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Agreement Number: 957999 - NEAR - AMIF - 2019 - AG - CALL

NEwly ARrived in a common home

AMIF NUMBER: 957999

DISSEMINATION PLAN

Work package 7: Dissemination activities

Activity D7.3 Project Branding Tools

July 2021

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Project Information

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Project Coordinator:	ISMU
Project Leader of Dissemination:	CARDET (Cyprus)

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INTRODUCTION

This deliverable presents the NEAR key visuals and project logo representing the project's intentions, vision, and identity that will ensure project recognition to the addressed targets and the wider audience. It also outlines the creative and consultation process that led to the conception and validation of the branding tools.

THE NEAR BRAND GUIDELINES

Participatory value building

During the Kick of Meeting (KoM) ISMU has asked all partners to identify some keywords related to the project through the technique of participatory design, using Google's jamboard as a tool. Key words were then clustered, identifying different fields related to people, values, places and services, which have been helpful for the construction of the development of the project identity.

In the second part of the workshop, a group game was played with the aim at identifying the most meaningful colours linked to the project. We used some palettes taken from film scenes, of warm or cold, more saturated or less saturated colors.

The partners were then asked to vote, identifying the palette that best represented the values of the project. This teamwork was very helpful in outlining the concept behind the construction of the logo.

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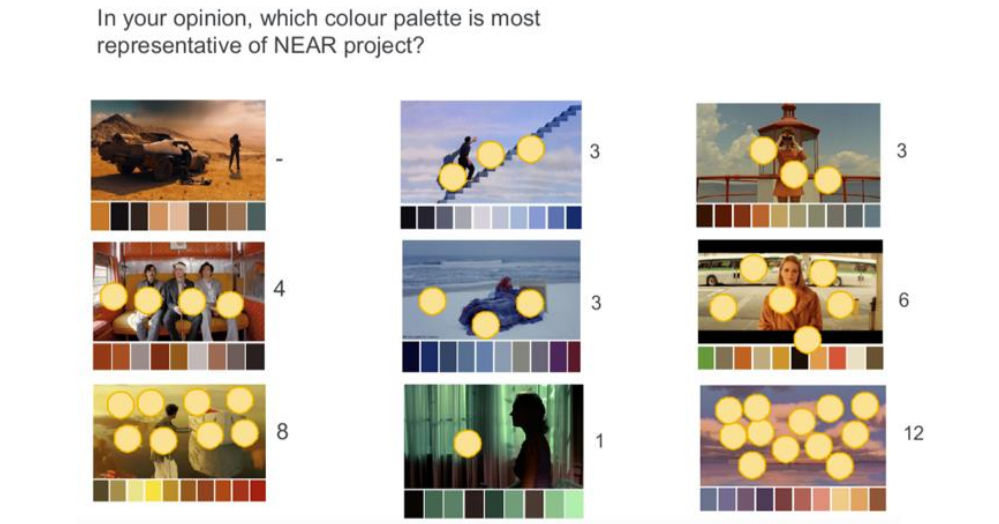

Image 1 Colours workshop during the KoM

Image 2 Google's Jamboard - Participatory design session during the KoM

History of visual development

The selected pallet has desaturated colours, vivid but also institutional, which expresses both the institutional part of the project and the people-oriented participation.

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The communication agency selected, i. e. GIUSTI EVENTI, has developed from these elements a proposal for a logo associated with the pin.

Both the pin and a lettering system was designed to express inclusion proximity, representing the four countries and city sites that will be part of the project. The pin is a world-wide known classic iconography: point of departure, point of arrival and point of interest. The aim is to underline the concept of arrival in a new place; it is also create a direct link to the map, which is the most important tool of the project.

In fact, this element will be used in all communication materials, primarily in the conventional and unconventional map, which will orientate newcomers.

