

K REPORTERS

Identity and voice, guidelines for social media,
website, and community engagement

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1 Concept

The graphic identity of the K-Reporters project aspires to be a dynamic and visually engaging representation of researching assemblages on children's cultures and rights from intersectional and decolonial approaches. The graphic design embraces multiplicity with the aim to include the interdisciplinary, intersectoral and international dimensions of the project.

Central to this identity is a **child-centric design** that focuses on children's perspectives and experiences, utilizing fonts, shapes, and layouts that are engaging and accessible to both children and adults. This approach underscores the project's commitment to legitimizing children's discourses as valuable scientific knowledge.

The use of **vibrant colours will symbolize the creativity**. This will be combined with illustrations and icons that represent diverse childhood experiences and cultures, emphasizing children's subjectivities and relationalities. Additionally, interdisciplinary symbols can be integrated, representing various fields of study and disciplines which will highlight the need to dialogue. This reflects the project's dedication to merging different academic disciplines in the study of children's cultures.

The graphic identity will also incorporate elements that signify **global diversity**, mapping children's cultures and the connections between different communities.

These visuals metaphorically represent the project's goal of forging global alliances and promoting social change. **Imagery will be inclusive and respectful** of all backgrounds, aligning with the project's aim to transform adult-centric, gendered, classist and colonial thinking by showing a diverse range of children's experiences and identities.

A **modern and clear aesthetic** will be maintained to ensure that the graphic identity is professional and appealing. This will facilitate the transfer and scaling of intersectional pedagogies to different fields and inform the development of new educational innovations.

The following keywords are the core themes of KReporters project: children's cultures, children's politics, intersectional pedagogies, childhood studies, children's agencies, children's well-being, creative assemblages, social justice.

children's politics

**social, racial
and gender justice**



children's cultures

**creative
assemblages**



intersectional pedagogies

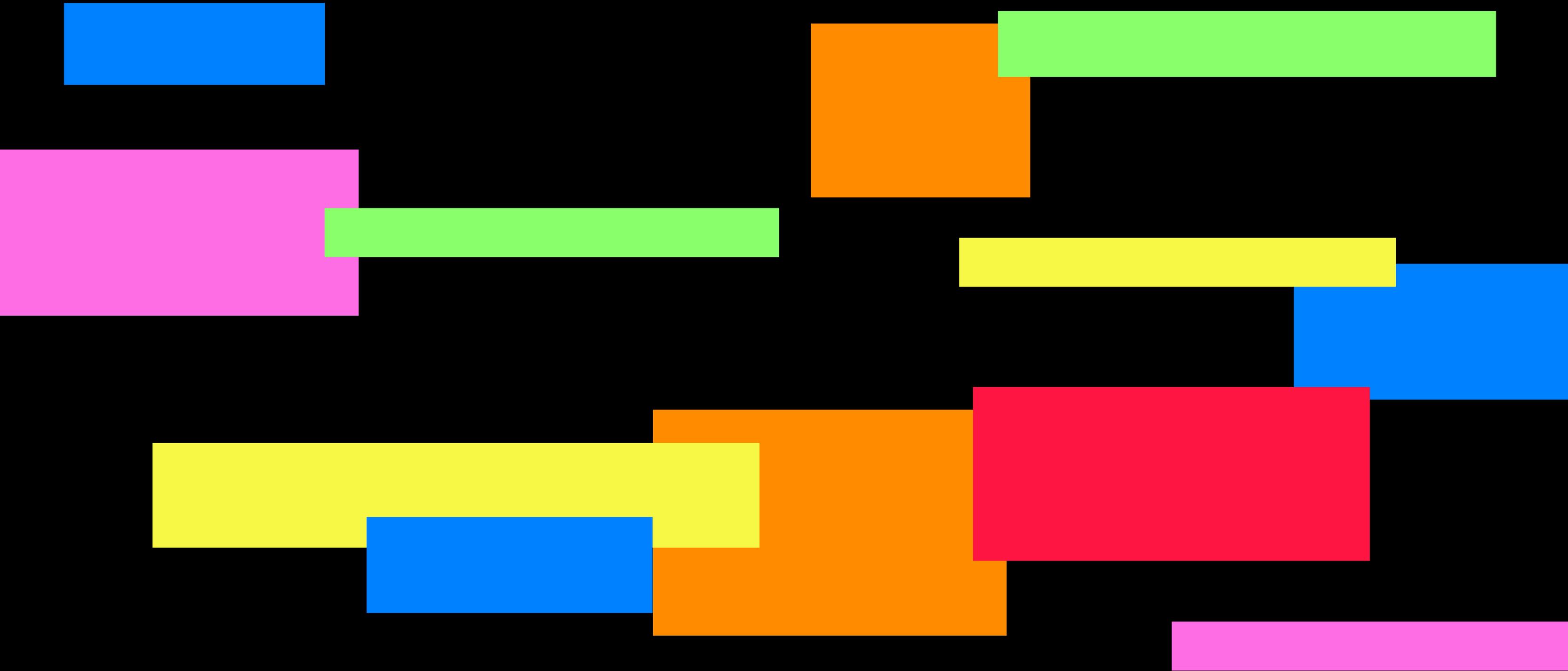
children's rights

**childhood
studies**



**children's
agencies**

children's well-being



2 Graphic elements

Below are the main elements that are part of KReporters visual identity.

2.1 Logotype

The logo consists of the text 'KREPORTERS' in a bold, black, sans-serif font. The letters are set against a background of horizontal color bands: a red band above the 'K', a light green band behind the 'K', a blue band below the 'K', and a yellow band behind the 'REPORTERS'.

KREPORTERS

The KR logo in colour. The magenta and white version, or a single ink version, can also be used if necessary.

The image shows the KR logo in color. It consists of the letters 'KR' in a bold, black, sans-serif font, positioned above the word 'REPORTERS' in a similar bold, black, sans-serif font. The 'KR' is partially obscured by a white rectangular block. The 'REPORTERS' is partially obscured by a white rectangular block. The entire logo is set against a magenta background.

KR
REPORTERS

The KR logo in colour. The magenta and white version, or a single ink version, can also be used if necessary.



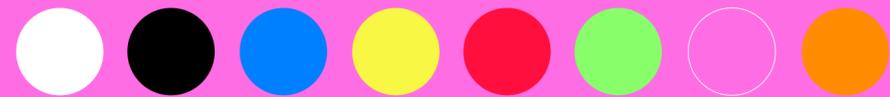
KREPORTERS

The KR logo in colour. The magenta and white version, or a single ink version, can also be used if necessary.

2.2 Isotype

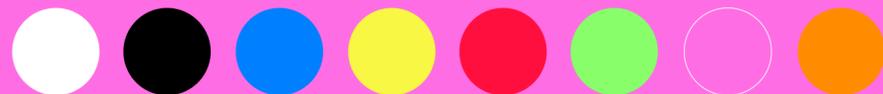
K

R



The isotype can be used separately or together. It is primarily used for social media. It can be used in all colours.

K
R



The isotype can be used separately or together. It is primarily used for social media. It can be used in all colours.

2.3 Typography

2.3.1 Main Typography

DRUK
FONT

Restricted use typography. Used for the construction of the logotype.

2.3.2 Secondary Typography

DM SANS

Typography recommended. DMSans is a Google Fonts font that can be downloaded for free and easily installed by any user through the following link: <https://fonts.google.com/specimen/DM+Sans>

You can also download the typography from KR Teams.

KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS / Secondary Typography

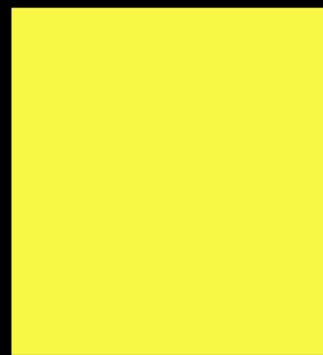
2.4 Colour palette

2.4.1 Main Colour Palette

2.4.1 Main Colour Palette

KReporters

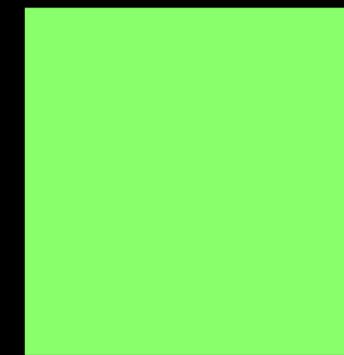
D6.2 Brand Toolkit



CMYK: 0, 91, 56, 0
RGB: 255, 21, 66
HEX: FF1542



CMYK: 0, 91, 56, 0
RGB: 255, 21, 66
HEX: FF1542



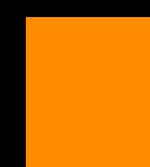
CMYK: 66, 0, 95, 0
RGB: 137, 255, 108
HEX: 89FF6C



