



ECOM

VISUAL IDENTITY GUIDE

THIS GUIDE DESCRIBES THE STANDARDS THAT MEMBERS AND PARTNERS OF ECOM – THE EURASIAN COALITION ON HEALTH, RIGHTS, GENDER AND SEXUALITY DIVERSITY – SHOULD ADHERE TO IN ORDER TO CREATE A CONSISTENT SYSTEM OF COMPLIANCE WITH ECOM’S BRAND.

This style guide was developed in order to provide an overview of ECOM’s branding, including the use of the organization’s logo and name.

If you require further explanation or assistance with this guide, please consult the Communications Specialist at ECOM’s Secretariat, Tina Sobko, at tina@ecom.ngo.

A unified image and the name “ECOM – Eurasian Coalition on Health, Rights, Gender and Sexual Diversity” are necessary in order to increase public awareness of ECOM’s activities and the organization’s brand recognition.

Increasing public awareness about our work will ultimately ensure sustained and robust attention to LGBT health and human rights issues in national and international policies and programs, including the necessary funding and technical support for the development of community organizations in the EECA region.

The name “ECOM – Eurasian Coalition on Health, Rights, Gender and Sexual Diversity” and all associated visual, research, software and other materials are the intellectual property of ECOM and not of member organizations or partners.

ECOM – EURASIAN COALITION ON HEALTH, RIGHTS, GENDER AND SEXUALITY DIVERSITY

– is an international non-governmental organization based in Tallinn, Estonia. We are a membership association open to non-profit organizations and activists working in the field of rights and health of LGBT communities in the region of Eastern Europe and Central Asia (EECA).

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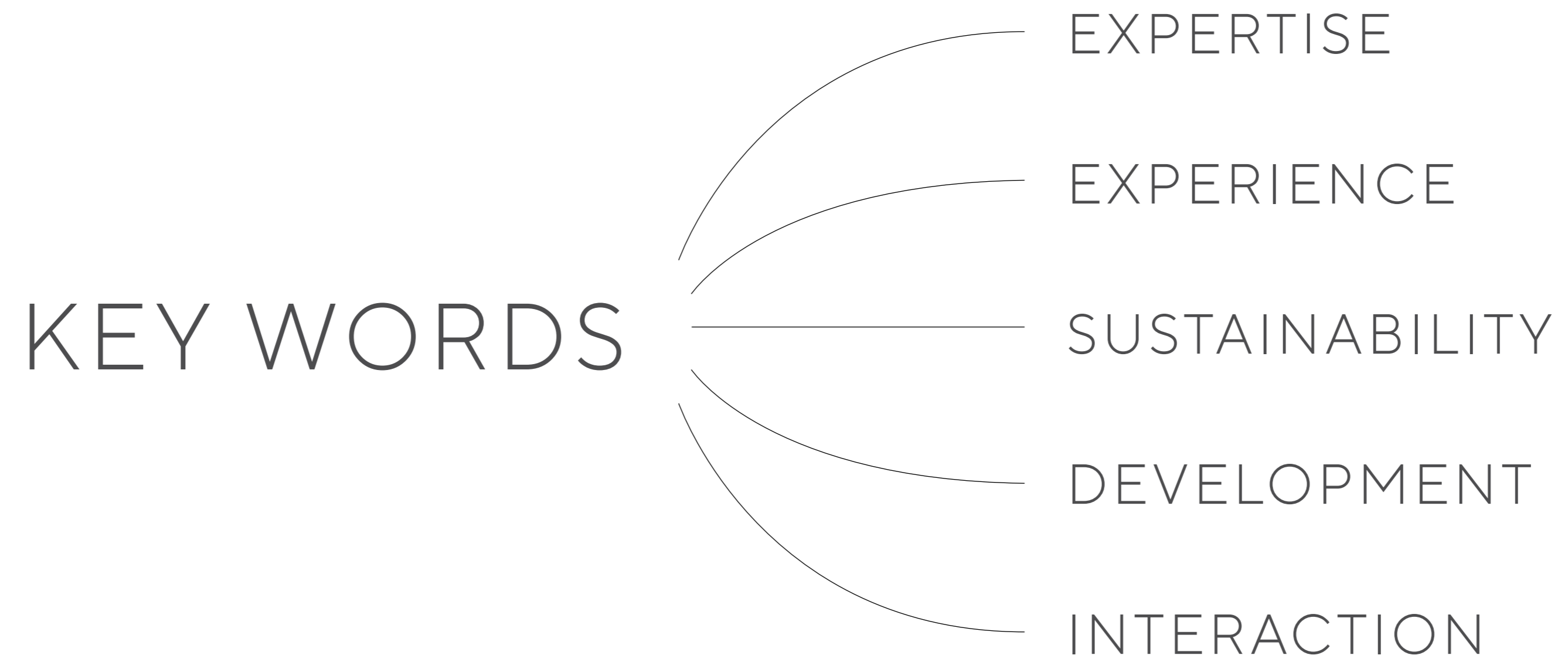
ECOM's Mission

SUPPORT THE DEVELOPMENT OF NATIONAL LGBT COMMUNITIES AND THEIR ACTIVISM, PROMOTE HUMAN RIGHTS, LOOK AFTER THE HEALTH AND SOCIAL WELL-BEING OF GENDER- AND SEXUALLY DIVERSE PEOPLE IN EASTERN EUROPE AND CENTRAL ASIA.

Slogan

ECOM. THE POWER OF COMMUNITIES

ЕКoM. СИЛА СООБЩЕСТВ



Logo and symbol

Full version of the logo

In the full version, ECOM’s logo consists of the abbreviation “ECOM” and the symbol – six colored rectangles with rounded corners.

Six colored blocks representing the colors of the rainbow symbolize the desire to unite diverse communities in order to achieve a common goal. Each color makes a unique contribution, and their presence together conveys the importance of collective participation and cooperation.

The colors used in the logo are associated with diversity and health, and bring energy to the composition. They attract attention and evoke positive associations.

The boxes in the logo are rectangular in shape with a harmonious and balanced appearance. This demonstrates the organization’s commitment to integrity and balance in its activities. This geometric shape is also associated with expertise, structure and stability.

The logo emerging from the plane of the sheet and the vertical movement of the symbol emphasize the activity, stability, and confidence of the organization. These elements indicate the dynamic and constantly evolving nature of the organization, which is ready to take on challenges and adapt to change. Overall, the chosen colors and symbolism of the logo emphasize the key values and characteristics of the organization.

A logo is one of the basic elements of an organization’s brand identity. Scaling the logo down or up should not lead to a loss of image quality or readability, because both the symbol and text parts of the logo are designed to be used on various types of media.

- SYMBOL PART



ECOM

- TEXT PART

Symbol



The symbol in the logo can be used separately from the text part without losing recognition. The symbol can be used in polychrome and monochrome form in one of the brand colors. In addition, the elements of the symbol are the basis for creating a brand pattern, which allows you to identify the brand, even if the user does not see the logo, but recognizes the brand elements and colors.

Placement and protected zone of the logo



It is not recommended to place other layout elements close to the logo.

For optimal perception of the organization's logo, there should always be free space around it. Care must be taken to ensure that no foreign elements are placed in this area.

The minimum distance from the logo is equal to height X.
Height X = height of the icon.

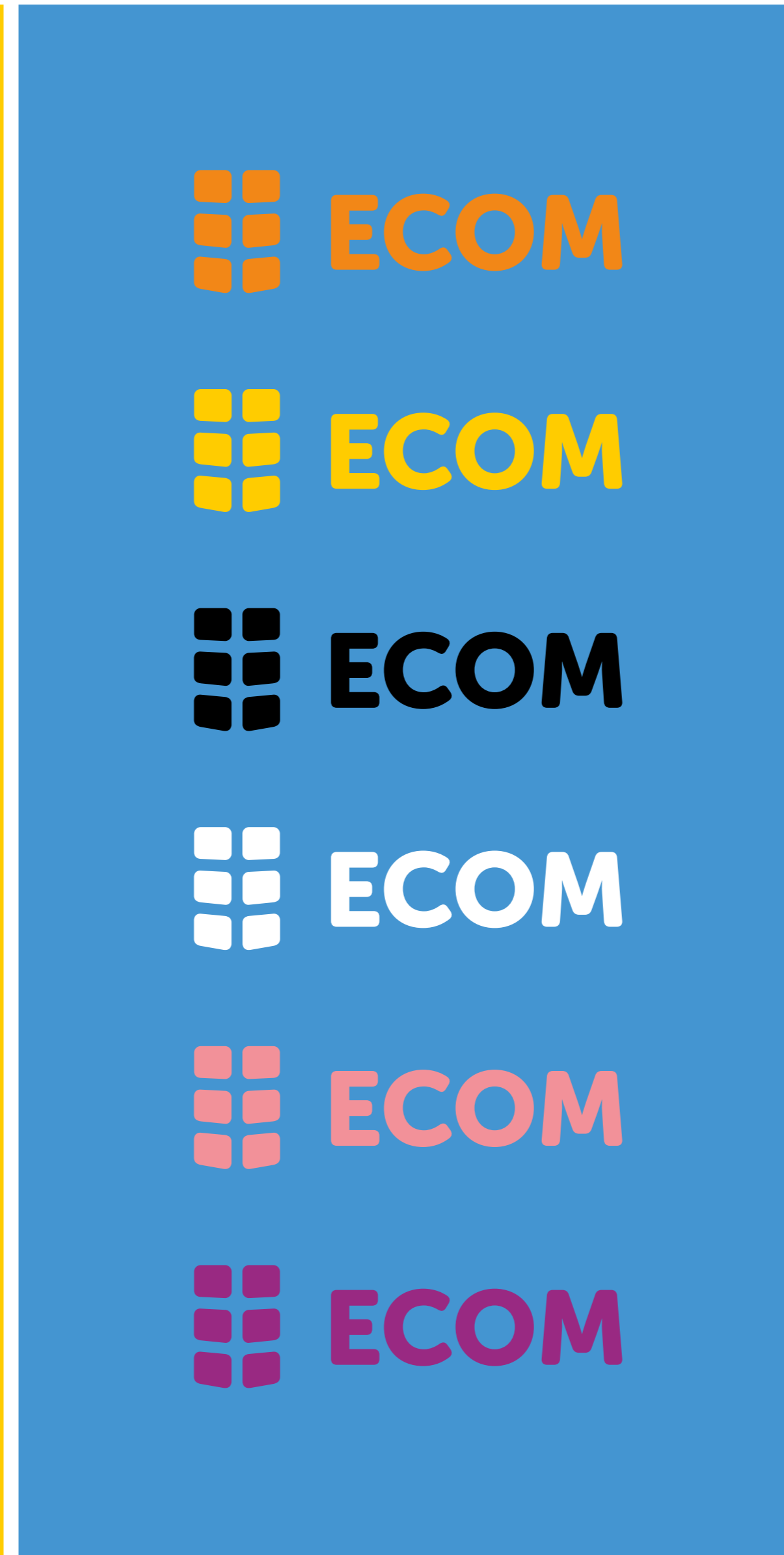
Monochrome version of the logo

The monochrome version is a single-tone interpretation of the original logo. In this case, one of the brand's colors is used, depending on the background and context in which the logo is used. A single tone allows you to emphasize and strengthen associations and visual connections with the brand. Six monochrome versions of the logo were created, based on the number of brand colors.

The main goal of creating a monochrome version of the logo is to ensure flexibility of use on all types of media. The monochrome version of the logo remains legible and recognizable in small and large formats, making it especially important for brand identification.

The monochrome version of the logo is a valuable branding element that provides consistency and recognition of the brand in different settings and environments, emphasizing its uniqueness.





Achromatic version of the logo

The achromatic version of the logo is a monochrome interpretation of the original logo, devoid of all color shades. It is designed to maintain the recognition and effectiveness of the logo in conditions where it is impossible to use a color palette. The elements of the logo remain the same as in the color version.

The lack of color in the achromatic version of the logo does not mean the loss of its identity. On the contrary, this version has a special meaning: it emphasizes form, line, contour and composition, which allows the logo to shine in situations where color restrictions may be an issue.

The achromatic interpretation of the logo is presented in black and white. The achromatic version of the logo was created for use in the following cases: printing on documents, black and white printing, faxes, engravings, pad printing stamps on various surfaces, work with a limited palette or in situations involving poor color output quality.

It is recommended to use this version of the logo only in the above cases.



Inappropriate uses of the logo

To ensure that the logo does not lose recognition and its appearance does not contradict the brand style, you should not make any changes to the logo yourself.

The logo and symbol must be used as described herein, without any additional elements, underlining, shading or stretching.

No changes may be made to the logo, icon or text as they would alter its integrity and impair our rights.

Examples of the most common mistakes are provided on this slide.



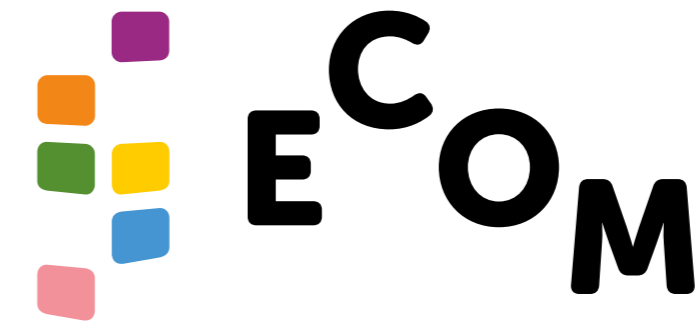
- LAYER ELEMENTS ON TOP OF EACH OTHER



- CHANGE THE SIZE OF LOGO ELEMENTS IN RELATION TO EACH OTHER



- CHANGE THE LOGO PROPORTIONS



- TRANSFORM SEPARATE LOGO ELEMENTS



- CHANGE THE HEADSET OF THE TEXT PART OF THE LOGO



- SWAP LOGO ELEMENTS IN RELATION TO EACH OTHER



- CHANGE THE COLOUR OF THE ENTIRE LOGO OR PARTS OF IT



- MIRROR THE LOGO



- STROKE ELEMENTS INSTEAD OF FILLING

Disclaimer

In case of receiving a grant from ECOM, it is obligatory to use the ECOM logo along with the slogan on all information materials that will be developed and distributed within the framework of this grant, as well as place logos and disclaimers of the donor from whom the grant is financed.

The ECOM logo and slogan should be placed according to the recommendations indicated on the slide.



ЕСОМ

Сила сообществ



ЕСОМ

The Power of Communities

Color and pattern

Primary colors

Brand colors play a key role in the identification and recognition of ECOM's brand, since people associate the colors with the organization.

The six signature colors are based on the colors of the rainbow and the flag of freedom, which are designed to reflect unity in diversity, beauty, and joy of the LGBT community.

At the same time, each color has its own emotional connotations and associations. Brand colors, selected taking into account the target audience, evoke certain feelings and associations in people. Using brand colors across all media and points of contact with clients ensures branding consistency. This strengthens the credibility of ECOM's brand and creates an impression of professionalism and reliability.

Thanks to the brand colors and their consistent use, ECOM's brand is easily recognizable even without mentioning its name. It is easy for audiences to associate certain colors with the organization, which helps increase brand awareness. In addition, the use of these colors helps the brand convey its values, goals and mission.

Below is a brief description of each color. It is recommended to use colors in contrasting and nuanced combinations in large and small formats, on various digital and material media.

The color palette in all branded elements and on all ECOM-branded media must correspond to the color combinations shown on the next slide.

ECOM Green

Green is the color of nature that symbolizes freshness, growth, harmony and environmental consciousness. In ECOM's branding, it is associated with prosperity, health and success.

ECOM Sky Blue

Blue is a calm and noble color that is associated with trust, stability and professionalism. In ECOM's branding, sky blue is used to create an impression of reliability and quality.

ECOM Red

Red symbolizes interaction, soft power and energy. It is used to attract attention and evokes associations with comfort and safety, and can also be used to emphasize accents in the media.

ECOM Purple

Purple is used in branding to attract a creative audience. It is associated with intelligence, sophistication and elegance, and also vividly highlights neighboring shades.

ECOM Orange

Orange is a bright and energetic color that is associated with warmth and enthusiasm. It symbolizes creativity, optimism, and the perception of the brand as innovative and modern.

ECOM Yellow

Yellow is used to attract attention and highlight the optimistic nature of the organization.

