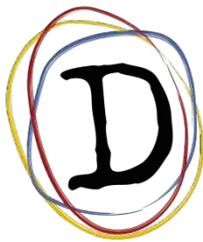




Deliverable number: **D7.1**

Deliverable title: **DETECT Visual Identity Protocol**



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Executive summary

The process of conceiving and designing the logo is a key step in developing a project's overall communication strategy. The project's logo defines the main and most distinctive elements of the project's visual identity; it makes the project, its objectives, and its topics, visible and immediately recognizable, enhancing their "spreadability"; it has a crucial role in building a relationship with the audiences and "setting the mood".

This deliverable presents in detail the research we have conducted in order to create the DETECT logo. In Chapter 1, after providing a short overview of the project's mission and target groups, we describe the process that brought us from the preliminary study of the communication strategies to be adopted, to the construction of the final logo. Additionally, the logo's usage guidelines are clearly stated.

After a presentation of the meanings of DETECT icon in Chapter 2, Chapter 3 defines other key elements of DETECT visual identity based on the main characteristics of the logo, such as the official colours and typography: these elements will be used in all dissemination and promotional materials, thus contributing to provide the project with a strong and coherent visual style. A strong and clear visual identity will ensure the project recognisability and will provide communication and dissemination activities with consistency and continuity.

Chapter 4 focuses on the project's online presence. It describes the main elements of the online communication strategies, with a special attention to the graphic design we elaborated for social media and the website.

Finally, Chapters 5, 6, and 7 provide: the project's template for academic presentations; the project's letterhead and template for deliverables; the project's icons set.

All future dissemination materials, deliverables and outcomes, both online and offline, will take into account design, guidelines, and templates described in this deliverable.

1. LOGO

1.1 DETECT mission and target groups

DETECT - Detecting Transcultural Identity in European Popular Crime Narratives addresses the formation of European cultural identity as a continuing process of transformation fostered by the mobility of people, products and representations across the continent. Because of the extraordinary mobility of its products, popular culture plays a decisive role in circulating representations that constitute a shared cultural asset for large sectors of the European society.

The project examines examples of crime fiction, film and TV dramas from 1989 to present, to learn how mobility strategies such as co-production, serialization, translation, adaptation, distribution, and more, have influenced the transnational dissemination of European popular culture. It also investigates how the treatment of specific “mobile signifiers” - including representations of gender, ethnic and class identities - affect the ability of European narratives to migrate outside their place of origin, and be appropriated elsewhere in different and variegated ways.

Researching the contemporary history of the crime genre in Europe, DETECT aims to identify the practices of production, distribution and consumption that are best suited to facilitate the emergence of engaging representations of Europe’s enormously rich, plural and cross-cultural identity.

The knowledge acquired through the detailed research programme will be used in cultural, learning and public engagement initiatives designed to prompt the elaboration of new transnational formats for the European creative industries. These activities will profit from a set of experimental research and learning resources and innovative collaborative tools, aggregated and organized on DETECT Web portal.

A range of activities will be addressed to the general public. In particular, the development of a Web mobile app tools will allow users to contribute to the creation of a collaborative Atlas of European crime narratives.

Based on its main objectives, DETECT addresses the following target groups:

Scholars in the SSH

One of the major target groups identified by DETECT is formed by scholars and researchers in a number of interrelated fields, from literary and film studies to media and communication studies, from cultural history and anthropology to sociology and the digital humanities. This audience will be reached through traditional academic activities as well as the innovative digital tools produced by the project.

Teachers and students of literary, media and cultural studies

This second target group will be specifically addressed through communication aimed to promote DETECT learning community, an educational initiative that will allow students and teachers to experiment with the project's digital tools and resources. The goal is to contribute to the reshaping of European popular culture in the curricula of numerous HE institutions in Europe, highlighting both the significance of its works for different disciplines and its effectiveness in raising awareness about the values and contents of European transcultural identity.

Professionals of creative industries and policymakers

DETECT promotes continuing collaboration between academic and non-academic organisations. Professionals will be invited to participate in the research, learning and dissemination activities in different ways. The goal is to create a space of conversation between scholars, policymakers, and professionals, where to identify the problems that still hamper the transnational circulation of European popular narratives as well as the creative and production strategies that can help generate engaging representations of European transcultural identity in popular media. Identifying the best practices through

which European crime narratives express the contents and values of European transcultural identity will help promote better publishing and production strategies, with particular respect to the potential of “translocal” regional narratives.

General public

DETECT aims to reach the large number of members of the general audiences who enjoy crime narratives to raise their awareness about, and increase their appreciation for, the representation of European transcultural identity in works of popular culture. At the same time, it aims to offer an innovative lens to approach the theoretical, as well as pragmatic, problematic of European identity to anybody with an interest in this topic. All the digital tools and resources created by the project will be specifically designed to elicit the interest and creative engagement of the general public, so as to promote active involvement in the project’s initiatives.

1.2 Preliminary study

The preliminary study of the DETECT logo has first considered the following aspects, related to the expected audiences:

- ✓ The institutional and academic framework in which the project's research activities are set. This framework suggested a sober visual style, with a plain and easily legible visual identity.
- ✓ The multiple and varied target groups that the project wishes to involve. In addition to scholars, teachers, and policymakers, the project also aims to involve professionals in the creative sector, students, and the general public, including fans of the crime genre. This suggested to combine visual plainness with some more captivating and engaging elements, so as to produce an attractive visual style and arouse curiosity, extend the potential audience, and maximise the impact.
- ✓ The transnational scope of the research activities. This aspect calls for a specific attention in the use geographically connoted elements, so as to propose an inclusive visual identity without marginalising or, on the contrary, emphasising, any specific regional and/or national aspects.

Secondly, we have identified a small number of basic keywords in order to provide an essential semantic mapping of the research field. The result is showed in figure 1. The keywords were aimed to offer some cues and starting points to elaborate the visual translation of DETECT main research topics.



Fig. 1. Mapping the research field: keywords.

Thirdly, we elaborated some basic guidelines about the use of colours. We started by choosing to use the typical colours that mark the crime genre: black (from the term “noir” that has come to define the genre in many—not just European—languages after the hugely popular French publishing imprint founded in 1945), yellow (from the term “giallo” used in Italian to refer to the genre, again after the covers of a popular book collection), and red, as a reference to the typically quite cruel content of crime narratives. On the other hand, we wanted the logo to have a bright and lively appearance, through a combination of different colours. The goal was to suggest ideas such as cultural diversity, multiplicity, mosaic, hybridization and *métissage*. In other terms, we wanted to communicate an inter- or transcultural concept of European identity, one in which identity is seen to take shape, and continually mutate, based on the cultural dialogue and exchange provided by the mobility of people, cultural products and representations. To visualize this idea, we chose to adopt, as a fourth colour, the blue hue of the European flag.

As showed in figures 2-5, most of the first unofficial drafts of DETECT logo did not use colours yet, and just tried, instead, to propose different visual translations of the

keywords and research topics, with particular consideration for the wish to address a wide and highly diversified audience.



Fig. 2. The "pipe model".



Fig. 3. The "doodle model".



Fig. 4. The "radar model".

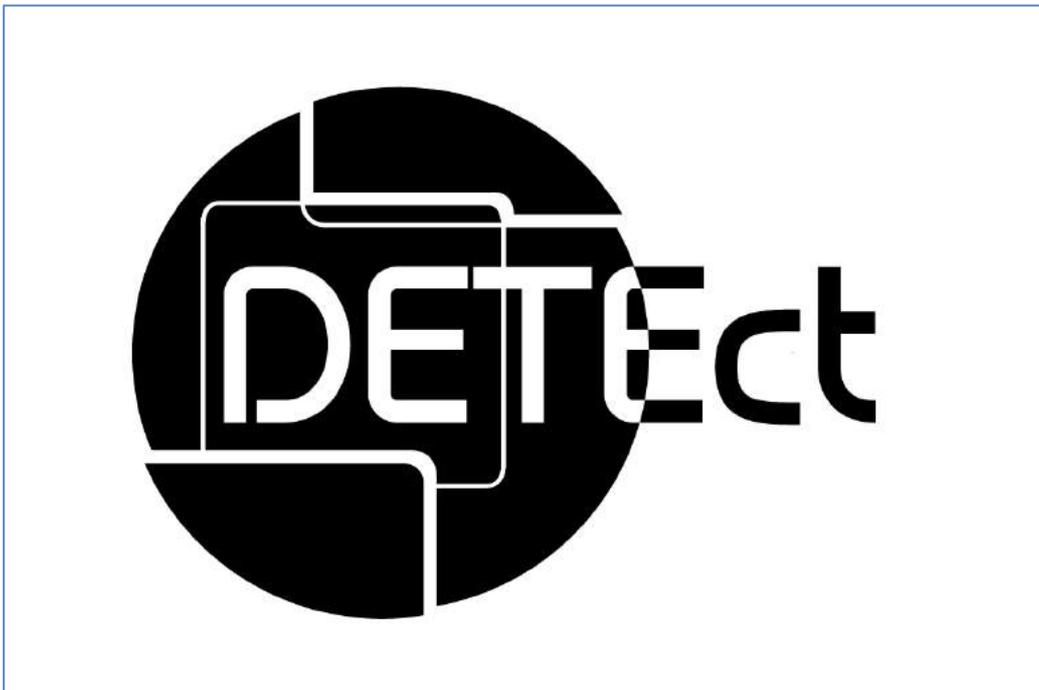


Fig. 5. The "puzzle model".

Among the many preliminary drafts that were proposed (see Annex A), the partners selected four concepts to be further developed:

a) The “pipe model” (*fig. 2*). This model obviously refers to the most classical icon of European crime narratives, Sherlock Holmes, thus evoking a clearly recognizable and largely shared cultural background.

b) The “doodle model” (*fig. 3*). This model uses lettering to evoke popular crime genre as the project’s research field. The irregular circles surrounding one or more characters are meant to suggest the idea of the detection process: they simulate the gesture of underlining something relevant during a process of investigation and research. Besides, irregular circles may also communicate both the ideas of inclusivity and that of identity as a condition of belonging to different, interrelated cultural communities at once.

c) The “radar model” (*fig. 4*). This model evokes the ideas of researching and detecting with a special reference to the spatial and territorial dimensions of research. The emphasis on space and geography is also related to the topics of cultural identity, mobility, and circulation of people, products and ideas.

d) The “puzzle model” (*fig. 5*). This model uses the idea of puzzle metaphor to suggest both the concepts of research and detection, and the idea of inter-cultural identity. On the one hand, the process of reassembling the pieces of a puzzle suggests that of investigating; on the other, the metaphor of the puzzle evokes the idea of identity as a plural, transcultural, and transnational construction.

1.3 Official first drafts

The second step in the logo construction process concerned the preparation of a pretty good number of official drafts, based on the four concepts discussed above. Each official draft consisted of a detailed logo sheet including:

- ✓ The logo's title, type and style;
- ✓ A short description;
- ✓ The intended meaning;
- ✓ The colours used;
- ✓ The font used.

In addition to this, a diagram described the main characteristics with particular attention to the intended audiences and target groups. The official 16 drafts are collected in Annex B.

The 16 drafts were then submitted to all partners, alongside with an online survey to collect their preferences and suggestions for further improvements. Logo versions 3.01 and 3.02 (*figs. 6-7*), titled "Irregular circles", were definitely the most appreciated (see Annex B for the complete logo sheets).

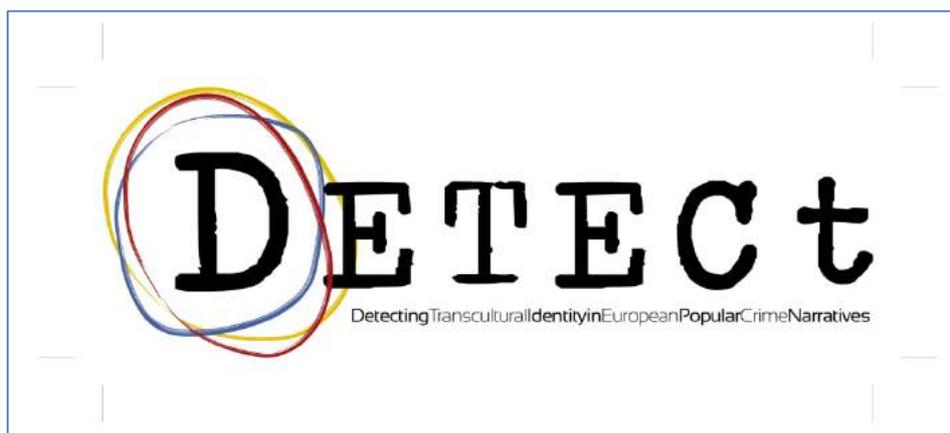


Fig. 6. Logo "Irregular circles" v. 3.01.



Fig. 7. Logo "Irregular circles" v. 3.02.

1.4 Official second drafts

The third step in the logo construction process concerned the study of four further official drafts, based on the two already selected versions. The final four drafts are collected in Annex C.

In this phase, discussion about the logo was limited to the members of the Dissemination Team and involved in particular UNIBO (coordination) and LCU (dissemination and communication). Version 3.02F (see Annex C and *fig. 8*) was finally identified as the most appropriate and effective graphic solution for the project's purposes. Some further, slight modifications were suggested in order to get to the final version.



Fig. 8. Logo "Irregular circles" v. 3.02F.

1.5 The final logo: description and construction

The final versions of the project's logo and icon are showed in figures 9 and 10.

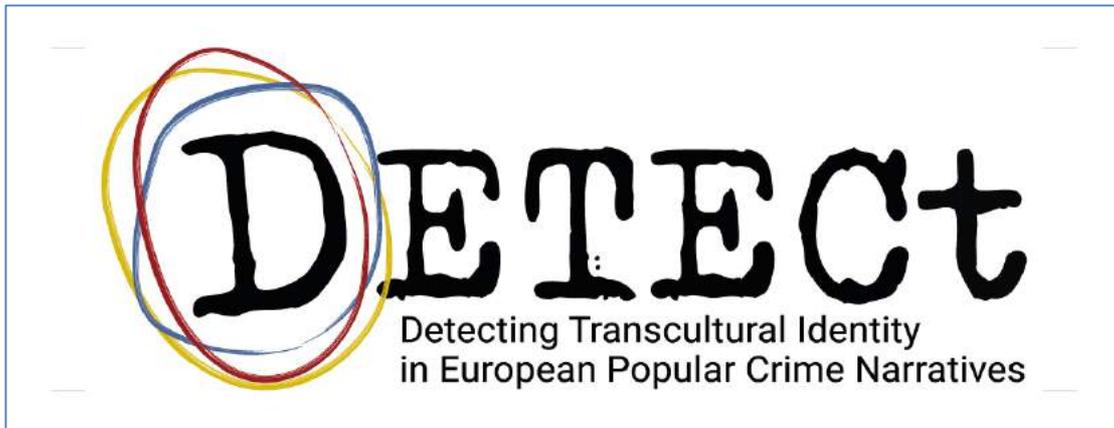


Fig. 9. DETECT final logo.

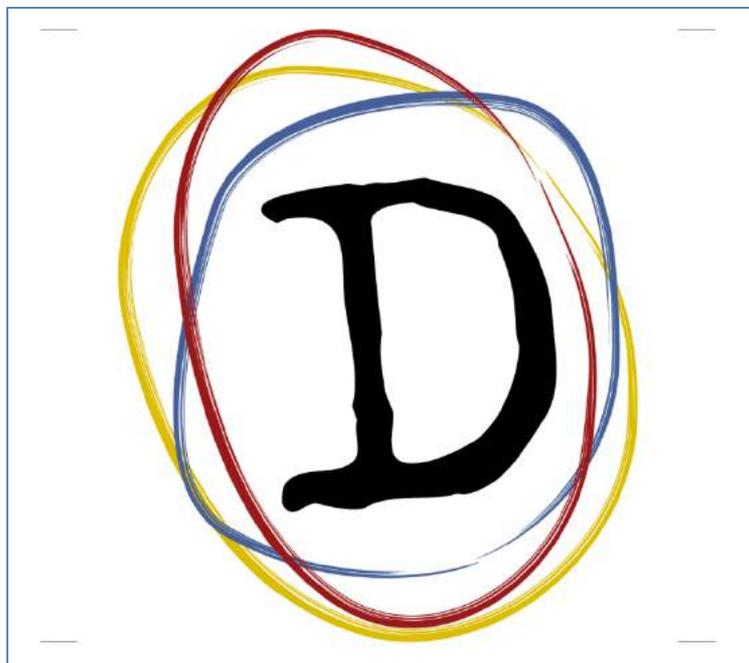


Fig. 10. DETECT final icon.

The logo is given by the combination of the verbal mention “DETECT” (wordmark) with three coloured, irregular circles that surround the first letter “D”. While suggesting the main topics of the project, it also expresses the very idea of “research” and refers to the act of investigating.

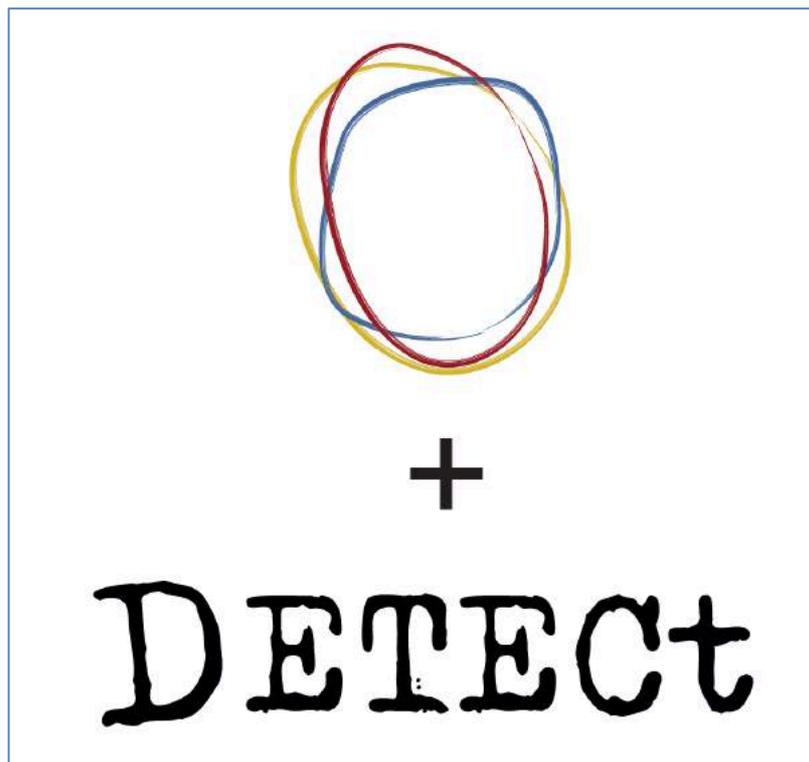


Fig.11. Logo's structure.

Both the lettering and graphics are meant to communicate the following values:

- ✓ Inclusion and integration while preserving diversity;
- ✓ The mutual influence among cultures and the relevance of interculturality in contemporary European societies;
- ✓ The transcultural dimension of identity;
- ✓ The international dimension of research;
- ✓ Europe as a place of cultural exchange;
- ✓ Openness and cooperation.

More in particular, the irregular circles represent the ideas of union and inclusion, as well as the mutual influence among different cultures, which intersect and cooperate for a common purpose. They have different shapes and colours, in order to both emphasize the concept of cultural diversity and to suggest some aspects of the research programme: blue, Europe; red and yellow, the crime genre. Finally, they repeatedly underline the letter “D” to evoke the investigation and detection processes.

By evoking the characters of old typewriters, inspired to those in use in the early 20th century, at the time of the genre’s first international boom, the lettering also suggests the research field explored by DETECT, and particularly, popular crime narratives in film, fiction and television.

The detailed description, along with colour variants and positive/negative versions, is included in the final logo sheet (Annex D).

1.6 Usage guidelines

DETECT logo cannot be cut or modified in any way unless clearly stated in this section.

Composition

The logo is composed of the logotype “DETECT” and of three irregular circles surrounding the initial letter “D”. The font used for the wordmark is Tox revised. The font is unique and cannot be reproduced.

The logo is accompanied, at the bottom of the main text, by the complete title of the research project (explanatory text), “Detecting Transcultural Identity in European Crime Narratives”. The font used for the explanatory text is Roboto.

The letter “D” surrounded by the three circles is DETECT main symbol, and it is the only element that can be used separately as an icon. The colours of the three circles are blue (Europe), red, and yellow (the crime/noir/thriller genre).

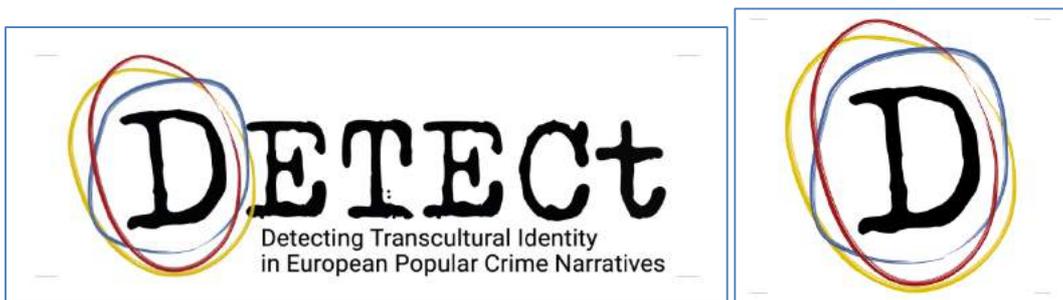


Fig. 12. DETECT logo and icon.

Proportions

The logo can be re-sized for any kind of dissemination material. However, the original proportions must remain the same. The explanatory text (“Detecting Transcultural Identity in European Popular Crime Narratives”) needs to be readable at all times.

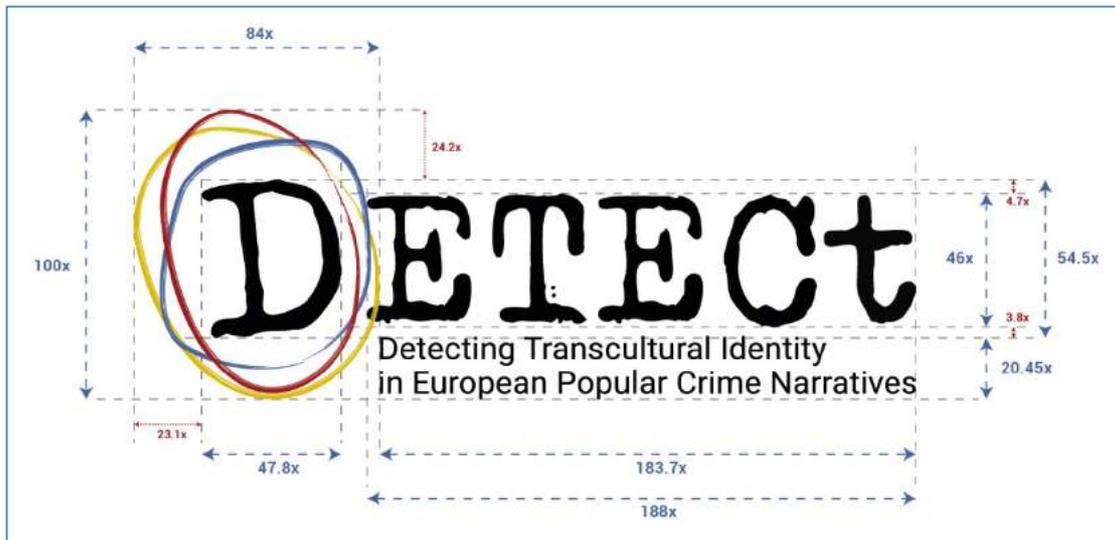


Fig. 13. Logo proportions.

Minimum size

When the logo is reproduced too small, it is no longer legible and its impact is diminished.

For print applications, the DETECT logo with explanatory text should never be reproduced in a width smaller than 55 mm.

For digital applications, the DETECT logo with explanatory text should never be reproduced in a width smaller than 150px at 72dpi.

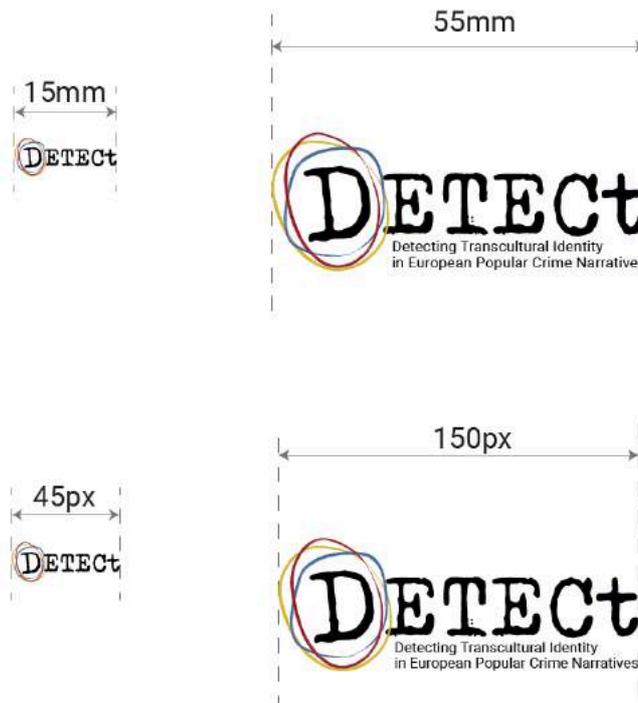


Fig. 14. DETECT print and digital apps minimum size.

