Finanziato dall'Unione europea NextGenerationEU
Ministero dell'Università e della Ricerca
Italiadomani PIANO NAZIONALE DI RIPRESA E RESILIENZA
Consiglio Nazionale delle Ricerche

FOSSR BRAND IDENTITY MANUAL

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CNR-IRCrES

Credits: Andrea Orazio Spinello, Rita Giuffredi CNR-IRCrES

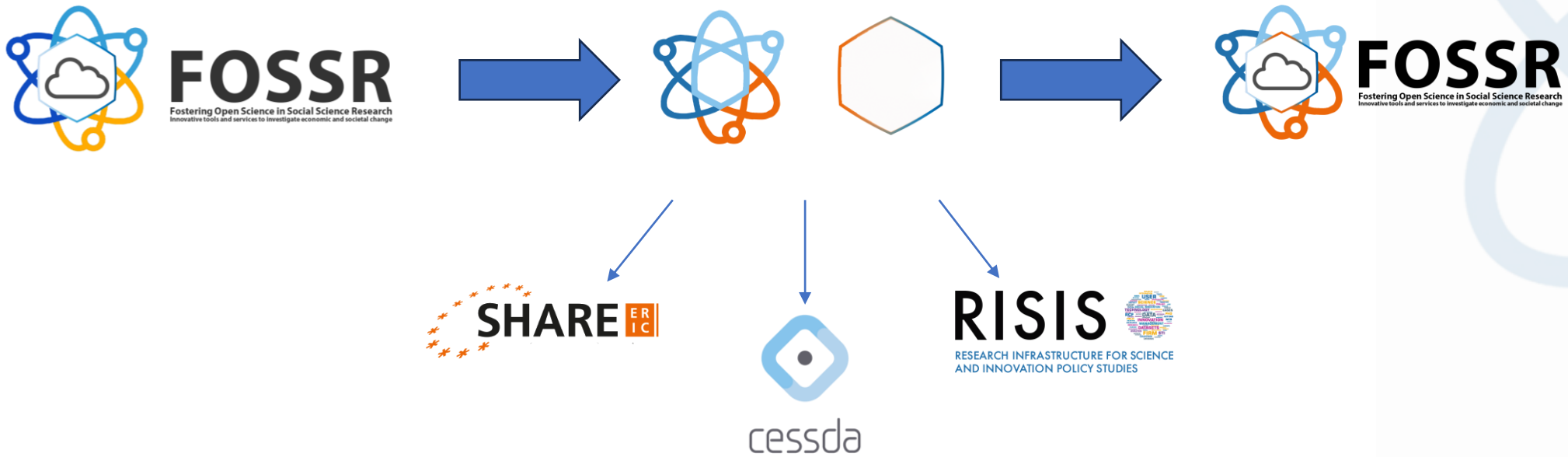
FOSSR

Fostering Open Science in Social Science Research

Innovative tools and services to investigate economic and societal change

Logo implementation phase

The pictogram was developed from a graphic idea by WP8 leader Andrea Orazio Spinello developed later by integrating elements to the concept that would visually recall the three infrastructures involved in FOSSR through the Italian nodes and by changing the color of the acronym (from gray to black) and the size of the subtitle for greater readability.



The font used for the logo ACRONYM is **Myriad Pro bold**.

Fonts table

ABCDEFGHI LMNOPQRSTUVZ
abcdefghilmnopqrstuvz
123456789 @? !
(normal)

ABCDEFGHILMNOPQRSTUVZ
abcdefghilmnopqrstuvz
123456789 @ ?!
(italic)

ABCDEFGHI LMNOPQRSTUVZ
abcdefghi mnopqrstuvz
123456789@?!
(bold)

Pictogram colors

The colors of the logo are RISIS blue and CESSDA blue and SHARE orange.Only for dark backgrounds is it allowed to use the logo with white acronym and pictogram with white outline.

CMYK: 87 53 9 1
RGB : 32 112 171
HTML: #2070AB

CMYK: 43 10 0 0
RGB : 135 195 239
HTML: #87C3EF

CMYK: 3 73 100 1
RGB: 235 103 10
HTML: #EB670A

Official versions of the FOSSR logo

Official logo and its permitted variants are to be used associated with the PNRR signature logo for institutional materials, external communication, internal communication, letterheads, and website. Use the .png file extension to have a transparent background; if it is necessary to have a white background, use the .jpg file; if it is necessary to use the logo on a dark background, use the white version. An acronym-only version of the logo is also available for use in small format. The various logo versions are available on the project intranet in the ***WP9 Utilities*** section.

