

MINDCHANGERS LOGO GUIDELINES

2021 VERSION 1.0

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Please apply Mindchangers logo to your communication tools as explained within these guidelines.

LOGO VERSIONS

Mindchangers logo can be used alone or together with EU emblem.

Always use the colour version whenever is possible.

Black & white and negative applications should always be used for special needs.

USE THESE VERSIONS WHENEVER IS POSSIBLE



Logo with claim, colour version



Logo with claim and EU emblem, colour version



USE ONE OF THESE VERSIONS ONLY IF THE ABOVE VERSIONS ARE NOT APPLICABLE



Logo with claim, black & white version



Logo with claim and EU emblem, black & white version



Logo with claim, negative version



Logo with claim and EU emblem, negative version



CLEAR SPACE AND MINIMUM SIZE



To preserve the integrity and visual impact of the Mindchangers logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

Logo with claim
minimum size



30 mm
110 px

Logo with claim and EU emblem
minimum size



65 mm
240 px

To ensure Mindchangers logo and its claim legibly at smaller scales, never reduce it below 30 mm width (110 px for digital usage).

When used together with EU emblem the minimum size is larger in order to grant legibility to the emblem text. In this case never use the composition below 65 mm width (240 px for digital usage).

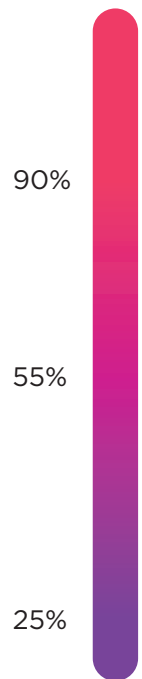
COLORS



REGIONS
AND YOUTH
FOR PLANET
AND PEOPLE



REGIONS
AND YOUTH
FOR PLANET
AND PEOPLE



Bright red

CMYK > C. 0; M. 90; Y. 45; K. 0
RGB > R. 232; G. 51; B. 94
Hex: #E7335D

Light purple

CMYK > C. 15; M. 97; Y. 0; K. 0
RGB > R. 208; G. 23; B. 130
Hex: #cf1682

Dark purple

CMYK > C. 63; M. 87; Y. 0; K. 0
RGB > R. 124; G. 59; B. 143
Hex: #7b3b8e



Dark purple

CMYK > C. 63; M. 87; Y. 0; K. 0
RGB > R. 124; G. 59; B. 143
Hex: #7b3b8e



Black

CMYK > C. 0; M. 0; Y. 0; K. 100
RGB > R. 0; G. 0; B. 0
Hex: #000000

Chose Gotham Gotham font family for all Mindchangers printed tools.

In case of digital assets that require a websafe font (websites, etc.) please use the websafe font: Montserrat.

Use Century Gothic font family only for digital presentations that have to be shared in an editable version on any OS (Power Point, etc.).

MAIN FONT: **GOTHAM**

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

WEBSAFE FONT: **MONTSERRAT**

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

PRESENTATION FONT: **CENTURY GOTHIC**

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,,:!()?/

CORRECT USAGE

Logo on white background



Logo on image background



Logo on black & white tools with flat dark background



Logo on flat / gradient colour background



Logo on black & white tools with white background



Logo on black & white tools with photo / dark gradient colour background



WRONG USAGE



Do not remove the white box
on colour/image background



Do not change logo / claim
proportions



Do not change the claim position



Do not change
claim font or composition



Do not change colour to the logo



Do not use black & white
or negative logo when
colour version can be used



Do not stretch or rotate the logo



Keep a logo size proportioned
with other logos of it same relevance

ASSET SAMPLE - Cards

MINDCHANGERS LOGO GUIDELINES
2021 VERSION 1.0

MIND CHANGERS REGIONS AND YOUTH FOR PLANET AND PEOPLE

APPEL À PROJETS MINDCHANGERS

Des régions et leurs jeunes s'engagent pour la planète et ses habitant.e.s

CSO-LA/2020/415-010
Date limite de dépôt des candidatures: 31 juillet 2021
mindchangers@cfwb.be



