



YouCount
Youth Citizen Science

D5.1

Project identity and website

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D5.1 Project identity and website

This task will develop and set up the materials and media channels required for effective communication and dissemination of the project. This will include: 1) a project identity, finally decide upon the logo and templates capturing the vision of the project together with YCSs; 2) an interactive homepage for the project based on a universal design and including important languages in collaboration with Spotteron; and 3) creation of the project's social media channels. Throughout the project, FD and Spotteron will be responsible for keeping the homepage and social media updated. This task will result in D. 5.1.

Table 1: Revision history

VERSION	DATE	CREATED BY	COMMENTS
1.0	17 / 05 / 2021	11, Dominik Essletzbichler	1 st Draft
1.1	21 / 05 / 2021	6, Joerg Matthes, Isabelle Freiling	Internal Review
1.2	25 / 05 / 2021	11, Dominik Essletzbichler	2 nd Version
1.3	28 / 05 / 2021	1, Reidun Norvoll	Final version submitted

Table 2: Terms and Abbreviations

ABBREVIATION	FULL TERM
CMS	Content Management System
WP	Work Package
D	Deliverable
FD	Fundation Deusto

Executive Summary

This 'Project Identity Guidelines' has been created to assist all partners involved in the YouCount project. It provides an overview of the elements that make up the YouCount identity system and presents guidelines for working with them. Through notes and examples, it demonstrates how these elements can be combined to communicate a consistent identity that represents the YouCount project.

The Project Manual is also available on the Microsoft Teams platform.

Project Identity Guidelines



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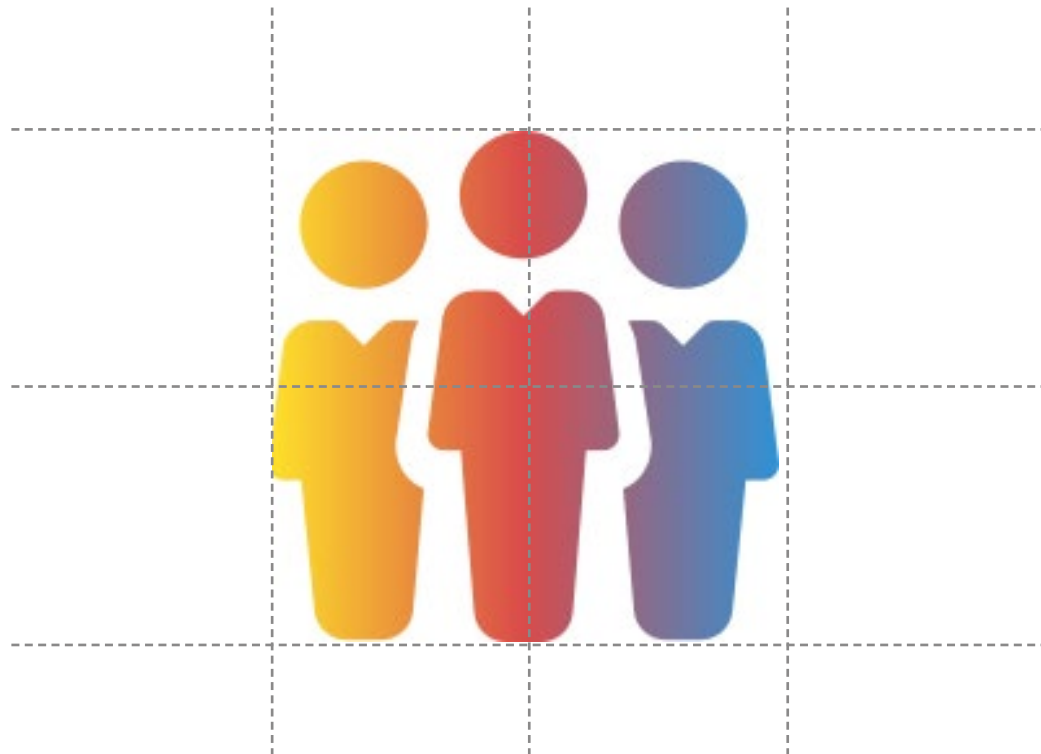
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Logo Brandmark

The YouCount brandmark displays three human icons. It symbolises the individual character of a human being, as well as the dynamic of a group by using a colourful gradient as a connecting element.

