



ROMA
EDUCATION
FUND

**BRAND
GUIDELINES
2017**

2 CONTENTS

Introduction	3
Logo	4
Fonts	8
Colors	9
Photos	12
Application	15
Digital use	45

About This Guide

This is a style guide which presents Roma Education Fund visual identity. These guidelines will help to create any visual content in a clear, uniform and consistent manner.

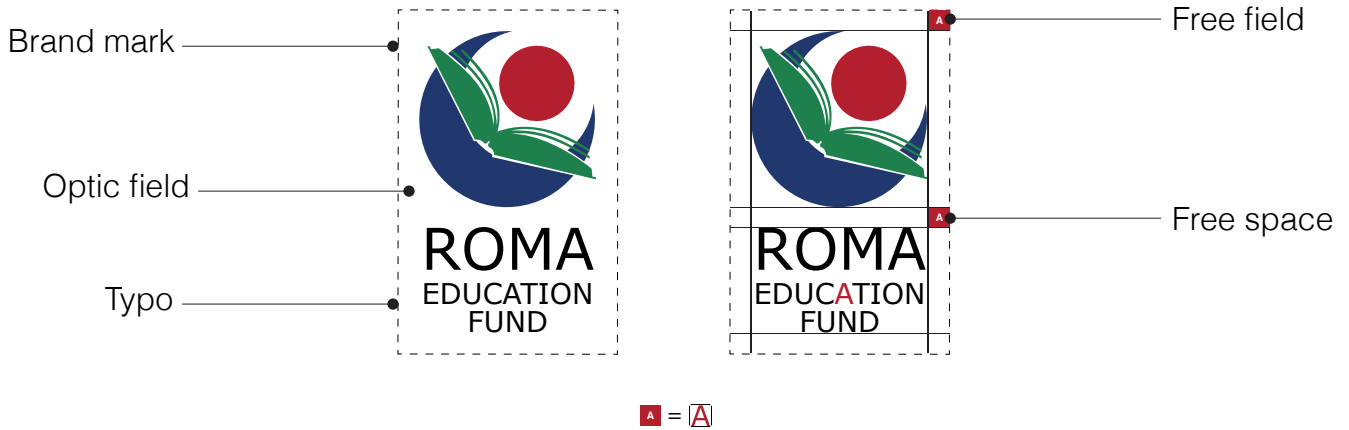
Our style have unique design look which reflect our vision, mission and communicate the message and work of Roma Education Fund.

In the book you will find:

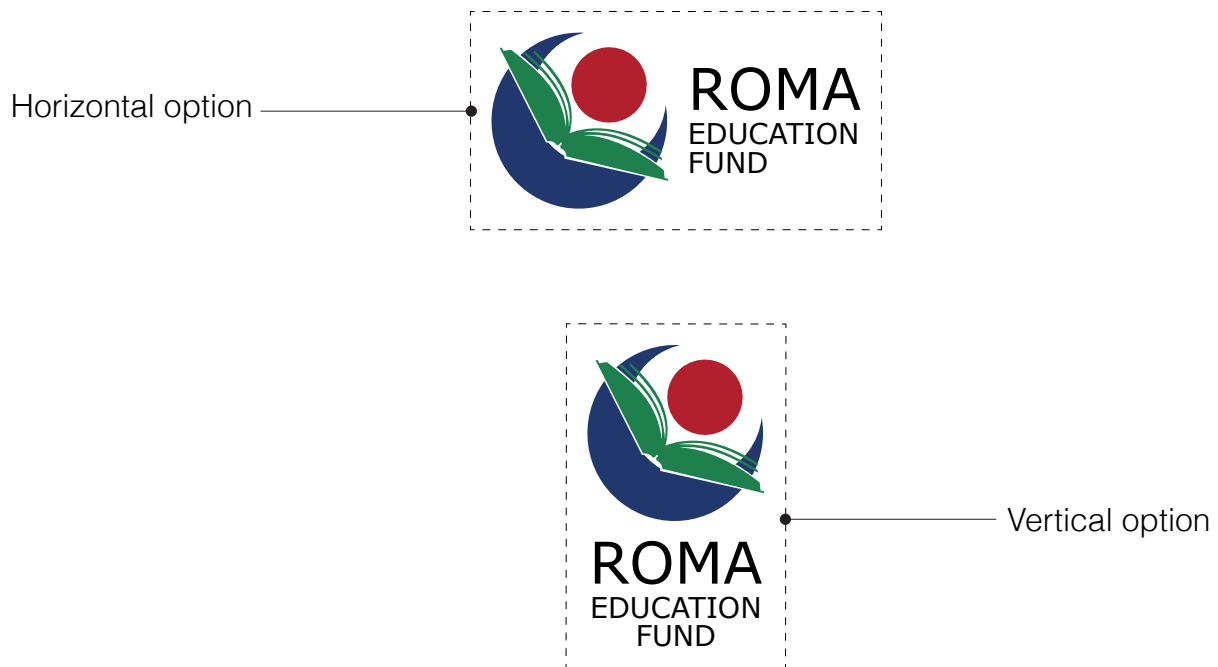
- usage of REF logo, differente logo possition and colors
- primary and secondary colors
- color pallete
- web and print font styles
- brending elements
- design of corporate document
- design elements for print and web

