



D7.1 Project Website & Visual Identity

NOVEMBER 2020

FINAL

***Please note this version has not yet been approved
by the European Commission.***



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 893924.

DELIVERABLE 7.1	PROJECT WEBSITE & VISUAL IDENTITY
Related Work Package	WP7 – Communication and Dissemination
Deliverable Lead	REVOLVE
Author(s)	Danielle Kutka, REVOLVE Josh Franklin-Mann, REVOLVE
Contact	media@leap4sme.eu
Grant Agreement Number / Funding body	893924 / Horizon 2020 Research and Innovation Programme
Start date / Project Duration	1 SEP 2020 / 36 months
Type of Deliverable (R, DEM, DEC, Other) ¹	R
Dissemination Level (PU, CO, CI) ²	PU
Date of Last Update	30 November 2020
Project Website	www.leap4sme.eu

REVISION NO	DATE	DESCRIPTION	AUTHOR(S)
0.1	30 NOV 2020	M3 FINAL	REVOLVE

This document reflects only the authors' views. The Executive Agency for Small and Medium-sized Enterprises (EASME) is not responsible for any use that may be made of the information it contains.

¹ R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent filings, videos, etc.; OTHER=other

² PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified



Table of Contents

EXECUTIVE SUMMARY	4
OVERVIEW OF PROJECT	5
Introduction.....	5
Website Objectives.....	6
Visual Identity Objectives	13
ANNEX	15



Executive Summary

The project website and visual identity are two core components to the LEAP4SME project and are the first deliverable as part of WP7.

This document, due in M3, outlines the respective elements of the LEAP4SME website and presents the final project visual identity which serves as the basis for all project communication and dissemination products.

Overview of project

Coordinated by ENEA, LEAP4SME aims to support Member States in establishing or improving effective policies for SMEs to undergo energy audits and implement cost-effective, recommended energy-saving measures by identifying the barriers for unlocking energy efficiency measures, mobilising private stakeholders, and proposing effective solutions to realise both energy and non-energy benefits.

LEAP4SME is a three-year Coordination and Support Action (CSA) whose consortium includes nine European National Energy Agencies and a communication partner to conduct research analysis and stakeholder involvement in nine countries – providing massive potential for energy efficiency in small and medium-sized enterprises (SMEs).

Introduction

The project website is the main communication and dissemination platform for the LEAP4SME project and will house all project information, ongoing activities, deliverables, and key results. It will also connect the target stakeholders to additional LEAP4SME resources including the newsletter and social media channels.

The visual identity specifies the project's branding for the project's duration and determines the elements and appearance of all communication facets that will be produced, including digital and print communication materials and templates.

Though this deliverable is submitted in M3, the LEAP4SME website will be continuously updated throughout the project duration and new sections could be added as needed to highlight the work and results in an effective and user-friendly manner.

The visual identity for LEAP4SME is a final product and outlines the specific visual guidelines for all partners and collaborators to respect the brand integrity of the project throughout its duration.

Website Objectives

The project website is the main communication and dissemination platform to allow stakeholders, policymakers, and media access to the project development and results launched and developed. It will also host all the public dissemination deliverables, promote relevant content (news, editorials, videos, infographics, events, etc.) for the key stakeholder groups, engaging them in the content and objectives of the project. The website will also serve as a content generation tool where partners are welcomed to contribute content and provide feedback on its development to help increase the visibility of the project and maximise its impact.

The key aims of the website are to:

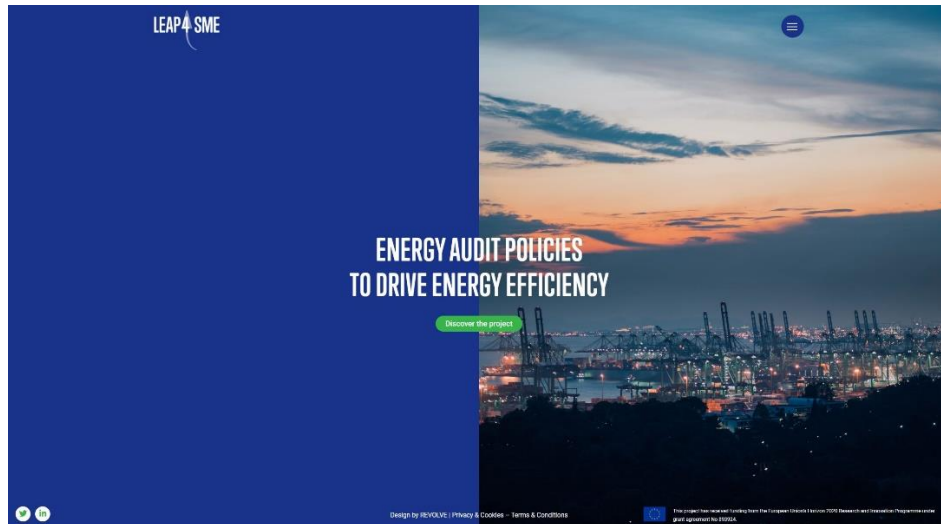
1. **Serve as primary reference point for LEAP4SME:** Explain the project's aims, provide the latest news updates, provide documents for download, and view social media activity related to the project.
2. **To act as a resource hub for research on issues relevant to LEAP4SME:** To provide important updates on policy/research developments that have an impact or are of interest to the project's focus.

Delivered in M3, the LEAP4SME website is hosted at www.leap4sme.eu and contains the following menu and features that are subject to change/adaptation as the project progresses and upon suggestion by the coordinator and partners, and REVOLVE.

