D4.1 Communication tools available

DIA - European Digital Industry Alliance

Action number: 783390

MESAP

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Abstract	The deliverable aims to describe a set of communication tools (visual identity, logo, slogan, website, social media, newsletter, roll-up…) to promote the activities of the alliance and amplifies the popularity of its clusters. All these "products" together compose a strategy to reinforce in mind the overall of the project: its roots (strongly european), the actors (digital clusters) and the aim (create an alliance). All these elements continuously refer to the *key role* of the DIGITAL INDUSTRY ALLIANCE (DIA) and its vigorous commitment to strengthen and improve awareness, fostering international cooperation among SMEs and enhancing innovation.		
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Version	*Date*	*Description*	*Author (organisation)*
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Content

1. Introduction and executive summary

The deliverable aims to describe the set of communication tools (visual identity, logo, slogan, website, social media, newsletter…) adopted to promote the activities of the alliance and amplifies the popularity of its clusters.

The communication strategy has a triple structure to catch the attention of the audience: we could label "micro-level" the first part according particularly attention to the identification of the alliance with acronym, logo, label, slogan.

Then we have a "macro-level" that is "institutional soul" of the alliance designed by the ECCP profile and a website of the alliance. Lastly we reinforce this identity (another time at macro-level) using "social" (informal) tools defined by linkedin and twitter.

The deliverable has the same structure of strategy starting from the micro- level analysis to continue with the macro-level – both institutional and social- to finally end with additional communication tools.

2. Visual Identity

All these "products" together compose a strategy to reinforce in mind the roots (european), the actors (digital clusters) and the aim (alliance) subtending the project. All these elements refer to the *key role* of the **DIGITAL INDUSTRY ALLIANCE** (DIA) and its **vigorous commitment of DIA** to strengthen and improve awareness, fostering international cooperation among SMEs and **enhancing innovation**.

2.1 Brand new name proposal (from DISCp to DIA)

We propose a brand new acronym instead of DISCp Digital Industry Strategic Cluster partnership , that is *D.I.A.(Digital Industry Alliance)* to make **easier**, **appealing and more identifiable** the name of the project. The tagline in grey illustrates the nature of the project to maintaining the aesthetics side and explains to audience the **roots of the alliance,** its **actors** and the **aim** of the initiative.

2.2 Aesthetics of the acronym

The choice of simple lines refers to visual art and architecture where neat and clean rows express harmony, precision, innovation, order, pragmatism and proactiveness. Finally round off angles refer to *harmony,* **warmness,** *friendly that is to* **"human technology".**

Triangle represents one of the elder signs associated to *nature and action* and it is the only geometric shape with *several meanings as the case may be presented; its* **versatility** designs a similitude linked to **the countless uses of industry 4.0.** In this specific case triangle has a double meaning referring to the idea of **stylized "D"** , first letter of the first word of the project but also an arrow. As a **dart it visually amplifies the idea of future**, of action and exploration, briefly an aptitude *to tomorrow.* Lastly the shape has an **emotional implication** referring to household appliances and devices (smartphone, videogames…) of our life.

The colours: The use of **purple** refers to the idea of **creativity and exploration**: it combines the stability of blue and the energy of red. It symbolizes power, ambition, creativity but it is also associated with wisdom. Finally **grey** of the slogan creates a balance: in fact it refers **to the idea of calm**, sophisticated and the phrase *"grey matter"* refers to **smarts, intelligence**, that is **INDUSTRY 4.0. DNA**.

3. The slogan: how to fix it in the mind?

GO *FOUR***THER** is based on a **pun** between **"go ahead" (further)** and the **number "four"** (that is the **industry 4.0 - the aim of the project**). On the one hand "further" enlarges the idea of future of "tomorrow" inherently chained to *possibilities, hope* and the idea of *"go too far" ;* on the other hand "exploration" is strictly linked to production possibilities offered by 4.0 technologies. Briefly in a split second *we can jump into the future thanks to the 4th industrial revolution.* We propose this brief and simple slogan the could fix in the mind of audience no matter of its sensitivity and its confidence to industry 4.0. themes: The slogan addresses both to a "general audience" not really involved in 4.0.domain, like public authorities or common people maintaining the power of the message thanks to the strong idea of FURTHER (idea of future); but it also "winks the eye" to an audience of specialists referring to the number FOUR, related to Industry 4.0 / 4th industry revolution.

4. Websites panorama

4.1 European Digital industry Alliance on European Cluster Collaboration Platform

4.2 European DIGITAL INDUSTRY ALLIANCE (DIA)

The website has a light structure and colours coherent with the use of **purple** of the logo. The home page has an animated tunnel of lights catching the attention on the message that summarizes the aim of the project that is

<<united challenging the industrial transformation>>. Lastly, all pages underlined the framework of the project [COSME(ESCP-1)]and the affiliation to ECCP.

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Home Page
About us
Digital Industry
What we do
News and Events
Contacts

In order to concentrate the relevant information about the alliance, the page **"about us"** also has the content of the mission and it contains as mentioned before the *tagline "go four*ther". This section offers an overview about the project, the clusters involved and the their geolocation.

