# SEMPRE-BIO

## Brand Image application

Know-hows of the use of the brand image in word and power point.





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#### 1. The Brand Image Package

As part of the communication kit, this manual has been developed to ensure the correct use of the SEMPRE-BIO graphic image in the different communication and dissemination materials. Firstly, how to install the selected fonts. Secondly, how to apply the different templates made specifically for the Microsoft suite. Finally, where to find and how to apply the brand manual. It's important to remember that the correct use of the brand image creates a uniform and professional look that reflects the goals and values of the SEMPRE-BIO project.

The BRAND IMAGE PACKAGE folder has all the materials for the right use of the SEMPRE BIO image. Inside you can find the following files:

- 00\_READ ME
  - This file was created to make sure the user arrives to this same document where the first instructions are given.
- 01\_TEMPLATE
  - In this file could be found all the templates that have been created for the project. There is one Microsoft word empty template, 2 power point empty templates, 2 themes and the most important one the Corporate Image Manual.
- 02\_LOGOS
  - Here there could be found all the different uses and variants of the corporate logo.
- 03\_FONTS
  - This file has the zip files of the corporate fonts.
- 04\_IMAGES
  - In this file it could be found many curated stock images that could be use in the presentations and word template.
- 05\_SOCIAL MEDIA MATERIALS
  - Here it could be found the profile picture and the banners for the social media accounts.

#### 2. Fonts and Logo

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The first thing that needs to be done to start using the templates is to instal the fonts.

1. Go inside the BRAND IMAGE PACKAGE folder

Name	Status	Date modif	ied	Туре	Size
D0_READ ME	C	17/01/2023	12:48	File folder	
C1_TEMPLATE	g	17/01/2023	12:46	File folder	
C2_LOGOS	Ø	17/01/2023	10:18	File folder	
늘 03_FONTS	Ø	17/01/2023	12:47	File folder	
C4_IMAGES	$\odot$	17/01/2023	10:22	File folder	
05_SOCIAL MEDIA MATERIALS	$\odot$	17/01/2023	10:22	File folder	
Open the 03_FONTS.					
Name		Status	Date mod	dified	Туре
Alatsi		$\odot$	17/01/202	23 12:47	File folder
arlow		$\oslash$	17/01/202	23 12:47	File folder

3. Double click the True Type font file. A window will pop out.

Name	Status	Date modified	Туре
Alatsi-Regular	Ø	17/01/2023 12:47	TrueType font file
OFL	Ø	17/01/2023 12:47	Text Document

#### 4. Click on "Instal"

Print

Install

Font name: Alatsi Version: Version 1.005; ttfautohint (v1.8.4.7-5d5b) OpenType Layout, TrueType Outlines abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890.:,; ' " (!?) +-\*/=

12 The quick brown fox jumps over the lazy dog. I234567890

**The quick brown fox jumps over the lazy dog. I234567890** 

- <sup>24</sup> The quick brown fox jumps over the lazy dog. I234567890
- <sup>36</sup> The quick brown fox jumps over the lazy dog. **I234567890**

. The quick brown fox jumps over the lazy dog. 1234!

### ... The quick brown fox jumps over the lazy

5. Repeat the same process with the other font.

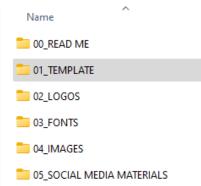
#### 3. Microsoft Suite

The easiest way to use any of these templates is that whenever is necessary to create a new word document you make a copy of the Empty Template file and start editing on it. Here you can find an explanation on how to make the copy and how to add the themes to your computer in order to apply them into any other document.



1. To save the SEMPRE-BIO word template in your custom themes ribbon you first need to go to the O1\_TEMPLATE folder.

 $(\bigcirc)$ 



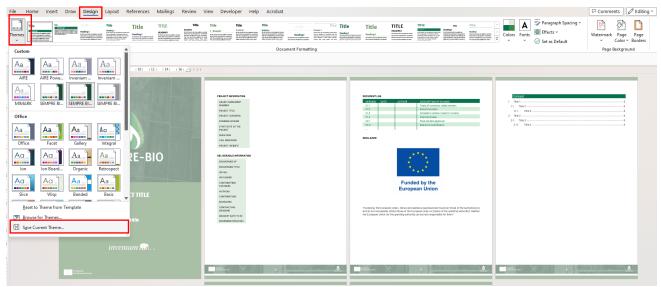


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2. Once inside you must open the WORD TEMPLATE\_ SEMPRE BIO.

Name

- CORPORATE IMAGE MANUAL\_ SEMPRE BIO
- CORPORATE IMAGE MANUAL\_ SEMPRE BIO
- EMPTY TEMPLATE\_SEMPRE BIO GREEN
- EMPTY TEMPLATE\_SEMPRE BIO WHITE
- 🖷 SEMPRE BIO GREEN
- 🖷 SEMPRE BIO WHITE
- Rest SEMPRE BIO WORD
- WORD TEMPLATE\_ SEMPRE BIO
- 3. Once the template is open you click on "Design", then select themes, and save current theme.



