

BRAND GUIDELINE

One brand, four pillars.

Rebuild People to Rebuild Ukraine. This guideline is the single source of truth for the LUkraine visual identity — how we look, sound and sign, across every language and every channel.

The brand at a glance

LUkraine asbl supports the Ukrainian community in Luxembourg and builds bridges between Ukraine and its host society. Our identity carries that dual purpose: **in Ukraine we rebuild people; in Luxembourg we build bridges.**

MOTTO

Rebuild People to Rebuild Ukraine

Always set in italics. Framing line: In Ukraine — Rebuild People / In Luxembourg — Build Bridges.

WHAT CHANGED IN 2026

- Five activity areas simplified to **four strategic pillars**.
- One **unified** system — a single accent colour per pillar, shared layout. A single LUkraine, not four sub-brands.
- Youth added as a pillar, in **purple**.
- Colour values normalised; registered seat corrected; RCS F9931 and LUkraine.org made consistent everywhere.

Logo

The wordmark is **LUkraine**: the **L** in blue, the **U** in red carrying the tryzub, "kraine" in dark blue, closed by a blue dot. The **LU mark** may be used on its own where space is tight (favicon, social avatar, stamp).



Primary — light backgrounds



Reversed — dark / photo



Mark — tight spaces

FINAL ART Production uses the official vector masters (LUkraine logo.svg / _white / _dark / mark). The wordmarks shown here are for placement reference.

DO

- Keep clear space of at least the height of the "U" around the logo.
- Minimum size 100 px on screen / 1.375" in print.
- Use the white version on dark or photographic backgrounds.

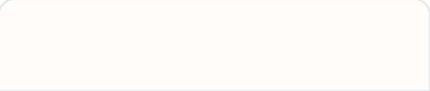
DON'T

- Recolour, rotate, stretch, outline or add effects.
- Reorder or remove elements, or detach the tryzub.
- Place on low-contrast backgrounds or crowd it with other marks.

Colour

HEX is the source of truth. For print, match with a soft-proof at the printer; CMYK is profile-dependent.

CORE PALETTE

 Red #DD3F39 · RGB 221,63,57	 Blue #0295D6 · RGB 2,149,214	 Dark Blue #16384A · text
 Beige #FFFCFA · backgrounds	 Slate #5C737F · muted / captions	 Light Blue #4EB4E1 · support

PILLAR ACCENTS — ONE COLOUR EACH

 Humanitarian #DD3F39	 Education #0295D6	 Youth #8E44AD VERIFY	 Cultural Bridges & Global Voice #DCB05D
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The pillar colour is an **accent** — used for a bar, a tag, an icon or a heading rule — over the same shared layout. The brand reads as one LUKraine; the pillar simply signals the programme. Advocacy sits inside Cultural Bridges as a light-red accent (#E77873), never a fifth band. **VERIFY** Youth HEX to be confirmed from the developed Youth identity file.

Typography

Raleway

Headings & display. Weights 600–800. Google Fonts (OFL).

Aa Bb Cc · 0123456789

Inter

Body & UI. Weights 400–700. Google Fonts (OFL).

Aa Bb Cc · 0123456789

Office fallback where Raleway/Inter are unavailable: **Arial**. Body text is justified in long-form documents; headings are left-aligned. Motto always italic.

The four pillars

Our work is organised into four strategic pillars. They share one identity; the pillar accent colour and a short label are the only things that change from piece to piece.

Pillar	Accent	What it covers
Humanitarian	#DD3F39	Emergency relief, defenders & rescuers, humanitarian aid, mental-health support.
Education	#0295D6	Language courses, integration, training, the Ukrainian library.
Youth	#8E44AD VERIFY	Children and young people: activities, camps, youth participation.
Cultural Bridges & Global Voice	#DCB05D	Culture diplomacy and advocacy — telling Ukraine's story and defending its cause.

Layout & the accent bar

The **blue–gold accent bar** is the brand's signature device across stationery, slides and the web. Generous white space, the beige background for large surfaces, dark-blue text, and a single pillar accent per piece keep everything unmistakably LUKraine.

