



SEMPRE-BIO

Brand Image application

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

inveniam  . .



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Content

1. The Brand Image Package.....	3
2. Fonts and Logo.....	3
3. Microsoft Suite.....	4
3.1. How to use the Word template	4
3.2. How to use the Power Point Template	6
3.3. Colors and fonts in Microsoft suite	8
3.3.1. Word.....	8
3.3.2. Power Point.....	10



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

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 modified	Type	Size
00_READ ME		17/01/2023 12:48	File folder	
01_TEMPLATE		17/01/2023 12:46	File folder	
02_LOGOS		17/01/2023 10:18	File folder	
03_FONTS		17/01/2023 12:47	File folder	
04_IMAGES		17/01/2023 10:22	File folder	
05_SOCIAL MEDIA MATERIALS		17/01/2023 10:22	File folder	

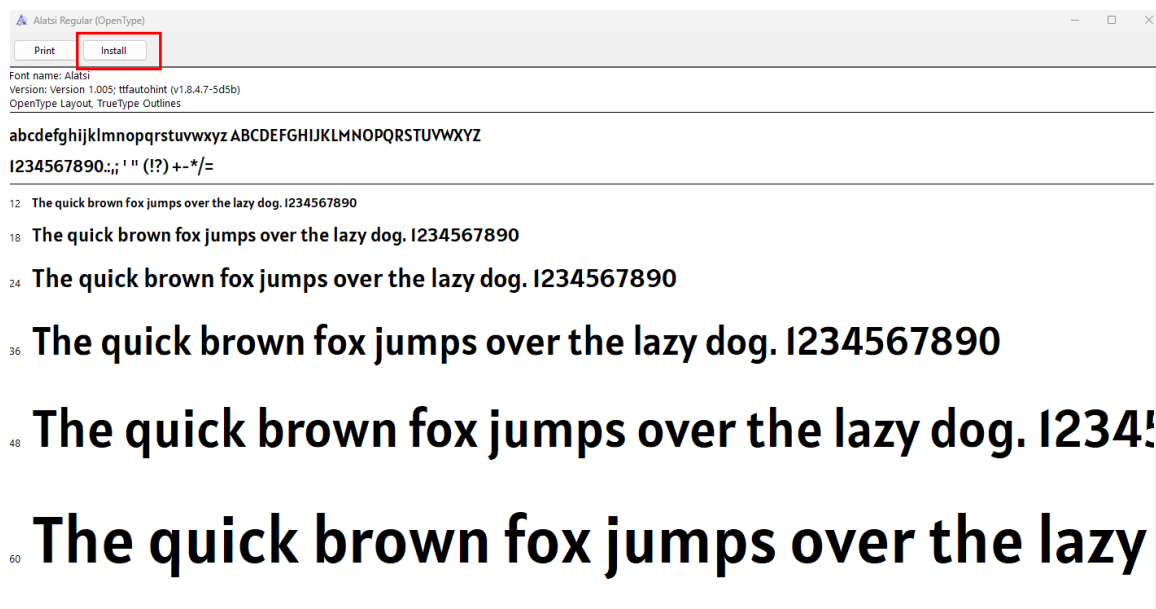
2. Open the 03_FONTS.

Name	Status	Date modified	Type
Alatsi		17/01/2023 12:47	File folder
Barlow		17/01/2023 12:47	File folder

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

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

4. Click on "Instal"



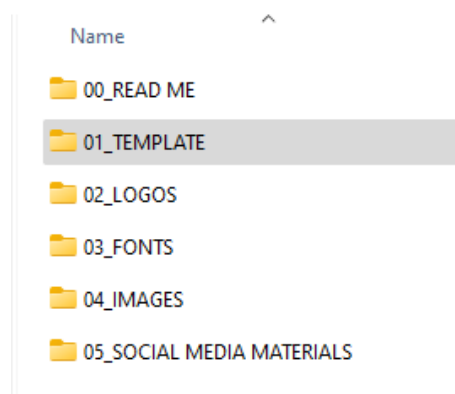
5. Repeat the same process with the other font.

