

Brand identity guidelines

Table of contents

01	Brand introduction	02-05
02	Logotype	06-14
03	Typography	15-22
04	Colours	23-28
05	Imagery	29-33
06	Graphic elements	34-38
07	Brand application	39-54

01

Brand introduction

Introduction

Welcome to WeProtect Global Alliance's brand guidelines, which have been designed to help create unity and build engagement.

Our brand reflects who we are and how we want our members to feel when they come together as an Alliance.

It's the unique combination of our mission, our vision and our values. Together, this engagement is what drives our members to build a digital world designed to protect children from sexual exploitation and abuse.

Our work

Our mission

- WeProtect Global Alliance brings together experts from government, the private sector and civil society.
- We break down complex problems and develop policies and solutions to protect children from sexual abuse online.

Our vision

- A digital world designed to protect children from sexual exploitation and abuse.

Our purpose

- The digital world was not created with child safety in mind; it can be unsafe for children to explore.
- Every phone and computer is a potential gateway for offenders seeking to sexually exploit children.
- We generate political commitment and practical approaches to make the digital world safe and positive for children, preventing sexual abuse and long-term harm.

Our principles

- We are driven by a shared purpose, working together with urgency to protect children
- We innovate together, building collaborative relationships to solve problems
- We have hard conversations and challenge conventions
- We keep an open mind
- Data, transparency and accountability are key to our response

Style and tone

Our style

- The issues we work on are complex and sensitive but our goal is to explain them in simple language. We avoid jargon and acronyms. We use active verbs and a direct style. We speak directly; we do not hide behind euphemisms. Where possible, we avoid abstraction.
- In large part, our audience is made up of Alliance members. They work in this space, so they are knowledgeable. But they come from different sectors and have varied expertise. We do not assume technical knowledge or understanding of jargon. We explain what we mean, so that a person with no sector knowledge can understand what we are talking about.
- Children and their online world are at the heart of our vision. They are not our audience, but we keep children in mind when we are writing or talking about our work. We use positive images of children and of childhood, but not the "same old" clichés.

Our tone of voice

- When we speak or write, our voice is knowledgeable and urgent but measured. We use facts and evidence to highlight the size and immediacy of the challenges we face. We aim to be trusted and convincing.
- Our approach is to be practical and problem-solving; long on workable solutions, short on grand rhetoric. We focus on bringing together our members to identify and pursue innovative solutions. We are open-minded.
- We are connected and collaborative; we build and promote a community that is driven to protect child rights. We are inclusive, not in charge; we have no ownership or ego.
- Our approach – and our use of language – is efficient and concise.

02

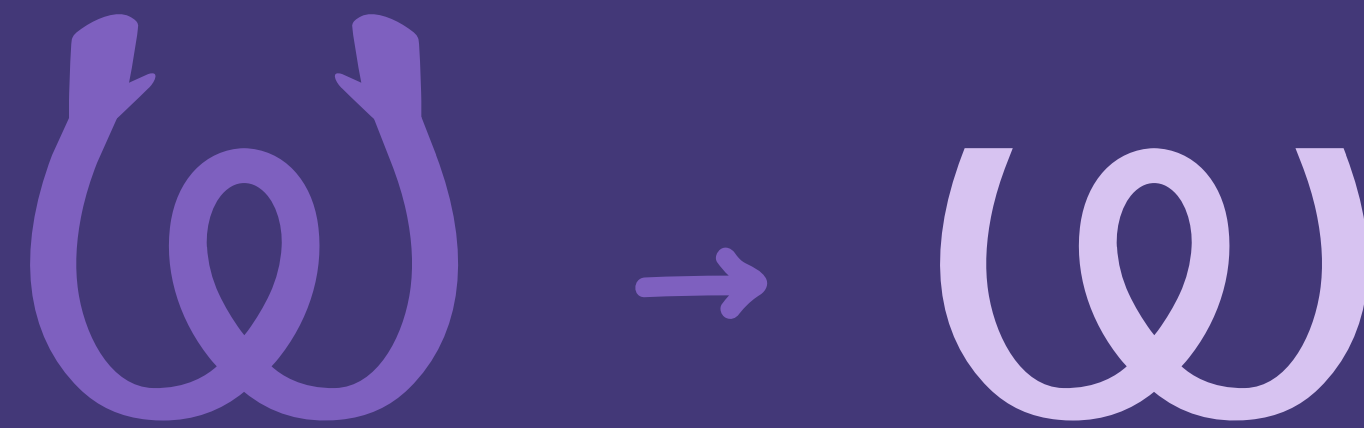
Logotype



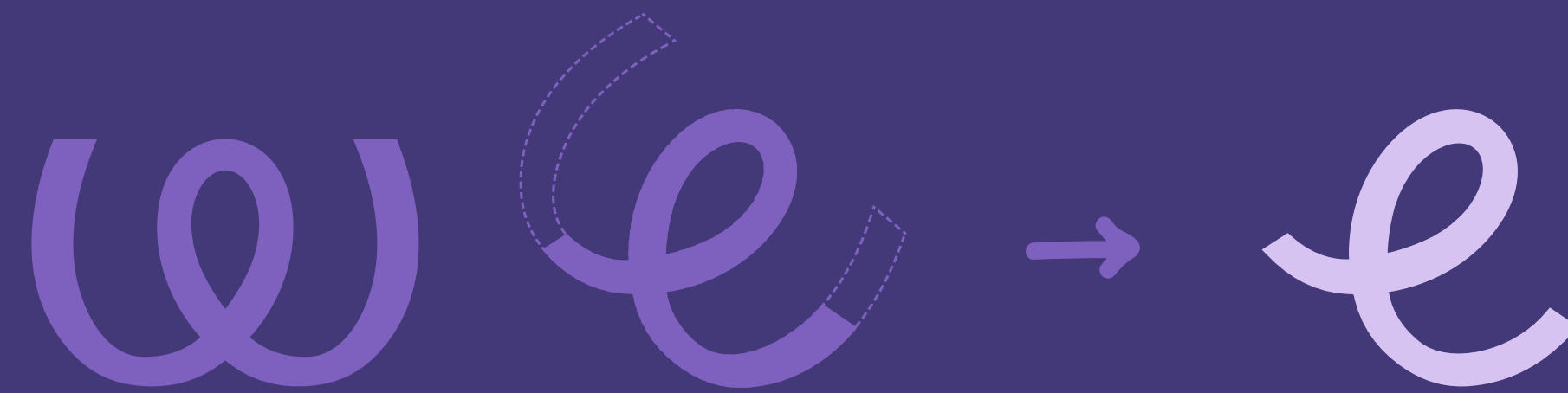
Logotype

This is **WeProtect** brand logotype. It is constructed using custom drawn typography for the “**We**” part of the wordmark, and Degular typeface for the “**Protect**” part of the wordmark.

The logo is the primary identifier for the brand. It captures name, mission and legacy and it should be used in colour whenever possible.



w → W



w e → E

Logotype structure

Letter W is designed to resemble the illustration of a child raising its arms to the sky, and then the letter E is made from the shape of the letter W: it is rotated and some parts are cut.



Colour usage

When combining the logotype with brand colours, always ensure there is a good contrast in colour pairings. The following examples are approved combinations.



Positive & negative

Whenever the original logotype cannot be used due to some colour limitations, the following rules apply instead: use white logo on darker backgrounds, and black logo on lighter backgrounds.



Scaling

Logo is designed to scale to small sizes on print and screen. Logo's maximum size is not defined. The logo must be used as one singular lockup. The smallest height of the primary logotype lockup is defined as: **35px, 10 mm, 0,4 inch.**

For extra small applications where the WeProtect logotype is illegible in its primary lockup, the **“we”** can be leveraged as an icon. This should be used as an icon only if the full logo also appears on the page, such as social media icon with the profile handle next to the icon,



Clear space

Don't crowd the logotype. When placing other elements nearby, ensure minimum clear space for brand consistency.

Clearspace between the logotype and surrounding elements should not be smaller than the height of the word “**we**” taken from the logotype.

Logotype placement

The logo placement depends on the type of communication and should follow clear space and scale guidelines.

Generally, the logo should be placed:

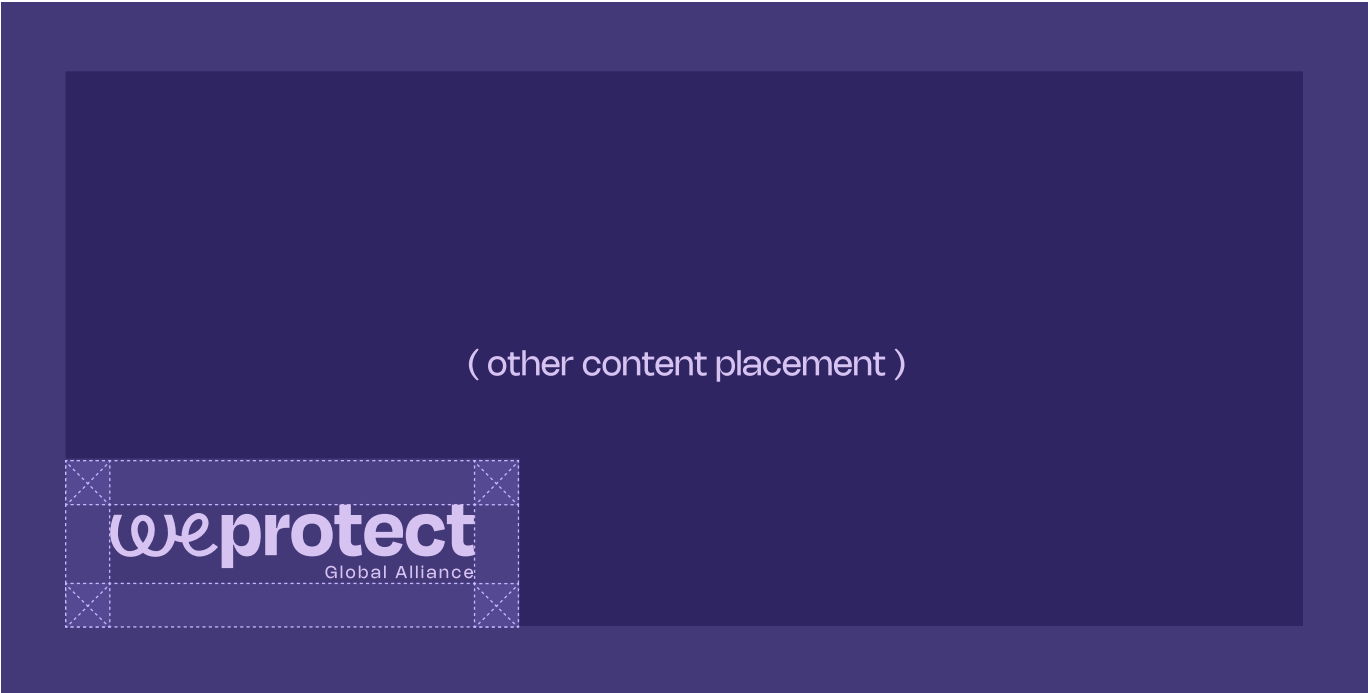
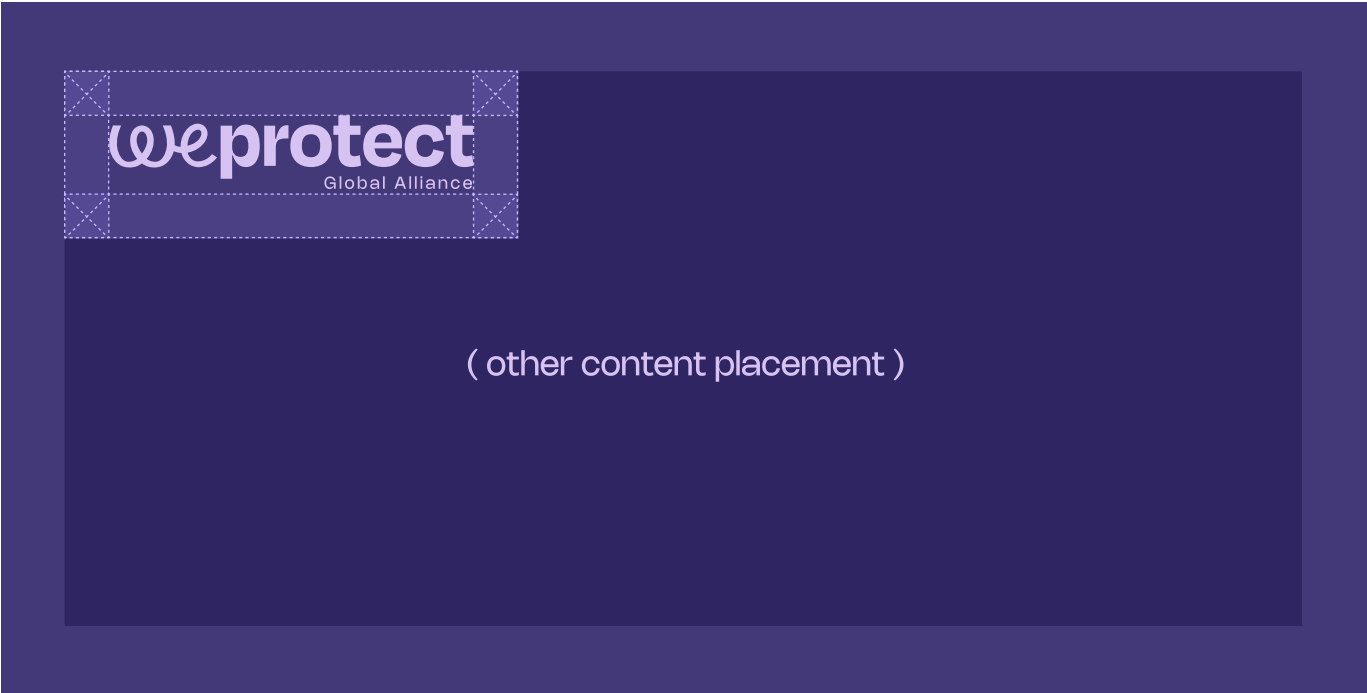
- top left
- bottom left
- top centre
- bottom centre
- top right
- bottom right

When approved logo placements cannot be met, follow clear space and minimum scale guidelines for maximum accessibility.

Partnerships:

Aligning partnership logos should follow clear space rules.

The separating line between logos can be created using a vertical line glyph at the same font size as the logotype.





Incorrect usage

1. Don't use random fonts in the logo
2. Don't use random colours
3. Don't use drop shadow effect
4. Don't blur the logo
5. Don't skew or stretch the logo
6. Don't use random lockup
7. Don't apply effects on the logo
8. Don't use photography masks
9. Don't outline the logo
10. Don't rearrange letterforms

03

Typography

Font

Degular

Uppercase glyphs / Lowercase glyphs / Numerals

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Glyph sample properties



Typeface

Typography is vital to how we communicate as a brand. We have one typeface which we use for all our texts: “**Degular**”. Degular is an Adobe font and can be installed on their fonts website.

Degular typeface should be used throughout the brand in its all printed and digital business and consumer-facing materials.

Degular regular yypeface

Body typeface

Degular
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Degular semi-bold typeface

Body typeface

Degular
Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Degular medium typeface

Body typeface

Degular
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Degular bold typeface

Body typeface

Degular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography weights

We stated that **Degular** is the primary typeface of our brand. From this font, we single out four weights that should be used in all brand materials.

Font weights used: **Degular regular, Degular medium, Degular semi-bold and Degular bold.**

Secondary typeface

Arial

Uppercase glyphs / Lowercase glyphs / Numerals

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary typeface

When the primary typography can not be used it is suggested to use Arial typeface.
Arial is a System Typeface and it is free to use.

Arial regular typeface

Arial Regular

Arial bold typeface

Arial Bold

Two weights used: **Arial Regular** and **Arial Bold**.

Use clear and consistent margins and generous padding when left aligning type in a composition.

Use clear and consistent margins and generous padding when left aligning type in a composition.

Always align typography to the previously defined grid.

Always use scale to create emphasis.

Always use left align on paragraph when not placing the text on the left margin.

This is a guide that outlines general typesetting principles. Use them as a reference any time our typefaces are used.

Use clear and consistent margins and generous padding when left aligning type in a composition.

Do not misalign type from the grid,

or allow elements to “float”.

DO NOT USE TEXT CASE TO CREATE EMPHASIS

Always use left align on paragraph when not placing the text on the left margin.

This is a guide that outlines general typesetting principles. Use them as a reference any time our typefaces are used.

Typography usage

This is a guide that outlines general typesetting principles. Use them as a reference any time our typeface is used.



Typography highlights

Sometimes we use different font weight to highlight certain words in a text for emphasis. The highlighted font weight should be bolder than the rest of the sentence or paragraph.

Above are shown some text examples with word highlights placed on different colored backgrounds.

Heading 1

Heading 1

Heading 2

Heading 2

Heading 3

Heading 3

Body copy

WeProtect Global Alliance brings together over 300 members from governments, the private sector, civil society and intergovernmental organisations to develop policies and solutions to protect children from sexual exploitation and abuse online.

Typography hierarchy

Size, scale and position all play a factor in how information is read.
Always ensure there is a purposeful difference between type sizes.

Heading: Degular bold, size 120 / Body copy: Degular medium, size 24

Heading 1

WeProtect Global Alliance brings together over 300 members from governments, the private sector, civil society and intergovernmental organisations to develop policies and solutions to protect children from sexual exploitation and abuse online.

Heading: Degular bold, size 100 / Body copy: Degular medium, size 22

Heading 2

WeProtect Global Alliance brings together over 300 members from governments, the private sector, civil society and intergovernmental organisations to develop policies and solutions to protect children from sexual exploitation and abuse online.

Typography hierarchy examples

Here are the examples of how to use different size headline styles with corresponding body copy style text.

Heading: Degular bold, size 60 / Body copy: Degular medium, size 20

Heading 3

WeProtect Global Alliance brings together over 300 members from governments, the private sector, civil society and intergovernmental organisations to develop policies and solutions to protect children from sexual exploitation and abuse online.

Heading: Degular bold, size 40 / Body copy: Degular medium, size 18

Heading 4

WeProtect Global Alliance brings together over 300 members from governments, the private sector, civil society and intergovernmental organisations to develop policies and solutions to protect children from sexual exploitation and abuse online.

04

Colours

Dark purple

HEX: #433878

CMYK: 21%, 25%, 0%, 53%

RGB: 67, 56, 120

Medium purple

HEX: #7E60BF

CMYK: 25%, 37%, 0%, 25%

RGB: 126, 96, 191

Violet

HEX: #D7C3F1

CMYK: 10%, 18%, 0%, 5%

RGB: 215, 195, 241

Yellow

HEX: #FFDA77

CMYK: 0%, 15%, 53%, 0%

RGB: 255, 218, 119

Primary colour palette

Colour plays an important role in how the identity comes to life. Colour amplifies brand expression and our personality.

Our colour palette consists of: **Dark Purple, Medium Purple, Violet and Yellow** colours. These colours are used on all pieces of WeProtect communication in one form or another.



Primary colour palette combinations

Some colours are not suitable to be used in combination with others. The following diagram demonstrates approved colour combinations.

