



**YOUTH**  
DEMOCRACY  
COHORT

VISUAL GUIDELINES

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# Brand overview



# Youth participation cohort

One of several multi-stakeholder platforms that have launched as part of the Year of Action of the 2021 [Summit for Democracy](#) .

## Purpose/Mission

The Cohorts bring together governments, civil society and the private sector – and their resources, activities and expertise – to advance good governance and democratic renewal around the world.



Let's empower and engage  
Youth around the world  
(tagline)

## Brand Values

The Youth Participation Cohort is devised as an inclusive platform to take meaningful action toward implementing Summit for Democracy commitments on youth political and civic engagement.

- #Inclusive
- #ByYouthForYouth



PULL  
HANDLE

# Visual guidelines



# Brand Visual Foundation: Logo



# Brand Visual Foundation: Logo



## Primary Logo

*To use in any communication related to the Cohort.  
All assets will be available online in the Youth Cohort  
Website (to download)  
Any doubt: contact me? Anne-Simone? Cohort  
email?*

## Primary Logo Use





# Brand Visual Foundation: Logo



Secondary Logo

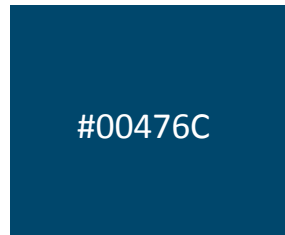
*It can be used in places where the normal logo won't fit – such as the open tabs on internet browser.*

## Secondary Logo Use

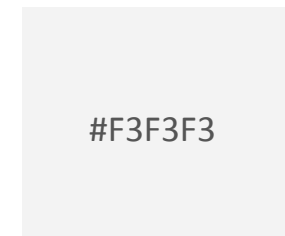
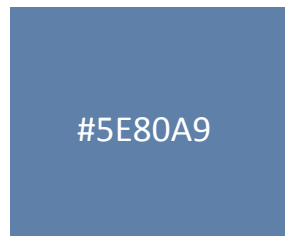


# Colors

Primary



Secondary



# Brand Visual Foundation: Typography

Aa

"Avenir" font

<https://freefontsfamily.com/avenir-font/>

- free to use
- Easy to access
- Online and print compatible

Capital Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ |  
123456789!@#\$%^&\*()

Lowercase Letters

abcdefghijklmnopqrstuvwxyz |  
123456789!@#\$%^&\*()

# Hashtags



# How to find us:

#YouthDemocracyCohort #YDC

- [Instagram](#) [Facebook](#) [Twitter](#) [linkedin](#)
- Logos and full guidelines <https://youthdemocracycohort.com/toolkit/>

Need more? Contact us: [info@youthdemocracycohort.be](mailto:info@youthdemocracycohort.be)