



## D10.9: First Update of Project Visual Materials

*Date of document – 06/2021 (M18)*

**D10.9:**

Authors: Miguel Zarzuela (CIRCE)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875683. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein



## 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.	D10.9
Dissemination level <sup>1</sup>	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 2021
Actual submission date	28 06 2021

<sup>1</sup> 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)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875683. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein



Document history		
V	Date	Beneficiary partner(s)
1	24/06/2021	First Draft - CIRCE
2	25/06/2021	Quality Revision - RSA
3	28/06/2021	Final Version - CIRCE

## DISCLAIMER OF WARRANTIES

This document has been prepared by INCIT-EV project partners as an account of work carried out within the framework of the EC-GA contract no 875683.

Neither Project Coordinator, nor any signatory party of INCIT-EV Project Consortium Agreement, nor any person acting on behalf of any of them:

- a. makes any warranty or representation whatsoever, express or implied,
  - i. with respect to the use of any information, apparatus, method, process, or similar item disclosed in this document, including merchantability and fitness for a particular purpose, or
  - ii. that such use does not infringe on or interfere with privately owned rights, including any party's intellectual property, or
  - iii. that this document is suitable to any particular user's circumstance; or
- b. assumes responsibility for any damages or other liability whatsoever (including any consequential damages, even if Project Coordinator or any representative of a signatory party of the INCIT-EV Project Consortium Agreement, has been advised of the possibility of such damages) resulting from your selection or use of this document or any information, apparatus, method, process, or similar item disclosed in this document.



## Table of content

<b>0</b>	<b>EXECUTIVE SUMMARY</b>	<b>5</b>
<b>1</b>	<b>VISUAL IDENTITY</b>	<b>6</b>
1.1	LOGOTYPE SIZE	6
1.2	LOGOTYPE COLOUR VERSION	6
1.3	LOGOTYPE BLACK & WHITE (POSITIVE AND NEGATIVE) AND GREYSCALE VERSIONS	7
1.4	FONTS	7
<b>2</b>	<b>BRAND IDENTITY</b>	<b>8</b>
2.1	OFFICIAL TEMPLATES	8
2.2	EVENTS MATERIALS	10
2.3	MERCHANDISING	11
<b>3</b>	<b>RULES FOR INCLUDING THE CONSORTIUM LOGOS</b>	<b>14</b>
<b>4</b>	<b>CONCLUSIONS</b>	<b>15</b>



## 0 EXECUTIVE SUMMARY

This document is the deliverable “D10.9 – First Updated of Project Visual Materials” of the H2020 project INCIT-EV (project reference: 875683).

This manual serves as a living 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 first updated include the visual design of external housing of chargers to be used in the INCIT-EV Use Cases.

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.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875683. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein



# 1 VISUAL IDENTITY

## 1.1 Logotype size

Figure 1 – INCIT-EV Logo size and exclusion zone



2cm

If the logo does not include the caption, it can be included up to a minimum of 2 centimetres wide to ensure its correct display, and the height will be proportional.



5cm

If the logo includes the caption, it can be included up to a minimum of 5 centimetres wide to ensure its correct display, and the height will be proportional.

## 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



RGB: 748391  
CMYK: 81% 69% 58% 15%  
HEX: #4a535b



RGB: 172 230 234  
CMYK: 48% 0% 18% 0%  
HEX: #ace6ea



RGB: 234 210 40  
CMYK: 13% 18% 95% 0%  
HEX: #ead228



RGB: 249 226 125  
CMYK: 4% 15% 64% 0%  
HEX: #f9e27d



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875683. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein



## 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



## 2 BRAND IDENTITY

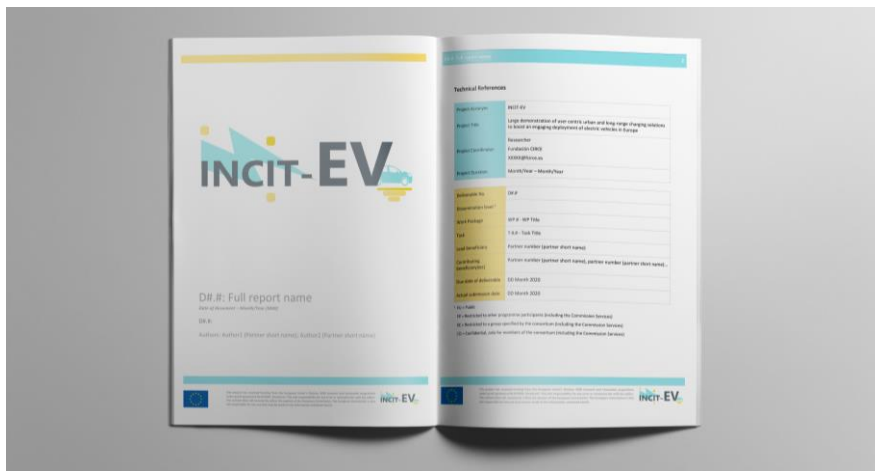
### 2.1 Official templates

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



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875683. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein

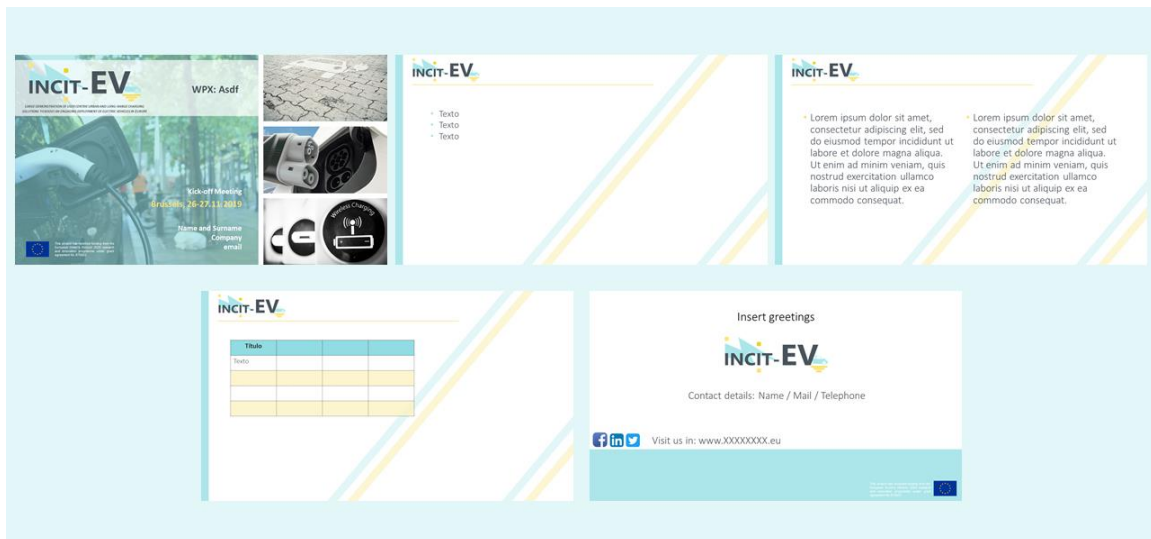




## General Presentation Templates

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

Figure 7 – INCIT-EV General Presentation Template



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875683. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein



## 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

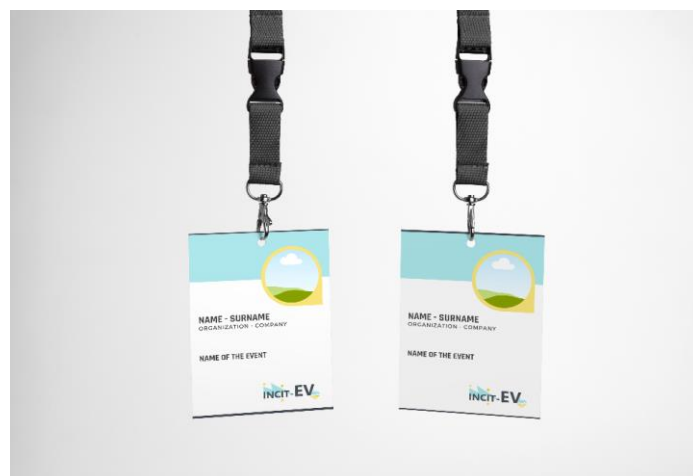


## 2.2 Events Materials

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 Use Case Demonstrators

The INCIT-EV project is large demonstration project with 7 Use Cases around Europe. This deliverable update include visual design of the chargers housing and vehicles to be used in the demonstration phase.

Figure 10 – Demonstrators visual design - Vehicle



Figure 11 – Demonstrators visual design – EV Charger



## 2.4 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 12 – Merchandising





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875683. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein



### 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.



## 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.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875683. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein

