

A — COVER

GRACE. *Visual Identity Guidelines*



Gender-based Violence, Restorative
Ambassadorship for Correctional Environments.
Official brand and communication standards.

ISSUED

November 2026

VERSION

2.0 / Official

ABOUT

GRACE is a European initiative advancing restorative, trauma-informed responses to gender-based violence within correctional environments. The programme works alongside institutions, practitioners, and survivors to support accountability, rehabilitation, and safer reintegration. This manual defines the official visual identity, its construction, and the standards governing its use.

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A restorative response, built on collaboration.

GRACE communicates with the calm authority of a European institution and the warmth of a human-centred practice. The identity speaks of restoration, accountability, and dignity — never of punishment or surveillance.

To advance restorative, trauma-informed approaches to gender-based violence within correctional environments across Europe — supporting accountability, rehabilitation, and safer reintegration.

GRACE exists to equip institutions, practitioners, and ambassadors with the methods, language, and tools required to address gender-based violence in a structured, evidence-based, and restorative way. The brand stands for collaboration between justice systems, civil society, and survivors — and for the belief that rehabilitation and accountability are not opposites, but partners.

VALUE Restoration Repair before retribution. Programmes are designed to restore relationships, dignity, and trust.	VALUE Accountability Behaviour change is owned. Responsibility is named, supported, and structured.
VALUE Inclusion Every voice is heard — survivors, practitioners, and those working to change.	VALUE Dialogue Difficult conversations, held with care, in safe and structured spaces.

VALUE

Human dignity

No person is reduced to their worst act. Every intervention preserves dignity.

VALUE

Evidence

Methods are grounded in research, evaluated, and aligned with European standards.

01.4 / BRAND VOICE

TONE

Restorative

We speak of repair, never of punishment.

TONE

Professional

Clear, precise, evidence-led — appropriate for institutional contexts.

TONE

Collaborative

We address partners as equals: practitioners, institutions, survivors.

TONE

Inclusive

Language is gender-aware, person-first, and free of stigma.

TONE

Educational

We explain, define, and contextualise — never assume prior knowledge.

TONE

Trustworthy

Every claim is sourced. Every promise is kept.

01.5 / COMMUNICATION PRINCIPLES

1. Lead with people, not with crime. Centre survivors, practitioners, and those working to change.
2. Avoid imagery of prisons, bars, weapons, handcuffs, or surveillance.
3. Use the official logo and palette consistently across all partners.
4. Pair institutional credibility with human warmth — never one without the other.
5. Cite research, frameworks, and partners. Transparency is part of the brand.
6. Write for a European audience: clear English, accessible language, inclusive terminology.

The official GRACE mark.

The official logo combines a circular emblem — divided into four quadrants representing dialogue, gender equality, dignity, and resilience — with the GRACE wordmark and full descriptor. It is the primary expression of the brand and should be used wherever possible.

02.1 / OFFICIAL PRIMARY LOGO

PREFERRED



FULL LOCKUP · ON LIGHT SURFACE

Preferred version for all official communications

02.2 / OFFICIAL
WHITE VERSION



WHITE WORDMARK · ON INSTITUTIONAL BLUE OR DARK
PHOTOGRAPHY

Use when the background is darker than 40% luminance

02.3 / OFFICIAL
MONOCHROME LOGO



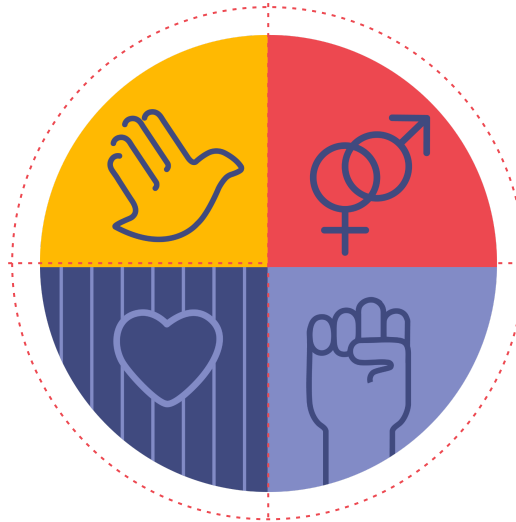
SINGLE-INK REPRODUCTION · LIGHT AND INVERTED

For fax, embossing, stamps, single-colour print, official
documents

Geometry, proximity, breathing room.

