



PROMETHEUS

empowering patients

Design Guide

version 2.0, english // 01.07.2017



Design and CI-Guide

for the European Union's Fund for Regional Development's Interreg 5a project

PROMETHEUS

PROject for a Medecially Educated, Transformed, HEalthy, and United Society

version: 2.0

date: 01st July 2017





Introduction

Dear friends, partners, and people otherwise interested in the PROMETHEUS project,

PROMETHEUS is an EU-funded Interreg 5a project whose goal it is to empower patients - everywhere and especially across the Danish-German border.

In order to achieve a unified image and thereby raise visibility and public awareness of the project we have created this design guide. It tells you everything you need to know about PROMETHEUS design and CI.

If you are interested in learning more about the project itself, we encourage you to check out the project website at www.prometheus.care

We hope that this document makes your life as members of the project staff a little easier.

All the best,
Your PROMETHEUS design team







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Design Basics I - Colors

This chapter deals with the basics of colors and computer graphics. If you are already familiar with these topics or are just plain not interested, you may jump straight ahead to the next chapter.

All visible colors can be created by mixing a small number (usually three) of primary or basic colors in varying quantities/ intensities.

Print vs Screen

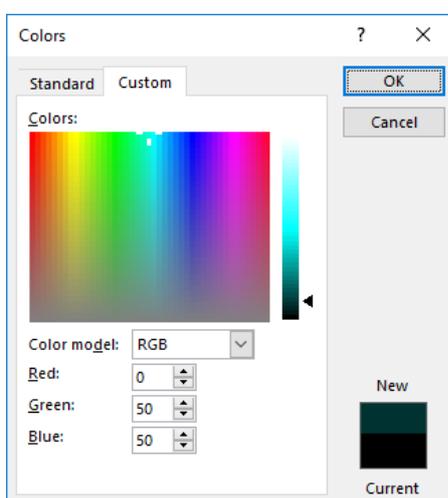
There are two major and fundamentally different color systems: additive and subtractive. In the additive system different types (wavelengths) of light are combined, i.e. added. If the maximum amount of all primary colors is mixed, the result is white light. This means that not only does the color change but also the resulting light becomes brighter there more is added. This additive color mixing system is used when light is actively produced and emitted, for example in computer and TV screens. The subtractive system is used in printing. Print products do not emit light by themselves but instead reflect ambient light. Light hits the page and a part of it is reflected back. The more color is added the weaker the reflected light becomes and the darker the image appears. If the maximum amounts of all primary colors are mixed, the result is black.

Screen Colors

On computer and TV screens the following primary colors are generally used: Red, Green, and Blue. The system is therefore referred to as RGB model. Red, Green, and Blue can each be assigned a value from 0-255, determining the amount of the specific color used. For example 255/0/0 means full amount of red, no green, no blue. The resulting color would therefore be pure red. 0/50/50 means no red, a little bit of green, and a little bit of blue. The result would be a very dark cyan.

These numbers can be entered in color pickers or color value menus in many computer programs such as Adobe Photoshop or Microsoft PowerPoint.

We use the RGB model when defining colors for screen design in PROMETHEUS.



PowerPoint color picker

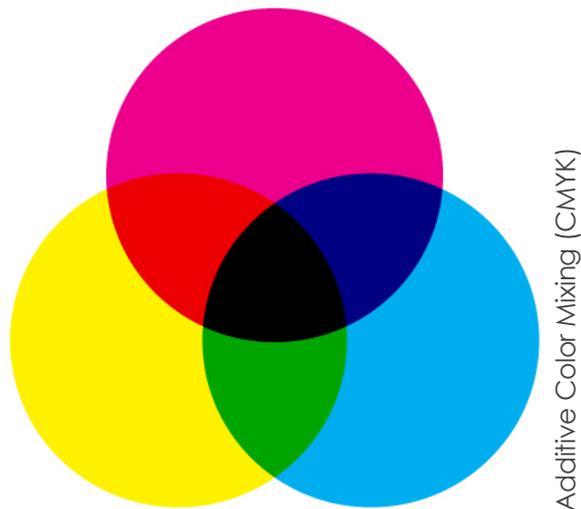




Design Basics I - Colors (continued)

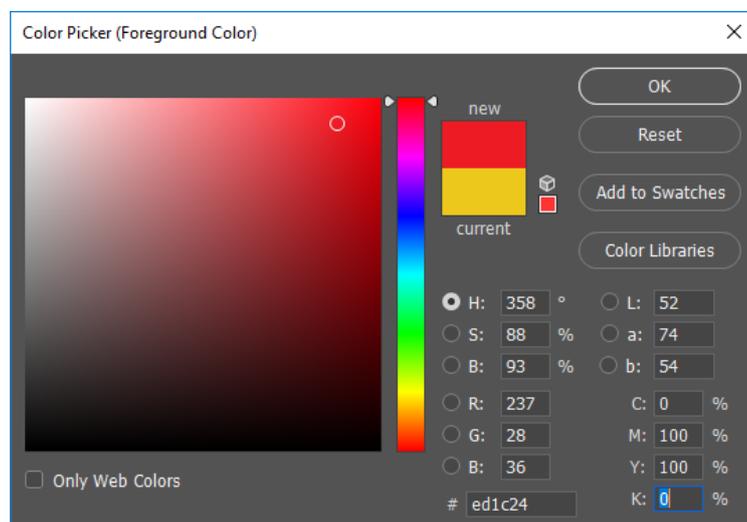
Print colors

For print products the subtractive CMYK system is generally used. CMYK stand for the basic colors used in printing: Cyan, Magenta, Yellow and the Key element black. CMYK values are mostly defined as percentages and can be entered in color pickers of most programs aimed at creating print design products, such as Adobe Illustrator or InDesign.



Example: 100%/0%/100%/70% is a dark green, 0/100/100/0 is a bright red.

We use the CMYK system when defining colors for designing print products in PROMETHEUS.



