

opencare

opencare graphic elements - [STYLE GUIDE](#)

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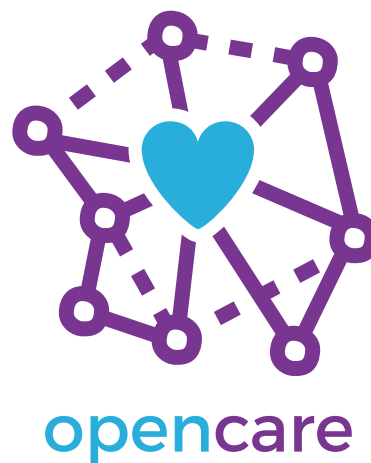
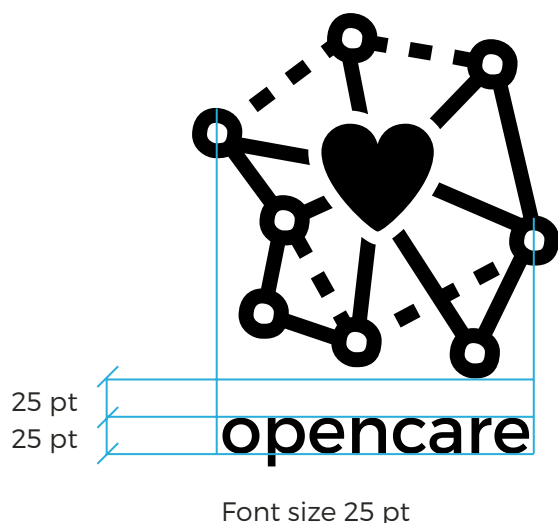
- > **Colors**

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> Logo (vertical):



// Typeface:

Montserrat Regular

// Notes:

The logo can be downloaded from this link:

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

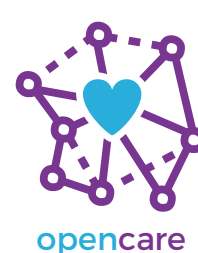
It is a public domain logo.

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:

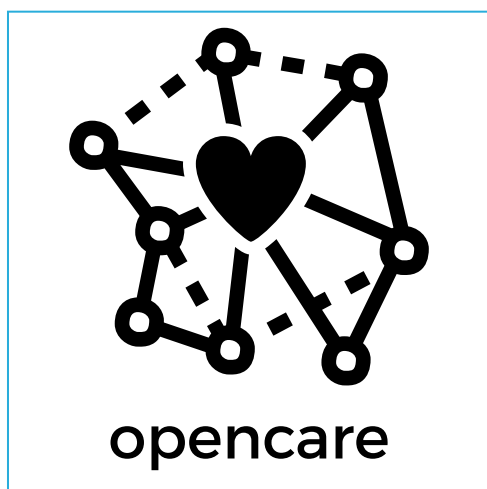
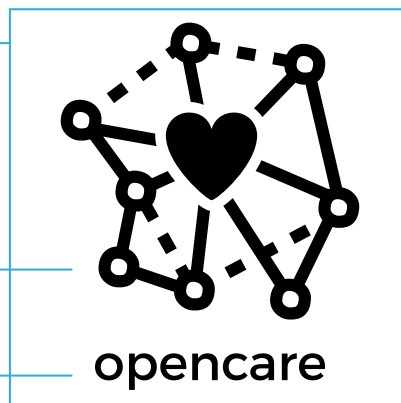


White and/or transparent background

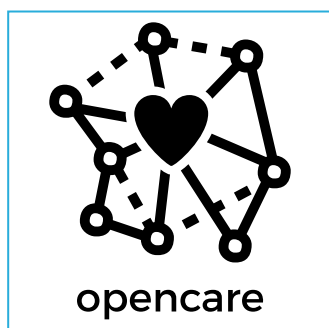
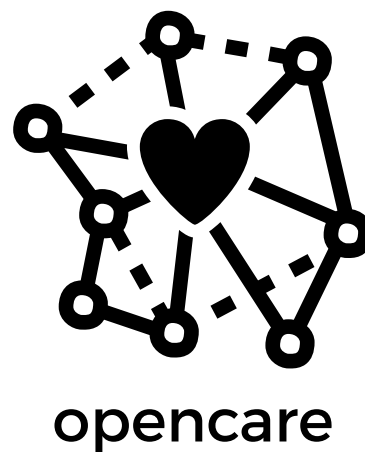
150 x 150 px

Black logo

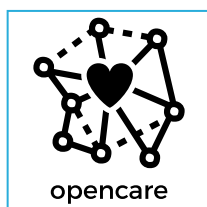
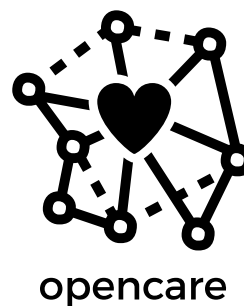
Black name - Montserrat Regular



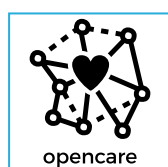
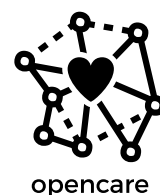
180 x 180 px