ECOM Green

HEX #548E31
RGB 84 142 49
HSB 97 65 56
CMYK 41 0 65 44
PANTONE P 109-7 C

ECOM Sky Blue

HEX #008DD2
RGB 0 141 210
CMYK 100 33 0 18
HSB 200 100 82
PANTONE P 155-15 C

ECOM Red

HEX #F19299
RGB 241 146 153
HSB 356 39 95
CMYK 0 39 37 5
PANTONE P 59-3 C

ECOM Purple

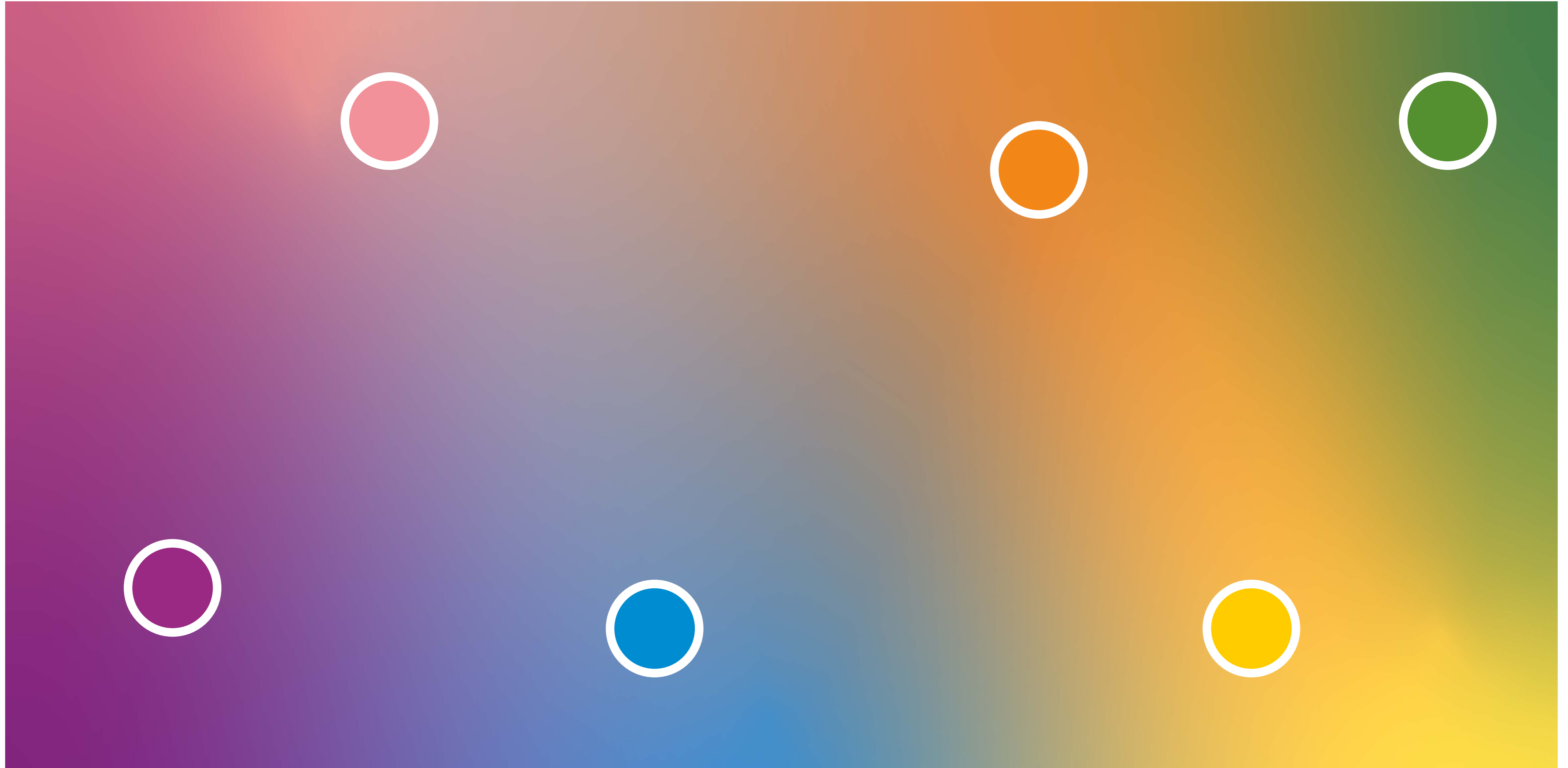
HEX #992983
RGB 153 41 131
HSB 312 73 60
CMYK 0 73 14 40
PANTONE P 88-8 C

ECOM Orange

HEX #F18818
RGB 241 136 24
HSB 31 90 95
CMYK 0 44 90 5
PANTONE P 24-8 C

ECOM Yellow

HEX #FECC00
RGB 254 204 0
HSB 48 100 100
CMYK 0 20 100 0
PANTONE P 7-8 C



Color pairs

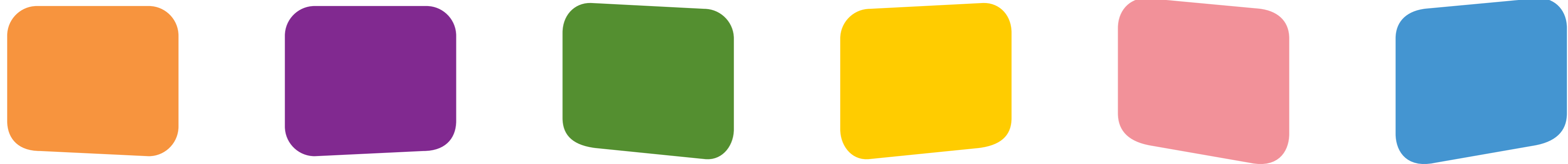


Color pairing is a unique combination of two colors that creates a harmonious and attractive visual impression. This slide shows recommended combinations. Contrasting and nuanced pairs can be used as a basis in all types of products and brand representation.

To create ECOM-branded color pairs, ECOM's brand colors are used exclusively. Depending on the objective, various combinations help emphasize ideas and moods in the design.

It is not recommended to combine colors of the same tone in pairs, for example: orange and pink or blue and green, as such combinations are difficult to read and worsen the visual perception of the brand.

Patterns



ECOM’s pattern is one of the clearest brand identifiers. All types of patterns are based on a rectangle with rounded corners, an element of the logo. Its form is dominant, it can be multiplied, modified, or cropped, but it is always the basis for the pattern. The colors of the brand palette are used as a color solution for the compositions, which allows you to create patterns for different tasks. One pattern uses no more than two colors from the brand palette, which ensures color unity and, at the same time, a breadth of visualization possibilities. It allows you to create nuanced and contrasting color solutions (depending on the task and based on the discretion of the designer of the particular project).

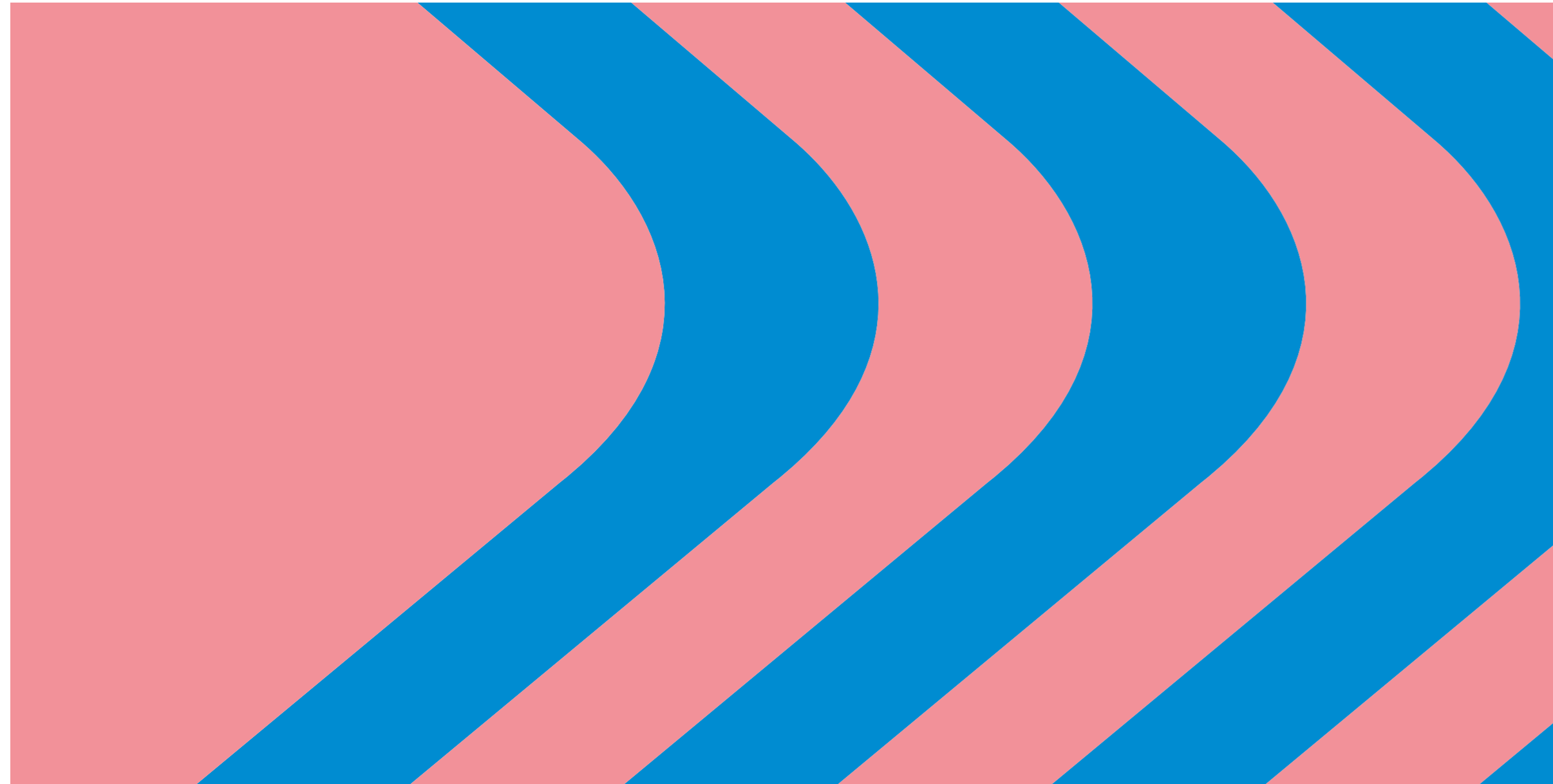
Patterns are used independently, as a background, under the logo, a text or illustration, as well as in digital and printed publications and merchandise. The visual play of elements of the rectangles and their overlay on each other give the pattern recognition and practical variety in its use.