CLIMATE CHANGE
MIGRATION
SUSTAINABILITY
YOUTH ENGAGEMENT

EFMD EQUIS ACCREDITED
AACSB ACCREDITED
DEAR

MIND CHANGERS REGIONS AND YOUTH FOR PLANET AND PEOPLE

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DEAR

MIND CHANGERS REGIONS AND YOUTH FOR PLANET AND PEOPLE

BANDO GIOVANI E AGENDA 2030 MINDCHANGERS

Sostegno di iniziative di Autorità Locali e Organizzazioni della Società Civile

Progetto Mindchangers
CSO-LA/2020/415-010
Termine presentazione domande 19 luglio 2021
bandi.regione.piemonte.it/
contributi-finanziamenti



CLIMATE CHANGE
SUSTAINABILITY
MIGRATION
YOUTH ENGAGEMENT

EFMD EQUIS ACCREDITED
AACSB ACCREDITED
DEAR
REGIONE PIEMONTE

MIND CHANGERS REGIONS AND YOUTH FOR PLANET AND PEOPLE

CALL FOR PROPOSALS MINDCHANGERS

A subgranting opportunity for Civil Society Organisations based in Dolj County, Romania, to engage young citizens on sustainable development, migration and climate change

CSO-LA/2020/415-010
Deadline for submission: 16th July 2021
cop@ongpiemonte.it



CLIMATE CHANGE
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MIGRATION
YOUTH ENGAGEMENT

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AACSB ACCREDITED
DEAR
REGIONE PIEMONTE

ASSET SAMPLE - Cards composition rules



Title font: Gotham Black, white color

Subtitle copy font: Gotham Bold, white color
60-50% size compared to the title

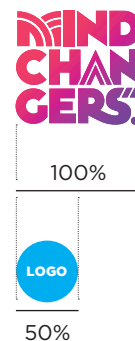
Body copy font: Gotham Book, white color
100-80% size compared to the subtitle

Data and contacts font: Gotham Bold, white color
90-70% size compared to the subtitle

In case of icons, please use white icons with transparent background or colored icons on a white background with rounded corners

Partners or other logos should always be used in main color version, with correct clear space indicated by their guidelines. The logos width should be at 50% of Mindchangers logo width (not considering the claim).

In case of many logos their size can be reduced accordingly and the logo area can be enlarged to the maximum size as shown above.



ASSET SAMPLE - Digital presentation for local projects

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Cover slide



Main content slide



Main content slide



Closing slide





Each local declination of the Mindchangers' communication materials by the local partners must respect the guidelines shared in this slideshow. The display chosen for the communication materials keeps the defined Mindchangers' logo and colours, pointing in the header the three steps towards the goal of the whole project: KNOW, ACT, CHANGE.

The composition must consider the guidelines for the Mindchangers' logo, as well, that is always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

ASSET SAMPLE - Billboard A4 displayed in a table

Template composition rules

MINDCHANGERS LOGO GUIDELINES
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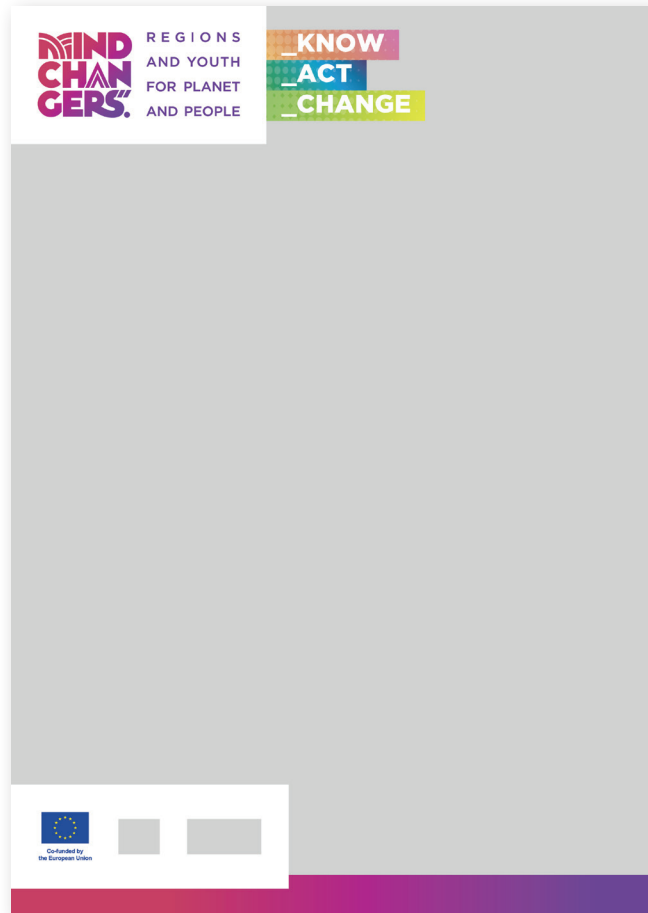
In case of many logos their size can be reduced accordingly and the logo area can be enlarged to the maximum size as shown above.

