Project Acronym:	FEMTOSURF
Project Full Title:	Functional surface treatments using ultra-short pulse laser system
Grant Agreement:	825512
Project Duration:	1 January 2019 – 31 December 2021

Interim COMMUNICATION KIT

Work Package:	WP8 - FemtoSurf Dissemination & Communication
Deliverables	D8.6
Lead Beneficiary:	Femtika
Due Date:	Month 18
Deliverable Status:	Final
Deliverable Type:	R
Dissemination Level:	PUBLIC
File Name:	FemtoSurf-Exploitation-Business

FEMTOSURF Consortium

PHOTONICS PUBLIC PRIVATE PARTNERSHIP

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This project is funded by one of the calls under the Photonics Public Private Partnership (PPP) (www.photonics21.org)

Participant No	Participant organization name	Country
1 (Coordinator)	Femtika	Lithuania
2 Partner	Amphos	Denmark
3 Partner	FORTH	Greece
4 Partner	SUPSI	Switzerland
5 Partner	ROLLA	Switzerland
6 Partner	Aerea	Italy
~~7 Partner~~	~~Sintea Plustek~~	~~Italy~~
8 Partner	MTC	United Kingdom
9 Partner	Heliotis	Switzerland
10 Partner	Ramteid	Germany

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Revision Control

Version	Status	Modifications made by
0.1	Initial Draft	Femtika
0.3	Final improvements	Femtika
1	Submission to the EC	Femtika
2	Update based on 1st review Report	Femtika

1. Contents

1. Introduction

The main objective of FemtoSurf project is to develop, test and demonstrate industrial-grade solid-state 2-3 kW-level fs laser with parameters suitable for metal surface patterning applicable in industrial settings. FemtoSurf industrial-grade 2-3kW-level fs laser will be integrated in propose-built optical chain enabling multi-beam processing (several simultaneous beams) with individually tailored spatial distributions in each laser spot, integrated into a fully automated processing setup for efficient patterning arbitrary shaped metal components with sizes exceeding several meters while retaining micrometer level precision and on-the-fly quality assessment (zero faulty parts delivered).

Project description

Creating 3D patterns on surfaces changes their properties and the way they interact with other materials. Ultrafast lasers are proving particularly promising in this realm. Surface features on scales from nanometer to millimeter sizes can be controlled to fine-tune functionality and performance in numerous applications from aerospace to biomedicine with particular interest in wettability, attraction and repelling. The FemtoSurf project has a bold idea for these tiny patterns. The project partners are developing the technology to enable the simultaneous several beams of ultrafast laser beam for surface patterning. When integrated into an automated industrial setup, the system will enable patterning at the micrometer scale in components exceeding several meters in length. This technology will open the door to exciting possibilities to optimize aerodynamics in large structures such as planes, ships and implants.

The document scopes

The present document is the Interim communication kit of the FemtoSurf project (Grant Agreement No.: 825512), funded by the European Union's Horizon 2020 Research and Innovation programme (H2020).

This visual Identity Guide has been designed to ensure that throughout the 3 years of operation of the FemtoSurf project the members of the project consortium can prepare their communication materials in a coherent way. This manual includes usage rules of the communication elements aimed at promoting the FemtoSurf project and acknowledgement of the EU funding. These visual identity guidelines are in line with the obligations of beneficiaries regarding information and communication and dissemination measures included in Articles 29 and 38.

2. FemtoSurf logo

2.1. Primary colors

CMYK 0-77-98-0	CMYK 69-47-42-30
RGB 240-90-34	RGB 84-102-111
WEB #F05A22	WEB #54666F

2.2. Logo in monochrome

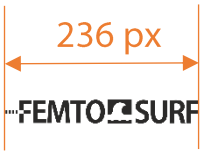
Black or white version of the logo should be used whenever the full-color version of the logo cannot be applied. For example:

- On dark or motley background;
- When the background color is similar to the colors of the logo;
- In monochrome print, such as documents.

2.3. Minimum size

When decreasing the size of the logo, it is important to retain clarity and readability.

Below are the acceptable minimum sizes of the logo for the usage in print and on the web.

Minimum logo size 20 mm x 2,5 mm	
Minimum size in print	Minimum size on the web
	

2.4. Logo clear space

Shown bellow is the minimum distance around the logo that must remain clear of any other graphic elements or texts. It is also the minimum distance from the logo to the edge of the page.

Clear space around the logo separates it from other graphic elements, complicated visuals and texts in order for the logo to remain clearly visible and presentable.

The basis for clear space is the height of the logo.

2.5. Logo on photo background

When using the logo on photo backgrounds it is important to ensure its visibility and recognition.

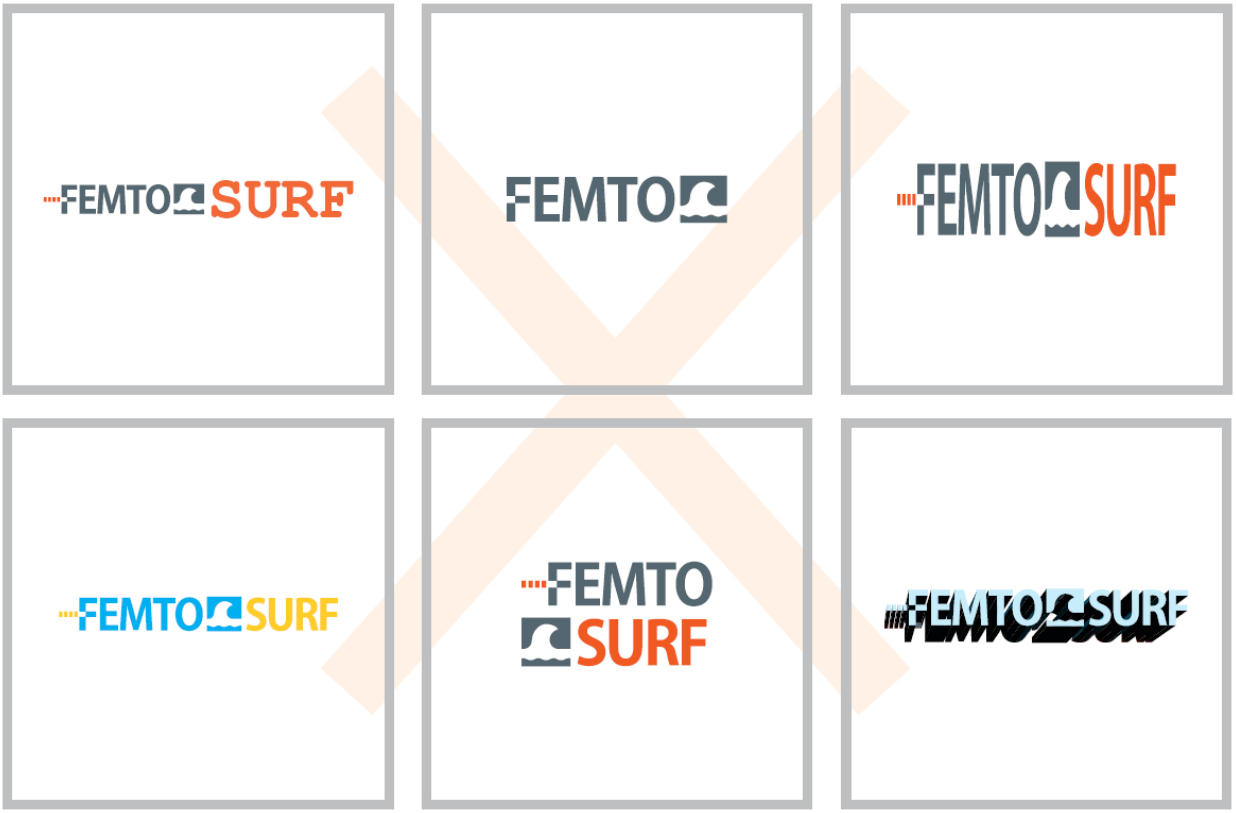
White or full-color version of the logo should be used on photo backgrounds.

The appropriate version is chosen by creating a contrast between the logo and the background.

2.6. Protection of logo integrity

The background must not compromise the readability and visibility of the logo.

