opencare

opencare graphic elements - STYLE GUIDE

INDEX

> Logo (vertical):

opencare

25 pt
25 pt

Font size 25 pt

opencare
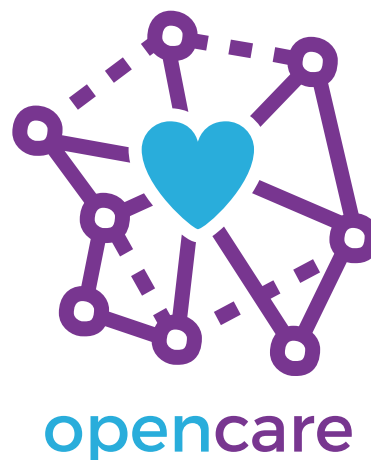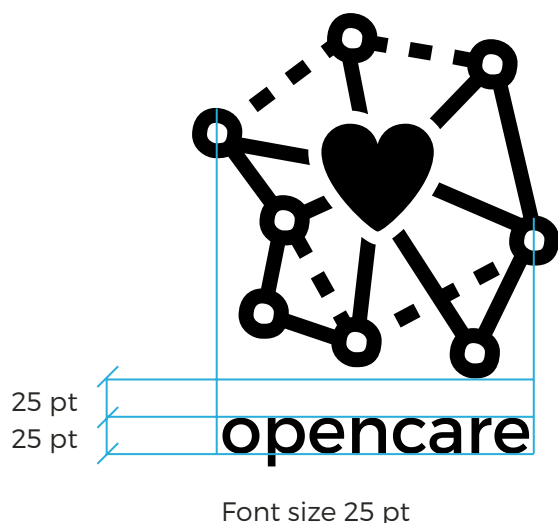
// Typeface:

Montserrat Regular

// Notes:

The logo can be downloaded from this link:

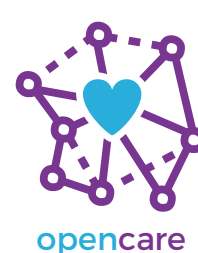https://thenounproject.com/term/network/23949/

It is a public domain logo.

The colors of the logo may vary according to the background.
It is suggested the use of purple/blue version, in case of white background.

The pictogram may be used without the logotype, in case the name **opencare** is written nearby.

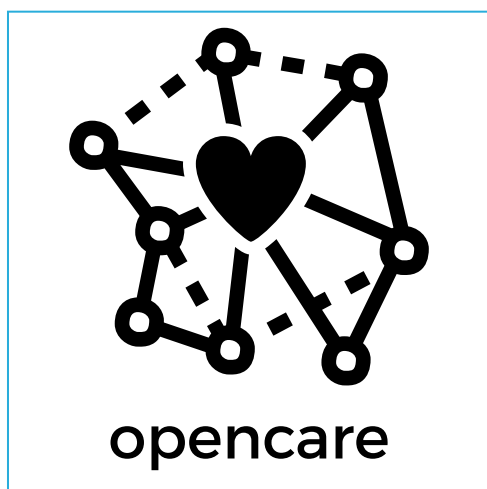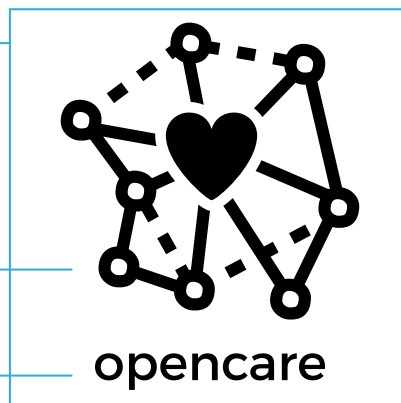## // Few examples - logo on colored background:

opencare **opencare** **opencare** **opencare**
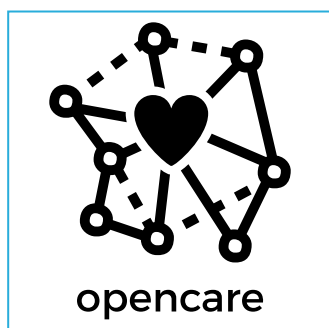
White and/or trasparent background
150 x 150 px

Black logo

Black name - **Montserrat Regular**

opencare

opencare

180 x 180 px

opencare

opencare

120 x 120 px

opencare

opencare

76 x 76 px

opencare

opencare

60 x 60 px

White and/or trasparent background
150 x 150 px

Purple/blue logo

Purple/blue name - **Montserrat Regular**

180 x 180 px
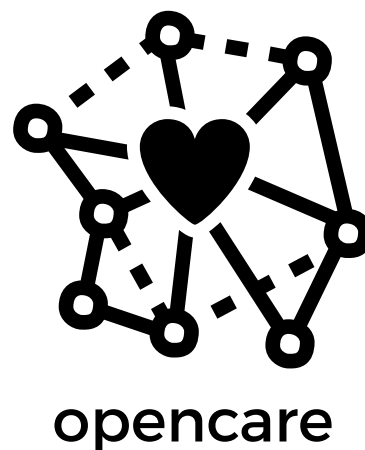
120 x 120 px
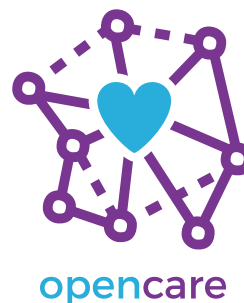
76 x 76 px

