

D6.1 LOGO, VISUAL IDENTITY GUIDELINES AND DOCUMENT TEMPLATES

WP6 Communication, dissemination and exploitation

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ABBREVIATIONS

FHa Fundación para el Desarrollo de las Nuevas Tecnologías del Hidrógeno en Aragón.

EXECUTIVE SUMMARY

The purpose of the 'Deliverable 6.1 Logo, visual identity guidelines and document templates is to describe the means to guarantee maximum reach of the HYPRAEL Project and become a guidance document for visual identity and documents.

This deliverable describes the visual identity and the associated official logo of the project.

1. INTRODUCTION

Deliverable D6.1 intends to introduce the components of the visual identity and all the relevant template designed for the HYPRAEL project.

The overall objective has been to create a visual identity that is coherent, practical, and highly identifiable with what the project stands for. The use of clear graphic elements will make it recognisable to the public at large.

This brief is meant to show the elements that have been taken into account for the development of the visual identity of the HYPRAEL project, which will then be used by the partners for a unique identity.

The assurance of a recognisable brand will support all communication and dissemination measures, such as publications and all kinds of written and visual communication about the research activities carried out by the consortium.

These guidelines must be applied by all HYPRAEL partners responsible for the preparation, review or dissemination of project results. The following pages focus on the detailed explanation of the visual elements of HYPRAEL and how to use them correctly and consistently in both graphical and paper media.

It is of utmost importance to follow the established lines in the use of the logo and visual identity in order to follow the same line of visual communication of the project.

2. VISUAL IDENTITY GUIDELINES

This document establishes the guidelines to be followed regarding design, advertising, and communication in general, in order to provide coherence to all visual communications so as to maintain the coherence of the project's image.

The visual identity manual is a basic instrument that requires effective application and strict control and that will help us to align all the rules of the graphic applications of the project.

The purpose of the use of all these visual elements is to:

- To create a positive impression on our target audience.
- To give a unique feel to our deliverables, presentations, brochures, etc.

2.1. Logotype

The HYPRAEL logotype is a modern and clean wordmark. Thanks to the customized characters it's memorable, while easy to read, and instantly recognizable, conveying the cutting-edge and forward-thinking nature of the research and innovation project.

To bring it to life, partners were consulted through a questionnaire to consider appropriate colours and shapes for the design.



Figure 1. Logotype

2.1.1. Imagotype

The imagotype is making use of our signature "H" emblem, a modern, clean, and bold, but simple, geometric design that conveys a sense of innovation and progress. Combined with our vibrant HYPRAEL Blue logotype.

After consultation with the partners, all agreed that the following logo shown in figure 2 would be the most appropriate for the image of the project.



Figure 2. Imagotype

The HYPRAEL imagotype must be used by the consortium on each internal document and official communication material produced (deliverables, presentations, meeting agendas, etc.)

2.1.1.1. Isotype

The isotype is a visual representation of the project's scale and industrial character. It is designed to reflect the project's innovative nature and its potential impact on industry and society. It communicates growth, expansion, and evolution. The mark is easily recognizable and memorable, with a strong visual presence that captures the attention of the viewer.



Figure 3. Isotype

2.1.1.2. Font logo and main colours

If necessary, for the correct use of the HYPRAEL imagotype and font it has been developed a colour guideline. Our HYPRAEL Blue colour is vibrant and distinct. Combined with black and white creates a minimalistic style while still looking modern and bold. Our secondary colours bring true accent and contrast.

These colours must be used in every document and communication material produced by each of the members of the project.

HYPRAEL Blue: HEX: #00435E, RGB: R0 G67 B94, CMYK: C100 M29 Y0 K63, Pantone: 3025 C.
 HYPRAEL Accent: HEX: #5FD6DA, RGB: R95 G214 B218, CMYK: C56 M2 Y0 K15, Pantone: -. Green
 Hydrogen: HEX: #0BBE64, RGB: R11 G190 B100, CMYK: C94 M0 Y47 K25, Pantone: 7481 C.



Figure 4. Colours

For the imagotype and titles, Bai Jamjuree bold is used. It's a modern font that emphasises the innovative nature of HYPRAEL project.

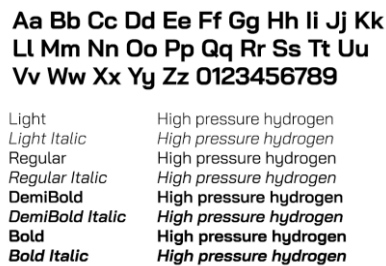


Figure 5. Font logo

For smaller titles and paragraphs, Barlow Regular is chosen. It's a clean font with high readability.



Figure 6. Typography

3. HYPRAEL templates

To ensure recognition of the project at conferences, workshops, webinars, online publications and other dissemination events, the following templates have been prepared. This includes a presentation template as well as document templates (deliverables template, meeting minutes template and meeting agenda template).

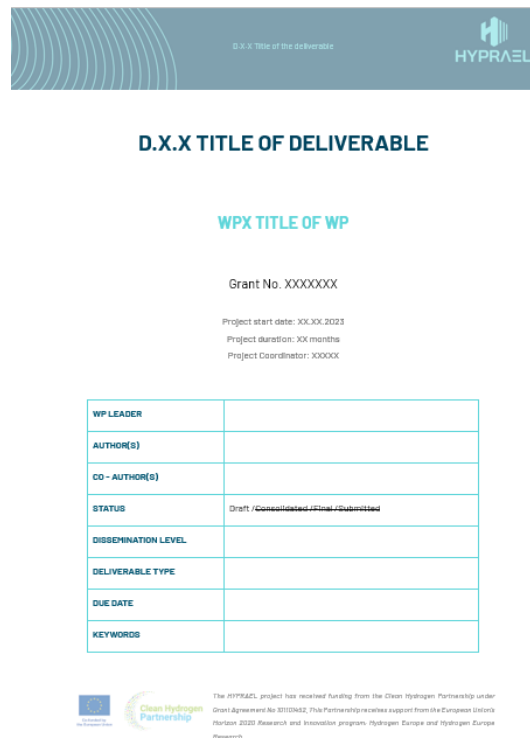
All consortium partners are strongly encouraged to make use of these templates when presenting the HYPRAEL project at internal or external events.

Nevertheless, it should be noted that the templates could be updated during the life of the project if necessary, according to the suggestions and needs of the consortium.

3.1. Deliverable template

Microsoft Word software has been chosen as the primary tool for documenting and sharing information among the HYPRAEL consortium.

In a project it is essential to report about the research activities carried out and conclusions. For this purpose, a deliverable template has been designed, and it is shown in the Figure 7. (Appendix A)



D.X.X Title of the deliverable

HYPRAEL

D.X.X TITLE OF DELIVERABLE

WPX TITLE OF WP

Grant No. XXXXXXX

Project start date: XX.XX.2023
Project duration: XX months
Project Coordinator: XXXXX

WP LEADER	
AUTHOR(S)	
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DUE DATE	
KEYWORDS	



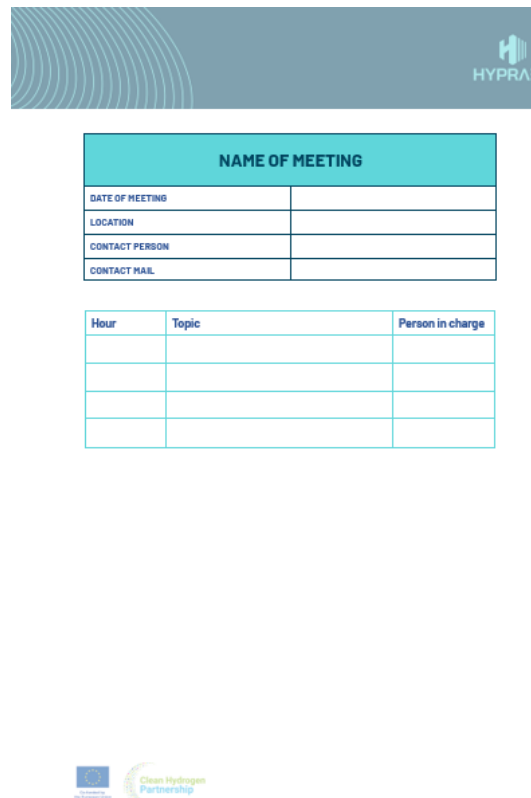


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Figure 7. Deliverable template

3.2. Agenda template

A template for the project meeting agenda has also been created, as it can be seen in Figure 8. It includes an introduction table in which the name of the meeting, the date, the location, and the contact person must be written. Also, the interval of hours, the topics to be discussed and the person in charge of them are required.



The agenda template consists of a header with the HYPRAEL logo and a main form. The form is divided into two main sections. The first section is a table for meeting details, and the second is a table for the meeting agenda.

NAME OF MEETING	
DATE OF MEETING	
LOCATION	
CONTACT PERSON	
CONTACT MAIL	


Hour	Topic	Person in charge

At the bottom of the form, there are logos for the European Union and the Clean Hydrogen Partnership.

Figure 8. Agenda template

3.3. Minutes template

In order to highlight what was said in the meetings, a minute's template was created. It includes an introductory table where the Motivation, Date & time, Meeting leader, Minutes of the meeting, Author(s), Status, Dissemination level, and Document date. (Figure 9 and Appendix B) It is followed by the: content, an attendance list, the specifications of the meeting/agenda, the development of the meeting, the summary of the post meeting actions, and next meeting table.



