BRAND GUIDELINES

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

CITIES OF LEARNING by Badgecraft

ABOUT THIS DOCUMENT

This document was developed and published within the strategic partnership "Connected Spaces of Learning in Europe" with the co-funding of the European Union's programme ERASMUS+.

The project Connected Spaces of Learning in Europe was implemented from 2017 - 2020 by a partnership of NGO Nectarus and Vilnius municipality in Lithuania, Breakthrough in the Netherlands, Cazalla Intercultural and Regional youth council Lorca in Spain, GOEUROPE! at German Red Cross Sachsen-Anhalt e.V. and Internationaler Bund in Saxony- Anhalt region in Germany, Centraider and Regional administration of Val de Loire region in France, Badgecraft Ireland.

It was aiming to create a sustainable and youth oriented participatory solution for European cities and regions to map, deliver and recognise diverse opportunities for young people. The Project idea was based on the needs of organisations and young people and also responding to the regional, national and EU youth policies, calling for a more connected, diverse and recognised learning opportunities, based on passions and interest of young people, linked with real life and delivered in a participatory and youth friendly way. In this way the project responded to European challenges in education and employment by increasing equity for non-formal and informal learning across different domains and by creating connections among organisations and spaces in cities and regions.

As an outcome of this project the network of Cities and Regions of Learning has been founded and several Cities and Regions of Learning have been initiated, including the development of interactive platforms and tools. More information concerning the project, its outcomes and tools and supporting materials for starting Cities and Regions of Learning can be found at www.citiesoflearning.eu.

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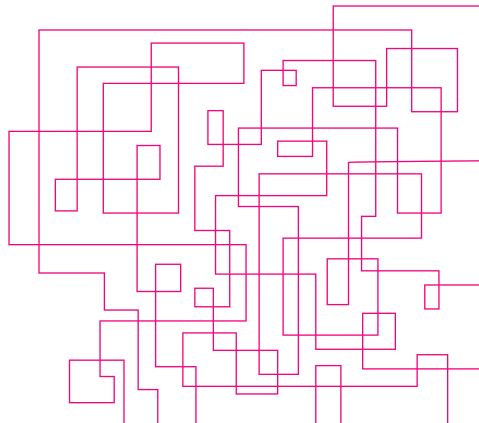

