# Visual universe of Wallonia's branding policy.

Graphic charter
Wallonia Export-Investment Agency
(AWEX)
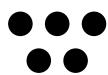
Wallonia.be

EXPORT
INVESTMENT
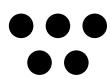
Wallonia.be

EXPORT
INVESTMENT

Contents

Graphic charter

1. Use
of generic elements

1.1

THE GENERIC
LOGO

Structure & balance

ELEMENT
DIFFERENTIATEUR
«W»

W

(1)

ELEMENTS
CONSTITUTIFS

(2)

SYMBOLE

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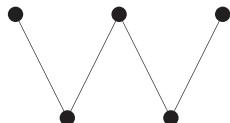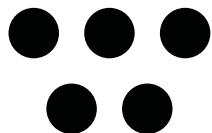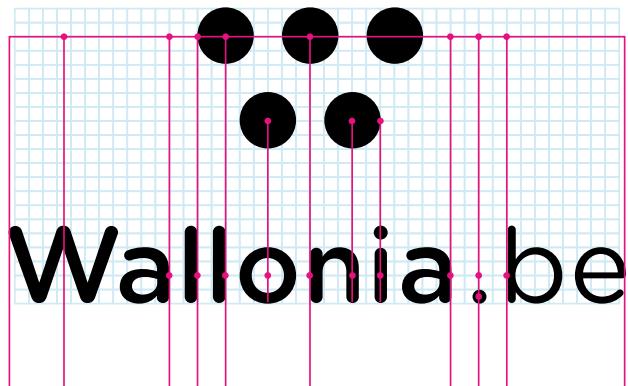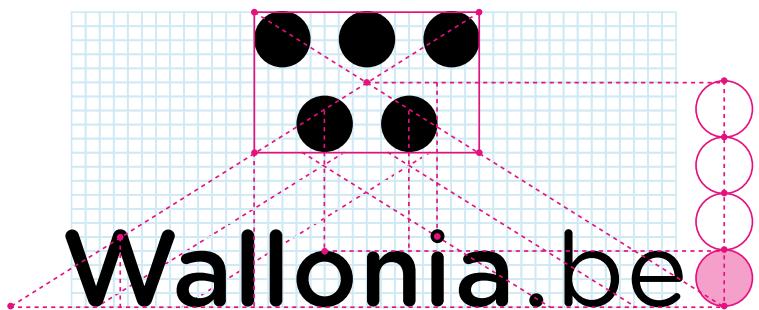
5 points (Wallonia)
of a frame (The World)

(1) The letters Wallonia.be are placed on the grid in direct relation to certain pro-portions and strength axes of the symbol.
(2) The symbol and its circles are the source of the logo's internal architecture. A balance is needed in the breathing spaces within the overall structure of the logo.

1. Use of generic elements

1.1

**THE GENERIC
LOGO**

Minimum
dimensions

Breathing
space

15 mm

*The logo is a highly legible entity that must
have a minimum width
of 15 mm.*

*The Wallonia.be logo is made up of 3 distinct and inseparable entities
(the symbol, the name and ".be").*

1. Use of generic elements

1.2

THE AWEX LOGO

Structure
& integration zones

The "Export Investment" departmental addition is split over two lines.This is to avoid an underlining effect and balance the visual weight of the symbol.

1. Use of generic elements

1.2

THE AWEX LOGO

Minimum
dimensions

Breathing
space

Wallonia.be

EXPORT
INVESTMENT

15 mm

Wallonia.be

EXPORT
INVESTMENT

In view of the departmental addition, the logo of the major mode must be at least equal to or larger than 20 mm.

Use the symbol as a reference regarding the breathing space around the logo.

This space is the minimum vital zone in which no graphic entity may be placed.

1. Use of generic elements

1.2

THE AWEX LOGO   Co-Branding

1. Use of generic elements

1.2
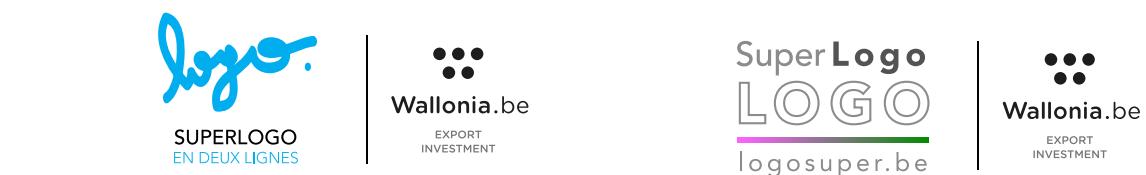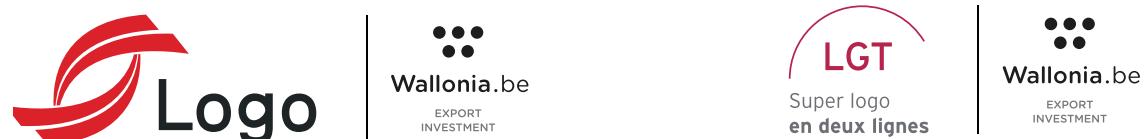
THE AWEX LOGO   Co-Branding
Breathing space

The breathing space in median mode is calculated from the strength axes (bar height + peripheral ends of logos) and uses the symbol (combining horizontal and vertical).

1. Use of generic elements

1.2

THE AWEX LOGO

Colours (black
and white)

The logo can only exist in black (on a white or light background) or white (on a dark or black background).

1. Use of generic elements

1.2

THE AWEX LOGO

We recommend using a visual space that is sufficiently homogeneous to ensure the visibility is perfect.