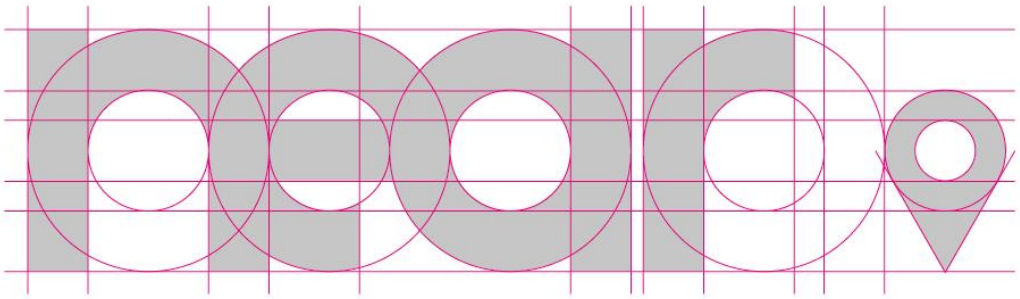

Image 3. Logo development phase by GIUSTI EVENTI

The NEAR logo

The NEAR logo includes 4 symbols, representing the 4 cities that are involved in the project. Each symbol has a different colour, which was taken from the project palette. This colour division will be then used in the various communications and materials of the project.

Image 4. of the colour pallette

Image 5. Colour associated with the project ‘cites

Brand image

There will be 3 types of visual content

- images of the territorial context
- images related to people
- portraits that will tell the stories of the project stakeholders

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Furthermore, there will be some images with captions, chosen according to the city. All the elements of the logo will become the identity of the project. GIUSTI EVENTI will provide guidelines on how to set up the photos, the shots, the style, giving suggestions on the choice of subjects and videos. In this way each partner will be able to collect useful materials for the documentation of the activities. The complete Guidelines Document will be submitted by GIUSTI EVENTI to all project partners and will consist on:

- rules for the use of the logo application,
- guidance on videos, photos and graphic frames,
- suggestion on the tone of voice for the written communication.

Images 6 - example of images related to people

Image 7. example of the claim associated with each city

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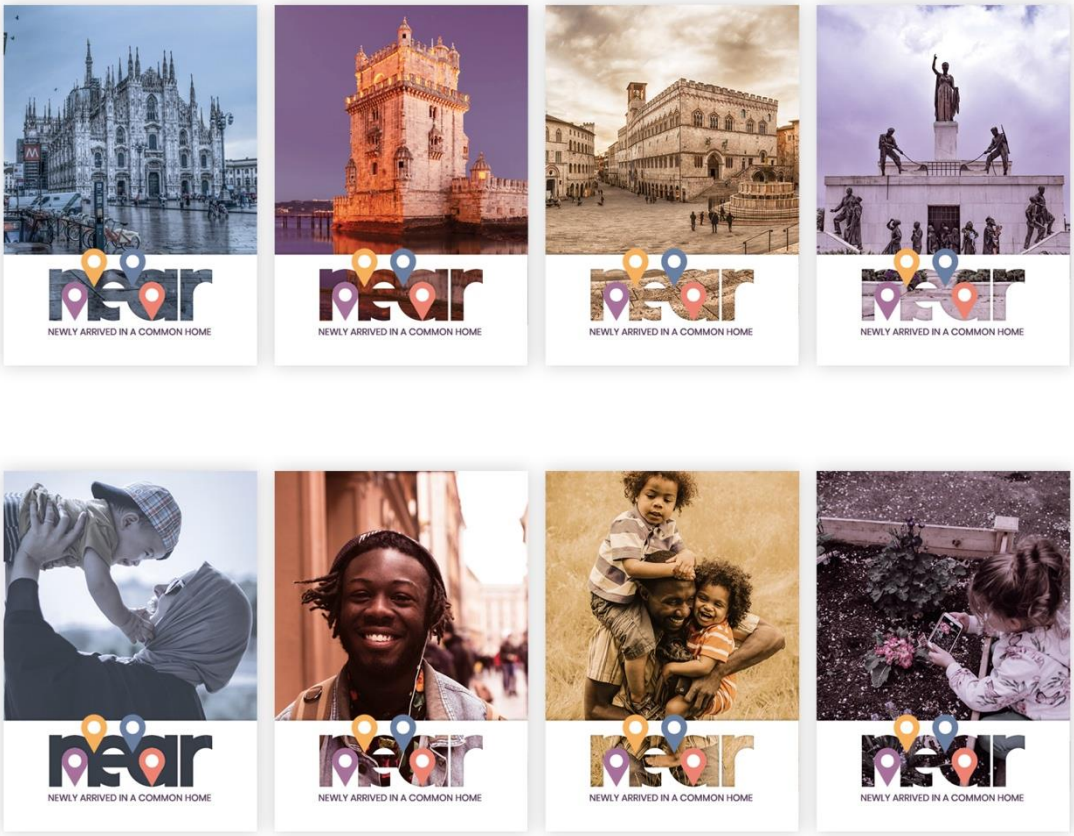

