



BRAND BOOK · VERSION 1.0 · 2026

Visual Identity Guidelines

دليل الهوية البصرية

Move learning **beyond the classroom.**

A shared identity for the
STEAM CSO Network of Palestine



DESIGNED BY

Marker Studio

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www.marker.ps

COLOPHON

A visual identity system for the Palestinian STEAM
CSO Network. Typeset in Poppins & Snaga.



Version 1.0 · 2026

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Tip: color values and tokens in this book are **click-to-copy** on screen.

01

SECTION 01

The brand

Who we are, what we believe, and the single idea that makes ten organisations feel like one movement.

THE IDEA

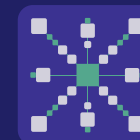
Move learning **beyond** the **classroom.**

The Palestinian STEAM CSO Network exists to make a fragmented group of organisations feel like **one visible, credible, shared movement.** We are a network of ten Palestinian civil-society organisations advancing non-formal STEAM education — science, technology, engineering, arts and mathematics that happens in clubs, labs, makerspaces and communities, not only in schools.

The identity must read as **institutional enough** for our partners and donors, yet **alive enough** for youth and educators. It is a serious educational network with the energy of discovery — not a children's science club, and not an EU-policy network.

Everything in this book serves that balance: a confident violet-and-mint palette, a geometric mark built from folded paper, and Palestinian tatreez reimaged as pixels.

WE COMMUNICATE



Curiosity & experimentation

Collaboration & shared resources

Informal, open learning

Palestinian educational identity

Youth potential

التعلّم خارج الفصل.

OUR VALUES

Five things we stand for

Anchor every message, headline and campaign to one of these five. The short verb phrase is the voice; use it.



Aspiration

Aim higher

Big dreams start here. We believe Palestinian youth can reach further.



Curiosity

Explore more

Curiosity fuels discovery. We ask questions before we give answers.



Innovation

Create solutions

Build. Test. Improve. Repeat. We turn ideas into things that work.



Heritage

Rooted in culture

Our roots, our future. Palestinian identity runs through every pixel.



Impact

Empower change

Together we inspire, empower and create lasting change.



NAMING HIERARCHY

Use the right name for the context

PRIMARY

STEAM CSO Network

FORMAL • DONOR • LEGAL

Palestinian STEAM CSO Network

SHORT • SOCIAL • ICON

STEAM — only when full brand context is clear



Never let the identity collapse to just "STEAM" — the **CSO Network** is the point. And it is **not** Steam, the gaming platform.

BILINGUAL BY DESIGN

Arabic & English, equal partners

ENGLISH

Learn. Create.
Change the world.

العربية

اكتشف. اصنع. غَيِّر العالم!

Everything is conceived in both languages. Arabic uses the same structure and the same mint-accent payoff — never a bolted-on translation. Set `dir="rtl"` and use **Snaga** for Arabic.

02

SECTION 02

The logo

Anatomy, variations, clear space and the rules that keep our mark consistent everywhere it appears.



LOGO ANATOMY

Mark, wordmark & descriptor



1 • The mark

Four folded-paper triangular facets pinwheel around a 4-point white star of negative space. Modular units become one organised system, then push forward.



STEAM 2 • The wordmark

“STEAM” set in the brand’s ExtraBold geometric voice, in brand violet — the loudest, most legible element of the lockup.



3 • The descriptor

“PALESTINE NETWORK” locks up beneath STEAM in tracked caps, with the ® mark — it names the network and anchors the wordmark.

The tatreez pixel motif is no longer part of the logo lockup — it lives on as a brand pattern (see **Pattern & motif**).

VARIATIONS & LOCKUPS

Lockups & monochrome

Use the full lockup wherever space allows. Drop to the wordmark or mark only when the full lockup will not read.



Primary lockup

Default. Light & paper backgrounds.



Reversed lockup

Deep indigo & dark/photo grounds.



Wordmark

When the mark sits elsewhere on the layout.



Monochrome

One-colour fallback — solid grey on light, white on dark.

The mark stands alone for avatars, favicons, app icons & pins — on either ground.

CLEAR SPACE

Give it room to breathe

Keep clear space on all sides equal to **X** — the height of the mark. Nothing (type, image edges, other logos) enters this zone.



X = the height of the folded-paper mark. When in doubt, add more space.

MINIMUM SIZES

Stay legible



Full lockup

≥ 28 mm print · ≥ 120 px digital



Wordmark

≥ 18 mm print · ≥ 90 px digital



Mark only

≥ 10 mm print · ≥ 32 px digital

Favicon & app icon: use the mark on its deep-indigo pixel box, never the wordmark.

BACKGROUNDS

Always keep contrast

The logo lives on two grounds: **deep indigo** and **warm paper**. On photography, place it on a clear, calm area or add a subtle scrim.



