



Intercept Project

May 2022 - R.07

Visual Identity Design Manual

Introduction

Intercept: the reason for a new brand.

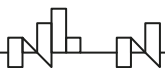
There are many reasons why a project needs a corporate image. First of all, the clear application of a trademark satisfies the need of accurately defining the identity of the project, and it represents a fundamental element of communication. Visual identity favors external relations, characterizing communication initiatives, and contributing to the functioning of the entire project.

Guidelines for the design of the Visual Identity

This *document* is meant to be used for every graphic creation process related to the Intercept project. It is a set of instructions and guidelines aimed at synchronizing design and marketing projects with **elegance** and **strength**, a useful work tool for all those are involved in the project.

The first purpose is to orchestrate a strong appeal to the brand, to contribute to the dissemination of a visual strategy consistent with the positioning of the message, and capable of generating a modern and updated “sentiment” in every aspect of visual messaging.

**** Each visual element presented, logo, typefaces and color palette, are in line with the Communication and Design Manual EEA and Norway Grants.**



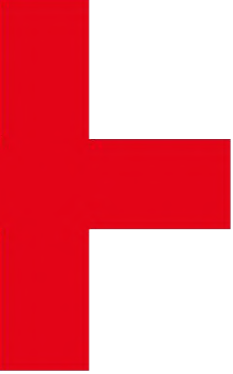
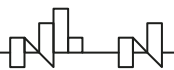


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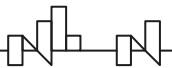




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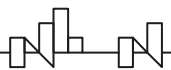
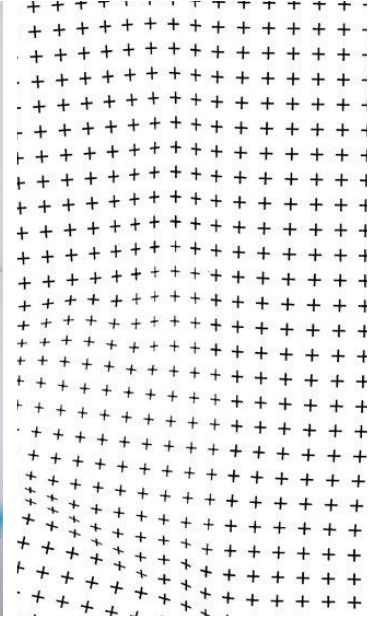
The Brand

The Intercept brand is presented below, from the creative concept up to its correct detailed use.



MOODBOARD

Collection of inspirational visual references that recall the visual archetypes linked to the project: young people, experiences, target, sustainable future...



CONCEPT

Main "conceptual elements" on which the creative idea and visual identity are built.

Target

*positioning,
recruiting,
inclusion.*

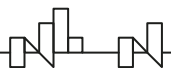


Opportunities

*learning,
communication,
equitable future.*

Positivism

*transformation,
experiences,
sharing.*



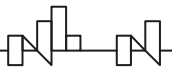
“targetting”



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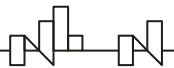
“targetting”



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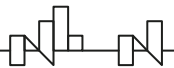


“targetting”

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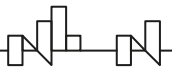
“positivism”



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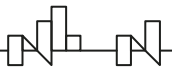


“opportunity”

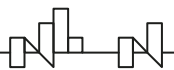


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“sentiment”



THE LOGO

The Intercept brand is configured as a logotype with the name of the project.

The logo is composed with the **Founders Grotesk semibold** font with a strong and decisive impact and a highly recognizable institutional intent.

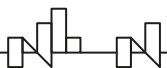
To enrich the visual identity we add graphic signs that represent a **target symbol**. An ornament that adds dynamism, and helps to associate the logo with the fundamental elements of the project such as positivity, targeting and a sense of opportunity for the future.