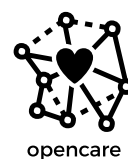
120 x 120 px



76 x 76 px



60 x 60 px

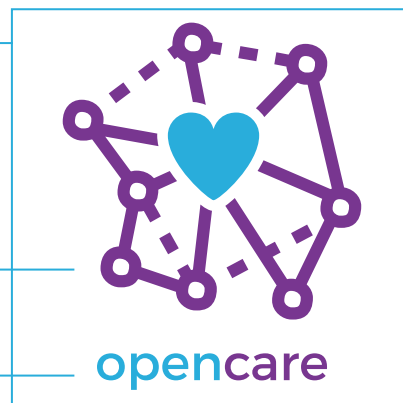


White and/or transparent background

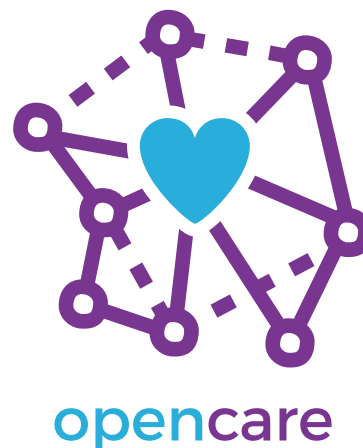
150 x 150 px

Purple/blue logo

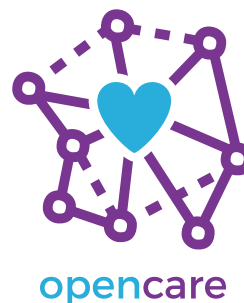
Purple/blue name - **Montserrat Regular**



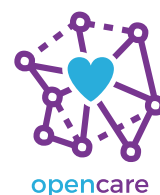
180 x 180 px



120 x 120 px



76 x 76 px



60 x 60 px



> Logo (horizontal):



Font size 25 pt



Font size 25 pt

// **Typeface:**

Montserrat Regular

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



> Typeface:

Written text

Montserrat Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Project name and highlighted text

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

Montserrat Light

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

// 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.	
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		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 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.

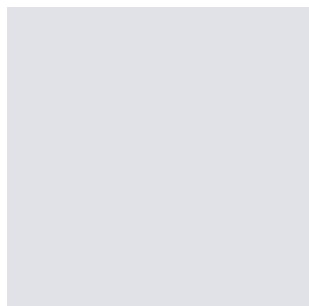
When used inside a written text, opencare must be used in bold.

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		justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue.	
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		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%



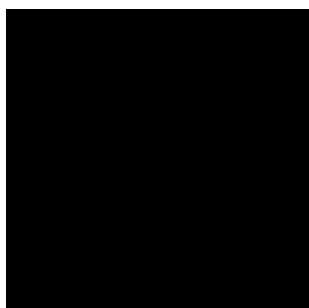
Dark Blue
#000099

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%



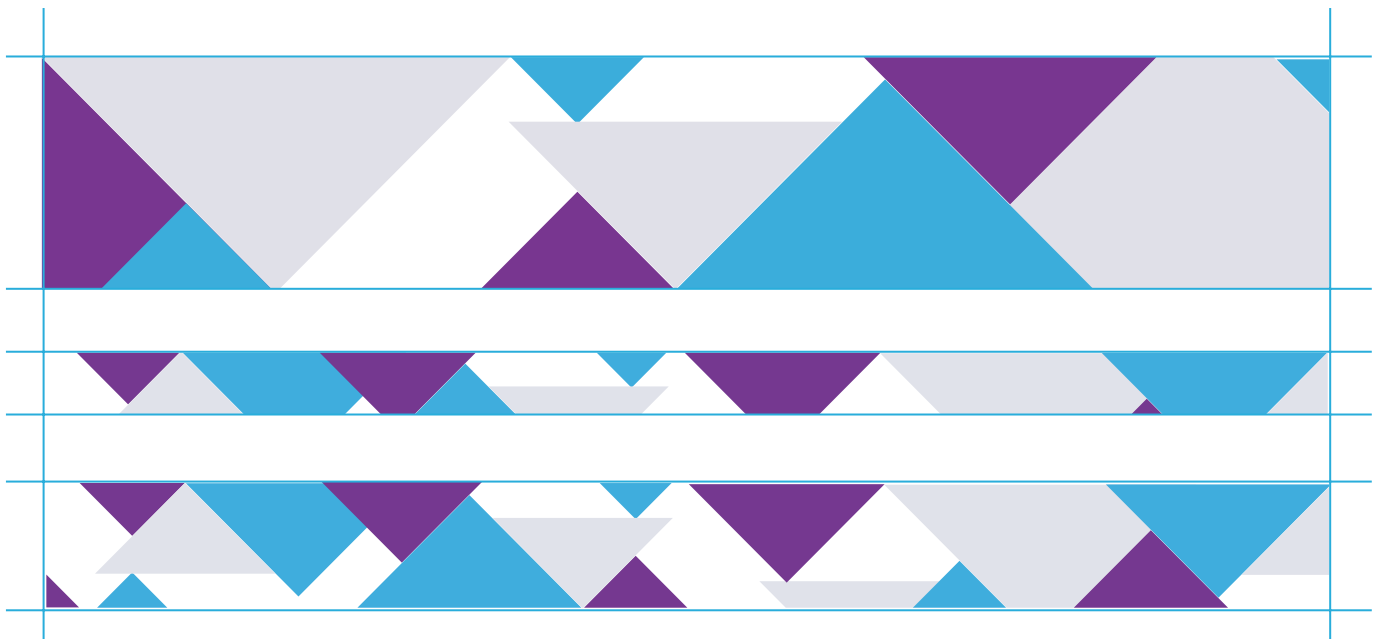
Orange
#ff9700

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:



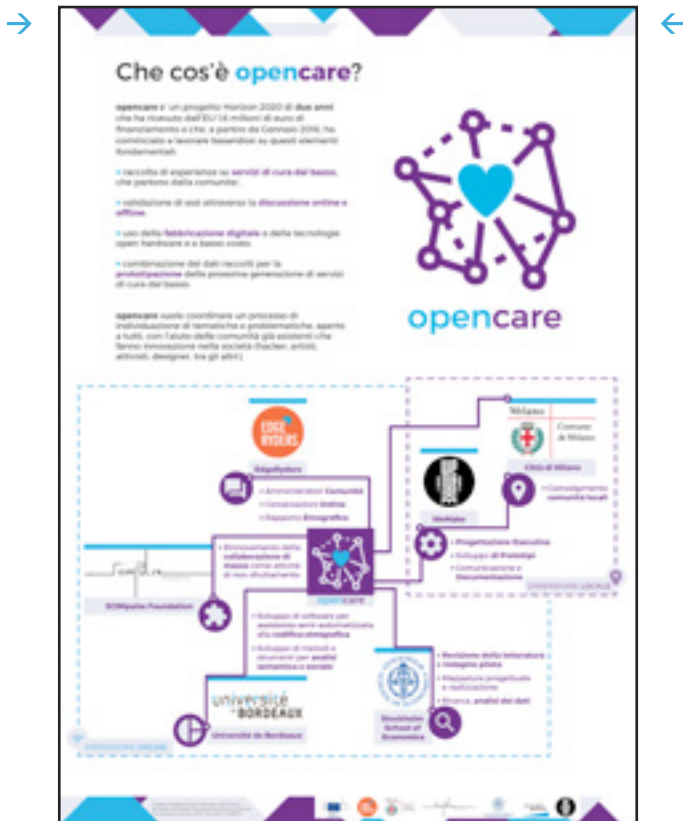
// Notes:

The header is composed by the purple/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:

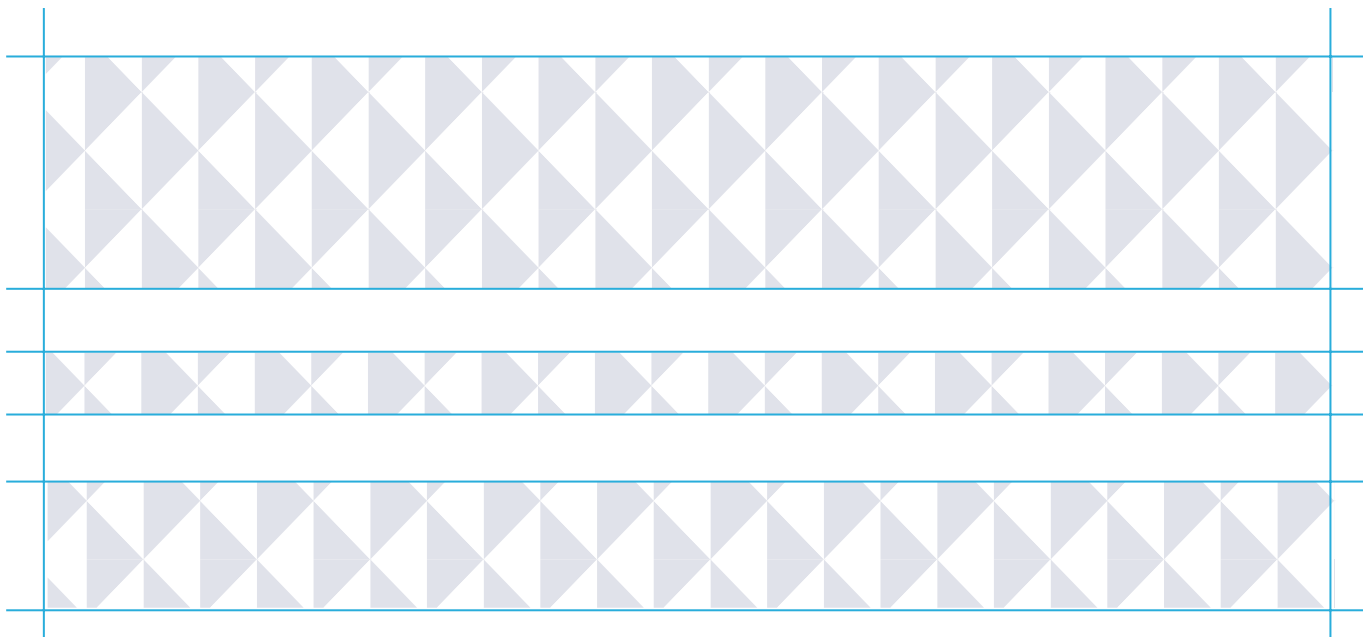


Header on co-design posters



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 purple/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:

// Notes:

The icons can be downloaded from this link:

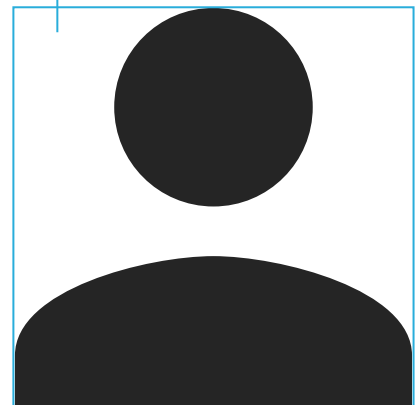
<https://design.google.com/icons/>

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.

