



Corporate Identity Regulation

VERSION HISTORY

Use the table below to provide the version number, the author(s) who implemented the version, the date of the version, the document number of the version, the date that version was approved, and a brief description of the reason for creating the revised version.

Version #	Prepared by	Revision Date	Document No:	Approval Date	Reason
1.0	Levi LUCAS	02.09.2022	FRM-009	14.01.2023	Corporate Identity
1.1	Umut HALLAC	12.11.2023	FRM-009	12.11.2023	First revision
1.2.					

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Introduction

Identity is important not only for individuals or organisations, but also for projects. Corporate identity plays a major role in representing and promoting a project. Corporate identity is the design and reflection of a project's memorable features and capabilities that distinguish it from others, and the presentation of the concrete personality of the project. For this reason, a strong corporate identity has the power to create a strong image.

This corporate identity constitutes the synthesis of all concepts related to the project such as the philosophy, design, objectives and visual communication of the MUDI project. MUDI corporate identity was created and realised in line with all these concepts. In addition, "Corporate Identity" is not only the logo, business card, colours and the visible face of the project, but also the whole of the standards for the effect that the MUDI project aims to create on the target audience.

The corporate identity design will be the visible face of the MUDI project. MUDI corporate identity will develop a standard by drawing the boundary of guidelines and visual products. The continuity of the project in its communication activities will be ensured by following the corporate identity guidelines. This corporate identity is the carrier of the image and values of the MUDI project. The image of MUDI will be more visible to the target audience through corporate identity designs. Therefore, corporate identity is of great importance for the prestige and reputation of MUDI. In this context, the corporate identity of our project is not only linked to the financing process received from the national agency. This identity is an investment in the future and sustainability after the end of the project.

In today's competitive world, in order for projects to be sustainable and to make a difference, they must contain distinguishable features. It is the duty of corporate identity to ensure this. For this reason, everything from the colour design of the corporate identity to the logo should be created with care and within the framework of a culture. The main objectives of creating a corporate identity for the MUDI project are as follows:

- Representing the stance and behaviour of our project at local and European level,
- Efficient use of time between partners,
- Increasing the visibility of the project,
- Improving project quality,
- Establishing an international standard within the project,
- Creating a set of standards for the effect we aim to create on the target audience,
- To convey the message that our project wants to give clearly to the relevant people and institutions.

1. Basic Features of Corporate Identity

1.1 Acronym

An acronym that can be distinguished from the others has been determined in line with the project culture, internal values, internal and external targets, taking into account the competition conditions. This acronym is also important as it will constitute the title of the project.

The acronym is often the first meaningful point of contact between the target audience and the project partners. For this reason, acronym is one of the important identity elements in creating visual identity. It can be said that the name (acronym) of the project is the element that is most associated with the project in the minds of the target audience. The acronym in the mind is a whole of perception that includes all the elements of the project and corresponds to an evaluation.

Projects are recognised not by their names but by their acronyms. For this reason, a memorable acronym has been determined for the MUDI project.

The acronym for this project is MUDI.

1.2 Logo

The logo is the most important element of the corporate identity of the MUDI project. MUDI logo is one of the important elements that will give our project a permanent image. For this reason, the logo to be used in the dissemination activities, visibility, correspondence and

works of our project will be designed in horizontal format. The colours, proportions and typefaces used in the logo will constitute the basic elements of the logo. These basic elements cannot be changed.



This logo represents the understanding, culture and working area of our project.

Font of the logo:

[Clarence Two].

Pantone values of the logo:

[#1c4b89].

Content of the logo:

[The hands represent young people who will not tolerate bullying from their peers. Each difference represents a different young person. The colours on the fingers represent young people of different faiths, different languages, different sexual orientations, different worldviews. Together, these young people are putting an end to peer bullying. Through MUDI, these young people will learn the importance of standing up to peer bullying. That is why there is MUDI writing under their hands.].

1.2.1 Use of MUDI logo in different colours



Use of the logo on a white background



Use of the logo on a black background.

1.3 Typography and Types of Writing

Typography is the art of communicating with and even influencing people through writing. The selected typeface is one of the important stages of creating a corporate identity. Since this character cannot be changed in the future, a typeface suitable for the project has been selected. This contributes to the corporate identity in terms of being distinctive. It is important that typography characters are understandable for the target audience. Because when some typefaces are combined or written in small sizes, it is difficult to combine and read. It is important to be read to any extent in order to reach the target audience. The typeface selected in the typography section of the corporate identity is shown together with all letters, punctuation marks and numbers.

Calibri and its family will be used in dissemination materials, outputs and related reports to be used in project activities.

Calibri	
ABCDabcd - Regular	
ABCDabcd - Bold	
<i>ABCDabcd - Italic</i>	
<i>ABCDabcd - Bold Italic</i>	
1,2,3,4,5, ? - ! % & () [] @	Regular
1,2,3,4,5, ?- ! % & () [] @	Bold
<i>1,2,3,4,5, ?- ! % & () [] @</i>	<i>Italic</i>
<i>1,2,3,4,5, ?- ! % & () [] @</i>	<i>Bold Italic</i>

1.4 Colour

Colour is one of the most important elements of visual identity. MUDI will reflect its philosophy with the colours it chooses, thus providing difference and permanence in the competitive environment (other projects). For this reason, MUDI project will determine one colour as its corporate colour. The project team has taken into consideration the effect it wants to create on the target audience in colour selection. Because colours are perceived differently in different societies. The target audience and relevant stakeholders often see and perceive colours before receiving the messages of the project. Therefore, the corporate identity colours of the MUDI project aim to create an impact on this audience. In addition, the colour chosen for the corporate identity of the MUDI project;

- It will emphasise and strengthen the characteristics and identity of MUDI,
- Within the project, it will make sense as a wayfinding tool,
- It will strengthen the effectiveness of the message by making it possible to provide a unity between the parts in promotion and dissemination activities,
- It will stimulate the imagination and provide the opportunity for comparison,
- It will facilitate the memorisation and association of the message.

