

r3volution

reuse · resource · recovery

D6.2 Corporate Identity and general Communication Material

r3volution.eu

Funded by the European Union



D6.2 Corporate Identity and general Communication Material

Summary

The R3volution project has developed a graphic identity (Corporate Design) and a set of communication materials to facilitate project communication and display a strong and recognizable brand. The R3volution corporate identity consists of a project logo, a color palette, and fonts, which must be applied according to the Brand Instruction Manual. Templates for different deliverables and materials have also been prepared or are in preparation to ensure coherent communication and outreach. Communication materials, in print or digital format, are or will be designed according to the visual identity to disseminate the project's approach, objectives, and results. This also includes a website, social media channels, brochures, videos, and a set of infographics. All elements mentioned above are described in this deliverable.

Deliverable number	Work Package
D6.2	WP6
Lead beneficiary	Deliverable author(s)
IWW Water Centre	Lisa Zimmermann (IWW)
Quality assurance / reviewers	
CETAQUA ICONIQ	Eric Santos Juan Carlos Trejo Fernández
Planned delivery date	Actual delivery date
30/06/2024	26/06/2024
Dissemination level	<input checked="" type="checkbox"/> PU = Public <input type="checkbox"/> SEN = Sensitive, only for members of the consortium

Table of contents

List of Figures	I
List of Tables	IV
List of Acronyms and Abbreviations	V
Executive Summary	1
1 Corporate Identity	2
1.1 Logo	2
1.2 Fonts	2
1.3 Colour Scheme	3
1.4 Brand Instruction Manual	4
2 Website and Social Media Channels	5
2.1 Project Website	5
2.2 Social Media Channels	5
3 Available Communication Materials	7
3.1 Deliverable and Milestone Template	7
3.2 PowerPoint Presentation Template	8
4. Communication Materials planned	9
5. Acknowledgement of the EU funding	10

List of Figures

Figure 1: The R3volution logo without subline, for any application and sizes	2
Figure 2: The R3volution logo with a small subline for larger materials	2
Figure 3: The R3volution logo with a large subline for smaller materials	2
Figure 4: Practical example of the application of the font Akhand	3
Figure 5: Colours of the R3volution project.....	3
Figure 6: Screenshot of the Brand Instruction Manual.....	4
Figure 7: Screenshot of the website.....	5
Figure 8: Screenshot of the R3volution LinkedIn-Channel	6
Figure 9: Screenshot of the R3volution Twitter-Channel	6
Figure 10: Screenshot of the Deliverable and Milestone template	7
Figure 11: Screenshot of the first page of the PowerPoint presentation template.....	8
Figure 12: The EU flag	10

List of Tables

Table 1: Communication Materials planned	9
--	---

List of Acronyms and Abbreviations

CMYK	Cyan, Magenta, Yellow and Key
D	Deliverable
EU	European Union
PU	Public
RGB	Red, Green and Blue
SEN	Sensitive
X	Twitter

Executive Summary

The R3volution project has developed a graphic identity (Corporate Design) and a set of communication materials to facilitate project communication and display a strong and recognizable brand. The R3volution corporate identity consists of a project logo, a color palette, and fonts, which must be applied according to the Brand Instruction Manual.

Templates for different deliverables and materials have also been prepared or are in preparation to ensure coherent communication and outreach.

Communication materials, in print or digital format, are or will be designed according to the visual identity to disseminate the project's approach, objectives, and results. This also includes a website, social media channels, brochures, videos, and a set of infographics.

All elements mentioned above are described in this deliverable.

1 Corporate Identity

A tool for communication and dissemination is the Corporate Identity. A corporate design has been created for the project to maintain a cohesive image and make it and its outputs readily identifiable.

1.1. Logo

The R3Volution logo has been created as the keystone of the graphic identity. It reflects some key concepts related to the project, such as the keywords "reuse", "resource", and "recovery", displayed by the number 3 and the three waves underneath the number. The keywords "water" and "heat" are shown by the colours used in the graphic. The logo is the basis for all the materials developed within the project. It will be displayed in all materials, such as the website, social media profiles, brochures, conference presentations, publications, videos, templates, etc.



Figure 1: The R3volution Logo without subline, for any application and sizes

Different variants of the logo have been produced for different means of use. The R3volution logo with the small subline is used for larger materials, such as roll-ups, posters, etc.



Figure 2: The R3volution Logo with a small subline for larger materials

The R3volution logo with the large subline is used for smaller materials, such as brochures, leaflets, etc.



Figure 3: The R3volution Logo with a large subline for smaller materials

1.2. Fonts

The general project font used by the partners for all written materials is the common font Arial. This decision is based on the general availability and accessibility of the font Arial for the project partners.