Deep indigo ground



Reversed lockup on dark · primary lockup on paper · on photos, anchor to a calm area with a scrim.

MISUSE — DO NOT

Protect the mark

The logo is a fixed asset — never redraw, recolour or restyle it. These are the six most common mistakes.



Don't stretch or distort

Keep the original proportions.



Don't rotate or tilt

Always sit level and upright.



Don't recolour

Use only the official colours.



Don't add effects

No shadows, glows or bevels.



Don't use low contrast

Violet logo disappears on violet.



Don't sit on busy areas

Use a scrim or a calm spot.

03

SECTION 03

The colour

A confident violet-and-mint palette — not the usual NGO blue. Two grounds drive every layout.

CORE PALETTE

Three brand colours

Click any value to copy. Exact hex values are read from the official vector artwork.

**Violet**

PRIMARY

#42379D

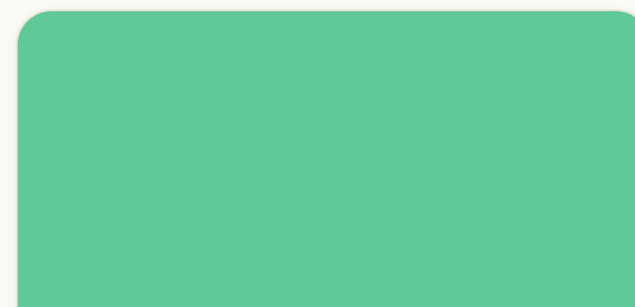
The STEAM wordmark, primary buttons & links.

**Deep indigo**

GROUND

#202064

Hero grounds, headings & dark UI surfaces.

**Mint**

ACCENT

#61C998

The spark — eyebrows, highlight words & loud CTAs.

**Mark gradient**

TEAL

#169AB7

VIOLET

#42379D

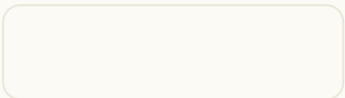
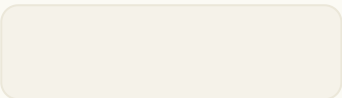
MAUVE

#9B86AE

EXTENDED PALETTE

Full ramps & semantics

Click any swatch to copy its hex. Outlined chips are the core tokens.

Indigo	 950 · #111139	 900 · #18184E	 800 · #202064	 700 · #2B2880	 600 · #352F92
Violet	 700 · #382C86	 600 · #42379D	 500 · #5A4FB8	 400 · #8378D4	 200 · #D2CBEE
Teal / Mint	 900 · #0A3E3C	 700 · #0F5B59	 600 · #2BA789	 500 · #61C998	 300 · #9BDFBE
Paper / Grey	 Paper · #FBFAF4	 Cream · #F5F2E9	 200 · #D7D3E2	 400 · #8C85A3	 700 · #322C55
Semantic	 Success #2BA789	 Warning #F2B23E	 Danger #E2553F	 Info #5A4FB8	

COLOUR IN USE

Proportion & balance

60% • Ground

30%

Lead with one ground (paper or indigo), support with violet, and reserve mint for the spark — roughly **60 / 30 / 10**. Use at most one or two background colours per composition.

The highlight move

Curiosity fuels **discovery**.

Headlines lead in indigo and resolve the key phrase in mint — one accent per headline, the payoff word.

CONTRAST TEST

Tested & passing

Aa

White on indigo

11.6 : 1

PASS AAA

Aa

Indigo on paper

10.6 : 1

PASS AAA

Aa

Violet on white

9.0 : 1

PASS AAA

Aa

Bright mint on indigo

5.9 : 1

PASS AA

Aa

Bright mint on white

2.6 : 1 • decorative only

FAIL

Checked against WCAG 2.1 — AA needs $\geq 4.5 : 1$ for body text, AAA $\geq 7 : 1$. On light grounds, use deep mint **#2BA789** for text; reserve bright mint **#61C998** for dark grounds & fills.

04

SECTION 04

The type

Poppins for everything, Snaga for Arabic — geometric, friendly and future-focused, with one consistent scale.

TYPEFACES

Poppins & Snaga

LATIN

Google Fonts

Aa

Poppins

AaBbCcDdEe
0123456789

Regular — 400 · body

Medium — 500 · UI

SemiBold — 600 · buttons & labels

Bold — 700 · emphasis

ExtraBold — 800 · display & headlines

ARABIC

Google Fonts

أ ب

Snaga

اكتشف. اصنع.
٠١٢٣٤٥٦٧٨٩

عادي — 400 · النص

سيمي بولد — 600 · الأزرار

إكسترا بولد — 800 · العناوين

A geometric companion to Poppins. Set `dir="rtl"` for Arabic.

HEADLINE RULES

ExtraBold · tracking -0.02em · text-wrap: balance · sentence case · one mint accent. Arabic & playful faces follow on the next pages.

TYPE SCALE

One modular scale

Display

80px · 5rem

Hero / cover display

Headline H1

60px · 3.75rem

Page titles

Heading H2

44px · 2.75rem

Section headings

Subheading H3

32px · 2rem

Card titles

Title XL

24px · 1.5rem

Lead-ins

Lead paragraph

19px · 1.19rem

Intro / standfirst

Body — base text size

16px · 1rem

Running text

Caption & metadata

13px · 0.81rem

Captions

EYEBROW LABEL

11px · 0.69rem

Uppercase, tracked

HIERARCHY IN USE

A clear rhythm

UPCOMING EVENT

Big dreams **start here.**

Eyebrow, then headline with one mint accent, then body. This eyebrow → headline → body → CTA rhythm repeats across every layout.

Join us! →

Sentence case

Headlines & body. Never all-caps a full headline.

UPPERCASE

Eyebrow labels only, tracked +0.12em.

THE HIGHLIGHT MOVE

Try it yourself

LIVE PREVIEW

Move learning **beyond the classroom.**

Lead in white (or indigo on light), resolve the payoff phrase in mint. **One accent per headline.**

PLAYFUL TYPE

A friendlier voice for youth

For kids' workshops, youth campaigns, stickers and social moments — never for institutional documents or body text. Pair with bright mint and the pixel confetti.

Play!

Baloo 2

English playful — rounded & warm. Headlines on youth materials.

العب!

Baloo Bhaijaan 2

Arabic playful — the matched companion to Baloo 2.

Big dreams start here!

أحلام كبيرة!

Keep it rare. Playful type is a seasoning, not the system. Poppins, Snaga & Cairo carry everything institutional.

05

SECTION 05

The voice

Optimistic, active and plain. We speak as "we", invite as "you", and always end looking forward.

HOW WE SOUND

Four voice principles

01

Optimistic & active

متفائلة ونشطة

Forward-looking and warm. Lead with possibility, end on a verb or a promise.

متطلّعة للأمام ودافئة. ابدأ بالإمكانية واختم بفعلٍ أو وعد.

"We dream big. We ask questions."

02

Short, often in threes

قصيرة، وغالباً ثلاثية

Plain, declarative bursts. Rhythm of three lands the message and sticks.

جُمْل واضحة ومباشرة. إيقاع الثلاثة يُرسّخ الرسالة.

"Build. Test. Improve. Repeat!"

03

Speak as "we", invite "you"

تتحدّث بـ"نحن" وندعو بـ"أنت"

A collective voice that addresses the reader directly with friendly imperatives.

صوتٌ جماعيّ يخاطب القارئ مباشرةً بصيغة أمرٍ ودودة.

"Join us!" • "Keep exploring!"

04

Plain, never corporate

بسيطة، وليست مؤسسية

Human and clear. No jargon, no donor-speak. If a child wouldn't get it, rewrite it.

إنسانية وواضحة. بلا مصطلحات أو لغة مانحين. إن لم يفهمها طفل، أعد صياغتها.

"Curiosity fuels discovery."



TAGLINES

Our message bank

Learn. Create. Change the world.

اكتشف. اصنع. غيّر العالم!

Big dreams start here.

الأحلام الكبيرة تبدأ هنا.

Curiosity fuels discovery.

الفضول يغذي الاكتشاف.

Our roots. Our future.

جذورنا. مستقبلنا.

Build. Test. Improve. Repeat!

ابن. اختبر. طوّر. كرّر!

CALLS TO ACTION

Punchy & human

Join us!

Explore more

Keep exploring!

Save for later!

You can be the next!

Share your build with us!

HASHTAG

#PalestineSTEAM

One hashtag, everywhere. No emoji — personality comes from the pixel-embroidery, illustration and the mint highlight.

BILINGUAL WRITING

Arabic is never an afterthought

ENGLISH

Learn. Create.
Change the world.

العربية

اكتشف. اصنع.
غيّر العالم!

✓ **Do**

Conceive both languages together, with the same structure.

Keep the mint accent on the payoff phrase in both.

Set `dir="rtl"` and typeset Arabic in Snaga.

✗ **Don't**

Bolt Arabic on as a literal translation after the fact.

Mix Latin punctuation rhythm into Arabic, or drop the accent.

Use emoji to carry tone — the brand never uses them.

06

SECTION 06

Pattern & motif

Palestinian tatreez, abstracted into pixels — the signature thread that ties the whole system together.



