capri

**Cognitive Automation Platform
for European PRocess Industry
digital transformation**

Deliverable

D6.2 Visual Identity

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Contributors	SOTIRIS VASILIOU (CORE), CHRYSANTHI LADA (CORE), ANTIGONE NIKOLAIDI (CORE)
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EXECUTIVE SUMMARY / ABSTRACT

The visual identity of the CAPRI project was created as Deliverable 6.2 as part of Work Package 6, "Communication, Dissemination and Community Building" and includes the design of the logo and other icons and diagrams as well as the creation of the templates. All the above were carried out by project partner CORE INNOVATION (CORE). All elements of the material that constitutes the visual identity of the project, including the colour scheme, typography etc, were carefully chosen for their aesthetic effect and their agreement with CAPRI's essential aspects. Different versions of each element were designed in order to facilitate the project partners and suit different purposes. The use of this material is intended to be both internal, i.e. project meetings, presentations and external in the various communication channels of the project, such as the social media and the website.

SCOPE

The purpose of the visual identity is to create a clear image for the project using various aesthetic elements. The components created under the current deliverable, will also form the basis for supplementary communication material that will be developed under Work Package 6 like the CAPRI poster and leaflet. The goal is to create a unified visual image for the project where all elements are in accordance with each other and CAPRI's main objectives and functions. Additionally, it serves as a main communication tool for the project and its visibility and further promotion, ensuring CAPRI's message is effectively getting across.

1   Logo Design and Styles

1.1   Logo Design Process

The CAPRI logo encapsulates in a single image the essential aspects of the project. The conception of the logo began with the imagery of a human brain, denoting the cognitive solutions that the project will offer. This initial image was combined with a simple diagram that evokes the industrial processes and automation that CAPRI will enhance and use, originating the final deconstructed image of the brain. Finally, a cog shape is added to visualise the Process Industry where the project will focus.

While graphic elements are needed to be masterfully integrated together, colour is one of the essentials to convey logo's meaning. The blue colour symbolises trust, intelligence, and confidence and it is quite often used in logos of technology and IT companies. For this reason, different shades of blue were selected for CAPRI logo. The red-orange colour on the other hand attracts the attention and makes the logo more vivid and powerful. Red and orange colours were selected to add a 'warm' element in CAPRI logo.

The separate parts as well as the final deconstructed image can be seen in Figure 1.
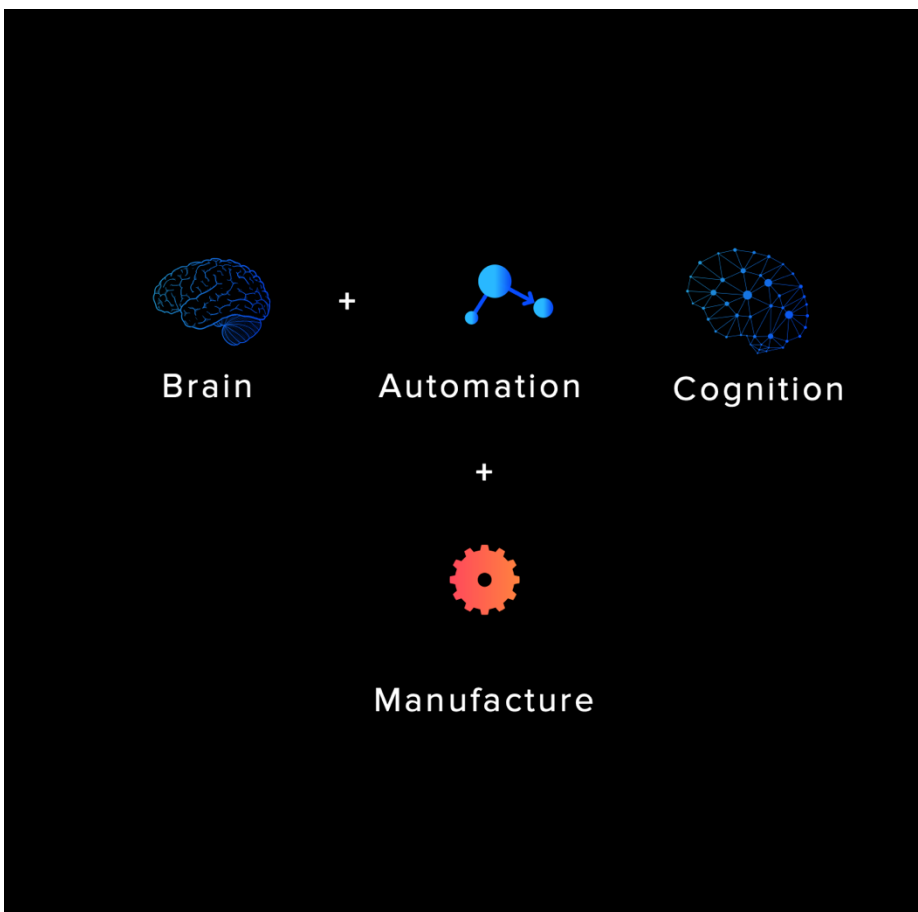

Figure 1: Logo Design Process

1.2 Logo Styles

Different styles of the logo are deployed to allow its use on light and dark backgrounds. Two orientation options are also included, horizontal and vertical, depending on the position of the letters regarding the image. A horizontal and final style of the logo includes the full name of the project.
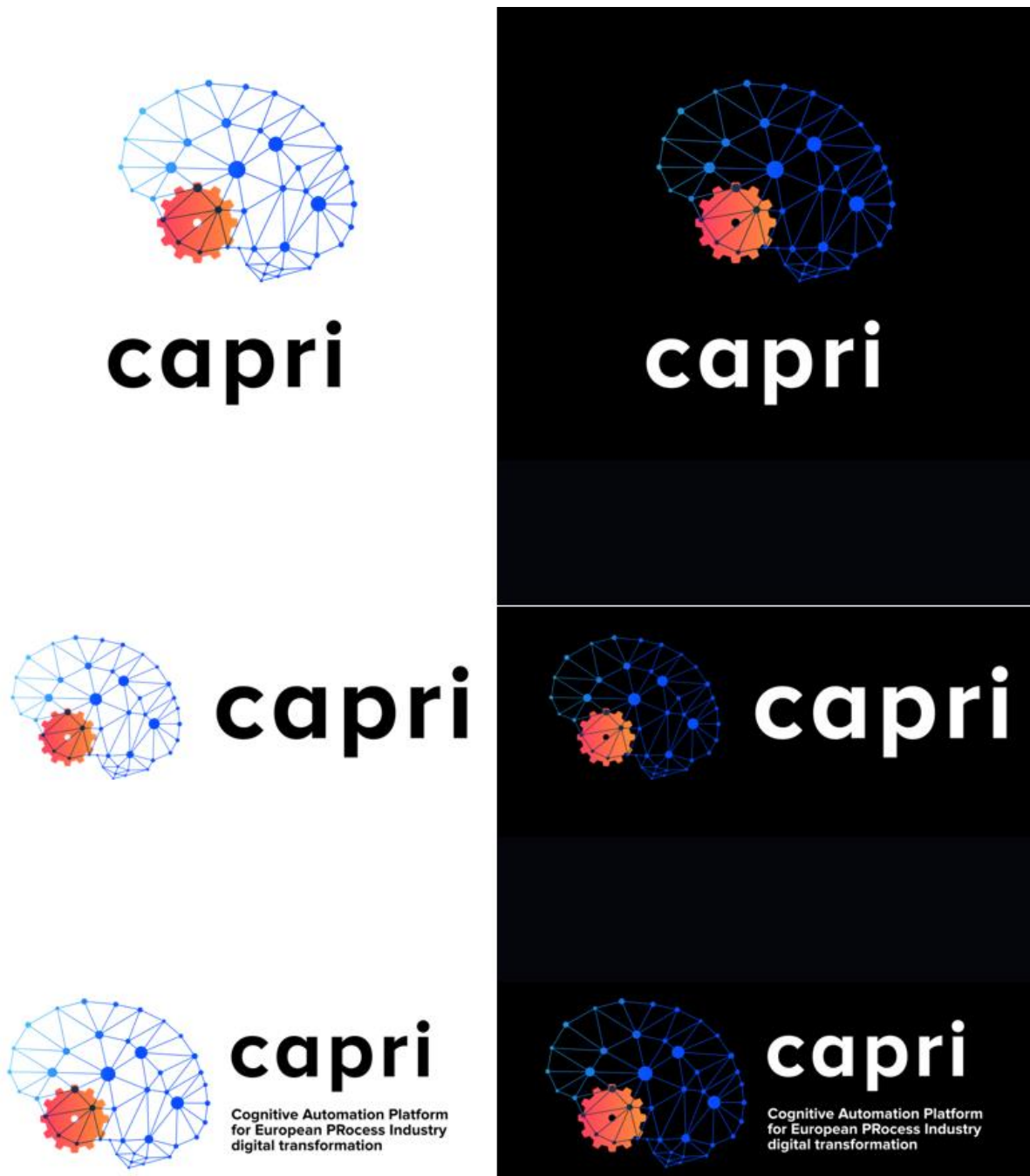

**Figure 2: Logo different Styles and applications**

2 Capri Colour Scheme

The colour scheme consists mainly of two shades of the blue colour and an orange-red hue. When possible, we suggest to use the gradient version of the orange-red hue. The blue hues represent the technological and cognitive aspect of the project and the red-orange hues are used to signify the intensity of the Process Industry.
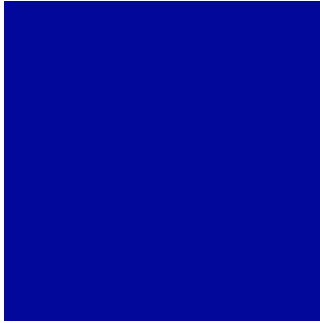
BLUE

HEX: # 01089A
RGB: 1, 8, 154
CMYK: 98, 83, 4, 12
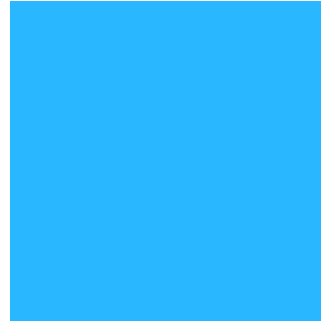
SKY BLUE

HEX: # 29B8FF
RGB: 41, 184, 255
CMYK: 54, 16, 0, 0

ORANGE-RED

HEX: # FF440B
RGB: 255, 68, 11
CMYK: 0, 75, 90, 0

DARK

HEX: #242938
RGB: 255, 68, 11
CMYK: 0, 75, 90, 0

GRADIENT RED

HEX: #FF440B   HEX: # FF0F1D
RGB: 255, 68, 11   RGB: 255, 15, 29
CMYK: 0, 75, 90, 0   CMYK: 0, 85, 90, 0

3 Typography

Typography is an essential part of the visual identity of CAPRI. On the website, logo and print material, the Proxima Nova Family typeface is used to convey clarity and the modern innovations of the project.

3.1 Website, Logo, and Print Material Typography

Proxima Nova (2005) bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance.
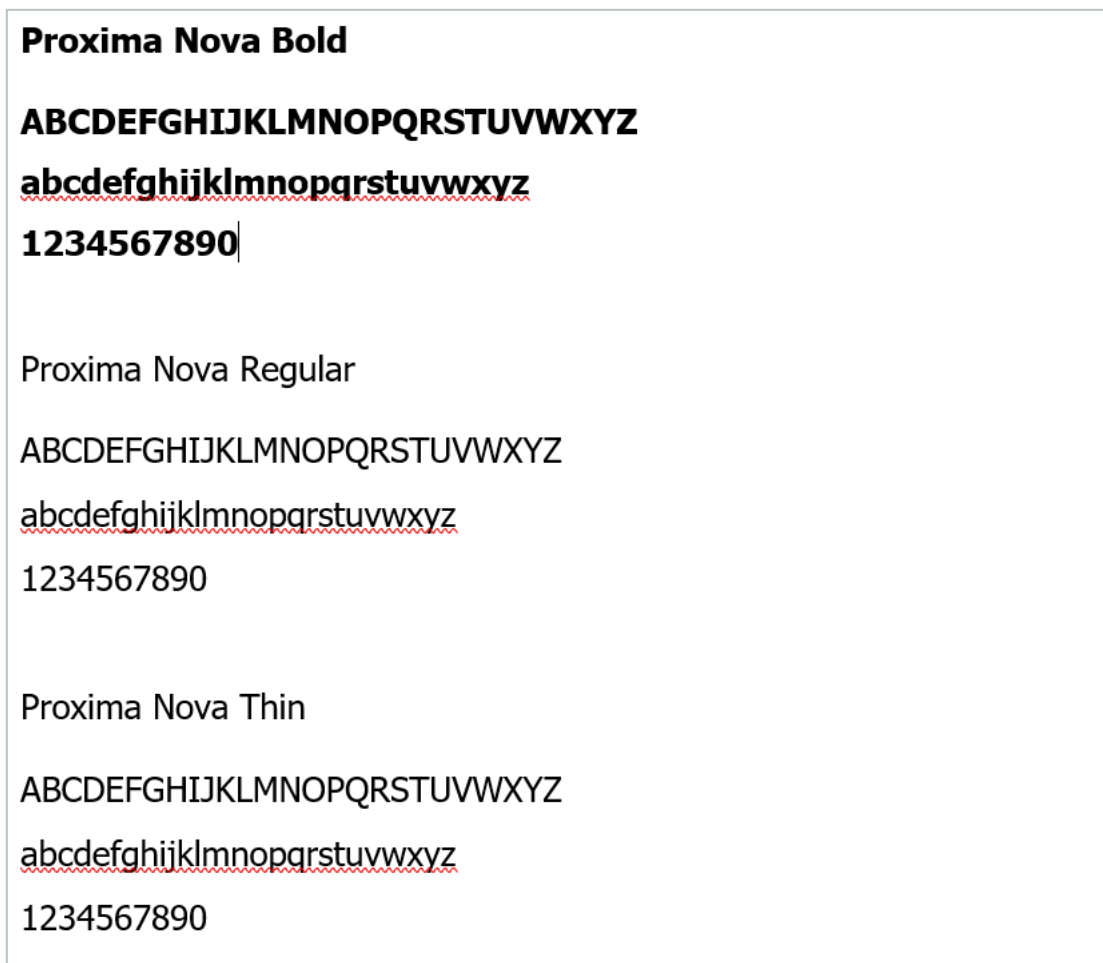
Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Proxima Nova Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Figure 3: Proxima Nova Typeface