Non-infringement area

DETECT logo should not be confused with any other logo and design. The safe zone is the space that must be left free from any other element.

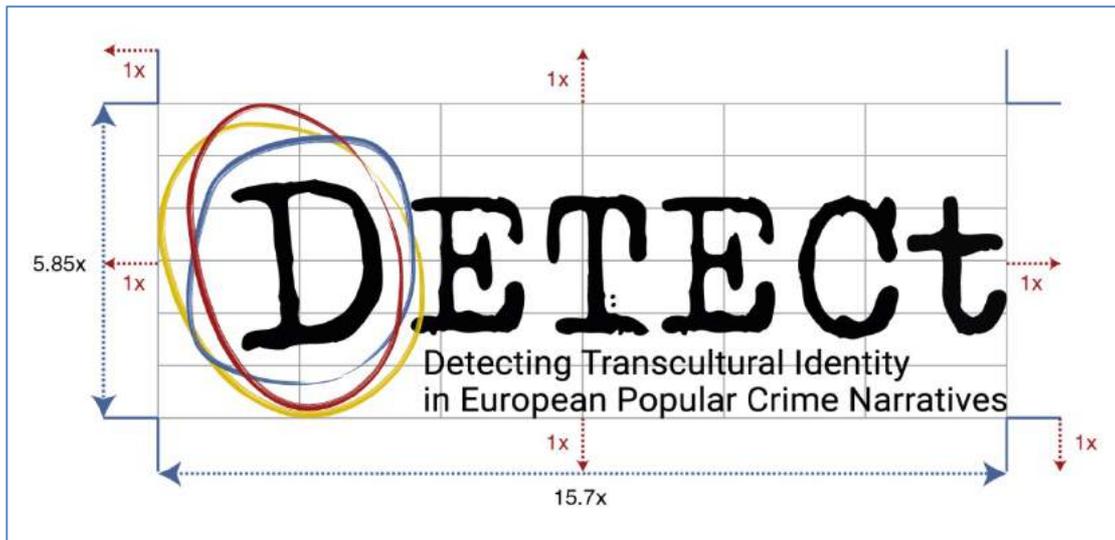


Fig. 15. Safe zone (logo).

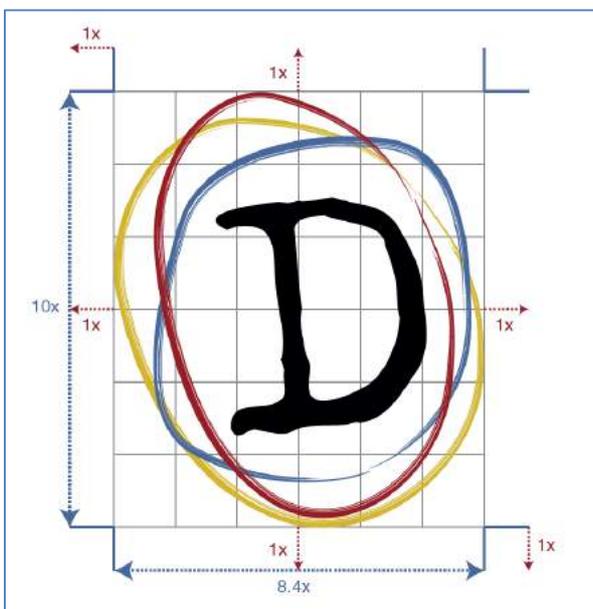


Fig. 16. Safe zone (icon)

Colour variants

The logo admits:

- ✓ positive and negative versions (*fig. 17*);
- ✓ colour variants which must respect the original, given colours: blue, red, and yellow (*fig. 18*).



Fig. 17. Positive and negative versions.

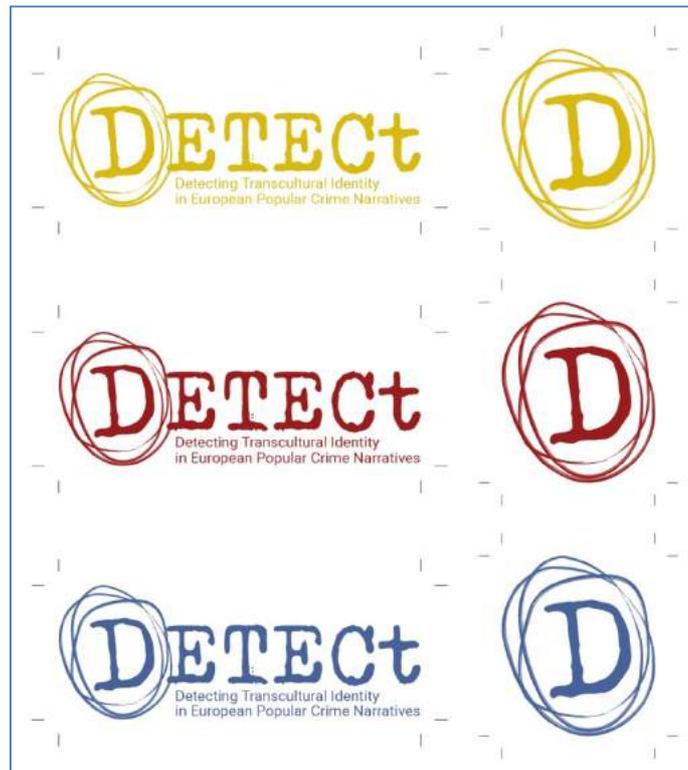


Fig. 18. Colour variants.

The colours of the logo cannot be modified. RGB, CMYK and PANTONE values to be used for the correct use of the colours are the following:

<p>Pantone Black C 0% - M 0% - Y 0% - K 0% R 0 - G 0 - B 0 Hex #000000</p>	<p>Pantone 606C C 16% - M 21% - Y 96% - K 3% R 218 - G 186 - B 9 Hex #daba09</p>
<p>Pantone 7684C C 80% - M 60% - Y 16% - K 2% R 71 - G 99 - B 153 Hex #476399</p>	<p>Pantone 7427C C 25% - M 99% - Y 91% - K 25% R 154 - G 28 - B 29 Hex #9a1c1d</p>

Fig. 19. Official colours.

Background

The background must not confuse the logo and every element composing the logo must be clearly legible against the background.

When using the logo with the official colours directly on pictures, the addition of a white background is highly recommended (*fig. 20*).



Fig. 20.

Alternatively, on RGB or black-and-white images, positive, negative or full colour versions are recommended. The selected variant needs to have high contrast with the image to ensure readability (*figs. 21-22*).



Fig. 21.



Fig. 22.



When using the logo on dark colours backgrounds, the negative version is recommended (*fig. 23*).

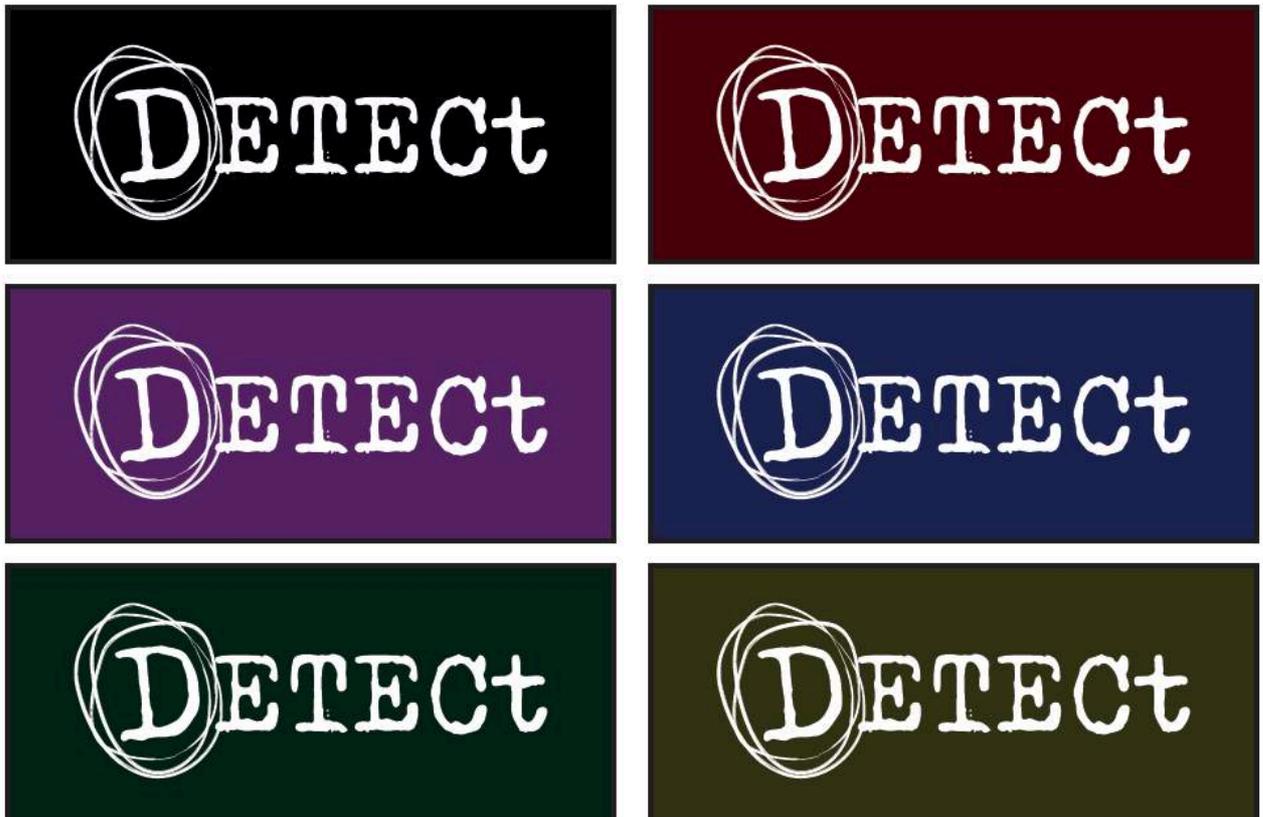


Fig. 23.

Incorrect usage

Incorrect use of the DETECT logo compromises its integrity and effectiveness.

Scaling

Do not change the proportions of the DETECT logo.



Consistency

Do not use wordmark of the logo separately. Only the DETECT icon can be used alone.



Colours

Do not change the colours of the DETECT logo. Use only the colours shown in this document.



Multiple colors

Do not apply multiple colors.



Rotate

Do not rotate the DETECT logo in any way.



Flip

Do not flip the DETECT logo.



2. DETECT ICON

2.1 Icon usage

The DETECT icon is part of the DETECT logo and it's the only element that can be used separately. The DETECT icon follows the restrictions of the DETECT logo incorrect usage.

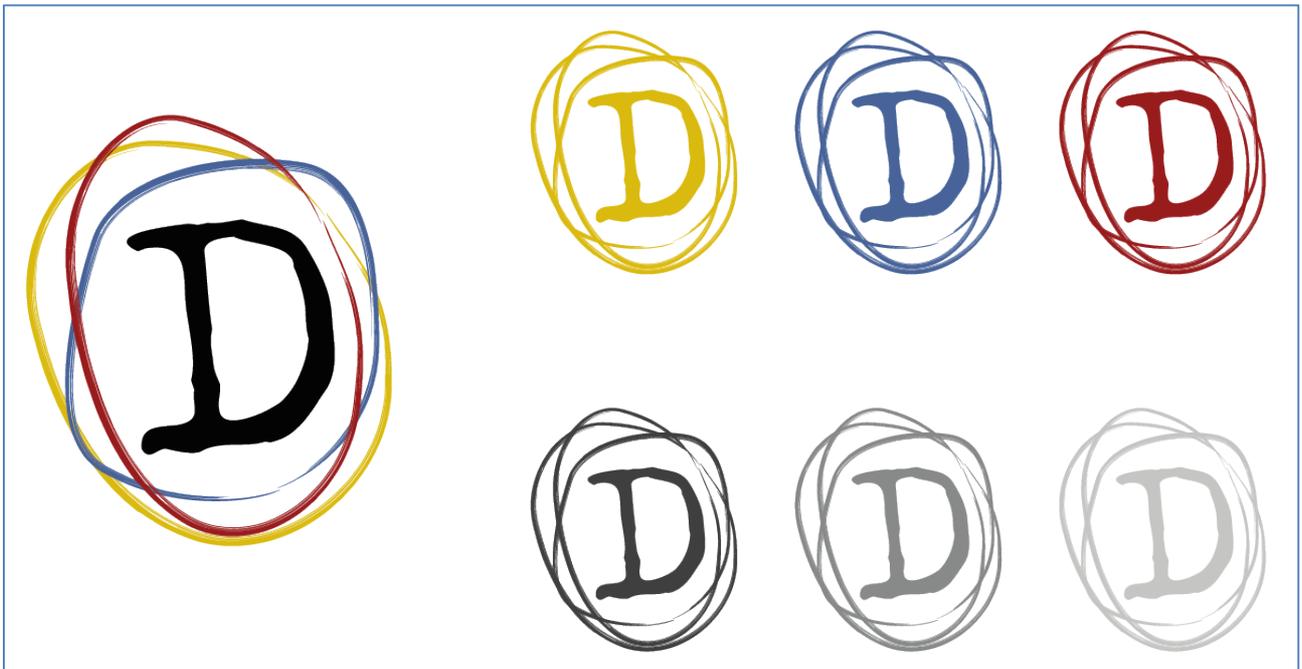


Fig. 24. DETECT icon.

2.2 Icon portions

The DETECT icon can be used in portions when the natural borders of the document act as the cutting edge. The only portions that are allowed are:

- Width = $\frac{3}{4}$ right or left direction
- Height = $\frac{2}{3}$ top or bottom direction

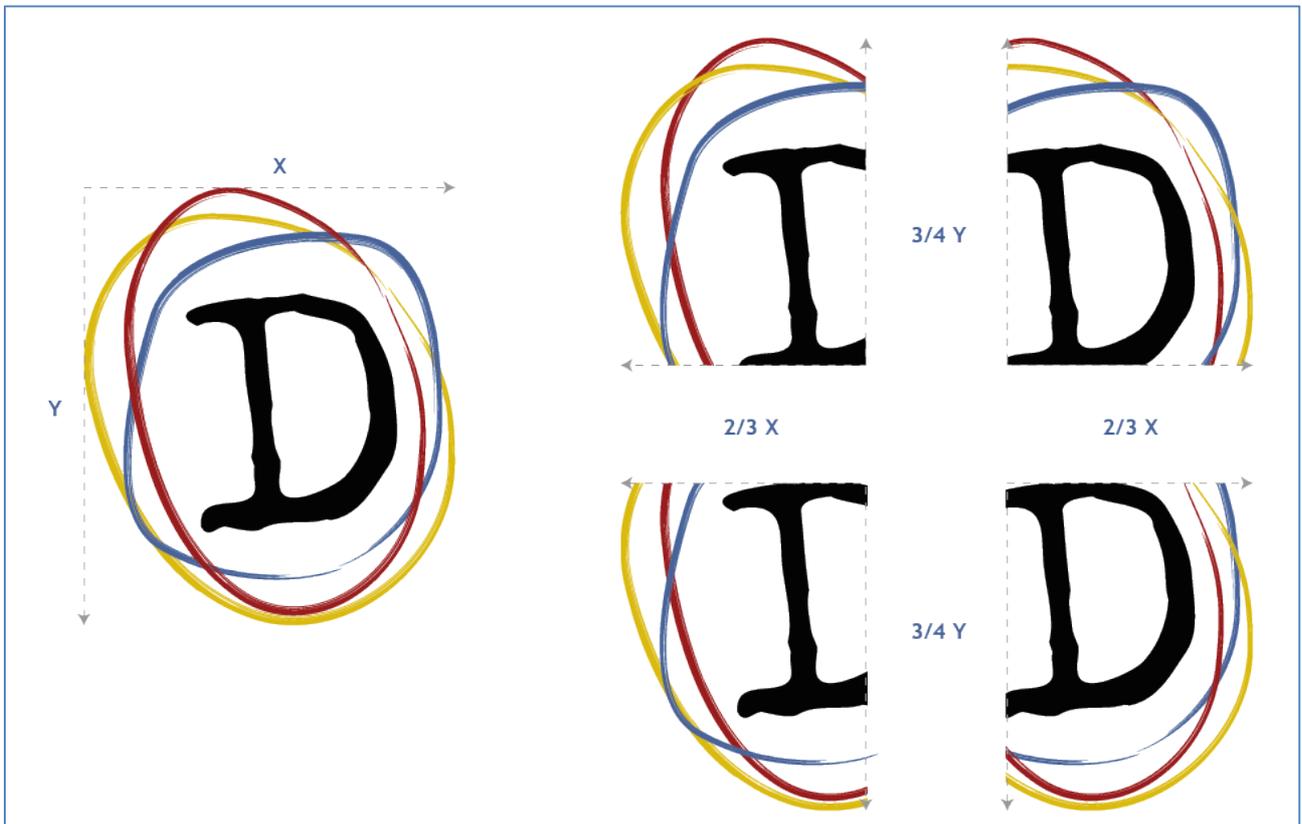


Fig. 25. Icon portions.

3. COLOURS AND TYPOGRAPHY

3.1 DETECT colours

The 4 official colours of DETECT are represented in the DETECT logo. These colours are defined as the DETECT official colours and cannot be altered.

Using the proper colour codes is required for the colours to be displayed or printed properly. The RGB colour mode must be used for display purposes; the CMYK or PANTONE values must be used for printing materials.

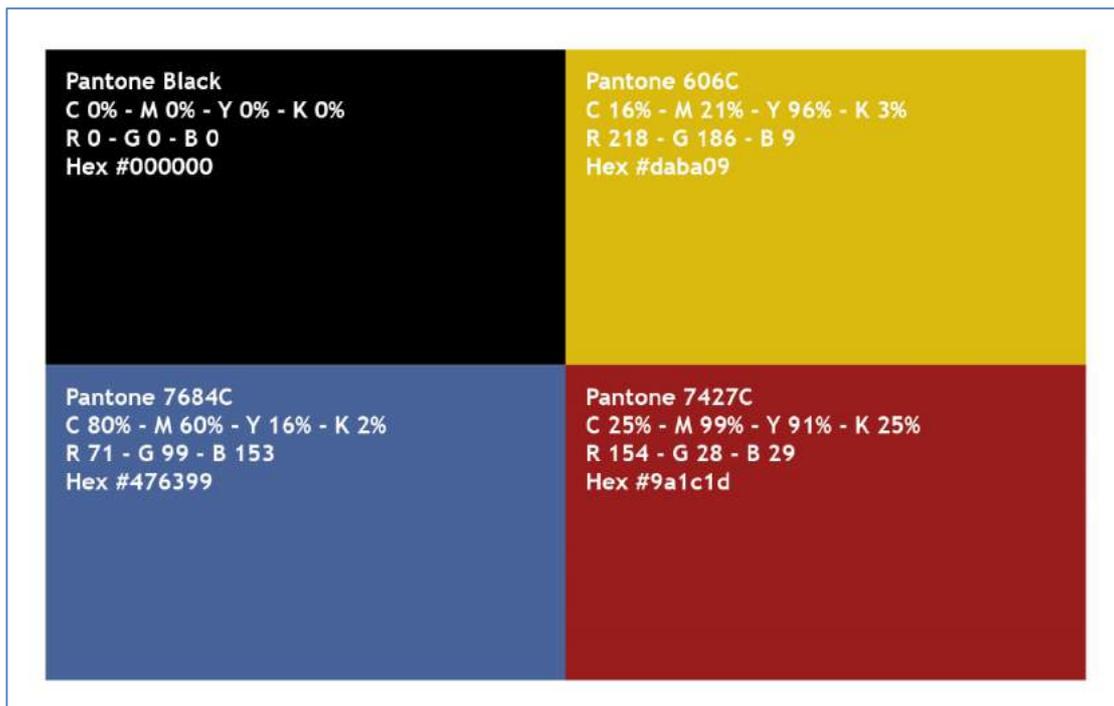


Fig. 26. Official colours.

3.2 DETECT typography

DETECT uses following typography:

- ✓ Display font
- ✓ Content font
- ✓ Alternative Font

Display font

The display font is used for large text elements, heading in documents and presentations, printed materials, and in graphic designs. The display font of DETECT is Courier New.

AaBb

Courier New

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBb

Courier New Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

AaBb

Courier New Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

AaBb

Courier New Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Content font

The content font is used for block of text and for the core text of all documents produced by DETECT. The content fonts of DETECT is Trebuchet MS.

AaBb
AaBb
AaBb
AaBb

Trebuchet MS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternative font

The alternative font is used as the content text substitute text. In special cases - to favour graphic adaptation and/or readability - the alternative font can replace the display font. The alternative font is Roboto.

AaBb

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBb

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBb

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBb

Roboto Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The aforementioned fonts are free to use.

Hierarchy

Heading 1

Courier New Bold =>72pt

Heading 2

Courier New Bold =>36pt <72pt

Heading 3

Courier New Regular =>16pt <36pt

Body copy

Trebuchet MS Regular =>10pt <16pt

Heading 1

Roboto Bold =>72pt

Heading 2

Roboto Bold =>36pt <72pt

Heading 3

Roboto Regular =>16pt <36pt

Body copy

Roboto Regular => 10pt<16pt

4. WEBSITE AND SOCIAL MEDIA GRAPHICS

4.1 The role of social media

As mentioned in the “Social media guide for EU funded R&I projects” (version 1.0, 6 April 2018), “social media allow [...] to reach an extremely wide – but also targeted – audience, maximising the impact and successful exploitation” of the research outcomes. On a more particular level, they can help disseminate the project’s results among relevant stakeholders, allowing the researchers to access “additional expertise from all over the world” and gain “consensus on and/or feedback” about the activities undertaken, thus creating connections that can help enforce and enlarge DETECT Research and Stakeholder Network.

At a more general level, social media are a crucial tool to reach a general audience, including students, fans of the crime genre and professionals of the creative sector. In this respect, social media may be instrumental to the task of encouraging and stimulating active social participation and engagement, allowing Internet users to share the project’s content and comment on the project’s outcomes.

DETECT social media profiles will provide regular updates with news, posts and content about the project outcomes and dissemination activities/events. They will promote discussion to facilitate transcultural exchange about DETECT topics and will play a fundamental role in raising interest and awareness about the project’s results, encouraging active social participation in the project.

In defining the graphic layout of social media profiles, we particularly considered:

- ✓ The basic visual style already established by DETECT logo, which combines visual plainness with some more captivating and engaging elements capable of arousing curiosity;

- ✓ The basic topics already associated to the logo design, and particularly: inclusion and integration while preserving diversity; the relevance of interculturality and the transcultural dimension of identity in contemporary European societies; the international dimension of research and Europe as a place of cultural exchange; openness and cooperation;
- ✓ The distinctive features of social media and their specific role in the framework of DETECT activities and communication strategies , with respect to their role in stimulating active participation and encouraging audience engagement.

Based on these premises, a pretty good number of tentative graphic layouts were prepared and shared with all the partners, so as to allow them to comment on the different solutions proposed and express their preferences. We decided to start with Facebook layout templates, to then export and adapt the main graphic elements to other social media and to the project website homepage. All the preliminary Facebook templates are collected in Annex E.

The most appreciated layouts are illustrated in figs. 2a/b, 6a/b, 8a/b, 9a/b, 20a/b (see Annex E).

While keeping in mind these preferences for future, possible updates—and/or slight visual re-styling needs, which might be required during the research process to better communicate its results—we decided to use and combine options 8 and option 9 for the launch of the project.

4.2 Facebook layouts



Fig. 27. Facebook desktop option 1.



Fig. 28. Facebook desktop option 2.

