



D6.3 – Promo Material Description: Poster and Leaflet

WP6

Lead Partner: DAPP

Dissemination Level: Public

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Horizon 2020
European Union Funding
for Research & Innovation

Project Acronym	ENVISION
Project Title	ENergy HarVesting by Invisible Solar IntegratiON in building skins
Grant Agreement n°	767180
Funding Scheme	Innovation Action
Call	H2020 – EEB - 2017
Topic	EEB-07-2017 Integration of energy harvesting at building and district level
Starting Date	1 st October 2017
Duration	54 Months

Executive Summary

Deliverable D6.3 “Promo Material Description: Poster and Leaflet” has been prepared in the framework of WP6 “Dissemination and Exploitation”. This report contains a description of the items developed in the first six months of the project in order to support partners in promoting project outcomes to relevant stakeholders outside the consortium, as requested by the European Commission. The dissemination instruments developed consist of

- Project Poster and Brochure
- One page project description (flyer)
- Project Presentation

Preliminary to the implementation of the promotional material, a visual identity for the project has been ensured, by means of the creation of a dedicated project logo and associated colour palette and of templates to be used for the preparation of project reports and presentations.

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Abbreviations and Acronyms

[DoA] – Description of Action

[PNG] - Portable Network Graphics

[EPS] - Encapsulated PostScript

[AI] – Adobe Illustrator

[TRL] – Technology Readiness Level

1 Introduction

Article 29.1 of the Model Grant Agreement states the obligation for each consortium partner to disseminate project results, due regard being paid to not act against legitimate interests of the other beneficiaries. With the aim to support project partners in complying with this duty, a number of tools have been developed in the first six months of the project, as described in the present report.

First, a visual identity for the project have been developed, consisting in a project logo and in Word and PowerPoint templates to be used for project reports and presentations.

Then, a communication toolkit have been implemented, including the following items:

- Project Brochure
- Project Poster
- One page project description
- Project Presentation

All the aforementioned promotional materials will be periodically updated throughout the duration of the project, in order to include updated information about project evolution and outcomes.

2 Project Visual Identity

In order to make the ENVISION project and its outcomes easily recognisable, at the very beginning of the project significant efforts have been made in order to develop a standardized visual identity for all the project related material.

First of all, a logo of the project have been designed and, using the same colour palette, templates for project reports and presentations have been prepared as well, to be used by partners in all the ENVISION related activities.

2.1 Project logo

The first task carried out in the framework of dissemination activities was the creation of a project logo.



Figure 2-1 ENVISION logo

The logo is intended to convey in an intuitive way the main idea behind the project: solar irradiation to be gathered by all the building surfaces and transformed into thermal and electrical energy.

The colour palette used for the logo is reported below.






					
RGB	252, 194, 10	239, 128, 29	4, 100, 51	229, 56, 38	195, 53, 35
HEX	#fcc20a	#ef801d	#046433	#e53826	#c33523
CMYK	0/0,23/0,96/1	0/0,46/0,88/0,06	0,96/0/0,49/0,61	0/0,76/0,83/0,10	0/0,73/0,82/0,24

Figure 2-2 Logo colour palette

The logo is available in the following formats

- .png
- .eps
- .ai

PNG (Portable Network Graphics) is a raster graphics file format that supports lossless data compression. PNG was created as an improved, non-patented replacement for Graphics Interchange Format (GIF), and is the most widely used lossless image compression format on the Internet. PNG supports palette-based images (with palettes of 24-bit RGB or 32-bit RGBA colors), grayscale images (with or without alpha channel for transparency), and full-color non-palette-based RGB/RGBA images (with or without alpha channel). The PNG

format was created specifically for use on websites and in browser based e-mail and cannot be used in traditional offset printing (PNG formats do not support either spot color or CMYK four color spaces.)¹

EPS (Encapsulated Post-Script) is a graphics file saved in the Encapsulated PostScript (EPS) file format. It may contain 2D vector graphics, bitmap images, and text. EPS files also include an embedded preview image in bitmap format. EPS files are typically used to save artwork, such as logos and drawings, and as a standard means for transferring image data between different operating systems. The files are supported by several different drawing programs and vector graphic editing applications. The .eps format is considered the best choice of graphics format for high resolution printing of illustrations.²

AI (Adobe Illustrator) is a proprietary file format developed by Adobe Systems for representing single-page vector-based drawings in either the EPS or PDF formats.

The logo should be included in all project related document, in order to provide an easy identification for all the ENVISION connected topics.

2.2 Project Templates

Word and PowerPoint templates have been prepared in order to provide partners with a “ready-to-use” document format complying with the project visual identity.

Word templates shall be used by partners for project reports and deliverables, whereas the PowerPoint template is to be used to give presentation during project meetings.

The font selected to be used for both Word and PowerPoint documents is Calibri. According to the logo colour palette the color to be used for titles, headers and footers is RGB 195,53,35.

The cover page of the deliverable template includes the information listed below:

- Project Logo
- Deliverable number and full title, related WP, lead partner and main contributors.
- Dissemination level: Public (fully open, e.g. web), Confidential (restricted under conditions set out in Model Grant Agreement), Classified (information as referred to in Commission Decision 2001/844/EC).
- “Due date” according to the DoA and “Actual Submission Date”(in case of postponement), Deliverable version (in case different version of the document have been submitted after any update)

In addition, the logo of the European Commission is included, as well as a table containing all the relevant information about the project (Acronym and full title, Grant Agreement Number, funding scheme, topic, starting date, duration), for the reader convenience.

In each deliverable, soon after the cover page, an Executive Summary of the document contents shall be provided, including information publishable even if the deliverable is confidential.

The deliverable template consists of the following sections:

- List of Figures
- List of Tables
- Abbreviation and Acronyms
- Introduction
- Chapters and subchapters
- Conclusions
- References

¹ T. Boutell; et. al. (March 1997). "PNG (Portable Network Graphics) Specification Version 1.0"

² <https://fileinfo.com/extension/eps>





DX.X – <Title>
WPX
Lead Partner: XXX
Partner Contributors: XXX, XXX, XXX

Dissemination Level: XXX
 Deliverable due date: MX Actual submission date: MX
 Deliverable Version: VX



Project Acronym	ENVISION
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Figure 2-3 Deliverable template - Cover page






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Figure 2-4 Deliverable template – Table of Content Page

Different headings have been created for the different chapters levels, in order to facilitate partners in structuring the document and to guarantee a common visual look of all the submitted reports.

In the header of the document, project logo and European Commission flag are included.

In the footer, number and title of the document are indicated, as well as the page number.

Examples of the format to be used for pictures, tables and related caption are also provided in the template.