60 x 60 px

> Logo (horizontal):

25 pt

25 pt

opencare

Font size 25 pt

25 pt

25 pt

opencare

Font size 25 pt

// Typeface:

Montserrat Regular

// Few examples - logo on colored background:

opencare

opencare

opencare
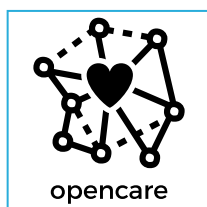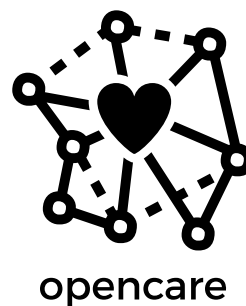
opencare

> Typeface:

Montserrat Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Montserrat Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Title

Montserrat Light

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Title

Montserrat Light

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Title

Montserrat Light

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Title

Montserrat Light

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

The font can be downloaded from this link:
https://www.fontsquirrel.com/fonts/montserrat

> Written text (print):

Montserrat SemiBold
Font size 16 pt
Line-spacing (16 pt)

Title

Montserrat Bold
Font size 12 pt
Automatic line-spacing (12 pt)

opencare proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos

Montserrat Light
Font size 12 pt
Automatic line-spacing (12 pt)

himenaeos. Mauris in erat justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue. Suspendisse in orci enim.

// Notes:

About the title, the line-spacing is the same as the font size of the title.

When used inside a written text, opencare must be used in bold.

About the written text, the line-spacing and the font size are not the same. The line-spacing is the automatic one.

The notes are written in Montserrat Light 10 pt with automatic line-spacing (12 pt).

10 mm

Montserrat SemiBold 16 pt

Line-spacing 16 pt

Title

justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue. Suspendisse in orci enim. **opencare** proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio.

opencare proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat

Montserrat Bold 12 pt

Montserrat Light 12pt

Automatic line-spacing 12 pt

> Written text (web):

Montserrat SemiBold
Font size 21 px
Line-spacing (21 px)

Title

Montserrat Bold
Font size 16 px
Automatic line-spacing (18 px)

opencare proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue. Suspendisse in orci enim.

Montserrat Light
Font size 16 px
Automatic line-spacing (18 px)

// Notes:

About the title, the line-spacing is the same as the font size of the title.
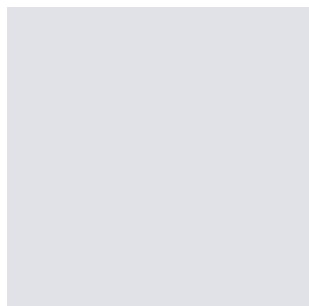
When used inside a written text, opencare must be used in bold.

About the written text, the line-spacing and the font size are not the same. The line-spacing is the automatic one.

The notes are written in Montserrat Light 14 px with automatic line-spacing (16 px).

10 mm

Montserrat SemiBold 21 px

Line-spacing 21 px

Title

opencare proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat

justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue. Suspendisse in orci enim. **opencare** proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio.

Montserrat Bold 16 px

Montserrat Light 16 px

Automatic line-spacing 18 px

> Colors:

Grey
#e5e8f1

	C: 13%
R: 227	M: 8%
G: 230	Y: 4%
B: 239	K: 0%

Purple
#602480

	C: 78%
R: 96	M: 100%
G: 36	Y: 4%
B: 128	K: 1%

Light Blue
#2DA9DE

	C: 71%
R: 45	M: 14%
G: 169	Y: 2%
B: 222	K: 0%

Dark Blue
#000099

	C: 100%
R: 0	M: 92%
G: 0	Y: 19%
B: 153	K: 4%
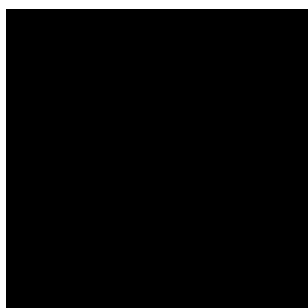
Violet
#9774AE

	C: 48%
R: 151	M: 60%
G: 116	Y: 3%
B: 174	K: 0%

Black
#000000

	C: 91%
R: 0	M: 79%
G: 0	Y: 62%
B: 0	K: 97%

Grey
#3C3C3B

	C: 66%
R: 60	M: 57%
G: 60	Y: 55%
B: 59	K: 60%
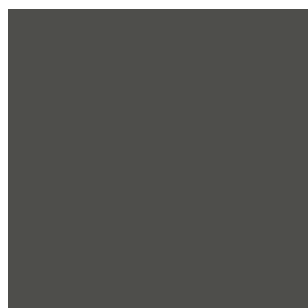
Orange
#ff9700

	C: 0%
R: 255	M: 49%
G: 151	Y: 93%
B: 0	K: 0%

// Notes:

Dark Blue (#000099) and Orange (#ff9700) may be used whether it is necessary to highlight some words or concepts, in order to make them stand out, compared to the normal color palette.
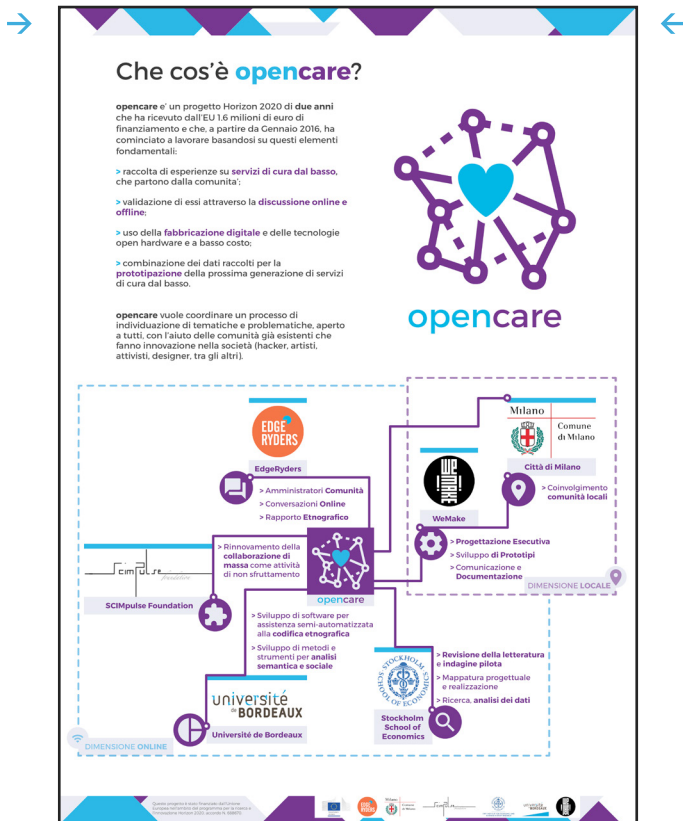
> Header:
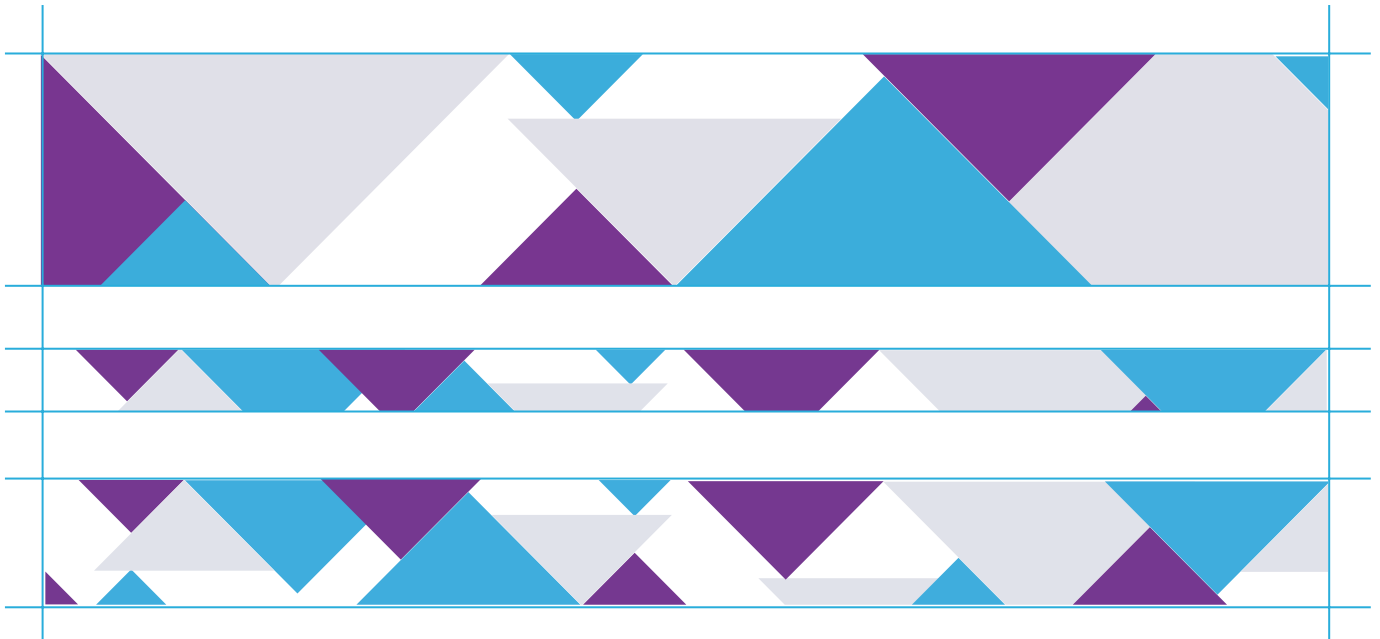
// Notes:

The header is composed by the purble/blue/grey triangular texture.

