Introduction

This handbook provides the guidelines for the use of L2C’s visual identity. The objective is to define the criteria for management and use.

The following rules are considered, therefore, mandatory to ensure that the L2C brand is used uniformly by all and retains its intended look & feel.

It is advisable to read carefully the entire handbook and follow the instructions described in each of the following sections.
About the project

The aim of the project is to foster shared school leadership and effective networking through capacity building (self-assessment, training and sharing of best practices) within three key areas: STEM education, Innovative use of ICT in teaching and Digital citizenship.

The project is based on a co-construction process with a limited group of schools from 5 countries (BE, ES, IT, MT, PT) which will validate the impact of shared leadership practices applied to STEM education policies, innovative use of ICT in teaching, and digital citizenship.

The project is coordinated by European Schoolnet in collaboration with Ministério da Educação – Direção-Geral da Educação (DGE), Consejería de Educación de la Junta de Castilla y León, INDIRE – Istituto Nazionale di Documentazione, Innovazione e Ricerca, Ministerie van de Vlaamse Gemeenschap, St. Nicholas College and Directorate for Educational Services.
The EC Branding

The European Union emblem (flag), the text “Co-funded by the Erasmus+ programme of the European Union” and the correct disclaimer must be used in conjunction with the L2C logo.

Disclaimer excluding Commission responsibility:
“The content of this [report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility. The European Commission does not accept any responsibility for use that may be made of the information it contains.”

More information:

Colours

Co-funded by the Erasmus+ programme of the European Union

Learning Leadership for Change

L2C

C: 71%
M: 0%
Y: 76%
K: 0%
R: 67
G: 184
B: 113

#43b870

C: 0%
M: 72%
Y: 98%
K: 0%
R: 243
G: 108
B: 36

#f26b24

C: 69%
M: 64%
Y: 63%
K: 55%
R: 55
G: 54
B: 55

#373537

C: 0%
M: 0%
Y: 0%
K: 0%
R: 255
G: 255
B: 255

#ffffff
Clear Space

Minimum size

The minimum size refers to the smallest size the L2C logo may be reproduced at, to ensure its legibility. The minimum reproduction size of the logo is 25 mm wide.

Maximum size

The L2C logo can be reproduced at any size bigger than 25 mm wide, without loosing its image quality, as long as it is in vector format. Note that the logo must be always scaled proportionally to its height and width.

Size

Vector version
Correct Use

The L2C logo must be always visible and legible. If you put the logo on a photo or on a busy background, ensure you put a white box around the logo (keep the clear space).

Always use a white box when it is placed on a background similar to one of the colours in the logo, or alternatively use the negative version.

Always use the negative version of the logo when it is placed on a background with more than 45% of black.

Don’ts

Never stretch, skew or deform the logo in any way.

Never use a transparent logo.

Never change the colours of the logo or the original order.
Typography

Print

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 10pt Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 9pt Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 9pt Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 9pt Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 8pt Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 8pt Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 8pt Book Italic

This is the typeface to be used in titles and in text.

Tw Cen

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 9pt Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 9pt Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 9pt Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 8pt Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 8pt Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(size 8pt Italic

This is the typeface that can be used if Futura is not available.

Web and Displays

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?!,.;:(Italic

This is the typeface that can be used for web and display communications.
For more information please write to com-team@eun.org