THE ORIGIN

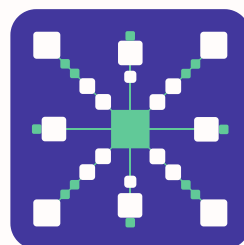
Embroidery → pixel → brand

Our signature is Palestinian cross-stitch (tatreez) abstracted into pixels — a direct bridge between heritage craft and digital making.



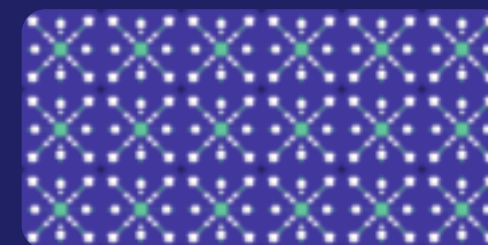
Tatreez

Cross-stitch embroidery



Pixel

The brand tile



Brand pattern

Tiled & bordered

PIXEL COLOURS

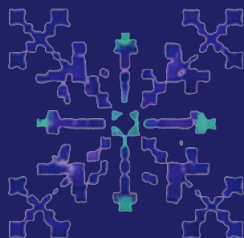
 Violet box

 Mint stitch

 Paper highlight

THE MOTIF FAMILY

Three ways it shows up



Pixel confetti

Scattered softly on indigo grounds — celebratory, never cluttered.



Pixel border

A tatreez band framing posters, posts and event materials.



Low-poly origami

Folded-paper scenes — a nod to Palestinian paper-folding.

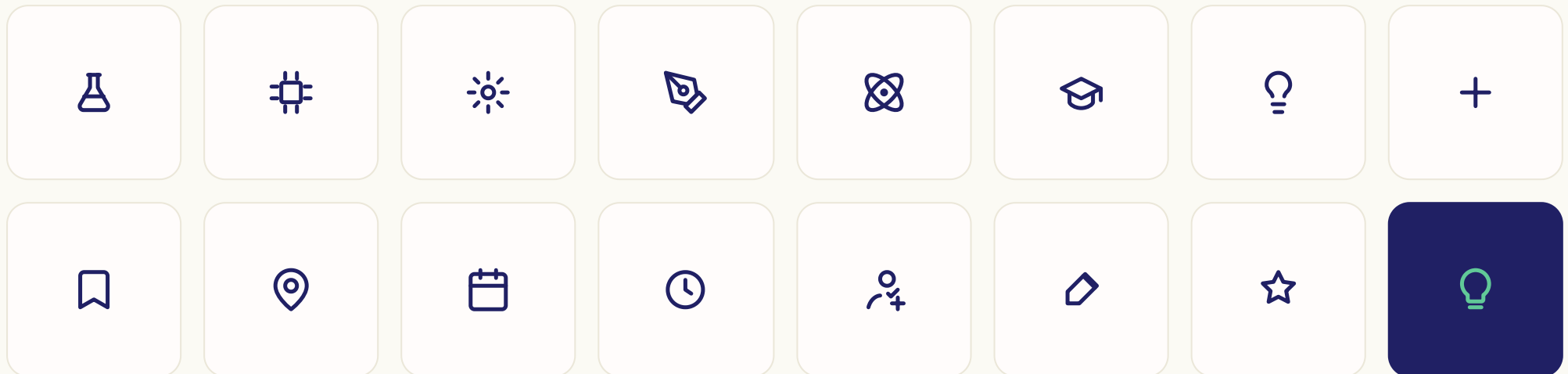
Do · let motifs decorate the edges and grounds. Use one or two background colours per composition.

Don't · let motifs compete with content or animate in endless loops.
No motif over body copy.

ICONOGRAPHY

One outlined line-icon set

Single-weight, ~2px stroke, rounded caps and joins — drawn in indigo, or mint / white on dark. Built on **Lucide** (substitution flagged).



Stroke · 2px, rounded caps & joins · 24px grid · consistent visual weight.

