Phy2Climate | A global approach for recovery of arable land through improved phytoremediation coupled with advanced liquid biofuel production and climate friendly copper smelting process.

Combined clean biofuel production and phytoremediation solutions from contaminated lands worldwide.

H2020-LC-SC3-2020-RES-RIA | LC-SC3-RES-37-2020 | GRANT AGREEMENT NUMBER: 101006912

A global approach for recovery of arable land through improved phytoremediation coupled with advanced liquid biofuel production and climate friendly copper smelting process

Deliverable D7.4:

Project Visual Identity and templates

presented by Phy2Climate project consortium

N°	Short	Beneficiary	Role
1	ITS	ITS Foerderberatung GmbH	CO
2	Fraunhofer	Fraunhofer Gesellschaft	BEN
3	AUR	Aurubis AG	BEN
4	LEITAT	LEITAT Technological Center	BEN
	CUJ	Central University of Jharkand	IL3P
5	IFVCNS	Institute of Field and Vegetable Crops	BEN
6	SUT	Silesian University of Technology	BEN
7	ETA	ETA Florence Renewable Energies	BEN
8	UHA	University Hasselt	BEN
9	INTA	National Institute of Agricultural Technology Argentina	BEN
10	UNSPMF	University of Novi Sad - Faculty of Sciences	BEN
11	BVA	Biovala	BEN
12	PWMCVV	Public Water Management Company Vode Vojvodine	BEN
13	LTC	Litoclean SL	BEN
14	CLH	Compania Logistica de Hidrocarburos S.A.	BEN
15	PUW	Pro Umwelt	BEN
16	UCB	Umwelttechnologie Cluster Bayern	BEN

CO: Coordinator, BEN: Beneficiary, IL3P: International linked 3rd party under article 14a

Firenze, 31.3.2021



D7.4 Project Visual Identity, templates, website and social media feeds online



General Information

Project: Phy2Climate GA Number: 101006912

Call identifier: H2020-LC-SC3-2020-RES-RIA

Topic: LC-SC3-RES-37-2020

Start date of project: 01/01/2021 Duration: 54 months

Work Package: WP7 – Communication and Dissemination

Type: Deliverable

Number: D7.4

Title: Project Visual Identity and templates

Due Date: 31/03/2021(Month 3)

Submission date: 31/03/2021

New submission date:

Reference Period: 01/01/2021 – 31/03/2021

Prepared by: ETA

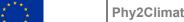
Responsible Person/s: Stefano Capaccioli

Dissemination Level: Public

Document Type			
PRO	Technical/economic progress report (internal work package reports indicating work status)		
DEL	Technical reports identified as deliverables in the Description of Work	Х	
МоМ	Minutes of Meeting		
MAN	Procedures and user manuals		
WOR	Working document, issued as preparatory documents to a Technical report		
INF	Information and Notes		

Dissemination Level			
PU	Public	X	
PP	Restricted to other programme participants (including the Commission Services)		
RE	Restricted to a group specified by the consortium (including the Commission Services)		
СО	Confidential, only for members of the consortium (including the Commission Services)		
CON	Confidential, only for members of the Consortium		

Version History							
Version number	Date	Reasons for release	Responsible	Comments			
1.0	24/03/2021	Internal review	Coordinator				
2.0	26/03/2021	Internal review	WP Leaders				
3.0	29/03/2021	Internal review	WP Leaders				
4.0	31/03/2021	Final version	WP Leader				





D7.4 Project Visual Identity, templates, website and social media feeds online



TABLE OF CONTENTS

1	EXECUTIVE SUMMARY	4
2	LOGO	5
3	VISUAL IDENTITY	7
4	POSTER	14
5	ROLL-UP	15
6	BILLBOARD	16
7	LEAFLET	17
8	CONCLUSIONS	18
9	ACKNOWLEDGEMENTS	19
10	BIBLIOGRAPHY/REFERENCES	19



D7.4 Project Visual Identity, templates, website and social media feeds online



1 EXECUTIVE SUMMARY

This deliverable is related to the project Visual Identity of Phy2Climate project, as part of measures and activities aiming to maximize impact and reach target audiences.

Furthermore, it informs partners on how the project's logo and visual identity should be used.

The visual identity gives the project a recognisable and coherent image. This deliverable establishes the basic principles to be applied to the entire range of communication products. It therefore addresses basic project dissemination material, including a project logo (graphic version), template for presentation (PowerPoint version), template for deliverables (Word version), an introductory poster and a roll-up (graphic and printed version), and a leaflet (graphic version and printed). The visual identity is constructed around the project's logo. The project logo has been discussed and agreed at consortium level. The final version has been finalised some days after the project kick-off meeting. This logo is based on two key elements: an image ("pictogram") and the project acronym ("lettering").

