



WACENA

Creating hope in a hurting world.

WACENA Uganda Marketing/Branding Statement for Partners:

While we seriously discourage replication or recreation of WACENA marketing collateral such as our logo, slogan and other stylized design, we do encourage our Partners to use the actual WACENA Logo and other branding/identity components provided on the confidential WACENA Partner Resources website page:

<https://wacena.org/wacena-partner-resources/>

If our Partners have any special requests for customized WACENA branding/identity graphics please just ask. We will be glad to accommodate any feasible request.

Should any Partner care to create additional artwork associated with a WACENA project that perfectly matches our established organization branding, the following information contains the WACENA official marketing protocols. The Fonts can also be downloaded.

OFFICIAL WACENA COLORS:

Purple Definition:

HTML code: #742F9C

RGB code: R: 116 G: 47 B: 156

HSV: 277.98° 69.87% 61.18%

Green (forest) Definition:

HTML code: #3C6857

RGB code: R: 60 G: 104 B: 87

HSV: 156.82° 42.31% 40.78%

Green (light) Definition:

HTML code: #4B8461

RGB code: R: 75 G: 132 B: 97

HSV: 143.16° 43.18% 51.76%

Yellow (sun) Definition:

HTML code: #FAD013

RGB code: R: 250 G: 208 B: 19

HSV: 49.09° 92.4% 98.04%

"WACENA" font = Narkisim

"Uganda" font = Narkisim

Slogan font = Leelawadee

Neutral text/narrative font = Roboto

WACENA Slogan:

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