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These are the design guidelines for the visual identity developed for Europeana Creative. By following the guidelines the identity will appear consistent across all media platforms when communicating internally and externally about the Europeana Creative project.

The overall idea behind the design is to meet the target groups in the creative industries by using a contemporary visual language within the field of cultural heritage. The design concept is based on the corporate visual identity for Europeana but is re-using the existing identity elements in new creatively appealing ways.
The Europeana corporate logo is built upon the idea of generating new ideas and is formed from the combination of thought bubbles. This is indeed an essential key message to the Europeana Creative target groups according to the mission statement for the project as a whole: to encourage creative re-use of culture. To make the idea of thought bubbles even clearer, the colour of the bubbles in the Europeana Creative logo is tinted to create a floating, light and contemporary visual expression. By using the three different tints the idea of development and ripples in the water, intensifying for each step, is clarified and elucidated in a very simple way. The colour tinting is already introduced in the Europeana guidelines (specified as 25%, 50% and 75%).
LOGO USE
The Europeana Creative logo follows the rules of the Europeana master logo. The logo safe area is defined as the height of the "e" in the logo typeface.

When placing the logo on a format the logo should preferably be placed in the top or bottom left-hand corner. A secondary placement in the top or bottom right-hand corner is a possibility, see PowerPoint design page 14.
LOGO COLORS
The logo appears in two colors only – black and white. The white version is used for colored backgrounds and the black version whenever using a pure white background.
THE PRISM
From the use of existing Europeana identity elements a new graphic element is created based on the idea of a prism. The prism motif highlights the idea of adding new perspectives on given topics and creating different layers of interpretations – an ideal message to the target groups. The prism consists of layers of images, patterns, colors and tints and can be made in many different variations. The concept of creating layers of graphic elements is already a widely used grip in the Europeana corporate identity. The purpose of the element is to make a strong and significant subidentity to the Europeana corporate identity. Furthermore, it adds a highly contemporary twist to the design.

PRISM VARIATIONS
HOW TO CREATE THE PRISM ELEMENT

The prism must always be an exact square and must consist of only one colour in the four defined tints.
HOW TO CREATE THE PRISM ELEMENT

The prism must always be an exact square and must consist of only one colour in the three defined tints.

**EXAMPLES**
USE OF THE PRISM
The prism safe area is defined as 1/4 of the length/height of the prism. The prism element must always be placed on the edge of the format. Preferably in the top right-hand corner and secondarily in the bottom right-hand corner. The two lightest facets of the prism should always face the top/bottom and side of the format – except from when using a white background. 
The identity for Europeana consists of 6 colors – all selected from the existing color palette in the Europeana brand guidelines but reintroduced in a more active and unfolded way. The “raspberry” red acts as the primary corporate color in purpose of creating a color hierarchy as a tool to make a strong identification across online and offline media. It is used as the main color on the website and, for example, on the opening and end slides in the PowerPoint presentation.

**EUROPEANA PRIMARY COLOR**

- **Red**
  - RGB: 255 0 102
  - hex: #ff0066

- **Blue**
  - RGB: 64 191 240
  - hex: #3fbfef

- **Purple**
  - RGB: 153 0 255
  - hex: #9900ff

- **Orange**
  - RGB: 255 204 0
  - hex: #ffcc00

- **Grey**
  - RGB: 135 135 135
  - hex: #878787

- **Green**
  - RGB: 0 255 204
  - hex: #00ffcc
An essential part of the design concept is the idea of throwing light on and folding out the Europeana cultural heritage content. For template use (Word and PowerPoint) a selection of visually appealing images, illustrations and patterns has been made with the aim of highlighting to the creative target groups the beautiful potentials of Europeana content. The selection of images is chosen to support the message that Europeana content consists of diverse cultural heritage material. In accordance with the widely use of layers in the Europeana brand guidelines the images are made of a combination of a black and white motif and a multiplied layer of any of the indicated Europeana Creative colors.

HOW TO CREATE A EUROPEANA IMAGE

Greyscale image + Color, 100% Layer style: Multiplied =
**IMAGE CONCEPT**

The image material produced and used for Europeana Creative will be very heterogeneous and primarily snapshots from co-creating meetings and workshops. Images are therefore preferably kept in black and white to achieve a unifying expression and to support the documentary properties of the images.

When using images of original artwork the images should be displayed in the original colors.

**IMAGE STYLE**

**IMAGES OF ORIGINAL ARTWORK**
The new visual identity for Europeana Creative has been implemented on a number of Microsoft Office templates. The overall thought behind the template design for Europeana Creative is to keep the existing Europeana content slides as they are – to create a strong brand relation to the Europeana Corporate Identity and to keep the structure and content frame that communicators within the Europeana organization already know. Furthermore the design meets the criteria for eco-friendly printing options as is already thought into the Europeana brand guidelines. And finally the programming behind the existing templates can be reused as much as possible.
Design for PowerPoint follows the building of slides as they appear in the existing Europeana Power Point template. A variation of 12 chapter slides is introduced to the template. Pure color slides are made from all 6 colors in the Europeana Creative color palette and color/image layer slides are made from the selection of visually appealing images, illustrations and patterns of the Europeana archive. The template user is free to choose between the different chapter slides. The primary raspberry red color is used for the opening and end slide of the presentation as well as for the arrow icon on the content slides.
DESIGN FOR TEMPLATES

Design for Word templates follows the content structure from the existing Europeana Word templates. The examples below show the Europeana Creative design for Factsheet, Handbook, Agenda, Minutes and White Paper.