The color to be used in the font: Navy blue

Colors to be used on the fingers: Yellow, Orange, Purple, Blue

Palm: Green

2 Use of the EU Emblem in the Context of EU Programmes Mandatory Use of Logo

2.1 Mandatory Logo

These logos must be used in every product, report and written activity of the MUDI project. The colours of the logos may not be changed. The EU emblem is the most important visual mark used to indicate the source of EU funding and to ensure its visibility. Apart from the emblem, no other visual identity or logo may be used to emphasise EU support.

The ready-to-use EU emblem, including the funding statement, can be downloaded from the European Commission's website in all EU languages:



https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter

2.2 European Commission logos

Visual identity of European programmes Recipients of European Union (EU) funds are obliged to display the EU flag in all communication and promotional materials and to indicate that financial support has been received for the relevant EU programmes. The European Union emblem (flag) must be displayed and the name of the European Union must appear on all written correspondence. The name of the Erasmus+ programme may appear next to the flag. The preferred wording is as follows: "Co-funded by" or "With the support of", followed by the words "the European Union Erasmus+" programme next to the EU flag. Example: "Co-funded by the European Union Erasmus+ programme" or "With the support of the European Union Erasmus+ programme".



Negative version



Monochrome reproduction
(Specific print process on clothing and merchandise or with Pantone)

If only black or white is available.



If only one Pantone colour is available (Reflex Blue is used as an example here).



Colours



2.3 "Erasmus+" Logo Concept

The "Erasmus+" logo uses the simple concept of the logos of European initiatives, combining the European flag with the programme name.

The "Erasmus+" logo does not need translation.



2.3.1 Typology of the "Erasmus+" Logo

The font used to create the "Erasmus+" logo is "Verdana".

2.3.2 Do's and Don'ts

The logo cannot be changed.

- The logo may not be disproportionately scaled, distorted or rotated.
- The use of other typefaces is not permitted (the logo may change in the future but not without EU authorisation).
- No colour versions other than those defined here may be used.
- The position of the logo elements cannot be changed.
- The removal of items is not permitted unless authorised by the Commission services.

Example:

The logo cannot be extended sideways.



The logo cannot be extended vertically.



2.3.3 Colour Scheme



C	M	Y	K
100	80	0	0
PANTONE Reflex Blue C			
R	G	B	
0	68	148	
WEB #00 44 94			



C	M	Y	K
0	0	100	0
PANTONE Yellow C			
R	G	B	
255	237	0	
WEB #75 6E AC			

PROGRAMME COLOUR

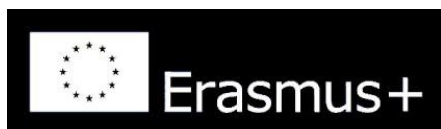


C	M	Y	K
100	31	0	0
PANTONE 3005 C			
R	G	B	
0	119	200	
WEB #00 77 C8			

2.3.4 Black and white version of the logo



2.3.5 White version of the logo



2.4 Mandatory text

It is obligatory to use the following text in all products, outputs, reports and all activities of the project.

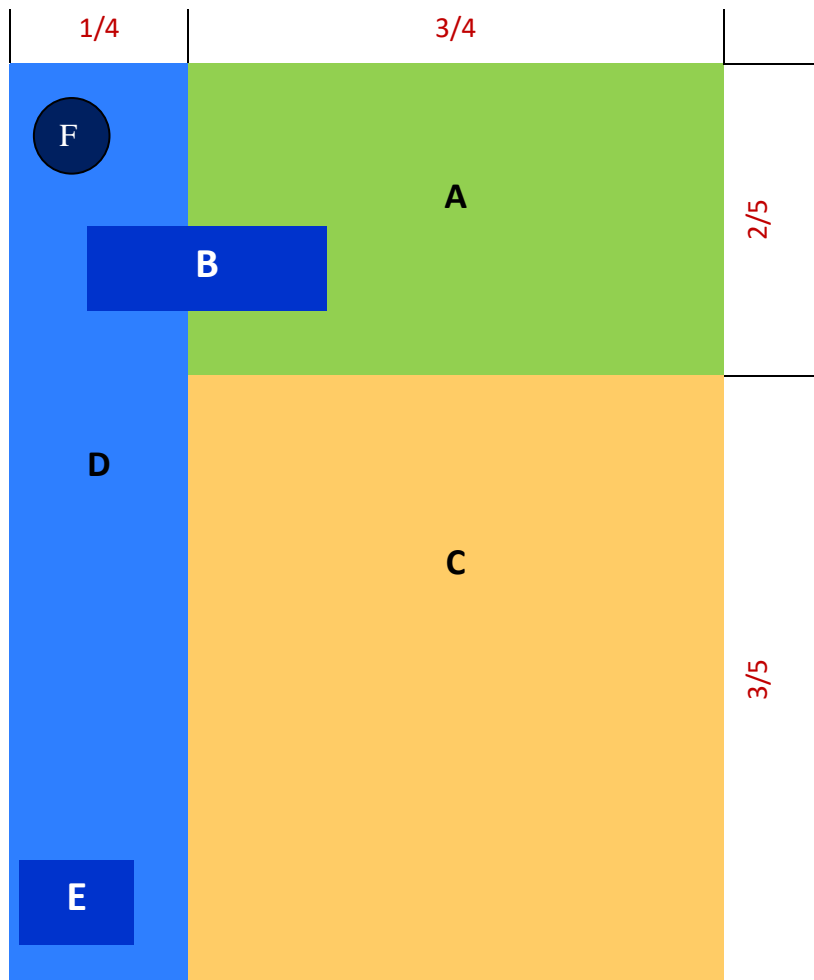
"Funded by the Erasmus+ Programme of the European Union. However, the European Commission cannot be held responsible for any use which may be made of the information contained therein"

3 Corporate Layout

One of the most important elements in creating corporate identity is layout. The main task of layout is to ensure that text and figures are placed in a certain order. Layout will provide integrity in the systematic organisation of printed and electronic documents. Layout, which means the determination of where and how big the elements such as title, text, picture, logo, slogan should be placed in the promotion, will be used systematically.

3.1 E-bulletin

Three e-newsletters will be produced to promote the project and the progress made during the 24 months of implementation (M2, M10, M23). These e-newsletters will be distributed to stakeholders through the website and the project mailing list. The e-newsletters will be prepared in the official languages of the project partners.



E-BULLETIN

Section A: An image related to the topic

Section B Number and date of publication of the e-newsletter

Section C Content of the e-newsletter

Section D: contact details

Section E: Erasmus+ logo and mandatory text.

Section F: The logo of the project will be included.

Size: A4 (210 x 297 mm)

Typeface Calibri

Space between lines: 1,5

Punto: 12

3.2 Press Releases

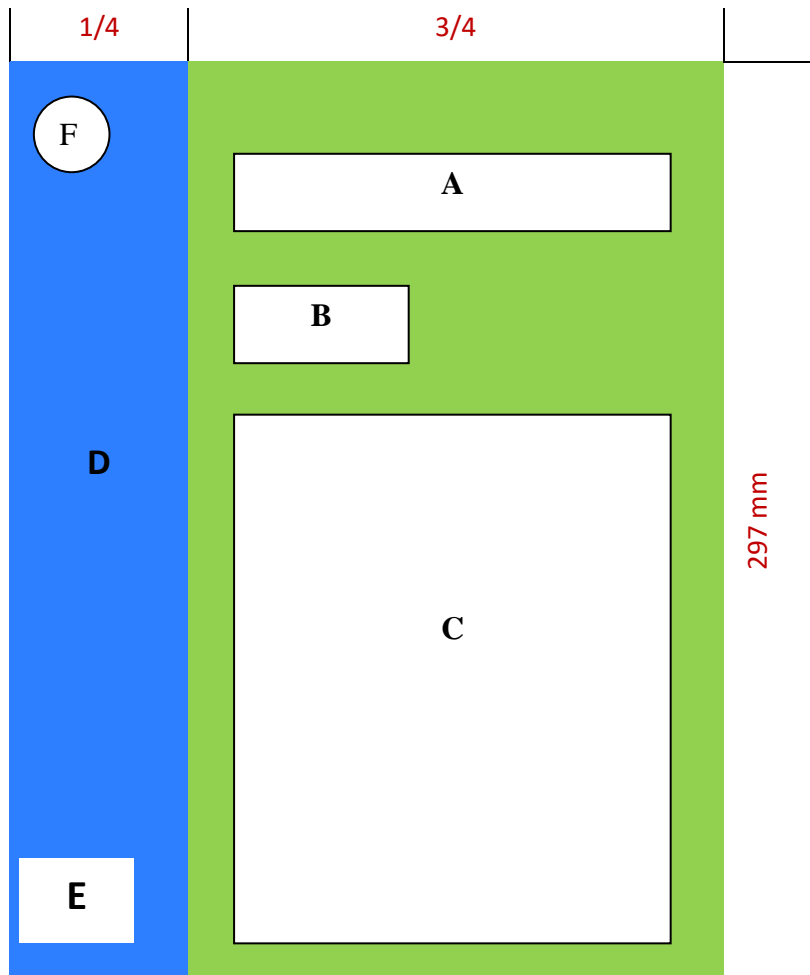
The first press release (M1) will be issued to inform about the launch of the project and start-up activities. The second press release (M14) will be about the progress of the project. After the end of the project a press release will be prepared on the results and achievements. (M24) Each participating partner will be responsible for adapting the press releases to the local context, translating them into their native language and distributing them to the local media. The host country will also be responsible for the press kit for transnational meetings.

3.2.1 Formal Organisation

- Title and spot title should be centred.
- Words should not be underlined in the text, words should not be written in capital letters, bold and italic characters.
- The words used in the title and spot title will be written in bold, italic characters will not be used.
- Paragraphs shall be kept short and the text shall not exceed one page.
- A clear and simple language will be used. (Scientific arguments will not be used.)

3.2.2 Content Editing

- The press release must be newsworthy,
- It should be written with the inverted pyramid technique, (The most important information is at the beginning.)
- The title should be interesting, not long, without interrogative phrases, and use formal language,
- Spot headline is like a summary of the bulletin. It gives a short information about the content of the bulletin,
- Must not contain adverts.



PRESS RELEASE

Section A: A heading and subheading related to the topic.

Section B: Bulletin number and date

Section C: Paragraph (content)

Section D: A brief information about the organisation that prepared the newsletter and contact information.

Section E: Erasmus+ logo and mandatory text.

Section F: The logo of the project will be included

Size: A4 (210 x 297 mm)

Typeface Calibri

Space between lines: 1,5

Punto: 12

3.3 Certificate

The certificate of the MUDI Project will be used as shown below.



Print size of certificate designs: 297 × 210 mm

Quality: 200g matt coated paper.

