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EBSI-VECTOR
Education and work reloaded

D7.3: Identity Toolkit

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Version	Date	Author (organisation)	Description
V1.0	03/10/2023	Manuela Costone (CIMEA) Nuria Rodríguez López (IZERTIS)	Initial draft content
V1.1	17/10/2023	Manuela Costone (CIMEA) Nuria Rodríguez López (IZERTIS)	Final content to start check loop.
V1.2	30/10/2023	Manuela Costone (CIMEA) Nuria Rodríguez López (IZERTIS)	Implementation of reviews and final content.

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List of Terms and Abbreviations

Abbreviation	Definition
CA	Consortium Agreement
Di.j.	Deliverable i.j.
GA	Grant Agreement
No.	Number
WP	Work Package

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1 Executive Summary

This document includes all the relevant information, material and documents that compose the Project identity toolkit. It means that project communication material must fulfil the indications and guidelines described in this document.

Hence, the Identity toolkit is composed of the following elements: **1. Project logo(s) and manual of visual identity:** including *logos*, *fonts* and the *manual of visual identity*; **2. Document templates:** *Word file(s) for* minutes and official deliverables as well as the *Presentation (Power Point) template (*that will also include some relevant and common content about the project - aligned with the D7.1. Dissemination and communication plan).

All these documents will be **available to the project partners** through a dedicated folder within the official project repository. **Anyone outside the consortium** could ask for it to the project consortium and explain the purpose of such use by writing an e-mail to info@ebsi-vector.eu.

All the project related content will fulfil the Grant Agreement (GA) and Consortium Agreement (CA) requirements, such as Article 17.2 as stated on D1.1. Project Handbook, Section 8.2, referring that *"communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant* ***must acknowledge EU support and display the European flag*** *(emblem) and funding statement (translated into local languages, where appropriate)" as well as* Indicating following disclaimer (translated into local languages where appropriate): "*Project co-funded by the European Union under the Digital Europe Programme under Grant Agreement n° 101102512. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.*".

These requirements are a must to be guaranteed by all project partners, as detailed in the Grant Agreement and in the Consortium Agreement (CA) signed by the EBSI-VECTOR consortium.

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2 Introduction

The present document constitutes the Deliverable D7.3. Identity toolkit in the framework of the project "EBSI-VECTOR - EBSI enabled VErifiable Credentials & Trusted Organisations Registries" (Project Acronym: EBSI-VECTOR; Contract No.: 101102512). This document is the result of the activities performed within the Work Package 7 (WP7): "Dissemination. Communication and visibility", and more specifically of Task 7.2 Dissemination and awareness management led by IZERTIS and in collaboration with the rest of the consortium partners.

This Identity toolkit is composed of a set of elements and this document summarizes the content of each one. Main elements are:

- 01. Project logo(s) and manual of visual identity.
- 02. Templates of Word files (minutes and deliverables) according to the updated visual identity.
- 03. Template of Power Point presentation and creation of ad-hoc content.
- 04. Instructions for new font installation.

Next, each element will be further detailed.

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3 Identity toolkit

Next, a description of main elements which jointly create the Project Identity toolkit.

3.1 Element 01. Project logo(s) and manual of visual identity

The project logo was created following initial indications from the consortium. The proposed brand is composed of several premises suggested by EBSI-VECTOR consortium. Hence, it claims that concepts such as “education” and “social security” (from respective use cases), appear integrated into the brand through a symbol combining both. Hence, a half cross symbolizing social security and a graduation manifold represents education. The small outer nodes reflect the technological connection with blockchain. The third use case related to “business registries” is included as part of the “text section” combined with the “graphical section” of the logo “education and **work** reloaded”. As a result, the project logo is presented below on several versions (Figure 1, Figure 2 and Figure 3).

Figure 1. EBSI-VECTOR principal logo – vertical version

Figure 2. EBSI-VECTOR principal logo – horizontal version

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Figure 3. EBSI-VECTOR logo – positive, negative, grey versions

As indicated on the Visual Identity Manual, a colour palette focused on bluish tones will be used. The selection of colours is due to their capacity to radiate security, elegance, and responsibility. In addition, these colours are rapidly related to the world of technology and innovation. Such colours are shown in Figure 4.

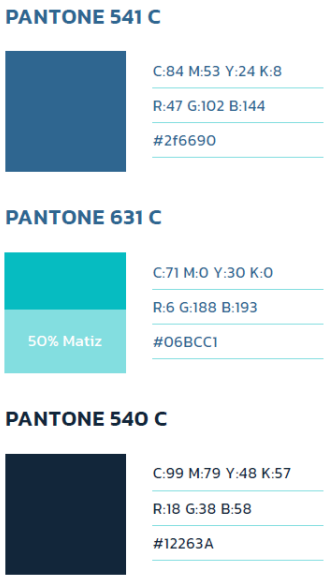

Figure 4. EBSI-VECTOR colour palette

Moreover, the project font determined by the manual is Kanit. Several varieties of this font are depicted in Figure 5.

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KANIT REGULAR
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 - ÁÉÍÓÚ

KANIT SEMIBOLD
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 - ÁÉÍÓÚ

KANIT LIGHT
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789 - ÁÉÍÓÚ

Figure 5. EBSI-VECTOR official font

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3.2 Element 02. Templates of Word files (minutes and deliverables) according to the updated visual identity

The templates created by the coordinator (Minutes and Deliverables) were updated with the project logo and colour palette as depicted on Figure 6 and Figure 7, respectively. For ease of use, it has been internally decided that such documents would not use the project font included on the Visual Identity Manual.

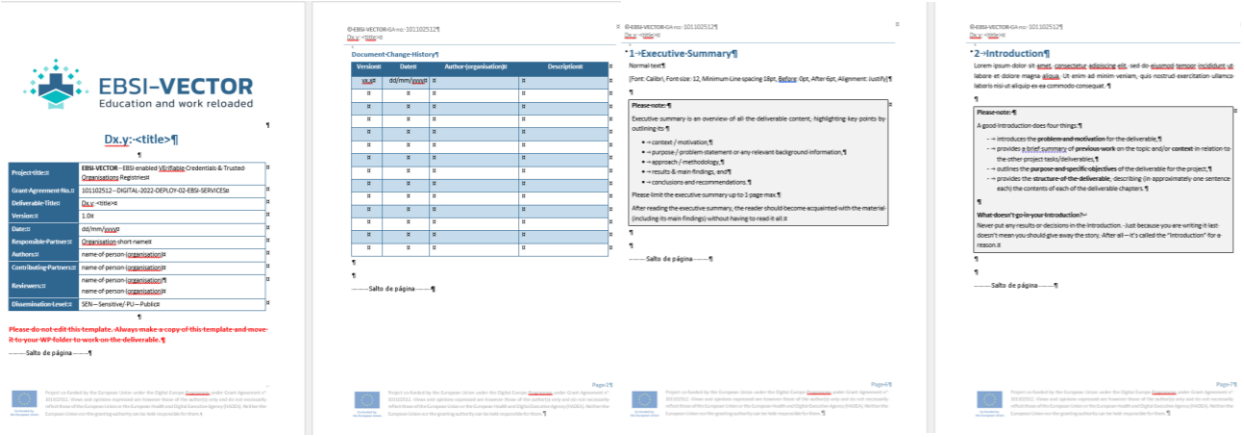

Figure 6. Overview of updated "deliverable template"

