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Operating System for Smart Services in Buildings

D9.2 Promo Material

WP9 Dissemination, Exploitation and Communication

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Terms, definitions, and abbreviated terms

WP	Work Package
T	Task
D	Deliverable
M	Month

Executive summary

The deliverable D9.2 Promo materials is a public document of the domOS project, delivered in the context of WP9 Dissemination, Exploitation and Communication, task T9.4 Marketing the domOS Solutions. The objective of task T9.4 is to secure the successful communication and dissemination of the project through the implementation and deployment of a communication and dissemination plan.

This document is a follow up to the already submitted deliverable *D9.1 Project website* which presented the content and design of the project website in detail. The D9.2 presents the results of the dissemination activities that were carried on during the first 6 months of the domOS project in order to prepare and support the project dissemination material. The promotional materials designed include project logo manual, presentation template, roll-up poster, presentation, leaflet and set of social media templates. All the promo materials maintain the same visual identity that was developed as a part of a logo manual and the promo materials will be updated yearly in order to reflect the project development. The deliverables D9.1 and D9.2 will serve as tangible documents for delivery of the D9.3 – Dissemination and Communication plan.

1. Introduction

A relevant part of the dissemination activities foreseen in the project depends on the production of high-quality dissemination material able to communicate project results and activities to the target audiences. For this purpose, a group of initial dissemination tools were developed to support communication and dissemination, in particular:

- Project logo and logo manual
- PowerPoint presentation template
- Project roll-up poster
- PowerPoint project presentation
- Project leaflet
- Set of social media templates

This document describes the delivered material that has been produced during the first six months of the domOS project. At the time this report is being created, the dissemination of projects is quite uncertain – will the domOS project be able to attend physical events in the future? Hopefully, it will be soon possible to attend physical dissemination events, but it is important not to rely entirely on this possibility. Therefore, the set of promo materials reflects the current COVID-19 situation and the growing importance of online dissemination and communication. domOS project believes that it will be soon possible to attend physical events and is preparing for the opportunity, this is why print quality materials have been designed.

2. domOS visual identity

Objectives of the project identity are:
- To develop a design structure that would accommodate standard project identity elements, a variable visual identity in various uses, and be able to convey thematic information when needed.

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- To allow an immediate recognition of the domOS project thanks to standardized communication templates meant for external audiences.
- To develop specific guidelines and structures related to the project such as a definite set of colours and/or typography. These guidelines should be applied to templates that are easy to adapt, to understand and to use by the project partners.

2.1. domOS project logo and logo manual

Initial task for the dissemination material design is logo development. The logo has been created by FENIX in vector resolution at the beginning of the project in order to define a distinguishable project identity. The logo was intended to be simple and recognizable. While designing the logo, it was important to keep in mind that it reflects the actual branding trends, so that the design is up to date during the whole project lifecycle. The target audience must identify the logo at a first glance; therefore, the logo should be easy to remember, and it must clearly reflect the aim of the project.

domOS is an European project that aims to develop Operating System for smart services in buildings. The symbol in the logo represents "OS" – an acronym of Operating System, the "S" symbolises a simplified image of a house. The three connected dots inside the symbol represent smartness of the system. The "OS" symbol is accompanied by the name of the project. The chosen typeface is strong and thick to go along with the "OS" symbol.

For the purpose of the project, two basic versions of the domOS logo were created. The **main logo** is oriented vertically.

FIGURE 1: MAIN domOS LOGO

The **horizontal version** of the logo is used on the domOS website due to height limitations.

FIGURE 2: HORIZONTAL domOS LOGO

The domOS colour palette contains the following colours: Violet, Turquoise, Light grey, White and Black. The domOS logo font is Montserrat Bold.
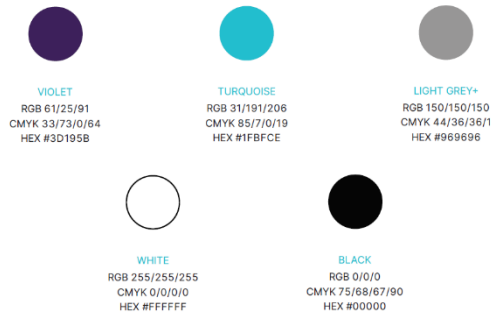
FIGURE 3: DOMOS COLOUR PALETTE

