

**UKR**

Ukraine Branding Kit  
Designed by Arielle Johnson



# Branding Research

## Country Code

**UKR** (ISO-3166 Alpha-3 UKR is the three-letter country abbreviation for Ukraine.)

## Country History

Ukraine's Declaration of Independence on August 24, 1991

Since gaining independence, Ukraine has undergone significant political transformations such as the Orange Revolution (2004) and the Euromaidan protests (2013-2014). These events have shaped Ukraine's national identity and its aspirations towards European integration.

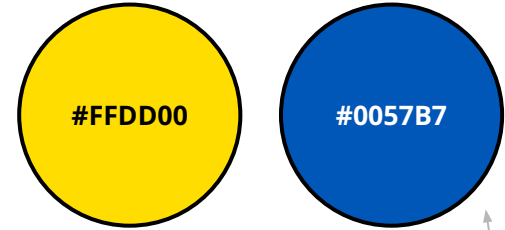
## Country Colors

The blue and yellow colors of the Ukrainian flag symbolize the sky and wheat fields, reflecting the country's agricultural heritage. These colors have been used since the 19th century and were officially adopted during the independence movements of the early 20th century.

## The Trident (Tryzub)

The Trident, or Tryzub, has been a symbol of Ukrainian heritage dating back to the Kyivan Rus' era. It was officially adopted as the national emblem in 1918 during the short-lived Ukrainian People's Republic and later reinstated after independence in 1991. The symbol represents continuity and the deep historical roots of Ukrainian statehood

(UKR Logo is meant to symbolize the three points of the Trident (Tryzub) with each letter.)



# Branding (Primary)



UKR



UKR

# Branding (Primary Cyrillic)



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УКРАЇНА



UKR  
УКРАЇНА

# Branding (Primary Continued)

Country Code: UKR

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**National Colors:**

Blue and yellow, representing the sky and wheat fields, respectively.

40 Degree Rotation

**Geographical Symbolism:** Ukraine's position in Eastern Europe, often seen as a bridge between East and West, which is symbolized by the rotated angle, suggesting a connection and balance between different directions. The angle can symbolize movement and progress, reflecting Ukraine's ongoing development and dynamic nature.



UKR Logo is meant to symbolize the three points of the Trident (Tryzub) with each letter.



# Branding (Alternate/Colorless)



# Branding (Alternate Sizing)

**UKR**



**UKR**



**UKR**

**UKR**

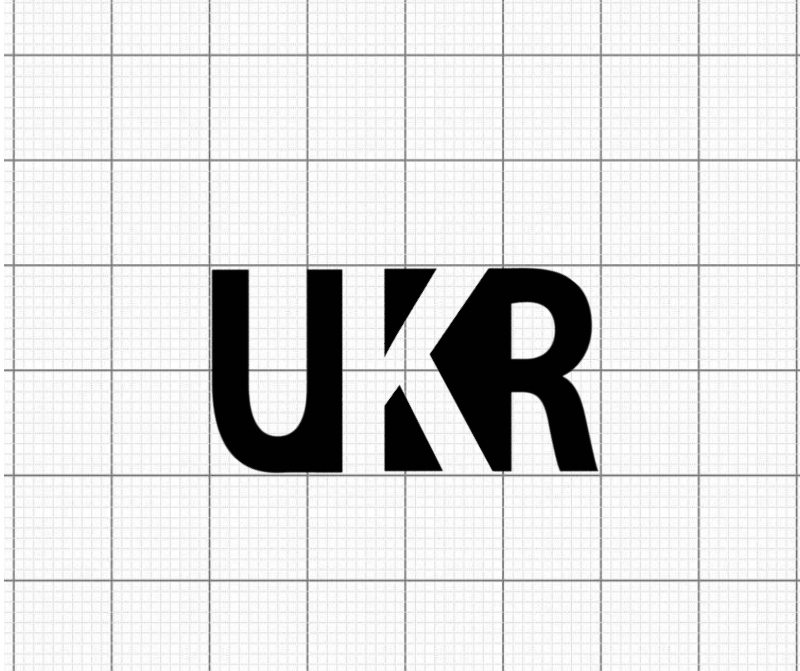


**UKR**



**UKR**

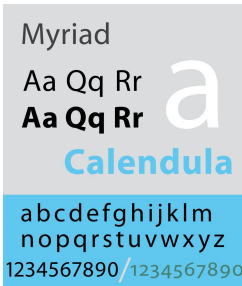
# Branding (Grid Guide)





# Branding (Guide)

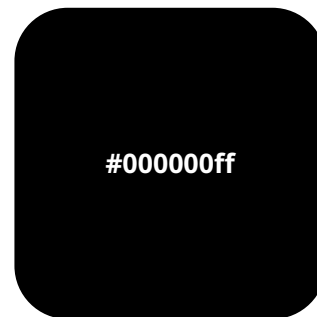
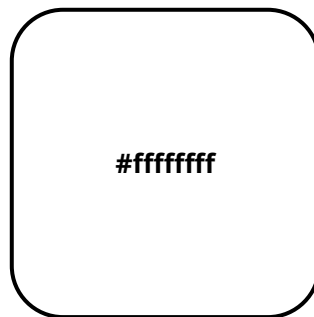
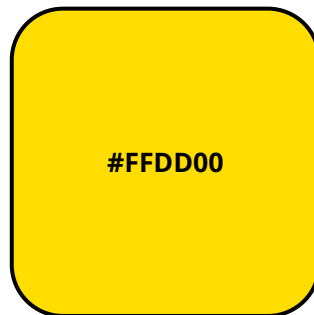
## Typeface



