

D.D1.2.2 Project Logo (Design)



The project has received funding from the LIFE Programme of the European Union under GA number LIFE19 ENV/GR/000100



DELIVERABLE D.D1.2.2 Project Logo (Design)

PROJECT NUMBER	LIFE19 ENV/GR/000100
PROJECT TITLE	InnoVative photocatalytic paintS for healthy envirOnment and eNergy Saving
PROJECT ACRONYM	VISIONS
ACTION	D.1 Networking with Other Projects and Dissemination Planning & Execution
SUB-ACTION	D1.2 Dissemination Planning & Execution
DELIVERABLE	D.D1.2.2 Project Logo (Design)
BENEFICIARY	Michopoulos I. & Ch. G.P. (EVOLUTION)
DATE	30/10/2020

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EXECUTIVE SUMMARY

The VISIONS project aims at upscaling innovative photocatalytic paint, improving the quality of the indoor environment while it will enable significant energy savings in buildings.

This document describes the design of four different versions of logo and presents the selected one.

EVOLUTION, by means of direct award, assigned an external contractor, the design of different version of logos and choose the most suitable for project logo.

1. Introduction

This document is the deliverable “D.D1.2.2 Project Logo (Design)” of the EU-funded project VISIONS, describing the design of project logo, which will be presented on every dissemination tool and will follow the project during and after its implementation.

1.1.Purpose of this document

This deliverable is the base of all dissemination action, as presents the visual identity of the project, aiming to ensure clear, consistent and recognisable brand for all communications and to underline the project’s philosophy and objectives.

Project logo reveals the identity of the project, telling the idea of the project and the benefits of its implementation, while it invites the public to get to know the project.

1.2.Structure of this document

The document is arranged into two main sections.

Section 1 of the document introduces the VISIONS project and explains the purpose of this document.

Section 2 presents the different versions of the project, as designed, analyses the design ideas and ends up to the proposed - selected project logo and the mode selection, as well as the way of project logo use as a dissemination tool.

Annex I accompany this deliverable and provides the selected version of project logo in jpeg format, as short and full version.

1.3.List of Beneficiaries

NCSR	National Center for Scientific Research DEMOKRITOS
AUTH	ARISTOTELIO PANEPISTIMIO THESSALONIKIS (Aristotle University of Thessaloniki – Special Account of Research Funds)
EVOLUTION	Michopoulos I. & Ch. G.P.
FORTH	Foundation of Research and Technology - Hellas
VITEX	YANNIDIS BROTHERS S.A. – INDUSTRIAL – COMMERCIAL – CHEMICAL –TECHNICAL AND HOTEL BUSINESS COMPANY HERMES

2. Design of Project Logo

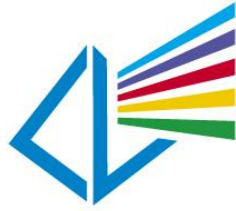
2.1. Design of different versions

EVOLUTION, by means of direct award, assigned an external contractor, the design of different version of logos as presented below. The design team, based on special key words, designed four different versions.

1st version



2nd version



InnoVative photocatalytic paintS
for healthy envirOnment and eNergy Saving

3rd version



InnoVative photocatalytic paintS
for healthy envirOnment and eNergy Saving



InnoVative photocatalytic paintS
for healthy envirOnment and eNergy Saving



InnoVative photocatalytic paintS
for healthy envirOnment and eNergy Saving

4th version



LIFE  VISIONS

InnoVative photocatalytic paintS
for healthy envirOnment and eNergy Saving

LIFE  VISIONS

InnoVative photocatalytic paintS
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2.2. Design ideas and meanings

The design team carefully studied the subject, the objectives and the expected results of the project, in order to have a complete view of it. During the design special visual messages were used, aiming to reflect the ideas behind the logos, concerning the purpose of the project and the environmental issues meet the project.

In this frame, the design team tried to capture in the best way, integrated design elements, as well as meanings and symbols, such as the initials (LV) of the project's acronym LIFE VISIONS, the shape of the circle resembles the earth, the color palette, the shape of buildings, reflection elements for the reflection of the pollution and prism formation that can contain many meanings e.g. color transformation.

Each different version, contains some of the above elements, trying to cover different points of view.

2.3. Proposed Project logo

Considering the above ideas, EVOLUTION proposes that the best project logo is the second, of the above versions, as follows.



The criteria that led to this choice, was that this version contains most of the requested elements, symbols and meanings and specifically includes the initials (LV) of the project's acronym LIFE VISIONS, the color palette, the shape of buildings, reflection elements for the reflection of the pollution and prism formation that can contain meanings as color transformation.

2.4. Project Logo as a dissemination tool

The Project logo will be used on all communication materials (hard copy, electronic, display in events). It will be placed in a central and visible position of any produced material and it will never be smaller than any other logo included in the same material (e.g. if partner logos are used). All project written deliverables will place the Project Logo on the top right-hand corner. The minimum usable size of the logo is 45.5 mm.

Annex I – Project Logo

The proposed project logo in jpeg format (Short and full version).