



# AAL

PROGRAMME

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BRANDGUIDE  
OCTOBER 2015

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# INTRODUCTION AND GENERAL STANDARDS: USE OF THIS MANUAL

The objective of this Brandguide is to provide standards of usage for the Ambient Assisted Living association (AALA) Logo and consistency in graphic layout.

A corporate logo symbolizes a company's strength, confidence, promise of quality and competence. Proper treatment of a corporate logo ensures that it will be recognized amid communications clutter.

Graphic standards are a visual expression of our organization, and serve as the foundation for our overall communications strategy. A well-managed graphic standards program provides a consistent message and image. It is extremely important that these standards be followed precisely to maintain the uniformity of presentation required for successful results.

Do not deviate, under any conditions, from the standards set forth in this Guide.

This Guide outlines the core elements of logo usage and how to apply them to printed and communication materials. Possession of this Brandguide does not relieve the holder from the responsibility of obtaining corporate approval. Items of any kind that bear a AALA logo may not be produced prior to approval by AALA. There are no exceptions to this procedure.

Every employee is responsible for helping to make the organization's communications strategy a success. Please contact AALA if you have questions about the policies or standards in this manual.

## THE CENTRAL MANAGEMENT UNIT (CMU)

AALA Programme  
Rue du Luxembourg, 3, 2<sup>nd</sup> floor  
B-1000 Brussels  
Belgium  
**Phone** +32 (0)2 219 92 25  
**Team-email** : [communication@aal-europe.eu](mailto:communication@aal-europe.eu)  
**Website** : [www.aal-europe.eu](http://www.aal-europe.eu)

# LOGO GUIDELINES

- NEVER** remove any element from the original logo artwork.
- NEVER** distort the logo (i.e., never condense or extend the logo, or make it bolder or thinner). Logo MUST remain proportionate to the original artwork at all times.
- NEVER** modify any of the letter forms.
- NEVER** reproduce the logo in an unauthorized color or on a background color that is not an authorized color.
- NEVER** use the logo in conjunction with any other logo unless approved by AALA.
- NEVER** use the logo as headline type.
- NEVER** reproduce the logo over a complicated or patterned background.
- NEVER** surround the logo with another shape that could form a different mark.
- NEVER** use a drop shadow with the logo.
- NEVER** rotate the logo.
- NEVER** alter the proportion between the logo and any associated typography.

The AALA corporate logo guidelines apply whether the logo is reproduced in color, greyscale, reversed to white or in black only. In addition, the relative size proportions and positioning of these logo elements must always remain constant. Never attempt to recreate this logo.



## SIZE AND SPACE

The AALA logo should never be reproduced in a size smaller than 3 cm in horizontal length. Exceptions must be approved by AALA. For maximum impact and clarity, an area of clear space must be maintained around the AALA logo. This clear space provides a protective area surrounding the logo within which no other graphic elements such as typography, pictures, art or borders may intrude.

The clear space must equal 1/2 (or more) of the height of the AALA logo. Never allow any other elements within the clear space.

The **minimum size** of the AALA logo is **3 cm** in horizontal length



- Clear space around logo must be at least the height of the letter “A” in the AALA logo.



# COLOR SPECIFICATIONS

## PRIMARY COLORS

The AALA color palette consists primarily of Blue and Yellow with the option of a Black (for text only). The color logo must never be reproduced on a black or dark background.



100 / 80 / 0 / 0  
0 / 68 / 148  
#004494  
PANTONE 293 C



0 / 20 / 90 / 0  
254 / 205 / 26  
#FECDD1A  
PANTONE 1235 C

## SECONDARY COLORS

The secondary color palette consists of :

- Different shades of blue.
- Different shades of grey (black at 70% for titles or secondary texts).
- Light yellow.



97 / 96 / 21 / 13  
50 / 43 / 107  
#312A6B



90 / 60 / 5 / 0  
27 / 97 / 167  
#1B60A6



50 / 0 / 10 / 0  
135 / 206 / 224  
#87CEE0



0 / 10 / 60 / 0  
255 / 227 / 125  
#FFE37D



0 / 0 / 0 / 90  
62 / 61 / 64  
#3E3D40



0 / 0 / 0 / 40  
177 / 179 / 180  
#B1B3B4



0 / 0 / 0 / 40  
227 / 228 / 228  
#E3E4E4

## GRADIENT COLOR



100	90
80	60
0	0
0	5



0	0
10	20
60	90
0	0

# CORPORATE TYPOGRAPHY

Type is an important element in creating consistent brand identity. The typefaces shown to the right are the only acceptable typefaces for use in producing AALA corporate print materials. The following general guidelines should be applied when producing AALA corporate print materials:

Body Text should be set in Avenir LT Std Light in no larger than 14 points and never smaller than 7 points. Posters, displays, exhibits or other large-scale materials may use larger point sizes as approved by AALA.

Italic or Bold typefaces are used to show emphasis on special or important information within body copy, including headlines and subheads.

Neutra Text Bold is to be used for all headlines and subheads in printed material.

Use of any other typefaces in connection with the logo must be approved by AALA.

## NEUTRA TEXT BOLD ALT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Neutra Text Bold Alt  
is used for titles in all Caps.

## Kepler Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Kepler Std Medium  
is used for small capitals  
with a letter-spacing of 90

## Avenir LT Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Avenir LT Std Light is used for body text.  
Avenir LT Std , Light Oblique, Black, Black  
Oblique are used to highlight some words  
or sentence.

## Avenir LT Std Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

# BRAND UNIVERSE

To ensure consistency of all communication tools, it is necessary to use the same graphic codes.

## TRIANGLES

The triangles are the main graphical elements used to harmonise AALA's communication. You can use them to add some dynamics to the layout of your pages by varying the colours (yellow and light/dark blue) or using the gradients. It is possible to use the triangular grid to position the coloured triangles in your page layout. In exceptional cases, you can exercise some "freedom" when using the triangles, without the need to base your work on the grid.



## LINES



## BULLETED LIST

Use the following arrows for the bulleted lists:

- Icia si del ipitate molut laut eati beati
- quas es volutem dolupta quaspedicim



## TABLE

PARTNERS			
Brusell Dental AS	SME	Norway	<a href="http://www.brusell-dental.com/aal">www.brusell-dental.com/aal</a>
PRO	End-user	Sweden	<a href="http://www.pro.se">www.pro.se</a>
HMC International	SME	Belgium	<a href="http://www.hmc-products.com">www.hmc-products.com</a>
Lots Design	SME	Sweden	<a href="http://www.lotsdesign.se">www.lotsdesign.se</a>
Stinct	SME	Sweden	<a href="http://www.shiftdesign.se">www.shiftdesign.se</a>
Pensionarernas Riksorganisation	End-user	Sweden	<a href="http://www.pro.se/Distrikt/Goteborg">http://www.pro.se/Distrikt/Goteborg</a>

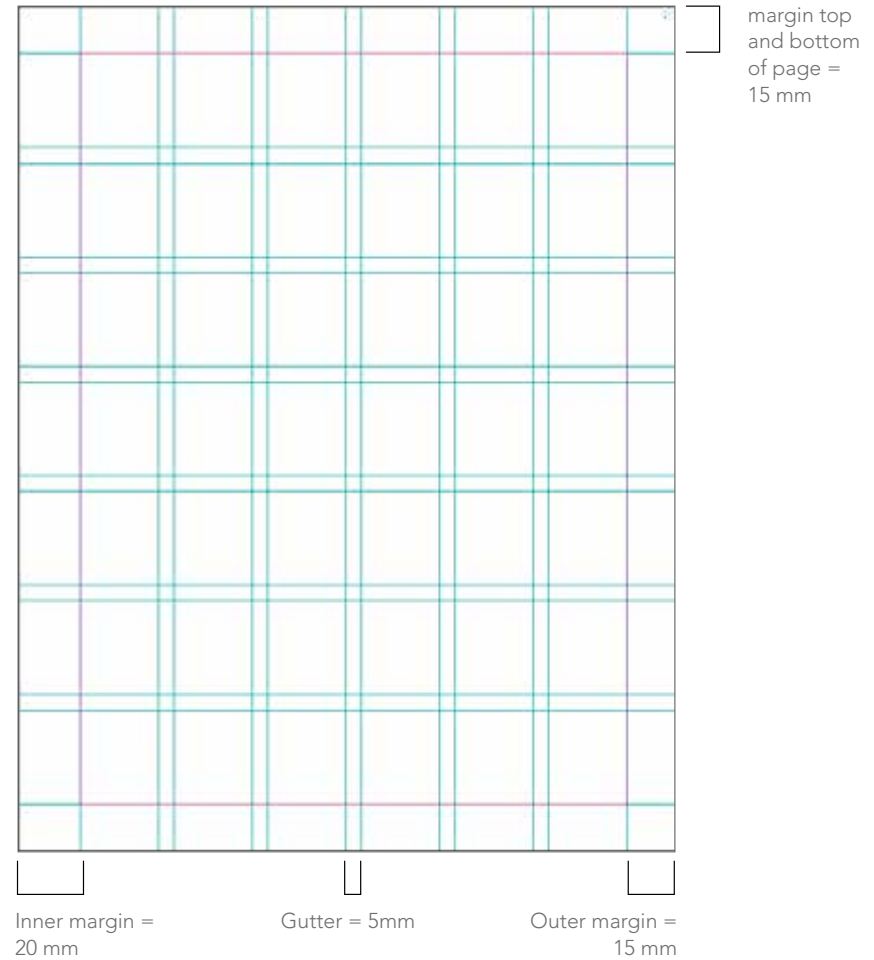
# GRID & FORMATS

## GRID

For all print media, it is necessary to use a grid layout.  
For catalogs and brochures, this grid is composed of 6 columns.

## FORMATS

It is recommended for brochures and catalogs to use a magazine format: 210x270mm. For other media (flyer, poster, ...) and stationery, the format is based on DIN A4 or a variant of it.





# GRID & FORMATS

## TRIANGLES GRID

When working with the grid, simply base your work on the triangular shape of the “A” in the AAL logo to determine the height of the triangles which form the new layout grid.

You can obviously combine both grids, in fact this is recommended.



Format: A4



# PHOTOS & ILLUSTRATIONS

Photos or illustrations that you use in your communication media say as much about your brand as the words you use. It is therefore necessary to very carefully choose the photos that illustrate your article or event.

## KEYWORDS:

Exclusivity, innovation, technology, elderly, independence, optimistic.

**NEVER** use a photo or illustration that does not communicate a human dimension.

**NEVER** use a photo or illustration that is already used by a competitor or a partner.

**NEVER** use a photo or illustration derived directly from an image bank, without adapting it.

**NEVER** use a photo or illustration that does not directly illustrate what you want to communicate.

**NEVER** use amateur photos.

**NEVER** use a photo or illustration that does not have sufficient resolution.

**NEVER** use a photo or illustration that is not free of rights.

## EXAMPLES



## EVENTS & PARTNERS

For events promoted or co-organized by the AALA, the following framework rules have to be respected:

- Outsiders who use the brand of AALA must comply with the rules contained in this guide.
- No logo will be created specifically for an event promoted by AALA.
- No photo or illustration will be used to promote an event without reference to AALA.
- No other typography or color can be used in a communication medium if AALA is the main promoter.
- No partner logo will be directly linked to AALA's.
- The signature of AALA must be spontaneously identifiable (layout, use of color, typography, logo, photo, ...).
- Partners can look at the following documents as a design reference: project catalog and website [www.aal-europe.eu](http://www.aal-europe.eu)



# ARTWORK

The AALA Programme files are available from the Communication Office.

Telephone: 0032 2204 02 11

Email: [nicola.filizola@aal-europe.eu](mailto:nicola.filizola@aal-europe.eu)



## .EPS / .AI

The logo is also supplied in jpeg format for use in applications such as PowerPoint presentations and websites. EPS (Encapsulated Post Script) and AI (Adobe Illustrator Artwork) files are vector artwork and are the recommended format for printing because they are a very high resolution (800 dpi) and feature transparent background areas. These files have been saved as Adobe Illustrator EPS and AI files compatible with version 5.0 to the most recent. They are both Macintosh and PC compatible.



## .JPG

Jpeg vesions of the logos and all imagery are supplied as high resolution jpegs - these must be used as a second preference to the eps logos supplied.

# APPLICATIONS

## STATIONERY

Business cards



## ROLL UP





# APPLICATIONS

## POWERPOINT PRESENTATION

Layout



### THE AAL PROGRAMME

NAME SURNAME

www.aal-europe.eu

### AAL Programme

AGING CHALLENGES

Social inclusion

EU ICT industry

Quality of life of older adults

AGING OPPORTUNITIES

ENTREPRENEURIAL ACTIVITY

- Applied research.
- Innovation closer to market.

TRANSACTIONAL PROJECTS

- 3-5 business partners
- Business / SME / User / Research

USER DRIVEN

- Innovation paradigms
- Conception / Testing / Business

### What is AAL?

**COFUNDING ACTIVITY**

- Applied research.
- Innovation closer to market.

**TRANSACTIONAL PROJECTS**

- > 3 countries involved
- Business / SME / User / Research

**USER DRIVEN**

- Innovation paradigms
- Conception / Testing / Business

### AAL PROGRAMME 2014-2020

▲ Member state driven R&D&I

Programme for Europe

- 22 States involved
- 19 EU members
- 3 Associated States

▲ Total funding: ~ 700 Million €

- With ~ 50% public funding by AAL Member States and EC and
- With ~ 50% private funding from industry and user organisation

### AAL JP 2008-2013

CALL 1: Chronic Conditions

CALL 2: Social Interaction

CALL 3: Self-Serve Society

CALL 4: Mobility

CALL 5: Home Care

CALL 6: Occupation in life

### TYPE OF ORGANISATION INVOLVED WITH AAL JP PROJECTS, in terms of proposals submitted

	AAL JP CALL 1: 2008	AAL JP CALL 2: 2009	AAL JP CALL 3: 2010	AAL JP CALL 4: 2011	AAL JP CALL 5: 2012	AAL JP CALL 6: 2013	FP 7 ICT PROGRAMME: ICT & AGING, FIRST CALL
Large enterprises	9%	7%	10%	10%	7%	9%	10%
SMEs	38%	46%	49%	52%	44%	47%	19%
User and other organisations	18%	14%	11%	11%	21%	16%	6%
Research performing organisations	19%	21%	19%	14%	12%	15%	35%
Universities	16%	12%	9%	13%	16%	13%	30%
Total	100%	100%	100%	100%	100%	100%	100%

30% of activities with an end-user role

### ACHIEVEMENTS 2008 - 2013

USERS ENGAGED IN ICT R&D

INCREASED OUTREACH OF SMEs

NETWORK EFFECTS AAL COMMUNITY

IPR AND AAL SOLUTIONS CLOSER TO MARKET

### 2014-2020 – Calls Challenge Led

Increased adoption of solutions

Improved efficiency

Delivery of new solutions to market

More ideas and approaches

**SOCIO-ECONOMIC CHALLENGES AS DRIVERS OF INNOVATION**

### CHALLENGES IDENTIFIED

INDEPENDENT LIVING AT HOME

AGE-FRIENDLY ENVIRONMENTS OUTSIDE HOME

LIVING WELL WITH AGE RELATED DISEASES AND MULTIMORBIDITY

### CONSORTIUM COMPOSITION

- Consortium must include at least three independent eligible organisations from at least three different AAL Partner States participating in the Call for Proposals
- Consortium must include at least
  - one business partner
  - one SME partner which can be the business partner
  - one end-user organization
- Compliance of the consortium members to the specific national eligibility rules found at [www.aal-europe.eu](http://www.aal-europe.eu)
- Adherence to the specifications for structure and technical details (e.g. page count) of the proposal submission.

