



EGAS MONIZ SCHOOL
of HEALTH & SCIENCE



EGAS MONIZ CENTER
for INTERDISCIPLINARY
RESEARCH



UNIVERSIDADE NOVA
DE LISBOA



COMPREHENSIVE HEALTH
RESEARCH CENTRE



ecuidaDOR₂

gestão da dor em pessoas
com demência que não a
comunicam verbalmente

Brand Book

December 2025



Fundação
para a Ciência
e a Tecnologia



PROGRAMA REGIONAL DE LISBOA



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Os Fundos Europeus mais próximos de si.

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Content

- 1 | Brand strategy
- 2 | Project naming
- 3 | Project acronym
- 4 | Logo guidelines
- 5 | Colour palette
- 6 | Typography
- 7 | Graphic elements
- 8 | Layout guidance
- 9 | Voice & tone
- 10 | Imagery
- 11 | Communication obligations
- 12 | How to use the combination of funder logos
- 13 | How to use the combination of partners logos

Brand strategy

Mission

To improve comfort, dignity and quality of life for people living with dementia who cannot communicate their pain, by enabling better pain recognition and treatment in residential care facilities through evidence-led practice and accessible innovation.

Vision

A future in which pain in non-verbal people living with dementia is consistently recognised and effectively managed in residential care, supported by digital solutions and continuous learning - so no one is left to suffer in silence.

Project naming

The complete project title must be written in full:

- *Pain management for non-communicative people with dementia: effectiveness-implementation study in residential care facilities (EN)*
- *Gestão da dor em pessoas com demência que não a conseguem verbalizar: estudo de efetividade-implementação em estruturas residenciais para pessoas idosas (PT)*

Project acronym

The **acronym** must be appropriate for this industry and for the target audience and also has to reflect the project's values and goals. In this case:

- It considers the essential elements: **Technology**, **Pain** and **Care**
- "**Cuidador**" has a dual meaning: "pain care" / "carer"
- "e-" relates to electronics and brings a connection to reported concepts such as "e-health"
- It also ensures continuity with the previous **e-cuidaDOR project**: the "**2**" explicitly marks this as the **second phase**, building on earlier work and reinforcing recognition and credibility.
- The reading is clear in Portuguese, and it is easily memorized

The logo for e_cuidaDOR2, featuring a teal 'e' with a horizontal line underneath, followed by 'cuidaDOR' in black and a teal '2' as a subscript.

Project acronym

Preferred written form of the acronym: **e-cuidaDOR₂**

- Always write **DOR** in uppercase
- Use the numeral **2** as a subscript, whenever the format allows
- If the subscript is not possible , use the fallback **e-cuidaDOR2** (baseline 2)

Example of **non-approved** forms

E-Cuidador 2 | e-cuidador2 | e-CuidaDOR II

Logo guidelines

As the naming, the **logo** is appropriate for the target audience and reflects the brand mission. It's a textual logo with no other elements.

This solution has the potential to be more simple, straightforward, and effective at establishing project recognition by using a distinctive typeface or font.

It can also be versatile and adaptable to different mediums, as well as timeless and cost-effective.

Credits e Acknowledgment

The visual identity and logo were developed with the contribution of Carlos Farinha, to whom we extend our thanks for his creative work.

Logo guidelines

Primary Logo

A derivation of the name of the project. The hyphen moves under the word to make reading more fluid. This primary logo is easy to remember and stands out.



Secondary Logo

The descriptive logo explains what the brand does and offers and must be used specifically when the audience needs more context about the project. Might be useful in the first contact with the project.



The **primary logo** should be used in most situations. The **secondary logo**, which includes the project description, should only be used in contexts where the audience is not familiar with the project (e.g., initial presentations, new promotional materials).

Logo guidelines: clear space



Logo guidelines: minimum size



Print
30 mm

Digital
144 px



Print
50 mm

Digital
240 px

Logo guidelines: variations

There are two possible variations of the colours of the logo depending on the background on which it is placed, but also the print resources.

The logo 'ecuidaDOR2' rendered in grayscale, with 'ecuida' in dark gray, 'DOR' in black, and the subscript '2' in dark gray.

Grayscale



#128475
Background

It is applied to the secondary version of the logo. Logos are available [here](#).

Logo applications | Digital

The logo is designed to be used in a variety of **digital media** and **formats**, such as websites, social media, and email signatures. It is versatile enough to be effective in all of these contexts.



Logo applications | Print

The logo might also be included on **printed materials** such as business cards, brochures or roll-ups.



