



Guide on design WP 7.4

Work Package 7
Robert Barkowski/Norina Keller

Project acronym	EPIC 2020
Project title	Build operational and strategic capacity and know-how to promote the most efficient use of available bioenergy resources, the most efficient conversion technologies and interactions between different biomass supply chains.
Start/End dates of project	01.04.2013 - 31.03.2016
Project website	www.epic2020.eu
Project coordinator	City of Malmö Ellen Corke ellen.corke@malmo.se Tel:+46 (0) 708 75 11 67
Responsible partner Author(s)	HCN - High Competence Network e. V. Poeler Str. 85a 23970 Wismar, Germany i.A. Robert Barkowski Tel: +49 (0)3841460016 Fax.: +49 (0)3841460014 E-Mail: r.barkowski@hcn-group.de
Involved partners	HCN - High Competence Network e. V., Germany Scheller Systemtechnik GmbH, Germany The City of Malmö National Technical University of Athens Linköping University EON Sweden Akarport - Acarnanian Logistics Center S.A AGIRE – Local Energy Agency Provincia di Mantova
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Introduction

This dissemination and transfer plan guides the communication, dissemination and outreach activities of the EPIC 2020 consortium. The main objective of this plan is to present how EPIC 2020 intends to communicate and disseminate the (intermediary) results of the project's activities in order to facilitate take - up and transferability opportunities by other interested parties. It shall be seen as a practical guidance on how to do the project's communications work to most effectively achieve the project's objectives.

The aim of this design guide is to ensure and to create clear and consistent communication for the EPIC 2020 project.

This guide has been designed to establish an identity for EPIC 2020 that will help to ensure that people, who come into contact with EPIC 2020, no matter in what way, immediately understand what the project is about.

Consistent use of the corporate identity will underline the importance of the project and will help to secure a positive attitude towards EPIC 2020.

A simple but effective system of regulations and suggestions will be described in this guide to help the user to create attractive applications and to establish and maintain the recognisability of the EPIC 2020 brand.

The system is based on a series of elements, which will be explained on the following pages.

This project guide on design and all its components will be discussed with all connected stakeholders, namely with the whole consortium and especially those partners, who undertake dissemination and communication activities.

The guide addresses three main target groups:

EPIC 2020 project partners

EPIC 2020 stakeholder

EPIC 2020 multiplier

Therefore the following style elements will be described:

- Logos
- Colour
- Typography
- Guidelines for texts, brochures, flyer etc.
- Layout and design (letterhead, flyer, poster, roll-up)
- EU logos

1 Partner logos:

The aim of the partner logo, brand or image is to get people to recognise your membership and the identity of the project. All partners are encouraged to use their logo in signatures, web site, newsletters and press releases to present a coherent and memorable image of your participation in the EPIC 2020 project.

The range of professions across all participants also helps to underline the interdisciplinary approach of the EPIC 2020 project and highlights the skills of the whole project team.

Therefore, all project members have to provide other EPIC 2020 Participants with proper versions of their current logo in a scalable vector dataset. For this purpose all partners are encouraged to provide their logos as svg-files on the EPIC web-platform to make them available to all participants of the project.

The following list contains the current status of all participants logos as well as their website URL and the corresponding partner nation

	<p>The City of Malmö Country Sweden Website www.malmo.se</p>
	<p>AGIRE – Local Energy Agency Country Italy Website www.agirenet.it</p>
	<p>AKARPORT - Acarnanian Logistics Center S.A Country Greece Website www.akarport.gr</p>
	<p>Province of Mantova Country Italy Website www.provincia.mantova.it</p>
	<p>National Technical University of Athens Country Greece Website www.ntua.gr</p>
	<p>Linköping University Country Sweden Website www.liu.se</p>



EON Sweden
Country Sweden
Website www.eon.se



HCN - High Competence Network e.V.
Country Germany
Website www.hcn-group.de



SST - Scheller Systemtechnik GmbH
Country Germany
Website www.scheller.de

2 EPIC 2020 logo

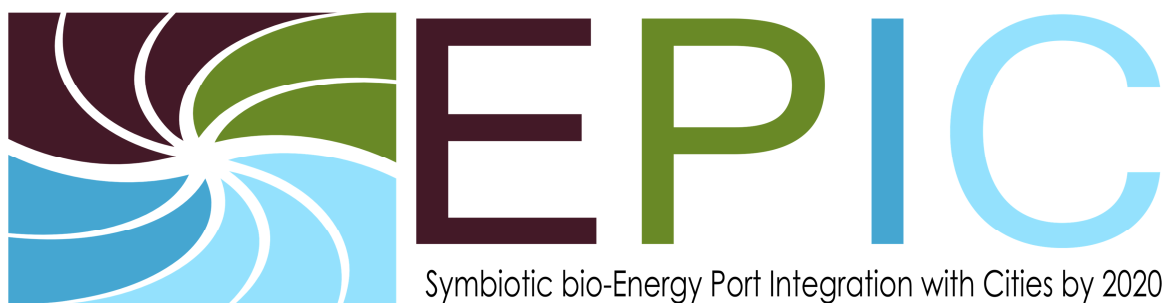
The name and the logo are usually the first points of contact between EPIC 2020 and its target group environment. Having a strong identity is therefore very important. It is essential that the EPIC 2020 project is seen as a project of quality branded with a distinctive and sophisticated logo.

