



CARE-ABILITY

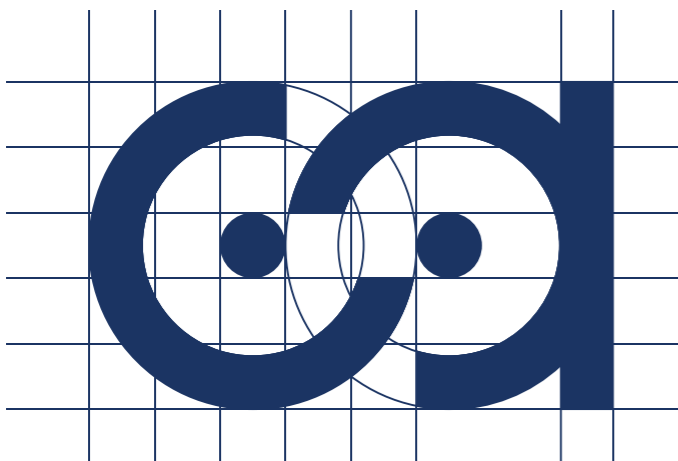
Visual Identity Guidelines



SOCIAL SOLIDARITY
CULTURE
ENVIRONMENT AND HEALTH

SAMPLE 2

THE IDEA



This logo is a sophisticated typographic solution that visually fuses Care and Education—the two core pillars of the project for migrant women—by creating a symbolic "Circle of Care."

The large, letter "c" is intentionally shaped as a protective, encompassing circle, symbolizing the caregiver (the working woman trained by the project). It represents the hug and the care provided to those in need.

The letter "a" features a circle in its counter space, representing the individual receiving care. Together with the encompassing "c" and the adjacent letters, it forms a complete, uninterrupted circle of care, demonstrating the essential relationship between the caregiver and the care receiver—a stable, supported cycle that this vocational training aims to fill.

The final letter, the "e," is transformed into a symbol of achievement by incorporating a graduation cap topped with a digital icon. This brilliantly represents the project's focus on innovative EdTech, AI, and digital learning platforms, and the awarding of a recognized qualification (micro-credentials), securing a stable career for the migrant woman.

Clear Purpose: The word "ABILITY" is placed underneath in a solid, stable block, confirming the intended outcome: equipping migrant women with the professional competence and skills necessary for secure employment.

