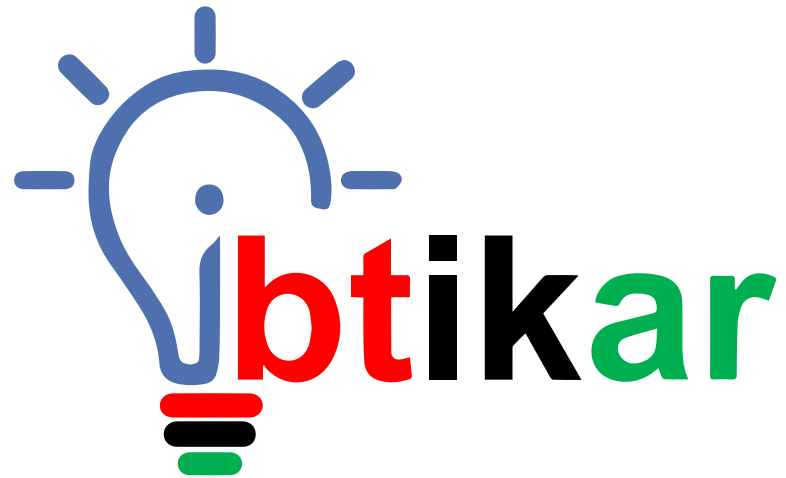
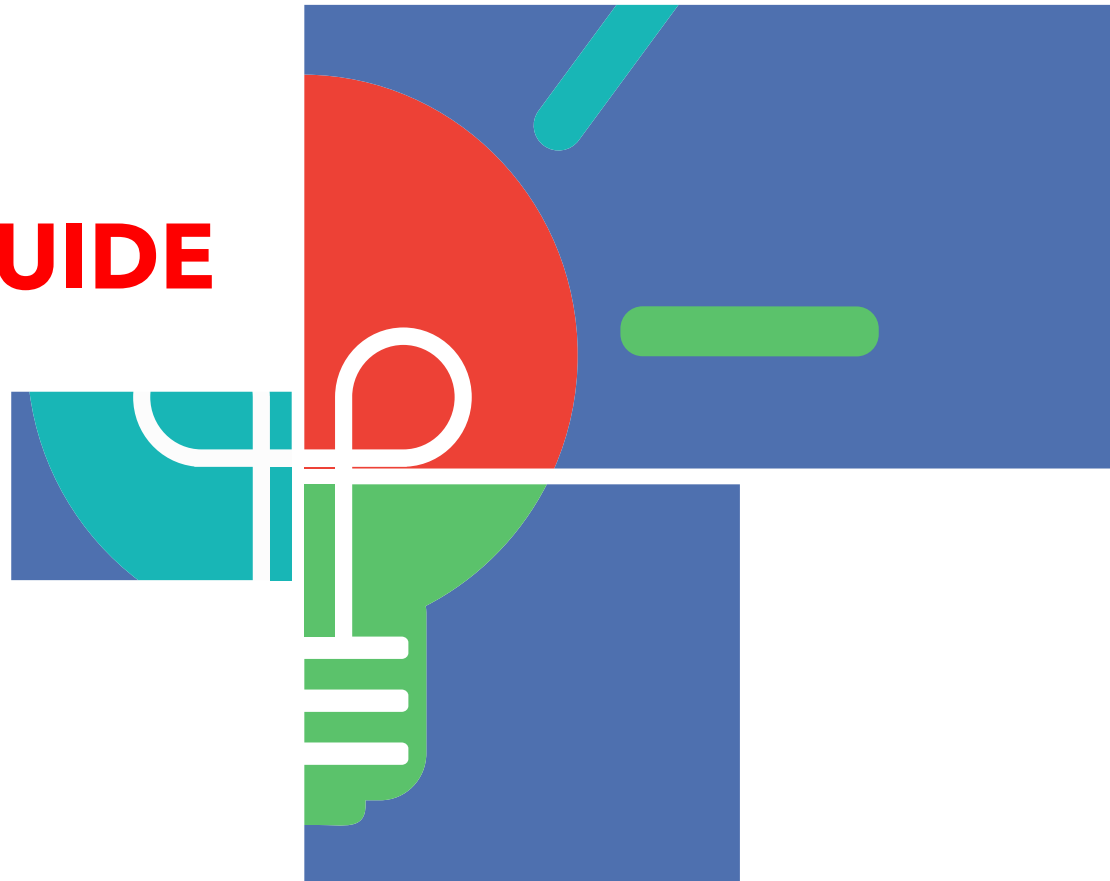