Adobe Illustrator color picker



Design Basics II

Design Basics II - Type

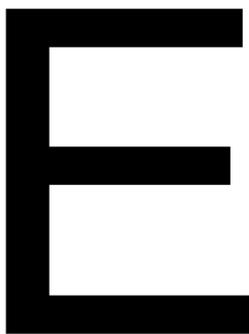
This chapter deals with the basics of fonts and type. If you are already familiar with these topics or are just plain not interested, you may jump straight ahead to the next chapter.

There are literally thousands of different fonts available. Some come pre-installed with your computer and operating system, e.g. Times New Roman, Arial, or Calibri with Microsoft Windows, some fonts you have to buy, and some are totally free of charge. What they have in common is that once they are installed on your computer they can generally be used in all applications that support fonts, such as Microsoft Word and Powerpoint, Adobe Photoshop and Illustrator any many many more.

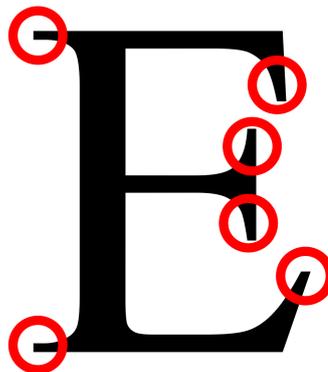
There are different systems of categorizing fonts. the most basic and widely used one is the differentiation between "serif" and "sans serif". Serif fonts have little appendices to there characters, called "serifs", while sans serif fonts don't - it's as simple as that. "Sans" is French for "without".

Therefore serif fonts often look a little more antique and playful while sans serif fonts appear a little more no-nonsense businesslike.

Traditionally serif fonts are used in print products while sans serif fonts are associated with screen design. The reason used to be that the lower resolution of computer screens made it hard to display serifs correctly. With the development of very high resolution displays however, many designers feel that this paradigm is no longer valid.



Sans Serif Font (Arial)



Serif Font (Times New Roman)



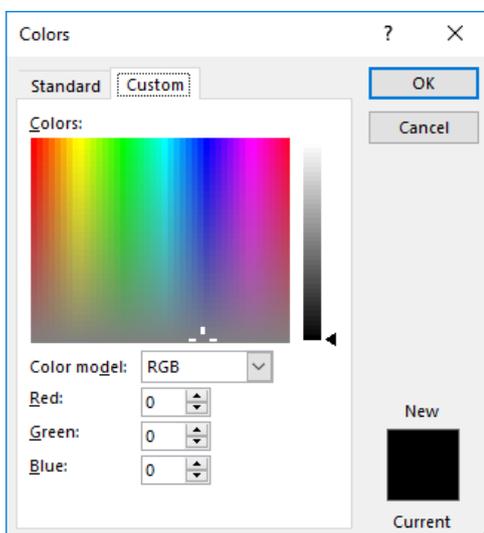
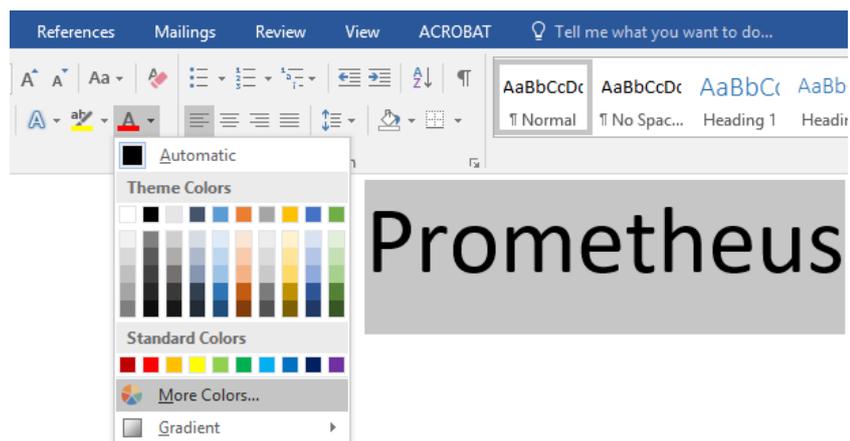
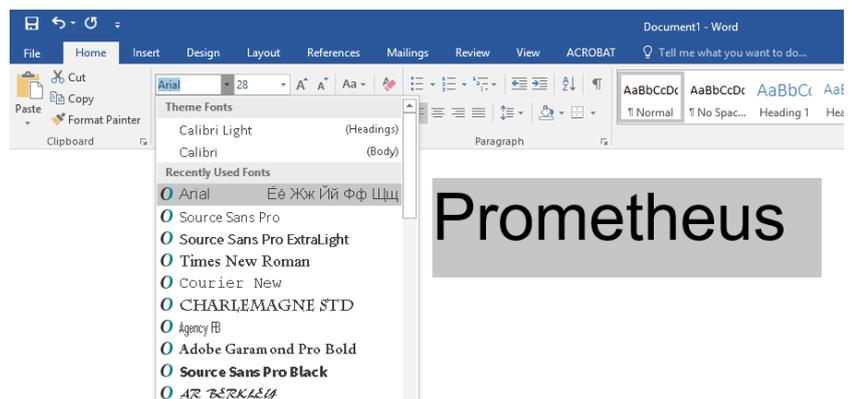
Design Basics III

Design Basics III - Fonts and Colors in Word

This chapter explains how to choose specific fonts and colors in widely used computer programs such as Microsoft Word. If you are already familiar with these topics or are just plain not interested, you may jump straight ahead to the next chapter.

This chapter describes how to choose fonts and colors in a Word document. For this example we use MS Word 2016, but the procedures are very similar in other versions of the program.

- Select the text by clicking and holding (left mouse button) on the beginning of the text you want to change, dragging until the end of the text and then releasing the mouse button. The text should now be selected, highlighted with a gray background.
- Click on the fonts picker and choose your desired font face
- Now click on the font color picker and choose "More colors"
- in the new window click on the "Custom" Tab
- enter values for Red, Green, and Blue





PROMETHEUS Logos

PROMETHEUS is an acronym for PROject for a Medically Educated, Transformed, HEalthy, and United Society. It is also named after the titan in greek mythology who stole fire from the gods and brought it to mankind. The fire represents knowledge, wisdom and understanding. In honor of the titan and the fire of enlightenment we have created a project logo featuring the name Prometheus, the stylized symbol of a tripartite flame, and the slogan "empowering patients" subset under the name.

