"An INtegrated next generation PREParedness programme for improving effective inter-organisational response capacity in complex environments of disasters and causes of crises"

D8.1 IN-PREP Brand Strategy

Document Summary Information

Grant Agreement No	740627	**Acronym**	IN-PREP
Full Title	An Integrated next generation preparedness programme for improving effective interorganisational response capacity in complex environments of disasters and causes of crises		
Start Date	01/09/ 2017	**Duration**	36 months
Project URL	https://www.in-prep.eu/		
Deliverable	D8.1		
Work Package	WP8 - High Impact Communications and Networking		
Contractual due date	31/12/2017	**Actual submission date**	08/01/2018
Nature	R	**Dissemination Level**	PU
Lead Beneficiary	CARR		
Responsible Author	Johanna Varghese (CARR)		
Contributions from	Stephen Walker (CARR), Paul McDonnell (CARR)		

Revision history (including peer reviewing & quality control)

Version	Issue Date	Stage	Changes	Contributor(s)	Comments
0.01	30/11/2017	First draft	Table of contents and draft of chapters	Johanna Varghese (CARR)	The table of contents has been created and each chapter has been partially elaborated
0.02	15/12/2017	Second draft	Document ready to be reviewed	Johanna Varghese (CARR)	1st final version of the document pending internal review round
0.03	29/12/2017	Third draft	Revised version based on review comments received by DHPol and IESC	Johanna Varghese (CARR), Stephen Walker (CARR), Paul McDonnell (CARR)	Version to be submitted to PC
1.00	08/01/2018	Final	Review and revision by PC	Evangelos Sdongos (ICCS)	Version to be submitted to EC

Executive Summary

IN-PREP brand

This deliverable provides the building blocks of the Brand Thinking process towards the achievement of project objectives of the IN-PREP branding strategy at this early stage. A basic definition of a brand is the array of perceptions and associations that the subject of the branding provokes in others. Branding is rarely left to chance and is mostly a carefully crafted and systematically implemented series of messages and actions that tap into the product/service/concept's name and identity. This is achieved in two phases – the first being definition and agreement, the second being the implementation plan to achieve the defined targets.

It is intended that the IN-PREP brand shall be an EU brand synonymous with Crisis Management which shall evolve throughout the project's 3-year life as more events and activities come on board. The influence is two way – it is both an influence on, and influenced by the activities of IN-PREP as it develops and matures.

The report introduces the Brand Thinking components such as Brand Anatomy, Brand Core and Brand Identity and Interactions. The Brand Core contains the DNA of the project which is the essence, values, vision, mission and promises of IN-PREP. The values of IN-PREP at this stage are

- innovation
- collaboration
- end-user led

They influence both the process and the deliverables of IN-PREP. As the project progresses and evolves, more values important to the consortium may emerge.

The project is innovative both in its interdisciplinary nature and the merging of human factors in a user-centred Mixed Reality Preparedness Platform (i.e. a novel training to tool for civil protection actors). It is a collaborative effort involving different strands (IN-PREP partners originating from 7 EU countries) involving Catastrophe modelling, Evacuation modelling, ICT System Development, Command and Control, Asset management, Critical communications, Ethics, Social Sciences representing the technical side and Civil Protection agencies covering civil protection, medical, fire and police services representing the end users side. Furthermore, IN-PREP is both end-user led and tested. These values give the project its unique selling proposition and inform the other building blocks of the brand.

Part of the document touches on the guidelines for visual identity and verbal identity that influence colour, style and tone of voice in the public face of communication. The full visual guidelines 'Communicating our Brand' accompanies this document and shall be used as a reference point for press releases, publications, reports and all IN-PREP project marketing collateral. The communication strategy in Deliverable 8.2 shall extend the branding concepts and include strategies of reaching and engaging with audiences.

Disclaimer

The content of the publication herein is the sole responsibility of the publishers and it does not necessarily represent the views expressed by the European Commission or its services.

While the information contained in the documents is believed to be accurate, the authors(s) or any other participant in the IN-PREP consortium make no warranty of any kind with regard to this material including, but not limited to the implied warranties of merchantability and fitness for a particular purpose.

Neither the IN-PREP Consortium nor any of its members, their officers, employees or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.

Without derogating from the generality of the foregoing neither the IN-PREP Consortium nor any of its members, their officers, employees or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

Copyright message

Table of Contents

List of Figures

List of Tables

Glossary of terms and abbreviations used

Abbreviation / Term	Description
CP	Civil Protection
SSH	Social Science & Humanities
RRI	Responsible Research &Innovation
TTX	Table Top Exercises
C2	Security rating level for security frameworks in computing for civil protection agencies
ICT	Information and Communications Technology
MRPP	Mixed Reality Preparedness Platform

1   Introduction

"Branding is an inherent human practice of all ages and all cultures, a way of showing who you are and what you do" - Miltenburg 2016

Branding today

Today's branding developed during the industrial revolution (Miltenburg 2016). As production scaled up and logistics became faster, there was a change in the way the customer found, engaged with, and consumed a product, as distances between producers and customers had increased. By the mid-twentieth century, most manufacturers could not compete on quality alone, as most goods on the market appeared quite similar. There needed to be a differentiating factor to make products identifiably distinct through a more emotional appeal, thus branding and advertising came into their own. Today, branding is used to orient people's feelings and choices when they see or hear the brand of a product, service or person.

Brand name - development of actions

A "brand" is what a person thinks when he or she hears or sees a brand name- in this case IN-PREP. Although a brand name is real, since people can see it, at this stage the newborn IN-PREP brand is developing internally, within the small circle of IN-PREP partners engaged in communication.

At this point in time, the IN-PREP brand stands for, both the factual (it is a training platform for first responder agencies for transboundary disaster events), and the emotional resonance (it prepares you to collaborate with others, so more lives can be saved). This document outlines the initial strategy for what the IN-PREP brand will represent.

IN-PREP activities that have influenced the branding

Since the kick-off meeting on the 27th-28th September 2017 there have already been concepts and inputs towards some of the visual and verbal identities in terms of the IN-PREP brand name, typeface, layout, tag-line, logo, colour palette and tone of voice. In addition, the IN-PREP Twitter account and website were launched, invitations for the first end user workshop created and Deliverable D1.1 was submitted (fig.1 – fig. 9). All these products have components of the IN-PREP brand, indicating that brand identity of the IN-PREP branding is already developing.

At the first Civil Protection (CP) end-user workshop in Leiden, 23rd-24th November 2017, it emerged that there was a need for the IN-PREP system to be both a planning tool and a benchmarking tool in addition to its original training and preparedness functions. These new requirements in the development of IN-PREP shall influence how the branding evolves.
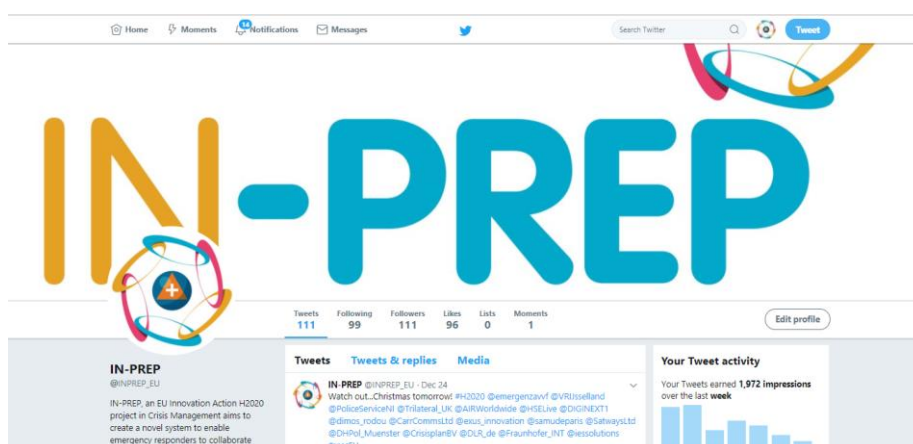
Figure 1: IN-PREP Twitter page with logo

Figure 2: Tweet of blog from IN-PREP partner, Fraunhofer

Figure 3: Tweet of blog from Trilateral Research partner

Figure 4: Tweet of IN-PREP partner HSE Emergency Management

Figure 5: Tweets showing satellite weather map, IN-PREP partners IESC products, and EU H2020 project news
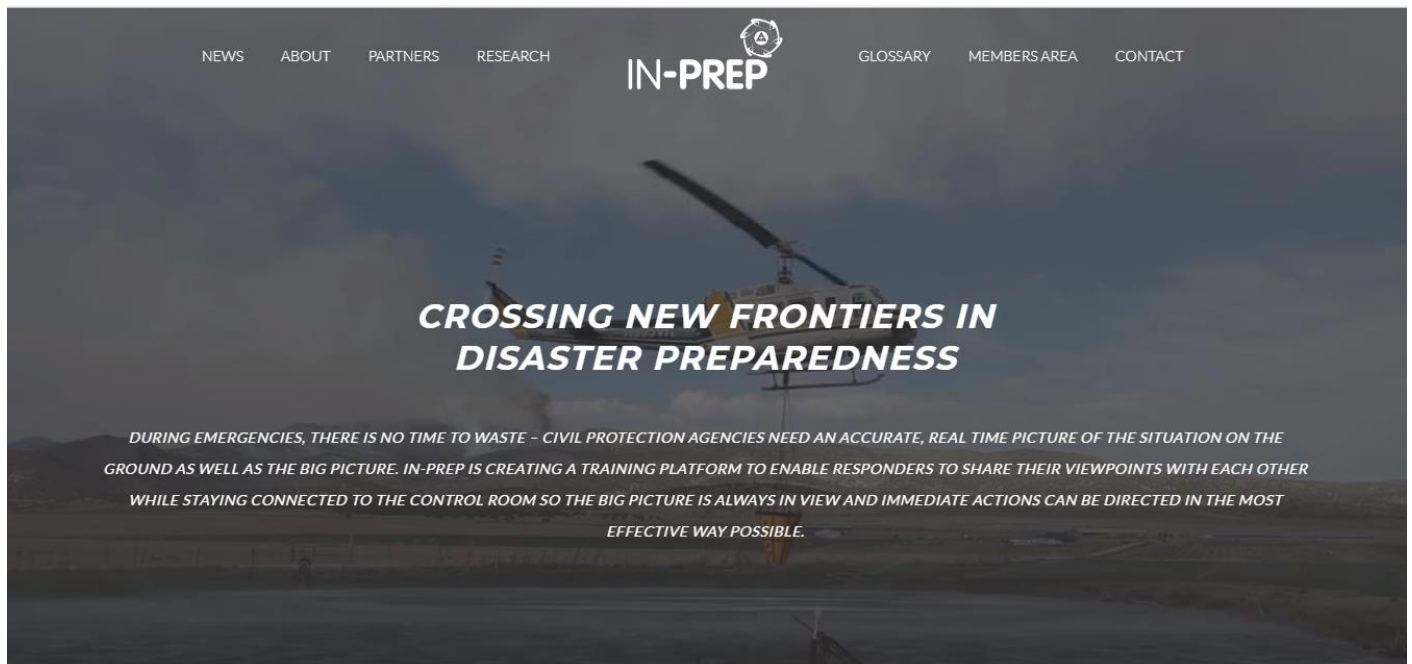
Figure 6: Website - landing page showing dynamic movement
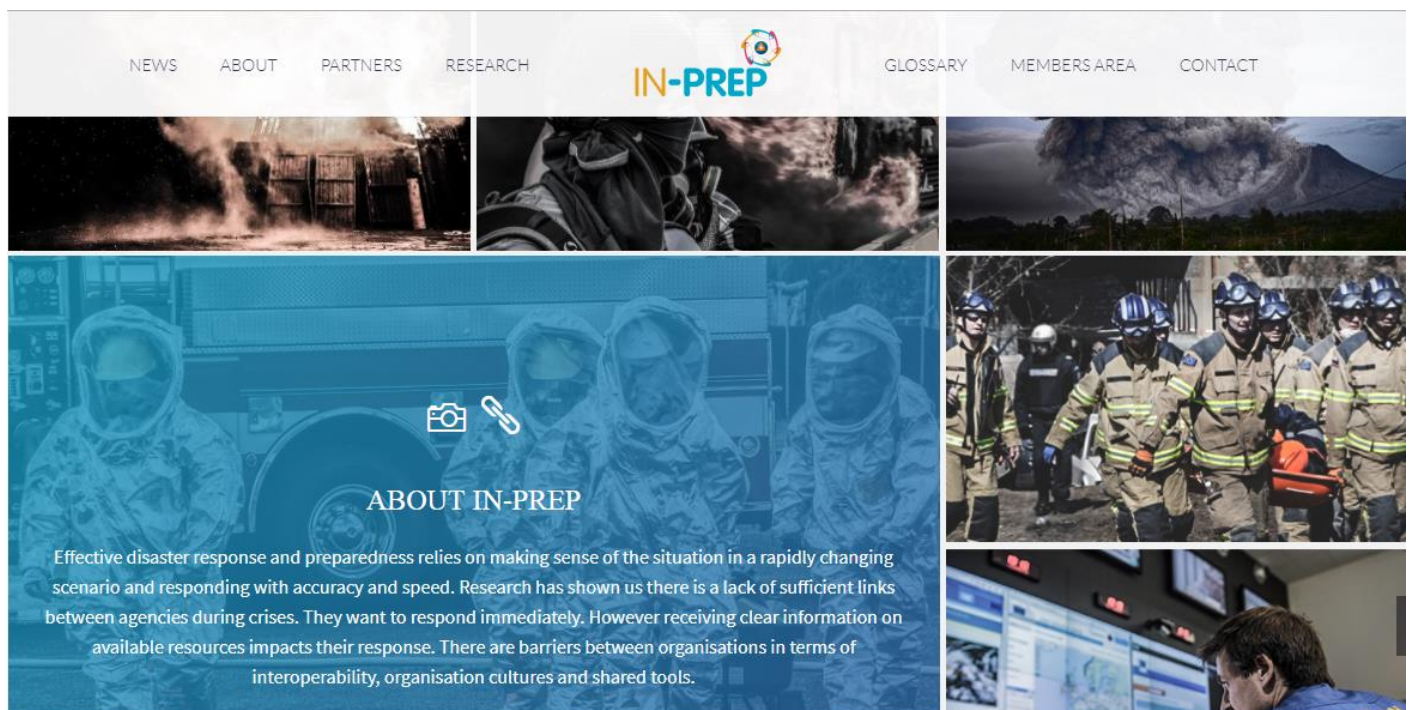
Figure 7: Website - images of CP exercises and natural disaster

https://www.in-prep.eu/about-us/

Figure 8: Website - About page in accessible language

Figure 9: Invitation to first end-user workshop

1.1   Addressing the IN-PREP Description of Action

IN-PREP GA requirements	Section(s) of present deliverable addressing IN-PREP GA	Description
(Reference to Objectives, Tasks, Subtasks)	*(Present deliverable Headings /Sections)*	*(Briefly describe how addressed, max 2-3 lines)*
Task 8.1	IN-PREP Brand Strategy development	The report includes the thinking behind the Brand Anatomy, Brand Core, Brand Identity, and initial Brand Interactions that make up the Brand Strategy. As part of the Brand Core, the Brand tagline is included to accompany the logo and contribute to the IN-PREP brand association with preparedness in disaster management.

Table 1: Deliverable's adherence to IN-PREP objectives and Work Plan

1.2   Document outline & purpose

This deliverable describes the development of the IN-PREP brand strategy that will guide aspects of the development and implementation of the IN-PREP brand both during the project life time (2017 -2020) and its legacy. In this report we will define the IN-PREP Brand Strategy. The Brand Anatomy forms part of the strategy and is made up of 3 components - Brand Core, Brand Identity and Brand Interactions - which shall underpin all creative communications.
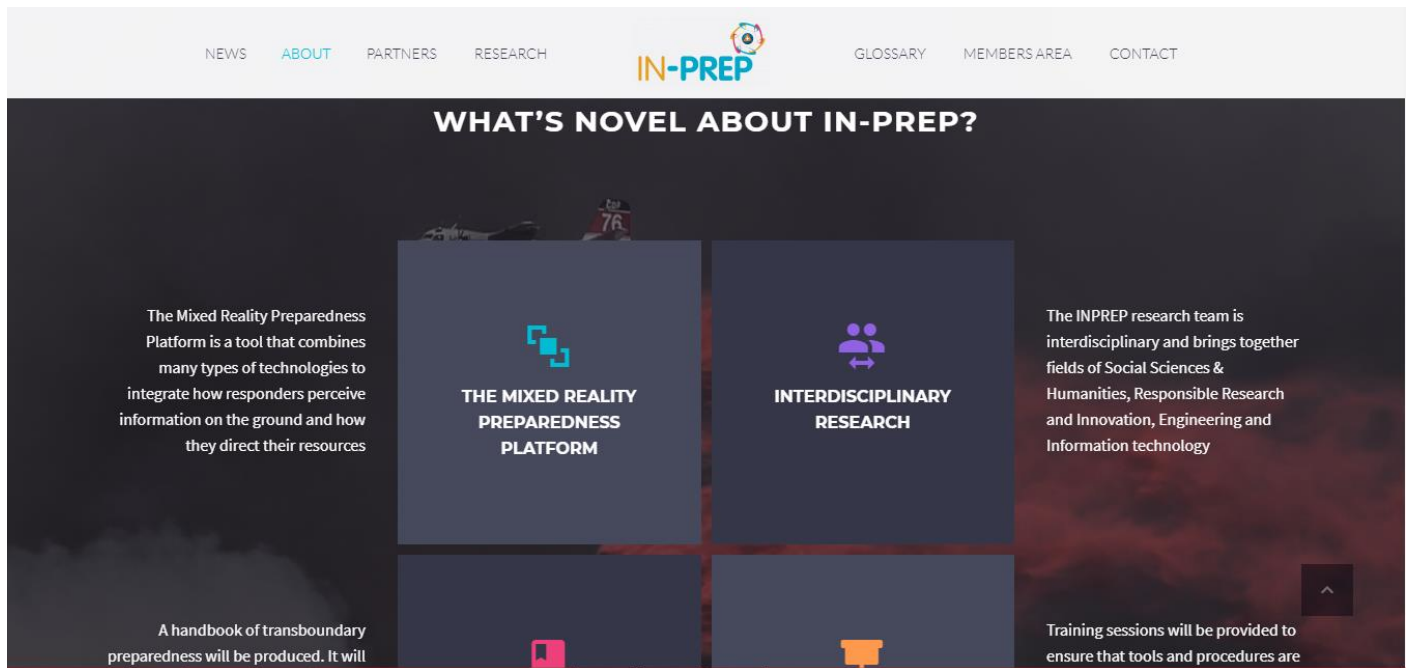
Within the Brand Core, a creative tagline has been developed '**Crossing New Frontiers in Disaster Preparedness'** to accompany the developed brand logo. It speaks in the project's "voice" and lays the foundation on which associations around the brand are linked and formed

The brand strategy comes after the following activities:

- Kick - off meeting (Athens 27th-28th September 2017)
  https://www.in-prep.eu/
- First end-user workshop (Leiden 23rd-24th November 2017)
  Tweet end-user workshop
- IN-PREP Website (30th November 2017)
  https://www.in-prep.eu/
- Blog articles
  Ethical implications in EU projects and Finding the gaps in crises management

And precedes the following activities:

- 1st and 2nd literature review on end-user requirements
- Further end-user workshops in 2018
- IN-PREP system development
- IN-PREP technical integration
- Technology Watch - realisation of micro-projects
- Mixed Reality Preparedness Platform
- IN-PREP TTX and Demonstrations
- IN-PREP Cross-Organisational Handbook
- White paper
- IN-PREP training modules

1.3   Intended readership

The IN-PREP project partners, reviewers and advisors, members of the user advisory board, European Commission H2020 project team, members of the public interested in disaster management such as voluntary rescue groups and community organisations involved in disaster management and the general public.

1.4   Relationship with other IN-PREP deliverables

The developed brand and associated brand strategy (D8.1) will have a major influence on a number of the associated deliverables and tasks within the project. The activities influenced by this deliverable are listed below in tables 2 and 3:

	Title	Lead	Document type
Deliverable			
D2.4	Recommendations on relevant organisational policy, social and human factors relevant for system developments	Fraunhofer INT FhG	Public Report
D2.6	MS3 User requirements/Use cases	Crisisplan CPLAN	Public Report
D2.8	IN-PREP report on experiencing and implementing lessons learnt from the IN-PREP Impact Assessment	Fraunhofer INT FhG	Public report
D2.9 MS4	IN-PREP Cross-Organisational Handbook of Preparedness and Response Operations which includes an overview of current concepts, strategies and actions in response planning. It will include all the information needed for becoming familiar with the IN-PREP solution.	Fraunhofer INT FhG	Public report
D7.6	Knowledge Capitalisation – Report of lessons learnt using IN-PREP in exercises and demos	Vigili del Fuoco CNVVF	Public Report
D8.1	IN-PREP Brand Strategy	CARR	Public Report
D8.2	Communication Strategy and Plan	CARR	Public Report

D8.3	Plan for dissemination of projects results	CARR	Public Report
D8.4	Information packs for referenced and networked communication amplifiers	CARR	Public Report
D8.5	Plan for dissemination of the project's final results	CARR	Public Report
D8.6	Proceedings of the IN-PREP International Workshop on Disaster Resilience and Preparedness	CARR	Public Report
D9.1	Exploitation Plan (intermediate)		Confidential Report
D9.2	Exploitation Plan (Final)	AIRBUS Defence & Space ADS	Confidential Report

Table 2: Relationship with other IN-PREP deliverables

Tasks	Title	Lead	Task type
T1.3	Innovation Management and Exploitation Potential : Technology Watch will facilitate and realise innovation take-up throughout the project and micro projects as input into the MRPP [at least 5 month before each demo]	ADS	Task involves capitalisation and valorisation of IN-PREP components and certified processes
T 7.1	International workshop	CNVVF	Task involves consolidating learning outcomes and presenting it in "a medium and language easily grasped by a wide audience"

T 8.1	IN-PREP Brand Strategy development	CARR	Initial brand strategy deliverable in M4, and after that allowing the emergent user requirements to influence the brand development
T 8.2	Design & Create first class communications collateral	CARR	Components include the website, leaflet, posters, brochures for different audiences – industrial end users, municipalities, citizens, policy makers, researchers
T 8.3	Implementation of High Impact Communications Activities M1-36	CARR	All activities within this task will have elements of the branding strategy
T 8.4	Outreach Events (Workshops, Conferences, Demos, Seminars)	CARR	All activities within this task will have elements of the branding strategy
T 8.5	Proactive reference and networking with key actors in disaster risk management and other relevant national, EU and Global projects	CNVVF	Ensuring the success of dissemination activities mapping networks across countries
T 9.1	Identification of stakeholders and business cases ADS (M1-M36)	ADS	Identifying related business cases and list of possible customers
T 9.2	Business Models and Industrialisation roadmap EXUS M1-M36)	EXUS	Prepare develop and implement business and marketing strategy
T 9.3	Individual exploitation plans CARR M1-M36	CARR	Individual exploitation plan + providing a coordinated view of these plans with reference to commercial opportunities
T 9.4	Consortium overall exploitation plan & business strategy - IPRS management ADS M1 -M36	ADS	Business plan, marketing strategy, and industrialisation road map

