

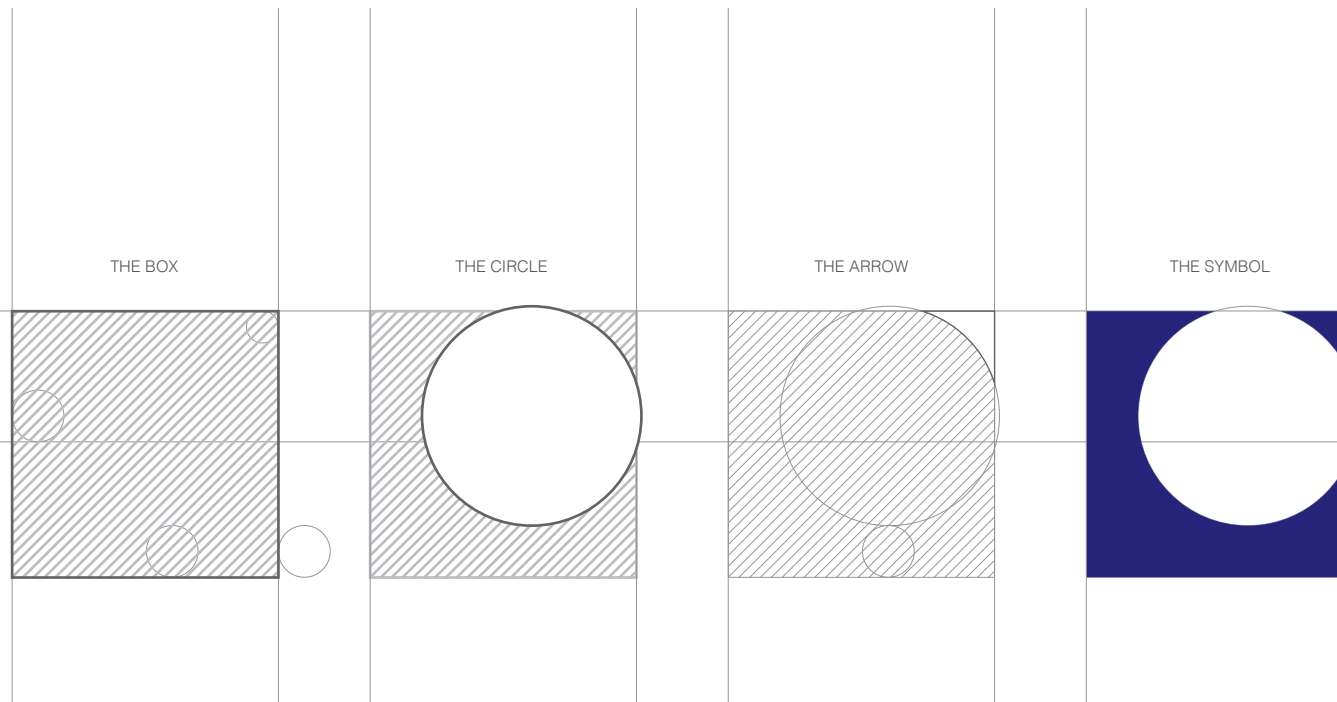
KCSF

FONDACIONI KOSOVAR PËR SHOQËRI CIVILE
KOSOVAR CIVIL SOCIETY FOUNDATION

BRANDBOOK

INSPIRATION FOR LOGO RE-DESIGN

Kosovo Civil Society Foundation rebranding project has brought immense interest and pleasure among the team that was appointed for the project. Understanding the purpose and mission of the organization and the desire for rebranding, it naturally became our mission to aim for perfection. In this vein of thought, our first step was to look into the field of mathematics as the one perfect and/or precise science. More precisely, we chose to look into the Golden Ratio, and see if we can maneuver with it to reach for that one ideal logo. And we think we have achieved it.



