

Ref. Ares(2024)1578357 - 29/02/2024

COMPASS 101136940

A data-driven remanufacturing process for sheet metal and thermoplastic composites

Deliverable D7.1 – Project web page and visual identity

Due date of deliverable: 2024-02-29
Actual submission date: 2024-02-29

Start date of project: 1st January 2024 Duration: 36 months

Coordinator:
Denis Krajnc
Profactor

Revision 1

Lead Beneficiary: NSB
Contributions by: All partners

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme
Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union.
Neither the European Union nor the granting authority can be held responsible for them.

Dissemination Level		
PU	Public	X
SEN	Sensitive information	

CONTENTS

1. OBJECTIVE 3
2. STRUCTURE OF THE WEBSITE 4
2.1 Homepage 4
2.2 Project Overview 6
2.3 Partners 9
2.4 Resources 10
2.5 News and events 11
2.6 Contact 12
3. INTENDED USE OF THE WEBSITE 13
4. VISUAL IDENTITY OF COMPASS 15
4.1 The Logo 16
4.2 Templates 19
5. CONCLUSIONS 23

ANNEX A
Visual Identity Guidelines
ANNEX B
Conceptual images for website - social - printed communication materials

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

1. OBJECTIVE

This deliverable is a short report on the implementation of the COMPASS website, which was set up during the first month of the project. The report includes a description of the structure of the website, with screenshots of the main pages. The intended use of the website is described in a separate section. The final part of this deliverable briefly describes the visual identity (including templates) that has been created for COMPASS and will be used throughout the project for dissemination activities.

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

2. STRUCTURE OF THE WEBSITE

The COMPASS web page is set up under the domain www.compass-horizon.eu, which has been reserved for 10 years. The webpage is hosted and maintained by the project coordinator PROFACTOR following the dissemination guidelines defined in the Consortium Agreement.

2.1 Homepage

The main information on the home page of the website provides the general description and objectives of the COMPASS project (Fig. 1.1), following the instructions described in the Grant Agreement “Article 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY” together with the image of the European flag combined with the funding statement "Co-funded by the European Union". In addition, the homepage contains a carousel of images describing some of the characteristic processes related to the project activities (Fig. 1.2).



Figure 1.1: Homepage - header

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

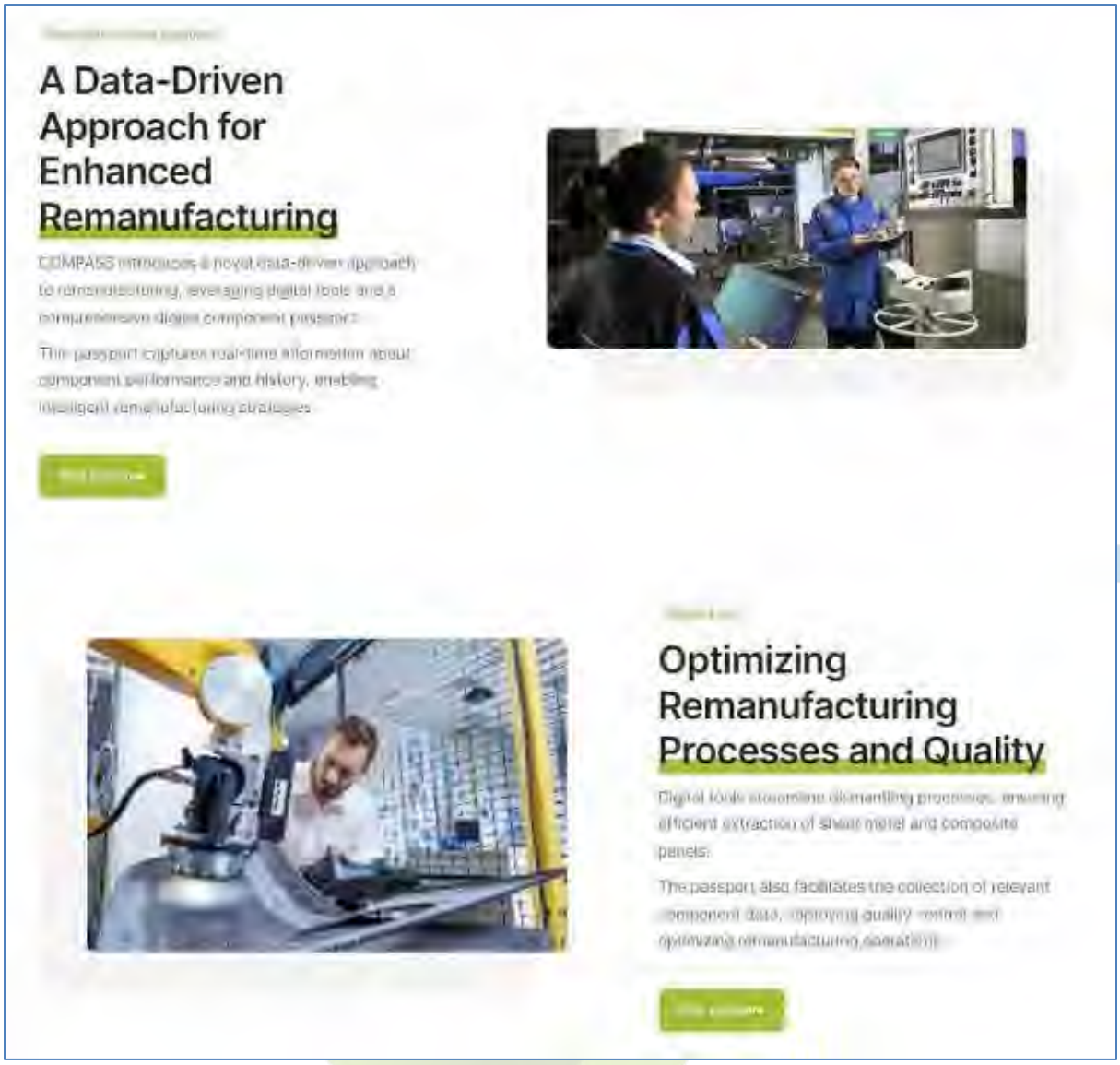


Figure 1.2: Homepage - central section

The homepage, as well as all other included pages, contain the following items which are available regardless of the selected page:

- The logo and the short name of the project.
- The ribbon with links to all included pages.
- The complete funding statement of EU funding programme including the EU flag (Fig. 1.3).
- Links to the "data protection" privacy policy.
- A link to a contact page for information.

It is still possible that the website would undergo slight visual changes. However, the general structure will stay the same.

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Figure 1.3: Homepage - content and footer

2.2 Project Overview

This page contains a brief summary of the project's goals and main objectives (Fig. 2.1 and 2.2)



Figure 2.1: Project's goals and main objectives

Co-funded by
the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Figure 2.2: Project's goals and main objectives

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

A special space is dedicated to the wider impact of the project (Fig. 2.3).



Figure 2.3: Project's wider impact

At the end of this page we've provided an entry point for anyone who is interested in the project and its results (Fig. 2.4).

