Deliverable 6.2

Visual identity, logo, templates

Drafted by: Sonia Bianconi

Date: DD/12/2022

Grant agreement No: 101069672

Project start date: 1st September 2022

Duration: 42 months

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101069672 (SPIRIT).

BASIC INFORMATION ON THE DELIVERABLE	
DISSEMINATION LEVEL	Public
DUE DATE OF DELIVERABLE	31/12/2022
ACTUAL SUBMISSION DATE	DD/12/2022
WORK PACKAGE	WP6 – Dissemination and Raising Awareness
TASK	T6.2 – Key messages and communication tools
TYPE	DEC - Websites, patents filing, press & media actions, videos, etc.
NUMBER OF PAGES	57

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DTI: TEKNOLOGISK INSTITUT

DLR: DEUTSCHES ZENTRUM FUR LUFT - UND RAUMFAHRT EV

EHPA: EUROPEAN HEAT PUMP ASSOCIATION

MYK: NV MAYEKAWA EUROPE SA

SINLOC: SINLOC-SISTEMA INIZIATIVE LOCALI SPA

EURAC: ACCADEMIA EUROPEA DI BOLZANO

EHP: EUROHEAT & POWER

DTU: DANMARKS TEKNISKE UNIVERSITET

TVP: TVP Solar

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SKPS: Smurfit Kappa Paper Services B.V.

SKC: SMURFIT KAPPA CZECH SRO

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SP: STELLA POLARIS AS

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TABLE OF CONTENTS

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1. INTRODUCTION

This deliverable is developed within Work package 6, Task 6.2 of SPIRIT and it considers the overall branding of the project. The following sections will show the most relevant materials created in order to guarantee a smoother achievement of the project objectives in terms of dissemination, communication and visual harmonisation.

a) The SPIRIT website

b) The SPIRIT brand book

c) The SPIRIT templates

d) The SPIRIT Social media pages

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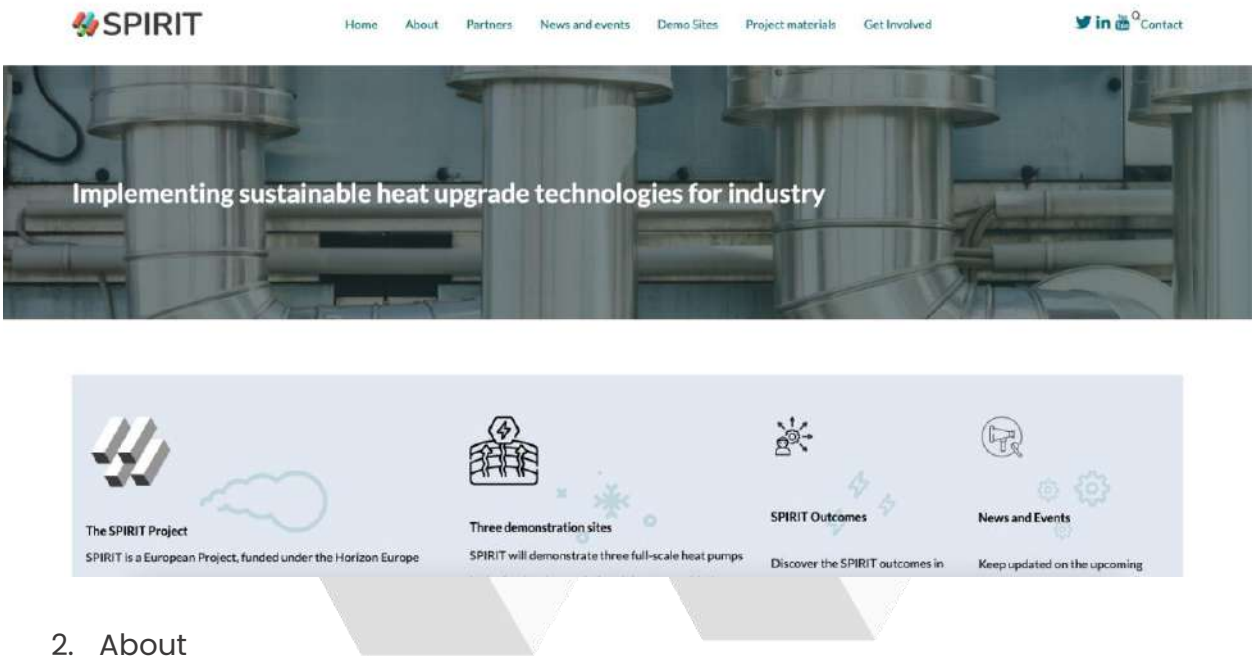
2. SPIRIT WEBSITE

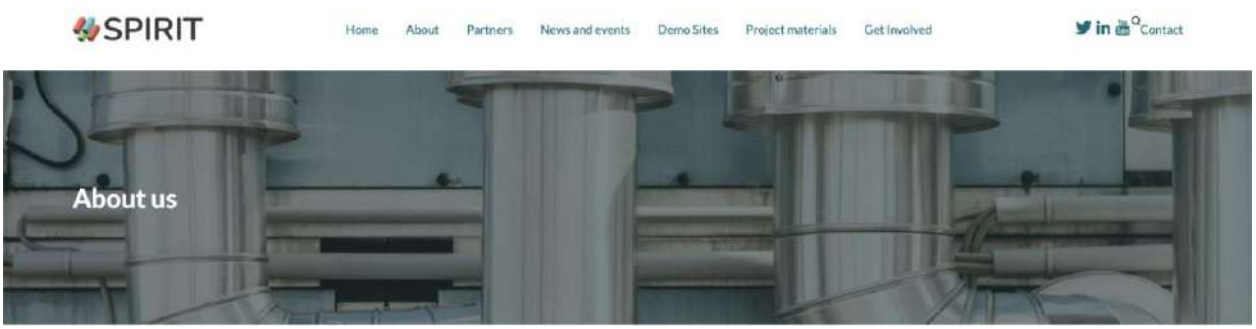
The dedicated website is the main project communication and dissemination platform that allows stakeholders, end-users, and the media to have access to the project activities and results. The website acts as a content generation tool where partners will add content thus increasing SPIRIT visibility and maximizing its impact.

The SPIRIT website (https://spirit-heat.eu/) will be available to the general public by M6 (February 2023). The website's initial structure is based on six main tabs: Home, About, Partners, News and Events, Demo Sites, Project materials and Get involved. The initial design and sub-tabs of the website can be seen in the following pictures.

