Deliverables in Work Package D5.3

For Work Package D5.3, we have initially chosen to deliver a brand guide with two design applications: a Word-template and a PowerPoint-template. The brand guide includes the logo, brand colors, and typography, among other elements.

The brand guide will be discussed in mid-May 2025 during the second international event. This is a critical milestone, as the app - a key product of the EHLA Project (European Healthy Lifestyle Actions)- will also be fully designed in line with this visual identity.

Once the brand guide is approved, we will proceed to develop (in accordance with D5.3):

- the website (connected with the app from Work Package 2), as promised
- a presentation video (available for download on the website)
- materials such as the logo, leaflets, templates, and roll-ups (with initial drafts included in the brand guide)

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Brand Guide



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Agenda

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3 Logo and Variations

5 Color Palette

7 Fonts and Typography

"Innovating for a healthier tomorrow."

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The Logo

This logo was created based on the newly chosen name for the EHLA (European Healthy Lifestyle Actions) project. Activeforhealth.eu will be the name of the application and website. This name will be included in the style guide.

This style guide is a draft version and can be adjusted at any time.

Blue symbolizes health because it is often associated with calmness, freshness, and stability, qualities that contribute to well-being and balance in life. It evokes a sense of tranquility and trust, which can positively influence the promotion of health. For this reason, blue is commonly used in healthcare and campaigns focused on healthy living.

The tree in the logo symbolizes growth, development, and vitality. It represents both the physical growth of children and the ongoing process of personal and collective progress. The tree perfectly aligns with the message of promoting health and an active lifestyle, reflecting the values of stability, development, and the natural environment.

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VERTICAL ORIENTATION ON WHITE

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HORIZONTAL ORIENTATION ON WHITE

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VERTICAL ORIENTATION ON BLACK

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HORIZONTAL ORIENTATION ON BLACK

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LOGO APPLICATION ON COLOR

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EHLA Surpass Sport Systems UISP sportpertutti Kinetic Analysis SPOR İSTANBUL SportDrenthe Co-funded by the European Union

The Color Palette

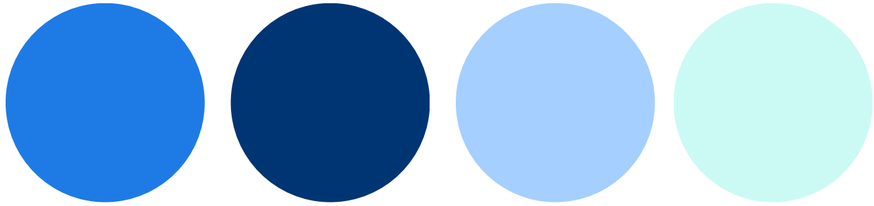
A color palette in a style guide ensures brand consistency, visual identity, and unity across all communications. It helps create a recognizable and cohesive brand experience, ensures accessibility for people with visual impairments, and provides guidelines for designers to maintain consistent branding.



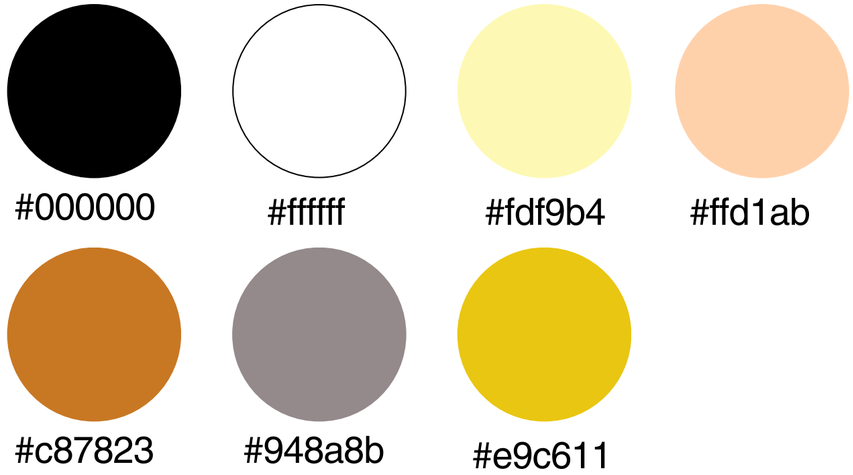
EHLA European Healthy Lifestyle Alliance
Surpass Sport Systems
UISP sportpertutti
Kinetic Analysis HUMAN MOTION DATA
SPOR İSTANBUL
SportDrenthe
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The Color Palette

PRIMARY COLORS



SECONDARY COLORS



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Fonts & Typography

A modern, highly legible, and timeless typography.

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DM Sans

Main Font

For Headers and Paragraphs

Helvetica World

Alternative Font

For Subheaders and Paragraphs

Large

This is an example of text written in paragraph size in this style.

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DM Sans

1. **Readability**: Its clean and open design makes it easy to read, even in smaller sizes or long blocks of text.
2. **Modern and Friendly**: It offers a contemporary look without being overly formal, suitable for both business and casual contexts.
3. **Open-Source**: Free to use and can be easily implemented in web and print projects without licensing costs.
4. **Versatile**: Works well for both headings and body text, making it adaptable to different design needs.

