

Œuvre Nationale Brandbook

Beneficiaries

1.1 Introduction

1.2 Logo application: Good and bad practice

1.6 Logo application: Examples



As beneficiaries of financial support from Œuvre Nationale, we kindly ask you to include the Œuvre Nationale logo on the communication materials aimed at promoting your project.

To do so, please refer to this usage guide.







1.2

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Logo application: Good and bad practice

Beneficiaries must only use the main logo and not the logo variant.

To be used systematically with the mention of support.

 <p>soutenu par oeuvre nationale</p> <p>✓</p>	 <p>oeuvre nationale</p> <p>✗</p>
 <p>funded by oeuvre nationale</p> <p>✓</p>	 <p>oeuvre nationale</p> <p>✗</p>
 <p>ënnerstëtzt vun oeuvre nationale</p> <p>✓</p>	



1.3

Depending on the background colour of your communication materials, please use the appropriate logo colour variant, as shown in the example opposite.



Make sure that the contrast between your background and the logo is correct, aesthetically pleasing and guarantees good legibility.

If you have any questions, please contact: communication@oeuvre.lu
Please submit a proof prior to print production or online distribution for approval.



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Logo application: Good and bad practice

<p>White</p>  <p>✓</p>	<p>Light-colour</p>  <p>✓</p>
<p>Black</p>  <p>✓</p>	<p>Dark-colour</p>  <p>✓</p>
<p>Saturated colour (dark)</p>  <p>✓</p>	<p>Saturated colour (light)</p>  <p>✓</p>

1.4

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Logo application: Good and bad practice

Do not distort or stretch the logo disproportionately.

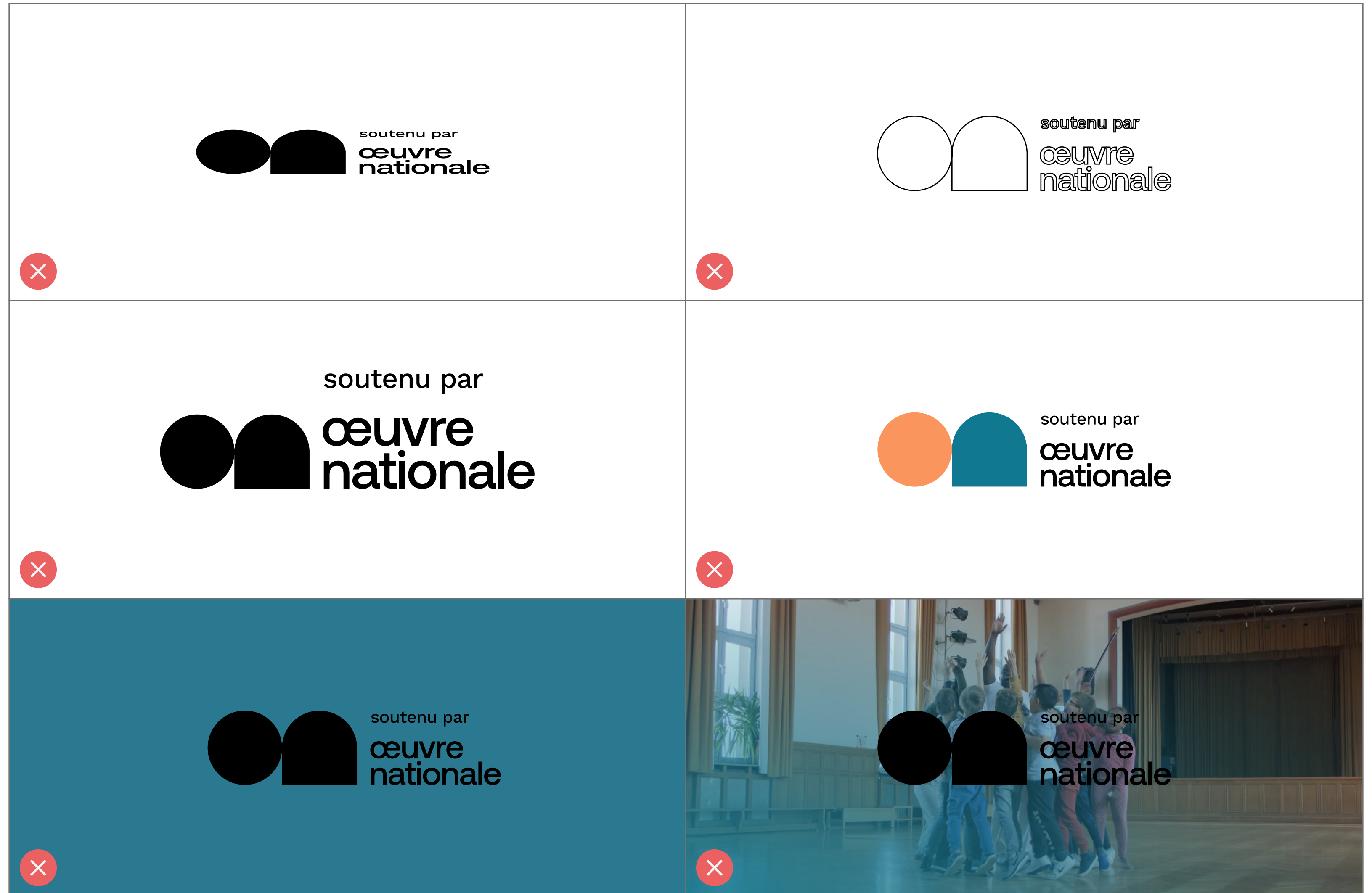
Do not style or modify the logo, for example by adding an outline, a drop shadow, a bevelled effect or any other stylistic effect.

