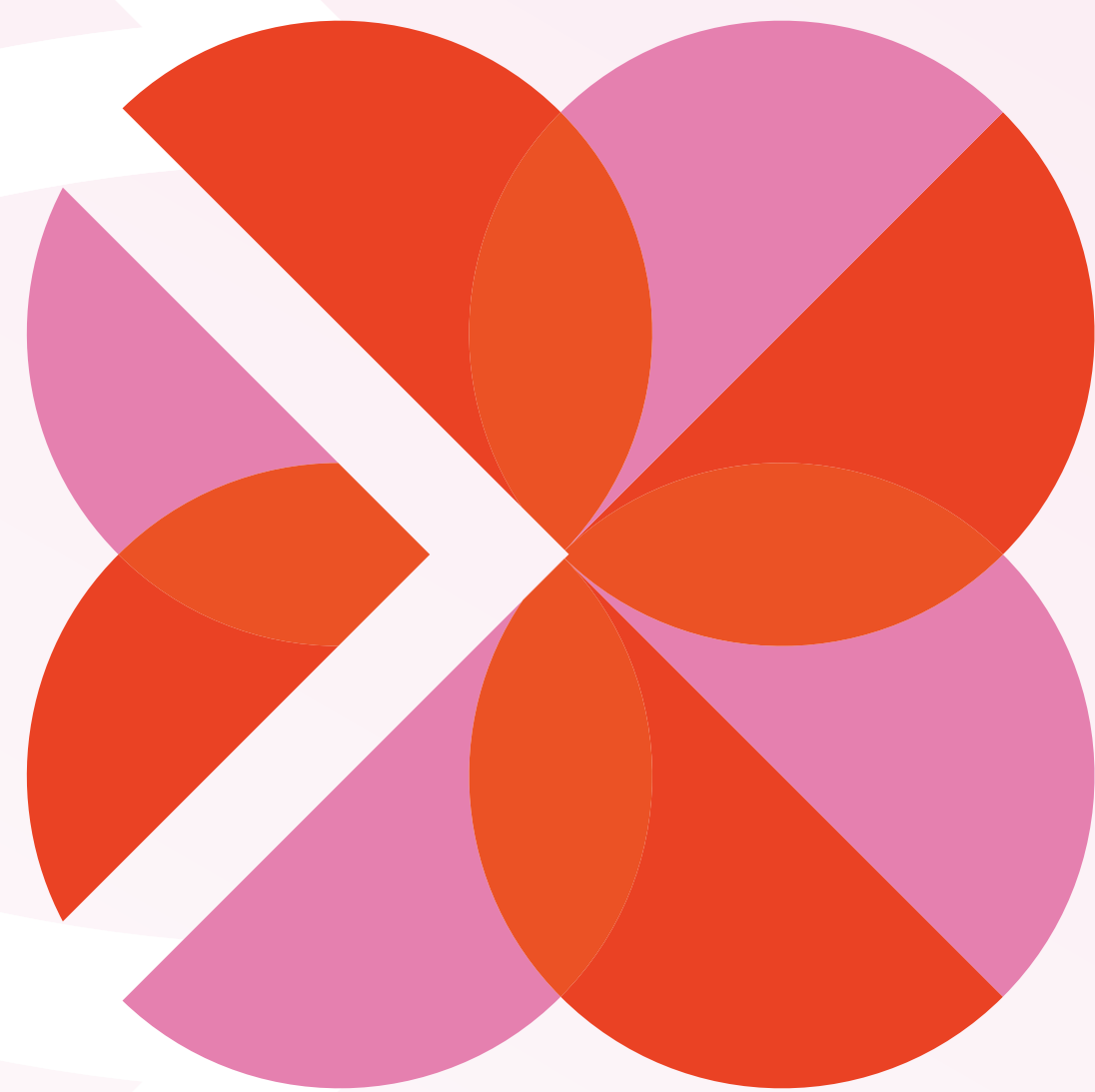




Hera



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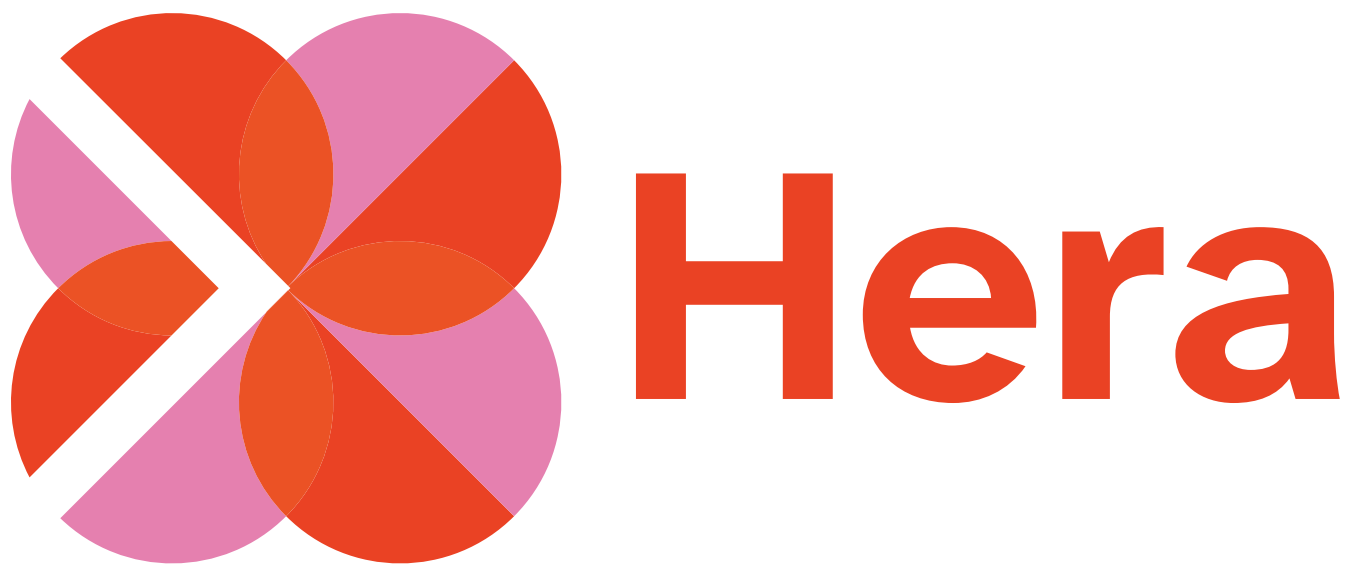
Visual Identity Manual

Introduction

Welcome to the official Visual Identity Manual of HERA: Helping Empower Women through Reskilling and Advancement.

In this manual, you will find all the necessary information to properly use the HERA logo and visuals.

