T4H Visual Identity Guide

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Annexes	Not applicable. Hyperlinks to the project shared repository are provided where relevant and are consortium-only documents.

Revision history

V1 (2020-09-28) has been produced based on content initially subsumed in the T4H Handbook. Subsequent versions will be detailed below.

Version	Date	Modified by	Comments

The logotype and images in section 4 of this document have been produced by Gabinete de Audiovisuais e Multimédia (GAM), Nursing School of Lisbon (ESEL). In this same section, rules concerning the logo application were developed based on the Portuguese version of the "Train4Health graphics standards manual", also authored by GAM.

Table of contents

1. Introduction

This document details operational aspects of the project's visual identity, such as application of the Train4Health logo, general rules on color usage, fonts and layout, policy on the use of images and acknowledgement of the Erasmus+ support. Its main objectives, together with the "Communication and dissemination plan", are to:

- Strengthen the visual impact of the project;
- Promote brand consistency;
- Harmonise style and formatting in project materials;
- Support the workflows of consortium partners and team members.

The Visual Identity Guide (VIG) will serve as a quality standard. All communication and dissemination materials should be developed according to the guidelines settled in the VIG. **In each consortium partner, team members producing external and internal documents, photographs, videos and/or any communication and dissemination materials are primarily accountable for the compliance with the rules set in the VIG.** Those approving internal and external communication and dissemination materials (e.g. work-package leaders, activity leaders) are required to check compliance with these rules.

Issues not covered by the VIG, arising from specific situations, require approval from the Project Coordinator.

2. Project title, acronym and abbreviation

The complete **project title** must be written as 'Improving healthcare students' competences for behaviour change to effectively support self-care in chronic diseases'. It is acceptable to change the title where needed (e.g. conference presentations with limited character count), but not in circumstances where the project is formally presented.

The **project acronym** must be written with the first letters in each word capitalised and the remainder in lower case, without spaces between characters.

Correct	Incorrect
Train4Health	TRAIN4Health
	Train4health

The **project abbreviation** must be written as T4H (all letters capitalised, no spaces between characters).

3. Erasmus+'s requirements

EU funding must always be acknowledged in any activity, publication or dissemination action related to the T4H project, as detailed in the following sections.

3.1. EU emblem + acknowledgement sentence

3.1.1. Version 1

Where possible, the following standardised sentence should be together with the EU emblem.

This project has received funding from the Erasmus+ Programme of the European Union under the grant agreement no. 2019-1-PT01-KA203-061389

The EU emblem must be given sufficient importance, and obey the European Commission rules, transcribed below (European Commission, 2012, page 3).

- "The minimum height of the EU emblem shall be 1 cm. The name of the European Union shall always be spelled out in full."
- "The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed."
- "The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way. The font size used should be proportionate to the size of the emblem."

- "The color of the font should be reflex blue (same blue color as the EU flag), black or white depending on the background".

3.1.2. Version 2

When a shorter version is needed, the EU emblem can be employed with a standard sentence. **The text on the left, EU flag on the right** **version, depicted below, should be used**.

Communication or dissemination materials produced by project partners in other EU languages should display the funding acknowledgement in the respective language.

3.2.   Acknowledgement sentence only

Where applying the EU emblem is not feasible (e.g. journal articles), the aforementioned standardised sentence can be used alone: "This project has received funding from the Erasmus+ Programme of the European Union under the grant agreement no. 2019-1-PT01-KA203-061389".

3.3.   Disclaimer

Publications, studies and any documentation produced by the consortium under the T4H remit must display the following text, as prescribed in EU guidelines: "The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

Communication or dissemination materials produced by project partners in other EU languages should use the disclaimer in the respective language.

3.4.　　Acknowledgment & disclaimer: application overview

Type	Funding acknowledgment	Disclaimer	Observations
Social Media	✓	✓	EU emblem + sentence (version 2) in the social media "opening" photo and visual supports. Disclaimer in the "About" field, shortened if strictly needed ("The European Commission's support does not constitute an endorsement of the contents")
Press release	✓	✓	Acknowledgement sentence only in the body of the text; EU emblem + acknowledgement sentence (version 2) & disclaimer in the footer
Video	✓	✓	EU emblem + standard sentence (version 2) in the first frame, at a minimum. Last video frame, acknowledgement sentence only & disclaimer
Website	✓	✓	EU emblem + standard sentence (version 1) & disclaimer, before partners' logos (bottom of the website)
Automated marketing and email platforms (e.g. newsletter)	✓	✓	EU emblem + standard sentence (version 2) & disclaimer in the bottom of the email
Internal and external presentations	✓	✓	EU emblem + standard sentence in the first slide. Acknowledgement sentence only & disclaimer in the last slide. Ppt template ensures compliance with Erasmus+ requirements
Banners and roll-ups	✓		EU emblem + acknowledgement sentence (version 2); sensible placing on a per case basis
Infographics	✓	✓	EU emblem + acknowledgement sentence (version 2) & disclaimer in the footer
Internal and external reports, instructions and procedures	✓	✓	EU emblem + acknowledgement sentence (version 2) as part of the MS Word template; disclaimer in the first or second page

4. Logotype

4.1.   Brand elements

The visual identity of the Train4Health brand is made of three elements: the logotype, the signature and the symbol. These three elements, generally referred to as the logo, express the project identity and cannot be changed or used separately.

4.2.   Logo versions

The logo main version depicts the signature horizontally and should be used whenever possible.

A vertical version is available when space does not allow the use of the main version (horizontal).

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4.3.   Colour specifications

The Train4Health logo may be used in four colour formats (colour, solid black, reverse to white and grey). **No other formats are acceptable**.

4.3.1. Colour

The colour format, already presented, should be used whenever possible in all printed materials and electronic media. CMYK and RGB values ensure **accurate colour matching**; poorly matched colours weaken the impact of the logo and compromise brand integrity. CMYK breakdown can be used for printing while RGB is used for electronic communications.

Pantone:			Pantone:			Pantone:			Pantone:		
C:	0	40	R:	19	248	R:	19	248	HTML:	#1397BA	#F8A23F
M:	97	32	G:	151	162	G:	151	162			
Y:	31	33	B:	186	63	B:	186	63			
K:	0	0									

The solid black and grey formats should be used in the presence of limitations in reproducing colours (e.g. black and white printing). The reversed to white format is appropriate when the logo is positioned on dark / medium dark solid backgrounds.

4.3.2. Solid black

4.3.3. Reversed to white

4.3.4. Grey

4.4. Colour specifications for backgrounds

There should always be a high level of contrast between the logo and its background. The colour logo is designed to work on a white background or a background with light tones. For dark or medium dark solid backgrounds, the reversed to white format should be employed (the exception is a medium yellow background, as detailed below). When in doubt between two of the options below, the solution providing the maximum contrast should be chosen.

For gradient backgrounds, the figure below presents the coulour format to apply.

When the logo is positioned over an image, it should be placed in clear space, eschewing interfering elements in the background. **The logo should never be reproduced over patterned backgrounds, which reduces its impact**.

Example of incorrect application of the logo over an image

4.5.   Proportions

All versions and colour formats of the logo **must remain proportionate to the original artwork at all time**, i.e. it can **never** be extended, contracted, made bolder or thinner.

4.6.   Size

The logo should never be reproduced in a size smaller than 15 mm in horizontal length (printing) and 150 px (screen). This applies to all versions and colour formats of the logo.

4.7.   Clear space

For maximum impact and clarity clear space must be maintained around the logo. The clear space area must be equal to half or more of the logo height. No other graphic element, such as typography, pictures or borders should be placed in this area.

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4.8.   Positioning of the T4H logo with other logos

The T4H logo and other logos must be used according to their respective norms, namely in terms of minimum size, proportions and clear space.

4.8.1. T4H logo and partners' logos

Materials produced by the T4H consortium should have the project logo placed in a visually dominant position on the top left of any format.

Partners logos should be placed together, with a bottom centre placing, if possible in a single row, respecting the following order: ESEL, ESU, inHolland, IPSantarém, RCSI, University of Lisbon (Faculty of Sciences and Faculty of Pharmacy) and University of Maribor (Faculty of Health Sciences).

Where applicable, the English version of the logos should be used. If two rows are needed to display the logos, the same order should be employed, starting with ESEL's logo on the top row.

4.8.2. T4H logo and EU logo

When appearing alongside any other logo, the EU emblem must be given sufficient importance; as a rule of thumb the height of the funder's logo must be roughly similar to the project and partners' logos.

Top right placement is recommended for the EU emblem, opposite the T4H logo.

4.8.3. T4H logo and other logos

Sponsors logos or other logos (e.g. other team members' affiliations) should be given a subordinate position in relation to the T4H logo / EU emblem and cannot be grouped with partners logos. Abiding to these principles, sensible solutions can be defined on a per case basis.

5. Font policy and layout guidance

A consistent use of fonts across printed and on-line consortium materials conveys a professional image. The rules detailed in sections 5.1 and 5.2 must be followed for selecting the font, its size and colour. **Accurate colour matching with the logo colour palette, through RGB and CMYK codes, should be employed at all times**.

It is also recommended that other colours employed for layout, backgrounds, etc are coordinated with the logo colour palette, to ensure consistency across a wide range of materials produced during the project lifecycle.

5.1.   Printed and electronic documents

The font Arial regular should be used in all printed and electronic documents. Font policy for the website and social media is detailed in section 5.2. In any case allowed colours are black, white and the two logo colours.

5.1.1. Word documents

For documents generated with a word processor, either printed or electronic, font size and colour should be applied in accordance with predefined styles, available in a Microsoft Word template, and detailed below. Using this template to create internal and external documents ensures a consistent image efficiently. **To ensure that the most up-to-date version of the template is employed, the version available in the shared repository at any point in time should be used**.

Document title

Arial, 26 pt, Bold, Font colour RGB (19, 151, 186), line spacing 1,5 lines, paragraph before 6 pt and after 6 pt

1. Heading 1

Arial, 16 pt, Bold, Font colour RGB (19, 151, 186), line spacing 1,5 lines, paragraph before 6 pt and after 6 pt

1.1. Heading 2

Arial, 14 pt, Bold, Font colour RGB (19, 151, 186), line spacing 1,5 lines, paragraph before 6 pt and after 6 pt

1.1.1 Heading 3

Arial, 11 pt, Bold, Font colour RGB (19, 151, 186), line spacing 1,5 lines, the paragraph before 6 pt and after 6 pt (Normal style)

Normal style

Arial, 11 pt, Black, justified, line spacing 1,5 lines, the paragraph before 6 pt and after 6 pt

Arial bold should be used in-text to highlight key aspects; capitalized letters should not be used for this purpose. Hyperlinks should appear in underlined blue.

Bold	Regular
ABCDEFGHIGKLMNOPQRSTUVWXYZ	ABCDEFGHIGKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz	Abcdefghigklmnopqrstuvwxyz

Caption

Arial, 10 pt, Bold, Black, aligned left, single line spacing

5.1.2. Powerpoint documents

For obtaining a consistent image, presentations using Microsoft Powerpoint should be based on the project template. **To ensure that the most up-to-date version of the template is employed, the version available in the shared repository should be used**.

A poster template based a powerpoint document is also available.

5.2. Website, social media and other on-line documents

For on-line documents two different fonts should be used: "Open Sans" for paragraphs and "Montserrat" for titles.

6. Image and video policy

Graphical resources, photographs and videos add impact to the communication. They should be used whenever appropriate, in a consistent way, complying with all applicable regulations and the project "Communication and dissemination plan".

When photographs or videos (image and voice) are produced as part of consortium activities, compliance with the General Data Protection Regulation (GDPR), regarding the privacy and protection of personal data, is ensured through the "Consent form to the processing of personal data and assignment of image rights". **Photographs or videos must never be used in any communication or dissemination material in the absence of a signed form by the data subject, dully archived**.

For available images, music and videos, copyright should be strictly respected. When resorting to free images, music and videos, the source's credit requirements should be followed.

Example of credit requirements

- https://pixabay.com/service/license/
- https://thenounproject.zendesk.com/hc/en-us/sections/200137528-Icon-Credit-Requirements
- https://support.freepik.com/hc/en-us/sections/360004478734-Usage-Guides
- https://www.bensound.com/licensing#tab

The choice of images and videos should be aligned with the project scope, and, where possible, match the logo colour palette. Preferably images related to the T4H target groups should be used.

Check list

Make sure materials **comply with all applicable items** before circulating them for internal review. Authors of any material are primarily accountable for compliance with the norms set in the T4H Visual Identity Guide.

Project title, acronym and abbreviation

- The title written in full is 'Improving healthcare students' competences for behaviour change to effectively support self-care in chronic diseases'.
- The project acronym is written as Train4Health.
- The project abbreviation is written as T4H.

Erasmus+'s requirements

- EU funding is acknowledged, either using the EU emblem coupled to a standardised funding sentence (text on the left, EU emblem on the right) or, where not possible, a standardised sentence alone.
- A disclaimer is added, using a text prescribed by EU guidelines.

Logotype

- If possible, the T4H logo is used in its main version (horizontal signature) and colour format. The vertical version is used when providing a better fit to the layout, if possible in a colour format.
- Other logo colour formats - solid black and grey - are used when there are limitations in reproducing colours (e.g. black and white printing only available). The reversed to white format is used on dark / medium dark solid backgrounds.
- Colour specifications for backgrounds were checked; in doubt between two options, the solution providing the maximum contrast is chosen.
- When the logo is positioned over an image, it is placed in clear space, without interfering elements in the background.
- All versions and colour formats of the logo remain proportionate to the original artwork.

- The logo is reproduced in a minimum size of 15 mm in horizontal length (printing) and 150 px (screen). This applies to all versions and colour formats.
- The clear space around the logo is equal to at least half of its height.
- Materials produced by the T4H consortium have the project logo placed in a visually dominant position on the top left of any format.
- Partners logos are together, with a bottom centre placing, if possible in a single row, respecting the following order: ESEL, ESU, inHolland, IPSantarém, RCSI, University of Lisbon (Faculty of Sciences and Faculty of Pharmacy) and University of Maribor (Faculty of Health Sciences). Where applicable, the English version of the logos are used. If two rows are needed to display the logos, the same order should be employed, starting with ESEL's logo on the top row.
- The EU emblem height is roughly similar to the project and partners' logos and has a top right placement, opposite to the T4H logo.
- Sponsors logos or other logos (e.g. other team members' affiliations) are given a subordinate position in relation to the T4H logo / EU emblem and are not grouped with partners logos; sensible placing can be defined on a per case basis.
- The T4H logo, partners' logos and any other logos are used according to their respective norms, namely in terms of minimum size, proportions and clear space.

Font policy and layout guidance

- In word documents, font coulour is accurately matched with the T4H logo colour palette, through RGB and CMYK codes.
- Other colours employed for layout, backgrounds, etc are coordinated with the logo colour palette.
- The most up-to-date version of the word or powerpoint templates is employed, by resorting to the version available in the shared repository.
- The font Arial regular is used in printed and electronic documents (e.g. MS Word, MS Excel, MS Powerpoint, Prezi).
- For on-line documents, two different fonts are used: "Open Sans" for paragraphs and "Montserrat" for titles.

Image and video policy

- Colours employed are coordinated with the logo colour palette.

- A "Consent form to the processing of personal data and assignment of image rights" is signed by the data subject and dully archived in the "Consent forms" folder before producing materials involving personal data (photographs, image and/or voice), as part of consortium activities.

- When resorting to free images, music and videos, credit requirements from the source are followed.

Bibliography

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