

PROJECT VISUAL IDENTITY

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1 EXECUTIVE SUMMARY

As a tool to ensure an effective transfer of project results and of know-how between universities, RTOs (research and technology organisations), SMEs (small- and medium-sized enterprises), industry and other relevant stakeholders of the European Research Arena (ERA) as well as to provide a solid basis for optimal dissemination and exploitation activities of the project's results, marketing-driven applications and professionally crafted materials have been developed. The project brand and project marketing applications (project flyer, brochure, PPT master, etc.) as well as a website were established and are maintained in order to inform the different stakeholders and the public in general about the project.

The objective is to increase the public visibility of the project and subsequently its outcomes and facilitate the overall project goal to boost Europe's Innovation ecosystem. Moreover, the aim is to facilitate the market uptake of new products resulting from a successful implementation of the project's pilots in the course of the Science2Society (S2S) project.

In order to realize these objectives a completely new brand identity has been created for the S2S project. It supports internal as well as external communication: On the one hand, it contributes to the internal identification and motivation, and accounts for a tangible project culture. On the other hand, the special brand identity safeguards brand recognition and the dissemination of S2S values, messages and materials.

The project logo, the key visual, the brand identity, all general templates and master documents, the website as well as the flyer have already been implemented and the consortium is using the applications in their daily process. Moreover a brochure, a roll-up, newsletter, a poster and several further applications are already designed and will be implemented very soon. All the applications implemented, the ones that are going to be implemented as well as the future applications as e.g. give-aways and on demand applications are and will be coherently designed and transport values such as simplicity, progress and community. By developing a professional joint image and appearance together with the clear and consistent design of the brand appearance of S2S a solid and future-oriented basis for further dissemination and exploitation activities has been set.

Keywords: Project Visual Identity, Logo Design, Templates, Marketing Applications and Dissemination

2 OBJECTIVES

The main goal of the applications shown in the present deliverable 4.3 is to ensure that the S2S CSA (coordination and support action) makes the expected impact and to create a solid basis for further dissemination and exploitation activities.

Activities are – under joint brand identity – planned to effectively disseminate the project results to target audiences with professionally crafted materials and to efficiently support exploitation activities. As there are seven pilots within the S2S project, the objective is to have a consistent brand appearance where the single pilots can be integrated.

The objectives of all communication measures and dissemination and exploitation activities during the project period are planned to ensure wide visibility of the project and its results as well as the identification of the S2S consortium as follows:

Objectives of external activities

- **Inform and educate**
 - Raise awareness in stakeholder groups concerning the activities within the S2S project.
 - Get recognition for the research results
 - Give public evidence of project proceeding (i.a. deliverables, S2S platform, S2S conference)
- **Promote**
 - Raise awareness among potential future users of the services of S2S developed
 - Promote project and create image in Europe and beyond
- **Engage and involve**
 - Communicate (disseminate and exploit) the knowledge to the European (and beyond) innovation ecosystem and its different stakeholders
 - Interact with European and international partnerships and counterparts
 - Attract other universities and their stakeholders to replicate the open innovation and open science schemes
 - Respond to different stakeholders in different contexts

Objectives of internal activities

- Structure the communication flow within the S2S project
- Establish efficient mutual networking and participation
- Actively engage the entire consortium

Additionally the aim of this deliverable is to provide a guideline for all partners on how to use the set of tools described in the deliverable at hand. It shall enable them to promote their activities in a S2S style embedded environment.

3 PROJECT VISUAL IDENTITY

In order to reach a broad internal as well as external audience, a project visual identity has been created as the essential flagship of the S2S project. The main goal is to establish and convey a coherent image and brand recognition leading to an optimal presentation and recognition of the project.

The brand identity uses a set of graphic elements to easily identify the S2S Project. Special design elements contribute to identifying S2S dissemination activities, such as publications and all kinds of written as well as visual communication about on-going and completed research activities. This section gives an overview and a brief description of how to apply S2S branded identity and design elements to S2S products and materials.

Further information on the project visual identity regarding its function and implementation can also be found in D4.2 “Dissemination and Communication Strategy, Plan and Calendar of events”.

3.1 Key Visual

A key visual is an image motive that is used in a brand presence in order to enhance the brand recognition. For the S2S brand overlapping intersections in the three key colours have been chosen. The overlapping sections are symbolising the dynamic interaction as well as the collaboration of science and society. Consequently they have been chosen to operate as key visual and are recurrently adapted throughout the whole visual identity.

The brand recognition is ensured as the intersections are coherently reused on the website and all other marketing applications. Thanks to the dynamics of the intersections, flexibility, a future-orientated mind-set as well as a striving for revolutionary solutions are being conveyed. The design implies the discovery of pioneering and innovative ideas, which present and future generations will benefit from.



Figure 1: S2S Key Visual

3.2 Logo

The logo consists of two circles, the turquoise one symbolising science and the purple one symbolising society. These circles overlap and consequently create a new, blue space that depicts the collaboration of science and society. The colour choice is explained in section 3.3.1 Colour Palette, which can be found below.

The logo contains the projects abbreviation S2S. A clear, puristic and modern font has been used to signify the progress and simplification of complicated problems, which will result from the project. The number 2 in the middle represents the two partners, science and society, as well as the preposition to, which means that science is brought to and conducted for the solution of society's current and future problems.

The project logo is available on Projectplace (online project management software) for all partners free to use.



Figure 2: S2S Project Logo

3.3 Branding Specifications

In order to guarantee a consistent project identity, detailed branding specifications have been set. Moreover, all templates and materials have been created with the defined colours and typefaces.

3.3.1 Colour Palette

These colours are defined for all branded applications.

