



# COMPONENT

**Project Acronym:** OpenUp!  
**Grant Agreement No:** 270890  
**Project Title:** Opening up the Natural History Heritage for Europeana

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## Component: C8.2.1: Project Logo establishment

**Revision:**

Final

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Dissemination Level		
P	Public	x
C	Confidential, only for members of the consortium and the Commission Services	



## **REVISION HISTORY AND STATEMENT OF ORIGINALITY**

### **Revision History**

<b>Revision</b>	<b>Date</b>	<b>Author</b>	<b>Organisation</b>	<b>Description</b>
1st draft	25.1.2011	Sklenář Jan	NM	Logo proposal
	11. 2.	Michel Alexa	BGBM	Comments and suggestions
	1.3.	Patricia Mergen	MRAC	Comments and suggestions
	2.3.	Boris Jacob	MRAC	Comments and suggestions
	3.3.	Peter H Schalk	ETI	Comments and suggestions
	4.3.	Tom Gilissen		Comments and suggestions
	9.3.	general assembly		Agreed concept
	11.3.	ODG		Agreed concept
2nd draft	11.4.	Sklenář Jan	NM	three new versions of logo
	28.4.	Michel Alexa	BGBM	Comments and suggestions
	22.5	Walter Koch	AIT	Approved
	24.5.	Heimo Rainer	NHMW	Approved
	31.5.	Walter G. Berendsohn	BGBM	Approved
Final	3.6.	Zágoršek, Frank, Sklenář	NM	Uploaded on web page

### **Statement of Originality:**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

### **Distribution**

<b>Recipient</b>	<b>Date</b>	<b>Version</b>	<b>Accepted YES/NO</b>
Work Package Leader	22.-30.5.	Final	YES
Project Coordinator	31.5.	Final	YES



## Explanation of logo

The OpenUp! project shall bring the abundance of specimens stored within natural history collections "to life" and this new life is symbolized by a small bird, an intermediate creature something between a tiny phoenix, a revived study skin and the spirit of discovery. This optimistic, promising symbol is shown escaping a box which can be recognized in the OpenUp! lettering: a box being opened as the imperative claims. This box as a symbol acts for all the barriers which have been making collection materials inaccessible. These obstacles are to be set aside, as the lid of the box is.



The left-hand orientation of the symbol allows its use at the beginning of headings, particularly in front of the "OPENING UP THE NATURAL HISTORY HERITAGE" lettering, giving it slight feeling of motion, as if it had just struck the box, previously closed up to that very moment.



## Opening Up the Natural History Heritage for Europeana

### Availability

The official OpenUp! logo is published in <http://open-up.eu/content/open-logo>. The logo is provided in several versions, each suitable for specific use. All logos have a transparent background with the exception of one low-resolution version of the simple logo, which has a white background. There are two basic types of the logo: a simple logo and a logotype including the whole name of the project (logoPlusText). The basic, simple version is provided in both high and low resolutions. Moreover, for black and dark backgrounds, negative versions of the logo (white logo) are also included. All logos are in PNG format; a version of the logo in AI format will be also included for both the white and black versions. These are intended for needs of graphic designers. Please do not create your own negative versions from the basic black version, as the result is not identical to the one provided. The file "Open Up Official Logo.zip" including all logos, including the AI versions.