LOGO

Logo position - brand mark and typo, free field and space.



Logo position - horizontal and vertical options.



Logo with motto, vertical and horizontal option.



Logo in positive, negative, one color and gray.



FONTS

VERDANA font style for print.
(for use regular and bold)

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ

abcčćdďefghijklmnoprstuvzž

0123456789,.;:;!,"\$%/()

●————— Verdana

PALATINO LINOTYPE font style for print (tittle).
(for use regular and bold)

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ

abcčćdďefghijklmnoprstuvzž

0123456789,.;:;!,"\$%/()

●————— Palatino Linotype

HELVETICA font style for web.
(for use light, regular and bold)

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ

abcčćdďefghijklmnoprstuvzž

0123456789,.;:;!,"\$%/()

●————— Helvetica

*Optional font for web can also use ROBOTO in all style:
thin, light, regular, medium, bold, black

COLORS

Primary colors are brand colors (blue, green and red).

Here is color scheme which presents primary and derived, secondary colors and how they came about.

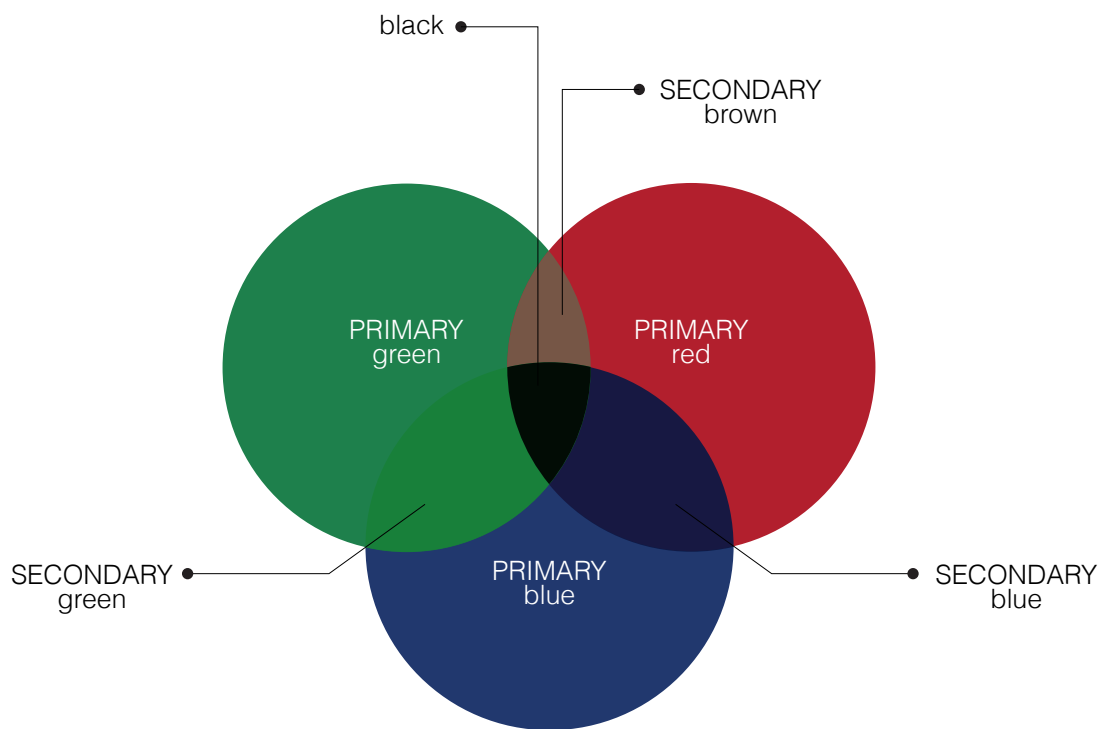
Mixing green and red makes brown (dark secondary).

