VISUAL IMAGE MANUAL

OUTLEARN IT!

Active and green pedagogies through OUTdoor LEARNing

OUTLINE

THE LOGO

Standard logo

This relates to the standard logo through which our target audience recognises our products, services and values.

This manual establishes the guidelines for its correct application across all formats. To avoid the need to redesign the logo, all the different corporate applications have been compiled and made accessible to the team in the various standardised file formats applicable to practically all printing, reprographics and support systems. The various logo applications are available to you in the following formats: Adobe Illustrator, PDF and JPG.

Its proportions and colour can be altered according to the description elaborated below.

On White & main colours (preferred design)

The preferred logo is the one which best identifies our products, services and values to our target audience. The use of the preferred logo provides recognition, broadens the product range and strengthens the group's positioning. Always that is possible, this will be the chose logo of the project, just using the other logos in case it is required or this logo cannot be read clearly.

On light green

White & Black

Reduced Design

COLOUR SCHEME

Describes the various values required for the correct reproduction of the corporate colours. The basic corporate colours are:

GREEN-LIGHT: #E8F3D3
GREEN-MEDIUM: #93D07C
GREEN-DARK: #549E39
GREY-MEDIUM: #AEC4B8
WHITE: #FFFFFF
BLACK: #000000

These other colours can be used in case it is needed to emphasize, add a link or contrast:

GREEN-EMPHASIS: #B9DA79
GREEN-LINK: #3E762A
GREEN-HIGHLIGHT: #789C88
BROWN-CONTRAST: #A6926E
BROWN-LIGHT-CONTRAST: #DED6C8
BROWN-DARK-CONTRAST: # 453227

TYPEFACES

Main Typefaces available in Word, Google, Canva, and website

Text

A compatible font in the main tools that the project partners will work with Raleway, that will be the corporate typeface used in all the main documents and communications of the OUTlearn IT! project.

The main text is written in:

Font: Raleway

Size: approximately 10 - 14

Line spacing: 1,0 - 1,5

Alignment: Justified

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Titles

As corporate title typeface in Google Docs or presentations, AMATIC SC can be used.

Font: Amatic SC

Size: approximately 18 - 36

Line spacing: 1,0 - 1,5

Alignment: Justified

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Italics should be avoided, only being use in case of a foreign word.
<u>Underlined</u> can be used in links.

Other typefaces that can be used
Word
Text

OUTLEARN IT! uses Segoe UI Light, as secondary typeface, in case it is needed.

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Italics should be avoided, only being use in case of a foreign word.
<u>Underlined</u> can be used in links.

Titles

OUTLEARN IT! Uses **Modern Love Caps**, as its secondary title typeface. It can be used in **bold** or without it.

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Italics and <u>underlined</u> should be avoided in all the titles.

Canva

Text

For the creation of material in Canva, Inter can be used as secondary Font.

Titles

For the creation of material in Canva, Aloja can be used as title font as secondary Font.

LAYOUT OF TEXTS

We use titles only in Modern Love Caps. The titles can be done only in the following colours:

GREEN-MEDIUM: #93D07C
GREEN-DARK: #549E39
WHITE: #FFFFFF
BLACK: #000000

Example of written texts

OUTLEARN IT!

OUTLEARN IT!

OUTLEARN IT!

OUTLEARN IT!

PROJECT PERSONALITY

Mission/Values

The project was created according to the following Erasmus+ priorities:
- Inclusion and diversity in all fields of education, training, youth and sport
- Environment and fight against climate change
- Development of key competences

According to those priorities, the project has the following objectives:
- O1: Create inclusive schools to allow the equal learning of children taking into account multiple intelligences (general objective)
- O2: Implement outdoor learning through active and green pedagogies in primary schools (specific objective).
- O3: Support the professional development of teachers, educators and facilitators (specific objective).
- O4: Improve the relation between children and environment (specific objective).

Target audience

The main target audience of the project are schools, including teachers and families. It is focused in education, including kindergarten and primary education as the main niche, but it is also possible to extrapolate the aim of the project to secondary, VET and higher education.

Archetype

Brand archetype is a way of presenting a brand, or in this case, the project. It makes easier to make it more relatable and recognizable with external organizations, people or institutions that share the same values.

Brand archetypes instate human traits and behaviour into the values and priorities of the project, conveying truth and increasing the impact of the project.

