



Transnational Automotive  
Network in Central Europe

# Common Service Standard



innovation

cooperation

promotion

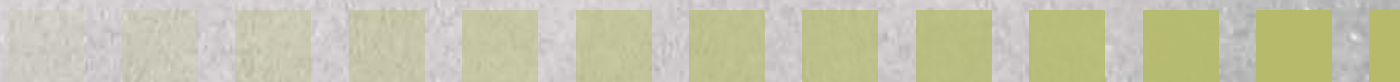


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# 1. Presentation of the Network

## **AutoNet – The Transnational Automotive Network in Central Europe**

### **Who are we?**

Nine partners from seven Central European countries working in the field of automotive industry have united themselves into the AutoNet network which was originally created as a permanent business network as a result of the EU financed project with the same name implemented during 2010-2013.

Our current members are:

- **Automotive cluster – West Slovakia, Slovakia;**
- **Comunimpresa Scarl Consortile, Italy;**
- **Business Interest Association – Automotive Cluster of Slovenia, Slovenia;**
- **Mid-Pannon Regional Development Company, Hungary;**
- **Saxony Economic Development Corporation, Germany;**
- **Province of Reggio Emilia, Italy;**
- **Moravian-Silesian Automotive Cluster, Czech Republic;**
- **Sub-Carpathian Chamber of Commerce, Poland;**

- **Lower Silesian Agency for Economic Cooperation, Poland.**

### **What do we do?**

AutoNet is a business network of firms and actors in the automotive industry of the region that collaborate to create new innovative solutions and products in the automotive industry. AutoNet's objective is to promote CE region via boosting the development of innovative solutions in the automotive industry.

Our network aims at providing support for its members, as well as for partners and clients outside the network, by providing sustainable and competitive services helping automotive innovations.

The cooperation between knowledge institutions (universities and R&D institutes) and automotive companies is significantly enhanced in the framework of the network. In addition, AutoNet provides a platform for its members to cooperate and coordinate their activities as they begin expansion into the markets of Ukraine and Russia.



**What do You get by joining us?**

As a result of working together with us You can expect that Your organization's transnational matchmaking opportunities will be increased, thus You can establish fruitful and profitable

business partnerships while the global economy and in particular, the automotive industry faces a severe economic crisis and many firms are shrinking rather than expanding.



## 2. AutoNet Members Requirement

AutoNet is a constantly improving partnership of companies working in the same industry for the same goals, sharing same the values.

*We are an open network.* Every new organization willing to share our goals and values and respect the AutoNet Members requirement is welcome to join us.

In order to ensure that our network will be capable to fulfil its mission, we defined several requirements for organizations interested to join our network in the future. These are the entry criteria that are fulfilled by all of our current members, thus we expect it to be met by new members as well.

New AutoNet members should provide that they:

**...have adequate management capacity.** This means that Your organization:

- employs at least 3 full-time (or equivalent in part-time) staff who is appropriately qualified, at least with 2 years' experience in business supporting or similar activity, and who are able to act as service managers.

- employs at least 2 employees who are fluent in English.

**...have the necessary infrastructural background.** This means that Your organisation:

- has its own premises or have at least a mid-term contract for rent of offices which are easily accessible by customers and is suitable for client meetings as well.

**...have previous experience in networking and vital professional capacity.** This means that Your organisation:

- either can produce contracts for business supporting activities with customer from automotive sector (at least 3 contracts in the last 2 years) or the participation in any finished project on national/international level with the objective of networking or R&D investment (having at least a total project budget of € 200.000).
- has a membership in at least one other professional network/association on national or international level.
- offers minimum 2 business support services for customers.



### 3. About AutoNet Quality Standards

The purpose of AutoNet Quality Standards is to **guarantee the minimum quality level for end beneficiaries of common network services** across the AutoNet Network regions. Thus it determines the basic parameters and framework for the provision of services which are provided in the frame of AutoNet Network.

AutoNet Quality Standards are divided into compulsory and voluntary standard requirements.

- **Compulsory standards requirements**

Compulsory quality standards are those that should be applied to all common services provided by the Network Members under the 'um-

rella' of AutoNet Network. In case a Network Member provides an internal service or organizes its own event it is not obliged to follow the standard requirements, but then the given service or event cannot be promoted as an AutoNet service.

- **Voluntary standards requirements**

Requirements for several additional standards are also defined, but the provision of these services (or elements of a certain service) is not obligatory for AutoNet service members. Even so, if they provide such service and promote it as an AutoNet network event/tool they must follow the given requirements.



A close-up, low-angle photograph of a metallic surface, likely a ceiling or industrial structure. The surface is brushed metal and features a series of hexagonal bolts arranged in a grid pattern, receding into the distance. In the background, a complex wire mesh structure is visible against a bright, overcast sky. The lighting is soft and diffused, creating subtle shadows and highlights on the metal and bolts.

## 4. Presentation of the Individual Service Standards





## 4.1. Knowledge and management service

### 4.1.1. Objective of the service

Knowledge and management service (KM) of the AutoNet network aims to **facilitate the sharing of practical – especially technology-related – knowledge, valuable information and insights available inside** the current and potential customers of network members within a specific organisation or within the network.