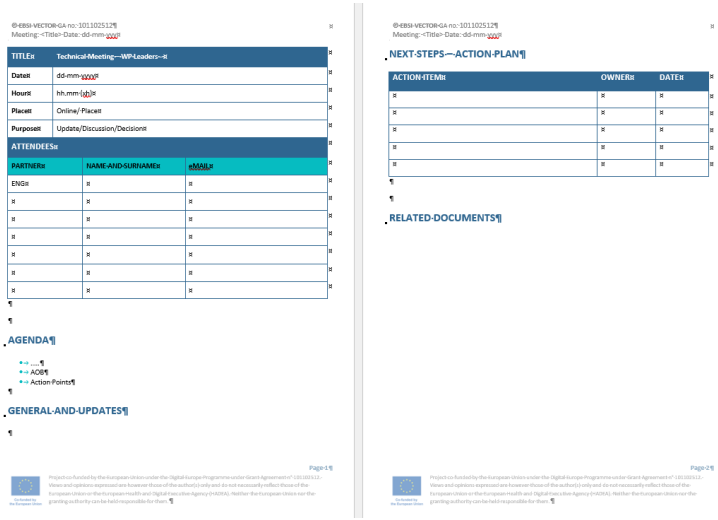

Figure 7. Overview of updated "minutes template"

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3.3 Element 03. Template of Power Point presentation and creation of ad-hoc content

A Power Point presentation template has been created to have a common structure for the whole consortium. Additionally, several slides presenting the main project aspects (EBSI-VECTOR at a glance, methodology and use cases), social media and contact, etc. Below, an overview of such power point template (Figure 8), including several slides.

