D5.3

Project identity and promotional materials

19.02.2024

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- Editorial, formatting, and spelling
- Clarification

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Changes to this document are summarized in the following table in reverse chronological order (latest version first).

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01	31.01.2024	EP – Lazarina Dimitrova	First draft
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Nature of the deliverable		
R	Report	
DEC	Websites, patents, filing, etc.	
DEM	Demonstrator	
O	Other	x

Dissemination level		
PU	Public	x
CO	Confidential, only for members of the consortium (including the Commission Services)	

Low2HighDH

TABLE OF CONTENTS

L2H Low2HighDH

List of Acronyms and Abbreviations

GA	Grant Agreement
CA	Consortium Agreement
EC	European Commission
KER	Key Exploitation Result
IPR	Intellectual Property Rights

L2H Low2HighDH

Executive Summary

The present document (D5.3) represents an outline of the project`s visual identity – colours, graphic charter, logo and initially issued promotional materials being the most important part of presenting the project during the planned communication and dissemination activities. The goal of all listed above is to ensure high visibility and accessibility to the project's results and achievements.

Project Visual Identity

Logo

The project's logo was designed by EP at the very start of the project. A few logo versions were presented during the project's kick-off meeting in Madrid and after voting the final version of the project logo was chosen by the PB members and confirmed by all the project partners.

Since the Low2HighDH brand is to be used across a wide range of media and will be targeting a diverse range of stakeholders, the tone and feel of the brand identity have been chosen to appeal to all the target groups of the project but also to convey the main message of the project.

The idea behind the logo is to give an impression about a part of the technological solution using stylized pipes in the initials of the project. The colours of the logo (described below in the section Graphic charter) were selected in relation to the electric heat pumps which allow to increase the temperature from a low to high level, from cold (cold colours) to hot temperature (warm colours).


Figure 1. Low2HighDH Logo, including variations

Graphic Charter

In addition to the logo, a graphic charter has been created by EP outlining the standards and rules regarding the communication of the Low2HighDH brand. A graphic charter aims to create consistency and uniformity, supports the creation of a strong brand image, and allows the project to be easily recognised and remembered by all relevant stakeholders.

All Low2HighDH communication tools should be presented according to the rules set out in the graphic charter. With it, the message is uniformly transmitted from the project to the target audience. The graphic charter includes graphical components, but also editorial elements:

- o Typography,
- o Institutional palette,
- o Possible colour variations.
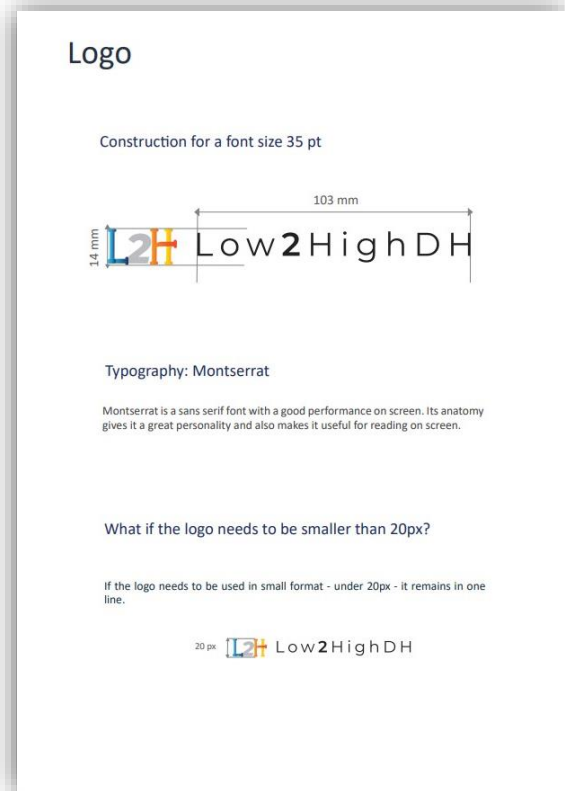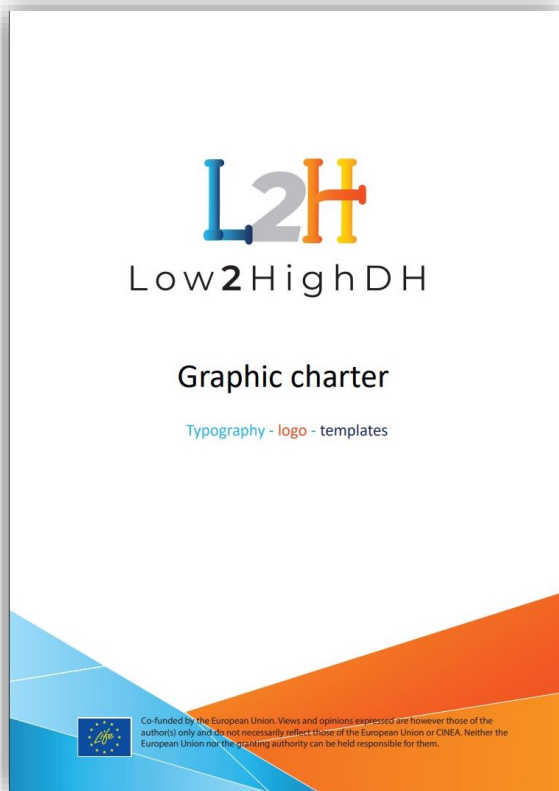
L2H Low2HighDH