1. Use of generic elements

1.2

THE AWEX LOGO

Contrast
(on grey background)
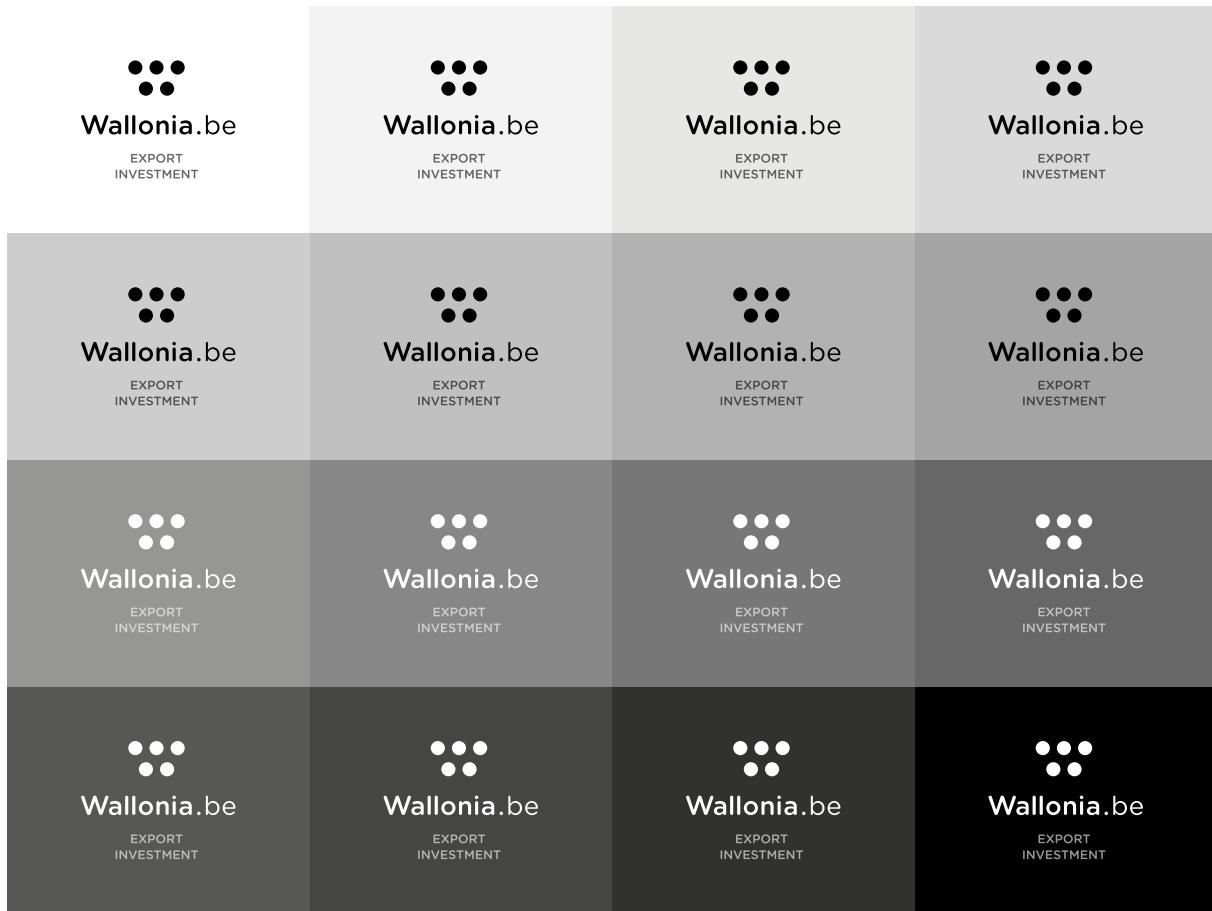
Panel representing the shades of grey on which the logo can be set.

1. Use of generic elements

1.2

THE AWEX LOGO

Contrast
(on coloured background)

Contrasted panel representing the colour shades on which the logo may be set.

1. Use of generic elements

1.2

THE AWEX LOGO   Prohibited

Éliminer un élément constitutif

Déformer les proportions

Réduire <15 mm

Modifier la trame du symbole

Modifier les proportions entre les éléments constitutifs

Modifier la trame du symbole

Incliner le logo

Modifier les contrastes entre les éléments constitutifs

Modifier la casse ou la typographie de Wallonia.be

Jouer avec des effets

Jouer avec la transparence

Modifier les couleurs du logo

---

1. Use of generic elements

1.2

THE AWEX LOGO   Prohibited

Trop près   Trop loin   Trop petit   Trop grand

Wallonia.be   Wallonia.be   Wallonia.be   Wallonia.be
EXPORT   EXPORT   EXPORT   EXPORT
INVESTMENT   INVESTMENT   INVESTMENT   INVESTMENT

Trop long   Pas de minuscules

Wallonia.be   Wallonia.be
EXPORT INVESTMENT   Export
                                             Investment

Mauvaise typographie   Mauvaise justification   Mauvais placement

Wallonia.be   Wallonia.be   Wallonia.be EXPORT INVESTMENT
EXPORT   EXPORT
INVESTMENT   INVESTMENT

