



RENEWABLE ELECTRICITY-BASED, CYCLIC AND ECONOMIC PRODUCTION OF FUEL

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Project Coordinator: AVL

DELIVERABLE REPORT

D8.1: DESIGN OF A PROJECT VISUAL IDENTITY SET AND PROJECT TEMPLATES		
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Lead Beneficiary	PXO	
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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)	
CO	Confidential, only for members of the consortium (including the Commission Services)	
NATURE OF THE DELIVERABLE		
R	Report	X
P	Prototype	
D	Demonstrator	
O	Other	

SUMMARY	
Keywords	Visual identity, Logo, presentation template
Abstract	<p>The communication of the project will be unified along a common visual entity. A coherent visual chart (colours, fonts, designs) will be derived from the project logo and provided in several shapes and formats (document templates etc.).</p> <p>This visual identity will be used extensively throughout the project, creating a distinguishable brand that will be recognized by the various communities</p>
Public abstract for confidential deliverables	NA

REVISIONS			
Version	Date	Changed by	Comments
0.1	03/02/2021	PXO	



DESIGN OF A PROJECT VISUAL IDENTITY SET AND PROJECT TEMPLATES

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1. INTRODUCTION

To clearly identify the EcoFuel project during any communication or dissemination activities, a visual identity package including a project logo and a PowerPoint presentation template have been edited and provided to all the consortium and will be used in all communications and dissemination of project results and other information.

2. SCOPE

IDENTITY BASICS

A graphic charter is the basis of the visual identity, explaining how and under which conditions the logo and visual elements can be used. It contains all the rules described below. It also includes the visual documentation and templates to consistently apply the project identity.

This is useful internally, as well as externally so that partners have clear graphical guidance to work within the project context. The graphic guidelines will ensure coherence and harmony across all communication channels, including:

- **Logo**



The EcoFuel logo is the graphical symbol of the project and has been designed during the proposal phase and selected among various propositions to represent the concept of the proposal. For any template to be used by the consortium, PRETEXO has defined its proportions, size and positioning compared to other elements (text, titles, margins etc.).

- **Typography**

The typography is the style and appearance of a document. For all the templates to be used and specifically for the PowerPoint presentation template, the charter outlines the rules for page layout including line length and space and font type and size.

For the PowerPoint presentation template presented in this deliverable, general typography rules are:

- Page layout: A4 format
- Font type: Calibri (body)
 - Font size:
 - Presentation page
 - Header: 48 point
 - Title: 30 point
 - Date, Location: 24 point
 - Content page
 - Header: 32 point
 - Title: 24 point
 - Sub-title: 20 point
 - Text: 18 point
 - Footer: 12 point

- **Colors**

A specific colour for headings has been selected to produce the greatest project awareness and recognition in agreement with the project logo:

- Green: # 45AC34; R69 V172 B52
- Yellow: #F6C71A; R246 V199 B26
- Blue: # 1F4E79; R31 V78 B121

3. AVAILABLE VISUAL PROJECT IDENTITY AND PROJECT TEMPLATES

Below figures show the project logo and the 2 PowerPoint presentation templates available to the entire consortium at M1:



Figure 1: EcoFuel logo

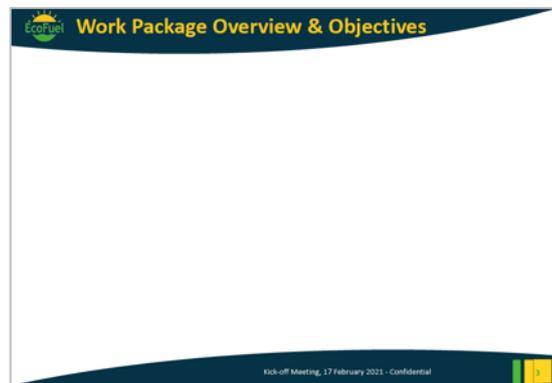
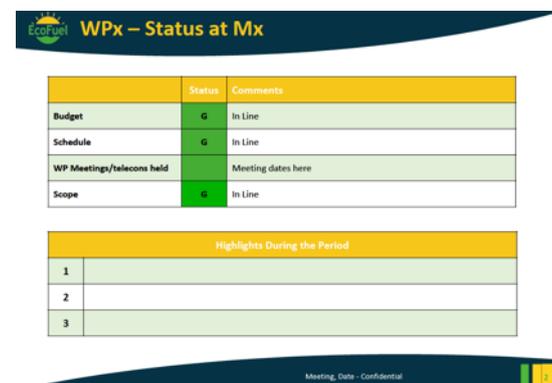
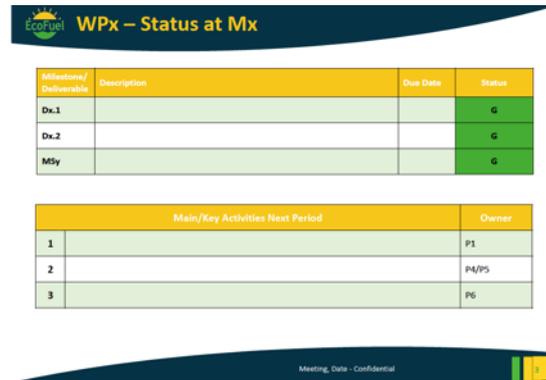


Figure 2: EcoFuel PowerPoint progress KO meeting presentation template (page 1 and 2)





Milestones/ Deliverable	Description	Due Date	Status
Dx.1			G
Dx.2			G
M5y			G

Main/Key Activities Next Period		Owner
1		P1
2		P4/P5
3		P6

Meeting, Date - Confidential

Figure 3: ECOFUEL PowerPoint web meeting presentation template (page 1, 2 and 3)

4. CONCLUSIONS AND FUTURE WORK

Within the next months, PRETEXO will provide to the consortium different graphic elements to be used for communication or dissemination purpose (website, brochure...). In this context, the graphic charter will be enriched with new data and used to ensure coherence and harmony across all communication channels.