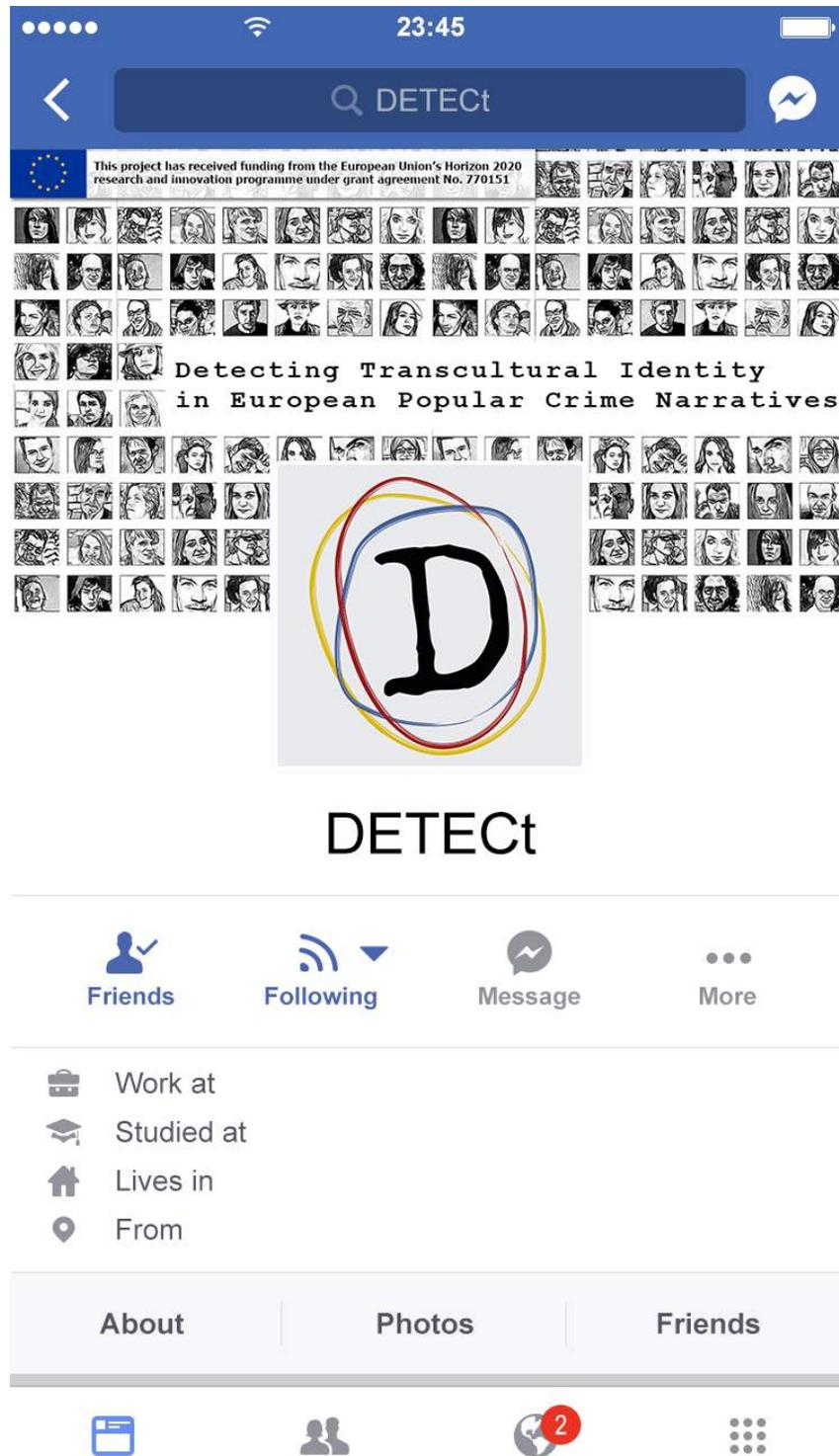


Fig. 29. Facebook mobile option 1.

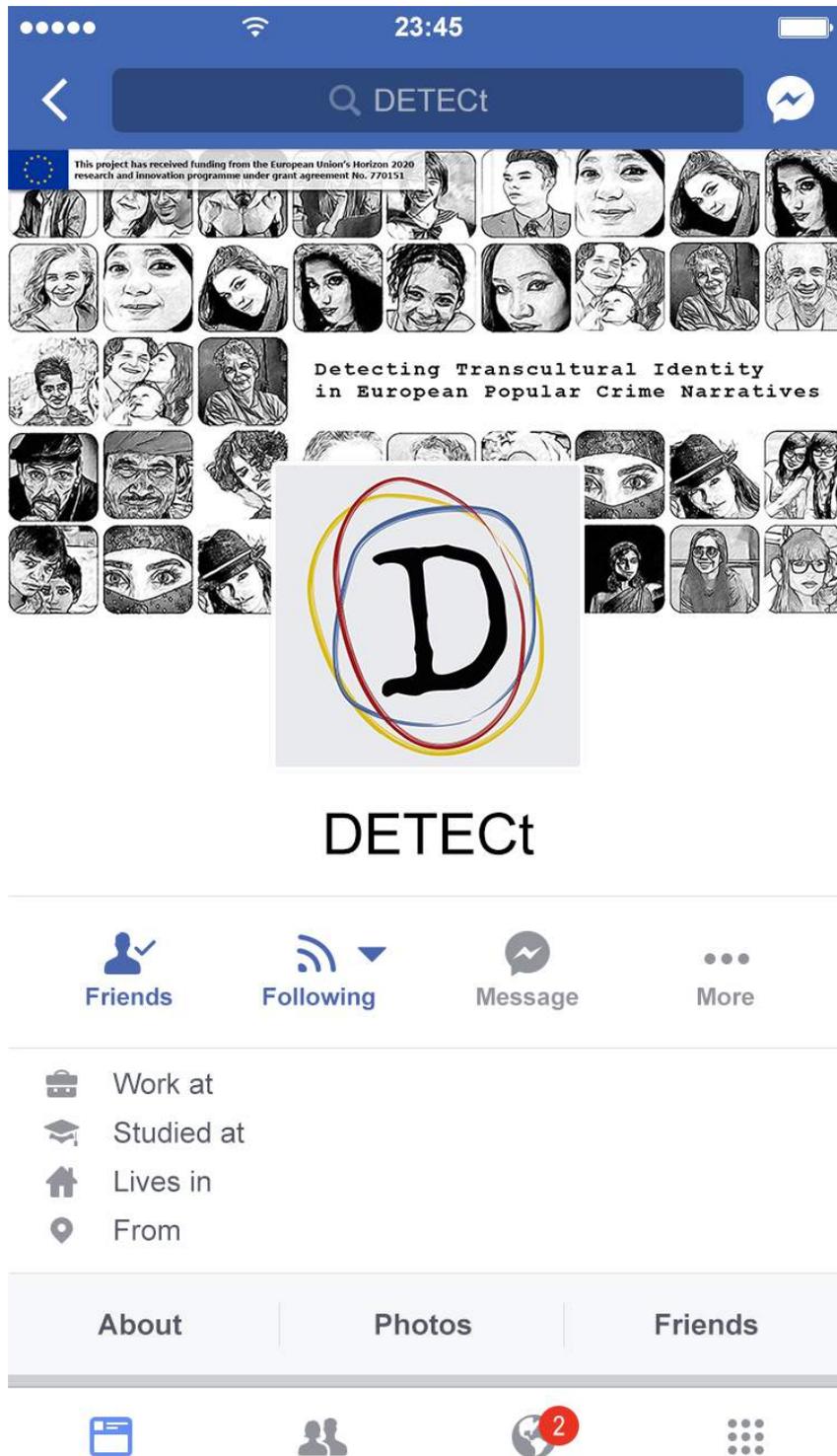


Fig. 30. Facebook mobile option 2.

4.3 Twitter layouts

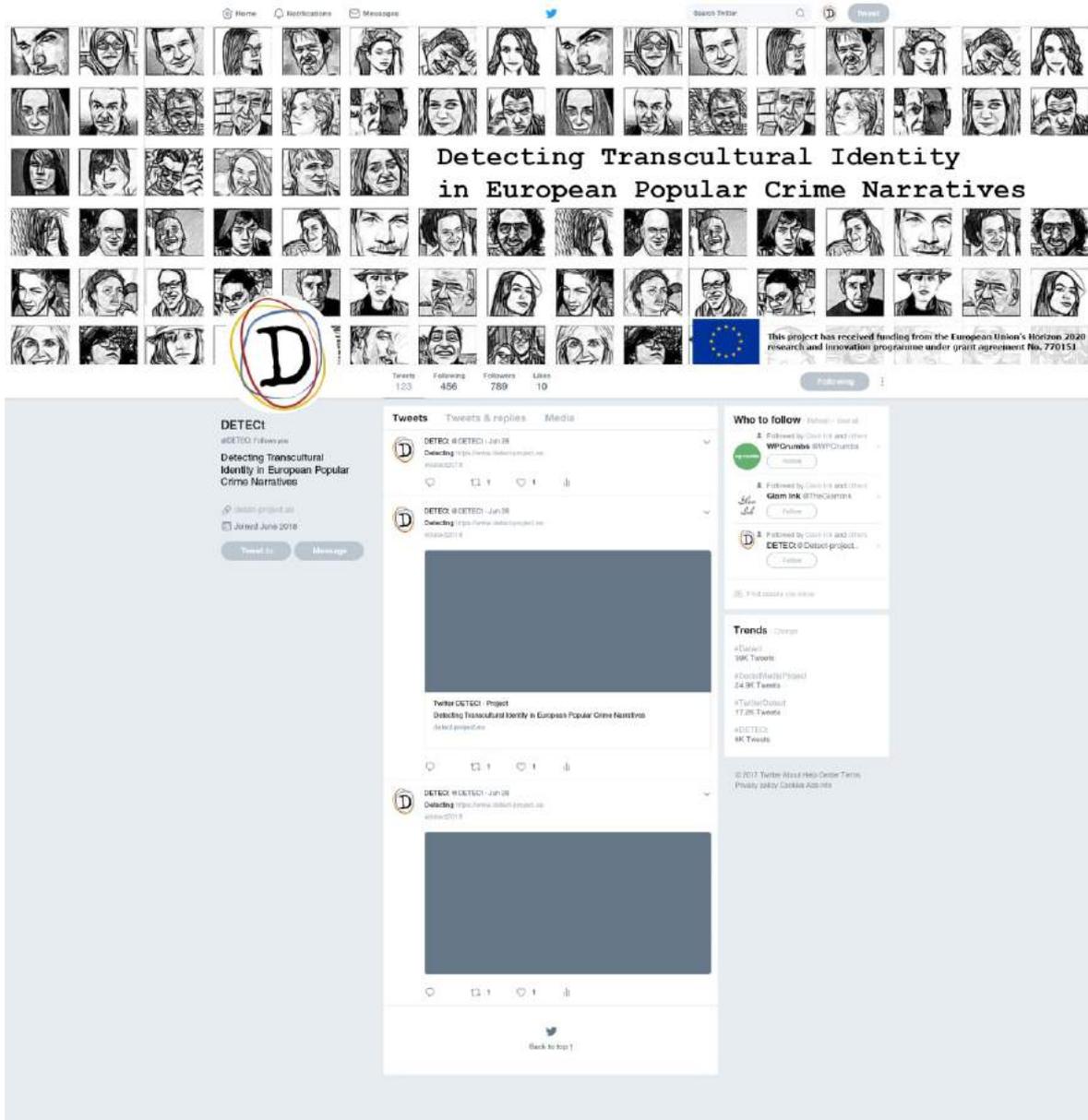
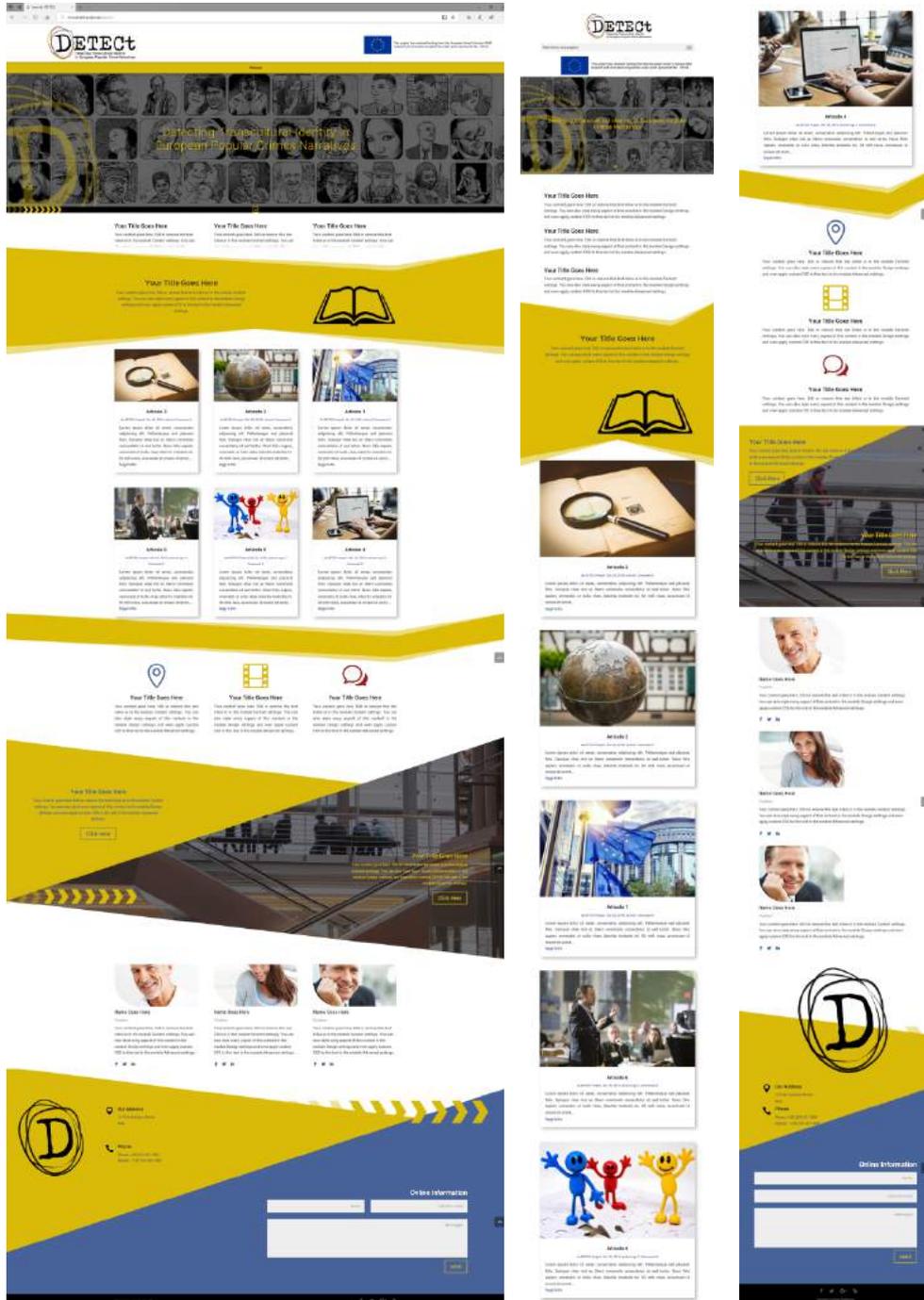


Fig. 31. Twitter desktop.



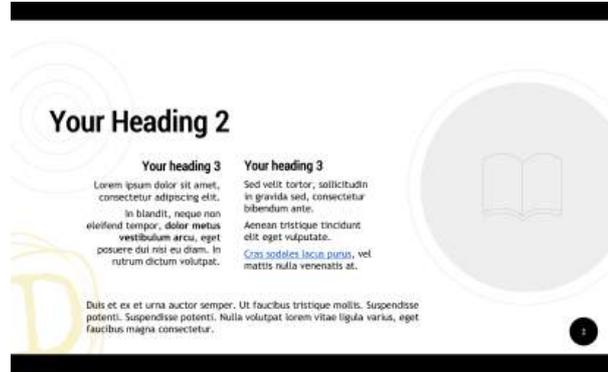
Fig. 32. Twitter mobile.

4.4 Homepage layouts



Figs. 33-34. Homepage templates, desktop and mobile.

5. SLIDE PRESENTATION TEMPLATE





Big concept

Bring the attention of your audience over a key concept using icons or illustrations

7

You can also split your content

White
Is the color of milk and fresh snow, the color produced by the combination of all the colors of the visible spectrum.

Black
Is the color of coal, ebony, and of outer space. It is the darkest color, the result of the absence of or complete absorption of light.



8

In two or three columns

Yellow
Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Blue
Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Red
Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.



9

A picture is worth a thousand words

A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.



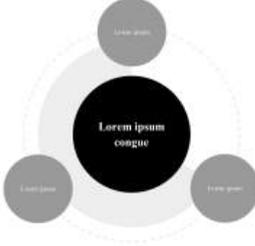
10



Want big impact?
Use big image.

11

Use diagrams to explain your ideas



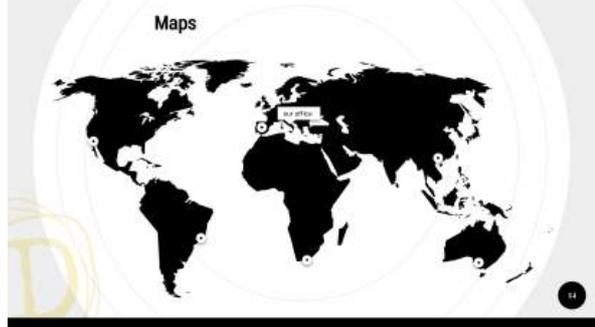
12

And tables to compare data

	A	B	C
Yellow	10	20	7
Blue	30	15	10
Orange	5	24	16

13

Maps



14

89,526,124

Whoa! That's a big number, aren't you proud?

15

89,526,124\$

That's a lot of money

185,244 users

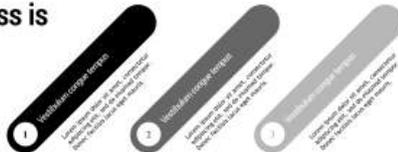
And a lot of users

100%

Total success!

16

Our process is easy



17

Let's review some concepts

Yellow

Is the color of gold, butter and ripe lemons.

Blue

Is the colour of the clear sky and the deep sea.

Red

Is the color of blood, danger and courage.

Yellow

Is the color of gold, butter and ripe lemons.

Blue

Is the colour of the clear sky and the deep sea.



18



You can insert graphs

20

Mobile project



Lorem ipsum dolor sit amet, consectetur adipiscing elit. In blandit, neque non eleifend tempor, dolor metus vestibulum arcu, eget posuere dui nisi eu diam. In rutrum dictum volutpat.

21

Tablet project



Sed velit tortor, sollicitudin in gravida sed, consectetur bibendum ante.

22

Desktop project



Sed velit tortor, sollicitudin in gravida sed, consectetur bibendum ante.

23



Thanks !

Any questions?
You can find me at
@username
user@mail.me

24

Credits

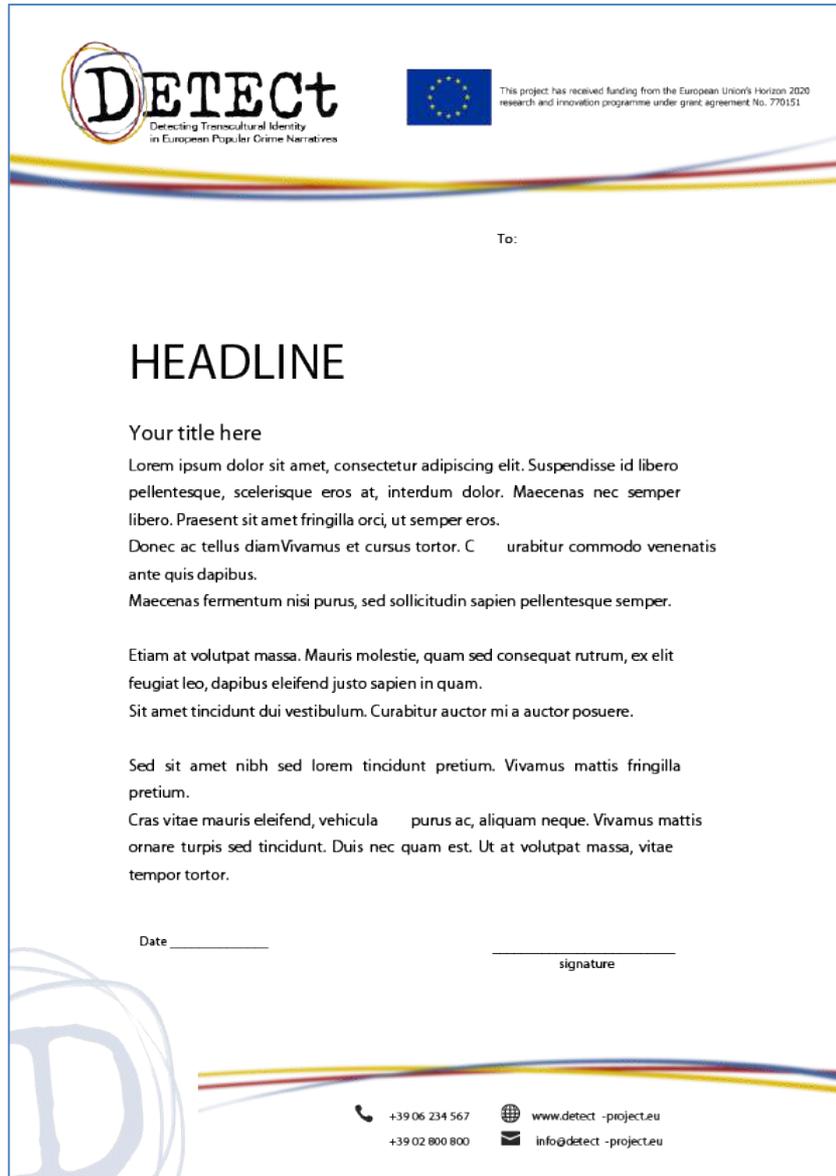
Special thanks to:

- Name
- Name



25

6. LETTERHEAD AND DELIVERABLE TEMPLATE



The letterhead template features a header with the DETECT logo and the European Union flag. Below the header, there is a 'To:' field, a large 'HEADLINE' section, and several paragraphs of placeholder text. At the bottom, there are fields for 'Date' and 'signature', and a footer with contact information including phone numbers, a website, and an email address.

  This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 770151

To:

HEADLINE

Your title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse id libero pellentesque, scelerisque eros at, interdum dolor. Maecenas nec semper libero. Praesent sit amet fringilla orci, ut semper eros.

Donec ac tellus diam Vivamus et cursus tortor. Curabitur commodo venenatis ante quis dapibus.

Maecenas fermentum nisi purus, sed sollicitudin sapien pellentesque semper.

Etiam at volutpat massa. Mauris molestie, quam sed consequat rutrum, ex elit feugiat leo, dapibus eleifend justo sapien in quam.

Sit amet tincidunt dui vestibulum. Curabitur auctor mi a auctor posuere.

Sed sit amet nibh sed lorem tincidunt pretium. Vivamus mattis fringilla pretium.

Cras vitae mauris eleifend, vehicula purus ac, aliquam neque. Vivamus mattis ornare turpis sed tincidunt. Duis nec quam est. Ut at volutpat massa, vitae tempor tortor.

Date _____ signature _____

+39 06 234 567 www.detect-project.eu
+39 02 800 800 info@detect-project.eu

Fig. 35. Letterhead.



Deliverable number: **XXX**

Deliverable title: **DETECT XXX**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 770151

WP number and title: XXX

Task number and title: XXX

Lead beneficiary: XXX

Type: XXX

Dissemination level: XXX

Due date: Month XX

Actual date of delivery: XXX

Author(s): XXX

Contributor(s): XXX

Reviewer(s): XXX



Table of contents

Executive summary	X
1. XXX	X
1.1 Xxxxx	X
1.2 Xxxxx	X
1.3 Xxxxxx	XX
2. XXXX	XX
2.1 Xxxxx	XX
2.2 Xxxxx	XX

1

Figs. 36-37. Deliverable template.

7. ICONS SET

DETECTt uses a set of icons for digital works. The icons set can be used with GPL2.0 and MIT license also in the font version. The icons can be used in positive, negative or following the colour scheme of the logo.

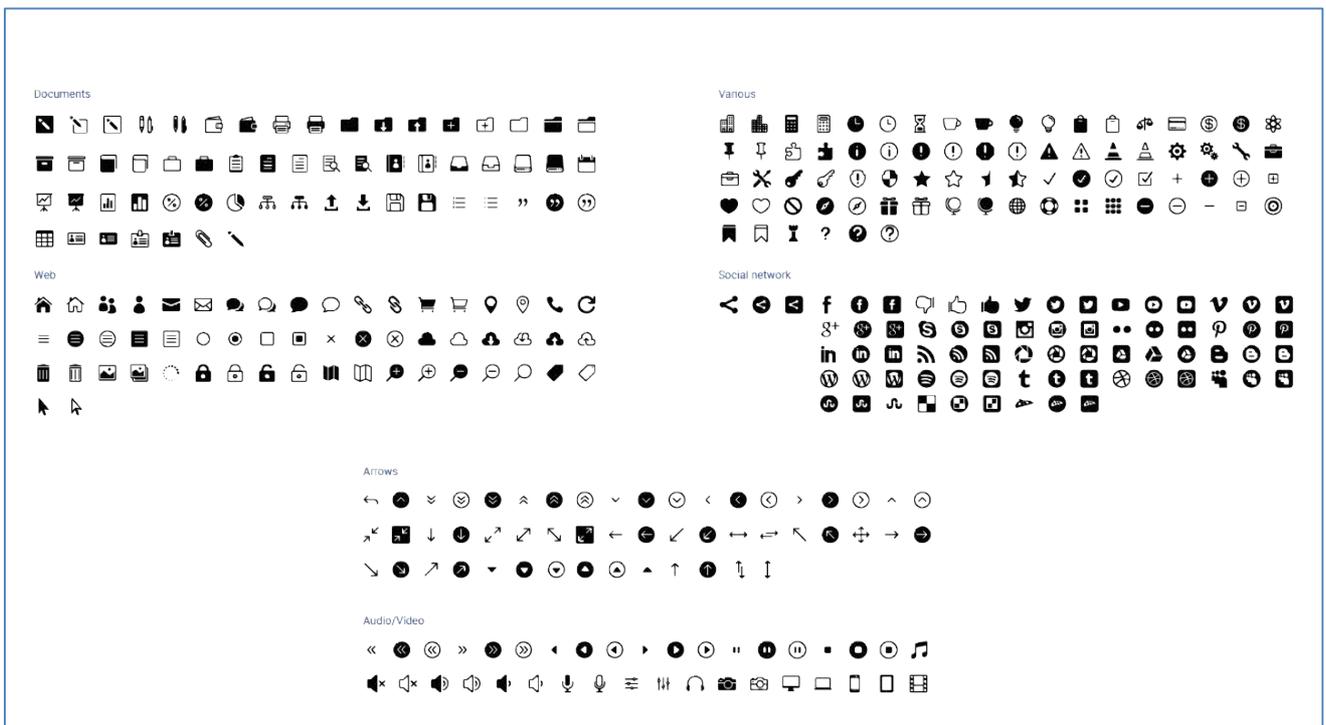
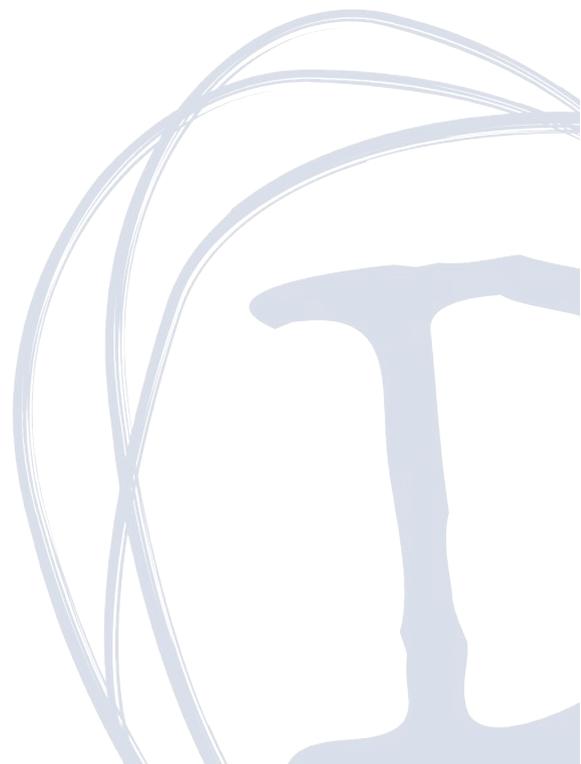


Fig. 38. Icons set.



