

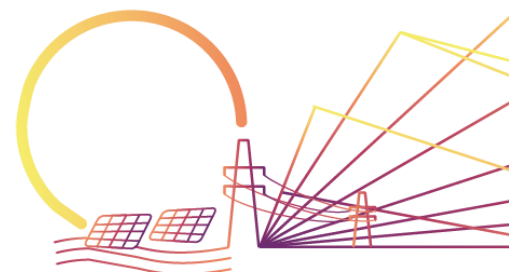


# SERENDI PV

## D9.1 Definition of the visual identity of the project and elaboration of project templates (Word & PPT)

### T9.1: Dissemination and Communication Plan

<b>Grant Agreement n°:</b>	<b>953016</b>
<b>Call:</b>	H2020-LC-SC3-2020-RES-IA-CSA / LC-SC3-RES-33-2020
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<b>Project acronym:</b>	<b>SERENDI-PV</b>
<b>Type of Action:</b>	Innovation Action
<b>Granted by:</b>	Innovation and Networks Executive Agency (INEA)
<b>Project coordinator:</b>	Fundación TECNALIA Research & Innovation
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## Summary

This deliverable defines the visual identity of the SERENDI-PV project and its contents are for the use of the project consortium and for anyone that might communicate publicly on behalf of the SERENDI-PV project. The sections below describe the logo, colours and templates that create a look that is unique to the SERENDI-PV project. Please follow the templates and visuals defined in this document so that the project's look and message is expressed precisely and consistently across all applications and platforms and therefore ensuring that we comply with all relevant contractual obligations.

This deliverable is an output of task T9.1

## Document Information

<b>Title</b>	D9.1 Definition of the visual identity of the project and elaboration of project templates (Word & PPT)
<b>Lead Beneficiary</b>	WIP Renewable Energies
<b>Contributors</b>	Fundación TECNALIA Research & Innovation
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## Document History

Date	Version	Prepared by	Organisation	Approved by	Notes
30/11/2020	V01	Nicholas LaPointe, Ingrid Weiss, Melanie Kern	WIP Renewable Energies	Ana Huidobro, Javier del Pozo (TECNALIA)	Submitted to the EC

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## Disclaimer

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# 1 EXECUTIVE SUMMARY

## 1.1 Description of the deliverable content and purpose

This document contains the information of following items: a) visual identity of the project (logotype); b) Word template to be used in each report that has to be delivered to the commission during this project c) PowerPoint template to be used in all project related presentations (project internal meetings, review meetings with the PO, external presentations to stakeholders, etc...).

This document corresponds to the Work Package 9, Deliverable D9.1 Definition of the visual identity of the SERENDI-PV project and elaboration of project templates (word & ppt) which is an output of Task 9.1.

## 1.2 Reference material

- Grant Agreement 953016

## 1.3 Relation with other activities in the project

Table 1.1 depicts the main links of this deliverable to other activities (work packages, tasks, deliverables, etc.) within SERENDI-PV project. The table should be considered along with the current document for further understanding of the deliverable contents and purpose.

**Table 1.1: Relation between current deliverable and other activities in the project**

Project activity	Relation with current deliverable
All	The current deliverable feeds to all project activities and deliverables.

## 1.4 Abbreviation list

**EC** – European Commission

**EU** – European Union

**PV** – Photovoltaics

## 2 VISUAL IDENTITY

### 2.1 Project Logo

#### 2.1.1 Logo concept

This logo uses the project name **SERENDI-PV** (which is an abbreviation of the project title *Smooth, REliable aNd Dispatchable Integration of PV in EU Grids*) as the text of the logo. The two-thirds multicolored circle serves two purposes, first, to represent the Sun and irradiation, the main power source of PV technology. Second, the symbol also attempts to simply visually the very complex topics within the project. This symbol will often be accompanied by further visuals that portray the project more literally, these visuals are shown below in section 2.2.





Figure 1.1: SERENDI-PV project logo

Beyond the high aesthetic quality displayed in the logo, there are also a number of practical reasons why this logo was chosen, including:

- Readability and ability to stand out in different contexts (e.g. colour, black & white and negative versions);
- High performance both in small and large dimensions;
- Potential to evolve into other graphic materials (e.g. a graphic layout for brochures, leaflets, newsletters, website that are clearly inspired by the logo.); and
- Clarity in delivering the contents of the project.