The GRACE emblem is built on a circle divided into four equal quadrants. The wordmark sits to the right at a fixed proximity. Around the full lockup, reserve clear space equal to the height of the circular emblem divided by four (x).

03.1 /
CONSTRUCTION



The emblem is constructed from a perfect circle divided into four equal quadrants. Each quadrant carries a distinct icon and colour, balanced around horizontal and vertical axes.

03.2 / CLEAR
SPACE



$x = \frac{1}{4}$ of the emblem height. Reserve this minimum margin on all four sides; never let text, images, or page edges intrude into the clear space.

03.3 / MINIMUM
SIZE



DIGITAL ·
FULL
LOCKUP
180 px wide



PRINT ·
FULL
LOCKUP
40 mm wide



ICON ·
FAVICON
32 px square

03.4 / ALIGNMENT

Always align the logo to the top-left of layouts, or centre it on covers and certificates. The wordmark baseline aligns to the vertical midpoint of the emblem. Never rotate, italicise, or reposition the descriptor relative to the wordmark.

A balanced institutional palette.

The GRACE palette is drawn directly from the four quadrants of the emblem.

Institutional Blue anchors authority and trust; red, yellow, and lavender signal energy, attention, and care. Neutrals carry typography and structure.

PRIMARY COLOURS

Used for the wordmark, headlines, and dominant surfaces.

PRIMARY • WORDMARK,
TEXT, DARK SURFACES

Institutional Blue

HEX	#404A7F
RGB	64 · 74 · 127
CMYK	76 · 67 · 22 · 5

SECONDARY
COLOURS

Used for accents,
callouts, charts, and
quadrant references.

SECONDARY · UPPER- RIGHT QUADRANT, ACCENTS Action Red HEX #ED4850 RGB 237 · 72 · 80 CMYK 0 · 82 · 71 · 0	SECONDARY · UPPER- LEFT QUADRANT, HIGHLIGHTS Signal Yellow HEX #FFB902 RGB 255 · 185 · 2 CMYK 0 · 30 · 100 · 0
SECONDARY · LOWER- RIGHT QUADRANT, SUPPORTIVE Soft Lavender HEX #828BC6 RGB 130 · 139 · 198 CMYK 55 · 45 · 0 · 0	

NEUTRAL COLOURS

Used for paper, body text, and supporting structure.

NEUTRAL · PRIMARY SURFACE

Paper

HEX	#F4F1EB
RGB	244 · 241 · 235
CMYK	0 · 1 · 4 · 4

NEUTRAL · BODY TEXT

Ink

HEX	#1B1D29
RGB	27 · 29 · 41
CMYK	34 · 29 · 0 · 84

04.1 / ACCESSIBILITY

Institutional Blue on Paper meets WCAG AAA for body text. Action Red and Signal Yellow are reserved for accents and must not be used for body copy. For long-form text on dark grounds, use white on Institutional Blue.

Two voices, one institution.

Inter Tight carries the wordmark and the interface. Instrument Serif carries voice and editorial register. IBM Plex Mono is reserved for captions, metadata, and references. All three are open-source and licensed for unrestricted use.

Inter Tight

Sans-serif · variable · open source

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — & , . ; : ! ?

400	500	600	700
Regular	Medium	Semibold	Bold

Instrument Serif

Display serif · editorial voice · open source

"Accountability and dignity are not
opposites — they are the same
conversation."

IBM Plex Mono

METADATA · REFERENCES · CAPTIONS · 400 WEIGHT

One identity, calibrated contexts.

Use the primary horizontal logo wherever possible. The white, monochrome, icon, and favicon variations exist for constrained surfaces, dark backgrounds, and single-channel reproduction.



PRIMARY ·
HORIZONTAL

Default for all
communications

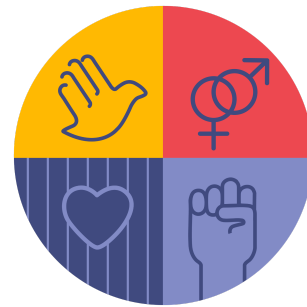


WHITE · ON
DARK

Dark backgrounds &
photography



MONOCHROME Single-ink, official
documents



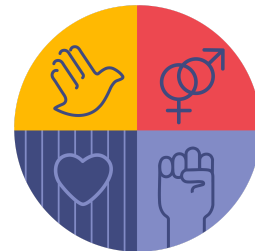
ICON
ONLY

Avatar, app icon, social
profile



FAVICON · 32
PX

Browser tabs,
bookmarks



STACKED
USAGE

grace
Square or vertical
layouts

What never to do.