### THANK YOU FOR YOUR ATTENTION

▲ On your Website: [www.aal-europe.eu](http://www.aal-europe.eu)

▲ At the AAL Forum website: [www.aalforum.eu](http://www.aalforum.eu)

# APPLICATIONS

## CATALOGUE & BROCHURE

Brochure cover & Back cover



Proceeding



# APPLICATIONS

## CATALOGUE & BROCHURE

Brochure cover



Inside pages



Back cover





# APPLICATIONS

## PROMOTIONAL PRODUCTS

Promotional products may bear the Think Brick elements as long as the logo specifications are adhered to. Merchandise, clothing, awards and other promotional applications must adhere to the logo specifications.

Mug



T-shirt



Pen



# APPLICATIONS

## EMAIL SIGNATURE & E-MAILING

### Templates

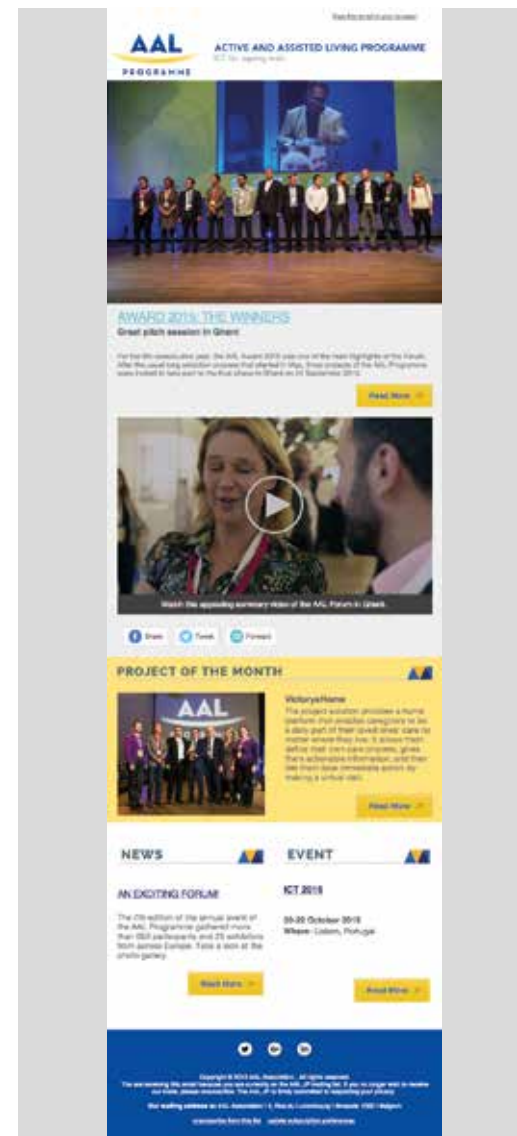
Regarding the email body text, Arial (*regular, italic, bold and bold italic*) is to be used in the email editor, in 12 points.

Lorem ipsum dolor sit amet

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

Body Text  
mail



Header + Logo

Main News  
+ eventual video

Project of the month

News

Footer  
+ Social Networks links





# AAL

The logo for the AAL Programme. It features the letters 'AAL' in a bold, blue, sans-serif font. Below the letters is a yellow swoosh that starts under the 'A', goes under the 'A' and 'L', and ends under the 'L'. Below the swoosh, the word 'PROGRAMME' is written in a smaller, blue, sans-serif font.

## PROGRAMME

[www.aal-europe.eu](http://www.aal-europe.eu)  
[info@aal-europe.eu](mailto:info@aal-europe.eu)

### WE ARE SOCIAL

-  @AAL\_Programme
-  AAL\_Programme
-  AAL\_Programme
-  AAL\_Programme