The EPIC 2020 project's logo conveys the essence of the project and reflects the project goals through the use of shape, fonts and colour. The following pages summarize all information to design and intention around the EPIC logo.

The EPIC 2020 logo consists of a vortex of four colours within an irregular rectangle shape and a lettering consisting of a four letter acronym which was formed by the first letters of the term: "Energy Port Integration with Cities". Beneath this acronym an extended version of this term is written out as: "Symbiotic bio-Energy Port Integration with Cities by 2020". Both letterings are set in Arial.

The EPIC Acronym is coloured in the same four colours as the EPIC vortex. All four colours will be described within a upcoming text section.

Preferred EPIC 2020 Logo



The use of the EPIC 2020 logo by other organisations is has to be permitted by partners of the EPIC 2020 project or their authorities. Project partner of the EPIC 2020 are entitled to use the logo.

Preferably, this logo should be placed in the right top corner or the left bottom corner of letterheads, leaflets, brochures and websites.

Other places are permitted only if necessary in the overall design.

When used in combination with other logos, the EPIC 2020 logo should be at least the same size as the other logos.

Project partner can use the official EPIC 2020 letterhead or add the logo to their own letterhead, on leaflets and brochures, and on their websites as a link to the EPIC 2020 site.

In order to make EPIC 2020 a well known brand, other organisations such as Government agencies, marketing organisations, universities etc. are invited to use the logo on as many occasions as possible with the approval of the EPIC 2020 project.

3 EPIC 2020 Colours

Colour is key! To enhance the spread of the EPIC 2020 message, four colours are the basic elements of the EPIC 2020 corporate identity.

Colours are important for the appearance and image of the EPIC 2020 corporate identity and therefore, each provided with a respective message. The following enumeration will describe the meaning of each colour and gives an example.

- The dark brown stands for the biomass with high organic carbon content and the prospected ability to emphasize the industrial symbiotic approach within the EPIC 2020 partner regions.
- The dark Green colour stand for the green of any photosynthetic active plant that contributes to the energy and biomass supply within the EPIC 2020 project.
- Two shades of blue are represent the seas on which coasts all EPIC 2020 partner states are located. The dark blue represents the Baltic Sea while the light blue shade stands for the Mediterranean Sea.

All colours are intended to establish EPIC 2020 as a strong and recognisable brand. The colours should be used as set out in this guide.

The use of all raster tones/ shades of the colours are permitted.

The EPIC colours are:

	brown	green	blue (dark)	blue (light)
CMYK	0, 63, 42, 74	23, 0, 72, 46	67, 21, 0, 18	42, 11, 0, 1
RGB	67, 25, 39	105, 137, 38	69, 166, 209	148, 225, 253



4 Typography

While the EPIC logo is set in Arial the continuous text is supposed to be set in the "Century Gothic" font. The use of this font for all publication activities is required. Century Gothic is a geometric sans-serif typeface designed for Monotype Imaging in 1991 and based on the Century family of type faces by designer Linn Boyd Benton in 1894 which is famous for its remarkable legibility. The Century Gothic face is distinct for its single-storey lowercase a and g.

The complete font family can be used if necessary in the design.

All fonts are available within the standard windows catalogue, but protected by copyrights.

This was an important factor in the selection of the letter font. However, neither the EPIC 2020 project nor the design agency is responsible for any consequences of illegal use.

The following lines shows the Century Gothic font:

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

5 Guidelines for the use of text in brochures, leaflets etc

Reading texts must always be set in the “Century Gothic”, preferably in black (or white on a dark background). The recommended size is 11 points with a line distance of 1, 25. Other font sizes may only be used if necessary in the overall design, down to a minimum size of 7 points and up to a maximum of 11 points, with comparable line distances.

- Accents in text should be set in Century Gothic, and should be the same size as the rest of the text
- Headlines should be set in Franklin Century Gothic (fat), preferably in black or blue (dark) RGB 69, 166, 209 CMYK 67, 21, 0, 18 the recommended size is 16 points
- Subtitles should be set in Century Gothic, preferably in black or blue (dark) RGB 69, 166, 209 CMYK 67, 21, 0, 18 the recommended size is 9 points
- Introductory or preface text should be set in Century Gothic, the recommended size is 10 points
- Photograph subtitles should be set in Century Gothic (cursive), the recommended size is 7 points with a line distance of 10 points.
- Other font sizes (see above) may only be used if necessary in the overall design
- All texts should have standard letter and word spacing
- Lines should align on the left side only

6 Layout and Design

The EPIC 2020 corporate identity is based on soft forms and colours. Layout and design of all items should have the same strength.

For all printed matter the usual A-formats are used, in plain or folded forms. An exception is allowed if an item looks attractive in a square format.

Coloured areas and texts are acceptable in blue dark RGB 69, 166, 209 CMYK 67, 21, 0, 18, or black and white.

No other colours should be added to the design.

Some examples of basic layouts are shown on the following pages.

7 EU Logo

The EPIC 2020 project is partly funded by the European Union fund.
All projects funded by this fund must include the EU logos as shown below.

When used in combination with other logos, the EU logo should be at least the same size as the other logos.

EU Logo



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