



# *Let's care*

BUILDING SAFE AND CARING SCHOOLS  
TO FOSTER EDUCATIONAL INCLUSION  
AND SCHOOL ACHIEVEMENT

## LET'S CARE

### D6.1. Project's website



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## 1. Executive Summary

This report includes a brief description of the project's website alongside with the visual identity defined for the LET'S CARE project, with the aim of defining and providing general instructions about the visual layout of the project.

The visual identity of LET'S CARE project aims at enhance visibility and recognition of the project thanks to a clear and identifiable appearance in all printed and online materials.

The different elements forming the LET'S CARE Visual Identity are described in the following pages.

## 2. Project's website

The website of the LET'S CARE project has been created under the domain <https://letsproject.eu/> and a first look at the website can be observed in Figure 1.

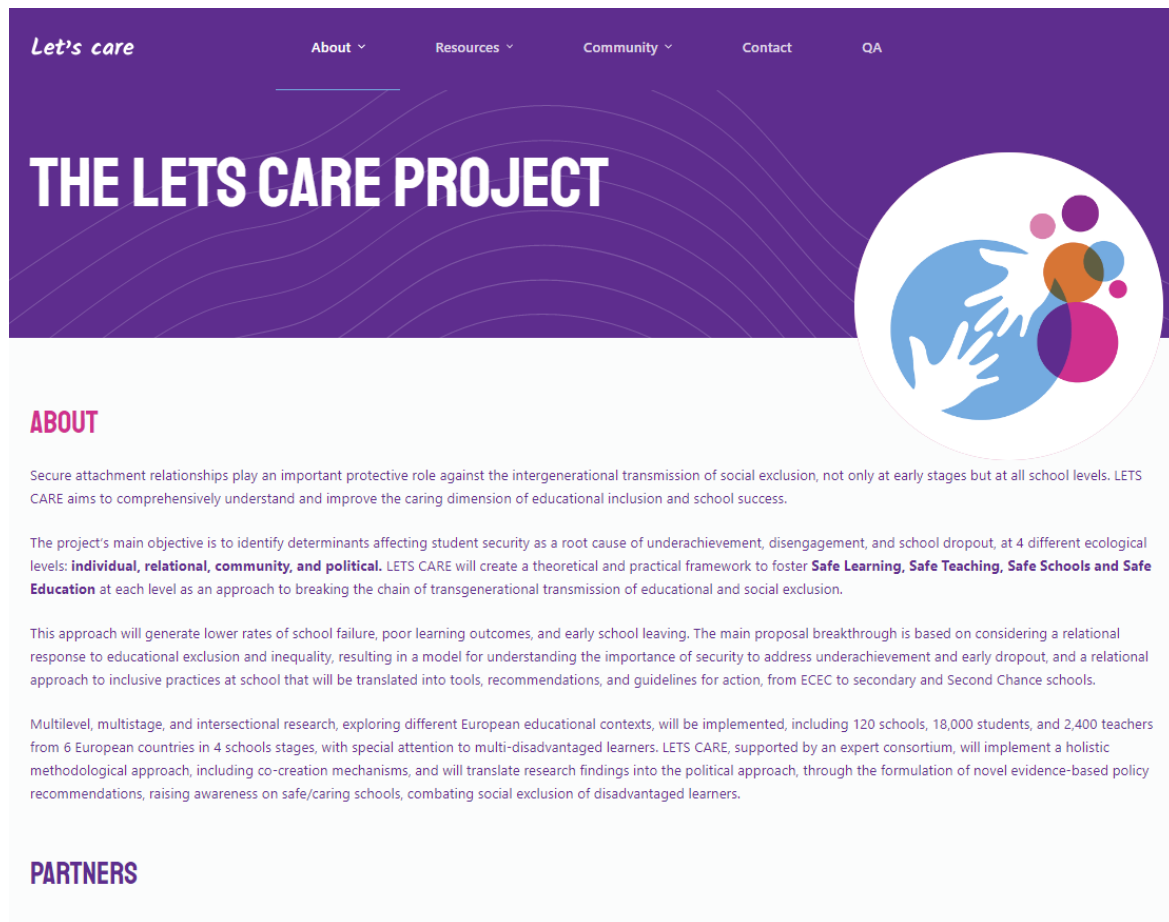


Figure 1 - Project's website

This website will be the main starting point for all communication, exploitation, dissemination and upscaling activities. Moreover, this website will contain information on the project, its public deliverables (with download links when they become available), the partnership, news, external links of related sites, policy, research and practice. Although available from month 3 of the project, it will



be updated and maintained throughout the project period, and sustained for a minimum of 5 years after the project ends.