The logo should not be altered in any way such as changing its typography, proportion, adding or removing elements, using additional effects or changing it colors.



2.7. Typography

Typography is one of the main elements in creating the visual identity of an organization within all means of communication.

For the FemtoSurf project the font Myriad Pro was chosen.

The font is used in creating all means of visual identity, press projects, presentations, internet communication, etc.

3. Design elements

These design elements are created for the use in various design production to retain and strengthen the recognition of project identity.

The design elements are made based on the logo in order to complement it and maintain the same style and idea.

Examples of usage:

4. Email templates

Newsletter / invitation

Logo: *email_header. jpg*

Heading: Myriad Pro Bold, FemtoSurf orange

Text: Myriad Pro Regular, black

Signature

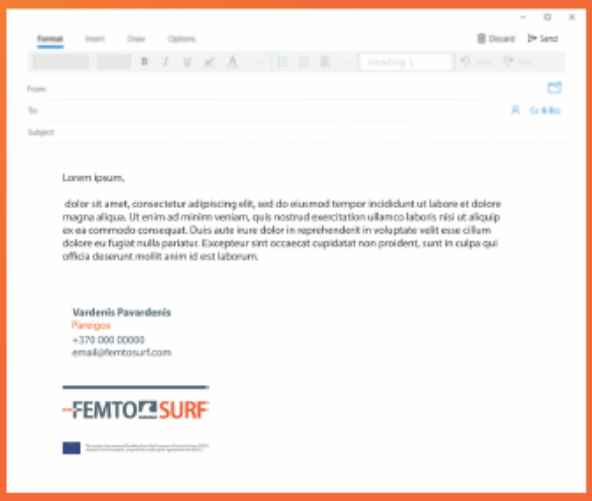
Text: Myriad Pro Regular, black

Name, surname: Myriad Pro Bold, FemtoSurf gray

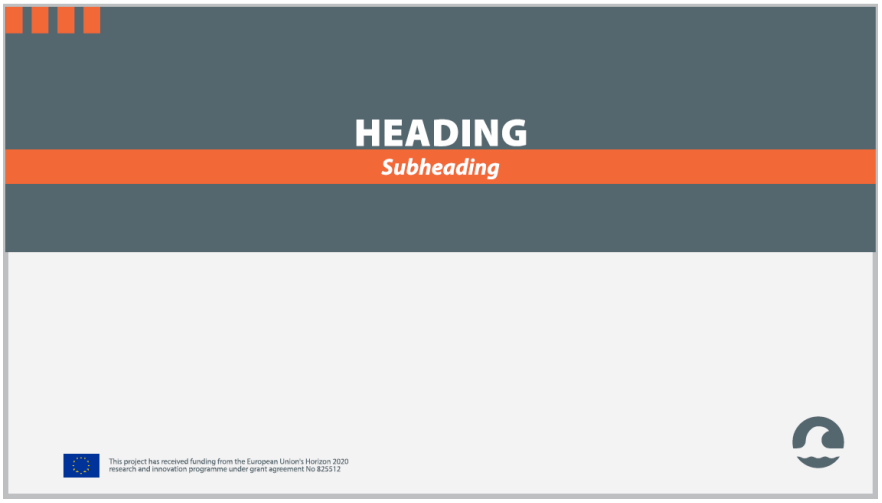
Position: Myriad Pro Regular, FemtoSurf orange

