D5.1 Project Presentation and Media Kit

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[1] L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

[2] 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)

Partner list

Nr.	Partner name	Short name	Org. type	Country
1	Fraunhofer AICOS *(coordinator)*	FhP	R&D	Portugal
2	BCB Informática y Control SL	BCB	SME	Spain
3	KOHS PIMEX	KOHS	SME	Austria
4	Ab.Acus S.r.l.	ABACUS	SME	Italy
5	Grado Zero Espace	GZE	SME	Italy
6	RK Tech, Kft.	RKT	SME	Hungary

Revision history

Rev.	Date	Partner	Description	Name
1	17.12.2016	FhP	Created the template and added the sections	Elsa Oliveira
2	31.01.2017	FhP	Content added	Eduardo Pereira
3	31.01.2017	FhP	Content added and corrections	Maximiliano Romero
		Approved by (FhP)		

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Glossary

CR: Definition of circadian rhythms

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1. Introduction

The main goal of the Clockwork project is to promote a healthy and comfortable environment for middle-aged to older shift workers by providing support in improving their circadian rhythms (CRs). This objective will be achieved through the enhancement of external synchronizers that will help older workers maintain a healthy and robust day and night rhythm by introducing some imperceptible modifications in their environment.

As described in the proposal plan, the Clockwork consortium has created a set of materials for partners to use in public dissemination of the project and for internal purposes as well. This set of communication components composed the Brand Identity of the project. In order to be representative of the general idea, the image of the project was created considering the main concepts: Natural Light, Time, and Work. The image of the project was designed to be versatile enough, thinking of large printed formats as well as for small applications at pixel scale. Fraunhofer Portugal was responsible for these materials, which received the comments from the partners at all times.

Designed components are mainly Logotype, Report Templates, Presentation Slides, and Website.

The current report aim to define main characteristics of designed brand identity in order to facilitate their application during all the dissemination process. For this reason, the report and all the communication components are available for all the partners on a shared folder.

2. Logotype

The first element to be created was the logo, which has three versions: vertical (Figure 1), horizontal and symbol (Figure 2). Both have a colour and a monochromatic versions. The main colours are defined and studies for logo behaviour have been made.
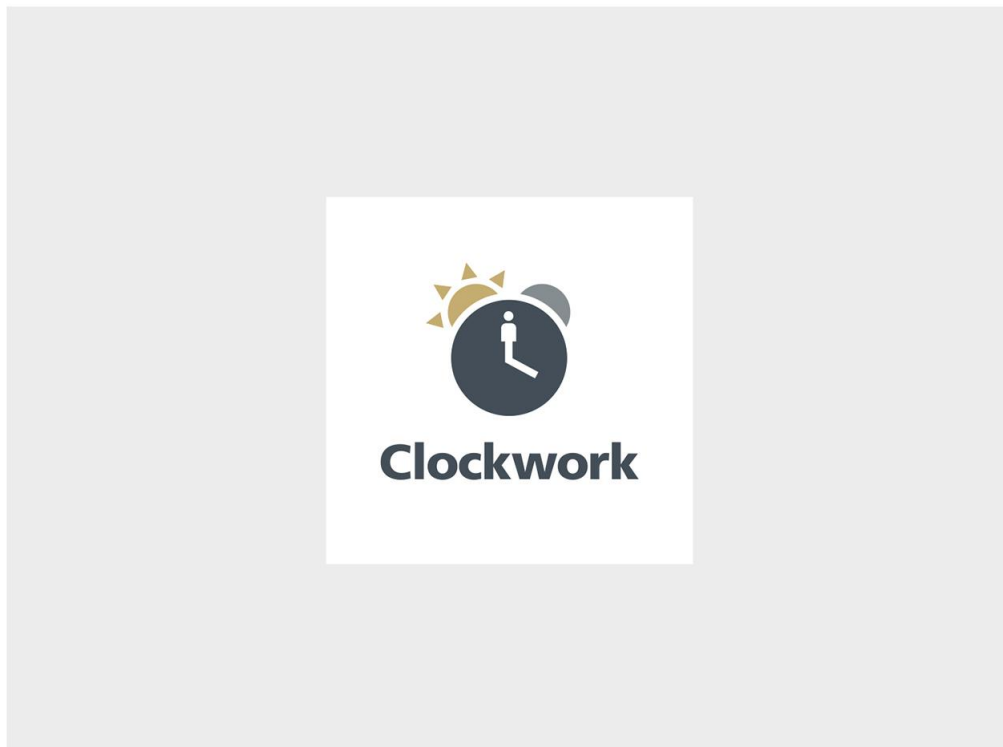

Figure 1 Clockwork Main logo

The main colour used is dark blue, reflecting the opposite of the day light (the night). On the other hand, the grey represents the moonlight, leaving the yellow as the main representation of sunlight.

In order to be applied in different contexts, the logotype was adapted to follow two different scenarios (Figure 2). The second one should be used when there is a vertical space limit (Horizontal Version, Figure 2), giving a more rectangle look to the shape. The last one (Symbol, Figure 2) it works just as a symbol, and it is proposed when the logo should be smaller (space constrain) and the lettering is too small to be read.
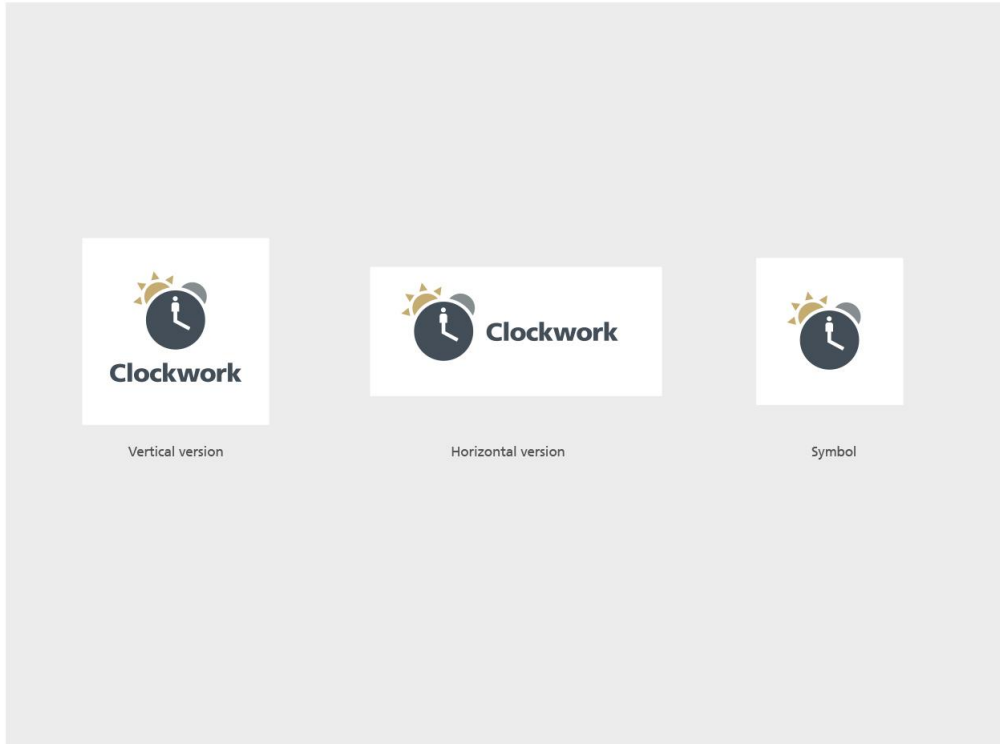
Clockwork
Variations

Figure 2 Clockwork logo variations

3. Report Templates

According to planned, we have produced template materials for the partners in the consortium to use. The following examples were developed to support large amounts of data, giving a structured sense to the information.

The current status of the project presents two templates, for different type of contexts: deliverables and slides (slideshow presentations).

