D7.3: First set up communication materials

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Abbreviation	
AB	Advisory Board
AP	Associated Partners
CA	Consortium Agreement
CM	Communication management
EC	European Commission
EU	European Union
GA	Grant Agreement
IM	Innovation Management
IP	Intellectual Property
IPR	Intellectual Property Rights
PC	Project Coordinator
PMC	Project Management Committee
PO	Project Officer
STC	Scientific and Technical Coordinator
TL	Task Leader
TMC	Technical Management Committee
WPL	Work Package Leader

ACKNOWLEDGMENT & DISCLAIMER

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ABSTRACT

This deliverable includes the templates for Word documents and powerpoint presentations, usage guide for ETHNA System's logo, colours, pictures etc as well as a roll-up design.

Table of contents

Templates

Part of this deliverable are templates for Word documents, such as reports, and Powerpoint, which can be used for presentations on ETHNA System by the partners.
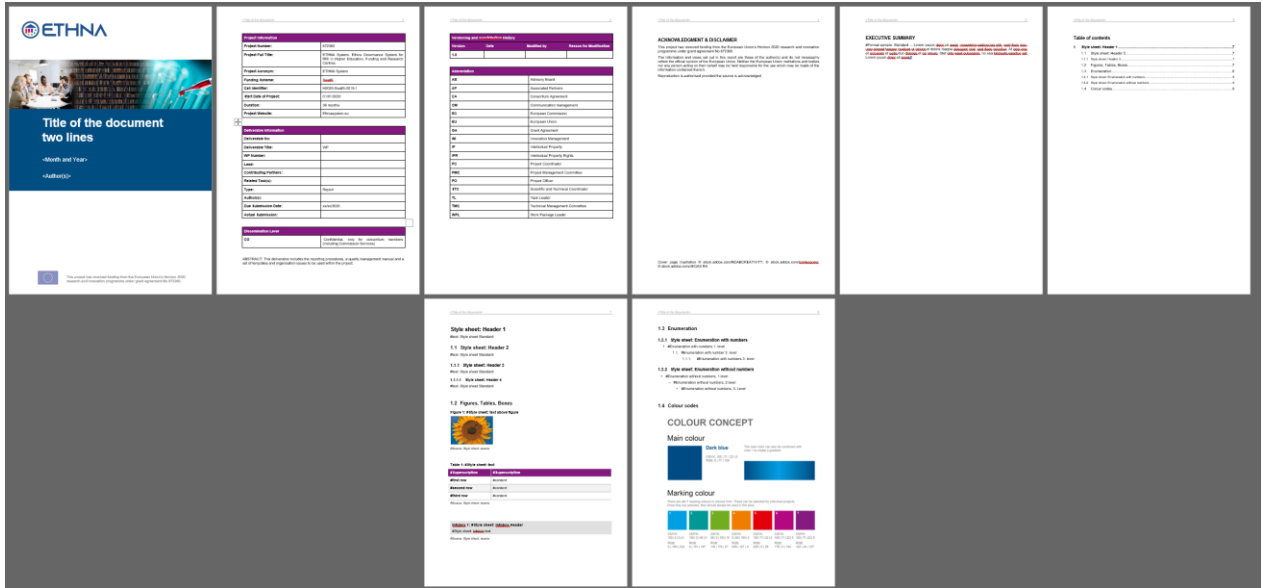
Figure 1: Word Template

Figure 2: Powerpoint Template

Style guide

For the partners to confidently use the project's logo, colours and other design elements, a style guide has been prepared outlining the optimal use of the logo in both print and web applications. It also details the colour concept with the main blue colour of ETHNA System as well as the additional marking colours that can be used.

Part of the styleguide is the fonts to be used and how to deal with images. Last but now least, it includes the EU guideline on how to include the European emblem that is mandatory for all EU programmes. Please see annex for the style guide.

The logo and its templates

↑ Logo template always including protection zone ↑

Print applications

The logo is available for printing in 4c PDF format. Furthermore, there is a black and white version, which is only used if colour printing is not possible.

Name for 4c: ETHNA_Logo_4c_PRINT.pdf

Name for sw: ETHNA_Logo_sw_PRINT.pdf

WEB and Office applications

The logo is available for WEB and Office in RGB format. Here you can download PDF, JPG and PNG as format. All these formats are also available in black and white format, which is only used if 4c is not possible.

