



H2020- EEB - 2017 - 2015 - 766464 – SCORES

Self Consumption Of Renewable Energy by hybrid Storage systems



D9.4 Brochure, rollup poster, project presentation design

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1 Background

The SCORES project aim is to develop and demonstrate in the field a building energy system including new compact hybrid storage technologies, that optimizes supply, storage and demand of electricity and heat in residential buildings, increasing self-consumption of local renewable energy in residential buildings at the lowest cost. Combination and optimization of multi-energy generation, storage and consumption of local renewable energy (electricity and heat) brings new sources of flexibility to the grid and gives options for tradability and economic benefits, enabling reliable operation with a positive business case in Europe's building stock. SCORES optimizes self-consumption of renewable energy and defers investments in the energy grid.

This deliverable (D9.4) aims to describe the activities that were carried on during the first six months of the SCORES project in order to prepare and support the project dissemination material and activities.

This document was compiled by FENIX, whereas different partners within the SCORES program have shared their expertise for this document. This document has also been reviewed by the partners within the SCORES program before publication.

2 References

2.1 Applicable Documents

	Document	Reference	Issue
AD-01	SCORES Grant Agreement	No. 766464	
AD-02	SCORES Consortium Agreement	No. 0100308813	

2.2 Reference Documents

	Document	Reference	
RD-01			
RD-02			
RD-03			



3 Terms, definitions and abbreviated terms

RP	Report
WP	Work Package
D	Deliverable
T	Task





4 Executive summary

The Deliverable D9.4 is a public document of the SCORES project, delivered in the context of WP9 Dissemination and exploitation of results, Task 9.1 Dissemination and Communication. The objective of WP9 is to secure the successful dissemination of the SCORES project through the implementation and deployment of an awareness and dissemination plan.

The purpose of this document is to describe the activities that were carried on during the first six months of the SCORES project in order to prepare and support the project dissemination material, in particular including project logo and logo manual, project templates, one page project description, leaflet, poster and project presentation in English. The document describes in detail different types of dissemination materials produced, process and players that have contributed to their preparation and serves as tangible document for delivery of D9.4.





5 Introduction

The objective of WP9 is to secure the successful dissemination through the implementation and deployment of an awareness and dissemination plan to identify and organize the activities to be performed in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the project.

A relevant part of the dissemination activities foreseen in the project depends on the production of high quality dissemination material able to communicate project results and activities to the target audience. For this purpose, a group of initial dissemination tools were developed to support communication and dissemination, in particular:

- Project logo and logo manual
- Project templates
- One page project description
- PowerPoint project presentation
- Project brochure
- Project roll-up poster

This document describes the delivered material that has been produced during the first six months of the SCORES project.



6 Project visual identity

Objectives of the project identity are:

- To develop a design structure that would accommodate standard project identity elements, a variable visual identity in various uses, and be able to convey thematic information when needed.
- To allow an immediate recognition of the SCORES project thanks to standardized communication templates meant for external audiences.
- To develop specific guidelines and structures related to such template such as a definite set of colors and/or typography. These guidelines should be applied to templates that are easy to adapt, to understand and to use by the project partners.

6.1 Project logo

Initial task for the dissemination material design is logo development. The logo has been created in vector resolution at the beginning of the project in order to define a project identity, and clearly identify any kind of internal or public document (deliverables, reports, internal communications, publications, etc.).

The logo represents renewable energy connecting the symbol of sun and electricity together with the initial letter of the SCORES project.



Figure 1 - SCORES logo

The corporate image of SCORES rests upon the use of three colors: black, yellow and light blue. The SCORES logo font used is Bioliquid.

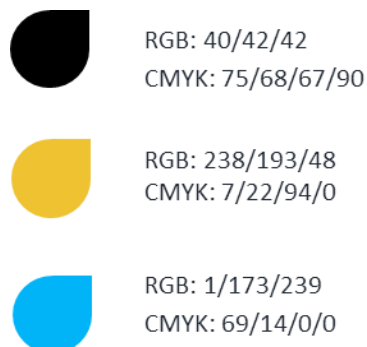


Figure 2 - Palette of logo colors

It is important to follow and respect the project visual identity in order to maximize the impact on the audience. For this reason, a Logo manual has been prepared, outlining the visual identity guidelines (master brand logo, color palette, logo usage, logo clear zone, relation to other logos, typography, file formats, applications and errors to avoid). The SCORES logo manual is available on the project website in section “Documents – Promo material”.