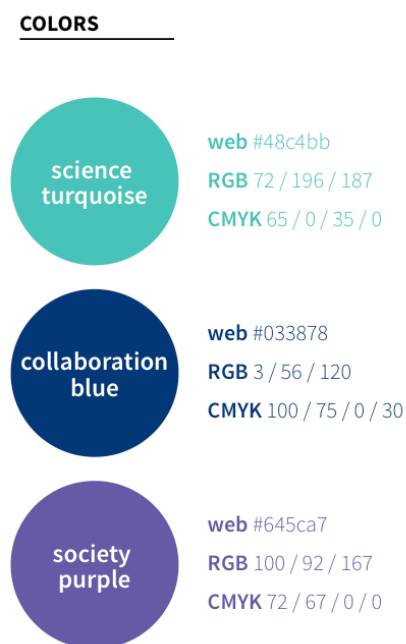


Figure 3: S2S Colour Palette

Each colour has been chosen due to a specific reason and attributed to a certain meaning as described below.

Science turquoise: This colour represents the technological and innovative part of science.

Collaboration blue: Since the combination of turquoise and purple give the impression to result in blue, this dark yet lively blue has been defined as representative colour for the successful and future-oriented collaboration of the two sectors science and society.

Society purple: This specific purple has been chosen to represent the sector of society due to the vivid and cheerful vibe it is conveying.

The colour palette can be found on Projectplace [3].

3.3.2 Typeface

For the corporate use of text for the S2S project, the typeface family 'Arial' has been chosen. It is a likeable, modern font, which has been chosen due to its excellent legibility and the fact that it is not too closely connected to a dry, technical scientific background.

'Arial' is part of the Google Fonts Library and free to use without charge. A download link of the font is available on Projectplace [4]

FONTS

Source Sans Pro Semibold

**Cusa volo odi Ipit reius ma sequis eostis eium et
que int ium nosapel lignis aut Event omnitem
velectem et expelic itatiundis quidebis ex eles
res es dolo doluptur, od et omniendi optatat.**

Source Sans Pro Extra Light

Cusa volo odi Ipit reius ma sequis eostis eium et
que int ium nosapel lignis aut Event omnitem
velectem et expelic itatiundis quidebis ex eles res es
dolo doluptur, od et omniendi optatat.

Figure 4: S2S Typeface

The font style 'Standard' has been defined for text blocks and 'Bold' is used for headlines.

4 GENERAL TEMPLATES

In pursuance of a consistent brand identity all templates have the typical S2S look. The templates are developed for internal and external use. Combined these templates shall be provided as a toolkit on Projectplace, a collaboration platform accessible to all partners.

All templates that have been created for S2S use the same colour palette, fonts and style sheets. As shown in Fig. 4 settings have been defined in the interest of allowing a consistent design for every communication tool.

In this section a detailed description of how to use the templates can be found.

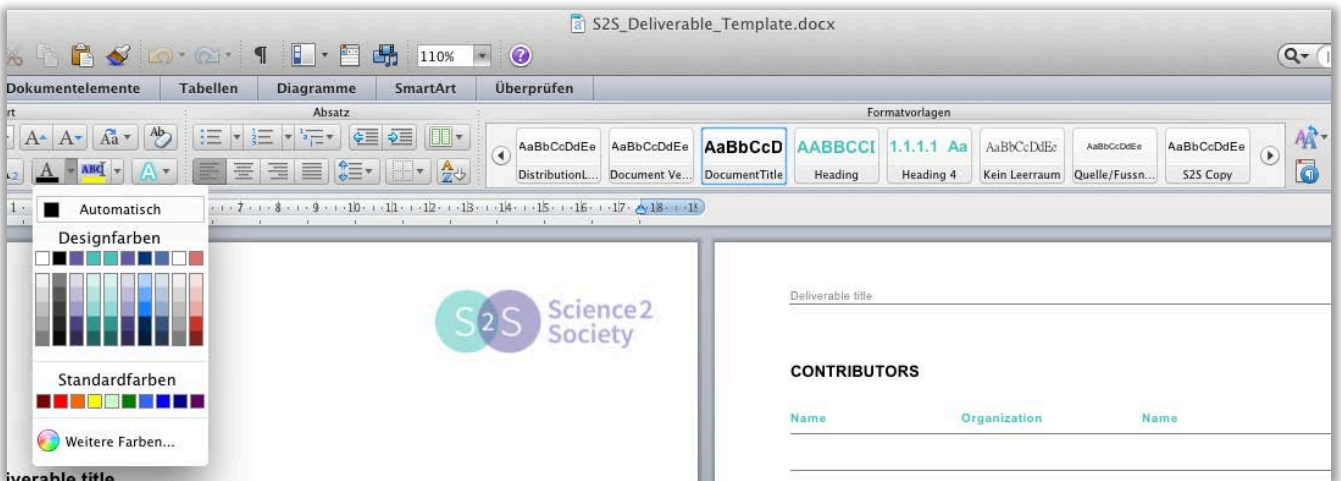


Figure 5: S2S General template settings – Example Word

4.1 PPT Master

The PowerPoint Master shown in Figure 6 has been set up for internal and external presentations such as conferences, speeches, meetings and in general presenting research results. Templates of master slides are listed below and can be found on Projectplace [5].

