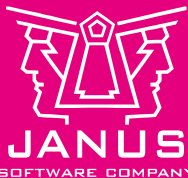




# **GENDER 101**

Developing innovative tools about Gender Diversity  
for Parents and Adult Educators

**visual identity**  
manual December 2022



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# Introduction

This document supports the visual identity of the European project [2022-KA220-ADU-E3E5645C](#) GENDER 101 - Developing innovative tools about Gender Diversity for Parents and Adult Educators.

The elements composing the GENDER 101 logo are four in order to make the visual impact immediate, but they represent an unlimited number of players.

These elements are single units with different colors indicating individual diversities.

Such diversities join through a movement between different dimensions, from full frame to close-up. This movement highlights how these diversities, all together, take part in the creation of a new more solid and richer entity.

This movement of inclusion and awareness is meant to depict the focus of the GENDER 101 project.

In order to ensure the achievement of the visual impact expected, the rules described in this manual must be respected any time partners or stakeholders use the GENDER 101.

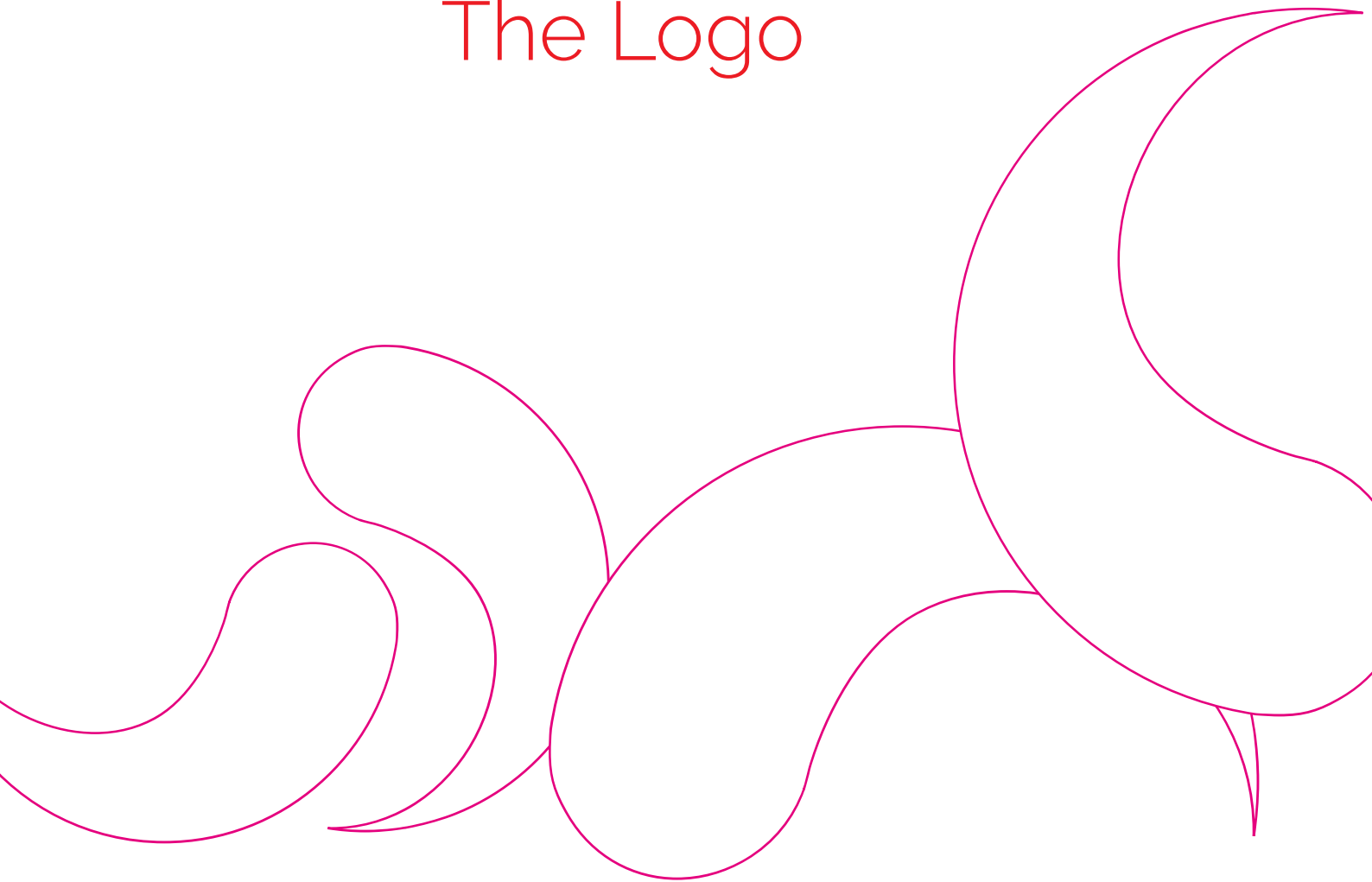
The correct use of the GENDER 101 logo is broadly encouraged.