The brandmark can be used in combination with the logotype to additionally brand intern publications, or as a social media avatar for Instagram, Facebook, and Twitter Account-Icons. It does not replace the logo itself.



Logo

COMPONENTS OF THE LOGO

The YouCount logo is a visual symbol. It plays a vital role in promoting the Youcount-Project by providing a strong and recognizable graphic image that creates a great sense of awareness and connection among all involved project partners.

The words beneath the YouCount brandmark are called the YouCount wordmark and have been carefully considered to form the YouCount logo.

A simple, clean, humanist sans-serif font. This font helps to enhance the YouCount brandmark rather than compete for its attention. The subline “Youth Citizen Science” are keyed in a smaller point size and weight than “YouCount”.



YouCount
Youth Citizen Science

Clear space and minimum size

CLEAR SPACE

Clear space is defined as the space that no other element explicit or implicit shall cross in relation to the YouCount logo. Often referred to as 'runaround' type, image and/or document edge should not be placed closer than the x-height. **The clear space requirements must be observed.**



MINIMUM PRINT SIZE REQUIREMENTS

The YouCount logo should never appear smaller than 55 mm wide in print and thus the proportions of logo (and its components) must be preserved.



55 mm

Logo Variants



YouCount
Youth Citizen Science



YouCount
Youth Citizen Science



YouCount
Youth Citizen Science



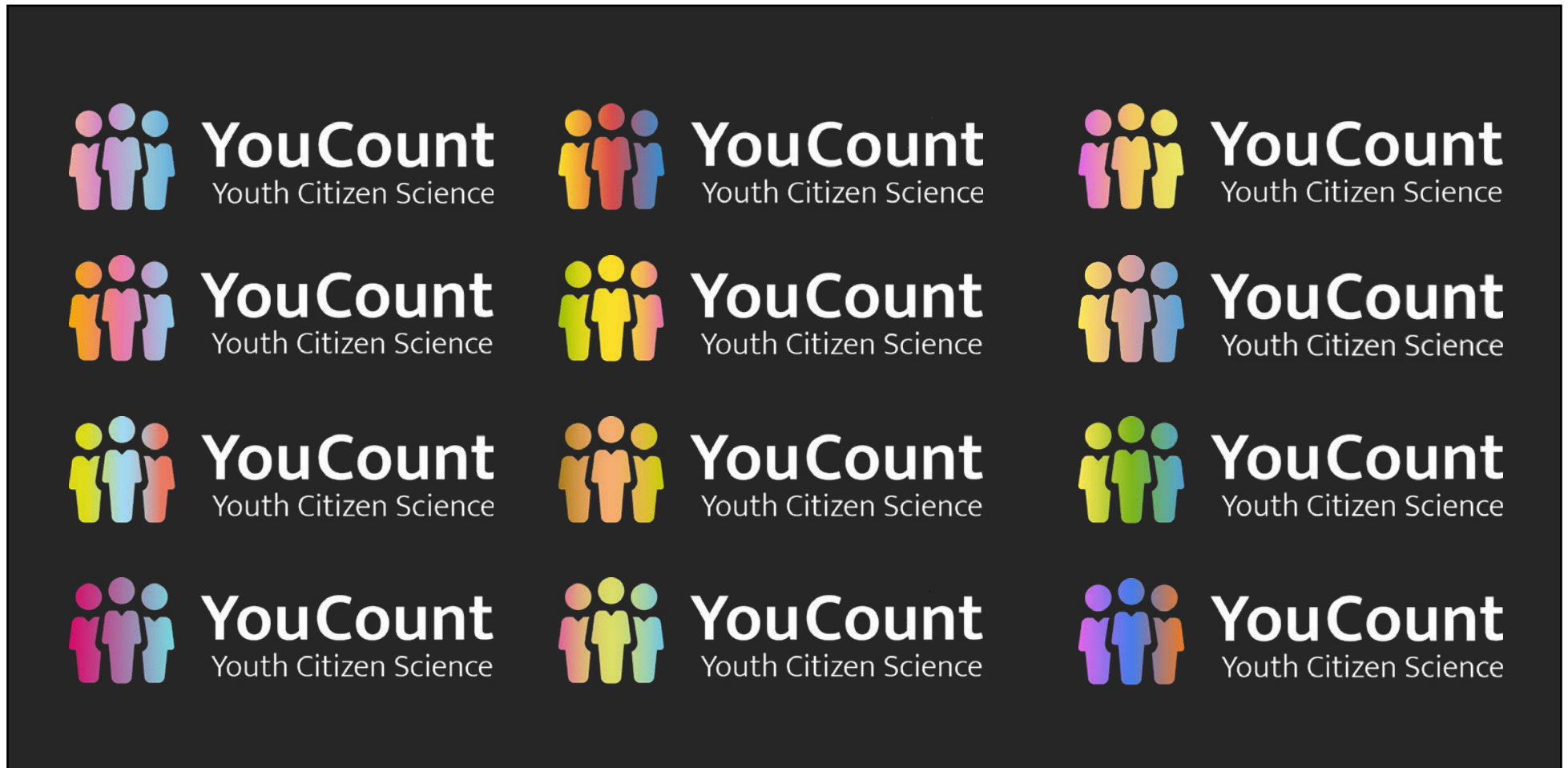
YouCount
Youth Citizen Science

Extended Logo Variants

A logo does not always have to be static. Using a multi-colour and dynamic logo approach, a brand does not lose something but gains something: flexibility, the possibility to evolve, and playfulness - which reflects the YouCount project identity. Dynamic logos are a broadly used design practice, and they communicate something a static brand can not: variety and smooth evolution. For YouCount, a multi-colour, gradient-based approach allows adaption to different use cases with the same logo and brand. Gradients and colour use is a current principle in youth-oriented topics for some years now (e.g. from Instagrams logo rebrand over chatter to Tinder). To underline special cases, or events it is applicable to use these extended YouCount logo variants in digital communication:



Extended Logo Variants



Logo Usage

It is recommended to use the positive four-colour version of the YouCount logo.

It is acceptable to apply the reversed logo (white font) to black and other background colours providing adequate contrast.

It is permissible to use the logo in a box/banner provided the clear space has been observed.

All acceptable logo versions can be downloaded in the MS Teams repository:

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The YouCount logo with no distortion or element changes.



Do use a background that provides significant contrast and clarity.

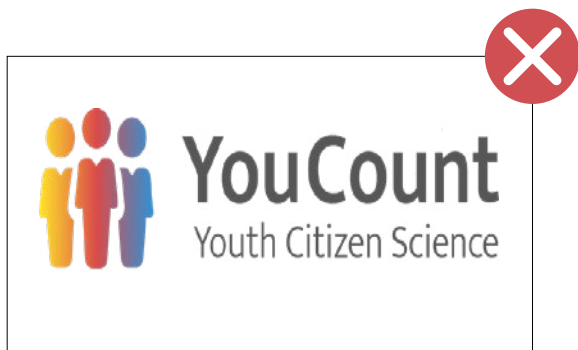


Logo in a box/banner.



Do use a background that provides significant contrast and clarity.

Logo Usage



Do not wrap, skew or alter the proportions of the logo.



Do not crop or cover the logo.



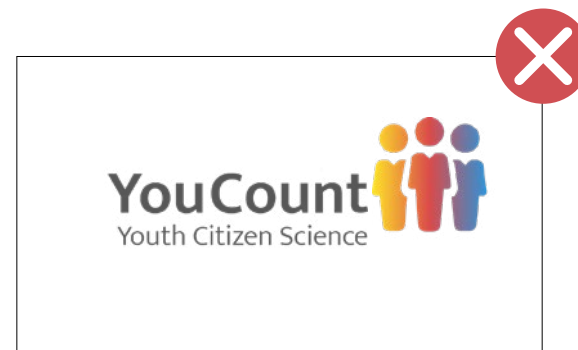
Do not rotate the logo.



Do not place the logo on a background that hinders clarity.



Do not apply harsh shadows or stroke to the logo, even to enhance clarity.



Do not rearrange elements of the logo.

Typography

EkMukta

Selecting an appropriately strong font family to balance with the YouCount brandmark was a crucial decision.

Ek Mukta, a sans-serif font, was carefully selected for its qualities of distinction, modernism, clean simplicity and legibility.

Since typography is largely responsible for the general character or appearance of printed material and the website, its coordinated and consistent use is essential to establish and maintain a graphic “look” for all of the external visual communications. A successful typographic style will provide the qualities of consistency, clarity and readability.

The Ek Mukta font family is the main font for printed materials, as well as the website and branded social media content.

