

Presentation of Visual Identity

Deliverable 10.2

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¹ PU = Public

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Summary

For the development and use of visual communication elements, it is important to understand **what content and messages the project conveys and to whom these messages are directed** - the INN-PRESSME target groups. As in many other EU projects, the number of messages is diverse. This means that there are many aspects to be tailored into one central visual message.

Furthermore, it is **crucial for a successful communication to present a reliable and continuous visuality to the target groups**. This is the only way to bind interested parties and target groups to the project in the long term and to engage them into becoming followers and supporters. A **suitable visual language** and an appropriate design are therefore the core elements of visual communication.

For INN-PRESSME it is therefore important to **bring all project messages under a common denominator**, and to interpret the habits and needs of the target groups graphically.

The result is the essence of the most important project message - the optimisation of sustainable nano- and biomaterials and the entire process up to the finished product. The core target groups of **scientists, engineers and business developers** are the recipients of INN-PRESSME communication. Based on these insights, INN-PRESSME gets an innovative, sustainable, and scientific **look and feel**.

The development of all graphic elements includes:

- Logo
- Project colours
- Colour range
- General mood board
- Font style
- Graphics
- General templates



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1 Visual Identity INN-PRESSME

The visual identity of the INN-PRESSME project describes the entire sustainable approach **from the development and optimisation of the materials to the manufacturing process and the use in so-called end products.**

The innovative power of the open innovation test-bed approach and the 360-degree perspective are considered as well as **a clear and simple visual language.**

1.1 Logo, colours & fonts (Styleguide)

The logo and colours describe the most important elements of the INN-PRESSME project, especially the development of biomaterials with a huge **sustainable impact**. The leaf built of several **little hexagons** is also part of visual project description like the use of different **green color shades**.

On one hand it is necessary to show the typical sustainable look (green and leaf) as well as the development of nano and bio materials as one core of the **science activities**. The visual solution of the INN-PRESSME is just more than a simple sign. It describe **a classic text image band**. The reason therefore is the **360 degree project approach**.

To integrate the idea of different services along the entire development process to the finish product and the idea of an open innovation test bed, it is necessary to work with a more technical focused subline – “Open Innovation Test Bed”. In principle, the logo is therefore always be **used in the text-picture combination**. For some graphical alternatives there are several logo versions wich make it possible to be more creative.



Figure 1 INN-PRESSME logos



Font: Poppins Extra Bold / Regular

Source: <https://fonts.google.com/specimen/Poppins>

Day-to-day-fonts: Arial, Helvetica, Poppins (if possible)



Figure 2 INN-PRESSME style guide

1.2 Visual language

The visual language is another important pillar in the communication and dissemination of INN-PRESSME project. The main goals of INN-PRESSME in the communication strategy is to **reach a diverse target group with one crucial thing in common.**

They are all **experts, professionals, interested in details and facts** from their specific field. So it is important that **the entire visual language meets these requirements and needs.**

1.2.1 Mood board

The following visualisations are only symbolic of the look and feel of INN-PRESSME communication. For both existing and future materials, the **mood board serves as an orientation and guideline.** The more consistent the visual implementation, the more sustainable INN-PRESSME communicates with interested parties and supporters.

1.2.1.1 Pictures & Video

Considering our target group, it is important that the images and videos used are **professional and depict the relevant processes and work steps in as much details as possible.** However, care must be taken to ensure that the visual implementation meets the innovative and modern requirements of our target groups.



Through different angles and surprising perspectives, the visual language should support the technical innovation.



Figure 3 INN-PRESSME mood board (pictures & video)

1.2.1.2 Graphics & Icons

The graphic elements of the INN-PRESSME communication **reflect the technical and scientific project approach**. **Clear lines and shapes help to simplify the often complex structures** and not to lose sight of the necessary level of detail.

INN-PRESSME uses an extensive setting of icons to facilitate user orientation. **Icons primarily support digital communication via mobile devices**. Here, texts and extensive labelling lead to negative influences on the usability of the user.

