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**VISUAL IDENTITY BOOK  
OF THE SOLIDARITY FUND PL  
IN GEORGIA**

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## LOGO – LANGUAGE VERSIONS

The logotype in a fullcolour version in English is a basic element of the Fund's visual identity.

Obligatory background – white.



**Solidarity Fund PL  
in Georgia**

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## LOGO - VERSION WITHOUT TEXT

This sign can be used  
wherever there is a need to  
use a more syntetic visual  
message or as a decorative  
element

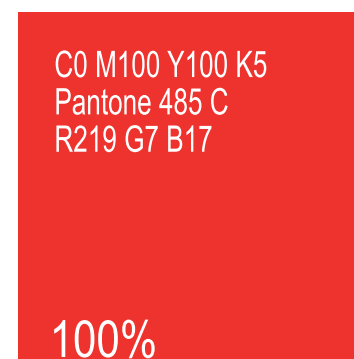
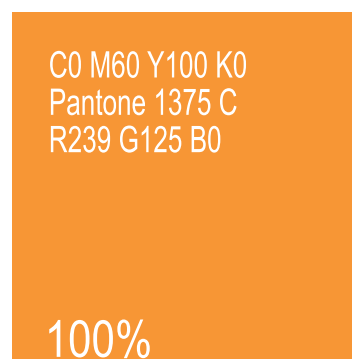
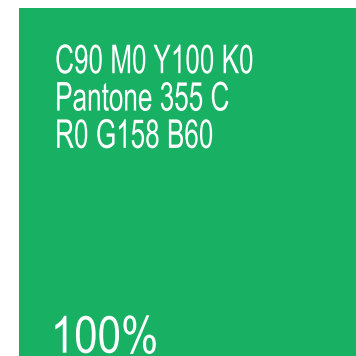
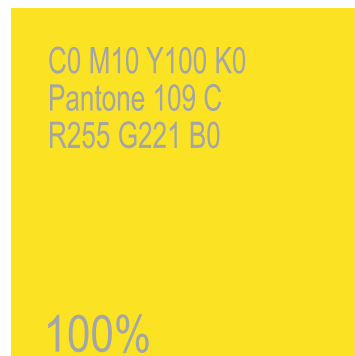


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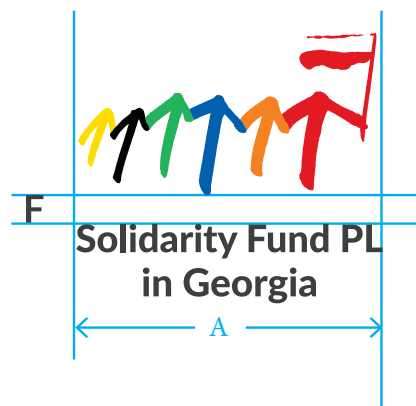
## COLOURS

Colours from the logotype are used in all applications.

The main colour used in the form of uniform-colour background is orange.

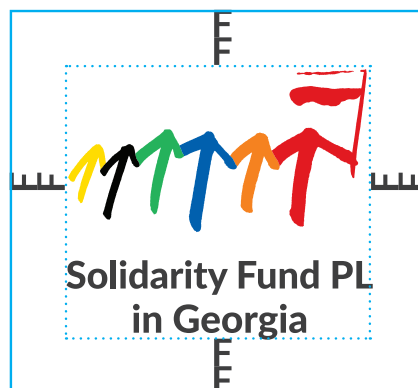


## ELEMENTS OF THE SIGN



## CLEARSPACE

The area surrounding the sign, where no text or graphic elements should be placed.



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## TYPOGRAPHY

Lato font - available under SIL  
Open Type License, authors:  
Łukasz Dziejczak, Adam  
Twardoch

Minimum font size: 7 pts

### Lato Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### *Lato Regular Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

### Lato Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### *Lato Bold Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

### Lato Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### *Lato Black Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

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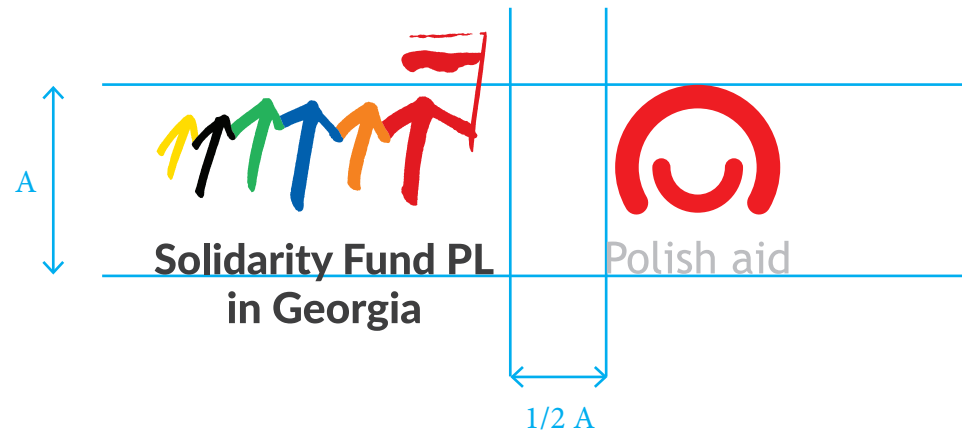
**PLACING LOGOTHYPE  
WITH THE POLISH AID  
LOGOTYPE**