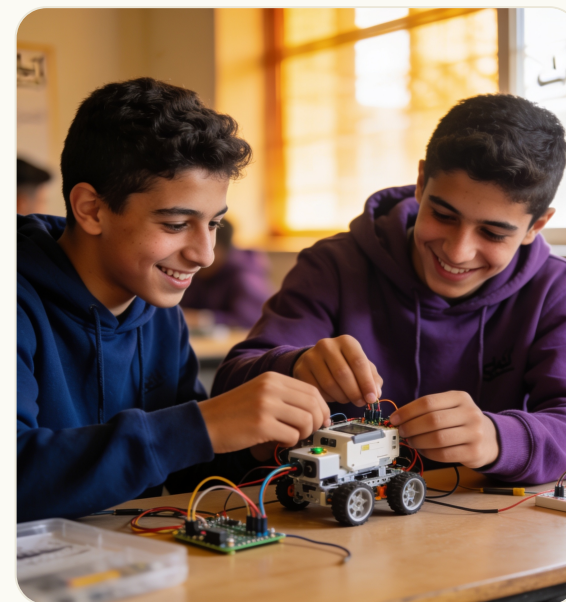
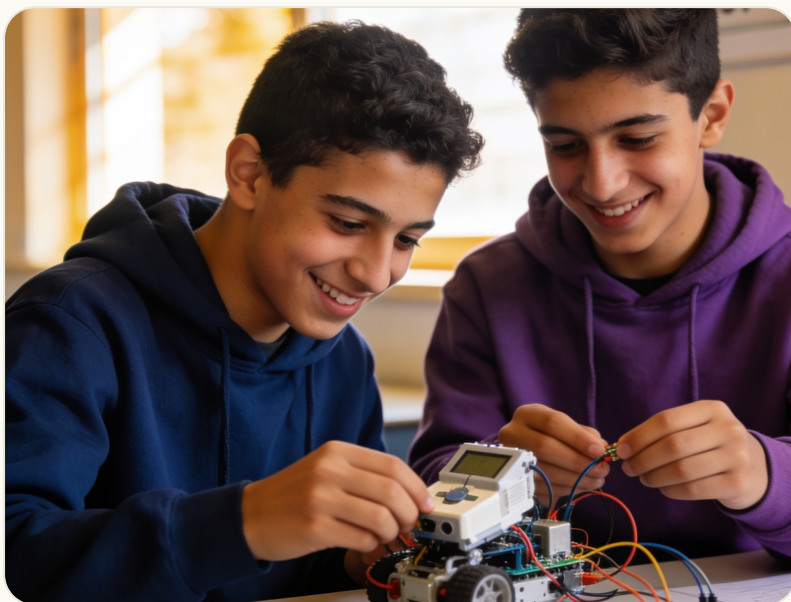
Colour · indigo on light, mint or white on dark · never multicolour, never filled.

No emoji. Unicode is never used for icons.

PHOTOGRAPHY

Warm, joyful, hands-on

Real Palestinian children and youth doing STEAM — building, testing, discovering. Often in brand-purple and indigo hoodies, paired with the pixel-confetti overlay. Warm, never cold or desaturated.



✓ Do

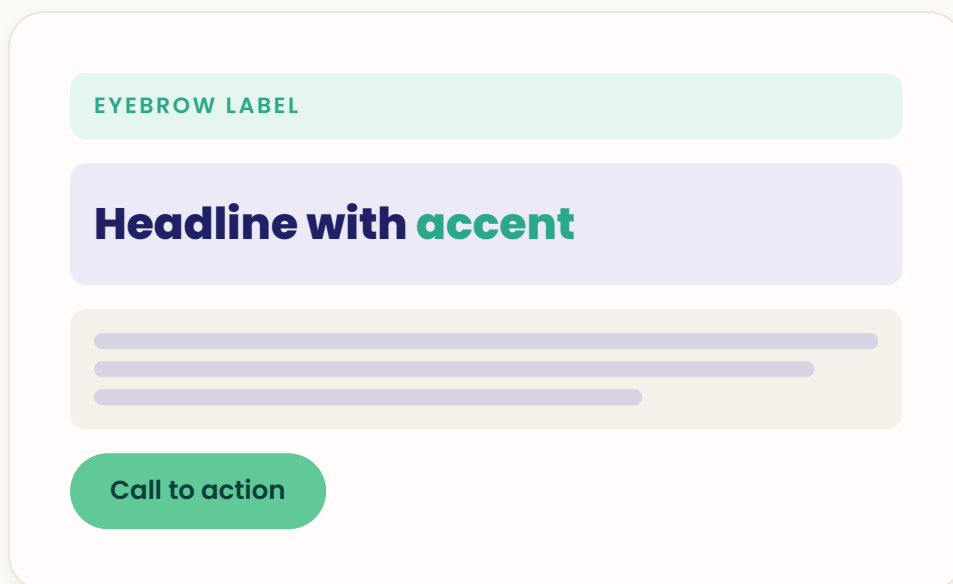
Candid, joyful moments · natural warm light · hands on real materials · genuine Palestinian faces · brand-colour clothing where possible.

✗ Don't

Cold or grey tones · stiff posed stock · heavy filters · clip-art science clichés · faces that feel anonymous or staged.

THE REPEATING RHYTHM

**Eye brow → headline → body
→ CTA**



Generous margins · **max width 1200px** · text column ≤ 760px ·
bilingual-ready (flip `dir="rtl"`).

