



SUNER-C: SUNERGY Community and eco-system for accelerating the development of solar fuels and chemicals

Deliverable D5.1

Visual Identity

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V1.0	31/08/2022	Marta and Laura (ICIQ), Lili (CVE), and Nathan Coutard (PM, University of Utrecht)	Final version

Executive Summary

This document, D5.1 Visual Identity, is a deliverable of the SUNER-C Project, which is funded by the European Union's Horizon Europe under Grant Agreement No. 101058481. The document provides a description of the Visual Identity that will be used by the SUNER-C partners in order to disseminate and communicate the project, in printed and online versions. The objective is to keep a consistent and uniform image of SUNER-C outcomes, communications and deliverables.



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1. Purpose of the Visual Identity deliverable

The Visual Identity is the first deliverable of WP5: Dissemination, communication and education.

The aim of this deliverable is to provide a description of the different elements configuring the Visual Identity of the Coordination Support Action (CSA) named SUNER-C: SUNERGY Community and eco-system for accelerating the development of solar fuels and chemicals (EU-funded under the Grant Agreement No. 101058481). The Description of the Action (Part B) within the Grant Agreement signed with the European Commission states:

“A visual identity, consistent with the design of the SUNERGY initiative to reflect continuity, will be developed. It will include a logo and different templates for reports, minutes, posters, and presentations.”

Therefore, a uniform and harmonious Visual Identity is key for future Dissemination and Communication (D&C) materials, and for this reason is the first deliverable presented. It is formed by the logo and the different templates of the online and printed D&C material, which will contribute to increasing the project visibility and impact on the different audiences identified in the proposal: industry, academia/research, financial & societal players, policymakers, other EU projects and partnerships, international organizations and initiatives, and the general public.

2. Main objectives and responsibilities

The Visual Identity, as the first deliverable, will directly contribute to the creation of the D&C material with the main objectives of:

- Achieving homogeneity of the SUNER-C brand, reflecting a consistent image in front of all the generated results, outcomes and impacts of the project.
- Providing templates to the consortium partners so as to represent SUNER-C in the different D&C activities, such as conferences, brokerage events, and networking meetings, among others.

ICIQ is responsible for the delivery of the logo and the templates (D5.1) in close collaboration with the WP5 leader CO₂ Value Europe (CVE). All consortium members are responsible for using the Visual Identity properly in all the dissemination and communication activities that they participate in, including acknowledgment of EU support as described in Article 17 of the Grant Agreement.

ICIQ and CVE will also be responsible to store all Visual Identity materials and templates will be in SUNER-C's Sharepoint, which is available for all the partners. In addition, the new website, under construction (D5.2 by October 2022), envisions an intranet space, where all the Visual Identity material will be stored for partner access.



3. Visual Identity Description

The Visual Identity includes the re-branding of SUNER-C logo and templates for the presentation of the project and its outcomes: a PPT layout and a Word template for working documents, such as meeting minutes, and reports, among others.

For all the material, **branding guidelines** have been developed in order to follow homogeneity and consistency of the “look and feel” across all the project’s outputs. Those common basics are: SUNER-C re-branded logo, EU emblem and disclaimer, colour palette, typography, templates, key visuals and messages or terminology.

3.1. Re-branding of SUNER-C logo

SUNERGY is a pan-European community, including supporters from industry, academia/research and society. The SUNERGY initiative resulted from the merging of two previous European-funded actions. Meanwhile, SUNER-C is an EU-funded CSA (Coordination and Support Action) formed by a consortium of 31 participants. It has been designed as a cornerstone of the SUNERGY’s ramp-up phase to create an innovation ecosystem for solar fuels and chemicals, develop a roadmap and prepare for a large-scale research and innovation initiative on solar fuels and chemicals as described by the action’s title: *SUNER-C: SUNERGY Community and Eco-System for Accelerating the Development of Solar Fuels and Chemicals*. In summary, SUNERGY is the umbrella community from which SUNER-C is born as the executive project.

A first version of the SUNER-C logo, keeping the brand manual and colours of SUNERGY to provide continuity, was already prepared at the proposal stage (**Figure 1, top left**). For templates and communication materials within the funded CSA, the SUNER-C logo will be majorly present, as required by the funding agency. Therefore, a re-branding of this first logo has been prepared, for a better understanding of the action of SUNER-C project linking it directly to the SUNERGY community by including the sentence “powered by SUNERGY” (**Figure 1, bottom**).

