



Deliverable no. 3, ref. D6.3, Graphical image

By The Bernstein Consortium, ECP-2005-CULT-038097/Bernstein
To eContentPlus, European Commission, Information Society and Media Directorate-General
Ref. Deliverable no. 3, ref. D6.3, Graphical image, due 2007.01

Graphical image

Summary

The graphical image of Bernstein is composed of a logo and variants of it (see also <http://www.bernstein.oeaw.ac.at/twiki/bin/view/Main/VisualIdentity>). The main part of the logo is a window which can also be interpreted as a sieve, the main tool for producing hand-made paper. Furthermore, there is also a header for letters (see above) and a banner which is used for Twiki.

Name	File	Use
CATCHY	bernstein_logo_general_purpose.emf , bernstein_logo_general_purpose.gif	This is the preferred logo design for most common use cases, because of the fullness of information and link to URL. It shows the project's metaphorical title, the consortium name, logo and website address.
	THE MEMORY OF PAPERS  WWW.BERNSTEIN.OEAW.AC.AT	
LOGO	bernstein_logo_graphic.emf , bernstein_logo_graphic.gif	The graphic part of the logo: a paper making sieve and an in-octavo folio.
		
PROJECT	bernstein_project.emf , bernstein_logo_project.gif	Compact version of the logo.
	BERNSTEIN  THE MEMORY OF PAPERS	
CONSORTIUM	bernstein_logo_consortium_long.emf , bernstein_logo_consortium_long.gif , bernstein_logo_consortium_short.emf , bernstein_logo_consortium_short.gif	Logos with the name of the consortium only. There is a long and a short variant (for economy of space).
	 THE BERNSTEIN CONSORTIUM	
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LETTERHEAD	bernstein_logo_letterhead_horizontal.emf , bernstein_logo_letterhead_horizontal.gif , bernstein_logo_letterhead_vertical.emf , bernstein_logo_letterhead_vertical.gif	This is intended for letterheads. Put the horizontal variant at the top of your letter, or the vertical one at the left side of the letter.
	THE BERNSTEIN CONSORTIUM  THE MEMORY OF PAPERS IMAGE BASED PAPER EXPERTISE AND HISTORY	
TITLE	bernstein_logo_title.emf , bernstein_logo_title.gif	Just the textual information about the project, to be used like a title on a book, pamphlet, website...
	THEMEMORYOFPAPERS IMAGE BASED PAPER EXPERTISE AND HISTORY	
ORIGINAL	bernstein_logo.ai	Contains the original logos in Illustrator (CS2) format. Usually you won't need this.
SPLASH	bernstein_image_website.jpg , bernstein_image_website.psd	Splash image of the workspace website (jpg & Photoshop (CS2) formats, screen quality 96dpi).
ORIGINAL	bernstein_logo.ai	Contains the original logos in Illustrator (CS2) format. Usually you won't need this.
SPLASH	bernstein_image_website.jpg , bernstein_image_website.psd	Splash image of the workspace website (jpg & Photoshop (CS2) formats, screen quality 96dpi).
		
ELEMENTS	chip.jpg , fft.jpg , ms.jpg , wm.jpg	Elements of the splash image.
TAG	bernstein_image_developmentsite.jpg , bernstein_image_developmentsite.psd	Header of the development site (TWiki).
		
ICON	favicon.ico	Icon for displayed in the address bar of web browsers.