

**Overcoming  
Obstacles**  
to Vaccination



**Funded by  
the European Union**

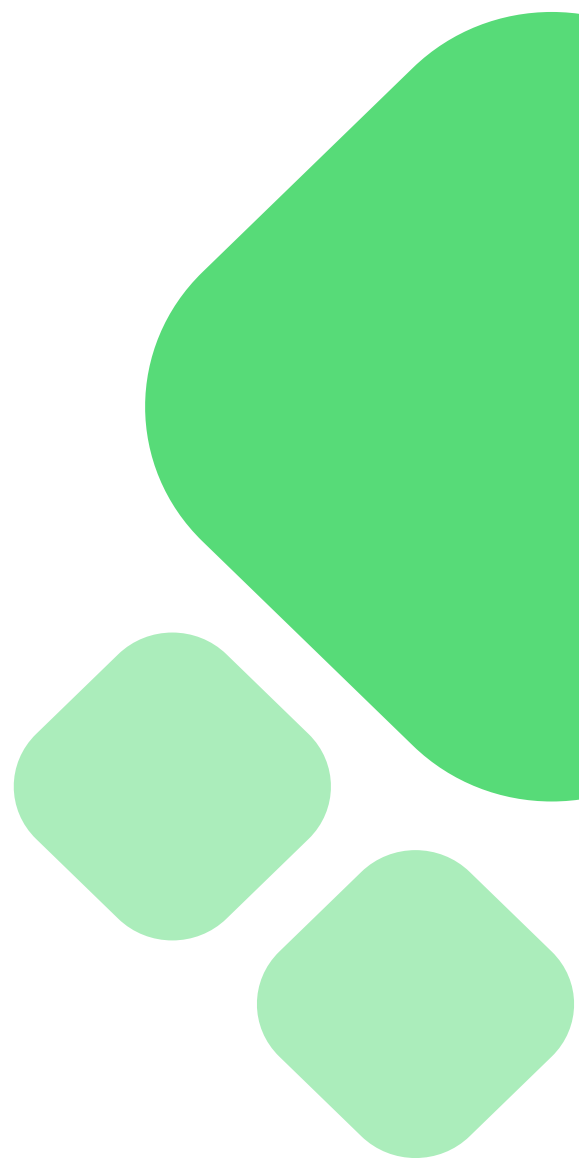
**European  
Commission**

**Overcoming  
obstacles  
to vaccination**

**Visual identity manual**

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# Introduction

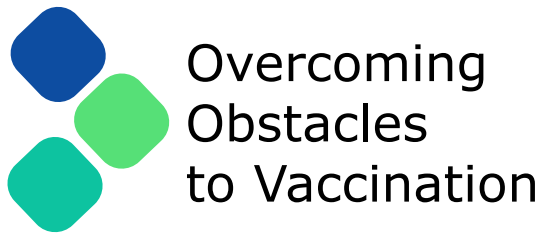
**T**his brand guideline has been developed for the project Overcoming Obstacles to Vaccination for the contract HADEA/2021/OP/0010 “Service contract to identify obstacles to vaccination of physical, practical or administrative nature to develop recommendations”.

This guide provides a set of standards and rules to follow when developing communication products in relation to the project. This document provides the necessary materials to support users in using the project colours, font, logo application, and supporting graphics.

The project is funded through the EU4Health programme and contracted by the European Health and Digital Executive Agency (HaDEA). Project number: HADEA/2021/OP/0010.

The Overcoming Obstacles to Vaccination project is led by Kantar Public, partnering with the European Health Management Association (EHMA), Foundation for the Promotion of Health and Biomedical Research of Valencia Region (Fisabio), ifok, European Academy of Paediatrics (EAP), and European Regional and Local Health Authorities (EUREGHA).

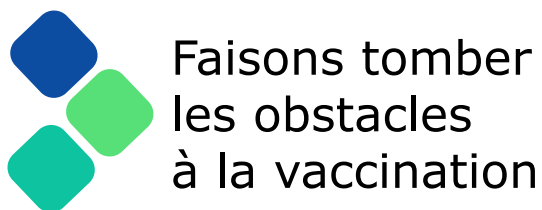
# Project logo



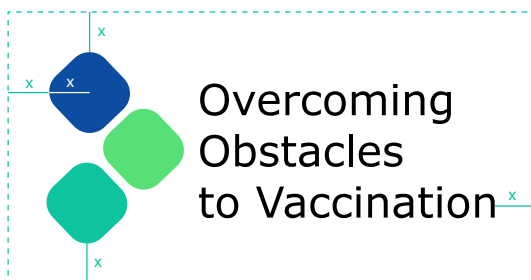
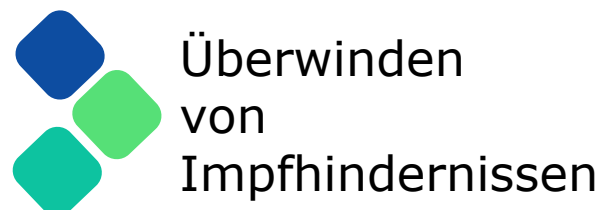
The project logo is available in a positive, full-colour version with tessellation in the brand colours on the left and the title of the project on the right.



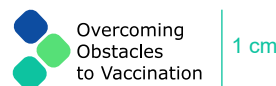
A negative version (white on a different colour background) is also available.



24 language versions are available in total and can be used in the respective countries, regions or for the respective language communities.



The protection area must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.



The minimum height of the logo should be 1cm.

# European Union logo

Association of the EU emblem with the funding statement

Horizontal option



Positive version

(CMYK or digital impression process)



Negative version



Monochrome reproduction

(Specific print process on clothing and merchandise or with Pantone)

If only black or white is available.



If only one Pantone colour is available (Reflex Blue is used as an example here).



# European Union logo

Association of the EU emblem with the funding statement

Vertical option



Positive version  
(CMYK or digital impression process)



**Funded by  
the European Union**



**Co-funded by  
the European Union**

Negative version



**Funded by  
the European Union**



**Co-funded by  
the European Union**

Monochrome reproduction  
(Specific print process on clothing and merchandise or with Pantone)

If only black or white is available.



**Funded by  
the European Union**



**Funded by  
the European Union**



**Funded by  
the European Union**



**Funded by  
the European Union**

If only one Pantone colour is available (Reflex Blue is used as an example here).



**Funded by  
the European Union**



# Partners and subcontractors logos

## Colour version

All logos belonging to project partners and subcontractors should be proportionate to one another. Align the logos either to one side, or centre them together.

**KANTAR PUBLIC**



GENERALITAT  
VALENCIANA



Fundación  
Fisabio



**ifok.**  
A CADMUS COMPANY



European Academy of Paediatrics  
Paediatric Section of U.E.M.S



## 100% Black

for black & white printing or on visuals when it necessary

**KANTAR PUBLIC**



GENERALITAT  
VALENCIANA



Fundación  
Fisabio



**ifok.**  
A CADMUS COMPANY



European Academy of Paediatrics  
Paediatric Section of U.E.M.S



**X** Don't do this for example:

KANTAR PUBLIC

**ifok.**  
A CADMUS COMPANY



# Colour palette

## PRIMARY PALETTE



**HEX:**

#0D4DA1      #00B0F0      #0DC3A0      #73A532      #56E077      #F3B02B

**RGB:**

13, 77, 161      0, 176, 240      13, 195, 160      115, 165, 50      86, 224, 119      243, 176, 43

**CYMK:**

97, 72, 0, 0      77, 11, 0, 0      71, 0, 49, 0      62, 13, 98, 1      60, 0, 70, 0      4, 35, 88, 0

## SECONDARY PALETTE



**HEX:**

#83B4F5      #93E2FF      #8EF7E3      #C8E4A4      #BBF3C9      #FADFAA

**RGB:**

131, 180, 245      147, 226, 255      142, 247, 227      200, 228, 164      187, 243, 201      250, 223, 170

**CYMK:**

51, 22, 0, 0      42, 0, 2, 0      43, 0, 23, 0      28, 0, 46, 0      31, 0, 31, 0      3, 13, 40, 0

The chosen colour palette corresponds to the colours of the European Commission (blue) identifying the projects source. The green aligns to the feeling of health and growth.