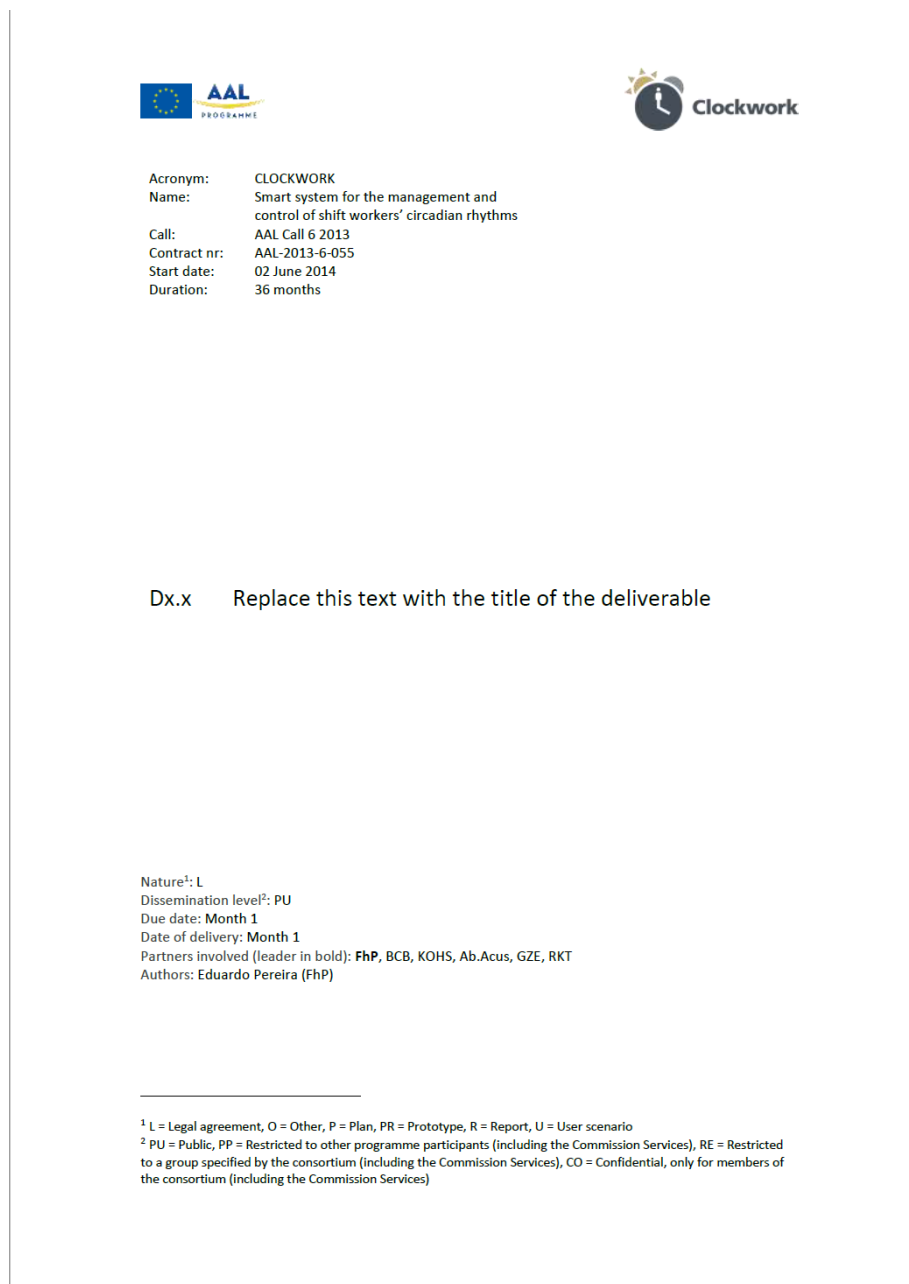All of the materials are in a shared folder of the