3. Microsoft Suite

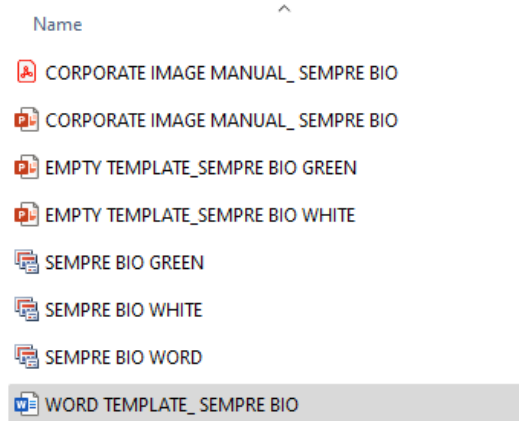
The easiest way to use any of these templates is that whenever is necessary to create a new word document you make a copy of the Empty Template file and start editing on it. Here you can find an explanation on how to make the copy and how to add the themes to your computer in order to apply them into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

3.1. How to use the Word template

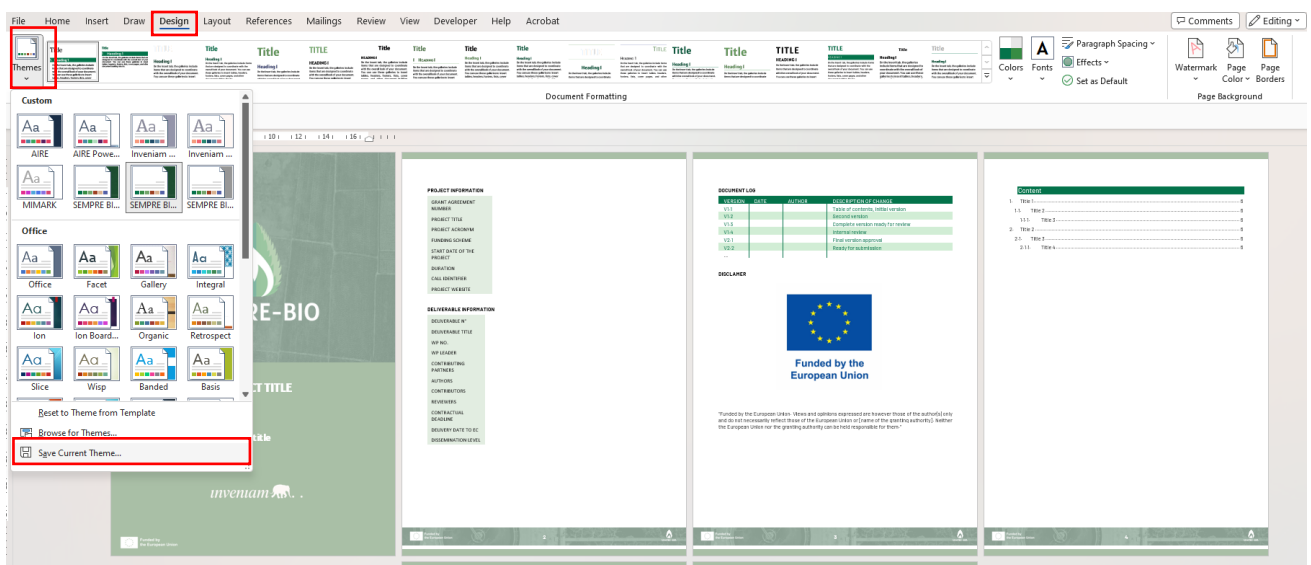
1. To save the SEMPRE-BIO word template in your custom themes ribbon you first need to go to the 01_TEMPLATE folder.



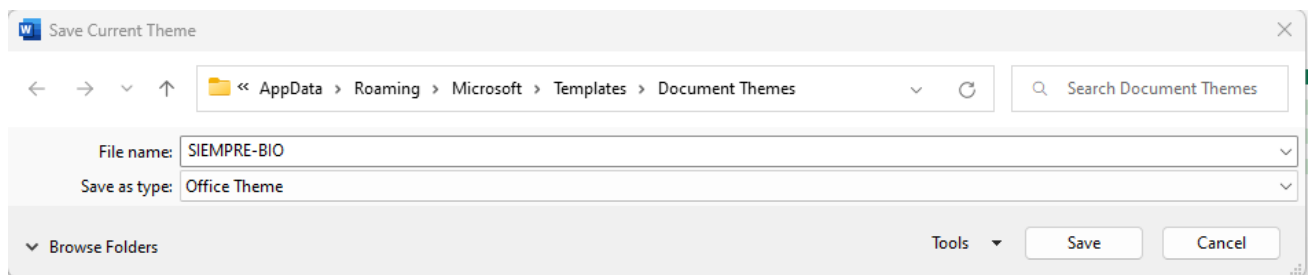
2. Once inside you must open the WORD TEMPLATE_ SEMPRE BIO.



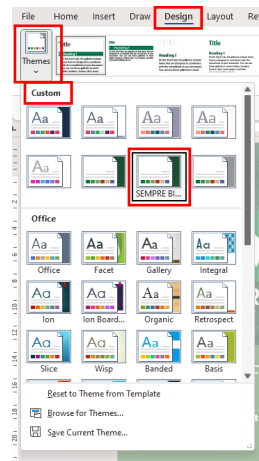
3. Once the template is open you click on "Design", then select themes, and save current theme.