Purple 1	Purple 2	Purple 3	Purple 4	Darker yellow
<div>HEX: #55448D</div> <div>CMYK: 22%, 29%, 0%, 45%</div> <div>RGB: 85, 68, 141</div>	<div>HEX: #6C54AA</div> <div>CMYK: 24%, 34%, 0%, 33%</div> <div>RGB: 108, 84, 170</div>	<div>HEX: #997ECE</div> <div>CMYK: 21%, 31%, 0%, 19%</div> <div>RGB: 153, 126, 206</div>	<div>HEX: #C5AFE7</div> <div>CMYK: 13%, 22%, 0%, 9%</div> <div>RGB: 197, 175, 231</div>	<div>HEX: #F5D06D</div> <div>CMYK: 0%, 15%, 53%, 4%</div> <div>RGB: 245, 208, 109</div>
<div>CREATED FROM: Primary medium purple</div> <div>OPACITY: #7E60BF / 30%</div> <div>USED ON: primary “dark purple” backgrounds</div>	<div>CREATED FROM: Primary medium purple</div> <div>OPACITY: #7E60BF / 70%</div> <div>USED ON: Primary “dark purple” backgrounds</div>	<div>CREATED FROM: Primary medium purple</div> <div>OPACITY: #7E60BF / 70%</div> <div>USED ON: Primary “violet” backgrounds</div>	<div>CREATED FROM: Primary medium purple</div> <div>OPACITY: #7E60BF / 20%</div> <div>USED ON: Primary “violet” backgrounds</div>	

Secondary colour palette

Secondary colour palette is defined for graphic elements used for creating background elements and other visual representations. See examples of usage on the next page.

Here we provided both solid color code information for each shade, and also included correct color % usage of these colors on defined backgrounds.

Black

HEX: #000000

CMYK: 0%, 0%, 0%, 100%

RGB: 0, 0, 0

Grey

HEX: #818181

CMYK: 0%, 0%, 0%, 49%

RGB: 129, 129, 129

White

HEX: #FFFFFF

CMYK: 0%, 0%, 0%, 0%

RGB: 255, 255, 255

Black and white tones

Whenever the primary and secondary color palettes can't be used due to some colour limitations, the following rules apply instead:

Use white elements on dark backgrounds, and black elements on light backgrounds. We also included grey which was carefully picked so it can be used on both dark and light backgrounds.

Usage 1: **Dark purple background** with **Purple 1** and **Purple 2** coloured elements



Usage 2: **Yellow background** with **Dark yellow** coloured elements



Usage 3: **Violet background** with **Purple 3** and **Purple 4** coloured elements



Secondary colour palette usage

Above are shown examples of secondary colour palette usage in creating visual elements for WeProtect branding.

05

Imagery

Photography

Imagery plays a big role in the quality and the look and feel of our communications.

Photographs and images should always add meaning to, and reinforce the point made.

Select photography and images that reflect the diversity of the communities and members we serve.

Photography, whether in selecting stock or actually shot, should always feature subject matter that is real, emotive, strong and simple.

Always be inclusive by showing diversity among race, culture, gender, age, size, abilities, socioeconomic status and region.



✓

OUR IMAGERY IS:

Powerful

Diverse

Creative

Impactful

✗

OUR IMAGERY IS NOT:

Funny

Confusing

Surreal

Boring

Imagery principles

Our creative vision for imagery is documented here. Please follow these descriptions while choosing an image.



Text on imagery

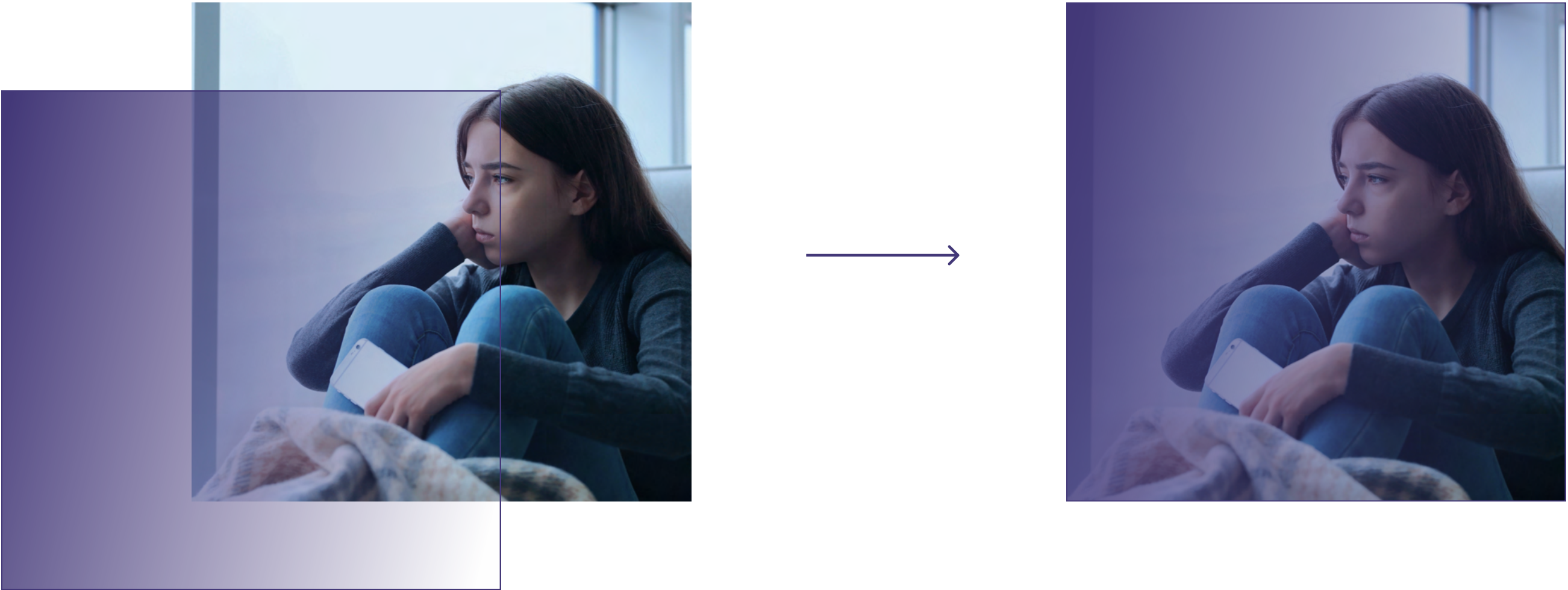
Example of guidelines for using text on top of the images.
Here are a few rules when using typography over imagery:

- 1. Use light text colours on darker images
- 2. Use dark text colours on lighter images

Image overlays

Example of guidelines for using image overlays on top of photos.
Use these rules when applying image overlays:

- 1. Dark colour overlay: **Dark purple #433878**
- 2. Light colour overlay: **Violet #D7C3F1**



06

Graphic elements



Illustration

As the additional element of brand language is the use of illustrations. The use of illustrations are not only allowed but also desirable on many applications and consumer-facing materials.

Above are some illustration examples which are a core part of WeProtect brand identity. **Hand drawn outline illustrations is the style which we follow as a brand.**

Use of illustration

Illustration, whether sourced or created, should focus on children, young people, adults or technology.

Illustration can be used as stand alone graphic element or can be used combined with additional graphic element “W” in the background.

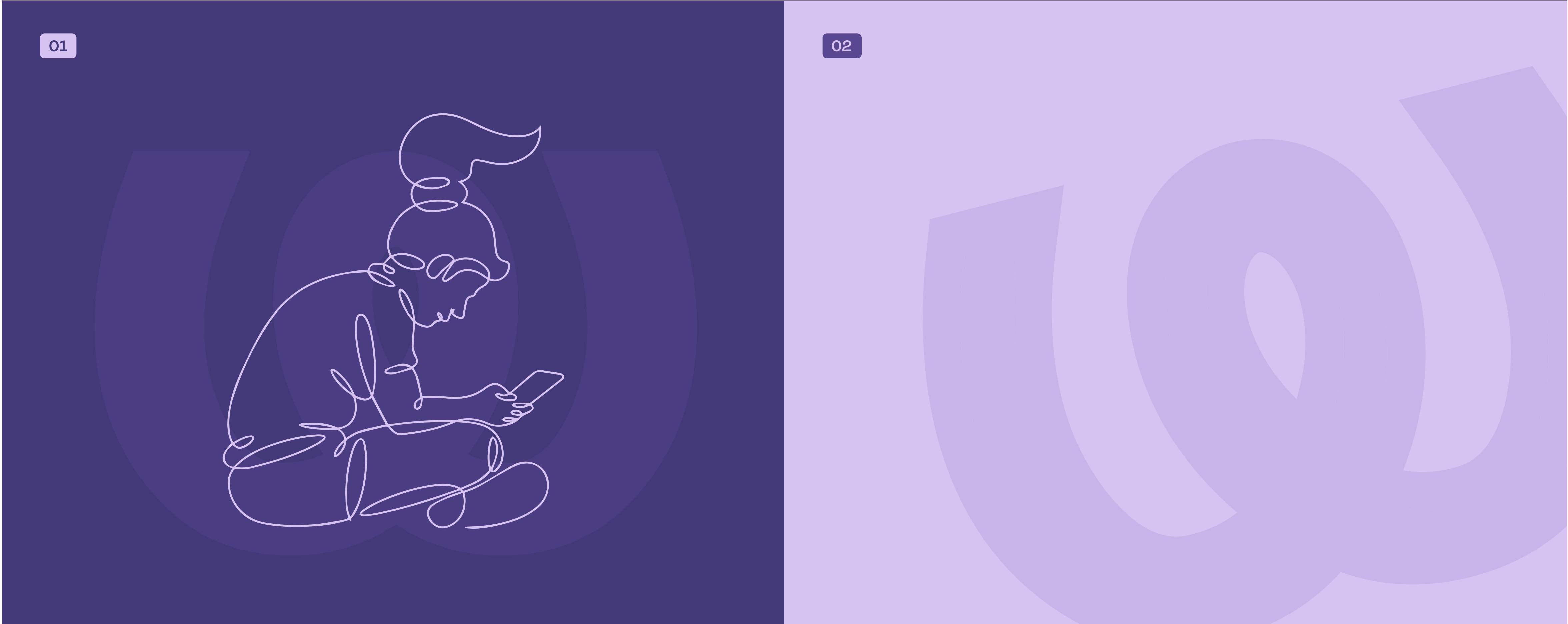
Illustration colours:

- Use violet coloured illustrations on dark purple and medium purple backgrounds
- Use dark purple coloured illustrations on violet and yellow backgrounds

Things to avoid:

- Do not use gradient backgrounds
- Do not wrong shades of brand colours
- Do not use multiple illustration styles
- Do not use cartoon illustration style
- Do not use 3D illustration style



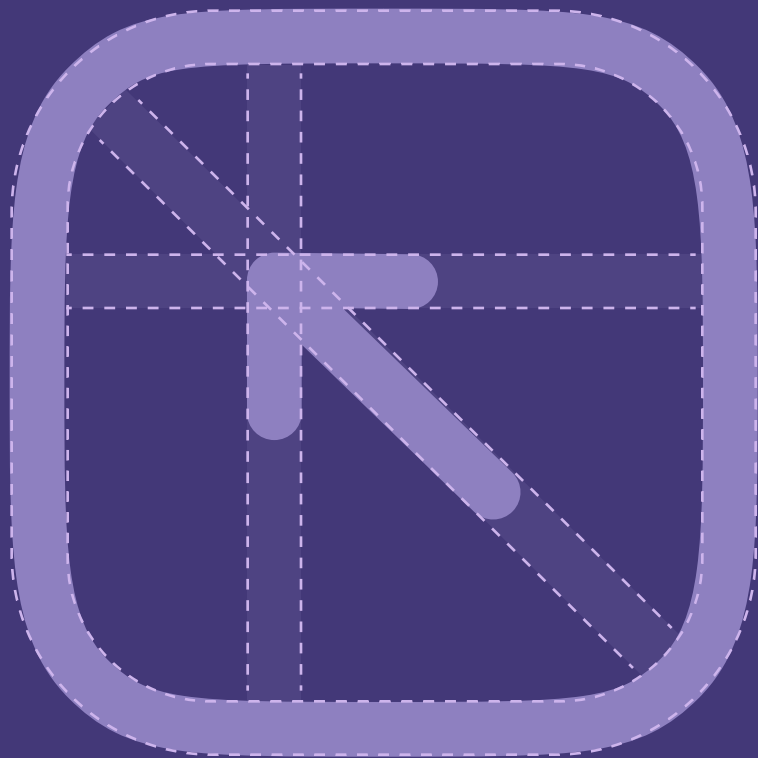


Graphic element “W”

As the additional element of brand language is the use of letter “**W**” taken from the logotype itself. There are two options of usage of this brand graphic element:

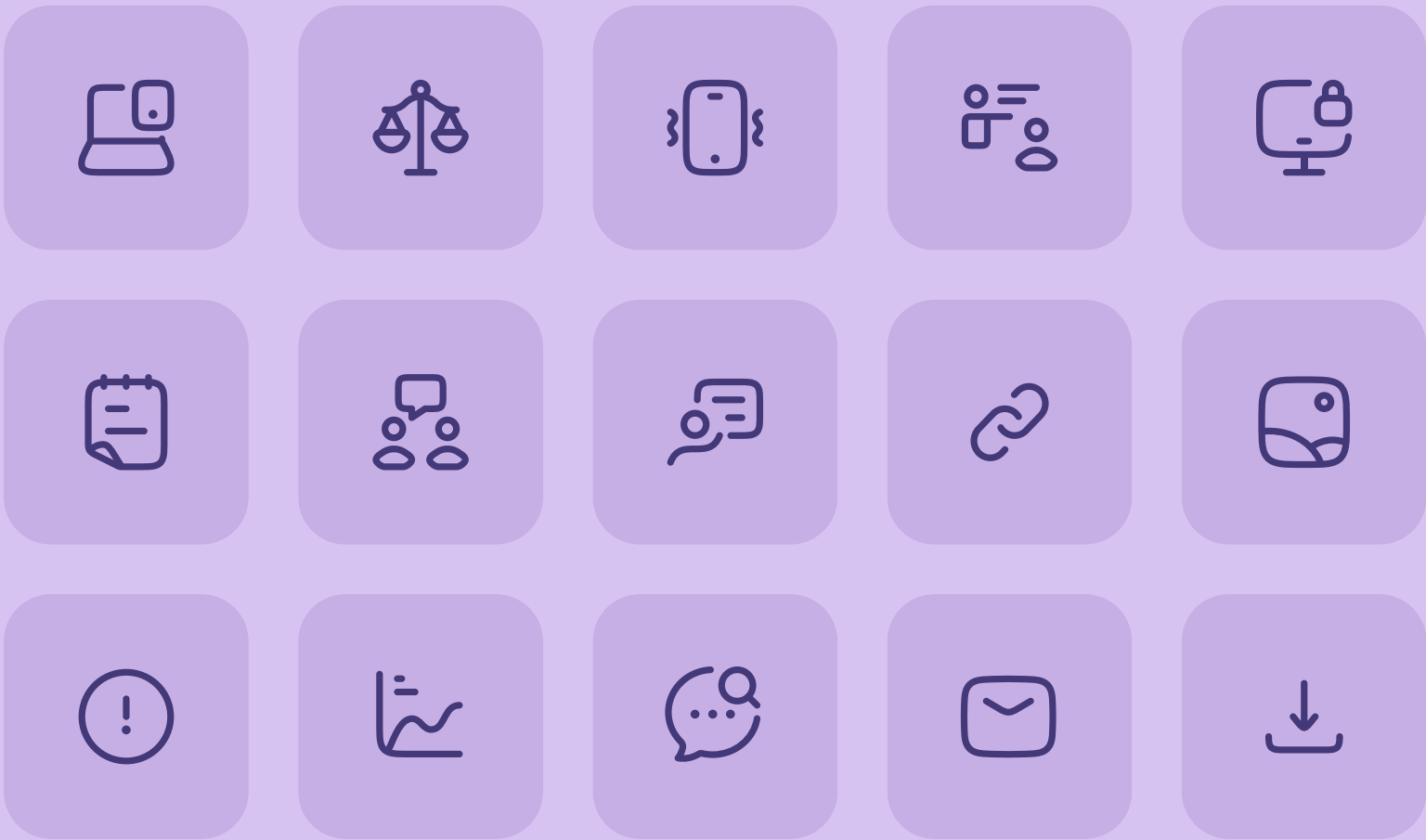
- 1. It can be used combined with illustration
- 2. It can be used as the stand alone graphic element

• Icons structure



Rounded Icon Corners
Equal Stroke Weight

• Icon pack example



Icons

Here are shown icons structure and a couple of example icons used in WeProtect branding. All icons are outlined in style and have an equal stroke weight.