CMYK: 87, 46, 0, 0
RGB: 0, 129, 255
HEX: 0081FF



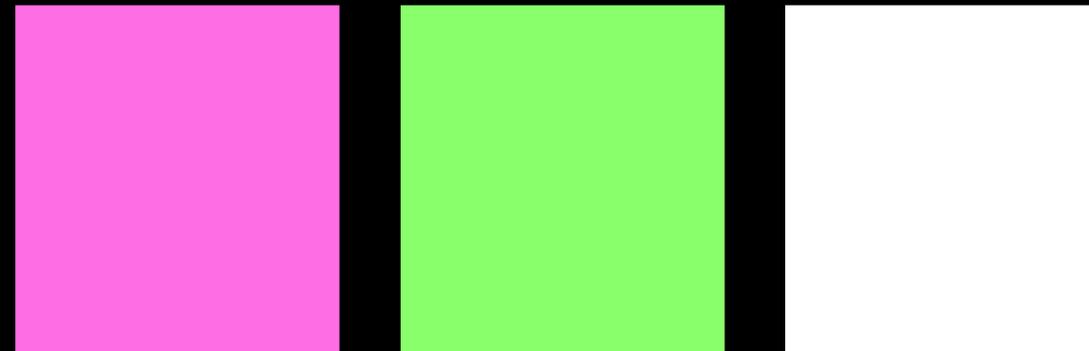
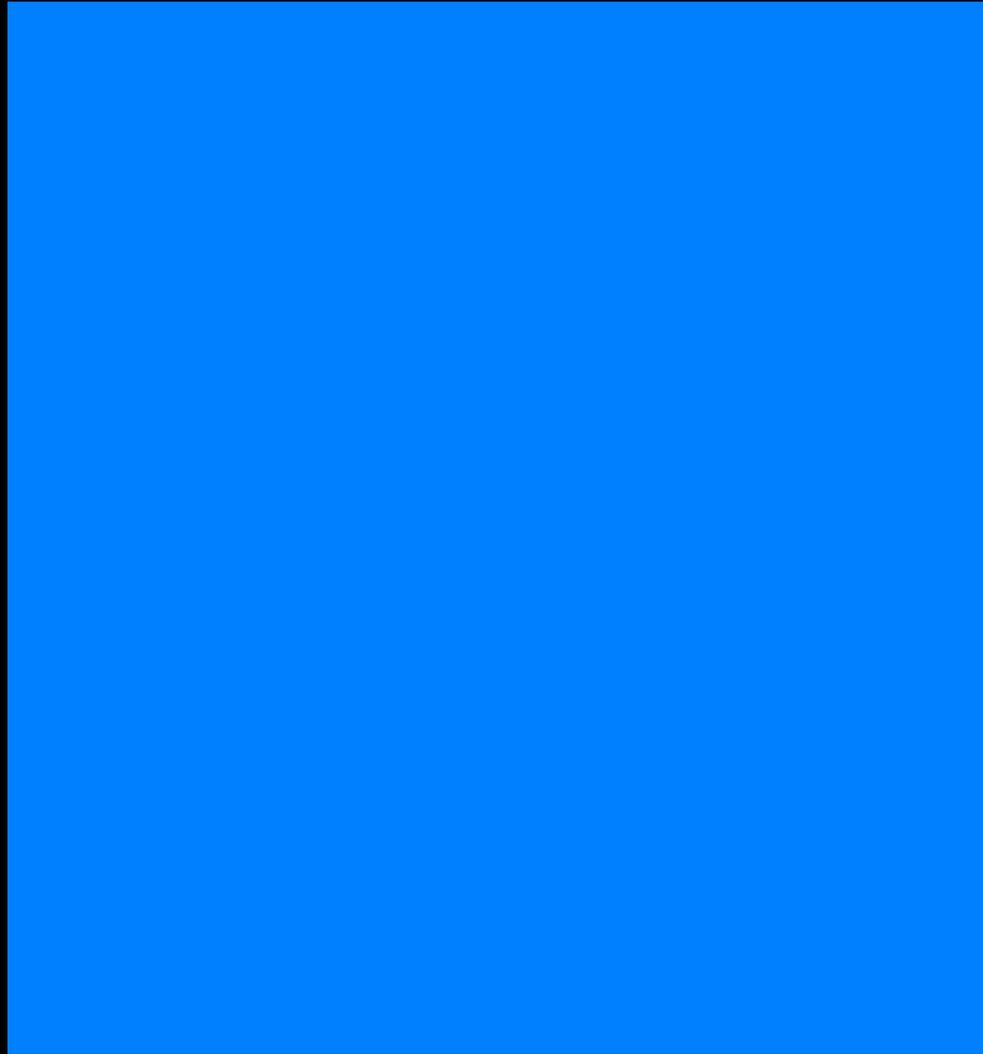
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF



CMYK: 0, 56, 90, 0
RGB: 255, 140, 26
HEX: FF8C1A

The main colour palette is the one that must be used to communicate something regarding K-Reporters media. The colour palette stands out for its vivid and vibrant hues, where the primary brand colour is magenta, with others (yellow, red, green, blue and white) serving as complementary secondary colours. Orange is used sparingly, reserved for specific design needs.

2.4.2 Secondary Colour Palette



The main colour palette is the one that must be used to communicate something regarding K-Reporters supports and KReporters micro-events. (see sections 4).

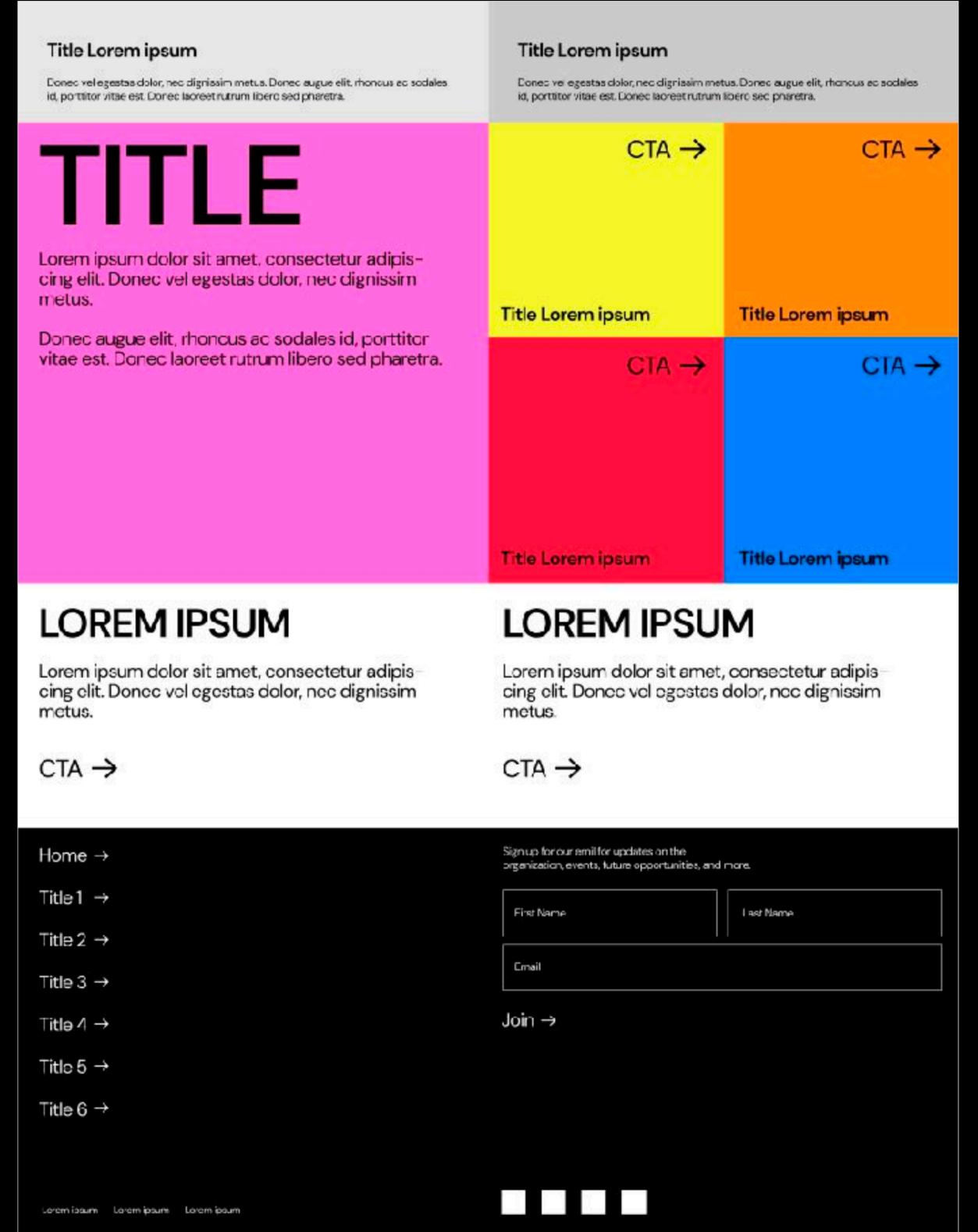
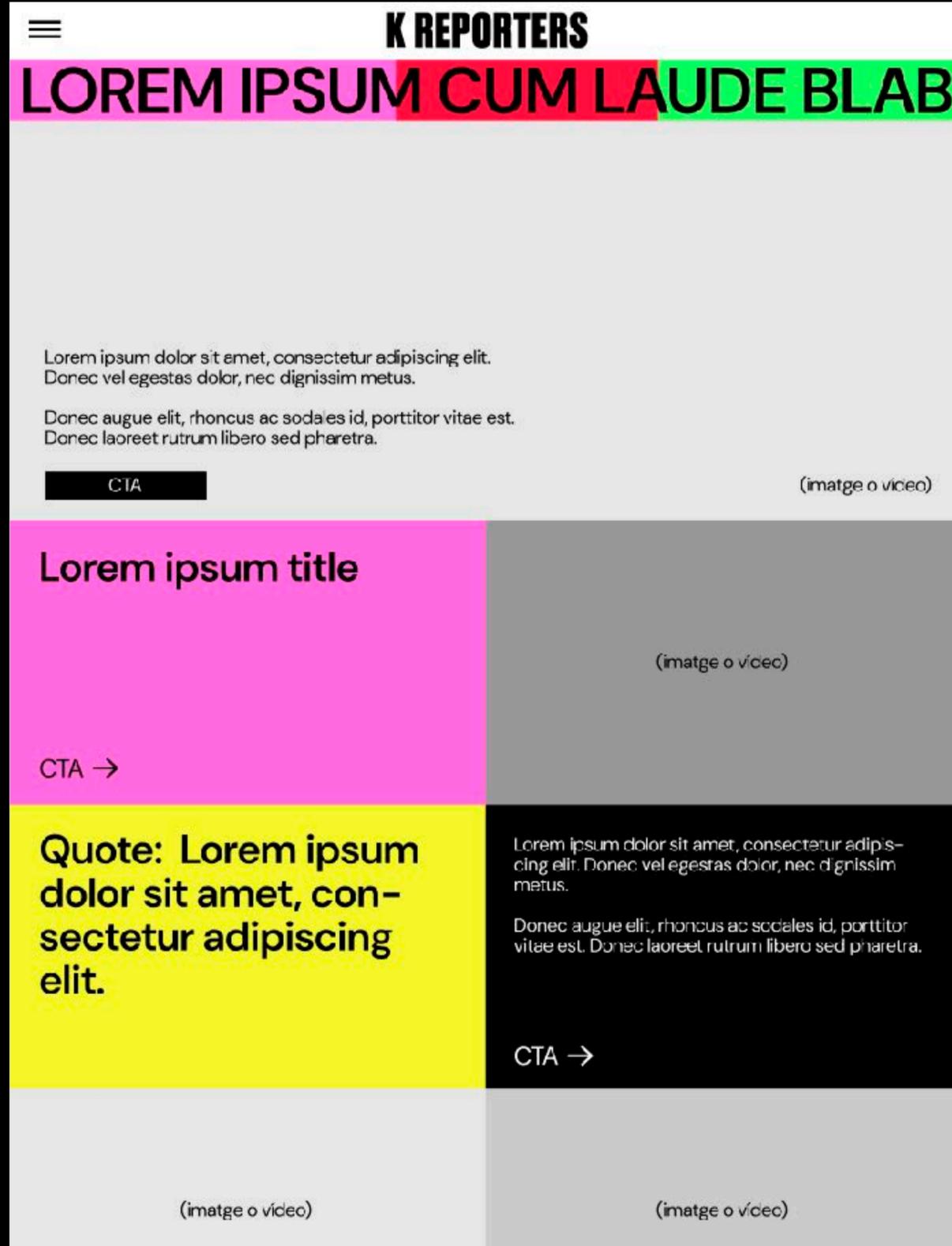
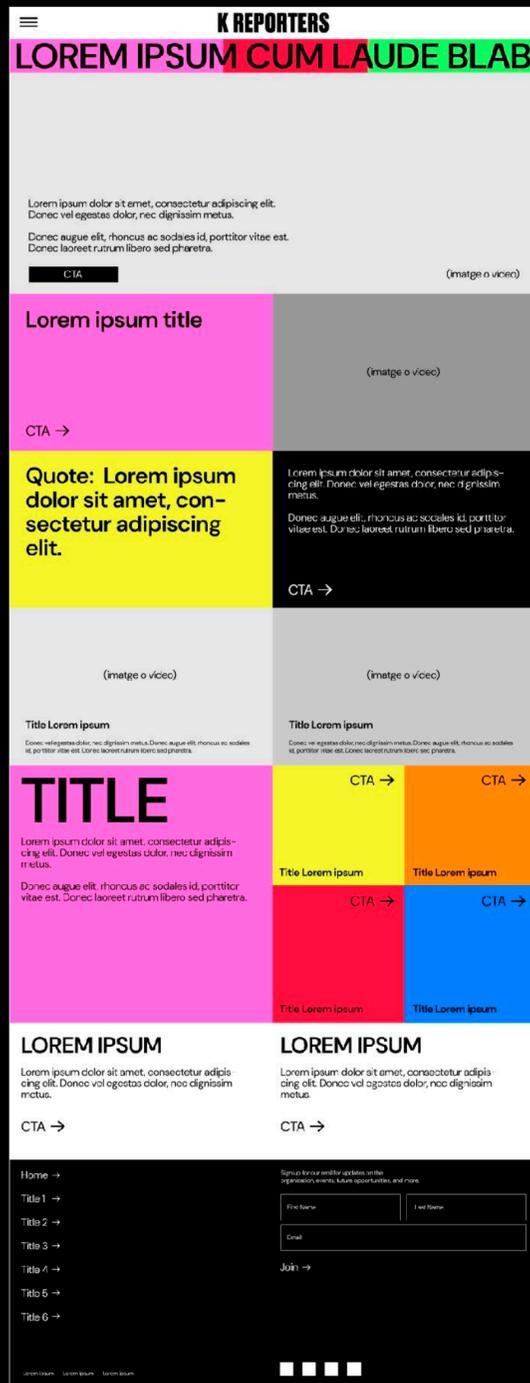
For K-Reporters, the predominant colour is pink, with other colours used to a secondaries.

