Optimised Energy Efficient Design Platform for Refurbishment at District Level
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D7.1: Corporate identity and website

WP7, Task 7.1.2

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Document History

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Project Coordinator	Miguel Á. GARCÍA-FUENTES (miggar@cartif.es) Fundación CARTIF		
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Abbreviations and Acronyms

Acronym	Description
OptEEmAL	Optimised Energy Efficient Design Platform for Refurbishment at District Level.
CAR	Fundación CARTIF
CI	Corporate Identity
D	Deliverable
DG	Directorate General
EC	European Commission
SEZ	Steinbeis-Europa-Zentrum

Executive Summary

A clear recognition value is very important for a project such as OptEEmAL. During the first months of the project, a professional graphic designer created the OptEEmAL Corporate Identity (CI) consisting of a project logo and specific elements that are a core element in all dissemination materials, such as a bar with the project slogan in it, using three specific colours and specific fonts.

The CI is applied in all developed communication materials, such as the project website, newsletter, the project flyer and a PowerPoint template.

This deliverable gives a detailed overview of all elements of the CI and on how to apply them and can thereby also act as practical guide for the consortium members. Furthermore, the communication products developed so far are presented.

1   Introduction

1.1   Purpose and target group

This deliverable gives a detailed overview of all elements of the CI and on how to apply them. It acts as summary and practical guide for the consortium members on how to apply the project's CI elements. Furthermore, the communication products developed so far are presented.

1.2   Contributions of partners

The following Table 1 depicts the main contributions from participant partners in the development of this deliverable.

Table 1: Contribution of partners

Participant short name	Contributions
SEZ	Development of CI and communication materials, in close collaboration with CAR
CAR	Input and close collaboration for development CI and communication materials

1.3   Relation to other activities in the project

The following Table 2 depicts the main relationship of this deliverable to other activities (or deliverables) developed within the OptEEmAL Project and that should be considered along with this document for further understanding of its contents.

Table 2: Relation to other activities in the project

Deliverable Number	Contributions
D7.2	The Communication, Dissemination and Exploitation plan provides a detailed overview and description of the (strategic) use of the communication tools and is therefore closely linked to the CI/website.

2 Objectives

In order to transport the project, its objectives, partners, achievements and results, you must give it a face. According to the project´s topic and ideally in an appealing way, this external appearance makes the project visible and easy to remember. On the instructions of SEZ and in close collaboration with CAR, a professional graphic designer created a Corporate Identity (CI) during the first months of the project, consisting of a project logo and specific elements that are core to all dissemination materials, such as a bar with the project slogan in it, using three specific colours and specific fonts (Franklin Gothic Medium: for headlines and "fat" text parts, Franklin Gothic Book for the plain text).

The consistent use of these elements in all communication materials, whenever possible, ensures a recognition value and clearly links the project's communication materials. The CI is applied in all other developed communication materials, such as the project website, newsletter, the project flyer and a PowerPoint template that has been developed for the use by all partners for project related internal/external presentations.

Containing the common design elements, the materials follow a unique corporate design with a strong recognition value and therefore they form the attractive representation of the "brand" OptEEmAL.

3   Elements of the OptEEmAL Corporate Identity

The OptEEmAL Corporate Identity contains common design elements that ensure a strong recognition value. The OptEEmAL CI consists of the project logo, fonts, general graphic elements (three stripes) and selected colours and pictures that are used in the materials. Together, these tools form the attractive representation of the "brand" OptEEmAL.

3.1   Project logo

The core element of the logo is the OptEEmAL synonym in three different shades of green, surrounded by the skyline of a city, thus linking OptEEmAL directly with the notion of city/district and environmental issues that are usually associated with the colour green. The project logo does further integrate important elements of the OptEEmAL corporate identity: the three bars in the project's colours and the project slogan, positioned in the bars.

For use in different media and formats, the project logo has been developed in three different formats:

1. **With the bars below the core logo**, whenever the logo should be rather square
2. **With the bars to the right** of the core logo, whenever space is rather wide than square
3. **Only the plain core of the logo** (synonym and skyline), whenever the logo is depicted rather small and the slogan in the bars couldn't be readable anymore. This version should only be used when further information on the project is added directly on the same page/in the same document.

Figure 1: Project logo in three versions for different use, without and with the bars

For use in different media, all three versions of the logo have been developed in different versions:

1. Black and white versions: for documents that are not coloured / for printing in only black
2. Transparent: with a transparent background (not white), for use on coloured backgrounds

Figure 2: Project logo in black and white version

Figure 3: Project logo in transparent version on coloured background

All of the above mentioned logos are available in different formats, e.g.:

1. .eps for printing (vector graphic) (4c)
2. .tif, higher resolution, also suitable for printing (4c)
3. .ai, Adobe Illustrator (4c)
4. .pdf (4c)
5. .jpg to be used for the web (small resolution) (RGB)

(Explanation:

Four Colour Process Printing (4c): the colourimage is separated into four standard base colours (Cyan, Magenta, Yellow and Black)

RGB colour model: additive colour model in which the primary colours red, green, and blue are added together in various ways to reproduce a broad array of colours.)

3.2 Fonts

The project uses the fonts Franklin Gothic for all materials. This forms an important part of the project's CI and ensures a consistent appearance of all materials. The following fonts, freely available in Microsoft Word and thus applicable by all partners, have been chosen:

- **Franklin Gothic Medium: for headlines and "fat" text parts**
- Franklin Gothic Book: for the plain text

Important: for fat text parts the fonts Franklin Gothic Medium is used – Franklin Gothic Book is never used in a fat version.

Whenever possible (e.g. in PowerPoint presentations, word documents) these fonts should be used by all partners.

3.3 General graphic elements (colours, three stripes, pictures)

Other important elements of the CI are:

- **Three colours**, as in the project's logo: light green, middle green and grey (see Figure 4 for detailed information)
- **Three stripes** in the above mentioned colours, as in the project's logo: these stripes are used in all OptEEmAL products developed (such as the project flyer, the project website – see below for more information)
- **Pictures:** two pictures have been chosen to be used in the flyer / website and other materials, referring both to the term "platform" and to cities.

Together, these elements help in recognising the OptEEmAL products and in ensuring their uniformed appearance. All materials that will be developed in the future (videos, final brochure etc.) will also be based on this CI, in order to ensure their recognition value.

Light green
CMYK 46/3/53/0
RGB 154/200/147
HEX #9AC893

Middle green
CMYK 46/20/46/3
RGB 153/175/147
HEX #99AF93

Grey / Grau
CMYK 45/35/35/15
RGB 142/142/142
HEX #8E8E8E

Figure 4: Project colours, based on the logo

3.4   Graphic of the OptEEmAL concept

Based on technical information on the project, a graphic depicting the OptEEmAL concept has been redesigned by the graphic designers, in line with the OptEEmAL CI. This graphic is used in the communication materials, e.g. flyer, website and in PowerPoint presentations.
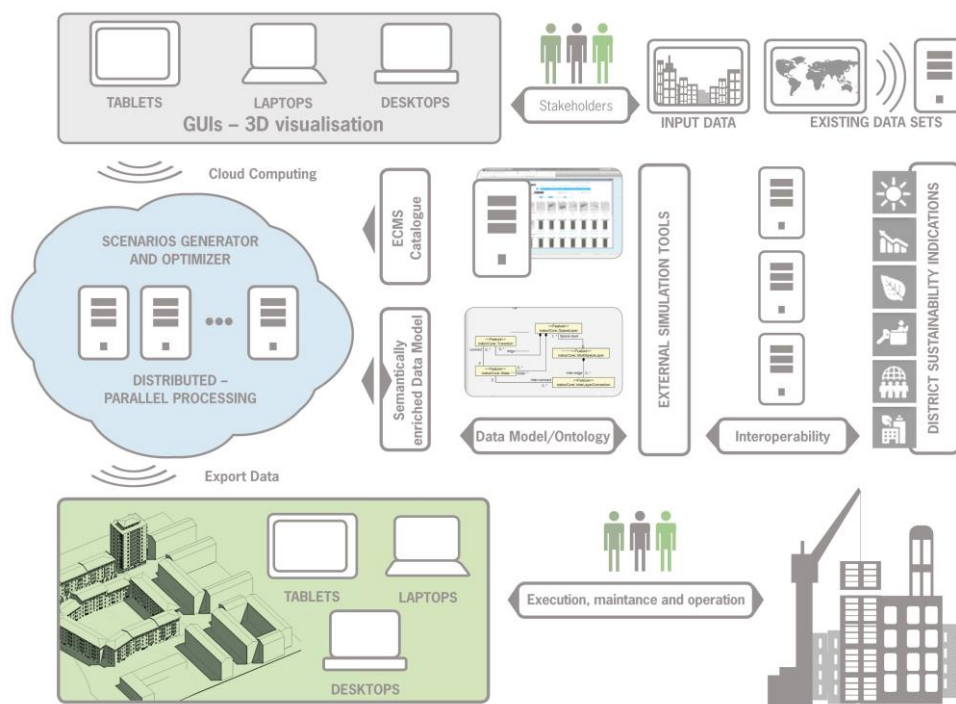

Figure 5: Graphic of the OptEEmAL concept

4 OptEEmAL communication tools and materials developed

Based on the above mentioned elements that are together forming the OptEEmAL corporate Identity, different tools and communication materials have been developed within OptEEmAL, comprising the project flyer, a PowerPoint template, a deliverable template and the project website (including the project newsletter).

4.1 Project flyer

The project flyer is a major communication tool, as it provides core information of OptEEmAL such as the OptEEmAL approach, aims and objectives, impact, demonstration sites and the consortium. The flyer's layout is according to the Corporate Identity of the project, underlying the information with a memorable outer appearance. It is available both in a printed and electronic version and will be distributed by the consortium on events and to interested stakeholders.

The flyer was published at the beginning of the project and will be updated within month 18 with more detailed information about the progress and first results. All in all about 10,000 hard copies will be printed in English, ensuring that the core information will be spread widely. The flyer is also downloadable from the project website.

Figure 6: OptEEmAL project flyer

*Further information can be found in **D7.5 "Project flyer".***

4.2   PowerPoint template

PowerPoint template has been developed for the use by all partners for project related internal/external presentations. This ensures, once again, that the project appears in a homogeneous way.

Figure 7: OptEEmAL PowerPoint template – exemplary pages

4.3   Deliverable template

A deliverable template has been developed that is also based on the project's corporate identity (logo, colours, fonts etc.). This is used by all partners for preparing the project deliverables and ensures their homogeneous appearance.

4.4   Project website

The OptEEmAL website (www.opteemal-project.eu) can be regarded as one key instrument for internal and external communication. It constitutes the central communication and knowledge base for the project partners and beyond. The website consists of two platforms: the public space – where every person has access to – and the intranet – which is for partners only and mainly used as repository for documents.

Following the Corporate Identity of OptEEmAL, this website offers general and individual information for internal and external purposes in a clear and structured manner. The technical development of the website was subcontracted and the website has been launched in month 6. SEZ is responsible for its set-up and maintenance, whereas the content is strongly dependent on the input of the project partners in general and of the work package leaders and demo cities in particular.

At a first glance the website is offering general information for public purposes, giving information about the project, the objectives, its consortium, the project duration and – later in the project – its results and activities.

On the second glance it provides deeper information about the project, its aims and objectives, the project activities and results, the measures and the expected impacts of the project. A news section informs about current activities within the project. An events calendar informs about relevant local and international events related to the project issues. A download section provides all public documents of the project such as the project flyer, newsletters and public deliverables. A "useful link" section leads to major websites and portals, including those managed by the EC, networks and platforms (e.g. DG Environment, DG Energy, ManagEnergy, Enterprise Europe Network, KIC InnoEnergy). Finally the website facilitates opportunities to become involved in the project´s progress and achievements by regularly receiving the newsletter and being updated on a regular basis.

In addition it offers interactive features through the linkage with social media, such as following OptEEmAL on Twitter or joining the group at LinkedIn. This is the most individual opportunity to become directly engaged and customise the variety of information due to personal requirements.

Finally the website provides an intranet service for the project partner: the internal "backend" which is a secured area, a storage tool to share working papers, documents, draft versions and any documents which need to be available for several partners in time and at the same time for the project´s progress sake.

The website will be continuously updated until the end of the project with relevant information about project results and achievements.
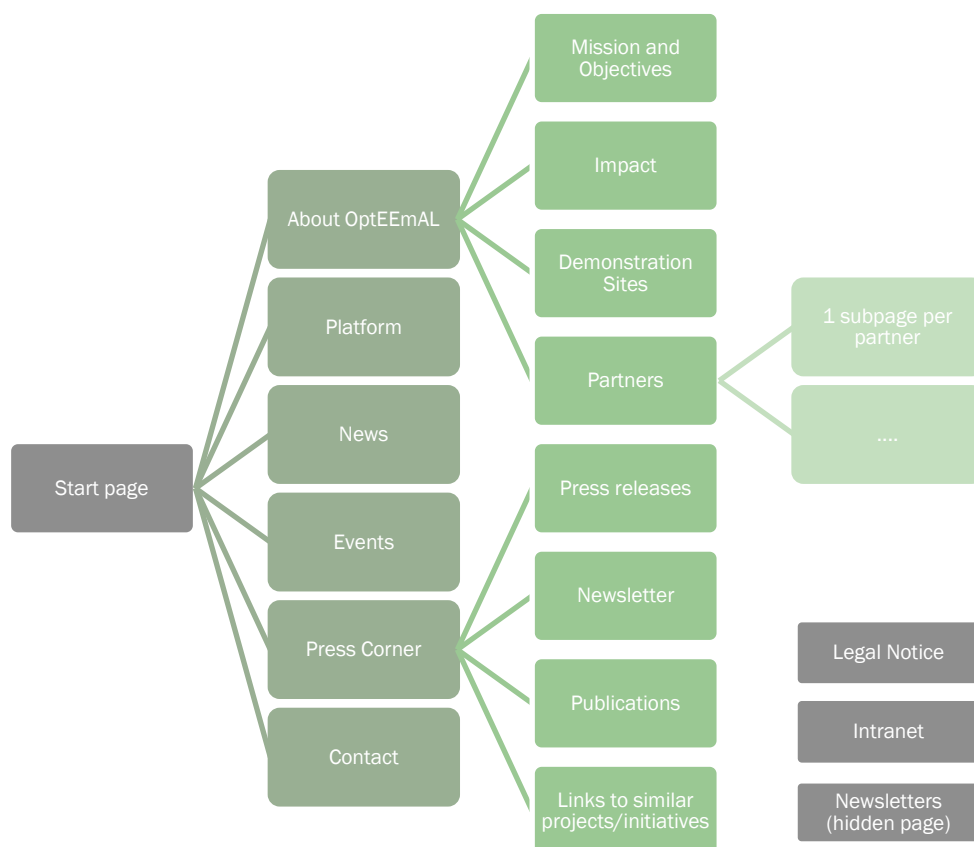
Figure 8: OptEEmAL website structure

Figure 9: OptEEmAL website design

4.5   Project newsletters

The public e-newsletter, published every six months (starting in month 6), is integrated in the project's website (following the website's design). This allows for the partners to send the link to this page to a broad audience without using a lot of storage space (as a pdf attachment would).

The newsletter is providing information about the project´s activities and progress during the previous six month period. This format enables the editor to give a deeper insight into what is going on without having strict restrictions like "putting the message into 140 characters". What is new in regards to OptEEmAL? What are the recent and upcoming tasks and activities and which partners are involved? What is the next event which is worth visiting a) for private or b) for professional purposes? Which information is available on the project? And how and where (events) can partners be met in person?

SEZ is responsible for writing the newsletters, with active input by and information from all partners, especially CAR as the project coordinator. Keeping the eyes open for possible topics and passing on first-hand-experience is the best way to ensure a lively coverage of the project's activities.

This e-newsletter is addressing a broad public and therefore will be spread widely via e-mailings, social media, partner websites, the partner's contacts and other networks and platforms associated to district retrofitting.

5 Conclusions

The OptEEmAL corporate identity ensures a clear recognition value of the project for all communication and dissemination activities. Specific core elements, such as the project logo, a bar with the project slogan in it, three specific colours and specific fonts, support this homogeneous external appearance of the project. The CI is applied in all developed communication materials, such as the project website, newsletter, the project flyer and a PowerPoint template.