

The background features a paper art illustration of four women in traditional Indian attire (sarees) standing in a row. They are surrounded by several large, stylized flowers in various colors (purple, blue, red, yellow). The entire scene is set against a dark blue background with a subtle grid pattern.

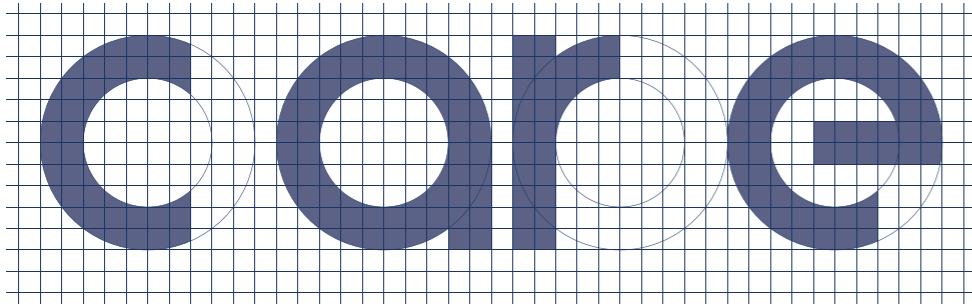
CARE-ABILITY

Visual Identity Guidelines

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

SAMPLE 4

THE IDEA



This logo design creates a powerful visual narrative about the journey of migrant women towards professional ability through education and care. It uniquely merges the abstract and the tangible, emphasizing learning, digital transformation, and human support.

The striking line at the bottom forms an open book, symbolizing education, learning, and the foundation of knowledge provided by the project. This signifies that CARE-ABILITY is rooted in comprehensive and accessible training.

Emerging from the "pages" of this open book, a pixelated/digitized wave of squares rises and forms a central element within the word "care." This powerfully represents the project's innovative EdTech, AI-driven learning tools, and digital transformation, showing how skills are built and lives are changed through technology.

The letter 'a' in "care" ingeniously integrates a stylized silhouette of a woman's head and shoulders, directly representing the migrant woman as the caregiver. Above the 'a', a graduation cap clearly denotes the vocational training and micro-credentials offered, signifying the formal qualification and professional recognition achieved.