**Solidarity Fund PL  
in Georgia**

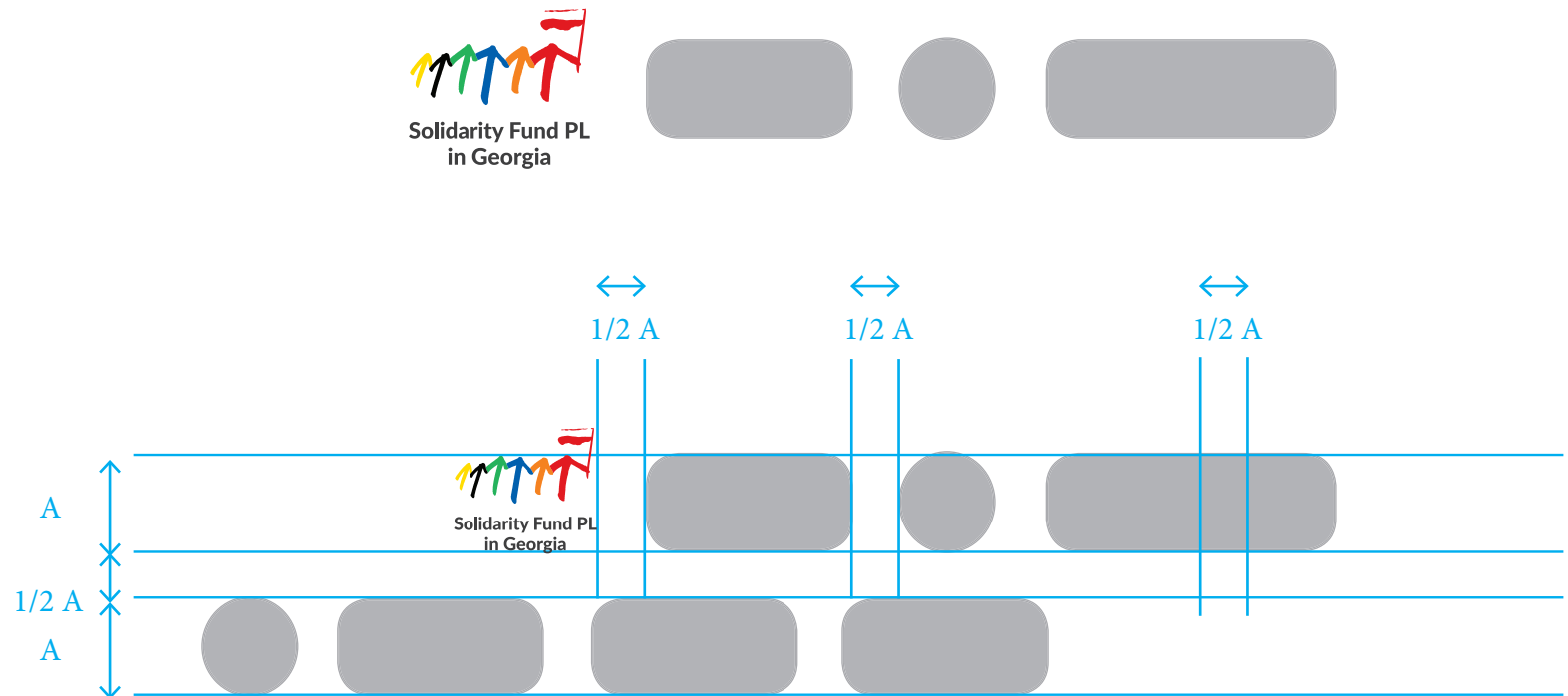


Polish aid



## PLACING MANY LOGOTYPES ENGLISH VERSION

When placing a logotype among several other logotypes, it should be ensured that the sizes of logotypes are optically proportional and the signs are enclosed within the area bounded by parallel lines. The distances between the logotypes have to be equal. The distance between the rows of logotypes should be of at least half their height.





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**MONOCHROMATIC  
VERSION**

100% Black positive –  
for black and white reproduction



**Solidarity Fund PL  
in Georgia**

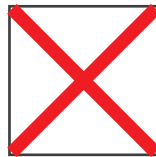
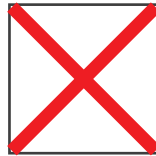
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**MONOCHROMATIC  
VERSION - NEGATIVE**

