



CHANCE

VOTE EQUALITY

Guidelines for Brand Communication

Essential guidelines to create communications in the CHance style.



CHAPTER 0
CHANCE, THE PROJECT

CHANCE

VOTE EQUALITY



CHance is an independent initiative to inform on the Swiss political parties' positions on some of the most relevant themes for gender equality.

Our mission is to help you "Vote Equality" on 20. October 2019.

Colors and symbols of Chance.

Violet

It's a mystic color, the fusion of Ciano and Magenta, associated to the Creativity and Immagination. The color reflects the sense of female soul without the fragility of the rose. It's a strong and powerful color, important for the visual perception of strongness and solidity.

Grey

Grey is associated to Power, Elegance, Leadership. Means Authority and transmits feelings of Prospective and Deepness..

Humans H symbol

The letter "H" of the brand is composed by two humans, they stay in front each others, as a mirror, with the arms almost touching. The color of the symbol is violet, it remains women but not as a punch, the campaign is not directed only to the women, it's for all of us. The meaning is really clear: Equality and Rights.



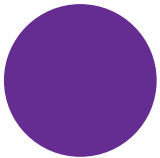
CHAPTER 1
LOGO, TAGLINE AND BRAND

CHANCE

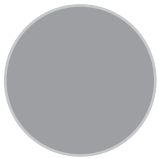
CHANCE
VOTE EQUALITY

CH

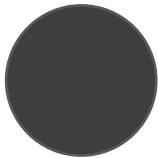
PANTONE AND CMYK



Pantone 2613 C
C75 M100 Y0 K0



Pantone Cool Grey 6C
C0 M0 Y0 K45



Pantone 425 C
C0 M0 Y0 K80

CHANCE



15 mm
Minimum Size

CHANCE
VOTE EQUALITY



25 mm
Minimum Size

CH



Minimum Size

CHANCE

CHANCE
VOTE EQUALITY

Ch

CHANCE



15 mm
Minimum Size

CHANCE
VOTE EQUALITY



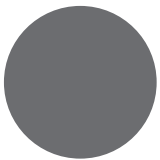
25 mm
Minimum Size

Ch

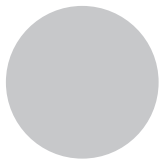


Minimum Size

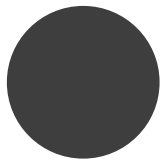
GREYS



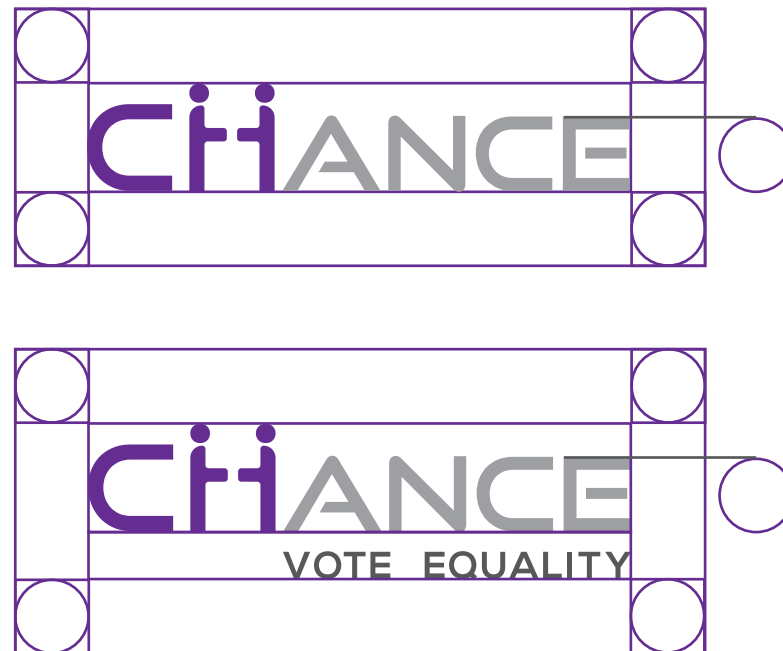
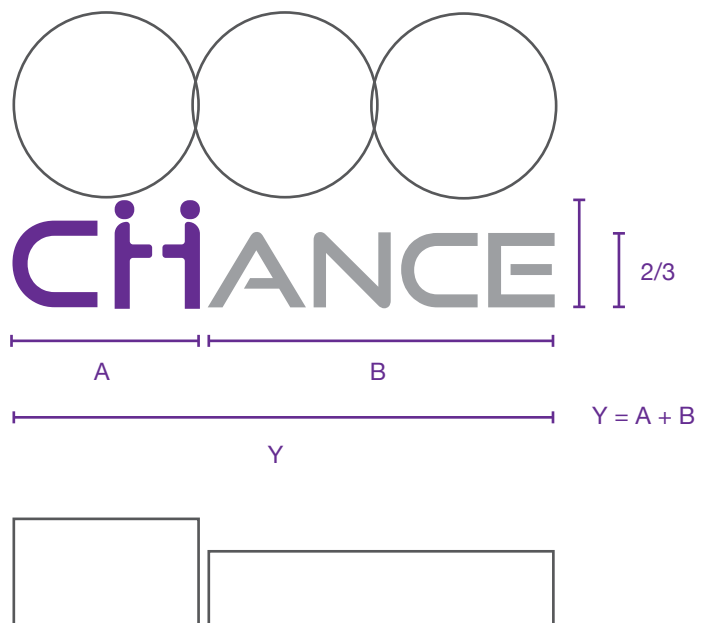
Black 70%



Black 45%



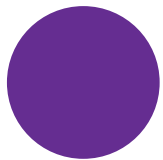
Black 80%



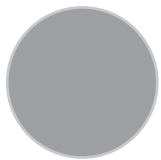
The Brand CHance
Proportions and minimum clear area

The scheme shows the geometric proportions at the base of CHance brand.

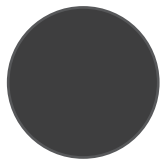
Use this grid to facilitate making the brand in large dimensions.



Pantone 2613 C
C75 M100 Y0 K0



Pantone Cool Grey 6C
C0 M0 Y0 K45



Pantone 425 C
C0 M0 Y0 K80



The Brand CHance
Monochrome background and negative versions

This page shows the versions of the Mark on color and negative backgrounds.

The Brand can be represented in the illustrated color combinations.

The Mark can be used on WHITE or BLACK background.

In the case of the negative line it is in White and Grey



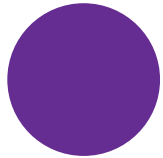
CHAPTER 2
DESIGN SYSTEM

PANTONE

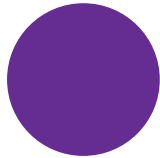
CMYK

RGB

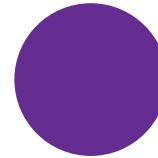
HEXADECIMAL



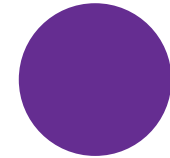
Pantone
2613 C



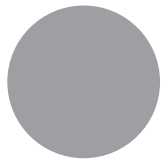
C 75
M 100
Y 0
K 0



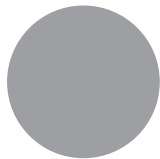
R 102
G 36
B 131



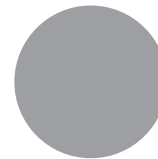
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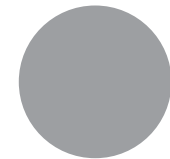
Pantone
Cool Gray
6 C



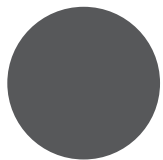
C 0
M 0
Y 0
K 45



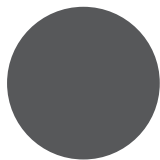
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G 168
B 167



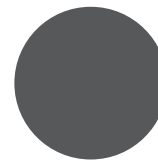
#A8A8A7



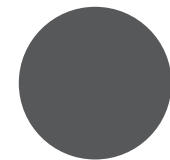
Pantone
425 C



C 0
M 0
Y 0
K 80



R 87
G 87
B 86



#575756

Playfair Display Black Italic

***ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789\$%&€***

Used for advertising

Nexa Light Regular

ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789\$%&€

Used for general text

Nexa Bold Regular

**ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789\$%&€**

Used for title

Stationery

Nexa Light Regular

ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789\$%&€

Used for general text

Playfair Display Bold

**ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789\$%&€**

Used for titles, as a Serif to highlight on the stationery (web, brand identity)

Playfair Display Regular

ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789\$%&€

Used for titles, as a Serif to highlight on the stationery (web, brand identity)

Poppins SemiBold

**ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789\$%&€**

Used for general stationery title (web, brand identity)

Poppins Light

ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789\$%&€

Used for general stationery text (web, brand identity)



CHAPTER 3
VISUALS

Family care



Marriage for all



Paternity



Pension



Salary



Taxes



The Brand CHance
Visuals

This page shows the visuals for
CHance's themes.
The color palette shows how

we can visualize them.

