



D6.2. Project graphic identity (LOGO), leaflet and poster

Project Information

GRANT AGREEMENT NUMBER	723699
PROJECT FULL TITLE	Driving up Reliability and Efficiency of Additive Manufacturing
PROJECT ACRONYM	DREAM
FUNDING SCHEME	RIA
START DATE OF THE PROJECT	01 Oct 2016
DURATION	36 months
CALL IDENTIFIER	H2020-FOF-2016
PROJECT WEBSITE	www.dream-euproject.eu

Deliverable Information

DELIVERABLE N°	24 (Relative Number D6.2)
DELIVERABLE TITLE	Project graphic identity (LOGO), leaflet and poster
WP NO.	6
WP LEADER	BEWG
CONTRIBUTING PARTNERS	INSTM
NATURE	R: Document, report (excluding the periodic and final reports)
AUTHORS	Massimo Rinaldi
CONTRIBUTORS	/
REVIEWERS	/
CONTRACTUAL DEADLINE	M3
DELIVERY DATE TO EC	M3

Dissemination Level

PU public

Document Log

Version	Date	Author	Description of Change
1	22/11/2016	Massimo Rinaldi	First Release
1	13/12/2016	Massimo Rinaldi	Second Release

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1 PROJECT IDENTITY

1.1 Project graphic identity (LOGO)

Several project logos (Table 1) were created implementing and analyzing different options linked by the project conceptual factors: **Materials**, **Topological Optimization** and **Additive Manufacturing Process**.

Table 1 Project LOGOs definition

Logo Number	Graphical representation of the LOGO	Logo Number	Graphical representation of the LOGO
Logo 1		Logo 2	
Logo 3		Logo 4	
Logo 5		Logo 6	
Logo 7		Logo 8	
Logo 9		Logo 10	
Logo 11		Logo 12	
Logo 13		Logo 14	
Logo 15		Logo 16	

Logo Number	Graphical representation of the LOGO	Logo Number	Graphical representation of the LOGO
Logo 17		Logo 18	
Logo 19		Logo 20	
Logo 21		Logo 22	
Logo 23		Logo 24	
Logo 25		Logo 26	
Logo 27		Logo 28	
Logo 29		Logo 30	
Logo 31		Logo 32	
Logo 33		Logo 34	
Logo 35		Logo 36	

The logo number 35 was chosen by the Project Coordinator, the Dissemination Manager and the Project Manager. The logo includes the name of the project (DREAM), its main concept intends to clear and to capture the attention of the audience. The LOGO aims to reproduce the effect of material layers during the additive manufacturing process. The LOGO will be used for any (internal or external) deliverable, report and dissemination tool.

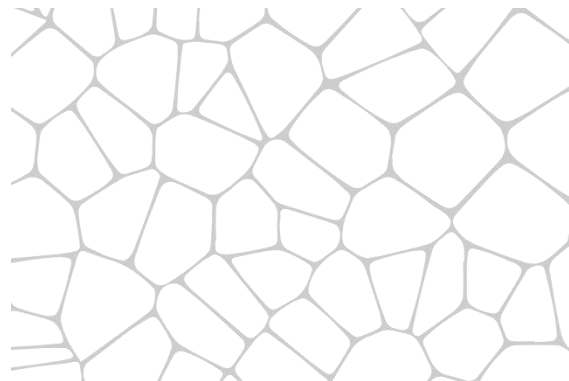
Figure 1: DREAM official LOGO, red and green version



1.2 Project background

The project background will be coupled to the Project LOGO in presentations, brochures, press releases. The background reminds the conceptual approach of topological optimization. The red background is more “impressive” and will be used in marketing presentations, the grey background will be used in technical and scientific presentations.

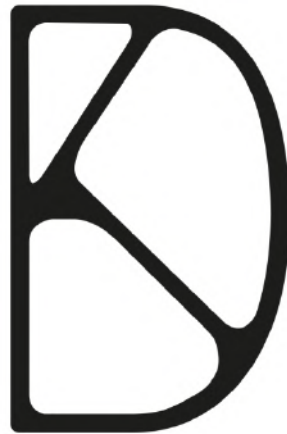
Figure 2: DREAM project Background



1.3 Project symbol

The Project Symbol wants to stress the conceptual logic of material topological optimization; in this context the “D” of “DREAMS” becomes lighter.

