D5.1

PATTERN visual and online identity

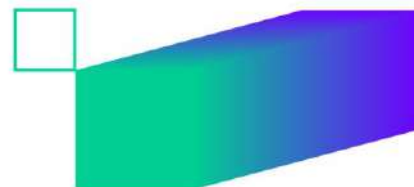|	
Project Name	Piloting open and responsible Activities and Trainings Towards the Enhancement of Researchers Networks
Project Acronym	PATTERN
Contract No.	101094416
Type of action	HORIZON Coordination and Support Actions
Call	HORIZON-WIDERA-2022-ERA-01: Widening participation and strengthening the European Research Area
Topic	HORIZON-WIDERA-2022-ERA-01-44: Developing and piloting training on the practice of open and responsible research and innovation
Start of the Project	1 January 2023
Duration	42 months

OUR CONSORTIUM

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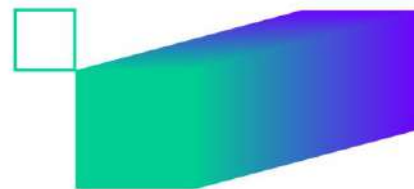
Deliverable title	PATTERN visual and online identity
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Actual date of delivery	28/02/2023
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Partner responsible	LOBA
Author(s)	Pietro Rigonat (LOBA)
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Contributors

NAME	ORGANISATION
Pietro Rigonat	LOBA
Alexandre Almeida	LOBA
Alessio Livio Spera	APRE

Peer Reviews

NAME	ORGANISATION
Joao Gaspar	LOBA
Claudia Iasillo	APRE

Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
0.1	14/02/2023	Pietro Rigonat (LOBA)	First Draft
0.2	21/02/2023	Claudia Iasillo, Alessio Livio Spera (APRE) Alexandre Almeida (LOBA)	Comments from partners and reviewers
1.0	27/02/2023	Pietro Rigonat (LOBA)	Final version submitted

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1 Executive Summary

D5.1 PATTERN visual and online identity aims at providing an overview of the main elements composing project's visual and online identity at M2 (February 2023). The deliverable is composed of the following sections:

- PATTERN visual identity
  - Brand Manual
  - Communication toolkit

- PATTERN online identity
  - Splash page
  - Social media channels

2 PATTERN visual identity

LOBA, as leader of Work Package 5 "Dissemination, Communication and Engagement" was in charge of developing PATTERN visual identity, which comprises:

- Project logo and claim
- Branding video
- Colour palette
- Typography
- Examples of applications

The elements listed above are included in PATTERN Brand manual which was created and shared with PATTERN partners at M1 (January 2023), with a view to providing partners with downloadable logo versions and fonts and instructions on the correct use of PATTERN logo.

2.1 PATTERN Brand manual

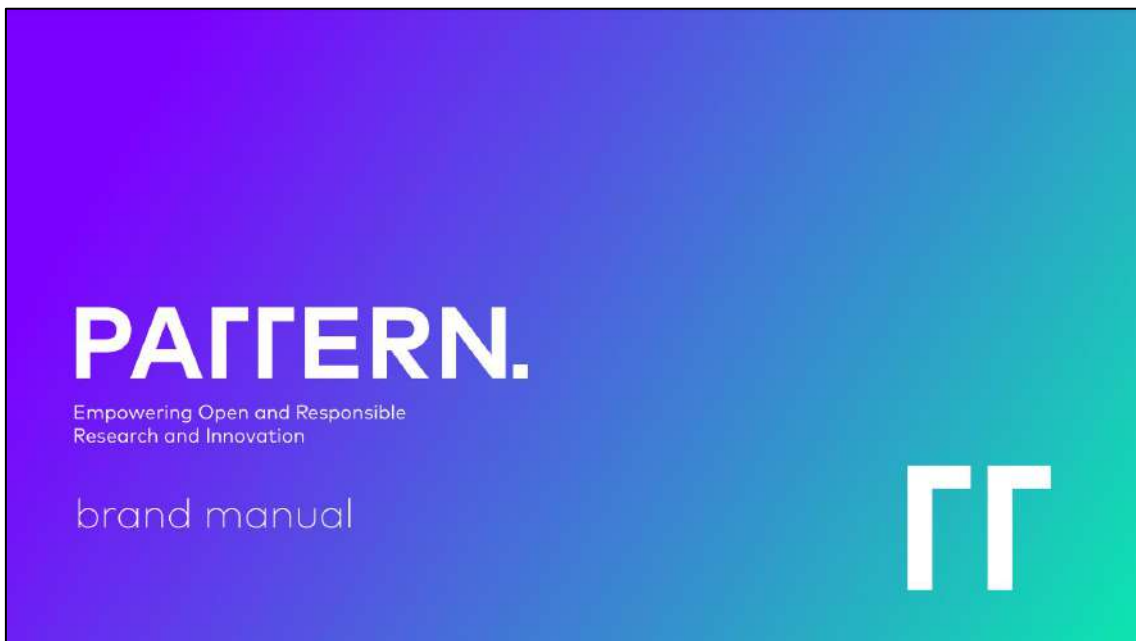In this section we provide an overview of PATTERN Brand manual.

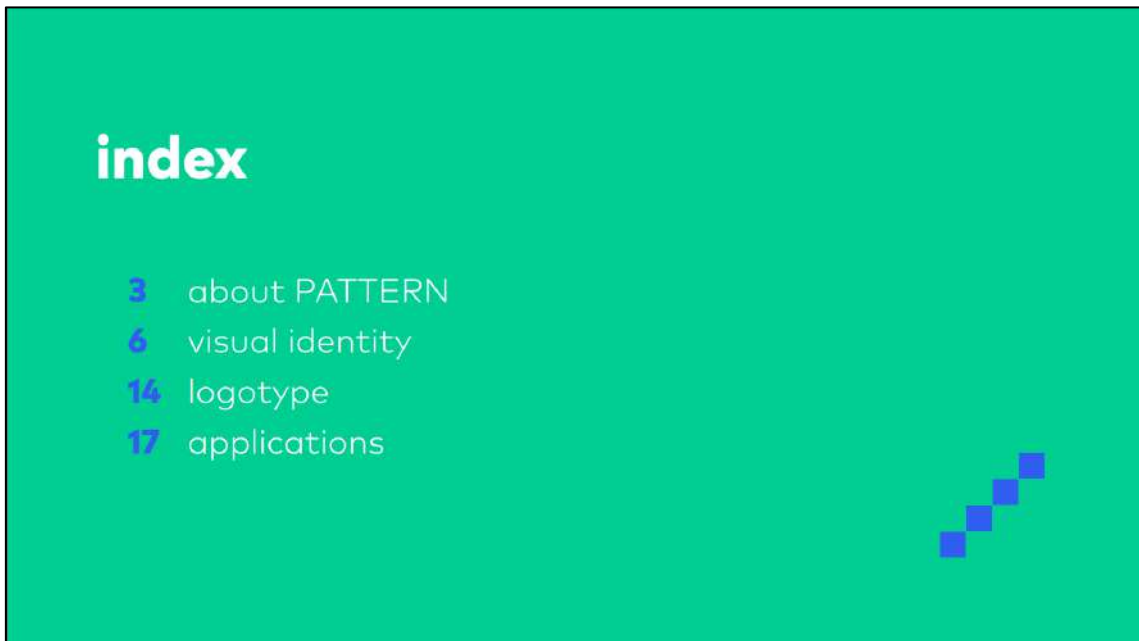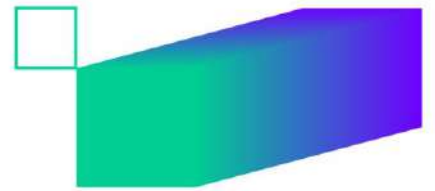*Figure 1 - PATTERN Brand Manual (1)*

Figure 2 - PATTERN Brand Manual (2)