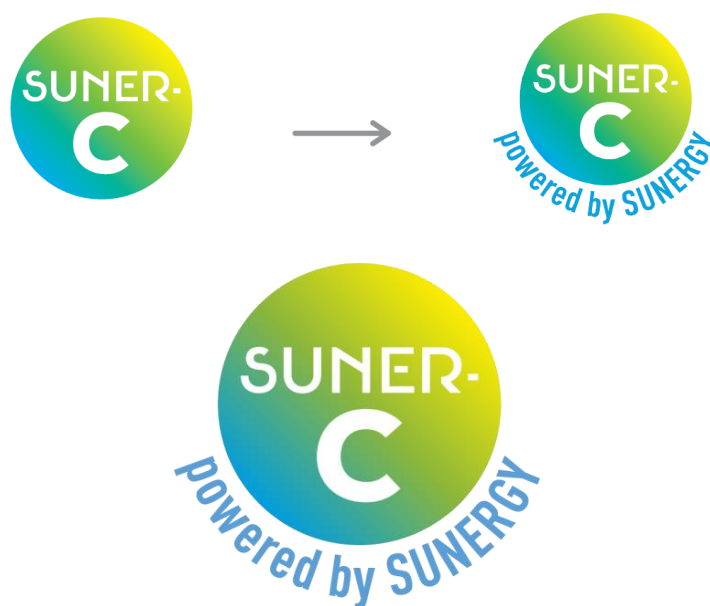
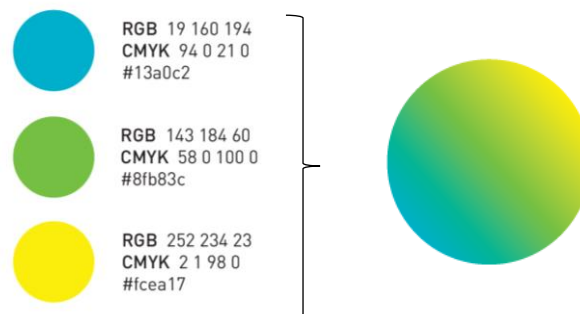


Figure 1. Top: evolution of the SUNER-C logo. Bottom: re-branding with the inclusion of SUNERGY community’s name brand.

Colour scheme



Typography

Din regular for “SUNER-C”

Din Pro Medium for “powered by SUNERGY”

3.2. PPT layout

It is expected that SUNER-C partners will actively participate in internal or external events: academic/industrial fairs, conferences, workshops, brokerage events or meetings. Therefore, a template for presentations (MS PowerPoint, PPT) will be handed out to standardise all the presentations. The PPT layout (**Figure 2**) consists of: a cover, table of contents, core, and end slides. In the cover and end slides the re-branded SUNER-C logo and the EU emblem and project disclaimer appear. The final one also contains SUNER-C contact, website and social media links to increase the dissemination of the project among the public. Besides, in all the slides a white background makes it easier for the viewers yet corners have gradient colours following SUNER-C logo for a modern and appealing touch.





Cover



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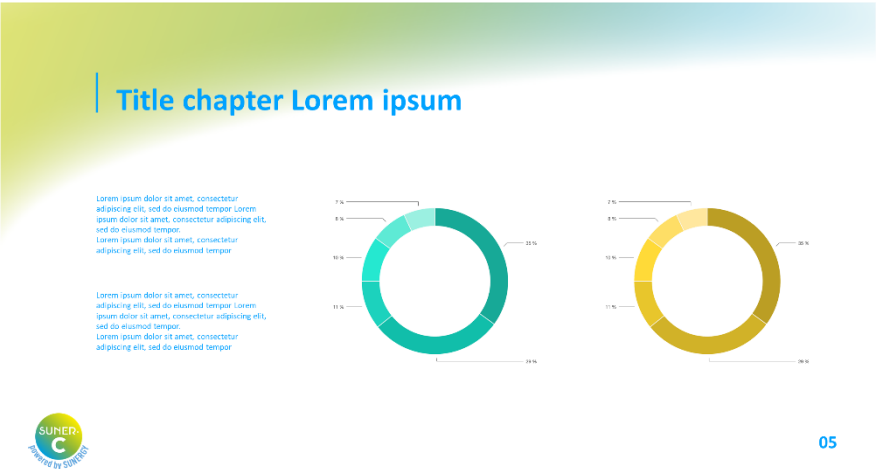
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Chapter/section



Core of the presentation



End slide



Figure 2. SUNER-C slide templates (MS PowerPoint) to be used by the partners: cover, table of contents, core, and end slides

3.3. Word template

Similar to the PPT layout, Word templates (MS Word) have been designed to give a common framework to all SUNER-C partners' shared working documents. These include meeting minutes, reports and deliverables, among others (**Figures 3**). The Word layout includes cover, table of contents, and core pages. On all of the pages, the typography employed is DIN, size 36 for Titles, and size 20 for headings/subtitles. Besides, the SUNER-C new logo and the EU disclaimer appear. At the bottom of the pages, the SUNERGY's URL appears, yet will substitute it once the new website for SUNER-C is created.

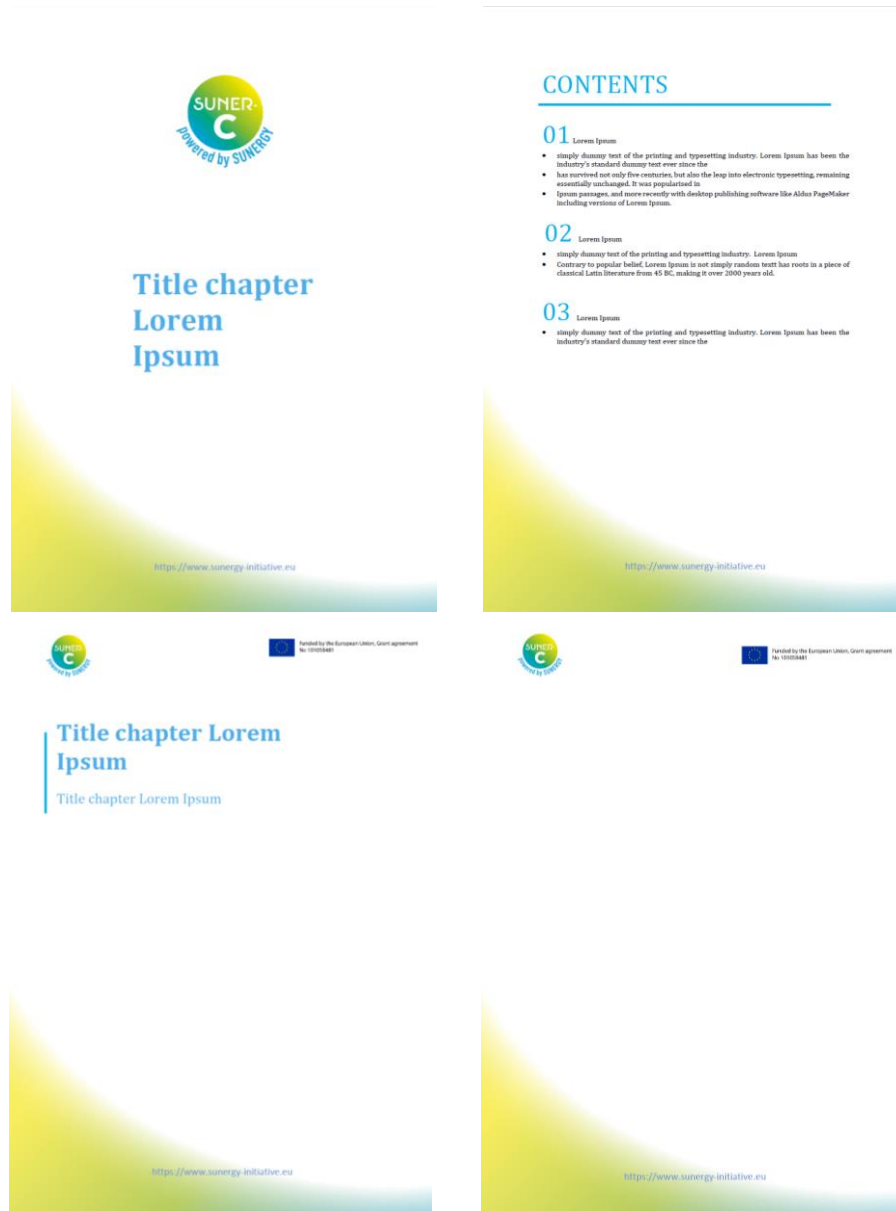


Figure 3. SUNER-C Word templates for working documents.



3.4. Other communication materials

Other communication materials to be developed within the action as leaflets, posters, one-pagers or infographics, etc. should be aligned with the Visual Identity presented, for ensuring continuity and brand recognition of both, the SUNER-C project and the umbrella SUNERGY initiative. Besides, the Social Media Identity and the Newsletter layout will be presented in the following deliverable D5.2. together with the new website design, all creating the new online visual identity for SUNER-C.

