

opencare

opencare graphic elements - **STYLE GUIDE**
MARCH 2017

INDEX

- > **Logo (vertical)**
- > **Logo (horizontal)**
- > **Typeface**

- > **Written text (print)**
- > **Written text (web)**

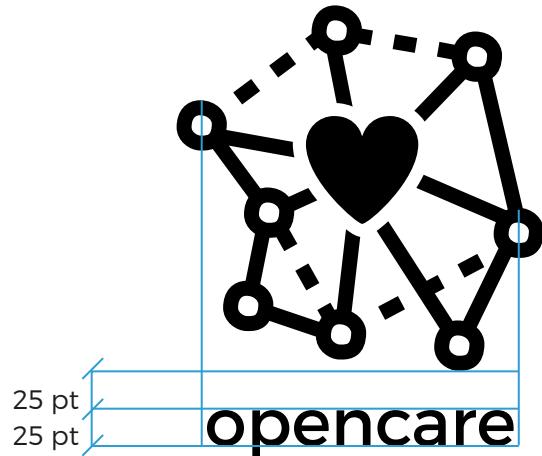
- > **Colors**

- > **Header**
- > **Dividing Element**
- > **Footer**

- > **Icons**

- > **Cover for social media**

> Logo (vertical):



Font size 25 pt



// Typeface:

Montserrat Regular

// Notes:

The logo can be downloaded from this link:

<https://thenounproject.com/search/?q=network+heart&i=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:

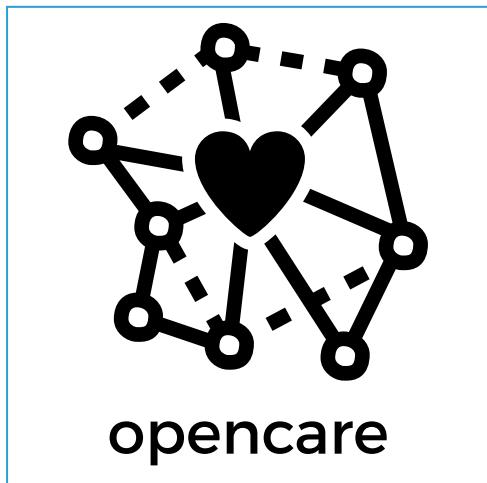
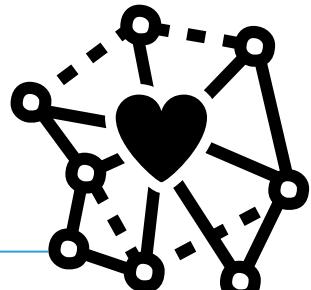


White and/or transparent background

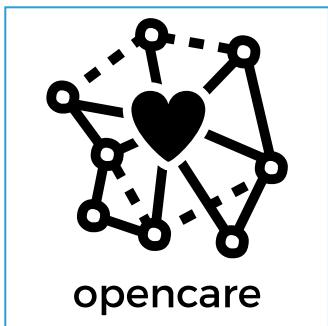
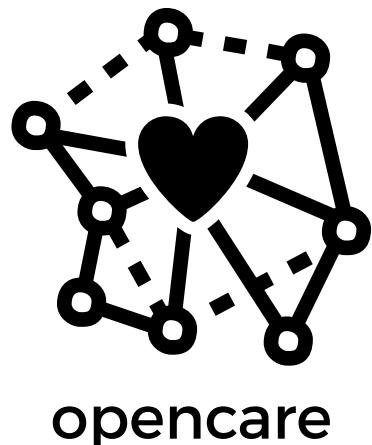
150 x 150 px

Black logo

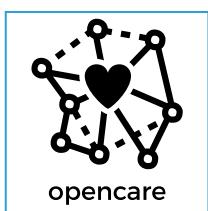
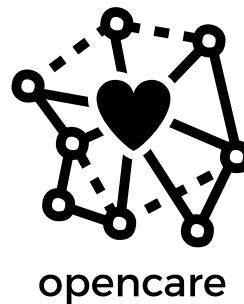
Black name - Montserrat Regular



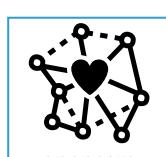
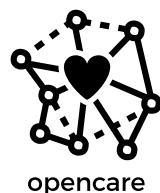
180 x 180 px



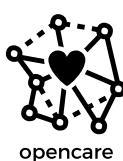
120 x 120 px



76 x 76 px



60 x 60 px

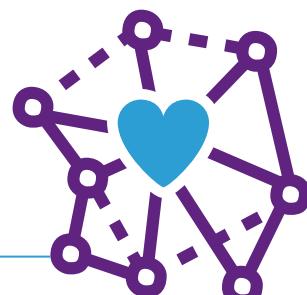


White and/or transparent background

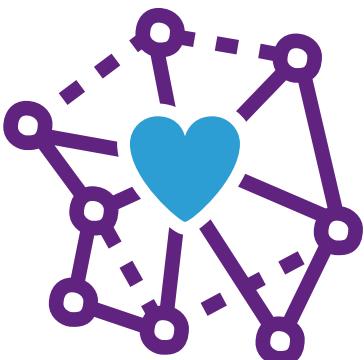
150 x 150 px

Purple/blue logo

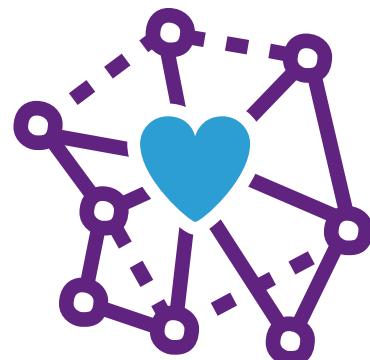
Purple/blue name - Montserrat Regular



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180 x 180 px



120 x 120 px

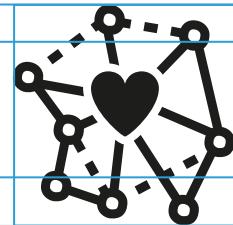


76 x 76 px



60 x 60 px

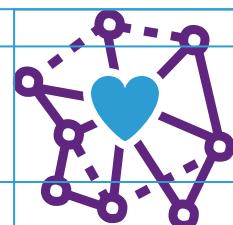
> **Logo (horizontal):**



openicare

25 pt

Font size 95 pt



openicare

25 pt

Font size 95 pt

// **Typeface:**

Montserrat Regular

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



openicare

> Typeface:

Written text

Montserrat Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Project name and highlighted text

Montserrat Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Title

Montserrat Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Title

Montserrat Extra Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Title

Montserrat SemiBold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Title

Montserrat Black

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)

Montserrat Bold

Font size 12 pt

Automatic line-spacing (12 pt)

Montserrat Light

Font size 12 pt

Automatic line-spacing (12 pt)

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.