It can be slightly modified in order to fill the top part of the composition, without losing the main visual structure. Of course it depends on the composition's size and layout.
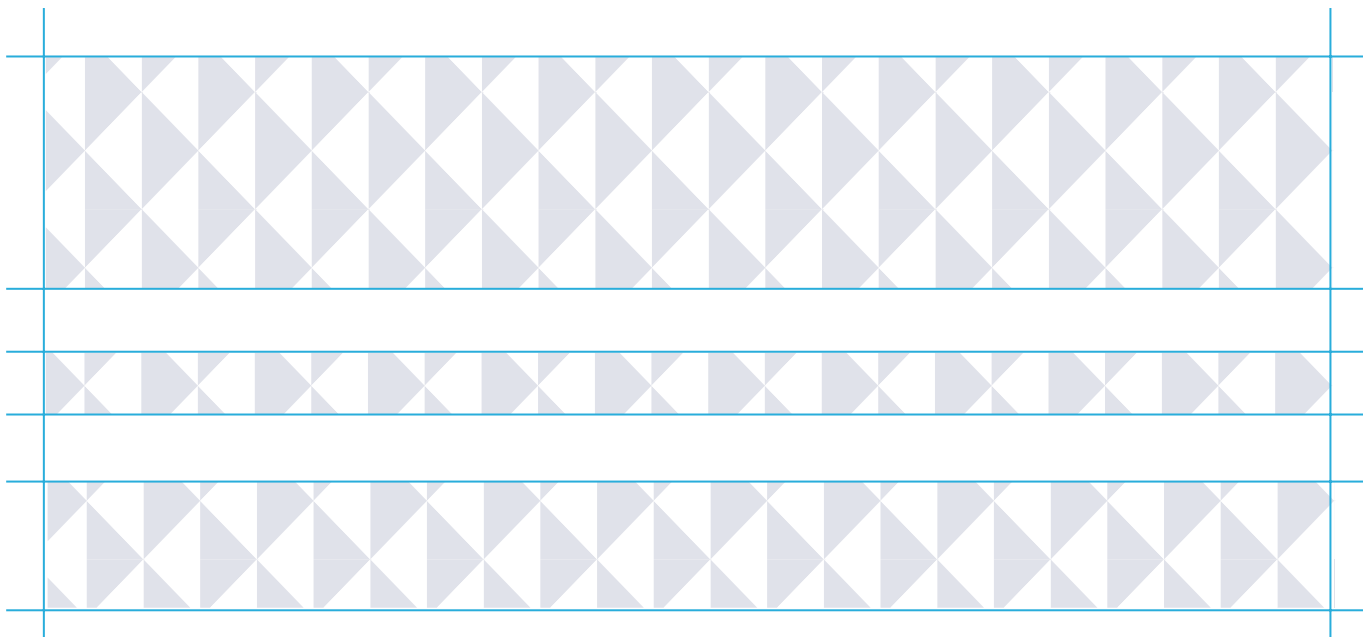
// Few examples:

Header on co-design posters

Header on newsletter

> Dividing element:

// Notes:

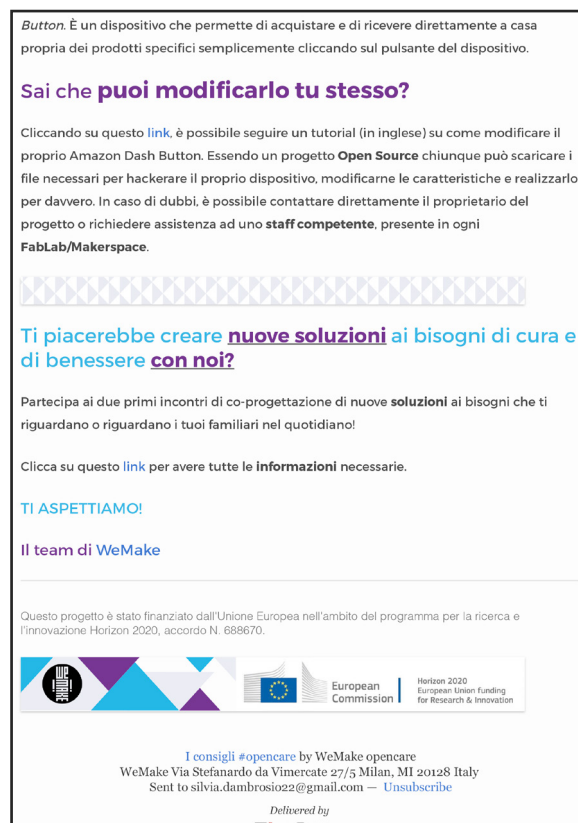The dividing element is composed by a white/grey triangular texture.

It can be slightly modified in order to fill the middle part of the composition, without losing the main visual structure. Of course it depends on the composition's size and layout.
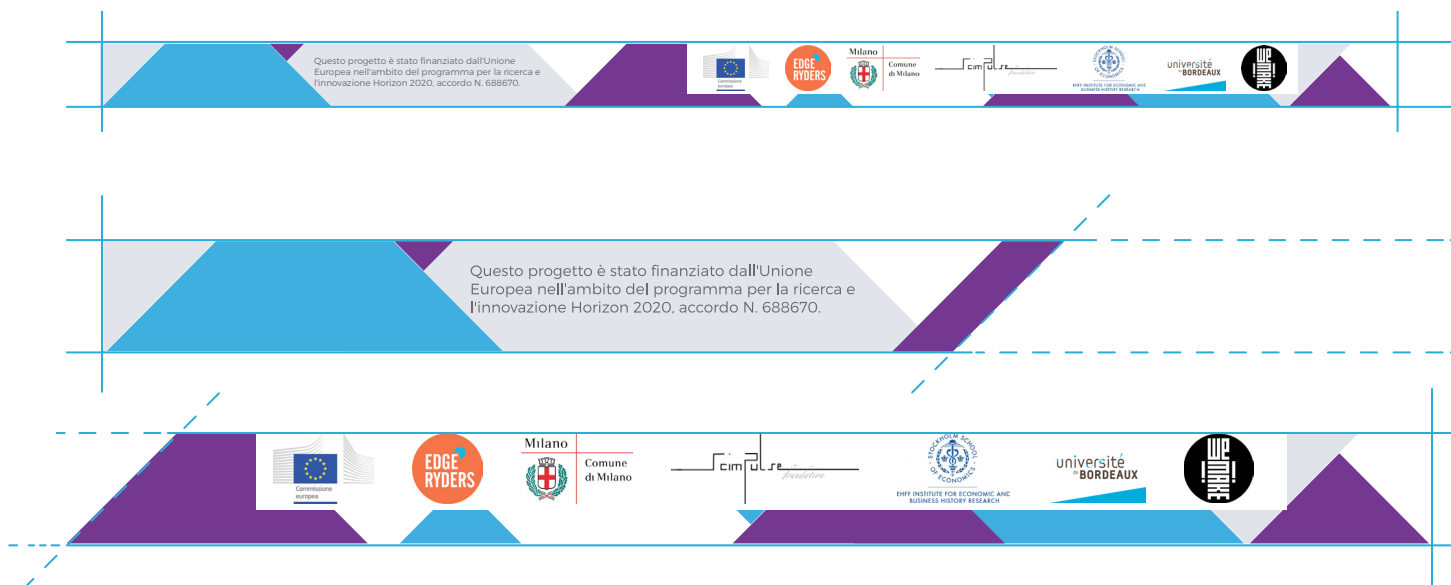
// Few examples:

Dividing element on co-design posters

Dividing element on newsletter
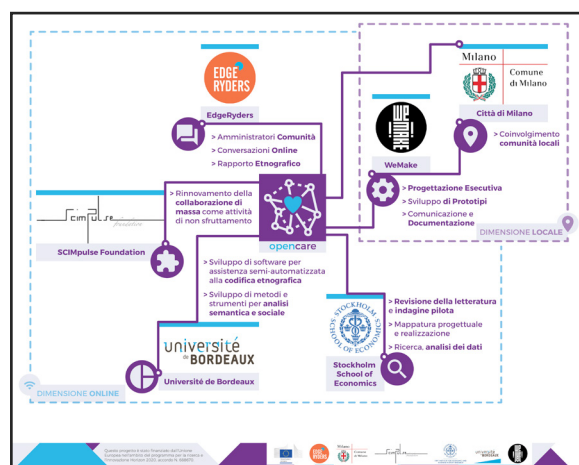
> Footer:

// Notes:

The footer is composed by:

- the purble/blue/grey triangular texture
- the partners' logo
- the phrase: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 688670."

The last two things are mandatory (the phrase and the logos). The texture can be hidden.

It can be slightly modified in order to fill the bottom part of the composition, without losing the main visual structure. Of course it depends on the composition's size and layout.

// Few examples:

Footer on co-design posters (texture)

Footer on the video (no texture)

> Icons:

The icons can be downloaded from this link:

https://design.google.com/icons/

The design of system icons is simple, modern, friendly, and sometimes quirky. Each icon is reduced to its minimal form, with every idea edited to its essence. The designs ensure readability and clarity even at small sizes.
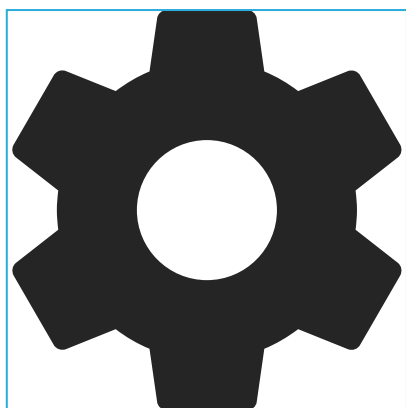
The icons are available under the CC-BY License.
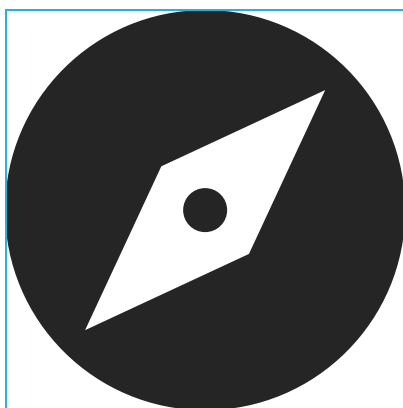
White and/or trasparent background
150 x 150 px
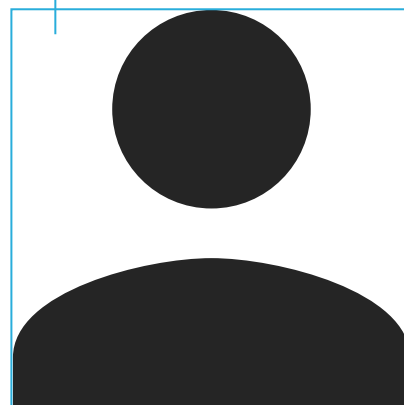
ic_person_black_150 x 150 px
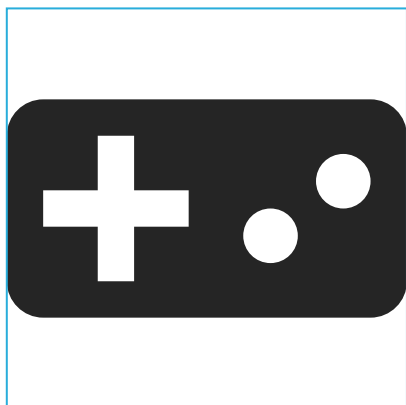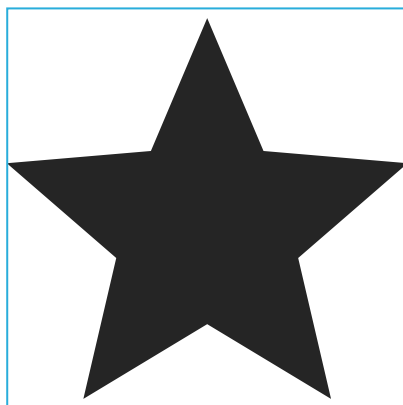
ic_settings_black_150 x 150 px

ic_explore_black_150 x 150 px

ic_book_black_150 x 150 px

ic_videogame_asset_black_
150 x 150 px

ic_grade_black_150 x 150 px

ic_flash_on_black_150 x 150 px

ic_build_black_150 x 150 px

ic_share_black_150 x 150 px

ic_camera_black_150 x 150 px

ic_place_black_150 x 150 px

ic_extension_black_150 x 150 px

ic_pie_chart_black_150 x 150 px

Open Source Hardware_
150 x 150 px

ic_forum_black_150 x 150 px

ic_person_black_150 x 150 px

ic_settings_black_150 x 150 px

ic_explore_black_150 x 150 px
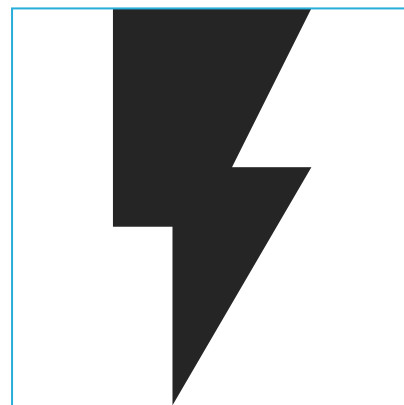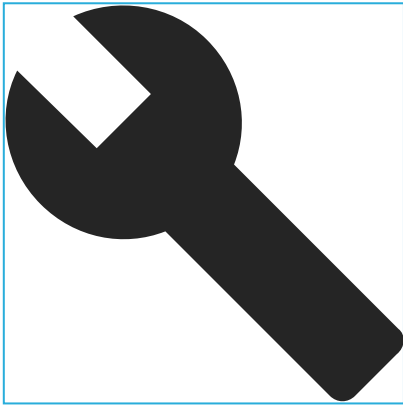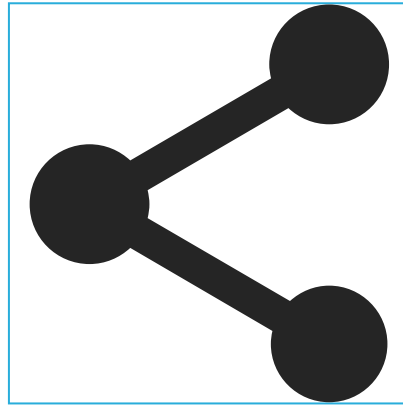
ic_book_black_150 x 150 px

ic_videogame_asset_black_
150 x 150 px

ic_grade_black_150 x 150 px
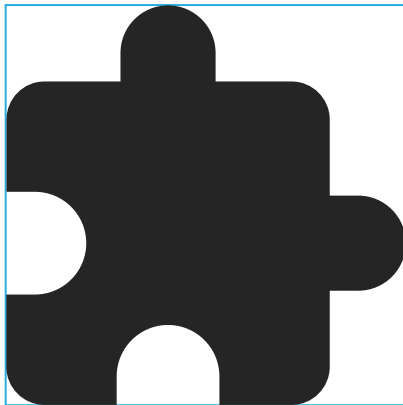
ic_flash_on_black_150 x 150 px

ic_build_black_150 x 150 px

ic_share_black_150 x 150 px

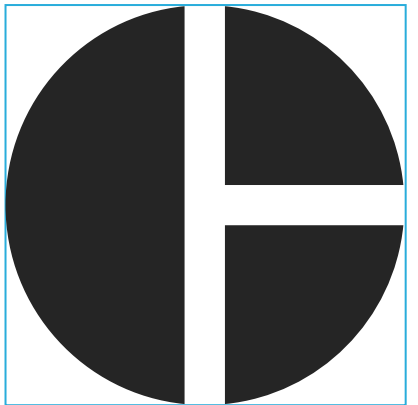ic_camera_black_150 x 150 px

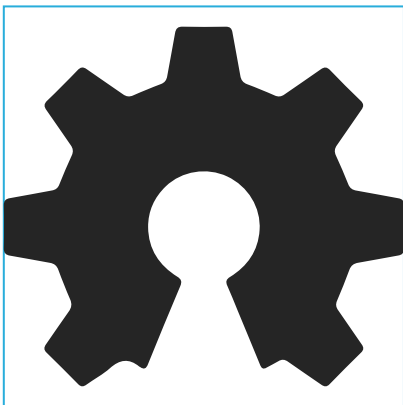ic_place_black_150 x 150 px
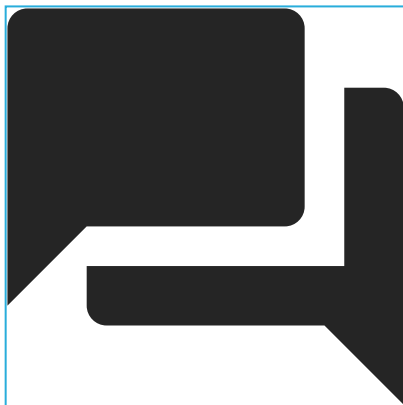
ic_extension_black_150 x 150 px