1. Home



2. About



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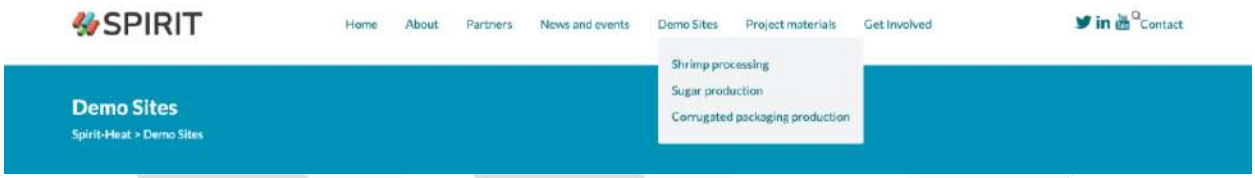
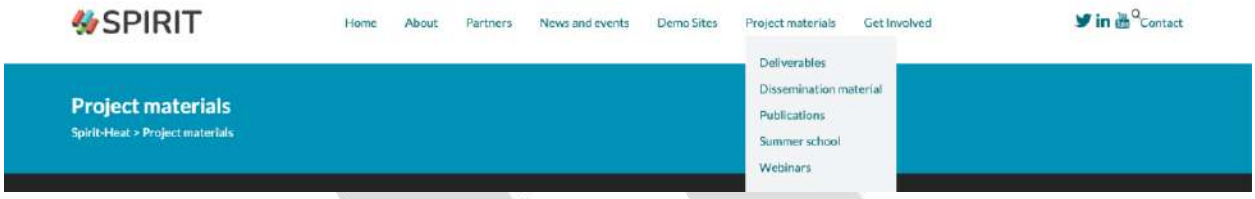
3. Partners

4. News and events
   → to fix and add screenshot!

5. Demo-sites



6. Project Materials



7. Get Involved

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The current tabs and subtabs can be changed throughout the project lifecycle according to necessity. The structure displayed in the screenshots above is not definitive.

Every page will display the Project Logo, EU disclaimer and link to the Terms and Conditions of visiting the website in the footer as it can be seen in the following image:

→ Add picture of the footer!

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3. SPIRIT TEMPLATES

The styles and colours outlined in the Brand book have been used to create also the project .docx templates. Based on those styles the following four word templates have been developed, aiming to harmonize all material produced by the Consortium within the SPIRIT project:

Use	File Format	Notes
Deliverables/reports	.docx	
Agenda of events	.docx	For webinars, workshops, internal/external meetings
Minutes of events	.docx	For webinars, workshops, internal/external meetings
List of Participants to events	.docx	For physical workshops, internal/external meetings
Presentation of the project	.pptx	

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Deliverable 1.1

Name of the deliverable

Drafted by: xx

Date: DD/MM/YYYY

Grant agreement No: 101069672

Project start date: 1st September 2022

Duration: 42 months

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BASIC INFORMATION ON THE DELIVERABLE	
DISSEMINATION LEVEL	Xx
DUE DATE OF DELIVERABLE	DD/MM/YYYY
ACTUAL SUBMISSION DATE	DD/MM/YYYY
WORK PACKAGE	WP7 - Project Management, Coordination & Ethics
TASK	T7.1 – Project Coordination
TYPE	Report
NUMBER OF PAGES	xx

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Report of Contributors				
	Name	**Organisation**	**Role/ Title**	**E-mail**
Report leader	xx	(ACRONYM)	xx	xx
Contributing Author(s)	xx			
Reviewer(s)	xx	(ACRONYM)	xx	xx
Final review and quality approval	xx	(ACRONYM)		

Date	Version	Description
DD/MM/YYYY	0.1	First/second draft
DD/MM/YYYY	xx	First revision
DD/MM/YYYY	xx	Final version

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SKC: SMURFIT KAPPA CZECH SRO

SP: STELLA POLARIS AS

ABBREVIATIONS AND ACRONYMS

SPIRIT: Implementation of sustainable heat upgrade technologies for industry

...

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TABLE OF CONTENTS

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1. CHAPTER 1 HEADING

- ## Paragraph 1 heading

1..1 Sub-paragraph heading

Normal text size – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Malesuada donec tincidunt cursus egestas etiam ultrices dui, duis. Ultricies in dui ut elementum sollicitudi

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Malesuada donec tincidunt cursus egestas etiam ultrices dui, duis. Ultricies in dui ut elementum sollicitudi

- ## Paragraph 2 heading

1..1 Sub-paragraph heading

Normal text size

Example of reference: To meet the 2030 climate target, energy efficiency needs to be 19rioritized. To step up its efforts, the Commission put forward in July 2021 a proposal for a recast directive on energy efficiency as part of the package "Delivering on the European Green Deal"[1]

[1] EC, Energy Efficiency Directive (https://energy.ec.europa.eu/topics/energy-efficiency/energy-efficiency-targets-directive-and-rules/energy-efficiency-directive_en)

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Example of reference: "Member States may list the categories of waste to be included in the permit which can be co-incinerated in certain categories of waste co-incineration plants." [2]

2. CHAPTER 2

Table example (1)		
Example		

Table example (2)		
Example		

Table example (3)		
Example		

[2] DIRECTIVE 2010/75/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 24 November 2010 on industrial emissions (integrated pollution prevention and control), p. 24.

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3. REFERENCE LIST

- EC, Energy Efficiency Directive (https://energy.ec.europa.eu/topics/energy-efficiency/energy-efficiency-targets-directive-and-rules/energy-efficiency-directive_en)
- DIRECTIVE 2010/75/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 24 November 2010 on industrial emissions (integrated pollution prevention and control)

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Project consortium/Steering Committee/ WP Partner…

Meeting - Agenda

Details

Time: DD.MM.YYY, HH:MM – HH:MM (CET)

Location: xxxxx

Meeting link:

Organiser: Name (Organisation)

Minute taker: Name (Organisation)

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Agenda

10:00	Lorem ipsum
10:05	Lorem ipsum
10:10	Lorem ipsum
10:15	Lorem ipsum
10:25	Lorem ipsum
10:30	Lorem ipsum
10:50	Lorem ipsum
11:30	Lorem ipsum
11:45	Lorem ipsum
11:55	Lorem ipsum
12:00 End	Lorem ipsum

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Project consortium / Steering Committee / WP Partner…

Meeting - Minutes

Details

Time: DD.MM.YYY, HH:MM – HH:MM (CET)

Location: xxxxx

Meeting link:

Organiser: xxxxx

Minute taker: xxxxxxxx

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Agenda

10:00	Lorem ipsum
10:10	Lorem ipsum
10:25	Lorem ipsum
10:50	Lorem ipsum
11:30	Lorem ipsum
11:45	Lorem ipsum
12:00 End	Lorem ipsum

Minutes

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Project consortium/ Steering Committee/ WP Partner…

Meeting - List of participants

Details

Time: DD.MM.YYY, HH:MM – HH:MM (CET)

Location: xxxxx

Meeting link:

Organiser: xxxxx

Minute taker: xxxxxxxx

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Participants

Name of participant	Partner Organisation	Signature (if onsite)

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SPIRIT Template for Power point presentations


Title
Text
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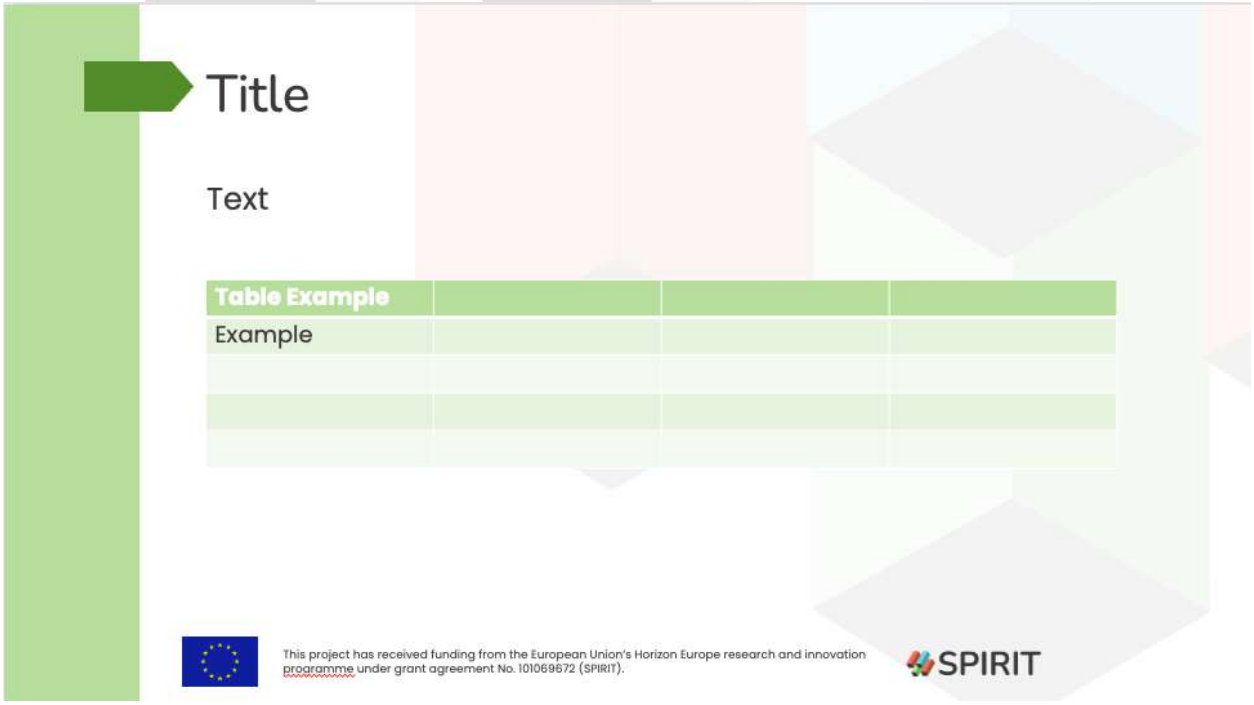
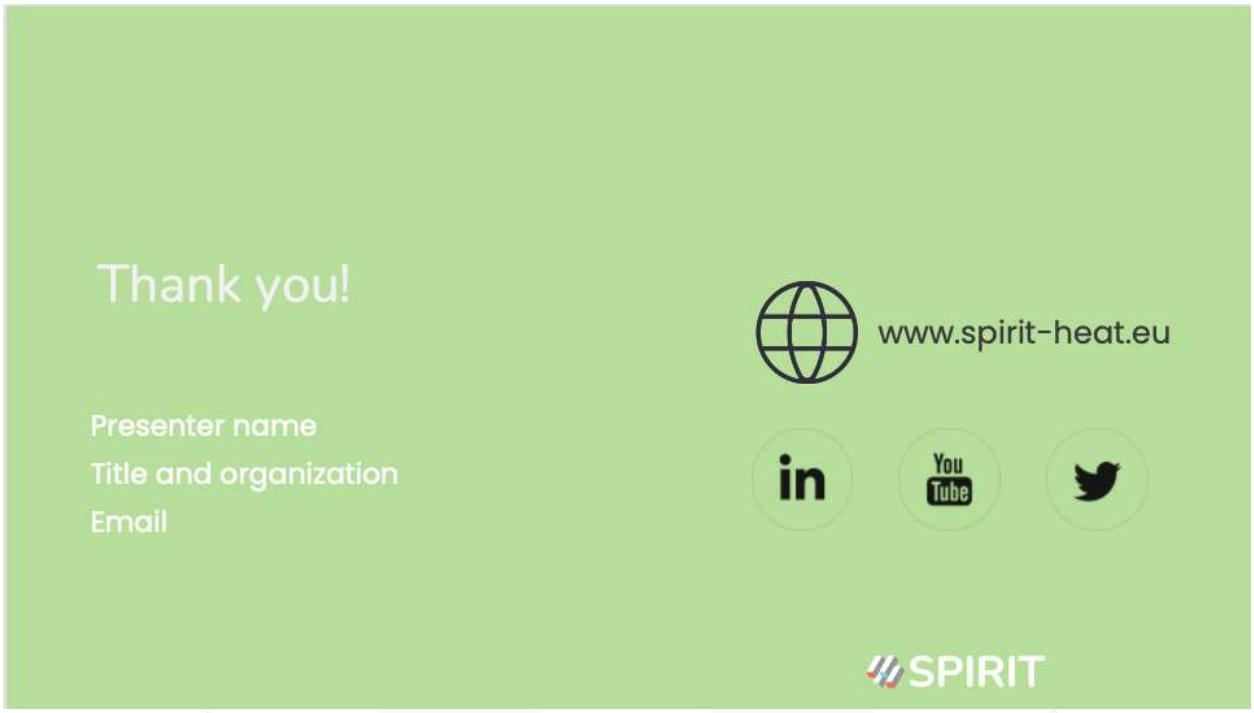
SPIRIT


Title
Text
Table Example
Example
This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101069672 (SPIRIT).
SPIRIT



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3. SPIRIT SOCIAL MEDIA PAGES

Twitter and LinkedIn are the main social media channels to be used for the dissemination of SPIRIT's work because of their complementarity in addressing the stakeholder groups. YouTube will be used to upload video contents such as: the recordings of the project webinars, the interviews with relevant stakeholders, the videos related to the project demosites.