The integrity of the mark depends on disciplined reproduction. The alterations below break the visual system and must never appear in any GRACE communication.



DO NOT STRETCH



DO NOT DISTORT



DO NOT ROTATE



DO NOT APPLY SHADOWS



DO NOT RECOLOR



DO NOT CROP THE EMBLEM



DO NOT ADD EFFECTS



DO NOT USE LOW CONTRAST

Web, social, presentation, e-learning.

Across digital surfaces, the GRACE logo anchors the top-left. Institutional Blue carries trust; the secondary colours signal action, attention, and care — never decoration.



A restorative response to gender-based violence.

Trauma-informed methods, evidence-led practice, European partnership.

READ THE PROGRAMME



CURRICULUM

01 Introduction

02 Trauma-informed care

03 **Restorative methods**

04 Working with institutions

05 Evaluation

LESSON 4.2

Designing accountability conversations.

A structured approach to dialogue between practitioners and participants.



"Accountability and dignity are the same conversation."

GRACE ·
FIELD NOTE
07

BRUSSELS ·
14 OCT 2026

A
roundtable
on
restorative
practice.

RSVP

OPEN CALL ·
2026

Partner
institutions
wanted
across
Europe.

08.4 /
PRESENTATION



SECTION OPENER

01 / 24

Methodology.

Trauma-informed, evidence-led, survivor-centred.

projectgrace.eu

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08.5 / WEBINAR
& DIGITAL
REPORT



WEBINAR SERIES · 03

LIVE

Working with
correctional staff in
restorative settings.



DIGITAL REPORT · Q3
2026

Annual indicators
of restorative
practice in EU
prisons.

Reports, banners, certificates.

In print, the system holds its proportions.
Covers use Instrument Serif at display scale;
the logo and metadata grid are set in Inter
Tight and IBM Plex Mono.

09.1 / REPORT
COVER



EU 2026 /
04
POLICY
BRIEF

Toward a
shared
European
standard for
restorative
correctional
work.

projectgrace.eu



ANNUAL REPORT • 2026

A year of
restorative
practice across
Europe.

FULL REPORT

09.2 / ROLL-UP
& TRAINING



A restorative
response to
gender-based
violence.

projectgrace.eu



TRAINING MANUAL

Practitioner handbook
for trauma-informed
correctional work.

09.3 /
CONFERENCE
BACKDROP



European Symposium on Restorative Correctional Practice

BRUSSELS · 14-15 OCTOBER 2026 ·
PROJECTGRACE.EU

09.4 /
CERTIFICATE



CERTIFICATE OF COMPLETION

Awarded to
[Participant Name]

For the successful completion of the GRACE
programme in trauma-informed restorative practice
within correctional environments.

Brussels · 2026

GRACE / Programme Director

The official asset library.

All official GRACE assets are versioned and centrally distributed. SVG is the master format — always prefer it where vector reproduction is supported. PNG variants are provided for surfaces that require raster files.

MASTER · PREFERRED

SVG

Primary Logo

GRACE_Primary_Logo.svg

Master · vector · transparent

DOWNLOAD



ASSET

PNG

Primary Logo

GRACE_Primary_Logo.png

High-resolution · transparent

DOWNLOAD



ASSET

PNG

White Logo

GRACE_Primary_Logo_White.png

For dark backgrounds · transparent

DOWNLOAD



MASTER · PREFERRED

SVG

Icon

GRACE_Icon.svg

Master · vector · transparent

DOWNLOAD



ASSET

PNG

Icon

GRACE_Icon.png

1024 px · transparent

DOWNLOAD



MASTER · PREFERRED

SVG

Monochrome Logo

GRACE_Monochrome_Logo.svg

Single-ink master · vector

DOWNLOAD



ASSET

PDF

Visual Identity Guidelines

GRACE_Visual_Identity_Guidelines.pdf

Full manual · A4

DOWNLOAD



For partner co-branding, special formats, or printed swatch books, contact the GRACE brand custodians at sami.bogdan@cpip.ro. All files above are live downloads of the official GRACE visual identity.



*Official Brand and Communication
Standards · GRACE Visual Identity v2.0*

DOCUMENT

GRACE - VI - GUIDE -
v2.0

DOMAIN

[www.projectgrace](http://www.projectgrace.eu)
.eu