



More and better designed public support for energy
technology research and innovation

Website & visual identity



D5.1 Website & visual identity

WP 5 Communication and dissemination / T 5.1

Author: Lourdes Laín Caviedes (EUREC)

April 2019 – V2

www.smartspend.eu



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Partners





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Technical references

Project Acronym	SMARTSPEND
Project Title	More and better designed national public support for energy technology Research and Innovation
Project Coordinator	Administrative Coordinator Name: WIP, ingrid.weiss@wip-munich.de Scientific Coordinator Name: EUREC, arrowsmith@eurec.be
Project Duration	1 st December 2018 – 30 th November 2021 (36months)

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Contributing beneficiary/ies	-
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Actual submission date	V1, March 2019. V2, April 2019

PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

v	Date	Beneficiary	Author
1.0	14/03/2019	EUREC	Lourdes Laín Caviedes
2.0	12/04/2019	EUREC	Lourdes Laín Caviedes





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List of abbreviations and acronyms

RES: Renewable Energy Sources

ACG: Atelier Création Graphique

Introduction

The present deliverable and its content is public. It takes part of the Work Package 5, dedicated to the communication and dissemination of the project. This document focuses on the illustration of the developed visual identity and SMARTSPEND website.

EUREC prepared a first version of this deliverable, which was submitted in March 2019. The current document is the second version of Deliverable 5.1 Website & Visual identity. It takes into account the European Commission comments. The main change regarding the previous version is the establishment of a visual connection with the Strategic Energy Technology Plan (SET Plan). EUREC has included the additional sentence 'The SMARTSPEND project is supporting the execution of the Strategic Energy Technology Plan (SET Plan) of the European Commission' in the projects' Mission page on the SMARTSPEND website: <http://smartspend.eu/mission-concept/>; and in the online version of the SMARTSPEND leaflet: <http://smartspend.eu/communication-material/>

The objective of the SMARTSPEND visual identity is to provide the project partners and stakeholders with a standard look to harmonize all the documents/graphic design related to SMARTSPEND. The visual identity also helps to create 'the project brand': to be easily identified by potential stakeholders; and to provide the project's partners with a set of communication tools to disseminate the results of the project.

Methodology

EUREC, in collaboration with ACG (Atelier Création Graphique, <http://www.acg-bxl.be/>), has created the materials and tools below. EUREC has produced the written content, revised by SMARTSPEND contractors. All partners have contributed with written input and their own pictures to illustrate the sectors covered by the project. These pictures are present on several communication materials and EUREC shares them with all the project's contractors via e-mail and calls (comments and approval) and via a common drive, where all partners can find the stock of materials.

Results

- Logo, typography and chart of colours
- Leaflet
- Website, including: a general contact email address (info@smartsepend.eu) managed by EUREC; the subscription to a mailing list to receive the project news & events (newsletter) via a GDPR embedded form on the SMARTSPEND website.
- Templates: deliverable, agenda, minutes, list of attendees, calendar of events, Power Point presentation, press release
- Communication guidelines for general press releases & social media strategy





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- Roll-up banner: to be created

1. Logo, typography and chart of colours

The **logo** is composed by the pictogram and the title of the project. The pictogram underlines the word 'SMARTSPEND', a leaf integrating the euro icon '€' and semi-circle representing the form of the European Parliament hemicycle to create the link towards the European Union.

The typography used for the logo and website are variations of 'Roboto':

<https://fonts.google.com/specimen/Roboto>. EUREC has chosen this because it is clear, simple and it is a Google typography, which makes it compatible with the website system used for the SMARTSPEND site (Wordpress).



The relation between the size and the placement of the logo is strictly determined by the measure below:





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The colours of the logo: EUREC has chosen these colours because of their meaning. Blue offers a sense of confidence and professionalism, green is the colour that gives name to 'green energy' and environmentally friendly, and the collection of colours of the semi-circle represents diversity, different nations in dialogue on 'SMARTSPEND in more and better designed public support for energy technology research and innovation'.