Mauvais contraste   Mauvaise hiérarchie

Wallonia.be   Wallonia.be
EXPORT   EXPORT
INVESTMENT   INVESTMENT

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1. Use of generic elements

1.3

THE AWEX AURA

Design
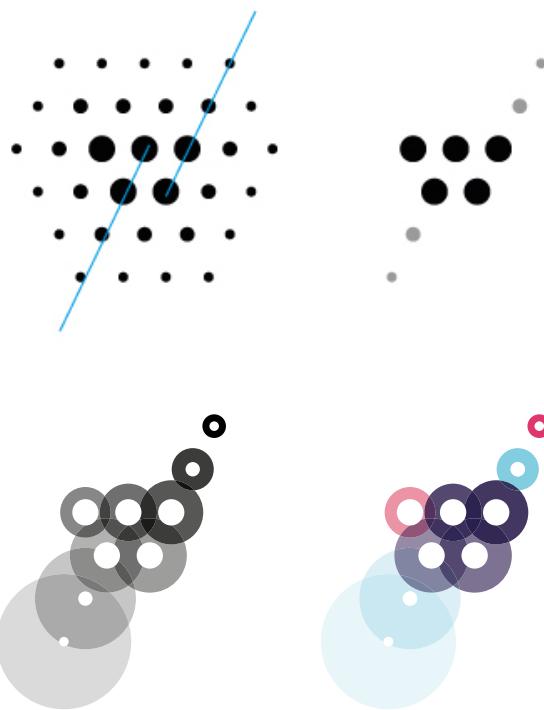
Design of the specific aura for the "Export Investment" department.
1/ strength axes > 2/ diffusion of the frame > 3/ colouring.

1. Use of generic elements

1.3
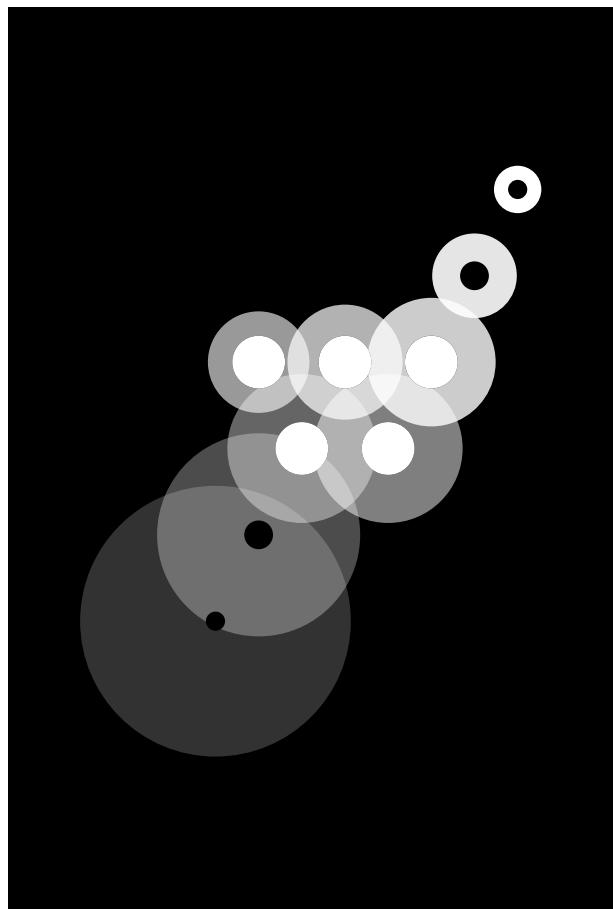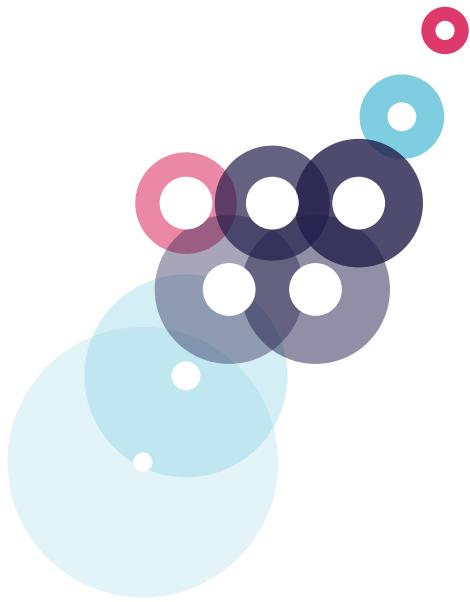
THE AWEX AURA

The aura can only exist in a coloured (on a white or light background) or white (on a dark or black background) version.

