Co-funded by the European Union

Project code: 2022-1-IT02-KA220-SCH-000084974

Platform 9 ¾

Visual Identity Guidelines



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1) Purpose of the document

These guidelines serve to ensure visual coherence and recognizability of the Platform 9 3/4 – Rigor and Creativity project.

They are designed for the initial phase of the project (immediately after the creation of the logo): a few rules, clear and replicable, to start well on all materials.

The visual identity must be:

- inclusive
- Dynamics
- creative but rigorous
- linked to the idea of passage/trajectory (the "platform" as a threshold towards new skills).

2) Brand core

Brand concept

A track/trajectory that accompanies students and teachers towards new awareness: transversal skills, collaboration, expression, active participation.

Mission

To develop and test a non-formal and inclusive learning model that enhances soft skills through the 9 arts and sport.

Narrative pillars

1. Inclusion & participation: everyone can feel valued and involved.
2. Rigor + Creativity: method + freedom of expression.
3. 9 Arts + Sport (3/4): arts as languages, sport as values (fair play, respect, cooperation).
4. Digital dimension: e-learning platform and resources.

3) Brand personality and tone of voice

Personality

Energetic – Welcoming – Competent

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Tone of voice

- Clear and accessible, never “academic” for its own sake.
- Positive and encouraging (empowerment: “you can do it”, “discover your talent”).
- Concrete: examples, activities, practical benefits (soft skills).
- Inclusive: non-discriminatory language, attention to diversity.

Recommended vocabulary

Keywords: inclusion, active participation, transversal skills, creativity, respect, cooperation, non-formal learning, creative mini-Olympics, digital platform.

4) Logo: proper use

Major Version

Full color logo (default), specially designed on dark backgrounds.

Buffer area

Always keep a free margin around the logo at least equal to the height of the “3/4” (simple and replicable rule).

Minimum size

- Printing: Recommended minimum width 25 mm.
- Digital: Recommended minimum width 160px.

Allowed backgrounds

- Ideal: light colors.
- Allowed: Dark only if you are using an adapted version (monochrome).

Required variants (minimum pack)

1. Full color to light (default).
2. Monochrome white (for photos or various dark backgrounds).

Things NOT to do

- Do not rotate, tilt, or deform.

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- Don’t change the colors.
- Do not add shadows/glow.
- Do not apply to surfaces that are too “noisy” without a contrast band.

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5) Color palette

Deliberately vibrant (arts) + dynamics (sport).

Group	Color	Hex	Swatch	Recommended Use
Neutral	Black	#000000		Dark texts and backgrounds
Neutral	White	#FFFFFF		Clear texts and backgrounds
Neutral	Dark Burgundy	#541A2D		Borders/Rigor, Lines, Titles
Neutral	Off-white	#F2F1EE		Soft Wallpapers
Primary	Blue	#0631B0		Accents, Categories
Primary	Magenta	#AE1764		Accents, Categories
Primary	Orange	#E36F31		Accents, call to action
Secondary	Teal	#26A4BD		Light accents
Secondary	Yellow	#F6BC15		Evidence tags
Secondary	Lime	#8BED30		Evidence tags
Secondary	Fuchsia	#F406CF		Strong accents

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6) Typography

Titles

Playfair Display (alternative: Cinzel / Cormorant Garamond). Use: H1, covers, claim “Rigor and Creativity”.

Texts

Montserrat (alternatives: Inter). Usage: paragraphs, captions, teaching materials, web.

Basic hierarchy

H1: Playfair 40–56

H2: Playfair 24–32

Bodysuit: Montserrat 10.5–12 (press) / 16 (web)

Caption: Montserrat 9–10 / 12–13 (web)

7) System Graphics

Key element: “Track / Track”

The double curve (line above + line below) is the trajectory of the project. Use it for headers, section separators, report/slide covers.

Rule: always soft lines, no hard edges. Suggested colors: Burgundy #541A2D and Orange #E36F31.

“Step” modules / dowels

The small “stepped” rectangles recall progression, stages, levels and modularity of the contents.

Use: Lightweight pattern on the edge of the page, or as a placeholder for bullets.

Discipline Blocks

The labels of the 9 arts can become a category system. Rule: same shape and orientation; only change color + discipline name.

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8) Image Style (Photo/Video)

What to look for

- Students and teachers in activity (hands, tools, movement).
- Real diversity (skills, backgrounds, contexts).
- Contexts: classroom, laboratory, gym, outdoors.

Look & feel

- Natural light, bright but not “shot” colors.
- Prefer authentic shots, avoid overly glossy stocks.

Graphic overlays

On photos: Use a dark semi-transparent band for text, with a single accent color to highlight key elements.

9) Icons and illustrations

- Simple, geometric, legible style.
- Consistent line thickness (e.g. 2px).
- Recommended icon set for: arts, sports, soft skills, digital, inclusion.

10) Layout and grid (documents and communication)

Basic rules

- Wide margins (breath): at least 12 mm on A4.
- Grid: 2 or 3 columns for information materials; 1 column for long reports.
- Corners: clear rectangles for modules; Curves only for the “track”.

Recurring Components

- Header with “Platform 9 3/4 logo” + partner logos + EU + project code.

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- Section title + short subtitle.
- Highlight box (accent color).
- Footer con disclaimer Erasmus+.

11) Co-branding e disclaimer Erasmus+

In the official materials, consistency of co-branding (partner + EU) and the inclusion of the required disclaimer must be ensured.

Disclaimer Erasmus+

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Rule of thumb of layout

- Project logo + partner logos + EU always in the header.
- Do not compress the project logo: it is better to give it breathing space in the header/cover.

12) Minimal applications (starter kits)

For the initial phase, the minimum recommended set is:

1. Template A4 (report / deliverable).
2. Presentation template (slide 16:9).
3. Template post social (1:1 e 1080×1920).
4. Header/cover for site + news.

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5. “Categories” set for the 9 arts (colored blocks + icon).

This set is designed to cover multi-channel communication (website, printed matter, events, promos, e-books).

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