



CSI
CENTER FOR SOCIAL
INNOVATION

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CSI
CENTER FOR SOCIAL
INNOVATION





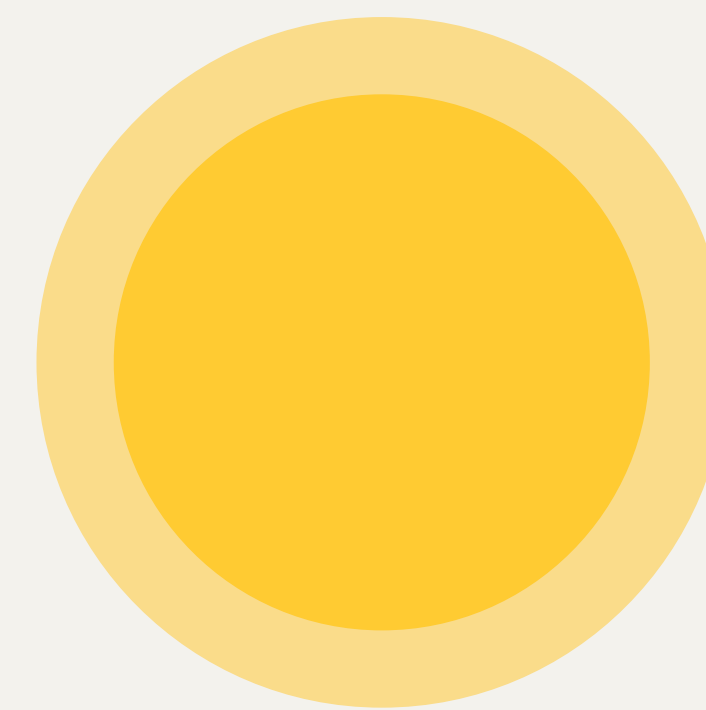
CSI
CENTER FOR SOCIAL
INNOVATION

Improving quality of life

“

**Social innovation is
the key to solving
tomorrow's
challenges today.**

CSI Team



The background of the image consists of numerous thin, light blue lines radiating from a central point towards the edges, creating a sunburst or starburst effect. The lines are set against a solid medium blue background.

**colors,
patterns
& icons**

COLOR PALETTE

The CSI colour palette consists of
5 primary colors and 2 secondary colors.

PRIMARY COLORS

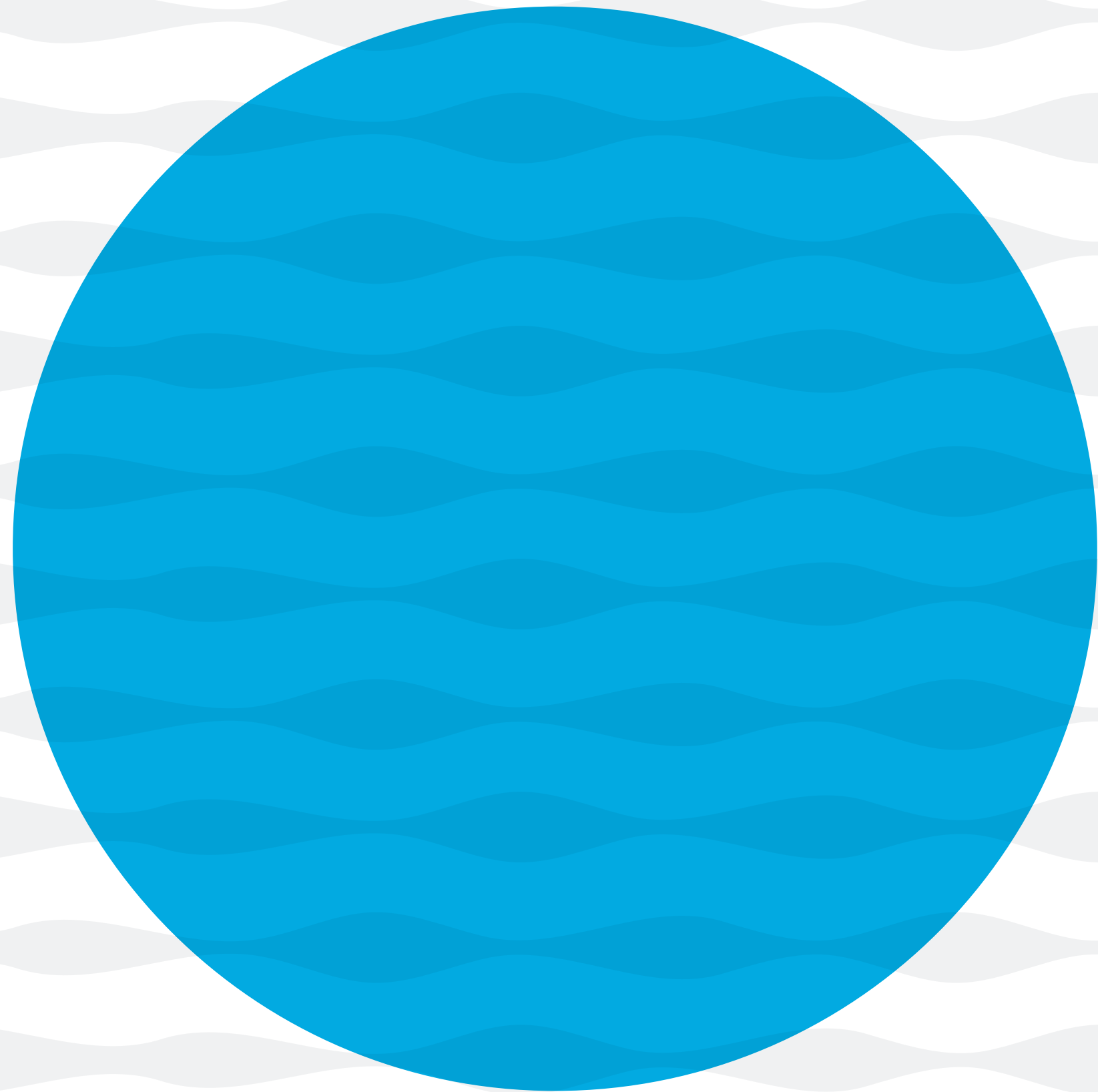
SECONDARY COLORS



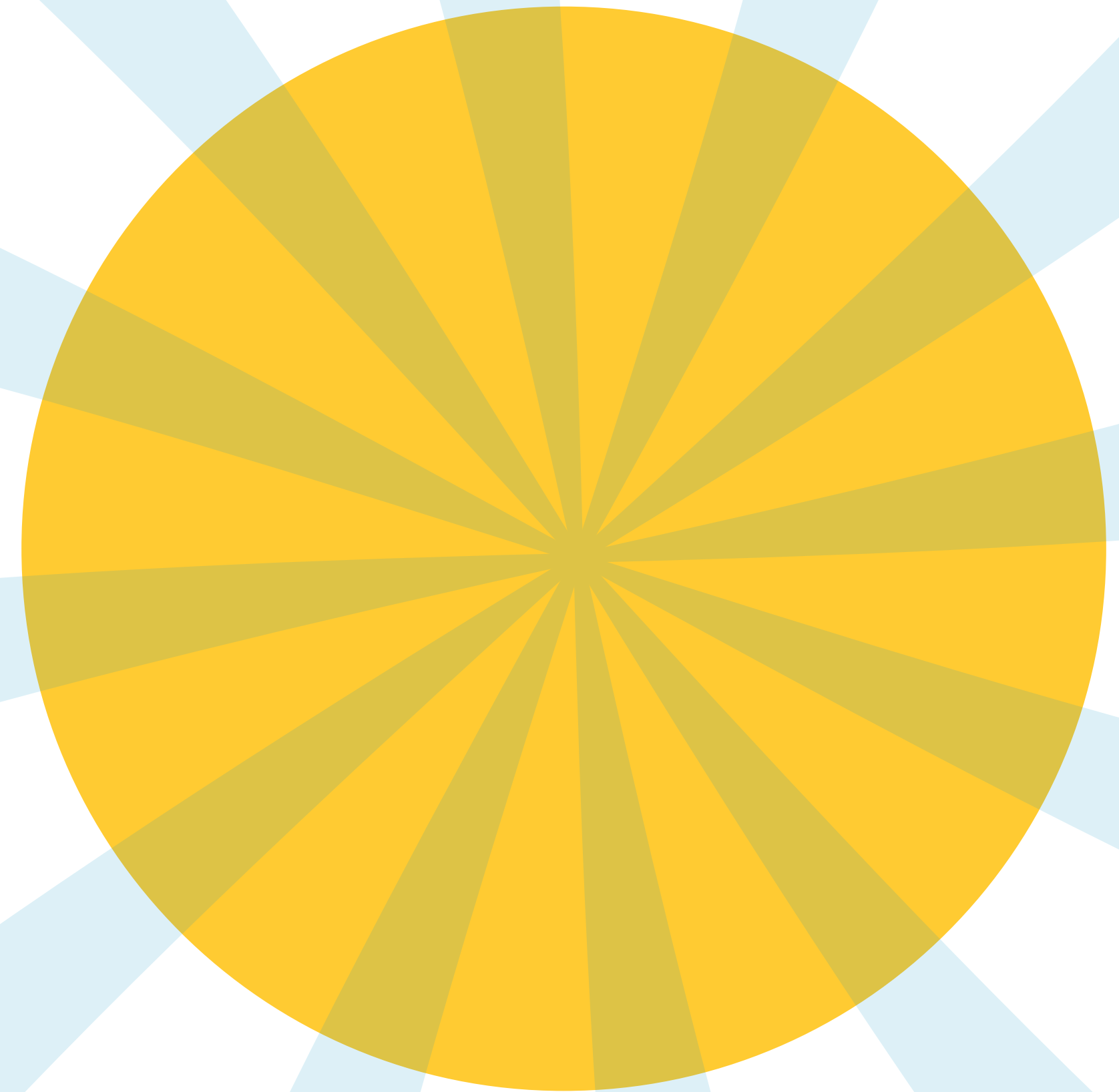
PATTERNS

There are 2 patterns that can be used as supporting backgrounds or within designs.

Waves: A nod to Cyprus - fluid, rhythmic lines serve as a metaphor for the continuous flow of innovation and progress that drives CSI's mission to create positive, lasting change.

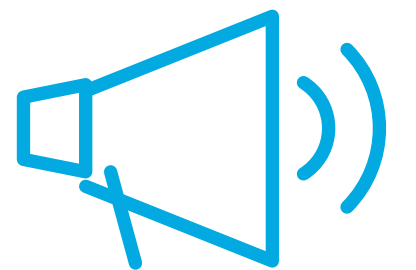
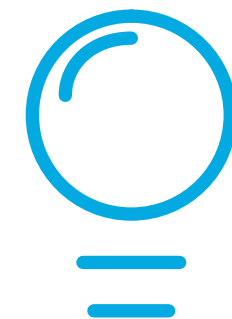
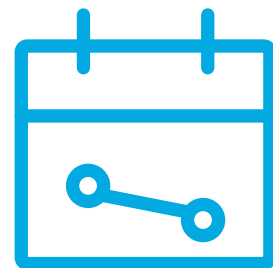
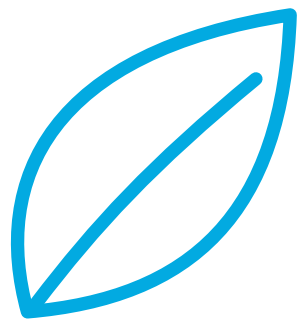
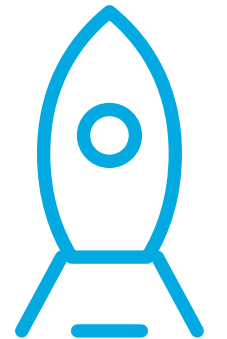
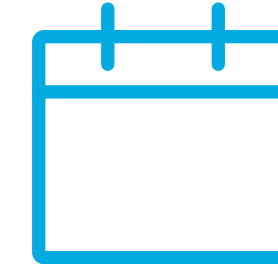
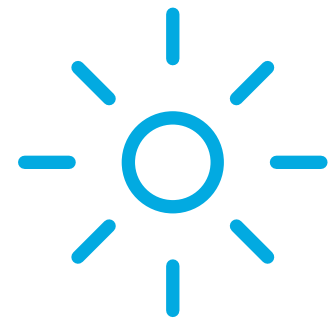
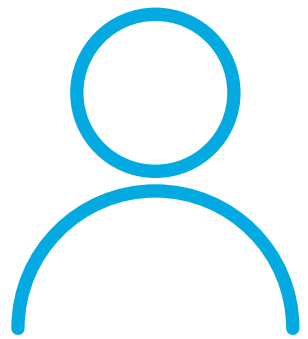
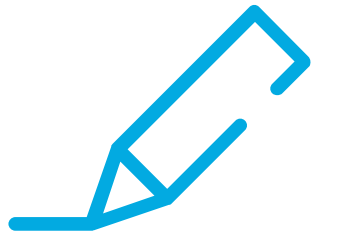
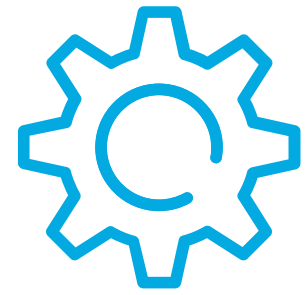


