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2023-1-IT02-KA220-SCH-000151181

EDUCATIONAL VENTURES VISUAL DESIGN IDENTITY

Analysis of visual consistency, graphic system and rules of use for website, logos, posters, social media, educational materials and dissemination.

1. Executive summary

Educational Ventures' Visual Design Identity communicates an intentional balance between digital innovation, experiential learning, relationship with the territory and the European dimension. The visual language combines natural and inclusive elements (green, students, lawn, outdoor learning) with technological signs (AR/VR glasses, tablets, blue/cyan gradients, digital interfaces) and with a recognizable institutional component (European Union emblem, project code, partner logos and disclaimers).

Identity visually translates the pedagogical model of the project. The logo shows two students in an urban-green context, engaged in study activities with immersive tools; the site adopts a digital lighting system, based on blue/cyan gradients and soft shapes; posters and social content, on the other hand, enhance the theme of sustainability, outdoor learning, cooperation and European dissemination.

The visual identity of Educational Ventures works because it makes the promise of the project immediately understandable: to build a new cooperative model of school, capable of integrating transversal skills, cultural heritage, active citizenship, immersive technologies and non-formal learning. The report also proposes operating rules to make communication more uniform and replicable in all future materials.



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2. Strategic identity of the project

The strategic basis of visual identity derives directly from the objectives of Educational Ventures: development of cultural, digital and social skills; creation of a cooperative model of school; integration of e-learning, outdoor education, AR/VR and active methodologies. For this reason, the visual system must keep together four registers: educational, technological, territorial and institutional.

Identity principle	Visual translation
Human and inclusive	Communication focuses on students, teachers, local communities and stakeholders. The presence of girl and boy in the logo, the positive tone and the collaborative images reinforce the idea of participation.
Outdoor and territory	The greenery, the trees, the lawn, the open spaces and the reference to the city garden visually translate the learning outside the classroom and the link with cultural heritage and community.
Digital and immersive	AR/VR glasses, tablets, blue/cyan gradients, interfaces and technological images connect the project to e-learning, apps, XR and digital skills.
European and reliable	The project code, the emblem “Co-funded by the European Union”, the disclaimer and the presence of the partners build credibility and traceability Erasmus+.
Replicable and modular	Posters, infographics, forms and templates must be reusable by different partners while maintaining a common, readable and recognizable structure.

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3. Logo: structure, meaning and role in the system

The logo is the core of visual identity. It is an illustrative and narrative brand that summarizes the Educational Ventures method in a single scene. The circular composition, arched lettering and central scene create a sign close to an educational badge, suitable for institutional materials, presentations, website, social media and educational content.



Logo Educational Ventures: students, immersive tools, nature and urban environment.

3.1 Logo anatomy

Item	Meaning in Visual Identity
Circular shape / badge	It communicates unity, continuity and belonging. The circle can also be read as a “portal” to new learning experiences.
Wordmark ad arco “Educational Ventures”	Turn the name into an architectural element of the scene. The arched arrangement gives stability and recognizability even in small to medium sizes.

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Two students	They make the brand human, inclusive and scholastic. The pair suggests peer learning, cooperation, gender balance and the social dimension of learning.
AR/VR Glasses	They are the most explicit sign of innovation: immersive learning, augmented reality, virtual reality, digital skills and responsible use of technology.
Book and tablet	They build the bridge between traditional learning and digital learning. The book refers to study and culture; the tablet to the production, exploration and sharing of content.
Lawn, trees and greenery	They connect the project to outdoor education, sustainability, well-being, situated learning and connection with the environment.
Buildings in the background	They introduce the urban and territorial context. The project does not isolate technology from reality, but integrates it with places, communities and heritage.
Positive student expression	It reinforces the emotional tone of the brand: curiosity, involvement, happiness, participation and a sense of discovery.

3.2 Logo usage rules

Primary use: colour version on a white, light, soft blue or very light green background. This is the version that is most consistent with the illustrative nature of the brand.

Clear space: keep a free space around the logo that is at least equal to the height of the letter “E” of the wordmark or, alternatively, 10% of the diameter of the logo.

Minimum size: on print, avoid widths of less than 25 mm; on digital, avoid widths of less than 120 px when the lettering must remain legible.