3.2 Templates Typography

The Gils Sans MT and Arial typefaces were chosen mainly because of their general acceptance and popularity, the first one being more appropriate for headlines while the second one for body text. Both are also universally available making it possible to ensure a seamless adaptation of the visual identity typography from all the partners, while ensuring that the same message is conveyed.
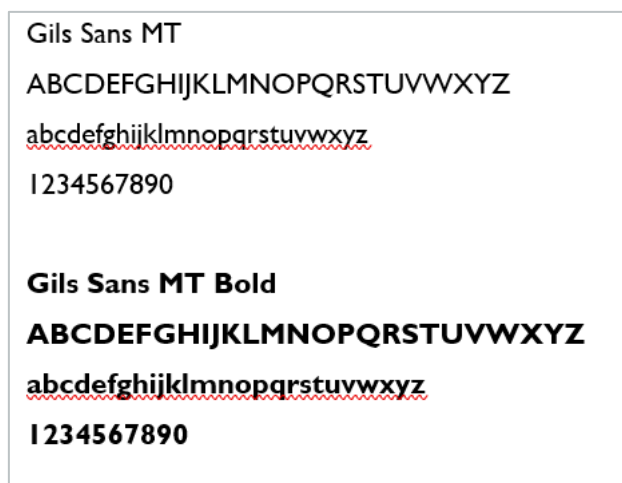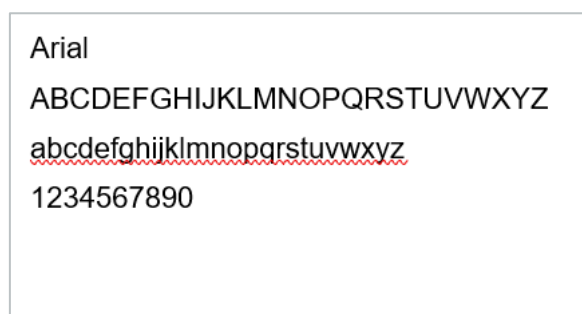