Table 3: Relationship with other IN-PREP tasks

2   Brand Strategy + Components

2.1   IN-PREP Brand Anatomy

Brand anatomy is built from brand core, brand identity and brand interactions. (Miltenburg 2016)
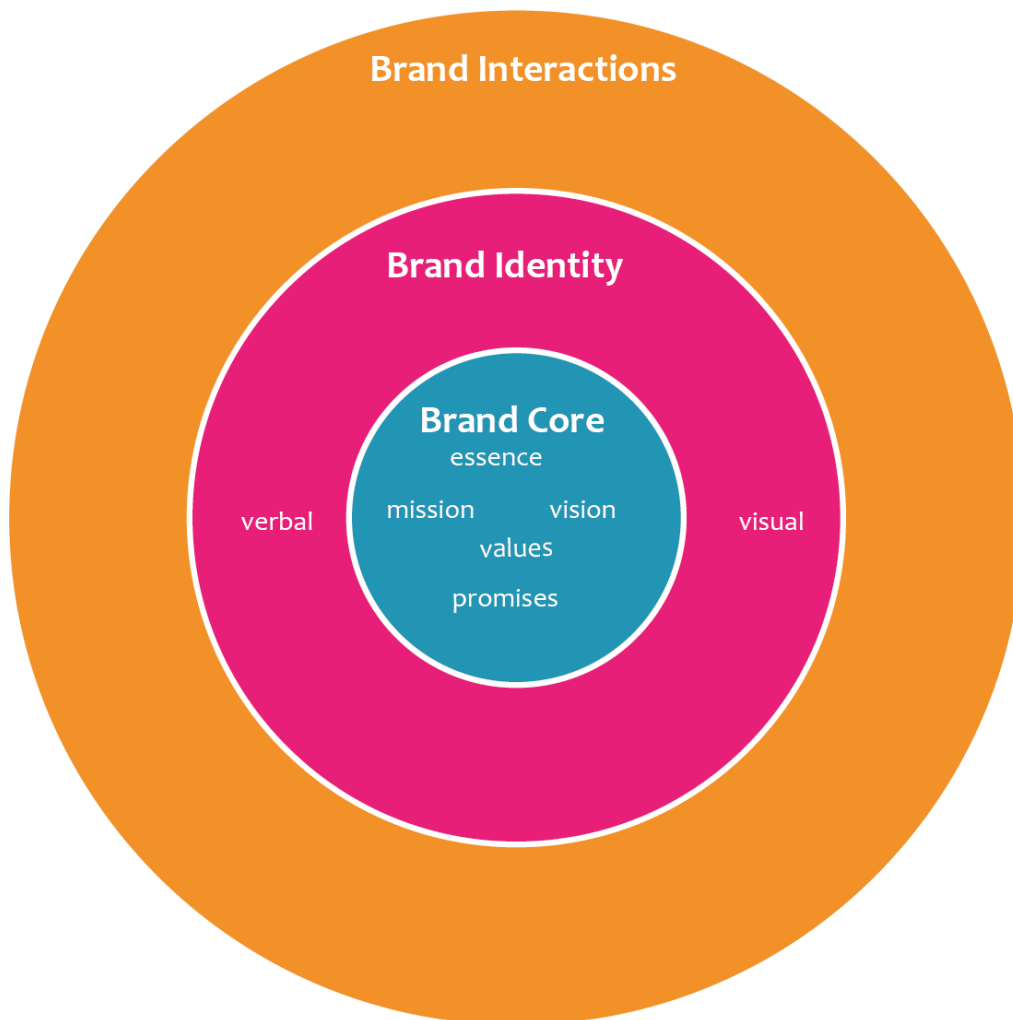
Figure 10: Brand Anatomy

[Miltenburg 2016]

2.2   Brand Core

Brand Core		
Components	**What it does**	**IN-PREP**
Brand Essence	The reason the brand is created distilled into one compelling sentence	'Crossing New Frontiers in Disaster Preparedness'
Vision	Defines the driving force of the brand	To save more lives during crises through better prepared civil protection agencies (crisis managers, team leaders and responders)
Mission	Creates a shared sense of purpose	Seeks to improve the way civil protection entities and responders collaborate across boundaries
Values	Sets criteria that aid decision making	Innovation Collaboration End user led
Brand Promises	Shapes content for communication presentations and pitches	Enable responders to respond effectively across organisations and boundaries through the innovative Planning & Training platform Mixed Reality Preparedness Platform (MRPP), Cross-Organisational Handbook, Training modules and Technology Watch

Table 4: Brand Core and its components

2.3   Brand Essence

Often the brand essence evolves and develops over the lifetime of a project. At this stage of writing, the project is in the 4th of the 36-month project. The essence is a distillation of the vision, mission and values. The tagline 'Crossing New Frontiers in Disaster Preparedness' was brainstormed and chosen for the website launch. It is the most compelling statement that picked up on the vision, mission and values of the IN-PREP brand developed to date.
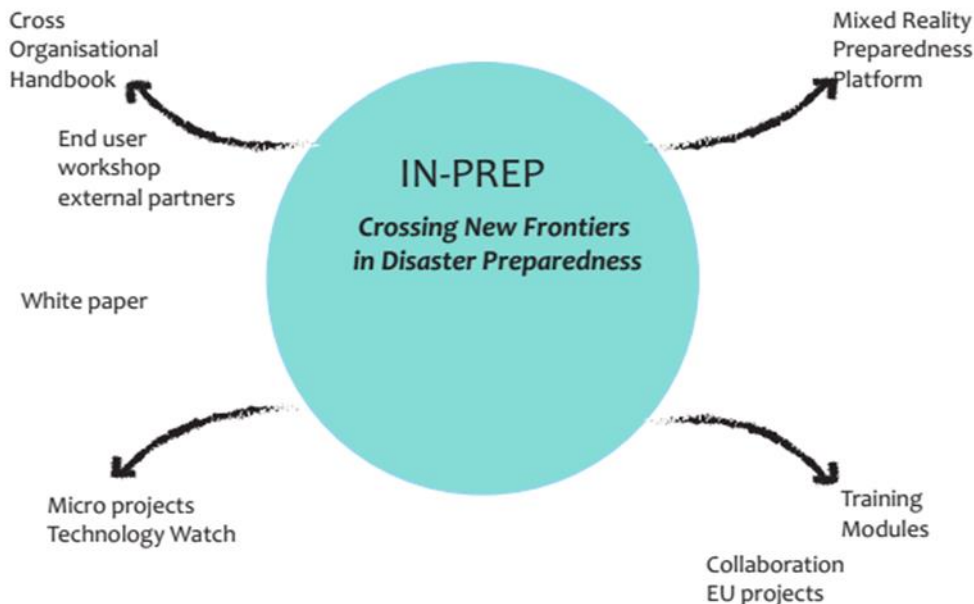
Figure 11: Brand Essence with tag line and elements

[Miltenburg 2016]

2.4   Vision

What does the world that IN-PREP wants to see look like?

A world of well-prepared responders ready to collaborate with other agencies and other countries so that more lives can be saved during crises. IN-PREP is working towards a Europe where CP agencies and responders collaborate effectively during transboundary crises.

The vision of IN-PREP is aligned to the rescEU programme announced on the 23rd November 2017. President Jean-Claude Juncker stated*: "Europe can't be on the side-lines when our Member States suffer from natural disasters and need help. No country in Europe is immune to natural disasters which have sadly become the new normal. When a disaster strikes, I want the European Union to offer more than condolences. Europe is a continent of solidarity and **we must be better prepared than before,** and faster in helping our Member States on the frontline."* https://www.globalgovernmentforum.com/eu-plans-natural-disaster-response-team/

2.5   Mission

IN-PREP seeks to change the way CP organisations work together across boundaries by providing a training system and tools that connect into their present systems.

Currently, a key gap in Crisis Management is the insufficient links between agencies and systems that exist in organisational culture, technology systems or protocols between agencies in the same country and agencies in different countries.

2.6   Values

Brand values are the core values that are vital to the realisation of the brand. To ensure the brand is delivered in a consistent way, values are aligned to the brand vision and underpin the tasks and deliverables within the project. The IN-PREP values in action:

- Collaborate
- Innovate
- End user

Figure 12: Brand core building blocks

2.7 Brand Promises

BRAND PROMISES

Innovation in
MRPP

Best research
Crisis Management

Real Time
Information
Sharing

Handbook
Cross
Organisational

Auditing
what exists

Connecting
CP systems

Best
technology
in training

Collaborative
demos

Influencing
policy

C2 innovation

Collaborative
disciplines

Exploring the potential
of Planning functions

Figure 13: Brand Promises are part of the building blocks of the Brand Core

Brand promises are the answer to the question the audience asks when considering whether or not to engage with the product/services.

- What's in this for me?
- What does IN-PREP commit to deliver to its audiences?
- What value does IN-PREP add for them?
- How does it make their work easier?
- How does it empower them?
- What does IN-PREP help them to accomplish?
  (Miltenburg 2016)

Currently the brand promises are based on the values influencing the following:

- Latest research from end-users in success/failure factors fed into the Cross-Organisational Handbook
- An innovative system that works with existing CP systems
- Interdisciplinary collaboration between CP, ICT, SSH and RRI

Brand promises shall be developed through partner workshops at the IN-PREP consortium plenary meeting in Berlin on the 19th-21st February 2018. Presently the tangible deliverables of the brand promises are the MRPP, Cross-Organisational Handbook and training modules.