### 4.1.2. Framework of the service

In order to properly implement this service the following framework conditions will be respected/established:

- **Appointing a responsible manager** at each network member providing such service for managing issues related to KM at the inside the organization;
- **Awareness-raising:** providing regular information to the potential clients on the importance and benefits of efficient knowledge management and knowledge sharing;
- **Surveying knowledge needs and availability** – via interviews, questionnaires and

group discussions finding answers to the following questions:

- What are the most important knowledge needs at the (potential) customers' organisations, what are the key topics?
- What can the member organisations offer to the customers?
- What kind of tools would they prefer to use (from the tools proposed above)?
- What information / knowledge is strictly off-limit – i.e. not open for sharing?
- **Identifying key knowledge categories:** the results of the needs assessment and survey inside each organisation will be discussed and key categories of knowledge will be identified. These categories are then used to structure the knowledge and information within the organisation in order to configure the best offer for customers.
- **Ensuring the adequate IT background** fitting to the needs of the specified KM offer of the given network member, defined by and during the previous/above steps.



### 4.1.3. Service standard requirements

#### 4.1.3.1. Obligatory

**Online knowledge platform**, consisting of the following main elements:

- A knowledge sharing module (wiki), edited by individuals within the organisations and focusing on relevant professional content;
- Non-confidential document templates, samples;
- External expert directory and recommendations – a directory of external experts in various relevant fields – that only include experts that have already been “tested” by the member organisation;
- News section: curated content of industrial news and articles
- Book and article recommendations

#### Organising the regular knowledge fairs / learning days;

*These events are organised on a regular basis (once, or at most twice a year), and offer an opportunity to share knowledge, experience and information that is not formally documented in the organisations with selected thematic that is not covered by any ‘regular’ training course. These are typically 2 or 3 day events organised away from the locations of the partnership members, in nice environment. These events should focus on the following:*

- best practice presentations from the member organisation;
- short training courses offered by professionals of the member organisation;
- training courses provided by external trainers, jointly organised by the partnership;

#### **4.1.3.2. Voluntary**

##### **Communities of practice**

*These communities are semi-formal groups of professionals from the various organisations of the customers and partner organisations inside and outside the network, working in the same field (e.g. marketing specialists, designers, engineers of different types, etc.). These communities of practice meet at least at the knowledge fairs, but can be brought together on an ad-hoc basis by any of the members seeking to solve a technical or technological issue and needing professional assistance. These communities of practice should also have online discussions on various technical topics using the discussion forum function of the online knowledge platform. Technology oriented CP-s (e.g. engineering) can play a crucial role in supporting the practical aspects of technology transfer between the partnership members.*

##### **Staff directory**

*This is a directory of all organisations, categorised by professions and expertise, highlighting key areas of expertise at each people. This can*

*facilitate ad-hoc professional consultations whenever a problem arises. It is only applicable if the client is a network or a partnership.*

#### **4.1.4. Expected achievements**

The ultimate purpose of this service is that it makes a major contribution to the much efficient use of existing knowledge and promote the wider application of that knowledge. Thus it contributes to the realization of one of the main objectives of the network: enables the streaming of knowledge existing at separate network members on the level of whole network.

The other benefits that arise by the implementation of this service as follows:

- Extension of existing offer to the customers by providing them specific knowledge
- Better utilization of knowledge existing within the organisation
- Identification of further cooperation opportunities



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## 4.2. Training and education service

### 4.2.1. Objective of the service

This service has the objective to raise the level of knowledge related to a given topic or develop certain skills of the identified target groups. In the frame of this service the service providers assess and identify the hottest topics that will be educated, as well as the form of the training that suits most the needs of the target groups, offer different training opportunities for the target groups and actually provide the training for customers.

### 4.2.2. Framework of the service

To offer well-established and valuable training service it is essential to implement a **training needs assessment (TNA)** covering all potential target groups. Potential tools for TNA: survey, interviews, focus groups. The tool is to be selected based the target groups/available resources/ topics to be asked.

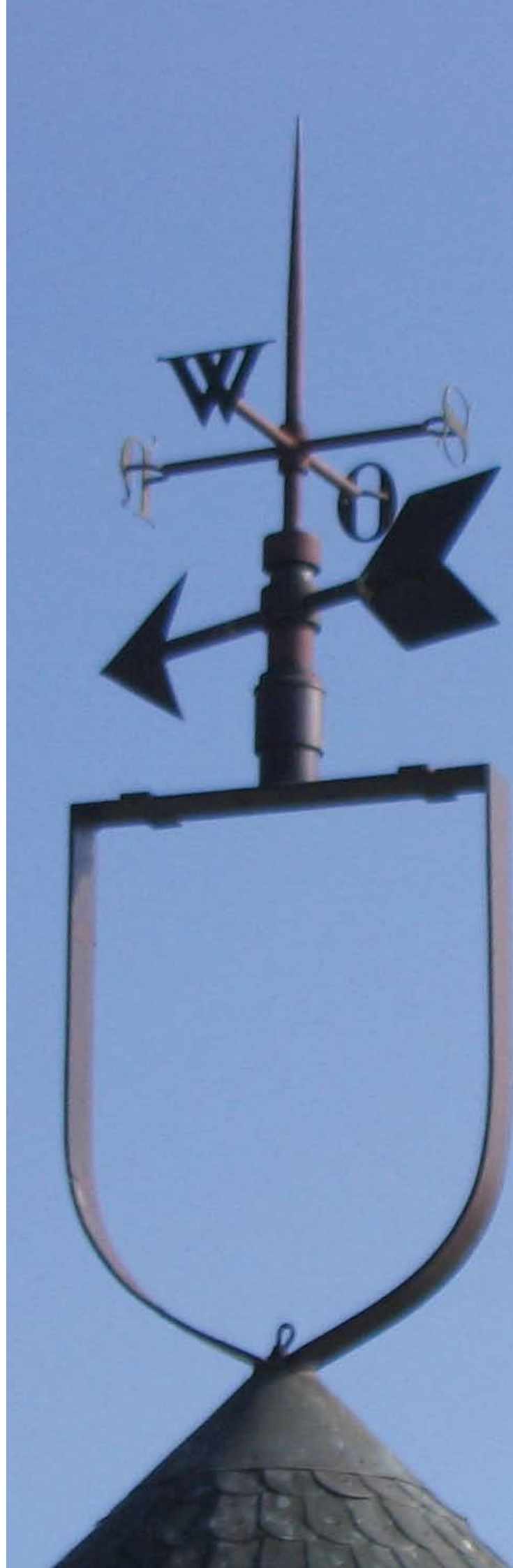
Based on the TNA the following issues will have to be clarified:

- Topics to be covered
- Potential target groups/ topics
- Ideal length/frequency of training sessions that is feasible for the target groups

The following types of training/education are to be offered to clients:

- Academic type – academic institution is to be involved
- One off training sessions – information providing or skill development
- On-the-job training
- Practical course type training sessions

The type of the education will be determined by the thematic and the needs of the customers (according to TNA).



Inside the organisation a **service manager (and/or training organiser) is selected** who will be the responsible for the smooth implementation of this service. The service manager coordinates the work of employees inside and outside the organisation (i.e. subcontractors) participating in the provision of this service.

#### **4.2.3. Service standard requirements**

##### **4.2.3.1. Obligatory**

- **Annual training plan** which is developed and promoted among current and potential customers and partner organisations
- **Training needs assessment** to be conducted before the training
- **Invitation for registration** for the actual training session
- Providing **information about the registration**
- **Announcement** about the **training list closure**
- **Follow up call** for the registered participants
- Provision of **coffee and lunch** (included in the price of the service)

- **Support material/arrival pack:** program, training material, notepaper, participants' list
- Time and space for **individual discussions**
- **Trainers of minimum 3 years of training and topic experience provide the training**
- **On the spot evaluation of the training**

##### **4.2.3.2. Voluntary**

- Event organizer
- Additional promotional material (info booklet providing information on the available training offer, pen etc.)
- Training report following each training
- Joint photography of the participants

#### **4.2.4. Expected achievements**

The expected results of a properly organised and implemented training and education service will be the following:

- Customers knowledge base is extended
- Participants' skills are developed
- New connections among participants by the networking opportunities offered during the event of education





## 4.3. Matchmaking service

### 4.3.1. Objective of the service

The aim of this service is to create an opportunity for the interested parties to network, to map each other's ideas, resources, and aims and establish contacts that can lead to fruitful cooperation.

### 4.3.2. Framework of the service

The base for the operation and provision of this service is a matchmaking database uploaded with the most relevant and regularly updated data and information of the customers interested in matchmaking. Database consists of public and restricted area where basic data is public and the sensitive data (e.g. on-going developments, special skills) is accessible only for the employees of the service provider organisation.

Customers are enabled to search in the public area of the matchmaking database according to basic parameters of the involved organisations (region, type of organisation, specialization of organisation etc.).

Data is regularly, at least annually, updated by the data update form filled in by interested parties, thus ensuring that only relevant and interested organisations will be involved in the database.

### 4.3.3. Service standard requirements

#### 4.3.3.1. Obligatory

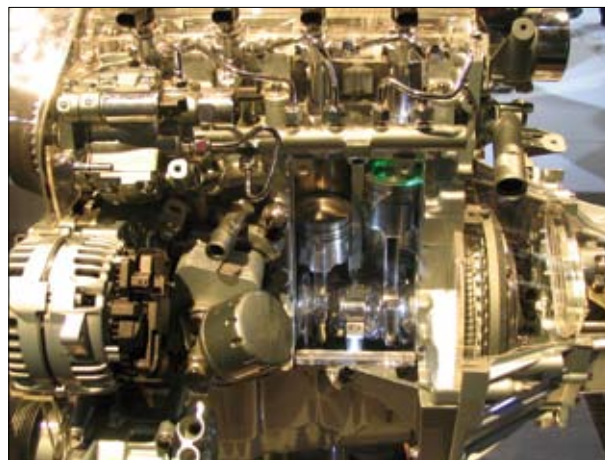
- Setting up of the **matchmaking database**
- **Announcement** of the events
- **Invitation for registration** for the event
- **Announcement** about the **ranking list closure**
- Inspiring **speeches** in a selected professional thematic different at every event
- **Follow-up call** for the registered participants
- **Information about the meetings** at the event
- Preparation of the **rank list**
- **Matchmaking list**
- Provision of **coffee and lunch** (included in the price of the service)
- **Follow-up** the status of the pairs that were matched and informed

#### 4.3.3.2. Voluntary

- Engagement of an event organizer
- Additional promotional material (info booklet providing information on the available training offer, pen, availability of professional journals etc.)
- Tailor made matchmaking module for special requests based on previous meeting(s), interview with the client.
- Clients meet potential partners on facilitated events
- Clients are enabled to search for partners even before and after the events
- Co-operation potential of the clients is developed
- Knowledge base of the clients is extended
- Participants get inspiration and new ideas for their job

#### 4.3.4. Expected achievements

The expected results that customers receive through this service are the following:





## 4.4. Networking service

### 4.4.1. Objective of the service

Networking service aims to give the opportunity to the interested parties to meet each other, exchange ideas, know-how, make common developments together or even acquire new technologies and build up common standard for technology developments.