1. HOMEPAGE

- a. Project logo / image / tagline + call to action 'Discover the project'
- b. Sliding menu providing opportunity to highlight specific deliverables, reports, tools, or events

Figure 1 LEAP4SME Homepage



2. ABOUT

- a. The Approach | Objectives | The Challenge | The Barriers
- b. Consortium

Figure 2 About page

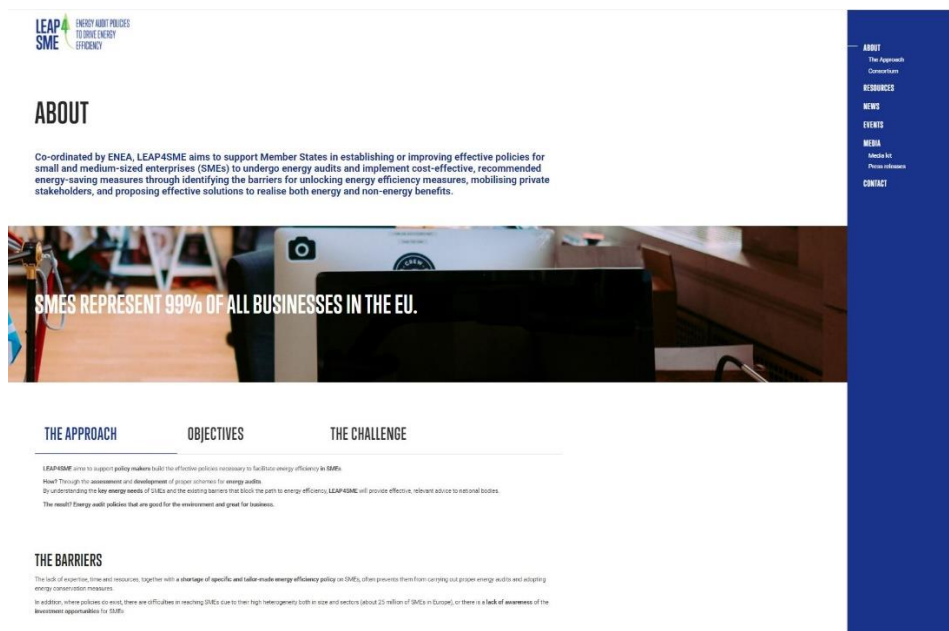
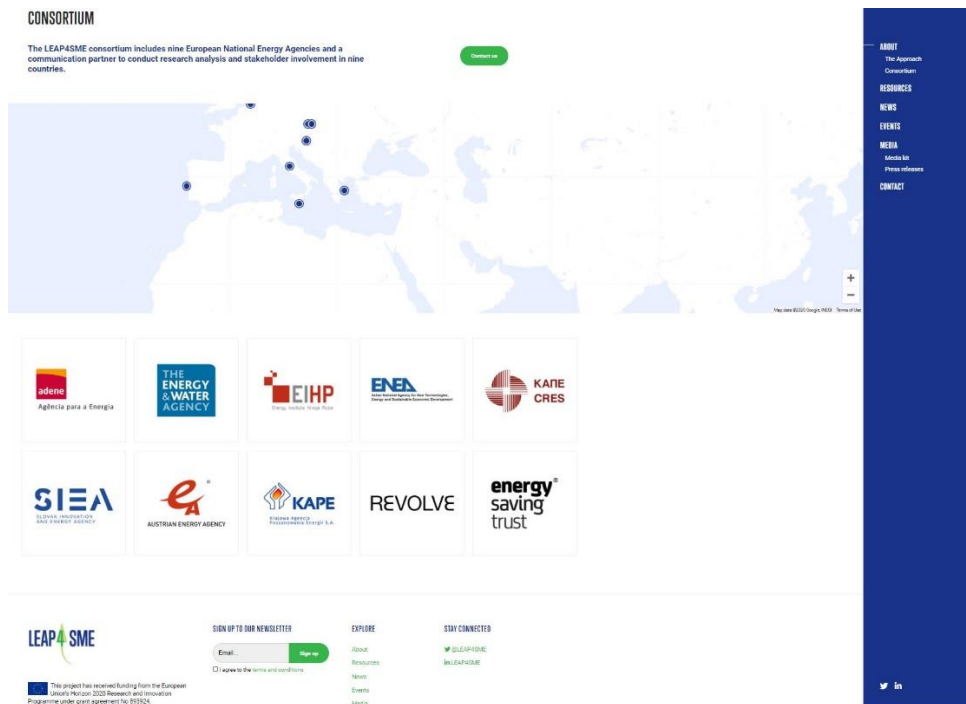