Logo

Logo in white for dark backgrounds

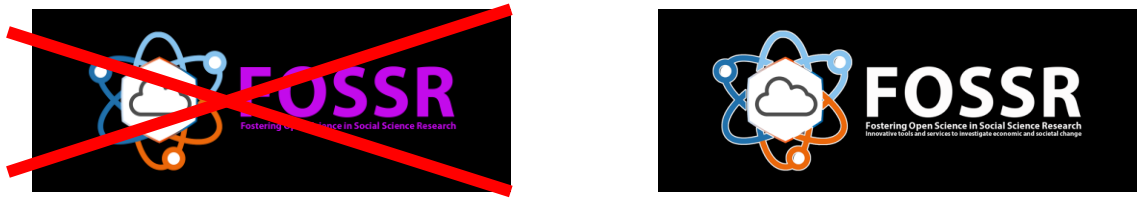
Logo only with acronym for small format

Rules of use for the FOSSR logo

The logo :

must be used while maintaining the intended proportions at all times, even when used in dimensions other than the original sizemay

not be colored with colors other than those provided or used in negative. On dark backgrounds use the version provided in white



cannot be rotated or superimposed by other elements

Integration with logo MUR PNRR

Upper side

Printed/web

Social media pages

Down side

Printed/web

Social media pages

Logo integration in PNRR templates

The logo is integrated following the MUR's Guidelines for the Communication of NRRP Projects consulted here: https://www.mur.gov.it/it/pnrr/strumenti-di-attuazione/Linee-Guida-Soggetti-Attuatori/informazione-e-comunicazione

This provides for the presence of the NRRP signature logo in all communication products.

All templates are on the project intranet in the Utilities section of WP9 and cover: plain letterhead and with cover, customized letterhead versions with Institutes' logos, template for Reports/Deliverables etc. (letterhead with cover), power point presentation format, A3 poster format.

Logo integration in PNRR templates

- Simple letterhead.

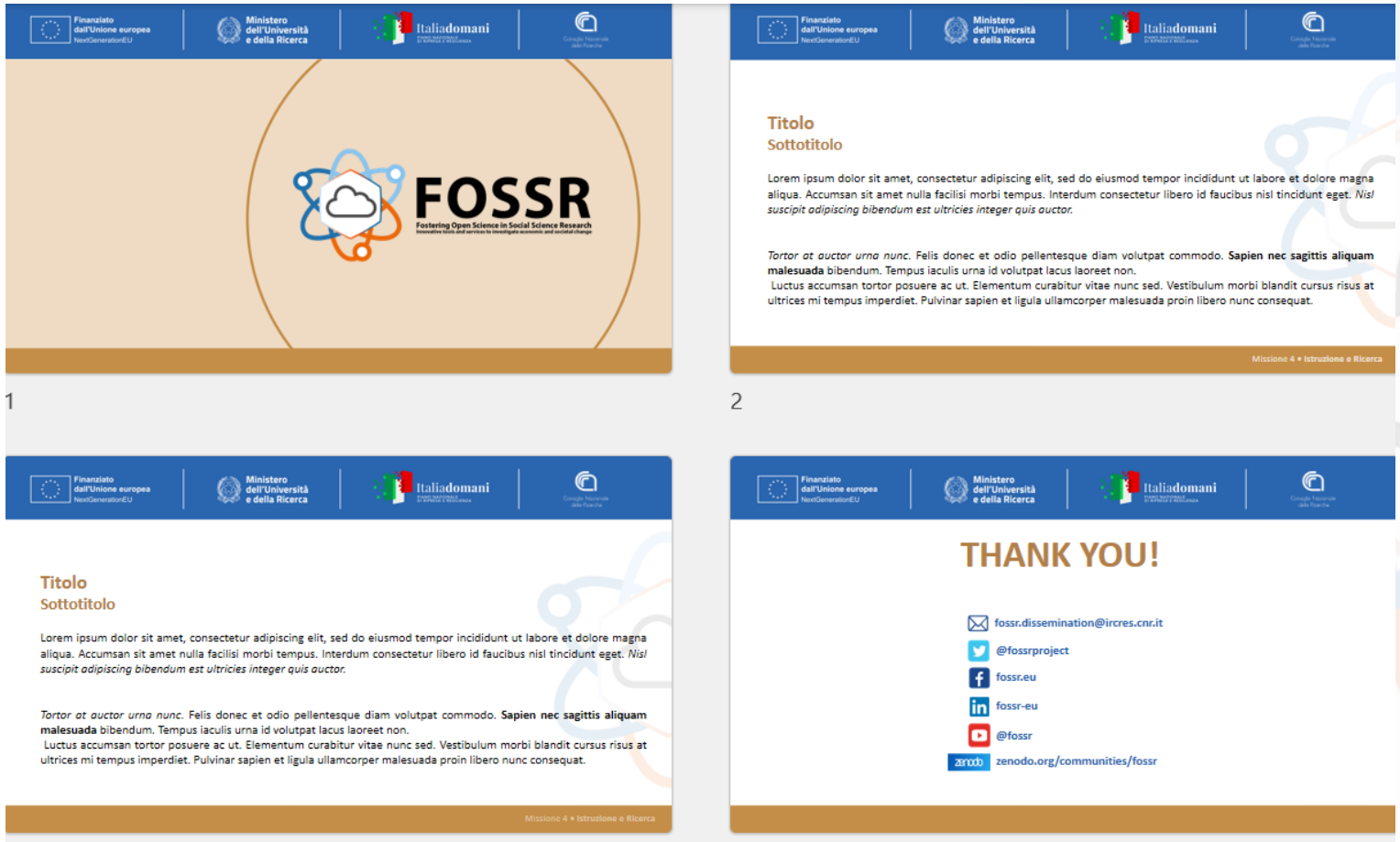
- Plain letterhead with Institutes' logos (see example).

