



Corporate Identity Report



Work Package 6:

Communication, Dissemination and reporting on the improvement in the uptake of digitalization by SMEs

Deliverable 6.1 Corporate Identity Report

Project Acronym: Euro-Emotur

Project Full Title: Euro-Emotur: The journey towards digitalisation. Thinking digital tourism through neuromarketing and emotions

Project number: 101038111

Type of Deliverable: Report

Level of Dissemination: Public

By: OTC. Victur

Call: COS-TOURINN-2020-3-04

Deliverable: D6.1

Version 2

August 2022



HISTORY OF CHANGES			
Version	Publication Date	Change	Page
1.0	22.07.2022	▪ Initial version	
2.0	12.08.22	▪ Second Version: change of the EU logo Following the EU guidelines	From page 1 to page 39

1. Introduction

This deliverable aims to support all Euroemotur project partners in their communication and communication and dissemination actions, with messages and tools suitable for each type of target group and result to be disseminated. This document is especially useful for beneficiaries, as it lays the foundations of how the project will be developed. It is also a reminder that this project is aimed at all those SMEs that want to benefit from this program with the motive of promoting the tourism sector and innovating through the emotions of tourists. This deliverable is key to stakeholder engagement.

These guidelines will lay the groundwork for how the project idea will be disseminated throughout its life cycle effectively and practically.

An effective communication plan has been prepared for them, which should incorporate the following steps:

- Promoting awareness of the project (e.g., choice of media).
- Preparing a variety of information products (e.g., highlight reports, one-page project fact sheet, issue briefs, issue materials, project materials, etc.).
- Tailoring information products to the needs of users and those with different needs and providing information and support to SMEs that deem it necessary (e.g., know the target groups).
- Ensuring accessibility of information (e.g., decide whether the material is digital or printed.)
- Using credible sources for the development of materials. In this case, the Montserrat typeface should be used for all necessary documentation.

The document is structured in three main topics, the first one being dedicated to a classification of all stakeholders to be involved in the project, the second to establish the general communication guidelines, channels and tools to be used, and the third to establish the general communication



guidelines channels and tools to be used, and the last one dedicated to the protocol for stakeholder participation.

This is the second version of the document, as some changes had to be made to the Brand guide. These changes were mainly oriented towards the EU logo and following the EU guidelines we have modified certain parts of our Brand guide:

- EU logo followed only by the phrase "Co-founded by the COSME programme of the European Union".
- Arial Font.
- [Used guidelines](#) (click the link)

euro-emotur

BRAND GUIDE



Co-funded by the COSME programme
of the European Union



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This manual is an analytical study of the brand values in the EuroEmotur project to analyse the validity of the graphic brand and its strategic positioning.

It was produced as a result of collaborative meetings with different representatives of the project on its main objectives.

This manual establishes the criteria for the construction and application of the main graphic brand.

01. This manual is mandatory.
02. The graphic brand will preferably be used in this format order: horizontal (page 05), vertical (page 06).
03. The graphic brand must be used as stated in the provisions of this manual, therefore any kind of alteration is prohibited, such as those described in the “Incorrect use” section (page 12).
04. The hierarchy of colour range usage described in this manual (page 07) will prevail.
05. The use of the official Montserrat font (page 11) is mandatory in corporate media, and its use should prevail in materials from Public bodies/entities related to the EuroEmotur project.
06. When using activities or corporate publications in communication or promotional materials (printed or digital), in the case of coexistence of 2 or more Public bodies/entities of this project, the generic brand must appear only once.
07. This manual does not affect the identity of Organisations, Foundations and Legal Entities linked to the project, which maintain their own regulations, but it regulates their visual relationship with that of the project.
08. The presence and use of the EuroEmotur brand, in digital media (websites, social media, etc.) and physical media (stationery, signage, merchandising, etc.) is regulated on page 15.
09. Any query, request for recommendation of use or similar not covered in this manual can be addressed to the Emotur laboratory of the University of Las Palmas de Gran Canaria.
10. Any subsequent circumstances not covered by these regulations must be notified.

Obligation and right to use of the EU emblem

Unless the Agency requests or agrees otherwise, any communication activity related to the action (conferences, seminars, brochures, presentations, etc., in electronic form, via social media, etc.) and any infrastructure, equipment of major result funded by the grant must:

- display the EU emblem and
 - include the following text: "This [insert appropriate description, e.g. publication, conference] was funded by the European Union's COSME Programme."
- The EU emblem must always have appropriate prominence.
 - Beneficiaries may use the EU emblem without first obtaining approval from the Agency.

Disclaimer

For publications and communications, a disclaimer is needed that excludes Agency/Commission responsibility.

- Any communication activity related to the action must indicate the following disclaimer:
["The content of this [insert appropriate description, e.g. report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Innovation Council and SMEs Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains."]

Use of the European Union logo / emblem

Beneficiaries of EU funding shall use the European emblem in their communication to acknowledge the support received under EU programmes, mentioning "Co-funded by the COSME Initiative of the European Union" in their communication.



**Co-funded by the COSME programme
of the European Union**

The name of the EU programme can appear with the EU emblem. However, no graphical mark (i.e. logo) shall be created using the EU emblem and name of the programme.

The minimum height of the EU emblem shall be 1 cm

LOGO V.1

The V.1 version of the logo corresponds to its horizontal version. It must always be accompanied by the EU logo. In addition, the EU logo must always be accompanied by the following text: Co-financed by EISMEA - COSME program of the European Union under grant agreement 101038111.

A security area has been created so that the logo is always legible and respects the spaces. The minimum height of the EU emblem shall be 1 cm.

v.1.A

euro-emotur

Security area



LOGO V.2

The V.2 version of the logo corresponds to its vertical version. It must always be accompanied by the EU logo. In addition, the EU logo must always be accompanied by the following text: Co-financed by EISMEA - COSME program of the European Union under grant agreement 101038111.

A security area has been created so that the logo is always legible and respects the spaces.

The minimum height of the EU emblem shall be 1 cm.

v.2.A

euro-
emotur

Security area



COLOURS V.1

The logo must always be in a single ink, the specified blue or black one.
Furthermore, the EU logo must respect the colours provided in its manual.

v.1.A

euro-emotur

v.1.B


euro-emotur


v.1.C


euro-emotur

v.1.D


euro-emotur

 PANTONE 635C
CMYK 89. 66. 21. 0
RGB 45/68/128
HEXADEC. #2d4480
RAL 290 30 35
VINILO MACal 8339-02 Pro

 PANTONE REFLEX BLUE
CMYK 100. 84. 8. 0
RGB 0/51/153
HEXADEC. #003399
RAL 290 30 40

 PANTONE YELLOW C
CMYK 0. 21. 93. 0
RGB 255/204/0
HEXADEC. #FFC000
RAL 090 80 90

 PANTONE BLACK C
CMYK 0. 0. 0. 100
RGB 29/29/27
HEXADEC. #1D1D1B
RAL 000 15 00

 PANTONE COOL GRAY 5 C
CMYK 33. 25. 26. 5
RGB 179/178/178
HEXADEC. #B2B2B2
RAL 000 70 00

COLOURS V.2

The logo must always be in a single ink, the specified blue or black one.
Furthermore, the EU logo must respect the colours provided in its manual.

v.2.A

euro-
emotur

v.2.B

euro-
emotur

v.2.C

euro-
emotur

v.2.D

euro-
emotur

LOGO V.1 + PARTNERS INSTITUTIONS

Euro-emotur logo can also be accompanied by that of its partner institutions, both in the horizontal and vertical version.

v.3.A

euro-emotur



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Gobierno de Canarias
Consejería de Turismo, Industria y Comercio

CISET ETOA

Haaga-Helia

NECSTouR
European Regions for Competitive and Sustainable Tourism

ULPGC
Instituto Universitario de Turismo y Desarrollo Económico Sostenible

Tides

v.3.B

euro-emotur



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Gobierno de Canarias
Consejería de Turismo, Industria y Comercio

CISET ETOA

Haaga-Helia

NECSTouR
European Regions for Competitive and Sustainable Tourism

ULPGC
Instituto Universitario de Turismo y Desarrollo Económico Sostenible

Tides

LOGO V.2 + PARTNERS INSTITUTIONS

Euro-emotur logo can also be accompanied by that of its partner institutions, both in the horizontal and vertical version.

v.4.A

euro-emotur



v.4.B

euro-emotur



The Bauhaus Std font corresponds to that of the logo, it has no other uses further than that. The Montserrat font is the one used in the logo applications and its variants.