Figure 3 - Logo manual

The Project logo can be used in the following cases:

- in all documents developed under the framework of the SCORES project; in documents to be submitted to the EC (e.g. deliverables);
- in project presentations and in dissemination material to be used for communication and dissemination activities carried out by each project participant under the framework of the project;
- on the SCORES website, and on websites of the project participants with a link to the project website.



6.2 Project templates

Various formats of templates have been prepared (Word and PowerPoint) and developed in order to provide partners with “ready-to-be-used” documents that will comply with the corporate image.

These templates must be used by the partners whenever possible when the SCORES project is presented, for instance for press releases or presentations related to the project during events.

The font which has been selected, to be used for Word documents is Arial and for PowerPoint presentation is Calibri.

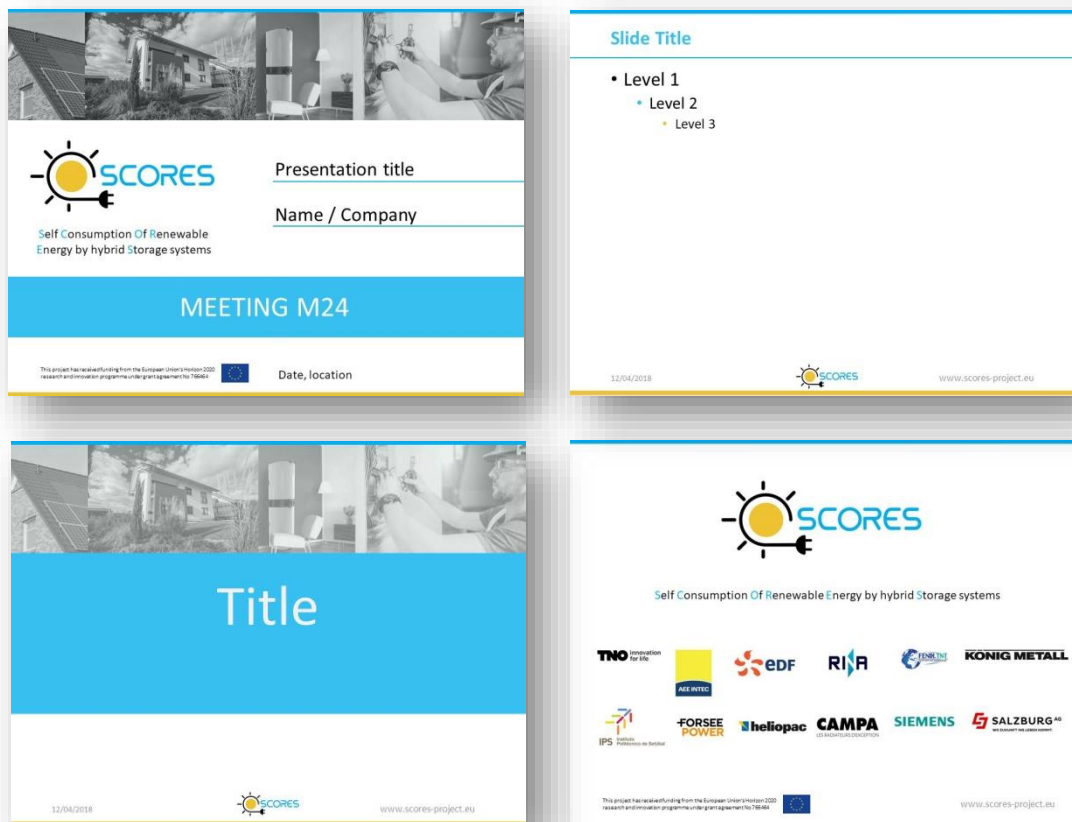


Figure 4 - Template of PowerPoint presentation



