



VISUAL IDENTITY MANUAL

InventEURs - Fostering invention-based collaborative learning for social change

Ref. 580325-EPP-1-2016-1-ES-EPPKA3-IPI-SOC-IN

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INTRODUCTION

USING THIS MANUAL

This manual provides specific guidelines and standards for the new visual identity system in all forms of communication. Adherence to these guidelines is important to ensure that the project is represented in a uniform and consistent appearance.

It contains standard graphic elements of the InventEUrs project visual identity resources. Please use and adhere to these guide lines, which are fundamental yet flexible enough to allow for individual expression.

This manual takes the form of an Adobe Acrobat PDF file for being viewed on Windows PC or Macintosh platforms.

Any questions should be directed to *inventeurs.team@gmail.com*

CONTENT

1. LOGO

- 1.1 MAIN LOGO
- 1.2 MAIN LOGO WHITE/BLACK AND GRAY
- 1.3 PROPORTION AND PROTECTION AREA
- 1.4 SECONDARY LOGO
- 1.5 SECONDARY LOGO WHITE/BLACK AND GRAY
- 1.6 LOGO WITH TAGLINE

2. CORPORATE FONTS

- 2.1 PRIMARY TYPE
- 2.2 SECONDARY TYPE

3. CORPORATE COLORS

- 3.1 COLOR SPECIFICATIONS

4. IMPROPER LOGO USAGE

5. THE USE OF THE EU EMBLEM

6. VISUAL RESOURCES

1. LOGO

The InventEURs logo is the key element in the visual identity system and must appear on all official communications. It may not be modified in any way.

The Inventeurs corporate logo is made up of both a graphic symbol and the InventEURs type.

The graphic symbol consists of three elements of construction that symbolise the development of the creations of tomorrow.

Inventeurs type is a handmade type with the aim of reproducing the kids' writing, which is our main target group.

The colors that we have selected are the primary colors. We have selected the yellow as the main colour, as it transmits innovation, energy and creativity.

These two elements should appear as shown here in all corporate materials including the web site, and collateral materials.

The graphic symbol, and the InventEURs type should not appear separately.

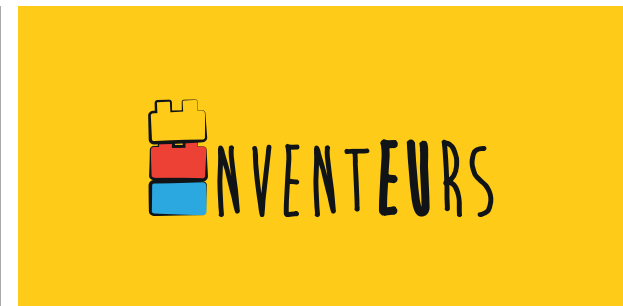
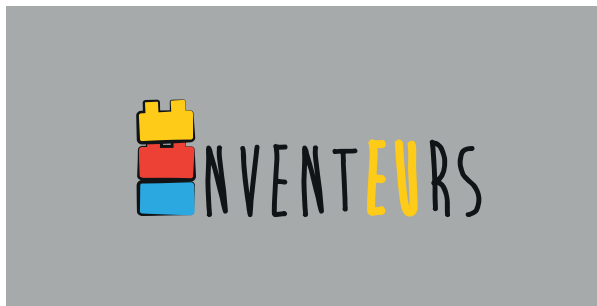
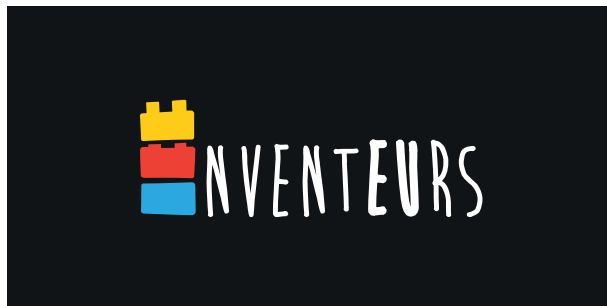
LOGO

1.1 MAIN LOGO

The main inventeurs logo is the most basic used element of the visual identity. The preferred way to use the inventeurs logo is over a white background or on yellow.