Figures 3 and 4 provide a general introduction of the PATTERN project, which serves as first baseline for the creative process creating the visual identity.
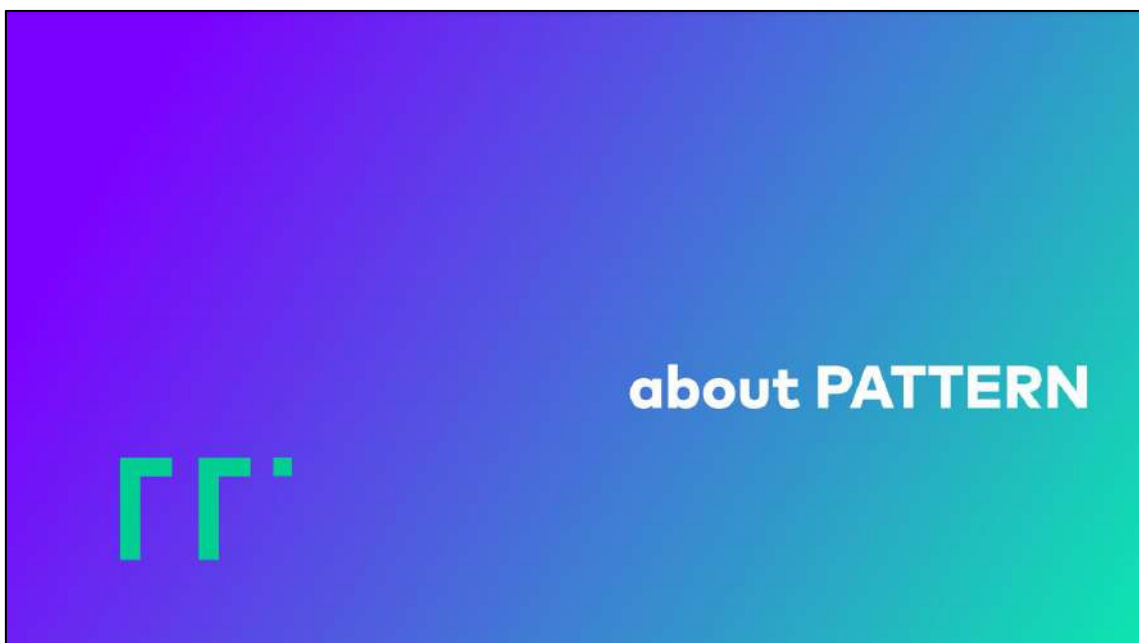

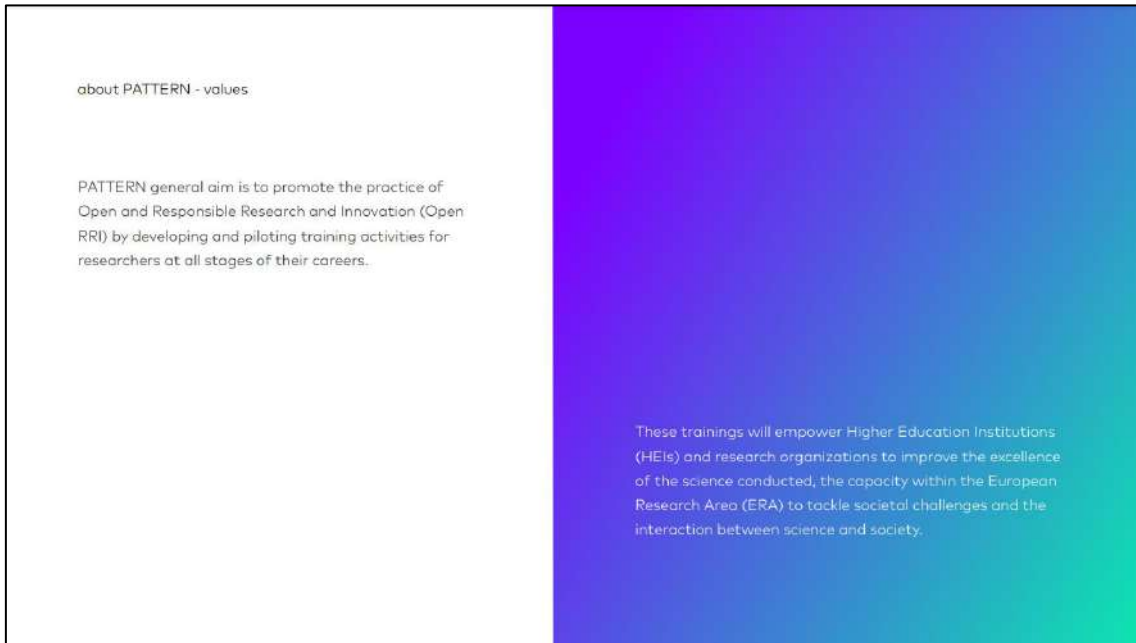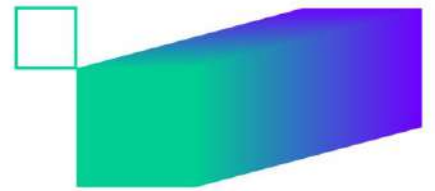*Figure 3 - PATTERN Brand Manual (3)*

Figure 4 - PATTERN Brand Manual (4)

Figure 5 shows the key words, co-created with PATTERN partners that best summarize the essence and objectives of the project.

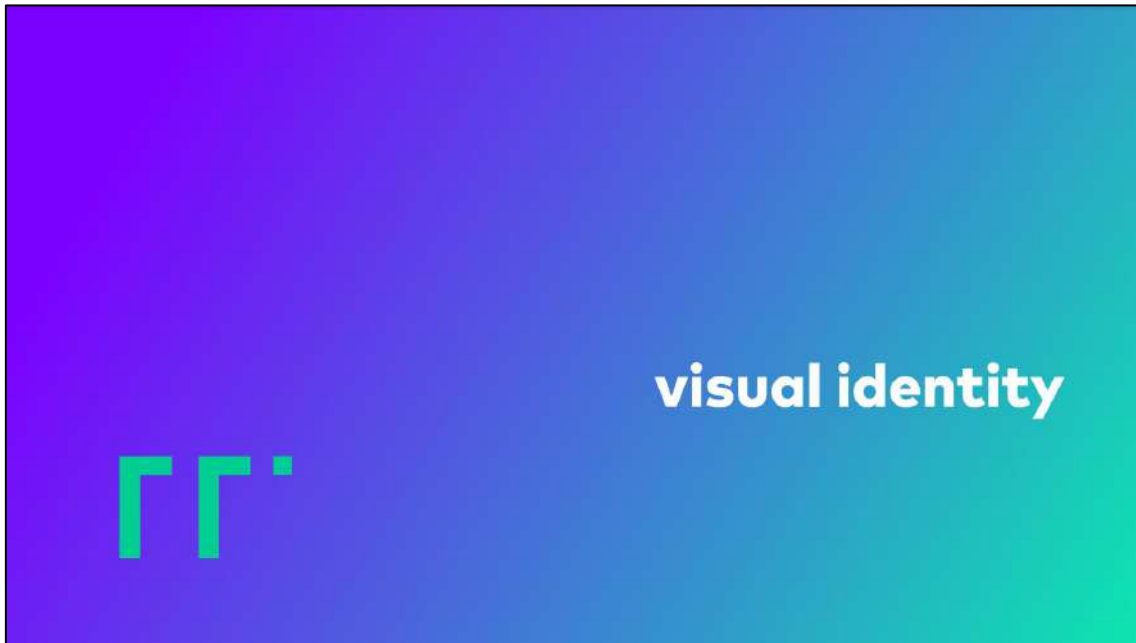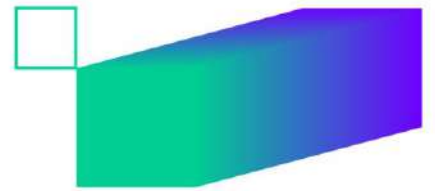*Figure 5 - PATTERN Brand Manual (5)*

Figure 6 - PATTERN Brand Manual (6)