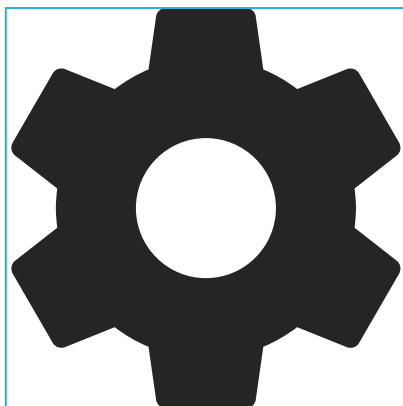
The icons are available under the CC-BY License.

White and/or transparent background

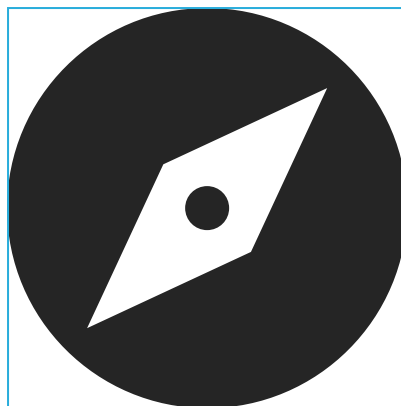
150 x 150 px



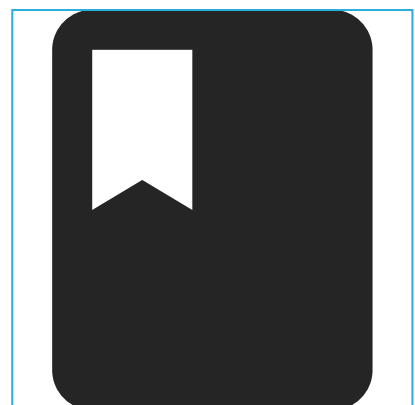
ic_person_black_150 x 150 px



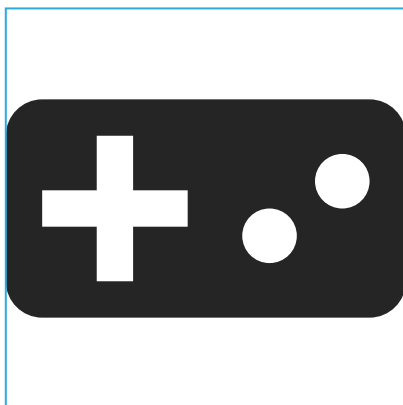
ic_settings_black_150 x 150 px



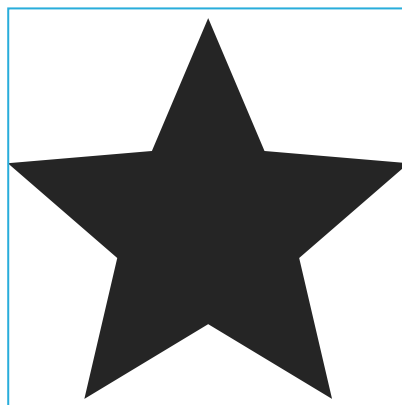
ic_explore_black_150 x 150 px



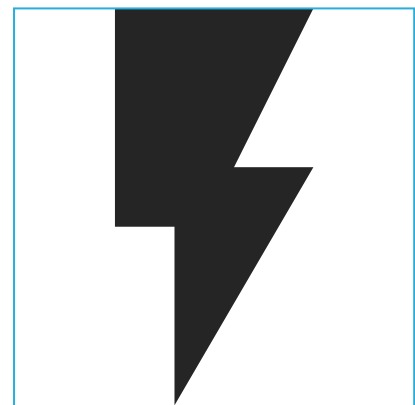
ic_book_black_150 x 150 px



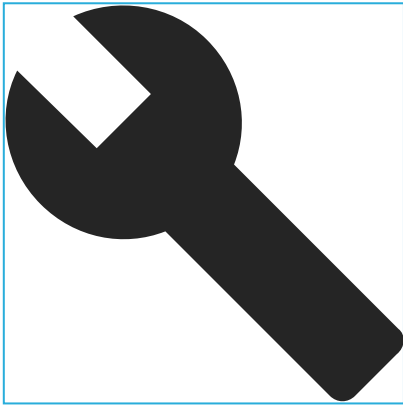
ic_videogame_asset_black_150 x 150 px



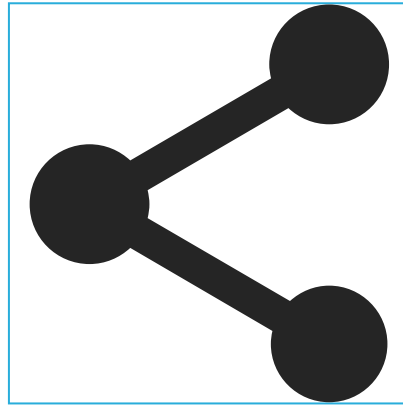
ic_grade_black_150 x 150 px



ic_flash_on_black_150 x 150 px



ic_build_black_150 x 150 px



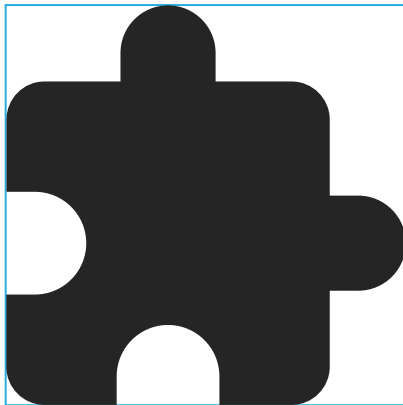
ic_share_black_150 x 150 px



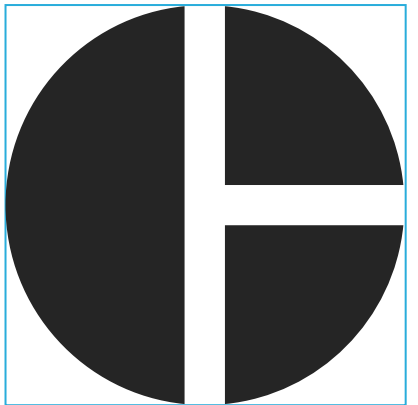
ic_camera_black_150 x 150 px



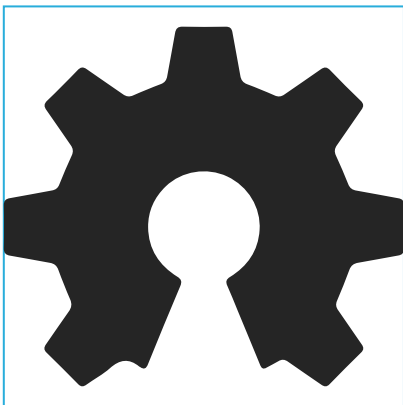
ic_place_black_150 x 150 px



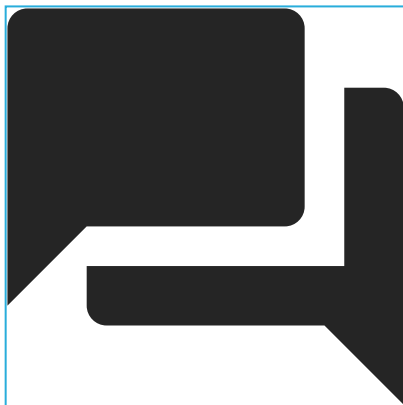
ic_extension_black_150 x 150 px



ic_pie_chart_black_150 x 150 px



Open Source Hardware_
150 x 150 px



ic_forum_black_150 x 150 px

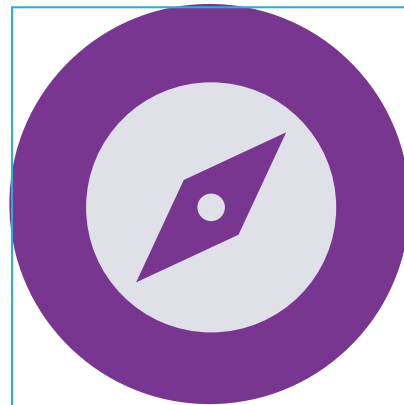
// **Few examples** - icon on colored background:



ic_person_black_150 x 150 px



ic_settings_black_150 x 150 px



ic_explore_black_150 x 150 px



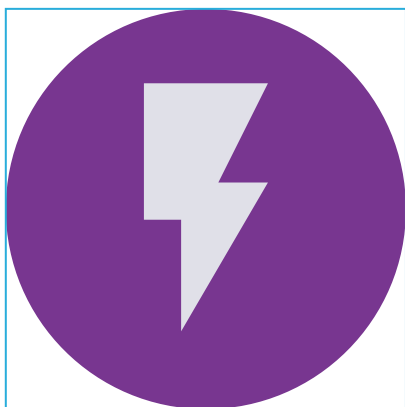
ic_book_black_150 x 150 px



ic_videogame_asset_black_
150 x 150 px



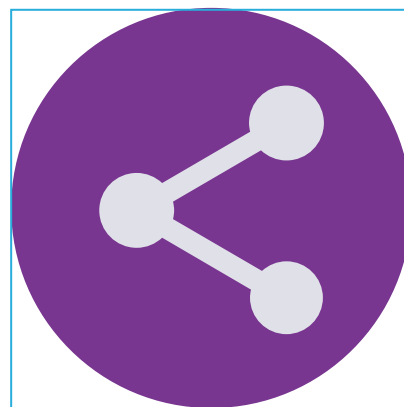
ic_grade_black_150 x 150 px



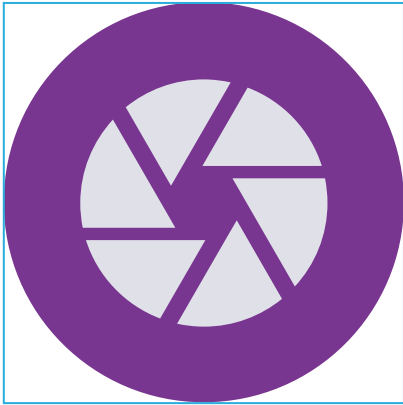
