

The background features a dark blue gradient with a subtle grid pattern. In the foreground, there are several paper-cut style illustrations of women in traditional Indian attire (sarees) and various 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 3

THE IDEA



two human figures
migrant women
community
solidarity
relationship

CARE



C for hug
for care
for caregivers

hands "hug" the word ability
care for migrant women
care of caregivers



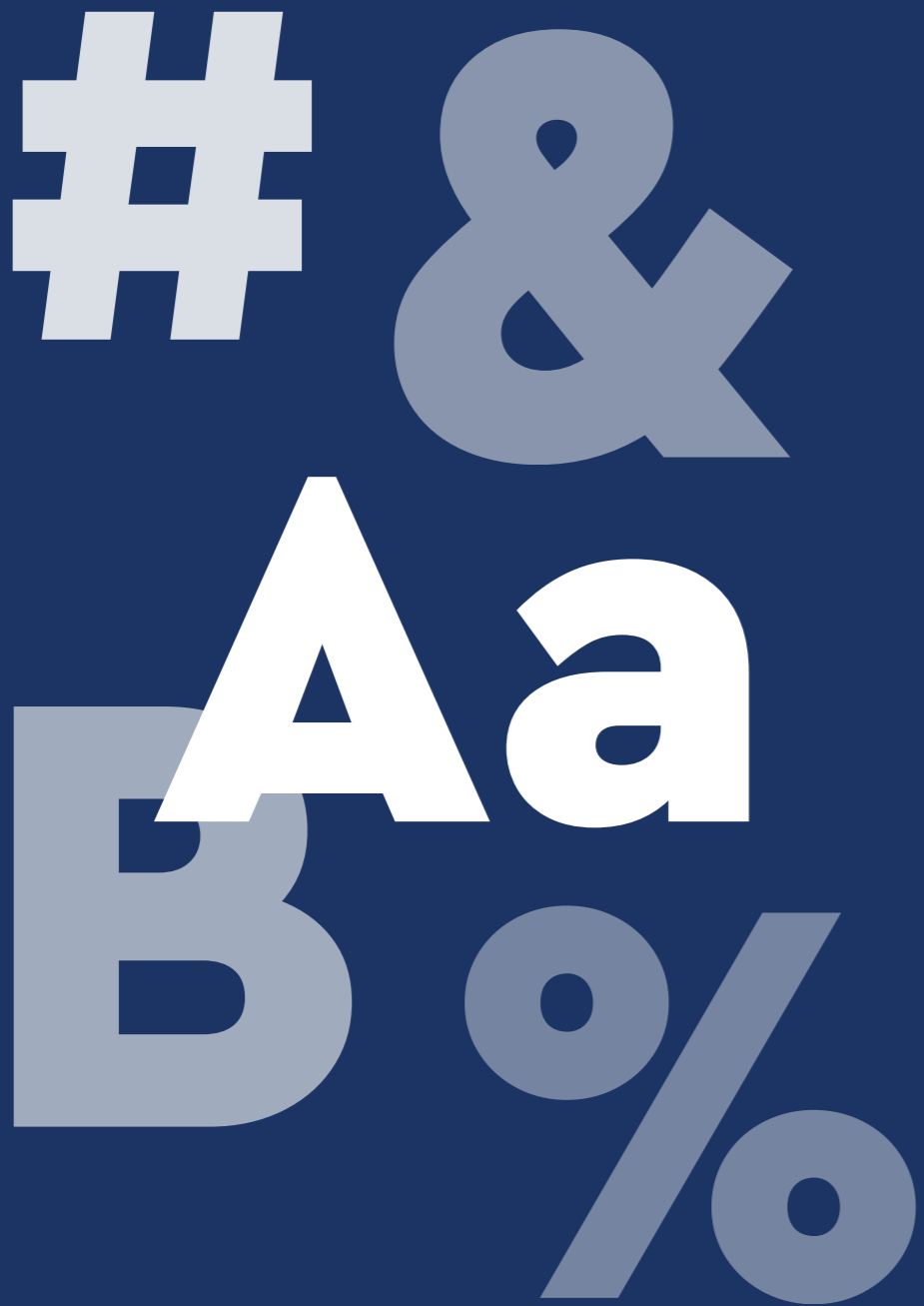
This logo design powerfully integrates the human element of care and community support directly into the project's name, focusing on the empowerment and social inclusion of migrant women.

The two stylized human figures at the beginning, forming the initial part of the word "CARE," symbolize the community and supportive cycle. They represent the migrant women standing together in solidarity, and the core relationship between the caregiver and the person receiving care.

The letter 'C', rendered in a distinct color, is intended to stand out and represent the "hug" of the caregiver. It highlights the essential emotional and human warmth inherent in the caregiving role, linking it directly to the professionalism of the figures.

While "CARE" is bold and grounded, the word "ability" is smaller, and critically, it is embraced by two dynamic, hand-like accents. These elements symbolize: the care of the caregivers who provide the service, extending their support and protection, as well as, the project's embrace of the migrant women's future abilities, symbolizing the nurturing, development, and secure placement of their potential into stable careers. This conveys that CARE-ABILITY champions their growth and secures their professional future.

THE TYPOGRAPHY



The logo utilizes Cera Pro Black, a geometric sans-serif font known for its confident and professional appearance.

CARE

ability

The Black weight ensures maximum impact, stability, and professionalism. It conveys the project's trustworthy foundation and the serious nature of the vocational training offered to migrant women.

THE LOGO



WIC CARE
ability

The logo consists of the text "WIC CARE" in a bold, sans-serif font. The "W" is dark blue, while "IC CARE" is a lighter teal. To the left of the "W" are two stylized human figures in dark blue, with the second figure having a red collar. Below "CARE" is the word "ability" in a smaller, lowercase, bold, sans-serif font. The "a" and "y" in "ability" are dark blue, while the "b", "i", "l", and "t" are a lighter teal. Two red hands are positioned as if holding the word "ability" from above and below.

COLOR PALETTE

#123F6D

RGB: 18/63/109

CMYK: 100/80/30/20

Deep Blue stands for Trust, Stability, Professionalism. The foundational color for the human figures and the word "ability," representing the reliable nature of the care sector and the project's commitment to secure employment.

#E3404B

RGB: 227/64/75

CMYK: 5/90/70/0

Red stands for Energy, Passion, Action, Forward Momentum, Embrace, Nurturing. It draws attention to the dynamic accents on the figures and, most critically, the "embracing hands" around "ability." It represents the vitality of human connection, the active social inclusion mission, and the project's commitment to nurturing the future abilities of migrant women.

#008BAB

RGB: 0/139/171

CMYK: 90/30/25/0

Teal represents Clarity, Warmth, The Human Touch. Specifically highlights the letter 'C' to convey the "hug" of the caregiver. This color also signifies the accessibility and supportive, human-centered approach of the training.



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