CITIES OF
LEARNING
by Badgecraft

REGIONS OF
LEARNING
by Badgecraft

CITIES OF
LEARNING
by Badgecraft

REGIONS OF
LEARNING
by Badgecraft

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LEARNING
by Badgecraft

REGIONS OF
LEARNING
by Badgecraft

CITIES OF
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by Badgecraft

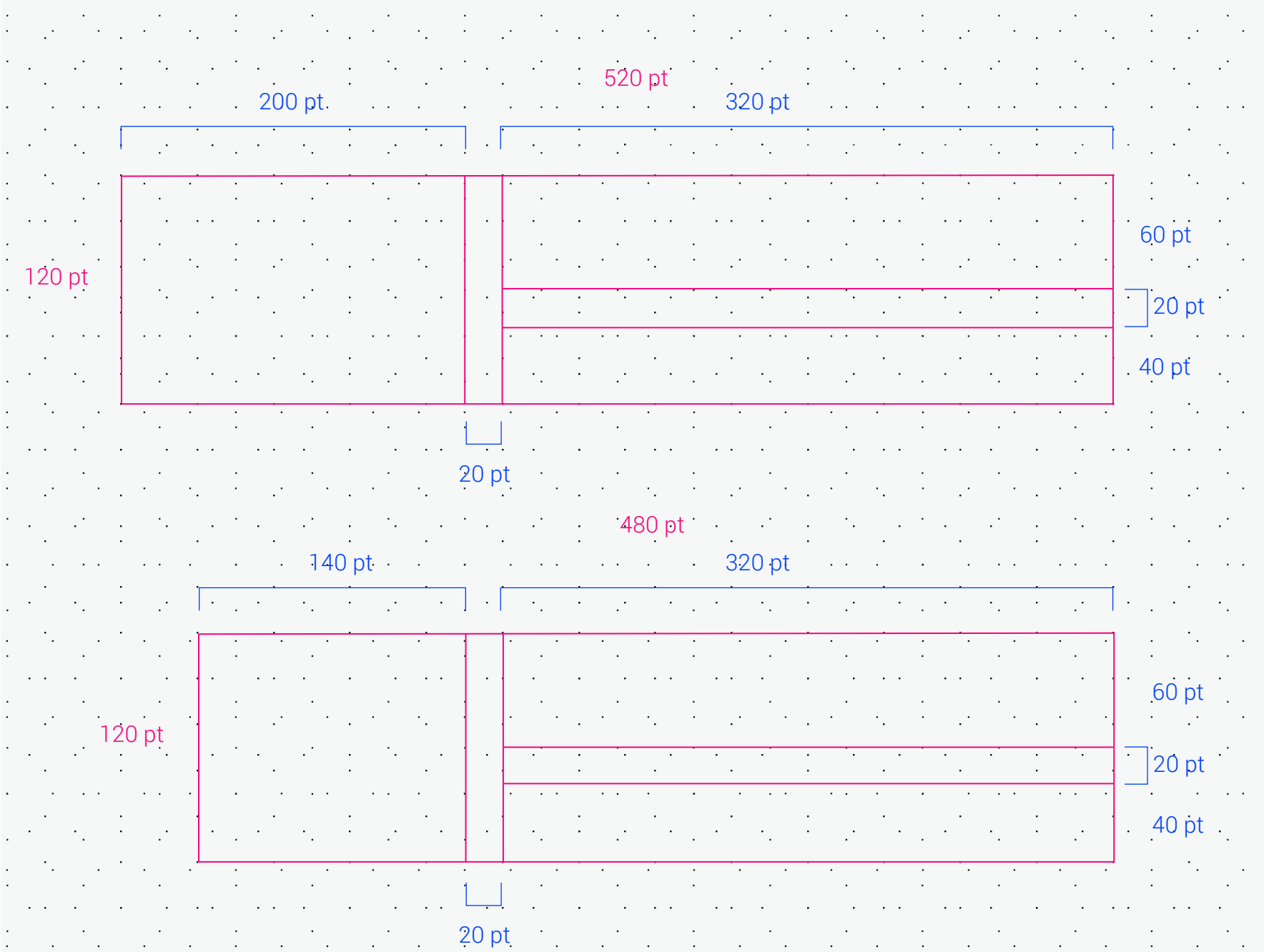
REGIONS OF
LEARNING
by Badgecraft

THE STRUCTURE OF LOGOTYPES

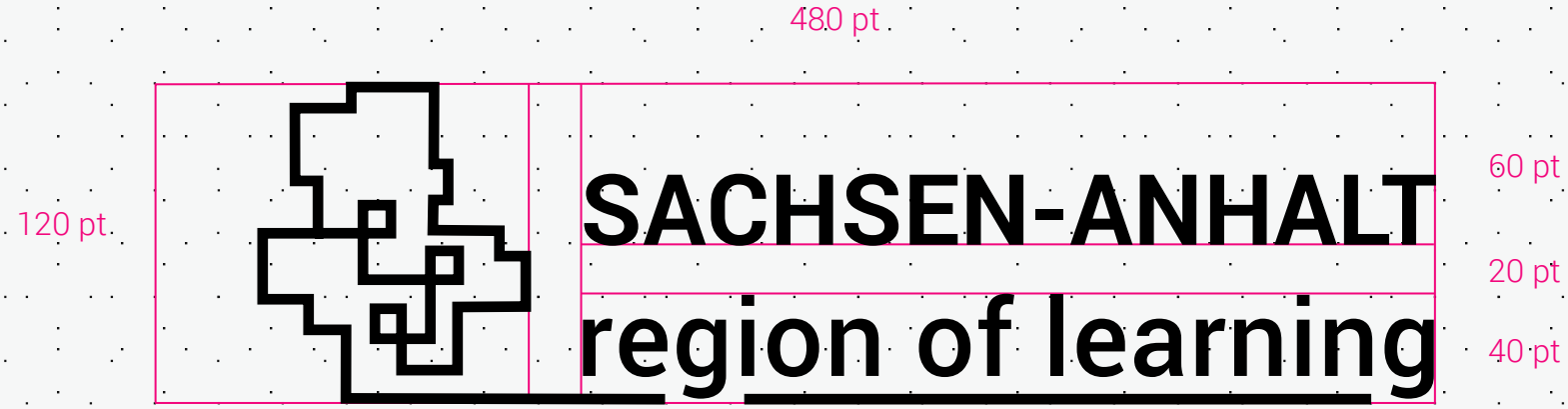