Figure 3: DREAM symbol



2 PROJECT LEAFLET

The main objective of the project leaflet 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, the attractive and professionally made leaflet, prepared by BEWG, is published on the project website. The leaflet 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 idea, the approach and the goals of the DREAM project. Furthermore, it includes the website address and provides basic information on DREAM Consortium. All partners' logos are also displayed.

A second version of the leaflet 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. The final version of the leaflet will be implemented at the end of the Project.

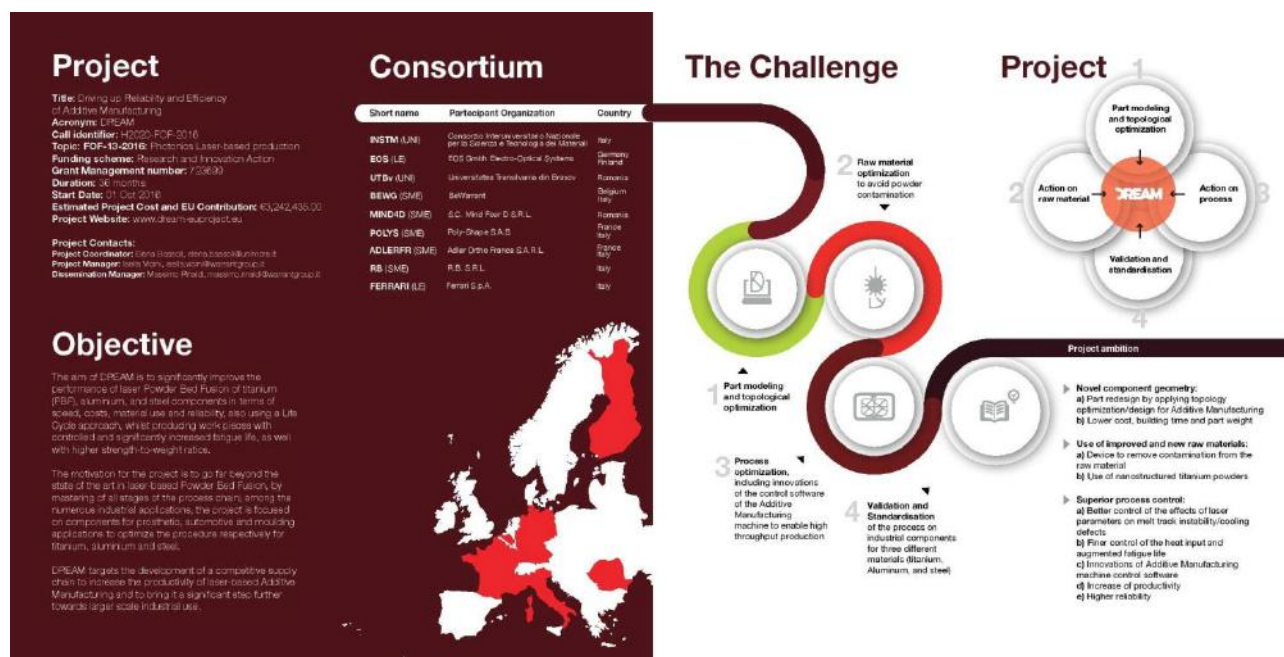
The leaflet can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand also an electronic version (e.g. PDF file) can be circulated. The leaflet can be also downloaded from the project website. Some leaflets may be translated into other languages than English by the Partners, 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.

Link for leaflet download: [Leaflet for download](#)

Figure 4: DREAM Leaflet page 1



Figure 5: DREAM Leaflet page 2



3 PROJECT POSTER

The main purpose of the poster is to catch the audience attention. The poster focuses on the visual aspects. The content of the poster is clear and easily understandable by the target end users.

With regard to the layout and design, the poster shows the DREAM project's logo and the colours emphasizing the link to the project's graphic.

From the content point of view, the poster of the DREAM project illustrates its objectives and include basic information on the project and on the Consortium, including all partners' logos. It is possible to download it from the DREAM website.

