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EXCELSIOR Project

H2020-WIDESPREAD-2018-2020 Grant Agreement No 857510	
Project full title:	ERATOSTHENES: Excellence Research Centre for Earth Surveillance and Space-Based Monitoring of the Environment
Project acronym:	EXCELSIOR
Work Package:	WP9 Communication, Engagement and Networking
Deliverable:	D9.4 Communication toolkit and promotional material
Version:	Final D9.4
Dissemination level:	Public

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EXECUTIVE SUMMARY

This report represents the Communication Toolkit and Promotional Material for the project EXCELSIOR, Deliverable D9.4. The report includes the activities, materials and outcomes related to the production of communication material package including logo, visual identity, communication templates and all other branding for the Eratosthenes Centre of Excellence.



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Abbreviations and Acronyms

CoE	Centre of Excellence
CUT	Cyprus University of Technology
DEC-D	Department of Electronic Communications- Deputy Ministry of Research,
DMRID	Innovation and Digital Policy
ECoE	ERATOSTHENES Centre of Excellence
EMMENA	Eastern Mediterranean, Middle East and North Africa
EO	Earth Observation
RS	Remote Sensing



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1. INTRODUCTION

The Communication Toolkit and Promotional Material falls under the scope and activities of WP9 “Communication, Engagement and Networking”, whose main objective is to ensure that the impact of the upgrade of the ERATOSTHENES Centre of Excellence (ECoE) is maximized through an effective campaign of communication, dissemination and engagement branding based on a well-defined strategy, a toolbox of communication and outreach material.

A communication material package has been developed, as presented in Annex 1 Eratosthenes Centre of Excellence Branding Guidelines Manual 2022, which includes the ECoE logo, visual identity, communication templates, project portal and social media platforms. The toolkit also outlines exactly how and when different visual assets are to be used. It includes templates and examples of website graphical interface, social media cover images, email signatures, business cards, letterheads, templates (Word, Powerpoint, Excel), Zoom, Teams and other webinar backgrounds, brochures, etc. The communication toolkit also provides the branding for promotional material for ECoE. In addition, the toolkit provides high resolution graphics for displaying on conferences and banners, as well as preparing all the graphics and branding for the ECoE offices, including the graphics for the windows, walls, doors and signage.

This report follows the structure presented below:

Chapter 2 provides an overview of the Branding manual

Chapter 3 concludes the report on the communication action plan.

Annex 1 provides the Eratosthenes Centre of Excellence Branding Guidelines Manual 2022



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2. BRANDING MANUAL

The communication toolkit was developed in order to provide a standardized template for all ECoE visual communication and promotional material. To this end, a graphic designer worked with ECoE to create the Eratosthenes Centre of Excellence Branding Guidelines Manual 2022 (Annex 1), that provides the detailed guidelines regarding visual communication that represent the ECoE brand

The purpose of the Eratosthenes Centre of Excellence Branding Guidelines Manual 2022 (Manual) is to ensure the maximum possible consistency in the use of the logo and all related graphics of the project. The manual includes the basic rules regarding the use of the graphics that make up the identity of the Eratosthenes Centre of Excellence with the aim of creating coherence in the visual identity and a "collective consciousness".

The terms of use of the graphics determine, among other things: the logo: its colours, its position, its proportions, the different language versions, variations on white and coloured backgrounds, its use in combination with other logos, etc., including the fonts to be used, and the colour palettes for the various newsletters or other related creative work.

In order to develop the graphics for the manual, the following elements were developed:

- **Logo:** The logo is the most consistent component in communications. The ECoE logo is the most integral part of the Centre's identity and is used in all forms of communication. The logo was developed to the symbol and the wording of the Centre. The design of the logo is based on Eratosthenes' method of measuring the circumference of the Earth. The logo displays three rings, with the rotation of a satellite around the circumference of the Earth.
- **Colours:** A palette of colours related to the ECoE logo and materials was used throughout the communication material. This also included the relevant colours for the various departments of ECoE.
- **Fonts:** Fonts were consistent throughout all communication and promotional materials. The font used was selected as it is applicable both in English and Greek.
- **Imagery:** The images used throughout the toolkit were those that captured the essence of the ECoE and its activities.



A partial goal of the specific terms of use of graphics is to formulate their contents intelligibly and to foresee all possible cases in which the rules regarding the use of graphics should be applied. The ultimate goal is, as mentioned above, the coherence of the Centre's corporate identity in all its communication forms and actions.



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2.1 Print Material

The Manual provides detailed guidelines for the creation of branding stationary needs and promotional items. Stationary needs include the logo of the ECoE as well as all necessary information in both the header and footer of the document. These include items such as letterheads for all correspondence, as well as press releases, agendas, minutes, notepads, compliment slip, folders and envelopes.

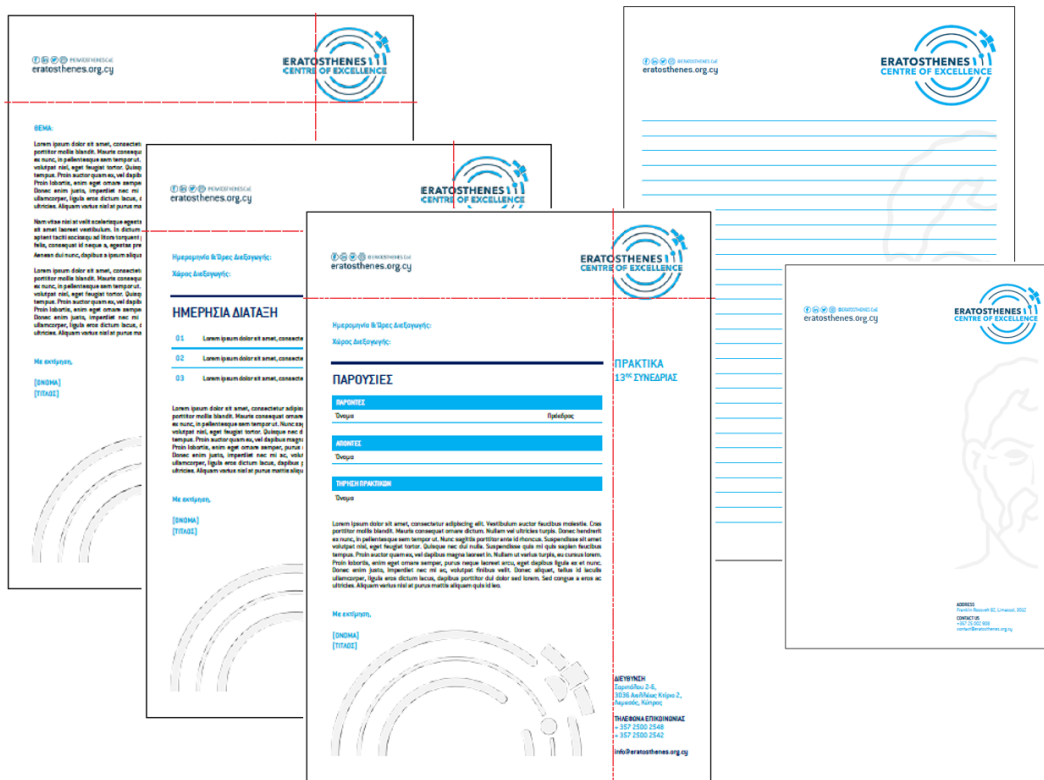


Figure 1: Letterhead, agendas, minutes, A4 and A5 notepads



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Figure 2: ECoE folders

Business cards and electronic signatures include name, title/position, department, phone, link to webpage and logo.