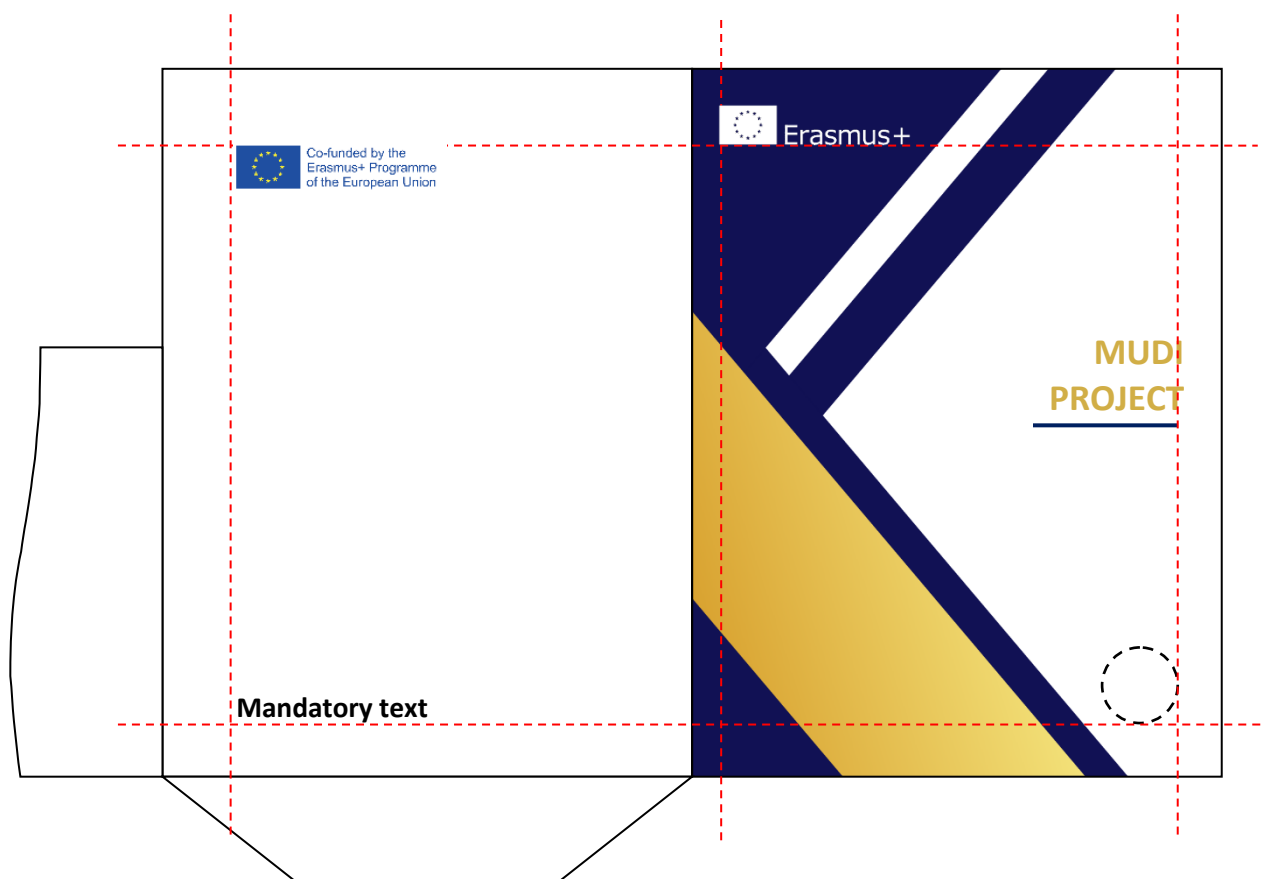
Title: 50 pt; Content: 21 pt; Participant information: 85 pt

Typeface: Redressed.

Pantone Colours:

#111154	#D1AE46
R17	R209
G17	G174
B84	B70

3.4 Project File




The paper should be 350 gr Matte Coated.

After printing, matt cellophane should be applied.

Local/partial LAK should be applied on logos.