// 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).

Title		10 mm
		Montserrat SemiBold 16 pt
		Line-spacing 16 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. Sed non neque elit. Sed ut imperdiet nisi.	
		Proin condimentum fermentum nunc. Etiam pharetra, erat sed fermentum feugiat, velit mauris egestas quam, ut aliquam massa nisl quis neque. Suspendisse in orci enim. opencare proin gravida nibh vel velit auctor aliquet. Sed ut imperdiet nisi.
		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)

Montserrat Bold

Font size 16 px

Line-height (18 px)

Montserrat Light

Font size 16 px

Line-height (18 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.

// Notes:

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

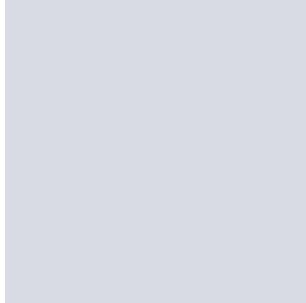
When used inside a written text, **opencare** must be used in bold.

About the written text, the line-spacing and the font size are not the same.

The notes are written in Montserrat Light 14 px with line-height 16 px.

Title		10 mm
		Montserrat SemiBold 21 px
		Line-spacing 21 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. Sed non neque elit. Sed ut imperdiet nisi.	
		Proin condimentum fermentum nunc. Etiam pharetra, erat sed fermentum feugiat, velit mauris egestas quam, ut aliquam massa nisl quis neque. Suspendisse in orci enim. opencare proin gravida nibh vel velit auctor aliquet. Sed ut imperdiet nisi.
		Montserrat Bold 16 px
		Montserrat Light 16 px
		Line height 18 px

> Colors:



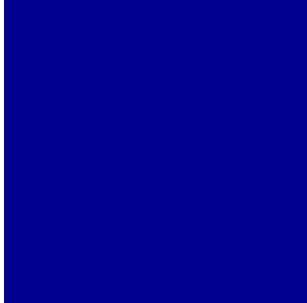
Grey
#e5e8f1



Purple
#602480



Light Blue
#2DA9DE



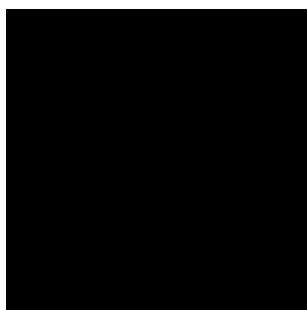
Dark Blue
#000099

C: 100%
M: 92%
Y: 19%
K: 4%



Violet
#9774AE

C: 48%
M: 60%
Y: 3%
K: 0%



Black
#000000

C: 91%
M: 79%
Y: 62%
K: 97%



Grey
#3C3C3B

C: 66%
M: 57%
Y: 55%
K: 60%



Orange
#ff9700

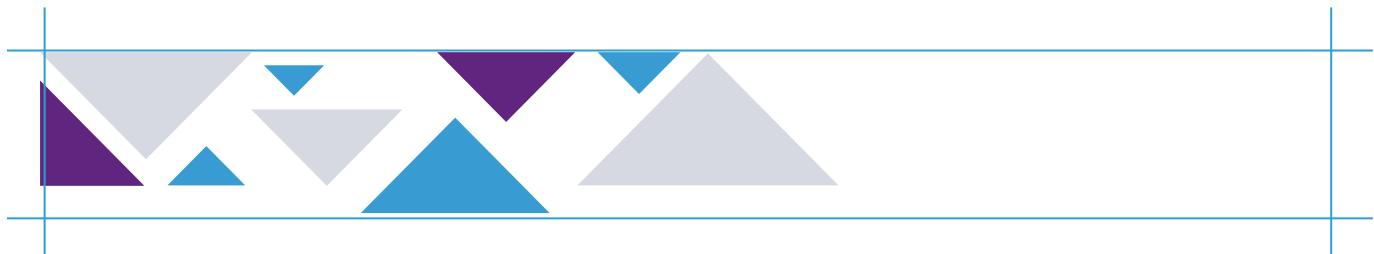
C: 0%
M: 49%
Y: 93%
K: 0%

// 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.

main visual structure. Of course it depends on the composition's size and layout

It can be slightly modified in order to fill the top part of the composition, without losing the

→

 opencare

Maker in Residence

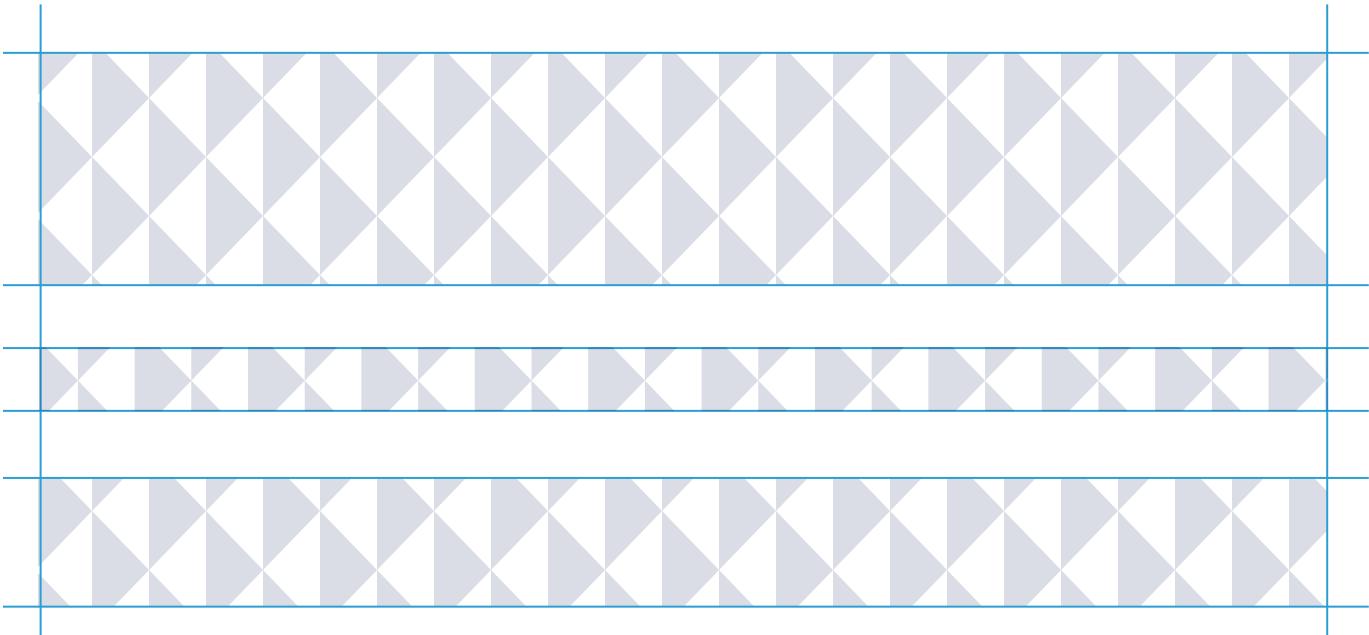
apply now!

 European Commission | Horizon 2020 European Union funding for research & innovation

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

Header on a slide presentation

> Dividing element-A:



// 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:

I consigli di #opencare

L'apribottiglia

Lo sapevi che?
Molti persone usano lo schiaccianoci come apribottiglie. Se lo schiaccia non è sempre efficace e può rovinare i tappi delle bottiglie in plastica impossibilitandone l'apertura.

...sei consapevole che esistono molte alternative realmente efficaci?
Ad esempio, alcuni studenti del Politecnico di Milano hanno ideato e creato un oggetto in grado di facilitare l'apertura delle bottiglie di plastica e non. Tale oggetto è realizzato tramite un programma di modellazione 3D ed è realizzabile grazie ad una qualsiasi stampante 3D.

Sai che puoi crearlo tu stesso?
In che modo?

Semplicemente scansionando il QR sull'immagine! Essendo un progetto Open Source chiunque può scaricare il file 3D dell'oggetto, modificarne le caratteristiche e realizzarlo per davvero tramite una stampante 3D, presente in ogni FabLab/Makerspace.

#QUOTIDIANITÀ
#MIGLIORALATUAVITA
#DOITYOURSELF
Diffusione

Lo sapevi che?
È possibile modificare un dispositivo esistente sul mercato e dargli nuove funzionalità scelte proprio da te?

...sei consapevole che esistono molte alternative realmente efficaci?
Ad esempio, una coppia di genitori, intraprendenti e "smarritori", insoddisfatti delle applicazioni disponibili sul mercato per monitorare il proprio neonato, ha ideato e creato un dispositivo molto semplice ed economico che si chiama Amazon Dash Button. È un dispositivo che permette di acquistare e di ricevere direttamente a casa propria dei prodotti specifici semplicemente cliccando sul pulsante del dispositivo.

Sai che puoi crearlo tu stesso?
In che modo?

È possibile seguire un tutorial (in inglese) su come modificare il proprio Amazon Dash Button, semplicemente scansionando il QR sull'immagine! Essendo un progetto Open Source chiunque può scaricare il file 3D dell'oggetto, modificarne le caratteristiche e realizzarlo per davvero. In caso di dubbi, è possibile contattare direttamente il proprietario del progetto o richiedere assistenza ad uno staff competente, presente in ogni FabLab/Makerspace.

#QUOTIDIANITÀ
#MIGLIORALATUAVITA
#HACKERARE
Diffusione

applicazioni disponibili sul mercato per monitorare il proprio neonato, ha deciso di "hackerare" un dispositivo molto semplice ed economico che si chiama *Amazon Dash Button*. È un dispositivo che permette di acquistare e di ricevere direttamente a casa propria dei prodotti specifici semplicemente cliccando sul pulsante del dispositivo.

Sai che puoi modificarlo tu stesso?

Cliccando su questo [link](#), è possibile seguire un tutorial (in inglese) su come modificare il proprio Amazon Dash Button. Essendo un progetto **Open Source** chiunque può scaricare i file necessari per hackerare il proprio dispositivo, modificarne le caratteristiche e realizzarlo per davvero. In caso di dubbi, è possibile contattare direttamente il proprietario del progetto o richiedere assistenza ad uno **staff competente**, presente in ogni FabLab/Makerspace.

→

←

Ti piacerebbe creare **nuove soluzioni** ai bisogni di cura e di benessere **con noi**?

Partecipa ai due primi incontri di co-progettazione di nuove soluzioni ai bisogni che ti riguardano o riguardano i tuoi familiari nel quotidiano!

Clicca su questo [link](#) per avere tutte le **informazioni** necessarie.

TI ASPETTIAMO!

Il team di WeMake

Questo progetto è stato finanziato dall'Unione Europea nell'ambito del programma per la ricerca e l'innovazione Horizon 2020, accordo N. 688670.

Horizon 2020 European Union Funding for Research & Innovation

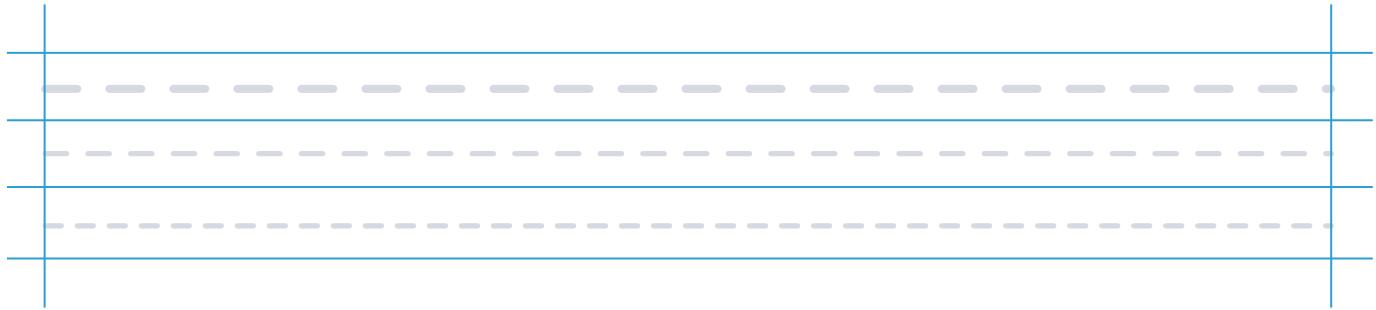
Consigli #opencare by WeMake opencare
WeMake Via Stefano da Vimercate 27/5 Milan, MI 20128 Italy
Sent to silvia.dambrosio2@gmail.com — [Unsubscribe](#)

Delivered by
TinyLetter

Dividing element on co-design posters

Dividing element on newsletter

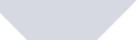
➤ Dividing element-B:



// Notes:

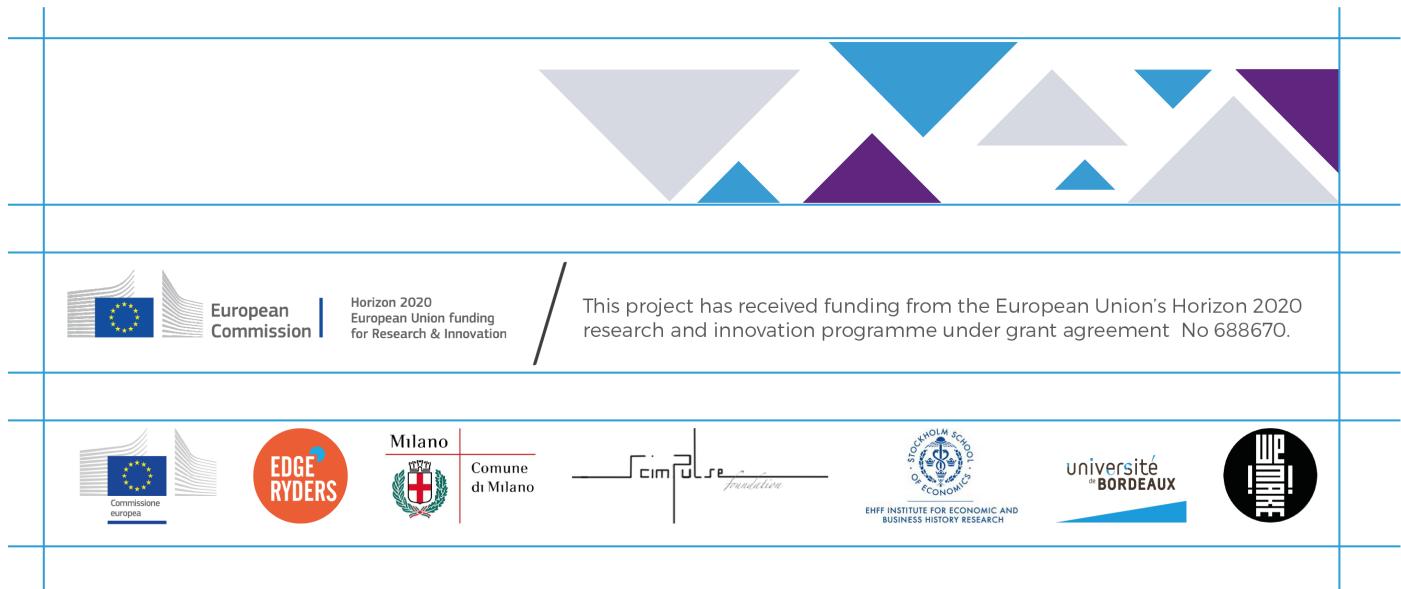
The dividing element B is composed by a line.

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.

		Workshop IDEA ² @CERN	
		Challenge N°1	Challenge N°2
#HASHTAG-1	Test usability and (minimum) required functionalities with motor disabled users	#HASHTAG-1	Development of a sustainable business model that allows the delivery of affordable solutions, directly at people's homes
 Horizon 2020 European Union funding for research & innovation	This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 688670.		

Dividing element on a slide presentation

> Footer:



Horizon 2020
European Union funding
for Research & Innovation

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



// 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:

Project Name:
HUBOTICS

Project Members:
Luca Randazzo - PhD student

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

Footer element on a slide presentation

> Icons:

// Notes:

The icons can be downloaded from this link:

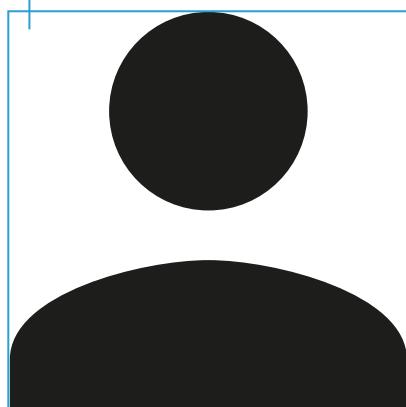
<https://www.google.com/design/spec/style/icons.html#icons-system-icons>

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.

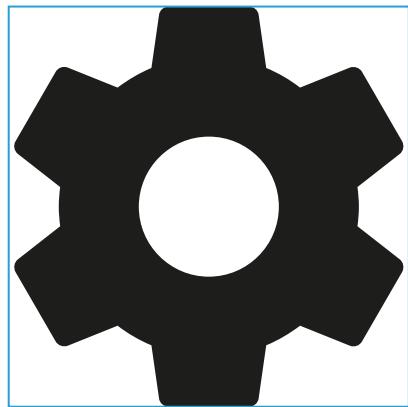
The icons are available under the CC-BY License.