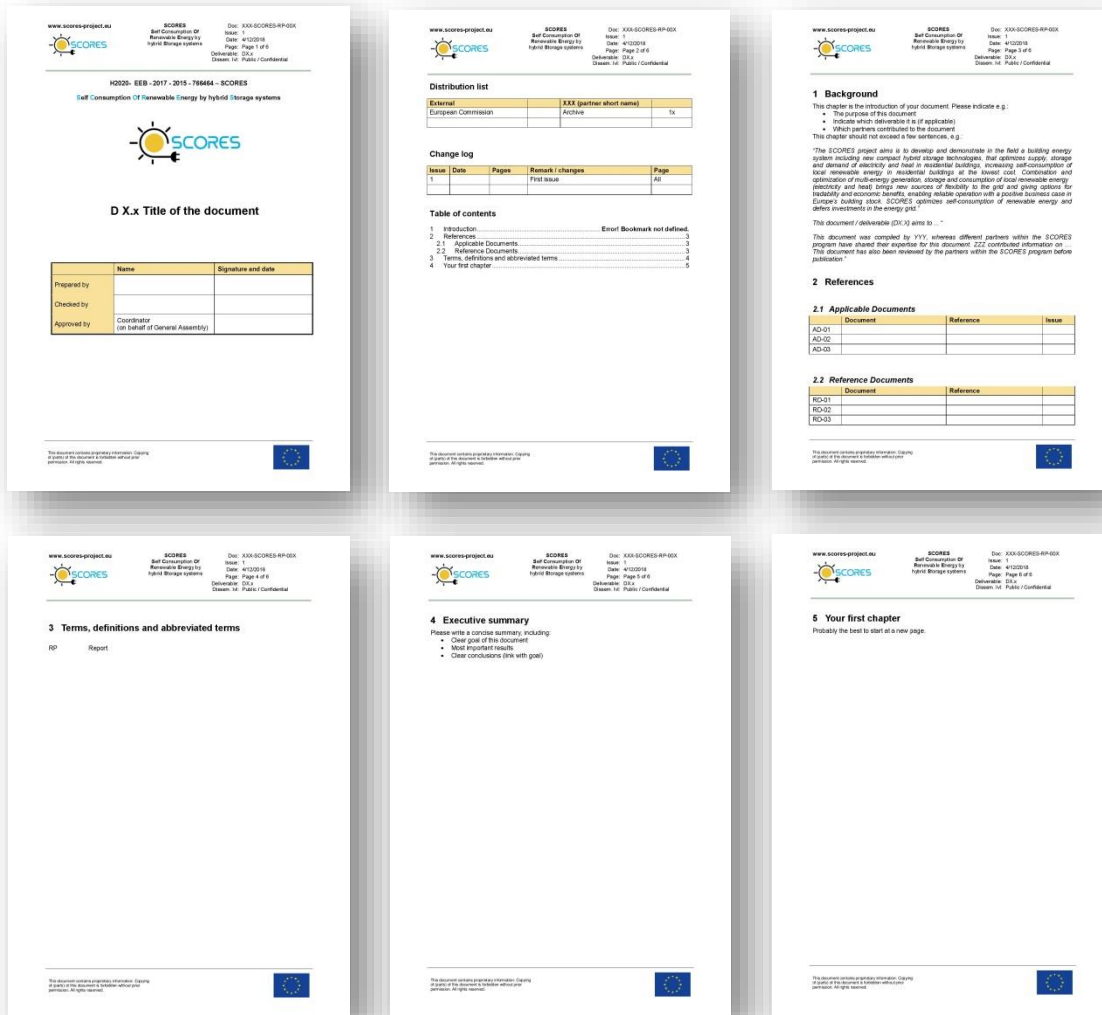


Figure 5 - Template of Word document



7 Dissemination material

For the first six months of the project initial dissemination material has been developed to support communication and dissemination activities of the SCORES project as part of the task T9.1 Dissemination and Communication. The dissemination material was created preferably in English and will be updated every twelve months after the project meetings following the project progression, considering the future translation to partners' mother languages. All dissemination material is available in the SCORES project Sharepoint and project website (www.scores-project.eu).

7.1 One page project description

The two pages project description in the form of a flyer has been designed for the SCORES project by the end of month 3. The leaflet includes general introduction of the project, information about demonstration and social impact, the website and social media links, QR code, partners' logos and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Union and disclaimer excluding Commission responsibility.



Figure 6 - One page project description



7.2 PowerPoint project presentation

The project presentation in PowerPoint has been designed for the SCORES project by the end of month 5 by FENIX. The project presentation includes general information of the project, overall concept, objectives, purpose and goals of the project and information about demonstration. Furthermore, contact information, a website link and QR code, partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Union and disclaimer excluding Commission responsibility.

Figure 7 - PowerPoint project presentation





7.3 Project brochure

FENIX, who is responsible for any dissemination update related to any progress of the project, has designed and prepared the brochure (unfolded format A4, 210x297mm) for the SCORES project by the end of month 4 with a more general overview about the project.

The leaflet is describing the overall concept of the project, project objectives, demonstration information and impact of the project. Furthermore, it gives a website and social media links, QR code, contact information, partners' logos and finally the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Union and disclaimer excluding Commission responsibility.

Following the project evolution, also a scientific brochure is planned to be developed for the specific target audience.



Figure 8 - Project brochure





7.4 Project roll-up poster

The one page roll-up poster (format 85x200cm) has been designed for the SCORES project by the end of month 4 following the leaflet design by FENIX. The roll-up poster includes general introduction of the project, the website and social media links, partners' logos and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Union and disclaimer excluding Commission responsibility.

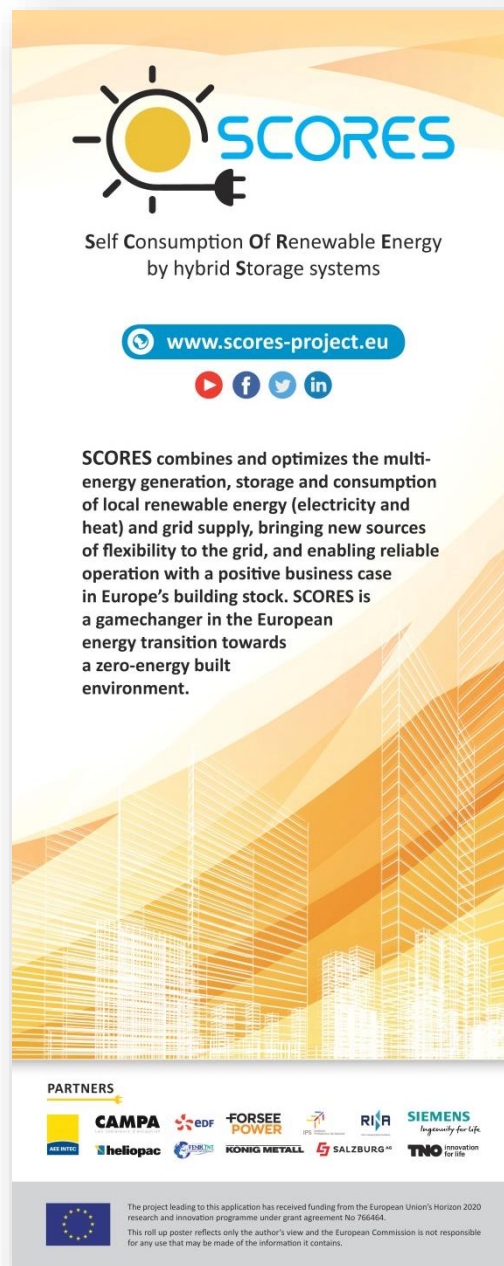


Figure 9 - Project roll-up poster



8 Future work

It is currently foreseen that the following will be carried out in due course:

- ✓ Scientific brochure creation
- ✓ Dissemination material translation to partners' language
- ✓ Continuous update of dissemination material based on the project progress
- ✓ Newsletter design
- ✓ Project promo video creation

The progress and results of these actions will be described in deliverable D9.6.

9 Conclusion

All dissemination material – project description, brochure, poster and project presentation – has been designed and created with the intention of updating them every twelve months following the project progress, and can be found on the project website public section – documents and on the SCORES Sharepoint. A scientific leaflet is planned to be created besides the commercial one for the specific target audience. Dissemination material has been created preferably in English language, considering future translation in the partners' mother language.