ABCabc Ek Mukta SemiBold

**DEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
01234567890&%?!<>**

ABCabc Ek Mukta Light

**DEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
01234567890&%?!<>**

Typography »Deliverables«

To guarantee an efficient workflow when it comes to compatibility and to ensure a consistent appearance in communication throughout scientific publications, word templates for deliverables are provided to the project partners.

The font-family used for the template is Calibri, a sans-serif typeface family, which is a default typeface in Microsoft Word since 2007. It was designed by Luc de Groot, who described its subtly rounded design as having “a warm and soft character”.

Word-Template

You can download the template for your deliverable in the MS Teams repository:

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Title

Calibri Bold 36 pt / automatically scaled

1 Headline

Calibri Bold, 23 pt

1.1 Headline 2

Calibri Bold Italic, 20 pt

1.1.1 Headline 3

Calibri Regular, 18 pt

1.1.1.1 Headline 4

Calibri Italic, 16 pt

1.1.1.1.1 Headline 5

Calibri Regular, 13 pt

Body Text

Calibri Regular 12 pt

The minimal font-size should not be under 8 pt/11 px.

Colour Scheme

Orange, Red and Blue are the primary identifying colours for YouCount, resulting from the main project logo. Everything that carries the projects' reputation visually should support one of these colours.

For multi-colour uses, several supporting (or complementary) colours have been selected. These colours are vivid green, rose and brown.

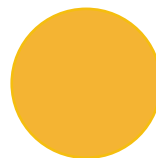
RGB (Red, Green, Blue) is the colour model that is used to colour digital content. These are each denoted by a numerical value between 0-255.

CYMK (Cyan, Magenta, Yellow, Black) colour format is used for print materials. To describe the intensity of the individual colour values from 0-100 are used.

HEX stands for hexadecimal colour and is used onscreen for web design.

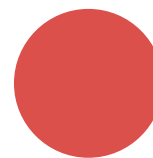


PRIMARY COLOURS



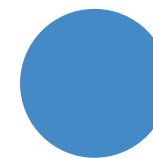
Orange

C 3 M 33 Y 86 K 0
R 245 G 190 B 15
HEX #f4b434



Red

C 8 M 80 Y 66 K 0
R 220 G 80 B 75
HEX #dc504b



Blue

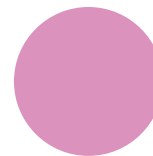
C 74 M 37 Y 0 K 0
R 67 G 138 B 198
HEX #428ac6

COMPLEMENTARY COLOURS



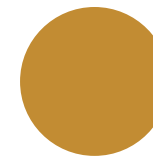
Green

C 50 M 0 Y 98 K 0
R 150 G 193 B 38
HEX #96c126



Rose

C 13 M 53 Y 0 K 0
R 220 G 147 B 190
HEX #db93be



Brown

C 21 M 44 Y 86 K 10
R 194 G 140 B 51
HEX #c28c33

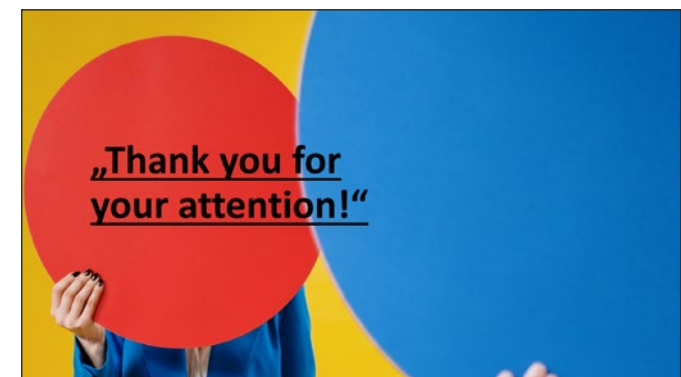
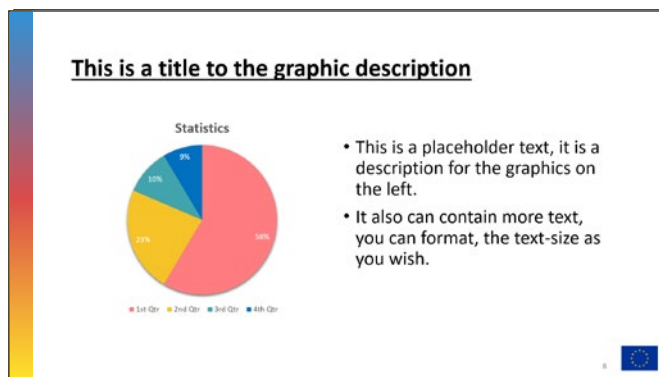
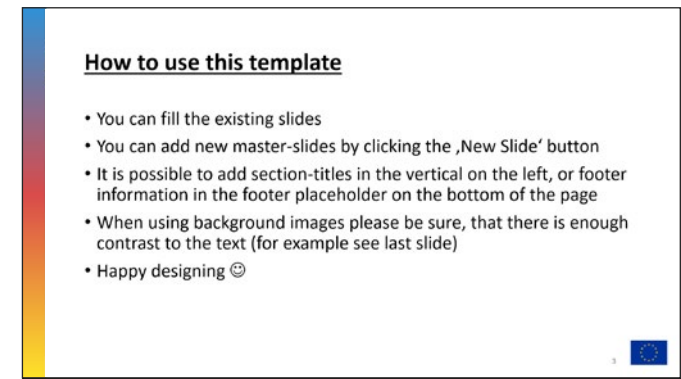
PowerPoint Template

