

Low energy solutions for drinking water production by a REvival of ElectroDialysis systems

Grant Agreement no. 685579

Project Branding Suite

Deliverable D8.2 Report





Deliverable responsible: AquaTT

Deliverable contributors: AquaTT, FUJIFILM Manufacturing Europe, Abengoa Research, REDstack, Deukum, Phaesun, European Desalination Society, Università degli Studi di Palermo, Ghent University, Wetsus European Centre of Excellence for Sustainable Water Technology.

Due date of deliverable: 21/07/2016 **Actual submission date:** 21/07/2016

Revision: V.1

Project co-funded by the European Commission within the H2020 Programme (2004-2020) Dissemination Level	
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)	

All rights reserved

This document may not be copied, reproduced or modified in whole or in part for any purpose without the written permission from the REvivED water Consortium. In addition to such written permission to copy, reproduce or modify this document in whole or part, an acknowledgement of the authors of the document and all applicable portions of the copyright must be clearly referenced.

Acknowledgement

The work described in this report has been funded by the European Commission under the Horizon 2020 Framework Programme.

This report has been produced as part of the project "Low energy solutions for drinking water production by a REvival of ElectroDialysis systems" or **REvivED water** for short. The logos of the project partners are shown below. More information is available at www.revivedwater.eu





















TABLE OF CONTENTS

E)	XECUTIVE SUMMARY	4
1	PROJECT LOGO	5
2	POWERPOINT TEMPLATE	7
3	WORD TEMPLATES	7
4	PROJECT BRAND GUIDELINES	7
A	NNEXES	8
	Annex A. REvivED water Brand Guidelines	8
	Annex 2. REvivED water PowerPoint Template	30
	Annex 3. REvivED water Word Template	33
	Deliverable Template	33
	Meeting Minutes Template	40



Executive Summary

Objectives:

The objective and function of the project branding suite, especially the logo, is to create a consistent project branding and visually represent the identity and essence of the REvivED water project. It is something that people instantly recognise and associate with the project any time they see it, so it is important for project awareness.

Rationale:

The REvivEd water branding suite includes a project logo and templates for PowerPoint presentations to be used when presenting work or the results related to the project at a project and/or external event and Word documents for project reports and meeting minutes.

The PowerPoint and Word templates were designed after delivering the final version of the logo.

Partner(s) involved in Deliverable production:

AquaTT (P10), with feedback from all partners. AquaTT (<u>alberto@aquatt.ie</u>) can be contacted for any queries in relation to the project branding suite.



1 PROJECT LOGO

AquaTT initially designed several branding identities, based on the different keywords characterising the REvivED water project, such as drinking water, Electrodialysis, Reverse osmosis, Reverse electrodialysis, membrane, electrodes, stacks, etc. Five draft branding identities were then presented to the REvivED water coordinator prior to the project Kick-off meeting. Two of those five branding identities were selected in agreement with the coordinator. At the kick-off meeting, these two branding identities and several variations of them were presented to the partnership who were given the option to vote for the final logo. The final logo decision was then confirmed at the kick-off meeting. Based on the feedback received, the colours of the project logo were adjusted. It was decided to not include the full project title in the logo itself as it is rather long, and when the logo shrinks in size, the project description will become too small and impossible to read.

