

Visual Identity Guide

Document control information

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Document Author(s):	Nuno Pimenta
Project Manager:	Isa Brito Félix
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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 of the project.

Moreover, the VIG sets forth standards for 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 T4.1 leader or escalated to the Principal Investigator, 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.

Summary

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01 | Project name

P. 06 | Project title

P. 07 | Acronym

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.

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

Va|Prevention

VA|prevention

VAPrevention

VA-Prevention

VA_Prevention

02 | Visual Identity

P. 09 | Brand elements

P. 10 | Logo Colours

P. 11 | Logo version A

P. 12 | Logo version B

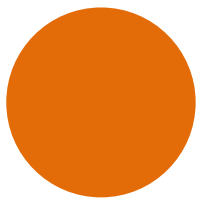
02 | Visual Identity | Brand elements



02 | Visual Identity | Logo colour



Orange



- Optimism
- Happiness
- Creativity

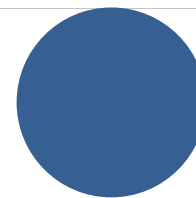
RGB **R 227 G 108 B 9**

CMYK **C 64 M 36 I 0 K 46**

HEX **#E36C09**

PANTONE **152 C**

Blue



- Compassion
- Sincerity
- Integrity

RGB **R 54 G 96 B 146**

CMYK **C 64 M 36 I 0 K 46**

HEX **#366092**

PANTONE **294 U**

02 | Visual Identity | Logo colours

Positive

VA | PREVENTION
DIABETES RESEARCH

Negative

VA | PREVENTION
DIABETES RESEARCH

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.

02 | Visual Identity | Logo version B

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

The logo consists of the letters 'VA' in a bold, orange, sans-serif font, followed by a vertical orange bar, and then the word 'PREVENTION' in a blue, all-caps, sans-serif font.

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

03 | Logo rules

- P. 15 | Margins and breathing space
- P. 16 | Minimum size
- P. 17 | Colour backgrounds
- P. 18 | Photo and video backgrounds

03 | Logo rules | Margins and breathing space



03 | Logo rules | Minimum size

Print

40 mm

20 mm



Digital

150 px

75 px

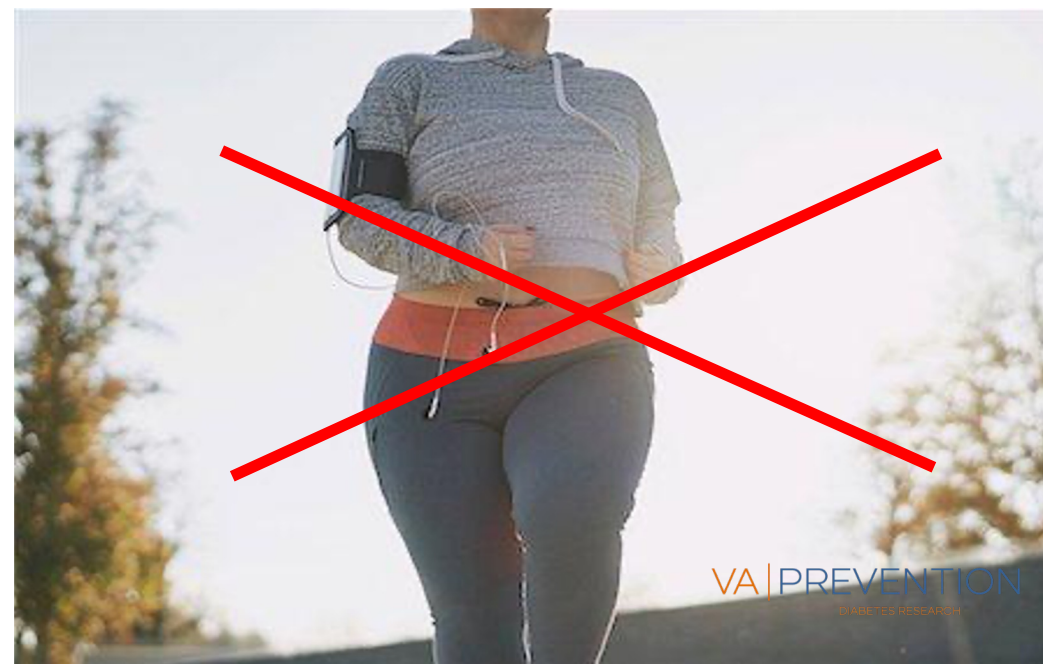
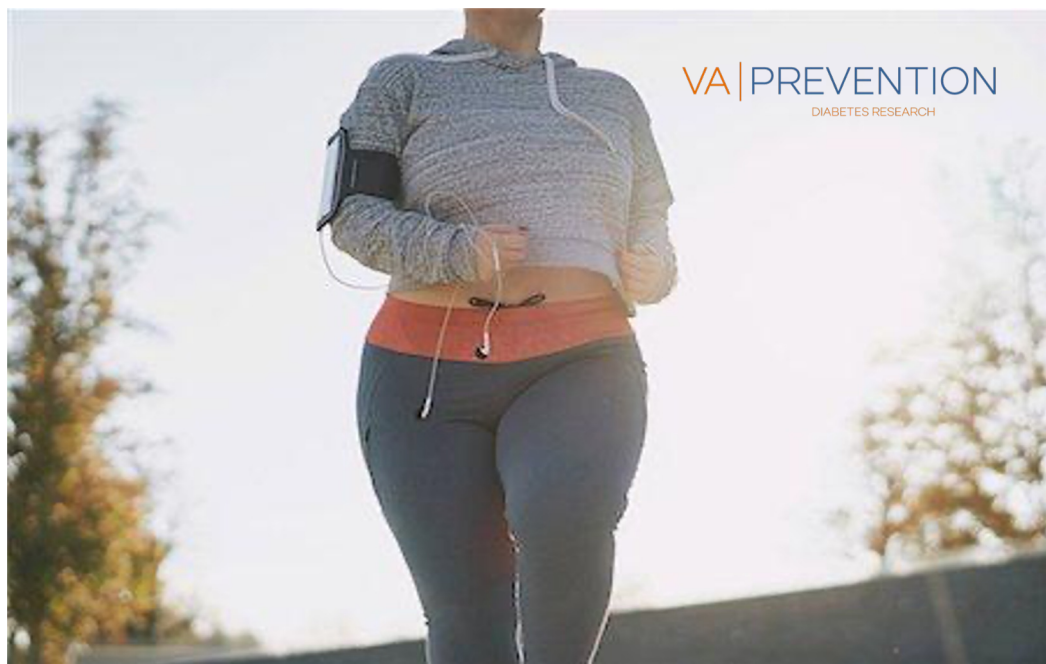
03 | Logo rules | Colour backgrounds

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 preferred.



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. When using photos or images that feature solid colour backgrounds, the negative version of the logo should be used.



04 | Font policy

P. 20 | Font

P. 21 | Font Family

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 project

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

Pag. 23 | Word documents

Pag. 25 | PowerPoint documents

Pag. 26 | Other

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.

Employing the project template ensures the consistency of documents, which is essential for enhanced communication, increased visibility, and greater recognition.

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

05 | Layout guidance | PowerPoint documents

For documents generated with a presentation processor such as 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.

Employing the project template ensures the consistency of documents, which is essential for enhanced communication, increased visibility, and greater recognition.

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

06 | Imagery policy

P. 28 | Language

P. 29 | Photo and video

06 | Image Policy | Language

When communicating about people at risk of type 2 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](#).

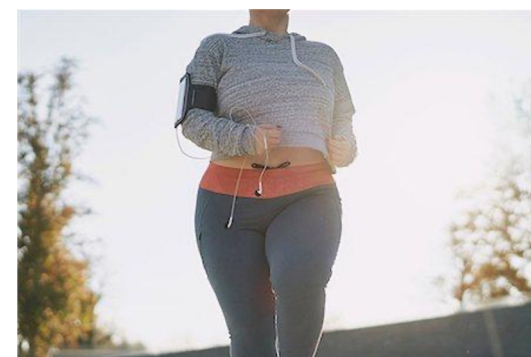
When communicating with non-specialised audiences, the language should be easy to understand, avoiding jargon or technical terms that might be unfamiliar to some people. Language should convey a credible tone across communication materials by, for example, backing up information presented.

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.

06 | Image Policy | Photos and videos

Correct

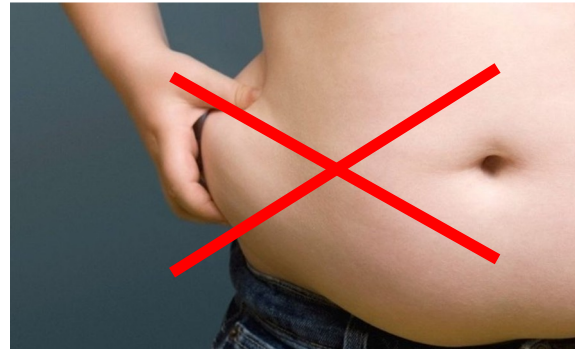
- Diverse and inclusive imagery that reflects the range of people who may be at risk of diabetes type 2 and could benefit from prevention efforts (and not only people that are overweight).
- Imagery that show lifestyles that can help preventing diabetes, such as physical activity and healthy eating.
- High-quality photography or illustrations that are visually appealing and, if possible, unique and authentic.



06 | Image Policy | Photos and videos

Incorrect

- Stereotypical or stigmatising 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.



07 | FCT Requirements

- P. 32 | Written/graphic materials
- P. 34 | Other materials or activities
- P. 35 | Logo

07 | FCT requirements | written/graphic materials

FCT funding must always be acknowledged in any activity, publication or dissemination material 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 print documents.
- Website – in the “Homepage” and “About the Project” page.
- Videos and animations – in the opening.
- All events’ related materials.
- Advertisements - in the footer or equivalent
- 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

In addition to displaying the FCT logo, acknowledgment of FCT funding should also feature the prescribed statement in the appropriate language:

«Este trabalho é financiado por fundos nacionais através da FCT – Fundação para a Ciência e a Tecnologia, I.P., no âmbito do projeto (grant ref. 2022.02969.PTDC - <https://doi.org/10.54499/2022.02969.PTDC>)»

“This work was funded by FCT – Fundação para a Ciência e a Tecnologia, I.P., by means of national funds (grant ref. 2022.02969.PTDC - <https://doi.org/10.54499/2022.02969.PTDC>).”

07 | FCT requirements | other materials or activities

Acknowledging FCT funding extends to all forms of media outreach, including press releases, radio spots, interviews, and any spoken communication. It is necessary to display the FCT logo where possible and include the following verbal statement in the most suitable 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 depicted. If needed, as for the purpose of better reading, Logo B (alternative logo) may be employed instead, also as illustrated.



Logo A



Minimum size = 100 px or 22 mm

Logo B



Minimum size = 60 px or 18 mm

08 | Partners requirements

P. 37 | Partners

P. 38 | Partner Logos

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. This order does not imply endorsements on authorship of scientific work, which has its own set of guidelines within the project.

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. Additionally, the designated clear space around each logo must be maintained according to the visual guidelines of the respective institutions.



This order does not imply an endorsement of authorship of scientific work, which has its own set of guidelines within the project. Rather, it is a way to ensure that all partners receive equal visibility and recognition for their contribution to the project.