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

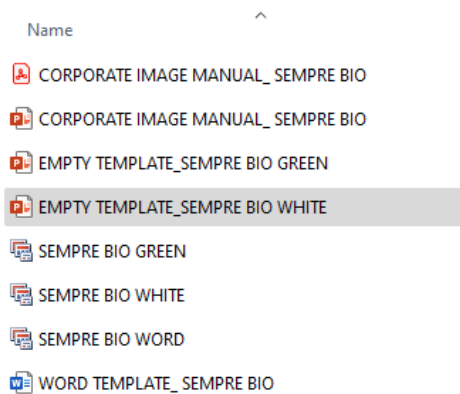


- That way the next time you need to add the theme to a different document, you only have to go to design/ themes and select SEMPRE-BIO

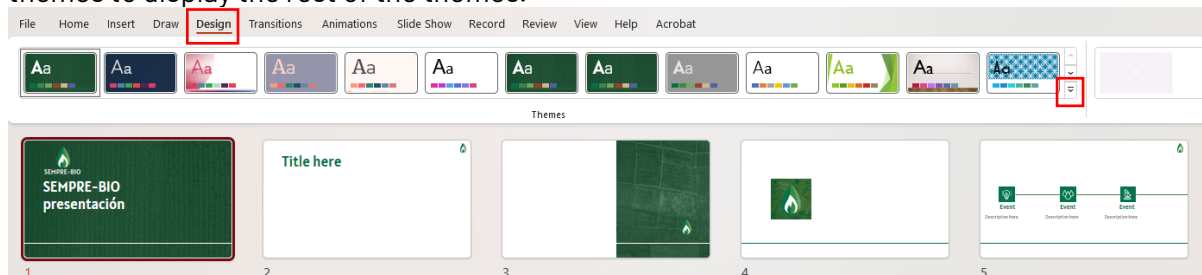


3.2. How to use the Power Point Template

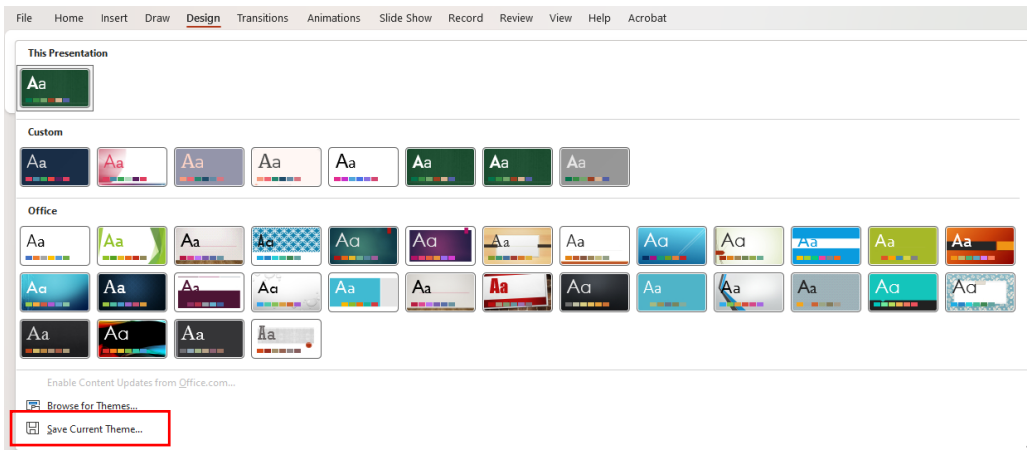
- To start using the SEMPRE-BIO Power point template first you need to go to the 01_TEMPLATE folder. Once inside you must open the EMPTY TEMPLATE_ SEMPRE BIO (either GREEN or WHITE) you will have to make the process twice to save both in your custom ribbon.



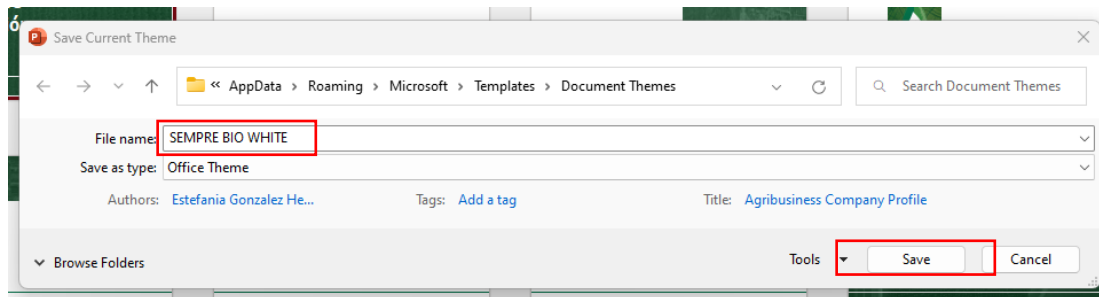
- Once the template is open you click on "Design", then you go to the arrow on the right side select themes to display the rest of the themes.