Protection zone

What you cannot do with this logo

Distortion

Rotation

Put the logo in a box

Change colors and font

Allowed variations

No color declinaison is allowed except for white logotype on logo's colors background.

Typography

Montserrat	Web Headings logo
ABCDEFGHIJKLMNOPQRSTUVWXYZ	

Calibri Regular	Headings Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ	

Calibri Italic	Headings Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ	

Calibri Bold	Headings Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ	

Colors

Institutional palette

For Graphics, Design & typography . Similar shades are also accepted.

Color	Hex	RGB	CMYK
🔵	#27B4E9	R: 42 G: 179 B: 232	C: 68% M: 9% Y: 0% K: 0%
🔵	#1F2C5E	R: 31 G: 44 B: 94	C: 100% M: 92% Y: 31% K: 27%
🟠	#F89420	R: 248 G: 148 B: 32	C: 0% M: 50% Y: 98% K: 0%
🔴	#F04F24	R: 240 G: 79 B: 36	C: 0% M: 85% Y: 98% K: 0%

Figure 2. Low2HighDH Graphic Charter

Both the logo and the Graphic Charter are available to all project partners under the project's Low2HighDH SharePoint.

Project slogan

In order to effectively engage with the project's target groups, a distinctive project slogan was elaborated The process included providing initial suggestions by EP as communication leader during the kick-off meeting. Subsequently, there was an internal discussion among project partners, followed by a collaborative brainstorming session during the inaugural meeting of the Project Board. The proposed slogan was then subjected to approval by all Project Board members. The primary goal of our project partners was to articulate the core message concisely, resulting in the creation of a brief and memorable phrase. Additionally, they took into account the feasibility of effective translations into the national languages of the target countries. This slogan serves as a powerful communication tool, encapsulating the essence of the project in a manner that is easily retained and understood.

Efficient District Heating using Renewable Energy and Waste Heat

Figure 3. Low2HighDH Slogan

General templates

The project's general templates have been designed based on the standards and rules within the project's graphic charter. Thus, in addition to facilitating the management of the project, they also convey the common project visual identity. The provided templates include PPT Template, Basic Word Template and other templates used for the project management.
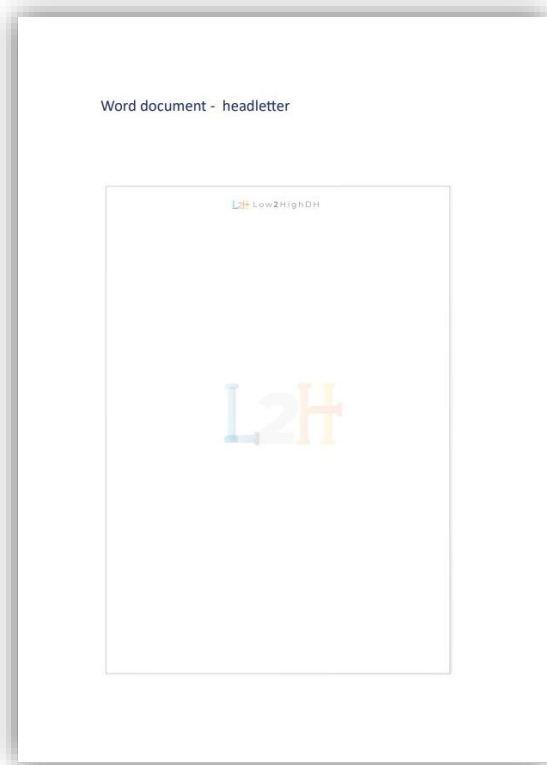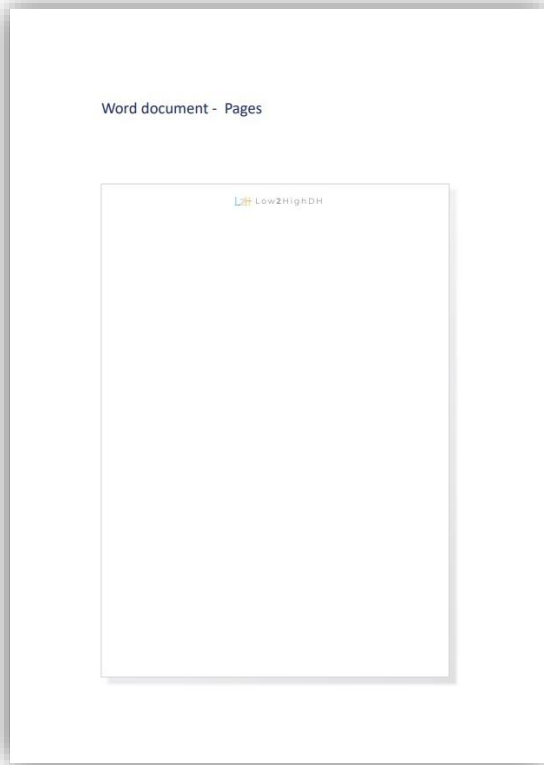
Word document - Pages

L2H Low**2**HighDH

Word document - headletter

L2H Low**2**HighDH

L2H

Figure 4. Low2HighDH PPT Template Cover page

The templates were presented during the kick-off meeting of the project. All partners are aware where to find them and use them in all internal and external project communication strictly keeping the branding identity of the project from it's very beginning. All project communication and management templates are available under the project's SharePoint Communication and Dissemination folder.

Promotional materials

The marketing and promotional materials within Low2HighDH will include brochures, posters, roll-ups, factsheets and images adapted for use on social media, presenting the project, its objectives, expected results, and benefits to end-users.

Communication materials will be designed by EP and modified as requested by partners to achieve maximum impact and the widest possible outreach. The materials will initially be created with a common vision and later adapted with specific messages, for particular events and/or target audiences. All the project promotional materials will be translated into the national languages of the project target countries.

Project poster and roll-up

At the very beginning of the project, a project poster was created. It serves as a basis on which further communication materials will be developed being:

- o easily customizable to serve each partner's needs,

      o   developed in English and translated into at least the national languages of the partners target countries,

      o   suitable for printing.

Partners have access to all produced materials to print via the project-shared space in Sharepoint. With the development of the project results and by request of the leading partners, further promotional materials will be developed.
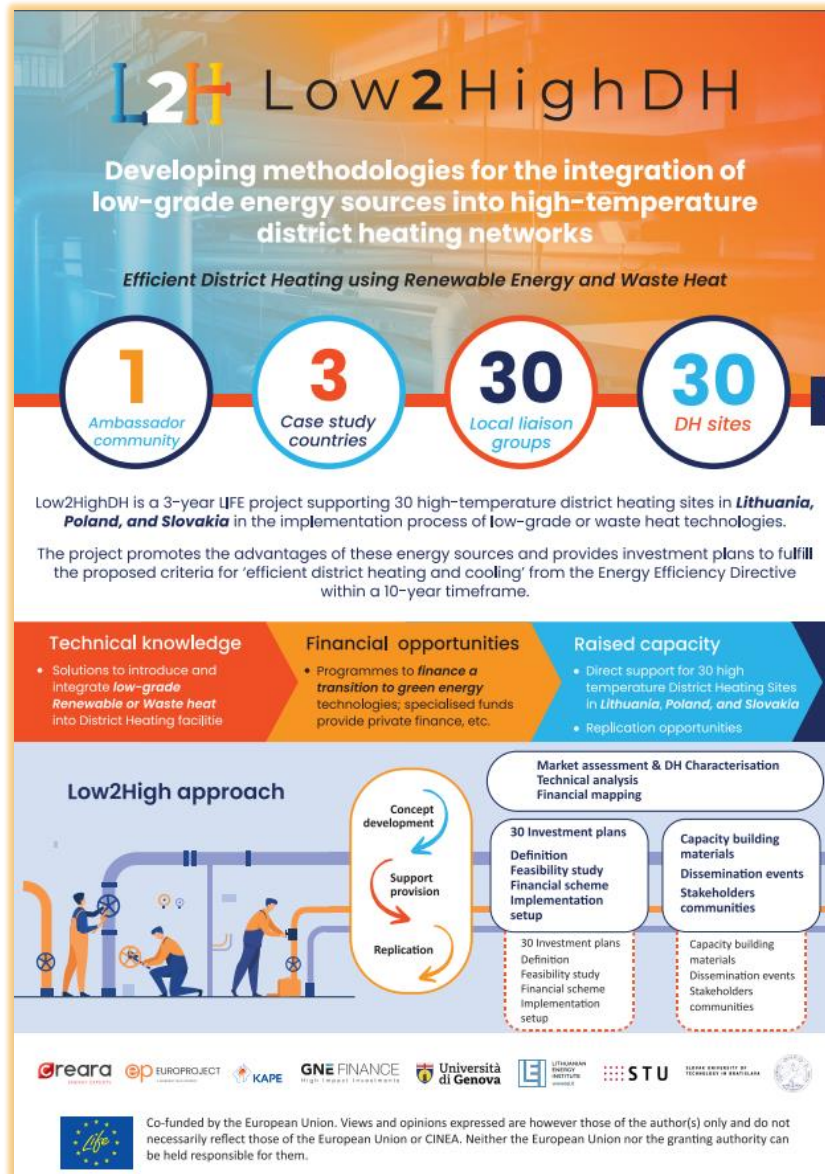

