Deliverable D4.3

EPIX project visual layout and website

Deliverable Control Page	
Deliverable Title	EPIX – Eco-system Partnership for Interclusters and smart cities eXchanges
Deliverable Number	D4.3
WP number	WP4
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Short Description	The EPIX project visual identity (logo and communication materials layout design) developed at the project's start to brand the outreach and raising-awareness campaign. It will be defined in line with the visual rules of the ClusterXchange pilot scheme and COSME Programme (as stated in the Grant Agreement). The project highly focused website will be put in place to provide essential information on the EPIX project activities and ClusterXchange opportunities in a simple, quick and efficient way. The project visual layout and website will be developed by RI LIV, with all PPs content contribution
Contributors	All PPs (LIV, SIC, HABIC, MoWIN.net, DUTIREG, ELCA)
Type R = Report, DEC=Websites, videos etc. O = Other,	DEC
Language	English

Version	Date	Authors	Description
V1	21.04.2022	AV (LIV)	Draft version
V2	17.05.2022	AV (LIV)	Advanced draft and visual layout developed
V3	31.05.2022	All PPs	Contributions from PPs
V4	30.06.2022	AV (LIV)	Final version

Dissemination level	☐ CO (Confidential, only for members of the consortium and Commission Services) ☒ PU (Public)
Requested deadline (dd/mm/yyyy)	30/06/2022

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Premises

The branding of the project plays a role of utmost significance in creating brand association regarding visual communication.

The EPIX visual identity, communication channels and materials have been developed to reinforce the joint internationalization mission of the project consortium as well as the EPIX additional value and its exact value proposition.

All dissemination materials produced within the project shall be designed in line with the visual identity.

Logos, typography, graphic elements, branding guidelines and templates are available for partners to access and download from the project internal area (dropbox co-shared folder).

1. EPIX: a dedicated logotype

The starting point of the EPIX visual identity definition (branding process) was the development of a logotype[1] dedicated to the project.

The starting point of the entire Epix visual communication project was the development of a dedicated logotype.

The first step was the analysis of the "Epix" lettering. From the initial "E", attention immediately shifted to the final "X", much more suitable - from a visual point of view - to represent the visual coefficient of the "smart cities exchanges" concept. Hence the definitive formulation of the new "EpiX" lettering.

To get closer to the concepts and intent of the project, it was decided to proceed with a geometric design of the whole. Each single letter is in fact characterized by a strong visual volume (bold) and by a very close kerning between letter and letter. This, combined with the use of Pantone 7699 C (very dark grey / blue), gives the first level of the logo a rigid, fixed, almost immobile shape, a transposition into lettering of the immobility that can be found most of the time inside the centres urban.

The breaking point and change are the appearance of two dynamic shapes near the "X": the yellow square and the blue circle. These, positioned on the guidelines that build the "X" communicate a sense of dynamism that proceeds from the outside to the inside, with a theoretical encounter at the centre of the letter. Here the concept of "exchange" develops and takes shape: a movement that, starting from the outside, radiates throughout the logo in a continuous alternation of shapes and colours, where the fixity determined by the grey colour is interrupted by the dialogue with two dynamic colours such as yellow (Pantone 387C) and marine blue (Pantone 319C).

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[1] A logotype is a logo centred around a project title/acronym, while a logomark is a logo cantered around a symbolic image or icon

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COLOR

RGB | WEB

| RGB 245/245/245 | RGB 79/97/114 | RGB 30/202/211 | RGB 226/231/53 |
| #f5f5f5 | #4f6172 | #5ec6d0 | #e2e735 |

Four-color process | Pantone

| CMYK 5/4/4/0 | CMYK 71/51/38/25 | CMYK 67/0/23/0 | CMYK 20/0/84/0 |
| PANTONE 11-0601 TPG | PANTONE 7699 C | PANTONE 319 C | PANTONE 387 C |

2. EPIX corporate identity

Once the logo was defined, the next step was the development of a dedicated coordinated image. We thought of a modern image, with a minimal layout. The distinctive and central element is the "X" itself which becomes a visual coefficient and which, repeated on different scales, becomes a visually distinctive symbol of the project. For a communication with a strong visual impact, it was decided to isolate the "X" making it in effect the "mark" of the logo. Always to be used in the absence of the complete logo, the X-mark is the final visual identification of the project.

TEMPLATES

To ensure a consistent ‚look and feel' across the project a series of Word and PowerPoint templates have been designed.

PowerPoint template

The PPT will be used to present deliverables at internal/external events, share project information and for internal communication.

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WORD template

Word template was developed for the reporting (deliverable templates) and Internal Implementation purposes. All templates are available for partners in the internal project co-shared Dropbox folder.

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2.1 EPIX dissemination materials

A series of potential promotion materials have been designed and will be developed in the project's course, in particular in view of the CxC exchanges, B2B and networking events with target SMEs, clusters, cities representatives and other stakeholders.

Project notebook and folder

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Project bag (to be used during ClusterXchange and other project events, like Focus Groups and match-making events with Cities and stakeholders planned in the project course)

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Project notebook

Below in detail: A5 notebook and a second proposal for business cards.