Figure 3: Business cards and electronic signatures

The promotional material includes the ECoE logo on tote bags, buttons pins & badges, pens & pencils, notebooks and t shirts & caps.



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Figure 4: Promotional bags, notebooks, caps and t-shirt

The print material developed will also be used for conferences and exhibition booths, including the design of banners, posters, promotional material which promote ECoE branding for conferences and workshops. All brochures that will be provided for workshops, meetings, conferences, etc. will follow the ECoE brand style guidelines and the imagery will be related to the specific topic of the brochure.

2.2 Digital media

The manual also provided guidelines for digital media, such as PowerPoint templates, Zoom backgrounds social media. PowerPoint templates have been created using the ECoE brand style guidelines. The templates are used for internal meetings, conference presentations, presentations to external bodies, etc. As well, a Zoom background has been created to be used during Zoom meetings, which incorporates the ECoE brand style guidelines. Social media is a significant form of dissemination and outreach for ECoE. Therefore, posts for social media such as Facebook, Twitter, Instagram, YouTube, etc have been developed according to the media platform format. The visual imagery includes all of the ECoE branding guidelines to provide consistency across platforms. Hashtags have been developed for followers to easily identify the ECoE on social media.



Figure 5: PowerPoint Templates



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3. CONCLUSIONS

This report provides an overview of the communication toolkit and promotional material. The material developed is presented in the Eratosthenes Centre of Excellence Branding Guidelines Manual 2022, which is in Annex 1. The report provides information regarding the ECoE logo, visual identity, communication templates, project portal and social media platforms, which provide continuity of the ECoE brand over multiple platforms.



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ANNEX I - ERATOSTHENES CENTRE OF EXCELLENCE BRANDING GUIDELINES MANUAL 2022



BRAND GUIDELINES MANUAL 2022

ERATOSTHENES CENTRE OF EXCELLENCE



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ERATOSTHENES
CENTRE OF EXCELLENCE



01

THE LOGO



THE LOGO INTRODUCTION

The purpose of this manual, which concerns the logo for the Eratosthenes Centre of Excellence, is to ensure the maximum possible consistency in the use of the logo and all related graphics of the project.

This guide includes the basic rules regarding the use of the graphics that make up the identity of the Eratosthenes Centre of Excellence with the aim of creating coherence in the visual identity and a "collective consciousness".

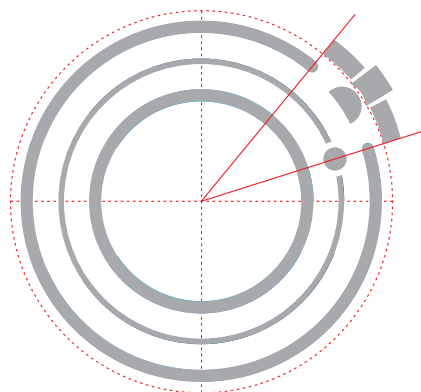
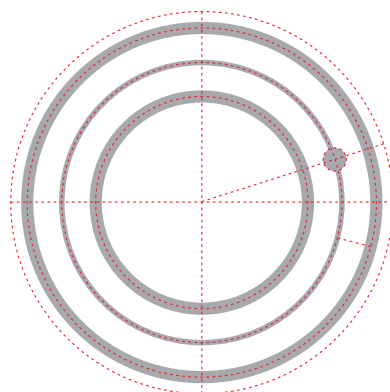
The terms of use of the graphics determine, among other things: the logo: its colors, its position, its proportions, the different language versions, variations on white and colored backgrounds, its use in combination with other logos, etc. .eg, the fonts to be used, and the color palettes for the various newsletters or other related creative work.

A partial goal of the specific terms of use of graphics is to formulate their contents intelligibly and to foresee all possible cases in which the rules regarding the use of graphics should be applied. The ultimate goal is, as mentioned above, the coherence of the Centre's corporate identity in all its communication forms and actions.

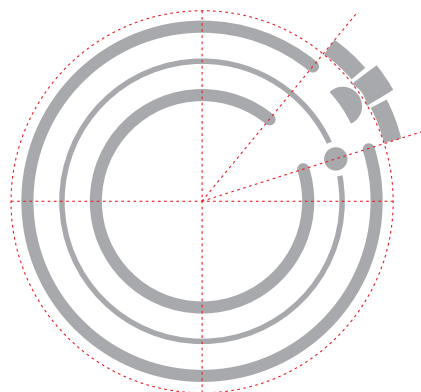
- INTRODUCTION
- STRUCTURE / ANATOMY
- SAFETY GUIDES
- MINIMIN SIZE
- WRONG USAGE

The Eratosthenes Centre of Excellence logo is an integral part of its corporate identity and must be used in all forms of communication. Therefore, Eratosthenes Centre of Excellence logo includes the symbol and the wording.

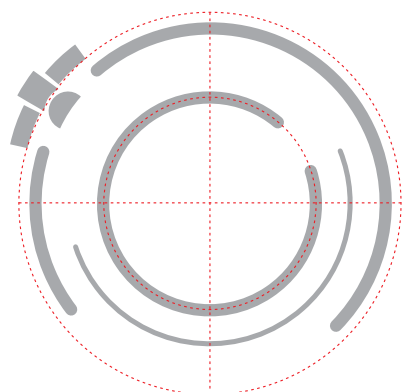
Τρεις (3) βασικοί κύκλοι



Η μέτρηση της περιφέρειας της Γης από τον Ερατοσθένη



Rotation of elements around



The recommended margin of safety is the empty space around the logo where other elements such as texts, images or other logos should not be placed. The safety margin is intended to ensure legibility and ensure clarity and maximum presence. The recommended margin of safety corresponds to the diameter of the circle in the Eratosthenes Centre of Excellence symbol. Where possible, leave more than the minimum margin of safety around the logo.



THE LOGO MINIMUM SIZE

In order to ensure legibility in small sizes and applications, the minimum size at which the logo can be reproduced is where the symbol is 1.5 cm high.

There is no maximum size at which the logo can be reproduced.



THE LOGO WRONG USAGE

INCORRECT USES

Listed below are examples of misuses of the Eratosthenes Center of Excellence logo that should be avoided.

REPRODUCTION

Reproduction of the Eratosthenes Center of Excellence logo must always be made from the digital files available from the deliverable folders.



Do not distort the logo by compressing or stretching it, either horizontally or vertically.



Do not rotate the logo.



Do not remove any part of the logo.



Do not change the position of the logo elements.



The colors of the logo must not be changed or interchanged with each other.



Don't use shadow.



Don't change the font.



Do not place the logo on a background that affects its readability.

02

COLOR PALETTES & FONT TYPES

- MAIN COLORS
- MONOCHROME PART A
- MONOCHROME PART B
- NEGATIVE USAGE
- FONTYPES



COLOR PALETTE & FONT TYPES MAIN COLORS

All applications of the Eratosthenes Center of Excellence logo, should be in the colors listed on these pages. These colors are according to the PANTONE Color Standard.

Four-color (CMYK) color matching is only a guideline and should not be considered an exact guide because differences in paper quality and printing techniques can affect color performance. To ensure color consistency, always compare the sample to the PANTONE FORMULA GUIDE Color Standard.

NOTE: The colors shown on the manual pages are indicative. For the exact shade consult the latest version of the PANTONE Color Guide.

