



Reduction in the use and effects of hazardous chemicals

PUTTING EDUCATION TO WORK

PROFILE MANUAL

REDUCE PROFILE

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1. General:

1.1 About profiles and loyalty

If we understand how media influences us, and how the various elements we can utilize in communication works, we can establish ourselves -and how we are perceived by the world- as someone with more than just a reckless and casual attitude towards our partners and customers/students.

The tools with which we can do this includes a profile and design program. It is important that this program is followed with respect and loyalty, and that the logo and profile is not altered because of time/ budget issues.

Although profiles need to be honoured and guidelines need to be followed, profiles develop and evolve with time and company expansion. It is essential that we know our own profile, and are aware of the image we present to the world. Thus we can more easily communicate what Reduce is to the world, and know where, when and why we need to change Reduce.

This profile controls and guides Reduce staff and partners in visualizing Reduce to the world. Shown are how logo, typography, color and graphic design are put together to create a general impression of Reduce.

1.2 Background

Communicating mainly with students, teachers and partners in the private business sector, Reduce's profile is set to communicate on several levels. The logo has been designed with focus on simplicity together with a strong graphic presence. This presence is ensured via the forms and graphic shapes that is the logo, together with a strong color palette.

The logo is prepared for further expansion and future marketing and communication needs. It's simple shape does not interfere with implementing it in more complex and advanced technological and graphical environments in the future.

The logo is made with budgets in mind, and can easily be reproduced successfully on any media, ranging from telefax to 4-color prints.

Thank you for - by following these guidelines- ensuring that our partners receives a united and positive impression of Reduce.

2. Logo and logotype

2.1 Symbol, construction



The Reduce logo consists of a symbol (logo) and the name "REDUCE" typed out beneath it (the logotype). Both the water-drop "R" and the frame surrounding it is drawn by hand, and not based on a specific font, although PrimerPrint is the basis for the construction..

The font for the logotype is PrimerPrint Bold.

The logo and logotype is supplied on the accompanying CDR as AI, EPS, EPS and JPG format files, named logo.ai, logo.eps etc. It is also supplied in printed format in this manual.

2. Logo and logotype

2.2 Colors and combinations

Logo shown on white background (color, black and white):



Logo shown on dark and light colored background respectively (color, black and white):



The Reduce logo is to be produced in one of the following combinations of color: Pantone 152 CVC (Orange) on white, plain black on white. Pantone 152 CVC with plain white background (as shown above) on black, white on black. If the background is "difficult", and neither an orange, a white or a black logo can be easily shown, there can be a white background in the logo as shown above. There may never, however, be a white logo with a black background.



If the logo needs to be shown in a small format, the logotype may be excluded.

This can also be used for effect on stationery, car decals, web and other media, although with moderation and caution

2. Logo and logotype

2.3 Printing the logo externally

Include one or more of the printed originals accompanying this manual, and/or a copy of the digital material in the accompanying CD-Rom when supplying printers and manufacturers with graphic materials.

Copies of this manual may also accompany your request.

2.4. Originals

Included on the following pages are three pages of print-ready logo originals.

For additional supplies, contact Innoventi.

3. Colors:

3.1 Color Palette

As a main rule for using colors with our profile, we may say that it consists of the three colors orange, black and white. There should be strong arguments for deviating from this scheme.

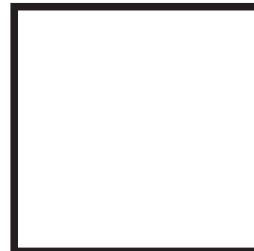


Pantone 152C

C	0	R	255
M	51	G	125
Y	100	B	0
K	0		



Black (100%)



White

4. Typography:

4.1 Typography program

We use Helvetica, and variations of Helvetica (Bold, Oblique, Bold Oblique) for correspondence and printed materials. The only exception to this rule is the logotype (see 2. Logo and logotype), and in some cases the web (see below)

Helvetica is a very readable font, and one that can be found on computers all over the world. It is also a "jack of all trades", and can be used for body text as well as headlines/ effects. For web, we use Helvetica, Arial or Verdana for readability on body text, and Helvetica or PrimerPrint for headlines/ effects.

Helvetica:

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

Helvetica Oblique:

*ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890*

Helvetica Bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890**

Helvetica Bold Oblique:

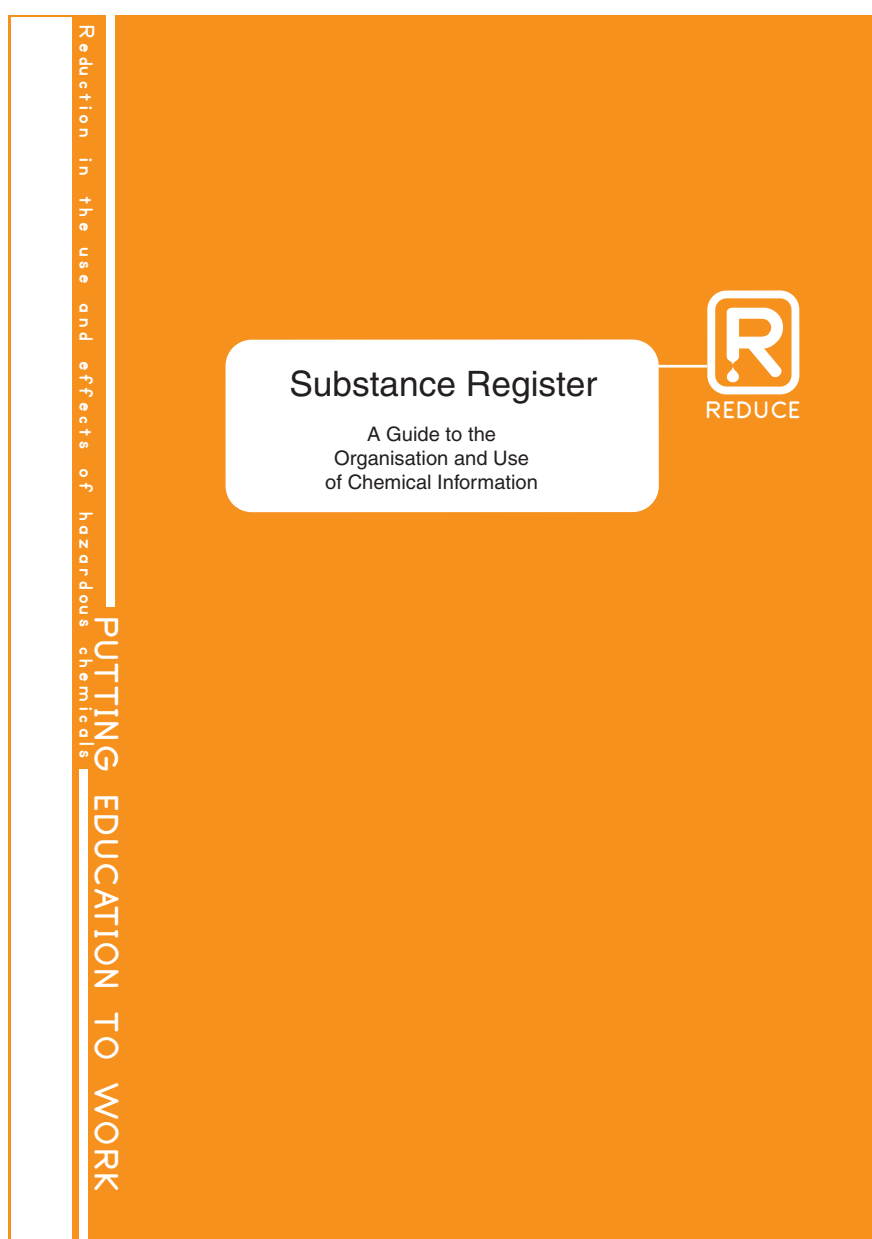
***ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890***

(Helvetica may be replaced with Arial)

5. Using the profile

5.1 In-house printing: Reports

For printing in-house reports we use pre-fabricated covers, and combine this with white printed labels (see 4. Typography for details on design of the labels).



5. Using the profile

5.1 In-house printing: Reports

We try to keep the layout of the body as simple as we can. We focus on readability and easy access to information.

Left margin: 21 mm
Top margin: 24 mm
Between columns: 16 mm
Right margin: 36 mm
Bottom margin: 25 mm

Body text: 10 pt/3.53 mm
 Helvetica

Semi-headline: 12 pt/
 4.23 mm Helvetica Bold

Headline: 18 pt/6.35 mm
 Helvetica Bold

Graph and photo subtext:
 8 pt/2.82 mm
 Helvetica Oblique

Important info: 12 pt/
 4.23 mm Helvetica Bold
 in a 10% black box (grey)

Outside links: 10 pt/
 3.53 mm Helvetica in
 a 10% black box (grey)

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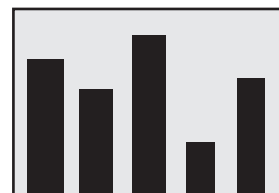
Important information