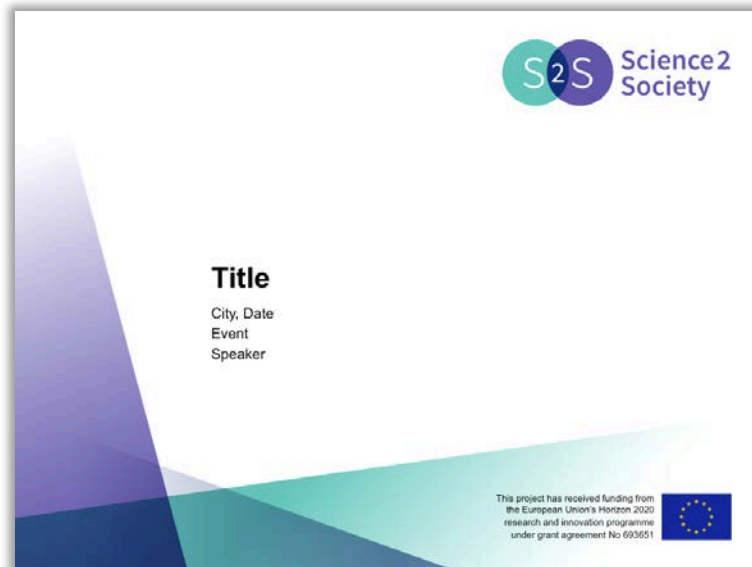


Figure 6: S2S PPT Master

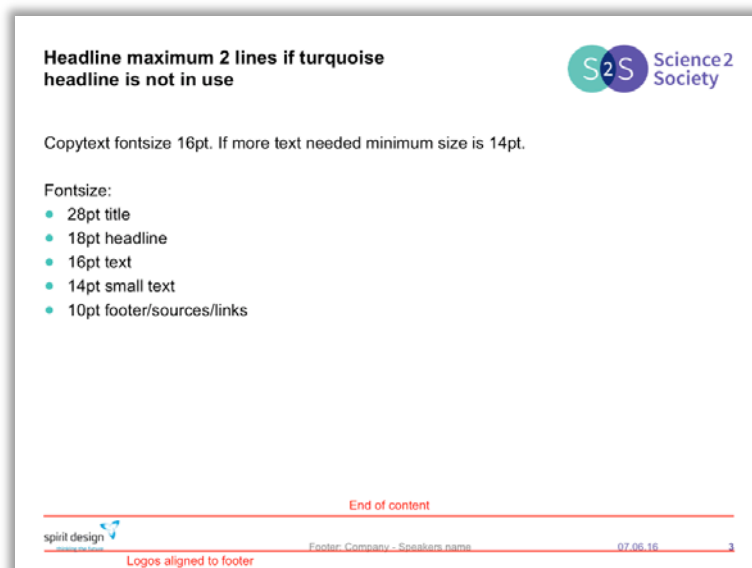


Figure 7: S2S PPT Master Graphics

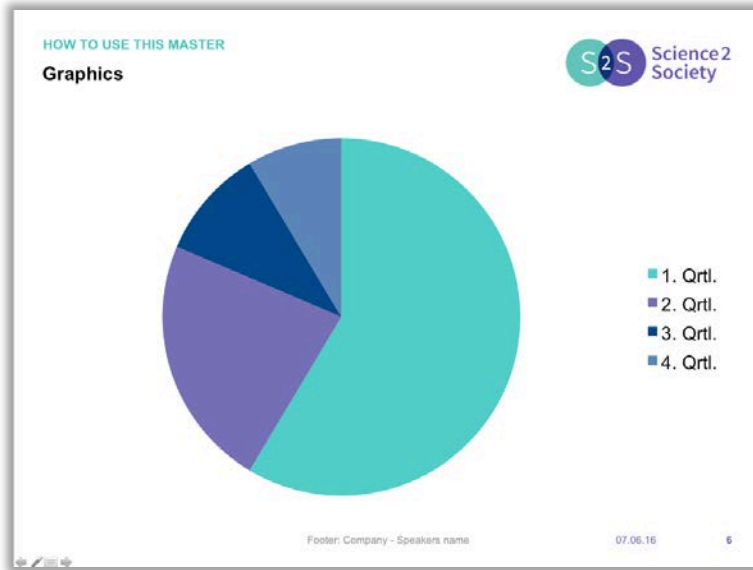


Figure 8: S2S PPT Master - Piechart

4.2 Basic Excel

This Excel template was designed to meet internal communication and documentation requirements. Colours, fonts and styles are set in the master.

This master is available on Projectplace [6] for all partners free to use.