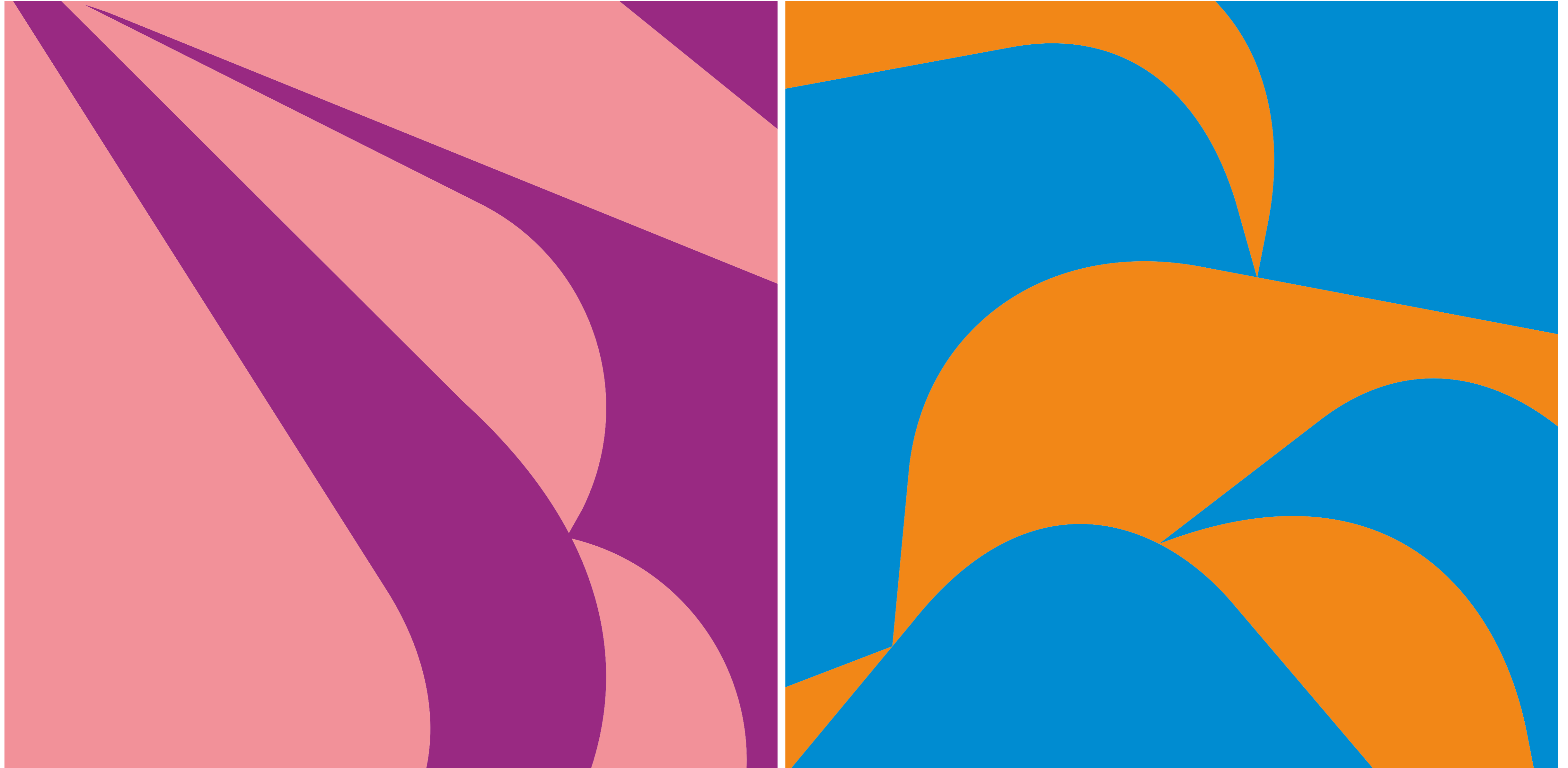
Several types of patterns have been created for maximum convenience and flexibility in working with them. The compositions are created by overlapping rectangles on top of each other in different orders and in different quantities. Visually clear rhythms, alternating stripes or a freer dynamic composition attract the attention of the audience.

Each developed type of pattern is ready for use in practice and for solving various tasks depending on the product, needs and ideas of the designers. To implement new pattern formats for various tasks, a “Pattern Constructor” file was created, in which it is possible to change the sizes and formats of the original compositions and apply different color options. However, conceptually changing the patterns is prohibited.









Typography and typeface

IBM Plex

Branded typography is created for typing texts, summaries, and headings in all documents, promotional products, and materials. For headings and subheadings the IBM Plex headset is used in different lettering. Headings can be used in both uppercase and lowercase letters. IBM Plex Sans and IBM Plex Serif are used to design text arrays.

IBM Plex Sans is a neutral, friendly grotesque font that includes lettering from Thin to Bold and has excellent readability in print, digital and mobile interfaces. In IBM Plex Serif, the combination of the rational and emotional is expressed through the contrast between rounded and angular-geometric elements; the authors categorize the typeface as a «hybrid antiqua».

There are seven styles in total from Thin to Bold with italics. It is recommended to use Light and Regular styles for typing text arrays. In small formats, it is recommended to use a style from Regular to Bold.

The typeface must be installed on your work device or added to your library before you can start working with the brand style.

[download IBM Plex Serif](#)

[download IBM Plex Sans](#)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Aa

Aa Бб Вв Гг Дд Ее Ёё Жж Зз Ии Йй Кк Лл Мм Нн Оо Пп Рр Сс
Тт Уу Фф Хх Цц Чч Шш Щщ Ъъ Ыы Ьь Ээ Юю Яя

1 2 3 4 5 6 7 8 9 0

Interaction between text and background



Branded products provide three options for the interaction of the text with the background:

- Black achromatic color on a white or colored background
- Color monochrome on a white background
- White achromatic color on a colored background

Depending on the situation, you should choose the interaction option that is most readable and relevant. The slide shows recommended combinations.