Figure 4: Gils Sans MT Typeface

Figure 5: Arial Typeface

4 Design Elements – Illustrations

For the CAPRI project, icons and diagrams as the ones shown in Figure 6 and Figure 7 were designed using the project's colour scheme to strengthen the visual identity of the project and facilitate the understanding of the various technologies and innovations it will pursue. Banners and background images of the same aesthetic were also designed to be used in social media and presentations. An example of such images can be seen in Figure 8.
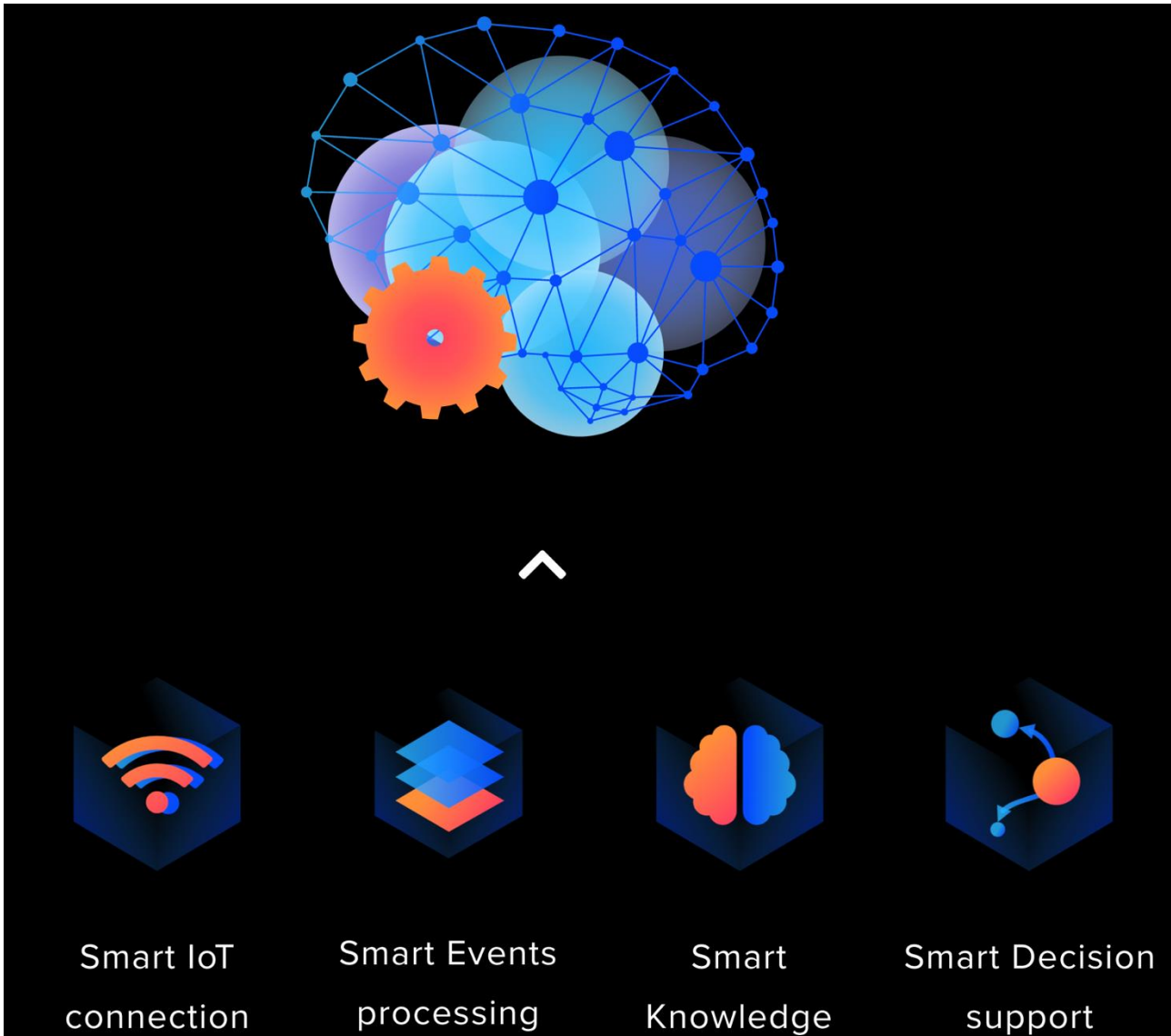