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Helvetica World

1. **Timeless Look**: Helvetica is a classic sans-serif font known for its neutrality and professionalism, maintaining a modern and reliable appearance.
2. **Excellent Readability**: The even spacing and balanced design ensure clarity across various formats, both print and digital.
3. **Professional and Trustworthy**: Associated with high quality, making it ideal for formal communication or projects requiring a refined look.
4. **Broad Language Support**: Helvetica World offers extended support for different languages, making it ideal for international use.

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Wrapping up: The Activeforhealth.eu brand journey



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WORD-TEMPLATE

DELIVERABLE NAME

Deliverable Number:

Work Package:

Lead:

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Project overview

f;asdfj;asdjfa;sdkfjas;dfjkas;kdfja;sdjkfasdjf;lkajsdjf;ksdjf;lckjadscxoi;idksjc;sdik
cxzmadis;cmas;dixcma;sdcx

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Deliverable executive summary

- Outline the aim and conclusion of the deliverable
- Include the methodology/approach
- Highlight the major findings, results and recommendations
- Mention the eventual shortcomings/limitations
- Be written in an easy understandable language,
- Not be more than 1 page
- Be readable separately from the rest of the document, so that those who read only the executive summary should get the essence of the document without the details

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Abbreviations and acronyms

Kjdsakljfa;lksfja;sdsjfkajsd kfjadslkfj akldsjflkajsdkfljasdjfkl,aj wkdlsfja;klf saklsdjf;asdfj;asdjfa;sdkfjas;dfjkas;kdfja;sdjkfasdjf;lkajsdjf;ksdjf;lckjadscxoi;idksjc;sdik cxzmadis;cmas;dixcma;sdcx

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Background

Kjdsakljfa;lksfja;sdsjfkajsd kfjadslkfj akldsjflkajsdkfljasdjfkl,aj wkdlsfja;klf sakldsjf;asdfj;asdjfa;sdkfjas;dfjkas;kdfja;sdjkfasdjf;lkajsdjf;ksdjf;lckjadscxoi;idksjc;sdik cxzmadis;cmas;dixcma;sdcx

Project ID: 101184145 European Healthy Lifestyle Actions

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Objective

Kjdsakljfa;lksfja;sdsjfkajsd kfjadslkfj akldsjflkajsdkfljasdjfkl,aj wkdlsfja;klf sakldsjf;asdfj;asdjfa;sdkfjas;dfjkas;kdfja;sdjkfasdjf;lkajsdjf;ksdjf;lckjadscxoi;idksjc;sdik cxzmadis;cmas;dixcma;sdcx

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Contents

Kjdsakljfa;lksfja;sdsjfkajsd kfjadslkfj akldsjflkajsdkfljasdjfkl,aj wkdlsfja;klf sakldsjf;asdfj;asdjfa;sdkfjas;dfjkas;kdfja;sdjkfasdjf;lkajsdjf;ksdjf;lckjadscxoi;idksjc;sdik cxzmadis;cmas;dixcma;sdcx

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Conclusions

- Mention the methodology
- Summarise the findings
- Evaluate the results
- Point out the eventual shortcomings/limitations
- Highlight the best solution
- Evaluate the work/deliverable (Have the planned objectives of the task/deliverable been achieved?)
- Propose implications for other tasks/works/projects

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References

Kjdsakljfa;lksfja;sdsjfkajsd kfjadslkfj akldsjflkajsdkfljasdjfkl,aj wkdlsfja;klf sakldsjf;asdfj;asdjfa;sdkfjas;dfjkas;kdfja;sdjkfasdjf;lkajsdjf;ksdjf;lckjadscxoi;idksjc;sdik cxzmadis;cmas;dixcma;sdcx

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Annexes

Kjdsakljfa;lksfja;sdsjfkajsd kfjadslkfj akldsjflkajsdkfljasdjfkl,aj wkdlsfja;klf sakldsjf;asdfj;asdjfa;sdkfjas;dfjkas;kdfja;sdjkfasdjf;lkajsdjf;ksdjf;lckjadscxoi;idksjc;sdik cxzmadis;cmas;dixcma;sdcx

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PowerPoint-template

European Healthy Lifestyle Actions (EHLA)

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Agenda

About

Introduction

Content

Problem statement

Data or statistics

Timeline

Thank you

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About

"Physical inactivity is a global epidemic" as it is the fourth leading risk factor for mortally globally In Europe 50% of adults are overweight and 20% are obese. This condition leads to Type 2 diabetes and many other diseases. These are societal chronic diseases a real public health problem at the European level. The World Health Organization (WHO) (2019) recommends at least 150 min of moderate activity or 70 min of vigorous activity per week to provide health benefits.

The EHLA Project aims to address physical inactivity, a global public health issue, by developing and testing innovative measures to boost physical activity. These measures will be incorporated into the activities of relevant stakeholders across Europe, with a focus on raising awareness and promoting healthier lifestyles. The project involves six partners across Europe, each contributing their expertise and local knowledge.

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Introduction

f;asdfj;asdjfa;sdkfjas;dfjkas;kdfja;sdjkfasdjf;lkaj
sdjf;ksdjf;lckjadscxoi;idksjc;sdik
cxzmadis;cmas;dixcma;sdcx

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Content



Title

Subtitle



Title

Subtitle



Title

Subtitle



Title

Subtitle

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Problem statement



Example



Example



Example



Example

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Data or statitics

Title

- text
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Title

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Title

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Title

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Timeline

Text

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Thank you

Text

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