4. A window will pop up. Save it with the name with SEMPRE-BIO WORD THEME.

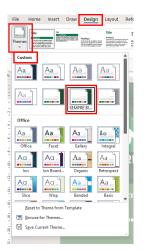
Save Current Theme	×
$\leftarrow$ $\rightarrow$ $\checkmark$ $\uparrow$ $\blacksquare$ « AppData $\Rightarrow$ Roaming $\Rightarrow$ Microsoft $\Rightarrow$ Templates $\Rightarrow$ Document Themes	~ C Search Document Themes
File name: SIEMPRE-BIO	~
Save as type: Office Theme	~
✓ Browse Folders	Tools   Save Cancel

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5. That way the next time you need to add the theme to a different document, you only have to go to design/ themes and select SEMPRE-BIO

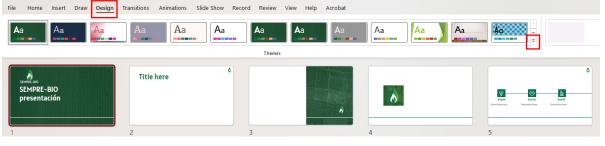


#### 3.2.How to use the Power Point Template

1. To start using the SEMPRE-BIO Power point template first you need to go to the O1\_TEMPLATE folder. Once inside you must open the EMPTY TEMPLATE\_ SEMPRE BIO (either GREEN or WHITE) you will have to make the process twice to save both in your custom ribbon.

Name
CORPORATE IMAGE MANUAL_ SEMPRE BIO
CORPORATE IMAGE MANUAL_ SEMPRE BIO
EMPTY TEMPLATE_SEMPRE BIO GREEN
EMPTY TEMPLATE_SEMPRE BIO WHITE
🖷 SEMPRE BIO GREEN
Rempre BIO WORD
WORD TEMPLATE_ SEMPRE BIO

2. Once the template is open you click on "Design", then you go to the arrow on the right side select themes to display the rest of the themes.





2	Home	Insert	Draw	Design	Transitions	Animations	Slide Show	Record Revi	ew View He	o Acrobat				
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	Enable Co	ntent Upda	ates from	n <u>O</u> ffice.com										
F	Browse fo	Themes	_											
日	Save Curre	nt Theme.												

#### 3. A window will drop and you have to click Save Current theme

4. A new window will pop up. Save it with the name with SEMPRE-BIO WHITE ( or GREEN).

$\leftarrow \rightarrow \checkmark \uparrow$	📒 « AppData » Ro	aming > Microsoft > Templates > Document Themes	~ C	Q Search Document Themes
File name:	SEMPRE BIO WHITE			
Save as type:	Office Theme			
Authors:	Estefania Gonzalez He	Tags: Add a tag	Title: Agribusiness Cor	mpany Profile

5. That way the next time you need to add the theme to a different document, you only have to go to design/ themes and select SEMPRE-BIO WHITE/GREEN

This Presentation	
Custom	
Aa Aa Aa Aa	
Office	
Aa Aa Aa Aa Aa Aa	Aa Aa
	Aa Aa Aa
Aa Aa Aa	
Enable Content Updates from <u>O</u> ffice.com	
Browse for The <u>m</u> es	
Save Current Theme	

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#### **3.3.Colors and fonts in Microsoft suite**

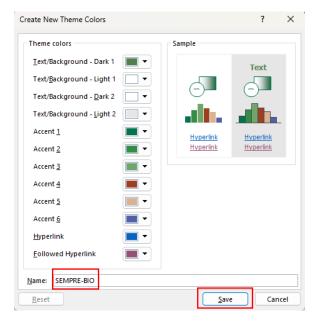
In both Word and PowerPoint you can save the colour palette and the font theme so that you can use it throw the different products of the Microsoft suite. Here you can find the instructions to save those in case they will be needed in any other document.

#### 3.3.1. Word

#### Colours

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											Blue Warm Blue Blue II Blue Green Green Green Yellow
											Blue Warm Blue Blue II Blue Green Green
											Blue Warm Blue Blue II Blue Green Green Green Yellow

- 1. Open Word, go to design tab and select "colors"
- 2. A new window will pop up. This one will have the colours and their values. Save it with the name SEMPRE-BIO





3. That way the next time you need to use the SEMPRE-BIO colour scheme you can simply go to the colour icon and change it for the one you want.

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	Blue II Blue Green	-						
	Green Green Yellow	-					More Colors	
i	Yellow Yellow Orange						<u>G</u> radient	>
	<u>C</u> ustomize Colors							

#### Font

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- 1. Open Word, go to **Design** tab and select **fonts** and then **Customize Fonts...**
- 2. A window will pop up. Fill it up with Alatsi as a Heading font and Barlow as a body font. Save it like SEMPRE-BIO
- 3. That way the next time you need to use the SEMPRE-BIO colour scheme you can simply go to the colour icon and change it for the one you want.

