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Project acronym: ROSEWOOD4.0

Project title:

EU Network of Regions On SustainablE WOOD mobilisation ready for digitalisation

Deliverable D4.1
"ROSEWOOD4.0 Corporate Identity"

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Dissemination Level		
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)	
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CHANGE CONTROL

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DISTRIBUTION LIST

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TABLE OF CONTENTS

ABSTRACT

This deliverable presents the ROSEWOOD4.0 Corporate Identity (CI) and how it has evolved from the parent project ROSEWOOD, project number 776754. It describes the concept, content and basic elements of the project's corporate identity (logo, colour scheme, style guide) and how these will be used to develop the first dissemination and communication tools (brochure, website) which will be developed according to the project's communication and dissemination strategy. The objective of the CI is to ensure a coherent image of ROSEWOOD4.0 for use in all project communications and dissemination products.

DEVIATIONS

Delivery of the content is two days late due to a short month but without any major deviation from actions planned until month M02 in the Grant Agreement, WP4 Communication, dissemination, exploitation and collaboration with other initiatives to maximise impact – Task 4.1.1 Corporate Identity.

1. ROSEWOOD4.0 LOGO AND CORPORATE DESIGN

1.1 INTRODUCTION

To ensure consistency in all communication activities and dissemination products, the project Corporate Identity (CI) is established at the project outset. Guidelines for use in referring to ROSEWOOD4.0 and its visual identity are described below and are circulated to all project partners.

At the project's Kick Off meeting, consortium partners discussed the direction for the logo and CI. The ROSEWOOD4.0 consortium felt strongly that the idea of the previous project, ROSEWOOD, should be maintained for ROSEWOOD4.0 but adapted to reflect the digitalisation element of the new project. ROSEWOOD has an established brand which is recognised by network members and other project stakeholders and which reflects the core values and goals of the project. At the same time, it is important to signal that this is a new project with a strong focus on digitalisation. Thus, the existing logo has been adapted to incorporate this new and important element. The brand will be recognisable to those who already know the ROSEWOOD project, but they will understand immediately that something is new, even if they were not already aware of the new project ROSEWOOD4.0

In the same vein, the fonts of the project have been maintained while the colour spectrum has been updated to reflect the new element. The main steps towards adapting the logo and key visual elements to be used in ROSEWOOD4.0 communication and dissemination products, including the project brochure and website are described in the following sections.

Figure 1: Original ROSEWOOD logo

1.2 LOGO & CORPORATE IDENTITY DEVELOPMENT

1.2.1 ADAPTING THE ROSEWOOD LOGO

EFI's in-house consultant designer worked on the update of the logo according to a project brief based on feedback from consortium partners given during the project Kick-off meeting held in Florence on 16 and 17 January 2020.

The following elements were communicated to the designer as important for the update of the ROSEWOOD4.0 corporate identity:

- emphasis on digitalisation (forestry industry 4.0)
- digital tools and ICT (social media, platforms, e-learning)
- training and coaching
- knowledge sharing for wide impact

Keywords for the development of ROSEWOOD4.0 are:

- Networks, digitalisation, people, regions, sustainability, circular bioeconomy, forest, markets, value chains, business, innovation

The **style** requested is:

- Dynamic, connected, digital, abstract, business-like, forest

Target audience for the project is:

- Forestry practitioners, Forest owners, Entrepreneurs, Wood industry, Recyclers, Multipliers (networks), Policy makers & actors, Research and academia, Wider public

The graphic designer presented various initial proposals for the logo and two potential contrast colours. The logo colours are shown in Figure 2.

Figure 2: Logo colour proposals

Logo colour 1   Logo colour 2

The blue contrast colour most aptly represents the "digitalisation" idea but a brighter tone was requested. The colour blue stands for technology and the digital category while green evokes nature and represents the forestry industry. Changing the colour palette to a brighter one supports the concept of digitalisation. The use of brown was potentially not needed to illustrate the message of wood, since the tree already represents the industry, with the slogan also presenting a clear message. The neutral grey colour combines well with the blue to reinforce the digital theme.

A second round of designs were thus prepared and then shared with ROSEWOOD4.0's executive committee, as shown in Figure 3.

Figure 3: Revised logo proposals

Option A

Option B

Option C

Option D

Option E

The consortium consensus was for Option C, being the option most similar to the original ROSEWOOD logo but a neutral grey tone was requested to replace the brown. An alternative blue tone was also requested.

1.3   FINAL VERSION OF THE LOGO & CORPORATE DESIGN

1.3.1   PRESENTATION OF THE LOGO

Figure 4: Final ROSEWOOD4.0 logo

The final logo and colour scheme were chosen based on the consensus of feedback from the project's executive committee.

- The tree shape being the central element of the original logo is maintained, which clearly refers to the ROSEWOOD4.0 field of action – forests and more precisely wood from trees.

- The nodes in the treetop emphasise the goal of ROSEWOOD4.0, to create a network of hubs fostering wood mobilisation, as was already the case in the original logo. Using the same design but by changing the colour, the nodes no longer represent four hubs as they did in the original ROSEWOOD logo; indeed, there are now five hubs in ROSEWOOD4.0.

- Instead, the idea of connection and network is maintained by the interconnected dots but the digitalisation (wood industry 4.0) is represented by changing one of the nodes to the blue contrast colour and by the addition of the figure 4.0 in the same contrast colour.

1.3.2   COLOUR, BLACK & WHITE AND GREYSCALE VERSIONS OF THE LOGO

Various versions of the logo are available to cover the widest range of background options as may be required for certain dissemination products. The principal logo will be used for all main communication and dissemination purposes and no other version of the logo may be used without consultation with the project coordinator.

Figure 5: Final ROSEWOOD4.0 logo – colour versions
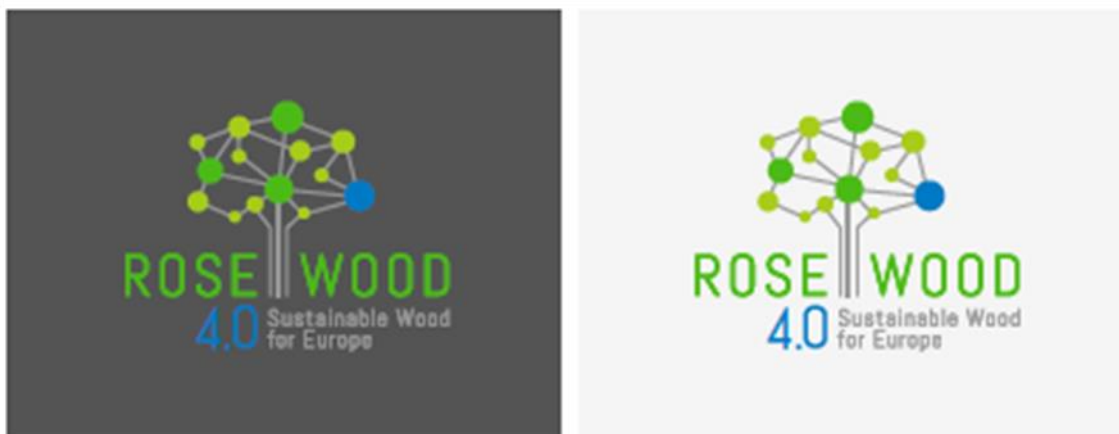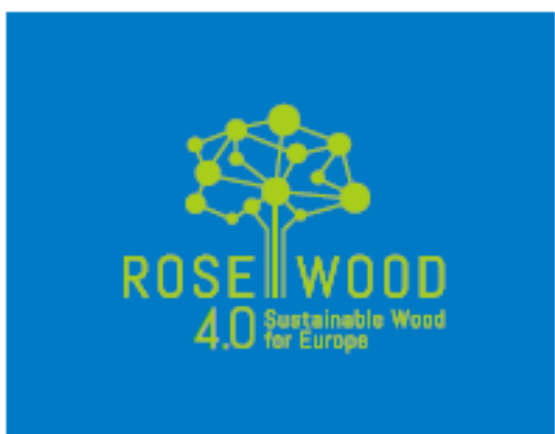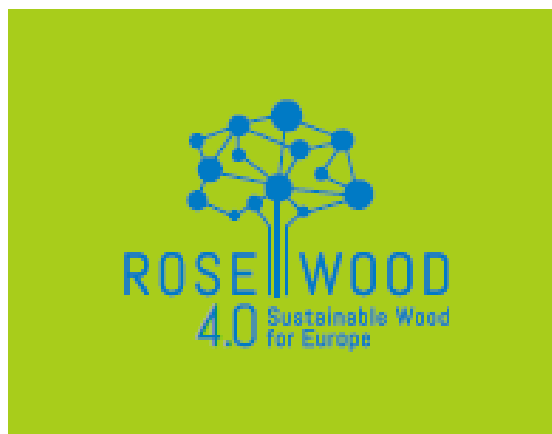
1.3.3 THE ROSEWOOD4.0 SLOGAN

The graphical elements of the logo are supported by a tagline which has not changed from the original logo. The simple, yet straightforward claim "**Sustainable Wood for Europe**" makes it clear what ROSEWOOD4.0 wants to achieve – to mobilise more wood from sustainable resources, an idea unchanged from the parent project ROSEWOOD. As before, the "for Europe" refers to two dimensions: sustainable wood coming from Europe; and the project focus on the European wood industry and bioeconomy. The digital element of the new project is conveyed by the addition of the figure 4.0 in the new contrast colour.

1.3.4 CORPORATE COLOURS

ROSEWOOD4.0 corporate colours have been changed to reflect the new focus of the new project. This also serves to ensure that people who are familiar with the original ROSEWOOD project can recognise that there is a new element whilst being reassured that this new project builds on the previous one.

Green, evoking nature and representing the forestry industry, as well as growth and the life cycle, is still the principal colour but the tone has been brightened to support the concept of digitalisation. Blue stands for technology and the digital category. Replacing brown, a neutral grey colour combines well with the blue to reinforce the digital theme.

Figure 6: ROSEWOOD corporate colours

COLOR PALETTE

CMYK: 40 | 0 | 98 | 0	CMYK: 58 | 0 | 100 | 4	CMYK: 100 | 35 | 0 | 2	CMYK: 0 | 0 | 0 | 65
RGB: 168 | 205 | 27	RGB: 76 | 187 | 23	RGB: 0 | 122 | 197	RGB: 135 | 135 | 135
WEB: # A8CD1BE	WEB: # 4CBB17	WEB: # 007ac5	WEB: # 999999
PANTONE: 375 CP	PANTONE: 369 CP	PANTONE: 3005 CP	PANTONE: Cool Gray 8 CP

TINTS AND SHADES

1.3.5 ROSEWOOD4.0 FONT

The ROSEWOOD corporate font, featuring clear forms without serifs, has been maintained. A regular document font for deliverables and reports as well as a print option have been added.

Figure 7: ROSEWOOD corporate font

1.4 ROSEWOOD4.0 VISUALS

1.4.1 IMAGE SELECTION FOR ROSEWOOD4.0

Various photos have been selected for ROSEWOOD4.0 communication products, including the website and brochure.

These are focussed on three main themes: 1) abstract, conveying the power of wood and forests; 2) industry, conveying various abstracts of the wood mobilisation industry and 3) digital, conveying the potential for digital tools to support sustainable wood mobilisation. In particular, this last category should be replaced in time by visuals of the digital tools developed throughout the project.
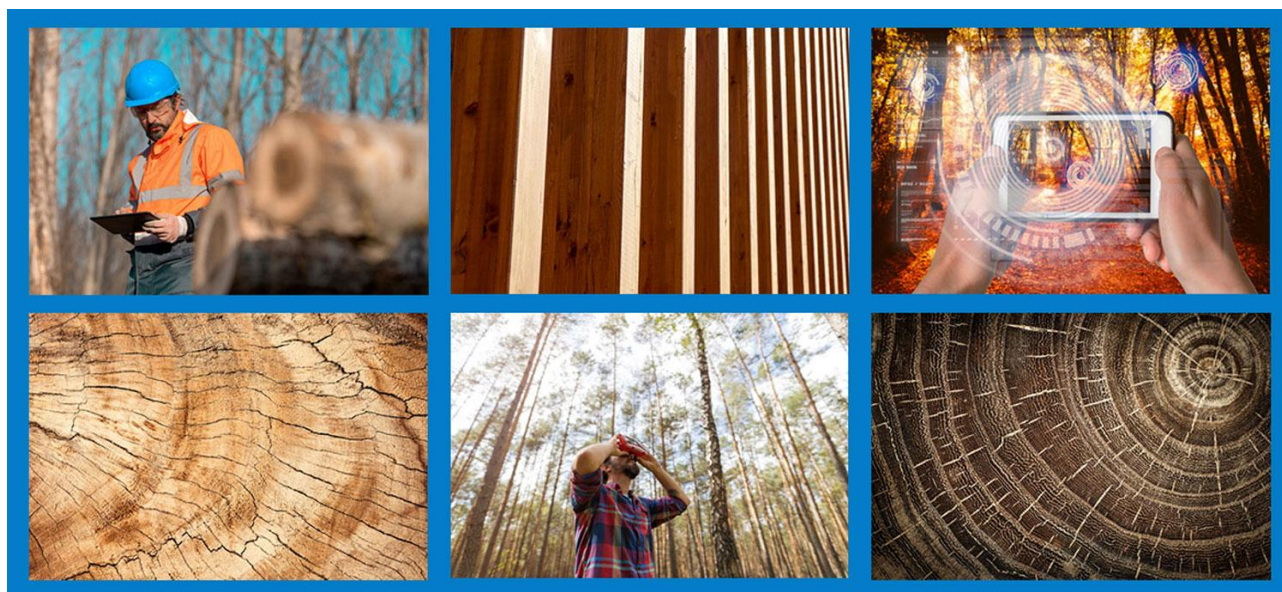
Figure 8: ROSEWOOD4.0 abstract theme

