

NAONEXUS SOCIAL TEAM  
CREATIVE REPORT  
2024

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# Introduction

Welcome! The purpose of this document is to illustrate the brand identity, brainstorming processes, sketching, and preproduction of videos and multimedia content of the NaoNexus team.

Enjoy reading!

## Brand Identity

NaoNexus derives from the fusion of two words: "Nao," the name of the robot we use to bring our ideas to life, and "Nexus," which means connection in Latin. "Nexus", in particular, underlines how the team acts as an intermediary between technology and everyday life: connecting the intricate world of software programming, with all its complexities and challenges, to everyday users who seek a frictionless, simple, and beautiful user experience.

## Logo Explanation

"Nexus" is the focal point of our idea, representing technology and humanity. Therefore, the base of the logo is the head of NAO, the robot we work with. Above it, there are the two "N"s that compose our name, arranged one on top of the other, in opposite directions, almost as if they were completing each other.

This signifies that technology (NAO) cannot exist without its application (Nexus), and vice versa.



The adopted color scheme is cyan with a darker shade for the first "N", while for complementarity, the second "N" is in a coral color.

This coloring, inspired by the so-called "orange & teal vibe," is then used in all our non-technical graphics and official documentations.



Over the past two years, the logo has been modified by adding an element that could reflect the theme of the project and the NAO Challenge itself.

- In 2023, two leaves were added to the bottom right corner to highlight our interest in environmental sustainability.
- In 2024, the leaves were replaced with a diamond, symbol of this year's sponsor, Swarovski, used to implement the project.



NAO Challenge 2023

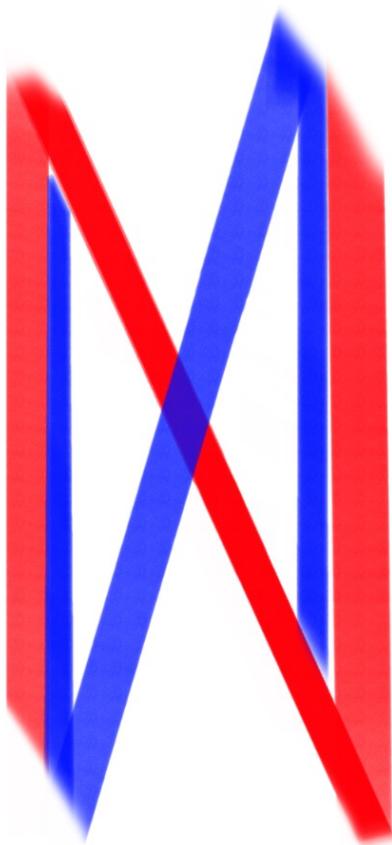


NAO Challenge 2024



# Brainstorming Logo

In figure, a primitive brainstorming of the NaoNexus logo.



# Design standards

A good brand identity is the natural consequence of continuity and coherence between the graphical elements of a certain brand.

In this chapter, we will explain the standards we use to achieve graphical continuity.

## Logo sizing

Whichever variant of the NaoNexus logo is considered, it must follow these sizing specifications.

Always view the PDF at 100% sizing to ensure correct vision.

Print sizings:

- Minimum 20 x 18 mm sizing for the logo.
- Minimum 70 x 18 mm sizing for the typeface.

UI sizing:

- Minimum 9 x 8 mm sizing for the logo.
- Minimum 32 x 8 mm sizing for the typeface.



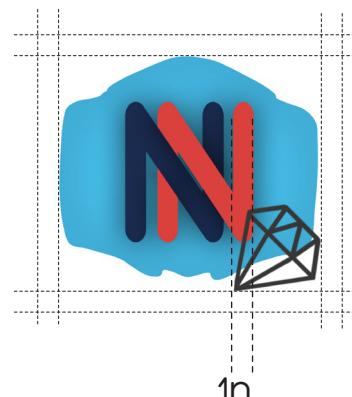
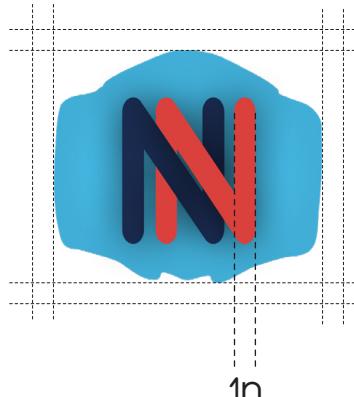
Minimum print sizing



Minimum UI sizing

## Safe zone

The NaoNexus logo must always be contained within a safe zone of one "N" width. Additional spacing is also accepted.