PROMOTING RESEARCH AND INNOVATION ENVIRONMENT
IN THE LIBYAN HIGHER EDUCATION SYSTEM

VISUAL IDENTITY GUIDE

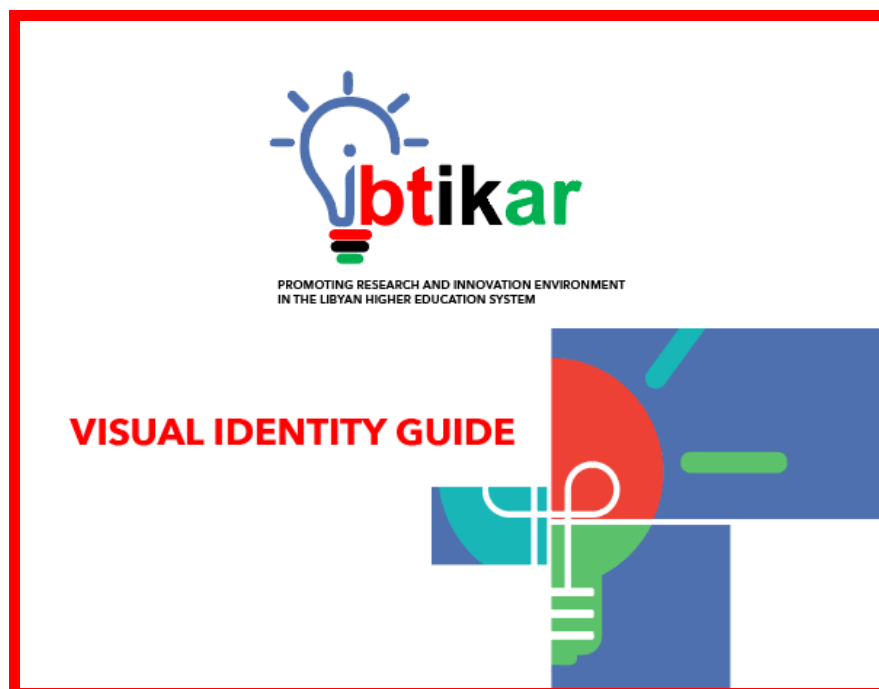




**PROMOTING RESEARCH AND INNOVATION
ENVIRONMENT IN THE LIBYAN HIGHER
EDUCATION SYSTEM**

IBTIKAR is a national project that aims at: -

Increasing the production of joint high-quality research through a new class of thinkers able to cope with the local and global challenges, solving community problems and impacting on the socio-economic growth in Libya- Enforcing the role of Libyan universities and promote the quality and quantity of researches, so as to make a transition within the multidimensional targets of sustainability. IBTIKAR project will deploy different research methodologies based on participative, collaborative and tailored approaches in which the knowledge is built thanks to different techniques useful to develop training and capacity building actions for the Libyan Universities:- A vertical CB action (ToT) where EU train Libyan Partners on the basic skills required to run research on the basis of the designed model.- A horizontal CB action, where Libyan Academic and Administrative staff from the more advanced Libyan Universities train the staff from other Libyan Universities.



