



## **Empowering local renewable energy communities for the decarbonisation of the energy systems**

### **D7.2 – Visual identity**

07 June 2023



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<b>Description</b>	The visual identity is made up of the project's logo, graphic elements and templates that are all built up with the same style and colours. It creates a visual atmosphere around the project and allows for any project material to be recognized at one glance.				
<b>Date</b>	<b>Version</b>	<b>Author</b>	<b>Comment</b>		
20/07/2021	V1.0	Floriane Cappelletti (ENC)	Draft version for feedback		
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08/09/2021	V2.0	Floriane Cappelletti (ENC)	Final version of the deliverable for submission (first submitted version)		
07/06/2023	V2.1	CARTIF	Revised version (no changes in contents)		

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## 1/ Introduction

The visual identity is a fundamental part of European projects, since it constitutes their recognizable element, and sets the basis for presenting all the work carried out as part of the project. Thus, a proper definition of a visual identity goes beyond the selection of a name or the design of a symbol, and aims to reach an effective identification of the project. By developing a harmonic, magnetic, homogeneous and normalized visual identity, the project can establish a sound branding. A solid brand has the potential for elevating the project in terms of: increasing the quality and reliability of the contents developed as part of the project, enhancing the credibility of results and actions, promoting the recognition of the project by stakeholders and the general public, and inspiring a sense of belonging to a group with shared values.

For that reason, for the LocalRES project, a charismatic visual identity that reflects the key aspects of the project has been developed, with the two-fold objective of having a high standard of aesthetics and keeping the visuals simple. This visual identity will allow the Consortium to ensure consistency and build a strong LocalRES “brand”, by offering visuals that are recognizable at one glance.

Most of the elements of the visual identity will be made public, on the project website, to allow any third party willing to communicate around LocalRES to have the proper material to do it. Some other elements will be reserved for internal use, such as the template for text processor, e.g. Microsoft Word.

## 2/ Logo

A professional graphic designer developed the logo and the visual identity of the project. Nevertheless, following the participatory approach of LocalRES, it was decided that all project partners should be involved in the design process, by selecting their favourite option amongst three different alternatives through an online poll. The three preliminary options included in the selection process were prepared by the professional graphic designer, and reflected the essence of the project following different graphic approaches, including the central role of citizens and renewable energy, or the European spirit of the project. The proposed alternatives for the logo are shown below:



Figure 1: Preliminary alternative for the logo No. 1



Figure 2: Preliminary alternative for the logo No. 2



Figure 3: Preliminary alternative for the logo No. 3

According to the results of the poll, the alternative number 2 (Figure 2) was selected. Then, Energy Cities, as responsible for the communications, and CARTIF, as project leader, agreed on slight modifications for the logo design, as well as on the guidelines to give to the graphic designer for finalising the visual identity of the project. Eventually, the professional graphic designer provided the final design of the project logo, which is displayed in Figure 4.



Figure 4: Logo of LocalRES

The overall aspect of the logo is clear, easy to remember, with bright and lively colours. The design combines sharp edges and circular shapes, resulting in a visual balance between softness and action.

More specifically, the logo is made up of five key elements described below, which ultimately aim at summarizing the main distinguishing aspects of the project in an original and integrated manner. Despite being meaningful when presented in isolation, their integration in the logo in a compact manner where some of the elements overlap, provides a full representation of the principles of the project.



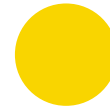


The lightning bolt represents the energy dimension of the LocalRES project. The lightning bolt is also a symbol of power and of an energy that brings balance.



The silhouette symbolises citizen participation, the social dimension of the project: energy communities.

The localisation symbol is well-known, widely used on virtual maps. Here it highlights the local aspect of the LocalRES project.



The yellow circle is made of one of the colours of the EU emblem. It brightens the logo and reminds us of the sun, another source of renewable energy.



The blue circle evokes a leaf. It symbolises nature, the environment, eco-friendly energy systems and sustainability.

Figure 5: Main elements of the logo

Moreover, the logo includes the name of the project on the bottom of the icon, providing graphic stability to the entire composition, and symbolizing that all of the elements represented above the text (e.g. renewable energy, citizen as the centre, the local aspect) are integrated within the project.