**1. Use of generic elements**

1.3

THE AWEX AURA

Contrast
(on images)
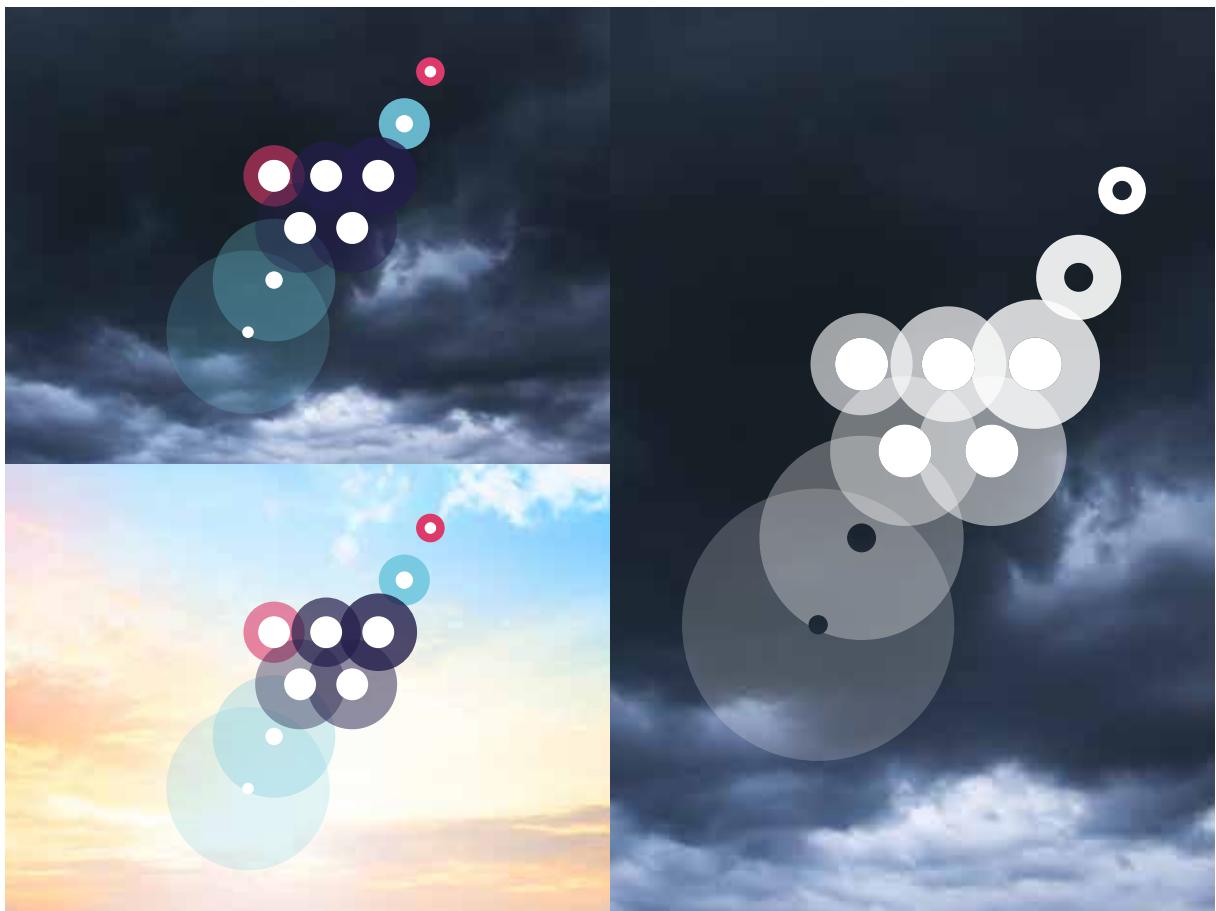
We recommend using a visual space that is sufficiently homogeneous to ensure the visibility of the aura is perfect.

1. Use of generic elements

1.3

THE AWEX AURA

Usage styles
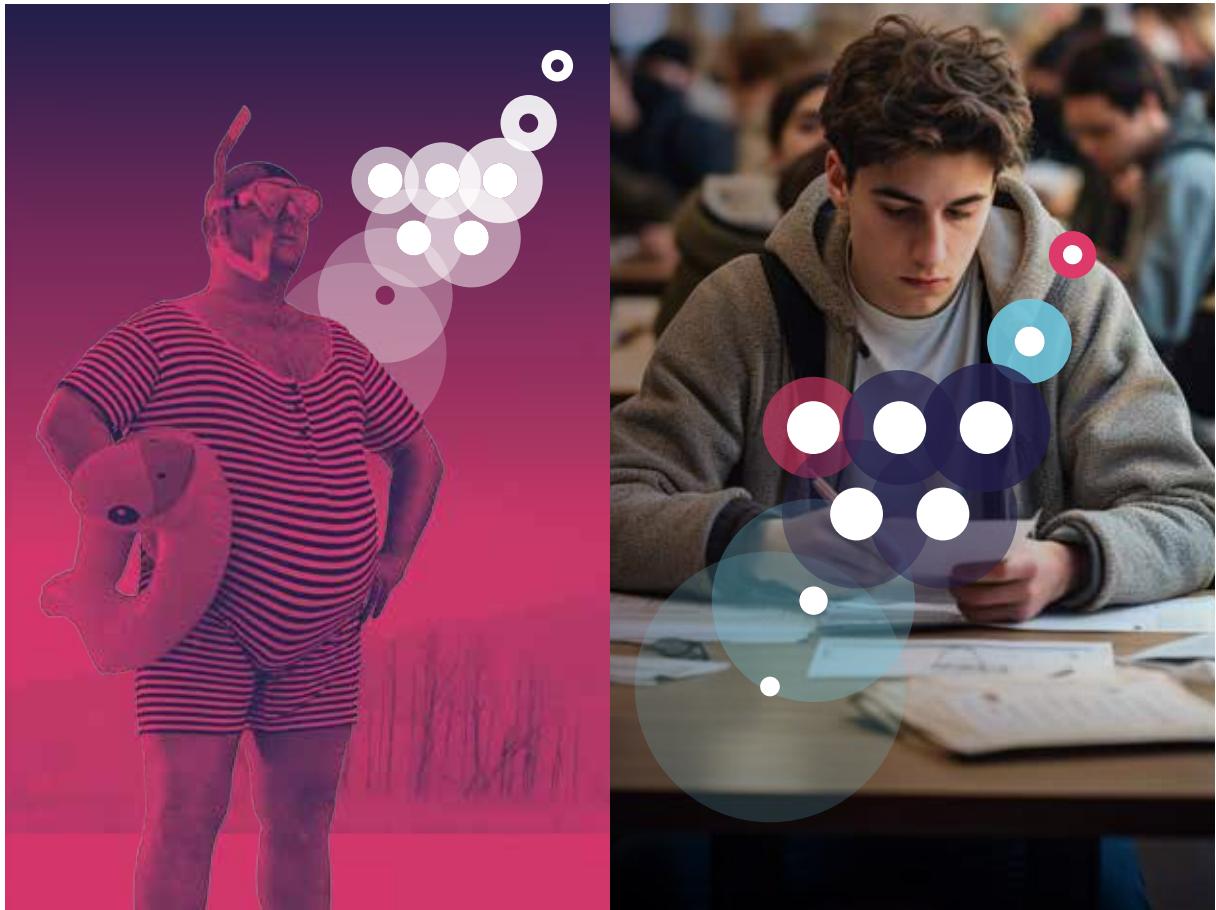
The aura can be used in two ways: either in the background behind a subject, or in the foreground, making sure that the entire symbol (5 points) is visible.