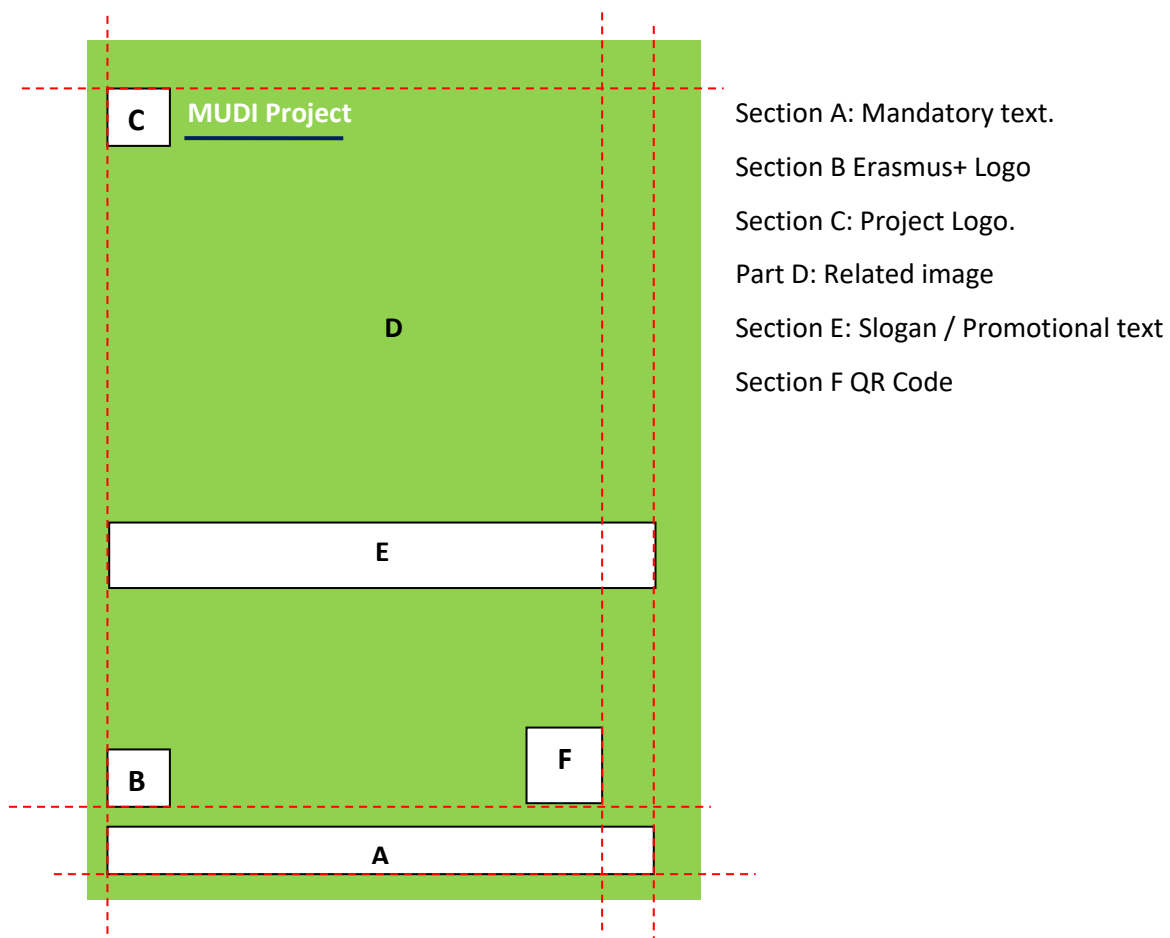
File size: Closed: 230 mm x 330 mm / Open: 476 mm x 374 mm

Printing: 4 colours (CMYK) should be printed.

 This area will have the project logo.

3.5 Digital Poster

Posters are important promotional products of our age, an ideal advertising tool. These posters will help us publicise the MUDI project to the target audience. These digital posters will be shared on the relevant social media accounts of the project and on the website of the project partners.



4 Project website

The website, as the main dissemination tool of the project, aims to inform all partners, stakeholders and the general public about the progress of the project and ultimately to provide practical links to all relevant news, publications and tools. The content of the website will be open to all stakeholders and will be regularly updated during and after the end of the project to include news, requests, achievements and results, thus increasing the sustainability of the project.

The website of the project will be www.MUDI.eu. ADSO (France) is responsible for domain purchase and updating of the website.

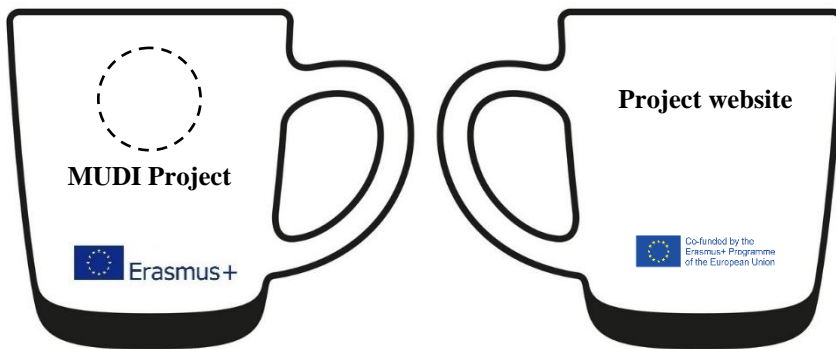
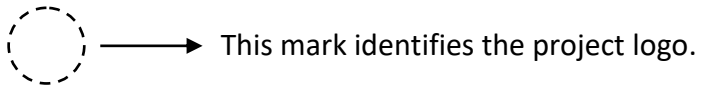
The project partners will include a link to the project website on their own websites. Partners will be asked to make use of their social media networks to post news, publications and photos on their social media pages with a direct link to the project website and to encourage their network organisations to do so. This will increase the visibility and exposure of the project.

The website of the MUDI project will be prepared. The interface of the website will be included in version 3 of this document. ADSO will prepare the website for this in the future.

5 Promotional materials

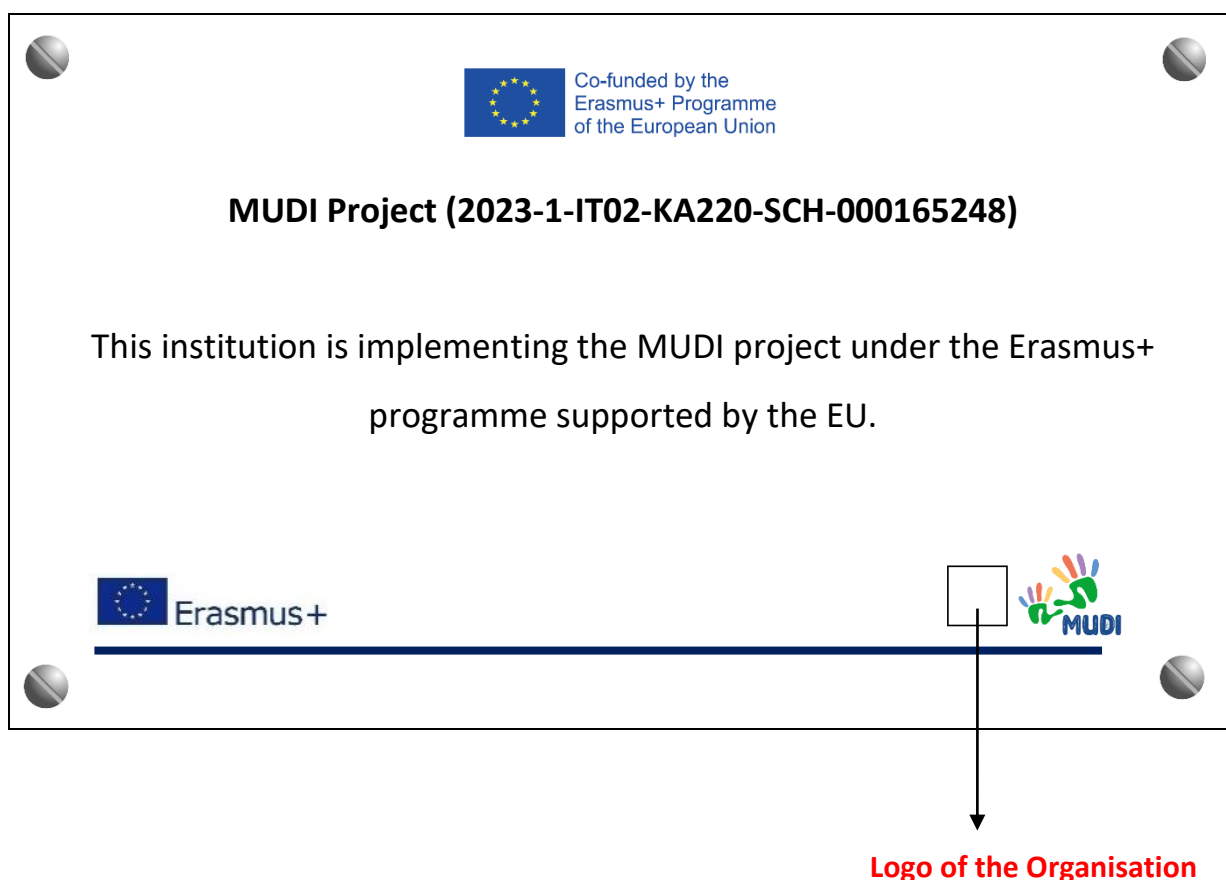
In order to ensure maximum dissemination of the project, especially to the target group, promotional material should be prepared by the project partners as follows. Promotional products that will be continuously used will be preferred. Thus, in addition to the target audience, our project will also reach other segments of the society. Products such as pens, power banks, thermos and USB will be used for promotion. Partners are responsible for printing and distributing this dissemination material. Any printed dissemination material will be in line with the relevant guidelines of the European Commission and the project's corporate identity and will clearly indicate the support of the European Commission. The PMI budget will be used for the dissemination material.

5.1 Promotional products



5.2 Signboard

A sign explaining that our project is supported by the Erasmus+ programme will be prepared. This sign will be hung on the entrance door of the project partner organisations or in a suitable area. This will constitute the natural advertisement of the project.



6 Social Media Templates

Dedicated social media accounts will be created within the project. These accounts will be continuously fed with new elements, as they represent an important way for the consortium to keep in touch with the MUDI target groups.

Social media accounts are the channels through which MUDI communicates. The visuals in this medium should be created in line with the corporate identity.

6.1 Facebook and Twitter

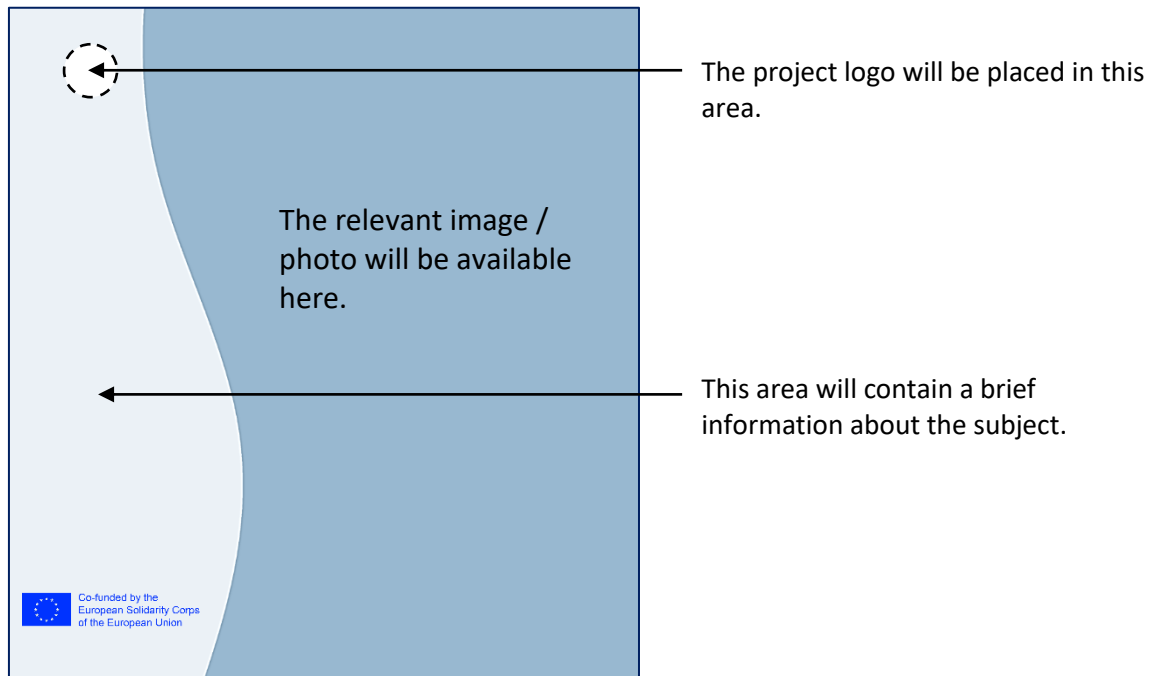
Facebook and Twitter account appearance will be prepared as follows according to the corporate identity guideline standards.



