

NO MOVEMENT ABOUT US  
**without you** **معه**



THE  
**Enchanté**  
NETWORK

LE  
RÉSEAU  
**Enchanté**

# Colour Palette

## Application

To ensure consistency and clarity across all campaign materials, use the designated colours according to the content type.

### Fundraising

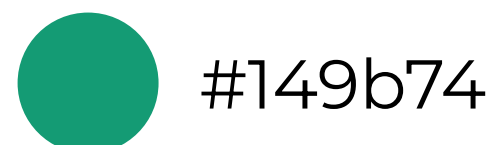


#ea5d47



#f8c9c2

#### Call to Action



#149b74

### Storytelling

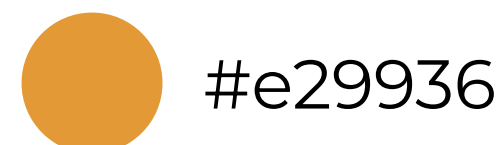


#2d3994



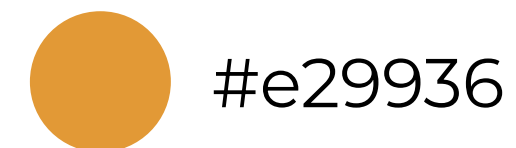
#149b74

#### Call to Action



#e29936

### Conference



#e29936



#f1cc9b

#### Call to Action



#ea5d47

### TEN



#ea5d47

#e62129



#e29936

#149b74



#2d3994

#5c2b79

# Photo & Imagery

## Guidelines

### ➤ Use Real Photography

Select natural photos that capture genuine moments. These should feel authentic and reflect lived experiences, serving as the foundation for each visual.

### ➤ Overlay Ecosystem Icon Texture

Use the radiating ecosystem icon—cropped and enlarged—as a Soft Light layer. This adds visual texture while reinforcing campaign identity in a subtle way.

To maintain a cohesive, meaningful visual identity for the campaign, please follow these guidelines when creating graphics or using photography.

### ➤ Add Soft Grain Texture

Apply a light grain overlay to all background photos to introduce warmth and tactility. This helps blend elements and avoids overly polished or sterile visuals.

### ➤ Apply a Soft Circular Black Gradient

Use a black circular gradient with 40% opacity fading to 0%, centered or subtly offset. This adds visual depth and ensures any overlaid text remains legible.

# Typography Guidelines

## ➤ Titles

**Font:** GT Sectra Fine Bold

**Style:** Place titles **over a solid-colour block** for contrast. The block sits between the image and the text. Title text must be white for legibility.

**Usage:** For emphasis and headlines

## ➤ Body Text

**Font:** Montserrat Regular

**Style:** Sentence case with standard spacing for easy readability

**Usage:** For all standard copy, including paragraphs, captions, and supporting text

## ➤ Subheadings

**Font:** Montserrat Medium

**Style:** All caps with tracking set to 70 (letter spacing)

**Usage:** To organize sections and create visual hierarchy

THIS IS A SUBHEADING

**This is an example**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