ANNEX A

Unofficial logo drafts



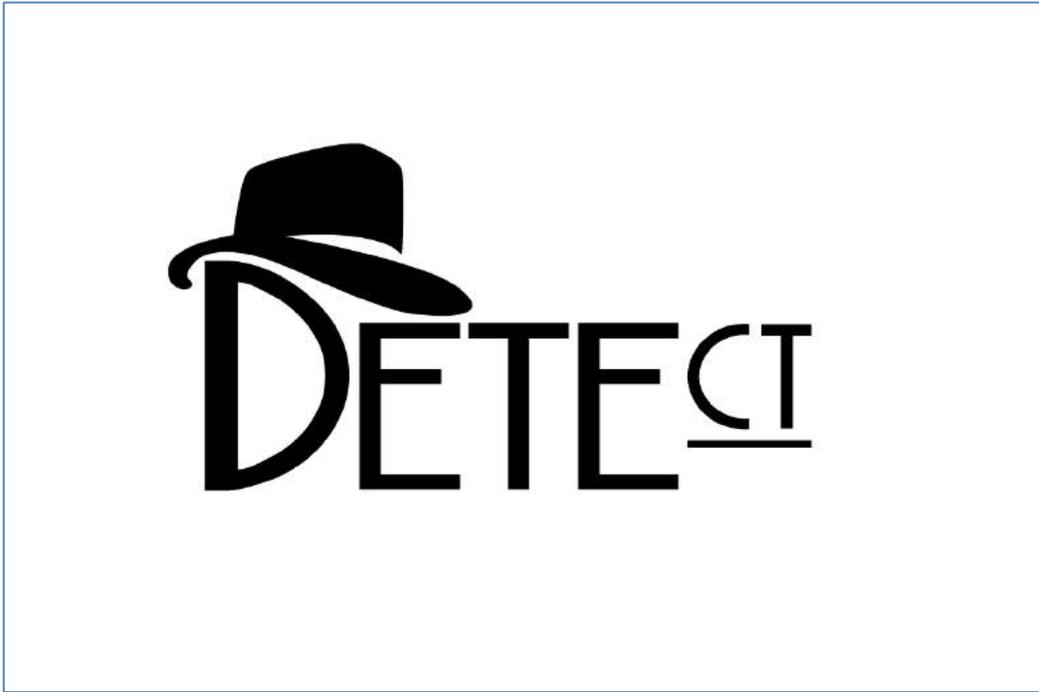


Fig. a.



Fig. b.

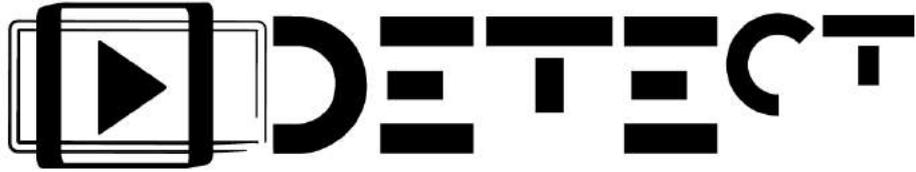


Fig. c.



Fig. d.

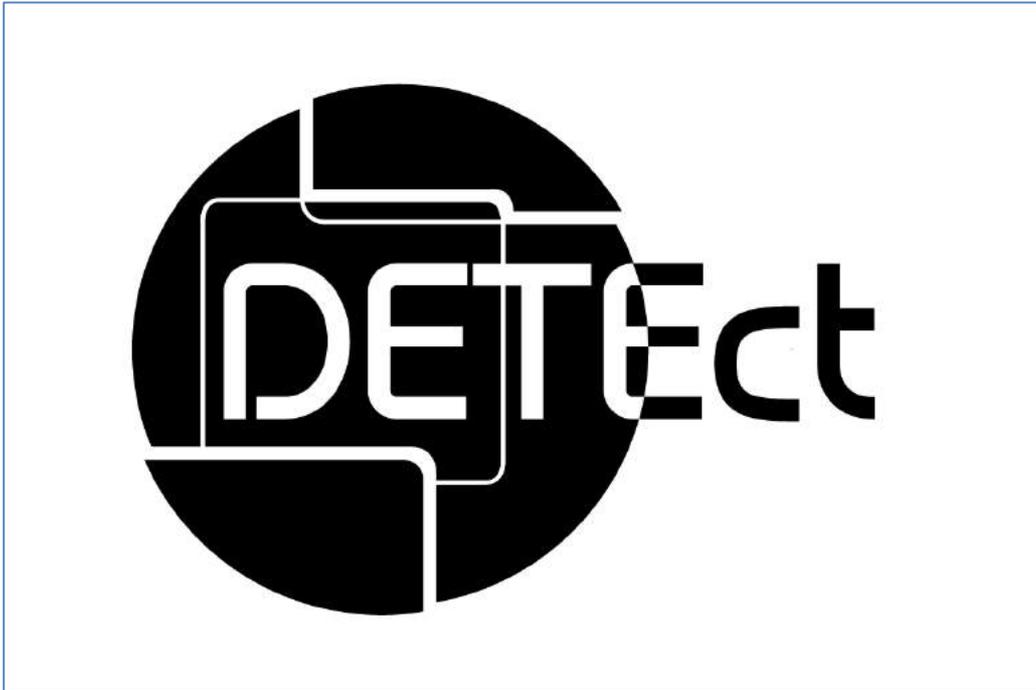


Fig. e.



Fig. f.



A stylized logo for 'DETECT'. The letter 'D' is replaced by a black right-pointing triangle with a white outline, resembling a play button. The letters 'E', 'T', 'E', 'C', and 't' are in a bold, black, sans-serif font.

Fig. g.



A stylized logo for 'DETECT'. The letters 'D', 'E', 'T', and 'E' are in a bold, black, serif font. The letters 'c' and 't' are in a bold, black, sans-serif font and are enclosed within a hand-drawn, scribbled circle.

Fig. h.

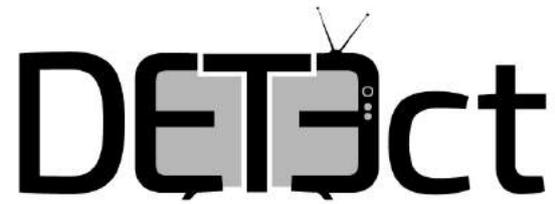


Fig. i.



Fig. i.



Fig. m.



Fig. n.



Fig. o.



Fig. p.

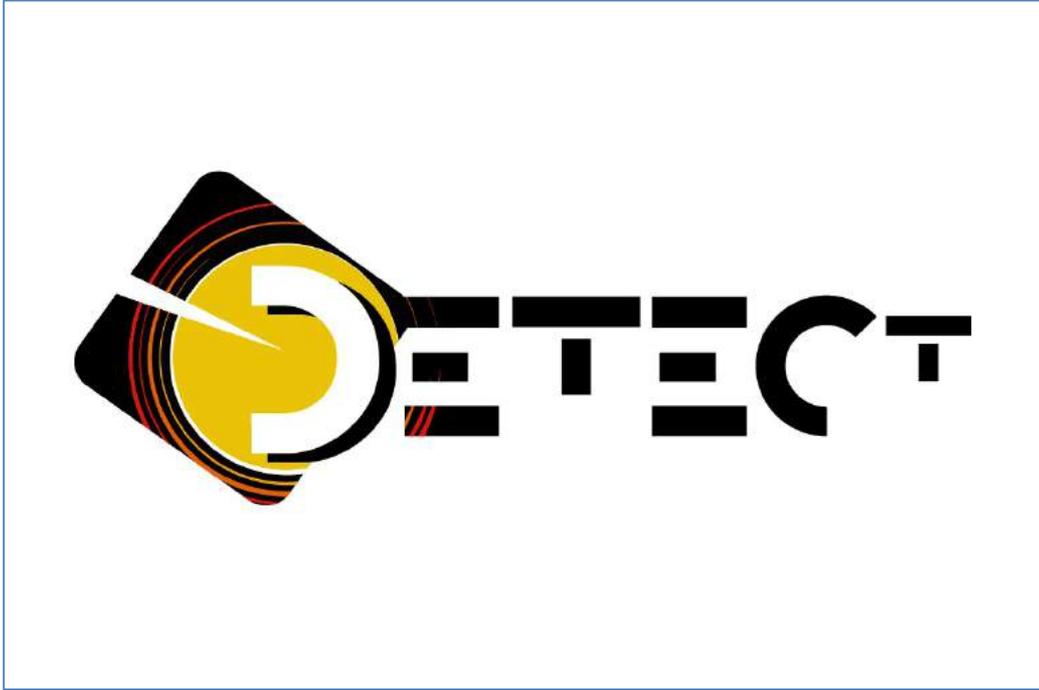


Fig. q.



Fig. r.

The logo for 'DETECT' features the word in a bold, black, serif font. The letter 'D' is enclosed within a circular graphic composed of three overlapping, hand-drawn loops in yellow, red, and blue. Below the main title, the subtitle 'Detecting Transcultural Identity in European Popular Crime Narratives' is written in a smaller, black, sans-serif font. A decorative horizontal line with yellow, red, and blue segments spans the width of the page below the subtitle.

DETECT

Detecting Transcultural Identity
in European Popular Crime Narratives

ANNEX B

Official logo drafts





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Project

DETECT

v1.01

LOGO DESIGN

Logo: v1.01

Title: Radar

Type: Iconographic

Style: Figurative stylized

Description: "D" letter into a stylized radar.

Communication:

Radar = research, investigation

Font = institutional, corporate

Colors:

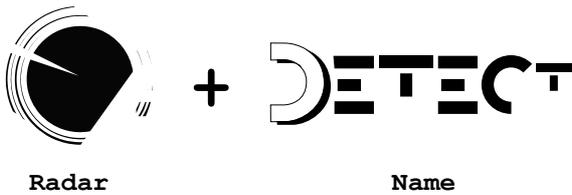
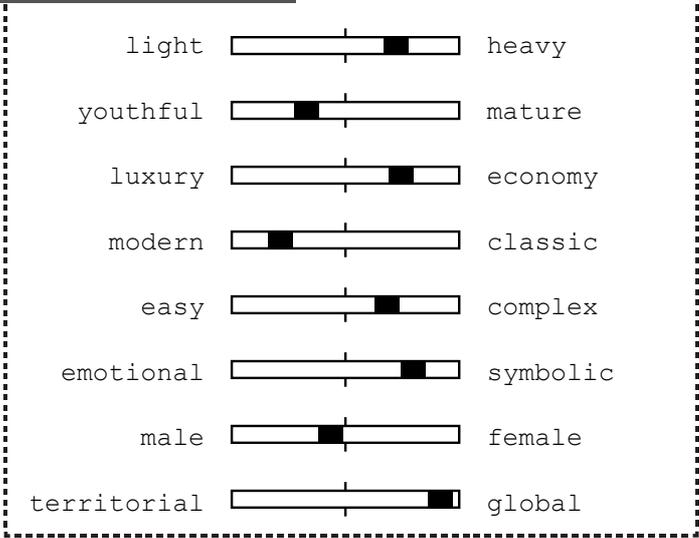
Yellow = "Italian giallo" (genre)

Red = thriller (genre)

Black = noir (genre)

Font: Bifur (revisited)

characteristics



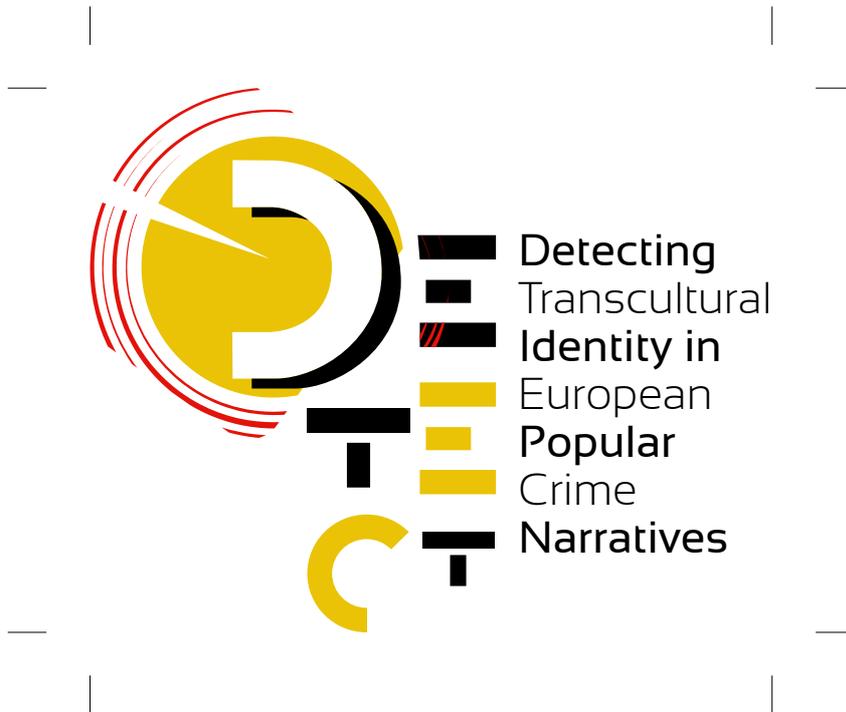
RGB tbl

	#000000 <-> RGB: 0 0 0
	#eac306 <-> RGB: 234 195 6
	#e2130a <-> RGB: 226 19 10

Logo



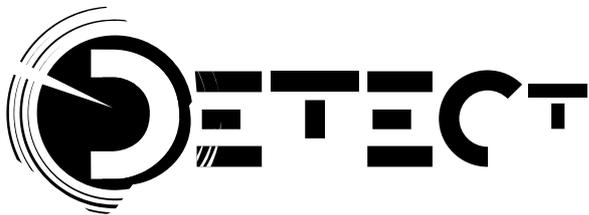
Alternative



P/N



Painted





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Project

DETECT

v1.02

LOGO DESIGN

Logo: v1.02
Title: Radar
Type: Iconographic
Style: Figurative stylized

Description: "D" letter into a stylized radar.

Communication:

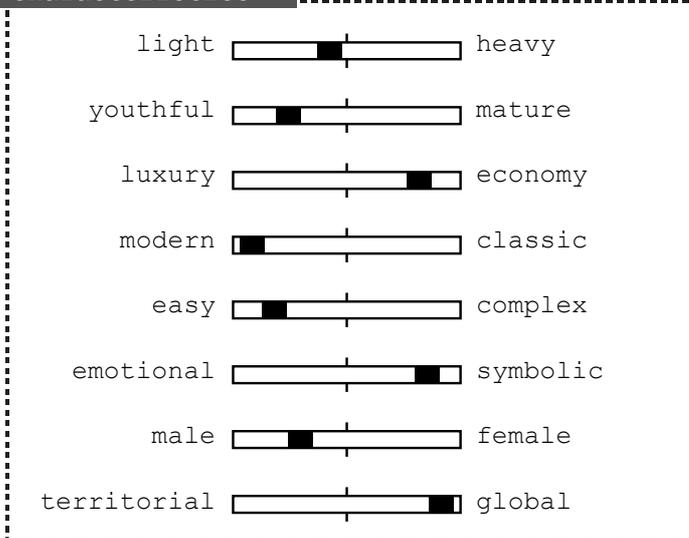
Radar = research, investigation
Font = institutional, corporate

Colors:

Yellow = "Italian giallo" (genre)
Red = thriller (genre)
Black = noir (genre)

Font: Exo

characteristics



Radar

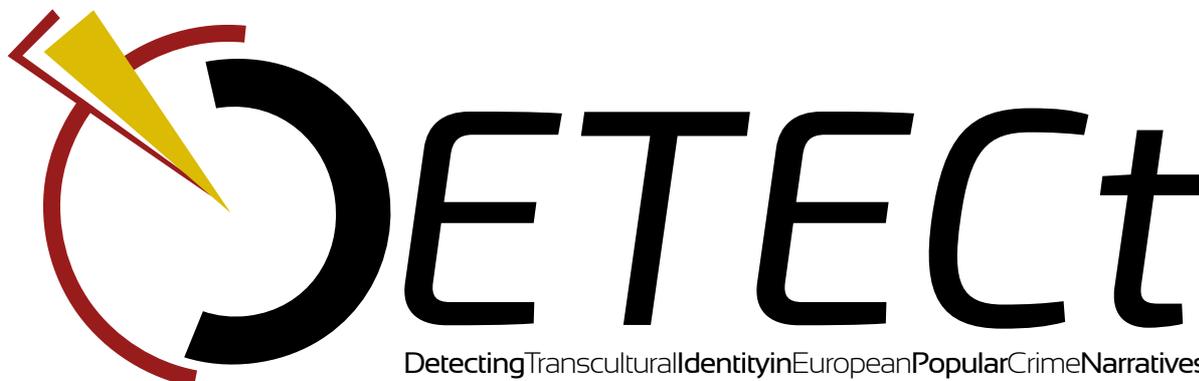
+ DETECT

Name

RGB tbl

	#000000 <-> RGB: 0 0 0
	#dbbb03 <-> RGB: 219 187 3
	#991c1c <-> RGB: 153 28 28

Logo



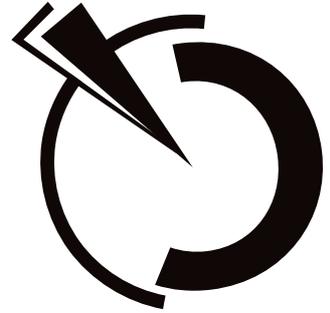
Icon



P/N



Painted





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Project

DETECT

v1.03

LOGO DESIGN

Logo: v1.03
Title: Radar
Type: Iconographic
Style: Figurative stylized

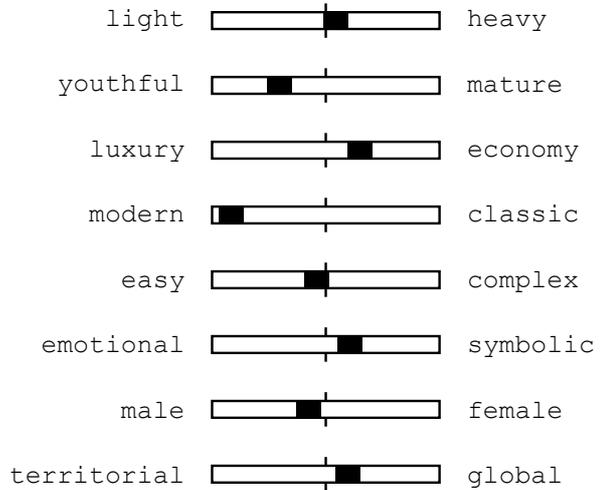
Description: "D" letter into a stylized radar and road.

Communication:
Radar = research, investigation
Road = transcultural, union
Font = institutional, corporate

Colors:
Yellow = "Italian giallo" (genre)
Red = thriller (genre)
Black = noir (genre)
Blue = Europe

Font: Exo

characteristics



Radar



Road

+ **DETECT**

Name

RGB tbl

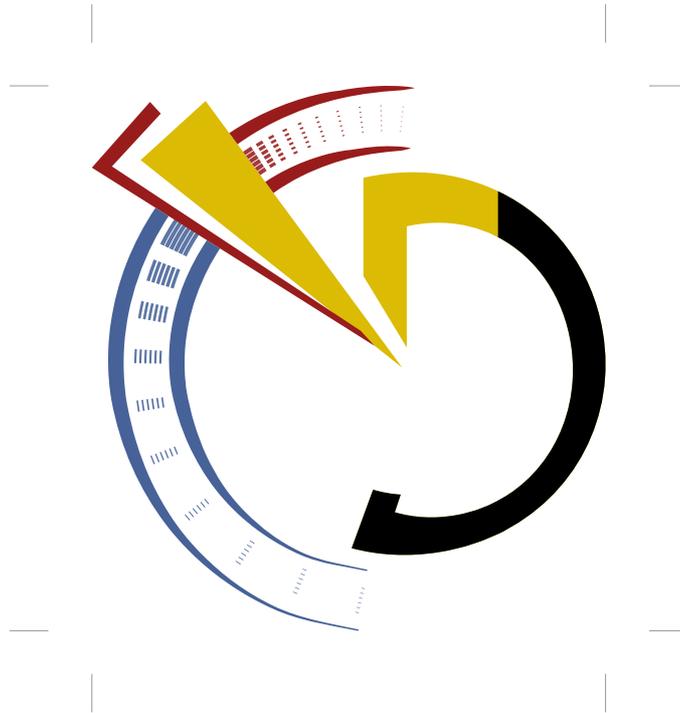
	#000000 <-> RGB: 0 0 0
	#dbbb03 <-> RGB: 219 187 3
	#991c1c <-> RGB: 153 28 28
	#991c1c <-> RGB: 153 28 28

Logo



Detecting Transcultural Identity in European Popular Crime Narratives

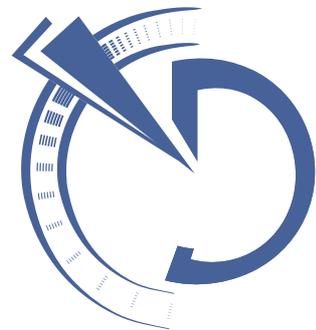
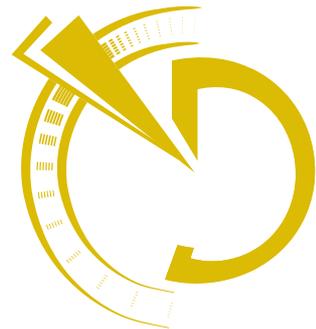
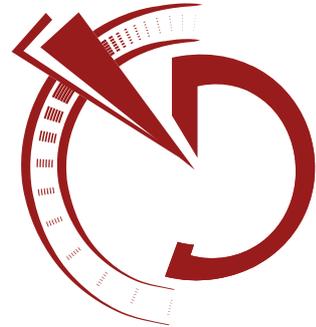
Icon



P/N



Painted





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Project

DETECT

v1.04

LOGO DESIGN

Logo: v1.04
Title: Radar
Type: Iconographic
Style: Figurative stylized

Description: "D" letter into a stylized radar.