Title

	C	M	J	N	R	V	B
A	100	45	0	10	0	104	171
B	45	0	95	0	164	196	36

Pictogram

	C	M	J	N	R	V	B
B	45	0	95	0	58	170	220
1	55	100	0	0	138	21	126
2	100	45	0	0	0	112	184
3	80	5	0	0	0	171	226
4	75	5	40	0	35	170	162
5	0	10	100	0	255	221	0
6	0	45	100	0	244	158	0
7	0	95	100	0	227	33	25

Variations of use:





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Variations of use and general guidelines:





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The logo is the basis upon which the other elements of the visual identity have been developed. You will see below the pictograms created for the website to illustrate, from left to right: events, news and publications.



2. SMARTSPEND website

EUREC has prepared the content and the consortium has provided the images included on the website, except for the infographics and pictograms created by ACG. The website system is WordPress: <http://smartspend.eu>

EUREC is responsible for the content updates and will ask all contractors for their input to prepare accurate information related to the news, the events (via the circulation of an excel document under the name 'calendar of events', to collect the partners' events and suggestions), new visuals, public deliverables, press releases and reports.

The objective of the website

The general goal of the website is to present the project progress and results from its launch and until the end of the contract. This includes the publication of all public deliverables and the publication of information about interesting events in which promote the project and those events organised by the contractors to disseminate the project results.

In order to present the information in a user-friendly and interactive way, EUREC has prepared the structure below to give access to all contents in a simple way.

The structure of the website

The image below corresponds to the design of SMARTSPEND homepage, which already includes direct access to the main features of the website. Right after, it is included the table





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of contents from which the homepage and other pages of the website have been developed:



Upcoming events

- 
18 High-level meeting on renewable energy: Clean Energy Industrial Forum
 Location: Brussels
[READ MORE](#)
- 
04 Webinar on Participatory Financing for Sustainable Energy
[READ MORE](#)
- 
30 SET Plan steering group meeting
 Location: Brussels
[READ MORE](#)

Tweets

- 
 RT @EUREC_EU: #SMARTSPEND_EU website is live! Click on the link & learn all about this project, which aims to find new ways to coordinat...
- 
 RT @EUREC_EU: #SMARTSPEND_EU website is live! Click on the link & learn all about this project, which aims to find new ways to coordinat...


[Our publications](#)

[See our publications](#)

Latest news



PR // SMARTSPEND – Launch of key project to increase the efficiency of European funding for clean energy
 SMARTSPEND project aims for more and better designed public support for energy technology Research & Innovation. On the 17th January, SMARTSPEND gr...
 17 Jan 17, 2019 [READ MORE](#)


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 www.eurec.eu

Contact Us


info@smartspend.eu

 +34 91 2 04 60 00

- HOME
- MISSION & CONCEPT
- OBJECTIVE & TIMELINE
- PARTNERS
- NEWS
- EVENTS
- REPORTS
- PRESS RELEASES
- COMMUNICATION MATERIAL
- FAQ
- GET INVOLVED

Home page main menu and sections: columns without divisions show content and style of the page. Eg : Project page has 2 subpages

PROJECT	PARTNERS	NEWS & EVENTS		PUBLICATIONS	GET INVOLVED !	CONFERENCE	FAQ
MISSION & CONCEPT	Per partner: logo, visual related to their sector and link to their official website	List of news:	List of events	REPORTS (reports & public deliverables)	Contact us info@smartspend.eu	(Dedicated page not visible until 2020) Draft content: When, where. Organisers, objective, target audience.	List of Frequent Asked Questions (click on + option to see the answer) + Can my organisation become a supporter?
OBJECTIVES & TIMELINE		Per news: Small picture / news icon + title + Read more (to read the whole article)	Focus: SET Plan conference ERA Learn annual conference	PRESS RELEASES First Press release : http://ow.ly/mrCh3OnIfWK	Stay informed about SMARTSPEND News & Events. Subscribe! (Link to a form to subscribe via Mailchimp: http://eepurl.com/gfKdUP)		
		Focus: Presentation of reports	Implementati on working groups meetings ETIPs annual conferences meetings Events on financing RES	COMMUNIATION MATERIAL (logo, leaflet...)	Check our FAQ or send your questions to Greg Arrowsmith via info@smartspend.eu		+ What is SMARTSPEND? + What are SMARTSPEND's objectives? + What is the 'Synergies Pillar'? + What is the 'Financial strategies Pillar'? + Who is behind SMARTSPEND?



