BIM4EEB

BIM based fast toolkit for
Efficient rEnovation in Buildings

D10.5 Promotional material package

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Acronym	BIM4EEB
Project Grant Agreement	820660

D10.5 Promotional material package

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Contributing Partner	ACE
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DOCUMENT HISTORY

Version	Date	Comments	Main Authors
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0.2	24.05.2019	Comments regarding index	ACE, Veronika Schröpfer
0.3	21.06.2019	Release in box after spread materials revision	Politecnico di Milano, Cecilia Bolognesi
0.4	24.06.2019	Comments on whole deliverable	ACE, Veronika Schröpfer
1.0 FINAL	28.06.2019	Approval for the coordinator and submission to EC	Politecnico di Milano, Cecilia Bolognesi

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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

EXECUTIVE SUMMARY

This deliverable presents the work done in the first months to design the promotional material package of the project, 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 promotional materials has been presented in its first steps during plenary meeting, as explanation of the general sentiment that influences it; then it was developed in the following months. Here it comprises after the identity positioning summary both templates to be used and filled by partners (they contribute to the creation of a brand identity) and ready promotional materials (part of the dissemination kit), such as:

- project logo, colour palette, fonts
- deliverable template
- headed paper
- PowerPoint template
- leaflet template
- poster template
- roll-up poster template
- e-postcards
- general leaflet
- posters
- promotional roll-up
- website

In the 4th month a press kit and a press release have been developed, as D10.2, and are included herein order to present the whole dissemination kit. All items are available to partners in a private share folder on box. They will shortly be downloadable from the website when released in .indd or .IDML extension or pdf.

Politecnico of Milano has coordinated and undertaken the task, and the reviewers have been chosen among partners.

PUBLISHING SUMMARY

A promotional material package is a collection of tools for partners that builds a coherent statement of the project. It includes the positioning of the coordinated identity of the project for different target, specialized one or only curious one, allowing people to be aware of the main features, goals, progress and results of the project. The materials have been created in a clear and direct way, avoiding celebratory tones, going deep into the materials it concerns with no fear. The project considers images representing:

- less performing buildings
- new buildings
- construction phases, site included;
- the BIM Toolkit and BIM tools.
- stakeholders
- tenants

The logo describes the core of the project: it summarises different ideas connecting ideas of complexity of the processes it improves, its pragmatic nature, the renewal of the process. Its presence in the whole materials assure the belonging to the project intention.

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1 Introduction

A promotional material package is a collection of instruments describing with simple tools the project. Here it is divided into two parts: a set of templates for dissemination activities to be used and modified by partners themselves and a ready dissemination kit, useful for all partners in official occasions with general statement and data. It considers the main objectives to promote the project and results through various channels and advertising materials.

This document briefly summarises the work of first months. All items are available to partners in a shared folder and some of them downloadable from the project website (www.bim4eeb-project.eu).

2 Brand identity

The brand identity has been described in the Cooperate identity package already. Here we can summarize that is it formed by all the visible elements of the project that are mainly included in the logo: colour, shape, symbolic meaning, main written message. They convey a symbolic meaning in a view that can include both image and written message. The branch of the tree as a symbol of complexity and the colours as a spur of efficiency contaminate all the communication strategy.

2.1 Project logo, colour palette, fonts

In Cooperate identity package the colour palettes for the logo 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.

Cyan	100
Magenta	90
Yellow	0
Black	0
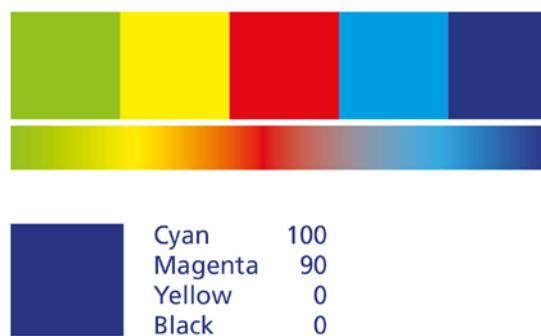
Figure 1: Colour palette and main colour for background

The logo aims to summarise and connect ideas of complexity of the processes it improves, its pragmatic nature and its renewal of the process.
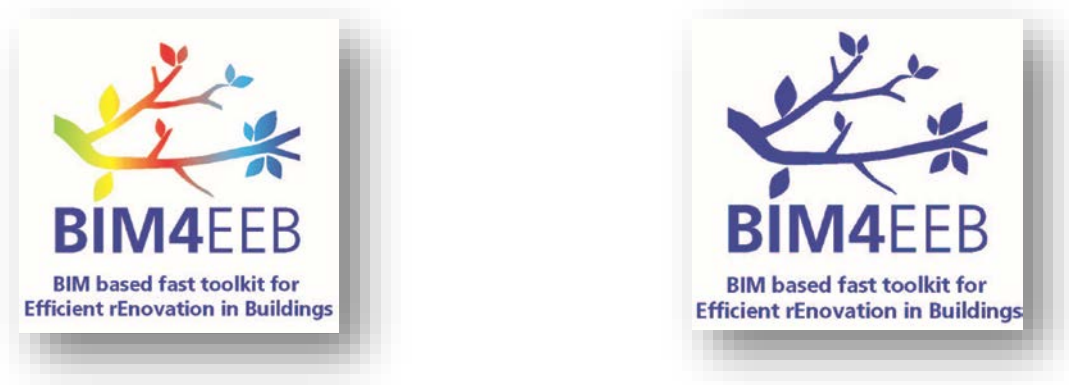
Figure 2: Logo full version and monochrome

