



Value creation to foster resilience,
sustainability and empowerment
of European VET system

VISUAL IDENTITY

MANUAL OCTOBER 2024



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: Negative, "standard"</i>
9	<i>Logo Minimum size and alternative uses</i>
10	<i>Logo Proportions and Protected area</i>
11	<i>Logo Colors and Categories</i>
12	<i>1.2 Typography</i>
13	<i>Typography Logo and other formats</i>

Introduction

This document supports the visual identity and the branding strategy of the European Erasmus plus project 2024-1-EE01-KA220-VET-000251439.

The logo of the project QUALITAS “Value creation to foster resilience, sustainability and empowerment of European VET system” consists of two core elements as follows.

TRAINING. Three aligned elements represent “training”: the central one is an “open book”, as symbol of the traditional training, usually characterized by paper-based teaching material; the traditional training opens onto the two lateral ones, which are the symbols of the broader educational learning dimensions, namely the education and professional training carried out also making use of various modern and effective tools. In addition to this, the lateral elements has the form of arrows, thus symbolizing the process to emancipate and facilitate transmission, and the relationships between individual and collective teaching and learning as well.

VALUE. The new tools of education and professional training create an innovative value that is symbolized in the logo by the “diamond”. In addition to the concept of value as highest level of objectives and expectations, the diamond stands also for the value concreteness of the needs of the current job market.

The correct use of the QUALITAS logo is broadly encouraged.



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the European Union**

2024-1-EE01-KA220-VET-000251439

1.1 The Logo



Logo (vertical)
Version: Positive,
"standard"



Logo (vertical)
Version: Negative,
"standard"



QUALITAS

Value creation to foster resilience,
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QUALITAS

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QUALITAS

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Logo (horizontal)
Version: Positive,
"standard"



QUALITAS

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QUALITAS

Value creation to foster resilience, sustainability
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Logo (horizontal)
Version: Negative,
"standard"



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.

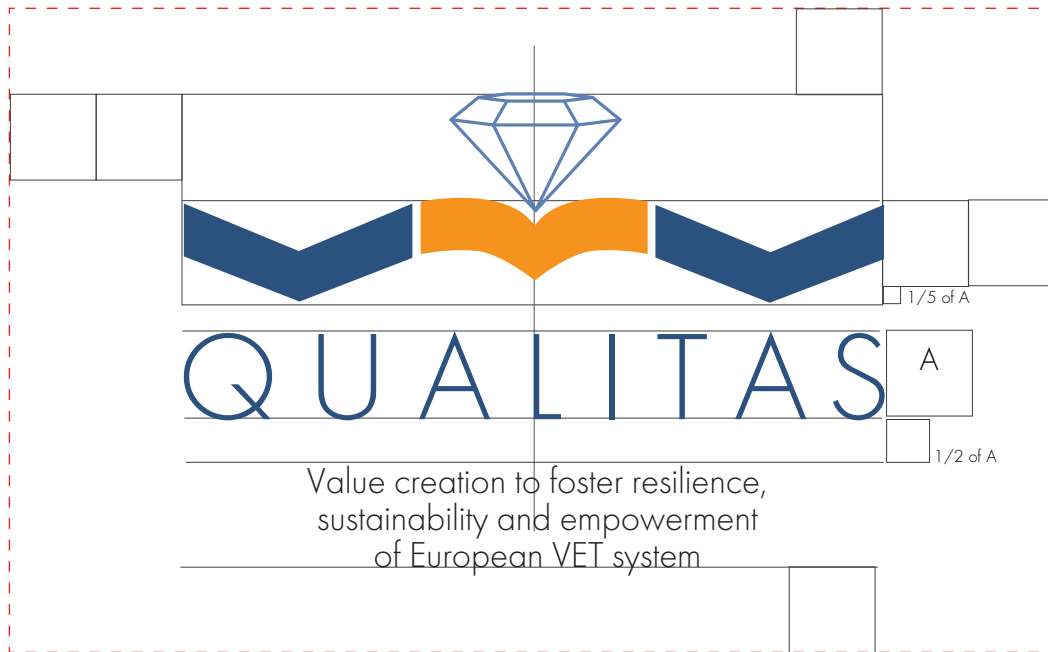
The below alternative versions may be used for printing in 1 color at small dimensions.

QUALITAS

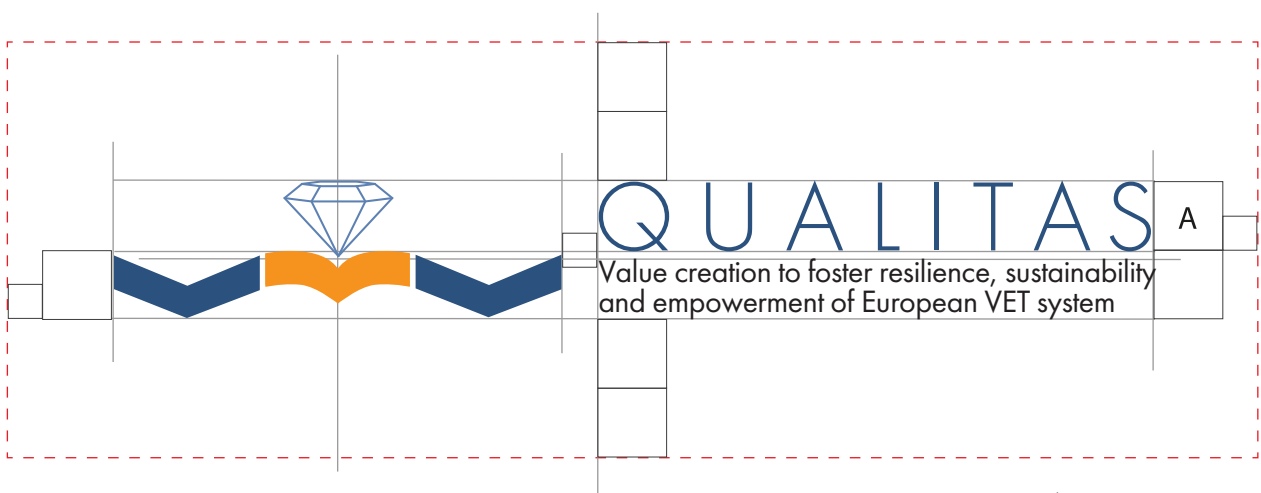


Logo

Proportions and
Protected area



Protected area:
1,5 of A Vertical
2 of A Horizontal



Protected area:
2 of A Vertical
1,5 of A Horizontal

Logo Colors



PANTONE
LPC 2056
CMYK
58 36 0 51
RGB
53 81 126
WEB
#2b 51 7e



PANTONE
S 1070-Y30R
CMYK
0 40 88 4
RGB
246 147 30
WEB
#f6 93 1e



PANTONE
BS 115
CMYK
48 28 0 30
RGB
93 129 178
WEB
#5D81B2



PANTONE
S 7500-N
CMYK
0 0 0 69
RGB
79 79 79
WEB
#4f 4f 4f



PANTONE
SW 6206
CMYK
0 0 0 33
RGB
172 172 172
WEB
#ac ac ac



PANTONE
00NN 20/000
CMYK
0 0 0 51
RGB
126 126 126
WEB
#7e 7e 7e

1.2 Typography

Typography

Logo and other formats

Futura LT Light (Logo)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light (Body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular (Headline and titles of the text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Italic (Quotations and captions)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Extra Bold (Emphasized titles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

