D7.2 – Project Graphic Identity

Project Information

<table>
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<tr>
<th>Grant Agreement Number</th>
<th>646178</th>
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<tr>
<td>Project Full Title</td>
<td>Nanomaterials for conservation of European architectural heritage developed by research on characteristic lithotypes</td>
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<td>Project Acronym</td>
<td>NANO-CATHEDRAL</td>
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<td>Funding scheme</td>
<td>NMP-21-2014 Materials-based solutions for protection or preservation of European cultural heritage</td>
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<td>June, 1 2015</td>
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<tr>
<td>Duration</td>
<td>36 months</td>
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<tr>
<td>Project Coordinator</td>
<td>Andrea Lazzeri (INSTM)</td>
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<tr>
<td>Project Website</td>
<td><a href="http://www.nanocathedral.eu">www.nanocathedral.eu</a></td>
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Deliverable Information

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<tr>
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<td>Project Graphic Identity (LOGO), leaflet and poster</td>
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<td>WP no.</td>
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<td>WP Leader</td>
<td>WG</td>
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<td>Contributing Partners</td>
<td>-</td>
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<td>Nature</td>
<td>Report</td>
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<tr>
<td>Authors</td>
<td>Vanessa Mucci (WG)</td>
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<tr>
<td>Contributors</td>
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<td>Reviewers</td>
<td>Isella Vicini (WG), Maria Beatrice Coltelli (INSTM)</td>
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<td>M4 – 25/09/2015</td>
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Dissemination Level

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<td>PP</td>
<td>Restricted to other programme participants (incl. Commission Services)</td>
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<td>RE</td>
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<td>CO</td>
<td>Confidential, only for the members of the consortium (incl. Commission Services)</td>
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NMP-21-2014: Materials-based solutions for protection or preservation of European cultural heritage

Grant Agreement no: 646178
**Document Log**

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NMP-21-2014: Materials-based solutions for protection or preservation of European cultural heritage

Grant Agreement no: 646178
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1 Project graphic identity

1.1 Graphic identity: NANO-CATHEDRAL logo

A project logo (Figure 1) was created when NANO-CATHEDRAL was still at proposal stage.

![NANO-CATHEDRAL logo](image)

This logo was presented to and approved by the NANO-CATHEDRAL partners as the official logo of the NANO-CATHEDRAL Project at the kick-off meeting on 4th of June 2016 in Pisa (Italy).

The logo includes the name of the project (NANO-CATHEDRAL), its main concept intends to clear and to capture the attention of the audience. The image of the rose window is a typical element of the churches of the Gothic architectural style and also the font used for the “C” is clearly gothic. This seems to apply very well to an ambitious project with the aim to preserve and protect the European cathedrals.

Colours have been used to get a professional image.

The NANO-CATHEDRAL logo will be used for any (internal or external) deliverable, report and dissemination tools.

1.2 NANO-CATHEDRAL project brochure

The main objective of the project brochure (Figure 2) is to provide our audiences with an attractive and written project overview and a summary of the main project objectives and characteristics. To assist the dissemination effort, an attractive and professionally made brochure will be prepared by WG and published on the project website.

The brochure presents the goals of the project and the main (expected) findings. The text is designed taking into account not only experts, but also an interested non-specialist. It introduces the main mission and the goals of the NANO-CATHEDRAL project. Furthermore, it includes the website address and provides basic information on NANO-CATHEDRAL Consortium. All partners’ logos are also displayed.

A second version of the brochure will be implemented after month 18. This version will contain an updated content, with an overview of preliminary results, and a new layout for making it more attractive.

On the one hand the brochure can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand also an electronic version (e.g. PDF file) can be circulated. The brochure can be also downloaded from the project website.

Some leaflets may be translated into other languages than English by the Partners located in the local pilot sites, based on a master template which will be provided to the partners. The content of the leaflets has to be clear and easily understandable by the target end users.
OBJECTIVES

The objective of the Nano-Cathedral project is to provide “new tools” for restoration and conservation:

- Organic representations
- Inorganic representations (dendrimers)
- With a core-shell environmentally reactive approach
- With technology validated in real-word demonstration (industrial plan and mock-ups)
- Exploring results also in innovative stone restauration buildings

A general protocol will be defined for the identification of the mosaics and pictorial elements of the cathedrals, the identification of the degradation patterns, the evaluation of the causes and mechanisms of abatement and degradation, including the correlations between the relevant state of decay and the physical and chemical and irreplaceable conditions.

This project will contribute to the development of transnational cultural location and to the development of common European shared values and heritage. This in turn is a greater concern of European identity.

INNOVATION

The results of the project will provide both innovation in technology and rationalization of the conservation policy offering a renewed knowledge of the cathedrals system "intervention-based solutions" and of the durability threshold of these structures.

Innovative materials, such as nano-particle based consolidants and polymer nanocomposites based mortars will be developed.

In particular, the employment of nano-particles with different compositions will allow to provide methods for consolidations, protection and patinas developments, thus generating new paths for the diagnosis live-aid, providing long term conservation, ensuring the development of sustainable and compatible materials and methods.

APPROACH

Within the project, the assistance of experts coming from the field of geology, of materials science, of restoration and of interventions the cathedrals, restoration companies and also nano-particles and existing products.

The industrial partners directly involved in the production of materials and technologies of restoration will allow the development of affordable, sustainable, and reliable solutions for the restoration of historic cathedrals. The sustainability of the materials will be monitored and the industrial production will be continuously improved.

This kind of synergy is Nano-CATHEDRAL’ s key for innovation.
1.3 NANO-CATHEDRAL poster

The main purpose of the poster (Figure 3) is to catch the audience attention. The poster will focus on the visual aspects. The content of the posters has to be clear and easily understandable by the target end users.

To reach this objective an eye catching poster has to be designed. With regard to the layout and design, the poster will show the NANO-CATHEDRAL project’s logo and the colours emphasizing the link to the project’s graphic.

From the content point of view, the poster of the NANO-CATHEDRAL project will illustrate its objectives and include basic information on the project and on the Consortium, including all partners’ logos. It will be possible to download it from the NANO-CATHEDRAL website.

The NANO-CATHEDRAL poster will be published 3 times within the NANO-CATHEDRAL project by WG:
- once at the initial phase (month 6 at latest), to convey the project approach and objectives;
- then at Month 18, to highlight project achievements in the first half of the project, and
- finally, at Month 24, to include industrial scale results and demo activities (the poster will be presented at the final NANO-CATHEDRAL conference).

Posters may be translated into other languages than English by the partners located in the different member states and attending local or national events.
NANO-CATHEDRAL PROJECT

The results of the project will provide both innovation in technology and rationalization of the conservation policies affecting a renowned architectural site, as complex system “process-time-substrate”, and of the durability threshold of those treatments.

Innovative materials, such as nano-particle based consolidations and proper polymer nano-composites based coatings will be developed, in agreement with the NMP-21 call requirements. In particular, the employment of nano-particle with different composition will allow to provide methods for consolidations, protection and pollutants desorption, thus preventing part of the degradation and providing long-term conservation.

An environmental impact assessment of the new materials will be included, to ensure development of sustainable and compatible materials and methods.

APPRAOCH

The multidisciplinary approach is granted by the presence of expertise covering the field of geology and materials science, institutions for management and presentations of the cathedrals, restoration companies and also nano-particles and coating products.

The multidisciplinary approach and the inclusion of industrial partners directly involved in the production processes and technology of restoration will allow the development of affordable metrologies, granting reliability of the developed chain.

THE SELECTED MONUMENTS

PISA
- BUILDING PERIOD: Medieval Age
- ARCHITECTURAL STYLE: Romanesque
- MAIN LITHOTYPES: Mount Pisano marble, Statacchino marble, Carrara marble

VITORIA
- BUILDING PERIOD: Romanesque & Gothic
- ARCHITECTURAL STYLE: Romanesque & Gothic
- MAIN LITHOTYPES: limestone from Liendo, Cuestas de la Provenza, Cantabrian limestone

WIEN
- BUILDING PERIOD: Medieval Age (1254-1553)
- ARCHITECTURAL STYLE: Late Romanesque and Gothic
- MAIN LITHOTYPES: limestone from Weinviertel, Lower Austria

KOLN
- BUILDING PERIOD: Medieval Age (943-1208)
- ARCHITECTURAL STYLE: Romanesque
- MAIN LITHOTYPES: Arenaceous limestone

GHENT
- BUILDING PERIOD: Medieval Age (1249-1509)
- ARCHITECTURAL STYLE: Gothic
- MAIN LITHOTYPES: Carrara marble, Belgian and French limestones

OSLO
- BUILDING PERIOD: 2002-2007
- ARCHITECTURAL STYLE: Contemporary
- MAIN LITHOTYPES: Carrara marble

AUTHORS


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