

Style manual - Logos for beneficiaries

Erasmus+ project 2014-2016



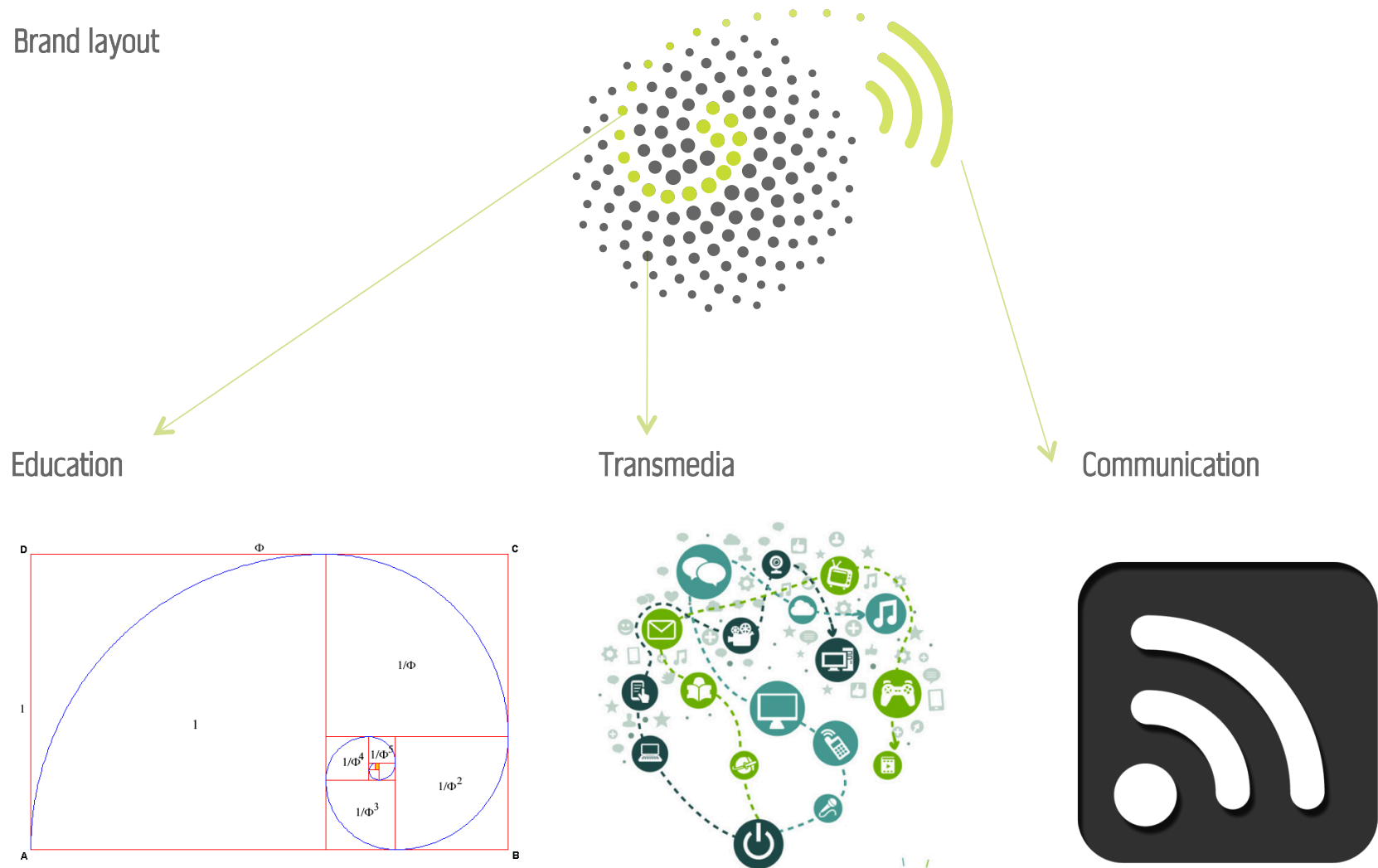
Communication and Education by Transmedia

Erasmus+ project 2014-2016

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Strategic overview Erasmus+ project 2014-2016

Brand layout



Morphology brand

The logo image incorporates these three ideas: the Fibonacci Theorem representing the educational part of the project, the 'rss' symbol as representative image about communication 2.0 and, finally, the network multiplatform and multicontent of transmedia.

The central idea of the logo image is associated with the logical of Fibonacci Theorem regarding transmedia network points. Fibonacci proposes a proportional relationship between the centers of the bows and their lengths. If we visualize the image of spiral of page 3, we can see that the centers of the bows are relatively close, unlike the longitudinal travel of its bows that is greater. The historical sequence of education, such as the Fibonacci sequence is formed by the sum of the foregoing with the latest ... as the sum of Fibonacci arches, the spiral of education resources is constantly growing and expanding.

This relationship is associated with the transmedia concept, meaning that platforms such as television, mobile, computer, tablet... are relatively recent in the history, but also involve a long journey for the proper use and management. Today it is still open and hence a spiral and not a circle.

That logic between transmedia and Fibonacci finds its culmination in the association of 'rss', representative of communication 2.0. All the above description arrives, just to connect with the picto-shaped arches 'rss'.

Rules – Regulation brand Erasmus+ project 2014-2016

CET emblem proportions



CET emblem colours



CET emblem typography

Communication and Education by Transmedia
 Selena – Bold – CET Black colour – size: 3,4x
 Vertical ladder 100% - Horizontal ladder 100%

Erasmus+ project 2014 2016
 Selena – Bold – CET Grey colour – size: x
 Vertical ladder 100% - Horizontal ladder 100%



Download Selena typography



Rules – Regulation typography Erasmus+ project 2014-2016

Title

Selena - Bold - 24pt - Align left
simple space

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**



CET Green
C 27 M 0 Y 97 K 0
R 199 G 218 B 50
#C7 DA 32

Subtitle

Selena - Bold - 16pt - Align left
simple space

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**



CET Grey
C 37 M 30 Y 31 K 0
R 166 G 166 B 166
#A6 A6 A6

Text

Corbel - Regular - 12pt - Justify
simple space

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**



CET Black
C 60 M 51 Y 51 K 20
R 103 G 103 B 103
#676767



Download Selena typography



Download Corbel typography

Logotype applications Erasmus+ project 2014-2016

CET emblem colour



- Download ".png"
- Download ".jpg"

CET picto colour



- Download ".png"
- Download ".jpg"

CET emblem monochrome



- Download ".png"
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CET picto monochrome



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Design and brand study about 'Communication and Education by Transmedia' conducted by Marc Blasco Duatis.
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