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Home page design includes:

Home page main menu (table above)

Banner:

- Slider with images provided by partners, project slogan and main messages: to be adapted during the life of the project with new images and messages
- Stay informed button linked to the GDPR adapted subscription form to register for newsletter of the project

Body items:

- Small calendar with upcoming events
- 3 upcoming events: event icon, title, date, location
- 3 latest news: news icon and title
- Direct link to publications section dedicated to reports and public deliverables, which are the main results of the project
- An integrated frame from Twitter dedicated to the hashtag #SMARTSPEND_EU

Footer items:

- Cookies pop-up
- Privacy Policy
- Grant agreement Text
- An additional contact us information (just an email or form) in order to avoid the need to surf the website to find it





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3. SMARTSPEND’s leaflet

SMARTSPEND’s leaflet is brief brochure with an A4-tryptic-format. This material is also available in the common drive and any update will be communicated and confirmed by agreement of all contractors. The leaflet content gives answer to the questions below:

- What is SMARTSPEND?
- What does SMARTSPEND plan to do?
- Who is behind SMARTSPEND? Partners & expertise fields
- SMARTSPEND objectives
- SMARTSPEND timeline: including the main results, to give the reader an idea of what to expect as results from SMARTSPEND and when
- A call for action via the headings ‘Get involved’ and ‘Contact us’. The call for action aims at attracting organisations which creates innovative energy technologies
- The European emblem (flag) to acknowledge the support received under H2020 and the sentence: This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N°826044.
- After revision of the website and visual identity by the European Commission, the leaflet has been updated. The online version includes now the sentence: The SMARTSPEND project is supporting the execution of the Strategic Energy Technology Plan (SET Plan) of the European Commission.

The leaflet also includes the SMARTSPEND website and the chosen hashtag, #SMARTSPEND_EU, to share the news about the project through social media. In this way, when anybody looks for the project using the hashtag, they will have access to the thread of news related to the project.





SENDING A MESSAGE TO NATIONAL GOVERNMENTS

National governments' funding as well as their contributions to the EU's R&D budget is crucial for the development of clean energy technology. Contact SMARTSPEND to join our dialogue with governments for a more efficient support strategy for energy technology research and innovation!

GET INVOLVED!

SMARTSPEND invites all organisations creating innovative energy technologies to get involved in SMARTSPEND national high-level meetings with experts and policy representatives.

CONTACT US:



Greg Arrowsmith
info@smartspend.eu
 +32 2 318 40 50

The SMARTSPEND project is supporting the execution of the Strategic Energy Technology Plan (SET Plan) of the European Commission.

www.smartspend.eu

#SMARTSPEND_EU

PARTNERS & EXPERTISE FIELDS

 EUREC <small>The Association of European Renewable Energy Research Centres</small> EUREC - The Association of European Renewable Energy Research Centres <i>Role: scientific coordinator</i>	
 CIRCE <small>Centre of Research for Energy Resources and Consumption</small> CIRCE Foundation - Centre of Research for Energy Resources and Consumption <i>Sector: process industry</i>	 EASE <small>European Association for Storage of Energy</small> EASE - European Association for Storage of Energy <i>Sector: energy storage</i>
 ECTP <small>European Construction Technology Platform</small> ECTP - European Construction Technology Platform <i>Sector: energy-efficient buildings and construction</i>	 EGEC <small>European Geothermal Energy Council</small> EGEC - European Geothermal Energy Council <i>Sector: geothermal energy</i>
 EMIRI <small>Energy Materials Industrial Research Initiative</small> EMIRI - Energy Materials Industrial Research Initiative <i>Sector: advanced materials for clean energy and clean mobility technologies</i>	 ESTELA <small>European Solar Thermal Electricity Association</small> ESTELA - European Solar Thermal Electricity Association <i>Sector: solar thermal electricity (concentrated solar power)</i>
 OEE <small>Ocean Energy Europe</small> OEE - Ocean Energy Europe <i>Sector: ocean energy</i>	 FNR <small>The German Agency for Renewable Resources</small> FNR - The German Agency for Renewable Resources <i>Sector: bioenergy</i>
 WIP <small>Renewable Energies</small> WIP - Renewable Energies <i>Sector: photovoltaics</i>	 ZABALA <small>Innovation Consulting</small> ZABALA - Innovation Consulting <i>Sector: smart energy networks</i>

Design: www.aag-bud.be



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www.smartspend.eu

#SMARTSPEND_EU



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SMARTSPEND OBJECTIVES

1. To foster efficiency in allocation of public & private funding
2. To better inform stakeholders through:
 - the preparation and dissemination of six reports
 - dissemination based on engagement with policy makers

WHAT IS SMARTSPEND?

