The new visual identity of the NORTE 2020 Operational Programme

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<table>
<thead>
<tr>
<th>Main identification/differentiation elements</th>
<th>Main associated concepts</th>
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<tbody>
<tr>
<td>Norte 2020</td>
<td>Future</td>
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<td>North/Resilient Region</td>
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<td>The North matching a <strong>smart, sustainable and inclusive growth</strong> (motto for “Europe 2020”)</td>
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<td>A strategy for the socio-economic development of the Northern Region</td>
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<td>Participation/Public Mobilization</td>
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<td><strong>On the path to converge</strong> with the European average</td>
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</tbody>
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The colour code used for NORTE is a colour associated with technology and development, conveying a sense of fairness and stability. The colour also reminds us of a strong industrial tradition of the Northern Region...
The year “2020” presents itself as an explosion of colour, revealing feelings of optimism and joy for the future.
On the other hand, the use of multiple colours represents the combination of different areas of development in a living, expressive and promising manner.
It is associated with the opportunities provided by the support of the European Union through the Operational Programme...
The moving lettering symbolizes the idea of partnership and inclusion on the path to “Europe 2020”....
Activating the brand!

- Strong use of online communication
- Launch of the website www.norte2020.pt
  (distribution of a flash drive, at a public event about the application of community funds, which would open the website automatically)
- Sending newsletters to 13,000 potential promoters or final beneficiaries of the OP
- Launching in social media
- Printing of informative media, office supplies and merchandising (flash drive and powerbank)
Activating the brand!

*The public launch* of the Operational Programme (March 11th, 2015).
*The largest one ever!*

+ 5,000 participants
1,000 live/streaming views
Large media coverage
Displaying the brand activation commercial
Launching the NORTE 2020 commercial

Instead of hiring actors or simulating projects, this promotional film had the participation of beneficiaries supported in the 2007-2013 community cycle by the previous Operational Programme. Filming took place on site, with real situations. It was meant to involve (and highlight) the companies and public entities.

On the other hand, it constitutes a device for internal communication at the Authority and Management, due to the participation of elements from the OP technical team...
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