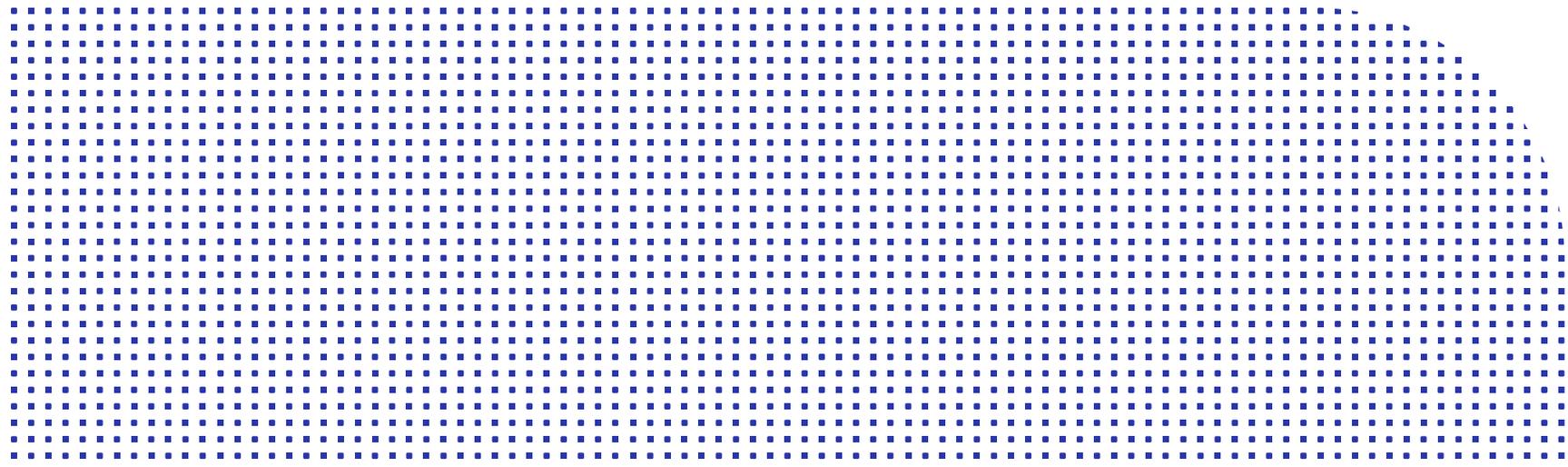


Brand Toolkit Guide





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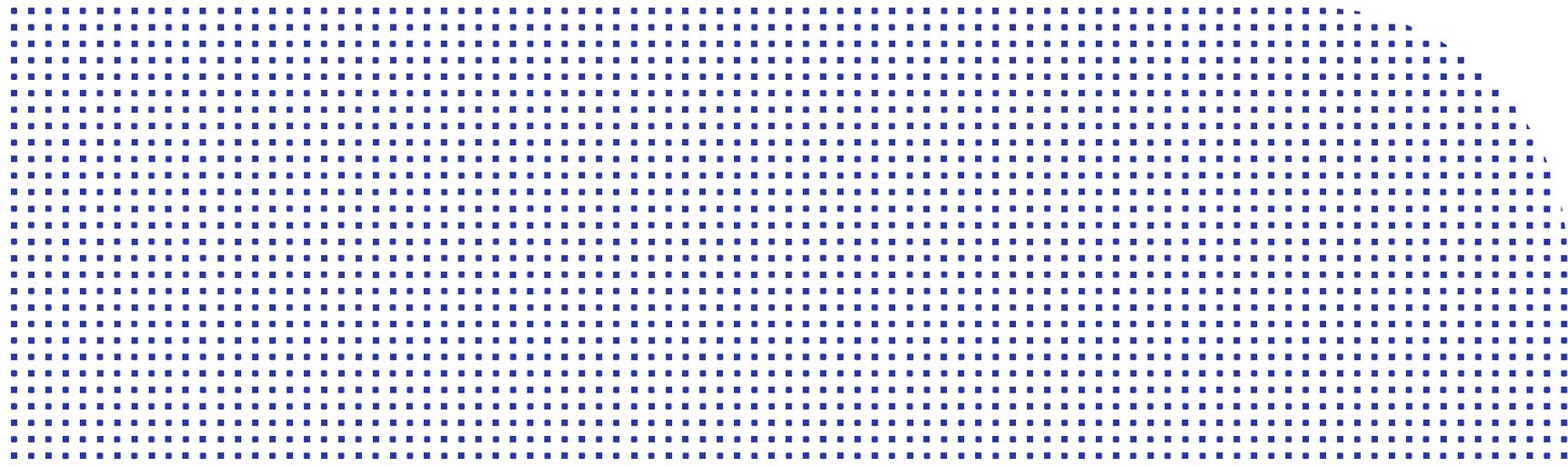
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01. Logotype

