FUNDAMENTALS OF DESIGN.
CORPORATE DESIGN VISUAL IDENTITY.
Essentials of this Visual Identity Manual

The aim of this document is to set out the principles for the use of the visual identity elements for the Silver Economy Awards project powered by SEED. It is noted that the overriding aim of this manual is to build a solid brand identity and to unify all project elements.

In the event you have any question regarding the use of these elements, please contact P.A.U. Education.
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LOGO
The logo is the base element of our visual identity and should be used according to the guidelines laid out below.

The standard logo is the main logo of the Silver Economy Awards and should appear in all official communication material, documents and products unless there is a special reason for using the other logo versions.

There are five versions of the Silver Economy Awards logo in its vertical and horizontal formats.
LOGO
The greyscale or black / monochrome.
These logos are to be used for black & white printing.
LOGO HORIZONTAL
The horizontal logo is a substitute of the standard logo in cases when the applicability of the standard logo is constrained due to space or aesthetic reasons. The cases identified to date for the use of the horizontal logo are the signature on emails and the headers on mailings.
NEGATIVE VERSION
This logo may be used on document covers if it is considered aesthetically pleasing.
**PROPORTION**
Please apply the dimensions detailed on this page to ensure a uniform use of the logo in all cases.

![Diagram showing logo proportions](image)
PROTECTION AREA
For reasons of integrity and visibility, the logo should always be surrounded by a clear space, a protection area, which no other element can infringe upon.
MINIMUM SIZE
To ensure legibility of the strapline, the logo should not be smaller than the minimum size detailed on this page.

standard logo

height = 27.5 mm
width = 42 mm

horizontal version

height = 18 mm
width = 57 mm
<table>
<thead>
<tr>
<th>VERSION</th>
<th>STANDARD LOGO</th>
<th>FILE LIST</th>
</tr>
</thead>
</table>
| CMYK colour version| ![CMYK Logo](image1.png)           | TSEAwards_logo_CMYK.ai  
TSEAwards_logo_CMYK.eps  
TSEAwards_logo_CMYK.jpg |
| Pantone PMS colour version | ![Pantone Logo](image2.png)   | TSEAwards_logo_PANTONE.ai  
TSEAwards_logo_PANTONE.eps |
| RGB                | ![RGB Logo](image3.png)           | TSEAwards_logo_RGB.ai  
TSEAwards_logo_RGB.eps  
TSEAwards_logo_RGB.jpg  
TSEAwards_logo_RGB.png |
| greyscale          | ![Greyscale Logo](image4.png)     | TSEAwards_logo_grey.ai  
TSEAwards_logo_grey.eps  
TSEAwards_logo_grey.jpg  
TSEAwards_logo_grey.png |
| black monochrome   | ![Black Logo](image5.png)         | TSEAwards_logo_BLACK.ai  
TSEAwards_logo_BLACK.eps  
TSEAwards_logo_BLACK.jpg  
TSEAwards_logo_BLACK.png |
| white monochrome   | ![White Logo](image6.png)         | TSEAwards_logo_WHITE.ai  
TSEAwards_logo_WHITE.eps  
TSEAwards_logo_WHITE.jpg  
TSEAwards_logo_WHITE.png |
## THE LOGO FILE NAMES