Brand stationery
and presentation materials

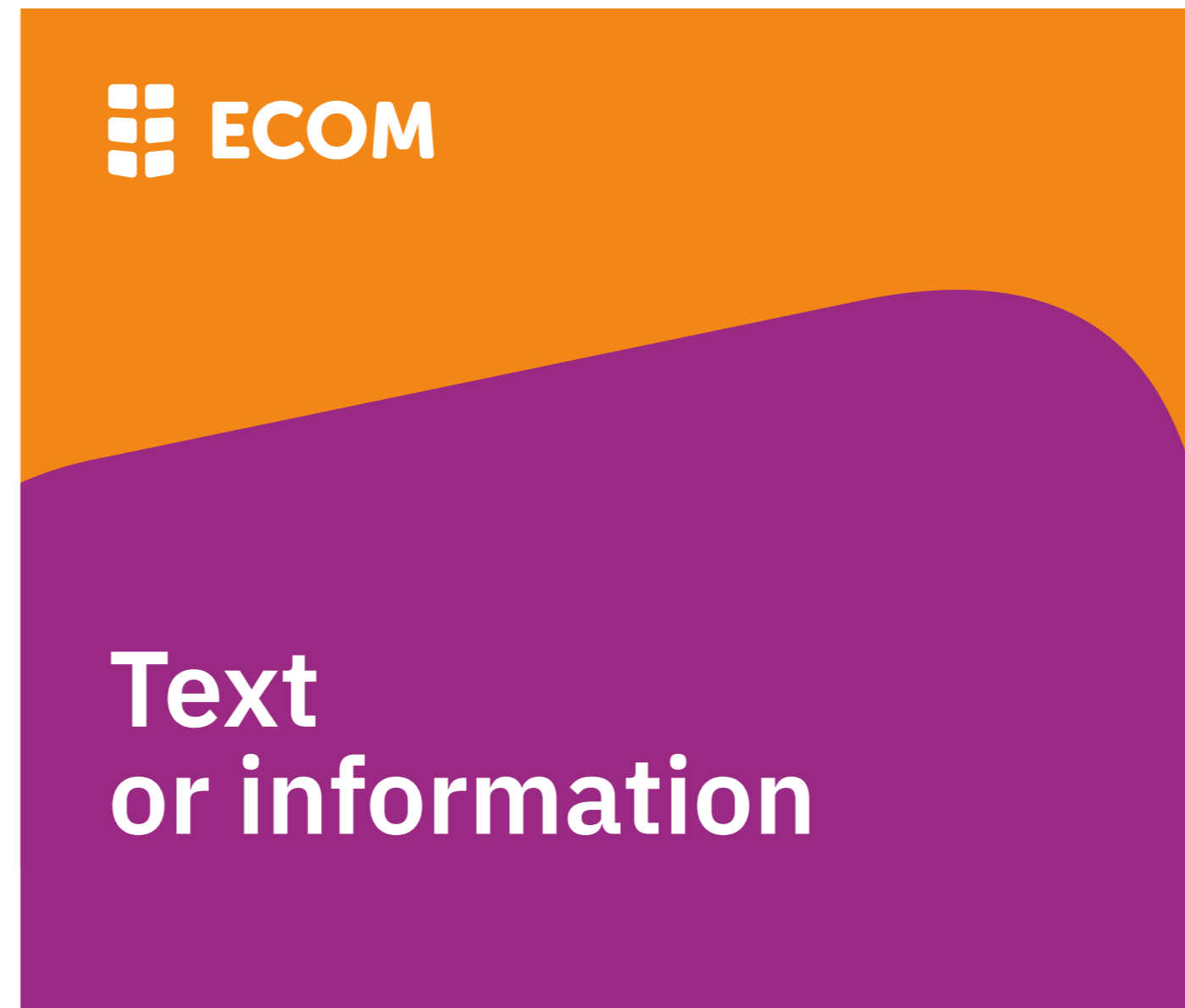
Composition

Composition plays a key role in brand identity, helping to create a unique and memorable identity for the brand.

In ECOM's branding, composition means the mutual distribution of various elements, such as the logo, colors, shapes, fonts, and images, in order to form a consistent and cohesive brand image.

The logo is always located at the top of the composition (on the left or in the middle), text elements are aligned to the logo or to its text part, a pattern or images can be located under the logo and overlap with it.

The main thing is to maintain the integrity and consistency of the visual appearance of the brand so that it remains recognizable and memorable.



Business card

A business card is an integral element of identifying an employee of an organization.

ECOM's business cards are visually divided into two parts. On the left side are the logo, corporate information, and the contact information of the organization. On the right side of the card are the name, position and contact information of the specific employee. This composition allows you to provide comprehensive information about the organization and the team member on one medium, and provides various means of communication with the organization.

Business cards are designed in accordance with ECOM's brand and visual image to enhance brand recognition. This powerful tool has a significant impact on visual presentation and helps create long-lasting connections and partnerships.

Standard business card size is 50 * 90 mm.

- LOGO
- SLOGAN
- CONTACT INFORMATION



- NAME AND SURNAME
- POSITION
- PERSONAL CONTACT



Name tag

A name tag is an important part of an organization’s visual identification, which emphasizes professionalism and creates a memorable image of employees.

The main goal when developing a name tag is to create a unified identifier for each employee for internal and external communication and to simplify networking. For this purpose, basic brand elements were used, such as the logo, colors, and the brand’s rectangles with rounded corners. To identify an employee, the name tag also includes a portrait photo corresponding to the name.

The logo is located at the top left of the name tag. The person’s name and position (or the person’s role in an event, if the badge is used at a conference/event) are located at the bottom of the name tag, under the photo. Name tags can be created from a template in different brand colors and combinations.

Name tag size: 52 * 84 mm

● LOGO

● NAME AND SURNAME

● POSITION







Letterhead

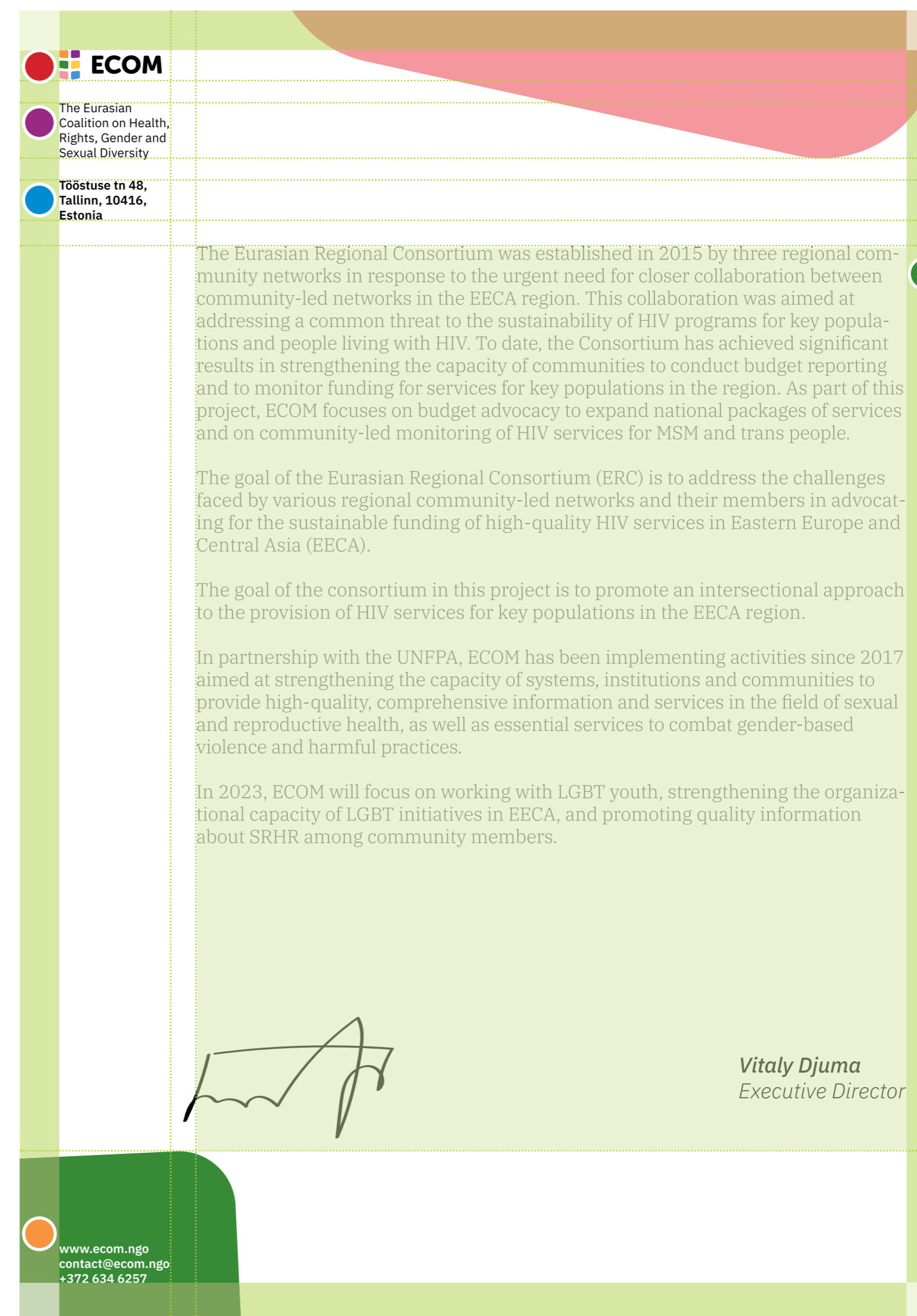
The letterhead reflects the core values of the brand, and also ensures the convenience of the organization's external and internal communication.

ECOM's logo is at the top left of the letterhead, and in this case, is a key element of visual identification. Important contact information, such as the organization's address, phone number, and email, is provided in an easy-to-read format at the top of the letterhead. Space is provided for text, special instructions, notes, and signatures to ensure that each document created on the letterhead is as personalized and tailored to your needs as possible.

Letterhead size: standard A4 format (297 mm * 210 mm).

- LOGO
- SLOGAN
- ADDRESS

- CONTACTS



- TEXT



Certificate

In addition to the direct function of identifying ECOM and official confirmation of completion of a course, a certificate allows you to emphasize the professionalism and significance of the events carried out by the organization. Each time a certificate is awarded to a participant upon completion of a course, it indicates the expertise and level of the organization.

The certificate is designed in ECOM’s brand colors, the logo is placed in the upper left corner, and the entire left side is occupied by the word “Certificate”. In the center is information about what course was completed or what event the person participated in, as well as space to fill in the participant’s name, the date and other details. Thanks to the use of colors and branded elements that create a pattern, the certificate looks unique and is clearly associated with ECOM. Templates have been developed in several color combinations of the organization’s brand colors.

The certificate template is available in two languages for ease of use by different groups and representatives of different countries.

Certificate size: 220 * 280mm



● LOGO

● NAME AND SURNAME

● COURSE NAME

● TEXT

● DATE

● SIGNS AND CONFIRMATIONS





Presentation

A presentation template is a key tool for maintaining ECOM's consistent style and branding when making presentations. Each slide in this presentation contains universal elements that promote brand recognition and create a professional impression for the audience. Templates have been developed for several types of slides (depending on the type of information presented). There are also various options for designing the cover in accordance with the organization's brand. A template for a text slide, a template for a slide with a quote or an important textual highlight from the presentation, and a template for a slide with an image (photo, video, illustration, graph) are all available.