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Do not alter: do not distort, do not rotate, do not change colors, do not apply aggressive filters, do not insert the logo into shapes that cut its edge.

Recommended versions: provide a “logo only” color version, a version with project code, a monochrome version for technical documents and a simplified version for favicons/social avatars.

Co-branding: when the logo is placed alongside the EU and partner emblem, it must be sized in a balanced way and must not interfere with the legibility of the wording “Co-funded by the European Union”.

4. Color system

The palette observed in the materials combines three color families: green/teal by nature, sustainability and outdoor learning; blue/cyan for digital, connection and technology; orange/yellow for energy, city, activation and human warmth. The institutional colours of the EU emblem must remain separate from the creative palette of the project: they are used for the correct visibility of the funding, not to “decorate” the communication.



Operational palette taken from the materials provided and from the website: main colours, accents and EU institutional colours.

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Color	HEX	Role	Recommended Use	Sample
EV Teal Green	#439591	Primary	Logo, titles, lines, icons, identity elements.	
Nature Green	#4C9564	Secondary	Outdoor learning, sustainability, content on the territory and the environment.	
Digital Blue	#415FE1	Digital Primary	Hero web, buttons, technological sections, gradients.	
Cyan Interaction	#49B3E2	Digital secondary	CTAs, highlights, AR/VR, interactions, LMS components.	
Deep Institutional Blue	#173774	Texts and contrast	Dark headlines, footers, institutional blocks, high readability.	
Soft Orange	#F5BF6D	Warm accent	Cities, creativity, callouts, non-institutional evidence.	
Light Mint	#D2F6F4	Background	Quiet areas, boxes, cards, posters,	

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			materials with a lot of text.	
EU Blue	#003399	Institutional	EU emblem/funding statement only, according to EU rules.	
EU Yellow	#FFCC00	Institutional	Only stars of the EU emblem/funding statement.	

4.1 Color logic

Green/teal: it is the most recognizable identity color. It expresses balance, growth, learning, nature, sustainability and continuity. It must remain dominant in pedagogical and outdoor materials.

Blue/cyan: supports the digital dimension of the project. In the site and materials LMS creates a contemporary, dynamic and technological effect, suitable for AR/VR, platform and app.

Orange: serves as a human and urban accent. It should be used sparingly to warm up the visual system, highlight callouts and link technology and everyday reality.

Light colors: mint, white, pale blue and light green are useful for maintaining readability, breath and accessibility in materials with a lot of information.

EU institutional colours: they must remain faithful to the emblem and not be contaminated by gradients, filters, shadows or textures.



5. Typography and Visual Hierarchy

The materials analyzed show a common trend: large headlines, often in capital letters, with a modern sans-serif font; simpler and more functional texts for paragraphs, disclaimers and operational information. This approach is correct, but to ensure consistency between partners, a common typographic hierarchy should be established.

Level	Recommended font	Weight / Style	Usage
Main Title	Montserrat / Poppins / Liberation Sans	Bold, moderate capitalization	Cover, poster, hero web, opening slide.
Section Titles	Montserrat / Poppins / Liberation Sans	Semibold	WP sections, forms, reports and presentations.
Body text	Arial / Liberation Without / Arial	Regular	Documents, guidelines, didactic sheets, reports.
Didascalie e disclaimer	Arial / Liberation Sans	Regular 7-9 pt	Footer, references, project code, EU disclaimer.
Social highlight	Montserrat / Poppins Condensed	Bold, high readability	Headline brevi, card social, annunci TPM/ME.

5.1 Rules of Thumb

Use a maximum of two typography families per material: one for headings and one for body text.

Limit the use of capital letters to short headlines; Do not use it for long paragraphs or technical texts.

Keep the project code legible at all times, not less than 8 pt on print and 11 px on digital.

For multilingual materials, prefer fonts with full support for accents and special characters.

Avoid overly decorative display fonts in institutional reports: the priority is readability and professionalism.