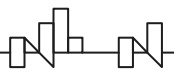
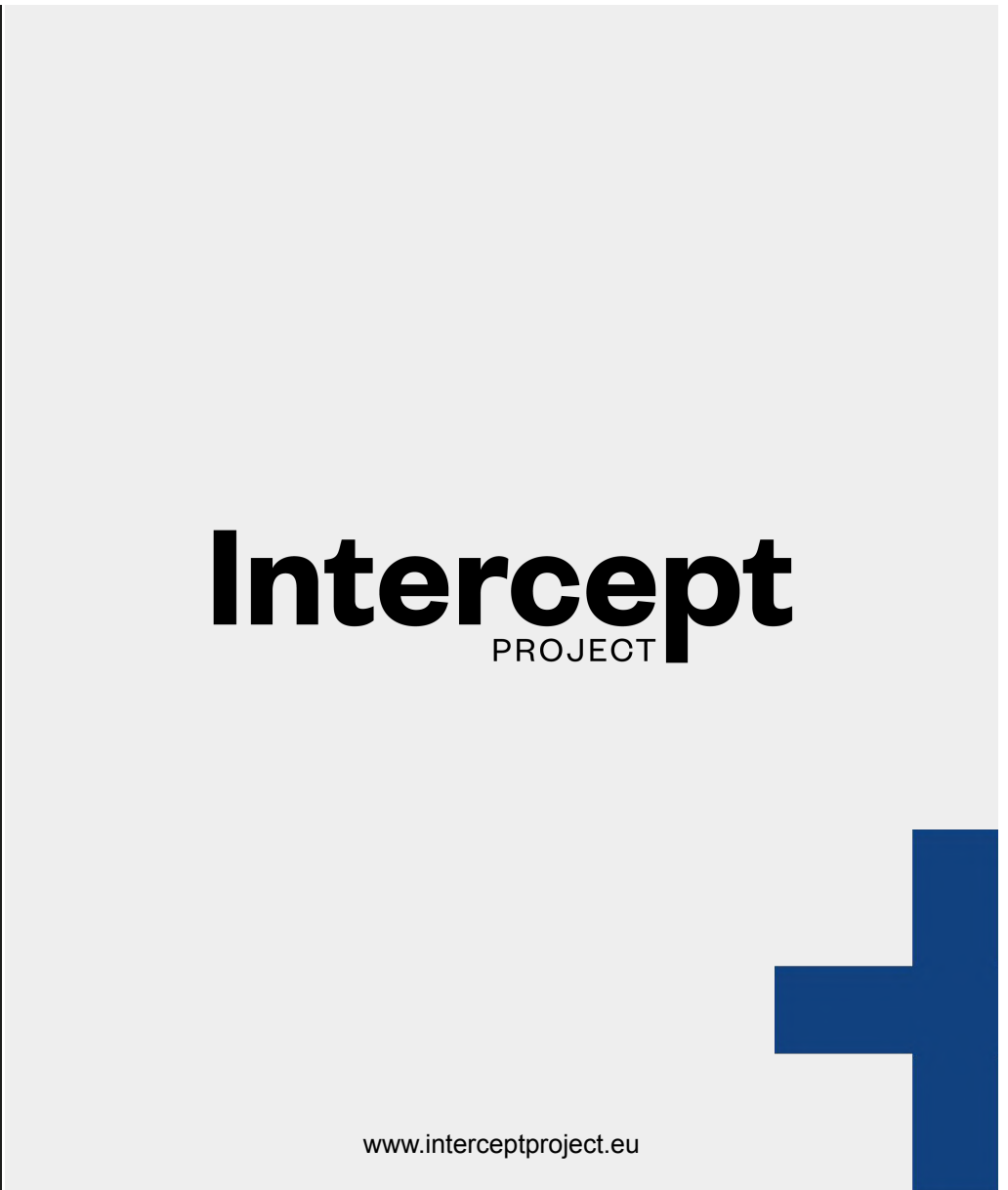
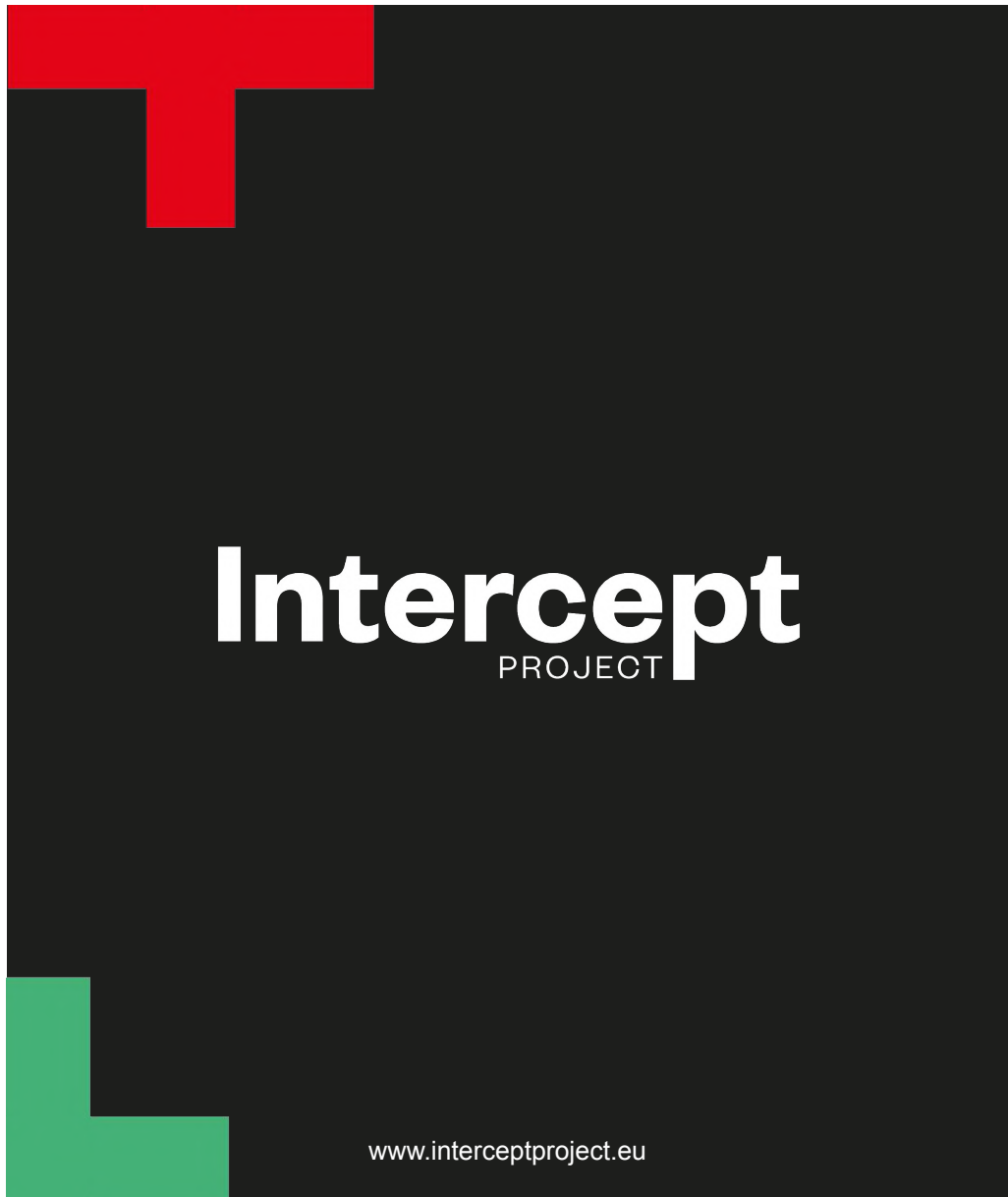


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TYPOGRAPHY

The reference font of the visual identity is the **Founders Grotesk regular and semibold**.

As specified in the *Communication and Design Manual EEA and Norway Grants*, we represent below the relative weights and lettering of the font.

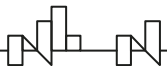
Founders Grotesk regular
Founders Grotesk semibold

Title 22 pt

Section title 12 pt

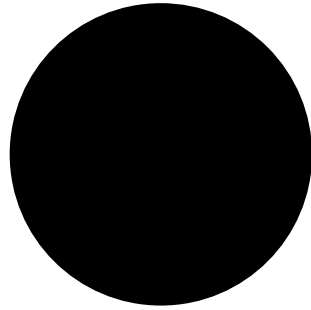
Body Text 9 pt

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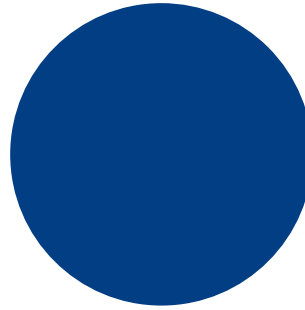


COLOR PALETTE

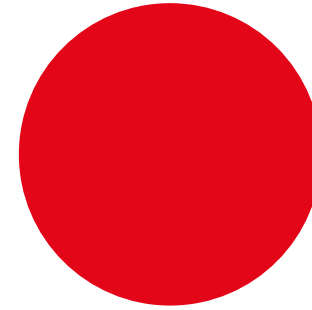
Color plays an important role in both web and print communication, which is why we opted for the primary colors indicated in the *Communication and Design Manual EEA and Norway Grants*.



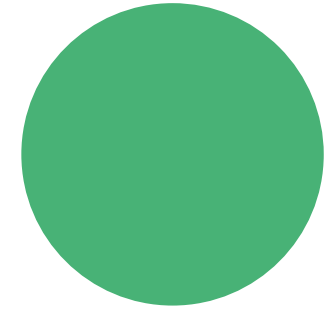
RGB
73, 169, 81
CMYK
72, 5, 85, 0
HEX
#49A951



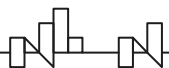
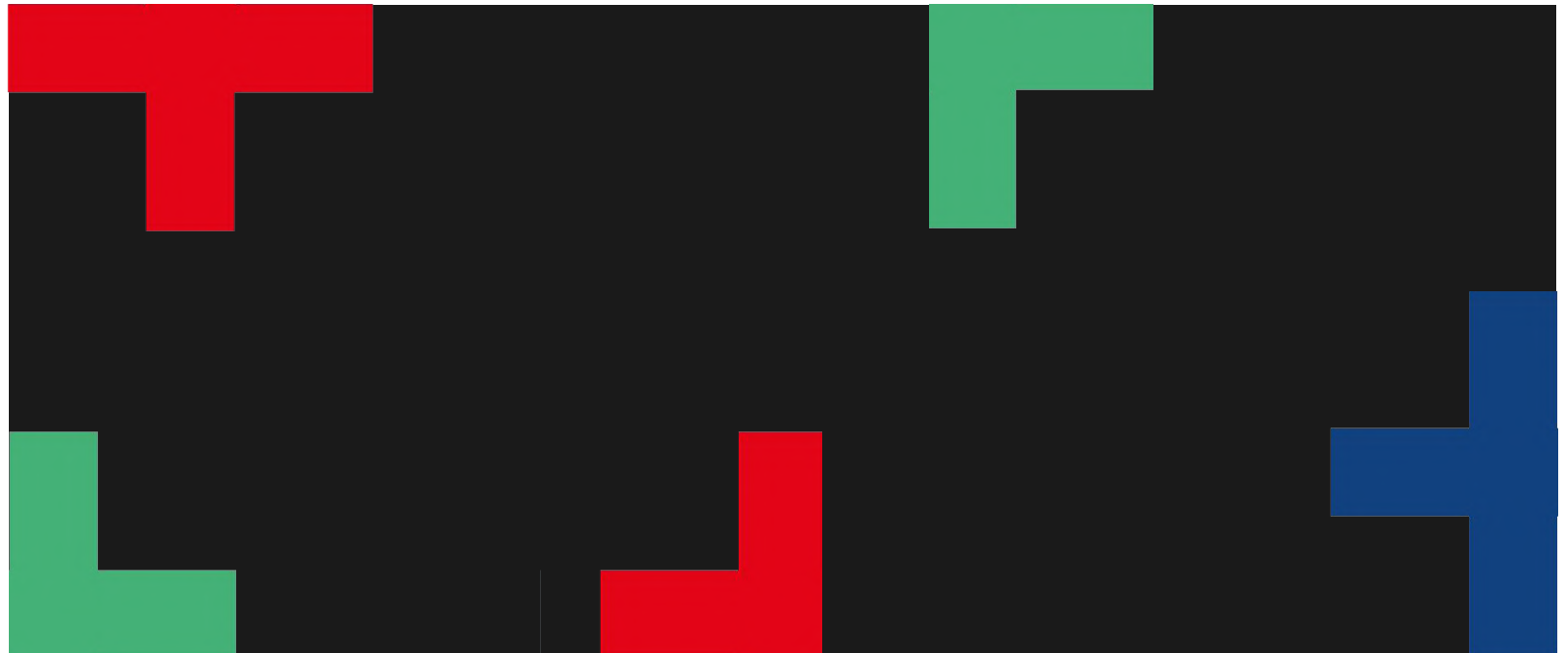
RGB
0, 86, 78
CMYK
77, 0, 45, 65
HEX
#023E84



RGB
73, 169, 81
CMYK
72, 5, 85, 0
HEX
#E30518



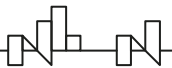
RGB
0, 86, 78
CMYK
77, 0, 45, 65
HEX
#48b276ff





.02 Applications

Below we present some visual identity of applications of the Intercept brand



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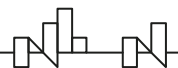
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Norway grants

Norway
grants

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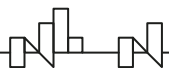
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Norway
grants



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INTERCEPT project benefits from a €200M grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment

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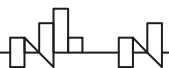
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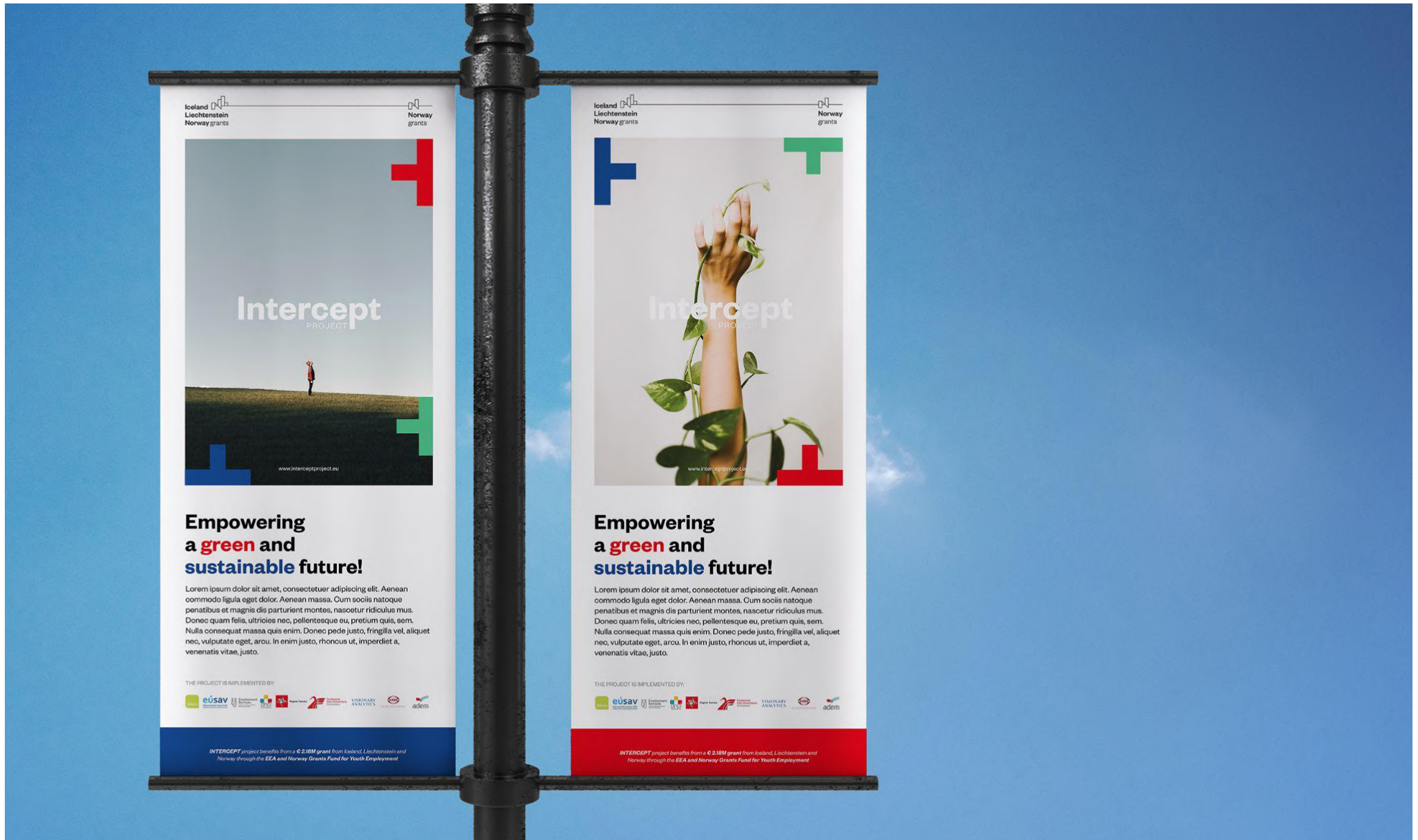
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INTERCEPT project benefits from a € 2.18M grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment

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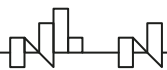


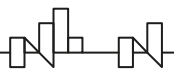
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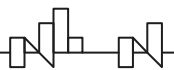
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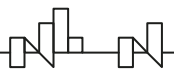




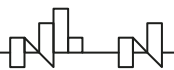
APPLICATIONS / SHOPPER

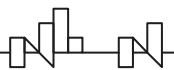


APPLICATIONS / T-SHIRT



APPLICATIONS / WATER BOTTLE



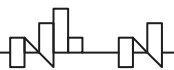




WEB SITE

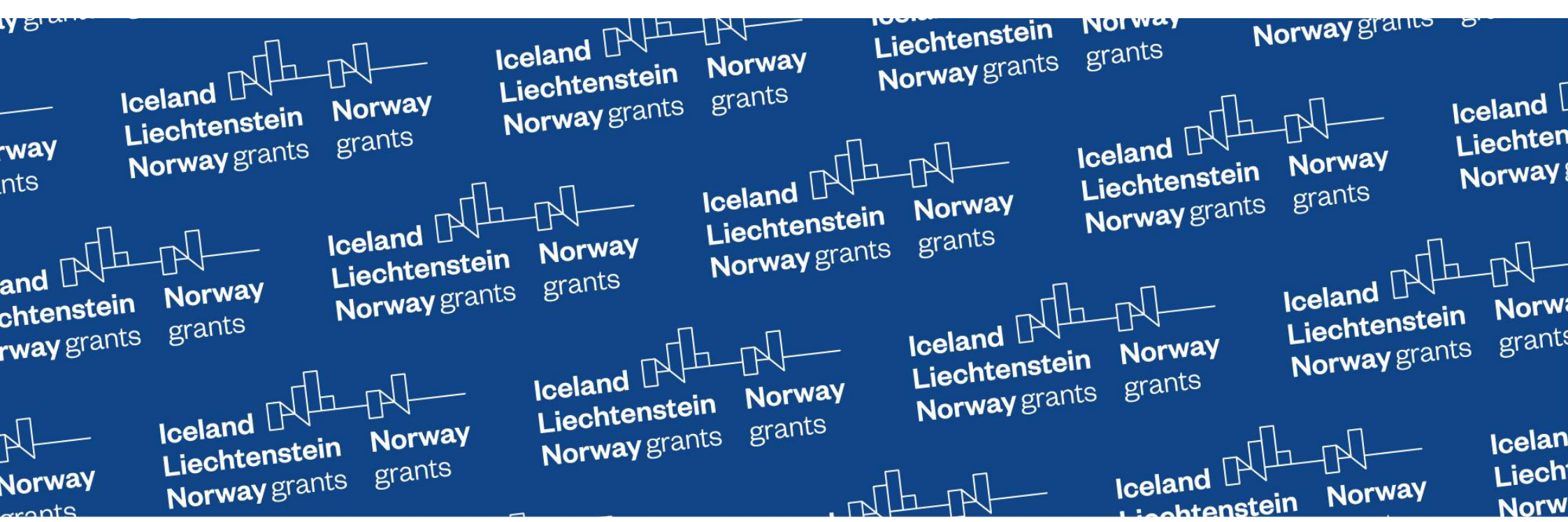
Below we include the link to a preview of the project's website.

Preview
WEB SITE



INTERCEPT benefits from a € 2.18M grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment.

Intercept Project
*motivating mobilizing supporting new
green Career Pathway*
Call: Unlocking Youth Potential
Project No. 2020-1-0033
Lead partner: Jobsplus
Duration: 29 months
Budget: € 2.18M



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CASE – Centrum Analiz Społeczno-Ekonomicznych
CASE – Center for Social and Economic Research

