

The Elders' Brand Guide

Logos

Two logos: 1) White colour text for dark backgrounds.
2) Navy blue text for light backgrounds.



Primary Colours



Elders' Blue

Hex: #152431

R: 21 G: 36 B: 49

C: 57 % M: 27 % Y: 0 % K: 81 %



Elders' Yellow

Hex: #F5C742

R: 245 G: 199 B: 66

C: 0 % M: 19 % Y: 73 % K: 4 %

Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@\$&

Font: Montserrat

Elders' curve



Tagline

Founded by Nelson Mandela in 2007, The Elders are independent global leaders working together for peace, justice, human rights and a sustainable planet.