Visual Identity Guide

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Document Author(s):	Nuno Pimenta
Project Manager:	Isa Brito Félix
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Name	Role	Action	Date
Mara Guerreiro	Reviewer	Adding document control information; commenting the document, verifying the document against a checklist	03-04-2023
Nuno Pimenta	Editor	Addressing Reviewer's comments and completing the guide.	07-04-2023
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The Visual Identity Guide (VIG) intends to ensure that the project's visual identity is consistent and effective across different contexts, conveying professionalism and helping to build awareness and recognition.

Moreover, the VIG sets forth quality standards of quality that must be followed when creating any materials for communication and dissemination by team members. Those signing-off these materials are required to check compliance with the quality standards for visual identity.

Situations that are not covered by the VIG must be approved by the Principal Investigator or escalated according to the defined procedures.

To promote consistent use of brand elements the VIG should be distributed to external stakeholders involved in the project communication, such as marketing and communication offices of consortium partners and associated partners.

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Summary

01 | Project name

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01 | Project name| Project title

The complete **project title** must be written in full:

"Randomised controlled trial and economic evaluation of a person-centred digital intervention to prevent diabetes in high-risk adults "

"Ensaio aleatorizado controlado e avaliação económica de uma intervenção digital centrada na pessoa para prevenção da diabetes em adultos de alto risco"

It is acceptable to change the title where needed (e.g. conference presentations with limited character count), but not in circumstances where the project is formally presented.

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01 | Project name| Acronym

The **project acronym** must be written with ALL letters capitalised, with a vertical slash between the first two letters and the following word, without spaces between characters.

Correct:

VA|PREVENTION

Incorrect:

VA|Prevention   VAPrevention

Va|Prevention   VA-Prevention

VA|prevention   VA_Prevention

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02 | Visual Identity

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02 | Visual Identity | Brand elements

Logotype

Signature

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Brand

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02 | Visual Identity | Logo colour

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Orange:

· Optimism;

· Happiness; and
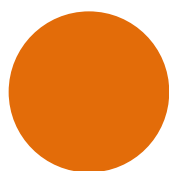
· Creativity.

RGB	**R** 227 **G** 108 **B** 9
CMYK	**C** 64 **M** 36 **I** 0 **K** 46
HEX	#E36C09
PANTONE	152 C

Blue:

· Compassion;

· Sincerity; and
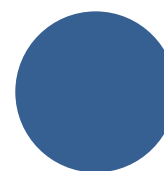
· Integrity.

RGB	**R** 54 **G** 96 **B** 146
CMYK	**C** 64 **M** 36 **I** 0 **K** 46
HEX	#366092
PANTONE	294 U

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02 | Visual Identity | Logo colours

Positive

Negative

02 | Visual Identity | Logo version A

This is the main version of the logo and its use should be privileged to ensure coherence and uniformity on all communication materials.

Any variation of the logo that is not specified in the current Visual Identity Guide must be approved by the Principal Investigator before implementation.

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02 | Visual Identity | Logo version B

This is the alternative version of the logo and its use should be reserved to when the logo appears in a very small size and the signature is not readable, making it impossible to use the main version.

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Any variation of the logo that is not specified in the current Visual Identity Guide must be approved by the Principal Investigator before implementation.

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03 | Logo rules

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03 | Logo rules | Margins and breathing space

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03 | Logo rules | Minimum size

Print   40 mm   20 mm

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Digital   150 px   75 px

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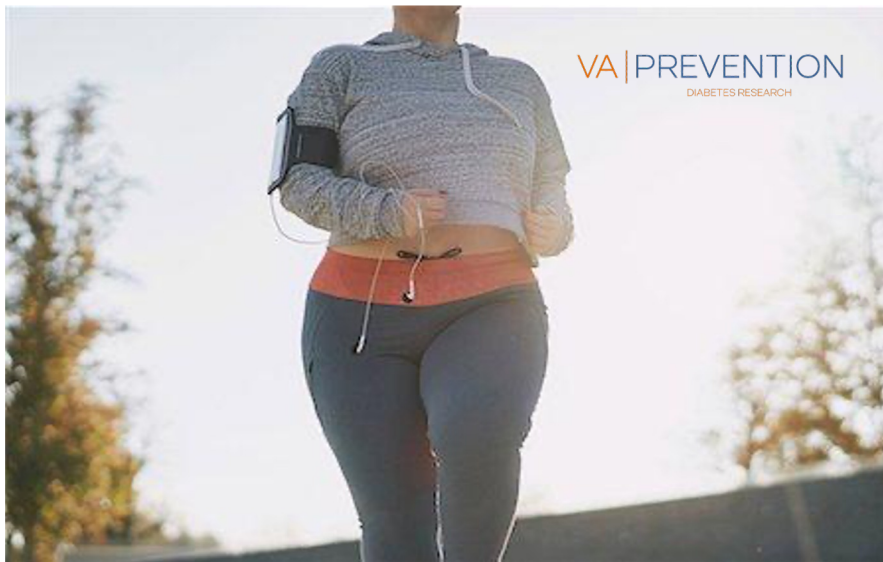
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03 | Logo rules | Colour backgrounds