Bauhaus Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 #@!¿?

abcdefghijklmnopqrstuvwxyz

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 #@!¿?

abcdefghijklmnopqrstuvwxyz

INCORRECT USES

Any version of the logo that does not respect the above specifications is not allowed. We will see some examples below:

euro-emotur

euro

euro-
emotur

euro emotur

euro-emotur

euro-
emotur

GRAPHIC CONCEPT

We have created an image that represents the brand concept and that will bring dynamism to its applications.



GRAPHIC CONCEPT

We have also developed it in greyscale.



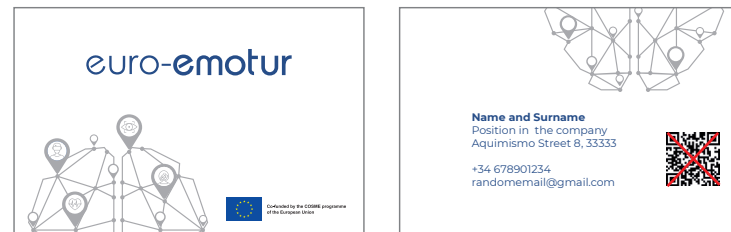
APPLICATIONS

Here are some standard stationery applications.

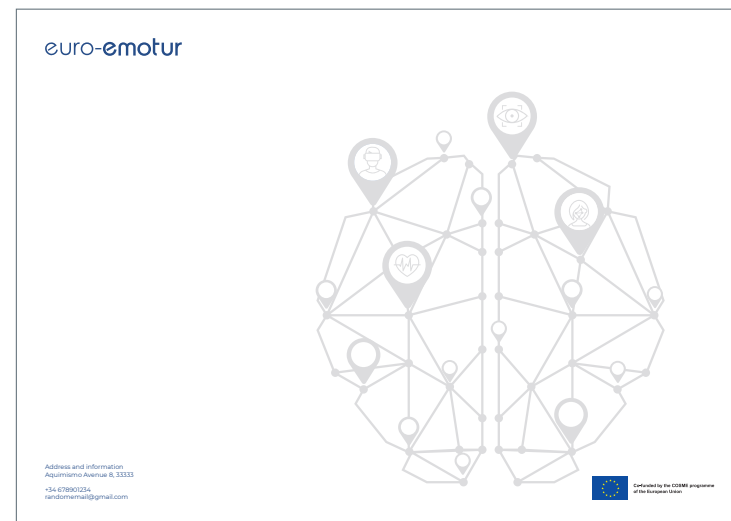
Vertical Din-A4



Business card (two-sided)



Horizontal Din-A4



APPLICATIONS

Here are some standard stationery applications.

Folder



Envelope



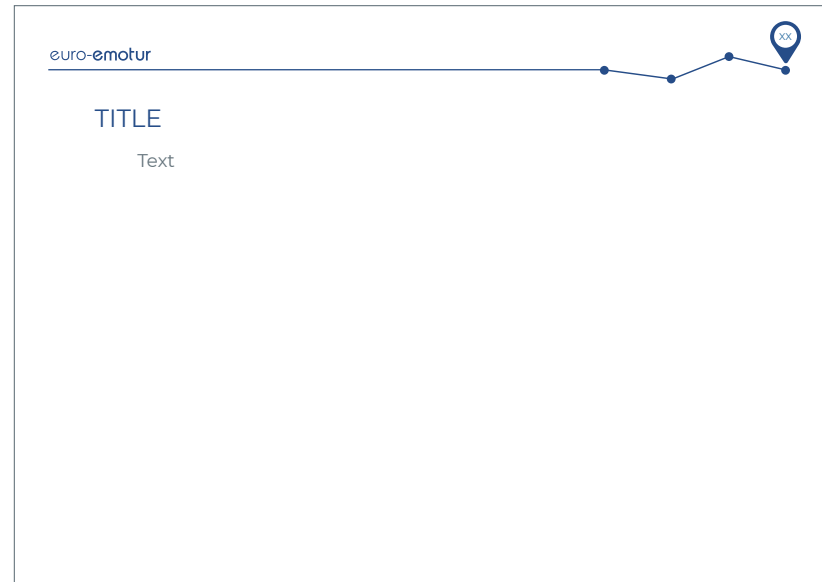
APPLICATIONS

Here are some printed applications.

