AAL
PROGRAMME
Brandguide
October 2015
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
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Belgium
Phone +32 (0)2 219 92 25
Team-email: communication@aal-europe.eu
Website: 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.

A transparent version of the AALA corporate logo, without the swoosh and the word Programme, can be used on a white background when used on pictures for both print and digital communications.
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.

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.

GRADIENT COLOR
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:

**NEUTRA TEXT BOLD ALT**

ABCD EF GH IJKL MNOPQRST UVWX YZ
ab cdefghijklmnopqrstuvwxyz
123456789

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

**Kepler Std Medium**

ABCD EF GH IJKL MNOPQRST UVWX YZ
ab cdefghijklmnopqrstuvwxyz
123456789

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

**Avenir LT Std Light**

ABCD EF GH IJKL MNOPQRST UVWX YZ
ab cdefghijklmnopqrstuvwxyz
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**

ABCD EF GH IJKL MNOPQRST UVWX YZ
ab cdefghijklmnopqrstuvwxyz
123456789

**MetaSerifOT-Black**

ABCD EF GH IJKL MNOPQRST UVWX YZ
ab cdefghijklmnopqrstuvwxyz
123456789

MetaSerifOT-Black can be used in social media posts to create impact in headlines and banners.

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.
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.

**BULLETED LIST**
Use the following arrows for the bulleted lists:

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

**TABLE**

<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>Type</th>
<th>Country</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brusell Dental AS</td>
<td>SME</td>
<td>Norway</td>
<td><a href="http://www.brusell-dental.com/aal">www.brusell-dental.com/aal</a></td>
</tr>
<tr>
<td>PRO</td>
<td>End-user</td>
<td>Sweden</td>
<td><a href="http://www.pro.se">www.pro.se</a></td>
</tr>
<tr>
<td>HMC International</td>
<td>SME</td>
<td>Belgium</td>
<td><a href="http://www.hmc-products.com">www.hmc-products.com</a></td>
</tr>
<tr>
<td>Lots Design</td>
<td>SME</td>
<td>Sweden</td>
<td><a href="http://www.lotsdesign.se">www.lotsdesign.se</a></td>
</tr>
<tr>
<td>Stinct</td>
<td>SME</td>
<td>Sweden</td>
<td><a href="http://www.shiftdesign.se">www.shiftdesign.se</a></td>
</tr>
<tr>
<td>Pensionaremnas Rikorganisation</td>
<td>End-user</td>
<td>Sweden</td>
<td><a href="http://www.pro.se/Distrikt/Goteborg">http://www.pro.se/Distrikt/Goteborg</a></td>
</tr>
</tbody>
</table>
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.
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:

1. Outsiders who use the brand of AALA must comply with the rules contained in this guide.
2. No logo will be created specifically for an event promoted by AALA.
3. No photo or illustration will be used to promote an event without reference to AALA.
4. No other typography or color can be used in a communication medium if AALA is the main promoter.
5. No partner logo will be directly linked to AALA’s.
6. The signature of AALA must be spontaneously identifiable (layout, use of color, typography, logo, photo, ...).
7. Partners can look at the following documents as a design reference: project catalog and website 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

.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 versions 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

NICOLA FILIZOLA

COMMUNICATION OFFICER
CENTRAL MANAGEMENT UNIT

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+32(0)2 204 02 11
Rue du Luxembourg 3
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ROLL UP

ICT FOR AGEING WELL

ICT FOR AGEING WELL

www.aal-europe.eu
APPLICATIONS

POWERPOINT PRESENTATION

Layout

AAL PROGRAMME 2014-2020
- Member state driven R&D&I
- Programme for Europe
  - 80% state-funded
  - 20% private
- Total funding - 700 Million €
  - 50% public
  - 50% private

AAL JP 2008-2013
- Calls Challenge Led
- 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
- Consortium must include at least one SME partner which can be the business partner
- Consortium must include at least one end-user organisation
- Adherence to the specifications for structure and technical details (e.g. page count) of the proposal submission

ACHIEVEMENTS 2008 - 2013
- Users engaging in ICT R&D
- Outreaching of SMEs
- Network effects AAL community
- IPR and AAL solutions closer to market
- Increased adoption of solutions
- More ideas and approaches
- Improved delivery of new solutions to market

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
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What is AAL?
- Applied research
- Innovation closer to market
- > 3 countries involved
- Business / SME / Users / Research
- Innovation paradigms
- Conception / Testing / Business

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THANK YOU FOR YOUR ATTENTION

On your Website:
www.aal-europe.eu
At the AAL Forum website:
www.aalforum.eu
APPLICATIONS

CATALOGUE & BROCHURE
Brochure cover & Back cover

THE TIME IS RIGHT FOR THE MARKET

AAL PROJECT SUCCESS STORIES

10 AAL INNOVATIONS CREATING REAL IMPACT

www.aal-europe.eu

www.aal-europe.eu
WE ARE SOCIAL
AAL_Programme
AAL_Programme
AAL_Programme
@AAL_Programme

WHY THIS PROGRAMME?

Today In the Future
The demographic change and increasing ageing in Europe imply not only challenges but also opportunities for the citizens, the social and healthcare systems as well as industry and the European market.

The strongest pressure is expected on the labour market of people at work and the remaining population ratio between people at work and those aged 65 to 80, which is expected to become 2 to 1 from the current 4 to 1.

By 2060, the share of the EU population that will be over 65 will have nearly tripled compared to 2010, from around 20% to over 60%. Furthermore, the number of people aged 80 years or above is expected to increase from 10 million in 2010 to 20 million by 2060, a rise of more than 10 million in just four decades. This trend is projected to almost triple the over 60 population by about two million people a year; the over 80 population will continue to increase by over 1 million a year.

The baby-boom generation during the period 2015-35 is projected to almost triple, as the EU-27's population is projected to increase by about two million people a year; the over 60 population will continue to increase by over 1 million a year.

Increases in population in the over 60 generation during the period 2015-35 is expected to increase by 1 million a year, while the over 80 generation will increase by nearly 40% from 65 to 80 people. People aged 60 years or above is expected to rise by nearly 40% from 65 to 80 years.

The ratio between people at work and those aged 65 to 80, which is expected to become 2 to 1 from the current 4 to 1.

The European working-age population started to shrink, since 2012 the number of people at work has continued to decrease while the number of people aged 65 or above has continued to increase. The most important activity of the AAL Programme is the annual call for proposals, which each year generates over 150 projects in the field of ICT for Ageing Well. Each call is published in spring with funding rules, application dates and additional information, including national eligibility and funding rules.

The call attracts a wide range of partners, including SMEs, end-users, research institutes and universities, who joined forces to develop products, systems and services that support older adults in their everyday life. Strong network effects and the creation of a high quality critical mass of pan-European communities that attract both new and existing partners.

The call attracts a strong network of European and international partners, each call attracts new partners with fresh ideas and technologies, which helps in the creation of a high quality critical mass of pan-European communities that bring the AAL solutions closer to the market.

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For more info on how to contact them, please visit our website at www.aal-europe.eu or email info@aal-europe.eu. For more information on the call challenge and budget, call publication dates and additional information, including national eligibility and funding rules, go to: www.aal-europe.eu/contacts.
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.
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.