LinkTADs

D8.2 Visual identity

This project is supported by the Seventh Framework Programme of the European Union.
Grant agreement no: 613804

Project no.: 613804

Project acronym: LinkTADs

Project title: Linking Epidemiology and Laboratory Research on Transboundary Animal Diseases and Zoonoses in China and EU

Instrument:

KBBE.2013.1.3-04: Coordination of research between EU and China on major infectious diseases of animals and zoonoses

D8.2
Visual Identity

Due date of deliverable: Month 3

Start date of project: November 1st 2013 Duration: 3 years

Organisation name of lead contractor for this deliverable: (**Europa Media Non-Profit Ltd.**) (Partner No 2.)

Author list

Name	**Organisation**
Gabriella Lovasz	Europa Media

Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)		
Dissemination Level		
PU	Public	**x**
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

History			
Version	**Date**	**Reason**	**Revised by**
01	9/12/2013	Introduced at the kick-off meeting	All partners at the kick-off meeting – accepted logo, comments on the website
02	29/01/2014	Revised version	Daniel Beltran Alrcudo, FAO; Daniela Coutinho, SPI

Partnership

Food and Agriculture Organization of the United Nations

Europa Media Non-profit Ltd.

Royal Veterinary College

Centre de Coopération Internationale en Recherche Agronomique pour le Développement.

National Veterinary Institute

Shanghai Veterinary Research Institute

Harbin Veterinary Research Institute

China Animal Health and Epidemiology Center

Beijing Chinese Center for Disease Control and Prevention

Sociedade Portuguesa de Inovação

Huazhong Agricultural University

Contents

Executive summary 2

Project Logo 4

Headings 9

A few pictures on the website 12

LinkTADs

01. Summary

Executive summary

As part of the WP8, Dissemination and sustainability, FAO/SPI will develop a Dissemination Plan to ensure that the LinkTADs project creates strong awareness among the project's target groups, and that the project achieves its full potential impact on them.

As part of this, EM created a distinctive, original visual identity for the project, which will be used for all templates issued by SPI (PowerPoint presentations, leaflets, posters, brochures, etc.).

Deliverable 8.1 introduces the visual identity.

LinkTADs

02.

Project logo

Project Logo

Before any communication can be properly executed, a visual identity needs to be developed to reflect the project vision and key concepts, which will be used in all communication channels and materials produced according to the needs of the project.

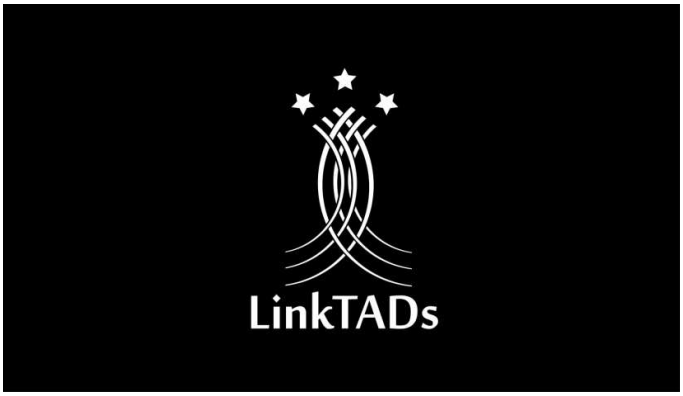
The project logo defines the project's visual identity, creates an easily recognisable "image" and helps to improve the visibility. It should be used prominently in all dissemination tools and printed materials.

In line with the project's goal of joining European and Chinese forces, the project logo takes into account both European and Chinese graphic elements. The colours and design of the project logo characterises the visual identity of all the dissemination tools.

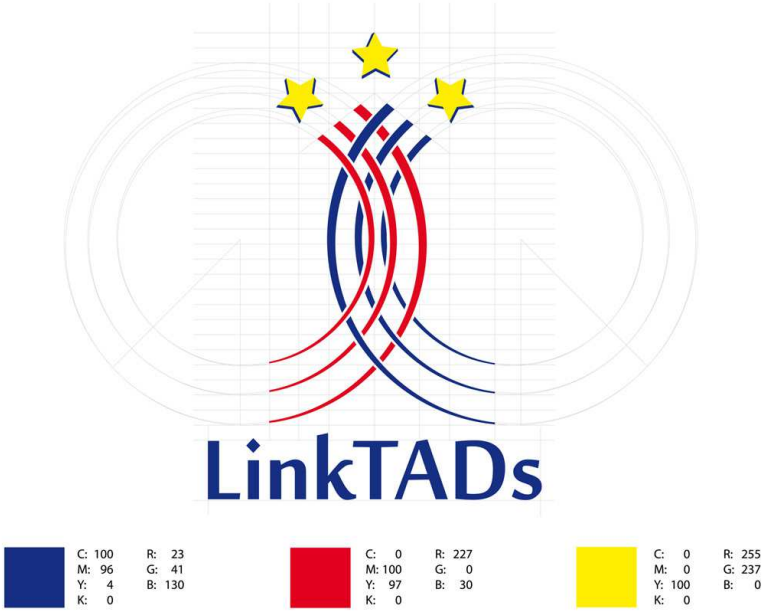
Logo on dark background:

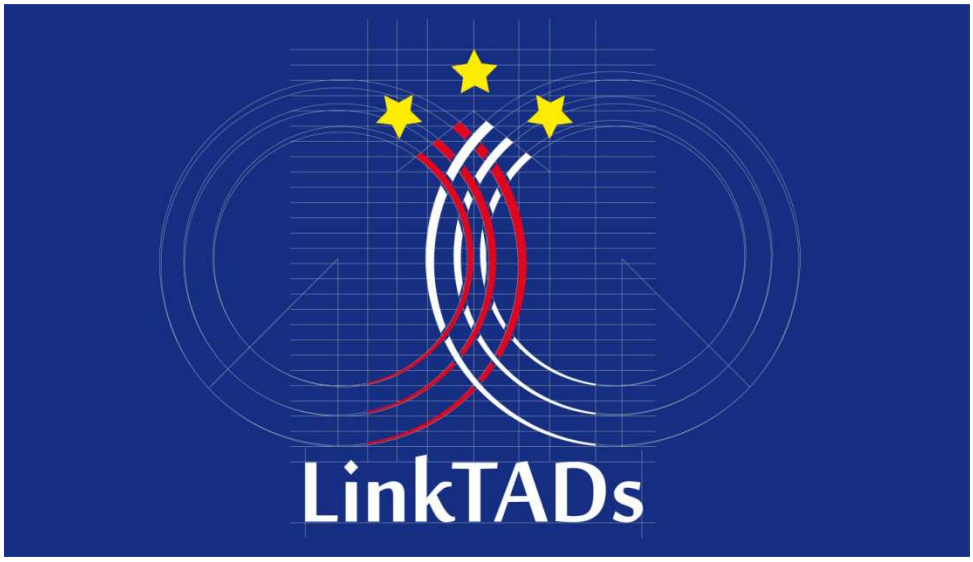
All-black logo:

All-white logo:



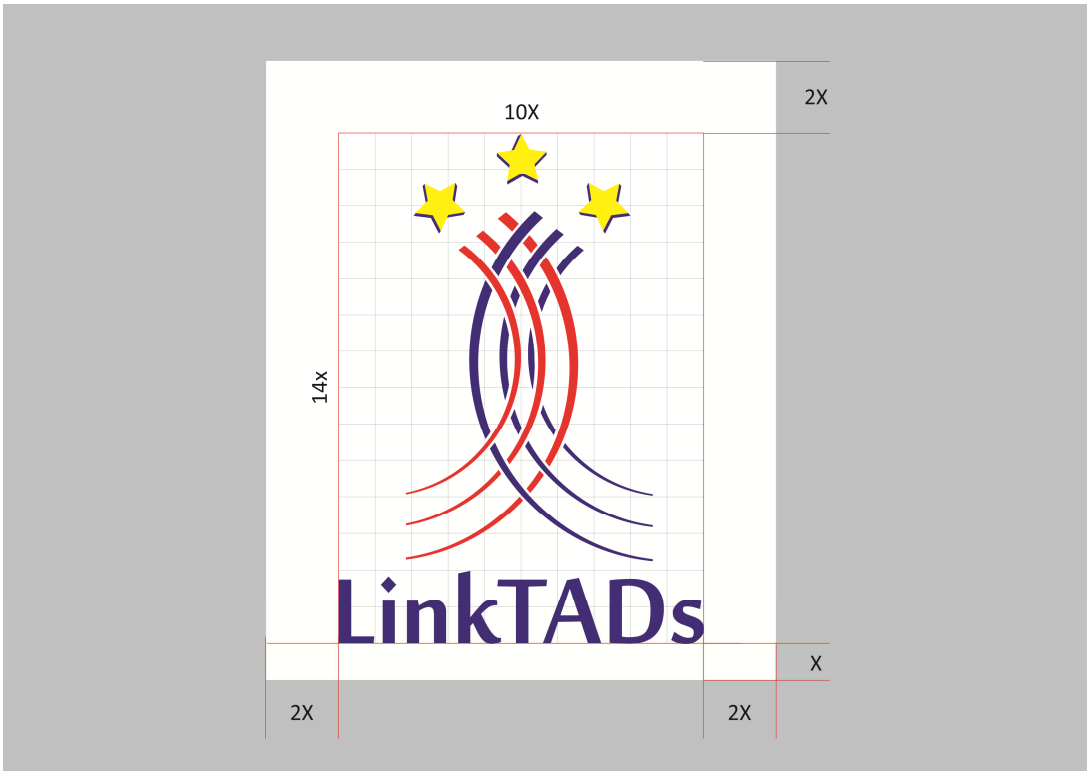
Vertical layout:





Horizontal layout:

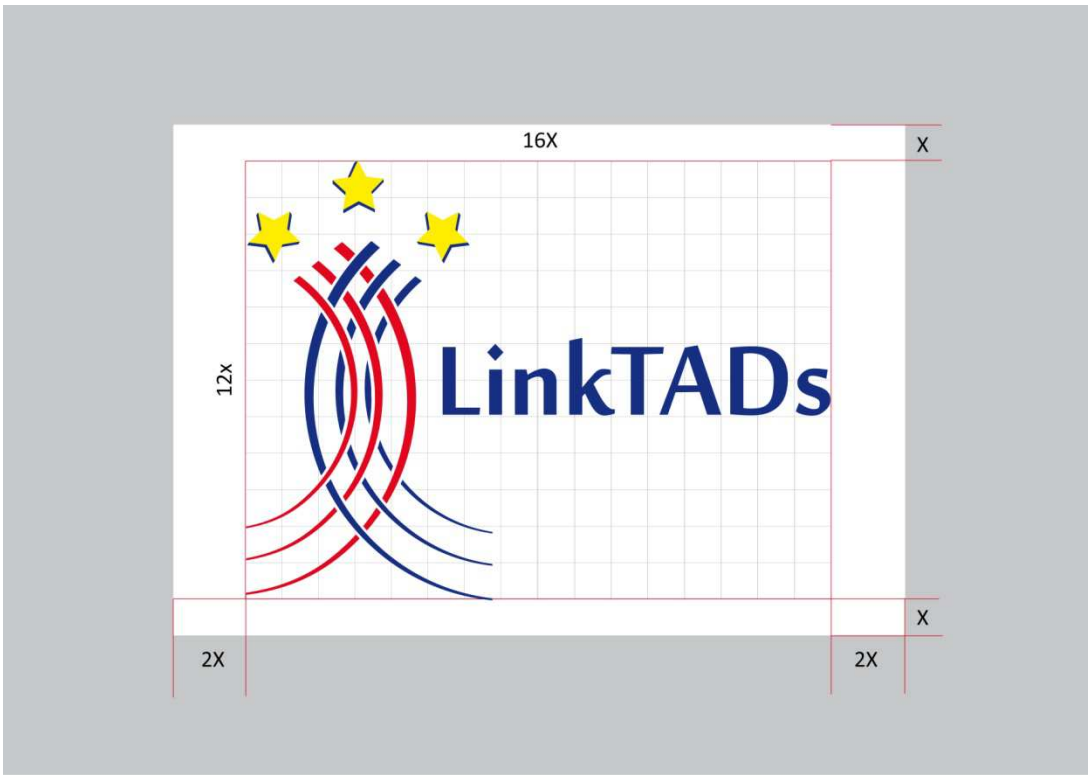
Minimum clear space and minimum size:



minimum size:

17,5 mm x 12,5 mm

42 x 30 px



minimum size:

15 mm x 20 mm

18 x 36 px

Typography

Logotype: Moolboran Regular

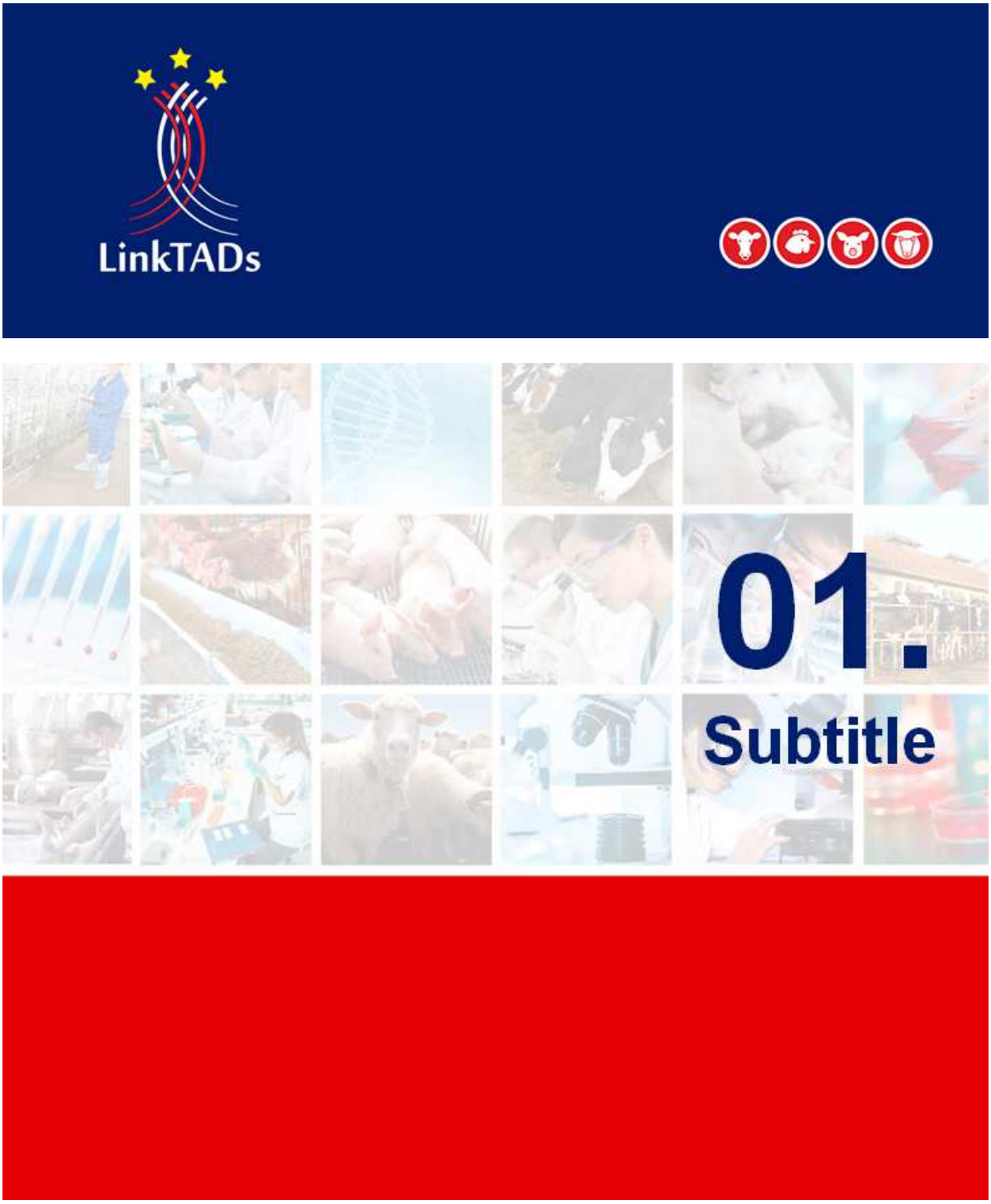
text: Calibri

Headings

The colours in the logo and the colours and the map in the website heading represent EU-China collaboration and the 4 animal icons represent the topic of the project activities.

Heading on the website

As seen in this deliverable as well, for documents and reports SPI has developed a tailored design.



Template for the reports

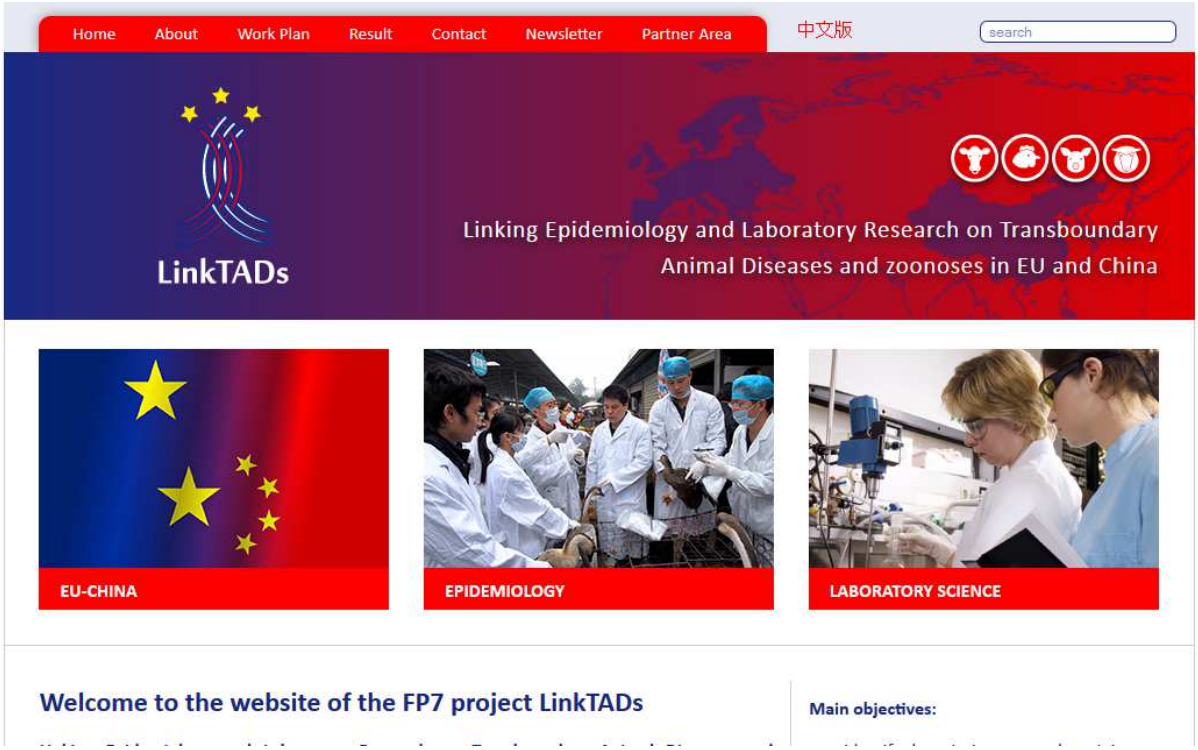
LinkTADs

03.

Screenshots on the website

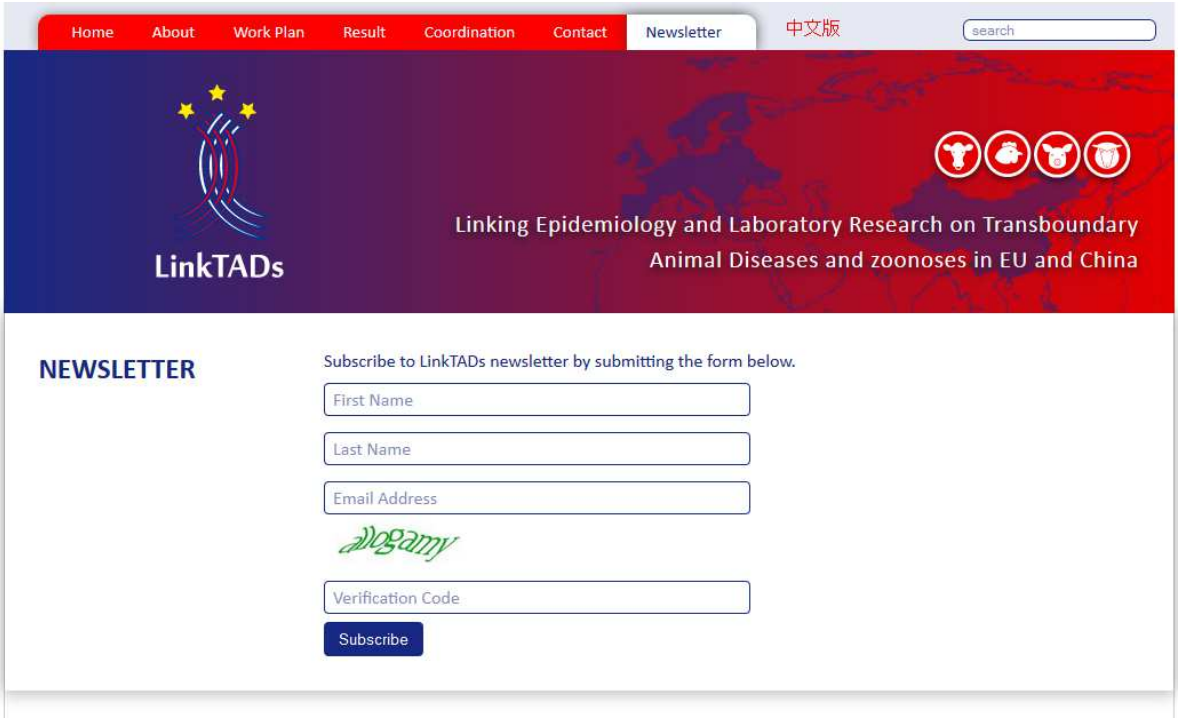
A few pictures on the website

LinkTADs website heading



Home Page

About section



Newsletter subscription