Mixing blue and red makes dark blue (dark secondary).

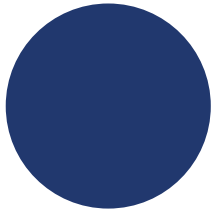
Mixing blue and green makes dark green (dark secondary).

Mixing blue, green and red makes black (dark secondary).

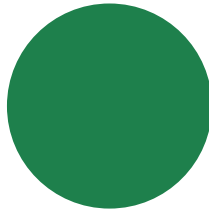
In addition to dark secondary colors, there are light secondary colors.



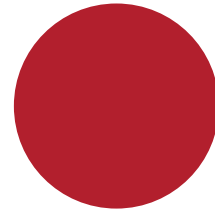
Primary colors



HEX: #21386e
RGB: 33 56 110
CMYK: 70 49 0 57



HEX: #1ea34c
RGB: 30 163 76
CMYK: 82 0 53 36



HEX: #d51f2d
RGB: 213 31 45
CMYK: 0 85 79 16

Secondary light colors



HEX: #cfd8dc
RGB: 207 216 220
CMYK: 6 2 0 14



HEX: #bdbdbd
RGB: 189 189 189
CMYK: 0 0 0 26



HEX: #d7ccc8
RGB: 215 204 200
CMYK: 0 5 7 16



HEX: #79909b
RGB: 121 144 155
CMYK: 22 7 0 39

Secondary dark colors



HEX: #061845
RGB: 6 24 69
CMYK: 91 65 0 73



HEX: #188338
RGB: 24 131 56
CMYK: 82 0 57 49



HEX: #785549
RGB: 120 85 73
CMYK: 0 29 39 53



HEX: #282828
RGB: 40 40 40
CMYK: 0 0 0 84

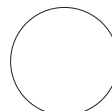


HEX: #b51622
RGB: 181 22 34
CMYK: 0 88 81 29

Black and white



HEX: #000000
RGB: 0 0 0
CMYK: 0 0 0 0



HEX: #ffffff
RGB: 255 255 255
CMYK: 0 0 0 0

PHOTOS

About Photos

REF has a commitment to present non-stereotypical images of Roma as part of its work to soften the biases and prejudices of the majority as well as serving an important role in awareness-raising and fundraising. It also has a commitment to protect its beneficiaries and participating children, families and schools from privacy issues. Therefore, all photo/video assignments require a model release form for adults as well as a minor consent form that must be signed by a consenting guardian or parent when the photographer/videographer is on assignment (this is part of their TOR). For official documentation of REF projects and programs, only hire photographers/videographers who have a strong track record with international press services like AP, AFP, Bloomberg, Corbis, Magnum, Panos, Reuters or other reputable agencies. He or she should be informed that REF will not accept exploitative images of poverty and that REF strongly prefers images of children and their families in formal educational settings.

Template consent forms that should be translated to your local language and a guide to privacy issues are attached here. All consent forms shall be scanned and filed in the relevant photography/videography folder.

Further questions should be directed to the communication department in Budapest.