If the logo must be placed on a dark background or color options are limited then the inventeurs logo can be knocked out and used in one color.

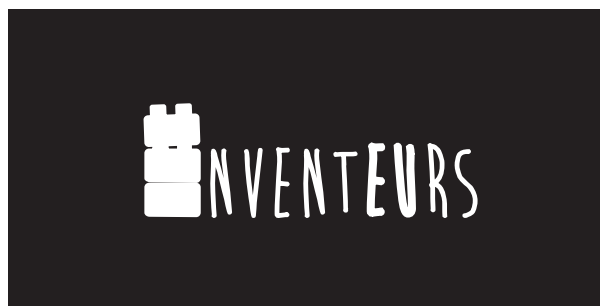
The main logo of the inventeurs, as a general rule, should appear top left on all communication material, documents and products unless there is a special reason not to substitute the standard logo.



LOGO

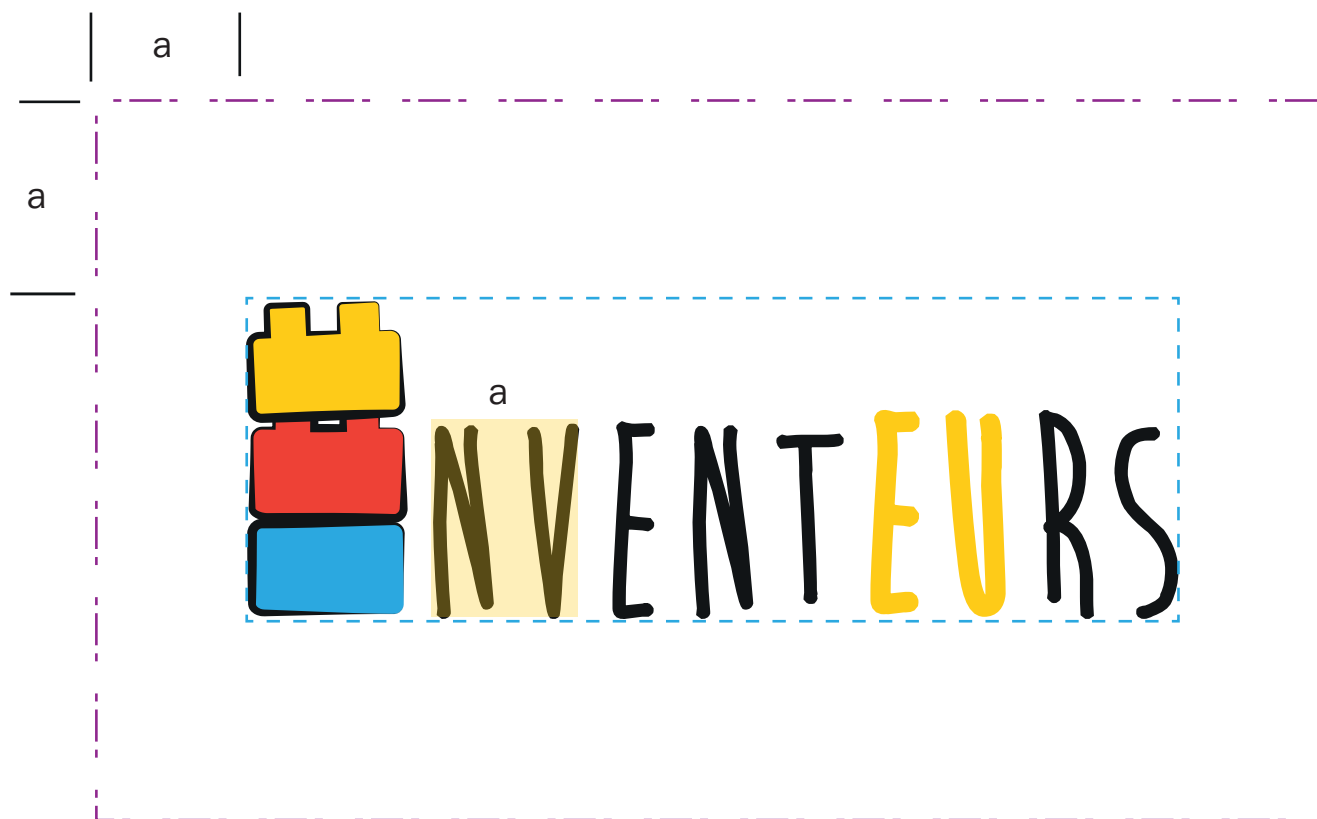
1.2 MAIN LOGO WHITE/BLACK AND GREY

The greyscale logo is to be used only in cases where the color is not an option (printing in greyscale).



LOGO

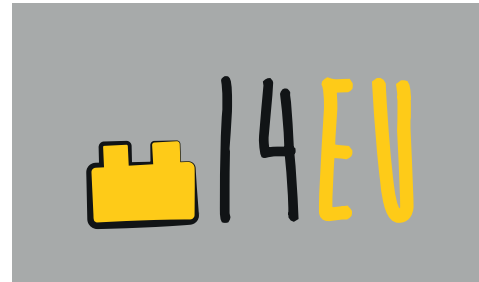
1.3 PROPORTION AND PROTECTION AREA



LOGO

1.4 SECONDARY LOGO

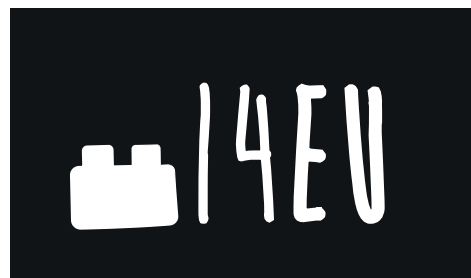
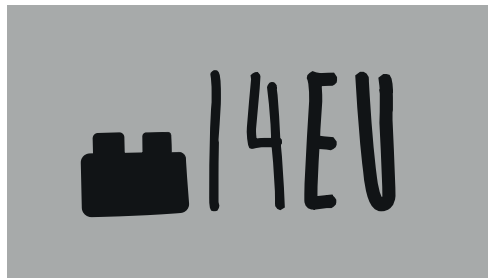
The secondary logo should be used in case the main logo can not be applied e.g. social media, lack of space.
The main logo is preferred and should be used whenever possible.



LOGO

1.5 SECONDARY LOGO WHITE/BLACK AND GRAY

The greyscale logo is to be used only in cases where the color is not an option (printing in greyscale).



LOGO

1.6 LOGO WITH TAGLINE

The text message that can appear with the logo is the full name of project “*Fostering invention-based colaborative learning for social change*”.



Fostering invention-based colaborative
learning for social change

Franklin Gothic Book



Fostering invention-based colaborative
learning for social change

2. CORPORATE FONTS

The primary type for inventeurs printed applications is Brain Flower. Franklin Gothic is the secondary type for inventEURs communications. It should be used for word processing, internal communications.

CORPORATE FONTS

2.1 PRIMARY TYPE

This type is the preferred. Used for headlines.

BRAIN FLOWER

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

CORPORATE FONTS

2.2 SECONDARY TYPE

The secondary corporate type is sans-serif.

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

3. CORPORATE COLORS

The InventEUrs logo utilizes three colors: yellow, blue and red. This full-color version is the preferred usage for all printed materials or promotional items. Pantone Matching System colors are specified here for those purposes. When 4-color offset printing is used for printed materials, the logo may be reproduced in the 4-color equivalents of the Pantone colors. RGB values are provided for onscreen usage.

