



Project Visual Identity

Deliverable 5.2



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Introduction

The COVE-WENDT project aims to establish a Centre of Vocational Excellence in Welding and Non-Destructive Testing, fostering collaboration among educators, industry experts, and stakeholders. Through innovative training programs, digital platforms, and green technology integration, COVE-WENDT seeks to enhance vocational skills, promote sustainability, and drive innovation in the welding sector.

The main objective of the COVE-WENDT project is to enhance the visibility of the project and its outcomes to the public. This will help to boost Skills ecosystems for innovation and SMART and facilitate the market uptake of new products resulting from the project.

The COVE-WENDT project seeks to develop ecosystems of competences for innovation, SMART specialisation, and regional development to support the dual transition to a green and digital economy. The Smart Specialisation Platform (S3P) assists Member States and regions to develop, implement and review their Research and Innovation strategies for Smart Specialisation (RIS3).

To achieve these objectives, a new brand identity has been created that supports both internal and external communication. The new brand identity ensures brand recognition and dissemination of COVE-WENDT values, messages, and materials. It also provides a professional and consistent design for the project's appearance, which is crucial for future dissemination and exploitation activities. This new brand identity will contribute to the internal identification and motivation of the project and create a tangible project culture.

The following document outlines Project Visual Identity for COVE-WENDT project. The Project Visual Identity comprises multiple design elements and components linked to the COVE-WEND project, such as the logo, colour palette, graphical elements, and motifs. Additionally, templates (in English) for both internal and external communication are included, which will come with a distinctive design, layout, style, and graphics.

1. Creative Rationale

To ensure wider reach and recognition of the COVE-WENDT project, a visual identity has been developed as the primary representation of the project. The primary objective is to establish a consistent image and brand identity that enables the project to be presented and recognized effectively. The brand identity comprises various graphic elements that facilitate easy identification of the COVE-WENDT project. These design elements are used to identify COVE-WENDT dissemination activities, including publications and all kinds of written and visual communication about ongoing and completed research activities. This section provides an overview and brief description of how to implement COVE-WENDT branded identity and design elements in COVE-WENDT products and materials. For more information on the project visual identity, including its function and implementation, refer to D5.1 “Communication Plan”.

Alignment with Project Objectives:

To visually capture the concept of the project, given its focus and outlined objectives - which encompass collaboration and innovation, skills enhancement, sustainability, technology, and social impact, the proposed logo reflects the integration of various symbolisms in a visual representation:

- A distinctive design that incorporates the project acronym “COVE-WENDT” reflecting the project’s themes of welding, non-destructive testing, digital innovation, and collaboration.
- The usage of a geometric shape like the seamless loop of an “impossible” circle, to represent the project’s commitment to continuous improvement and integration of the knowledge exchange among the various stakeholders in the project, highlights the cyclical nature of learning and innovation, where each iteration builds upon the previous one, driving progress and excellence in vocational training.
- The utilization of geometric shapes and clean lines, inspired by welding joints, ensures clarity and scalability of the design.
- A clean and modern typography that communicates innovation, and dynamism.
- A colour palette that represents the project’s themes of green, digital, innovation, and collaboration.

These concepts enrich the visual identity of the COVE-WENDT project, emphasizing its core values of continuous learning, innovation, and excellence in welding and non-destructive testing.

In the context of branding, a key visual is an image or a motif that is used to increase brand recognition. They are used throughout the entire visual identity of the brand, including the website and all marketing materials. The design is flexible, future-oriented, and reflects a desire for welding solutions (see Figure 1 and 2).

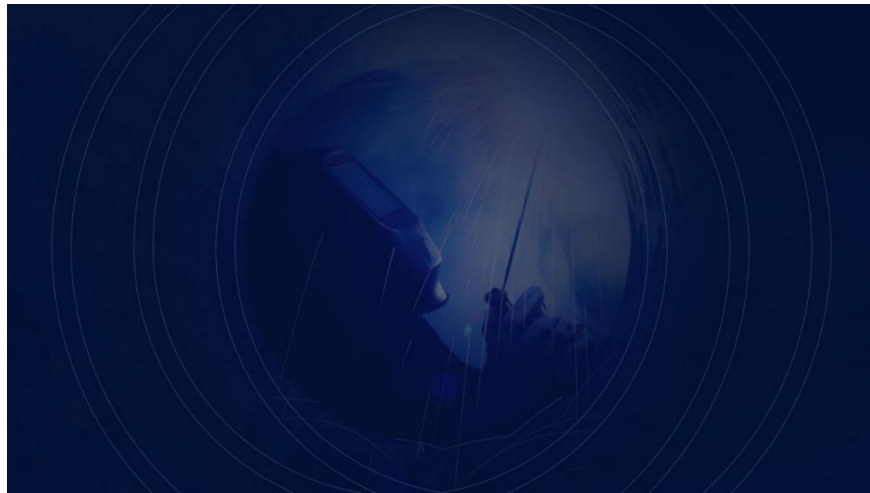


Figure 1 - Key Visual without project description.