Project 1



Project 2



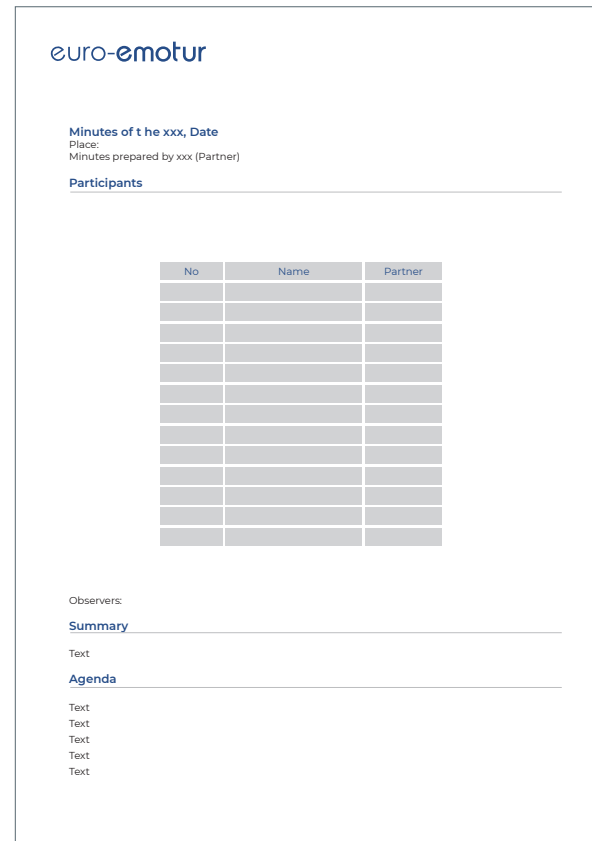
APPLICATIONS

Here are some printed applications.

Deliverable cover



Deliverable interior



APPLICATIONS

Here are some printed applications.

Certificate



Certificate + Partner Institutions



APPLICATIONS

Here are some printed applications.

Award



Award + Partner Institutions



APPLICATIONS

Here are some printed applications.

Pamphlet + Image



Pamphlet



APPLICATIONS

This is how the image is displayed in public spaces.

Totem



Billboard



Mupi



APPLICATIONS

This is how the image is displayed both in advertising media and in signage elements.

