



I DO

Branding strategy

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The project

Description

The ACCENT (Action on Climate Change through Engagement, Networks and Tools) project coordinates a European action on climate change, engaging the public inside and outside of science centres and museums across Europe throughout 2010.

ACCENT is a project gathering and coordinating the practices in science communication and public engagement about climate change issues in 15 partner institutions, and further afield. These organisations (science centres, museums, aquaria, zoos and natural history museums) are known for their role as centres of learning and wonder. But in recent years these institutions have transformed into places for debate and discussion; a space where the public and the scientist can come together and exchange experiences and points of view.

Awareness of the importance of climate change is now widespread across Europe. **The challenge now is to engage the public, scientists and policymakers to take action.** Science centres and museums are the ideal space for this engagement.

1. A large range of **activities** –organised by science centres and museums– engaging the public in the issues of climate change (exhibitions, exhibits, school labs, science demonstrations, participatory games, teacher training sessions, lectures and debates) will take place accross Europe in 2010.

2. The project partners surveyed the available **scientific data** and **best practice activities** on public engagement on climate change, in order to select those that are most relevant for the purpose of this project, under the supervision of a Scientific Advisory Board of experts.

3. Materials related to these activities are shared in the project through the **online resource centre**, and used to structure the project's activities taking place in 2010. The website hosts a **dynamic calendar** of climate change news and activities taking place across Europe, promoting and informing on these events. The website also features **a resource centre for professionals** in climate change communication, where individuals can share and search for downloadable tools and resources for use in public engagement activities. The website is a **space for online debate** about the issues that matter to the European public on these subjects.

The project is launched on December 14th 2009 at Experimentarium, Hellerup, Denmark, in the context of the COP15 United Nations Climate Change Conference, Copenhagen.

The project

Partners

The ACCENT consortium is made up of 15 partners from across Europe, including 13 science centres, museums and aquaria. The project is also open to European institutions who would like to get involved.



ACCENT is supported by the Science in Society programme of the European Commission's Framework Programme 7.

If you need further informations about the application of the guidelines:
Ecsite Executive Office
T +32 2 649 73 83 - info@ecsite.net

The project partners are:

- Fondazione IDIS-Città della Scienza, Naples, Italy
- Ecsite, the European Network of Science Centres and Museums, Brussels, Belgium
- Observa – Science in Society, Asiago, Italy
- Aquarium of Genova, Genova, Italy
- Heureka, the Finnish Science Centre, Vantaa, Finland
- University of Lapland – Arctic Centre, Rovaniemi, Finland
- Techniquet, Cardiff, UK
- Technopolis®, the Flemish Science Center, Mechelen, Belgium
- Universeum, Gothenburg, Sweden
- Teknikens Hus, Lulea, Sweden
- Nausicaa, Boulogne, France
- Experimentarium, Copenhagen, Denmark
- AHHA, Tartu, Estonia
- The Israel National Museum of Science, Technology & Space, Haifa, Israel
- Bloomfield Science Museum, Jerusalem, Israel

The project message

Objective

The project objective is to encourage action by individuals on climate change.

The first step in developing a branding strategy for Accent was to deliberately abandon an incomprehensible acronym for its target audience and to select a name in keeping with the objective.

The public has been inundated by campaigns to raise awareness of environmental issues for decades, and this is currently very concentrated. Most people are aware of climate change and are ready or almost ready to act. It did not seem necessary to stress what is known, but to focus the search for the name on an analysis of accountability, acting out of personal commitment. This research aimed to speak directly to each person to make him or her act.

This led the consortium partners to adopt a name and a slogan embodying individual commitment, in a question/answer. The slogan is a question, and the project name is the definitive answer:

**Do you commit
to action on
climate change?
I do**

With the words “I do,” we make a lifelong commitment to tackle the causes of climate change. Throughout Europe, science centres and museums invite the public and scientists to come together and discuss the issues at stake. This campaign brings these institutions together, promoting and furthering the European debate on how to tackle this global issue.

To enhance this offer through the application of a graphic identity to the project, the following pages allow great flexibility for partners who wish to customise their activities. Indeed, the slogan questions are open (subject to certain rules) as long as it serves the project and that their only response is “I do”.

The language of each organisation, and therefore each target audience, may be used freely to produce questions and answers. This specificity is another way of being close to the individual (as well as the direct nature of the question).