The DREAM poster will be published 3 times within the project by BEWG:

- once at the initial phase (month 3), to convey the project approach and objectives;
- then at Month 18, to highlight project achievements in the first half of the project;
- finally, at Month 36, to include industrial exploitable results (the poster will be presented at the final DREAM conference/workshop).

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

Link for poster download: [Poster for download](#)

Figure 6: DREAM Poster

Objective

The aim of DREAM is to significantly improve the performance of laser Powder Bed Fusion of titanium (PBF), aluminium, and steel components in terms of speed, costs, material use and reliability, also using a Life Cycle approach, whilst producing work pieces with controlled and significantly increased fatigue life, as well with higher strength-to-weight ratios.

The motivation for the project is to go beyond the state of the art in laser-based Powder Bed Fusion, by mastering of all stages of the process chain; among the numerous industrial applications, the project is focused on components for prosthetic, automotive and moulding applications to optimize the procedure respectively for titanium, aluminium and steel.

DREAM targets the development of a competitive supply chain to increase the productivity of laser-based Additive Manufacturing and to bring it a significant step further towards larger scale industrial use.

Consortium

Short name	Participant Organization	Country
INSTM (I/N)	Consorzio Interuniversitario Nazionale per la Scienza e Tecnologia dei Materiali	Italy
EOS (B/E)	EOS GmbH Electro-Optical Systems	Germany / Finland
UTBV (I/N)	Universidade Transilvania de Brasov	Romania
BEWAG (S/M)	Bewarrant	Belgium
MIND4D (S/M)	S.O. Mind Four D S.R.L.	Romania
POLY-SHAPE (S/M)	Poly Shape S.A.S.	France
ADLERPR (S/M)	Adler Ortho France S.A.R.L.	France
RB (S/M)	R.B. S.R.L.	Italy
FERRARI (I/E)	Ferrari S.p.A.	Italy

Project

Title: Driving up Reliability and Efficiency of Additive Manufacturing
Acronym: DREAM
Call identifier: H2020-FOF-2016
Topic: FOF-13-2016: Photonics Laser-based production
Funding scheme: Research and Innovation Action
Grant Management number: 723699
Duration of project: 1 Oct 2016
Estimated Project Cost and EU Contribution: €3,242,435.00
Project Website: www.dream-euproject.eu

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Dissemination Manager: Massimo Ribold, massimo.ribold@univ-bourgogne.fr

The Challenge

1 Part modeling and topological optimization
 2 Raw material optimization to avoid powder contamination
 3 Process optimization, including innovations of the control software of the Additive Manufacturing machine to enable high throughput production
 4 Validation and Standardisation of the process on industrial components for three different materials (titanium, Aluminium, and steel)

Project

1 Part modeling and topological optimization
 2 Action on raw material
 3 Action on process
 4 Validation and standardisation

Business Cases

Medium size prosthetic titanium components
 Lightweight automotive Aluminium components
 Mould Inserts

ADLER ORTHO FRANCE
 Ferrari
 A.B.I. S.p.A.

Project ambition

- Novel component geometry:
 - a) Part redesign by applying topology optimization/design for Additive Manufacturing
 - b) Lower cost, building time and part weight
- Use of improved and new raw materials:
 - a) Device to remove contamination from the raw material
 - b) Use of nanostructured titanium powders
- Superior process control:
 - a) Better control of the effects of laser parameters on melt track instability/cooling defects
 - b) Finer control of the heat input and augmented fatigue life
 - c) Innovations of Additive Manufacturing machine control software
 - d) Increase of productivity
 - e) Higher reliability

Innovation Target

KPI1 at least 15% weight reduction of parts optimised geometry and/or Additive Manufacturing
 KPI2 increase over 5% of production speed at a per PBF system
 KPI3 increase over 30% of fatigue strength of metal parts produced with laser PBF up to 100kN
 KPI4 increase over 10% of productivity achieved for PBF process
 KPI5 increase over 10% of productivity achieved for PBF process
 KPI6 increase over 10% of productivity achieved for PBF process
 KPI7 increase over 10% of productivity achieved for PBF process
 KPI8 increase over 10% of productivity achieved for PBF process
 KPI9 increase over 10% of productivity achieved for PBF process
 KPI10 increase over 10% of productivity achieved for PBF process

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