

**SOGNO****D7.1 v1.0****Report on Marketing Tools**

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**Abstract**

This deliverable reports the initial development and creation process of the communication material for the project.

**Keyword list**

Corporate design, project logo, key slogan, advertising material, communication mix, target groups.

**Disclaimer**

All information provided reflects the status of the SOGNO project at the time of writing and may be subject to change.

## Executive Summary

In the first 12 month of the project the basic design elements (Corporate Design - CD) were developed in cooperation with a professional design agency. Based on the project design guidelines a basic set of communication material was developed and brought into concrete advertising media for events, workshops etc.

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## 1. Communication Strategy

The communication strategy determines how to bring messages to target groups to achieve the strategic goals of SOGNO. This is necessary to bring the strategic goals and objectives into a concrete work plan. All concrete measures and their implementation are hence directly derived from the SOGNO strategy.

Therefore, the first action was to work out communication objectives and special targets for the SOGNO project, derived from the strategic goals of the project. In order to bring the objectives to a suitable circle of interest groups, the different stakeholders have been identified and out of them the main target groups were defined.

To bring the right messages specific, measurable, attainable, relevant and time-bound targets were determined. Specific core messages for the target group are developed and linked with suitable channels of communication. Each target audience has formal and informal channels of communication. Therefore, style and tonality in communication have been considered thoroughly.

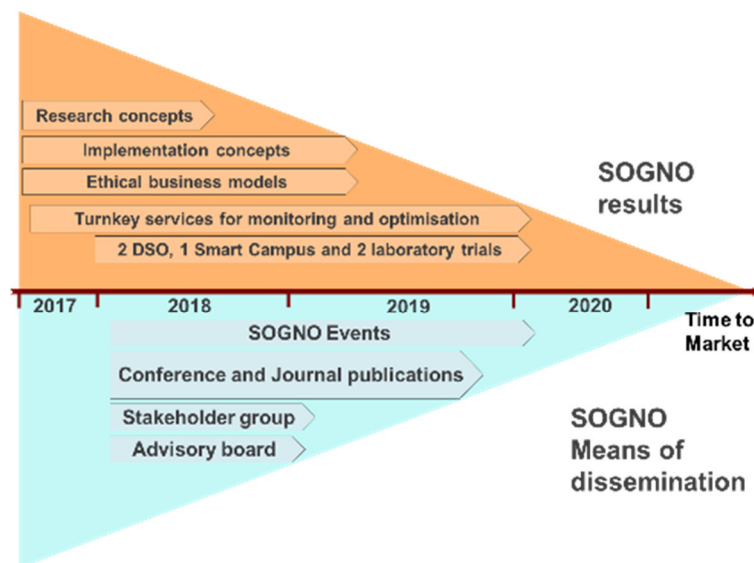


Figure 1.1 SOGNO communication concept

### 1.1 Target Audience and Message

Derived from the strategic goals of SOGNO, three main stakeholder groups were identified:

- Energy sector – all interested parties, especially Distribution System Operators (DSOs) and utilities
- ICT sector
- Regulatory bodies, European policy makers and sectoral associations
- Small and Medium Enterprises SME, start-up companies, students, young professionals and mixed target groups.

These stakeholders will be directly or indirectly involved in the implementation, process and results of the SOGNO project.

Beyond that, further stakeholder groups of general interest are identified, who are not directly involved in the SOGNO project but could benefit from its results (e.g. potential users), serve as multipliers for information spread (e.g. media) or otherwise influence the work of SOGNO (e.g. standard setting institutions and groups).

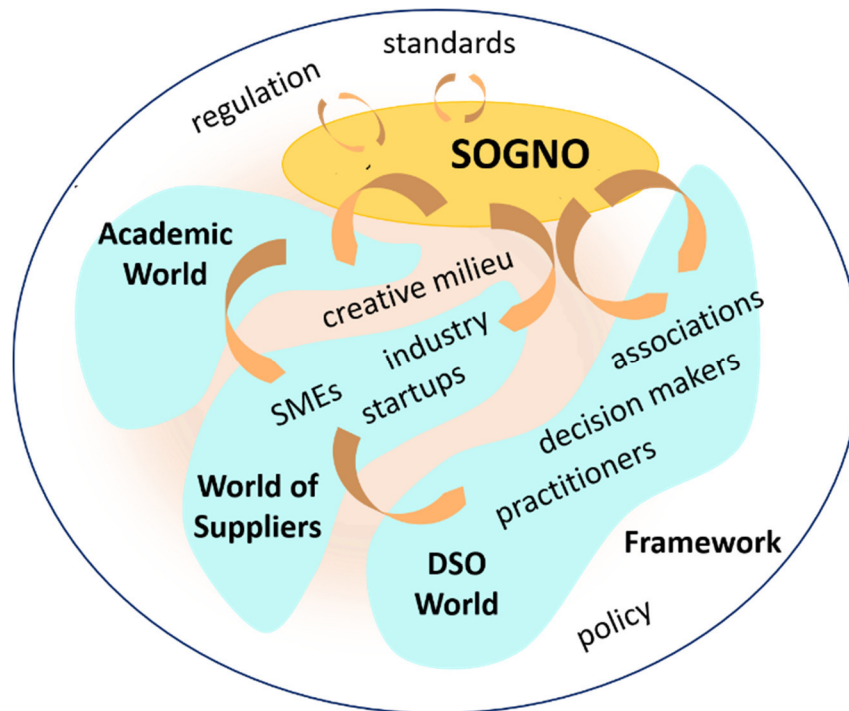


Figure 1.2 SOGNO communication and transfer paths

## 1.2 Communication Mix

Based on the identification of targets and target groups the communication tools and channels were chosen to get the wanted reaction by the target groups and to bring the right message to the right audience via the appropriate channel in a matching style and tonality.



Figure 1.3 Communication mix

## 2. Communication Material

### 2.1 Project Corporate Design

The communication material was developed in collaboration with a design agency located in Aachen, Germany. Key points of choosing this agency were the high level of creativity shown in the portfolio and the price policy.

The first step was the development of a detailed briefing for the agency stating

- the objectives and visions of the SOGNO project
- a description of the target groups
- the key messages
- the target specific messages
- style and tonality
- a list of advertising material required

In the second step a face to face briefing meeting with the design agency took place. The designer presented two different layout variations of the logo and the main graphic elements which were discussed. As a result of this discussion the layout described below with a few adoptions was selected and presented to all partners.

#### 2.1.1 Project Logo

An overall project design was developed in order to guarantee easy identification in all advertising material.



Figure 2.1 Project Logo

The making of followed 4 steps:



- 1) A magnifying glass showing the monitoring aspect of the project.
- 2) A symbol showing the inclusive approach of SOGNO: all consumers and stakeholders will benefit from the project results.
- 3) A symbol for the electricity, as main domain of the project.
- 4) Two concentric circles reflecting the scalability of the automation solutions developed in SOGNO.

#### 2.1.2 Design Elements

The main design element of the project is the figurative mark of the logo which is used in many different variations.