For a consistent appearance in communication throughout the whole project, PowerPoint-Templates for presentations are provided to the project partners.

PowerPoint Template:

You can download the template for your presentations in the MS Teams repository:

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Online image content

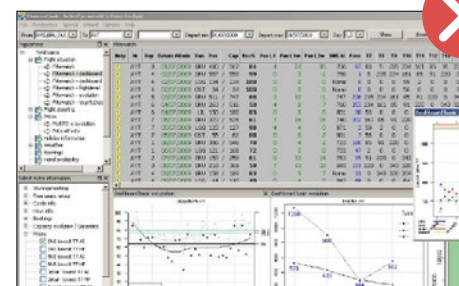
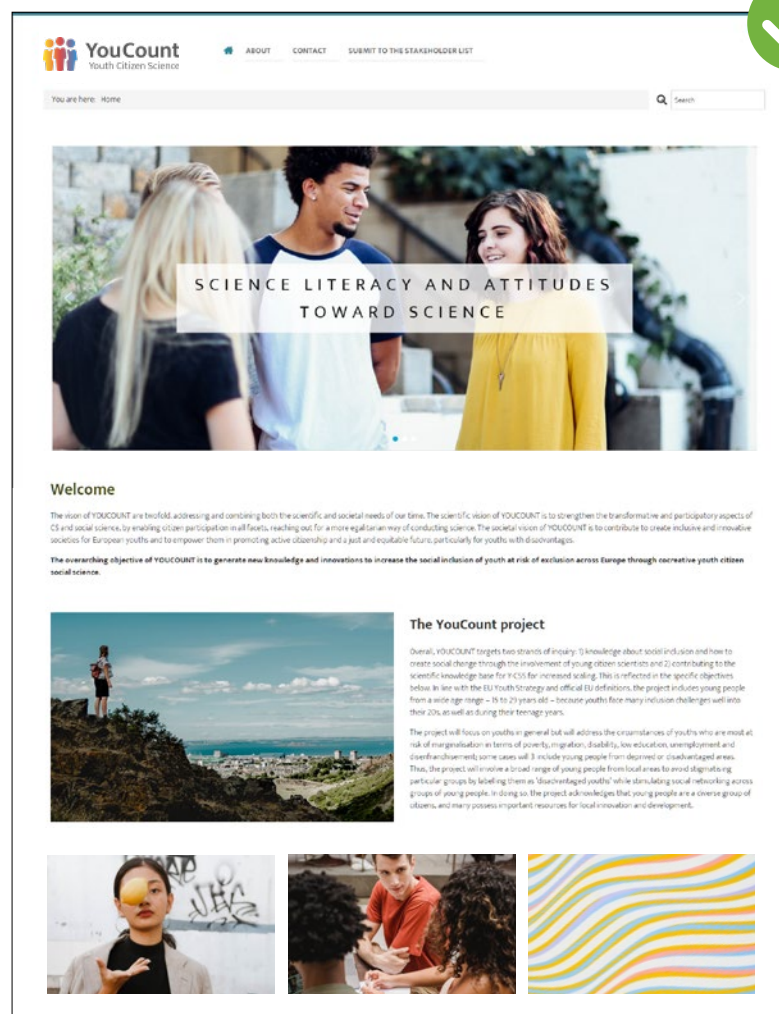
Website / Blog / Social Media

When working with cover images in content items of the website, please only use mood images with no text and no logo present if possible. Images on the website are resized dynamically and the crop area can vary.