Do not resize, reposition or modify the logo in any way whatsoever.

Do not use the black/white and coloured versions of the logo together.

Do not use colour combinations that make the logo illegible.

Do not place the logo on images that make the logo unreadable.



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Logo application: Good and bad practice

If you are using the logotype on a coloured background (to ensure good contrast and legibility), please ensure that you use the logotype in PNG format with a transparent background, to avoid an undesirable white background.

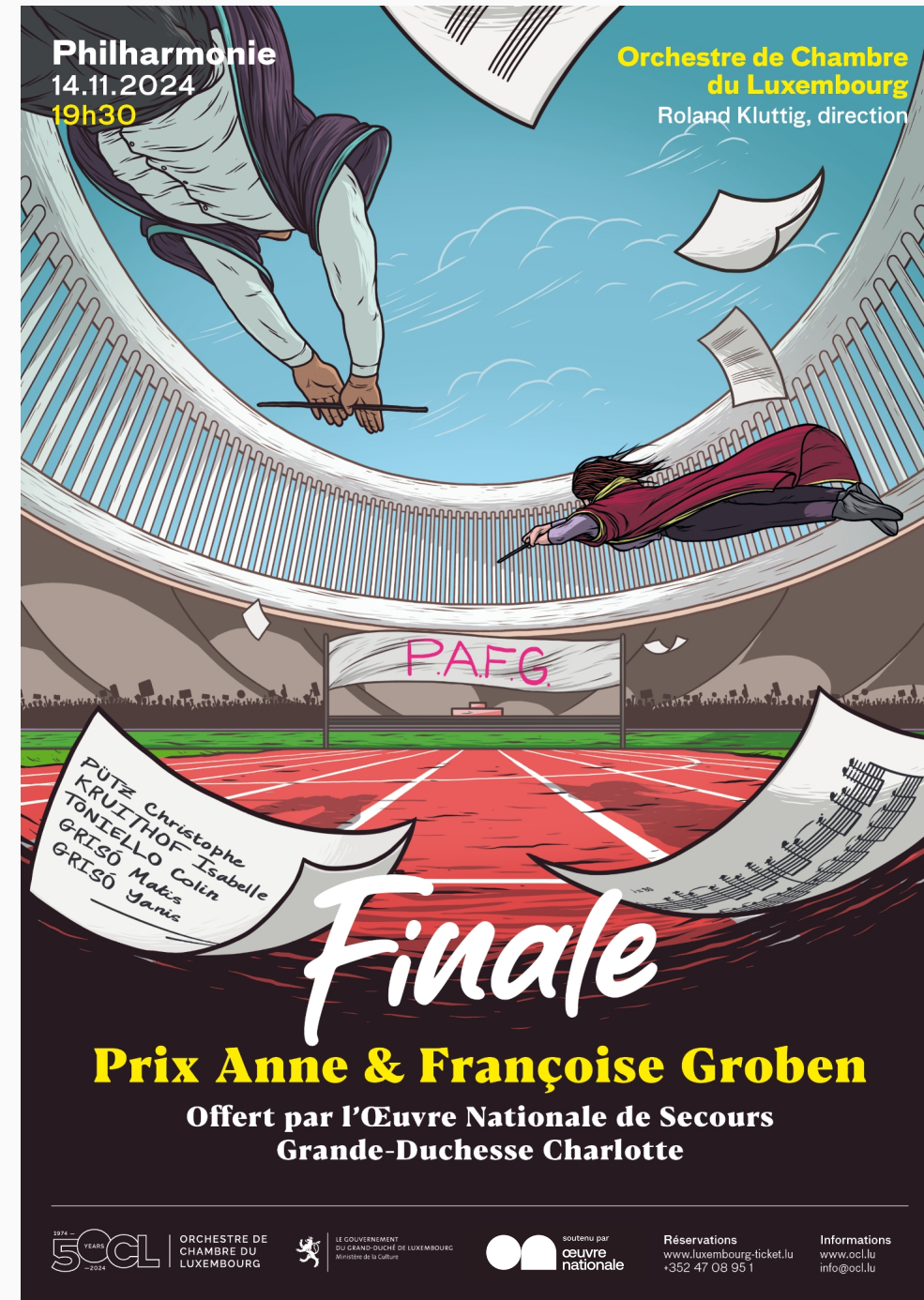
 <p>Resilienz Forum 2024 GRANDIR SAINEMENT</p> <p>FORUM RESILIEZ & GESUNDHEITSPFLEGE CNAPA</p> <p>Renforcer la résilience chez les enfants et la jeunesse - discutons-en ensemble !</p> <p>11 octobre 2024 18h au Parc Hotel Alvisse à Dummeldeng</p> <ul style="list-style-type: none"> ▪ Stands d'information par les acteurs majeurs du secteur ▪ Conférences par des experts ▪ Table ronde et questions ▪ Get-together & Fingerfood <p>INFOS + INSCRIPTION</p>  <p>soutenu par œuvre nationale</p> <p>Rotary Luxembourg-Horizon</p> <p>Conférences en allemand/luxembourgeois