To be used on homogenous  
backgrounds, obligatory  
colour of the sign – white

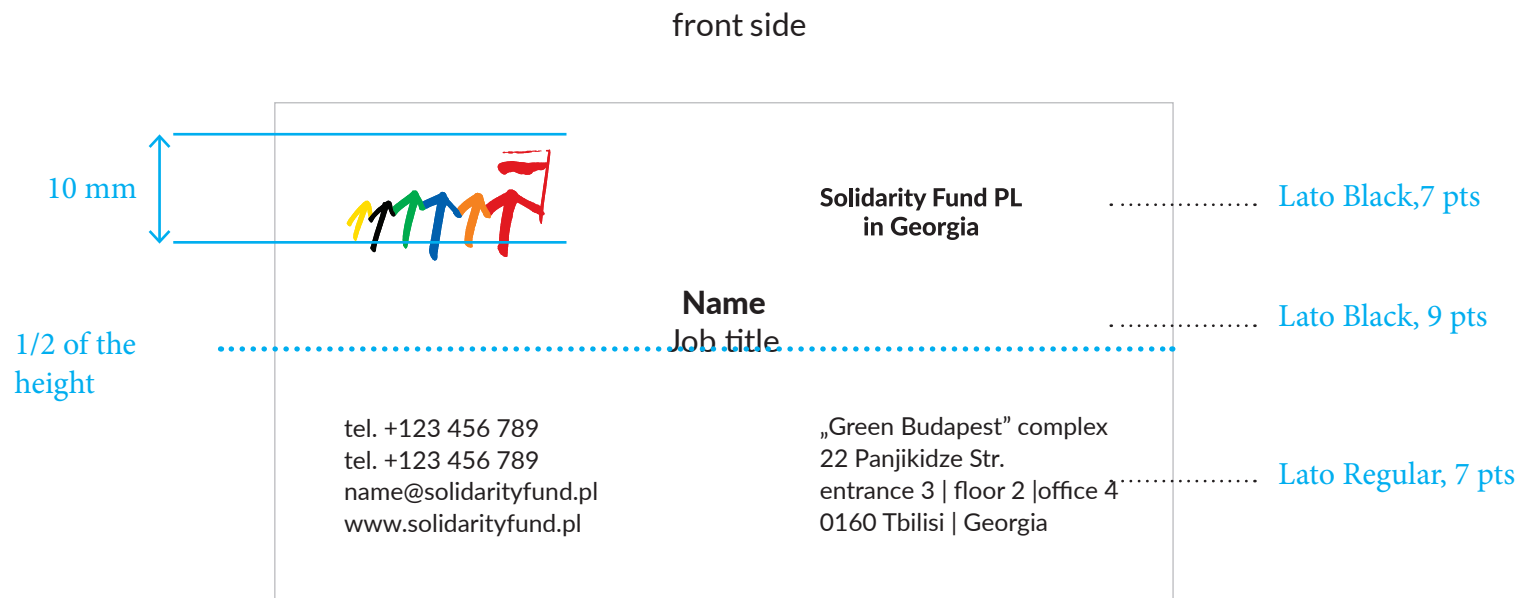


We do not use any version of the logotype on nonhomogenous backgrounds due to the risk that the sign will be illegible



## BUSINESS CARD

Business card designed  
according to the following  
pattern



reverse side



## LETTERHEAD



Lato Bold 12 pts  
90% Black

Solidarity Fund PL  
in Georgia  
[www.solidarityfund.pl](http://www.solidarityfund.pl)

"Green Budapest" complex  
22 Panjikidze Str.  
entrance 3, floor 2, office 4  
0160 Tbilisi, Georgia

