



Rwanga Foundation Branding Guidelines

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About Rwanga

Rwanga Foundation is a non-governmental organization, which envisages a world where quality education is accessible for all.

Its mission is to provide services, build capacities and design policies to ensure easy access to education for all and improve the overall educational standards in Kurdistan region, Iraq and the greater global community.

Rwanga Foundation's strategic goals are to develop platforms for youth to discover talents and fulfill their potentials, introduce the latest technology, including e-learning system to the education process in order to meet the advanced international standards, create a culture and passion for learning in particular among the youth.

Rwanga Foundation has officially launched its projects and activities in September 2013 all over Iraq through its four main sectors of education, youth, environment and vulnerable groups.

Masterband Logo



Masterband Logo

Masterband logo is the primary Logo of Rwannga Foundation, with the ratio of 1 : 1 .

While using the logo, below points must be highly considered :

- No other Logos , types and/or graphic element should infer the Logo space.
- The logo must not be reproduced.

Logo Clearspace

Keep the area around the Logo relatively clear. The space between Rwannga Foundation's logo and the other elements/logos should not be less than %25 width or height of Rwannga Foundation's logo.

x	4x	x
		4x
x		x



- Digital** 100px height minimum
- Print** 1 inches height minimum



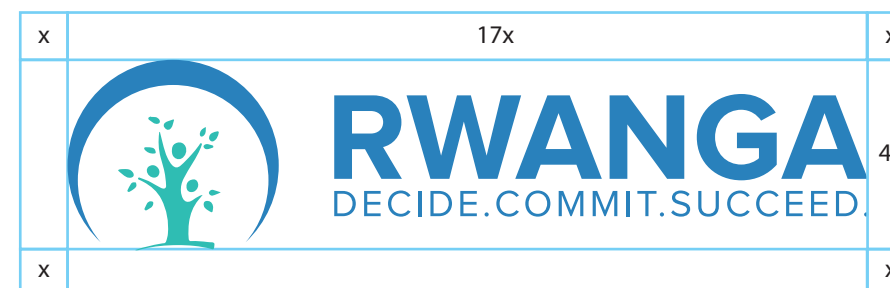
The horizontal lockup

The horizontal lockup version of the logo will be used in the below situations:

- While having any issues with the Masterband Logo sizing.
- When the other logos around Rwanga Foundations logo were horizontal lockup.

While using the logo, below points must be highly considered :

- No other Logos , types and/or graphic element should infer the Logo space.
- The logo must not be reproduced.



Logo Clearspace

Keep the area around the Logo relatively clear. The space between Rwanga Foundation's logo and the other elements/logos should not be less than %25 height of Rwanga Foundation's logo.



Digital 40px height minimum
Print 0.4 inches height minimum

Colors

Blue

HEX 297fba
RGB (41,127,186)
CMYK (78,32,0,27)

Green

HEX 297fba
RGB (64,184,179)
CMYK (65,0,3,28)



Negative Version

- When the background is in white or black color, the original colored version of the logo is used.
- When the background is colored, negative version of the logo is used.
- For lighter shades of grey , colored version is used
- For darker shades of grey, negative version is used.

Partners

Partners

There are two choices for implementing the Logo format with the partners

x		x	x		x
					
x		x	x		x

Vertical logo Relationship
For vertical , use the Masterband Logo match heights and separate with clear space.

Horizontal Logo Relationship
For horizontal , use the horizontal lockup , match heights and separate with clear space

x			x	x		x
						
x			x	x		x

Incorrect Use

Incorrect Use

Incorrect ways of using the Logo



Do not leave element or types



Do not cut the logo



Do not rescale one part of the logo only



Do not rotate



Do not change the opacity



Do not bold the text



Do not change the scaling



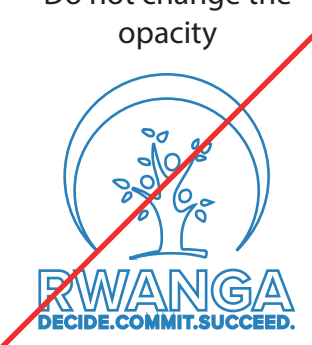
Do not rescale one part of the logo only



Do not delete any part of the logo



Do not delete any part of the logo



Do not change the Logo's outlines and



Do not bold the text



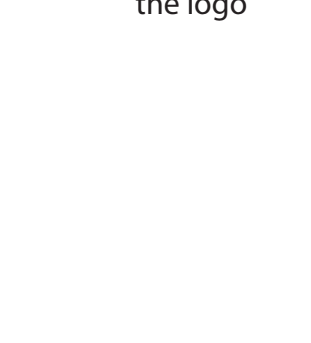
Do not rescale one part of the logo only



Do not change the colors of the logo



Do not delete any part of the logo



Do not delete any part of the logo



Do not use a background that will affect the Logo



Do not use a background that will affect the Logo

Proxima Nova Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For English language

Primary use: Proxima Nova Semibold .

