



Digital Business Ecosystem

Contract n° 507953

WP33: Dissemination and Community Building

33.3.1 Dissemination Material



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Title: Digital Business Ecosystem

Deliverable N°: 33.3.1
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Short Description:

This document describes the standard layouts of the main Dissemination components of the project. It consist in the delivery of the Logo Handbook and Template Handbook.

Del 33.3.1 it is not a proper Report. This deliverable summarise the marketing material designed and produced in the last three months.

Partners owning: T6

Partners contributed:

Made available to: All project partners and EC

Versioning		
Versio n	Date	Name, organization
0.1	26/04/04	Mauro Giorgetti, T6

Quality check

1st Internal Reviewer: Fanuel Dewever - IBM

2nd Internal Reviewer: Angelo Corallo - ISUFI



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Executive summary

Since the project starts, dissemination activity has been focused on the creation of the DBE brand identity. SP11 has started its action in the definition of the project identity and branding.

This first Marketing material deliverable reflects the effort made in defining rules, templates and graphical standards to be used and re-used from everybody during the whole project lifetime.

In order to keep the costs low and in order to increase the value of the project branding we have produced, in these first months, all the marketing templates. Those templates will be used and customised with specific contents and text in order to concretely produce the marketing material final products.

This approach will guarantee us to maintain a standard layout, here described, and adapt it to the evolution of the project, producing more documents' version and assuring marketing material and contents included always aligned with project evolution.

According to this approach it is clear that this deliverable it is not a proper paper document. On contrary it is composed by:

- Logo Handbook
- Template handbook
- DBE Bulletin template and first releases
- Graphical Process Representation

Next steps will be the customisation of these templates in order to produce the first product release, integrating contents into the templates here defined.

Logo Handbook

In order to define a stable and clear branding vision we have developed a strategic logo template, where it is described the logo usage policy. This will guarantee a correct and homogeneous DBE logo usage and a clear and unique implementation of the DBE branding on the marketing material (not paper) to be produced:

- Pen
- Anti-stress
- Bags
- Other amenities

Templates Handbook

In order to define an impressive graphic image for the DBE project, T6 has produced a brand new master for all the presentations and marketing documents. We have already produced several graphic layouts, one per type of document:

- PPT Presentation
- Brochure
- Folder
- DBE Paper
- CD-ROM layout
- DBE Bulletin
- Graphical Process Representation
-

Annexes

Here attached are the Template and Logo Handbooks.



Digital Business Ecosystem Identity_Handbook

Design by



Contents

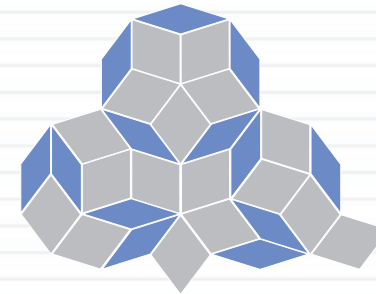
4	Brand image concepting
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The Digital Business Ecosystem project pursues an innovative approach to empowering the business environment at various levels, starting from the dense and local settings of small and medium enterprises up to very large companies. The business environment is seen as a world of business services and software applications that meet in a special ecosystem of theirs, made up for the purpose of having them mingle and evolve over time through reuse, composition, and feedback.

This intelligent ecosystem is modelled over organic schemes and advanced techniques of distributed information systems.

The definition of DBE brand image was to render this peculiar blend of elements taken from three different domains: business economy, software engineering, and biology. Since this had to do be done in a visual fashion, one good chance was to employ geometries that were somehow related to patterns of life.

We chose to start from Roger Penrose's tiling. A tiling is a way of partitioning infinite spaces by a finite number of shapes that can be repeated and fit together with no blank spaces. Penrose discovered his tiling of the plane in 1974 by using two shapes only. Its beautiful appearance shows an amazing mix of simplicity and complexity arising from a 5-fold rotational symmetry and a quasi-periodic process that stands right between chaos and regularity.

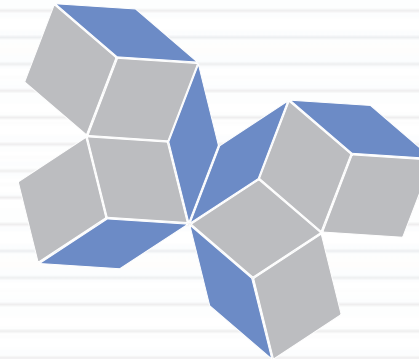


Despite their origin as mathematical creations, many features of Penrose's tilings confirm a deep kinship with natural systems. Their self-similarity is non-random and fractal in nature. Their pentagonal symmetry is well known in life.

They can be grown step by step with algorithms based on the Golden Mean and Fibonacci numbers, which again were found to apply to many life growth phenomena. The same clustering process can be found also in quasi-crystals growth and in the diffusion-limited aggregation of atoms. In fact, these tilings are at the same time natural systems representations, scientific schemes, and aesthetic patterns.

The latter aspect brings the matter farther. Using two or more colours for the tiles, a given portion of the so tiled plane brings about the gestalt of weird 3D structures with "impossible" perspectives reminding of M. C. Escher's works.

We used a similar geometry, based on angles of 72° and its sub-multiples (down to $1/5^{\text{th}} = 18^\circ$ that is the smaller angle in the thin rhombi) to produce a living being shape, that of a butterfly.



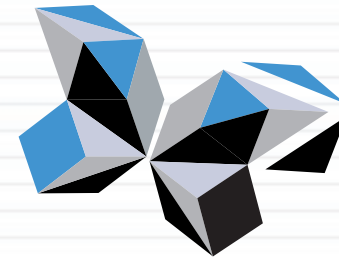
This the natural evolution of a system made up of small rational pieces, which epitomizes the two approaches of DBE: software engineering (top-down description of business goals and technology) and economy-biology (bottom-up feedback of the ecosystem). This model was filled with 4 colours to give it a specific character.



To get to the final DBE logo we have taken on the butterfly figure to turn it into an advanced symbol, through a heavier fragmentation and a variation on the theme of the basic Penrose's shapes, sticking to a simple outline that could work fine in colour as well as in black and white.

Detached shapes have been added to mean both the arrival of new elements that come to join the ecosystem and enlarge its possibilities as a complex being, and the start of the future evolution. This stage will be carried on in the animated versions of the logo, which is ready for it.

The result was this 2-colour more dynamic, technology spirited flying object, bearer of energy and rationality.



Eventually, the picture had to be coupled with the title of the project.

For this purpose a modern font was chosen, the Square 721 Ex BT. This font is a modern and elegant sans-serif type, with distinctive rounded corners. Its extended fashion, and the choice of reporting the project's title in its entirety, brings yet more dynamics to the full DBE Signature.



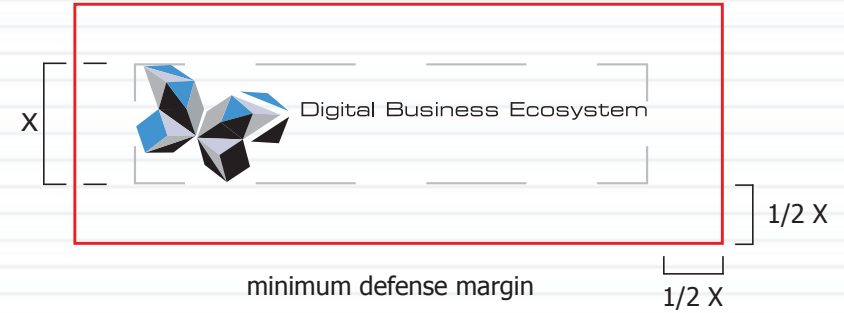
Whenever possible, the Signature must include its colours.
However, a special Signature was created for printing systems not allowing more than one single colour (one pantone colour, fax) or to be used on coloured backgrounds.

Another special Signature was created for printing systems allowing only gray scale (black=100%, dark gray=50%, medium gray=35%, light gray=15%).

Beside the official Signature, one official variant is defined where the project title is lowered down to the niche of the right wing. This option permits to enlarge the title using the same horizontal space and it is advised anywhere there be the need for higher compactness.



For an easy reading of the Signature, a defense margin was applied which protects the Signature from any other element. This layout illustrates the minimum area allowed, enlarge it whenever possible.



