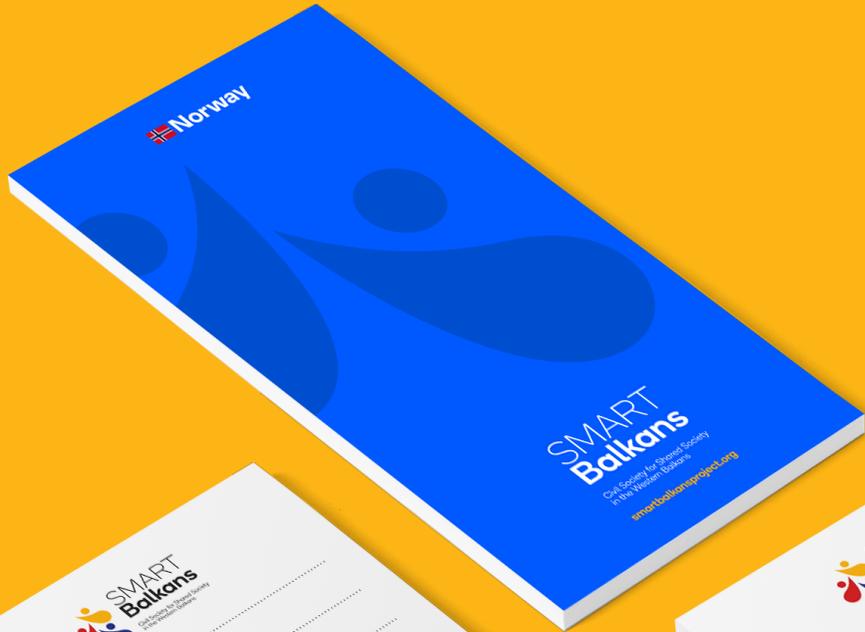
www.smartbalkanproject.org

 Norway

 CPCD
Civil Society Centre for
Policy Development

 IOM
International Organization
for Migration

 CRPM
Civil Society
Resource Project
Management







SMART Balkans
Civil Society for a Stronger Society
From Western Balkans





 **SMART
Balkans**
Civil Society for Shared Society
in the Western Balkans

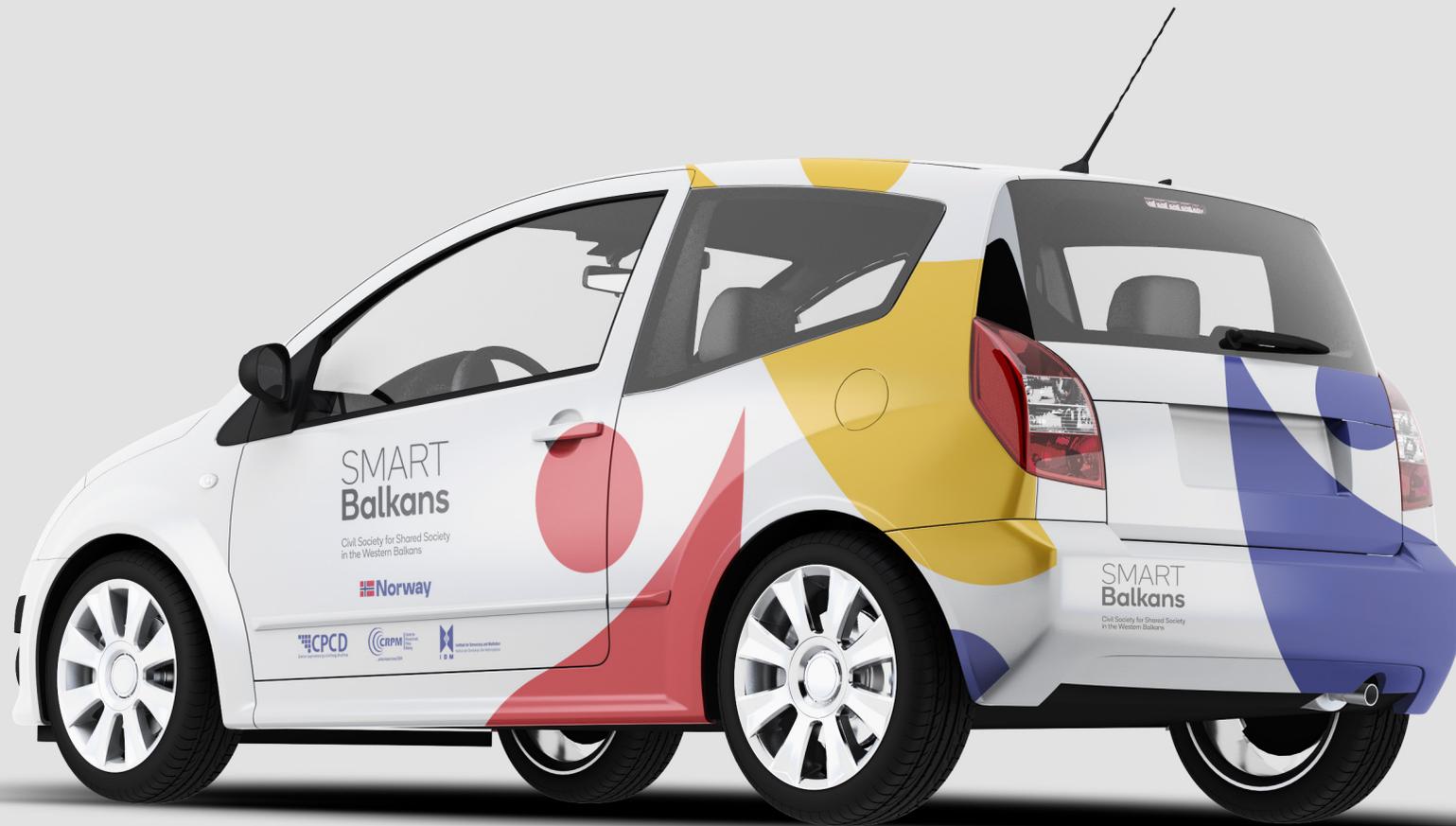


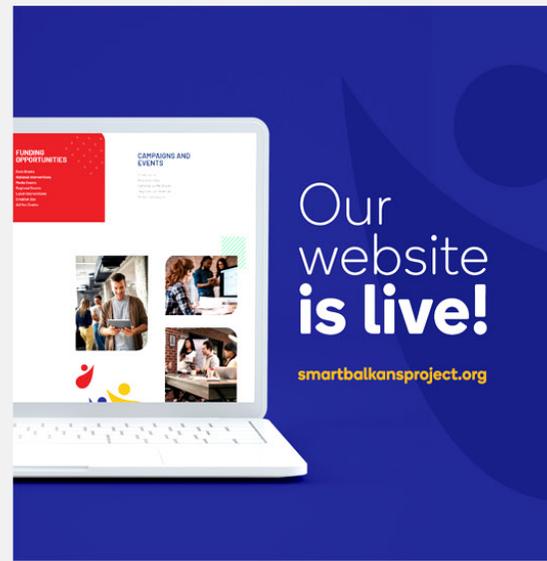






Car branding will depend on the car model and color.
This is just an example.





SOCIAL MEDIA PRESENCE

First and foremost, simplicity is key, with a distinct identity even in the slightest of aspects. Instead of cramming too many components into a little space, go for big headlines and powerful color choices. Content needs to be communicated in a professional, clear and concise manner

Clean, minimal, and eye-catching visuals, without unnecessary elements. Logo elements and primary colors are to be used throughout all colaterral.

--

Partner logos do not need to be communicated on each post. Rather allocate one to two visual per week where those logos are in full focus.

--

In order to maintain brand quality, high-definition images/photographs should be used.

Video Title



2:23 / 9:15



VIDEO MATERIAL

Project and sponsor logos should be communicated on all video material.

SMART Balkans logo needs to be positioned in the left hand corner, with the four sponsor logos fixed on the opposite, right hand side.

A transparent box can be placed behind the sponsor logos - in order to make them stand out.

As show on the example to the left.

--

The logos don't need to be present on the screen throughout the entire duration of the video. They can fade in and out from time to time. The focus needs to remain on the video itself, having the logos present the entire time is distracting for the viewer.

Please be respectful of our brand.

**The guidelines and standards are intended to protect
the integrity of the SMART Balkans brand.**

-

 **Norway**

 **CPCD**
Centar za promociju civilnog društva

 **IDM**
Institute for Democracy and Mediation
Institut për Demokraci dhe Ndërmjetësim

 **CRPM** | Center for
Research and
Policy
Making
... policy impact since 2004