



# Logo + Website Skin

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Brand: EIMID

Sector: B2B Services

Country: Italy

Category: Design : Logo, Web

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Budget: \$1 200

Status: Closed

Language of Solutions: English

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

EIMID is an acronym standing for "European Initiative for basic research in Microbiology and Infectious Diseases" and is constituted by 5 European Research Centres of Excellence:

- ∞ the Max Planck Institute for Infection Biology in Berlin (<http://www.mpiib-berlin.mpg.de/default.htm>)
- ∞ the CMMI at the Imperial College in London (<http://www3.imperial.ac.uk/cmmi>)
- ∞ the Institut Pasteur in Paris (<http://www.pasteur.fr/ip/easysite/go/03b-00002j-000/en>)
- ∞ the Karolinska Institutet in Stockholm (<http://ki.se/ki/jsp/polopoly.jsp?d=10961>)
- ∞ Novartis Vaccines and Diagnostics in Siena (<http://www.novartis.it>).

For more information please look at the brand profile.

EIMID is a spontaneous initiative that cooperates in performing high-level research in the field of Microbiology and Infectious Diseases.

Please, keep in mind that EIMID doesn't sell anything.

It's noteworthy that EIMID already manages two European Commission funded projects:

EIMID EST: a training project for young PhD students (<http://www.eimid.org/training/index.asp>).

EIMID IAPP: a staff exchange project between the partners.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

1) Create a new logo that must contain the EIMID word and should communicate the international collaboration between the 5 partners.

2) The creation of the skin of its website ([www.eimid.org](http://www.eimid.org)) that must be user-friendly and easily accessible. The website should aim at the promotion of the EIMID brand image as a top level European research initiative, being composed by the five best European Research centres in the field.

NB: The current [eimid.org](http://eimid.org) website redirects you directly to the EIMID EST project website that is not the purpose of this brief. We want to develop the website describing EIMID as specified in the above mentioned point paragraph.

## 3 Step Target Audience

[ who should you influence ? ]

The main targets are:

1) International scientists, especially researchers at early stage of their careers, interested in joining an excellent European Initiative in the field of Microbiology and Infectious Diseases.

2) International Policy makers that could be interested in investing in this initiative (i.e. private investors,

European Commission, other organizations).

#### 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

Collaboration among 5 top European institutes.

Considering the two targets above described, EIMID wants to have an image which attracts:

- 1) the **best quality scientists** in the field in order for them to participate and join the EIMID projects;
- 2) **organizations** in the private or public sector to invest in this specific scientific field.

#### 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

The targets should be interested in this brand because EIMID is an international network at the maximum level of excellence.

#### 6 Step Character

[ what are the features that define the personality of the Brand ? ]

- ∞ Excellent
- ∞ Attractive
- ∞ International
- ∞ Rigorous

#### 7 Step Media Plan / Placement

[ where will your work appear? ]

The result will appear on-line on the website [www.eimid.org](http://www.eimid.org) and the logo will be also used in informative material for scientists.

#### 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

Any flash animation intro should be avoided.

The website must be static, and a webmaster will periodically insert and update the contents.

The website must contain the following sections:

- ∞ HOME PAGE describing EIMID. We would like this section to contain a news box, where to post all the events about the EIMID.
- ∞ PARTNERS describing the five participants of the EIMID (please see the attached logos).
- ∞ PROJECTS, containing an explanation of the funded projects and the links to the respective websites (e.g. <http://www.eimid.org/training>). The projects' websites will maintain the current structure but will be graphically adapted to the winning solution.
- ∞ VACANCIES, where the partners will post their current job offers.
- ∞ MEETINGS, containing the list of previous and future EIMID meetings.
- ∞ PUBLICATIONS, containing links to scientific articles of the partnership.
- ∞ GALLERY, where the webmaster will insert significant photos.

## Attachments

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