ASSET SAMPLE - Billboard A4 displayed in a table

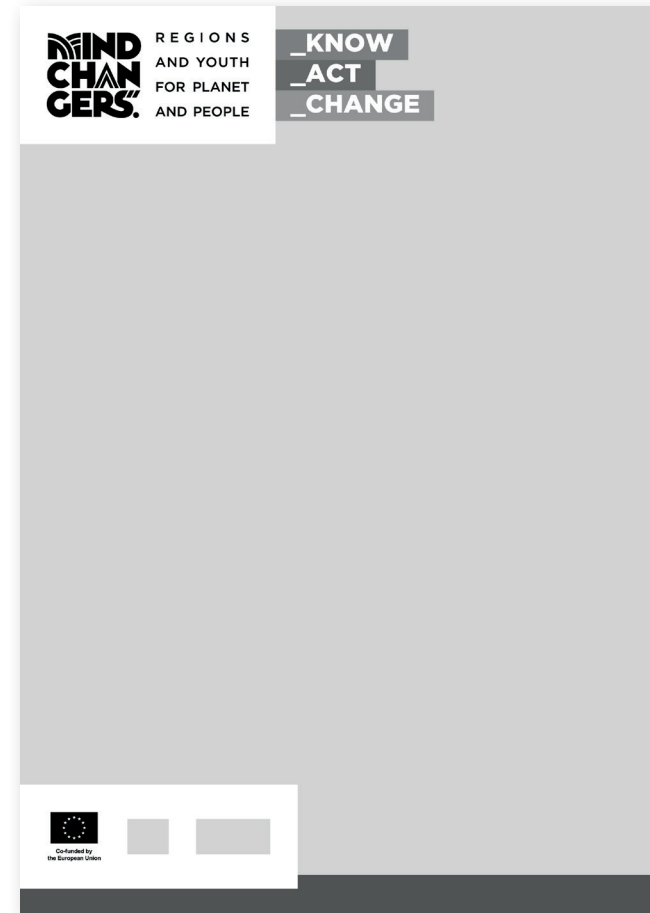
Vertical

MINDCHANGERS LOGO GUIDELINES
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Colour



Black and white



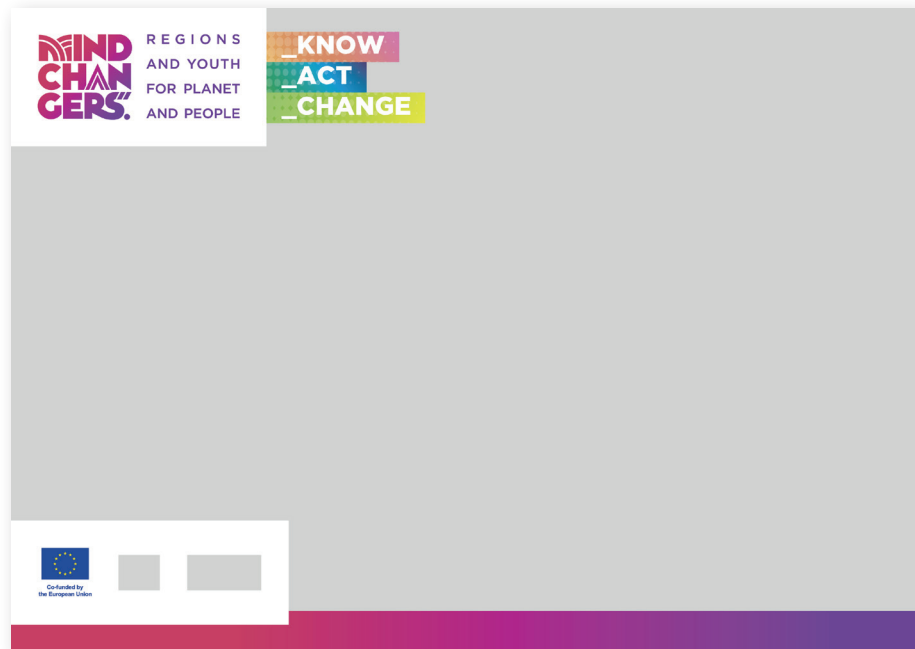
Always use the colour version whenever it's possible

