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WP7 COMMUNICATION D7.2 PROJECT BRAND

ASSET Project • Grant Agreement N°612236

ASSET

Action plan on SiS related issues in Epidemics And Total Pandemics

7th RTD framework programme

Theme: [SiS.2013.1.2-1 Sis.2013.1.2-1]

Responsible partner: **ZADIG**

Contributing partners: **N/A**

Nature: **Report**

Dissemination: **PU**

Contractual delivery date: **2014-06-30 (m6)**

Submission Date: **2014-12-31 (m12)**

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 612236



co-funded by the EU. GA: 612236

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DOCUMENT MANAGEMENT

PROJECT FULL TITLE	Action plan on SiS related issues in Epidemics And Total Pandemics
PROJECT ACRONYM	ASSET
	Coordination and Support Action: project funded under Theme SiS.2013.1.2 "Mobilisation and Mutual Learning (MML) Action Plans"
GRANT AGREEMENT	612236
STARTING DATE	01/01/2014
DURATION	48 months

D7.2 Project Brand

Task: 7.2

Leader: ZADIG – Other contributors: -

History of changes:

Vn	Status	Date	Organisation / Person responsible	Reason for Change
V1	Draft	19/12/2014	ZADIG / Eva Benelli, Dimitris Dimitriou	First draft version
Vf	Final	31/12/2014	ZADIG / Eva Benelli, Dimitris Dimitriou	N/A



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EXECUTIVE SUMMARY

The ASSET project is a 48-month Mobilisation and Mutual Learning Action Plan (MMLAP), funded by the European Commission and comprises a transdisciplinary group of experts in public health, social and political sciences, vaccine and epidemiological research, science communication and media. The project is built around four main objectives, which include:

1. Forging a partnership between diverse actors and stakeholders to effectively address scientific and societal challenges raised by pandemics and public health crises.
2. Explore and map SiS-related issues in epidemics and pandemics at global scale.
3. Define and test a participatory and inclusive strategy to succeed.
4. Identify the necessary resources to ensure the sustainability of actions for the period after the project completion.

ASSET is an interactive project by nature, and therefore one of the main pillars of the project are communication activities and tasks which form part of Work Package (WP7). Such a task is the creation of the ASSET brand not only to ensure coherence and consistency across internal and external communications, but also to convey to the world the essence and core values that represent the ASSET project in a simple, yet effective way.

This document provides some information on the journey from conceptualisation to creation of the ASSET brand, sets clear the print guidelines and further presents designed templates and other ASSET-related material in support of creation of the project's brand. These cover the following:

- ASSET Logo
- ASSET Payoff (Motto)
- Cover page added features
- Typography
- Stationery (Letterheads)
- ASSET Deliverables
- Dissemination (Publications - Newsletters - Presentations - Brochure)



1. INTRODUCTION

The creation of the ASSET brand constitutes one of the core elements of communication-related activities within the wider frame of the ASSET project, and specifically Work Package 7. As specified in the ASSET Communication Strategy (see Deliverable D7.1), it is fundamental for the project consortium to be identified as a new actor in the field of communications for infectious disease threats. As such, it requires not only to build a corporate identity to accurately convey the salient characteristics of the project, but rather to develop a brand around its name that embodies the spirit and values of the ASSET project as a whole.

The ASSET project envisages an extensive and multi-dimensional approach as far as the external communication activities are concerned, in order to accomplish its purpose as an MML Action Plan and sustain diverse and open communication channels between relevant stakeholders and the various population segments across society. The ASSET Communication Strategy defines two types of external communications with the following aims:

- To inform stakeholders of the ASSET objectives and keep up-to-date with project developments;
- To communicate the ASSET end-products to relevant actors and promote project results which support the goals of the programme to better connect science with society.

Except the ASSET web portal and the media office, a number of public events and initiatives are foreseen within the lifecycle of the project for the presentation and promotion of results. It was therefore essential to maintain consistency across all these different communication activities and a certain level of standardisation in the visual devices and elements used for the development of project communication material, in our effort to establish and raise cross-border awareness about the ASSET brand.

This report presents the journey from conceptualisation to creation of the ASSET brand. The point of departure for this journey was the ASSET Kick-off Meeting (KoM) on 26-27 May 2014, where all representative consortium partners had the opportunity to express their ideas, opinions and perspectives on the project. The road toward the creation of the ASSET brand required to take careful steps in the process and blend different perspectives to ensure that the end-result is representative of the consortium as a collective.