ic_flash_on_black_150 x 150 px



ic_build_black_150 x 150 px



ic_share_black_150 x 150 px



ic_camera_black_150 x 150 px



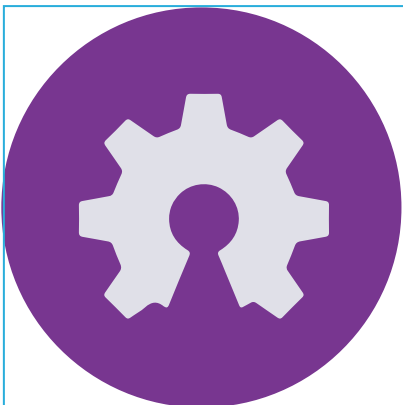
ic_place_black_150 x 150 px



ic_extension_black_150 x 150 px



ic_pie_chart_black_150 x 150 px

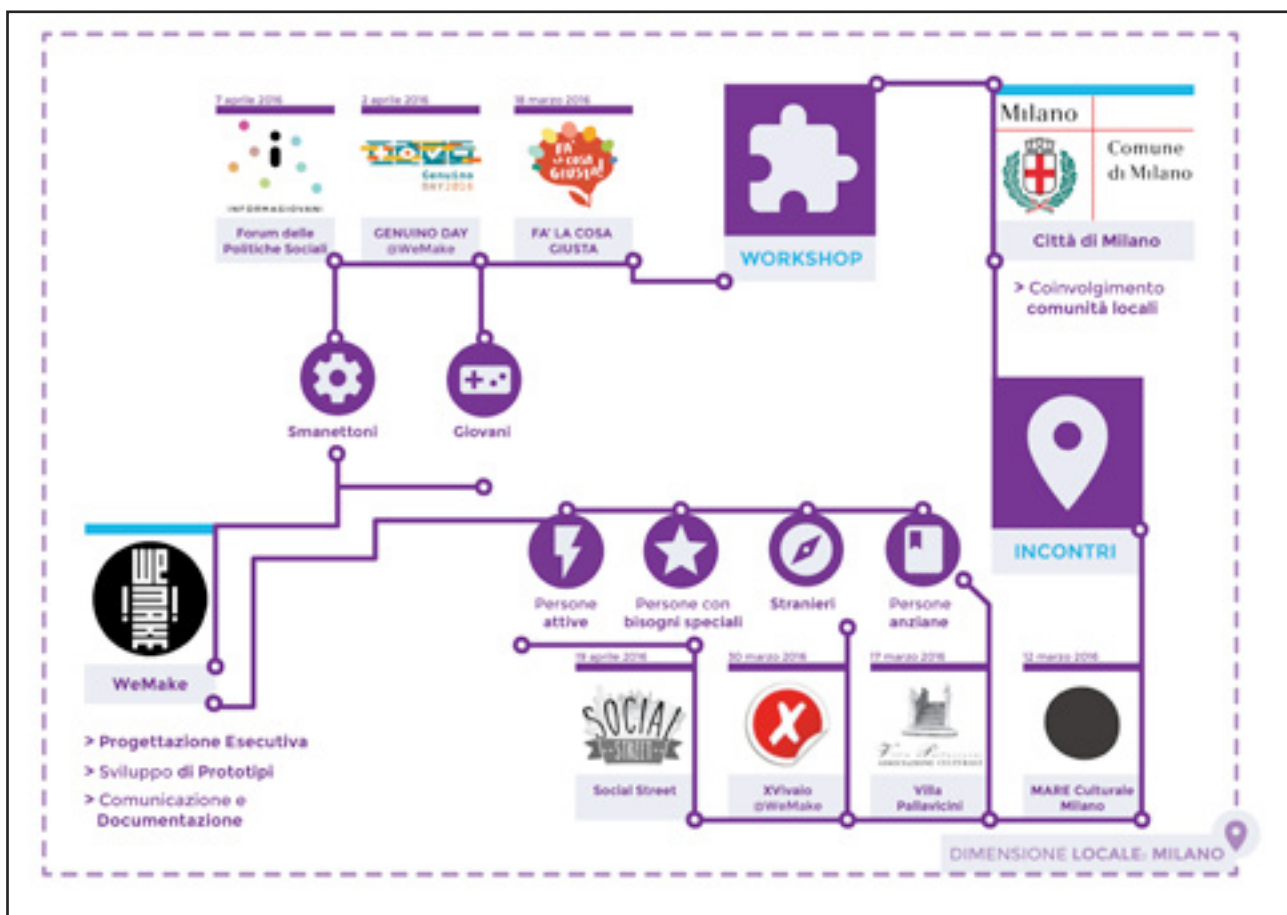
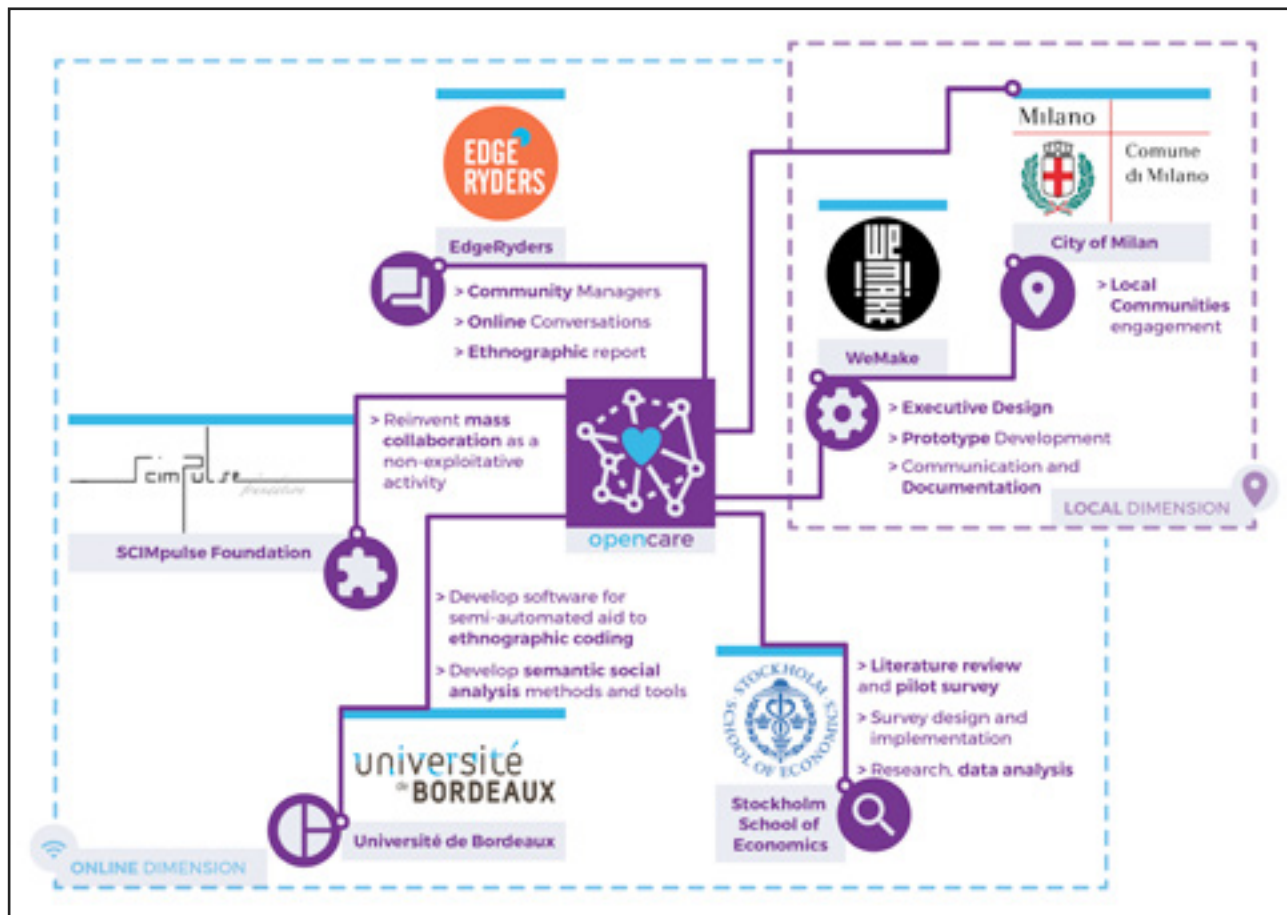