1.4
CHROMATIC
RANGE

Colour chart
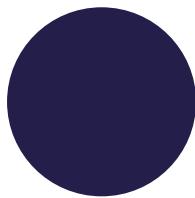
#231F4B
**PANTONE P 101-8 U**

C	100	R	35
M	99	V	31
J	33	B	75
N	40		
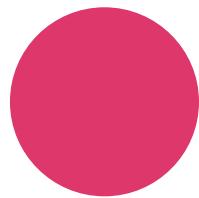
#DD386B
PANTONE 68-7 U

C	7	R	221
M	89	V	56
J	34	B	107
N	0		
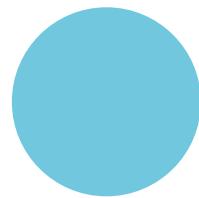
#6FC7DD
PANTONE 121-5 U

C	56	R	35
M	0	V	31
J	13	B	75
N	0		

1.4
CHROMATIC
RANGE

Examples of gradients

**1.4
CHROMATIC RANGE**
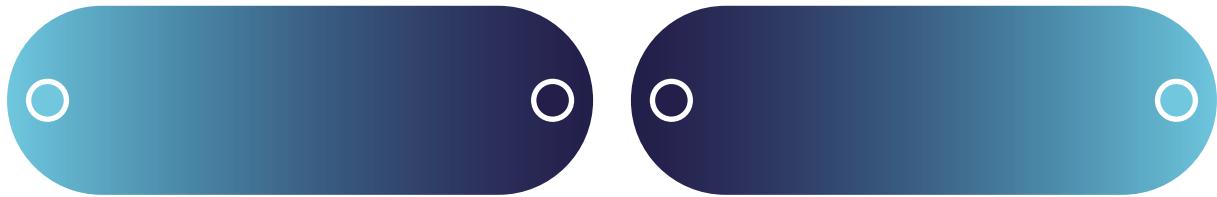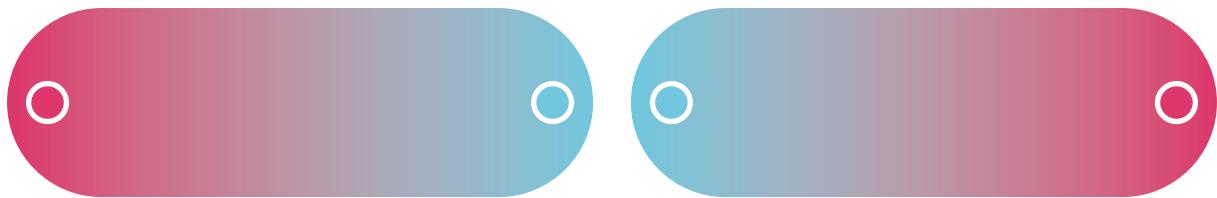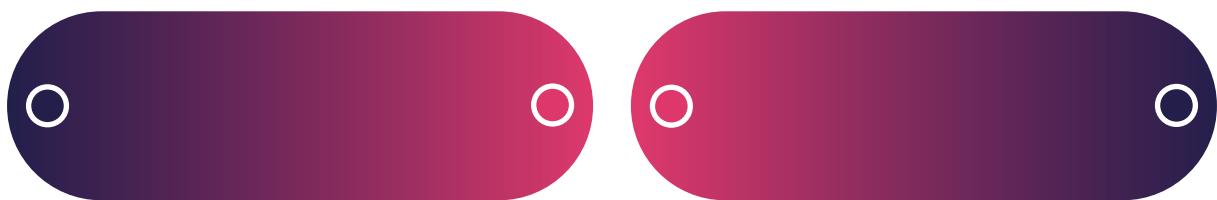
Gradient (ver-
tical)
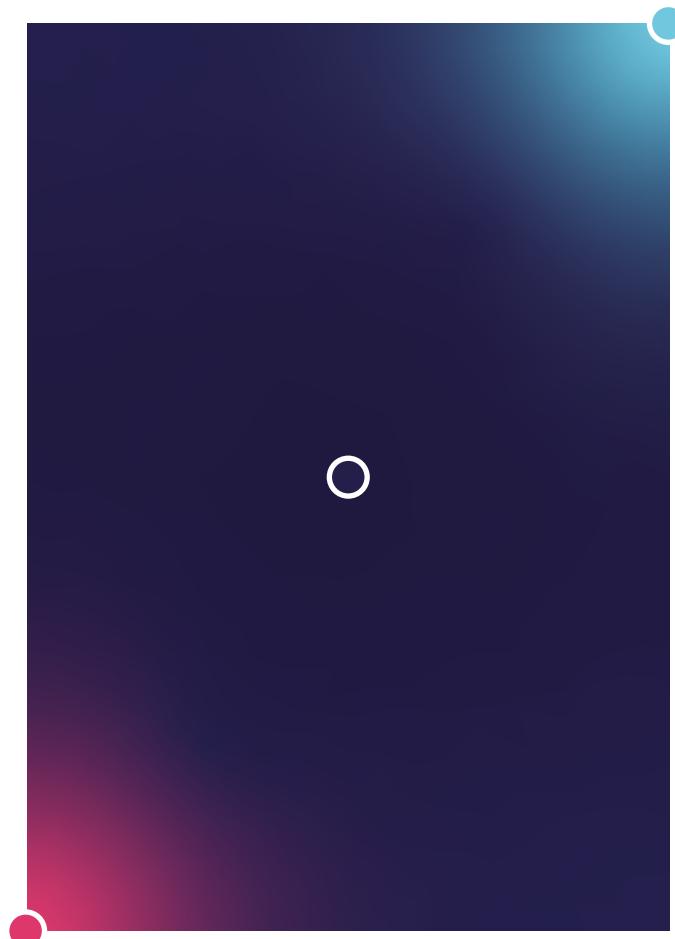
1. Use of generic elements