The various elements and visual devices that make up the ASSET brand are presented in this report, followed by some explanatory notes – where applicable – on the creative and methodological aspects followed in the process.



2. BUILDING THE CONCEPT BEHIND THE BRAND

The conception of the ASSET brand can trace its roots back to the project's KoM in Rome, where the consortium was introduced to the notion of “brand” in an effort to build a common understanding as to what this term entails. As explained during the KoM, brand is much more than just a logo, a brochure, a business card or a website; these are vehicles that shape the corporate identity. It is about how one feels and thinks about the brand, it is about the emotions it conveys to people. On that basis, any brand should be intuitive, simple, universally understandable and congruent to the values of the institution.

In the case of the ASSET project, the necessity to create a brand stems directly from the need to create a higher perceived value and develop a unique, coherent and convincing corporate identity, which would allow the ASSET consortium to be considered as an important and reliable partner in the area of pandemic communications. To achieve this, it would be necessary first to collectively define the project's core values, and second to decide how these values and concepts could be accurately manifested in a visual form across the various ASSET communication channels and products.

During the KoM, all ASSET partners were provided with a document which listed a set of criteria that define the identity behind the brand, and then were called to actively participate in the process by responding to two questionnaires (see Annex I).

The first questionnaire requested from partners to uninhibitedly write down a few words that they believed to be representative of the ASSET core values. The second questionnaire aimed at setting a framework in which the conceptual identity of the ASSET project could be developed, and was divided into five thematic areas:

- Vision statement
- Mission statement
- Essence
- Personality
- Position

The ASSET partners' ideas and perspectives were collected and analysed in the months that followed to proceed with the creation of the brand. In the meantime, the consortium was invited to think also of a motto to characterise ASSET and make the project mission more explicit. After a collaborative effort and a lively exchange of ideas and opinions on the project's internal communications platform (“Community of Practice”), the following payoff line was created and established as the ASSET motto:

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The synthesis of partners' contributions from the KoM exercise and the definition of the ASSET motto, allowed to extend a step further with the development of the logo, which was created in part by process of crowdsourcing in line with the principles set out by ASSET to promote public involvement. The website www.99designs.com was used for this purpose, as it constitutes the largest online marketplace for graphic design, and international contributions were received through the Italian version of the platform at www.designs.it.



The ASSET project logo presented here reflects the results of a creative process, based on the different type of contributions made by the partners.

The choice of colours is one of the most important aspects in the process, since colours can convey messages as a form of non-verbal communication. Two basic colours were thought to be most representative and appropriate to embody the ASSET identity:

- **Blue:** The psycho-chromatic meaning of blue is institution, trustworthiness, order and loyalty. This color exhibits an inner security and confidence. You can rely on it to take control and do the right thing in difficult times.
- **Green:** This is the color of balance and harmony. It is the great balancer of the heart and the emotions. It represents health and well-being. It means being tactful, emotionally balanced and calm, sympathetic, compassionate with a high moral sense. Encourages 'social joining' of groups, and creates a sense of belongingness.

Regarding the shape of the logo, the main figure represents letter "A" for ASSET. The figure is graphically supported and defined in shape by the introduction of a bow and an arrow, in order to represent the ASSET targets but also to achieve a more balanced visual effect.

ASSET Logo and Motto





3. ASSET MISSION & VISION

Apart from the creation of the ASSET logo and motto, the analysis of questionnaire responses also allowed to formulate the Mission & Vision statements, in accordance with the definitions provided during the ASSET KoM.

“Mission: A one-sentence statement which describes the reason for existence of the project and can be used to help guide decisions about setting priorities, taking actions, and assigning responsibilities.”

“Vision: A one-sentence statement which describes the clear and inspirational long-term desired change as a direct result of the project.”

The ASSET Mission & Vision statements are presented below.

3.1 MISSION

The ASSET project believes in the democratisation of decision-making process and the promotion of new communication systems and tools to collect citizens' opinions and convey scientific information. The ASSET project wishes to become an important reference point and a credible source for the promotion of skills and the sustained engagement of citizens and other relevant stakeholders on societal and scientific issues associated with an epidemic or pandemic.

3.2 VISION

The ASSET vision is of a world where the public, experts and officials communicate and interact in an informed, respectful and constructive manner. A world in which epidemics and infectious diseases can be kept in control as a result of this relationship among members of the public sphere.

4. ASSET BRAND

ASSET has been successful in creating a highly evocative and well-defined identity in an effort to unify the internal and external communication materials. The various devices and project templates that form part of the ASSET identity are distilled into a Reference Manual (“Guideline”) developed by ZADIG that sets the standards for use of the different visual elements and dissemination material.

These print and brand guidelines as well as the various communication vehicles that constitute part of the ASSET brand are presented in the following sub-sections. The ASSET material and templates are available for download by partners and can be retrieved from the project's internal communication platform, the Community of Practice (CoP).



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4.1 ASSET LOGO

In colours



The colours

The ASSET institutional colour is Blue, Pantone Blue 072 C equivalent.

Asset logotype colours in direct tones and 4 colour process printing:

- for the "ASSET" typography: Pantone Blue 072 C
- for the symbol above, left side : Pantone Blue 072 C
- for the middle green part of the symbol, below: Pantone 368 C
- for the right grey part of the symbol: Pantone 7545 C, 40 %



Cyan 100%, Magenta 88%, Yellow 0%, Black 5%

Cyan 57%, Magenta 0%, Yellow 100%, Black 0%

Cyan 10%, Magenta 2%, Yellow 0%, Black 25%

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In monochrome



Logotype in monochrome negative form

The ASSET logotype colour should never be used as a background colour.

When printed on a background with a dark value or on a high density colour the logotype is rendered in white reverse against the background.



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No-print zone



The no-print zone

A protective no print zone, free of all graphic, copy or art components, is built around the logotype to preserve visual integrity. It is based on the 5 mm free zone from the upper and lower margins, of a 2 cm width logo. Bigger logos are built proportionally. This no print zone is never visibly delineated.





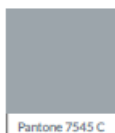
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4.2 ASSET PAYOFF

The ASSET motto



The ASSET payoff

ASSET payoff line or tag-line is a clarifier, an institutional positioning line, that captures the essence of the brand. It expresses the brand's meaning in a way that is easy to recognise and remember.

The ASSET payoff should be placed under the logotype. In some cases they can be separated, for instance wenn the logo is surrounded by body copy or infographic. In this cases the payoff should always be placed below the logo, in the page.

To guarantee legibility the smallest size of the payoff lettering should be 6 pt .

The colour of the payoff is Gray, Pantone 7545 C, 65%
The lettering is LATO Regular.

Cyan 15%, Magenta 2%, Yellow 0%, Black 40%

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4.3 COVER PAGE ADDED FEATURES

Typographic block



The typographic block

ASSET typographic block is not paired with the logotype.

It should be placed only in the cover of a document, above or below the logotype in at minimum 6pt and at maximum 12 pt lettering size.

The colour of the typographic block is Gray, Pantone 7545 C, 65%
The lettering is LATO Regular. It should be used in compliance with the Brand.



Pantone 7545 C

Cyan 15%, Magenta 2%, Yellow 0%, Black 40%

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The EU emblem



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The EUFlag

The ASSET Logotype should be always paired with the EU emblem and the full mention of the programme name in the cover page.

In the case of no sufficient place it should be at least added the short mention "co-funded by the EU . GA:612236 " to the EU emblem.

The size of the mention lettering should be at minimum 6 pt and at maximum 12 pt size, in a standard A4 page.

The colour of the typographic is Gray, Pantone 7545 C, 65%, or 100% black.
The full mention in 4 lines is placed on the right of the flag.
The short mention in a line is centered under the flag.

The lettering is LATO Regular. It should be used in compliance with the EU Brand.

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4.4 TYPOGRAPHY

Typeface (Regular)



The LATO Lettering

LATO lettering should be used on all ASSET materials of internal and external communication. On a dark background body copy is written in LATO Regular white.

LATO Light
for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

LATO Regular
for subtitles and quotes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

LATO Bold
for titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



Typeface (*Italics*)



The LATO Lettering

Italic is used for titles of things that can stand by themselves as books and articles titles, Italic is also used to distinguish certain words, please don't underline the italicized words.