project and are show in each subsection below.
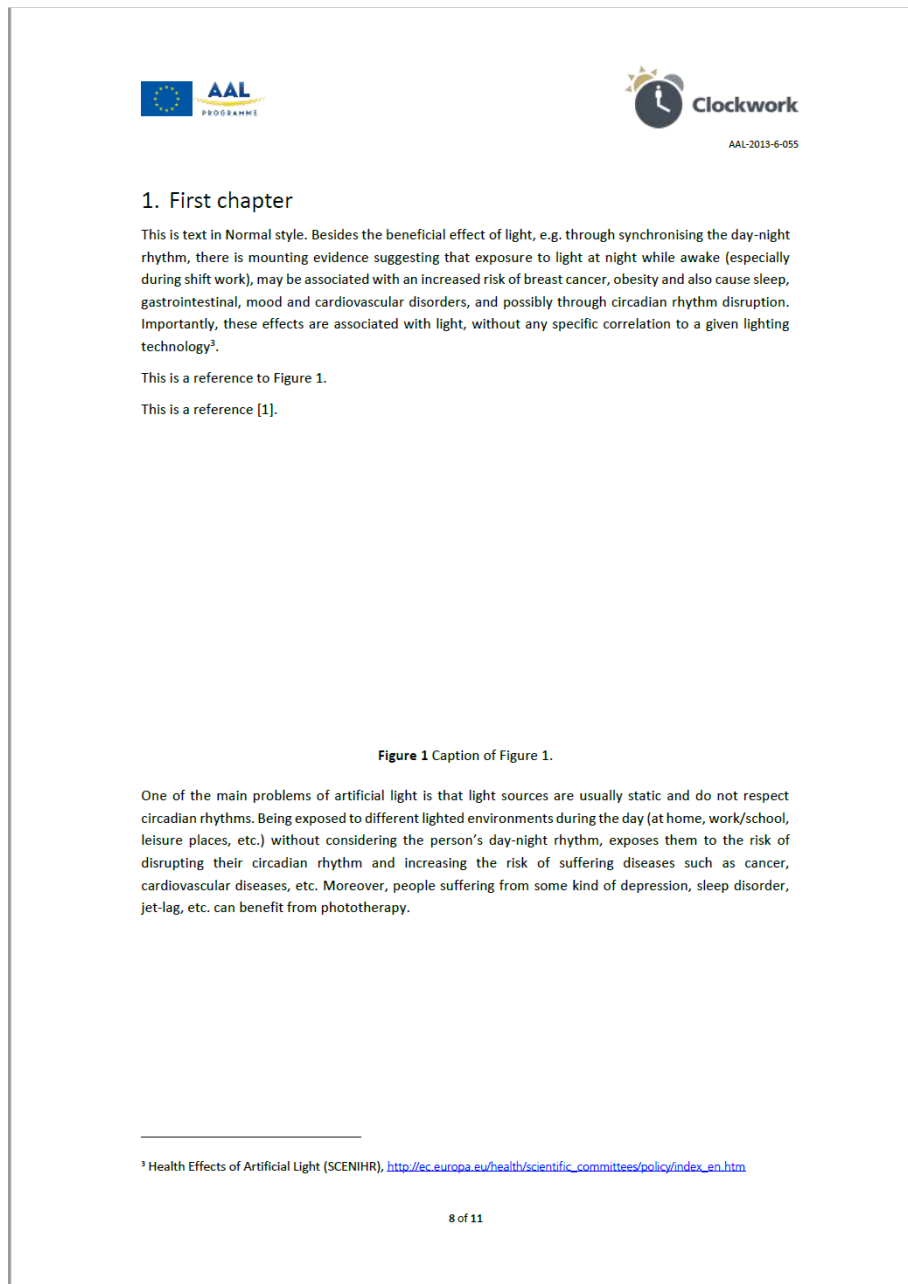