© NaoNexus Team

# Lock-ups

The NaoNexus logo can be locked up horizontally or vertically:

Horizontal lockup:

- The NaoNexus logo must always sit to the left of the other logo.
- Clear spacing between logos must be of 6 "N"s.
- The lock-up bar can exceed logo height by 1 "N" on each side.

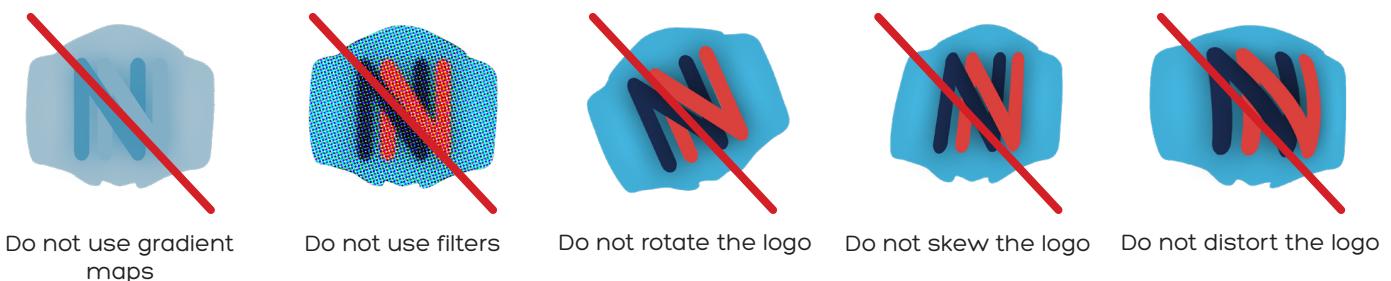
Vertical lockup:

- The NaoNexus logo must always sit on top of the other logo.
- Clear spacing between logos must be of 6 "N"s.
- The lock-up bar can exceed logo height by 1 "N" on each side.



## Logo don'ts

Here are described some don'ts when using the NaoNexus logo.



# Types of Multimedia Content

In recent years, the social media division has focused on making a qualitative leap in terms of image processing, graphic continuity, and sophistication in posts' vocabulary; while improving the presence on social media to make it more stable and thereby engaging with a global community.

This year, the mission was to maintain a stable presence on social channels by diversifying and increasing the types of content presented, including shorts, in order to maximize viewer engagement and the variety of formats. Hence, to reach an increasingly wider audience, the team has opened up to new social channels including X (Twitter), Linked-In, and Facebook, diversifying content according to the platform.

The content released this year on our social threads included:

1. Traditional videos:
  1. Team presentation
  2. Project presentation
2. Instagram, TikTok and Facebook reels:
  1. Entertaining Reels
  2. Interview Reels
  3. Informative reels on Retail
  4. Explanatory reels on the OneRetail project
3. Instagram and Facebook posts and stories:
  1. Reportage-style photos
  2. Team Member biographies
  3. Explanatory carousel
  4. Miscellaneous stories
4. Linked-In posts:
  1. Meetings and technical analysis



# Diversification of Viewer Streams

The types of multimedia content presented this year were specifically designed to allow a diversification of the audience and ensure a more consistent flow of engagement, likes, and shares on social media threads.

