The manual sets forth CEWARN's branding standards for all communications done in-house as well as by CEWARN's partners and contractors.
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This is our mission statement. It gives purpose to our business/organization and describes the value it aspires to add to the public.

EMPOWERING STAKEHOLDERS TO PREVENT VIOLENT CONFLICTS!
Our core values are a set of principles that define our brand’s beliefs and character. They collectively serve as a compass for how our brand acts and behaves.

**INNOVATION**

**COLLABORATION**

**AMPLIFYING LOCAL VOICES**

**STRENGTHENING LOCAL INSTITUTIONS**
Our logo is a visual representation of our brand's identity.
For joint occasions with other organizations, the CEWARN identity should be placed on the left side with a minimum clear space equivalent to two times the height of unit I.
LOGO

Usage on Backgrounds

The primary logo on the previous page should be used and take priority whenever possible.

However, when additional color variations are needed for special cases, you may choose from secondary logo options including black & white options and secondary color options.
This is your color palette. Colors are perhaps one of the most impressionable elements of your brand, and is meant to express your brand's personality while providing visual functionality. Here's a breakdown of your palette and how to use it:

**Primary color:** This is your main brand color that should be the most up front and prominent.

**Secondary color:** This is a supportive color to your main color. It should be the second most prominent to add visual interest and variation to your brand.

**Highlight:** Your highlight color is meant to add a "pop" of color in smaller instances and spare moments when an extra color is needed or to call attention to something.

**Neutral:** This is your background color in addition to white, when you need extra depth or a quieter color to sit in the background.

**Logo usage on color palette**

When using secondary color options, be sure to stay within the brand color palette as this allows for your brand to stay clear consistent.
These are your primary and secondary styles. They are specifically chosen and paired to work together to create visual harmony. Much of the information we encounter day to day life is described in text, which is why choosing the right typefaces is key for how we represent our brand visually. Here’s a breakdown of how to use your typefaces:

**Primary style:** This is your main typeface and should be used for the most prominent moments in your messaging such as headlines.

**Secondary style:** This is your supportive typeface for smaller instances, body text, and whenever another level of visual interest is needed.

### Primary

**Arial**

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?.;():#$%&

### Secondary

**OPEN SANS**

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?.;():#$%&
Typography is everywhere around you, and most of the information you encounter in your day to day life is described in text.

Even though we recognize it unconsciously, typeface is a major component of how we see visually. Typeface becomes an important element to communicate the brand’s identity. Typography is like a living creature. It is like a voice of your brand, so in situations where you communicate with users, where you are trying to broadcast information about the brand, use a consistent typeface throughout your communication. It will help the brands to establish a deeper, more meaningful impression to people.