It is important to follow and respect the project visual identity in order to maximize the impact on the audience. For this reason, a logo manual has been created, outlining the graphical identity guidelines (master brand logo, colour palette, logo usage, logo clear zone, other variants of the logo, typography, file formats, etc.).
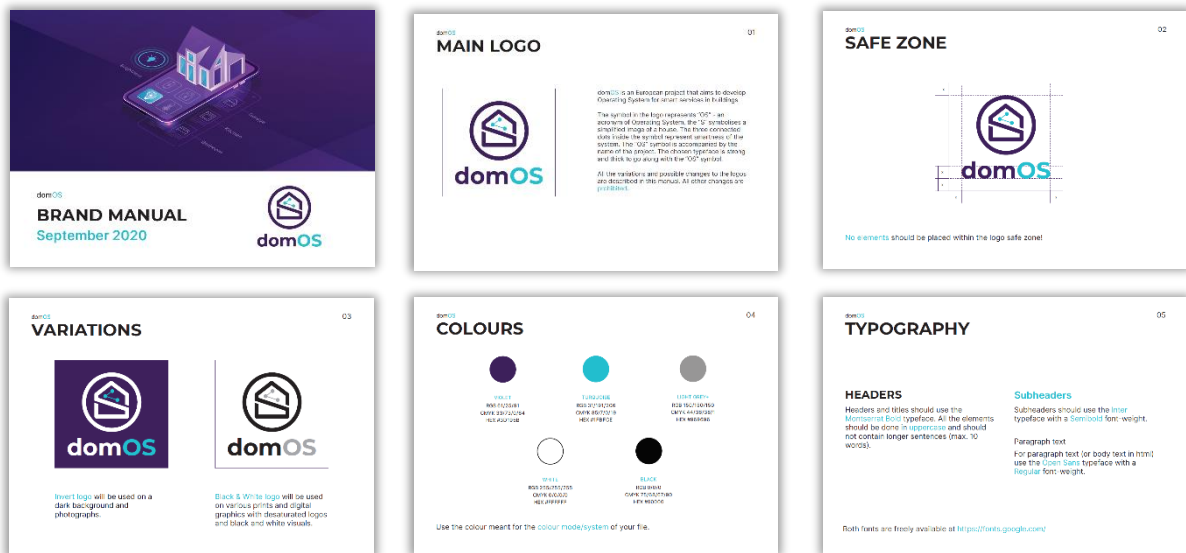

FIGURE 4: DOMOS BRAND MANUAL

The Project logo can be used in the following cases:

- in all documents developed under the framework of the domOS project; including documents to be submitted to the EC (e.g., deliverables),
- in project presentations and in dissemination material to be used for communication and dissemination activities carried out by each project participant under the framework of the project,
- on the domOS website, social media and on websites of the project participants with a link to the project website.

Logos and logo manual are stored on the project website:

http://www.domos-project.eu/documents/promo-materials/logos

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3. Dissemination material

In the first six months of the project, initial dissemination materials have been designed to support communication and dissemination activities of the domOS project, as part of the task T9.4 Marketing the domOS Solutions. The dissemination material will be updated every twelve months after the project meetings following the project's progression. All dissemination material is available on the project website (www.domos-project.eu) and is being regularly shared on the social media profiles (Twitter, LinkedIn, Instagram) and thematic portals (e.g., BuildUp, EU Agenda, etc.).

3.1. Roll-up poster

The one-page roll-up poster (format 85x200cm) has been designed for the domOS project by the end of month 6 (M6), by FENIX. The roll-up poster includes the project´s main motto, general objectives of the project, the website and social media links, partners' logos and the statement of financial support from the European Union. The poster can be used either during physical dissemination events or during online events, such as webinars. The poster is available on the project website (https://www.domos-project.eu/documents/promo-materials).

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FIGURE 5: ROLL-UP POSTER

3.2. PowerPoint presentation

The project presentation in PowerPoint has been designed for the domOS project by the end of month 5 (M5), by FENIX. The project presentation includes general information of the project, concept, objectives, and information about demonstration sites. Furthermore, contact information, website link, social media links, partners, and the statement of financial support from the European Union is also present. The presentation is available on the project website (https://www.domos-project.eu/documents/promo-materials/presentations).

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FIGURE 6: PROJECT PRESENTATION

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3.3. Project leaflet

The project leaflet has been designed by the end of month six (M6), by FENIX. The format is A5 (210 x 148 mm) and it contains essential information about the project – the overall concept, partners, website, and social media links.

FIGURE 7: LEAFLET

3.4. Set of social media templates

Keeping in mind that the social media interaction should contain a graphic element in order to be appealing to the audience, FENIX has designed a set of social media templates in order to maintain a consistent visual identity while interacting with followers on social media. The first template is landscape oriented and is intended for Twitter and LinkedIn. The second template maintains square orientation and is intended for Instagram. The templates are being stored internally on the SharePoint server and in the tool for graphic design (Canva).

FIGURE 8: LANDSCAPE SOCIAL MEDIA TEMPLATE

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FIGURE 9: SQUARE SOCIAL MEDIA TEMPLATE

4. Conclusion

All dissemination material is in accordance with the visual identity of domOS project. It has been designed and created with the intention of updating it every twelve months following the project progress. A brochure with more pages is also planned to be designed following the project progress along with various leaflets for organized events.

Apart from the social media templates, the promo material listed above is available to the public on the project website and will be shared on the social media. Some of the material (i.e., leaflet, presentation) will also be posted on thematic portals (BUILD UP, EU Agenda, ECTP) in order to get more reach of the project content to the target audience as well as to get more traffic to the project website and social media profiles.