CITIES

TEMPLATES

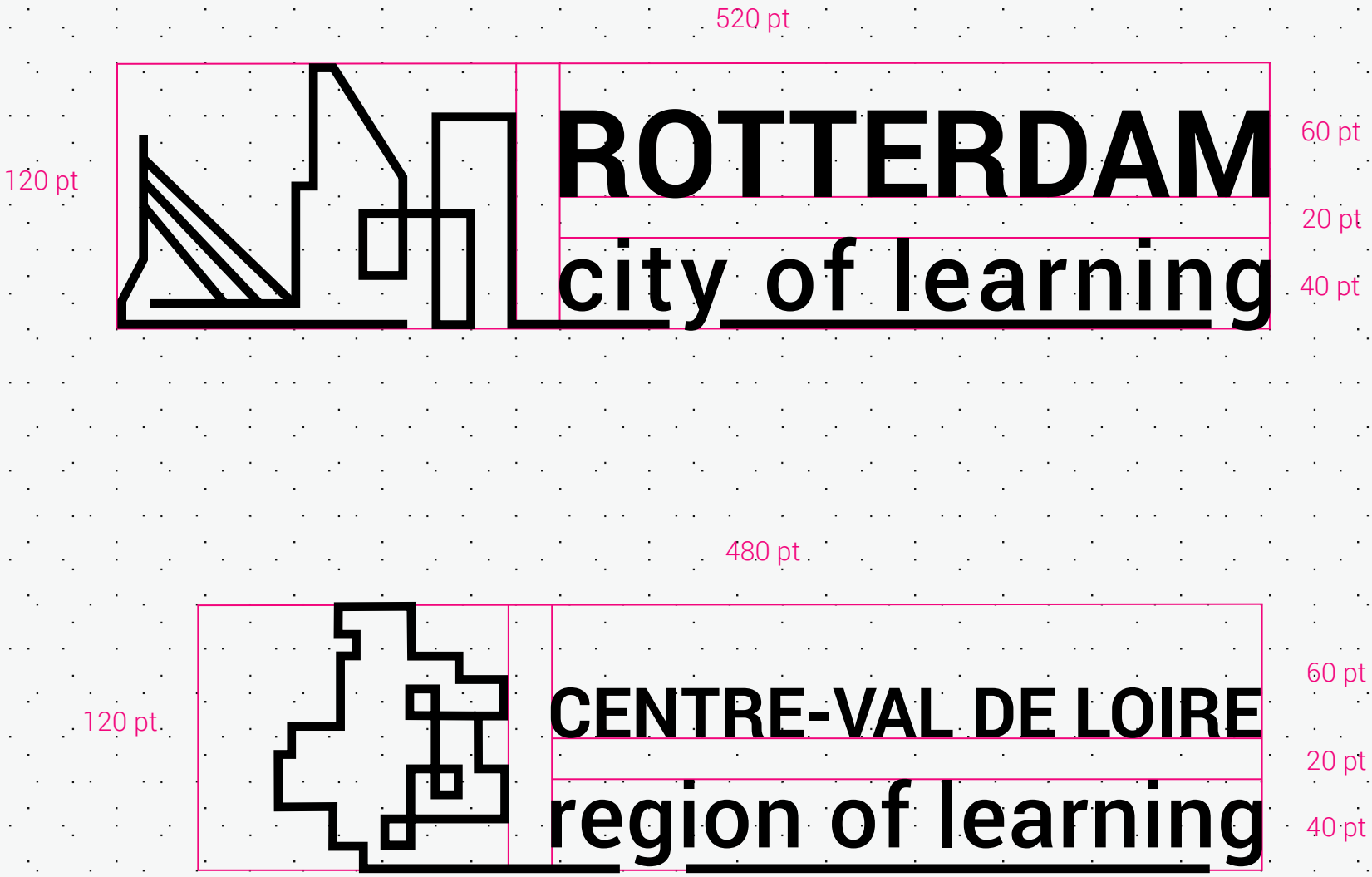
REGIONS



SHORT TITLES

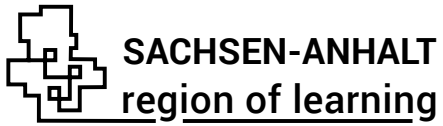


LONG TITLES


520 pt
120 pt
ROTTERDAM
city of learning
60 pt
20 pt
40 pt
480 pt
120 pt
CENTRE-VAL DE LOIRE
region of learning
60 pt
20 pt
40 pt

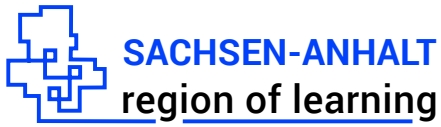
LOGOTYPES | CITIES

LOGOTYPES | REGIONS



LOGOTYPES | CITIES

LOGOTYPES | REGIONS



VILNIUS
city of learning

LORCA
city of learning

BREDA
city of learning

KAUNAS
city of learning

LISBON
city of learning

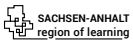
ROTTERDAM
city of learning

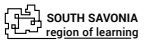
SACHSEN-ANHALT
region of learning

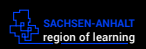
CENTRE-VAL DE LOIRE
region of learning

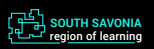
SOUTH SAVONIA
region of learning

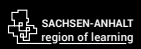
SMALLEST RECOMMENDED SIZE | **55pt x 13pt**

