

We take care of Ukraine



Idea & inspiration

Our idea was strongly connected with 3 words – protection & care & love. Those are three main things that are really important for every human being – especially for Ukrainian refugees.

Inspiration for logotype were symbols that are used in humanitarian help/ hospitals/ ambulance — red cross which represents our CARE.

Our PROTECTION came from idea of plasters when people want to cover their scars and wounds or a place that is hurt.

Symbols of heart — because we need to show people our LOVE and togetherness for them.

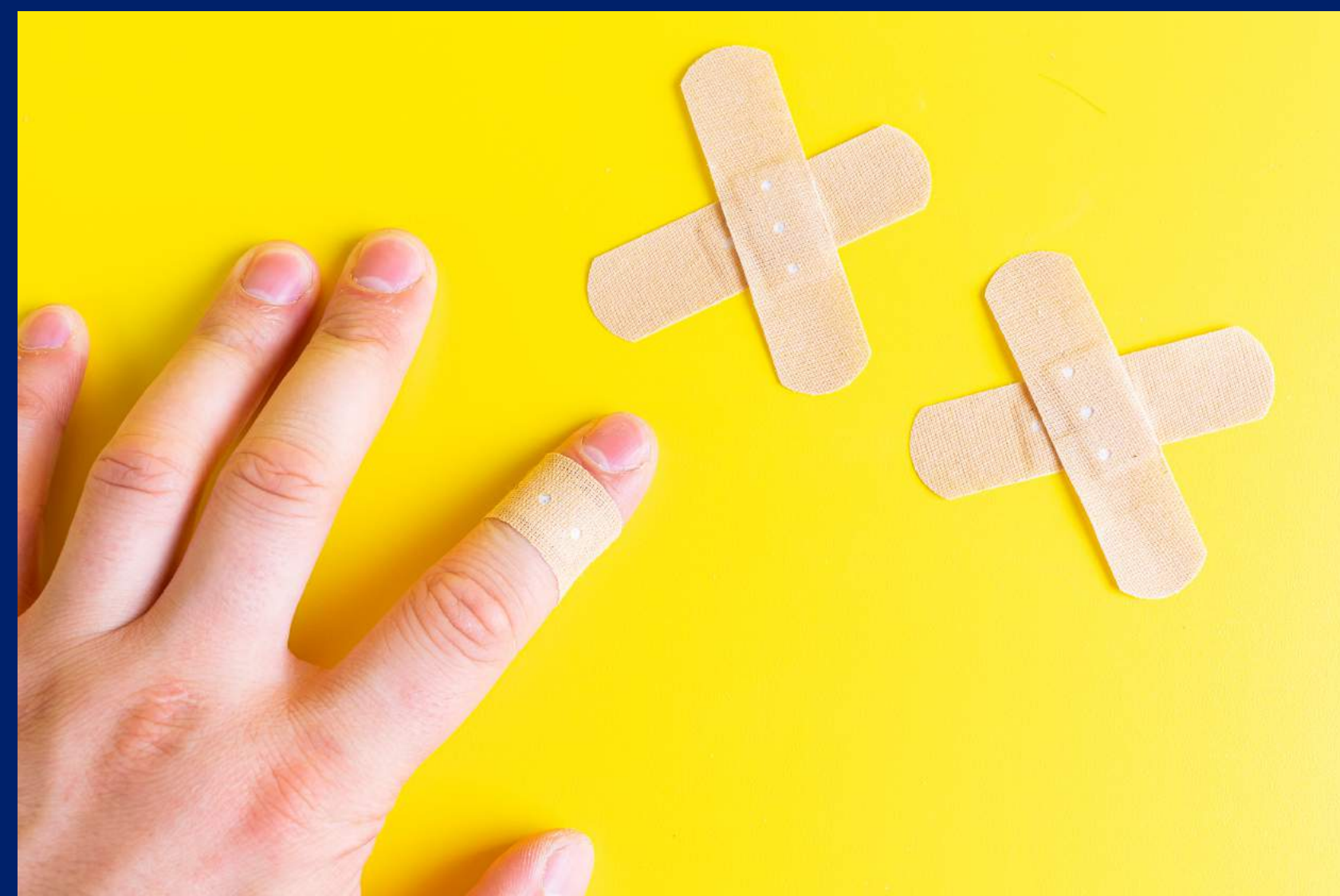
The idea of two crossed lines (+/plus) can be also understood like joining/ adding into something and is also used to indicate addition or a positive quantity.