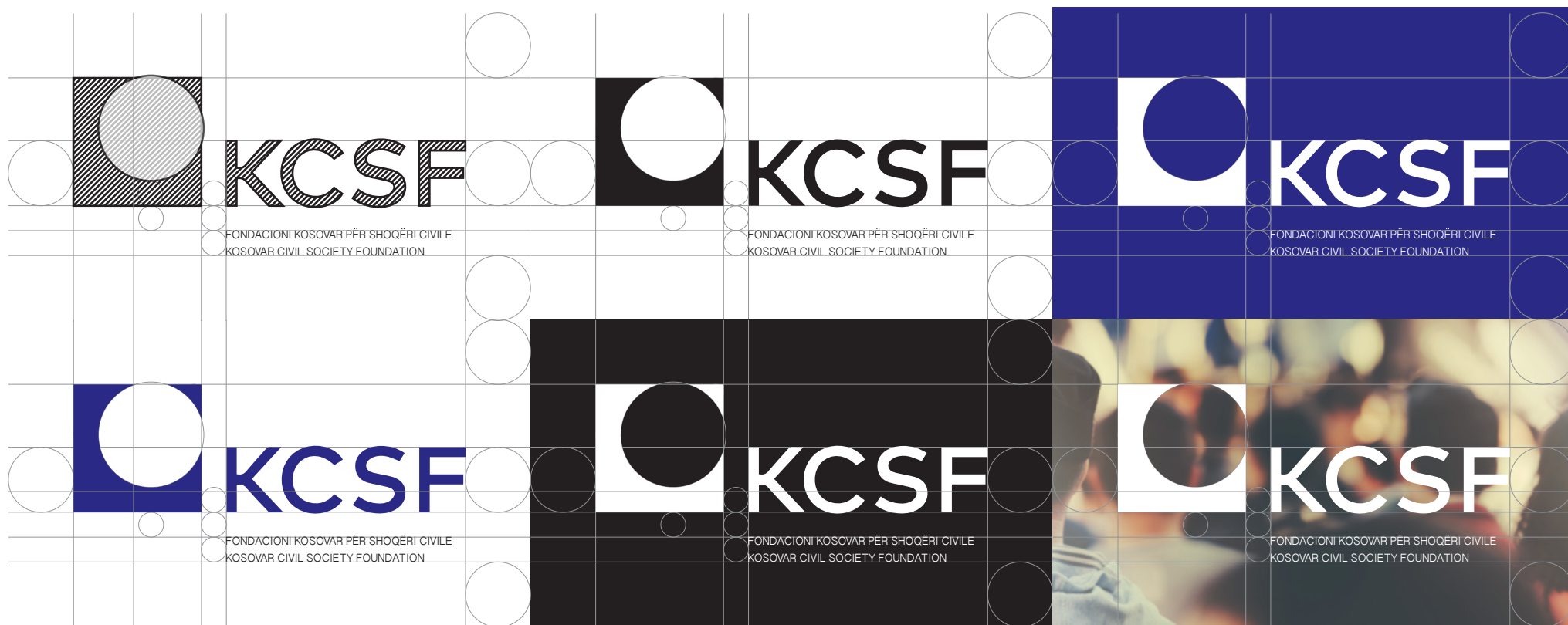
Rebranded Logo - Horizontal



Rebranded Logo - Vertical



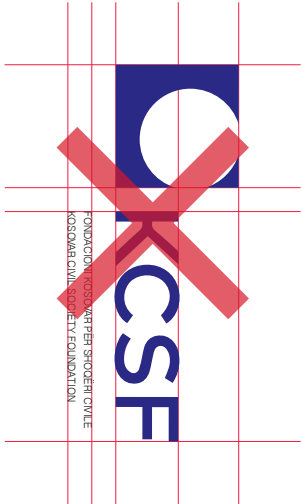
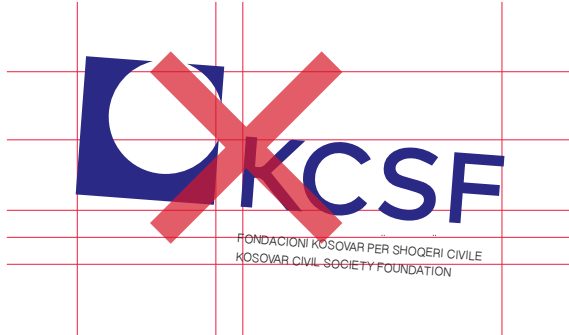
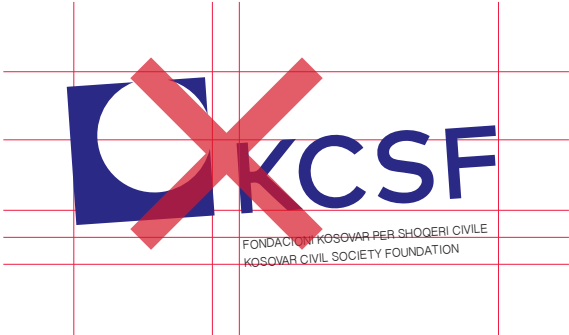
Usage in other colors



Usage in other colors



Misuse



Color scheme

CMYK 100 100 0 10



Main Color

CMYK 100 90 0 20



Civil Society

CMYK 100 60 0 5



European Integration

CMYK 100 90 0 20



Grants

CMYK 0 50 90 0



Education & Scholarships



DIN PRO FONT FAMILY

DIN PRO REGULAR

12 pt-

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the

10 pt-

