



# Brand Guidelines

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# About the Guideline

The visual system defines the unique and proprietary assets that bring the brand platform to life.

## Content



### Visual System

|                   |    |
|-------------------|----|
| Color Palette     | 05 |
| Color Alternative | 06 |
| Typography system | 07 |

### Logo System

|                 |    |
|-----------------|----|
| Logo Overview   | 09 |
| Logo Limitation | 10 |
| Logo Usage      | 12 |

### Media Applied

|                    |    |
|--------------------|----|
| Iconography System | 13 |
|--------------------|----|

# Visual System

The visual system defines the unique and proprietary assets that bring the brand platform to life.

01

## Color Palette

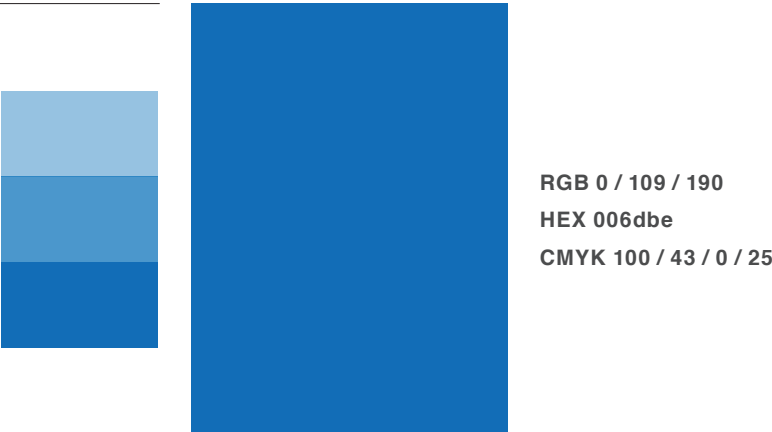
|  |  |   |
|--|--|---|
| <div>RGB 0 / 36 / 51<br/>HEX 002433<br/>CMYK 100 / 29 / 0 / 80</div>   |  |   |
| <div>RGB 0 / 109 / 190<br/>HEX 006dbe<br/>CMYK 100 / 43 / 0 / 25</div> |  |   |
| <div>RGB 0 / 87 / 110<br/>HEX 00576e<br/>CMYK 100 / 21 / 0 / 57</div>  |  |   |
| <div>RGB 255 / 95 / 76<br/>HEX ff5f4c<br/>CMYK 0 / 63 / 70 / 0</div>   | <div>RGB 241 / 149 / 124<br/>HEX f1957c<br/>CMYK 1 / 51 / 48 / 0</div> | <div>RGB 90 / 175 / 171<br/>HEX 5aafab<br/>CMYK 49 / 0 / 2 / 31</div> |

**Note:**  
Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

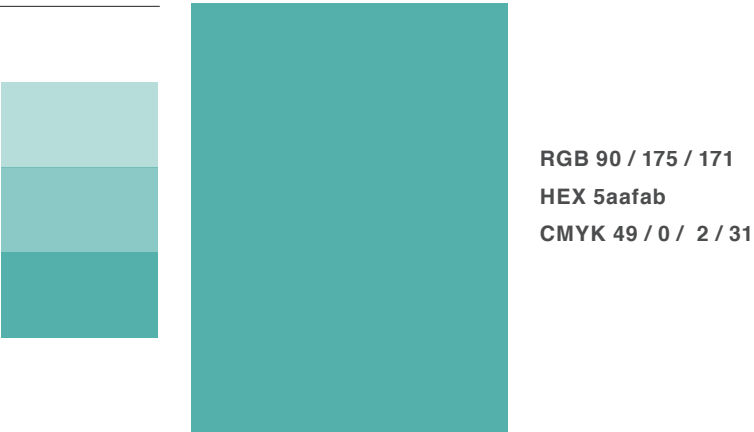
# Color Alternative

6

## Foundational



## Flexible



## Accent



Note:  
Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

# Typography

7

## Primary

**TT Hoves Regular**  
**ABCDFEGHIJKLM**  
**abcdefghijklmopqrs**  
**0123456789**

**TT Hoves Bold**  
**ABCDFEGHIJKLM**  
**abcdefghijklmopqrs**  
**0123456789**

## Secondary

Helvetica Regular  
ABCDFEGHIJKLM  
abcdefghijklmopqrs  
0123456789

**Helvetica Bold**  
**ABCDFEGHIJKLM**  
**abcdefghijklmopqrs**  
**0123456789**

Note:  
When custom typefaces are not an option (e.g. email, PowerPoint, etc.), Trebuchet is the official alternate typeface. It is pre-installed on every computer.

# Logo System

# 02

## Logo Overview

Our logo communicates who we are as an organisation while also symbolising our story around climate change activism. The guidelines around using the logo are meant to enable consistent usage, which can help the logo build equity and recognition.

### Clear Zone

Our logo has a clear zone around it, to create prominence and to avoid interference. No text or graphic elements can appear in this area.

### Color

Preferably, you must always reproduce the logo in blue on a white background. The specifications are as follows:

**PANTONE 746 C**

**RGB 8 / 36 / 50**

**HEX 082432**

**CMYK 84 / 28 / 0 / 80**



### WATERMARK OVERVIEW

Our logo is a registered trademark and should not be altered in any way. It must always be used consistently in its standardised form. This provides legal protection and is recognition and awareness.

Note:

When custom typefaces are not an option (e.g. email, PowerPoint, etc.), Trebuchet is the official alternate typeface. It is pre-installed on every computer.

# Logo



**DO NOT** place logo on top of a dark color.



**DO NOT** change the color of the logo.



**DO NOT** rearrange elements of the logo.



**DO NOT** rotate the logo



**DO NOT** place the logo on a busy background textures



**DO NOT** rotate the logo and rearrange elements of the logo.

Vertical and horizontal logo variations provide flexibility for different spatial parameters and use cases.

# Logo Usage

## Brand Guidelines

WHITE LOGO



## Brand Guidelines

DARK BLUE LOGO



## Brand Guidelines

BLACK LOGO



# Graphic Element

03

## Iconography

### Icons

These are our line drawing icons. They are familiar, uncomplicated and friendly, just like we are.

### Social Media Usage

When applicable, leave a minimum of 8 px between icons.



Storage



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