For the logo subline and designed materials, the font Akhand is used.

reuse ▪ resource ▪ recovery

Figure 4: Practical example of the application of the font Akhand

1.3. Colour scheme

The main colours used in the colour scheme of the Corporate Identity are variations of blue. In addition, the colour orange is used. The color palette includes the RGB and CMYK codes of the different colors used in the project's graphic identity.

Colors

Blue 01 | primary

C	85 %	R	26 %
M	50 %	G	112 %
Y	0 %	B	184 %
K	0 %		



Orange | primary

C	70 %	R	234 %
M	15 %	G	89 %
Y	0 %	B	6 %
K	0 %		



Blue 02 | secondary

C	70 %	R	53 %
M	15 %	G	169 %
Y	0 %	B	225 %
K	0 %		



Blue 03 | tertiary

C	100 %	R	43 %
M	95 %	G	44 %
Y	5 %	B	131 %
K	0 %		



Figure 5: Colours of the R3volution project

1.4 Brand Instruction Manual

The Brand Instruction Manual (see Appendix 1) is the guide for the application of the graphic identity of the R3volution project. It includes the logo for different applications and sizes, the typography (fonts), and the corporate colors that are part of the project.



Logo Information

Brand Instruction Manual

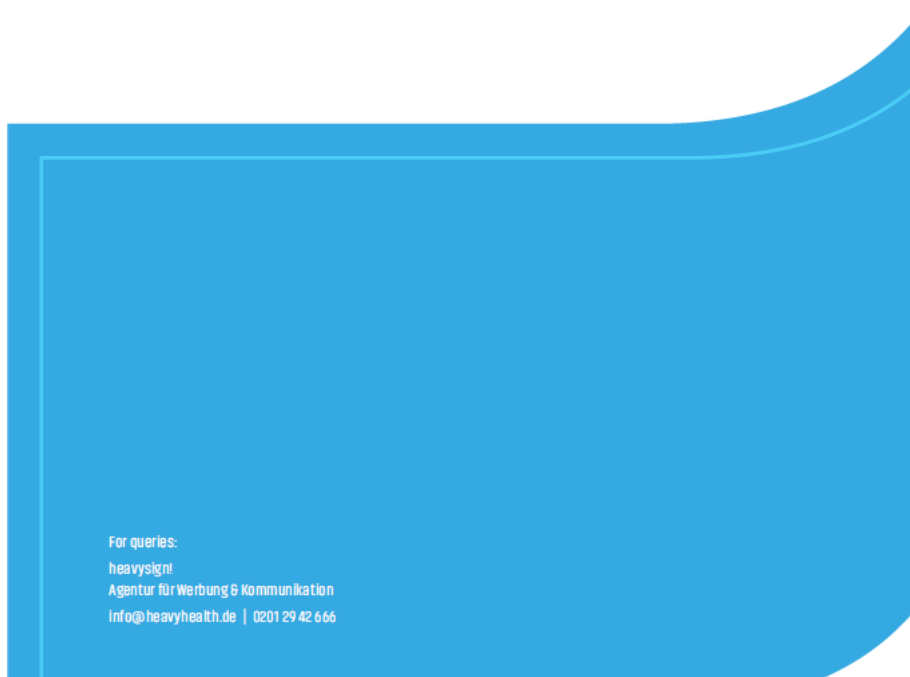


Figure 6: Screenshot of the Brand Instruction Manual

2 Website and Social Media Channels

2.1 Project Website

The public project website (r3volution.eu) is the main outlet and information source for the project. The main objective of the website is to become the central element of the project's online communication. It presents the project, objectives, partners, intended outcomes, and demo cases. The blog (news section) will be continuously updated with project news, such as the most relevant results for a broader audience (top deliverables), reports about key events, interviews with project members, or testimonials from case owners on success stories from R3volution, etc.



**we revolutionize
industrial water
management!**



The EU-funded R3VOLUTION project aims to revolutionize industrial water management in Europe by developing solutions that enable over 90% water reuse across water-intensive industries. At the same time over 45% of effluent solutes are recovered, over 50% of waste heat will be reused, and 100% of hazardous substances will be eliminated.

The solutions include membrane separation processes, advanced materials, tailored membrane-based treatment trains coupled with waste heat, and an AI-based Digital Process Assistant that defines the optimal configuration for different industry cases.

Four physical demo cases from the petrochemical, bio-based chemical, pulp & paper, and steel industries guarantee the transferability of the solutions.

Figure 7: Screenshot of the website

At its launch, the website is made up of four main sections: “home”, “demo cases”, “results” and “news”. There is also a contact section where you can get in touch with the members of the project for enquiries or comments. Partner links are available and the social network channels of the project can be found in the footer, as well as the EU disclaimer.

