



 <p>Digital Business Ecosystem</p>	<p>D.B.E. Digital Business Ecosystem</p> <p>Contract n° 507953</p>
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WP33: Dissemination and Community Building

D33.1: DBE Brand Identity Definition

 <p>Information Society Technologies</p>		Project funded by the European Community under the "Information Society Technology" Programme.
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Contract Number: 507953

Project Acronym: DBE

Title: Digital Business Ecosystem

Deliverable N°: D33.1

Due date: 01/02/2003

Delivery Date: 28/02/2004

Short Description:

This document is focused on the DBE Communication Plan. Its main objective is to identify a complete description of the activities needed to define the Branding Identity of the Integrated Project "Digital Business Ecosystem".

These activities start from the Brand creation, already achieved (definition of the Logo, fonts and colour), up to the definition of the Brand Identity Handbook (a clear "behaviour" of the graphic project identity, both for paper and multimedia communication materials).

This deliverable is not a proper paper Report. It is, indeed, a collection of written documents, on-line application and branding images.

Partners owning: CR3

Partners contributed:

Made available to: Public

Versioning		
Version	Date	Name, organisation
0.1	01/12/2003	Alessandro Conforti, T6
0.2	02/12/2003	Mauro Giorgetti, T6
0.3	24/02/2004	Mauro Giorgetti, T6

Quality check

1st Internal Reviewer: Petri Rasanen - TTC

2nd Internal Reviewer: Fanuel Dewever - IBM

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The “Digital Business Ecosystem” project’s Brand Identity

Executive summary

This document defines the main actions needed to implement, during project lifetime, DBE branding and dissemination materials. Its main objective is to identify a complete description of all the activities to define the DBE Branding Identity.

These activities start from the Brand creation (definition of the Logo, fonts and colour), already achieved, up to the definition of the Brand Identity Handbook (needed to support the usage of the graphic identity on the paper and multimedia communication materials). All these activities will give a strong support to the targeted marketing actions.

Del 33.1 “DBE Branding Identity Definition” represents the synthesis of the first three months DBE activities related to the creation of a common and shared Project identity. The main results of this Deliverable cannot be defined as properly paper-report. On contrary, the outcomes are the following products and relative documents:

- DBE web-site (<http://www.digital-ecosystem.org>)
- DBE logo proposal (http://www.babnabab.net/dbe/rev_logo.htm)

Brief description of the Project

Fostering the Research and Technological Development, the DBE Project is an Integrated Project presented under the first call of the VI EU Framework Programme. The initial activities have started in November 2003.

As a funded project, the Communication Strategy represents an important issue from the beginning of the activities until the end of the Project.

Many industries today behave like a massively interconnected network of organizations, technologies, consumers and products. The degree of interaction between firms in the industry is truly astonishing, and the success of a business is no longer dependent on the size of its internal and external operations, but on the associations and relationships established in the Market (Business Ecosystem).

The DBE - Digital Business Ecosystem - is the enabling technology for the Business Ecosystem. A Digital Business Ecosystem is defined as “evolutionary self-organising system aimed at creating a digital software environment for small organisations” that support the regional and local development by empowering open, distributed and adaptive technologies and evolutionary business models for small organisations growth.

The overall objective of the DBE is aimed at proving Europe with a recognized advantage in innovative software application development by its SME industry, creating a digital business ecosystem for SMEs and software providers thus improving their value network.

An open-source distributed environment will support the spontaneous evolution, adaptation and composition of software components - which embed also business rules - and services allowing SMEs, that are solution and e-business service providers, to cooperate in production of components, and applications adapted to local business needs. This will allow EU small software providers to leverage the possibility of new distribution channels providing niche services at local ecosystems and extending their market reach through the DBE.

Easy access and large availability of applications adapted to local SMEs, will foster ICT adoption and local economical growth of innovation nodes. This could be achieved only with a vision leading to a paradigm shift: the complexity of distributed software production and the new forms of networked business require a multi-disciplinary approach based on biology, physics and social sciences mechanisms and models. DBE transposes from living organisms mechanisms like: evolution, adaptation, autonomy, viability, introspection, knowledge sharing, selection, and will lead to emergence of novel architectures and technologies, business processes and knowledge.

The DBE will change the way SMEs and EU software providers will use and distribute their products and services. It will allow SMEs to link enterprise-wide

external resources and value networks, and to allocate them based on their business goals and priorities. The DBE is based on the key finding that with such evolutionary and self-organising system Europe could harness the complexity of software production and its SME software industry could regain competitiveness on the market.

