AsTeRICS Deliverable D7.2

Graphic Layout for all Dissemination Tools

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Small or medium-scale focused research project

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Version History

Version	Date	Changed	Author(s)
draft 1	8. June.2010	initial draft	KI-I
prefinal	15. June 2010	no comments received – no changes made	KI-I
final	21. June 2010	comments of peer-reviewers worked in	KI-I, SENSORY, Zdenek Barton

Table of Content

1   Introduction

As a consistent corporate identity and the resulting "brand"-recognition are important for the dissemination of a project, a number of rules and templates have been created for the graphic layout of all dissemination material generated in the AsTeRICS project.

As the templates are self explaining to a large extent, this deliverable contains little text. More important are the attachments that come with it.

2   Logos

The AsTeRICS logo, as shown in Figure 1, is to be used on all dissemination materials. Its correct use is defined in the AsTeRICS Corporate Identity Style Guide, in which the following main points are defined:

- minimum clearance
- background colours allowed
- colours to be used within the logo
- font to be used

For details please refer to the Style Guide, which was delivered together with this document in PDF-format, filename "AsTeRICS_CI_guide.pdf".

Figure 1: AsTeRICS Logo

According to EC guidelines the FP7-logo and the DG-INFSO-logo will also be used on all dissemination materials in a similar way to what can be found on the title page of this deliverable. The logos and the rules to their usage can be found at http://ec.europa.eu/dgs/information_society/practical/visual_identity/index_en.htm.

3   Template for Deliverables

A MS-Word template for all project deliverables has been established, including a fixed basic structure as well as title-page, layout and style rules. This deliverable has of course been written using this template. For the complete template, please refer to file "AsTeRICS Template for Deliverable_v36.dot", which has been delivered together with this document.

4   Template for Presentations

For presentations a template for MS-Powerpoint has been established and is being used for internal as well as external presentations on the project. It consists of a fixed layout for the title page (see Figure 2) as well as a basic layout for other pages (see Figure 3) of the presentation.

Figure 2: Presentation Template - Title Page

For details please refer to the file "AsTeRICS powerpoint_temp_v33.pot", which was delivered along with this document.
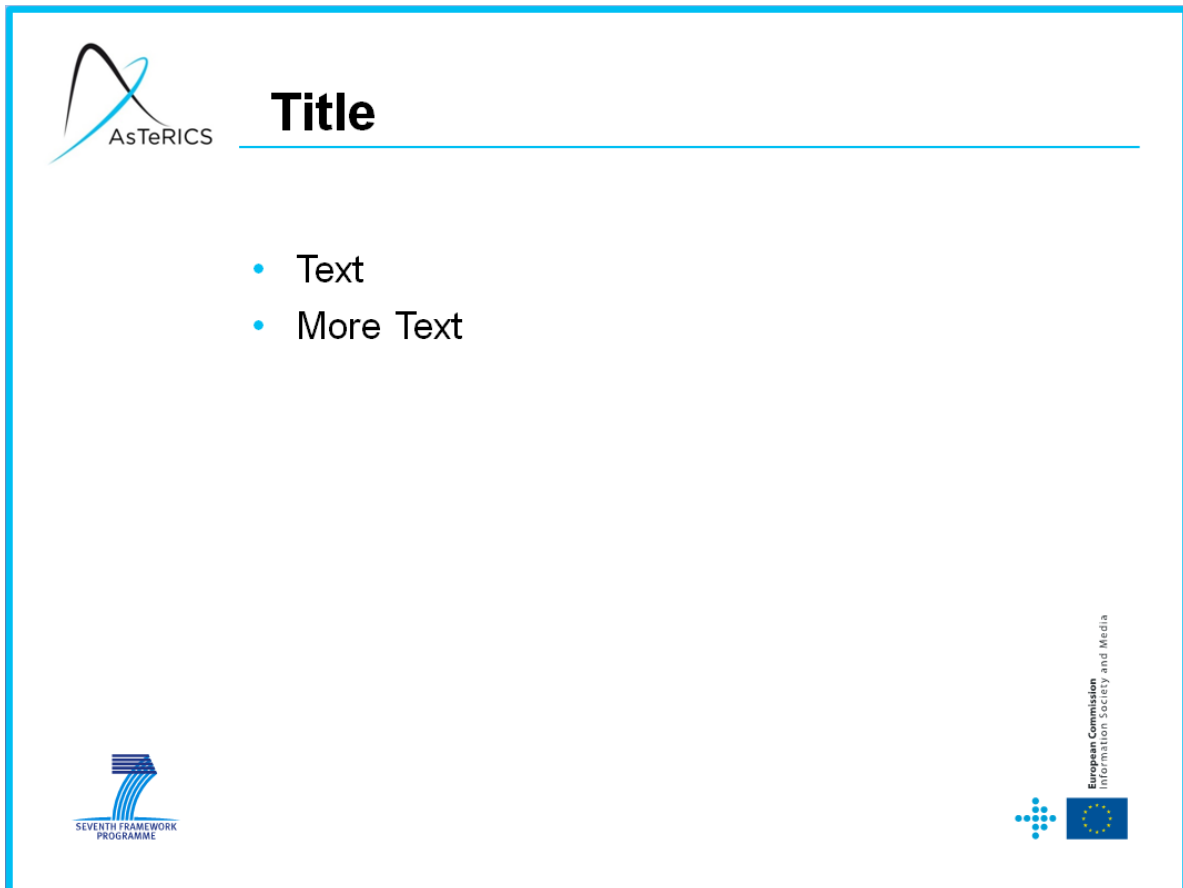
Figure 3: Presentation Template - Regular Page

5   Template for Leaflet

In project month 18 a project leaflet is to be designed and printed (D7.4). This leaflet will also follow the same basic design as all AsTeRICS dissemination materials. The basic layout of the title page has already been defined (see file "AsTeRICS Leaflet Template.pdf"), the details however will follow in D7.4.

6   Webpage

The AsTeRICS webpage (title-page see Figure 4), which has been online since 2nd March 2010, can be found at "http://www.asterics.eu" and "http://www.asterics.org" and has already been discussed in detail in deliverable D7.3.

Figure 4: Start-page of AsTeRICS Website

7   Other Dissemination Material

All other dissemination material (e.g. posters for conferences, etc.) that might be needed in AsTeRICS will be designed on demand, but will follow the basic Corporate Design represented by the existing templates discussed above.