Logo integration in PNRR templates

- Reports and letterheads with covers used for Deliverables, Milestones, and Miscellaneous Reporting.

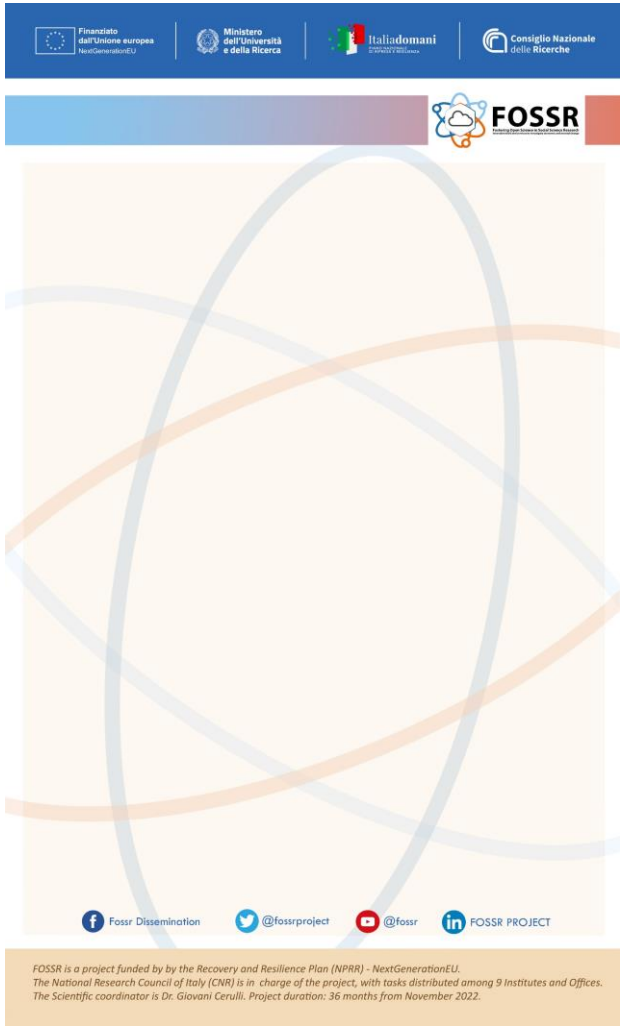
Logo integration in PNRR templates

- Standard ppt presentation follows MUR PNRR template

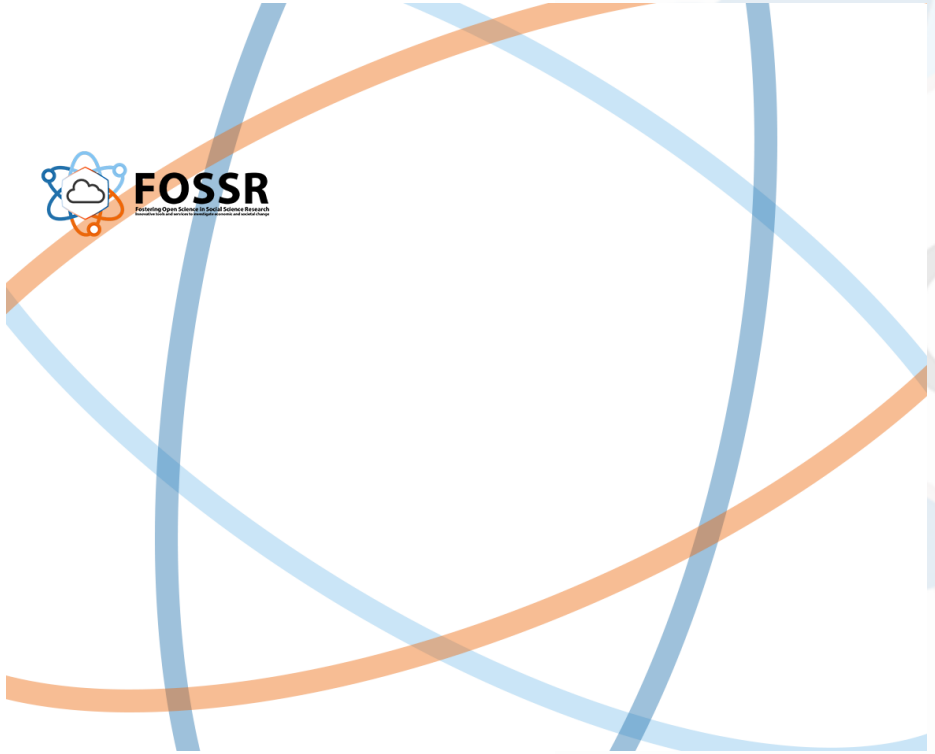


Logo integration in PNRR templates

- Standard Poster follows MUR PNRR template

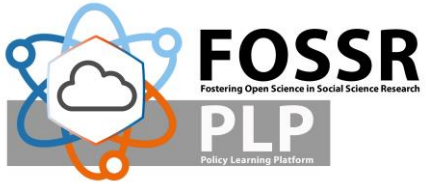


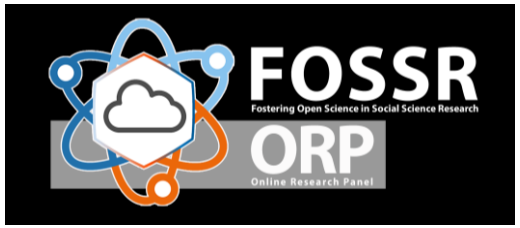
Coordinated graphics for social profiles and videocall

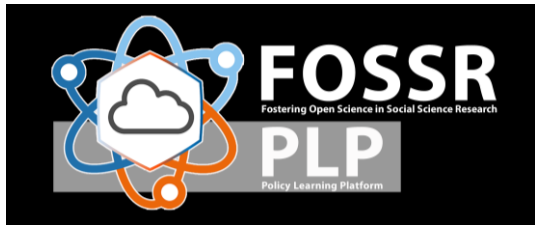


Coordinated grafics for FOSSR new services

Integration of the logo with the first services being developed in FOSSR, in collaboration with Rita Giuffredi who developed the graphic idea.







Main rules to enlarge FOSSR brand identity

The main rules to harmonize dissemination contents and activities and to enlarge FOSSR visibility as brand are the following:

- Use of the official FOSSR logo when it's possible combined with NRRP-MUR official logos.
- Use of the official font Times New Roman (Text) and Calibri (Titles) (supported by Microsoft) for all documents and materials derived from FOSSR and NPRR.
- Use of MUR NRRP slide templates for all presentations of work derived from FOSSR.
- Use of Poster and leaflet templates provided by FOSSR communication team when Partners organize an event.
- Indication of 'FOSSR' before the name of the datasets and other facilities/services developed within the project.
- The quotation of FOSSR as source of data shared.
- The mention of FOSSR in the acknowledgment of paper published (also preliminary versions such as working papers) as follow: "This work was supported by FOSSR (Fostering Open Science in Social Science Research), funded by the European Union - NextGenerationEU under NPRR Grant agreement n. MUR IR0000008".
- Dissemination and communication team will upload in the project intranet templates, formats and rules on branding and will manage the periodic updating of them.

(Cfr. FOSSR DEL 9.1. Dissemination and Communication Plan)