

The background features a dark blue gradient with a subtle paper-art style illustration of four women in traditional Indian attire (sarees) and several flowers. The women are positioned on the left and right sides, and the flowers are scattered throughout the scene. The overall aesthetic is clean and modern.

CARE-ABILITY

Visual Identity Guidelines

E  **VIO** SOCIAL SOLIDARITY
CULTURE
ENVIRONMENT AND HEALTH

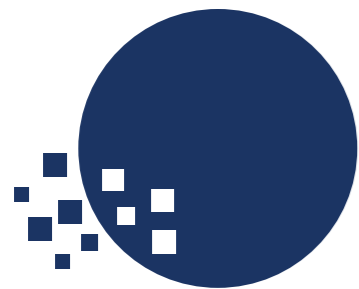
SAMPLE 1

THE IDEA

stylized silhouette
of a woman's head
and flowing hair



symbolic of the migrant
woman embarking on a new
professional journey



circle for supportive community
and a full, well-rounded
opportunity

digitized effect for project's
innovative, AI-driven,
and EdTech training

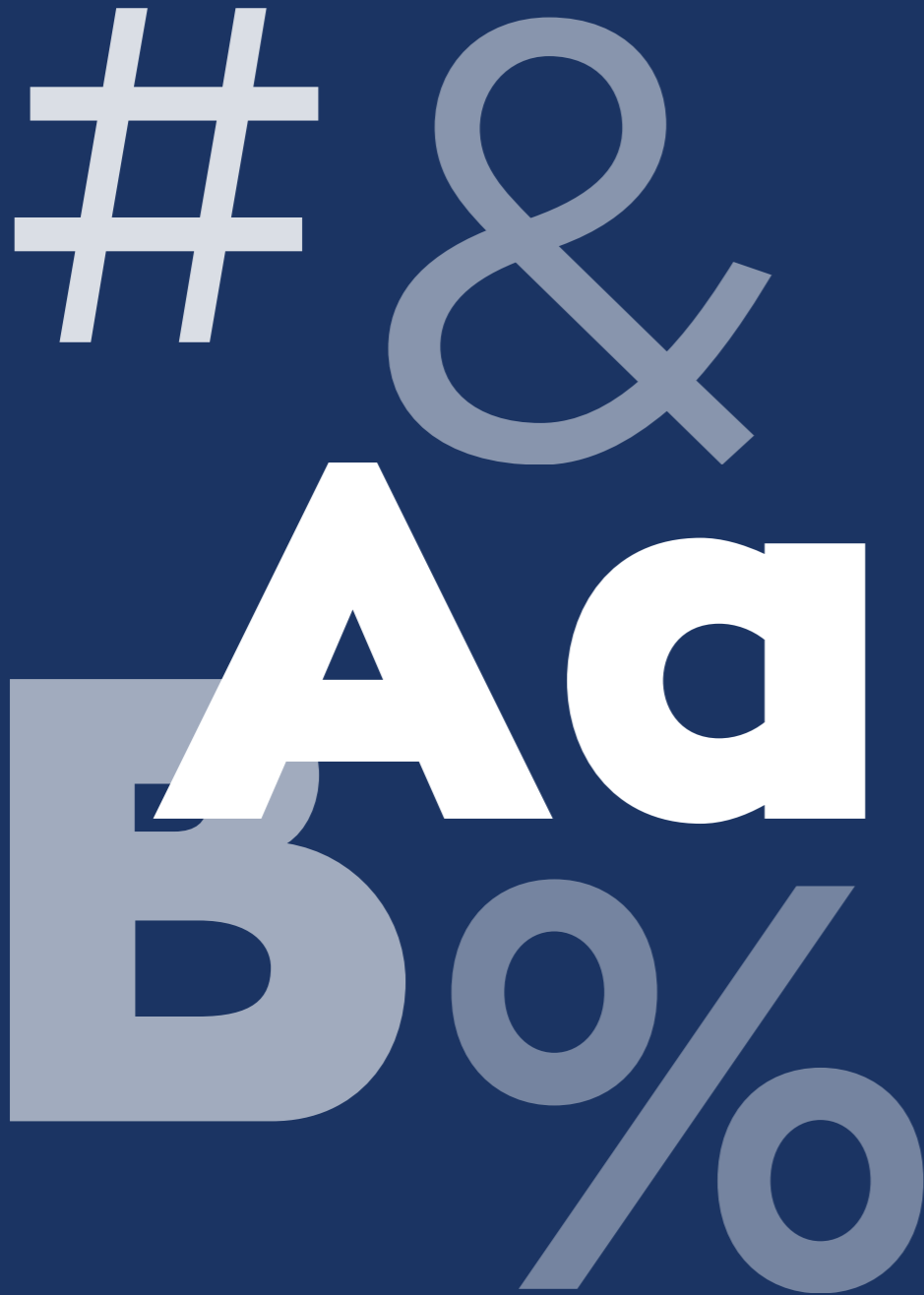
The CARE-ABILITY logo is a compelling blend of care, technology, and inclusion, directly addressing the project's focus on enhancing the employability of migrant women in the socio-healthcare sector.

The Silhouette of Opportunity: The central visual is a stylized silhouette of a woman's head and flowing hair, which immediately signifies the project's commitment to women and the caregiving profession. This figure is symbolic of the migrant woman embarking on a new professional journey.

The Digital Transformation: The left side of the silhouette features a dynamic, pixelated/digitized effect using a gradient of shrinking red and white squares. This element powerfully represents the project's innovative, AI-driven, and EdTech training. It symbolizes the process of skill transformation and the breaking down of labor market barriers, illustrating the woman's path from disparate experiences toward a defined, capable, and integrated role.

The Community of Care: The large red circle behind the head not only adds visual strength but also evokes the idea of a supportive community and a full, well-rounded opportunity for integration across Europe.

THE TYPOGRAPHY



The project utilizes the Zona Pro typeface, a geometric sans-serif font known for its clean, modern, and highly readable shapes, which draws inspiration from 1920s geometric styles.

CARE ABILITY

The use of the Black weight for "CARE" conveys strength, importance, and stability. It emphasizes the reliability and serious nature of the caregiving profession and the project's commitment to establishing women in stable careers.

The Regular weight for "ABILITY" provides a clear, grounded, and highly legible counterpoint. It highlights the practical skills and confidence gained through the vocational training, ensuring the focus remains on the tangible outcome of capability.

The deliberate contrast between the heavy Black and the clear Regular weights creates a powerful visual hierarchy and a dynamic feel, reinforcing the core mission of transforming potential into professional ability.

THE LOGO



CARE
ABILITY



COLOR PALETTE

#193661

RGB: 25/54/97

CMYK: 100/85/35/25

Dark Blue stands for Trust, Reliability, Professionalism, Stability. This color anchors the project in the professional socio-healthcare sector, assuring quality of training and stability for the migrant women's careers.

#ffffff

RGB: 255/255/255

CMYK: 0/0/0/0

White stands for Clarity, Simplicity, Openness. Provides essential contrast. It symbolizes the open path and new beginning offered to the women and the clear, accessible nature of the training content.

#da2031

RGB: 218/32/49

CMYK: 10/100/90/0

Red stands for Energy, Action, Passion, Innovation, Urgency. Signifies the vitality and human connection in caregiving. It also highlights the innovative EdTech tools and the active mission of social inclusion and integration.

**ALTERNATIVE
COLOR
PALETTES**



**USE OF LOGO
ON DARK
BACKGROUNDS**



LOGO
IN GRAYSCALE



**SOCIAL PROFILE
& APP ICON**



FAVICON



Thank you

E  **VIO** SOCIAL SOLIDARITY
CULTURE
ENVIRONMENT AND HEALTH

