GLOBAL OPPORTUNITY YOUTH NETWORK

THE FUTURE IS YOUNG

aspen institute

Brand Assets Release + Guide

November 7, 2024

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FONTS

BRANDON GROTESQUE LIGHT

BRANDON GROTESQUE BOLD

BRANDON GROTESQUE BLACK

PERMANENT MARKER

Brandon Grotesque Neue Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut Lorem ipsum dolor sit amet

Note: HELVETICA may be used when BRANDON GROTESQUE is unavailable.

PRIMARY COLOR PALETTE: GLOBAL

The blue palette below represents Aspen Institute's primary and secondary palettes and may be used as the primary palette for anchor partners. Black and greys are to be used in presentations and materials where subtle neutral shades are needed.

#00A0CC	#00497B	#263640	#9EB2AD	#D3E2DF	#EBF1F2
R=0 G=160 B=204	R=0 G=73 B=123	R=38 G=54 B=64	R=158 G=178 B=173	R=211 G=226 B=223	R=235 G=241 B=242

SECONDARY COLOR PALETTE

Each anchor partner is strongly encouraged to select a color in the secondary palette as their focus color. Use this secondary collective palette sparingly across the brand, particularly for adding pops of color when multiple colors are required, such as charts. Be mindful of choosing colors that carry positive cultural and political connotations for region or country.

#9B00FF	#FF01A2	#FE5200	#0AA066	#0000FF
R=155 G=0 B=255	R=255 G=1 B=162	R=254 G=82 B=0	R=10 G=160 B=102	R=0 G=0 B=255

#EB2151	#024E9C6	#4DD13A	#6861FF
R=235 G=33 B=81	R=36 G=233 B=198	R=77 G=209 B=58	R=35 G=31 B=32

ACCESSIBILTY

Color accessibility ensures that our brand's visual elements are inclusive and accessible to all users, including those with visual impairments or color vision deficiencies. By adhering to color accessibility standards, we enhance the readability and usability of our content, fostering a positive experience for all audiences.

The text and color configurations as shown below are WCAG AA compliant. Large text is defined as 14 point bold or larger or 18 point regular weight or larger. There is no specific size specified for normal text. In print assume a range of 9.5 to 11 point as a minimum size for body text. For online use, body text typically ranges between 14 and 16 points depending on the audience.

PRIMARY COLOR PALETTE: GLOBAL

Brandon Grotesque Regular 18pt Brandon Grotesque Regular 11pt	Brandon Grotesque Regular 18pt Brandon Grotesque Regular 11pt	Brandon Grotesque Regular 18pt Brandon Grotesque Regular 11pt
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COLOR PALETTE

ACCESSIBILTY

SECONDARY COLOR PALETTE

Brandon Grotesque Regular 18pt
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PRIMARY LOGO USAGE GUIDE

Use your logo in chosen color whenever possible.
'GLOBAL OPPORTUNITY YOUTH NETWORK' Font: Brandon Grotesque - Bold
CITY NAME Font: Brandon Grotesque - Black
TAGLINE Font: Permanent Marker

GLOBAL OPPORTUNITY
YOUTH NETWORK
THE FUTURE IS YOUNG
aspen institute

GLOBAL OPPORTUNITY
YOUTH NETWORK: **BOGOTÁ**
EL FUTURO ES JOVEN
aspen institute

Use the logo in all black for black and white executions.

GLOBAL OPPORTUNITY
YOUTH NETWORK
THE FUTURE IS YOUNG
aspen institute

GLOBAL OPPORTUNITY
YOUTH NETWORK: **BOGOTÁ**
EL FUTURO ES JOVEN
aspen institute

Use the logo in all white if necessary to place on a dark or photo background.

GLOBAL OPPORTUNITY
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PARTNER EXAMPLES

The location should be set in Brandon Groteque Black font. See examples below.

GLOBAL OPPORTUNITY
YOUTH NETWORK: **THIÈS**
L'AVENIR EST JEUNE
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GLOBAL OPPORTUNITY
YOUTH NETWORK: **BARWANI**
हैं भविष्य युवा
aspen institute

GLOBAL OPPORTUNITY
YOUTH NETWORK: **MEXICO**
EL FUTURO ES JOVEN
aspen institute

GLOBAL OPPORTUNITY
YOUTH NETWORK: **MOMBASA**
SIKU ZA USONI NI CHANGA
aspen institute

GLOBAL OPPORTUNITY
YOUTH NETWORK: **RAMGARH**
हैं भविष्य युवा
aspen institute

GLOBAL OPPORTUNITY
YOUTH NETWORK: **ETHEKWINI**
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LOGO USAGE GUIDE

Use padding around the logo equivalent to the height of the Aspen logo mark.



SOCIAL MEDIA AND COMPACT OR SQUARE APPLICATIONS

For social media and other applications that require a compact version of the logo, please use the following options.









SECONDARY LOGO USAGE GUIDE

Use your logo in chosen color whenever possible. Use this option when wanting to establish "GOYN" as the brand throughout marketing materials.
'GOYN and GLOBAL OPPORTUNITY YOUTH NETWORK' Font: Brandon Grotesque - Bold
CITY NAME Font: Brandon Grotesque - Bold with added 0.3 point stroke for emphasis
TAGLINE: Permanent Marker

GOYN
GLOBAL OPPORTUNITY YOUTH NETWORK
THE FUTURE IS YOUNG
aspen institute

GOYN
BOGOTÁ
EL FUTURO ES JOVEN
aspen institute

Use the logo in all black for black and white executions.

GOYN
GLOBAL OPPORTUNITY YOUTH NETWORK
THE FUTURE IS YOUNG
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GOYN
BOGOTÁ
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Use the logo in all white if necessary to place on a dark or photo background.

GOYN
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Don't stretch the logo.

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YOUTH NETWORK: BOGOTÁ

EL FUTURO ES JOVEN

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Don't change colors. Use one primary color for location.



Don't place on a complex background photo.

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Don't change typefaces.

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YOUTH NETWORK: BOGOTÁ

Don't use logo without tagline or Aspen logo.

FOR PARTNERS WITH UNIQUE NAMES

Anchor partners can choose to lead with another related translation as in the example below. Partners will determine a name, or a few options, and share it with their local Youth Advisory Group and Collaborative. Together, they work to select the community name and brand color, ensuring that young people are at the center of decision-making processes.

Even for unique names, the "Global Opportunity Youth Network" section of the logo must include the location name, as with the standard community logos. The logo should have both horizontal and vertical lockups; refer to the design guidelines on the next page. The name can be used on its own as long as the network logo appears on the same page. (On a website, both the name and network logo must be visible without scrolling.)

It is highly recommended that a graphic designer with brand experience create these logos, as guidelines may vary for different names.

VERTICAL



HORIZONTAL



OTHER PARTNER WITH UNIQUE NAMES EXAMPLES

Below are other samples of unique partner names and logos.

VERTICAL



HORIZONTAL