Process C100 M70 Y35 K20
654 PANTONE
HEX #004a6e
RGB R0 G75 B100



Process C100 M0 Y0 K0
Cyan PANTONE
HEX #00aeef
RGB R0 G174 B239



COLOR PALETTE & FONT TYPES
MONOCHROME PART A

Monochrome [1]

Monochrome version in Pantone is used only in case of monochrome printing.

- Pantone CYAN [green]
- Pantone 654 [green]

Process C100 M0 Y0 K0
Cyan PANTONE
HEX #00aeef
RGB R0 G174 B239



Process C100 M70 Y35 K20
654 PANTONE
HEX #004a6e
RGB R0 G75 B100

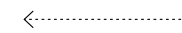


COLOR PALETTE & FONT TYPES
MONOCHROME PART B

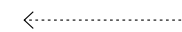
In case the print will be monochrome, you can use one of the monochrome alternatives:

- Black
- Grayscale

Process C0 M0 Y0 K100



Process C0 M0 Y0 K50



Process C0 M0 Y0 K100



Process C0 M0 Y0 K50



In addition to the main, but also monochrome versions of the logo, this page presents additional examples of correct uses of various versions of the Eratosthenes Centre of Excellence's logo should it appear on a background (color or image).

It is important to ensure in all cases that there is sufficient contrast between the logo and the background for the best possible readability.



Αρνητική Εκδοχή
πάνω σε μαύρο φόντο



Αρνητική Εκδοχή
πάνω σε ένα από τα
δύο χρώματα της
εταιρικής ταυτότητας



Αρνητική Εκδοχή
πάνω σε εικόνα

Main fonts to be used: ConduitITCHel
Alternative fonts to be used: Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold - Italic

03

DEPARTMENTS SUB-LOGOS



COLOR PALETTE DEPARTMENTS

The names of the individual entities (Departments) are created according to the default logo and the specified colors.

Process C0 M50 Y100 K00



Process C0 M90 Y85 K0



**RESILIENT
SOCIETY**

Process C50 M0 Y100 K0



Process C90 M30 Y95 K30



**ENVIRONMENT
& CLIMATE**

Process C0 M100 Y0 K0



Process C60 M90 Y0 K00



**BIG EARTH DATA
ANALYTICS**

04

COMMUNICATION MATERIAL MATERIAL

- BUSINESS CARDS
- LETTERHEADS
- PRESS RELEASE
- AGENDA
- MINUTES
- COMPLIMENT SLIP
- DL ENVELOPES
- A4 ENVELOPES
- NOTEPADS
- FOLDERS
- EMAIL SIGNATURES



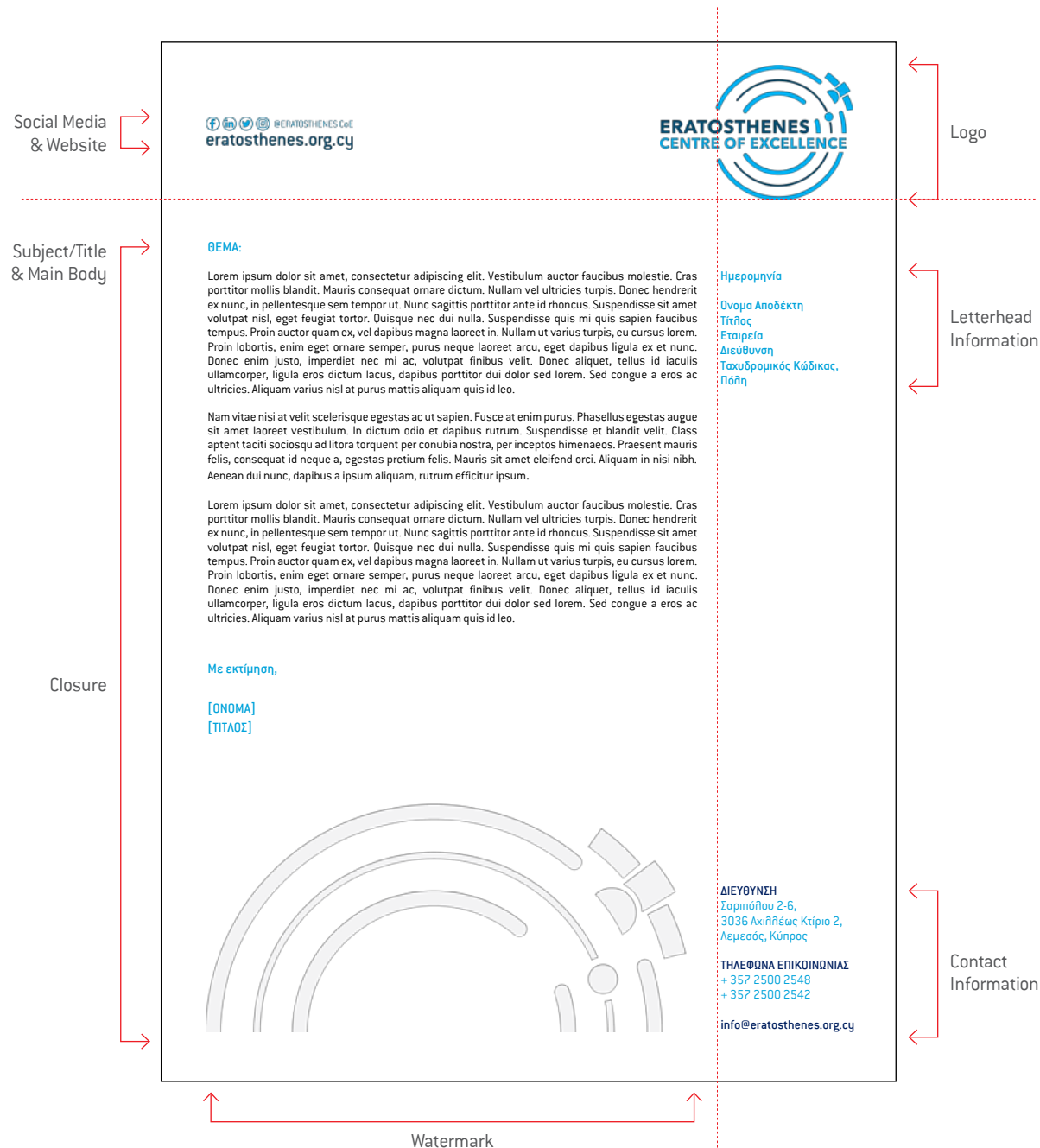
COMMUNICATION MATERIAL BUSINESS CARDS

SIZE: 9cm x 5.5cm. **INTERIOR SAFETY:** 0.5cm
COLORS (σύμφωνα με το Pantone Matching System)
PAPER QUALITY: Art Matte 300gsm (plus matt lamination)
FONTS: ConduitITCHel, Calibri