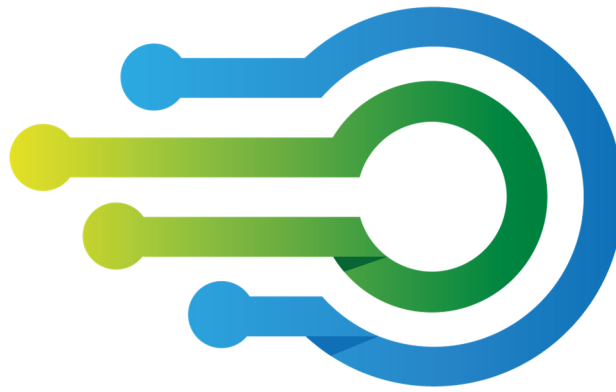


Figure 2.2 Figurative Mark of the logo

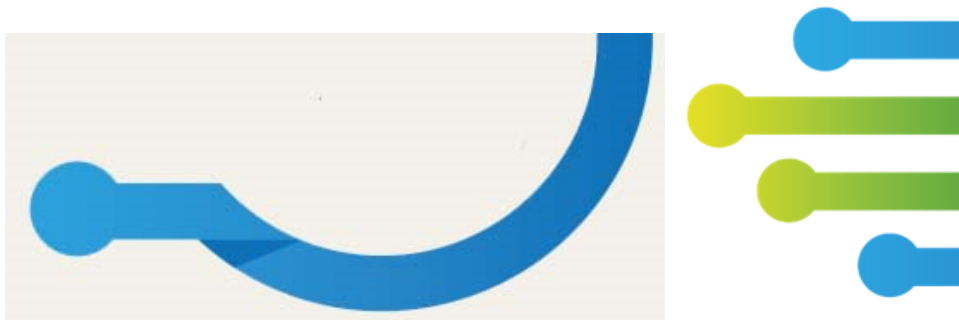


Figure 2.3 Parts of the circle as design element



Figure 2.4 Used as watermark

### 2.1.3 Typography

***KENYAN COFFEE***

is the font for the Logo. It is a powerful high individual and therefore high recognizable font.

Roboto Condensed is the main typeface.

**The typeface for Headers is Roboto condensed bold**

### 2.1.4 Project Colors

Natural colors were chosen which are standing for sun, water and renewable energy.



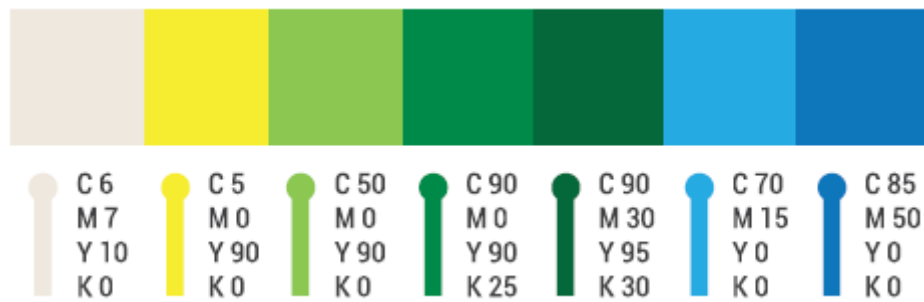


Figure 2.5 Color Scheme

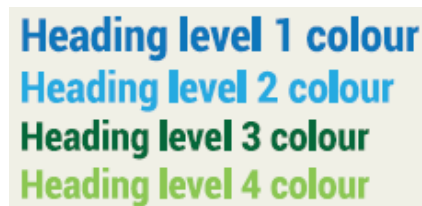


Figure 2.6 Heading Colors

### 2.1.5 Imagery

The imagery used is reflecting the “SOGNO = dream” vision of the project – tomorrows stable and secure energy supply, using pictures communicating safety, calmness with renewable energy.



Figure 2.7 Choice of pictures

### 2.1.6 Key Slogan

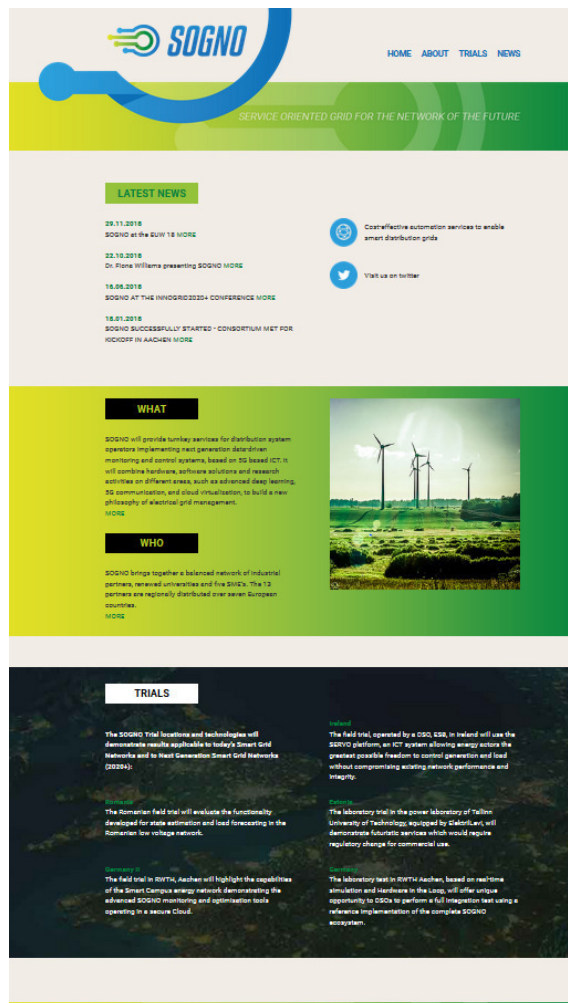
Taking into consideration that the target group is very heterogeneous, ICT on the one hand and the energy world on the other, the main idea for creating a key slogan was to bring together both sectors. In a brainstorming session the following slogan has been formulated:

**COST-EFFECTIVE AUTOMATION SERVICES TO ENABLE SMART DISTRIBUTION GRIDS**

## 2.2 Advertising Material

This Section provides the overview of the material created for advertising the project through the web or at workshops and events.

### 2.2.1 Project Website



### 2.2.2 Project Flyer

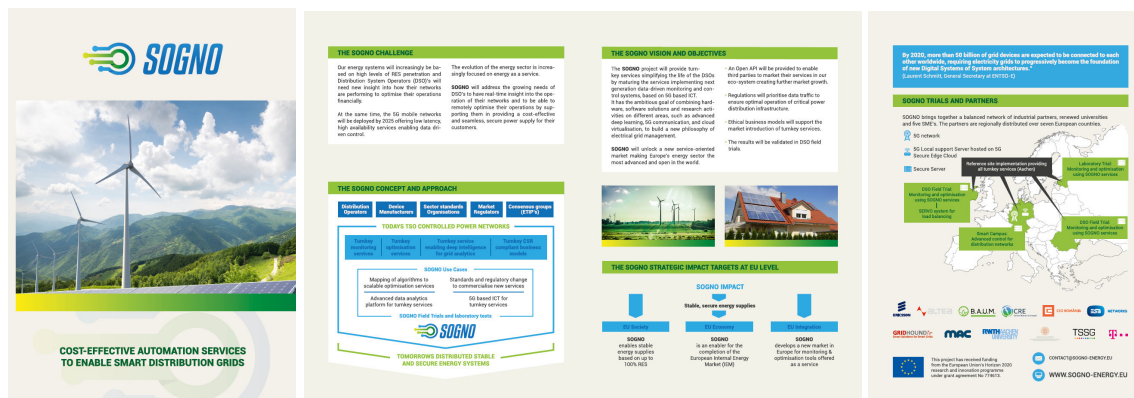


Figure 2.8 Project general flyer

### 2.2.3 Roll-up

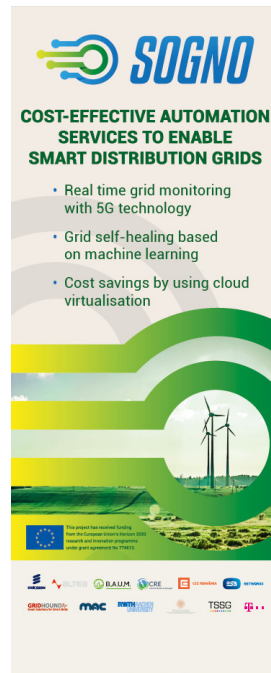


Figure 2.9 First SOGNO Roll-up

### 2.2.4 Power Point Template



Figure 2.10 Title page PowerPoint presentations

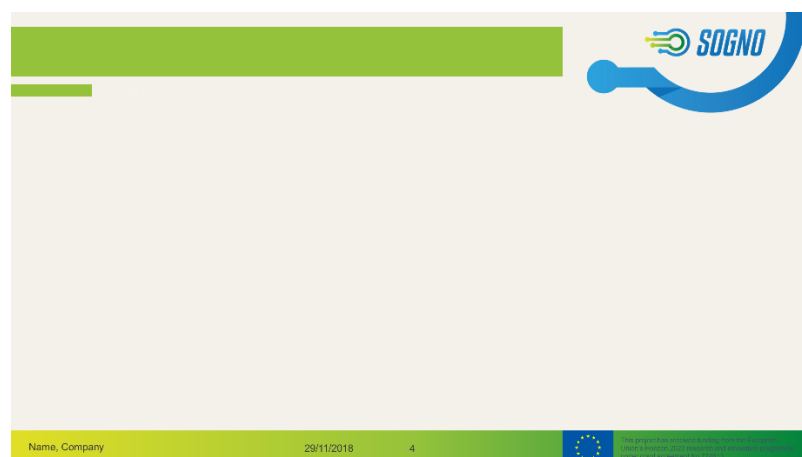


Figure 2.11 Page layout PowerPoint presentation

2.2.5 Project Diagrams

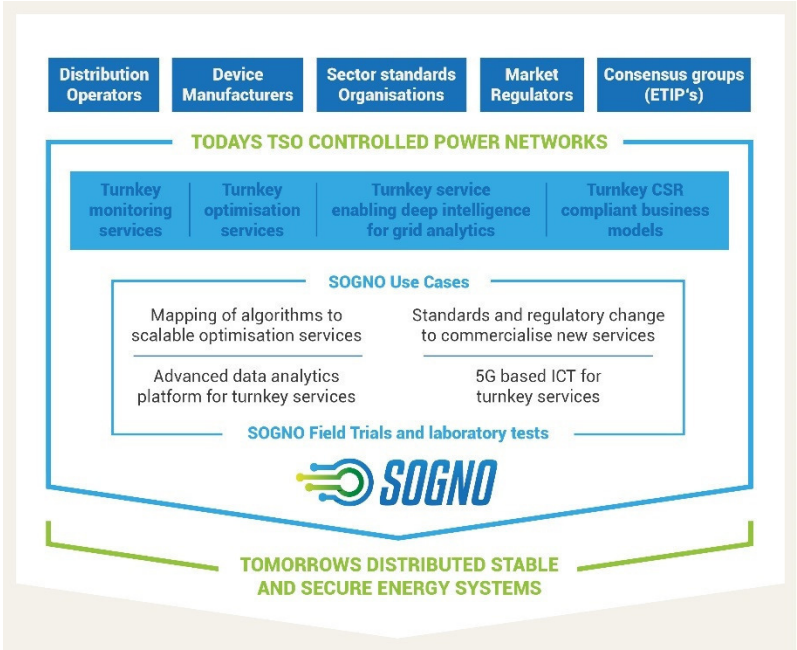


Figure 2.12 The SOGNO Concept and Approach

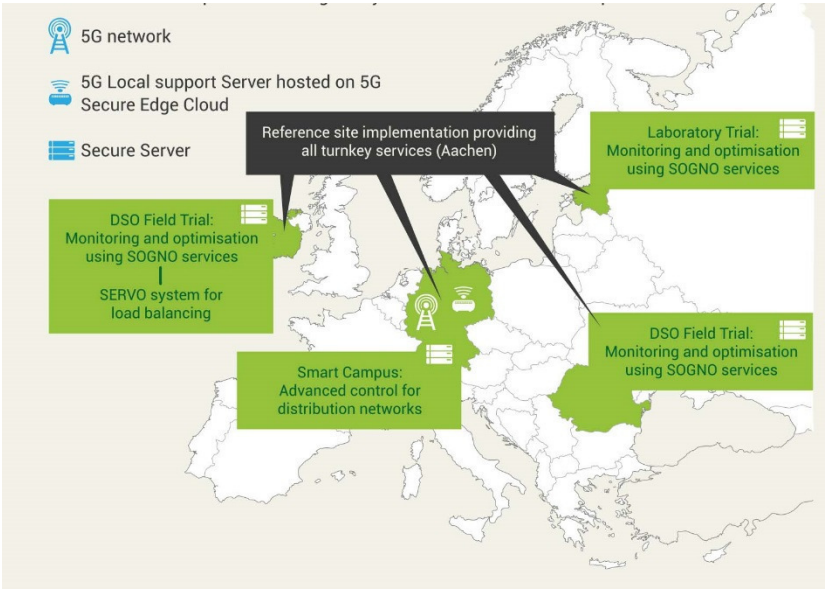


Figure 2.13 Map Trial Sites

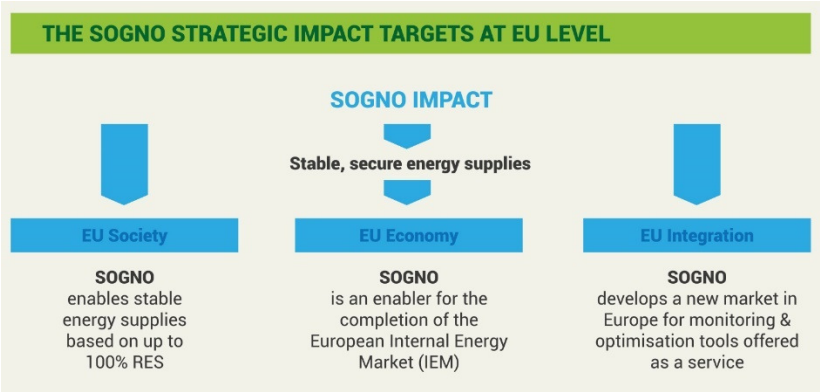