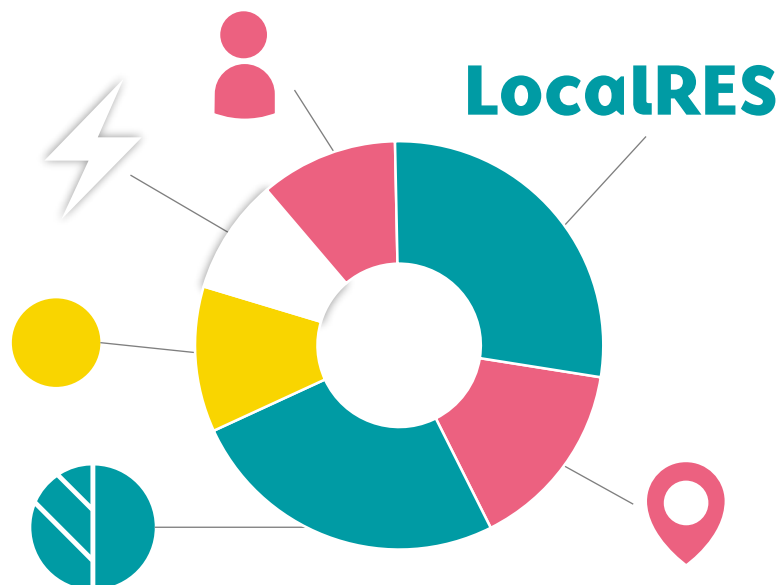


Figure 6: Distribution of the relative area of the logo elements





Figure 6 represents the relative size of each of the elements constituting the logo, including the icons and the text. As can be seen, all elements have a relevant presence in the logo, while the text and the central element (the leaf), with a darker colour, represent a slightly higher portion of the logo, to provide balance and a solid structure.

The position and colours of the different elements completes the composition of the logo. Thus, the darker colour constitutes the basis of the design, while the rest (pink, white, yellow), create contrast and a lively sense. Also, the shades resulting from the contact of the different elements generate new colours, which complement the main ones. The overlapping of the different elements transmits their interconnection, while their irregular position emphasizes the lively aspect, adding a playful touch while keeping the visual balance.

After the definitive design of the logo was completed, the rest of the visual identity was developed by the graphic designer, including other graphic elements and templates. In all cases, the graphic principles contained in the logo, including colours, shapes or formal structure, were considered during the preparation. Additional information on the application of these principles can be found in D7.3, *Graphic guidelines*, including logo variations for specific cases, project colours or font.

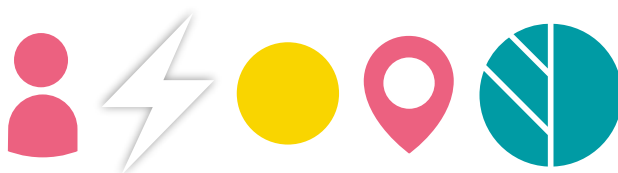
### 3/ Other graphic elements

Additional graphic elements have been also proposed to complement the project logo. These visuals are based on the logo design and its elements, and may be used to illustrate the projects' documents and materials (would they be internal or public), website, social media posts, etc.



#### Elements of the logo – all together

The set of elements of the logo can be used as a stand-alone illustration. By modifying the size, position or visibility (e.g. hiding part of the group out of the visible area), different effects can result. An example of use of this element is the frontpage of the template of the text processor.



#### Elements of the logo – separated

The separated elements can be used to illustrate one specific aspect of the project, or to make customised bullet points, for instance.

#### Corner visuals

These graphic elements are meant to be used to brighten up the corner of a page with the colours of the project, both on text documents, or on slides and social media visuals. Examples of their use can be seen on the template for slides, on next pages.



Figure 7: Corner visuals

## 4/ Templates

### Template for text processors

The LocalRES template for text processors (e.g. Microsoft Word, Apache Open Office Writer) will be used for all deliverables, should they be internal or public. It is a comprehensive template aimed at guiding the creation and edition of text documents using the visual identity and following the graphic guidelines of the project. To that end, the pre-defined colours have been set to match the corporate ones from the LocalRES projects, and several formats for text styles have been created (e.g. titles, subtitles, body text), as well as styles for tables, captions, footnotes, lists, bullet points, etc. Additionally, designs for the frontpage, second page and disclaimer have been specifically developed for deliverables, containing all the required information.

In the future, complementary designs using this generic one as a basis might be created if required for specific documents, such as attendance lists, agendas, audio-meeting minutes or external.