The project message

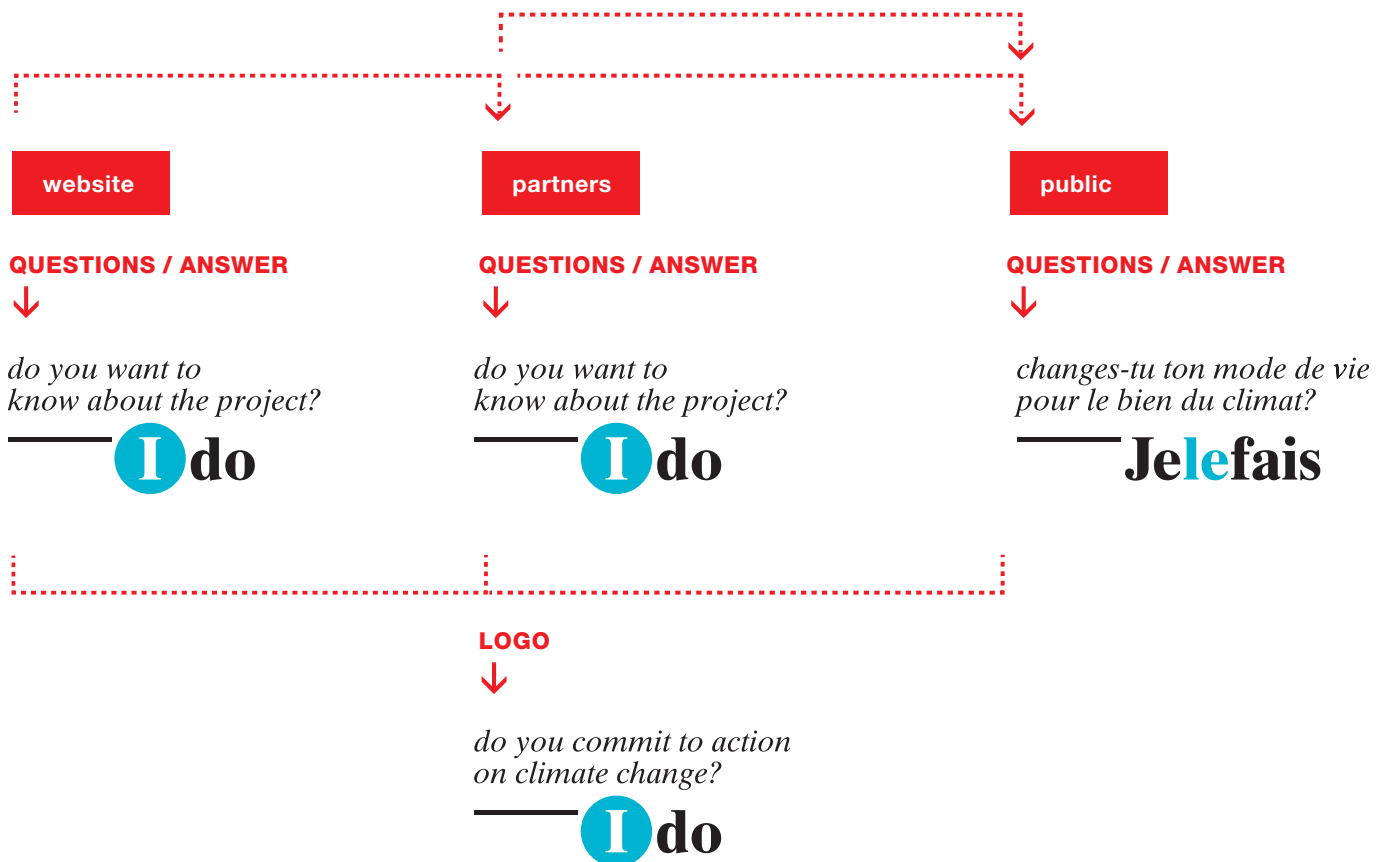
Branding and Languages

On the website, where a section will be restricted to partners and a section will be open to the public.

Language :
Only English will be used on the website, but the questions are multiple, provided they call a single response.

On the promotional materials of project activities, so on a local level.

Languages :
The choice of language is at the discretion of the partner for the promotion of its activities (subject to certain rules) but the signature of the project (the logo) is a single generic question and answer in English.



This table gives an overview of the ways in which the brand message can be applied.

The project message

Visuals

The message was designed to live alone without coexisting with images or illustrations. This radicalism is by choice, and allows the project to stand out from many other activities that use and abuse hackneyed images which no longer obtain a response from the public.