avec traduction en français info@cnapa.lu +352 49 77 77 1 cnapa.lu</p> <p>CNAPA Centre National de Prévention des Addictions</p> <p>✓</p>	 <p>Resilienz Forum 2024 GRANDIR SAINEMENT</p> <p>FORUM RESILIEZ & GESUNDHEITSPFLEGE CNAPA</p> <p>Renforcer la résilience chez les enfants et la jeunesse - discutons-en ensemble !</p> <p>11 octobre 2024 18h au Parc Hotel Alvisse à Dummeldeng</p> <ul style="list-style-type: none"> ▪ Stands d'information par les acteurs majeurs du secteur ▪ Conférences par des experts ▪ Table ronde et questions ▪ Get-together & Fingerfood <p>INFOS + INSCRIPTION</p>  <p>soutenu par œuvre nationale</p> <p>Rotary Luxembourg-Horizon</p> <p>Conférences en allemand/luxembourgeois avec traduction en français info@cnapa.lu +352 49 77 77 1 cnapa.lu</p> <p>CNAPA Centre National de Prévention des Addictions</p> <p>✗</p>
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Beneficiaries

Logo application: Examples

Here are a few examples of how the Œuvre Nationale logo has been used on posters promoting supported projects.



Thank you for your attention



For any questions, please contact:
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