Brand Guidelines

www. desmos.org

info@desmos.org

+30 21 6809 0840

What are brand guidelines?

Brand guidelines provide the official framework for the visual identity and communication of Desmos across all materials and platforms, both print and digital. They include guidance on the proper use of the organisation’s logo, colour palette, typography and imagery.

The brand guidelines ensure that all communications and materials produced by Desmos or its partners remain consistent, recognisable, professional, and aligned with the organisation’s mission, values, and impact-driven approach.

Reference

English:
Desmos is a Non-Profit Foundation that has been operating since 2012 as a trusted link for social giving in Greece, connecting donations from individuals, companies, and foundations with the recorded and verified needs of civil society organisations throughout the country, in an effective and transparent manner.

According to the Deloitte Impact Assessment Report (April, 2025) on Desmos' operations, for every €1 invested in the organisation, €10.7 returns to Greek society. Desmos delivers its work through four core pillars: Social Welfare, Health, Building a Better Future, and Emergency Response and Recovery.

Greek:
Ο Δεσμός είναι ένα Μη Κερδοσκοπικό Σωματείο, που λειτουργεί από το 2012 ως αξιόπιστος συνδετικός κρίκος για την κοινωνική προσφορά στην Ελλάδα, συνδέοντας δωρεές από ιδιώτες, εταιρείες, ιδρύματα με καταγεγραμμένες και επιβεβαιωμένες ανάγκες οργανώσεων και φορέων της κοινωνίας των πολιτών σε όλη την επικράτεια, με τρόπο αποτελεσματικό και διαφανή.

Σύμφωνα με Μελέτη Αντίκτυπου που διενήργησε η Deloitte για το Δεσμό (Απρίλιος, 2025), για κάθε €1 που γίνεται δωρεά για τη λειτουργία του Δεσμού, €10,7 επιστρέφουν στην κοινωνία. Το έργο του Δεσμού υλοποιείται μέσα από τέσσερις βασικούς πυλώνες δράσης: Κοινωνική Πρόνοια, Υγεία, Οικοδόμηση Ενός Καλύτερου Μέλλοντος και Αντιμετώπιση και Αποκατάσταση Κρίσεων.

Logo

The Desmos logo is the main visual representation of the organisation and should be used consistently across all print and digital communications.

In addition to the main Desmos logo, each of the organisation’s four pillars has its own dedicated logo variation as part of the approved Desmos brand system.

Logo placement guidelines:

- The Desmos logo should remain clear, visible, and appropriately positioned in all visual communications.
- The logo should not be altered, distorted, redrawn, rotated, or combined with other graphics to create a new mark.
- The proportions, typography, spacing, and colours of the logo must remain unchanged.
- Sufficient clear space should always be maintained around the logo to ensure legibility and visual balance.
- Only official Desmos logo files provided by the organisation may be used.
- The logo should not be placed on visually busy backgrounds that affect readability.
- Unofficial colours, effects, shadows, gradients, or outlines should not be applied to the logo.

Black logo on **white/light** background

DESMOS

NON-PROFIT FOUNDATION

Inspiring Giving

White logo on **black** background

Safe space around the logo

Pillars logos

DESMOS
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Inspiring Giving
FOR SOCIETY

DESMOS
NON-PROFIT FOUNDATION
Inspiring Giving
FOR HEALTH

DESMOS
NON-PROFIT FOUNDATION
Inspiring Giving
FOR ALL

DESMOS
NON-PROFIT FOUNDATION
Inspiring Giving
FOR TOMORROW

DESMOS
NON-PROFIT FOUNDATION
Inspiring Giving
FOR EMERGENCY

Colour Palette

The Desmos colour palette helps create a consistent and recognisable visual identity across all communications and platforms.

Desmos uses a primary brand palette for the organisation as a whole, alongside dedicated colour palettes for each of its four pillars. Each pillar has one main colour and two complementary shades to create visual distinction while remaining connected to the overall Desmos identity.

Colour palette guidelines

- The primary Desmos palette should remain the main visual reference of the organisation.
- Pillar colours complement the Desmos identity and should not replace the main brand colours.
- Colours should not be altered or replaced with unofficial alternatives.
- Consistent use of colours is essential to maintain clarity, cohesion, and brand recognition.

Primary Palette

#000000	#969699	#ececec	#f8f8f8	#cc3333

Secondary Palette for Pillars

#f28c28 #f6ae68 #fad1a9

#0094f9 #4cb4fb #99d4fd

#231f20 #7b7979 #d3d2d2

#69b628 #96cc68 #c3e2a9

#ff0019 #ff4c5e #ff99a3

Typography

Verdana is the primary typeface used across the Desmos visual identity.

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Αα Ββ Γγ Δδ Εε Ζζ Ηη Θθ Ιι Κκ Λλ Μμ Νν Ξξ
Οο Ππ Ρρ Σσ Ττ Υυ Φφ Χχ Ψψ Ωω

0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) _ +

Photography

Photography plays an important role in communicating the work, people, and impact of Desmos. Images should feel authentic, human, and natural, reflecting real moments, communities, collaborations, and initiatives.

Photography guidelines

- Use original Desmos photography whenever possible.
- Avoid excessive cropping and preserve the original composition of the image.
- Photographs should not be flipped, distorted, or heavily altered.
- Avoid overly staged, generic, or stock-style imagery.
- Ensure images remain clear, high-quality, and aligned with the Desmos visual identity.

ΑΣΘΕΝΟΦΟΡΟ
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Δωρεά 2025
DESMOS
THE KIONAS FOUNDATION

DESMOS

DESMOS

Dietrich
Charles
Antetokounmpo
Family
Foundation
DESMOS

Καραμανδάνειο - Γενικό Νοσοκομείο Παίδων Πατρών
Σας ευχαριστούμε για τη δωρεά!
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ΓΕΝΙΚΟ ΝΟΣΟΚΟΜΕΙΟ ΠΑΙΔΩΝ ΠΑΤΡΩΝ
ΚΑΡΑΜΑΝΔΑΝΕΙΟ

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Social Media

Follow, tag, and engage with Desmos across our official channels.

Instagram: @desmos_nonprofit_foundation
LinkedIn: Desmos
Facebook: Δεσμός - Desmos
Website: www.desmos.org

Social Media Guidelines

- Ensure all external communications and materials featuring the Desmos name, logo, or initiatives receive prior approval from the Desmos team before publication.
- Always tag the official Desmos accounts when relevant.
- Use only approved Desmos logos, colours, visuals, and messaging.
- Maintain a consistent tone of voice aligned with the Desmos brand identity.
- Ensure all public communications accurately represent the organisation, its partners, and its impact.