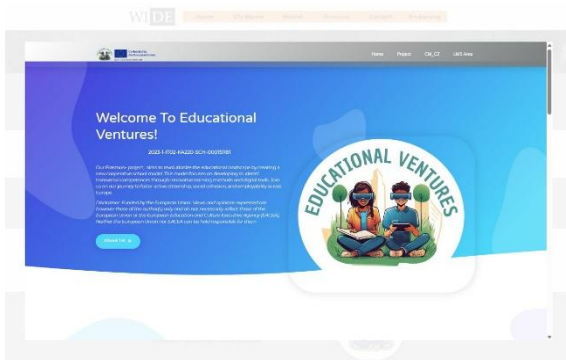


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6. Visual language: images, shapes, iconography

Educational Ventures' visual identity uses a hybrid language: educational photographs and illustrations, technological elements, soft textures, light backgrounds and rounded shapes. This combination makes it possible to communicate innovation and accessibility simultaneously: the project is digitally advanced, but remains close to the school, the students and the territory.



Website: hero with blue/cyan gradient, soft shapes and large logo.



WP2-3 poster: green editorial system, photo collage, emphasis on outdoor learning.

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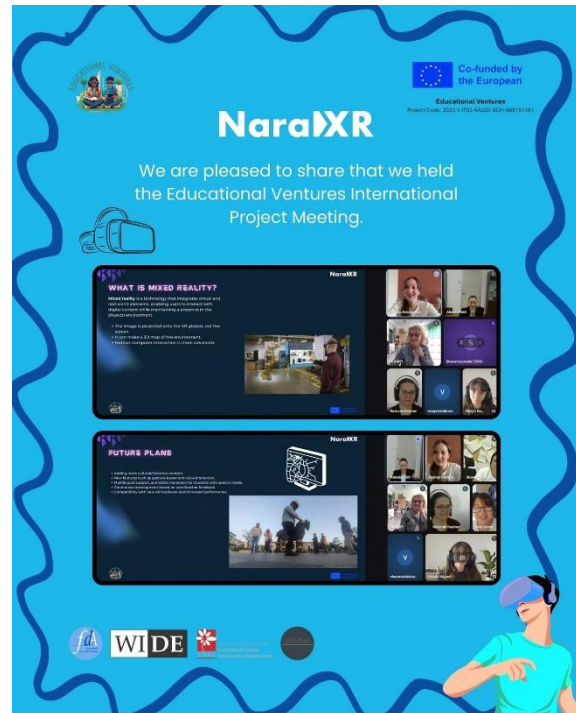


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*2nd ME poster: light background,
information blocks, partner icons and logos.*



*TPM posts: more dynamic social identity,
digital cyan, screenshots and partner logos.*

6.1 Recurring elements

Rounded shapes and blobs: they give a contemporary, soft, inclusive tone and close to the digital interface.

Blue/cyan gradients: support the digital theme and make the site instantly recognizable.

Natural textures and green backgrounds: they recall the environment, sustainability, experiential learning and territory.

Photographs of students/groups: they make visible the cooperation, the target and the social dimension of the project.

Educational icons: make it easier to read objectives, modules, skills and project phases.

Partner logos at the top or in the footer: they reinforce the European dimension and the collaborative nature of the project.

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7. Layout system and applications by channel

To ensure consistency, each material should follow a recurring structure: institutional header with logos and project code; main area with title and message; modular content organized in tabs or blocks; Footer with disclaimer and, when necessary, partner logos. This architecture makes materials recognizable even when they change language, responsible partner, or format.

Channel	Visual function	Consistency rule
Website	First public touchpoint; show mission, WPs, partners and LMS access.	Use blue/cyan gradient, hero with logo, clear CTAs, short texts and linear navigation.
Posters and infographics	They synthesize results, modules, events and dissemination messages.	Use green/mint palettes, strong hierarchy, consistent icons and a single main headline.
Social media	They increase visibility and engagement, telling TPM, ME and results.	Create square and vertical templates with logo, project code, EU emblem and partner footer.
Presentations	They support meetings, events, training and dissemination.	Open with institutional slide; Use clear title, little text, consistent images and disclaimer footers.
Guidelines and reports	They formalize results and make the model replicable.	Favor readability, clean tables, limited palette, section numbering and standard fonts.
Video/multimedia	They make the narrative dynamic and show experience, AR/VR and outdoor learning.	Use consistent intros/outros, neat logos, readable subtitles and consistent transitions with smooth shapes.