" Industry 4.0 " (tagline "imaginAction@work) contains information about clusters companies (report and analysis to better understand their needs, to help them sell their joint offer in industrial markets outside Europe, and the Digital Industry value chain). [Linked to D1.2]

"What we do" (tagline "Roadmap to success") focuses on the support offered by DIA to companies to foster internationalization (both commercial and R&D). It also has a information about the Joint international strategy (guidelines and tips).
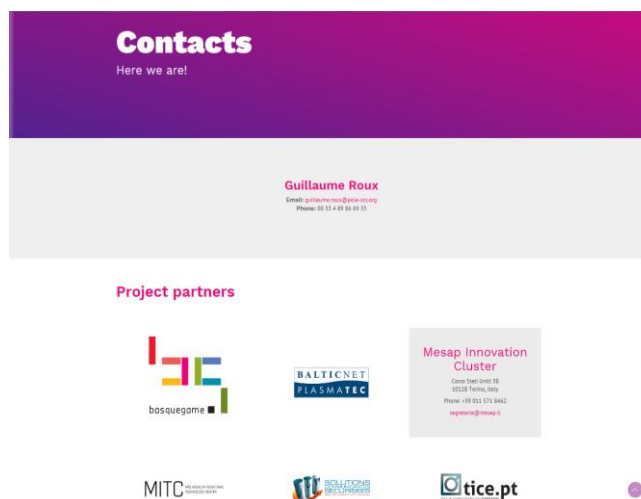
"News & events" tells us about the "alliance", its activities at regional and international scale, showing the results of the regional events and the study visits .

"Contacts" : coordinator contact and clusters contacts : if users click on the logo the address appears (sliding door).

4.3 Social networks (Informal): Linkedin

Linkedin profile aims to briefly design a panorama about the clusters involved in the alliance. The page has CBS style to give information but at the same time to encourage users to discover our initiatives and tools on our website.
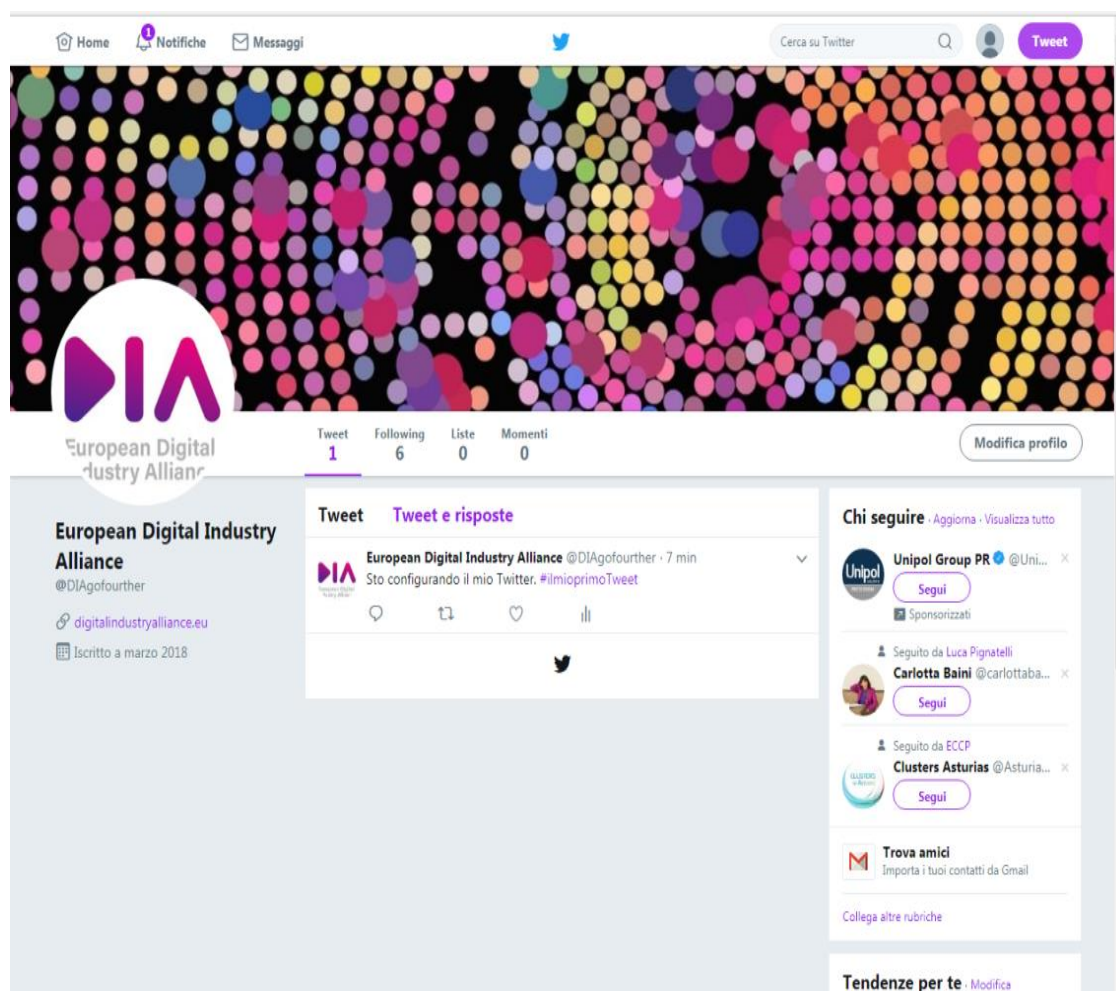
4.4 Social networks: Twitter

We will try to use as much as possible this tool with hastag **#gofourther** to reinforce the alliance identity and to re-address users to surf DIA website.
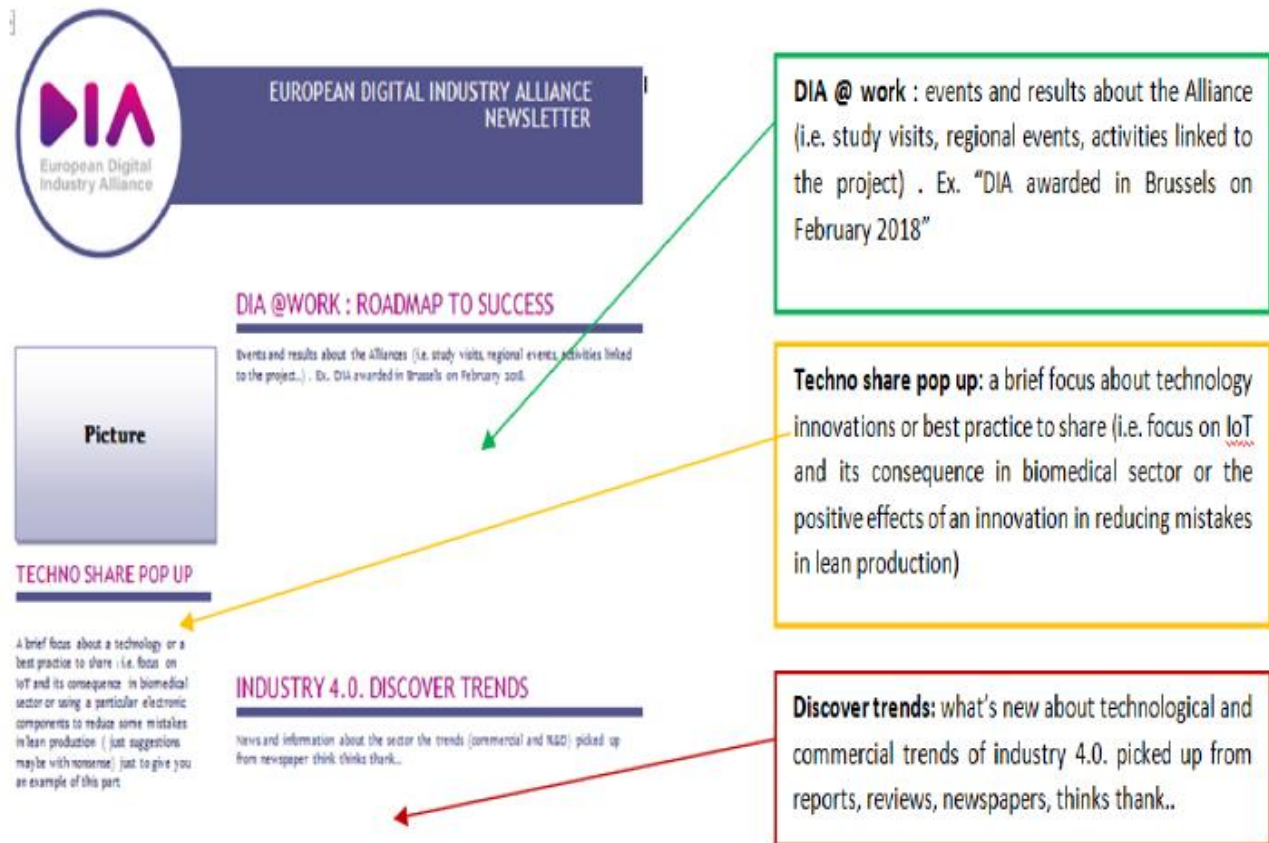
5. Newsletter proposal

It combines information about the alliance, information about the industry 4.0 trends and last but not least suggestions about technologies or advises in a nutshell. The idea is to concentrate all in one page to encourage users to go on the website to discover more.

6. Additional communication tools

Roll up of the alliance *(sample)* to empower its identity during the events. This idea is twice reinforced by the use of "the tunnel of lights" already on alliance's website. It also has a brief description of the aim of the alliance and the six clusters involved .

EU DISCLAIMER : DIA-European Digital Industry Alliance activities are promoted by European Union (EASME) in the framework of European Strategic Cluster Partnerships for Going International (ESCP-4i) under COSME program