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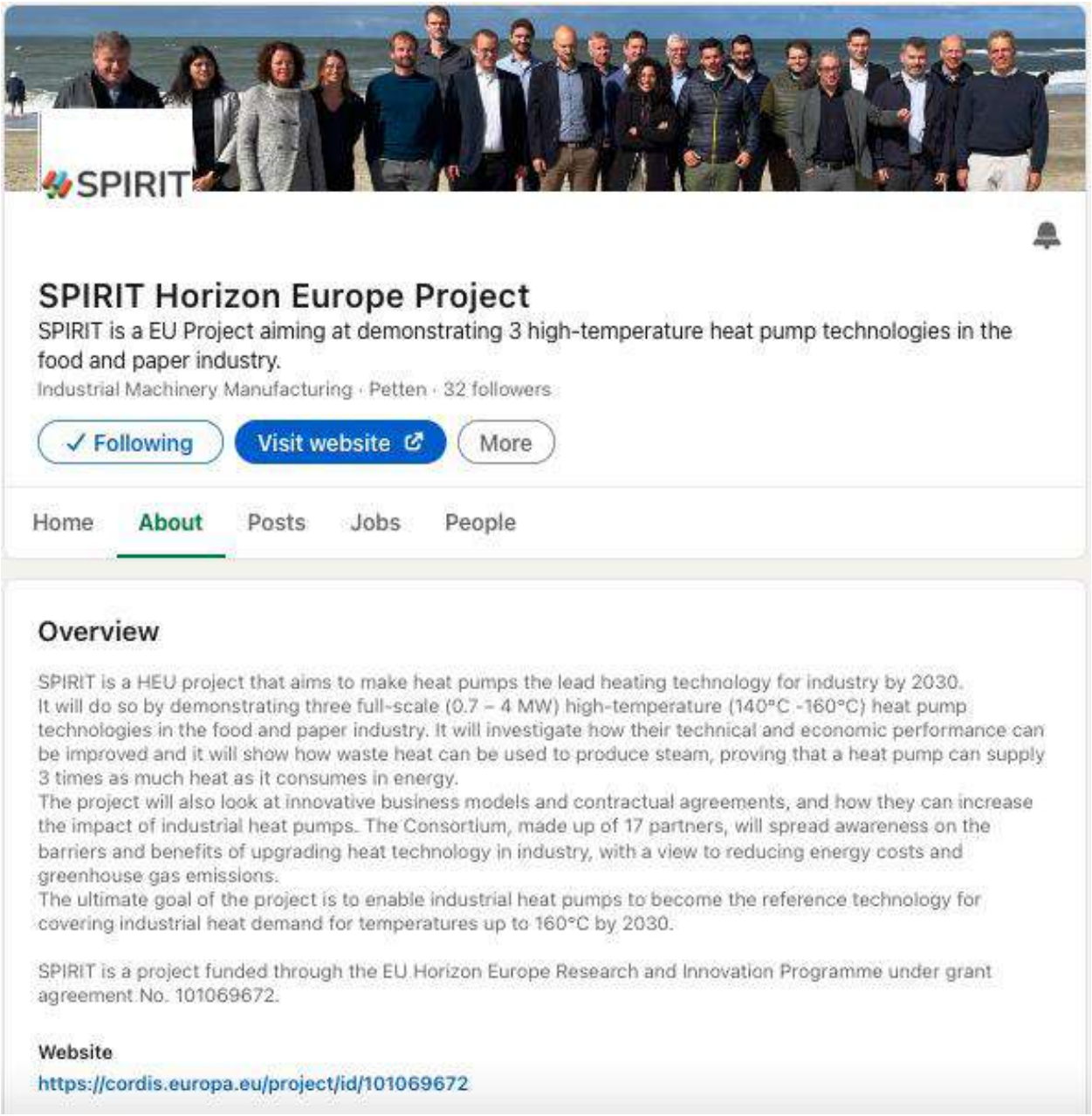
- LinkedIn: https://www.linkedin.com/company/spiritproject/



