



Deliverable 6.2

Visual identity, logo, templates

Drafted by: Sonia Bianconi

Date: 17/01/2023

Grant agreement No: 101069672

Project start date: 1st September 2022

Duration: 42 months



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TASK	T6.2 – Key messages and communication tools
TYPE	DEC – Websites, patents filing, press & media actions, videos, etc.
NUMBER OF PAGES	59



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Date	Version	Description
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DTI: TEKNOLOGISK INSTITUT

DLR: DEUTSCHES ZENTRUM FÜR 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

TIS: TIENSE SUIKERRAFFINADERIJ N.V.

TLK: TLK ENERGY GMBH

GEA: GEA Refrigeration Germany GmbH

SPIL: Spilling Technologies GmbH

SKPS: Smurfit Kappa Paper Services B.V.

SKC: SMURFIT KAPPA CZECH SRO

SP: STELLA POLARIS AS



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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.

The next parts will display the main tools that the SPIRIT Consortium will use to communicate the project activities and disseminate its results:

- a) The SPIRIT website
- b) The SPIRIT brand book
- c) The SPIRIT templates
- d) The SPIRIT Social media pages



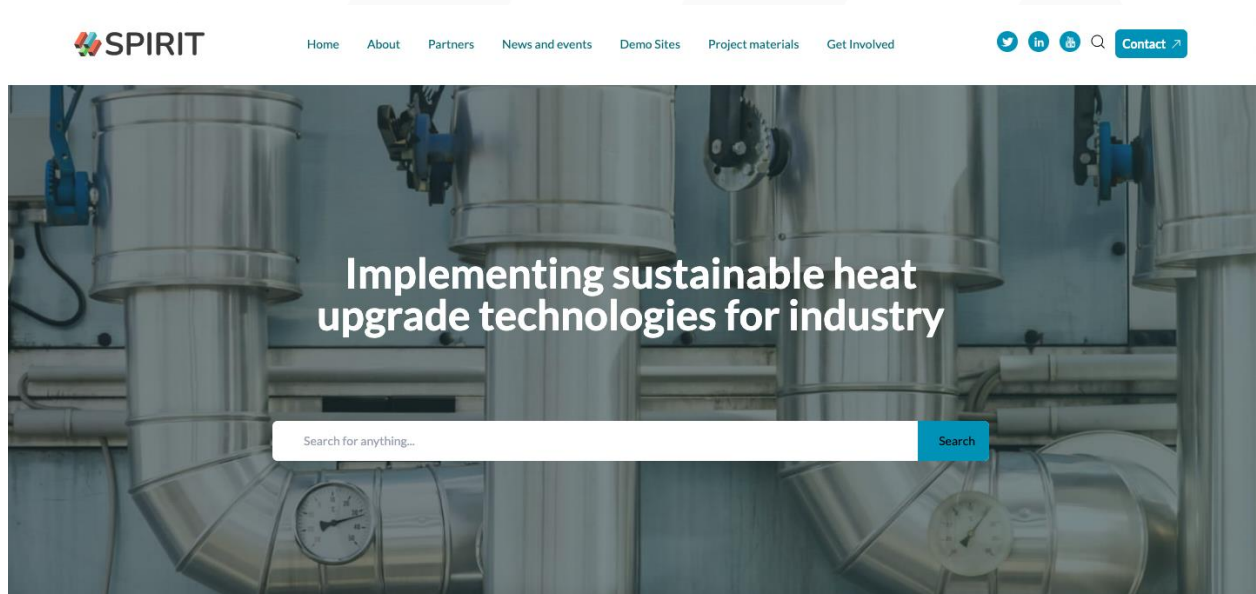
2. SPIRIT WEBSITE

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.

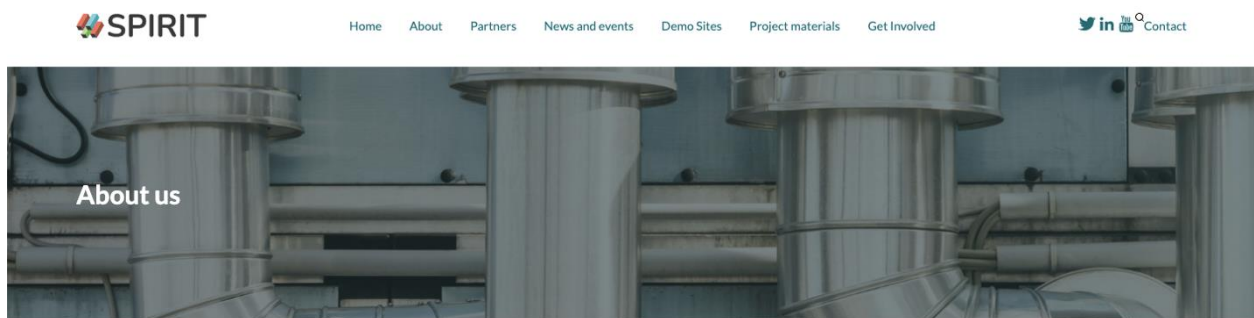
The SPIRIT website (<https://spirit-heat.eu/>) will be available to the general public by M6 (February 2023). The website's initial structure is based on six main tabs: Home, About, Partners, News and Events, Demo Sites, Project materials and Get involved.

The initial design and sub-tabs of the website can be seen in the following pictures. The structure displayed in the screenshots below is not definitive. The tabs and sub-tabs can be changed throughout the project lifecycle according to necessity.

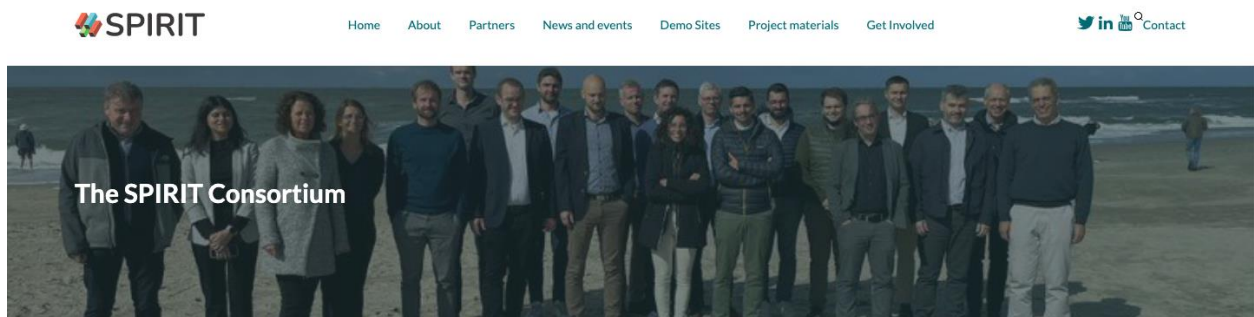
1. Home



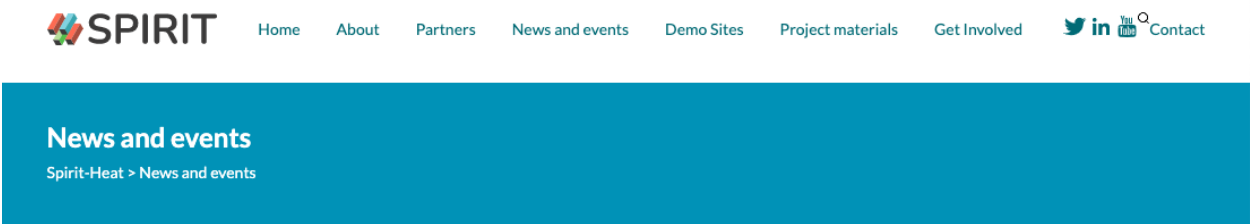
2. About



3. Partners



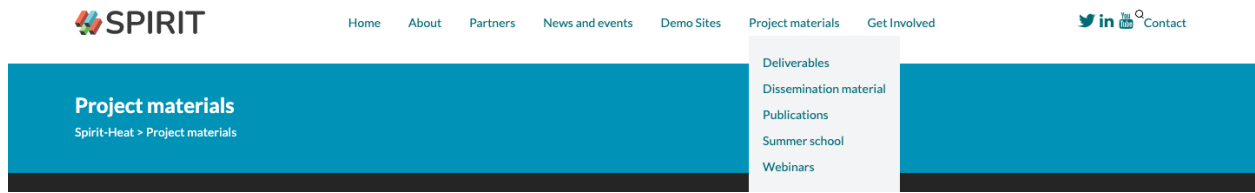
4. News and events



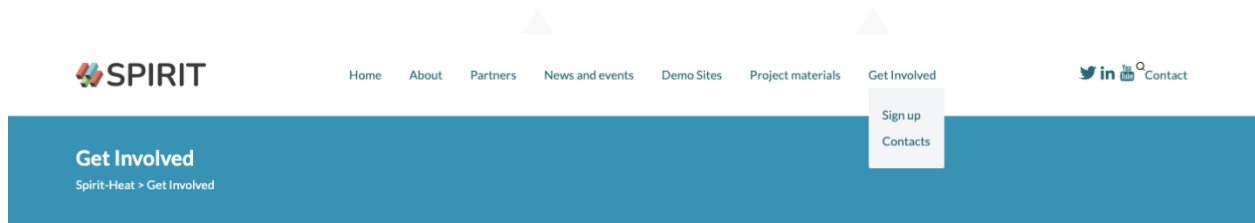
5. Demo-sites



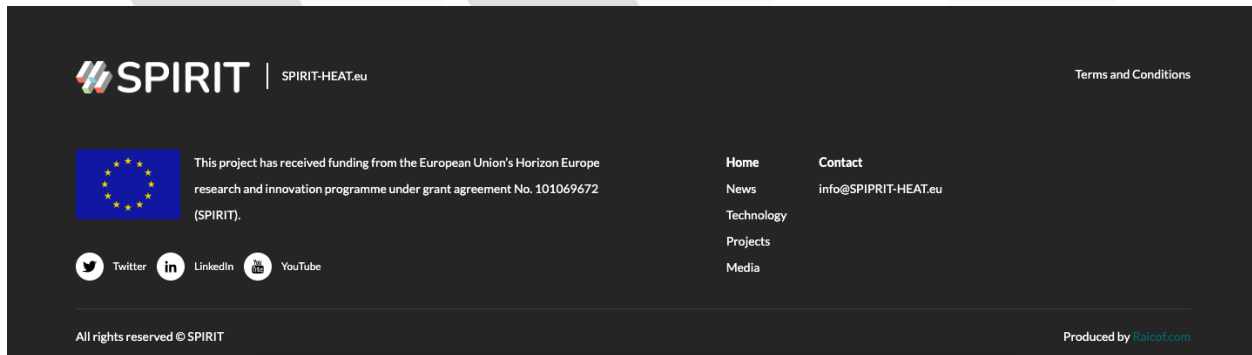
6. Project Materials



7. Get Involved



In addition, 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:



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	



 SPIRIT

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



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



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)		

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



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SPIL: Spilling Technologies GmbH

SKPS: Smurfit Kappa Paper Services B.V.

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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1. CHAPTER 1 HEADING

1.1 Paragraph 1 heading 1

1.1.1 Sub-paragraph heading

2.1 Paragraph heading

1.2.1 Sub-paragraph heading

2. CHAPTER 2

3. REFERENCE LIST

Error! Bookmark not defined.

Error! Bookmark not defined.

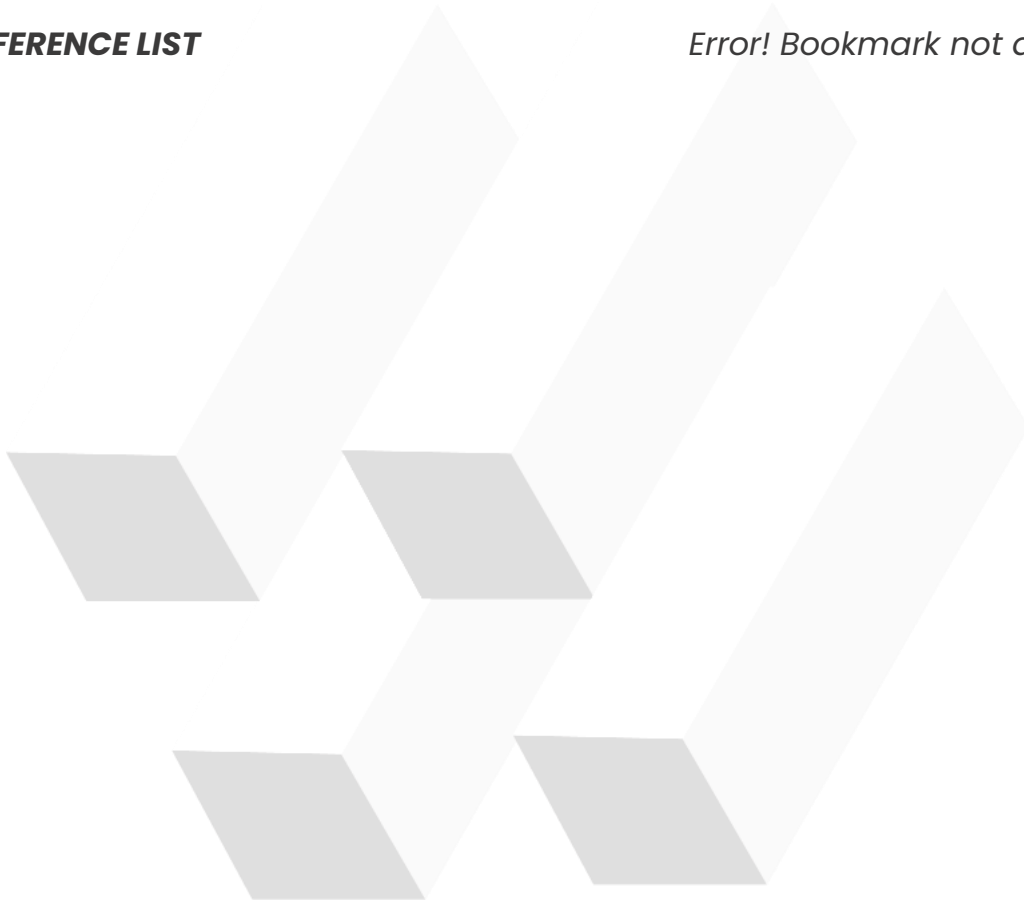
Error! Bookmark not defined.

Error! Bookmark not defined.

Error! Bookmark not defined.

Error! Bookmark not defined.

Error! Bookmark not defined.



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 prioritized. 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

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

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

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.



2. CHAPTER 2

Table example (1)		
Example		

Table example (2)		
Example		

Table example (3)		
Example		



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)





SPIRIT

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)



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 Lorem ipsum

End



 SPIRIT

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



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 Lorem ipsum

End

Minutes





SPIRIT

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



Participants

Name of participant	Partner Organisation	Signature (if onsite)



SPIRIT Template for Power point presentations



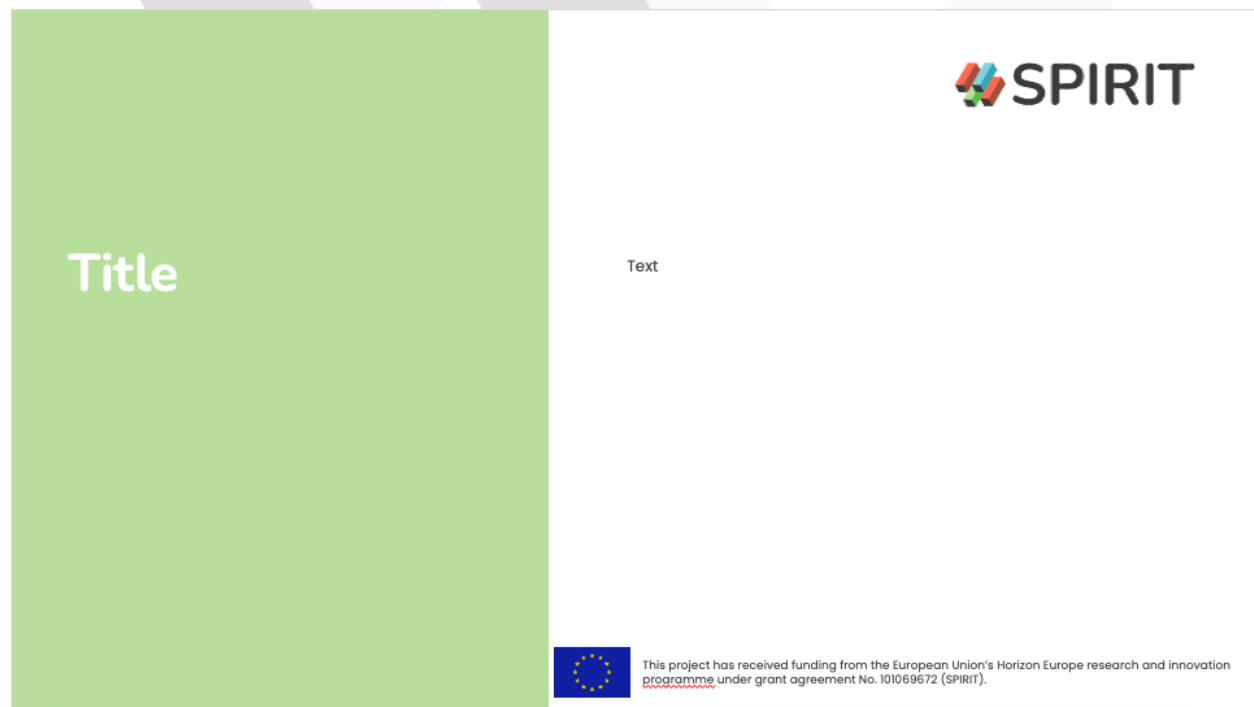
SPIRIT

Title of the presentation:

Event:
Speaker:
Date:




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SPIRIT

Title

Text

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

Title

Text



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



Title

Text

Table Example			
Example			



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Thank you!

Presenter name
Title and organization
Email



www.spirit-heat.eu




4. 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.



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



SPIRIT

SPIRIT Horizon Europe Project

SPIRIT is a EU Project aiming at demonstrating 3 high-temperature heat pump technologies in the food and paper industry.

Industrial Machinery Manufacturing · Petten · 32 followers

✓ Following Visit website More

Home **About** Posts Jobs People

Overview

SPIRIT is a HEU project that aims to make heat pumps the lead heating technology for industry by 2030. It will do so by demonstrating three full-scale (0.7 – 4 MW) high-temperature (140°C -160°C) heat pump technologies in the food and paper industry. It will investigate how their technical and economic performance can be improved and it will show how waste heat can be used to produce steam, proving that a heat pump can supply 3 times as much heat as it consumes in energy.

The project will also look at innovative business models and contractual agreements, and how they can increase the impact of industrial heat pumps. The Consortium, made up of 17 partners, will spread awareness on the barriers and benefits of upgrading heat technology in industry, with a view to reducing energy costs and greenhouse gas emissions.

The ultimate goal of the project is to enable industrial heat pumps to become the reference technology for covering industrial heat demand for temperatures up to 160°C by 2030.

SPIRIT is a project funded through the EU Horizon Europe Research and Innovation Programme under grant agreement No. 101069672.

