



Joint Action Health Workforce
Planning and Forecasting

CORPORATE **DESIGN MANUAL**



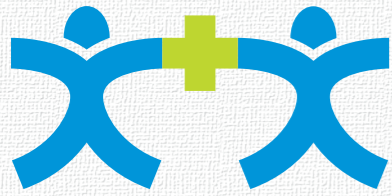
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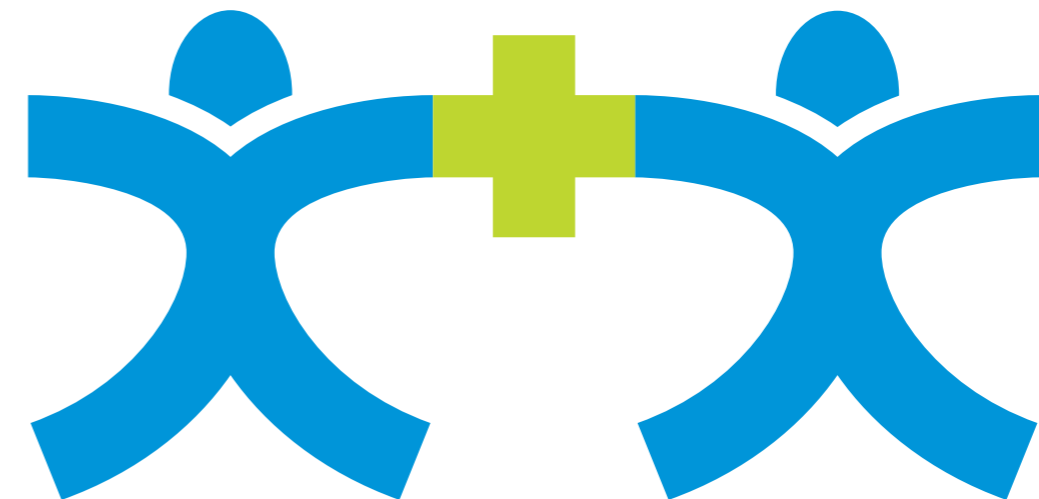
LOGO

The logo is made up of two figures, which show the human resources in the health sector. Characters holding cross are the symbol of health care. Logo is upbeat, modern and institutional. It expresses the connection of human forces that help to improve health care.

Logo is used for all communication materials of the project. It is necessary to maintain the exact colors in the original format or authorized alternative variants. The basic version of the logo uses the shades of blue and yellow-green in combination with dark gray lettering.

When reducing the logo there must be maintained legibility font. For this reason the smallest allowable size of the logo is placed next to the title characters. All other logos sizes are entitled under the logo sign as shown below.

LOGO 01



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Minimum allowable size of the logo





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DEFINITION OF COLORS 02

DEFINITION OF COLORS




The basic version of the logo for digital, offset and large format printing, for the purposes of electronic communication and screen printing requires the use of the following colors. To alternative variants of the logo there is used white or black color in combination with 50% black or yellow-green.

Basic variant of the logo




CMYK

	C: 100	M: 20	Y: 0	K: 0
	C: 30	M: 0	Y: 100	K: 0
	C: 0	M: 0	Y: 0	K: 80

RGB

	R: 0	G: 138	B: 207
	R: 202	G: 210	B: 43
	R: 88	G: 88	B: 87

PANTONE®

	PANTONE® 299
	PANTONE® 382
	80% PANTONE® Process Black



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FONT 03

FONT

On all printed materials, advertising materials and electronic communication the single font should be used. Using the single font is mandatory for all partners involved in the Joint Action. Using a single font significantly contributes to building corporate identity project.