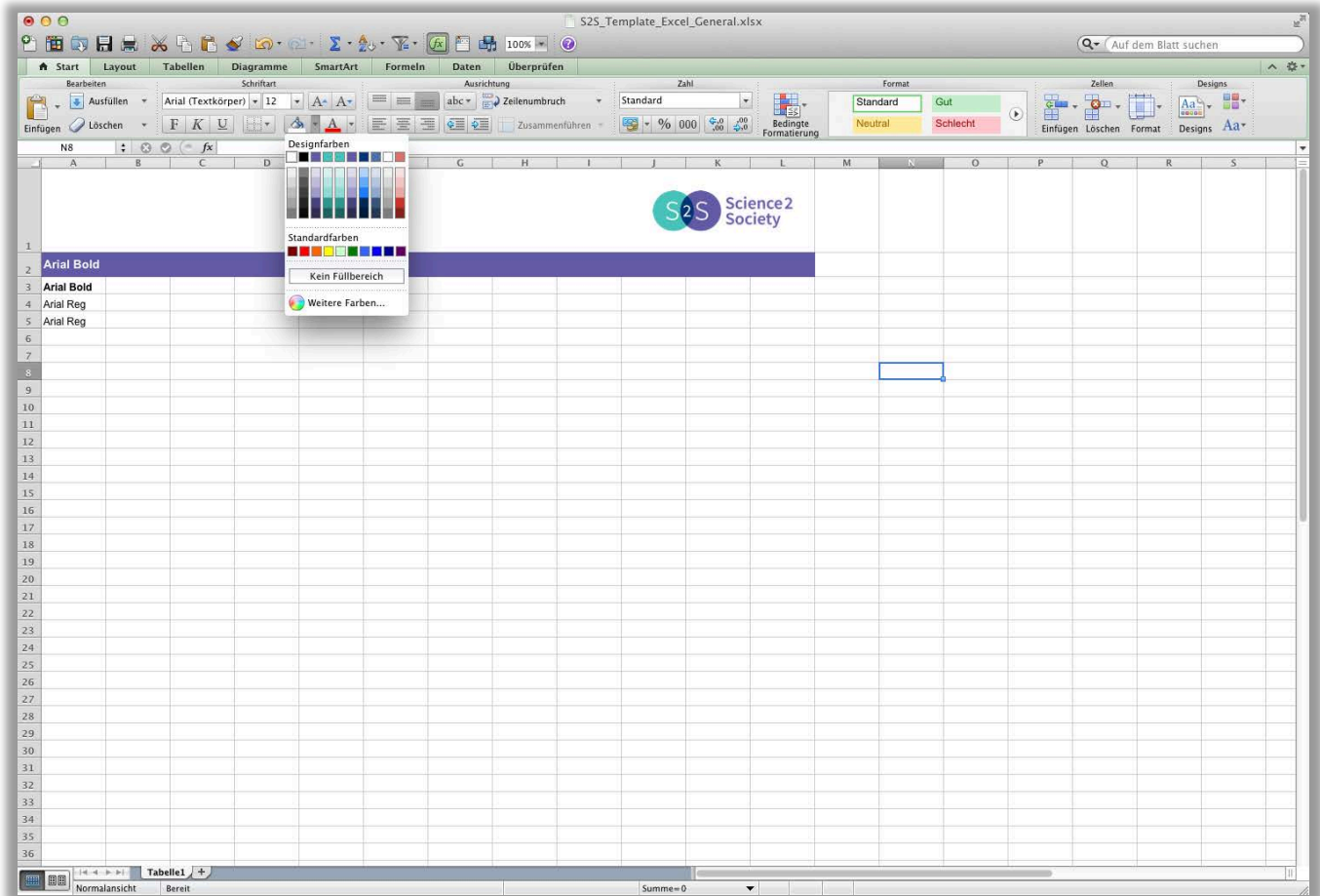


Figure 7: S2S Excel Template

4.3 Basic Word

This template has been established for an internal documentation and workflow. It includes all settings, which were developed for the Science2Society templates. Additionally it shows how website links should be handled.

This template is available for all partners on Projectplace [7].

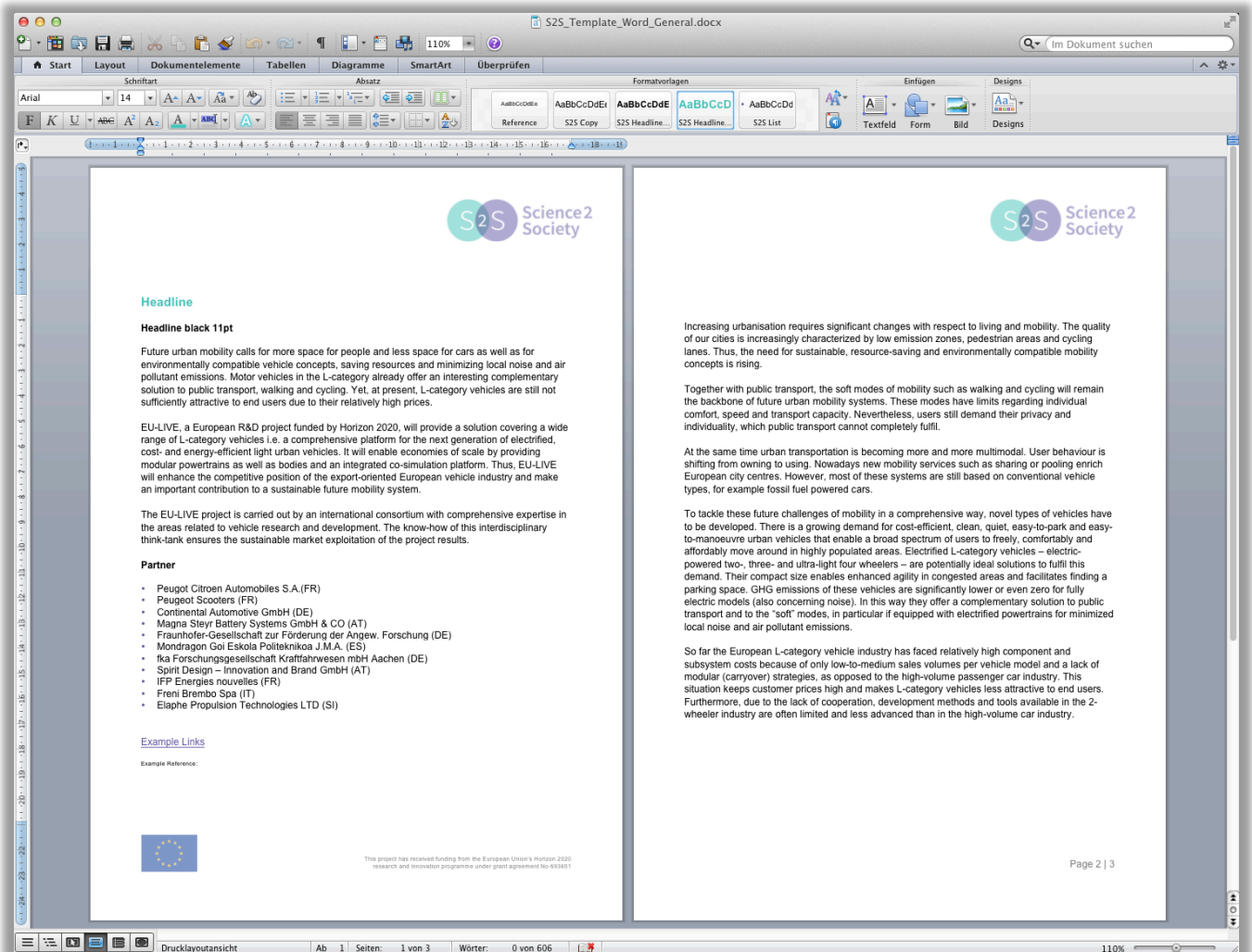


Figure 8: S2S Word Template

4.4 Deliverable

For all deliverables a general template has been created, which consists of about 15 pages and gives a detailed description of how it has to be used. From executive summary to conclusion it gives a brief definition and explains the formatting of headings, tables, figure etc.

The main settings are already preset in the document master for all users. The looks of mathematical calculations and other special content are listed and described in the text. Furthermore, there are predefined settings with hyperlinks to header and footer. These measures shall ensure that all partners can easily issue a well-structured document for their deliverables as used e.g. in the document at hand.