LATO Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

LATO Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

LATO Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890



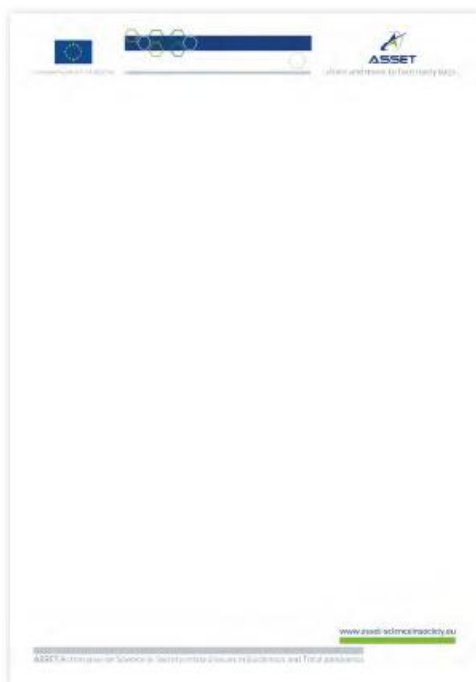
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4.5 STATIONERY

Letterhead (Mail correspondence)



The Letterhead

- Format 21 x 29,7
- Papercolour white
- Asset Logotype width 20 mm
- Asset Payoff 11 pt
- EUFlag width 17 mm
- EUFlag mention 7 pt
- Both logotypes aligned on the baseline.
- Distance from the upper and lower edge 7 mm
- Distance from the right and left edge 10 mm
- ASSET acronym mention 11 pt
- Website 11 pt, colour Asset Blue
- Body copy LATO light 12 pt
- Indent amount of the text, left and right 20 mm



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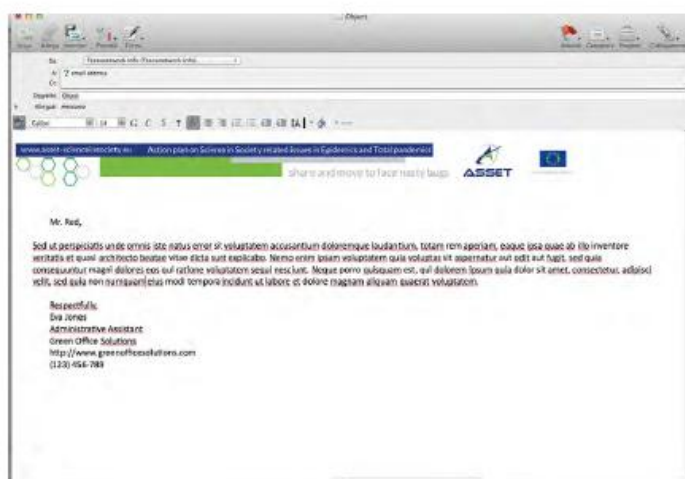
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Letterhead (e-mail correspondence)



Letterhead e mail

- Background white
- Body copy lettering Calibri, lower case, 12 pt, black



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4.6 DELIVERABLES

Deliverables template



DELIVERABLE

Cover

- ☑ Format 21 x 29,7
- ☑ Background white
- ☑ ASSET Logotype with payoff
- ☑ EUFlag with short mention
- ☑ Title, LATO Bold, upper case, 20 pt, colour ASSET Blue
- ☑ Subtitle, LATO Bold, upper case, 20 pt, colour ASSET Blue
- ☑ Other informations in the rewritable template

Table of contents

- ☑ Title, LATO Bold, upper case, 16 pt, colour ASSET Blue
- ☑ Chapter titles, LATO Regular, lower case, 14 pt, colour ASSET Blue

Contents (examples)

- ☑ Introduction title: LATO 14 Bold, Asset Blue - text: LATO 11 Regular, Black
- ☑ Governance title: LATO 14 Bold, Asset Blue - text: LATO 11 Regular, Black
- ☑ Participatory Governance title: LATO 14 Bold, Asset Blue - text: LATO 11 Black
- ☑ Models and experiences of PG title: LATO 14 Bold, Asset Blue - text: LATO 11 Regular, Blue
- ☑ 2009 H1N1... title: LATO 14 Bold, Asset Blue - text: LATO 11 Regular, Black
- ☑ Other case studies title: LATO 14 Bold, Asset Blue - text: LATO 11 Regular, Black
- ☑ Key issues title: LATO 14 Bold - text: LATO 11 Regular, Black
- ☑ Conclusions and Recommendations title: LATO 14 Bold - text: LATO 11 Regular, all Blue
- ☑ Annexes text: LATO 11 Regular, Black



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4.7 DISSEMINATION

Publications (Reports)