### 4.4.2. Framework of the service

The networking service is available on different levels:

- country level
- regional level (even in-country or cross-border)
- transnational level

On each level, a management organisation facilitates the co-operation.

Networking has two typical types: online networking and face-to-face networking.

The basic framework of this service is provided by a client database. Data is regularly, at least annually, updated by the data update form filled in by interested organisations and also by the

data of new applicants. Database consists of public and restricted area where basic data is public (basic contact information and short presentation of the organisation) and the sensitive data (e.g. on-going developments, special skills) is accessible only for the employees of the service provider organisation.

### 4.4.3. Service standard requirements

#### 4.4.3.1. Obligatory

- Appointing a **service manager** and an **IT manager**
- **Registration and data update form** to collect all the relevant data from participants
- Setting up of a **networking client database**
- **Announcement** of the networking events
- **Invitation for registration** for the event
- **Providing information** about the registration
- **Follow-up call** for the registered participants
- **Arrival pack:** program, participants list, note-paper, participants' schedule
- **Information about the meetings** at the event

- **Follow-up** of meetings and the status of the established partnerships, co-operations thanks to this service

#### 4.4.3.2. Voluntary

- Engagement of an event organizer
- Gathering information about co-operations in the different networks
- Additional promotional material (info booklet providing information on the available training offer, pen, availability of professional journals etc.)
- Joint offer of services: to better exploit the opportunities of this service networking is to be established and offered together with matchmaking service, if both services is offered by the organisation.

#### 4.4.4. Expected achievements

Clients establish valuable business contacts through this service that might result several form of fruitful co-operations in the future (joint

projects, B2B meetings, joint product development etc.).

One of the main effects of this service is also that networked businesses tend to be open, random, and supportive, whereas those relying on hierarchical, traditional managed approaches are closed, selective, and controlling.

Benefits that clients receive though this service:

- Networking assures the lead in technology and strengthens market positions on local level, as well as on regional level or even a wider range.
- Networking makes access to eligible market easier and more efficient.
- In case a single actor lacks some important competences, co-operations on the proper level primarily allow for the missing know-how on usability or the technology to be acquired. This is even more important if the single actors focus their activity upon areas with high generic character, in which new technology developments coming from different fields is to be observed.



## 4.5. Utilisation of the results of R&D in production

### 4.5.1. Objective of the service

The purpose of this service is to enhance the feeding of applied and experimental research results into automobile mass production. This is supported via the provision of building bridges between automobile associations (e.g. clusters, background organisations, professional bodies), innovators (R&D institutions, patent owners) and players of the automobile industry.

### 4.5.2. Framework of the service

The essence of the service is that supply and demand needs are mapped and are matched via

intelligent software. Once the right pairs are created in this respect the client is informed about the possibility of meeting or requesting more information. Data is regularly updated in the database, at least semi-annual, to ensure that the operation of this service is based on the latest available and relevant information.

In order to provide the most efficient service the following conditions will be respected:

- Well specified and well-functioning database
- Short reaction time for a request
- The information provided for the request is reliable
- Strong promotion of the service



### 4.5.3. Service standard requirements

#### 4.5.3.1. Obligatory

- Development and operation of an on-line platform, **information supply-demand database**
- **Profile templates** for gathering for the relevant information especially about needs (e.g. investment, product development, research facility, etc.)
- **Information of the customers when a potential partner is identified** by directly contacting either personally or by phone and e-mail
- **Follow-up** the status of the pairs that were matched and informed

#### 4.5.3.2. Voluntary

- Organising personal meetings or sending out additional information for the partners
- Organisation of innovation broker type events between producers and R&D organisations

- Investing venture capital, if there is a possibility for doing it or organise investors
- Assistance in project development

### 4.5.4. Expected achievements

The main expected result of this service is that the R&D activity of the customer is boosted by offering them concrete partners for their concrete development ideas. It is expected that the proposed partners through this service will make real and valuable contribution to the utilisation of the R&D in production. Thus it will have tangible results, at least on medium or long-term.

Other benefits for the client:

- Fast process of finding partners
- Meeting of potential producers, investors
- Finding potential investment opportunities

## 4.6. Project pipeline service

### 4.6.1. Objective of the service

This service involves the planned and coordinated identification, design and implementation of development projects of various natures. Project pipeline is a mechanism, a continuous process which ensures a constant and controlled stream of projects of the involved partners and also covers the support to clients during the implementation of their projects.

### 4.6.2. Framework of the service

Project pipeline service is a complex service which is a mixture of different elements, sub-services

e.g. database –IT –module, business advisory, project management, consultancy on funding, lobbying etc.

Project pipeline service is to be provided respecting the following conditions:

- it is a process, a constantly working mechanism; not a one-off activity, a campaign, or even a series of campaigns
- it is a comprehensive solution addressing all major phases of a project's lifecycle not only the collection of projects
- the most important function of the pipeline is to assist the project owners in turning their proposals into viable projects



- it is mainly targeted at donor funding, however, not the only possible positive outcome for a given project is to receive donor funding, good and important projects will be implemented even without donor funding.