There are two full versions of the logo as well as an additional signet version featuring only the symbol of the flame. The classic logo version features the flame on top of the "T" character from the name script, turning it into a torch. In the long logo version the flame is set in front of, i.e. to the left of, the name.

The text PROMETHEUS is set in pure black. The flame consist of three parts: The two outer parts use the medium orange color *PROMETHEUS Orange*, while the center one is painted in a very light orange, called *PROMETHEUS Yellow*. Please refer to chapter VIII for a precise definition of these colors.

Of the classic and long PROMETHEUS logos there are also "inverted" versions for dark backgrounds, featuring white text.

There are also monochrome variants in black and white respectively of all three logo versions.

The signet version should primarily be used if the involvement of the PROMETHEUS project is clear from the context. Generally you can choose which version to use at your own discretion based on your personal preferences and considerations about available space.





logo / 4c / classic
filename: prometheus-logo-classic.ai /.png



logo / 4c / long
filename: prometheus-logo-long.ai /.png



Logo / 4c / signet
filename: prometheus-logo-signet.ai /.png

logo / classic inverse
filename: prometheus-logo-classic-inverse.ai /.png



logo / long inverse
filename: prometheus-logo-long-inverse.ai /.png



Logo / signet white
prometheus-logo-signet-white.ai /.png

logo / classic white
filename: prometheus-logo-classic-white.ai /.png



logo / long white
filename: prometheus-logo-long-white.ai /.png



logo / classic black
filename: prometheus-logo-classic-black.ai /.png

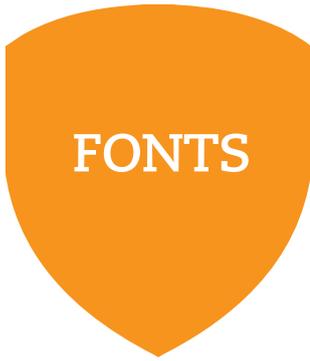


logo / long black
filename: prometheus-logo-long-black.ai /.png



Logo / signet black
prometheus-logo-signet-black.ai /.png





Prometheus Fonts & Typography

For PROMETHEUS we have chosen Source Sans Pro as main typeface. This font is not normally pre-installed on computer systems, but it is public domain, can therefore be used free of charge and can be easily installed on your computer. Please refer to the next page to learn where to get and how to install the font. Source Sans Pro was Adobe's first open source typeface family, designed by Paul D. Hunt.

Consider the following recommendations as a guide for using the Source Sans Pro fonts in PROMETHEUS material.

In advertisements use Bold (Headlines) and Light (Copy). Semibold is used for highlighting. For Testimonials use the style Light Italic.

Our backup font is Calibri. Whenever Source Sans Pro is not available or you feel readability might be impaired when using Source Sans Pro, you should fall back to Calibri. This font comes pre-installed on Windows machines.

Headlines are set in orange. Sublines (subheadings), copies (continuous body text) and captions in 90% black. Using quotes or fonts on images, the hue should be adjusted so that a high contrast to the background is obtained.

Headlinefont for titles
Source Sans Pro | Bold
■ C/M/Y/K: 0/50/100/0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Copyfont
Source Sans Pro | Light
■ C/M/Y/K: 0/0/0/90

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Font for highlights in text

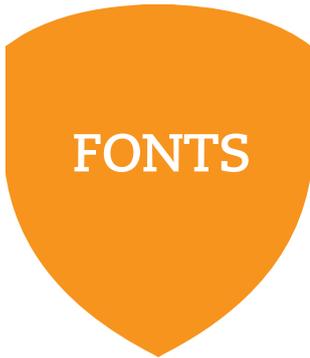
Source Sans Pro | Semibold
■ C/M/Y/K: 0/0/0/90

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Font for Quotes
Source Sans Pro | Light Italic
■ C/M/Y/K: 0/0/0/90

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

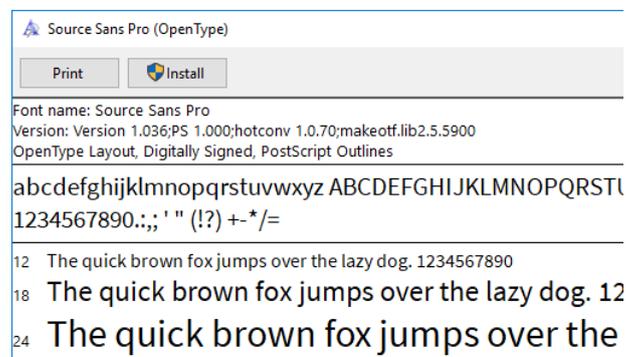




Downloading and Installing fonts

Source Sans pro is available on the google fonts website at <https://fonts.google.com/specimen/Source+Sans+Pro>

- open the above mentioned website in your favourite web browser, such as Firefox, Chrome or Edge
- click on "(+) Select this font" in the upper right corner of the page
- Click on "1 Family Selected" at the bottom of the page
- In the upcoming windows click on the downwards facing red arrow in the upper right corner
- The Source sans Pro font family will be downloaded to your computer. In the bottom bar of your browser window a zipper icon with the name "Source_Sans_Pro.zip" will appear - click on it. If that icon does not appear, check your downloads folder for this file and double-click it to open.
- You will see a dozen font files. There might also be a Text-file (.txt) in there which is not necessary for installing the fonts.
- Double-click on the first font file (probably called "SourceSansPro-Black.ttf).A new window will open displaying a preview of the font. Click on the "Install" button at the top of the window.



- Repeat the last step with all other fonts in the zip file.
- You might want to quit and restart the programs you intend to use the new font in. In some cases it might even be necessary to reboot your computer.
- That's it. You can now use your freshly installed new font "Source Sans Pro". Have fun!

Hint

Source Sans pro is also included in the *PROMETHEUS design package* (see chapter XII). The installation procedure is the same as the one described above.