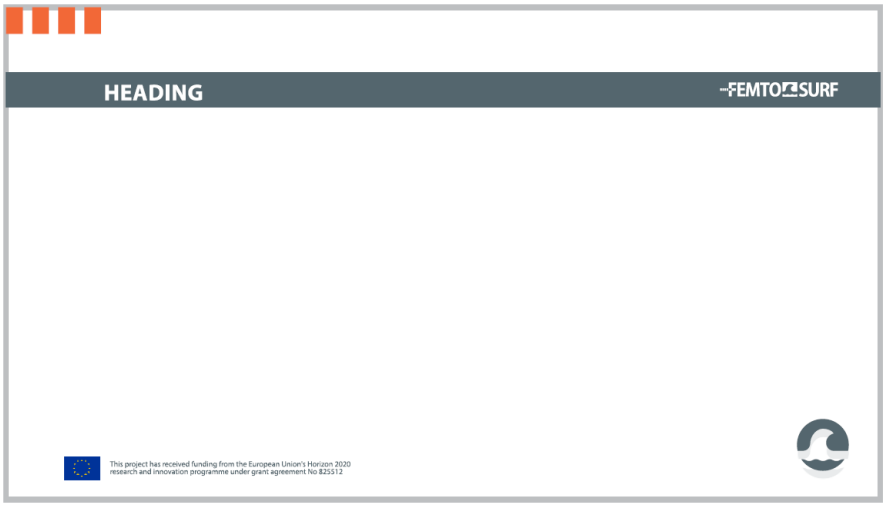
Contact information: Myriad Pro Regular, FemtoSurf gray