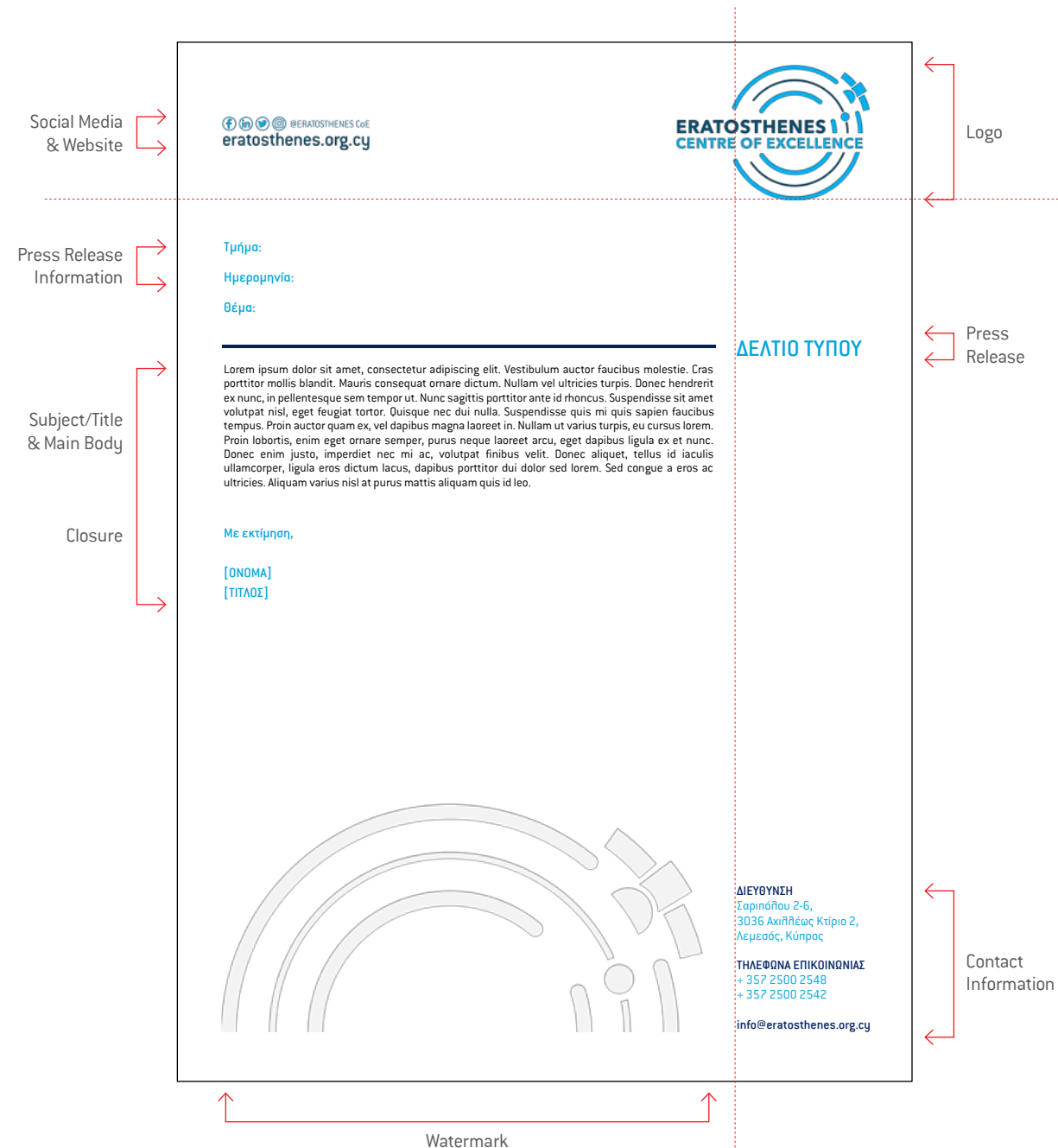
COMMUNICATION MATERIAL
LETTERHEAD

SIZE: A4 (210 mm x 297 mm.)
 COLORS (Pantone Matching System)
 FONTS: ConduitITCHel, Calibri



COMMUNICATION MATERIAL
PRESS RELEASE

SIZE: A4 (210 mm x 297 mm.)
 COLORS (Pantone Matching System)
 FONTS: ConduitITCHel, Calibri



SIZE: A4 (210 mm x 297 mm.)
COLORS (Pantone Matching System)
PAPER QUALITY: Art Matte 300gsm (plus matt lamination)
FONTS: ConduitITChel, Calibri

Social Media & Website → @ERATOSTHENES CoE
eratossthenes.org.cy

Logo → ERATOSTHENES CENTRE OF EXCELLENCE

Agenda Information → Ημερομηνία & Ώρες Διεξαγωγής:
Χώρος Διεξαγωγής:

Table → **2^η ΣΥΝΕΔΡΙΑ**

ΗΜΕΡΗΣΙΑ ΔΙΑΤΑΞΗ		
01	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet.
02	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet.
03	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet.

Subject/Title & Main Body → Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum auctor faucibus molestie. Cras porttitor mollis blandit. Mauris consequat ornare dictum. Nullam vel ultricies turpis. Donec hendrerit ex nunc, in pellentesque sem tempor ut. Nunc sagittis porttitor ante id rhoncus. Suspendisse sit amet volutpat nisl, eget feugiat tortor. Quisque nec dui nulla. Suspendisse quis mi quis sapien faucibus tempus. Proin auctor quam ex, vel dapibus magna laoreet in. Nullam ut varius turpis, eu cursus lorem. Proin lobortis, enim eget ornare semper, purus neque laoreet arcu, eget dapibus ligula ex et nunc. Donec enim justo, imperdiet nec mi ac, volutpat finibus velit. Donec aliquet, tellus id iaculis ullamcorper, ligula eros dictum lacus, dapibus porttitor dui dolor sed lorem. Sed congue a eros ac ultricies. Aliquam varius nisl at purus mattis aliquam quis id leo.

Closure → Με εκτίμηση,
[ΟΝΟΜΑ]
[ΤΙΤΛΟΣ]

Watermark → [Faint background logo]

Contact Information → ΔΙΕΥΘΥΝΣΗ
Σαρμιάδου 2-6,
3036 Αχιλλέως Κτίριο 2,
Λεμεσός, Κύπρος
ΤΗΛΕΦΩΝΑ ΕΠΙΚΟΙΝΩΝΙΑΣ
+ 357 2500 2548
+ 357 2500 2542
info@eratossthenes.org.cy

SIZE: A4 (210 mm x 297 mm.)
COLORS (Pantone Matching System)
PAPER QUALITY: Art Matte 300gsm (plus matt lamination)
FONTS: ConduitITChel, Calibri

Social Media & Website → @ERATOSTHENES CoE
eratossthenes.org.cy

Logo → ERATOSTHENES CENTRE OF EXCELLENCE

Agenda Information → Ημερομηνία & Ώρες Διεξαγωγής:
Χώρος Διεξαγωγής:

Table → **ΠΡΑΚΤΙΚΑ 13^{ος} ΣΥΝΕΔΡΙΑΣ**

ΠΑΡΟΥΣΙΕΣ	
ΠΑΡΟΝΤΕΣ	
Όνομα	Πρόεδρος
ΑΠΟΝΤΕΣ	
Όνομα	
ΤΗΡΗΣΗ ΠΡΑΚΤΙΚΩΝ	
Όνομα	

Subject/Title & Main Body → Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum auctor faucibus molestie. Cras porttitor mollis blandit. Mauris consequat ornare dictum. Nullam vel ultricies turpis. Donec hendrerit ex nunc, in pellentesque sem tempor ut. Nunc sagittis porttitor ante id rhoncus. Suspendisse sit amet volutpat nisl, eget feugiat tortor. Quisque nec dui nulla. Suspendisse quis mi quis sapien faucibus tempus. Proin auctor quam ex, vel dapibus magna laoreet in. Nullam ut varius turpis, eu cursus lorem. Proin lobortis, enim eget ornare semper, purus neque laoreet arcu, eget dapibus ligula ex et nunc. Donec enim justo, imperdiet nec mi ac, volutpat finibus velit. Donec aliquet, tellus id iaculis ullamcorper, ligula eros dictum lacus, dapibus porttitor dui dolor sed lorem. Sed congue a eros ac ultricies. Aliquam varius nisl at purus mattis aliquam quis id leo.