For the same reason, the signature cannot be smaller than 50 mm. In case of low resolution printing, larger sizes are recommended.



The Signature maintains the same structure and behaviour both in negative and positive.

The Signature in the Pantone® colour should only be used in monochromatic reproduction.



black



pantone 542 C

The colours of the Signature are an important identity element and must always be reproduced with maximum fidelity. This handbook establishes the standards by which the colours are defined. These will be reproduced according to the Pantone® system.

The colour of the writing will be black in each case.

The Pantone® process for colour reproduction must be used whenever possible. When not possible, the colours must be tuned according to the Pantone® catalogue.



	C	70
	M	30
	Y	0
	K	0

	R	102
	G	102
	B	104



	C	0
	M	0
	Y	0
	K	100

	R	0
	G	0
	B	0



	C	20
	M	15
	Y	5
	K	0

	R	204
	G	204
	B	255



	C	0
	M	0
	Y	0
	K	35

	R	153
	G	153
	B	153



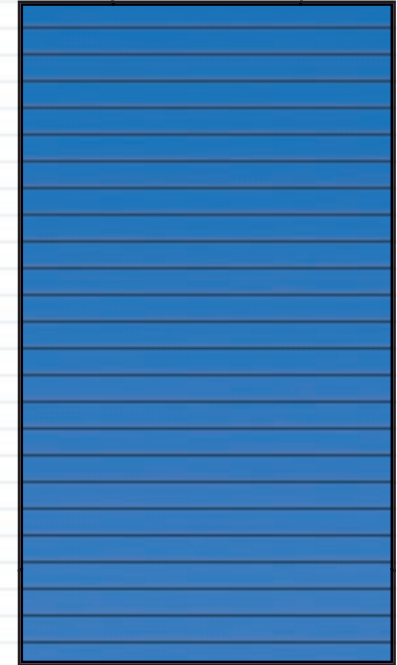
Two special backgrounds were created for the pagemaking of all the official DBE communications.

The first one (used in this handbook) is composed by a white background and thin horizontal lines. The frequency of the lines is one each 3,5 mm. for printing and one each 10 pixels for electronic visualizations (72 dpi). The "weight" of the lines must be 1 pt. for printing and 1 pixel for electronic visualizations. The colour of the lines is 25% black for printing and 203R+203G+203B for electronic visualizations.

The second one keeps all the same characteristics for the frequency of the horizontal lines, but their colour is 25% black for printing and 79R+77G+93B for electronic visualizations, and the background contains a gradient starting from a maximum colour density of 90C+80M (60R+82G+157B) on the top of the back ground to a minimum of 50C+40M (117R+141G+203B) on the bottom.



light background



dark background

The application of the Signature on a background is not always clearly definable and may lead to improvisation.

The basic principle is to maintain the Signature's colour integrity with a maximum of contrast.

We hereby present three colour possibilities depending of the background luminosity.



dark backgrounds



medium backgrounds



light backgrounds

dark backgrounds

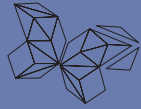
medium backgrounds

light backgrounds

very light backgrounds



Digital Business Ecosystem



Digital Business Ecosystem



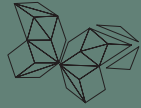
Digital Business Ecosystem



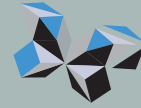
Digital Business Ecosystem



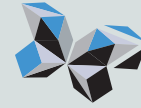
Digital Business Ecosystem



Digital Business Ecosystem



Digital Business Ecosystem



Digital Business Ecosystem



Digital Business Ecosystem



Digital Business Ecosystem



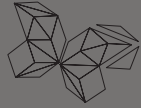
Digital Business Ecosystem



Digital Business Ecosystem



Digital Business Ecosystem



Digital Business Ecosystem



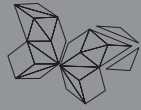
Digital Business Ecosystem



Digital Business Ecosystem



Digital Business Ecosystem



Digital Business Ecosystem



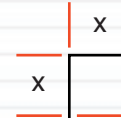
Digital Business Ecosystem



Digital Business Ecosystem

Other graphical elements exist in the DBE communication stuff. The symbols " [" and "] " may be used to "protect" or to put in evidence some text.

Their weight must be 1 pt. for printing and 1 pixel for electronic reproduction. The colour will be the same of the text in each case and the distance from the text, equal to the length of the short side of the symbol, must be kept the same on each side as shown in the layout aside.



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.

Altering the Signature damages the coherency and perception of the identity jeopardizing the objectives.

For a clear and objective identification, the Signature's integrity, namely its formal and colour structure, must be respected. We hereby illustrate some of the most common misuses.



Defense margins inferior to recommendations



Digital Business Ecosystem



Bab&Nababdesign



Signature inferior to size recommendations



Digital Business Ecosystem

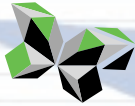
minimum size: 40 mm



Incorrect lettering or colours



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Horizontal or vertical distortion



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Alteration of position of the signature's elements



Digital
Business
Ecosystem



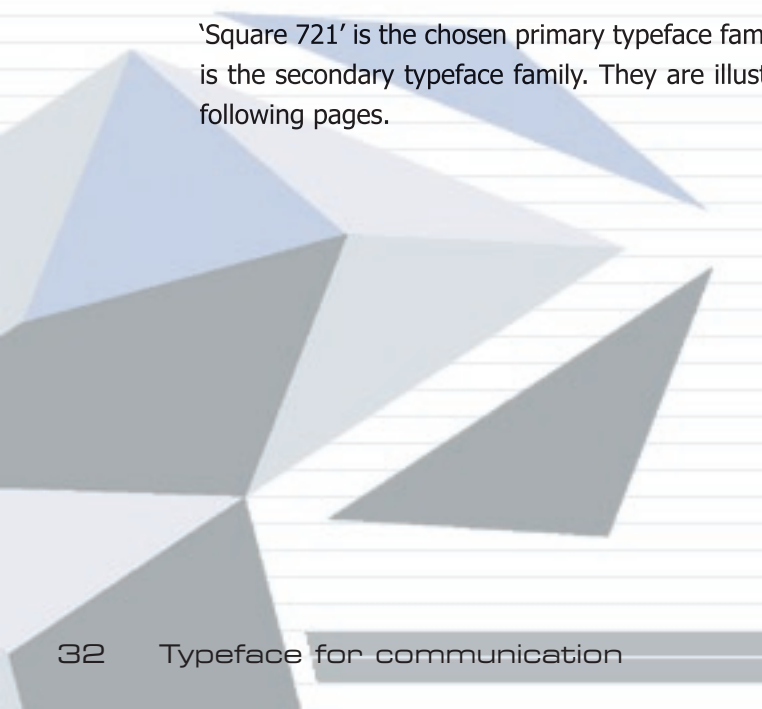
Insertion of outlines or frames



DIGITAL BUSINESS ECOSYSTEM



Digital Business Ecosystem



For graphical consistency in all communication material we have defined a primary and a secondary typeface family. These guarantee uniformity in Digital Business Ecosystem's institutional communication.

'Square 721' is the chosen primary typeface family. 'Tahoma' is the secondary typeface family. They are illustrated in the following pages.