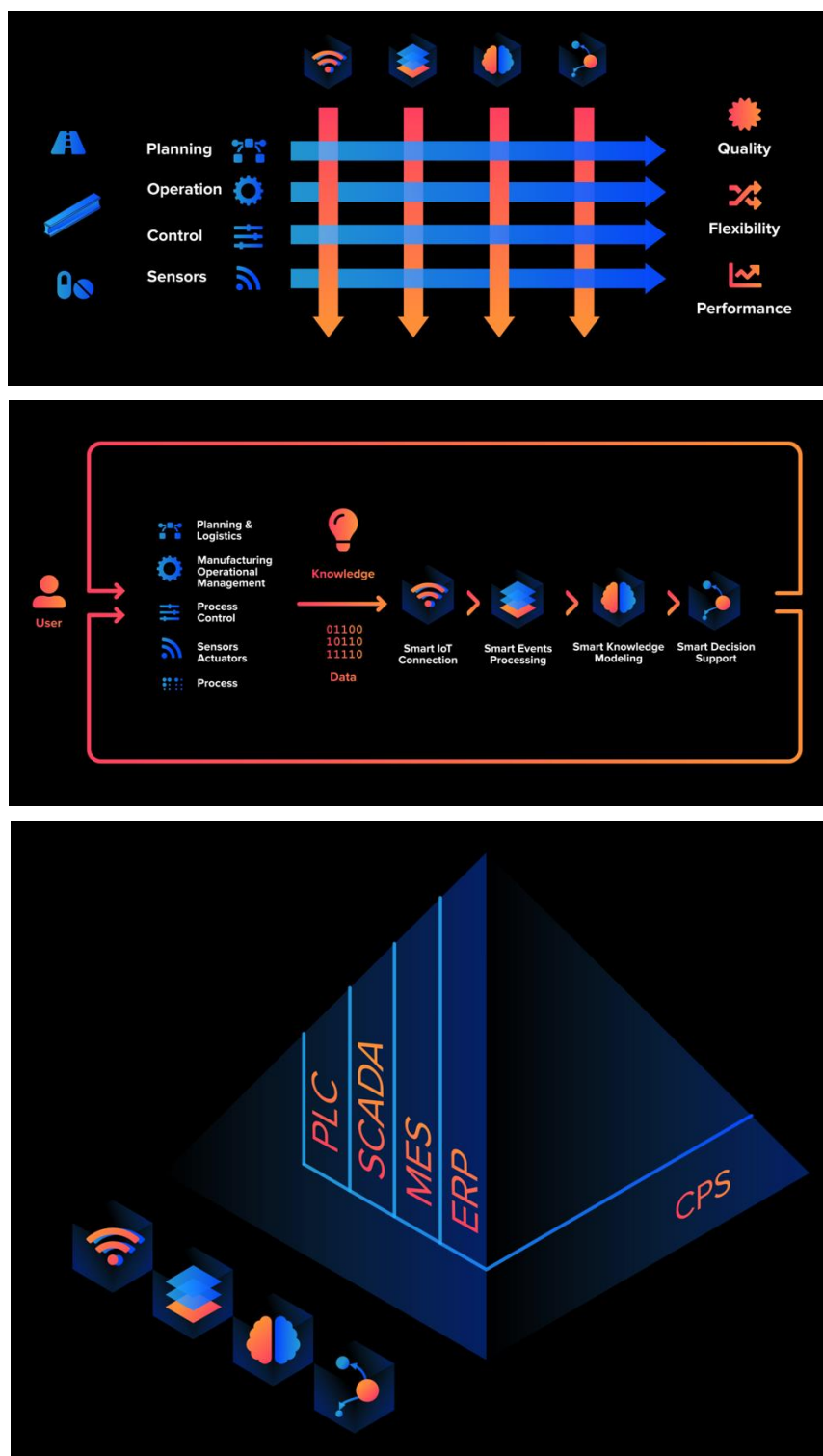**Figure 6: Cognitive Automation Platform and its components**

Figure 7: Cognitive Automation Platform diagrams

Figure 8: Banners and Background images

5 Templates

Templates for the project's presentations and deliverable document were created to facilitate the consortium and ensure a visually integrated result.

5.1 Deliverables Template

The deliverables template includes styles for headings, body text, figures and captions. On the top of every page is a header including the project's logo followed by the title of the document. At the bottom of each page there is a footer with the European Union flag, the project's declaration of H2020 funding and its Grant Agreement Number incorporated. On the bottom-left part of the page the page number is positioned. All the above elements can be seen in Figure 9.

