



Visual Identity Guidelines





SILVER LOGO: Taking Flight

The stylized flying bird mark communicates end-user benefits as well as the success of the project. It illustrates freedom and independence, the benefits gained by the end-users. The bird may also communicate the idea of how “high-flying” innovations take form and symbolise the success of the project as a whole.

BASIC FORMAT:

Flying Bird mark + Silver logotype

The basic format is the primary and preferred version of the logo that should be used in all application with the exception of those specified on this page (see Explanatory Format).

EXPLANATORY FORMAT:

Flying Bird mark + Silver logotype + Explanatory text

The explanatory format of the Silver logo should be used in all office documents when the logo is shown for the first time (front page) or to provide further clarity in applications and materials where the content does not otherwise explain the aims of the project or when the project is previously unknown to the target audience.





SILVER LOGO: Variations

The primary option is to use the coloured logo presented on the previous page. In some cases grayscale, all-black or negative versions may be needed. These versions are presented on this page.

GRAYSCALE:



ALL-BLACK:



NEGATIVE:





COLOURS: Silver Colour Palette

The Silver Colour palette consists of fresh shades of blue, green and yellow. Colour breakdowns are presented on this page. The selection of silver colours is also included in the PowerPoint template. White is also an important part of all applications.

SILVER BLUES:



RGB: 45/40/90
CMYK: 100/100/20/20



RGB: 0/165/200
CMYK: 95/0/20/0



RGB: 100/200/220
CMYK: 70/0/15/0



RGB: 150/220/230
CMYK: 50/0/15/0

SILVER GREENS:



RGB: 110/175/65
CMYK: 70/0/100/0



RGB: 160/190/50
CMYK: 50/0/100/0



RGB: 195/210/70
CMYK: 35/0/90/0

SILVER YELLOWS:



RGB: 220/145/30
CMYK: 0/50/100/0



RGB: 250/185/20
CMYK: 0/35/100/0



RGB: 255/215/5
CMYK: 0/15/100/0



TYPOGRAPHY: Primary typefaces

The primary typeface of the Silver project is Chevin Pro. Chevin Pro is used in all printed communications. The main weights are Light and Demibold, but other weights may also be used. Headlines in printed materials are mostly used in all-caps. In in-house produced electronic materials such as presentations and documents Chevin Pro is substituted with the secondary typefaces.

CHEVIN LIGHT:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

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CHEVIN DEMIBOLD:

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TYPOGRAPHY: Secondary typefaces

The secondary typefaces of Silver Project is Arial. Secondary typefaces are used in in-house produced electronic materials such as presentations and office documents. Arial Regular is used for body copy, and Arial Bold for headlines.

ARIAL REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

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ARIAL BOLD:

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abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

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SILVER GRAPHICS: Birds

The shape of the flying bird is used as a graphic element in the Silver Visual Identity. The different coloured birds are used together to form a colourful combination. The size and the rotation angle of the birds may vary. See examples on the next page. Note that the multicoloured bird appearing in the Silver logo is strictly reserved for that purpose only and may not be used anywhere else.

BLUE:



GREEN:



YELLOW:





SILVER APPLICATIONS: Examples

FACT SHEET:



OVERVIEW

Supporting Independent Living for the Elderly through Robotics SILVER is a development project funded by the European Commission under the Seventh Framework Programme for research and technological development (FP7). The project started in January 2012 and will run for 42 months.

The SILVER project will address the challenge of finding new technologies or technology supported services by applying innovative approaches in public procurement policies. The technologies sought are to enable elderly people to continue independent living including those with physical or cognitive disabilities.

As the population ages there is a clear increase in various conditions that can have a severe impact on the ability of an individual to continue their lives in an independent manner. This project is searching for new technologies that will assist elderly people to operate independently in their everyday lives, through the use of Robotics and related technologies. The search for the new technologies will use a pre-commercial procurement (PCP) process. In Europe the PCP has so far been an under-utilized tool for promoting innovation and one of the aims of this project is to demonstrate the effectiveness of this approach to address societal and government needs.

OBJECTIVES

The SILVER project has two primary objectives. The first objective is to establish and execute an agreed PCP process to run a cross-border PCP call for tender with the participating countries. This PCP process should also be able to be used as a base on which participating countries can design national PCP calls outside of the Silver project.

The second objective is to use the PCP process developed in the project to identify new technologies and services to address the challenge of Supporting the independent living of the Elderly through Robotics, by undertaking a joint PCP call for tender.

The aim is that in the future public organizations in participating countries and the EU use familiar with the PCP tool and use it to meet their needs. It is anticipated that in making this PCP call new solutions are implemented in elderly care that by 2020 make it possible to care for 20's more care recipients with the same number of care givers. The aim is also to increase the quality of life for the elderly by making them more independent and increasing their health.

METHODOLOGY

The project starts by developing a generic PCP process and supporting documents. Later the generic process will be used as a basis for a specific call for Independent Living. The actual PCP process is executed through three phases. The first phase is a feasibility study of the selected technologies and proposals. The most promising ideas will be developed into well-defined prototypes in phase two. The third phase aims to verify and compare first real end products or services in real-life operational conditions.

NEWSLETTER:



January 2012 - Issue 1:

- Editorial
- New understanding of loneliness
- Investment of ethics
- Looking for a service that is easy to use and convenient
- Play with your life
- What's next?

Editorial

Humans are social creatures. To experience unwanted loneliness deprives us of a very basic humanity. The risk of ending up alone increases the older we get. Growing old increases the risk of accidents with such challenges as retirement, illness and the loss of those nearest and dearest to us.

Even though the structures of pension systems may compensate for the physical decline associated with growing older, we also need to also socially be included if we are to feel our lives to the fullest. And being socially connected seems to reduce physical decline and illness.

It might be a social contract for children to provide us with more funds to socialize, as it increases life quality and fulfills the necessary need for illness and care.

To do something about loneliness, we first have to have found the very idea of the solution as a well-accepted and to start thinking of old people as being as fundamentally different as the rest of mankind. The next step is to introduce the term "lonely" without causing the stigma - needed for acceptance and attention.

These days, when we visit the Express in Central government, when developing, areas that will help seniors, consider and think to use each other. To create and use and what services and resources we have at our disposal, we are looking for the whole of living with our life - The EU as a general idea that for our social contract, work well together. But what kind of game?

Is this going to be easy to create a game that have intelligent and building social relations? Not at all! But we think that it can be done if we dare to ask hard questions and make words in the search for new answers. The drive in which direction to search, but the first question is not only average with the cooperation of our seniors. The purpose of this RSC is to create a social contract, as well as what we have already demonstrated during the first year.

Thomas Hornum, Institute Copenhagen Living Lab

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This form is unclassified.
www.silverproject.eu

POWERPOINT:



Slide 1: Title Slide

SILVER
Supporting Independent Living for the Elderly through Robotics

Heading here
Subtitle here

- This is an example slide

Slide 2: Divider Slide

SILVER

Divider Slide
This is an example