How to Use This Guide



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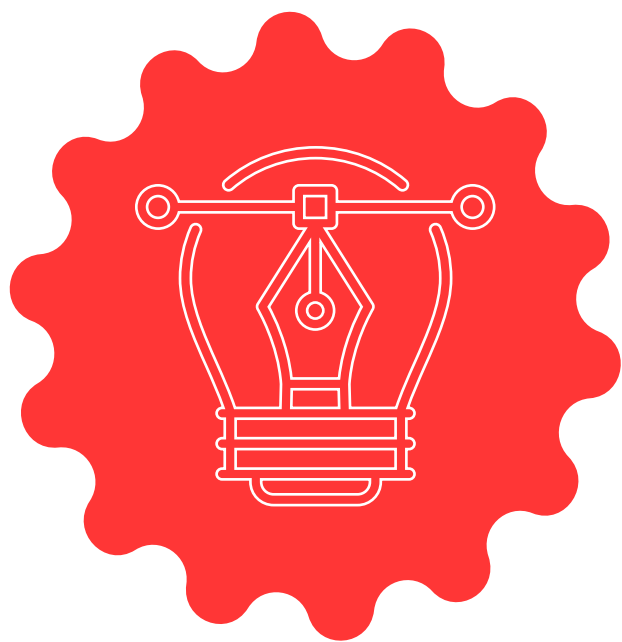
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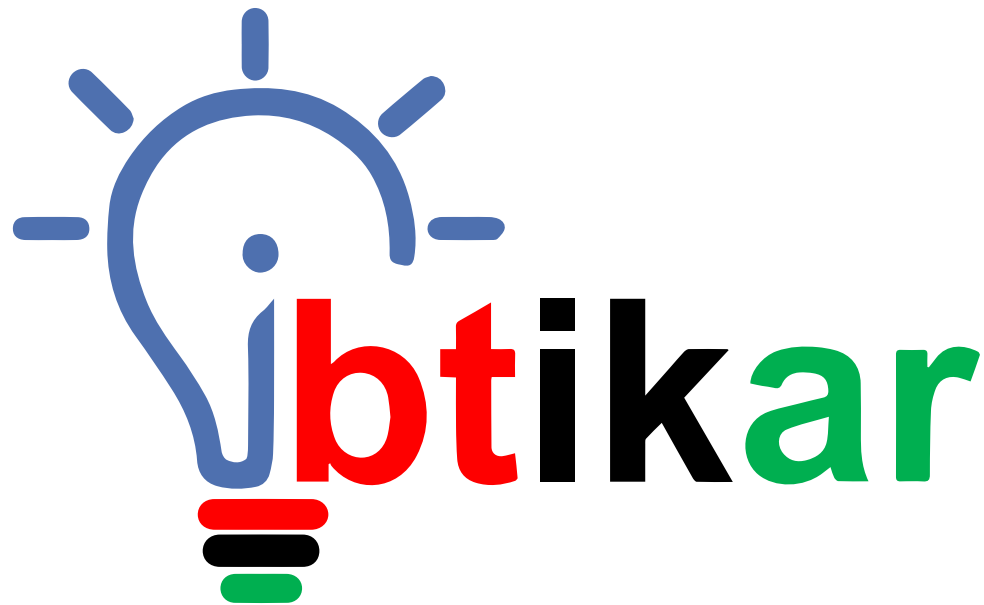
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Logo

Logo and usage
Sizing and spacing
Reversed white
"Don'ts"



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Logo and usage

This is the standard logo for the WHEEL Project. The logo exists in 4 versions (CMYK, RGB, grayscale and black), all of which are available in 5 different formats (ai, eps, jpg, png and pdf).



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Standard logo

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

Logo and usage



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Grayscale logo

For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever full colour is not available.



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Black logo

When the use of a full-color logo is not possible, the logo should be presented in black or white. The black version should be used when the background will be white. If the background color is black or another dark color the logo should be presented in white (reverse) on the solid color background.



Sizing and spacing

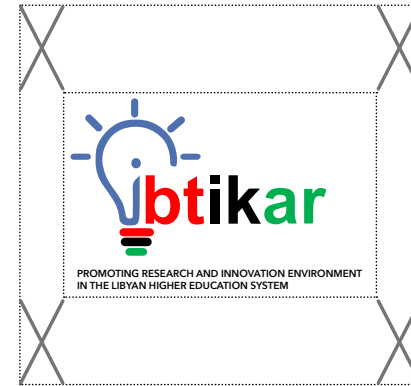
The logo is unalterable and indissociable in all its component elements. For reasons of integrity and visibility, it should always be surrounded by a clear space, or “protection area”, which no other element (text, image, drawing, figure...) should infringe upon.



Minimum size: 3,5 cm.

Recommended sizes

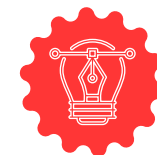
To ensure that the WHEEL Project logo is always legible and accurately reproduced, the minimum size for the logo is 3,5 cm.



Clear space

To preserve the visual impact and integrity of the logo, always maintain adequate space around it. The project logo should be surrounded by clear space equal to the 'e' letter (x).

Reversed white



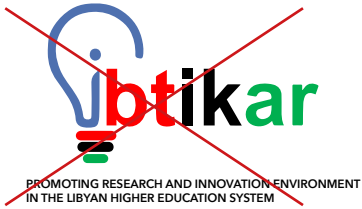
The reversed logo may be placed over any primary color.



