



Brand Guidelines

I Overview

Why this Guide is Important	3
iLoveUkraine Brand Overview	4
Spelling and Capitalization	5

1. Why this Guide is Important

iLoveUkraine brand guidelines ensure that all of our marketing and communications for the organization are accurate and stay on-brand.

These guidelines outline the general rules to maintain iLoveUkraine's visual identity when using iLoveUkraine's brand assets and showcasing iLoveUkraine content.

The guidelines apply to all materials, whether print or digital and include the proper use of iLoveUkraine's logo, colors, fonts, name, and messaging.

Only use approved brand assets from the iLoveUkraine.org website. Do not use assets found elsewhere on the web.

Consistent use of assets helps people easily recognize references to iLoveUkraine and protect our company trademarks.

2. iLoveUkraine Brand Overview

Summing up the brand identity is iLoveUkraine's tagline which is *Aid for Ukraine with Trust, Efficiency, and Love*.

The iLoveUkraine brand is to be used strictly for charitable purposes. It is specifically not to be used for commerce, industry, tourism, politics or anything other than charitable activities.

iLoveUkraine is one of the few charities which were born for the Ukraine crisis and does not focus on other countries or even other historical Ukraine issues.

Within the Ukraine only charity space, iLoveUkraine is unusual for putting an emphasis on values from the tagline. iLoveUkraine has a platinum transparency rating from Guidestar, a 98% program efficiency ratio, and is known for decorating aid packages. iLoveUkraine, remains squarely in the humanitarian aid space, never crossing over into pseudo military aid.

1.3 Spelling and Capitalization

Always spell iLoveUkraine as a single word starting with a lowercase letter."I" and uppercase letters "L" and "U".

Link to our website at www.iLoveUkraine.org



iLoveUkraine



iLoveUkraine



I Love Ukraine



I LOVE UKRAINE



iLoveUKRAINE



www.iLoveUkraine.org



iloveukraine.org

II BRAND DESIGN

Logo	8
Fonts and Colors	18

1. Logo

Main Logo	8
Logo Variations	9
Logo Usage	10

1.1 Main Logo

The main logo of the brand combines the letters of the domain name *iLoveUkraine.org* written in camel case with the letters *L* and *U* capitalized for readability.

The country name is emphasized with a yellow highlight and a blue dot surrounds *org* to denote "dot org."

The logo elements must remain in the same order but can be rearranged to be flatter or more vertical to suit the space they are placed in.



1.2 Logo Variations

The logo elements must remain in the same order as the main logo but can be rearranged to be flatter or more vertical to suit the space they are placed in.



1.3 Logo Usage

General Guidelines

The logo should be prominent and visible in all visual communications. Don't use any icons or images to represent iLoveUkraine other than what is found on the iLoveUkraine.org website. Do not alter the logo in any way.

Do not change colors except to greyscale for black and white materials.



1.3 Logo Usage

Ukrainian flags near the logo should use brand colors matching the logo



1.3 Logo Usage

Do Not Change the Font from Avenir Next and Bold



Do not stylize, animate, distort or skew the logo elements. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down.



1.3 Logo Usage

Do not draw border around elements



Do not add a background or shadow to the logo itself.
It's okay if the whole page has a colored background or a photo background.



1.3 Logo Usage

Observe the reasonable distances from other elements ensure that the logo is not unreasonably small or small in comparison to surrounding elements



1.3 Logo Usage

The logo can be used to encapsulate content on a social media post, flyer, or poster. Maintain brand colors and shapes



**iLove
Ukraine**

org



**iLove
Ukraine**

org



**iLove
Ukraine**

org



2. Fonts and Colors

3.1	Fonts	-----	17
3.2	Colors	-----	18

2.1 Fonts

All materials and websites for iLoveUkraine are printed with Seravek font.

The only exception is that the logo is made with the Avenir Next font in Bold.

Seravek

AaBb123

iLoveUkraine

ABCDEFGHIJKLMNOPQRSTUVWXYZ

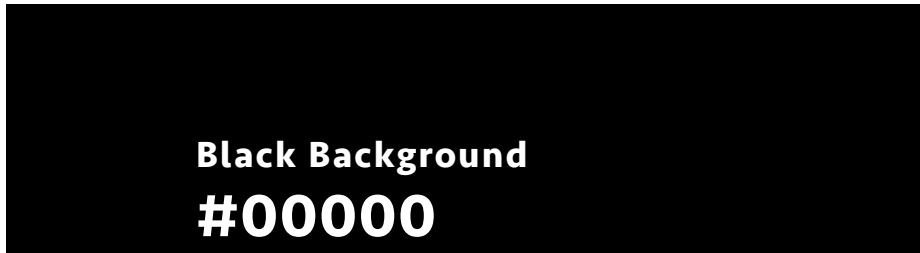
abcdefghijklmnopqrstuvwxyz

12345678910

!? ' " ~ @ # \$ % ^ & * + = () [] { } < > \ / , .

2.2 Colors

Main Colors



Secondary Colors

