

HPLGBT BRAND BOOK

Defining Identity. Uniting Vision. Empowering Presence

.about

The HPLGBT Corporate Style Guide serves as a comprehensive reference that defines the core visual and communicative elements of the organization's identity. It outlines the key components—such as logos, color palettes, typography, and emotional tone—that together form the foundation of the HPLGBT brand.

This guide not only presents these elements in detail but also provides clear, practical recommendations for their consistent application. Its purpose is to ensure a cohesive and recognizable brand image across all touchpoints, enhancing how HPLGBT is perceived by its partners, supporters, and the broader public.

The Corporate Style Guide is intended for use by all individuals and entities representing the HPLGBT community-led organization, including internal teams, external partners, contractors, and collaborators. By following these standards, everyone involved contributes to building a unified, professional, and credible identity for HPLGBT—both internally and externally.



.introduction

The emotional foundation of HPLGBT's corporate style is built upon the intuitive and harmonious perception of its visual elements—primarily the color palette and the overall composition of the logo. These components are designed not only to create a visually coherent identity but also to evoke a set of emotional responses that align with the organization's values and mission.

At the heart of this visual identity lies the color blue, which serves as the dominant hue. Universally associated with qualities such as calmness, restraint, and emotional balance, blue conveys a sense of trust, stability, and loyalty—all of which are essential traits for a public organization working with diverse communities. Its psychological impact is well-documented: blue is widely recognized as the most soothing color for the human psyche, often promoting a sense of peace, serenity, and clarity.

Beyond its modern associations, blue holds deep cultural and historical significance. Traditionally seen as the color of the sky and the sea, it embodies both vastness and depth. In ancient civilizations, blue was revered as a symbol of wisdom, spiritual authority, and higher knowledge. It adorned the walls of sacred temples and was often used in depictions of deities, whose garments were painted in rich blue tones. This connection to the divine and the transcendent adds a timeless dimension to the color, making it an ideal choice to reflect the dignity, purpose, and inclusivity of the HPLGBT brand.

By grounding the corporate style in such emotionally resonant elements, the organization fosters a sense of approachability, integrity, and vision—essential for engaging both internal stakeholders and external partners.

.identity

Logo Elements

The HPLGBT logo is composed of several carefully designed visual components that work together to represent the organization's identity with clarity, balance, and impact.

Background Design:

- At the core of the HPLGBT logo is a rectangular blue background, which serves as the visual foundation of the brand. The blue color was deliberately chosen for its associations with calmness, stability, and trust—qualities that reflect the organization's commitment to creating a safe, inclusive space for all individuals. Blue is often regarded as a color that inspires confidence and conveys a sense of professionalism, making it an ideal backdrop for an organization focused on health and protection.
- The rectangle itself is designed with a horizontal orientation, featuring an aspect ratio of 200 mm wide by 100 mm high. This specific proportion has been carefully selected to ensure the logo feels balanced and visually appealing across various formats and media. The 2:1 ratio creates a harmonious, streamlined appearance that promotes a sense of structure and order.
- This geometric layout establishes a clean, modern canvas that does not overwhelm the viewer. It provides a sense of clarity by minimizing visual clutter, while also enhancing the legibility of the logo's text. The background's simple, geometric form ensures that the brand's message remains the focal point, reinforcing the organization's focus on accessibility and transparency.
- By using a rectangular shape and a calming blue hue, the background not only ensures the logo's visual stability but also evokes a sense of confidence and reliability, key values that underpin the HPLGBT brand.

Typographic Element:

- At the heart of the logo lies the primary typographic element: the acronym HPLGBT, set in Segoe UI, Regular, 112 pt. This clean, modern sans-serif typeface was chosen for its legibility, neutrality, and contemporary aesthetic—qualities that align with the organization's professional and inclusive values.
- The acronym consists of six big, uppercase white letters that command attention while maintaining clarity and simplicity. Their large size and bright color create a strong visual contrast against the deep blue background, ensuring the logo remains highly legible across various media and at different scales.
- The text is precisely centered both vertically and horizontally within the rectangular background. This central alignment is not only visually balanced but also symbolic—it reinforces the organization's core principles of equality, inclusion, and unity.
- Consistent letter spacing (tracking) further enhances the clean appearance of the inscription, giving it a sense of openness and accessibility. The typographic treatment of "HPLGBT" plays a central role in conveying the strength, integrity, and purpose of the brand, serving as a clear and impactful representation of the full name: HEALTH AND PROTECTION OF LESBIAN, GAY, BISEXUAL AND TRANSGENDER PEOPLE

The acronym HPLGBT represents the full name of the organization: Health and Protection of Lesbian, Gay, Bisexual and Transgender People. This abbreviation allows for immediate brand recognition while preserving the depth and inclusivity of the organization's full mission.