Figure 2.14 The SOGNO Strategic impact targets at EU Level

### 2.2.6 Give away

The SOGNO give away green and black tea with the slogan “Take a short break and let the SOGNO system work for you” was distributed in November 2018 at the European Utility Week in Vienna.



Figure 2.15 Teaflyer



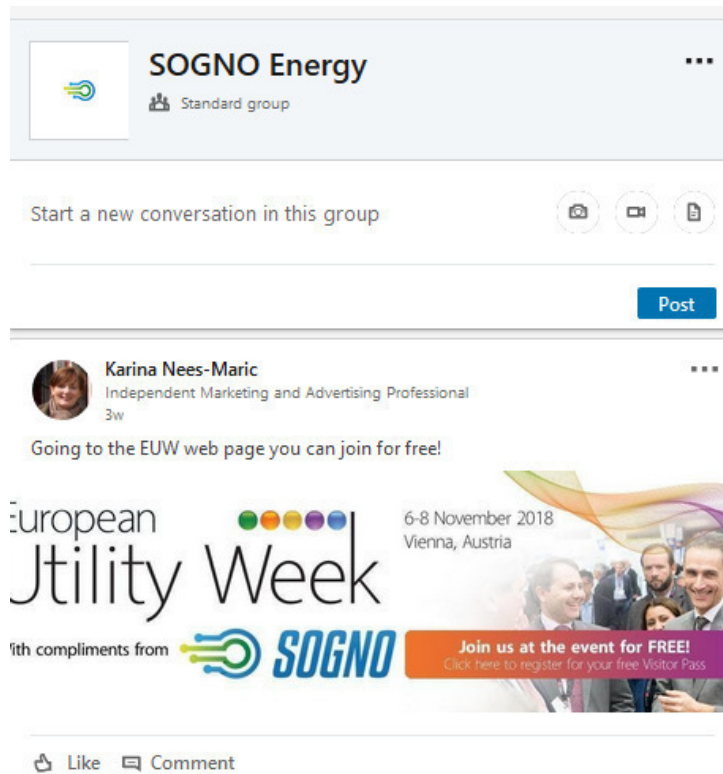
### 3. Social Media

Dissemination of the SOGNO activities and results is also carried out using social media. Twitter and Linked-in accounts were created to this purpose. The project partners are regularly posting news from events or conferences they are visiting and are re-posting related news from other projects.

#### 3.1 Twitter



## 3.2 Linked-In



## 4. Conclusion

The deliverable provides an overview of the marketing material developed in the first project year. SOGNO has managed to create unique design material which supports all dissemination activities and clearly transports the messages of the project to the different target groups.



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## **ANNEX 1 Presentation of the 2 design proposals**



Das breite Ende des Blitzes steht für die angekommene Gesamtenergie. Diese wird durch SOGNO auf einem gleichbleibenden und verlässlichen Level gehalten und langfristig kontrolliert – dies ist durch den verlängerten, geraden Balken symbolisiert. SOGNO führt zu gezielter Energiekontrolle.

Die Spitze Des Blitzes ist die Bündelung der Energie, hier wird die Energie weitergegeben oder verarbeitet.



Während die sonst übliche Farbe für den Blitz gelb ist, angelehnt an die tatsächliche, helle Himmelserleuchtung der Entladung, ist dieser bei SOGNO grün, da sich hier auf erneuerbare Energien und deren Steuerung und Analyse konzentriert wird.