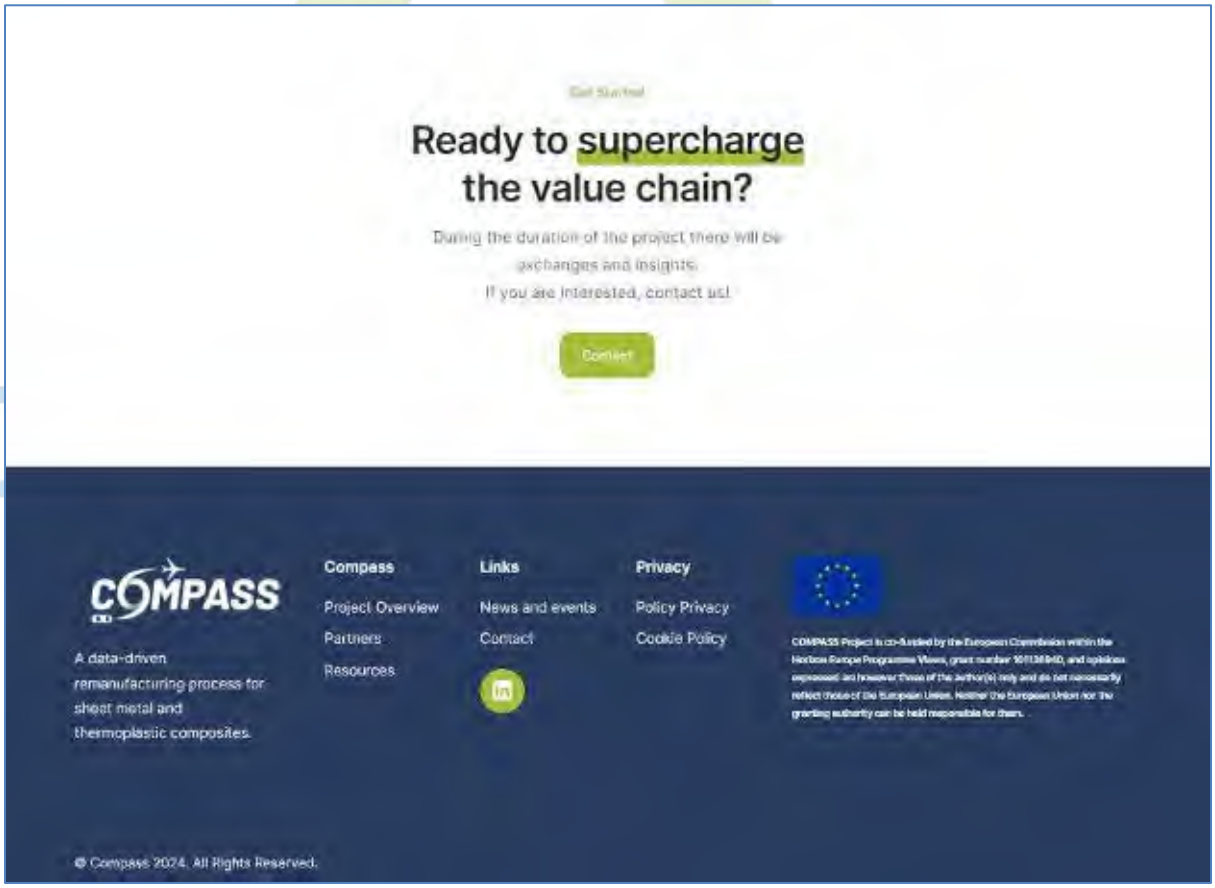


Figure 2.4: Project entry point

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

2.3 Partners

The Consortium page contains the logos of all involved partners in the COMPASS project, along with the links to their respective home pages (Fig. 3).



Figure 3: The partner's page

All partners set up links to COMPASS from the webpages of their own organizations, to support the dissemination and exploitation of the projects activities and generate more traffic on the website.

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

The sources of these links can be found under:

PROFACTOR GMBH (Austria)	Click here
CIRCULARISE BV (Netherlands)	Click here
FACC OPERATIONS GMBH (Austria)	Click here
AIRCRAFT END-OF-LIFE SOLUTIONS BV (Netherlands)	Click here
KONINKLIJK NEDERLANDS LUCHT- EN RUIMTEVAARTCENTRUM - NLR (Netherlands)	Click here
AIT AUSTRIAN INSTITUTE OF TECHNOLOGY GMBH (Austria)	Click here
NEROSUBIANCO SRL – NSB (Italy)	Click here
MARK METALLWARENFABRIK GMBH (Austria)	*
FUNDACION AITIIP (Spain)	Click here
EDAG ENGINEERING GMBH (Germany)	Click here **
SCHILD & PARTNER GMBH (Austria)	Click here
VOESTALPINE METAL FORMING GMBH (Austria)	Not yet provided
LKR LEICHTMETALLKOMPETENZZENTRUM RANSHOFEN GMBH (Austria)	Click here

** - The new company's webpage is under construction, with expected release date in second half of March, 2024. The partner will provide project announcement with included link towards the COMPASS project webpage immediately after the webpage is released.*

*** - The project announcement with included link towards the COMPASS project will be available after next regular update of the website scheduled for March 15, 2024.*

2.4 Resources

This page contains the following sections (Fig. 4):

- The Communication Kit
- The Dissemination Materials

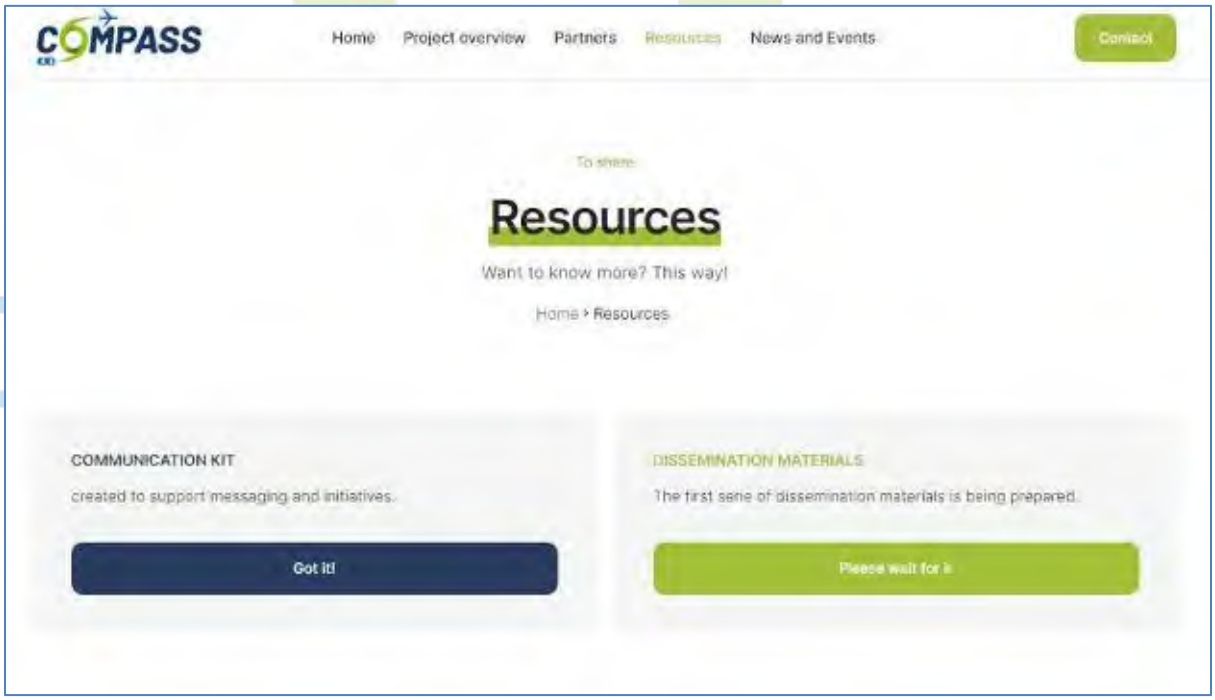


Figure 4: Resources

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

2.5 News and events

This page contains non-confidential information and provides regular updates on the progress of the project. News entries are typically made after general meetings, use case meetings, major demonstrations or when results of particular significance have been achieved.

News entries are intended to show that the project is "alive" and active, and to provide insights into recent project activities. Each entry consists of a short paragraph summarizing the event or result achieved (Fig. 5.1).