Each element of the logo—from the color to the geometry to the typographic treatment—has been designed to reflect the values of stability, clarity, inclusivity, and professionalism, which are central to the HPLGBT identity.





Official Brand Colors

The HPLGBT visual identity is built on a minimal and meaningful color palette, consisting of two core colors: Blue and White. These colors were selected for their psychological impact, visual clarity, and alignment with the organization's values. Below are the official specifications for each color in various formats to ensure consistency across all print and digital media.

Primary Blue

The signature blue serves as the dominant color in the logo and brand materials. It evokes calmness, trust, stability, and professionalism—qualities central to HPLGBT's mission of protection and inclusion.

RGB: R: 0, G: 98, B: 174

CMYK: C: 100, M: 44, Y: 0, K: 32

HEX/Web: #0062AE

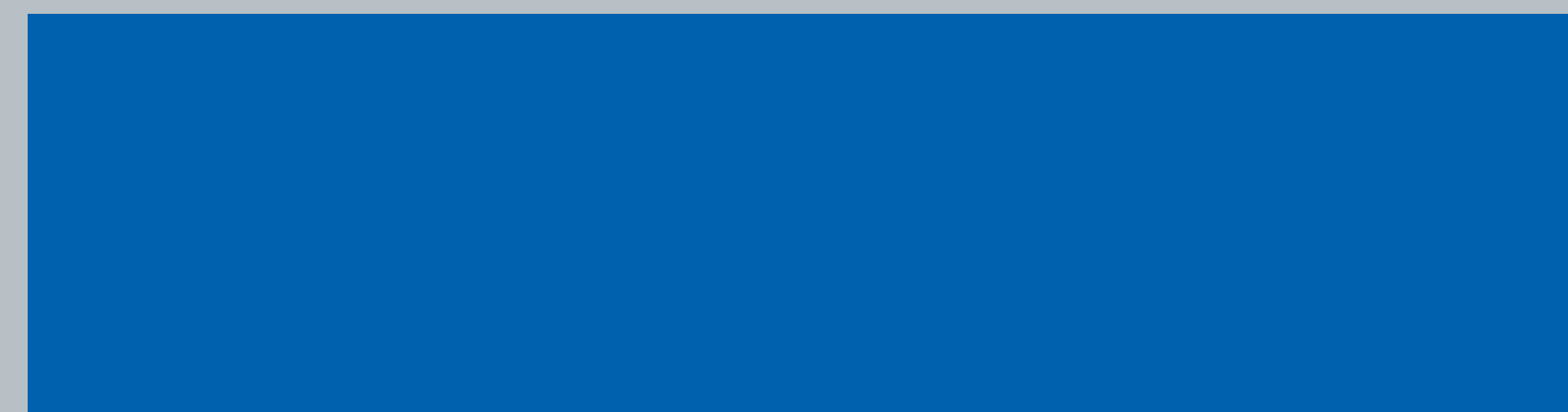
White

White is used as the secondary color and provides balance, clarity, and space in the visual system. It complements the primary blue by offering contrast and simplicity, symbolizing transparency, openness, and neutrality.