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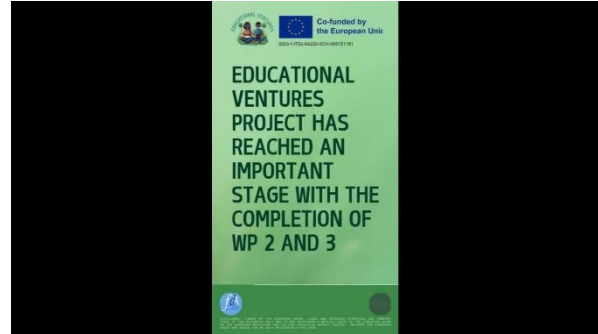
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7.1 Examples from video content



Video frame: dominant green, outdoor photography with VR and synthetic headline.



Vertical video frame: social layout, light green, large headline and institutional logos.

8. Erasmus+ co-branding and the visibility of the European Union

The visual identity of the project must coexist correctly with the European institutional identity. In the materials examined, the emblem “Co-funded by the European Union” and the disclaimer are present recurrently: this is a positive element and must remain constant on the website, posters, presentations, videos, social media, reports and training materials.

The key rule is separation: the Educational Ventures logo communicates the project; the EU emblem communicates the funding. The two elements may be close together, but they must not be merged, modified, or treated as a single brand. The EU emblem must remain legible, proportionate and with adequate contrast in the background.

LOGO CO-FOUNDED BY THE EUROPEAN UNION



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8.1 Operating Rules for Future Materials

Always place the emblem “Co-funded by the European Union” in a visible position: header, footer or institutional area of the layout.

Do not apply transparencies, filters, gradients, heavy shadows, or deformations to the EU emblem.

When the background is colored or photographic, use a version of the emblem with a white area or with sufficient contrast.

Do not use the blue and yellow of the EU emblem as a simple decoration of the material: they must remain institutional colours.

Include the disclaimer in all public versions and dissemination materials, adapting the size and language of the channel.

If you have many partner logos, create a neat band with constant margins and alignments, avoiding overlapping or over-shrinking.

9. Accessibility, readability and graphic quality

An Erasmus+ visual identity must be recognisable but also accessible. Educational Ventures materials deal with educational issues and involve students, teachers, families, local communities and institutional stakeholders: for this reason, accessibility is not a secondary aspect, but part of the design quality.

Appearance	Recommended standard
Contrast	Use dark text on light backgrounds or white text on dark blue/green backgrounds. Avoid small text on images or complex gradients.
Text size	Poster: very readable headline; minimum body 18-22 pts. Social: avoid dense blocks of text. Report: 10-11 pt minimum.

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Hierarchy	One main title, maximum two sublevels, obvious but limited callouts.
Alt text	Add alternative descriptions for on-site images, accessible PDFs and LMSs.
Language and clarity	Short sentences, concrete messages, controlled translations, consistent project code in all versions.
Export	Check 100% final PDFs and images: no cropped logos, no text too small, no illegible footers.

10. Ready-to-use checklist

- Educational Ventures logo present, not deformed and legible.
- Project code corretto: 2023-1-IT02-KA220-SCH-000151181.
- Emblema “Co-funded by the European Union” visibile e non modificato.
- Disclaimer present.
- Colors consistent with palettes: green/teal, blue/cyan, orange only as an accent.
- The main title is clear and not excessively long.
- Readable text on desktop, mobile and print.
- Aligned, non-overlapping and balanced-sized partner logos.
- Images consistent with students, outdoor learning, technology, cooperation, or community.
- File exported and visually checked before publishing.

11. Conclusion

Educational Ventures has a visual identity consistent with its mission: to transform the educational experience through a cooperative model that integrates school, territory, culture, immersive technologies and transversal skills. The central sign of the logo - students immersed in an urban green context with digital tools - is particularly effective because it immediately unites all the pillars of the project.

The recommended visual direction for the next materials is clear: keep green/teal as the identity color, use blue and cyan for the digital dimension, use orange as a warm accent, always order

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logos and disclaimers in an institutional range and adopt common templates to ensure continuity between the website, LMS, posters, social networks, presentations and reports. In this way, the communication of the project will be more recognizable, professional, accessible and fully aligned with the Erasmus+ nature of Educational Ventures.

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