White and/or transparent background

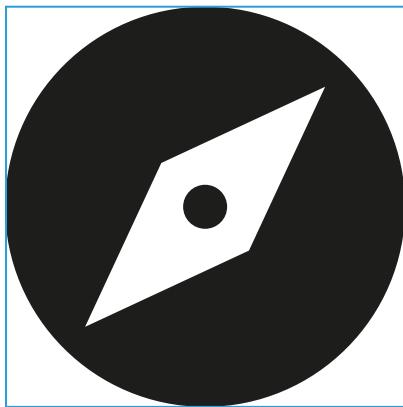
150 x 150 px



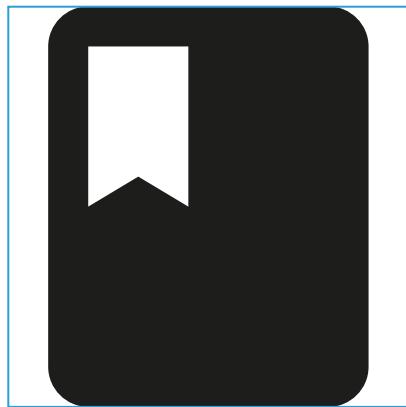
ic_person_black_150 x 150 px



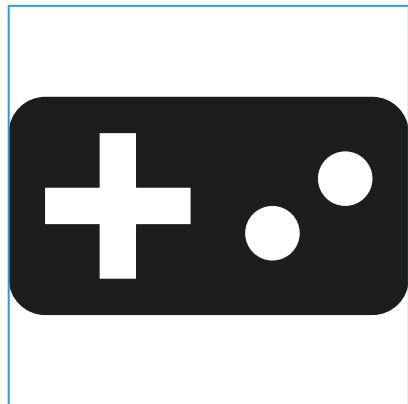
ic_settings_black_150 x 150 px



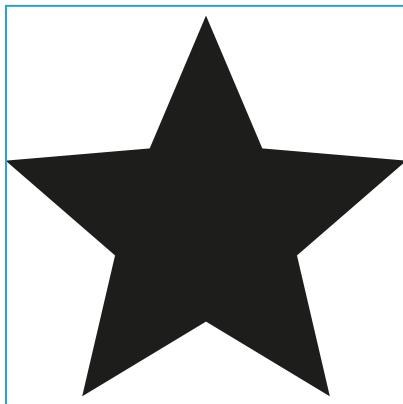
ic_explore_black_150 x 150 px



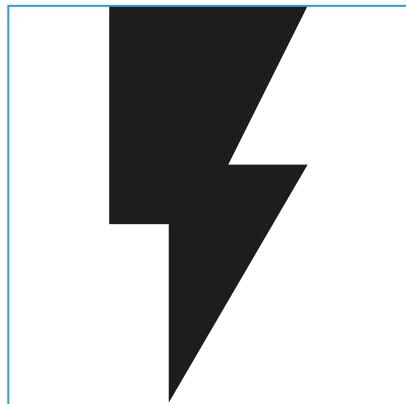
ic_book_black_150 x 150 px



ic_videogame_asset_black_150 x 150 px



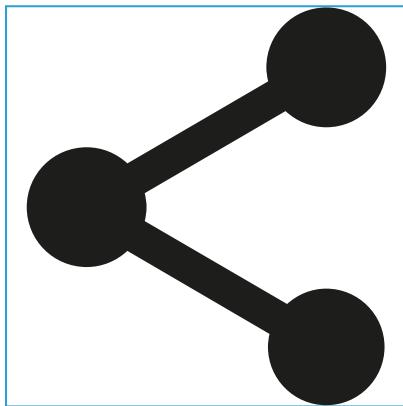
ic_grade_black_150 x 150 px



ic_flash_on_black_150 x 150 px



ic_build_black_150 x 150 px



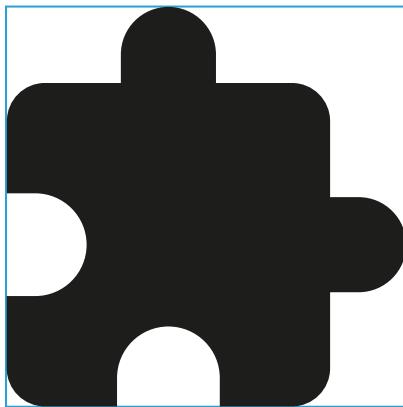
ic_share_black_150 x 150 px



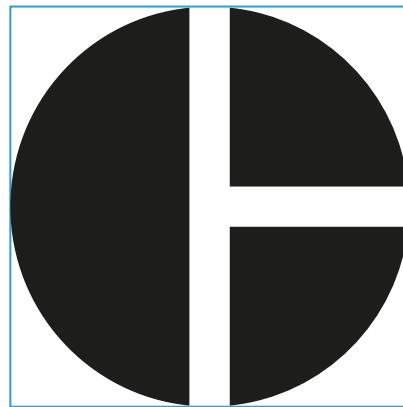
ic_camera_black_150 x 150 px



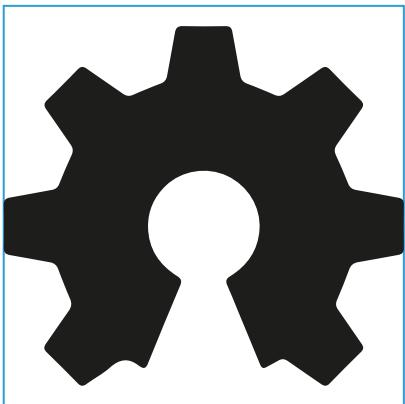
ic_place_black_150 x 150 px



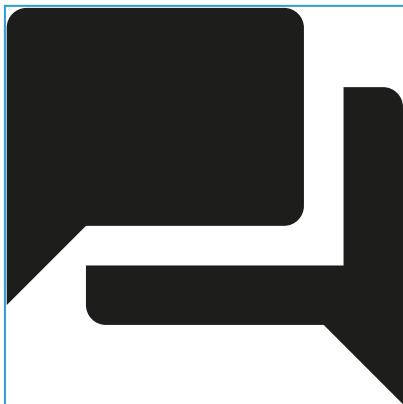
ic_extension_black_150 x 150 px



ic_pie_chart_black_150 x 150 px



Open Source Hardware_
150 x 150 px



ic_forum_black_150 x 150 px

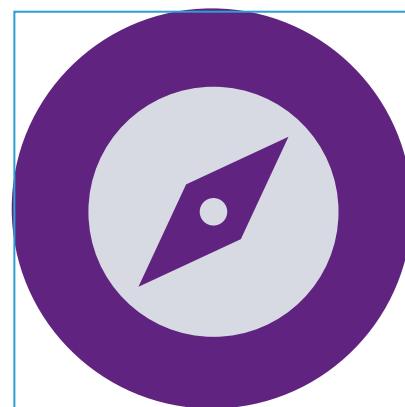
// Few examples - icon on colored background:



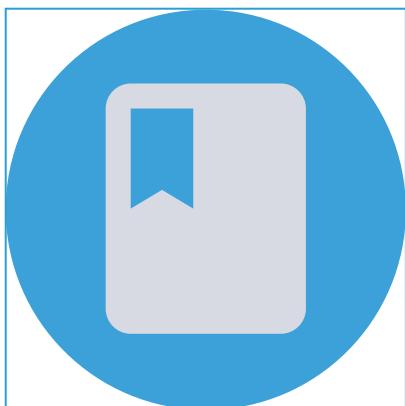
ic_person_black_150 x 150 px



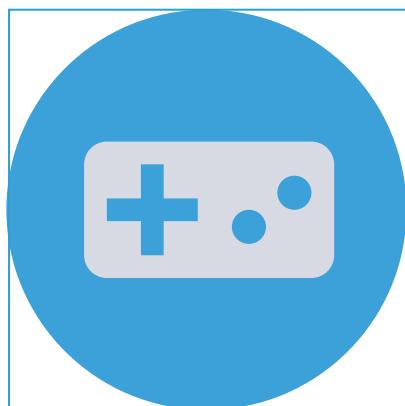
ic_settings_black_150 x 150 px



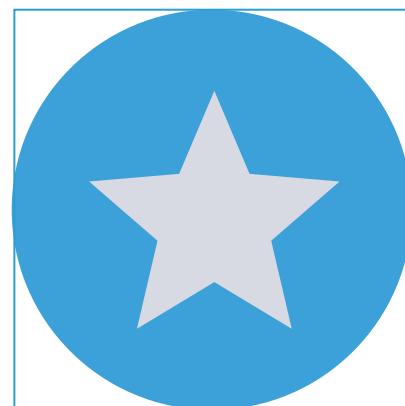
ic_explore_black_150 x 150 px



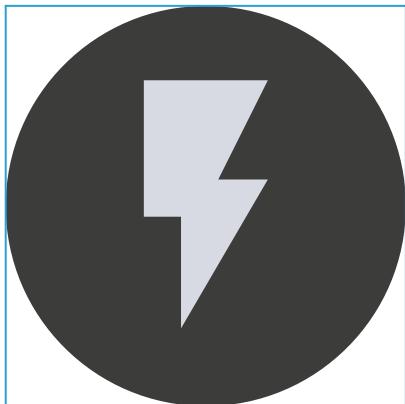
ic_book_black_150 x 150 px



ic_videogame_asset_black_150 x 150 px



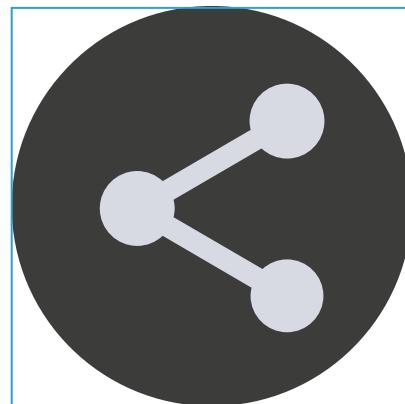
