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Project number: 710063

Project title:

ALLCOOL - Raising awareness and action-research on Heavy
Episodic Drinking among low income youth and young adults in
Southern Europe

Project beneficiaries: Agência Piaget para o Desenvolvimento, Spora Sinergies
SCCL, Azienda Unita Sanitaria Locale di Bologna

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Short background:

The project:

ALLCOOL is a project where a consortium of research and collaborating stakeholders in 3 South European countries (Portugal, Spain and Italy) aim to tackle the growing trend of Heavy Episodic Drinking (HED) in the region. More research is needed to analyse the relationship between HED and lower socio-economic youth and young adults (15-30 years old).

This is particularly relevant in Southern European countries going through a socioeconomic crisis, with increasing unemployment rates especially among recently graduated students and decreasing family income.

By promoting healthy lifestyles, filling research gaps and implementing innovative and replicable local interventions focusing on prevention of heavy episodic drinking among youth this project will: 1) promote good health among EU youth population; 2) in the long-term, contribute to the sustainability of the health systems and healthy work forces.

This document:

Logo and Visual Identity Manual establish the basic principles to be applied to preserve visual properties and facilitate the correct propagation, perception, identification and memorization of the AllCool project communication material.

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1. Introduction

1.1 About the project

ALLCOOL is a project where a consortium of research and collaborating stakeholders in 3 South European countries (Portugal, Spain and Italy) aim to tackle the growing trend of Heavy Episodic Drinking (HED) in the region. More research is needed to analyse the relationship between HED and lower socio-economic youth and young adults (15-30 years old). This is particularly relevant in Southern European countries going through a socioeconomic crisis, with increasing unemployment rates especially among recently graduated students and decreasing family income. By promoting healthy lifestyles, filling research gaps and implementing innovative and replicable local interventions focusing on prevention of heavy episodic drinking among youth this project will: 1) promote good health among EU youth population; 2) in the long-term, contribute to the sustainability of the health systems and healthy work forces.

1.2 Visual Identity Manual

In this manual you will find all the necessary information to properly use our logo. ALLCOOL project is a project grant '710063/ALLCOLL' therefore the use of its main symbol, the logo, must be used correctly. By this manual we give you the tools to do so. Should there be any question marks concerning the usage you are always welcome to contact the Communication office.

2. Logo

The logo is ALLCOOL consists of a square from the white background to which internal of the word "ALLCOOL" black inserted into a roar of white background. The roar is surrounded by blacks glasses that make a circle.



ALLCOOL logo colours of the logo are black and white.

3. Utilization

Allcoll logo should be used for all official communications of the project and with regard to communication on website, social media, communication material, reports, relations, external communications.

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The logo is placed at the top centre of the page with the size of 2.5 cm high and 2.5 cm wide.

3.1 Background

The background has to be white and not confusing for the logo. It's not allowed to have different colours in the background.

3.2 Proportions

The ALLCOOL logo can be scaled to publications, flyers, PR material etc. However the proportions have to be always constant. Although it is not recommended to use the logo in a too small format, as it would no longer be recognizable. The logo must be used with the correct proportions of the width and length.

3.3 Consistency

The logo MUST be used entirely, no elements can be separated.

3.4 Effects

The logo must be used in originally. Either shadow or adding a depth to the logo is not allowed.

3.5 Colour/strokes

The ALLCOOL Logo is unique in its form and colours. Logo can be used with different levels of transparency (20%) ensure text legibility

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