

## Deliverable D1:

### PROJECT'S CORPORATE IMAGE DESIGN

<b>Action</b>	D1	Dissemination of the project results
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<sup>1</sup> Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants, **RE** = Restricted to a group specified by the consortium, **CO** = Confidential, only for members of the consortium.

<sup>2</sup> Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other.

## **Deliverable abstract**

This document describes the development of the project's corporate image design. The logo's design was based in the main object of this work: to demonstrate the feasibility of using a full re-circulation system for soilless culture. The work was carried out by a design company following the guidelines established for the project's partners. The aim was to combine three concepts: water, soil and drainage (Drain use).

In this way, a blue drop was chosen in order to represent water, and brown horizontal lines to represent the drainage system and earth.

## **List of acronyms and abbreviations:**

Life Drainuse: Re-utilization of drainage solution from soilless culture in protected agriculture.  
From open to close system

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## 1. Project overview

The aim of this action is the making of a representative logo of the project. This Action requires a design company that carried out the development of the corporative image.

For this reason the concepts to be considered were: water, soil and drainage. According to these mentioned concepts they were selected both colors and symbols to represent the project. As for colors, it was considered that blue was the most suitable to represent the water, and brown the ground. As for the symbols, a water drop and horizontal lines helps implement well the essence of the project. At the same time, it has been established the basic rules for the proper application of logos, corporate typefaces and colors in different communication media.

## 2. Document objectives

### 2.1. Evolution of the logo design presented by the company

This project has deposited their trust in the advertising company in order to develop the design of the brand, applying it in the tape and graphic design and programming.

#### 2.1.1. Concept development

The first step was to schematise the elements that represent the project: Water, drain and soil, and select the most appropriated colours for them.

**Life Drainuse**  
Identidad Corporativa  
Concepto

**Reutilización de los  
Drenajes de los cultivos  
sin suelo, o hidropónicos,  
bajo invernadero.**

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# Reutilización = Life Drenajes = Drain Use

Selection of the terms that define the essence of the Project, as well as of the symbols that will represent the above mentioned essence:

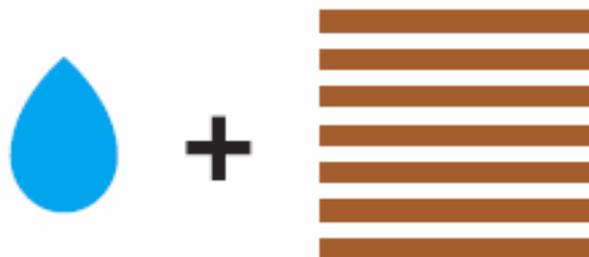
Reutilización = Life =   
Drenajes = Drain Use = 

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Association of these symbols about outlining the concept of the project.

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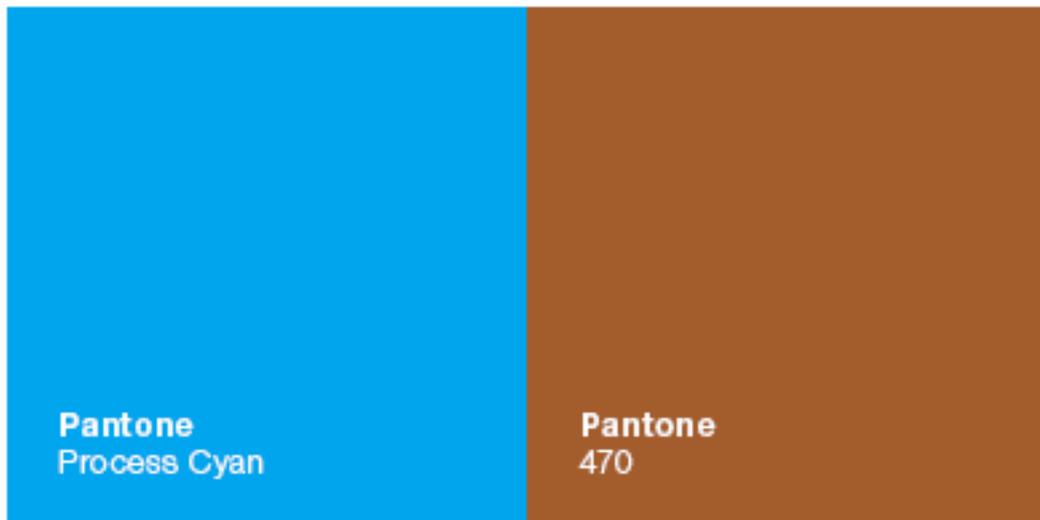


### 2.1.2. Logo design

Design of the logo that is going to define the Corporate Image of the Project:



### 2.1.3. Selection of colours.



Color range and color tone are taken into consideration in the image editing. Then, there was selected *Process Cyan* for blue and *470* for brown.

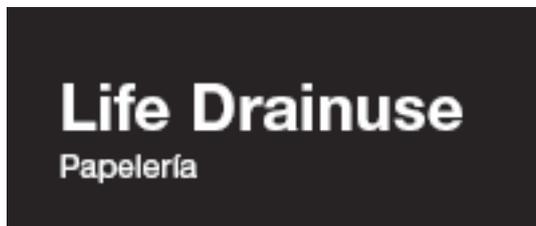
### 2.1.3. Applications

In this section it is showed the applications of the final logo. The first one was the stationery design. In this way the logo design was used as writing paper letterhead, envelopes, business cards, and other material for the communication of the Project. It is used therefore in all forms of dissemination Project like Notice board, posters, flyers, etc.

#### 2.1.3.1. Stationery design for communications

Logo and stationery design:

This logo was used in the design of the graphic templates and the website creation.





# Life Drainuse

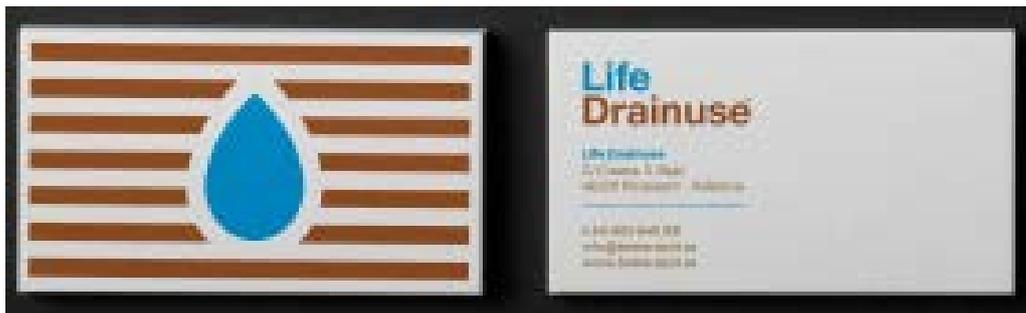
Papelería

American style envelop:





Design of business card:



Final corporative image:

