



*Eurasian Coalition
on Male Health*

Branding Guide for Members and Partners



The manual below includes standards that the members and partners of the Eurasian Coalition on Male Health (ECOM) are to follow in order to create a consistent system of adherence to ECOM's brand.

This manual about style has been developed to provide an impression about the branding of the Eurasian Coalition on Male Health, including the use of the organisation's logo and name. If you come upon a situation when this manual seems to require additional explanations and help, please, consult with the Communications Officer of ECOM, Alexander Paluyan, via alexandr@ecom.ngo

The uniform logo and name of the Eurasian Coalition on Male Health (ECOM) are detrimental to the increase of the public's awareness about ECOM's activity and the organisation's recognition.

The increase of the public's awareness about our work will eventually allow ECOM's members and partners to accomplish its main mission: to combine the efforts of all stakeholders in the region of Eastern Europe and Central Asia on an inter-state level to create an enabling environment in which any man who has sex with men and any transgender will have access to service for health preservation, including those related to the HIV-infection, that will be based on respect for human rights.

The name "Eurasian Coalition on Male Health" and all attributed visual, research, programme and other means are the intellectual property of ECOM and do not belong to the members' and partners' organisations.



*Eurasian Coalition
on Male Health*

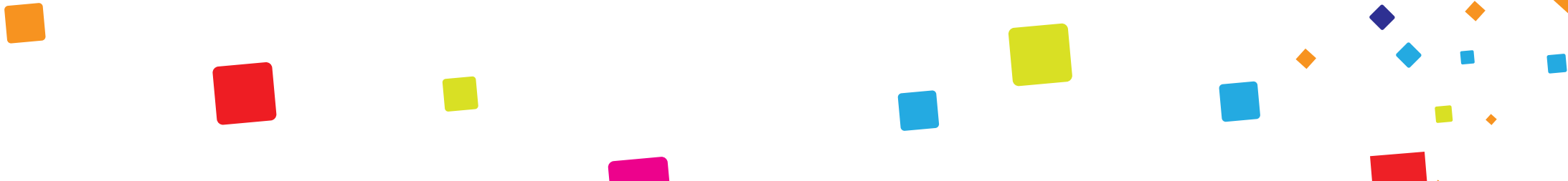
About ECOM, Mission

Eurasian Coalition on Male Health (ECOM)

— is an international non-governmental association, a membership, open to non-profitable organisations and activists, which work in the field of HIV-infection prevention and treatment, caring and support for men who have sex with men and transgenders in the region of Eastern Europe and Central Asia.

Mission

ECOM unites the efforts of all stakeholders in Eastern Europe and Central Asia on an inter-state level to create an enabling environment in which all gays, bisexuals and other men who have sex with men and all trans* people will have access to healthcare services, including those related to the HIV-infection, that are based on scientific evidence and respect for human rights.



Logo



*Eurasian Coalition
on Male Health*



*Евразийская коалиция
по мужскому здоровью*



In its entire version, ECOM's identification consists of the logo - ECOM's abbreviation, the symbol - colored cubes, and the descriptor - organisation's full name.

The six colored bars of the symbol, according to the colors of the rainbow, mean the aspiration to unite various forces to reach a common goal. Bright colors represent health and optimism. The bars remind of the abdominal muscle cubes, and it is meant to convey harmony in health.

The logo's visual exit from the paper's flat plain and the vertical movement of the symbol mean kinesis, change, durability, and confidence.

ECOM's sign exists in Russian and English versions. They differ in one letter in the logo and in the language of the descriptor.

Always use the logo, symbol, and descriptor together. If possible, place the logo in the left upper corner of the format, align the descriptor along the centre of the cubes.

Do not place other maquette elements close to the sign. The more space around the sign, the more vibrant it is.



Logo's Color Palette



*Eurasian Coalition
on Male Health*

Font

Company typeface used in the logo:
Exo 2 Normal Italic

The font is distributed freely and may be
downloaded here:
<http://www.google.com/fontsndiscovered.com/exo-2>



ECOM Blue

PMS Blue C
C:86 M:35 Y:0 K:0
HEX#288CC4
R:40 G:140 B:196



ECOM Green

PMS 376 C
C:64 M:0 Y:100 K:0
HEX#6BB536
R:107 G:181 B:54



ECOM Red

PMS Red 032 C
C:0 M:100 Y:90 K:0
HEX#DD232B
R:221 G:35 B:43



ECOM Purple

PMS 513 C
C:49 M:100 Y:0 K:0
HEX#9C1A87



ECOM Yellow

PMS 123 C
C:0 M:20 Y:100 K:0
HEX#FCC917



ECOM Orange

PMS Orange
C:0 M:56 Y:100 K:0
HEX#F08718



100% Black

C:0 M:0 Y:0 K:100
HEX#666666



Black and White Logos

The utilization of either a black or white background is possible in exceptional cases when the document shall be printed in black-and-white or if the use of the colored logo is impossible in combination with other colors.

The use of the black and white logos, symbols, and descriptors are also possible in the case when the background coincides with one of the logo's colors. That being said, we recommend the use of the colored logo, symbol, and descriptor.



100% Black
C:0 M:0 Y:0 K:100
HEX#666666



100% Black
C:0 M:0 Y:0 K:100
HEX#666666



Logo Versions

Main logo, symbol, and descriptor



One-color version without halftones



Monochrome version

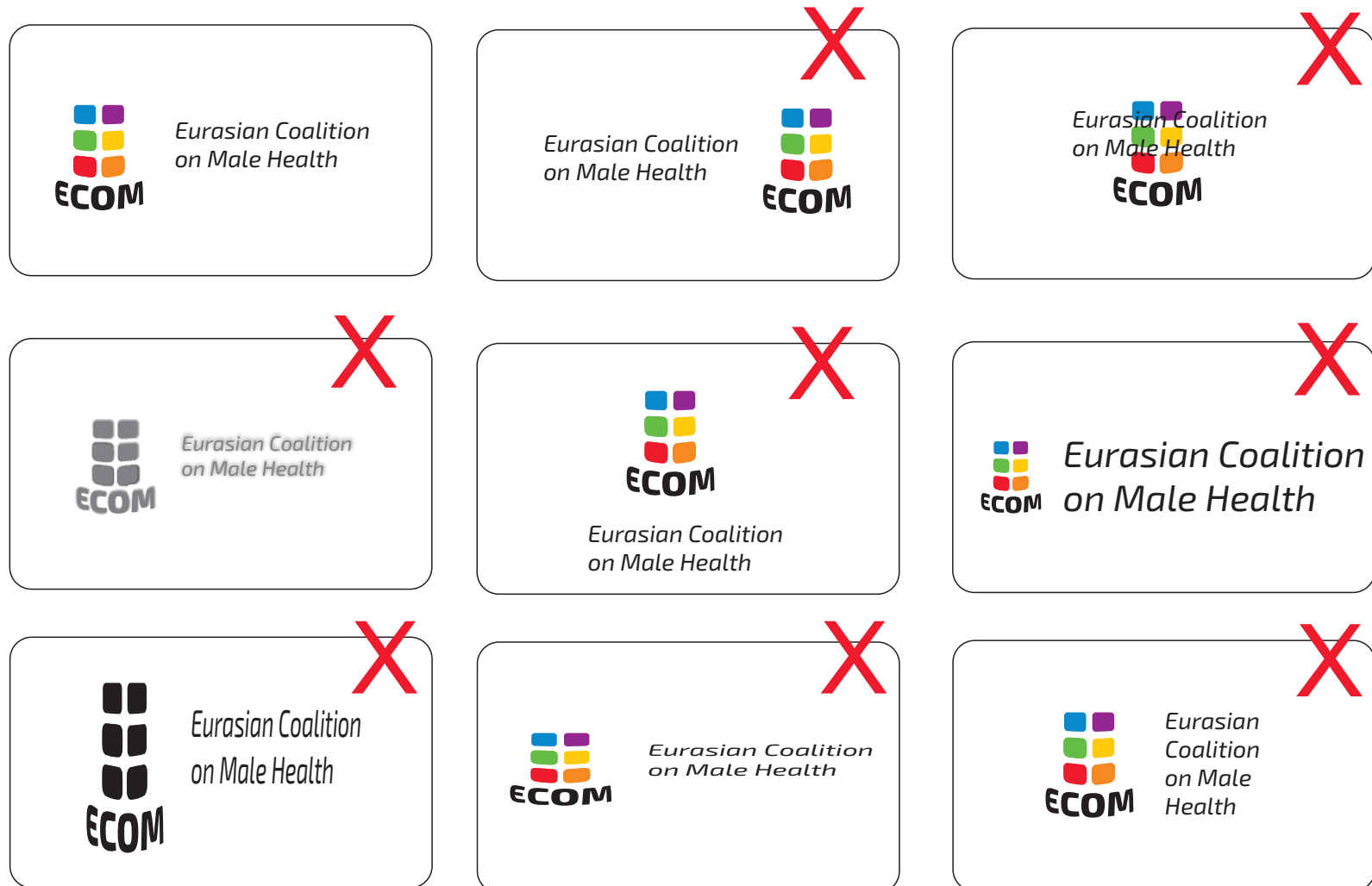


One-color version for a width not less than 7 mm



Do not change the logo, symbol or descriptor

The logo, symbol, and descriptor should be used as described in this document without any other additional elements, underscores, shades or expansion. No alterations should be introduced into the logo, symbol or descriptor since they distort their integrity and infringe our rights.