Prometheus Colors

The PROMETHEUS color scheme consists of three primary or main colors, two secondary colors for highlighting, and white, adding up to a total of six colors.

The three primary colors are

Prometheus-Orange

Prometheus-Yellow

Prometheus-Dark.

The two secondary colors are

Prometheus-Blue

Prometheus-Green

They aren't brand colors but are instead used for highlighting (e.g. for visual Call-To-Action implementation).

Here are the Prometheus colors along with their CMYK, RGB, and Hex values for print, screen, and web color definition.

Primary Colors



Prometheus-Orange
C/M/Y/K: 0/50/100/0
RGB: 243/146/0
Hex: # f39200



Prometheus-Yellow
C/M/Y/K: 0/30/100/0
RGB: 251/186/0
Hex: # fbaa00



Prometheus-Dark
C/M/Y/K: 0/0/0/90
RGB: 60/60/59
Hex: # 3c3c3b

Highlight Colors



Prometheus-Blue
C/M/Y/K: 100/0/0/0
RGB: 0/159/227
Hex: # 009fe3



Prometheus-Green
C/M/Y/K: 60/0/100/0
RGB: 114/191/68
Hex: # 71bf43



Prometheus-White
C/M/Y/K: 0/0/0/0
RGB: 255/255/255
Hex: # ffffff



Logo Interactions

Logo Interactions

PROMETHEUS is a EU-funded Interreg 5a project. Therefore all project material intended for public distribution or usage that is not enterily project internal is required to include the Interreg 5a Deutschland - Danmark program logo. This logo features the name "Interreg" in two shades of blue, the European Union's flag, the words "Deutschland" and "Danmark", two red circles, and nine blue ones, representing the regions involved from Germany and Denmark respectively. The original Interreg logo is available from the official Interreg website at www.interreg5a.eu

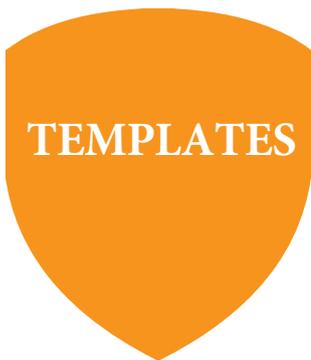
When using the Interreg logo in conjunction with any other logo, such as the PROMETHEUS project logo or project partners' logos, the other logos may exceed the size of the EU flag within the Interreg logo in either width or height, but not in both. The Interreg logo is required to be set against a white background.



In addition, the sponsoring information text has to be included on all external products in both Danish and German: "Dieses Projekt wird gefördert mit Mitteln des Europäischen Fonds für regionale Entwicklung", "Dette projekt medfinansieres af midler fra den Europøiske Fond for Regionaludvikling".

To make life easier for you, complete logo footers, a partner logo footer and compound logos are provided with the PROMETHEUS design package (see chapter XII).



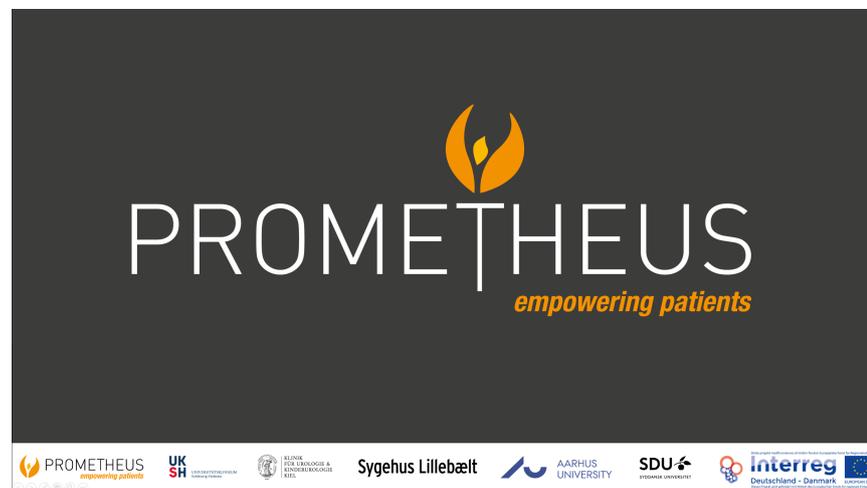


Prometheus Templates

To make life easier for you we have created a number of PROMETHEUS project templates that you can use as basis for your PROMETHEUS design products. They are all included in the PROMETHEUS design package (see chapter 12)

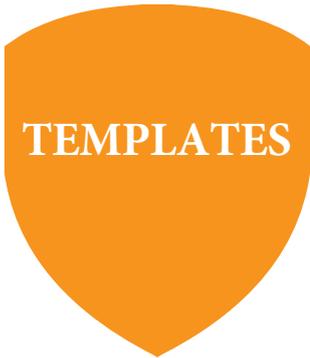
Project Presentation Templates (Microsoft PowerPoint)

For presentations pertaining to the Prometheus project the design package includes two presentation templates: a dark theme and a light one. As Microsoft Power Point is the most widely used presentation software, we have chosen the corresponding .pptx file format for these templates. They include primary and secondary Prometheus colors, all three versions of the Prometheus logo (classic, long, and signet) as well as the complete logo footer with project logo, partner logos, program logo, and the sponsoring texts in both Danish and German. The primary Prometheus font family Source Sans Pro is embedded directly into the Power Point files, so they can be used even on computers on which that font is not installed.



filename: Prometheus_Template_Presentation_dark.pptx
 filename: Prometheus_Template_Presentation_light.pptx





Prometheus Templates (Continued)

Project Meeting Template (Microsoft Word)

filename: Prometheus_Template_Meeting.docx

This is a Microsoft Word Template designed primarily for project meetings. It includes the PROMETHEUS project logo and the Interreg program logo with sponsoring texts in the header, and partner logos in the footer. The primary Prometheus font family Source Sans Pro is embedded directly into the Word file, so it can be used even on computers on which that font is not installed. Sample text is provided in all Prometheus colors. The file features a date picker and a drop-down menu with the places most commonly used as meeting locations for project partner events. The list of attendees is pre-filled with most of the regular project staff. Please delete the ones who won't be taking part in any particular meeting and add extra attendees as required.