Logo guidance: incorrect usage



Don't distort or skew the logo.
It should maintain its proportions at all times.



Don't change the colors of the logo.



Don't add an outline to the logo.



Don't add a shadow to the logo.



Don't add glow to the logo.



Don't use on busy pictures.

Colour palette

A green colour palette is considered adequate to reflect themes of health, wellness, and positivity, being versatile enough to achieve a wide range of contexts. As a complement, the black colour is a good choice for designs that aim to communicate sophistication and professionalism.



HEX #FFFFFF
RGB: (255, 255, 255)
CMYK: (0%, 0%, 0%, 0%)



HEX #88CEB8
RGB: (136, 206, 184)
CMYK: (34%, 0%, 11%, 19%)
Pantone: 3375 C



HEX #128475
RGB: (18, 132, 117)
CMYK: (86%, 0%, 11%, 48%)
Pantone: 7716 C



HEX #000000
RGB: (0, 0, 0)
CMYK: (0%, 0%, 0%, 0%)
Pantone: Black C

Typography

The font and typography are legible, easy to read, and reflect the project's personality and values while remaining consistent across all materials and formats. Considering these aspects, there are two specific fonts:

- Glacial Indifference
- Open Sans

Typography: primary

Glacial Indifference

A strong font, to be used mostly in **titles** and **headlines**. Both the **regular** and **bold** formatting can be used.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()?-+=/<>[]{}.,

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()?-+=/<>[]{}.,

Typography: secondary

Open Sans

A clear and legible font, suitable for various communication supports. To be used in **longer texts** and **descriptions**.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()?-+=/<>[]{}.,

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()?-+=/<>[]{}.,

Typography

The following hierarchy is recommended:

- **Heading 1:** Glacial Indifference, Bold, 20pt
- **Heading 2:** Glacial Indifference, Regular, 16pt
- **Heading 3:** Glacial Indifference, Regular, 14pt
- **Body text:** Open Sans, Regular, 11pt
- **Highlights or captions:** Open Sans, Italic or Bold, 10pt

Graphic elements

The graphic elements used in the project (like icons, patterns or textures) should support, not compete with, the logo and core messaging. They must be consistent, flat, minimal, 2D and respect the colour palette.



Examples of logo styles

Layout guidance

For documents generated with a [word](#) and [presentation processor](#), font size and colour should be applied in accordance with predefined styles, available in the Word Template and PowerPoint Template

[Project PowerPoint Template](#)

[Project Word Template](#)

Voice & Tone

Our **brand voice** is our consistent personality - the way we speak in every interaction. It is caring and human, clear and simple, confident but approachable, positive and empathetic. We speak **like someone who truly cares**, who understands people's needs and communicates with respect and warmth. This Voice & Tone guidance is informed by the Alzheimer Europe recommendations on ethical and inclusive communication about dementia and people living with dementia. All e-cuidaDOR₂ communications should be:

- **Respectful and inclusive:** we communicate *with* and *about* people living with dementia with dignity, avoiding stigmatising, derogatory, or reductive language.
- **Clear and accurate:** we avoid jargon and unexplained acronyms. We communicate evidence **carefully - no exaggeration, no false promises**.
- **Person-centred and agency-focused:** we show the person beyond the diagnosis (identity, preferences, relationships, roles). We avoid defining people solely by their condition.
- **Balanced and realistic:** we avoid extremes: neither alarmist nor artificially "positive". We acknowledge challenges without dehumanising or sensationalising.

Voice & Tone

The **tone** may adapt to different contexts, while the brand voice remains the same.

- **Official documents & reports:** formal, professional, precise, neutral and respectful and using an ethical research language
- **Social media and website:** accessible, human, explanatory, approachable, inspiring, and encouraging.
- **Professional audiences** (e.g. residential care facilities): practical, concise, evidence-led, focused on applicability.
- **Awareness campaigns:** motivating, positive, hopeful; avoid “breakthrough” headlines and overstated claims; do not create unrealistic expectations

Imagery

Images (photographs and illustrations) should reflect our tone as well as the project values and goals.

- **Show the person with dementia beyond the diagnosis:** choose images that convey individuality, relationships, and social roles (everyday life, meaningful activities).
- **Aim for balanced, nuanced portrayals:** include participation and connection (not just decline), without either sensationalising or “over-sanitising” reality.
- **Represent diversity:** avoid depicting “a person with dementia” as a single stereotype (e.g., always very old, always the same ethnicity or social background).
- **Consider audience and accessibility:** select visuals that are clear and appropriate for broad audiences, including people with cognitive or sensory impairments.