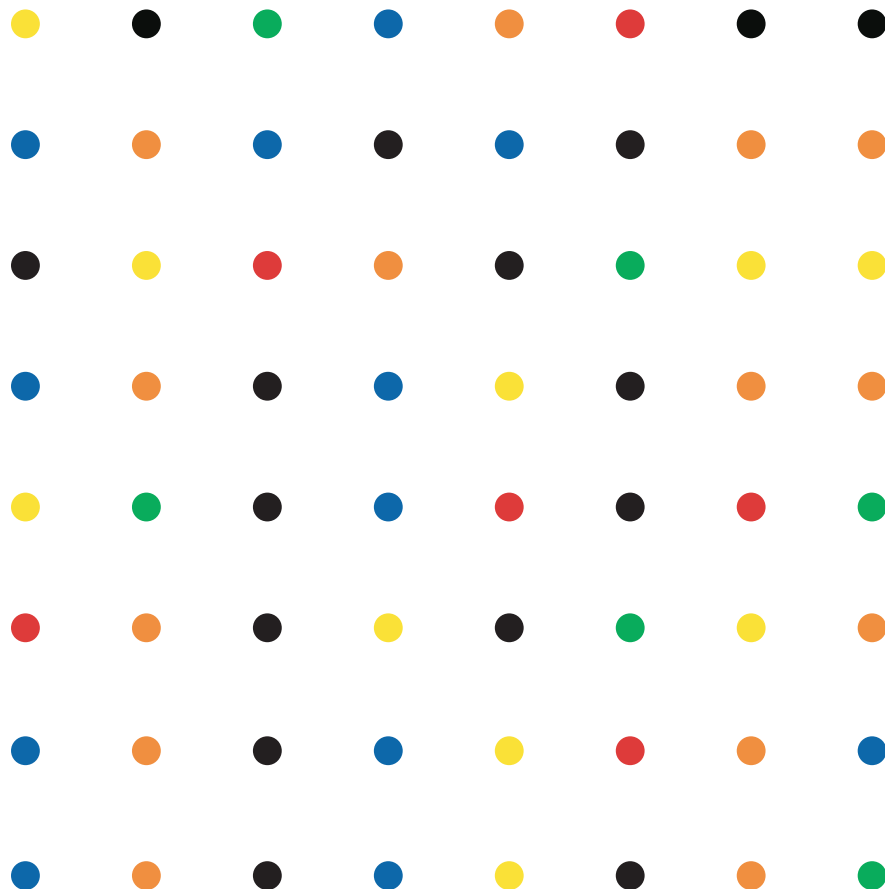
Identification Number:  
404577203

Lato Bold 9 pts  
90% Black

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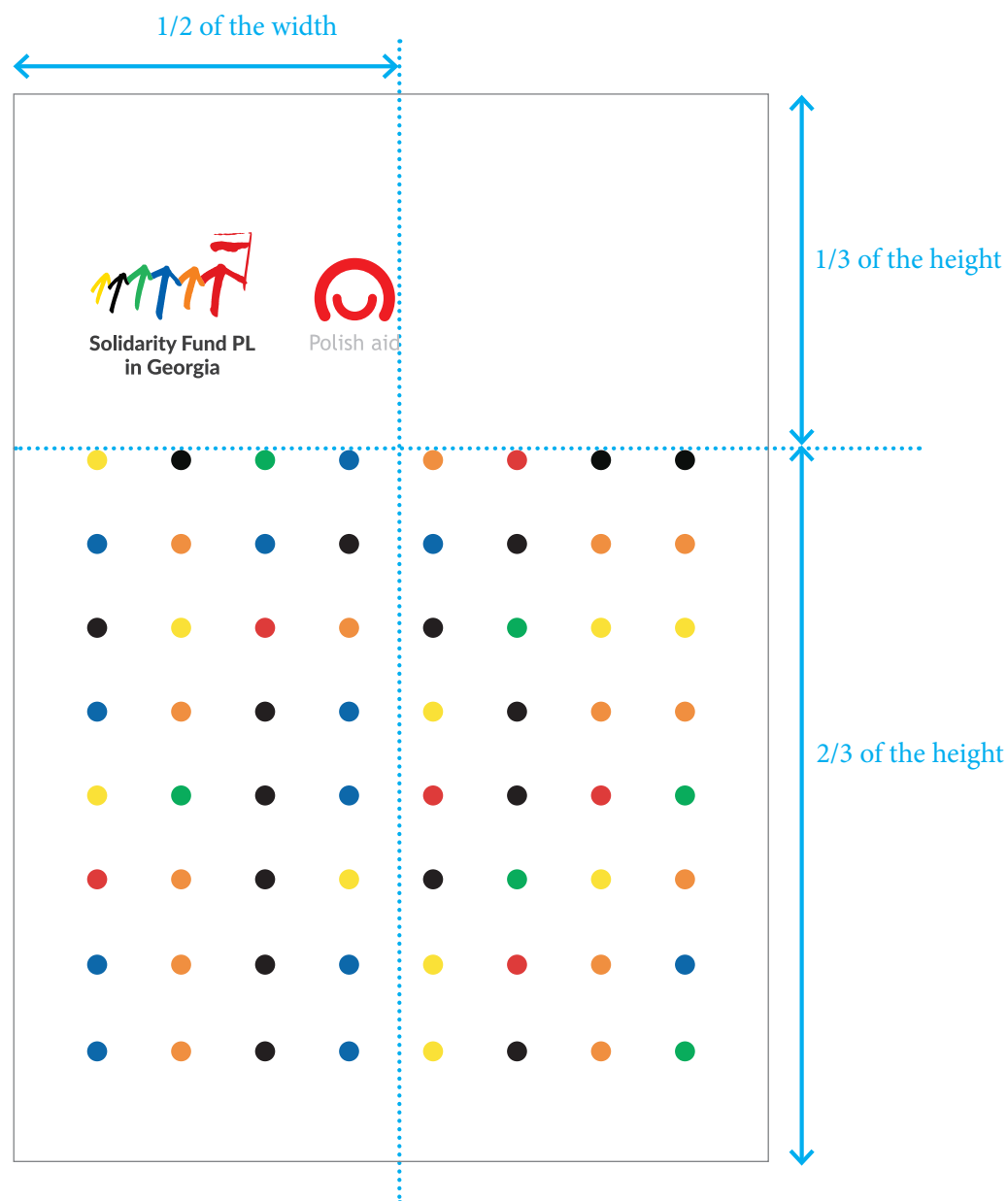
## ADDITIONAL GRAPHIC ELEMENT

Regularly distributed dots in  
the colours from the  
logotype – to be used on  
promotional materials as  
ornaments