2.8 Audiences

	Leveraging each audience to get to the next tier	Their perception of IN-PREP	Ways to disseminate
Audience 1	Civil protection agencies (specialists) + first responders (generalists)	A system to facilitate inter-agency collaboration that works with the system they have	End- user workshops and partner networks
Audience 2	Communities of interest Trained volunteers (e.g. Netherlands Safety Region IJsselland have trained volunteers as part of their emergency management) Community groups - people living in areas that are frequently affected by disasters	A system that helps them to be more useful and effective during crisis events.	Through the en- user communication channels, voluntary/community channels, and one to one recommendations
Audience 3	Policy influencers Policy makers Organisations like CEU, CERCC, ECHO, CoU	A system that contributes to strengthening Europe's ability to deal with disasters.	One to one contact through partner networks, through academics and semi-public agencies or special task forces Information on the website e.g. current policies and developments in Crisis Management
Audience 4	Technical community (engineers, modellers) Researchers	Using the latest technology to build a Europe that is ready to respond to disasters. Highlighting the interdisciplinary aspect of IN-PREP - Cross cutting themes in RRI, SSH and CP.	Conferences, technical workshops, word of mouth, meeting other teams on similar EU projects. Twitter, website
Audience 5	Wider audience	How technology helps to improve performance of responders in crisis management. Concepts in crisis management that apply to everyday life.	Website, Twitter, youtube

Table 5: Audiences, Perception, Ways to disseminate

3   Brand Identity

Brand Identity encompasses both visual and verbal identity.
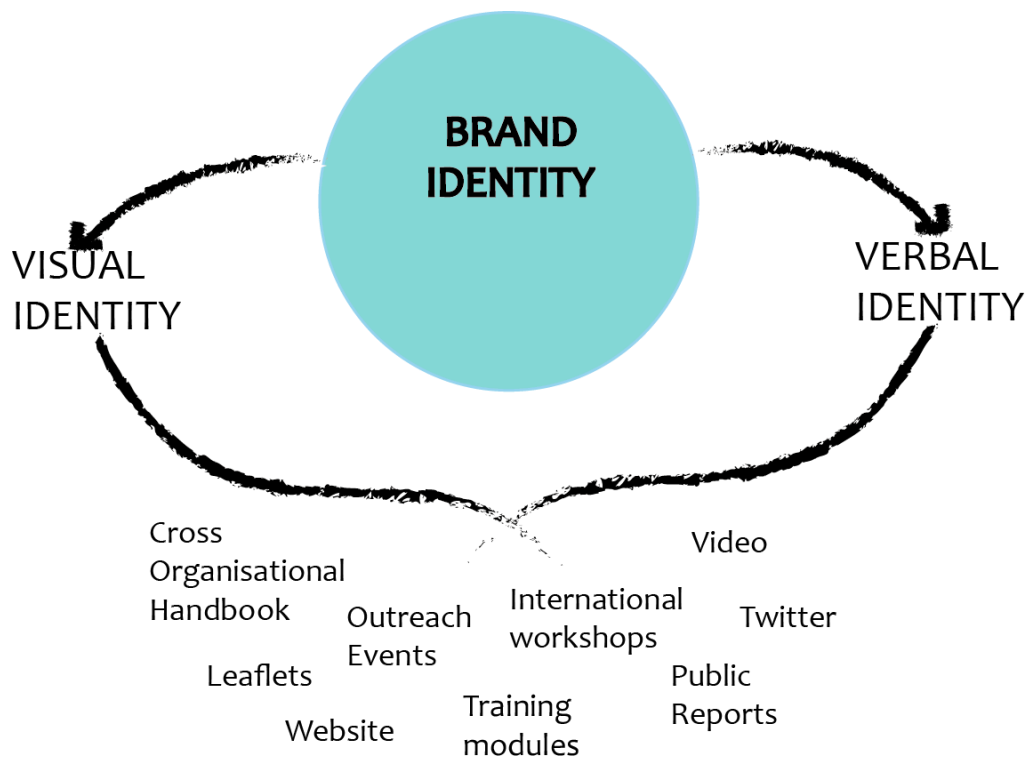
Figure 14: Brand identity which is made up of visual and verbal identity

[Miltenburg 2016]

3.1   Verbal identity

3.1.1   Name and descriptor

The name IN-PREP is typical of H2020 EU projects and an acronym of its project descriptor:

> *'An **IN**tegrated next generation **PREP**aredness programme for improving effective inter-organisational response capacity in complex environments of disaster and causes of crises'.*

It is functional and communicates clearly that it is something to do with being 'prepared' and 'in' (the latest). The shortness and simplicity help the audience remember it.

3.1.2   Tag line

Crossing New Frontiers in Disaster Preparedness		
Words	**Meaning**	**Connotations**
Crossing	Action word that also means intersection, interchange, bridge – a place where lines or paths intersect www.thesaurus.com	'Crossing' is a dynamic word in the present tense. The clear, crisp sound of consonants 'C' 'R' 'S' express action.
New	Advanced, recent, contemporary, something that didn't exist before www.thesaurus.com	'New' expresses that IN-PREP is moving into new areas of collaboration between different fields of discipline, agencies and technology.
Frontiers	The extreme limit of understanding or achievement in a field, a dividing line or boundary https://en.oxforddictionaries.com/	'Frontiers' expresses that the limits of IN-PREP is more than just physical boundaries. The innovation in IN-PREP will be about connecting the interstitial knowledge between agencies, organisational cultures and systems.
Disaster	In the context of the project it refers to a sudden manmade or natural event that causes great damage or destruction	The project is about disaster and crises management.
Prepared-ness	A state of readiness The process of being resilient (Davoudi 2012) http://www.dictionary.com	A particular phase in the disaster management cycle. The project focuses specifically on training and planning.

Table 6: Tagline that forms a thread from the Vision, Mission and Values

3.1.3   Tone of voice

The tone of voice projected to the public through the website and Twitter is serious and accessible. Most of the IN-PREP activities are explained and written in accessible language on the website (fig.8). As IN-PREP is in its fourth month, the activities to report are news worthy mostly to the consortium. The Twitter (https://twitter.com/INPREP_EU) content stays close to the disciplinary fields represented in the consortium and includes re-tweets on

- ▪ Emergency Planning
- ▪ Mixed Reality
- ▪ Satellite sensors
- ▪ International and national disaster news
- ▪ EC crises management news

- Organisational Change
- Other EU projects
- Projects, products or services from IN-PREP consortium partners
- Original tweets that are created out of activities carried out by the technical and end user partners

The first video coming on board in January 2018 shows the end users identifying the key gaps in crisis management. This reflects one of the values which is 'end user driven' and points to the direction of collaboration and innovation in the requirements of a new system.

3.1.4   Editorial angle

The editorial angle is again 'serious and accessible'. We shall focus on blogs for the first year with the aim of reaching a wide audience interested in a range of subject matter influencing the field of Crisis Management. The first blog was on ethical implications in EU projects and the second blog on the gaps in Crisis Management. The content is aimed at researchers and an audience interested in crisis management and related issues.

3.1.5   Sound

Music for videos has been selected with input from the lead coordinator and is elemental with a repetitive rhythm to evoke the dynamic nature of the project.

3.2   Visual Identity

The overall visual identity for IN-PREP results from the union of a number of combined elements, namely:

(i) the logo mark

(ii) typography

(iii) associated imagery

(iv) consistency in tone and form of brand communications

There is further detail, including technical rules of usage, included in the guidelines 'Communicating Our Brand', that complements this document, the role of which is to achieve the most consistent possible presentation of the brand's visual identity to each of its target audiences and the combined whole.

3.2.1   The IN-PREP Logo Mark

The IN-PREP logo mark design, in its standard usage format, is the following:

Figure 15: The IN-PREP logo mark

The logo was designed to communicate a number of aspects of the project in a visually attractive and unique, recognisable form. In keeping with the best-practice principles of logo design it is:

- Simplified down to its essential components
- Strong and inclusive in its use of colour
- Minimal in its reliance on graphic effects (such as drop shadows etc.)

- Clear and concise
- Achieves instant recognition

The Logo mark in the top right corner also adds specific communication aspects to the logo as follows:

- That IN-PREP is a collaborative effort
- It is an aid to end users

The typographic treatment and the use of colour are also employed and crafted to convey:

- The project is trusted and trustworthy; as colour psychology identifies blue is being associated with trust (McArdle 2013; DeVries 2016);

There are 5 variations of the logo to ensure ease of use and improve recognition across all formats.

Figure 16: Variations - colour

The first two are the main coloured logo in vertical and horizontal lockups. These allow for its use in different size spaces (the horizontal lockup being much more practical in document footers etc. where the vertical lockup would need to be very small to fit).

Figure 17: Variations – grey scale

The second iterations are greyscale versions for when colour is not possible.

Figure 18: logo in white on dark background

The final variant is a pure white version for use on dark backgrounds where the colour will not have enough contrast to lift it off. None of these variants detract from the spirit or meaning of the whole.

As is standard practice, there is a defined colour palette included in the guidelines document, to guarantee consistency, that is, that all communications originating from the brand form an identifiable suite. The three primary colours used are intentionally bright and eye catching. They symbolise the different sectors coming together on the project (SME, Government agencies and Industry) with each having an integral part to play. The

strong colours also play into the plan is to use stylised, dramatic photography off which these colours will pop and draw the eye. The final two colours (orange and blue used in the middle of the marque) represent the emergencies services and help flesh out the colour palette for the brand.

3.2.2 Typography

The choice of fonts for IN-PREP has specifically aimed to highlight both the professional/technical expertise behind the project while also looking to maintain a human/empathetic link. To that end Montserrat (professional) has been chosen as the header font with Candara (humanist) as the secondary font. Where documents are required Open Sans is the preferred font.

MONTSERRAT
MONTSERRAT
Montserrat

Figure 19: Montserrat typeface

Montserrat is a geometric style of type that has subtle optical adjustments. The result is a sans serif family with multiple versions and multiple possibilities, both in the editorial and corporate realm. It is a free font available from fonts.google.com and has a variety of weights.

CANDARA
CANDARA
Candara

Figure 20: Candara typeface

Candara is a humanist sans-serif typeface designed by Gary Munch and commissioned by Microsoft. It is part of the ClearType Font Collection, a suite of fonts from various designers released with Windows Vista, all starting with the letter C to reflect that they were designed to work well with Microsoft's ClearType text rendering system. The other fonts in the suite are Calibri, Cambria, Consolas, Corbel and Constantia. (http://presentitude.com/c-fonts)

3.2.3 Dynamic principles (animation, film)

The dynamic principles are still developing. The dynamic style so far was developed in collaboration between the project coordinator and the Work Package 8 leader. Movement on the website consists of the continuously moving CP vehicles and the text slides across the screen to emphasise readiness and action.

4   IN-PREP Brand Interactions

4.1   Communication and channels

IN-PREP aims to reach the CP community, first responders, policy influencers, technology developers, researchers and wide audience interested in Crisis Management and the developing narratives. Brand communication takes place through events and networks. The communication channels and the timing of them will need to fit with the brand core and the audience segment. Each event will be exploited to disseminate the key message required for the particular target audience for e.g. the Technology Watch – micro projects realisation, White paper or the first literature review.

LinkedIN has been identified as a potential channel for ICT engineers, system developers and other EU project consortiums undertaking research in the domain of crisis management are potential partners as peers especially in the final year when the policy position paper is drafted. This will be further mapped and elaborated in the Communication Strategy, Deliverable 8.2, in month 6 – February 2017.

4.2   People, talent and behaviour

The IN-PREP team is made up of talented and motivated people. The challenge for brand communication in the coming months is to ensure:

- The brand core is clear to all partners
- Partners are aligned with core values, vision and mission of the brand core
- Partners are able to foster a consistent perception of IN-PREP in their contact with other people and organisations (forums, conferences, workshops)
- Partnerships are created with other groups with similar core values

4.3   Places and events

IN-PREP will be promoted at workshops, meetings, conferences and through relationships between CP end users within and outside the consortium.

Where should IN-PREP be seen?

While most of the events are pre-scripted in the DoA, the brand core values shall guide which events IN-PREP is represented and the type of momentum it needs. These will be defined through participation of the partners to ensure they are fully engaged with the activities. This will be further developed in Task 8.3 Implementation of High Impact Communication Activities.

4.4   Products and services

IN-PREP products and services such as the Mixed Reality Preparedness Platform, Cross–Organisational Handbook, training modules, workshops and innovation management are already pre-scripted. How the brand core affects these products shall be worked through in Deliverable D8.3 Implementation of High Impact Communication activities.

4.5   Partnerships and collaborations

Partnerships are created with other groups with similar core values. Recently an on-line meeting was initiated by the lead partner of IN-PREP between AUGGMED and DARWIN to introduce their projects and find common threads among them. HEIMDALL, another EU project in crisis management, was present at the IN-PREP kick-off meeting. The first end-user workshop in November 2017 had 31 different CP agencies represented. These types of collaborations shall continue as the IN-PREP project develops. Potentially the efforts to create a Common Dissemination Booster group can be exploited further during the project lifetime to share audiences and cross-promote services. For e.g. the H2020 EU project SAYSO has invited IN-PREP partners for a webinar in March 2018.

5   Conclusions

The branding of IN-PREP is centred around its brand essence which is 'Crossing Frontiers in Disaster Preparedness' and targets CP agencies in emergency planning and operations as its first tier of audience. All other audiences such as researchers, trained voluntary communities, policy influencers and policy makers, industry and wider public will be leveraged through the first tier. A key aspect of the branding will be to tell the story of the different spheres of innovation of IN-PREP.

IN-PREP values which are Innovation, Collaboration and End user led, correspond to IN-PREP's interdisciplinary nature, emphasis on human factors and the user centered experience within technology. **The Brand Identity** shall be used for all public facing communication of IN-PREP services, products and system such as the Cross-Organisational Handbook, the Mixed Reality Preparedness Platform, the training modules, Technology Watch, and events. The tone of voice on the website and social media shall be both serious and accessible.

Within brand interactions, the end-user workshops are already creating a network of CP agencies and these should continue to be areas to communicate the brand. The IN-PREP system and brand is still evolving and influenced on an ongoing basis by emerging feedback through end-user workshops. The latent potential for the IN-PREP system as a planning and benchmarking/health check tool shall be considered by the IN-PREP team and fed back into the branding strategy.

