



visual identity

Manual November 2019

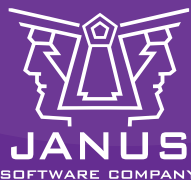


Table of contents

3	<i>Introduction</i>
4	<i>1.1 The Logo</i>
5	<i>Logo (vertical) Version: Positive, “standard”</i>
6	<i>Logo (vertical) Version: Negative, “standard”</i>
7	<i>Logo (horizontal) Version: Positive, “standard”</i>
8	<i>Logo (horizontal) Version: Positive, “standard”</i>
9	<i>Logo Minimum size and alternative uses</i>
10	<i>Logo Proportions and Protected area</i>
11	<i>Logo Colors</i>
12	<i>1.2 Typography</i>
13	<i>Typography Logo and other formats</i>

Introduction

This document supports the visual identity of the European project 2019-1-UK01-KA204-061657 mentorNET 'Mentoring by extended networks to organise volunteer resources' (www.mentor-network.eu). In particular, this manual defines the basic principles to consider while using the logo in all communication products.

The logo consists of two key elements.

The first conceptual element is the representation of the actors, namely the two shapes evoking an experienced mentor already partaking in a community network as well as a still isolated mentor/volunteer needing help to join the network.

The second element is the 'extended network' of mentors, through which the support to mentors/volunteers will improve broadly expand, from close to far, from individuals to communities.

These conceptual elements have to be always and immediately recognized as components of the logo mentorNET, therefore contributing to the empowerment of the message of the project.

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

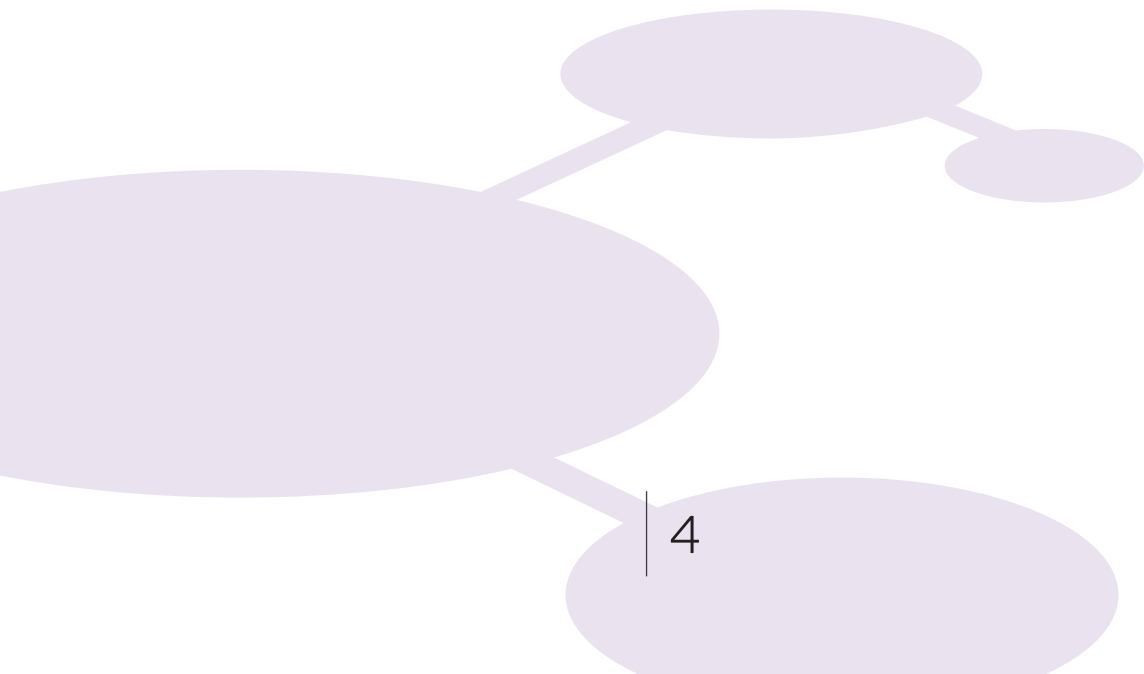
The correct use of the mentorNET logo is broadly encouraged.



Co-funded by the
Erasmus+ Programme
of the European Union

2019-1-UK01-KA204-061657

1.1 The Logo



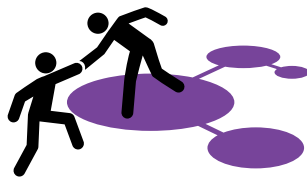
Logo (vertical)
Version: Positive,
“standard”



Logo (vertical)
Version: Negative,
“standard”



Logo (horizontal)
Version: Positive,
“standard”



mentorNET

Mentoring by Extended Networks
to Organise Volunteer Resources



mentorNET

Mentoring by Extended Networks
to Organise Volunteer Resources



mentorNET

Mentoring by Extended Networks
to Organise Volunteer Resources

Logo (horizontal)
Version: Negative,
“standard”



mentorNET

Mentoring by Extended Networks
to Organise Volunteer Resources



mentorNET

Mentoring by Extended Networks
to Organise Volunteer Resources



mentorNET

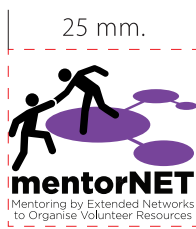
Mentoring by Extended Networks
to Organise Volunteer Resources

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 25 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 20 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.

