Grant Agreement 297292

EUROPEANA INSIDE

EUROPEANA INSIDE Branding Materials

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Revision History

Revision	Date	Author	Organisation	Description
1	28/06/2012	Isabell Ehrlicher, Dr. Stefan Rohde-Enslin	SPK	Third Version
2	17/07/2012	Gordon McKenna, Carolien Fokke	CT	Final Version

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This deliverable contains original unpublished work except where clearly indicated otherwise.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

Contents

1 Introduction

The creation took place between April and the end of June in order to develop a strong identity for Europeana Inside as contributing project to Europeana. The aim is to develop a brand identity suitable for a wide range of applications including:

- Branded marketing and dissemination materials (print and electronic);

- Branded email newsletter;

- Website and other electronic branding;

- Branded social media presence;

- Use as an 'affiliate' logo on software and other 3rd party product branding.

This deliverable (D1.2) is about the branding materials and brand guideline of Europeana Inside. The branding material is focused on both electronic and print material. With print material a broader audience and other groups are reached in a more haptic way.

The conceptual design is based on the 'software and culture' theme. The colour of the branding material is accommodated to the corporate colour of the Europeana Inside logo in RGB-code 133, 04, 210.

In general the branding material of Europeana Inside will be distributed to every member of the project in digital form (format <.psd>) to disseminate the branding material in their respective countries. Textual content can easily be translated.

The Stiftung Preussischer Kulturbesitz (SPK) is always available for improvements and suggestions of the other consortium members.

The branding material is distributed during the developing process to interest cultural institutions and the clients of the participating software providers for the digitisation project. It should also raise awareness about the Europeana Inside product: the Europeana Connection Kit (ECK). After the publication of the full version of the ECK the branding material has to be updated and distributed.

The intended audience is:

- *participating cultural institutions*

- *participating software providers*

- *clients of the participating software providers*

- *potential cultural institutions not yet participating*

- *potential software providers not yet participating*

2 Brand Guideline

- Logo: Europeana Inside logo and the cip logo on the branding material;

- Brand Colour;
    - RGB-code 133, 04, 210 (based on RGB-code of Europeana Inside logo);
    - Background colour: white (RGB 255, 255, 255);
    - Project name Europeana Inside: in Bold and RGB 133, 04, 210.
- Font: Palatino Linotype (electronic and print material);
- Font in PowerPoint Presentations: Arial or Verdana (ensure good readability and avoid technical problems with inadequate system software);
- Font size in PowerPoint Presentations: not less than 16 pt;
- Font size in longer text documents: not less than 11 pt and not over 14 pt (to ensure good readability);
- Writing: Europeana Inside.

Colour and font are the most important and instantly recognizable elements in corporate branding and should be respected during the dissemination of Europeana Inside.

3 Branding Material

Central to the Branding Material is the visual effect of matrix, code and programming style to attract the attention of persons from this sector. Europeana Inside has at its disposal a range of different branding materials. The listings below give information about four parameters for each material:

- ***Purpose*** – Why it is being used;
- ***Nature*** – What it is;
- ***Intended audience*** – Who it is aimed at;
- ***Dissemination level*** – What type of dissemination it is being used for.

3.1 Print Material

Considering the intended audience, hands-on and approved print branding material is firmly in focus of the dissemination. Both catchy and functional the print material can be used in the office and as giveaways to colleagues, clients or others to promote Europeana Inside.

Bookmark (6x17 cm)

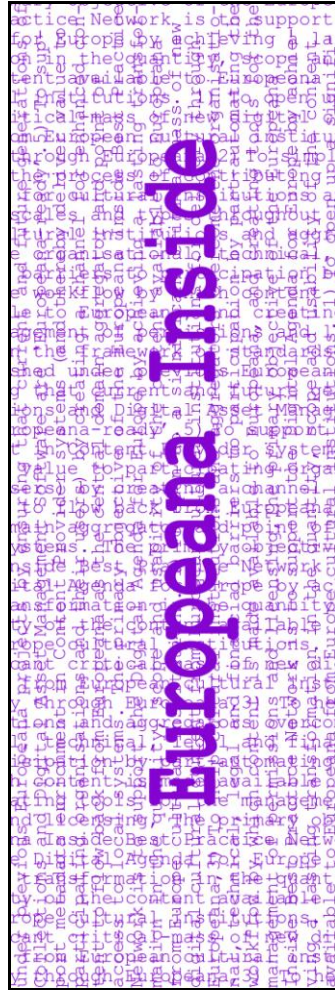| Parameter	Information
Purpose	To act as a teaser for Europeana Inside.
Nature	Front: • Project title 'Europeana Inside'; • Visual effect of matrix, code and programming style: consisting of a phrase about the primary objective of Europeana Inside Best Practice Network in the colour of the logo. Back: • Project name with a call 'to support the digitisation of cultural heritage'; • URL to the website; • Logos of Europeana Inside and cip. Provides awareness and understanding of the project's: • Identity; • Aims.
Intended audience	• Internal actors (cultural institutions, software providers) • External actors (cultural institutions, software providers); • External stakeholders (cultural institutions, software providers); • Wider community of practice; Distribution as give-aways at: • Meetings; • Conferences; • Symposia; • Workshops concerning digitisation of cultural heritage.
Dissemination level	1. Awareness 2. Understanding