The template uses the main colors, patterns and shapes of ECOM's brand. This ensures consistency with the organization's image and recognition of its brand. The presentation uses the organization's typeset. Recommended font sizes for slide templates correspond to the optimal level of visibility and readability for the audience.

Each slide is numbered in the header, making it easy to navigate the presentation and help listeners follow its progress. In addition, ECOM's logo and the topic of the presentation are always found at the top of each slide. If necessary, it is possible to add a section topic or additional information in particular cases.

At the bottom of each slide there is a footer in one of the brand colors with additional space where a caption for a photo or a short comment can be placed.

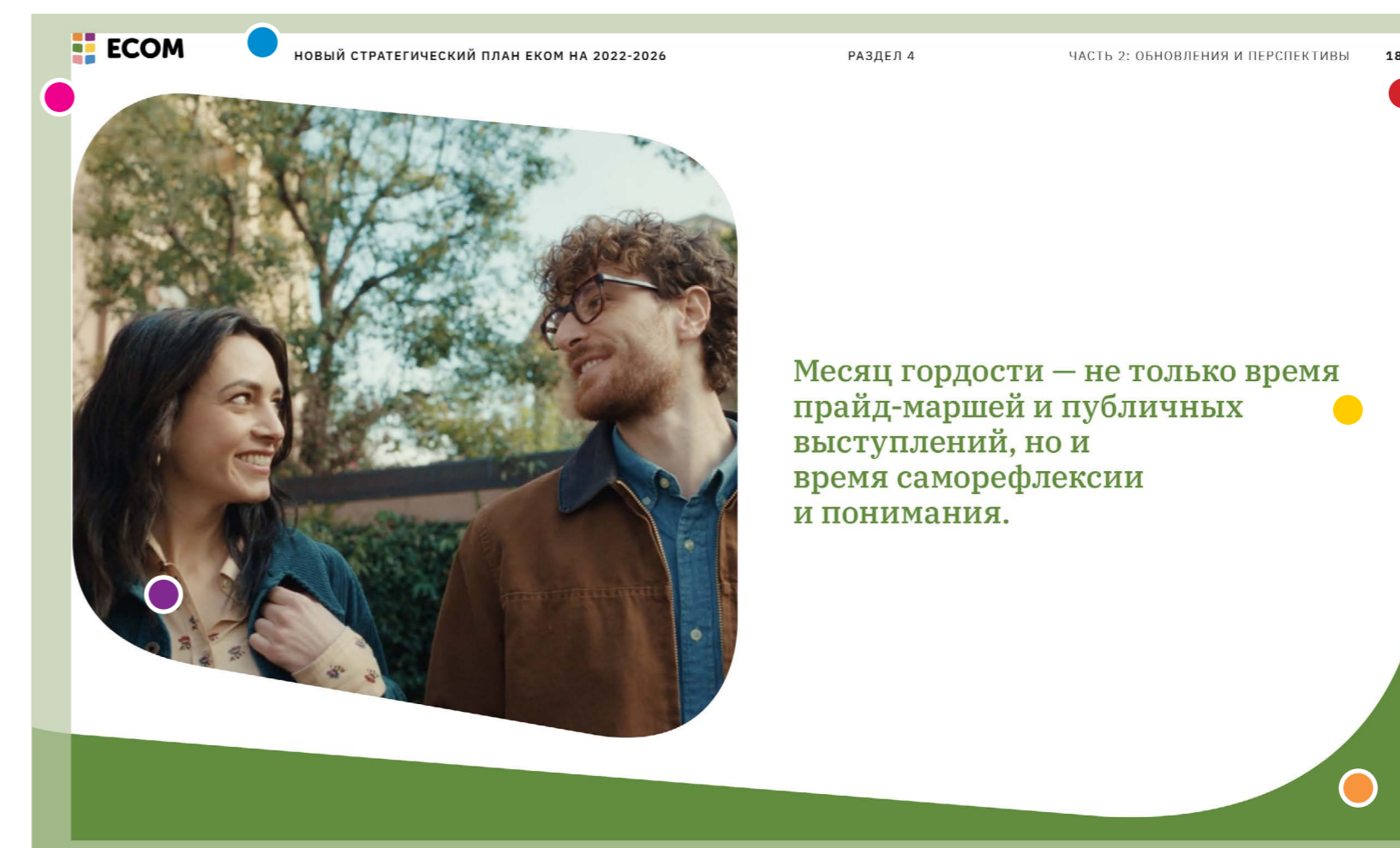
Using this template when developing presentations will provide you with a structured and logical way to visually present information in accordance with ECOM's brand.

