Virtual Coaching Activities for Rehabilitation in Elderly

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Deliverable

D9.1 Project Branding

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Document history

Version	Date	Author/Editor	Description
0.1	13/02/2018	Marc Lange	Structure and inclusion of all branding elements
0.2	15/02/2018	Marc Lange	Inclusion of explanatory text
0.3-Final	26/02/2018	Marc Lange	Refinement after quality review

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1 EXECUTIVE SUMMARY

By developing a solid visual identity professionally designed, the consortium is aiming at helping the targeted audience of the project to know about it and making project activities and achievements easily recognizable in the landscape and associated to each other.

To create this visual identity, a logo has been developed based on the main values of the project: patient-centered care, care at home, technology-enabled care, help to rehabilitation, health improvement and friendly technology.

A set of graphic elements have been derived from the logo leading to a PowerPoint template and an on-line presence which will all contribute to the visual identity of the project.

2 PURPOSE OF THIS DOCUMENT

This deliverable is the documenting results of Task 9.1 defines as follows in the grant agreement:

"*Success in promoting the project and creating the conditions for its exploitation requires not only quality content, but also a solid visual identity which supports the key messages developed by the project. This is the mission of the project branding task. For the branding of the project, the consortium will identify its values and key messages of the project and develop – with professional support – the project visual identity on that basis (logo, presentation templates, graphical charter for the web site and other communication material). The branding will also be used during the exploitation of the results of the project, i.e. beyond the duration of the project.*"

It gathers in one place all the elements professionally developed for branding vCare and provide a short description of how the consortium get there and how it will use these elements in the future.

Printed material will also benefit from and contribute to this branding approach. They are however subject of another deliverable and are therefore mentioned here for the sake of completeness.

3 OBJECTIVE OF THE PROJECT BRANDING

By developing a solid visual identity professionally designed, the consortium is aiming at helping the targeted audience of the project to know about it and making project activities and achievements easily recognizable in the landscape and associated to each other.

4 THE PROJECT LOGO

4.1 FINAL VERSION OF THE LOGO

Figure 1: Project logo in its final version

This logo will be used on every documents, reports, white papers and other printed material. It will also be the starting point for developing all other graphical elements such as banners, slides.

4.2 PROCESS LEADING TO THE FINAL VERSION

The logo has been developed in an co-creation and iterative way with the whole consortium as a first and easy collaboration activity.

4.2.1 Iteration 1

The development of this visual identity has been initiated with the briefing explaining to the professional graphic designer what the project is about and by highlighting the innovation ambition and identifying the four covered diseases, with a focus on older patients.

A few keywords and values were therefore retained to support to creative work such as patient-centered care, care at home, technology-enabled care, help to rehabilitation, health improvement and friendly technology.

On that basis, 5 conceptual approach have been explored and a few variation of logos have been created for each of these 5 approach.

Figure 2: First iteration - 5 concepts

The above slide has been presented to the consortium. Comments were received and the concept 2 for and 4 have been retained for the iteration 2. One of the variation of the concept 1 was also added at the last minutes

4.2.2 Iteration 2

With iteration 2, four logos have been refined, with two variants in the colour scheme as well as in the positioning of the name of the project. The consortium has bene invited to select their preferred one and add additional comments as needed.

4.2.3 Decision

On that basis, one logo has been retained and a few variants in colours proposed. The coordinator has then selected the final logo and offered the whole consortium to approve the decision, what it did unanimously.