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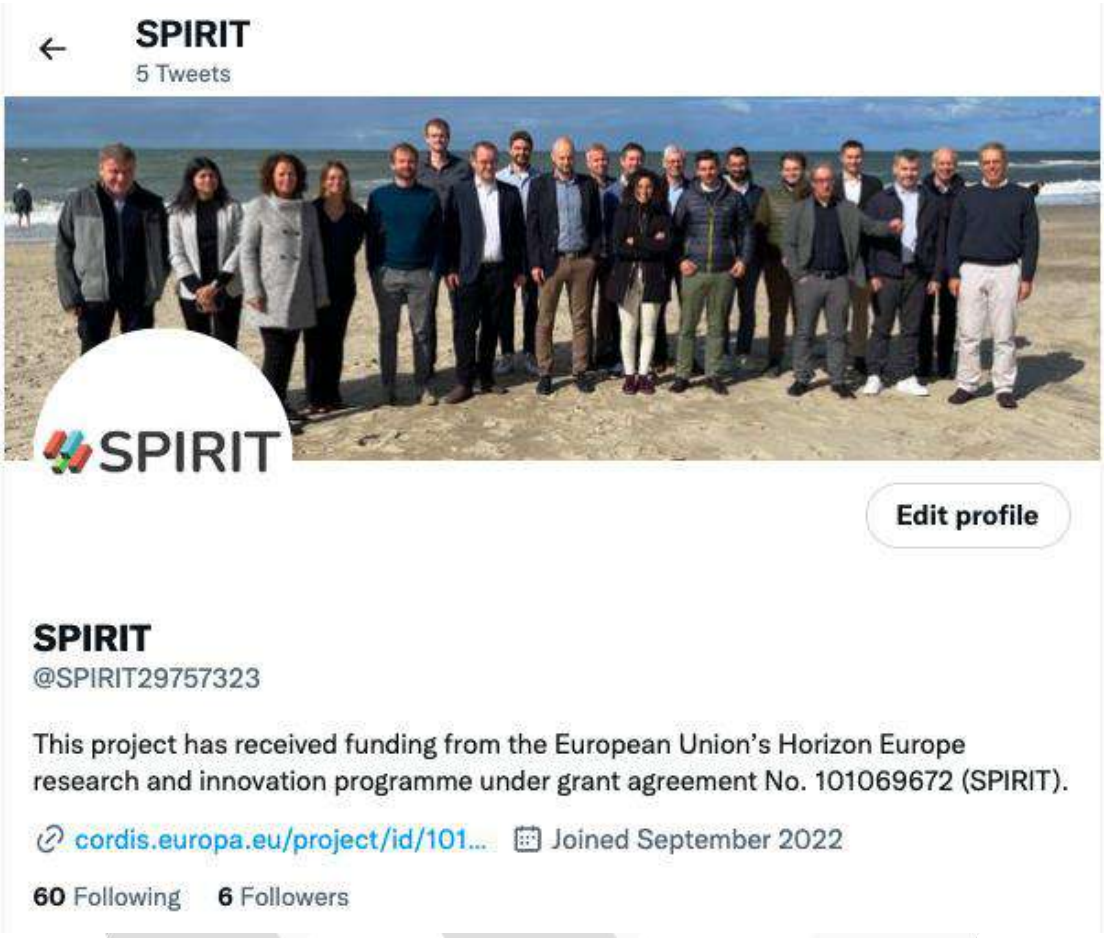
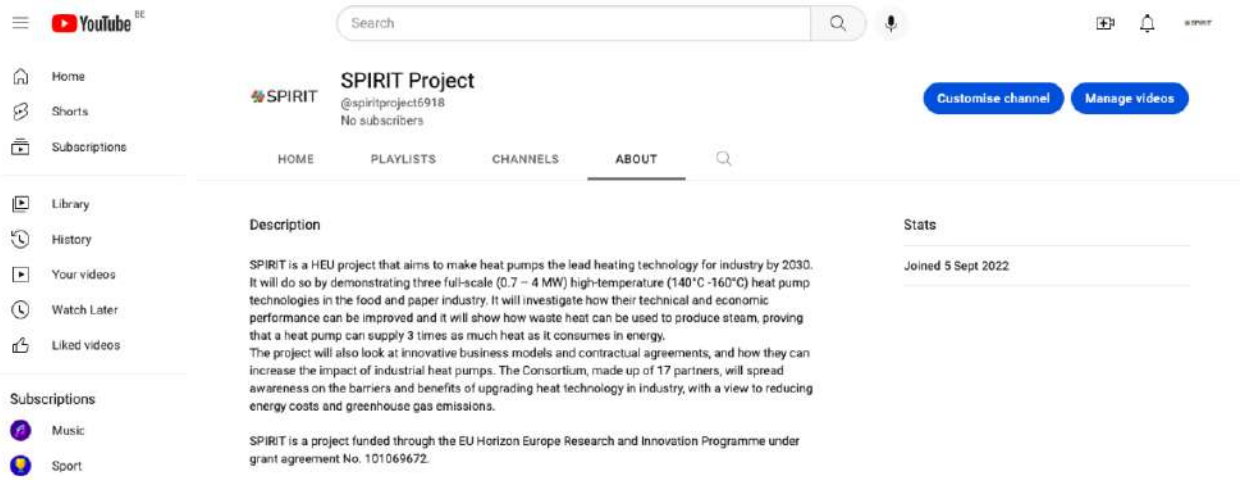
- Twitter: https://twitter.com/SPIRIT29757323



- Youtube: https://www.youtube.com/@spiritproject6918/about



4. SPIRIT BRANDBOOK (LOGO)

It is a document that gives an overview of the Project logo visual identity. The first part presents the logo: it shows the different versions, the correct/incorrect applications, the meaning behind the used shapes and colours, the typography used (also for the .docx and .ppt templates) and some possible uses.

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SPIRIT Brand Guidelines

A complete brand book for SPIRIT Project

Contents :

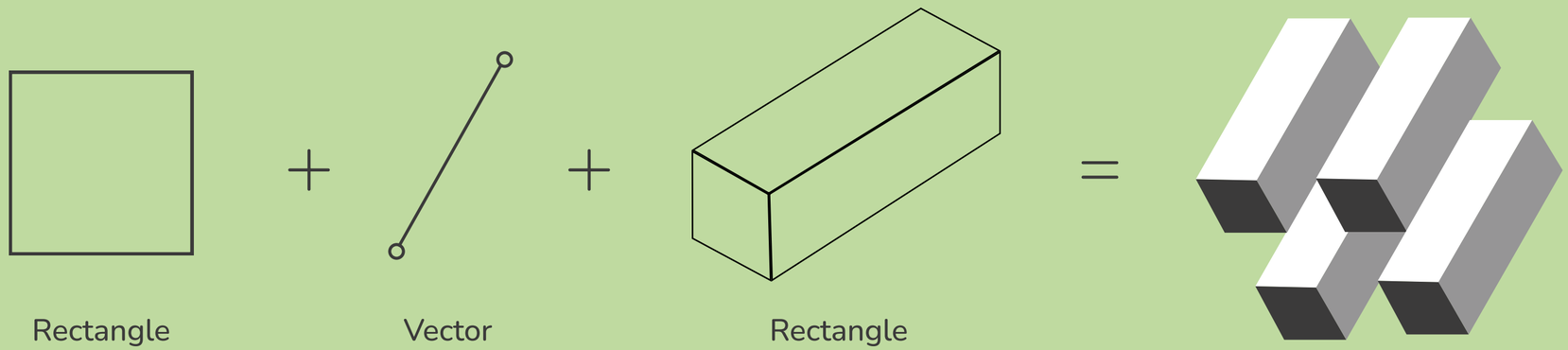
01

Logo

Presentation

01.1

Four rectangular and paralel shapes positioned in an oblique position to represent progress while also being cut give an infinite feeling.



Versions

01.2

There are two versions of the logo: one that can be used on a white, light colored background; a second one which can be used on dark-toned backgrounds. In both cases the colors must be represented to keep the initial idea of a heating and cooling system.