This template is available on Projectplace [8] for all partners free to use.

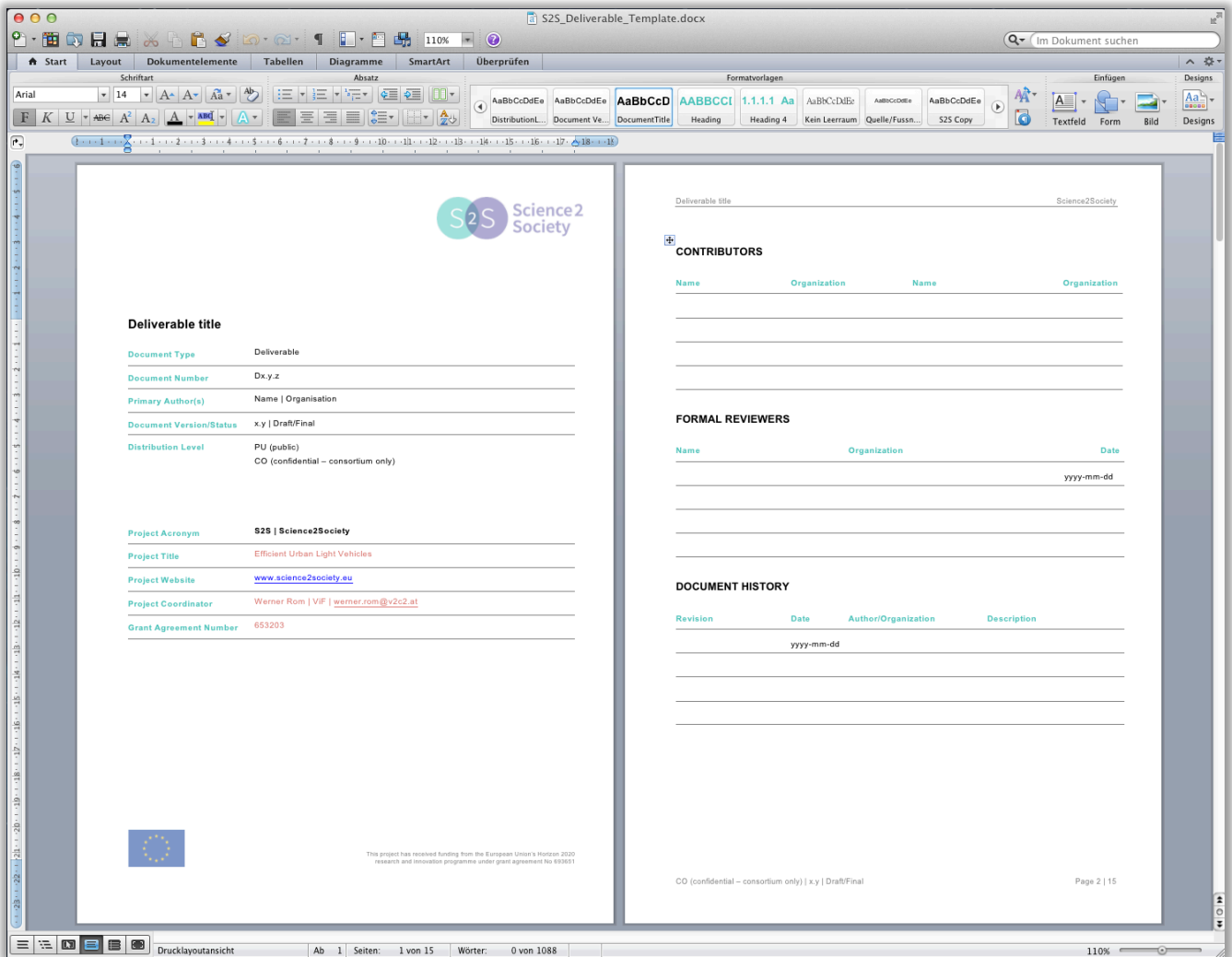


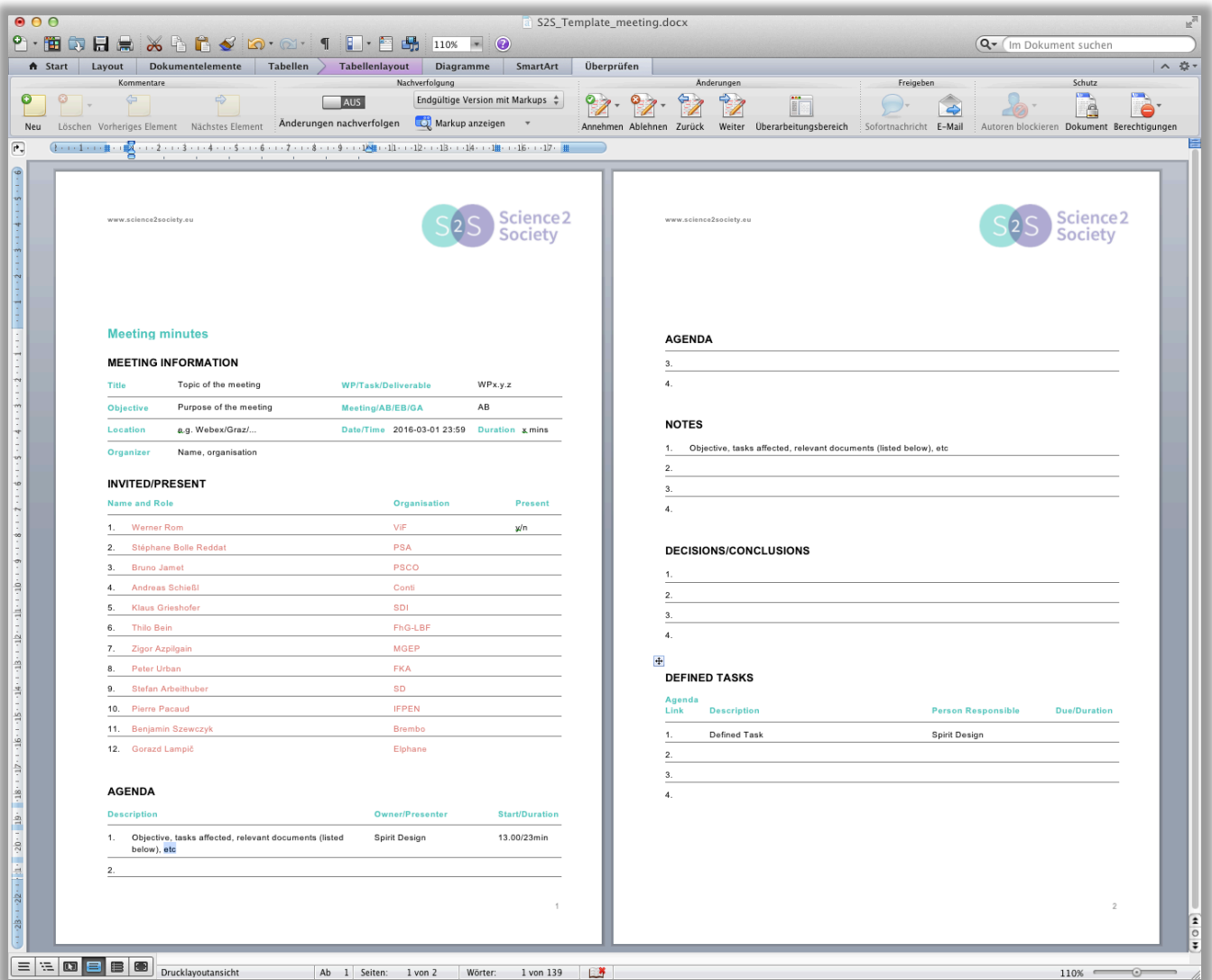
Figure 9: S2S Deliverable Template

4.5 Meeting Minutes

This template has been compiled to meet the requirements for the internal documentation process. The included sections are the following:

- Meeting information
- Partners invited/present
- Agenda
- Notes
- Decisions/ conclusions
- Defined tasks

The main objective of the meeting minutes is that every issue discussed or decided and the person responsible for it can be seen at a glance.



This template is available for all partners on Projectplace [9].

Figure 10: S2S Meeting Minutes Template

5 MARKETING APPLICATIONS

The predefined brand design and its brand elements build the basis for all applications. This ensures that there is a perfect match, and all communication tools transport a coherent image. That way, awareness for the project and its results can be raised and the corresponding products will be promoted to potential customers and users. Some basic marketing tools have already been developed (e.g. website, flyer, press release). Additional applications will follow in due course.

The marketing applications support all communication activities via different channels of communication during the whole project. These applications are the following:

- Website
- Flyer
- Press Release
- Brochure
- Poster
- Newsletter
- Roll-up
- Nameplate
- Advertisement
- Videos

The main goal of these marketing applications is to communicate the key data of the project relevant during the whole project and beyond. All marketing applications and the corresponding templates are digitally available on Projectplace. Every partner can download and print the marketing applications and use the layout for specific communication activities, such as (press) conferences, publications, internal communication and others.

5.1 S2S Website