In the case of the project, the archetype of is related with the concept of connection, as the main purpose of our project will be creating a connection with other possible users to replicate and use the material created during the project.

The caregiver (support) archetype

This archetype has as strategy helping those in need, often vulnerable and sensitive. The messages are warm and thoughtful and have a generous approach to life and the work we do. It is commonly used in Education, Hospitals, Non-profit and environmental organizations.
The voice is: warm, caring and reassuring and it offers help, service and support.

As during this project, we will share the knowledge to others, and we will also focus on emotional sides of education and the inclusivity of multiple intelligences with outdoor learning, using green and active pedagogies, this archetype fits the values, the audience and the purpose of the project. In some cases, it can even be mixed with The Sage

archetype, as we will be also professing knowledge and being informed, as well as guiding and share our expertise in the topics of the project.

PARTNERS LOGO

All the partners logos need to be present in the different project communications and publications.

The logos should have the most similar size possible.

The logos[1] are:

VISUAL REQUIREMENTS ERASMUS+[2]

Disclaimer[3]

"The "OUTLEARN IT!" project is co-funded by the Erasmus+ programme of the European Union. The content of (this press release/publication/etc.) is the sole responsibility of the (name of the educational establishment or education and training organisation) and neither the *Servicio Europeo para la Internacionalización de la Educación* (SEPIE) is responsible for any use that may be made of the information contained therein".[4]

EU emblem

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding.

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

The ready-to-use EU emblem including the funding statement can be downloaded in all EU languages.

Minimum size

The minimum height of the EU emblem must be 1 cm. For specific items, like pens, the emblem can be reproduced in a smaller size. When using the EU funding statement in a small size, it is highly recommended using the horizontal version.

Placement

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants. The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

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[2] European Commission (2021). Visual Identity – Programming period 2021-2027. Retrieved from https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027_en

[3] All the information is extracted from the "Programming period 2021-2027" retrieved from https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027_en

[4] A similar disclaimer can be found in different EU languages here: http://www.sepie.es/doc/comunicacion/logos/beneficiaries_all.pdf

Vertical & HORIZONTAL[5]

ANNEX: SOCIAL NETWORKS

When working in Canva, the Font will change as the selected typefaces do not exits in that software. Therefore, for titles, we will use a similar font to Modern Love Caps, called Aloja. Meanwhile, for the text we will use a round font similar to Segoe UI Light, called Inter.

Please, do not use the template for editing your posts. You can just copy in Canva the template and start your new design in it.

InstaGram's stories

Instagram Stories is a feature that allows you to post videos or images that disappear after 24-hours. Users often post more casual and candid videos and images, in which it is possible to offer glimpses into the activities or tasks.

Therefore, InstaGram stories can be used for several purposes. For example, it has been announced that there is an activity taking place, and the aim is to remember the audience about it. To do so, it is possible to create an IG story using the templates or just selecting the posts already done and sharing it in the IG story.

Another goal could be just to share pictures that have not been shared in posts or just recording an activity that it is taking place at the moment. This can be done with the templates for a more elaborated dissemination, or just during the same moment that is taking place.

Posts

Instagram is an entirely visual platform; therefore, it is important to choose carefully the photos we are choosing to post. The posts are permanent (unless delated) unlike the Instagram stories. When posting several things, those posts will show your profile to other users, and the aesthetic of the Instagram is important to attract followers.

In this sense, it is also important not to post several pictures that look the same, but it is possible to use the carousel posts that they allow you to share multiple photos in one post only. It will be important to have a coherence in colours and posts in the first image, making sure the profile has the desired aesthetic. For that reason, there are several templated done in Canva that can be used for posting the images. The colour palette will be based on the colour scheme of this manual, with no filters added in the first image (in case of the carousel).

It is possible to get creative outside the templates created, but just remember the colour palette and the typefaces that need to be used.

For a better aesthetic, there will be an alternation among elaborated posts and images. The images will be used only for visual purposes, and the text of the images should be descriptive or just trying to promote the discussions in the comment in the form of a question.

Type of posts

Context

These types of post are related with the presentation of the project, the partners, the locations, the needs, etc. More focused on information regarding the project proposal and the partners or the planning of the activities.

ABSTRACTS

Posts to create quotes of the project results, but also other type of information about the project results. These posts will communicate about the main results we are achieving in general terms.