However, for specific events, one of the secondary colours becomes the main one, accompanied by 1 to 3 secondary colours, prioritizing magenta whenever possible since it is the corporate colour.

3 Graphic system

3.1 For KReporters supports

3.1.1 Web

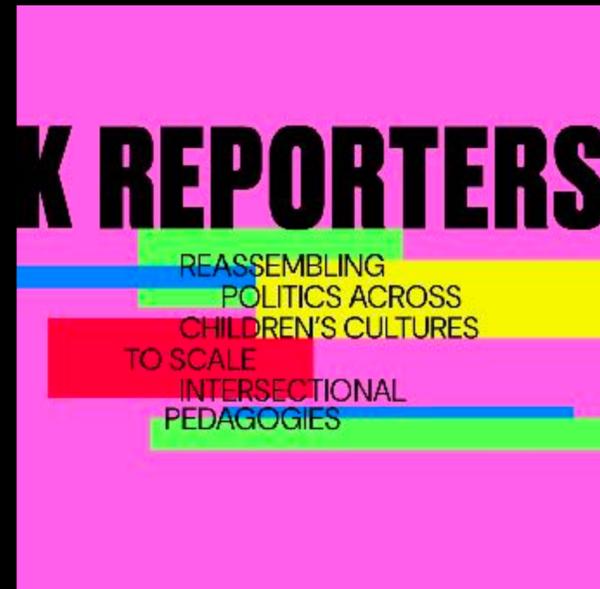


3.1.2 Social Networks

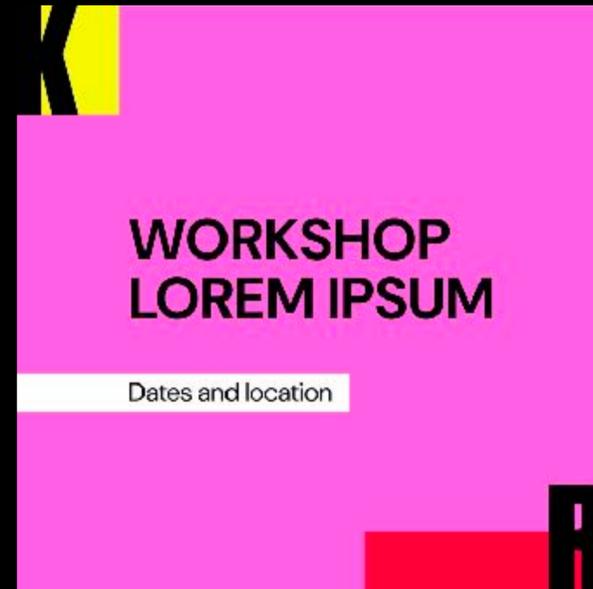


Three avatar options have been created for Instagram and Facebook.

Corporate Post by KR



KR Workshop



KR Workshop featuring a speaker (with picture)



KR Contraction with picture



In the layouts, one can observe the various design combinations available according to our needs.

Corporate post
by KR with message



Webinar



KR book announcement



Collaboration with artist





K

“Seeking safety in insecure environment of war in Ukraine”

R



K

“International comparative children’s politics participation and children’s well — being policies”

R

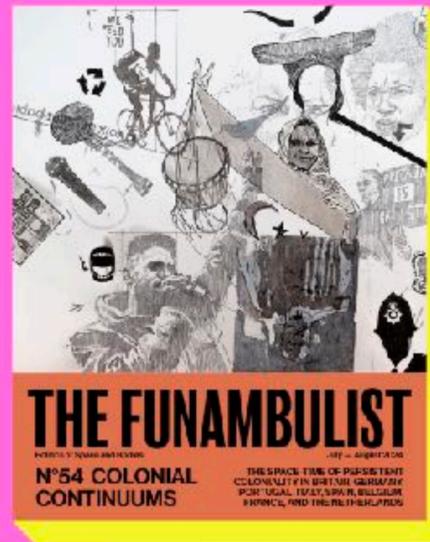


K

“Critical archives on childhood studies and intersectionality”

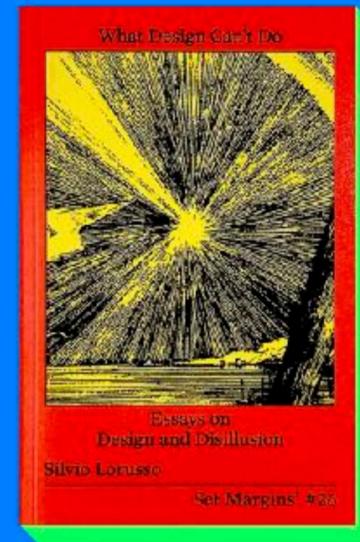
R

The funambulist



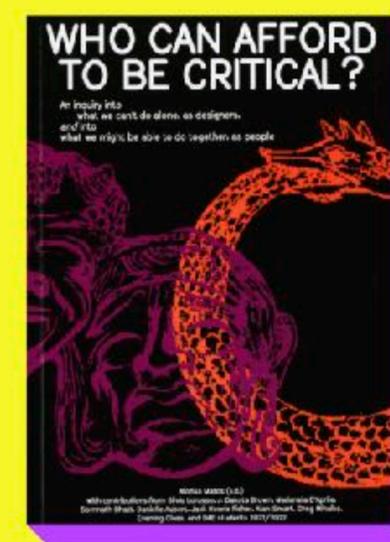
Politics of Spaces and Bodies

What Design Can't Do



Silvio Lorusso

Who can afford



to be critical?

When announcing a publication or book, a central design is adopted, playing with only one background colour and the colour of the book spine.



If you want to collaborate with an artist, you can use this layout and change the colours according to your needs. In this case, we used illustrations by Deborah Roberts.

3.1.3 Templates

Below are the paths to download the templates that must be used to prepare documents, reports, presentations and posts to social media from KReporters.

Word



In creating a header for Word, three allowed designs, exclusive to K Reporters, range from colorful to monochromatic.

