KSE Institute

MEDIA KIT

KSE Institute

ONE OF THE LEADING THINK TANKS IN UKRAINE

KSE Institute provides research and analysis on key economic and policy developments in Ukraine, delivering insights to inform decision-making.

PRIMARY LOGO

The horizontal logo in Electric Blue is the primary logo of KSE Institute. Use it on light backgrounds and whenever the brand's primary visual identity should be emphasized.

Maintain sufficient clear space around the logo.

Do not alter the logo's proportions, colors, or individual elements. Use the provided logo files without recreating or modifying the layout.

Black and white logo versions are intended for use when color reproduction is limited or when a monochrome treatment is required. Ensure sufficient contrast between the logo and the background to maintain legibility.

Download logo







LOGO VARIATIONS

The vertical logo is available in Electric Blue, Dark Blue, Black, and White.

Electric Blue is the primary brand color, while Dark Blue provides a secondary color option for a more understated look.

Dark Blue serves as a secondary brand color, offering a more subdued alternative to Electric Blue. Use it when a less prominent visual treatment is preferred while maintaining consistency with the KSE Institute identity, particularly in formal or text-heavy materials.

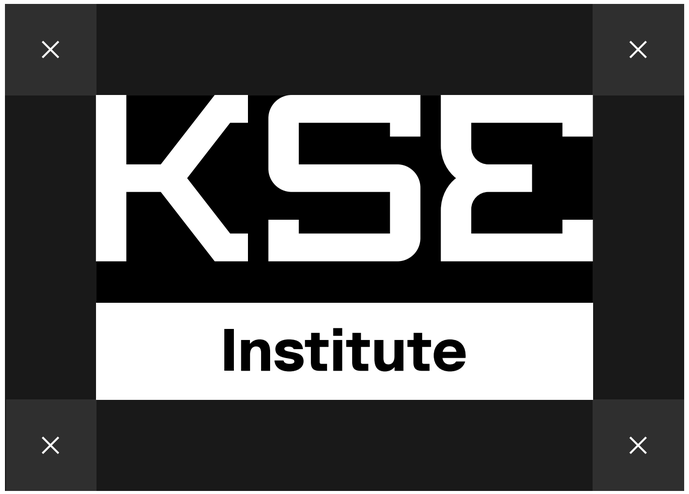
Black and White versions are available for monochrome applications.

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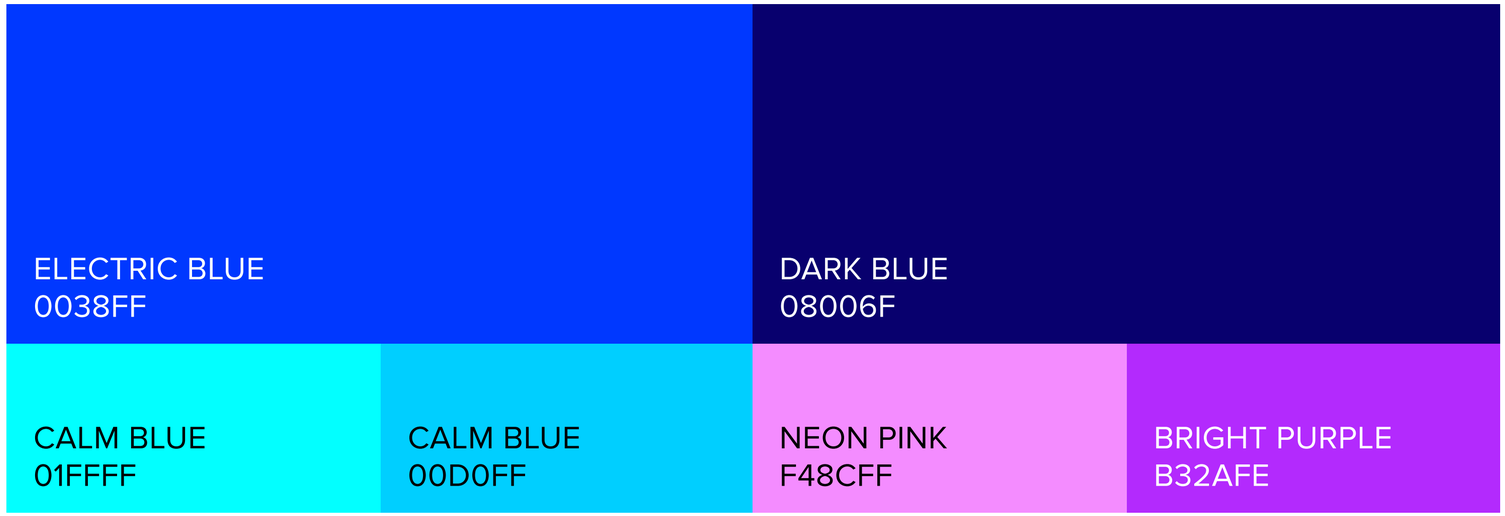




COLOR PALETTE

Electric Blue is the primary brand color of KSE Institute, supported by Dark Blue as a secondary color. Together, they form the foundation of the visual identity across institutional materials.

A complementary palette of bright colors is used in infographics, data visualizations, and other research materials to highlight key findings, emphasize important data points, and create clear visual hierarchy. The colors can be used as accents to distinguish information and draw attention to key insights while keeping the primary brand colors at the core of the identity.



CONTACTS

Stay connected with KSE Institute for the latest research, publications, and insights on Ukraine's economy and policy.

For media inquiries, interview requests, or further information about our work, please get in touch with our press office at pressoffice@kse.org.ua

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