Communication:

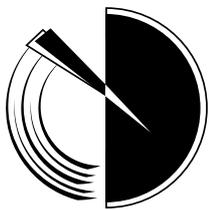
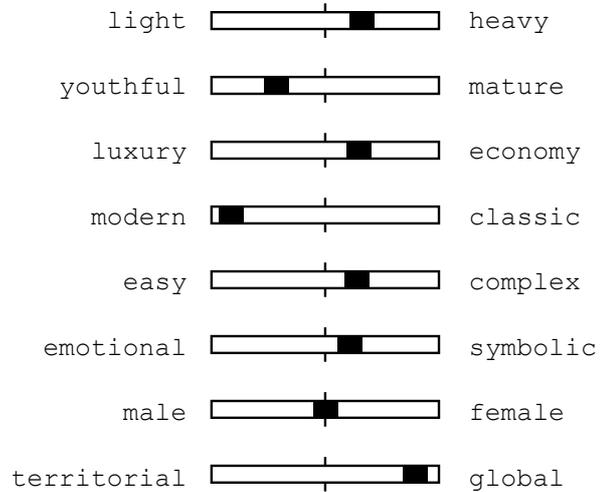
Radar = research, investigation
Font = institutional, corporate

Colors:

Yellow = "Italian giallo" (genre)
Red = thriller (genre)
Black = noir (genre)

Font: Magettas

characteristics



Radar

+ DETECT

Name

RGB tbl

	#000000 <-> RGB: 0 0 0
	#dbbb03 <-> RGB: 219 187 3
	#991c1c <-> RGB: 153 28 28

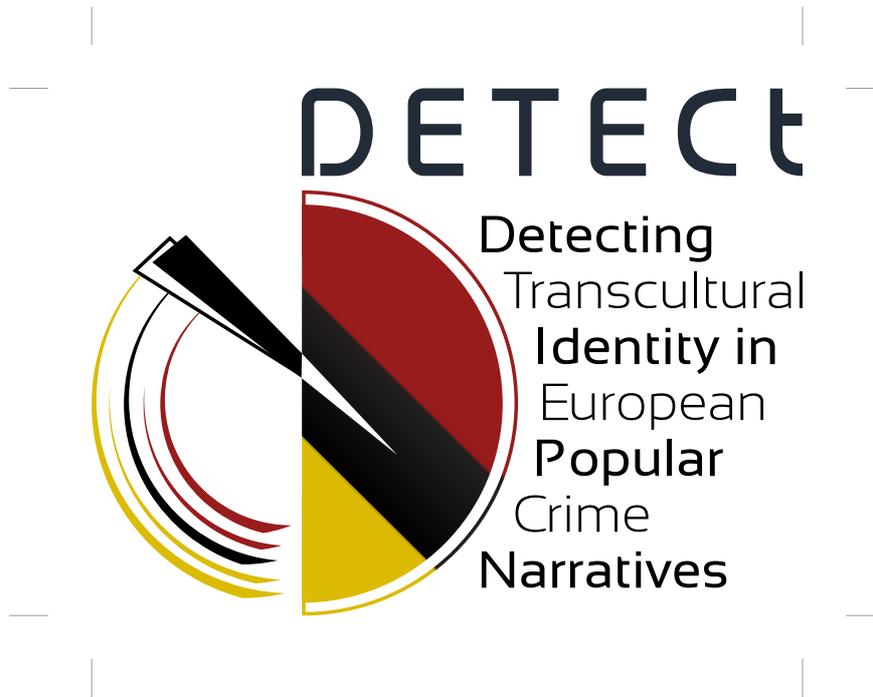
Logo



DETECT

Detecting Transcultural Identity in European Popular Crime Narratives

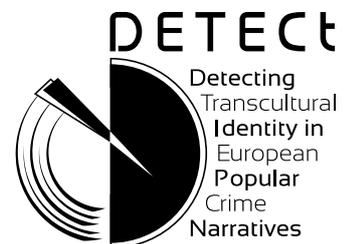
Alternative



P/N



Painted





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DETECT

v1.05

LOGO DESIGN

Logo: v1.05
Title: Radar
Type: Iconographic
Style: Figurative stylized

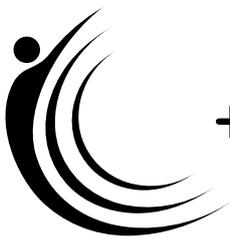
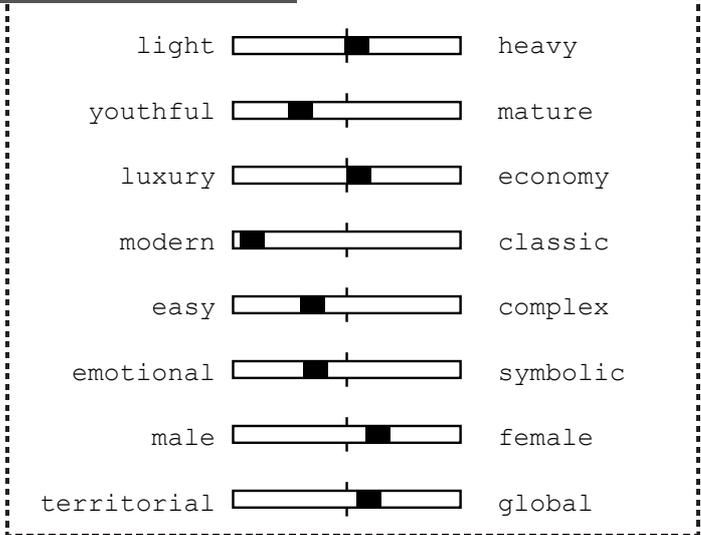
Description: Stylized radar and human figure.

Communication:
Radar = research, investigation
Human = transcultural, popular
Font = institutional, corporate

Colors:
Yellow = "Italian giallo" (genre)
Red = thriller (genre)
Black = noir (genre)
Blue = Europe

Font: Exo

characteristics



+ DETECT

Name

Radar - Human figure

RGB tbl

	#000000 <-> RGB: 0 0 0
	#dbbb03 <-> RGB: 219 187 3
	#991c1c <-> RGB: 153 28 28
	#991c1c <-> RGB: 153 28 28

Logo



Alternative



P/N



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Project

DETECT

v2.01

LOGO DESIGN

Logo: v2.01
Title: Fingerprint
Type: Tipographic/iconographic
Style: text - figurative

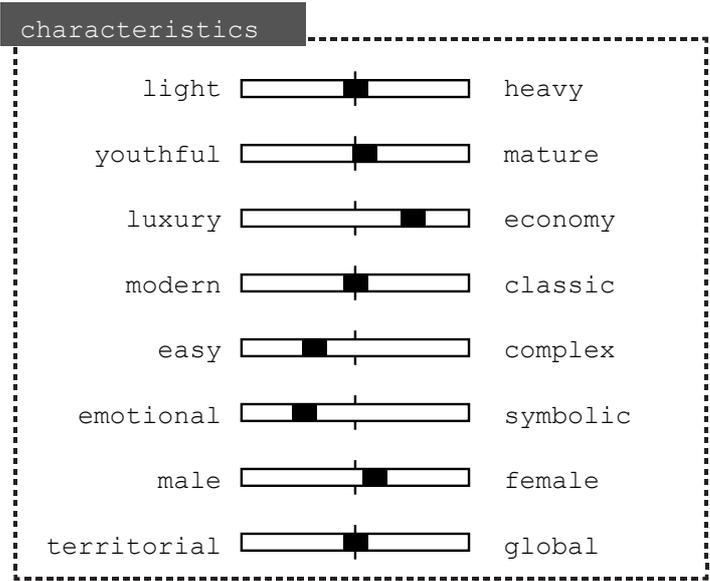
Description: "DETECT" into a stylized fingerprint. The fingerprint lines suggest the concept of "roads".

Communication:

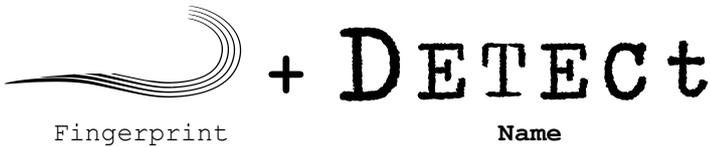
Font = typewriter, noir, crime, investigation.
Roads = transcultural, union.
Fingerprint = crime, investigation, research.

Colors:

Yellow = "Italian giallo" (genre)
Red = thriller (genre)
Black = noir (genre)
Blue = Europe



Font: Splendid Bold (revisited)



RGB tbl

	#000000 <-> RGB: 0 0 0
	#dbbb03 <-> RGB: 219 187 3
	#991c1c <-> RGB: 153 28 28
	#991c1c <-> RGB: 153 28 28

Logo



Icon



P/N



Painted





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Project

DETECT

v3.01

LOGO DESIGN

Logo: v3.01

Title: Irregular circles

Type: Typographic

Style: Text

Description: "D" letter into three irregular circles.

Communication:

Font = typewriter, noir, crime, investigation.

Circles = transcultural, union.

Colors:

Yellow = "Italian giallo" (genre)

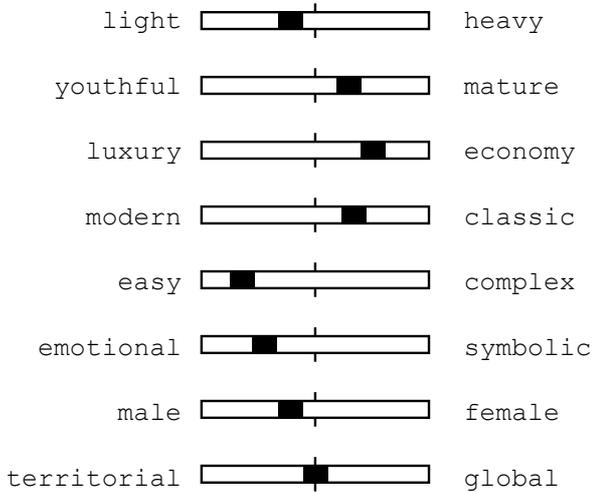
Red = thriller (genre)

Black = noir (genre)

Blue = Europe

Font: Splendid Bold
(revisited)

characteristics



Irregular circles

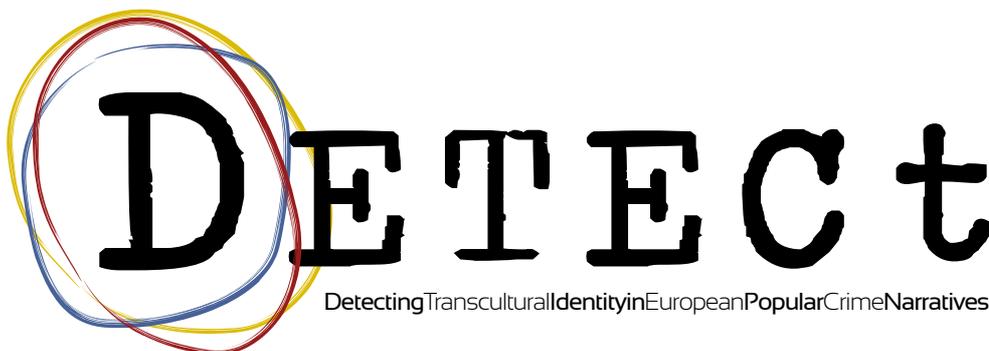
+ DETECT

Name

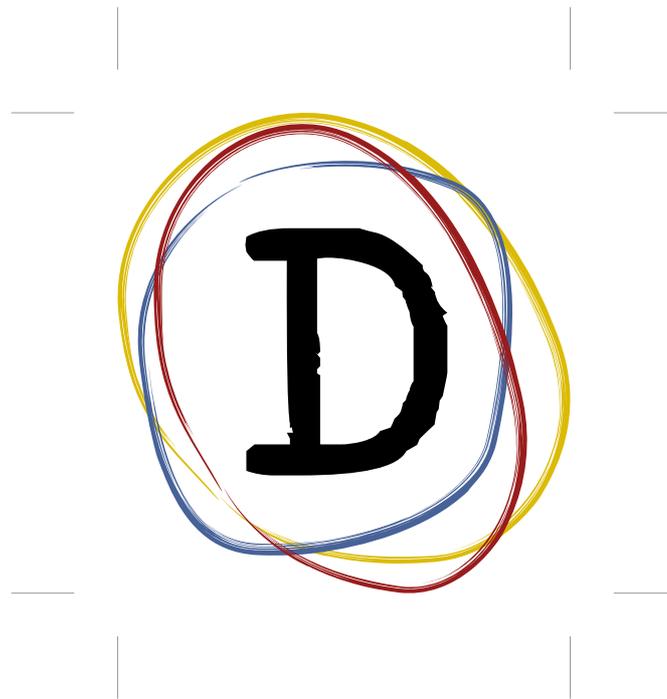
RGB tbl

■	#000000 <-> RGB: 0 0 0
■	#dbbb03 <-> RGB: 219 187 3
■	#991c1c <-> RGB: 153 28 28
■	#991c1c <-> RGB: 153 28 28

Logo



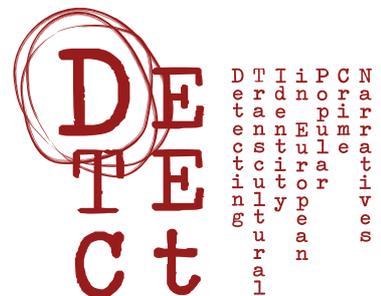
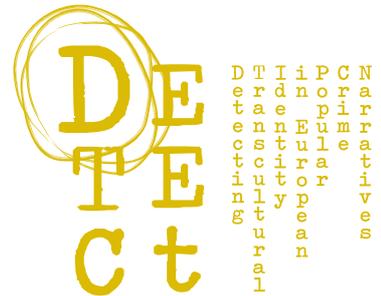
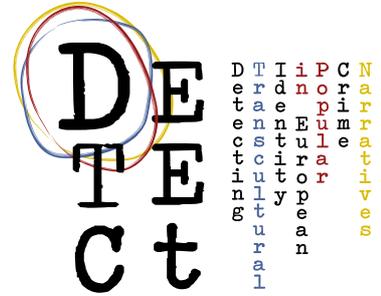
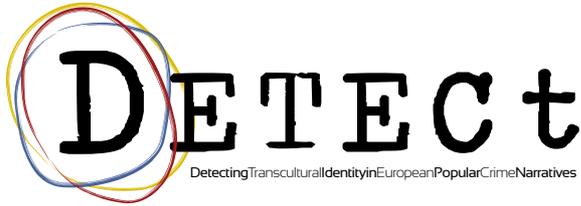
Icon



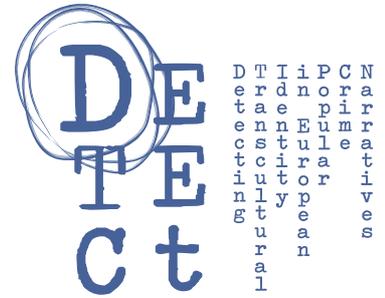
P/N



Painted



Painted





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Project

DETECT

v3.02

LOGO DESIGN

Logo: v3.02
Title: Irregular circles
Type: Iconographic / Tipographic
Style: Figurative / Text

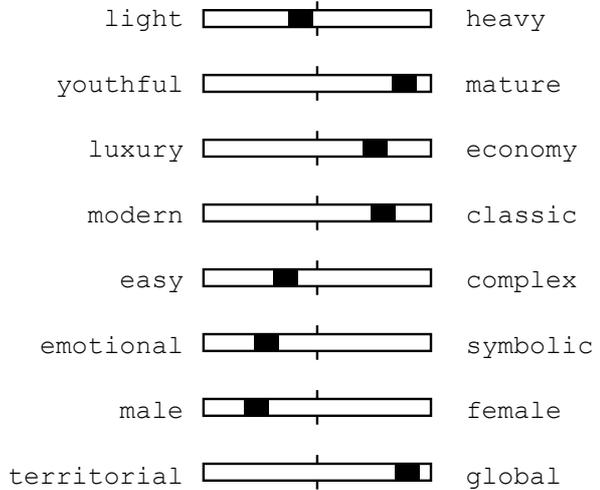
Description: "D" letter into irregular circles.

Communication:
Font = typewriter, noir, crime, investigation.
Circles = transcultural, union.

Colors:
Yellow = "Italian giallo" (genre)
Red = thriller (genre)
Black = noir (genre)

Font: Tox

characteristics



Irregular circles

+ DETECT

Name

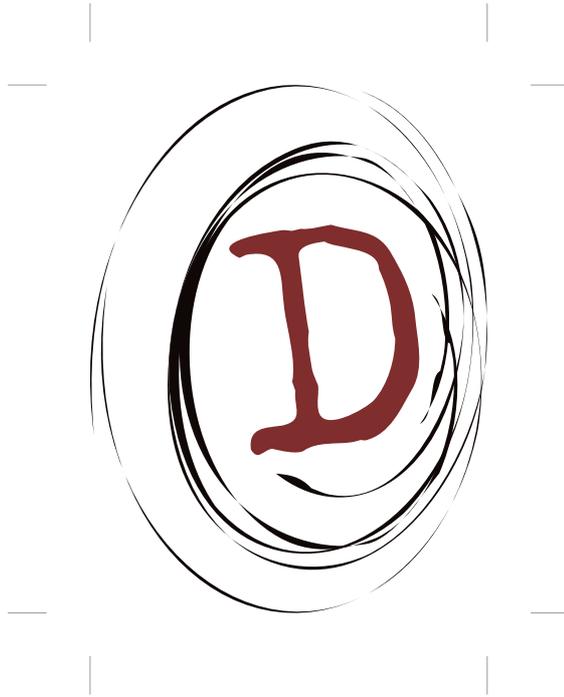
RGB tbl

Black	#000000	<-> RGB: 0 0 0
Yellow	#dbbb03	<-> RGB: 219 187 3
Red	#991c1c	<-> RGB: 153 28 28

Logo



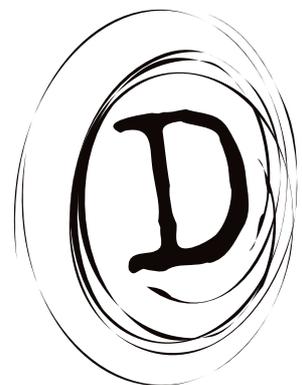
Icon



P/N



Painted





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Project

DETECT

v4.01

LOGO DESIGN

Logo: v4.01

Title: Pipe

Type: Tipographic/iconographic

Style: Text - figurative

Description: "T" letter above "Artistic" pipe.

Communication:

Font = classic, noir, elegant.

Pipe = crime, investigation, research, detective.

Colors:

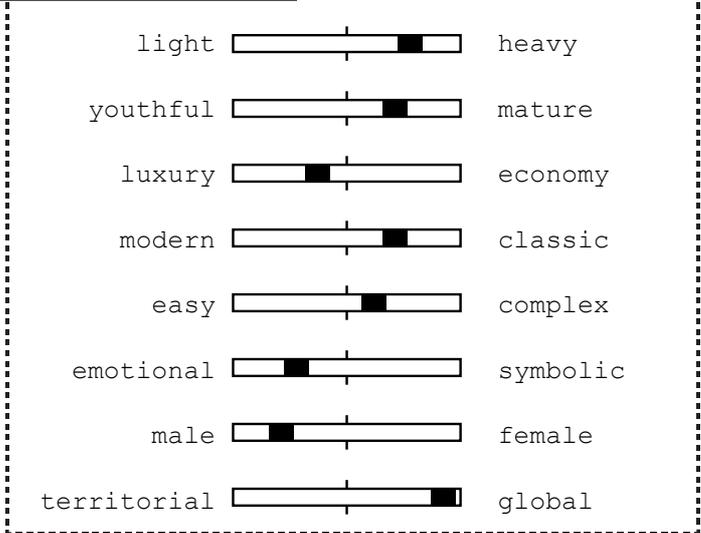
Yellow = "Italian giallo" (genre)

Red = thriller (genre)

Black = noir (genre)

Font: Canter

characteristics



Pipe

+

DETECT^T

Name

RGB tbl

Black	#000000	<-> RGB: 0 0 0
Yellow	#dbbb03	<-> RGB: 219 187 3
Red	#991c1c	<-> RGB: 153 28 28

Logo



Detecting Transcultural Identity in European Popular Crime Narratives

Icon



P/N



Painted

DETECT 

DETECT 

DETECT 

DETECT 

DETECT 

DETECT 



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Project

DETECT

v6.01

LOGO DESIGN

Logo: v6.01
Title: Puzzle
Type: Iconographic / Typographic
Style: Figurative

Description: "D" letter composed of individual pieces of puzzle.

Communication:

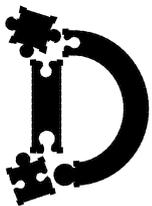
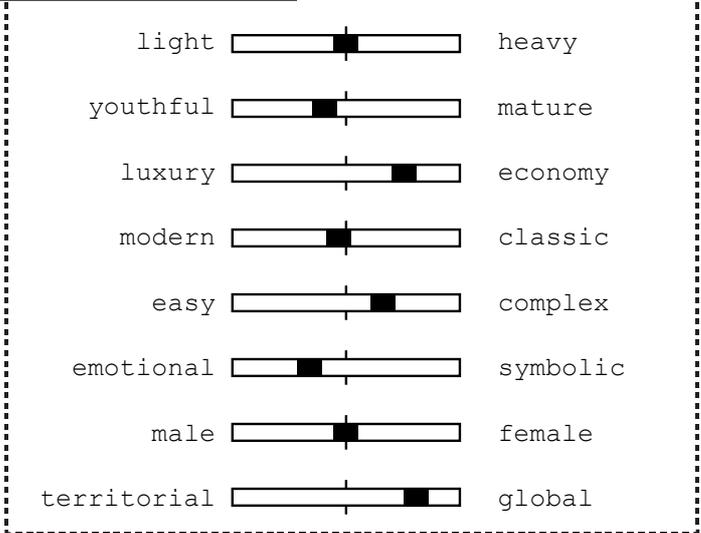
Puzzle = solution, enigma
 Bookbinding = manuscript, storytelling
 Font = institutional, "vintage"

Colors:

Yellow = "Italian giallo" (genre)
 Red = thriller (genre)
 Black = noir (genre)
 Blue = Europe

Font: Noir

characteristics



"D" Puzzle

+

DETECT

Name section

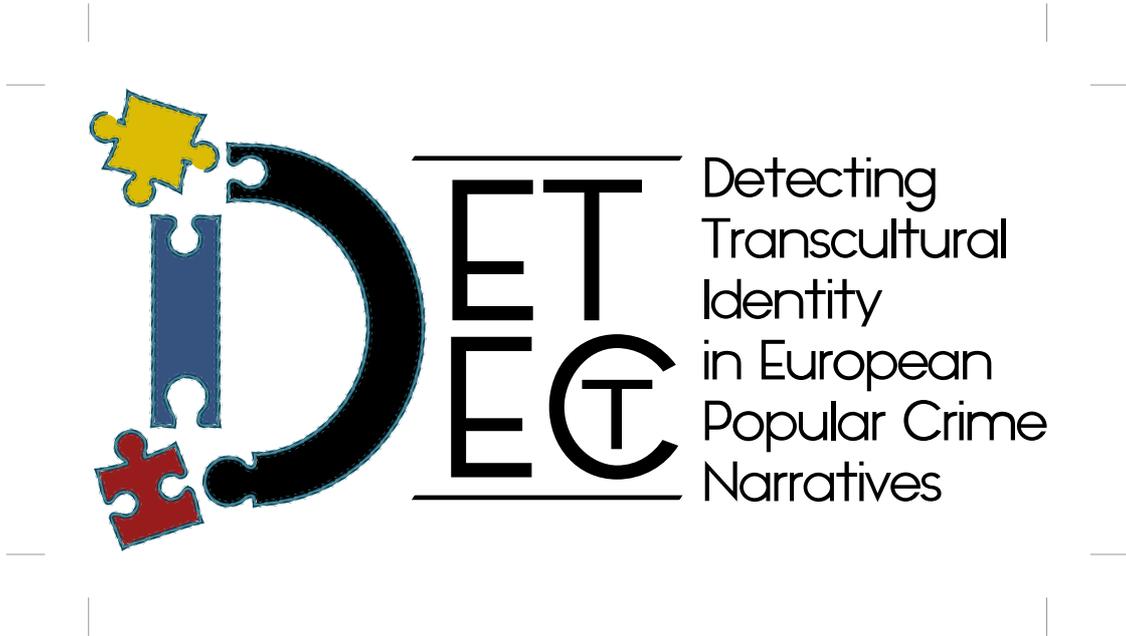
RGB tbl

	#000000 <-> RGB: 0 0 0
	#dbbb03 <-> RGB: 219 187 3
	#991c1c <-> RGB: 153 28 28
	#991c1c <-> RGB: 153 28 28

Logo



Alternative



P/N



Painted





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Project

DETECT

v7.01

LOGO DESIGN

Logo: v7.01

Title: Magnifying glass

Type: Typographic/iconographic

Style: Text - figurative

Description: Stylized magnifying glass into the "D" letter.