Sun: radiating geometric lines capturing the warmth and energy of the sun, symbolizing the innovation and clarity that CSI brings to its social impact initiatives.



ICONS

A linear, monoline icon style with uniform line weights, rounded corners and simple geometric shapes. The icon pack mirrors these characteristics to ensure they don't visually clash with the brand. They should be used in the CSI primary colours.



usage guidelines

*Always consult a member of the Communications Team to approve your usage of the CSI logo where you are unsure.

**ALIGNMENT
& COLORS**

There are 3 different styles for the CSI logo - full colour, solid monochrome and outlined monochrome. This is the preferred state of the logo. The usage of each option depends on the background it will be placed on.

PRIMARY LOGO
light background

HORIZONTAL, FULL COLOR



HORIZONTAL, MONOCHROME



HORIZONTAL, MONOCHROME, OUTLINE



VERTICAL, FULL COLOR



VERTICAL, MONOCHROME



VERTICAL, MONOCHROME, OUTLINE



ALIGNMENT
& COLORS

Full colour reverse logo - The text can either be the original blue hues, or white depending on the background shade.

PRIMARY LOGO
dark background

HORIZONTAL, FULL COLOR



HORIZONTAL, MONOCHROME



HORIZONTAL, MONOCHROME, OUTLINE



VERTICAL, FULL COLOR



VERTICAL, MONOCHROME



VERTICAL, MONOCHROME, OUTLINE



SIZE & SPACE

HORIZONTAL



Clear Space: Always maintain a clear buffer zone around the logo equal to the inner circular space of the letter 'C' in the CSI wordmark. This ensures the brand remains distinct and legible.



VERTICAL



Minimum Size: To preserve the integrity of the design, the logo must never be displayed smaller than 45px in height for digital interfaces, or 1.5cm in height for print reproduction.