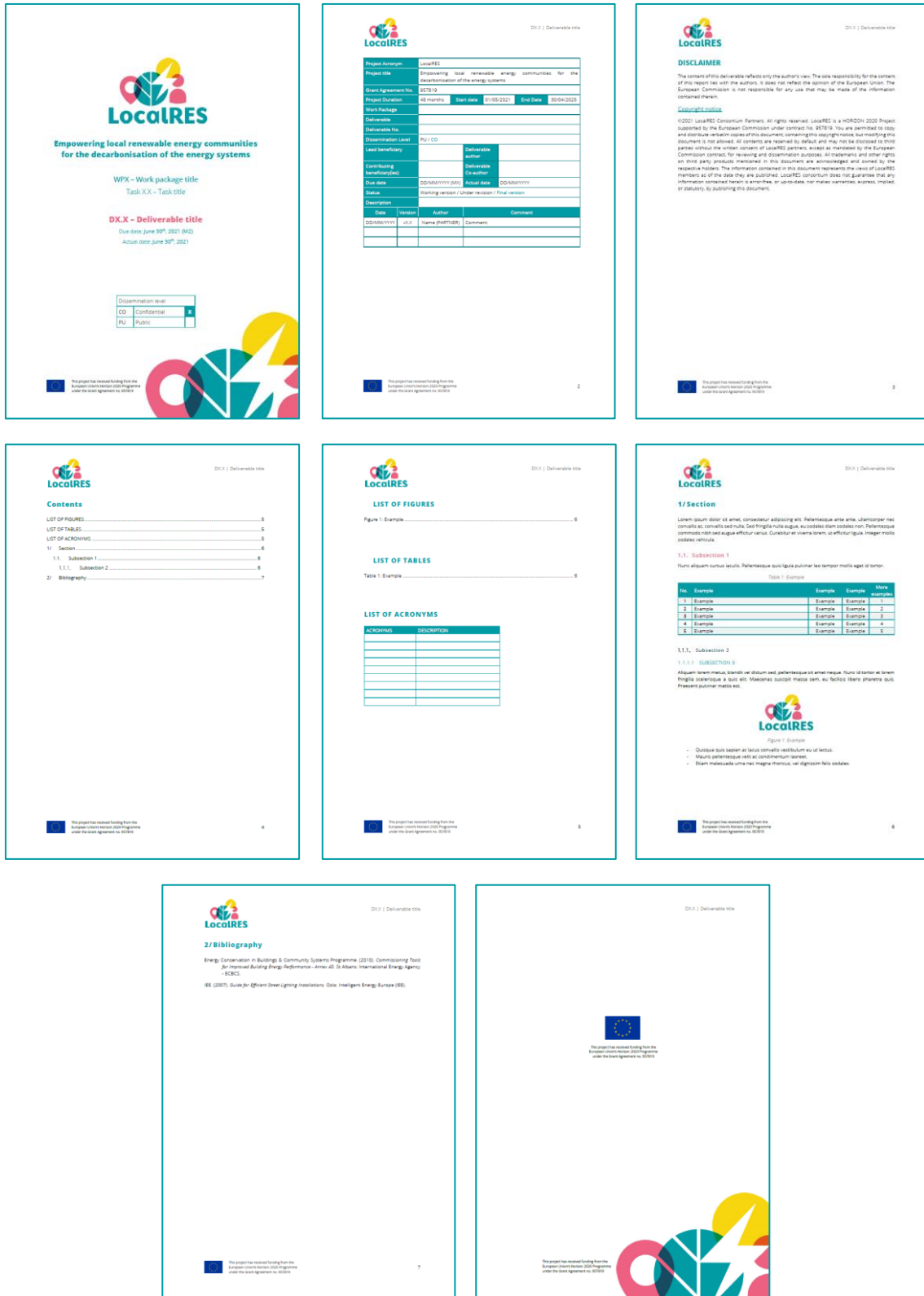


Figure 8: Screenshots of the template for text processors

## Template for slides

The LocalRES template for slides (e.g. PowerPoint, Google slides) displays a very wide range of formats for titles and subtitles, figures, diagrams, quotes... The purpose is to provide the users ready-to-use designs to include all different types of contents, while following the graphic style developed for the project. A set of examples for several kinds of contents are shown below.

This template is aimed to be used both for project's internal purposes and for external presentations.



Figure 9: Examples of pre-defined designs for slides (I)