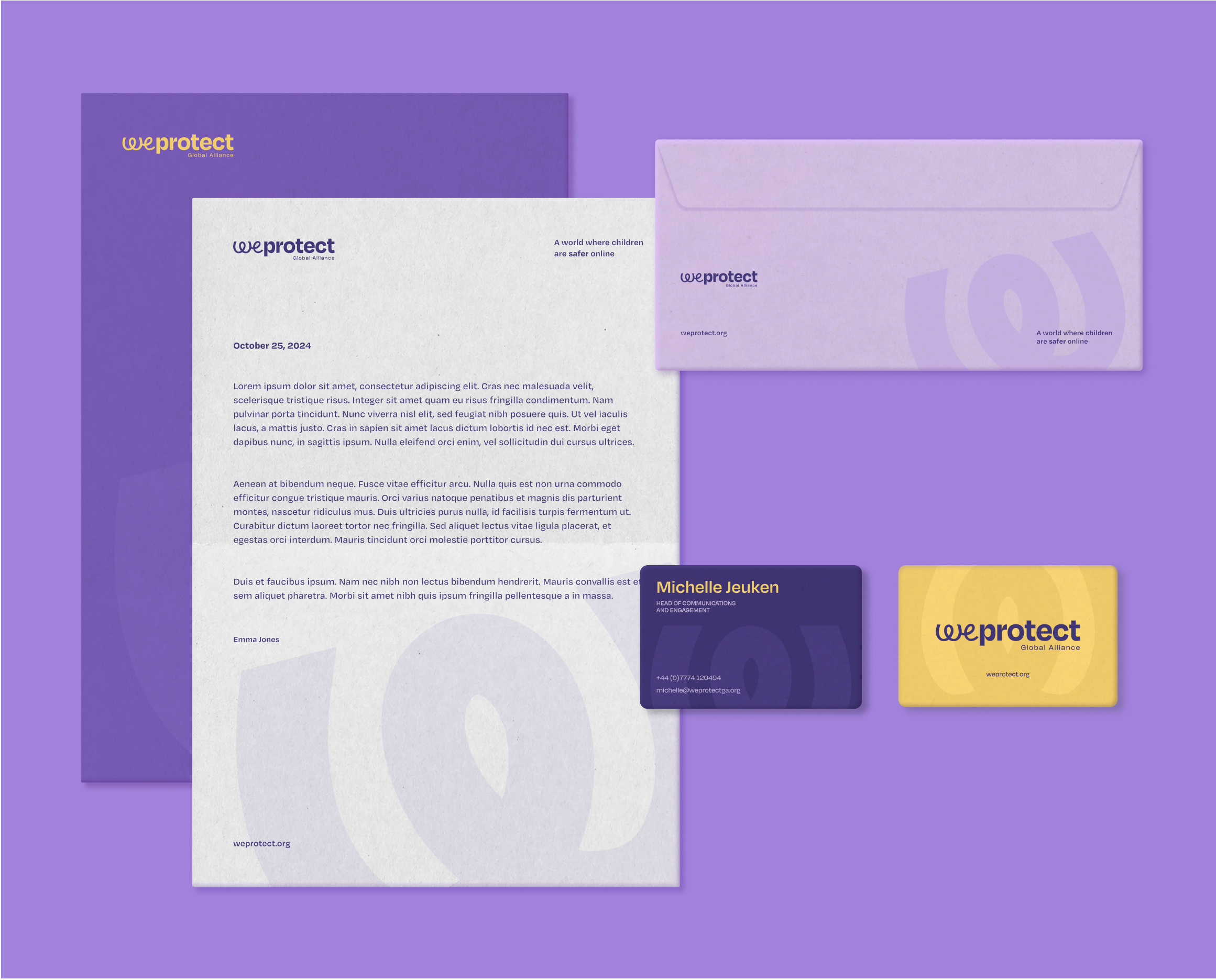
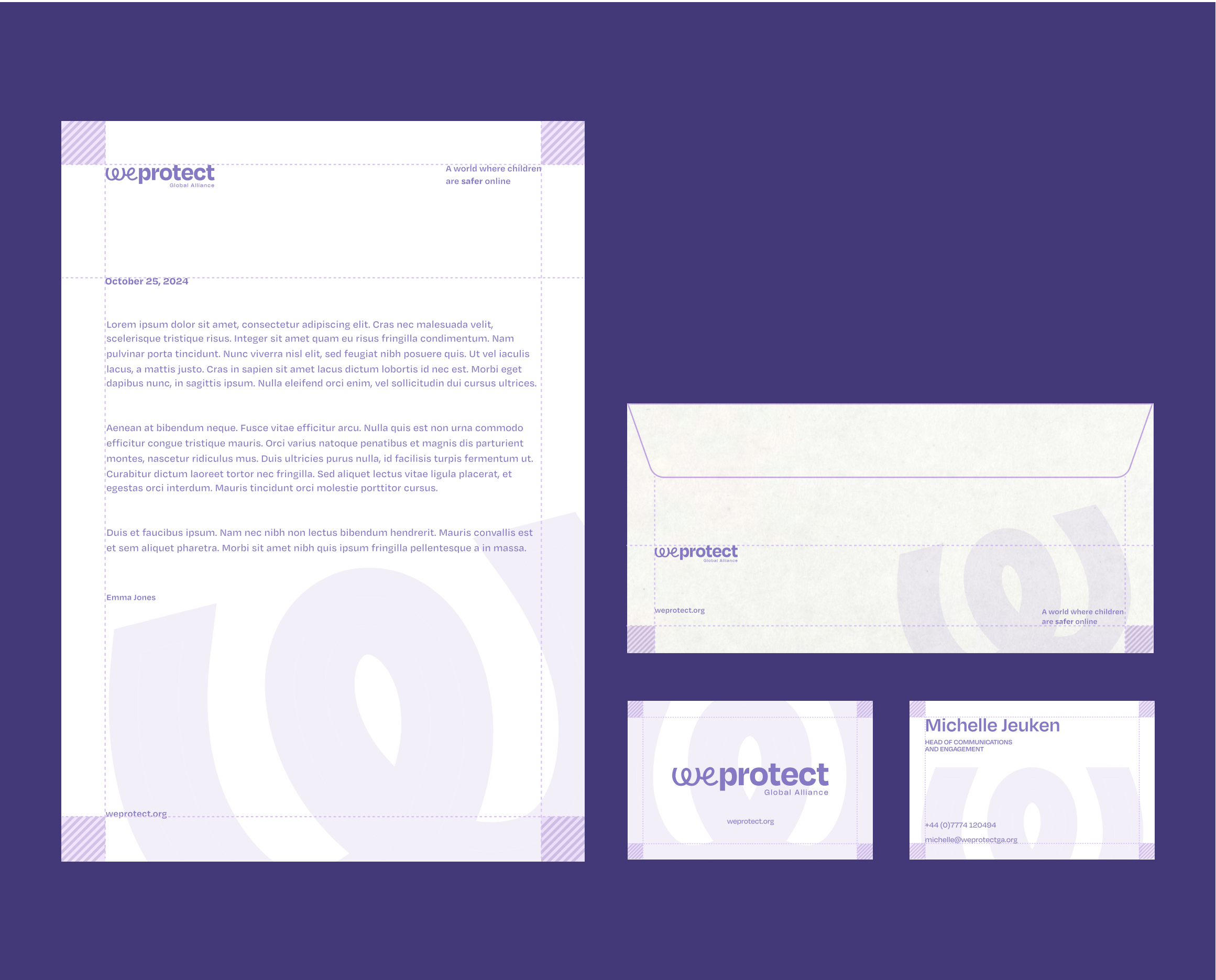
The icons are optimised for accessibility and come in SVG format, meaning they will scale to any size on screen or in print without any issues.

07

Brand application

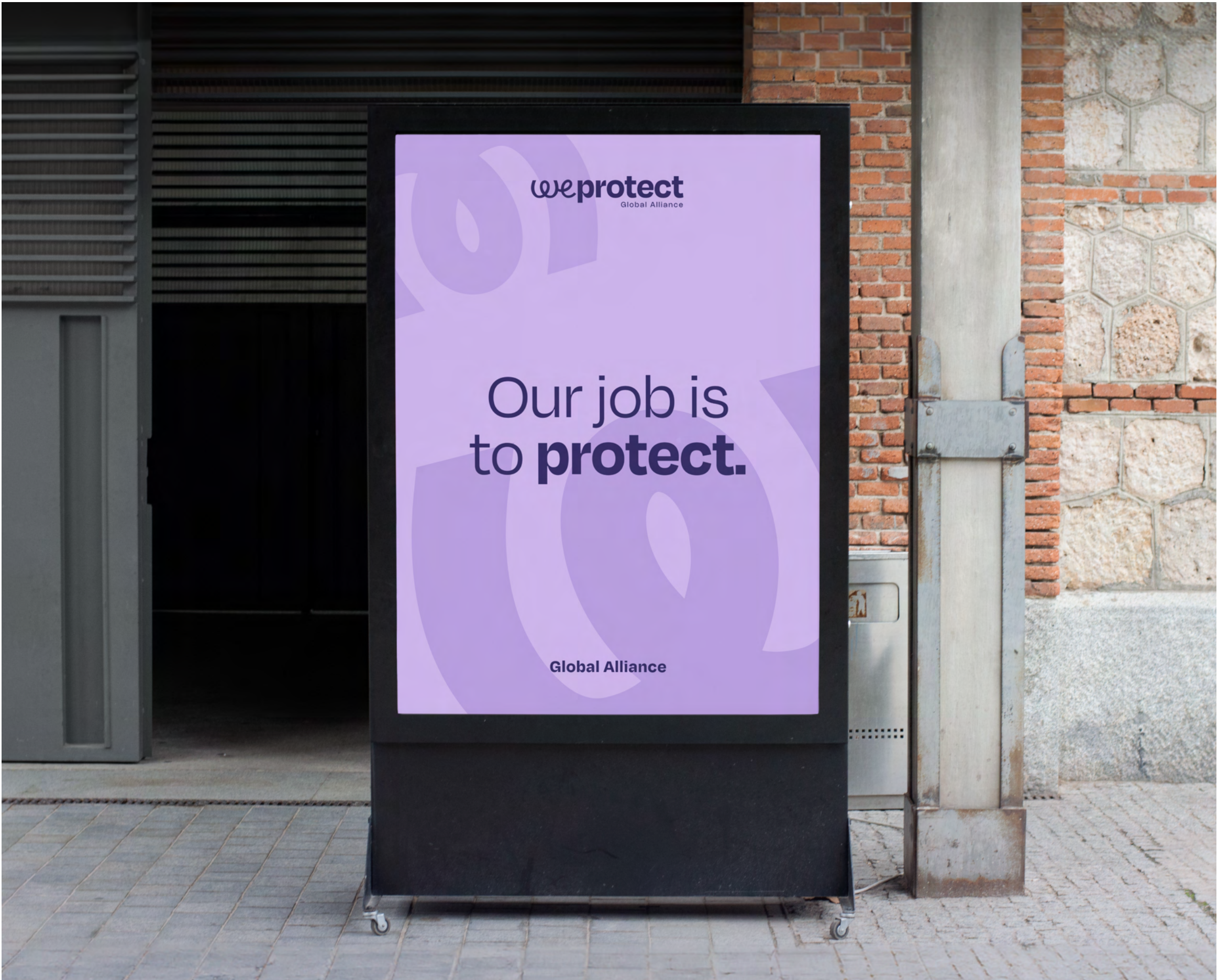
07.1

Print collaterals



Stationary

Here is the example of the use of branding on business cards, envelope and a letterhead. Make sure to keep safe margin from the printed elements edges, allowing the content to breathe.



Posters

Above are shown some WeProtect poster examples. Here you can see the correct usage of all visual elements such as the logotype, typography, colors, imagery and graphic elements.



Billboard

Above is shown the WeProtect billboard example. Here you can see the correct usage of all defined brand visual elements.



Shirt

This is the example of correct logotype placement on the shirt design.



Hoodie

This is the example of correct logotype placement on the hoodie design.

