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(*) Dissemination Level

PU Public

PP Restricted to other programme participants (including the Commission Services)

RE Restricted to a group specified by the consortium (including the Commission Services)

CO Confidential, only for members of the consortium (including the Commission Services)

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Executive Summary

This deliverable is one of two specific deliverables on dissemination and outreach materials and describes the status of the task 5.1 *"Logo, Corporative Image, Communication Material",* part of the work package 5 of the TERRINet Project: *"Scientific Dissemination & Outreach",* led by the Scuola Superiore Sant'Anna.

This task started with the definition of the corporative image of the project (such as logo, colours, forms, letters) and the definition of the different dissemination material for better reaching the target audiences, according to a previous established dissemination plan.

To achieve the expected results, this task was assigned to an external advertising company, which developed the entire corporate image including logotype, brochure, flyers and PowerPoint templates including fonts and colors.

All the documents defined will contemplate both supports, in paper and in electronic format, and will be used in the communication tools established in this and the following tasks.

This document describes the corporate image created specifically for the TERRINet Project and includes: project logo, flyers and leaflets, custom designed folders, roll-up template, PPT template.

1   Dissemination Materials

1.1   TERRINet Logo

The TERRINet logo has been already created during the submission phase of the project proposal, and then restyled after the project kick-off.

The logo restyling was assigned to an advertising company: they created different versions of the TERRINet logo (see below) which were sent to the Consortium members to vote the preferred one.
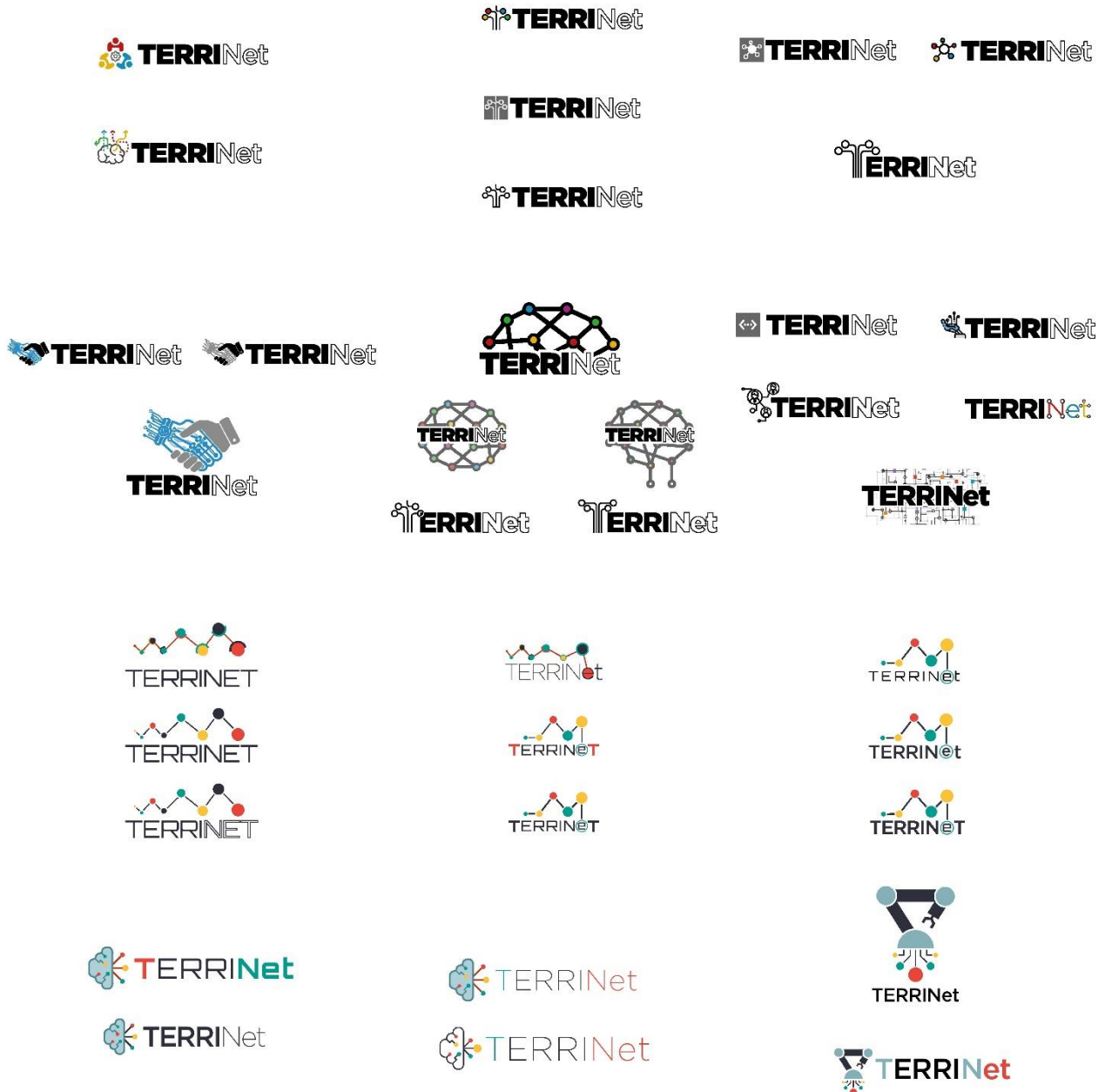

Figure 1 - TERRINet logo restyling study

The majority voted a logo similar to the original one, with some changes and corrections.
The final logo is shown in the picture below.

Figure 2 - TERRINet final logo

From top to bottom, the new TERRINet logo is composed by a graphic symbol, a lettering element with the project acronym and the extended project title.

The whole logo is based on the idea of TERRINet as a network capable to share different expertise in robotics topics: the circles and bars will represent both a network path and a stylized robotic joint; the different colours recall both the different infrastructures available and the stakeholders who can use this network.

To emphasise the acronym meaning, its letters have been divided in two sections: *"TERRI"*, with all capitals and solid black letters, and *"Net"*, in outline black style. The extended project title has capital letters with the logo standard colours.

The font used is "Orbitron", an Open Font License Google Font, in Regular and Bold weights.

1.1.1 Logo technical specs

Font
Orbitron Regular and Orbitron Bold
https://fonts.google.com/specimen/Orbitron

Colors
Black: CMYK 80,60,50,56
      RGB 46,49,61
      HEX 2e313d

Yellow: CMYK 0, 27, 84, 0
      RGB 252, 194, 56
      HEX fcc238

Red: CMYK 0, 84. 76, 0
      RGB 232, 69, 58
      HEX e8453a

Green: CMYK 80, 13, 51, 1
      RGB 0, 156, 141
      HEX 009c8d

1.1.2   Logo variations

TERRINet logo has been designed with some possible variations in element positions and colours, in order to have the best design in every application.

It has different versions in shape (horizontal and vertical) and colors (four-colour, greyscale and negative).

Figure 3 - TERRINet logo variations

1.2   TERRINet fonts

To strengthen the TERRINet corporate image it was decided to use only one typeface for all the dissemination material: this choice allows to make more recognisable all the publications to users.

As standard font Open Sans has been used, an Open License typeface from Google Font: it is free to download and use on printed publications, as well as ready to use in website applications.

1.3   TERRINet folder

All the printed material has been designed to be included inside a custom-made folder: this folder has been created in accordance with the TERRINet corporate image.

The idea is to have a modular dissemination pack which can be assembled with different printed material, depending on the event the project will be presented.

The folder will always include the TERRINet brochure; it could contain one or more TERRINet flyers and other information material about the various infrastructures.

1.4   TERRINet brochure

The first version of the TERRINet brochure has been created together with the corporate image and dissemination material. The leaflet is considered as a fundamental part of the printed material: together with the other flyers, it will give a first outlook to customers on what entire project is, its goals and strategy, the users to whom is addressed, which universities are included in the Consortium and all the research possibilities given.

It contains also a section dedicated on how to get access to the project: six simple steps illustrate all the things users have to do in order to apply and choose the infrastructure best fitting their research needs.

Lastly, the brochure gives all the contact details, useful to get all the information about the project users could need.

1.5   TERRINet flyers

Flyers are an important part of the dissemination pack: starting from the idea of a modular information pack, having many different flyers makes possible to have a very specific approach with different kind of audience.

Each flyer is created with a specific purpose, giving different information: at this moment there are two different flyers, one on the access method and the first call deadline, one about the infrastructures and all the available platforms.

1.5.1   Access flyer

This flyer has the purpose of giving in a quick outlook all the information about everything a user has to do to apply to a TERRINet call. The big title is studied to catch the user's attention, explaining what the flyer is talking about; after there are all the information on how to get access; then are included the details about the currently open call; lastly a "Call to action" inviting the user to continue to get information on the TERRINet website.

1.5.2   Infrastructure flyer

This flyer focuses on the single infrastructure: its purpose is to present all the details, the possibilities and the platforms users can find in a single infrastructure.

With the idea of a modular dissemination pack, this flyer could be used by each infrastructure to promote its activities inside the project to a selected audience or in a particular event.

Every infrastructure has a general description paragraph, its logo, a photo of the location and the list of all the platforms users can find.

The flyer ends with a "Call to action" inviting the audience to see all the other infrastructures on the TERRINet website.

Figure 5 - Access flyer (fac-simile)

Figure 4 - Infrastructure flyer (fac-simile)

1.6   TERRINet Power Point Template

For the project official presentations (both internal and external) a dedicated Power Point template has been created with the official logo, defined colours and fonts.

The template includes different slide layouts to cover different contents (text, images, bullet list, …).

Each slide includes the project logo and the European commission logo, the section title, subtitle and index number.

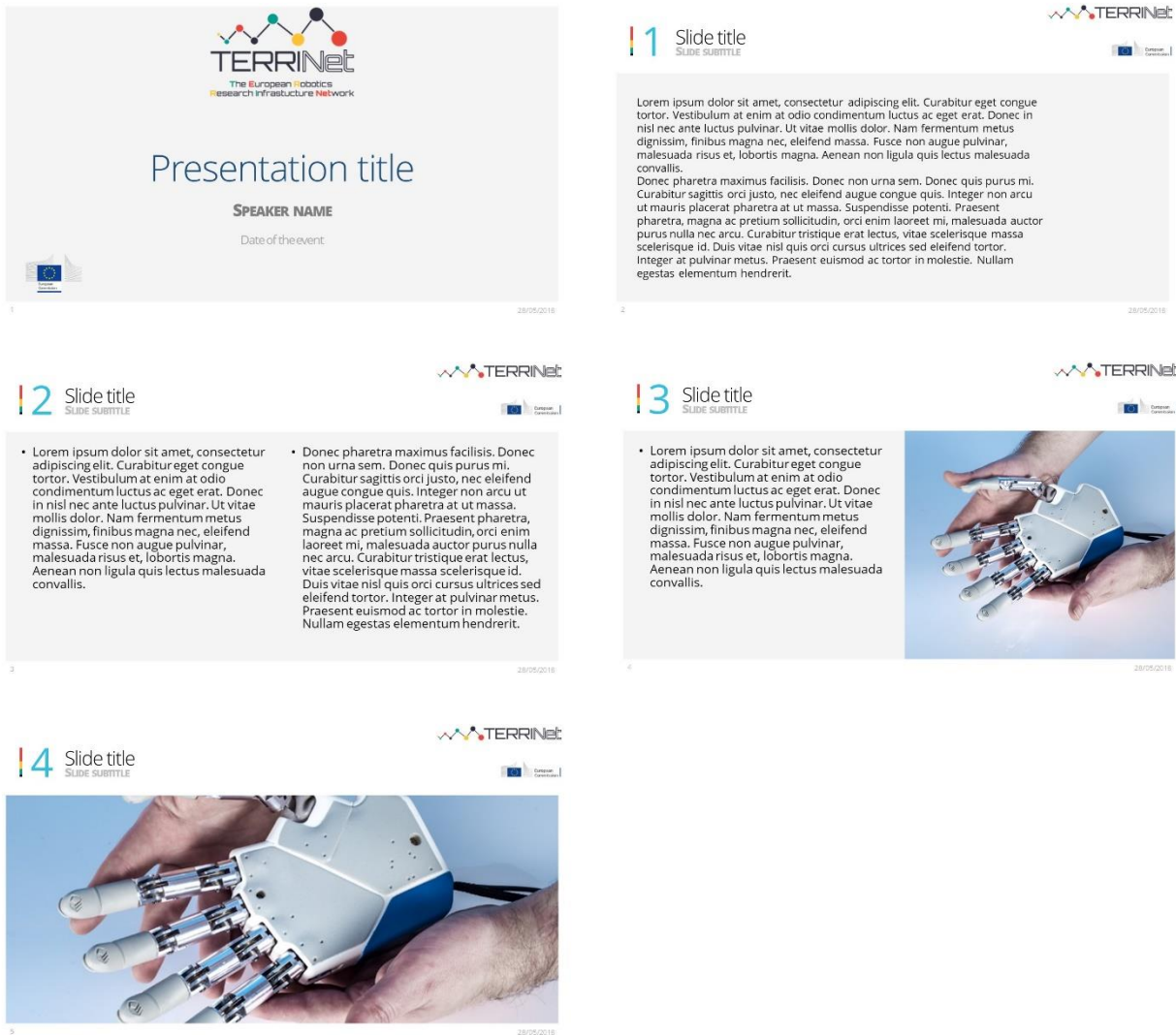The default font used is Open Sans.

Figure 6 - Power Point template examples

2   Conclusions

This report describes the first dissemination materials produced in the first months of the TERRINet project. All the dissemination material is ready. As previously explained, this information material is meant to be changed over time in order to be always aligned with the context in which TERRINet project is presented.