The brand Science2Society represents the forward-looking symbiosis of science and society with the goal of finding effective answers to today's problems. Simplicity and technological progress are to be conveyed at the same time. The design of the S2S website <http://science2society.eu> does so through an extensive use of the key visual, see section 3.1 which reflects the overall visual identity and transmits knowledge as well as innovation. The public project website enables external and internal audiences to be informed about the project's approach and objectives, its news and events and provides the contact information of the project leaders.

Moreover, the website serves as a kind of public business card for stakeholders with an interest in the project or the products resulting from it.

The website also functions as the entrance to the project portal including knowledge and contact database which will be released in month 12.

5.1.1 Content of Website

Website Structure

This section presents the system of the website content. The tabs and sub tabs shown below have been active since June 2016. As the portal and the seven pilots are not developed yet, the sections will be added the latest in month 12.

Tabs	Sub tabs/Content
Home	
About S2S	Partners
Project Approach & Objectives	Our Mission
News & Events	Events
	Calendar
Contact	General contact of project coordinator, operative project manager and pilot coordinator
Footer	Twitter & Facebook contact Funding Horizon 2020 logo

Table 1: S2S Website Structure

5.1.2 S2S Website – Gallery

The S2S Website is characterized by a dynamic and engaging design. The simple and user-orientated menu navigation presents the content in a well-structured and easily accessible way. As the following screenshots of the website show the key visual has been used to provide a frame for the website's various functions and to create a joint appearance. The pictures convey a fresh, savvy and innovative feeling and give the impression that a variety of pioneering ideas are just being discussed. This contemporary layout underlines the futuristic approach of S2S.

More detailed information on the function of the website can be found in D4.2 [1].