WORD TEMPLATES

- **Factsheet Template**
- **Handbook Template**
- **Agenda Template**
- **Minutes Template**
- **White Paper Template**
Europeana Creative Executive Board Call, April 8, 2013 – Minutes 2 / 13

1.0 April 5, 2013 EB

Participants:
- Petra Newrly, MFG
- Nico Kreinberger, MFG
- Marija Popovic, EDC

2.0 April 8, 2013, 11:00–12:15 CEST

Chair:

Distribution

11:00 11:05 Welcome and approval of previous minutes

11:10 11:15 Review of tasks from previous meetings all

11:20 11:25 Discussion about visual identity and workshop

11:30 11:35 Reviewers for some tasks discussed

11:40 11:55 WP7: Update visual identity and workshop

12:00 12:05 Budget changes: Invitation of reviewers for new WP6

12:10 12:15 Next calls and any other business

12:15 End of meeting

Agenda Executive Board Call (Google Hangouts)

Apologies:
- Pavel Kats (PVK), EF
- Max Kaiser, ONB
- Katharina Holas, ONB
- Paul Keller, KL
- Lizzy Komen, NISV
- Vassilis Tzouvaras, NTUA
- Margaret Mulligan, EBN
- Andrew Kitchen (AK), EDC
- Breandán Knowlton (BK), EF
- Nikki Timmermans (NT), KL
- Petra Newrly (PN), MFG
- Vassilis Tzouvaras (VT), NTUA
- Niko Kreinberger, MFG
- Andrew Kitchen (AK), EDC
- Marija Popovic, EDC
- Petra Newrly, MFG

These apologies are to be recorded in the agenda and those members who have apologized are to be thanked.

Tasks from Previous Meetings

1.0 MK Message and template on Basecamp to ask partners

2.0 KH, MK, BP Discuss and create external mailing list tbd

3.0 MK Message and template on Basecamp to ask partners

4.0 KH Set up a page on Basecamp for requests to be reviewed

5.0 BK, PK Schedule a date for a requirements gathering workshop

6.0 Andrew Kitchen (AK), EDC

7.0 Ne Next calls and any other business

8.0 Project Coordinator

9.0 Minutes

10.0 PN Draft evaluation group and strategy first draft done, discussed; final version to be posted this week.

11.0 All tasks to be included in minutes

12.0 Entire meeting

Agenda Template

Minutes Template

Style and Format for All Minutes

Task

<table>
<thead>
<tr>
<th>No.</th>
<th>Time</th>
<th>Topic</th>
<th>Who</th>
<th>Expected outcome of task</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11:00-11:05</td>
<td>Welcome and approval of previous minutes</td>
<td>MK, KH</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>11:10-11:15</td>
<td>Review of tasks from previous meetings all</td>
<td>MK, KH, all</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>11:20-11:25</td>
<td>Discussion about visual identity and workshop</td>
<td>PVK, EH</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>11:30-11:35</td>
<td>Reviewers for some tasks discussed</td>
<td>EH</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>11:40-11:55</td>
<td>WP7: Update visual identity and workshop</td>
<td>EH</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>12:00-12:05</td>
<td>Budget changes: Invitation of reviewers for new WP6</td>
<td>EH</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>12:10-12:15</td>
<td>Next calls and any other business</td>
<td>EH</td>
<td></td>
</tr>
</tbody>
</table>

Design for Templates – Advanced

A number of advanced templates have been made based on the content structure of the existing advanced Europeana Word templates. The examples below show the Europeana Creative design for Agenda advanced and Minutes advanced. Both follow the colors from the general Agenda and Minutes.

Word Templates

Agenda Template

Minutes Template
A number of advanced templates has been made based on the content structure of the existing advanced Europeana Word templates. The examples below show the Europeana Creative design for Milestone and Deliverable. The raspberry red color is used to reflect the very corporate and formal character of these templates.
Europeana Creative is an exciting new European project which will enable and promote greater re-use of cultural heritage resources by Europe’s creative industries.

The project sets out to demonstrate that Europeana, the online portal providing access to more than 2 million digitised cultural heritage objects from Europe’s libraries, museums, archives and audiovisual collections, can facilitate the creative re-use of cultural heritage content and associated metadata. Partners will develop a number of pilot applications focused on design, tourism, education and social networks. Building on these pilots, a series of open innovation challenges will be launched with entrepreneurs from the creative industries to identify, develop and spin-off more viable projects into the commercial sector.

The project goals will be supported by an open laboratory network (the Open Cult-Lab), an on- and offline environment for experimentation with content, tools and business services, and a licensing framework where content holders can specify the re-use conditions for their materials. The project will be supported by continuous evaluation and business modelling development.

Why now?
The re-use of digital content is an essential part of the Digital Agenda for Europe. Several activities are already stimulating the re-use of cultural heritage in order to demonstrate the social and economic value of cultural content. With the publication of the Europeana metadata under the terms of the Creative Commons Public Domain Dedication (CC0) in September 2013, further development of innovative applications based on this metadata is now possible. Europeana Creative takes this a step further by facilitating re-use of the digital objects themselves.