## RULES OF CREATING COMPOSITION

On the example of A4 format



## APPLICATIONS OF A4 FORMAT AND ITS DERIVATIVES



**DL**  
99 X 210 mm



**A5**

148x210 mm



**A4**

210x290 mm

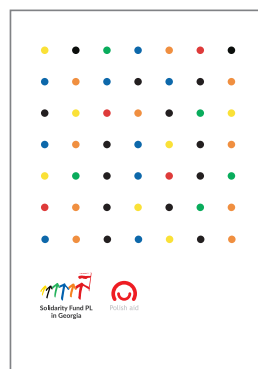


**A3**

290x420 mm

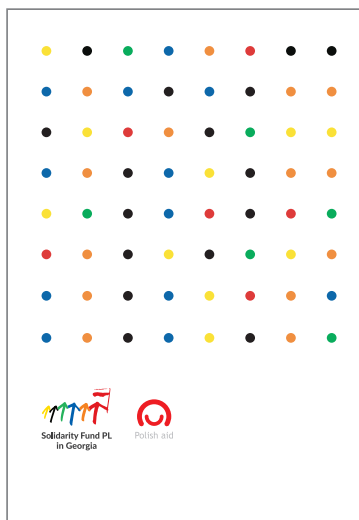


## ALTERNATIVE LAYOUT



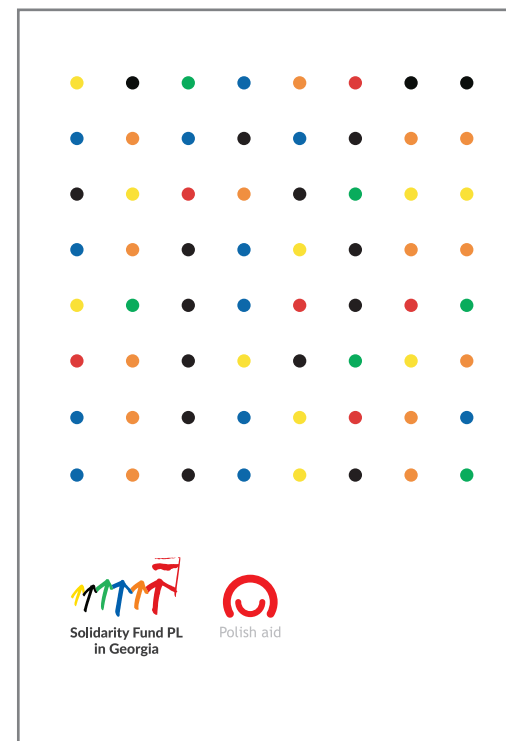
A5

148x210 mm



A4

210x290 mm



A3

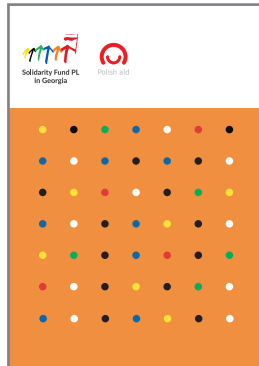
290x420 mm

## ALTERNATIVE LAYOUT

Version with orange  
colour in the background



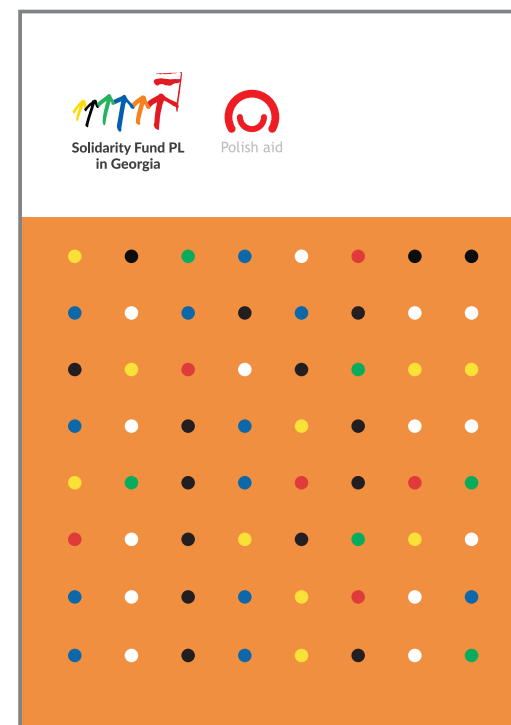
DL  