07.2

Digital collaterals



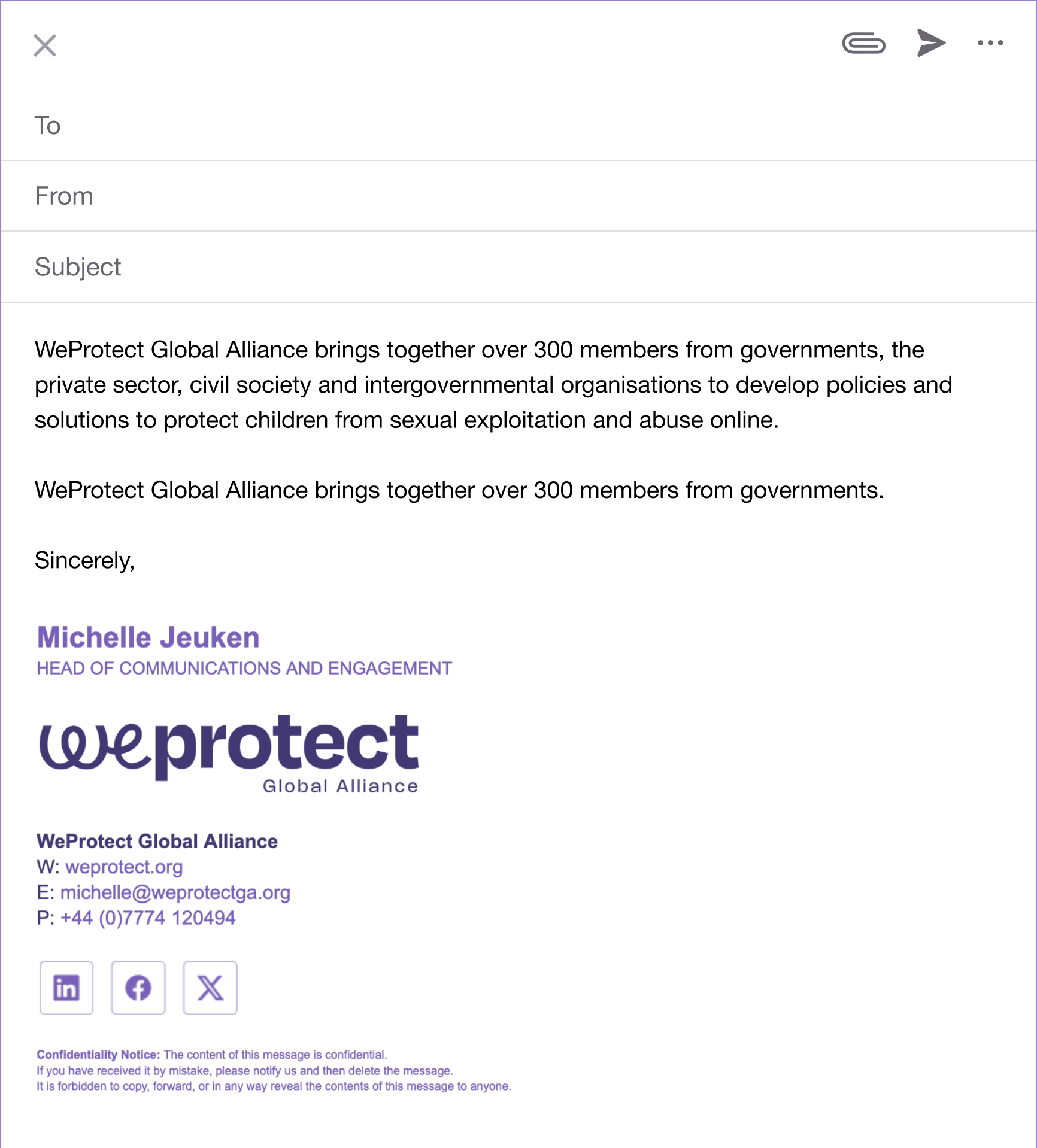
Brand identity guidelines

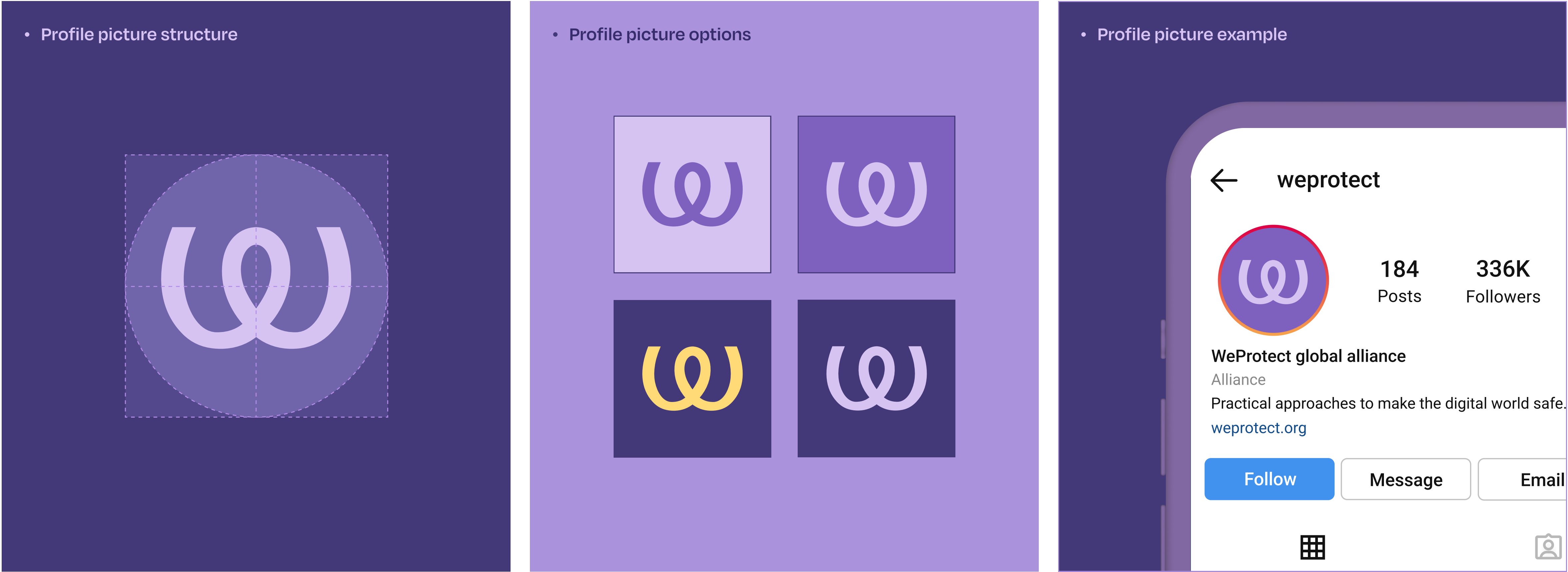
E-Mail signature

Here is an example of WeProtect brand E-mail signature.

In exclusive situations where brand-defined fonts are not available for technical reasons, use the specified system font:

Arial (System Font)

