

INVENT

Promotion of Innovation Culture
in the Higher Education in Jordan

COMMUNICATION TOOLKIT



SUMMARY

This document presents the Communication Toolkit for distribution to project partners in order to support all partner-led communication and dissemination actions. The elements of the INVENT corporate image are presented as easy-to-use templates and print-ready files.

The elements in the Communication toolkit are as follows:

- Logo
- Letterhead
- Brochure
- Folder
- Poster
- Rollup
- Powerpoint template

THE INVENT LOGO

General usage

Always reproduce the INVENT logo from an approved electronic file. Be sure to never alter the logo any way.

Logo colour usage

Approved colours for the INVENT logo are as follows:

- Original colors
- Black on white or colored background
- White on black or colored background

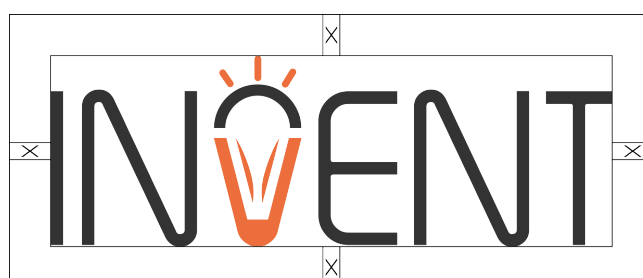






Clear space

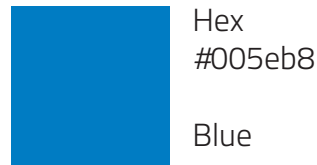
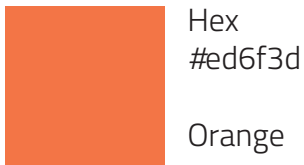
If the INVENT logo appears on a clear background, make sure that the background is relatively even, unpatterned, and free from typography or other graphic elements. If the INVENT logo is used directly on a photo, the clear space should provide good contrast between background and the logo. The space around the logo should match the area indicated by the "x" in the diagram below.



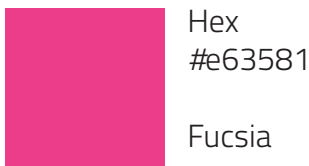
COLOR GUIDE

The INVENT colour palette is as follows

Primary colours



Secondary colours



TYPOGRAPHY

The primary font for INVENT is **Titillium**. The font is an free font family and is available for free download online.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

LETTERHEAD

Letterhead is provided as empty Word templates.



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 Erasmus+ Invent



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Figure 1. INVENT letterhead

BROCHURE

The project brochure presents a general description of the project, the objectives and the main phases.

The brochure has to be printed 210mm x 297mm.

Indications for printing:

Flyer at 3 doors, A4 format open, printing in colour front and back
 Patinated matt paper 160 gr



Figure 2. INVENT brochure

FOLDER

The A4 Pocket Folder is intended to contain the project brochure, info sheets specific to the occasion, and any other partner or event-specific material.

The folder as to be printed 320mm x 440mm.

Indications for printing:

1 pocket, printed full color outside only
 Patinated matt paper 300 gr



Figure 3. INVENT folder

POSTER

These general promotion posters are intended to be printed A2 size and mounted on a wall.

Indications for printing:

Colour printing, patinated matt paper 130 gr



Figure 4. INVENT poster

ROLLUP

The rollup is intended as a backdrop for public events, stands, etc. The aim is simply to carry the INVENT logo and image.

The rollup has to be printed 850mm x 2050mm.

Indications for printing:

Steel structure. Ppl printing, laminating

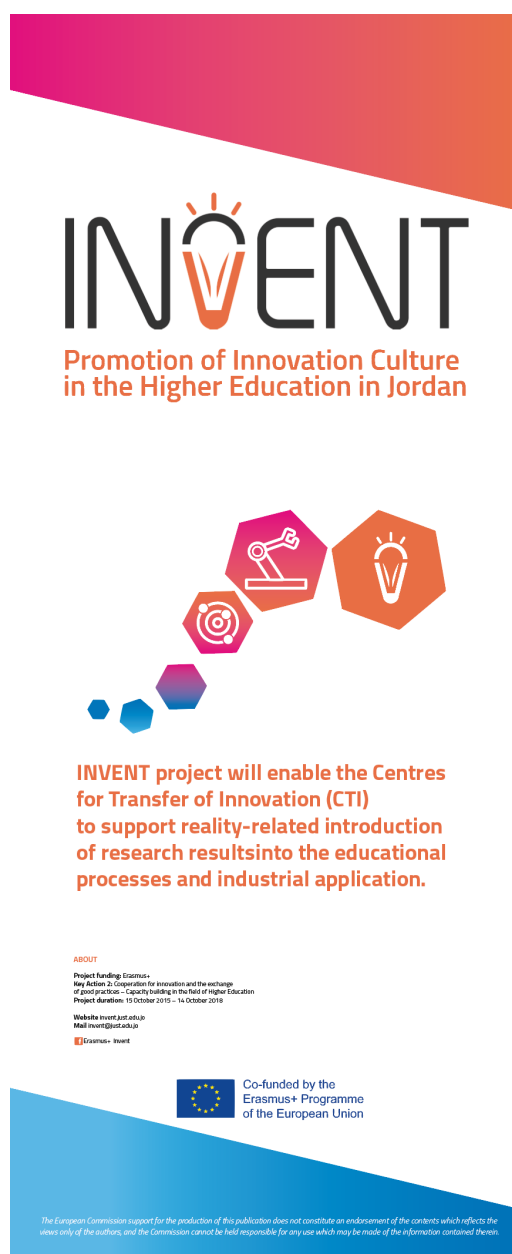


Figure 5. INVENT rollup

POWERPOINT TEMPLATE

A powerpoint template has been produced using different images and providing different alternatives for the cover slide, from which partners can choose as they like.



Figure 6. Powerpoint template

INVENT COMMUNICATION TOOLKIT

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ABOUT

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 Erasmus+ Invent



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