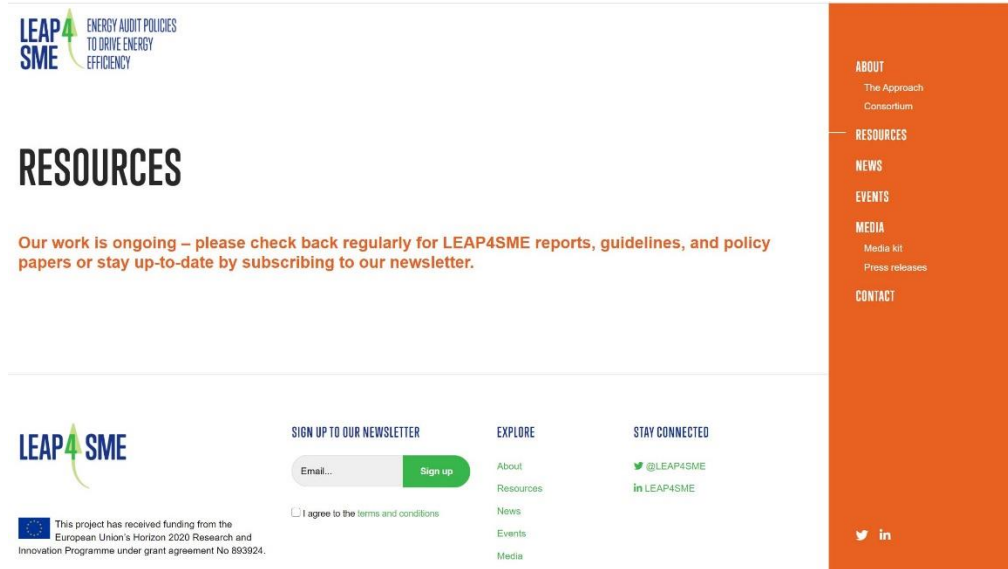
Figure 3 Consortium section



3. RESOURCES

- a. Reports
- b. Policy guidelines + recommendations
- c. Observatories

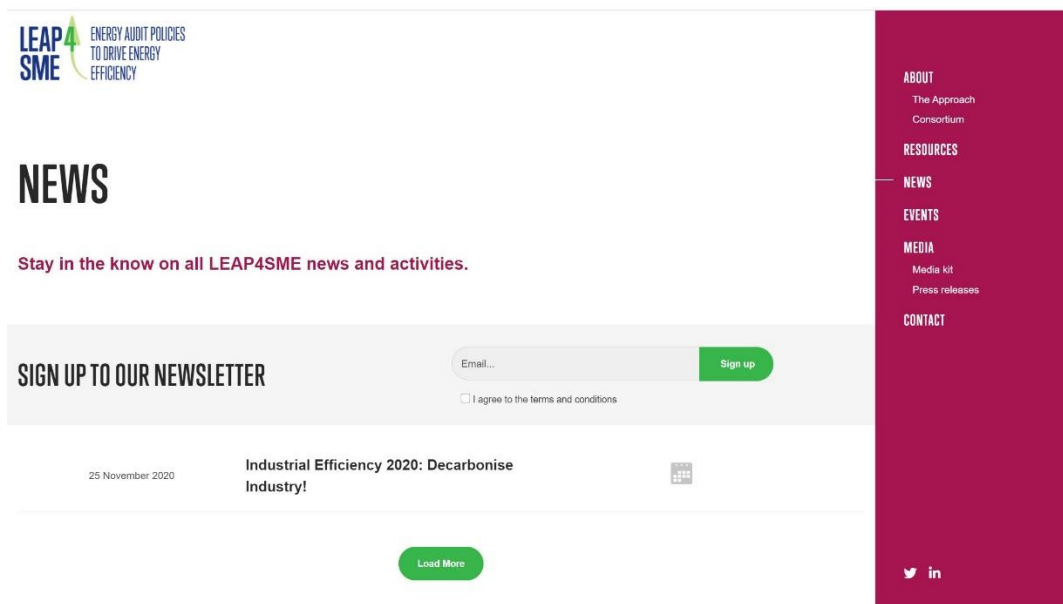
Figure 4 Resources



4. NEWS

- Newsletters
- Event announcements / Press releases

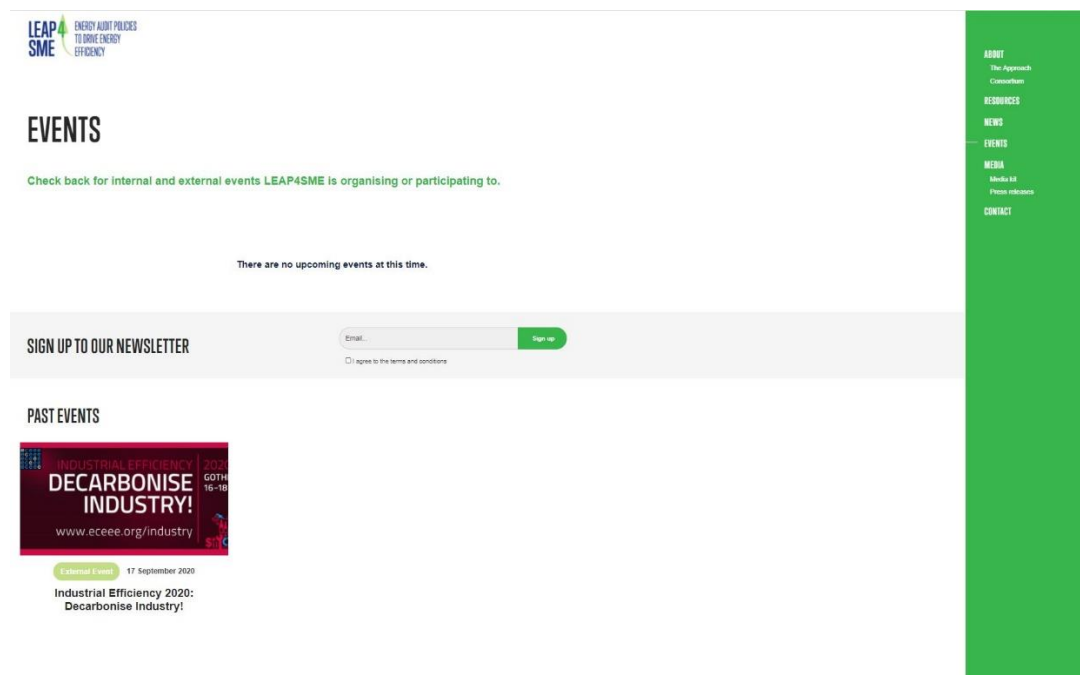
Figure 5 News



5. EVENTS

- a. Internal events
