



BIM based fast toolkit for
Efficient rEnovation in Buildings

D10.1 Cooperate identity package



This project has received funding from
European Union's H2020 research and innovation
programme under grant agreement N. 820660

The content of this document reflects only the author's
view only and the Commission is not responsible for any
use that may be made of the information it contains.

Programmes	H2020
Call for Proposal	LC-EEB-02-2018 Building information modelling adapted to efficient renovation
Project Title	BIM based fast toolkit for Efficient rEnovation in Buildings
Acronym	BIM4EEB
Project Grant Agreement	820660

Work Package	WP 10
Lead Partner	PoliMI
Contributing Partner(s)	PoliMI, ACE, VTT, Suite5
Dissemination Level	Public
Type	R: Report
Due date	28/02/2019
Date	27/02/2019
Version	1.0

DOCUMENT HISTORY

Version	Date	Comments	Main Authors
0.1	20.02.2019	First draft to partners for comments during plenary meeting	Cecilia Bolognesi PoliMI
0.2	12.02.2019	Comments regarding format of Deliverable template	Kiviniemi Markku, Sonia Lupica, Tiziana Toniatti Veronika Schropfer, Kostas Tsatsakis
0.3	27.02.2019	Comments regarding website presence	Bruno Daniotti, Tiziana Toniatti
1.0 FINAL	27.02.2019		Cecilia Bolognesi PoliMI

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

BIM4EEB action has received funding from the European Union under grant agreement number 820660.

The information in this document is provided "as is", and no guarantee or warranty is given that the information is fit for any particular purpose. The above referenced consortium members shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials subject to any liability which is mandatory due to applicable law.

EXECUTIVE SUMMARY

This deliverable has been defined on the contents emerged from the project work packages with a look at the general theme that intertwines them: a BIM based fast toolkit for efficient rEnovation in Building. The first draft of the materials has been presented during plenary meeting. It comprises identity positioning, project logo, colour palette, fonts, and it has already been applied to deliverable template, writing papers, template for socials, newsletter, website and to all promotional materials developed such as roll up, posters, folders. Here you find all the elements defined.

PUBLISHING SUMMARY

This cooperate package or identity kit is founded on some allegorical images that communicate simple concepts related to this project, first of all its complex nature and its power of renewal the process and built. BIM4EEB provides tool that will improve as consequence a sustainable environment.

Also it will offer an ontology to interlink the elements of renovation workflows – objects, activities, resources, sensors - to satisfy the representational needs of modern construction planning methods and practices with a specific emphasis on the preconditions and effects of activities, temporal predicates, and multiple world representation.

In the identity kit we tried to bring back many of these concepts as we will see later starting from the logo.

TABLE OF CONTENTS

1	Introduction	6
1.1	Cooperation among participants	6
2	Visual identity kit	7
2.1	Colour palette and typography	7
2.2	The logo	8
2.3	Logo application	9
2.4	Presentation tools: ppt, paper letter, deliverable template	9
3	Application of visual identity kit	13
3.1	Web-based communication-website and newsletter	13
3.2	Socials.....	14
3.3	Project rolls up, folders, other materials	14
4	Conclusion	16

LIST OF FIGURES

Figure 1: Colour palette and main colour for background

Figure 2: Logo full version

Figure 3: Logo monochrome

Figure 4: logotype and pictograms for small areas or smart devices

Figure 5: PPT template first page

Figure 6: PPT template a normal page. On the left the WP leader symbol

Figure 7: general letter

Figure 8: single partner letter

Figure 9: deliverable template

Figure 10: general website identity

Figure 11: twitter account and first tweet released

Figure 12: possible folder for meeting (to be bent)

Figure 13: a layout for rolls up

1 Introduction

The goal of this deliverable is producing a clear and easy strategy to communicate in every situation the project, giving practical tools but visual identity guidelines as well. This means that partners can manage available tools but follow a main strategy in case of necessity and absence of precise visual instruments.

Owing to its nature of immediacy intuitive and visual this cooperate package deals with synthetic and sometimes allegorical images, that communicate some simple concepts:

- its complexity
- the pragmatic nature of the project, dealing with tools
- its power of renewal and efficiency of the process for the built

For this reason, every task is double related to this deliverable in a double relation: it influences other tasks and is influenced by their contents.

After the first thoughts the structure of the document is mainly divided in

- development of a visual identity
- application of the visual identity to the communication materials

1.1 Cooperation among participants

BIM4EEB visual identity was developed with the approval of the project coordinator and WP leader ACE. Nevertheless, it is important that during the different phases of the development of the whole project the partners collaborate in sharing images of the stages of the various WP, in order to maintain a fresh and updated identity.

2 Visual identity kit

The visual identity kit is formed by all the visible elements of the project that are mainly already included in the logo: colour, shape, symbolic meaning, main written message. They convey a symbolic meaning in a view that including both image and written message.

Such a visual identity enable BIM4EEB to build a coherent statement about itself, becoming recognizable at a glance and allowing partners during dissemination phases with an identity that transmit complexity of the system (of the process or the built) but simplicity of the solutions (tools provided)

After being presented at the plenary meeting in January the logo was developed and adopted in the first communication such as note letters, ppt, deliverable template according to a first choice of images. The visual identity is constantly updated with new materials every stage of the project.

2.1 Colour palette and typography

The typography for BIM4EEB is the font Helvetica free available in several weights and in italics. This font will be used for headlines and body text as well in all the documents and communication tools being not graced but simple and clear, appropriate for scientific documents.

Helvetica AaBbCcDdEeFfGg

The colour palettes have been built in order to suggest a chromatic scale from green to blue through yellow and red to recall energy description with thermographic instruments.

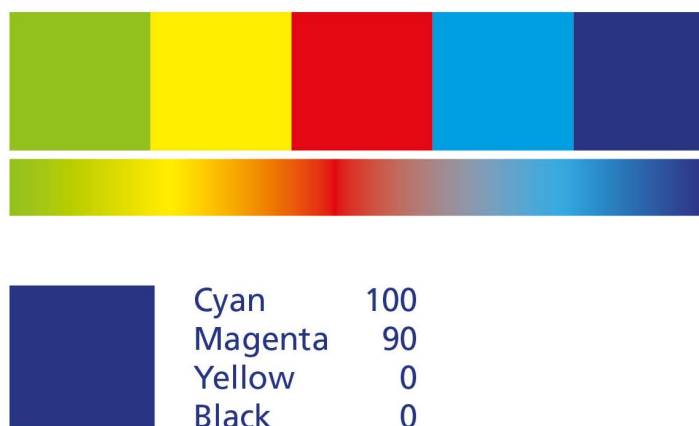


Figure 1: Colour palette and main colour for background

2.2 The logo

The logo aims to summarise different ideas connecting ideas of complexity of the processes it improves, its pragmatic nature, its renewal of the process an again

- its power of innovation the process and energy efficiency in the process for construction and in the existing buildings

Owing to the complexity of the whole project a branch has been chosen to feature all the elements above as an allegory of complex systems with natural rules, made more efficient by energy control featured by colours inside.



Figure 2: Logo full version



Figure 3: Logo monochrome

2.3 Logo application

The identity guideline discourages the use of the logotype split from the pictogram or payoff below. Only in some cases it can be suggested in the monochrome feature to help a simplified vision in small areas, such as templates for smart devices and surfaces as shown here below.

Main colour suggested is always blue.

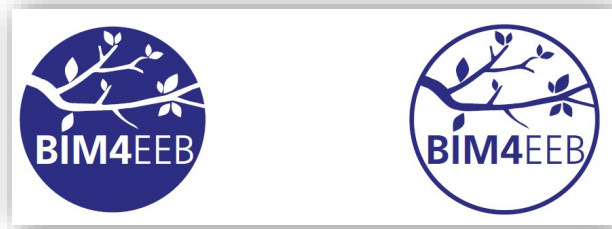


Figure 4: logotype and pictograms for small areas or smart devices

2.4 Presentation tools: ppt, paper letter, deliverable template

As many presentations are due for internal researchers or external stakeholders and wider public a set of tools has been prepared in order to communicate in a formal recognizable way.