Figure 3 Clockwork Report Cover

Figure 4 Clockwork internal page template

4. Presentation template

Presentation slides will be used during meetings and public presentations. In order to facilitate the application of the brand identity, a template has been implemented in the most difused presentation software. All the partners can access to the template thruogh a shared folder.
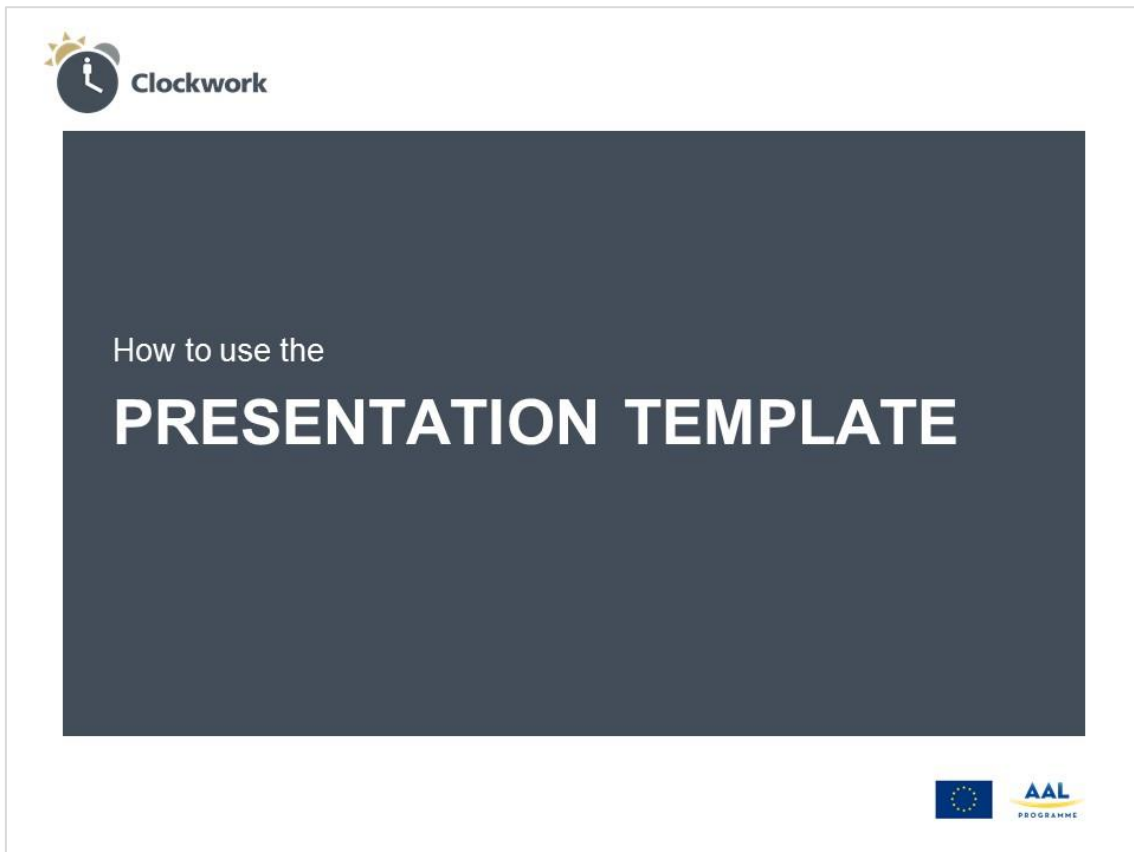

Figure 5 Main pages of the Clockwork presentation template
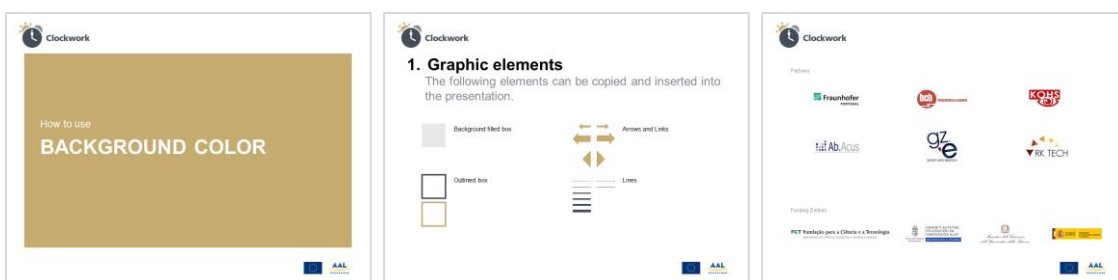