The introductory poster defines aim, activities and advantages of Phy2Climate and can be downloaded by potential stakeholders and the wide public from the webpage "Resources" of Phy2Climate project website, www.phy2climate.eu.

Poster and roll-up will provide the basic information on the project and will be showed at project booths during EU and international events related to Phy2Climate fields. A billboard for the pilot sites will present official project information and will be placed near to each pilot site. The leaflet, which will be available in graphic and printable versions, is about to be finalized. It outlines, in simple bust scientifically correct language, Phy2Climate aim and objectives as well as the advantages of the overall process in terms of innovation and flexibility. Pictures in this leaflet have being inserted as in a diagram, for favouring the understanding of Phy2Climate process and final scope.

All partners have the access to these materials from the intranet project area, while potential stakeholders and the wide public are able to download them directly from the webpage "Resources" of the project website.

All partners will be asked to be active players in terms of communication and dissemination of Phy2Climate activities and project results, with the scope to maximize project impact.



D7.4 Project Visual Identity, templates, website and social media feeds online



5.1 Description of the deliverable content and purpose

The Phy2Climate D7.4 is a public report with the description of the visual identity and project branding material to engage with the general public. Its due date is M3 and it applies to the Task 7.2. The structure and content of project material can be improved and updated during the project development and management.

Following chapters of this deliverable describe the basic project dissemination material (a project logo, a poster, a leaflet, a PowerPoint presentation template), its design and possible utilisation.

This report is strictly related and linked to two other deliverables:

- D7.1 D7.3: Preliminary Communication & Dissemination Plan & periodic updates (First plan for communication, outreach and dissemination of the project results to different networks, stakeholders from public and private organisations and the scientific community);
- D7.5: Website and social media feeds online (Design and set-up of the project website and social media channels – establishment of project presence at digital level).

2 LOGO

Different versions of the logo as draft for a first discussion have been proposed. Then, the project logo has been discussed and decided with all project partners. The actual version of the logo (standard logo, figures 1 and 2, negative logo, figures 3 and 4) has been finalised with the agreement of the project coordinator some days after the project kick-off meeting.

The visual identity is constructed around the project's logo. This logo is based on two key elements: an image ("pictogram") and the project acronym ("lettering").

The pictogram is represented by a schematic image: brown/grey rectangular (representing the soil and the contamination) and green leaves (representing energy crops and future food crops, and strictly related to the "bio" concept) with a yellow drop in the middle (representing the relation with "fuel" and added-value product). The combination of these elements reminds to the phytoremediation process (from brown/grey to green) and biofuel production and usage (yellow drop), while the



D7.4 Project Visual Identity, templates, website and social media feeds online



dynamism within the logo suggests restored lands, sustainability of the processes and the uptake of Phy2Climate technology on the market envisaged within the project. The main colours constitute of a matte variation of brown/grey, which is generally associated to the soil/contamination, a bright vivid green, mainly related to sustainability and ecological concepts, and a yellow for added-value product.

It has been chosen a modern style to emphasize the innovation that the project aims to bring in the clean biofuels field and in land restoration.



Figure 1: Project Logo, horizontal.



Figure 2: Project Logo, vertical.



Figure 3: Project Logo, horizontal.



Figure 4: Project Logo, vertical.

The pictogram can be used also without the project acronym.

It is important to report that the font and the colour system of the project website, as well as those of branding material, have been defined in coherence with the project logo



D7.4 Project Visual Identity, templates, website and social media feeds online



colours. Furthermore, the logo is integrated within the poster, the leaflet, the PowerPoint template and the roll-up so that is always visible, therefore assuring the recognizability of the project. All these relations were made in order to establish graphic connections between different tools and to maintain a visual identity of the project and its dissemination material.

Several versions of the logo have been prepared in order to respond to different necessities: in order to allow all project partners to use the logo, these versions will be shared in a restricted platform for sharing the documents of Phy2Climate project.

3 VISUAL IDENTITY

Concerning the application of the Visual Identity, this chapter provides a series of layouts for different communication materials in line with the visual identity rules previously mentioned, and also according to communication and dissemination plan of the project.

The list of examples not being exhaustive, the project visual requirements apply to all communication materials produced at project level in written, online, electronic or audio/visual formats. The correct implementation of the guidelines will imply a consistent and coherent visual identity for Phy2Climate project.

3.1 Templates

In pursuance of a consistent brand identity all templates have the typical Phy2Climate look. The templates are developed for internal and external use. Combined these templates shall be provided as a toolkit on the collaboration platform accessible to all partners. All templates that have been created for Phy2Climate use the same colour palette, fonts and style sheets. Settings have been defined in the interest of allowing a consistent design for every communication tool.

For project deliverables:

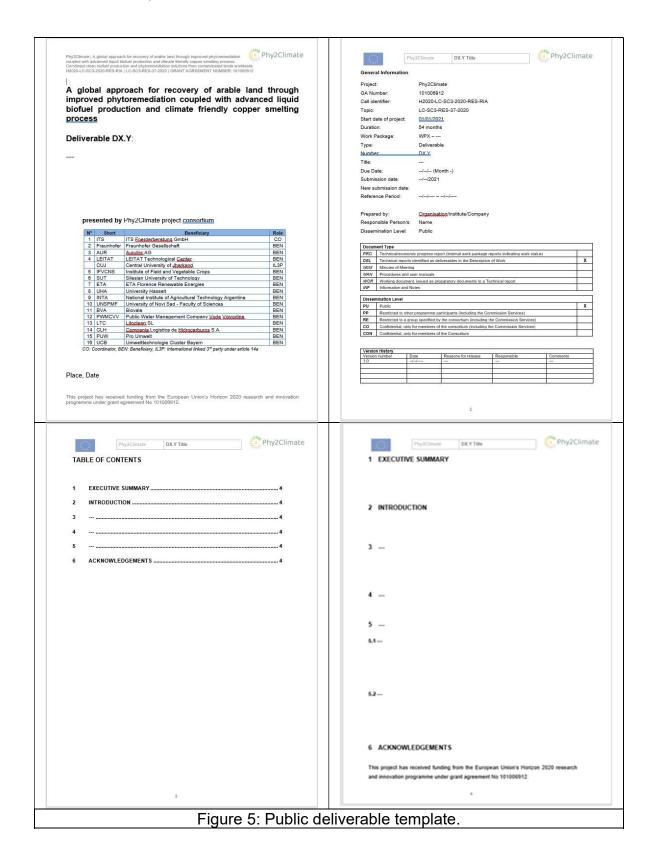
For all public and confidential deliverables, a general template has been created, which consists of about 4 "basic" pages and gives a detailed description of how it has to be used. From executive summary to conclusions, it gives a brief definition and explains the formatting of headings, tables, figure etc. Furthermore, there are predefined settings



D7.4 Project Visual Identity, templates, website and social media feeds online



with hyperlinks to header and footer. These measures shall ensure that all partners can easily issue a well-structured document for their deliverables as used e.g. in the document at hand. This template is available on online folders restricted to the project consortium for all partners free to use.







For canvas (social media use):

These templates have been created and designed specifically for a social media use, some examples of drafted versions are as follows:



Figure 6: Draft image for social media.



Figure 7: Draft image for social media.

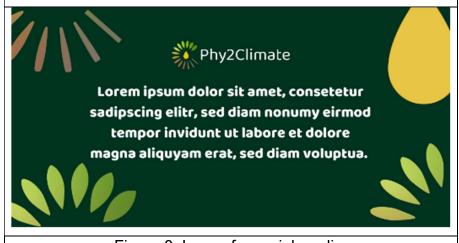


Figure 8: Image for social media.



D7.4 Project Visual Identity, templates, website and social media feeds online



For PPT presentation:

Slides for PowerPoint presentations have been created and designed, one for 4:3 and another one for 16:9, as follows:

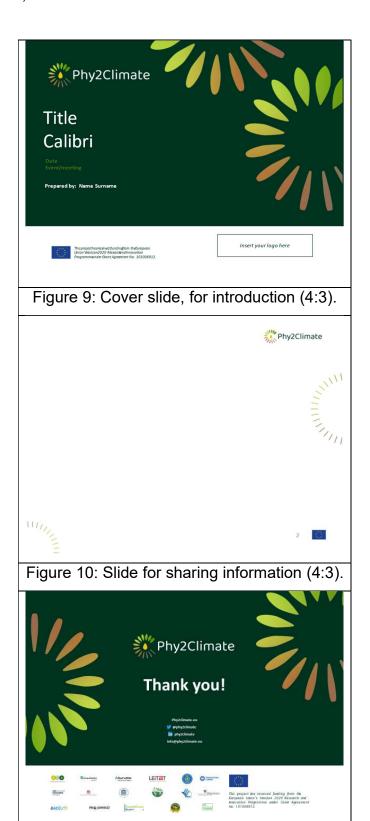
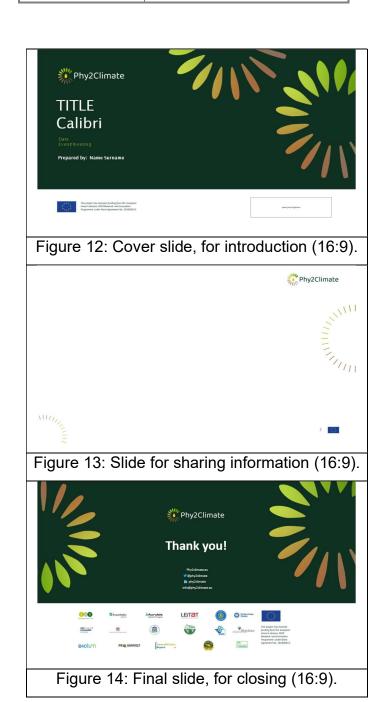


Figure 11: Final slide, for closing (4:3).









For poster:

A template for the A0 poster has been created and designed for the project partners as follows (there will be also space for e.g. the conference logo, if required):



D7.4 Project Visual Identity, templates, website and social media feeds online





For newsletter:

As for the online newsletter a layout proposal has been designed. Newsletters will be issued when specified in the communication plan of the project. Newsletters are sent regularly, with always updated content. A regular newsletter is a key tool to inform the relevant target audiences about the evolution of the project. The newsletter can be mailed in electronic format and be published on the website. Templates for newsletters could also vary according to the subject covered, but the cover page should clearly identify the project. The upper banner of the newsletter will be constant. In the proposed layout the upper banner and the footer would be constant while the content is variable. This newsletter template has been created in order to ensure a matching appearance of the newsletter emissions, which are planned to happen on a regular basis informing both internal and external audiences about recent and upcoming events and the



Phy2Climate D7.4 Project Visual Identity, templates, website and social media feeds online



progress made in the course of Phy2Climate project. The communication manager will be in charge of the coordination of the newsletter. This template is intended to serve as guidelines for the newsletter. As it could be sent via mail chimp (an email and marketing platform) the colours, font and font size, structure, use of pictures, etc. have been defined and are ready to use for implementing.

A template for project newsletters has been created and designed as follows:

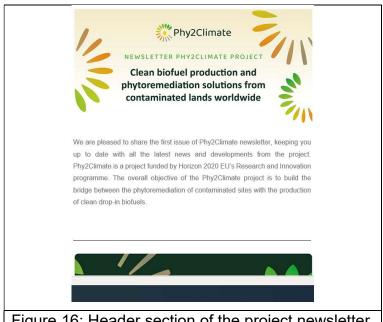


Figure 16: Header section of the project newsletter.

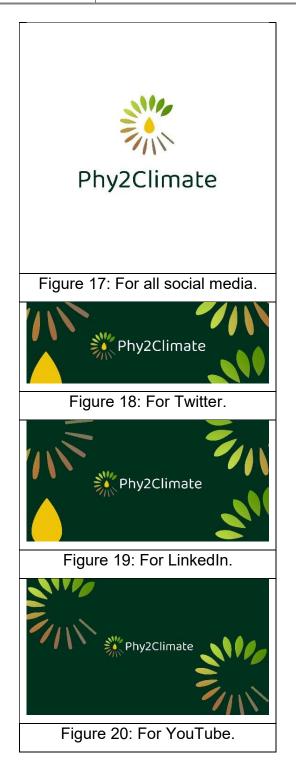
3.2 Images for social media profiles

In order to edit social media profiles for the project, specific images have been created for each social media channel and platform as follows:



D7.4 Project Visual Identity, templates, website and social media feeds online





4 POSTER

This poster has been created to represent the project on conferences and likewise events. Its aim is to give a positive first impression and to draw the spectator's attention to the project. The use of picture/s intents to give off a likeable and modern vibe, conveying knowledge and innovation and the same time.