Square 721 Ex BT

abcdefghijklmnopqrstuvz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 &\$?![.,:;]

Square 721 BdEx BT

abcdefghijklmnopqrstuvz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 &\$?![.,:;]

Tahoma

abcdefghijklmnopqrstuvz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 &\$?!(.,:;)

Tahoma bold

abcdefghijklmnopqrstuvz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

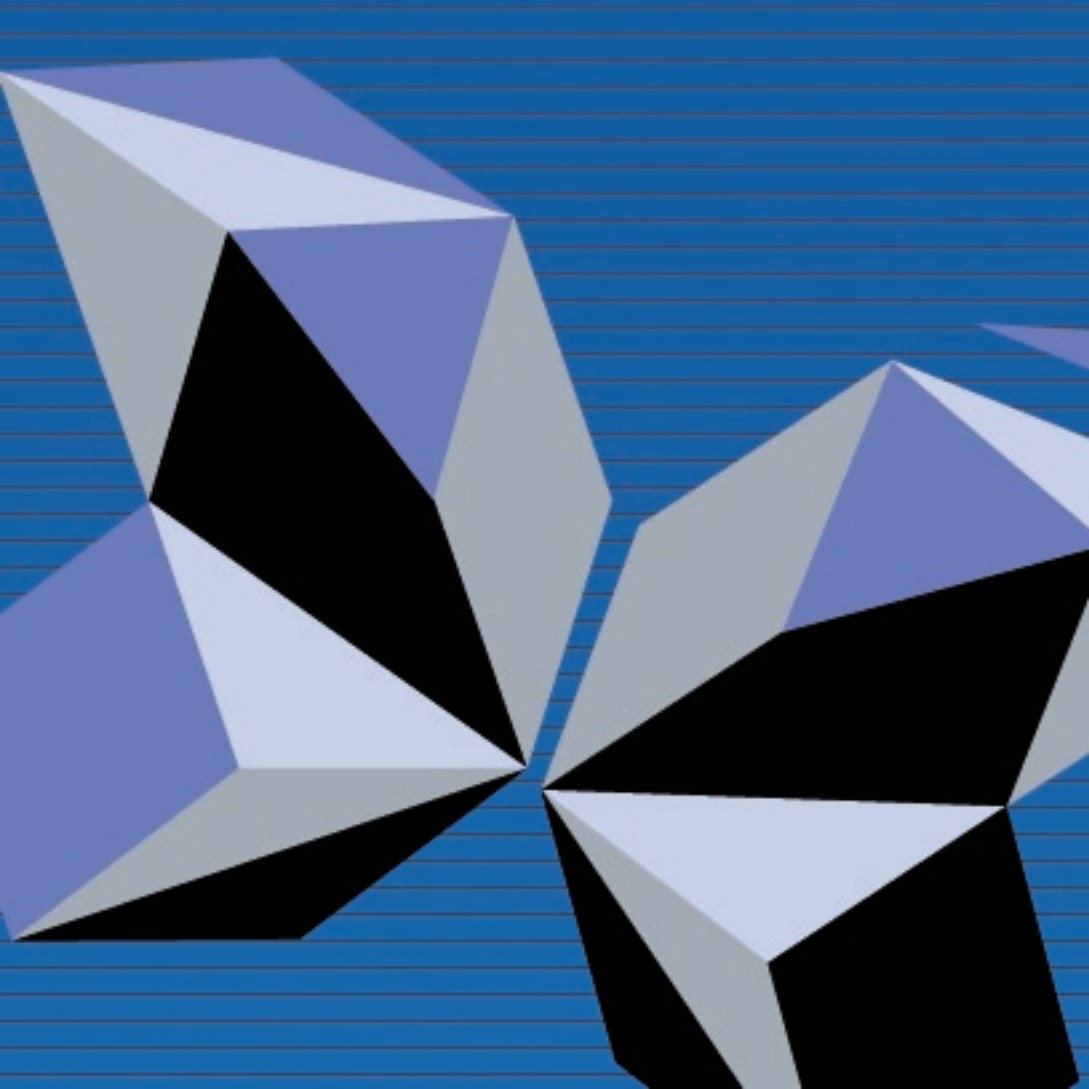
1234567890 &\$?!(.,:;)

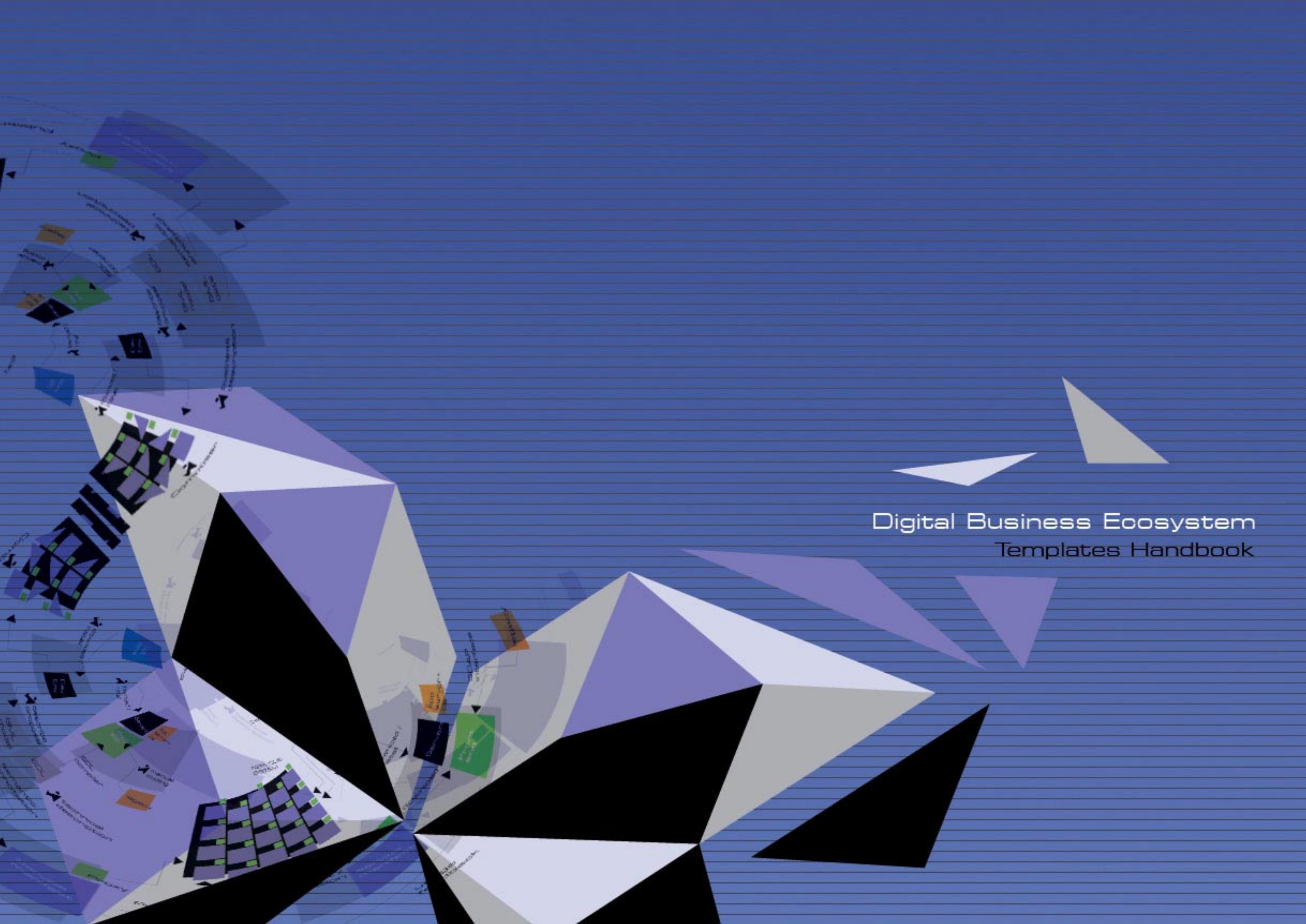
Square 721 Ex BT

The Digital Business Ecosystem project pursues an innovative approach to empowering the business environment at various levels, starting from the dense and local settings of small and medium enterprises up to very large companies. The business environment is seen as a world of business services and software...

Tahoma

The Digital Business Ecosystem project pursues an innovative approach to empowering the business environment at various levels, starting from the dense and local settings of small and medium enterprises up to very large companies. The business environment is seen as a world of business services and software applications that meet in a special ecosystem of theirs, made up for the purpose of having them mingle and evolve over time through reuse, composition, and feedback.