Communication:

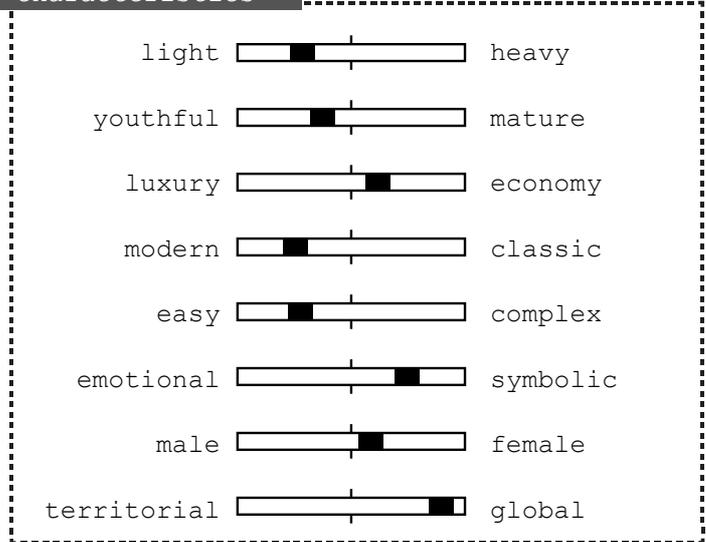
Font = institutional
Magnifying glass = investigation, research

Colors:

Yellow = "Italian giallo" (genre)
Black = noir (genre)
Red = thriller (genre)

Font: Andarilho (revisited)

characteristics



+

DETECT

Magnifying glass

Name

RGB tbl

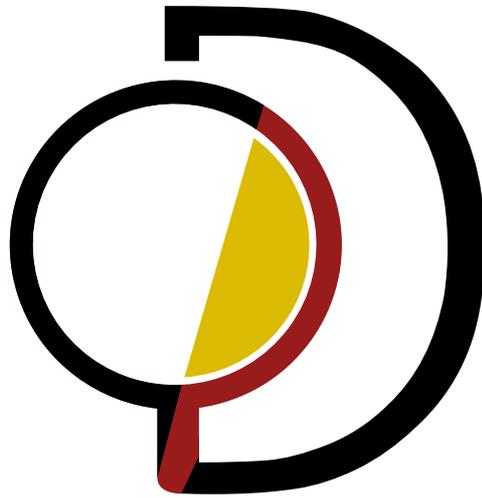
	#000000 <-> RGB: 0 0 0
	#dbbb03 <-> RGB: 219 187 3
	#991c1c <-> RGB: 153 28 28

Logo



Detecting Transcultural Identity in
European Popular Crime Narratives

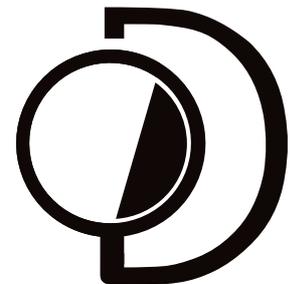
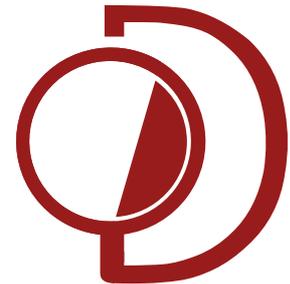
Icon



P/N



Painted





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Project

DETECT

v7.02

LOGO DESIGN

Logo: v7.02

Title: Magnifying glass

Type: Typographic/iconographic

Style: Text - figurative

Description: "D" letter inspected with stylized magnifying glass.

Communication:

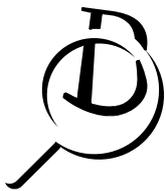
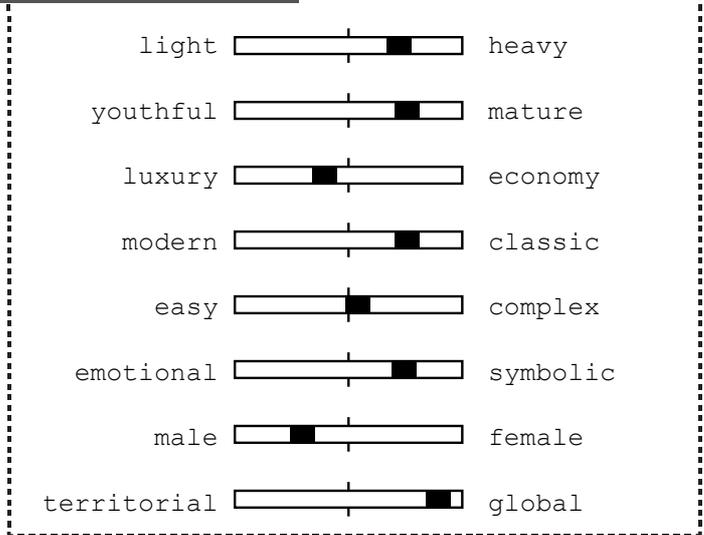
Font = institutional
Magnifying glass = investigation, research

Colors:

Yellow = "Italian giallo" (genre)
Black = noir (genre)

Font: Sylfaen

characteristics



+

DETECT

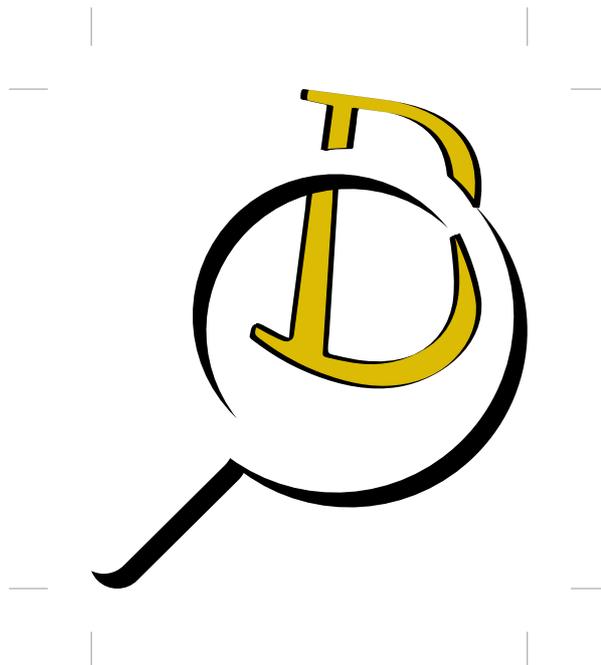
RGB tbl

■	#000000 <-> RGB: 0 0 0
■	#dbbb03 <-> RGB: 219 187 3

Magnifying glass - "D"

Name

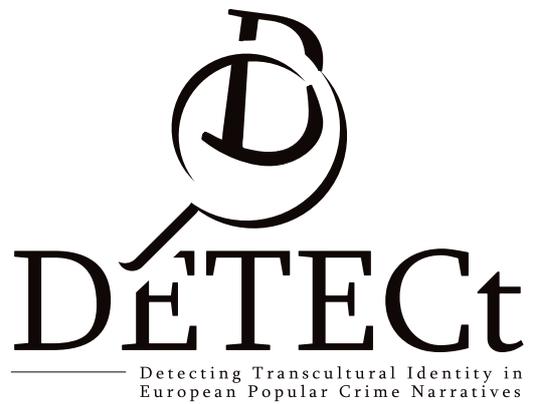
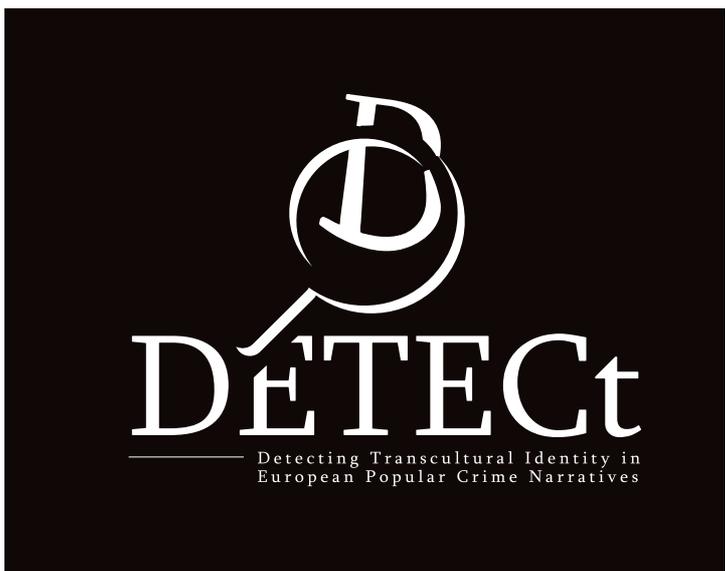
Icon



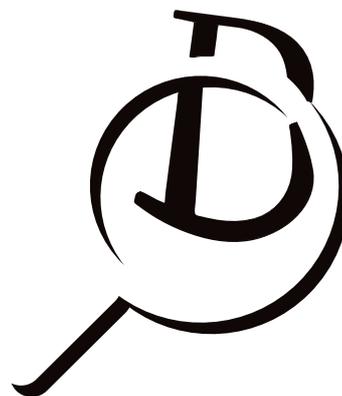
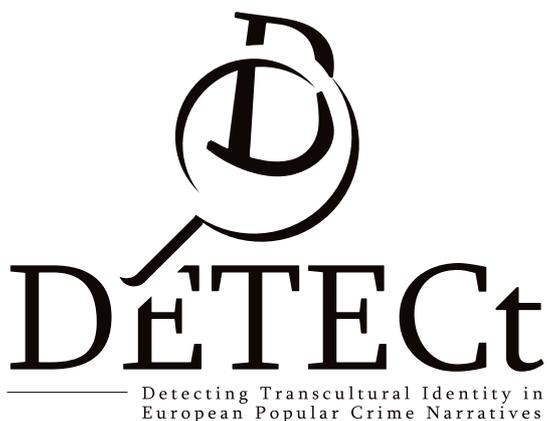
Logo



P/N



Painted





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Project

DETECT

v8.01

LOGO DESIGN

Logo: v8.01
Title: Eye
Type: Iconographic - Typographic
Style: Figurative - Stylized

Description: "D" letter into a stylized eye. Eyelashes painted with identification colors.

Communication:

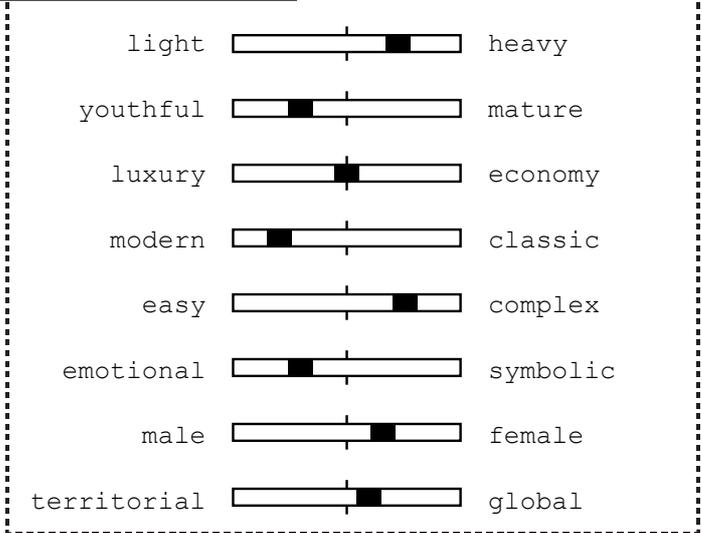
Eye = investigation, vision
Font = modern, youthful

Colors:

Yellow = "Italian giallo" (genre)
Red = thriller (genre)
Black = noir (genre)
Blue = Europe

Font: Abeat (revisited)

characteristics



"D" - Eye

+

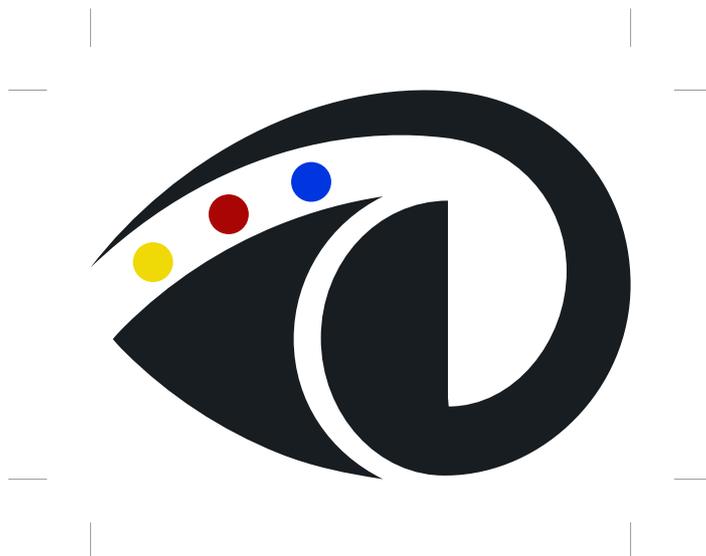
detect

Naming

RGB tbl

	#181d21 <-> RGB: 24 29 33
	#efd907 <-> RGB: 239 217 7
	#aa0505 <-> RGB: 170 05 05
	#0036e0 <-> RGB: 00 54 224

Icon

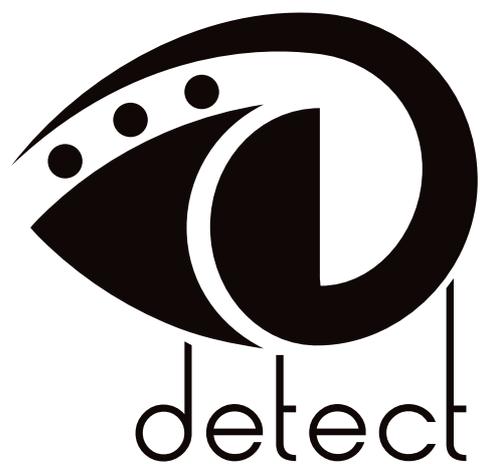


Logo

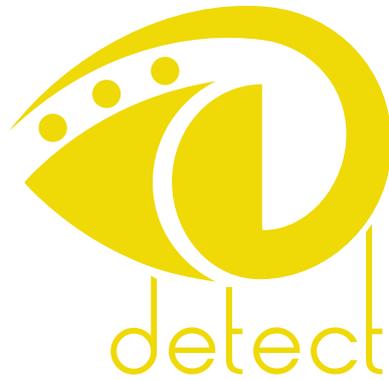


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P/N



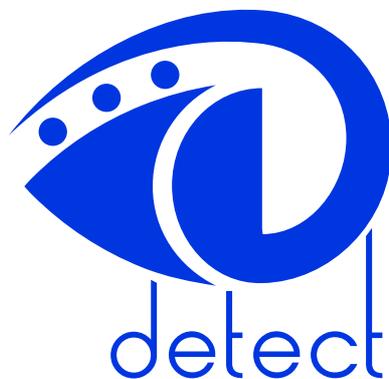
Painted



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European
Popular Crime
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Narratives



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Project

DETECT

v8.02

LOGO DESIGN

Logo: v8.02
Title: Eye
Type: Iconographic - Typographic
Style: Figurative - Stylized

Description: "D" letter into a stylized eye. Eyelashes painted with identification colors.

Communication:

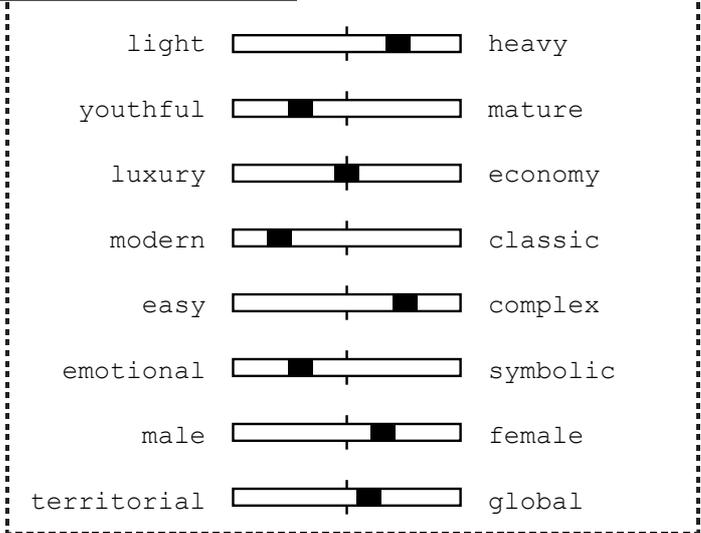
Eye = investigation, vision
Font = modern, youthful

Colors:

Yellow = "Italian giallo" (genre)
Red = thriller (genre)
Black = noir (genre)
Blue = Europe

Font: London (revisited)

characteristics



"D" - Eye

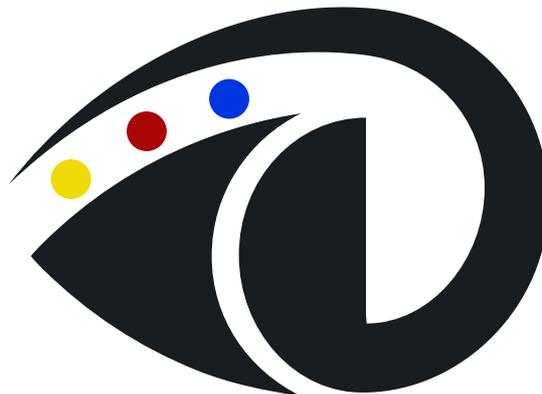
+ DETECT

Name

RGB tbl

	#181d21 <-> RGB: 24 29 33
	#efd907 <-> RGB: 239 217 7
	#aa0505 <-> RGB: 170 05 05
	#0036e0 <-> RGB: 00 54 224

Icon



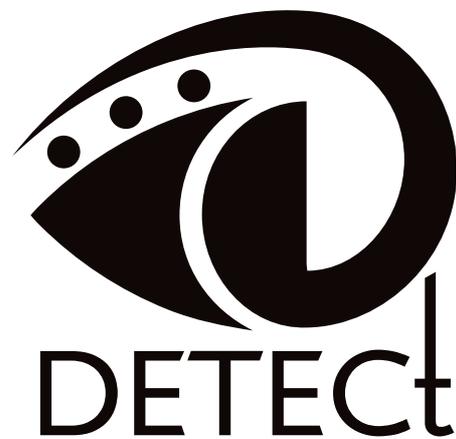
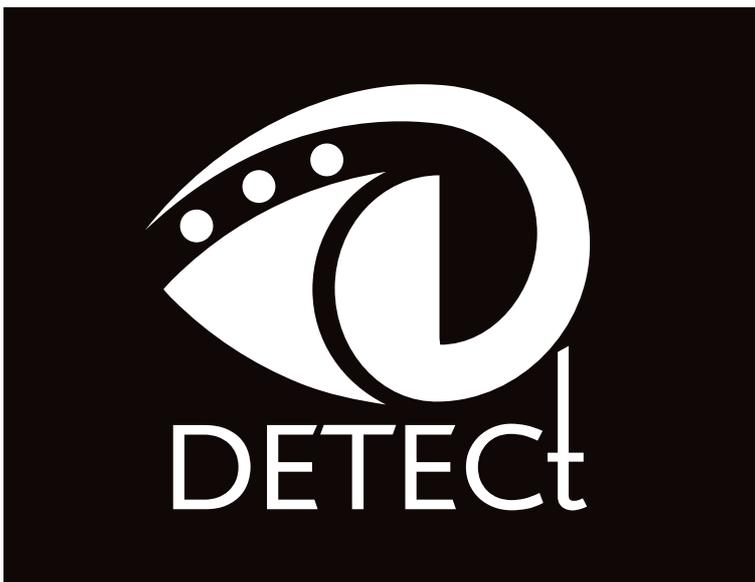
Logo



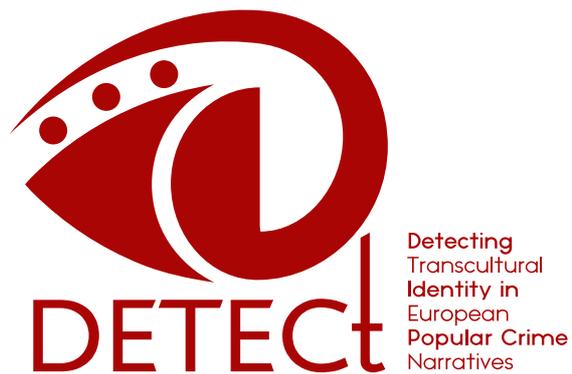
DETECT

Detecting
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Identity in
European
Popular Crime
Narratives

P/N



Painted





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DETECT

v8.03

LOGO DESIGN

Logo: v8.03
Title: Eye
Type: Iconographic
Style: Figurative - Stylized

Description: An eye painted with identification colors.

Communication:

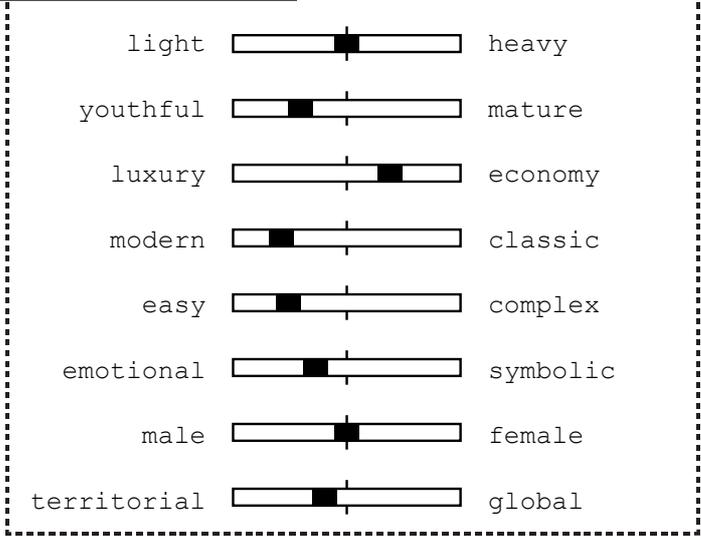
Eye = investigation, vision
Font = institutional, corporate

Colors:

Yellow = "Italian giallo" (genre)
Red = thriller (genre)
Black = noir (genre)
Blue = Europe

Font: Exo

characteristics



RGB tbl

Black	#000000	<->	RGB: 0 0 0
Yellow	#f7cd00	<->	RGB: 247 205 0
Red	#c60202	<->	RGB: 198 2 2
Blue	#1149a3	<->	RGB: 17 63 163

Logo



Icon



P/N



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Project

DETECT

v9.01

LOGO DESIGN

Logo: v9.01
Title: Europe
Type: Iconographic
Style: Iconographic / Typographic

Descrizione: "E" colored letter suggests "Europe".

Comunicazione:

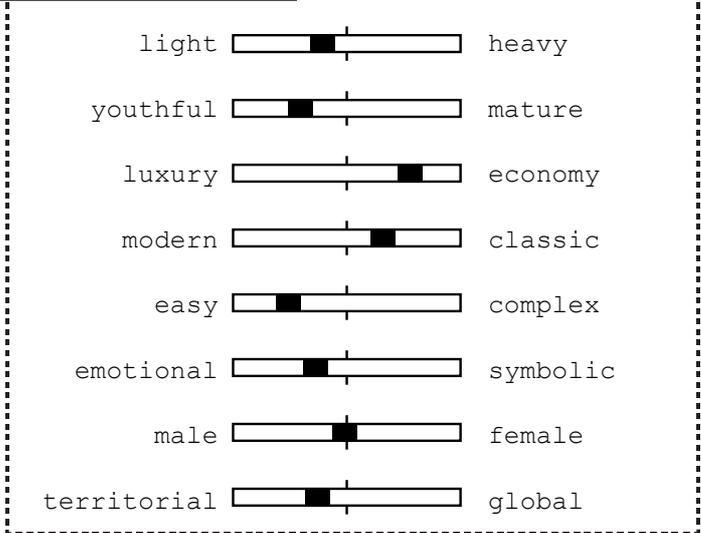
"E" letter = European
 Font = institutional, corporate

Colors:

Yellow = "Italian giallo" (genre)
 Black = noir (genre)
 Red = thriller (genre)
 Blue = Europe

Font: Exo

characteristics



"E" letter

+

DTECT

name

RGB tbl

	#000000 <-> RGB: 0 0 0
	#f7cd00 <-> RGB: 247 205 0
	#c60202 <-> RGB: 198 2 2
	#1149a3 <-> RGB: 17 63 163

Logo



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Icon



P/N



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DETECT

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DETECT

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DETECT

Detecting Transcultural Identity in European Popular Crime Narratives



DETECT

Detecting Transcultural Identity in European Popular Crime Narratives





ANNEX C

Final logo drafts





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Progetto

DETECT

Scheda v3.02C

LOGO DESIGN

Logo: v3.02C

Titolo:

Tipologia:

Stile:

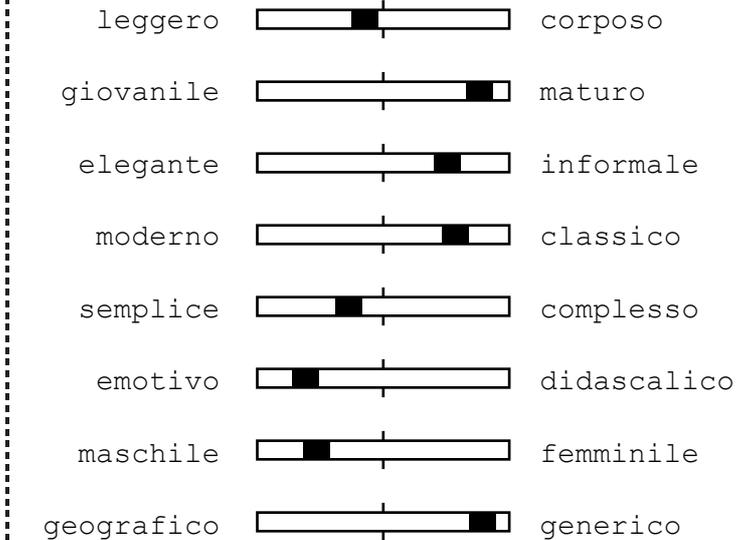
Descrizione:

Comunicazione:

Colori:

Font utilizzato: Tox

caratteristiche



Cerchi
irregolari

+ DETECT

Nome

RGB tbl

	#000000 <-> RGB: 0 0 0
	#dbbb03 <-> RGB: 219 187 3
	sfuma -> #d30202/#770303 50%

Sviluppo standard



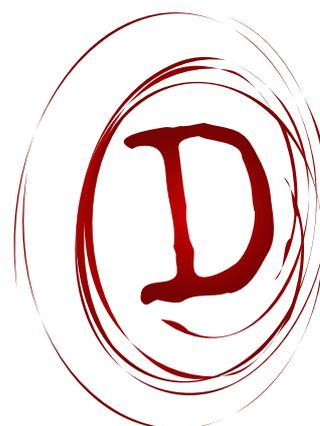
Icona



P/N



Tinte





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Project

DETECT

v3.02D

LOGO DESIGN

Logo: v3.02D

Title: Irregular circles

Type: Iconographic / Tipographic

Style: Figurative / Text

Description: "D" letter into irregular circles.