The primary logo is recommended for use on white or light-coloured backgrounds. It should not be used on backgrounds with solid colours; in such cases, alternative positive or negative versions of the logo should be used.

03 | Logo rules | Photo and video backgrounds

When using the project logo on photos or images, it is important to ensure that the logo is clearly visible and legible. Therefore, it is recommended to use the logo on white or light backgrounds rather than a busy or unevenly coloured background. In only backgrounds with solid colours are available on photos or images the negative version of the logo should be used.

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04 | Font policy

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04 | Font policy | Font

Calibri font was chosen for this Project.

This font is modern, highly accessible, and versatile, ensuring effective communication in print and digital formats.

It is a pre-installed font in Microsoft Office and PM2 tools, which makes its usage practical and time-saving.

Calibri, 50
We would like to wel

Calibri, 25

We would like to welcome you to the VA|

Calibri, 14

We would like to welcome you to the VA|PREVENTION

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04 | Font policy | Font family

Calibri, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&/()=?*

Calibri, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&/()=?*

Calibri, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&/()=?*

Calibri, Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&/()=?

Calibri, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&/()=?

Calibri, Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&/()=?*

05 | Layout guidance

05 | Layout guidance| Word documents

For documents generated with a word processor, (printed or digital), font size and colour should be applied in accordance with predefined styles, available in a Microsoft Word template, and detailed in this Guide.

Using the project template creates documents consistent which is critical for better communication, visibility and notoriety.

05 | Layout guidance| Word documents

Document title

Calibri, 30 pt, Bold, Font colour RGB (227, 108, 9), line spacing 1,5 lines, paragraph before 6 pt and after 6 pt

1. Heading 1

Calibri, 20 pt, Bold, Font colour RGB (54, 96, 146), line spacing 1,5 lines, paragraph before 6 pt and after 6 pt

2. Heading 2

Calibri, 16 pt, Bold, Font colour RGB (54, 96, 146), line spacing 1,5 lines, paragraph before 6 pt and after 6 pt

3. Heading 3

Calibri, 12 pt, Bold, Font colour RGB (54, 96, 146), line spacing 1,5 lines, the paragraph before 6 pt and after 6 pt

Normal style

Calibri, 11 pt, Black, justified, line spacing 1,5 lines, the paragraph before 6 pt and after 6 pt

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05 | Layout guidance| PowerPoint documents

For documents generated with a presentation processor (AKA PowerPoint), (printed or digital), font size and colour should be applied in accordance with predefined styles, available in a Microsoft PowerPoint template, and detailed in this Guide.

A PowerPoint-based Poster template is also available.

Using the project template creates documents consistent which is critical for better communication, visibility and notoriety.

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05 | Layout guidance| Other

For the VA|PREVENTION website and other digital
formats, font size and colour should be applied in
accordance with predefined styles

- Glyphs and symbols in orange or blue;

- Titles and headings in orange or blue;

- Text in black (or white, if solid background
  colours are used)

Resources

Exploitation plan

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06 | Imagery policy

06 | Image Policy| Language

When communicating about people at risk of diabetes the language should be positive, empathetic and caring. Labelling these persons or passing on judgements should be avoided at all cost. For guidance on person-centred language refer to Batata et al, 2022.

When communicating with non-specialised audiences the language should be easy to understand, avoiding jargon or technical terms that might be unfamiliar to some people.

Language should convey a credible tone across communication materials by, for example, backing up information presented.

A consistent brand voice should be used across all communication channels, including social media, website content, and print materials. This helps to establish the project's identity and builds trust with the audience.

Batata et al. (2022). *Revista Portuguesa de Diabetes*, *17*(1), 26–33.