The brand icon



Introduction

The colMOOC logo should work across all media. The selection of the display/layout is dependent on the context in which the logo should appear. To ensure the expression of the logo is right for its context, we have created a system of exclusive colors. It includes RGB, HEX and CMYK colors.

Logotype



RGB: 255 206 0
CMYK: 0 19 93 0
HEX: #ffce00



RGB: 42 54 169
CMYK: 95 82 0 0
HEX: #2a36a9

Clear space



Give the logo some room to breathe. Use a minimum clear space surrounding the logo equivalent to the height of the icon.

Minimum size:
16px / 10mm / 0,4"



The correct logo for the correct situation

Our brand must be adaptable to several formats, so we have developed three versions with different orientation. Horizontal, this is the main version, and it is the one that most expresses our brand. Square, for little room spaces the square version makes our brand stand out even more. Vertical, when among other brands, this version makes the colMOOC logo more visible.

Horizontal



Square



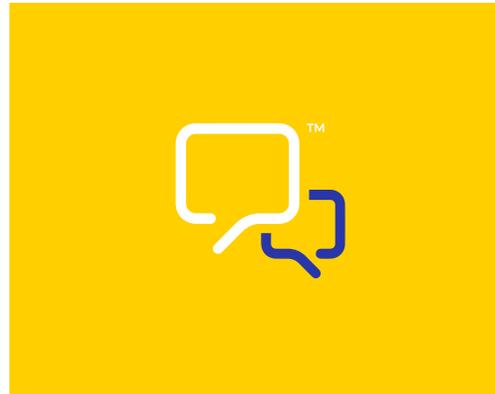
Icon



Background applications

Apart from the negative/positive application on color backgrounds; when the colMOOC logo is used on textured backgrounds, should be on the monochromatic version.

Yellow background



Blue background



Over white/light backgrounds

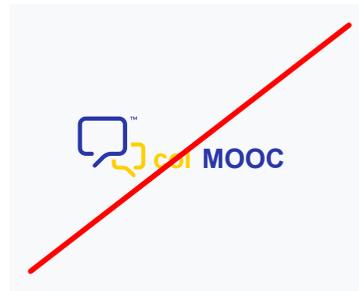


Over textured/dark backgrounds

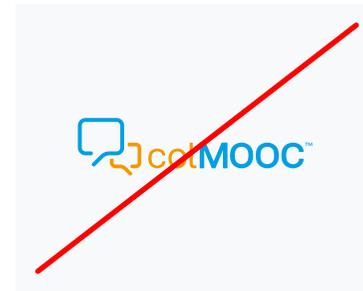


Incorrect uses

In order to guarantee a correct reproduction of our brand, it is not allowed to modify in any of this cases:



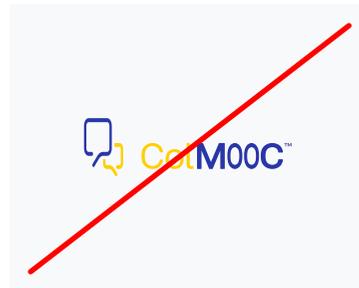
Change the typography.



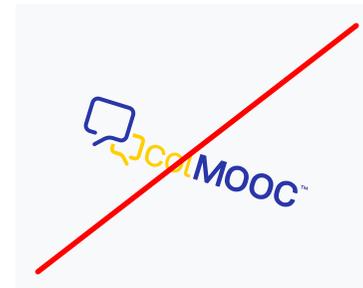
Change of the main color combination.



Transform or change general proportions.



