



BRAND GUIDELINES

AUTHORIZED PARTIES

Only stakeholders expressly authorized by Peace and Sport are permitted to use its name, logo, or branding elements, and solely in accordance with the terms of such authorization.

FOR WHO

- CORPORATE PARTNERS
- FIELD PARTNERS - NGOS
- METHODOLOGY & CONTENT PARTNER
- PEACE AND SPORT REPRESENTATIVE OFFICES
- CHAMPIONS FOR PEACE

AUTHORIZED PARTIES

***THE USE OF THE PEACE AND SPORT LOGOS AND
BRAND***

IS PROHIBITED

WITHOUT PRIOR WRITTEN CONSENT



Any unauthorized usage may result in legal action.

These Guidelines explain how to use the Peace and Sport name, logo, and visual style the right way, **for authorized parties.**

The brand is an important tool for sharing our message and building trust around the world. These guidelines are here to help authorized parties to represent Peace and Sport in a consistent way.

Please refer to these guidelines whenever you create materials for Peace and Sport.

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PEACE AND SPORT

General principles

GENERAL PRINCIPLES

The Peace and Sport name, logo and emblem are trademarked.

- 1.** Permission to use the Peace and Sport name, logo and emblem may only be granted in writing and only on approved terms.
- 2.** The presentation of the Peace and Sport name, logo and emblem is strictly controlled and may not be altered. For further information, see the page on the Peace and Sport logo.
- 3.** Peace and Sport does not grant 'exclusivity' or 'endorsement' when it permits the use of its name and logo. For further information, see the section on Peace and Sport statements.



GENERAL PRINCIPLES

How to visually express the Peace and Sport brand, create creative content and use imagery, and develop impactful and compelling narrative.

- 1. Expression of Partnership:** Creating the visual association with Peace and Sport's logo, name and brand
- 2. Creative:** Creating visual assets to highlight the Peace and Sport brand
- 3. Narrative:** Writing and talking about Peace and Sport



PEACE AND SPORT

Expression of partnership

Peace and Sport grants the right for the use of the name, logo, and emblem through a legal contract and under the following conditions in communication materials so that the integrity, independence and neutrality of Peace and Sport are maintained.

1

Name and/or Logo: The Peace and Sport logo (or name) is positioned secondary to the partner's logo. The Peace and Sport logo/name is equal in size to the partner's logo. The two logos/names are placed distinctly separate from each other, thus avoiding creating a joint or lock up logo.

2

Partnership clarification: There is always the appropriate wording to explain the relationship between Peace and Sport and the partner when the two logos and or names are featured.

3

Non-endorsement disclaimer: In partnerships with corporations, foundations, and organizations (such as faith-based organizations, member-based organizations), the following disclaimer should always feature:

Peace and Sport does not endorse any company, brand, product or service.

STRUCTURE AND SPECIFICATIONS

The complete brand block consists of:

- **an arch incorporating a dove,**

the historic symbol of peace.

The arch comprises two ascending columns, one representing peace, the other sport.

They give the impression of moving away from each other before finally coming together to form one. One could not live without the other.

The trophy presented at the annual Peace and Sport Awards ceremony, designed by the Australian designer Marcel Sigel, takes up this arch.

- **the name PEACE AND SPORT®,**

- **the baseline “BE PART OF WHAT MATTERS”**

for which the chosen typography is the ITC Avant-Garde Gothic Std Book, in capital letters

- **the words “Under the High Patronage of H.S.H. Prince Albert II of**

Monaco” for which the chosen typography is

the ITC Avant-Garde Gothic Std Book,

in cape and lower case.



STRUCTURE AND SPECIFICATIONS

LINE SPACING

The space between the three words "PEACE AND SPORT®" that make up the logo is identical. It corresponds to the unit (u).

The line spacing between the name "PEACE AND SPORT®" and the baseline "BE PART OF WHAT MATTERS" corresponds to 2(u).

The line spacing between the baseline "BE PART OF WHAT MATTERS" and the mention "Under the High Patronage of H.S.H. Prince Albert II of Monaco" corresponds to 1(u) and a half.

THE SAFETY MARGINS

The unit (x) is used to define the safety margins around the logo. It corresponds to the height of the letters in the name "PEACE AND SPORT®".

This protective space helps to avoid surrounding visual distractions.



STRUCTURE AND SPECIFICATIONS

LOGOTYPE VS BRAND BLOCK

It is entirely possible to opt for the logotype comprising only the bow symbol and the name "PEACE AND SPORT®".

This version is more commonly used on materials where the small references are difficult to read.

The baseline and the mention of the High Patronage are therefore not compulsory.

They are more commonly used on the more institutional documents.



THE COLORS OF THE LOGO

The logotype color is a linear gradient consisting of blue, the color of peace, blending with green, the color of hope.

The setting characteristics of this gradient for the logo are listed below.

This gradient can also be used on communication documents for text, backgrounds, etc.

It is possible to change the angle and the location to use variants of the gradient.



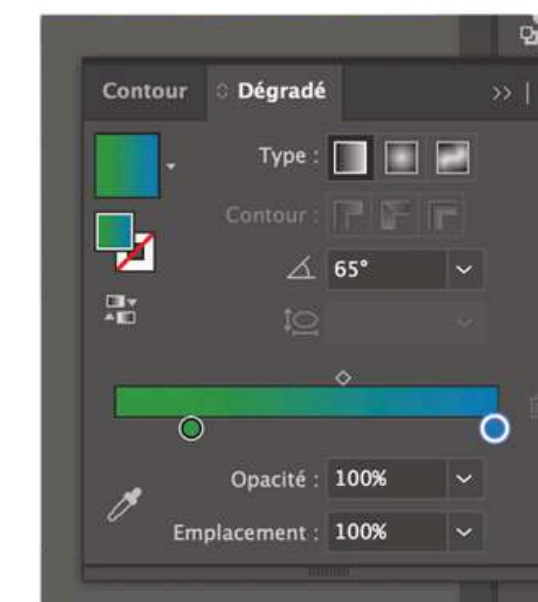
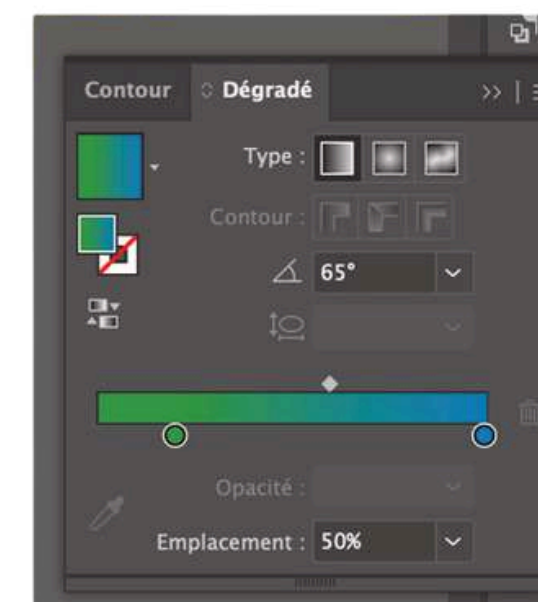
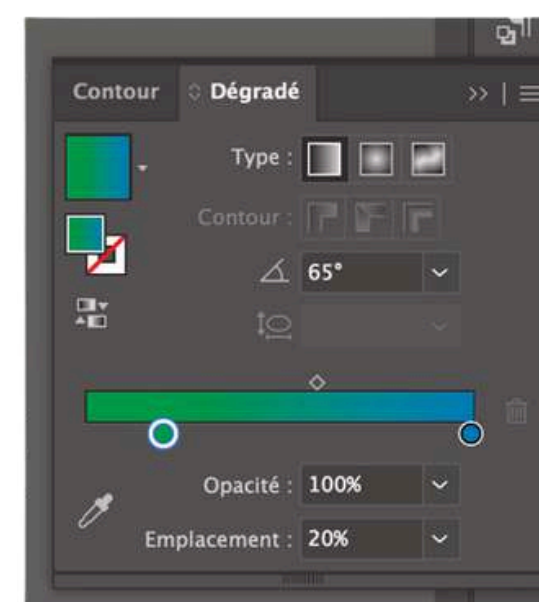
CMJN 79 / 8 / 99 / 0
RVB 47 / 158 / 57
HEX #2F9E39



