Brand **Manual**

Biodiversity is **life.**
Biodiversity is **our life.**

Meticulous **Minimal** Structured **Geometric** Creative

Brand Guidelines (also commonly referred to as 'brand standards', 'style guide' or 'brand book') are essentially a set of rules that explain how your brand works. These guidelines typically include basic information such as:

Design layouts and grids/Social media profile page applications/Brochure/flyer layout options/Website layout/Signage specifications/Advertising treatments/Merchandising applications/Copywriting style (a.k.a. 'tone of voice')/Editorial guidelines

Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

Brand Values (LHS)
To make sure our brand identity is used correctly across different media, we defined a set of principles.
- -

1.01
Logo & Mark

HELP

DESCRIPTION

This brand manual is accompanied by LifeWatch ERIC logo in a range of formats including .EPS, .AI and .PNG. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

Please find below the recently re–designed version of the LifeWatch ERIC logo

LOGO MARK COL 1

A.
On the white background Version 1 of the logo is used. (Colour values in palette section)

B.
National logos declined as the LifeWatch ERIC logo mark

1.02
Logo Variations

HELP

DESCRIPTION

The following is the negative version of the logo applied on backgrounds featuring our palette colours.

LOGO MARK COL 1

White LifeWatch ERIC mark and logotype when placed on Colours.

LOGO MARK COL 2

White LifeWatch ERIC mark and logotype when placed on Colours.

1.03
Clearspace

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height /2)

Clearspace is the minimum amount of space around the logo into which no other object shall infringe.

MINIMUM CLEARANCE

A.

The clearspace is 50% the height of the logo.

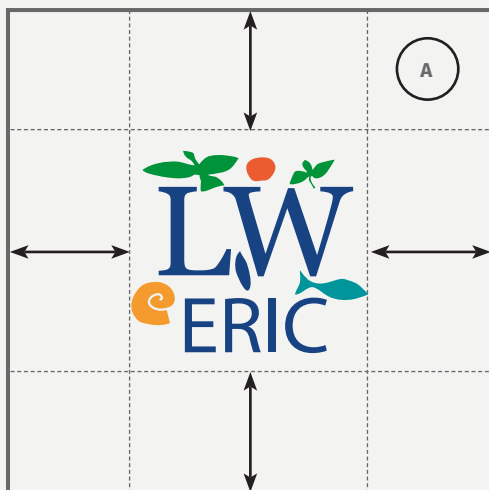**B.**

The clearspace is 50% the height of the logo.

1.04
Logo Size

HELP

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height /2)

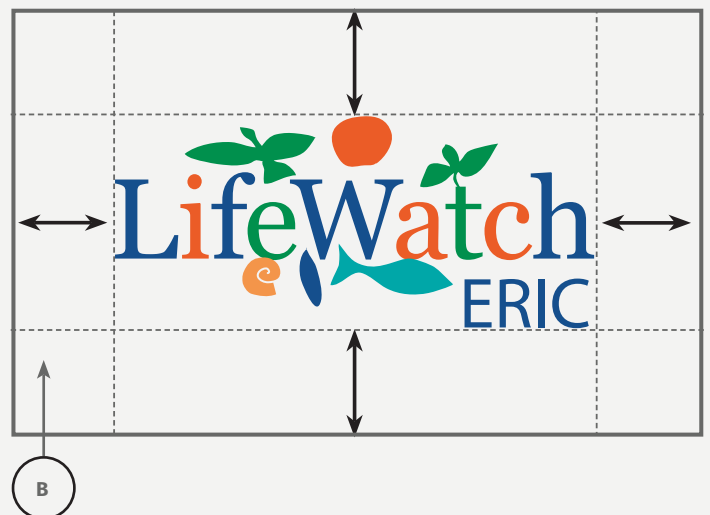**DESCRIPTION**

The logo can be locked-up in one way. Horizontally (ideal for web).

LOGO LOCK-UP OPTIONS

A — 24pt

B — 40pt

C — 48pt

D — 60pt

1.05
Logo Usage: Dos

HELP

Follow these simple guidelines and you will not need to consider the "Logo Usage: Don'ts" page.

DESCRIPTION

Considerations about the correct logo usage. Please, follow these rules to avoid mistakes.

LOGO DO OPTIONS

The right size ✓

Proportioned ✓

Original logo files .eps ✓

Use the coloured version on white background ✓

Use the white version on colored backgrounds ✓

1.06

Logo Usage: Don'ts

HELP

If you are in trouble go to the previous page and read "Logo Usage: Dos"

DESCRIPTION

The following approaches are either improper or deprecated by LifeWatch ERIC. Please, do not use our logo in any of these ways.

LOGO DON'T OPTIONS

Too small ✗

Stretched ✗

Wrong colour scheme ✗

Other colours out of palette ✗

Outlined ✗

Without elements ✗

On complicated images ✗

With added graphics ✗

Coloured Logo on one colour background ✗

1.07
Logo Usage on Accessories

DESCRIPTION

Examples of application of LifeWatch ERIC logo on promotional objects. Please, refer to the Communication Office for any production.