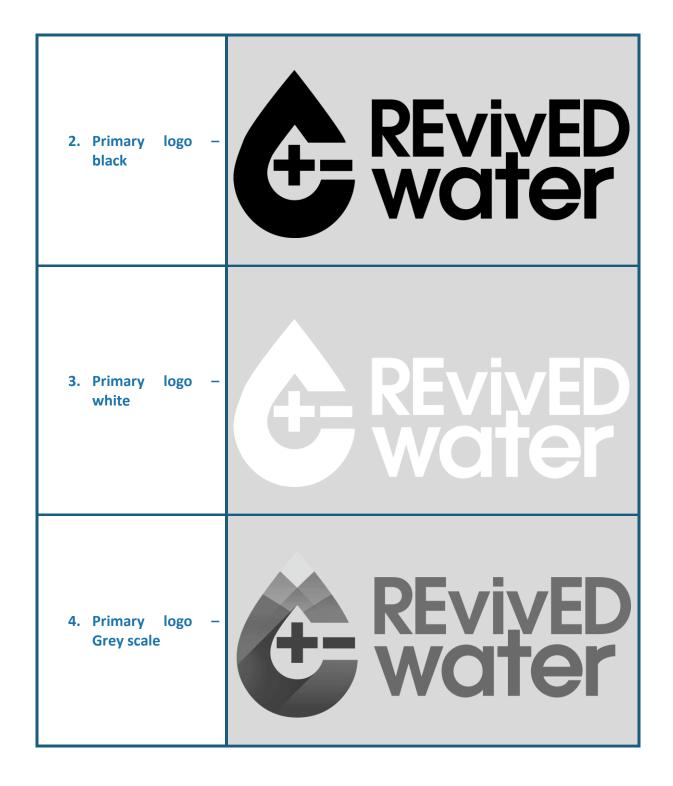
The branding identity will be included in all project promotional material including the factsheet, website, poster, etc. The REvivED water logo is constructed using a combination of bold lettering, colour choices and minimal illustration. It is minimal and features a water drop of water with the anode and cathode symbols included. The anode and cathode symbols represent the ElectroDialysis system.

The logo is available in different versions and formats: full colour, black, white, grey scale, jpeg, png and eps.

Primary logo – full colour







The logos can be downloaded from the project internal website (Basecamp >> WP8 >> Files, label: logo) or contact WP8 leader Alberto Vallejo (alberto@aquatt.ie). Guidance on how to use the logo can be found in the REvivED water Branding Guidelines (available to download from Basecamp >> WP8 >> Files, label: REvivED water Branding Guidelines, also see Annex 1).



2 POWERPOINT TEMPLATE

A REvivED water PowerPoint (Annex 2) template has been developed to use at internal and external events when presenting the REvivED water project and/or its outcomes. The template includes one cover slide where to include the title of the presentation and two different body slides.

3 WORD TEMPLATES

Two different REvivED water Word (Annex 3) templates have been developed to be used for project deliverables and meeting minutes. The templates include one cover page and the following sections: acknowledgements, executive summary, main body and annex.

4 PROJECT BRAND GUIDELINES

The REvivED water brand guidelines (Annex 1) offer the means by which all partners in REvivED water can achieve the prescribed standards of presentation. The document includes information on the different project logos (typeface used, colour palette, when to use the different logos and how to use them correctly) as well as guidelines for using the logo, PowerPoint and word templates. Correct usage of the EU acknowledgement that must be included with all dissemination relating to foreground is also included in the guide.



ANNEXES

Annex A. REvivED water Brand Guidelines





CONTENTS

REvivED water Brand Guidelines

1 INTRODUCTION

- 2 SECTION 1 LOGO
- 3 Logo
- 4 Typefaces
- 5 Colour Palette
- 6 Black and White Version
- 7 Correct Use of Logo
- 12 Incorrect Use of Logo

13 SECTION 2 - APPLICATION

- 14 PowerPoint
- 16 Word Report

20 EU ACKNOWLEDGEMENT



INTRODUCTION

1 REvivED water Brand Guidelines

Brand Guidelines

The brand guidelines set out in this manual for REvivED water offer the means by which all partners in REvivED water can achieve the prescribed standards of presentation.

All partners are expected to adhere to the standards laid down in this manual. Please follow the guidelines exactly.

For any queries regarding the implemention of the REvivED water branding guidelines, please contact Alberto Vallejo, AquaTT Project Officer (alberto@aquatt.ie).



LOGO

2 REvivED water Brand Guidelines

SECTION 1



LOGO

3 REvivED water Brand Guidelines

The REvivED water Logo is constructed using a combination of bold lettering, harmonious colour choices and illustration.