Recommended slide aspect ratio: 16:9

PRESENTATION TOPIC / PART NUMBER

● LOGO

● PHOTO OR PICTURE



● SLIDE NUMBER

● TEXT

● BRAND COLOR SHAPE

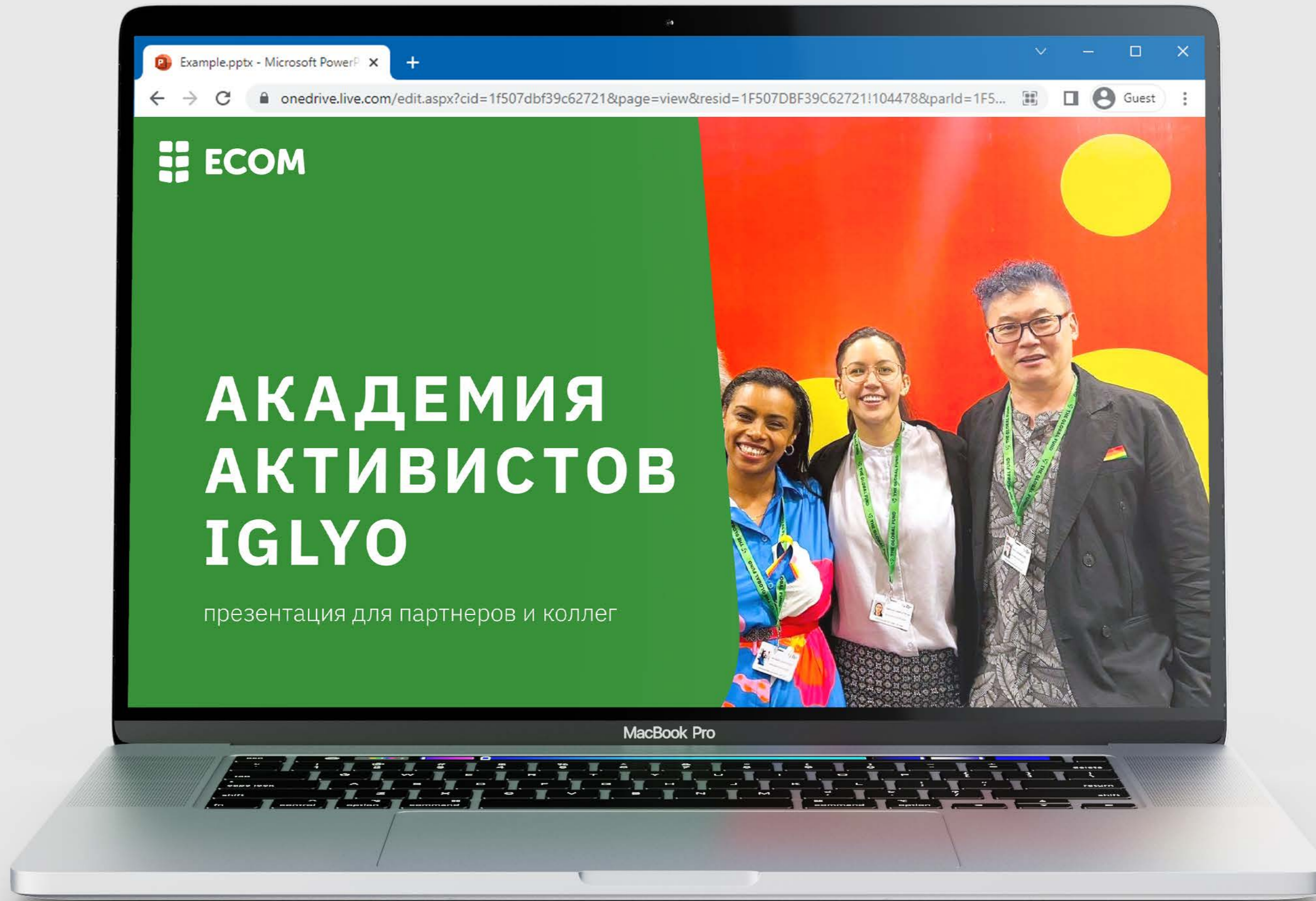
● LOGO

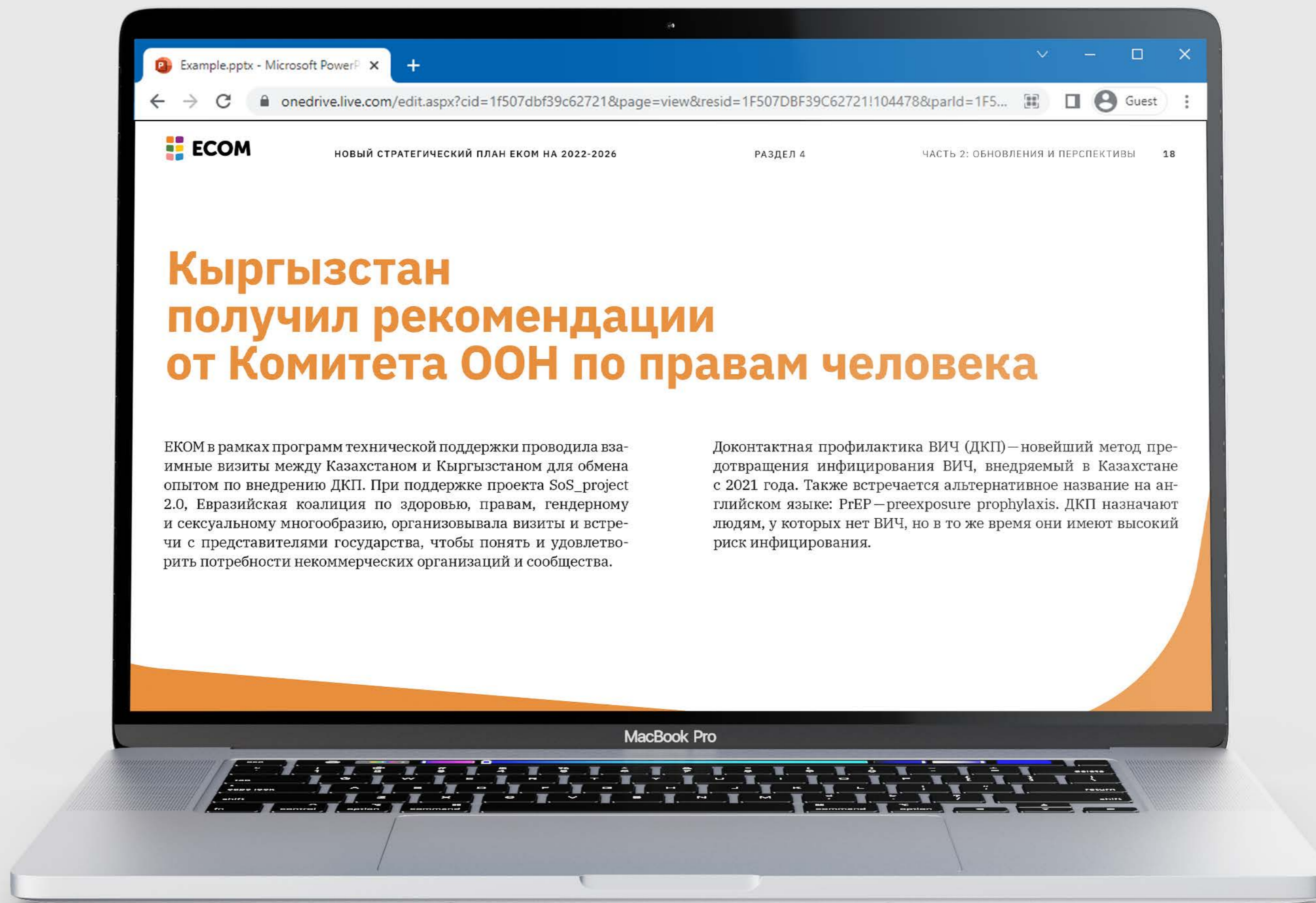
● PRESENTATION NAME

● BRAND COLOR SHAPE



● ADDITIONAL INFORMATION

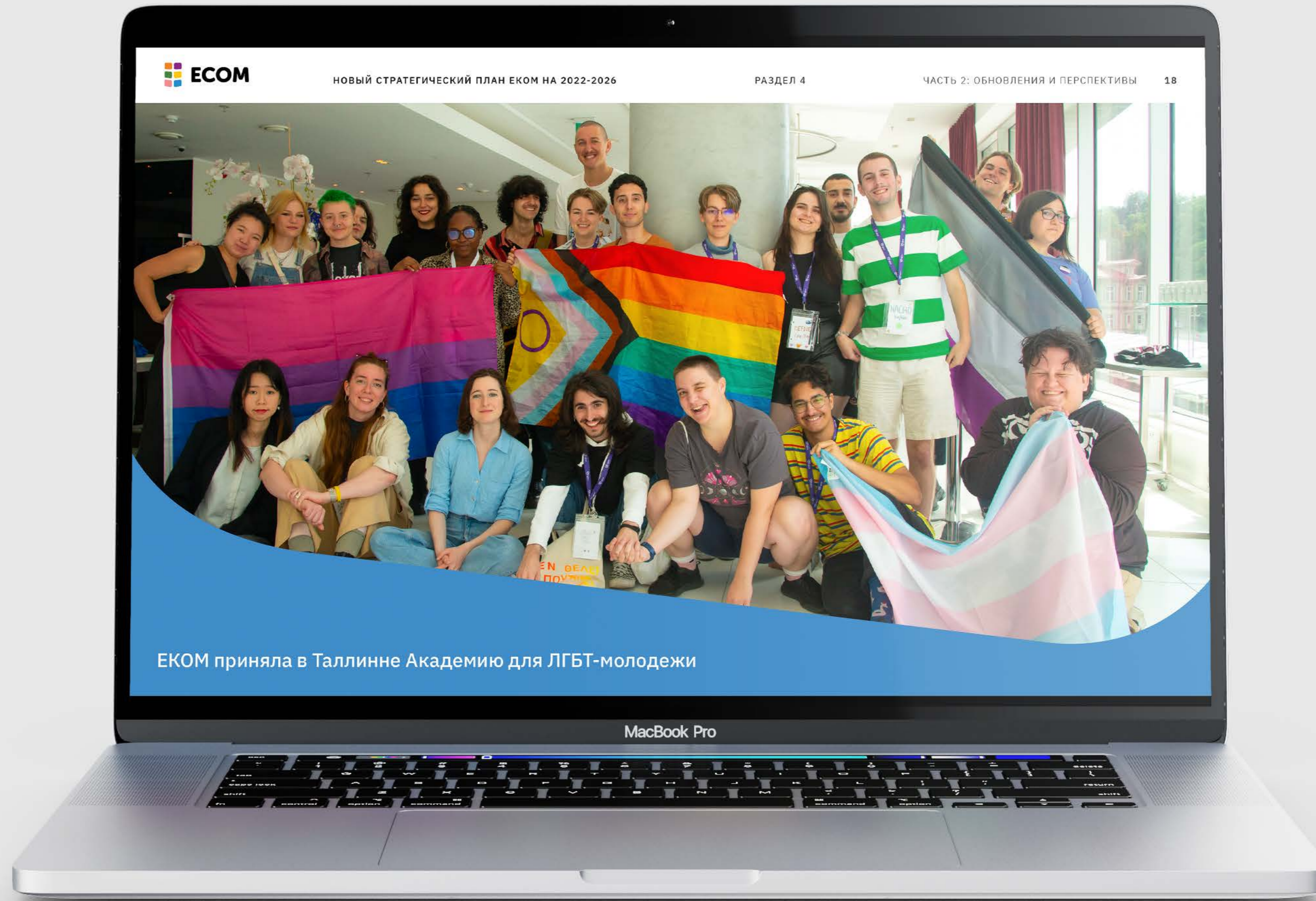




Кыргызстан получил рекомендации от Комитета ООН по правам человека

ЕКОМ в рамках программ технической поддержки проводила взаимные визиты между Казахстаном и Кыргызстаном для обмена опытом по внедрению ДКП. При поддержке проекта SoS_project 2.0, Евразийская коалиция по здоровью, правам, гендерному и сексуальному многообразию, организовывала визиты и встречи с представителями государства, чтобы понять и удовлетворить потребности некоммерческих организаций и сообщества.

Доконтактная профилактика ВИЧ (ДКП) – новейший метод предотвращения инфицирования ВИЧ, внедряемый в Казахстане с 2021 года. Также встречается альтернативное название на английском языке: PrEP – preexposure prophylaxis. ДКП назначают людям, у которых нет ВИЧ, но в то же время они имеют высокий риск инфицирования.