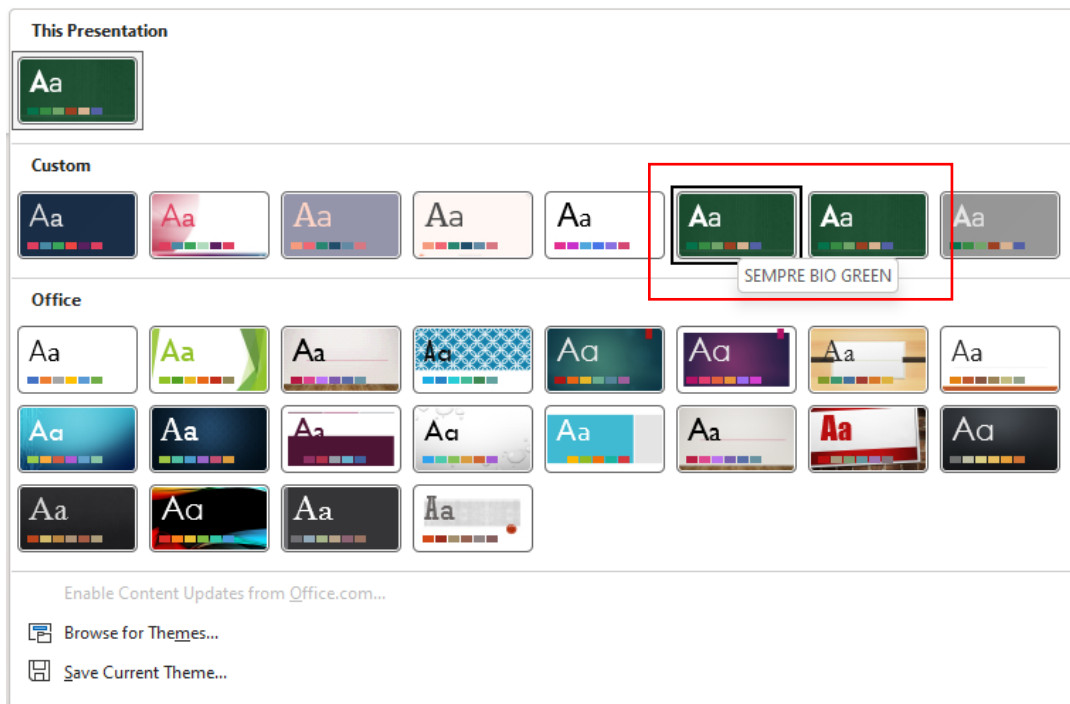
3. A window will drop and you have to click Save Current theme



