INEDIT

open INnovation Ecosystems
for Do It Together process

GRAPHIC CHARTER

Version 1

10-2019

A. Table of contents

	Work Package:	WP7
	Type of document:	Project Internal document
	Due Delivery Date:	M1
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Responsible:	CRIT	
Partners involved:	ENSAM, SEZ	
Title:	Graphic Charter	
Description:	The present document contains the rules regarding the graphc identity of the INEDIT project.	
Version	V.1	

B. Introduction

INEDIT is a project supported by the EU which aims to create an open innovation European DIT ecosystem for sustainable furniture co-creation. It channels the creativity of consumers, shapes it through designers' professional skills, and makes it viable by leveraging on the expertise of production specialists in order to deliver sustainable, smart and personalized new products in a shorter time to market.

INEDIT intends to demonstrate the capacity to turn the well-known 'Do It Yourself' (DIY) approach applied by individuals within FabLabs into a professional approach named 'Do It Together' (DIT).

The INEDIT logo aims to represent both the idea of an ecosystem represented by the network, and the DIT approach conveyed through the five stylized people connected in a circle.

Ideally this would recall the possibility to create a perfect figure (round circle) from a mix of apparently scattered dots connected in a randomized network.

C. LOGO

The logo is universal. It cannot be modified in **any** way. It also must appear on every publication, either in its horizontal or vertical form. No translation in different language of any part of the logo is allowed.

Definition

The logo consists of two elements, namely: the typography and the 'network' symbol. Since any changes to these shapes would destroy the logo, it is imperative to respect the following instructions on composition.

Uses

Depending on where it's used, the size of the logo will change. The logo should be sized for clear legibility with a minimum amount of space around it. This is preferable to an increasing the size of the logo and eliminating margin on each side, making it cluttered and harder to read.

Clear space

The logo must be surrounded by a minimum amount of clear space equal to the height of the text "INEDIT". No visual elements may be placed between the logo and the text.
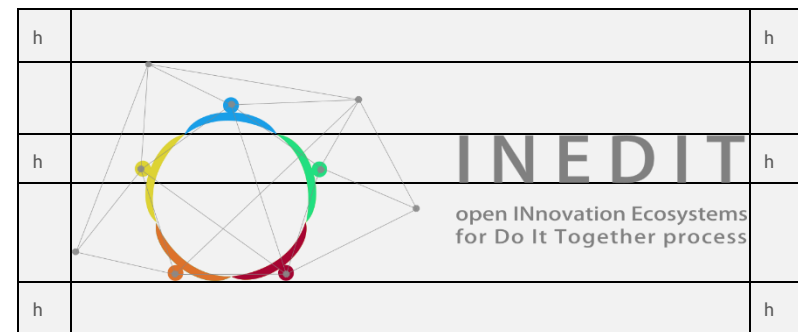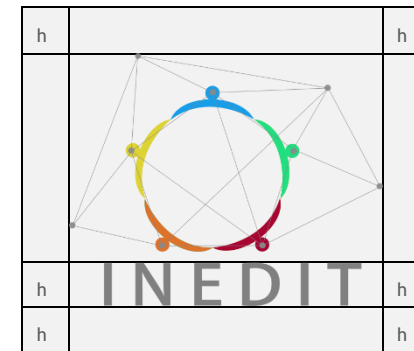
D. Usage guidelines

DO

• Use our official, unmodified INEDIT logo.

• Make sure the logo is readable.

• Allow for at least the minimum buffer space around the logo (see page 3).

DON'T

• Add or remove any element to the logo (figure 1).

• Modify the composition of the logo (figure 2).

• Modify the proportions of the logo (figure 3).

• Remove the network of the logo (figure 4).

• Use effects on the logo (figures 5 & 6).

• Use multiple colors for the logo (figure 7).

• Use any other marks or logos to represent INEDIT (figure 8).