### 2.1.2 Logo versions







Full logo	Black and White logo
	
<p>This is the main logo to be used, in roll-ups, posters, publications, presentations etc.</p> <p>This version is to be used wherever it is applied in small size and the url would be too small to be read.</p>	<p>Used the monochromatic version only if technical limitations are imposed.</p>

**Figure 1.2: SERENDI-PV logo versions**

Each logo has a 72dpi, 150dpi, and 300dpi cmyk file, plus web .jpg and .png files at high resolution. High resolution files should be used when applied in increased size like very large screens or in print, to avoid loss of quality. The existent logo variations are available for partners in the WP9 folder in the SharePoint folder and the eventual Partners Area of the project website.

### 2.1.3 Logo colours

The full logo above and the accompanying visuals use the following colours. The future website and all future dissemination and communication items will use the following colour pallet, in order to create a coherent visual identity.

 <p>Font: GillSans</p>	 <p>pink                      RGB: 204, 51, 102                      CMYK: 14, 91, 35, 3                      #CC3366</p>	 <p>yellow                      RGB: 255, 255, 102                      CMYK: 7, 0, 70, 0                      #FFFF66</p>
 <p>purple                      RGB: 102, 51, 102                      CMYK: 67, 89, 28, 18                      #663366</p>	 <p>orange                      RGB: 255, 153, 102                      CMY: 0, 51, 60, 0                      #FF9966</p>	 <p>grey                      RGB: 87, 87, 86                      CMYK: 0, 0, 0, 80                      #575756</p>

**Figure 1.3: SERENDI-PV logo colours**



## 2.2 Accompanying visuals

To build on the idea of the main logo, the following visuals have been created. These visuals represent the more physical themes of the project. In the Left Visual, you will find designs representing PV Modules, waves below the modules indicating floating PV, transmission towers, and the Sun (linking the main logo to the accompanying visuals). In the Right Visual, you will find a web/triangle design representing the network elements of the project as well as the complexity of the project. In the Combined Visual, you will find the aforementioned visuals paired together to form the holistic visual that represents a variety of project themes. These three visuals can be used separately or together based on the dissemination and communication output being produced.

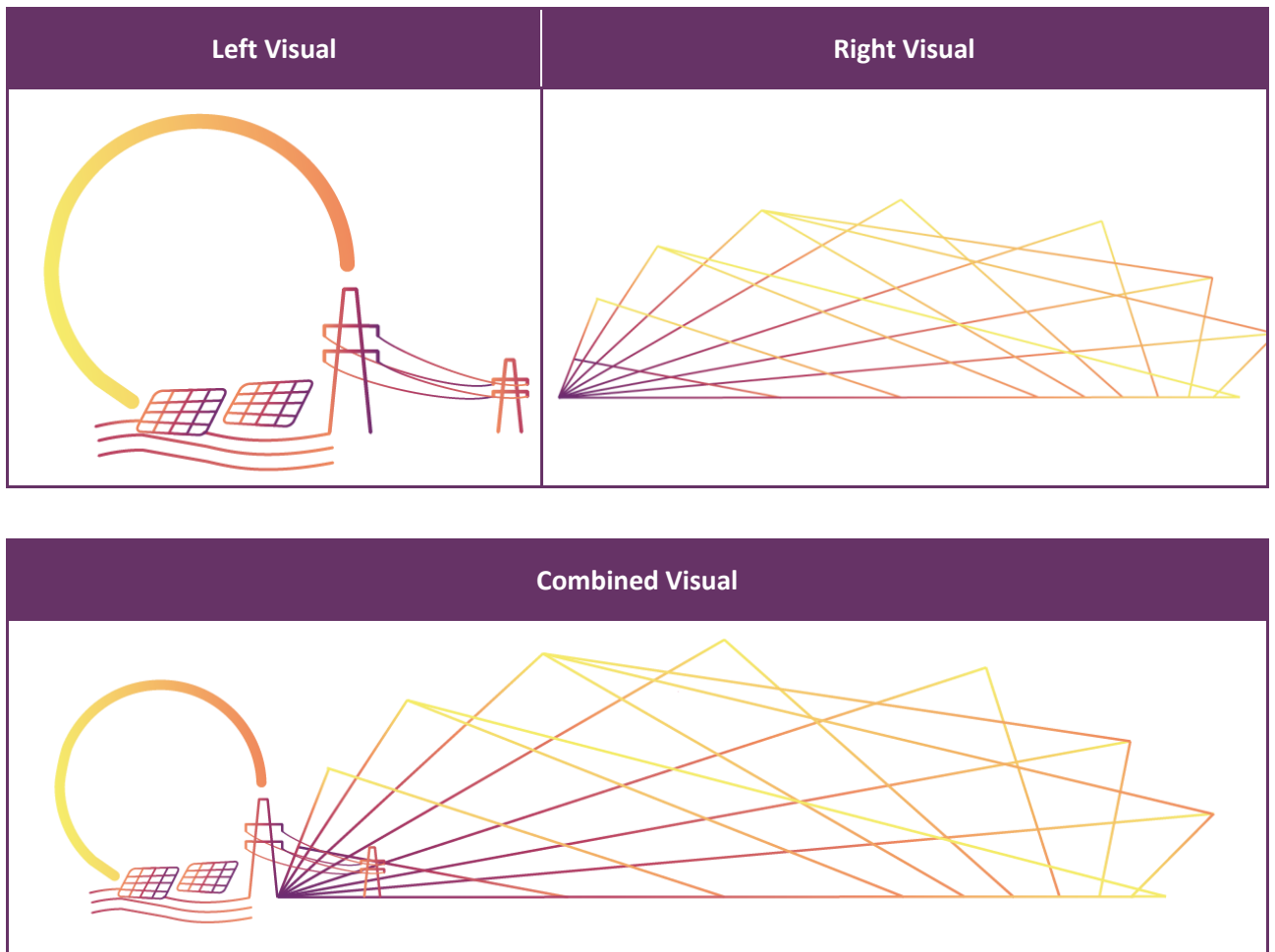


Figure 1.4: SERENDIPV accompanying visuals

## 2.3 Project templates

Templates for MS-Word (\*.doc) and MS-PowerPoint (\*.ppt) templates that should be used for all project reports, publications and presentations have been produced. The partners can make use of these templates easily by opening them and start filling in the text.

In **Annex I** screenshots are presented as evidence for the templates to be adopted for: deliverables (\*.doc) and presentations (\*.ppt). The files will be available in the SharePoint and in the eventual Partners Area of the future website. There might be slight adaptations of the templates as the project progresses, based on the practical experience from using them or for other reasons like a partner changing its logo etc. Therefore, partners should check in the SharePoint or in the future website for the latest version every time a new deliverable or presentation has to be produced.

Partners can add their logo in the bottom right-hand corner of the PPT presentation template if they want to highlight their organisation's role in the project and to the specific document.

Please note 'SERENDI-PV' is always written with capital letters.

The instructions of naming the deliverables are available in the front page of the word template and should follow the format below:

**Report Name:** SERENDI-PV-Tnx-Dnz-Deliverable title-vxx.doc

**Version Number:** vxx

### 3 ACKNOWLEDGEMENT OF EU FUNDING & DISCLAIMER

We must comply with a contractual obligation (see article 29.4 of the Grant Agreement) to use the EU emblem in every communication together with a disclaimer acknowledging the funding of the EC: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 953016”.

We are also obliged (see article 29.5 of the Grant Agreement) in any dissemination of results to indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

Please be aware that the disclaimers should be added to any publication related to SERENDI-PV.

This has already been built-in both the report and presentation template. Please do not remove or change that and get in touch with the project coordinator for any support or clarifications you might need regarding that issue.