99 X 210 mm



A5  
148x210 mm



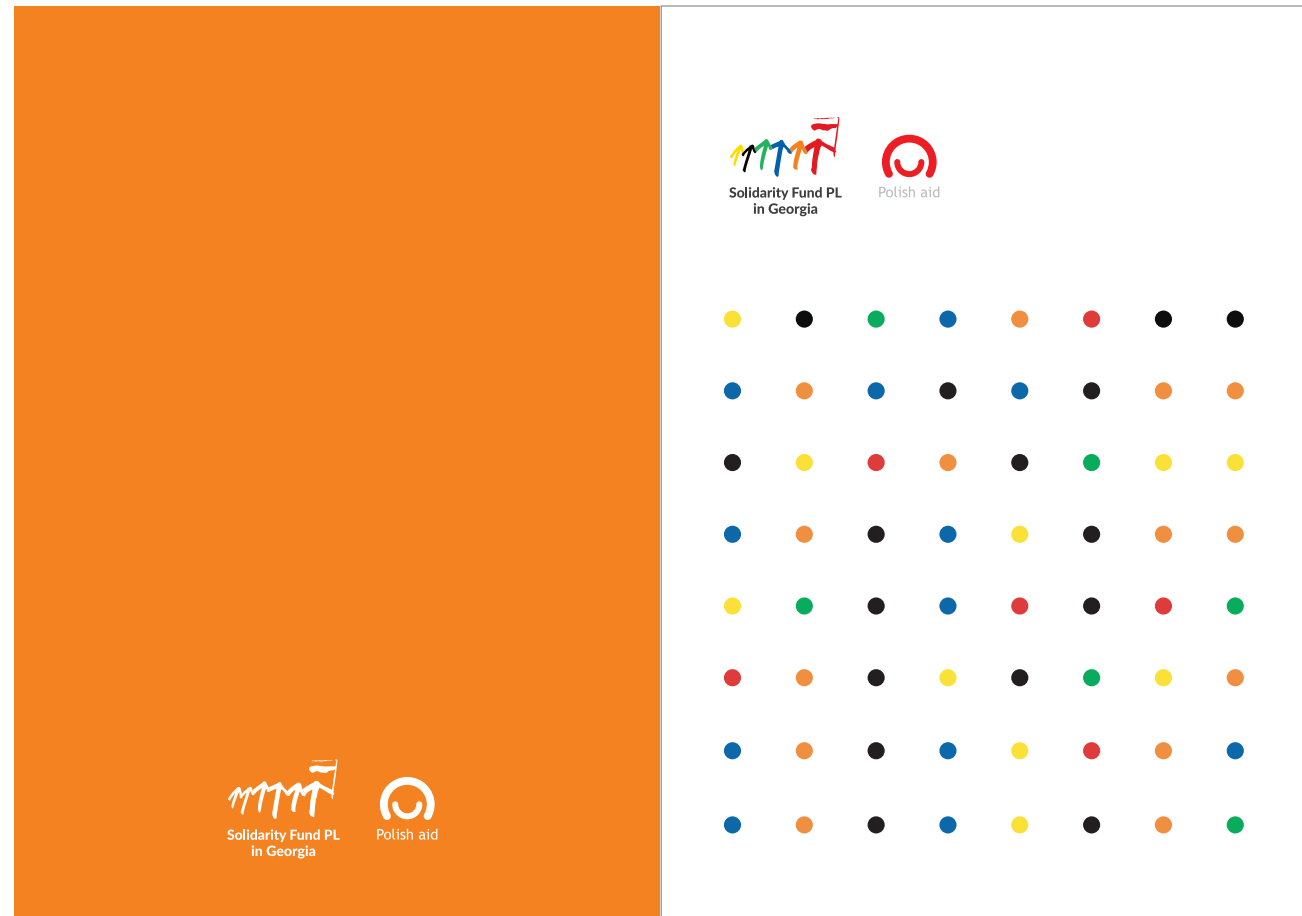
A4  
210x290 mm



A3  
290x420 mm

## PRINTS

A4 folder



back

front

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**EXAMPLES OF  
APPLICATIONS:**

**A4 FORMAT**



A4 paper bag



drawstring backpack



cotton bag

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**EXAMPLES OF  
APPLICATIONS:**

**A4 FORMAT**



cotton bag  
with print in 6 colours



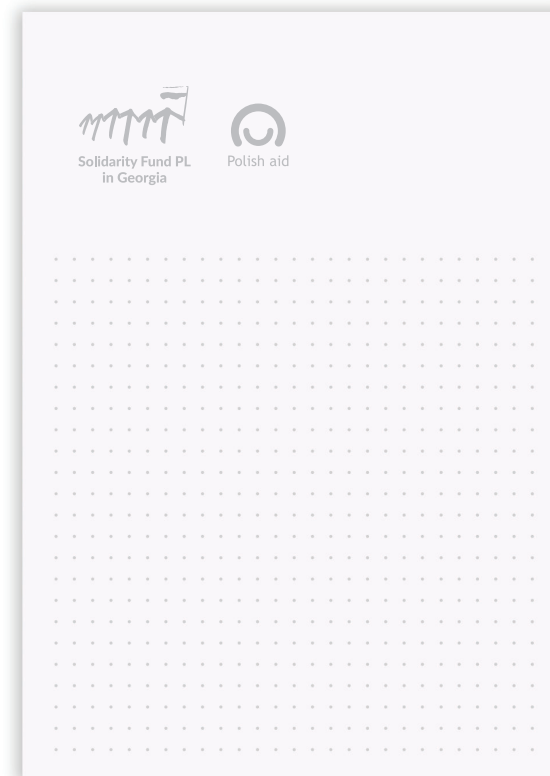
cotton bag - orange material,  
print in 1 colour (this version  
is cheaper to produce)