Roll-up



Signboard



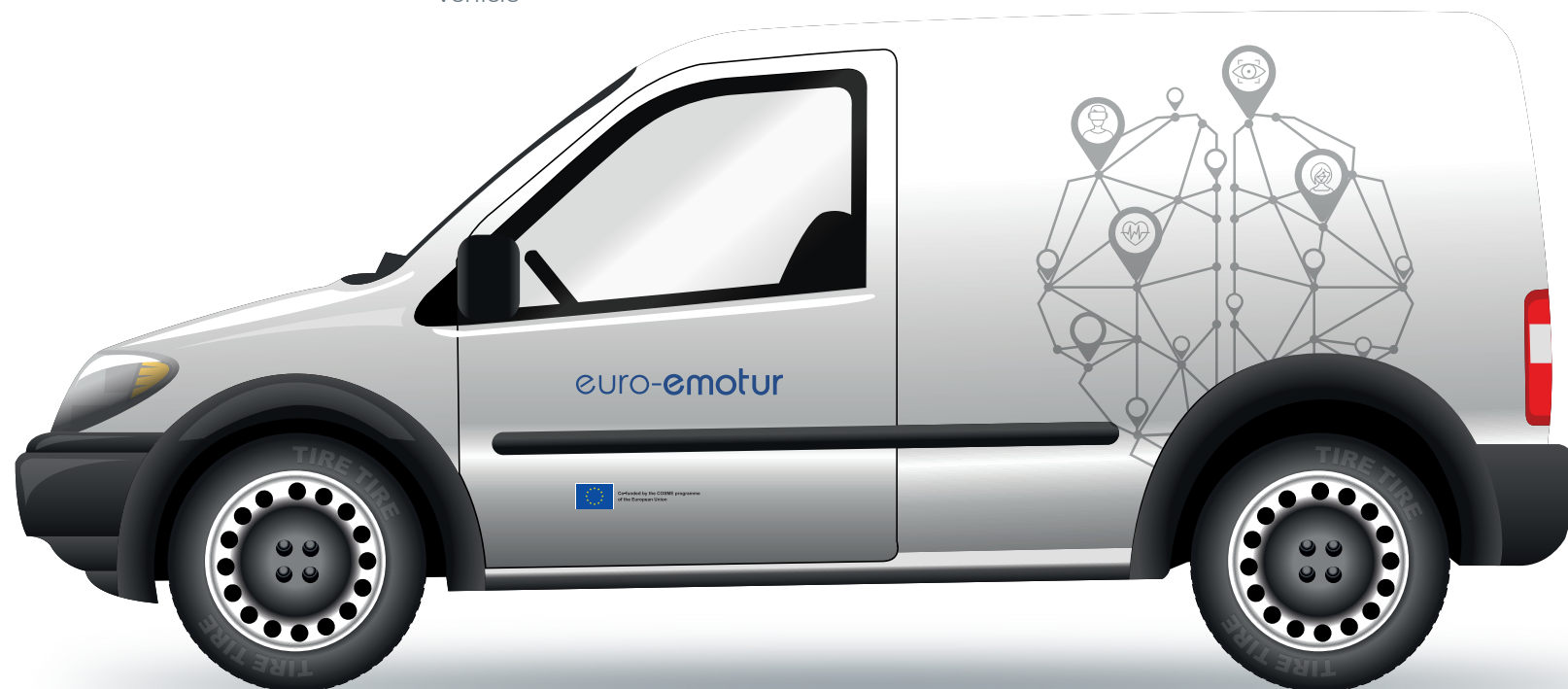
Banderole



APPLICATIONS

Brand applied to mobile media.

Vehicle



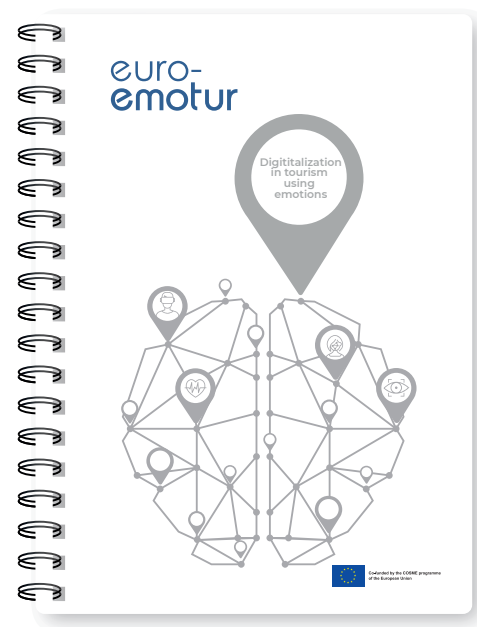
APPLICATIONS

Brand applied to merchandising.

Bag



Notebook



Pendrive



Pen



APPLICATIONS

Brand applied to merchandising.

Bottle



Invitation



Lanyard



APPLICATIONS

Brand applied to email signature.

Email signature

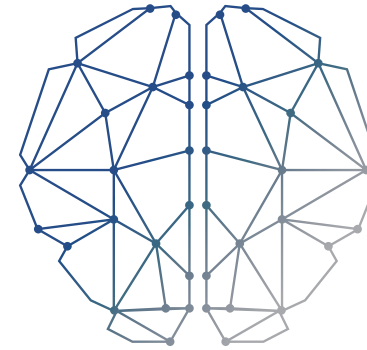
<p>Name Surname 1 Surname 2 Position in the company</p> <p>+34 678901234 922 876 543 randomemail@gmail.com</p>	<p>euro-emotur</p> <p> Co-funded by the COSME programme of the European Union</p> <p>f in v t @</p>
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Email signature + Partner Institutions

<p>Name Surname 1 Surname 2 Position in the company</p> <p>+34 678901234 922 876 543 randomemail@gmail.com</p>	<p> ULPGC Instituto Universitario de Turismo y Desarrollo Económico Sostenible</p> <p> Tides</p>	<p>euro-emotur</p> <p> Co-funded by the COSME programme of the European Union</p> <p>f in v t @</p>
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Storyboard

**Digitalization in tourism
through emotions**



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APPLICATIONS

This is how the image is displayed in web banners.

Leaderboard



Halfpage



Square



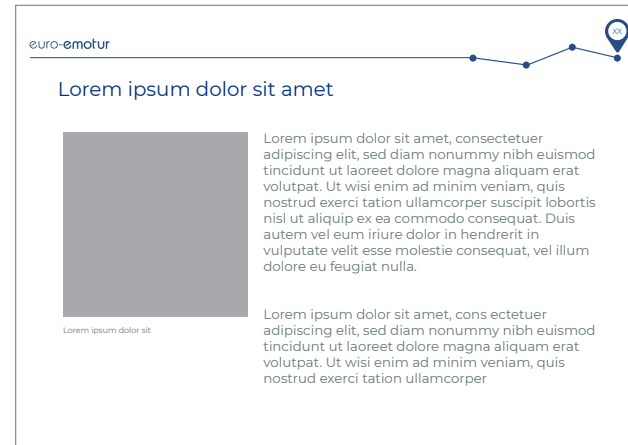
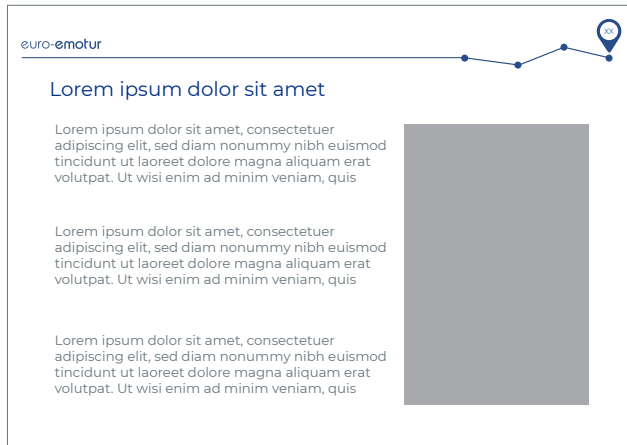
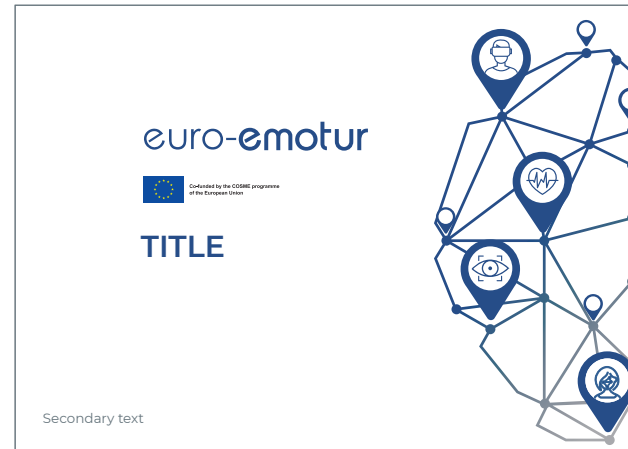
Medium banner



APPLICATIONS

Here are some examples of templates for Power-Point presentations.

Pptx templates



APPLICATIONS

Here are some examples of templates for Power-Point presentations.