ASSET SAMPLE - Billboard A4 displayed in a table

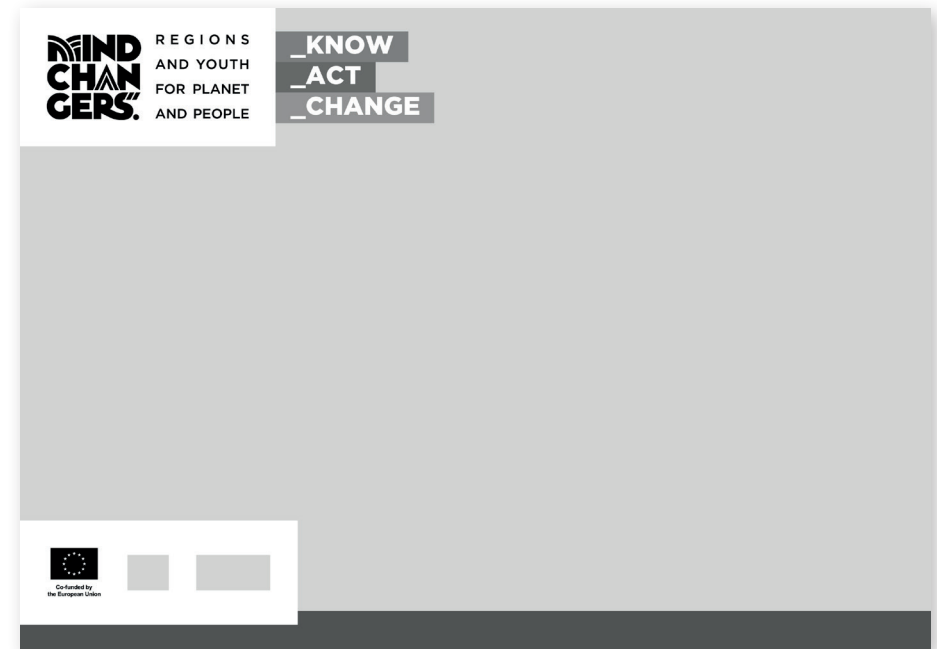
Horizontal

MINDCHANGERS LOGO GUIDELINES
2021 VERSION 1.0

Colour



Black and white



Always use the colour version whenever it's possible

ASSET SAMPLE - Billboard A4 displayed in a table

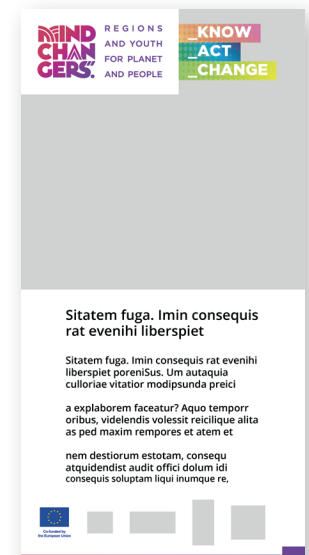
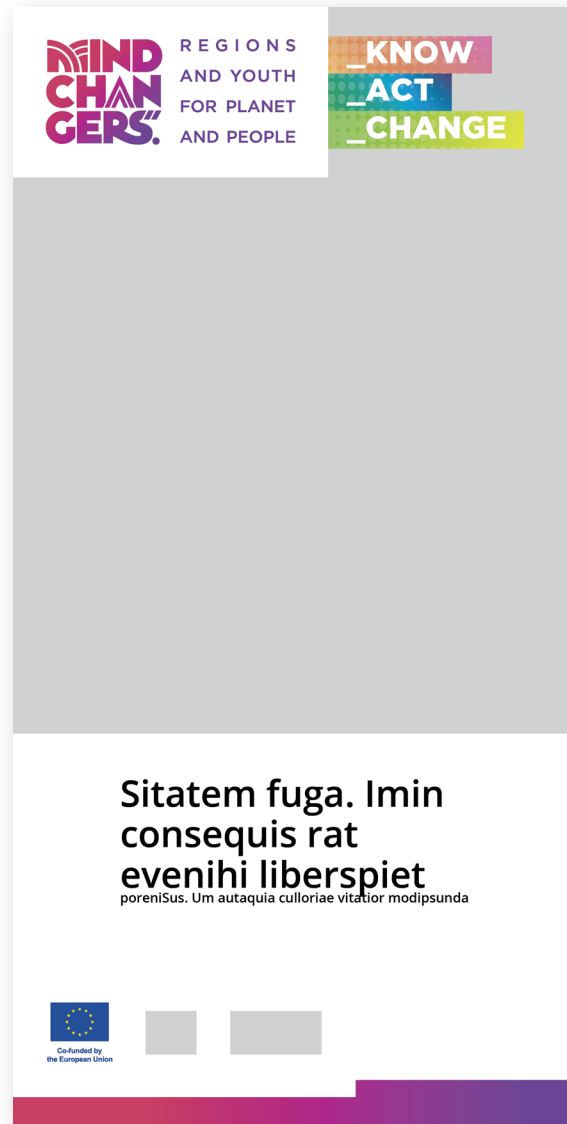
Different layouts allowed