CORPORATE COLORS

3.1 COLOR SPECIFICATIONS

MAIN COLORS

PANTONE 116 C
CMYK 0 20 96 0
RGB 241 203 39
HEX #f1cb27

PANTONE 298 C
CMYK 70 16 0 0
RGB 105 167 221
HEX #69a7dd

PANTONE 179 C
CMYK 0 90 85 0
RGB 108 55 47
HEX #c6372f

SECONDARY COLORS

PROCESS BLACK
CMYK 0 0 0 100
RGB 35 35 35
HEX #000000

CMYK 0 0 0 0
RGB 255 255 255
HTML #ffffff

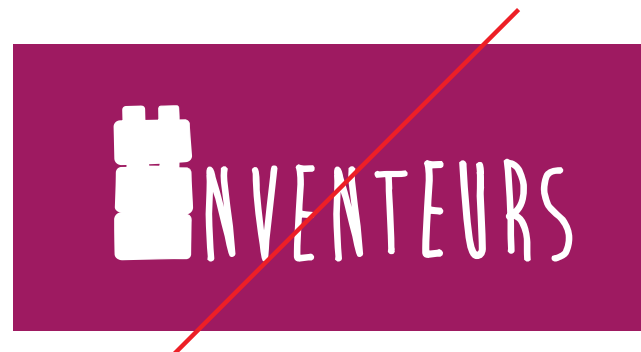
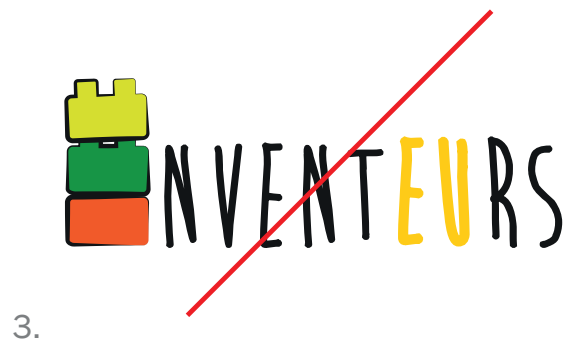
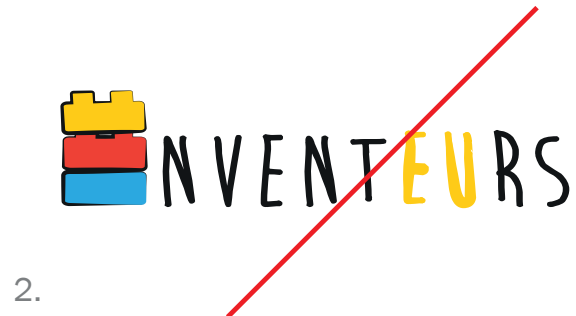
4. IMPROPER LOGO USAGE

The InventEUrs logo has been carefully designed to reflect the brand personality of inventeurs and it should always appear in its original form with sufficient clear space surrounding it.

To ensure the impact and preserve the integrity of the logo, any deviation from the established standard usage is prohibited. The following examples show improper usage of the inventeurs logo.

1. Change order of items or typography
2. Disproportions and deformations
3. Incorrect color uses

4. IMPROPER LOGO USAGE



5. THE USE OF THE EU EMBLEM

1. Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.

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The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag.

E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union".

2. Guidelines on the application of the visual identity on studies and publications produced by external organisations

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

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https://eacea.ec.europa.eu/about-eacea/visual-identity_en

5. THE USE OF THE EU EMBLEM

1. ERASMUS + LOGO



Co-funded by the
Erasmus+ Programme
of the European Union



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6. VISUAL RESOURCES

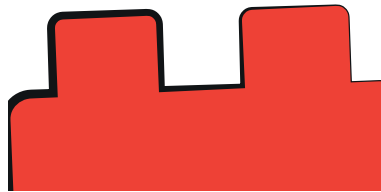
The visual system is designed to solve the different communication supports.

The following images provided will be used as visual elements. Those visual elements will help the users to identify the project and will provide a visual identity.

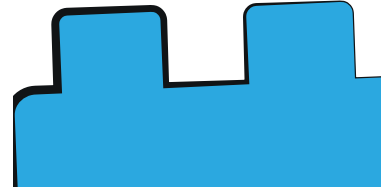
These images can be used in all the project colors presented in the previous sections.

6. VISUAL RESOURCES

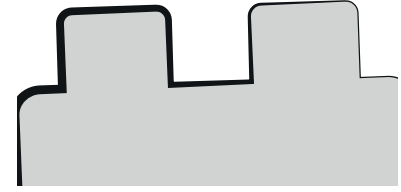
Red



Blue



Gray



Yellow





www.inventEURs.eu