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



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

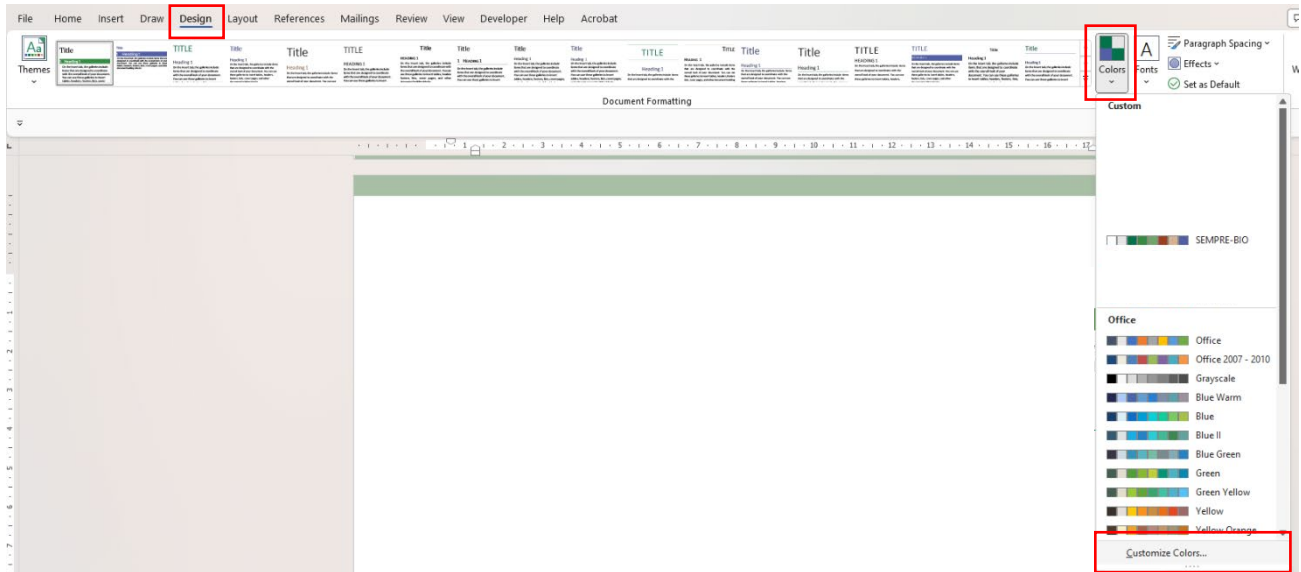


3.3. Colors and fonts in Microsoft suite

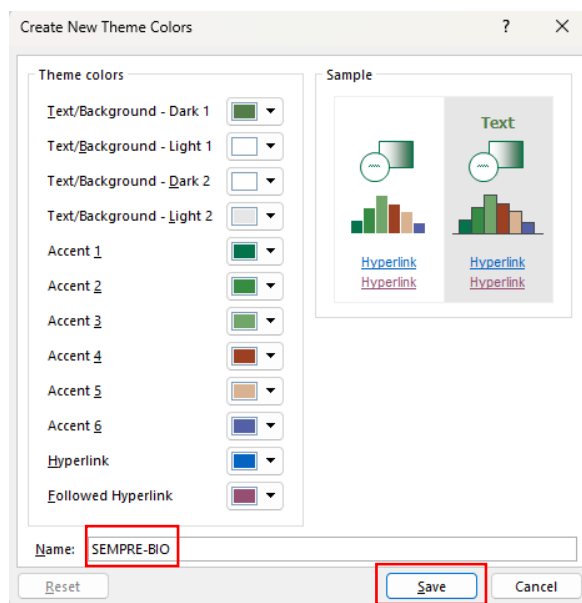
In both Word and PowerPoint you can save the colour palette and the font theme so that you can use it through the different products of the Microsoft suite. Here you can find the instructions to save those in case they will be needed in any other document.