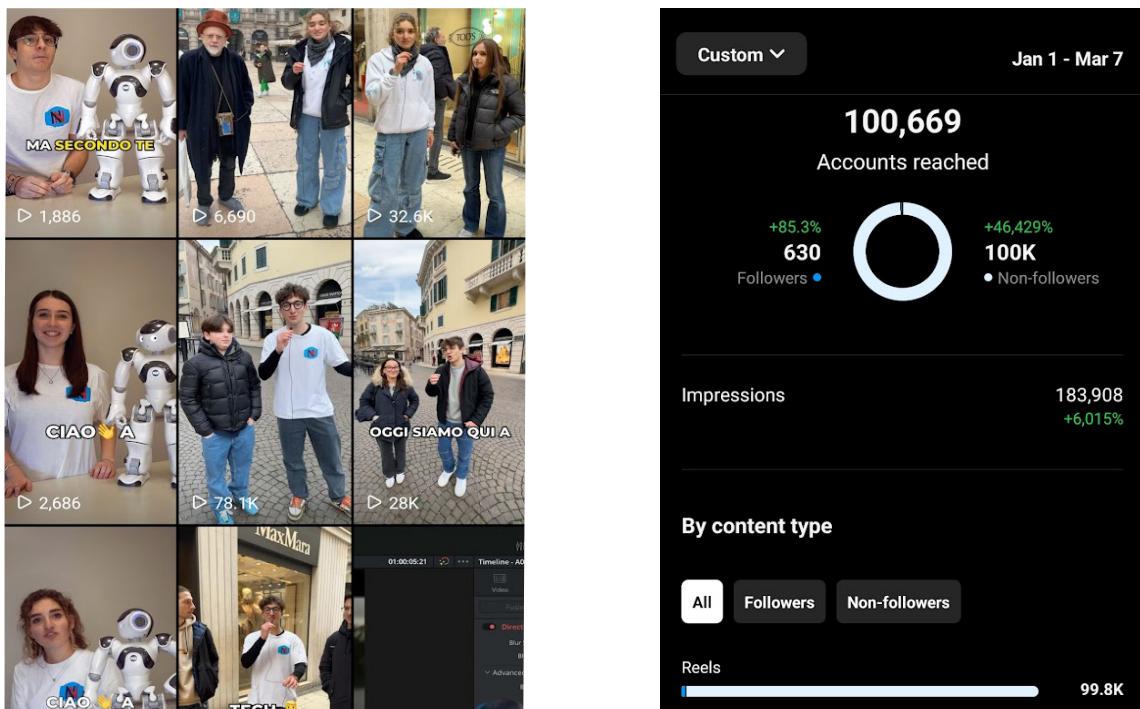
The division was made as follows:

1. Occasional viewers: entertaining content with low educational value.
2. Recurring viewers: educational content with high educational value.

Thanks to the occasional viewers obtained through entertaining reels and interviews, we built a temporary visibility fundamental to then promote our more informative posts, such as the educational format on Retail, or carousels and team biographies.

The result of this combination led to an overall improvement in interactions on our social media channels, as demonstrated by Instagram analytics.

In the year 2024 alone, the NaoNexus Instagram profile managed to reach over 100K different accounts. As highlighted by Instagram statistics, this was largely achieved through interview and entertaining reels which, in some cases, accumulated over 70,000 views.



The data provided by social media profiles highlights how incorporating short-term content can guarantee a stable audience engagement with long-term content.



# Short-term Content

The short-term content consists of the following:

1. Instagram, TikTok, and Facebook reels:
  1. Entertaining reels
  2. Interview reels
2. Instagram and Facebook posts and stories:
  1. Reportage-style photos
  2. Miscellaneous stories

The entertaining and interview format reels were mainly devised following the current trends on TikTok, such as the “Tech Check” format or interviews on the streets, and the “The Last Ride meme”.

The reportage-style photos, although crafted with more care and in a more serious tone compared to the reels, are considered short-term content because they do not provide informational value.

Nevertheless, they proved to be useful to inform our users about the project’s progress.



Interview reel



Reportage-style  
photos

## INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE

o February 11th

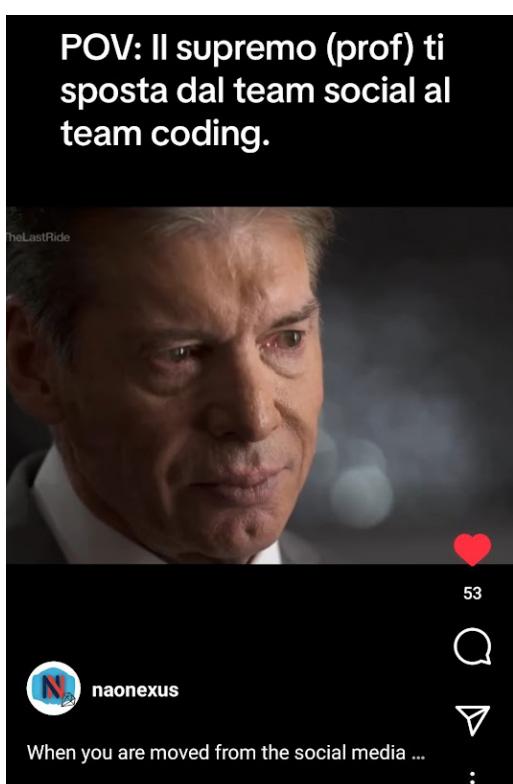


Story for the "International Day of Women and Girls in Science"



Story for the New Year's Eve

POV: Il supremo (prof) ti sposta dal team social al team coding.



Meme "The last Ride"



Meme "DJ Khaled"



# Long-term Content

Long-term educational content consists of the following formats:

1. Traditional videos:
  1. Team presentation
  2. Project presentation
2. Instagram, TikTok, and Facebook reels:
  1. Informative reels on retail
  2. Explanatory reels on the OneRetail project
3. Instagram posts:
  1. Team member biographies
  2. Explanatory carousels

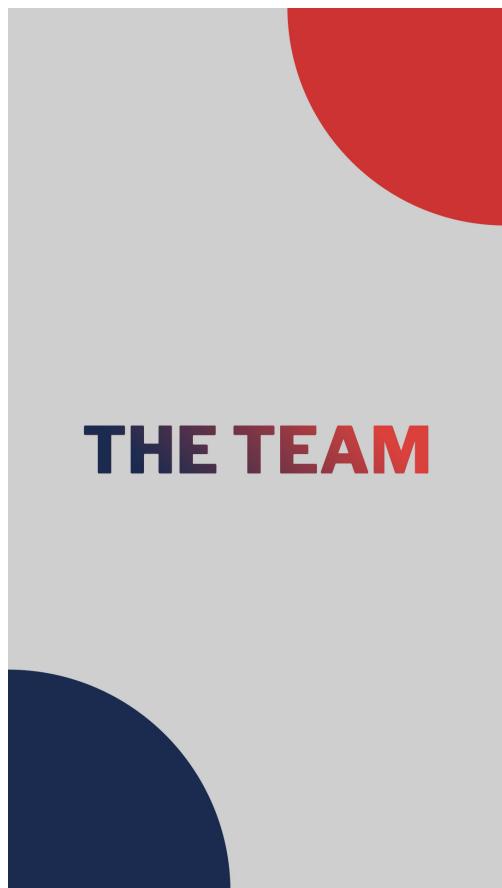
The first two YouTube videos for the NAO Challenge served as useful tools for quickly and efficiently deepening our audience's understanding of this year's project, introducing our team, and offering a tangible demonstration of NAO's usage in a realistic context.

The informative reels on retail, were helpful in offering the public an easy and convenient way to learn about retail in all its forms, highlighting its details, risks, and benefits, thus helping the audience to be more aware of the realities they encounter daily.

The Instagram biographical posts introduce the audience to the members, new or old, of the NaoNexus team.

The Instagram carousels, in three different styles, have contributed to informing the audience about the project, the work methodologies used, and the innovations conceived and implemented this year. Additionally, in the second carousel, we presented the partners we collaborated with this year, such as Swarovski and MorphCast.





Explanatory carousel



Team member biographies

This slide has three columns. The left column contains the text 'OUR AI MODEL'. The middle column is titled 'NaoNexus x MorphCast:' and discusses the project's focus on facial expression recognition. The right column is titled 'Privato, efficiente, sostenibile:' and lists several bullet points about the MorphCast model's privacy and efficiency.

Explanatory carousel on our AI model

This slide has three columns. The left column contains the text 'OUR PARTNER'. The middle column is titled 'NaoNexus x SWAROVSKI:' and discusses the collaboration with Swarovski. The right column is titled 'Un workflow all'avanguardia:' and lists several bullet points about the company's workflow and deployment practices.

Explanatory carousel on our partners



# Work Methodology

Initially, the timing of the content to be produced was determined on a shared calendar on Notion.

Subsequently, various approaches were chosen for pre producing the work based on the type of material.

## 1. Instagram and TikTok:

1. Sketching/preliminary drawings of the posts
2. Production of the post template on Photoshop or Illustrator
3. Adaptation of the template according to post specifications

## 2. YouTube:

1. Brainstorming for the video
2. Writing the video structure
3. Full preproduction with writing of the production book (uploaded to GitHub)

## 3. Video recording

1. Re-shoot if necessary
2. Editing and review with the team

## 4. Short-term Content:

1. Shooting
2. Editing
3. Direct posting

NYU TISCH SCHOOL OF THE ARTS		
Shot List		
You can download the production book by clicking <a href="#">here!</a>		
LOCATION 1:	Studio Registrazione	
LOCATION 2:	Aula 4SA - settaggio studio	
LOCATION 3:		
SCENE 1: Eli in studio frustrata		
#	SHOT	DESCRIPTION
1	Wide	Portone della scuola
2	Medium - Close-up	Insegna stimate
3	Wide	Alberi piazza cittadella
4	Wide	Alberi giardini don
5	Wide	Fiorellino/Cazzata naturale
6	wide	Aula Info
7	Wide	Comodo
8	Wide	Porta studio rec
9	CU	Ruben di profilo, sfucco su monitor/elisa
10	CU	CU Elisa che fa voiceover
11	CU	Ruben risponde, fai quello che vuoi
12	CU	Eli risponde e guarda in cam
13	CU	STACCO BLACK
SCENE 2: MONTAGGIO		
#	SHOT	DESCRIPTION
14	Montage	Montage clip varie lavori
15	Medium	Eli presenta il team
SCENE 3: INTERVISTE		
#	SHOT	DESCRIPTION
13	Montaggio interviste	Interviste varie

Example of a production book



# Color Palette

In this section, we list all the colors and fonts used for our official non-scientific documents, website, and graphic elements for videos or posts.

Logo Cyan  
#368db3

Logo Blue  
#1a2b50

Logo Red  
#d9413d

Light Carousel Cyan  
#3399cc

Light Carousel Blue  
#000033

Light Carousel Red  
#d9413d

Grey Carousel Grey  
#cfcfcf

Grey Carousel Blue  
#03181e

Grey Carousel Red  
#d9413d

Dark Carousel Cyan  
#d3eff8

Dark Carousel Blue  
#03181e

Dark Carousel Red  
#d9413d

Document Cyan  
C=100 M=0 Y=0 K=0



# Role Division

The division of roles has been further categorized into on-set roles (during shootings) and off-set roles for everyday tasks:

## On-set Roles

These roles are designed for when the social media team needs to create photo/video content, requiring extensive collaboration to ensure content quality:

- Alberto Rubini (Team Leader) - Director, Camera Operator
- Arianna Antonelli - Makeup Artist, Production Assistant
- Davide Masini - Audio Technician
- Laura Mascalzoni - Logistics Manager

## Off-set Roles

In contrast to on-set roles, these positions are designed for when there is no need to produce multimedia content, so everyone can focus on their individual tasks:

- Alberto Rubini (Team Leader) - Photo and Video Editor
- Arianna Antonelli - Social Media Manager
- Laura Mascalzoni - Social Media Manager
- Davide Masini - Website Developer



# Used Fonts

Font used in the web site:

1. **Montserrat Bold**
2. Montserrat Light

Font used in the writing near the logo NaoNexus:

1. Arial Rounded MT Bold

# NAO**NEXUS**

Font used in carousels/post Instagram:

1. **Libre Franklin Extra-Bold**
2. Hero
3. DIN Condensed

Font used for merchandising:

1. Arial Rounded MT Bold
2. **Montserrat Bold**
3. Montserrat Regular
4. Big Caslon CC
5. **Allumi Std Extended Bold**



