SEMPRE-BIO

Brand Image application

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





Content

1.	The	e Brar	nd Image Package	3
2.	For	nts ar	nd Logo	3
3.	Mic	crosot	ft Suite	4
3	.1.	Hov	v to use the Word template	4
3	.2.	Hov	v to use the Power Point Template	6
3	.3.	Colo	ors and fonts in Microsoft suite	8
	3.3	.1.	Word	8
	3.3	.2.	Power Point	0

2

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

2.

Funded by

the European Union

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

- ²⁴ The quick brown fox jumps over the lazy dog. I234567890
- ³⁶ 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.

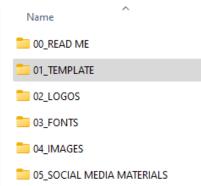
3. Microsoft Suite

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)



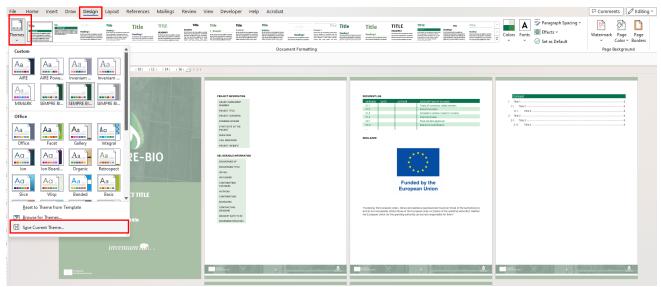


Funded by the European Union

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.

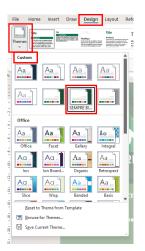
Save Current Theme	×
\leftarrow \rightarrow \checkmark \uparrow \blacksquare « AppData \Rightarrow Roaming \Rightarrow Microsoft \Rightarrow Templates \Rightarrow Document Themes	~ C Search Document Themes
File name: SIEMPRE-BIO	~
Save as type: Office Theme	~
✓ Browse Folders	Tools Save Cancel

5

SEMPRE-BIO.

Funded by the European Union

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

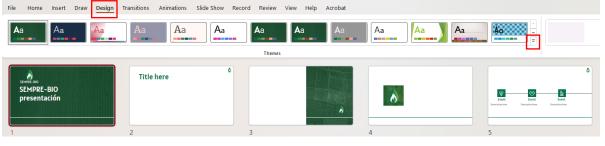


3.2.How to use the Power Point Template

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				
This	s Presenta	ion												
Aa														
		ļ												
Cus	tom									_				
Aa	a	Aa		Aa	Aa	Aa	Aa	Aa	Aa					
_														
Off	lice		_				_							
Aa	•	Aa		Aa	Aa	🐹 Aa	Aa	Aa	_ Aa	Aa	Aa	Aa	Aa	Aa
Ac		Aa		Aa	Aq	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aq	Aa
		7 Iu	-											
A	a	Aa		Aa	Aa									
						••								
	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	

7



SEMPRE-BIO.

3.3.Colors and fonts in Microsoft suite

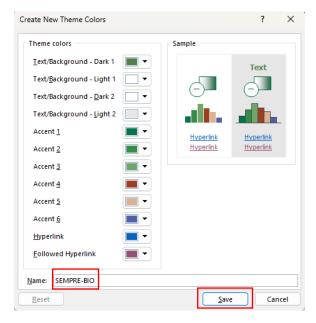
In both Word and PowerPoint you can save the colour palette and the font theme so that you can use it throw the different products of the Microsoft suite. Here you can find the instructions to save those in case they will be needed in any other document.

3.3.1. Word

Colours

Title Emes V	TITLE Torong to the second se	Title Title Heads	PEADING 1 REVIEWS 1		Tele Tale ming i transmission de la constante	Repeting 1 in the second seco	Title Title Noting 1	TITLE HERONG 1 MARKING ALLOWING AND	Tata TELE	Colors	 Paragraph Spacing ~ Effects ~ Set as Default
					Do	cument Formatting				Custom	
										-	
				· [№] ¹ ⊖ ¹ · ² ·	1 + 3 + 1 + 4 + 1 +	5 • 1 • 6 • 1 • 7 • 1	· 8 · i · 9 · i · 10 ·	1 + 11 + 1 + 12 + 1 + 13 +	1 · 14 · 1 · 15 · 1 · 16 · 1 ·	17	
							_				
											SEMPRE-BIO
											SEMPRE-BIO
										10000	
										Office	
										_	Office
											Office 2007 - 201
											Grayscale
											Blue Warm
											Blue Warm Blue
											Blue Warm Blue Blue II
											Blue Warm Blue
											Blue Warm Blue Blue II Blue Green Green
											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.

