elexis
european lexicographic infrastructure

D7.1
VISUAL IDENTITY
AND
DESIGN MANUAL

Author: Tanja Wissik
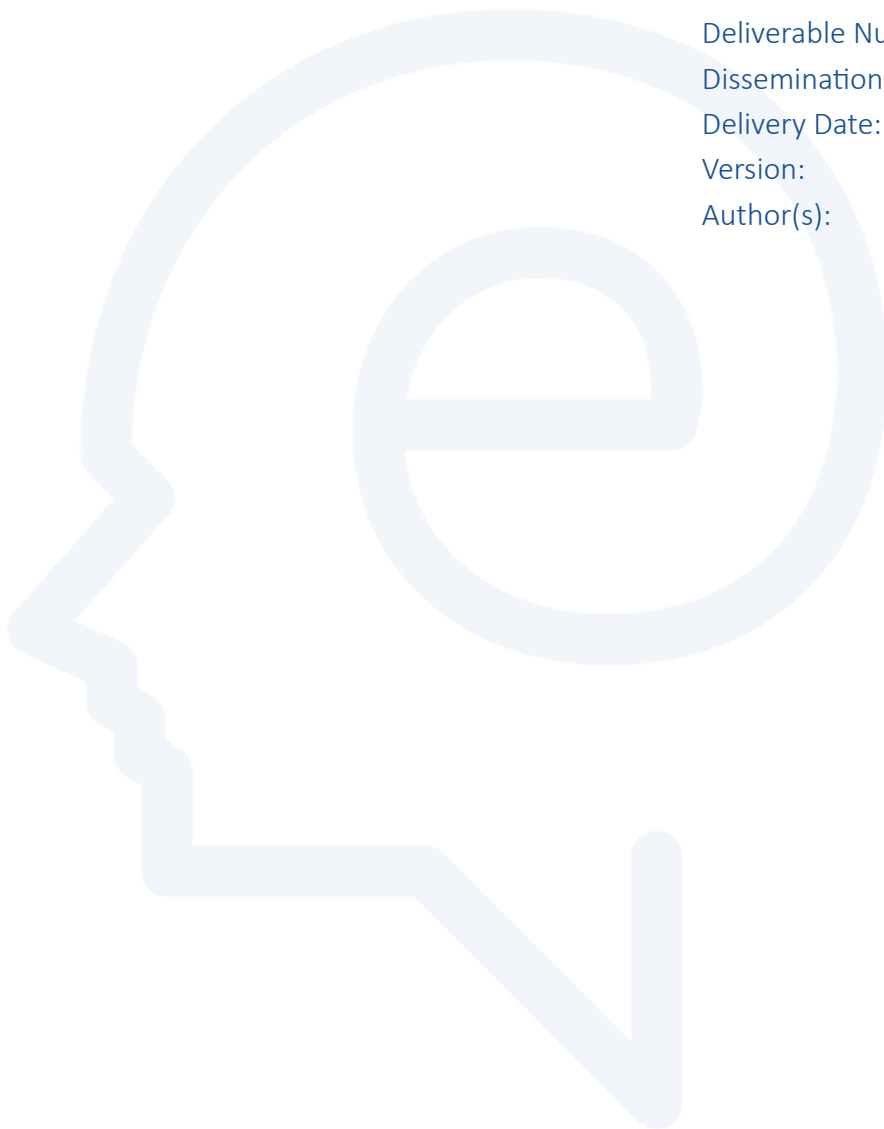
Date: April 27, 2018

elexis — european lexicographic infrastructure

H2020-INFRAIA-2016-2017

Grant Agreement No. 731015

ELEXIS- European Lexicographic Infrastructure

D7.1 VISUAL IDENTITY AND DESIGN MANUAL

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V0.5 27/04/2018	Final Version	Tanja Wissik
V0.6 24/07/2018	Updates	Tanja Wissik

CONTENT

VISUAL IDENTITY AND DESIGN BASICS

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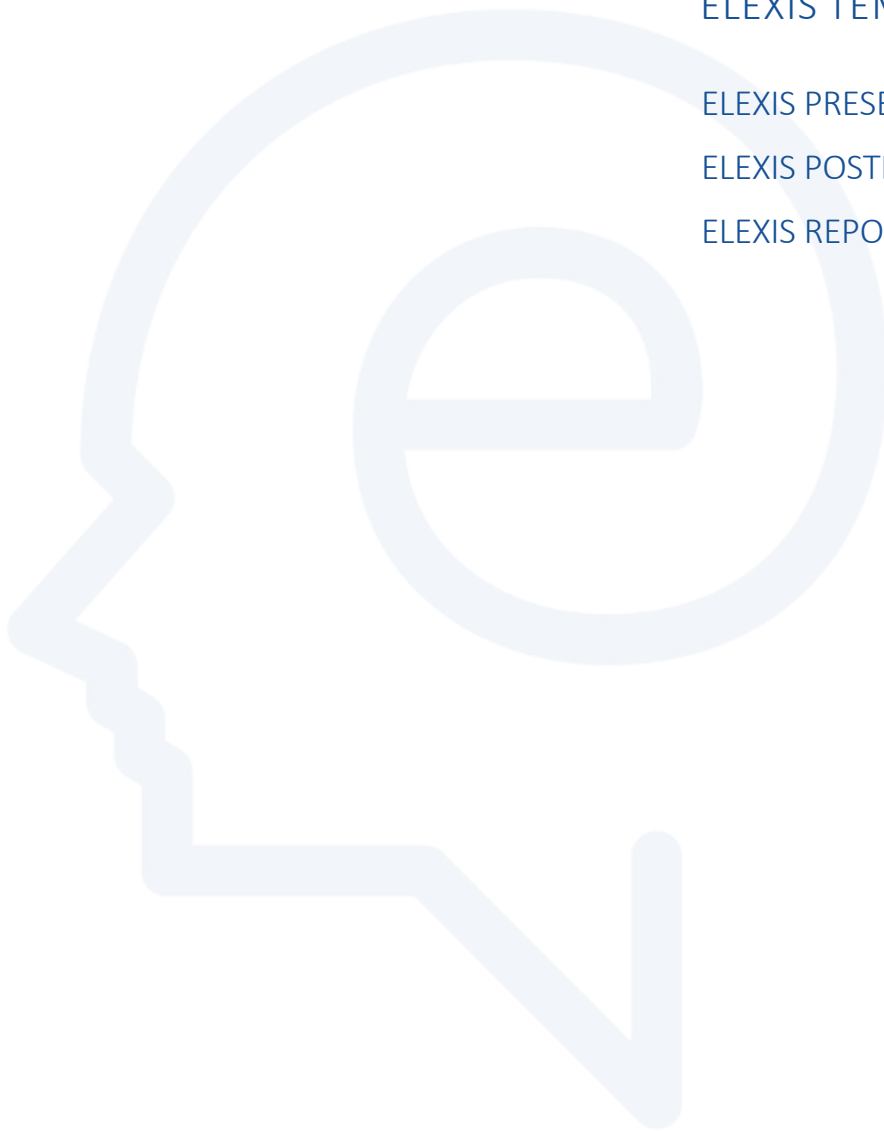
VISUAL IDENTITY AND DESIGN BASICS

ELEXIS COLOUR SCHEME

Starting from the ELEXIS logo and the EU flag, the blue and yellow colours will be used in ELEXIS in combination with white, black and grey. To achieve the correct colours, please make use of the following colour codes.

ELEXIS COLOUR SCHEME

ELEXIS - BLUE
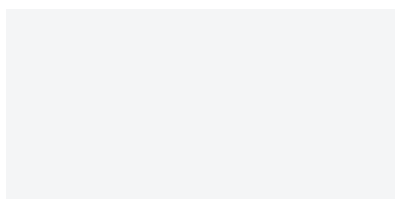R29 G80 B149
C95 M71 Y10 K1
HTML #1d5095

ELEXIS - YELLOW
R255 G232 B0
C3 M2 Y91 K0
HTML #ffe800

BLACK
R0 G0 B0
C0 M0 Y0 K100
HTML #000000

WHITE
R255 G255 B255
C0 M0 Y0 K0
HTML #ffffff

LIGHT GREY (WEB, PRINT)
R243 G243 B243
C0 M0 Y0 K5
HTML #f3f3f3

GREY (PRINT)
R193 G193 B193
C0 M0 Y0 K24
HTML #c1c1c1

EU COLOUR SCHEME

EU FLAG - BLUE
R0 G51 B153
C100 M91 Y6 K1
HTML #003399

EU FLAG - YELLOW
R255 G204
B0 C0 M19 Y100 K0
HTML #FFCC00

ELEXIS LOGO STYLES

The ELEXIS logo was created by Tomato Košir for ELEXIS and we are allowed to use the logo in web, print, social media and giveaways.

ELEXIS FULL LOGOS

ELEXIS full logo 1 spot colour (ELEXIS blue)

ELEXIS full logo 4C/Colour

ELEXIS full logo B/W (bright)

ELEXIS full logo B/W (negative, dark)

ELEXIS full logo 1 spot colour narrow (ELEXIS blue)

ELEXIS full logo 4C/Colour narrow

ELEXIS SHORT LOGOS

ELEXIS short logo 1 spot colour (ELEXIS blue)

ELEXIS short square logo
(negative, for social media profiles)

ELEXIS LOGO PROTECTED AREA

In order to have enough free space around the ELEXIS logo, a protected area is defined. No logos, textual or graphical element may appear in this area.

Protected Area

elexis european lexicographic infrastructure

EU EMBLEM

The European flag symbolises both the European Union and, more broadly, the identity and unity of Europe. Please do not use the logo of the European Commission when acknowledging the funding by the European Commission. Only use the EU flag.

EU FLAG

EU Flag 4C/Colour

EU Flag b/W

EU FLAG WITH ACKNOWLEDGEMENT

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731015.

EU Flag with acknowledgment

EU FLAG WITH ACKNOWLEDGEMENT AND DISCLAIMER

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EU Flag with acknowledgment

For more information regarding the EU emblem and EU visual identity please consult the latest version of the official online Manuals provided by the EU.

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ELEXIS TYPOGRAPHY

Typography is an essential component of the visual identity of ELEXIS. Within ELEXIS, we use "Calibri" and "Asap" fonts.

GENERAL TYPOGRAPHY

CALIBRI

Calibri is a modern sans serif family with subtle roundings on stems and corners. It is available in the following different styles: regular, bold, italic, bold italic, ligth, ligth italic. The font is available in most Microsoft programmes and applications such as Word, PowerPoint etc.

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWYZ
abcdefghijklmnopqrstuvwxyz

Calibir Italic
ABCDEFGHIJKLMNOPQRSTUVWYZ
abcdefghijklmnopqrstuvwxyz

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWYZ
abcdefghijklmnopqrstuvwxyz

WEB TYPOGRAPHY

Asap

Asap is a contemporary sans-serif family with subtle rounded corners. Designed by Pablo Cosgaya, Asap ("as soon as possible") there are 4 styles: Regular, Italic, Bold and Bold Italic. This family, specially developed for screen and desktop use, offers a standarised character width on all styles, which means lines of text remain the same length. It has an Open Font Licence.

ABCDHEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

Calibri

Aa

Asap

DESIGN ELEMENTS

In addition to the colour scheme and the ELEXIS and EU logos, we work with the following elements to create a visual identity for ELEXIS:

WATERMARK

We use the head symbol of the ELEXIS logo as watermark. Depending on the background we use the ELEXIS blue or white colour.

Watermark blue on white background
(6% opacity)

Watermark white on blue background
(10% opacity)

PICTURES WITH ELEXIS COLOUR OVERLAY

As a design element we use also pictures with ELEXIS colour overlay. When using fotos or other images, make sure to treat them according to the copyright holder's terms and to include appropriate picture credits (e.g. "© [name of copyright holder]", "CC BY 4.0, [name of copyright holder]", …).

CC0, Pexels

Picture with ELEXIS colour overlay

USE OF SCRABBLE TILES

Another design element that is used for the ELEXIS project are Scrabble tiles.

CC BY 4.0, Tanja Wissik

Picture with Scrabble tiles

ELEXIS TEMPLATES

ELEXIS PRESENTATIONS
ELEXIS SCIENTIFIC POSTERS
ELEXIS REPORTS

ELEXIS PRESENTATION SLIDES

ELEXIS SLIDES WHITE - TITLE PAGE

Presentation title

Name of presenter(s)
Venue
Date

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731015.

ELEXIS logo (full version)

ELEXIS watermark ELEXIS blue

Calibri light, ELEXIS blue

Logos of funders: EU flag and acknowledgmet on each slide

ELEXIS SLIDES WHITE - TEXT PAGE

Space for own institutional logo

Heading

Presentation text

ELEXIS logo (full version)

Heading: Calibri light, ELEXIS blue

Text: Calibri regular, ELEXIS blue

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731015.

Logos of funders: EU flag and acknowledgment on each slide

ELEXIS PRESENTATION SLIDES

ELEXIS SLIDES BLUE - TITLE PAGE

ELEXIS logo
(full version)

ELEXIS
watermark
white,
background
ELEXIS blue

Calibri light,
white

Bar,
light grey

Logos of
funders:
EU flag and
acknowledg-
ment on each

ELEXIS SLIDES BLUE - TEXT PAGE

Space for own
institutional
logo

ELEXIS logo
(full version)
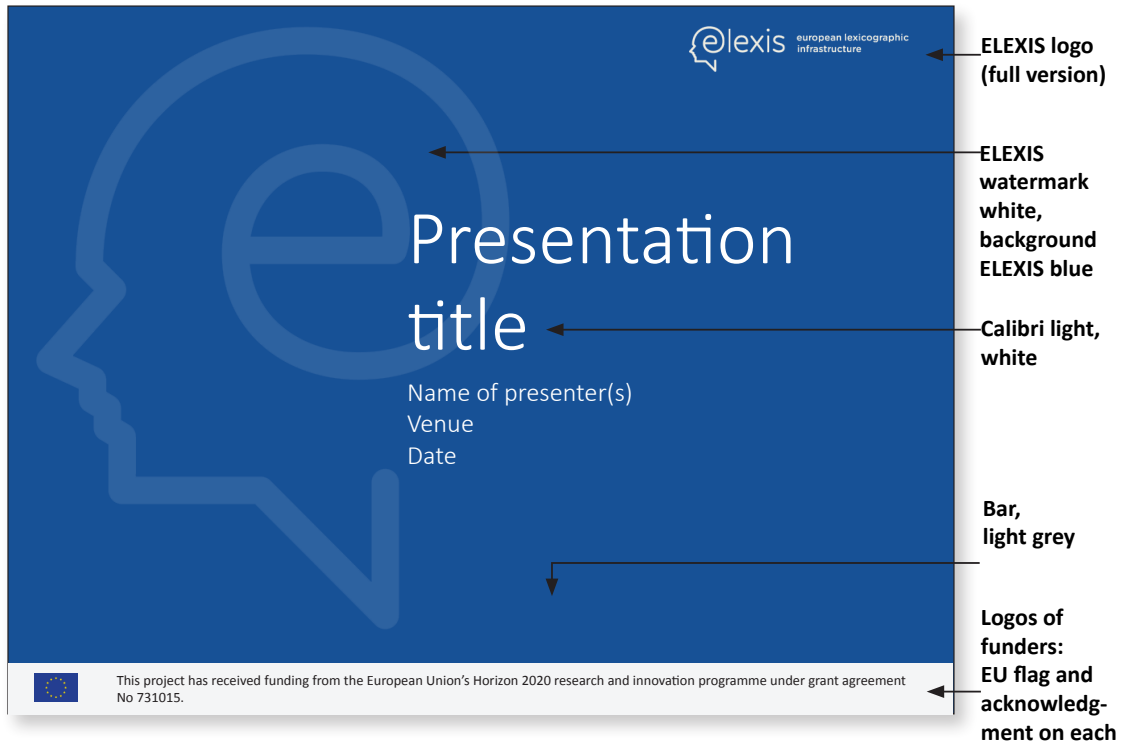

Heading:
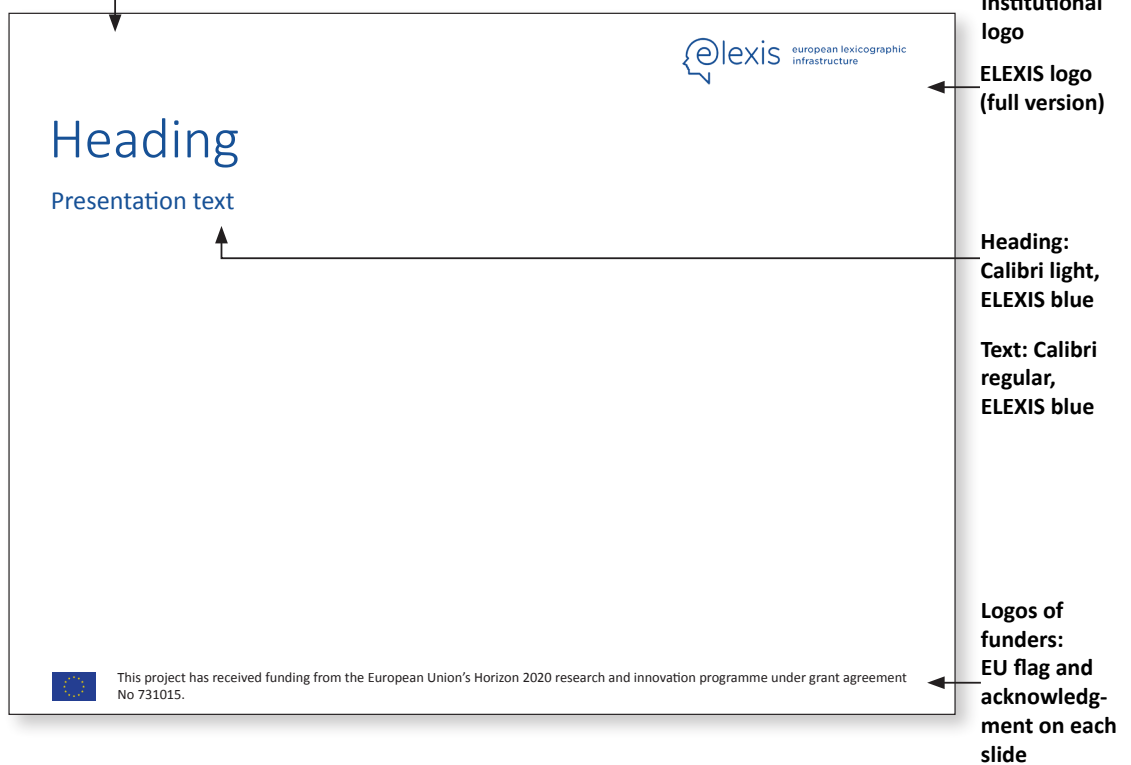Calibri light,
ELEXIS blue

Text: Calibri
regular,
ELEXIS blue

Logos of
funders:
EU flag and
acknowledg-
ment on each
slide

ELEXIS SCIENTIFIC POSTER – DIN A0

The poster template has the white watermark on blue background and bars in ELEXIS blue.
For headings please use Calibri light and for text use Calibir regular. Font size is determined by the length of the the text.

Space for institutional logos

Bar, ELEXIS blue, 3pt.

LOGO   LOGO   LOGO   LOGO

ELEXIS logo (full version), ELEXIS blue

ELEXIS watermark white on blue shape

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Funding logos: EU flag and acknowledgment

Bar, ELEXIS blue, 3pt.
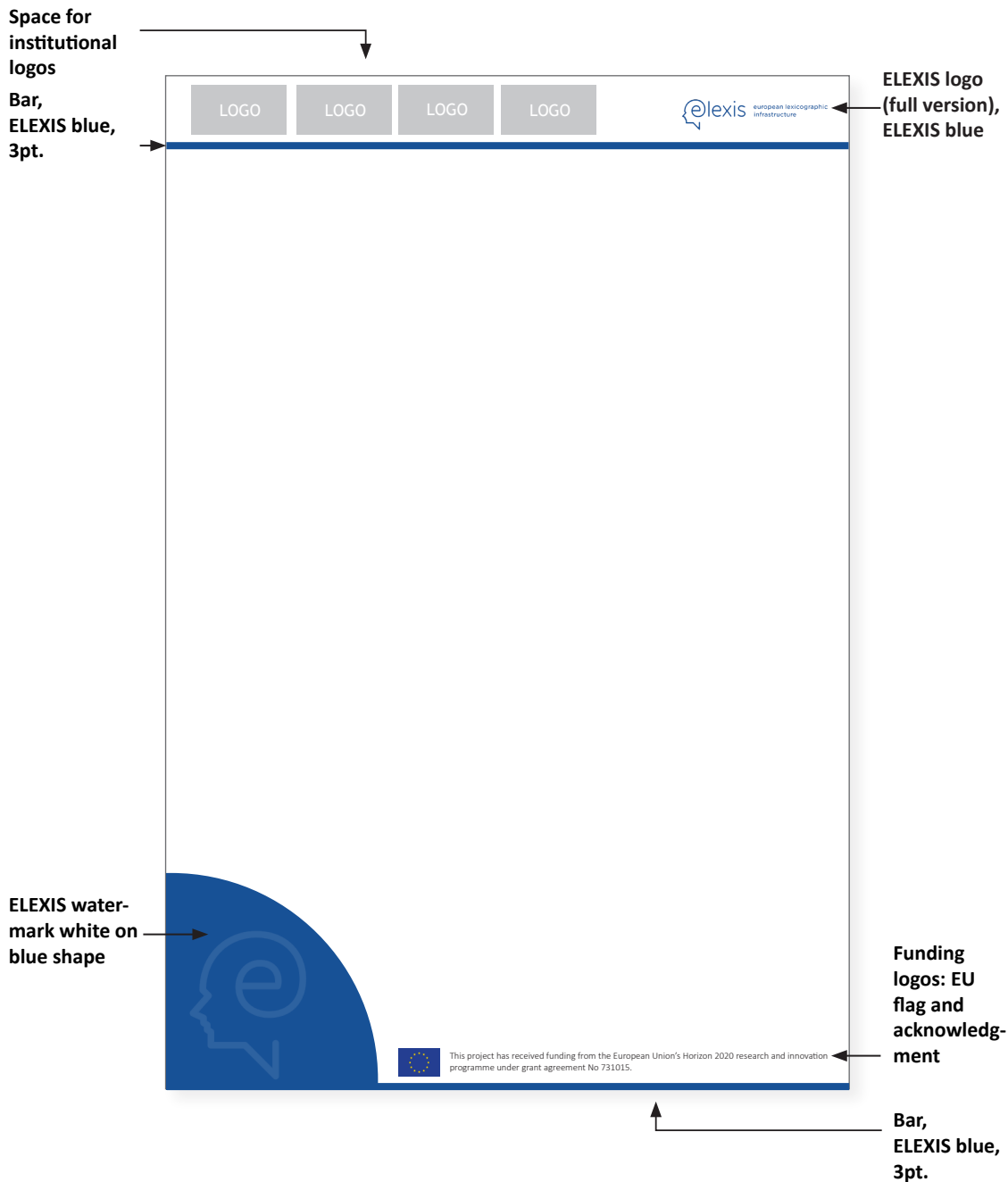
ELEXIS DELIVERABLE COVER TEMPLATE

The Deliverable cover template has the blue ELEXIS watermark on white backgroud. It uses the ELEXIS logo (full size) in ELEXIS blue and the EU flag, acknowledgment for funding and disclaimer.
The numer and name of the Deliverable should be on the cover page as well as the name of the author(s) and the date of the latest version.

ELEXIS logo (full version), ELEXIS blue

Number and name of the Deliverable in Calibri light bold, uppercase, 32 pt.

Authors, Date Calibri light, 16 pt.

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Author(s): Tanja Wissik
Date: April 21, 2018

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Funding logos: EU flag, acknowledgment, disclaimer