The European IoT Hub

Growing a sustainable and comprehensive ecosystem for the Next Generation Internet of Things

D5.2: Brand toolkit and guidelines

Revision: v.1.0

Work package	WP 5
Task	Task 5.1, 5.2
Due date	31/01/2021
Submission date	15/02/2021
Deliverable lead	Martel Innovate
Version	1.0

Abstract

This deliverable comprises and explains the brand guidelines for both the EU-IoT Coordination and Support Action (CSA) and the new Next Generation IoT (NGIoT) initiative.

This document lists and differentiate the visual elements which are rules and values to help create a solid and recognisable identity.

Keywords: Brand, graphic identity, corporate, templates.

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	21.12.20	1st version	Miguel Alarcón, (Martel)
V0.2	12.02.21	Copy edits	Katherine Anderson (Martel)
V0.3	12.01.2021	Final version for comments from partners	Monique Calisti, Miguel Alarcon (Martel)
V1.0	15.01.2021	Final version for submission, integrating all comments	Lamprini Kolovou, Miguel Alarcon (Martel)

Disclaimer

Project co-funded by the European Commission under H2020		
Nature of the deliverable:	R	
Dissemination Level		
PU	Public, fully open, e.g. web	√
CI	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to EU-IoT project and Commission Services	

* R: Document, report (excluding the periodic and final reports)

  DEM: Demonstrator, pilot, prototype, plan designs

  DEC: Websites, patents filing, press & media actions, videos, etc.

  OTHER: Software, technical diagram, etc

EXECUTIVE SUMMARY

EU-IoT is a Horizon 2020 (H2020) Coordination and Support Action (CSA) that aims to support European Next Generation Internet of Things (NGIoT) research and innovation projects and initiatives. The main mission of EU-IoT consists in supporting the creation and growth of a sustainable and competitive ecosystem embracing, on the supply side, all European technology and system providers, but also researchers, SMEs/Start-ups, policy makers and regulators, and, on the demand side, all potential users (both private and public organisations) across several sectors that will benefit from NGIoT technologies and solutions.

This can be effectively done only by acting as a virtual and agile "hub" facilitating networking, liaisons, synergies, as we as exchange of know-how, technologies, success stories and resources that can be of relevance to the entire NGIoT ecosystem. In this respect, it is of utmost importance that EU-IoT join forces with other relevant actors, projects and initiatives, including the EC, the ongoing IoT projects, as well as the AIOTI, the GAIA-X, the Smart Networks and Services partnership, etc. Of relevance is the close interaction with two other ongoing H2020 CSAs, namely NGIoT and OPEN DEI and that all EU-IOT partners are following-up on.

For sustainable and broad impact of the NGIoT initiative, especially in the delicate transition from H2020 to Horizon Europe, an essential part of the EU-IoT mission is to lead and coordinate the **communication and dissemination** activities to increase the visibility and credibility of NGIoT projects' work and achievements. This is done by orchestrating communication and dissemination efforts in close coordination with the EC and the various other ongoing H2020 IoT projects and initiatives, and it includes a set of activities including online presence (NGIoT portal and social media channels), open calls promotions, events organisation and participation, storytelling, as well as news and promo materials production.

To this purpose, instead of fragmenting media and communication efforts and presence by creating a new brand and a new identity, in close coordination with the EC and with the ongoing NGIoT CSA, it was agreed that the EU-IoT project will animate and contribute to the already established NGIoT channels (same web portal and social media channels), where indeed NGIoT is the selected name for indicating the overall initiative (i.e., set of IoT projects). So, while the EU-IoT project's brand identity will be used to identify contributions of the EU-IoT project and partners, the EU-IoT media and communication efforts led by Work Package 5 – EU-IoT Amplifier, will be largely dedicated to promoting the NGIoT initiative under a common and unique brand that is a refreshed version as presented in this deliverable (together with the EU-IoT one).

The decision to revamp the NGIoT initiative brand (as presented in this deliverable) gives the opportunity to differentiate it from the homonymous current CSA project identity and establish a stronger umbrella (or family) branding strategy. The concept of umbrella branding refers to a marketing practice which involves selling many related products under a single brand name (which involves) creating huge brand equity for a single brand. This approach has been proven to work effectively for related H2020 initiatives that Martel (leading also the EU-IoT media and communication activities) has been leading, see for instance the Next Generation Internet (ngi.eu) and the Collective Awareness Platforms for Sustainability and Social Innovation (capssi.eu).