Figure 5. Low2HighDH initial Poster

A large format roll-up was also designed for printing to be used for promoting the project at conferences, fairs, exhibitions and synergy events. The design is in synch with the established visual identity of Low2HighDH and builds upon the initially made poster.

Figure 6. Low2HighDH roll-up in EN, together with the translated version in Slovak

The poster and the roll-up could be customized to different print sizes and content variations, also with the assistance of the partners – customized with the respective translations of their languages depending on the context of its use.

Media relations and publications

EP will prepare and provide the partner organizations with a press kit including project fact sheets, press releases, images, and relevant links. Materials will be issued in English and translated into local languages according to partners' needs.

Factsheets and brochures

Factsheets and brochures will be used as a main dissemination tool that will synthesize the main technical solutions and financial opportunities available to the project stakeholders. All the booklets and factsheets project factsheets will be written in accessible language and will be distributed among the project stakeholders. Along with the project results these documents will include the following points:

- o Description of the project,
- o Outline of expected results,
- o Duration and details of the funding scheme,
- o Web and social media,
- o Contact details.

Press releases

Press releases would communicate relevant news to the press/different medias. EP will provide drafts for the press releases, which partner organisations will review and edit. They will be developed in line with the public interest, the developments in the project, and the respective events. Press releases will be provided to highlight the main project results and make them visible to the wider society.

The first press release was produced in M3 to present the project's start and its main objectives.

Figure 7. Low2HighDH 1ˢᵗ press release

Publications

Publicizing the work and results of Low2HighDH is important for meeting the project's objectives. Partners are encouraged to speak about the project in public venues and to publish results obtained through the project. They should focus on their work and results in preparing speaking material and publications.

All partners are advised to keep a record of press reviews (both paper-based and online published articles about the project) and share it with the coordinator and the communication manager in EP.

Press reviews will be actively monitored at partners' and WP leader level by EP, who will regularly ask for updates. The content published on the website can be shared under a Creative Commons license to promote sharing and re-use.

Following strictly the open science principles, the Low2HighDH project has a dedicated budget for two open-access papers in international journals.

Newsletter

Despite the growing diversity in online communication methods, marketers and projects continue to rely on email marketing as a prevalent means to disseminate content. Newsletters, in particular, maintain their status as a cost-effective and high-conversion tool, capable of significantly enhancing audience engagement. A concise and visually appealing newsletter will be distributed to all subscribers, partners' networks, and participants in Low2HighDH every six months. The content of the newsletter will be tailored to reflect the current stage of the project's development. Its general structure will encompass:

- o project progress and results obtained,
- o upcoming events,
- o featured DH sites,
- o information on the technical and financial solutions to support the stakeholders, etc.

Project videos

Project videos will play an important role in the project's communication strategy. A series of three videos produced by EP are planned for different stages of the project. The initial video planned for M8 will serve as a general introduction. This introductory piece will highlight various aspects of the project, including support facility activities and application procedures, aiming to present a holistic view to interested parties. Subsequent videos will follow in M24 and M36, focusing specifically on showcasing the project's results and their potential for replication. These subsequent videos aim to provide a deeper insight into the outcomes achieved and the replicability of the project's achievements.

In addition to these main videos, the communication strategy includes the development of supplementary video materials. These will encompass sets of short introductory and result-oriented videos, along with video tutorials and demos designed to guide users through practical use cases.

EC COMMUNICATION REQUIREMENTS

As a beneficiary of Horizon Europe one of the project's and partners' legal obligations is to acknowledge EU funding and display the EU emblem in all your information and communication material. The funding statement must be displayed prominently on all printed and digital products, websites, social media channels and other communication products.

