



visual identity

Manual November 2019

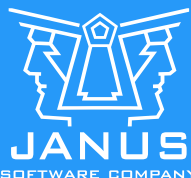


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Introduction

This document supports the visual identity of the European project 2019-1-IT02-KA203-062980 MMEHR 'Multidimensional and Multicultural Expertise of Human Resources Professionals' (www.hrmmexpertise.eu). In particular, this manual defines the basic principles to consider while using the logo in all communication products.

The pictogram of the logo of MMEHR consist of two key elements. The first conceptual element is the central, polyhedral icosahedron representing the professional in Human Resources. The many faces and sides of the icosahedron give shape to the multicultural and multidimensional competences that the HR professional is demanded to acquire.

The second element is the context, namely the circles sorrounding the icosahedron standing for the HR frame of references, to which the HR professional has to confront his/her competences.

These conceptual elements have to be always and immediately recognized as components of the logo MMEHR, therefore contributing to the empowerment of the message of the project.

In order to ensure the achievement of the visual impact expected, the rules described in this manual must be respected any time partners or stakeholders use the MMEHR logo.

The correct use of the MMEHR logo is broadly encouraged.

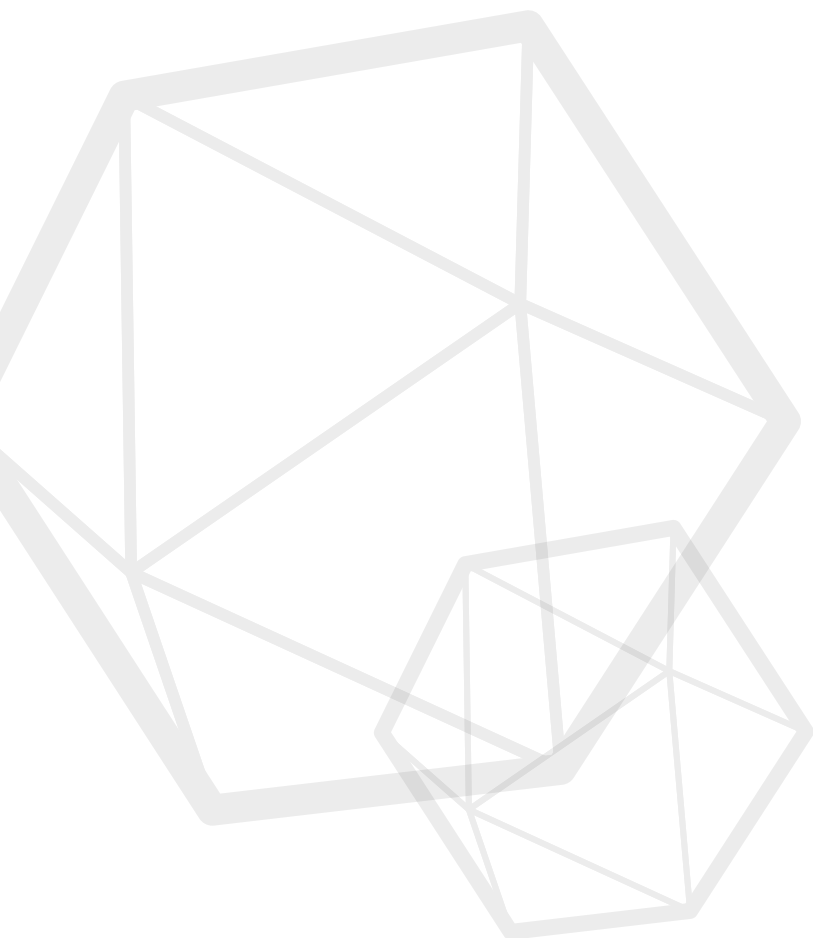


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1.1

The Logo

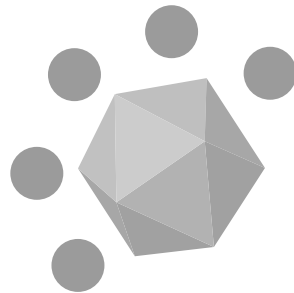


Logo (vertical)
Version: Positive,
“standard”



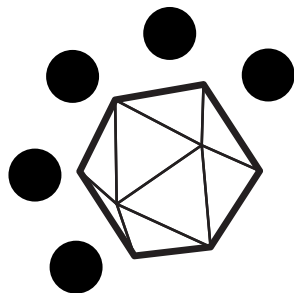
MMEHR

Multidimensional and
Multicultural Expertise
of Human Resources
professionals



MMEHR

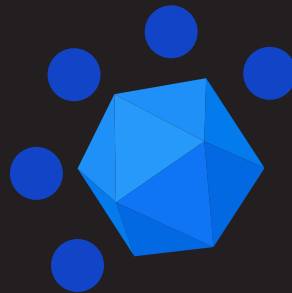
Multidimensional and
Multicultural Expertise
of Human Resources
professionals



MMEHR

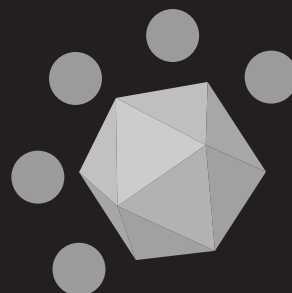
Multidimensional and
Multicultural Expertise
of Human Resources
professionals

Logo (vertical)
Version: Negative,
“standard”



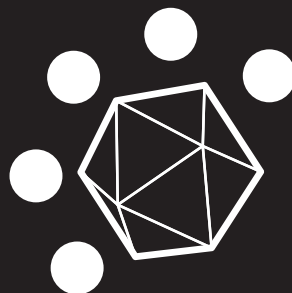
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MMEHR

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Logo (horizontal)
Version: Positive,
“standard”

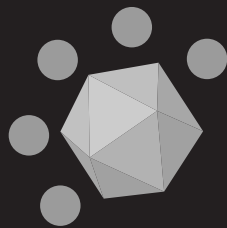


Logo (horizontal)
Version: Negative,
“standard”



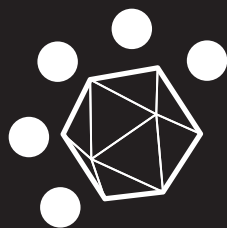
MMEHR

Multidimensional and
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Logo

Minimum size and alternative uses

The good readability and recognizability of the printed logo may be compromised by the so-called "moiré" effect. To avoid this effect, a color version of the logo must not be reproduced below the dimension of 25 mm., would it be in CMYK as well as Pantone color code.

The black version of the logo is more readable, therefore reproduced well at a lower dimension. However, it is recommended to consider 20 mm. as minimum size of the black logo.



In case that the chosen printing technique does not allow a correct or unabridged reproduction of the logo, it is recommended to print only the name or the pictogram.

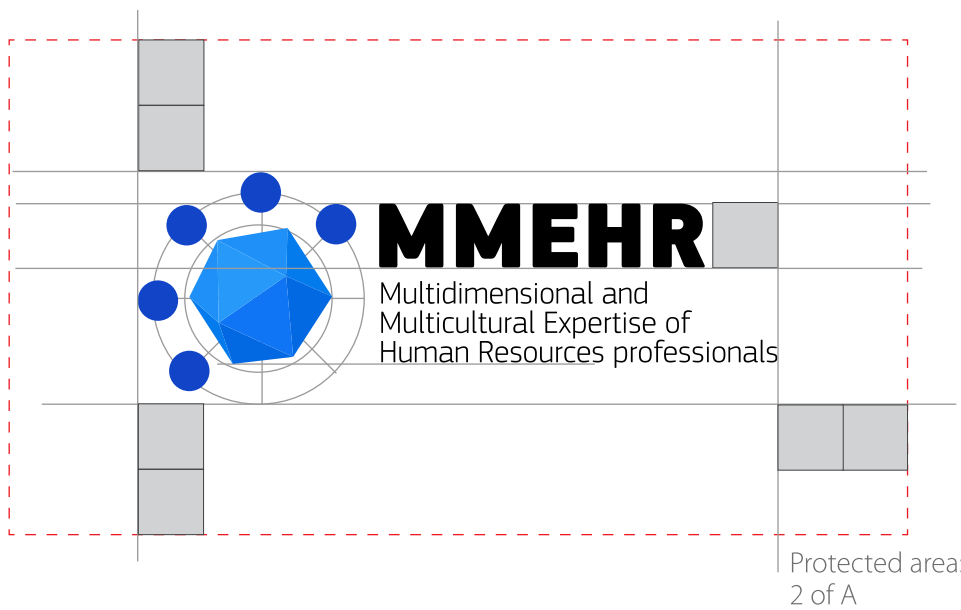
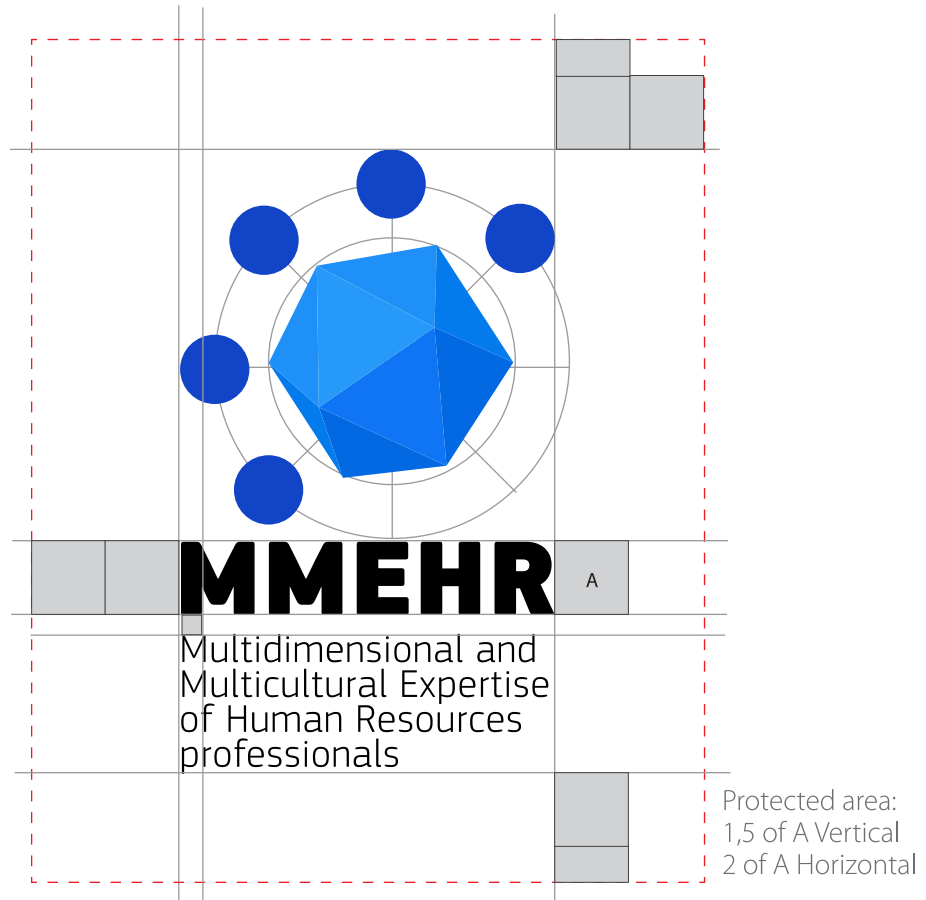
The below alternative versions may be used for printing in 1 color at small dimensions.



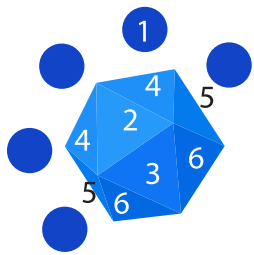
MMEHR

Logo

Proportions and
Protected area



Logo Colors



MMEHR

Multidimensional and
Multicultural Expertise
of Human Resources
professionals

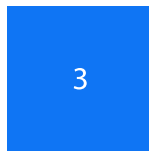
CMYK



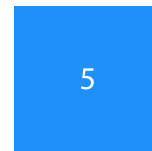
C	M	Y	K
0	0	0	99
R	G	B	
3	3	3	
# 030303			



C	M	Y	K
90	77	0	0
R	G	B	
18	68	200	
# 1244c8			



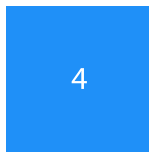
C	M	Y	K
79	55	0	0
R	G	B	
15	117	244	
# 0f75f4			



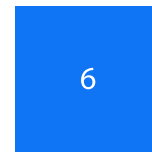
C	M	Y	K
79	51	0	0
R	G	B	
4	123	236	
# 047bec			



C	M	Y	K
69	33	0	0
R	G	B	
38	153	249	
# 2699f9			



C	M	Y	K
72	40	0	0
R	G	B	
31	144	248	
# 1f90f8			



C	M	Y	K
83	60	0	0
R	G	B	
3	105	227	
# 0369e3			

PANTONE



PANTONE
440 C



PANTONE
2728 EC



PANTONE
292 EC



PANTONE
2925 EC



PANTONE
299 EC



PANTONE
2935 EC



PANTONE
300 EC

1.2 Typography



Typography

Logo and other formats



PF Square Sans Pro Extra Black (MMEHR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PF Square Sans Pro Light (Title of the project)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light (Body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Book (Headline and titles of the text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Book Italic (Quotations and captions)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Extra Bold (Emphasized titles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