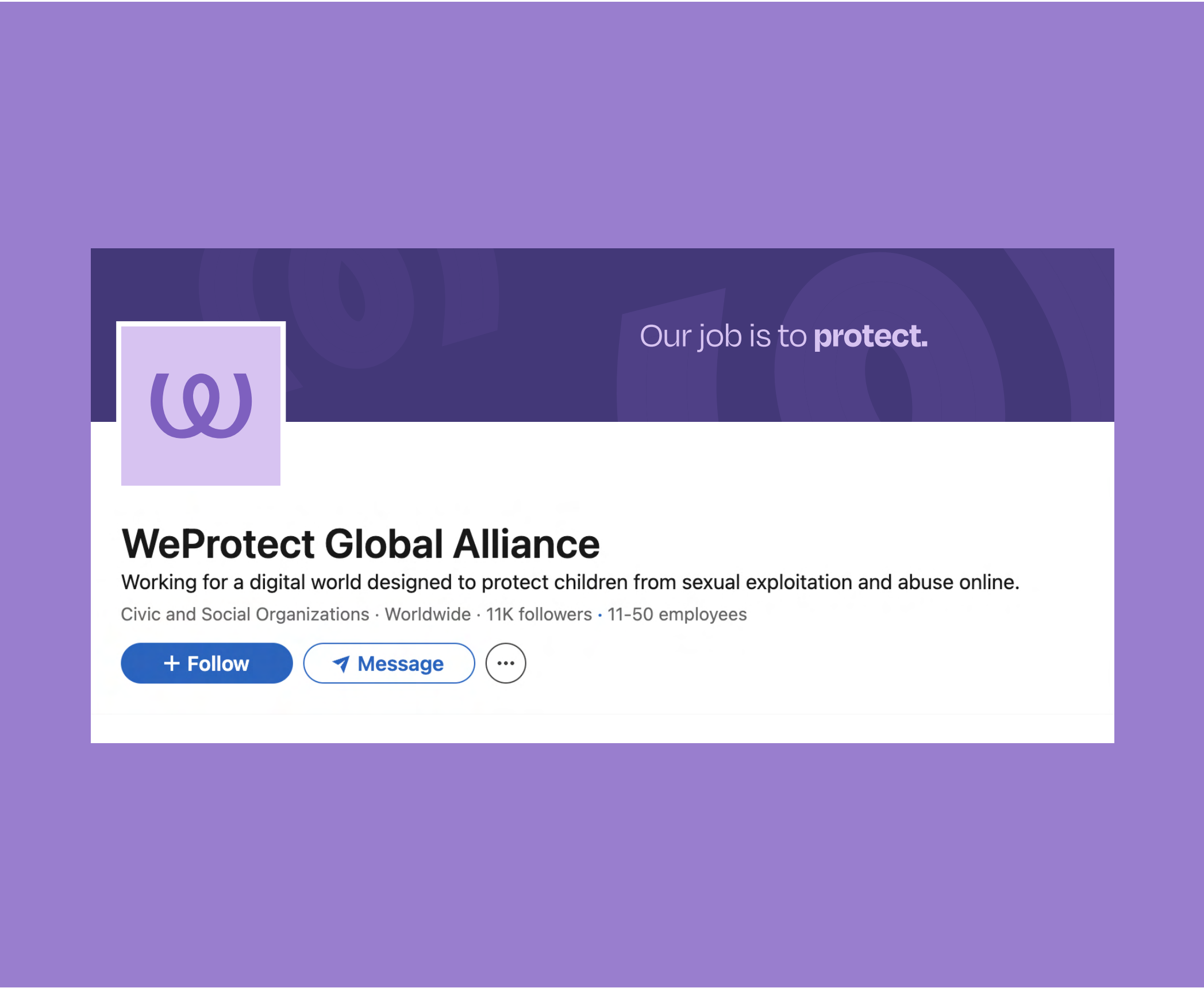
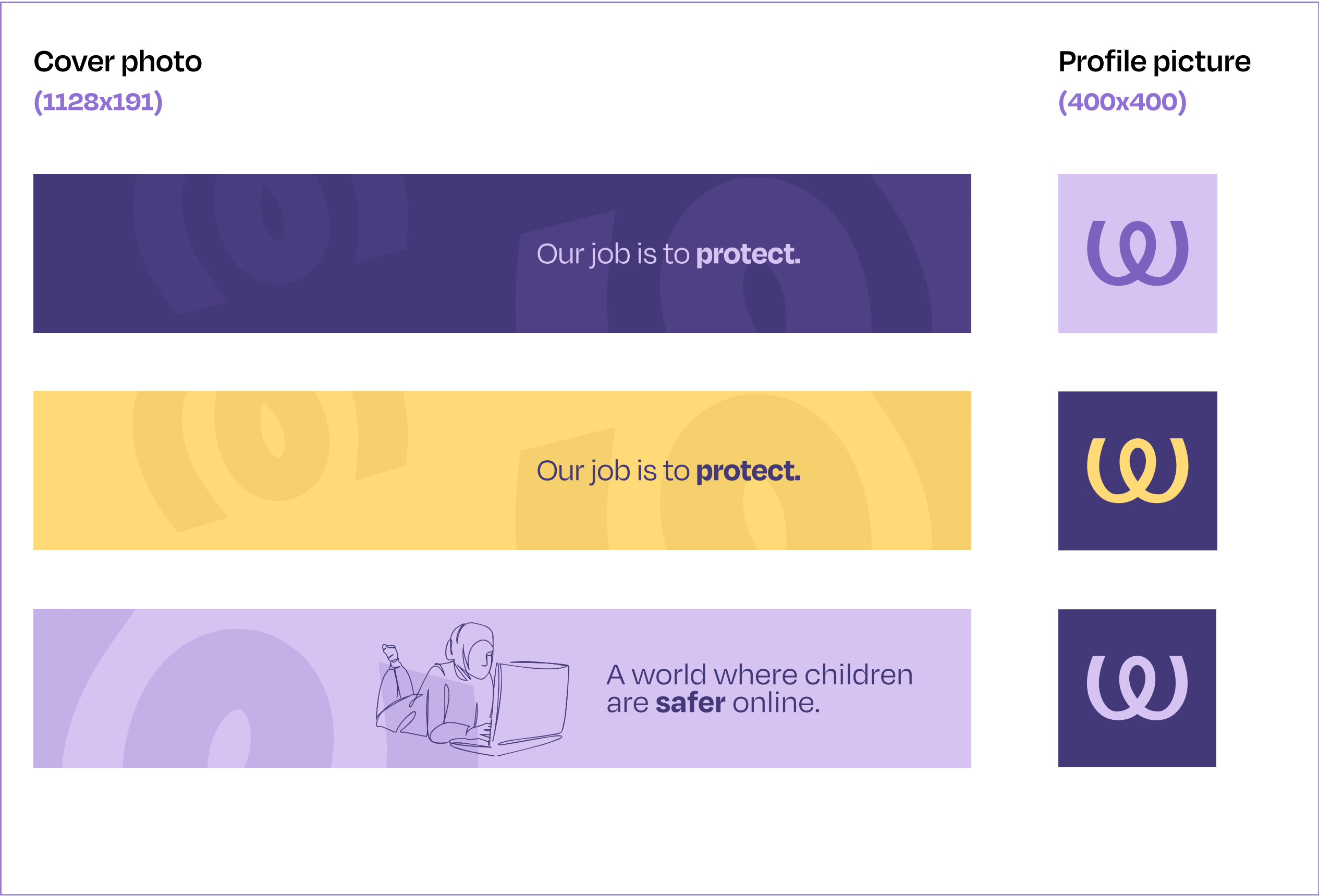




Social media profile pictures

Example of suggestions and structure for a social media profile picture. Profile picture exposure should be cohesive across all social media.

When placing elements on the format, we must pay attention that the element never reaches the live edge of the format.



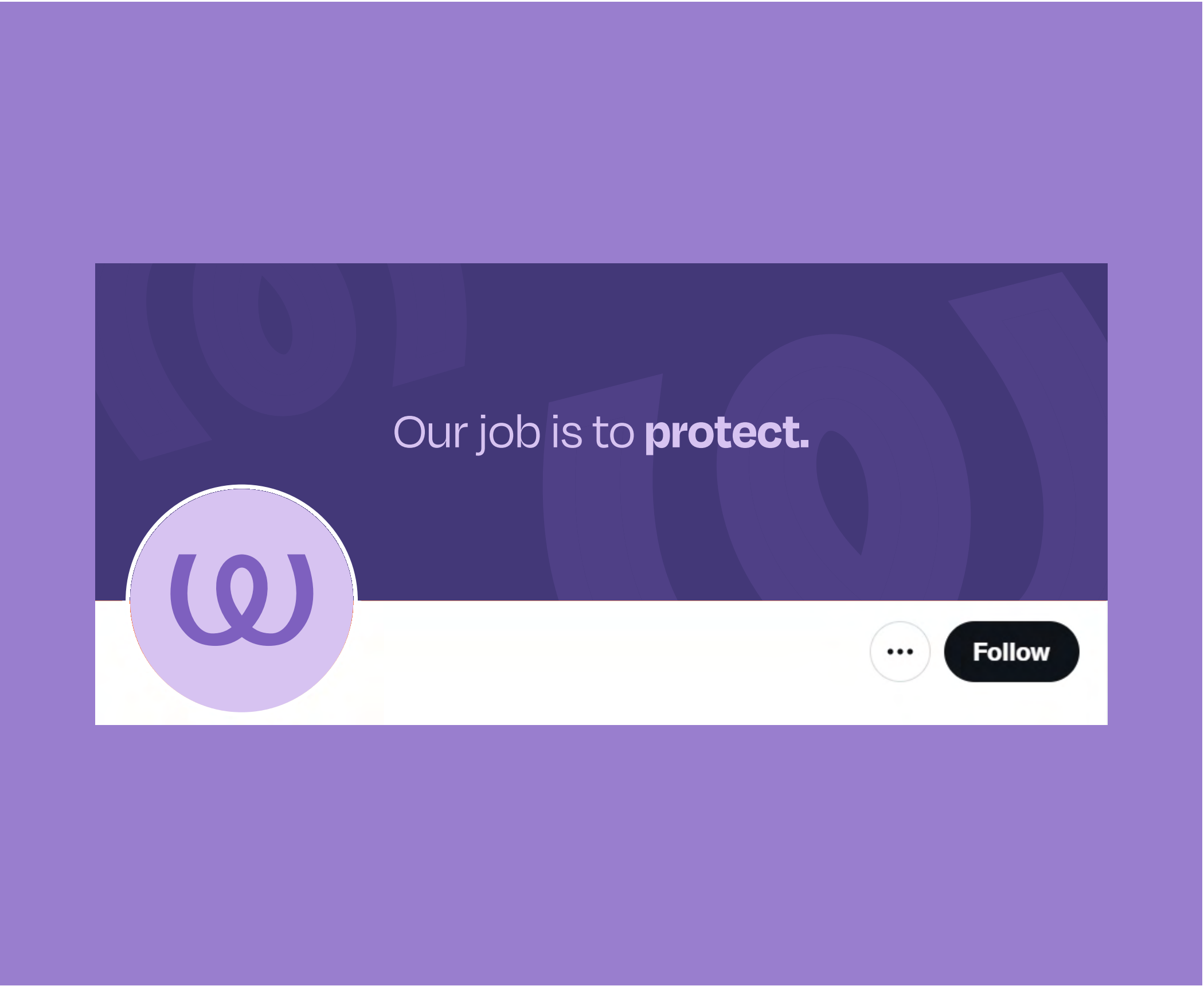
LinkedIn assets

The cover image for LinkedIn should be used as shown above. A safe space for text or any other important element is the right side of the cover image.

The structure of content placement should stay similar on all social media assets on all social media platforms.