	A Paragraph Spacing ~	File	Home Insert Draw	Design Layout	References Ma	ilings Review	View Deve	loper
4	Colors Fonts Effects ~ Colors Fonts Set as Default Custom	° °,	Cut	Calibri (Body)	~]11 ~ A^	A 🖌 🗛 🖌 🗛	≡ • 1= •	$\left \frac{1}{a_{i-}} \right \sim \left \frac{1}{a_{i-}} \right $
· 17	I		Paste Copy V Sormat Painte	B I <u>U</u> ∼	əb x ₂ x ² 🛕 -	· 🖉 • <u>A</u> •		
		Undo	Clipboard	Гы	Font		<u>A</u> utomatic	зр
ſ	SEMPRE-BIO	~				Ther	ne Colors	
				1 • 2 • 1 • 3 • 1 • 4 •	1 · 5 · 1 · 6 · 1 · 7	• • • 8 •		
row	Office	-						en.
will	Office 2007 - 2010 Grayscale							•
	Blue Warm					Stan	dard Colors	
	Blue II Blue Green	-						
	Green Green Yellow	-					More Colors	
i	Yellow Yellow Orange						<u>G</u> radient	>
	<u>C</u> ustomize Colors							

Font

Funded by the European Union

- 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	
Aa Itellium Lato Light Barlow Body text body text body text. Body	
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	

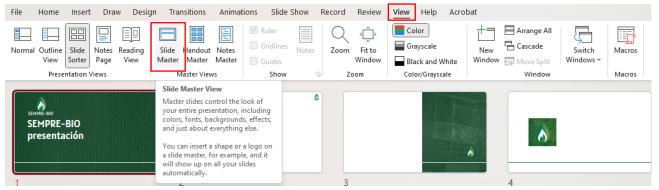
3.3.2. Power Point

Colours

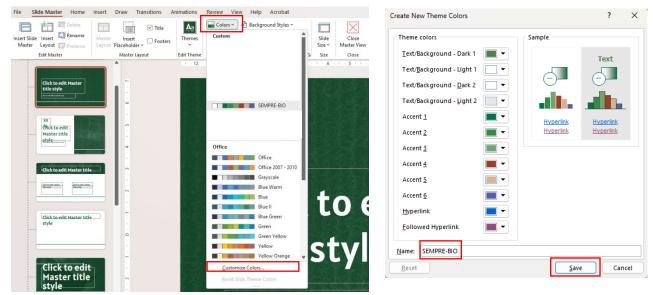
Funded by

the European Union

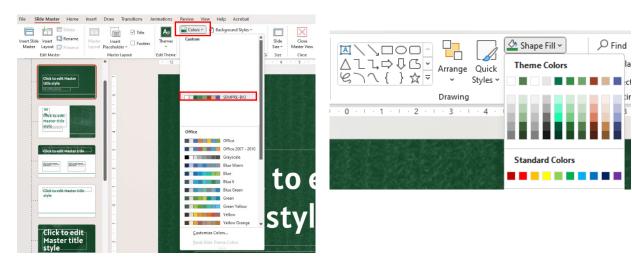
1. Open Power Point, go to view and from the Master Views section go to Slide Master.



- 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



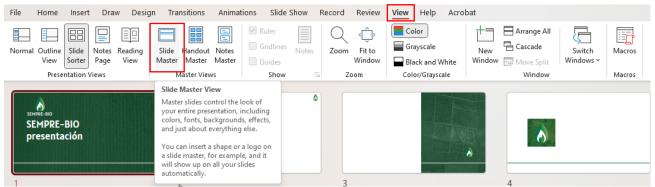
4. That way the next time you need to use the SEMPRE-BIO colour scheme you can simply go to the colour icon and change it for the one you want.



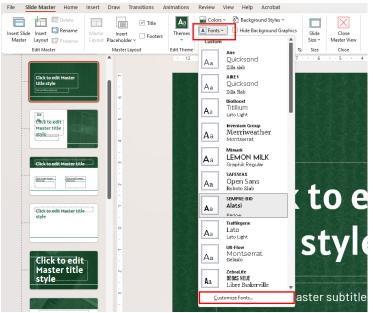


Font

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
<u>H</u> eading font: Alatsi ✓	Sample Heading		Paste Copy ~ * S Format Painter Clipboard 5	New Reuse Slide V Slide Slides	Alatsi Theme Fonts Alatsi	√50 √ A^ Aĭ (Heading
Body font:	Body text body text body text. Body	v			Barlow All Fonts	(Bod
Name: SEMPRE-BIO			EMPRE-BIO resentación	4	Abadi Abadi Extra Light	¢
	Save Canc	el	A		Agency IB Aharoni	

11

SEMPRE-BIO

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.



()