Industry, national governments and the European Commission all want to invest in clean energy R&D. SMARTSPEND is a 3-year-project, running until December 2021, that aims to find new ways to coordinate and increase those investments.

WHAT DOES SMARTSPEND PLAN TO DO?

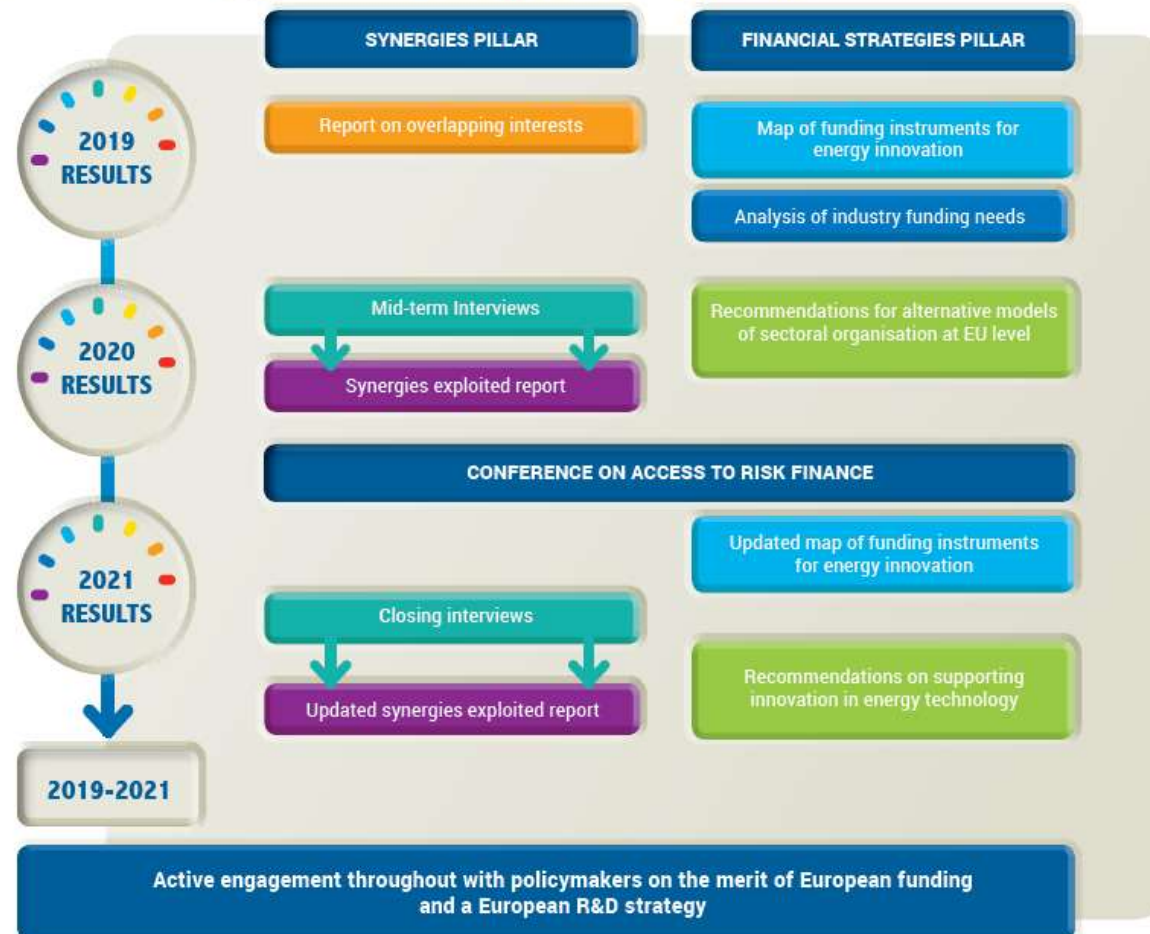
INCREASE PRIVATE-SECTOR SPENDING

We will organise a major conference to help innovators in clean energy access risk finance from public and private sources. They need money and connections to scale up. To prepare the conference, SMARTSPEND will report the needs and sources.