Figure 9: Deliverable Document Template

This project receives funding in the European Commission's Horizon 2020 Research Programme under Grant Agreement Number 870062

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5.2 Presentation Template

The presentation template includes styles for headings, body text and colours. It has been created in a 16:9 widescreen format suitable for all types of screens. A creative template that aims to breathe life into CAPRI'S presentations. In the following Figures can be seen some examples of the Presentation template in PowerPoint, in both light dark colours.
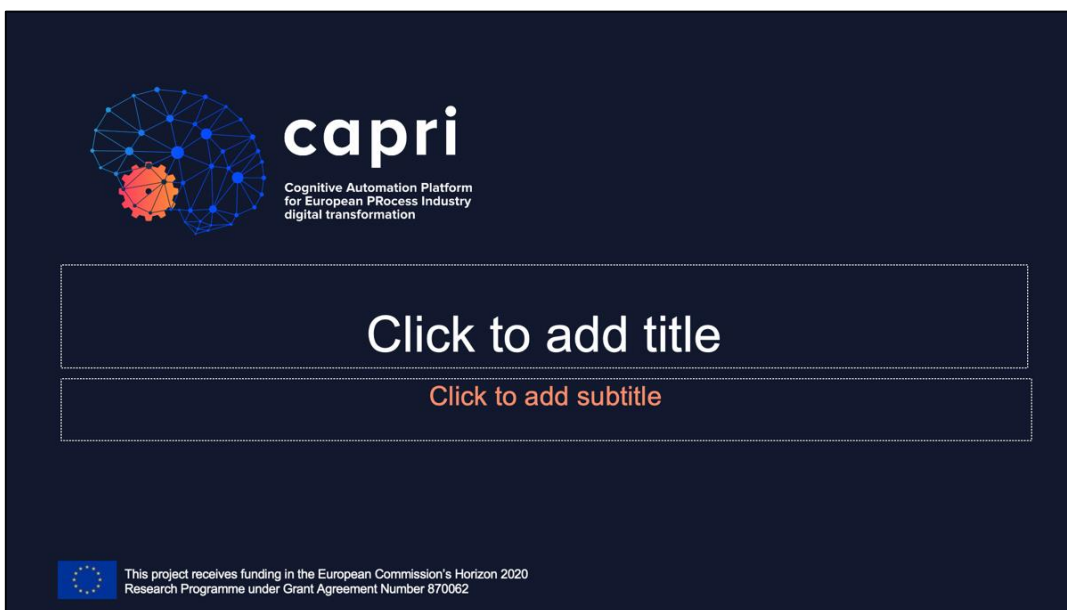

Figure 10: Presentation Template – Title page

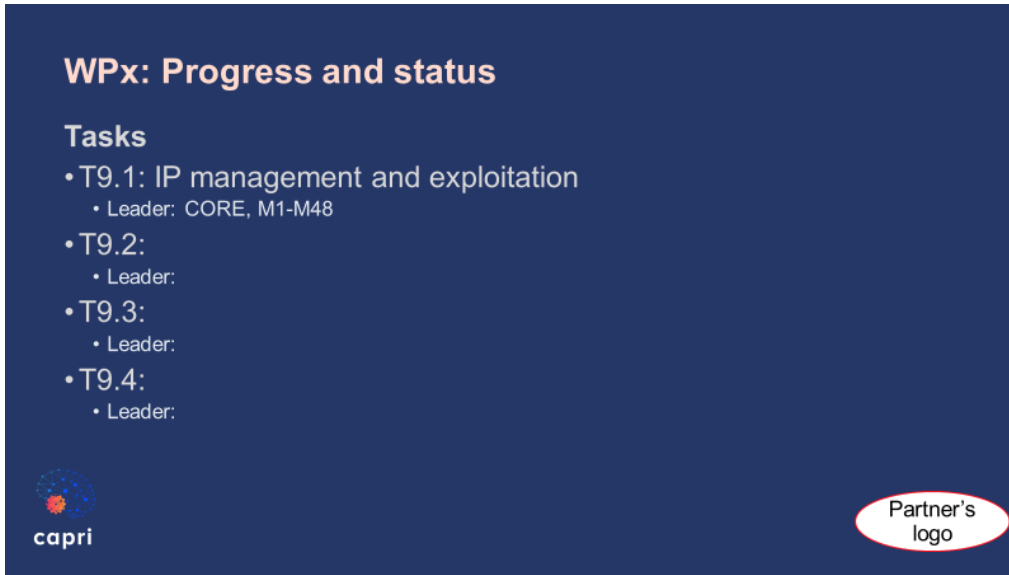**Figure 11: Presentation template – Title page | Dark background**