- b. External events

Figure 6 Events



6. MEDIA

- a. Media kit
- b. Press releases

Figure 7 Media section

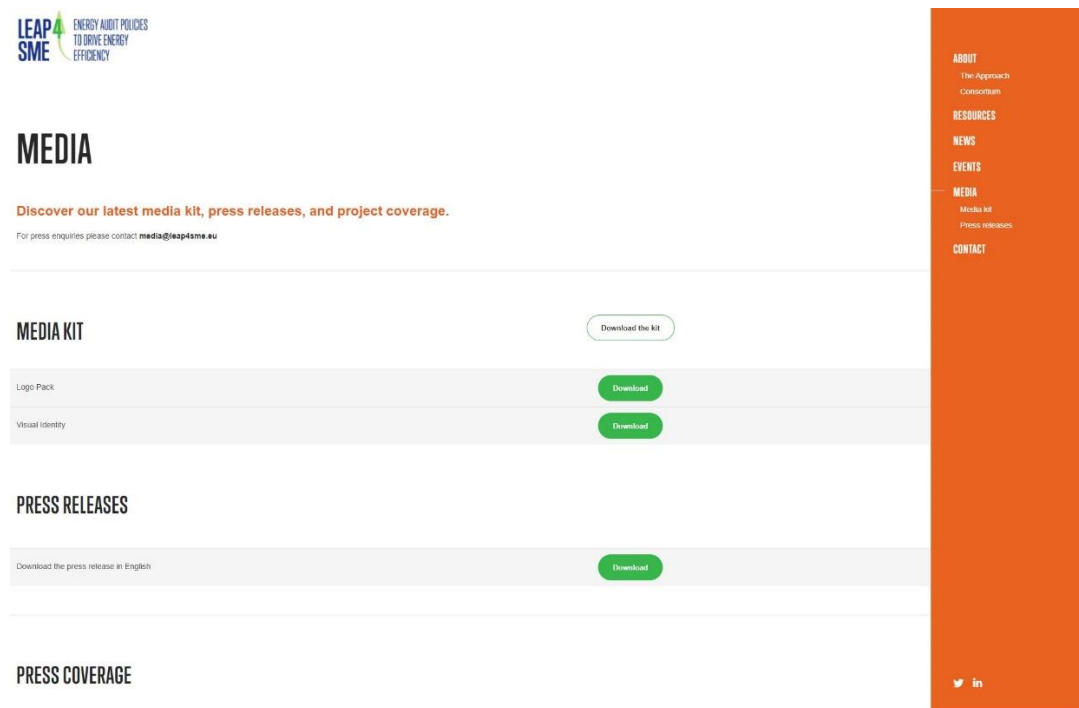
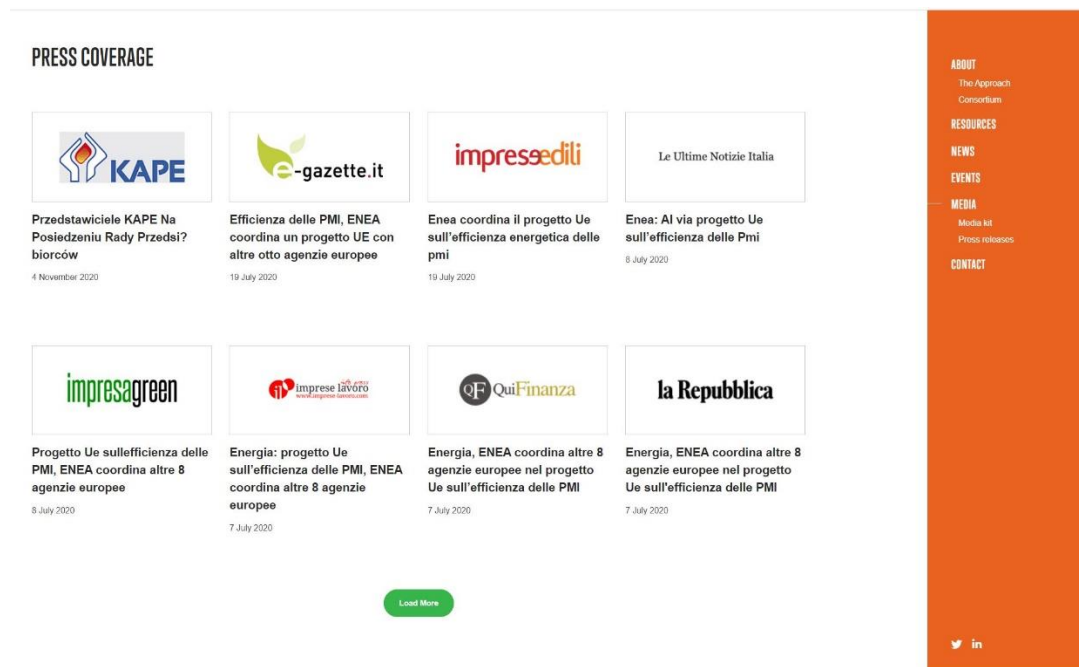


Figure 8 Press coverage



7. CONTACT

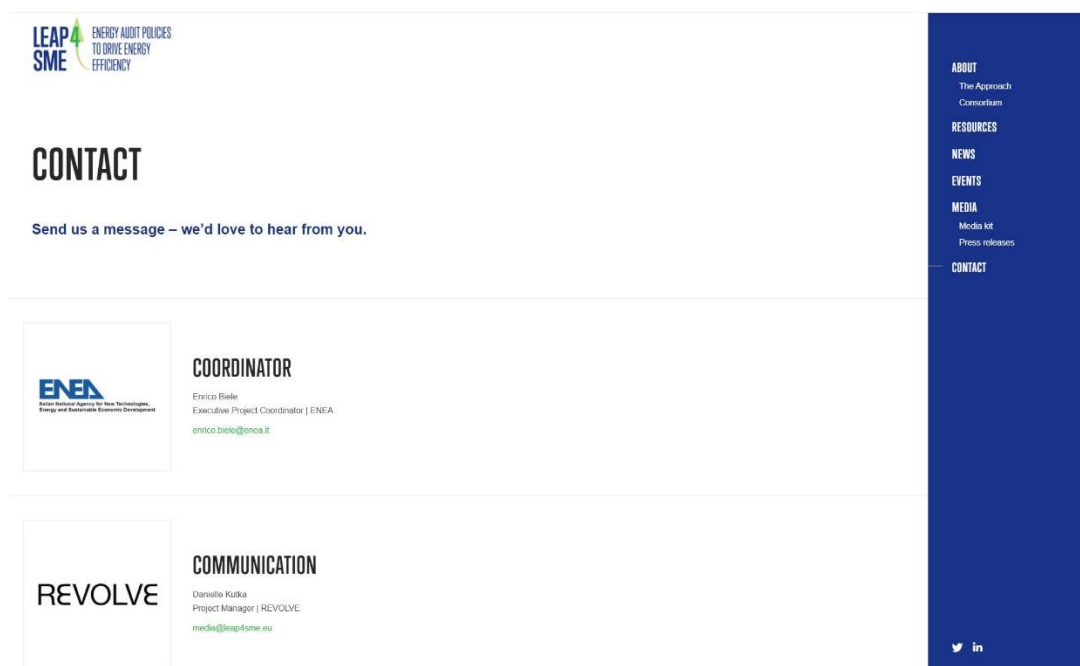
a. Coordinator contact



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 893924.