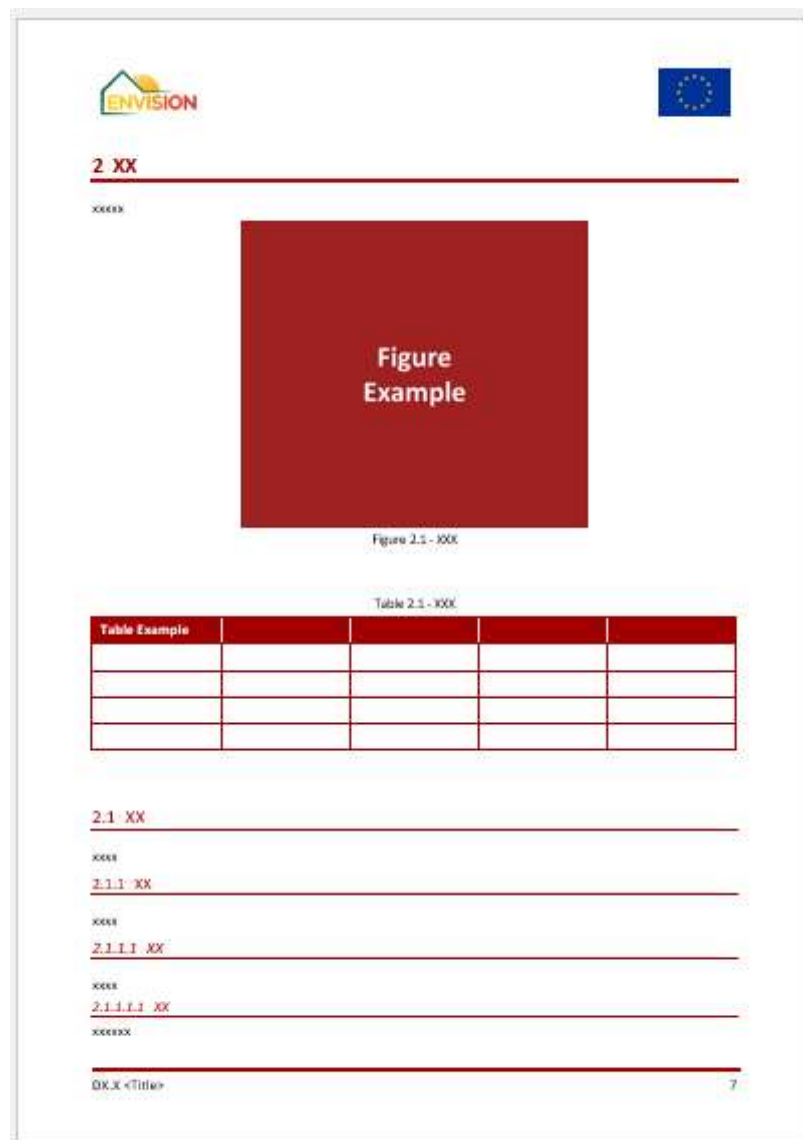


Figure 2-5 Deliverable template - additional document items

For what concern the PowerPoint template, it has been created using the Slide Master tool, so that all slides have the same visual appearance and it is easier for partners to build the presentation.

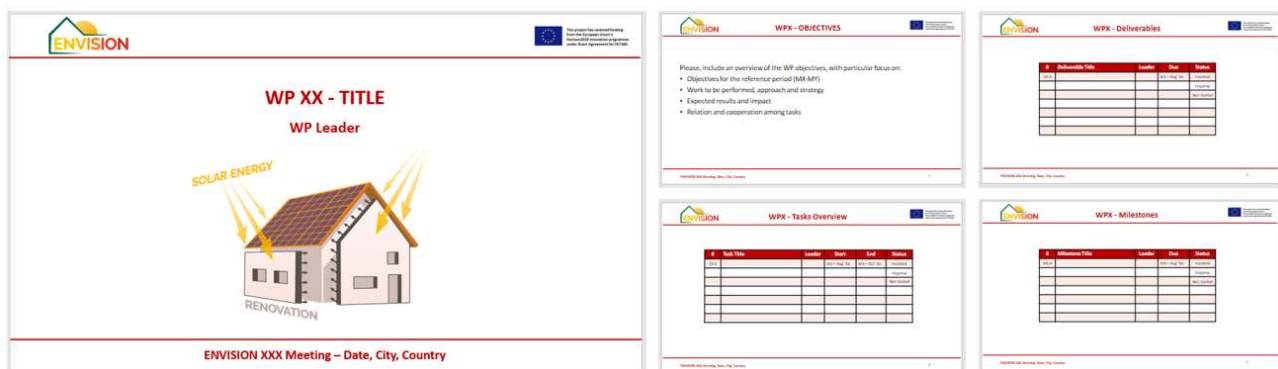


Figure 2-6 Presentation Template – WP description

The template is intended to guide partners in the presentation of their project results. It is divided into different sections, one regarding the Work Package in general and the other dedicated to the different tasks in which the deliverable is organised.

Concerning WP description, the sections to be covered by the presentation are listed below:

- WP objectives
- WP deliverables
- WP tasks status
- WP milestones

Task leader shall then provide an update on the status of task activities, covering the following contents:

- Work Methodology
- Results achieved so far
- Plan for the next six months
- Deviations (if any) and contingency actions undertaken