A booklet of guidelines 'Communicating Our Brand' complements this document as a framework for communicating with a consistent visual identity and tone. Deliverable 8.2 – Communication Strategy shall use the branding building blocks to enhance communication between IN-PREP and its interactions.
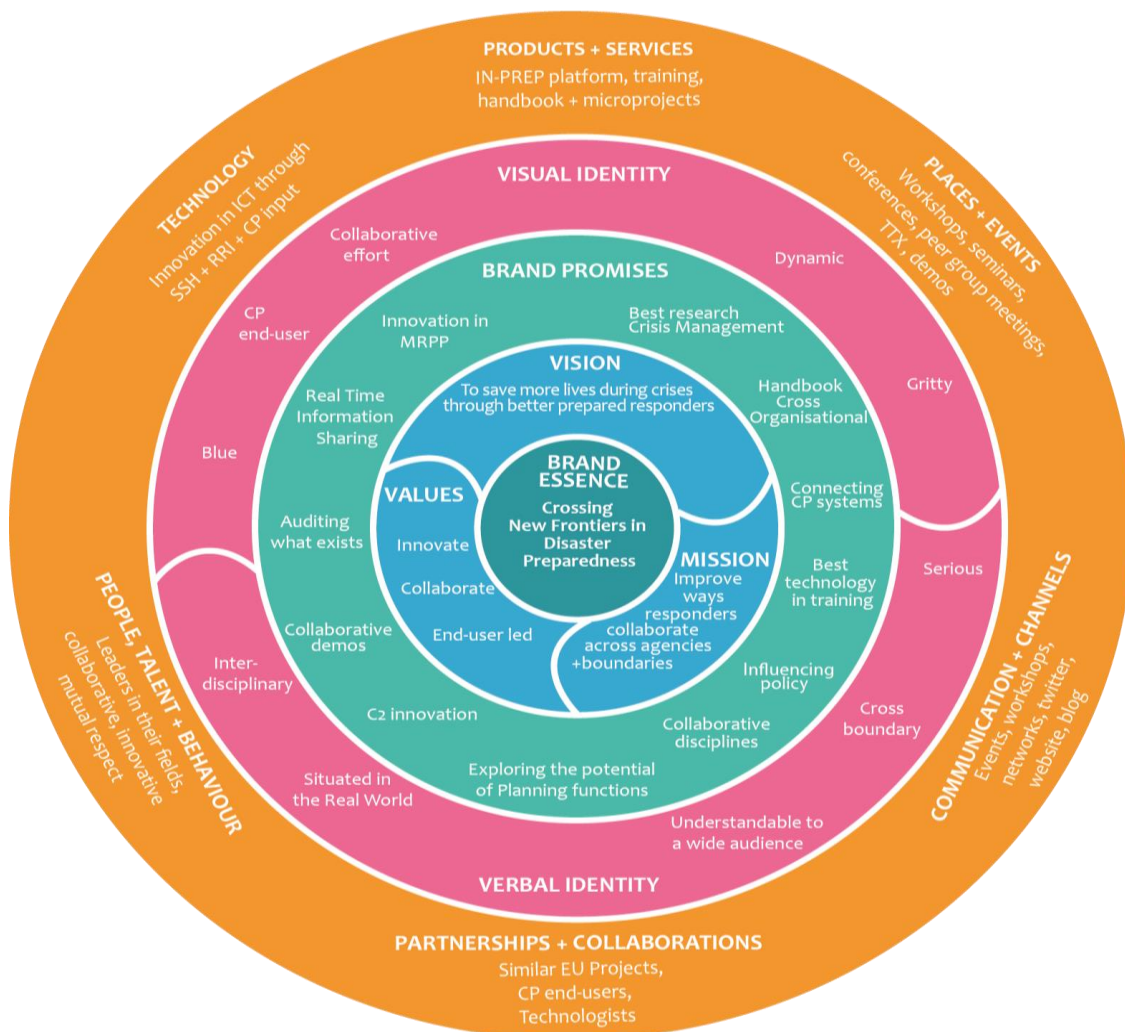

Figure 21: Brand Thinking Canvas for IN-PREP

[Miltenburg 2016]

6   References

[1] Davoudi (2012) Resilience: A Bridging Concept or a Dead End? Planning Theory & Practice Vol 13, no2, 299-333
   Retrieved 30 November 2017

   http://www.tandfonline.com/doi/full/10.1080/14649357.2012.677124

[2] Devries,R (2016) Blue, the colour of calm, trust and safety. Urban Senses. Retrieved 30 November 2017

   http://www.urbansenses.nl/en/blue-the-color-of-calm-trust-and-safety/

[3] McArdle,S (2013) Color Emotion Guide Infographic The Logo Company. Retrieved 30 November 2017

   https://thelogocompany.net/blog/infographics/psychology-color-logo-design/

[4] Miltenburg, A (2016) Branding Toolkit for Changemakers, The Brandling, Netherlands

[5] presentitude (2016) Six safe fonts to use in your next presentation, Retrieved 30 November 2017

   http://presentitude.com/c-fonts/

Annex I: Brand Guidelines - Communicating our Brand

Contents

1.The IN-PREP standard logo mark

IN-PREP

#E5A124	#01A8CA	#E63E6E	#096993	#01A8CA
229/161/36	1/168/202	230/62/110	9/145/107	1/168/202
10/39/99/0	76/13/14/0	3/91/36/0	91/54/24/4	76/13/14/0
Pantone 7963C	Pantone 312C	Pantone 205C	Pantone 7706C	Pantone 312C

The Logo Mark

The standard logo mark is the preferred option for all communications originating from the project.

The mark visually represents the collaborative nature of the project with many different areas (represented by the strong individual colours) coming together (the linking of the ovals) to work on solutions as a whole.

1

IN-PREP

| #E5A124
229/161/36
10/39/99/0
Pantone 7963C | #01A8CA
1/168/202
76/13/14/0
Pantone 312C | #E63E6E
230/62/110
3/91/36/0
Pantone 205C | #096993
9/145/107
91/54/24/4
Pantone 7706C | #01A8CA
1/168/202
76/13/14/0
Pantone 312C |

The Logo Mark (Horizontal Lockup)

The horizontal lockup can be used in situations where the original lockup does not fit as there is minimal vertical space (such as footers in presentations or documents).

2

The Logo Mark (Greyscale)

#A8A8A8
168/168/168
36/29/29/0
Pantone Cool Grey 6C

#7A7A7A
122/122/122
53/45/45/10
Pantone Cool Grey 9C

#515151
51/51/51
65/57/56/34
Pantone Cool Grey 11C

Recognising that a colourful logo is not appropriate for every usage requirement, these monochromatic variations are available for use in circumstances where the colour version may be rendered illegible or clashes with surrounding colours

The same usage rules apply to these logo variations as they do to the primary logo mark.

3

The Logo Mark (Pure White)

For dark image backgrounds where the main logo does not stand out enough, or colour might be a distraction, the pure white mark should be used.

It should only be used on image backgrounds that give it contrast and never used on flat dark colour backgrounds.

The same usage rules apply to these logo variations as they do to the primary logo mark.

4

1.1 Using the logo mark
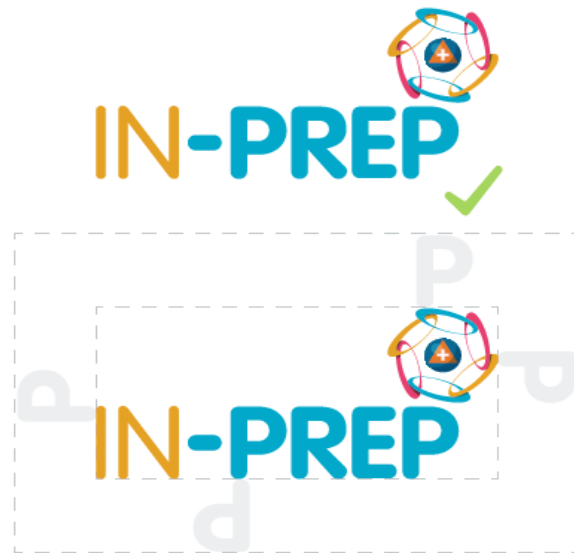
Clearance Area
The clearance area around the logo should always be a proportional minimum size equal to the "P" from the name. The clearance area should be measured from the outermost tips of the full logo shape on all sides.

No Distortion of Shape
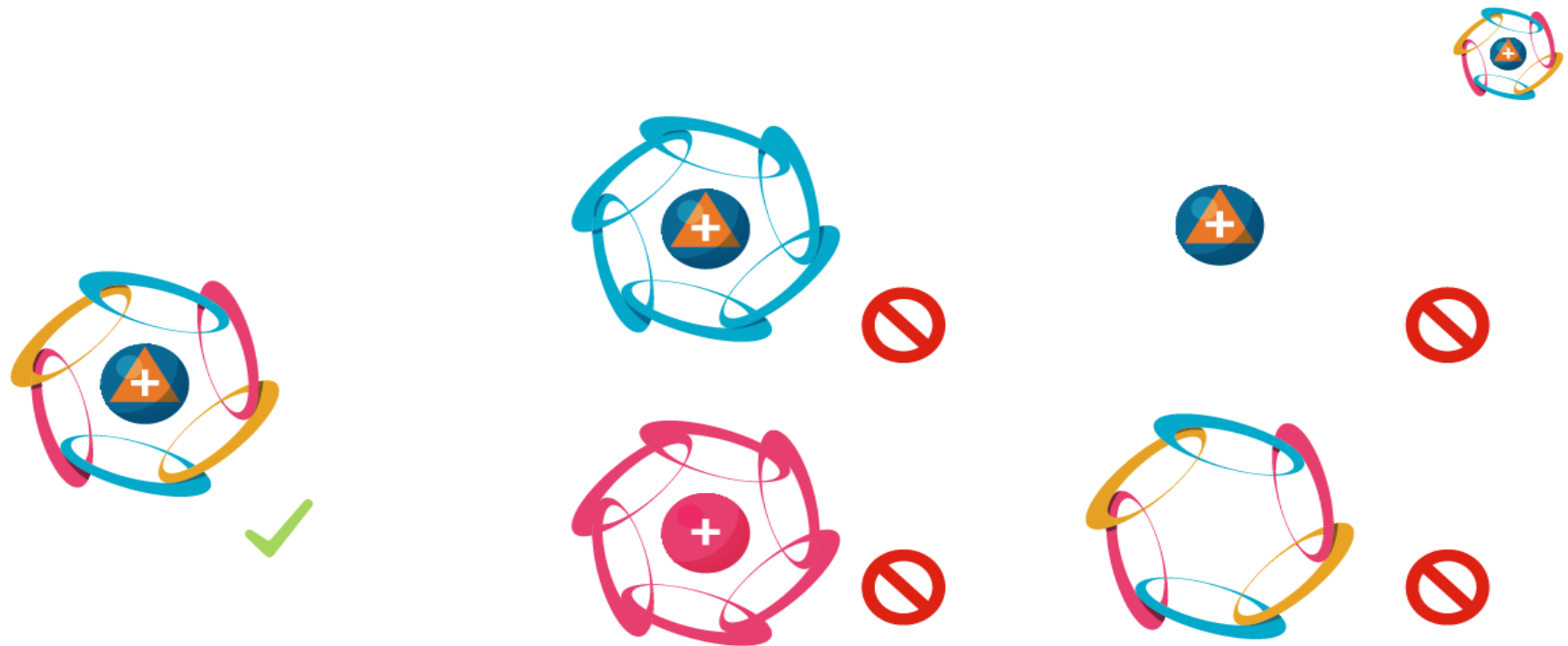The logo mark must always be constrained

proportionately and must never be stretched wider or taller.

No Substitution of Colours
No colour substitution or variation of colour is permitted beyond the appropriate prescribed use of the greyscale logo variations included in this guide.

5

The Interlocking Ovals Icon

The mark visually represents the collaborative nature of the project with many different areas (represented by the strong individual colours) coming together (the linking of the ovals) to work on solutions as a whole.

When used in isolation the mark must not be altered

and must be used in it's entirety. The inner and outer section may not be separate or use in isolation.

6

2. The IN-PREP gradient bar

IN-PREP gradient bar

The gradient bar integrates the colours used in the logo and adds a secondary element that prevents the imagery from coming across as too monotone or lifeless.

It is always to be used at the bottom of images however it can be resized in both width and height to suit.

The colours should never be changed or reversed.

7

3. Image use

Image styling

All images being used should be styled as per the examples on the right and not used in their original format unless associated with a news story or an external party.

Styling involves adding a slightly more gritty and surreal feel to images. This is to reflect the project concentrating on preparing for potential events as opposed to current or past ones. The reduction of colours also allows the logo to stand out and not become lost.

8
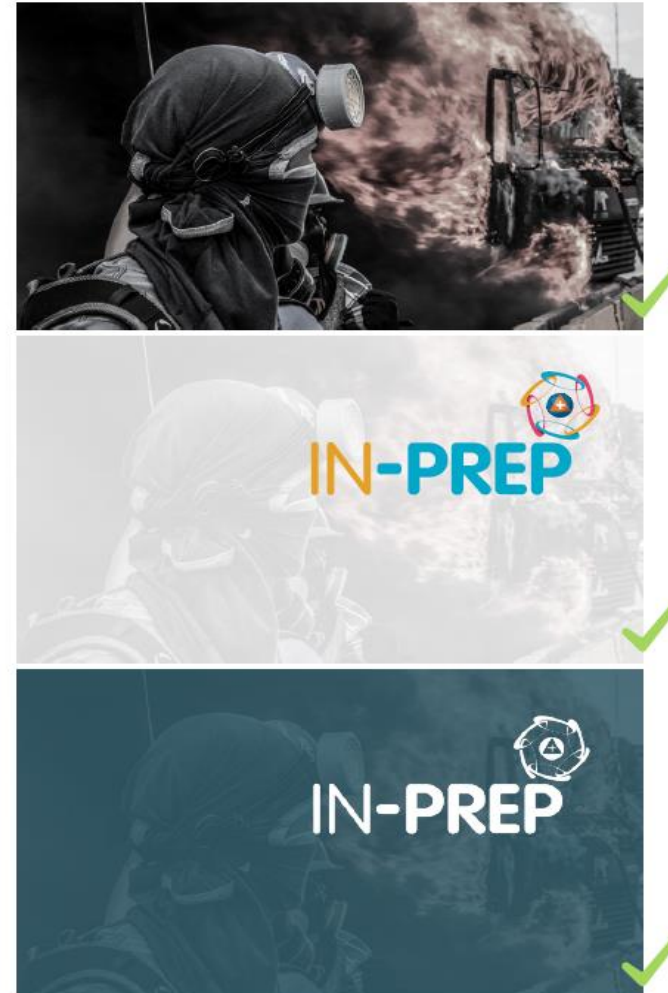
3.1 General image use guidelines

Types of images

Image selection is very important to ensure a consistant message from the brand. Images of disaster situations and the reaction to them that convey the seriousness of a situation should be used in all IN-PREP materials.

Unrelated imagery should be avoided.

All images should be styled as shown previously.

4. Typography

House Font

Montserrat Regular
The quick, brown fox jumps
over the lazy dog.

Montserrat Bold
The quick, brown fox jumps
over the lazy dog.

Secondary House Font

Candara Regular
The quick, brown fox jumps
over the lazy dog.

Candara Bold
The quick, brown fox jumps
over the lazy dog.

Body Font

Open Sans regular
The quick, brown fox jumps
over the lazy dog.

Open Sans Bold
The quick, brown fox jumps
over the lazy dog.

Typography

The choice of fonts for In-Prep specifically aim to highlight both the professional/technical expertise behind the project while also looking to maintain a human/empathetic link. To that end Montserrat (professional) has been chosen as the header font with Candara (humanist) as the secondary font. Where documents are required Open Sans is the preferred font and Lato as the back up font.

Montserrat and open sans are part of the Google Fonts collection and are open source. Candara is a copyright of Microsoft, but is installed with any version of the Office suite including the free PowerPoint Viewer utility, providing a means to acquire it free of charge.

10

5. IN-PREP colour palette

The colour palette

As is standard practice, there is a defined colour palette included in the guidelines document. The primary reason for establishing a palette of colours that may be used in brand communications is, of course, one of consistency – to guarantee that all communications originating from the brand form an identifiable suite.

The thought process behind the colour selection was twofold. The three primary colours used are intentionally bright and eye catching. They symbolise the different sectors coming together on the project (SME, Government agencies and Industry) with each having an integral part to play. The strong colours also play into the plan is to use stylised, dramatic photography off which these colours will pop and draw the eye. The final two colours (orange and blue used in the middle of the mark) represent the emergency services and help flesh out the colour palette for the brand.

IN-PREP

#E5A124	#01A8CA	#E63E6E	#096993	#01A8CA
229/161/36	1/168/202	230/62/110	9/145/107	1/168/202
10/39/99/0	76/13/14/0	3/91/36/0	91/54/24/4	76/13/14/0
Pantone 7963C	Pantone 312C	Pantone 205C	Pantone 7706C	Pantone 312C

IN-PREP

#A8A8A8	#7A7A7A	#515151
168/168/168	122/122/122	51/51/51
36/29/29/0	53/45/45/10	65/57/56/34
Pantone Cool Grey 6C	Pantone Cool Grey 9C	Pantone Cool Grey 11C

11

#F9A86B
249/168/107
0/40/63/0

#0B4F6C
11/79/108
96/65/38/21

#5C415D
92/65/93
64/77/41/27

#74CAE8
92/65/93
50/2/5/0

#FC86AE
252/134/174
0/61/5/0

#604D2F
96/77/47
49/57/83/41

#20BF55
32/191/85
74/0/92/0

#1A2128
26/33/40
80/69/58/70

Secondary colour palette

The secondary palette above provides a wide range of colours that can be used to supplement the primary palette.

These should only be used in addition to one of the primary colours and not used on their own in isolation.

12

IN-PREP

TECHNICAL ENQUIRIES:
Dr. Angelos J. Amditis
IN-PREP Project Coordinator
Institute of Communication and Computer Systems
a.amditis@iccs.gr

MEDIA ENQUIRIES:
Johanna Varghese
Carr Communications
johanna@carrcommunications.ie