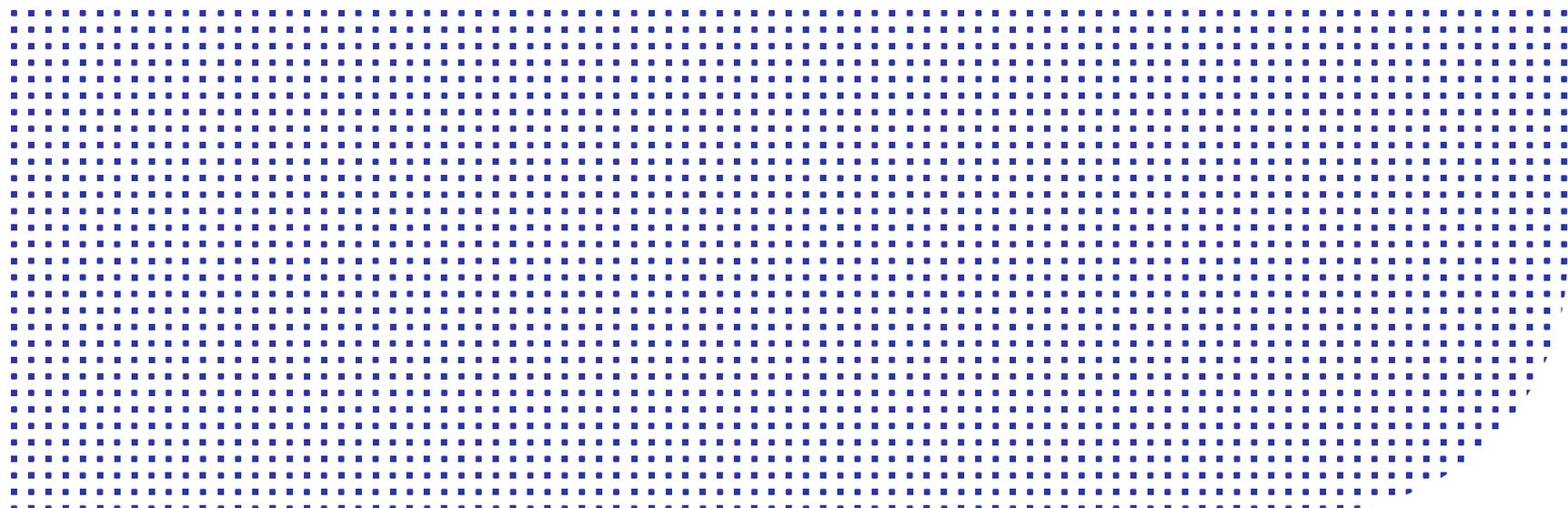
Transform or change any proportions of the logo elements.



Change the orientation or graphic angle.



Apply outlines.



03. Colors

Identity colors palette

Color palette

To ensure the expression of the brand is right for its context, the guidelines include RGB, CMYK, and Web Hexadecimal colors, and an extended palette of solid colors as well as support logo treatments.

Main colors



RGB: 42 54 169
CMYK: 95 82 0 0
HEX: #2a36a9



RGB: 255 206 0
CMYK: 0 19 93 0
HEX: #ffce00

Secondary colours



RGB: 14 24 111
CMYK: 100 93 31 18
HEX: #0e186f



RGB: 255 189 0
CMYK: 0 29 93 0
HEX: #ffbd00



RGB: 80 83 90
CMYK: 65 53 45 39
HEX: #50535a



RGB: 182 183 183
CMYK: 32 23 24 4
HEX: #b6b7b7

04. Typography

Character and style

Typography and fonts

The project is highly technological, innovative and with modern functionality. A modern, minimalist, futuristic and technological typography has been defined for this purpose. In this case the Encode Sans and Akkurat, readable typefaces optimized for the web and printing formats.

Titles and subtitles

Encode Sans Condensed

Encode regular: Lorem ipsum
lor sit amet consectetur.

Body copy and details

Akkurat Pro

Lorem ipsum dol em rem

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labisi ut aliquip ex.

Details of construction

Consectetur adipiscing elit, sed do eiusmod tempor incaliquip ex.

05. Print application

Communication formats
and campaigns





Example of magazine or basic catalog, composed of cover and back cover.



Examples of vertical and square formats for flyers and posters with clear images and effective and impactful messages.





colMOOC

Smart and collaborative learning

Are you a teacher, a student or an academic?

Are you a tool developer or a content provider?

Are you a learner, a trainer or a SME?

Join us at www.colmooc.eu

Smart and collaborative learning

The colMOOC project brings agents' based smart technologies in MOOCs to scale up the benefits of triggering learner interactions.

The project is managed by an international consortium.

Nine partners from 5 countries join forces to develop next generation MOOCs.