Blitz = geläufiges Icon für Elektrizität und damit verwandete Themen



Das sonst zweidimensionale Icon wird dreidimensional, um die durch SOGNO verknüpften Mehrwerte und erweiterten Möglichkeiten nahbar und plastisch greifbar zu machen.

Aus der flachen Nutzung der gewonnenen Energie und der passiven Position bei Netzschwankungen wird ein aktiver und beweglicher Prozess, der die Realtime-Reaktion im dreidimensionalen = realen Raum ermöglicht.



Das stilisierte und individuelle SOGNO-Logo kann zudem als S oder 5 interpretiert werden; S ist der Anfangsbuchstabe von SOGNO, das Wort SOGNO hat 5 Buchstaben.



C 0  
M 18  
Y 85  
K 0



C 50  
M 0  
Y 100  
K 0



C 75  
M 0  
Y 100  
K 0

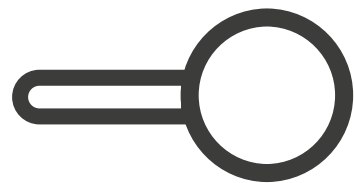


C 0  
M 0  
Y 0  
K 90



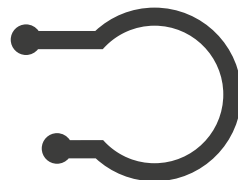
C 0  
M 0  
Y 0  
K 80

**SOGNO : GRAFIKA FONT**  
**POWERFULL BOLD INDIVIDUAL**



Lupenähnliche  
Untersuchungen  
& Kontrolle der  
erneuerbaren Energie

+



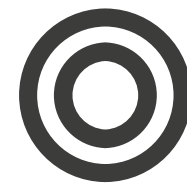
Umverteilung  
ohne Verlust/  
Einspeisung in  
den Stromkreislauf

+



Elektrizität/  
Technologie  
in der Verteilung

+



Große und kleine  
Netzwerke / Abnehmer



SOGNO leistet Hilfestellung bei der Kontrolle erneuerbarer Energien und kann nahezu in Echtzeit reagieren.

Im Logo wird der Kreislauf der Energiezufuhr und -abgabe dargestellt. Die Energie wird gezielt umgeleitet, sowohl in kleinen Netzwerken/Kreisläufen, als auch in größeren; dies ist ebenfalls durch das Logo dargestellt. Die Überwachung der erneuerbaren Energien soll dank SOGNO wie mit einer Lupe untersucht werden, um schnelle Reaktionen zu ermöglichen - die Lupe ist im Logo ebenfalls in der Form zu finden.

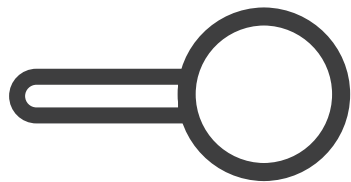
Als Farben wurden hier verschiedene Grüntöne gewählt, die für die erneuerbaren und natürlichen Energiequellen stehen.



C 50		C 90		C 90
M 0		M 0		M 30
Y 90		Y 90		Y 95
K 0		K 25		K 30

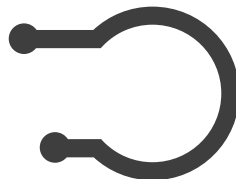


***SOGNO : KENYAN COFFEE FONT***  
***POWERFULL BOLD HIGH INDIVIDUAL***



Lupenähnliche  
Untersuchungen  
& Kontrolle der  
erneuerbaren Energie

+



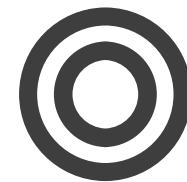
Umverteilung  
ohne Verlust/  
Einspeisung in  
den Stromkreislauf

+



Elektrizität/  
Technologie  
in der Verteilung

+



Große und kleine  
Netzwerke / Abnehmer





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Als Farben wurden natürliche Farben gewählt, die für Sonne, Wasser und natürliche Energien stehen.



C 6	C 5	C 50	C 90	C 90	C 70	C 85
M 7	M 0	M 0	M 0	M 30	M 15	M 50
Y 10	Y 90	Y 90	Y 90	Y 95	Y 0	Y 0
K 0	K 0	K 0	K 25	K 30	K 0	K 0



***SOGNO : KENYAN COFFEE FONT***  
***POWERFULL BOLD HIGH INDIVIDUAL***