



RESISTANCE

778076-H2020-MSCA-RISE-2017

GRAPHIC STANDARDS MANUAL

REBELLION AND RESISTANCE IN THE IBERIAN EMPIRES, 16TH-19TH CENTURIES



RESISTANCE

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EUROPEAN EMBLEM

ACRONYM

PROJECT REFERENCE

RESISTANCE is a project funded by the European Commission, and is led by the University of Évora, Portugal. Under the coordination of Mafalda Soares da Cunha, the purpose of RESISTANCE is to study the resistance processes of discriminated and segregated social categories “from below”. It will focus on the territories of the Iberian monarchies, and on the period between 1500 and 1850.

RESISTANCE is a consortium of 13 institutions, among which seven are European: four of them Portuguese, two Spanish and one German.

The other six institutions are not European, and are located in Chile, Argentina, Brazil, Mexico, US and Cape Vert.

Overall, RESISTANCE involves 102 researchers, from diverse research interests, who will be studying actors and settings of resistance in Europe, America, Asia and Africa.

IDENTITY



COLOR



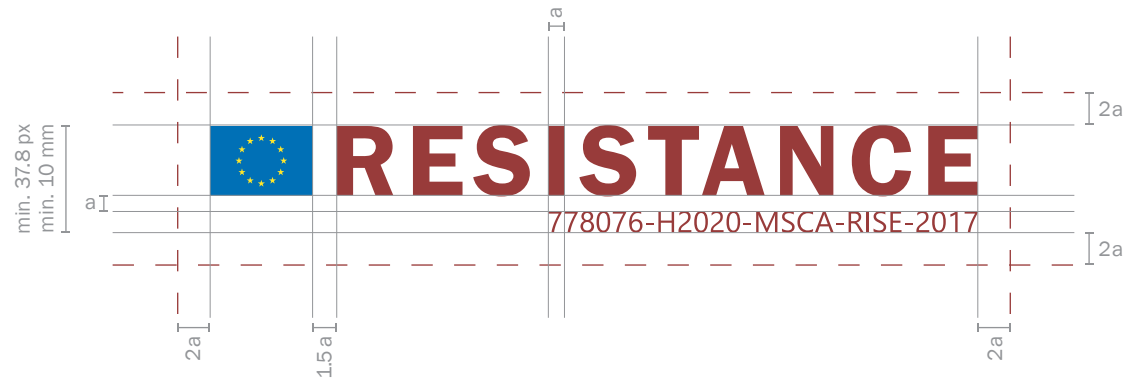
WHITE



BLACK

The use of the logo should respect its readability. Therefore, the best graphic solution among these options should be chosen.

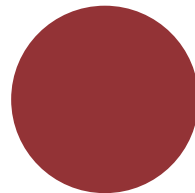
The spacing among the elements its defined by the following proportions:



LOGO VARIATIONS, DIMENSIONS & SPACING



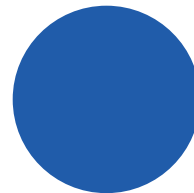
The logo is red as a representation of resistance, sometimes violent. It symbolizes the fight and the opposition towards discrimination. The blue and the yellow are the official colors of the European Union symbols that have their own specific rules.



PANTONE 492 C

R: 146
G: 51
B: 54

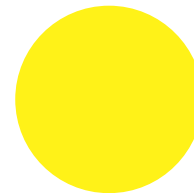
C: 28%
M: 89%
Y: 76%
K:25%



PANTONE REFLEX BLUE

R: 32
G: 92
B: 170

C: 92%
M: 70%
Y: 0%
K:0%



PANTONE YELLOW

R: 255
G: 242
B: 24

C: 0%
M: 0%
Y: 93%
K:0%

COLOR PALETTE



SOLID COLOR BACKGROUNDS



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PHOTO BACKGROUNDS



WITHOUT REFERENCE



CHANGE THE PROPORTIONS



REVERSE



WITHOUT REFERENCE AND EU EMBLEM



WITHOUT EU EMBLEM

PROHIBITED USES | EXAMPLES



RESISTANCE

778076-H2020-MSCA-RISE-2017

FRANKLIN GOTHIC DEMI REGULAR

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

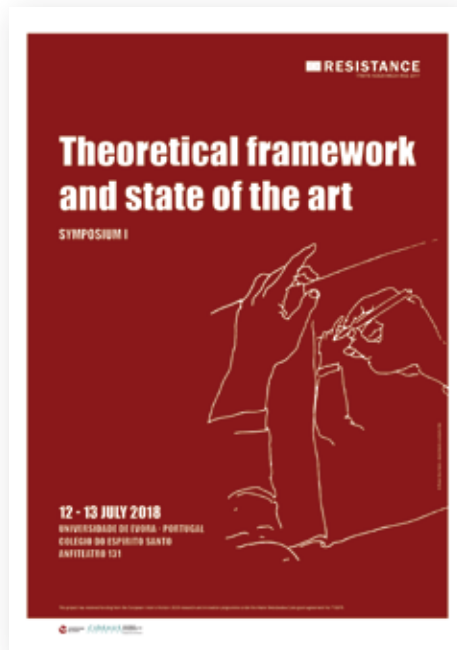
SEGOE UI

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TYPEFACE SYSTEM



Project logo

Name

IMPACT

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Event's number

Contour line drawing

Date and location

Reference phrase

Host institution

TYPEFACE SYSTEM | POSTERS