b. Communication contact

Figure 9 Contact



The website is GDPR-compliant and all visitors and newsletter can read the [privacy policy](#) and terms of use.

The website was presented to ENEA in November 2020 and is continuously updated throughout the project duration and is monitored via Google Analytics.

Visual Identity Objectives

A project brand comprises its different partners, the theme of the project, and the overall culture that the H2020 consortium is communicating which is furthering energy efficiency with respect to SMEs.

The visual identity of the project will differentiate LEAP4SME from other energy efficiency projects, while making it memorable. It comprises the logo, icon, and slogan. The logo will be the visual messenger of the project and will be reflected in all the communication materials:

Table 1: LEAP4SME logo



The icon of the LEAP4SME includes a green vertical arrow; its tapered end indicates it is actively moving upwards.

The arrow thus embodies the 'leap' or drive to support SMEs on their journey to energy efficiency and is also encapsulating the '4' from 'LEAP4SME' is embedded.

The slogan (also known as the tagline) is an actionable statement representing the goal of the project:

Energy Audit Policies to Drive Energy Efficiency

At the request of the project coordinator, a secondary logo was created allowing both the logo and icon as well as the tagline, which is used on the project templates and reports:

Table 2: LEAP4SME logo (with tagline)

The simple logo is utilised on social media platforms and other communication materials as needed.

The core elements and rules of implementing the LEAP4SME Visual Identity, along with the communication templates, are included in the Annex.

Annex

Visual Identity Guidelines

The logo for LEAP 4 SME features the text "LEAP" in a large, bold, blue sans-serif font, with "SME" in a smaller, bold, blue sans-serif font directly below it. To the right of the text is a green graphic element consisting of a stylized number "4" and a curved arrow pointing upwards and to the right.

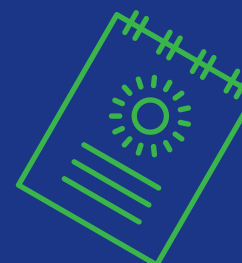
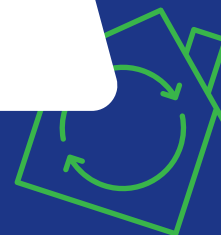
ENERGY AUDIT POLICIES TO DRIVE ENERGY EFFICIENCY

VISUAL IDENTITY GUIDELINES

October 2020



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 893924.



INTRODUCTION

The Leap4SME visual identity plays an essential role in promoting the project; and as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication activity and the use of the same on the subsequent palette of derivatives, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for working with the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a special situation, please contact the Leap4SME Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the Leap4SME Team.

CONTENTS

THE LOGO

1.1	The logo	4
1.2	Logo colour variations	5
1.3	Logo variations on backgrounds	6
1.4	Logo exclusion zone	7
1.5	Logo incorrect uses	8

THE COLOURS

2.1	The main colours	9
2.2	The secondary colours	10

TYPOGRAPHY

3.1	Typography	11
3.2	Use of typography examples	12



This symbol will appear throughout the manual, highlighting important information.

1.1

THE LOGO

Our logo should always be shown as clearly as possible and not be overwhelmed by other visual elements. The logo and its components must never be altered or modified in any way. The logo is most effective when positioned in clear space, which helps to protect its integrity.



STACKED WITH TAGLINE

The full logo of Leap4SME includes the project tagline, this version of the logo is to be used in priority providing the logo is used in a large enough size for the tagline to be easily readable.



STACKED

The logo without tagline (either stacked or in-line) is to be preferred when space does not allow to use the full version, or if the full version of the logo is already present in the document.



The logo should always be used in full. The logo should never be moved or adjusted. Always use approved artwork when reproducing the logo.

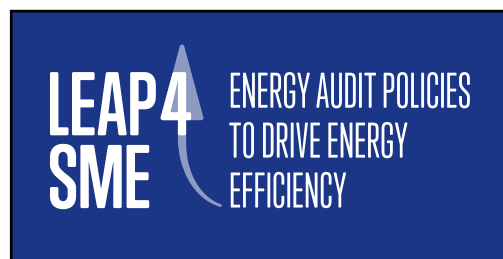
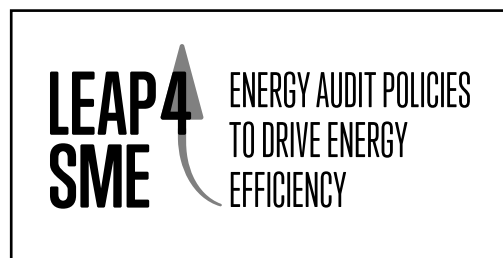
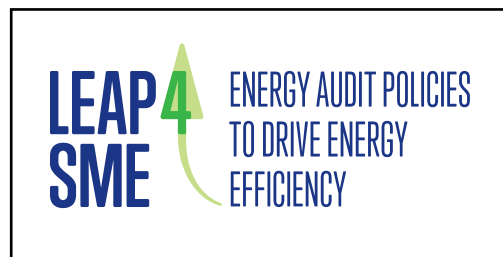


IN-LINE

The logo without tagline (either stacked or in-line) is to be preferred when space does not allow to use the full version, or if the full version of the logo is already present in the document.

1.2

LOGO COLOUR VARIATIONS



FULL COLOUR

The full colour logo is the preferred version of the logo and to be used whenever possible. If this logo is used on a coloured background, make sure that there is enough contrast for the logo to remain clear.

MONOCHROME BLACK

The monochrome black logo is to be used in black and white documents, on light backgrounds.

MONOCHROME WHITE

When placing the logo on a colored background, please use the monochrome white logo to ensure lisibility.



When using a coloured background, it is preferred to choose colours from the brand colour palette.

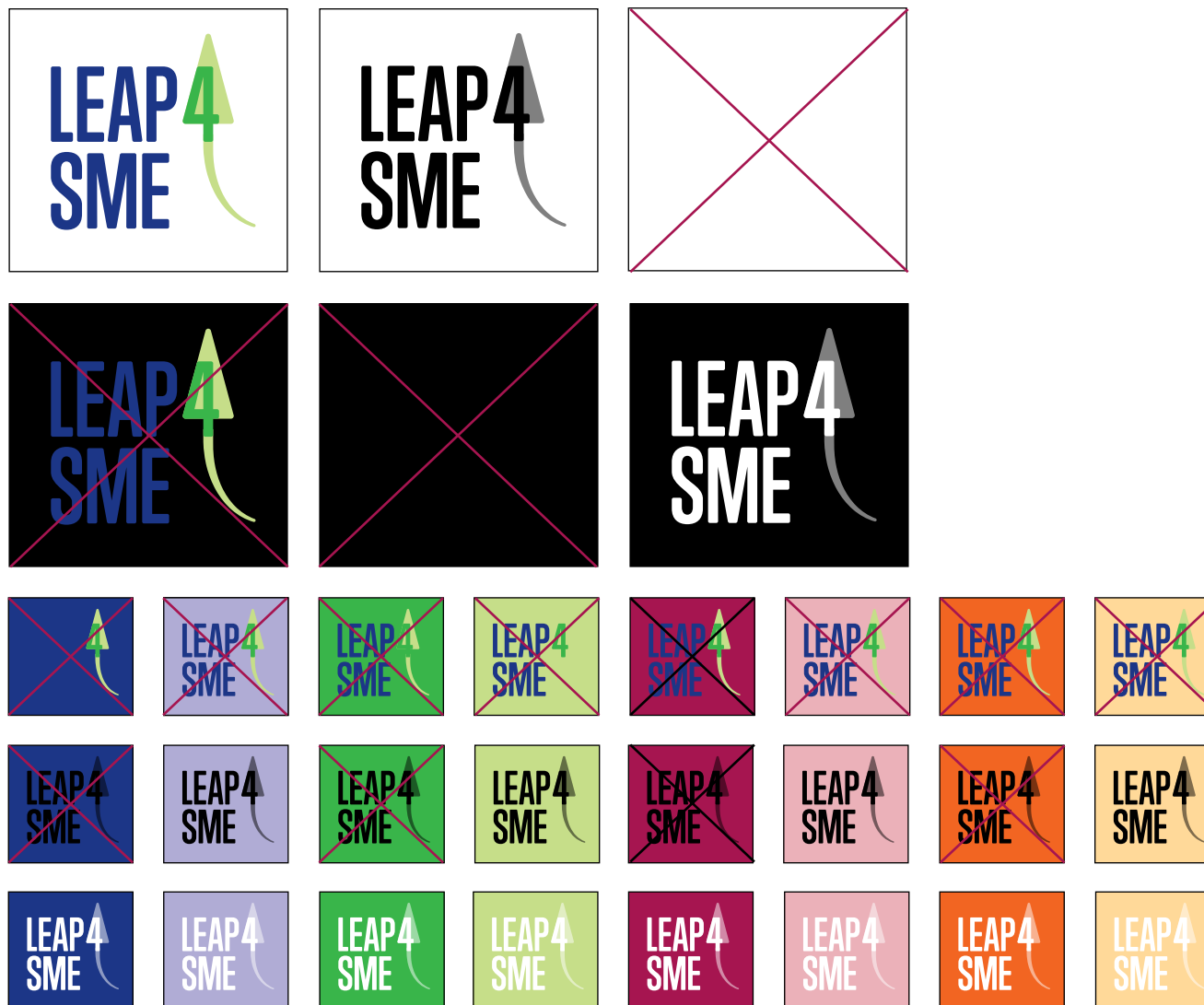
1.3

LOGO COLOUR VARIATIONS ON BACKGROUNDS



The logo may be placed on various backgrounds. The background should always provide contrast for legibility. When using the logo on background subjects such as photographs or illustrations, extra precautions must be taken.

When used on a coloured background, pay special attention at the contrast between the background colour and the green accents in the logo.