You can also download the Word template from KR Teams:

[KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS / Templates / Word](#)

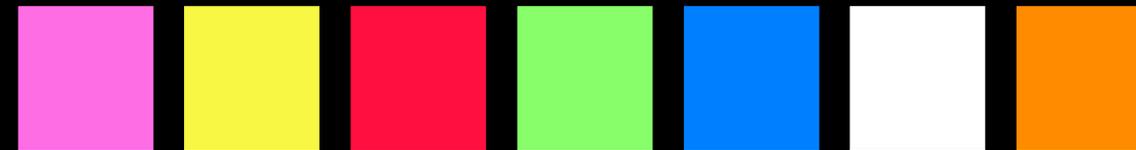
1



2

DM SANS

3



4

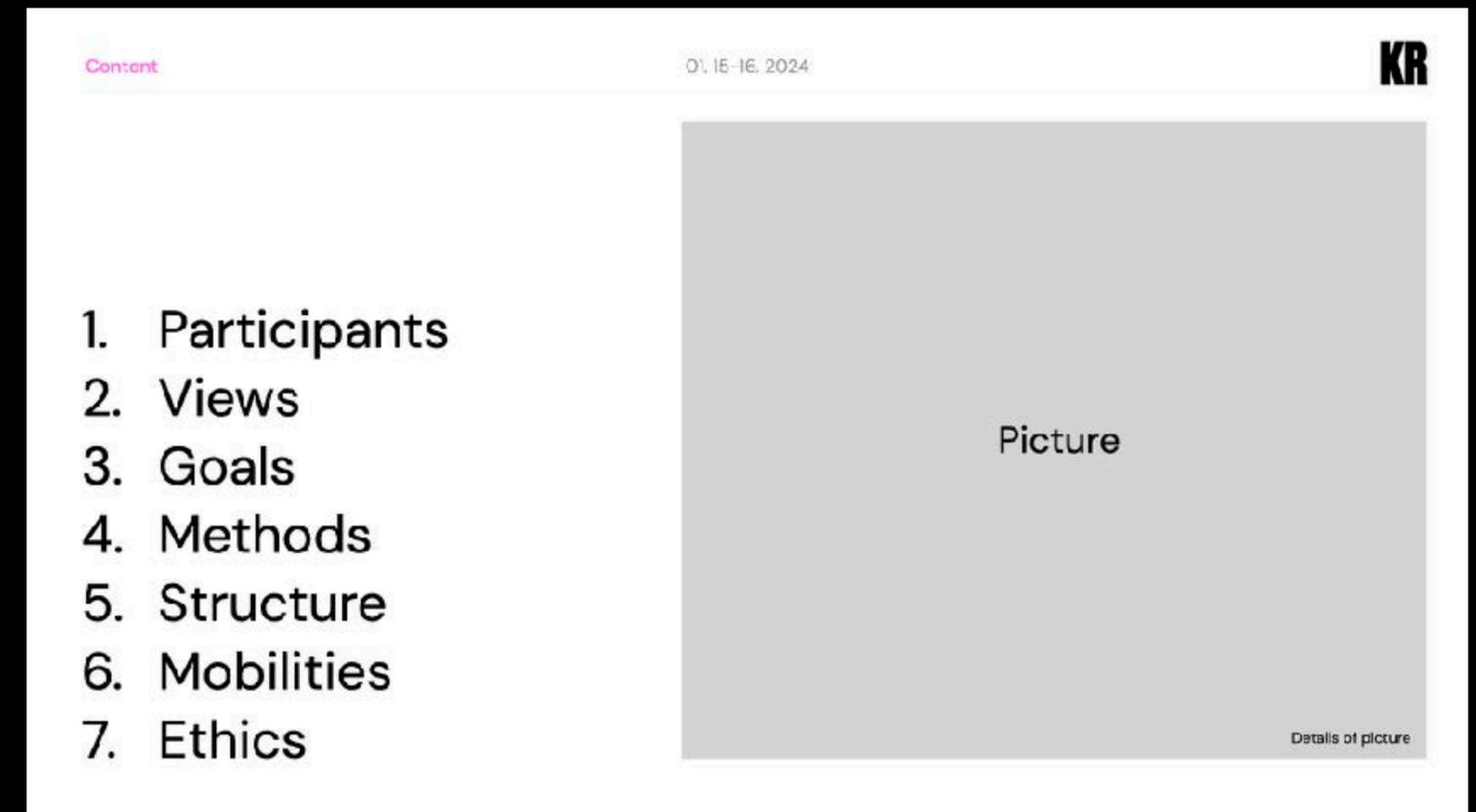
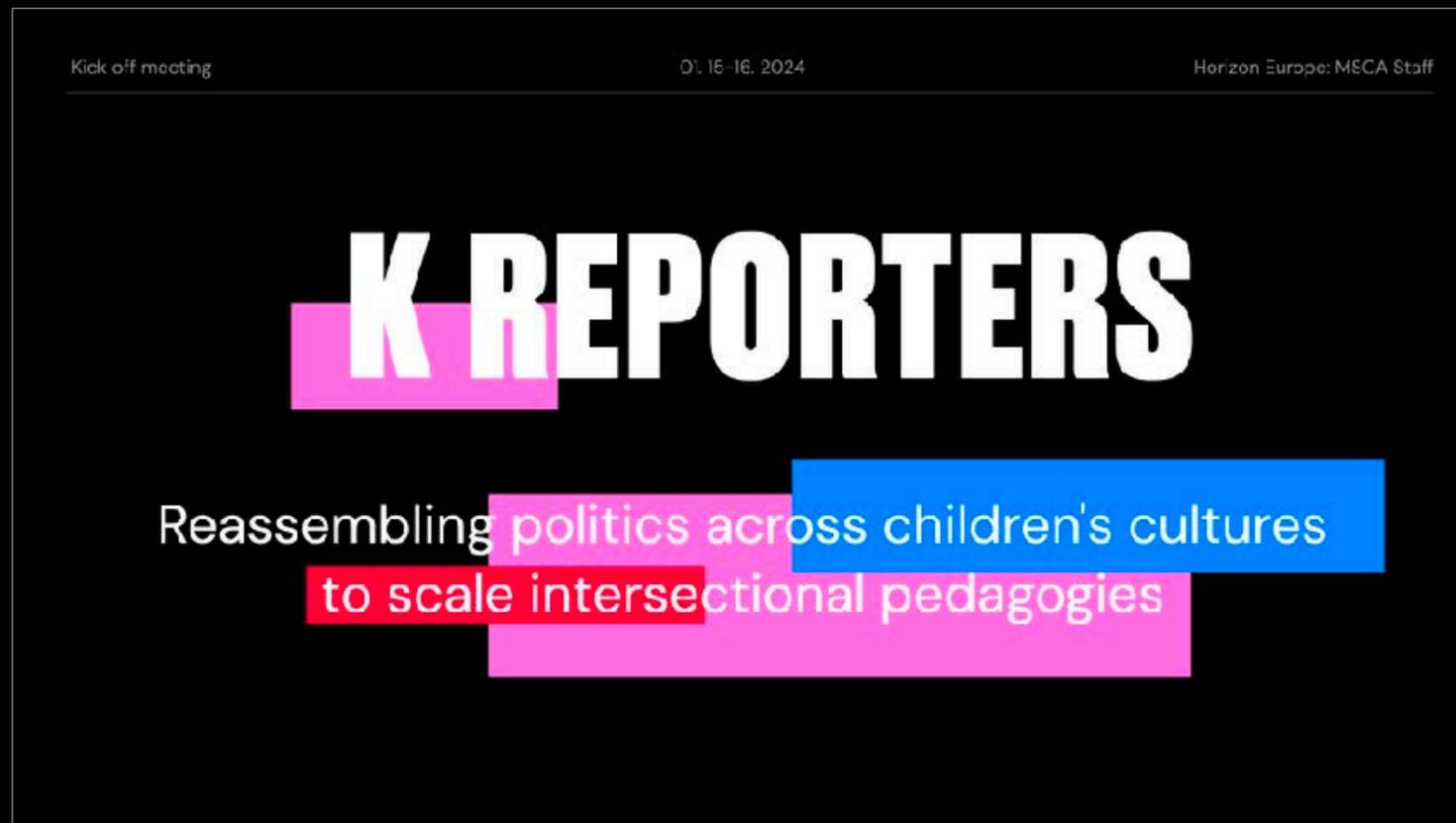
Corresponding logos

When creating the document, certain rules must be followed:

1 Insert the designed header. / 2 Use the secondary typography (DM Sans).

3 Employ colours from the KR palette. / 4 Use the corresponding logos at the end of the document.

Power Point



A PowerPoint template has been created, emphasizing the use of secondary typography (DM Sans), the KR colour palette, and a design that is simple yet structured. The colour pill set is used only on the cover and in the thank you section. Below are some example slides.

You can also download the PPT template from KR Teams:

[KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS / Templates / Ppt](#)

01.15-16. 2024 **KR**

1. Participants

17 institutions
12 countries

Beneficiaries (7)
– EU/AC: sending and receiving
3 ES, 1FR, 1BE, 1NL, 1 NO

Associated Partners (10)
– Third countries, sending (5)
1CO,1CU,1SV,1ET,1MA

– Only receiving (5) 3ES,IUA,IIT

Map

01.15-16. 2024 **KR**

2. Views

Children’s culture
Education, politics and wellbeing
Playing and experimenting
Intersectionality
Narrative inquiry

Picture

Details of picture

A PowerPoint template has been created, emphasizing the use of secondary typography (DM Sans), the KR colour palette, and a design that is simple yet structured. The colour pill set is used only on the cover and in the thank you section. Below are some example slides.

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KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS / Templates / Ppt

2. Views 01.15-16. 2024 KR

The following strands reflect the tensions, ensembles and orientations of the project and the scientific breakthroughs:

```
graph LR; a[a. Childhood studies For global education] --> b[b. Children's cultures and relationality]; b --> c[c. Children's participation in political life]; c --> d[d. Children's experiences of well-being]; d --> f[f. Intersectionality in education (with a focus on age, race, gender, social class, disability, and place).]; f --> g[g. Decolonized professional knowledge and identities];
```

4. Methods 01.15-16. 2024 KR

Reassembling

KReporters conceptualizes “reassembling” as the framework where all the methods will interact and complement each other:

- Ethnography
- Art-based educational research
- Decolonial and participatory methods
- Intersectional pedagogies

Exploring children’s knowledge, politics and agencies as assemblies or coalitions of assemblages (Latour, 2005).

Picture

Details of picture

A PowerPoint template has been created, emphasizing the use of secondary typography (DM Sans), the KR colour palette, and a design that is simple yet structured. The colour pill set is used only on the cover and in the thank you section. Below are some example slides.

You can also download the PPT template from KR Teams:

KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS / Templates / Ppt

4. Methods 01.15-16. 2024 KR

Map of zones and countries

European countries

- Spain
- Italy
- France
- Belgium
- The Netherlands
- Norway
- Ukraine

(Post-)conflict zones

- Bondering territories
- Poorest districts
- Militarized zones
- Refugee camps
- Migratory settlements
- Nomadic landscapes
- Vulnerable spaces
- Rural areas

Non-EU countries

- Morocco
- Colombia
- Cuba
- El Salvador
- Ethiopia

5. Structure 01.15-16. 2024 KR

WP No.	Work Package title	Lead beneficiary	Secondments TOTAL 305
WP1	Childhood studies, ethics, and children's rights	NTNU	33
WP2	Local contexts: community - based support and social interventions	Léris	45
WP3	Ethnography and ABER	UGent	32
WP4	Children's politics and well-being	UAB	30
WP5	Intersectional pedagogies	RUG	45
WP6	Training and communication	UAB	35
WP7	Management and networking	UAB	---

Picture

Details of picture

A PowerPoint template has been created, emphasizing the use of secondary typography (DM Sans), the KR colour palette, and a design that is simple yet structured. The colour pill set is used only on the cover and in the thank you section. Below are some example slides.

You can also download the PPT template from KR Teams:

KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS / Templates / Ppt

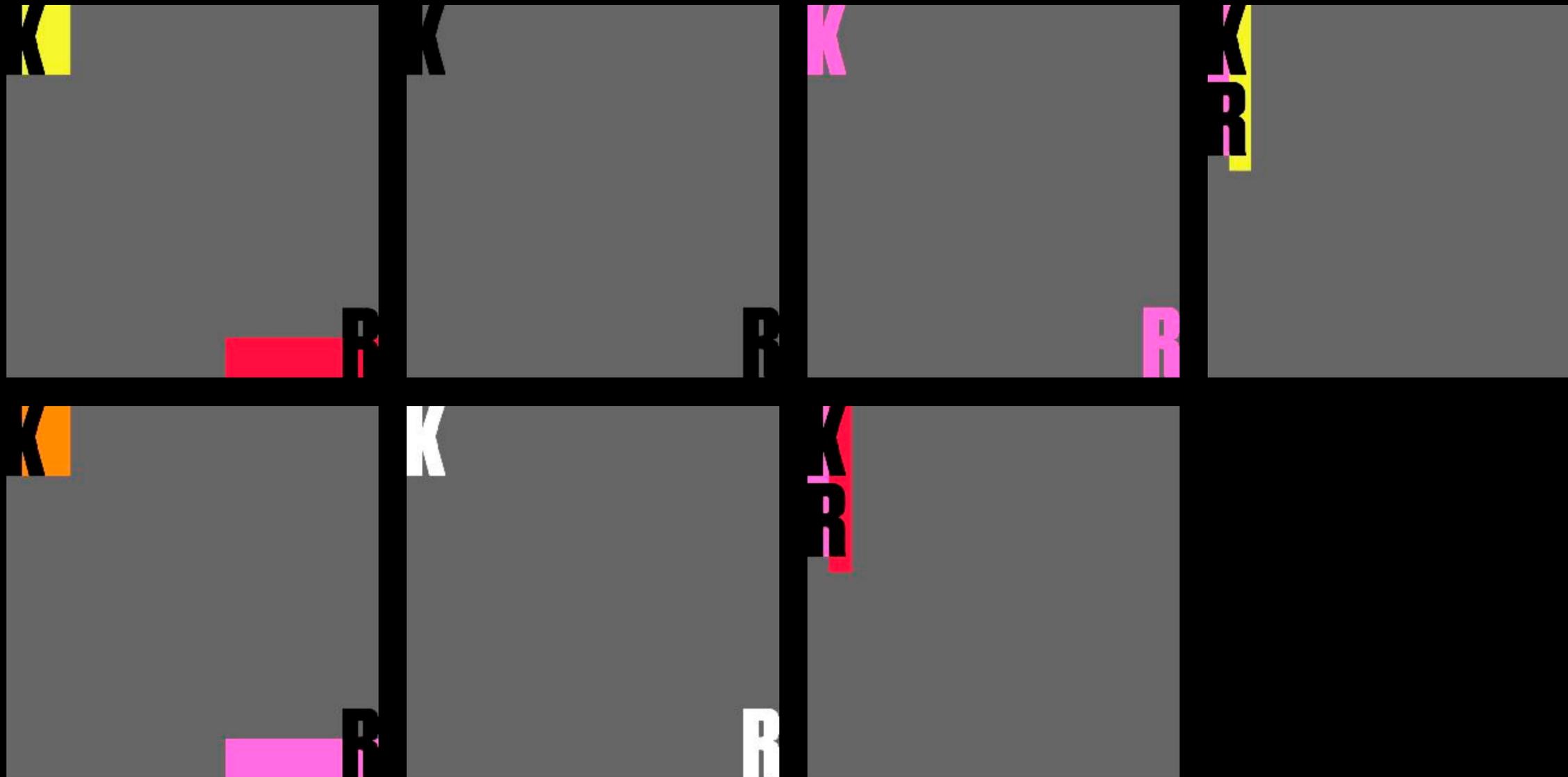


A PowerPoint template has been created, emphasizing the use of secondary typography (DM Sans), the KR colour palette, and a design that is simple yet structured. The colour pill set is used only on the cover and in the thank you section. Below are some example slides.

You can also download the PPT template from KR Teams:

KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS / Templates / Ppt

Posts



For Instagram posts, some PNGs with the KR are provided to overlay on the photos, helping to build the brand. Here are some examples.

You can also download the posts from KR Teams:

[KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS / Templates / Posts](#)

3.2 Special Events

3.2.1 Backbone events

In these examples, two upcoming events are shown as models to follow: the international workshop linked to Work Package 1 and the international workshop linked to Work Package 2.

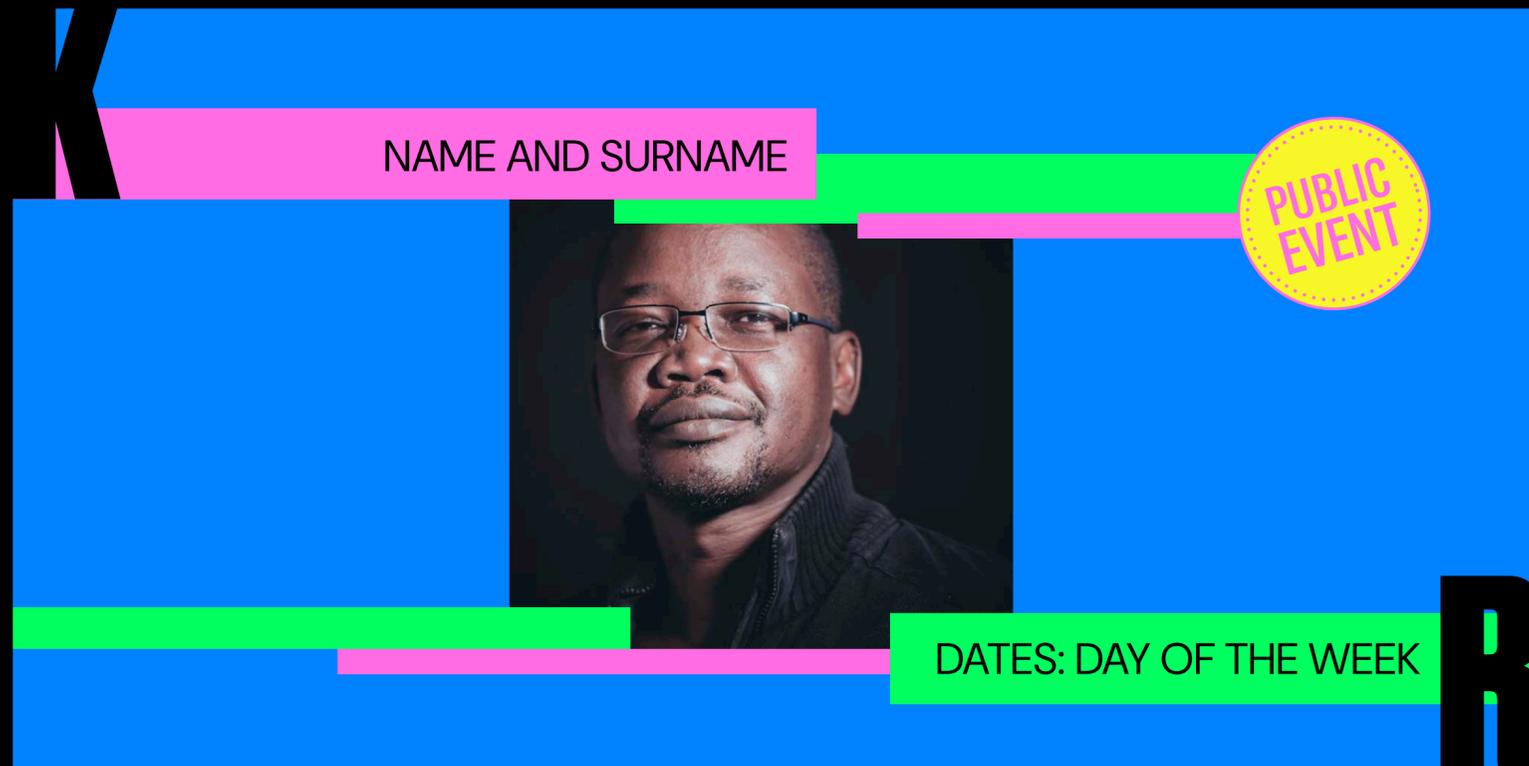


For the WP1 international workshop, blue has been chosen as the primary colour, with magenta, green, and white as secondary colours.



