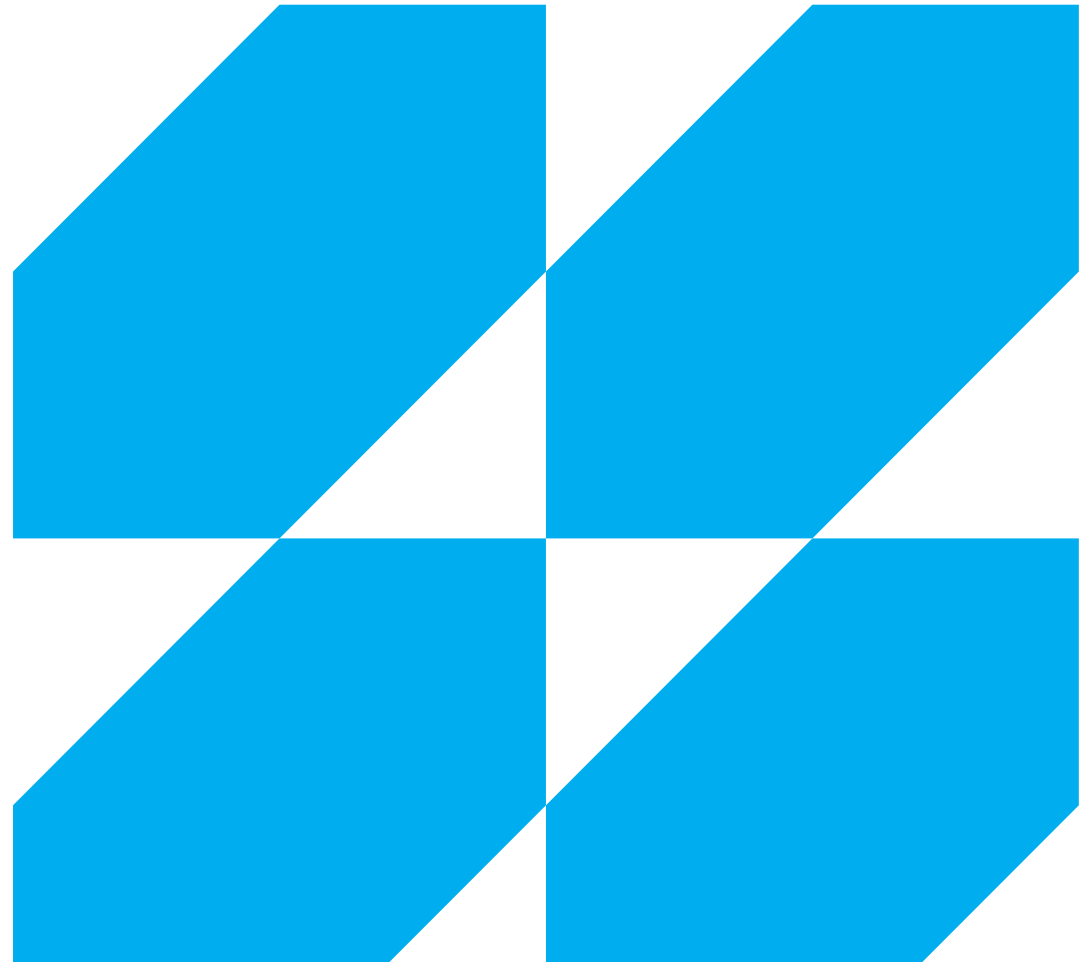


Brand guidelines

Feb, 2024







Main logo

Our logo comprises four distinctive 'petals,' each mirroring the elements featured in the Luxembourg Aid & Development logo. When unified, these four petals seamlessly transform into a dynamic rocket poised for ascent, embodying the spirit of Project MAE/023, which endeavors to uplift and propel enterprises towards growth. In acknowledging the private sector as a catalyst for pivotal innovations driving Sustainable Development Goals (SDGs), our emblem underscores its potential to address multifaceted deprivations and combat poverty.