The first version of the website will grow throughout the project and updated with news, and results as they come.

2.2 Social Media Channels

Online communication is essential today. That is why the R3volution project is present on LinkedIn and X (formerly Twitter). Awareness for the project is raised by using social media channels to reach a wider audience and promote online engagement with interested target groups and potential users of the results generated in the project. Events, publications, outcomes, and project updates (blog entries) are routinely shared.

Our LinkedIn channel: <https://www.linkedin.com/in/r3volution-project-3788b9307>



Figure 8: Screenshot of the R3volution LinkedIn-Channel

Our X (formerly Twitter) channel: @R3VOLUTION_EU



Figure 9: Screenshot of the R3volution Twitter-Channel

3 Available Communication Materials

In addition to the Corporate Identity, the website and the online channels, communication material and templates for internal and external project communication and dissemination (e.g. deliverable and milestone templates, presentations, factsheets, empty Word documents, etc.) are created for project identity and market recognition. The project colours and graphic style are/will be applied to the different project templates to be used by the partners throughout the project's lifetime.

3.1 Deliverable and Milestone template

The Deliverable and Milestone template will be used for all official project results and outcomes (deliverables and milestones).



Figure 10: Screenshots of the Deliverable and Milestone template

3.2 PowerPoint Presentation Template

A PowerPoint presentation template is available for the partners to use to introduce the project and its outcomes to all target groups and audiences of the project (e.g. during conferences or workshops).



Figure 11: Screenshot of the first page of the PowerPoint presentation template

4 Communication Materials planned

The following templates and communication and dissemination materials are in planning or under production. All templates will be available soon while the communication and dissemination materials will be released throughout the project.

Type of material	What	Specification
Template	Beachflag	Template available to be printed by the project partners when needed
Template	Roll-Up	Template available to be printed by the project partners when needed
Template	Poster	Template available to be used and printed by the project partners when needed
Template	Factsheet	Template available to be used by the project partners when needed
Template	Agenda and Minutes	Template available to be used by the project partners when needed
Template	Empty Word Template	Template available to be used by the project partners when needed
Template	Signature list	Template available to be used by the project partners when needed
Communication / Dissemination Material	5 brochures	1 general project brochure, and 1 brochure for each case study
Communication / Dissemination Material	12 infographics	6 simple graphics, 6 more complex graphics throughout the project
Communication / Dissemination Material	At least 3 project videos	1 general project video, and two videos about major outcomes or the case studies

Table 1: Communication materials planned

5 Acknowledgement of the EU funding

Beneficiaries of EU funding must display the EU flag and funding statement ("Funded by the European Union" or "Co-funded by the European Union") in all their communication and dissemination activities and any infrastructure, equipment, vehicles, supplies, or major result results funded by the grant. That also includes internal and external project materials. The EU flag and funding statement must be visible easily to the public and with sufficient prominence. EU funding must moreover be acknowledged in all types of public outputs (including patent applications, EU standardisation of results), media contacts, and other public statements.



Figure 12: The EU flag

Source: https://europa.eu/european-union/about-eu/symbols/flag_en

For dissemination or communication activities the following Disclaimer must be displayed: "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them."

Annex 1: R3volution - Brand Instruction Manual

r3volution

reuse · resource · recovery

r3volution.eu

Funded by the European Union



The logo for 'r3volution' features the word 'revolution' in a blue, sans-serif font. The letter '3' is stylized as a blue number '3' with an orange 'r' integrated into its top curve. The 'r' is also blue, matching the '3'.

reuse · resource · recovery

Logo Information

Brand Instruction Manual

For queries:

heavysign!

Agentur für Werbung & Kommunikation

info@heavysign.de | 020129 42 666

Logo variants

R3volution_Logo

Without subline,
for any applications and sizes.



R3volution_Logo_Sub_big

With subline in full width,
for small application sizes.



R3volution_Logo_Sub_small

With subline in half width,
for big application sizes.



Fonts

Akhand

Logo subline and font in designed media.
In various font styles.

Arial

For diverse templates, in various font styles.

Colors

Blue 01 | primary

C	85 %	R	26 %
M	50 %	G	112 %
Y	0 %	B	184 %
K	0 %		



Orange | primary

C	70 %	R	234 %
M	15 %	G	89 %
Y	0 %	B	6 %
K	0 %		



Blue 02 | secondary

C	70 %	R	53 %
M	15 %	G	169 %
Y	0 %	B	225 %
K	0 %		



Blue 03 | tertiary

C	100 %	R	43 %
M	95 %	G	44 %
Y	5 %	B	131 %
K	0 %		