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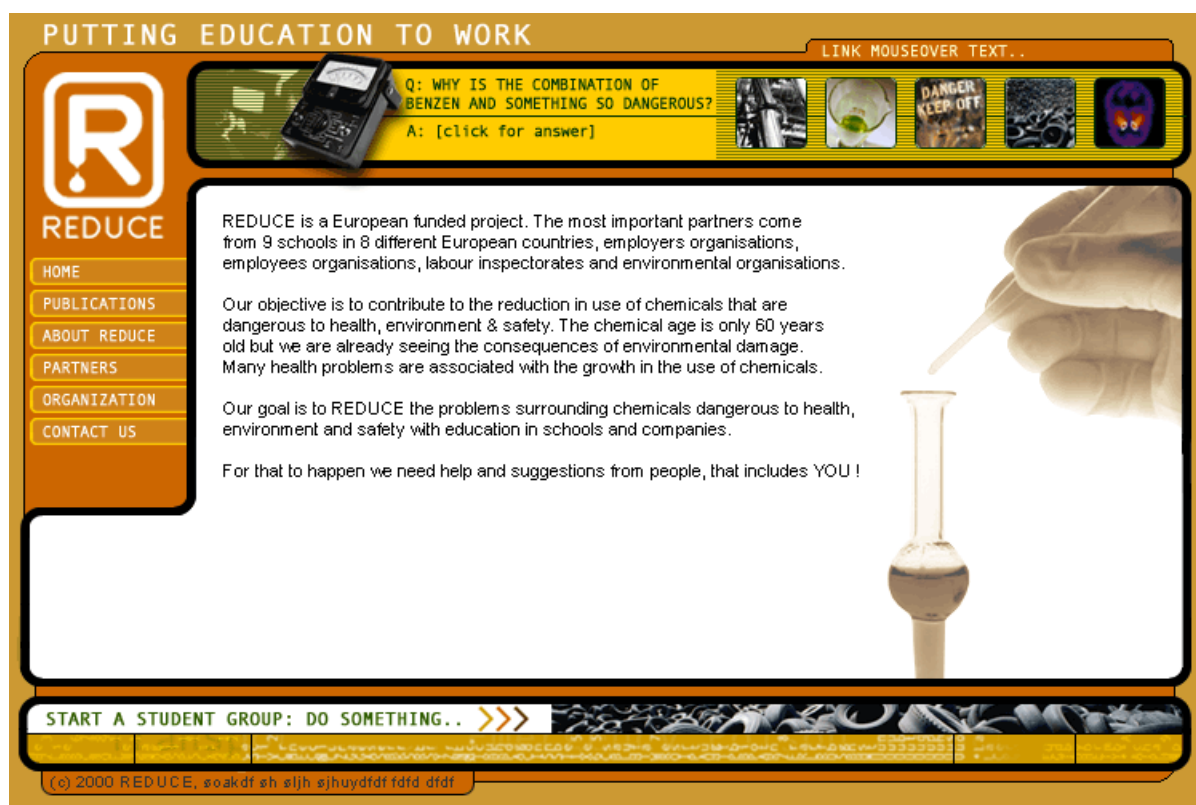
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis exerci tation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in innoventi vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feng shui feugait nulla facilisi.

Link to outside reading nr. 1
 Link to outside reading nr. 2
 Link to outside reading nr. 3
 Link to outside reading nr. 4

5. Using the profile

5.2 Multimedia: Web



A website template is developed based on the profile.

Due to useability issues, some deviations from the profile will be implemented in Reduce web solutions.

See the CDR for website template.

5. Using the profile

5.3 Multimedia: Powerpoint

HEADLINE



SUB HEADLINE

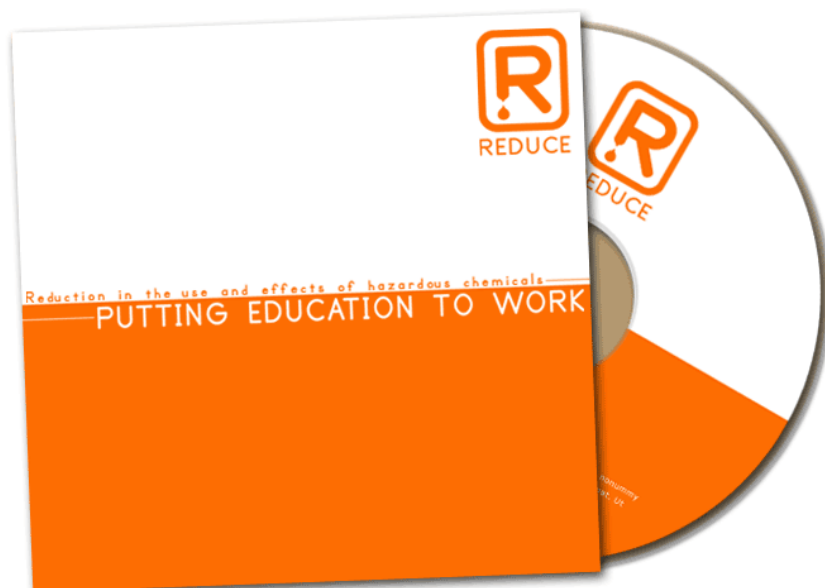
Body text lorem ipsum dolor sit
Amet lorem ipsum dolor sit amet
lorem ipsum dolor sit amet lorem
ipsum dolor sit amet lorem ipsum
dolor sit amet

- Body text lorem ipsum dolor sit
- Amet lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet lorem
- Ipsum dolor sit amet lorem ipsum
- Dolor sit amet



This is a sketch of the powerpoint template. See the CDR for more functional template.

5.4 Multimedia: CDR



Any CD or CDR (CD-Rom) that bears Reduce's name and/or logo should be issued in a plain cardboard sleeve. Using jewel-cases should be avoided.

6. Requesting Materials:

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