Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalities in Europe

D9.1 Corporate Identity

Version 1.1
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*Corporate Identity's author is not author of the logo

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Dissemination level:
• PU = Public
• CO = Confidential, only for members of the consortium (including the Commission Services)

CHANGE CONTROL

VERSION	DATE	AUTHOR	ORGANISATION	DESCRIPTION / COMMENTS
1.0	22-03-2017	Tomasz Ryger	IGSO PAS	First Draft Version
1.1	28-03-2017	Tomasz Ryger	IGSO PAS	Document formatted as the final version of D9.2 for submission.

ACRONYMS AND ABBREVIATIONS

AES	Academia di Studii Economice din Bucuresti
AU	Aberystwyth University
AUEB	Athens University of Economics and Business
CG	Coordinating Group
CM	Communication Manager
DPEM	Dissemination and Public Engagement Manager
EU	European Union
EUGEO	Association of Geographical Societies in Europe
ESRC	Economic and Social Research Council
HU	Helsingin Yliopisto
HUA	Harokopio University
IfL	Leibniz-Institut für Länderkunde
INRA	Institut national de la recherché agronomique
IGSO PAS	Institute of Geography and Spatial Organization, Polish Academy of Sciences
NUIG	National University of Ireland Galway
RUG	Rijksuniversiteit Groningen
TNS	TNS Opinion
Ud'A	Università degli Studi 'G d'Annunzio' Chieti-Pescara
UNIBE	Universität Bern
UNIOVI	Universidad de Oviedo
UNISI	Università degli Studi di Siena
US	University of Stirling
WP	Work Package

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1. INTRODUCTION

Corporate Identity comprises Deliverable D 9.1 within the IMAJINE project. The Corporate Identity is aimed at branding of the project. The design of the corporate design (logo, tag lines, colours, font and graphics), corporate identity rules and layouts for communication deliverables and all project materials are core of this document. It is assumed to be a living document and can be updated as required throughout the project. Please verify that you have the latest version available.

These guidelines should be used for all communications at network, EU, programme and international levels. Communications on local level may be slightly different from these guidelines, with the exception of the EU, and IMAJINE logos.

All communication at network, EU, international and programme levels should be in British English. However, communication at local and national level besides English can be local language as well.

Documents should be delivered in an adaptable format to facilitate further translation in other languages according to specific needs.

For all communication and project deliverables an internal and external audience will be kept in mind. All the materials and graphic information will be presented in an attractive and comprehensible form.

Electronic printable formats (PDF) will be preferred to paper communication to reduce the environmental impact and facilitate dissemination and printing in accordance with the recipient's needs. The aim is to avoid printed materials as much as possible. Nevertheless, some communication outputs will be in print to emphasize the importance of the research findings. This can represent an important communication tools to continue the debate of IMAJINE themes at the European level.

2. LOGO

The logo is available only in black and white version. The IMAJINE logo must always appear together with the EU logo. IMAJINE and EC logos need to appear on ALL materials/outputs/publications produced within the project. Logos should be included 'wherever possible'. Sometimes this is not possible such as in certain publications where there is no space for logo. In those cases the acknowledgement text should always be included. The logo is available both with and without the tagline.
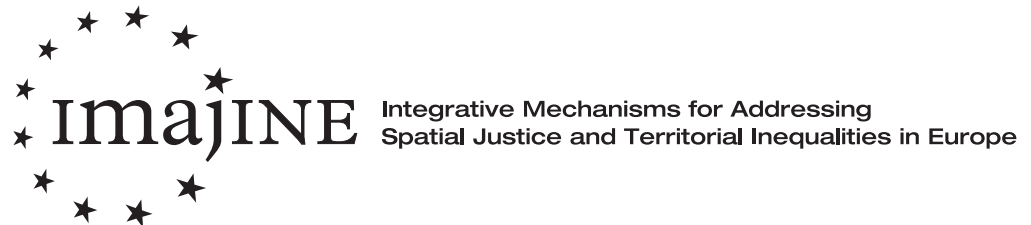
COMPOSITION | IMAJINE logo can be used in two variants of composition:
1) basic – only the graphic symbol

2) extended – the graphic symbol with the tagline

Proportions and position of logo's elements cannot be modified under any circumstance.

COLOURS | IMAJINE logo can be used in two colour versions:
1) black – on bright background

colour definitions:
R: 0 | G: 0 | B: 0
C :0 | M: 0 | Y: 0 | K: 100
000000

2) white – on dark or intensive background
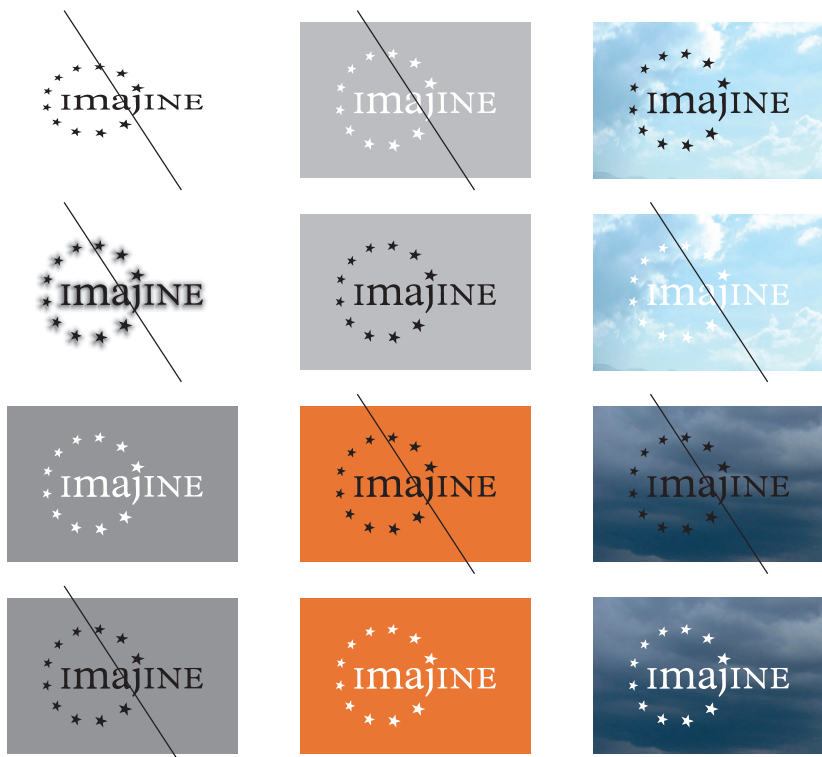

colour definitions:
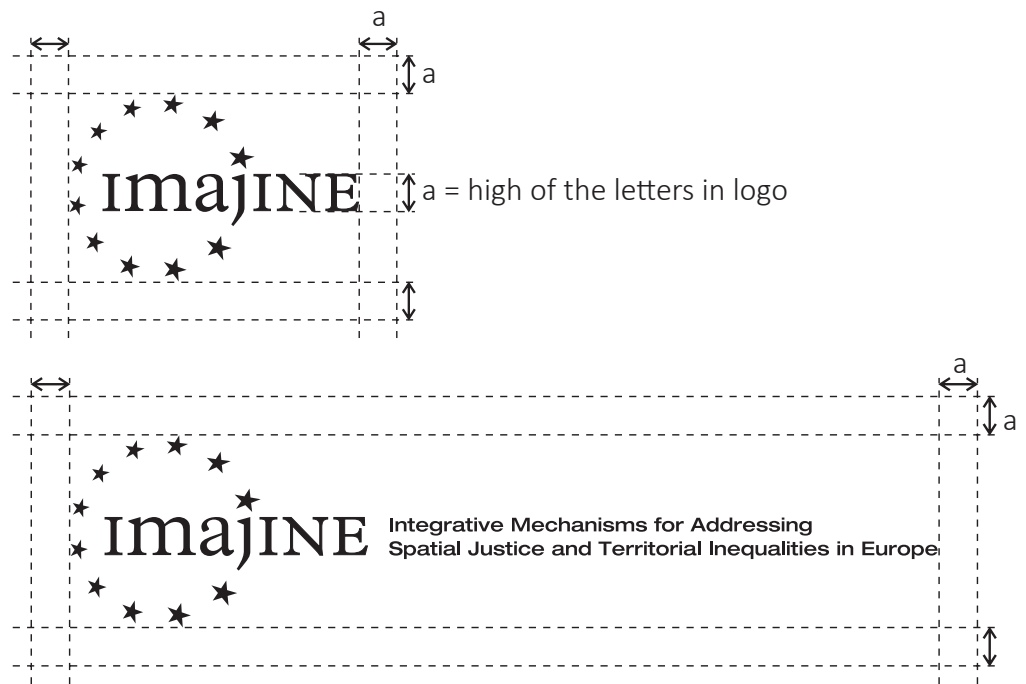R: 255 | G: 255 | B: 255
C: 0 | M: 0 | Y: 0 | K: 0
FFFFFF

In doubtful cases, version of higher visibility is to be used.

EXAMPLES OF USE |

SPACING | 'Protective area' should be left around the logo, in which no text or graphic elements can be placed. Size of protective area is shown in the image below:

a = high of the letters in logo

There are cases when IMAJINE logo will be presented together with other characters (for example the logo of the European Union). In most of these cases it is recommended to align the height of the logos. Minimal distance between both logos is defined by aggregating their protective areas.
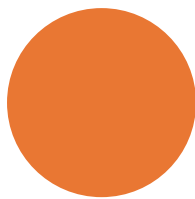
CO-BRANDING |

3. COLOURS

IMAJINE uses specific colours to express its identity in official documents, pre-
sentations, webpages, etc. These should be used in the first place to accent
colour in texts and graphic elements.

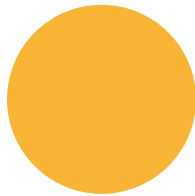*Brick Orange* as main colour besides black and white.

Brick Orange's definitions:
R: 232 | G: 119 | B: 52
C: 5 | M: 65 | Y: 90 | K: 0
E87734

If necessary to use more colours, subsequently can be used *Amber Yellow*.
and *Grey 50%*. *Grey 50%* should be used mainly for secondary text (for exam-
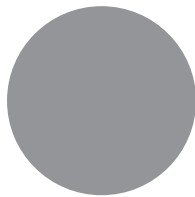ple headnote, footnote).

Amber Yellow's definitions:
R: 246 | G: 179 | B: 53
C: 2 | M: 32 | Y: 90 | K: 0
F6B335

Grey's 50% definitions:
R: 153 | G: 153 | B: 153
C: 0 | M: 0 | Y: 0 | K: 50
999999

4. TYPOGRAPHY & SPELLING

TYPEFACE | IMAJINE uses Calibri typeface to identity in official documents, presentations, webpages, etc.

Calibri is a humanist sans-serif typeface family designed by Lucas de Groot in 2004.
The font features subtly rounded stems and corners that are visible at larger sizes. Its italic includes calligraphic influences, which are common in modern typefaces.
The typeface includes characters from Latin, Latin extended, Greek and Cyrillic scripts. Developed using sophisticated OpenType formatting, Calibri features a range of ligatures as well as lining and text figures, and extra features.

CALIBRI STYLES |
Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

TAGLINE | Under no circumstance may the spelling of the tagline be changed: no adding or changing words, punctuation and case-sensitivity. Always write: 'IMAJINE – Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalites in Europe'. It is permissible to use the phrase 'Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalites in Europe' separately, in cases where next to this phrase IMAJINE logo or acronym is exposed.

COLOURS | The tagline can be used in different colours depending on the background, as for the logo.
1) Colour (Brick Orange) – on white background only

<div align="center" style="color:orange">IMAJINE – Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalites in Europe</div>

2) Black – on bright (also white) background

<div align="center">IMAJINE – Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalites in Europe</div>

<div align="center">IMAJINE – Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalites in Europe</div>

3) White – on dark or intensive background

<div align="center">IMAJINE – Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalites in Europe</div>

<div align="center">IMAJINE – Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalites in Europe</div>
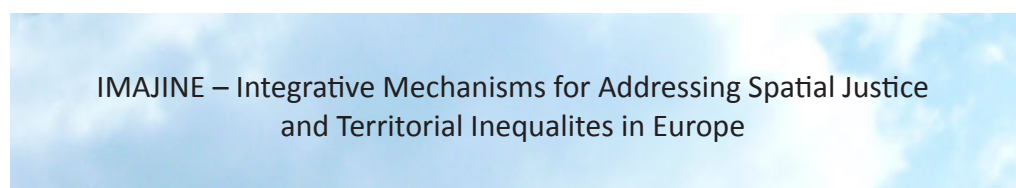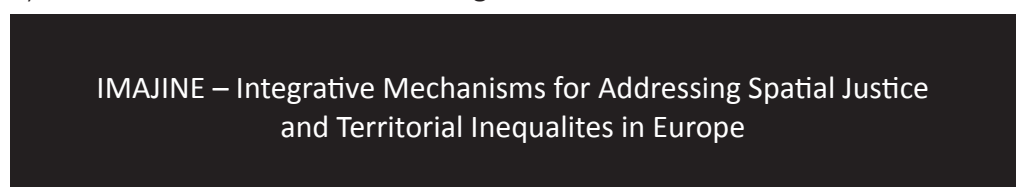
5. TEMPLATES

These templates have the aim to create a consistent and recognizable identity both within the consortium and to a wider audience.

BACKGROUND AND COMPOSITION

In documents background should always be white. In presentations and folders it is permissible some image in background placed, but only in selection pages (not as constant theme). It should be used only black and white for all inscriptions and graphic signs, when in background some image is placed. It is not permissible to placed in background colour fill, gradients and decorative patterns.

Document's format is A4 (portrait).

Main text column have to be in contact with the right marge and may or may not be offset from the left marge.

TYPOGRAPHY

Plain text in documents should be written by light style font, black colour, size 8-12 pt.

Titles can be highlighted in several ways:
1) increase font size
2) bold fonts
3) majuscules
4) colours
These can be combined, for example 1) with 2) or 1) with 3).

Accents in text can be highlighted by colours or bold/italic font (mainly in documents that will be printed in black and white), without changes of font size.

Secondary texts (mainly headnote, page number) can have gray colour.

5. 1. Reports

TITLE
PAGE | On the top should be emphasized logo and tagline.
On the footnote should be placed: 1) IMAJINE logo, 2) EU logo (acceptable in black and white) and (optionally) 3) Partner logo; in the order from left: (3), 1, 2.

imajINE

Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalities in Europe

D20.1 Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod, diam et varius eleifend, leo sem viverra metus, sit amet commodo mauris arcu et tortor. Aliquam sit amet diam non ex sodales malesuada ut et elit. Ut metus erat, dignissim vel nunc quis, elementum mollis velit. Nullam dapibus ex dolor, at efficitur justo aliquam in. Nam non quam in nibh sagittis blandit. Vestibulum vitae aliquam nulla, sit amet vulputate mi. Aliquam euismod, nisl eu tempus cursus, lorem purus tincidunt nisl, sed feugiat dolor enim pharetra elit. Maecenas aliquet sagittis turpis eget consequat. Duis consequat laoreet tincidunt. Vestibulum velit elit, fermentum a nisl sit amet, placerat convallis ex. Morbi ornare ullamcorper eleifend. Suspendisse sed mi rutrum, vulputate nunc et, aliquam turpis. Nulla pulvinar facilisis ligula, sed cursus massa vulputate ac. Cras commodo imperdiet arcu, id interdum dui euismod nec. Morbi placerat eget metus sit amet tempor. Nunc eu tincidunt velit.

Sed a feugiat arcu. Nunc a turpis vulputate, aliquet eros quis, rhoncus dui. Pellentesque sagittis, mauris eu semper accumsan, lorem odio fringilla elit, non rhoncus ipsum mi vel tortor. Fusce scelerisque massa a tortor interdum eleifend. In eleifend non velit ac pulvinar. Ut nec bibendum dui. Sed mollis ipsum eget vestibulum aliquam. Phasellus at ipsum lectus. Etiam pretium lectus quis dolor maximus malesuada. Vestibulum laoreet venenatis ligula vitae aliquet. Curabitur lorem sapien, commodo nec eleifend in, faucibus at turpis. Cras elit ante, luctus ac libero ut, faucibus mollis est. Nam dapibus dui lectus, ut interdum nulla tincidunt a. Integer porttitor quis eros vitae sagittis. Sed metus quam, sollicitudin vitae augue ut, finibus vulputate turpis. Pellentesque ac sem sodales, fermentum tellus sed, cursus sem.

PAN IGiPZ   imajINE Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalities in Europe

Title Page

OTHER
PAGES

On the headnote should be placed: "726950 IMAJINE", document's version, date of document's creation, document's number and title (font: light, 10 pt, gray 50%)

On the bottom should be placed page number (font: light, 12 pt, gray 50%)

726950 IMAJINE   Version 1.0   22/03/2017   D9.1 Corporate Identity

1. LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod, diam et varius eleifend, leo sem viverra metus, sit amet commodo mauris arcu et tortor. Aliquam sit amet diam non ex sodales malesuada ut et elit. Ut metus erat, dignissim vel nunc quis, elementum mollis velit. Nullam dapibus ex dolor, at efficitur justo aliquam in. Nam non quam in nibh sagittis blandit. Vestibulum vitae aliquam nulla, sit amet vulputate mi. Aliquam euismod, nisl eu tempus cursus, lorem purus tincidunt nisl, sed feugiat dolor enim pharetra elit. Maecenas aliquet sagittis turpis eget consequat. Duis consequat laoreet tincidunt. Vestibulum velit elit, fermentum a nisl sit amet, placerat convallis ex. Morbi ornare ullamcorper eleifend. Suspendisse sed mi rutrum, vulputate nunc et, aliquam turpis. Nulla pulvinar facilisis ligula, sed cursus massa vulputate ac. Cras commodo imperdiet arcu, id interdum dui euismod nec. Morbi placerat eget metus sit amet tempor. Nunc eu tincidunt velit.

Sed a feugiat arcu. Nunc a turpis vulputate, aliquet eros quis, rhoncus dui. Pellentesque sagittis, mauris eu semper accumsan, lorem odio fringilla elit, non rhoncus ipsum mi vel tortor. Fusce scelerisque massa a tortor interdum eleifend. In eleifend non velit ac pulvinar. Ut nec bibendum dui. Sed mollis ipsum eget vestibulum aliquam. Phasellus at ipsum lectus. Etiam pretium lectus quis dolor maximus malesuada. Vestibulum laoreet venenatis ligula vitae aliquet. Curabitur lorem sapien, commodo nec eleifend in, faucibus at turpis. Cras elit ante, luctus ac libero ut, faucibus mollis est. Nam dapibus dui lectus, ut interdum nulla tincidunt a. Integer porttitor quis eros vitae sagittis. Sed metus quam, sollicitudin vitae augue ut, finibus vulputate turpis. Pellentesque ac sem sodales, fermentum tellus sed, cursus sem.

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14

12 mm

12 mm

minimal top marge = 20 mm

right marge = 20 mm   left marge = 20 mm
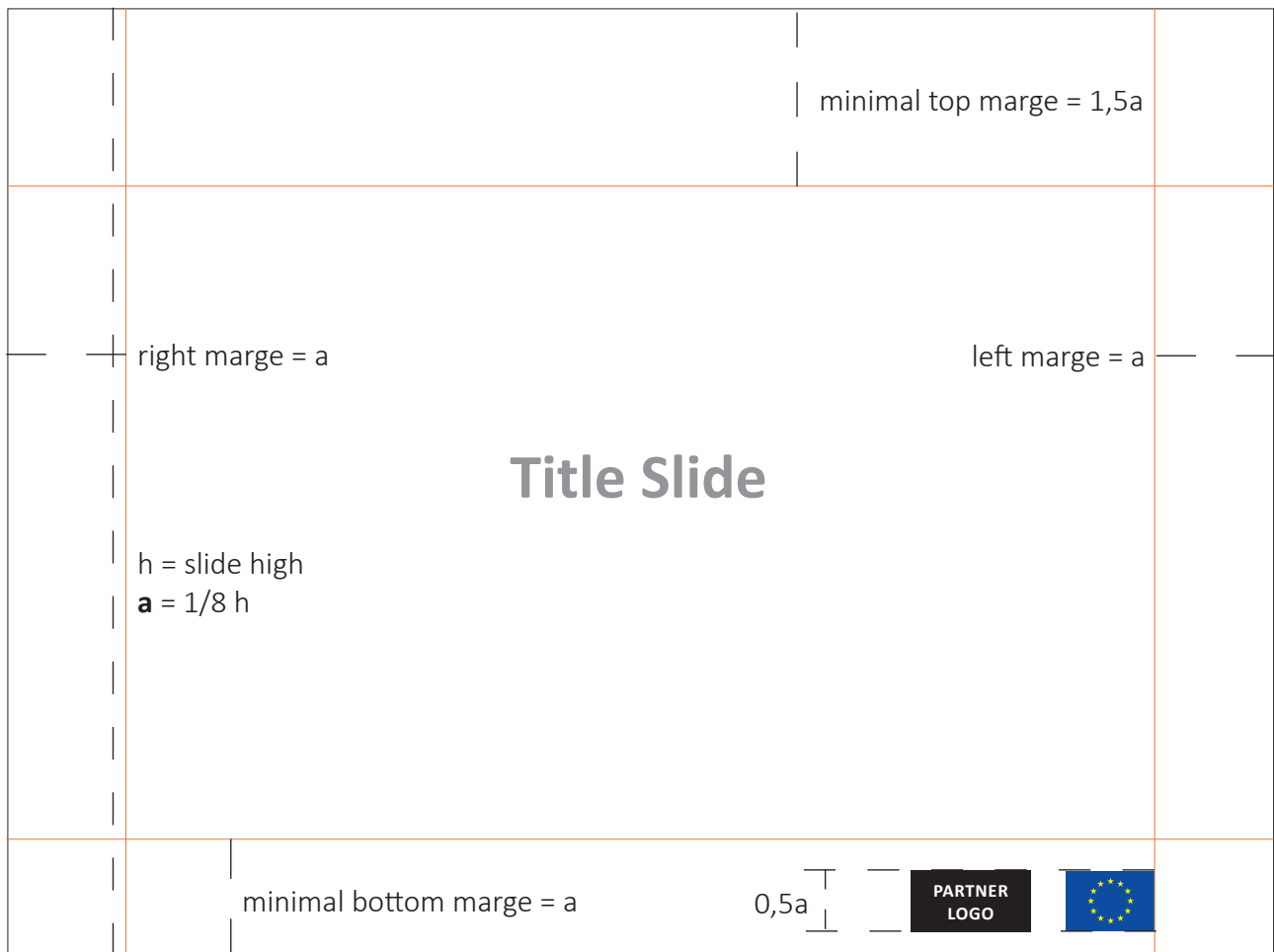
Other Page

minimal bottom marge = 25 mm

12 mm

5. 2. Power Point / Keynote presentations

TITLE
SLIDE

On the top should be emphasized logo and tagline.
On the footnote should be placed: EU logo (right) and (optionally) Partner logo (left).

minimal top marge = 1,5a

right marge = a

left marge = a

Title Slide

h = slide high
a = 1/8 h

minimal bottom marge = a

0,5a

PARTNER LOGO

OTHER
SLIDES

On the headnote should be placed IMAJINE logo and horizontal line. Line's colour is *brick orange* (exeption of cases, in which in background some image is placed). It is permissible in the headline (on right side) the presentation title placed.

On the footnote should be placed: EU logo (right) and (optionally) Partner logo (left) – in black and white. It is permissible in the footnote (in left side) the secondary title (for example the title of section) placed.

imajINE Integrative Mechanisms for Addressing
Spatial Justice and Territorial Inequalities in Europe

a   1,5a

minimal top marge = 2a

0,5a

right marge = a   left marge = a

Other Slide

h = slide high
a = 1/8 h

minimal bottom marge = a   0,5a   PARTNER
                                             LOGO