3.3.1. Word

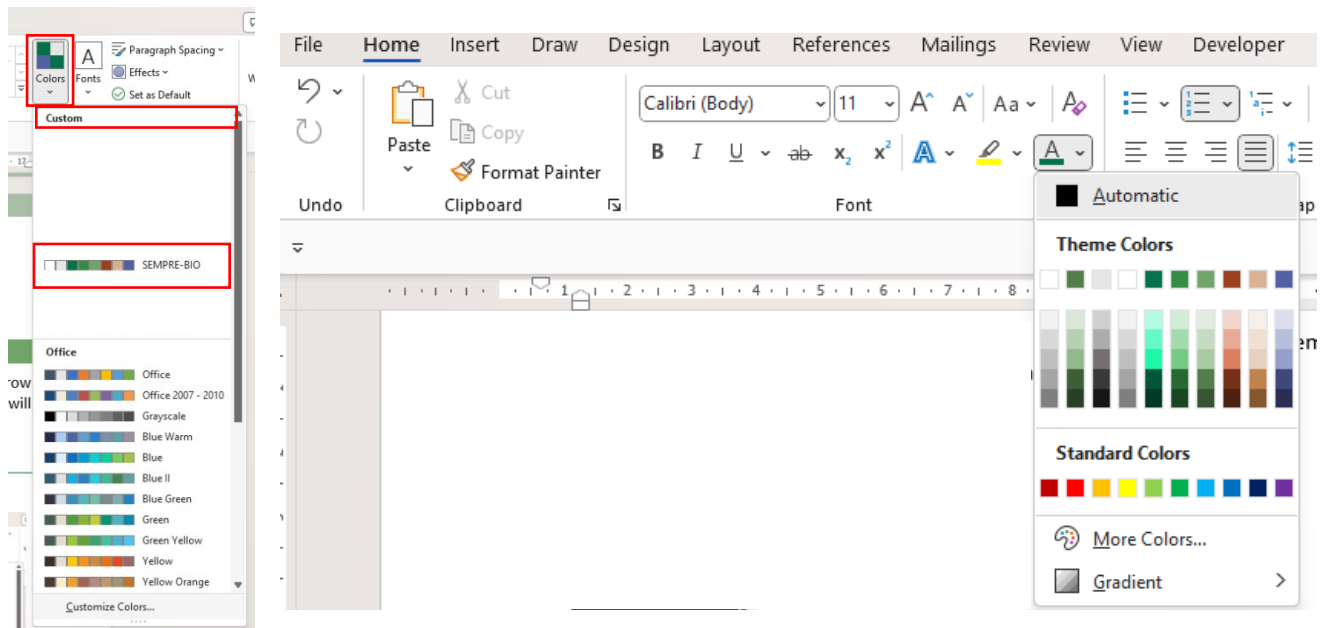
Colours



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

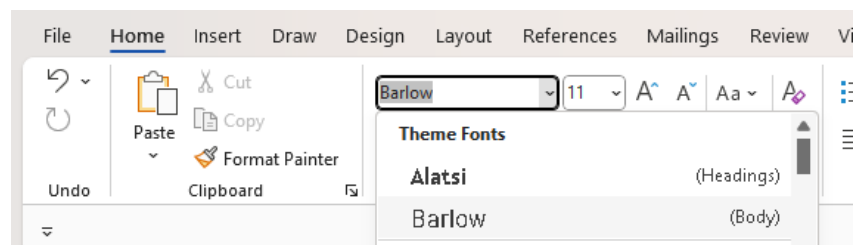
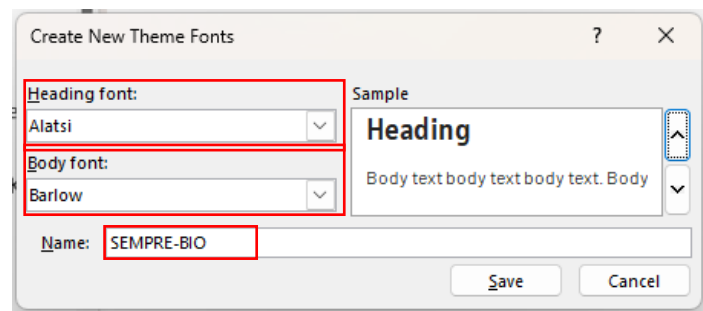
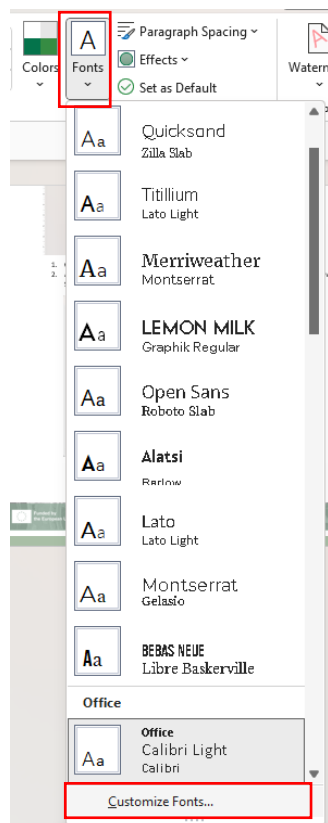


- That way the next time you need to use the SEMPRE-BIO colour scheme you can simply go to the colour icon and change it for the one you want.



Font

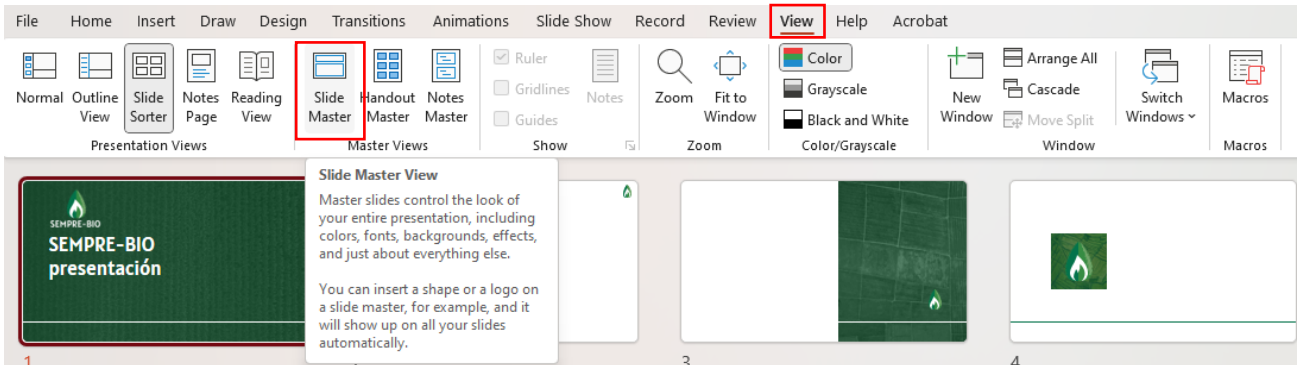
- Open Word, go to **Design** tab and select **fonts** and then **Customize Fonts...**
- A window will pop up. Fill it up with Alatsi as a Heading font and Barlow as a body font. Save it like SEMPRE-BIO
- That way the next time you need to use the SEMPRE-BIO colour scheme you can simply go to the colour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



