http://www...

My web business

D6.1 Visual Identity

Project no.	644367
Project acronym:	MY-WAY
Project title:	Strengthening the web entrepreneurship ecosystem and the services offered across the chain of actors by actively engaging student networks and student entrepreneurship centres
Instrument:	Horizon 2020 ICT-13-2014
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Dissemination Level		
PU	**Public**	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

History			
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First Version	17/03/2015	Sent to partners	PMB
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* PMB – Project Management Board

Partnership

Europa Media Non-profit Ltd. (EM)

The London Association of Enterprise Agencies Ltd. (trading as Capital Enterprise) (CE)

Bar-Ilan University (BIU)

Sabanci University (SABU)

AEGEE European Students' Forum (Association des États Généraux des Étudiants de l'Europe) (AEGEE)

EU-Startups.com (EU-S)

National Association of College and University Entrepreneurs (NACUE)

European Confederation of Young Entrepreneurs (YES)

EUCLID Network (EUCLID)

H-FARM Italia SRL (H-Farm)

Table of Contents

Overview

A clear visual identity is key to convey a strong, consistent and unique image of the MY-WAY project, increasing partners' ability to communicate our mission, objectives and achievements. Such a visual identity connects all of the project's partners together and makes the project more recognizable and understandable by the wider public.

A proper use of the MY-WAY logo, wordmark typefaces and colour palette contributes to create a familiar look for the project on all means of communication, reinforcing its quality image at the same time.

This manual provides partners with guidelines for using the MY-WAY visual identity system easily and accurately. The following pages explain more about our visual elements and how to use them consistently across all media and communications.

Your attention in following these guidelines is crucial for ensuring a good reputation of the MY-WAY in web entrepreneurship project.

The MY-WAY visual identity is built upon the core values of the project:

ENTREPRENEURSHIP

INNOVATION

NETWORKS

STUDENT SUPPORT CENTRES

STUDENTS

WEB

Logotype

The logo is the cornerstone of the visual identity. It is the signature of our partnership and of the MY-WAY in web entrepreneurship project as a whole. It must appear on all official communications and may not be modified in any way. Please also keep in mind that no other marks or symbols may be used or recreated to represent the MY-WAY in web entrepreneurship project or a part thereof.

The simplicity of this logo makes it adaptable to any kinds of media, and flexible to be used well in all communication materials. It consists of a graphic part and a wordmark, which is the name of the project.
The graphic part is formed by a bulb and multiple arrows in a circular movement, to suggest the dynamic process of entrepreneurial mindset creation and growth in young adults. The bulb and the arrows are tightly interconnected: just like the novel idea needs a network of people that nurtures it.

Proportions

The MY-WAY logo has specific proportions that should always be kept whenever resizing is necessary. Please follow these guidelines and do not alter the proportions in any way, to avoid distorting the image.

Width: height = 9 : 5

Colour Palette

YELLOW

> the lightest hue of the spectrum
> associated with intellect and innovation
> very energetic colour that attracts attention

Pantone Solic Coated 116

C:	0				
M:	18	R:	255		#FFCD00
Y:	100	G:	205		
K:	0	B:	0		

GREY

> the colour most connected to IT devices
> it emphasizes the brightness of yellow

Pantone Solic Coated 7546

C:	85				
M:	69	R:	38		#263645
Y:	51	G:	54		
K:	46	B:	69		

HIGHLIGHT COLOR

> young, dynamic and energetic identity
> it emphasizes highlighted words and attracts attention

C:	70				
M:	34	R:	0		#0099FF
Y:	0	G:	153		
K:	0	B:	255		

BACKGROUND COLOR

> it will not attract the reader's attention, rather serve as a neutral background
> it does not fatigue the eye

Pantone Solid Coated 7546 10%

C:	0				
M:	0	R:	236		#E8E8EA
Y:	0	G:	236		
K:	9	B:	236		

Please note that

> RGB colours are preferably used on digital media;
> CMYK colours are to be used for print communications;
> while # codes are indicated for web uses.

Typography

OPEN SANS

It is the font of the logotype.
> It was designed by Steve Matteson
> It is a sans serif typeface
> It has a neutral and friendly appearance
> It was optimized for print, web, and mobile interfaces

Downloadable from Google:
http://www.google.com/fonts#UsePlace:use/Collection:Open+Sans

CALIBRI

When the Open Sans typeface is not available, you can use Calibri:

> Word files
> PPT files

ICONS

Web usage

When developing web communication of the MY-WAY project, please use defined colours in the Colour Palette section of this guide.

Please bear in mind this hierarchy:

> Heading One (h1),

> Heading Two (h2),

> Heading Three (h3)

> Plain text (p).

This hierarchy makes it easier for the readers to follow the content.

> In order to emphasize the important points of your text, you may try to use lists.

> To articulate the text into smaller parts, try to use subtitles and lines.

PowerPoint template

Please use the colour palette and font of the template.
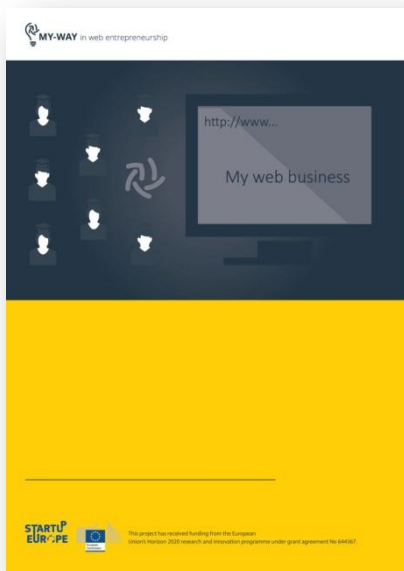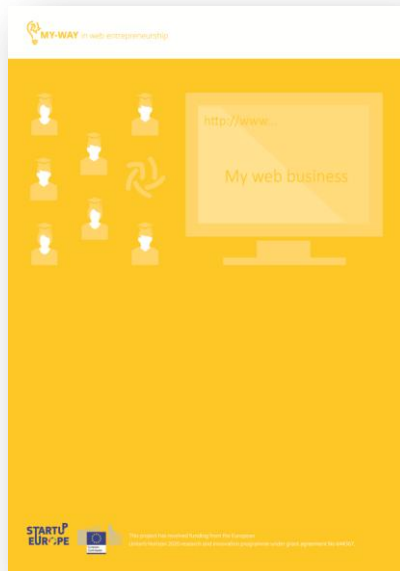
COVER PAGE

CHAPTER DIVIDER

PLAIN PAGES
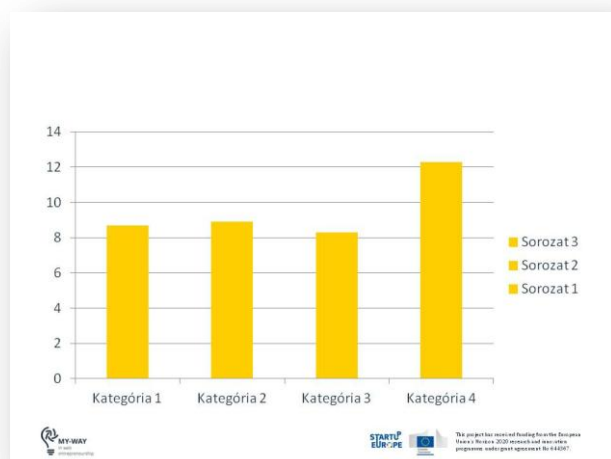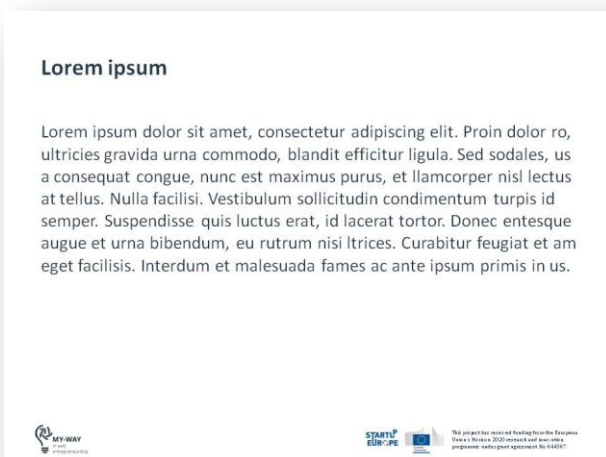
Word template