ic_grade_black_150 x 150 px



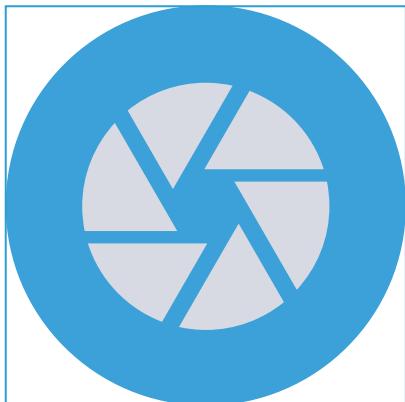
ic_flash_on_black_150 x 150 px



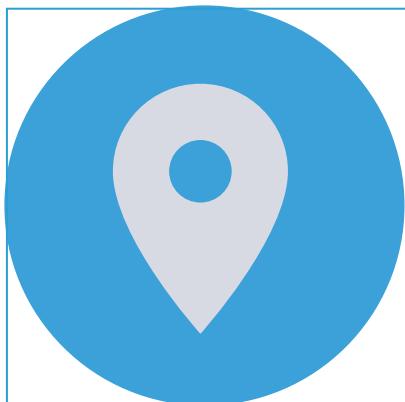
ic_build_black_150 x 150 px



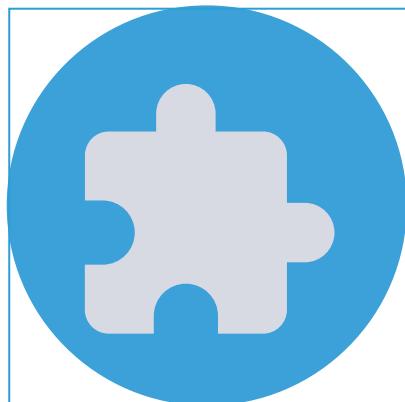
ic_share_black_150 x 150 px



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

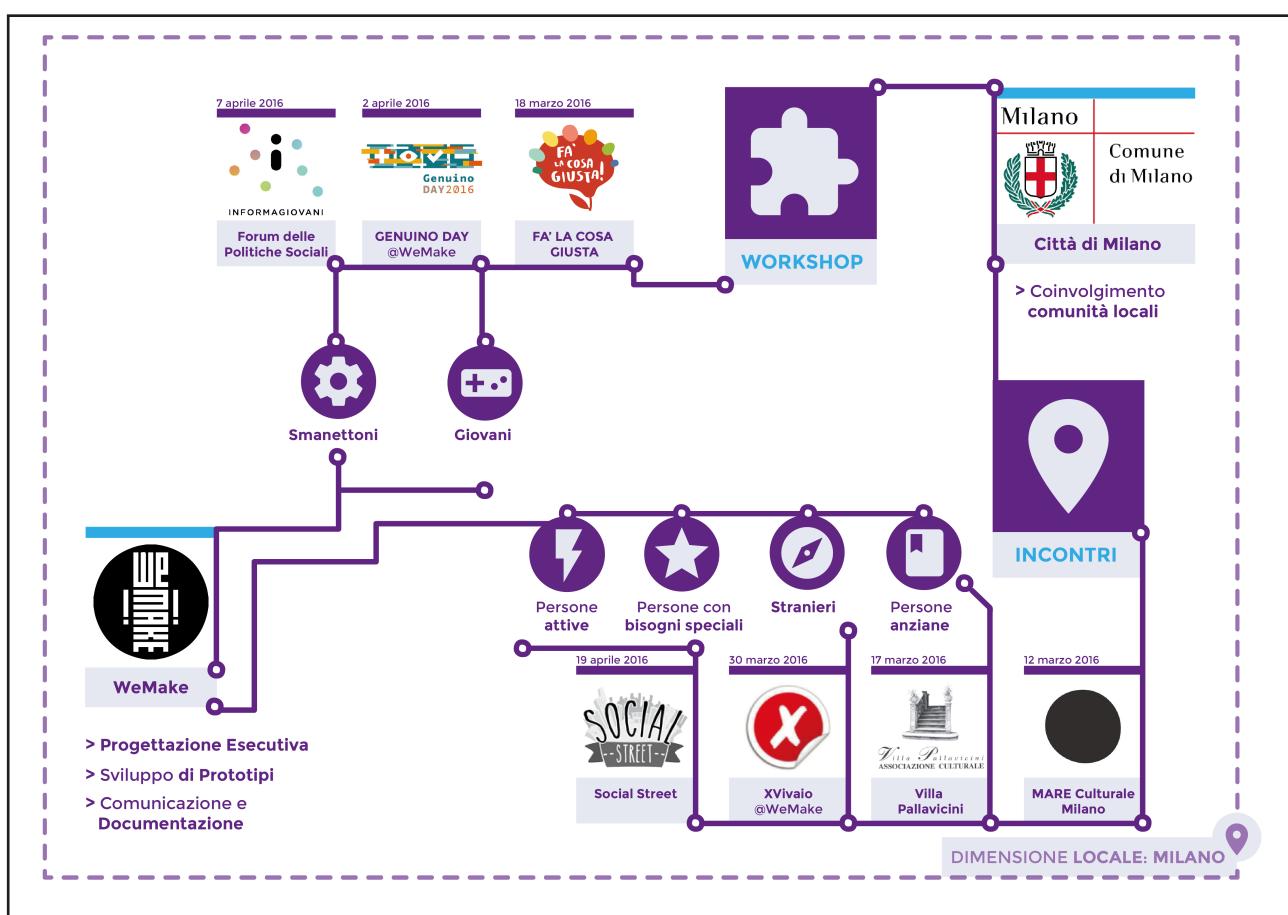
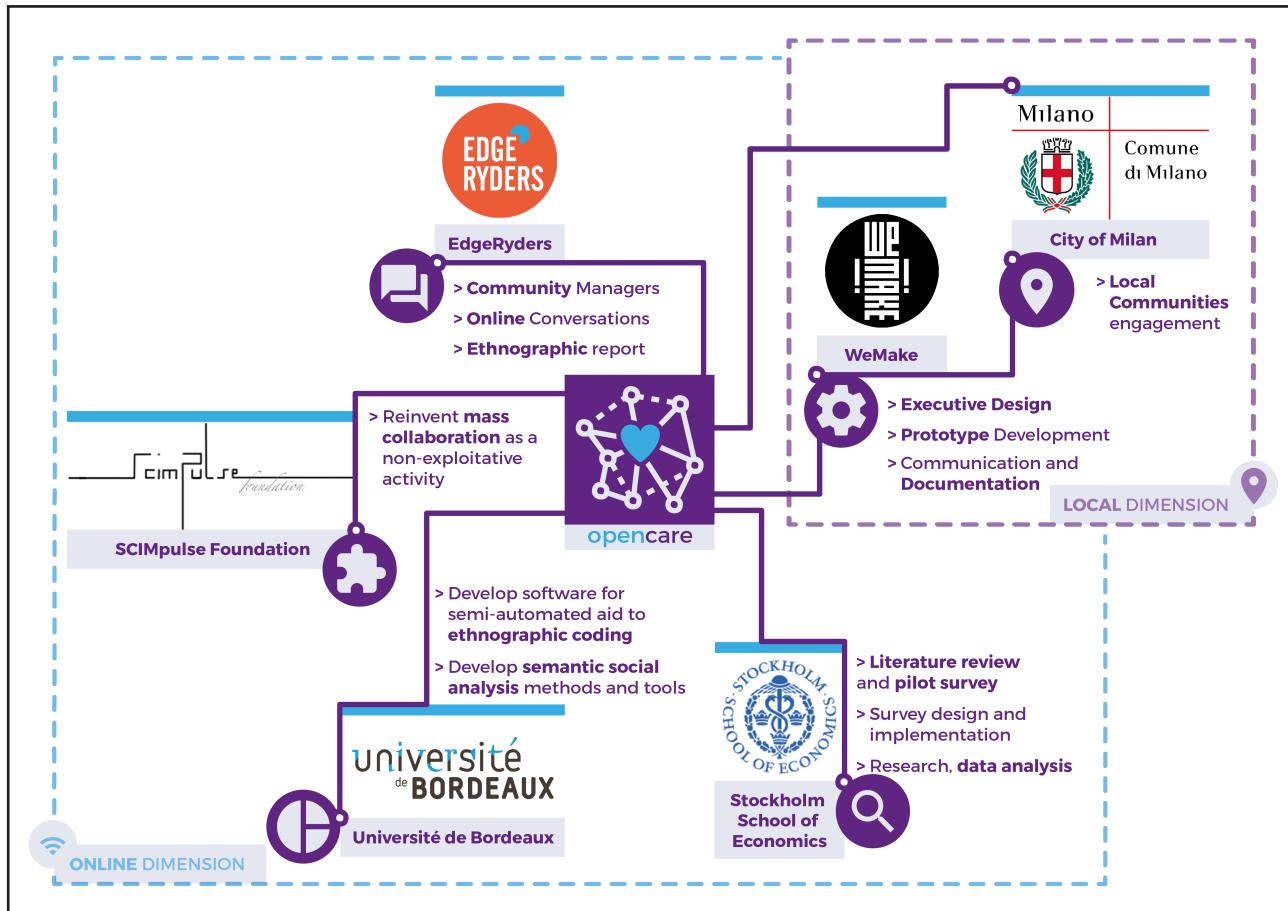