Set as Default	
Aa Quicksond Zilla Slab Tuit	
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Aa Merriweather Montserrat <u>Name: SEMPRE-BIO</u> <u>Save Cancel</u>	
Ad     Graphik Regular       Aa     Open Sans Reboto Slab	
Aa     Alatsi       Barlow     % < 100 %	
Aa Lato Lato Light V Paste Copy Theme Fonts	1
Montserrat.     Undo     Clipboard     S     Alatsi	(Headings) (Body)
Aa     BEBAS NEUE Libre Baskerville       Office	
Aa Calibri Light Calibri V Customize Fonts	

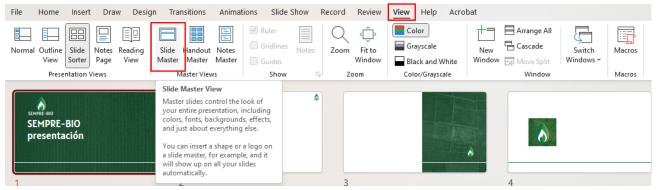
#### **3.3.2.** Power Point

#### Colours

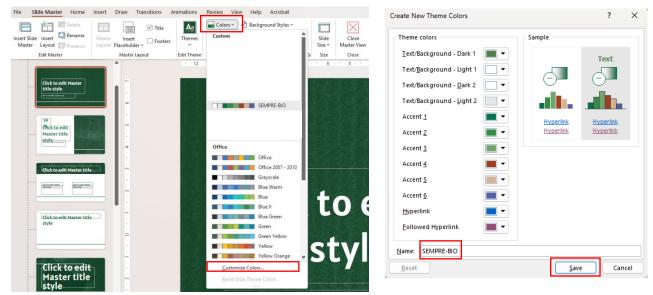
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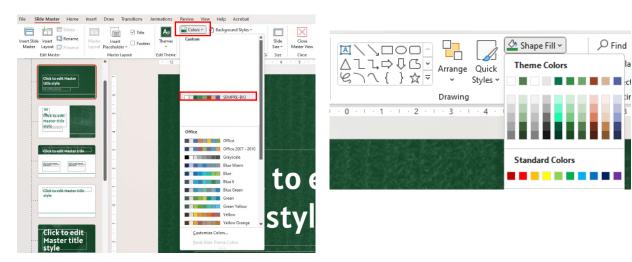
1. Open Power Point, go to view and from the Master Views section go to Slide Master.



- 2. It will take you to the following page. There we must go to the colours section and click in customise colours.
- 3. A new window will pop up. This one will have the colours and their values. Save it with the name SEMPRE-BIO



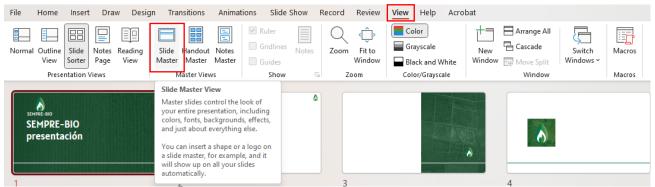
4. That way the next time you need to use the SEMPRE-BIO colour scheme you can simply go to the colour icon and change it for the one you want.



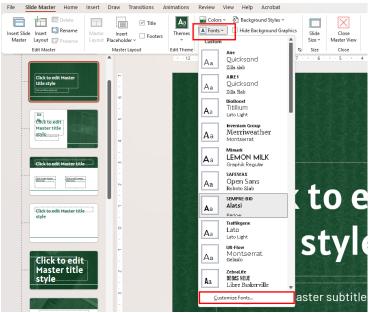


#### Font

1. Open Power Point, go to view and from the Master Views section go to Slide Master.



2. It will take you to the following page. There we must select fonts and then Customize Fonts...



- 4. A window will pop up. Fill it up with Alatsi as a Heading font and Barlow as a body font. Save it like SEMPRE-BIO
- 5. That way the next time you need to use the SEMPRE-BIO colour scheme you can simply go to the colour icon and change it for the one you want.

Create New Theme Fonts	?	×	Home Insert Draw De	esign Transitions Animatio	ns Slide Show Record	d Review View
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Body font:	Body text body text body text. Body	<b>v</b>			Barlow All Fonts	(Bod
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#### 4. The Corporate Image Manual

The corporate image manual can be found in the BRAND IMAGE PACKGE/ 01\_TEMPLATE.

Now the themes are installed, the colours are in place and the fonts are working. It is important that anybody who will create content for the communication and dissemination of SEMPRE-BIO project reads and understands the Corporate Image Manual. That way we insure the correct application of the brand image in the different contents. In there you could find:

- 1. The Logotype
- 2. Safe area
- 3. The Logo Applications
- 4. Incorrect uses of the logo
- 5. Fonts
- 6. Colour palette
- 7. Stock Images
- 8. Social Media
- 9. Word template
- 10. Power Point Template Green
- 11. Power Point Template White
- 12. Guidelines for producing.
  - a. Video Production
  - b. Photo production
- 13. Guidelines for blog post
  - a. Blog Post
- 14. Thank You

#### 5. Logos

Here there could be found all the different uses and variants of the corporate logo in good quality. This logos and only this logos are the ones to be used in the communication materials. For further information and the use of them please read the Corporate Image Manual.



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