A special PPT format containing coordinate image chosen for the project (a modern building) has been prepared just for internal or external presentation and used from the first meeting.



Figure 5: PPT template first page



Figure 6: PPT template a normal page. On the left the WP leader symbol

Paper letter for the whole partners or for each of them has been prepared in order to stimulate a sense of belonging to the group finalized for the research.



Figure 7: general letter



Figure 8: single partner letter

A deliverable template has been prepared in order to format the most possible any deliverable or other official communication among partners.

This template is the one here used.

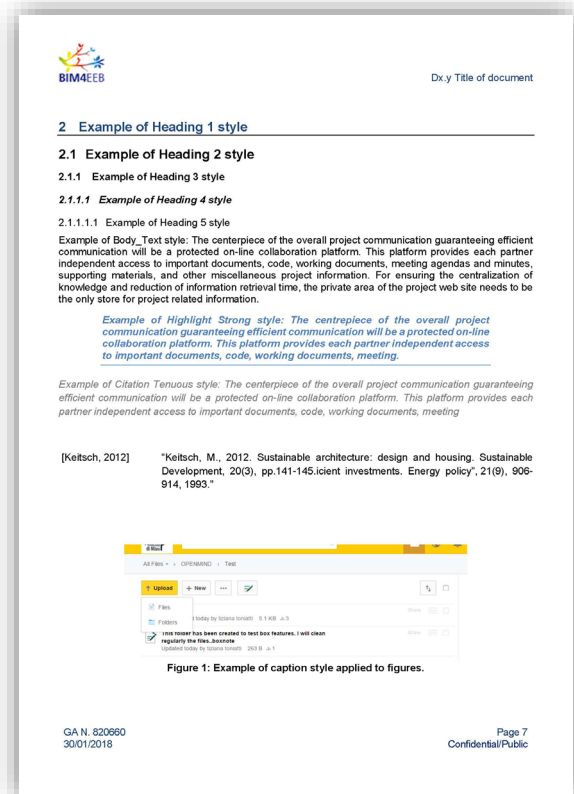
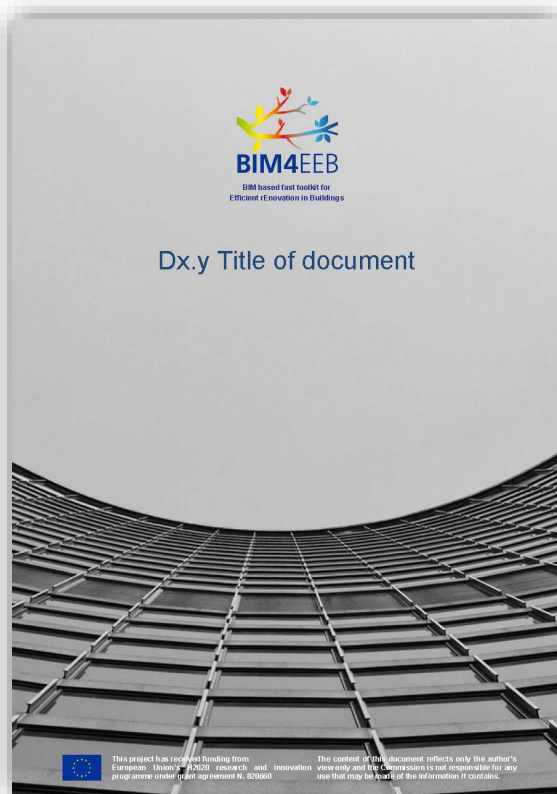


Figure 9: deliverable template

3 Application of visual identity kit

As web application of visual identity kit a website construction is undergoing; it contains the elements the same of the previous tools: logo and the building image. All the digital communication must follow a coherent style this is the reason why logotype, pictogram, payoff and other elements are presented in most of the web communication.

3.1 Web-based communication-website and newsletter

The website will contain the whole project and each of the deliverable prepared during the projects; it will host news on the events and archives with video a tweets released. The newsletters will be archived here after their release in a coherent style.