#### 4.6.3. Service standard requirements

##### 4.6.3.1. Obligatory

- **Awareness raising** regarding the importance of project development among clients.
- **Profile templates** for gathering for the relevant information especially about needs of the customers (e.g. investment, product development, research facility, etc.)
- **Project database:** a database of project ideas and projects.
- **Identifying and submitting project ideas:** clients involved in this service submit project ideas either by uploading their idea directly into the database or sending in their project ideas (using a simple template) via email to the management organisation.
- **Screening of the submitted project ideas, feedback to project owners:** each project idea submitted is screened by the relevant expert of the management organisation; in this process, a set of pre-determined basic criteria is used. Following the screening process the management organisation provides feedback to the project owner
- **Support to project development.** In this phase, the project owner and the management organisation work closely together; the level of support provided depends on the needs/request of the project owner. In this phase, the draft project idea is turned into a project ready to be implemented.
- **Support to getting funding to project implementation:** capital can be ensured in various

forms (venture or mezzanine capital, subsidy etc.)

- **Support to project implementation:** depending on the level of the project and on the needs of the project owner, different levels of support can be provided by the management organisation, ranging from consultation to actually providing project management and administration services.

##### 4.6.3.2. Voluntary

- **External communication and lobbying** – towards funding bodies.
- **Tailor-made IT application** for the project database if the complexity of database requires it.
- **Project identification workshops** for collecting projects from clients while also consulting and pre-selecting their ideas at the same time.

#### 4.6.4. Expected achievements

A properly functioning project pipeline service makes a major contribution to the development and competitiveness of the client organisations and also saves their resources. Thanks to this service customers' R&D ideas will turn into projects thus it is more likely that these ideas will produce tangible result at the end of the development process.

Benefits of this service are the following:

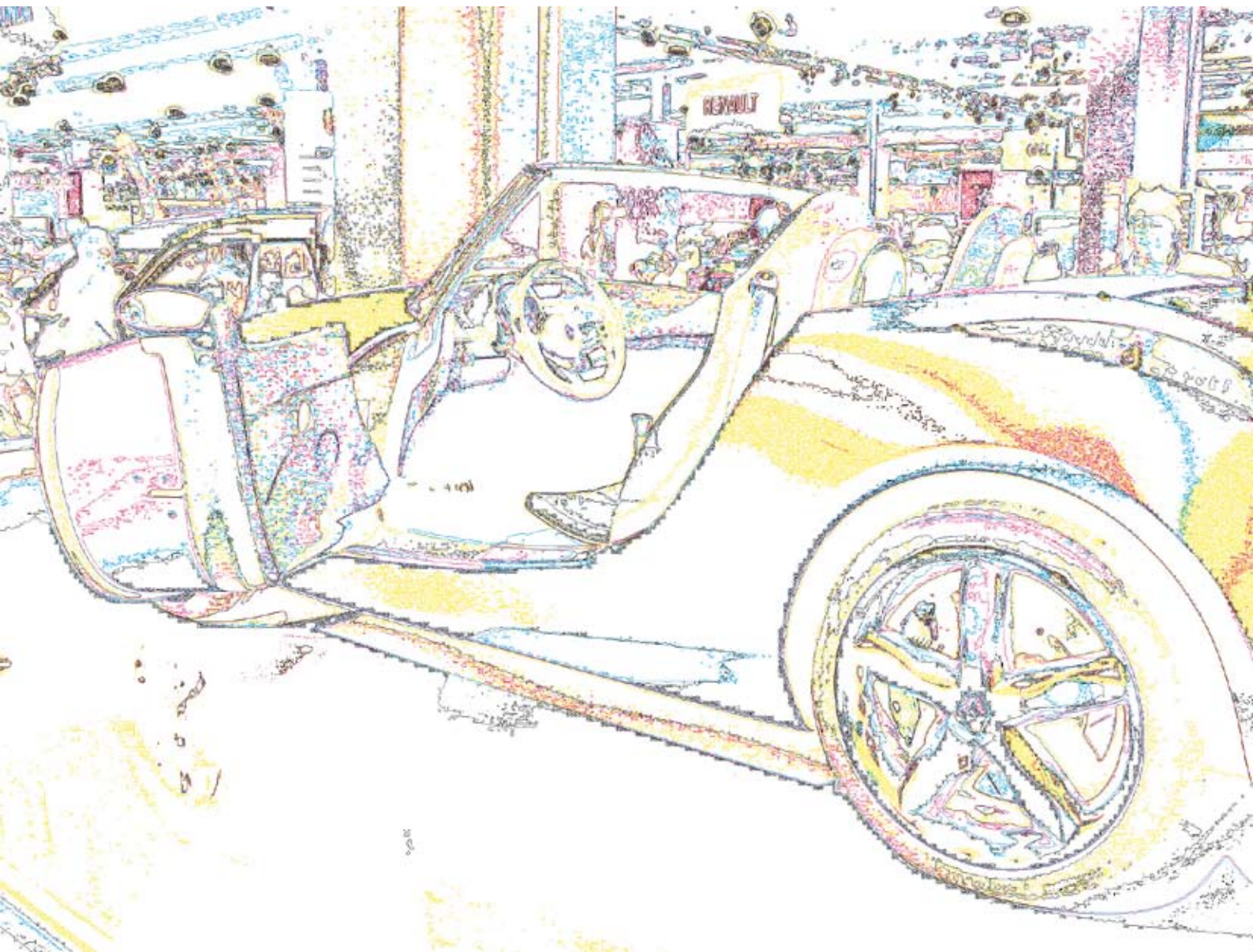
- More ideas turn into implemented projects;
- Expert support in getting funding;
- Assistance in identifying partners if necessary;
- Assistance in project management and administration;
- Additional resources for project-related tasks when needed;



## 5. AutoNet Visual Identity

The network's visual identity facilitates to connect with target audiences helps branding all communication products and maintains visual continuity across all physical presentation of the network. Its purpose is to assure that everybody

will clearly identify the network by graphic layout of all documents. General rules and templates will be used in any external or internal communication under the umbrella of AutoNet network.