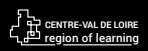


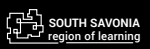












RECOMMENDED COLORS FOR LOGOTYPES

#F2067C
C0 M100 Y16 K0

#CC2198
C19 M96 Y0 K0

#FF4808
C0 M86 Y100 K0

#FFA008
C0 M43 Y100 K0

#0FBA37
C76 M0 Y100 K0

#05D897
C68 M0 Y60 K0

#06BDEF
C69 M3 Y0 K0

#0041F9
C86 M73 Y0 K0

#4D199E
C85 M100 Y0 K0

#05526D
C96 M63 Y38 K20

PRIMARY PALETTE

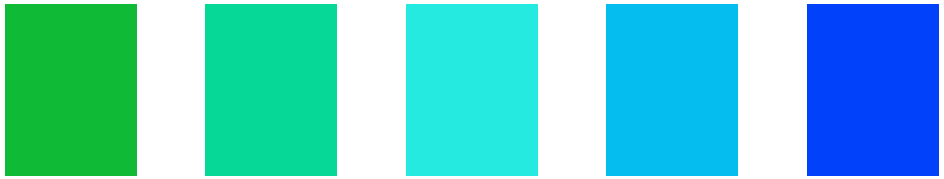
#F2067C
C0 M100 Y16 K0

#CC2198
C19 M96 Y0 K0

#FF4808
C0 M86 Y100 K0

#FFA008
C0 M43 Y100 K0

#FFCF06
C1 M16 Y100 K0



#0FBA37
C76 M0 Y100 K0

#05D897
C68 M0 Y60 K0

#24EAE0
C58 M0 Y23 K0

#06BDEF
C69 M3 Y0 K0

#0041F9
C86 M73 Y0 K0

#000000
C75 M68 Y67 K90

#707E8E
C61 M45 Y33 K5

#A5ACB7
C36 M27 Y20 K0

#ECE7DB
C7 M6 Y13 K0

#FFFFFF
C0 M0 Y0 K0

ADDITIONAL PALLETE

#FF5CA6
C0 M80 Y0 K0

#FC6159
C0 M78 Y64 K0

#FC845B
C0 M60 Y69 K0

#A3E5CF
C34 M0 Y25 K0

#88E6FF
C39 M0 Y2 K0

#0696B7
C81 M25 Y19 K0

#4D199E
C85 M100 Y0 K0

#16726D
C87 M36 Y56 K16

#05526D
C96 M63 Y38 K20

ROBOTO FAMILY

BODY

Roboto Light — The quick brown fox jumps over the lazy dog

Roboto Regular — The quick brown fox jumps over the lazy dog

Roboto Italic — *The quick brown fox jumps over the lazy dog*

SUBTITLE

Reboto Medium — **The quick brown fox jumps over the lazy dog**

Roboto Medium Italic — ***The quick brown fox jumps over the lazy dog***

TITLE

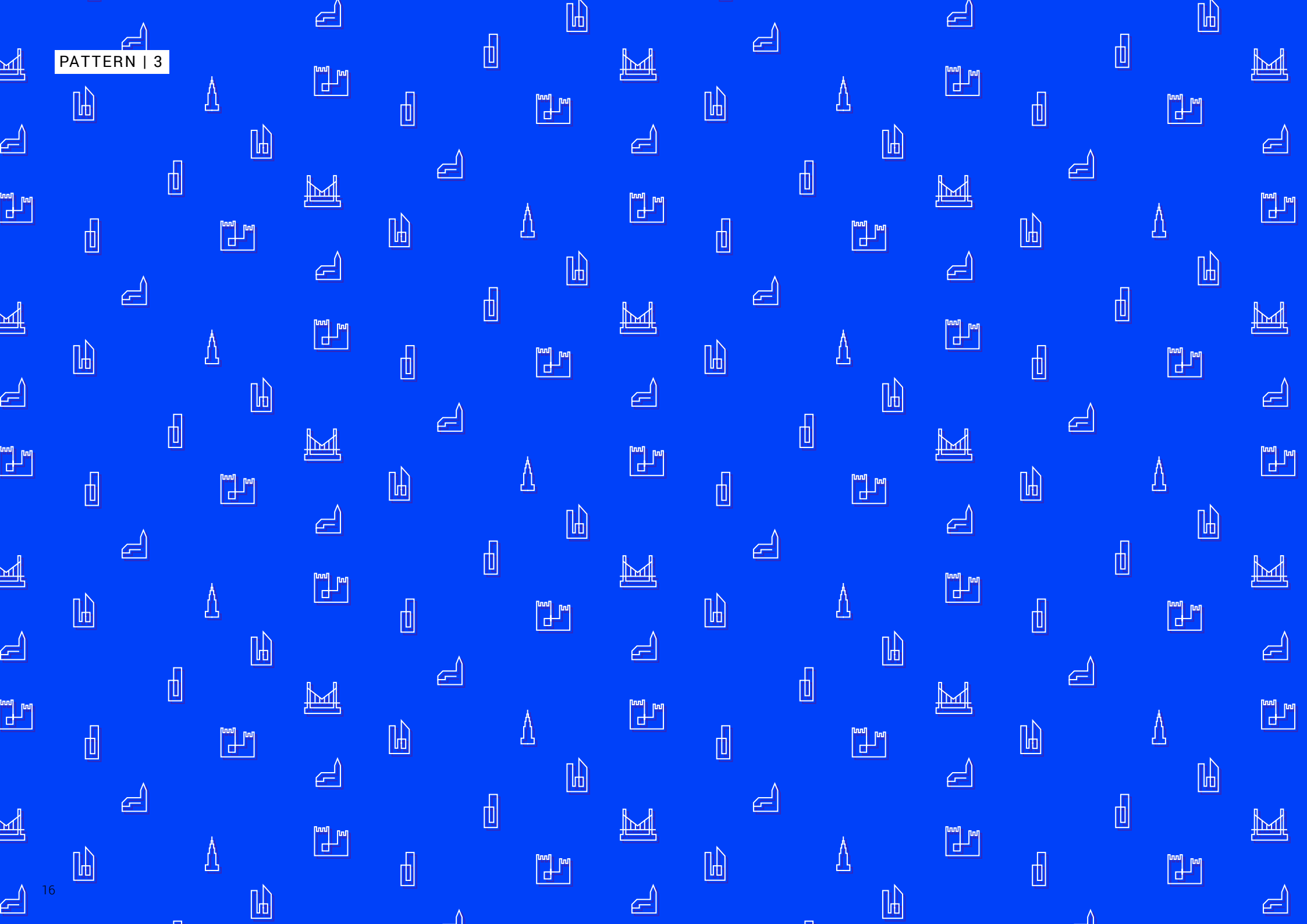
Roboto Bold — **The quick brown fox jumps over the lazy dog**