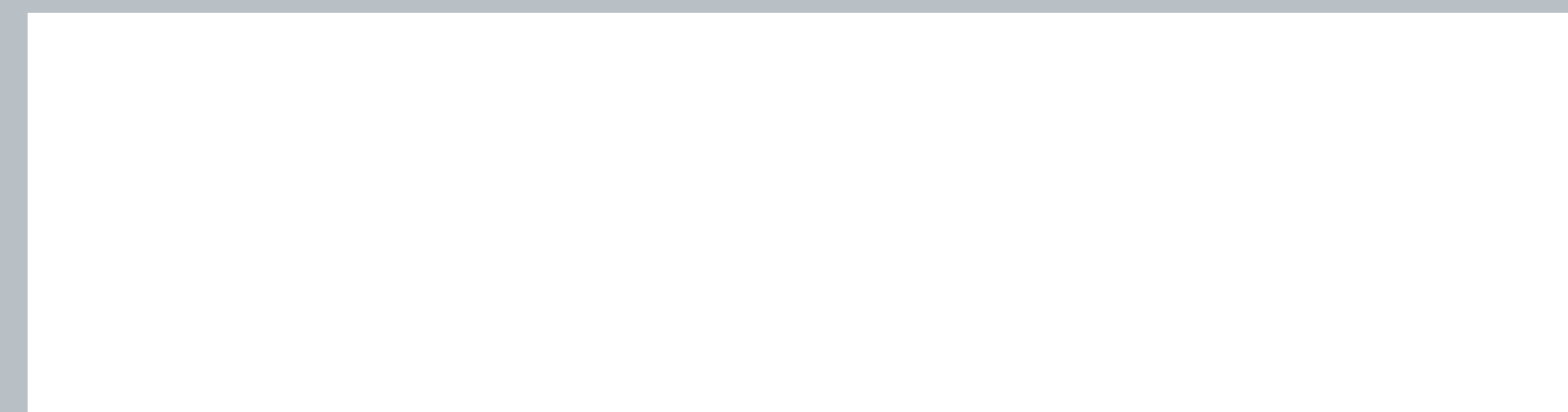
RGB: R: 255, G: 255, B: 255

CMYK: C: 0, M: 0, Y: 0, K: 0

HEX/Web: #FFFFFF



This specific shade of blue ensures strong visibility and contrast, making it ideal for both print and digital applications. It should be used prominently in backgrounds, accents, and key visual elements to reinforce brand recognition.



White is primarily used for typography within the logo and can serve as a background color in clean, minimalist layouts. It helps maintain readability and contributes to an overall sense of lightness and clarity in the brand's appearance.

● monochrome

Monochrome and Grayscale Usage Guidelines

In situations where full-color reproduction is not possible—such as in black-and-white print materials, documents, or promotional items—the HPLGBT logo may be used in a monochrome version. In this version, all instances of the official blue color should be converted to 100% black, using the following color specification.

CMYK: C: 0, M: 0, Y: 0, K: 100



This ensures that the logo maintains strong contrast and maximum legibility, even in limited-color applications.

Grayscale Use:

- Use of the logo in grayscale (tones between black and white, rather than solid black) is permitted only under special circumstances and requires prior approval from the HPLGBT management. This policy ensures consistency across all visual representations of the brand and helps maintain the strength and clarity of the organization's identity.
- Grayscale applications may include subtle printing techniques (e.g., embossing, engraving, or background watermarks), but such usage must not compromise the readability or recognizability of the logo.

Color Inversion and Prohibited Variations:

- The use of inverted color schemes (often referred to as "reverse" versions of the logo, such as white on light backgrounds) is strictly prohibited, unless specifically designed and approved as part of an official logo variation.
- The use of unauthorized color combinations—including applying custom hues, gradients, or textures to the logo—is also not permitted under any circumstances.

Any deviation from the approved logo formats—including color variations, alternative layouts, or non-standard applications—must undergo formal review and receive written approval from HPLGBT's designated brand or communications team. This process is in place to uphold the integrity of the brand and to prevent misrepresentation or dilution of its core visual elements.

These restrictions are established to safeguard the visual integrity and coherence of the HPLGBT brand across all platforms and media. Adherence to these standards is a shared responsibility among staff, partners, and affiliates, ensuring that every use of the HPLGBT identity contributes to a unified and impactful brand presence.

.dimensions

Logo Integrity Rules

To maintain the consistency and professionalism of the HPLGBT visual identity, the logo must always be used in its original form, without any modifications to its proportions, structure, or orientation. Alterations of any kind can compromise brand recognition, dilute its meaning, and result in visual inconsistencies across different platforms.

The following rules must be strictly observed:

- Do not distort the logo. The logo must never be stretched, compressed, or skewed in any direction—horizontally, vertically, or diagonally. It should always retain its original aspect ratio and proportions to preserve visual balance and legibility.
- Do not alter the proportions of individual elements. The relative size and positioning of all components of the logo—such as the background shape and typographic elements—are fixed and must not be resized independently or rearranged in any way.

