



D10.3: Project Visual Materials

Date of document – 06/2020 (M6)

D10.3:

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Technical References

Project Acronym	INCIT-EV
Project Title	Large demonstration of user centric urban and long-range charging solutions to boost an engaging deployment of electric vehicles in Europe
Project Coordinator	RENAULT sas xavier.serrier@renault.com
Project Duration	01/2020 – 12/2023

Deliverable No.	D10.3
Dissemination level ¹	PU
Work Package	WP 10 – Communication and Dissemination Activities
Task	T 10.2 – Dissemination and public communication actions
Lead beneficiary	AVERE
Contributing beneficiary(ies)	CIRCE
Due date of deliverable	30 06 2020
Actual submission date	29 06 2020

¹ 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)



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Document history		
V	Date	Beneficiary partner(s)
1	23/06/2020	First Draft - CIRCE
2	24/06/2020	First Revision - AVERE
3	24/06/2020	Quality Revision - RSA
3	25/06/2020	Final Version - CIRCE

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0 EXECUTIVE SUMMARY

This document is the deliverable “D10.3 – Project Visual Materials” of the H2020 project INCIT-EV (project reference: 875683).

This manual serves as a guide for the identification and visual communication of INCIT-EV.

It includes the identity of the brand, the versions, colours, fonts and applications that should not vary in any case.

It is recommended to always use the high-quality version for printed documents and the screen version for digital documents.

The idea of INCIT-EV logo came up with three main concepts: Future, Movement and Electric in order to obtain an impressive and memorable symbol expressing, summarizing and giving visual image and essence to these three words applied to smart mobility.

Also shown are materials that can be made in the future. Some of the materials shown are examples and will be adapted according to the objectives and the context in which they are to be used.

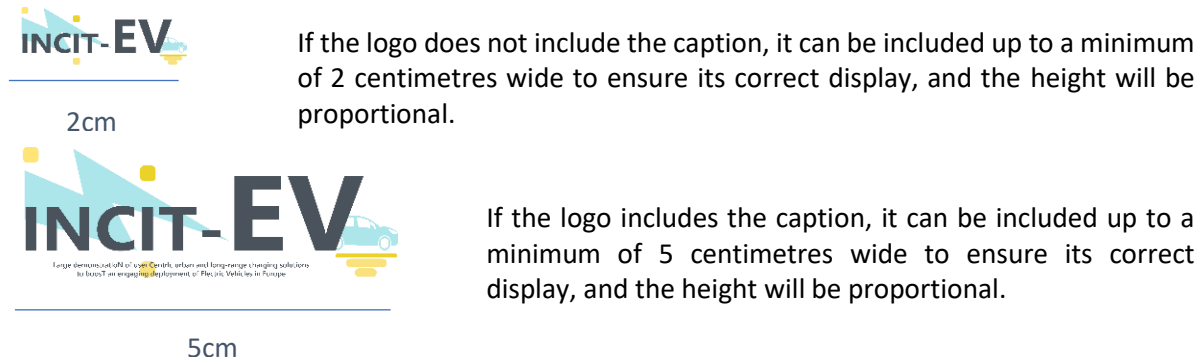
The delivery of this deliverable is done in accordance to the description in the Grant Agreement Annex 1 Part A with no time deviation and no content deviation from the original planning.



