

INCREASE – *Increasing the penetration of renewable energy sources
in the distribution grid by developing control strategies and using ancillary services*
D6.4 INCREASE visual identity: logo, templates for presentations, newsletters, etc.



INCREASE

INCREASING THE PENETRATION OF RENEWABLE ENERGY
SOURCES IN THE DISTRIBUTION GRID BY DEVELOPING
CONTROL STRATEGIES AND USING ANCILLARY SERVICES

D6.4 INCREASE visual identity: logo, templates for
presentations, newsletters, etc.

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1. Document info

Project Number	608998 – INCREASE
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Work Programme	Topic ENERGY.2013.7.1.1: Development and validation of methods and tools for network integration of distributed renewable resources
Number	D6.4
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Author	Hannes Schwaiger, Sophie Gillaerts
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2. Document History

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4. Summary

This deliverable explains the progress of the INCREASE visual identity development. It shows the evaluation of the project logo and first draft versions for templates of presentations, articles, deliverables and newsletters. The project brochure and the project poster will be done separately.

5. Development of the visual identity tools

Within INCREASE Joanneum Research (JR) is the responsible partner for all the dissemination activities (WP6). However, this is done in close cooperation with Ghent University (UGent), and also all incoming contributions of project partners are welcome.

5.1 Project logo

An important action in order to establish the project's identity and to support "brand recognition" is to design a project logo, which will be associated and included in all documentation (paper or electronic) and promotion material of the project. The logo also guarantees the identity of the project. To achieve this, a number of alternative project logos were created by JR and examined with the aim of best representing the project scope in the simplest and clearest way. Here, JR tried to incorporate the meaning of the word INCREASE on the one side and the related project subjects and targets on the other side in the best way.

Some first drafts were developed just before the kick-off meeting in Ostend, Belgium on the 23rd and 24th of September 2013, where all project partners could give their feedback and recommendations for improvements. After collecting all partner feedback the logo was optimized and again sent out to all partners for selection. The official project logo was selected via a doodle list of all remaining possibilities and all responding comments by the consortium.

Figure 1 provides an overview of logo possibilities designed by JR and sent out to all partners for last comments and finally selection.

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Figure 1: Overview of logo possibilities designed by partner JR for discussion and decision among partners

Following some important criteria described in the report of D6.3 it was decided by the consortium that version 7b would be selected as the official INCREASE logo to be used in all presentations, letters and other official documents.

5.2 Template for articles, press releases etc.

For all communication about INCREASE (such as articles, press releases, brochure, poster, leaflet, etc.) it is very important that the same format is used. Not only the INCREASE logo needs to be prominently present but also the FP7 logo and the European flag as communicated in the official EC communication guidelines. Apart from that the partner logos will also always be present. They will be included in all dissemination material in a footer (see Figure 2).



Figure 2: Footer with all the INCREASE partners' logos to be put on all the dissemination material

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5.3 Template for reports and deliverables

As our Project Officer of the European Commission was present during the kick-off meeting, the deliverable template was shortly discussed. A couple of days after the meeting the template was sent to the Commission and approved. Figure 3 depicts the header to be used in all project deliverable reports. At the bottom the authors are urged to add deliverable number, title and delete the brackets “< >”.

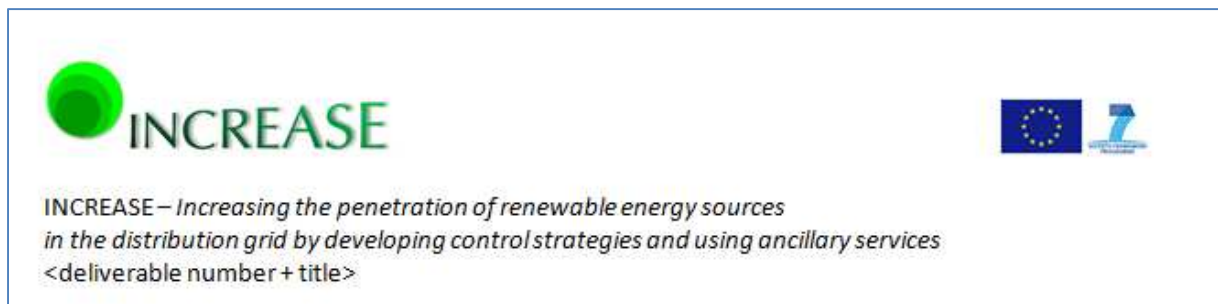


Figure 3: Header of the INCREASE reports and deliverables to be used in all such official documents

