



visual identity

Manual September 2022



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Introduction

This document supports the visual identity of the European Erasmus+ project 2022-1-IT02-KA220-HED-000089502 DOEER 'Digital and Open Education for equality-based resilience'.

The logo is the core component of the project visual identity and combines different symbols to represent the DOEER scopes.



The lotus flower, commonly recognized as symbol for rebirth and strength, stands for the central concept of 'resilience'. The lotus petals also graphically recall the pages of a book, thus evoking 'study and learning'.



Colored elements literally incorporate the lotus, giving shape to the 'inclusive' approach of the project. The colored elements are all of identical dimension and shape, thus representing 'equality', but they are also of different colors, as symbols of harmonized diversities.

In order to ensure the achievement of the visual impact expected, the rules described in this manual should be respected any time partners or stakeholders use the DOEER logo.

The correct use of the DOEER logo is broadly encouraged.



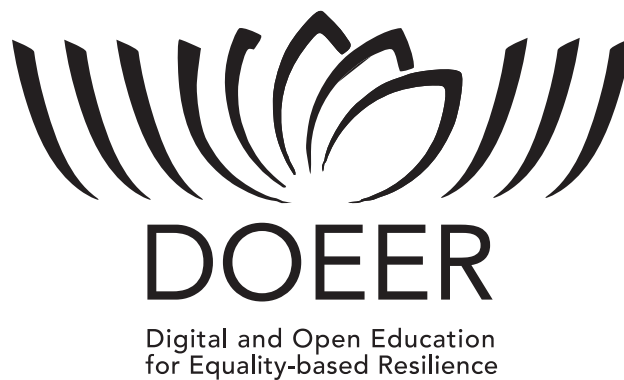
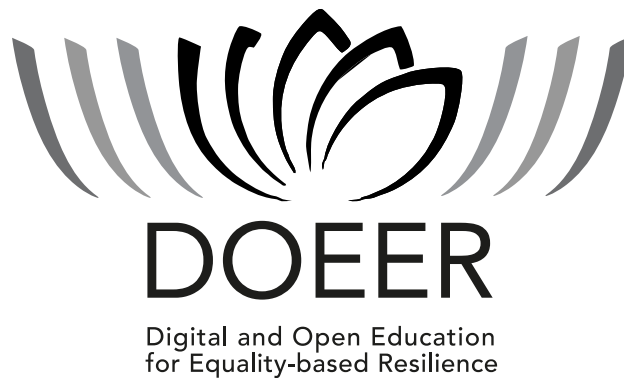
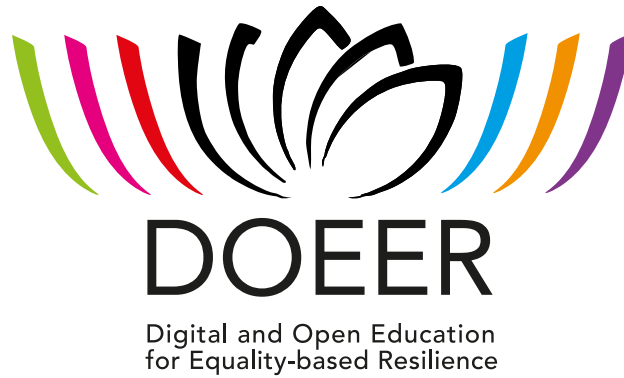
Co-funded by the
Erasmus+ Programme
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2022-1-IT02-KA220-HED-000089502

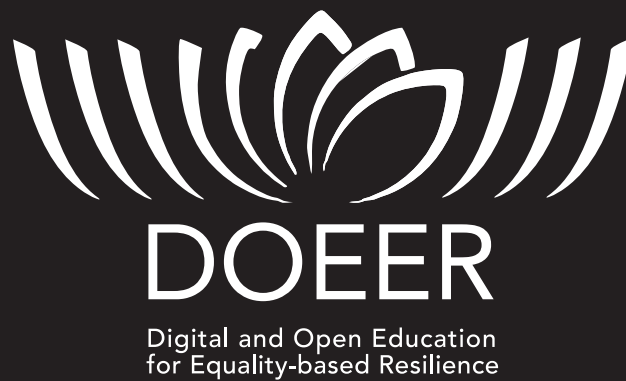
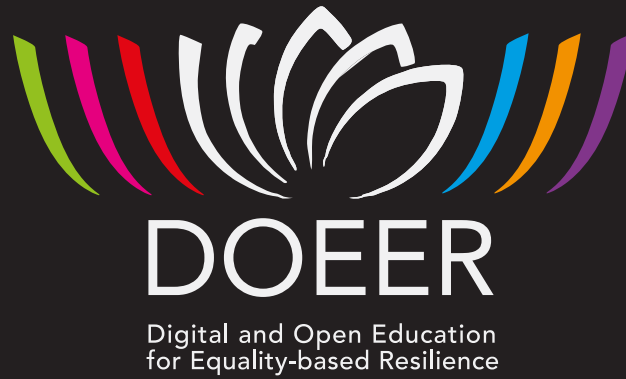
1.1

The Logo

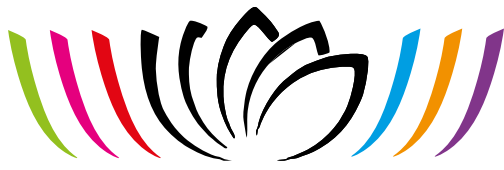
Logo (vertical)
Version: Positive,
“standard”



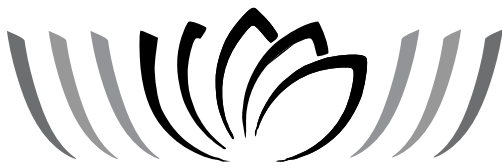
Logo (vertical)
Version: Negative,
“standard”



Logo (horizontal)
Version: Positive,
“standard”



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Logo (horizontal)
Version: Negative,
“standard”



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Logo

Minimum size and alternative uses

The good readability and recognizability of the printed logo may be compromised by the so-called "moiré" effect. To avoid this effect, a color version of the logo must not be reproduced below the dimension of 15 mm., would it be in CMYK as well as Pantone color code.