ic_pie_chart_black_150 x 150 px

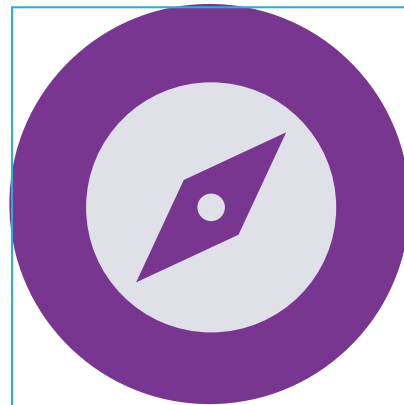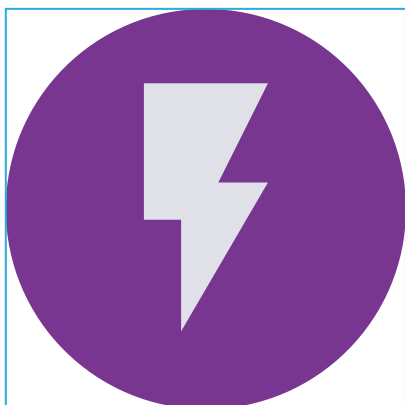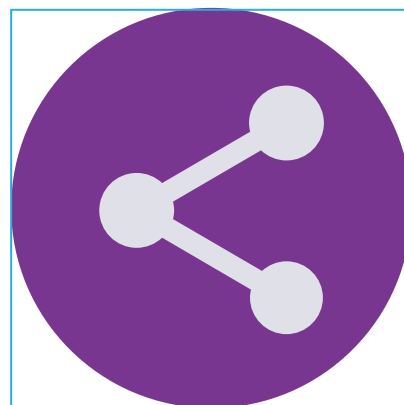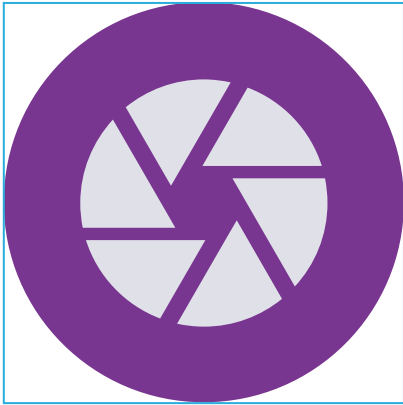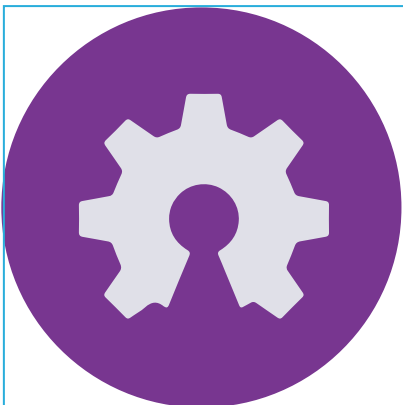Open Source Hardware_
150 x 150 px

ic_forum_black_150 x 150 px

// **Few examples** - Icons on system maps

EdgeRyders
> **Community** Managers
> **Online** Conversations
> **Ethnographic** report

> Reinvent **mass collaboration** as a non-exploitative activity

SCIMpulse Foundation

opencare

WeMake
> **Executive Design**
> **Prototype** Development
> Communication and **Documentation**

City of Milan
> **Local Communities** engagement

LOCAL DIMENSION

> Develop software for semi-automated aid to **ethnographic coding**
> Develop **semantic social analysis** methods and tools

université de BORDEAUX

Stockholm School of Economics
> **Literature review** and **pilot survey**
> Survey design and implementation
> Research, **data analysis**

ONLINE DIMENSION

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7 aprile 2016
Forum delle Politiche Sociali

2 aprile 2016
Genuino DAY2016
GENUINO DAY @WeMake

18 marzo 2016
FA' LA COSA GIUSTA

WORKSHOP

Città di Milano
> **Coinvolgimento comunità locali**

Smanettoni

Giovani

INCONTRI

WeMake
> **Progettazione Esecutiva**
> **Sviluppo di Prototipi**
> **Comunicazione e Documentazione**

Persone attive

Persone con bisogni speciali

Stranieri

Persone anziane

19 aprile 2016
Social Street

30 marzo 2016
XVivaio @WeMake

17 marzo 2016
Villa Pallavicini

12 marzo 2016
MARE Culturale Milano

DIMENSIONE **LOCALE: MILANO**

> Cover for social media:

851 px

176 px

16 px

315 px

667 px

64 px

180 x 180 px

Facebook cover photo
851 x 315 px
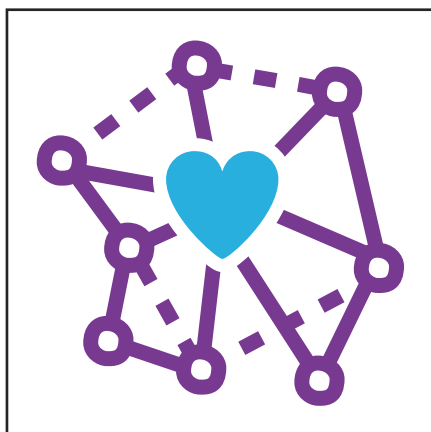
Facebook profile picture
180 x 180 px