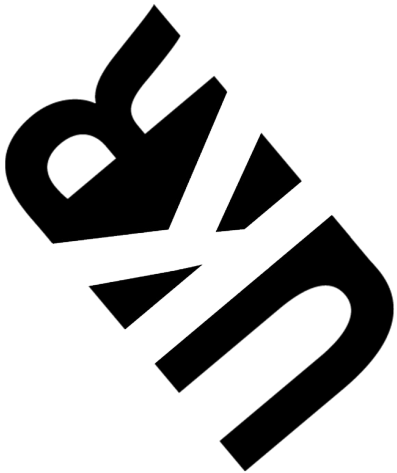
Quick wafting zephyrs vex bold Jim.

Quick wafting zephyrs vex bold Jim.

## Color Palette



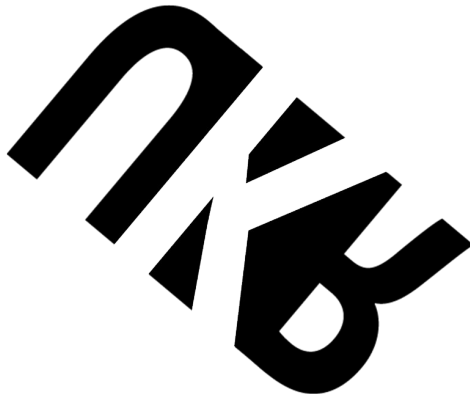
# Branding (Incorrect Formats)



Incorrect logo format: rotated and mirrored.



Incorrect logo format: mirrored.



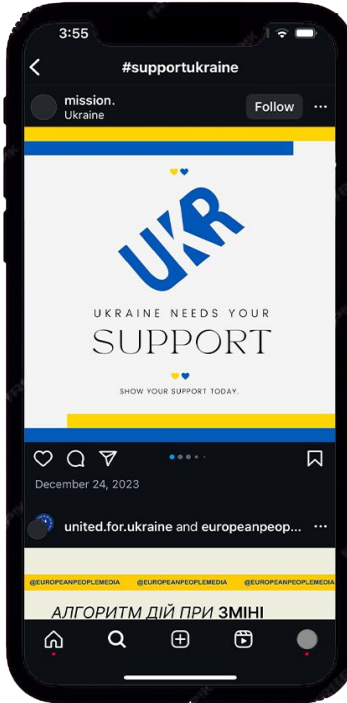
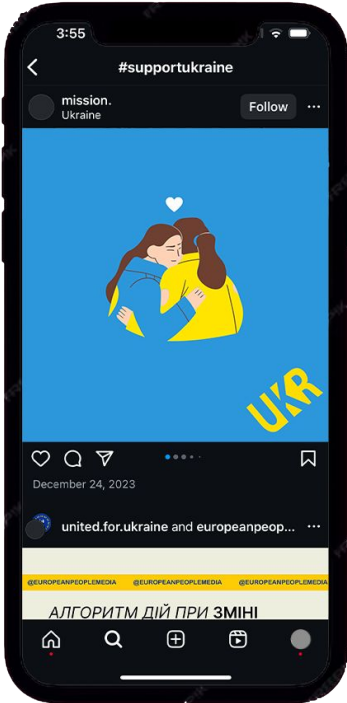
Incorrect logo format: rotated.



Incorrect logo format: rotated and mirrored.

\*no un-approved rotations or reflections of logo\*

# Branding (Systems & Examples)



# Branding (Systems & Examples Continued)



The graphic is divided into three vertical sections. The left section is yellow and features a photograph of the Independence Monument in Kyiv. The middle section is blue and contains a map of Ukraine, a white dove with an olive branch, and the text 'ABOUT UKRAINE'. The right section is yellow and contains contact information. The bottom right corner features a photograph of a church with golden domes and a small Ukrainian trident symbol.

**WELCOME TO UKRAINE**

**UKR**

**ABOUT UKRAINE**

Explore Ukraine's rich history, vibrant culture, and beautiful landscapes. From Kyiv's stunning architecture to Lviv's charming streets, Ukraine offers unique traditions, delicious cuisine, and warm hospitality.

**CONTACT**

**MOBILE NUMBER:**  
+123-456-7890

**EMAIL ADDRESS:**  
hello@Ukraine.com

**WEBSITE:**  
Ukraine.ua

**SOCIAL MEDIA:**  
@Ukraineua

**UKR**

# Branding (Systems & Examples Continued)



# Branding (Systems & Examples Continued)



# Branding (Systems & Examples Continued)



# Research Sources

UKR country code according to ISO-3166 Alpha 3, *Abbreviation / Code*, [https://laendercode.net/en/3-letter-code/ukr#google\\_vignette](https://laendercode.net/en/3-letter-code/ukr#google_vignette). Accessed 1 August 2024.

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