

# BRANDGUIDE



Strengthening Youth Participation  
by Reducing Inequalities

**The corporate identity is the overall appearance of a company, which is expressed in the visual appearance, behavior and language. It is what makes a company an independent and distinctiv brand. For that to work, it is important to work with the following guidlines.**

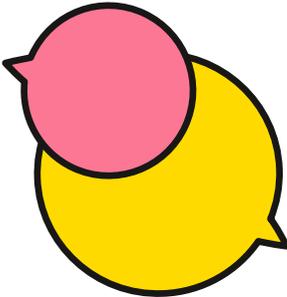


# THE LOGO ICON

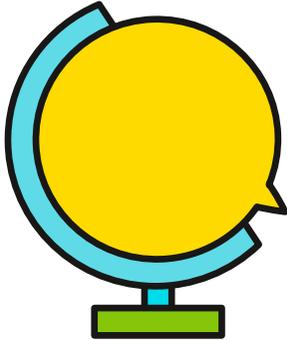
The idea behind the icon. Here you can understand what areas the logo icon is putting together. These icons can also be used as singles.



Participation



Exchange,  
Youth has a voice



Society, World, Politics



Equality



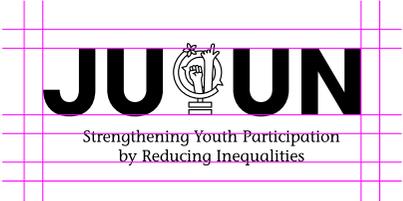
Stands for the SDGs

# THE LOGO

The JUUN Logo with slogan in color, as well as in black and white.



Strengthening Youth Participation  
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Logo in the grid  
with safe space around



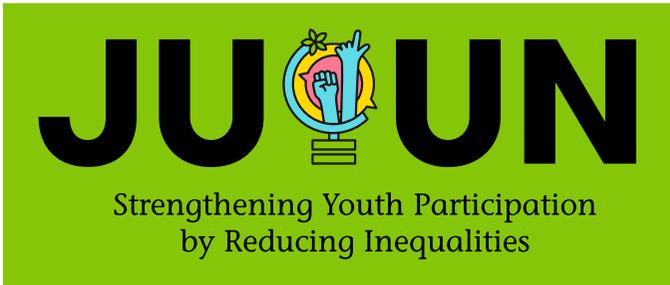
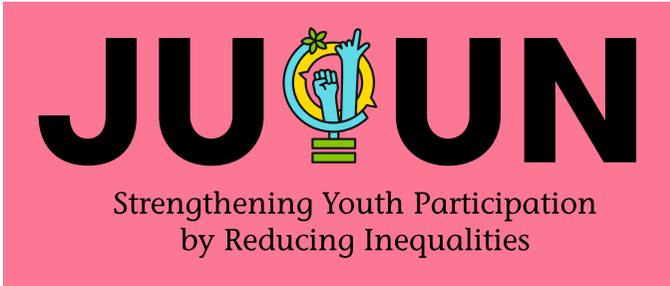
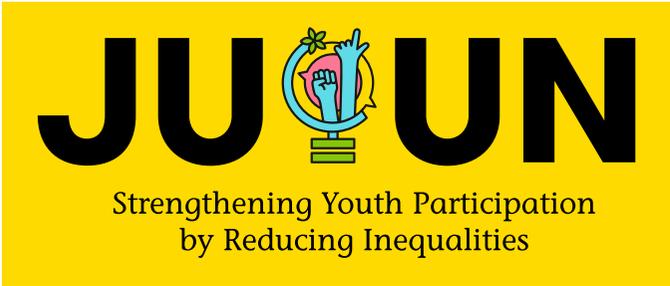
Logo in white on black  
background



Logo in black on  
bright background

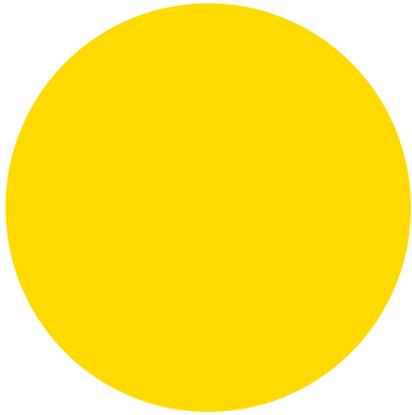
# THE LOGO

The JUUN Logo also works on the four corporate colors of the BJV.

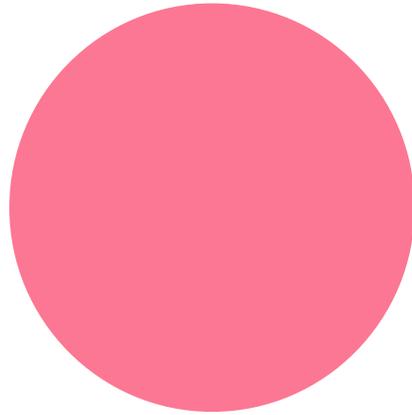


# THE COLORS

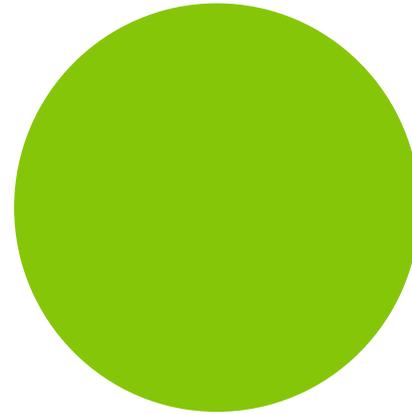
The colors palette is the same as the corporate colors of the BJV.



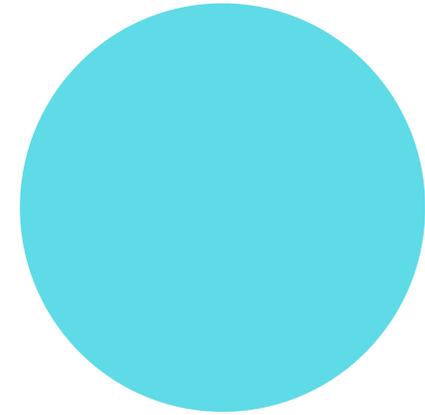
YELLOW  
R 255 | G 218 | B 0  
CMYK 0 | 15 | 100 | 0  
#FFDA00



RED  
R 252 | G 119 | B 147  
CMYK 0 | 60 | 30 | 0  
#FC7793



GREEN  
R 134 | G 198 | B 9  
CMYK 50 | 0 | 90 | 0  
#FFDA00



BLUE  
R 95 | G 218 | B 231  
CMYK 55 | 0 | 20 | 0  
#5FDAE7

# THE FONT

The fonts are the same as the corporate fonts of the BJV.

# I AM A HEADLINE 01 FONT, GT WALSHEIM IN BOLD

The headline uses  
only capitals.

## Ich am a Headline 02 in Walsheim Medium

Ich bin die Fließtext Schrift, die ITC Stone Informal Std. Ich bin ein Platzhaltertext   
von der BJV's Website. Beteiligung von Kindern und Jugendlichen ist stets das

Grundanliegen der BJV und seit 1989 in der UN-Kinderrechtskonvention als Recht  
verankert. Junge Menschen zu beteiligen bedeutet, dass sie bei Entscheidungen,  
die sie betreffen, mitwirken und ihre Lebensbereiche aktiv mitgestalten können.  
Die BJV versucht u.a. in der ARGE Partizipation, inhaltliche Impulse zu geben  
und die Qualität von Beteiligungsangeboten zu fördern.

The Headline 02 can  
also be used in one of  
the four colors. Not in  
capital letters.

The text font is ITC Stone  
Informal Std. It is import-  
ant to use enough line  
spacing.  
As a guideline, see x  
(increases readability).

# THE USAGES



# THE USAGES



**ICON BACKGROUND**

