



Project No.: 687961
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 Instrument: Coordination and Support Action
 Programme: ICT-27-2015: Photonics KET
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Deliverable 5.2

RespiceSME Corporate Identity

Deliverable Name	RespiceSME Corporate Identity
Deliverable Number	D 5.2
Work Package	WP 5
Associated Task	T 5.1
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Completion Date	M 04 (April 2016)
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Deliverable Lead Partner	Partner 1 - SEZ
Deliverable Author	Samantha Michaux

Dissemination Level		
PU	Public	X
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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1. Objectives

The task 5.1 'Corporate Identity' of the WP 5 'Communication' aims at:

- giving visibility to RespiceSME objectives and activities to the selected audiences
- communicating the RespiceSME goals, progress and results through printed media (Flyer) and electronic (Website, newsletter, social media) sources

2. Project Logo, Visuals and Corporate Typography

A **Corporate Identity (CI)** of RespiceSME was developed by a professional graphic designer based on the inputs provided by Steinbeis-Europa-Zentrum (SEZ) and the consortium. The coordinator (SEZ) selected the design agency following the principle of "best value for money" after having analysed and compared three different quotations. A first meeting with the graphic designer has been organised to discuss the general aspects such as the materials needed, deadlines, colours, layout etc. and to present the project in order to give them an orientation of the message the design should communicate. By the second meeting, the graphic designer presented several drafts and sketches for the logo and the flyer. The coordinator presented the different layouts to the other partners during the kick-off meeting in January 2016. The CI includes a **project logo** (form and colours), the layout for **flyer and website**, a layout for project's **newsletters** and **power point presentations**. The CI will mainly be used in all internal and external documents and presentations as well as for the social media used in the project (Twitter, Linked In).

Project logo

Together with the project consortium, the logo above matching the consortium's expectations has been chosen.



The **logo** is composed by the name of the project and a graphic combining the concept of networking and synergy and the dynamic of light, which builds on the **vision of RespiceSME: Stimulating business collaborations of Photonics SMEs by enhancing their innovation capacities for value creations and exploiting the potential of photonics in new industrial sectors**". Regarding the colours, the coordinator asked the partners to select 3 colours that they identified with photonics. After some discussions, the consortium selected 3 warm colours (red, orange and yellow) because associated to the principles of fire, heat, sun and warmer temperatures which are related to power of photonics.

Project Visuals

To strengthen the visibility of the design of the project, **some visuals** have been included. The visuals were also developed by a professional graphic designer based on the feedback and input from SEZ and the consortium.



This visual combines an eye referring to the eyesight as a medium to see the light with a world map illustrating the principle of internationality behind the project.



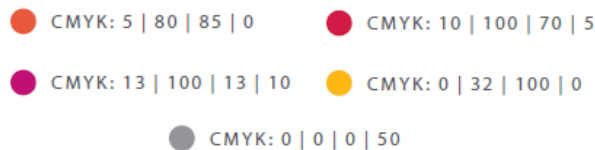
It's all possible with light

This tagline is used in all project communication media referring to the potential of photonics in different industrial applications addressed in the project such as smart manufacturing, energy/ environment and smart transport.

Corporate Typography

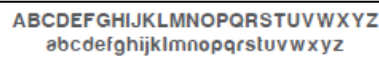
The following project typography has been selected for all communication media:

1. Colours:



2. Police:

The police selected for the CI is ARABARA:



3. Layout for communication media

Promotional flyer

The intention of the promotional flyer for the RespiceSME project is to support the communication between the project consortium and the several targeted audiences. It is supposed to capture the main elements of the project and is based on the developed CI. This brochure will be used as a promotional instrument and it will serve to increase the visibility of RespiceSME. The project brochure contains main elements of the RespiceSME project. It is furthermore an important tool in the overall dissemination strategy.

An original format has been selected for the layout of the promotional flyer: DIN A5 – 8-folded pages:

Page 1 & 8: Cover page and the Consortium





THE RESPICE SME CONSORTIUM

- STEINBEIS-EUROPA-ZENTRUM** - Steinbeis-Europa-Zentrum - Germany
www.steinbeis-europa.de
- Opticavalley** - Opticavalley - France
www.opticavalley.org
- FORTH** - Foundation for Research and Technology Hellas - Greece
www.forth.gr
- Optochel** - Optochel Deutschland e.V. - Germany
www.optochel.de
- PhonicSweden** - PhonicSweden - Sweden
www.phonicsweden.com
- Photonics Austria** - Photonics Austria - Austria
www.photonics-austria.at
- SECPHO** - SECPHO - Light Technologies Cluster - Spain
www.secpo.org
- NUI Galway OE Gallima** - National University of Ireland, Galway - Ireland
www.nuigalway.ie
- Laser & Engineering Technologies Cluster** - Laser & Engineering Technologies Cluster - Lithuania
www.litack.lt
- KTN** - Knowledge Transfer Network Limited - United Kingdom
www.ktn-uk.co.uk

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For further information on RespicSME and to follow our progress please visit www.respic-sme.eu