<table>
<thead>
<tr>
<th>VERSION</th>
<th>HORIZONTAL LOGO</th>
<th>FILE LIST</th>
</tr>
</thead>
</table>
| CMYK colour version   | ![CMYK Logo](image) | TSEAwards_logo_hz_CMYK.ai  
                          TSEAwards_logo_hz_CMYK.eps  
                          TSEAwards_logo_hz_CMYK.jpg |
| Pantone PMS colour version | ![Pantone PMS Logo](image) | TSEAwards_logo_hz_PANTONE.ai  
                          TSEAwards_logo_hz_PANTONE.eps |
| RGB                   | ![RGB Logo](image) | TSEAwards_logo_hz_RGB.ai  
                          TSEAwards_logo_hz_RGB.eps  
                          TSEAwards_logo_hz_RGB.jpg  
                          TSEAwards_logo_hz_RGB.png |
| greyscale             | ![Greyscale Logo](image) | TSEAwards_logo_hz_grey.ai  
                          TSEAwards_logo_hz_grey.eps  
                          TSEAwards_logo_hz_grey.jpg  
                          TSEAwards_logo_hz_grey.png |
| black monochrome      | ![Black Monochrome Logo](image) | TSEAwards_logo_hz_black.ai  
                          TSEAwards_logo_hz_black.eps  
                          TSEAwards_logo_hz_black.jpg  
                          TSEAwards_logo_hz_black.png |
DO’S AND DON’TS
The logos should only be used in the formats specified above. Please do not modify the logo in any way.

• no 3D effect
• no shadow
• no gradient
• no distorsion
• no rotation
• no additional elements
• no busy backgrounds
• ....
STRAPLINE

POSITION
For the standard logo, the strapline is centered below the wordmark.
For the horizontal version the strapline is left aligned.

Powered by SEED

The Silver Economy Awards
Powered by SEED

Position and size of the strapline for the standard logo

The Silver Economy Awards
Powered by SEED

Position and size of the strapline for the horizontal version
LOGO TYPOGRAPHY
The logo typography is Daxline Pro. This typography should only be used in the logos.

DaxlinePro Extrabold

DaxlinePro Regular
Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
TYPOGRAPHY FOR MS OFFICE AND EMAILS

Arial is a font that should be used on all Microsoft applications and emails for uniformity of image. It has been chosen since it is available on all applications. In standard text, the colour of the font should be grey and titles yellow (see colour section page 19).

Arial Bold

ABC

Arial Regular

ABC
**COLOUR PALETTE**

The primary colours are based on the colours of the logo: yellow and grey. If more colours are needed, for example on graphs, it is proposed that the colours used by the Covenant on Demographic Change are applied.

<table>
<thead>
<tr>
<th>Primary colours</th>
<th>Secondary colours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yellow</strong></td>
<td><strong>Blue</strong></td>
</tr>
<tr>
<td>CMYK 1/28/94/0</td>
<td>CMYK 1/28/94/0</td>
</tr>
<tr>
<td>Pantone 124 C</td>
<td>Pantone 297 C</td>
</tr>
<tr>
<td>RGB 250/189/3</td>
<td>RGB 129/207/244</td>
</tr>
<tr>
<td>Hex #FABD03</td>
<td>Hex #81CFF4</td>
</tr>
<tr>
<td></td>
<td><strong>Grey</strong></td>
</tr>
<tr>
<td>CMYK 54/43/43/28</td>
<td>Pantone 424 C</td>
</tr>
<tr>
<td>RGB 111/111/111</td>
<td>RGB 111/111/111</td>
</tr>
<tr>
<td>Hex #6F6F6F</td>
<td>Hex #6F6F6F</td>
</tr>
<tr>
<td></td>
<td><strong>Pink</strong></td>
</tr>
<tr>
<td>CMYK 2/69/4/0</td>
<td>Pantone 224 C</td>
</tr>
<tr>
<td>RGB 234/112/164</td>
<td>RGB 234/112/164</td>
</tr>
<tr>
<td>Hex #EA70A4</td>
<td>Hex #EA70A4</td>
</tr>
<tr>
<td></td>
<td><strong>Green</strong></td>
</tr>
<tr>
<td>CMYK 48/21/98/5</td>
<td>Pantone 384 C</td>
</tr>
<tr>
<td>RGB 149/162/39</td>
<td>RGB 149/162/39</td>
</tr>
<tr>
<td>Hex #95A227</td>
<td>Hex #95A227</td>
</tr>
</tbody>
</table>
Templates

**TEMPLATE WORD**
For documents and notes, this template should always be used as it is a system font.
The standard logo is placed at the top left corner in a header.
The official typography, Arial, and colours must be used for the text (see page 18).