Use the following disclaimers whenever using the co-funding logo above:

"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them."
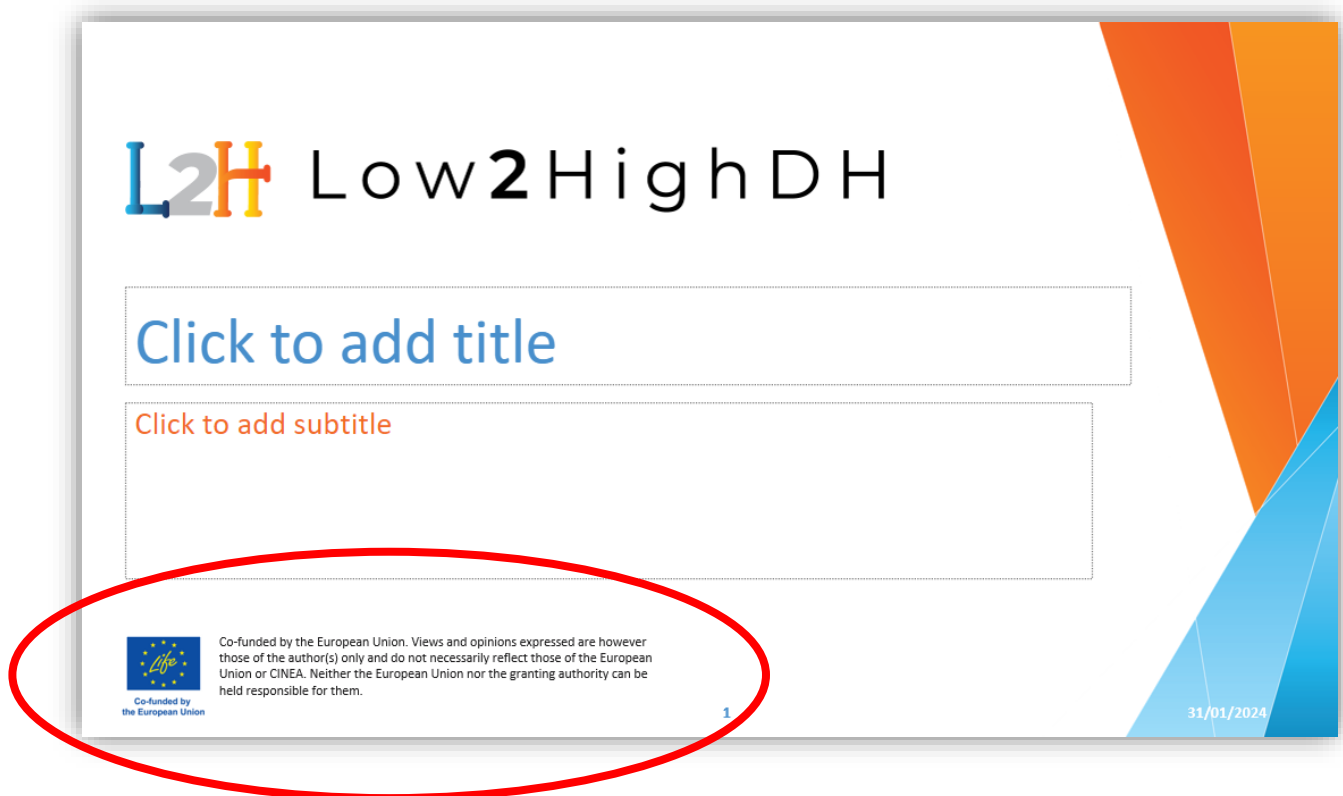
The information contained herein is also available in the project's Graphic Charter which provides guidance on the positioning of the emblem in different cases. The EU emblem and the disclaimer have been included in all the document templates provided.

The visualization requirements have been presented to all partners and guidance on their application in specific cases is provided by the communication and dissemination leader throughout the project implementation.

CONCLUSION

This document presenting the project`s visual identity and promotional materials lays strong foundation for building general awareness about the project and triggering interest in its outcomes. It would be the basis to step on while advancing with the implementation of the communication and dissemination strategy. It is important to highlight that this document is not complete without the Project Website report to be issued in M6 and contains the initially designed and presented materials.

Appendix 1: References and Related Documents

	Reference or Related Document	Link/Location
1	Low2HighDH project Grant Agreement No 101120865	Low2HighDH Project SharePoint, Reference Documents folder
2	Low2HighDH project Consortium Agreement	Low2HighDH Project SharePoint, Reference Documents folder