



MenSI

Mentoring for
School Improvement

Visual Identity Guidelines



The MenSI project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004633. Neither the European Commission (EC) nor any person acting on behalf of the Commission is responsible for how the following information is used. The views expressed in this document are the sole responsibility of the authors and do not necessarily reflect the views of the EC.

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Standard Logo



This is the standard version of the logo. The primary background color is white. The logo's purple and cyan can be used as a background with the negative logo version.

Alternative Formats



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The logo can additionally be used in its vertical form depending on its recipient.



The logomark can be used without the logotype when the standard versions of the logo have been previously used in a document.



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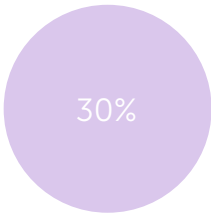
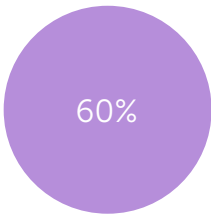


Colour Codes

Purple

RGB
133, 67, 193

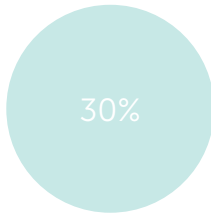
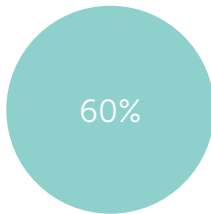
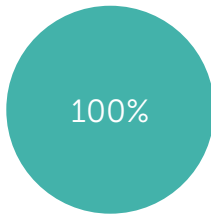
CMYK
60.9/80.8/0/0



Cyan

RGB
67, 178, 170

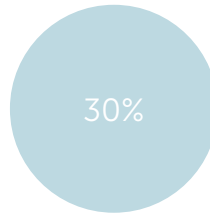
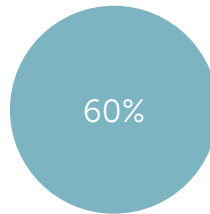
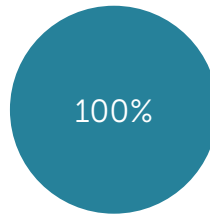
CMYK
69.2/7.2/38.6/0



Blue

RGB
36, 129, 154

CMYK
82.5/37.1/30.5/2.9



Highlight

RGB
230, 215, 42

CMYK
12.5/7.5/99.95/0



Typeface

Primary Print

Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Primary Web

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

[Free Download at Google Fonts](#)

Alternative Print/Web

Calibri Light

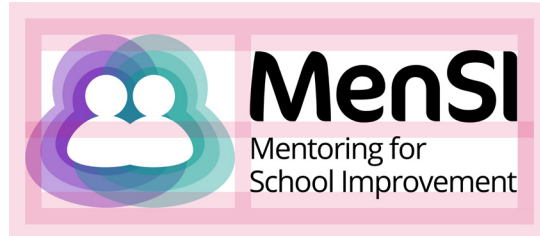
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

- Any other alphabets should be written in Open Sans or Helvetica Neue font.
- Should Museo Sans or Open Sans be unavailable, Calibri Light and Calibri Regular can be used as alternatives.

Logo Spacing



Do not forget to include enough clear space around the logo whenever it is incorporated into any design.

Use of EU emblem and disclaimer

Please keep in mind that all MenSI related materials need to include the EU emblem and the MenSI disclaimer in the font Arial Regular, as shown below:



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When placed upon dark backgrounds, the EU emblem should have a white border around it (with the width of this being equal to one 25th of the height of the rectangle) and the disclaimer's font should be Arial regular, white colour:



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For more information on the usage of the EU emblem (2021-2027), check out [*"The use of the EU emblem in the context of EU programmes 2021-2027"*](#)



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