

## LOGO/MARK

# DELIVERABLE D\_7.9 TV4NEWOOD PROJECT

**AGREEMENT NUMBER:  
ECO/12/333079/SI2.653690**

## INTRODUCTION

ConLegno, Consorzio Servizi Legno Sughero, organized the first edition of a contest, "**A name and a logo for thermo-vacuum treated wood**", that took place from 15th March to 15th May 2015. The participation in the contest was free.

A technical jury formed by members of the promoting company Conlegno and by members of the partner companies in the project (WDE-Maspell, CNR/IVALSA, ECOLWOOD FRANCE, SLU) evaluated at their own incontestable discretion all the **149** works received and they selected the ones considered most deserving and of greatest interest

Below the proposal choose by the Jury of the Contest:



The brand "VacWood" incorporates a number of peculiarities of the company representative. Visually it is used the metaphorical language of the pennant to show the concept of heat used by the technologies

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of thermo-vacuum; while for the raw material, namely wood, clean lines and graphic recall the rings of the section of a trunk.

In fact, the elements that characterize this type of treatment are precisely the raw materials that are modified and shaped by means of a thermo-processing.

In second place was chosen to give relevance to the "local" character of the wood. The company philosophy also incorporates the value given to raw materials rather than those of the European origins.

The choice of name has focused on originality and consistency with the values expressed in the company philosophy. After careful analysis of the main Competitors arose a general rule that is repeated by the individual brands. "VacWood" encompasses both the identification of the scope business in question, both the sintering technology of vacuum heat treatment of wood, thanks to the Latin term "Vacuum". The European roots are present in both name in the text by "Thermo Vacuum Treatment Wood".

The logo conveys the durability, reliability, and the beauty of the products it represents. The visual impact of relief toys in hand with the op-art and partly with sinuous forms of the natural wood. The contrast between black and red makes it more defined plot vein, but there are also a further two possibilities of color.

Mark registration is ongoing in the following countries: - All EU countries;

- Norway;
- USA;
- CHINA;
- Canada.

As foreseen in Tv4newood project mark registration will be responsibility of CSLS partner.

## PROTECTING THE BRAND

The Brand Vac<sup>®</sup> Wood was provided either in .jpeg format in both .eps

In addition to the mark have been provided by the winner: format of letterhead, format slides, brochure design.

To protect the Vac<sup>®</sup> Wood brand, there are different points that must be considered. To keep communications consistent and accurate:

- ✓ Always refer to VAC<sup>®</sup> Wood...or VAC<sup>®</sup> Woods...where possible and logical in text;
- ✓ Always ensure that the <sup>®</sup> symbol appears to the right of the VAC when using the logo;
- ✓ Always use the font Antique med for the URL;
- ✓ Always use VAC<sup>®</sup> (with trademark symbol in superscript) throughout text;
- ✓ Multiple uses of the word VAC<sup>®</sup> on the same page or section of the text may use the <sup>®</sup> symbol in just the first instance of VAC<sup>®</sup>

More information will be included in a dedicated manual for use and protection of VAC<sup>®</sup>Wood mark.