## 5.1. Visual identity elements definition

The basic elements of the visual identity of our network are as follows:

- **Name and slogan**

Acronym **"AutoNet"** will be generally used to identify the network, while the usage of the full name is rather optional, it better reflects the principal ideas and objectives of the network, thus it can be also used as a slogan: **"Transnational Automotive Network in Central Europe"**.

- **Branding of services**

In addition to the name and slogan, the branding of AutoNet services (i.e. products of the net-

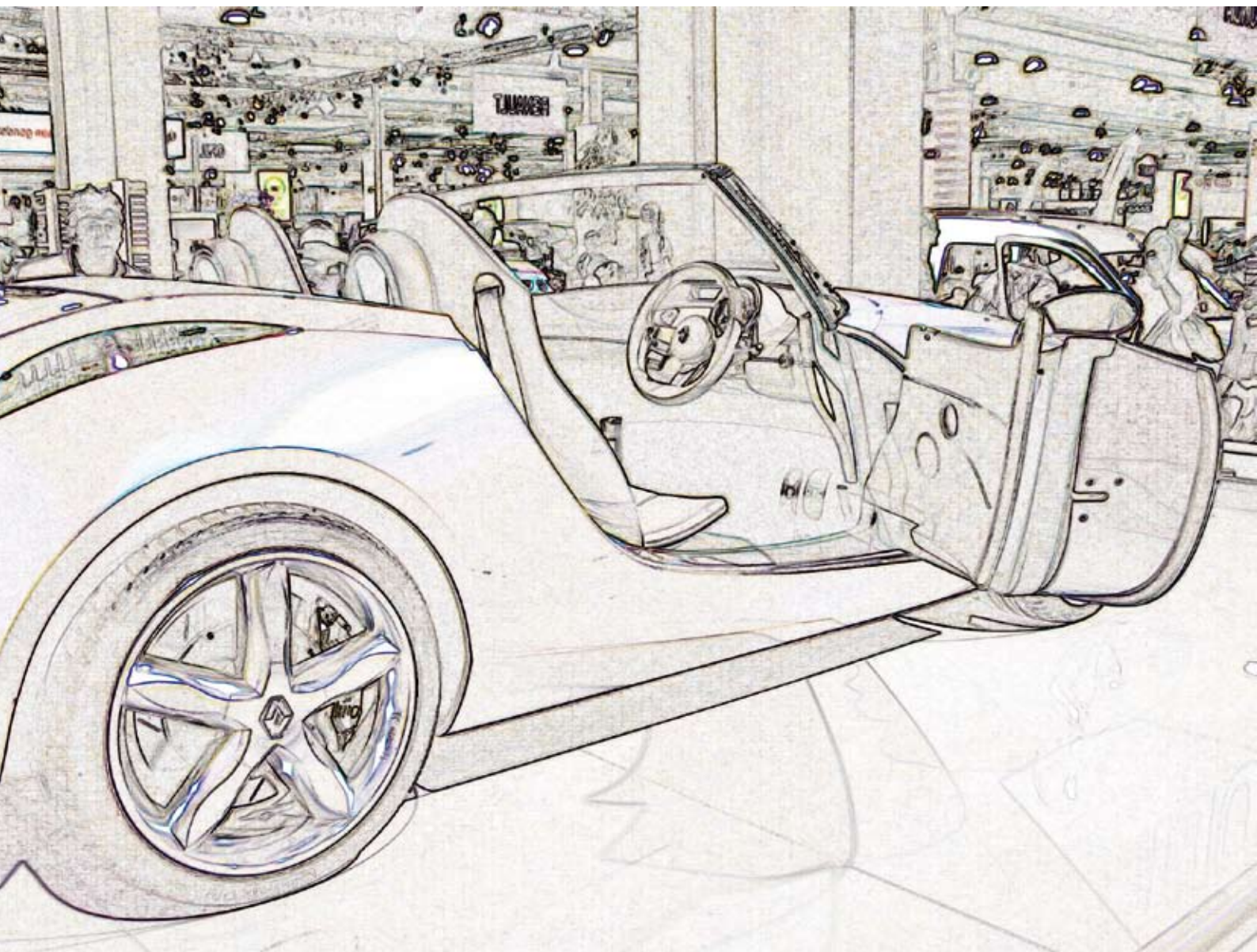
work) is also an important part of the visual identity. In order to simply identify AutoNet services it is to be clearly stated that the provision of the service is performed in the framework of AutoNet Network.

- **Colours**

Visual identity of the network is closely tied to the colours (green and blue) used in network logo and graphical templates of promotion materials and documents.

- **Logo**

The logo of the network presents basic project



identity and plays the most important role in identifying our partnership.

#### • **Official document layout**

To keep official external and internal communication unified, all official documents should be unified in basic layout. Each official documentation should have:

- **header:** containing the AutoNet logo on the middle;
- **footer:** including the contact information of network secretariat or the given network member releasing the document (left), common network website (middle) and the network's slogan (right)

#### • **Presentation template**

Presentations will be used as the core communication tool at events and meetings. Layout of the presentation follows the general network graphic guidelines and it is designed for easy orientation in the presentation.

### **5.1.1. Compulsory usage of AutoNet visual identity**

The compulsory usage of the AutoNet visual identity elements applies to all services provided by any network member under the umbrella of AutoNet Network, fulfilling the AutoNet Quality Standard relating to the given service.

The above defined visual identity will be used through the following communication tools while promoting or providing AutoNet services:

- Events (trainings, matchmaking events etc.)
- Media releases
- Members' websites
- Newsletters
- Promotional materials

### **5.1.2. Voluntary usage of AutoNet visual identity**

The voluntary usage of AutoNet visual identity means that network members can use the AutoNet visual identity elements in any other, above non-defined communication tool as long as the given tool relates to the provision of a service fulfilling AutoNet Quality Standards and also for the promotion of the organisation in general to emphasize it is a member of AutoNet Network.

In case the communication of a network member relates to an internal service or its own event it is not obliged to follow the AutoNet visual identity, but then the given service or event cannot be promoted under AutoNet umbrella.

## 6. AutoNet Network Evaluation

Our network is committed to constantly improve its efficiency and to provide always high quality services its members and clients.

The performance of the network can be evaluated either by the summary of the qualitative and quantitative results of the performance of each member or by defining evaluation criteria relevant and measurable principally on the level of AutoNet. In order to have a clear picture of the results of our network we apply both methods, however, there are no totally 'distinct' methods, almost every method can provide find-

ings for both level, thus we give them together, as follows:

Proposed methods of evaluation of the performance of network:

- **Overall client satisfaction survey** using a simple questionnaire possibly covering all the services that network members offer their clients, it might be online and recurring annually.
- **In-depth or focus group interview** with selected (the most important) clients of network members;



- **Data analysis** of the most relevant parameters of indicators applicable on the level of network (e.g. the scale of joint investments of the network members, the number of jointly developed patents, products).
- **Data analysis** is a desktop research for the evaluation of the basic financial and performance indicators of each member organization (e.g. revenues, profit indicators and number and value of new contracts, number of newly launched products). It is rather a control tool within the evaluation, as the successful operation primarily depend on the management of the organization, and not on the operation of the network.
- Establishment of **quality assurance (QA) board** by appointing a **QA advisor** at every member organization, who would constantly collect and analyse feedbacks of the operation of their organization and then QA board would regularly discuss their findings and propose actions for amendment of the performance of the network.
- **On the spot evaluation of client satisfaction** immediately at the end of events, trainings etc. organized by a network member, the results might be summarized for getting possible feedback applicable on the level of network.



# 7. AutoNet Secretariat Contacts

For further information please contact the Secretariat of the AutoNet Network:

**COMUNIMPRESE S.c.a.r.l.**

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# 8. Appendix No. 1

(detailed description of the usage of AutoNet visual identity)

## 8.1. Visual identity elements detailed definition

The basic elements of the visual identity of our network are the following:

### • Name and slogan

Acronym **“AutoNet”** will be generally used to identify the network, while the usage of the full name is rather optional, it better reflects the principal ideas and objectives of the network, thus it can be also used as a slogan: **“Transnational Automotive Network in Central Europe”**.

### • Branding of services

In addition to the name and slogan, the branding of AutoNet services (i.e. products of the network) is also an important part of the visual identity. In order to simply identify AutoNet services it is to be clearly stated that the provision of the service is performed in the framework of AutoNet Network.



The following phrase should be used for this purpose in any communication tool where it can be placed conveniently (i.e. leaflets, presentations, posters etc.):

*“This service is provided in the framework of the AutoNet Transnational Automotive Network In Central Europe and fulfils the AutoNet Quality Standard defined to this service.”*

### • Colours

Visual identity of the network is closely tied to the colours used in network logo and graphical templates of promotion materials and documents.

There are two main colours used in network logo and promotion materials. Detailed specification of the colours is in the table below:

Colour	Number	CMYK	RGB	Visual
green	9Ec54d	20, 0, 61, 23	158, 197, 77	
blue	003f58ff	100, 28, 0, 65	0, 63, 88	

Defined green colour is mainly used for graphical elements and background of the document and materials. Blue colour is used for text headlines and highlighting. Both colours should be displayed and combined with white background (or indistinct background). Exceptions need to be consulted with project communication manager. It is best to combine the main colours with black or dark grey colour texts.

### • Logo

The logo of the network presents basic project identity and plays the most important role in identifying our partnership.



Network logo should not be oversized or miniaturized too much because of easy identifying the network. The text in the logo must be clear-

ly readable all the time. Logo should be placed on the white background, or – after consultation with communication manager – on the background consisting of indistinct colours that will not reduce the visibility of the logo more than 20%.

In special cases, it is possible to use presented version of grayscale version of the logo for black and white printing materials (newspapers, AutoNet stamp, etc.) Logo should have enough blank space around it, to ensure proper visibility of the logo. The logo cannot be formed into different shapes and it is necessary to keep constrain proportions when resizing.

#### • **Official document layout**

To keep official external and internal communication unified, all official documents should be unified in basic layout. Each official document should have:

- **header:** containing the AutoNet logo on the middle;
- **footer:** including the contact information of network secretariat or the given network member releasing the document (left), common network website (middle) and the network's slogan (right)

The content of the documentation will be customized according to the needs of particular document, but should keep the standard level of business communication (appropriate text fonts, size, layout...) and remember standard communication strategy of the AutoNet network. Variations of combination of official document layout and specific content will be used for event attendance lists, conference agendas and documents templates created by communication managers.

#### • **Presentation template**

Presentations will be used as the core communication tool at events and meetings. Layout of the presentation follows the general network graphic guidelines and it is designed for easy orientation in the presentation.

Introductory slide of presentation contains only title (plus optional subtitle) of the presentation and the name and contact of the speaker.

