EnTIRE

Mapping Normative Frameworks of

EThics and Integrity of REsearch

D.1.2

Mapping Normative Frameworks of EThics and Integrity of REsearch

Document providing the logo and templates for uniform corporate look
D.1.2

Project:	Mapping Normative Frameworks of EThics and Integrity of REsearch
Project acronym:	EnTIRE
Start date of the project:	01.05.2017
Duration	48 months
Project number:	741782
Deliverable leader:	Guy Widdershoven, VUmc University Medical Center
Deliverable number:	D1.2
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List of contributors

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Scope of the deliverable

The deliverable D.1.2 provides the project with a logo and templates for a corporate look. This is important for three main reasons:

1. to provide a visual and branding identity for the project
3. to make the project recognisable to the general audience
2. to create consistency and uniformity among all the deliverables and documents produced during the life of the project.

In order to achieve this goals EnTIRE received professional support from the designer, logo and branding expert, Jan Martin Wilshut, Over & Beyond B.V.

Contents

Annex 1: Basic rules for logotype including the various appearances of the different logotypes in different formats.
Annex 3: Template for power point presentations.

EnTIRE
Branding System

Basic Rules Logotype

Logotype

Logotype solo

Logotype
Logotype with tagline

Mapping
Ethics
and
Integrity
of
Research

Logotype

Various appearances of the logotype and their names

EnTIRE_solo_CMYK.eps
30% true size

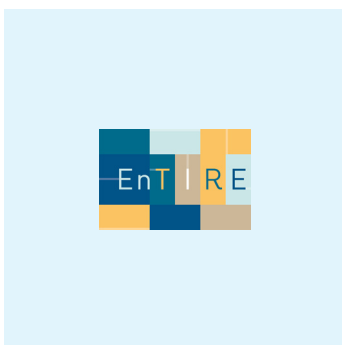EnTIRE_solo_CMYK.svg

EnTIRE_solo_PMS.eps
30% true size

EnTIRE_solo_RGB_XL.jpg
17% true size
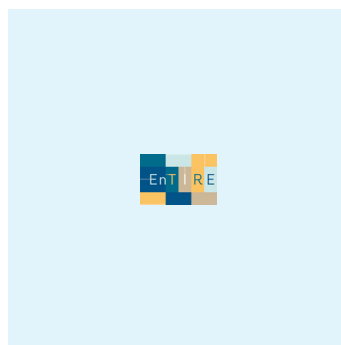

EnTIRE_solo_RGB_L.jpg
34% true size

EnTIRE_solo_RGB_M.jpg
67% true size

EnTIRE_solo_RGB_S.jpg
100% true size

EnTIRE_solo_RGB_XS.jpg
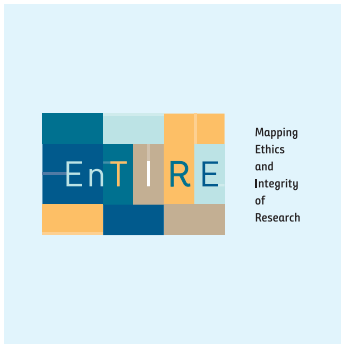100% true size

EnTIRE_solo_RGB_XL.gif
4% true size

All logotypes shown are digitally available.

Please note: the light blue square is NOT part of the logotype, but is used to show the boundaries and translucency of the logotype issued.
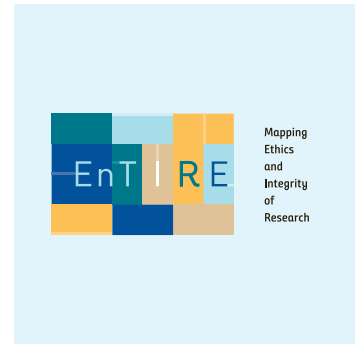
Logotype