## EXAMPLES OF APPLICATIONS:

### A5 FORMAT



notebook with a cover

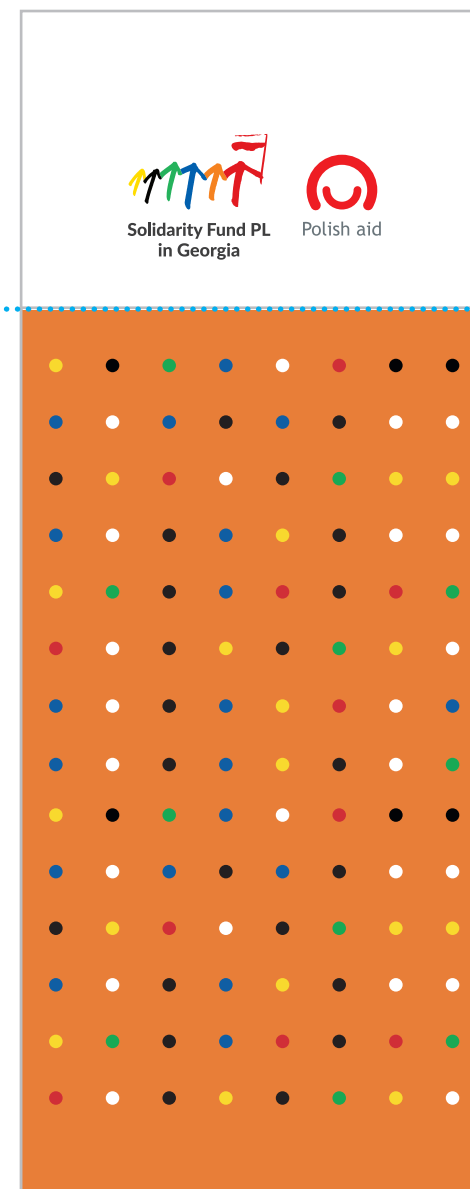
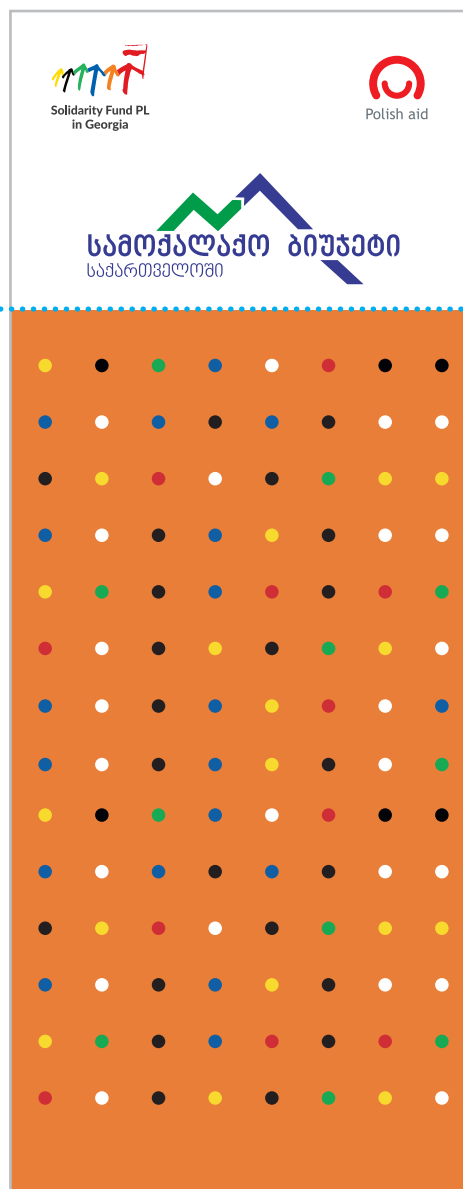


glued notebook without a cover

## EXAMPLES OF APPLICATIONS:

example for a roll-up  
85 x 200 cm

1/4 of the height.....



## EXAMPLES OF APPLICATIONS:

### LEAFLET, DL FORMAT

Solidarity Fund PL is a State Treasury foundation. It was created in 1997 upon the initiative of the President of the Republic of Poland and under his honorary patronage.

The Fund carries out activities in the scope of development cooperation for the benefit of other countries. It emphasizes supporting democratic transition, the development of civil society, the principles of good governance, the development of local democracy, sharing knowledge on political and economic transition, and supporting free media and organizations that defend human rights. Since 2012 it has been sending Polish observers on OSCE/ODIHR election observation missions. A priority area for the Fund's activities are the Eastern Partnership countries: Belarus, Ukraine, Moldova, Georgia, Armenia and Azerbaijan.

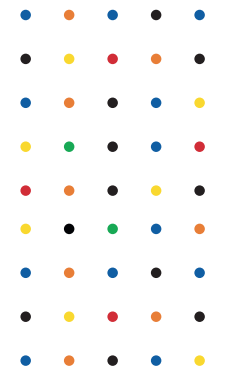
#### Partners:



Solidarity Fund PL

#### Solidarity Fund PL

www.solidarityfund.pl  
SolidarityFundPL  
Włodzyskiego 69A  
02-724 Warsaw, Poland  
tel. +48 222 90 66 22  
sekretariat@solidarityfund.pl



#### WHERE WE WORK

##### Representative Offices



**BELARUS:** DEMOCRATISATION • CIVIL SOCIETY  
• HUMAN RIGHTS • MEDIA • EDUCATION  
• LOCAL DEVELOPMENT

**UKRAINE:** LOCAL GOVERNMENT REFORM  
• ENERGY EFFICIENCY • DECENTRALISATION  
• ECOLOGY • SOCIAL SERVICES • EDUCATION  
• MEDIA

**MOLDOVA:** LOCAL DEVELOPMENT  
• LOCAL ACTION GROUPS • REVITALISATION  
• SELF-GOVERNANCE • EDUCATION

**GEORGIA:** SELF-GOVERNANCE • LOCAL DEVELOPMENT  
• MEDIA • CIVIC EDUCATION  
• SOCIAL PARTICIPATION • PARTICIPATORY BUDGET

#### WHAT WE DO

We carry out and support activities aiming at strengthening democratic changes and developing civil society in countries which are the beneficiaries of Polish development cooperation, primarily in the Eastern Partnership states.

##### → EDUCATION

For years we have been supporting and carrying out independent projects in the field of promoting education, the reform of educational systems in chosen countries and widely understood civic education.

We support the decentralisation of Ukrainian education, helping Ukrainian hromadas manage education. In cooperation with, among others, the EU programme U-LEAD and the Swedish SKL-SALAR we organize study visits to Polish regions for Ukrainian education managers.

