

Annex

Design Guidelines

This annex forms an integral part of the ToR and details the technical, aesthetic, and procedural requirements for the trophy design.

Design Reference and Example

This reference visual illustrates the intended design concept, interlocking mechanism, colour scheme and branding. Contractors are welcome to propose their own creative interpretation, provided the core concept (two complementary, interlocking pieces reflecting the Bridges of Trust identity) is respected.



Branding and Visual Identity Requirements

Logos:



Colour palette:

Primary Colours System :

XANTHOUS for Web: RGB 236 / 189 / 55 HEX #ECB037	XANTHOUS for Print: CMYK 0 / 35 / 80 / 0 PANTONE 1235 C	80 %	60 %	40 %	20 %
VISTA BLUE for Web: RGB 145 / 137 / 206 HEX #9180CE	VISTA BLUE for Print: CMYK 50 / 35 / 0 / 0 PANTONE 2718 C	80 %	60 %	40 %	20 %
DELFT BLUE for Web: RGB 35 / 51 / 108 HEX #23336C	DELFT BLUE for Print: CMYK 100 / 80 / 0 / 35 PANTONE Dark Blue C	80 %	60 %	40 %	20 %
OUTER SPACE for Web: RGB 65 / 70 / 73 HEX #414649	OUTER SPACE for Print: CMYK 20 / 0 / 0 / 85 PANTONE Black 7 C	80 %	60 %	40 %	20 %

Secondary Colours System :

OXFORD BLUE for Web: RGB 15 / 39 / 73 HEX #102749	OXFORD BLUE for Print: CMYK 100 / 65 / 0 / 70 PANTONE 7463 C	80 %	60 %	40 %	20 %
FIRE BRICK for Web: RGB 181 / 21 / 37 HEX #B51525	FIRE BRICK for Print: CMYK 5 / 100 / 80 / 5 PANTONE 185 C	80 %	60 %	40 %	20 %
CHOCOLATE COSMOS for Web: RGB 74 / 14 / 28 HEX #4A0E1C	CHOCOLATE COSMOS for Print: CMYK 15 / 100 / 58 / 74 PANTONE 189 C	80 %	60 %	40 %	20 %
SEA GREEN for Web: RGB 39 / 132 / 79 HEX #27844E	SEA GREEN for Print: CMYK 100 / 15 / 80 / 5 PANTONE 3405 C	80 %	60 %	40 %	20 %
DARK GREEN for Web: RGB 12 / 58 / 43 HEX #00362D	DARK GREEN for Print: CMYK 100 / 25 / 78 / 72 PANTONE 3308 C	80 %	60 %	40 %	20 %

Typography:

FONT FOR THE TITLES: N27 BOLD OR N27 MEDIUM (DEPENDS OF THE DESIGN)
FONT SIZES: 30 PT / 36 PT / 48 PT / 60 PT

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?*

FONT FOR THE SUBTITLES: INTER BOLD
FONT SIZES: 16 PT / 22 PT / 30 PT

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?*

FONT FOR THE TEXTS: INTER REGULAR / INTER ITALIC
FONT SIZES: 8 PT / 10 PT / 12 PT

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?*

FONT FOR THE HIGHLIGHTED TEXTS: INTER SEMIBOLD
FONT SIZES: 8 PT / 10 PT / 12 PT

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?*

Secondary Typography :

FONT FOR THE TITLES: ARIAL BOLD
FONT SIZES: 30 PT / 36 PT / 48 PT / 60 PT

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?*

FONT FOR THE SUBTITLES: ARIAL BOLD
FONT SIZES: 16 PT / 22 PT / 30 PT

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?*

FONT FOR THE TEXTS: ARIAL REGULAR
FONT SIZES: 8 PT / 10 PT / 12 PT

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?*

FONT FOR THE HIGHLIGHTED TEXTS: ARIAL BOLD
FONT SIZES: 8 PT / 10 PT / 12 PT

ABCCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*=?*