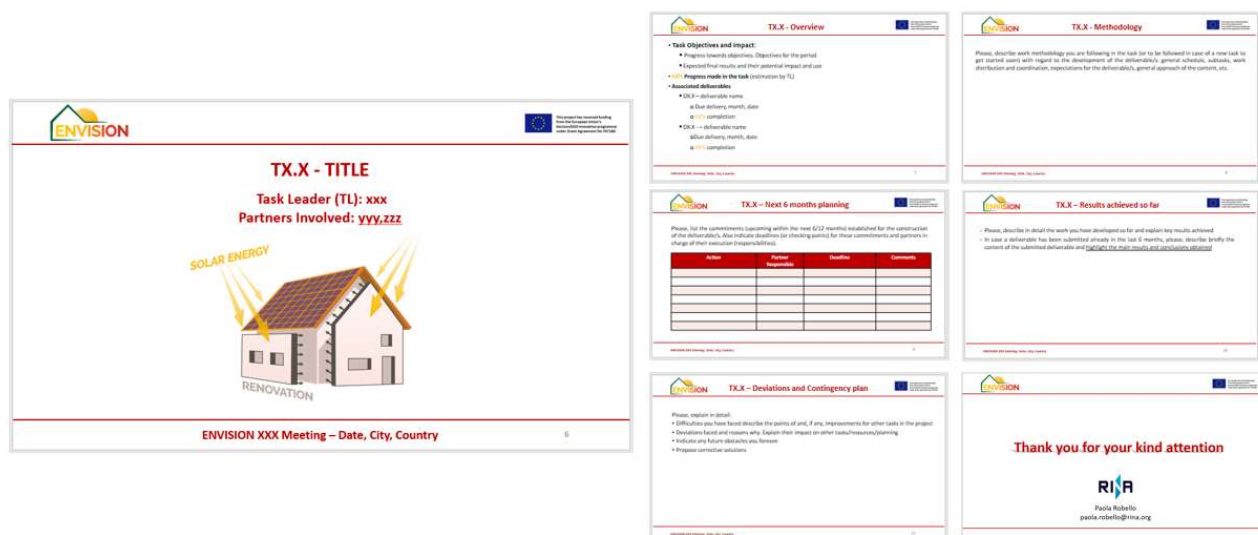


Figure 2-7 Presentation Template – Task description

Both the above described templates have been uploaded to the Project SharePoint so that all partners can easily download and use them.

3 Communication Toolkit

The ENVISION communication toolkit includes all the dissemination material developed at M6 to support communication and dissemination activities of the ENVISION project. The dissemination material was created in English language but future translation to partners' mother languages will be considered.

The communication toolkit is available on the ENVISION website (<http://www.energy-envision.eu> - <http://www.energy-vision.eu>).

3.1 Brochure

RINA has designed and prepared the ENVISION brochure using a six sided horizontal format (200 x 420 mm).



Figure 3-1 Six sided leaflet format used for the ENVISION brochure

The front page contains the full title of the project and the project logo, the QR code redirecting to the project website and the statement of financial support (EC flag and Grant Agreement number) to indicate that the foreground of the project will be generated with the financial support of the European Commission.

In the back page, the list of consortium partner (together with their company logo and website) is provided. Opening the brochure, in the page entitled "Envision at a glance" a brief summary of the project aim is included together with an explanatory figure.

In the inside pages of the brochure, information about the project are included, specifically

- In the section at the top, pictures and a brief description of the four main innovations developed within the project are provided.
- The middle section illustrates the methodology followed by the project.
- In the bottom section information is included about the demonstration activities that will be undertaken in order to demonstrate the technologies at different TRL levels.

Contents of the project brochure have been prepared in cooperation with the project coordinator, and will be periodically updated throughout the project lifecycle.

3.2 Poster

The poster was created as a “condensed” version of the brochure including all important information about the project at a glance. It was implemented in the “Super A1” format (594 x 841 mm), preferable to the roll up one because it is easier to be printed. In this way partners will be more stimulated to print their own copy of the poster and to disseminate ENVISION in different events in which they are taking part.



Figure 3-2 ENVISION project poster

Following the project evolution, the poster will be periodically updated.

3.3 One Page Project Description

According to the DoA, a flyer has been prepared, describing in one single page the main concept behind the project. It provides pictures of the ENVISION technologies and of the demo sites and it includes the main information about the project (Grant Agreement number, starting date, duration, call identifier, partners company logo).

In the bottom part of the page, the link to the project website as well as the QR code are reported.



Figure 3-3 ENVISION on page project description

3.4 Project Presentation

The aim of the project presentation is to provide partners with a “ready to use” instrument to convey the main concepts and idea underpinning ENVISION, supporting them in the dissemination for the project during conferences, workshops and other similar events.

The presentation includes general information about the project and its objectives, a description of the technologies and of the demonstration sites.

Contents can be fine-tuned and additions can be made according to the type of audience addressed.

For this presentation, a dedicated template has been developed, recalling the poster and brochure theme.



Figure 3-4 ENVISION project presentation

4 Conclusions

This document has intended to provide an overview of the main dissemination items developed during the first six months of the project.

In order to create and strengthen a visual identity for the ENVISION project, at the very beginning of the project a logo and dedicated templates have been implemented, to be used in all documents related to the project.

Then, a dissemination toolkit has been created, consisting of

- Project Brochure
- Project Poster
- Project Flyer
- Project Presentation

The dissemination toolkit is meant to support partners in disseminating the ENVISION project. All the promotional materials will be constantly updated in order to keep up with project evolution.