ASSET SAMPLE - Press release template

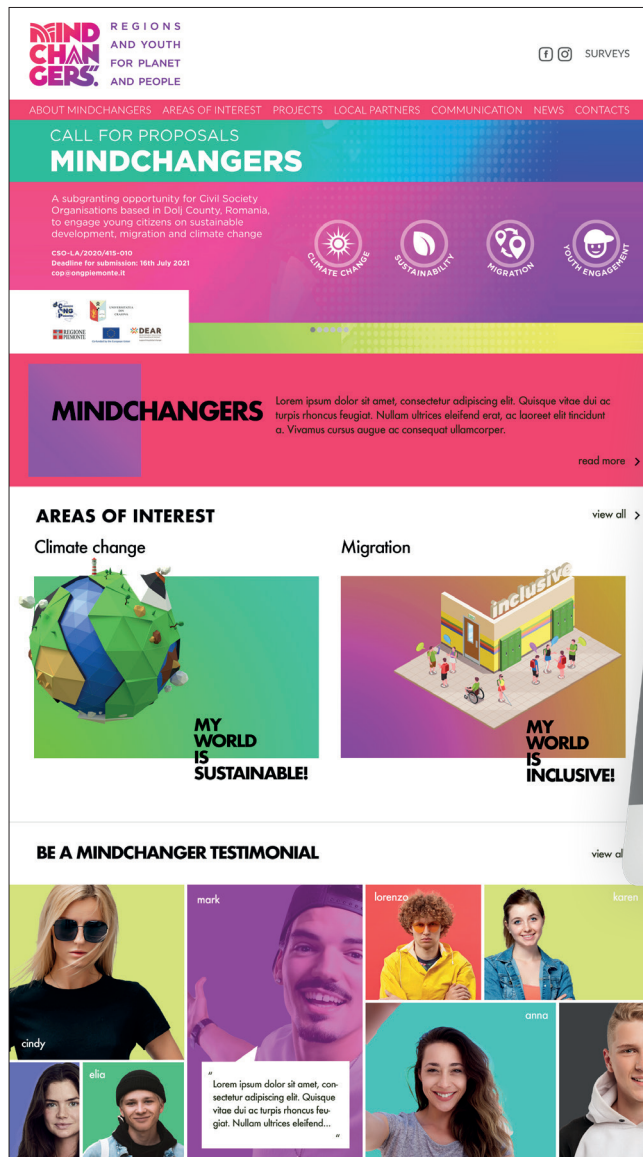
MINDCHANGERS LOGO GUIDELINES
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The press release will follow the same guidelines as the billboard A4 template displayed in a table, with few or with more than three logos.



ASSET SAMPLE - Web & social

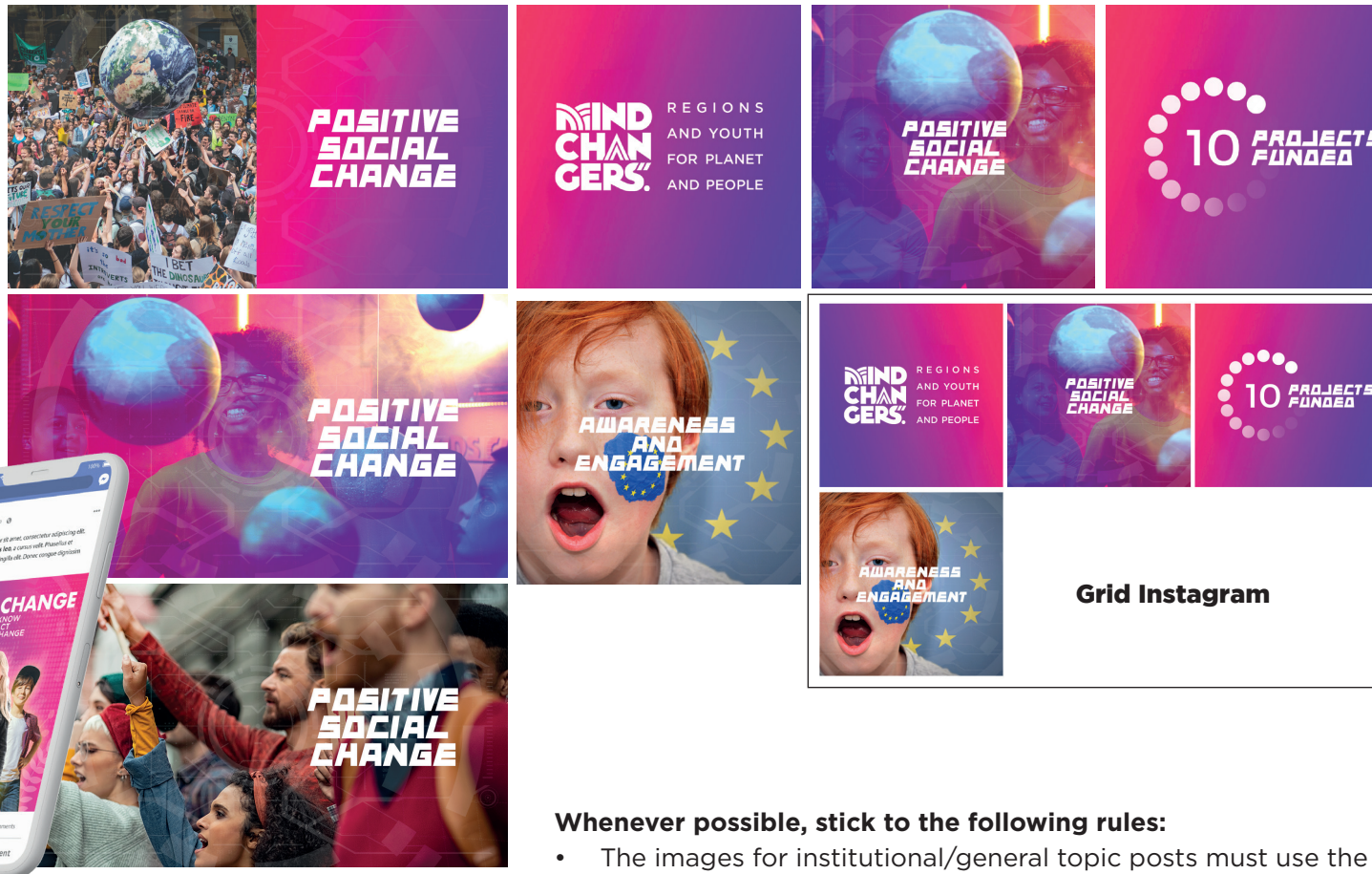
MINDCHANGERS LOGO GUIDELINES
2021 VERSION 1.0