- Offer a teacher configurable conversational agent which enables smart interactions while users discuss with "productive peer dialogue in the class for learners' constructing shared deeper understanding"
- Develop pilot MOOCs available in three well-known worldwide MOOC platforms:
 1. Programming for Non-Programmers
 2. Computational Thinking in the Classroom
 3. Educational Technologies in the Classroom

Explore the impact of the proposed smart tools on all stakeholders and advance a novel "learning technology" approach in MOOCs to account for more productive learners and more satisfied and engaged learners.

Join us at www.colmooc.eu



colMOOC



Smart and collaborative learning

Taking advantage of present technology to boost the education of tomorrow.

Social interaction is important for essential knowledge building and quality learning.

Improve learners' performance, minimize the dropout rate of a MOOC and stimulate stronger engagement by setting up a smart agent to trigger learners' constructive dialogue.

www.colmoooc.eu



06. Digital application

Web context



Main Objective

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti.

Learn more

Smart and collaborative learning

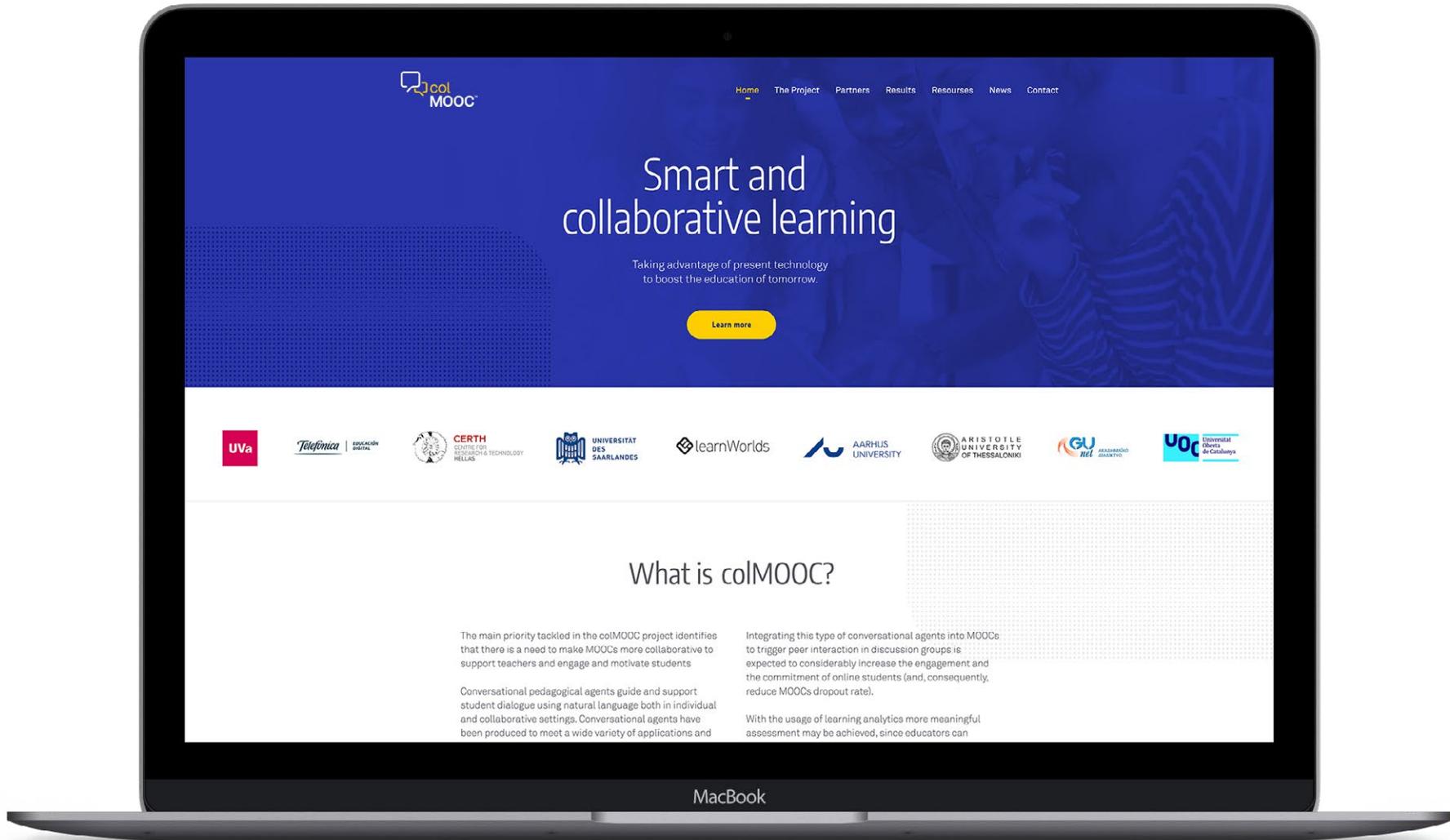
Taking advantage of present technology to boost the education of tomorrow.