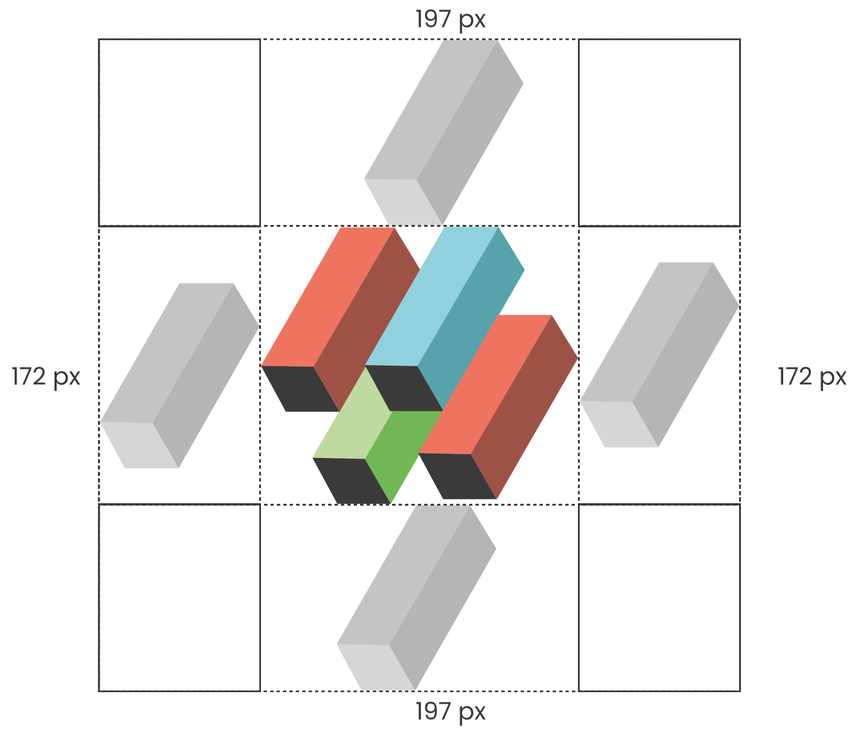
Basic Variant

Dark Background Variant

Clear Space

02

When the logo is used with both the text and symbol set, the unit to measure the distance is the symbol itself. If the symbol is used independently, it needs to distance itself from any object by using the “pipe” as a measuring unit.



Application

02.1

Incorrect Application

02.2

Consider contrast

Don’t over saturate layout

Don’t box the logo improperly

Don’t tilt the logo

Don’t border the logo

Don’t stretch the logo

Layouts

02.3

The logo colour and shape combination is versatile enough to the extent that it can be used on most layouts. However, the rounded corners of the text need to be taken into consideration which implies that a certain level of contrast needs to be kept when designing any layout.

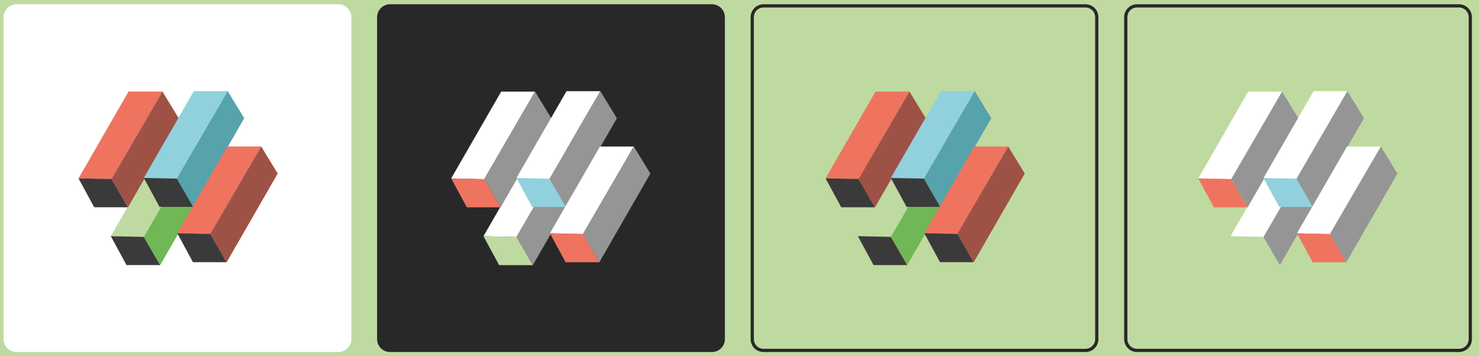
Symbols

03

The four shapes that have been chosen for the logo represent the four parts of a heat pump: the blue shape represents the compressor, the two red shapes represent the condenser and the evaporator and the green one represents the expansion valve.
The parallelepiped shape wants to also be a reference to the pipes that compose a heat pump and that allow refrigerants to flow through the four main components thus creating heat.

Using the icon - bundled up

The symbol can be bundled with all four pipes next to each other.



Detached

03.1

The symbol can also be detached or rotated to give a different perspective and increase the usability of the logo.

Using the icon - Detached/ Falling/ Mixed

Detached

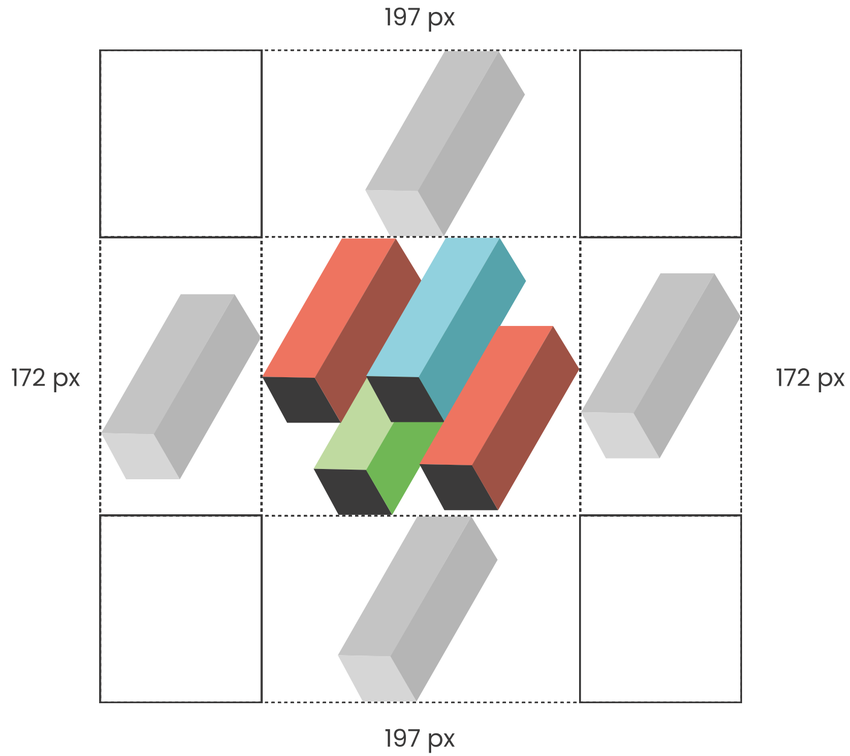
Falling

Mixed

Symbol clear space

03.2

Our symbol is a shorter version of our logo. Use the symbol on its own only if you do not have enough room for the full logo or in cases when the SPIRIT brand has already been established.



