

Bright@EU

BRIGHT@EU Brand

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1. Visual identity BRIGHT@EU

The Bright@EU logo is the symbol of our project and all that we stand for. It must be depicted precisely and consistently. The logo execution, the colours and the typefaces have been selected to work together as our corporate identity (CI). This manual provides a comprehensive guide for the correct use of our CI.

The goal is to have the same graphic elements in all countries, where the project Bright@EU will be implemented. The target groups (users, teachers, schools, public institutions, medias etc.) should connect/link those elements like an internationally recognized standard of basic legal knowledge in Europe.

The proposed visual style is characterized by several distinctive elements. The creators attempted to do so visual arts to illustrate the most important features of the Bright@EU identity ("the image is more than a thousand words").

Law	Name/colour logo
Competences	Project name/Brand
International character	Europe - EU
Online platform	@ in name
Actuality, dynamics	Totally fresh/modern look

2. Visual identity rules for all countries

Project name „Bright@EU“

- We use capitals in EU
- Inserted at “@“is an integral part of the project name symbolizing online platform like the main project output and educational tool
- Project name is not translated to other languages, it is used only in English like an international name

Propose of the name

- Takes a look
- Symbol „@“ associates online content of education
- EU in name confirms international range

3. Visual identity of online platform

Online educational platform will be respect all elements specified in that document. All specialized texts will be developed by the experts of the project partnership and will be nonstop accessible to all users free of charge. The platform will consist of 2 moduls:

1. EU law
2. National laws:

And 4 submodules according to the partner countries:

- a. German law
- b. Cypress law
- c. Spanish law
- d. Czech law

Every module and submodule will be characterized by the particular graphic element:

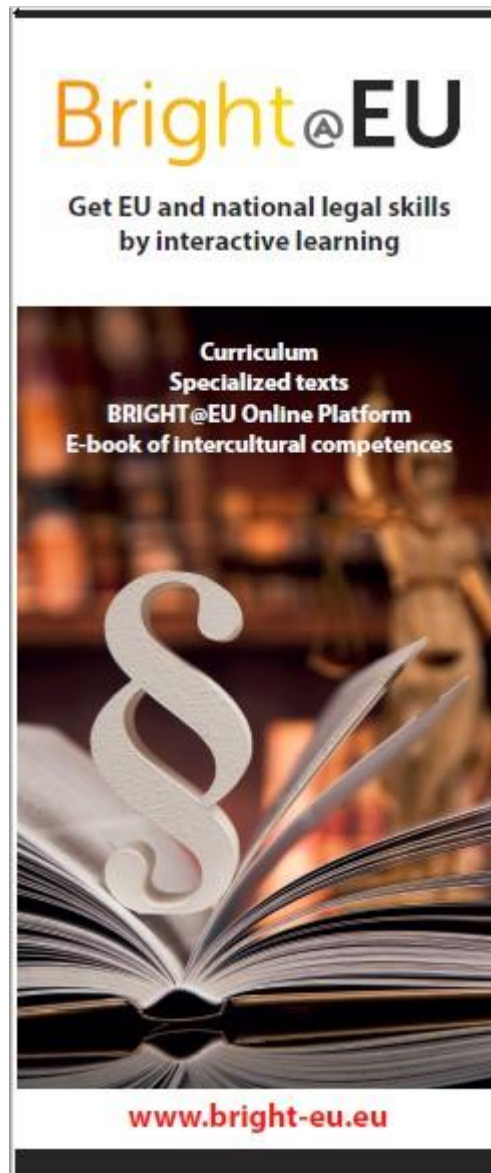
1. Cover colour
2. Person/Persons of the guide explaining the particular examples from law in the concrete life situations

	Cover colour	Type of guide
EU law	blue	Single divorced women 40+ with 1 child
German law	brown	Married couple 55+
Cypress law	yellow	Young unmarried pair aged 20 – 30
Spanish law	red	Single women 20-25 years old
Czech law	green	Family (mum, dad and 2 children)

4. Type of printed matters

- Roll-up, Poster

Roll-up and poster can be printed in English or in other partner language with the stored graphic layout of the English proposal.



- Leaflets
Leaflets can be printed in English or in other partner language with the stored graphic layout of the English proposal.

Objectives

The project BRIGHT@EU wants to develop an interactive online platform which will serve:

- To have basic knowledge of EU law and national laws (legal literacy in EU)
- To support employment abroad
- To help with expanding the business abroad



BRIGHT@EU support European mobility for those who cannot find a job in their home country.

BRIGHT@EU will provide the European educational landscape with an innovative non-academic tool.



Partners and Contacts

bit cz training, s.r.o.
www.bitcz.cz

Institute for Work and Technology of the Westphalian University
www.iat.eu

European University Cyprus
www.euc.ac.cy

FYG Consultores
www.fygconsultores.com








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Bright@EU

Get EU and national legal skills
by interactive learning



www.bright-eu.eu

Outcomes

- 01 - BRIGHT@EU Curriculum
- 02 - Development of the specialized texts
- 03 - BRIGHT@EU online platform
- 04 - E-book of intercultural competences

The main output will be an interactive online platform for adult, which wants to have basic knowledge of EU law and national laws (legal literacy in EU).



We will collect methods to train-the-trainer, and exchange all methodological expertise in the consortium to create a train-the-trainer guide. We will also include teaching materials for online e-learning. Once ended all trainer guide and training materials - e-learning, available in English, German, Czech, Spanish and Greek.

Target Groups

BRIGHT@EU is useful for everyone who wants to know the basic information about EU law and national Spanish, Cyprian, German and Czech laws.



Individuals

- Young adults going abroad (study, job, marriage etc.)
- Young professionals expanding their business abroad
- Refugees
- Trainers/teachers for adult education

Institutions

- Adult education institutions
- NGOs
- National employment offices
- VET bodies, universities

Benefits/Impacts

BRIGHT@EU is a European Project focused on the legal information and knowledge in power of the citizens in the EU. The main intention of the project is to create a basic legal training and a validation system for legal literacy in Europe, allowing citizens the access to basic legal knowledge.

BRIGHT@EU will provide the users with the practical legal skills to have necessary information for going abroad.

It will enable future participants

- To develop innovative online platform focused on law skills for adults
- To develop training course for trainers/teachers
- To develop e-book with the intercultural competences
- To verify the whole educational platform by 20 participants
- To disseminate all outputs to the target groups

There will be considerable impact on individuals/institutions directly involved in BRIGHT@EU.



6. Graphic elements

The project brand logo is a visual statement of our vision, values, strength and integrity. By following this guide, you help define BRIGHT@EU logo for our target groups, partners, and others. Equally important, you help them recognise, differentiate, and remember the BRIGHT@EU brand. It is an extremely valuable asset and this corporate identity guide (CI) has been produced to help people who use the brand to understand how it must be correctly, and consistently applied. It offers a framework for making and evaluating creative decisions.

Bright@EU

Due to the financing from public funds we are obliged to use the logo of Erasmus according to the publicity rules of European Commission in all official project documents:



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