

# INTERFACE

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BRANDING GUIDELINES

# Overview

This document communicates the brand identity for **INTERFACE**.  
Clearly articulating the project's visual aspects and persona for the design of all subsequent brand artefacts.



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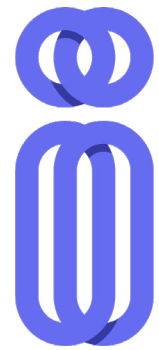
# 4. Logo Concept

The concept for the **INTERFACE** logo was inspired by the project's aim to create a compendium of interactive learning resources, which focus on transversal skills.

The transversal skill of teamwork has been chosen to represent the project, as it can be easily represented through iconography. An outlined lowercase letter "i" represents both the word "*INTERFACE*", and an avatar of a person.

This symbol has been duplicated and interlinked together to represent two or more people co-operating in teamwork.





# INTERFACE



6.

Logo  
Variants

## Logo + Wordmark

To be used on the website, at training events, conferences or on any dissemination material.

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## Logo

To be used on social media sites, or when logo visibility is poor, *e.g.* at small sizes.

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9.

Brand  
Colours

Here you will find a palette which compliments the colours used in the **INTERFACE** logo. These colours are not compulsory, and are present only to provide guidance.

**Hex Code**

666bf0

**Hex Code**

1f2126

**Hex Code**

529bd9

**Hex Code**

5bf08b

**Hex Code**

363ba3

# 11. Typography

For general use, the **Segoe UI** font family should be used.

It is a device native font, meaning it is automatically available on various platforms.

## **Segoe UI**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Almost before we knew it, we had left the ground.

# 12. Partner Logos



# 13. Funders

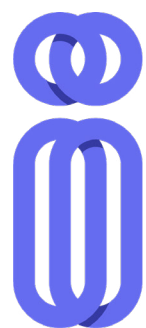
The logo and disclaimer MUST appear on all project material, as well as the correct project number:

**2021-1-DE02-KA220-000034783**

Full instructions on the correct use of both Erasmus+ logo and disclaimer can be found below:

[https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en)





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