Bookmark:

Front   **Back**

Europeana Inside

to support the digitisation of cultural heritage
www.europeana-inside.eu

Europeana Inside

Table Calendar (42x15 cm)

Parameter	Information
Purpose	To act as information and collaboration hub for Europeana Inside in daily office life.
Nature	Front: • Project title: 'Europeana Inside'; • Mirrored underline: 'Be well organised with Europeana Inside' as allusion to the support of Europeana Inside project to help with the virtual administration of collections of cultural heritage; • Visual effect of matrix, code and programming style: consisting of phrase about primary objective of Europeana Inside Best Practice Network in the colour of the logo; • Logos of Europeana Inside and cip. Back of cover: • Main objectives of the project; • Contact and coordinator; • URL to the website. Provides awareness and understanding of the project's: • Organisation; • Aims.
Intended audience	• Internal actors (cultural institutions, software providers) • External actors (cultural institutions, software providers); • External stakeholders (cultural institutions, software providers). Distribution in Autumn 2012 and 2013: • Meetings; • Conferences.
Dissemination level	1. Awareness 2. Understanding

Cover of Table Calendar

Inside of Cover

Europeana Inside

The main objectives are...

> to open up a significant critical-mass of new digital cultural content from European cultural institutions for delivery through Europeana,

> to simplify significantly the process of contributing content to Europeana for cultural institutions and aggregators of all scales and types throughout Europe,

> to help cultural institutions and aggregators overcome the organisational, technical, legal and financial barriers to participation by part-automating the workflow by which content is made available to Europeana, and creating tools for the management of permissions and licensing,

> to build on the framework of standards and protocols established under previous europeana projects by ensuring that current and future generations of collections and digital asset management software are 'Europeana-ready'.

> to support metadata enrichment in content provider systems (and thereby deliver value to participating organisations and their users) by creating a channel for enhanced content to flow back from Europeana as the central domain aggregator and point of access to local systems.

coordinator & contact
Collections Trust
Gordon McKenna (International Development Manager)
WC209 Natural History Museum
Cromwell Road
London SW7 5BD
United Kingdom

< gordon@collectionstrust.org.uk>

www.europeana-inside.eu

Flyer (10,5x21,5 cm)

Parameter	Information
Purpose	To act as a central print information and collaboration hub for Europeana Inside.
Nature	Front: • Project title: 'Europeana Inside'; • Relevant keywords: 'cultural heritage', 'digitisation', 'network' and 'collaboration'; • Allusion to matrix, code and programming style via purple bar on the right consisting of phrase about primary objective of Europeana Inside Best Practice Network in the colour of the logo; • Logos of Europeana Inside and cip. Inside left: • Description of Best Practice Network; • Graphic for basic understanding of metadata transfer between Europeana and cultural institutions/software providers; • Main objectives of the project. Inside right: • List of Consortium Partners. Back: • Contact and Coordinator; • URL of website. Provides awareness and understanding of the project's: • Organisation; • Aims.
Intended audience	• Internal actors (cultural institutions, software providers) • External actors (cultural institutions, software providers); • External stakeholders (cultural institutions, software providers). Distribution in Autumn 2012 and 2013: • Meetings; • Conferences; • Symposia; • Workshops concerning digitisation of cultural heritage.
Dissemination level	1. Awareness 2. Understanding

Front and back of the flyer

Back   **Front**

Europeana Inside
contact

Collections Trust
Gordon McKenna
International Development Manager
WC209 Natural History Museum
Cromwell Road
London SW7 5BD
United Kingdom

< gordon@collectionstrust.org.uk >

www.europeana-inside.eu

Europeana Inside

cultural heritage

digitalisation

network

collaboration

Inside of the flyer

Inside left   **Inside right**
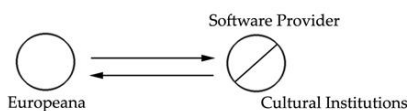
Europeana Inside
is a best practice network

...which brings together **world-leading cultural heritage institutions** with **global collections management system providers** to provide a combination of sector and technical expertise.

...within which technical partners develope **open-source tools** which reduce or remove the legal, technical, financial and operational barriers **to participation** in aggregated services by cultural institutions.