Always use the artwork provided and adhere to guidelines provided within this document when using the logo in any format. Pay particular attention to the minimum clear space required and instructions for pairing the logo with photography.



Primary Logo - universal use



TYPEFACES

4 REvivED water

Primary - Open Sans (Graphic Design Use Only)

Open Sans is the primary REvivED water typeface. This simple, modern font helps communicate ideas clearly and confidently. It is highly legible in both print and digital communications. It is available in a range of weights: from light to extrabold.

Open Sans is primarily used for print design. For internal documents (such as Microsoft Office applications), use the alternate typefaces on the following page.

Remember: no other typefaces are to be used.

OpenSans is available for free download from the Google font directory:

www.google.com/fonts/specimen/Open+Sans

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 @*?!&%+="

Open Sans Bold

REvivED water

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 @*?!&%+="

Open Sans Semibold

revivedwater.eu

Secondary - Calibri (Internal Use)

Calibri is the secondary REvivED water typeface. This font is intended for internal use. Calibri reflects the clean look of the primary typeface and should be used whenever possible within Microsoft Office applications i.e. Word, Powerpoint, Excel etc.

Calibri Regular can be used for all standard communication materials e.g. letters/faxes/reports/emails etc.

Calibri Bold can be used principally for headings and captions.

Remember: no other typefaces are to be used.

Calibri is packaged with all Microsoft and Macintosh computers.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 @*?!&%+="

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 @*?!&%+="



COLOUR PALETTE

REvivED water

Print

The CMYK values are required when preparing materials for professional print jobs.

In-office printing will provide varied results depending on It is important to note that the calibration of monitors, equipment and as a result, 100% colour accuracy cannot be expected.

The RGB values are required when preparing materials for the web.

desktop printers and projection equipment can vary. Please adhere to the RGB values provided to ensure consistency across all materials for the web.

REvivED water Dark Blue

C 100 M 87 R 34 Y 25 G 60 K 10 B 121

REvivED water Medium Blue

C 87 M 51 R 32 G 39 Y 11 K 0 B 90

REvivED water Light Blue

M O B 226

REvivED water Grey

C 65 M 56 R 87 Y 53 G 89 K 27 B 91



BLACK AND WHITE VERSION

6 REvivED water Brand Guidelines

One colour versions are intended for applications that are restricted in colour, such as fax, memo etc. and any time it is not possible to use colour printing techniques.





7 REvivED water Brand Guidelines

Background Variations

The preferred background for the REvivED water logo is white, but in some cases it is necessary to use the logo over colour. It is recommended to use the logo only over light coloured backgrounds. In all cases, it is important to ensure that all elements of the logo are clearly visible.



Correct

The full colour logo is only fully visible on a light background.



Incorrect

The full colour logo is not fully visible here as the background is too dark.



8 REvivED water Brand Guidelines

Background Variations

The preferred background for the black REvivED water logo is white, but in some cases it is necessary to use the black logo over lighter colours. It is recommended to use the black logo only over light coloured backgrounds. In all cases, it is important to ensure that all elements of the logo are clearly visible.



Correct

The black logo is only fully visible on a light background.



Incorrect

The black logo is not fully visible here as the background is too dark.



9 REvivED water Brand Guidelines

Background Variations

The preferred background for the REvivED water logo is white, but in some cases it is necessary to use the logo over dark colours. It is recommended to use the white logo only over dark coloured backgrounds. In all cases, it is important to ensure that all elements of the logo are clearly visible.



Correct

The white logo is only fully visible on a dark background.



Incorrect

The white logo is not fully visible here as the background is too dark.



10 REvivED water Brand Guidelines

Background Variations

The preferred background for the REvivED water logo is white, but in some cases it is necessary to use the logo over images. In all cases, it is important to ensure that all elements of the logo are clearly visible.



Correct

The full colour logo is fully visible on a light image.



Incorrect

The full colour logo is not fully visible on a dark image.

