

Brand Kit

Graphic Identity



Servizio Civile Internazionale Italia APS



We are pleased to present you with the new graphic identity of Service Civil International Italy, the non-profit organisation that has dedicated over 75 years to promoting international solidarity and volunteer projects.

This handbook has been created to guide you through the nuances of our new image, illustrating the meaning behind the new logo, the choice of source and colours, helping to provide an overview of the Service Civil International network, of our activity driven by activism, non-violence, the defence of human rights and the care for bio-diversity.

Our new graphic identity represents a significant turning point in our evolution, reflecting our ongoing commitment to progress, transparency and cohesion.

In this guide, we will explore every aspect of our new graphic identity to ensure that all association members, our partners and the public fully understand the meaning behind each design choice.

Project realised in cooperation with the 'Archivio Tipografico' association



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Who are we?



The SCI movement



Service Civile International' is a lay volunteer movement, present in 43 countries worldwide. For 100 years it has been promoting voluntary activities and camps on the themes of peace and disarmament, conscientious objection, human rights and international solidarity, sustainable lifestyles, social inclusion and active citizenship.

It is also a CSO (Civil Society Organisation) recognised by the Ministry of Foreign Affairs and a Consultative Member of UNESCO and the Council of Europe.

At its core is a concrete commitment to change situations of inequality, injustice, degradation and violation of human rights. The philosophy of SCI activities has always been characterised by concreteness.

SCI Italia, founded in 1948 and 'revitalised' in the 1970s, has its headquarters in Rome and is made up of several local groups. Throughout its existence it has sent and received thousands of volunteers, contributing to the spread of international volunteering in our country. SCI Italy has always been sensitive to the issues of social inclusion and human rights. It has been carrying out various projects in Palestine for many years, and currently supports the nonviolent popular resistance committees.

The organisation sends around 300 Italian volunteers around the world every year. It organises about 10 volunteer camps per year in Italy, hosting more than 100 international volunteers, thus contributing to the development of social, environmental protection, historical and cultural activities in our country. SCI Italy has been an ESC (European Solidarity Corps) sending and hosting organisation for several years and implements several Erasmus+ projects annually. It also sends LTV (Long Term Volunteers) to Europe and worldwide.



Il Servizio Civile Internazionale



The new logotype

The evolution of the logo



*First logo of the S.C.I.
network, 1920*



*First logo of the Italian
branch, 1948*



*Logo adopted by the
network, 1999*

Same pillars, different appearance



Logo SCI Italia, 2008



Logo SCI Italia, 2023

The new proposal



While remaining faithful to its original values and commitment, the organisation has evolved to meet the challenges of an ever-changing world, expanding its activities beyond volunteering and integrating European-funded projects.

Today, SCI Italy promotes youth activism, education and participation, helping to spread awareness on crucial issues such as climate change, LGBTIQ+ community rights and the protection of oppressed and persecuted communities, including the Palestinian and Kurdish people.

Two professional graphic designers, Giulio Ceste and Gabriele Fumero, from the Association 'Archivio Tipografico', based in Turin, gave us this new logo. The creators were interested in getting to know the organisation, its values and principles, and its activities. They had been breathing the International Civil Service scene for months and had managed to grasp the associative essence, which maintains a connection with the logos used in the past and with the logo used by the network.