- Do not rotate the logo or its components. The logo must remain upright and properly oriented at all times. Rotating the logo, flipping it, or tilting any of its parts undermines its visual stability and consistency.
- Do not remove or substitute any parts of the logo. All elements of the HPLGBT logo are essential to its identity. Deleting, replacing, or adding parts—such as letters, shapes, or background components—is strictly prohibited.

These guidelines are essential to preserving the integrity of the HPLGBT brand across all uses and media. Unauthorized modifications weaken the brand's impact and may create confusion or misrepresentation. If you are unsure whether a specific use or adaptation is compliant, please consult with the HPLGBT communications team before proceeding.

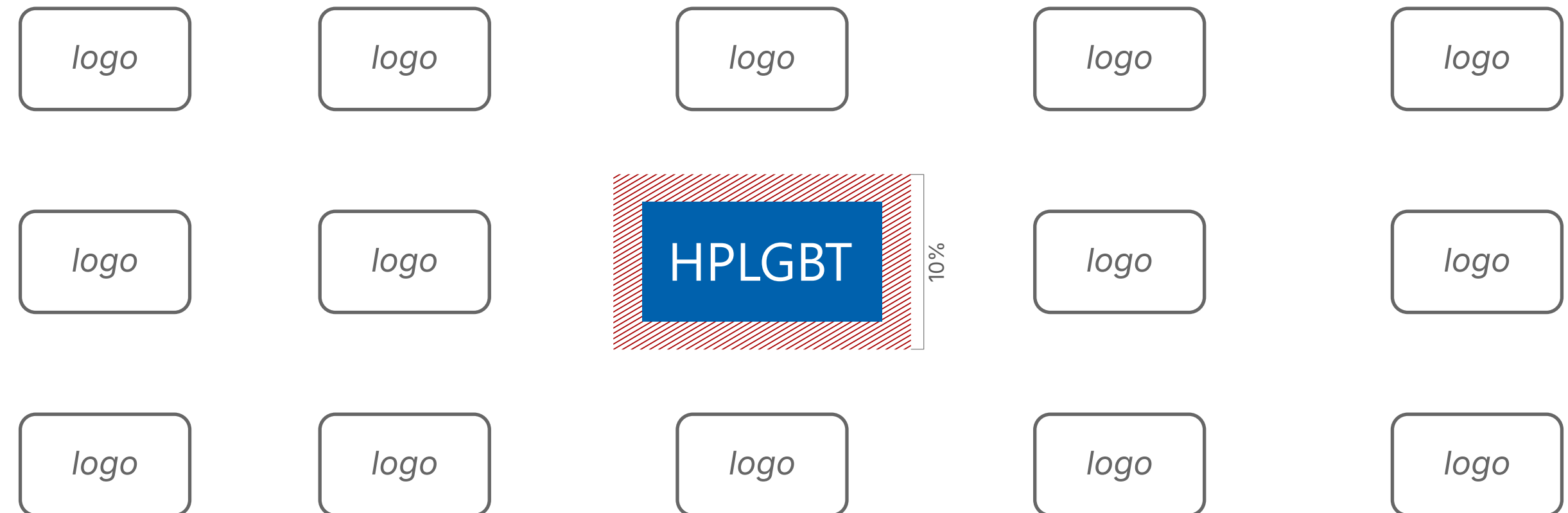
.clearspace

Clearspace Requirements

To maintain the visual clarity, impact, and integrity of the HPLGBT logo, a designated area of free space—known as the clearspace or protection zone—must be preserved around the logo in all applications. This ensures the logo remains legible, distinct, and free from visual clutter or interference from surrounding text, images, or design elements.

Whenever the logo is used alongside other content, whether in digital media, print, signage, or promotional materials, a minimum buffer of clear space must be maintained on all four sides of the logo.

- The required clearspace is defined as no less than 10% of the total width of the logo.
- This space acts as a protective boundary, preventing other graphic or typographic elements from encroaching too closely and competing visually with the logo.
- No other content—text, images, icons, borders, or background patterns—should enter this exclusion zone.



By adhering to these spacing guidelines, the HPLGBT brand maintains a professional, organized appearance and reinforces the strength and consistency of its visual identity across all touchpoints.