Figure 7 explains the creative process behind the main elements composing PATTERN visual identity: the "Line" represents a "Path for others to receive knowledge or to send new findings"; The "Pattern" represents going "From point A to B, as a transfer or movement of knowledge", while the last element represents the "Beginning of new ideas".
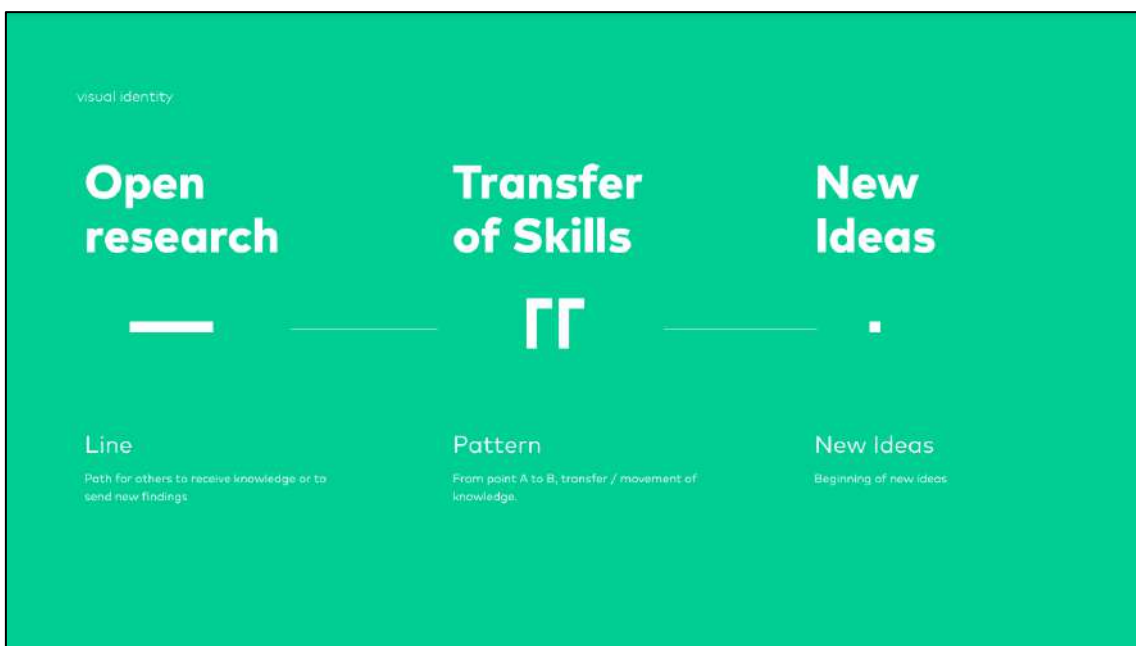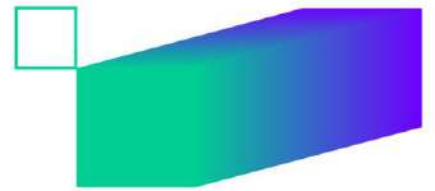

Figure 7 - PATTERN Brand Manual (7)

Figure 8 shows PATTERN main logo with claim "Empowering Open and Responsible Research and Innovation".
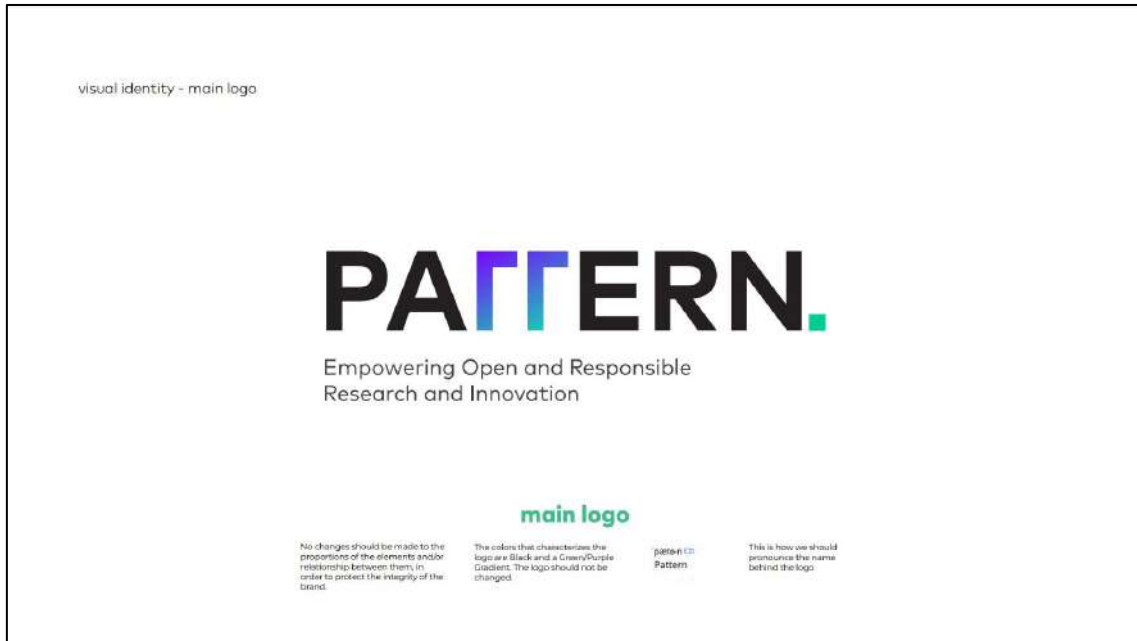

Figure 8 - PATTERN Brand Manual (8)

Figure 9 shows PATTERN monochromatic logo versions.
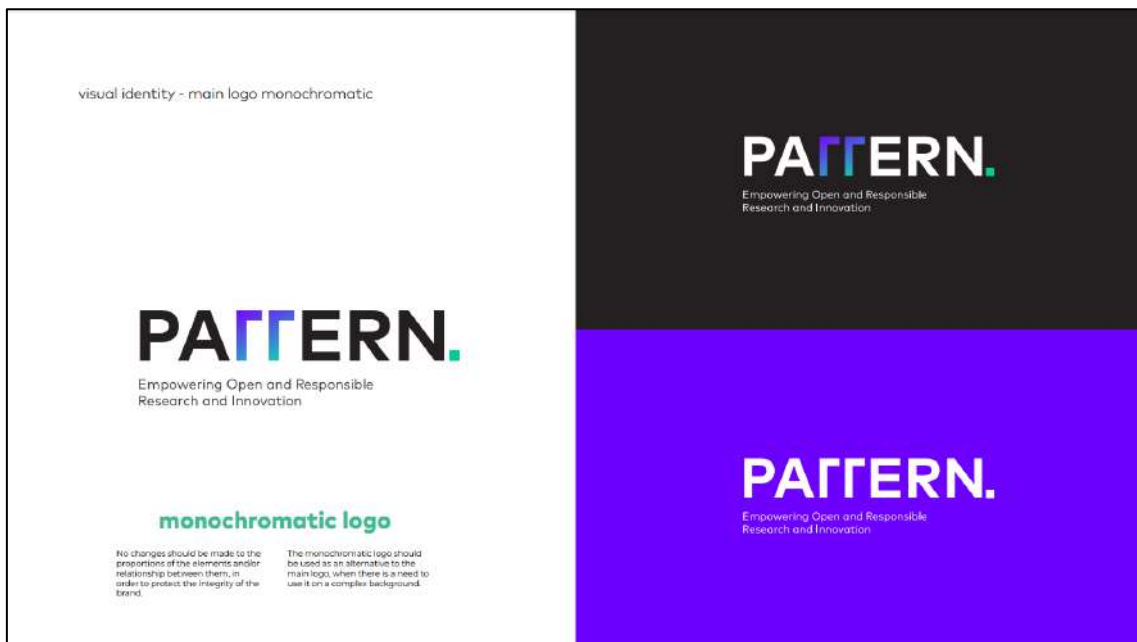

Figure 9 - PATTERN Brand Manual (9)

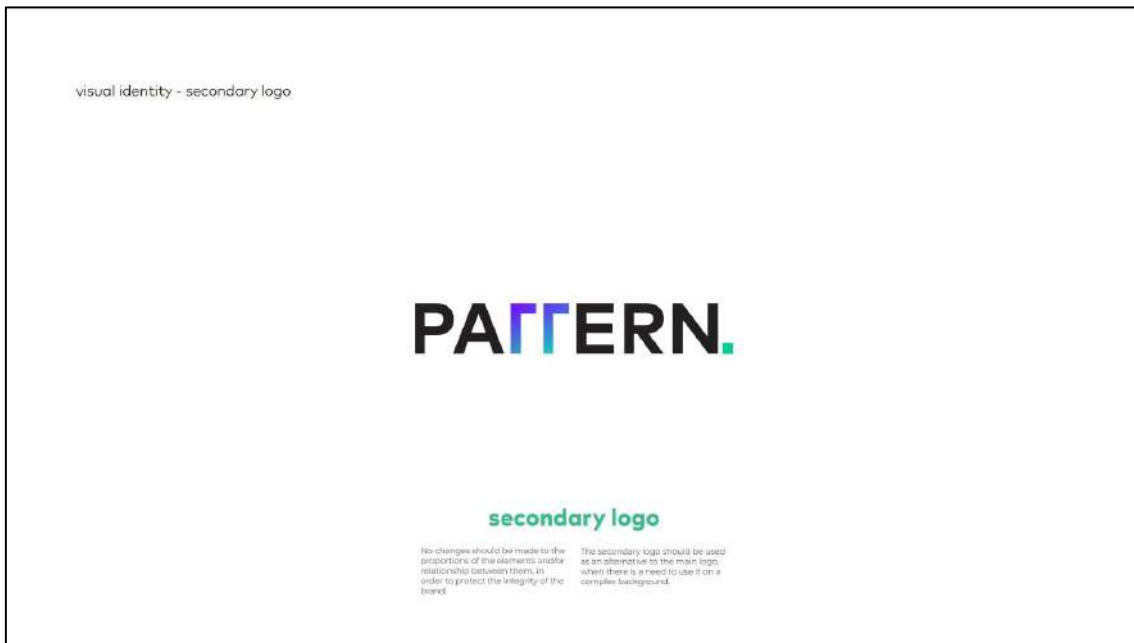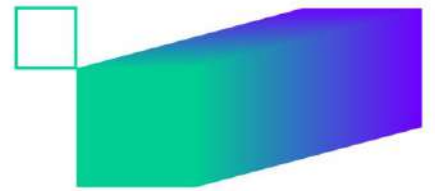Figure 10 shows PATTERN secondary logo, without claim.