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http://opencare.cc

1080 px

608 px

250 px

250 px

520 px

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http://opencare.cc

This project has received funding from the European Union's Horizon 2020 research and innovation
programme under grant agreement No 688670.'
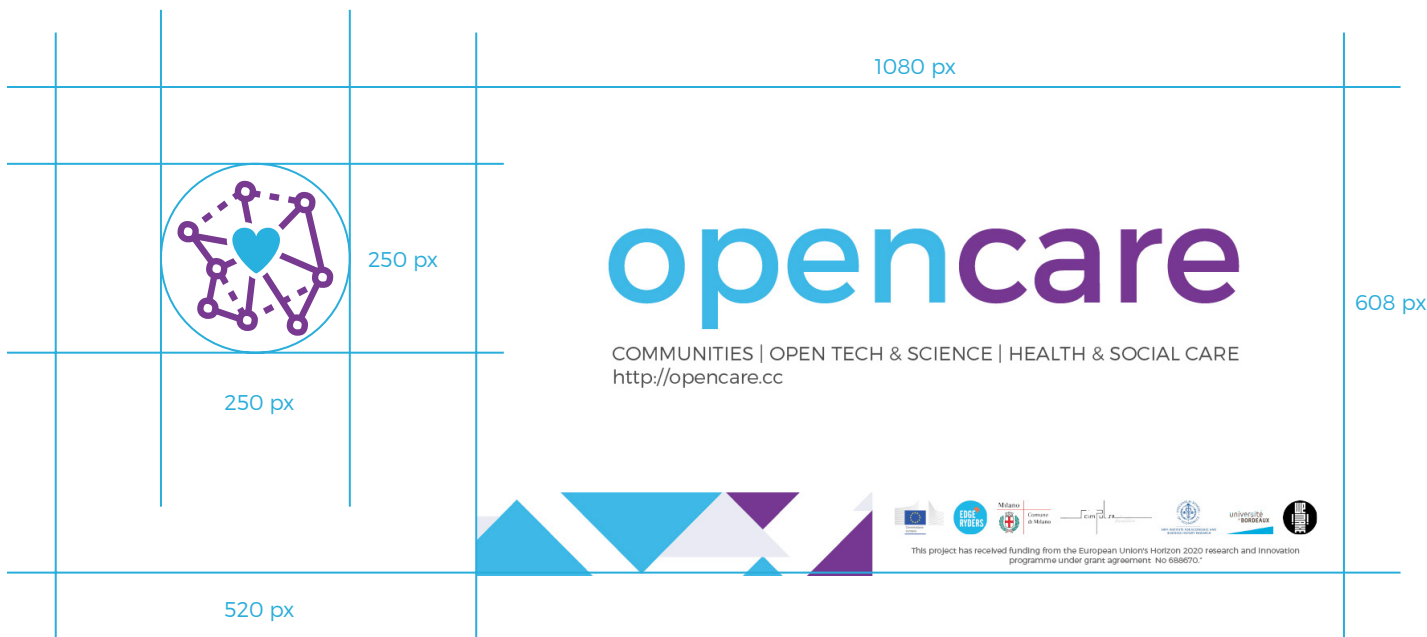
G+ cover photo
1080 x 608 px
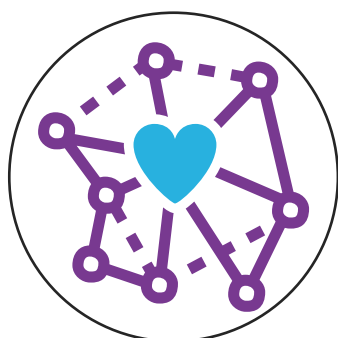
G+ profile picture
250 x 250 px

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http://opencare.cc

This project has received funding from the European Union's Horizon 2020 research and innovation
programme under grant agreement No 688670."

1500 px

70 px

500 px

100 px

240 px

70 px

240 px

opencare

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http://opencare.cc

This project has received funding from the European Union's Horizon 2020 research and innovation
programme under grant agreement No 688670."

Twitter cover photo
1500 x 500 px
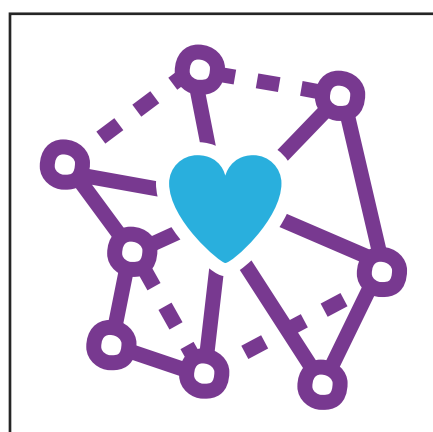
Twitter profile picture
240 x 240 px

2560 px

1440 px

opencare

COMMUNITIES | OPEN TECH & SCIENCE | HEALTH & SOCIAL CARE
http://opencare.cc

This project has received funding from the European Union's Horizon 2020 research and innovation
programme under grant agreement No 688670."

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COMMUNITIES | OPEN TECH & SCIENCE | HEALTH & SOCIAL CARE
http://opencare.cc

This project has received funding from the European Union's Horizon 2020 research and innovation
programme under grant agreement No 688670."

YouTube cover photo
2560 x 1440 px