Practical tools

To include protocols of ideas to implement active and green pedagogies. It can be a list of items essential for an outdoor classroom, but also ideas of activities or results of activities with the students.

Agenda/Activities related with the project

It is important to communicate the activities planned in the project proposal, also posting about what we have done or what we are going to do. In this part, we can include images of the transnational project meetings, photos of the learning, training, teaching activities and even information about the multiplier events.

Feedback/Experiences

Information about how teachers, students and the project partners are experiencing the project. It can include general opinions related to management, but also about specific activities or feedback about the general impressions of the project results. It can also use the quotes type of post.

Visual feed: grid aesthetic

TEMPLATES

To have access to the templates, write in Trello to which email you want the Canva to be shared with. Afterwards, you will be able to edit the templates. Please, remember to simply create a copy of the template instead of directly writing in the template created.
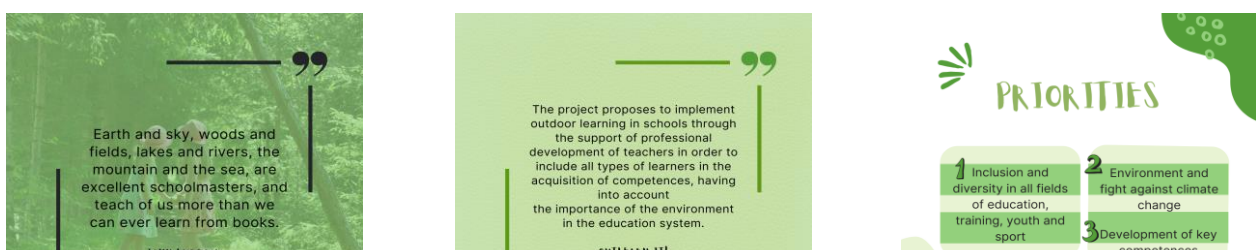
Any template can be used for the before mentioned areas, but for quoting or giving feedback, there will be more effectively type of posts.

If none of the templates fit with the idea of the post, you can get creative! Just remember to use the colour and fonts that appear in this document, having in mind the Erasmus+ requirement for those activities, ideas or experiences extracted from the implementation of the project.

Stories

Posts

VšĮ Lauko darželis

PROJECT PARTNER

VILNIUS, LITHUANIA

VšĮ Lauko darželis is the very first outdoor kindergarten in Lithuania where children from 2 to 6 years old are educated. The kindergarten was established in 2014 in a beautiful regional park of Pavilniai situated in the city of Vilnius. An Outdoor primary school was established in 2018. Lauko darželis is a community leader of outdoor education.
Teachers from the Outdoor primary school will participate in this Erasmus+ project.

●●●● https://laukodarzelis.lt/

OUTDOOR LEARNING ACTIVITY

Estimated time

30 minutes

What do you need?

Raincoats
Rain boots
Umbrellas
Bluetooth speaker
Song: Rain rain go away

ERASMUS+ 2021-1-ES01-KA220-SCH-000034503

OUTDOOR LEARNING ACTIVITY

1. Established the route and gather immformation on the daily weather forecast.
2. Get the approval of the school.
3. Inform parents.
4. Prepare questions in advance.
5. Brief the children on the outdoor rules.
6. Prepare raincoats and rain boots for children. Let them decide if they want umbrellas or not.
7. Go for a walk, approximately 15 minutes.
8. Facilitate children to pay attention to:
   a. The rain, how it splatters on the ground or grass.
   b. The sounds and smells.
   c. The changes in the environment.
   d. The people travelling on the road.
9. Go back to the school and facilitate children to dry themselves.
10. Summarise the experience and note their observations.

Activities that you can do OUTDOORS

YOUR OWN GARDEN

Spring means new season to planting, like spinach, cabbage, or even your favorite fruit and vegetables. Now take your fork and start your own garden.

TAKING A BREATH IN NATURE

Go take a walk to your nearby park, and let yourself immerse in the nature

GEOGRAPHICAL SITES

Studying from the book without actually visualizing the real scenario can make more difficult to understand the concepts. Check out which places are related to what you are teaching and go make a visit!

PICNIC IS NEVER A WRONG CHOICE

Go take a walk to your nearby park, and let yourself immerse in the nature and make students reflect on what they see.

Feedback activity

Title of the activity

3 things I've learned today

2 things I want to learn more about

1 question I still have