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

2022-KA220-ADU-E3E5645C

# 1.1 The Logo



**Logo** (vertical)  
Version: Positive,  
“standard”



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**Logo** (vertical)  
Version: Negative,  
“standard”



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**Logo** (horizontal)  
Version: Positive,  
“standard”



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# Logo

## Minimum size and alternative uses

The good readability and recognizability of the printed logo may be compromised by the so-called "moiré" effect. To avoid this effect, a color version of the logo must not be reproduced below the dimension of 15 mm., would it be in CMYK as well as Pantone color code.

The black version of the logo is more readable, therefore reproduced well at a lower dimension. However, it is recommended to consider 10 mm. as minimum size of the black logo.



In case that the chosen printing technique does not allow a correct or unabridged reproduction of the logo, it is recommended to print only the name or the pictogram.

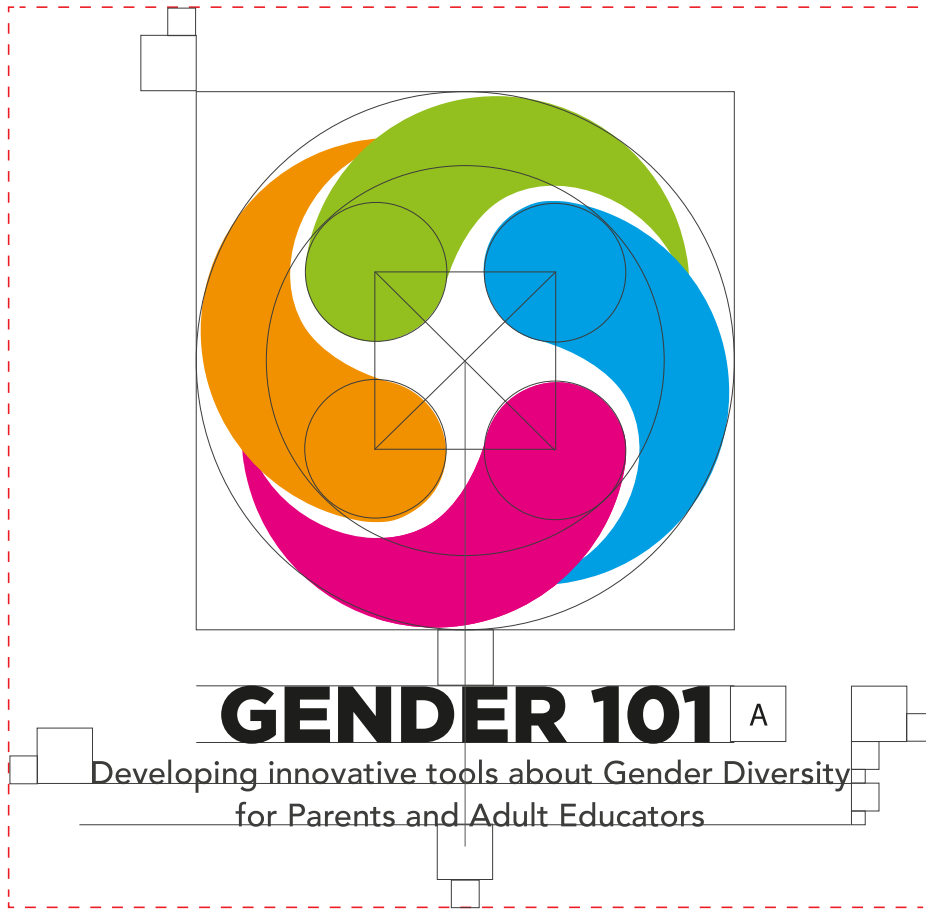
The below alternative versions may be used for printing in 1 color at small dimensions.

**GENDER 101**

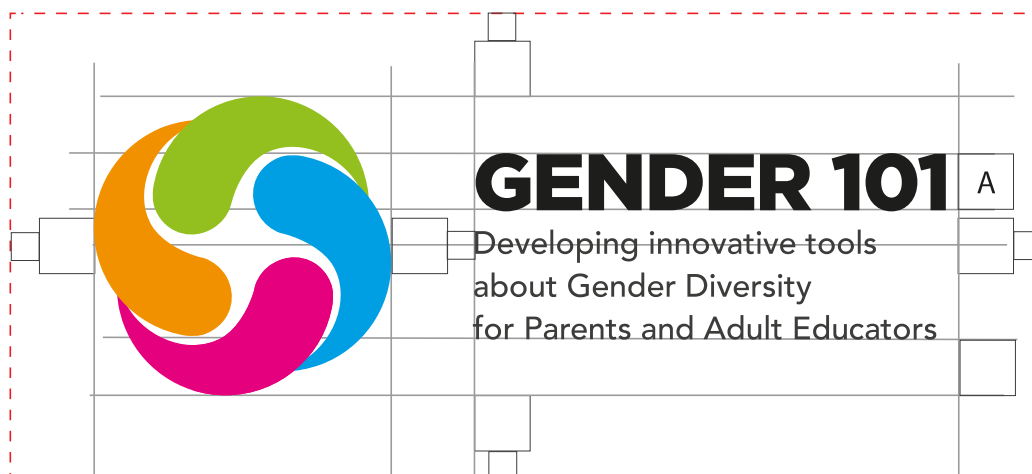


# Logo

Proportions and Protected area



Protected area:  
1,5 of A Vertical  
1,5 of A Horizontal



Protected area:  
1,5 of A Vertical  
1,5 of A Horizontal

# Logo Colors



PANTONE  
219 C  
C 0 M 100 Y 0 K 0  
R 230 G 0 B 126  
#e6007e



PANTONE  
2925 C  
C 100 M 0 Y 0 K 0  
R 0 G 159 B 227  
#009fe3



PANTONE  
2925 C  
C 50 M 0 Y 100 K 0  
R 146 G 194 B 30  
#97c21e



PANTONE  
144 C  
C 0 M 50 Y 100 K 0  
R 243 G 146 B 0  
#f39200



PANTONE  
Cool Grey 9 C  
C 0 M 0 Y 0 K 53  
R 120 G 120 B 120  
#787878



PANTONE  
Cool Grey 7 C  
C 0 M 0 Y 0 K 42  
R 147 G 147 B 147  
#939393

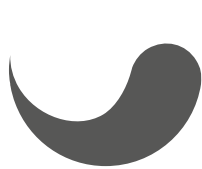


PANTONE  
423 C  
C 0 M 0 Y 0 K 30  
R 178 G 178 B 178  