Logo's Languages

The logo, symbol, and descriptor of ECOM may be used in English or Russian.
The English use of the logo is prioritized.

English



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Russian



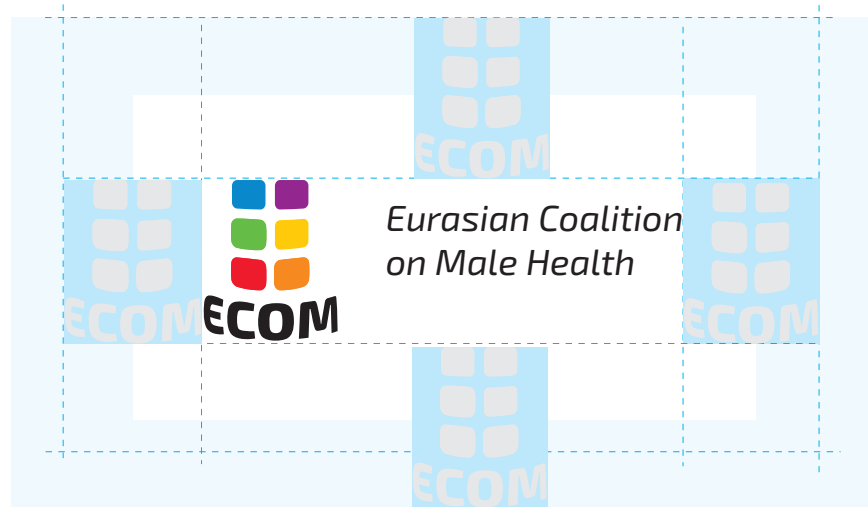
*Евразийская коалиция
по мужскому здоровью*



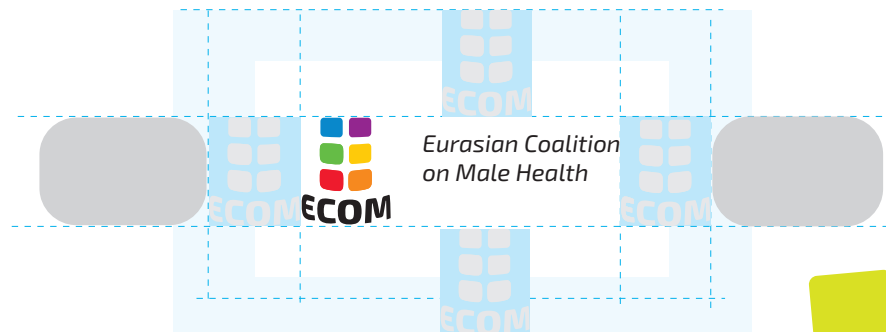
Logo's Arrangement

Logo's free space

A minimal free space should surround the logo. The graphical elements or text should not be arranged in a space that is equal to at least $\frac{1}{2}$ of the logo's size.



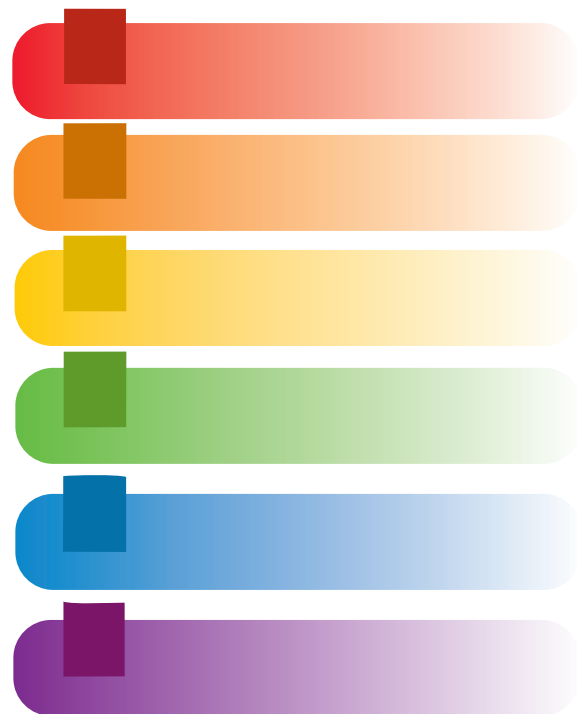
While using other logos (e.g. that belong to the project's partners), the minimal distance that divides the logos should equal to the size of one ECOM's logo. The minimal size of ECOM's logo during printing should be 200x and



Color Palette

Alongside with the corporate pattern, bright gradient painting is used based on the clear primary colors.