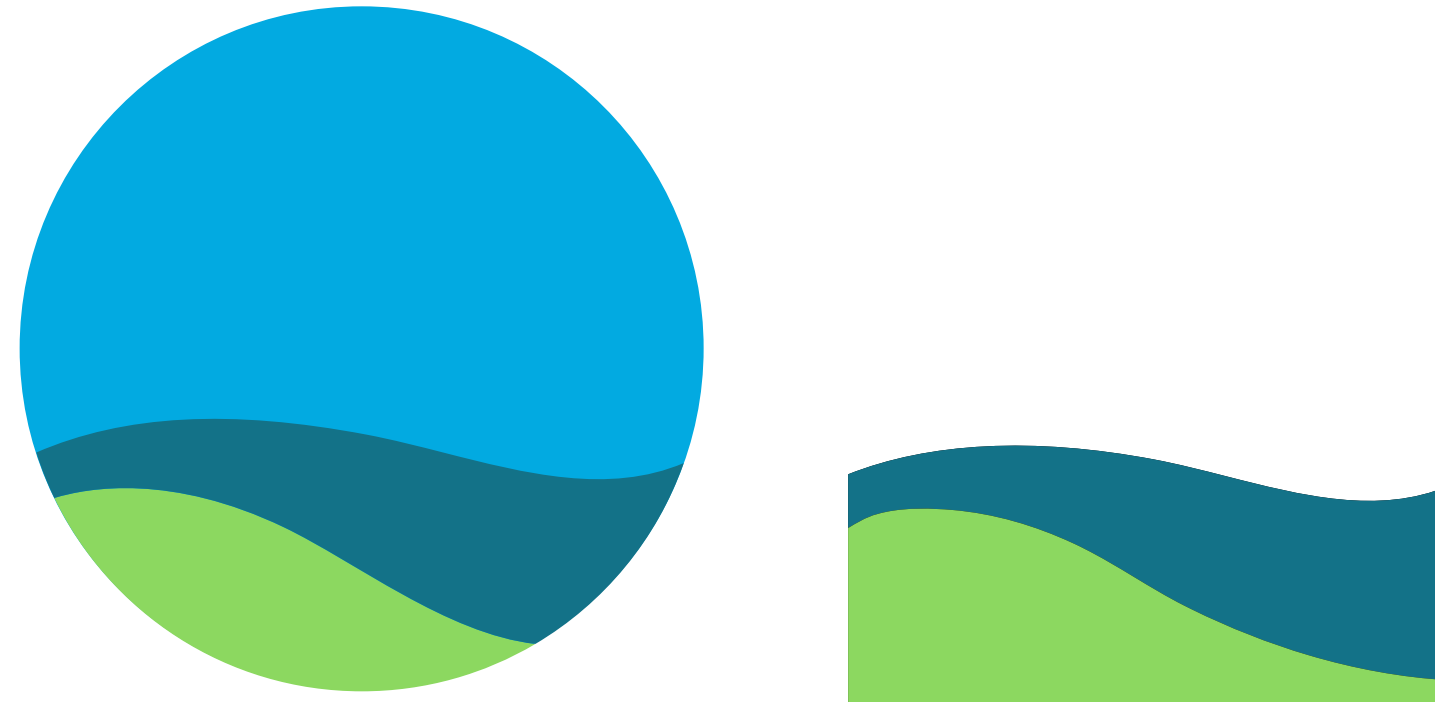
1.5cm/45px

SUBMARKS

Submarks are strong, effective extensions of our main logo which maintain brand consistency while offering versatile solutions for different applications.



Used for: Social media avatars, app icons, or favicon use where you need the complete, recognizable symbol at a small size.



Used for: subtle branding, such as watermarks on documents, presentations, or as a decorative background element that keeps the brand presence without distracting from primary content.



Used for: social media posts as a subtle footer or additional element on material.

FULL COLOUR LOGO

WHITE OR LIGHT BACKGROUNDS

 Use the full color logo.



DARK OR PHOTOGRAPHIC BACKGROUNDS

 Use the full logomark with a white outline and white text.



MONOCHROME LOGO

WHITE OR LIGHT BACKGROUNDS

 Use the primary blue (#02aae1), secondary blue (#137288) or white version of the logo in either solid or outline form if necessary*.

*The original form of the logo should always be used as a first option. Where it is not possible due to the specific branding of the event/material it needs to be placed on, use the outlined or solid monochrome version.



**IMPROPER USE
OF OUR LOGO**

The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise alter or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.