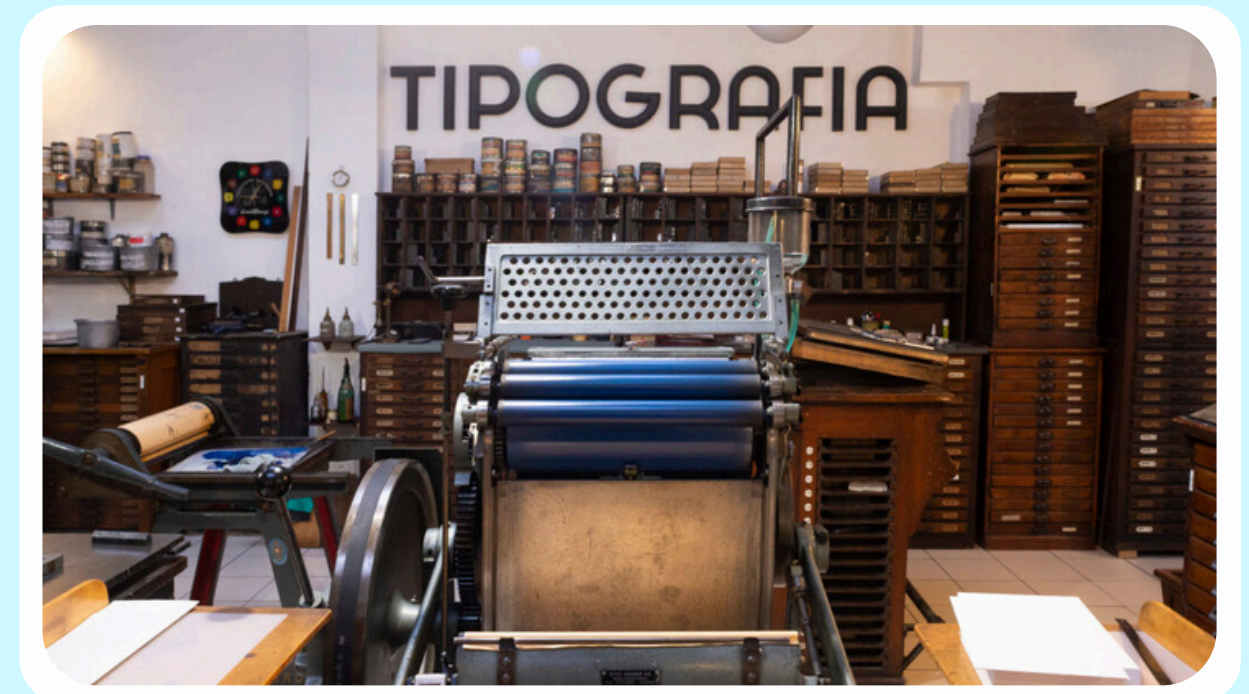
Moreover, the font used, Egizio - Aldo Novarese, was recovered from the 1950s by their studio.

This proposal was born as the beginning of a collaboration between the two associations that we hope will continue through other joint actions.

To support them, participate in their workshops and get to know the association [click here](#)

at

**Typographical
Archive Association**



Visual identity: Guidelines

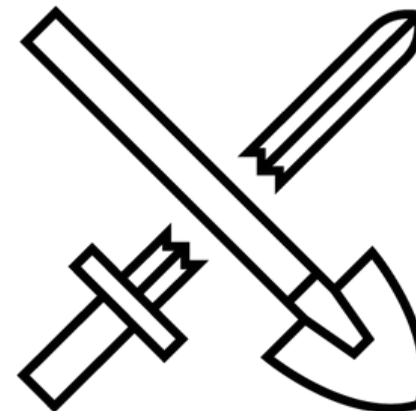
Logo

Main logo

Logo



Symbols



Accepted variations



Versions of our logo can be used to match a variety of materials and applications.
Be sure to apply them appropriately.

Colour palettes

Accessibility was a key criterion in the choice of colours: ensuring a high contrast ratio helps people with colour blindness or low vision to navigate and understand content more easily, making the visual identity not only recognisable, but also inclusive.

NEON BLUE #1C64FF

Adopted as the main colour for the logo and key brand elements due to its vividness and legibility on light and dark backgrounds.

POMODORO RED #FF6347

It is used to emphasise distinctive elements and create a complementary and dynamic union without compromising readability.

LIGHT CYAN #CDF8FF

It was chosen as the third colour to add balance and contrast to the main palette. Its delicate, luminous hue allows for more airy visual spaces.

Typographies

Logotype and header

Egyptian Typography

The Egyptian typeface is inspired by those nineteenth-century typefaces called 'Egyptian'. This is how the characters with squared-off graces, which appeared in typography in the first half of the 19th century, are defined.

Designed by Aldo Novarese, Fonderie Nebiolo (Turin), 1955-1958

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Titles and secondaries

Typography Fira Sans

For titles, subtitles and body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

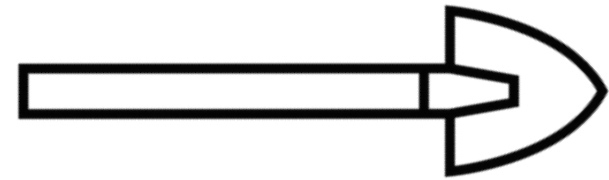
Inter

By paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Elements and forms

The shovel



It represents our commitment to volunteering and building a better world through action. It reminds us that change requires effort and determination, but it is worth the effort. In this context, the shovel also symbolises our willingness to work together to tackle global challenges and turn difficulties into opportunities.

The sword



It represents the challenges, conflicts and violence in the world. It also represents the choice between violence and peace. In our logo, the sword is broken into two equal parts, and this action of 'breaking it' represents our commitment to end violence without ignoring it.

The Circle



It represents unity and interconnectedness. This circle symbolises the idea of a global world in which people and communities are linked by a common commitment to social and climate justice.

MOCKUP