Cover photo
(1500x500)

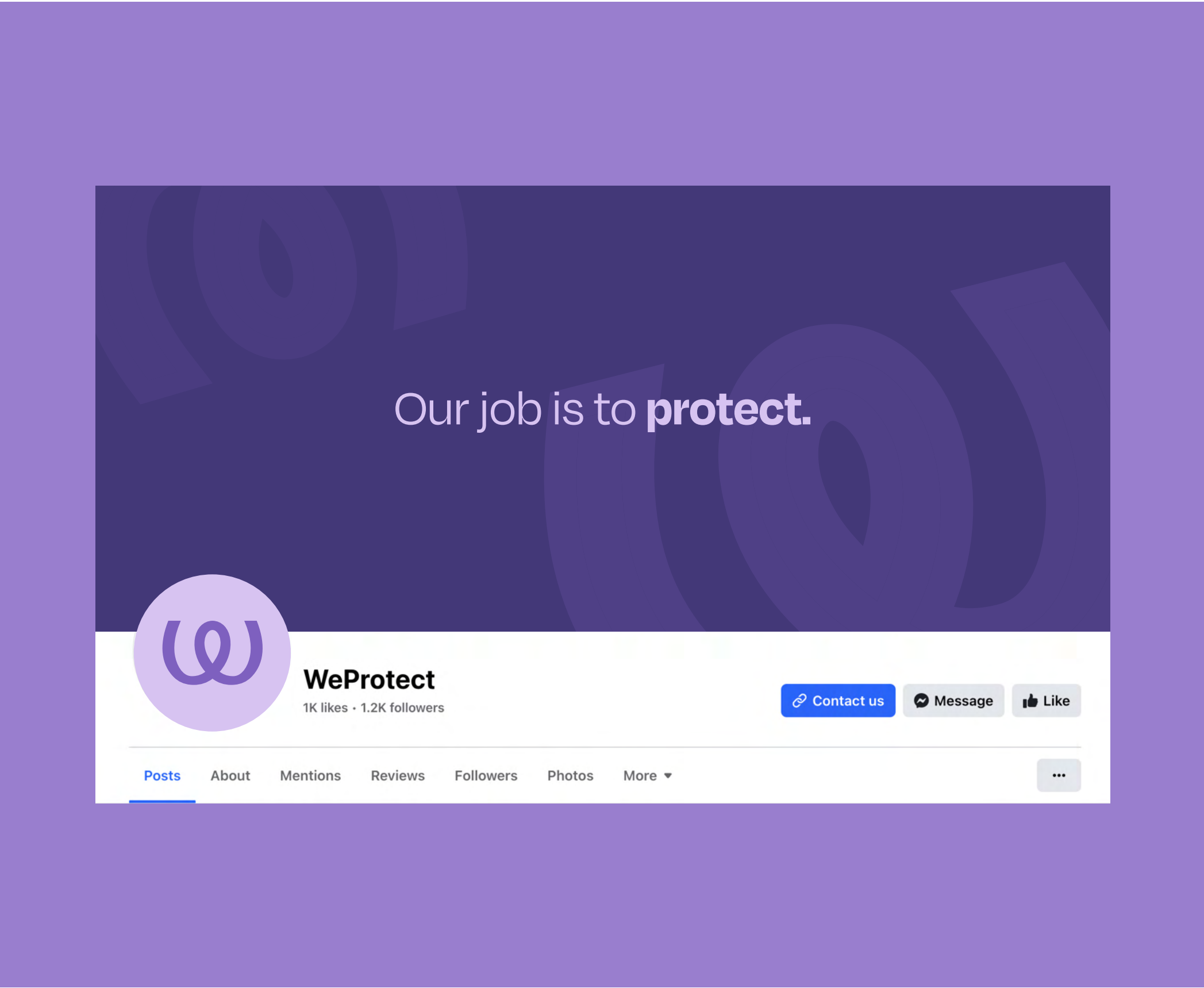
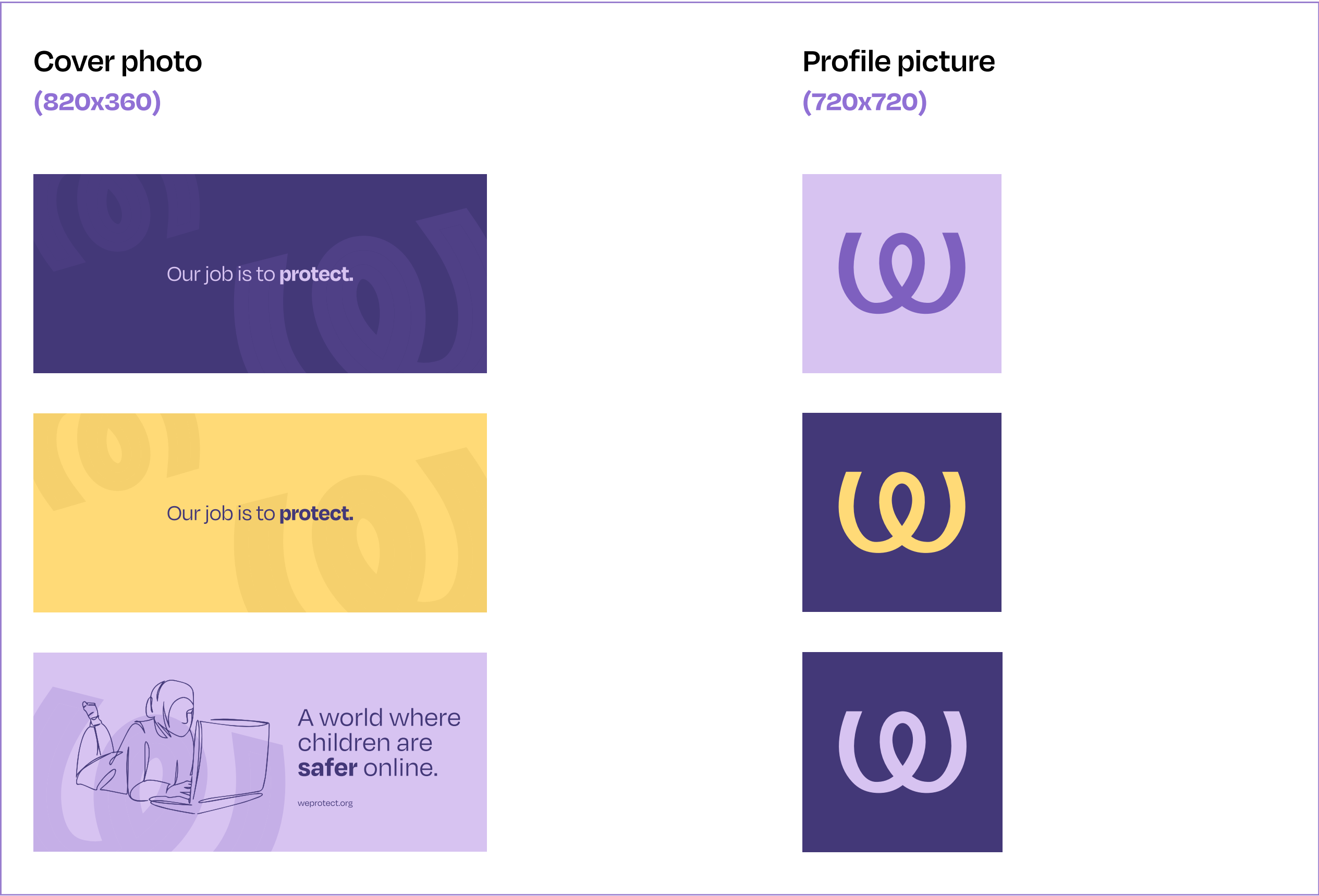
Profile picture
(400x400)



X assets

The cover image for X should be used as shown above. Important text or any other important element should be placed in the safe space.

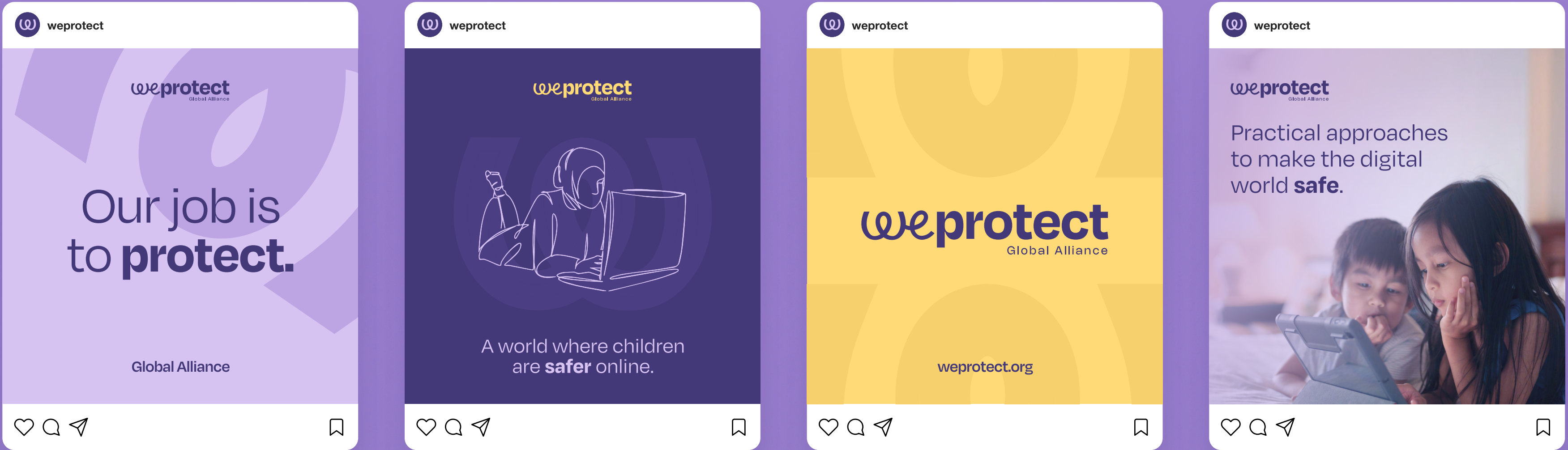
The structure of content placement should stay similar on all social media assets on all social media platforms.



Facebook assets

The cover image for Facebook should be used as shown above. Important text or any other important element should be placed in the safe space.

The structure of content placement should stay similar on all social media assets on all social media platforms.



Social media posts

Above are shown a couple of social media post examples. Posts should always stay consistent design wise on all social media platforms.

Presentation slide templates

Here are shown a couple of presentation slide templates for the WeProtect brand presentations.

If presentations are created in design programs which allow usage of custom fonts, presentations should always be designed with **Regular font**.

If presentations are created in programs which do not support custom fonts and don't load them properly (PowerPoint, Google Slides etc...), presentations should always be designed with **Arial (system font)**.