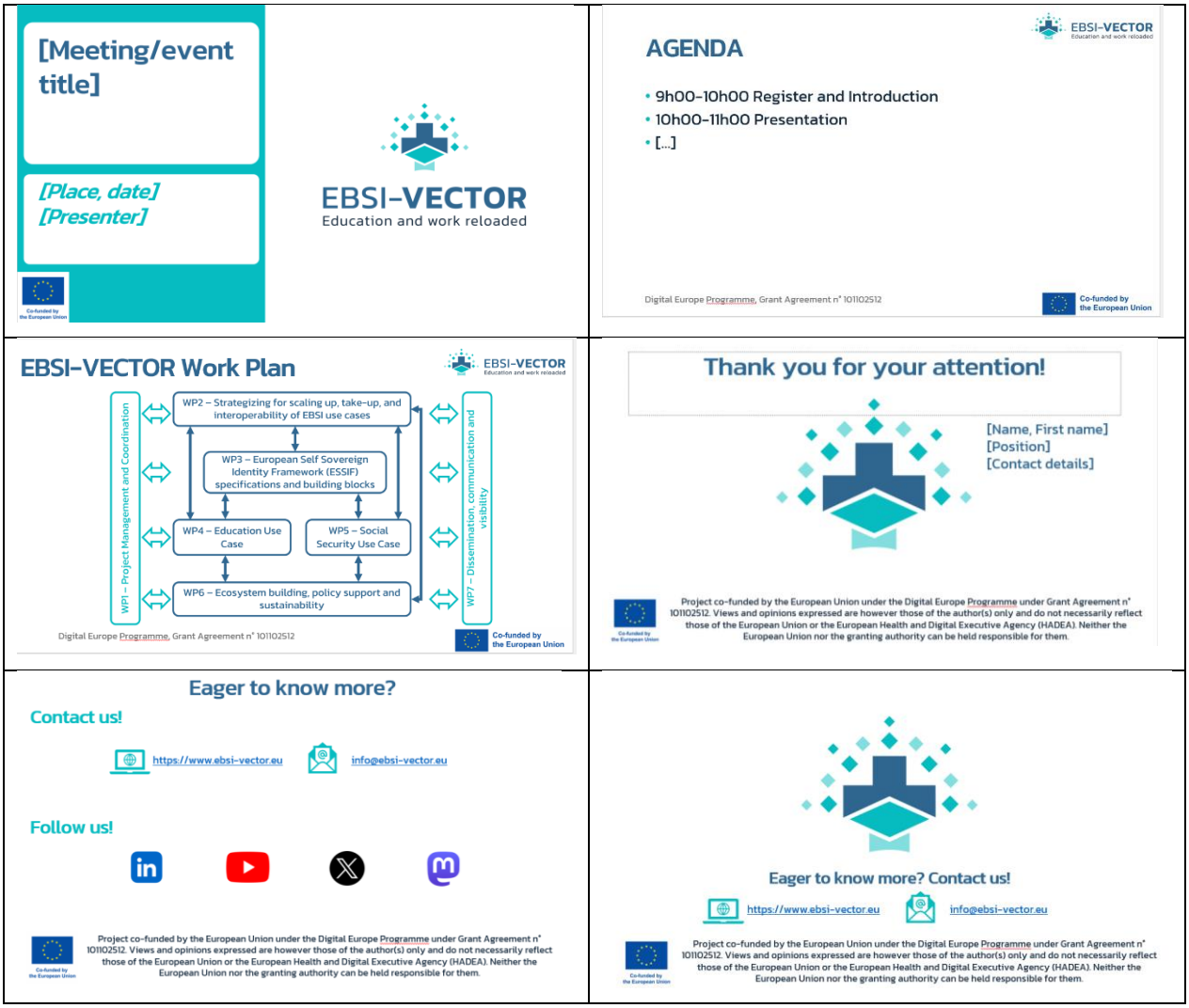

Figure 8. EBSI-VECTOR Power Point presentation – template

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3.4 Element 04. Instructions for new font installation.

The **new font** included on the Visual Identity Manual is compulsory to use Power Point presentation files. Below the instructions to be installed for a set of operating systems:

- Windows OS instructions here.
- iOS instructions here.
- Linux instructions here.

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4 Conclusions

This document collects all the information, documents and images that represent the visual identity of EBSI-VECTOR, and all related project content will be based on such premises (website, flyers, dissemination, and communication content, etc.). This affects to the internal and external communication of the project.

To sum-up, following indications and documents must be consulted and considered when creating EBSI-VECTOR related project content:

- **Project logo(s) and manual of visual identity:** including following elements,
  - *Logo(s):* several formats are included to be adapted to any type of mean.
  - *Font(s):* a new font is proposed aligned with the overall project visual identity to be mainly used on power point presentations and any external communication of the project.
  - *Manual of visual identity:* main guidelines about the use of the elements composing the project visual identity as well as the explanation of the origin of such elements.
- **Document templates:**
  - *Word file(s):* the ones for minutes and official deliverables.
  - *Presentation file:* the standard template that will also include some relevant and common content about the project - aligned with the D7.1. Dissemination and communication plan.

All these documents will be **available to the project partners** through a dedicated folder within official project repository. **Anyone** (organization or person) **outside the consortium** who would like to use project visual identity, must ask for it to the project consortium and explain the purpose of such use by writing an e-mail to info@ebsi-vector.eu.

All the project content creation will fulfil the GA requirements, such as Article 17.2 as stated on D1.1. Project Handbook, Section 8.2, referring that "…**all communication activities related to the project, the partners must comply with the Grant Agreement obligations on this matter**. Specifically, as stated by GA Article 17.2 Visibility – European flag and funding statement (part of Art.17 Communication, Dissemination and Visibility)". Moreover, the referred documents and/or materials within this document, already consider this. Nevertheless, as a reminder, the following indications must be fulfilled: *"communication activities of the beneficiaries related to the action*

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(including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant ***must acknowledge EU support and display the European flag*** *(emblem) and funding statement (translated into local languages, where appropriate):*

Figure 6. Visibility: European flag and funding statement (vertical and horizontal versions)

Moreover, any communication or dissemination activity related to the project must indicate the following disclaimer (translated into local languages where appropriate):

"*Project co-funded by the European Union under the Digital Europe Programme under Grant Agreement n° 101102512. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.*"".

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