6.2 Instagram and LinkedIn

A separate Instagram and LinkedIn account will not be opened for the project. Each organisation will try to attract the attention of its followers by sharing images of the project from the Instagram and LinkedIn accounts it uses.

6.2.1 Story Sharing: Instagram, Facebook and LinkedIn



The above template will be used for Instagram, Facebook and LinkedIn story sharing.

7 Press Kit

The contents of the press kit are as follows;

- Erasmus+ and EU Commission logo.
- An e-poster describing the project
- Summary article describing the project (should not be too long)
- A headline describing the project (it should be very striking. Then the press will be interested in this news).
- Photos related to the project.

8 Article

8.1 Typeface: Manuscripts should be written in **Calibri** font, 1.5 line spacing and justified using Microsoft Word programme. 12 font size should be used for the text and 10 font size should be used for footnotes.

8.2 Title: The title should be written in 12-point font, in bold characters and centred on the page.

8.3 Author Information: The title and institution of the author should be written as a footnote at the end of the first page, before the first footnote if there is a footnote, after the (*) sign.

8.4 Footnotes: Footnotes should be added as sequentially numbered at the end of the relevant page. Footnotes should be written in 10 pt, 1 line spaced and justified.

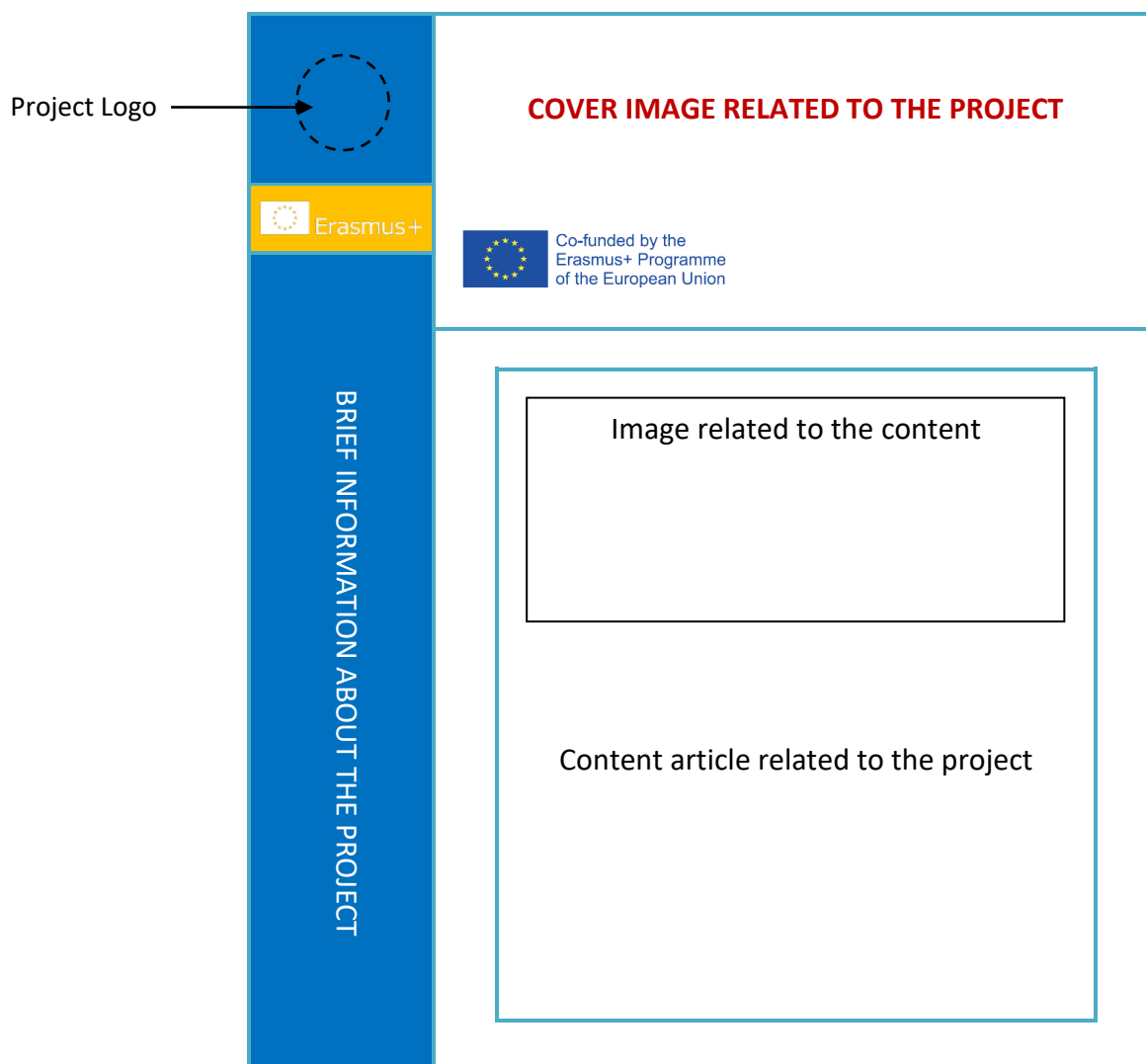
8.5 References: References are written in brackets within the framework of the Harvard System, in the nearest possible place of the relevant section in the text, with the surname of the author and the year of the article/book.

8.6 Bibliography: The information of the sources used should be listed in the bibliography section at the end of the text, organised alphabetically according to the surnames of the authors. When more than one work of the same author is used, the works of the author(s) should be listed chronologically from old to new. Book and journal names should be written in italics. If there is more than one author of the works included in the bibliography, the surname and first name information of each of them should be included. The following reference models should be used respectively.