CMJN 83 / 39 / 1 / 0
RVB 2 / 129 / 196
HEX #0281C4



DÉGRADÉ LINÉAIRE



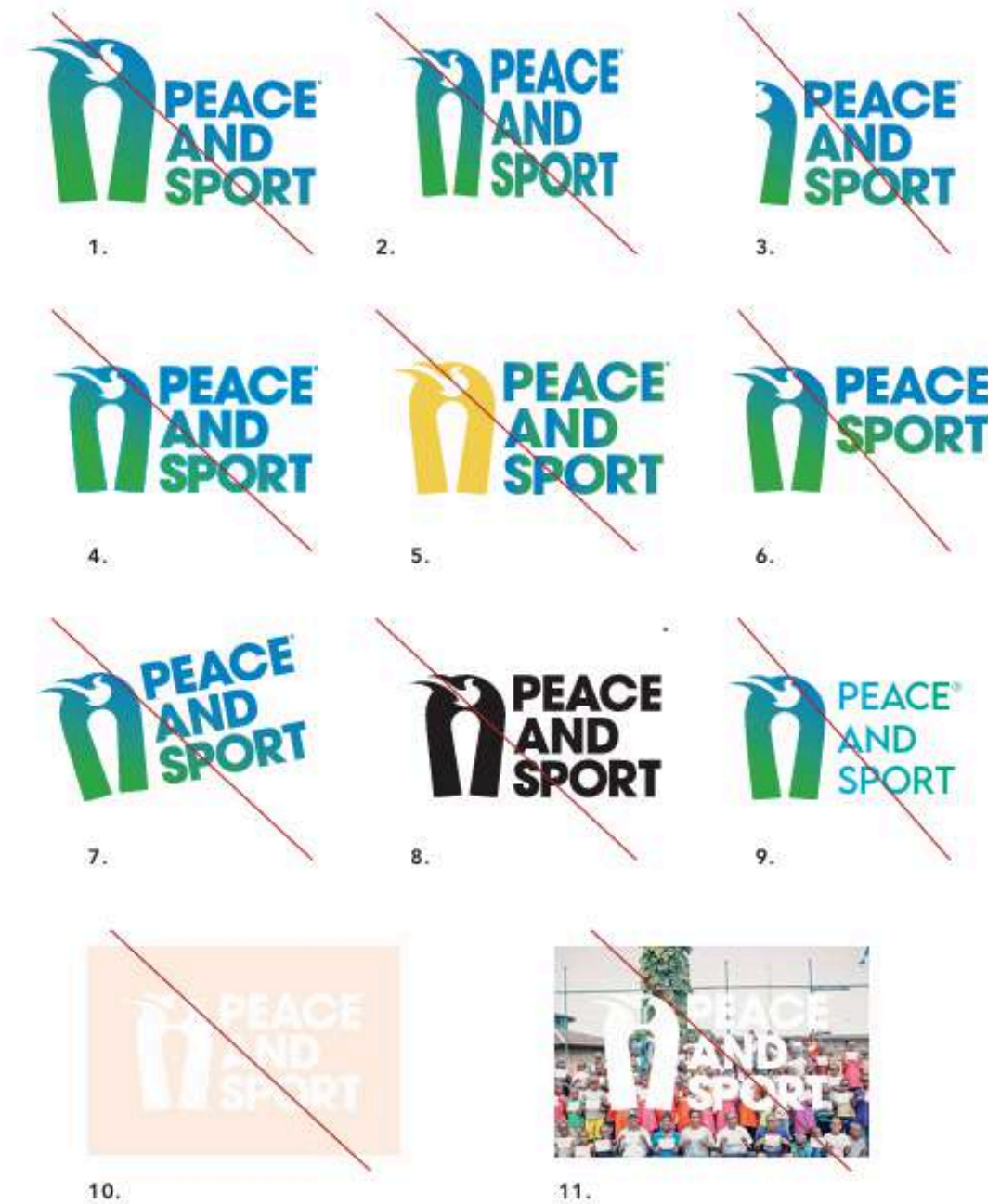
THE COLORS OF THE LOGO

The logotype can also be used in white on a dark background, or on an image as long as it remains clearly legible.



PROHIBITIONS

1. Do not change the proportions of the various logo components.
2. Do not distort, stretch or modify the logo in any way.
3. Do not cut the logo.
4. Do not add outlines.
5. Do not change logo colors.
6. Do not remove logo elements.
7. Do not rotate the logo. The only authorized use is the 0° angle.
8. Do not use the logo in black.
9. Do not change the typography.
10. Do not use the logo in white on a background that is too light, which would make it illegible
11. Do not use the logo on an image that does not allow to read it correctly.



PRINT

ITC Avant-Garde Gothic Std

extralight | extralight oblique | book | book oblique | medium | medium oblique | demi | demi oblique | bold | bold oblique

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

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explale voles lab imaionet mossitature
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ibustibus veconsequibu asciatius qui

ALTERNATIVE WEB

Poppins

thin | thin italic | extralight | extralight italic | light | light italic | regular | regular italic | medium | medium italic | semibold | semibold italic | bold | bold italic | extrabold | extrabold italic

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Name etur audaest, qui nonaes utemo
Name eteo uteeo audsdaest, qui nones
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explale voles lab imaionet mossitature
custiuntio corrov quisx uyut laborace
stium custiuntio quisx uyut labor aces
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custiuntio corrov quisx uyut laborace

THE REFLECTION

The arch, inspired by the classic typologies of sports awards, is the symbol of PEACE AND SPORT.

The PEACE AND SPORT AWARDS trophy is inspired by this shape.

The arch is naturally highlighted as a graphic element in the organization's communications documents.

As a reminder, it represents the symbolic unity of peace and sport.

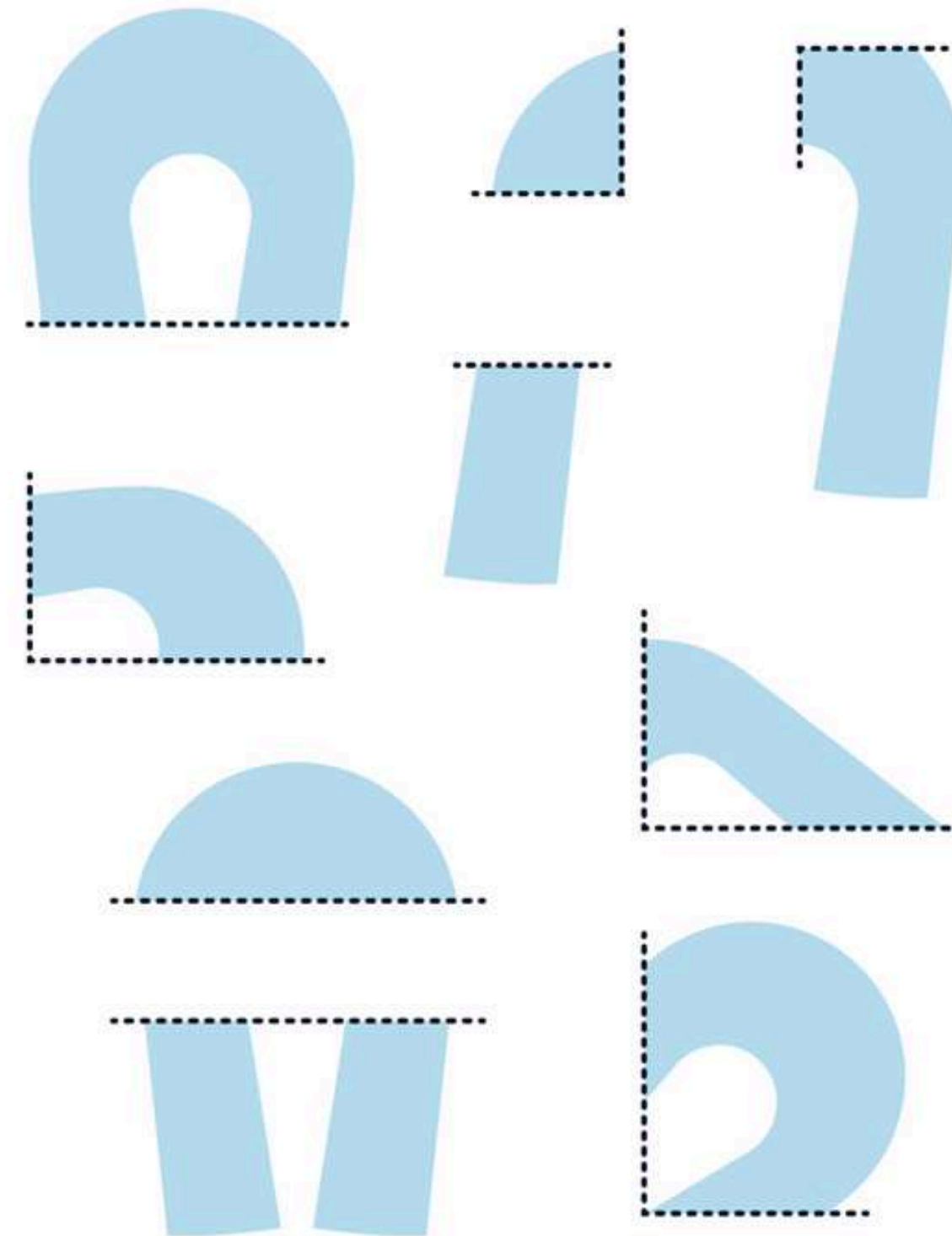
One cannot live without the other.



THE CUTTING RULE FOR THE ARC

The logo should only be cut by a line or at a 90° angle. It must give the impression of continuing beyond the cut.

Several cuts cannot be applied at the same time to obtain a new shape.









COMPLEMENTARY COLORS

In addition to blue, the color of peace, and green, the color of hope, used for the PEACE AND SPORT logo, two other colors are used in the organization's communications.

The lighter shade of blue in the logo allows for the use of brighter, lighter backgrounds. It symbolizes peace, confidence and harmony.

Yellow adds warmth to the rather cold PEACE AND SPORT palette. It counterbalances the blue and green tones. Yellow represents optimism, positivity and happiness.

Black and white are also authorised.

	CMJN 79 / 8 / 99 / 0 RVB 47 / 158 / 57 HEX #2F9E39		CMJN 83 / 39 / 1 / 0 RVB 2 / 129 / 196 HEX #0281c4
	CMJN 7 / 17 / 78 / 0 RVB 243 / 207 / 76 HEX #F3CF4E		CMJN 33 / 0 / 2 / 0 RVB 181 / 224 / 246 HEX #B5E1F7
	CMJN 0 / 0 / 0 / 100 RVB 243 / 207 / 76 HEX #000000		CMJN 0 / 0 / 0 / 0 RVB 255 / 255 / 255 HEX #FFFFFF



VISUAL INTEGRATION

The arch's cut-outs can be used as graphic elements as long as they comply with the color chart (see previous page).

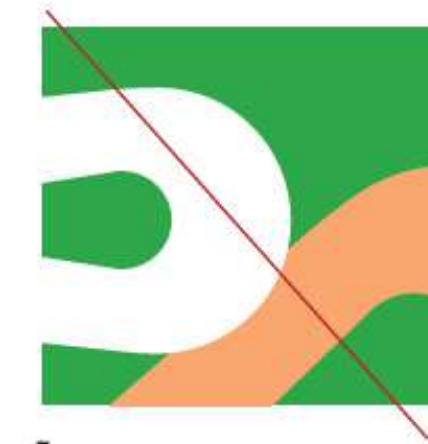
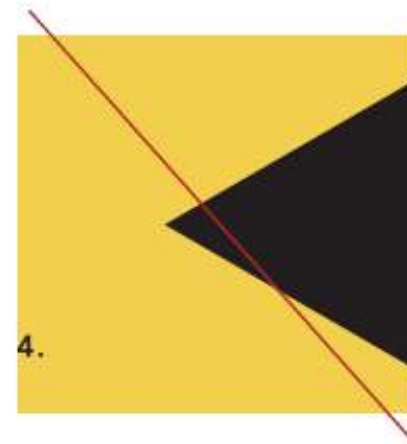
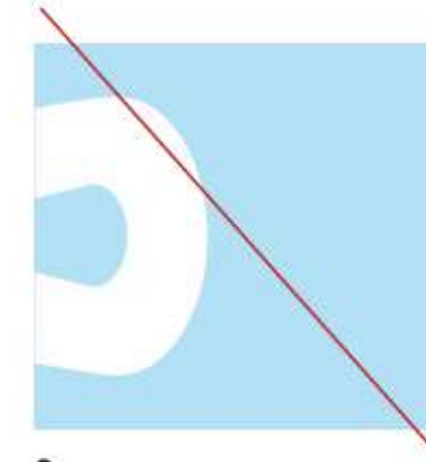
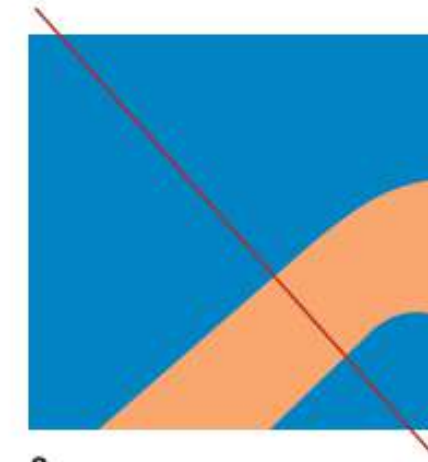
To energize the whole, modernize the organization's image, and reach out to young people, photos can be mixed with the shapes.

Visuals can be integrated into a shape. Juxtaposed with another.



THE PROHIBITED

- 1.** Do not use unauthorized colors by PEACE AND SPORT for the backgrounds.
- 2.** Do not use colors not authorized by the PEACE AND SPORT charter for the arch's cut-out shapes.
- 3.** Do not distort the arch.
- 4.** Do not use shapes other than those cut from.
- 5.** Do not superimpose shapes.
- 6.** Frame photos in the shapes.
Do not cut out faces, for example.



OUR OTHER LOGOS

Expression of partnership | **Our other logos**



Restricted Use

Only under validation of Peace and Sport



Peace and Sport has registered several logos, each with its own specific set of do's and don'ts to ensure proper and consistent use across different contexts and partnerships.

DO'S



Use the appropriate logo for the relevant context:

- **General logo** for broader branding and communications.
- **Forum logo** for events or materials related to the Peace and Sport Forum.
- **Awards logo** for any event or communication linked to the Peace and Sport Awards Ceremony.
- **Peacemakers logo** for peacemakers for the lasting of the project they are involved in
- **WhiteCard logo** for activities promoting the WhiteCard campaign.



Request approval before using logos in new or high-visibility contexts.








Use logos in materials that align with Peace and Sport's values and mission.



Ensure logos are clearly visible and prominent across all materials, including print, digital, and event signage.

DONT'S

-  Do not use logos outside their intended scope (e.g., WhiteCard for unrelated projects or Forum logo outside Forum materials).
-  Do not alter logos by adding effects, changing colors, or distorting proportions.
-  Avoid using multiple Peace and Sport logos together without clear context or authorization.
-  Do not use logos in commercial or political contexts misaligned with Peace and Sport's mission.
-  Do not sublicense or distribute logos to third parties without prior written consent.

THE LOGOTYPE AND TEXT,
SHAPE CUT-OUTS
AND ASSOCIATED VISUALS

Make your text easy to read
by writing them inside a shape.

If necessary, you can add
a white frame on a shape cut-out
to make the text legible.

The same applies to the logotype
and brand block.



PEACE AND SPORT

Creative

STAYING ON-BRAND WHEN PORTRAYING BENEFICIARIES AND THEIR COMMUNITIES IN IMAGES

Creative | **Staying on-brand when portraying beneficiaries and their communities in images**

Peace and Sport is committed to ensuring that the beneficiaries, children and their communities that benefit from Peace and Sport -supported programs (i.e. Peacemaker program) are at all times treated with respect and dignity, are not taken advantage of, and are protected from being exploited.

Hence, it is important that the depiction of representation of children and their communities, in materials when associated with Peace and Sport , are respected, and that all assets are free of elements which could damage the brand.

All existing or created visual assets should be:

- **POSITIVE AND OPTIMISTIC**
- **DIGNITY IS RESPECTED:** Respectful of dignity of those in the imagery
- **REALITY IS RESPECTED:** Respectful of portraying the reality of those in the imagery
- **INCLUSIVE, NEUTRAL AND ALIGNED WITH PEACE AND SPORT PRINCIPLES**



POSITIVE AND OPTIMISTIC

Highlight the positive impact that the Peacemaker program have by reflecting children as children – learning, playing, doing sports – by themselves, with other children, or in groups with friends and family.

- ✓ Images and copy should reflect children as children – playing, learning, doing sports, having fun, enjoying themselves with friends and family, etc.
- ✓ Beneficiary images should not focus on an issue, but instead focus on the impact, the support of Peace and Sport (through affiliated programs on the field) can achieve.
- ✓ Images and copy should always be approved by Peace and Sport or be part of the image bank provided (if agreed in the contract)



DIGNITY IS RESPECTED

- ✓ Respect the dignity and rights of the child in every circumstance; respect the right to privacy of children and their communities portrayed.
A good question to ask oneself is, "If this was my child or family, would I want them portrayed in this way?"
- ✓ Consider leveraging alternative imagery to photography such as illustrations or graphic design.
- ✓ Be sensitive to the ramifications of exposing a child's situation and always act in the best interest of the child.



REALITY IS RESPECTED

- ✓ Portray children/beneficiaries in natural, everyday situations.
- ✓ Use unposed, realistic images with simple clothing.
- ✓ Show their individuality and complexity.
- ✓ Maintain photo integrity—no alterations or enhancements.
- ✓ Captions and testimonies must match the image.
- ✓ Avoid using photos as decorative elements or placing text/branding on faces.



INCLUSIVE

- ✓ Celebrate all children irrespective of ethnic, religion, status or physical differences and do not highlight differences; images should reflect inclusion (gender, ethnicity, disability).
- ✓ Ensure sensitivity to cultural differences that could differ within a country or region. For example, only differentiate ethnic or cultural differences of children through a non-exaggerated portrayal of different skin tones and hairstyles



RECOMMENDATION FOR VISUAL EXECUTION

NEUTRAL AND ALIGNED WITH PEACE AND SPORT PRINCIPLES

Peace and Sport is a non-partisan, and religious-neutral (impartial) organization and hence political and religious topics are sensitive areas.



Images representing or referencing Peace and Sport's exclusionary and sensitive areas are considered off-brand and cannot be included in any visual representation.



Do not use images that could be perceived as political or religious or that indicate any kind of affiliation, or association for Peace and Sport.

For example, avoid imagery where religious symbols are used.



Do not use potentially sensitive and restricted/exclusionary images, such as, weapons, tobacco, alcohol, infant formula, gambling or any adult content.

Our values

Neutrality, Resilience, Inclusion,
Independence, Equity, Dialogue

Credit Peace and Sport images using the **following structure:**

©Peace and Sport / Photographer's name (if any)

If using model, stock images or illustrations and designs, these need to have the appropriate legal copyrights and credits.

The copyright to a photo belongs to the person/organization that takes/commissions the photo (either Peace and Sport or the Partner).

NOTE: Peace and Sport must approve all photography before they can be used by a partner.



PEACE AND SPORT Narrative

All communication shall be:

1. Restrained to Peace and Sport's **focus area**
2. Fit within Peace and Sport' **scope of action**
3. Respect Peace and Sport's **positioning** and **approach**
4. Highlight the **impact** created through the partnership
5. Present **best practices** or **challenges** towards achieving the shared goals

SPORT FOR PEACE



Using sport with the **intention** to achieve social objectives, encouraging the acquisition of knowledge and skills to promote a culture of peace

CULTURE OF PEACE



values, attitudes and behaviours that put the **focus on dialogue and respect** as a way to **prevent violence and avoid conflict** at all scales (among individuals, groups, states)

PEACE EDUCATION

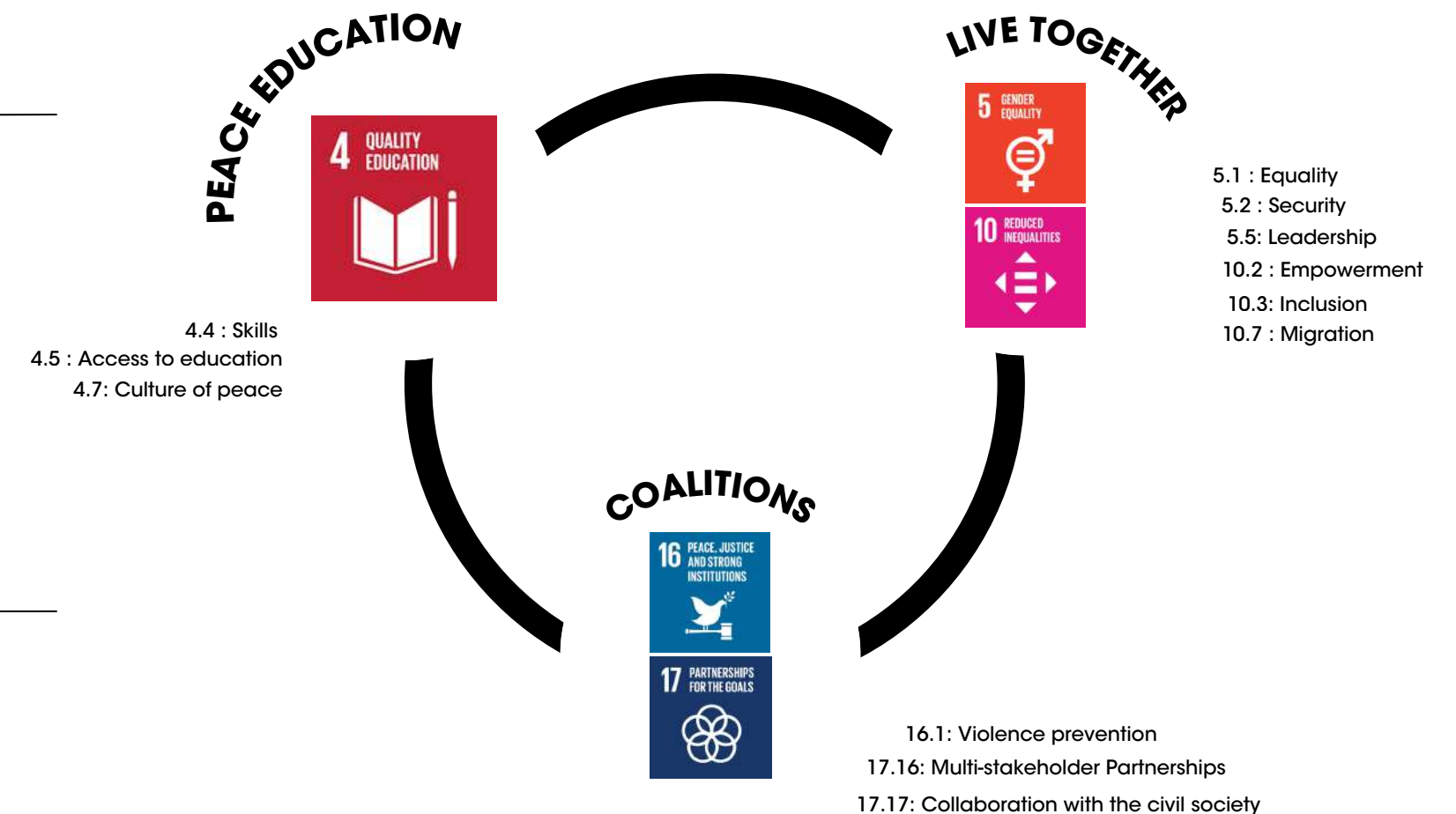
- Using sport as a tool to foster the acquisition of **knowledge and skills** necessary to promote a culture of peace
- Emphasizing the importance of **training educators** to use sport as a means to achieve social objectives

LIVING TOGETHER

- **Empower** youth, women and marginalized communities
- Bring people together and **overcome differences**
- Promote **inclusion** of all

COALITIONS

- Promoting **multi-stakeholder** partnerships that capitalize on each party's expertise and resources
- Encouraging the **duplication of best practices**



PEACE AND SPORT IS:

- An international, neutral and independent organization
 - Anchored in the Principality of Monaco's neutrality
 - Supported by the Champions for Peace
-

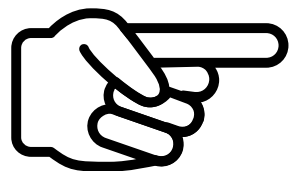
OUR APPROACH:

- **With locals, for locals:** collaborating closely with communities across continents to understand their challenges, identify successful practices, and deliver tailored solutions through sport
- **Bottom up:** informing leading international organisations and decision-makers about challenges and best practices at the community level
- **Bridging the gap:** aligning the priorities of international donors with on-the-ground realities, ensuring that sport is incorporated into integrated, multi-sectoral approaches

EMPOWERMENT **ROLE MODELS**
DIALOGUE **CHANGE MAKERS** **INCLUSION**
UNDERSTANDING **PEACE EDUCATION** **RESPECT**
EQUITY IN FRONT OF THE RULE **UNIVERSAL LANGUAGE**
COALITION **IMPACT**



- Focus primarily on the partnership's impact, whether qualitative or quantitative
- Use figures related to financial or in-kind contributions only as secondary messages.
- Clearly outline how the target populations are benefiting from the partnership.
- Highlight beneficiaries' stories and ensure their voices are heard.
- Present the goals of the partnership before communicating its results or impact.
- Always prioritize child safeguarding by avoiding the use of exact full names or addresses.
- Ensure visual materials featuring beneficiaries (children, educators) portray them with dignity and respect.
- Align all partnership communication with Peace and Sport's reputation as a respected and trusted organization.



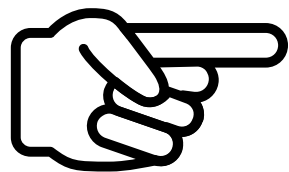
It is vital that partnership narratives inspire trust. Trust is very important for Peace and Sport, as the organization depends on the support of donors, stakeholders, and institutions who must be confident that resources are being utilized effectively and efficiently.



- Associate Peace and Sport's leadership or Ambassadors with initiatives, programs, or campaigns in which they are not directly involved or for which they didn't give informed consent.
- Include Peace and Sport in communications unrelated to its focus area and scope of action. Avoid communications focused solely on athletic performance.
- Communicate overstated or exaggerated results. Results should be realistic and aligned with the resources (financial or in-kind) provided through the partnership.
- Attribute specific results solely to one party. Claims should reflect the collective impact of the partnership.
- Use vague statements that cannot be quantified or verified. Always accurately convey the reality of a situation without embellishment or exaggeration.
- Include biased, religious, or political messaging, as Peace and Sport upholds a neutral and impartial stance.



- Refer to sensitive topics, such as violence, or include provocative or controversial content.
- Use narratives that may be perceived as patronizing, condescending, discriminatory, or perpetuating stereotypes.
- Ask beneficiaries to express gratitude or support for a partnership. Quotes from beneficiaries should always be authentic and unscripted.



Peace and Sport's neutrality is a key factor in its ability to prioritize the needs of vulnerable communities, free from political or social constraints. Content associated with Peace and Sport must remain appropriate and impartial; any perception of partisanship toward specific political or religious views could undermine its mission



CREATE THE LEADERS OF TOMORROW TODAY