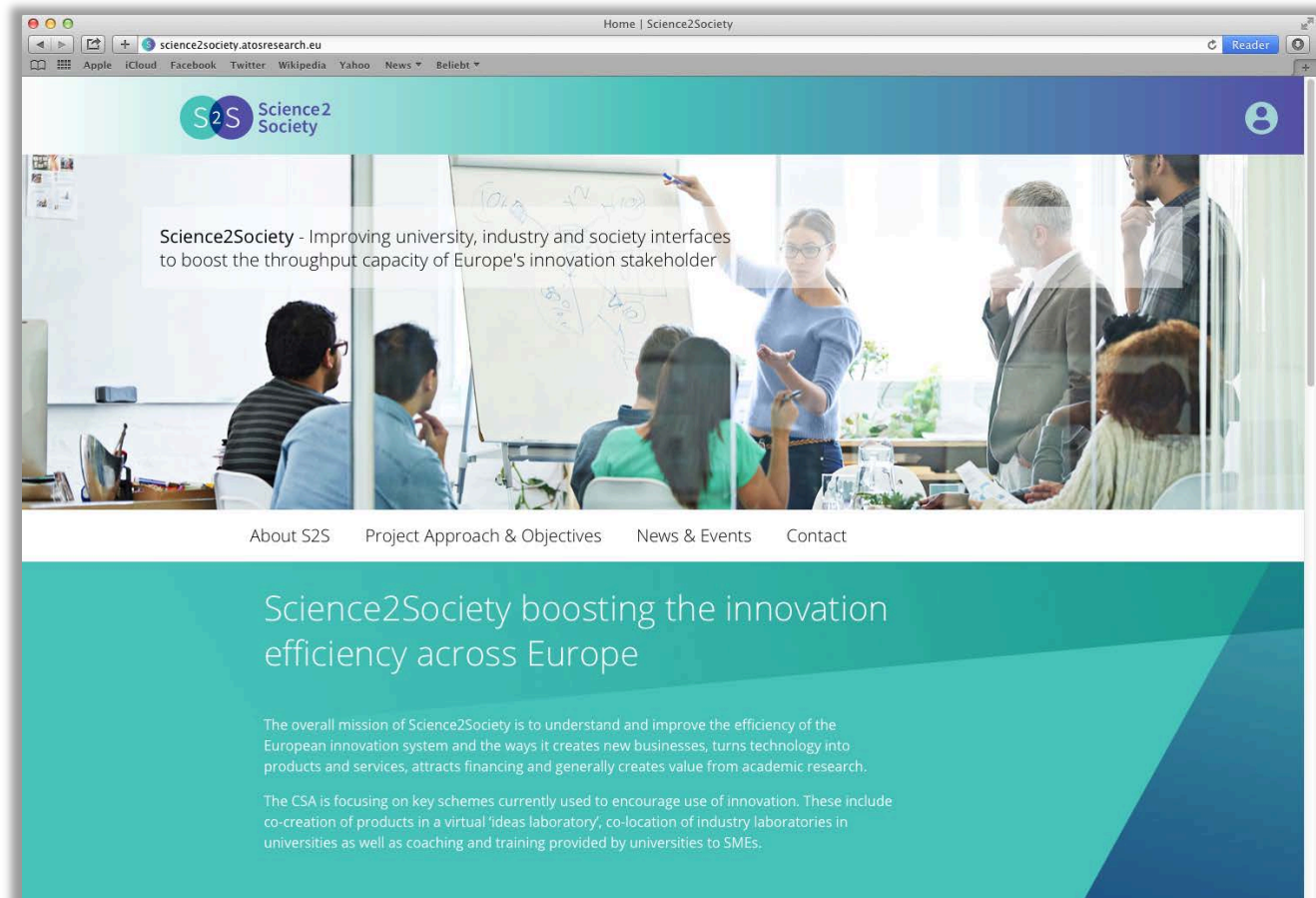


Figure 11: S2S Website - Homepage

Figure 12: S2S Website – News & Events

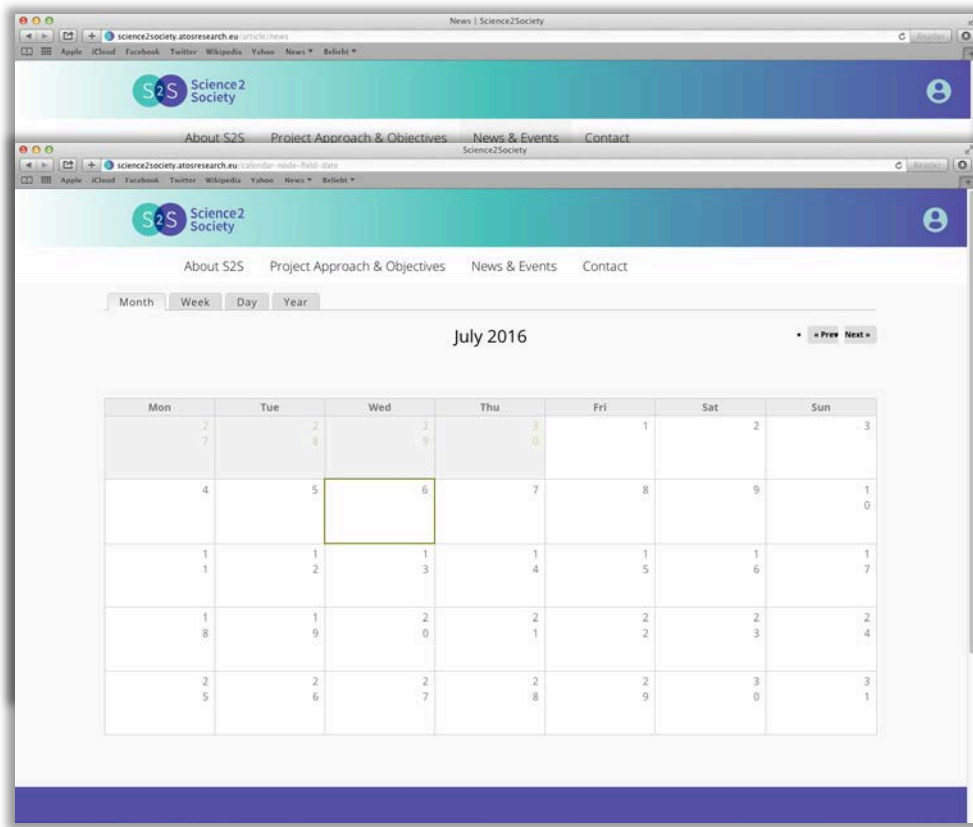


Figure 13: S2S Website - Calendar

5.2 S2S Flyer

The S2S flyer has been created to give a brief project overview for all external and internal stakeholders. The continuative use of the key visual as well as the fresh and dynamic colours engage the reader to have a closer look and provide him with a brief overview on the projects most essential objectives. The A4 format supports the universal character of the flyer.

The template can be found on Projectplace [10].