**1.4
CHROMATIC RANGE**

Gradient (hori-
zontal)
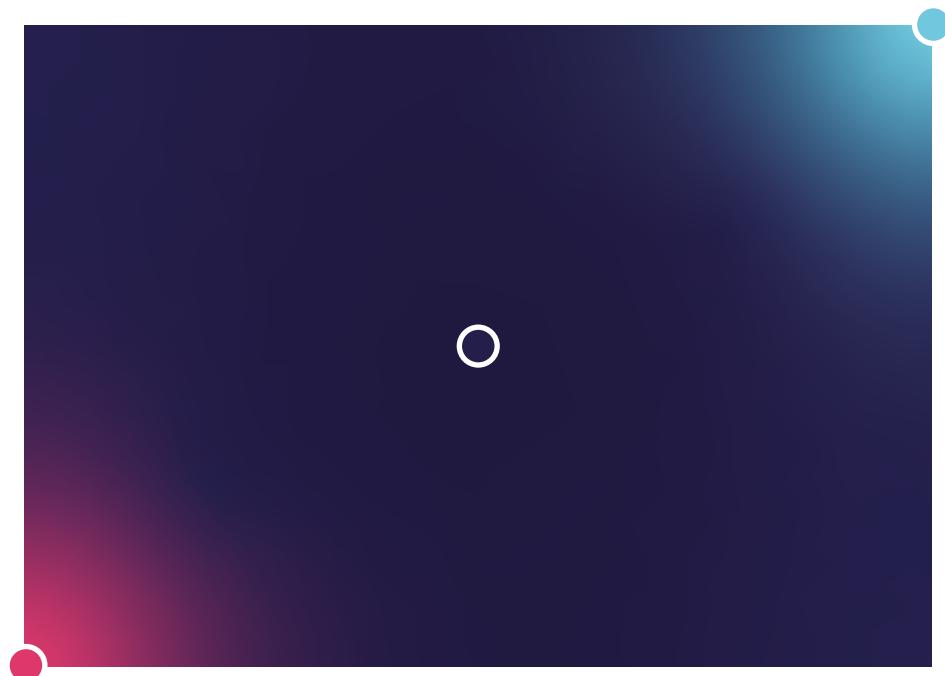
1.5

TYPOGRAPHY

Main
(Gotham Rounded)

BOLD

ABCDEFGHIJKLM-NOPQRSTUVWXYZ

MEDIUM

ABCDEFGHIJKLM-NOPQRSTUVWXYZ

BOOK

abcdefghijklmnopqrstu-vwxyz

LIGHT

1234567890

ITALIC

+-/.?! @#&\$€ ()*

Contact communication@awex.be if you require the full typography.

1.5

TYPOGRAPHY

Substitution
(Calibri)

BOLD

ABCDEFGHIJKLM-NOPQRSTUVWXYZ

REGULAR

ABCDEFGHIJKLMNOPQRSTU-VWXYZ

LIGHT

abcdefghijklmnopqrstuvwxyz

1234567890 +-/.?! @#&$€ ()*

ITALIC

Contact communication@awex.be if you require the full typography.

1.5

TYPOGRAPHY

Information hier-
archy

HEADING 1 - *30pt*

WELCOME

Introduction - *10pt*

Dissitiat faciam, sint, qui omniae mi, si occus soluptatem esto omnitibust reium ut autempore nonserestore volorum erit evel ides nonectur, eost, oditatecum rehent audam necaest.

HEADING 2 - *10pt*
Heading 3 - *10pt*
Text - *8pt*

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum

Solessita num in eventium que necereped et aces mollece ruptas sunt quo quisquae nostecabore eaque rem nos autatem. Ommolum eumendis et, untion prae pratincto te dus ut aut qui apitem quas a doluptatis earum velit delicab illanda ecturi ame **voluptaque** doluptation rerum fugitiur ad eos ex et hari blaborere pelicaborem et earum doloria ecabore ptionse rferibusant labo. **Quiam dem aut** es apel id mos simped essimus volestio opta et esto dolupta tusdand itatur, cor re invendipsum ipitessitat

Lorem ipsum

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Note - *6.5pt*

Lo excea pe necupta ssintion porepre reperit, soluptae sequatur, vellitae perunt exceatem quis quunti ditiae explitas eatibus verferf erchillatin reic temporio. Accum sit, iliquos eturio.

The hierarchy of typographic information is essential for smooth reading that flows well.
Different cases and bold typographies, as well as the colour shades, play an essential role in this hierarchy.

1. Use of generic elements

1.5

TYPOGRAPHY

Information hierarchy

HEADING 1 - *30pt*

WELCOME

Introduction - *10pt*

Dissitiat faciam, sint, qui omniae mi, si occus soluptatem esto omnitibust reium ut autempore nonserestore volorum erit evel ides nonectur, eost, oditatecum rehent audam necaest.

HEADING 2 - *10pt*
Heading 3 - *10pt*
Text - *8pt*

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum

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Lorem ipsum

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Note - *6.5pt*

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Different cases and bold typographies, as well as the colour shades, play an essential role in this hierarchy.

1. Use of generic elements

**1.6**

**GENERIC
COMBINATIONS**

1. Use of generic elements

1.6

GENERIC
COMBINATIONS

Example
Advertisement without aura
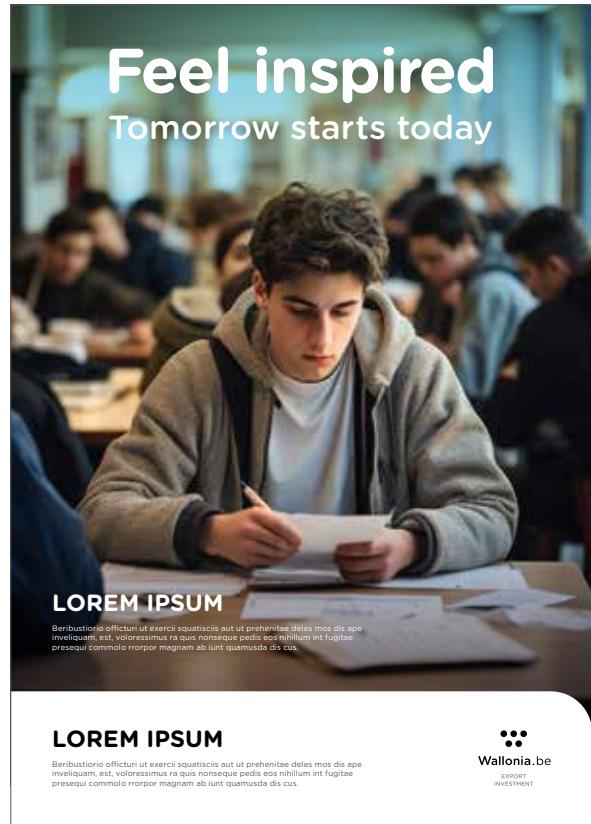
1. Use of generic elements

1.6

GENERIC COMBINATIONS

1. Use of generic elements

1.6
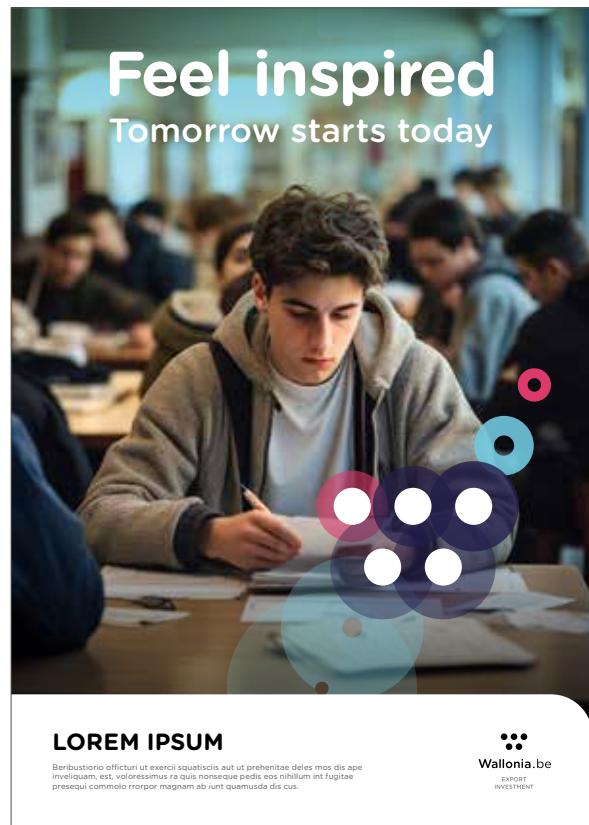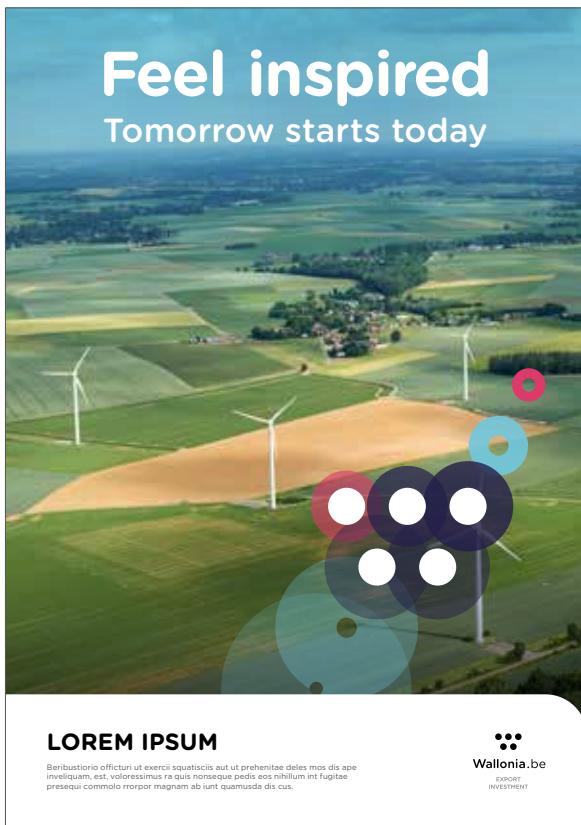
GENERIC
COMBINATIONS

Example
Advertisement with aura (coloured background)
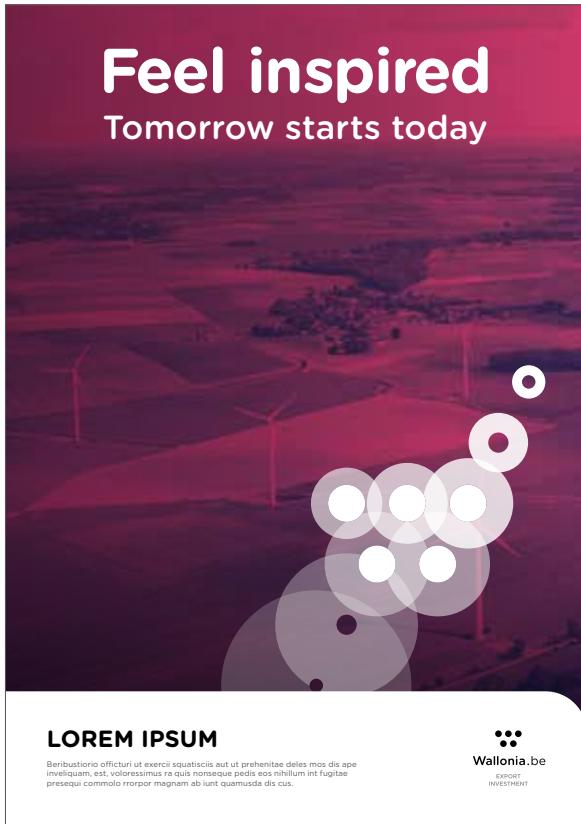
1. Use of generic elements

1.6

GENERIC
COMBINATIONS

Feel inspired
Tomorrow starts today

Wallonia.be
EXPORT
INVESTMENT

Wallonia
Excellence in
Aerospace

Wallonia.be
EXPORT
INVESTMENT

MARCHÉS-CIBLES 2024-25

[NØRDICS:
DEFRØST IT]

Wallonia.be
EXPORT
INVESTMENT

1. Use of generic elements

1.6
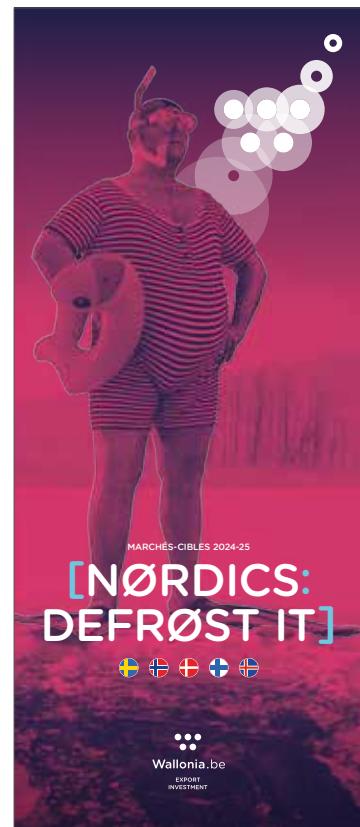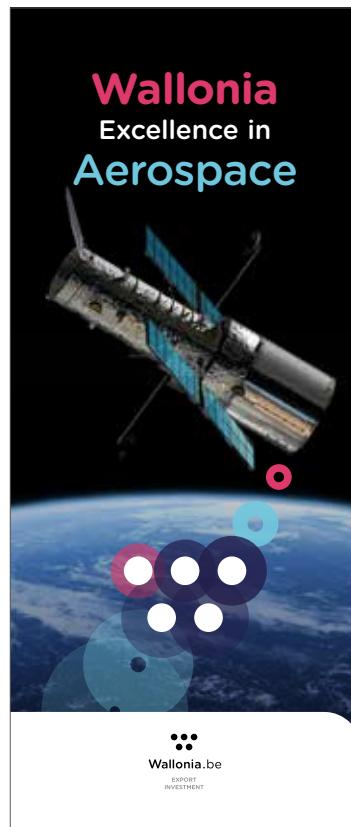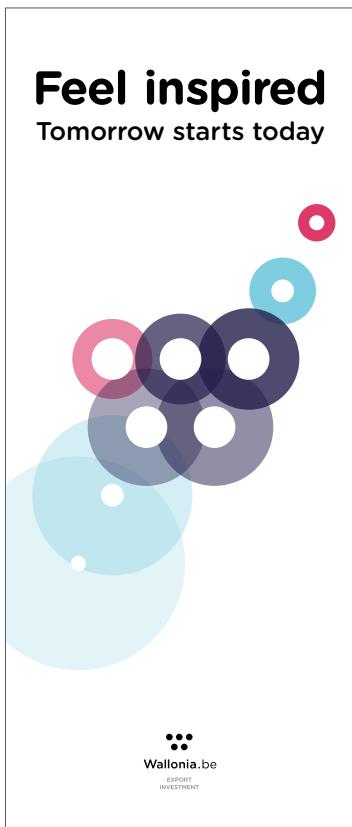
GENERIC COMBINATIONS

Example
Business card

1. Use of generic elements

1.6

GENERIC COMBINATIONS

Examples
Newsletter structure

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Lorem ipsum dolor

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EN SAVOIR PLUS

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EN SAVOIR PLUS

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EN SAVOIR PLUS

Wallonia.be
EXPORT
INVESTMENT

Agence wallonne
à l'Exportation
et aux Investissements
étrangers

Place Sainctelette, 2
1080 Bruxelles
+32 2 421 82 11
info@awex.be
awex-export.be

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

Visual universe of Wallonia's branding policy.

Graphic charter

Updated / February 2024

AWEX may transfer the visual elements of
the branding policy free of charge to any public,
semi-public or private department wishing
to join the place branding approach.

CONTACT

AWEX Communication Unit Management
Diony Mwenge
+32 (0)2 421 84 43
d.mwenge@awex.be
awex.be