



visual identity

Manual November 2020

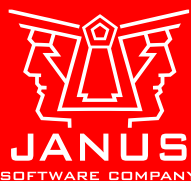


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Introduction

This document supports the visual identity of the European Erasmus+ project 2020-1-PT01-KA202-078845 .

The Logo was conceived as if it were a precise and complex artifact, in which a small object must fit perfectly within another.

The small object is represented by the element of the design "v", whilst the element "W" stands for the more complex and comprehensive context of artifacts.

The spaces are precise and rigorous, giving shape to the order that is necessary to achieve the result of creating complex artifacts.

Activities requiring manual skills as well as knowledge of techniques, technologies and materials, are skills traditionally learned through study in combination with practical exercises and that the project intends to achieve through the virtual simulation of a practice-based training experience. The vWBL logo is meant to evoke the specific need of expert precision and skills that are necessary also in the digital learning experience in order that the online training will be as much effective as the on-site one.

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 vWBL.

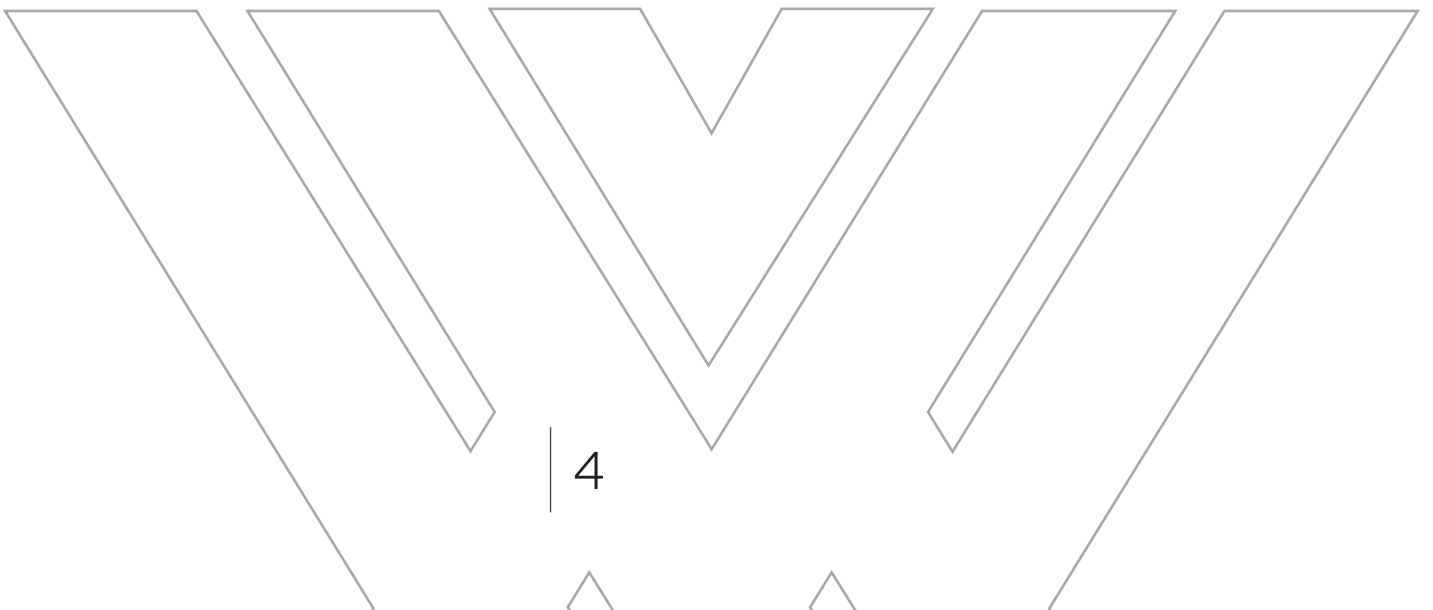
The correct use of the vWBL logo is broadly encouraged.



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

2020-1-PT01-KA202-078845

1.1 The Logo



Logo (vertical)
Version: Positive,
“standard”



virtual Work-Based Learning
to simulate real experience
in VET digital training



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to simulate real experience
in VET digital training



virtual Work-Based Learning
to simulate real experience
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Logo (vertical)
Version: Negative,
“standard”



virtual Work-Based Learning
to simulate real experience
in VET digital training

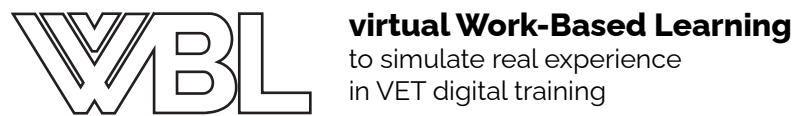
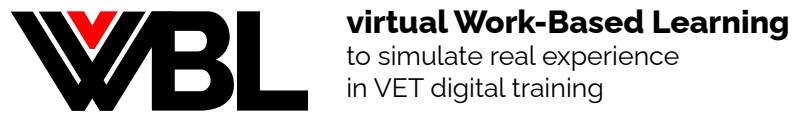


virtual Work-Based Learning
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virtual Work-Based Learning
to simulate real experience
in VET digital training

Logo (horizontal)
Version: Positive,
“standard”



Logo (horizontal)
Version: Negative,
“standard”



virtual Work-Based Learning
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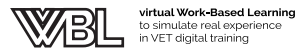
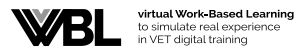
virtual Work-Based Learning
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Logo

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.



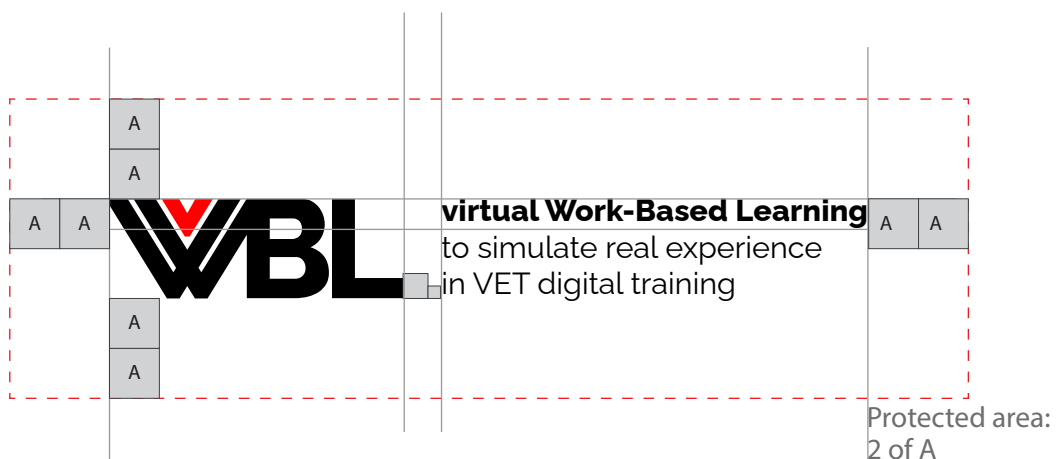
In case that the chosen printing technique does not allow a correct or unabridged reproduction of the logo, it is recommended to print only the name or the pictogram.

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



Logo

Proportions and
Protected area



Logo Colors



CMYK



C M Y K
0 0 0 99
R G B
3 3 3
030303

PANTONE



PANTONE
BLACK C



PANTONE
RED 032 C



C M Y K
0 95 86 0
R G B
236 28 36
ec1c24



CMYK



C M Y K
0 0 0 99
R G B
3 3 3
030303

PANTONE



PANTONE
BLACK C

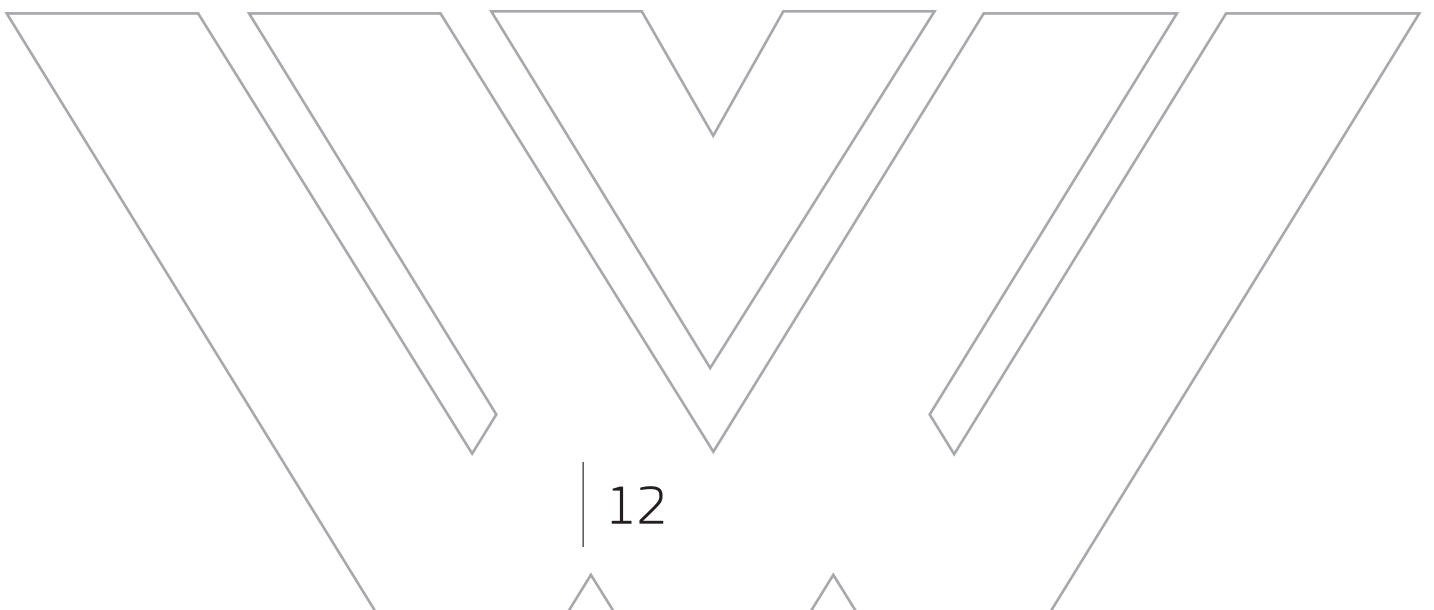


PANTONE
7539 C



C M Y K
42 33 33 12
R G B
150 150 150
969696

1.2 Typography



Typography

Logo and other formats

Raleway Extra Bold (Title of the project)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Regular (Title of the project)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Light (Body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway (Headline and titles of the text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Light Italic (Quotations and captions)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Extra Black (Emphasized titles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