LOGO ON ACCESSORIES

2.01
Colour Palette

HELP

DESCRIPTION

This brand manual is accompanied by a color palette .**ASE** (Adobe Swatch Exchange) file. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

The primary palette consists of three main colours. The primary colour is blue. This is saved as primary in the indesign colour palette.

LIFEWATCH BLUE

PANTONE 7687C
CMYK 99% 77% 18% 4%
RGB   15 78 139
Web   #0f4e8a
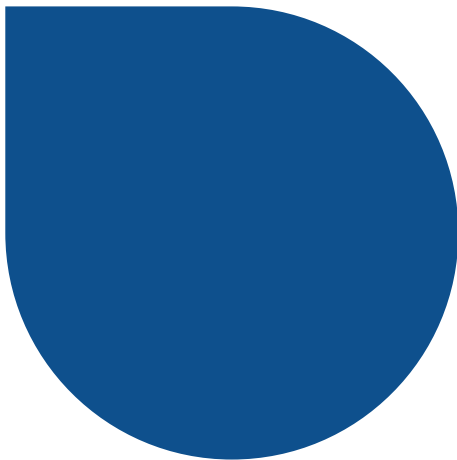
TEXT GREY

PANTONE 179-11C
CMYK 60% 51% 51% 20%
RGB   102 103 102
Web   #666666

LIGHT GREY

PANTONE 75-1C
CMYK 3% 2% 2% 0%
RGB   243 243 243
Web   #f2f2f2

*
Web Safe, or Browser Safe palettes as they are also referred to, consist of 216 colours that display solid, non-dithered, and consistent on any computer monitor, or web browser.

2.02
Additional Colours

In colour theory, a tint is the mixture of a colour with white, which increases lightness.

DESCRIPTION

This a secondary palette of colours to use in artworks.

LIFEWATCH ORANGE

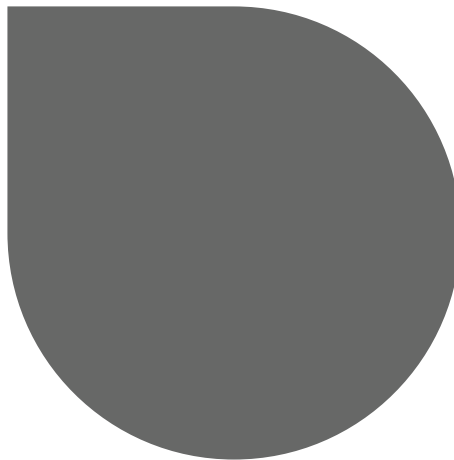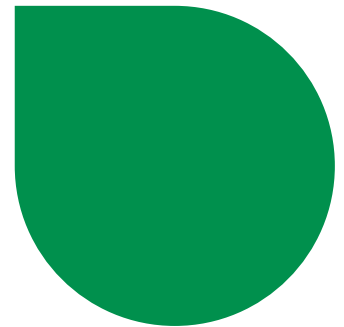PANTONE 166C
CMYK 0% 80% 100% 0%
RGB   235 93 47
Web   #ea5b2d

LIFEWATCH GREEN

PANTONE 348C
CMYK 100% 20% 100% 0%
RGB   0 146 57
Web   #009138

LIFEWATCH YELLOW

PANTONE 715C
CMYK 0% 50% 80% 0%
RGB   244 153 44
Web   #f4992b
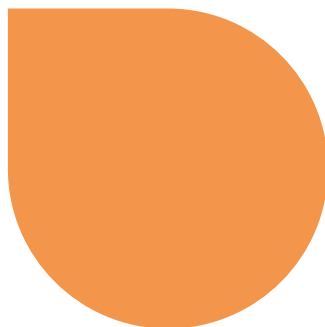
LIFEWATCH TURQUOISE

PANTONE 320C
CMYK 90% 0% 40% 0%
RGB   0 149 152
Web   #009399
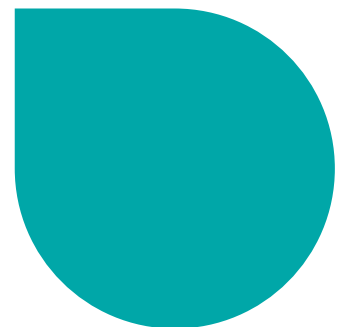
3.01
Titillium Web

HELP

This brand manual is accompanied by the font file to be installed on computers. However, font files are available online *https://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

Titillium Web is the distinctive font chosen by LifeWatch ERIC and in use onthe official website, leaflets, materials, etc. All official documents produced in house by LifeWacth ERIC shall use this font.