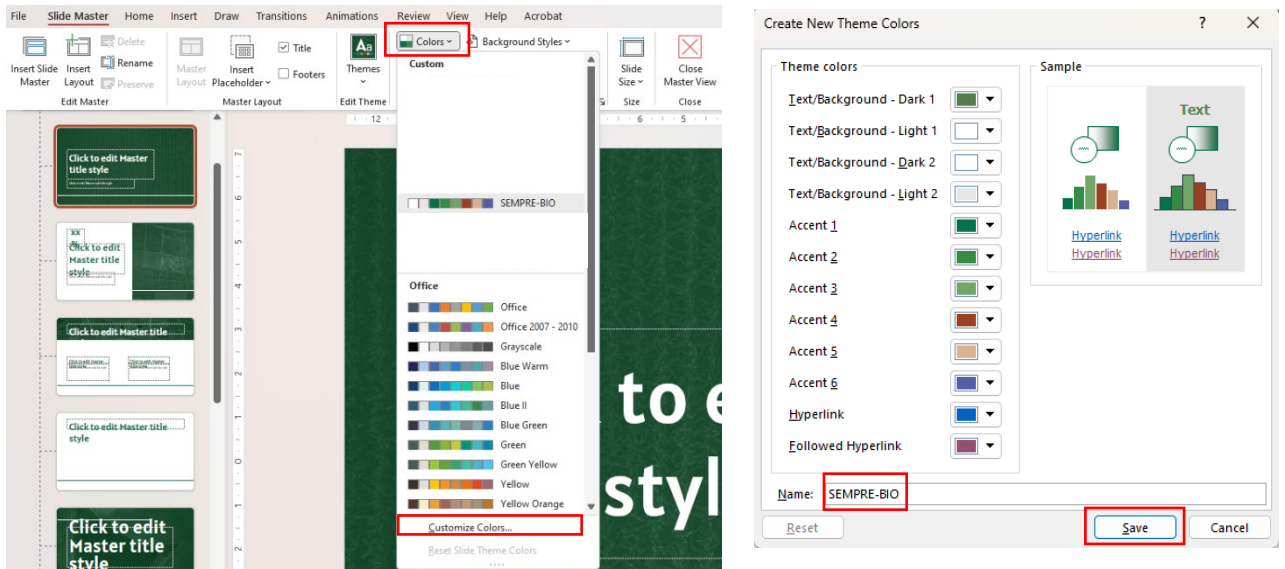
3.3.2. Power Point

Colours

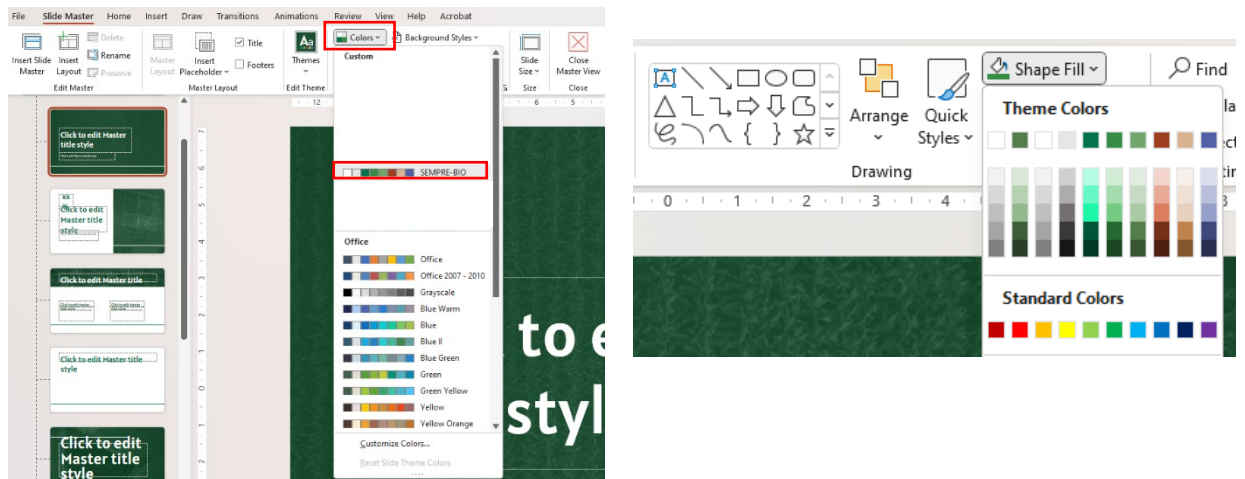
1. Open Power Point, go to view and from the Master Views section go to Slide Master.