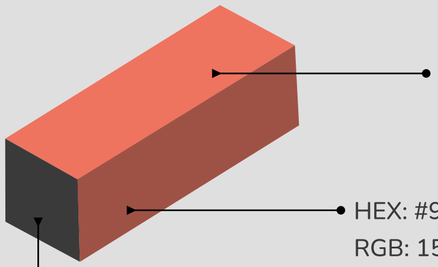
04

Brand

SPIRIT

Colors

04.1

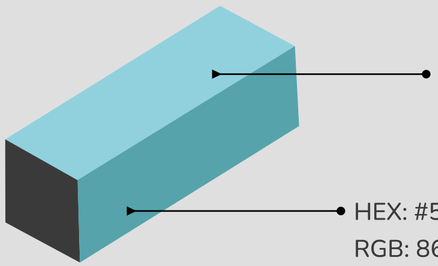


HEX: #EE7460
RGB: 238, 116, 96
CMYK: 0, 66, 59, 0

HEX: #9E5245
RGB: 158, 82, 69
CMYK: 28, 70, 66, 24

HEX: #3B3A3A
RGB: 59, 58, 58
CMYK: 66, 58, 54, 61

HEATING: The red colour refers to the heat that the industrial heat pumps developed in the project aim to produce (up until 160° C)

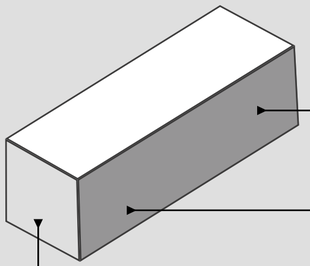


HEX: #91D1DE
RGB: 145, 209, 222
CMYK: 46, 0, 14,0

HEX: #56A3AB
RGB: 86, 163, 171
CMYK: 67, 18, 32, 2

COOLING: the blue colour refers to the lower temperatures that large-scale heat-pumps are able to increase

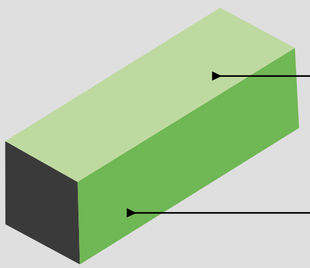
Colors



HEX: #FFFFFF
RGB: 225, 225, 225
CMYK: 0, 0, 0, 0

HEX: #969596
RGB: 150, 149, 150
CMYK: 42, 33, 33, 12

HEX: #DFDFDF
RGB: 223, 223, 223
CMYK: 15, 11, 12, 0



HEX: #BFDAA0
RGB: 191, 218, 160
CMYK: 32, 0, 47, 0

HEX: #70B755
RGB: 112, 183, 85
CMYK: 61, 1, 82, 0

ENVIRONMENTAL SUSTAINABILITY: the green colour is a reference to the reduction of CO2 emissions and energy efficiency that SPIRIT is going to achieve

Typography

Aa

Primary Typeface

Nunito Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Li Mm Nn Oo Pp Qq Rr SsTt Uu Vv Ww Xx Yy Zz

123456789!@#$%^&*?/

Aa

Secoundary Typeface

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Li Mm Nn Oo Pp Qq Rr SsTt Uu Vv Ww Xx Yy Zz

123456789!@#$%^&*?/

Font

Rules

05.1

AaBbCc123

Text rules

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Malesuada donec tincidunt cursus egestas etiam ultrices dui, duis. Ultricies in dui ut elementum sollicitudi

Sizing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Malesuada donec tincidunt.