circle of care:
"c" as a caregiver
"a" as the individual
receiving care

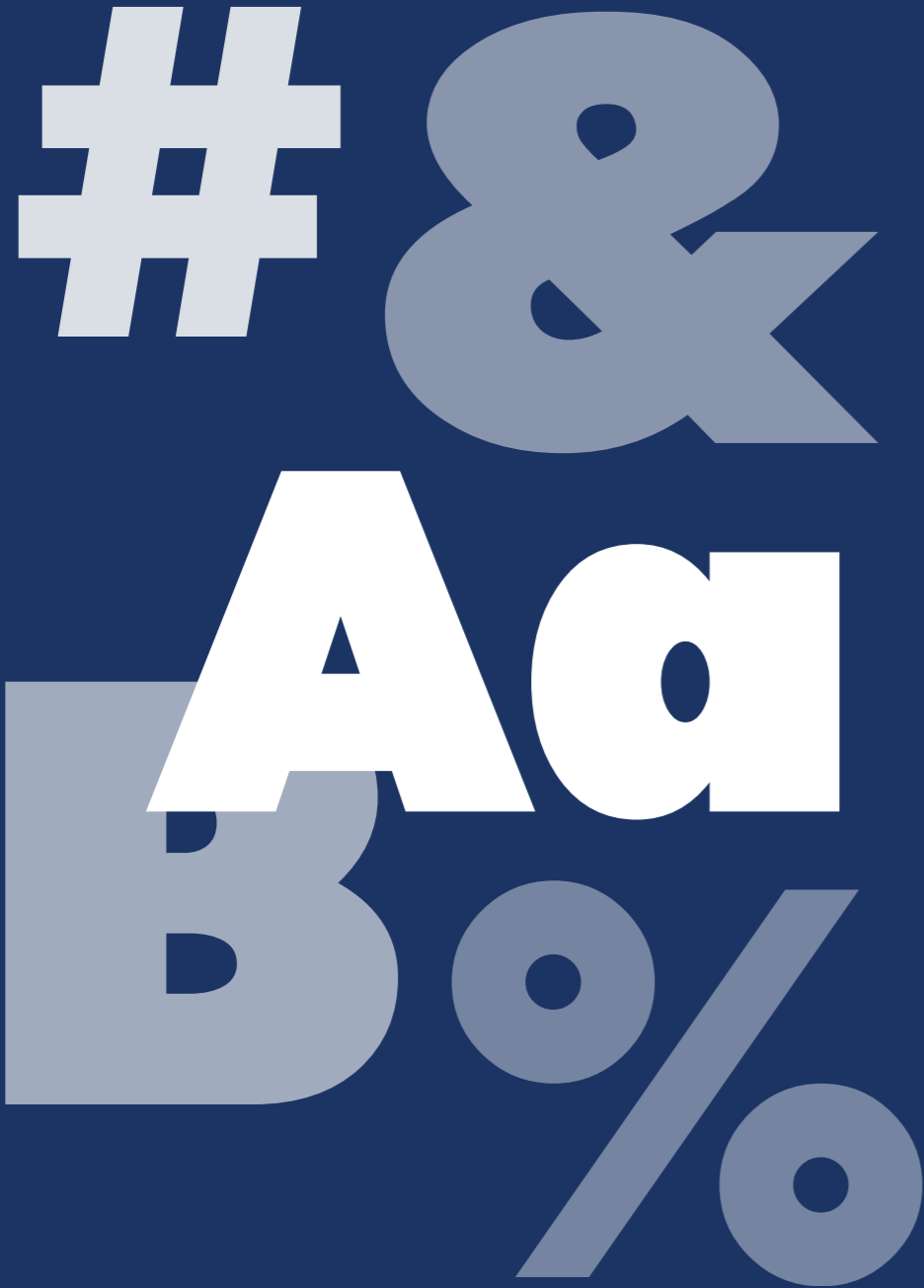


a graduation cap
topped with a digital icon
transforms "e" into
a symbol of achievement



ABILITY

THE TYPOGRAPHY



The logo utilizes the Noir Pro Heavy typeface, a modern geometric sans-serif font known for its clean lines and strong presence.

ABILITY

The use of a consistent, heavy weight provides a sense of authority, stability, and reliability. This choice communicates that the training is robust, the certification is valuable, and the resultant career will be stable—a strong message of security for the migrant women entering the workforce.

THE LOGO



COLOR PALETTE

#134A85

RGB: 19/74/133

CMYK: 100/80/20/5

Deep Blue stands for Trust, Stability, Professionalism, Experience. This anchors the project in the professional socio-healthcare sector and is used for the "c" (the caregiver's hug) and the stable foundation of "ABILITY."

#71C5EE

RGB: 113/197/238

CMYK: 50/5/0/0

Light Blue stands for Clarity, Accessibility, Connection, Openness. Used for the central "a" (the care receiver). This color choice suggests the vulnerability of the recipient while also representing the accessible and clear path to integration for the migrant women through the platform.

#F48132

RGB: 244/129/50

CMYK: 0/60/90/0

Orange stands for Energy, Ambition, Education, Innovation. This highlights the EdTech and learning components (the "e" and its cap). It represents the vibrant, gamified tools and the ambition for professional development and career mobility.

**ALTERNATIVE
COLOR
PALETTES**



**USE OF LOGO
ON DARK
BACKGROUNGS**



LOGO
IN GRAYSCALE



**SOCIAL PROFILE
& APP ICON**



FAVICON



Thank you

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