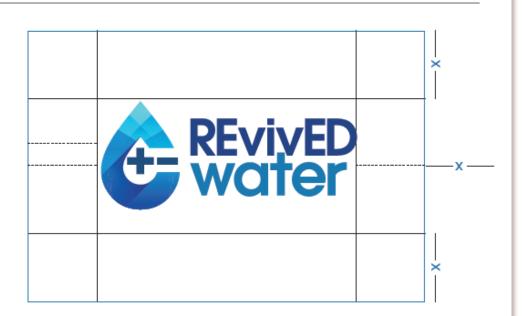


11 REvivED water Brand Guidelines

Clear Space

Clear space is the area surrounding the logo that must be kept free of other graphical elements.

The minimum required space is marked by the letter X which is equal to half the height of the logo.







12 REvivED water Brand Guidelines

What not to do

Never recreate elements of the artwork. Do not modify elements or alter colours. Please adhere to the guidelines below.

X Do not distort logo



✗ Do not modify colours



X Do not rearrange elements



X Do not add elements



X Do not use elements alone



X Do not modify proportion



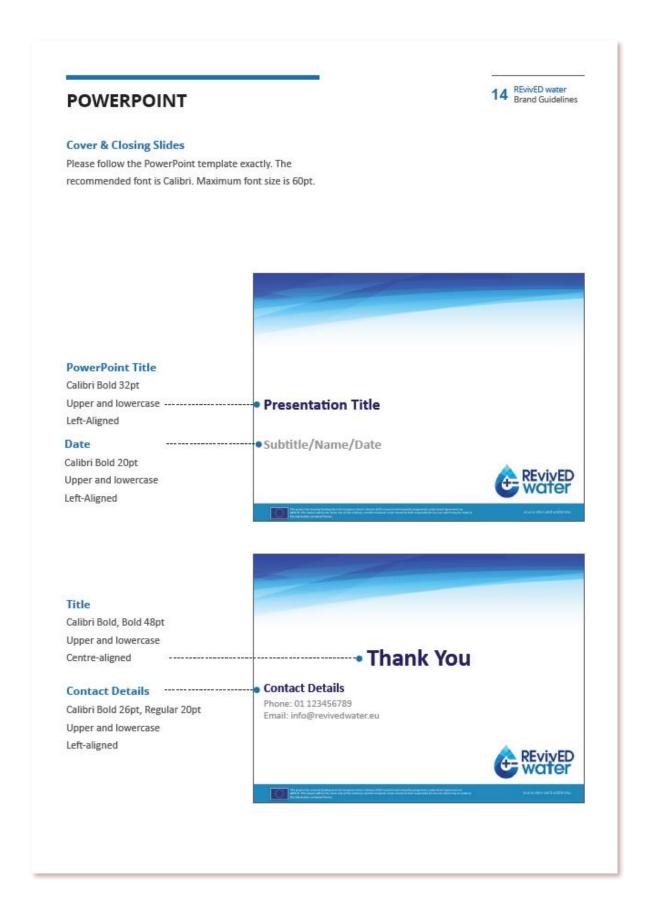


APPLICATION

13 REvivED water Brand Guidelines

SECTION 2







POWERPOINT

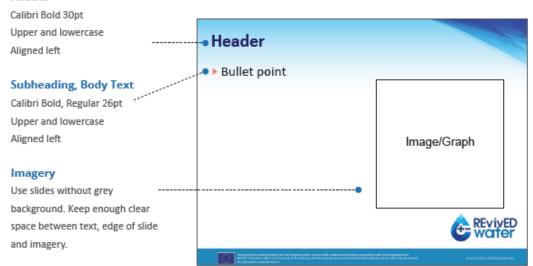
15 REvivED water Brand Guidelines

Inner Slides

Please follow the PowerPoint template exactly. The recommended font is Calibri. Maximum font size is 30pt. There are two styles of slide provided.

Please note, it is recommended to use the slides without the grey background when using imagery such as tables, graphs and photography. Always ensure that all text and imagery is clearly visible.

