



PCPM

Polish Center
for International Aid

BRAND BOOK GUIDELINE

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Introduction

These guidelines describe the visual and verbal elements that represent the identity of the Polish Center for International Aid (PCPM). This document includes the name, logo, and other elements such as color and typography, all of which are essential to maintaining a cohesive brand.

The purpose of these guidelines is to ensure that every communication, whether internal or external, reflects the core values and mission of the Foundation. By following these principles, we aim to create a recognizable and trustworthy presence, whether in print, digital media, or public appearances.

Delivering a consistent and controlled message about who the Polish Center for International Aid is, is essential for presenting a strong, unified image of the Foundation. This document serves as a reference for all employees, partners, and external collaborators—to ensure that our identity remains clear, professional, and aligned with our mission.

The PCPM logo has been legally protected since July 2024, in accordance with a certificate issued by the European Union Intellectual Property Office (EUIPO), under number 019003058.

The name of the organization is presented in different languages as follows:

In English: The Polish Center for International Aid (PCPM)

In Polish: Polskie Centrum Pomocy Międzynarodowej (PCPM)

In Arabic: (PCPM)

In Ukrainian: Польський центр міжнародної допомоги (PCPM)



Logo Identity

The Polish Center for International Aid's (PCPM) logo is the key building block of its identity and the primary visual element that identifies the organization. The logo consists of both the symbol and the Polish Center for International Aid's name.

Recommended formats are:

.eps | .ai | .png | .jpg |

THE GENERAL LOGO



1) The Logo Symbol

The symbol consists of a powerful red figure offering support to another person, evoking the culture of service and care. This element is central to the identity of the Polish Center for International Aid and visually communicates the act of providing help.

2) The Logo Title

The logo title uses Klavika Bold, ensuring high legibility. The uppercase letters are rendered in black, aligning with the chosen corporate color.

LOGO DARK VERSION LOGO LIGHT VERSION



3



4

3) The Logo Dark Version

Will be used when the background color is light.

4) The Logo Light Version

Will be used when the background color is dark.

Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. Please consult with media@pcpm.org.pl if you have any questions or need further help.



LOGO CONSTRUCTION AND COMPUTATION

It is important to keep the PCPM corporate mark free of any other graphic elements. Additionally, the logo must not be distorted or altered in any way, such as stretching, condensing, or changing the proportions of its elements. Maintaining the original integrity of the logo ensures that it remains clear and recognizable in all applications.

INCORRECT LOGO APPLICATIONS



DONT'S

- 1) The logo must not be placed on bright or highly contrasting backgrounds.
- 2) All modifications that disrupt the clarity and perception of the logo should be avoided.
- 3) It is prohibited to deform, stretch, condense, change the font, modify the proportions of the elements, interfere with the clear space, or reposition the logo in relation to the typography.

MINIMUM HEIGHT



To ensure visibility and legibility, the PCPM logo should never be displayed at a height smaller than 25 mm. This minimum size guarantees that all elements of the logo remain clear and distinguishable across various applications.

CLEARSPACE



Whenever the PCPM Foundation logo is used, it must be surrounded by clear space to ensure its visibility and impact. No graphic elements or other logos should encroach on this zone.

LOGO VARIATIONS

The PCPM foundation has three versions of its logo: the Primary Version, the Simplified Variant - Horizontal Shortened Form, and the Simplified Variant - Vertical Shortened Form. Only these three versions are permitted for use.

1) Primary Version, Standard Form



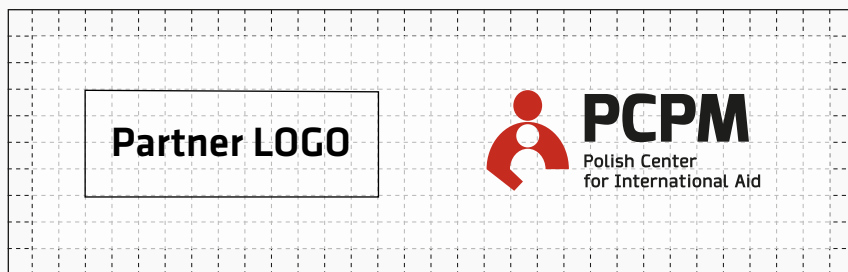
2) Simplified Variant, Horizontal Shortened Form



3) Simplified Variant, Vertical Shortened Form



PARTNER LOGO INTEGRATION



DO NOT CREATE NEW LOGOS

The PCPM's visual identity and logo should be used for all PCPM activities. Never create new logos or logo-like graphics for PCPM projects, departments, initiatives, or service areas. All activities are part of PCPM's global brand. Similarly, do not create artistic or modified versions of the PCPM name or logo for either internal or external use.

Creating new logos or creative variations of our logo undermines PCPM's brand recognition, confuses audiences, and could potentially lead to security risks. Contribute to strengthening PCPM as a unified, global brand by consistently using the core elements that define and represent us to the world.



Color Identity

Color plays an important role in the PCPM Foundation's corporate identity. The primary colors for the PCPM are red and black. Consistent use of these colors will contribute to a cohesive and harmonious look for the PCPM brand identity across all relevant media. Always check with your designer or printer to ensure that the corporate colors are applied consistently.

PRIMARY COLORS



FOR WEB USE
#C62B20

FOR PRINTING USE
C: 0 M: 95 Y: 100 K: 0

PANTONE: 485 C

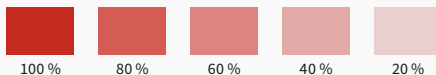


FOR WEB USE
#000000

FOR PRINTING USE
C: 0 M: 0 Y: 0 K: 100

PANTONE: Black C

COLOR TONES



100 %

80 %

60 %

40 %

20 %



100 %

80 %

60 %

40 %

20 %

GRADIENT



Typography

Typography plays an important role in communicating the overall tone and quality of the PCPM Foundation. Careful use of typography reinforces our identity and ensures clarity and harmony across all PCPM communications. Klavika in Regular, Medium, and Bold weights is the primary corporate typeface, reflecting professionalism and consistency throughout all materials.

Klavika Regular

A B C D E F G H I J K L M N O P R S T U V W X Y Z a b c d e f g h i j l
< l m n o p r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! ? ()
. , ; ; " % & @ { } []

Klavika Medium

A B C D E F G H I J K L M N O P R S T U V W X Y Z a b c d e f g h i j l
< l m n o p r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! ? ()
. , ; ; " % & @ { } []

Klavika Bold

A B C D E F G H I J K L M N O P R S T U V W X Y Z a b c d e f g h i j l
< l m n o p r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! ? ()
. , ; ; " % & @ { } []



TEXT HIERARCHY

Caption Text

Polish Center for International Aid
-
Klavika Regular
6 pt Type / 7 pt Leading

Copy Text

Polish Center for International Aid
-
Klavika Regular
8 pt Type / 9 pt Leading

Sublines Sections

Polish Center for International Aid
-
Klavika Regular
10pt Type / 11pt Leading

Sublines Sections

Polish Center for International Aid
-
Klavika Medium
16pt Type / 19 pt Leading

Big Headlines and Title

**Polish Center for
International Aid**
-
Klavika Bold
34 pt Type / 36 pt Leading



Summary

The PCPM Foundation brand book provides essential guidelines for maintaining a consistent visual identity, covering logo use, typography, and color. Following these rules ensures a cohesive and professional representation of PCPM across all media.

For any questions, please contact:
media@pcpm.org.pl

DOWNLOAD THE LOGO HERE



pcpm.org.pl/logo





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