



BRAND GUIDELINES

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INTRODUCTION

Baseline

Lightening the load, together. is more than a baseline: it is the core of Beyond the Moon and the common thread in our partnerships. This baseline reflects our conviction that real impact is achieved when commitment, expertise and resources come together. It stands for what we make possible together: bringing moments of relief and breathing space to families facing tough challenges - now and in the future.

The baseline serves as strategic and emotional anchor for the brand. It guides our communication, supports decision-making and provides direction for our collaborations. Across all touchpoints, messages, initiatives and interactions, **Lightening the load, together** reflects our commitment, humanity and shared responsibility.

By using this baseline consistently and thoughtfully, we safeguard brand coherence, recognisability, and Beyond the Moon's credibility. In doing so, our story remains clear, authentic and supported, both from within and towards the outside world.

Important: Please use Beyond the Moon's logo variations exclusively in their approved file formats and resolution. Logos must not be downloaded or copied from the Internet or captured from these brand guidelines. A dedicated download link is available on our website, where logos in various approved file formats can be downloaded – see the page “Our Moon”.



beyond the moon

Lightening the load, together.

LOGO & BASELINE

Primary logo versus banner variant with baseline

As standard rule, this version with orange logo and black text should be used at all times, including the baseline where possible.

For beach flags and roll-up banners only, the baseline may be displayed in two separate lines. Please refer to the “Applications” section for further guidance.



beyond the moon

Lightening the load, together.

Minimum size: 43 x 12,54 mm



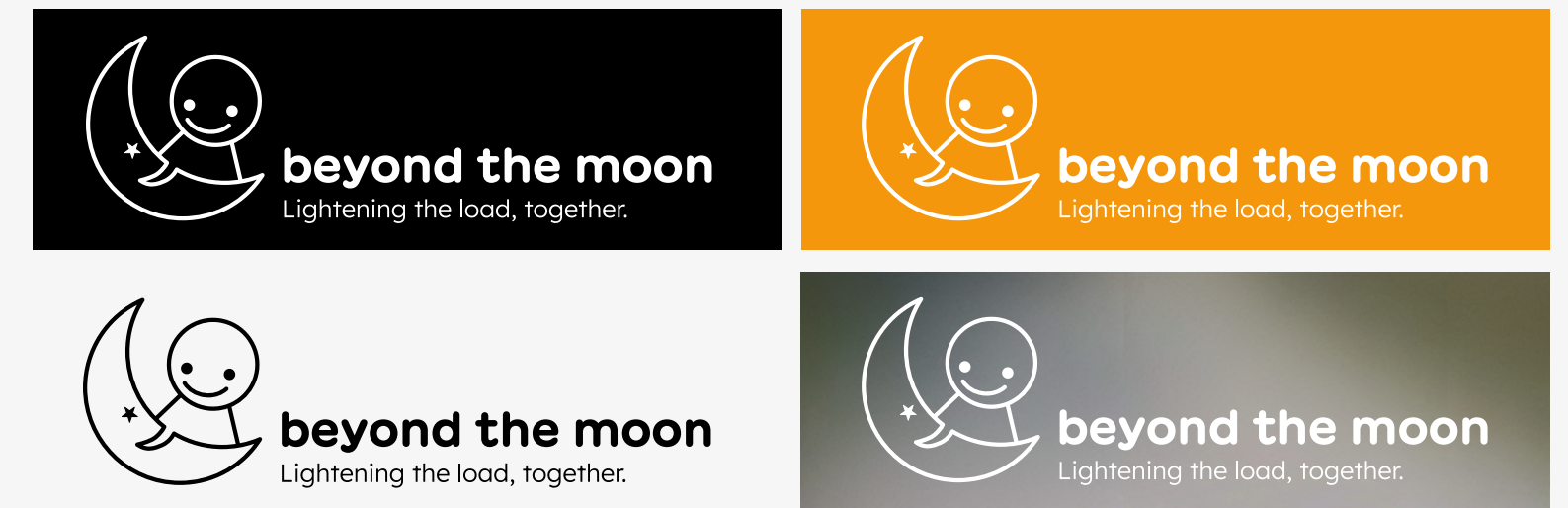
LOGO & BASELINE

Proportions

banner logo variations

In addition to the standard version with orange logo and black text, the banner variant is available in four approved colour versions:

1. Logo with white outlines and white text on black background.
2. Logo with white outlines and white text on orange background.
3. Logo with black outlines and black text.
4. Logo with white outlines on transparent or coloured background.
This transparent version may be used for example on photos and dark-coloured backgrounds. For correct and compliant use for this version, refer to the “Applications” and “Do’s & Don’ts” sections.



LOGO VARIATIONS

Proportions **banner logo** **variant for partners**

In addition to the standard version with orange logo and black text, with the added words “Partner of” in orange, the banner variant is available in four additional approved colour versions. These versions may be used on websites and in other communications from partners organising a fundraiser in favour of Beyond the Moon.

1. Logo with white outlines and white text on black background, with “Partner of” in orange.
2. Logo with white outlines and white text on orange background, with “Partner of” in black.
3. Logo with black outlines and black text, with “Partner of” in black.
4. Logo with white outlines and “Partner of” in white on transparent or coloured background. This transparent version may be used for example on photos and dark-coloured backgrounds. For correct and compliant use for this version, refer to the “Applications” and “Do’s & Don’ts” sections.



LOGO VARIATIONS

Proportions **banner logo** **variant for fundraisers**

In addition to the standard version with orange logo and black text, with the added words “In support of” in orange, the banner variant is available in four additional approved colour versions. These versions may be used on websites and in other communications from supporters organising a fundraiser in favour of Beyond the Moon.

1. Logo with white outlines and white text on black background, with “In support of” in orange.
2. Logo with white outlines and white text on orange background, with “In support of” in black.
3. Logo with black outlines and black text, with “In support of” in black.
4. Logo with white outlines and “In support of” in white on transparent or coloured background. This transparent version may be used for example on photos and dark-coloured backgrounds. For correct and compliant use for this version, refer to the “Applications” and “Do’s & Don’ts” sections.



LOGO VARIATIONS

Proportion primary logo horizontal

The horizontal variant is always displayed in this format.

This variant is suitable for the Beyond the Moon website, envelopes and stationery, as well as for posters, photos, cards and rectangular buttons or pins.



Minimum size: 17,14 x 7,86 mm



LOGO VARIATIONS

Proportion logo horizontal variations

In addition to the standard version with orange logo and black text, the horizontal variant is available in four additional approved colour versions:

1. Logo with white outlines and white text on black background.
2. Logo with white outlines and white text on orange background.
3. Logo with black outlines and black text.
4. Logo with white outlines on a transparent or coloured background.
This transparent version may be used for example on photos and dark-coloured backgrounds. For correct and compliant use for this version, refer to the “Applications” and “Do’s & Don’ts” sections.



LOGO VARIATIONS

Proportion logo horizontal variations with URL

The horizontal variant is the only one that can also include our website address and, in addition to the standard version with orange logo and black text, is available in four additional approved colour versions:

1. Logo with white outlines and white text on black background, and URL in white.
2. Logo with white outlines and white text on orange background, and URL in white
3. Logo with black outlines and black text, and URL in black.
4. Logo with white outlines, and URL in white, on a transparent or coloured background.
This transparent version may be used for example on photos and dark-coloured backgrounds. For correct and compliant use for this version, refer to the “Applications” and “Do’s & Don’ts” sections.



LOGO VARIATIONS

Proportion primary logo vertical

The vertical variant is always displayed in this format.

This variant is suitable for posters, cards, buttons, stickers and pins.



Minimum size: 43 x 12,54 mm



LOGO VARIATIONS

Proportion logo vertical variations

In addition to the standard version with orange logo and black text, the vertical variant is available in four additional approved colour versions:

1. Logo with white outlines and white text on black background.
2. Logo with white outlines and white text on orange background.
3. Logo with black outlines and black text.
4. Logo with white outlines on a transparent or coloured background.
This transparent version may be used for example on photos and dark-coloured backgrounds. For correct and compliant use for this version, refer to the “Applications” and “Do’s & Don’ts” sections.



