



PROJECT LOGO AND GRAPHIC IDENTITY

Deliverable D9.1

| | |
|------------------------|---|
| Circulation: | PU: Public |
| Lead partner: | Arctur |
| Contributing partners: | SINTEF, Fraunhofer |
| Authors: | Nejc Bat, Tor Dokken, Georg Muntingh |
| Quality Controllers: | Tor Dokken |
| Version: | 1.0 |
| Date: | 21.12.2015 |

©Copyright 2015-2018: The CAxMan Consortium

Consisting of

| | |
|--------------|---|
| SINTEF | STIFTELSEN SINTEF, Department of Applied Mathematics, Oslo, Norway |
| Fraunhofer | Fraunhofer IGD, Interaktive Engineering Technologien, Darmstadt, Germany |
| DFKI | Deutsches Forschungszentrum für Künstliche Intelligenz GmbH DFKI Innovative Factory Systems, Kaiserslautern, Germany |
| CNR-IMATI-GE | Consiglio Nazionale Delle Ricerche Istituto di Matematica Applicata e Tecnologie Informatiche, Genova, Italy |
| CIMNE | Centre Internacional de Metodes Numerics en Enginyeria Civil Engineering, Barcelona, Spain |
| ARCTUR | ARCTUR Racunalniski Inzeniring Doo, R&D, Nova Gorica, Slovenia |
| BOC | BOC ASSET Management GmbH, Innovation Group, Wien, Austria |
| Missler | Missler Software Missler Software Service Department, Ramonville St Agne, France |
| Jotne | Jotne EPM Technology AS, Aeronautics, Space and Defense, Oslo, Norway |
| STAM SRL | STAM SRL, R&D Department, Genova, Italy |
| TRIMEK SA | TRIMEK SA, R&D, Altube-Zuia (Alava), Spain |
| Tronrud | Tronrud Engineering AS, 3D Printing, Hønefoss, Norway |
| NOVATRA | NOVATRA, Varennes Saint Sauveur, France |

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the CAxMan Consortium. In addition to such written permission to copy, reproduce, or modify this document in whole or part, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

All rights reserved.

This document may change without notice.

DOCUMENT HISTORY

| Version ¹ | Issue Date | Stage | Content and Changes |
|----------------------|------------|-------|---------------------|
| 1.0 | 21.12.2015 | | Final version |

¹ Integers correspond to submitted versions

EXECUTIVE SUMMARY

This document describes the work done in preparing the logo and graphical material for the CAxMan project.

TABLE OF CONTENTS

| | |
|----------------------------------|----|
| Executive summary..... | 2 |
| 1 Introduction..... | 4 |
| 2 Project logo | 4 |
| 3 Project graphic identity | 11 |

1 INTRODUCTION

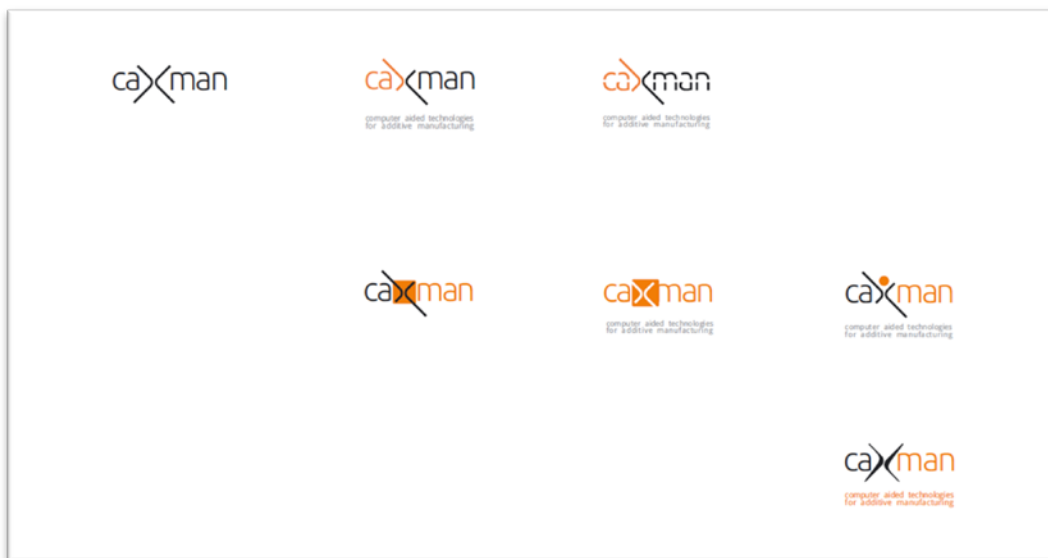
Outreach forms an important part of the CAxMan project. This takes the form of communications at conferences, organization of special 'CAxMan sessions' in Europe and worldwide; publications in scientific journals, but also in publications oriented at a wider public audience, both industrial and non-industrial.