Main color
Palette
Dark palette
Additional colors



Дополнительные цвета



ECOM Blue

PMS Blue C
C:86 M:35 Y:0 K:0
HEX#288CC4
R:40 G:140 B:196



ECOM Green

PMS 376 C
C:64 M:0 Y:100 K:0
HEX#6BB536
R:107 G:181 B:54



ECOM Red

PMS Red 032 C
C:0 M:100 Y:90 K:0
HEX#DD232B
R:221 G:35 B:43



ECOM Purple

PMS 513 C
C:49 M:100 Y:0 K:0
HEX#9C1A87
R:156 G:26 B:135



ECOM Yellow

PMS 123 C
C:0 M:20 Y:100 K:0
HEX#FCC917
R:252 G:201 B:23



ECOM Orange

PMS Orange
C:0 M:56 Y:100 K:0
HEX#F08718
R:240 G:135 B:24



100% Black

C:0 M:0 Y:0 K:100
HEX#666666

Disclaimer used under the “Right to Health” project

ECOM's disclaimer is used during the publication of printed and digital materials.

The publication was created and published within the framework of the regional programme called “Right to Health,” which is carried out by the Eurasian Coalition on Male Health (ECOM) with the aid from the Global Fund to Fight AIDS, Tuberculosis, and Malaria.

Viewpoints presented herein are solely those of its authors and may not coincide with the views or opinions of the Global Fund to Fight AIDS, Tuberculosis, and Malaria.

The Global Fund to Fight AIDS, Tuberculosis, and Malaria did not take part in the coordination and approval of both the immediate material and the possible conclusions stemming from it.

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Disclaimer used under the “Money Can Buy Health If You Budget For It” project

Please, use ECOM's disclaimer while publishing printed and digital materials.
If any questions arise related to the disclaimer's use, please, refer to ECOM's Communications Officer.

The publication was created and published within the framework of the regional project called “Money Can Buy Health If You Budget For It.” The project is financed by the Robert Carr Civil Societies Network Fund (RCNF) and carried out by the Eurasian Regional Consortium (EHRA, ECOM, ECUO).

Viewpoints presented herein are solely those of its authors and may not coincide with the views or opinions of the Robert Carr Civil Societies Network Fund.

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*Eurasian Coalition
on Male Health*



**ROBERT
CARR
FUND**
for civil society
networks



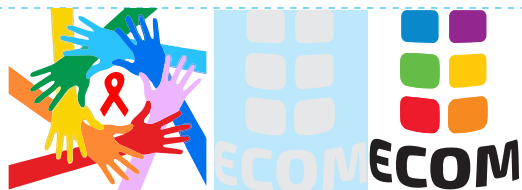
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The publication was created and published within the framework of the project called “Together for Our Rights,” which is carried out by the Eurasian Coalition on Male Health with the support of the M-PACT and by the Robert Carr Civil Societies Network Fund (RCNF).

Viewpoints presented herein are solely those of its authors.

РАСПРОСТРАНЯЕТСЯ БЕСПЛАТНО



*Eurasian Coalition
on Male Health*



**ROBERT
CARR
FUND**
for civil society
networks



Approval of Materials

It is necessary to receive an approval from ECOM's Secretariat on all printed and digital materials prior to their publishing.

Publication may be conducted in Russian, English or national languages. If the publication is to be in the national language (not Russian or English), its full translation into either English or Russian should be presented.


Main requirements for the publication's branding

- Availability of correctly arranged logos
- Availability of disclaimer
- The publication is in English/Russian or there is a full translation into either of these languages
- The publication underwent approval
-


If you have any doubts or questions about the publication's production, please, refer to ECOM's Communications Officer via alexandr@ecom.ngo

ECOM Presentations


Free space




Eurasian Coalition on Male Health
ECOM



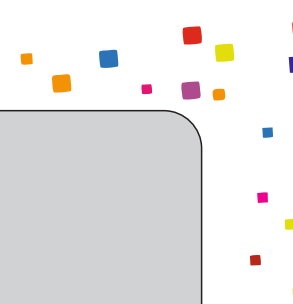
partner logo partner logo



Eurasian Coalition on Male Health
ECOM




RIGHTED HEALTH




Information Zone


partner logo partner logo




Eurasian Coalition on Male Health
ECOM




Information Zone



Eurasian Coalition on Male Health
ECOM



Information Zone



Eurasian Coalition on Male Health
ECOM

Information Zone

Partners Presentation

While creating the publication, pay attention to the sequence of logo arrangement:

1. Logo of the project/programme (if available)
2. ECOM logo
3. Logo of the main donor organisation (if available)
4. Logo of your organisation
5. Logo of yours partners