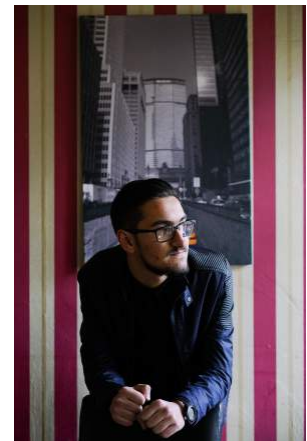
Central orientation



Square



Horizontal orientation



Vertical orientation



Left orientation



Right orientation

APPLICATION

Bussines card design
front and last side



Bussines card design
with picture on last side



Bussines letter design in full color
with header and footer



Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Bussines letter design in grayscale
with header and footer**Lorem ipsum dolor sit amet**

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Bussines letterheads design in full color
with header and footer



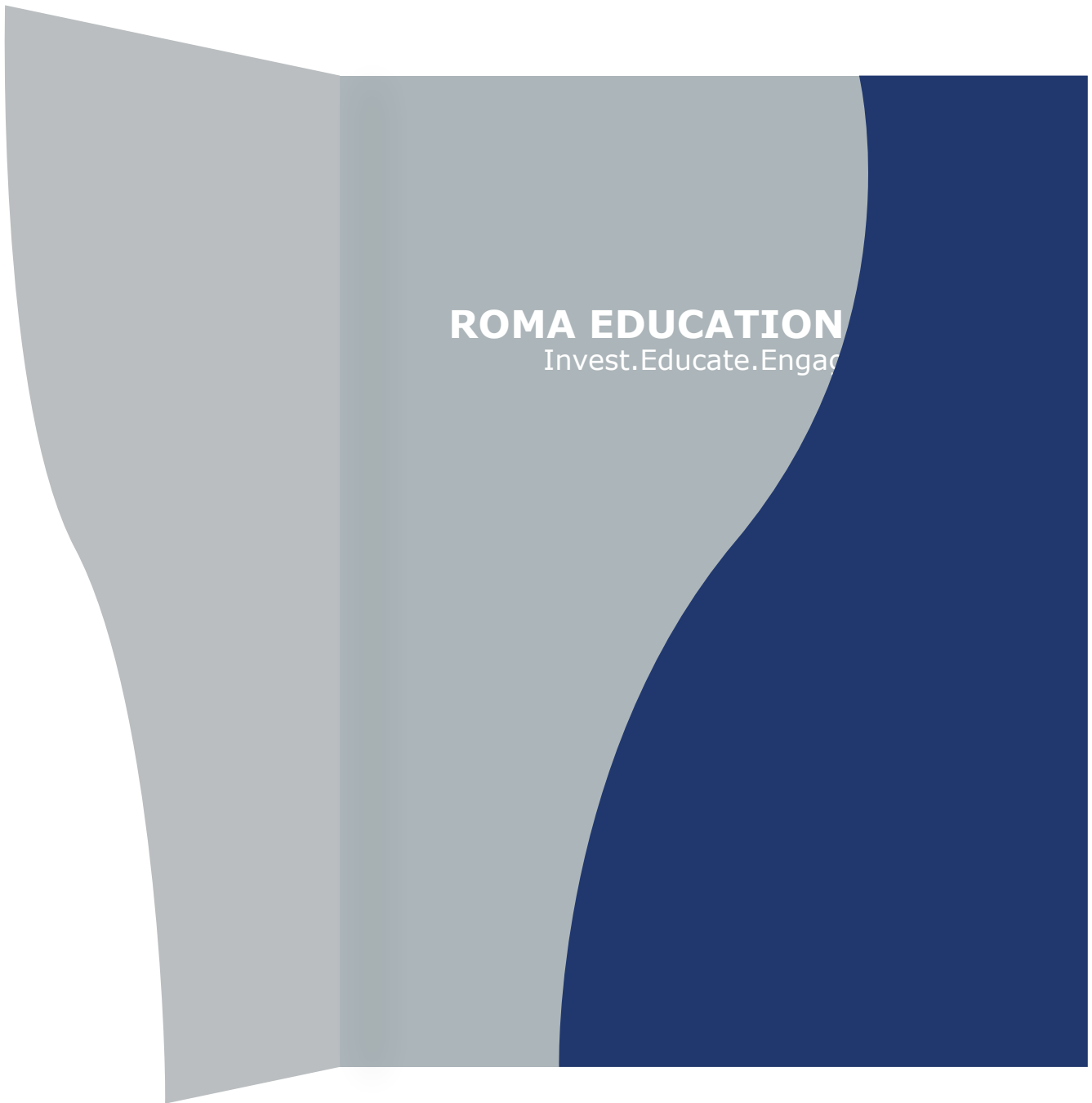
Bussines letterheads design in grayscale
with header and footer



A4 folder design
frond side



A4 folder design
inside



A4 folder design
back side





ROMA
EDUCATION FUND
Invest. Educate. Engage.