Open Source Hardware_150 x 150 px

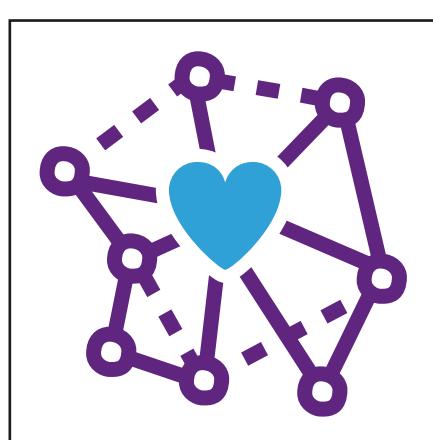
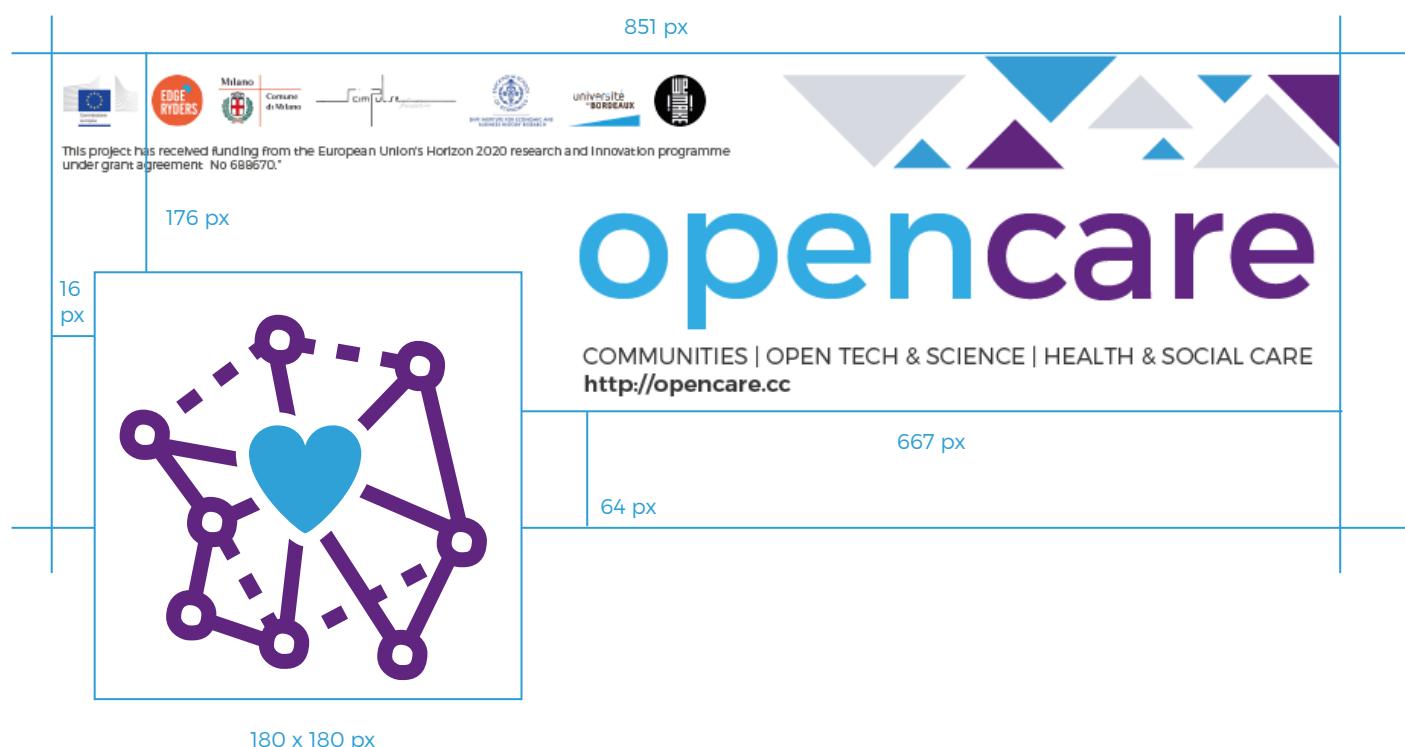


ic_forum_black_150 x 150 px

// Few examples - Icons on system maps

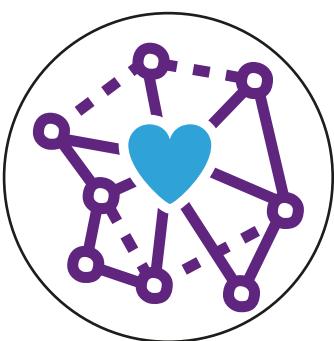


> Cover for social media:



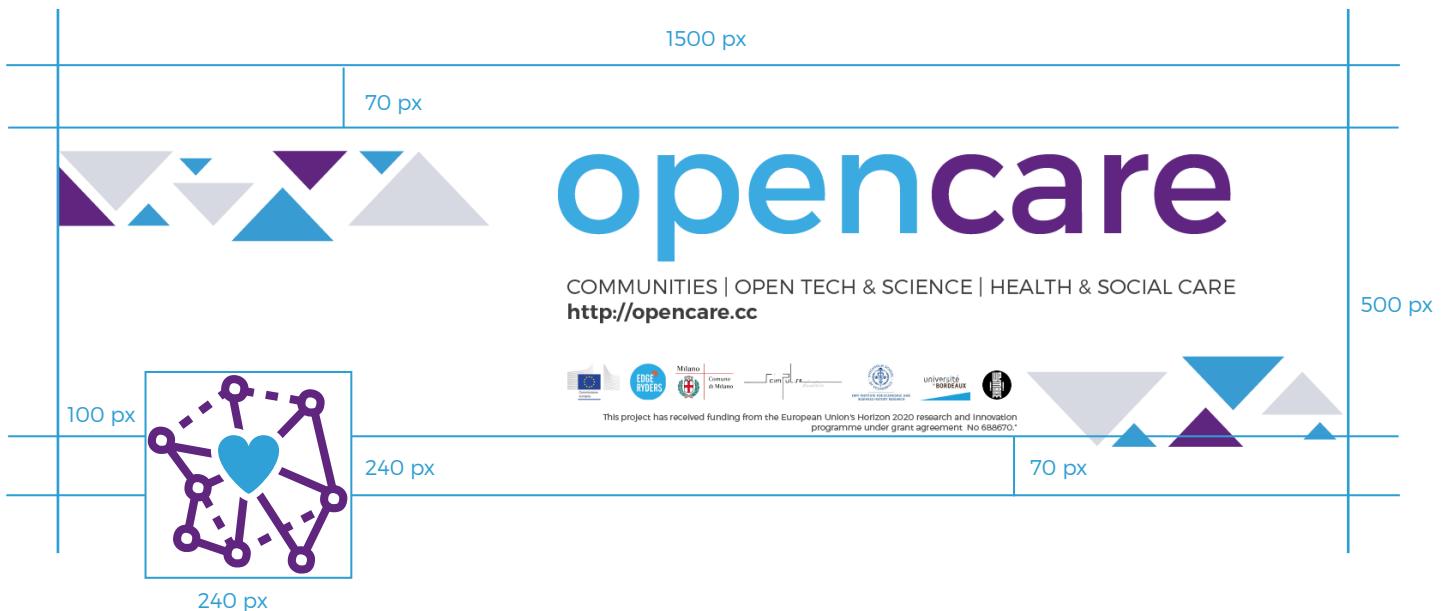
Facebook profile picture
180 x 180 px

Facebook cover photo
851 x 315 px

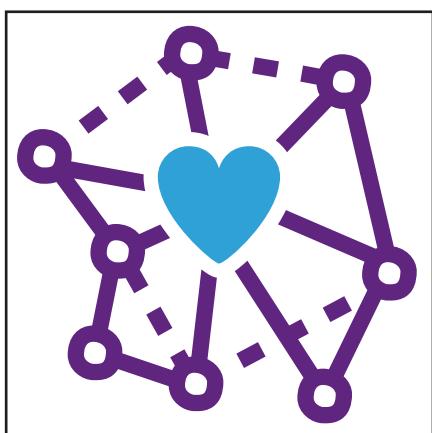


G+ profile picture
250 x 250 px

G+ cover photo
1080 x 608 px



Twitter cover photo
1500 x 500 px



Twitter profile picture
240 x 240 px



YouTube cover photo
2560 x 1440 px



EdgeRyders Cover Image - Research
2500 x 418 px



EdgeRyders Cover Image - Community
2500 x 418 px