LOGO VARIATIONS

Proportion logo cirkel variations without text

The circular variant without text can **EXCLUSIVELY** be used by Beyond the Moon as banner image for e.g. on Instagram, Facebook and LinkedIn. **This variant must not be used by third parties.**

In addition to the standard version with orange logo, this variant is available in five additional approved colour versions:

1. Logo with white outlines on black background.
2. Logo with white outlines on orange background.
3. Logo met black outlines on orange background.
4. Logo with black outlines
5. Logo with white outlines on transparant or coloured background.



COMBINATIONS



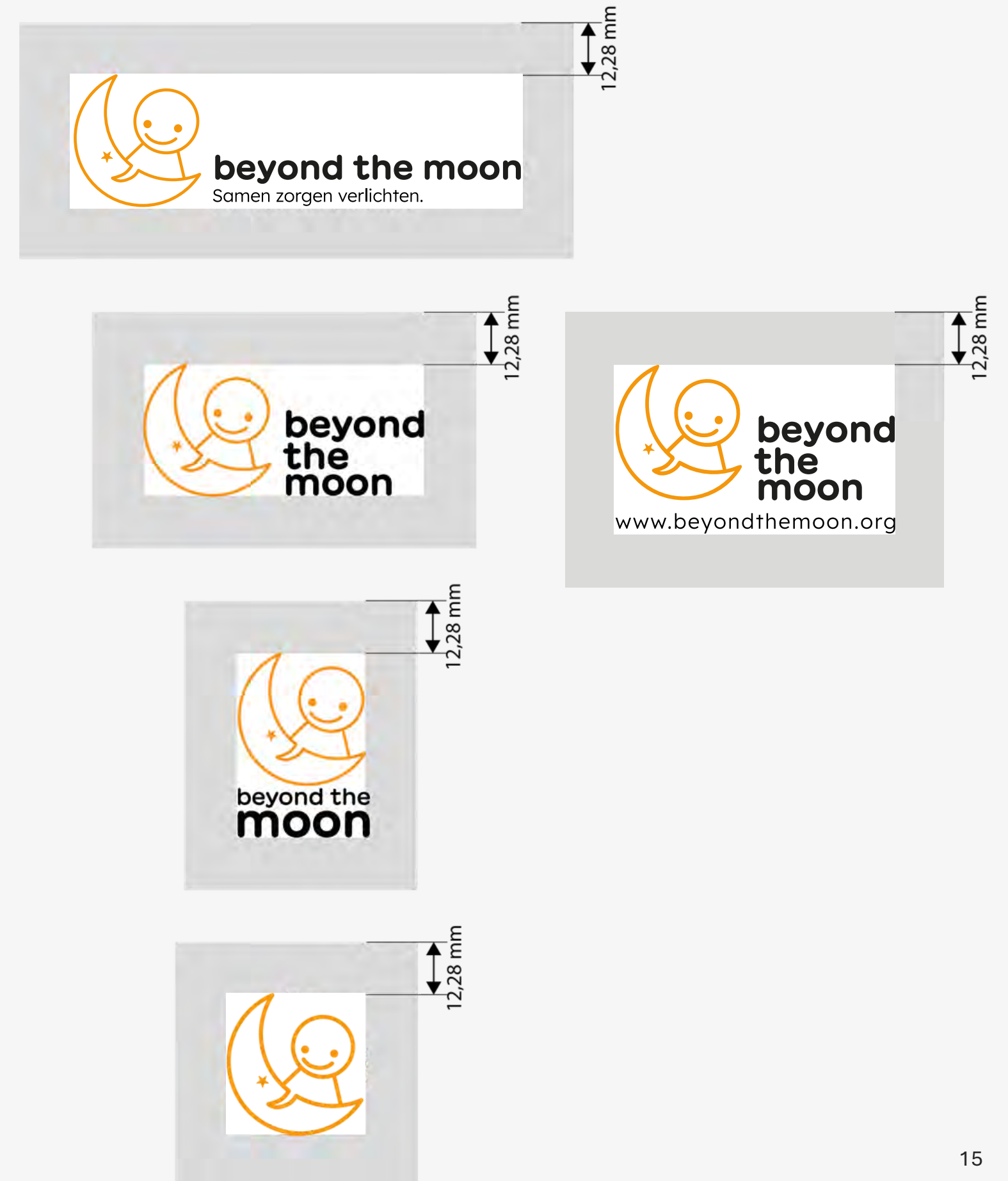
Combinations overview

Overview of the different logo variations and their approved colour versions.

EMPTY SPACE

Minimum empty space

This minimum empty space around the logo must be maintained to the page edges and any other text or image to guarantee a correct and optimal logo use.



COLOURS



Primary brand colours logo

For the standard logo, orange is always used for the logo and black for the text.

For the colour versions of other variations, only black, orange or white are applied to the logo, while the text is exclusively displayed in black or white.

CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

WIT

CMYK 0 48 96 0
RGB 244 151 12
HEX F4970C
PANTONE 137C

ORANJE

100%

75%

50%

20%

CMYK 0 0 0 100
RGB 0 0 0
HEX 000000

ZWART

100%

75%

50%

20%

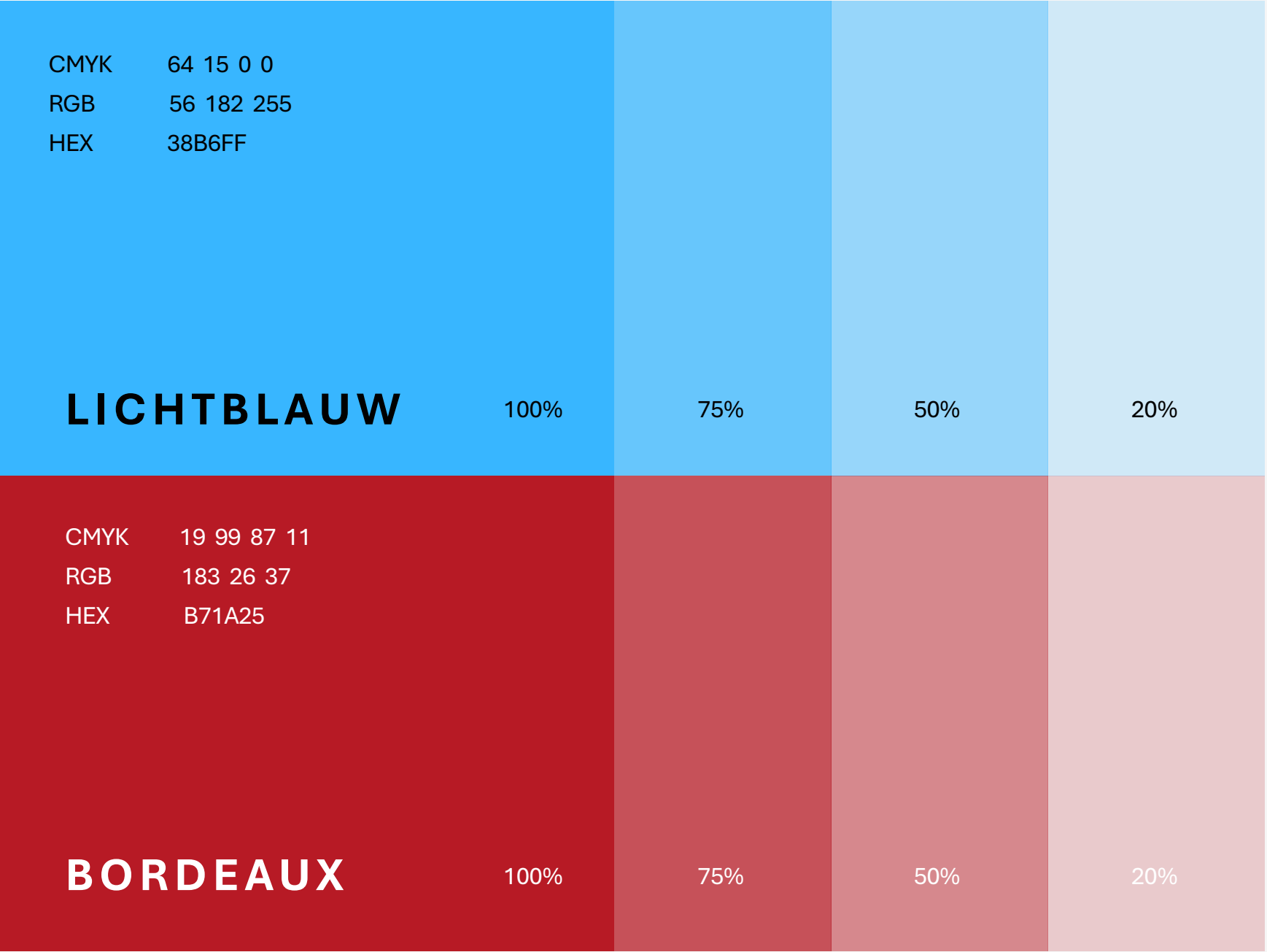
COLOURS



Supporting colours text and text blocks

These secondary colours may be used to highlight specific text elements or emphasise text blocks, headings, quotes or borders.

These secondary colours should be used in a supportive role only and must not dominate the overall design. Use should be limited to one secondary colour per design, in combination with the primary brand colours.



FONTS & NAME USE

Aptos

For both print materials and digital presentations, the Aptos font is recommended. This font is modern, contemporary and fully compatible with common Office programmes.

The Bold type can be used for titles, while Light Regular is preferred for text. This is to ensure a coherent visual identity while preventing the overall design from appearing too heavy.

The brand name must always and exclusively be written as follows:

- Beyond the Moon - capital B and M, lowercase t
OR
- BEYOND THE MOON - all in capital letters



LOGO

GT Manu & Lexend

Aptos Bold

HEADINGS

Aptos Bold

Aptos Light

SUBHEADINGS & TEXT

Aptos Light Regular

DO'S

Photo materials & prints

1. The standard version with orange outlines and black text can be placed on white background or on a photo with light background.
2. The all-black version can also be used on a light-coloured background.
3. When using an orange (or black) background that closely matches the orange and black colours of the base logo, the logo variant with white outlines should be applied, as shown in the example.
4. The all-white version can be used on a photo with dark background, as in the example at the bottom right.



DON'TS

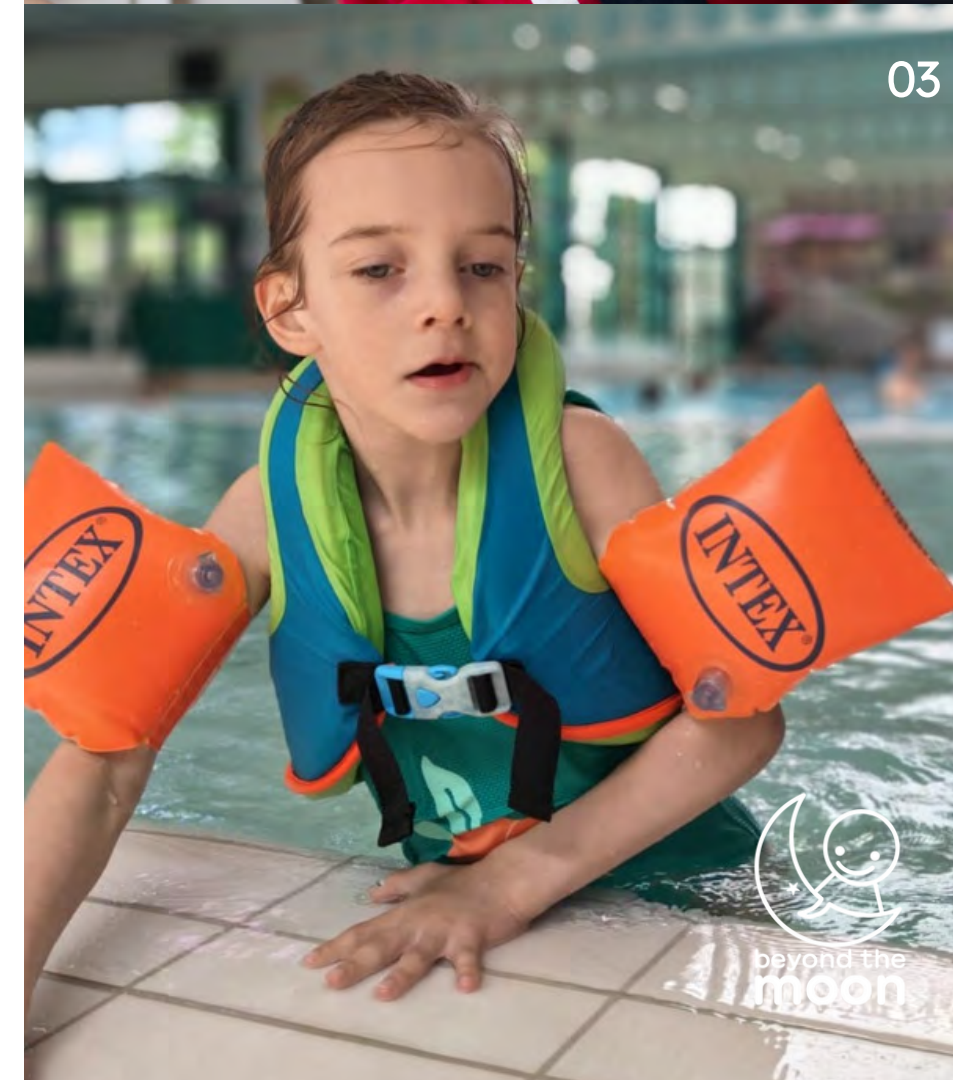
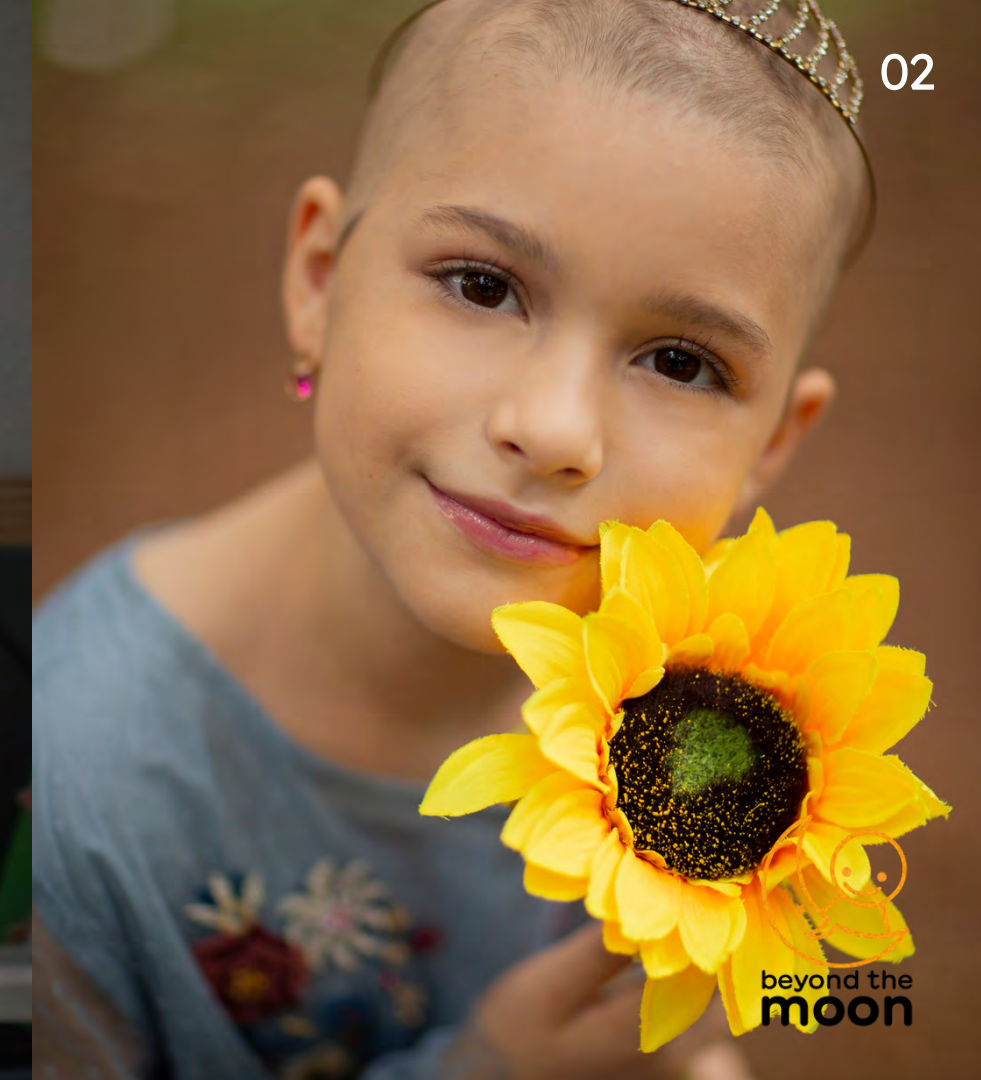
Photo materials & prints

1. & 2. The standard version with orange outlines and black text must not be used on photos or backgrounds that leans too strongly towards orange, black or a dark colour.

3. The version with white outlines and white text must not be used on light-coloured backgrounds.

3. The version with black outlines and black text must not be used on dark or black backgrounds.

These applications reduce visibility and compromise the legibility of the logo.



DON'TS

Incorrect logo use

To preserve brand integrity and recognisability, the logo must not be altered in any way. The following applications **are not allowed**:

- 1. Outlines of the logo or text must not be made thinner or thicker.
- 2. Elements must not be repositioned.
- 3. Logo or text colours must not be changed.
- 4. Orientation must not be altered.
- 5. No elements must be added.
- 6. Logo and text size or position must not be changed.
- 7. No effects or shadows must be applied.
- 8. No borders must be added.
- 9. Text must not be converted into outlines.
- 10. Logo must not be reversed or flipped.

01

02

03

04

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Incorrect usage of our brand name: Beyond The Moon | Beyond the moon | Beyondmoon

APPLICATIONS

Beach flags and roll-up banners

Our beach flags are based on the vertical basis logo variant, with an adapted baseline representation. This application is approved exclusively for use on beach flags and roll-up banners and must not be used for any other support or communication materials.

1. Standard logo with orange outlines and black text on white background, and a black baseline displayed on two lines.
2. Logo with white outlines and white text on orange background, and a white baseline displayed on two lines.



APPLICATIONS

Stickers, pins, buttons

The vertical variant should be used for round or square applications, and the horizontal variant for rectangular applications. In addition to the standard version with orange logo and black text, four other colour versions are available:

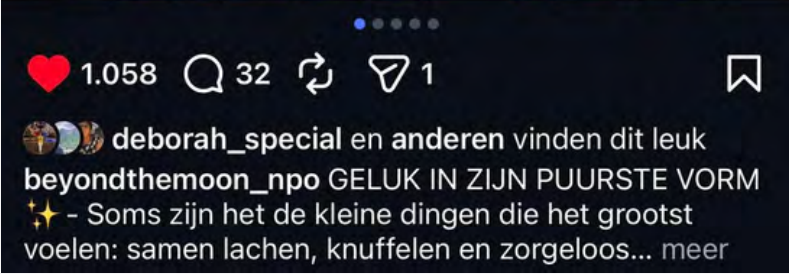
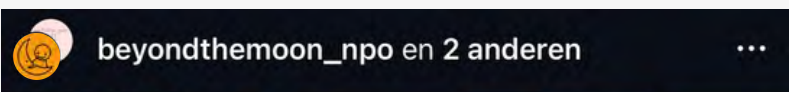
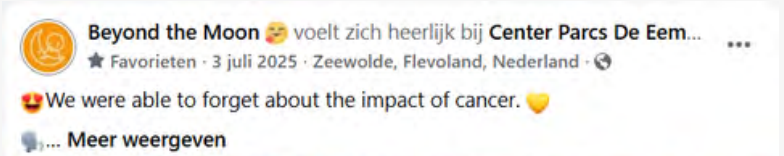
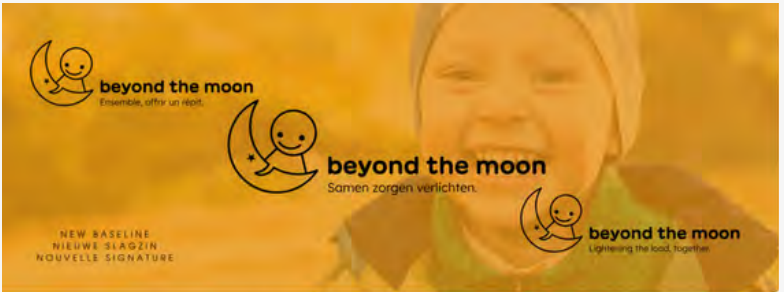
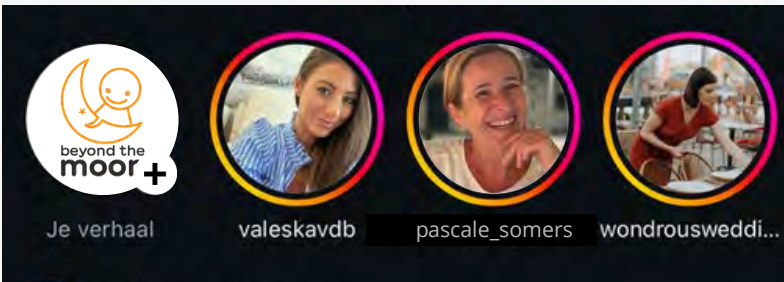
1. Logo with white outlines and white text on black background
2. Logo with white outlines and white text on orange background.
3. Logo with black outlines and black text on orange background.
4. Logo with white outlines on transparent or coloured background. This transparent version can be used for example on photos and dark-coloured backgrounds. For correct and compliant use, refer to the “Applications” and “Do’s & Don’ts” sections.



APPLICATIONS

Instagram, Facebook & LinkedIn

The vertical version of our standard logo with orange logo and black text can be used for Beyond the Moon's social media. Alternatively, the circle version without text with black logo on orange background or the circle version without text with white logo on orange or black background can also be used.



MISSION STATEMENT

For your convenience, we provide on this page a description of our mission, available in three versions (short, medium, and long), so you can easily choose what best suits your communication needs.

Short: One-liner

Beyond the Moon offers families with a sick child a fully carefree holiday, tailored to their needs, a chance to step away from it all, with breathing time and space to reconnect and regain strength. Lightening the load, together is the core of our mission.

Medium

Beyond the Moon offers families with a sick child a fully carefree holiday, tailored to their needs. When illness takes over everyday life, we create breathing space where connection, resilience and togetherness time prevail. Lightening the load, together is the core of our mission.

Long

Beyond the Moon offers families with a sick child a one-off fully carefree holiday, tailored to their needs. When illness takes over everyday life and worries keep piling up, we create breathing space — away from medical schedules and hospital corridors. This gives families togetherness time, space to reconnect and resilience. Lightening the load, together is the core of our mission.



We look forward to our collaboration

www.beyondthemoon.org

Beyond the Moon vzw

✉ **contactbtm@beyondthemoon.org**

☎ **(+32) (0) 15 23 36 82**

**Follow us on
our social media**



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