Open Source Hardware_
150 x 150 px

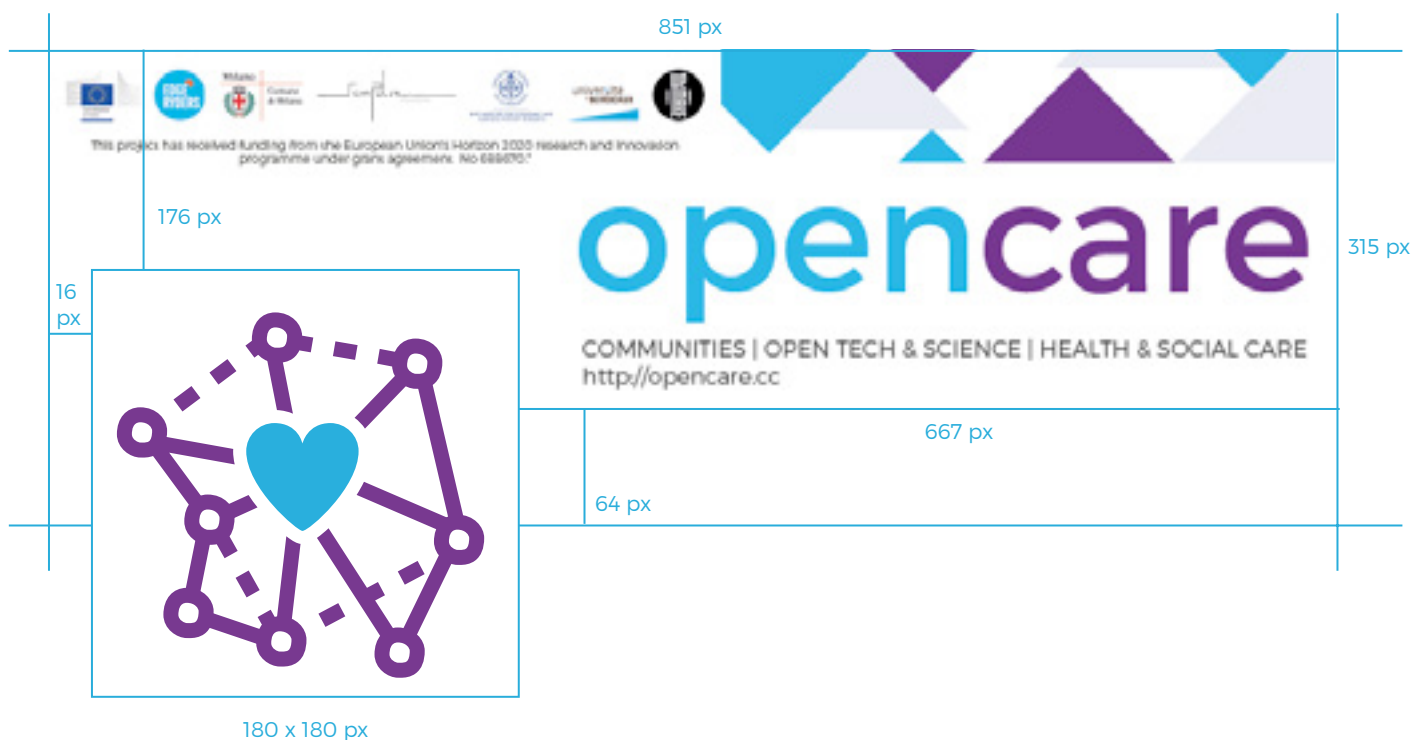


ic_forum_black_150 x 150 px

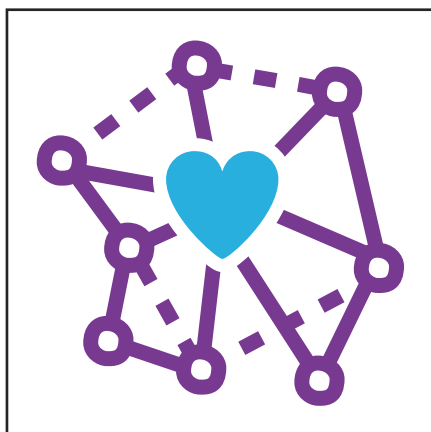
// Few examples - Icons on system maps



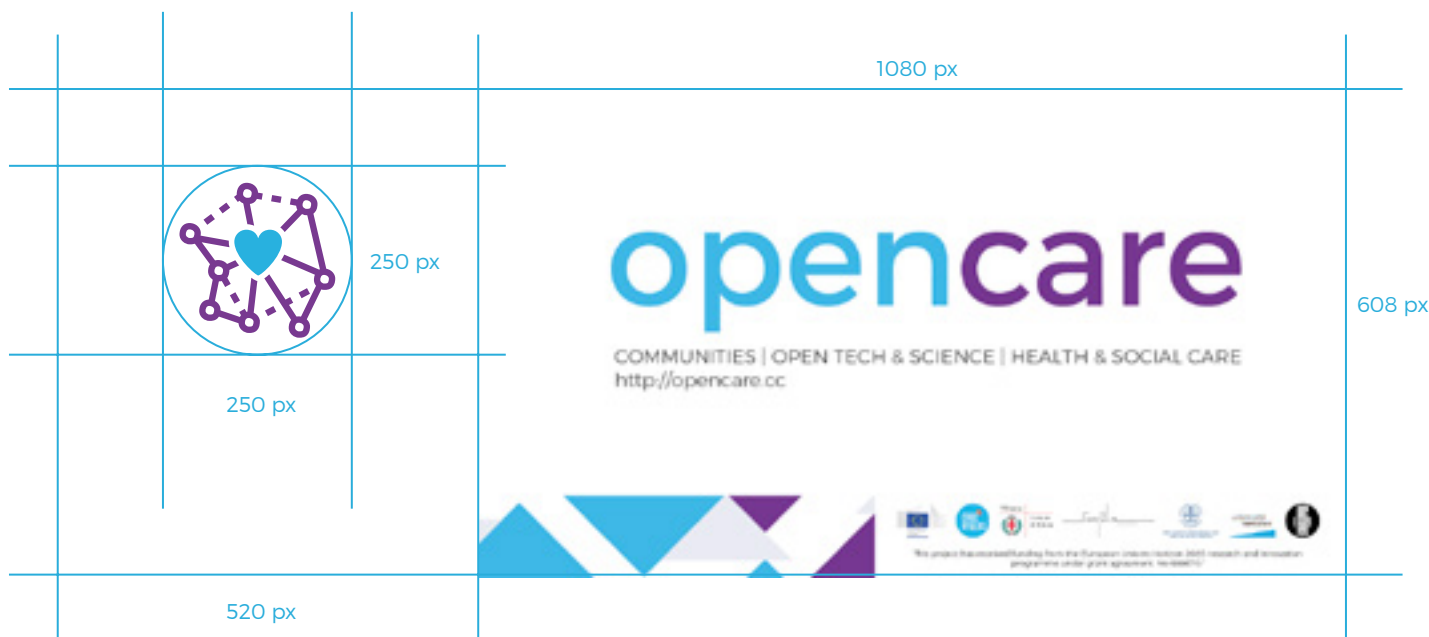
> Cover for social media:



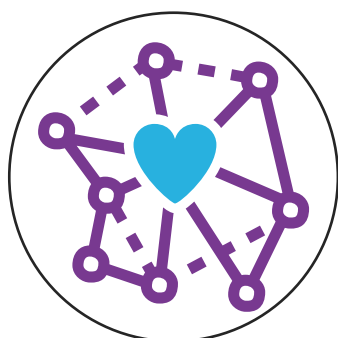
Facebook cover photo
851 x 315 px



Facebook profile picture
180 x 180 px



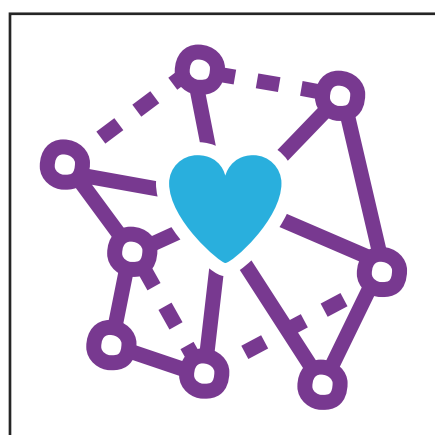
G+ cover photo
1080 x 608 px



G+ profile picture
250 x 250 px



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.



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.



YouTube cover photo
2560 x 1440 px