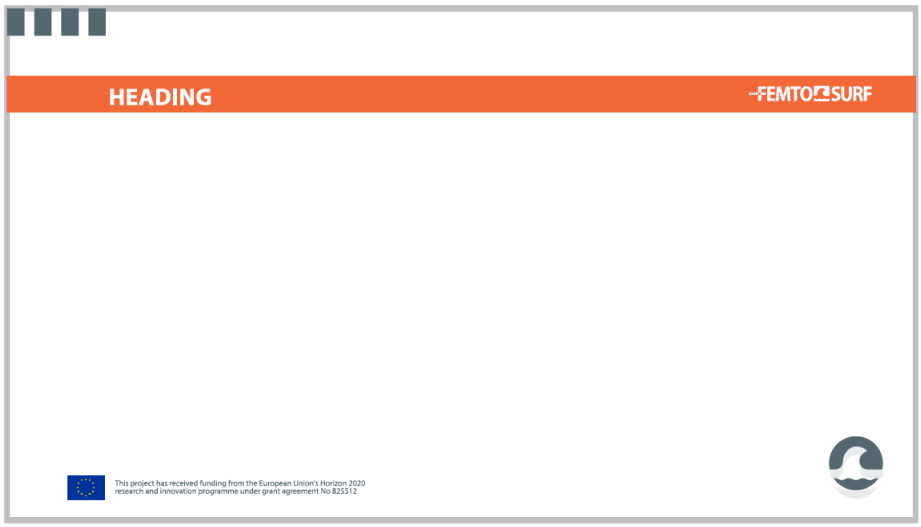
Logo: *email_footer. jpg*



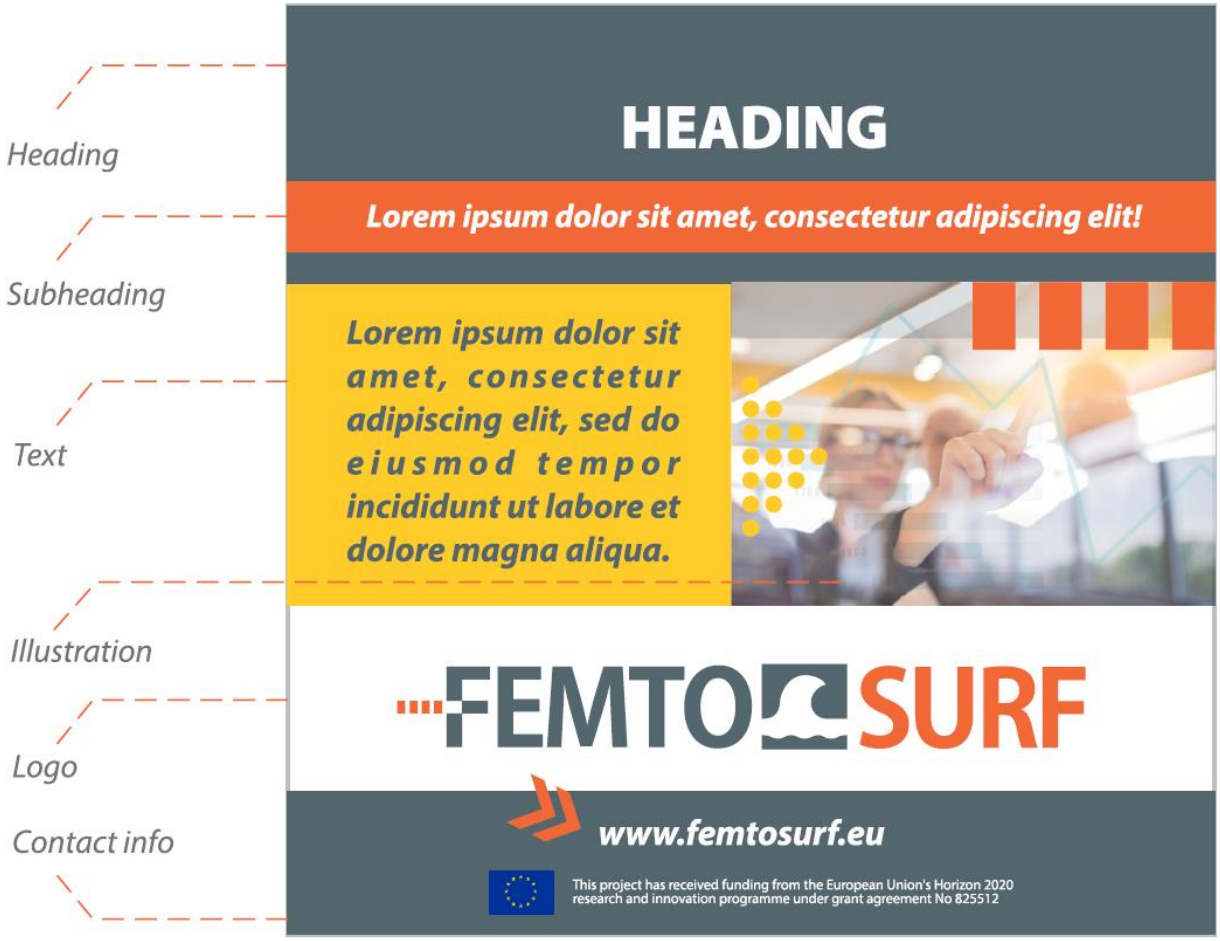
5. PPT templates







6. Newspaper print template



The newspaper print template has been used in order to inform about the FemtoSurf project. These brochures could be used as an example of what kind of information can be used, how many text the brochure should contain, what pictures are preferred to be used (the same as in femtosurf.eu web page in order to remain visual identity).

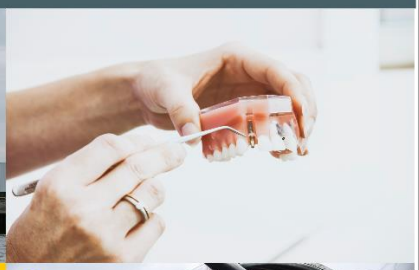
7. X-banner template

The X-banner template has been used in order to inform about the FemtoSurf project. This brochure could be used as an example of what kind of information can be used, how many text the brochure should contain, what pictures are preferred to be used (the same as in femtosurf.eu web page in order to remain visual identity).

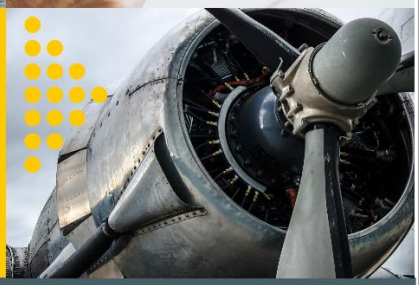
FEMTOSURF

Femtosecond laser 3D surface micro-structuring

The overall concept of the project is the development of a system for the treatment of large 3D surface areas using kW-level femtosecond laser



Anti-bacterial,
self-cleaning, anti-fouling,
anti-icing surfaces,
friction reduction,
heat dissipation