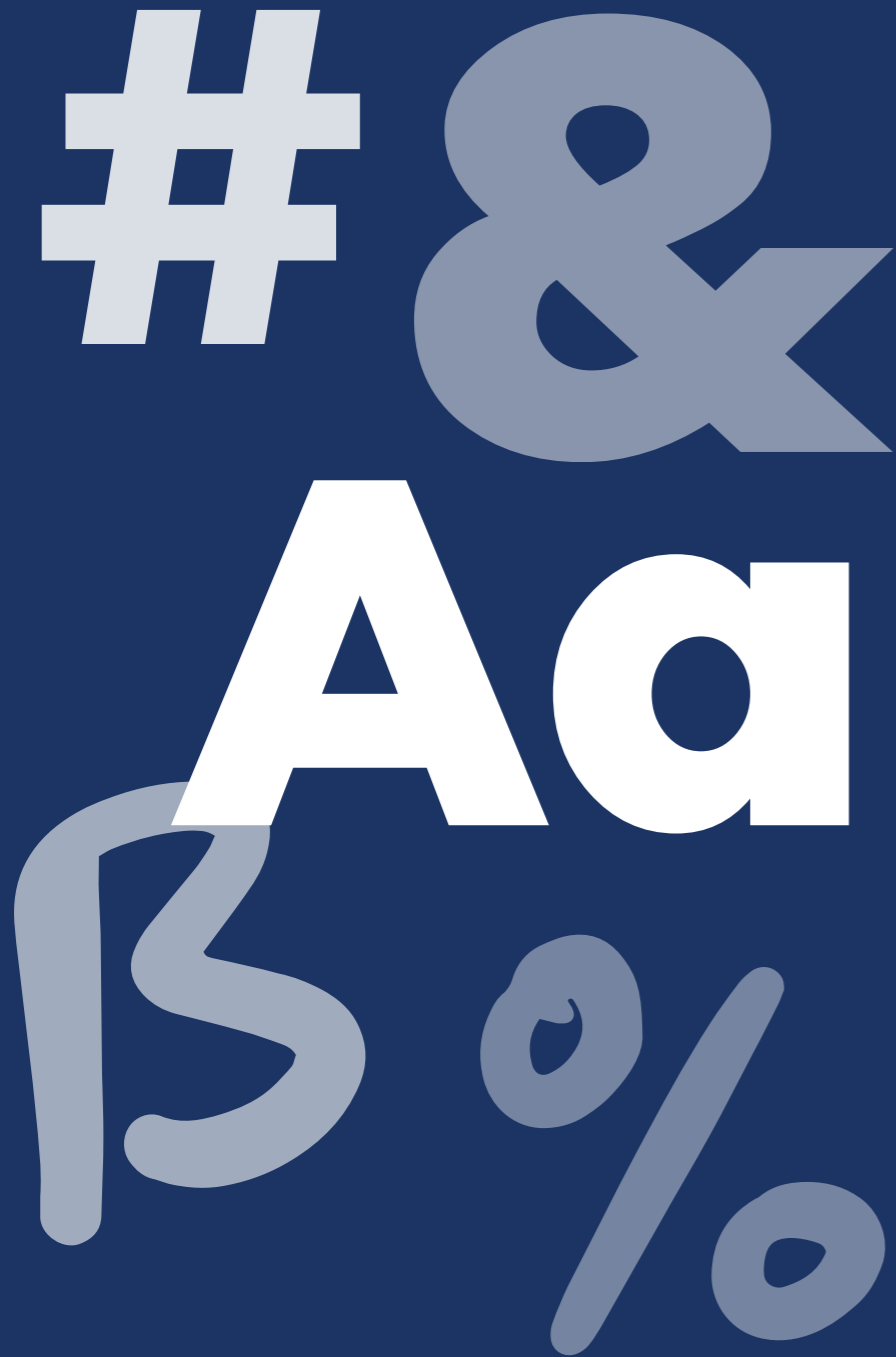
graduation hat
education
woman
migrant
in "a"
qualification



open book
digital wave
digital book



THE TYPOGRAPHY



This logo cleverly uses a dual-font strategy: a strong, structured font for the core "CARE" concept (though visually designed, it aligns with a structured typeface like Noir Pro) and a calligraphic font for "ability" to convey a sense of personal growth and skill. The ability font is "GB Little France".

care
ability
care

Designed with integrated elements, the structure of "care" signifies stability, professionalism, and the structured nature of the vocational training. It provides a strong, reliable framework for the learning journey. The distinctive GB Little France font is a calligraphic script, which brings a profound sense of humanity, individuality, and personal development. This emphasizes the unique journey and growth of each migrant woman, highlighting their acquired competencies and the artisanal, hands-on aspect of caregiving.

THE LOGO

care ability

The logo features the word "care" in a bold, dark blue sans-serif font. The letter 'c' is plain. The letter 'a' is stylized with a white silhouette of a woman's head and shoulders inside its counter. The letter 'r' is plain. The letter 'e' is plain. To the right of "care" is the word "ability" in a light blue, handwritten-style script font. Below the word "care" is a decorative orange horizontal line that has a slight dip in the middle. Above this dip, several small squares in shades of blue, orange, and teal are scattered, appearing to float or be part of a digital trail.

COLOR PALETTE

#26408A

RGB: 38/64/138

CMYK: 100/90/14/0

Deep Blue stands for Trust, Stability, Professionalism, Depth. This foundational color represents the reliable nature of the care sector and the project's commitment to secure employment for migrant women.

#3DA8C0

RGB: 61/168/192

CMYK: 70/15/20/0

Teal represents Clarity, Innovation, Accessibility, Growth. This vibrant color highlights the innovative EdTech tools, the clarity of learning, and the personal growth experienced by the women. It also signifies a fresh start and positive change.

#F69348

RGB: 246/147/72

CMYK: 0/50/80/0

Orange stands for Energy, Ambition, Creativity, Education, Foundation. It represents the warmth and support of the learning environment, the ambition for professional development, and the innovative, gamified aspects of the digital platform.

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

