ESTDEV Communication guidelines

2026

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Messaging

These guidelines are designed to ensure all communication about ESTDEV as an organisation and our projects align across countries and continents.

Our goal is to raise awareness and support for development cooperation and to positively influence the image of Estonian development cooperation in our partner countries.

Every partner organisation implementing development cooperation projects contributes to achieving this goal.

If you have any questions or require further clarification, please contact the main ESTDEV communications office at kommunikatsioon@estdev.ee.

Who we are
The Estonian Centre for International Development (ESTDEV) is an agency established by the Estonian Government to implement projects that meet Estonian foreign policy goals in partner countries.

What we do
Estonia has developed rapidly since regaining independence in 1991 and joined NATO and the EU in 2004. This means that the experts responsible for Estonia's digital and economic progress are still active in their fields today and are ready to share their experience with the international community.

ESTDEV acts as a platform to share this experience and represent Estonian interests in international joint initiatives. ESTDEV considers on-the-ground needs and applies Estonian know-how for the benefit of both the partner country and the Estonian economy.

Our development cooperation projects aim to reduce poverty, enhance democratic governance, promote digital development, strengthen education, and stimulate economic innovation in our partner countries in the EU's Eastern Neighbourhood and Africa.

Development cooperation is not charity. It is cooperation between equal partners that supports the development of the target country as well as Estonia's interests in the world, which means it also makes a significant contribution to Estonia's own development.

How we work
ESTDEV works closely with experts from the Estonia's public, private and civil society sectors, developing partnerships through open calls for proposals. Project funding comes from a variety of sources, including the national budget and international donors. In 2025, ESTDEV passed the European Commission's Pillar Assessment, meaning we can now directly manage and implement EU funds. We also represent Estonia in international consortiums and participate in multilateral projects with other EU member states.

Visuals and branding

All ESTDEV representatives and contracting partners should follow these visual guidelines for PowerPoint presentations, training materials, social media posts, brochures, roll-ups, posters, and any other physical or digital communications. **Note**: All information materials produced by ESTDEV representatives, including roll-ups and event banners, must be coordinated with the main ESTDEV communications office at **kommunikatsioon@estdev.ee**.

Main logo

The ESTDEV logo is designed with an original font that may not be changed. The logo is a whole, to which it is prohibited to add details, contour lines, shadows or any other effects not specified in the style book.

The ESTDEV logo has two different logo formats and monochrome alternative logos.

Logo files

Alternative logo

ESTDEV's alternative logo can be used on various presentation materials where it is necessary to be alongside the logos of other partners or organisations.

The alternative logo can also be used as a black and white image.

Note: The size of the vertical alternative logo symbol is different from the main logo. The usage corresponds to a separate version of the logo symbol.

Logo files

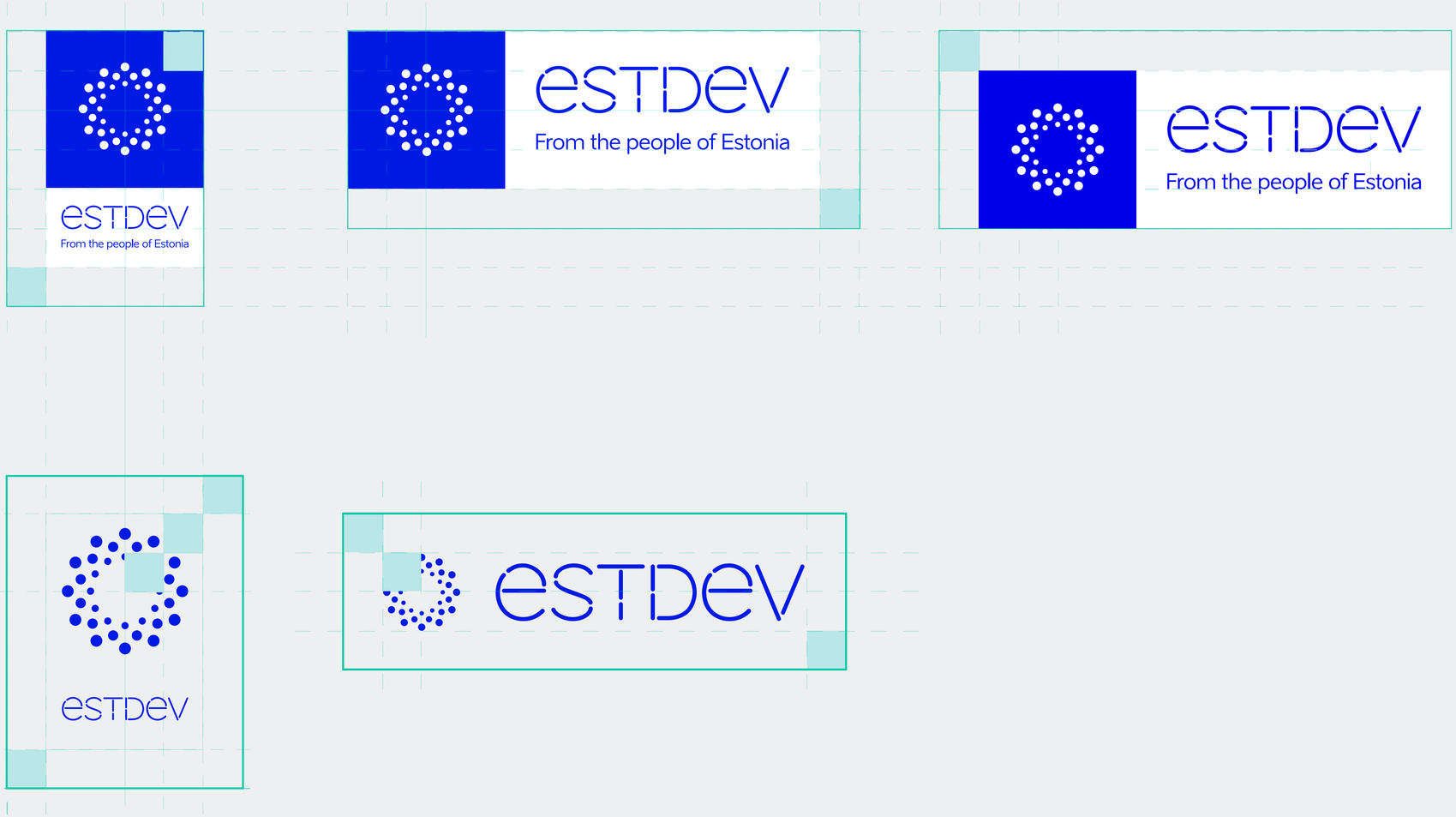
Protected area of logo versions

The protected area does not extend to the edges of the presentation surface, where the logo is positioned in the corners, as specified in this style book.

The logo variations are surrounded by a protected area of the size shown in the diagram, in which no texts or other design elements not specified in the style book may be placed to ensure it stands out.

The protected area of the logo is determined by the proportions of the ESTDEV logo mark.

The protected area of the logo is 1/4 of the size of the logo mark with an extension.
The protected area does not extend to the logo placements in the corners.



Protected area of the alternative logo.

Logo minimum sizes

The recommended minimum size of the logo is 4pt for the extension text. If the logo is smaller than this, use the ESTDEV logo without the extension.

For logos used in small sizes, decisions should be made on a case-by-case basis, for the sake of readability and contrast and visibility.

PRINT

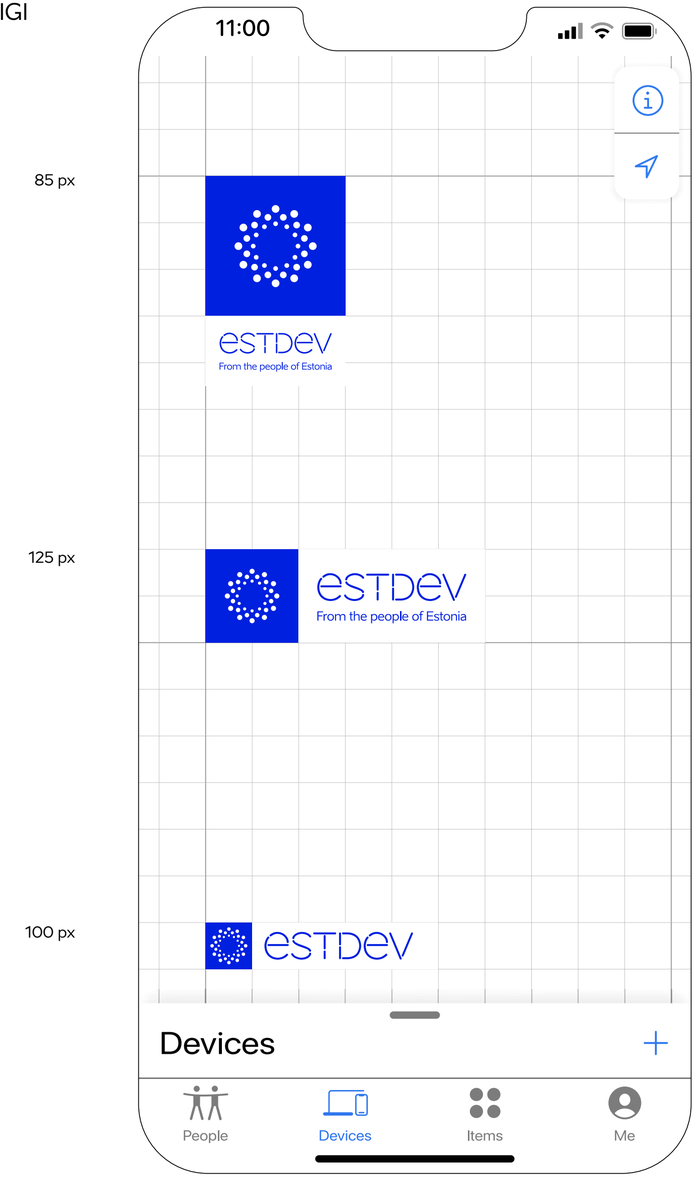
20 x 30 mm

30 x 10 mm

15 x 30 mm

20 x 4 mm

DIGI



Use of partner logos

The logos of partners and co-organisations are juxtaposed in equal sizes and against a solid contrast background.

If a strong contrast cannot be created, the logos can be set against a white background.

The logo of one project partner is combined into a common overall logo to highlight collaboration towards a common objective.

Use of partner logos

The ESTDEV logo is always placed on the left, at the top in a vertical arrangement. If the main funder is the European Union or another external donor, the requirements for the ordering of these logos must be followed.

The logos of partners and co-organisations are placed next to each other in equal sizes and in a clear contrast with the background.

If the logo of even one partner is not clearly distinguishable from the background or there is no single-colour solution, a white background must be used for all logos.

In the case of several project partners, the logos are distributed with equal spacing and a recognisable common size equally across the width of the entire area

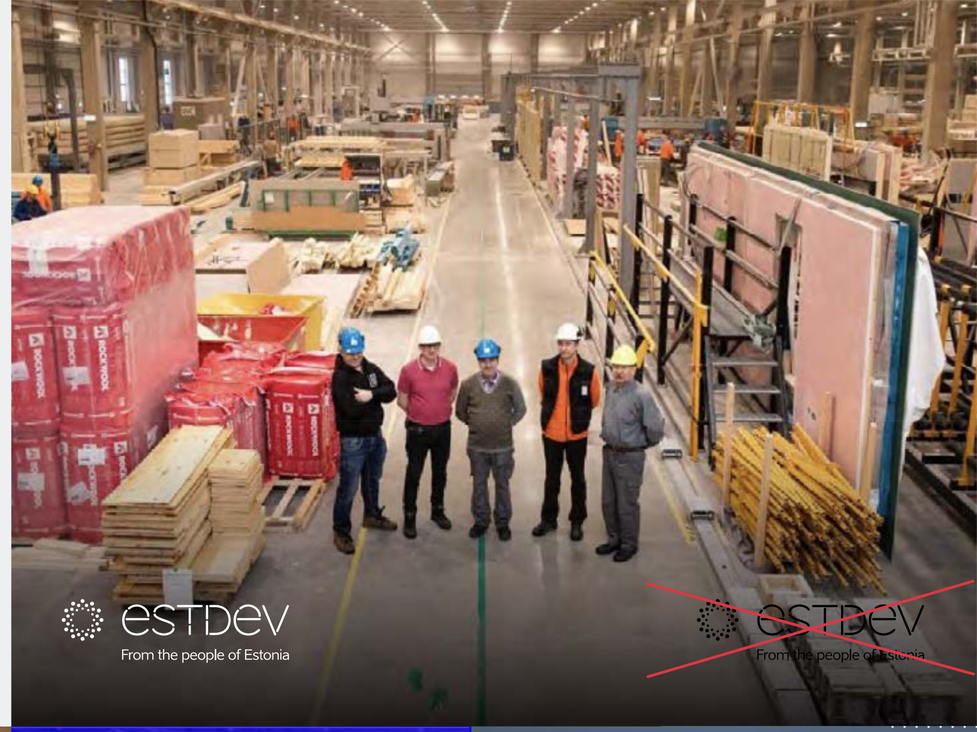
NORDECON

HARMET MODULAR HOUSES | ESTDEV

ESTDEV From the people of Estonia

HARMET MODULAR HOUSES

NORDECON



ESTDEV From the people of Estonia

HARMET MODULAR HOUSES

NORDECON

Harmet and ESTDEV Sign Contract to Build Kindergarten in Ukraine

german cooperation

Implemented by: giz

ESTDEV From the people of Estonia

HARMET MODULAR HOUSES

NORDECON

Prohibited use of the logo

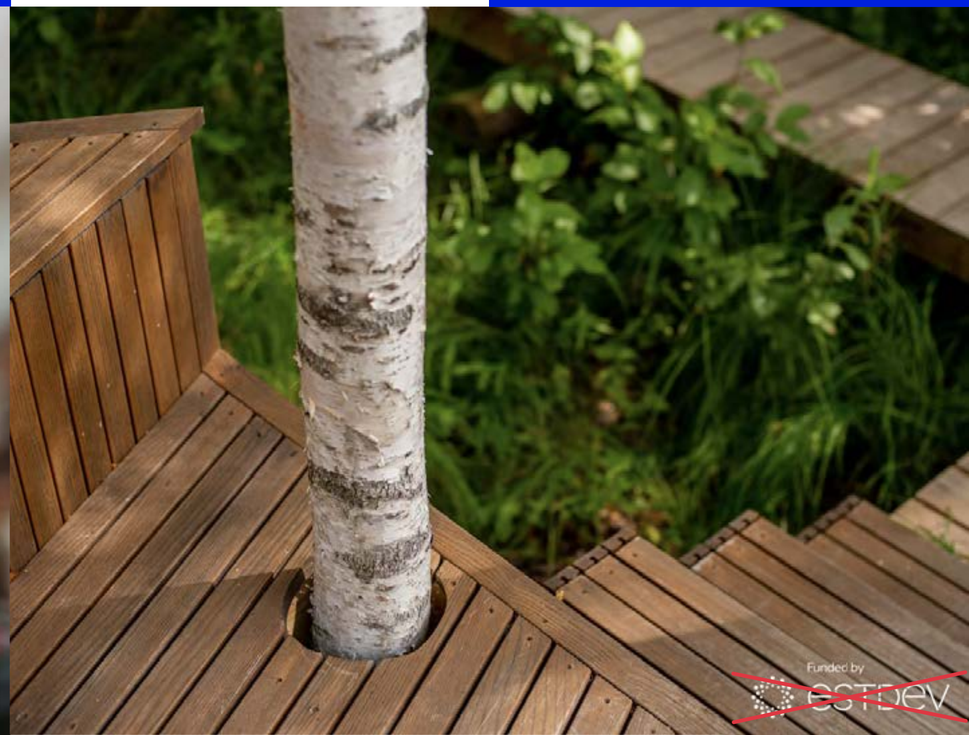
It is prohibited to add details, contour lines, shadows or any other effects to the logo or its parts that are not specified in the style book.

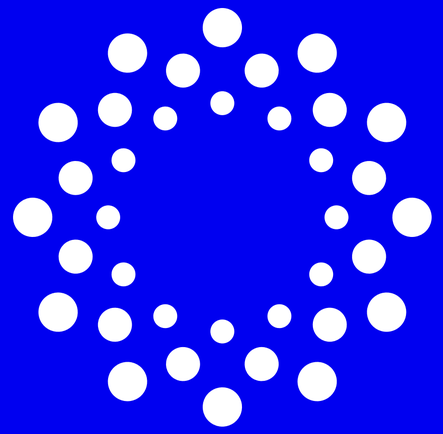
It is prohibited to disproportionately enlarge, reduce, deform and rearrange the details of the logo. It is prohibited to partially or completely replace the font with another font.

It is prohibited to use colours, textures or photographs in the logotype or its parts that are not specified in the style book. It is prohibited to use the logotype in a design with any additional shape or surface that is not specified in the style book.

It is prohibited to use the main logo on a blue background.

It is prohibited to use the Funded by ESTDEV logo variant.





Guidelines for graphics

ESTDEV

Colour palette

ESTDEV's colour palette consists of a feature colour, a secondary colour and white. ESTDEV follows the colours set forth in the Brand Estonia design system. We recommend that partners use these colours.

The colours are shown in full-colour (spot) and four-colour (process CMYK) values and RGB values for computer and television monitors based on the Pantone Matching System ink catalogue.

The colours in the style book may differ from the colours in actual use for technological reasons, which is why they should always be checked using the Pantone ink catalogue. The differences in tones that occur when printing on coated and uncoated paper and when printing in four-color and full colour, must also be taken into account.

ESTONIAN BLUE
HEX #0000F0
RGB 0, 0, 240
CMYK 93, 78, 0, 0
PMS Coated 2728 | Uncoated 286

SECONDARY COLOUR
HEX #bae6e8
RGB 186, 230, 232
CMYK 27, 0, 6, 0
PMS 7457

WHITE
HEX #fffff
RGB 0, 0, 0
CMYK 0, 0, 0, 0

Brand Estonia colour palette

Font

ESTDEV's corporate font is the official Estonian brand font Aino Regular/Bold.

Aino Headline is used only in exceptional cases in collaboration with other projects using the Estonian brand stylistics. The minimum size of Aino Headline is 30pt.

Aino is the official Estonian brand font, the copyright of which belongs to Enterprise Estonia and can be downloaded here.

The Aino font was created in collaboration with the Estonian Design Team and Anton Koovit.

The Aino font is available for Latin and Russian letters. For Arabic letters, we use the Noto Sans Arabic instead of Aino Regular/Bold, which can be found on this page.

If it is technically not possible to use the corporate font (for example, in the body texts of emails or PowerPoint presentations), the alternative font CALIBRI is used.

Aino Regular

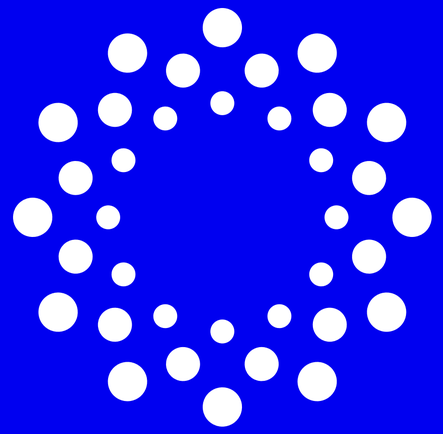
Aino Bold

Aino Headline

1234567890

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa **quae ab illo inventore veritatis et quasi architecto beatae vitae dicta.**

Sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quis



Visual language

ESTDEV

Visual language

Images used in corporate materials must have an idea, focus, emotion or power or all these elements.

Different focuses
on real life, beauty or extremeness.

People and collaboration
that inspire and give a basis to projects.

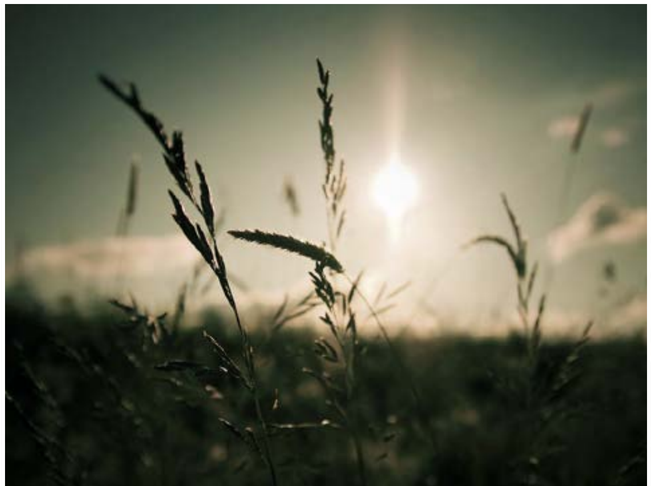
Commitment
how people contribute to their field.

A selection of stock photos can be found on ESTDEV's Flickr.

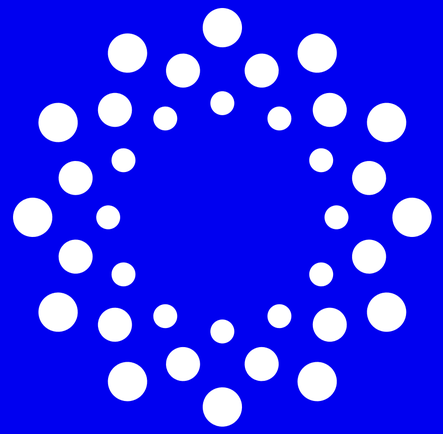
Attribution

All photos must be attributed. Photos taken within the framework of ESTDEV-funded projects must have a reference.

*Photo: Estonian Centre for International Development (ESTDEV) / *Partner organisation**



Brand Estonia
ESTDEV's Flickr



Communication materials

ESTDEV

Social media

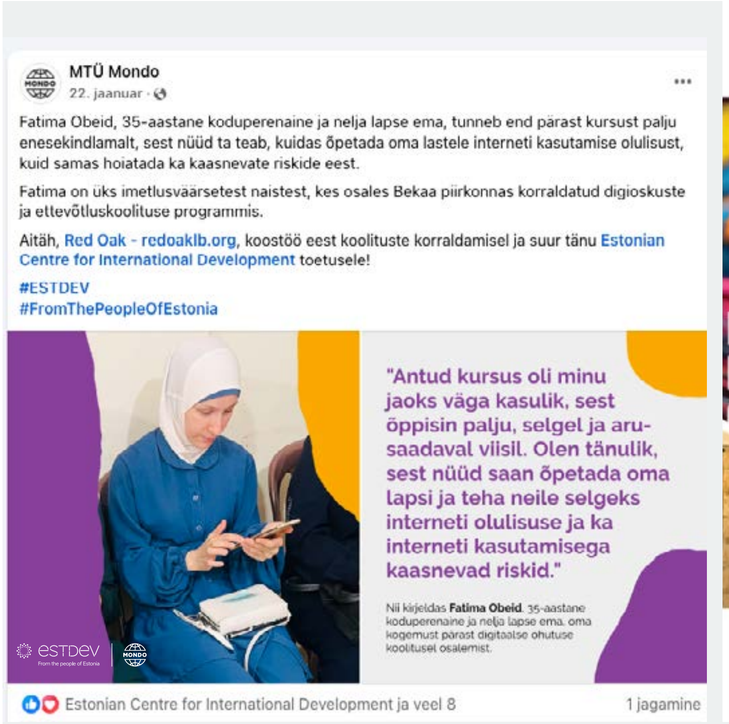
In addition to the logo, the grant recipient is required to refer to the project funder as follows:

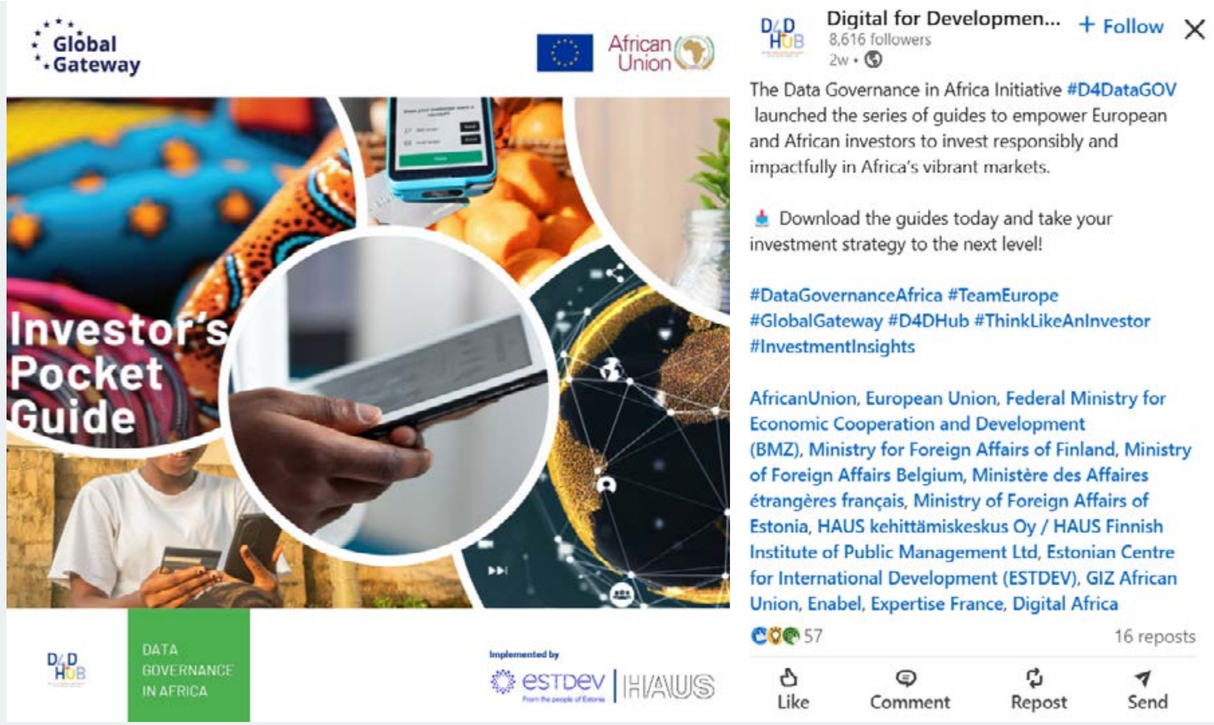
In the text: The project is supported by ESTDEV — Estonian Centre for International Development.

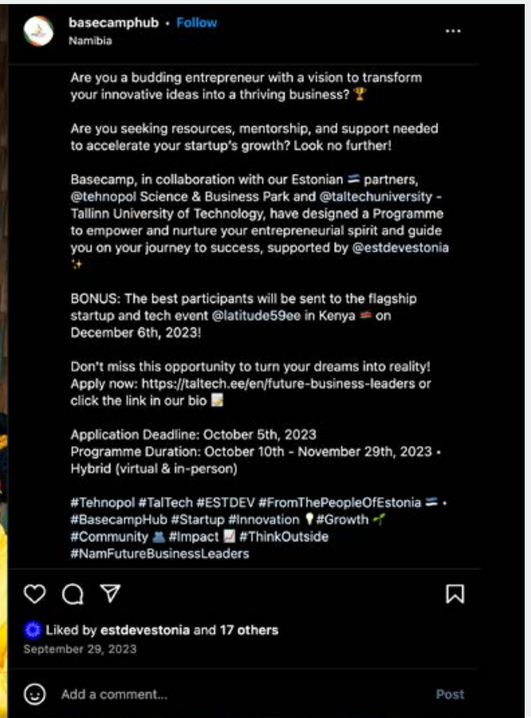
In social media: The project is supported by **#ESTDEV #FromThePeopleOfEstonia** and tag the ESTDEV user on social media (LinkedIn, Facebook, Twitter, Instagram).

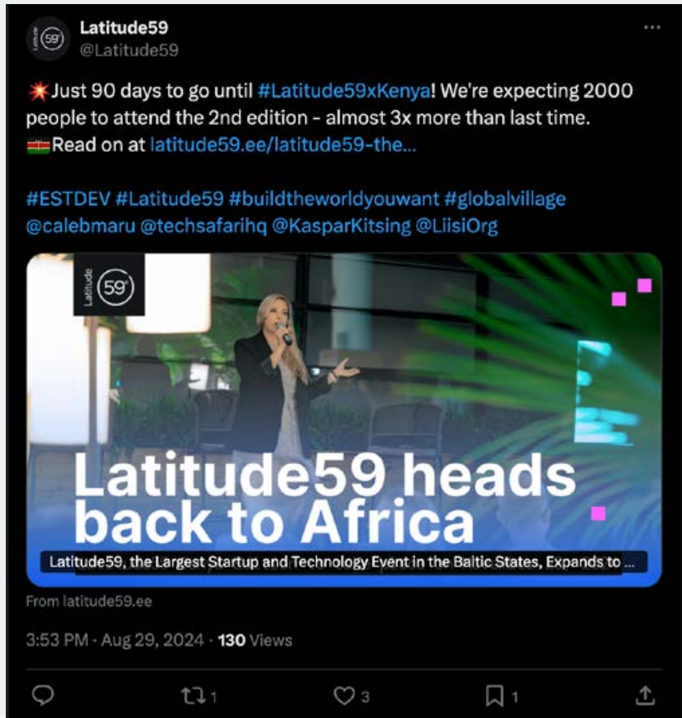
When mentioning ESTDEV, make sure that the tag becomes active i.e. clickable.

Facebook › Estonian Centre for International Development
Instagram › @estdevestonia
X › @ESTDEVestonia
LinkedIn › Estonian Centre for International Development (ESTDEV)





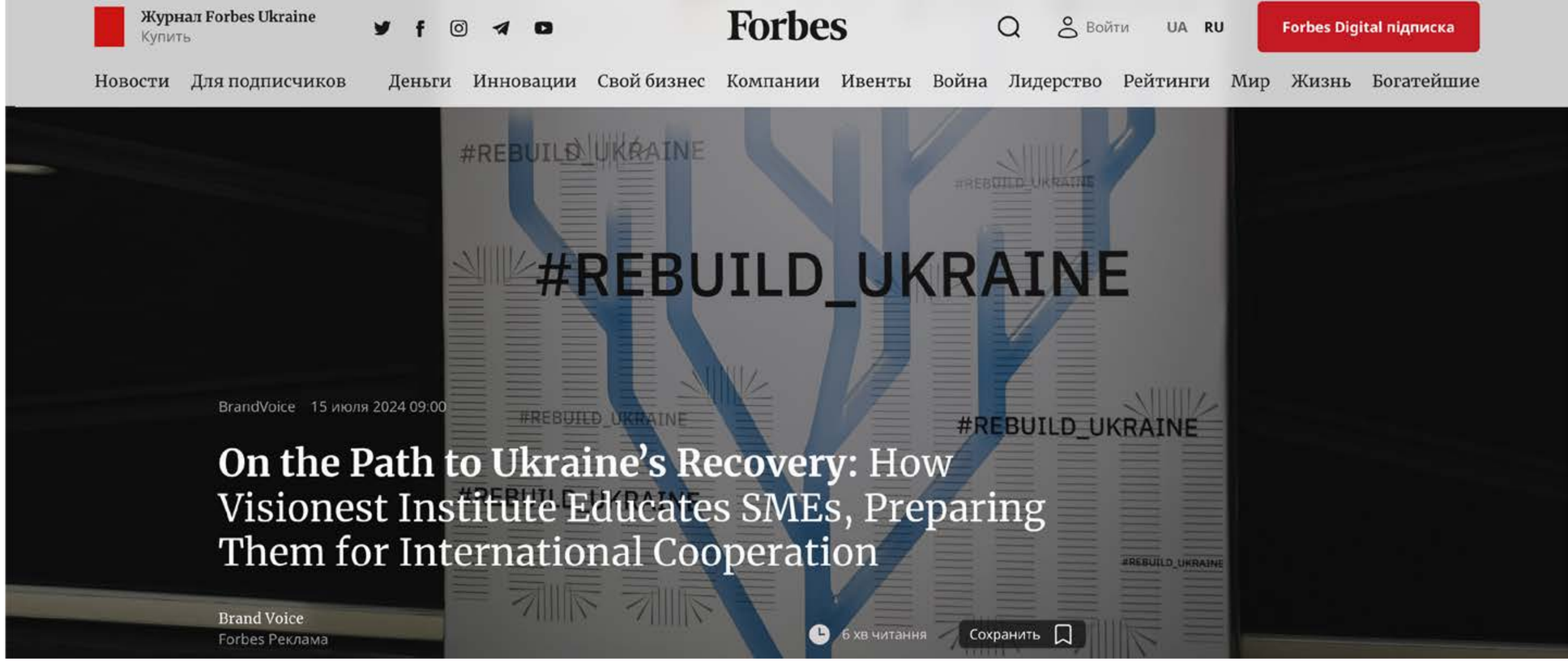




Press

Both oral appearances (e.g. speeches, interviews on television and radio) and written articles must at least include a reference to the project funder “The project is supported by ESTDEV - Estonian Centre for International Development”.

Press materials (e.g. press releases) created by partners about projects funded by ESTDEV must include a comment from ESTDEV.



Preparing for Ukraine’s Recovery: The Ukraine Rebuilding Task Force Program

In June 2023, Visionest Institute launched the Ukraine Rebuilding Task Force program, backed by the Estonian Centre for International Development (ESTDEV). This initiative aimed to teach Ukrainian SMEs how to internationalize their projects for Ukraine’s reconstruction and find and collaborate with foreign partners.

The program (INSERT: The program was implemented in cooperation with the Entrepreneurship and Export Promotion Office with financial support from the Office of the Coordinator for European and Eurasian Assistance of the U.S. Department of State and the Estonian Center for International Development) ran from October 2023 to the end of June 2024, targeting Ukrainian business owners, executives, and specialists in construction, architecture, urban planning, engineering, and consulting. These participants were ambitious to create and participate in international projects for rebuilding Ukraine.