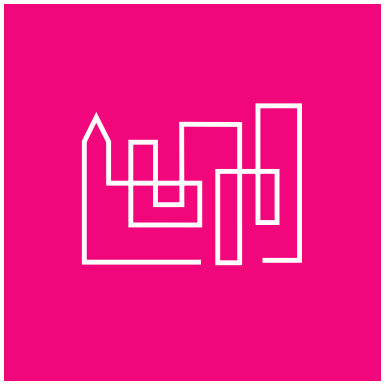
Roboto Bold Italic — ***The quick brown fox jumps over the lazy dog***

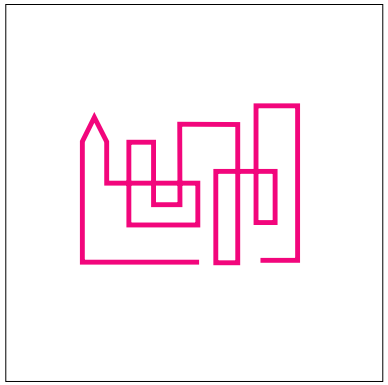
PATTERN | 1

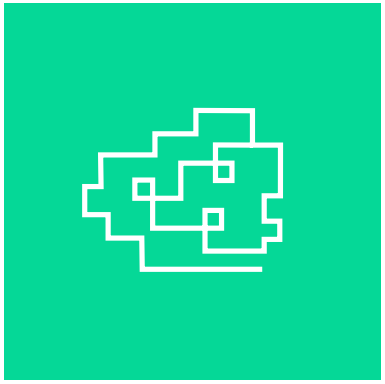
PATTERN | 2

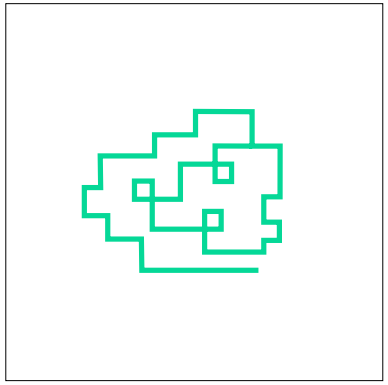
PATTERN | 3











Best recommended resolutions **(in pixels)**:

Facebook	**960 x 960**
Instagram	**110 x 110**
Youtube	**800 x 800**
Snapchat	**500 x 500**
Twitter	**500 x 500**
Linkedin	**400 x 400**

Best recommended resolutions **(in pixels 1200 x 500)**

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Best recommended resolutions **(in pixels 1200 x 500)**