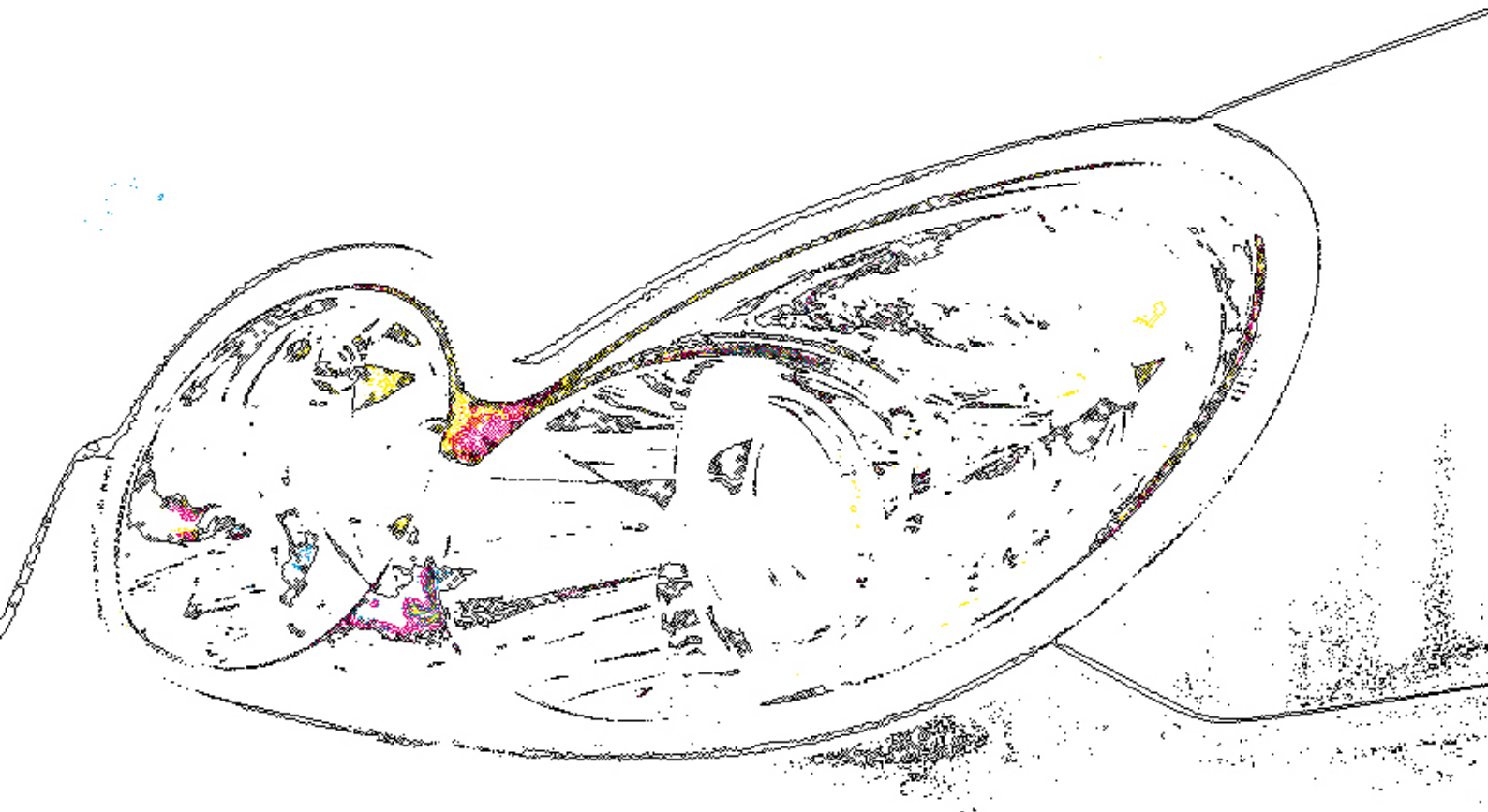
Other slides have rearranged logos and top-right section of the slide should include the sub-topic of the slide. Colour specification of this plan should be used to edit content for better network identification and graphical consistency.



## 8.2. Rules of usage of the AutoNet visual identity elements

The rules defining the compulsory usage of the above defined visual identity elements by the most frequent communication tools.

- **Events (trainings, press conference, match-making events etc.):** one roll-up poster or at least an A2 sized poster (with the logo and slogan of AutoNet) will be placed at the main room of the event. If signs for indicating the direction (placed in front of or inside the premises) are needed the logo should also appear at the signing tables.
- **Media releases:** it should be clearly mentioned in the text of the release that the organisation is part of the AutoNet Network and, if relevant, it should be also mentioned how the given activity connects to the objectives of the Network or to activities of other network members.
- **Members' website:** each network member is obliged to insert AutoNet logo on main page of their web page. Logo should have minimal size 3,5 × 7,17 cm and should include link to AutoNet Network web site.
- **Promotional materials**
  - **Printed materials** (brochures, leaflets): the logo and the slogan of AutoNet should be marked on the cover page, in brochures also brief information about AutoNet network and members' list should be marked.
  - **Small merchandising** (folders, pencils, notebooks etc.): the logo of the network should be marked at each item.
- **Newsletters:** the logo and the slogan of AutoNet Networks should be placed in a header of the newsletter.



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<b>Deliverable</b>		<b><i>Common AutoNet Service Standard</i></b>	
<b>Work Package</b>		3. Exchange of experience to improve regional services	
<b>Activity</b>		3.3.2. Set-Up of Common Service Standards for networks member	
<b>WP Responsible project partner</b>		PP4 Mid-Pannon Regional Development Company	
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