Care & Help



Togetherness & Love



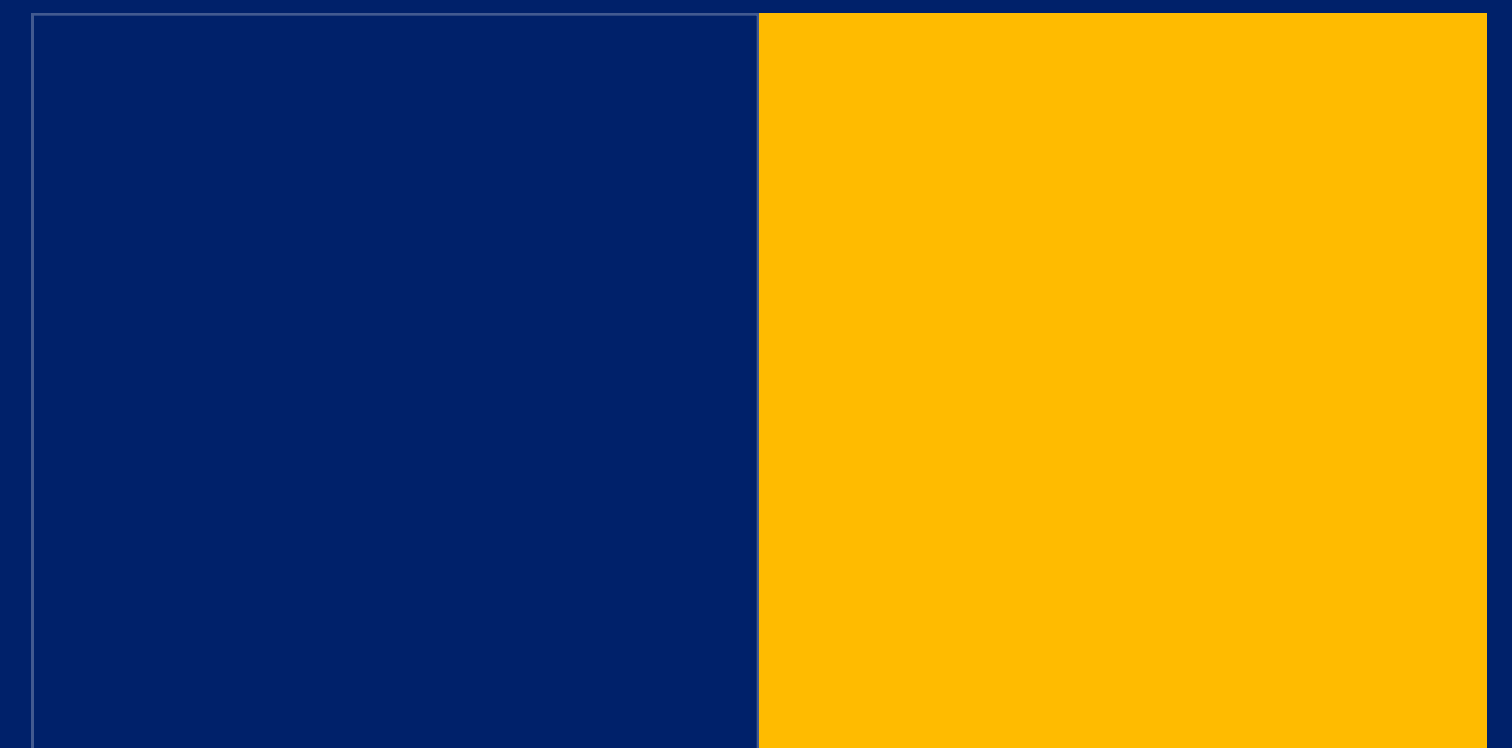
Protection

Colors

PRIMARY COLORS



SECONDARY COLORS



#245FAB

#FFD602

#FFFFFF

#0194D9

#00216A

#FFBB00

Logo

Badge

Icon

Symbol



Kindness

Solidarity

Friendliness

Help

Connecting

Key message

The goal for creating key headlines on our idea was the importance of a letter U that can either stand for Ukraine or abbreviation for "YOU".

Ukraine people in need can identify with both words because we are talking to them **personally** (YOU are the one that need help) and also **generally** (ALL Ukraine people need help).

We emphasize usage of letter U on the end of every sentence as a dominance and importance of a person and people of Ukraine overall. This can be applied into various messages based on the type of help we provide to Ukraine refugees.