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

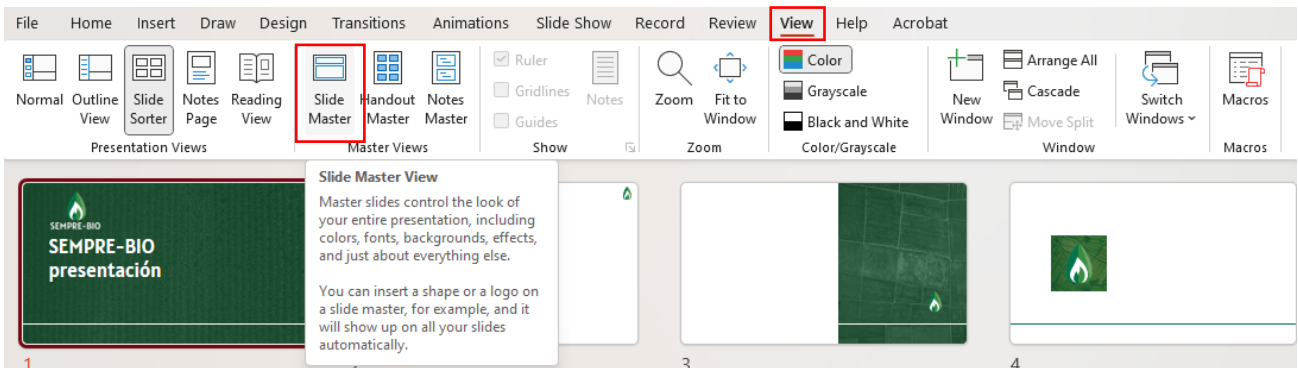


4. That way the next time you need to use the SEMPRE-BIO colour scheme you can simply go to the colour icon and change it for the one you want.

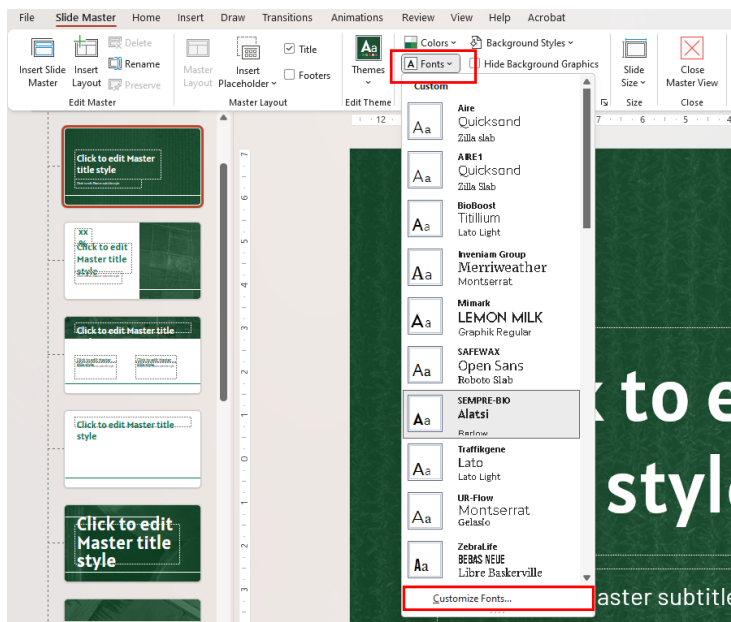


Font

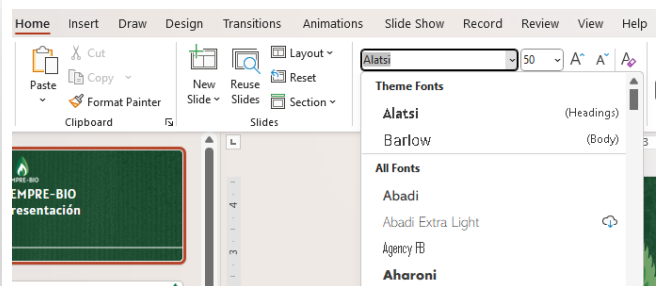
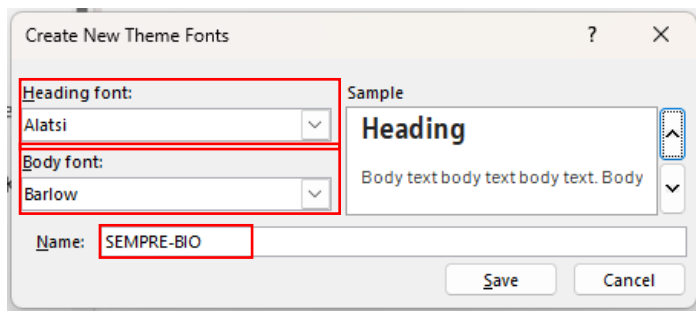
1. Open Power Point, go to view and from the Master Views section go to Slide Master.



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.



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.