Figure 1

Figure 2

Figure 3

Figure 4

Figure 5

Figure 6

Figure 7

Figure 8
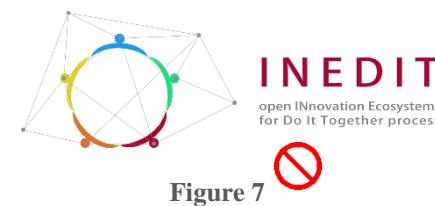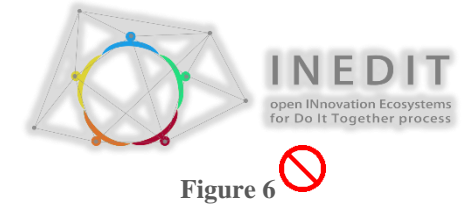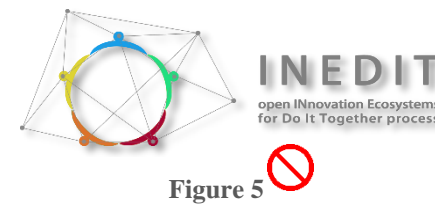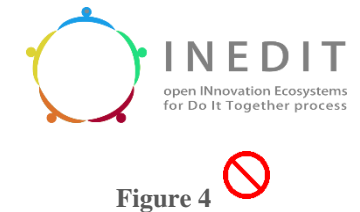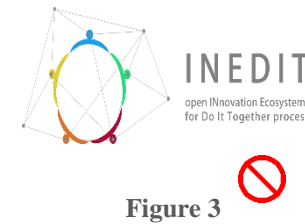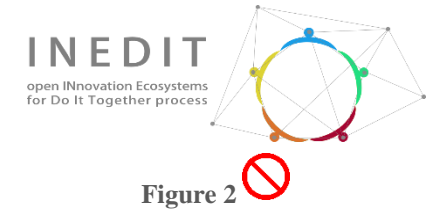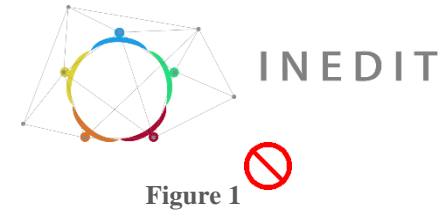
E. LOGO READABILITY

The logo must be easily and clearly legible. As much as possible, please place the logo on a white background, or the white version on a black background.

A black/white/grey version is provided, as well as versions with black background to be adapted to different background.

The logo is provided in high resolution in multiple file format including a PNG version with transparent background. A JPG version is also provided.

Different versions could be created exclusively by CRIT upon request of the Project Coordinator.
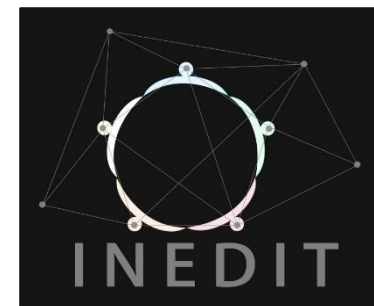
F. COLOURS

The INEDIT logo is made of a grey part (namely the "network" and the project acronym and title) and a coloured part composed by five sylized people.

It is mandatory to avoid the use of any further color unless specifically request by the presence of other logos or because of specific requirements in the presentation of some techincal information.

Furthermore most of the material should avoid using too many colours at the same time. Most of the material can be presented using grayscale tones to maintain the best clarity. In case of need of using colours it is advised to chose one of the colours from the palette on the side and use the same colour through the whole document/presentation.

Pantone Black 0961 C

C 0 **M** 0 **Y** 0 **K** 41

R 150 **G** 150 **B** 150

Pantone 2925 C

C 90 **M** 33 **Y** 0 **K** 9

R 24 **G** 156 **B** 232

Pantone 7279 C

C 85 **M** 0 **Y** 42 **K** 13

R 150 **G** 85 **B** 87

Pantone 187 C

C 0 **M** 99 **Y** 72 **K** 34

R 169 **G** 2 **B** 48

Pantone 7412 C

C 0 **M** 48 **Y** 81 **K** 13

R 221 **G** 114 **B** 42

Pantone 7404 C

C 0 **M** 5 **Y** 76 **K** 13

R 221 **G** 211 **B** 52

G. TYPOGRAPHY

The font to be used in all official INEDIT documents and publications is Trebuchet MS (regular, italic, bold and bold italic).

By official, we mean presentations, deliverables and reports, flyers and brochures as well as posters and flags.

Trebuchet MS regular
abcdefghijklmnopqrstuvwxyz
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1234567890

Trebuchet MS italic
abcdefghijklmnopqrstuvwxyz
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1234567890

Trebuchet MS bold
abcdefghijklmnopqrstuvwxyz
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1234567890

Trebuchet MS bold italic
abcdefghijklmnopqrstuvwxyz
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1234567890