



**Grant Agreement No 297384**

## ***Partage Plus***

### **Partage Plus identity (logo and guidelines)**

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## **1 Introduction**

This deliverable (D4.3) is 'public' (PU). It is not necessary to recapitulate all the arguments for having identity guidelines. Suffice it to say: Modern marketing demands corporate identity and corporate identity demands identity guidelines.

Ensuring that these guidelines are used will enable Partage Plus to create a more consistent identity and a stronger impression within any of the material the project produces.

The following document describes the logo and its uses which have been agreed upon by the consortium. It defines fonts, styles, sizes and logo placements which should be used when Partage Plus dissemination material is produced.

## 2 Identity guidelines

### 2.1 Logo

The Partage Plus logo was designed with a piece of Art Nouveau jewellery as a starting point, using the fluid lines of an Art Nouveau inspired font for the project name.

The logo has been designed so it can be reproduced effectively in greyscale as well as colour.

Also scalability was taken into account. Therefore it is reproducible down to a minimum of 50 pixels width and maximum of 2000 pixels width.

The image below is the final design for the logo:



Both print and screen versions of the logo are available in the members' area of the Partage Plus website, both in colour and greyscale versions (downloadable materials).

### 2.2 Font and style

Most of the communication of the project will take place over the Internet. Therefore it was decided to use fonts which are available in nearly all browsers and on all computers. These chosen fonts are displayed below:

Verdana – abcdefghijk 0123456789

Arial abcdefghijk 0123456789

It is recommended that either Verdana or Arial is used throughout the whole document, website or anything else that is produced in the name of Partage Plus.

Anything produced for the project must be easily readable and therefore line-height should be double the height of the letters. The style definition for the website (and accordingly for all other media) reads as follows:

The background should be white, no general prescriptions for margins:

**body {margin:0px;padding:0px;background-color:#ffffff;}**

The font(s) to be used are either Verdana or Arial, the font size should be point 9 and the line height should be 18 pixels (only for web-use). In texts created for printing, bigger letters should be used (recommendation is point 11 with a line-spacing of 14 points):

**p {font-family:Verdana,Arial,Helvetica;font-size:9pt;line-height:18px;}**

Headlines should be in bold letters:

**p.headline {font-weight:bold;}**

Hyperlinks should be without predefined decoration, and as a general rule, follow the guidelines given for regular text (see above):

**a {text-decoration:none;font-family:Verdana,Arial,Helvetica;font-size:9pt;line-height:18px;}**

The font used in the logo or fonts similar to it (the Edda font family) should not be used for any text, only in the context of the logo.

## 2.3 Acknowledgement of EC-funding

Any event/publication/presentation that is in connection with the project must state the following statement:

**The project has received funding from the Commission's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme**

This statement is to be displayed alongside the following three logos and must be used on any material produced within the project, including web pages, in addition to the project logo (four in total):

- The European Flag;
- Competitiveness and Innovation Framework Programme;
- ICT Policy Support Programme:

An example of a footer a page, with the European Commission logos arranged side-by-side:



## 2.4 Letters

Letters written on behalf of the project should use the Partage Plus logo as a header in the centre or at the left hand side and a dividing line below. The same font as defined in 2.2 should be used (Verdana, Arial). If someone writes on official paper their institution with the institution's logo on it, they should also place the Partage Plus logo in the letter.

## 2.5 Newsletter design

The format of the newsletter will comply with the guidelines given in section 2.2 above. Each page should have a page header with the Partage Plus logo in the centre. The numbering will be a consecutive number followed by the year (e.g. 1/2012).

Below the headline there is, centred again, the URL of the project's website followed by editorial notes from the leader of work package 1.

Below the introduction section of each newsletter, various topics in related to the project, and its activities will be discussed. To ensure the newsletter has optimum readability these articles will be separated into two columns. Each article is required to have at least one image (graphic or photograph) as illustration to the feature.

## 2.6 Template for presentations

As a template for PowerPoint presentations it was decided to adopt a simple design. Therefore there are only two lines, a bigger one in purple at the top with the Partage Plus logo (left side) and the ICT-PSP logo (right side) above. There is a thin line near the bottom with the date, author and the title of the event where the presentation is given, below.

The recommendations:

- The background colour should be white.
- The preferred font is Arial, but it is also possible to use Verdana. In any case only one font should be used for the whole presentation.
- For reasons of readability the line height should be 1.15 lines.
- If necessary the presenter can put the logo of their institution centred at the top of the presentation.
- The Partage Plus logo should be place at the top left hand side of slide.
- The European flag should be placed on the bottom left side, the ICT-PSP logo should be placed on the bottom right hand side.
- The title of the event where the presentation is given can be centred at the bottom.
- The name of contributor can be placed at the bottom left hand side.
- The day of presentation should be placed at the bottom right hand side.

#### *D4.3 – Partage Plus identity (logo and guidelines)*

The PowerPoint template is available in the members' area of the website, see below for example:

