Project Corporate Identity

DEL 5.2 – WP5

The VIRTUAL Visual Identity Handbook, provides detailed instructions and guidelines for maintaining the visual consistency and integrity of the project.

It serves as a reference for anyone involved in creating or using materials that represent the brand, ensuring that all communications align with the brand's image and values. Below, outlined the key components.

1. Brand Introduction:
   o Overview of the brand's mission, values, and *history* of the project

   1. Overview of the VIRTUAL Project:

   Mission: The VIRTUAL project is driven by a mission to revolutionize vocational education in the tourism sector across Italy, Albania, Kosovo, and North Macedonia. It aims to equip learners and professionals with cutting-edge skills and competencies that meet the evolving demands of the tourism industry.

   Values: The project is guided by core values of innovation, inclusivity, collaboration, and sustainability. These values underpin every aspect of our work and reflect our commitment to excellence in vocational education and sustainable tourism practices.

   History: VIRTUAL project is the result of collaborative efforts between educational institutions, industry partners, and government agencies in the four participating countries. It emerged as a response to the need for a comprehensive and forward-looking approach to vocational education in the tourism sector.

   2. Importance of a Consistent Visual Identity:

   Brand Recognition: A consistent visual identity is essential for the VIRTUAL project to establish a strong and recognizable brand presence. It allows stakeholders, partners, and the public to easily identify and connect with our project's materials and initiatives.

   Professionalism: A cohesive visual identity conveys professionalism and dedication to our mission. It ensures that all project-related materials, whether it's websites, brochures, or reports, maintain a polished and trustworthy appearance.

   Clarity and Unity: In a collaborative project involving multiple organizations and countries, a consistent visual identity serves as a unifying element. It helps to streamline communication, reinforce our shared goals, and foster a sense of belonging among project participants.

   Impactful Communication: By adhering to a consistent visual identity, we enhance the effectiveness of our communication efforts. It ensures that our messages are conveyed clearly and coherently, which is crucial when disseminating knowledge and resources in the field of vocational education.

Long-Term Recognition: Over time, a strong and consistent visual identity builds recognition and trust among our target audience, including students, educators, industry partners, and policymakers. This recognition is vital for the sustained success and influence of the VIRTUAL project.

2. **Logo Usage:**

  o   Guidelines for logo variations, including color, size, and orientation.

V.I.R.Tu.A.L

VOCATIONAL INNOVATION RENEWING TOURISM ADVANCED LEARNING

Logo - color

Original icon

Black icon

White icon

Text style

V.I.R.Tu.A.L

DOCKER ONE

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

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Color palette

C: 80%
M: 10%
Y: 45%
K: 0%

#00a19a

C: 50%
M: 0%
Y: 100%
K: 0%

#95c11f

V.I.R.Tu.A.L
Vocational Innovation Renewing Tourism Advanced Learning

Logo - black

V.I.R.Tu.A.L
Vocational Innovation Renewing Tourism Advanced Learning

Logo - white

V.I.R.Tu.A.L
Vocational Innovation Renewing Tourism Advanced Learning

Logo - different colored background

V.I.R.Tu.A.L
Vocational Innovation Renewing Tourism Advanced Learning

Logo - different colored background

- o Clear spacing and minimum size requirements.
- o Rules for the placement of the logo on different materials and backgrounds.

Logo Clear Space: To ensure the visual integrity and impact of the VIRTUAL project logo, a clear space equal to the height of the letter "V" in the logo should be maintained on all sides. No other text, graphics, or elements should encroach upon this designated clear space.

Minimum Size Requirements:

Logo Minimum Size: The VIRTUAL project logo should never be reproduced at a size smaller than [specify dimensions in inches or centimeters], measured from the outermost edges of the logo. This minimum size is essential to maintain legibility and the overall impact of the logo in various applications.

Logo Placement on Different Materials and Backgrounds:

Light Backgrounds: When placing the logo on light-colored backgrounds, always use the full-color version of the logo. Ensure that there is sufficient contrast between the logo and the background to maintain visibility and legibility.

Dark Backgrounds: When placing the logo on dark-colored backgrounds, use the white or light-colored version of the logo. Again, ensure adequate contrast for clarity.

Transparent Backgrounds: In cases where a transparent background is used, the logo should be in full color. Adjust the logo's color to maintain legibility and visibility based on the content behind it.

Document Layouts: For the present document layout and all project-related materials, the logo should be prominently placed in the [specific location, e.g., top right corner] to ensure consistent branding. The logo size should conform to the minimum requirements specified above.

Partners' Documents: Partners involved in the project may create their own documents and materials related to the VIRTUAL project. They are encouraged to adhere to the clear spacing and minimum size requirements outlined in this Visual Identity Handbook. However, partners may define additional requirements for logo placement and usage in their specific materials as needed. Any such variations should maintain the overall brand consistency.

3. Color Palette:
   - o Specification of primary and secondary brand colors with color codes (e.g., RGB, CMYK, HEX).
   - o Usage guidelines for each color, including backgrounds and text.

General Color Usage Guidelines:

Maintain a consistent color scheme throughout all VIRTUAL project materials to reinforce brand recognition.

Ensure sufficient contrast between text and background colors to guarantee readability.

Use primary and secondary colors judiciously to maintain visual harmony and avoid overwhelming design elements.

When translating digital designs to print materials, follow the provided CMYK color values for accurate color reproduction.

Regularly review materials to ensure that colors are applied consistently and adhere to brand guidelines.

4. Typography:
   o Selection of typefaces (fonts) for headings, subheadings, and body text.
   o Font size and spacing guidelines for various applications.
   o Rules for using alternative fonts in cases where primary fonts are unavailable.

Font Selection:

Headings: For headings, use "Arial Nova Cond." This font imparts a modern and professional appearance, enhancing the document's readability and visual appeal.

Subheadings: "Bahnschrift SemiCondensed" is the designated font for subheadings. Its semi-condensed nature balances readability and space economy, making it ideal for subheadings.

Body Text: The primary font for body text is "Arial Nova Cond," as it ensures a clear and legible reading experience.

Font Size and Spacing Guidelines:

Headings: Maintain consistent font sizes for headings. For example, use [specific font size] for main section headings and [specific font size] for subsection headings. Ensure ample spacing between headings and text to create visual hierarchy.

Subheadings: Specify the font size for subheadings, such as [specific font size]. Adequate spacing between subheadings and body text is essential for clarity and readability.

Body Text: The font size for body text should be set at [specific font size]. Maintain proper line spacing (line height) to enhance legibility, typically [specific line spacing].

Rules for Using Alternative Fonts:

In cases where the primary fonts, "Arial Nova Cond" and "Bahnschrift SemiCondensed," are unavailable or not supported, follow these rules:

Alternative Fonts: The first preference for alternative fonts should be sans-serif typefaces that closely resemble the primary fonts. Prioritize fonts that maintain the visual style and readability of the primary choices.

Compatibility Testing: Before finalizing alternative fonts, conduct compatibility testing to ensure they render consistently across various platforms and devices.

Font Approval: Any alternative fonts must be approved by the project's design or branding team to ensure they align with the project's visual identity.

Documentation: Document the alternative fonts in the Visual Identity Handbook, including their names, characteristics, and where they should be used.

Consistency: Maintain consistency in font size, spacing, and layout when using alternative fonts. Ensure that the overall visual identity of the project is not compromised.

5. Imagery and Photography:
   o Guidelines for the use of imagery, photographs, and graphics.
   o Recommended image styles, filters, and editing techniques to maintain a consistent look and feel.

Relevance: Ensure that all imagery aligns with the project's mission, values, and objectives. Images should support and enhance the content they accompany.

Quality: Use high-resolution images and photographs to maintain a professional appearance. Blurry or pixelated images should be avoided.

Consistency: Maintain a consistent style and tone across all imagery to reinforce the project's visual identity.

Source and Copyright: Use images, photographs, and graphics from reputable sources or ensure that you have the appropriate permissions and licenses to use them. Avoid copyrighted material without proper authorization.

Diversity and Inclusivity: Strive for diversity and inclusivity in the imagery used, reflecting the project's commitment to these values.

Recommended Image Styles, Filters, and Editing Techniques:

Color Palette: Apply the project's primary and secondary brand colors to images, such as in overlays or borders, to tie them to the visual identity.

Consistent Tone: Maintain a consistent tone and mood in imagery. If using filters or color correction, apply them uniformly to create a cohesive look.

Image Consistency: Ensure that images used throughout project materials share a common style or theme. For example, if using photographs, opt for a specific photographic style (e.g., natural, candid, or stylized) and stick with it.

Image Cropping: Crop images strategically to highlight focal points and maintain a clean and organized appearance. Consider the use of specific aspect ratios for consistency.

Branding Integration: Incorporate the VIRTUAL project logo or other branding elements subtly into images or graphics when applicable, without overshadowing the main content.

Editing Tools: Use professional image editing software or tools to enhance and optimize images for print and digital use. Pay attention to details like contrast, brightness, and sharpness.

Image Metadata: Ensure that image metadata includes relevant descriptions and keywords to aid in search and categorization.

Accessibility: If images contain text, provide alternative text descriptions (alt text) for accessibility purposes.

Testing: Before finalizing image selections, conduct user testing or gather feedback to ensure that the chosen images resonate with the project's target audience.

6. **Graphic Elements:**
   - Specification of design elements such as patterns, textures, icons, and illustrations.
   - Rules for how and where these elements can be incorporated in visual materials.

Specification of Design Elements:

Patterns and Textures:

Patterns and textures should evoke themes related to education, innovation, and the project's geographical scope (Europe) and tourism.

Consider using subtle, non-distracting patterns or textures as background elements to create visual interest without overwhelming the content.

Icons:

Develop a set of custom icons that represent key concepts or actions relevant to the project, such as learning, collaboration, innovation, and tourism.

Ensure that icons are easily recognizable and legible, even at small sizes.

Illustrations:

Create custom illustrations that convey the project's mission and values, focusing on aspects like vocational education, cultural diversity, and sustainable tourism.

Illustrations should be consistent in style, using colors from the project's palette.

Rules for Incorporation:

Background Patterns and Textures:

Use patterns and textures sparingly and as background elements in documents, presentations, and web materials.

Ensure that they do not distract from the primary content but enhance the overall visual appeal.

Icons:

Icons should be used to supplement and clarify content, such as in infographics, navigation menus, or instructional materials.

Maintain a consistent size and style for icons throughout materials.

Illustrations:

Integrate custom illustrations into materials to visually represent complex concepts, particularly in educational content and presentations.

Place illustrations strategically to break up text-heavy sections and engage the audience.

Consistency:

Ensure that patterns, icons, and illustrations are consistent with the project's color palette, typography, and overall visual identity.

Develop guidelines for when and where each design element should be used to maintain a cohesive look and feel.

Accessibility:

Consider accessibility standards when using patterns, icons, and illustrations to ensure that all audiences can access and understand the content.

Provide alternative text for non-text elements, such as icons and illustrations, for users with disabilities.

Testing and Feedback:

Before finalizing design elements and their placement, gather feedback from target users to ensure that they effectively convey intended messages and resonate with the project's themes.

7. Layout and Design:
   - Guidelines for document layout, including margins, grids, and templates.
   - Recommendations for maintaining a cohesive design across various materials, such as brochures, websites, and social media.

Document Layout Guidelines:

Margins: Maintain consistent margins throughout all project materials. Typically, set margins to [specific measurements, e.g., inches or centimeters] on all sides to ensure readability and a professional appearance.

Grid System: Implement a grid system to establish a sense of structure and consistency in document layouts. Align text, images, and design elements to the grid for uniformity.

Templates: Develop templates for various types of project documents, such as reports, presentations, and flyers. These templates should include predefined margins, typography, color schemes, and placeholders for logos and other branding elements.

Whitespace: Embrace whitespace generously to enhance readability and visual appeal. Adequate spacing between text, images, and other elements creates a clean and organized layout.

Cohesive Design Recommendations:

Consistent Visual Elements: Ensure that key visual elements, such as logos, color palettes, and typography, are consistent across all materials, including brochures, websites, social media profiles, and presentations.

Branding Guidelines: Document the project's branding guidelines in detail to provide clear instructions on the use of visual elements and maintaining consistency. Distribute these guidelines to all project stakeholders.

Responsive Design: If creating digital materials (websites, social media posts, etc.), prioritize responsive design to ensure that content adapts well to various screen sizes and devices.

User-Centered Design: Consider the needs and preferences of your target audience when designing materials. User-centered design principles help ensure that content is engaging and accessible.

Visual Hierarchy: Implement a clear visual hierarchy in all materials, highlighting important information with appropriate fonts, sizes, and colors. This ensures that users can quickly grasp key messages.

Cross-Platform Consistency: Maintain design consistency across different platforms and media. Colors, fonts, and branding should appear consistent whether in print or digital formats.

Accessibility: Ensure that all design elements and layouts are accessible to individuals with disabilities. Follow relevant accessibility guidelines to provide an inclusive user experience.

Testing and Iteration: Continuously test and gather feedback on design elements and layouts to refine and improve the user experience. Iterate based on user insights and evolving design trends.

Adaptation for Different Materials: While maintaining consistency, adapt design elements to suit the unique requirements and constraints of different materials. For example, consider how the same design adapts to a printed brochure versus a social media post.

Collaboration: Foster collaboration among project team members, designers, and content creators to ensure that design and content align seamlessly. Regular communication is key to achieving cohesive design.

8. Language and Tone:
   - Instructions on the brand's voice and tone in written communications.
   - Examples of language dos and don'ts to ensure consistent messaging.

Brand Voice and Tone Instructions:

Brand Voice: The VIRTUAL project's brand voice should reflect professionalism, innovation, inclusivity, and a commitment to educational excellence.

Tone: The tone in written communications should strike a balance between approachable and authoritative. It should convey expertise while remaining accessible and engaging.

Clarity: Prioritize clarity and simplicity in language to ensure that content is easily understood by a diverse audience, including non-native English speakers.

Inclusivity: Use inclusive language that respects diversity and cultural sensitivity. Avoid biased or exclusive language that may alienate any audience segment.

Educational Focus: Emphasize the project's commitment to education, vocational training, and sustainable tourism practices in all written materials.

Examples of Language Dos and Don'ts:

Dos:

Do Use Inclusive Language:

Example: "Our project welcomes participants from diverse backgrounds."

Do Maintain Clarity:

Example: "Our vocational programs empower learners with essential skills."

Do Promote Innovation:

Example: "We embrace cutting-edge technology to enhance education."

Do Highlight Collaboration:

Example: "Our collaborative efforts have a global impact."

Do Emphasize Educational Excellence:

Example: "We are dedicated to fostering excellence in vocational education."

Don'ts:

Don't Use Jargon or Technical Language Unnecessarily:

Example: "We leverage paradigm-shifting synergies to optimize pedagogical outcomes."

Don't Use Exaggerated Claims:

Example: "Our project is the best in the world" (without supporting evidence).

Don't Neglect Cultural Sensitivity:

Example: Avoid cultural stereotypes, biased language, or references that may be offensive.

Don't Oversimplify Complex Concepts:

Example: Oversimplification can compromise the accuracy and depth of educational content.

Don't Exclude Any Audience:

Example: Avoid language or references that might alienate specific groups or demographics.

These language dos and don'ts will help maintain a consistent and appropriate tone in all written communications for the VIRTUAL project. They align with the project's values and mission, ensuring that messaging is both informative and engaging while respecting diverse audiences and educational objectives.

9. Digital and Social Media Guidelines:
   - Specifications for profile pictures, cover photos, and banner images on social media platforms.
   - Guidelines for email signatures, PowerPoint templates, and other digital assets.

Specifications for Social Media:

Profile Pictures:

Profile pictures should be square with dimensions of 200x200 pixels..

For high-resolution displays, prepare an alternative profile picture with dimensions of 400x400 pixels.

Cover Photos/Banner Images:

Cover photos or banner images should have a 16:9 aspect ratio and dimensions of 1200x675 pixels. Use the project's primary color as the background, and overlay it with the project's logo in the top-left corner.

PowerPoint Templates:

Create PowerPoint templates using the project's color palette. Include a title slide with the project logo and a consistent background. Use "Arial Nova Cond" for slide titles and "Bahnschrift SemiCondensed" for content.

Specify that images should be scaled to a maximum width of 800 pixels and have a resolution of at least 150 DPI.

Other Digital Assets:

For PDF templates, maintain a consistent header and footer design with the project logo, page numbers, and document title.

Specify the use of infographic templates that follow the project's color scheme and font guidelines.

Video intros/outros should feature a brief animation of the project logo, lasting no more than 5 seconds.

Consistency Across Digital Platforms:

Profile Consistency:

Ensure that all official VIRTUAL project social media profiles use the same profile picture and cover photo as specified. Team members should also follow these guidelines for their personal profiles if representing the project.

Responsive Design:

Confirm that email signatures and PowerPoint templates are designed to adapt to various screen sizes, such as desktop monitors and mobile devices.

Updates and Revisions:

Schedule regular reviews to update digital assets in response to changes in branding or messaging. Ensure that all team members are informed of and implement these updates promptly.

Training and Support:

Conduct training sessions for project team members to guide them on implementing these digital and social media guidelines effectively. Provide ongoing support for any questions or issues that arise.

10. Printing and Production:
- o Recommendations for print materials, including paper types and printing techniques.
- o Specifications for packaging and promotional items.

Recommendations for Print Materials:

Paper Types:

For brochures, reports, and promotional materials, choose high-quality, environmentally friendly paper with a weight of at least 150gsm (grams per square meter).

Consider using recycled or FSC-certified paper to align with the project's commitment to sustainability.

Printing Techniques:

Utilize offset printing for high-quality, large-volume print materials like brochures and reports.

For smaller quantities or materials requiring customization, consider digital printing.

Emphasize the use of eco-friendly, vegetable-based inks to minimize environmental impact.

Finishes:

Apply matte or satin finishes to printed materials for a professional and sophisticated appearance.

Consider spot gloss or UV coating for specific design elements or to highlight key visuals.

Binding:

Use saddle-stitch binding for brochures and reports with a lower page count.

For larger documents, opt for perfect binding, which provides a durable and polished finish.

Specifications for Packaging and Promotional Items:

Packaging:

Design packaging for physical materials, such as informational kits or educational resources, to incorporate the VIRTUAL project logo and color palette.

Specify the use of sustainable and recyclable packaging materials to align with the project's commitment to eco-friendliness.

Promotional Items:

Ensure that promotional items, such as branded pens, tote bags, or USB drives, prominently feature the VIRTUAL project logo and adhere to the project's color and design guidelines.

Collaborate with eco-friendly suppliers for promotional items made from sustainable materials.

Quality Control:

Implement quality control checks during the production process to ensure that print materials, packaging, and promotional items meet the project's standards for color accuracy and branding consistency.

Distribution:

Plan for efficient distribution of printed materials and promotional items to project partners, stakeholders, and target audiences. Consider eco-friendly shipping and distribution methods.

Eco-Friendly Printing and Production:

Sustainability: Emphasize the project's commitment to sustainability by selecting sustainable materials and printing techniques, minimizing waste, and considering the environmental impact of production.

Local Sourcing: Whenever possible, source materials and production services locally to reduce carbon footprint and support local businesses.

Recycling: Encourage the recycling of printed materials and packaging after their use, and provide information on responsible disposal practices.

Promotional Items: Prioritize the use of promotional items that have a long lifespan and are less likely to end up as waste.