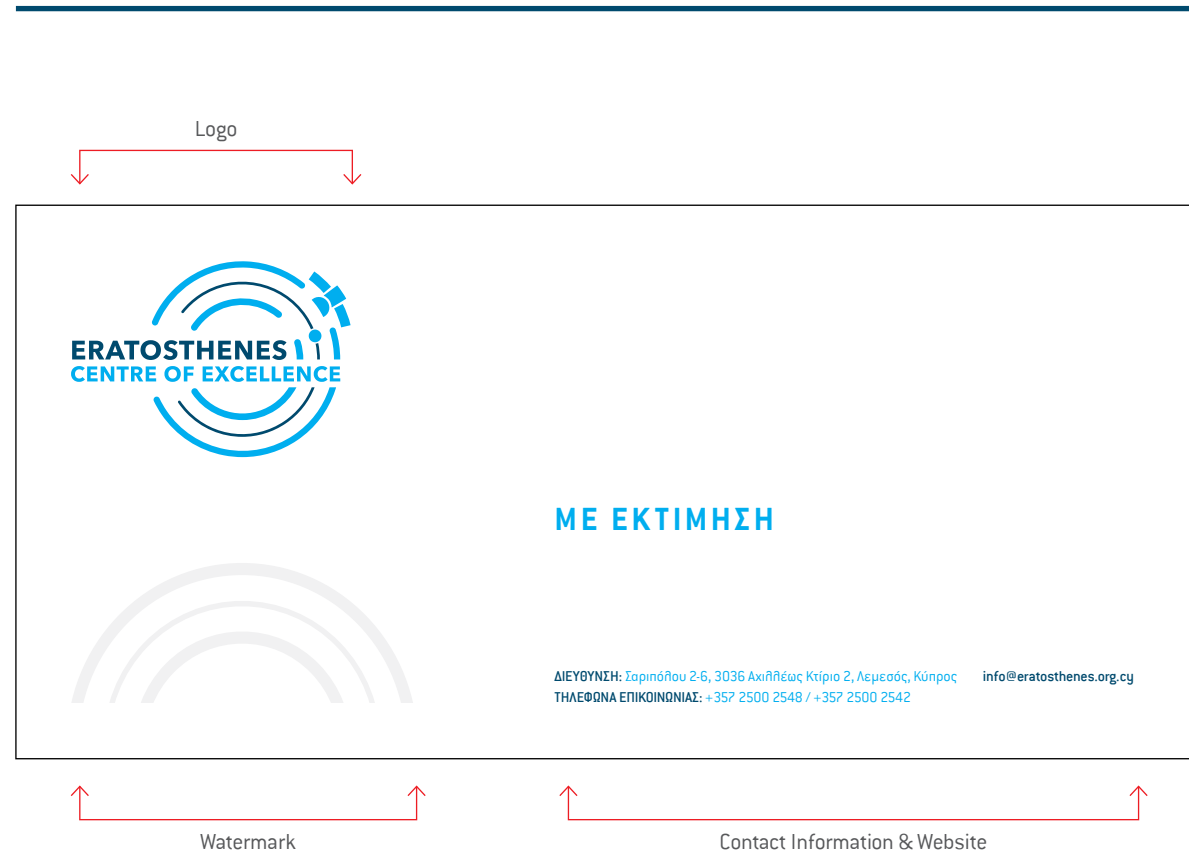
Closure → Με εκτίμηση,
[ΟΝΟΜΑ]
[ΤΙΤΛΟΣ]

Watermark → [Faint background logo]

Contact Information → ΔΙΕΥΘΥΝΣΗ
Σαρμιάδου 2-6,
3036 Αχιλλέως Κτίριο 2,
Λεμεσός, Κύπρος
ΤΗΛΕΦΩΝΑ ΕΠΙΚΟΙΝΩΝΙΑΣ
+ 357 2500 2548
+ 357 2500 2542
info@eratossthenes.org.cy

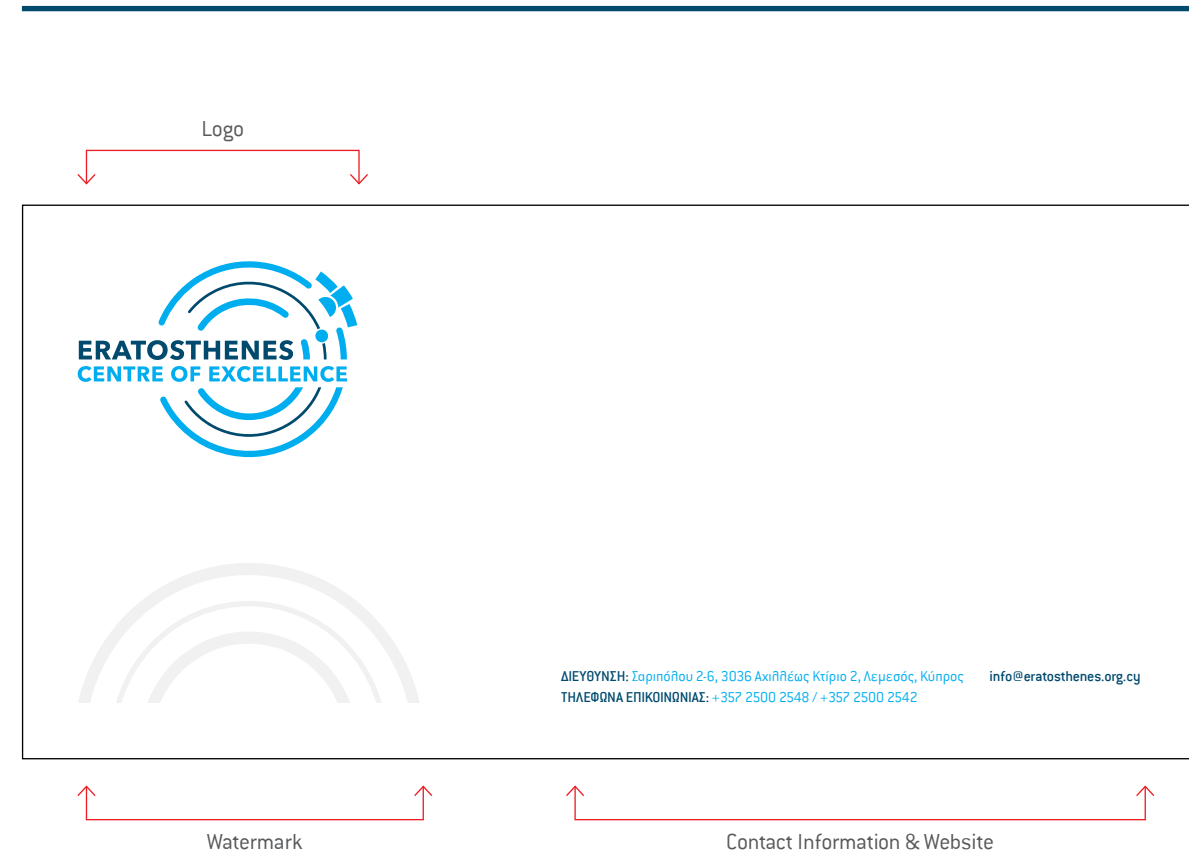
COMMUNICATION MATERIAL
COMPLIMENT SLIP

SIZE: A4 (210 mm x 297 mm.)
COLORS (Pantone Matching System)
FONTS: ConduitITCHel, Calibri



