Visual Identity Guidelines

Our Story

Fighting inequalities

Resistiré is the acronym for a two-year EU-funded project that bears the following full title: "RESISTIRÉ: Responding to Outbreaks through Co-creative Inclusive Equality Strategies".

The baseline is : Reducing Gendered inequalities caused by Covid-19 policies

Resistiré is a two-year EU project funded under the Horizon 2020 call "Advancing knowledge for clinical and public health responses to the 2019-nCoV epidemic" - and contributes to the reduction of gendered and intersectional inequalities arising from COVID-19 policy responses and creates innovative operational tools to address inequalities.
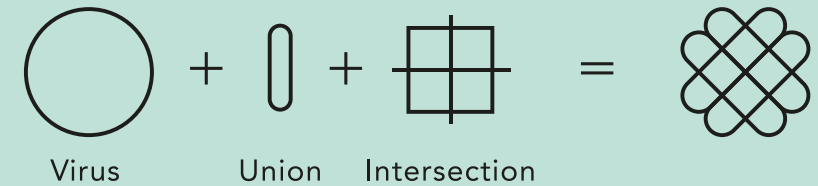
It is designed to achieve its results through multi-disciplinary research insights, cross-sectoral co-creation, solution development and a wide dissemination strategy. The project will provide in-depth knowledge and understanding of existing problems, as well as current and future priorities and solutions.

Our Logo

The Logo

Our logo is a combination of different ideas. We wanted it to remind the general shape of a virus but we also wanted to represent the concept of union, because we consider that this fight is to be fought together. The idea of intersection was also important to us because it shows that inequalities have a great impact in the different spheres of a person's life.

Virus + Union + Intersection =

RESISTIRÉ

Reducing gendered inequalities
caused by COVID-19 policies

The Logo

It is important that the Resistiré Logo remains perfectly legible and free from obstructions. For this reason, we ask that you adhere to the guidelines outlined below, and on the following pages.

Clear space :
To ensure the logo is free of any visually distracting elements, a minimum clear space has been defined. This clear space changes proportionately in relation to the height of the logo.

Minimum height:
All versions of the Resistiré logo may be upscaled proportionately to any size. However, to maintain legibility, minimum height restrictions apply.

Clear space : height of the purple arrow
Minimum height : 15 mm

Version 1 :
Logo with baseline

Version 2 :
Logo without baseline

Version 3 :
Icon only

RESISTIRÉ
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Typography

Header
Baloo Regular

Body
Avenir Book

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Colors

MIDDLE BLUE GREEN

HEX : #87cac0
R 135 **V** 202 **B** 192
C 51 **M** 0 **J** 30 **N** 0

MELLOW APRICOT

HEX : #f9b76a
R 249 **V** 183 **B** 106
C 0 **M** 34 **J** 64 **N** 0

BURNT SIENNA

HEX : #ef7850
R 239 **V** 120 **B** 80
C 0 **M** 64 **J** 69 **N** 0

PINE GREEN

HEX : #007a80
R 0 **V** 122 **B** 128
C 100 **M** 0 **J** 40 **N** 30

SPACE PURPLE

HEX : #2b2846
R 43 **V** 40 **B** 70
C 100 **M** 100 **J** 60 **N** 20

EMINENCE PURPLE

HEX : #582b73
R 88 **V** 43 **B** 115
C 80 **M** 97 **J** 17 **N** 06

POWDER BLUE

HEX : #c0e1d7
R 192 **V** 225 **B** 215
C 30 **M** 0 **J** 20 **N** 0

AFRICAN VIOLET

HEX : #a877b2
R 168 **V** 119 **B** 178
C 40 **M** 60 **J** 0 **N** 0

Pattern