Please make sure images transport an involving, positive emotion with informing character. Avoid dark images, greyscale images and low contrasts, as well as unprofessional resources.

In social media, use the **hashtag #YouCount** in reference.

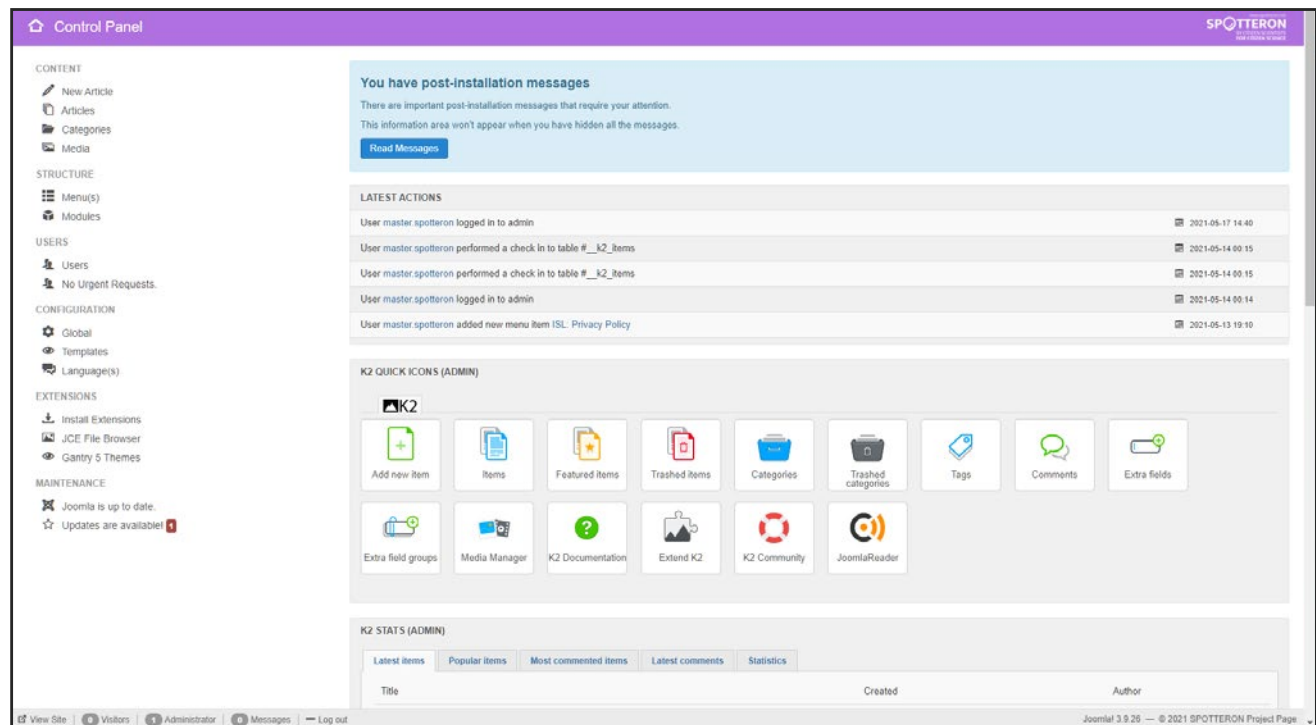
High quality image resources under a non-attribution licence for free use can be downloaded here:
www.pexels.com
www.pixabay.com



Content Management System (CMS) for content creators

For creating content after the official launch of the YouCount project website, please go to <https://www.youcountproject.eu/administrator> and log in with your provided username and password.

Please apply the Project Identity Guidelines also to public content created in the system.





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www.youcountproject.eu

#YouCount

CREATED BY
www.spotteron.net
SPOTTERON
BY CITIZEN SCIENTISTS
FOR CITIZEN SCIENCE

Conclusion

Visual standards are important. All communications from the YouCount project are reflections of it. The logos, typefaces, colors and the treatment of photos and text are all attributes of the YouCount project. The goal of these guidelines is to improve the effectiveness of the project's communications in today's crowded environment.

Through consistent use of these guidelines, the YouCount project will enjoy greater awareness and recognition. The 'Project Identity Guidelines' shall support all partners to improve efficiency of their project work, and the quality of the project's deliverables, presentations and communication.



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PARTNERS:

