D6.1: FLAME Brand Identity Toolkit

To help identify and promote the value of FLAME

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This deliverable shortly describes and summarises the FLAME identity toolkit, which consists of a number of artefacts and tools that have been developed within the first two months of the project. The project's logo (in its various versions and colours), the slides and deliverable templates, and the guidelines for use of templates, logo and colours have already been adopted and deployed to uniquely identify and position FLAME towards the target audience. The project web site, which will be described in more detail in D6.2 due by the end of project month 3, reflects the brand identity defined and presented within this document.

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V1.1	03/01/2018	Corrected document identifier from "D5.1" to "D6.1" and updated cross-references

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Nature of the deliverable:		**REPORT**
Dissemination Level		
PU	Public, fully open, e.g. web	✔
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to FLAME project and Commission Services	

EXECUTIVE SUMMARY

FLAME aims to set up strategic activities designed from the early stages of the project to successfully fulfil its dissemination and exploitation goals. Dissemination activities have a central role during the project lifetime in order to foster the widespread awareness of the project as well as strong cooperation and exchange with research communities inside and outside of the EU. Dedicated dissemination and communication channels have been established to all involved stakeholders and the general audience, and a comprehensive plan of target activities has been elaborated.

The dissemination and communication channels aim to inform all stakeholders, the scientific community and the public at large, about the project activities and results, and help the creation of a large-scale experimentation ecosystem for a variety of FLAME Future Multimedia Internet services, engaging industry, SMEs and start-ups at appropriate stages throughout the project.

The FLAME Brand Identity Toolkit includes a logo, a unique format for sharing templates to be used for presentation, publications, leaflets, reports, posters, a project leaflet, and guidelines specification. All of that will be complemented by other dissemination material as required in the course of the project. It captures and reflects the essence of the project's vision and goals, to provide effective customer orientation and ensure that FLAME will be easily recognized as part of the FMI arena. The following deliverable D6.1 presents the FLAME brand identity toolkit prepared so far.

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ABBREVIATIONS

FLAME   Facility for Large-scale Adaptive Media Experimentation

FMI   Future Media Internet

WP   Work Package

1   INTRODUCTION

The FMI market is a complex and demanding playground in terms of quality and type of communication and marketing actions required to attract and engage target stakeholders. To meet this challenge and ensure success, the FLAME project has been equipped with modern and innovative communication tools to develop engagement strategies in line with the expectations of FMI players.

The Brand Identity Toolkit elucidates usage rules for the FLAME identity elements and how to utilize them to create powerful and consistent communications pieces, while at the same time strengthening the FLAME brand.

This toolkit provides guidelines and materials for the creation of dissemination and communications strategies. Consistent use of the FLAME Brand Identity Toolkit helps maintaining and strengthening desired perception of the FLAME brand.

2 THE FLAME BRAND IDENTITY TOOLKIT

First dissemination activities undertaken by Martel at the very start of the FLAME project include the development of brand identity to guarantee the visibility of the project from the beginning.

The FLAME Brand Identity Toolkit has been developed considering several important features from which the FLAME project greatly profits. It has been designed with the intention to:

➔ Convey the project's professional character;

➔ Ensure cohesion within the project;

➔ Clearly distinguish FLAME from other related projects by creating a unique and recognizable brand.

Brand recognition is an advantage especially for marketing and exploitation of results obtained in the project.

Figure 1: FLAME logo

The unique brand identity includes a professionally designed project logo (Figure 1) consisting of a textual and a visual part to ensure it is easily recognised and remembered.

The FLAME logo was designed before the start of the project and has therefore been ready for use since the beginning of the project. It was designed taking into account three main points: graphic, typeface, and colour palette. The graphic part of the FLAME logo is made up of an icon and a single word. The textual part includes the project's name, which communicates as an acronym the title of the project: Facility for Large-scale Adaptive Media Experimentation.

The visual part contains a graphical representation of the project's name, a flame, equipped with tiny radio waves on top which give an indication that such project locates in the networking field.

The typography chosen for the name has a solid, thick and rounded shape which gives a modern and dynamic touch to the whole logo. The proportions and kerning of the letters are adjusted to create a stable triangle with the graphic element. Finally, the typeface lets the logo be perfectly readable even in small sizes.

The colour palette, dark red and yellow, was chosen to keep consistency with the icon, with the exception for the radio waves which are dark blue/green, as a clear distinction to communicate the networking aspect.

These three parts are designed to work together to represent the unique point of differentiation and brand personality of the FLAME project. Together these three components communicate the overall brand message and make a successful logo.

The logo features prominently the FLAME website, which went online at the beginning of January 2017: https://www.ict-flame.eu

Besides the FLAME logo, Martel has produced a template for PowerPoint presentations (Figure 2, Figure 3, and Figure) to be used by the consortium members at meetings, conferences and public events when presenting the project, research topics, and results directly connected to their work in FLAME, as well as when engaging with stakeholders and the public at large.

The templates are kept in the FLAME colour scheme and contain the FLAME logo. They were made available to the consortium before the project kick-off meeting via email and via the FLAME OwnCloud [1] document repository.

Figure 2: The FLAME PowerPoint template, title page

Figure 3: The FLAME PowerPoint template, cover section page

Figure 4: The FLAME PowerPoint template, presentation page

Figure 5: The FLAME PowerPoint template, final page

Along with the PowerPoint templates to be used for presentations, Martel has also produced the template document for the preparation of deliverables, which has been used to produce this document. In this way, all of the planned deliverables will be submitted in a consistent and recognizable format complying with the H2020 rules and regulations. The template includes the project logo as well as the project colours in its tables. Partners can download the template from the project's OwnCloud [1].

Moreover, Martel designed a FLAME flyer to be used by the consortium members for distribution at conferences, meetings, workshops, press conferences or other events within and outside of the scientific community (Figure 5 and Figure 6). The leaflet introduces the FLAME project and highlights the FLAME initiative for 3rd party organizations to join the future media ecosystem. It also shows key information such as the full project title, the funding programme, the total amount of funding available for experimentation, the website URL and the overall goals of the project. The flyer is available on the FLAME public website [1].

Furthermore, an eye-catcher poster is at time of writing in preparation. It will contribute in increasing visibility at meetings, fairs, workshops and any other events where FLAME is presented.
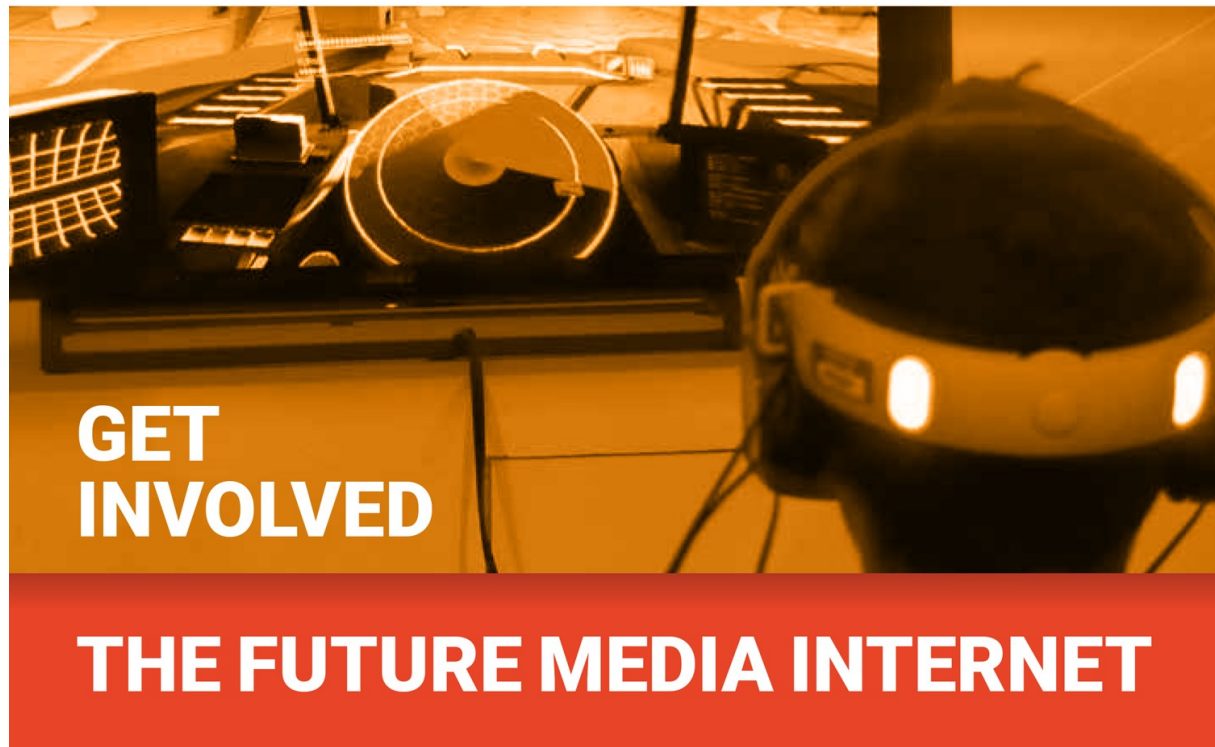
Figure 5: The FLAME flyer (front)

Figure 6: The FLAME flyer (back)

Finally, Martel prepared a document which provides guidelines (see Appendix A) to create a unique and easily recognizable image footprint. Such guidelines define all of the basic graphic characteristics of the FLAME project: from the FLAME logo to the colour palette and fonts used.

The FLAME logo is shown using several colour variations, to be used depending on the background, and in different sizes, to guarantee readability in different sources, e.g. reports, web, presentations. The range of colours to be used in the project are the ones adopted in the logo. Each colour is defined with precise printing characteristics (CMYK) and digital encoding (RGB and HEX). Their use is presented in the font analysis section. It has been decided to use "sans-serif" font for deliverables, slides, reports, and webpages. "Calibri" font has been chosen, which is the default font in the Microsoft Office suite. "Lato", which is available as open source in Open Font License [2], has been chosen as main font for flyers, posters, and webpages. Other fonts may be used as long as they are in line with the main font and the project layout. Finally, specific fonts and sizes for title, sub-title, and text are suggested.

3   CONCLUSIONS

The FLAME Brand Identity Toolkit, which consists of tools and guidelines to help positioning and branding FLAME, has been delivered as planned by the end of project month 2. It will however be maintained throughout the whole project's duration. This report provides a short and concise description of the FLAME brand identity toolkit and the dissemination material presently available.

Dissemination material will be continuously planned, produced, updated and made available as the project progresses by taking into account results and achievements, and the most suitable means to disseminate and communicate them to the appropriate audiences.

4 REFERENCES

[1] https://owncloud.org

[2] https://www.ict-flame.eu/promotional-material/

[3] http://scripts.sil.org/cms/scripts/page.php?site_id=nrsi&id=OFL_web

5   APPENDIX A

GUIDELINES

LOGOS - Colors

LOGOS - Size

COLORS

HEX : #C9472D
RGB : 201, 71, 45
CMYK : 0, 84, 88, 0

HEX : #D37535
RGB : 211, 117, 43
CMYK : 0, 64, 88, 0

HEX : #DE9738
RGB : 222, 151, 56
CMYK : 0, 48, 88, 0

HEX : #E6B03B
RGB : 230, 176, 59
CMYK : 1, 35, 88, 0

HEX : #EDC23E
RGB : 237, 194, 62
CMYK : 1, 25, 88, 0

HEX : #30505E
RGB : 48, 80, 94
CMYK : 91, 51, 43, 36

TYPOGRAPHY - Documents

Calibri Regular

FOR SUBTITLES, TEXTS AND PARARAGRAPHS. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean tortor magna, condimentum vel rhoncus nec, congue ut sapien. Mauris semper vitae nunc ac semper.

Calibri Italic

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Calibri Bold

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Calibri Bold Italic

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CALIBRI BOLD / *Calibri Bold Italic*

FOR TITLES, QUOTE AND *SINGLE PHRASES*. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean tortor magna, condimentum vel rhoncus nec, congue ut sapien. Mauris semper vitae nunc ac semper. *Vestibulum vulputate massa augue, sit amet ornare sapien luctus id.*

TYPOGRAPHY - Web

Lato Regular

FOR SUBTITLES, TEXTS AND PARARAGRAPHS. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean tortor magna, condimentum vel rhoncus nec, congue ut sapien. Mauris semper vitae nunc ac semper.

Lato Italic

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Lato Black

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Lato Black Italic

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LATO BLACK / Lato black

FOR TITLES, QUOTE AND SINGLE PHRASES. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean tortor magna, condimentum vel rhoncus nec, congue ut sapien. Mauris semper vitae nunc ac semper. Vestibulum vulputate massa augue, sit amet ornare sapien luctus id.