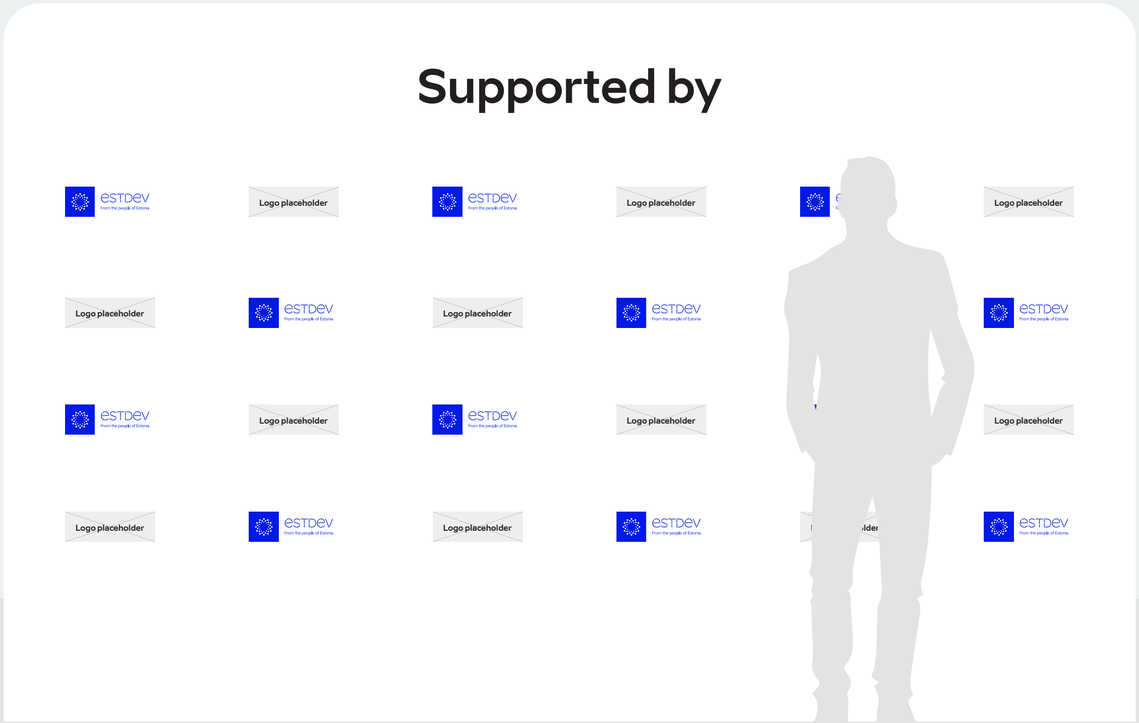
Video

If video is used in communication, an animated ESTDEV logo must be added at the end of the video.

Animated logo

Roll-ups and branding walls

All information materials produced by ESTDEV representatives, including roll-ups and event banners, must be coordinated with the main ESTDEV communications office at **kommunikatsioon@estdev.ee**.



Certificates

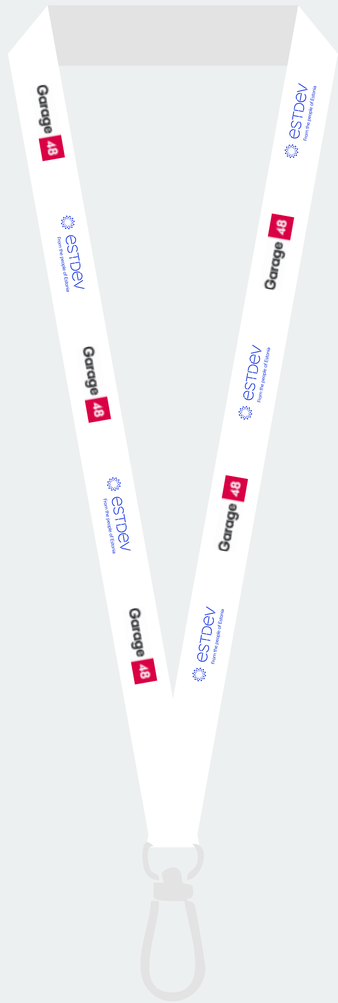
Certificates must have the ESTDEV logo but do not have to have the signature of an ESTDEV board member.

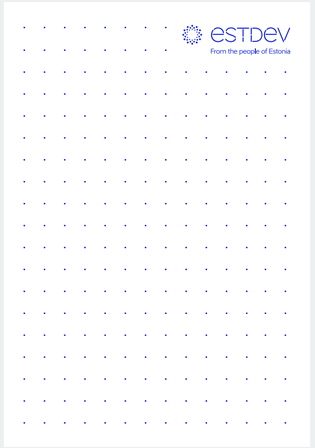
The editable certificate template is in Canva. If this template is used, a copy of the document must be made in advance.

Certificate template

Merch

Merchandise must be, above all, necessary and of high quality.





Mechandise files