Figure 6 internal pages of the Clockwork presentation template

5. Website

The information architecture of the Clockwork website (www.clockworkproject.eu) is simple and navigation was kept as shallow as possible. The complexity was reduced to a minimum in order to make sure visitors grasped the idea of the project without having to spend too much time reading and scrolling down the page. When visitors start to navigate the page scrolling down, menu bar remain and content start to disappear. Logos of national funding agencies has been located in the first line before a short description of the project.
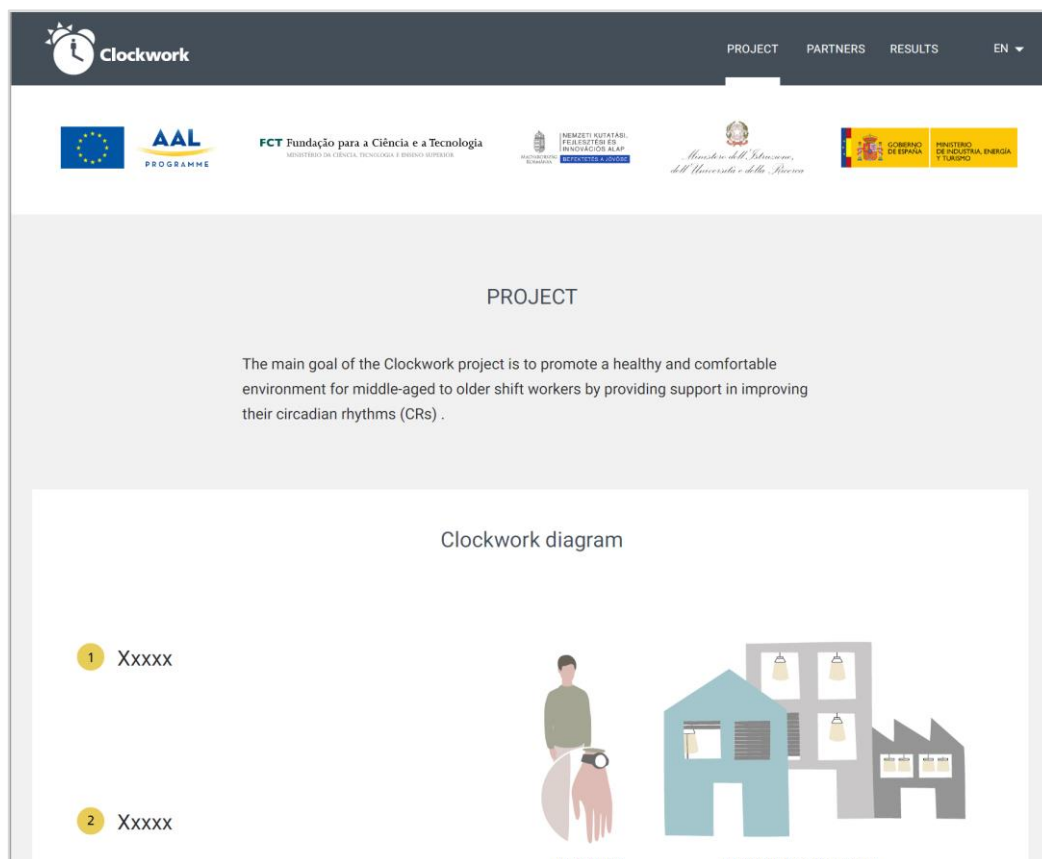

Figure 7 Clockwork website: project

The platforms follows a structure of three items ('Project', 'Partners' and 'Results'), using a straightforward approach with only one level of depth. Each page is targeted into different topics, using headers and blank spaces.

The logos, following the current requirements, are placed on top and bottom of the page, inside the white stripe, referring the funding entities (using external links for their websites).

On the bottom of the page, a link is available to contact the project managers via email.

Scrolling down, or clicking "partners" button, visitors can see the partners' logos and clicking them can arrive to their websites.
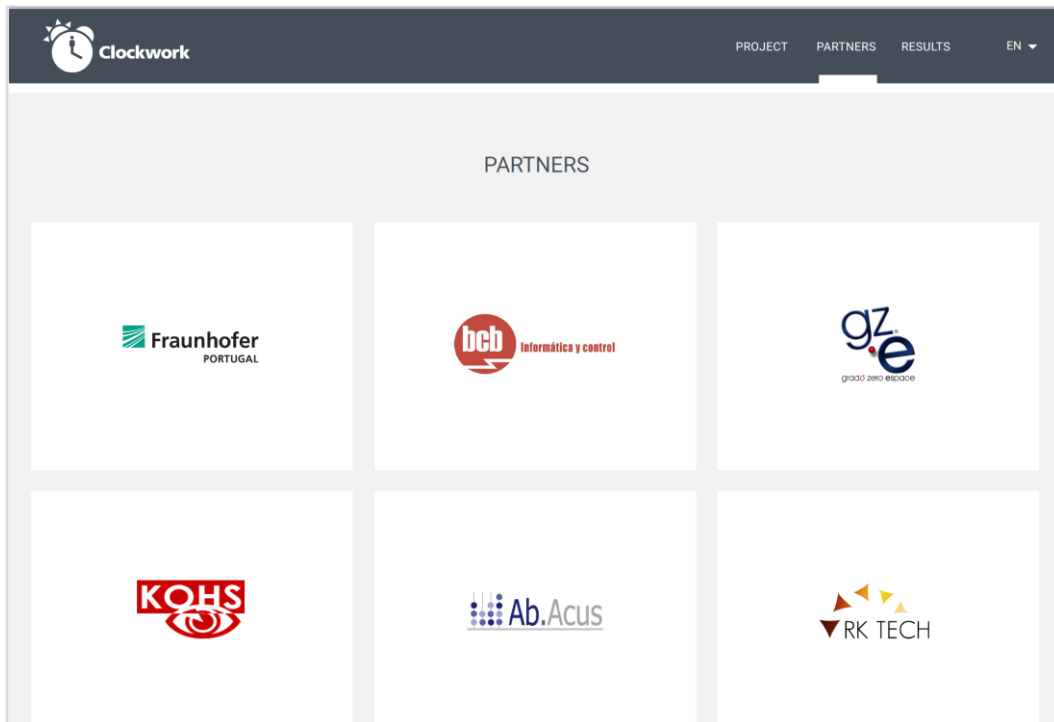
Figure 8 Clockwork website: Partners