Project MAE/023 signifies a departure from conventional top-down engagement with the private sector, opting instead for an egalitarian partnership characterized by shared costs and risks. Emphasizing local ownership and knowledge, the petals arranged side by side symbolize the robust collaborations envisioned within the project. Meticulously integrated into the logo, these petals resonate with the iconic blue hue of Luxembourg's flag.

This color choice poignantly reflects the nation's importance as a founding member of the European Union, positioning our logo as a testament to Luxembourg's influential role on the European stage.



The Business Partnership Facility endeavors to foster transformative synergies between at least one enterprise rooted in Luxembourg or the European Union and another entity (be it private or public) domiciled in a developing nation eligible for public development assistance, as delineated by the discerning parameters set forth by the Development Assistance Committee (DAC).

Our insignia showcases a duo of whole petals and a pair of demi-petals, artfully rendered as ethereal wings. These wings encapsulate the metaphorical essence of propelling you towards your loftiest aspirations and ambitions. They stand as a symbol of the ceaseless pursuit of excellence, and an unwavering dedication to chart unexplored territories and embrace avant-garde ideas. The global emblem assumes the semblance of a diligent bee, dynamically contributing to the flourishing of its collective and the opulence of the community.



LuxAid Challenge Fund forges pathways to explore inventive solutions, aspiring to unveil more nuanced strategies in response to developmental challenges. Tailored for burgeoning startups and SMEs in their embryonic phases, it extends an enticing call for proposals.

In the symbolic language of our logo, a prominent circle unfolds—a visual ode to the entrepreneurial facet inherent in our projects. This circular emblem, reminiscent of a vibrant trampoline, encapsulates the very soul of our initiative—a kinetic launchpad propelling startups into realms of unprecedented success.

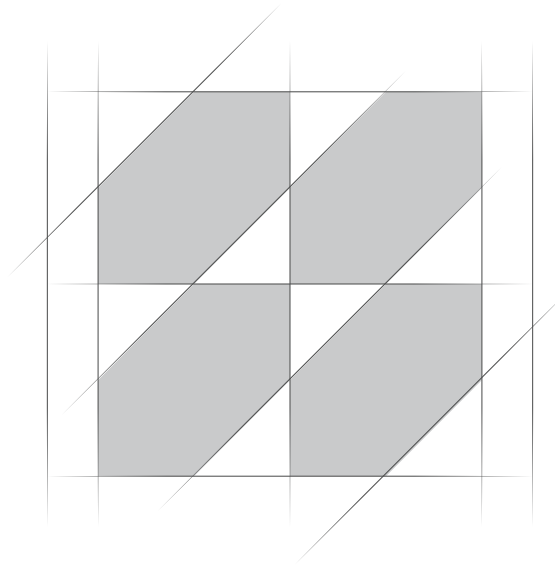
From this pivotal juncture, enterprises gracefully catapult themselves to soaring altitudes. The trampoline, a metaphor for resilience, echoes the robust nature of our mission. Its innate ability to rebound mirrors the tenacity required for transformative success, embodying a powerful symbol of strength and fortitude.



LuxAid Demonstration Fund has set its sights on a sophisticated, growth-oriented fund, with the aim of propelling it to new heights by championing and amplifying its battle-tested and innovative strategies. At the heart of the fund's visual identity lies a dynamic emblem reminiscent of a rocket—a potent symbol intricately aligned with the fund's ambitious mission.

This emblem not only encapsulates the fund's unwavering commitment to propelling businesses forward but also mirrors the prowess of rockets, symbolizing the relentless pursuit of technological advancement and human ingenuity. Much like the trajectory of rockets breaking through barriers and pushing the boundaries of science and engineering, this emblem perfectly captures the essence of the fund—a manifestation of innovation and unwavering progress.

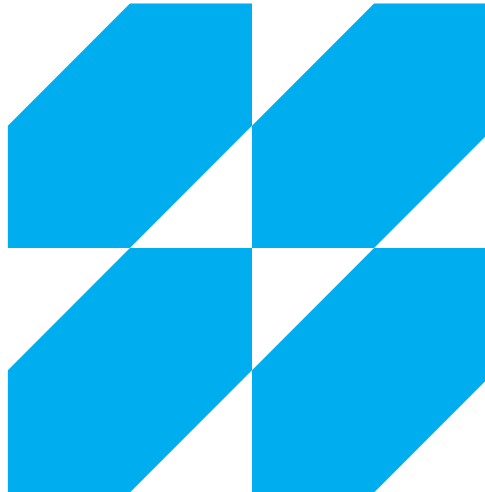
It stands as a visual testament to the fund's dedication to propelling fund organizations into uncharted territories. Just as rockets propel humanity into new realms, the LuxAid Demonstration Fund is poised to propel its chosen fund into a realm of unprecedented success and growth.

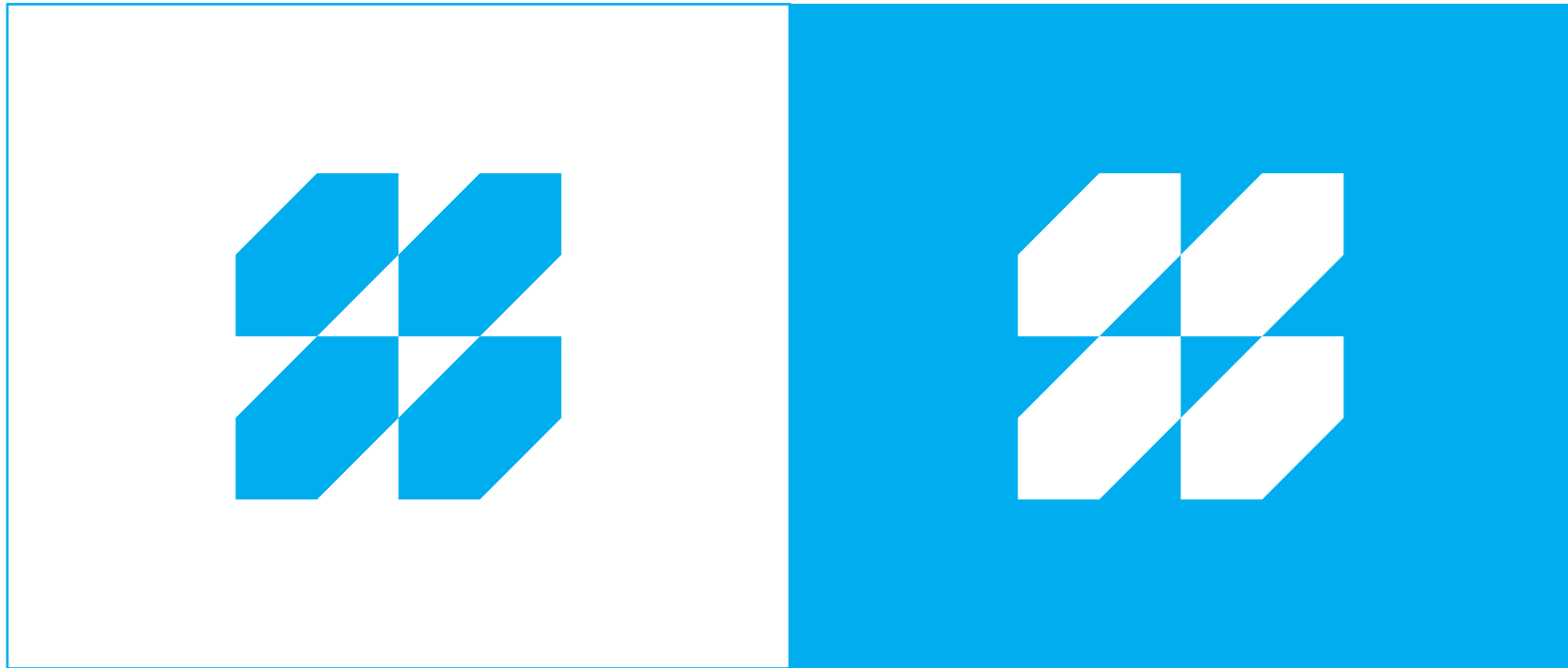


Logo

2024

Main Logo









*The colored version of the logos can only be used on a white background





Clear space guidelines*

In order to preserve the integrity and visual impact of our logos, it is essential to adhere to the designated clear space guidelines. The clear space is equivalent to the size of the icon within the logo and serves as a visual buffer, ensuring that our brand remains distinct and uncluttered. This intentional spacing is crucial for maintaining legibility, allowing our logo to stand out prominently in various applications.

*This rule applies to all other Project logos



2cm (small- minimal size)



4cm (standard)



8cm (large)



Do not use it in outline.



Do not alter the proportions of the logo.



Do not rotate the logo.



Do not distort or wrap the logo in any way.



Do not use drop shadows or any kind of effect



Do not change the color or tone outside of the defined brand colors.



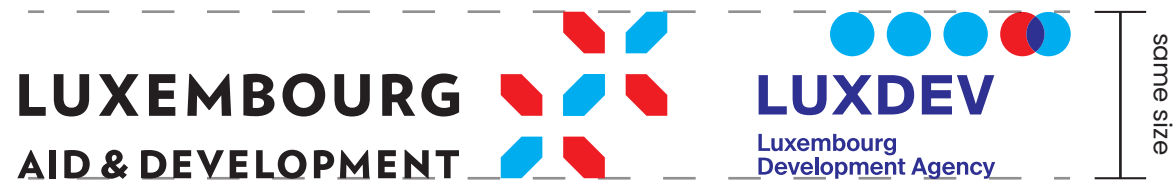
Do not change the icon-text spacing



Do not place the text of instrument anywhere other than on the right side.

Use of the logos

« The Luxembourg Aid & Development » logo is generally positioned first (on the top or on the left side) of any visual presenting MAE/023 cofinanced projects. Specifically for MAE/023 projects, “Luxembourg Aid & Development” and LuxDev logos are positioned together and must have the same size, as presented on this image between the two red dotted lines (NB: the two dotted lines do not appear on the com products).



Examples of use of the logos for social media visuals, as well as posters, rollups, projects presentations:





Print

CMYK: C 100 M 0 Y 0 K 0
Pantone: PROCESS CYAN
Ral: 5015 Bleu Ciel

CMYK: C 0 M 100 Y 100 K 0
Pantone: 485
Ral: 3020 Rouge Signalisation

CMYK: C 0 M 0 Y 0 K 100
Pantone: PROCESS BLACK
Ral: 9005 Noir foncé

CMYK: C 0 M 0 Y 0 K 0
Pantone: 000C White
Ral: 9010 Pure White

Digital

RGB: R 000 G 153 B 255
Web: #0099ff

RGB: R 277 G 006 B 019
Web: #e30613

RGB: R 000 G 000 B 000
Web: #000000

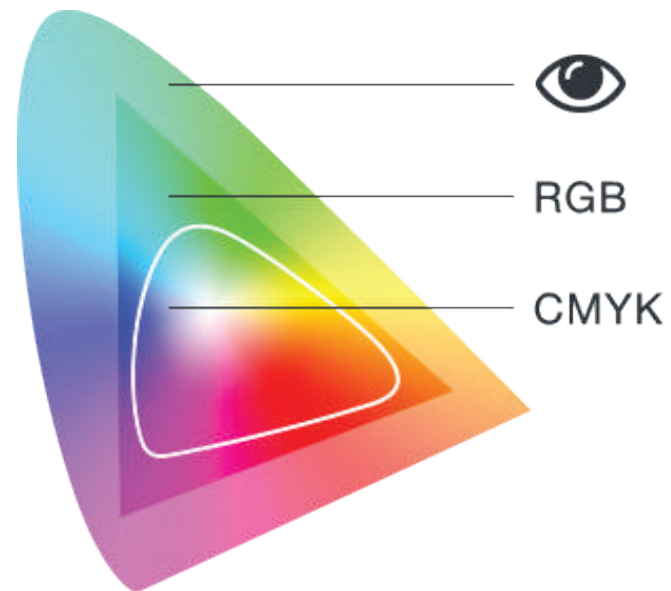
RGB: R 255 G 255 B 255
Web: #FFFFFF

Color challenge

The blue color appears totally different when using the CMYK color (dedicated to print use) or the RGB color (dedicated to digital use).

If you download a design in CMYK color space, it is normal to see a color difference because screens produce RGB colors.

Here is an illustration of what are the colors that are available in CMYK vs RGB.



For digital use on Canva:

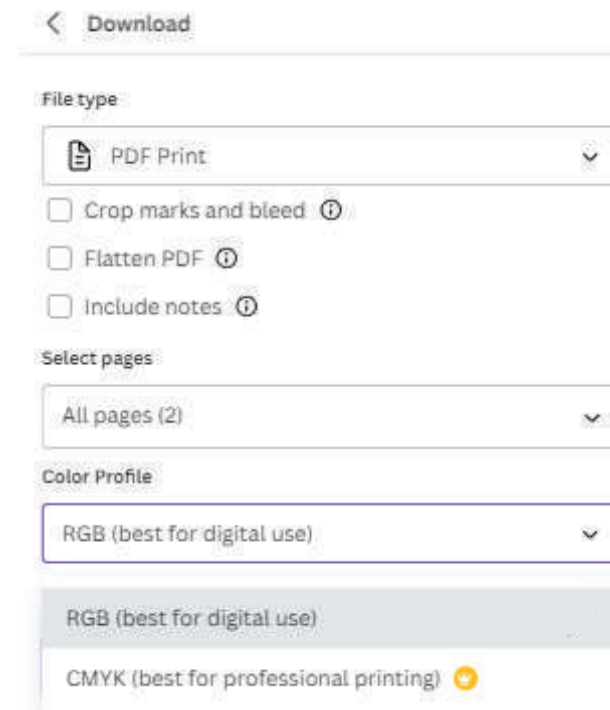
Step 1 – Designing:

Logos: Logos: Use the logos in the “PNG (for digital use)” files in this folder **MAE023 Logo**

Other visual materials (only for LuxDev team): use the proper template on Canva: templates “for digital use”. Preference for PNG elements if you have to choose.

Step 2- Downloading:

Select “RGB (best for digital use)” in the download options.



For print use on Canva:

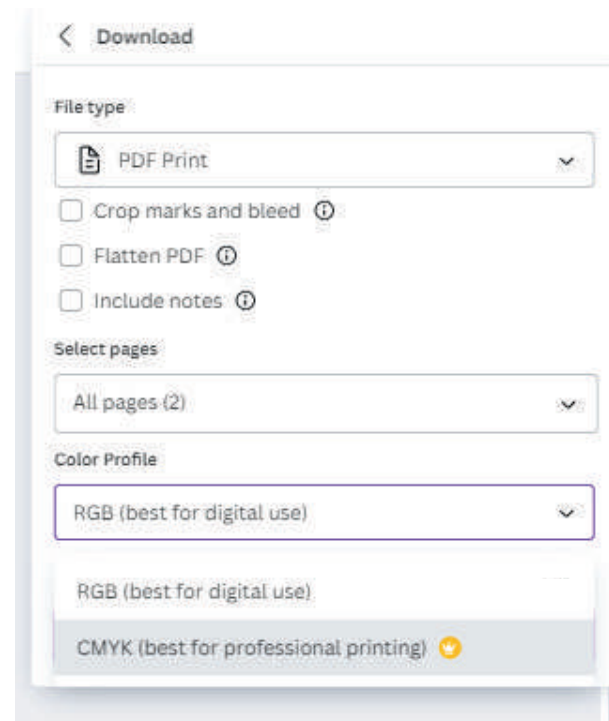
Step 1 – Designing:

Logos: use the PDF format of the logos that you can find here: [main logo](#) / [BPF](#) / [LCF](#) / [LDF](#)

Other visual materials (only for LuxDev team): use the proper template on Canva: templates “for print use”

Step 2 - Downloading:

Select “CMYK (best for professional printing)” in the download options.



AvantGardEF

Our typography is easy to read

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

123456789!@#\$%^&*()_+?

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

123456789!@#\$%^&*()_+?

Icon pack



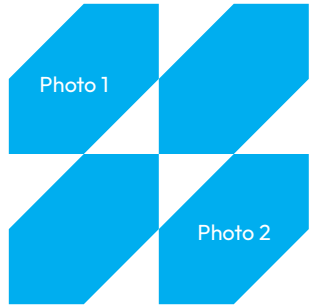
Other colors in which the icons can be used.





**BUSINESS
PARTNERSHIP
FACILITY**

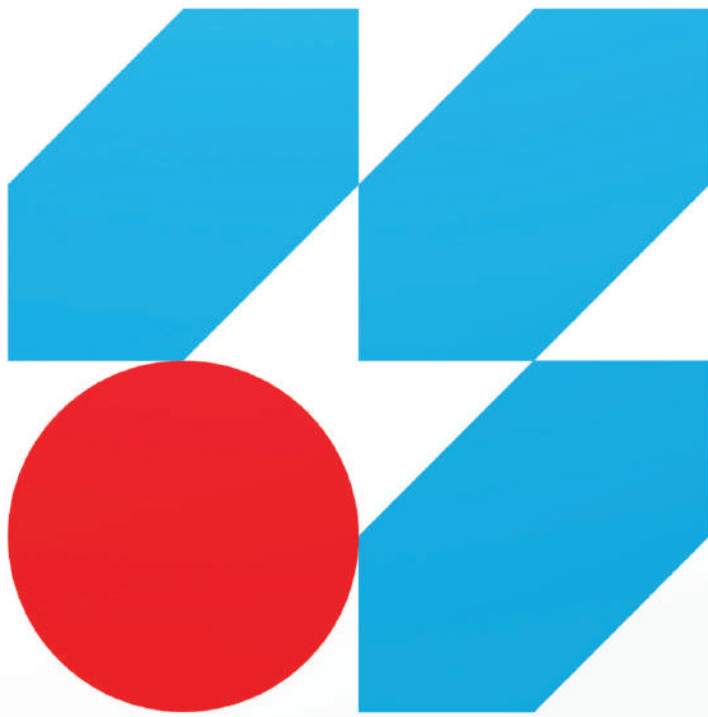




Big title here

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LUXAID CHALLENGE FUND

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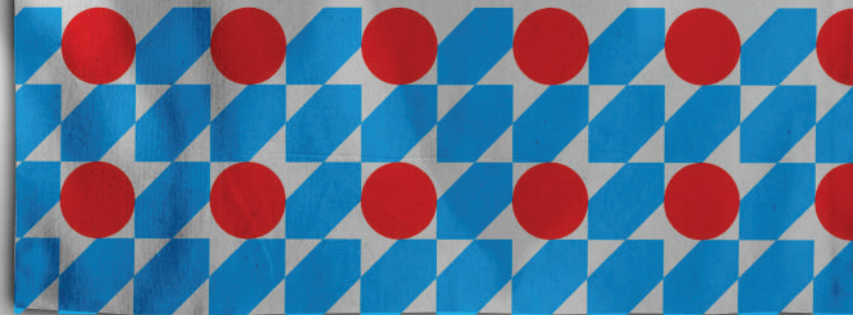
**John
Smith**
Director





 **LUXAID
DEMONSTRATION
FUND**

**LUXAID
CHALLENGE
FUND**





 **BUSINESS
PARTNERSHIP
FACILITY**



 **BUSINESS
PARTNERSHIP
FACILITY**



Boostez votre start-up innovante à fort impact

Cofinancement jusqu'à **140 000 EUR***
pour soutenir l'innovation liée à la
sécurité alimentaire et à
l'apprentissage à distance
*90 millions FCFA

Postulez avant le
8 janvier 2024 !



bit.ly/LuxAidGE

Accélérer l'Impact par l'Innovation

Une initiative du ministère Luxembourgeois des
Affaires étrangères et européennes, mise en
œuvre par LuxDev, l'agence Luxembourgeoise
pour la Coopération au développement.

LUXEMBOURG
AID & DEVELOPMENT





LUXAID
DEMONSTRATION
FUND



John Blue
Founder

johnblue@email.com
+12345678900



Thank you!