2.2 Deliverable template

In D10.1 we presented a template for deliverables, in order to format the most possible any deliverable or other official communication among partners. This template is the one here used.
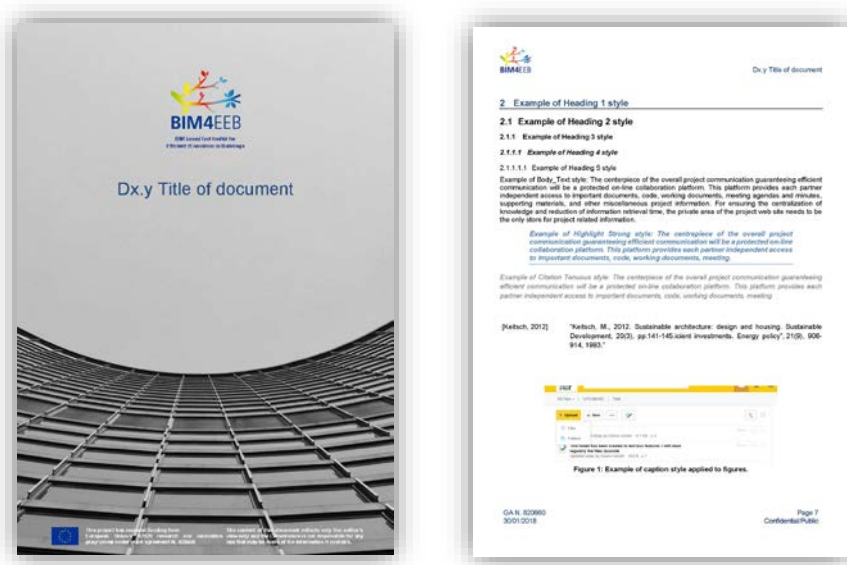
Figure 3: Deliverable template

2.3 Headed paper

Given to partners in .docx format, full version with all logos; single one with BIM4EEB logo and one partners'.

Figure 4: All and single partner letter

2.4 PowerPoint template

Figure 5: PPT template – the cover

Figure 6: PPT template

2.5 Leaflet template

Released in idml and idd file.

Figure 7: The leaflet template

2.6 Poster template

Figure 8: Two poster templates

The poster is considered for scientific dissemination. It is released in .idml and .indd in blue or white background in ¼ of the printing proportion. The template page is available to all the partners in the sharing platform box.

2.7 Roll-up template

The roll-up is considered for general announcement of meetings or fairs and conferences. The dimension of the template is ¼, format file and it is released in .idml and .indd. The template page is available to all partners in the sharing platform box.

FRUTIGER ROMAN CP 23
LINESPACING AUTO

BIM4EEB
TITLE:
FRUTIGER LIGHT
cp 116 - linespacing 100

Date: Frutiger bold cp 31

Timetable: General data:
Frutiger   Frutiger Roman cp 23
Bold   Linespacing Auto
cp 23
Hours:
Frutiger
Roman cp 18

Text:
Frutiger Roman cp 18
Linespacing Auto

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BIM4EEB
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Figure 9: Roll up template

2.8 Template for twitter
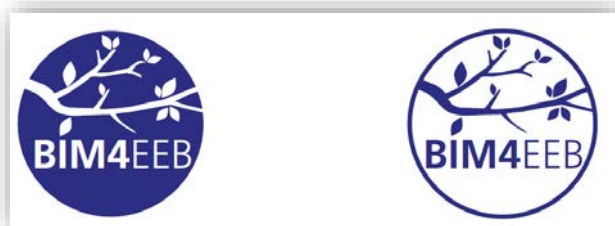
Figure 10: Template for twitter

The identity guideline discourages the use of the logotype split from the words 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 and it becomes the pin of twitter account. Pin+ image form the twitter account.

Figure 11: A tweet example

2.9 Newsletter template

Figure 12: Newsletter template

As requested, a six-monthly newsletter will reach all subscribers. The newsletter will be used mainly to link back to articles on the website in order to generate more traffic.

Its header contains logo and link to the home page of the website. The footer includes EC Agreements and a disclaimer.

2.10 LinkedIn template

Figure 13: LinkedIn template

A LinkedIn company account has been developed according to general deliverable template. The consortium is requested to follow it and support the spread of its news articles.

3   Dissemination kit

It contains general advertising materials that will be used within the project for raising awareness about BIM4EEB among partners towards various target groups, scientific researchers and the general public.

The dissemination kit is a set of materials ready to transmit the main intents of the project explaining its research lines, its progress and results. As the project evolves according to the growth of research, it is formed by the following.

3.1 Leaflet

A general leaflet presenting objectives and numbers of the project has been prepared for dissemination during fair and meetings. It is in English and it presents an overview of the project in numbers and general sentences.

Figure 14: General leaflet

3.2 Promotional roll up

As an example for next meeting a roll-up based on the template has been prepared.

Figure 15: The meeting roll up

3.3 Press kit

It is a pre-packaged set of promotional materials distributed to members of media for promotional use. It is downloadable from the project website [BIM4EEB Deliverable 10.2 "Press Kit"].

It is formed by the first press release, the project post cards, and the project presentation.

3.3.1 Press release (D10.2)

Presented in press kit already and added with partners' logos as well.

3.3.2 The Project Post/ e-cards

They have been designed as promotional material, using images and icons suitable and easily understandable for all audiences of BIM4EEB by ACE and distributed already to the consortium as part of D10.2. The consortium partners can make use of them by sharing them with stakeholders, press and general public.

Figure 12 The e-cards

4 Conclusions

This deliverable contains all available promotional material to direct every step of the partners in dissemination events.

The specific materials are already on the website to be downloaded by everybody.

For new events partners are invited to use templates provided in the shared box to disseminate the richness of the project with clean uniformity of style.