Special attention has been paid to the Results section, where will be possible access to the achieved results information. This section was leave at the end of the site because it will grow during the project duration.
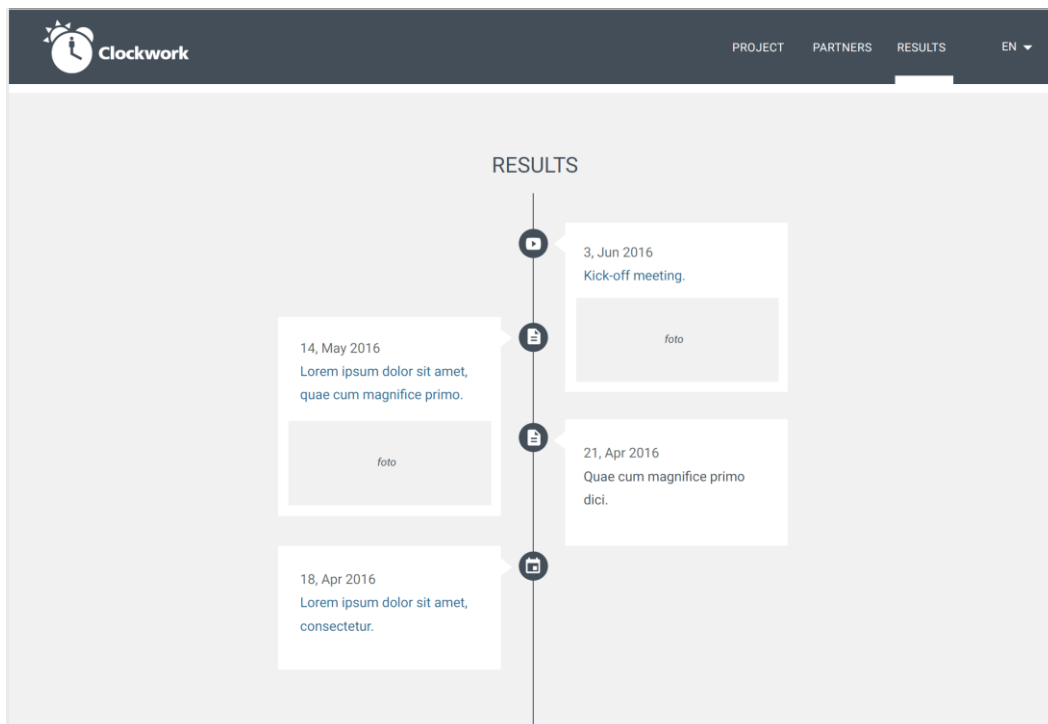

Figure 9 Clockwork website: Dissemination

The look and feel of the website follows the same approach of the logo, using the same colour scheme. The font used is Roboto, using different styles and sizes for each element (headers, paragraphs, etc.).

Figure 10 Clockwork website font

The main content of the website is available in two languages: Portuguese and English; and the back-end is prepared to ease the creation of new content, that will be added as the project advances (partners and results), in these two languages as well.