

D5.2. Common MOBI Design

Project: MOBI – Promoting smarter mobility to employees		Contract number: IEE/12/738/SI2.644749
Type of report: Deliverable		http://www.mobi-project.eu
Project Duration: 3 years	Report date: 09/01/2014	Status of Deliverable: final
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Co-funded by the Intelligent Energy Europe
Programme of the European Union

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1 Introduction

In D5.1 Communication and Dissemination Plan the rationale for the common design was already explained. The project will benefit from having a uniform design which enables partners to brand MOBI as a project and F5T4 as a product in a the wider MOBI-campaign. All communication actions, dissemination activities and materials will be easily identifiable as being part of the MOBI-campaign.

The Common Design is derived from the graphic work that was already done by Organiq for the initial Dutch Van5Naar4-game. However, a clear distinction was made between F5T4 and the Mobi-project by hosting separate websites and creating separate logos.

The Common Design is relevant for:

- The logo
- The website (see also D5.5 for more info)
- The brochure
- The leaflet / flyer
- The poster
- The social media profile (see also D5.4. for more info)
- Office templates
- Miscellaneous visuals

In the next chapter, each of the above bullet points will be explained and illustrated with concrete examples or screenshots.



2 Common design

2.1 Logo

As said before, there's a need to make clear to our clients that MOBI is the overarching campaign or project and the F5T4 is the online game we want them to play. Therefore, it was decided to have separate logos for the project and the game. Because the partners will use promote the game in a national context, the F5T4 logo was translated into national languages. The MOBI-logo was kept unique since it will be used in a more international context.

The MOBI-logo consists of the word MOBI in light green capital letters. The strapline "promoting smart mobility to employees" clearly states the objective of the project and is short enough to be easily remembered. Two versions can be used: one with the strapline placed next to the logo, and one with the strapline placed under the logo.



The F5T4-logos bear the strapline "The mobility game" as it is one of the first games that focusses on mobility behaviour and modal shift when commuting as much as F5T4 does.



BG



PT



RO



For Romania the English logo will be used as ABMEE is convinced that an English logo is more attractive for companies and appeals to an international setting.

2.2 The website

The MOBI-website can be visited at <http://www.mobi-project.eu>. The website consists of a landing page which offers general info about the objectives and the partners, downloads and contact possibility. Next to that, every partner country has a dedicated website for promoting F5T4 in the national language. These sites can be accessed via the landing page by using the buttons on the homepage; For more info, I would like to refer to D5.5.



It's a simple formula: every week, 1 day smarter commuting

Choose your country



2.3 Brochure

A glossy, full-colour, 6-page brochure was designed and translated into the 6 partner-languages. The main aim of this brochure is to inform employers about the game and the offer, raise awareness about the benefits that smarter commuting brings about and convince possible players to subscribe.

The brochure is meant to be distributed to those parties that show already an initial interest in the game, for example at meetings, dissemination activities, conferences, ...

2.4 Leaflet / flyer

A 2-sided, full-colour flyer was designed and translated into the 6 partner languages. The main aim of the flyer is to get as much info about the game and the offer in the shortest possible time span. It is meant to give the reader a glimpse of what F5T4 can do for him/her.

The flyer is meant to be distributed to possible interested parties when time appears to be short, or to be left at information stands or displays.

2.5 Poster

A full-colour poster was designed and translated into the 6 partner languages.

The poster can be used in two ways:

- As a promotional material to draw attention from possible interested parties
- As an internal awareness raising and communication tool in the company during the game