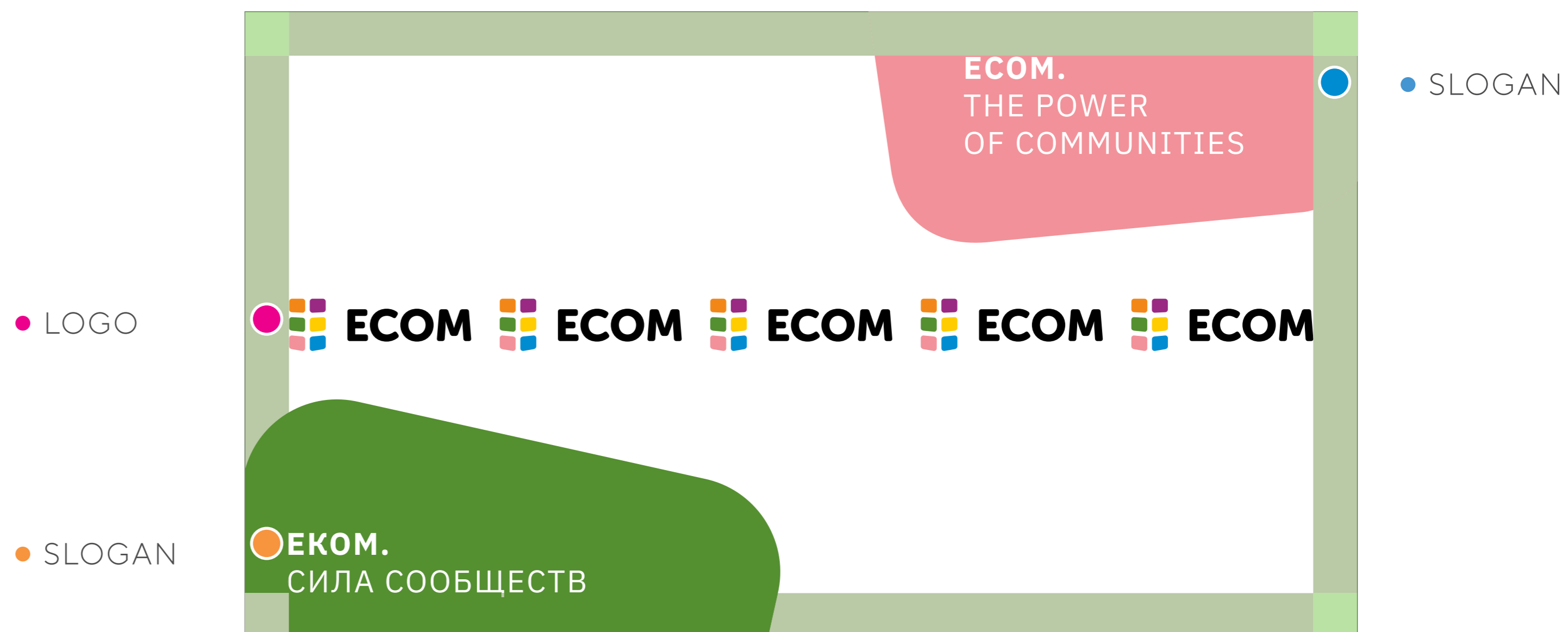


Zoom background

The Zoom background is an essential element of ECOM’s virtual presentation experience. When ECOM’s staff members or representatives hold online meetings, it is important that the background reflects the organization’s identity. A branded background helps create a consistent and memorable visual image that strengthens the brand in the eyes of partners and colleagues.

The background includes ECOM’s logo, and ECOM’s slogan in two languages in the left and right corners of the composition (located on boxes in the brand colors). This creates a unified visual connection to the brand and helps establish an associative connection between ECOM’s representative and the organization.

Background size: 1920 px * 1080 px





Branded merchandise

Eco-bag

An eco-bag is a functional accessory and an everyday reflection of the brand. The brand pattern is used in different formats on the surface of the bag, allowing ECOM to be recognized and identified. A branded bag becomes an integral part of people’s daily lives, and also strengthens connections with partners and audiences, creating a long-term impression of the brand. Everyone who wears a branded bag becomes an ECOM ambassador.

The branded bag comes in the form of a convenient shopper. This form is the most common in production and is widely used for printing information. This makes it easy to implement the solution in small and large print runs. For printing, it is recommended to use products already colored in the colors of the organization’s brand.

The bag can be used as an everyday accessory for employees and partners, as well as at events and conferences as a representation of the organization’s brand.

Print size: 360*420mm

● SYMBOL

● PATTERN







Hoodie

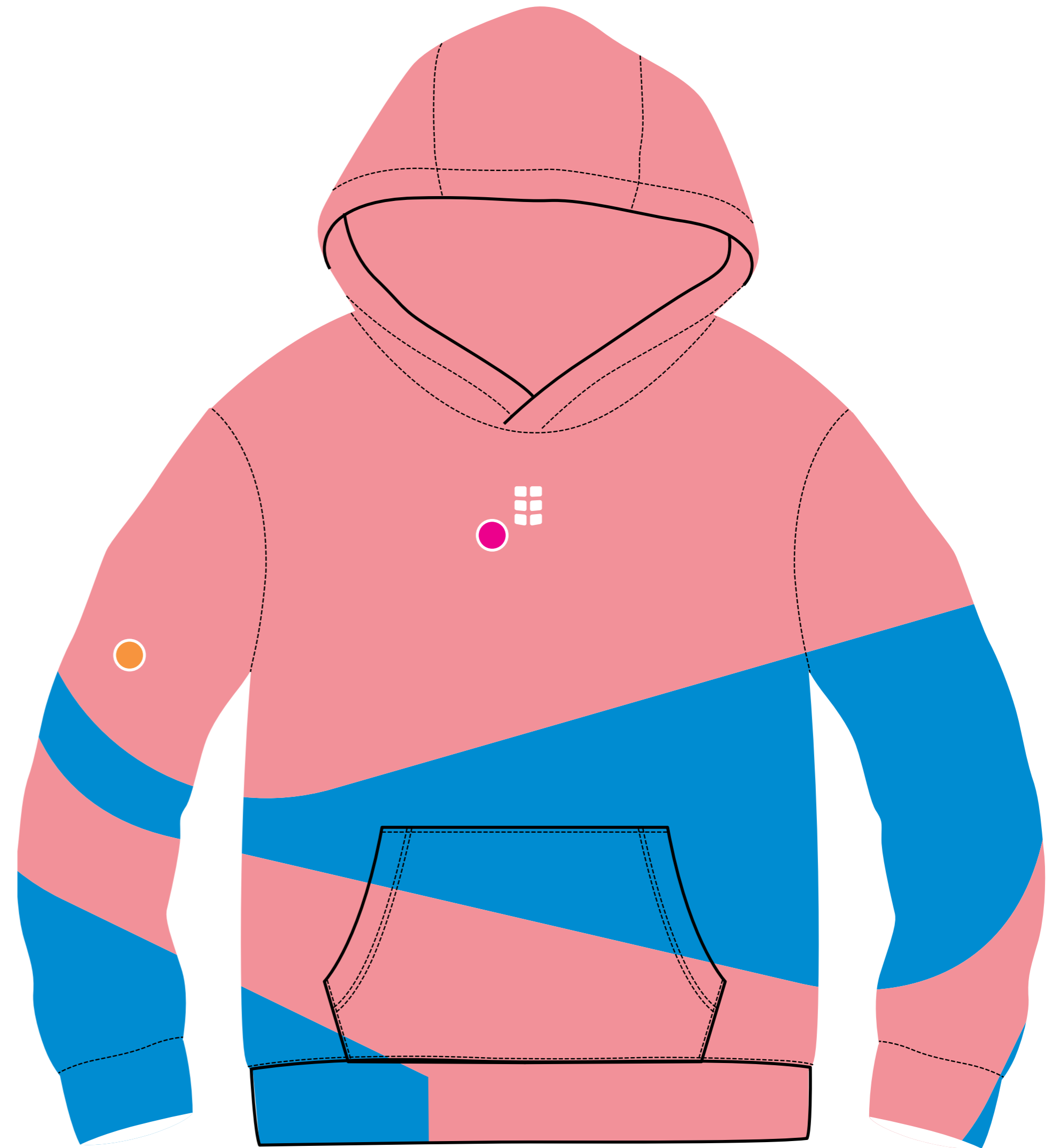
A branded hoodie is a stylish and comfortable merchandising element that allows you to enhance the recognition of ECOM's brand. This versatile piece of clothing attracts attention and also creates unity and a sense of belonging to the brand among all who wear it.

Each hoodie features the signature pattern in different color combinations, as well as a small branding logo. It is recommended to apply a pattern in one color to a product already colored in the brand palette.

Everyone who wears a branded hoodie helps increase awareness and recognition of the organization. This can be especially important for employees or event participants to make them feel part of the larger team.

● SYMBOL

● PATTERN





Coordination of materials

WHEN RELEASING PRINT-
ED OR DIGITAL PRODUCTS, IT
IS NECESSARY TO COORDI-
NATE ALL PUBLICATIONS WITH
ECOM'S SECRETARIAT.

Publications can be issued in Russian, English or national languages.
If a publication is planned in a national language (other than Russian and
English), it is necessary to provide a full translation in Russian or English.