1 VISUAL IDENTITY

1.1 Logotype size

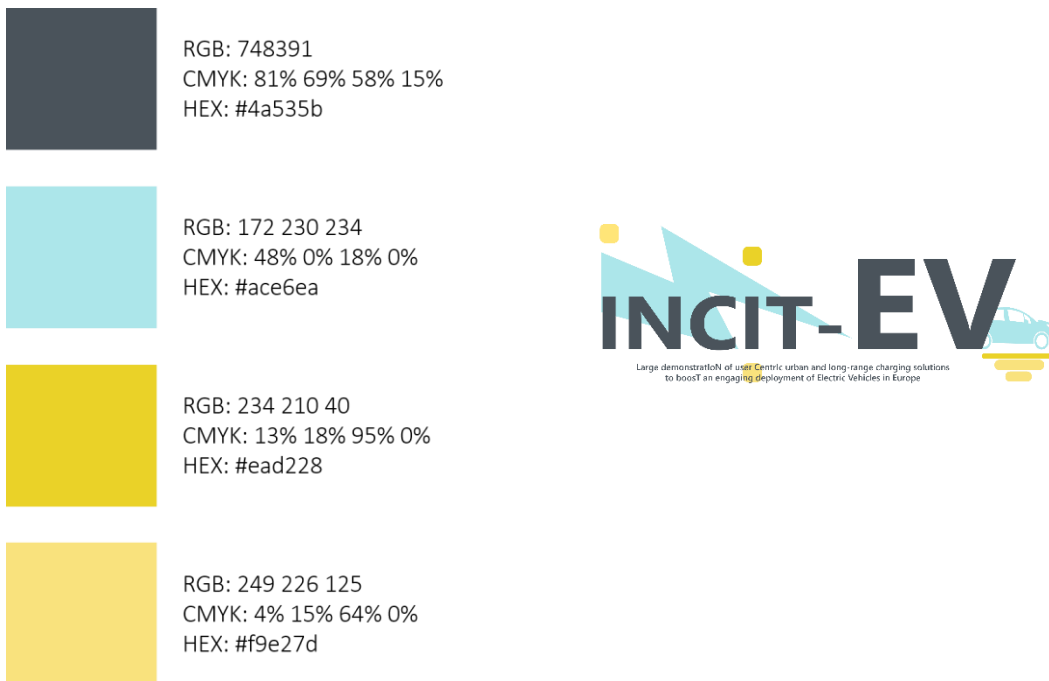
Figure 1 – INCIT-EV Logo size and exclusion zone



1.2 Logotype colour version

Below are shown the colours defined for the brand and the percentages and codes for the different variations of graphical reproductions.

Figure 2 – INCIT-EV Brand Identity



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1.3 Logotype black & white (positive and negative) and greyscale versions

The brand may be used mainly in four colours. For those applications where it is not possible to use four-colours, other options in black & white one ink have been defined.

Figure 3 – INCIT-EV Black and white logo and greyscale versions



1.4 Fonts

The following font has been used to build the brand: SEGOE UI

Figure 4 – INCIT-EV Logo's fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



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2 BRAND IDENTITY

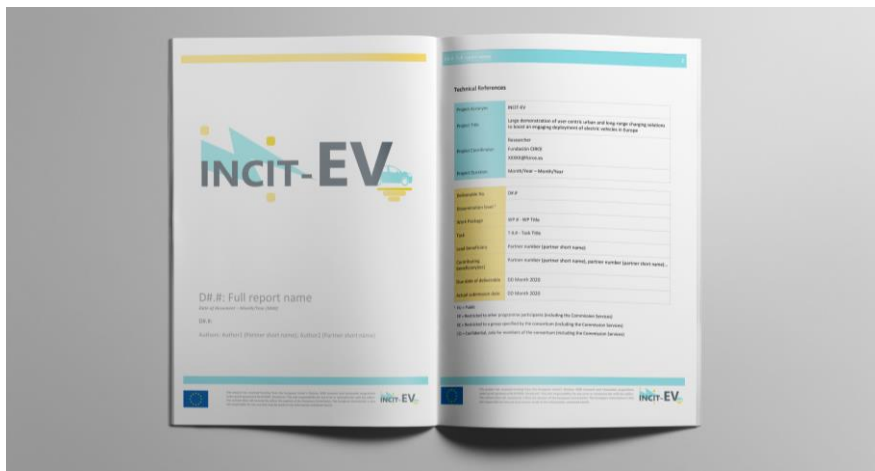
2.1 Official templates

This section contains the official templates to be used during the implementation of the project.