Teréz körút 46, Budapest, Hungary 1066

Office phone: +36 1 235 8030

Mobile phone: +36 20 390 6392

www.romaeducationfund.org

 @RomaEducationFund

 @romaeducation



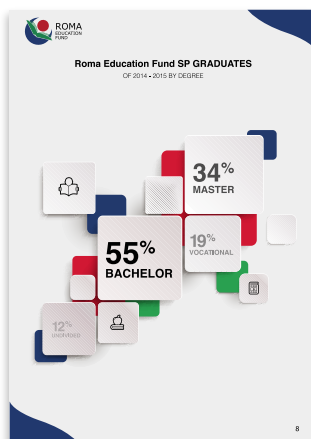
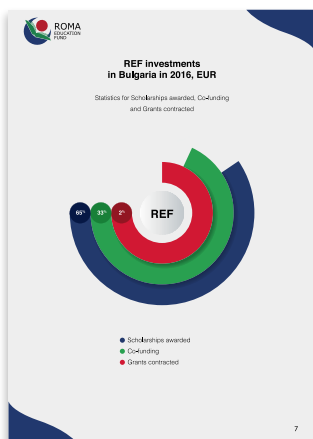
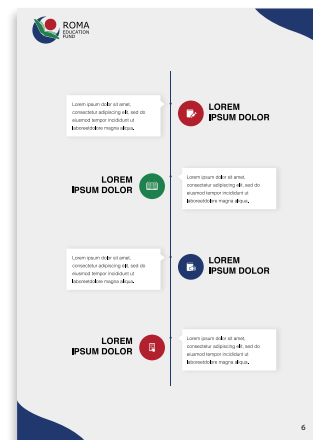
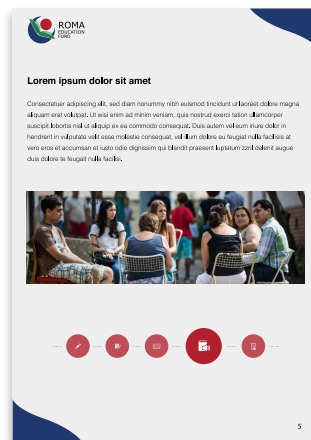
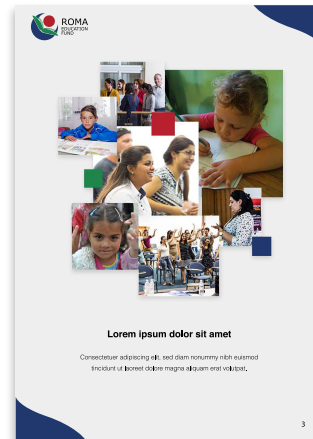
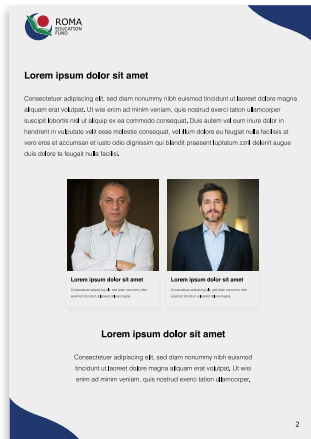








Print stationery design A4 format
all pages



Print stationery design A4 format
cover page



Print stationery design A4 format
inside page with text and picture



Lorem ipsum dolor sit amet

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.



Lorem ipsum dolor sit amet

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna



Lorem ipsum dolor sit amet

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Lorem ipsum dolor sit amet

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Print stationery design A4 format
inside gallery page



Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat volutpat.

Print stationery design A4 format
inside page with picture, title and graphic elements



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.

Lorem ipsum dolor sit amet poario

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.

Lorem ipsum dolor poario sit amet



Print stationery design A4 format
inside page with text, picture and icons

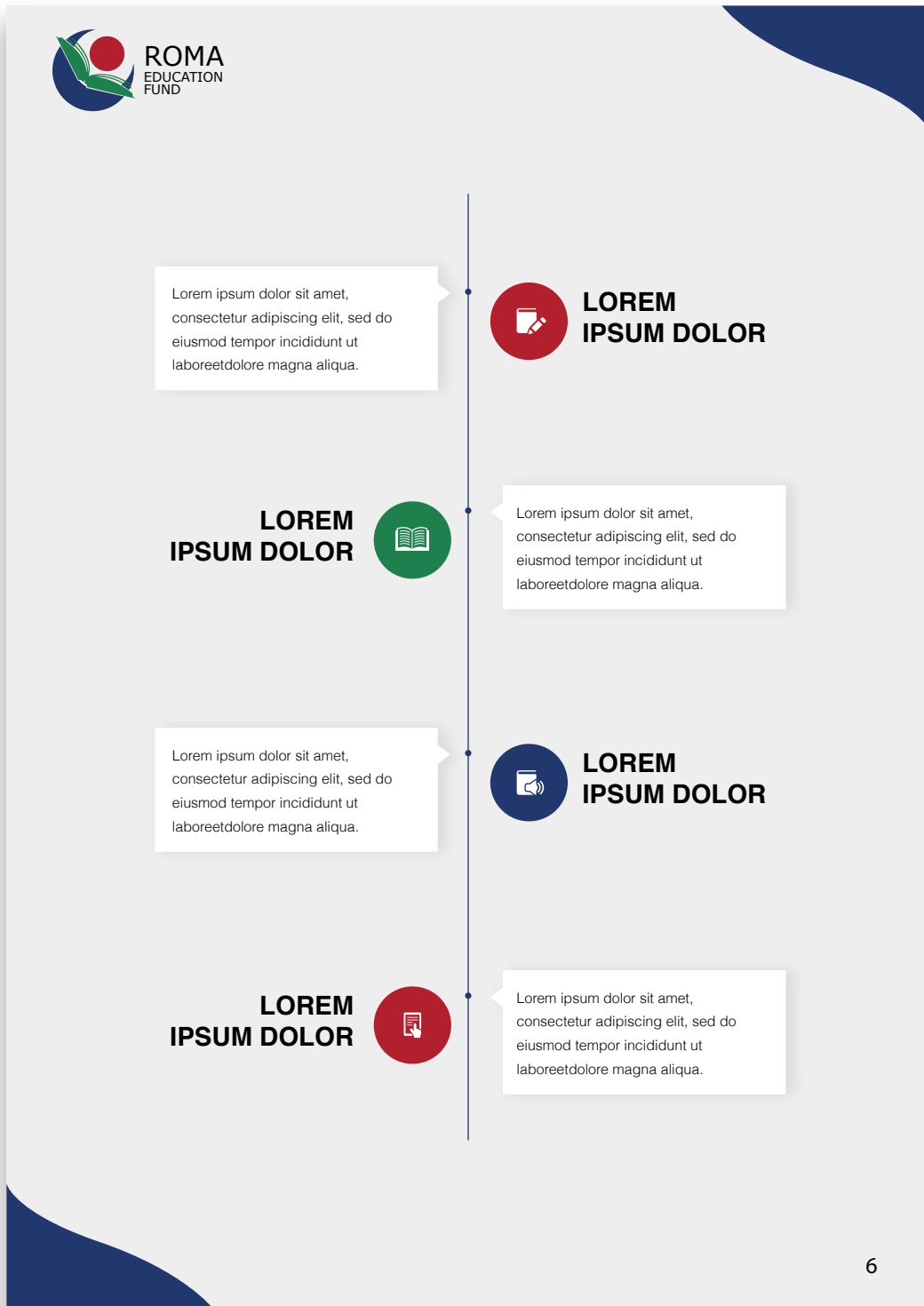


Lorem ipsum dolor sit amet

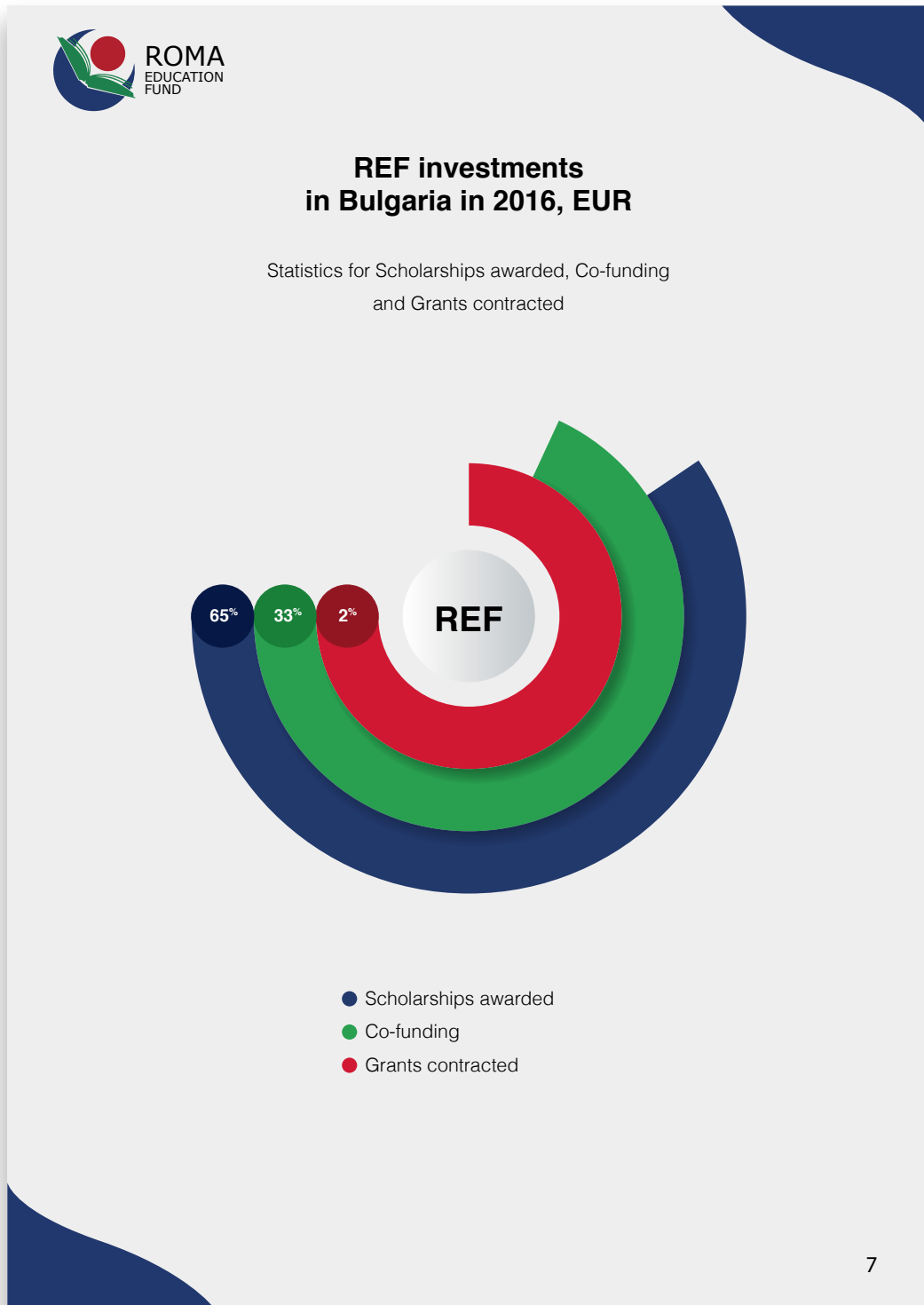
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.