1.4

LOGO EXCLUSION ZONE

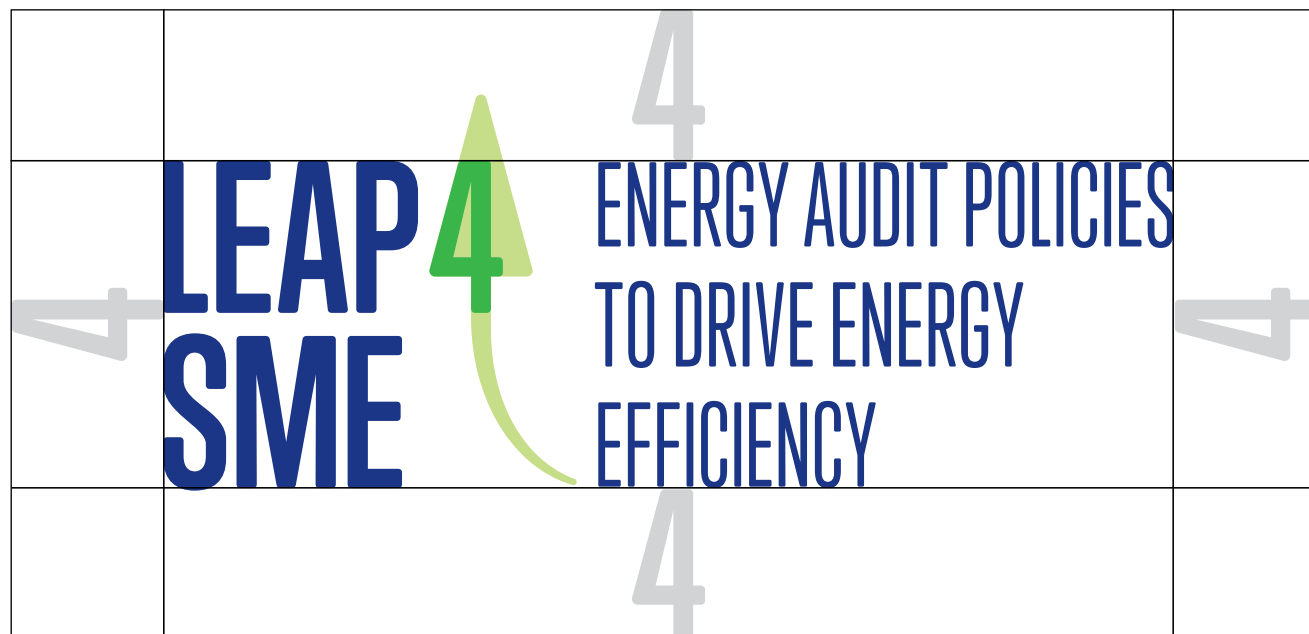
**Minimum space**

The minimum space around the logo should at least be equivalent to the height of the letters - see illustration.

Minimum size

The minimum size is indicated by the height of the logo, and varies whether the tagline is included or not. The logo should never be smaller than the minimum indicated sizes to avoid compromising its legibility.

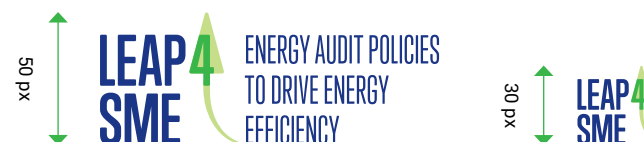
The logo should always be placed in a prominent position, so it appears clear and distinct. There should always be a logo on all brochure covers and advertisements, printed as well as electronic. Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the Leap4SME logo and must not be altered.

**Minimum size - Printing**

The minimum height of the logo for print applications is 15 mm with tagline, 10 mm without.

**Minimum size - Digital media**

The minimum height of the logo for screen use is 50 px with tagline, 30 px without.



1.5

LOGO INCORRECT USES



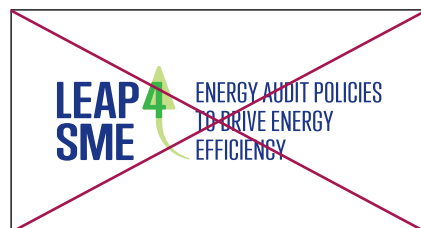
Always use approved artwork. Whenever possible, use the PDF (print) or SVG (web / MS documents) files formats as this will give you the best results.

Do not change the proportion, or the typeface of the logo.

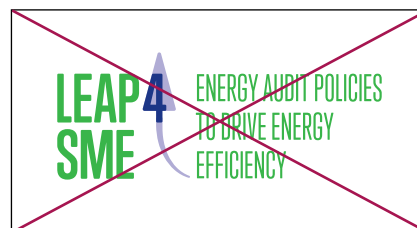
Do not change the color specifications.

PNG format images are designed for on-screen applications and should not be printed.

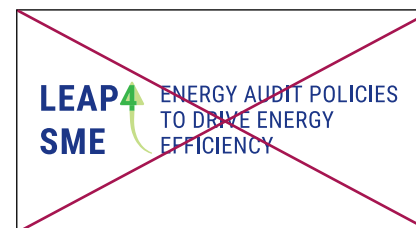
It is of the utmost importance that all the elements of the visual identity are used in accordance with these guidelines. When engaging external parties, great care should be taken to ensure the following: they are familiar with the identity guidelines; they are supplied with the appropriate artwork originals; they understand that no alterations of any kind may be made to the supplied artwork, including creating 'home-made' versions of the logo. For your guidance, some typical examples of incorrect use of the logo are illustrated here. They contain errors in the letterforms, colors and formats.



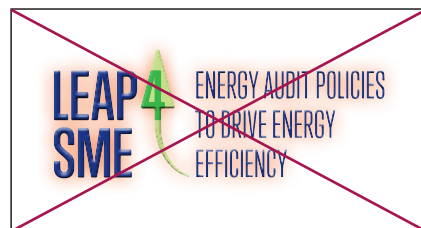
Do not distort the logo.



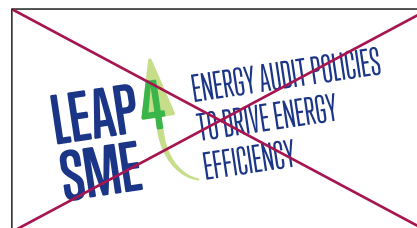
Do not change any of the colors of the logo.



Do not change the typefaces used in the logo.



Do not add any kind of effects to the logo.



Do not change the angle of the logo



Do not change the layout of the logo.

2.1

THE MAIN COLOURS



Backgrounds

To allow the content to stand out, we recommend staying away from detailed backgrounds.

White or black backgrounds are clear canvases against which our lively colours glow and text and imagery stand out. Especially light or dark colours, will provide good contrast as well.

Always avoid overlapping our colours on other background colours.

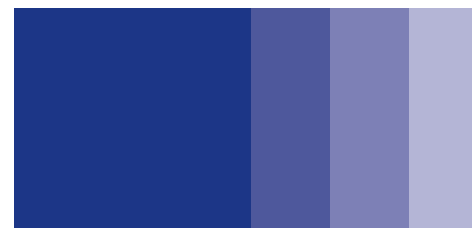
Colours are important to our visual identity and the consistency of their usage with the related themes is essential. The main colors should be used as default colors, for example for texts, backgrounds, boxes. The secondary colors are to be used as accent colors, to highlight or differentiate content.

GREEN



CMYK: **75 0 100 0**
RGB: **57 181 74**
HEX: # **38B449**

NAVY



CMYK: **100 90 0 15**
RGB: **28 54 135**
HEX: # **1C3587**

2.2

SECONDARY COLOURS

Colours are important to our visual identity and the consistency of their usage with the related themes is essential. The main colors should be used as default colors, for example for texts, backgrounds, boxes. The secondary colors are to be used as accent colors, to highlight or differentiate content.

LILAC



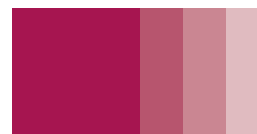
CMYK: 30 30 0 0
RGB: 176 172 213
HEX: # B0ABD5

TEA GREEN



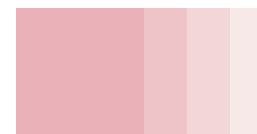
CMYK: 25 0 60 0
RGB: 198 222 137
HEX: # C5DD88

RASPBERRY



CMYK: 20 100 45 20
RGB: 166 21 80
HEX: # A61450

PINK



CMYK: 5 35 15 0
RGB: 235 177 185
HEX: # EAB1B9

ORANGE



CMYK: 0 75 100 0
RGB: 233 98 32
HEX: # E96120

PEACH



CMYK: 0 15 45 0
RGB: 255 217 153
HEX: # FFD998

3.1

TYPOGRAPHY

The typeface Trump soft pro has been chosen as the primary typeface for the most important titles. As this typeface is very condensed, it is not advisable to use it in small font sizes.

For body texts and smaller (sub)titles, the typeface Roboto is to be used.

 **When the recommended typefaces are not available (in emails, or Microsoft Office documents), please use Arial instead.**

**About Trump**

Trump Soft Pro is the softer, round-cornered version of Trump Gothic Pro which was originally designed for a variety of film projects in the late 1990s and early 2000s. It became extremely popular and continues to be used extensively today.

About Roboto

Roboto has a dual nature. The forms are largely geometric, while at the same time, the font features friendly and open curves.

TRUMP SOFT PRO

(Regular) Energy Audit Policies to Drive Energy Efficiency
(Italic) *Energy Audit Policies to Drive Energy Efficiency*
(Medium) Energy Audit Policies to Drive Energy Efficiency
(Medium Italic) *Energy Audit Policies to Drive Energy Efficiency*
(Bold) Energy Audit Policies to Drive Energy Efficiency
(Bold Italic) *Energy Audit Policies to Drive Energy Efficiency*

ROBOTO

(Thin) Energy Audit Policies to Drive Energy Efficiency
(Thin Italic) *Energy Audit Policies to Drive Energy Efficiency*
(Light) Energy Audit Policies to Drive Energy Efficiency
(Light Italic) *Energy Audit Policies to Drive Energy Efficiency*
(Regular) Energy Audit Policies to Drive Energy Efficiency
(Italic) *Energy Audit Policies to Drive Energy Efficiency*
(Medium) Energy Audit Policies to Drive Energy Efficiency
(Medium Italic) *Energy Audit Policies to Drive Energy Efficiency*
(Bold) Energy Audit Policies to Drive Energy Efficiency
(Bold Italic) *Energy Audit Policies to Drive Energy Efficiency*
(Black) Energy Audit Policies to Drive Energy Efficiency
(Black Italic) *Energy Audit Policies to Drive Energy Efficiency*

3.2 USE OF TYPOGRAPHY EXAMPLES



The text styles on the right are merely examples meant to show the typefaces and project colors in application. Other text styles are possible.

ENERGY AUDIT POLICIES TO DRIVE ENERGY EFFICIENCY

Project Background

Co-ordinated by ENEA, LEAP4SME aims to support Member States in establishing or improving effective policies for SMEs to undergo energy audits and implement cost-effective, recommended energy-saving measures through identifying the barriers for unlocking energy efficiency measures, mobilising private stakeholders, and proposing effective solutions to realise both energy and non-energy benefits. The LEAP4SME consortium includes nine European National Energy Agencies and Energy Authorities and a communication partner to conduct research analysis and stakeholder involvement in nine countries.

Mapping the complex context of national and local support to SMEs and understanding the main barriers for unlocking the potential of energy efficiency measures through energy audit recommendations.

Title A :
Trump Soft Pro Bold, short line
spacing, navy colour.
Example: 24pt (24pt)

Title B :
Roboto Bold, standard line spacing.
Example: 15pt (18pt)

Body text :
Roboto Regular, standard line
spacing.
Example: 9,5pt (12pt)

Pullquote :
Trump Soft Medium Italic, large line
spacing, navy colour.
Example: 18pt (24pt)

CONTACT

If you require assistance, additional support materials, or adjustments for a special situation, please contact the Leap4SME Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the Leap4SME Team.

Main Contact

Project Manager – Danielle Kutka
danielle@revolve.media

Additional Contacts

Communications Officer – Josh Franklin-Mann
josh@revolve.media

The logo for REVOLVE, featuring the word "REVOLVE" in white, uppercase, sans-serif font on a black rectangular background.**REVOLVE Brussels**

Renewable Energy House
Rue d'Arlon 63-67
1040 Brussels, Belgium

REVOLVE Barcelona

Apocapoc BCN
Carrer Alaba 100
08018 Barcelona, Spain

REVOLVE Vienna

Gumpendorfer Strasse 16/1
Floor 3 / Door 8
1060 Vienna, Austria

Contact

T. +32 (0)2 318 39 84
E. info@revolve.media
W. www.revolve.media