Figure 10 - PATTERN Brand Manual (10)

Figure 11 shows PATTERN secondary monochromatic logo, without claim.
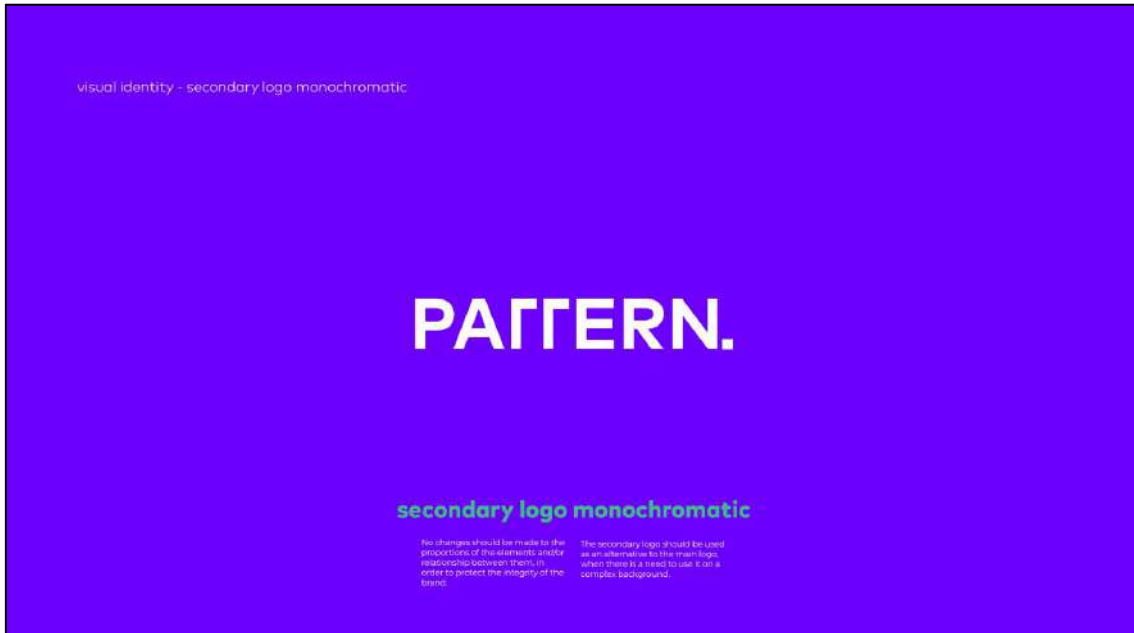

Figure 11 - PATTERN Brand Manual (11)

Figure 12 provides an overview of PATTERN colour palette. The chosen colours represent: Technology (Discreet, sober, research focused Purple) and Research/New Ideas (bright colour such as Green).
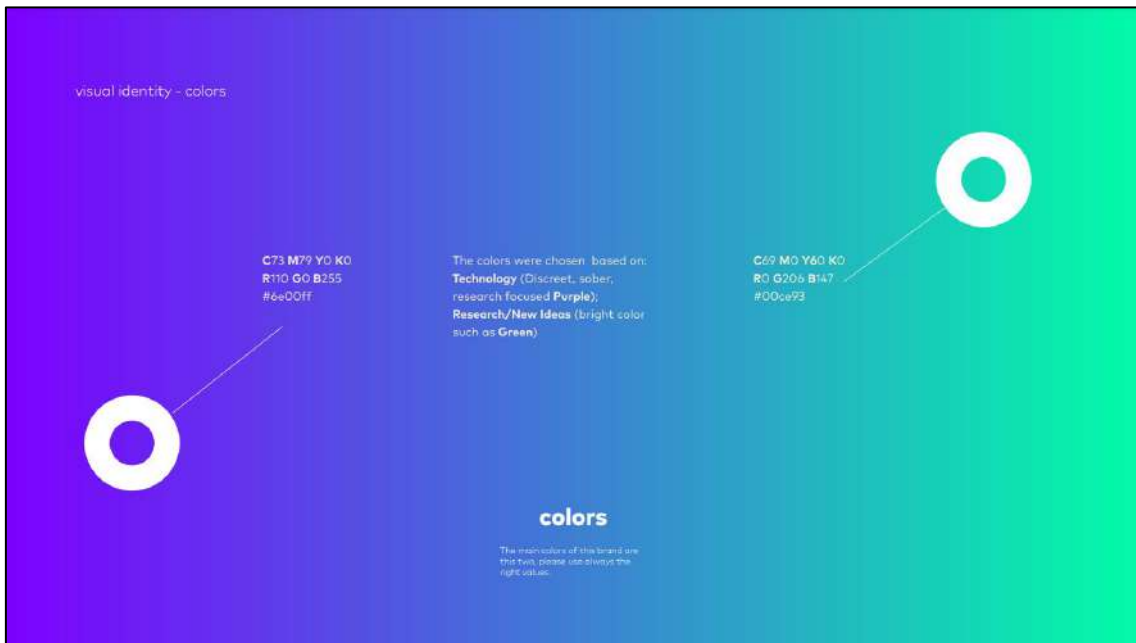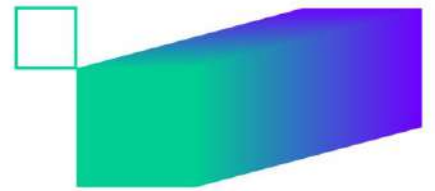
Figure 12 - PATTERN Brand Manual (12)

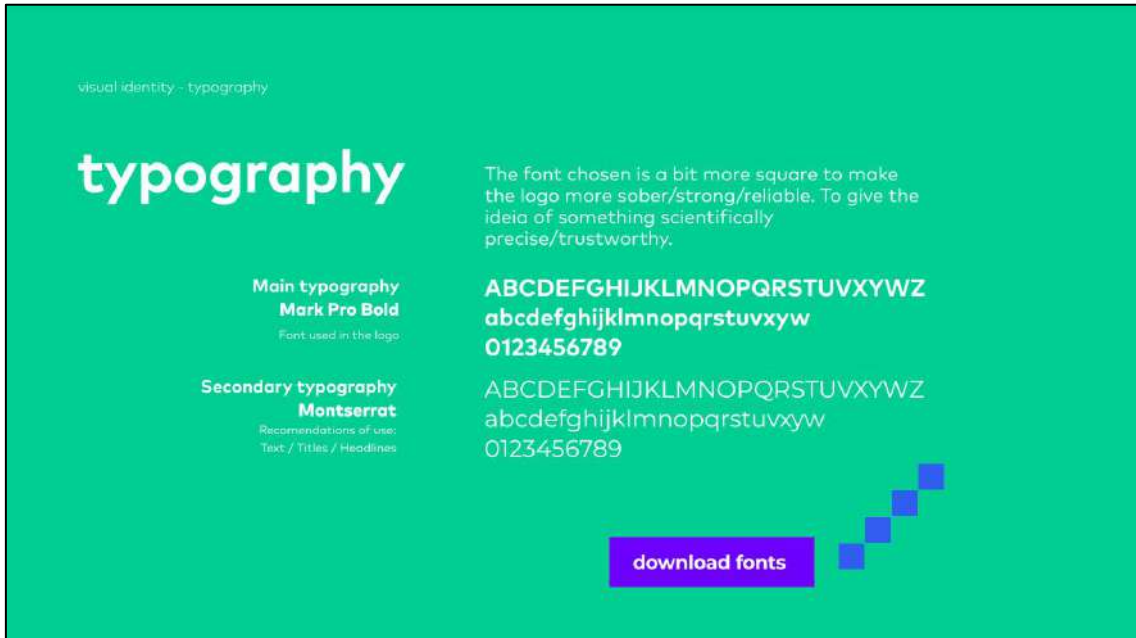Figure 13 provides an overview of PATTERN typography.