Pptx templates

euro-emotur

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

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euro-emotur

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue

euro-emotur

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euro-emotur



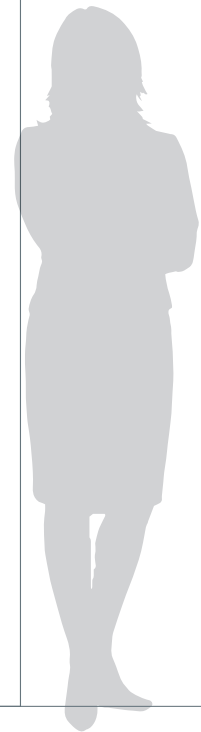
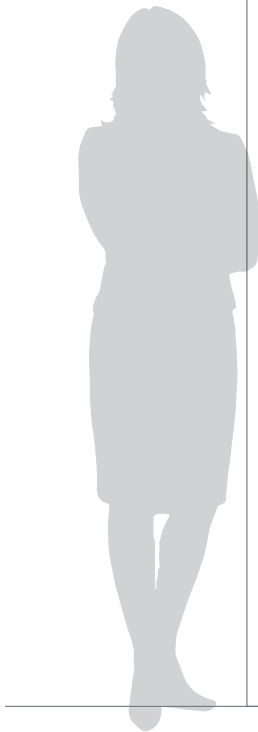
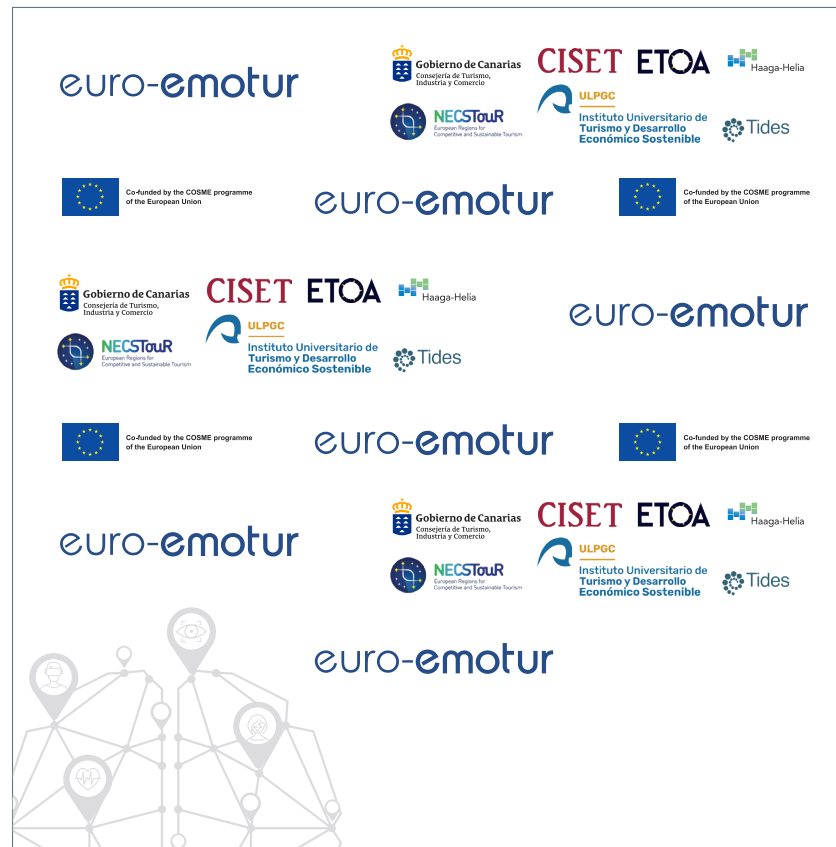
APPLICATIONS

Here are some photocall / background graphic examples.

Background graphic



Photocall



APPLICATIONS

Here are some identification applications.

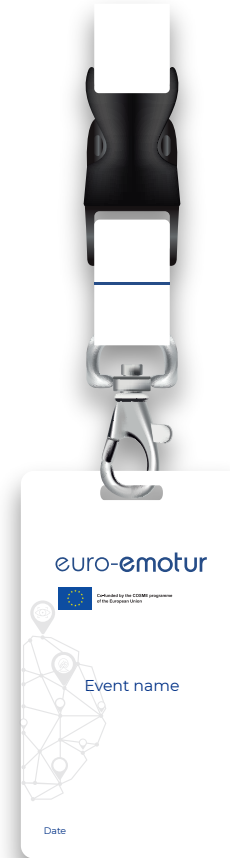
Staff front



Staff back



Visitor front



Visitor back



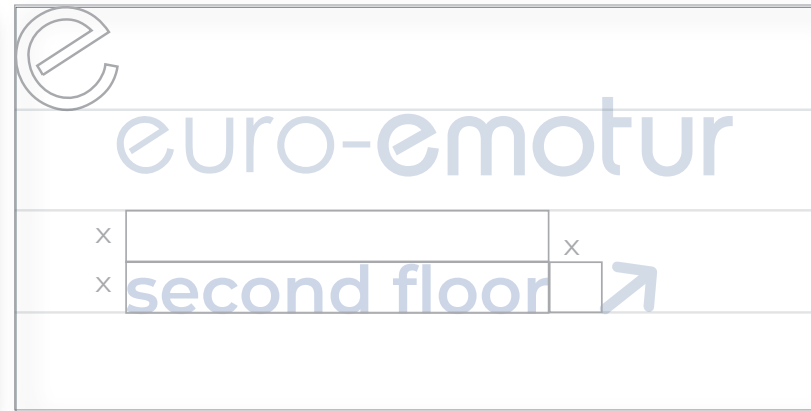
APPLICATIONS

The safety margin in terms of signage must always respect the size of the "e" in proportion to a quarter of the horizontal or vertical size of the sign, depending on its orientation. If the sign is vertical the division must also be vertical, behaving the same for horizontal sign. There is a second value, "x", that corresponds to the height of the secondary text.