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Kindest regards

Name
Position
Insert your desired text here

Insert your desired text2 here

Lorem Ipsum es simplemente el texto de relleno de las imprentas y archivos de texto. Lorem Ipsum ha sido el texto de relleno estándar de las industrias desde el año 1500, cuando un impresor (N. del T. persona que se dedica a la imprenta) desconocido usó una galería de textos y los mezcló de tal manera que logró hacer un libro de textos especimen. No sólo sobrevivió 500 años, sino que también ingresó como texto de relleno en documentos electrónicos, quedando esencialmente igual al original. Fue popularizado en los 60s con la creación de las hojas "Letraset", las cuales contenían pasajes de Lorem Ipsum, y más recientemente con software de autoedición, como por ejemplo Aldus PageMaker, el cual incluye versiones de Lorem Ipsum.
Thank you!

www.silvereconomyawards.eu

@silvereconaward
#silvereconomyawards
Lorem ipsum es simplemente el texto de relleno de las imprentas y archivos de texto. Lorem Ipsum ha sido el texto de relleno estándar de las industrias desde el año 1500, cuando un impresor (N. del T. persona que se dedica a la imprenta) desconocido usó una galería de textos y los mezcló de tal manera que logró hacer un libro de textos especimen. No sólo sobrevivió 500 años, sino que también ingresó como texto de relleno en documentos electrónicos, quedando esencialmente igual al original. Fue popularizado en los 60s con la creación de las hojas “Letraset”, las cuales contenían pasajes de Lorem Ipsum, y más recientemente con software de autodiálisis, como por ejemplo Aldus PageMaker, el cual incluye versiones de Lorem Ipsum.

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### AGENDA

<table>
<thead>
<tr>
<th>Activity 01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity 02</td>
</tr>
<tr>
<td>Activity 03</td>
</tr>
<tr>
<td>Activity 04</td>
</tr>
<tr>
<td>Activity 05</td>
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<tr>
<td>Activity 06</td>
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<td>Activity 07</td>
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<tr>
<td>Activity 08</td>
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<td>Activity 09</td>
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<tr>
<td>Activity 10</td>
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<tr>
<td>Activity 11</td>
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<tr>
<td>Activity 12</td>
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<tr>
<td>Activity 13</td>
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<tr>
<td>Activity 14</td>
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<tr>
<td>Activity 15</td>
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<tr>
<td>Activity 16</td>
</tr>
<tr>
<td>Activity 17</td>
</tr>
<tr>
<td>Activity 18</td>
</tr>
<tr>
<td>Activity 19</td>
</tr>
</tbody>
</table>

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731553.*
Dear XX

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Best regards,

Address:
Phone:

Name (Arial – Bold, 12pt)
Telephone (Arial – Bold, 10pt)
Sender’s email – address (Arial – Bold, 10pt)

www.silvereconomyawards.eu (Arial – Bold, 9pt)
@silvereconomyawards
#silvereconomyawards
**TEMPLATES**

**TEMPLATE INVITATION**

For invitations created in-house with Microsoft Office applications, the font Arial should be used. If the invitation is created by designers and/or printers, please use the Myriad Pro font. Official colours should be applied.

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**Invitation 297 x 210 mm, Arial (in-house)**

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**Invitation 210 x 105 mm, Myriad Pro (professional)**
THE EU EMBLEM

To communicate that the Silver Economy Awards is a project which receives funding from the European Union, the EU emblem should be used in all documents together with the sentence detailed across. For further information, see the European Commission’s visual identity manual.

The European Commission requires the incorporation of a disclaimer which excludes its responsibility for content.

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Please note that the minimum width of the EU emblem is 10mm.

Examples of EU emblem + sign-off (Arial)

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 727625.

Disclaimer (Arial)

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