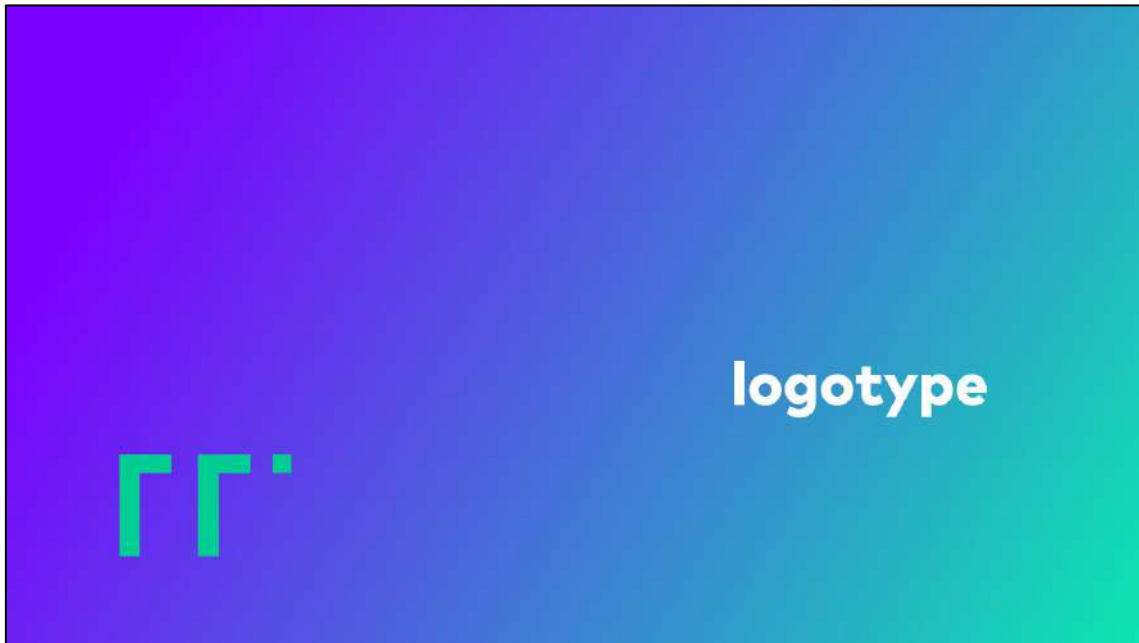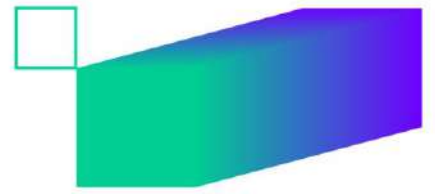*Figure 13 - PATTERN Brand Manual (13)*

Figure 14 - PATTERN Brand Manual (14)

Figures 15 and 16 provide instructions on the "safety area" and minimum sizes for the correct use of PATTERN logo.

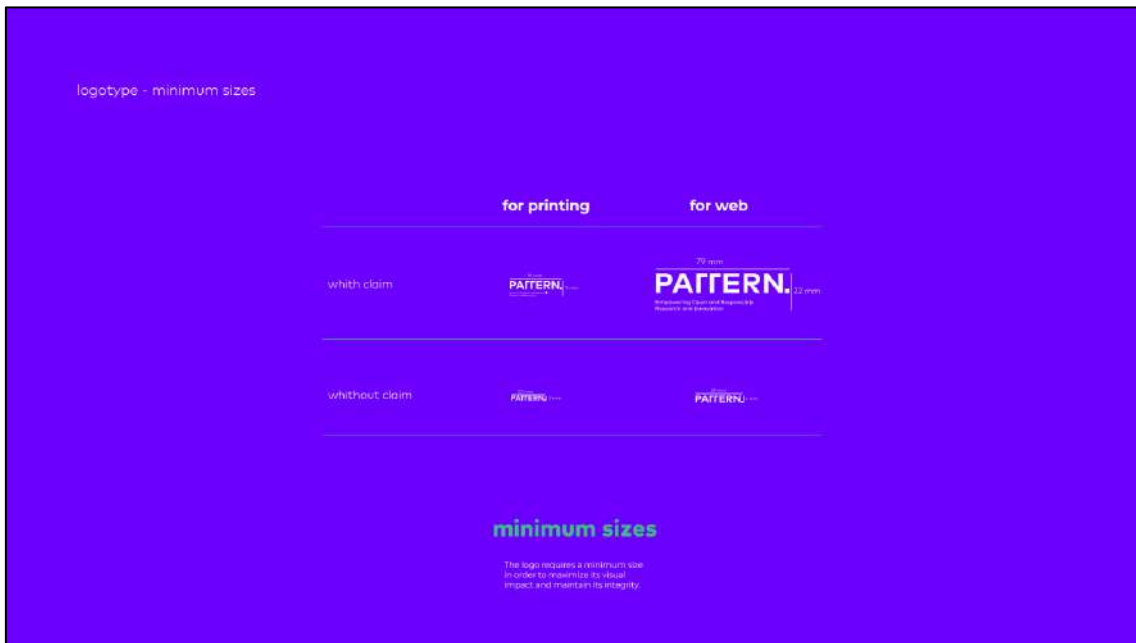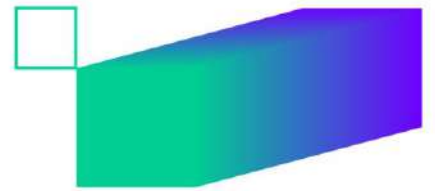*Figure 15 - PATTERN Brand Manual (15)*
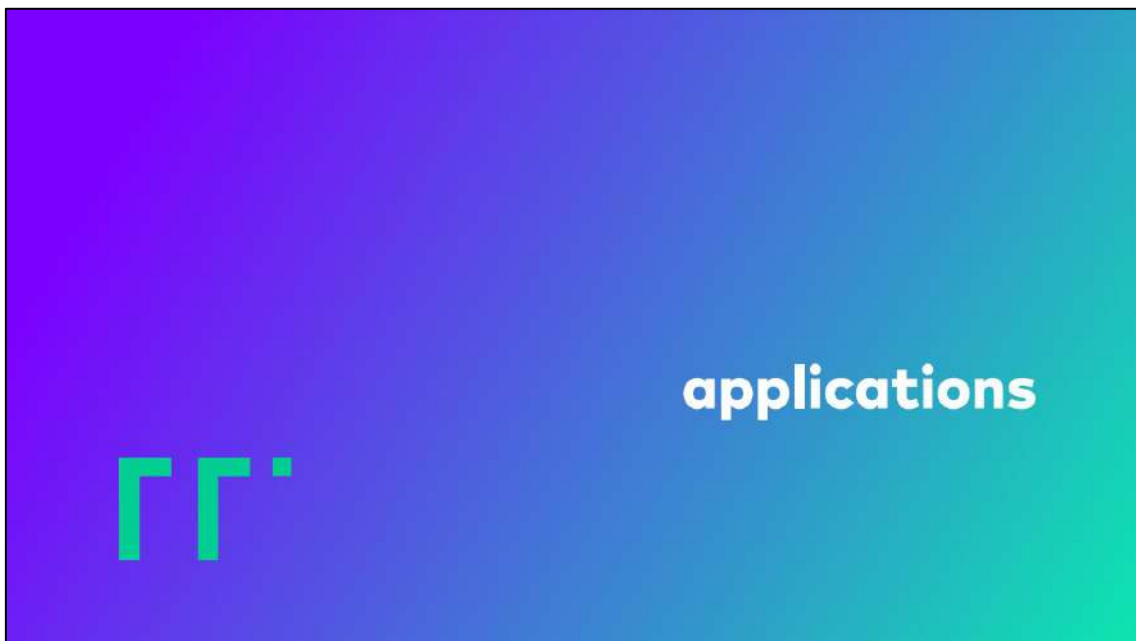
Figure 16 - PATTERN Brand Manual (16)

Figure 17 - PATTERN Brand Manual (17)