DO NOT recreate or retype the words



DO NOT stretch



DO NOT change the color



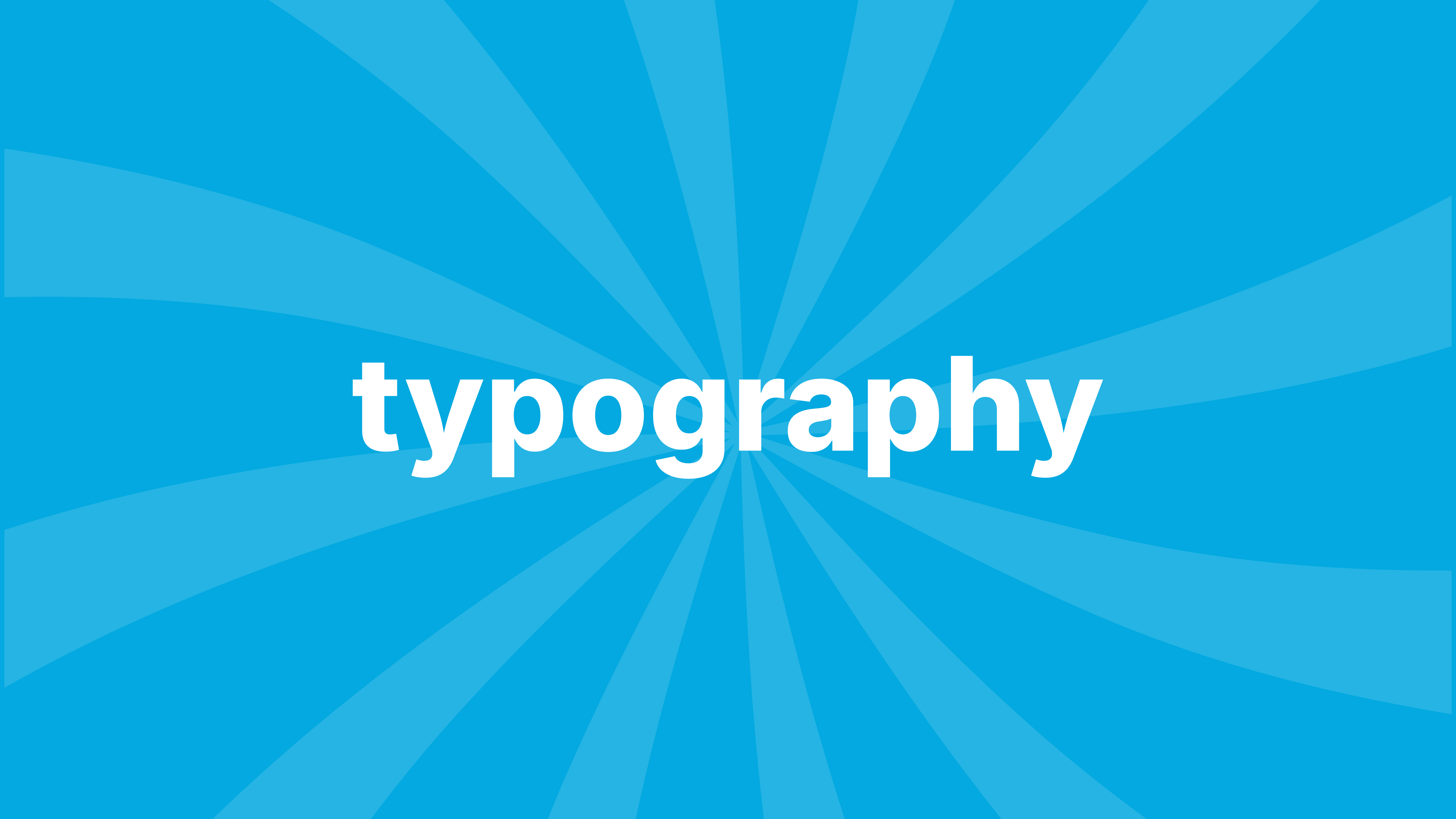
DO NOT change the angle



DO NOT change the size of the words – always keep the right proportion



DO NOT change the opacity

The background of the image consists of numerous thin, light blue lines radiating from a central point, creating a sunburst or starburst effect. These lines are set against a darker blue background.

typography

TYPOGRAPHY

Typography plays an important role in ensuring a lasting impression of our brand. The following typefaces should be utilized for all CSI marketing materials.

PRIMARY FONT: *Inter* (variable google font)

Inter is widely regarded as a highly accessible and versatile typeface, and ensures high legibility at small sizes. It is usable in both Greek and English. Its clean, neutral geometric forms prevent visual crowding, while its comprehensive OpenType features—such as tabular figures and stylistic alternates—support diverse user needs, including readers with dyslexia or low vision.

Usage: It is the primary font and CSI’s official voice, and should be used on all material for headings and body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

SECONDARY FONT: *Shantell Sans* (variable google font)

Shantell Sans is a handwritten–sans font, with genuine warmth and imperfection. It stays highly legible even at small sizes or in longer captions. It plays on the expressive side, and is human enough to signal community, creativity, and social innovation, while staying structured and legible enough not to undercut CSI's credibility as an established organization.

Usage: For moments which we want to feel more personal and celebratory: a quote from a participant, a "thank you" over an event photo, a highlight caption on Instagram.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

TYPOGRAPHY Examples of type in use.



“
**Networking is
about planting
relationships.**
Who will you grow with?



CSI
CENTER FOR SOCIAL
INNOVATION



**OUR CORE
MISSION:**
IMPROVE QUALITY OF LIFE



**WHERE
DO WE
STAND?**
Take a look! →





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