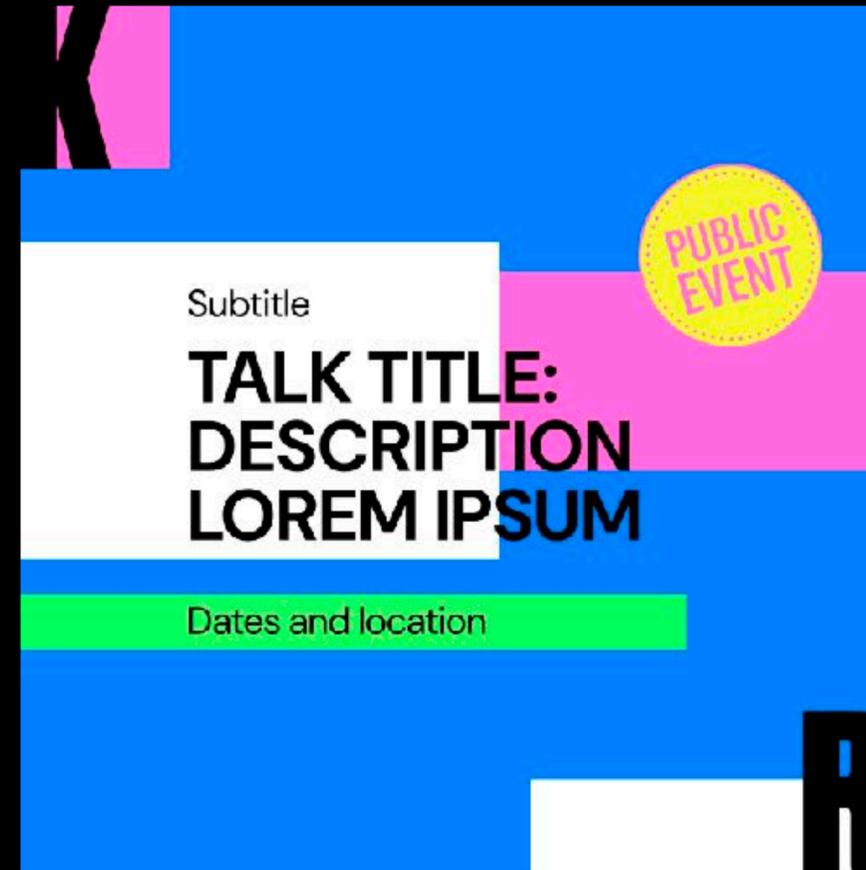
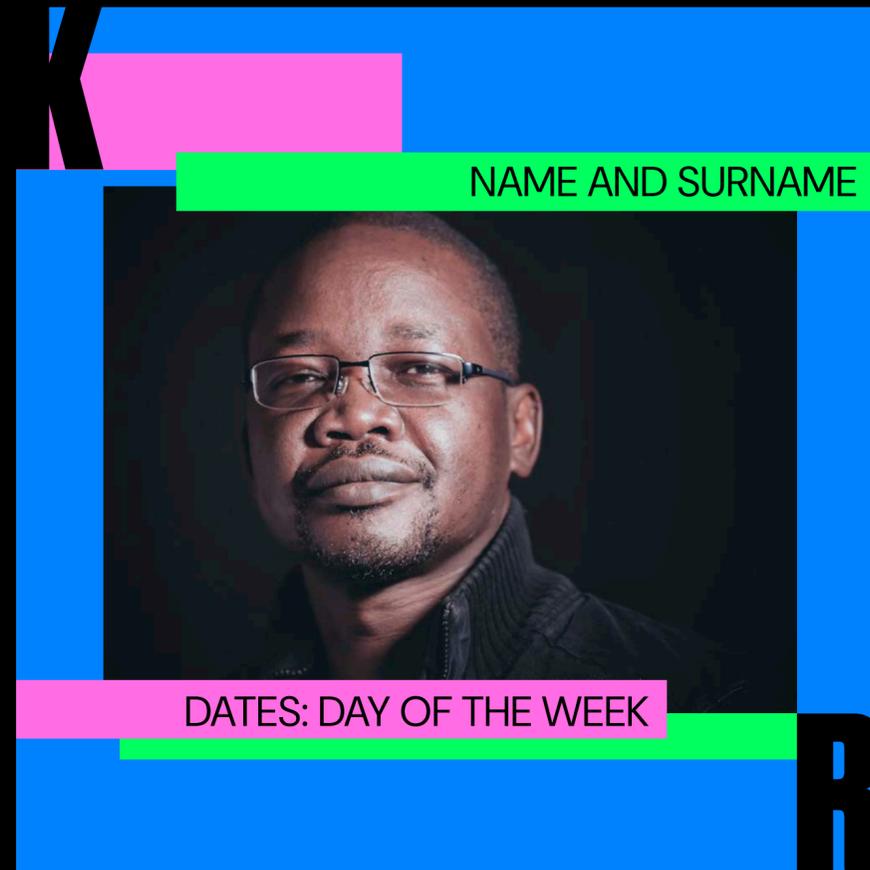
To distinguish whether a talk is free or exclusive for researchers, a specific seal has been created for identification.

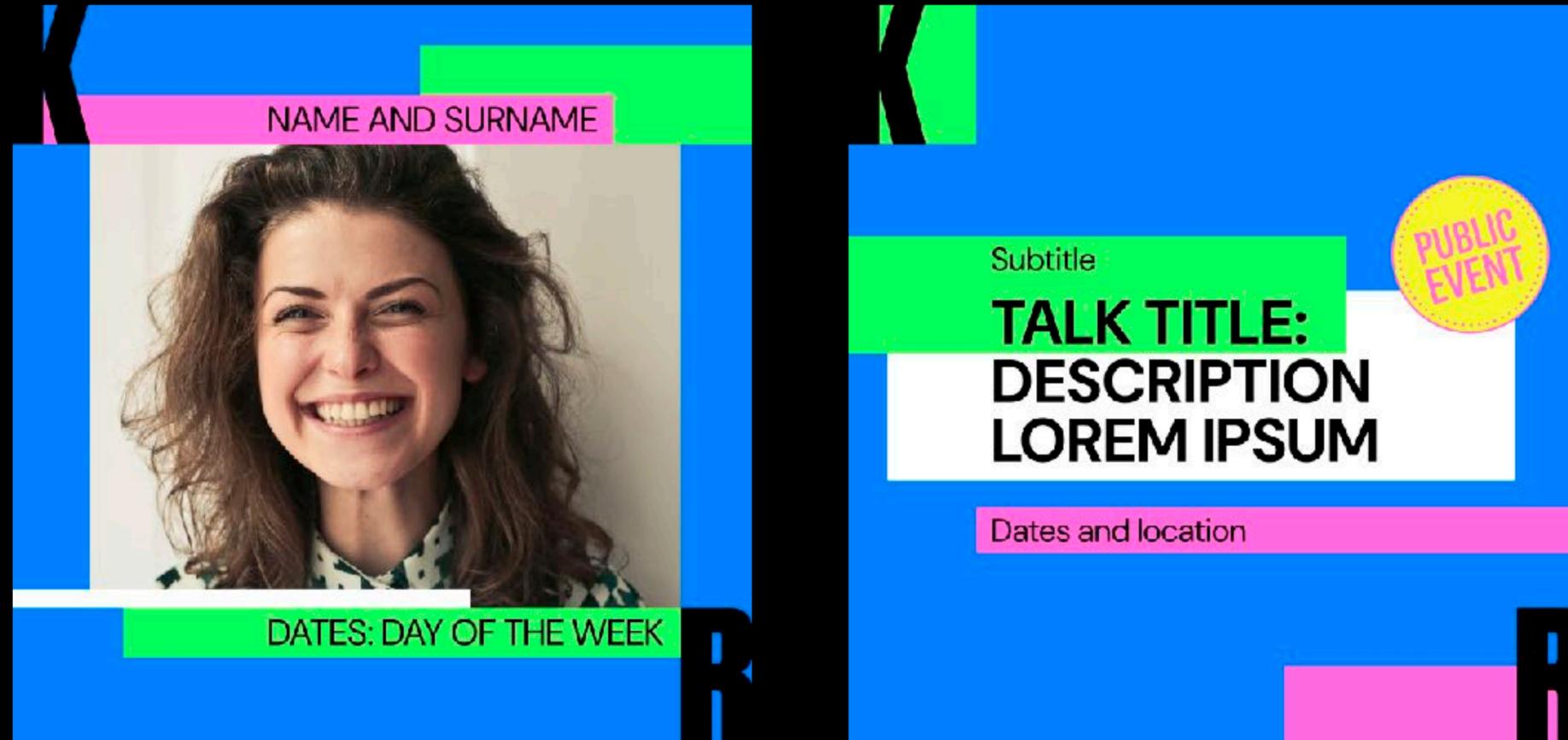


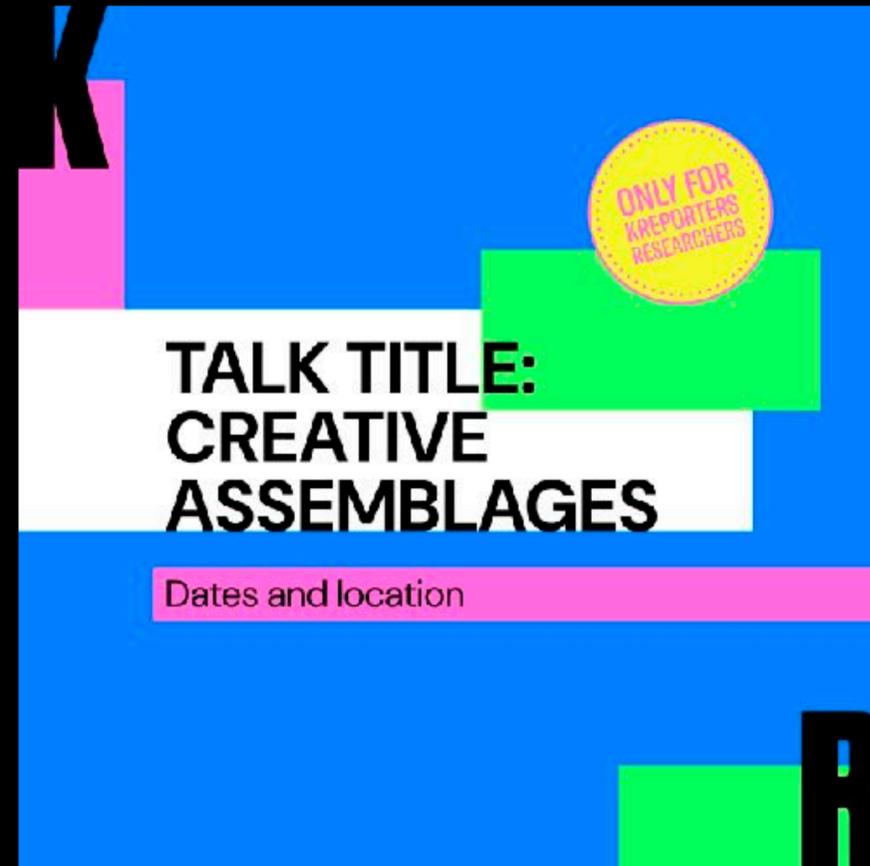














For the WP2 international workshop, a warm palette could be used with red as the primary colour and magenta, white, and yellow as the secondary colours.