Play video

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learnWorlds

AAU
UN



Home The Project Partners Results Resources News Contact

Smart and collaborative learning

Taking advantage of present technology to boost the education of tomorrow.

Learn more



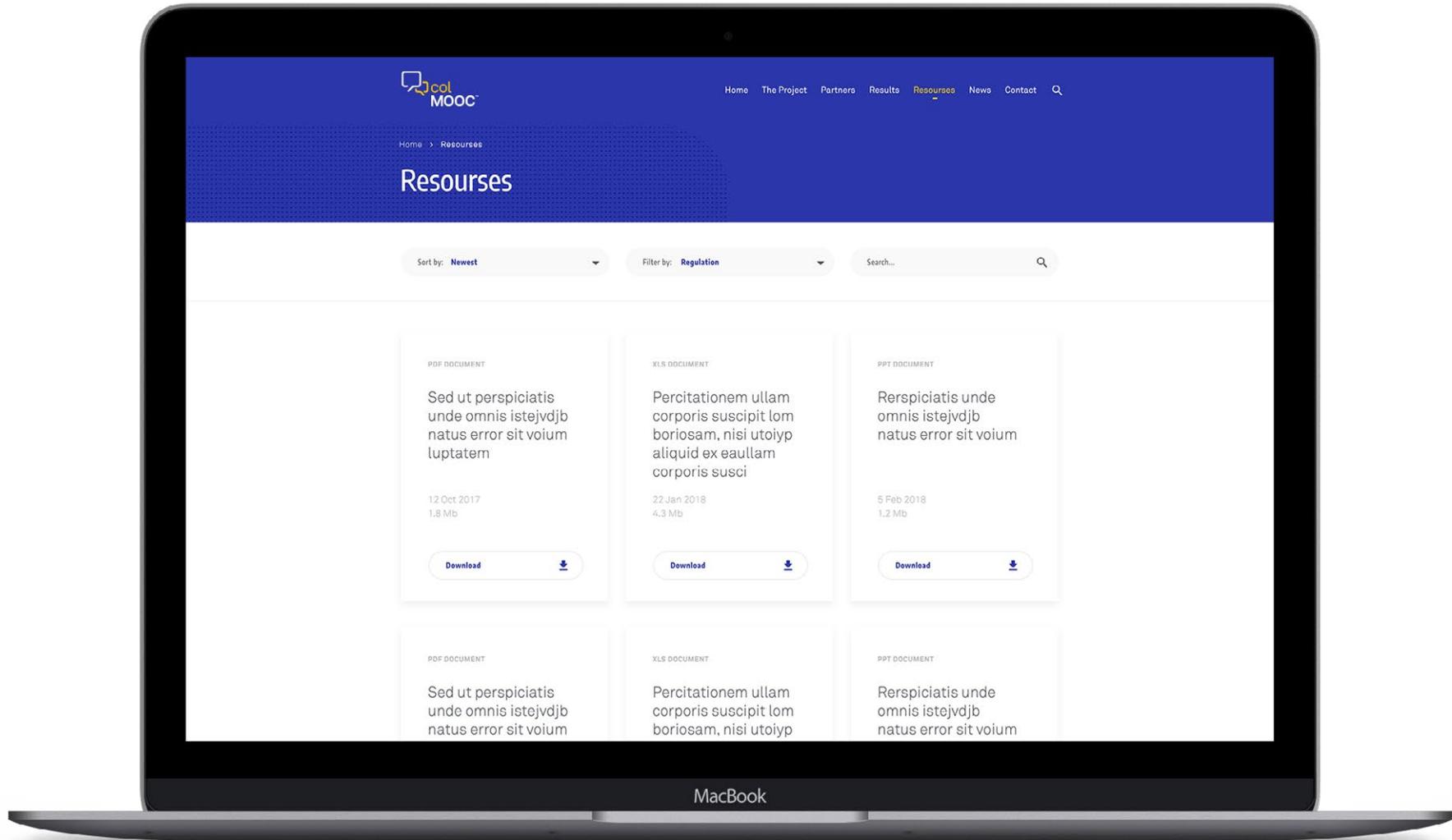
What is colMOOC?