Various appearances of the logotype and their names

EnTIRE_wTagline_CMYK.eps
22% true size

EnTIRE_wTagline_CMYK.svg

EnTIRE_wTagline_PMS.eps
22% true size
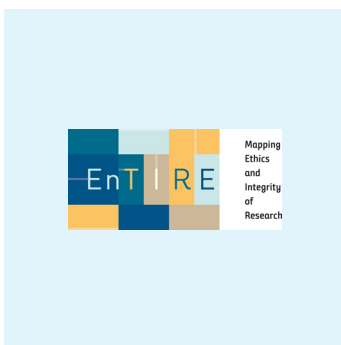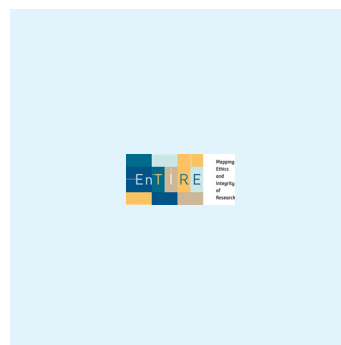

EnTIRE_wTagline_RGB_XL.jpg
12% true size

EnTIRE_wTagline_RGB_L.jpg
24% true size

EnTIRE_wTagline_RGB_M.jpg
48% true size

EnTIRE_wTagline_RGB_S.jpg
100% true size

EnTIRE_wTagline_RGB_XS.jpg
100% true size

EnTIRE_wTagline_RGB_XL.gif
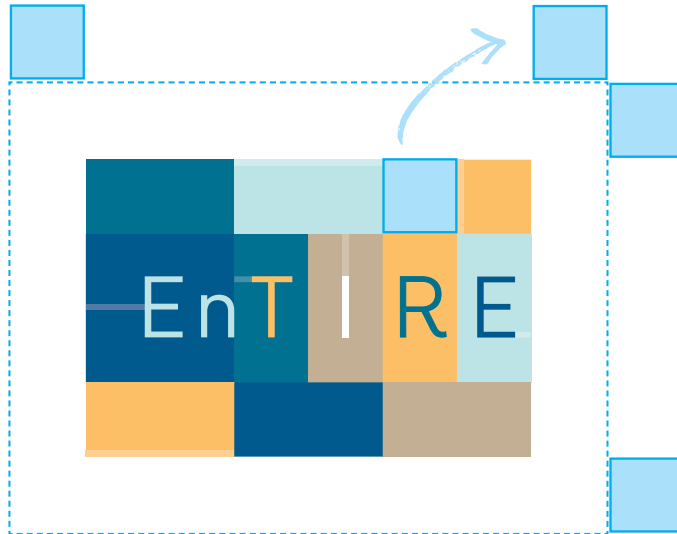3% true size

All logotypes shown are digitally available.

Please note: the light blue square is NOT part of the logotype, but is used to show the boundaries and translucency of the logotype issued.

Logotype

Use of logotype and minimum free space

Colour system

Snow white

Deep Lyons Blue
basic colour
70%
50%

PMS 287

Snow white

20%

Ecru
basic colour
PMS 469
70%

Cream Yellow
basic colour
70%

PMS 136

EnTIRE

70%
Antwerp Blue
basic colour

PMS 3155

Snow white

Snow white

70%

PMS 635

Nile Blue
basic colour

Colour system

Antwerp Blue

CMYK:	**100**C **40**M **30**Y **10**K
PMS:	PMS **3155**
RGB:	**0**R **107**G **139**B
HEX:	#**006B8B**

Deep Lyons Blue

CMYK:	**100**C **620**M **19**Y **10**K
PMS:	PMS **287**
RGB:	**1**R **84**G **136**B
HEX:	#**015488**
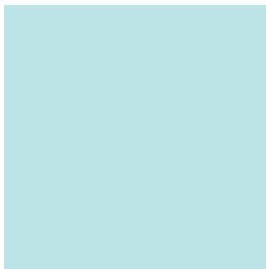
Nile Blue

CMYK:	**25**C **0**M **10**Y **0**K
PMS:	PMS **635**
RGB:	**202**R **230**G **231**B
HEX:	#**CAE6E7**

Ecru

CMYK:	**20**C **25**M **40**Y **6**K
PMS:	PMS **466**
RGB:	**204**R **183**G **152**B

Cream Yellow

CMYK:	**0**C **28**M **68**Y **0**K
PMS:	PMS **136**
RGB:	**251**R **195**G **98**B
HEX:	#**FBC362**

Mapping Ethics and Integrity of Research

Xxxx

Xxxx

Xxxx

Presentation by **Xxxx**

Xxxx

- Xxxx