COMMUNICATION MATERIAL
D L ENVELOPES

SIZE: A4 (210 mm x 297 mm.)
COLORS (Pantone Matching System)
FONTS: ConduitITCHel, Calibri



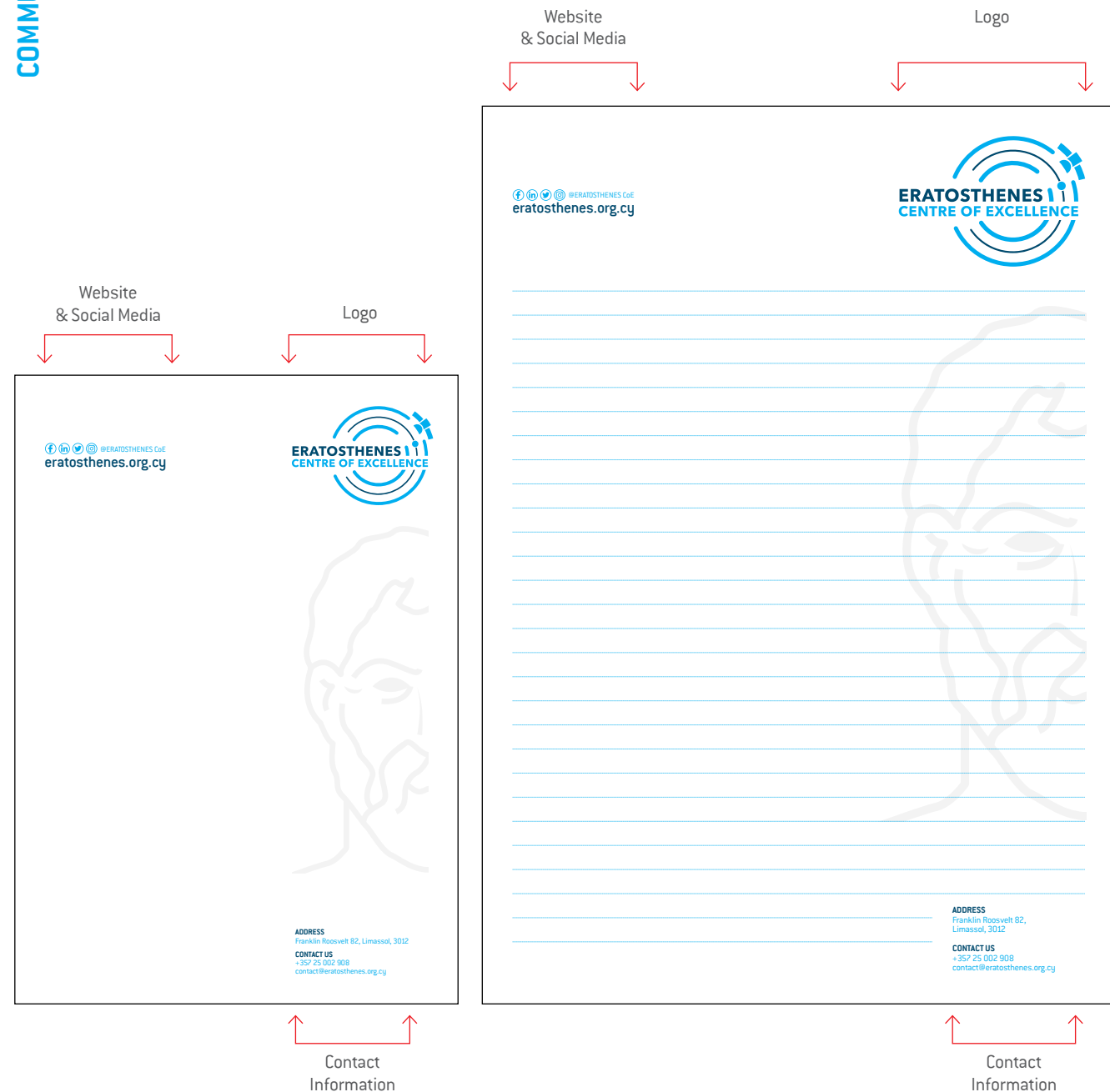
COMMUNICATION MATERIAL
A4 ENVELOPES

SIZE: A4 (210 mm x 297 mm.)
COLORS (Pantone Matching System)
FONTS: ConduitITCHel, Calibri



COMMUNICATION MATERIAL
NOTEPADS

SIZE: A4 (210 mm x 297 mm.)
COLORS (Pantone Matching System)
FONTS: ConduitITCHel, Calibri



COMMUNICATION MATERIAL
FOLDERS

SIZE: A4 - Folded(210 mm x 297 mm.)
COLORS (Pantone Matching System)
PAPER QUALITY: Art Matte 300gsm (plus matt lamination)
FONTS: ConduitITCHel, Calibri

Back Side

Front Side



Pocket

COMMUNICATION MATERIAL
FOLDERS

Inside Left Side

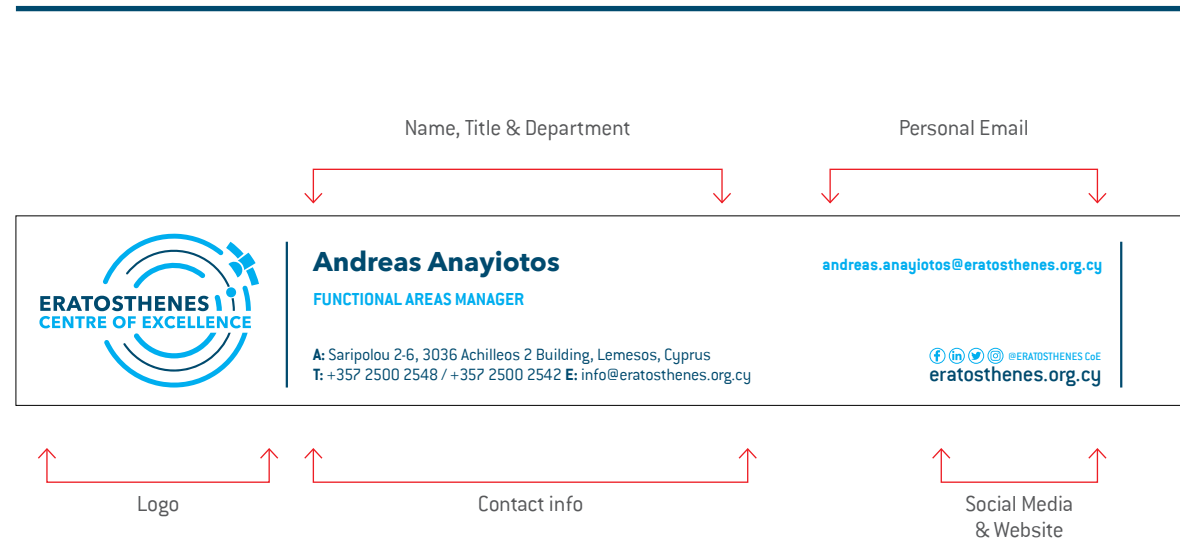
Inside Right Side



SIZE: 1920 pixels width

COLORS (Pantone Matching System)