Trebuchet MS

Trebuchet MS Regular

QWERTZUIOPASDFGHJKLYXCVBNM
qwertzuiopasdfghjklyxcvbnm
1234567890

Trebuchet MS Bold

QWERTZUIOPASDFGHJKLYXCVBNM
qwertzuiopasdfghjklyxcvbnm
1234567890

Trebuchet MS Italic

QWERTZUIOPASDFGHJKLYXCVBNM
qwertzuiopasdfghjklyxcvbnm
1234567890

Trebuchet MS BOLD Italic

QWERTZUIOPASDFGHJKLYXCVBNM
qwertzuiopasdfghjklyxcvbnm
1234567890



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LOGO DESIGN

Millimeter grid shows the composition of the logo. In exceptional cases, it allows the construction, e.g. at extreme magnifications. As a foundation for reproducing the logo by any technology it is required to use the logo vector formats.

LOGO DESIGN 04





EXCLUSION ZONE OF THE LOGO

Protective zone of the logo indicates the smallest possible distance between the logo and other graphic elements. Exclusion zone is given by the size of the cross in the logo of a particular size.

EXCLUSION ZONE OF THE LOGO 05

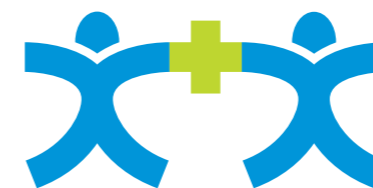




COLOR VARIANTS OF THE LOGO

Alternatively, the logo color variations are used when it is not technologically feasible to use the original version, for example for failure to sufficiently distinguish from the underlying color of the logo or non-colored (black and white) prints.

COLOR VARIANTS OF THE LOGO 06



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UNAUTHORIZED USE OF THE LOGO

Logo is not permitted to be used in other color versions as specified in the design manual. Logo cannot be directionally deformed by scaling it in any way. Logo can be used only in its horizontal form. Rotation of the logo is not permitted.

