

IoT4Industry

Project Deliverable

Website and Communications Kit development

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The IoT4Industry project

The proportion of the manufacturing industry is currently decreasing in developed European countries' GDP. Industry 4.0 – also called smart manufacturing, digital industry or industry of the future – provides several technological responses to the challenging competitive market. The Industry 4.0 focuses on the development of processes based on technologies and devices autonomously communicating with each other along a value chain. Indeed, the integration of the Internet of Things (IoT) and related components – Cyber-Physical Systems (CPS), Digital Security, Cloud Computing and Big Data – in manufacturing SMEs will improve efficiency and flexibility in production and consumption.

IoT4Industry is an EC-funded project aiming at fostering this integration by connecting ICT clusters having capacities in IoT with Advanced Manufacturing clusters having access to process manufacturers and manufacturing SMEs. Based on a cross-border and cross-sectorial approach, a hundred of SMEs will be selected to receive funding and support to develop their access to smarter means of production and to modernize their processes and security. In fine, the project and this integration aims at creating new or improved value chains and new business opportunities.



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1. Project website

The IoT4Industry website went online on June 28, 2018 (Month 3). The domain of the website is “[iiot4industry.eu](https://www.iiot4industry.eu)” and the project’s coordinator (SCS) is the owner of the domain.

On the basis of inputs from the Consortium and under the supervision of the partner in charge of the activities (mTSW), subcontracted professionals work in order to guarantee an appealing graphics and nice pictures, as well as an easy-to-navigate structure. The text has been provided by project partners. Content will be added throughout the progress of the project.



Figure 1: The website home page

The IoT4Industry website represents the first vehicle in raising awareness about the project and the project’s showcase for a broad audience to get information and updates. It contains a general presentation of the project objectives and the consortium as well as all public information related to the project activities, results, events, etc. It follows the IoT4Industry visual identity and plays an important role in the application and information campaign.

The front page is centred around the key visual image of the project which reflects the integration of IoT solutions into machines, robots and factories. The graphical appearance is highly dynamic with an engineering touch as well as it is unique.



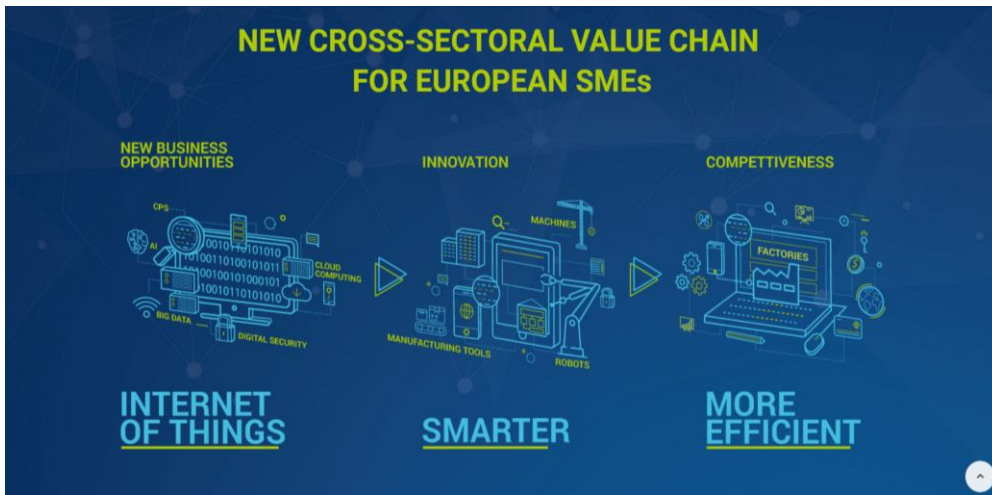


Figure 2: Key visual on the front page



2. Communications kit

Design elements

Logo

The foundation of a company

The logo is a design element of the corporate design. Shape and colors are predefined and must not be changed.

Use

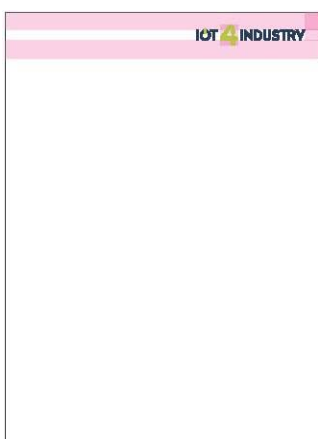
The logo must always stand on a white or blue background. The shelter must be maintained as defined below. If possible, the logo should always be on the top right of the print product. You will find further specifications on stand and size later in the structure of print products. The logo should always be used in 4 colors if the background makes it possible.

Reproducibility

The smallest application of the logo is 15mm. In order to ensure the readability of the logo, this dimension must not be undercut in any application.

Shelter

When placing elements such as images, texts, logos or background areas, the scope of protection of the logo must be observed. The protection range of the logo is on all sides the height „4“.



Application

In any case, the best possible readability must be guaranteed. For photo applications, the logo must be clearly visible and the shelter should be respected wherever possible.

Logo bicolor (special colors) or four-color (4c) negative

The logo is a design element of the corporate design. Form and colors are predefined and allowed not be changed. The colored logo is only to use on white or blue background. Where color rendering is not possible (such as fax, stamp, photocopy, etc.), the logo will be in black.



Logo monochrome positive and negative

The shelter must be maintained as defined on the left. If possible, the logo should always be aligned with the right edge on the horizontal of the print product. You will find further specifications on stand and size later in the structure of print products.



Typography

Parent font for IOT4INDUSTRY is the Google Font Roboto. Here, three different font styles are used. As a text is the Roboto Regular, in negative text the Roboto Medium available. On a light or white background, the font color is Anthracite or blue in the case of running text, and white in the case of a dark background.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Regular

Headlines

Headlines are placed in the Roboto Bold. The font size is variable and should fit into the overall picture of the page. In addition, capital letters are always used for title headlines. The headlines are either blue in the main color or green in the accent color.

Subheadlines

Subheadlines are set in blue in the Roboto Regular.

Awards

For awards, such as Quotes the Roboto Italic is used as well as the mark color green.



Design elements

The background can be a blue gradient. This can additionally be decorated with the net.

In addition to the logo, the „4“ robot arm is still available as an independent symbol / figurative mark.

Both background variants and the figurative mark are independent design elements.



Blue background



Blue background with network structure



Figurative mark / symbol for free placement



Color



CMYK C97, M72, Y13, K50

RGB 4 | 36 | 111

CSS color code #04246f

Special color Pantone 2767C



CMYK C45, M0, Y100, K0

RGB 140 | 255 | 0

CSS color code #8cff00

Special color Pantone 356C

Application

Blue is part of the logo and is used for headlines and body text.



CMYK C15, M0, Y0, K85

RGB 40 | 51 | 59

CSS color code #28333b

Special color HKS 93K

Application

Green is part of the logo and is used for headlines and Awards used.

Application


Anthracite is mainly used for the text.



Color gradient

The background gradient consists of a gradient mesh from dark blue to bright blue and is to be used as a design element as such.

If, for example, the history is to be used in the text or other objects, the following values apply:



CMYK	C97, M72, Y13, K50	CMYK	C97, M72, Y13, K20
RGB	4 36 111	RGB	6 57 177



Roll-Up Banner

Design example of a roll-up banner



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