FONTS: ConduitITCHel, Calibri



ERATOSTHENES CENTRE OF EXCELLENCE

Andreas Anayiotos
FUNCTIONAL AREAS MANAGER

andreas.anayiotos@eratosthenes.org.cy

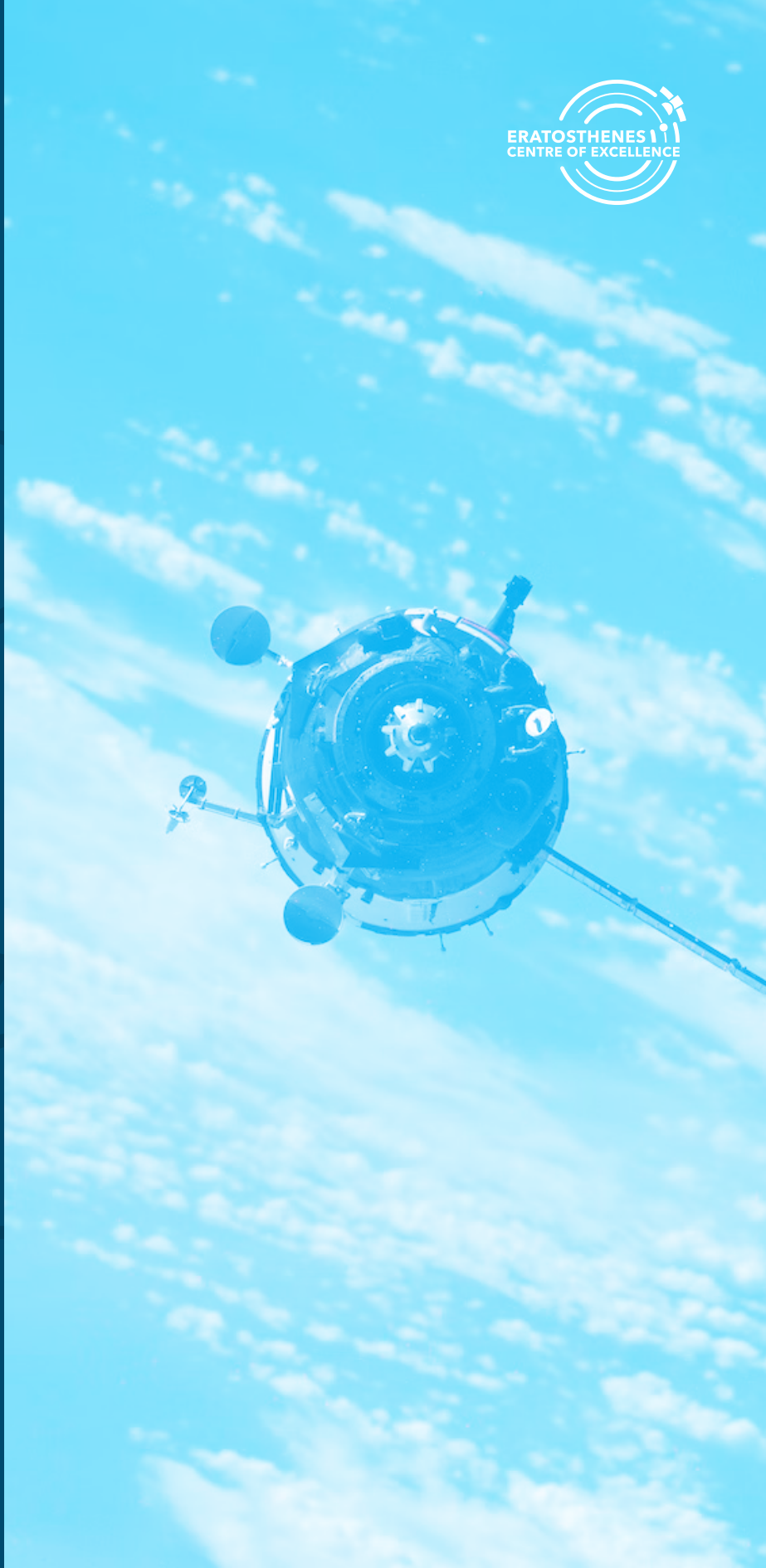
A: Saripolou 2-6, 3036 Achilleos 2 Building, Lemesos, Cyprus
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eratosthenes.org.cy