ASSET SAMPLE - Social media posts

MINDCHANGERS LOGO GUIDELINES
2021 VERSION 1.0

Image samples



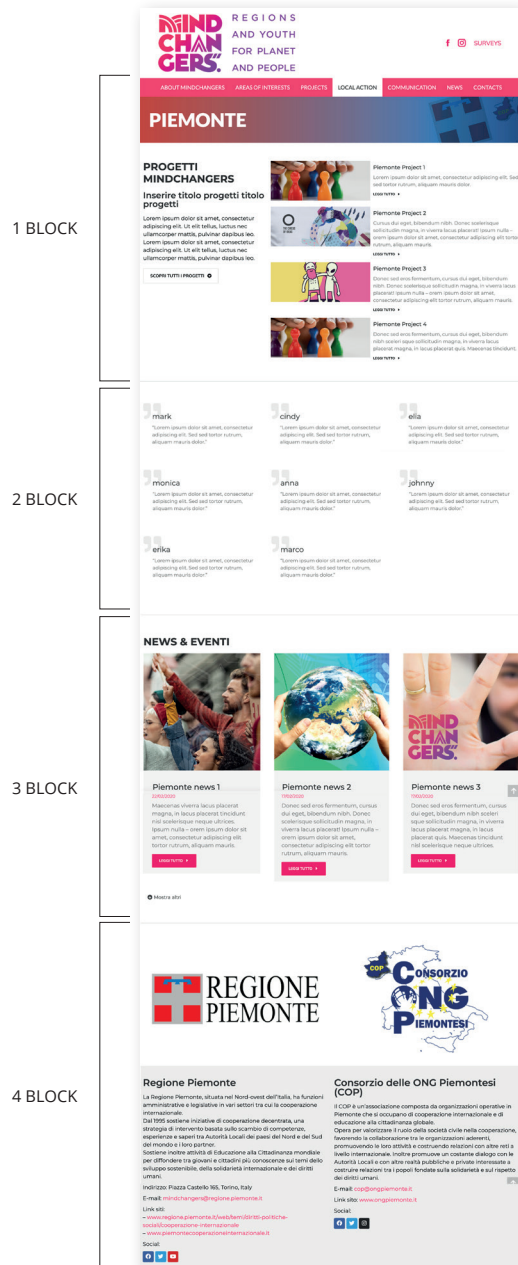
Grid Instagram

Whenever possible, stick to the following rules:

- The images for institutional/general topic posts must use the Mindchangers' fuchsia/violet gradient as shown in the present guidelines
- The images for posts regarding the three steps _KNOW, _ACT, _CHANGE must use the corresponding gradient of orange, light blue and green
- The target photos must be turned to the gradient tones mentioned above, neutral but impactful
- The claim must use the font Animal Silence regular
- The decorative elements referring to Mindchangers must be in the first level blended on the photos

ASSET SAMPLE - Website - Internal page example_Local action

MINDCHANGERS LOGO GUIDELINES
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1ST BLOCK MINDCHANGERS' PROJECTS

The following template aims to suggest the possible contents for the local partners' pages, based on the guidelines previously shared, and their relevant display on the page. Each region has its own page, to which the Institution and/or Organizations located in that region will have access to upload their contents and to update their news independently.



ASSET SAMPLE - Website - LOCAL ACTION

MINDCHANGERS LOGO GUIDELINES
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1 BLOCK