For designs involving complex layouts or limited space, always prioritize preserving the clearspace to ensure the logo remains a strong and recognizable brand symbol.

.typography

Corporate Typeface: Segoe UI ↗

For all internal documentation and official materials, the recommended typeface is Segoe UI (10 pt.)—a modern, clean, and legible font that supports both Cyrillic and Latin alphabets, ensuring multilingual accessibility across all communications.

Segoe UI belongs to the humanist sans-serif (grotesque) font family, known for its friendly appearance, open forms, and excellent readability across digital and printed formats. This makes it particularly well-suited for documents, presentations, and user interfaces where clarity and accessibility are essential.

Originally designed by Steve Matteson during his tenure at Agfa Monotype, Segoe UI was later licensed by Microsoft and has since become a cornerstone of its branding and product design. The Segoe trademark is owned by Microsoft, and the typeface has been prominently used across its product ecosystem, including in [*Copyright © 2018 Microsoft Corporation. All Rights Reserved. Hebrew OpenType Layout logic copyright © 2003 & 2007, Ralph Hancock & John Hudson. This layout logic for Biblical Hebrew is open source software under the [MIT License](#); see embedded license description for details*]: Windows user interfaces (starting with Windows Vista), Microsoft Office applications, Marketing materials, Logos and corporate visuals.

Segoe UI has been shipped with a wide range of Microsoft software, and subsequent versions of Windows operating systems. It was selected not only for its aesthetic appeal but also for its ability to deliver a consistent and professional tone, reinforcing the perception of reliability and approachability.

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The typeface's neutral yet warm character, paired with optimized spacing and clean line weights, makes it ideal for long passages of text, interface labels, and structural design elements within HPLGBT's brand ecosystem. By using Segoe UI across all internal and digital communications, the organization promotes a unified visual language, enhances brand coherence, and ensures accessibility for diverse audiences.

Alternative Typography Options

While Segoe UI is the primary typeface used in HPLGBT's official and internal communications, there are instances where alternative fonts may be employed to enhance visual impact, emphasis, or design versatility in various types of content. These alternatives may be used selectively in the following contexts in marketing materials (e.g., brochures, posters, social media graphics), public-facing presentations and awareness campaigns, event branding or special initiatives where a unique tone or stylistic effect is required

In such cases, HPLGBT may incorporate other pre-approved font styles or non-standard design elements to increase the visibility and readability of specific content, support the creative tone or visual hierarchy of a layout, adapt to different media formats, audiences, or campaign goals.

- Segoe UI – used in e-mails.
- Inter or Montserrat – used in web content and other materials.
- Arial Narrow or Verdana – use in budgets and financial forms.

templates

Identity Tools:

Business cards and corporate letterheads are essential components of an organization's visual identity. They serve as tangible representations of the brand, reinforcing its professionalism, credibility, and consistency in all forms of communication.

Business cards provide a personal touch during networking and formal interactions, leaving a lasting impression while conveying key contact information in a polished format.

Corporate letterheads ensure that official documents reflect the organization's values and image, maintaining a unified look across internal and external communications.

Together, these tools help build trust, brand recognition, and organizational coherence across all stakeholder touchpoints.