SPACING SCALE

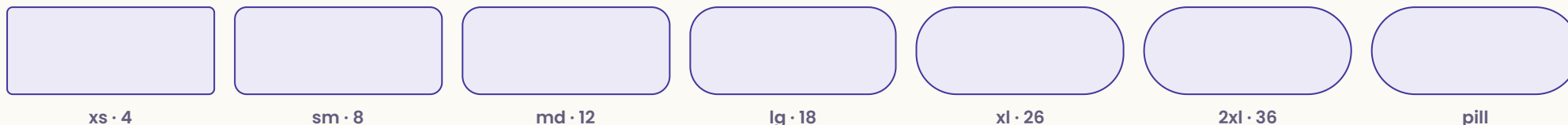
A 4px base

space-1		4px
space-2		8px
space-3		12px
space-4		16px
space-5		24px
space-6		32px
space-7		48px
space-8		64px

RADII, SHADOWS & MOTION

Soft, friendly, purposeful

Corner radii — a paper-fold feel



Shadows — always indigo-tinted



Motion

Durations	140 · 220 · 380ms
Ease (most)	cubic-bezier(.22,1,.36,1)
Spring (playful)	(.34,1.56,.64,1)
Press	scale 0.97

Buttons compress like paper on press. No infinite decorative loops on content.

10

SECTION 10

Co-branding

Ten organisations, one network. How partner logos sit alongside ours — and why the mark never tries to represent all ten.

THE LOCKUP

Network mark, then partner



RULES

Network mark leads; partner sits to the right of a hairline divider.

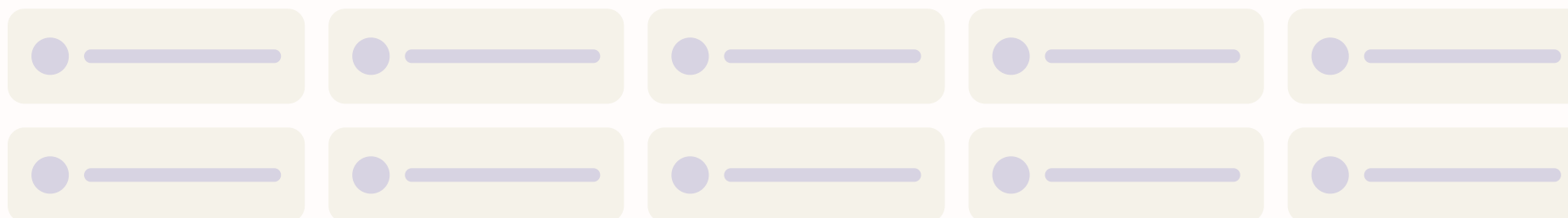
Match logos by **optical height**, not bounding box.

Keep clear space (X) between the divider and each logo.

The mark never tries to represent all ten partners.

The ten member organisations

Partner wordmarks supplied separately



Partner logos appear together in footers, event materials and co-branded campaigns — equal in size, never competing with the network mark.



SECTION 11

Identity **in use**

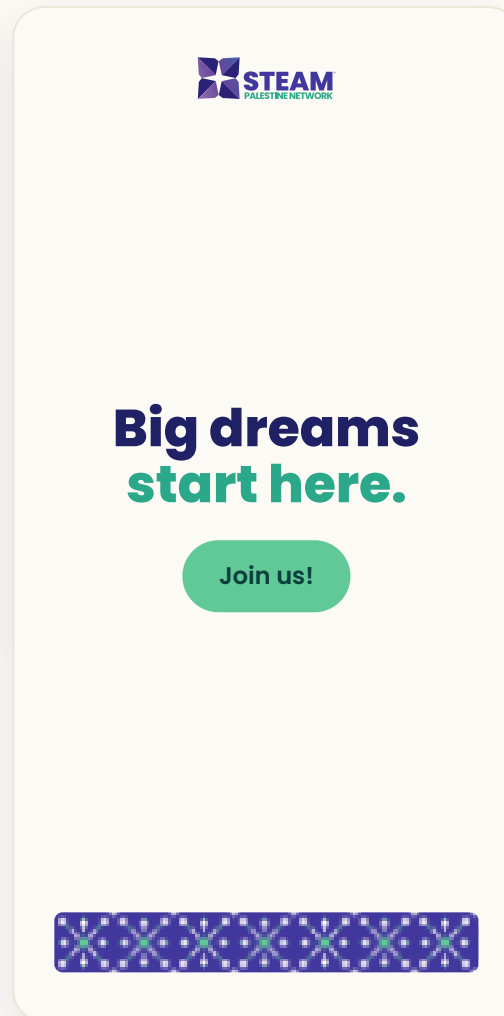
The whole system, working together — across posts, posters, events and everything the network makes.