A brand identity is made of visible elements such as: the logo, colours, fonts and other graphical elements that identify and distinguish the brand in the mind of the audience. A unique, well thought out identity allows all stakeholders to recognize a consistent look and feel across all media outlets (electronic and printed visual media). It defines how those who encounter the brand should perceive it and influences their opinion of it. This document presents, the two different brand identities the EU-IoT consortium has been working on:

- The EU-IoT CSA one (section 1).

- The revamped NGIoT initiative brand identity (section 2).

TABLE OF CONTENTS

LIST OF FIGURES

ABBREVIATIONS

CSA	Coordination and Support Action
RIA	Research and Innovation Action
EC	European Commission
EU-IoT	European Union Internet of Things
H2020	Horizon 2020
IoT	Internet of Things
NGIoT	Next Generation Internet of Things

1   EU-IoT PROJECT IDENTITY

1.1   EU-IoT visual identity

The design of the EU-IoT identity commenced during the proposal preparation. This brand will be, most of the time, "behind the scenes". The EU-IoT logo will be mainly used for internal purposes such as: deliverables, internal or review presentations and to acknowledge EU-IoT input in specific documents. Most of the communication efforts will be funnelled to promote the NGIoT initiative, whose brand is presented in Section 2 of this document.

The logo of EU-IoT is built inside a circle shape with the acronym split vertically in two and the dash as a central point in the centre of the circle.

In terms of colours, the gradient of blue/green moving from darker to lighter (left-right) evokes the concepts of evolution, advancement as well as technology.

In the Appendix A of this document the detailed brand guidelines with logo variations, colour codes and fonts are presented.

Figure 1: EU-IoT logo

1.2   Deliverable template

EU-IoT, as a CSA, will produce a set of deliverables (such as the current document) which will be branded as EU-IoT. To guarantee a consistent identity, a deliverable template was designed and produced at the very beginning of the project lifetime.

The main objective of the deliverable template is to facilitate the understanding and reading of the content. For that purpose, selected brand identity colours and fonts sizes create a rhythm within the content.

This document is an example of the EU-IoT deliverable template.

1.3   Presentation template

Another very important support to assure the consistency of the EU-IoT identity is the presentation template. The template needs to embed the project identity. A set of different slides (title, inter-title, main content, tables, end slides, etc.) has been designed and distributed among the

consortium. It has been decided to use standard fonts for this template in order to avoid any problem with compatibility of operative system or partners unable to install new fonts on their devices.

Figure 2: Cover slide of the EU-IoT presentation template

2   NGIoT INITIATIVE BRAND IDENTITY

2.1   The NGIoT visual identity

The NGIoT brand aims to visually represent the whole Next Generation Internet of Things initiative. It aims at federating the whole community of projects (CSAs and RIAs) in order to amplify the impact and enhance the outcomes of the research and innovation. For that purpose, the design team of the EU-IoT project has developed a brand which is inspired by the current NGIoT project visual identity. The creative idea intends to provide a soft transition from the previous brand applying a renewed look and feel taking advantage of new graphic features. The colour palette and the fonts remain the same but thanks to the new visual elements and the new logo, the brand acquires more dynamism and a bolder appearance.
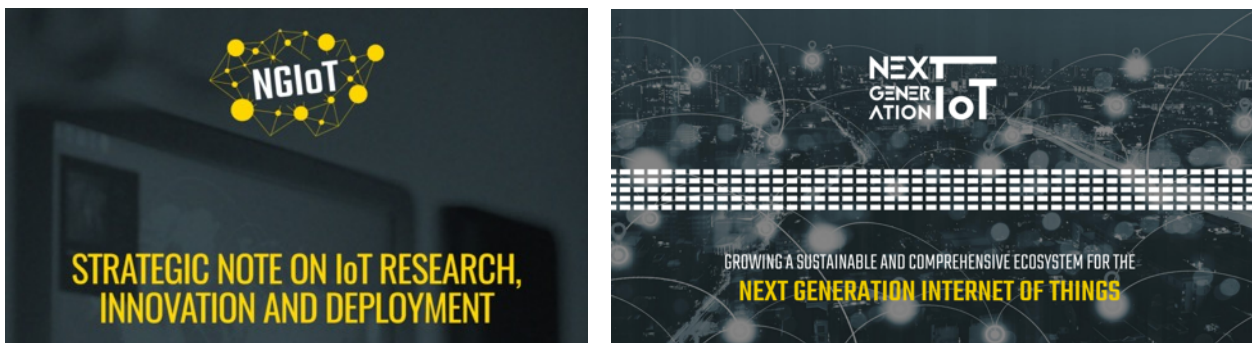