PROMETHEUS Project Meeting

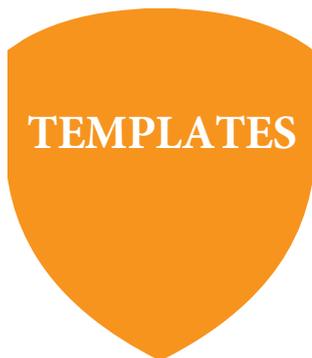
Date: 22-Jun-17
 Time: Choose Location
 Place: Choose an item.
 Please read: Choose an item.
 Please bring: Aarhus Universitet, Aarhus Syddansk Universitet, Kolding, Sygehus Lillebaelt, Vejle, Universitetsklinikum SH, Kiel, Other

Attendees / Signatures

- Andreas Heiberg Skouby
- Antje-Franziska Knauf
- Connie Timmermann
- Eva Knutz
- Felix Prell
- Georg Böhler
- Gitte Thybo Pihl
- Henry Larsen
- Jetten Ammentorp
- Josephine Thomsen
- Julia Lyhs
- Karin Yde Waidtlow
- Maiken Wolderslund
- Merja Ryyöppy
- Mette Kjærsgaard
- Peter Krogh
- Preben Friis
- Regner Birkelund
- Signe Mårbjerg Thomsen
- Tanja Schweitzer
- Thomas Markussen

Prometheus Orange Prometheus Yellow Prometheus Dark Prometheus Blue Prometheus Green
 Prometheus Orange Prometheus Yellow Prometheus Dark Prometheus Blue Prometheus Green
 Prometheus Orange Prometheus Yellow Prometheus Dark Prometheus Blue Prometheus Green
 Prometheus Orange Prometheus Yellow Prometheus Dark Prometheus Blue Prometheus Green
 Prometheus Orange Prometheus Yellow Prometheus Dark Prometheus Blue Prometheus Green
 Prometheus Orange Prometheus Yellow Prometheus Dark Prometheus Blue Prometheus Green
 Prometheus Orange Prometheus Yellow Prometheus Dark Prometheus Blue Prometheus Green
 Prometheus Orange Prometheus Yellow Prometheus Dark Prometheus Blue Prometheus Green
 Prometheus Orange Prometheus Yellow Prometheus Dark Prometheus Blue Prometheus Green





Prometheus Templates (Continued)

Poster Template (Illustrator)

filename: Prometheus_Template.....

This is an Adobe Illustrator Template aimed primarily at creating PROMETHEUS posters.

It includes all three versions of the PROMETHEUS logo (classic, long, signet), the complete logo footer at the bottom of the poster, as well as the Interreg program logo with sponsoring texts in both Danish and German. The main PROMETHEUS font Source Sans Pro is embedded directly into the file so it can be used even on computers on which that font is not installed. All PROMETHEUS colors are featured as well. There are different versions of this template available for different poster sizes:

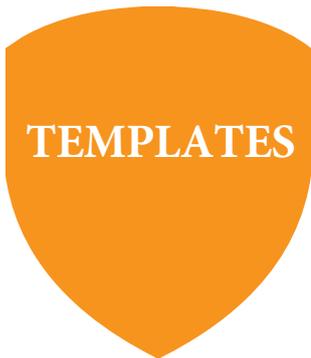
Roll-Up

- format: Roll-Up classic
- width: 850 cm
- height: 2000 cm
- material:

Poster

- format: DIN A2 half
- width: 297 mm
- height: 840 mm





Prometheus Templates (Continued)

Flyer Template

filename: Prometheus_Template.....

This is an Adobe InDesign Template for a 6-page flyer. It includes all three versions of the PROMETHEUS project logo, the project+program compound logo, a complete logo footer with all partner logos and all PROMETHEUS colors. The main PROMETHEUS font Source Sans Pro is included, as well.



Format / Size

folded
width: 98 mm
height: 210 mm

unfolded
width: 297 mm
height: 210 mm

material
paper 170g
glossy

Prometheus Templates (Continued)

Magazine Template

filename: Prometheus_Template.....

This is an Adobe InDesign Template for a 2-page article in a DIN-A4 sized magazine. It includes all three versions of the PROMETHEUS project logo, the project+program compound logo, a complete logo footer with all partner logos and all PROMETHEUS colors. The main PROMETHEUS font Source Sans Pro is included, as well.

Nachsorgepass Blasenkrebs

Übersicht und Unterstützung für Patienten bei der Nachsorge



Felix Prell Projektleitung



BLASENKREBS

Blasenkrebs gehört mit 3,8% bis 4,5% aller Krebserkrankungen von Frau und Mann zu den häufigsten Tumorerkrankungen. In Deutschland erkranken knapp 16.000 Menschen pro Jahr an einem Harnblasenkarzinom. Vielfach ist der Krebs bereits in fortgeschrittenen Stadien diagnostiziert, sodass sich Betroffene einer Entfernung der Blase antreiben müssen, um vom Tumor befreit zu werden.

Ein solcher Eingriff stellt in der Regel einen tiefen Einschnitt in das normale Leben dar, der in der Folge eine massive Umstellung bedeutet. Von besonderer Wichtigkeit für die Wahrung und Wiedererlangung der Gesundheit ist, dass Betroffene alle notwendigen Nachsorgeuntersuchungen rechtzeitig wahrnehmen. Dabei ist die Übersicht zu behalten ist kein leichtes Unterfangen, denn das Nachsorgeprogramm für Blasenkrebspatienten ist eine komplexe Angelegenheit.

Offiziell anerkannte Nachsorgeuntersuchungen sind in den „S3 Leitlinien zur Früherkennung, Diagnose, Therapie und Nachsorge des Harnblasenkarzinoms“ abgebildet. Allerdings ist es insbesondere für medizinische Laien – ein recht mühseliges Unterfangen, sich durch die 372 Seiten (aktuelle Version 3.1 vom November 2016) zu kämpfen. Wer es dennoch tun möchte, kann das Werk beim Leitlinienprogramm Onkologie der Deutschen Krebsgesellschaft erhalten.

Für alle anderen stellt das EU-geförderte Interreg 5a-Projekt PROMETHEUS kostenlos einen **Blasenkrebs-Nachsorgepass** bereit.

Der Kern dieses Passes bildet eine kompakte Übersicht aller notwendigen Nachsorgeuntersuchungen für die ersten fünf Jahre nach der Blasenentfernung. Hier sieht der Patient auf einen Blick, wann welche Untersuchung ansteht und kann eintragen, was bereits „abgearbeitet“ wurde.

Außerdem enthalten sind Verhaltenshinweise für die Zeit direkt nach der Operation, Platz für persönliche und medizinische Angaben, im Notfall zu beachtende Personen, Begleiterscheinungen, regelmäßig eingenommene Medikamente und Allergien. Zusammen mit Angaben zu Nachbehandlungen, Laborwerten, Tumorstadium und Hamableitung haben nicht nur Betroffene, sondern auch Ärzte, jedoch eine Übersicht, der Pass leistet auch gute Dienste, wenn es nötig wird, dass sich ein neuer Arzt schnell einen Überblick verschaffen muss, beispielsweise im Urlaub.

Der Nachsorgepass Blasenkrebs wurde im Rahmen des Prometheus Projekts mit der Klinik für Urologie und Kinderurologie am Universitätsklinikum Schleswig-Holstein, Campus Kiel in Kooperation mit dem Selbsthilfe-Bund Blasenkrebs e.V. entwickelt. Er soll ein Werkzeug sein, das es Blasenkrebspatienten erlaubt den Überblick über die eigene Situation und die Kontrolle über die eigene Gesundheit wiederzuerlangen.

Der Pass dient auch als Grundlage für das Gespräch mit dem Arzt, Angehörigen und in der Selbsthilfegruppe. Patienten wissen so, was ihnen empfehlbar wird, was ihnen zusteht und wo es Probleme gibt.

Bei Interesse und für weitere Informationen wenden Sie sich bitte an Julia Lyhs ju@prometheus.care 0431- 500 248 80

PROMETHEUS ist ein EU-gefördertes Interreg 5a-Projekt, dessen Ziel das Patient Empowerment ist. Dabei geht es um Unterstützung sowie verständliche Aufklärung und Information. Der Patient soll Übersicht und Kontrolle über die eigene Behandlung erlangen sowie seine Optionen und Rechte kennenlernen. Damit fördert sich auch seine Position gegenüber dem Arzt. Ärzte und Patienten werden unterstützt, auf Angehörige und als Team zusammenzuarbeiten. Weitere Informationen über Prometheus erhalten sie auf www.prometheus.care



So kann man sich besser austauschen, die Erfahrungen anderer nutzen und die eigenen Ansprüche und Wünsche dem Arzt gegenüber besser formulieren.

Der Pass wurde an sämtliche Urologen in Schleswig-Holstein verschickt. Wenn für Urologen im Land zwischen den Meeren ansässig ist, hat auch er bzw. sie den BCa Pass und ein zugahöriges Poster erhalten. Sprechen Sie Ihren Arzt darauf an. Urologen und Hausärzte können jederzeit beliebig viele Pässe kostenlos anfordern.

Alle Blasenkrebspatienten und Patienten die in der Klinik für Urologie am Campus Kiel des UKSH operiert werden, erhalten fortan den Blasenkrebs-Nachsorgepass.

Dieser wird vor der Entlassung von Arzt und Patient gemeinsam ausgefüllt, d.h. die initialen Informationen werden eingetragen, und besprochen. Blasenkrebspatienten werden damit besser auf ihr Leben nach der Operation vorbereitet und erhalten eine organisierte Unterstützung in der Nachsorge.

Der Blasenkrebs-Nachsorgepass soll die Bedarfsträger betroffenen Patienten unterstützen. Falls Sie An-

merkungen oder Verbesserungsvorschläge haben, zögern sie nicht, die Entwickler zu kontaktieren. Die Vorschläge werden gesammelt und in die nächste Auflage des Passes integriert.



Wenn Sie weiterhin Interesse haben sich unterstützend in das Projekt einzubringen, möchten wir Sie gerne zu einem Patienten-Workshop am 1. Juni 2017 einladen. Wir würden uns über einen regen Austausch mit Ihnen freuen!

Bei Interesse und für weitere Informationen wenden Sie sich bitte an Julia Lyhs ju@prometheus.care 0431- 500 248 80

PROMETHEUS ist ein EU-gefördertes Interreg 5a-Projekt, dessen Ziel das Patient Empowerment ist. Dabei geht es um Unterstützung sowie verständliche Aufklärung und Information. Der Patient soll Übersicht und Kontrolle über die eigene Behandlung erlangen sowie seine Optionen und Rechte kennenlernen. Damit fördert sich auch seine Position gegenüber dem Arzt. Ärzte und Patienten werden unterstützt, auf Angehörige und als Team zusammenzuarbeiten. Weitere Informationen über Prometheus erhalten sie auf www.prometheus.care

Mitwirkende: Klaus Starke, Dr. Alexander Alkonov, Dr. Duniar Ogonomo, M.Sc. Felix Prell, B.A. Julia Lyhs, M.A. Tanja Schwobitz, Dipl.-Ing. Georg Böhm, Prof. Dr. med. Klaus-Dieter Jänicke



Format / Size

folded
width: 210 mm
height: 297 mm

unfolded
width: 420 mm
height: 297 mm



Design Examples

This is the PROMETHEUS project Roll-Up / Poster.

It features the long version of the PROMETHEUS logo at the top, the Interreg program logo with sponsoring texts in Danish and German at the bottom, and a kid with a jetpack as main picture element representing empowerment.

The text reads "PATIENT EMPOWERMENT for effective healthcare" in English, German, and Danish, i.e. "für ein effektives Gesundheitswesen", "for et effektivt sundhedsvæsen".