The website of the project includes the next structure:

- **About:** This section contains a short description of the project, and the subheading “Partners”, available from the drop down menu and linked at the end of the project description, with the name, country, description and logo of the consortium members.
- **Resources:** This menu point has two subheadings available from the drop down menu, “Project Resources” where deliverables produced in the scope of the LET'S CARE project will be uploaded, and “External Resources” where visitors can see other freely accessible, relevant resources in the topic of the project, not developed in the scope of LET'S CARE
- **Community:** This menu point has three subheadings available at the moment. “Lets Care HUB” is where the visitors will be able to reach the Lets Care HUB, and once it is ready it will be moved out of the Community section be a separate menu point. “Events” is where relevant events to the project will be available. “Policy Makers Advisory Board” is the subheading where the members of the LET'S CARE Policy Makers Advisory Board members will be introduced once confirmed.
- **Contact:** At this menu point visitors can sign up for the newsletter, but also send a message to the consortium with their questions.
- **Q&A:** This section will contain the most common questions and answers about the project.

The structure above was developed with the cooperation and input from all consortium members, with the agreement that if necessary for the projects needs it can be modified at a later stage to ensure the best possible user experience for visitors once deliverables are available.

Links to social media accounts of the project ([Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#)) that will be used for communication and dissemination activities are also available at the bottom part of the website.

The website is fully responsive, available on any computer or mobile device.

### 3. Acronym of the project

LET'S CARE – the title of the project – has a double meaning:

- it recalls the action of taking care, the invitation to mind about the well-being of someone, in a participative and affective way;
- “LETS” also refers to the pillars of the project: **LE**arner, **T**eacher and **S**chool.

### 4. Logo of the project

#### 4.1. Concepts of the logo

LET'S CARE logo has been inspired by two main elements:

- **HANDS** representing the care and the safe environment
- **CIRCLES** representing the Pillars and the levels considered by the project. The circles are intertwined and they create new colours in the intersections, like in the reality the interconnection and the common actions of the different psycho-social levels results in a change in the person's life.



## 4.2. Logo Versions

Different logo versions (Figure 2) will be used to be adapted to the contexts of use: with vertical or horizontal orientation, in jpg / vectorial pdf / png versions. The versions are available in the project's repository.

Some examples:



Figure 2 - Examples of project's logo with different orientations

## 5. Visibility of the European flag and funding statement

As stated in the article 17.2 of the Grant Agreement:

*“Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)”*



Figure 3 – Examples of EU funding logo with different orientations



Different formats and versions of the Emblem are available in the project's online repository.

Any communication or dissemination activity related to the action **must** indicate the following disclaimer (translated into local languages where appropriate):

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## 6. Typography

### 6.1. Document Models for deliverables and presentations

A model for the deliverable and other official documents has been developed and is available in the project's online repository. The model of the document also contains the formatting style of the project: all the styles' names start with “\_LETS” followed by the definition of the kind of paragraph so that the partners can identify them easily.

The template of the PowerPoint presentation is available in the project's online repository.

### 6.2. Fonts

Two main fonts will be used in the project's documents:

- Titles and headings: **Montserrat**
- Plain text: **Calibri Light**

The font used in the logo is **Kalam**.

It is possible to download the fonts at the following links:

- Montserrat: <https://fonts.google.com/download?family=Montserrat>
- Calibri Light: <https://www.cufonfonts.com/download/redirect/calibri-light>
- Kalam: <https://fonts.google.com/specimen/Kalam>

### 6.3. Examples of texts:

#### 6.3.1. Montserrat:

- **LET'S CARE - Building Safe and Caring School to Foster Educational Inclusion and School Achievement**
- LET'S CARE - Building Safe and Caring School to Foster Educational Inclusion and School Achievement
- *LET'S CARE - Building Safe and Caring School to Foster Educational Inclusion and School Achievement*



### 6.3.2. Calibri light:

- LET'S CARE - Building Safe and Caring School to Foster Educational Inclusion and School Achievement
- LET'S CARE - Building Safe and Caring School to Foster Educational Inclusion and School Achievement
- *LET'S CARE - Building Safe and Caring School to Foster Educational Inclusion and School Achievement*

### 6.3.3. Kalam

- **LET'S CARE – Building Safe and Caring School to Foster Educational Inclusion and School Achievement**
- LET'S CARE – Building Safe and Caring School to Foster Educational Inclusion and School Achievement
- *LET'S CARE – Building Safe and Caring School to Foster Educational Inclusion and School Achievement*

## 7. Project's Colours

In the deliverables and communications about the project, it would be preferable to use the colours of the logo. The following table provides the codes of these colours.

Light Blue



RGB 116, 171, 224  
CMYK 48, 24, 0, 12  
# 74abe0

Dark Purple



RGB 94, 45, 142  
CMYK 34, 68, 0, 44  
# 5e2d8e

Light Purple



RGB 207, 48, 141  
CMYK 0, 77, 32, 19  
# cf308d

Orange



RGB 215, 117, 54  
CMYK 0, 46, 75, 16  
#d77536

Moss Green



RGB 96, 94, 66  
CMYK 0, 2, 31, 62  
#605e42

Pink



RGB 218, 126, 172  
CMYK 0, 42, 21, 15  
#dA7eac