Communication:

Font = typewriter, noir, crime, investigation.

Circles = transcultural, union.

Colors:

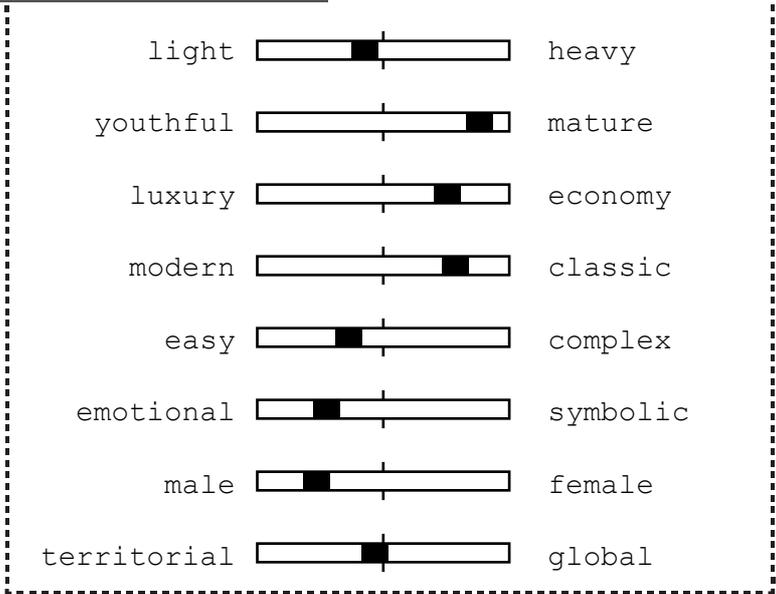
Yellow = "Italian giallo" (genre)

Red = thriller (genre)

Blue = official rgb of the European flag

Font: Tox

characteristics



+ DETECT

Irregular circles

Name

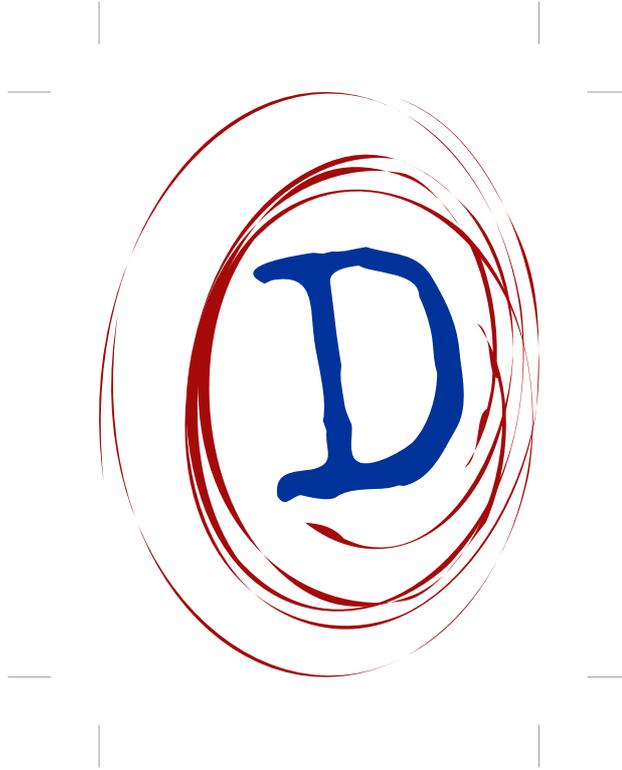
RGB tbl

	#003399 <-> Exa Europe
	#dbbb03 <-> RGB: 219 187 3
	#a50a0a <-> RGB: 165 10 10

Logo



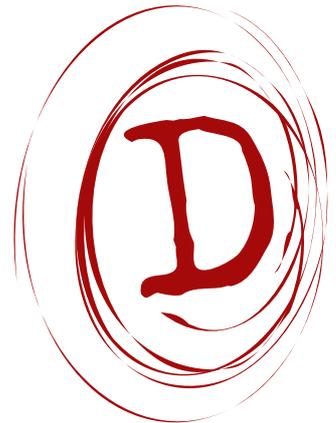
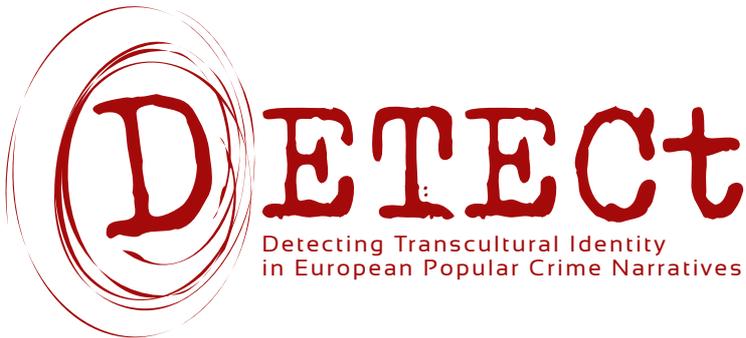
Icon



P/N



Painted





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Project

DETECT

v3.02E

LOGO DESIGN

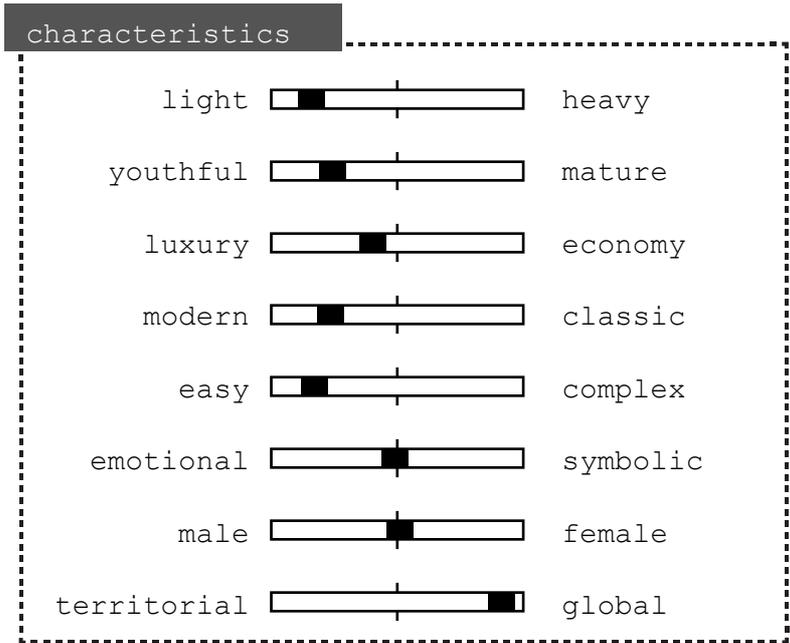
Logo: v3.02E
Title:
Type:
Style:

Description:

Communication:

Colors:

Font:

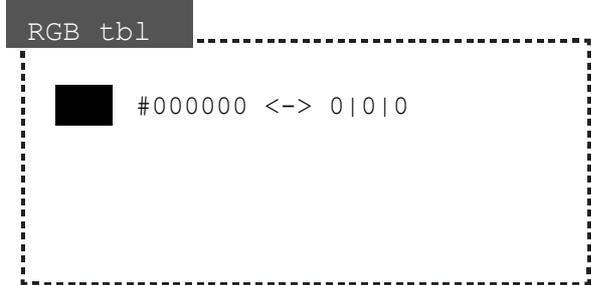


Irregular circles

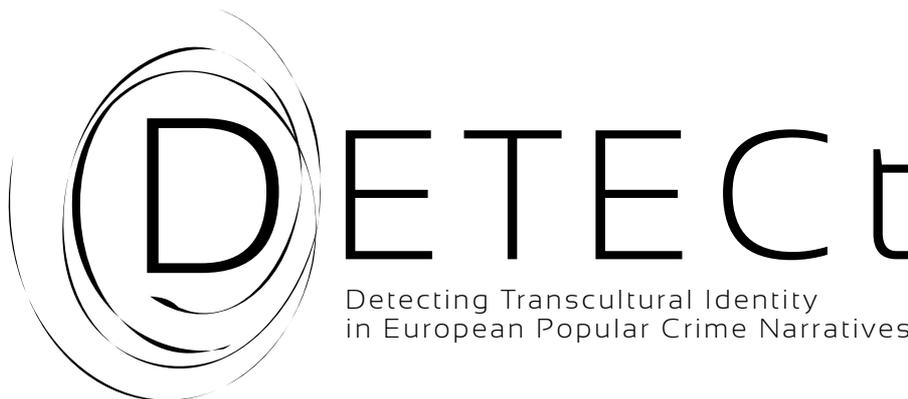
+

DETECT

Name



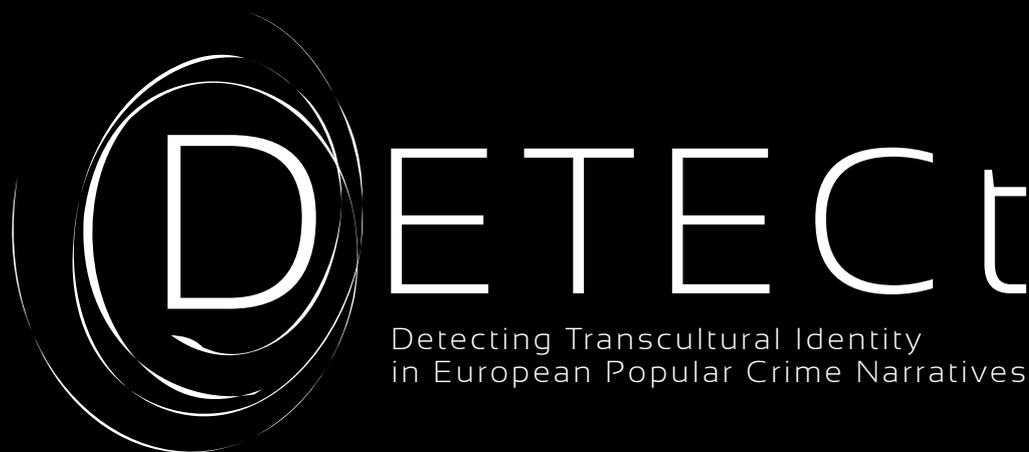
Logo



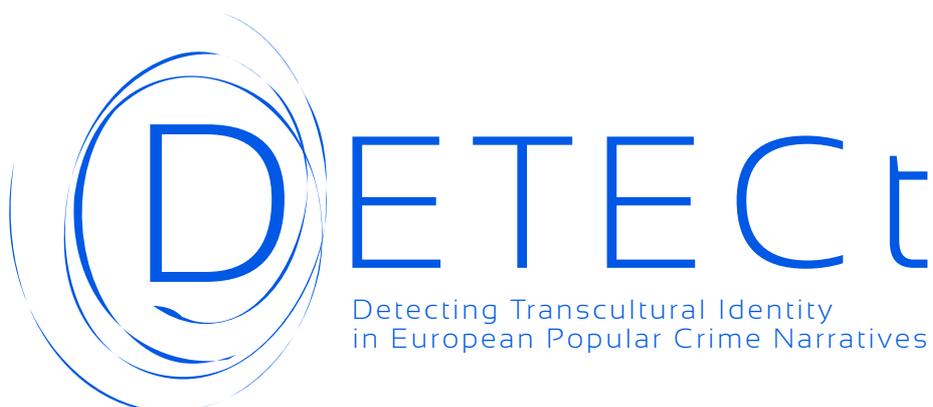
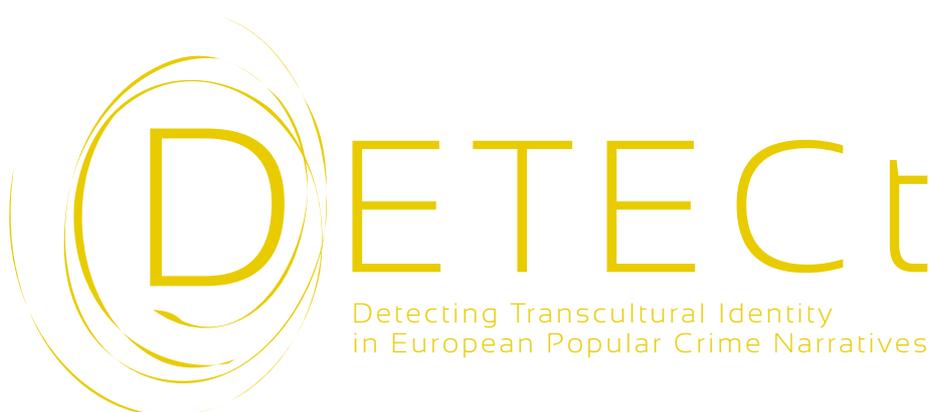
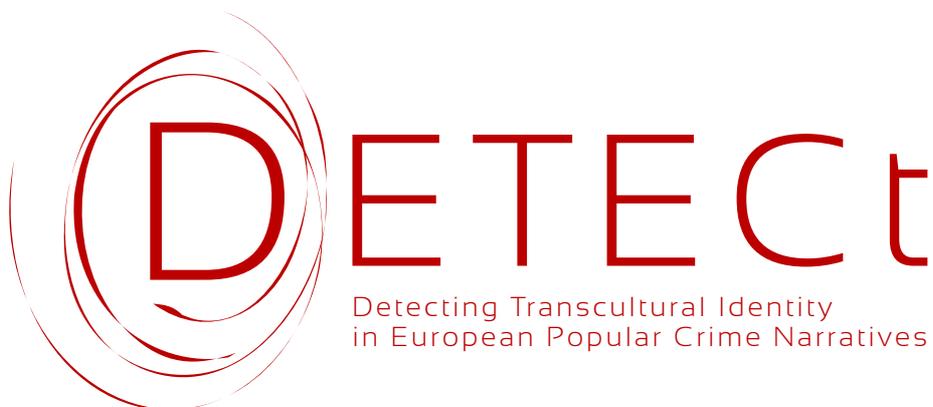
Alternative



P/N



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Project

DETECT

v3.02F

LOGO DESIGN

Logo: v3.02F

Title:

Type:

Style:

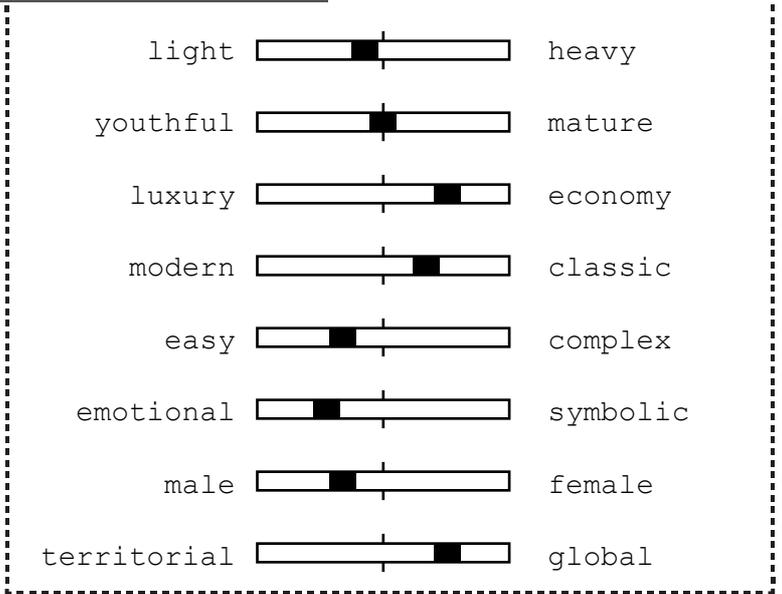
Description:

Communication:

Colors:

Font: Tox

characteristics



Irregular circles

+

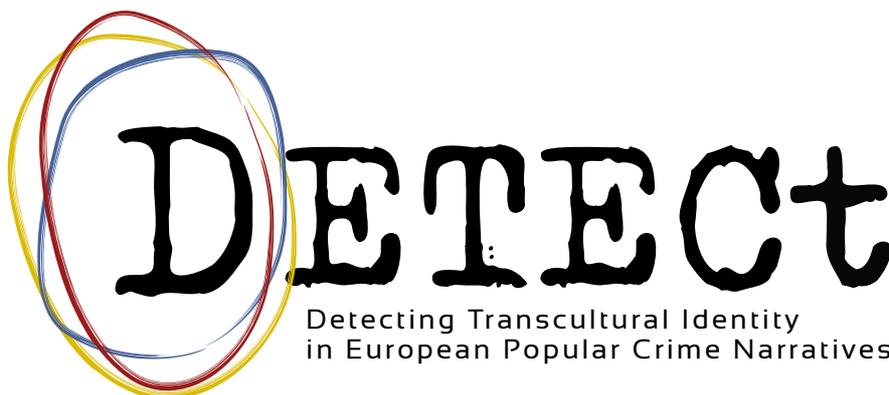
DETECT

Name

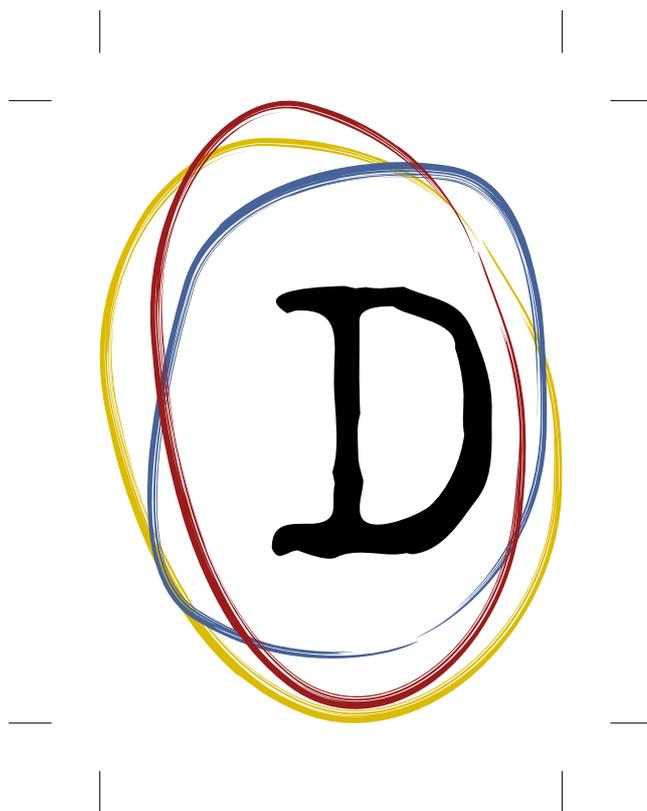
RGB tbl

	#000000 <-> RGB: 0 0 0
	#dbbb03 <-> RGB: 219 187 3
	#991c1c <-> RGB: 153 28 28
	#991c1c <-> RGB: 153 28 28

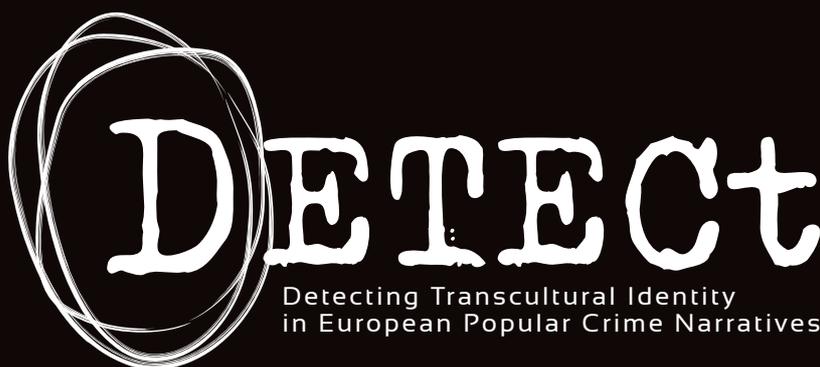
Logo



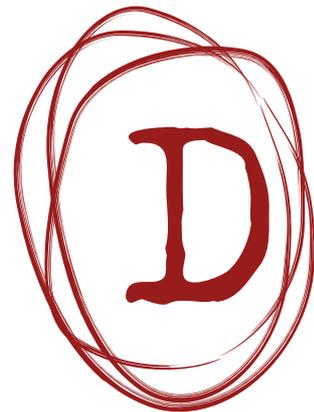
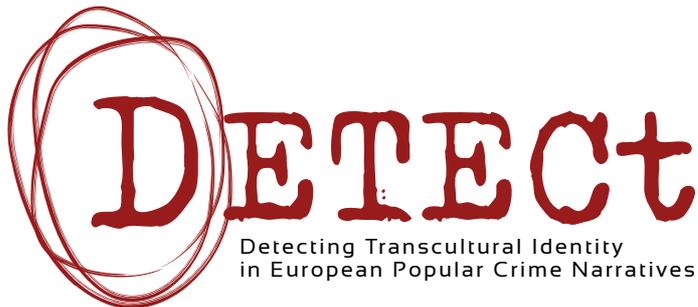
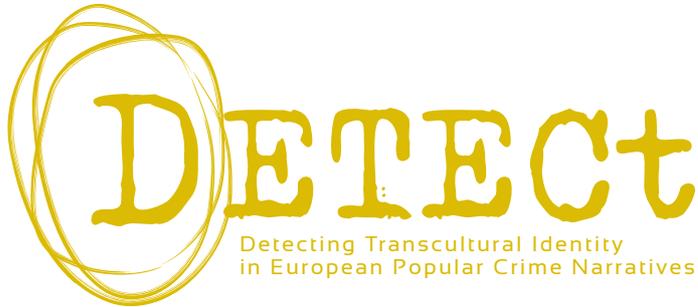
Icon



P/N



Painted



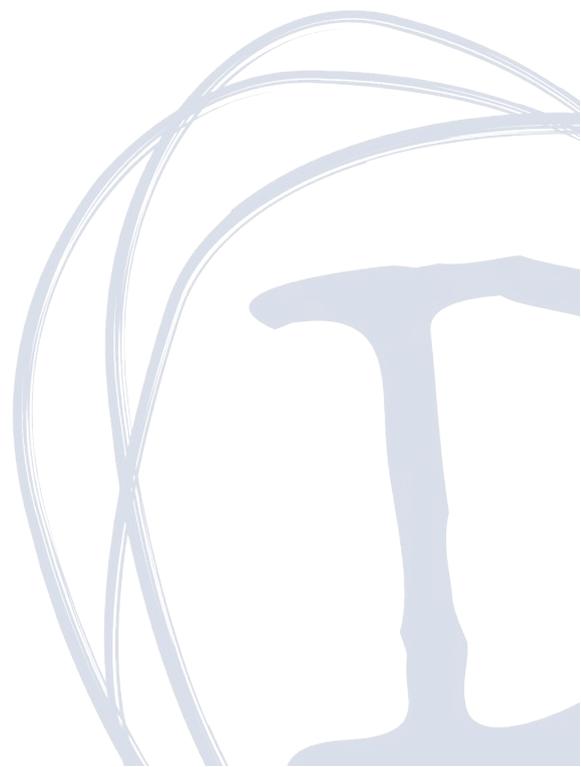


DETECT

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in European Popular Crime Narratives

ANNEX D

Final logo sheet





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Project

DETECT

LOGO DESIGN

Logo: v3.02I

Title: Irregular circles

Type: Figurative / Tipographic

Style: Textual / Line art

Description: "D" letter into three irregular circles.

Communication:

Font = typewriter, noir, crime, investigation.

Circles = transcultural, union.

Colors:

Yellow = "Italian giallo" (genre)

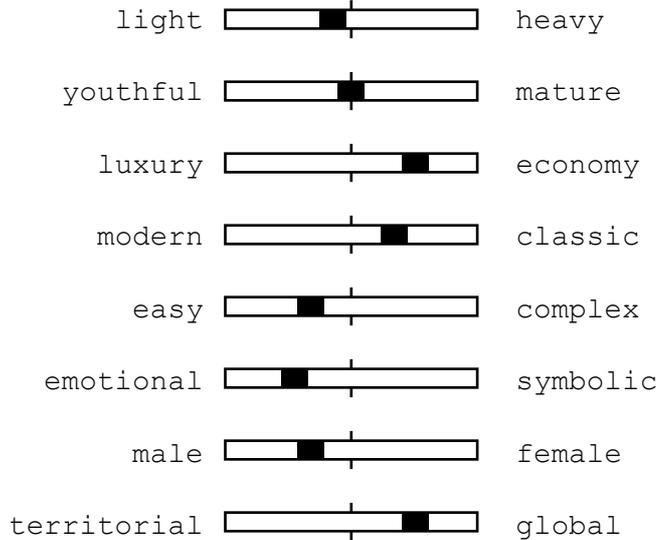
Red = thriller (genre)

Black = noir (genre)

Blue = Europe

Font: Tox

characteristics



Irregular circles

+ DETECT

Wordmark

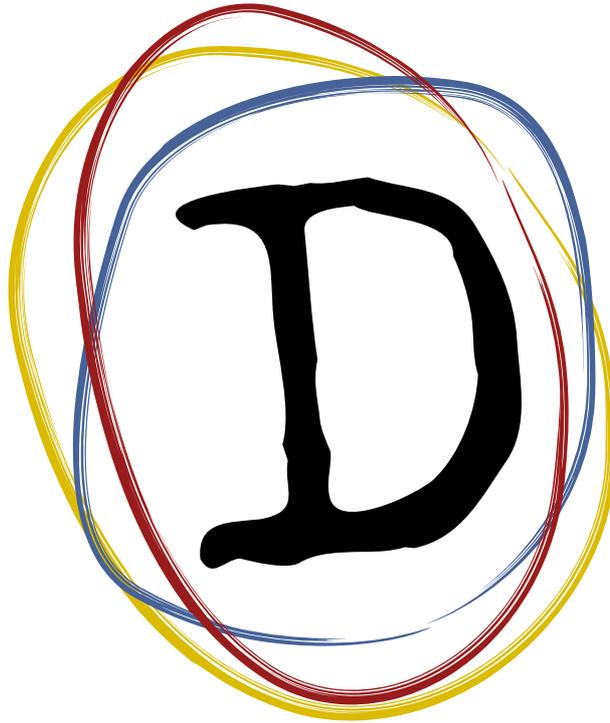
RGB tbl

■	#000000	<-> RGB: 0 0 0
■	#dbbb03	<-> RGB: 219 187 3
■	#991c1c	<-> RGB: 153 28 28
■	#991c1c	<-> RGB: 153 28 28

Logo



Icon



P/N

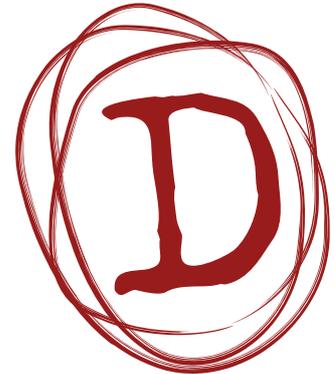


Painted

DETECT
Detecting Transcultural Identity
in European Popular Crime Narratives



DETECT
Detecting Transcultural Identity
in European Popular Crime Narratives



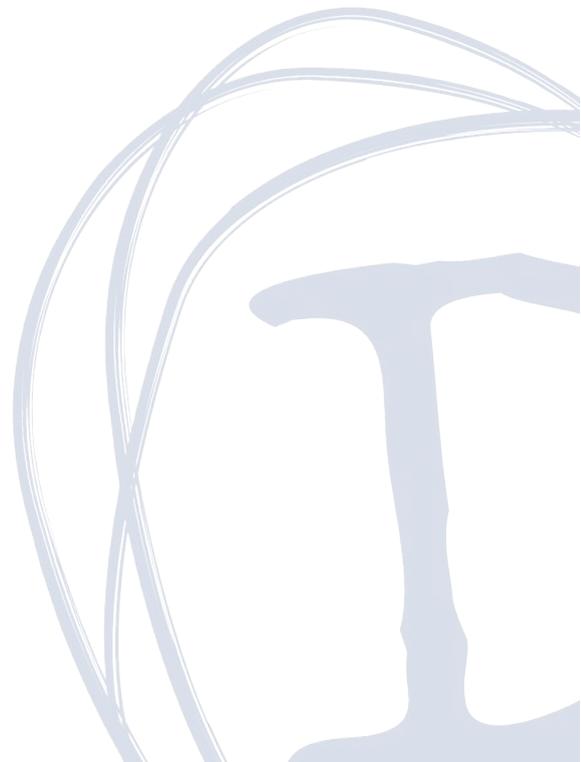
DETECT
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in European Popular Crime Narratives





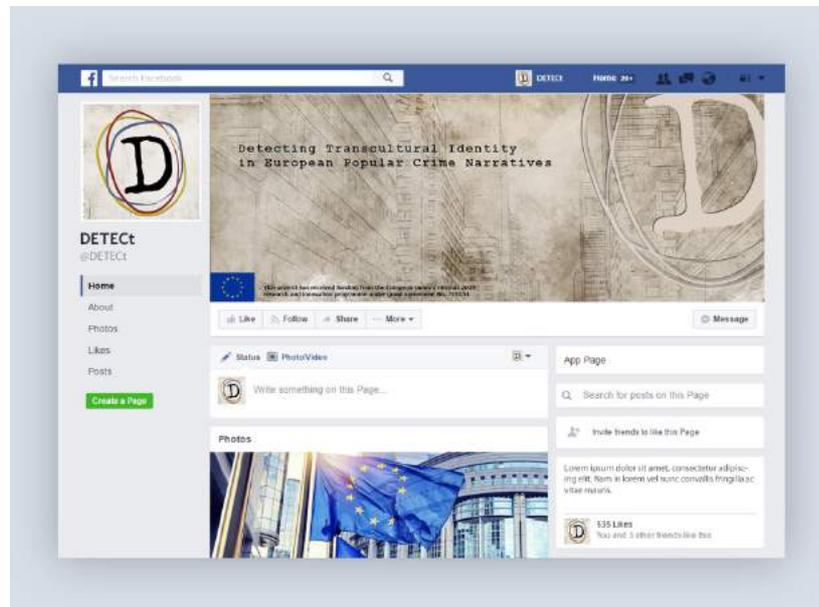
ANNEX E

Facebook templates





Figs. 1a-1b.



Figs. 2a-2b.



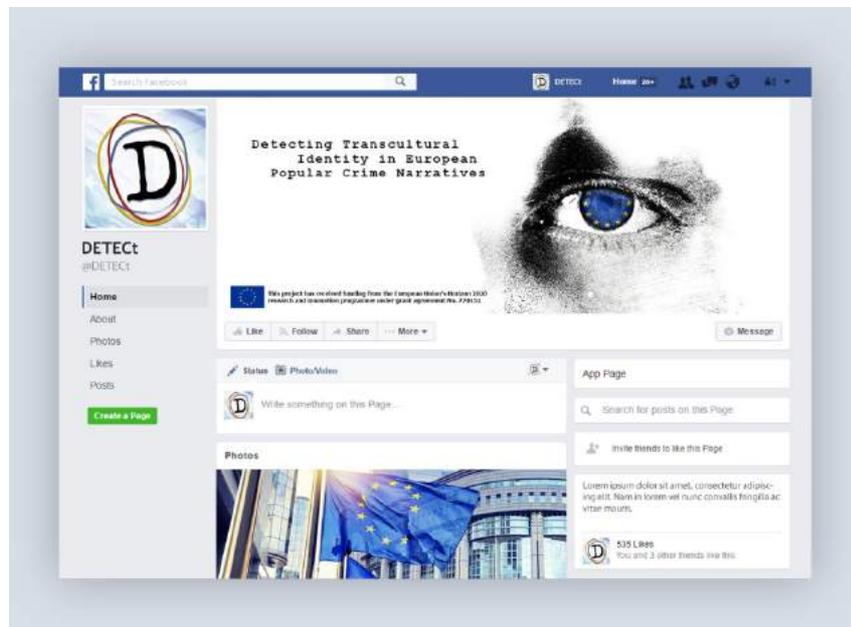
Figs. 3a-3b.



Figs. 4a-4b.



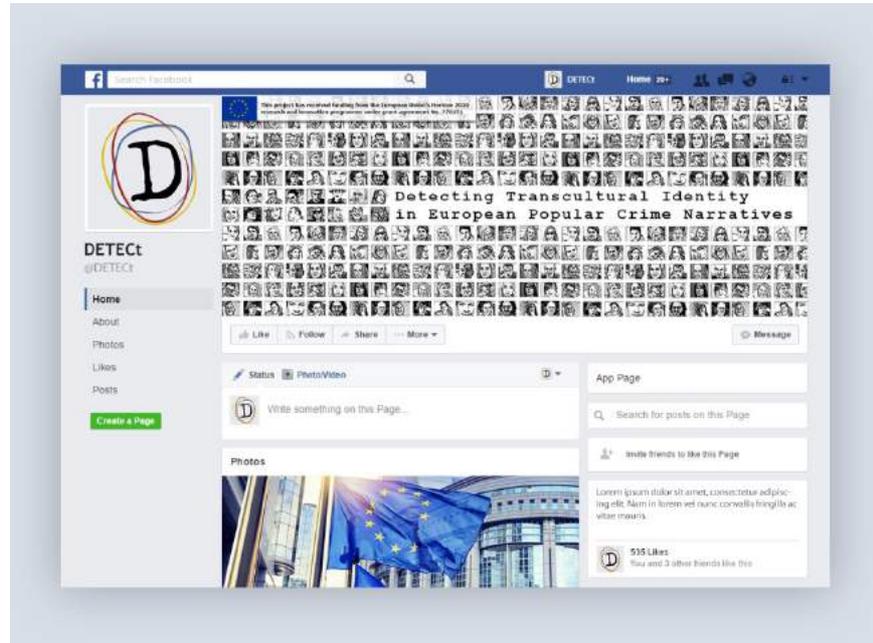
Figs. 5a-5b.



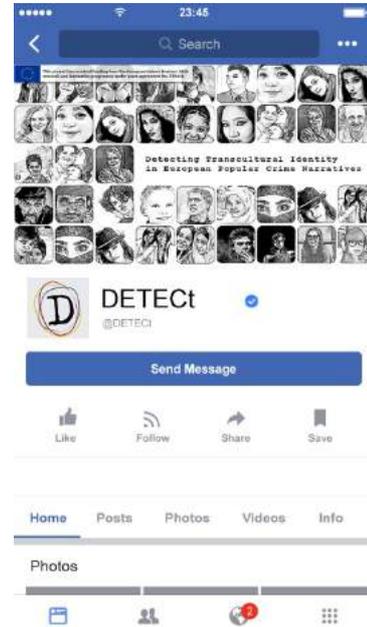
Figs. 6a-6b.



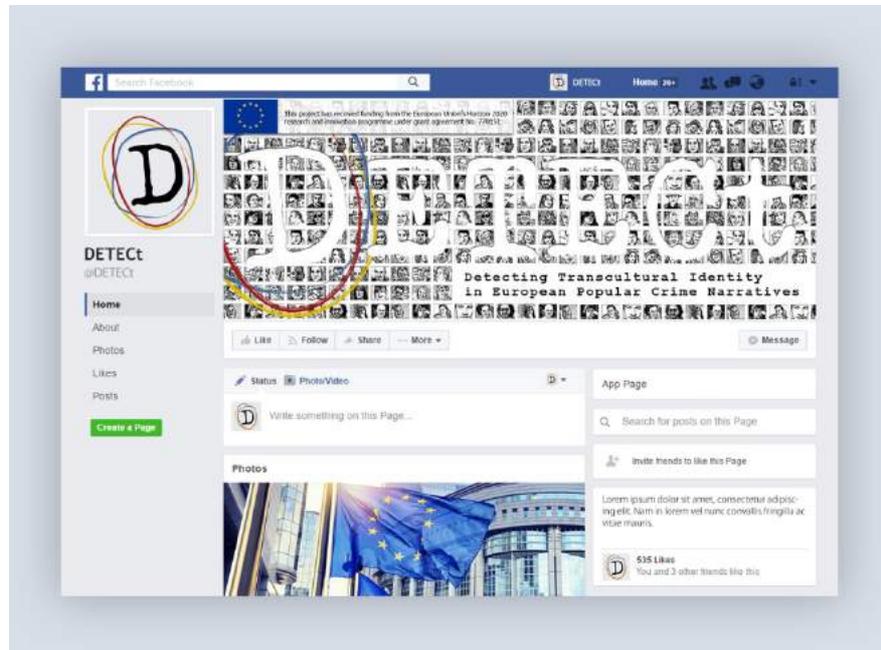
Figs. 7a-7b.



Figs. 8a-8b.

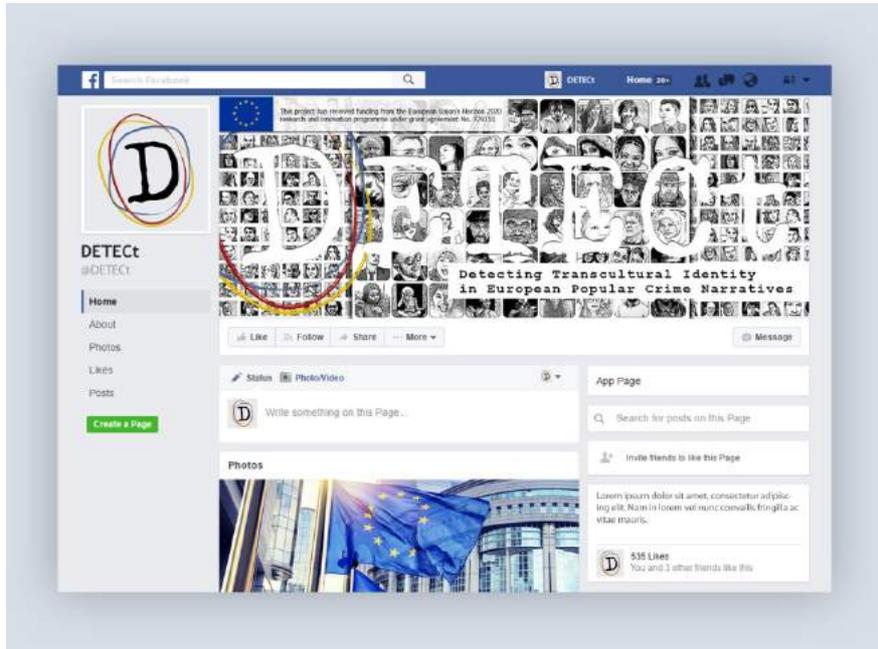


Figs. 9a-9b.

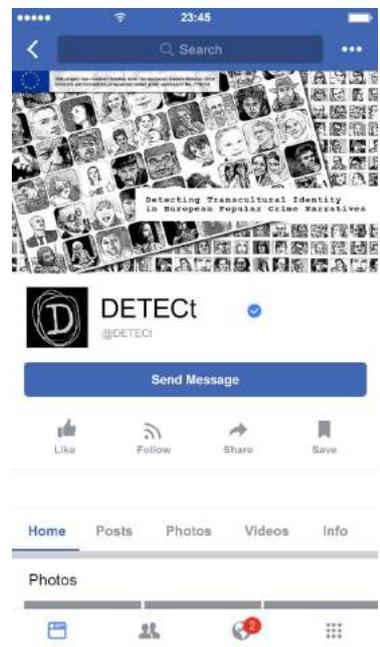
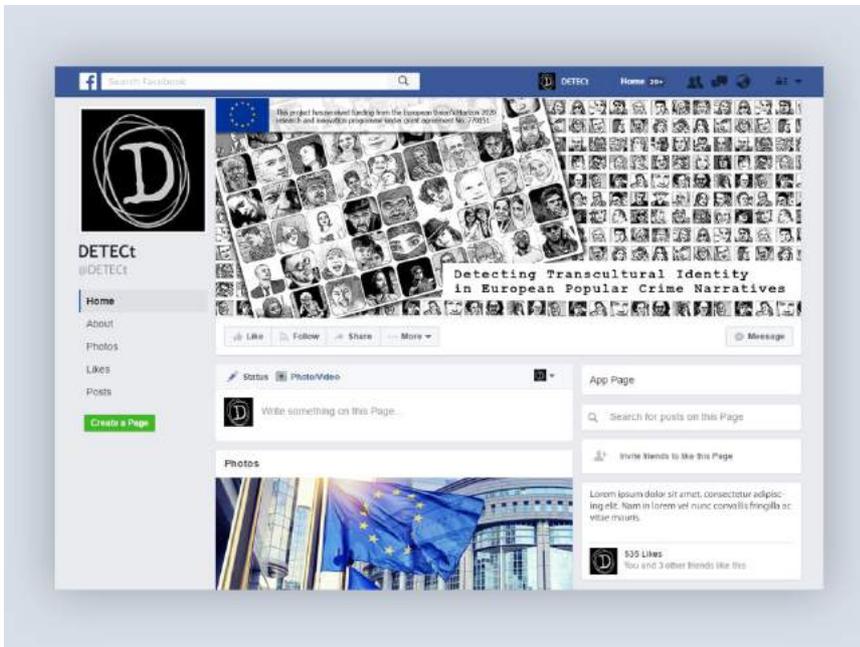


Figs. 10a-10b.



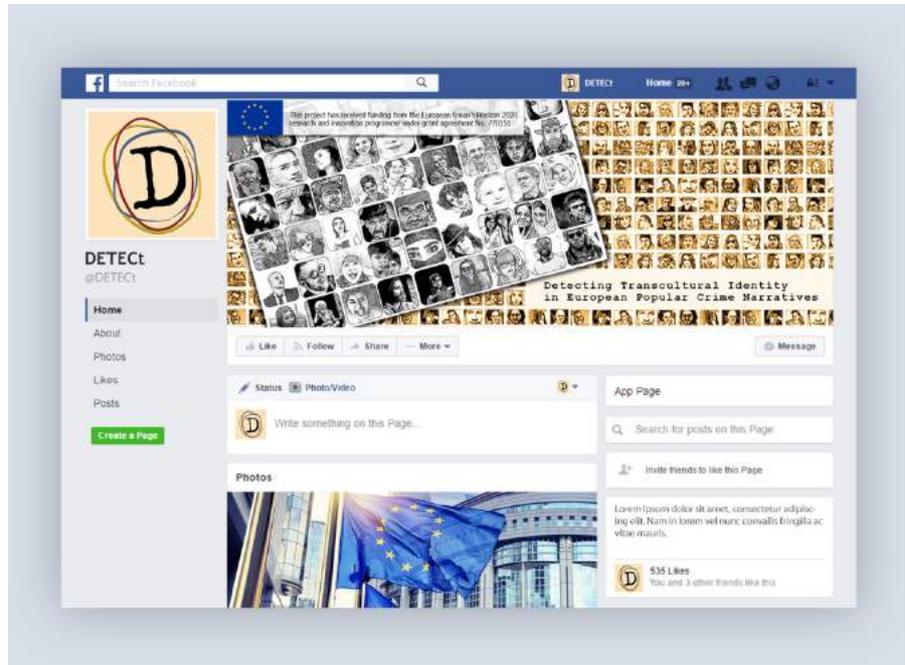


Figs. 11a-11b.



Figs. 12a-12b.



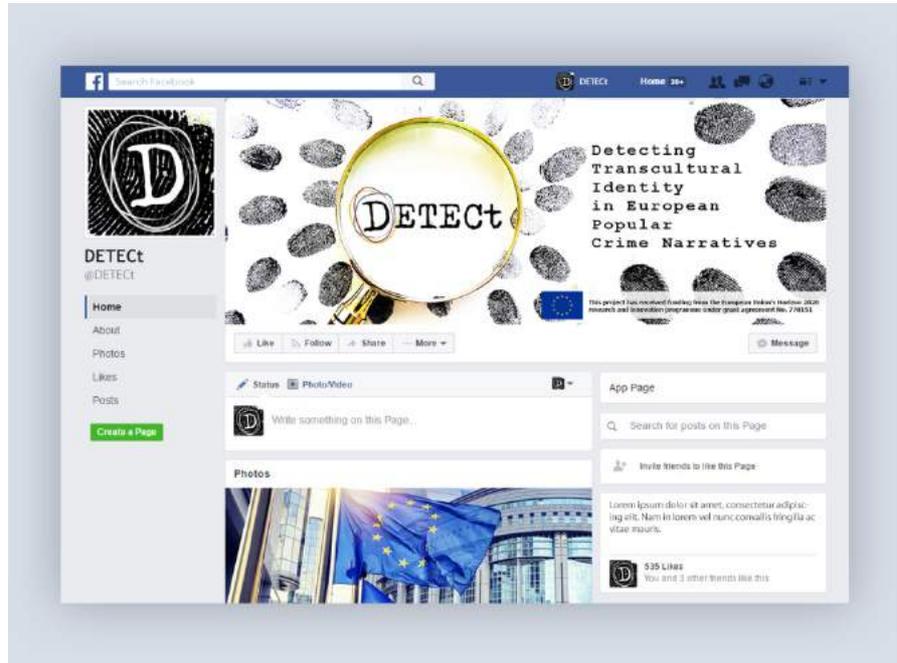
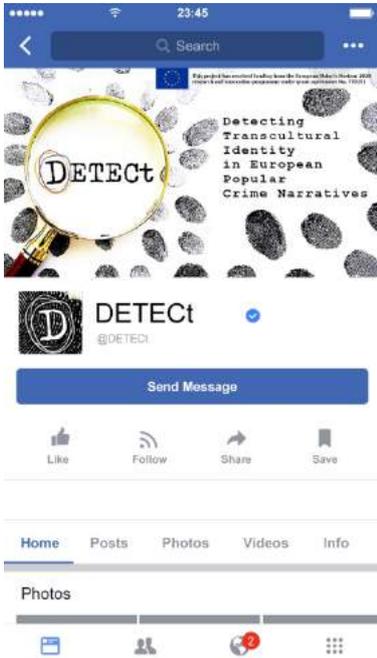


Figs. 13a-13b.



Figs. 14a-14b.



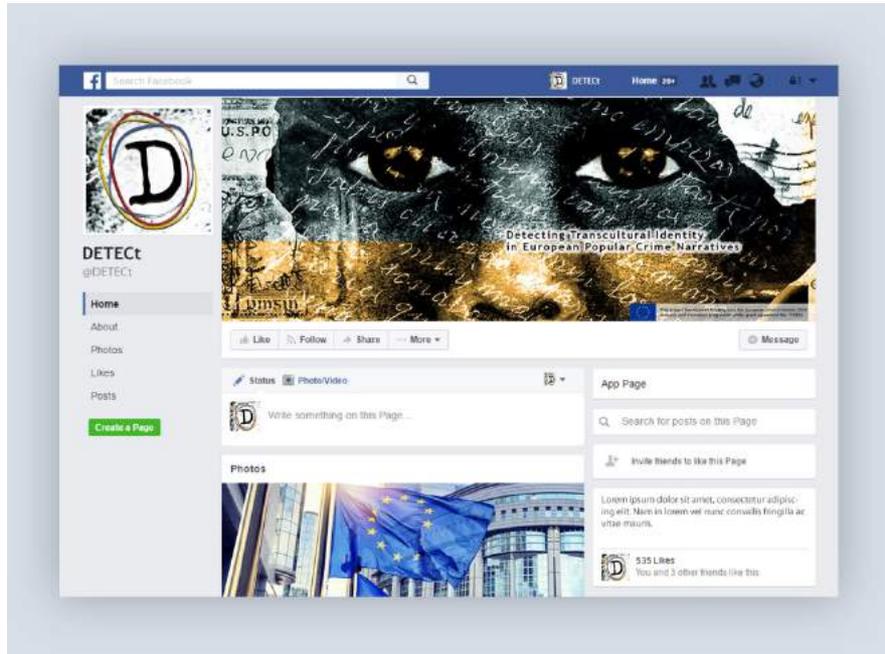


Figs. 15-15b.

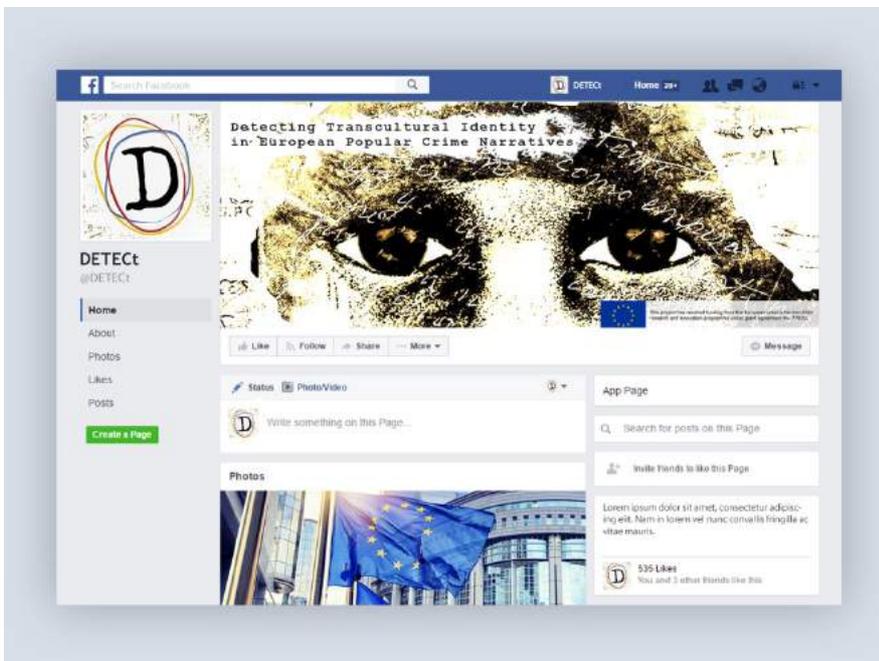


Figs. 16a-16b.





Figs. 17a-17b.

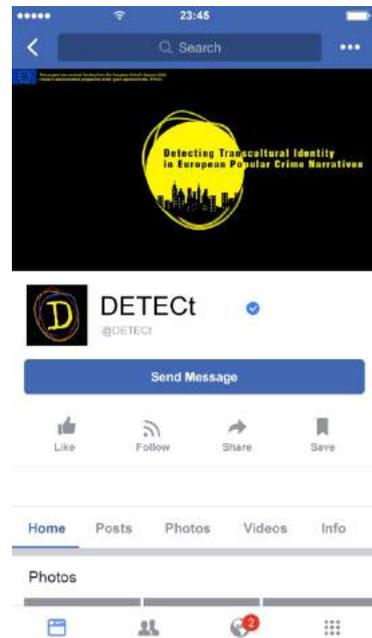


Figs. 18a-18b.





Figs. 19a-19b.



Figs. 20a-20b.