Additional colours such as grey can be used for neutrality and balance.



**HEX:**

#B8AAA2      #88787C

**RGB:**

184, 170, 162      136, 120, 124

**CYMK:**

28, 29, 31, 8      44, 46, 37, 22

Use the primary palette to highlight an important element (text or shape - for example a title).

Use the secondary palette to soften or contrast the primary information.

Make sure that there is sufficient contrast between the colours for the text to be readable, for example on a button:

Register

Register

# Colour palette

## PRIMARY PALETTE

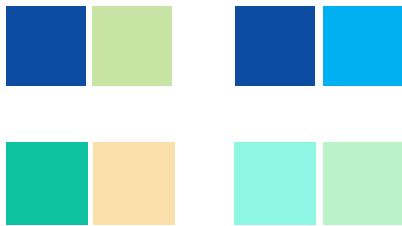


## SECONDARY PALETTE



Both the primary and secondary colour palettes can be mixed.

For example, in pairs:



A mix of three colours, both primary and secondary, can be mixed but should also consider the contrast and readability.



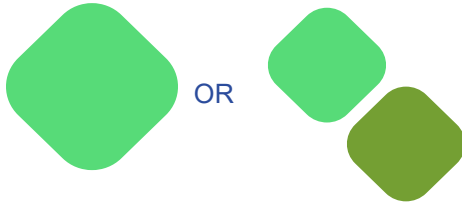
For text elements, please consider both contrast and readability.

For example:



# Tesselation

## REFERENCE SHAPE

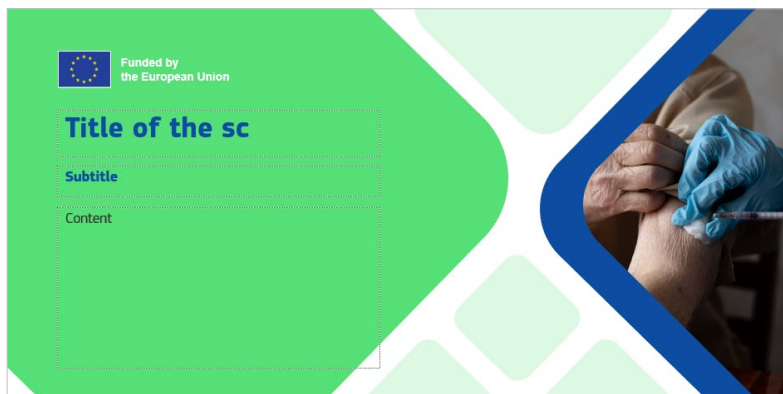


etc...

Tessellation is the arrangement of geometric shapes, often simple forms such as squares, to create a pattern.

Often the arrangement and sequence of the pattern includes a small gap and no overlap. Referencing the band-aid/medical plaster and the geometric shape, a simplified curved shape is used as the element for the project tessellation.

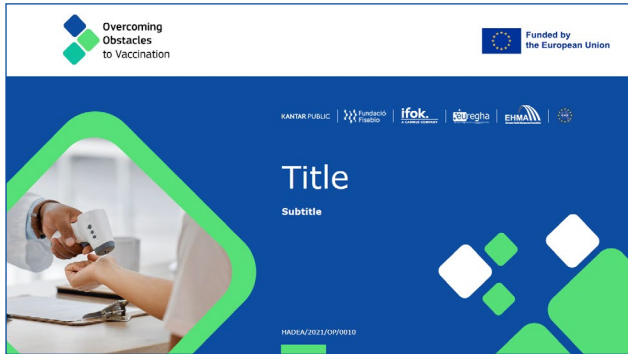
Examples of use on social media banner



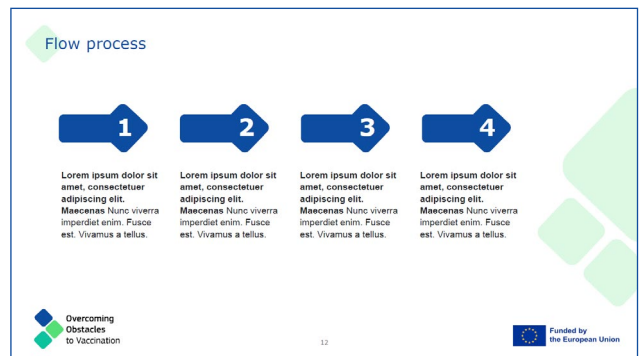
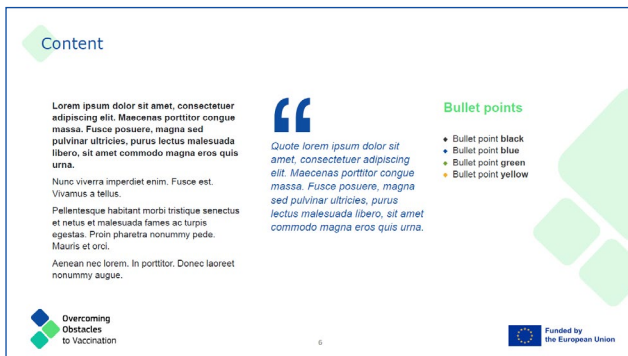
Repeated in different sizes, keeping the same alignment without any rotation, a background pattern has been created and used in different combinations for supporting project material.

# Tesselation

## POWERPOINT PRESENTATION



The tessellation can be used in a mixture of outputs but should remain coherent. The tessellation can include block colours, taken from the primary and secondary palette, or include an image.



✗ Do not add additional shapes alongside the project tessellation.



# Tesselation

Examples of use

## WORD REPORT

 **Overcoming Obstacles to Vaccination**

 **Funded by the European Union**

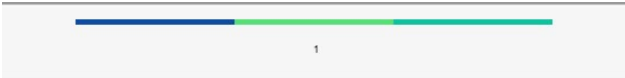
KANTAR PUBLIC | Fundació Flaabio | ifok. | EUregha | EHMA | 

# Title

Subtitle



HADEA/2021/OP/0010



### Introduction

#### Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis elefend. Ut nonummy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

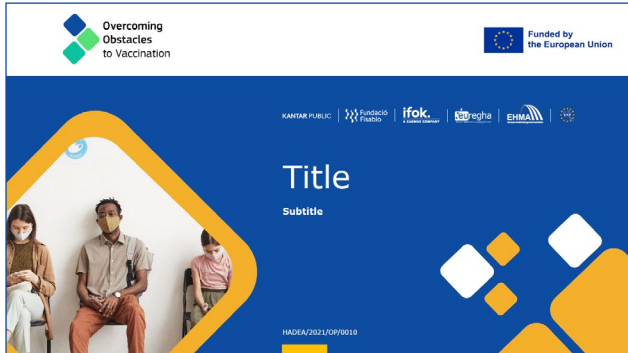
Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Suspendisse dui purus, soelerisque at, vulputate vitae, pretium mattis, nunc.

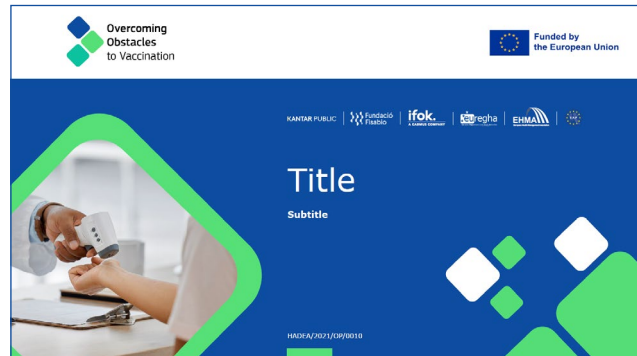
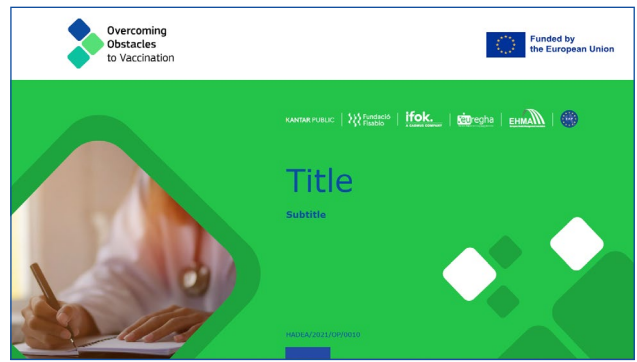


# Tessellation

## Examples of colours



You can vary the opacity percentages to attenuate colours that are too bright and facilitate matching while highlighting elements of the content. Please ensure sufficient contrast between the colours for the text to be readable.





# Project title and use of taglines

For ease of communication to a wide audience and to support dissemination and outreach activities, the title “Service contract to identify obstacles to vaccination of physical, practical or administrative nature to develop recommendations” is shortened to “Overcoming Obstacles to Vaccination”.

In all communication products the contract number must be displayed:

Project number: HADEA/2021/OP/0010.

In all communication products the headings and body text should be clearly differentiated.

We need to differentiate between headings and body text. The title should always be twice the size of any sub-headings. For example: Title in font size 50, tagline in 25

✗ Please do not write the title and subheading in same color and size. Both font size of the title and sub-heading are independent of the font size of the main body text.

## Examples

2

# Title size 50 light

Title font: Verdana

## Headings & Subheadings

**Style: Heading 1. Numbering size 24, bold**

Heading 1 used for chapter titles.

**Style: Heading 2. Numbering size 14, bold**

Subheading style (level 2)

**Style: Heading 3. Numbering size 14 regular**

Subheading style (level 3)

---

**Body text**

Arial size 10 regular, or bold to highlight something. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

---

**Bullet points**

- ◆ Bullet point black (level 1)
  - ◆ Bullet point black (level 2)
    - ◆ Bullet point black (level 2)
- ◆ Bullet point blue (level 1)
  - ◆ Bullet point blue (level 2)
    - ◆ Bullet point blue (level 3)
- ◆ Bullet point green (level 1)
- ◆ Bullet point yellow (level 1)

OVERCOMING OBSTACLES TO VACCINATION HADEA/2021/OP/0010

Title and tagline in different colors Tagline thicker than title

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## Title of the sc

Subtitle

Content

Title and tagline in same color Title thicker than tagline

Funded by the European Union

## Title of the sc

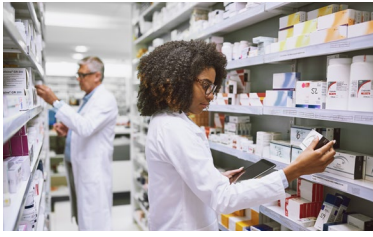
Subtitle

Content

Title and tagline in same color Tagline same typography as title



# Imagery



Medical equipment - Locations



Vaccination



Day-to-day life



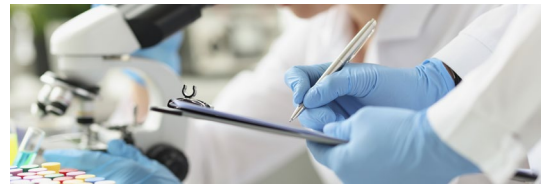
Hospital and experts



Citizens and patients



Examples - European Commission audiovisual library

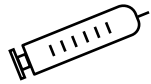


Carousel images

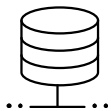
# Icons

## LINE ART / OUTLINES

Do



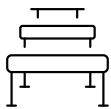
Vaccination



Data



Hospital



Obstacles/Barriers



Family doctors

✗ Don't



Icons should not be filled in block colours as they can be hard to define. The outline of the icon should always be thick enough to make the icon visually understandable (but not so thick as to be coarse)

Icons are a graphical representation of an object, person, concept, or idea. For project consistency, a list of icons and what they represent in the context of this project have been produced.

These icons can be used in any communication output, where applicable, and adapted (icon line colour, size).

Minimum size print and digital = **5mm.**

The colour application is the same as the textual elements **BUT** only one colour should be used for the icon.

