



BETTER FACTORY

D6.1 Better Factory visual identity version 1.1

PUBLIC

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Abstract

This deliverable is part of **Task 6.3. Better Factory visual identity**, which main objective is focused on further developing the RAMP Branding, and Better Factory as an associated project. The goal is to ensure wide recognition, high reputation and trust in the European manufacturing landscape.

The creation of a visual identity guideline will allow the initiative to assert itself allowing it not only to be recognized but remembered. The visual elements created are an integral part of the projects identity and allows it to differentiate itself from other initiatives.

In order to remain uniform in our communication throughout the project development it will be necessary to follow some graphic standards presented in this document. An effective strategy will allow us to position and grow the brand.

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Notification

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HISTORY OF CHANGES

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28/10/2020	V1	Natalia Cardona (FMWC)	First draft
28/12/2020	V2	Lija Groenewoud - van Vliet (In4Art)	Review
29/12/2020	V3	Marta Portalés (FMWC)	Final version

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EXECUTIVE SUMMARY

Better Factory provides methodology for Manufacturing SMEs to collaborate with Artists to develop new and personalized products. At the same time, Better Factory provides technology for SMEs to become fully connected cyber-physical systems, transforming them into Lean-Agile production facilities capable of manufacturing new and personalized products alongside existing products. Main results:

- An **Advance Production Planning and Scheduling** (APPS) system which can be deployed on a free and open IoT platform at 10% of the cost in 50% less time. APPS will automatically reconfigure the collaborative robots considering the individuality and gender of worker, and will also reduce 10% assets, 25% area, 30% resources, 35% logistics, 40% machines and tools and workplaces, resulting in 13% cost reduction, 15% production increase and 30% time to market.
- A **Marketplace**, a one-stop-shop, where Manufacturing SMEs can buy services from Technology suppliers, Artists, CCs, training providers and financial brokers.
- A portfolio of **16 cross-border Knowledge Transfer Experiments** by 48 SMEs (16 manufacturing + 16 tech providers) selected through 2 competitive Open Calls, that will test APPS, SME+Artist collaboration and other services, and leveraging 11M€ of public and private funding becoming success stories.
- Services, including **Technical, Business and Art mentors**, infrastructure, training and access to finance.

Better Factory network consists of 28 members. 18 DIHs (10 CCs, 8 industry associations), 6 Technology suppliers and 4 service providers for marketing, access to finance, FSTP management and legal framework.

Partners are currently engaged in I4MS-Go, DIH², HORSE, L4MS, MIDIH, AMABLE, BOWI, SHOP4CF. Better Factory covers 16 EU countries, 17 regions with 10 of them from EU-13. Better Factory will demonstrate that public funded research can help manufacturing SMEs & Mid-Caps achieve digital excellence and global competitiveness through Lean-Agile production for the manufacturing of new and personalized products.

This deliverable is part of **Task 6.3. Better Factory visual identity**, which main objective is focused on further developing the RAMP Branding, and Better Factory as an associated project. The goal is to ensure wide recognition, high reputation and trust in the European manufacturing landscape.

The creation of a visual identity guideline will allow the initiative to assert itself allowing it not only to be recognized but remembered. The visual elements created are an integral part of the projects identity and allows it to differentiate itself from other initiatives.

In order to remain uniform in our communication throughout the project development it will be necessary to follow some graphic standards presented in this document. An effective strategy will allow us to position and grow the brand.

1 Communications procedure

1.1 Visual identity and guidelines

As previously stated, for any project it is fundamental to have a distinct identity and branding that can be clearly recognised as Better Factory, but also, to be immediately related to RAMP. Therefore, a set of graphics, including fonts, colours and guidelines (use of the logo) have been developed.

The graphics can be used freely by all consortium members, however all external bodies, except for the European Commission, must ask for permission before using them.

1.2 Brand, logo and fonts

Our brand is often the first thing people see when encountering Better Factory. It represents our project, our personality and our appearance. It is important we ensure our brand integrity is always maintained.

The golden rule when using the Better Factory brand is to use it consistently and in-line with our guidelines and communication procedures (inconsistency leads to confusion and weakens the branding). Applying these guidelines correctly ensures that our messages are always clear, they reinforce each other, and they always express the true character of the Better Factory brand.

1.2.1 Better Factory logo

The starting point for a project brand identity is based around the title of the project: Better for improvement and Factory for the scope of implementation where the project will take place, the manufacturing industry. As the logo is the main recognisable element of the project visual identity, the log must be simple and easy to understand, not too overcrowded with messages in order to reinforce the brand.

Better Factory logo, as presented in these guidelines, has two key elements: the symbol and letters. The symbol forms a gear divided in two halves that vaguely resembles a brain, on one side we have a solid colour representing the manufacturing industry and the other halve consists in diagonal lines that represent movement, scale and creativity, core ideas of the project and closely related to the artistic characteristics of the initiative. The letters include the words Better Factory in caps, bold typography, modified to convey roughness which relates to the meaning of the manufacturing process.

