



NEXT GENERATION PEM ELECTROLYSERS UNDER NEW EXTREMES

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DELIVERABLE REPORT

D7.1 – DESIGN OF A PROJECT IDENTITY AND PROJECT TEMPLATES (PRESENTATIONS, LOGO)		
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Lead Beneficiary	PXO	
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Date released by Coordinator	27 February 2018	
DISSEMINATION LEVEL		
PU	<i>Public</i>	X
PP	<i>Restricted to other programme participants (including the Commission Services)</i>	
RE	<i>Restricted to a group specified by the consortium (including the Commission Services)</i>	
CO	<i>Confidential, only for members of the consortium (including the Commission Services)</i>	
NATURE OF THE DELIVERABLE		
R	<i>Report</i>	X
P	<i>Prototype</i>	
D	<i>Demonstrator</i>	
O	<i>Other</i>	

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	Same as above

REVISIONS			
Version	Date	Changed by	Comments
0.1	27 Feb. 2018	N. Cros	
0.2	27 Feb. 2018	N.Cros	

DESIGN OF A PROJECT IDENTITY AND PROJECT TEMPLATES (PRESENTATIONS, LOGO)

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1. INTRODUCTION

To clearly identify the NEPTUNE 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 NEPTUNE 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, PXO 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
 - Title: 29 point
 - Sub-title: 20 point
 - Content page
 - Title: 32 point
 - Sub-title: 24 point
 - Text: 18 point
 - Footer: 12 point

- **Colors**

Specific colours have been selected to produce the greatest project awareness and recognition in agreement with the project logo.

- Dark Blue: R39 V52 B139
- Light Blue: R47 V64 B174
- Green: R138 V182 B80

3. AVAILABLE VISUAL PROJECT IDENTITY AND PROJECT TEMPLATES

Below figures 1 and 2 show the project logo and PowerPoint presentation template available to the entire consortium at M1:



Figure 1: Neptune logo

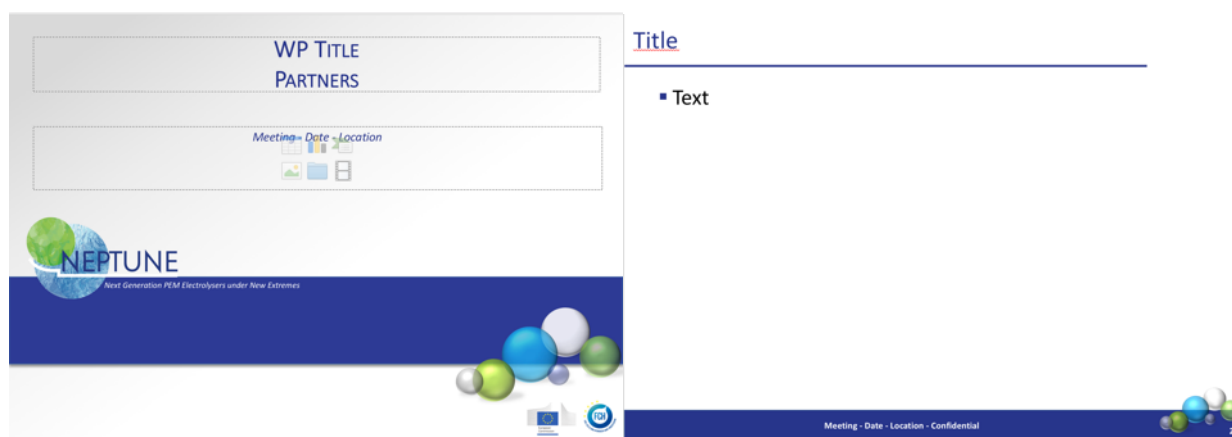


Figure 2: Neptune PowerPoint presentation template (page 1 and 2)

4. NEXT STEPS

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.