#b2b2b2

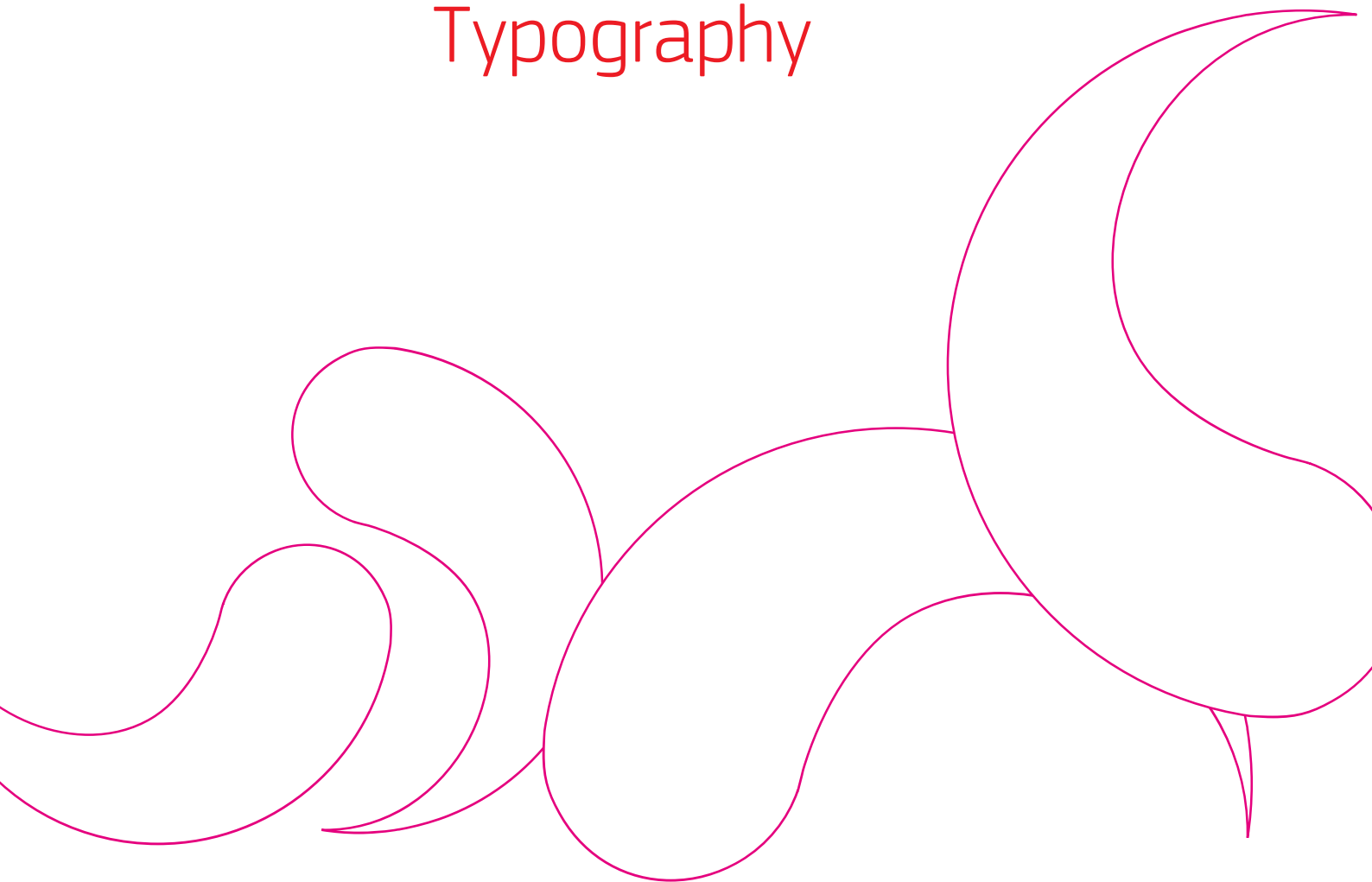


PANTONE  
Cool Grey 6 C  
C 0 M 0 Y 0 K 33  
R 170 G 170 B 170  
#aaaaaa

## Category 1- 4



# 1.2 Typography



# Typography

## Logo and other formats

Gotham Bold (Title of the project)

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Avenir Medium (Title of the project)

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avenir Light (Body text)

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avenir Book (Headline and titles of the text)

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avenir Light Oblique(Quotations and captions)

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Avenir Black (Emphasized titles)

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