GLYPHS

aAbBcCdDeEfFgGhHiIjJkKlLmMn
NoOpPqQrRsStTuUvVwWxXyYzZ
1234567890!@£$%^&*():"?/

Font Name

Titillium Web

Download

https://fonts.google.com/specimen/Titillium+Web

Classification

Sans Serif

TITILLIUM REGULAR

Regular

TITILLIUM ITALIC

Italic

TITILLIUM BOLD

Bold

3.02
Arial

DESCRIPTION

In some cases (mainly shared working documents), it is more convenient to use a widely spread font, avoiding problems of visualisations and layout for those users who do not have the font installed on their computers.

GLYPHS

aAbBcCdDeEfFgGhHiIjJkKlLmMn
NoOpPqQrRsStTuUvVwWxXyYzZ
1234567890!@£$%^&*():"?/

Font Name

Arial

Classification

Sans Serif

ARIAL REGULAR

Regular

ARIAL ITALIC

Italic

ARIAL BOLD

Bold

3.03
Type Hierarchy

INTRODUCTION

The typographic hierarchy is a guideline for a correct usage of sizing.

DESCRIPTION

Body Copy

The main font–size used in any printed document will be 10pt. This is known as the body–copy. Do not write overly long lines, aim for around 45–90 characters.

Headline 1

This is a versatile font–size. It can be used for page headers, section headers and even small sections of type. (I.e. indents & quotes).

Headline 2

H1 is the largest header font–size. It's great for short lined page headers.

Title 1

This is the most versatile title font–size. At 40pt it can be used on a range of media. It is square set meaning the line-spacing and font-size are equal making it ideal when running across 1 or more lines.

Title 2

This is the largest of the title font-sizes. Use sparingly — only a couple of words/page.

LifeWatch

Body Copy
Titillium Web
10pt Type / 12pt Leading

LifeWatch

Body Copy Bold
Titillium Web Bold
10pt Type / 12pt Leading

LifeWatch

Headline 1
Titillium Web Regular
20pt Type / 24pt Leading

LifeWatch

Headline 2
Titillium Web Regular
30pt Type / 36pt Leading

LifeWatch

Title 1
Titllium Web Bold
40pt Type / 48pt Leading

LifeW

Title 2
Titillium Web Regular
120pt Type / 100pt Leading

4.01
Icons & Pictographs

HELP

DESCRIPTION
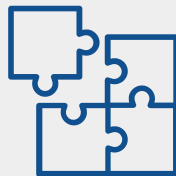
This brand manual is accompanied by a set of icons in a variety of formats including **.eps**, **.ai** and **.png**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

The following is a set of pictogrammes to be used as guidelines and reference while creating new icons for LifeWatch ERIC.

17
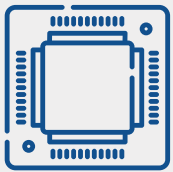
4.01
Image Use

HELP

This brand manual is accompanied by a template file in **.psd**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

Use this template whenever you need an image plus text layout (i.e. social media cover pictures).

IMAGE COMPOSITION TEMPLATE

International Summer School "Data Management in Environmental & Earth Science Infrastructures
Lecce, 9-13 July 2018

When sending this brand manual, the document should be accompanied by the template in format .psd.Cae laciatem fugiaectiae opta de autas quias doluptis mo est,
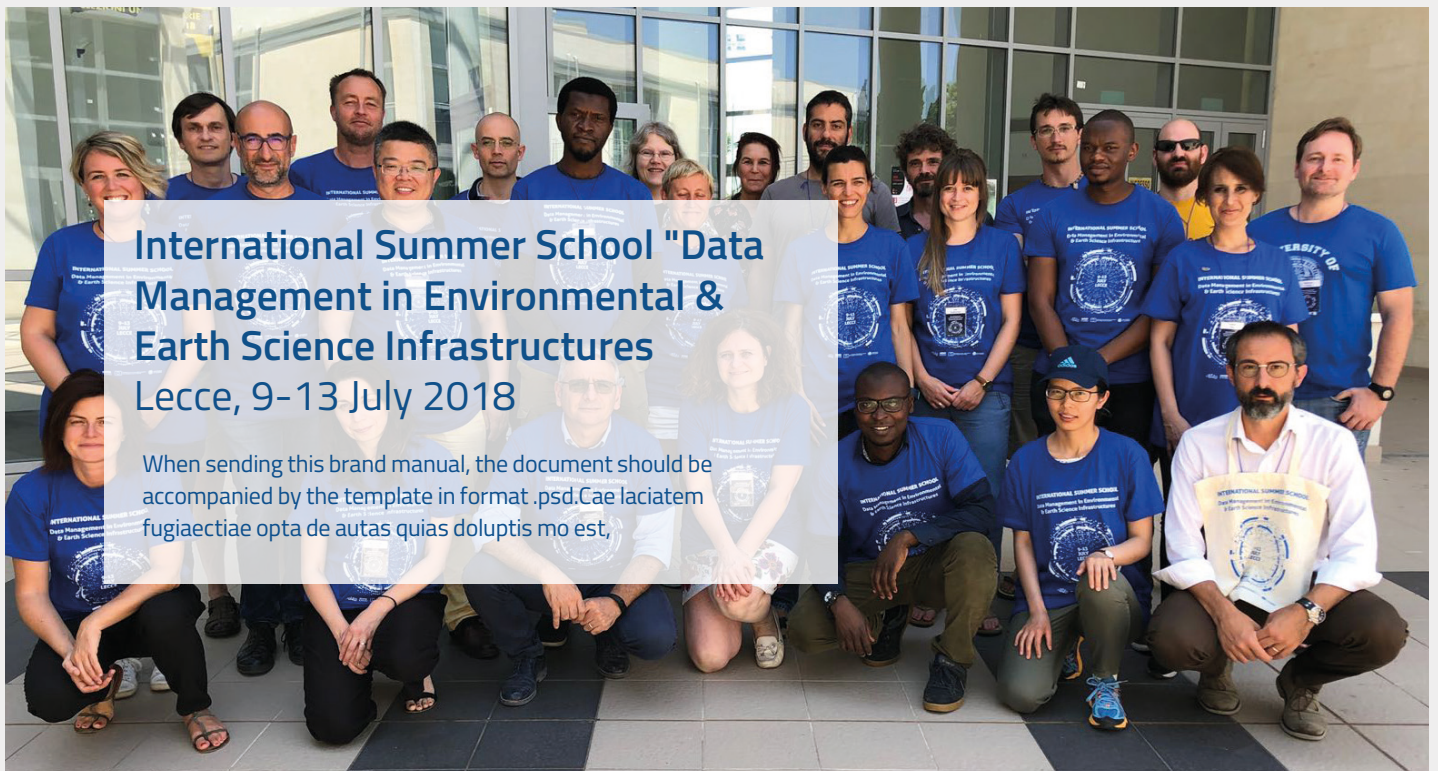
4.02

Image Properties

HELP

DPI stands for "Dots Per Inch." DPI is used to measure the resolution of an image both on screen and in print. The higher the DPIs, the more detail can be shown in an image.

DESCRIPTION

These are examples of image properties anyone should be considered to understand the proper use of sizes and resolutions.

IMAGE COMPOSITION TEMPLATE

Low Image Resolution

Original

Highly Compressed
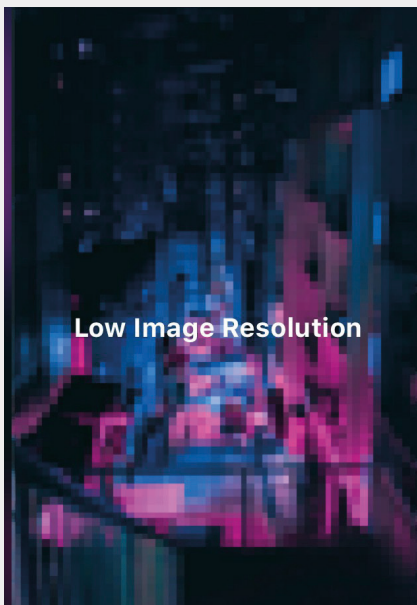
72 DPI,

150 DPI

300 DPI
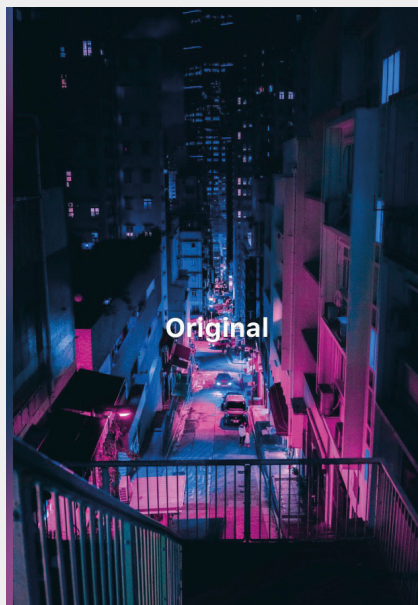
Only good for web use

Good for web use and for small printing

Good for large printing, too heavy for web use

6.01
Letterhead A

This brand manual is accompanied by a template in **.docx**. However, files and templates are available online h*ttps://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

LifeWatch ERIC proposes thre templates for different use.
A Short letter. Use this template when you need to compose a one page letter, allowing to clearly show clearly identify sender and receiver on the left side column.

Dimensions

A4 - 21x29,7 cm

Paper

Normal print paper

Weight

80g - 100g

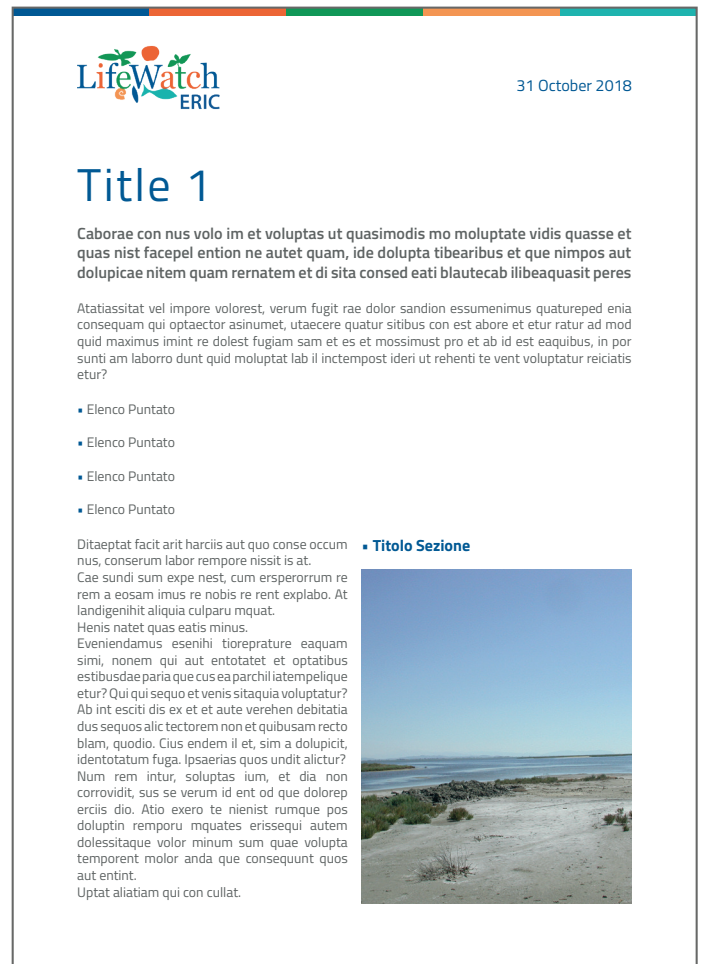Letter template preview:

31 October 2018

LifeWatch-ERIC

www.lifewatch.eu

Statutory Seat

Plaza España SN, SECTOR II-III
41013 Seville (Spain)

Identification Fiscal Number
N9101001G

From:

NAME SURNAME
HR Manager
name@email.com

To:

NAME SURNAME
Manager
name@email.com
123 Street, State
Country

Subject: Lorem ipsum

Dear Alberto,

Dolores endipient magnate coreptati beribus quam qui velit aditinti occatque litem idis et etur aliquia volende ratibus molorrorrori aut autem que que es explaut molupti cus pos moditatis elitio. Itatur autemporest, qui con cumquam ut ate pel etur aliaspero omnimagnamet aute rem et eaqui sit quod eos rae nis aditatis et eictatem eos adis aborum, cusci blaciistios eat placea volentur res auda dit, quatiatur, sime id et eatium rem. Et ut venempor si delesse quaspidit, net pro eos susdaestet qui tem quisition nihilis repe pratio beribusa nobistectur?

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Name Surname
Job Title

6.02
Letterhead B and C

HELP

This brand manual is accompanied by a template in **.docx**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

B Long letter. Use this template when you need to compose a multiple page letter. In this case, you will preserve sender and receiver information, on a full page layout, more adapted for longer texts.

C Document. Use this template when you need to compose a document (report, plan, etc.). In this case, you will have a set of layouts for bullet points, one and two column texts, images insertion.

LifeWatch ERIC

31 October 2018

LifeWatch-ERIC	**From:**	**To:**
www.lifewatch.eu	NAME SURNAME	NAME SURNAME
	HR Manager	Manager
Statutory Seat	name@email.com	name@email.com
		123 Street, State
Plaza España SN,		Country
SECTOR II-III		
41013 Seville (Spain)		

Identification Fiscal Number
N9101001G

Subject: Lorem ipsum

Dear Alberto,

Atatiassitat vel impore volorest, verum fugit rae dolor sandion essumenimus quatureped enia consequam qui optaector asinumet, utaecere quatur sitibus con est abore et etur ratur ad mod quid maximus imint re dolest fugiam sam et es et mossimust pro et ab id est eaquibus, in por sunti am laborro dunt quid moluptat lab il inctempost ideri ut rehenti te vent voluptatur reiciatis etur?

Tatemporem. Optat. Puda eatquate landi quam con pre sumquam et lam, incimus ra volorerepre verio. Ullorep tatemodis dus.
Et exerspedicid magniss imusam, core non conse audiasperita sum fugitia speribus et ernatusa consero quatur, qui re, sitatqu isquam acillabo. Aquatum ullabor eptatur sumquunti tempos quae vel modi conseri tatatem eos velit, etum estium qui voluptu riaerem ex el moleseque voloribus, into blantum entiunt que volestrum quas que mod maxime rcimperis quo blabor rerit qui doluptu repudi quide officimetur, odis eat lignam de conet mosam, veliqui corae et eaque sitiscienit lamus, seque es maximin rae. Eperferibus qui quatet acimossit ium ipsam fugiae volorrumquae providi blam exerspietur, quassit fugiatio corem latem et modis in rest ulpa conecto doluptur, veles nobissunt.