U

We stand
with
Ukraine



We give
a home to
Ukraine



We give
a job to
Ukraine



We give
a food to
Ukraine

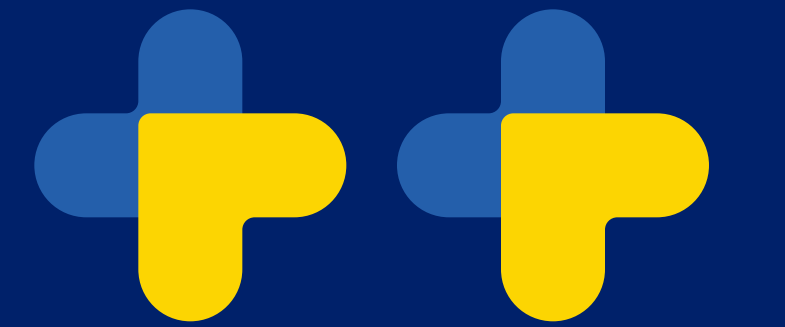


Creative visual communication

The design approach is inspired by clear Ukraine colors and a sense of optimism and caring as a central part of identity. In additional visual communication, we can create complementary illustrations evolved from the dynamic transformation of the main logo that reflect the key message.



Accommodation



Emotions



Person

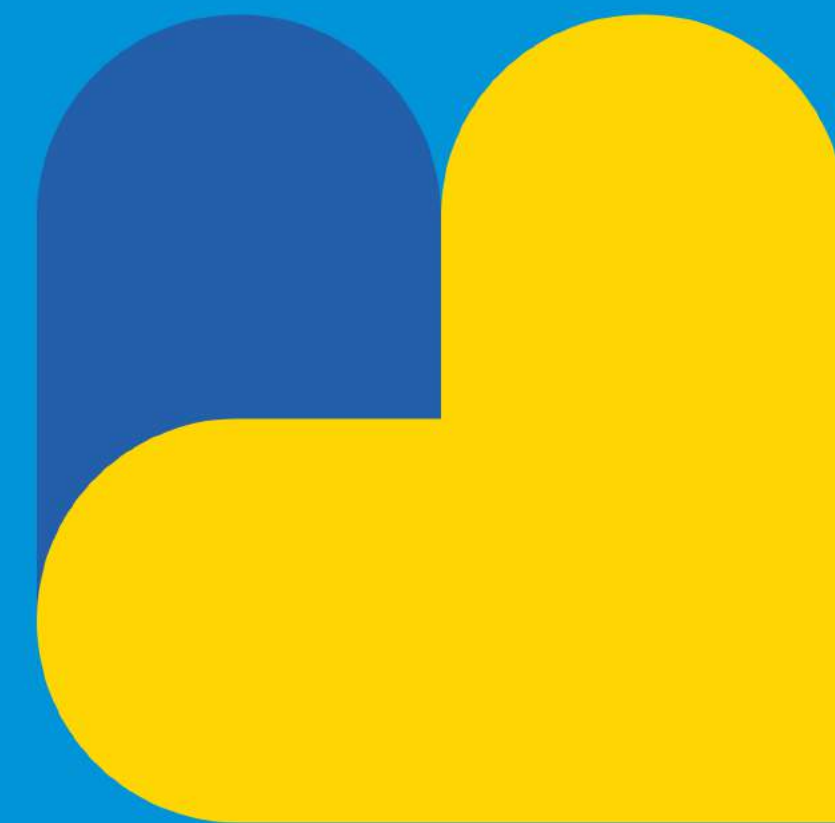


Hug

Flyer

We take 
care of
U*kra*ine

Accommodation
Food
Child care
Health care



Ask a personal for more info

Door sticker



We take
care of
Ukraine

P
U
S
H

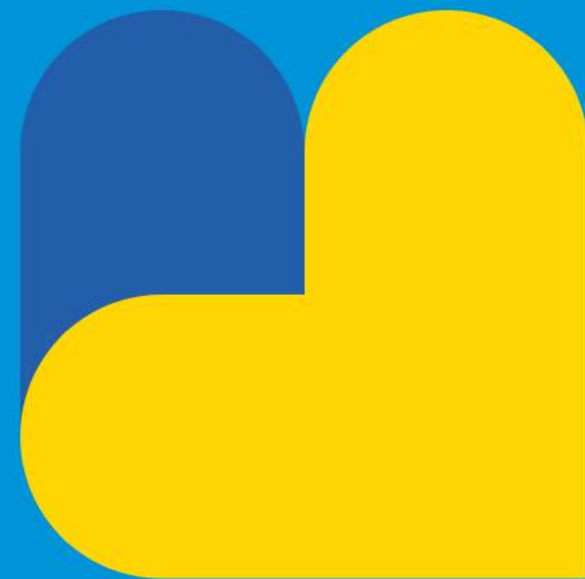
Adhesive tape



Posters

We take care of Ukraine

- Accommodation
- Food
- Child care
- Health care



Ask a personal for more info



We give a job to Ukraine

- IT
- Waitress
- Teacher
- Health worker

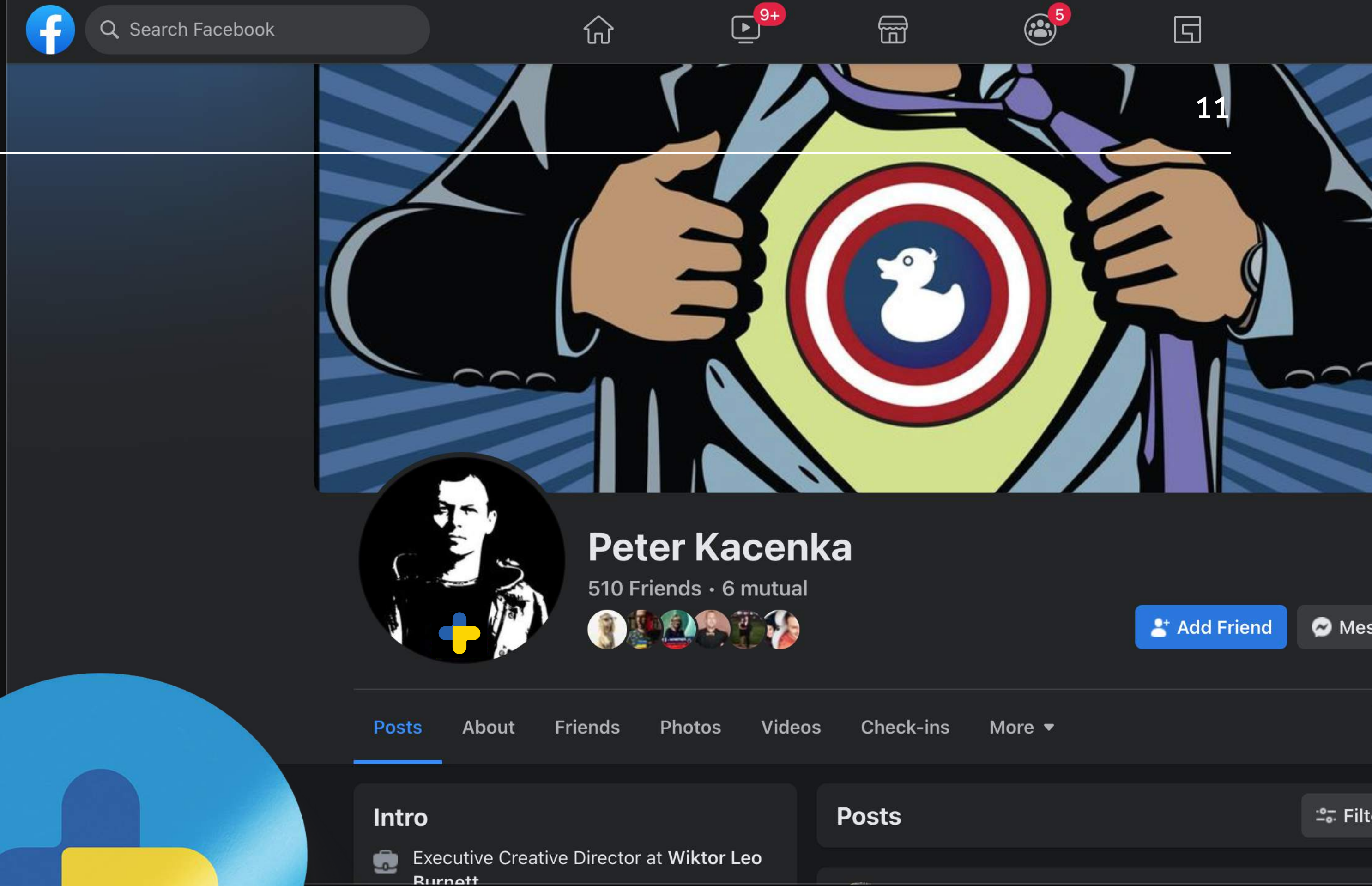


Ask a personal for more info



Use case

Social media & brands



Various applications

8,44 €
 Bežná cena 9,90 €

Zľava 15 %
 platí do 5. 4. 2022

Posielame **do 15 dní**

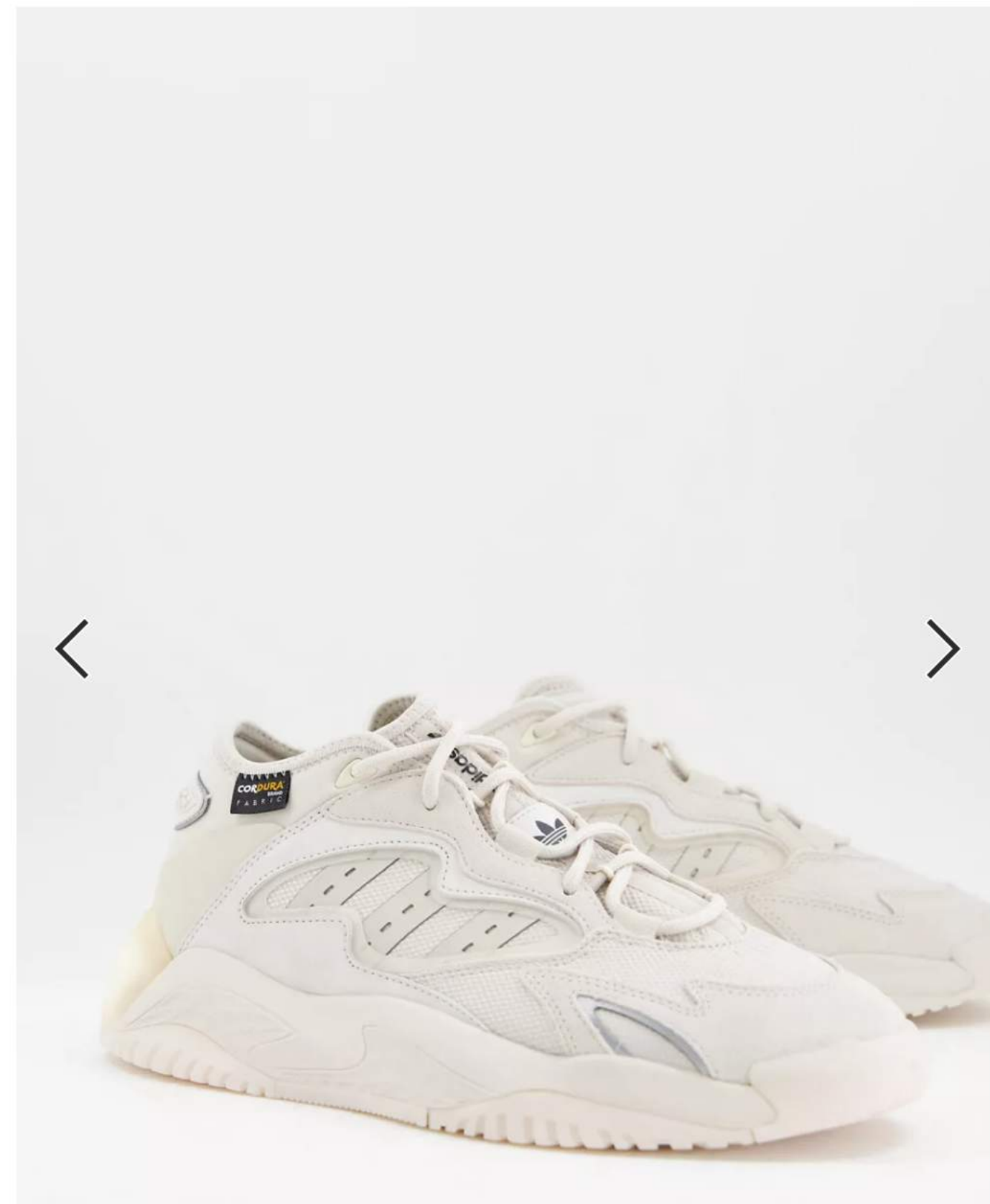
 **VLOŽIŤ DO KOŠÍKA**

REZERVOVAŤ V KNÍHKUPECTVE

 **PRIDAŤ DO**

Badge identification of e-commerce subjects that are ready to help & donate a percentage of their revenue to support Ukraine.

adidas > adidas Originals Streetball II trainers in clear brown




adidas Original trainers in clear
€140.00


COLOUR: Brown


SIZE:

Please select 

 **ADD TO BAG** 

 Free Delivery.

 Free Returns.

Ts&Cs apply. [Learn more](#) 



Purchasing products with this badge means that percentage of your payment is going to support activities connected with help to Ukraine citizens.

Thank
U