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.
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.
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

---

www.aal-europe.eu
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**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>123456789</td>
</tr>
</tbody>
</table>

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

**Kepler Std Medium**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>123456789</td>
</tr>
</tbody>
</table>

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

**Avenir LT Std Light**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>123456789</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>123456789</td>
</tr>
</tbody>
</table>

**MetaSerifOT-Black**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>123456789</td>
</tr>
</tbody>
</table>

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

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>Pensionaremas Riksorganisation</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

ROLL UP

NICOLA FILIZOLA
COMMUNICATION OFFICER
CENTRAL MANAGEMENT UNIT

| nicola.filizola@aal-europe.eu |
| +32(0)2 204 02 11 |
| Rue du Luxembourg 3 |
| 1000 Brussels, Belgium |
APPLICATIONS

POWERPOINT PRESENTATION

Layout

AAL PROGRAMME 2014-2020

- Member state driven R&D&I
- Programme for Europe
  - 28 States involved
  - 8 Innovation States
- Total funding ~ 700 Million €
  - 50% public funding by AAL Member States and EC and
  - 50% private funding from industry and user organisation

AAL PROGRAMME 2014-2020

- Member state driven R&D&I
- Programme for Europe
  - 28 States involved
  - 8 Innovation States
- Total funding ~ 700 Million €
  - 50% public funding by AAL Member States and EC and
  - 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

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

<table>
<thead>
<tr>
<th>Type of Organisation</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large enterprises</td>
<td>9%</td>
<td>7%</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>SMEs</td>
<td>38%</td>
<td>46%</td>
<td>49%</td>
<td>52%</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>User and other</td>
<td>18%</td>
<td>14%</td>
<td>11%</td>
<td>11%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Research performing</td>
<td>19%</td>
<td>21%</td>
<td>19%</td>
<td>14%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Universities</td>
<td>16%</td>
<td>12%</td>
<td>9%</td>
<td>13%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

(1) The data shown for AAL JP are those ones for submitted proposals, and are very similar to the data for ranked proposals – i.e. those eligible for funding – so the latter data are excluded.

(2) Average SME participation in the whole FP7 ICT programme is 14.4% (FP7 report, Spring 2010, EC DG-Research).

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
- More ideas and approaches
- Improved efficiency
- Delivery of new solutions to market

SOCIO-ECONOMIC CHALLENGES AS DRIVERS OF INNOVATION

- 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
- Consists of 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
- Adherence to the specifications for structure and technical details (e.g. page count) of the proposal submission.

THANK YOU FOR YOUR ATTENTION
APPLICATIONS

CATALOGUE & BROCHURE
Brochure cover & Back cover
ACTIVE AND ASSISTED LIVING PROGRAMME

WHY THIS PROGRAMME?

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 European Commission “2015 Ageing for the EU 27 Members Economic and Budgetary Projections: Source: European States”.

The AAL programme is the European platform for SMEs and end-users. The programme promotes business, education and funding rules.

CALLS FOR PROPOSALS

The most important activity of the AAL Programme is the annual calls for proposals for innovation projects in the domain of ICT for Ageing Well. Each call is published in spring with communication dates and additional information, including national eligibility criteria.

USERS, INNOVATION AND NETWORK

The programme also offers an annual showcase and conference event for the AAL solutions, for all users affected by the ageing process. The AAL programme offers information on the call challenge and budget, call publication of calls for proposals for innovation projects in the domain of ICT for Ageing Well. Each call is published in spring with communication dates and additional information, including national eligibility criteria.

STRENGTH BUSINESS ORIENTATION

There is a strong network effect and the creation of high quality critical mass of pan-European communities that bring the AAL solutions closer to the market.

AAL FORUM

The annual showcase and conference event for the AAL solutions, for all users affected by the ageing process. The AAL programme offers information on the call challenge and budget, call publication of calls for proposals for innovation projects in the domain of ICT for Ageing Well. Each call is published in spring with communication dates and additional information, including national eligibility criteria.

ACTIVE AND ASSISTED LIVING PROGRAMME

AAL_Programme

AAL_Programme

AAL_Programme

@AAL_Programme

WE ARE SOCIAL

www.aal-europe.eu/contacts

For more info on how to contact them, please visit our website at www.aal-europe.eu

info@aal-europe.eu

www.aal-europe.eu
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 ipsum 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 ipsum voluptatem quia voluptas sit aspernatur aut odit aut fugit.