REPORT

Cover

- Format 21 x 29,7
- Background white
- ASSET Logotype with payoff
- EU flag with full mention
- Title, LATO Bold, upper case, 28 pt, colour ASSET Blue
- Subtitle, LATO Regular, lower case, 24 pt, colour ASSET Gray
- Text cell on the bottom, LATO Regular, lower case, 11 pt, black
- Distance from the right and left edge 10 mm

Summary

- Title, LATO Bold, upper case, 16 pt, colour ASSET Blue
- Chapter titles, LATO Regular, lower case, 16 pt, colour ASSET Blue

Template

- Background white
- Title, LATO Bold, upper case, 16 pt, colour ASSET Blue
- Subtitle LATO Regular, lower case, 16 pt, colour ASSET Green
- Body copy, LATO Light, 12 pt, black
- Highlights and Quotes, LATO Regular lower case, 12 pt, colour ASSET Blue
- Captions, LATO Light Italic, 12 pt, black
- Title second level, LATO Light upper case, 12 pt, ASSET Blue
- Title bulleted, LATO Light lower case, 12 pt, ASSET Blue





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Newsletters



NEWSLETTER

Cover

- Format 21 x 29,7
- Background white
- ASSET Logotype with payoff
- EU Flag with short mention
- Title, LATO Bold, upper case, 28 pt, colour ASSET Blue
- Subtitle, LATO Regular, lower case, 24 pt, colour ASSET Gray
- Body copy below, LATO Regular, lower case, 16 pt, black

Summary

- Title, LATO Bold, upper case, 16 pt, colour ASSET Blue
- Chapter titles, LATO Regular, lower case, 12 pt, colour ASSET Blue

Template

- Background white
- Title, LATO Bold, upper case, 16 pt, colour ASSET Blue
- Subtitle LATO Regular, lower case, 16 pt, colour ASSET Green
- Body copy, LATO Light, 12 pt, black
- Highlights and Quotes, LATO Bold lower case, 14 pt, colour ASSET Gray 65%
- Captions, LATO Light lower case, 8 pt, black
- Title second level, LATO Light upper case, 12 pt, ASSET Blue
- Title bulleted, LATO Light lower case, 12 pt, ASSET Blue



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Presentations



POWER POINT

cover

- Format 21 x 29,7
- Background white
- ASSET Logotype with payoff
- EUFlag with short mention
- Title, LATO Regular, upper case, 36 pt, colour ASSET Blue
- Subtitle, LATO Regular, lower case, 22 pt, colour ASSET Gray
- Signature or any other Logo below, smaller size than ASSET
- **Internal covers:**
 - Title, LATO Bold, upper case, 36 pt, colour ASSET Blue
 - Subtitle LATO Regular, lower case, 16 pt, colour ASSET Green

Template

- Background white
- Title, LATO Regular upper case, 28 pt, colour ASSET Blue
- Subtitle, LATO Regular upper case, 20 pt, colour ASSET Green
- Title bulleted, LATO Light lower case, 16 pt, ASSET Blue
- Body copy, LATO Regular, 12 pt, black
- Highlights and Quotes, LATO Bold lower case, 20 pt, colour ASSET Gray 65%
- Captions, LATO Regular lower case, 12 pt, ASSET Gray 65%



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ASSET Brochure





ANNEX I – BRAND & VISUAL IDENTITY QUESTIONNAIRE

Vision statement

What are your most important tasks and actions of the project?

.....

What will the project never do and offer?

.....

What is unique about the actions of your brand?

.....

How would your external interlocutors describe your brand?

.....

Where do you want your project be in 4 years?

.....

Mission statement

What are the specific needs of your interlocutors?

.....

What does the project do to address these needs?

.....

What are the guiding principles that defines the project approach?

.....

Why should the involved interlocutors trust you?

.....

Essence

When you speak to your interlocutors at any level what emotions are perceived from them?

.....

Suppose your brand is a person, how would you describe their personality?

.....



Personality

Are you objective and rigorous?

Are you serious and reliable?

Are you creative and communicative?

Are you truthful and open minded?

Are you cooperative and professional?

Others:

.....

Position/Value proposition

To whom are you speaking? (persons, groups, target, organizations)

.....

What are you offering to this targets? For what is that useful?

.....

What is your brand promise? (rational, emotional)

.....

Why are you unique and why should your interlocutors believe that?

.....