Headings / Titles

Nunito Bold - 64 Pixels

Subheadings / Subtitles

Nunito Regular - 24 Pixels

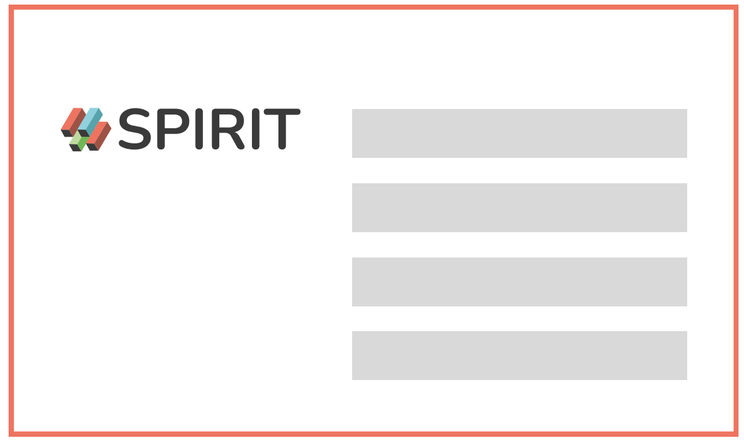
Paragrafs

Poppins Regular - 16 Pixels

Layouts

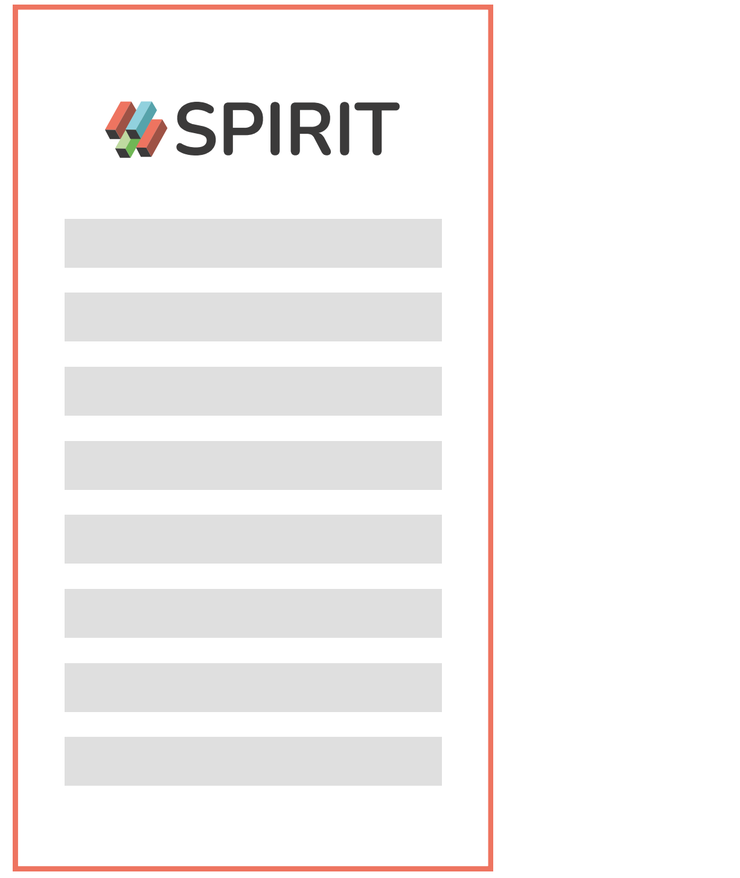
Portrait

Landscape



Billboard

Skyscrapper



07

Case Usage

Wall Brand

07.1

Pass Card

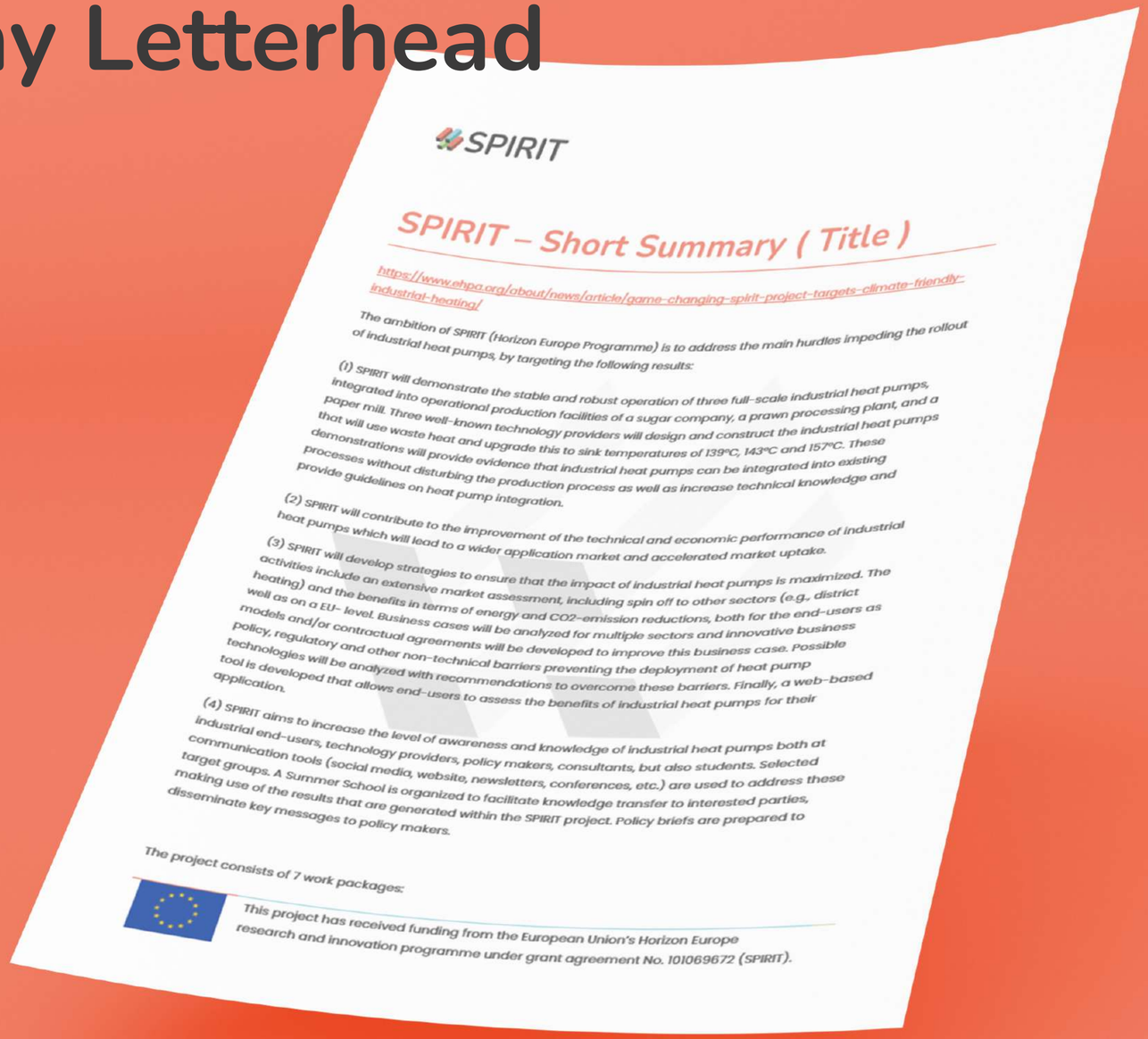
07.2

Event Billboard

07.3

Company Letterhead

07.4



SPIRIT

SPIRIT – Short Summary (Title)

https://www.ehpa.org/about/news/article/game-changing-spirit-project-targets-climate-friendly-industrial-heating/

The ambition of SPIRIT (Horizon Europe Programme) is to address the main hurdles impeding the rollout of industrial heat pumps, by targeting the following results:

(1) SPIRIT will demonstrate the stable and robust operation of three full-scale industrial heat pumps, integrated into operational production facilities of a sugar company, a prawn processing plant, and a paper mill. Three well-known technology providers will design and construct the industrial heat pumps that will use waste heat and upgrade this to sink temperatures of 139°C, 143°C and 157°C. These demonstrations will provide evidence that industrial heat pumps can be integrated into existing processes without disturbing the production process as well as increase technical knowledge and provide guidelines on heat pump integration.

(2) SPIRIT will contribute to the improvement of the technical and economic performance of industrial heat pumps which will lead to a wider application market and accelerated market uptake.

(3) SPIRIT will develop strategies to ensure that the impact of industrial heat pumps is maximized. The activities include an extensive market assessment, including spin off to other sectors (e.g., district heating) and the benefits in terms of energy and CO2-emission reductions, both for the end-users as well as on a EU- level. Business cases will be analyzed for multiple sectors and innovative business models and/or contractual agreements will be developed to improve this business case. Possible policy, regulatory and other non-technical barriers preventing the deployment of heat pump technologies will be analyzed with recommendations to overcome these barriers. Finally, a web-based tool is developed that allows end-users to assess the benefits of industrial heat pumps for their application.

(4) SPIRIT aims to increase the level of awareness and knowledge of industrial heat pumps both at industrial end-users, technology providers, policy makers, consultants, but also students. Selected communication tools (social media, website, newsletters, conferences, etc.) are used to address these target groups. A Summer School is organized to facilitate knowledge transfer to interested parties, making use of the results that are generated within the SPIRIT project. Policy briefs are prepared to disseminate key messages to policy makers.

The project consists of 7 work packages:

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101069672 (SPIRIT).

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