The logo consists of the word "LUkraine." in a sans-serif font. The "L" is blue, the "U" is gold, and the rest of the letters are dark blue.

Document / letterhead

The logo consists of the word "LUkraine." in a sans-serif font. The "L" is blue, the "U" is gold, and the rest of the letters are dark blue.

Slide — reversed



Pillar accent (Youth) on an otherwise identical layout

Stationery

BUSINESS CARD

85 × 55 mm + 3 mm bleed. Front: photo, name (last name in caps), role, and the mandatory line LUkraine asbl · RCS F9931. Back: vCard QR and full contact set. Colleagues generate their own via the self-service tool at LUkraine.org/card-signature-generator, which outputs the print-ready PDF and Gmail signatures in EN/FR/UA.

A4 LETTERHEAD

Logo with the blue–gold accent bar in the header; mandatory legal footer (LUkraine asbl · RCS F9931 · 33, Bvd Prince Henri, L-1724 Luxembourg · www.LUkraine.org). Body text justified.

ENVELOPES

DL (110 × 220 mm) and US #10, logo top-left, sender address in the footer.

FINAL ART Card and stationery adopt the developed designs; the exact card layout is confirmed with the Head of Marketing & IT before print.

Documents & certificates

Reports, diplomas, certificates and thank-you letters share the same header (logo + accent bar) and legal footer. The pillar accent may tint a heading rule or a section tab. Certificates and diplomas carry the mark, the recipient's name in Raleway, and the RCS line.

LUkraine

Certificate of participation

— name —

Report 2025

Cover, section dividers and data pages on the shared grid.

Merchandise & social media

MERCHANDISE

Apparel, bags, caps, notebooks, calendars, mugs, pens and wristbands carry the logo or the LU mark on a plain brand-colour ground. Keep it simple: one logo, one colour field, clear space respected. Bags (eco-bag) are part of the standard range.

SOCIAL MEDIA FORMATS

Format	Size (px)	Notes
Square post	1080 × 1080	Logo top-left or centred; accent bar optional.
Portrait / Story	1080 × 1920	Safe margins for UI; motto in italics.
Landscape	1200 × 630	Link previews, event banners.
Profile / avatar	400 × 400	LU mark only.

A one-image resizer on the brand portal outputs all these formats from a single upload.

Voice, legal & the essentials

LEGAL LINE — MANDATORY

Every document and communication carries:

**LUkraine asbl · RCS F9931 · 33, Bvd Prince Henri, L-1724
Luxembourg · www.LUkraine.org**

The RCS number is required on the association's documents; it appears on every sheet.

DOMAIN & NAMING

- Always **LUkraine.org** (LU capitalised); never ukrainians.lu.
- Write **LUkraine** — never "Lukraine" — in any signed or external text.
- Contact: Contact@LUkraine.org · +352 621 294 050.

DO

- Use the official logo art and the four pillar accents as accents only.
- Keep one LUkraine look across languages (EN/FR/UA).
- Include the legal line on every sheet.

DON'T

- Create per-programme "sub-brands" or new colour systems.
- Alter the logo or mix in unapproved fonts.
- Drop the RCS line or use the old domain.

Change note — 2024 → 2026

Change	Rationale
Five areas → four pillars	Strategic simplification; Culture + Advocacy merge into Cultural Bridges & Global Voice; Youth becomes a pillar.
Unified system (Option B)	One accent colour per pillar over a shared layout — governable, and reads as a single LUkraine.
Youth colour → purple	Aligns with the developed Youth identity; the earlier green was arbitrary. VERIFY exact HEX.
Registered seat corrected	33, Bvd Prince Henri, L-1724 Luxembourg (RCS F9931).
RCS & domain consistency	RCS F9931 and LUkraine.org applied across all templates.
Developed system incorporated	Templates, merchandise, symbols/patterns and the real vector logo masters represented, replacing the older examples.
New: social formats + self-service card/signature generator	Practical tools so colleagues stay on-brand without design support.

v2.1-260806-MCS · Prepared by the Operations Director, reconciled with the Head of Marketing & IT. Open item before print: exact Youth HEX and the final developed card/template art.