Figure 2 - Key Visual with project description

2. Logo

The project logo is a representation of the project's dedication to continuous improvement and knowledge exchange among its stakeholders. The logo is made up of two circles, with a seamless loop of an "impossible" circle, symbolizing the cyclical nature of learning and innovation. This approach emphasizes that each iteration builds upon the previous one, driving progress and excellence in vocational training. The colour palette is explained in section 3.1, which is available below. The logo includes the abbreviation COVE-WENDT and uses a modern and simplistic font. It is accessible for free on SharePoint, for all partners to utilize. Logo variations, wordmark and logomark can be seen in Figure 3. Monochrome and coloured version are shown in Figure 4 and 5.

Primary



Alternate 1



Alternate 2



Wordmark

cove · wendt

Logomark



Figure 3 - Logo variations, wordmark and logomark.

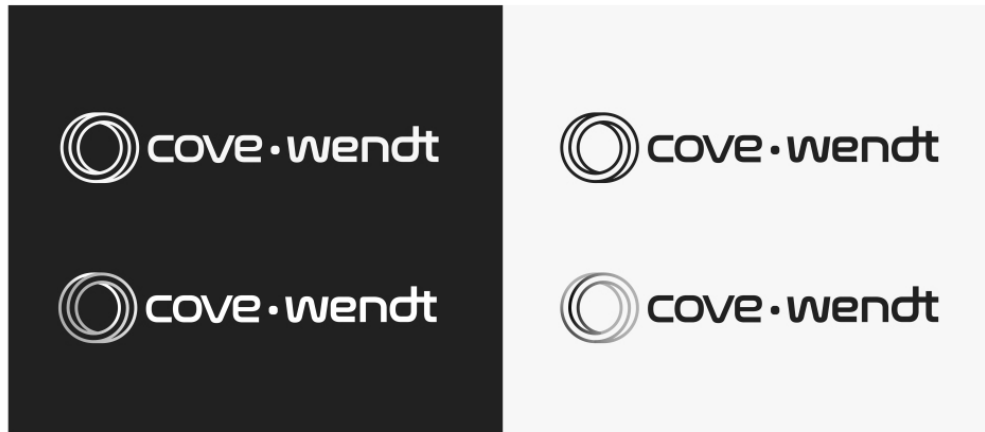


Figure 4 – Monochrome logo versions.



Figure 5 - Colour logo versions.

3. Visual Identity Specifications

To ensure a standardized project identity, it has been established comprehensive Visual identity specifications that provide detailed guidelines for the use of specific colours and typefaces. Additionally, it has been created all templates and materials with the defined visual identity elements to maintain consistency throughout the project.

3.1 - Colour Palette

These colours are defined for all branded applications. The colour palette can be found on COVE_WENDT SharePoint Project.



Figure 6 - Project colours.

3.2 - Typography

The font 'Space Grotesk' has been selected for the COVE-WENDT project's corporate text use. This modern font has been chosen for its exceptional legibility and because it is not too heavily associated with technical or scientific contexts. "Space Grotesk" is included in the Google Fonts Library and can be used free of charge.

Logo

Nasalization

<https://fonts.adobe.com/fonts/nasalization>

ΛaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Text

Space Grotesk

<https://fonts.google.com/specimen/Space+Grotesk>

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Figure 7 - Project Typography.

3.3 – General Templates

Throughout the project lifecycle, it is recommended to utilize the COVE-WENDT visual identity in all produced documents and templates. This identity includes standardized communication templates for Word documents (refer to Figure 8 - Word Template) and PowerPoint presentations (refer to Figure 9 - PowerPoint Template). By adhering to these templates, the project team can ensure consistency in their documentation.



Figure 8 - Word template.