Name for RGB: ETHNA_Logo_RGB_WEB.pdf
                ETHNA_Logo_RGB_WEB.png
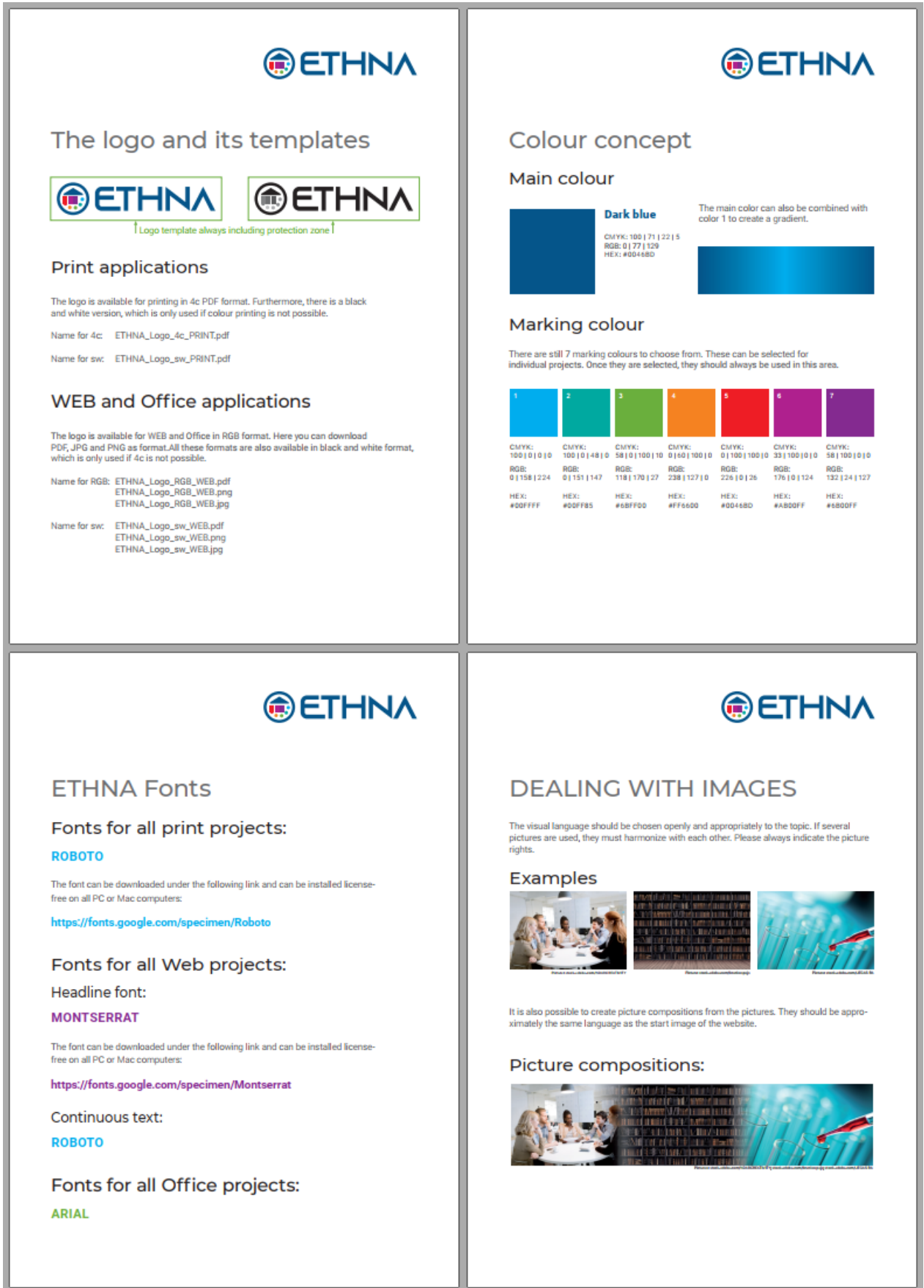   ETHNA_Logo_RGB_WEB.jpg

Name for sw: ETHNA_Logo_sw_WEB.pdf
                ETHNA_Logo_sw_WEB.png
                ETHNA_Logo_sw_WEB.jpg

Colour concept

Main colour

Dark blue
CMYK: 100 | 71 | 22 | 5
RGB: 0 | 77 | 129
HEX: #00468D

The main color can also be combined with color 1 to create a gradient.

Marking colour

There are still 7 marking colours to choose from. These can be selected for individual projects. Once they are selected, they should always be used in this area.

1	2	3	4	5	6	7
CMYK: 100	0	0	0	CMYK: 100	0	48	0	CMYK: 58	0	100	10	CMYK: 0	60	100	0	CMYK: 0	100	100	0	CMYK: 33	100	0	0	CMYK: 58	100	0	0
RGB: 0	158	224	RGB: 0	151	147	RGB: 118	170	27	RGB: 238	127	0	RGB: 226	0	26	RGB: 176	0	124	RGB: 132	24	127
HEX: #009FFF	HEX: #00FF85	HEX: #6BFF00	HEX: #FF6600	HEX: #00468D	HEX: #AB00FF	HEX: #6B00FF

ETHNA Fonts

Fonts for all print projects:

ROBOTO

The font can be downloaded under the following link and can be installed license-free on all PC or Mac computers:

https://fonts.google.com/specimen/Roboto

Fonts for all Web projects:

Headline font:

MONTSERRAT

The font can be downloaded under the following link and can be installed license-free on all PC or Mac computers:

https://fonts.google.com/specimen/Montserrat

Continuous text:

ROBOTO

Fonts for all Office projects:

ARIAL

DEALING WITH IMAGES

The visual language should be chosen openly and appropriately to the topic. If several pictures are used, they must harmonize with each other. Please always indicate the picture rights.

Examples

It is also possible to create picture compositions from the pictures. They should be approximately the same language as the start image of the website.

Picture compositions:

Figure 3: Style Guide (abbreviated)

Roll-up

A roll-up has been designed that can be used at future events to bring across the basic information on ETHNA System. The roll-up can be translated into any language required for the partners. Due to the current Covid-19 situation, the roll-up will not be printed at this point.

Figure 4: Roll-ups