In the middle area there are five partially translucent icons and accompanying expressions integral to the PROMETHEUS project and mission: health, self-tracking, self-care, collaboration, and satisfaction.

Between the main picture and the program logo, there is a horizontal bar in *PROMETHEUS* orange with the project's web address www.prometheus.care as text and as QR-code, so it can be easily scanned off the poster using a smartphone.

PROMETHEUS Design examples

This chapter presents a couple of products that were created using the PROMETHEUS design specifications

PROMETHEUS Poster / Roll-Up



Interreg
Deutschland - Danmark



Dieses Projekt wird gefördert mit Mitteln des Europäischen Fonds für regionale Entwicklung.
Dette projekt medfinansieres af midler fra den Europæiske Fond for Regionaludvikling.



Design Examples

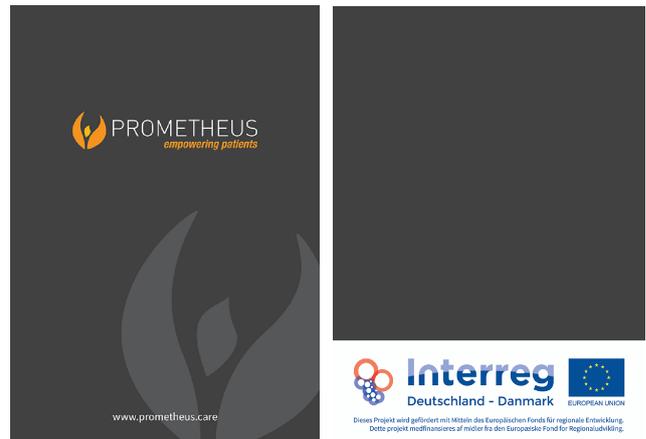
PROMETHEUS Design examples (continued)

PROMETHEUS Notepad

These are the front and back covers for the PROMETHEUS notepads, featuring the long inverse version of the project logo on the front, and the Interreg5a Deutschland-Danmark program logo with sponsoring texts on the back. The background color is *Prometheus dark* except for the bottom of the back cover, as the Interreg logo is required to be set against a white background.

specifications

height: 210 mm
width: 148 mm
pages: 50 pages
material: paper glossy



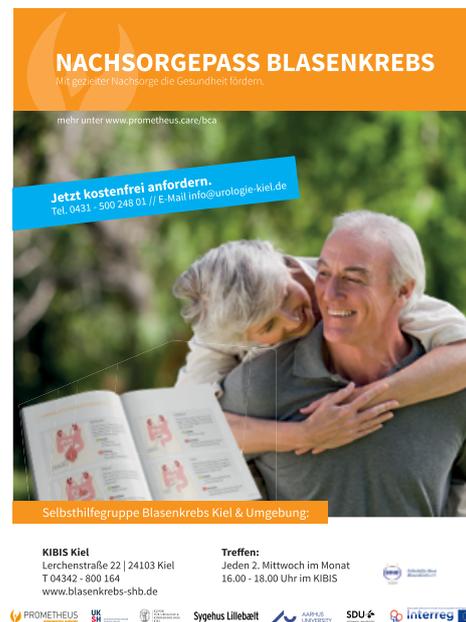
Bladder Cancer Passport - PR poster

This is a poster advertising the passport booklet for bladder cancer patients, developed in the PROMETHEUS project.

It features *PROMETHEUS orange* as standard color, white text, *PROMETHEUS blue* as call to action color highlight, and logos at the bottom.

specifications

height: 594 mm
width: 420 mm
material: paper glossy



Poster - BCa Passport:





Design Package

Design Package - Everything you need.

We have bundled everything you need for proper Prometheus CI and design into one neat little package, which is available at www.prometheus.care/design

The package includes all of the following

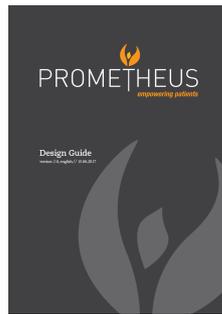
- PROMETHEUS Design Guide (this document)
- Logos
 - Prometheus Project logos

classic	classic inverse	<i>Logos are provided in Adobe Illustrator and PNG file formats. They have transparent backgrounds</i>
long	long inverse	
signet	signet inverse	
 - Interreg logo (program logo with sponsoring texts in Danish and German)
 - Compound Logo (Prometheus + Interreg with sponsoring texts)
 - complete logo footer (partner logos, project logo, program logo)
 - Partner Logo Footer (Logos of all project partners without project or program logos)
- Fonts
 - Source Sans Pro
- File Templates
 - MS Word (.docx): Meeting Template
 - MS Power Point (.pptx): Presentation Templates
 - light
 - dark
 - Adobe Illustrator (.ai): Poster/Roll-up Template
 - Adobe InDesign (.indd): Flyer Template
 - Adobe InDesign (.indd): Magazine Template
- Design Examples
 - Project Poster / Roll-Up
 - Prometheus Notepad
 - Bladder Cancer Passport Poster



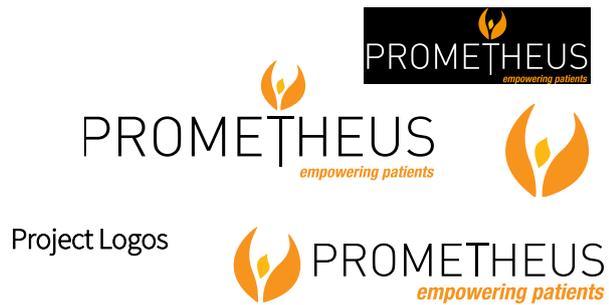


Design Guide



Roll-Up / Poster

Flyer Template-Adobe InDesign



Headlinefont for titles
 Source Sans Pro | Bold
 CM/Y/K: 050/1000

Copyfont
 Source Sans Pro | Light
 CM/Y/K: 010/900

Font for highlights in text
 Source Sans Pro | Semibold
 CM/Y/K: 010/900

Font for Quotes
 Source Sans Pro | Light Italic
 CM/Y/K: 010/900

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopq**rstuvw**xyz
 1234567890