APPLICATIONS

The system, applied



Social post
1080 × 1080 · Instagram



Roll-up banner
850 × 2000 · events



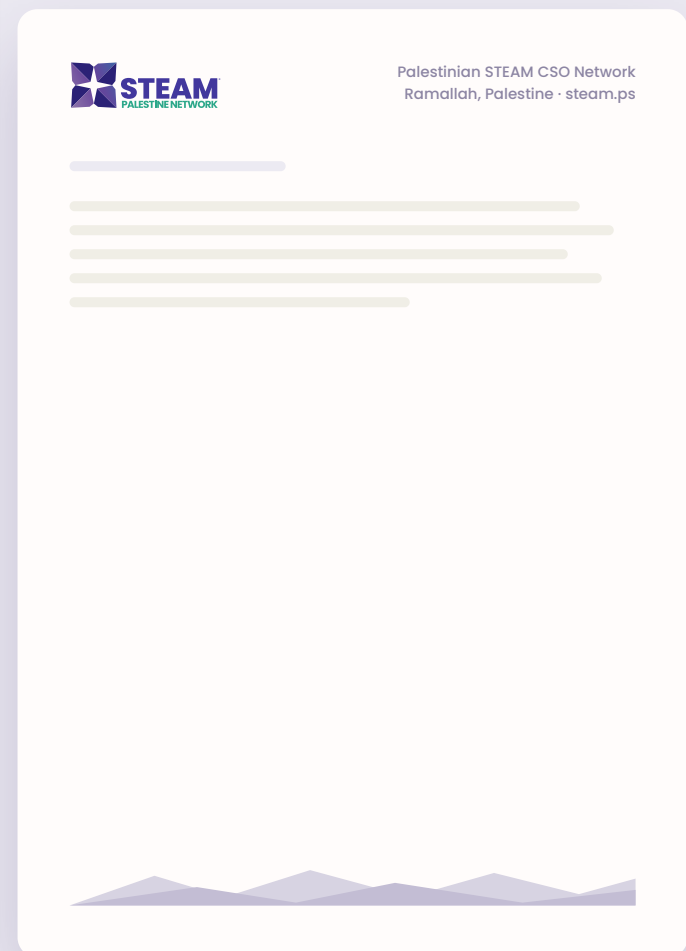
Poster
A2 · print & digital

STATIONERY

Business cards & letterhead



PALESTINIAN STEAM CSO NETWORK



P34

A4 LETTERHEAD

Co-branded correspondence

When a partner co-hosts a programme, both marks share the letterhead. The network leads top-left; the partner sits across a hairline at top-right, matched by optical height.

Margins

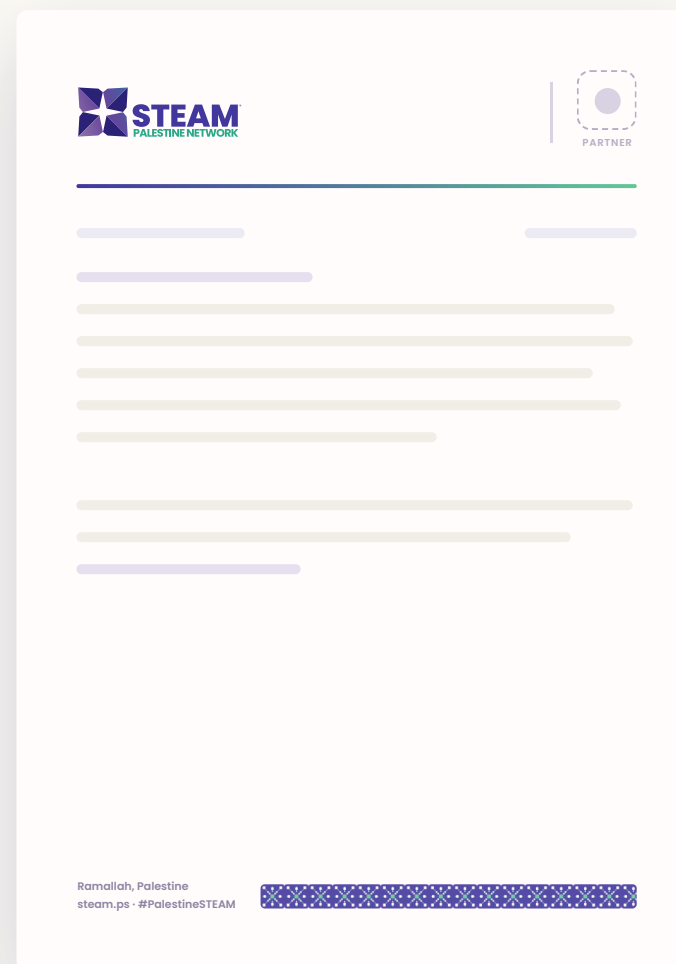
20 mm all sides · text block ≤ 165 mm wide.

