



Qualification of innovative floating substructures for 10MW wind turbines and water depths greater than 50m

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<u>Authors</u>		<u>Organization</u>
Matthias P. Nowak		MARINTEK

<u>Contributors</u>	<u>Organization</u>
Members of Kick-off meeting	

Definitions & Abbreviations

PM Project Manager





Executive Summary

This document accompanies the making and delivery of the project logo.

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1 Introduction

It is custom for EU-projects to have a separate logo for branding. This is often a requirement, since EU-projects have many industrial and academic partners. Using the logo of a project partner is unfair; hence the solution is to use a separate logo for identification purposes.

During the pre-project planning phase it was determined to create an own logo. No further requirements were made.

2 Requirements

Even though the project partners have made no requirements on the details on the logo, the design of a successful logo has the following characteristics¹:

- Simplicity
- Uniqueness
- Relevance
- Memorable
- Focus
- Tradition or not following trends.

3 Design process

The process started with identification of the research subject. The LIFES50+ project focuses on the challenge of having wind turbines installed at water depths from 50 meter to about 200 meter, where structures fixed to the ground are no longer possible. The initial thoughts lead to **Error! Reference source not found.**

The impression of a sky is unnecessary and was removed in Figure 2. At the same time, the indication of a water level was removed and replaced by a symbol from a previous EU-project LEANWIND. At this point it was also made clear that this project focuses on floating structures, hence the fixed one was removed leading to Figure 3. Since this project does not have a direct connection with this project, the waves got replaced in Figure 4. This idea of a project logo was presented at the kick-off meeting.



Figure 1 first sketch



Figure 2 no sky



Figure 3 no ground



Figure 4 different waves

During the kick-off workshop several comments were made and a further iteration led to the following Figure 5 and Figure 6. Since the substructure is open to change, we omitted the triangle from the pre-

¹ <http://www.sitepoint.com/logo-design-101-six-tips-for-creating-iconic-logos/>



vious design. The “50+” of the project name denotes the depth; hence Figure 5 tried to symbolizes this by placing “50+” under the now single wave. Moreover, this project is part of the Horizon 2020 which aims at renewable energies. Therefore something green should be part of the logo. The blue of the logo so far corresponds to blue water. A greenish shadow supports the impression of being green. The turbine has been rotated to give space to the name. Moreover the wave has been changed again in order to create parallel tangents in the logo, which connects the elements visually. The wave and the turbine are no longer appearing to be distinct elements.



Figure 5 No substructure



Figure 6 Correct project title

So far the font in the logo has been “Berlin Sans”, which is based on Bezier curves. The wave and the turbine blades are also created using Bezier curves. This creates harmony and gives the impression that the written project name is an integral part of the logo. However, the distinct “S” reminds one of Flintstone and creates an untraditional impression. Hence, the decision was made to replace the font by a standard non-serif font Calibra.

4 Result

