

# Somalia Evaluation Society (SOMES)

## Brand & Usage Guidance

*Colour palette, clear space and typography for using the SOMES logo and identity*

### 1. The logo

Always use the supplied logo file (primary logo, full colour, transparent background) without recolouring, stretching, rotating or adding effects such as drop shadows or outlines. Do not place the logo on a busy photo or a background that reduces contrast — use the reversed (white) version on dark or photographic backgrounds where available, or place it on a solid navy or white panel.

#### Clear space and minimum size

Keep clear space around the logo equal to at least the height of the "S" in the wordmark on every side — no other text, logos or graphic elements should enter this space. Do not reproduce the logo smaller than 24px tall on screen or 15mm tall in print, as the wordmark becomes illegible below this size.

### 2. Colour palette

Primary palette — sampled from the SOMES logo:

| Name            | Hex     | Use                                       |
|-----------------|---------|-------------------------------------------|
| SOMES Blue      | #3FAAE0 | Primary accent — links, highlights, icons |
| SOMES Blue Deep | #1B6FA8 | Buttons, headings on light backgrounds    |
| SOMES Navy      | #0E2C44 | Body headings, dark backgrounds, footer   |
| SOMES Sky       | #E8F5FC | Light section backgrounds, callout fills  |

Four complementary theme colours, used sparingly for categorisation (e.g. resource types, tags) — never as the primary brand colour:

| Name   | Hex     | Typical use                       |
|--------|---------|-----------------------------------|
| Acacia | #C9A227 | Governance / finance references   |
| Frank  | #1F8A70 | Technical papers, positive status |
| Henna  | #B8503C | Warnings, closing deadlines       |
| Indigo | #4B4E8C | Policy briefs, research           |

### 3. Typography

| Role                         | Typeface                                                                     |
|------------------------------|------------------------------------------------------------------------------|
| Headings & display           | Montserrat (fallback: Segoe UI, system-ui, sans-serif)                       |
| Body text                    | Open Sans (fallback: Noto Sans Arabic for Arabic text, Segoe UI, sans-serif) |
| Labels, eyebrows, navigation | Montserrat, uppercase, letter-spaced                                         |

In print materials without access to these web fonts, substitute Arial (body) and Arial/Helvetica Bold (headings) rather than a serif typeface, to keep the same clean, official character.

## **4. Tone of voice**

SOMES communications are factual, professional and evidence-led — the tone of a national professional body, not a campaigning NGO. Prefer plain language over jargon when addressing non-specialists; use precise M&E terminology when addressing evaluators and government partners. Always refer to the organisation as "SOMES" or "the Somalia Evaluation Society" on first use, and never abbreviate to an informal short form.

## **5. Requesting brand assets**

For logo variants (reversed, monochrome, icon-only), editable brand files, or a review of external materials that use the SOMES name or logo, contact the M&E Department at [info@somes.so](mailto:info@somes.so).