Deliverable Templates

Reproduction deliverables template for INCIT-EV official deliverables in mockup

Figure 5 – INCIT-EV Deliverable Template



Deliverable Templates

Reproduction minutes template for INCIT-EV meetings in mockup

Figure 6 – INCIT-EV Minutes Template



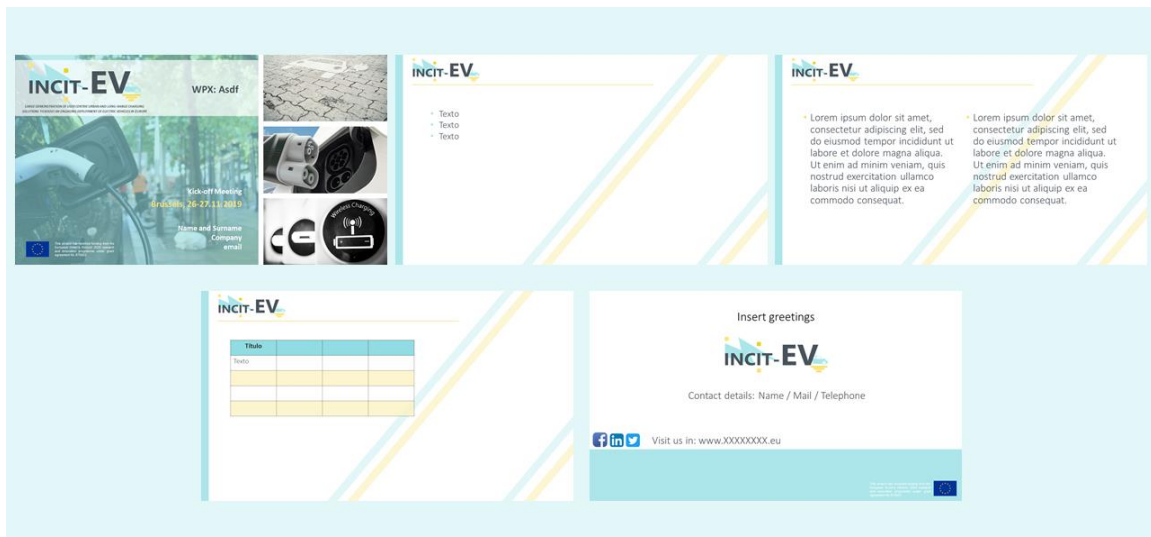
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General Presentation Templates

General presentation of the project and template for presentations within the framework of the INCIT-EV project

Figure 7 – INCIT-EV General Presentation Template



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Office Material

Example of office equipment that could be produced during project implementation if deemed necessary for the project's dissemination activity

Figure 8 – INCIT-EV Office Material

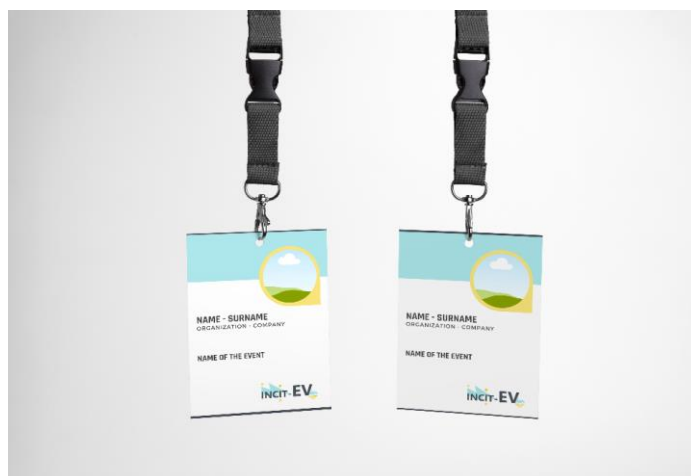


2.2 Events Materials

During the project, an information brochure will be produced to disseminate the objectives and results of the project at events and meetings, as well as a roll-up to decorate stages, stands or any other place where INCIT-EV.

The reproduction of badges has been made as an example of corporate material for events.

Figure 9 – INCIT-EV Events Material



2.3 Merchandising

During the four years of the project different merchandising and image materials will be made. As an example, backpacks, mugs and vehicle advertising have been reproduced. These materials will be defined throughout the project according to the context in which they will be used.

Figure 10 – Merchandising



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3 RULES FOR INCLUDING THE CONSORTIUM LOGOS

Partners' logos should always be included in INCIT-EV's official documents and graphics according to the following rules:

- ✓ **Posters:** must be included at the end of the design.
- ✓ **Brochures or flyers or printed documents:** may be included on the front or back cover, depending on the design
- ✓ **Power Point presentations or similar:** to be included on the first or last slide.
- ✓ **Other documents** which may include, but are not required to include
- ✓ **Official document templates (agenda, minutes, list of attendees, etc):** to include them, a specific cover should be made with the title of the document, in the context in which it is made and the set of logos. It will never go in the footer. The footer is reserved for the Acknowledgment of EU funding and Disclaimer.
- ✓ **Merchandising materials (folders, event materials, objects, etc):** may be included provided that adequate visibility is ensured.
- ✓ **Demonstrators built and presented during the project.**



4 CONCLUSIONS

This deliverable define the style guideline to be used in the material devoleped during the project. It shows among others, the templates, working papers and promotion materials in use of the INCIT-EV project.



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