COORDINATING RESEARCH WITH THE EUROPEAN COMMISSION AND NATIONAL PROGRAMME OWNERS

Many energy technologies are trying to answer similar R&D questions. There may be ways to sequence research in different sectors to increase its impact. SMARTSPEND will report on the synergies in different technologies' R&D plans, and on the ways that sectors should organise themselves to access EU funding efficiently.

SMARTSPEND TIMELINE





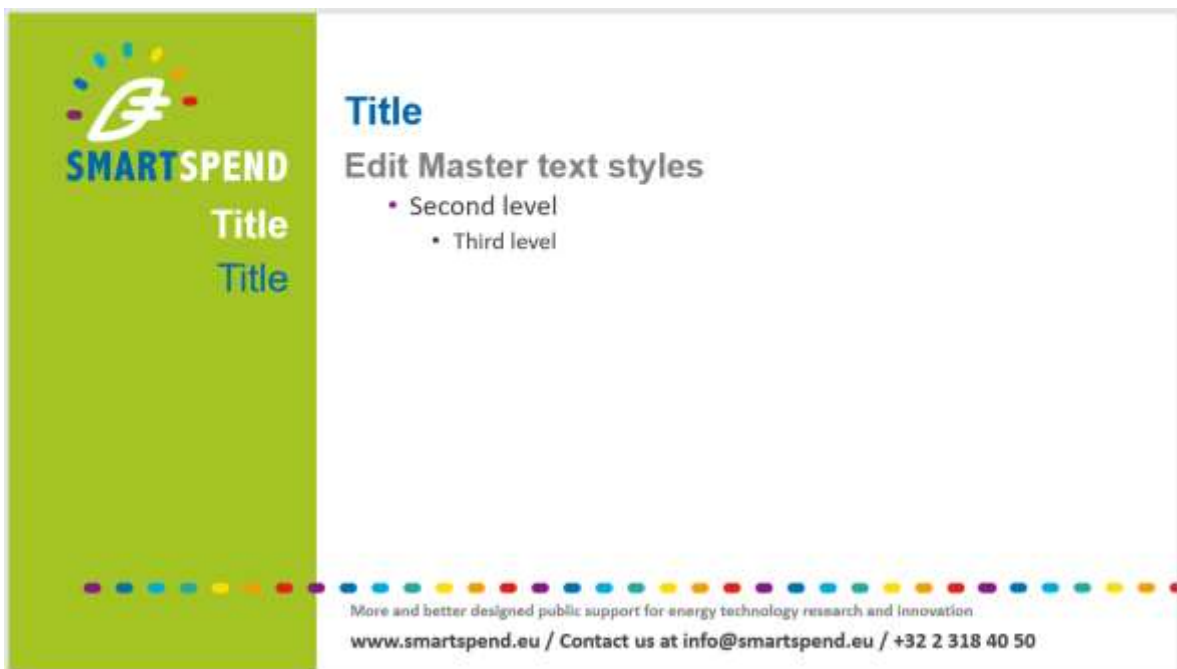
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4. SMARTSPEND templates

EUREC has prepared a series of templates which integrate the visual identity of the project: the present document is an example. The templates for the SMARTSPEND project are: Deliverable, Agenda, List of attendees, Minutes, Press Release (Word & MailChimp designs) and Power Point presentation. EUREC then distributed to all partners and saved them in the common drive.

Example of the design of SMARTSPEND presentation slides:





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5. Conclusions

The creation of the SMARTSPEND website and visual identity has set the basis for the development of the communication material that will be produced during the life of the project. In 2019, EUREC in collaboration with ACG will design a roll-up banner to promote the project in events.

EUREC will shared further communication material with the project partners, so they can always give their input. EUREC will communicate every update and will stock the final versions in the SMARTSPEND common drive.