To distinguish whether a talk is free or exclusive for researchers, a specific seal has been created for identification.



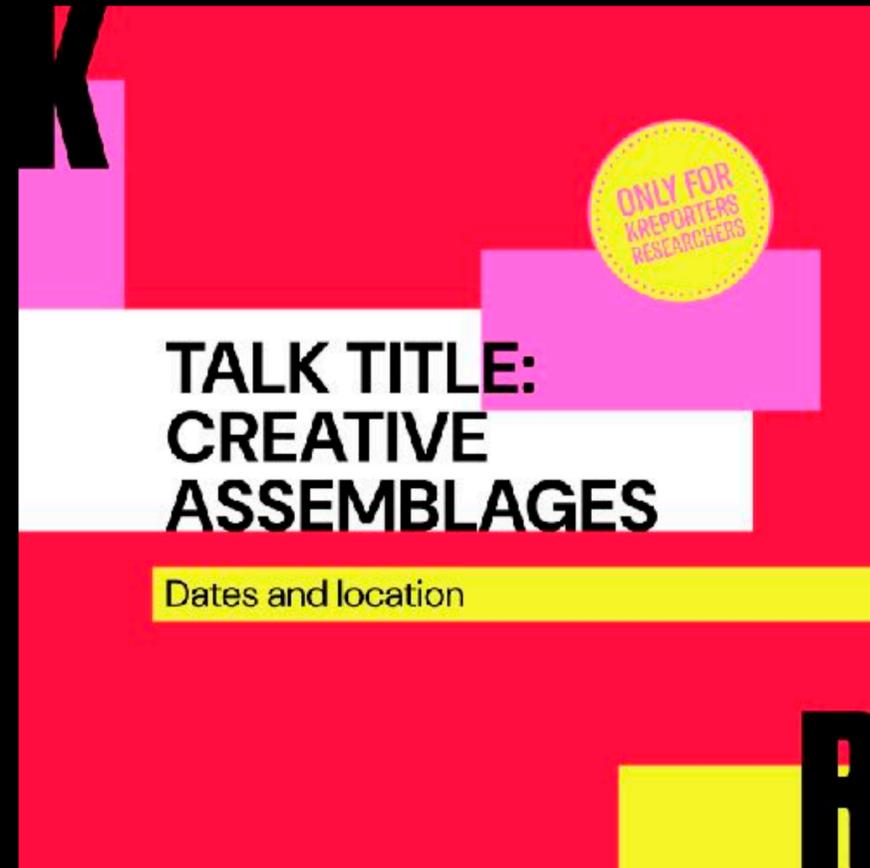






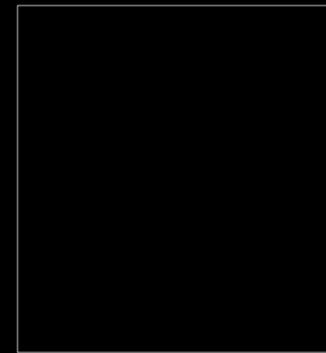
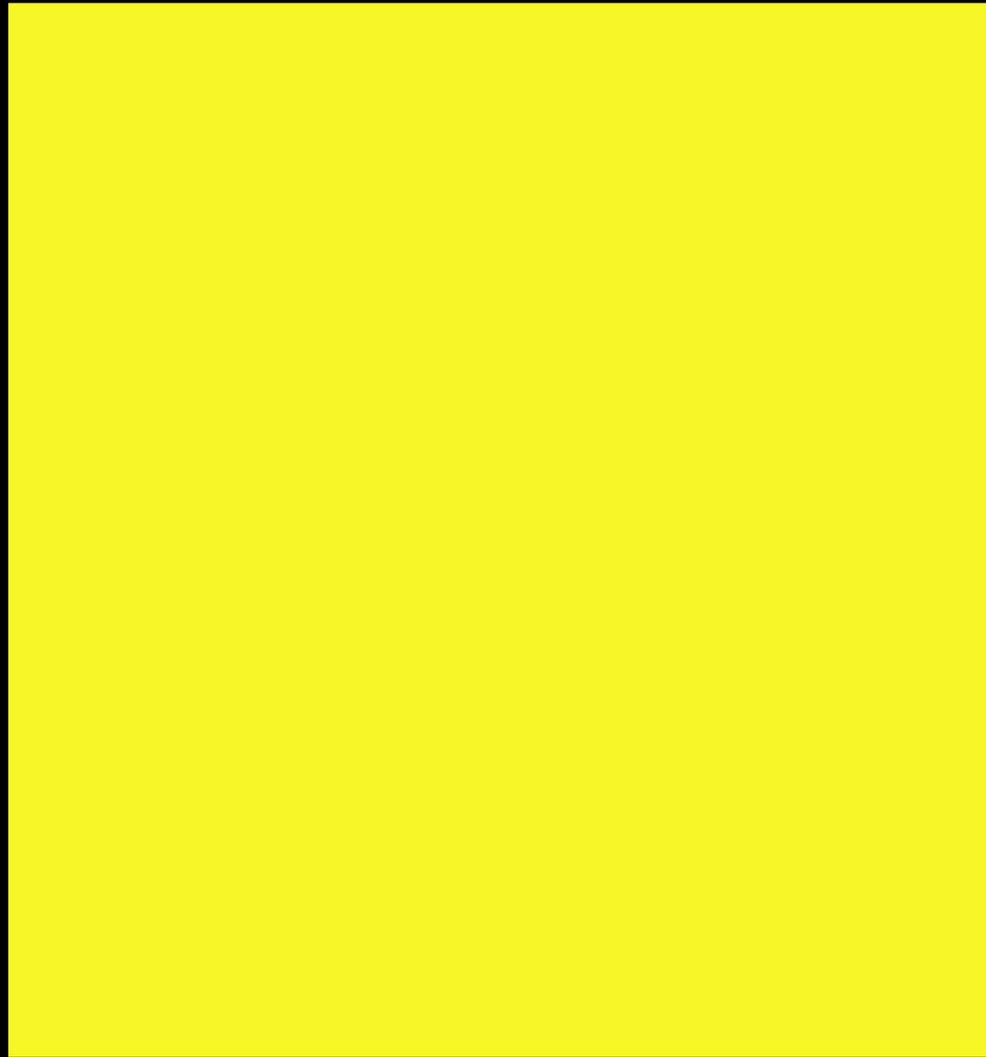