Horizontal logo version on outdoor signage



Horizontal logo version + secondary text on outdoor signage



APPLICATIONS

The safety margin in terms of signage must always respect the size of the "e" in proportion to a quarter of the horizontal or vertical size of the sign, depending on its orientation. If the sign is vertical the division must also be vertical, behaving the same for horizontal sign. There is a second value, "x", that corresponds to the height of the secondary text.

Vertical logo version on outdoor signage



Vertical logo version + secondary text on outdoor signage



APPLICATIONS

The safety margin in terms of signage must always respect the size of the "e" in proportion to a quarter of the horizontal or vertical size of the sign, depending on its orientation. If the sign is vertical the division must also be vertical, behaving the same for horizontal sign.

Icons



RESTROOMS



DISABLED ACCESS



STAIRS



STAIRS



ESCALATOR



ESCALATOR



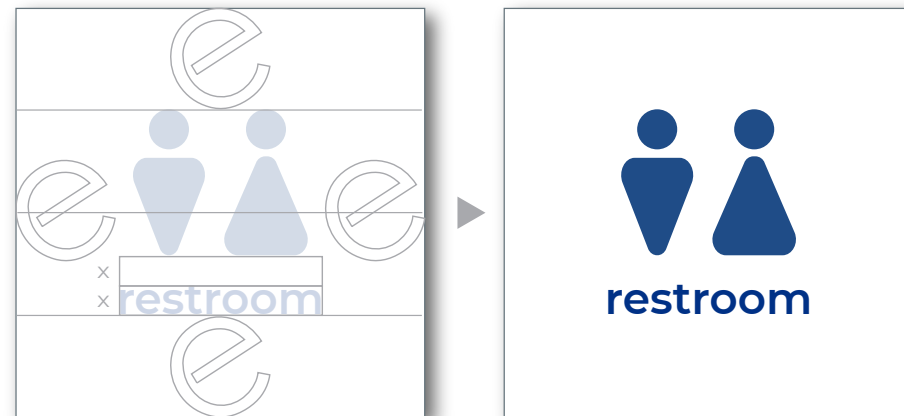
ELEVATOR



EMERGENCY EXIT



Square format on indoor signage



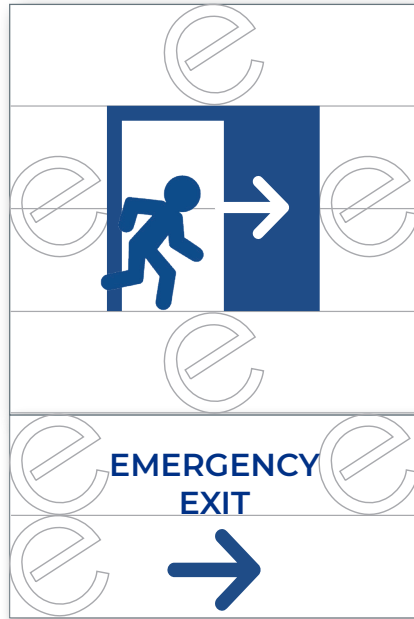
Directional



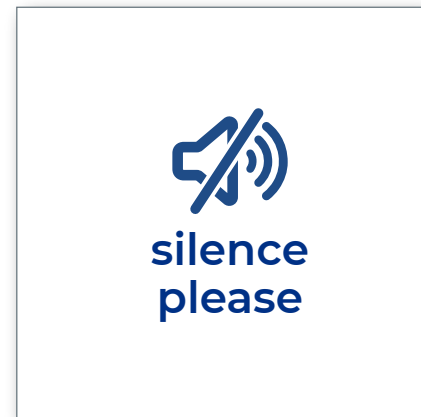
APPLICATIONS

The safety margin in terms of signage must always respect the size of the "e" in proportion to a quarter of the horizontal or vertical size of the sign, depending on its orientation. If the sign is vertical the division must also be vertical, behaving the same for horizontal sign.

Emergency exit



Square format on indoor signage





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CISET **ETOA**



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