D7.4 Project Visual Identity, templates, website and social media feeds online



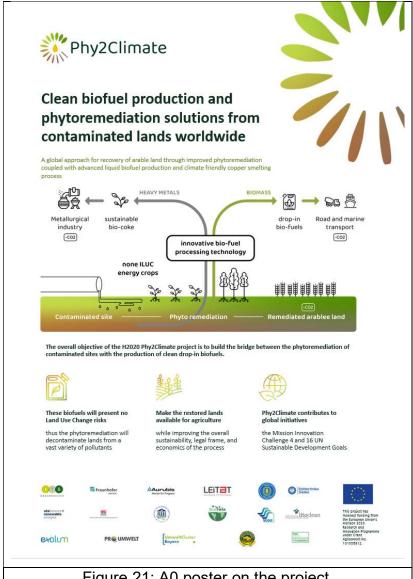


Figure 21: A0 poster on the project.

ROLL-UP 5

The roll-up serves as an eye catcher at events where Phy2Climate will being represented. It will be used for future project presentations, speeches at conferences, trade fair booths or likewise events. The roll-up will be available on online folders restricted to the project consortium in the version for all partners as follows:





Figure 22: Roll-up on the project.

BILLBOARD

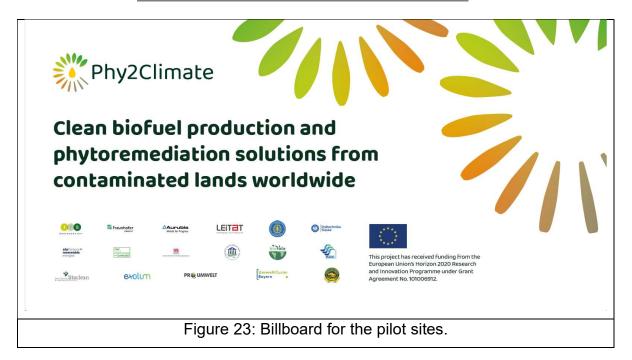
The billboard serves as an eye catcher at the pilot sites where some Phy2Climate project activities are foreseen.

This billboard presents official project information and will be placed near to each pilot site.



D7.4 Project Visual Identity, templates, website and social media feeds online





7 LEAFLET

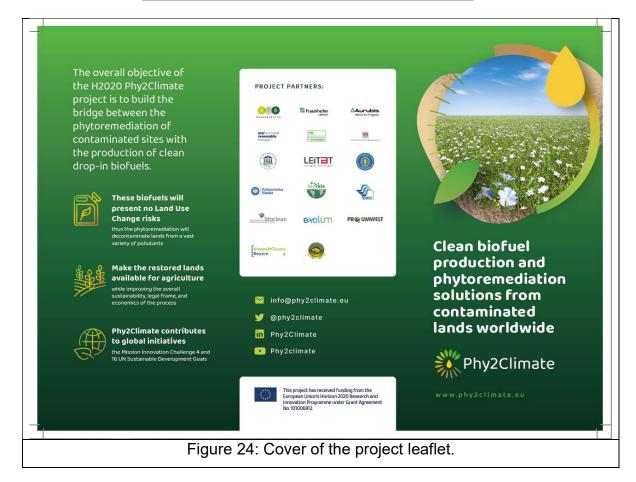
A leaflet explaining the objective, composition of the consortium and the main goals of Phy2Climate has been created by March 2021 and made available in both print and digital formats. As first project leaflet, messages tailored to stakeholders' categories have been developed and spread through social media (on Twitter and LinkedIn mainly).

The objective is to raise awareness and interest about the project and start paving the way for their future involvement in "two-way exchange" activities promoted at EU and non-EU level.



D7.4 Project Visual Identity, templates, website and social media feeds online





It will be updated according to openly available results and shared during project and external events as well as through all available digital channels.

8 CONCLUSIONS

The basic project dissemination material has been designed, prepared and printed according to the deadline indicated in the description of the project activities. The project logo has been integrated on the project website, appearing on the header section of all the webpages. It has been integrated also on project social media, leaflet, slides presentation and poster.

The basic project dissemination material and digital channels have been designed in coherence with the project Visual Identity, assuring to stakeholders and the wide public project visibility during the project and beyond its closure. The acknowledgement of the EU funding ("This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006912.") is present in a visible way in all materials and channels.



D7.4 Project Visual Identity, templates, website and social media feeds online



All partners have access to these materials from the intranet project area, while potential stakeholders and the wide public are able to download them directly from the webpage "Resources".

All partners will be asked to use this visual identity for their communication and dissemination activities and to share these materials at events, scientific conferences, technical workshops they are going to take part to as well as among their formal and informal networks, for maximizing project impact and keeping the attention on Phy2Climate project activities and results as high as possible for the project duration and beyond its end.

9 ACKNOWLEDGEMENTS

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006912.

10 BIBLIOGRAPHY/REFERENCES

- https://ec.europa.eu/info/resources-partners/european-commission-visual-identity en