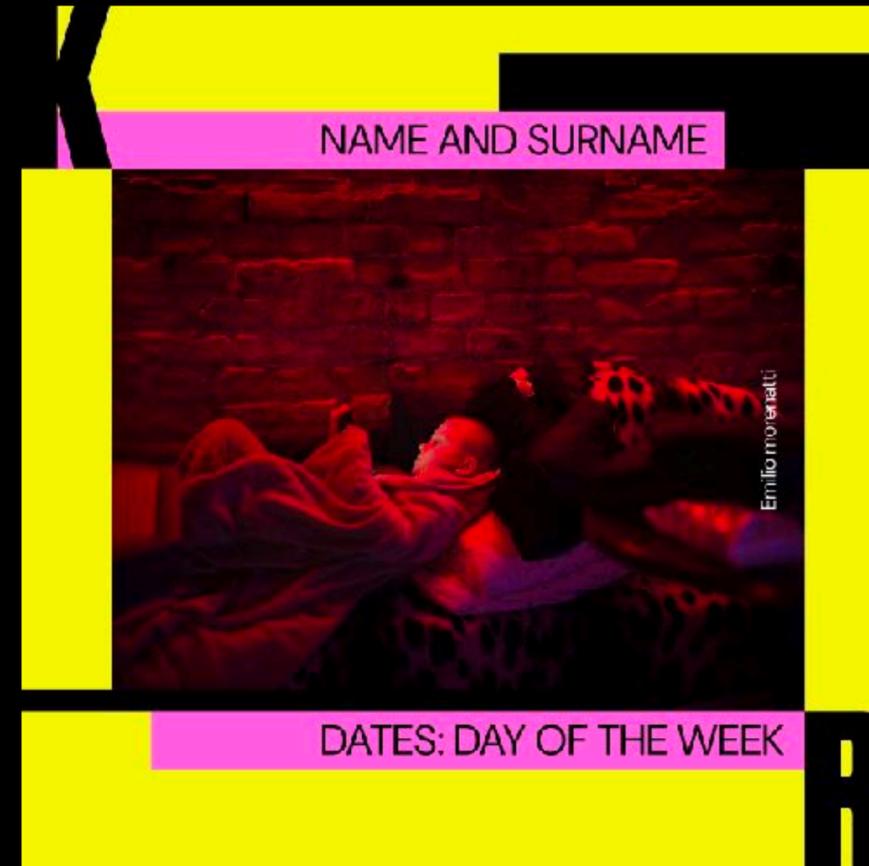


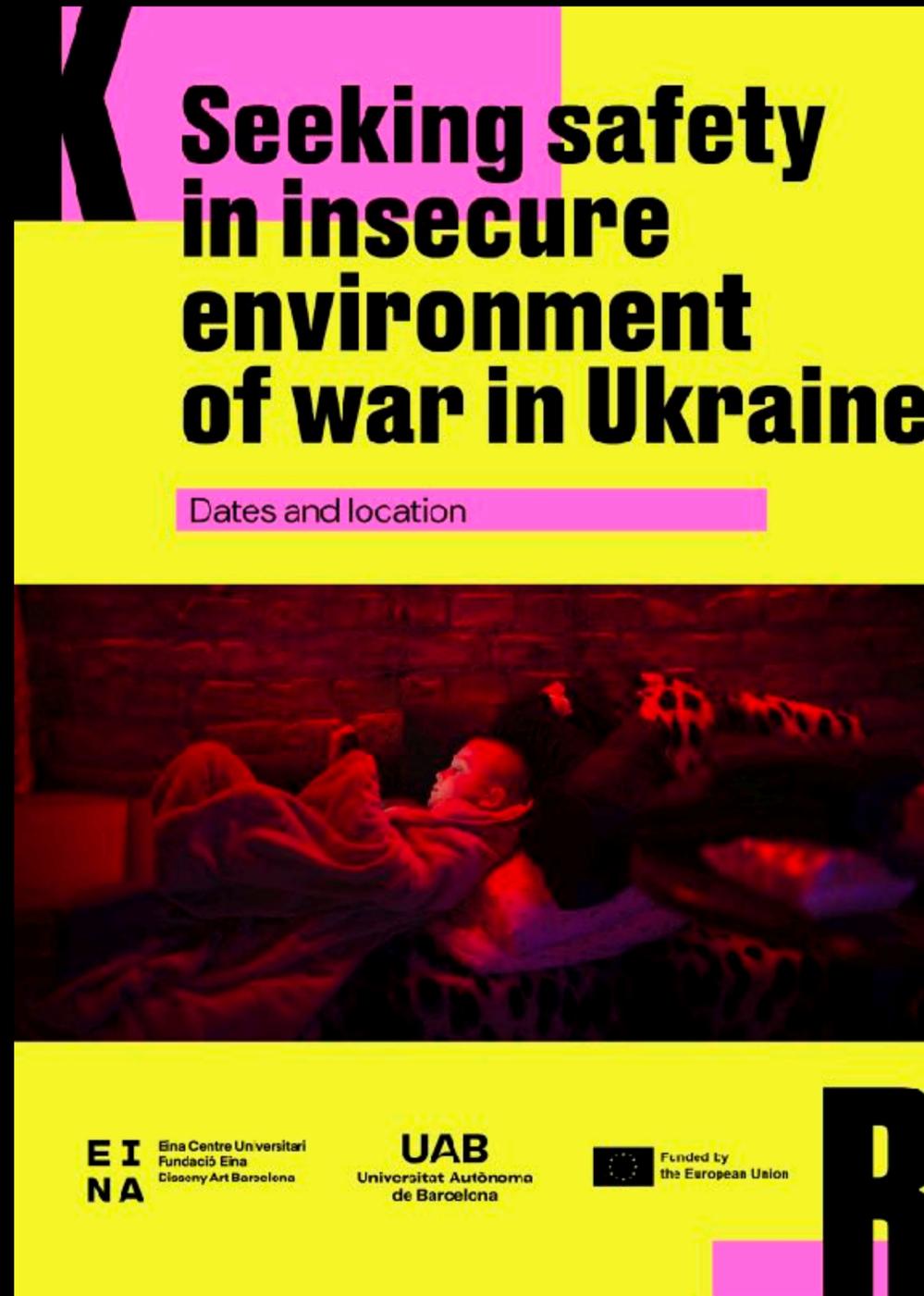
3.2.2 Micro events

In these examples, two upcoming events are shown as models to follow: the webinar on the situation of childhoods in Ukraine, and a seminar on the situation of childhoods in Palestine.

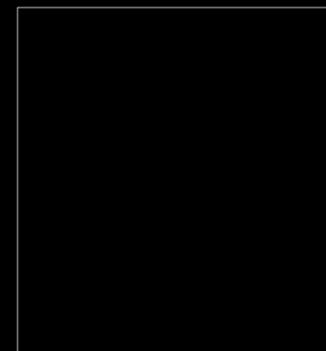


For this palette, yellow has been chosen as the primary colour, with black and magenta as secondary colours.

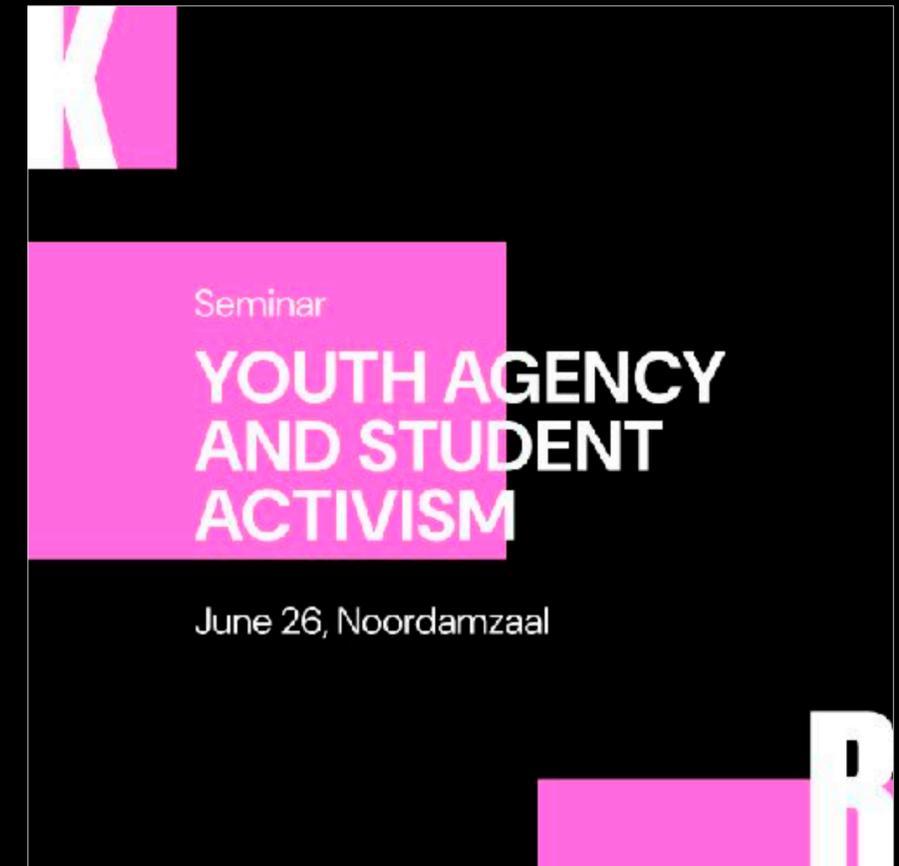




This is an example of the poster created for the micro event on Ukraine.



For the palette, magenta, black, and white have been used. This is an exception because it was required by the micro event, but as explained in the colour section, for specific events, a secondary colour is used as the primary, accompanied by 1 to 3 colours (if possible, use magenta as one of the secondary colours).



K

June 26, 16:00 - 18:00

Noordzaal, Faculty of Behavioural and Social Sciences
(Grote Kruisstraat 2 - Munting building)
University of Groningen

SEMINAR

Portraits of Youth Resistance in and for Palestine

SPEAKERS

Opening seminar: An introduction of Palestine children context. **Nadia Harhash**, Journalist, Philosopher, and PhD candidate, Universitat Autònoma de Barcelona.

From disposable time to revolutionary play: Challenging colonial-capitalist childhoods. **Mireia Foradada**, Assistant Professor, Universitat Autònoma de Barcelona.

Palestinian childhoods: The notion of innocence and the realities in a long-running violent conflict. **Doris Bühler-Niederberger**, Emeritus Professor, University of Wuppertal.

Youth agency and student activism. **Alina Achenbach, Charvi Arora and Antonio Fabio Romano**, Students at the Groningen Student Encampment of Solidarity with Gaza.

CHAIRIED BY

Mijntje ten Brummelaar, Assistant Professor at the University of Groningen.

Mónica López López, Associate Professor at the University of Groningen.

To know more:
<https://linktr.ee/kreporters>

Organized by:

K REPORTERS
Marie Skłodowska-Curie Actions
HORIZON-MSCA-2022-SE-01

university of groningen
Research team **Equity and Social Justice in Child and Family Welfare**

UAB **Universitat Autònoma de Barcelona**
Research team **atlas: critical intersections in education**

Funded by the European Union

Registrations

R

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or (as the case may be) the granting authority. Neither the European Union nor the granting authority can be held responsible for them.

This is an example of the poster created for the micro event on Palestine.

4 EU rules about communication, dissemination and visibility

In the following path you will find the regulations on communication, dissemination, open science and visibility dictated by the EU in article 17 and annex 5 of the Grant Agreement.

**You can also download the EU rules about communication from KR Teams:
KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS /
EU rules about communication**

5 Logotypes

Below are the logos of the institutions that are part of KReporters so that they can be used appropriately. Some of them are also subject to regulations to follow, detailed in each case for the relevant institution.

5.1 KReporters logotype

You can also download the KR logotypes from KR Teams:

[KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS / Logotypes / From KReporters](#)

5.2 From EU

According to point 17.2 of the Article 17 of Grant Agreement & Visibility —European flag and funding statement: communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. The beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

https://ec.europa.eu/regional_policy/information-sources/logo-download-

5.3 From partners

**You can also download the partners logotypes from KR Teams:
KREPORTERS / WP6 / Files / Brand Toolkit / BT DOWNLOAD DOCUMENTS /
Logotypes / From Partners**

K REPORTERS



**Funded by
the European Union**