Body

Poppins Regular 10.5 pt · indigo #202064 on paper.

Footer

Tatreez band + address line. Partner logos to the foot for multi-party.



ENVELOPES & CORRESPONDENCE

DL, C5 & A4 — the full suite



THE SYSTEM

**Deep indigo stock,
warm cream paper.**

One mint→violet accent rule runs across the whole set — envelopes, letterhead and cards.

SOCIAL MEDIA

Profile, cover & usage



Profile picture

Mark only, on cream or mint — never the wordmark; it won't read at small sizes.

Cover image

Mountains + one tagline. Keep text and logo clear of the avatar safe zone (lower-left).

Sizes

Profile 320 × 320 · Cover 1500 × 500

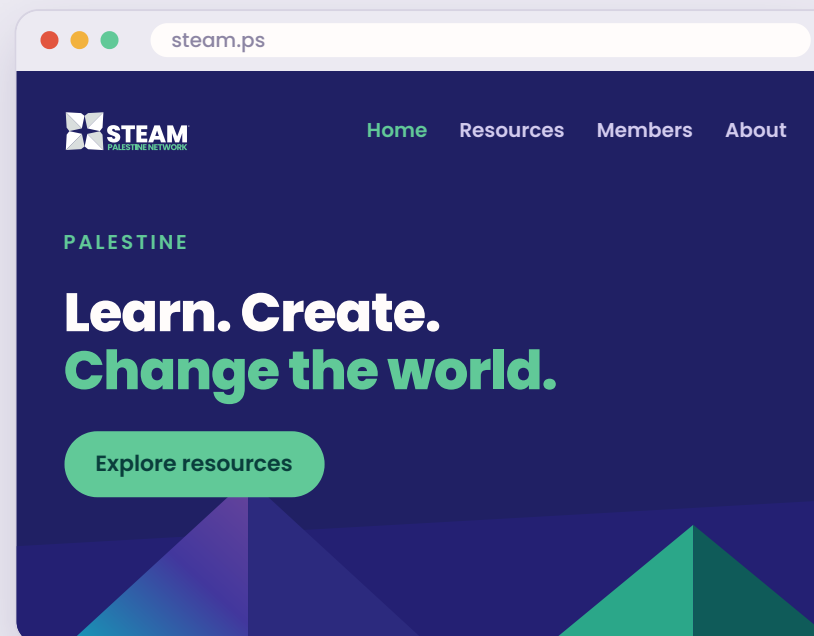
Post 1080 × 1080 · Story 1080 × 1920

DIGITAL

On screen



Keynote & presentation template



Website · steam.ps

Slides & web share the same system: indigo ground, mountains anchored to the foot, one mint-accented headline, reversed logo top-left. App icon & favicon use the mark on its pixel box.

MERCHANDISE

The brand, worn & carried

The mark leads on apparel and objects — full lockup on canvas, the mark alone on the mug and embroidered on garments.



 **Apparel** — deep indigo, embroidered mark on the chest.

 **Bags** — natural canvas, full-colour lockup.

ENVIRONMENT

Signage & space

Dimensional signage uses the full lockup at eye level, with generous clear space on a calm wall.



RECEPTION SIGN

**Full lockup,
eye level, clear space.**

Dimensional letters in brand violet, mounted on a calm cream wall.

Keep clear space

Leave at least the mark's height of empty wall on every side. Never crowd the sign with other graphics.

LOGO IN USE · OCCASIONS

Occasional & solidarity lockups

For key cultural, religious and awareness moments the mark may be **recoloured into a single occasion duotone** drawn from a harmonised palette. The pinwheel structure and proportions never change — only the colour. One palette per occasion, two tones maximum.



PINK OCTOBER

أكتوبر الوردي

Breast-cancer awareness · rose ribbon accent.



LAND DAY · MAR 30

يوم الأرض

Heritage & land · olive-branch accent.



CHRISTMAS

عيد الميلاد

Bethlehem star accent in warm gold.



RAMADAN

رمضان

Crescent & star accent in deep mint.



16 DAYS OF ACTIVISM

16 يوماً من النشاط

Against GBV · orange UNiTE ribbon.



THE RULE

- ✓ Recolour into ONE occasion duotone.
- ✓ Keep the pinwheel structure & proportions.
- ✓ Two tones max, one harmonised hue.
- ✗ Never distort, rotate or restyle the shape.



Palestinian STEAM

CSO Network

KEEP EXPLORING

Move learning **beyond** **the classroom.**

التعلّم خارج الفصل.

DESIGN

Elías Boulos — Marker Studio

www.marker.ps 

FOLLOW

#PalestineSTEAM

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