Primary Logo



Primary Logo Variation



Other Logo Variations



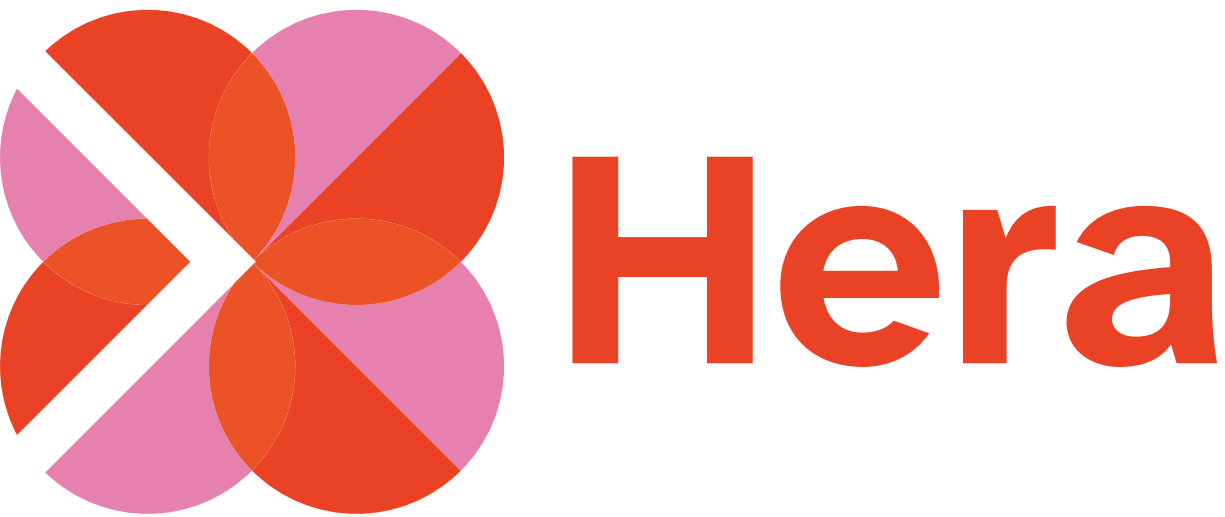
Hera

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Colour Variations



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Hera



Hera

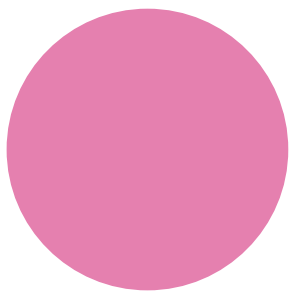
Colour Palette



#ed4224

R 237 G 66 B 36

C 1 M 89 Y 100 K 0



#e881b2

R 232 G 129 B 178

C 4 M 62 Y 1 K 0

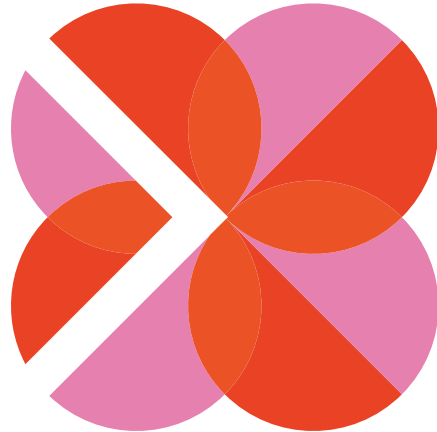


#ee5225

R 238 G 82 B 37

C 1 M 83 Y 98 K 0

Typefaces



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→

Atkinson
Hyperlegible Next
ExtraBold

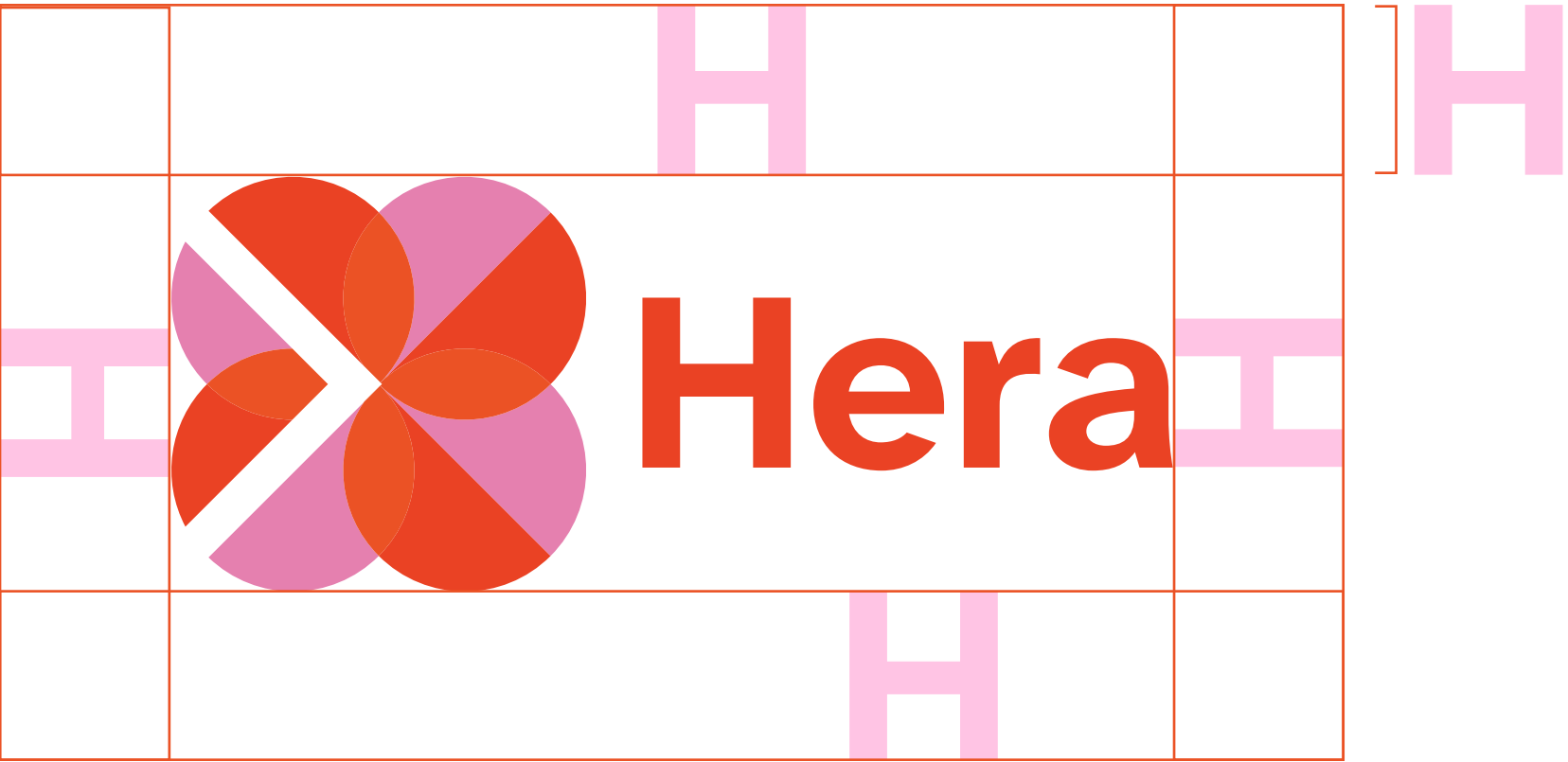
→

Atkinson
Hyperlegible Next
Medium

Atkinson Hyperlegible Next

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Clear Space



Logo Guidelines



Minimum Size



Usage Guidelines



EU Logo and Disclaimer



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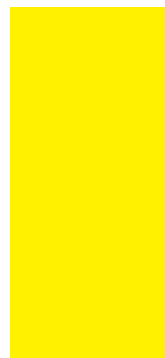


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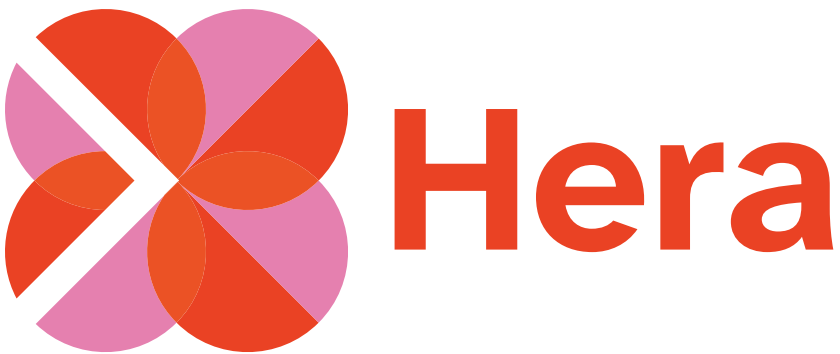


EU corporate blue
C: 100 | M: 80 | Y: 0 | K: 0
R: 0 | G: 51 | B: 153
#003399



Yellow 100%
C: 0 | M: 0 | Y: 100 | K: 0
R: 255 | G: 204 | B: 0
#FFCC00

EU Logo Placement





Hera