1) <u>Ivan Kraus (Mr)</u>

I was born in June 1985. In 2008 I earned master's degree in civil engineering from the University of Osijek. In 2014 I earned PhD in earthquake engineering and soil-structure interaction from the same university. In 2012 I participated in Bauhaus Summer School in Weimar, Germany. Next year I spent three months as a visiting researcher at the University of Dundee, supervised by Dr. Jonathan Knappett. There I got introduced with big geotechnical centrifuge and learned on how to prepare small soil-structure mock-ups. I received few awards and scholarships: Voya Kondic Memorial Prize for 2014, the British Scholarship Trust award for year 2013, AMAC-UK (at Oxford) annual award for year 2013, Bauhaus Summer School scholarship for year 2012 and University of Osijek Rector's Award for year 2007-2008. Also, I received WINERCOST's grant in 2015 for the 1st Training School and Erasmus mobility grant for 2012/2013. Currently I work at the Faculty of Civil Engineering Osijek as a Teaching and Research Assistant.

Two things motivated me to join the WINERCOST logo design competition: prof. Baniotopoulos's charisma and great moments that I had with the participants of the 1st Training School on Malta. I just felt that I should give WINERCOST something in return. Moreover, creating a logo for this competition was just another extra few days on Malta with my friends, only this time virtually.

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Wind energy technology
reconsideration to enhance the
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The story behind logo

How it's made step by step:

1) The theme of the logo should represent in the most suitable and clear fashion the objectives of the Action.

2) The logo should work both on dark and white backgrounds, the logo should be simple, it needs to have maximum two font, it must be memorable, distinctive, unique, practical, versatile (for business cards, but also for ordinary and large paper formats) (http://designshack.net/articles/inspiration/10-tips-for-designing-logos-that-dont-suck/, http://www.creativebloq.com/graphic-design/pro-guide-logo-design-21221, http://mashable.com/2014/04/30/logo-design-tips/)

3) According to many web sites some of the best logos on the market have: Apple, Twitter and Nike. They are simple and memorable, enduring (future proof, effective over the years), versatile (work across a variety of mediums and applications) and appropriate.

4) WINERCOST is part of part of the European framework called COST

5) Key words found here: "TU1304 COST **Action** aims to merge the efforts of the COST countries research groups working on the **Wind Energy Technology** and design the pathways to introduce it by means of **robust** applications to the urban and suburban built environment, thus enhancing the concept of **Smart Future Cities.** This Action revisits **safe, cost-effective** and **societal accepted** wind energy technology for consideration in the development of the **future urban** and **suburban habitat**." (http://www.winercost.com/)

6) Logo should represent WINERCOST action as a part of COST framework

7) WINERCOST is a word made up from two words: (i) WINER and (ii) COST

8) WINER could mean from "wine" and it can be a name for a colour (thesaurus.com)

9) Wine, lavender, mauve, plume, lilac, pomegranate, orchid, etc. share the same colour group

10) Violet/Purple was set for basic colour although the logo may easily be monochromatic (black on white background or white on dark backgrounds)

11) Purple was made from red (colour favourite by women) and blue (favourite by men) (color-wheel-artist.com), so it has something of both

12) Violet/Purple help to develop imagination (goes for the **future**) and creativity (goes for the **smart**). Moreover, this colour inspires high ideals and encourages creative pursuit. By Native Americans this colour is related with wisdom. In Iran this colour stands for the "omen (lat. name or sign) of the future".

13) As a basic colour for logo a 75, 0, 130 RGB colour was set (rapidtables.com)

14) Wind turbines produce humming sound, they are dynamic, always in motion and vibrate, can be found in water, on mountains and on buildings, they spin, they have blades and gondola/nacelle, they have pointy parts

15) Hummingbird has big charisma, unmatched flight abilities, can hover and fly backwards, unafraid to approach humans, it is resilient, it can live in a wide variety of environments'. Hummingbird's **aerodynamic abilities** are still studied in wind tunnels (http://www.hummingbirdsociety.org, en.wikipedia.org) Hummingbirds have relatively **the largest heart** in the animal kingdom. A hummingbird's heart beats about 250 beats per

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minute at rest and about 1,260 beats per minutes while flying. The tongue on a hummingbird is grooved like **the shape of a "W"**. Hummingbird can rotate their wings one hundred eighty (180) degrees in all directions (worldofhummingbirds.com). Wing beats: About 60-80 times per second in normal flight, up to 200 times per second in courtship dives. The life span for the Hummingbird is often very short (up to 4 years).
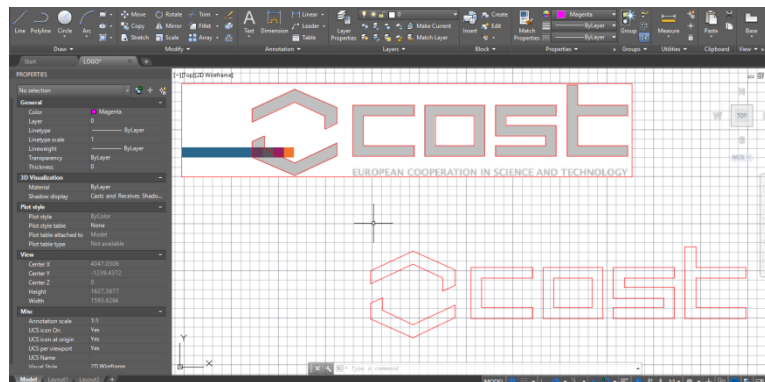

16) On the other end, wind towers/ wind mills can remind of ferocious giants (don Quixote) – interesting but couldn't connect to a logo
17) The aim is to develop a single-color, simple, clean logo.
18) If one looks at the (figure of a) wind farm, he/she may see many (straight) lines that crosses each other (see figures below).

19) By looking pictures (silhouettes) of wind farms, it is possible to find hidden objects (a mind game like with clouds). So, by looking those pictures, between those lines I found hummingbird
20) In AutoCAD I draw few overlapping lines and by cropping and trimming them I came up with a silhouette for a hummingbird.
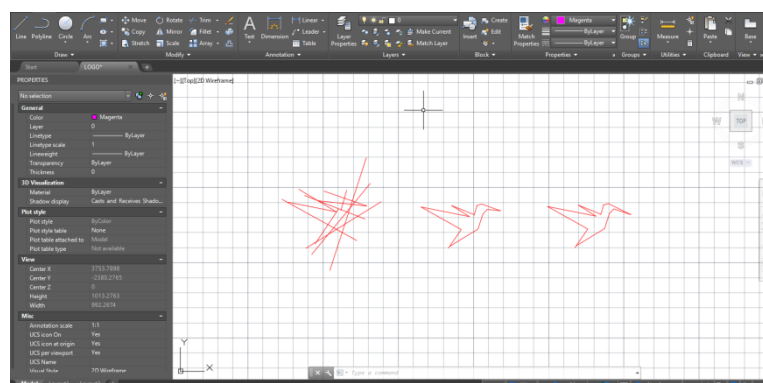
21) After making first design for the bird, I took the logo from COST websites and load it into AutoCAD where a draw the boundary lines of the logo

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22) Then after some reshaping a logo started getting its outline
23) Arial Black font was used. *WINERCOST* text height is twice the height of the slogan *for smart future cities*.

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