3. EPIX off-line communication

As for the coordinated image, for off-line communication a minimal layout has been thought of, where the "X" is always at the centre of the visual experience.

For this type of media (posters, roll-ups, totems, etc ...) we have chosen to use grey as the primary composition colour (background) in combination with white (replacing the grey of the lettering) and the two colours yellow (Pantone 387 C) of marine blue (Pantone 319C).

The final result is a clean, immediately recognizable and dynamic communication; easily identifiable by the visitor / user (for example at trade fairs or meetings).

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3.1 Example of EPIX totem

3.2 Example of EPIX roll-up

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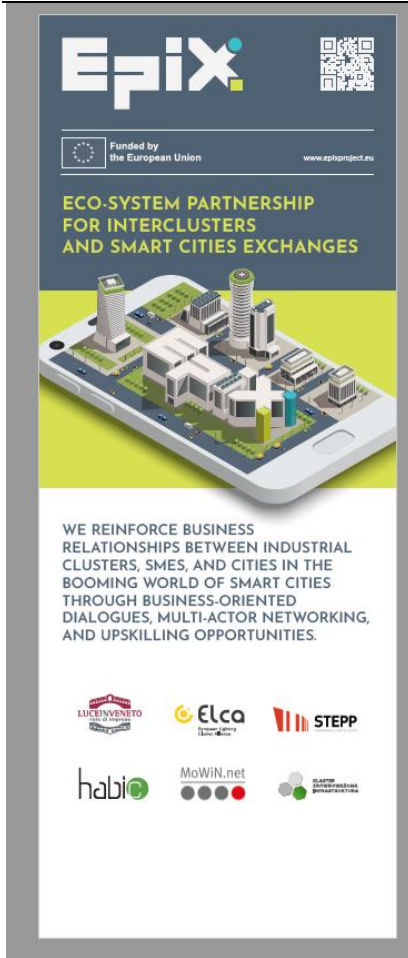
4. EPIX communication

4.1 EPIX website

www.epixproject.eu

Starting from the work done so far for off-line communication, we then moved on to the analysis and development of online communication. For this reason, we mainly thought of a modern website, built entirely starting from the three colours of the brand (grey, yellow, blue).

The use of all topics ("About Epix"; "Partners"; ClusterXchange ";" News & Events ") takes place within the same landing page through the selection tabs on the right side of the page. This allows the user a clear understanding of the topics covered and a complete overview of the project and, at the same time, avoids leaving the site for a too complex user experience (for example submenu pages).

Particular attention was paid to the visual communication of the page. In order for this to be aligned with the dynamic idea of the logo, it was decided to replace the page background photos with videos. By eliminating photographic static, the user associates the dynamism he perceives from the videos with the dynamism of the project.

The website provides essential information on the EPIX project activities and Cluster Xchange opportunities in a simple, quick and efficient way.

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The main menu has the following sections:

- Partners
- About
- News&Events
- ClusterXChange

The "ClusterXChange" section provides complete information about the programme and the access procedures («What is ClusterXChange » ; « Who can partecipate »). For more information the user can download a .pdf brochure and click on the link that leads to the ECCP Platform and the ClusterXchange section.
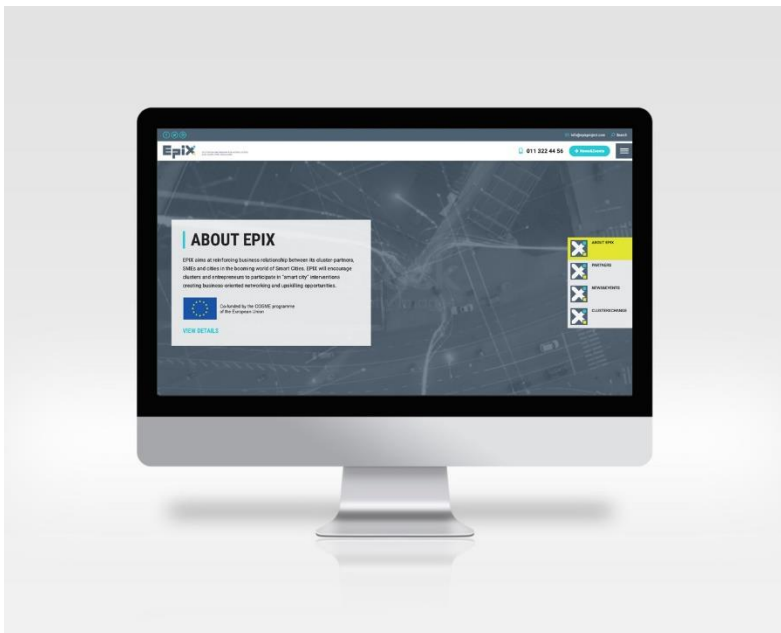
FOOTER

In the website footer users can find the disclaimer and general information about the EU funding and the COSME programme

DISCLAIMER

Grant Agreement n°101037907 EPIX-COS-CLUSTER-2020-3-03 / COS-CLUSTER-2020-3-03-1

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