Figure 9: ROSEWOOD4.0 industry theme

Figure 10: ROSEWOOD4.0 digital theme

1.4.2   PROJECT WEBSITE AND BROCHURE DEVELOPMENT

Based on the project's Corporate Identity and using the selected visuals as a starting point, the content for the project brochure will be developed in coordination with the project coordinator and with input from the project consortium. It will capture the essence of the new project with a view to engaging more stakeholders to join the ROSEWOOD4.0 network.

Simultaneously, the online project platform will be developed to give ROSEWOOD4.0 a clear online presence. The website will include corporate information about the project but will be primarily a platform for regional hub engagement and for the sharing of knowledge developed by and collated through the project.

The launch of the project website and finalisation of the project brochure are key milestones for a fully-operational project communication to be achieved in M4 (April 2020) and M5 (May 2020) respectively, and as are described in the corresponding deliverables D4.3 ROSEWOOD4.0 project website and D4.4 ROSEWOOD project brochure.

2.   COMMUNICATION TEMPLATES

2.1   TEMPLATES FOR DOCUMENTATION

Several templates will be developed for documents for internal project communication and knowledge management based on the logo's design and colours and circulated to all project partners. Use of such templates facilitates compliance with the ROSEWOOD4.0 corporate image and provides ready-to-use documents for partners in the ROSEWOOD 4.0 network.

2.1.1   STANDARD WORD TEMPLATE

This will be used for press releases, letters, official event invitations, notes, meeting minutes, etc

- Header and footer with project logo, web address, page number, EC funding acknowledgement
- Styles for titles, subtitles, bullet points, numbering, fonts, etc.

2.1.2   DOSSIER WORD TEMPLATE

This will be used for major reports, project deliverables

- Front cover with project logo, space for partner logo, website address. EC funding acknowledgement
- Title, subtitle, date and author
- Interior pages with header and footer – page number
- Styles for titles, sub-titles, bullet points, numbering, fonts, etc.
- Back cover with project logo, partner logos, website address, EC funding acknowledgement.

2.2 TEMPLATES FOR PUBLIC PRESENTATIONS

A PowerPoint presentation template based on the project's Corporate Image will be developed and circulated to all partners. Use of the template facilitates compliance with the ROSEWOOD4.0 corporate image and provides a ready-to-use presentation format for partners in the ROSEWOOD 4.0 network.

2.2.1 POWERPOINT PRESENTATION

The PowerPoint-template will be used for presenting the project at workshops, national/international forestry events and other occasions.

- Cover – project logo, website address. Title, subtitle, date, author and organisation
- Different options for slides including cover for sections
- Styles – titles, subtitles, bullet points, fonts, etc.
- Back cover - project logo, website address, partner logos, space for EC funding acknowledgement.

3. GENERAL PRESENTATION OF THE PROJECT

In collaboration with the project coordinator, a general presentation of the ROSEWOOD4.0 project will be produced. This will introduce ROSEWOOD4.0 to a wide target audience, providing an overview of the project's context, the scope, concept and goals pursued as well as main activities planned and potential project outcomes. The presentation will provide the project's partners with a ready-made tool for presenting ROSEWOOD4.0 at external events and will ensure the ROSEWOOD4.0 concept is communicated in a coherent way. The presentation may be translated by partners and adapted to highlight certain relevant aspects of the project, as necessary.

CONCLUSION

The Corporate Identity created for ROSEWOOD4.0, within the first two months of the project duration, provides the design basis for all project communication and dissemination activities, ensuring their common image and presentation to the public. The CI is an important tool in raising awareness on the project and ensuring recognition of ROSEWOOD4.0 among other projects with similar approaches, as well as facilitating easy recognition of the relationship with the previous ROSEWOOD project but signalling immediately that this project is updated.

The Corporate Identity will not only contribute to successful communication of the project during the course of its two-year funding, but furthermore to the dissemination of results and the sustainable application of the tools developed in ROSEWOOD4.0

ANNEX

ROSEWOOD4.0 STYLE GUIDE