Tius. Ceatur aut harum, quianis cienimi, quuntium asi occae labor ma es exceped mod moloresequi incil et ipsus debit es dempos eum lit eate voluptas nam sum con coneturis dolo vel ea non cum que doluptat exceri te rem volorescia aut aut facepe vernam nust eatectem inullec aecest volorem etur ad et volupta alitati busdae sit, conse volo is ex et faccus.
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LifeWatch ERIC

31 October 2018

Title 1

Caborae con nus volo im et voluptas ut quasimodis mo moluptate vidis quasse et quas nist facepel ention ne autet quam, ide dolupta tibearibus et que nimpos aut dolupicae nitem quam rernatem et di sita consed eati blautecab ilibeaquasit peres

Atatiassitat vel impore volorest, verum fugit rae dolor sandion essumenimus quatureped enia consequam qui optaector asinumet, utaecere quatur sitibus con est abore et etur ratur ad mod quid maximus imint re dolest fugiam sam et es et mossimust pro et ab id est eaquibus, in por sunti am laborro dunt quid moluptat lab il inctempost ideri ut rehenti te vent voluptatur reiciatis etur?

- Elenco Puntato
- Elenco Puntato
- Elenco Puntato
- Elenco Puntato

Ditaeptat facit arit harciis aut quo conse occum nus, conserum labor rempore nissit is at.
Cae sundi sum expe nest, cum ersperorrum re rem a eosam imus re nobis re rent explabo. At landigenihit aliquia culparu mquat.
Henis natet quas eatis minus.
Eveniendamus esenihi tioreprature eaquam simi, nonem qui aut entotatet et optatibus estibusdae paria que cus ea parchil iatempelique etur? Qui qui sequo et venis sitaquia voluptatur? Ab int esciti dis ex et et aute verehen debitatia dus sequos alic tectorem non et quibusam recto blam, quodio. Cius endem il et, sim a dolupicit, identotatum fuga. Ipsaerias quos undit alictur? Num rem intur, soluptas ium, et dia non corrovidit, sus se verum id ent od que dolorep erciis dio. Atio exero te nienist rumque pos doluptin remporu mquates erissequi autem dolessitaque volor minum sum quae volupta temporent molor anda que consequunt quos aut entint.
Uptat aliatiam qui con cullat.

• Titolo Sezione

6.03
Online Signature

HELP

This brand manual is accompanied by a template in **.indd**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

Digital signatures shall close any email sent by LifeWatch ERIC staff to external organisations and their representatives. The signature is composed by LifeWatch ERIC logo and is personalised with each staff member contact details.

ONLINE SIGNATURE

Name Surname
Title
Ⓢ *Skype account*

123456789/123456
1234 5678 9123 4567 8912 3456 7891 2345 6789

Phone number 1 | Phone number 2
Email address
www.lifewatch.eu

6.04
Badge

HELP

This brand manual is accompanied by a template in **.indd**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

Badges are used to identify partipants and their affiliation on the occasion of conferences and events.

1st Working meeting LifeWatch-ERIC Data Centres

Ljubljana, 13-14 December 2018

Jane Doe

Organisation

13 December 2018	
08:30 – 10:30	Preamble
10:30 – 10:45	Coffee Break
10:45 – 13:30	**Session 1**: State of the art
13:30 – 14:30	Lunch
14:30 – 16:00	**Session 2**: AAI (Authentication, Authorisation, Accounting, Infrastructure in the context of RI architecture)
16:00 – 16:20	Coffee Break
16:20 – 18:00	**Session 3**: PaaS (Platform as a Software)
19:00 – 21:00	Dinner

| **14 December 2018**	
08:30 – 10:00	**Session 4**: Wrap-up Day 1
10:00 – 10:15	Coffee Break
10:15 – 12:00	**Session 5**: Disaster preparedness, contingency and security plan
12:00 – 12:30	**Final Session**: Assessment of technical requirements

6.05
Business Card

This brand manual is accompanied by a template in **.indd**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

LifeWatch ERIC business card includes logo, employee's name and surname, contact information such as address, email, telephone number and skype ID.

BUSINESS CARD

www.lifewatch.eu

Dimensions

8,5x5,5 cm

Paper

Heavy print paper

Weight

180 - 300 g

Name Surname
Title

123456789/123456
1234 5678 9123 4567 8912 3456 7891 2345 6789 1234

Phone number
Email address

Address
Street
Country

Ⓢ *Skype account*
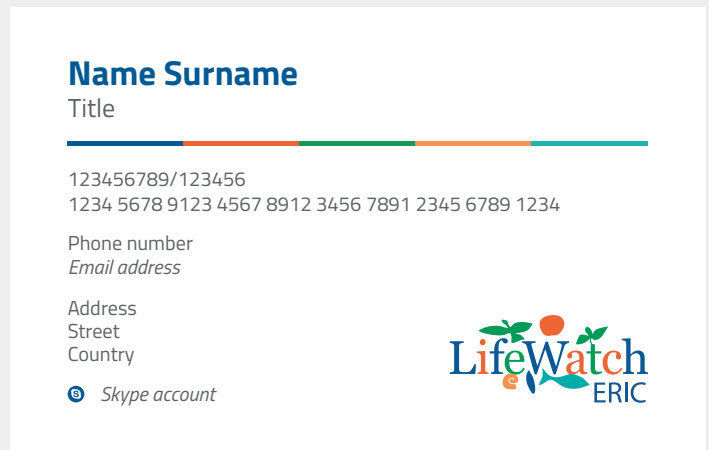
6.06
Conference Background

This brand manual is accompanied by a template in **.aep**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

Used in academic conferences, symposia or events, as opener for projections or presentations.