Figures 18 and 19 provide an example of applications for web and gadget of PATTERN visual identity.
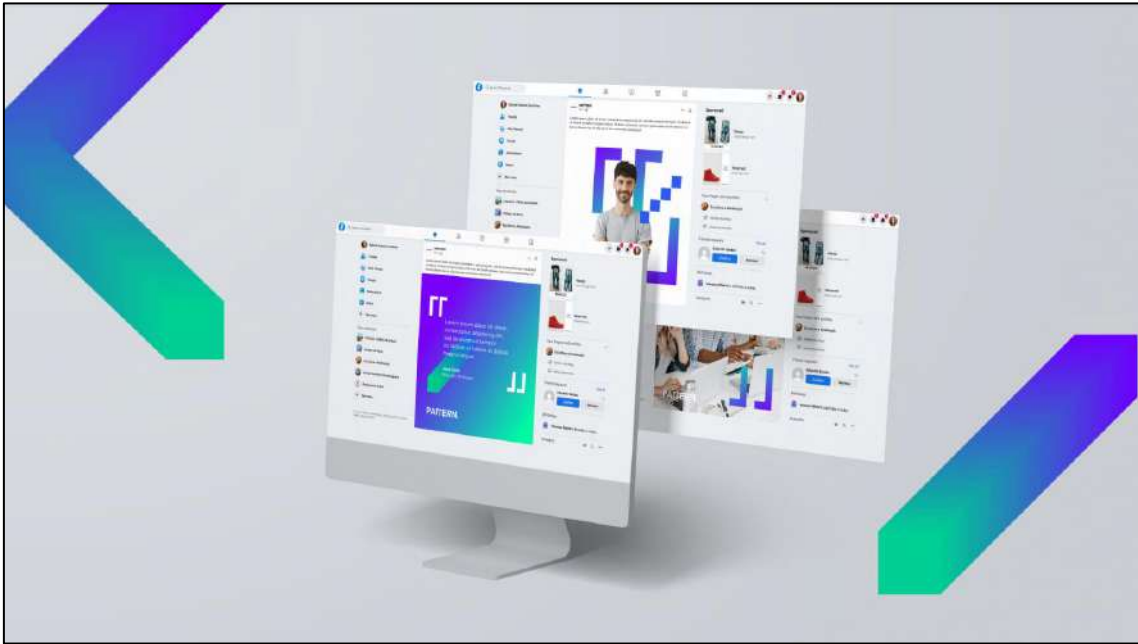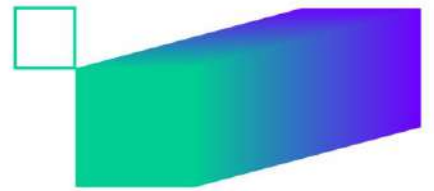
Figure 18 - PATTERN Brand Manual (18)
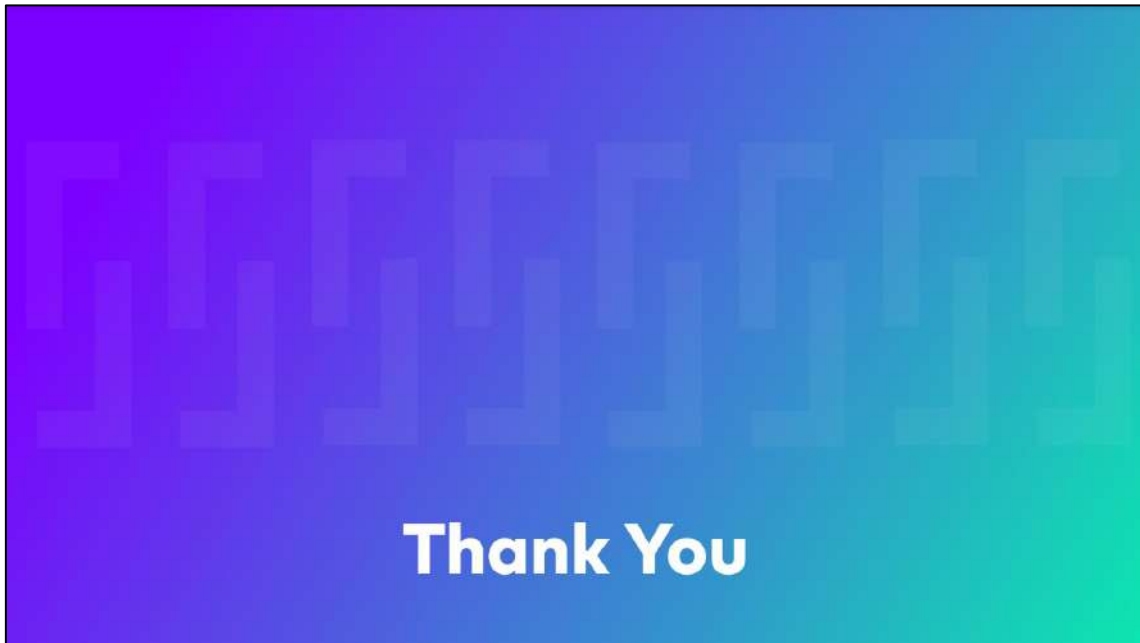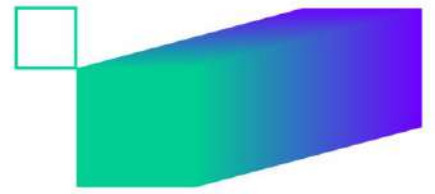

Figure 19 - PATTERN Brand Manual (19)

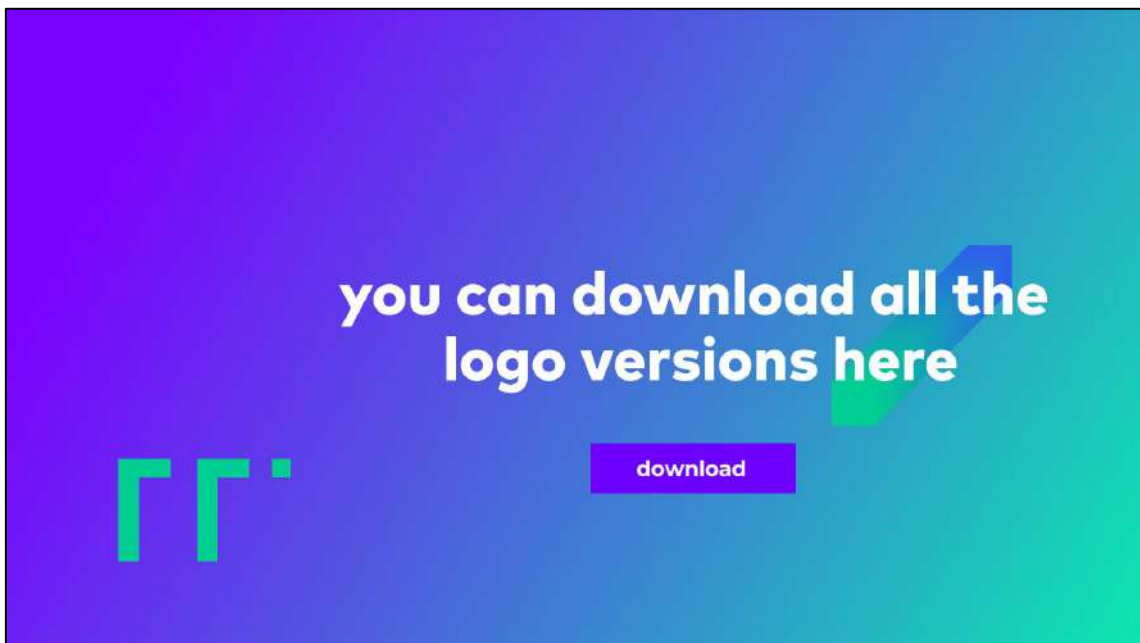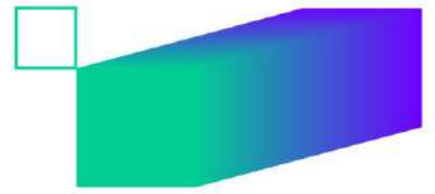*Figure 20 - PATTERN Brand Manual (20)*

Figure 21 - PATTERN Brand Manual (21)

2.2 PATTERN Communication toolkit

LOBA developed the following materials comprising "PATTERN Communication toolkit", with a view to enable Consortium partners to promote the project in both online and onsite formats with a consistent project visual identity.
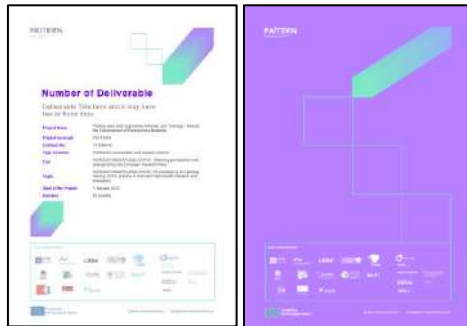
- Template for deliverables