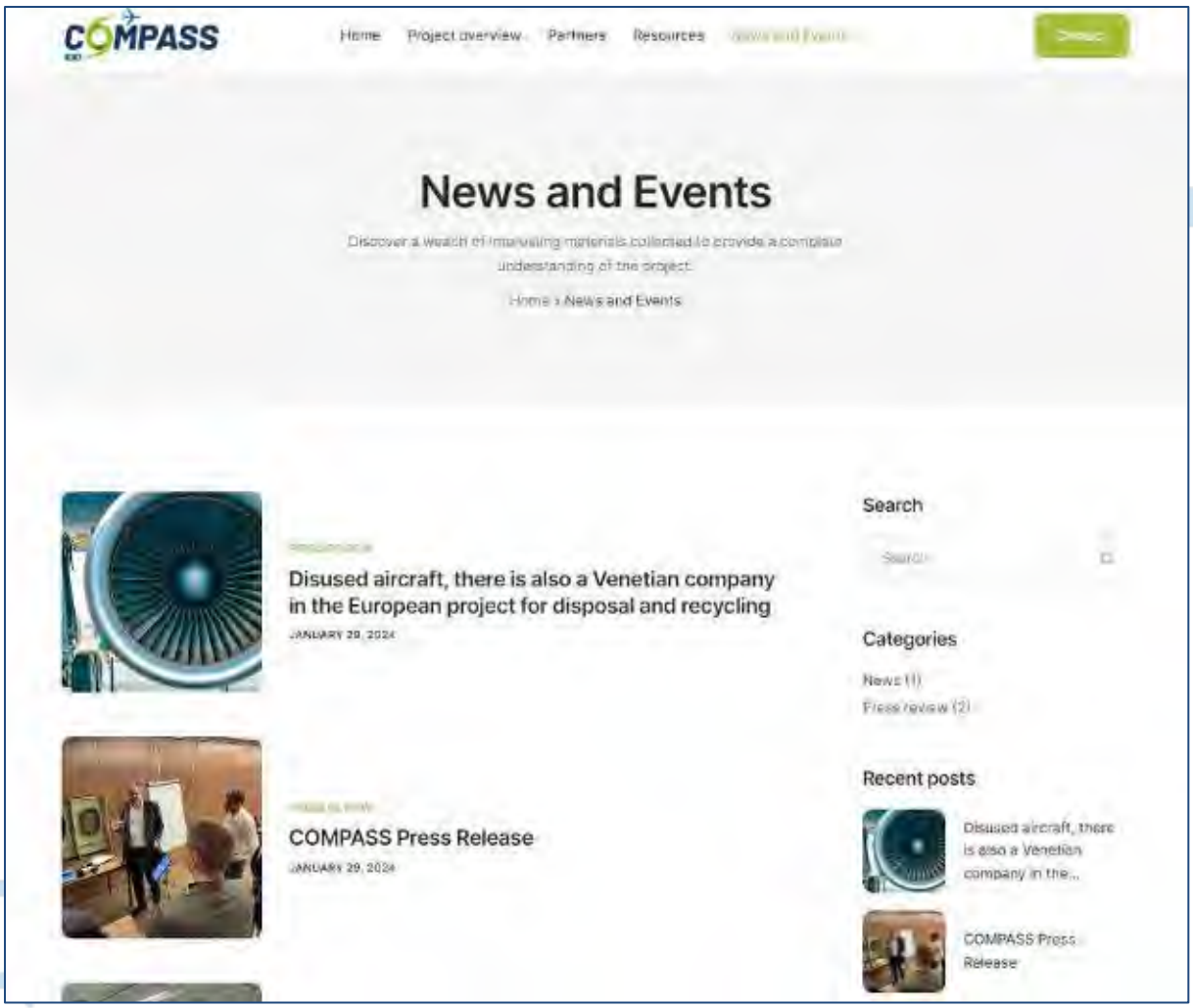


Figure 5.1: News and events

News entries will also be used to announce important future events strongly related to the COMPASS project, such as a trade fair, a conference, or a specific workshop where the COMPASS project will be presented. Each entry will be accompanied by an image.

The News and Events section is not intended to provide more detailed technical information, e.g. by duplicating information contained in the deliverables or scientific publications of the project. This will be achieved by linking the entry to the appropriate source of information.

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

News entries will remain permanently on this page, with the most recent entries at the top of the page. In addition, a recent posts section helps the navigation through the content of the page. To further aid navigation of the site, a dedicated search bar is included so that any news can be easily accessed by entering one or more keywords.

Particular attention will be given to the identification of categories and tags, to facilitate indexing in search engines (Fig. 5.2).



Figure 5.2

2.6 Contact

This page shows the contact information (e-mail and phone number) of the project coordinator, to give a face and the entry point for anyone who is interested in the project and its results (Fig. 6).



Figure 6: Contact page

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

3. INTENDED USE OF THE WEBSITE

The www.compass-horizon.eu domain is the first entry point of access to key insights, showcasing and explaining the COMPASS project:

- First impressions matter: A well-designed website allows the partners to present the project in a professional and engaging way, attracting potential stakeholders and the general public.
- Clear and concise information: The website should clearly explain your project's objectives, methodology, expected outcomes, and potential impact. This helps everyone understand the COMPASS work and its significance.
- Disseminate results: Share research findings, publications, news, and events related to the project. This ensures transparency and promotes the value of your work.

Facilitate collaboration and engagement:

- Connect with interested parties: Provide contact information and encourage interested individuals and organizations to reach out. This facilitates new potential collaboration.
- Build a community: Foster a sense of community around your project by offering forums, discussion boards, or social media integration. This encourages engagement and feedback.
- Attract future investors: While not the primary goal, a well-maintained website can showcase your project's successful execution and increase your chances of securing future funding for the follow-up of the project.

Overall, the COMPASS website is a valuable tool for:

- Transparency and accountability: Publicly sharing information demonstrates accountability and transparency to the funding body and the public.
- Impact maximization: Reaching a wider audience increases the project's impact and potential benefits.
- Sustainability: Well-maintained websites ensure project information remains accessible even after the project concludes.

The main audiences are industry and research, and the information provided on the site will attempt to satisfy both commercial and technical interests. As such, the site does not have any interactive elements such as a chat or forum. Features such as blogs have also been deliberately avoided as they typically require high frequency updates/replies which are impossible to manage in the context of a collaborative research project.

However, the website is not intended to be static for the duration of the project. Instead, the information available on the website will grow continuously.

Updates are planned as follows:

- The News & Events page will be the most active section of the web pages. News entries are planned for every general meeting that has taken place, for major demonstrations, whenever important technical results have been achieved and also to announce major presentations of the COMPASS project, e.g. when the project partners are exhibiting at a trade fair or organizing a dedicated workshop at a scientific conference.
- The Resources page will be updated whenever new public material has been generated. The update cycles will strongly depend on the type of dissemination activities that have been done. After issuing of a press release by partners in several countries, we expect that new articles will appear over a period of a few weeks, while there may be other periods in the project with less activity. Not all the dissemination material will necessarily be stored directly on the web page. Most notably, this includes videos, open access publications and public data sets.

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Videos will be stored in a social media channel (as Vimeo) and will be made available on the project's web page through a link in the Resources page.

In accordance with the open access rules, publications and public data sets will be stored in a repository and links to the repository will be provided in the web page where appropriate.

The www.compass-horizon.eu domain has been reserved for a period of 10 years starting with the beginning of the project.

The page will be maintained during this period, including also important events related to the COMPASS project that happened after the 3-year lifetime of the project.
This will also support the long-term advertising of the project results to promote their use and sustainability.

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

4. VISUAL IDENTITY OF COMPASS

A visual identity for the COMPASS project has been delivered by NSB for several key purposes:

1. Communication and Recognition:
    - It creates a unified and consistent visual language across all project materials, from presentations and deliverables to the COMPASS social media channel (LinkedIn) and website. This fosters easy recognition and memorability for the project, making it stand out from others.
    - It helps communicate the project's values, mission, and goals through visual elements. For example, a clean and modern design might convey efficiency and innovation, while a playful and colorful style could represent accessibility and community engagement.
2. Credibility and Pprofessionalism:
    - A well-designed visual identity portrays the project as organized, serious, and trustworthy. This is especially important for attracting funding, partners, and collaborators.
    - It differentiates the project from its competitors and helps it establish a unique position within its field.
3. Engagement and User Experience:
    - A visually appealing identity can make the project's materials more engaging and enjoyable to use. This can be crucial for attracting interest and encouraging participation.
    - It can contribute to a positive user experience by guiding users through information and making content clear and easy to understand.
4. Building Community and Identity:
    - A shared visual identity can help create a sense of community and shared purpose among project the partner beneficiaries and stakeholders.
    - It can foster emotional connection with the project's goals and values, building loyalty and support.

The COMPASS Visual Identity Guidelines (**Annex A** and Fig. 7) serve as a powerful tool for a project, enabling it to effectively communicate, engage its audience, and achieve its goals.



Figure 7: The COMPASS Visual Identity Guidelines

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

4.1 The Logo

During the COMPASS Kick-off meeting held at PROFACTOR, in Steyr, three propositions for logos have been made by the partner NSB (Fig. 8).

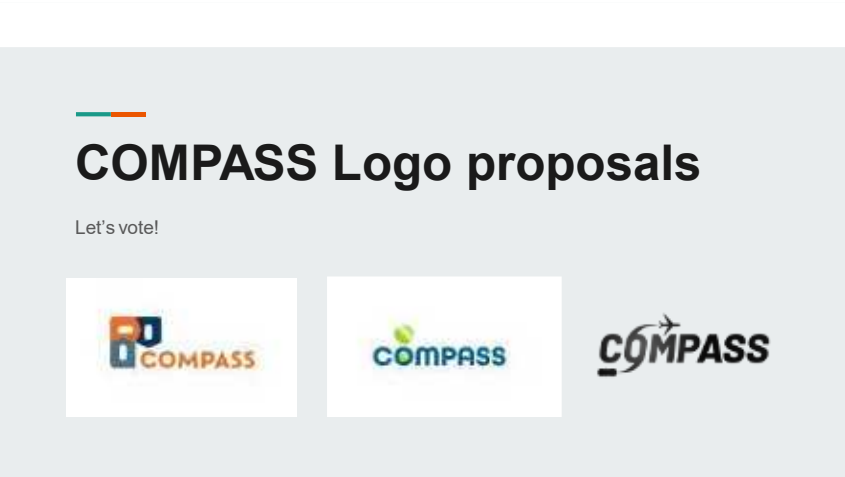


Figure 8: The three logos presented during the kick-off Meeting

The decision was made by majority vote, where variation on the right (3rd option in Fig. 8) was chosen as the official project logo. Based on what emerged in the discussion with the partners, the logo was optimized by the NSB team and then the official COMPASS logo was finalized, which was then incorporated in all project templates. The final version is described in Figures 9.1, 9.2 and 9.3:

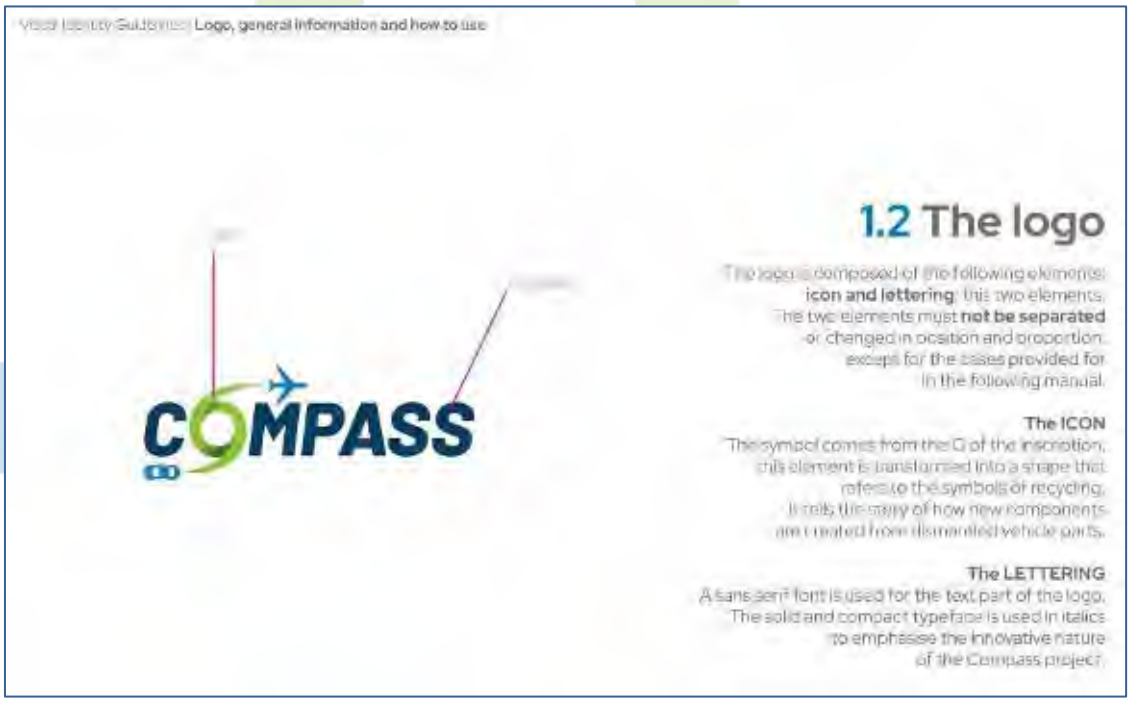


Figure 9.1: The logo

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

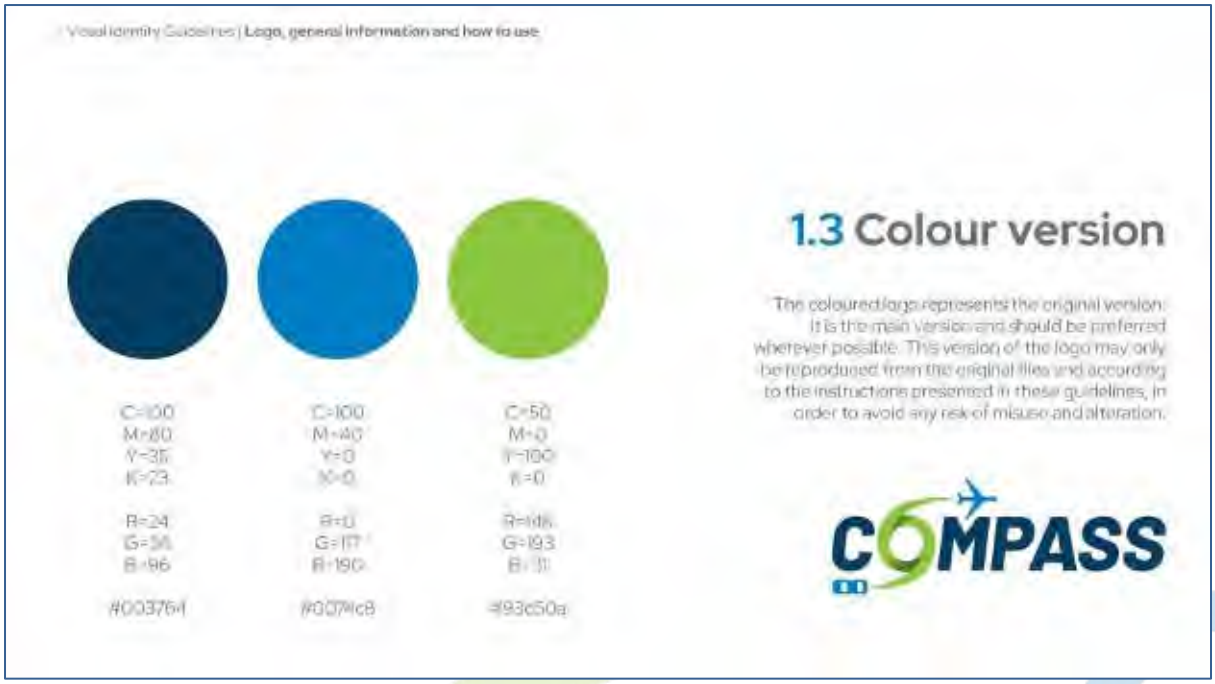


Figure 9.2: Logo's colour version

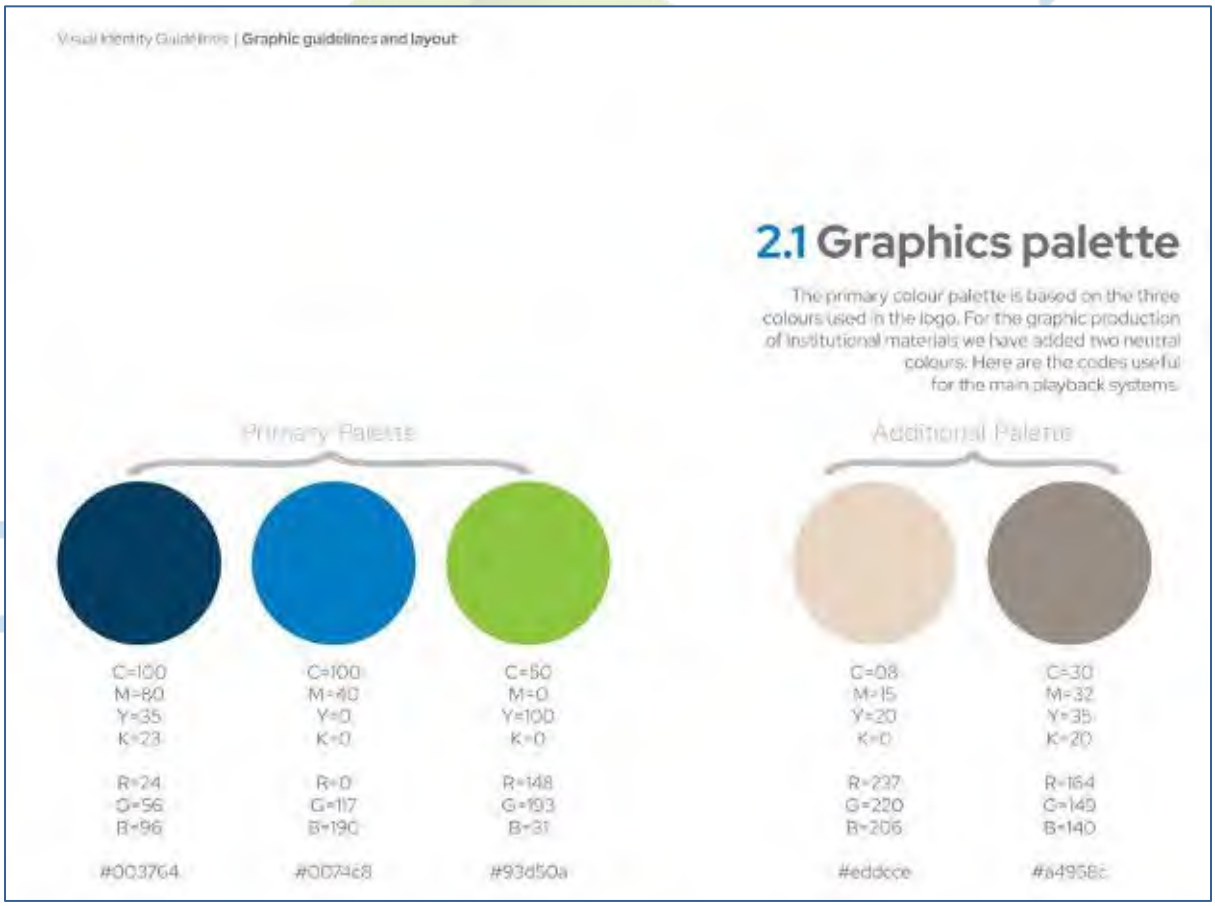


Figure 9.3: Logo's graphics palette

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

A specific in-depth analysis has been made for the search of the institutional font and the conceptual pictures (Fig. 9.4, 9.5 and 9.6, **Annex B**)

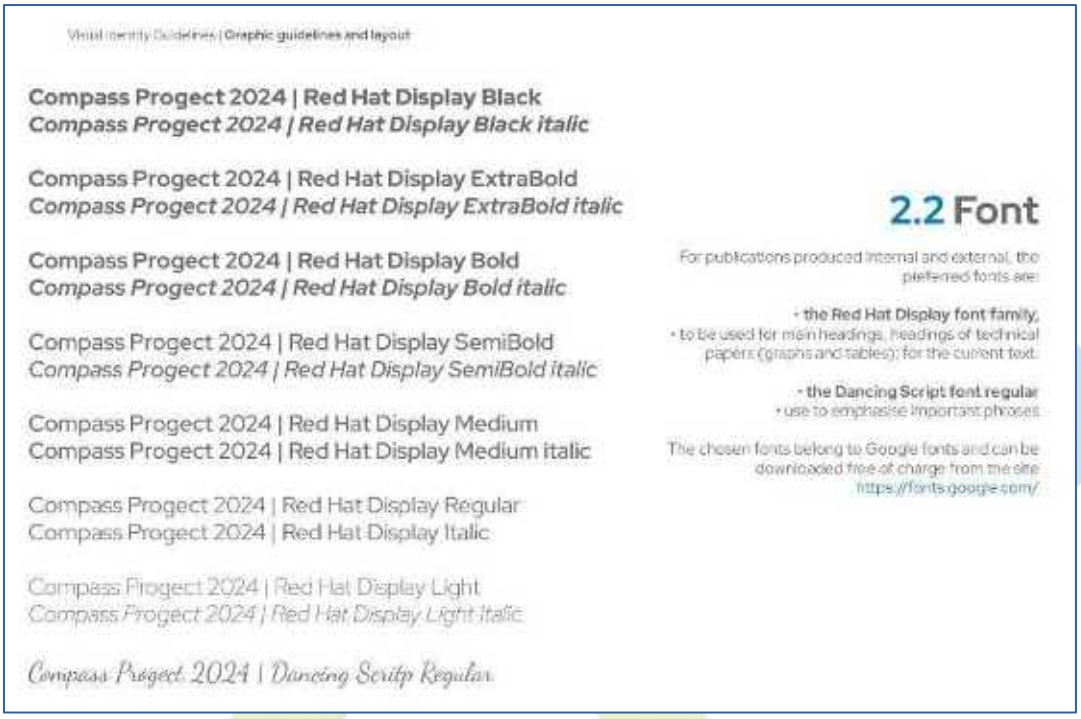


Figure 9.4: Institutional font



Figure 9.5: Conceptual pictures

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Figure 9.6: Conceptual pictures

4.2 Templates

A set of templates for all the communication activities have been provided to the partners. They have at their disposal a business card and a letterhead template (Fig. 10.1 and 10.2). The latter will also be used for all the deliverables.



Figure 10.1: Business Card

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Figure 10.2: Letterheads

Essentially, the templates for the social media channels have been designed, where LinkedIn is planned as main platform target, however, the template can be adapted for other social profiles or video platforms (Fig. 11.1 and 11.2).



Figure 11.1: Social header

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Figure 11.2: Social set

A template for PowerPoint presentations is provided to the partners as well (Fig. 12.1, 12.2, 12.3).



Figure 12.1: PowerPoint presentations

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

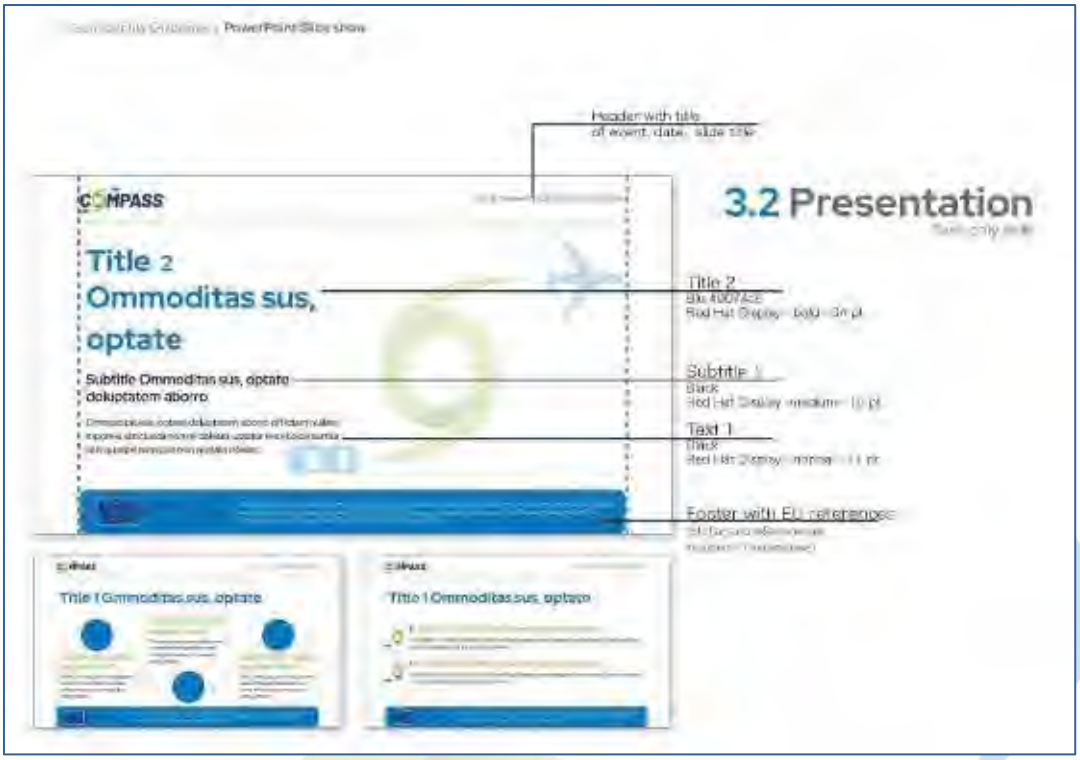


Figure 12.2: PowerPoint presentations



Figure 12.3: PowerPoint presentations

The designed templates provide a guarantee to the visual consistency throughout the project duration.

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

5. CONCLUSIONS

The project website has been set up under the domain name www.compass-horizon.eu.

The main purpose of the website is to provide information to the consortium partners, general public, industry, research community and all relevant stakeholders.

Two sections of the website will be regularly updated:

- News and Events to provide short reports on important events and results achieved or to announce major dissemination events.
- Resources to deliver the Communication Kit and the Dissemination Materials as leaflet, roll-up and videos.

Furthermore, the official logo has been designed and used to develop the COMPASS visual identity with additional visual materials, including templates for the LinkedIn page, PowerPoint presentations and deliverables.

Co-funded by the European Union

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Deliverable D7.1 – Project web page and visual identity

ANNEX A

Visual Identity Guidelines

Visual Identity Guidelines

COMPASS

January 2024

1.0 Logo, general information and how to use





1.1 Introduction

This document is intended to **guide** the Compass Project in creating a **unified brand identity**. The final scope, to maintain a brand identity, is to grow the **recognition internal and external to the project**, to improve the image and strengthen the identity.

This guide has been created for anyone who designs or prepares communication materials, whether internal or external partners.

Flexible and open to interpretations, these rules define a visual identity systems indicating the graphic components and fixing, for all that, the correct and uniform way to use. Meanwhile, the single person working for the project will prepare the contents (texts, photos...).

Each person working for the project is free to produce and manage the content, coherent with the content strategy stabilised by the group.



1.2 The logo

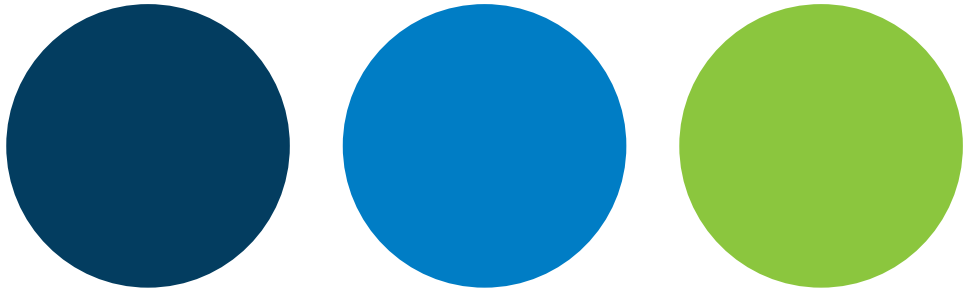
The logo is composed of the following elements: **icon and lettering**; this two elements. The two elements must **not be separated** or changed in position and proportion, except for the cases provided for in the following manual.

The ICON

The symbol comes from the O of the inscription, this element is transformed into a shape that refers to the symbols of recycling. It tells the story of how new components are created from dismantled vehicle parts.

The LETTERING

A sans serif font is used for the text part of the logo. The solid and compact typeface is used in italics to emphasise the innovative nature of the Compass project.



C=100	C=100	C=50
M=80	M=40	M=0
Y=35	Y=0	Y=100
K=23	K=0	K=0
R=24	R=0	R=148
G=56	G=117	G=193
B=96	B=190	B=31
#003764	#0074c8	#93d50a

1.3 Colour version

The coloured logo represents the original version: It is the main version and should be preferred wherever possible. This version of the logo may only be reproduced from the original files and according to the instructions presented in these guidelines, in order to avoid any risk of misuse and alteration.





1.4 Single-colour version

When it is not possible to use the logo in colour, it can be used in a single colour: white or grey. In this solution, both the pictogram and the lettering are 80% black.



1.5 Area of respect

It is important for a correct reading of the logo maintain the **distance between the logo and other elements** in the composition. Here you will find the exact distances to be kept from typographic elements and graphic elements.

1.6 Minimum size

The minimum size of the logo in order to remain legible on a white background is 15 mm wide.





1.7 Simplified version

This simplified version only uses the icon. This version is intended for use on social networks and for very specific solutions, such as very small objects with very limited space.







1.8 Logo on images

The logo may be used on images:
using the original colour version if
the background of the image is very light and
contrasts effectively with the colours of the logo.
On dark backgrounds it is preferable
to use the negative version.
The position and version of
the logo to be inserted should be assessed
on the basis of the overall composition.

freepik.com/©jannoon028 and @gpointstudio

1. 

2. 

3. 

4. 

5. 

6. 

7. 

8. 

9. 

10. 

1.9 Incorrect use of the logo

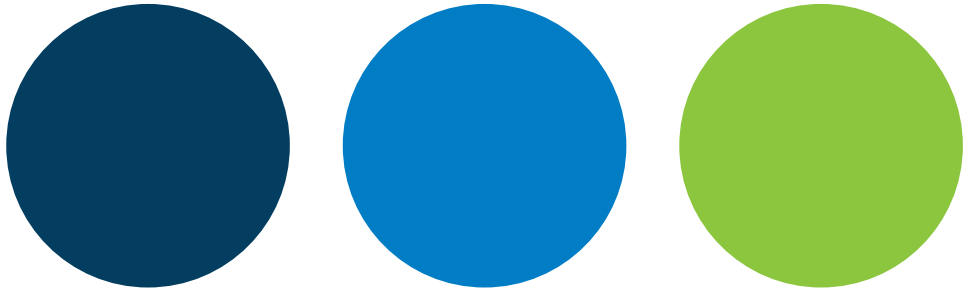
Incorrect use of logo:
1. apply a frame thread to the logo
2. deform the logo horizontally
3. deform the logo vertically
4. insert the logo in a box
5. rotate logo
6. use a different font for the logotype
7. alter the proportions between the mark and logotype
8. change the colour of the logo elements
9. superimposing elements on the logo
10. alter the design of the logo

2.0 Graphic guidelines and layout

2.1 Graphics palette

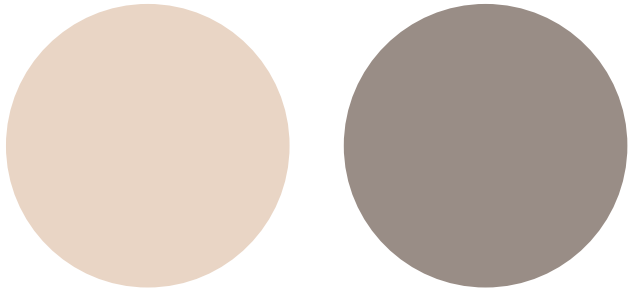
The primary colour palette is based on the three colours used in the logo. For the graphic production of institutional materials we have added two neutral colours. Here are the codes useful for the main playback systems.

Primary Palette



C=100 M=80 Y=35 K=23	C=100 M=40 Y=0 K=0	C=50 M=0 Y=100 K=0
R=24 G=56 B=96	R=0 G=117 B=190	R=148 G=193 B=31
#003764	#0074c8	#93d50a

Additional Palette



C=08 M=15 Y=20 K=0	C=30 M=32 Y=35 K=20
R=237 G=220 B=206	R=164 G=149 B=140
#eddcce	#a4958c

Compass Progect 2024 | Red Hat Display Black
Compass Progect 2024 | Red Hat Display Black italic

Compass Progect 2024 | Red Hat Display ExtraBold
Compass Progect 2024 | Red Hat Display ExtraBold italic

Compass Progect 2024 | Red Hat Display Bold
Compass Progect 2024 | Red Hat Display Bold italic

Compass Progect 2024 | Red Hat Display SemiBold
Compass Progect 2024 | Red Hat Display SemiBold italic

Compass Progect 2024 | Red Hat Display Medium
Compass Progect 2024 | Red Hat Display Medium italic

Compass Progect 2024 | Red Hat Display Regular
Compass Progect 2024 | Red Hat Display Italic

Compass Progect 2024 | Red Hat Display Light
Compass Progect 2024 | Red Hat Display Light Italic

Compass Progect 2024 | Dancing Scritp Regular

2.2 Font

For publications produced internal and external, the preferred fonts are:

- **the Red Hat Display font family,**
- to be used for main headings, headings of technical papers (graphs and tables); for the current text.

- **the Dancing Script font regular**
- use to emphasise important phrases

The chosen fonts belong to Google fonts and can be downloaded free of charge from the site https://fonts.google.com/

2.3 Conceptual pictures



MAIN BANNER

This is the core image of the project communication. It will be used as the homepage of the website, header for social media, flyers, roll-ups, etc..
In the database, you can find the same image in different proportions.









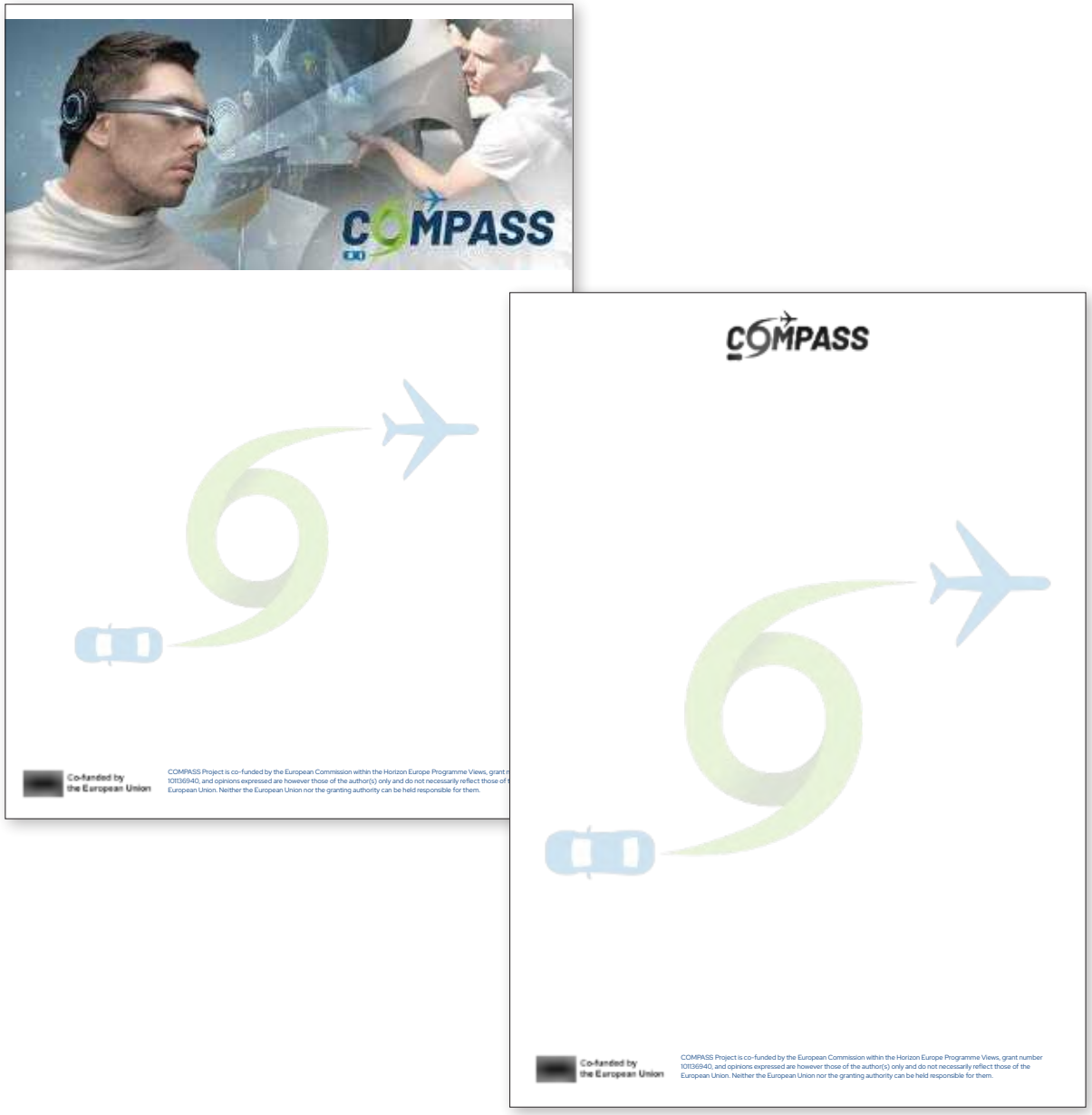

BEFORE AND AFTER
These are the images that represent “before and after” the material recovery





2.4.1 Business Card

Clean lines and clear elements
also for business cards.



2.4.2 Letterheads

Two letterheads are proposed:
One with the presentation banner image, which is usually used on a cover (e.g. the first page of the deliverable template), and one with the logo only.
Please note that the footer text is always required for both:

COMPASS Project is co-funded by the European Commission within the Horizon Europe Programme Views, grant number 101136940, and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

accompanied by the European logo



2.5.1 Social header LInkedin











2.5.2 Set Social LInkedin

(square versions)

The graphic for the social network can use all the graphic elements created for the other graphic materials. The same colours and fonts, if necessary, can be mixed by the social media manager according to the content to be shared.













2.5.3
Set Social LInkedin
(rectangular versions)







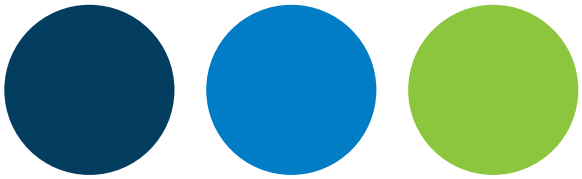




3.0 PowerPoint Slide show

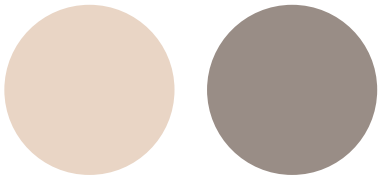


Primary Palette



C=100 M=80 Y=35 K=23	C=100 M=40 Y=0 K=0	C=50 M=0 Y=100 K=0
R=24 G=56 B=96	R=0 G=117 B=190	R=148 G=193 B=31
#003764	#0074c8	#93d50a

Additional Palette



C=08 M=15 Y=20 K=0	C=30 M=32 Y=35 K=20
R=237 G=220 B=206	R=164 G=149 B=140
#eddcce	#a4958c

COVER TITLE 1

COVER Title 1
Black/Green/White
Red Hat Display - bold - 42 pt

TITLE 2

Title 2
Blu #0074c8
Red Hat Display - bold - 34 pt

Subtitle 1

Subtitle 1
Black
Red Hat Display -medium - 16 pt

Subtitle 2

Subtitle 2
Green #93d50a
Red Hat Display -medium - 18 pt

Text, text

Text 1
Black
Red Hat Display - normal - 11 pt

3.0 PowerPoint Presentation

In the database you will find a graphical layout for PowerPoint slideshow that can be personalised with your text and photo. You will find four cover page layouts and some layouts for explanatory slides. By following the graphic instructions, you can design a slide any way you like. In order to preserve the brand identity, the colours, font (Red Hat Display) and all graphic elements in the database must be respected.

3.1 Presentation Covers 3 versions



COVER Title 1
Black/Green/White
Red Hat Display - bold - 42 pt

Footer with EU references
(EU flag and references are included in the database)

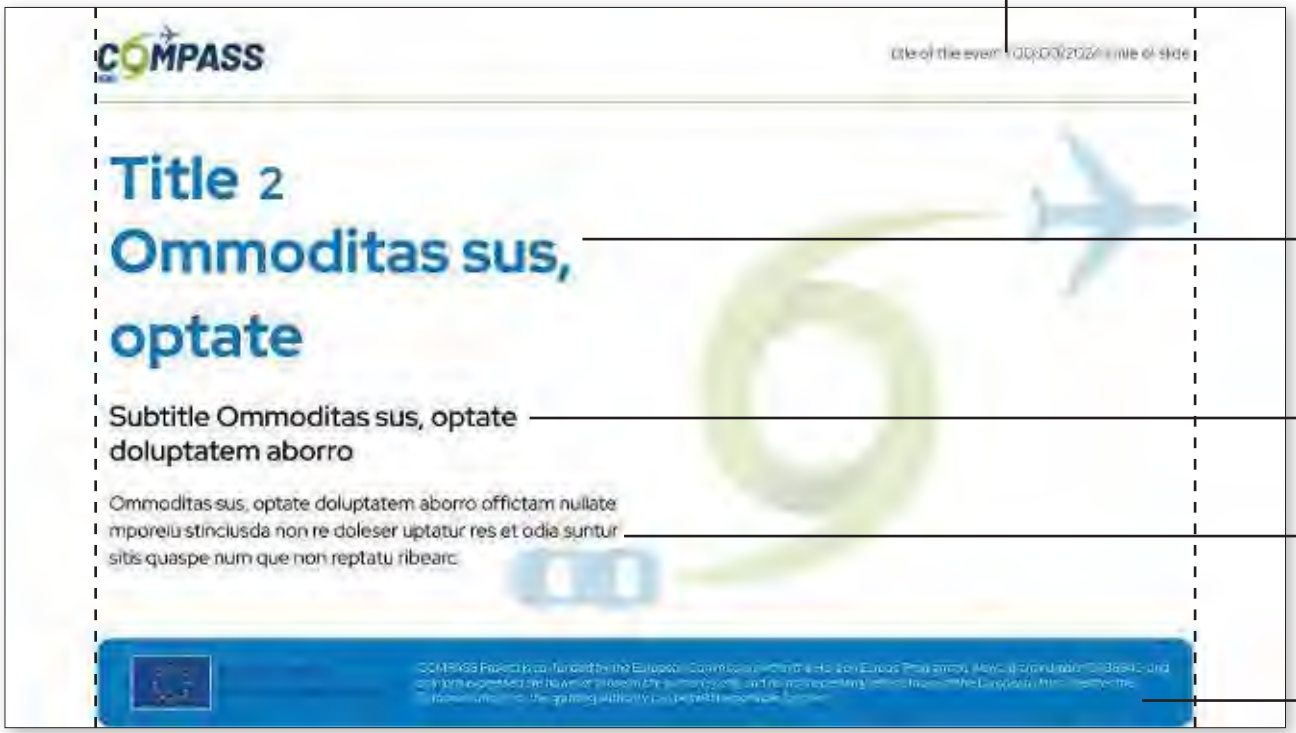






3.2 Presentation

Text-only slide



Header with title
of event, date, slide title

Title 2
Blu #0074c8
Red Hat Display - bold - 34 pt

Subtitle 1
Black
Red Hat Display -medium - 16 pt

Text 1
Black
Red Hat Display - normal - 11 pt

Footer with EU references
(EU flag and references are
included in the database)





3.3 Presentation

Text and photo slides



Header with title of event, date, slide title

Title 2
Blu #0074c8
Red Hat Display - bold - 34 pt

Subtitle 1
Black
Red Hat Display -medium - 16 pt

Text 1
Black
Red Hat Display - normal - 11 pt

Footer with EU references
(EU flag and references are included in the database)







Deliverable D7.1 – Project web page and visual identity

ANNEX B

Proposal of conceptual images for:
website – social
- printed communication

Proposal of conceptual images for: website - social - printed communication

1 - parts of planes



A



B



C

2 - parts of cars



A



B



C

Proposal of conceptual images for: website - social - printed communication

3 - recycled products



A



from our partner

4 - main banner



Proposal of conceptual images for: website - social - printed communication

5 - banner 2



6 - banner 3

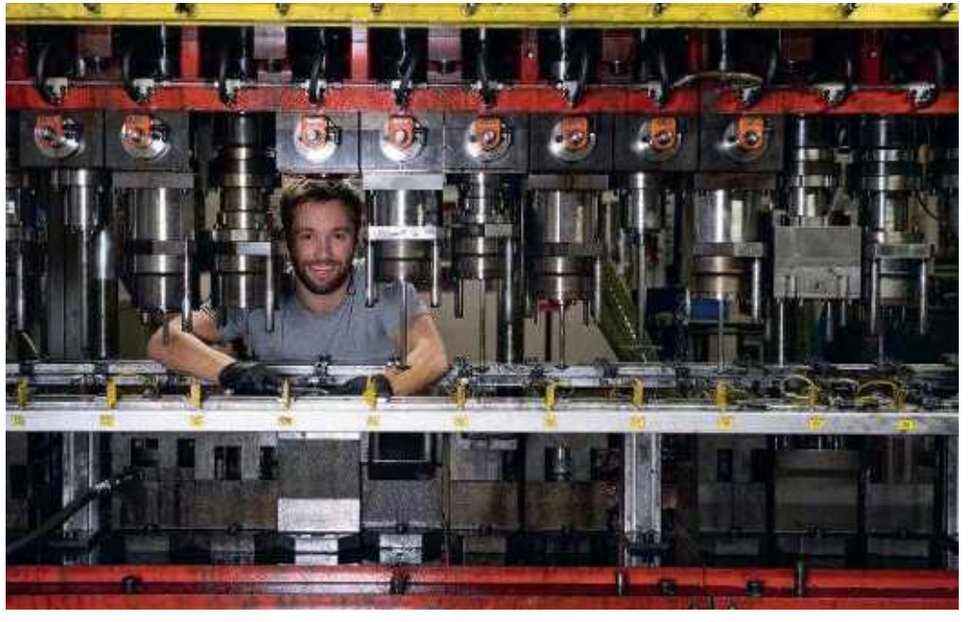


Suggestion of conceptual images for: website - social - printed communication materials
All partners' photos can be used to better explain the project









Suggestion of conceptual images for: website - social - printed communication materials
All partners' photos can be used to better explain the project