CONFERENCE BACKGROUND

Dimensions

1920x1080 px

Congress Title
Lorem Ipsum

Place and Date

![LifeWatch ERIC logo]

Print & Communications

6.07
Poster

DESCRIPTION

The poster is used to promote and explain research work. It is typically shown during conferences, as a complement to a talk or scientific paper.

LifeWatch ERIC

Print & Communications

6.08
Newsletter

This brand manual is accompanied by a template in **.indd**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

The newsletter is an online publication containing news about LifeWatch ERIC and its activities. It is regurarly sent by mail to members, users, employees or people, who are interested in the infrastructure.
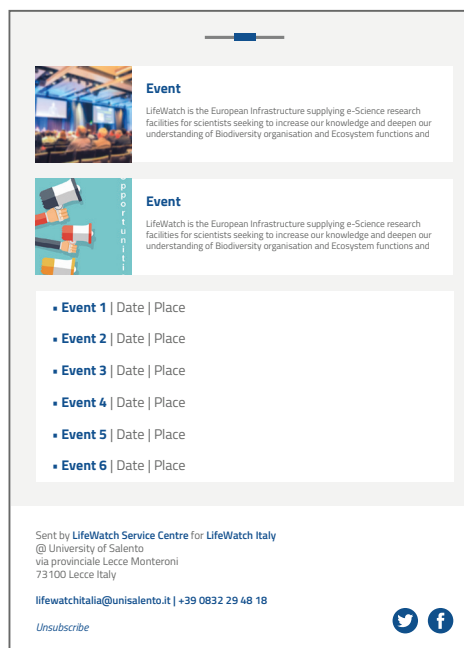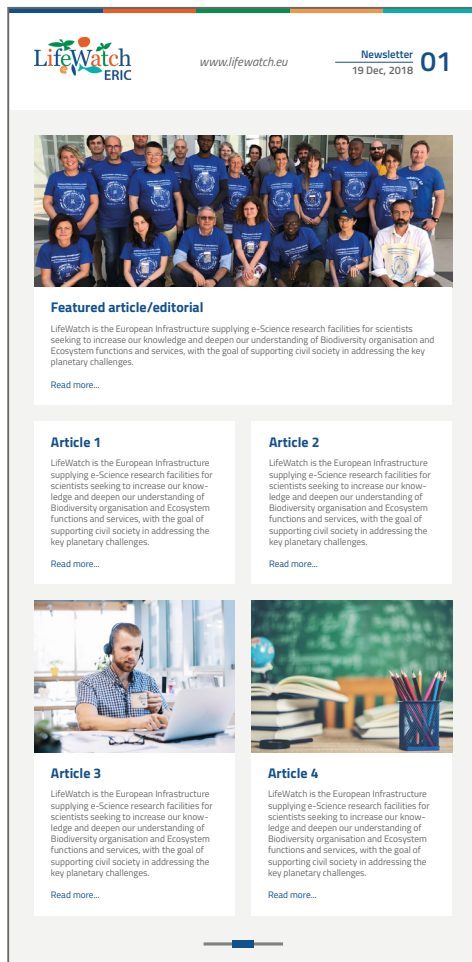
6.09
Ppt Presentation

HELP

This brand manual is accompanied by a template in **.ppt**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

LifeWatch ERIC power point presentation offers 22 different layouts, each slide format is editable with text and images.