The four objectives that are fundamental to DBE are:

- The ability to generate software structures that meet the requirements of SMEs
- The ability to evolve and adapt software components as these requirements change over time
- The ability to generate ever-improving software structures that go beyond the minimum requirements of SMEs, thereby influencing their business models in a positive way.
- The ability to adapt its structure to local SMEs ecosystems

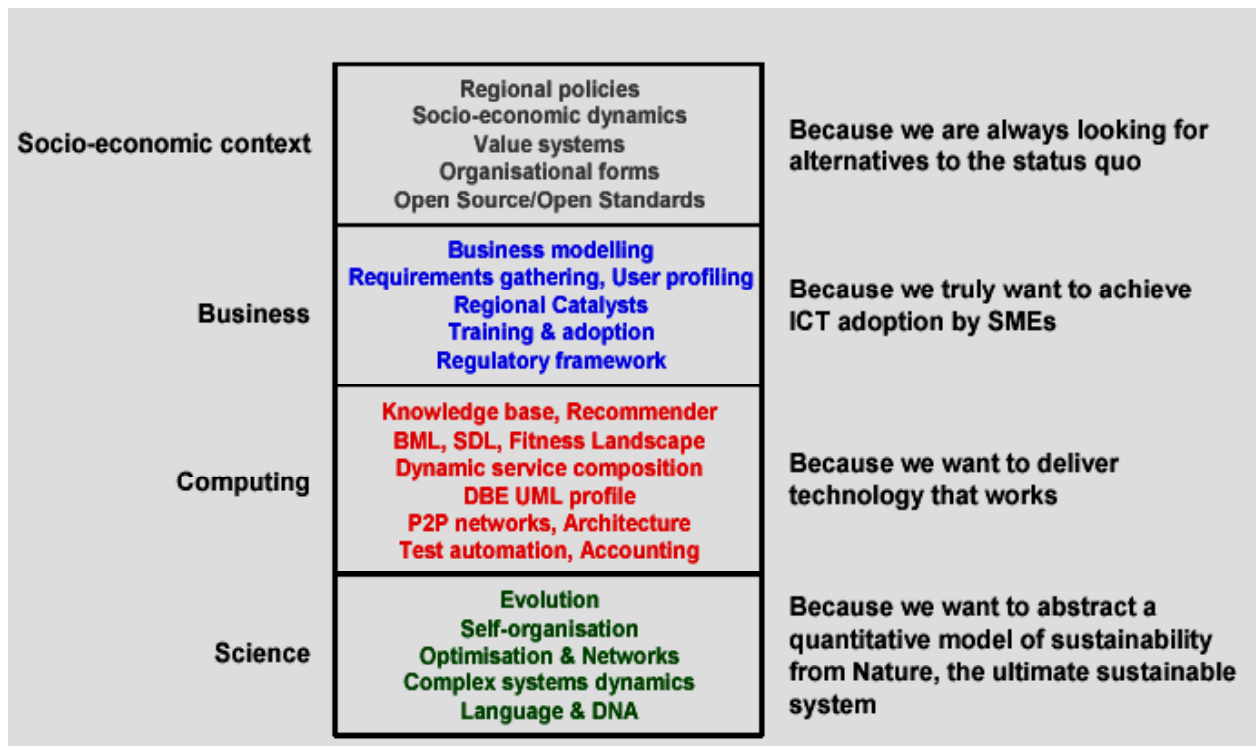
The main scientific task is to translate the concept developed for interpreting the social organisations and living organisms into a set of appropriate concepts and operative models for the development of the digital software ecosystems—targeted at small organisations. Our theoretical approach is to build a conceptual reference framework to develop the real network technology, which includes complex system theory, statistic mechanics mathematical modelling and advanced research in genetic and evolutionary algorithms. This will be merged with engineering and Computer Science tasks at the stage when the ecosystem is assembled.

Domains of the DBE Project

The scale of ambition of the DBE project is reflected in the size of the consortium, and its wide geographical spread. The participants and consortium structure have been chosen to ensure the best available group of European scientists and software engineers and advanced regional catalysts. The DBE

Consortium is highly confident of having all key areas of expertise and other requirements, which will go to ensure achievement of its results.

This picture brings the complexity of the DBE domains. According to it, the branding proposition has to try to communicate in a well graphical way the high-level research of the activities developed by the Consortium along the lifetime of the project.