To establish the proper visual presence the CAxMan consortium has selected the appropriate logo and graphical identity. The two serve as the basis for future dissemination material that will be produced during the execution of the project like the project website, the project presentation, document templates, leaflets, videos etc.

2 PROJECT LOGO

Since project partner Arctur has its own design department that has many years of experience in designing graphical identities and various graphic materials they have volunteered to prepare the suggestions for various project logos that could be used.

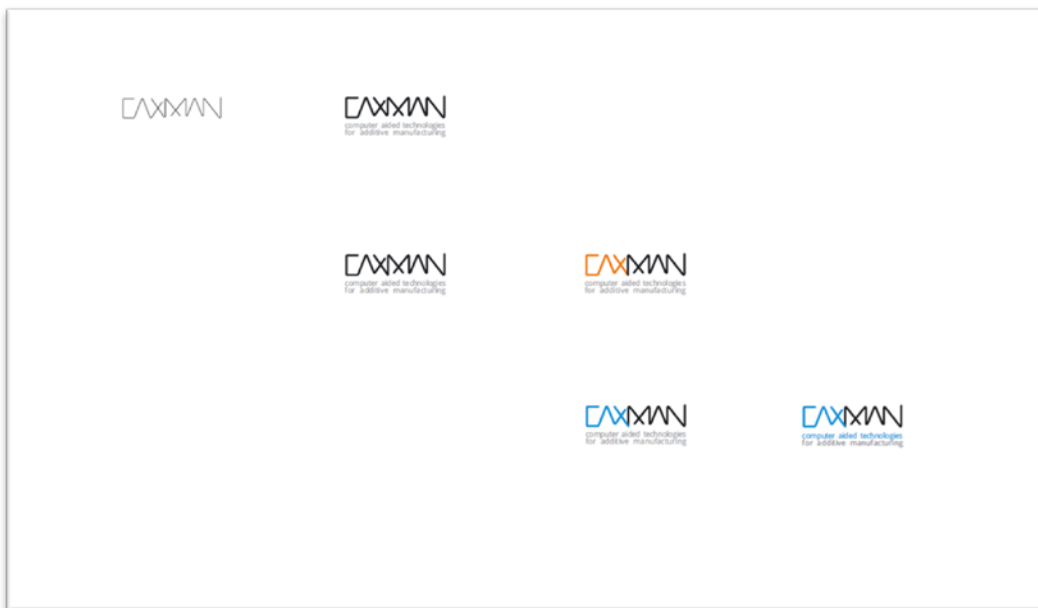
The following shortlist of the logo proposals has been produced:



PICTURE 1 - LOGO PROPOSAL 1



PICTURE 2 - LOGO PROPOSAL 2



PICTURE 3 - LOGO PROPOSAL 3



PICTURE 4 - LOGO PROPOSAL 4



PICTURE 5 - LOGO PROPOSAL 5



PICTURE 6 - LOGO PROPOSAL 6



PICTURE 7 - LOGO PROPOSAL 7



PICTURE 8 - LOGO PROPOSAL 8



PICTURE 9 - LOGO PROPOSAL 9



PICTURE 10 - LOGO PROPOSAL 10

The main idea when preparing the logo proposals was to expose the “Computer Aided” aspect of the project as well as trying to expose some aspects of the Computer Aided manufacturing like

the numerical control (“[“ ”] signs), continuous development (stylized infinity symbol), precision (stylized crosshair), toolpaths etc.

All ten ideas were presented to all the partners at the kick-off meeting. Amongst the proposals, the first proposal was the one that was chosen.

Arctur then proceeded to develop further selected logo and created a full colour variant, a black-and-white optional as well as inverse colour variants and just a simple icon with the “x” sign. The official logo of the project is therefore the following:



PICTURE 11 - FINAL VERSION OF THE PROJECT LOGO

3 PROJECT GRAPHIC IDENTITY

Based on the logo further graphic material like document templates, presentation templates etc. are and will be developed. D9.1 (This deliverable) use the Deliverable template. The project presentation described in D9.2 uses the Presentation template.