The main priority tackled in the colMOOC project identifies that there is a need to make MOOCs more collaborative to support teachers and engage and motivate students

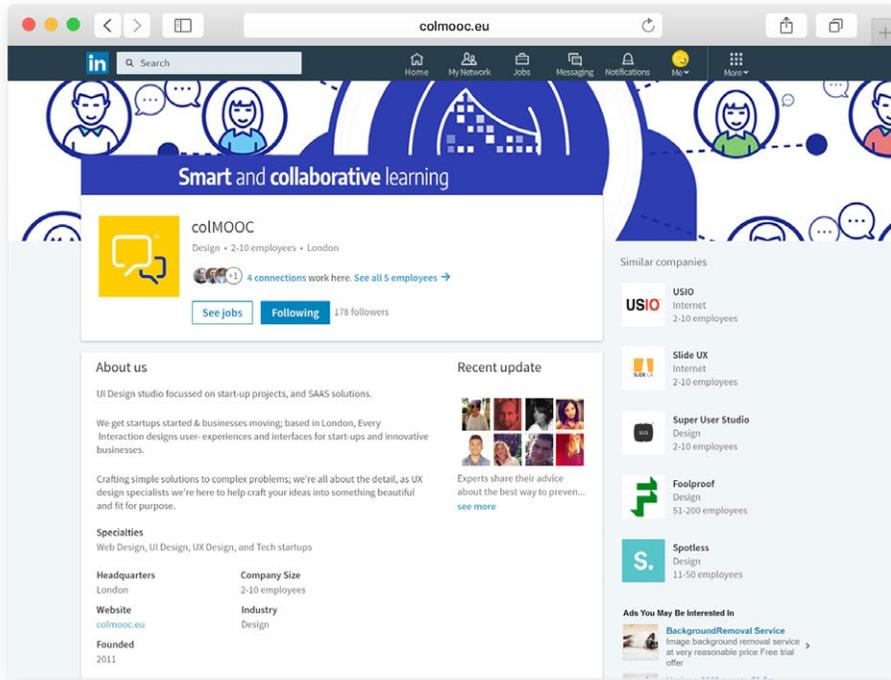
Conversational pedagogical agents guide and support student dialogue using natural language both in individual and collaborative settings. Conversational agents have been produced to meet a wide variety of applications and

Integrating this type of conversational agents into MOOCs to trigger peer interaction in discussion groups is expected to considerably increase the engagement and the commitment of online students (and, consequently, reduce MOOCs dropout rate).

With the usage of learning analytics more meaningful assessment may be achieved, since educators can



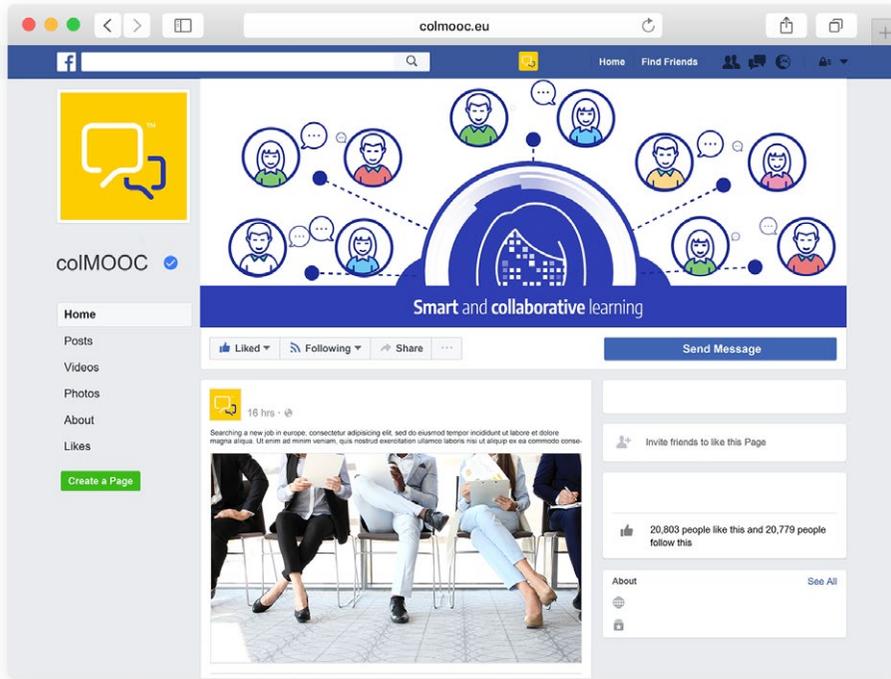
Website > Interior page example > Resources



