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D7.1 Definition of project's visual identity

Task 7.1: Exploitation, Dissemination and Communication Plan

WP7: Communication, Dissemination & Exploitation

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Project Partners



Associated Partners



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Executive Summary

The document defines the main ways and means of visualizing the project. Visual Identity includes (Indicator) logo, templates such as power point presentations, deliverable and reports, list with colour identifications, etc. T7.1

1 Introduction

Deliverable 7.1, "Definition of project's visual identity", establishes the main ways and means of envisioning the project. Visual Identity includes project logo, templates for presentations, deliverables, reports and a list with colour identifications.

2 Visual identity

The visual identity of IBC4EU consists of the project's logo and templates. Versions of the IBC4EU logo web, print and image will be available for the partners on the project intranet.

The logo is to be used in roll-ups, posters, publications, presentations, etc.

2.1 Project Logo and concept

The letters in the logo represent the acronym of the project: IBC4EU (bifacial interdigitated back contact). The word "for" is replaced by the number "4" and the letters "EU" are placed on a graphical element. The font used is Helvetica Neue LT Std 35 Thin and 45 Light.

Figure 1: Project Logo



The graphical element consists of two objects in frontal view which is a play of words on "bifacial" - two faces (bifacial interdigitated back contact (IBC)). The objects are inspired by an IBC solar cell: Two square shapes with rounded edges in tones of blue colour.

The first object in a dark shade of blue is aligned horizontally, while the second object lies slightly twisted like a second layer on top of it in a light shade of blue. Giving the impression of semi-transparency the overlapping part comes in a semi-light blue tone.

Figure 2: Logo elements




Furthermore, the first object stands for the presently existing production technology of IBC solar cells and modules: solid and powerful. The second object with the lighter colour is shifted 45° and stands for future improvement of these technologies: light, cost-effective, eco-design approaches, reduction of CO2 footprint, more sustainable. The shift stands for improvement, progress, dynamics, movement, development.

The logo has a large and small 300dpi cmyk file, plus web .jpg and .png files at high resolution. High resolution files should be used when applied in increased size like very large screens or in print, to avoid loss of quality. The logo is also available in 72dpi.

2.1.1 Logo Colours

The blue color predominates in the logo, the different shades are specified below:

Figure 3: Logo Colours

	cmyk: 70, 15, 0, 0 rgb: 54, 169, 225 #36a9e1
	cmyk: 85, 36, 0, 0 rgb: 0, 131, 199 #0083c7
	cmyk: 85, 50, 0, 0 rgb: 29, 113, 184 #1d71b8

It is suggested to use these colors in all communication materials of the project.

2.2 Project Templates

Together with the use of the logo, the visual identity of the project will be supported by establishing project templates. The IBC4EU project has *.doc and *.ppt templates that will be used for project reports, deliverables, publications, meetings and presentations.

Figure 4: Deliverable Template

This figure displays four pages from a project deliverable report template. The pages are as follows:

- Page 1 (Top Left):** Features the IBC4 EU logo, a funding statement from the European Union's Horizon Europe program, and a section for 'Deliverable x.x and name' and 'Task x.x'. It includes a placeholder for the work package title.
- Page 2 (Top Right):** Contains a 'Document History' table with columns for Date, Version, Prepared by, Organisation, Approved by, and Notes.
- Page 3 (Bottom Left):** Includes 'Acknowledgements' and a 'Disclaimer' section. It also lists 'Project Partners' with logos for various organizations like ISC, PROTECH, FuturaSun, NorSun, tmecc, ENEROVIRA, etc.
- Page 4 (Bottom Right):** Shows a 'Contents' table of contents and a 'Tables' section.

Figure 5: Presentation Template



3 Conclusion

The document establishes the definition of IBC4EU visual identity, which consists of the project logo and templates. All these documents are intended to be used for project communication, publicity and documentation.

They will also be stored on the project intranet and accessible to all partners who have assigned permissions.