Header





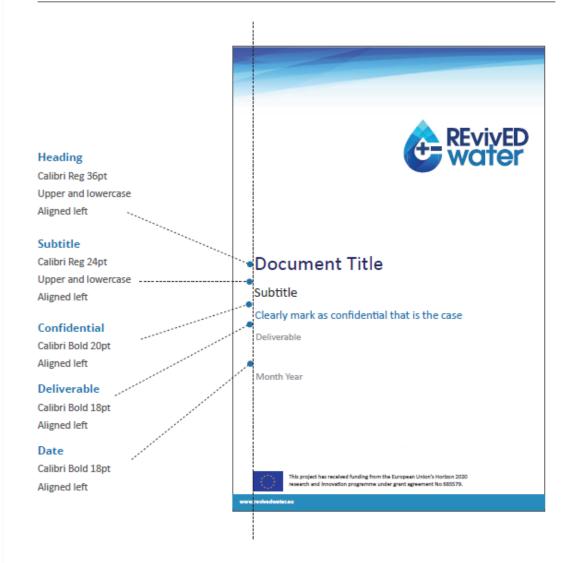
16 REvivED water Brand Guidelines

Microsoft Word Report Template

Please follow the Word template exactly. The recommended font is Calibri.

Colour Theme

There is a custom colour theme included with the template called 'REvivED water'.





17 REvivED water Brand Guidelines

Text Styles

There are 5 custom text styles with this template.

Heading 1 (Calibri Bold 16pt, Navy)- chapter/section headings

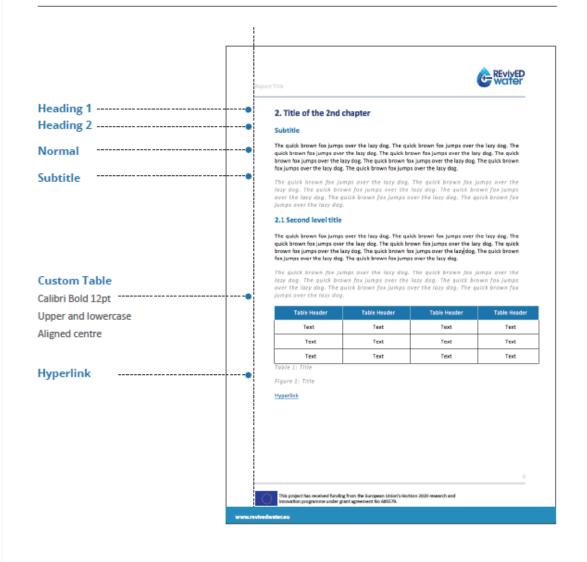
Heading 2 (Calibri Bold 14pt, Orange)- subtitles and second/third level headings

Normal - (Calibri Reg 12pt, Black) body text

Subtitle - (Calibri Reg Italic 12pt, Grey) captions, quotes,

figure numbers etc

Hyperlink - (Calibri Reg Underlined 12pt, Orange)





18 REvivED water Brand Guidelines

Table of Contents

To add a new section heading to the table of contents, create a new text heading e.g. "Acknowledgements" and apply the style "Heading 1" to the text. It will automatically be generated in the table.

To add a second level heading/subtitle to the table of contents, create a new text heading e.g. "1.1 Second

Level Heading" and apply the style "Header 2" to headings. It will be automatically generated in the table.

To update table of contents:

- 1) Right-click on table
- 2) Select 'Update Field'
- 3) Select 'Update Entire Table'

Table of Contents - Section Heading Generated automatically by applying the style "Header 1" to **Table of Contents** the header "Acknowledgements" ------ACKNOWLEDGEMENTS on page 3. EXECUTIVE SUMMARY SURTITUE Table of Contents - Second 1. TITLE OF THE 1ST CHAPTER Level Heading/Subtitle 1.1 SECOND LEVELTITUE Generated automatically by 1.1.1 THIRD LEVEL TITLE applying the style "Header 2" 2. TITLE OF THE 2ND CHAPTER to the header "1.1 Second Level Suerme Title" on page 5. 2.1 SECONDLEVELTIME ANNEX 1



19 REvivED water Brand Guidelines

Saving as PDF & Printing

To ensure the document is saved as a PDF and printed correctly, follow these steps.