MINUTES OF THE MEETING

NAME OF MEETING

Grant No. 101101452
Project start date: 01.03.2023
Project duration: 36 months
Project Coordinator: FHa

MOTIVATION	
DATE & TIME	
MEETING LEADER	
MINUTES OF THE MEETING AUTHOR(S)	
STATUS	
DISSEMINATION LEVEL	Public / Sensitive / Confidential
DOCUMENT DATE	



Disclaimer: The information shared in the meeting (presentations, discussions) both orally and in written form, shall be considered and treated as confidential unless the discussion party consents to its dissemination.

Figure 9. Minutes template

3.4. Presentation template

The essential presentation template for sharing and presenting project-related information. The HYPRAEL presentation template is designed so that all partners can adapt it and use it in conferences, meetings, and events where they will present the project and its results. The template provided includes 12 slides that can be adapted according to the needs and preferences of each partner for each occasion.

The first page in Figure 10 is the presentation cover page and it shows the logotype without the isotype to clearly identify the name of the project, and with a modern and ground-breaking image that seeks to impact the population. The rest of the pages where it can be seen the imagotype used on the rest of the pages to show the project as a whole is in Appendix C

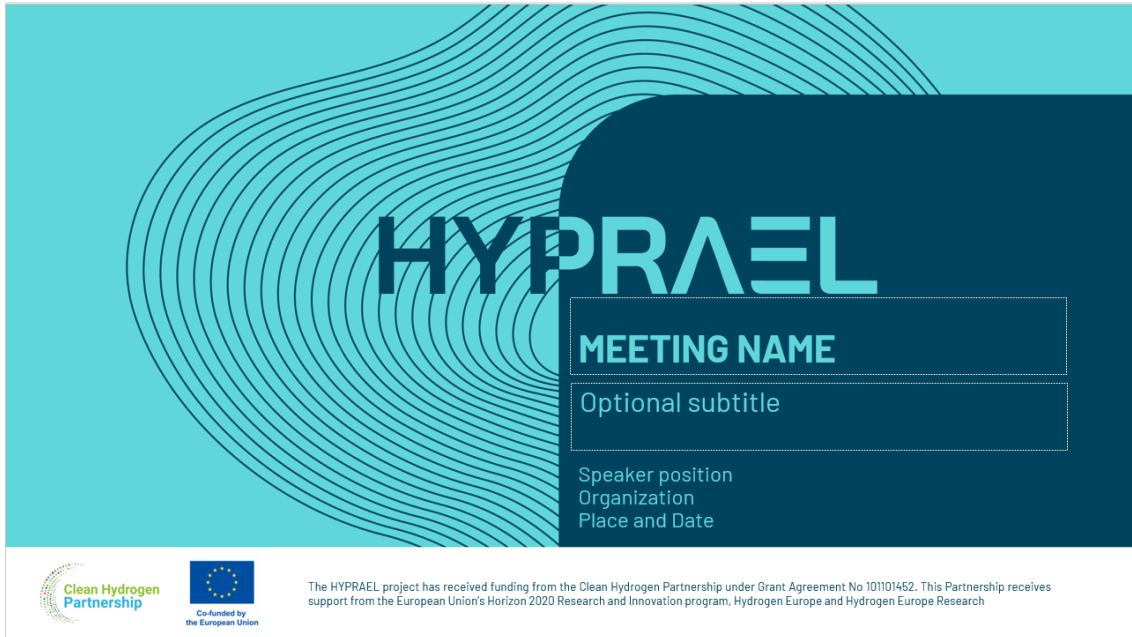


Figure 10. Presentation cover page

4. CONCLUSIONS

To sum up, establishing and facilitating a coherent visual identity from the outset of the project is key to achieving equality in the project's image.

Consequently, a well-defined visual identity has been designed. The idea is centred on a clear HYPRAEL logo concept and a colour pantone. The HYPRAEL logo is the result of a combination of concepts of growth, expansion and evolution of green hydrogen as an energy source. In a minimalist but forceful way, the project logo stands out.

In order to establish a common visual line for all dissemination and communication elements, a short visual identity manual has been created that sets out all the necessary elements to achieve this, such as the pantone of the logo, including fonts, sizes and all the necessary document templates to homogenise the communication and dissemination activities.

5. ACKNOWLEDGEMENTS

The HYPRAEL project has received funding from the Clean Hydrogen Partnership under Grant Agreement no 101101452. This partnership receives support from the European Union's Horizon Europe 2020 research and innovation program, Hydrogen Europe and Hydrogen Europe Research.



6. REFERENCES

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The Hydrogen Economy [Book]. - [s.l.]: Elsevier, 2020.

7. APPENDIX

7.1. APPENDIX A

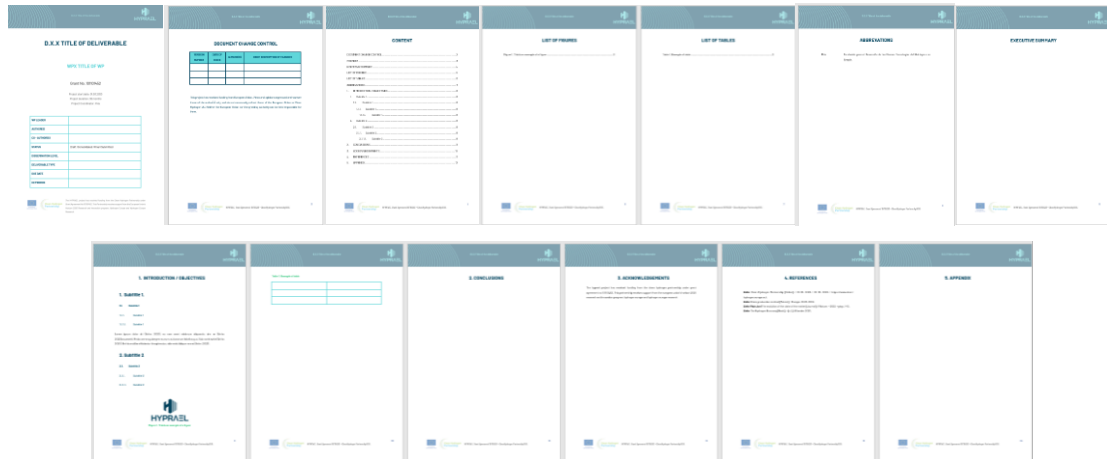


Figure 11. Deliverable template

7.2. APPENDIX B

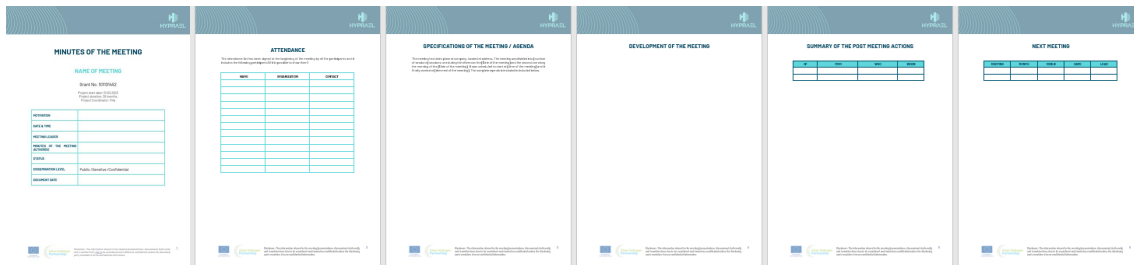


Figure 12. Minutes template

7.3. APPENDIX C

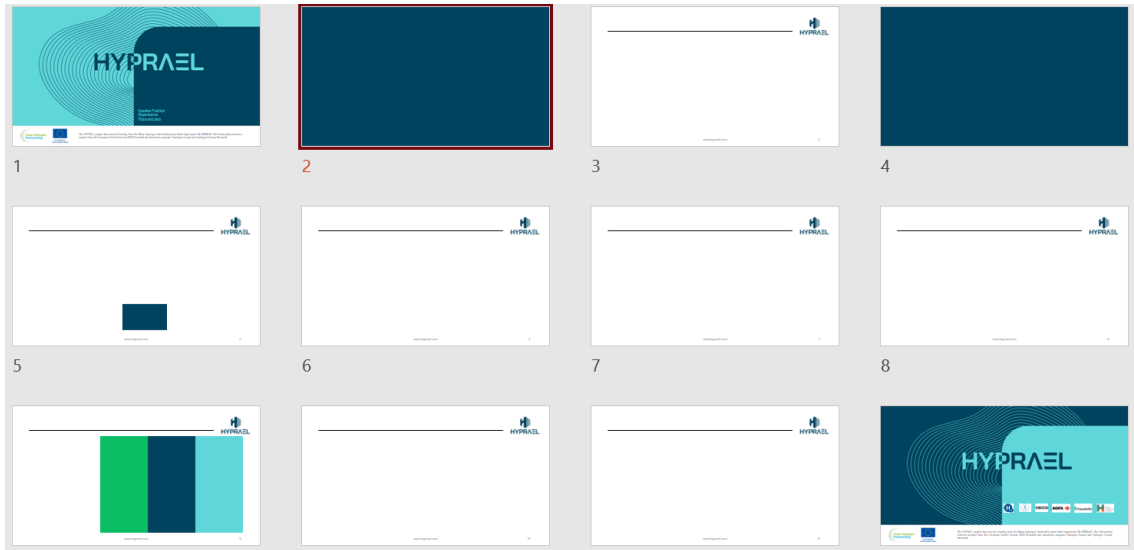


Figure 13. Presentation template