Please use this template for all project-related documents such as Deliverables, Reports, Studies, Minutes of Workshops and Meetings.
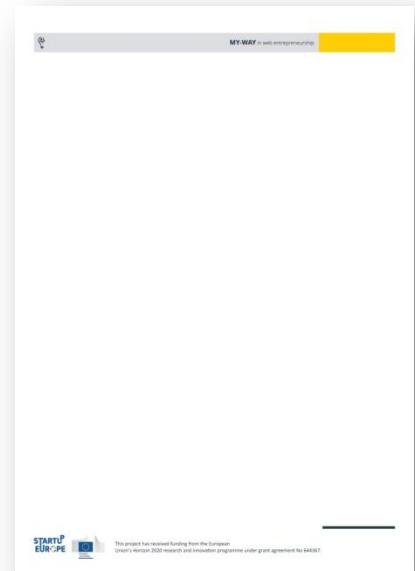
COVER PAGE

CHAPTER DIVIDER

INSIDE PAGES

Powerpoint poster template

If you follow this Power Point poster template, you will obtain an 841 x 1189 mm, A/0 presentation poster. When you are working on your poster, zoom in and out up to the level that is most comfortable for you. You can do this by going to VIEW > ZOOM. Before printing, you may check the quality of your images: zoom in and look at them at 100% magnification. If they look good, they will be well printed.

This Power Point template already features a number of pre-formatted placeholders for headers and text blocks. You may add more blocks by copying and pasting the existing ones or by adding a text box from the HOME menu.

ADD A TITLE

Start designing your poster by adding the title, the names of the authors and the affiliated institutions. You can type or even paste text into the provided boxes. The template will automatically adjust the size of your text to fit the title box. However, you can manually change the size of your text as preferred.

ADD LOGOS

You can add images by dragging and dropping them from your desktop, by copying and pasting, or by going to INSERT > PICTURES. Resize images proportionally by holding down the SHIFT key and dragging one of the corner handles. For a professional-looking poster, do not distort your images by enlarging them disproportionally (see Rates section of this guide).

ADD TABLES

To add a table, go to the INSERT menu and click on TABLE. A drop-down box will help you select the preferred number of rows and columns.
You can also copy and paste a table from Word or another PowerPoint document. A pasted table may need to be re-formatted: RIGHT-CLICK > FORMAT SHAPE, TEXT BOX, Margins.

ADD GRAPHS / CHARTS

You can simply copy and paste charts and graphs from Excel or Word. Again, some reformatting may be required.

HOW TO CHANGE THE COLUMN CONFIGURATION

RIGHT-CLICK on the poster background, select LAYOUT and see the column options available for this template. The poster columns can also be customized on VIEW > MASTER.

HOW TO REMOVE THE INFO BARS

If you are working in PowerPoint for Windows and have finished your poster, save the document as a PDF: the bars will not be included. You can also delete them by going to VIEW > MASTER. If you are working on a Mac computer, adjust the Page-Setup to match the Page-Setup in PowerPoint before you create a PDF. Another way of deleting them is from the Slide Master.

SAVE YOUR WORK

Save your template as a PowerPoint document. To print the poster, save it as "Print-quality" PDF.

PRINT YOUR POSTER

Save your poster as a PDF document and send it to a printing house or to your in-house printer.

Startup Europe Initiative

Since MY-WAY is part of the Startup Europe Initiative, partners are also invited to use the Startup Europe logo whenever a context is found, in which it is preferable to harmonise the activities within this initiative.

Other Dissemination Material

Partners are encouraged to contact the Coordinator for any further type of Dissemination Material that is needed (e.g. brochures, leaflets and alike). Europa Media will provide any new template, ad hoc for the occasion.