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8 pt-

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DIN PRO MEDIUM

12 pt-

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DIN PRO LIGHT

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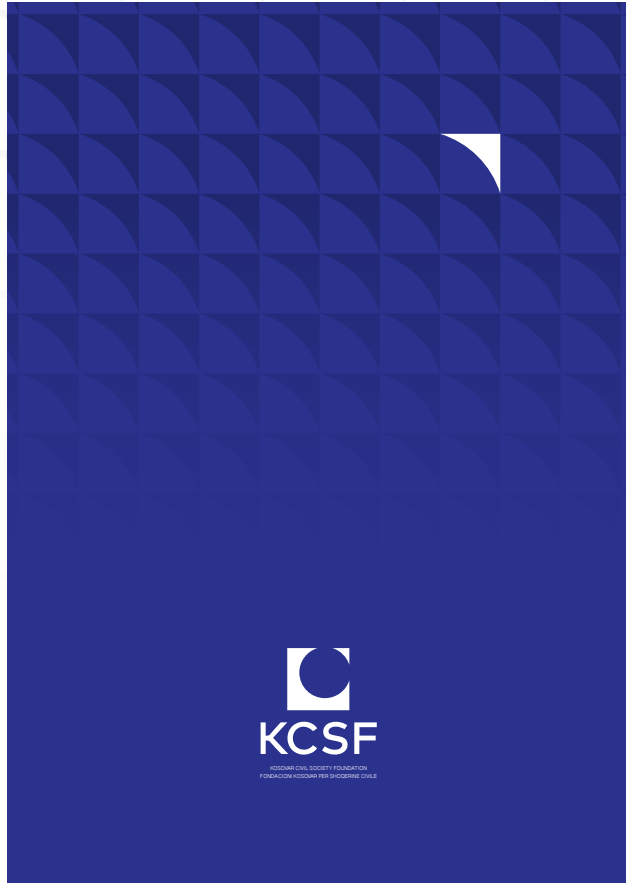
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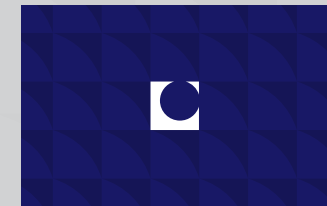
8 pt-

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the

Background pattern usage



Corporate Stationery



Corporate Stationery





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www.kcsfoundation.org



Website - Desktop, Phone , Tablet