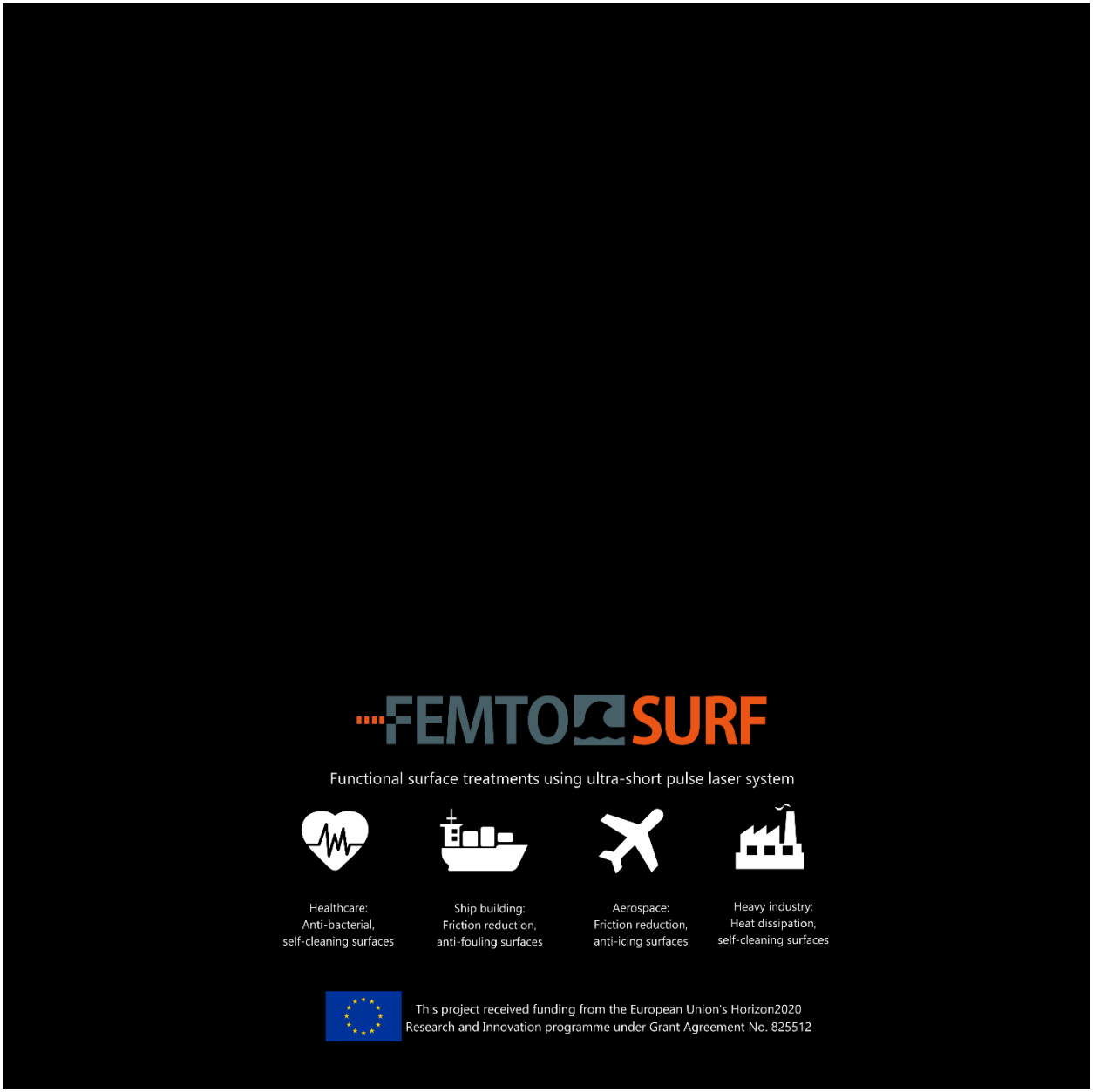
www.femtosurf.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825512