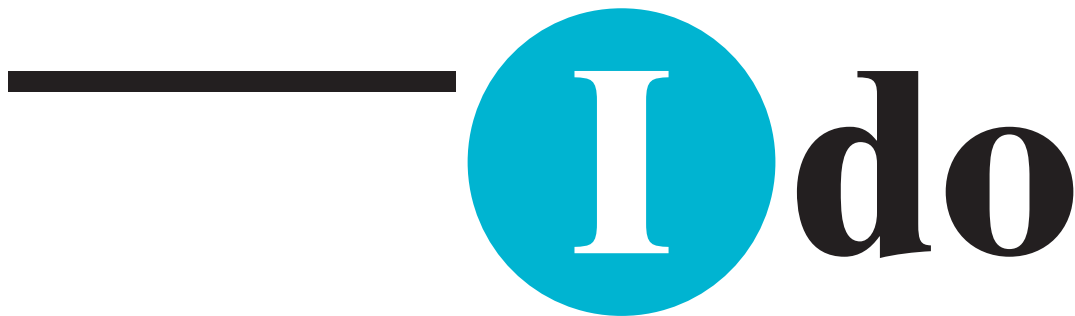
The project identity

1. Generic logotype

1.1 Generic content :

The generic logo will be on all media communications and promotion of the project, either as the main header (when it comes to general promotion of the project such as the brochure or the website entrance), sometimes as a signature (when it comes to media promotion activities, circulated locally).

*do you commit to action
on climate change?*



The project identity

1. Generic logotype

1.2 Generic composition :



The project identity

1. Generic logotype

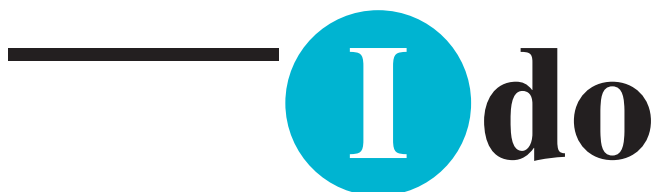
1.3 Typographic references :

Times Italic
Times Bold

*abcdefghijklmnopqrstu
vwxyz
1234567890
&€@
+ -* / ? ! " ' ()*

**ABCDEFGHIJ
KLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890
&€@
+ -* / ? ! " ' ()**

*do you commit to action
on climate change?*



Note :
For the **contents** of the **promotional materials** of project activities, don't use Times. The use of Arial or Helvetica is recommended.

The project identity

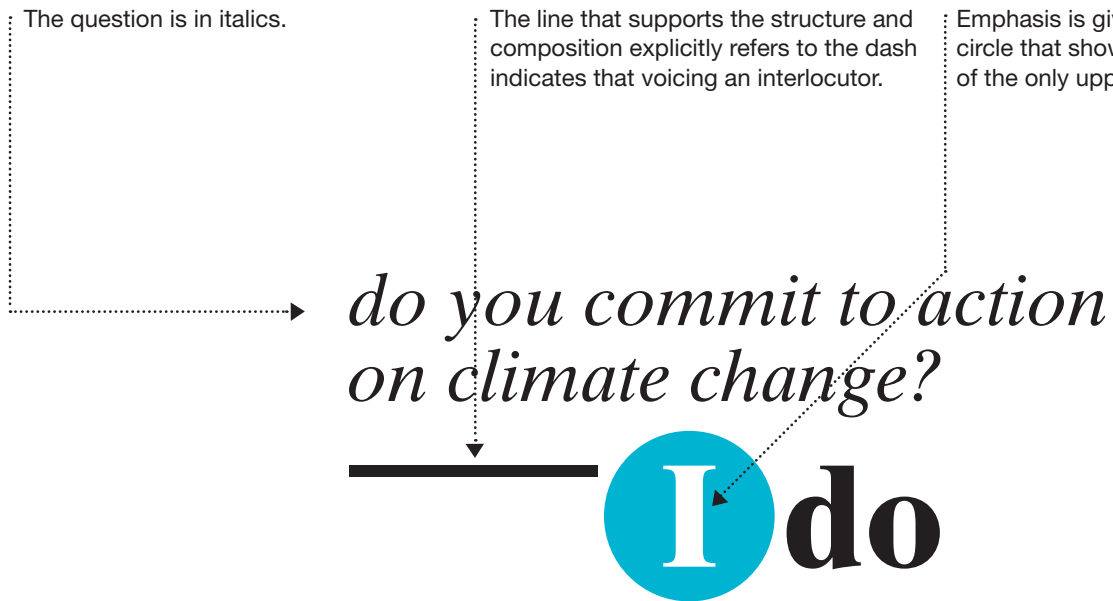
1. Generic logotype

1.4 **Graphic composition** : the whole graphic composition refers to dialogue.

The question is in italics.

The line that supports the structure and composition explicitly refers to the dash indicates that voicing an interlocutor.

