

eco-innovation
WHEN BUSINESS MEETS THE ENVIRONMENT

CIP Eco-innovation

First Application and market replication projects

Call 2012

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Deliverables Report

RubWPC

Contract ECO/12/333083

**Rubber Fusion of Wood Plastic Composite to Make Functional Composites for
Building Applications**



Project coordinator: Professor Mizi Fan

Project website: www.rubwpc.eu



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Corporate Identity

Dissemination Tools

In this section the dissemination material that has been developed so far within the context of RubWPC dissemination activities is presented. These materials follow the RubWPC Graphic Identity Guideline. In this way, a solid and coherent graphic identity is the base for communicating towards the outside world. Consistent graphic identities allows to the target audience easily identify and recognize the RubWPC project.

For this reason it is essential that all materials distributed by the project partners maintain the project's identity.

RubWPC's team has decided an easy, attractive, meaningful title for the project. The name of the project is essential. It will be the label, the brand that will be used in all communications. This name should catch people's attention and communicate the central idea of the project.

"RubWPC" fulfills these requisites: easy to remember, attractive and meaningful communicating the idea of new, consistent "value-added" market for the process tyre rubber.

The different elements used to build the RubWPC graphic identity are explained in detail in the following sections.

Logo

The logo is the main graphic identity element and the key to build a successful graphic identity as well as an effective logo. It will be used in all graphic material and documents related to the project. The logo should be clear, capture the attention and should communicate the main concepts of RubWPC. It has been decided to use the "R" of Rubber like a tyre that this the innovative aspect of the project.

To design and project the logo of the project, we followed different steps:

1. Determine the primary functions of the logo

It should be:

- Representative of the project
- Recognizable;
- Easy to remember;
- Clear, simple and concise.

2. Sketch a draft of the logo

- Draw with a pencil ideas or the representative elements that you want maintain in the final version of the design.

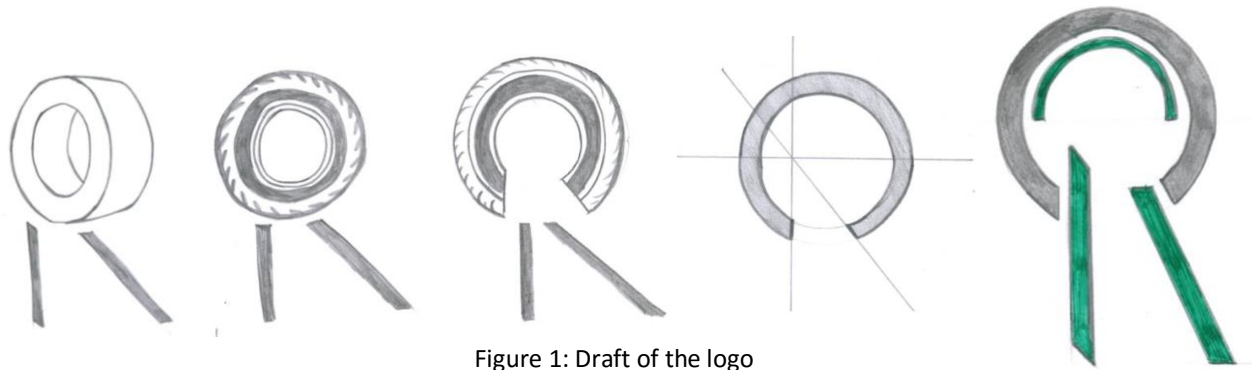


Figure 1: Draft of the logo

3. Create many drawings

In the early stages it is possible have different ideas that you want to express in the design of the logo. It's good to put all your ideas down on paper so you can see what are the best ideas.

In order to create and select a logo, all partners were invited to share their ideas on how this should be designed. Many different versions were created.



Figure 2: Different versions of the logo

4. Choosing colors of the logo

It's important to understand the psychology of colors so to choose it appropriately:

Green It is a color used in the web to express concepts related to nature, health and eco sustainability. Is chosen to express innovation and technology. It can suggest balance and harmony giving a sense of stability and at the same time can also express a sense of renewal and possibility into the future.

Light Grey **Dark Grey** The meaning of the color gray refer the observer to a certain idea of neutrality and tranquility. This color is used in the websites to give maximum emphasis to the contents, without any interference from the graphics.

5. Make sure that the logo is scalable

It is necessary to consider the different uses of the logo that needs to be done - in advertising, on brochures, websites, and posters. The logo should work well, whether it is big or small play.



Figure 3: Scalable logos

RubWPC final logo is illustrated in Figure 4:



Figure 4: RubWPC final logo

Project Presentation

A RubWPC project presentation is part of the different dissemination tools designed to support the RubWPC dissemination efforts. This task includes the production/design of the project's presentation template and the project's general presentation. The template will be used in all events and meetings where RubWPC results and activities will be presented. It has been designed following the graphic identity guidelines to facilitate the recognition of the project.

The first slide of the presentation is illustrated in Figure 5.



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Pilot and market replication projects

Figure 5: Project Presentations for participation in events

The presentation is separate deliverable and includes the CIP-Ecoinnovation Logo, the project logo, project number, name of project. It is foreseen to be used by the events identified for dissemination by the partners. The complete presentation is presented as a separate deliverable D9.3 and available in different powerpoint versions for adaptation.