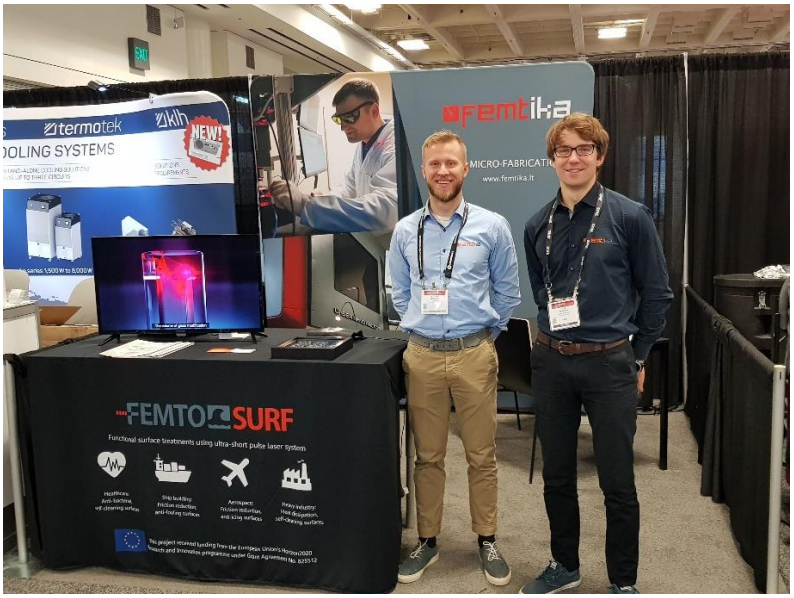
8. Other design examples

During the project, there were an additional design elements created that could be also used for FemtoSurf communication and dissemination activities.

The informational FemtoSurf tablecloth was designed:



The example how the tablecloth was used in the Photonics West 2020 exhibition in Femtika booth:

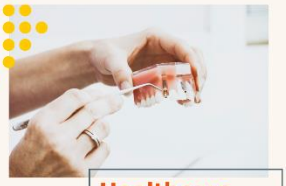


What is more, the design of entire exhibition booth dedicated for the communication and dissemination of FemtoSurf project was created, remaining the main colors, design elements, fonts described in this document. This design can be also used as an example for future booths. This example was presented in the online exhibition LPM 2020 (Laser Precision Microfabrication).

Design elements that were used in this exhibition booth:

FEMTOSURF

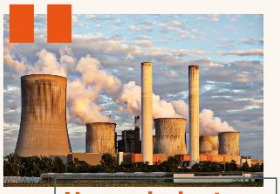
Femtosecond laser 3D surface micro-structuring



Healthcare
Anti-bacterial, self cleaning surfaces

Ship building
Friction reduction, anti-fouling surfaces

Aerospace
Anti-icing properties, friction reduction



Heavy industry
Heat dissipation, self-cleaning properties

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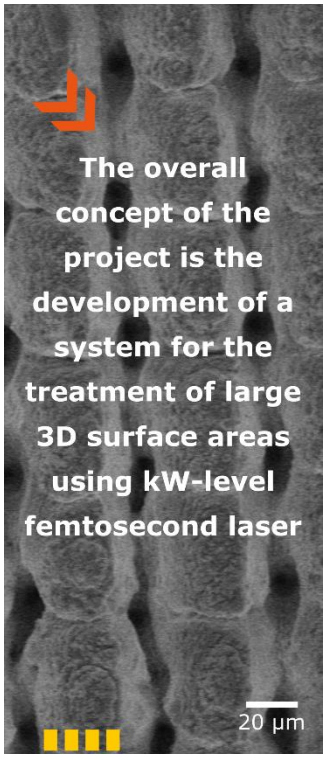


www.femtosurf.eu

Project partners:

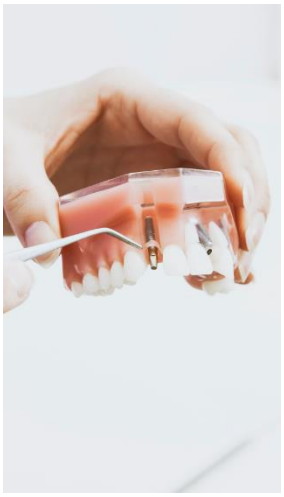
femtika · AMPHOS · SUPSI · FORTH · heliotis · AEREA · ROLLA · sintea · RAMTEID · mtc

9. The example photos

Here are provided the photos and pictures that are preferred to be used in the communication material. These photos are already used in FemtoSurf web page.











10. Conclusions

This Interim Communication kit will be updated during the project, based on the needs and the results achieved. However, the main principles described in this document will remain the same in order to maintain the unified design and visual identity.