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ abc
 1234567890

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ ab
 1234567890

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ abcde
 1234567890

Main Font Source Sans Pro

Complete Logo Footer



Presentation Template - PowerPoint

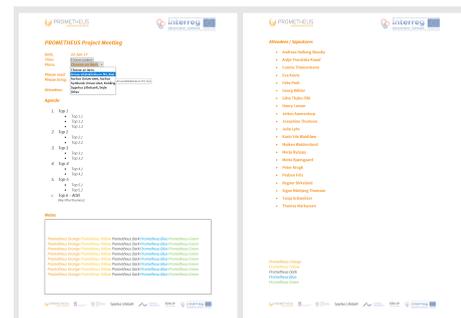


Dark

Light



MagazineTemplate- AdobeInDesign



Meeting Template - MS Word





All in One

For easy reference this chapter summarizes all the important information about PROMETHEUS design on one compact page.

Design Package link: www.prometheus.care/design

PROMETHEUS Colors



Prometheus-Orange
C/M/Y/K: 0/50/100/0
RGB: 243/146/0
Hex: # f39200



Prometheus-Yellow
C/M/Y/K: 0/30/100/0
RGB: 251/186/0
Hex: # fbba00



Prometheus-Dark
C/M/Y/K: 0/0/0/90
RGB: 60/60/59
Hex: # 3c3c3b

Primary Colors



Prometheus-Blue
C/M/Y/K: 100/0/0/0
RGB: 0/159/227
Hex: # 009fe3



Prometheus-Green
C/M/Y/K: 60/0/100/0
RGB: 114/191/68
Hex: # 71bf43



Prometheus-White
C/M/Y/K: 0/0/0/0
RGB: 255/255/255
Hex: # ffffff

Highlight Colors

PROMETHEUS Fonts

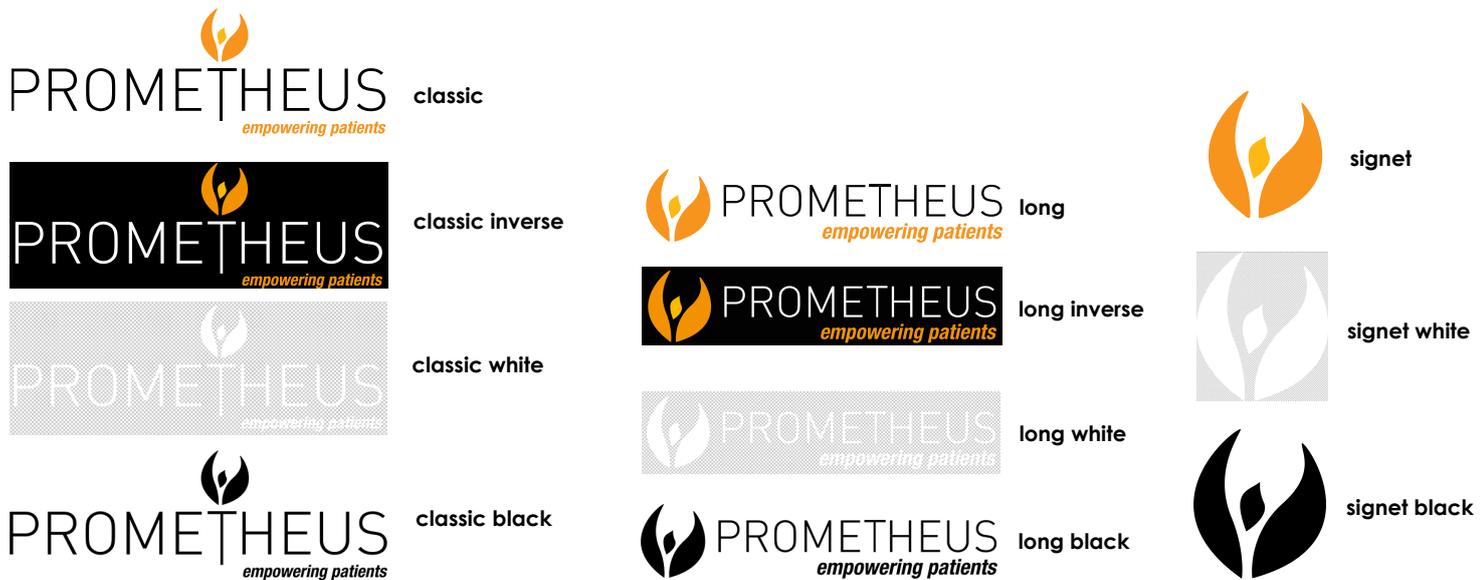
Primary Font: Source Sans Pro
Fallback Font: Calibri

Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Black
Black Italic

Source Sans Pro
font family



PROMETHEUS Logos



Compound Logo



Logo Footers



Sponsoring Text

(always include this text in both German and Danish)

"Dieses Projekt wird gefördert mit Mitteln des Europäischen Fonds für regionale Entwicklung"
 "Dette projekt finansieres af midler fra Den Europæiske Fond for Regionaludvikling"





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Credits

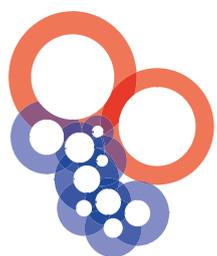
Prometheus Logo Design	Eva Knutz, Signe Thomsen
Design Guide Layout	Tanja Schweitzer, Julia Lyhs
Design Guide Composition	Felix Prell, Julia Lyhs
Design Guide Texts & Illustrations	Felix Prell, Julia Lyhs

Prometheus Design Team

Eva Knutz, Julia Lyhs, Felix Prell, Tanja Schweitzer, Andreas Heiberg Skouby, Signe Mårbjerg Thomsen







Dette projekt medfinansieres af midler fra den Europæiske Fond for Regionaludvikling

Interreg

Deutschland - Danmark

Dieses Projekt wird gefördert mit Mitteln des Europäischen Fonds für regionale Entwicklung



EUROPEAN UNION