4.3 DECLINATION OF THE LOGO FOR THE 4 DISEASES ADDRESSED BY VCARE

Because the project is covering four different diseases, it was felt necessary to have a declination of the project logo specific to each disease. Hereto, few proposals have been made and the below one retained through a simpler procedure than the co-creation one applied for the adoption of the project logo.
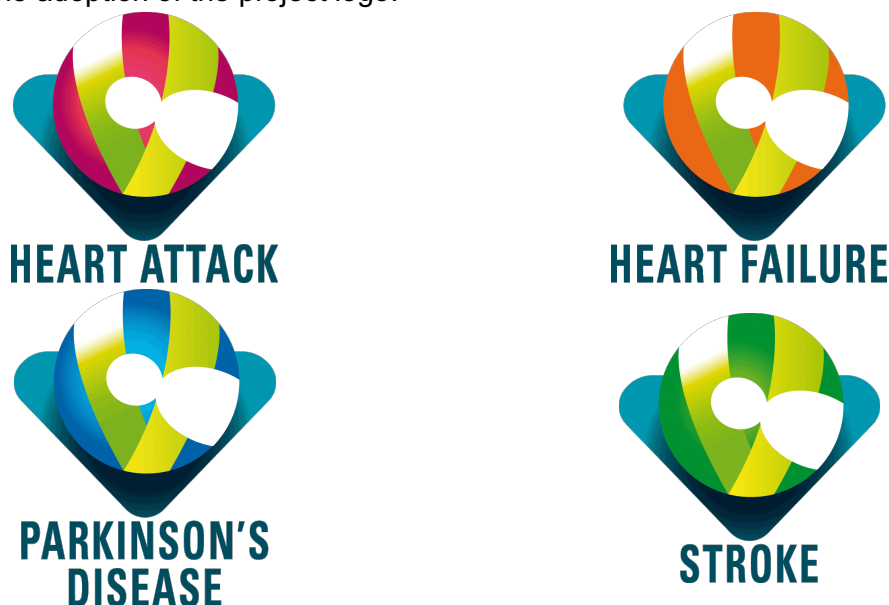

Figure 3: Disease specific variation of the logo

5 POWERPOINT TEMPLATE

5.1 FINAL VERSION (4/3 AND 16/9)

Slides are a key communication tool for pursuing the objective of the project branding. A particular attention has therefore been paid in developing slides which are complementing the logos in building-up the visual identity of the project and which are graphically unique and not standard.

As the 16/9 format is emerging, it has bene decided to create a template in the standard 4/3 format and another one in the new format.

Figure 4: Main slides of the PowerPoint template

5.2 LIBRARY OF PICTURES

Developing the template has offered the opportunity to reflect on pictures which could support the communication activities of the project and select a set of them. The necessary copyrights have been acquired to be able to use them in low and high resolution for the website, the slides and possibly in fliers and roll-ups.

Figure 5: Library of pictures

6 WEB SITE BRANDING

6.1 BANNERS

The banner and welcome page of the website have been designed with the above-mentioned material and are following the graphical principles set through the branding process.

Figure 6: Welcome page (at the time of drafting this deliverable)

6.2 OTHER GRAPHIC ELEMENTS

A variety of elements have been developed to be used by the web developer to create the different banners and footers and other graphic elements as appropriate, such as background, watermarks, shapes with the right diagonal, gradient and colour schemes

Figure 7: Background, watermarks, shapes for the vCare website

7 SOCIAL NETWORK ACCOUNT BRANDING

Various banners have been developed which comply with the specifications of the main social networks

7.1 TWITTER

Figure 8: Twitter account banner

A twitter account has been created for the project and is available at
https://twitter.com/vCare_project

7.2 LINKEDIN

Figure 9: Personalisation of the LinkedIn group banner

A LinkedIn group has been created for the project and is available at
https://www.linkedin.com/groups/12070554

7.3 YOUTUBE

At the time of writing this deliverable, the YouTube account aiming at hosting the vCare videos has not been created.

7.4 FACEBOOK

Figure 10: Banner of the Facebook account (if any)

At the time of writing this deliverable, there is no plan to create a Facebook account, but a banner has been developed in case of.

8 PRINTED MATERIAL

Printed material will also benefit from and contribute to the branding of the project. Toll-up and flyers are however subject of another deliverable and are therefore mentioned here for the sake of completeness.