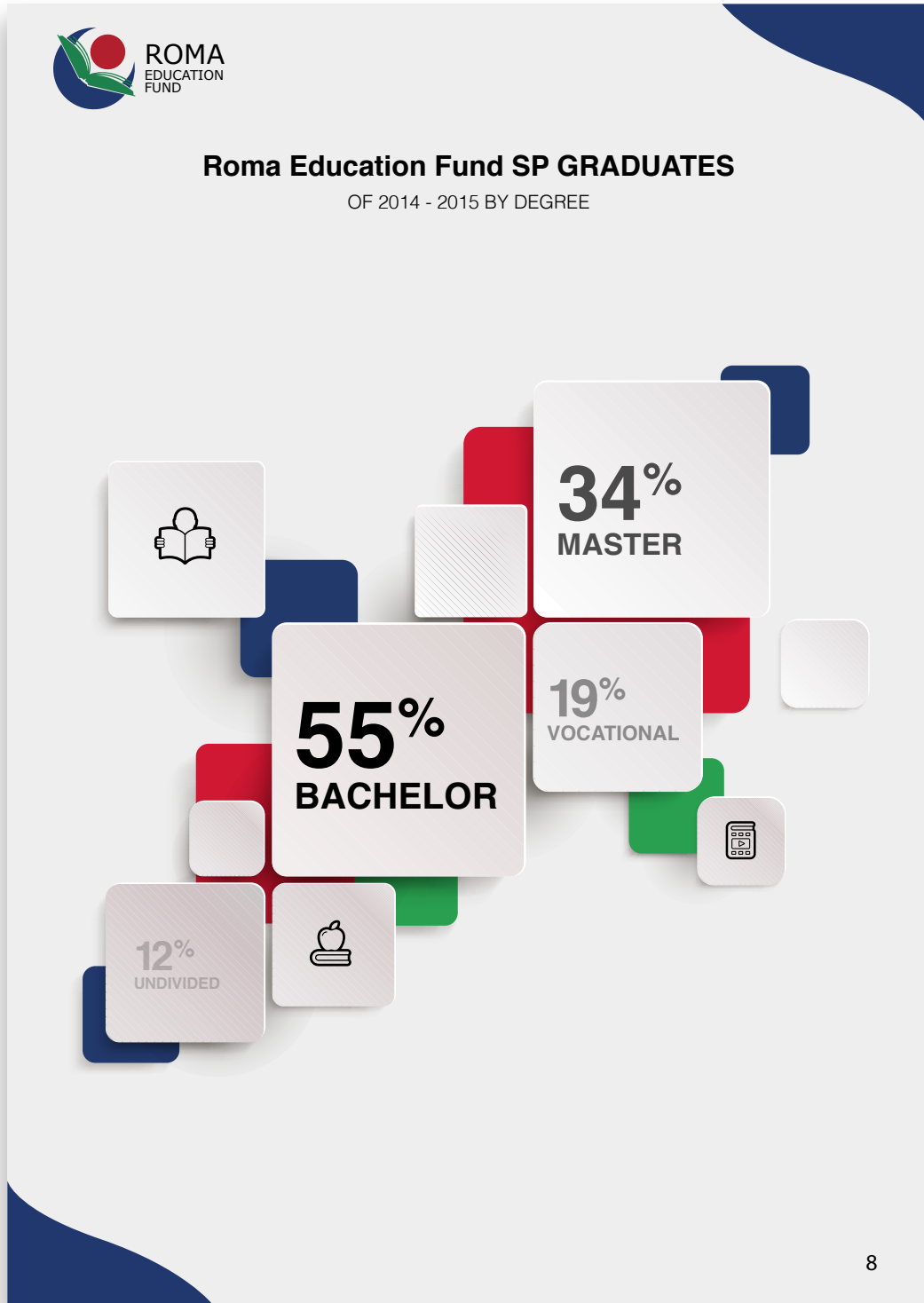
Print stationery design A4 format
inside page with graphics and icons



Print stationery design A4 format
inside page with charts



Print stationery design A4 format
inside page with charts



Print stationery design A4 format
inside page with infographics

ROMA EDUCATION FUND

Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

LEARNING PROGRAM
Includes activities to promote the exchange of knowledge on education reforms

BUILDING PROGRAM
Supports studies, technical assistance, strategy development...

A GOOD START
The 'A Good Start' project is funded by the European Union.

9

Network broshure design, square format all pages



ROMA EDUCATION FUND

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam.



Lorem ipsum dolor sit amet
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna



Lorem ipsum dolor sit amet
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.





LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

LOREM IPSUM DOLOR SIT AMET

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

Network broshure design square format
cover page (recommended dimension 1000x1000px)



Network broshure design square format
inside page (recommended dimension 1000x1000px)

ROMA EDUCATION FUND

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam.



Lorem ipsum dolor sit amet

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna



Lorem ipsum dolor sit amet

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

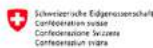
Network broshure design square format
inside page (recommended dimension 1000x1000px)

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.



Network broshure design square format
inside page (recommended dimension 1000x1000px)



**LOREM IPSUM
DOLOR SIT AMET**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

**LOREM IPSUM
DOLOR SIT AMET**

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

DIGITAL USE