Digital Business Ecosystem Templates Handbook



Templates Handbook

Branded_paper



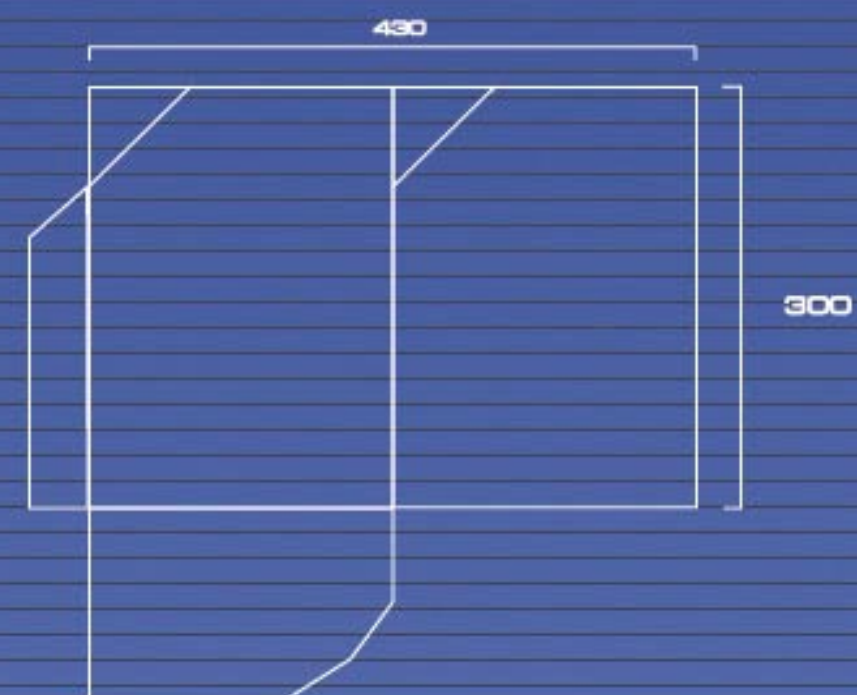
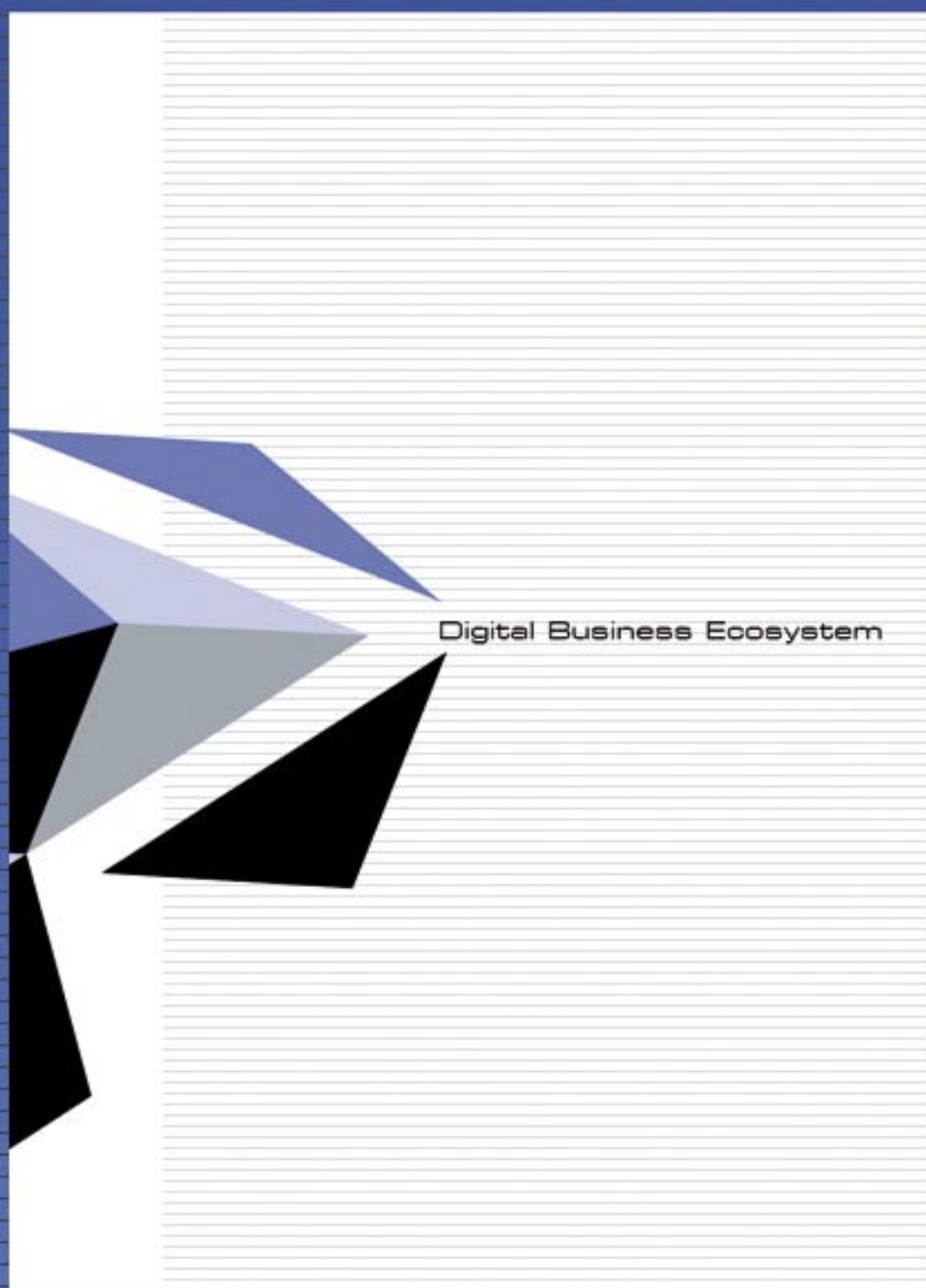
Digital Business Ecosystem

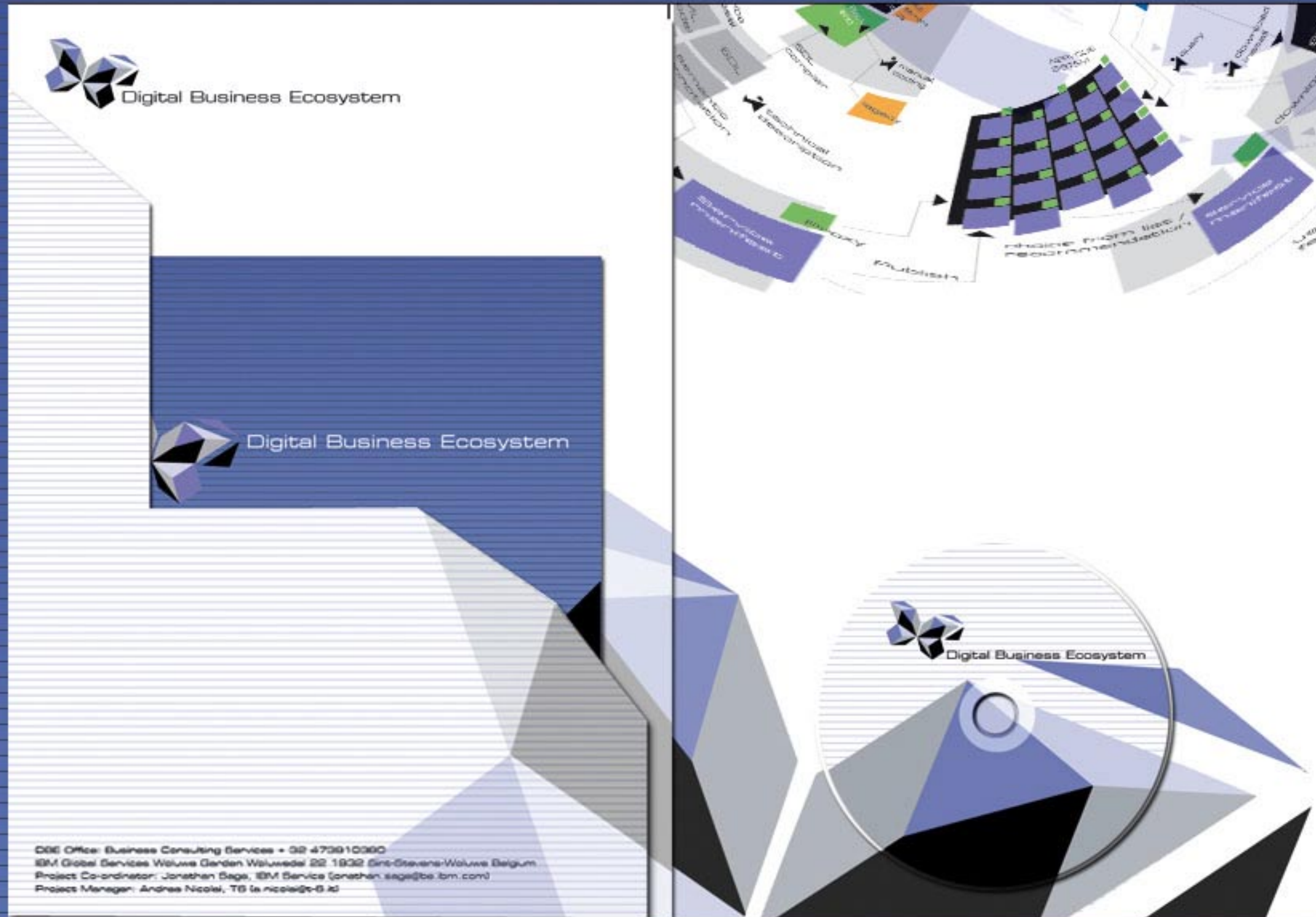
DBE Office: Business Consulting Services
IBM Global Services Woluwe Garden Woluwedal 22 1932 Sint-Stevens-Woluwe Belgium

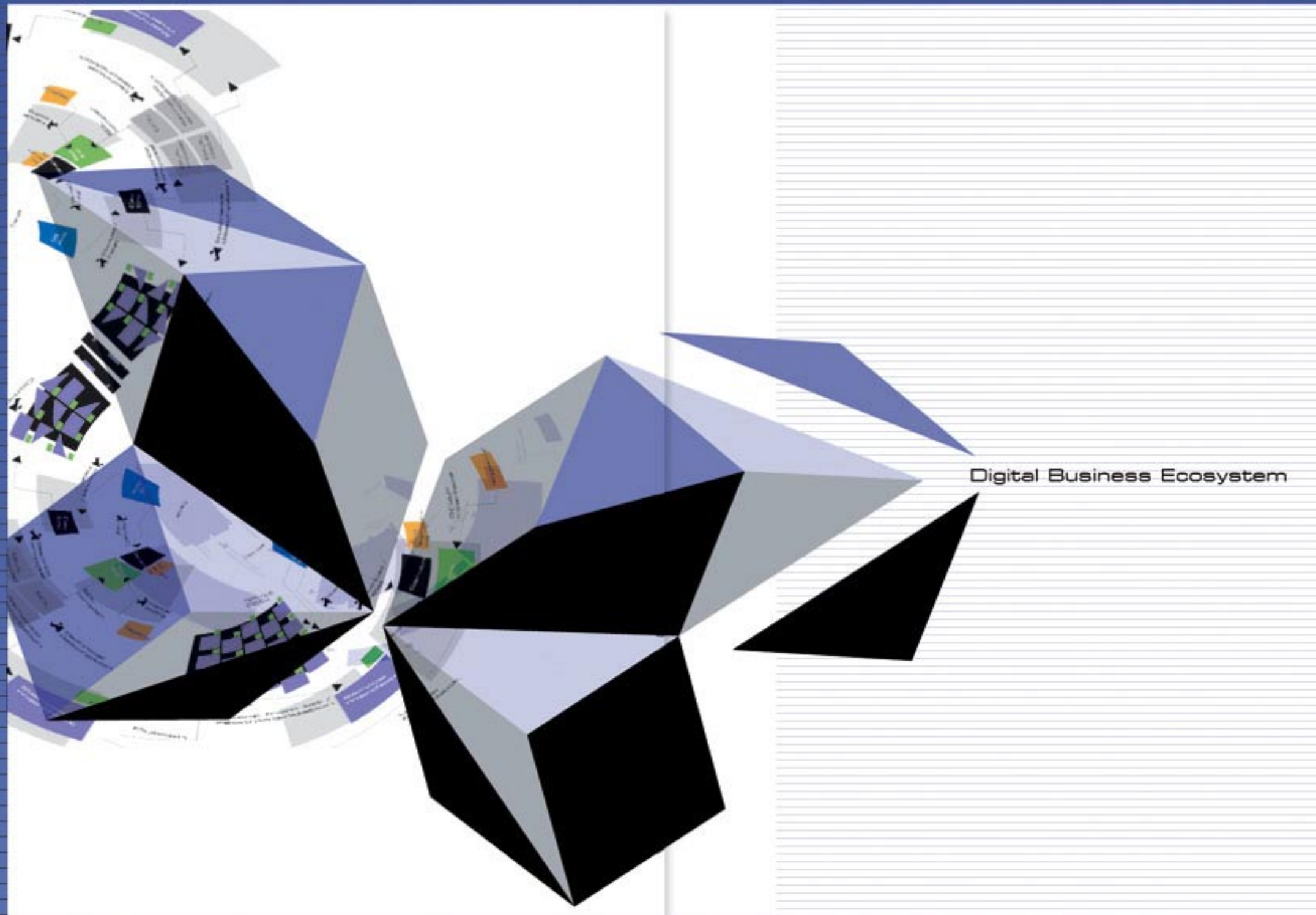
[2]