##### → MEDIA

By organizing competitions and our own activities we support the mass media: newspapers, radio stations, news websites and associations of journalists in the Eastern Partnership countries. We support both the media in the countries which benefit from Polish development cooperation and the ones which, even though they are based in Poland, direct their message towards the societies of other countries, and especially Eastern Europe. We continue to improve the level of knowledge and professionalism of regional media in EU-related issues.

##### → LOCAL DEVELOPMENT

We support the development on the local level. We help create Local Action Groups, involve representatives of local communities in the development of

a given area, implement participatory budget and share Polish experiences in the field of the development of agritourism.

##### → SELF-GOVERNMENTS

We support the decentralisation reform in Ukraine by providing organizational support for Polish experts who advise Ukrainian authorities, by supporting projects of Polish non-governmental organizations which increase the competences of combined hromadas, and by organizing study visits to Poland for Ukrainian local government officials. We increase competencies of the officials, improve communication between offices and institutions and local community and create space for cooperation.

##### → ELECTION OBSERVATION MISSIONS

The Fund, commissioned by the Ministry of Foreign Affairs of the Republic of Poland, organizes OSCE/ODIHR election observation missions and training courses for observers. Since 2012 we have organized recruitment and trips for observers for presidential, parliamentary and local elections, among others, in: Belarus, Ukraine, Moldova, Georgia, Armenia, Kazakhstan and Kyrgyzstan.

##### COOPERATION WITH PARTNERS

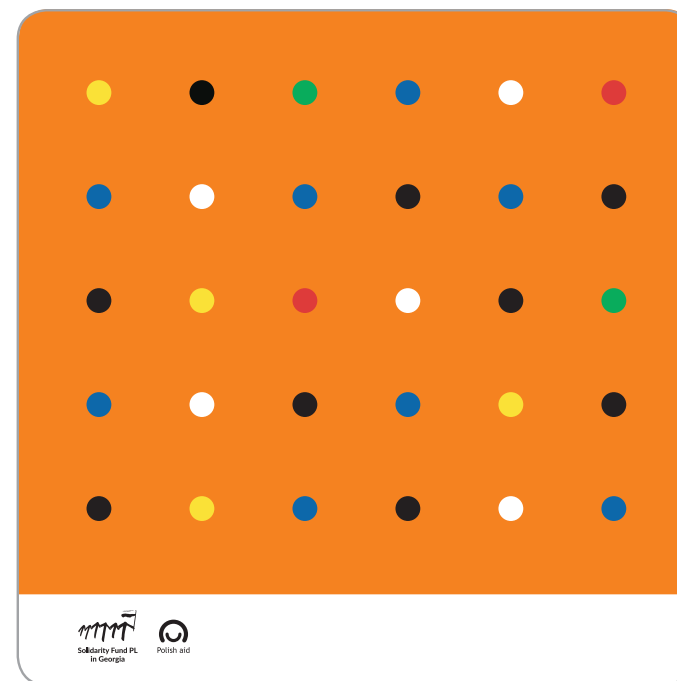
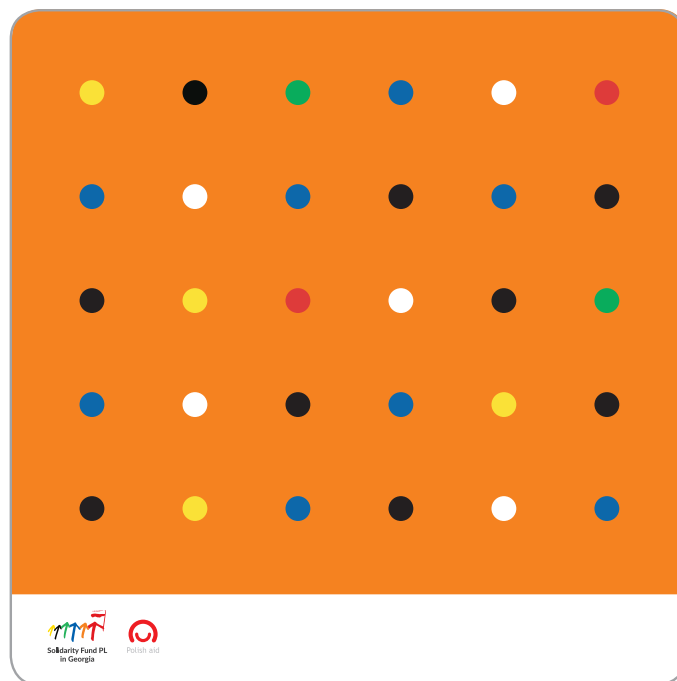
We are open to partnership cooperation with all institutions from Poland and abroad, whose activities are aimed at pursuing common goals in the areas of the Fund's activity.



## APPLICATIONS OF THE SQUARE

Mousepad

Inflatable pillow



mousepad

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## OTHER APPLICATIONS

Graphic elements in the form of dots can also be placed on gadgets such as: bottles, mugs, thermoses etc.

The logotype itself can also be used as engraving.



water bottle



thermo mug

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## OTHER APPLICATIONS

In case of smaller gadgets with engraved logo we just use a graphic symbol.



pens – in the colours of the logo



Solidarity Fund PL  
in Georgia

„Green Budapest” complex  
22 Panjikidze Str.  
entrance 3 | floor 2 | office 4  
0160 Tbilisi | Georgia

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