Example of a business card

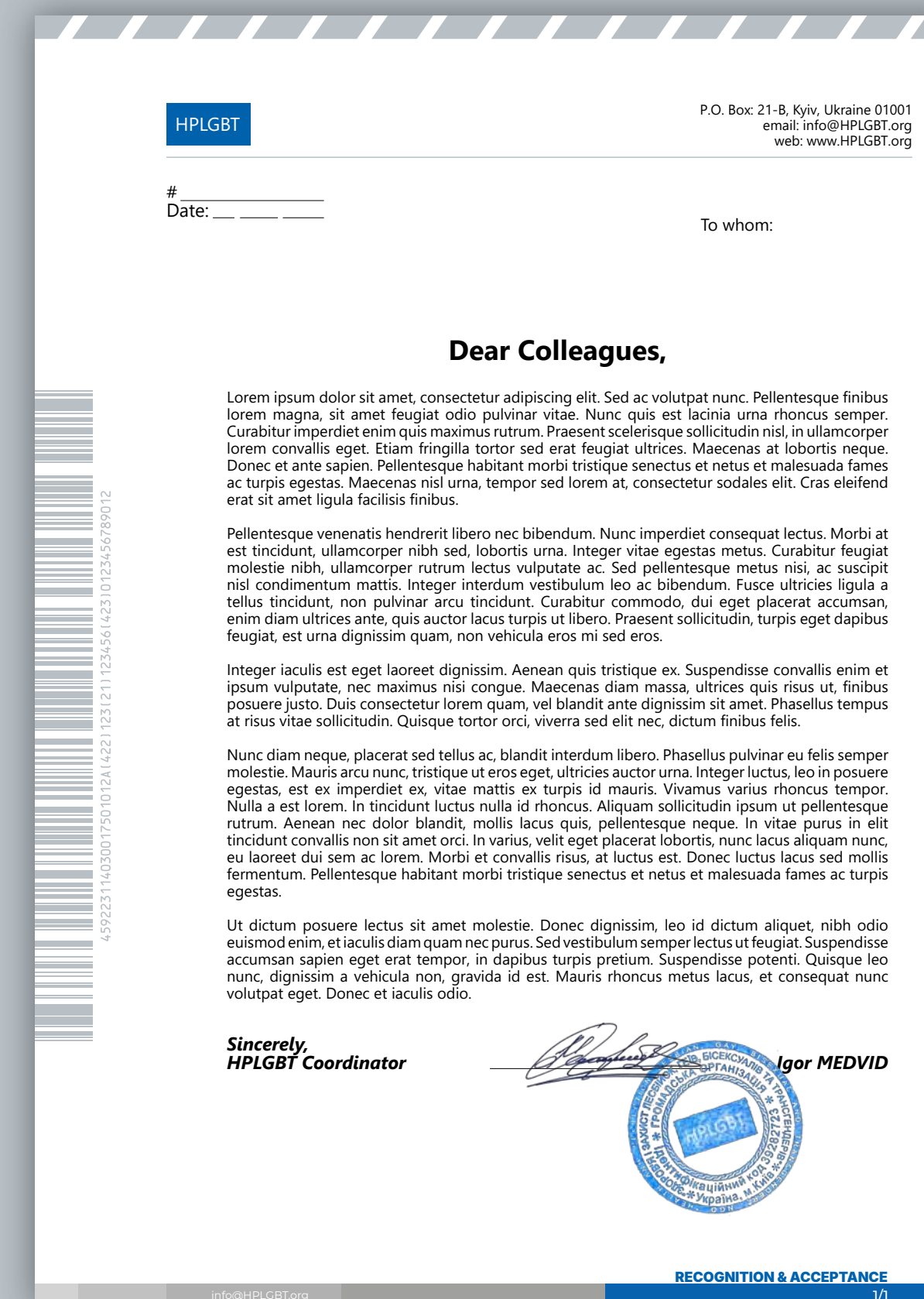


1st side



2nd side

Example of corporate letterhead





RECOGNITION & ACCEPTANCE

The slogan "Recognition & Acceptance" reflects the core values and mission of the organization.

Recognition signifies the acknowledgment of the existence, rights, identities, and contributions of LGBTIQ+ people. It represents visibility, validation, and the fight against erasure or denial.

Acceptance goes a step further—beyond being seen—to being respected, included, and valued in all aspects of society, without prejudice or discrimination.

Together, the slogan conveys a commitment to building a world where LGBTIQ+ individuals are not only recognized but fully accepted for who they are.

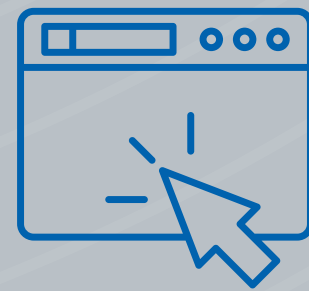
HPLGBT is a national community-led organization. Its primary areas of activity include promoting the comprehensive development of key populations—particularly those from intersectional groups—reducing discrimination and violence against them, and strengthening the influence of LGBTIQ+ communities on human rights policies.

Together with its partners, HPLGBT works to unite representatives of key and other priority populations, including people living with HIV, to protect and promote human rights and fundamental freedoms in Ukraine and the Eastern Partnership (EaP) region.

You can find more information about us and our activities on our website: www.HPLGBT.org



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