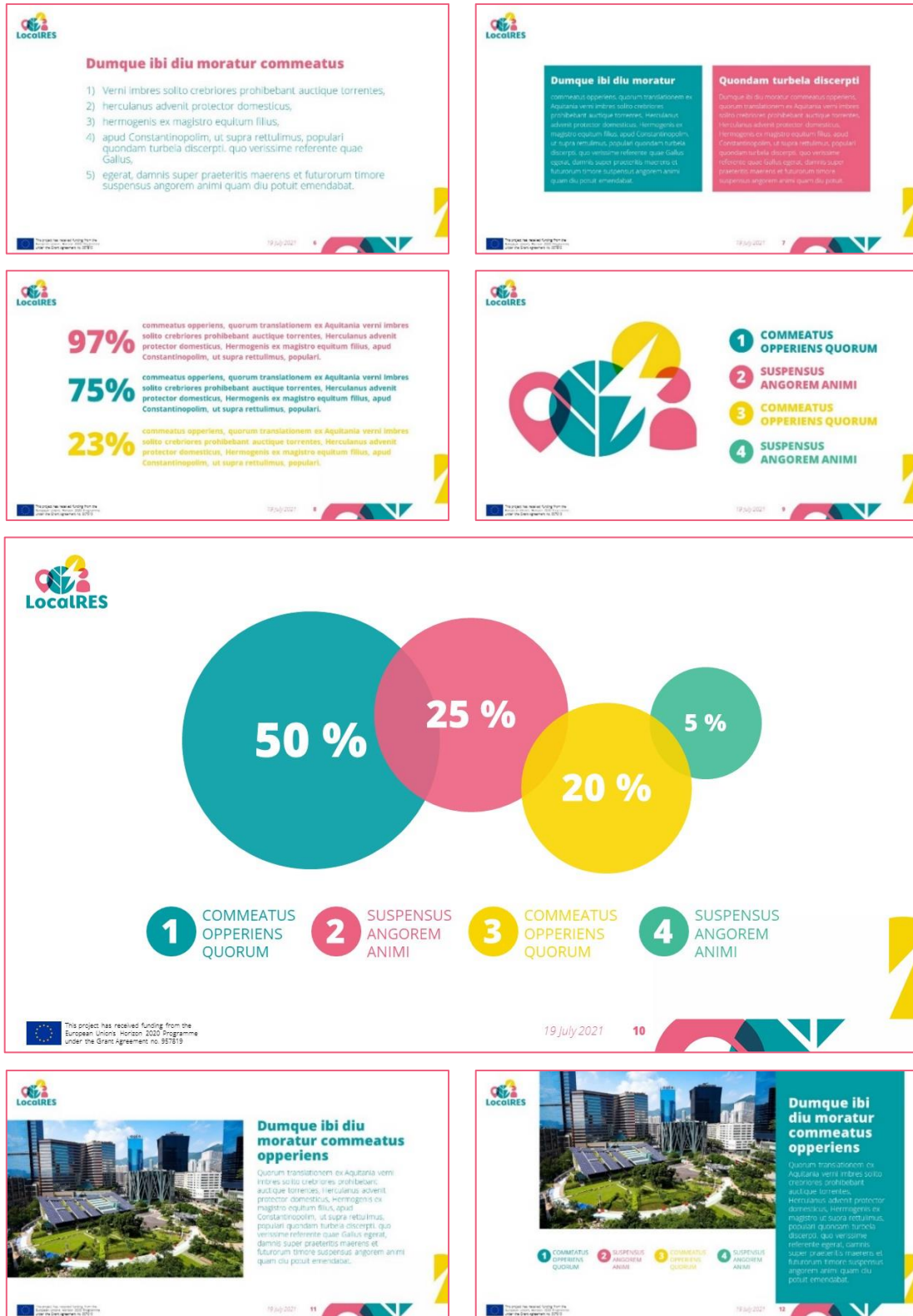


Figure 10: Examples of pre-defined designs for slides (II)



The figure displays ten different slide layouts for a presentation titled 'Moratur Commeatus'. Each slide includes the LocalRES logo and a European Union funding notice. The slides feature various data visualizations and text arrangements:

- Slide 13:** Two columns of text with a cityscape image on the left.
- Slide 14:** A large yellow background with a cityscape image and a title.
- Slide 15:** A pie chart titled 'PROJECTS' with four categories and a corresponding text block.
- Slide 16:** A bar chart titled 'TITLE' with four categories and a legend.
- Slide 17:** A line chart titled 'TITLE' with four categories and four data series.
- Slide 18:** A horizontal timeline with four years (2001, 2008, 2017, 2020) and four numbered steps.

At the bottom of the grid is a large slide with the text 'Thank you for your attention! Questions?' and the LocalRES logo and contact information.

Figure 11: Examples of pre-defined designs for slides (III)

## Templates for social media visuals

The LocalRES template for social media visuals will allow to keep consistency when promoting the project's activities and results on social media. These templates are meant to be used by the partners of the Consortium to share contents generated in the scope of the project . A wide range of formats have been foreseen, allowing us to share illustrations, quotes, key figures, graphs... Below, some examples are also included.



Figure 12: Examples from the template for social media visuals (I)



Figure 13: Examples from the template for social media visuals (II)

## 5/ How to use this visual identity?

This document presents the main elements that make up the visual identity of the project, including the logo and other graphic elements, and basic templates to be used in communication actions, both internal and external. To explain how to use this visual identity, a set of graphic guidelines have been developed, which constitute deliverable D7.3. These graphic guidelines will be made available on the website for anyone willing to use the LocalRES logo and visual materials.





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