

Deliverable 10.2

Project Visual Identity





Due date: M04

Actual submission date: M04

Project start date: November 1st 2018

Workpackage concerned: WP10

Concerned Workpackage leader: Marco Boscolo (formicablu)

Lead beneficiary: Marco Boscolo (formicablu)

Dissemination level: PU: Public (must be available on the website)





Introduction

AURES II is a European project that aims to expand and deepen the results and insights of the first AURES project that ended in December 2017 (Grant agreement ID: 646172). This means that AURES II inherited an audience familiar with its visual and graphic identity. For this reason, formicablu developed the new project identity on the basis of the values represented by the already existing materials.

Objectives

In the first stint of visual identity development (Task 10.2), formicablu has developed the following:

- A logo, graphically connected to the AURES logo, but renewed;
- A selection of the project official font;
- An official colour palette for the project;
- Letterhead, deliverable template Power Point/Keynote template.

For this reason the project visual identity has been developed as an evolution of the previous graphics, trying to convey AURES' values in the new logo and visual products.

Logo, color palette and project font

The communication team has developed a range of diverse proposals for a project logo and a consistent graphic identity, after collecting hints from all partners during the KOM on the 1st of November. The four logo proposals have been submitted to all partners for review and from their comments we developed the final logo and the visual identity.

1.



2.



3.



4.



From the internal discussion among all partners proposal #2 emerged as the most appreciated, but in need of some minor adjustment. The final result is the actual logo of AURES II Project:



The official color palette of the project was chosen accordingly:



#0092ac

#4e897b

#ffd040

The chosen font is an open source font, **Roboto**:

Rr

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TUVWXYZŽabcčćdďefghijklmno
pqrsštuvwxyzžАБВГГДЂЕЁЄЖЗ
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From the chosen logo, formicablu developed the required graphic tools for the communication products of the project:

Letterhead:

Project Coordinator
Fraunhofer Institute for Systems
and Innovation Research ISI

Breslauer Strasse 48
76139 Karlsruhe
Germany



Presentation template:



AURES has received funds for the years 2018-2021 from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 817629





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Report and deliverable template

From the chosen logo, color palette and font formicablu realized the report and deliverable template to be used in all official project documents for external communication.

Website graphic identity

The visual identity of the AURES II website will be developed in M05 and M06, during the installation of the project website, due on M06 (D10.3).



AURES is a European research project on auction designs for renewable energy support (RES) in the EU Member States. The general objective of the project is to promote an effective use and efficient implementation of auctions for RES to improve the performance of electricity from renewable energy sources in Europe.
www.aresproject.eu

