

**#globalguytalk**  
**Design guide 1.0**

Headlines, quotes, intro texts

**OSWALD, BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

Download Oswald here:

<https://fonts.google.com/specimen/Oswald>

Body texts

# Open Sans, Regular

abcdefghijklmnopqrstuvwxyzåäö

Open Sans, Regular (Google Fonts), can be used for longer body text.

Download Open Sans here:  
<https://fonts.google.com/specimen/Open+Sans?query=open+sans#standard-styles>

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**TALK**

**LET'S  
START  
TALKING**

**WHAT WOULD YOU LIKE TO TALK ABOUT?**

COLORS

The image displays a color palette divided into two main sections: Primary colors and Accent colors. The Primary colors section includes Black and Light Blue. The Accent colors section includes Green, Purple, and Orange. Each color is represented by a colored square with its name and technical specifications (RGB, CMYK, and HEX) listed below it.

Color Name	RGB	CMYK	HEX
BLACK	0,0,0	0,0,0,100	#000
LIGHT BLUE	153,213,237	35,10,0,7	#99D5ED
GREEN	153,222,201	31,0,9,13	#99DEC9
PURPLE	194,176,227	15,22,0,11	#C2B0E3
ORANGE	255,204,153	0,20,40,0	#FFCC99

Primary colors

Accent colors

# Examples of use of color



**LET'S  
START  
TALKING**

**LET'S  
START  
TALKING**

**LET'S  
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**LET'S  
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**LET'S  
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**LET'S  
START  
TALKING**



Logo

**#GLOBALGUYTALK**



**#GLOBALGUYTALK**



# Logo, usage guidelines

A communicating logo. The white space can be used to add topics, places and so on.

**#GLOBALGUYTALK**



**#GLOBALGUYTALK**

**LET'S TALK ABOUT IT**

**#GLOBALGUYTALK**

**STOCKHOLM**

**#GLOBALGUYTALK**

**FEELINGS**

**#GLOBALGUYTALK**

**FRIENDSHIP**



**#GLOBALGUYTALK**

**SEX**

**#GLOBALGUYTALK**

**VULNERABLE**

Use of logo with Make Equal and Swedish Institute logotypes.

# #GLOBALGUYTALK



A COOPERATION BETWEEN

MAKE  
EQUAL

SI. Swedish  
Institute

# PRESENTATION

A COOPERATION BETWEEN



**Other examples**

A man with a thick red beard is shown from the chest up, wearing a grey t-shirt. He is pointing his right index finger towards a white graphic overlay on his chest. The overlay contains the text "#GLOBALGUYTALK" in large, bold, white capital letters, and below it, "STOCKHOLM" in smaller, bold, black capital letters. The background is a plain, light-colored wall.

**#GLOBALGUYTALK**

**STOCKHOLM**





#GLOBALGUYTALK  
JOHN



#GLOBALGUYTALK

**WELCOME!**

**LET'S TALK!**

Praesent commodo cursus magna, vel scelerisque nisl  
consectetur Maecenas faucibus mollis interdum.  
Big city hall - 12 PM

#GLOBALGUYTALK

PROGRAMME PARTNER:  
MAKE  
**EQUAL Si.** Swedish  
Inclusion