8.7 Technical Specifications

- Margins: Bottom, Top, Right, Left: 2 cm
- Binding allowance Gutter: 0.5 cm Gutter location: Left
- Paper Size: Custom size; Width: 18 cm Height: 23,5 cm
- Layout Different on odd and even pages
- Header: 1.2 cm Footer: 1.2 cm

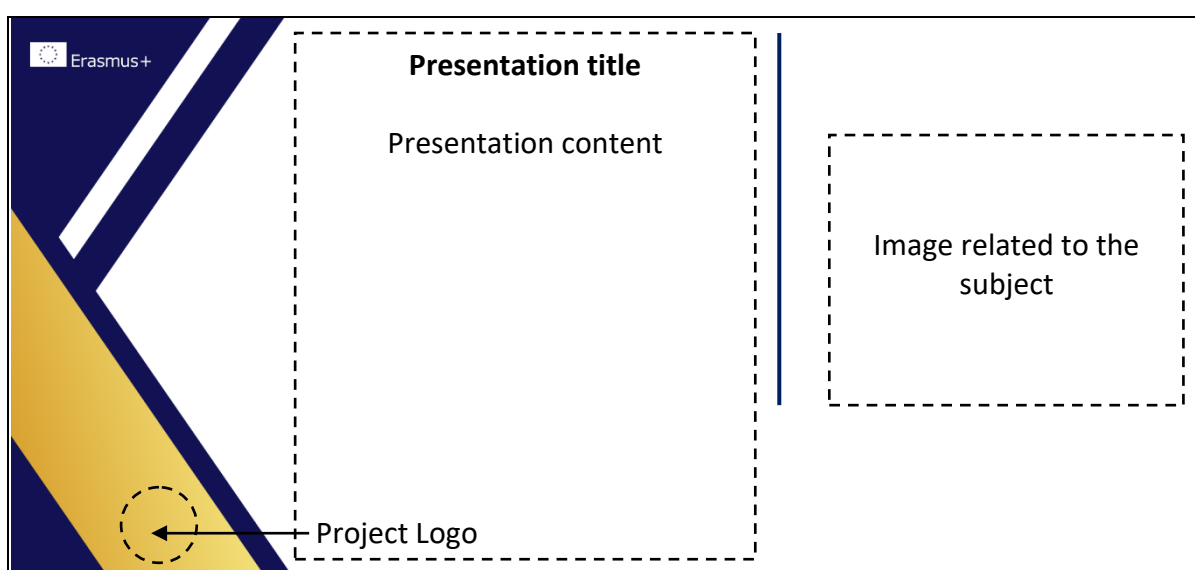
9 Weblog



The blog page related to the project should be as indicated in the image above. Project related content should be prepared within the framework of this information.

10 Presentation

For the continuity of the corporate identity in the presentation to be prepared while promoting the project, the logos and presentation template should be prepared as in the image below.



The sample template above should be included in the same way on the other pages of the presentation.

11 Meeting Minutes


The minutes of a meeting is a document in which the topics discussed and decisions taken at the meeting are written after the initial meeting, online meetings and closing meeting. The purpose of the meeting minutes is to be able to be used again at another time or to announce the results of the meeting to a wider circle. The meeting minutes of the MUDI project will consist of 7 sections. These are

- Cover of the meeting minutes,
- Table of contents,
- Agenda items of the meeting,

- Minutes,
- Decisions taken,
- Signature list of the participants,
- Visuals of the meeting.

Page 1

Page 2

 <p>Funded by the European Union</p> <hr/> <p style="text-align: center;">Transnational Project Meeting [MUDI] [Project Number]</p> <p>Date:</p> <p>Location:</p> <p>Participating countries:</p> <p>Chairperson of the meeting:</p> <p>Record keeper:</p>	<p>Table of contents</p> <ul style="list-style-type: none"> • Agenda items of the meeting • Minutes, • Decisions taken, • Signature list of participants • Visuals of the meeting
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Page 3

Page 4

<p style="text-align: center;">Transnational Project Meeting [MUDI] [Project Number]</p> <p>Date:</p> <p>Location:</p> <p style="text-align: center;">Work programme</p> <p>Day, month</p> <p>Time from to name of activity</p> <p>Time from to name of activity</p> <p>Time from to lunch break</p> <p>Time from to name of activity</p> <p>Time from to name of activity</p>	<p>Minutes:</p>
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Decisions:

No	Decisions / Tasks	Deadline	Responsible person, organisation

- This area will contain photographs of the Participants.
- Photos will be taken during the meeting.
- Screenshots will be taken during online meetings.

Participant signature list

[Project name and Project Number]

Purpose of the activity:

Date: Venue:

No.	Name ¹	Surname	E-mail	Position, Organisation	Address of sending organisation	Signature
1.						
2.						
3.						
4.						
5.						



This sequence will be replicated as many times as the number of participants.

Representative from the receiving organisation: name, surname and position

Signature _____

¹ All personal data contained in this document is collected during the implementation of the Erasmus+ Programme (2021-2027), according to the European Commission's regulations. These will be stored and processed by Programme Beneficiary Organisations, NA, EC in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and the free movement of these data and repealing Directive 95/46/EC (General Data Protection Directive - GDPR). The beneficiary organisations of the Programme, EC, NA will store and process these data according to Regulation (EC) no. 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. During the event, photographs and/or films will be taken for purposes of promoting and disseminating the results of Erasmus+ funded projects. The materials will not affect your personal or institutional image. By signing your presence list you consent to being filmed and/or photographed for the aforementioned reasons.