Website
<https://cordis.europa.eu/project/id/101069672>



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



SPIRIT
5 Tweets

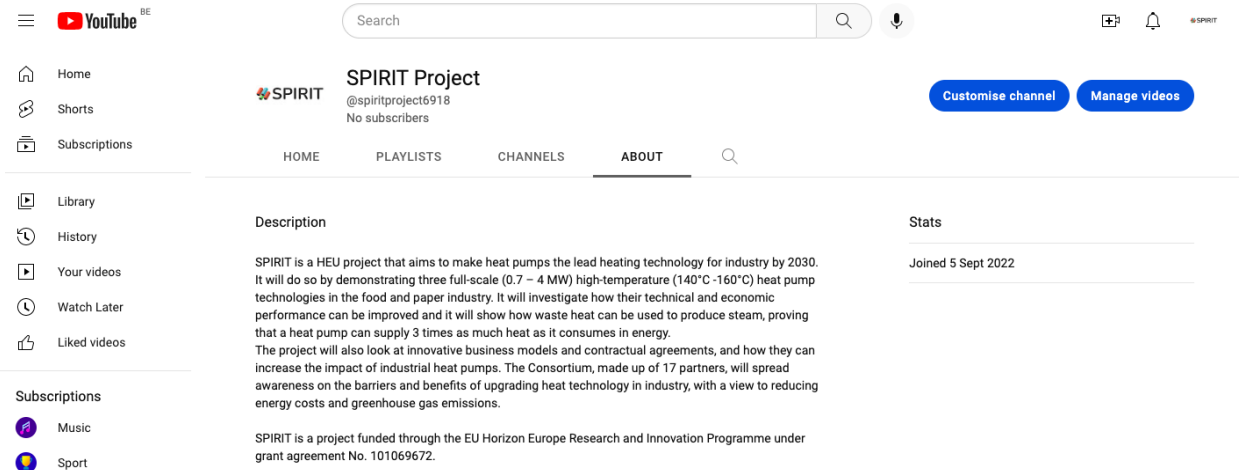
SPIRIT
@SPIRIT29757323

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

[cordis.europa.eu/project/id/101...](https://cordis.europa.eu/project/id/101069672) Joined September 2022

60 Following 6 Followers

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



YouTube BE

Search

SPIRIT Project
@spiritproject6918
No subscribers

Customise channel Manage videos

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Description

SPIRIT is a HEU project that aims to make heat pumps the lead heating technology for industry by 2030. It will do so by demonstrating three full-scale (0.7 – 4 MW) high-temperature (140°C-160°C) heat pump technologies in the food and paper industry. It will investigate how their technical and economic performance can be improved and it will show how waste heat can be used to produce steam, proving that a heat pump can supply 3 times as much heat as it consumes in energy. The project will also look at innovative business models and contractual agreements, and how they can increase the impact of industrial heat pumps. The Consortium, made up of 17 partners, will spread awareness on the barriers and benefits of upgrading heat technology in industry, with a view to reducing energy costs and greenhouse gas emissions.

Stats

Joined 5 Sept 2022

SPIRIT is a project funded through the EU Horizon Europe Research and Innovation Programme under grant agreement No. 101069672.



5. SPIRIT BRANDBOOK (LOGO)

The SPIRIT brandbook is a document that gives an overview of the Project logo and visual identity; it collects the main guidelines for a proper use of the project brand identity.

The first part presents the logo: it shows the different versions, the correct/incorrect applications, the meaning behind the used shapes and colors and the typography (also for the .docx and .ppt templates).

The second part presents some examples of ways the logo can be used (wall brand, events pass cards and billboards, letterhead, etc).

The brandbook is attached to this document as Annex.





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SPIRIT Brand Guidelines

A complete brand book for SPIRIT Project

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01

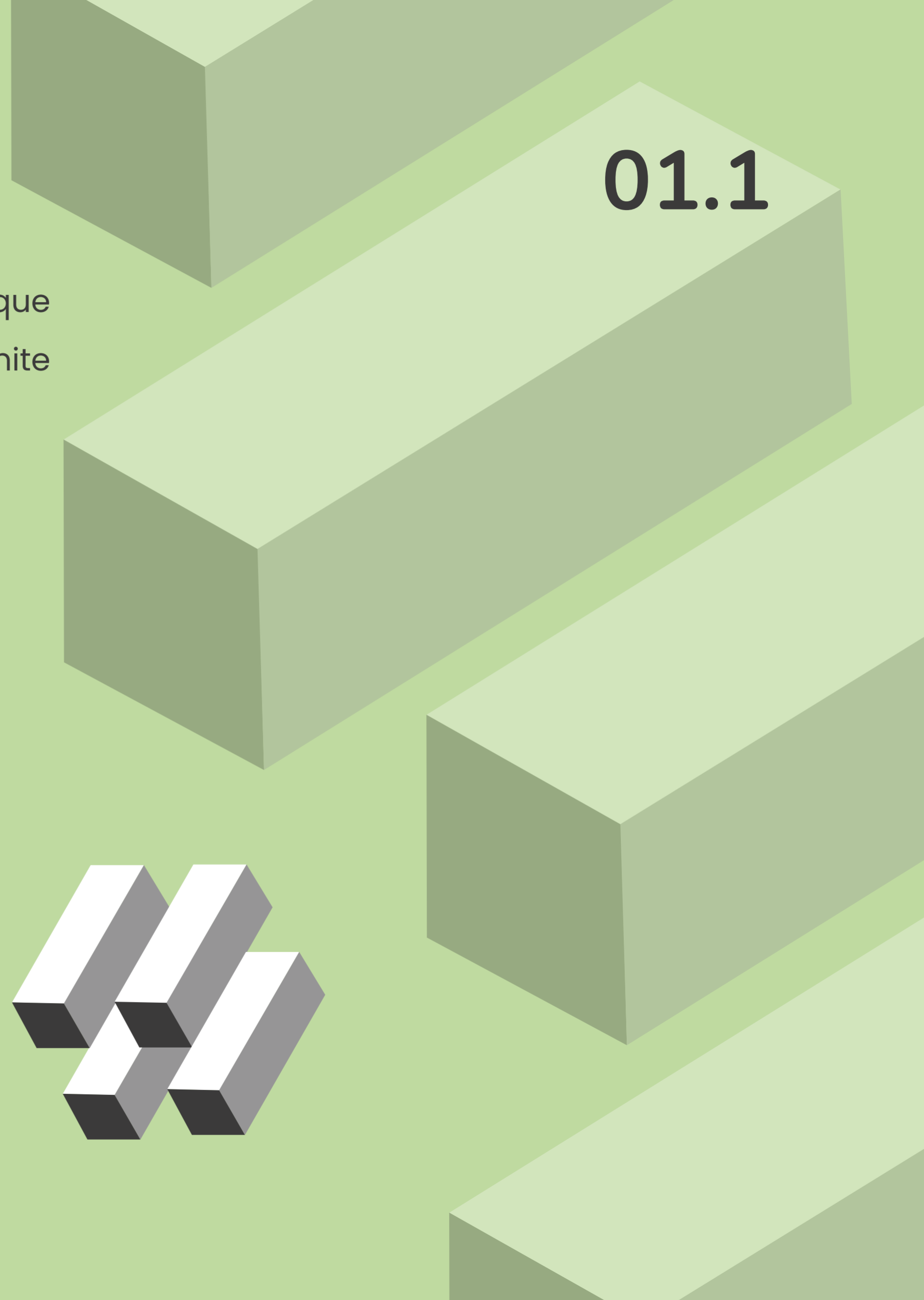
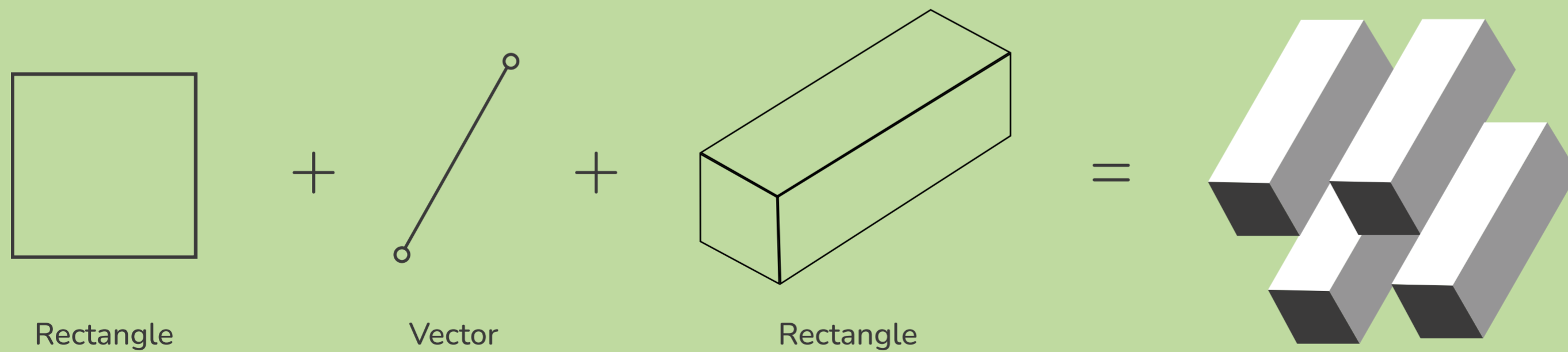


Logo

Presentation

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

01.1



Versions

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.

01.2



Basic Variant

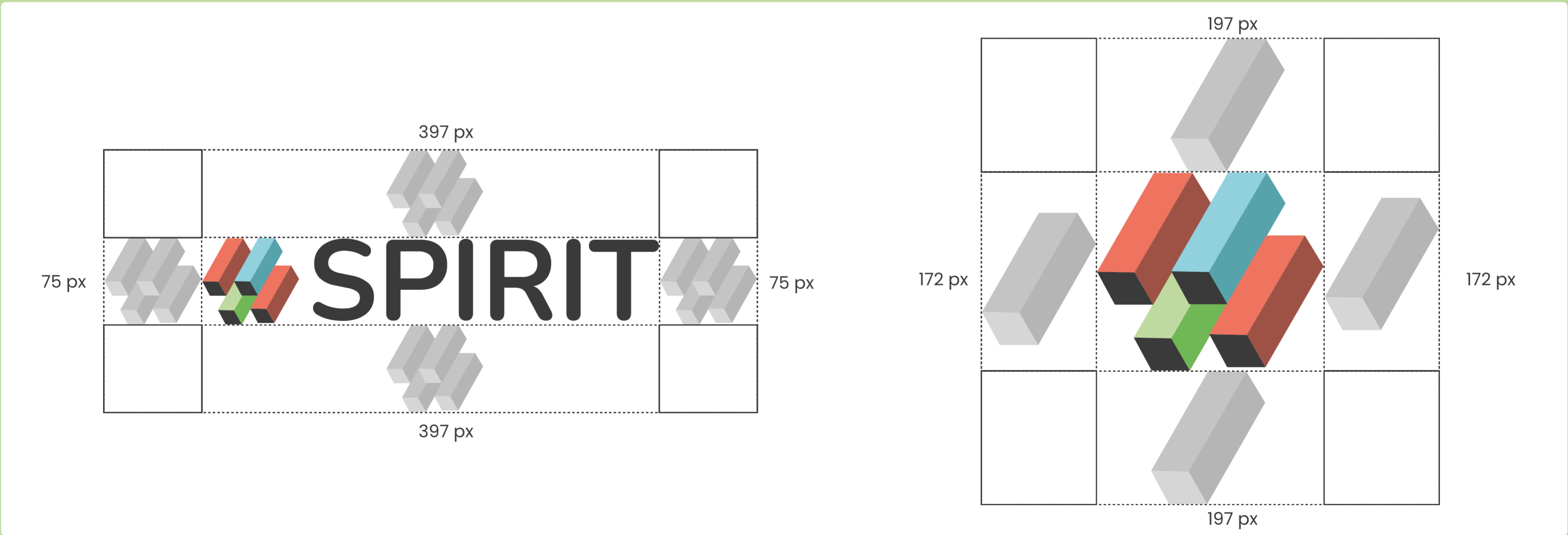


Dark Background Variant

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

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

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

03.1

Using the icon - Detached/ Falling/ Mixed

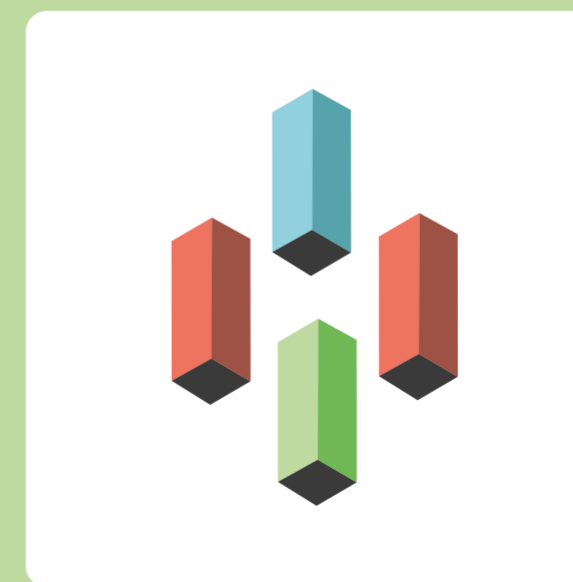
Detached



Falling

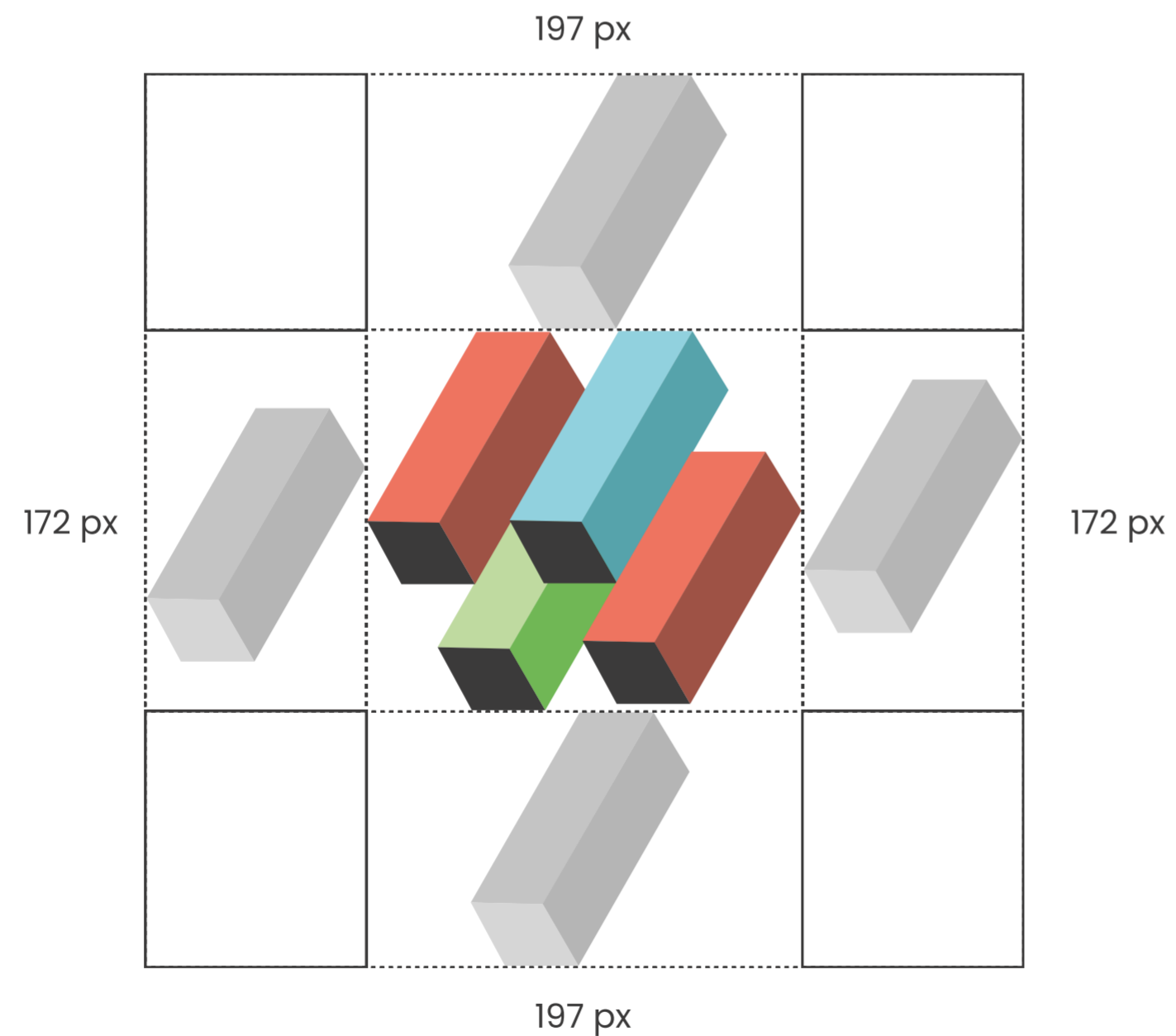


Mixed



Symbol clear space

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.



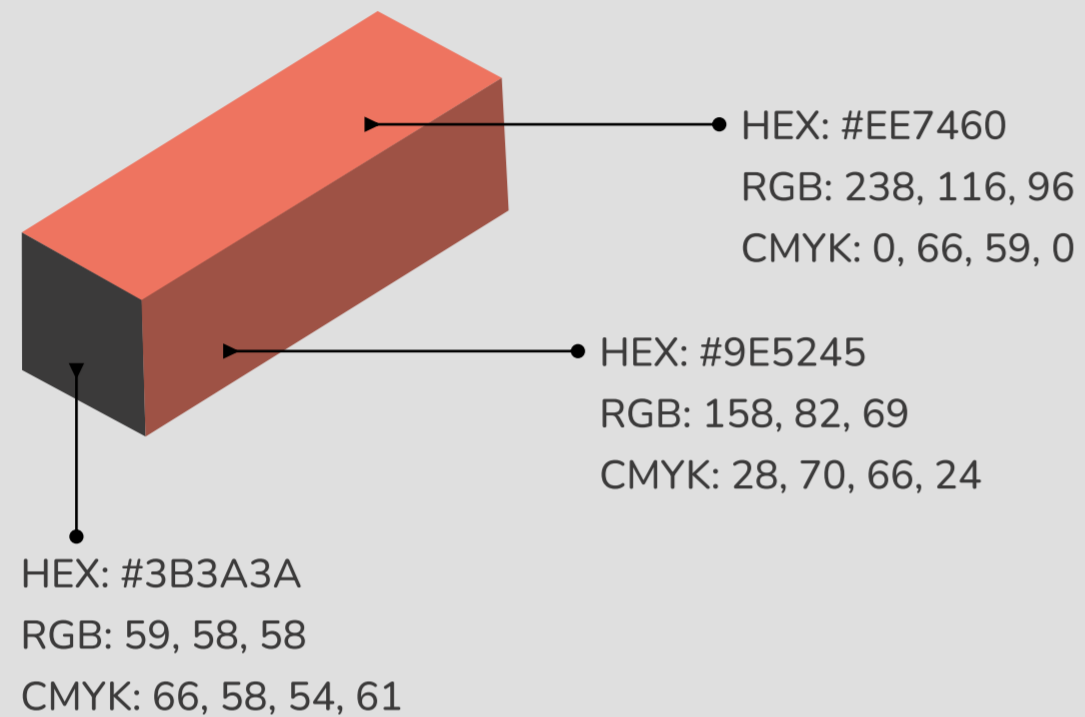
03.2

04

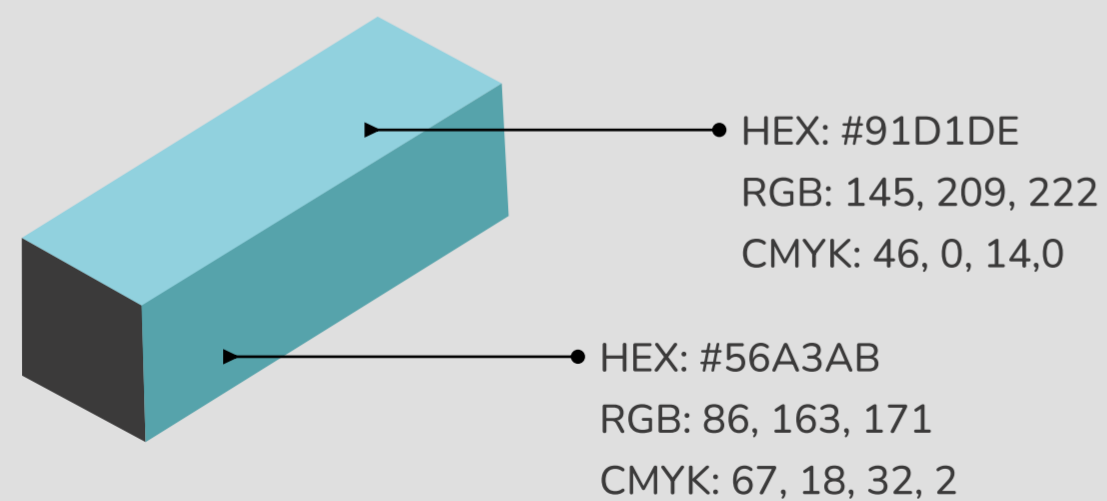
Brand



Colors



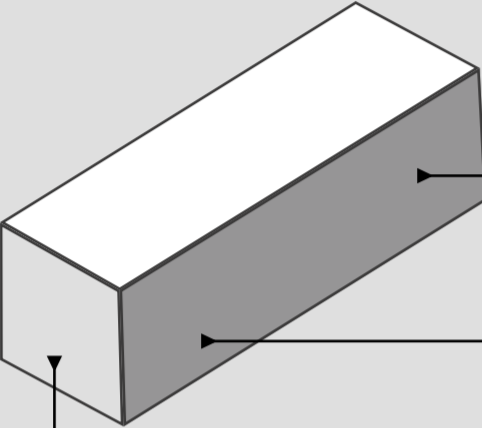
HEATING: The red colour refers to the heat that the industrial heat pumps developed in the project aim to produce (up until 160° C)



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



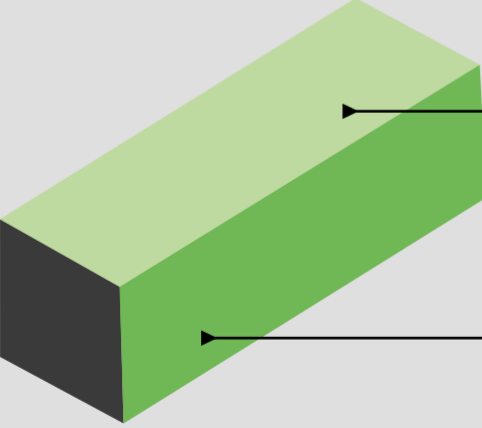
Colors



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

05

Aa

Primary Typeface

Nunito Bold

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

123456789!@#\$%^&*?/

Aa

Secondary Typeface

Poppins Regular

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

123456789!@#\$%^&*?/

Font

Rules

AaBbCc123^{05.1}

Text rules

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Malesuada donec tincidunt
cursus egestas etiam ultrices dui, dui.
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

Paragraphs

Poppins Regular - 16 Pixels

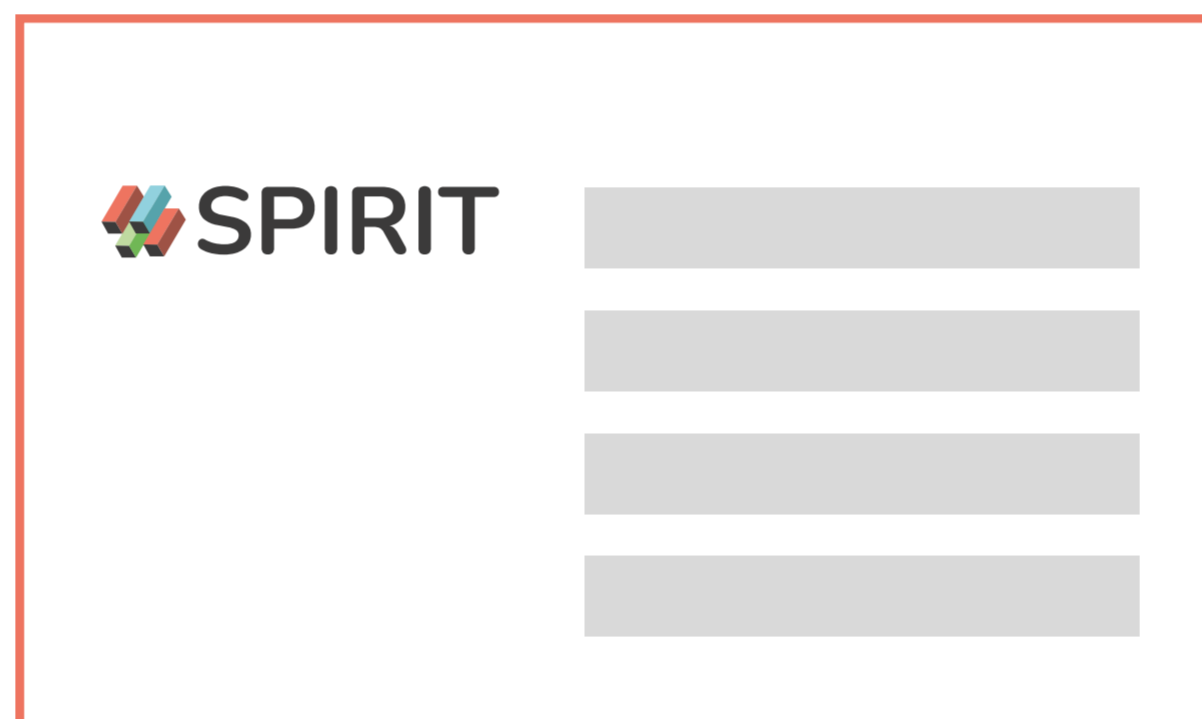
Layouts

06

Portrait



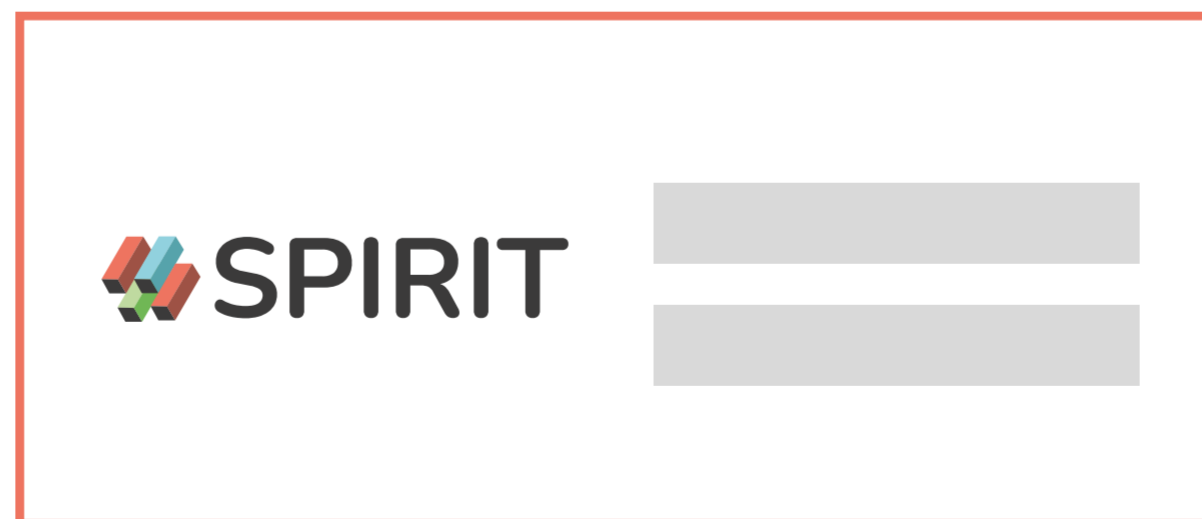
Landscape



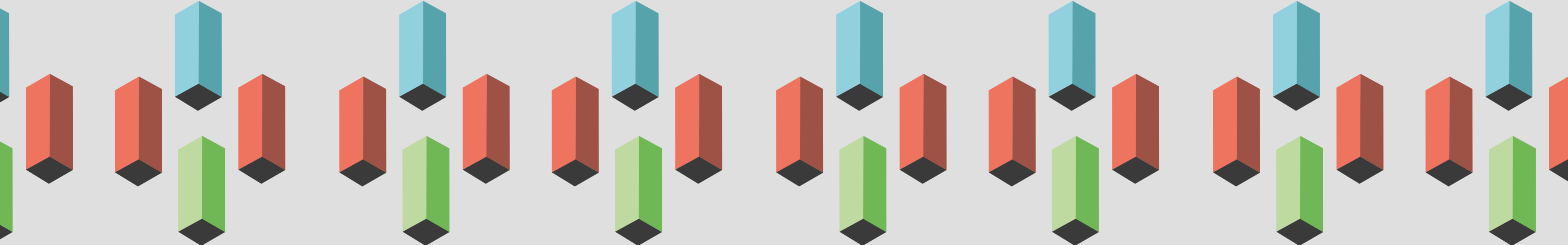
Skyscraper



Billboard



07



Case Usage

Wall Brand

07.1



Pass Card

07.2



Event Billboard

07.3



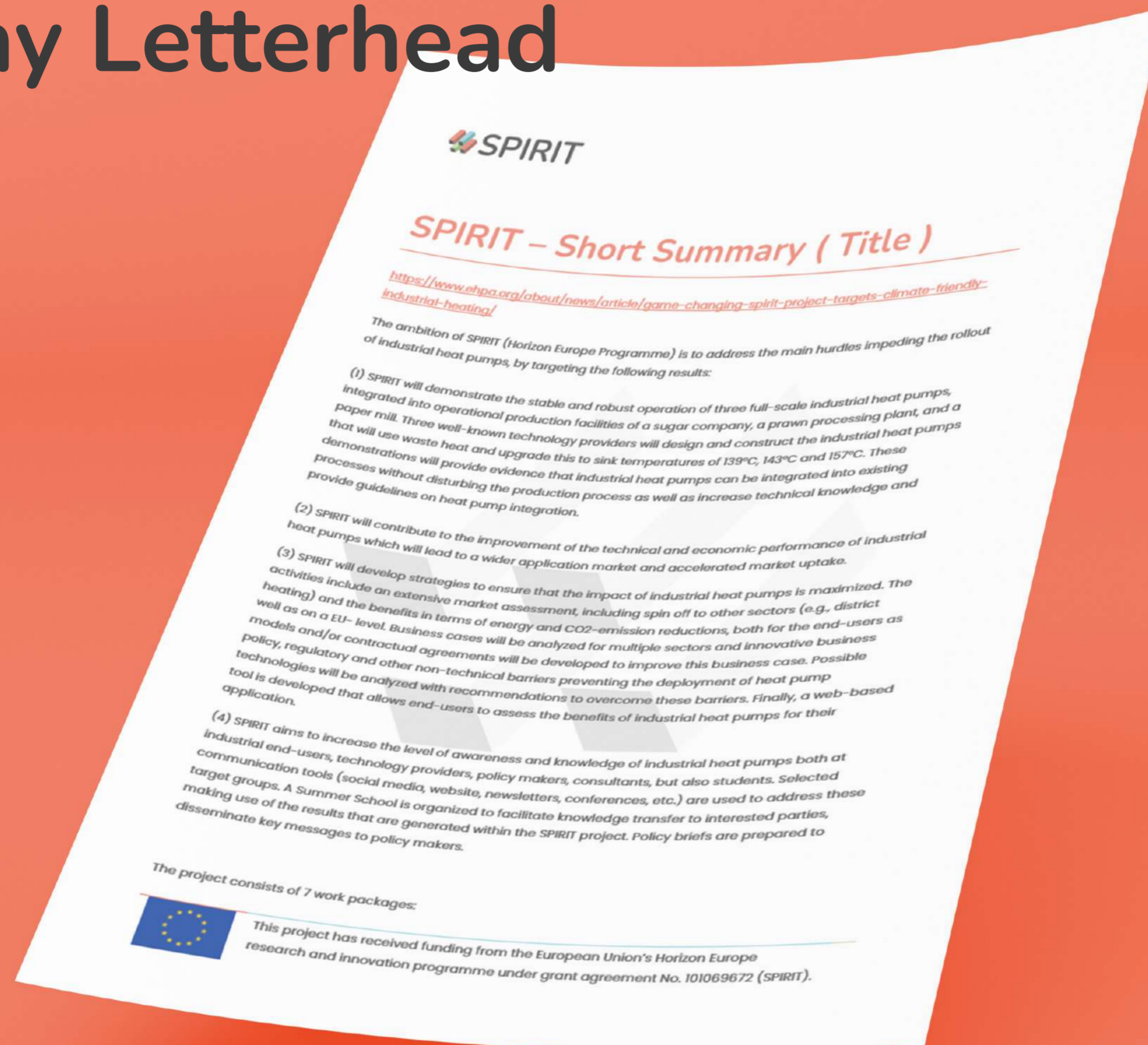
The billboard features a logo of five colorful cubes (red, blue, green, yellow, and orange) arranged in a cluster. Below the logo, the word "SPIRIT" is written in a large, bold, black sans-serif font. Underneath "SPIRIT", the text "Event 2022 SPIRIT-HEAT" is displayed in a smaller, black sans-serif font. At the bottom of the main text area, the placeholder text "Lorem ipsum dolor sit amet" is visible in a very small font.

SPIRIT
Event 2022 SPIRIT-HEAT
Lorem ipsum dolor sit amet

Brussels — 27 and 28 November

Company Letterhead

07.4



Dont's

08.1

Do not change the transparency of the logo



Do not use drop shadows or any other effects



Do not distort the logo



Do not rotate any part of the logo



Do not use different colors



Do not outline logotype



Do not crop the logo





SPIRIT