Europeana → Software Provider → Cultural Institutions

The main objectives are:

...to open up a significant critical-mass of new digital cultural content from european cultural institutions for delivery through Europeana,

...to simplify significantly the process of contributing content to Europeana for cultural institutions and aggregators of all scales and types throughout Europe,

...to help cultural institutions and aggregators overcome the organisational, technical, legal and financial barriers to participation by part-automating the workflow by which content is made available to Europeana, and creating tools for the management of permissions and licensing,

...to build on the framework of standards and protocols established under previous Europeana projects by ensuring that current and future generations of collections and digital asset management software are 'Europeana-ready'.

consortium

...to support metadata enrichment in Content Provider systems (and thereby deliver value to participating organisations and their users) by creating a channel for enhanced content to flow back from Europeana as the central domain aggregator and point of access to local systems.
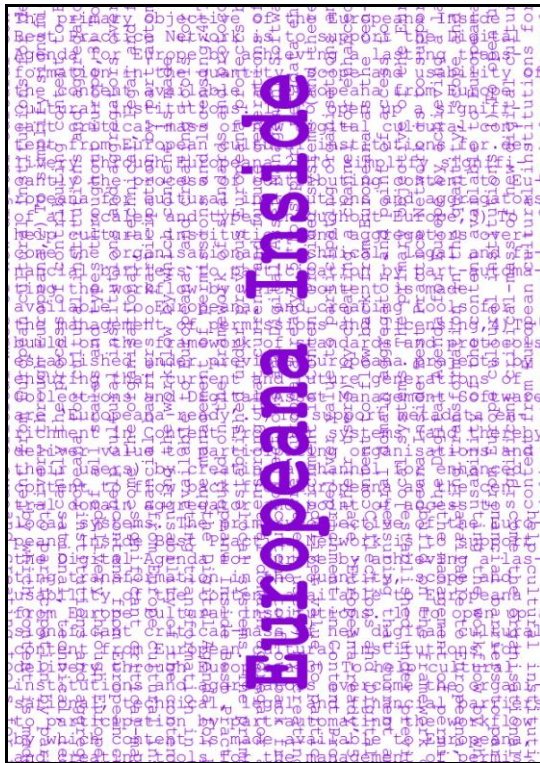
Consortium
Collections Trust, UK
Knowledge Integration Ltd, UK
Stiftung Preussischer Kulturbesitz, DE
zetcom AG, DE
PostScriptum Info Architecture Ltd., GR
Digitaal Erfgoed Nederland, NL
System Simulation Ltd, UK
Catholic University of Leuven, BE
Museum of Fine Arts Budapest, HU
KE Software Ltd. UK
Royal Museums of Art & History, BE
Petőfi Literary Museum, HU
Alexandros Soutzos Museum, GR
Mobydoc, FR
IBBT, BE
Hungarian National Museum, HU
Europeana Foundation, NL
Adlib Software Ltd, NL
Länsmuseet Västernorrland, SE
Monguz, HU
Semantika, SL
Belgian Institute of Natural Sciences, BE
SKINsoft ltd, FR
Benaki Museum, GR
House of Images, UK
Município do Seixal, PO

Postcard1 (10,5x14,8 cm)

Parameter	Information
Purpose	To act as a central print information and collaboration hub for Europeana Inside.
Nature	Front: • Project title: 'Europeana Inside'; • Visual effect of matrix, code and programming style: consisting of phrase about primary objective of Europeana Inside Best Practice Network in the colour of the logo. Page on the inside left: • Description of Best Practice Network; • Graphic for basic understanding of metadata transfer between Europeana and cultural institutions/software providers; Back: • Main objectives of the project; • QR-code with link to website; • Contact and Coordinator; • Logos of Europeana Inside and cip. Provides awareness and understanding of the project's: • Organisation; • Aims.
Intended audience	• Internal actors (cultural institutions, software providers) • External actors (cultural institutions, software providers); • External stakeholders (cultural institutions, software providers). Distribution at: • Meetings; • Conferences; • Symposia; • Workshops concerning digitisation of cultural heritage.
Dissemination level	1. Awareness 2. Understanding

Front

Back

Europeana Inside

The main objectives are...

> to open up a significant critical-mass of new digital cultural content from European cultural institutions for delivery through Europeana,

> to simplify significantly the process of contributing content to Europeana for cultural institutions and aggregators of all scales and types throughout Europe,

> to help cultural institutions and aggregators overcome the organisational, technical, legal and financial barriers to par ticipation by part-automating the workflow by which con tent is made available to Europeana, and creating tools for the management of permissions and licensing,

> to build on the framework of standards and protocols estab lished under previous Europeana projects by ensuring that current and future generations of Collections and Digital Asset Management Software are 'Europeana-ready'.

> to support metadata enrichment in Content Provider sys tems (and thereby deliver value to participating organisa tions and their users) by creating a channel for enhanced content to flow back from Europeana as the central domain aggregator and point of access to local systems.

Contact & Coordinator
Collections Trust
Gordon McKenna (International Development Manager
WC209 Natural History Museum
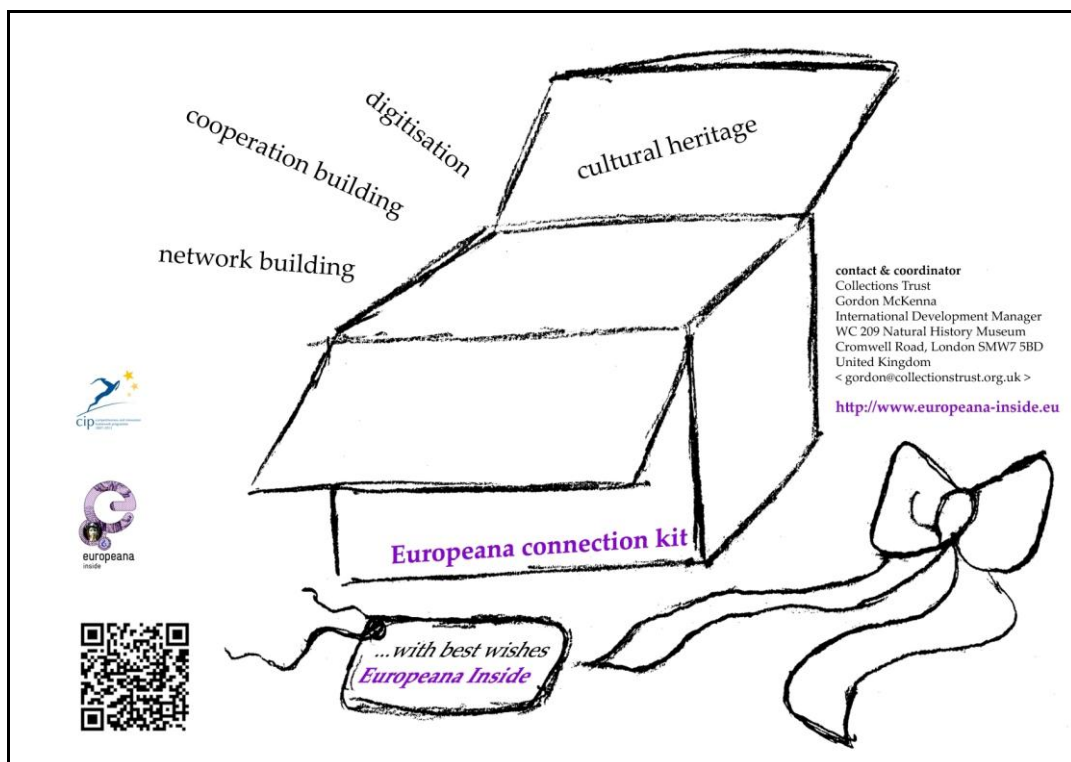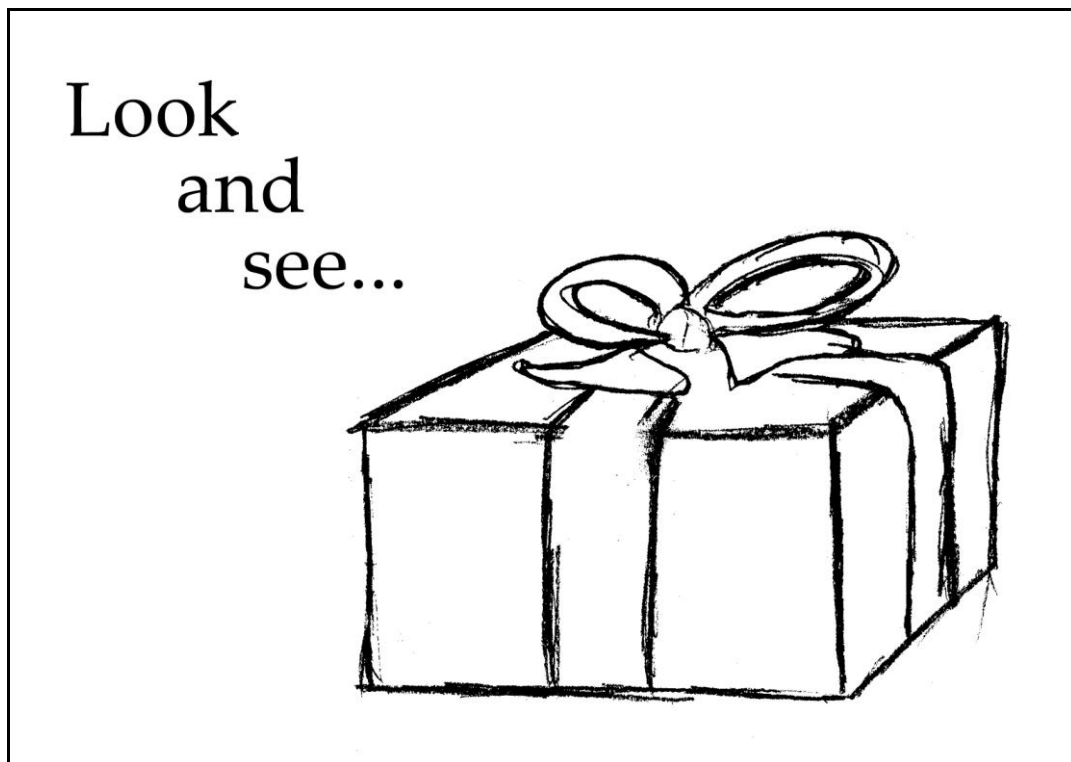Cromwell Road
London SW7 5BD, United Kingdom

< gordon@collectionstrust.org.uk >

Postcard2 (10,5x14,8 cm)

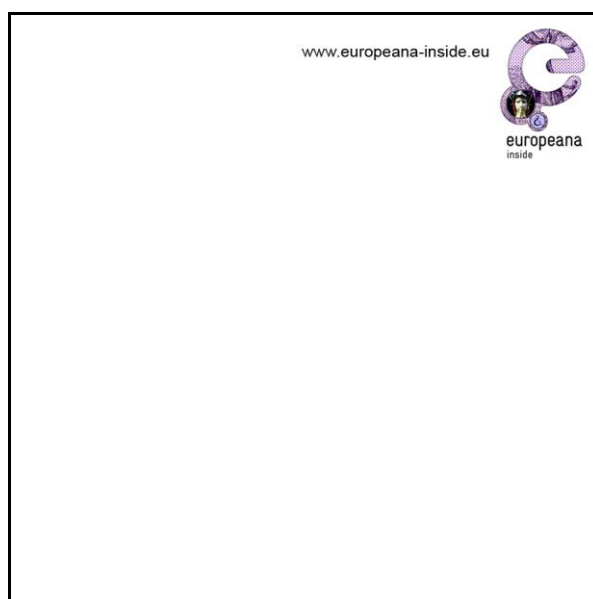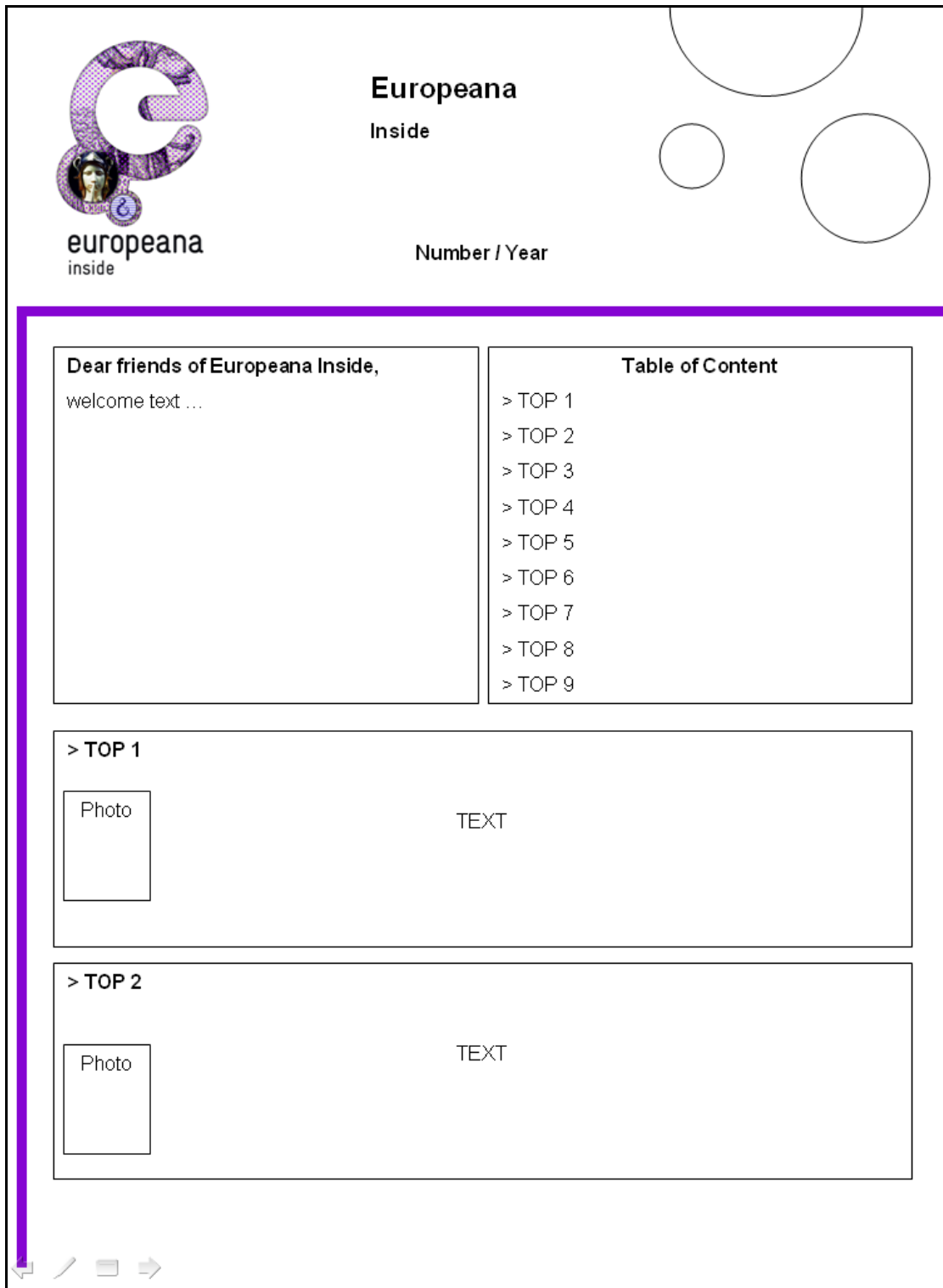| Parameter	Information
Purpose	To act as central print information to visualise the end-product of the Europeana Inside project: the Europeana Connection Kit (ECK).

Nature	Front:
	• Graphic: gift box;
	• Request to reader to 'Look and see…' to turn the card and discover the contents of that gift box.
	
	Back:
	• Graphic: opened gift box, designed as Europeana Connection Kit (ECK), as allusion to a toolbox, the observer is recipient of the gift;
	• Sender notice: '…with best wishes Europeana Inside';
	• Content: different associations with functions of the ECK;
	    o Digitisation of cultural heritage;
	    o Cooperation and Network building;
	• QR-code with link to website;
	• Contact and Coordinator;
	• Logos of Europeana Inside and cip.
	
	Provides awareness and understanding of the project's:
	• Organisation;
	• Aims.

Intended audience	• Internal actors (cultural institutions, software providers) • External actors (cultural institutions, software providers); • External stakeholders (cultural institutions, software providers). Distribution at: • Meetings; • Conferences; • Symposia; • Workshops concerning digitisation of cultural heritage.
Dissemination level	1. Awareness 2. Understanding

Front

Back

Notepad (7,8x7,8 cm)

Parameter	Information
Purpose	To act as teaser of Europeana Inside in daily office life.
Nature	Front: • Logos of Europeana Inside; • URL to website.
Intended audience	• Internal actors (cultural institutions, software providers) • External actors (cultural institutions, software providers); • External stakeholders (cultural institutions, software providers). Distribution as give-aways at: • Meetings; • Conferences; • Symposia; • Workshops concerning digitisation of cultural heritage.
Dissemination level	1. Awareness 2. Understanding

Notepad

3.2 Electronic Material

Newsletter

Parameter	Information
Purpose	To inform the widest range of stakeholders about the recent activities of Europeana Inside, with calls to action where necessary.
Nature	A variable length e-newsletter giving (for example): • Basic project information; • Work carried out by the project; • Results of the project; • Links to further information; • Information about project partners and other participants; • Calls to action (e.g. to take part in the Europeana Inside Best Practice Network).
Intended audience[1]	• Internal actors; • External actors; • External stakeholders; • Wider community of practice.
Dissemination level	1. Awareness; 2. Understanding; 3. Action

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[1] Both internal and external actors are automatically sent the newsletter, while others are invited to subscribe.

Newsletter (Top)

Europeana

Inside

Number / Year

europeana
inside

Dear friends of Europeana Inside,

welcome text …

Table of Content

> TOP 1

> TOP 2

> TOP 3

> TOP 4

> TOP 5

> TOP 6

> TOP 7

> TOP 8

> TOP 9

> TOP 1

Photo

TEXT

> TOP 2

Photo

TEXT

Newsletter (Bottom)

ANNOUNCEMENTS

>

>

>

>

>

>

>

Editor

Coordinator

Recommend Newsletter

Follow Europeana Inside on Twitter

Like Europeana Inside on Facebook

Co-founded by the European Union

Power Point template

| Parameter	Information
Purpose	To have distinctive and consistent presentation material for classic dissemination of the Europeana Inside brand.
Nature	PowerPoint presentation template
Intended audience	• Internal actors; • External actors.
Dissemination level	Awareness

PPT-Template
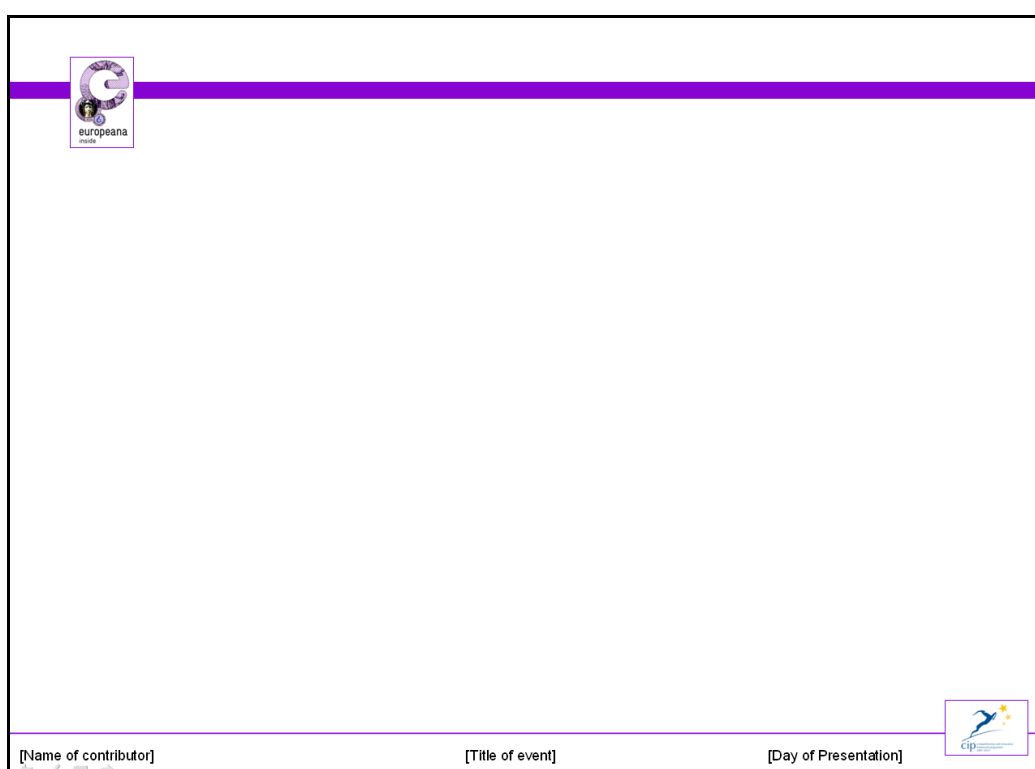
Recommendations:
- Background-Colour: White
- Colour of the top-line: 133, 04, 210 RGB
- Font: Arial, Verdana
- Font Size: > 16 pt.
- Own logo: Top, Center
- Title of event: Bottom, Center
- Name of contributor: Bottom, Left
- Day of presentation: Bottom, Right

[Name of contributor]　　　　　　　　　　　[Title of event]　　　　　　　　　　　[Day of Presentation]

PDF

Parameter	Information
Purpose	To act as a central print and electronic information about Europeana Inside.
Nature	PDF • Description of Organisation; • Main objectives of the project; • Contact & Coordinator; • URL to website; • Logos of Europeana Inside and cip. Provides awareness and understanding on the project's: • Organisation; • Aims.
Intended audience	• Internal actors (cultural institutions, software providers) • External actors (cultural institutions, software providers); • External stakeholders (cultural institutions, software providers).
Dissemination level	1. Awareness 2. Understanding

PDF available to download on website and blog
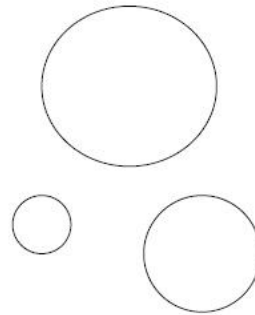
Europeana Inside

Europeana Inside Best Practice Network started in April 2012 and lasts for 30 months. It is co-funded by the European Union under CIP-ICT-PSP to support the Digital Agenda for Europe by achieving a lasting transformation in the quantity, scope and usability of the content available to Europeana from European cultural institutions.

The main objectives are…

> to open up a significant critical-mass of new digital cultural content from European cultural institutions for delivery through Europeana,

> to simplify significantly the process of contributing content to Europeana for cultural institutions and aggregators of all scales and types throughout Europe,

> to help cultural institutions and aggregators overcome the organisational, technical, legal and financial barriers to participation by part-automating the workflow by which content is made available to Europeana, and creating tools for the management of permissions and licensing,

> to build on the framework of standards and protocols established under previous Europeana projects by ensuring that current and future generations of Collections and Digital Asset Management Software are 'Europeana-ready'.

> to support metadata enrichment in Content Provider systems (and thereby deliver value to participating organisations and their users) by creating a channel for enhanced content to flow back from Europeana as the central domain aggregator and point of access to local systems.

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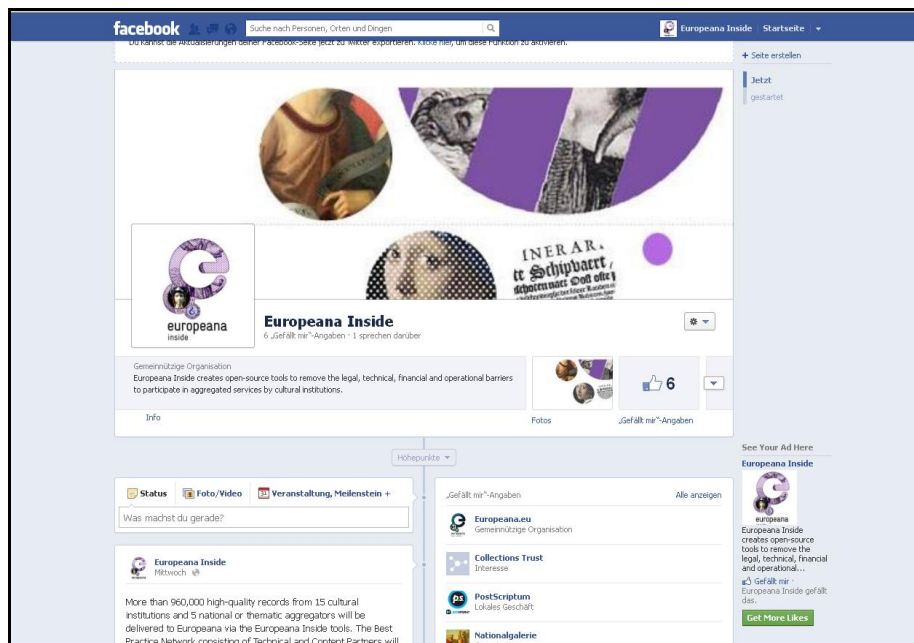< gordon@collectionstrust.org.uk >   www.europeana-inside.eu

3.3 Branded Social Media Presence

Facebook Europeana Inside

Parameter	Information
Purpose	To act as a central online and information hub during the lifetime of the project.
Nature	Address: **https://www.facebook.com/EuropeanaInside** Europeana Inside Facebook group presents: • Push of blog news and blog posts; • Supported by RSS Graffiti application. Provides awareness and understanding on the project's: • Organisation; • Aims; • Progress; • Activities; • Outcomes.
Intended audience	• Internal actors (accessing the password protected area); • External actors; • External stakeholders; • Wider community of practice.
Dissemination level	1. Awareness; 2. Understanding; 3. Action (using the website).

Link: https://www.facebook.com/EuropeanaInside (28/06/2012)

Twitter

Parameter	Information
Purpose	To act as a central online and information hub during the lifetime of the project.
Nature	Address: **https://twitter.com/EuropeanaInside** Europeana Inside Twitter account presents: • Push of blognews and blogposts; • Supported by Twitterfeed application. Provides awareness and understanding on the project's: • Organisation; • Aims; • Progress; • Activities; • Outcomes.
Intended audience	• Internal actors (accessing the password protected area); • External actors; • External stakeholders; • Wider community of practice.
Dissemination level	1. Awareness; 2. Understanding; 3. Action (using the Website).

Link: https://twitter.com/EuropeanaInside (28/06/2012)

3.4 Use as an 'affiliate' logo on software and other 3rd party product branding

The affiliates of Europeana Inside (i.e. software developers and cultural institutions connected to the Europeana Inside project) will get an 'affiliate' logo to attach it onto the developed and used software in form of a sticker (e.g. the stickers on computer like 'intel inside' or 'windows 7'). In this case the regular logo of Europeana Inside (the 'e' with bulbs) will be used.

'affiliate logo'-sticker

It is still to discuss whether a separate logo exclusively for the product of the Europeana Inside project ECK should be developed. A common logo for the software package (ECK) attached to all parts of the ECK software package to be developed till the end could be branded with the Europeana Inside bulb (marked in the first line with 'europeana' and in the second line with 'Europeana Connection Kit') with the objective of the ECK to be perceived as the product of Europeana Inside project.