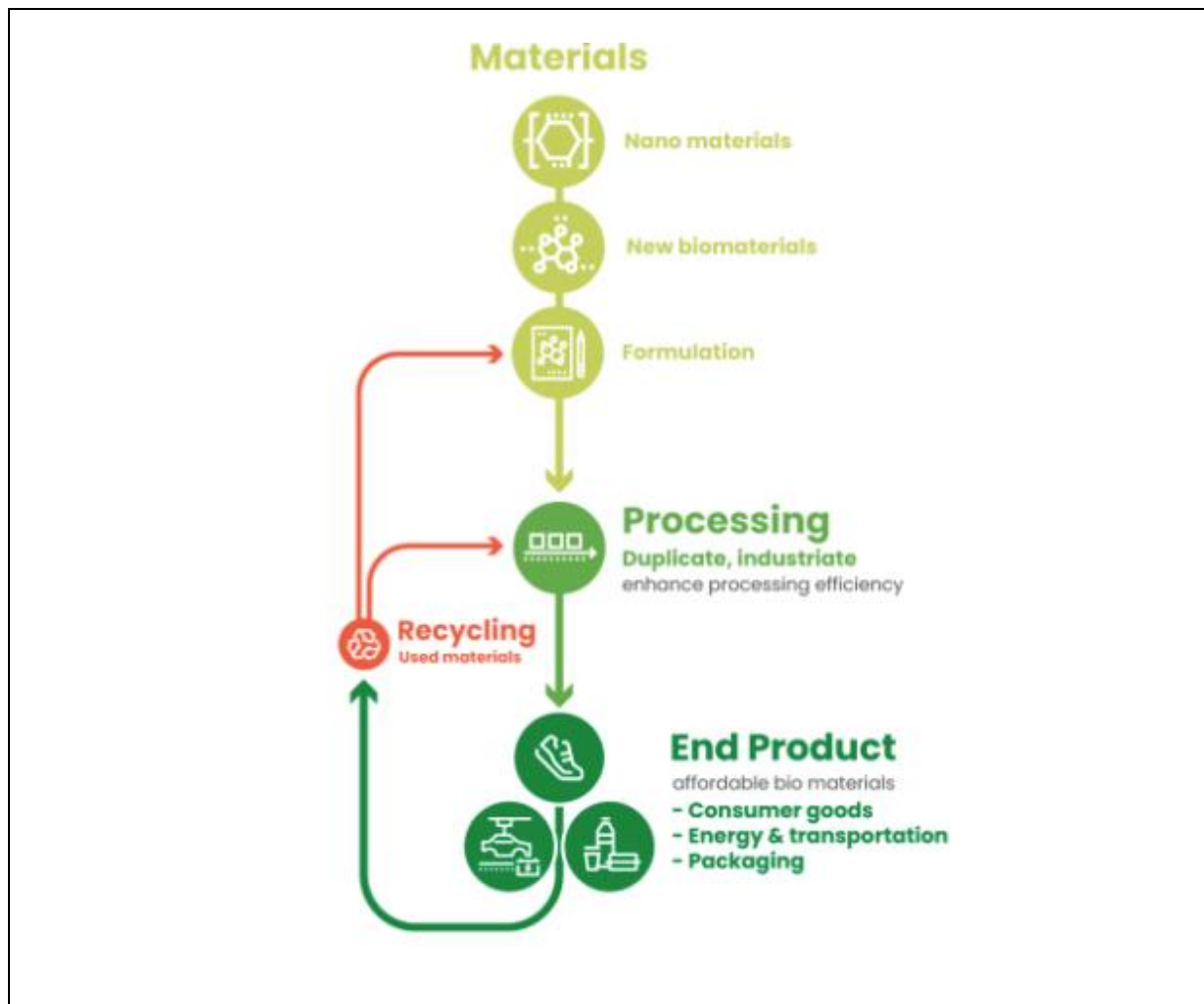




Figure 4 INN-PRESSME main project graphics



Figure 5 INN-PRESSME draft pilot line graphic (example for Pilot Line 1)



Figure 6 INN-PRESSME draft icon development

1.3 Templates

The INN-PRESSME templates are based primarily on the project style guide in terms of colour. But the logo is also deliberately used to support the visual identity.

The templates for protocols, deliverables, reports and powerpoint presentations are used for **internal communication and external communication** with the European Commission, and therefore follow the visual identity consistently. All project participants will apply the visual basics established of INN-PRESSME communication and dissemination.



Figure 7 INN-PRESSME project templates



2 Key Message of INN-PRESSME

INN-PRESSME is a ...

***new industrial strategy for Europe –
sustainable, efficient, collaborative.***

2.1 Project Keywords

The following keywords will be used in the social media communication as hashtags. The identified keywords have been categorised into two levels:

First level keywords:

- *Nanotechnology*
- *Nanomaterials*
- *Nano engineering*
- *Nano*

Second level keywords: *plants, biomaterials, packaging, transport, energy, consumer goods, bio-sources, formulation, transformation, processing, digitalization, pilot lines, upgrading, eco-design, recycling, reuse.*

In addition, all the keywords described in the Grand Agreement, Annex 1, can be used.