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PRESENTATION TEMPLATES

- VERSIONS/CATEGORIES
- DARK VERSION LAYOUTS
- LIGHT VERSION LAYOUTS
- CYAN VERSION LAYOUTS



PRESENTATION TEMPLATES POWER POINT VERSIONS / CATEGORIES

DARK VERSION
PRESENTATION



CYAN VERSION
PRESENTATION



LIGHT VERSION
PRESENTATION



PRESENTATION TEMPLATES
POWER POINT DARK VERSION LAYOUTS



PRESENTATION TEMPLATES
POWER POINT VERSIONS / CATEGORIES

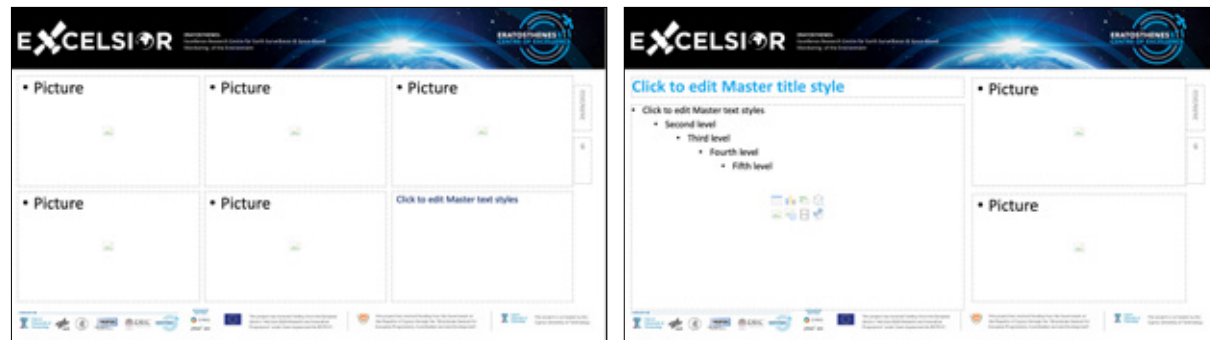


PRESENTATION TEMPLATES
POWER POINT DARK VERSION LAYOUTS



PRESENTATION TEMPLATES
POWER POINT VERSIONS / CATEGORIES





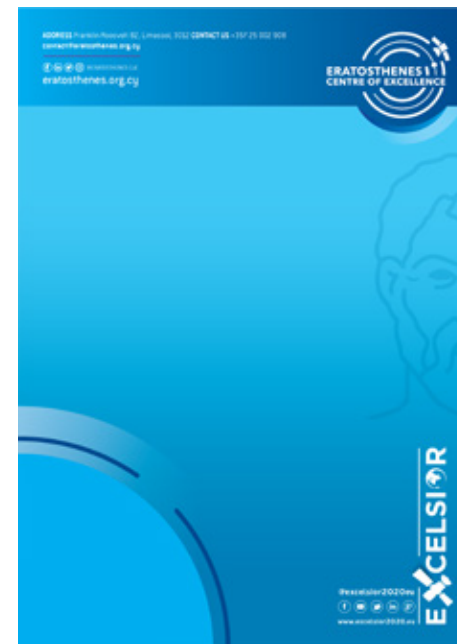
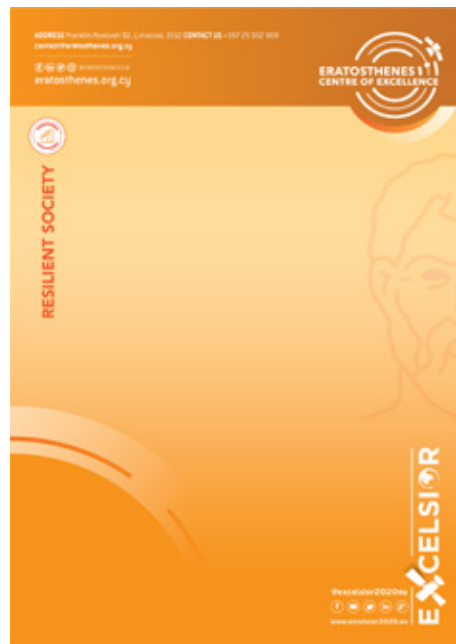
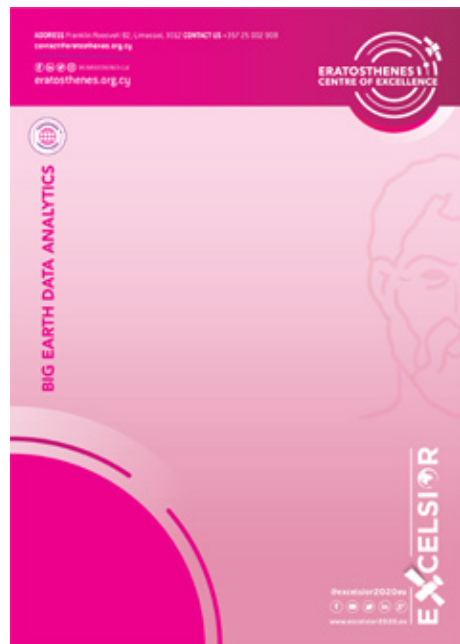
PRESENTATION TEMPLATES
POWER POINT VERSIONS / CATEGORIES



POWERPOINT PRESENTATION TEMPLATES
FLYER LAYOUTS - DEPARTMENTS



PRESENTATION TEMPLATES
FLYER LAYOUTS - GENERIC



PRESENTATION TEMPLATES
ROLL UP BANNERS



GENERIC

SIZE: 80 cm width x 200 cm height
COLORS (Pantone Matching System)
PAPER QUALITY: Art Matte 300gsm (plus matt lamination)
FONTS: Για το όνομα χρησιμοποιείται η γραμματοσειρά Arial Bold. Για τον τίτλο χρησιμοποιείται η γραμματοσειρά Arial Narrow Regular. Για τα στοιχεία επικοινωνίας χρησιμοποιείται η γραμματοσειρά Arial Narrow Regular και Bold.

PRESENTATION TEMPLATES
ROLL UP BANNERS



DEPARTMENTS

SIZE: 80 cm width x 200 cm height
COLORS (Pantone Matching System)
PAPER QUALITY: Art Matte 300gsm (plus matt lamination)
FONTS: Για το όνομα χρησιμοποιείται η γραμματοσειρά Arial Bold. Για τον τίτλο χρησιμοποιείται η γραμματοσειρά Arial Narrow Regular. Για τα στοιχεία επικοινωνίας χρησιμοποιείται η γραμματοσειρά Arial Narrow Regular και Bold.

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PROMOTIONAL MERCHANDISE

- TOTE BAGS
- BUTTONS PINS & BADGES
- PENS & PENCILS
- NOTEBOOKS
- T SHIRTS & CAPS



MERCHANDISE SUGGESTIONS TOTE BAGS

ΜΕΓΕΘΟΣ: A4 (210 χιλ. x 297 χιλ.)

ΧΡΩΜΑΤΑ (σύμφωνα με το Pantone Matching System)

ΠΟΙΟΤΗΤΑ ΧΑΡΤΟΥ: Fine Quality Woodfree White Uncoated 100gsm

ΠΡΟΔΙΑΓΡΑΦΕΣ ΓΡΑΜΜΑΤΟΣΕΙΡΑΣ: Το κυρίως κείμενο να γράφεται με Arial ή Franklin Gothic. Η διεύθυνση γράφεται με Arial Regular. Τα περιθώρια πρέπει να ρυθμίζονται όπως στο παράδειγμα από πάνω.



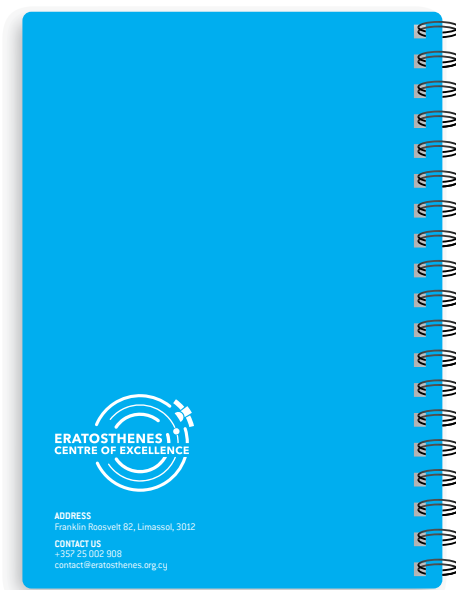
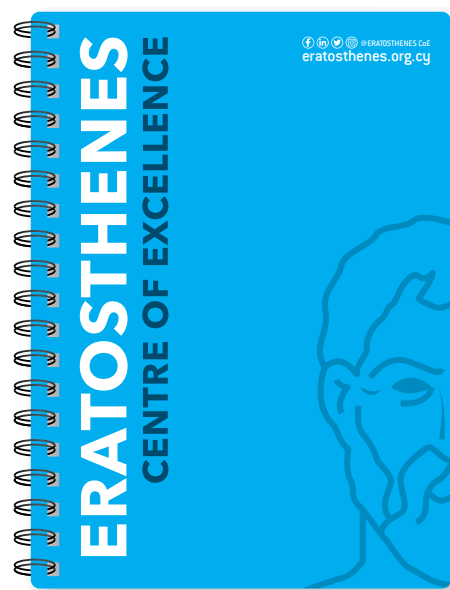
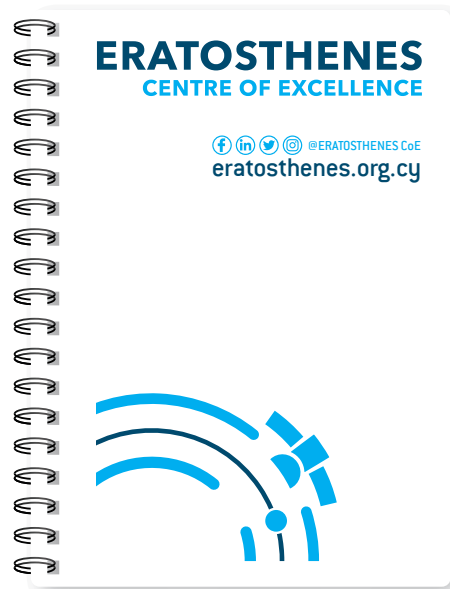
MERCHANDISE SUGGESTIONS
BUTTON PINS & BADGES



MERCHANDISE SUGGESTIONS
PENS, PENCILS & MUGS



MERCHANDISE SUGGESTIONS
NOTEBOOKS



MERCHANDISE SUGGESTIONS
T SHIRTS & CAPS