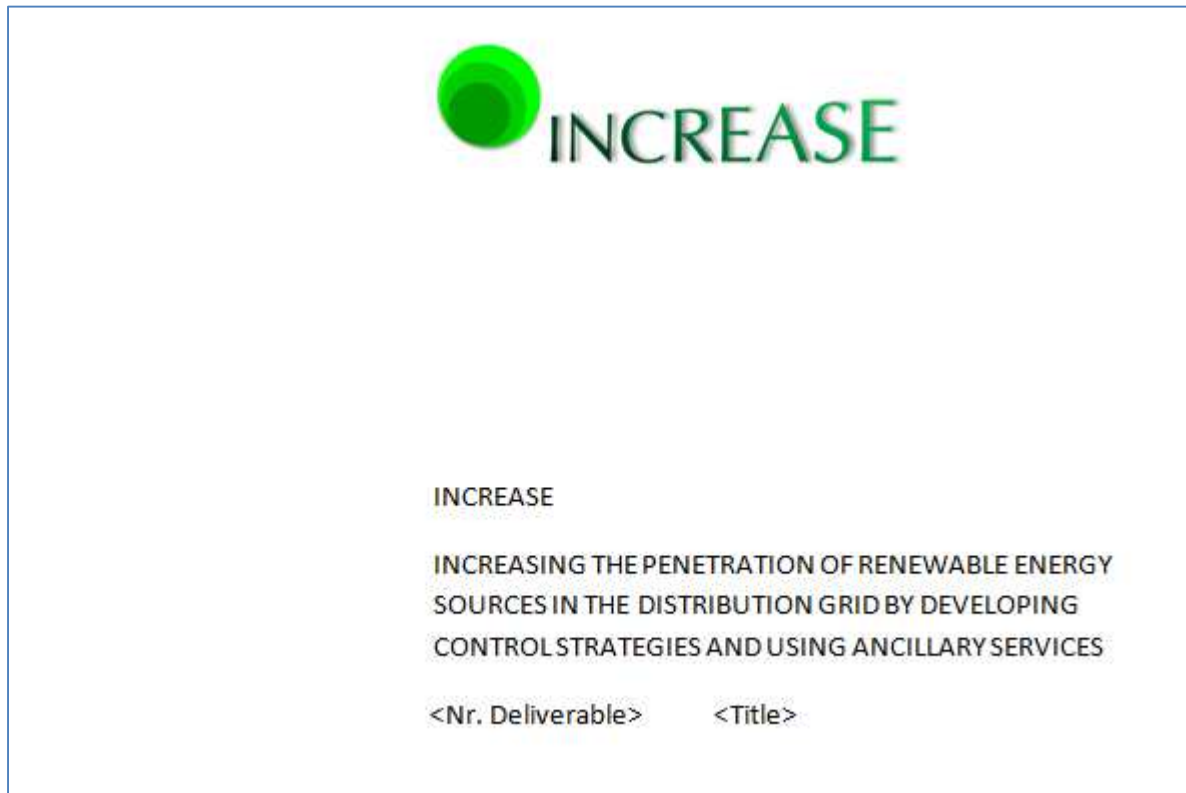


Figure 4: Template of the project deliverable report front-page to be used by authors.

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Authors should provide title and deliverable number by using the template of the front-page given in Figure 4 in font “Calibri Light” size 11, which is also the standard text font.

In Figure 5 the footer to be used in these documents is depicted, here authors should keep the reporting date updated (left part). In addition, there is a page number on the right hand side.

<reporting date>	1
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Figure 5: Footer of the INCREASE reports and deliverables to be used in all such official documents

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Nature	
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Contributor	
Reviewers	

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Figure 6: Template for the 2nd page of deliverable reports providing further information and history of the document

On page number 2 a section for further report information and report history is foreseen. Authors should provide information regarding date, dissemination level, names of authors, contributors and reviewers, as well as a short list to provide details about the documentation history (see Figure 6).

Page number 3 of each report will contain an index (table of contents) to be updated automatically by the user.

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1. Summary

XXXX

2. Xxx

xxx

2.1 xxx

xxx

2.1.1 xxx

xxx

2.1.1.1 xxx

Figure 7: Template for headlines, sub-headlines and standard text to be used in all deliverable reports

Figure 7 shows the template for headlines, sub-headlines (down to level 4) and standard text. Headlines and text should be written in the following font and size:

- Headline level 1: font “Cambria”, size 14, bold letters
- Headline level 2: font “Cambria”, size 13, bold letters
- Headline level 3: font “Cambria”, size 11, bold letters
- Headline level 4: font “Cambria”, size 11, bold and italic letters
- Standard text: “Calibri”, size 11

It is important that each headline level is pre-defined and also automatically linked to the table of content. Therefore each headline and standard text should also be defined as such to simplify updating the index on page 3 (table of content).

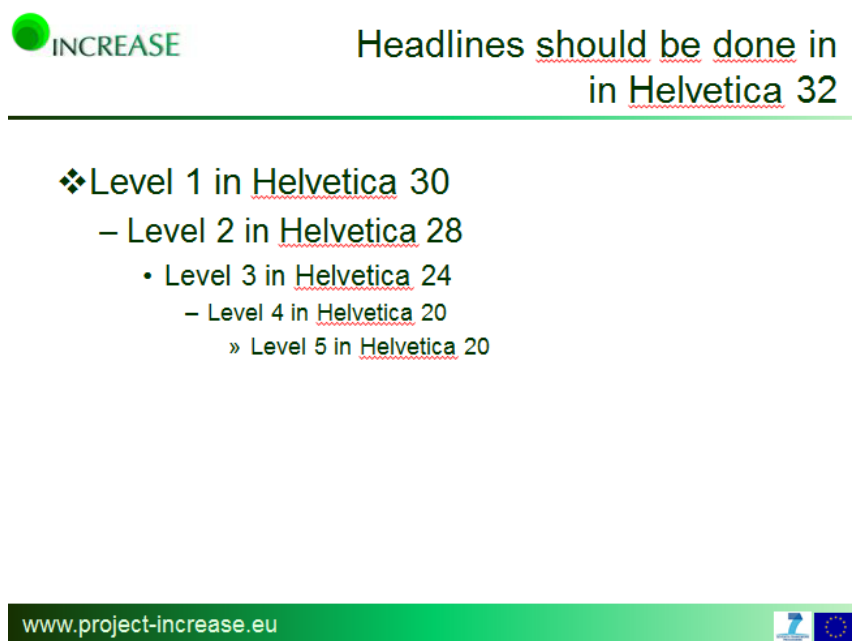
Figure X (on the bottom of the picture) and Table X (at the top of the table) are predefined in font “Arial”, size 9 .

5.4 Templates for presentations

A PowerPoint template for all project’s presentations has also been created, to ensure a coherent project communication and dissemination. Each partner/person involved in the project and asked to give a presentation about INCREASE at a conference, meeting, etc. should use this template.

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A draft of the INCREASE PowerPoint presentation template including bullet points and font templates is given in Figure 8.



INCREASE

Headlines should be done in
in Helvetica 32

❖ Level 1 in Helvetica 30

– Level 2 in Helvetica 28

• Level 3 in Helvetica 24

– Level 4 in Helvetica 20

» Level 5 in Helvetica 20

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Figure 8: Template for headlines, sub-headlines and standard text to be used in all deliverable

5.5 Brochure and Poster

There are no templates for poster and brochure. JR will develop first drafts for both deliverable issues during Month 3 (November 2013). Both will include the FP7 logo, the European flag, the project logo, brief information of the project targets and tools, partner logos (see Figure 2), the link to the INCREASE website and other important links.