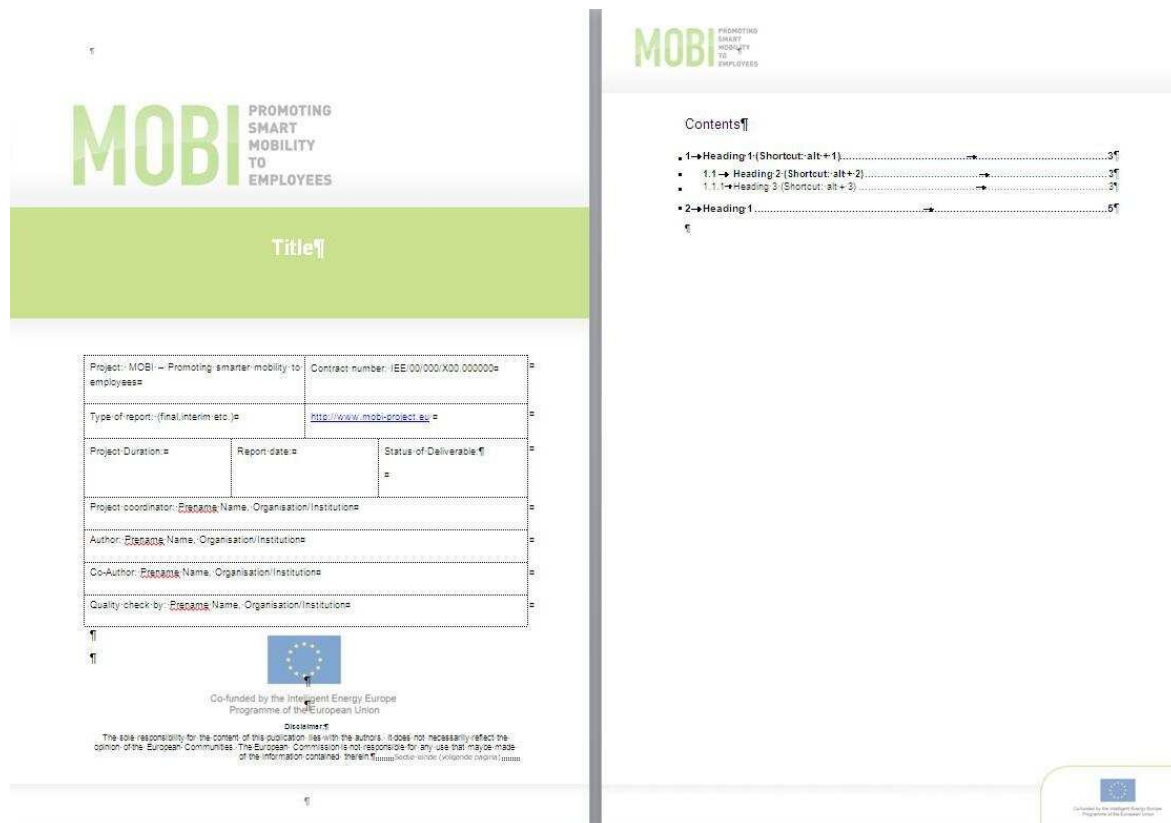
2.6 Social media profile

A dedicated social media profile was created using Facebook, Twitter and LinkedIn. Next to that, the Dutch MOBI-video is accessible via Vimeo. For more information and screenshot, please see D5.4.



2.7 Office templates

In order to standardise internal communication within the consortium and external communication with the Client and other stakeholders, the MOBI-project makes use of dedicated Office-templates in Word and Excel.



2.8 Miscellaneous visuals

A set of visuals was created and distributed amongst all partners to be used in dissemination messages, reports or other documents. These visuals are all of high quality and are ideal to make publications and / or documents more attractive for possible readers.



VAN5NAAR4
Hèt mobiliteitsspel van Nederland

[Speler 1](#) | [Mijn profiel](#) | [Uitloggen](#)

[OVERZICHT](#) | [INVOEREN](#) | [RANGLIJSTEN](#) | [STATISTIEKEN](#) | [TEAM MANAGER](#) | [FAQ & HELP](#) | [ADMIN](#)

Berichten

- Gefeliciteerd! Je hebt level 3 bereikt!
- Speler 2 heeft de bronzen fietskoning award gewonnen!
- Jouw [team](#) is afgelopen week gestegen van de 4e naar de 3e plaats!

[vorige](#) 1|2|3|4|5|... [volgende](#)

Mobi update

Vandaag wordt het heerlijk fietsweer!

Speel ook de mobiliteitsquiz en verdien extra punten voor jou en je team!

Reisgedrag

100% FILE MIJDEN

[Ga naar statistieken](#)

Week resultaat

100% FILE MIJDEN

[Ga naar statistieken](#)

Score

Speler 1 LEVEL 3
1024 pnt.

Awards

DEELNEMERS

Top 5

1. [Speler 10](#) 3088 pnt.
1. [Speler 6](#) 2231 pnt.
1. [Speler 3](#) 1875 pnt.
1. [Speler 9](#) 1532 pnt.
1. [Speler 2](#) 1532 pnt.
8. [Speler 1](#)

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- Ranking

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