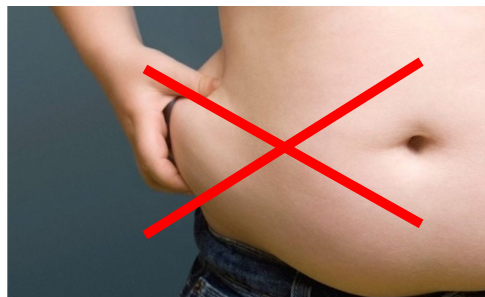06 | Image Policy| Photos and videos

Correct

- Diverse and inclusive imagery that reflects the range of people who may be at risk and could benefit from prevention efforts (and not only people that are overweight).

- Imagery that show lifestyles that can help preventing diabetes, such as physical activity and healthy eating

- High-quality photography or illustrations that are visually appealing and, if possible, unique and authentic
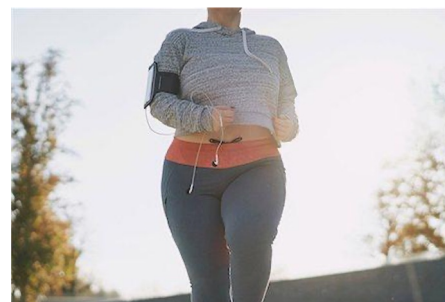
06 | Image Policy| Photos and videos

Incorrect

- Stereotypical or stigmatizing imagery, such as images of people overeating or sedentary

- Imagery suggesting procedures that are associated with diabetes (e.g. measuring blood glucose, administering insulin)

- Imagery of hospital environments

- Photos that are overused or generic

- Imagery that gets blurry or distorted when resized or enlarged beyond its original resolution

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07 | FCT Requirements

07 | FCT requirements | written/graphic materials

FCT funding must always be acknowledged in any activity, publication or dissemination materials related to the VA|PREVENTION project, including a visible FCT logo, following FCT norms, namely on:

- Brochures, books, magazines, posters, booklets, scientific papers (when possible) and all pint documents;

- Website – in the "Homepage" and "About the Project" page.

- Videos and animations – in the oppening;

- All events' related materials;

- Advertisements - in the footer or equivalente

- Announcements for awarding master and PhD grants within the scope of projects - in the footer or equivalent place, whenever possible.

07 | FCT requirements | written/graphic materials

Acknowledgment of FCT funding, besides the FCT logo, should include the following statement should be present (in the suitable language):

> *«Este trabalho é financiado por fundos nacionais através da FCT – Fundação para a Ciência e a Tecnologia, I.P., no âmbito do projeto – Refª 2022.02969.PTDC»*

> *"This work was funded by FCT – Fundação para a Ciencia e a Tecnologia, I.P., by m eans of national funds (grant ref.# 2022.02969.PTDC)."*

07 | FCT requirements | other materials or activities

FCT funding must always be acknowledged in any activity, publication or dissemination interventions related to the VA|PREVENTION project, including a visible FCT logo, namely on:

- **Press Release** and all media dissemination**, Radio spots or interviews** and all verbal dissemination – should include the statement (in most fit language):

- "Financiado por fundos nacionais da Fundação para a Ciência e a Tecnologia, I.P. do Ministério da Ciência, Tecnologia e Ensino Superior"

- *"Supported by funds awarded by the Fundação para Ciência e a Tecnologia, I. P. by means of national funds of the Ministério da Ciência, Tecnologia e Ensino Superior."*

07 | FCT requirements | Logo

Where possible, Logo A (main logo) should be used as shown. When needed (e.g. for better reading of the logo), Logo B (alternative logo) may be used, as shown.

Logo A

Minimum size = 100 px or 22 mm

Logo B

Minimum size = 60 px or 18 mm

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08 | Partners requirements

08 | Partner requirements| Partners

The communication and dissemination materials of the VA|PREVENTION project must acknowledge all partners involved in the consortium, in the following order:

- **Egas Moniz School of Health & Science;**

- **Faculdade de Motricidade Humana, Universidade de Lisboa;**

- **Universidade Nova de Lisboa**

- **Faculdade de Ciências, Universidade de Lisboa;**

- **Escola Superior de Enfermagem de Lisboa;**

Partners must be acknowledged in the specified order in all communication and dissemination materials, and no partners can be omitted, regardless of their level of contribution to the reported results.

It is important to note that this order does not imply endorsements on authorship of scientific work, which has its own set of guidelines.

08 | Partner requirements| Partner Logos

When using logos in communication and dissemination materials these should be displayed in the following order, which cannot be changed. This does not imply an endorsement of authorship of scientific work, which has its own set of guidelines. Rather, it is a way to ensure that all partners receive equal visibility and recognition for their contribution to the project.