The black version of the logo is more readable, therefore reproduced well at a lower dimension. However, it is recommended to consider 10 mm. as minimum size of the black logo.



In case that the chosen printing technique does not allow a correct or unabridged reproduction of the logo, it is recommended to print only the name or the pictogram.

The below alternative versions may be used for printing in 1 color at small dimensions.

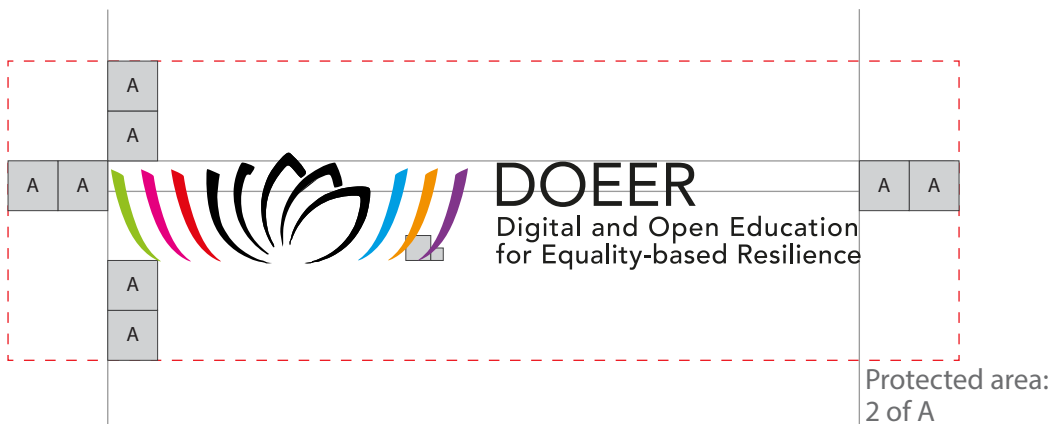


DOEER

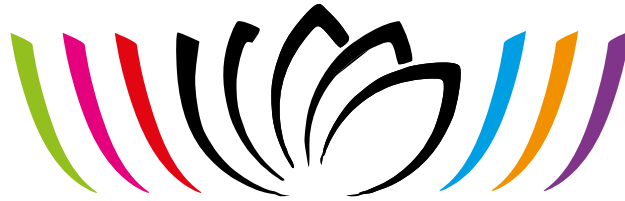
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Logo

Proportions and Protected area



Logo Colors



PANTONE	BLACK C
CMYK	0, 0, 0, 99
RGB	3, 3, 3
WEB	#030303



PANTONE	376 C
CMYK	48, 4, 100, 0
RGB	147, 192, 31
WEB	#93c01f



PANTONE	2925 C
CMYK	75, 23, 0, 0
RGB	0, 158, 6
WEB	#009ee2



PANTONE	218 C
CMYK	4, 100, 13, 0
RGB	229, 0, 126
WEB	#e5007e



PANTONE	144 C
CMYK	0, 0, 0, 99
RGB	242, 145, 0
WEB	#f29100



PANTONE	485 C
CMYK	5, 100, 100, 1
RGB	226, 6, 19
WEB	#e20613



PANTONE	2612 C
CMYK	59, 95, 7, 1
RGB	129, 53, 138
WEB	#81358a

1.2 Typography

Typography

Logo and other formats

Avenir Black (Acronym of the project)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Roman (Title of the project)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Light (Body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium (Headline and titles of the text)

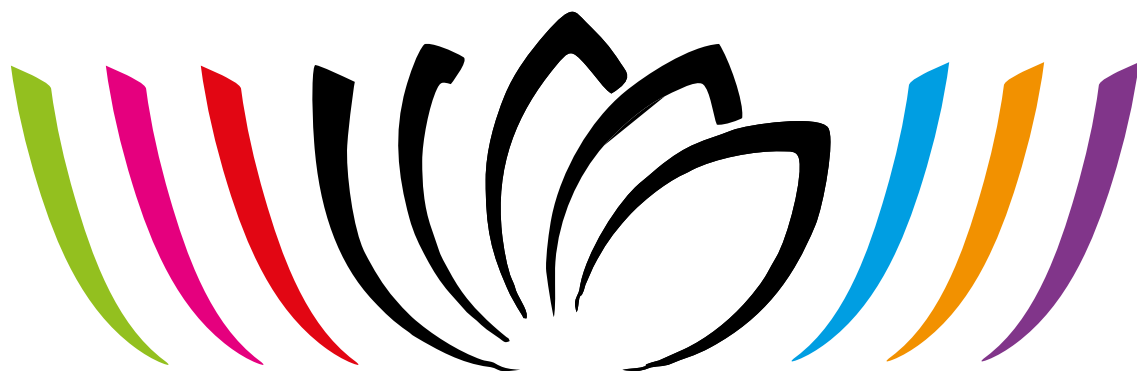
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Light Oblique (Quotations and captions)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy (Emphasized titles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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