Figure 3: Graphic compositions from NGIoT CSA (left) and initiative (right)

The new logo is an interesting visual construction based on the text "Next Generation IoT". A modern and almost futuristic font with uncompleted letters gives the touch required to display the evolution of the community and the initiative. At a first glance, the eye is captured by the balance and the mosaic of geometrical lines. The viewer perceives "NEXT IoT" first, followed by "GENERATION". This "trick" is a nice evolution of the image that the logo aims to offer because it is fast and easy to understand the message even if it is sliced in two steps. This is mainly achieved through the colours and the thickness of the letters.

The logo is built around two blocks. The block on the left-hand side is made of three lines of text while the block on the right-hand side is more complex, almost architectural, with custom made letters for the "T" and the "IoT". This combination gives the whole image an interesting balance between "classic" and "experimental/futurist". It also provides a basis for the extraction of an abstract graphic element to be used to enrich and customize the web portal, promotional materials etc. Moreover, the right-hand side element is used as a reduced icon version of the logo as shown in Figure 4.

The detailed brand guidelines presenting logo variations, colour codes and fonts are presented in Appendix B of this document.

(a) NGIoT logo   *(b) NGIoT reduced icon version*

Figure 4: NGIoT logo full and reduced versions

2.2   NGIoT affiliation stickers

As the umbrella initiative, NGIoT aims to create a solid group of projects with a strong link among them. The NGIoT *Marketing and Communication Strategy and Plan* is well described in Deliverable D5.1, but here it is relevant to mention the crucial role played by a visual common element aiming at identifying all the NGIoT projects as part of a common initiative. In order to achieve this goal, the EU-IoT design team has designed a simple "branding sticker" which will be shared with all the projects, to be used across all their online and offline communication materials. While being graphically simple and not invasive, it can easily fit in any design or colour background. In terms of lay-out, two versions have been developed in horizontal and vertical positions to facilitate their integration in different supports.

A dedicated section, providing further details and clarifications, has been added to the brand guidelines and it will be introduced to all the NGIoT projects during dedicated Communication Task Force Calls.

Figure 5: NGIoT affiliation stickers

2.3   Presentation template

Another very important support to assure the consistency of the NGIoT initiative is the presentation template. A unified and solid presentation template is key to create a consistent and recognisable identity.

A set of default slides (title, inter-title, main content, tables, end slides, etc.) has been prepared and shared with all partners to assure correct usage of the brand when presenting the NGIoT initiative. The template has been designed using standard fonts in order to avoid any problem with compatibility of operative system or partners unable to install new fonts on their devices.
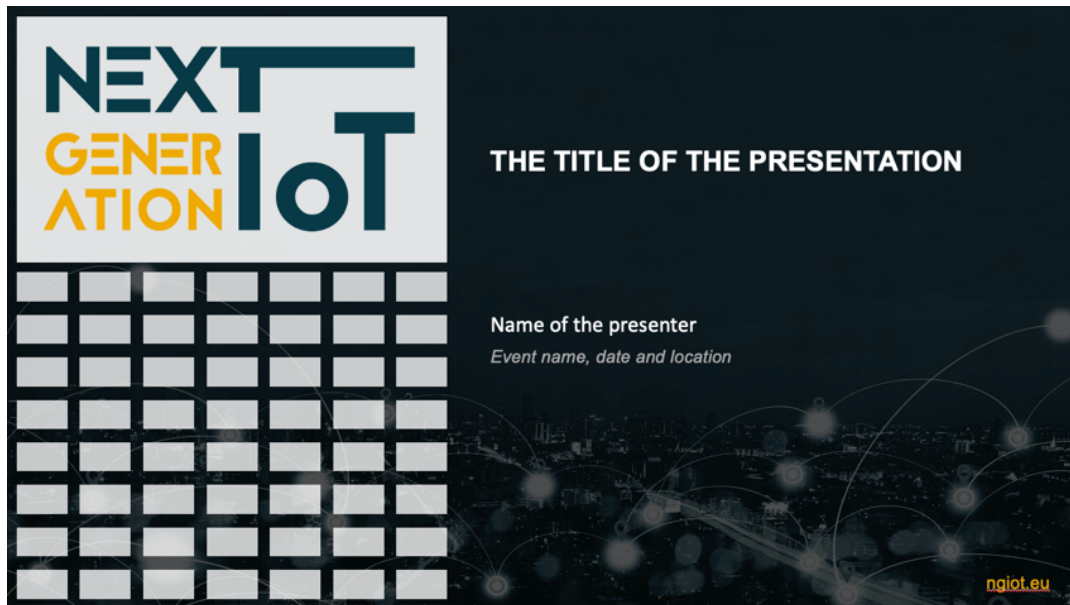
Figure 6: Title slide of the presentation template

2.4   Other promotional tools

The brand guidelines and the early applications (e.g., project templates and www.ngiot.eu website) already represent a good base of the application of the NGIoT identity in different promotional materials. They define a set of graphic elements that could be reused for future materials (digital banners, flyers, brochures, posters, press releases, videos, etc.) to facilitate recognition of the initiative.

APPENDIX A – EU-IOT STYLE GUIDELINES

EU-IoT STYLE GUIDELINES

LOGO

LOGO

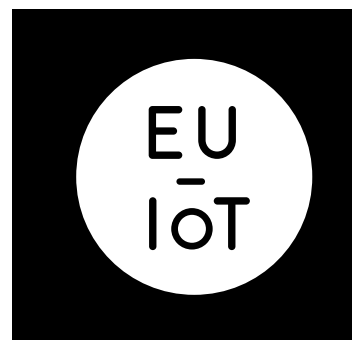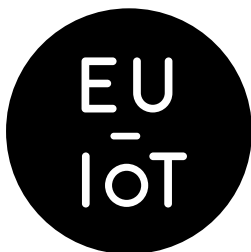| Main version	Clear zone	Minimum size

15 mm

3

VARIATIONS

VARIATIONS

The variations of the logo are completely valid in whatever support.

Variations

CORPORATE COLOURS

CORPORATE COLOURS

A main palette of 2 colors inspired by innovation, trust and action, and the complementary grey scale colours.
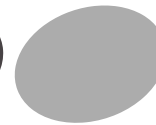
Palette of corporate colors

C70 M58 Y55 K61
R54 G57 B58
HEX #0AAFBC

C1 M14 Y93 K0
R255 G214 B0
HEX #225374

C0 M7 Y4 K72
R72 G68 B70
HEX #484345

C0 M0 Y0 K43
R172 G172 B172
HEX #ACABAB

7

FONT TYPES

FONT TYPES

Headings

Arial Rounded MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
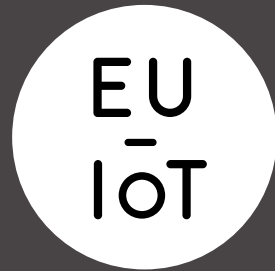
Body copy

Arial regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
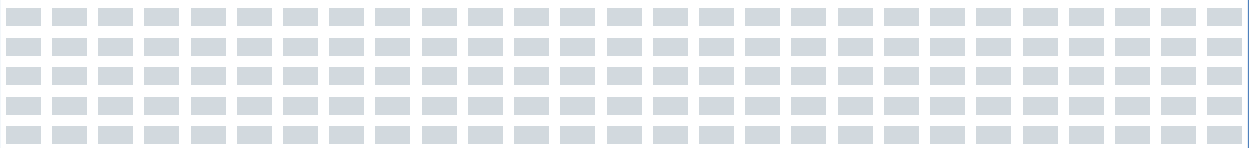
Arial bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

n g i o t . e u

APPENDIX B – NGIOT BRANDING GUIDELINES
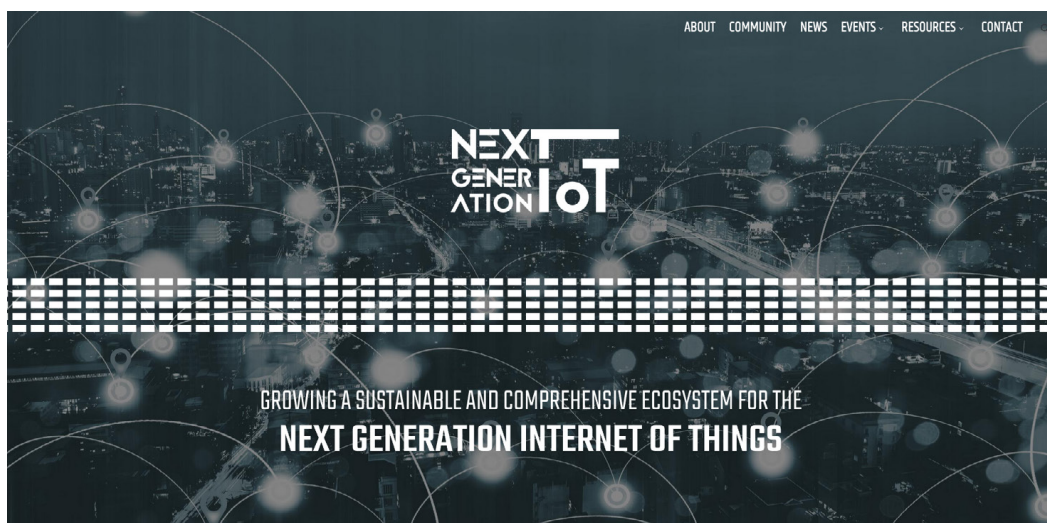
NEXT GENERATION IoT

BRAND GUIDELINES

Version 1.0 | February 2021

WHAT IS A BRAND IDENTITY?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion about the services and activities behind.
This document lists and explains the visual identity elements of the Next Generation IoT initiative.

These are rules and values to help you create and compose visual designs using the NGIoT identity.

ABOUT   COMMUNITY   NEWS   EVENTS ⌄   RESOURCES ⌄   CONTACT

NEXT GENERATION IoT

GROWING A SUSTAINABLE AND COMPREHENSIVE ECOSYSTEM FOR THE
NEXT GENERATION INTERNET OF THINGS

2021-2023 NEXT GENERATION IoT   *1*

LOGO

Main version of the Next Generation IoT logo with some basic recommendations. A reduced or icon version of the logo is designed as well to be used in social networks or when the minimum size could not be respected.

Main version

Clear zone

Minimum size

25 mm

Icon version

LOGO VARIATIONS

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Grey shades version

Negative version

Black&white version

DOS AND DONT'S

Basic instructions on how to use the main logo - and its variations - over diferent types of backgrounds.

Dos

Negative version on high contrasted background colour

Main version on image background assuring high contrast

Don'ts

Not enough contrasted background

Not enough contrasted background

CORPORATE COLOURS

A main palette of 2 colors inspired by innovation, trust and action, and the complementary grey scale colours.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments. To change colours (icons or additional text), editors will find the corporate color palette in the templates.
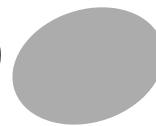
Palette of corporate colors

C96 M58 Y50 K52
R54 G57 B58
HEX #003b46

C1 M14 Y93 K0
R255 G214 B0
HEX #EEAA03

C0 M7 Y4 K72
R72 G68 B70
HEX #484345

C0 M0 Y0 K43
R172 G172 B172
HEX #ACABAB

FONT TYPES

Contemporary, fresh fonts with detailed one-stroke forms. Clear letters with strong curved lines, futuristic nuances and a technological touch.

Headings

Khand (all thickness but preferably thicker than regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Open Sans regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Body copy *(in case of sharing a working file)*

Calibri regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Calibri bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

AFFILIATION STICKERS

All the NGIoT projects should clearly show the NGIoT logo in all Dissemination & Communication materials (e.g. flyers, posters, brochures, etc) and video material, as well as on the project's website, documents, presentations and deliverables. The sticker has been designed in a mix of dark background and light outline so it will fit in whatever colour environment. In terms of lay-out, two versions have been developed in horizontal and vertical positions to facilitation the integration in different supports.

THIS PROJECT IS PART OF THE
NEXT GENERATION IoT
www.ngiot.eu

THIS PROJECT IS PART OF THE **NEXT GENERATION IoT**
www.ngiot.eu

CONTACTS

For any questions regarding the Next Generation IoT graphic assets and the uses you would like to make of them, do not hesitate to contact Miguel Alarcón at Martel Innovate: miguel.alarcon@martel-innovate.com

All Next Generation IoT graphic assets, including this brand guidelines and the fonts, can be downloaded on the repository of the project.

Funded by the EU's Horizon2020 programme under agreement number 956671