UNAUTHORIZED USE OF THE LOGO 07



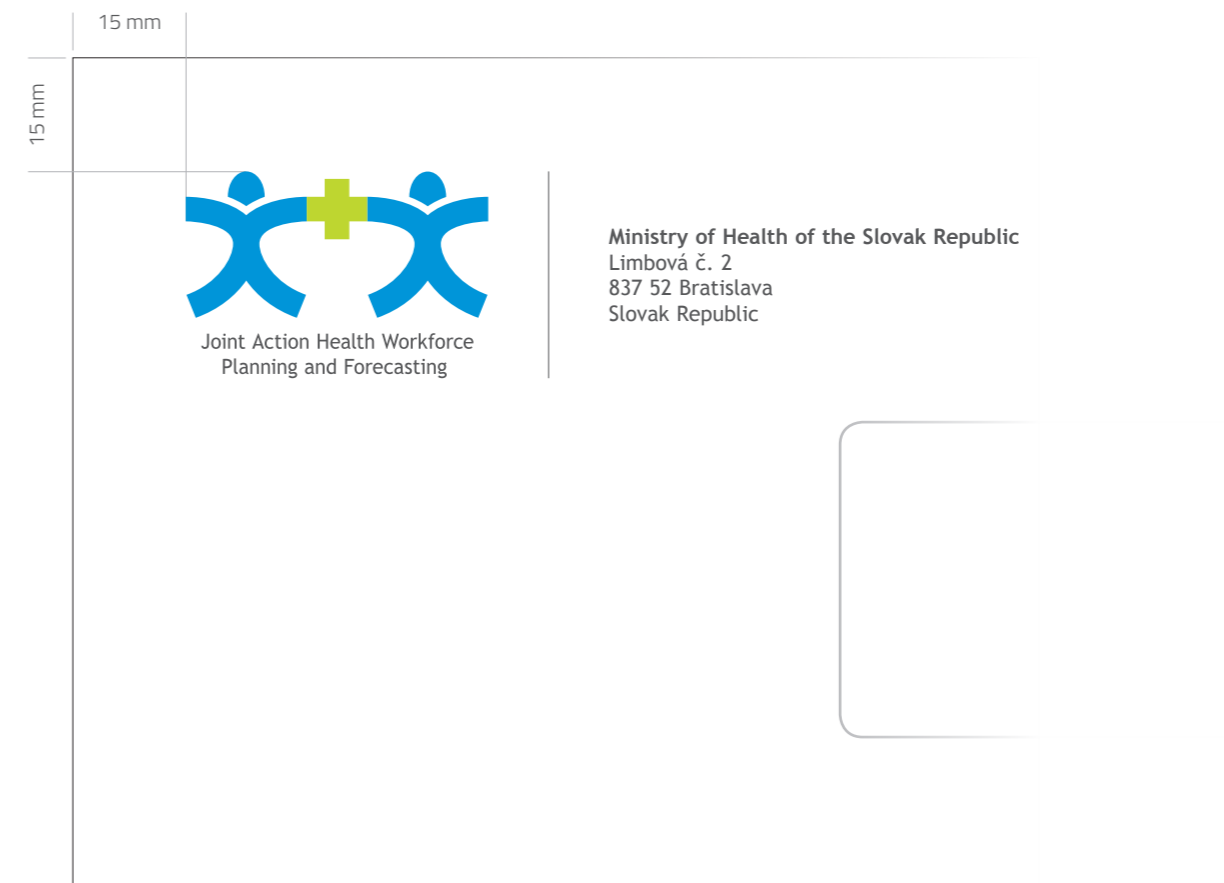


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ENVELOPE 08

ENVELOPE

The envelope is the first contact surface with the recipient of mail communication. It is important that it corresponds with the design of the material it contains. The most commonly used sizes of envelopes in corporate communications, are DL, C5 and C4 to A4 documents. These cannot be folded. As an example of printed envelopes we indicate the form DL but the rules are the same for all envelope formats.





LETTERHEAD PAPER 09

LETTERHEAD PAPER

Letterhead paper is used for mail and mailing correspondence of the project. For routine everyday communication there is used a simple letterhead with large margins adapted for office printer. For purposes of presentations of the project and communication with relevant parties it is recommended to use pre-printed letterhead paper version, which is then repeated for text version, either in a professional printer or printing office. The recommended font size for text sheet is 10 points Regular cut. For the address of the recipient it is recommended to use Bold cut 12 points.

Simple version for everyday communication



Pre-printed version



LETTERHEAD PAPER

Simple version for everyday communication



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Name Surname
Street 111/1
111 11 City
Slovak Republic

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LETTERHEAD PAPER

Pre-printed version



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Name Surname
Street 111/1
111 11 City
Slovak Republic

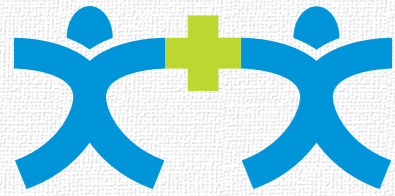
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PPT TEMPLATE

PPT template is used in all presentations of the project. It contains an introductory animation of the project logo, a background for the main head slide and two base backgrounds for sub slides (second, third, fourth, etc. slide). Choosing a basis for sub slides is left to the author of the presentation.

On the headings and sub headings there is used 28-point font Bold cut. Color is blue, the same as in the logo. The text itself is a 20-point font Regular cut in color 80% black. When necessary to highlight certain words in the text it is recommended to use the cut Italic.

Animation



PPT TEMPLATE 10

PPT TEMPLATE

Introductory slide (first slide)



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PPT TEMPLATE

Text slides (second, third, etc. slide)


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Ministry of Health of the Slovak Republic



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E-MAIL CLOSING

E-mail closing is a business card in the mail communication that forms an essential part of the corporate identity. It contains contact of the e-mail sender, web site and logo of the project.

Name and job title is in blue color, Bold cut, 12 point size. Further data are dark-gray 10-point Regular cut. Website of the project is underlined. Font is blue, 10 point Regular cut.

Name Surname
Job Title

Section of European Programmes and Projects
Ministry of Health of the Slovak Republic
Limbová č. 2
837 52 Bratislava
Cell phone: +421 111 111 111
www.euhwforce.com



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E-MAIL CLOSING 11



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