Emphasis is given to the "I" (via the circle that shows, and through the use of the only uppercase the logo).



The project identity

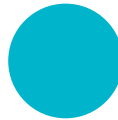
1. Generic logotype

1.5 Chromatic references :

*do you commit to action
on climate change?*



FILE N°: IDO-01



C M Y K
85 - 18 -



C M Y K
- - - 100

*do you commit to action
on climate change?*



FILE N°: IDO-02



PANTONE
3125



PANTONE
Process Black

*do you commit to action
on climate change?*



FILE N°: IDO-03



R G B
0 158 179
009eb3



R G B
0 0 0
000000

*do you commit to action
on climate change?*



FILE N°: IDO-04



C M Y K
- - - 100

The project identity

2. Logotype variations

2.1 Variations in English :

The generic logo appears on all communication and promotional materials, sometimes as a main heading, always as a signature. (see p.7).

But the identity of the project was designed to be broken down through multiple (and endless) combinations of questions, which can be more or less strong, dynamic and daring according to the topics.

The English versions are reserved for partners only (the brochure, the restricted access area on the site) and partly to the general public (the public area of website).

A. CONTENTS:

- Ensure they speak directly to the individual
- Ask a relevant question, which calls for a commitment
- Build the question so the answer is ALWAYS "I do".

B. FORM:

- Respect the proportions and alignments below
- Compose questions of two lines minimum, three lines maximum
- Simply use the Times font on your computer.

*do you commit to action
on climate change?*

— **I do**

T 42 pt

A 43,5 pt

Template for your beginning composition, based on a question of a size of 42 points.

FILE N°: IDO-08

The project identity

2. Logotype variations

2.2 Examples/Counter-examples:

*do you want to save
climate before bedtime?*



Right way to do.

*do you agree to change
your life for the climate?*



Right way to do.

*do you want
to be part of the story?*



Right way to do.

~~*We want to take care
of the planet*~~



YOU MUST :

- Address a single individual
- Ask a question
- Respect the shape of the logo

~~*are you ready?*~~



YOU MUST :

- Formulate a question that calls for a commitment
- A question whose answer is ALWAYS "I do"
- Respect the shape of the logo (Minimum 2 lines)

~~*do you love the planet?*~~



YOU MUST :

- Formulate a question that calls for a commitment and leads to action
- A question whose answer is ALWAYS "I do"
- Respect the shape of the logo (Minimum 2 lines)

The project identity

2. Logotype variations

2.3 Variations in other languages

The flexibility of identity is even more important when we consider the level local, the promotion of specific activities organised by partners for their public.

There will be a possibility to create a set of questions answered in the language of the audience, subject to rules governing the English versions (see p.12-13) and adding some others specific to a multilingual implementation of basic principles.

A. CONTENT:

- Ensure you address the individual directly
- Ask a relevant question, which requires a commitment
- Build the issue so that the answer is always the closest equivalent of "I do".

B. FORM:

- Respect the proportions and alignments below
- Compose questions of two lines minimum, three lines maximum
- Apply alternating colours black and blue to the answer (black, blue, black, blue, etc)
- Simply use the Times font on your computer.

*changes-tu ton mode de vie
pour le bien du climat?*

———— **Je**le**fais**

For example in french.

.....
.....?

———— **A**bc**d**

When the answer is in one word, apply alternating colours black and blue to the letters.

*changes-tu ton mode de vie
pour le bien du climat?*

———— **Je**le**fais**

T 42 pt
A 43,5 pt

T 84 pt

The project identity

3. Logotype usage

3.1 Background printing :

The logo should always be placed on a background which gives a good readability. If it is possible to choose the background, do so to provide good contrast for the logo.

*do you commit to action
on climate change?*



White Background
FILE N°: IDO-01

*do you commit to action
on climate change?*



Mid-range background colour
(make sure the blue is still readable)
FILE N°: IDO-01

*do you commit to action
on climate change?*



Dark background
(make sure the blue is still readable)
FILE N°: IDO-06

*do you commit to action
on climate change?*



When the background is in the same
color of the logotype, use the negative
version.
FILE N°: IDO-05



When in doubt, use a white
background. X = minimum space.
FILE N°: IDO-07

The project identity

3. Logotype usage

3.2 Size and relations :

This is a difficult context, where aesthetic differences compete. We often note that order and size are defined by the space we give each logo.

Minimum size :

The size of the medium, the design choices and other information - often too much - leads people to reduce the size of logos.



X = Minimum size - 5 mm in diameter

Coexistence with other logos :

When the logo is placed alongside other logos, care must be taken to allow a minimum space to avoid visual conflict.



X = minimum space