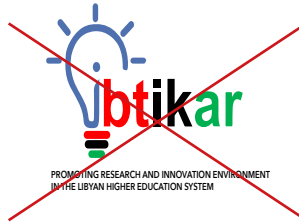


Logo "don'ts"

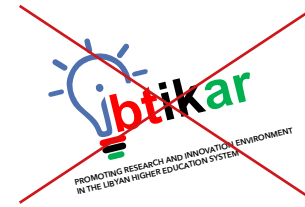
Do not alter the logo, and avoid the following misuses illustrated below



Cut off parts of the logo



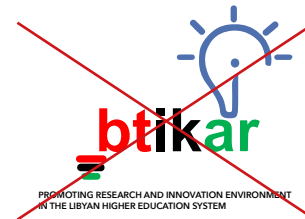
Stretch the logo disproportionately



Rotate the logo

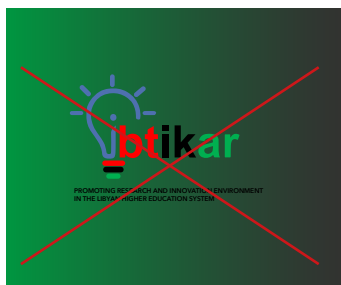
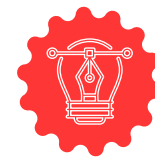


Alter the colors in the logo



Move elements around

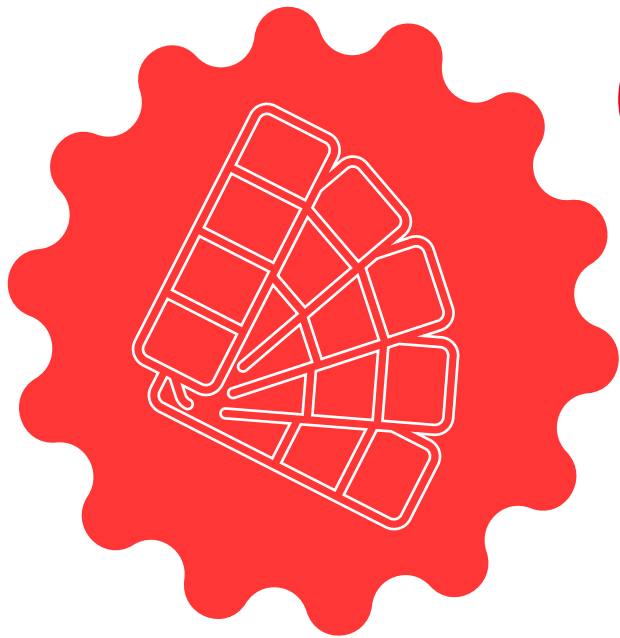
Logo "don'ts"



Place the logo on a gradient or a busy background



Don't place the logo on a background that is too dark to be legible



Color

Primary palette
Secondary palette
Gradient
Web

Color



Color is an important part of our identity. The WHEEL color palette provides flexibility for a wide range of expression.

To ensure color consistency, please adhere to these specifications and use qualified vendors and reliable reproduction methods.

Primary palette

CMYK
RGB
HEX
PANTONE+
Solid coated

CMYK	76	53	5	0
RGB	78	112	175	
HEX	4e70af			
PANTONE+ Solid coated	7458 C			

CMYK	100	0	100	0
RGB	0	147	74	
HEX	00934a			
PANTONE+ Solid coated	355 C			

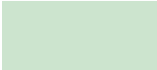
CMYK	0	100	100	0
RGB	207	46	38	
HEX	cf2e26			
PANTONE+ Solid coated	485 C			

	80 %			
CMYK	0	0	0	100
RGB	0	0	0	
HEX	000000			
PANTONE+ Solid coated	Black 6 C			

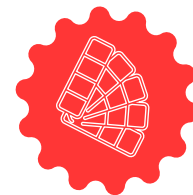


Color

Secondary palette

	CMYK				RGB			HEX	PANTONE+ Solid coated
	76	53	5	0	78	112	175	4e70af	7458 C
	75	0	75	0	104	171	106	68abba	7739 C
	50	0	50	0	160	199	155	a0c79b	345 C
	25	0	25	0	210	228	206	d2e4ce	621 C
	0	75	75	0	206	93	67	ce5d43	7625 C
	0	50	50	0	221	152	123	dd987b	486 C
	0	25	25	0	239	206	188	efcebc	489 C
	0	0	0	75	99	99	99	636363	Cool Gray 11 C
	0	0	0	50	155	155	155	9b9b9b	Cool Gray 7 C
	0	0	0	25	207	207	207	cfcfcf	Cool Gray 2 C

Color



Gradient



Web palette

	CMYK				RGB			HEX	PANTONE+ Solid coated
	76	53	5	0	78	112	175	4e70af	7458 C
	100	0	100	0	0	147	74	00934a	355 C
	0	100	100	0	207	46	38	cf2e26	485 C
	0	0	0	100	0	0	0	000000	Black 6 C
	0	0	0	90	62	62	62	3e3e3e	Black 7 C