Communication and visual identity code

The overall objective of the visual code is to build the Shape Up Europe identity, one and unique, common for all the partners. All the partners fit under the same Shape Up Europe umbrella.

All generic and international Shape Up materials are free of logos except the Shape Up Europe one.

To avoid any confusion between each entity communication plan and the project overall identity, the competence centres and the main supporting entities are listed on all generic documents without their logos.

A. Use of the Shape Up logo

All participating partners can use the Shape Up logo according to the rules established by the visual identity code.

All departure from the rule established by the visual identity code must receive a written approval from the coordination (P.A.U. Education and the Danish University of Education).

The Shape Up Europe banner is at the partners’ disposal to appear in the frame of other Website to promote the project.

B. Cases in which other logos can appear

At the city level, the visual identity code plans a place to insert the city logo or the main local entity implicated in the project, on the material produced locally, preserving the overall project visual philosophy.

It has been decided that the local logo will only appear on the back page (on the right side).

It is important to maintain the overall equilibrium and clearly balance the local presence with a European trademark.

C. Application of the visual rules at the city level

1. Shape Up Europe translated materials

If the city pays for the translation, its logo can appear on the right side on the back cover page.

If the translation is only paid by Shape Up Europe funds, no logo except the project one will appear.

www.shapeupeurope.net
All translated documents have to be approved by the coordination in their final design before being sent for printing.

2. Shape Up Europe local materials

All newly created materials that will be published at the local level and does not exist for all other cities should be beforehand approved by the coordination.

If the city pays for the materials, its logo can appear on the right side on the back cover page.

3. Shape Up Europe school materials

The Shape Up Europe logo is the only which can appear on the school material, without any exception or exemption: a total no-logo communication is the only ethically acceptable regarding the children.

Concerning the material turned to teachers, parents, etc., the normal local rules (logo + European stars) will be applied.

4. Shape Up local promoting materials

Poster: application of the local rules (logo + European stars).

Press release: application of the local rules (logo + European stars).

Letter: application of the local rules (logo + European stars).

D. Other entities

1. National or regional public institutions or entities

National institutions or entities locally collaborating with Shape Up Europe have to appear with the same status of the European Commission, which means a written mention without logo, under the city logo on the right side.

Ex.: “With the support of the Ministry of Education”

2. Private entities

No private local or regional sponsor can appear on the material, inserting neither its logo nor a written mention.

Kraft Cares is the only private project sponsor agreed by the European Commission to support officially Shape Up Europe. As such, it appears through the mention “With the support of Kraft Cares (Kraft Food)”.

www.shapeupeurope.net
E. The Shape Up Week and other Shape Up Europe local activities

A specific design is to be prepared so that local actors can show their support to Shape Up Europe in the frame of a local activity, especially the Shape Up Week.

Any material produced in the frame of a local activity, especially the Shape Up Week, will follow the same principles applied at the local level: logo + Shape Up Europe logo + European stars + written mentions if necessary.