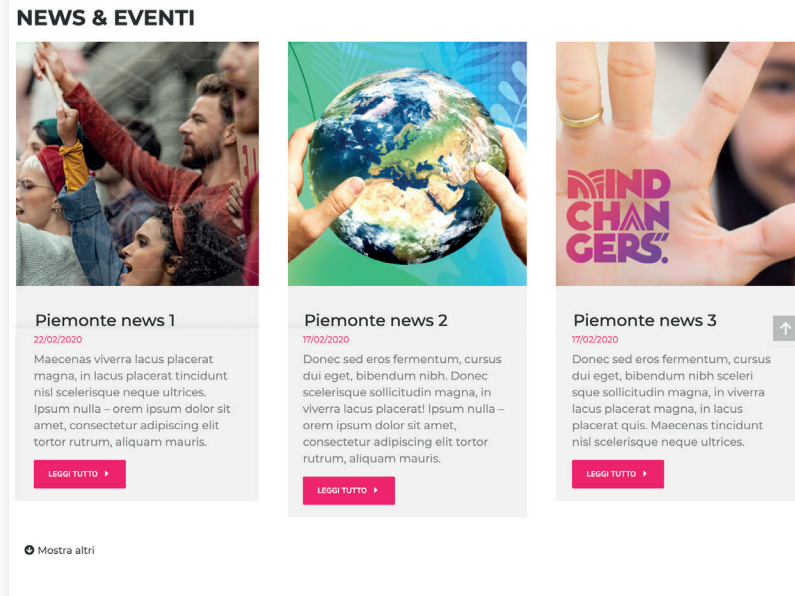
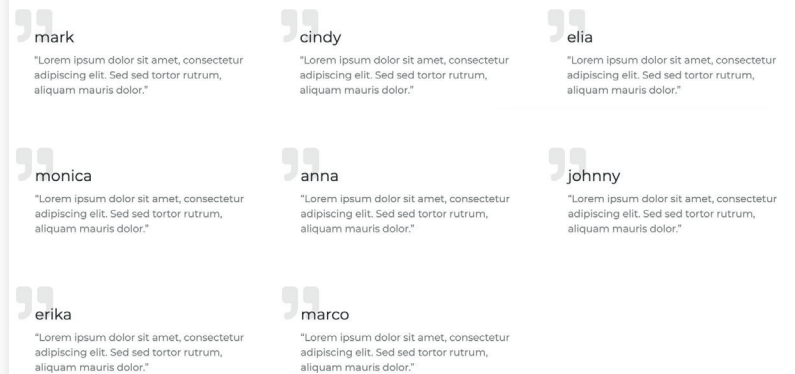
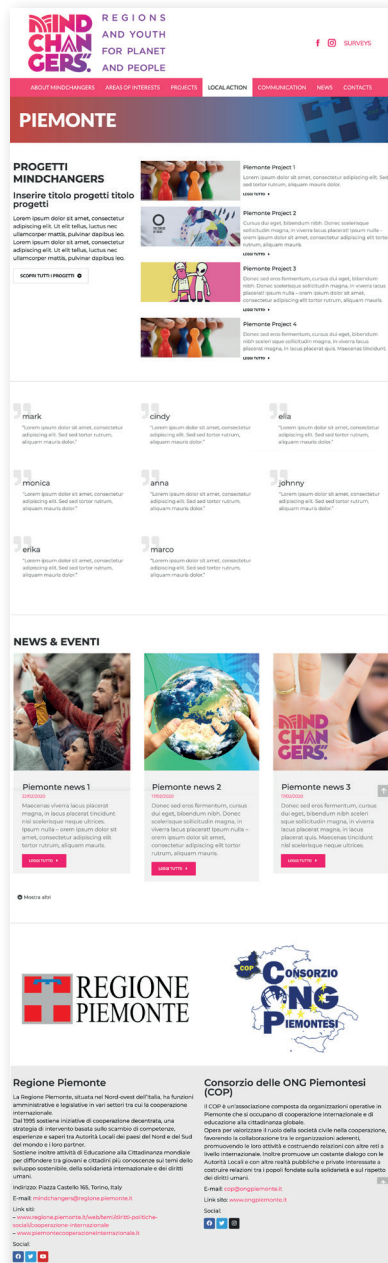
2 BLOCK

3 BLOCK

4 BLOCK

2ND BLOCK LOCAL WARRIORS

3RD BLOCK NEWS AND EVENTS



1 BLOCK

2 BLOCK

3 BLOCK

4 BLOCK

4TH BLOCK
INTRODUCTION
OF THE PARTNER INSTITUTION
OR ORGANIZATION



Regione Piemonte

La Regione Piemonte, situata nel Nord-ovest dell'Italia, ha funzioni amministrative e legislative in vari settori tra cui la cooperazione internazionale. Dal 1995 sostiene iniziative di cooperazione decentrata, una strategia di intervento basata sullo scambio di competenze, esperienze e saperi tra Autorità Locali dei paesi del Nord e del Sud del mondo e i loro partner. Sostiene inoltre attività di Educazione alla Cittadinanza mondiale per diffondere tra giovani e cittadini più conoscenze sui temi dello sviluppo sostenibile, della solidarietà internazionale e dei diritti umani.

Indirizzo: Piazza Castello 165, Torino, Italy

E-mail: mindchangers@regione.piemonte.it

Link siti:

– www.regione.piemonte.it/web/temi/dritti-politiche-sociali/cooperazione-internazionale
– www.piemontecooperazioneinternazionale.it

Social:



Consorzio delle ONG Piemontesi (COP)

Il COP è un'associazione composta da organizzazioni operative in Piemonte che si occupano di cooperazione internazionale e di educazione alla cittadinanza globale. Opera per valorizzare il ruolo della società civile nella cooperazione, favorendo la collaborazione tra le organizzazioni aderenti, promuovendo le loro attività e costruendo relazioni con altre reti a livello internazionale. Inoltre promuove un costante dialogo con le Autorità Locali e con altre realtà pubbliche e private interessate a costruire relazioni tra i popoli fondate sulla solidarietà e sul rispetto dei diritti umani.

E-mail: cop@ongpiemonte.it

Link sito: www.ongpiemonte.it

Social:



☐ I confirm that I have read and accepted the terms on the handling of my data as described in the [Privacy Policy](#).

I authorize to receive surveys about climate change, migration and Mindchangers' activities.

☐ Yes ☐ No

SUBSCRIBE