Figure 22 - PATTERN template for deliverables
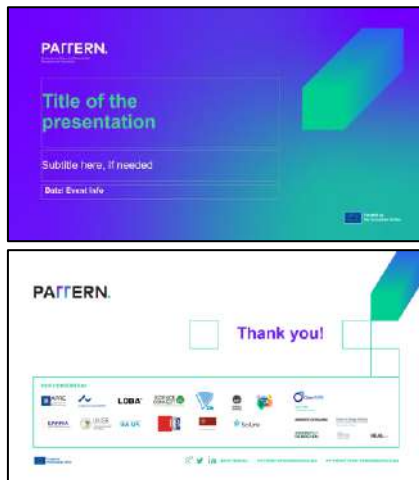
- Template for presentations
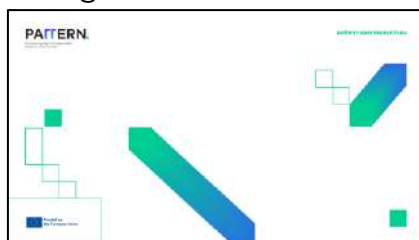

Figure 23 - PATTERN template for presentations

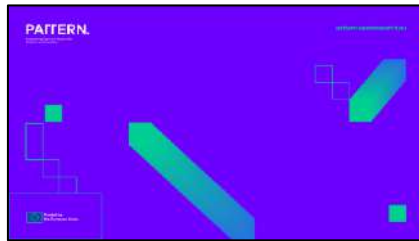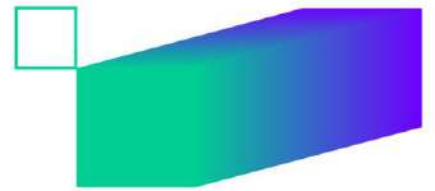- Background for teleconferences

Figure 24 - Background for teleconferences

- Letterhead paper

Figure 25 - PATTERN letterhead paper
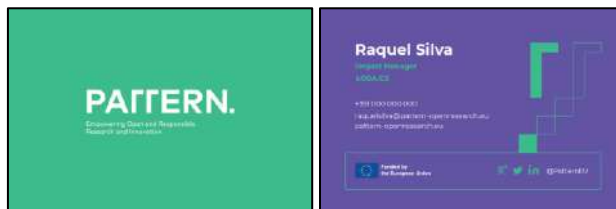
- Business card

Figure 26 - PATTERN business card

- Email signature

Figure 27 - PATTERN email signature
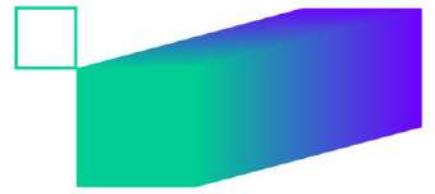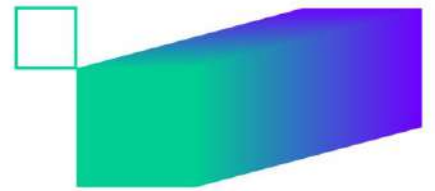
- Folder

Figure 28 - PATTERN folder

- Lanyard

Figure 29 - PATTERN lanyard

3 PATTERN online identity

LOBA, as leader of Work Package 5 "Dissemination, Communication and Engagement" was in charge of developing and launching PATTERN splash page and social media channels.

All partners were involved in the co-creation of the contents of the splash page.

3.1   PATTERN splash page

A splash page is generally a page that precedes the main pages on a website, an introductory screen users see when landing on a website or when visiting specific pages.

In PATTERN case, the splash page introduces the project core information and objectives and was developed at M2 (February 2023) in order to let Consortium partners implement online promotional activities (including project's social media) since the very beginning of the project, while the official website is being developed.

PATTERN splash page is available at the URL https://www.pattern-openresearch.eu/ and provides the following information:

Project (animated) logo, claim "Empowering Open and Responsible Research and Innovation" as well a call to action to key target groups "Are you a researcher, a research performing or research funding organisation interested in implementing open and responsible research and innovation practices??" are provided as reported in Figures 30 and 31.

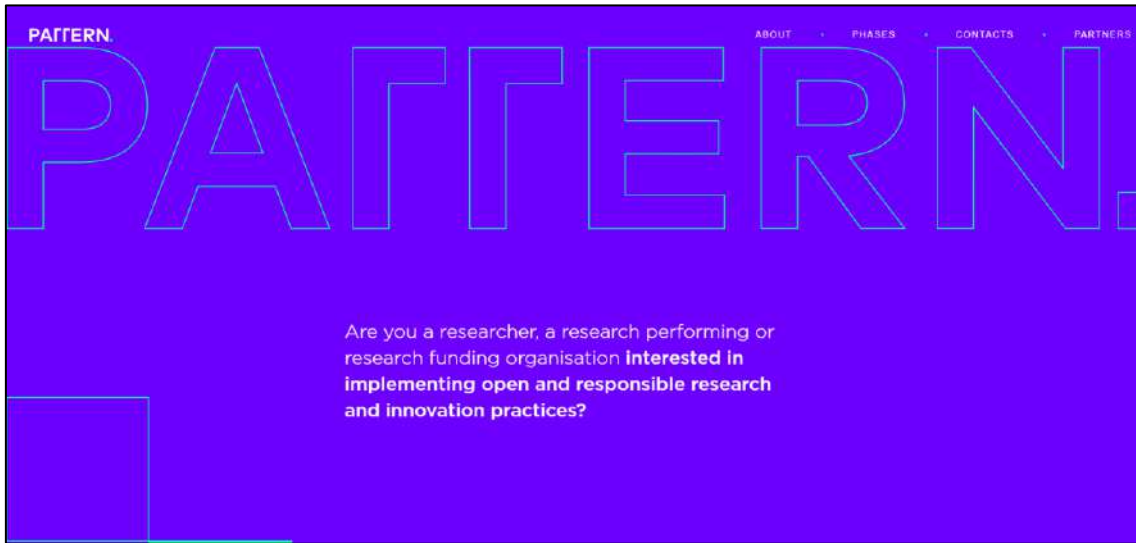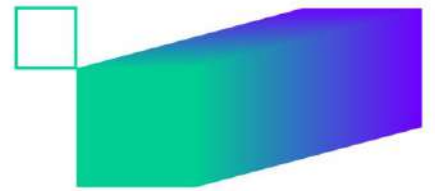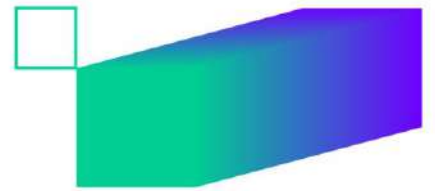*Figure 30 - PATTERN splash page (1)*

Figure 31 - PATTERN splash page (2)

By scrolling down, users will get an introduction on what PATTERN is, and what will PATTERN do with mouse over animation, as reported in Figures 32 and 33.

Figure 32 - PATTERN splash page (3)

Figure 33 - PATTERN splash page (4)

The following section of the splash page is focused on project's phases, displayed with a side animation, as summarized in Figure 34.

Figure 34 - PATTERN splash page (5)

The last sections of PATTERN splash page are focused on contacts and Consortium partners as reported in Figured 35 and 36.
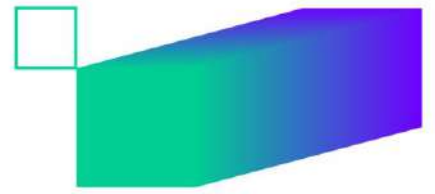
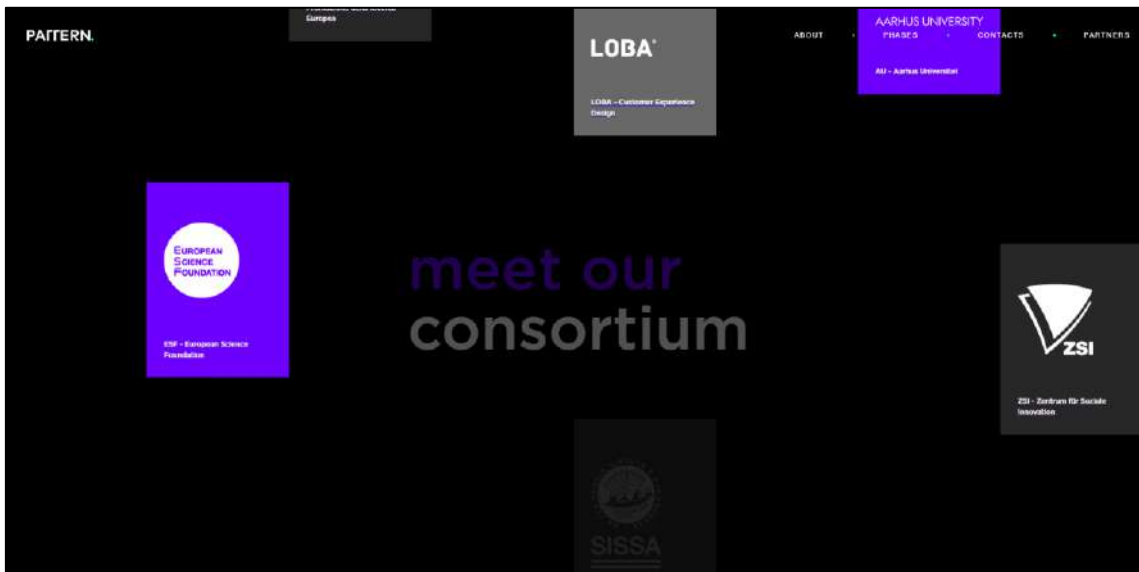*Figure 35 - PATTERN splash page (6)*