PC

- 1) File > Save As PDF > Select "Standard Size" > Save.
- 2) Email/ Print PDF as normal.

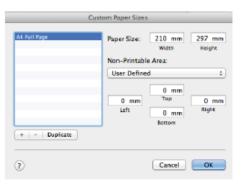


Fig. 1

Mac

- 1) File > Page Setup > Under Paper Size select "A4 Full Page"
- If this option is not available select "Manage Custom Sizes. Click the "+" button to create a new page size and adjust settings to those pictured in Fig. 1.
- 2) Save as PDF, email and print as normal.



EU ACKNOWLEDGEMENT

Acknowledgement of EU funding

All publications or any other dissemination relating to foreground should include EU emblem and the following statement to indicate that said foreground was generated with the assistance of financial support from the European Union:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 685579.

EU emblem

High-resolution versions of the emblem can be found here: http://europa.eu/about-eu/basic-information/symbols/flag/

REvivED water

Brand Guidelines

Designed and Developed by AquaTT

www.aquatt.ie



Annex 2. REvivED water PowerPoint Template



Presentation Title

Subtitle/Name/Date







Slide Title

♦ Bullet Point 1





his project has received funding from the European Union's Mortzon 2020 research and innovation programme under Grant Agreement no. 85579 (REVVED water). This output reflects the views only of the author(s), and the European Union cannot be held responsible for any use hich may be made of the information contained therein.





Thank you

Contact Details

Phone: 01 234 5678







Annex 3. REvivED water Word Template

Deliverable Template

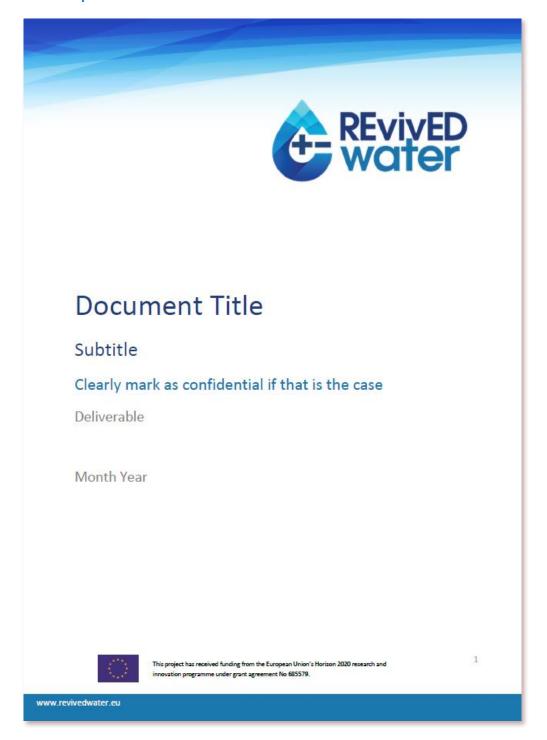






Table of Contents	
ACKNOWLEDGEMENTS	3
EXECUTIVE SUMMARY	4
SUBTITLE	4
1. TITLE OF THE 1ST CHAPTER	5
SUBTITLE	5
1.1 Second level title	5
1.1.1 THIRD LEVEL TITLE	5
2. TITLE OF THE 2ND CHAPTER	6
SUBTITLE	6
2.1 Second level title	6
ANNEX 1	7
SUBTITLE	7
LANDSCAPE PAGE 1	8
SURTITIE	8



Acknowledgements

This report has been produced as part of the REvivED water project "Low energy solution for drinking water production by a REvival of ElectroDialysis systems". The logos of the partners cooperating in this project are shown below and information about them and the project is available under www.revivedwater.eu.

This work has been carried out by:



















Disclaimer:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 685579.

The sole responsibility for the content of this report lies with the author(s), and the European Union cannot be held responsible for any use which may be made of the information contained therein.