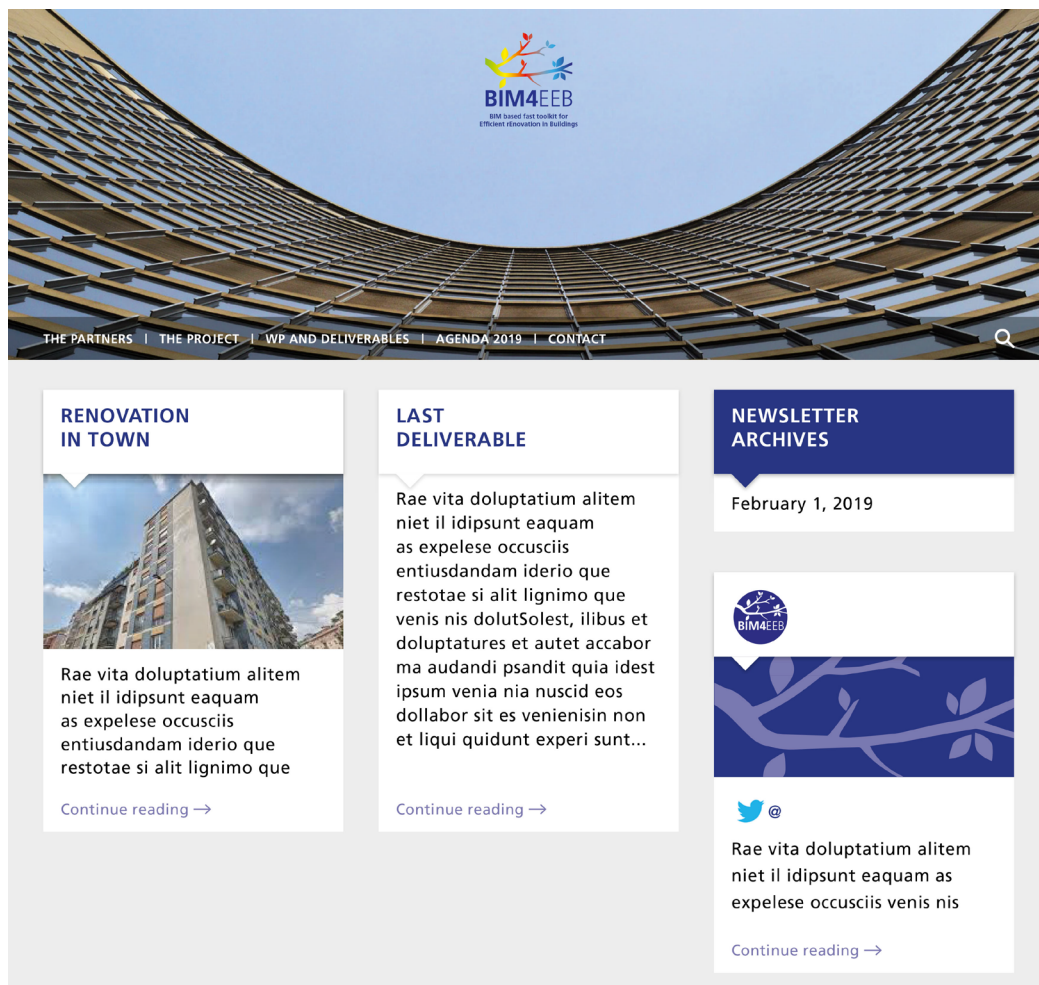


Figure 10: general website identity

3.2 Socials

An official twitter account has been set up and the first tweet released.



Figure 11: twitter account and first tweet released

For update information on BIM4EEB <https://twitter.com/Bim4Eeb>

3.3 Project roll up, folders, other materials

In order to present BIM4EEB to the scientific community and stakeholders roll up will be used in several occasion accompanying them with other visual materials such as leaflets and useful gadgets such as project folders to vehicle logo ad identity.



Figure 12: possible folder for meeting (to be bent)



Figure 13: a layout for rolls up

4 Conclusion

This deliverable has been already presented for most of the single products but represent a starting point to develop the following tools and strategies.

Owing to the nature of the project itself a part of visual images will be collected during the project due to some experimentation in progress: they will form a shared image data base among partners ready for templates and brochures for dissemination.

All the partners are encouraged to use the visual guidelines and tools whenever they communicate or disseminate the project.