Figure 36 - PATTERN splash page (7)

3.2 PATTERN social media channels

LOBA launched at M2 (February 2023) PATTERN social media channels on Twitter and LinkedIn with the handle @PatternEU.
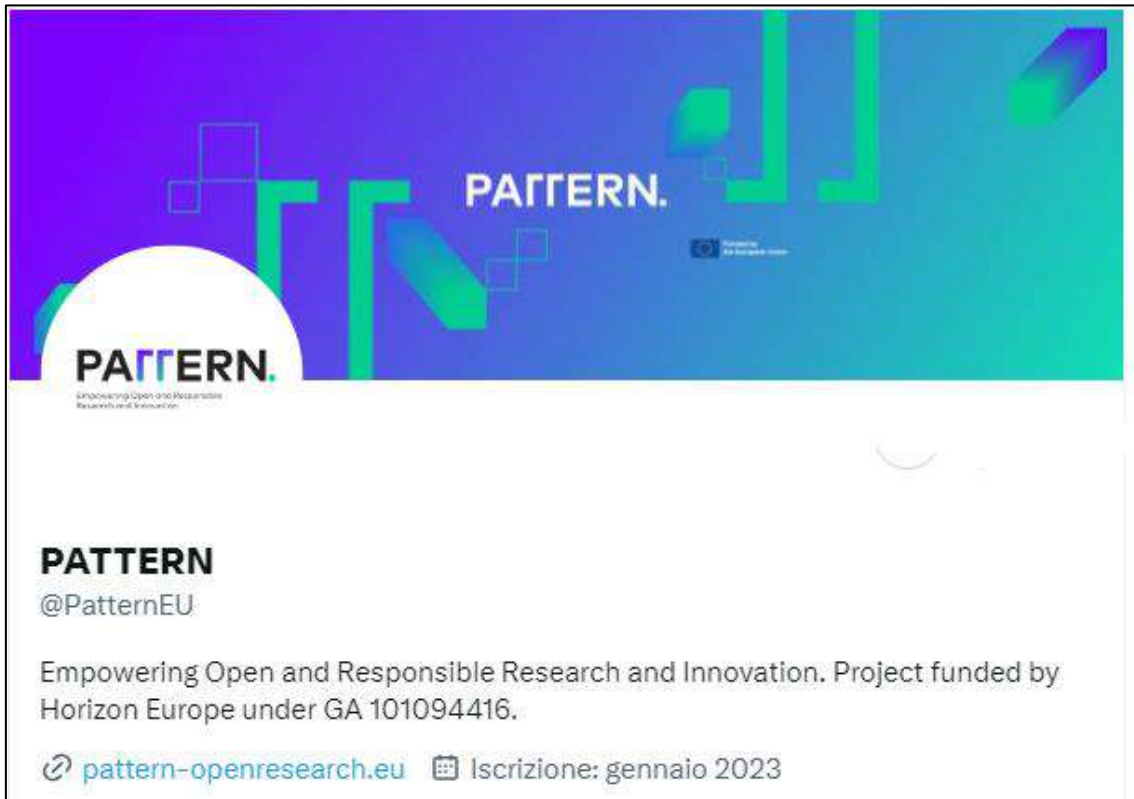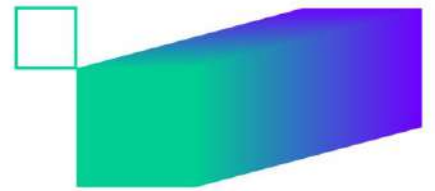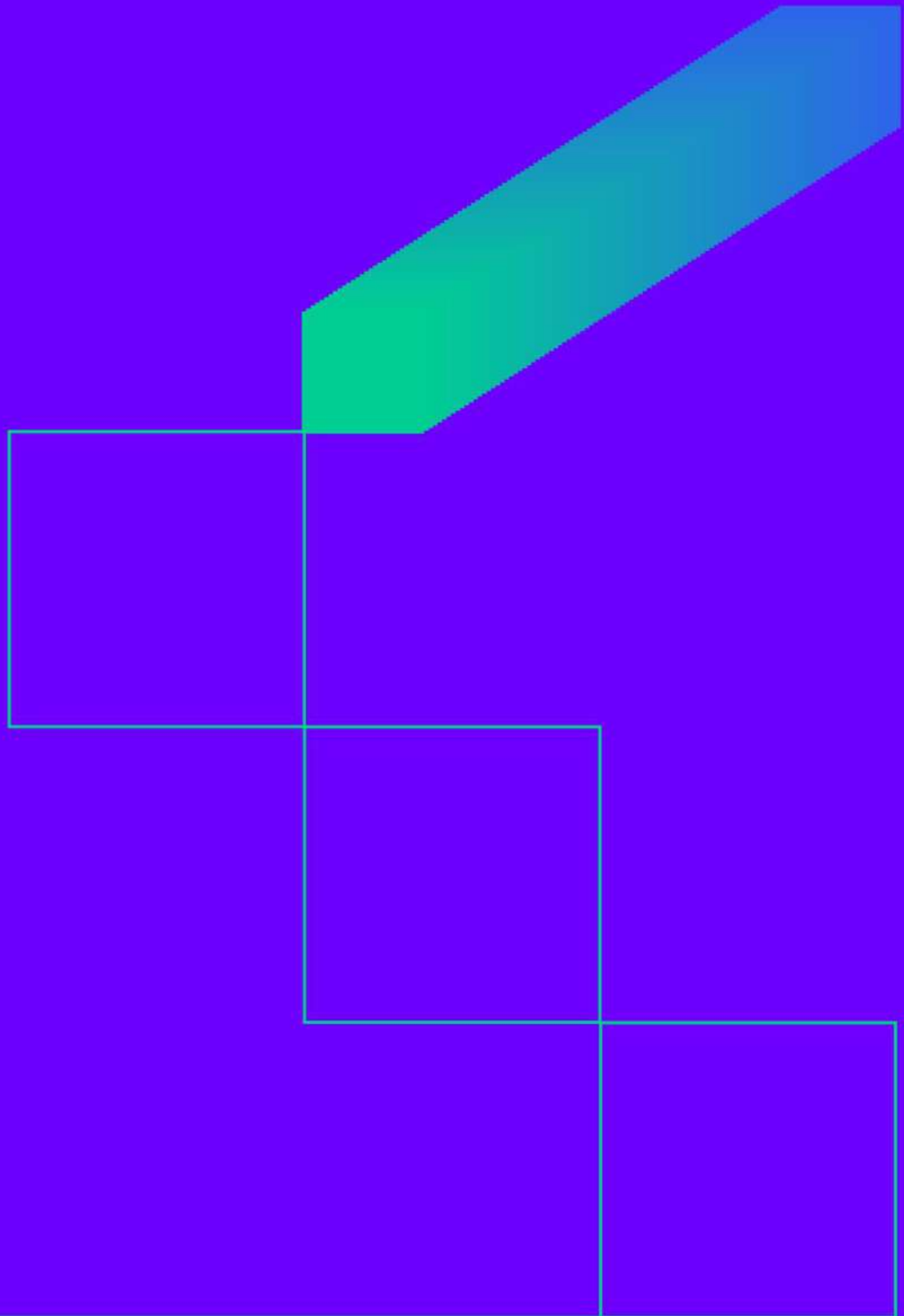
Figure 37 - PATTERN Twitter social media channel

Figure 38 - PATTERN LinkedIn social media channel

PATTERN.

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pattern-openresearch.eu   info@pattern-openresearch.eu