Figure 14: S2S Flyer

5.3 S2S Brochure

The aim of the S2S brochure is to give a brief project overview for all external and internal stakeholders. The design is finished and will be used for the diverse contents, considering the difference between the general Science2Society objectives and the ones concerning each one of the seven pilots. As the content will be generated from various members of the consortium, this brochure shown below is to be understood as a highly developed look and feel.

The template can be found on Projectplace [11].



Figure 15: S2S Brochure

5.4 S2S Poster

This poster has been created to represent the project on conferences and likewise events. Its aim is to give a positive first impression and to draw the spectator's attention to the project. The generous use of pictures intends to give off a likeable and modern vibe, conveying knowledge and innovation and the same time.

The template can be found on Projectplace [12].



Figure 16: S2S Poster

5.5 S2S Newsletter

This newsletter template has been created in order to ensure a matching appearance of the newsletter emissions, which are planned to happen on a regular basis informing both internal and external audiences about recent and upcoming events and the progress made in the course of the S2S project. The communication manager will be in charge of the coordination of the newsletter.

This template is intended to serve as guidelines for the newsletter. As it will be sent via mailchimp (an email and marketing platform) the colours, font and font size, structure, use of pictures, etc. have been defined and are ready to use for implementing.

The template can be found on Projectplace [13].



Figure 17: S2S Newsletter Template

5.6 S2S Roll-up

The roll-up serves as an eye catcher at events where S2S is being represented. It will be used for future project presentations, speeches at conferences, trade fair booths or likewise events.

The production data for the roll-up is available at Projectplace [14] in two versions for all partners and free to be adapted to the needs of the events to be used.



Figure 18: S2S Roll-up

5.7 S2S Advertisement

This Advertisement has been designed for use as marketing tool for the printed as well as the digital media such as newspapers, magazines and the Internet. The main message and objective of the S2S project are visible at first glance and presented in an accessible way.

The ad banner is available at Projectplace [15] in different versions for all partners and ready to be adapted to the individual needs.



Figure 19: S2S Advertisement

5.8 S2S Videos

There will be a video about the S2S project in general and each pilot with aim to give a brief overview and make the individual projects more accessible to the end-user. The general visual approach will be the overhead shot. This type of shot is a view from above and has several qualities that will be relevant for the presentation of S2S. It creates a flat space, which communicates order and makes it easier to present complex ideas.

The aim is to create a familiar and accessible atmosphere, which transmits simplicity in a complicated environment. The videos should trigger the feeling that the idea of the projects comes from a need of society and is then developed into a successful interaction of reality and technology. The mixture of the digital and real world is represented by the use of digital as well as analogue material.

More information will be available soon. The videos will be available by month 12 and will be used to promote the project and its objectives via divers channels (social media, live events, etc.).

6 DISSEMINATION, EXPLOITATION AND STANDARDISATION

Dissemination and exploitation of results are an integral part of the Science2Society project throughout its duration: from the beneficiary's initial idea, during the project and even after European funding has ended. All the applications described in this deliverable hold at hand, will support the dissemination and exploitation activities of S2S. Especially the visual identity aims to provide a consistent performance and to attract awareness to support the objectives at its best.

7 CONCLUSIONS

The aim of the present deliverable 4.3 “Project visual identity” is to give a detailed overview on the various marketing tools created in order to ensure an effective and well-structured dissemination and following exploitation of the project Science2Society. Additionally it is designated as a guideline for the S2S consortium on how to properly use these marketing tools and to consequently achieve a professional and sophisticated brand appearance of S2S.

The project logo, the key visual, the brand identity, and all templates and master documents just as the flyer, the roll-up and the website as well follow a coherent logic, which underlines the content of the project: the cooperation of the two worlds – science and society – are resulting in innovative and pioneering solutions to nowadays challenges. Leaving behind the complication and elatedness often associated with science, the project’s visual identity aims to make the symbiosis of science and society more accessible to the general public and consequently to the user of the products emerging from the project. By developing a professional joint image and appearance a sound basis for further dissemination and exploitation activities has been therefore set already in the beginning of the S2S project.

8 REFERENCES

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- [2] Science2Society Projectplace / S2S Logo: <https://service.projectplace.com/pp/pp.cgi/0/1238875837> (last accessed: 2016-08-03)
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- [11] Science2Society Projectplace / S2S Brochure: Not implemented yet, basis design available at Spirit Design
- [12] Science2Society Projectplace / S2S Poster: Not implemented yet, basis design available at Spirit Design
- [13] Science2Society Projectplace / S2S Newsletter: Not implemented yet, basis design available at Spirit Design
- [14] Science2Society Projectplace / S2S Roll-up: Not implemented yet, basis design available at Spirit Design
- [15] Science2Society Projectplace / S2S Advertisement: Not implemented yet, basis design available at Spirit Design

A. RELEVANT DOCUMENTS OVERVIEW

Document	Created by	Link on Projectplace (if available)
PPT Master	Spirit Design	https://service.projectplace.com/pp/pp.cgi/r1238620842
Basic Word	Spirit Design	https://service.projectplace.com/pp/pp.cgi/r1255321555
Basic Excel	Spirit Design	https://service.projectplace.com/pp/pp.cgi/r1238825843
Deliverable	Spirit Design	https://service.projectplace.com/pp/pp.cgi/r1212722649
Meeting Minutes	Spirit Design	https://service.projectplace.com/pp/pp.cgi/r1238824127
Flyer	Spirit Design	https://service.projectplace.com/pp/pp.cgi/r1204890991
Brochure	Spirit Design	Not implemented yet, basis design available
Poster	Spirit Design	Not implemented yet, basis design available
Newsletter	Spirit Design	Not implemented yet, basis design available
Roll-up	Spirit Design	Not implemented yet, basis design available
Advertisement	Spirit Design	Not implemented yet, basis design available
Videos	CIT-UPC	Not implemented yet, basis design available
D4.2 “Dissemination and Communication Strategy, Plan and Calendar of events”	Aalto	https://service.projectplace.com/pp/pp.cgi/r1241079775