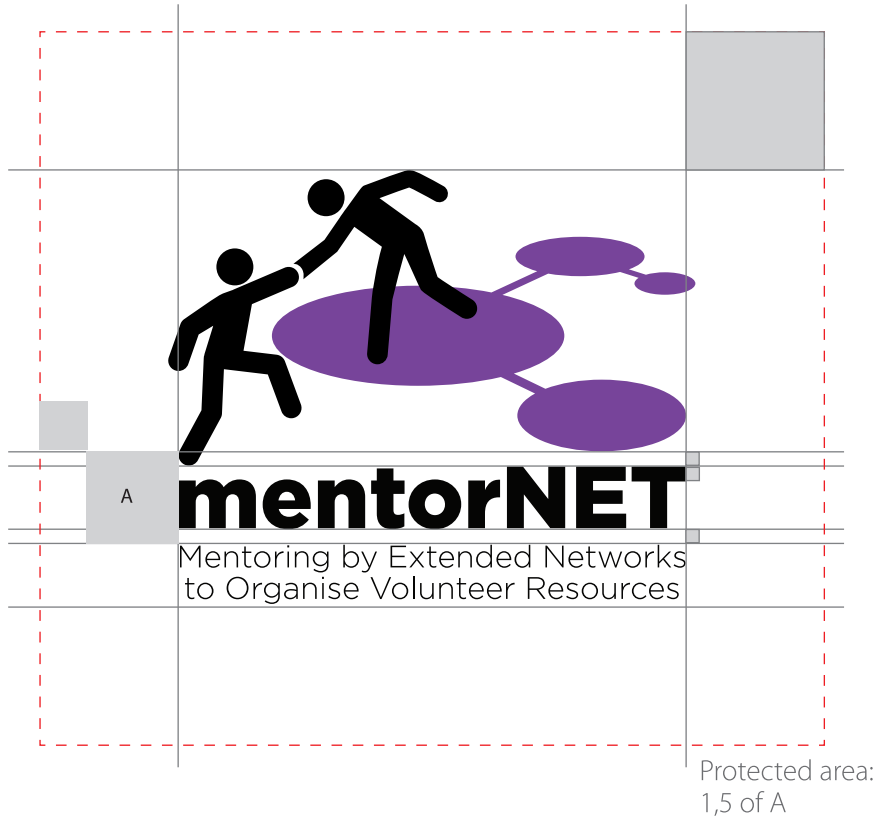
The below alternative versions may be used for printing in 1 color at small dimensions.



mentorNET

Logo

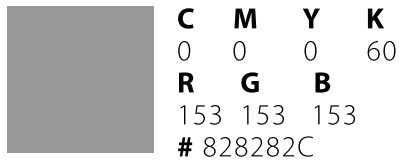
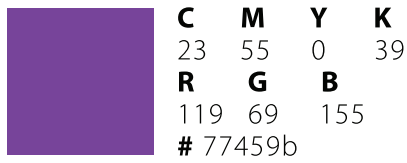
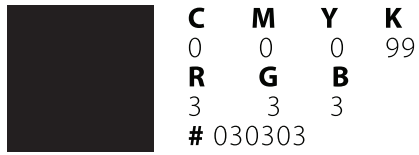
Proportions and
Protected area



Logo Colors



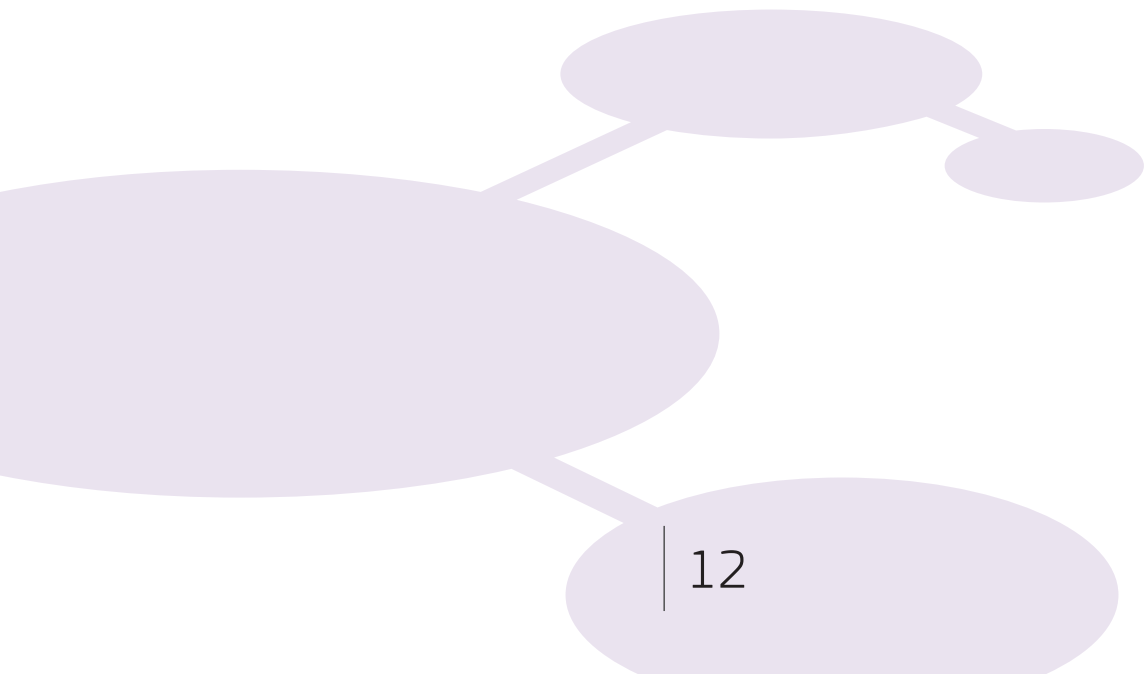
CMYK



PANTONE



1.2 Typography



Typography

Logo and other formats



Gotham Black (mentorNET)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light (Title of the project)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light (Body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Book (Headline and titles of the text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Book Italic (Quotations and captions)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Extra Bold (Emphasized titles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