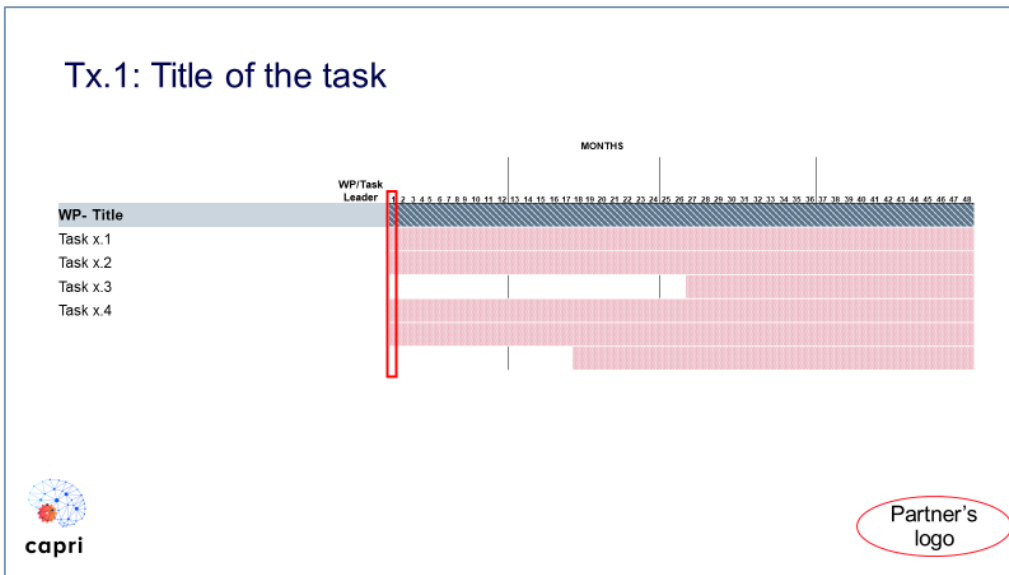**Figure 12: Presentation template – Work package description**

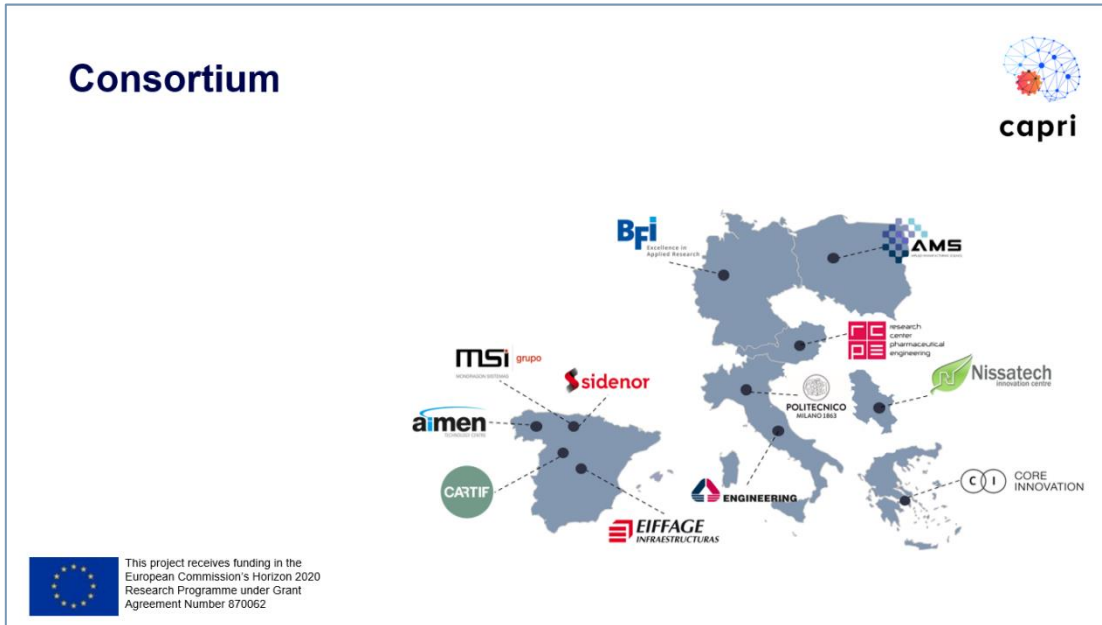**Figure 13: Presentation Template – Gantt**

Figure 14: Presentation Template – Consortium Map

Figure 15: Presentation Template – Closing Page