The following websites will help you to use the EU flag correctly:

[https://ec.europa.eu/info/sites/info/files/use-emblem\\_en.pdf](https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf)

<http://publications.europa.eu/code/en/en-5000100.htm>

[http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)

<https://ec.europa.eu/easme/en/communication-toolkit>

## 4 ANNEX I

### 4.1 MS-Word Deliverable Template

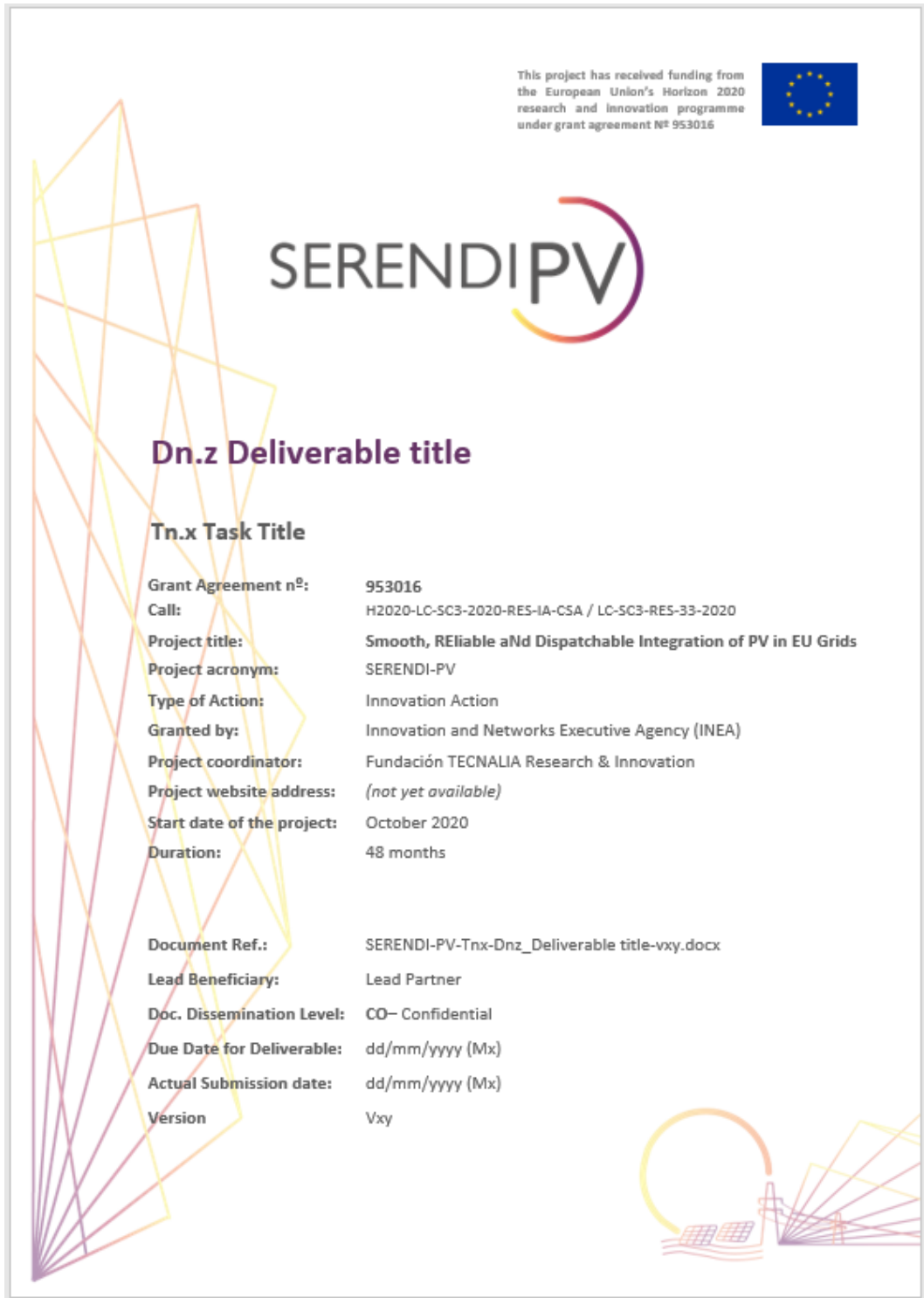


Figure 4.1: SERENDI-PV deliverable template

## 4.2 MS-PowerPoint Presentation Template



Figure 4.2: SERENDI-PV PPT template