While this publication has been prepared with care, the authors and their employers provide no warranty with regards to the content and shall not be liable for any direct, incidental or consequential damages that may result from the use of the information or the data contained therein. Reproduction is authorised providing the material is unabridged and the source is acknowledged.





Executive Summary

Subtitle

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Hyperlink

Table Header	Table Header	Table Header	Table Header
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text

Table 1: (Calibri 11, italics)

Figure 1: (Calibri 11, italics)

4



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 685579.





1. Title of the 1st chapter

Subtitle

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

1.1 Second level title

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

1.1.1 Third level title

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Table Header	Table Header	Table Header	Table Header
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text

Table 1: Title

Figure 1: Title

Hyperlink

5



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 685579.





2. Title of the 2nd chapter

Subtitle

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

2.1 Second level title

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Table Header	Table Header	Table Header	Table Header
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text

Table 1: Title

Figure 1: Title

Hyperlink

6

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 685579.





Annex 1

Subtitle

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

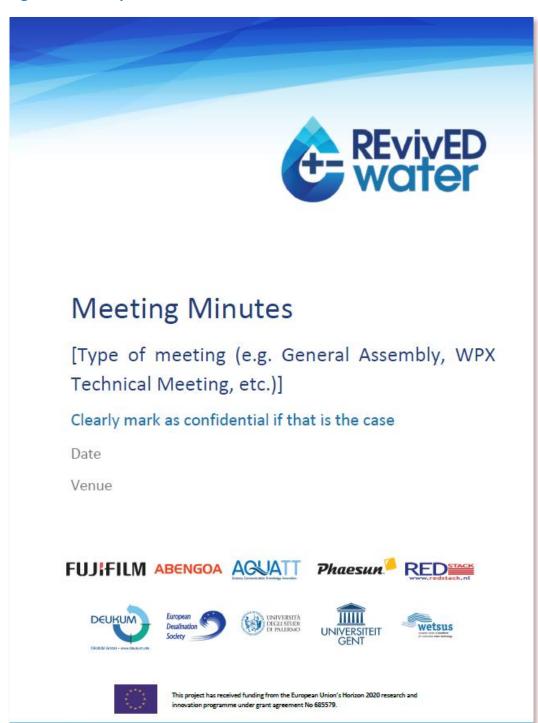
Hyperl



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 685579.



Meeting Minutes Template





REviveD water

Meeting Minutes

Table of Contents	
INTRODUCTION	3
SESSION 1 – [TITLE]	4
SESSION 2 – [TITLE]	4
SESSION X – [TITLE]	4
SESSION X – [TITLE]	4
DECISIONS MADE	4
ANNEX 1	5
SUBTITLE	5
LANDSCAPE PAGE 1	6
SUBTITLE	6

(0)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 685579.

2



REvivED water

Meeting Minutes

Introduction

An introduction should include the following:

- · Date, venue and participants
- · Aim of the meeting
- · Summary of the meeting programme/issues discussed
- Result of the meeting



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 685579.

3



REvivED water

Meeting Minutes

Session 1 - [Title]

This section should include the following:

- · Who presented this session
- Brief description of the main points discussed
- · Main key actions and decisions of the session

Session 2 – [Title]

[Text]

Session X - [Title]

[Text]

Session X - [Title]

[Text]

Decisions made

Sum up the main points of the meeting and any additional information provided (e.g. next meeting venue and dates)

Actions agreed – Next steps

- 1. Subject:
 - Responsible person:
 - Task:
 - Deadline:
- 2. Subject:
 - Responsible person:
 - Task:
 - Deadline:
- 3. Subject:
 - Responsible person:
 - Task:
 - Deadline:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 685579.

4



Meeting Minutes Annex 1 Subtitle This project has received funding from the European Union's Horizon 2020 research and 5 innovation programme under grant agreement No 685579. www.revivedwater.eu



Report Title	& REvivED water
Landscape Page 1	
Subtitle	
This project has received funding from the European Union's Horizon 2000 research and innovation programme under grant agreement No 885579.	6