

# Pro Publico Brand & Website Explainer

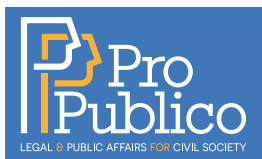
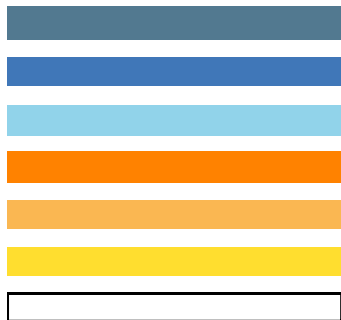
## Rationale for the Rebrand

After one year of activity, Pro Publico has proven its value as a connector between civil society and the professional expertise of law firms and consultancies. The rebrand marks a natural milestone:

- **Visibility & Recognisability** – a stronger, clearer identity that makes Pro Publico instantly recognisable among members and beneficiaries.
- **Celebrating Success** – one year of impact provides the perfect moment to refresh our look and reaffirm our mission.
- **Alignment with Values** – the new brand reflects our pillars: connection, trust, cooperation, balance, civic impact, and Europe.
- **Modern & Self-Explanatory** – a visual language that is contemporary, professional, and aligned with our vision for societal impact.



Connection  
Equilibrium  
Change



## Key Features of the New Website

The redesigned website brings clarity, interactivity, and storytelling to the forefront, making it easier for NGOs, providers, and supporters to engage with Pro Publico:








**Homepage** – a dynamic entry point into our work and mission.

**For Civil Society** – clear information on how to submit a request for support.

**For Providers** – A dedicated area for law firms and consultancies, with a forthcoming restricted membership section to access all assistance requests.

**Our Impact** – numbers, testimonials, and evidence of how pro bono support creates societal value.

**Impact Stories Hub** – in-depth case studies, color-coded by theme for easy navigation:

<b>Governance &amp; Compliance</b>		#a6a6a6
<b>Environment</b>		#00bf63
<b>EU &amp; International</b>		#023399
<b>Tech &amp; Future Generations</b>		#ff3131
<b>Human Rights</b>		#8e3600
<b>Economic &amp; Social Justice</b>		#9e980a
<b>Women's Rights</b>		#ff66c4

**Our Team** – presenting the people behind Pro Publico.

**Blog & Newsletter** – new features to keep our community updated and engaged, with simple registration to stay connected.

## Why It Matters

With civil society facing a shrinking space and severe funding cuts, professional pro bono support has become a lifeline. The new brand identity and website give Pro Publico the tools to reach more organisations, attract more providers, and amplify impact—ensuring that every good idea for the public interest can be heard, supported, and transformed into change.