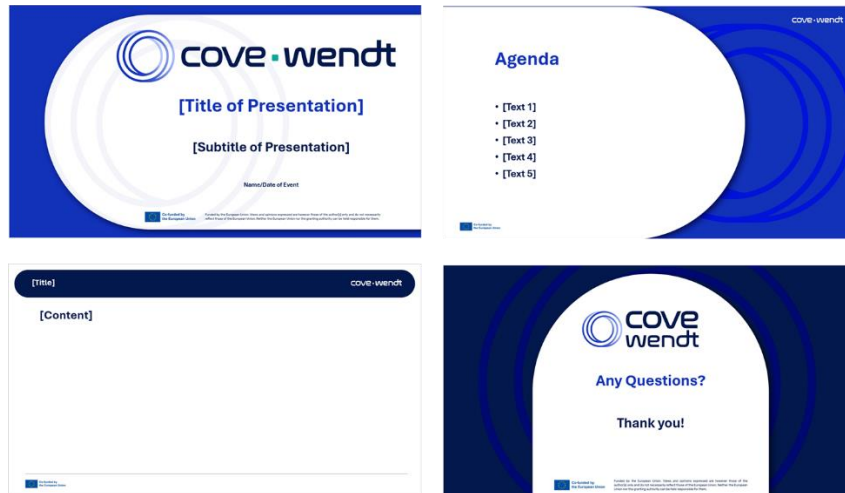


Figure 9 - PowerPoint template.

4. Promotional tools and activities

COVE-WENDT will have a wide range of promotional and marketing materials that will provide detailed information on various aspects of the project. These materials will cover topics such as the project’s overall goals, the main activities undertaken to achieve those goals, the target audiences for the project, and the notable accomplishments made by COVE-WENDT. To establish the brand identity of the project, the project’s logo, and identity, will be prominently featured across all marketing and promotional materials associated with COVE-WENDT.

The predefined brand design and its brand elements build the basis for all applications, ensuring that there is a perfect match, and all communication tools transport a coherent image. That way, awareness for the project and its results can be raised and the corresponding products will be promoted to potential customers and users.

The marketing applications support all communication activities via different channels of communication during the whole project, described in detail in D5.1 “Communication Plan”. The main goal of these marketing applications is to communicate the key data of the project relevant during the whole project and beyond. All marketing applications and the corresponding

templates will be digitally available on SharePoint. Every partner can download and print the marketing applications and use the layout for specific communication activities, such as (press) conferences, publications, internal communication and others.

4.1 - European emblem and disclaimer

All activities related to the project that are co-funded by the EU grant must display the European flag (emblem) and disclaimer. The emblem should remain distinct and separate and cannot be modified. No other logo can be used to highlight EU support. When displayed with other logos, the EU emblem must be displayed at least as prominently and visibly as the other logos.

All material must carry the EU disclaimer text: “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.”

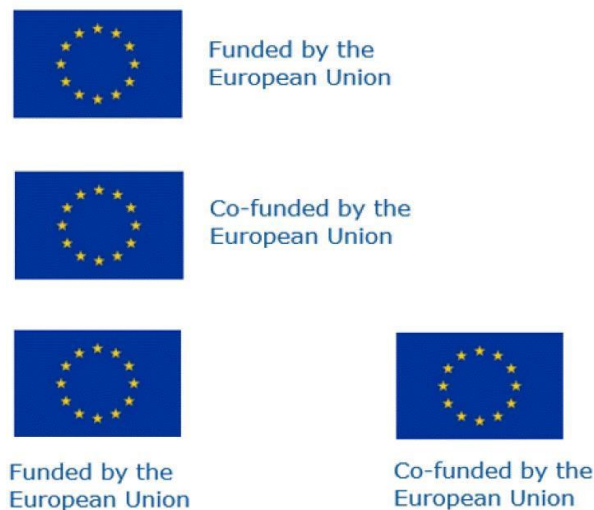


Figure 8 - European emblem.

5. Conclusion

The aim of the present deliverable 5.2 “Project visual identity” is to give a detailed overview on the various marketing tools created to ensure an effective and well-structured dissemination and following exploitation of the project COVE-WENDT.

Additionally, it is designated as a guideline for the COVE-WENDT consortium on how to properly use these marketing tools and to consequently achieve a professional and sophisticated brand appearance of COVE-WENDT. The project logo, the key visual, the brand identity, and all templates the website as well follow a coherent logic, the project's visual identity aims to create a distinctive design that incorporates the project acronym "COVE-WENDT" reflecting the project's themes of welding, non-destructive testing, digital innovation, and collaboration. By developing a professional joint image and appearance a sound basis for further dissemination and exploitation activities has been therefore set already in the beginning of the COVE-WENDT project.