Thin format: Proxima Nova Regular, Proxima Nova Thin.

Bold format: Proxima Nova Bold, Proxima Nova Extrabold.

کوردی & العربية Typography

For Kurdish & Arabic languages

Primary use: Rabar_13

Thin format: Rabar_40 or Rabar_14

For numbers: Rabar_25

Official Docunments: Rabar_28

Rabar_013

ئ ا ب پ ت ج چ ح خ ع د ر ر ز ژ س ش غ ف ق ک گ
ل ل م ن ه ه و و و و ی ئ
٩٨٧٦٥٤٣٢١٠

Rabar_014

ئ ا ب پ ت ج چ ح خ ع د ر ر ز ژ س ش غ ف ق ک گ
ل ل م ن ه ه و و و و ی ئ
٩٨٧٦٥٤٣٢١٠

Rabar_025

ئ ا ب پ ت ج چ ح خ ع د ر ر ز ژ س ش غ ف ق ک گ
ل ل م ن ه ه و و و و ی ئ
٩٨٧٦٥٤٣٢١٠

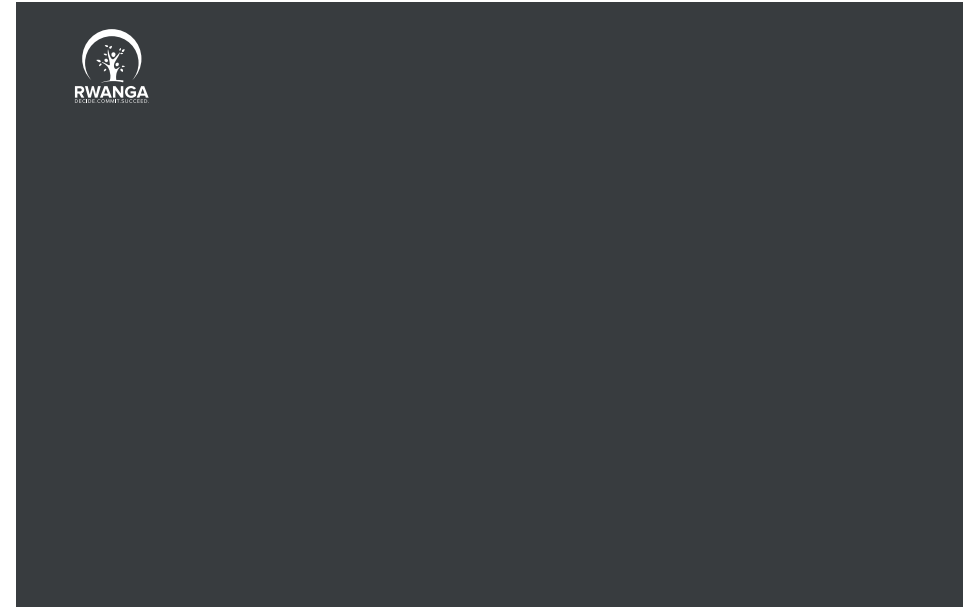
Rabar_040

ئ ا ب پ ت ج چ ح خ ع د ر ر ز ژ س ش غ ف ق ک گ
ل ل م ن ه ه و و و و ی ئ
٩٨٧٦٥٤٣٢١٠

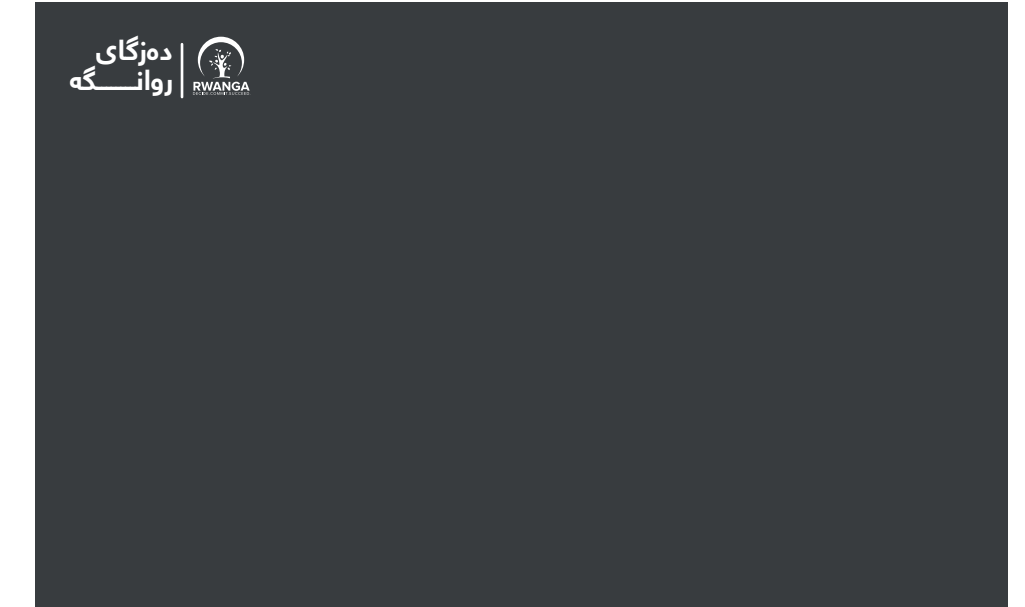
Rabar_028

ئ ا ب پ ت ج چ ح خ ع د ر ر ز ژ س ش غ ف ق ک گ
ل ل م ن ه ه و و و و ی ئ
٩٨٧٦٥٤٣٢١٠

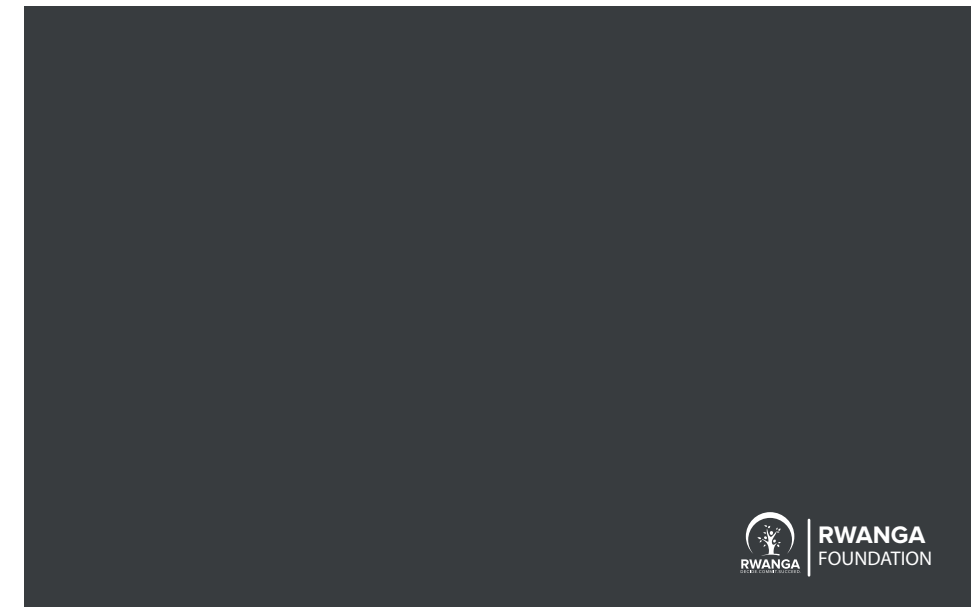
On Screen & Photo Frame



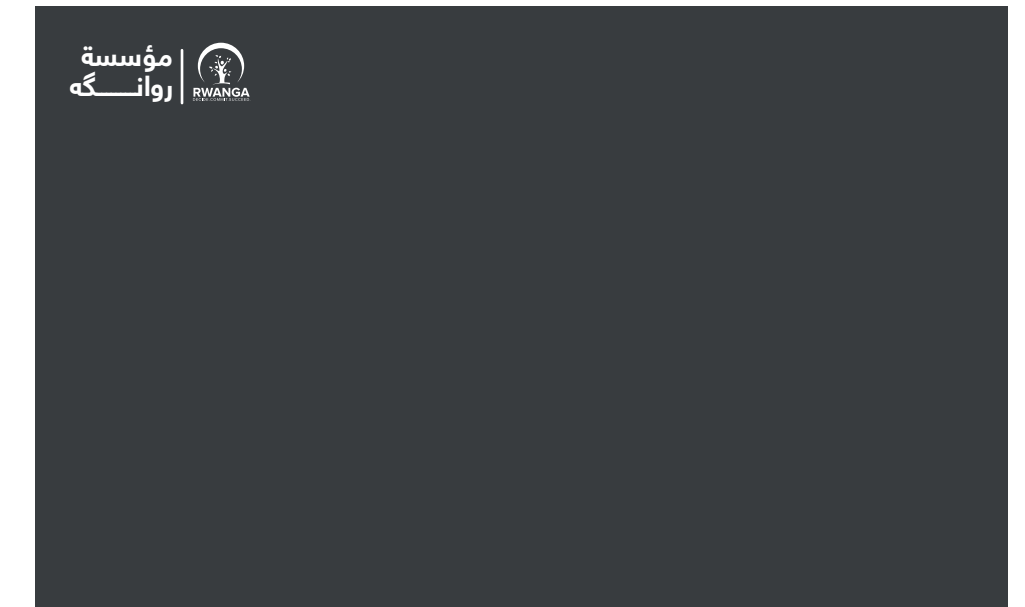
Primary Use



Kurdish



English



Arabic