PHOTONICS²¹
Regional, national and European Support for Photonics Innovation
Cluster enhancing SMEs' Innovation Potential

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It's all possible with light

RESPICE SME

Page 2 & 3: Eye-catcher: Visual of CI with tagline “See the light inside” referring to the power of light through photonics



Page 4 – 7: Information about RespicSME



PHOTONICS PUBLIC PRIVATE PARTNERSHIP



The **content of the flyer** has been selected in order to deliver the **key messages of RespicSME** to the target groups of the project which are high-tech Photonics SMEs and start-ups; Photonics Innovation clusters; national platforms and other innovation clusters. Therefore, the overall structure contains **3 main sections**:

1. **RespicSME in a nutshell** delivering insight in the project vision and objectives.
2. **The RespicSME Toolbox** presenting the tools that will be developed within the project and provided to the target audiences. The toolbox refers to the 3-dimensional approach of the project.
3. **Impacts and benefits** presenting the added-value of RespicSME for project's target groups.

The photonics related pictures integrated in the flyer have been delivered by the project partner, Laser & Engineering Technologies Cluster from Lithuania, who became them license-free from one of their cluster members.

5000 exemplars of the flyer have been printed; each partner received then 500 exemplars for their dissemination purposes.

Project Website

The detailed content of the project website will be presented in the deliverable 5.3 'RespicSME website and social media channels' that will be delivered at the beginning of May 2016. The website is still under construction but will go online by the end of calendar week 14. However, the layout has been designed yet and first parts of the content have been elaborated and uploaded.

The layout of the website relies on the CI of the project and the promotional flyer.

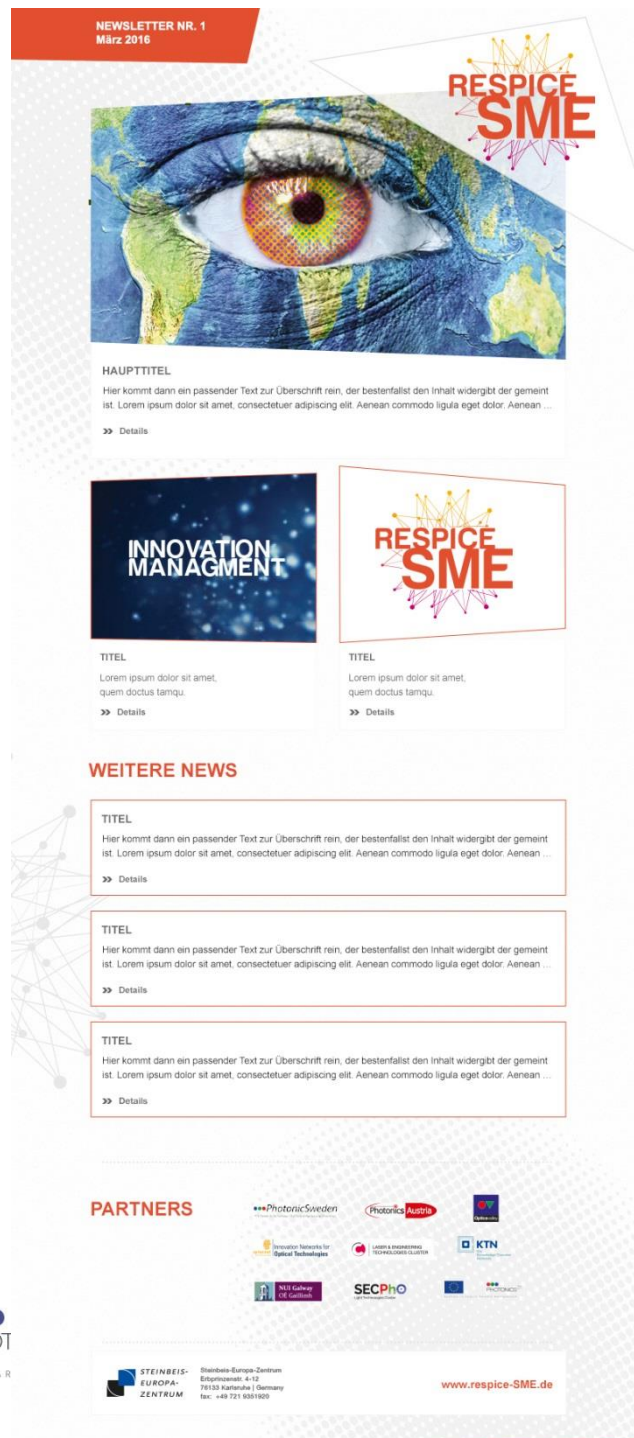
Start page



Electronic

An electronic half-produced containing project according to and corresponding (deliverables 5.5, 5.6 be distributed among collaborators through networks.

The layout of the designed in project CI and in communication media



Newsletter

yearly newsletter will be the main information of the the respective time frame activities performed & 5.7). The newsletter will RespiceSME main emailing and via social

newsletter has been accordance with the reference to other such as flyer and website.



Power point presentation

To support the presentation of the project during events, workshops and meetings, a template for PowerPoint presentations has been designed relying on the project CI.