CONCLUSION

Thanks to the involvement of all partners and the development by the GIUSTI EVENTI agency of a suitable logo to represent the project, the graphic branding tools were validated and ready to be disseminated

ANNEX

- Annex 1 Word Doc template
- Annex 2 NEAR power point template
- Annex 3 Near cover template

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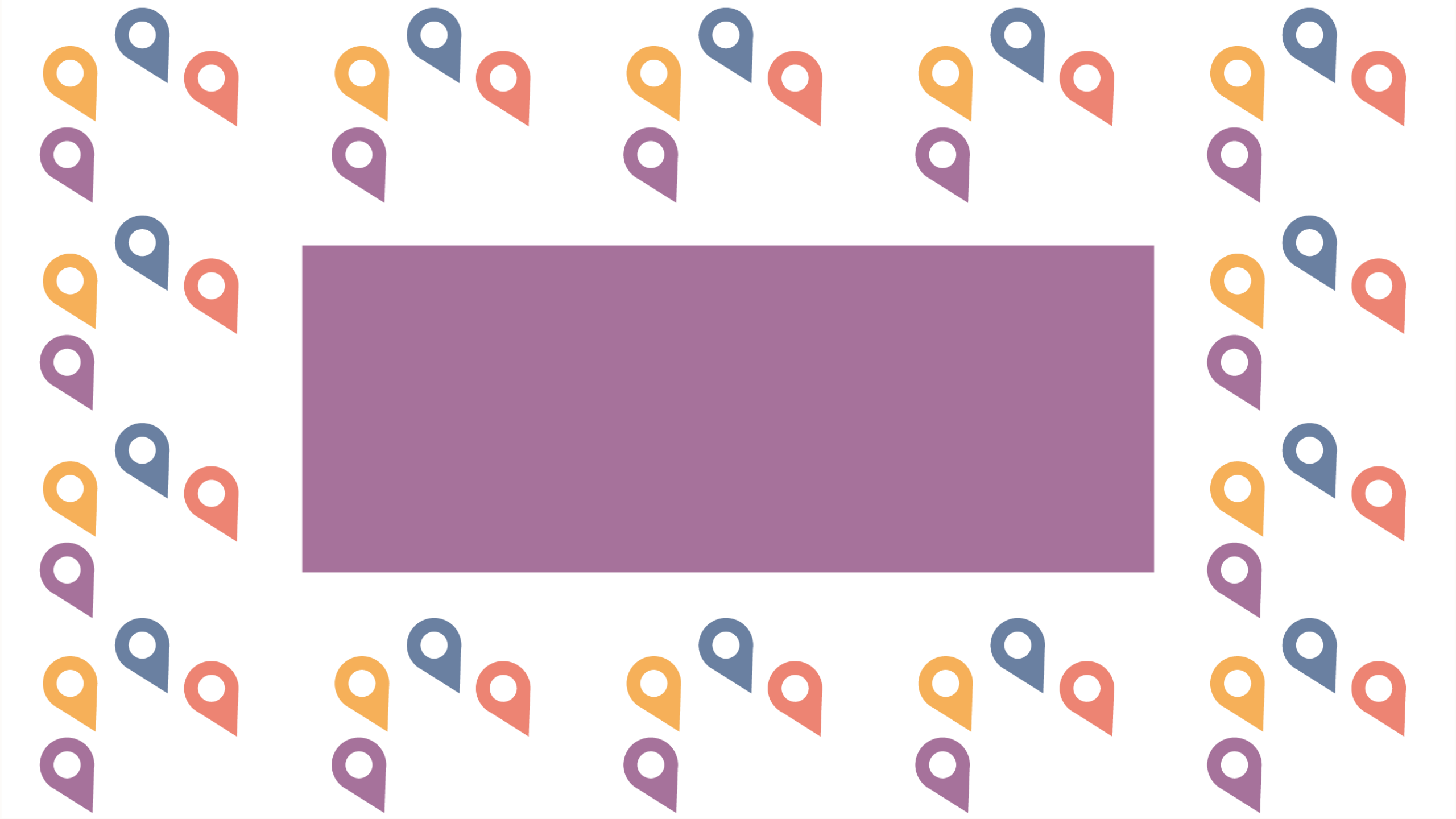

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