Best recommended resolutions **(in pixels 1850 x 966)**

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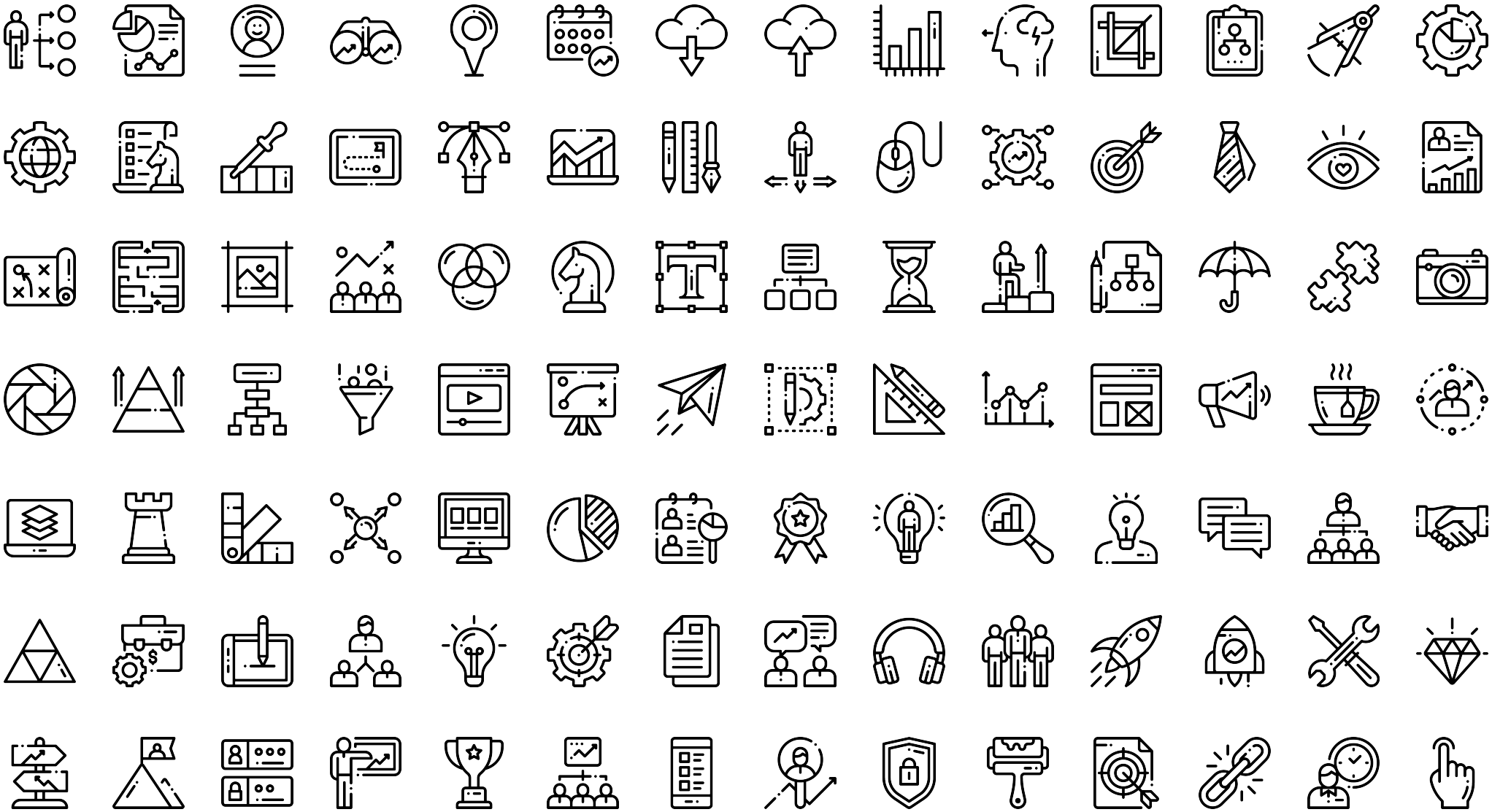
Use in visual communication