210

297



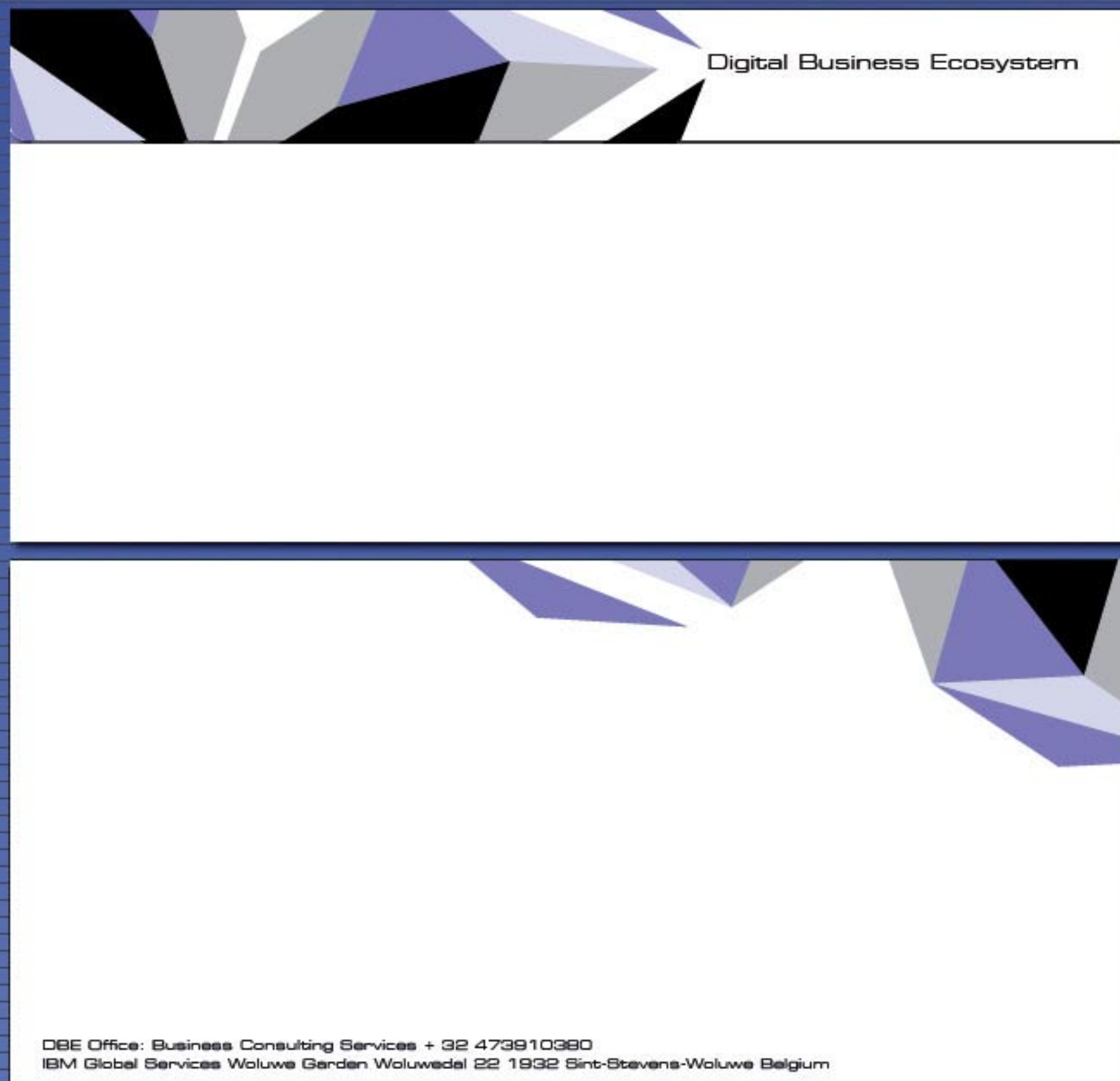






Templates Handbook

Envelope_front_&_back





Digital Business Ecosystem



IBM Business Consulting Services, Belgium

London School of Economics, UK

TB scarl, Italy

Sun Microsystems Iberica, Spain



Forschungszentrum Informatik, Germany

Imperial College London, UK

IESE Business School - Universidad de Navarra, Spain

INTEL Ireland, Ireland



Institute for Advanced Interdisciplinary Studies University of
Lecce, Lecce

MUSIC - Technical University of Crete, Greece

Fachhochschulgesellschaft Salzburg, Austria

SOLUTA, Italy



Tampere Technology Center, Finland

Trinity College Dublin - Computer Science Dep., Ireland

University of Birmingham - Computer Science Dep., UK

University of Central England, UK



University of Surrey, UK

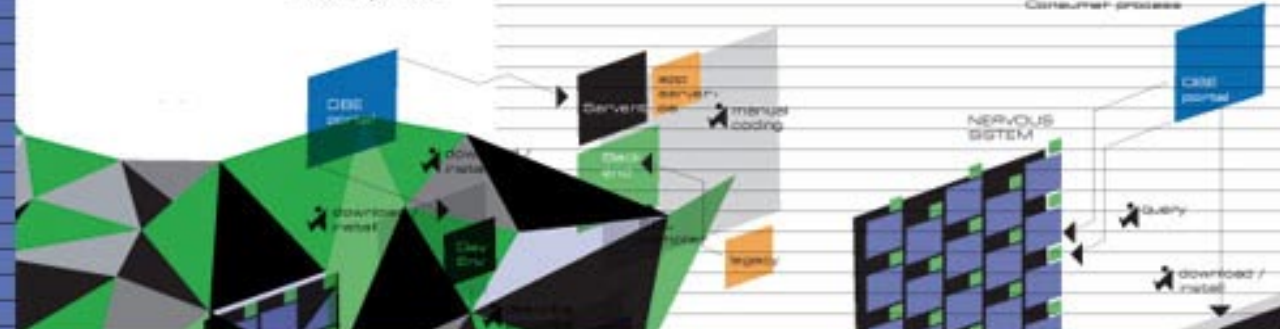
Instituto Tecnológico de Aragon, Spain

Gensis, Italy

Waterford Institute of Technology, Ireland

Provider process

Consumer process



Digital Business Ecosystem



IBM Business Consulting Services, Belgium

London School of Economics, UK

TB scarl, Italy

Sun Microsystems Iberica, Spain



Forschungszentrum Informatik, Germany

Imperial College London, UK

IESE Business School - Universidad de Navarra, Spain

INTEL Ireland, Ireland



Institute for Advanced Interdisciplinary Studies University of
Lecce, Lecce

MUSIC - Technical University of Crete, Greece

Fachhochschulgesellschaft Salzburg, Austria

SOLUTA, Italy



Tampere Technology Center, Finland

Trinity College Dublin - Computer Science Dep., Ireland

University of Birmingham - Computer Science Dep., UK

University of Central England, UK



University of Surrey, UK

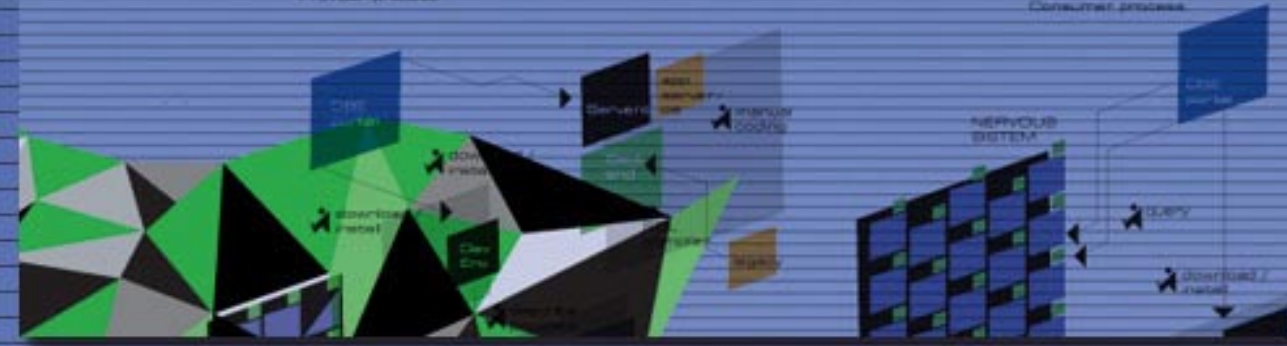
Instituto Tecnológico de Aragon, Spain

Gensis, Italy

Waterford Institute of Technology, Ireland

Provider process

Consumer process

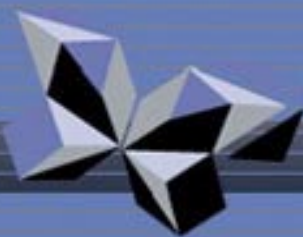




Digital Business Ecosystem

http://www.digital-ecosystem.org/

Vai Cerca su Google 100%



Digital Business Ecosystem

Regional Catalyst DBE Collabnet

Welcome, DBE Guest! Today is April 27, 2004.

DBE Community

Become a DBE Member
Working Groups
Training Courses
Forums
Blogs

Partners' Corner

In the Spotlight
Partner News
New Entry Partners
Partner in DBE

Who's Online

There are 2 guest(s) and 0 member(s) in DBE at the moment.

Login

Nickname

Password


Security Code:

Type Security Code

Jini and Webservice an Interview with Jim waldo

Posted by db_e_admin on Wednesday, March 24 @ 00:00:00 CET (36 reads)

An interview of Jim Waldo, Sun Distinguished engineer on the relation of Jini network technology and Webservices.




[Read More... | 190 bytes more | comments? | Score: 0]

News: DBE Meeting with SMEs

Posted by db_e_admin on Tuesday, March 16 @ 12:44:01 CET (36 reads)


20/2/04 Tampere (FI) Hermia Science Park DBE Meeting with SMEs first Adopters



[Read More... | 378 bytes more | comments? | News | Score: 3.5]

Event: DBE at EuroIndia 2004, March 2004

Posted by db_e_admin on Tuesday, March 16 @ 11:06:03 CET (18 reads)



[Read More... | 599 bytes more | comments? | Event | Score: 0]

Event: DBE Kick-off Meeting

Posted by db_e_admin on Monday, March 15 @ 18:18:30 CET (25 reads)

Brussels, 26-30 January 2004!



[Read More... | 113 bytes more | comments? | Event | Score: 5]

The DBE Project

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Weekly Theme

No Debate yet.



Digital Business Ecosystem

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[Graphical process representation](#)

[DBE Regional catalysts and SMEs](#)

[DBE Architecture](#)



Templates Handbook
Cd_rom_home

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[CD ROM Map](#)

[exit](#)



Digital Business Ecosystem

[DBE overview](#)

[Graphical process representation](#)

[DBE Regional catalysts and SMEs](#)

[DBE Architecture](#)

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.

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



Templates Handbook
Cd_rom_page_1

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[CD ROM Map](#)

[exit](#)



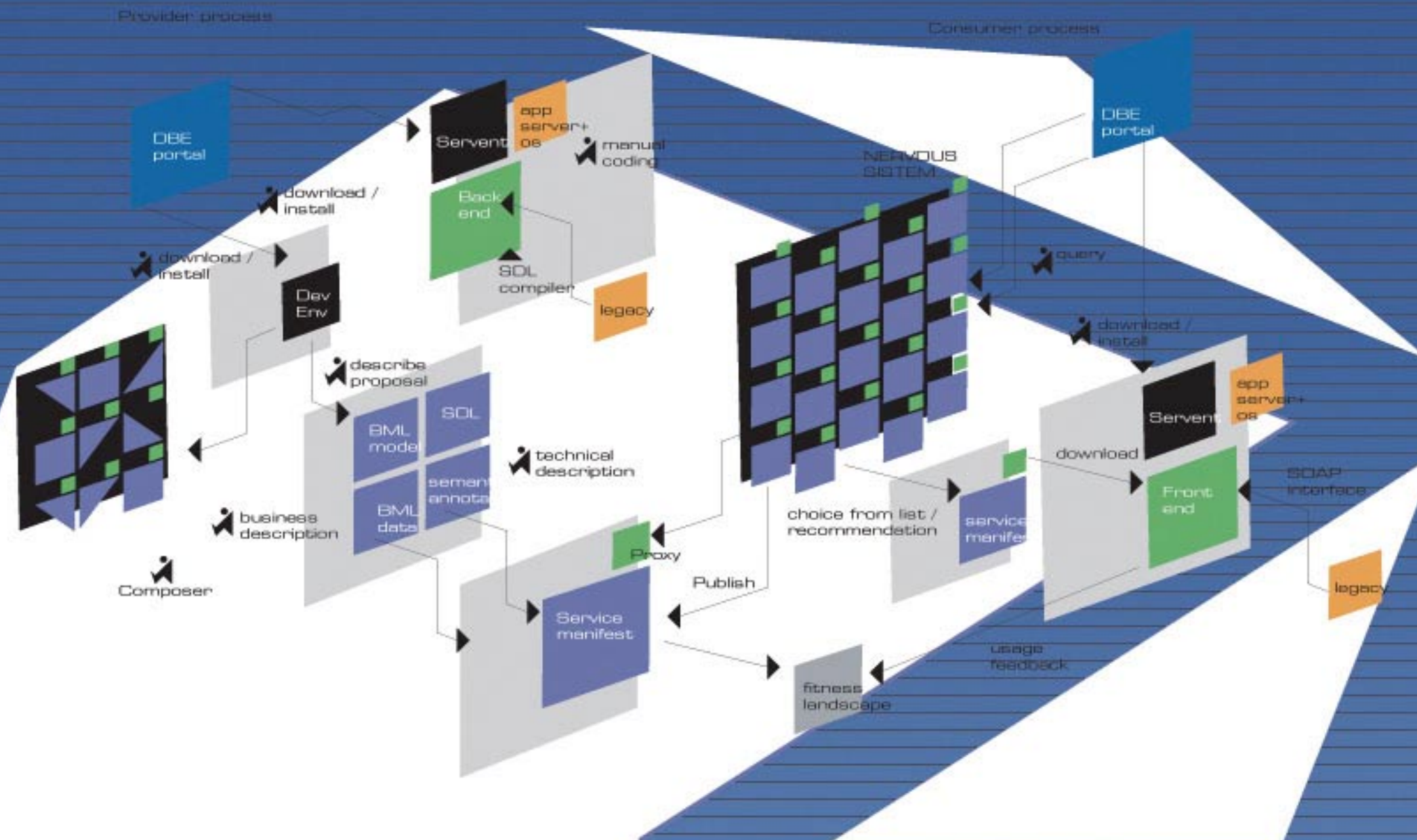
Digital Business Ecosystem

DBE overview

Graphical process representation

DBE Regional catalysts and SMEs

DBE Architecture

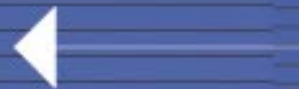
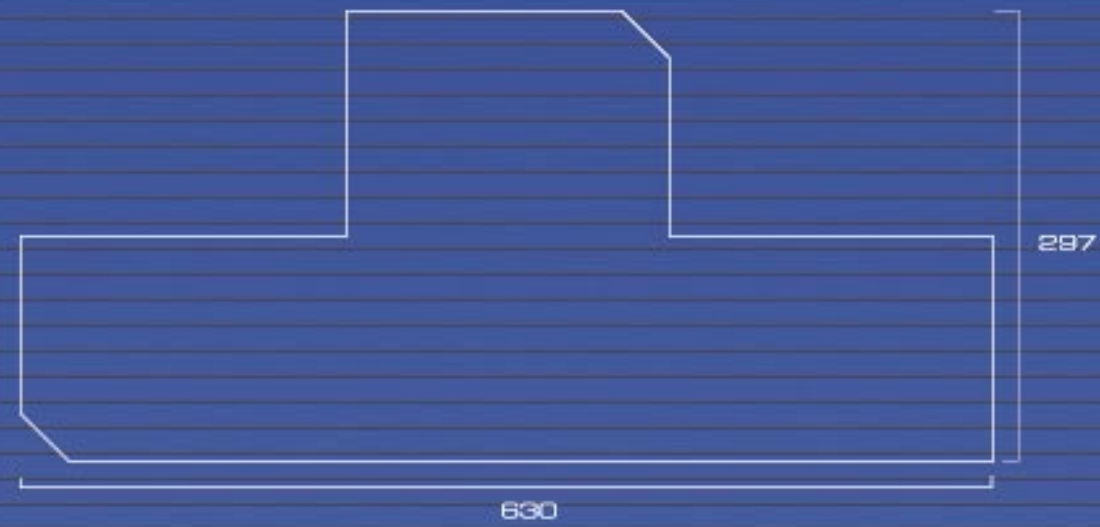


Project Documentation

Conference presentations

Contacts

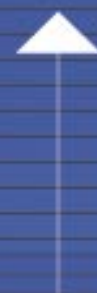
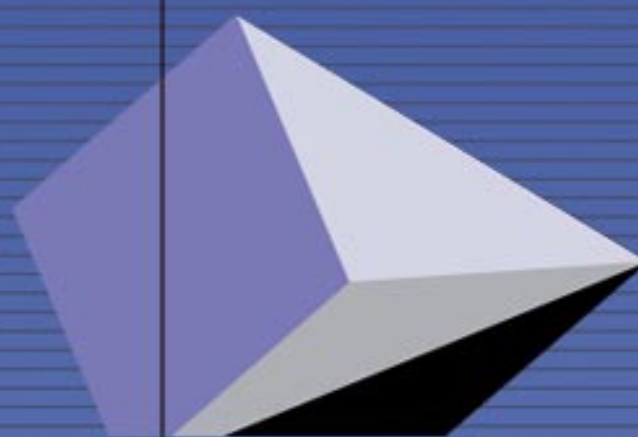
CD ROM Map





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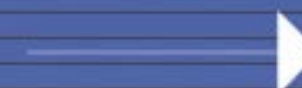
Many industries today behave like a massively interconnected network of organizations, technologies, consumers and products. The degree of interaction between firms in the industry is truly astonishing, and the success of a business is no longer dependent on the size of its internal and external operations,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





The 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 ecosystems 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.

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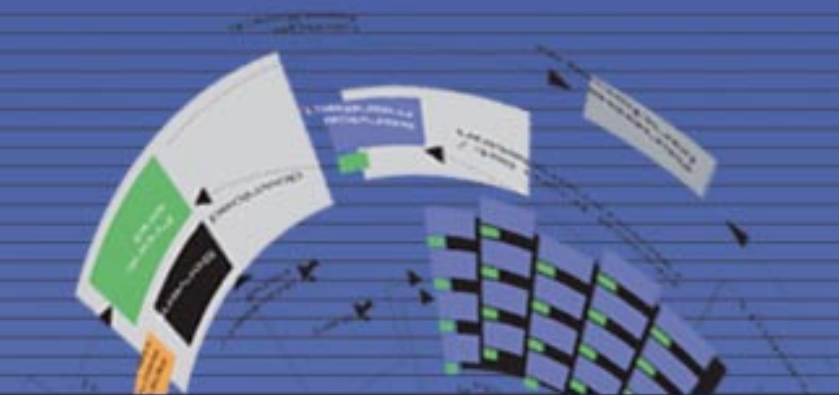
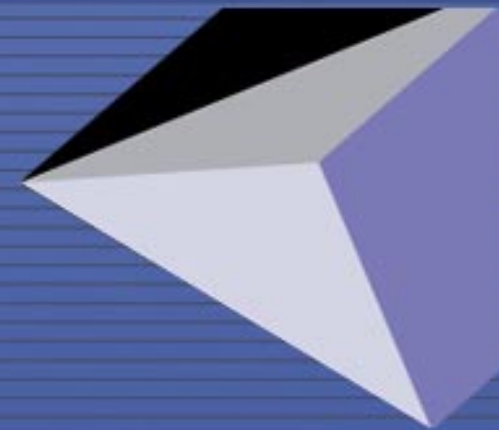


The DBE will change the way SMEs and EU software providers will use and distribute their products and services. It will allow SMEs to link enterprise-wide external resources and value networks, and to allocate them based on their business goals and priorities. The DBE is based on the key finding that 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.

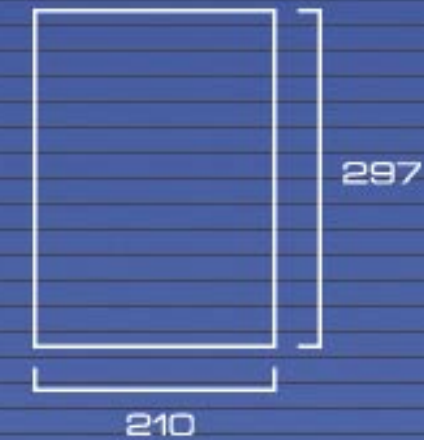
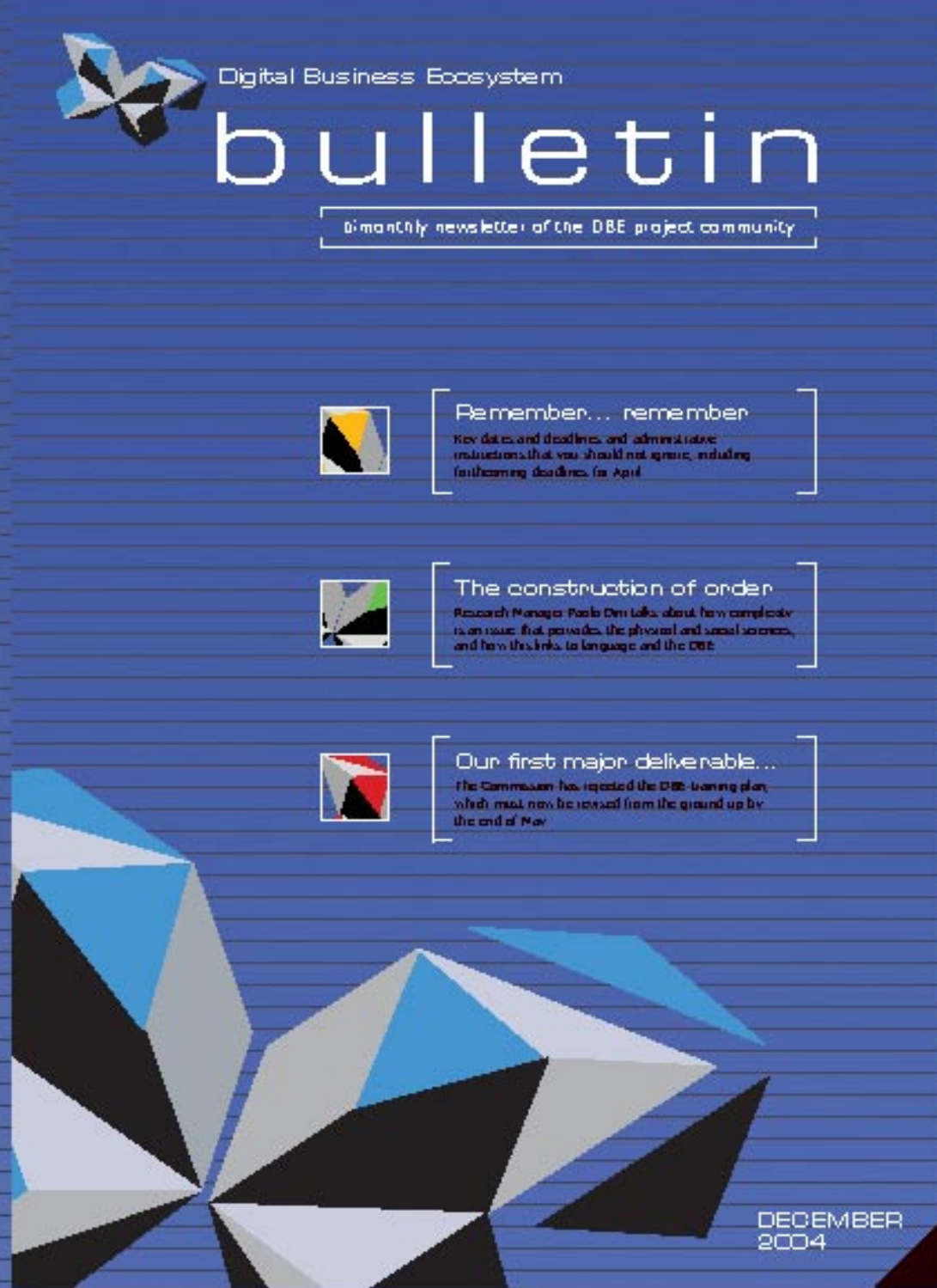




Templates Handbook
Brochure_back



Digital Business Ecosystem





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From the PM

by Andrea Nicolai



Project Manager Andrea Nicolai talks about getting the project started and outlines some of the challenges we now face

Well, as we all know, we now have a project. The DBE is real and this is the first edition of our project newsletter - 'dbbulletin' - which will serve as a regular communication tool, both among project participants and eventually to the wider community who will be involved in the DBE. It is a pilot format for the moment as we felt that it is more important to get going than to perfect the design and structure.

Perhaps my first and most pleasant task should be to thank all those of you who put so much effort into creating the project and winning EU funding. Many long days and late nights went into the process, and our persistence was rewarded as we were one of the first contracts signed - a situation that helped us when a budget reduction was imposed on contracts still under negotiation.

Such was the effort of getting the project put together that the contract seems like the end of a task rather than the beginning that it really is. Here I have to perform the less enjoyable

side of the Project Manager's role and say that some of you have started to miss reporting deadlines and cause me concern that your tasks are not yet sufficiently underway. This may be down to exhaustion from the bidding process, and some of it may be due to the sheer size and complexity of the objective that lies ahead. However, the DBE, as a major Integrated Project, has a massive amount of interdependency. Any task failing to be accomplished on time has a knock-on effect that ripples through the project as a whole. It really is vital that you look at what you have scheduled to do and that you deliver it on time.

If you find difficulty getting work started do let me know. The complex interrelationships between tasks can be daunting, but I can help to connect you to key participants if that will help. In fact I ask you to write to me if you have any problems you are facing, or if you have any suggestions that concern the work and how to get tasks started. It is likely that many of us are facing the same problems, and sharing them may be useful.



One of the key tasks at the moment is the identification of the SME value chains that we will use as the subjects of our experiments. It is now understood that the kind of benefits that the DBE should bring will have most impact in situations where SMEs have a complex relationship with each other.

The concept of 'value space' is being explored to express the ways in which these interrelationships can add value. Certainly the research work cannot get far until the business modelling can be developed and this in turn is dependent on the selection and recruitment of SMEs.

The recruitment of SMEs is generally a difficult task that we must not underestimate. I sense a danger that we expect too much of them. After all they have their businesses to run and are not going to be enthusiastic about being 'guinea pigs' for research. I think that as well as communicating the aims and nature of the DBE - something we are all keen to do - we must ensure that there is a flow of information in the other direction, in order to train our researchers to fully understand the nature and the needs of the selected

SMEs. Again I would be interested to hear your ideas on this.

Early meetings with developers in Tampere and Birmingham have revealed that there is interest in the project, despite an initial scepticism as to whether software 'evolution' is possible. To some extent their questions as

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to how it will work gives us a clue as to our future communication. We must be clear that this is an ambitious project, with a degree of risk, which is attempting to find a way to develop

the next generation of software. Certainly there is a widespread feeling among our early audiences that it is important that Europe leads the next generation of software and keeps it out of monopolistic hands by going the open source route.

Finally may I make a plea for those who have not yet joined the Collabnet system to read the instructions later in this bulletin; and please do so immediately. The system is the key tool that facilitates sharing and collaboration, so it is essential that everyone becomes familiar with it. If there is anything that the Project Management team can do to help this process please say so.