Title Slide   Introduction   Transition   Quotes   Title + List + Picture

Big Concept   One Column   Two Column   Three Column   Six Column

One Picture   Three Picture   Two Picture   Two Picture V2   Big image

Table   Data lines   Map   Chart   Mobile project

Desktop project   Thanks page

Title Slide

Example

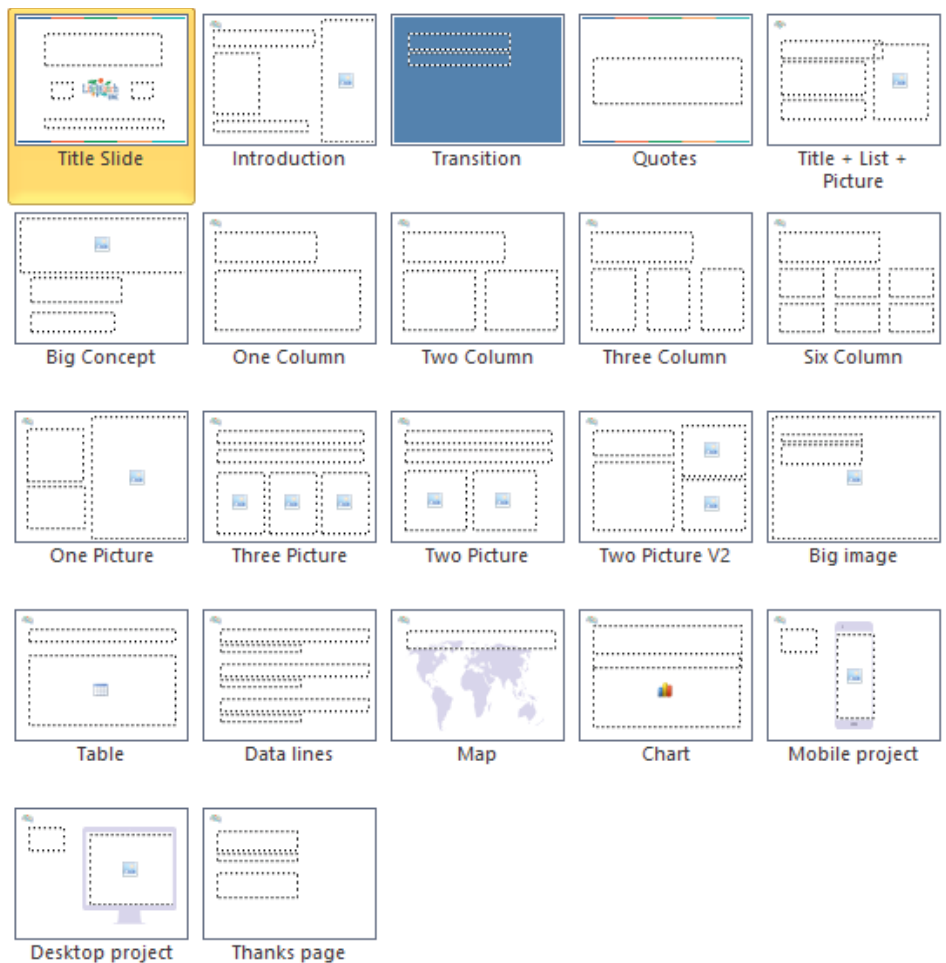

Introduction

Example

One Picture

Example

6.10
Ppt National Node Presentation

This brand manual is accompanied by a template in **.ppt**. However, files and templates are available online *https://www.lifewatch.eu/group/communicator-group/home*

This template is used for National Node presentations, it follows the rules of LifeWatch ERIC Ppt Presentations but it is identified by the use of green colour.

Title Slide	Introduction	Transition	Quotes	Title + List + Picture
Big Concept	One Column	Two Column	Three Column	Six Column
One Picture	Three Picture	Two Picture	Two Picture V2	Big image
Table	Data lines	Map	Chart	Mobile project
Desktop project	Thanks page			

LifeWatch ERIC

This is your presentation title

JERICO next   LifeWatch SPAIN   GLOBIS-B

Event Title | Place and Date | Alberto Basset

Title Slide

Example

In one, two or three columns

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Blue

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Red

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Blue

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Red

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.
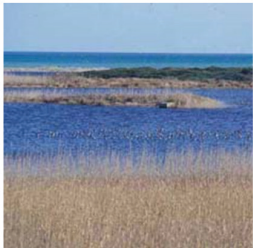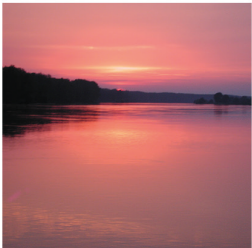
10

Six Columns

Example

A picture is worth a thousand words

A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.

12

Three Pictures

Example

6.11
Envelopes

HELP

Envelopes were designed for LifeWatch ERIC official correspondence and are available online h*ttps://www.lifewatch.eu/group/communicator-group/home*

DESCRIPTION

Envelopes are available in different sizes 220x110mm and 229x162mm, include LifeWatch ERIC logo and website and are structured with a well identified spaces for inserting receiver's name and surname, and its address.

Dimensions

22 cm x 11 cm

Paper

Normal print paper

Weight

100g - 120g

SMALL SIZE TEMPLATE

www.lifewatch.eu

Addressee

Address
Street
Country

Dimensions

22,9 cm x 16,2 cm

Paper

Normal print paper

Weight

100g - 120g

LARGE SIZE TEMPLATE

www.lifewatch.eu

Addressee

Address
Street
Country

LIFEWATCH ERIC

STATUATORY SEAT

Plaza de España
Sector II-III
41013 Seville
Spain

SERVICE CENTRE

Laboratorio BIOforIU
via prov. Lecce-Monteroni sn
73100 Lecce
Italy

www.lifewatch.eu

COMMUNICATION OFFICE

Interim Chief
Communication officer
Sara Montinaro
saramontinaro@lifewatch.eu
+39 0832 29 48 18