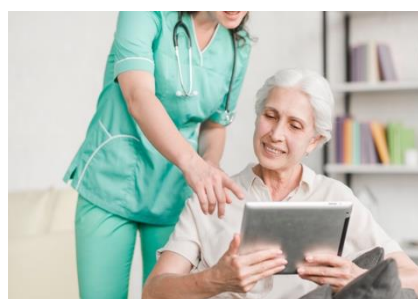
Imagery: examples

All images must comply with copyright and licensing requirements. Wherever possible, use original photography or images sourced from reputable free or Creative Commons libraries. **Always check the licence conditions before use.** If attribution is required, credit the creator and source in the format specified by the licence (e.g., creator name, source/platform, and licence type). When in doubt, treat the image as “rights reserved” and **do not use it** without written permission.



Minimum requirements:

- **Print:** 300 dpi
- **Digital:** 72 dpi
- **Preferred formats:** JPG, PNG, SVG



Examples of photo and illustration styles

Designed by Freepik

Imagery

To avoid:

- **Visual clichés:** repeated close-ups of wrinkled hands, people looking lost or vacant, imagery designed to evoke pity, passivity, or helplessness - especially when this becomes the dominant narrative.
- **Alarmist or frightening imagery** and “disaster/battle” metaphors that promote fear or dehumanisation.
- **Reducing the person to a problem/case:** overly clinical or objectifying visuals that treat the person as an object rather than a subject with agency and a life story.

Communication obligations

FCT and **Operational Programme** funding must always be acknowledged in any activity, publication or dissemination material related to the [e-cuidaDOR₂ project](#). The summary table provides a complete overview of the required acknowledgements for each type of communication material.

Failure to comply with these rules may result in a reduction of up to **3% in support**.

Summary table

Communication material	Portugal 2030 / Lisboa 2030			FCT		
	Mandatory co-financing bar (here)	How to apply	Additional information	Mandatory logo (here)	How to apply	Additional information
Website	YES	Bar in a permanently visible location, preferably on the main page of the website (of the beneficiary and/or the operation)	Brief description of the operation (objectives, results). Keep the file/description online during the legal archiving period.	YES	The FCT logo displayed on the respective homepage.	Mention of FCT funding and a brief description of the objectives and results of the action supported. This information should be updated throughout the implementation period and after closure, if justified. The logo should also appear on the action information page. A sentence to mention the FCT funding should be included: <i>Este trabalho é financiado por fundos nacionais através da FCT – Fundação para a Ciência e a Tecnologia, I.P., no âmbito do projeto 2023.18343.ICDT.</i> https://doi.org/10.54499/2023.18343.ICDT
Social Networks	YES	Profile covers/banners and in images/texts of publications about the operation.	Mention of support in the 'About' field. Use the sentence: <i>"A operação com a referência nº 15404 é apoiada pelo Programa Operacional Regional de Lisboa 2030, pelo Portugal 2030 e pela União Europeia. Os Fundos Europeus Mais Próximos de Si."</i>	YES	FCT logo in a visible manner.	Mention of support in the 'About' field. Use the sentence: <i>Este trabalho é financiado por fundos nacionais através da FCT – Fundação para a Ciência e a Tecnologia, I.P., no âmbito do projeto 2023.18343.ICDT.</i>

Summary table

Communication material	Portugal 2030 / Lisboa 2030			FCT		
	Mandatory co-financing bar (here)	How to apply	Additional information	Mandatory logo (here)	How to apply	Additional information
Events (conferences, seminars, workshops, webinars, or any session in which the project is communicated)	YES	Bar in a visible location, preferably on the initial slide of the presentation and the last one.	Not applicable	YES	FCT logo on the front or back cover, or in a visible location (when the medium allows).	In addition to the logo, the following reference must be included, written in the appropriate language: <i>"Este trabalho é financiado por fundos nacionais através da FCT – Fundação para a Ciência e a Tecnologia, I.P., no âmbito do projeto 2023.18343.ICDT. https://doi.org/10.54499/2023.18343.ICDT"</i> OR <i>"This work is funded by national funds through FCT – Fundação para a Ciência e a Tecnologia, I.P., under project 2023.18343.ICDT. https://doi.org/10.54499/2023.18343.ICDT"</i>
Images and infographics	YES	Header/footer on high visibility area.	Not applicable	YES	Logotype of the FCT in a visible manner.	In addition to the logo, the following reference must be included, written in the appropriate language: <i>Este trabalho é financiado por fundos nacionais através da FCT – Fundação para a Ciência e a Tecnologia, I.P., no âmbito do projeto 2023.18343.ICDT. https://doi.org/10.54499/2023.18343.ICDT</i>

Summary table

Communication material	Portugal 2030 / Lisboa 2030			FCT		
	Mandatory co-financing bar (here)	How to apply	Additional information	Mandatory logo (here)	How to apply	Additional information
Documents (e.g. presentations, scientific publications, newsletters, brochures, reports, invitations, attendance sheets, training materials, document used in events and conferences, certificates)	YES	Header/footer on high visibility area, when the document allows.	When the document doesn't allow (e.g. scientific publications), the following sentence should be added: <i>"A operação com a referência nº 15404 é apoiada pelo Programa Operacional Regional de Lisboa 2030, pelo Portugal 2030 e pela União Europeia. Os Fundos Europeus Mais Próximos de Si."</i> OR <i>"The operation with reference no. 15404 is supported by the Lisbon Regional Programme 2030, Portugal 2030 and the European Union."</i>	YES	Logotype of the FCT in a visible manner (when the medium allows).	In addition to the logo, the following reference must be included, written in the appropriate language: <i>"Este trabalho é financiado por fundos nacionais através da FCT – Fundação para a Ciência e a Tecnologia, I.P., no âmbito do projeto 2023.18343.ICDT. https://doi.org/10.54499/2023.18343.ICDT"</i> OR <i>"This work is funded by national funds through FCT – Fundação para a Ciência e a Tecnologia, I.P., under project 2023.18343.ICDT. https://doi.org/10.54499/2023.18343.ICDT"</i>

Summary table

Communication material	Portugal 2030 / Lisboa 2030			FCT		
	Mandatory co-financing bar (here)	How to apply	Additional information	Mandatory logo (here)	How to apply	Additional information
Advertising (print/digital/outdoor)	YES	Place the bar in the creative	Not applicable	YES	FCT logo in footer or equivalent location.	Not applicable
Video/Television	YES	Ideally, the bar should be visible throughout the video and before the credits.	Additionally, there should be a voiceover with the phrase: <i>"A operação com a referência n° 15404 é apoiada pelo Programa Operacional Regional de Lisboa 2030, pelo Portugal 2030 e pela União Europeia. Os Fundos Europeus Mais Próximos de Si."</i>	YES	FCT logo at the respective opening.	Not applicable
Radio, Press Release	NO	Verbal reference to support (phrase above Include in the advert, regardless of duration.		No	Not applicable	Audio mention of the text "Financiado por fundos nacionais da Fundação para a Ciência e a Tecnologia, I.P. do Ministério da Ciência, Tecnologia e Ensino Superior". All press releases and actions developed with the media must include explicit information that this is support granted by the Foundation for Science and Technology, I.P. through national funds from the Ministry of Science, Technology and Higher Education.

Summary table

Communication material	Portugal 2030 / Lisboa 2030			FCT		
	Mandatory co-financing bar (here)	How to apply	Additional information	Mandatory logo (here)	How to apply	Additional information
Signs/Panels	YES	Mandatory if: ERDF/Cohesion Fund > €500,000; ESF+, FTJ, FEAMPA, FAMI > €100,000. Otherwise, use an A3 poster/equivalent screen.	Not applicable to e-cuidaDOR ₂ project	NO	Not applicable	Not applicable
A3 poster / Electronic display	YES	Use the templates provided by Portugal 2030/Lisboa 2030	Operation information and support highlights. Location clearly visible to the public. Applies to operations not covered by the sign/panel requirement.	NO	Not applicable	Not applicable
Gifts	YES	If too small, only the EU flag may be used (with mandatory mention).	Not applicable	YES	Logotype of the FCT in a visible manner.	Not applicable

How to use the combination of funder logos



Notes

- EU Emblem:
 - Placed on the right
 - No logo may exceed its height
 - Must have a minimum height of 1 cm (physical format)
- Internal or other partners' logos must be separated from the bar

Different variations of this bar are available in the [project repository](#)

How to use the combination of partners logos

The communication and dissemination materials of the e_cuidaDOR₂ project must acknowledge all partners involved in the consortium, in the following order:

- Egas Moniz School of Health & Science
- Universidade Nova de Lisboa
- Alzheimer Portugal

Partners must be acknowledged in the specified order in all communication and dissemination materials and no partners can be omitted, regardless of their level of contribution to the reported results. When using logos in communication and dissemination materials these should be displayed in the following order, which cannot be changed. Additionally, the designated clear space around each logo must be maintained according to the visual guidelines of the respective institutions.



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<https://doi.org/10.54499/2023.18343.ICDT>