EXPECTED DBE BRANDING ACTIVITIES

This chapter describes the collection of actions to be taken in the next months in order to produce all the branding and dissemination material required in the project. Due to the complexity of material requested, this deliverable defines a concrete plan for dissemination action, specifying each single “product” to be produced, according to the Technical annex, in the first project phase.

1. The Branding Definition

The graphical proposition of the DBE Brand has evolved through discussions and interactions within the PMEB and their understanding of the project within the first months of activity.

Due to the DBE project complexity, PMEB has used several months to reach an exhaustive and common vision of the project. “What does DBE actually mean?”, “Which is the main objective of the project?”, “Which is its connection with natural and biological behaviours?”

This was the first time after the proposal stage, that PMEB had an opportunity to reach a common vision on these critical issues.

The outcomes of this process have allowed a first branding idea definition, needed to implement a full branding proposition.

The first action towards this direction has been the PMEB definition of a DBE “gestalt”.

From the gestalt definition, graphic experts have produced a concrete branding plan and have started their branding support to the project.

The first output of this phase is this document, the **Branding Identity proposal**.

This document will present the usage guidelines of the DBE Brand for all communication and marketing activities.

According to the Technical Annex the Branding proposal includes:

- Graphical proposition of the DBE Logo including its behaviour on image backgrounds;
- Font definition;

Graphical Process Representation of the Project. GPR will give a complete but easy graphical description of what is the complexity project “environment and behaviour”. GPR is a very powerful branding instrument and it is able to distil all the project information gathered into clear text and visual concept, story or process. The complexity of the project can impact the capability of disseminate its main elements and outputs. GPR, through its visual process approach and a hi-level story, should be able to fix in its audience the main project components. (The output will be pictures in A3)

- Branding Identity Handbook (20-30 pages). It will include all the rules and behaviours need for the DBE logo usage. We will present the logo policies and its background graphical representation usage (e.g. black & white, printing policies, dimensions, colours, etc.;
- Template Handbook. This handbook will collect all the DBE graphical templates. This handbook will not include any contents or texts, on contrary will present graphical solutions, such as:
 - DBE PowerPoint standard presentation,
 - Poster template
 - Brochures layout
 - Folder layout
 - CD-Rom intro and graphical process
 - DBE Official Video structure and animation
 - DBE Magazine layout.

2. Paper Material

The second main Branding action will be the production of the Marketing Materials for printed outputs. Marketing material will become one of the main dissemination products of the project. The production of these materials will be made in accordance with the previous Handbooks, as mentioned into the previous chapter.

More in detail, we need to develop the following:

- DBE standard (A4) with the DBE Brand and the PMEB DBE address;
- Branded Envelopes (11x23 cm);
- Branded Folders (A4). Folders will be used to contain some A4 Paper, a CD-Rom and the DBE Magazine;
- Posters (70x100 cm and 120x150 cm).
- Brochures (A5, four pages).

With respect of the previous handbook, all the graphical ideas will be adapted to the real needs of the project and all the contents and texts will be produced in order to realise the final paper materials.

3. Multimedia Material

This activity includes the production of all the multimedia materials needed for the external marketing activities defined into the Communication Plan (CD-Rom and Official DBE Videos).

It is also requested the production of the presentations template to be used during the Partners Meetings or during the Conferences.

The graphical production will be made according to the Branding Identity Handbook as mentioned into the first chapter.

More in detail, we need to develop:

- CD-Rom: production of the graphical proposition, integration of the contents, complete finalisation of the Master of the CD and cover, copies production;
- Official DBE Videos: a graphical proposition of the template and an editing series of sessions in order to produce **3** Official DBE Videos. The Coordinators of the Project will give all the contents/concepts needed for each editing process. Two of them will be a composition of graphical,

video and image elements. The third will be realised all in Flash (or similar), obtaining a graphical and image representation of the results achieved.

4. DBE Magazine

The DBE Magazine action is focused on the publication of the 9 DBE Magazines. We will quarterly publish into the DBE Magazine all research results, events, general information and news related to the project and to the concept of Digital Ecosystems. According to the Branding Identity Handbook, this involves the production for 9 issues during three years.

Outputs are:

- The definition of a unique Magazine template;
- The production of 9 Layouts, according to the contents and text produced
- Paper and on-line versions of the Magazines.

5. DBE Official Web Sites

Over the paper and multimedia products, DBE web-site is one of the main dissemination channels of DBE. Owing to the complexity of the project and of the wide project network with different dimensions and requirements, we have decided to produce different DBE web-sites:

- Central DBE web-site;
- Regional web-sites

While the first one is more focused on community creation and knowledge sharing, the regional sites will be more focused on actual implementation at local level. The relations with SMEs and catalyst activities will be analysed and presented at local level.

All general project progress and targeted information will be presented on the central site.

Central Web Site (see the Flow Chart below)

This will be one of the main communication tool in which all the information of the project will be presented, from the research activities bringing along the lifetime of the project until the partnership description, the main publications and downloaded material, the forthcoming events, the contacts and links.

PMEB has decided not to implement a traditional project web-site since it would restrict our ability to build a community. Rather than this, we have elected to follow the OSS sites approach, such as Source Forge (<http://sourceforge.net/>) or Open Source Initiative (<http://www.opensource.org/>).

The main characteristic of these sites is the simplicity of the graphical layout and the complex set of information. The main reason for this is the objectives behind the site. For DBE as well as for the above-mentioned sites, the main objective is to create and maintain an active community, cooperating for a common goal: enrich the DBE research and results.

The capability to involve potential new members and maintain an active and dynamic community behind the site is one of our main goals.

Following our intentions, the site will be implemented in PHP, with a database of content objects and content management tool for updating content on dynamic

pages. A web-based Content management tool will support the site content creation, in order to allow production of dynamic pages on the fly and enrich the community capability of expand the site itself.

A link will be provided to the Regional Web Sites. Their content will be more targeted, addressing SMEs needs of the local country context. The central site will be implemented in English only, whereas regional sites will be in appropriate locales / languages.

In the following pages is presented a DBE snapshot of the Central web-site home- page structure (still without graphic elements)

Regional Web Site (Regional Catalysts or Project Partners)

Regional DBE Web Sites and information databases for expanding libraries (where needed) have to be designed and developed in order to:

- Foster the visibility and the meaning of the DBE project to the local SMEs (Regional Catalysts);
- Be available as much as possible to a wider world of users at local level;
- More targeted and functional according to local partners needs.


In order to reach previous objectives, Regional Web-sites will be designed as simply as possible so that people who use a variety of platforms and systems can access them without any restrictions.

Moreover, these sites will be fully compliant with all the standards used in the project and will have to be developed according to the following standards:

- Use the same templates of the Central DBE Web Site for a more integrated graphical approach: structure, logo, fonts and colours;
- Use the same logical chart of the Central DBE Web Site with a specific area for SMEs adoption.
- English and local languages;
- Have a dedicated area for the local SMEs in order:
 - o to present and foster the local industry specific area (industry, manufacture, ICTs...);
 - o to foster the training to potential SMEs adoption of the DBE results.

- Have a training area for the local trainers to SMEs.

Snapshot of the DBE web-site structure

WELCOME to Digital Business Ecosystem Community				
DBE Community	Home Join Us Regional Catalists >> DBE SourceCast			DBE Network Status
				Available Services Search / Download > Services > Components ...
	News/Highlights (dd/mm/yy)			Specific Weekly Debate Themes
Weekly Partner section	Text			Text
	News/Highlights (dd/mm/yy)			Who's Online Join us Login New account
	Text			News / Highlights Articles Specific Themes Publications Meetings / Events
DBE Research	News/Highlights (dd/mm/yy)			Top Downloads Articles / Publications Specific Themes Meetings / Events
	Text			
	News/Highlights (dd/mm/yy)			
DBE Resources	Text			
	Search > Articles > Publications > Events > Other search criteria			

6. Branding detailed workplan

	2004												2005			
Description of the activity	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	after
Branding Definition																
Graphical proposition of the DBE Logo including its behaviour on image background																
Font definition																
Graphical Process Representation from a visual designer in order to have a complete but easy graphical description of what is the complexity context in which the DBE will go to invest. The output will be a picture in A3;			First version				Final version									
Branding Identity Handbook (20-30 pages) including all the requirements for the use of the DBE Brand in all the communication tools;																
Template Handbook: template of the PowerPoint presentations, marketing material including Posters, brochures, folders and letters and CDRoms, Official Videos, and the DBE Magazine.		First version													Final version	
Paper Material																
DBE Paper (A4) with the DBE Brand and the PMEB DBE address;																
Branded Envelope (11x23 cm);																
Branded Folder (A4). Folders will be used to contain some A4 Paper, a CDRom and the DBE Magazine;			First version												Final version	
Poster (70x100 cm): graphical proposition of the template. A grid will identify the positions of the Logos (DBE, EU Commission and all Partners) and of the texts that will be included.			First version												Final version	

Brochure (A5, four pages): graphical proposition of the template. A grid will identify the positions of the Logos (DBE, EU Commission and all Partners) and of the texts that will be included.			First version												Final version	
Multimedia Material																
CD-Rom: production of the graphical proposition, integration of the contents, complete finalisation of the Master of the CD and cover;				First version											Final version	
Official DBE Video: we need a graphical proposition of the template and an editing series of sessions in order to produce 2 Official DBE Videos.					1st Video										2nd Video	
DBE Magazine																
Definition of a unique template;																
Production of 9 Layouts.							N°1				N°2			N°3	N°4-9	
DBE Web Site																
Graphical definition of the template																
Site implementation		1st version		update										update		

BRANDING IDENTITY

1. Logo/web image and its meaning

The logo & web image creation was supported by Italian professional graphic designers who were selected following the process of our internal call (required & documented in the Technical Annex) based on Coherence with the scope of the project & graphical layout. (see Annex 1). Initially, before the first deadline, the Italian graphic designers were the only organisation to propose. However, a second proposal was received from a UK design house in January, which served as a benchmark for the first and led to improved designs. The creation happened as an iterative process of idea generation and regular feedback to / from the PMEB.

The following images are the ones selected by PMEB as draft idea to be followed.

This logo sample is made out of a section of Penrose's quasi-periodic tiling of the plane: a peculiar structure that stands in between regularity and chaos, a kind of bridge between rationality and nature which can well represent DBE approach.

Presented logos are pseudo-3D structure that reminds us of the paradoxical constructions designed by Mauritz Escher. On the other side the general image is clearly a link with the natural aspects of the project. The biological shape is made by rational components, resolving one of the main DBE concepts.

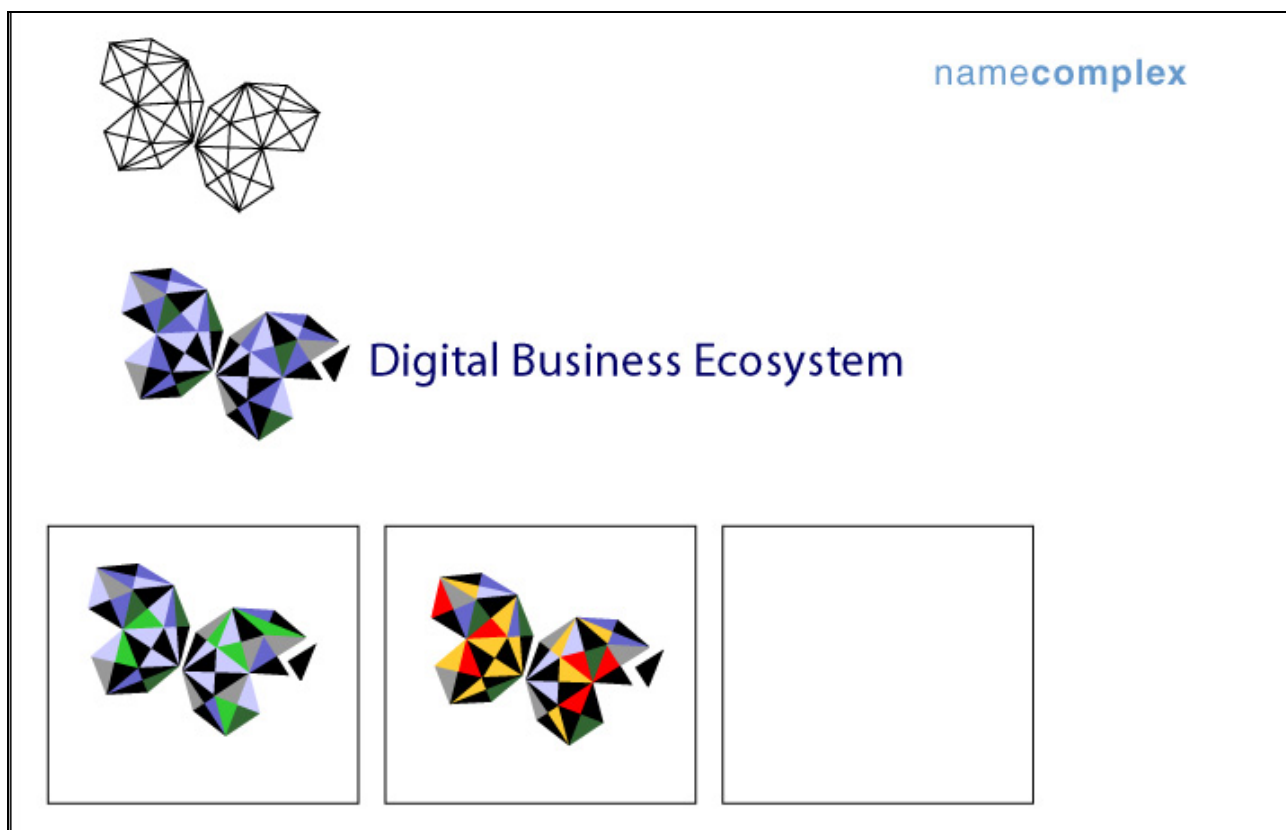
Below is a first Branding propositions, accepted by PMEB. The different proposals are available on the web at the following URL:


http://www.babnabab.net/dbe/rev_logo.htm

- Complex logo figure and web image
- Dynamic logo proposal and web image
- Midi logo proposal
- Two Regular logo proposals and their web images

PMEB has selected the Dynamic logo image and its web image as branding image of the DBE

Complex Proposal





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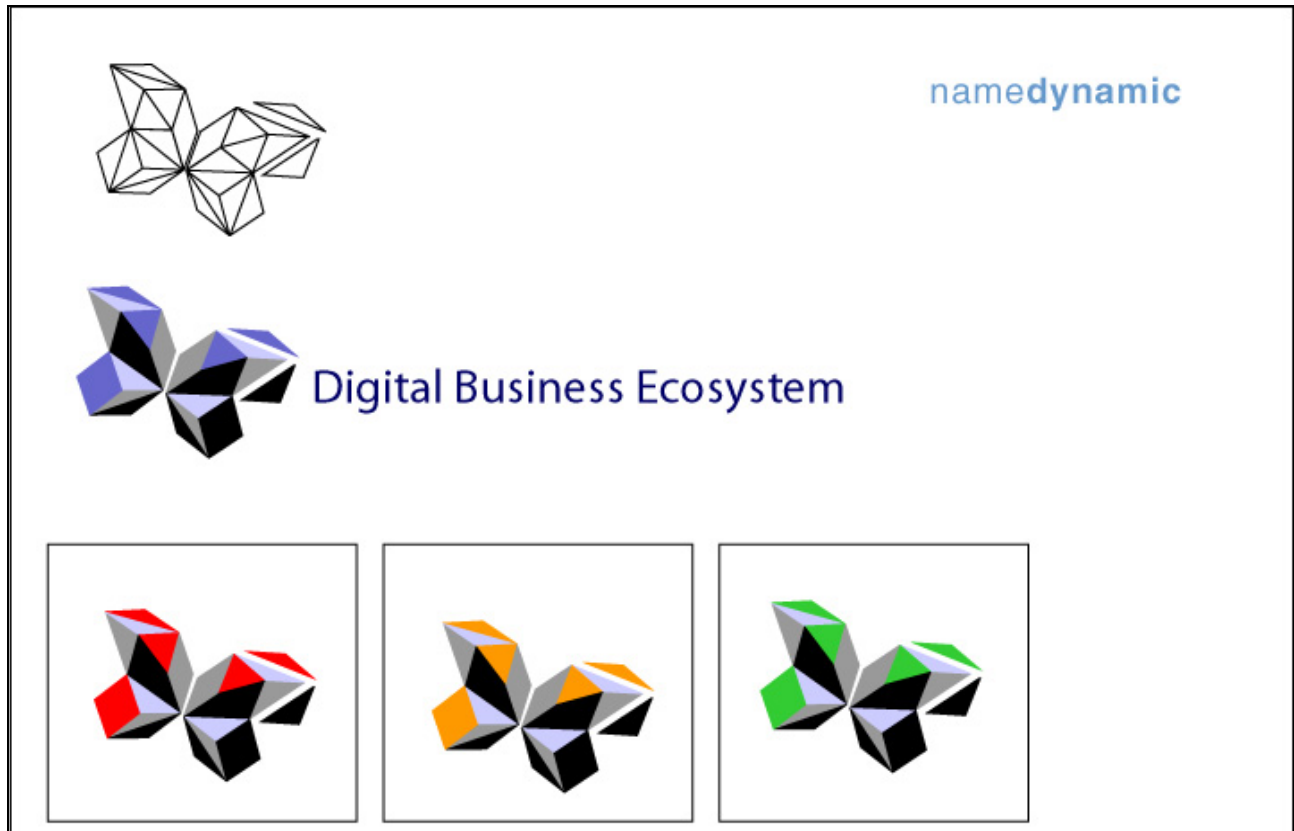
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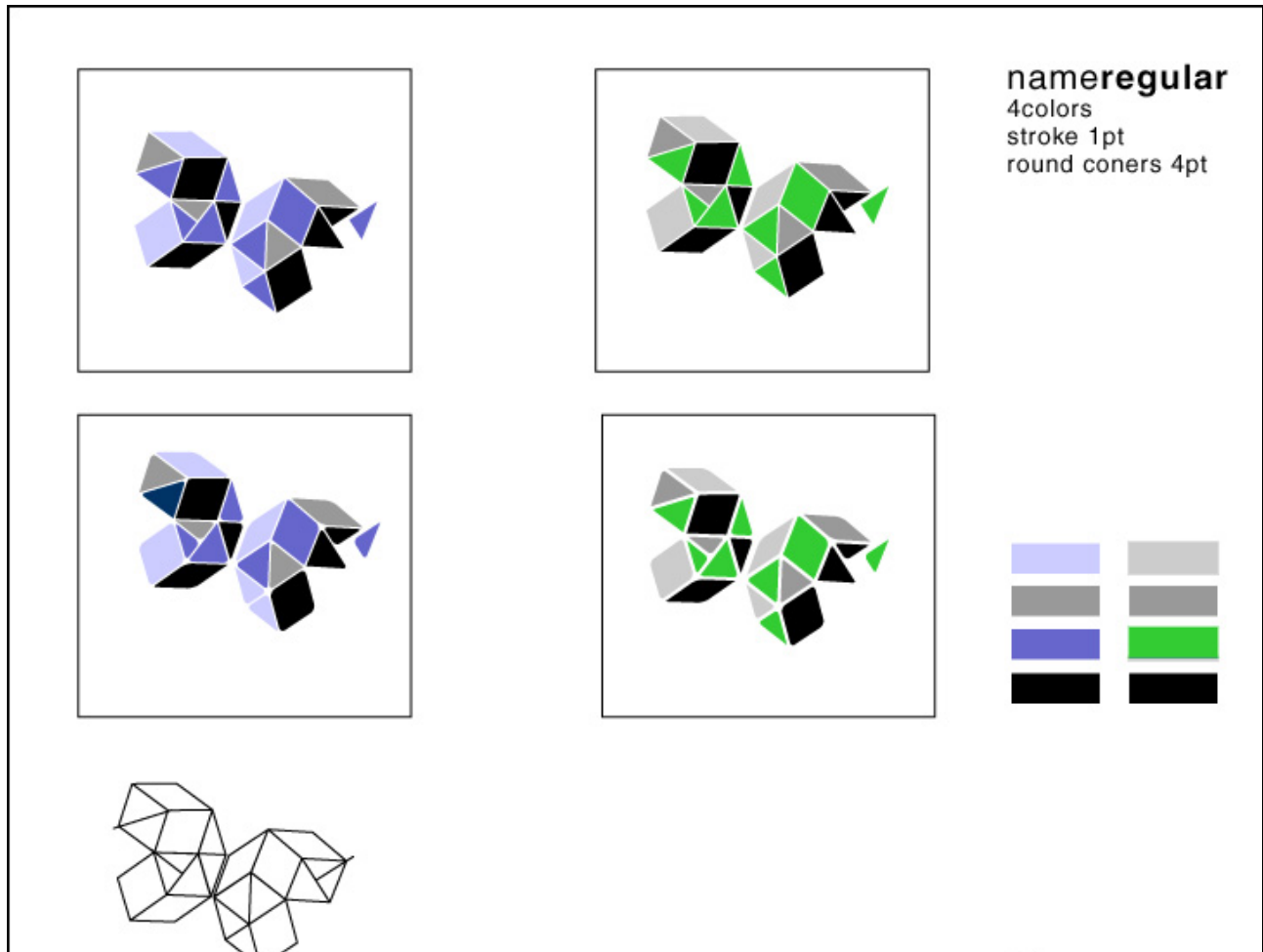
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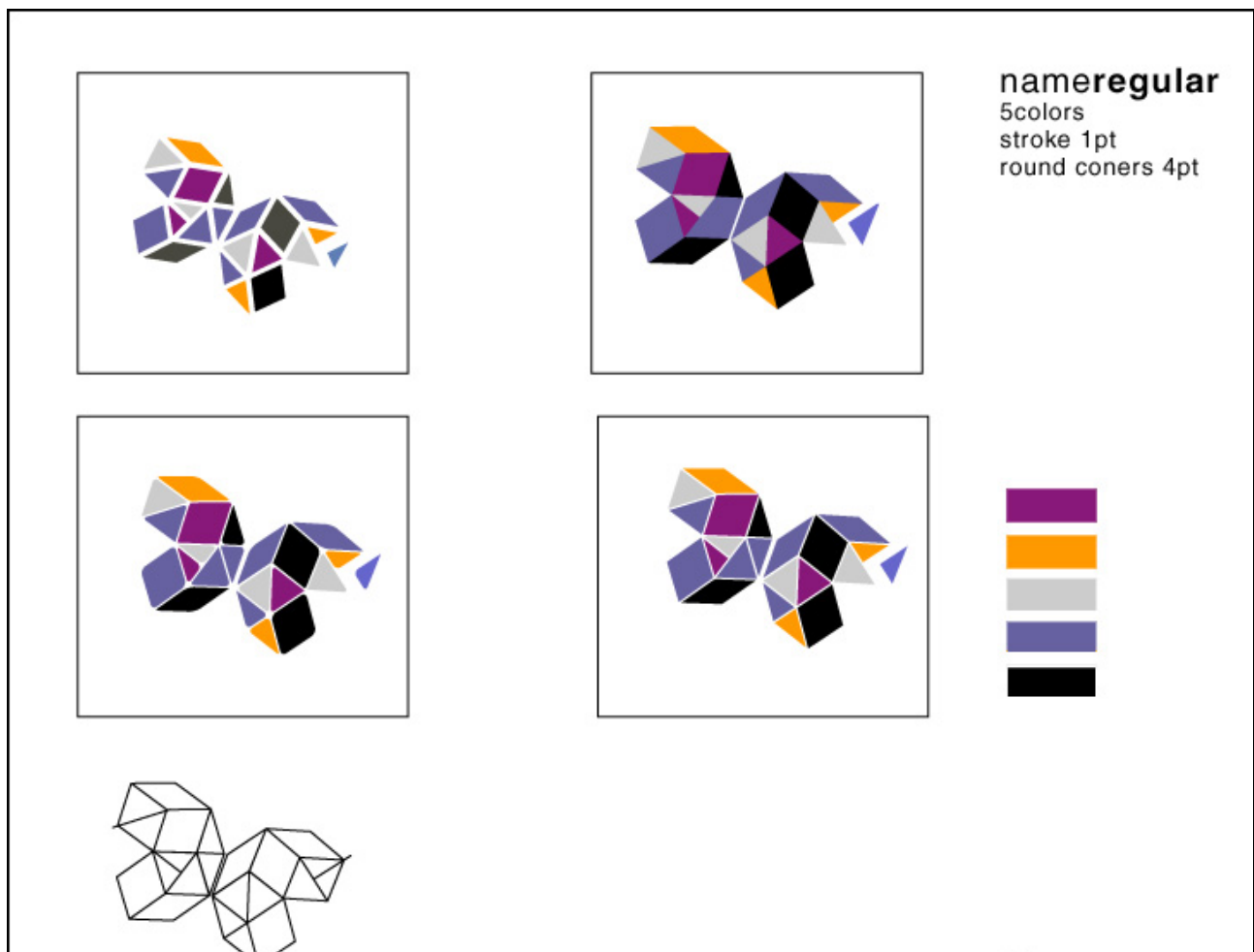
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ANNEXS

Annex 1. Competition for Branding implementation

This document launches the DBE branding identity call competition. An initial briefing support for the participants will be given through the document *DBE_Branding ver 2*. It gives a summary description of the project idea, of its European research context and of the partners involved. Any further specification can be requested to a.conforti@t-6.it

The branding competition will be made of the following selecting criteria:

The adopted criterion is based on quality of proposed work: the participants will submit two draft graphical proposals of the following branding material:

- DBE Logo,
- Template of a Web Site page

Message to communicate through the branding proposal:

Over the description available in the document *DBE_Branding ver2*, the proposal branding material should address the following critical targets:

- Digital ecosystems
- Complex network
- Distributed architectures
- Open source software
- Evolution of software components
- Multi-disciplinary approach: the four domains
- Small and Medium Enterprises

Evaluation criteria:

T6, in charge of implementing the Marketing Material in the DBE project, will evaluate the proposals according to the following criteria (up to 10 points):

- Coherence with the scope of the project: up to 3 points
- Best graphical layout: up to 7 points

Each participant has to send the previous graphical proposal to a.conforti@t-6.it or via mail to:

**Alessandro Conforti - T6
Via Genova, 30
00184 Rome – Italy**

The delivering date is expected not after the 18th of December 2003.