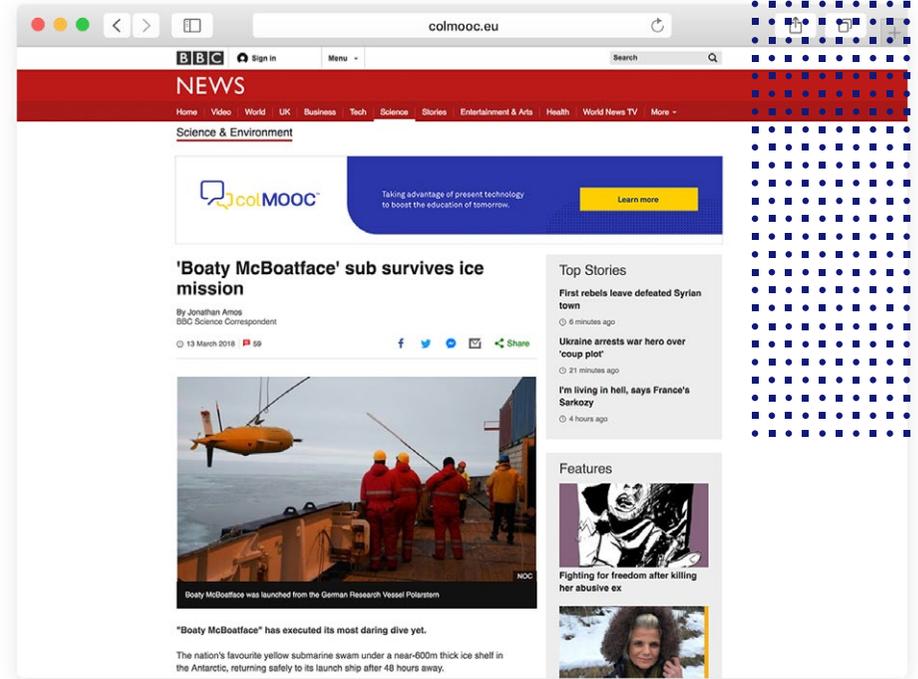
Linkedin display



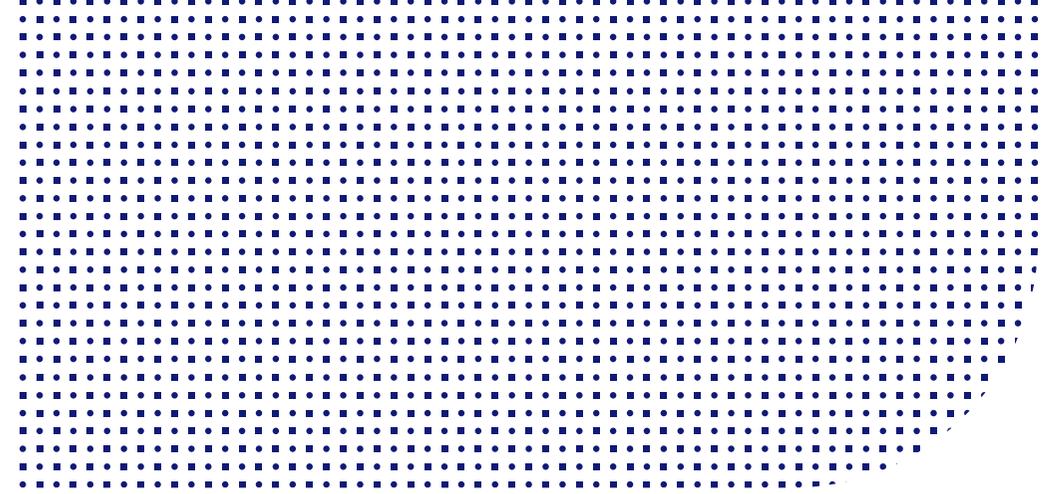
Twitter display



Facebook display



Banner for web media



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Brand Toolkit Guide: colMOOC Visual Communication Styles and Formats

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