The colours for the project are lapis blue and tart orange. The logo has several options (positive and negative included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website etc.).

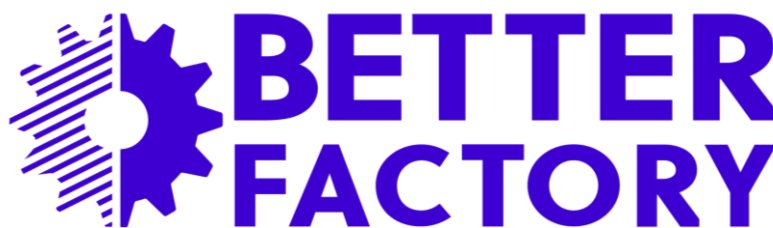


Figure 1. Better Factory Logo

The bold logo created for the Better Factory project has an icon that represents the complementarity of the creative and industrial world as proposed in the initiative. The shape is dynamic and the colour is exciting and energetic. The typography is simple, direct and bold. It is an engaging device which encompasses the project.

Nevertheless, the logo is closely related to the design made for the [RAMP platform](https://www.ramp.eu/ramp/)¹ in order to make the two initiatives associated in the use of certain elements, such as the diagonal lines, to communicate to stakeholders the link between the projects and the further sustainability strategy.

¹ <https://www.ramp.eu/ramp/>

1.2.2 Logo size and use

The logo should always appear fully intact. The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered or distorted.

Master logos for all applications are available for use from the dissemination and marketing coordinator. Always follow these guidelines to ensure consistent use.



1 colour – black logo



1 colour – reversed logo

Figure 2. Better Factory alternative logos

1.2.3 Colours

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for Better Factory and will set us apart from other projects. The colour logo is made up of a solid lapis blue colour. It is advised to always use the full colour logo on a white background as shown here.

In situations where the logo must be reproduced in black and white, the one-colour black logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.

CORE COLOUR COMPLIMENTARY COLOURS



Lapis blue

C: 91
M: 83
Y: 0
K: 0

R: 61
G: 0
B: 209

HEX: #3d00d1



Tart orange

C: 0
M: 81
Y: 63
K: 0

R: 254
G: 75
B: 73

HEX: #fe4b49



Dark grey

C: 58
M: 48
Y: 47
K: 37

R: 94
G: 94
B: 94

HEX: #5e5e5e

Figure 3. Better Factory colours

Our colour: Colour is a primary means of visual communication. The use of a limited colour palette will help build a strong external recognition of the Better Factory brand.

Core colours: A strong blue colour is the main characteristics within the master logo. It can be used carefully as highlight or background colours in documents also.

Complementary colours: Any secondary colours should be chosen to neutrally compliment the Core colours and should be used sensitively with these colours. Always ensure that White, and our Core colour are more dominant.

1.2.4 Incorrect uses of the logo



Never reproduce the logo on a coloured or textured background



Never distort or stretch the logo



Never alter the colours of the logo or reproduce the colours as tints



Never recreate the logo using a different typeface



Never enclose the logo in any kind of shape

Figure 4. Incorrect uses of the Better Factory logo – examples

1.2.5 Better Factory fonts

Our primary identity typefaces are Roboto Mono, Robot and Lato² in combination with the variants of the same families. These fonts are to be used in all printed and web materials. We suggest using the styles available, to be chosen according to the specific material and criteria of the designer.

As a basic rule, use Robot Mono in bold in the main heading and Robot and Lato in Medium for subheadings. For body copy, use Robot and Lato in Regular or Light. The choosing of the fonts will respond to the different needs and uses for the communication, dissemination and marketing materials, the font of use is under the discretion of the communications coordinator.



Figure 5. Better Factory fonts

² Since these are not standard typefaces, the use of Arial will be permitted instead for partners not having the chance to install the ones suggested.

1.3 Better Factory presentation

A PowerPoint (PPT) presentation template of the project has been developed and made available at Project Place³. All partners will use this template when presenting the project internally, as well as externally to third parties.

A standard project presentation will be developed based on the template with input received by all work package leaders, taking responsibility for their respective work packages and led by MWCcapital.

1.4 Notices/Disclaimer

As the project is co-funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through:

- The display of the EU flag,
- The following text referring to Horizon2020: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 951813)".

A disclaimer will also be included on the website, stating: "Better Factory is co-funded by the European Commission under the Horizon 2020 Programme (grant agreement No. 951813). The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The Better Factory consortium members shall have no liability for damages of any kind that may result from the use of these materials."

Any publication or any other material prepared by the consortium members, even if at national level, on behalf of Better Factory and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag and funding statement.

³ <https://service.projectplace.com/pp/pp.cgi/r2010370992>



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