



prometeo
GREEN HYDROGEN FROM SUNSHINE

Hydrogen **PRO**duction by **ME**ans
of solar heat and power in high
TEmperature Solid **O**xide Electrolysers

D8.1

Visual identity and project website

Author: Chiara PELLEGRINI (Fondazione Bruno Kessler)



The project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under Grant Agreement n° 101007194. The JU receives support from the European Union's Horizon 2020 research and innovation programme, Hydrogen Europe and Hydrogen Europe Research.



FUEL CELLS AND HYDROGEN
JOINT UNDERTAKING

TECHNICAL REFERENCES

Project Acronym	PROMETEO
Project Title	Hydrogen PROduction by MEans of solar heat and power in high TEMperature Solid Oxide Electrolysers
Type	Research and Innovation Action (RIA)
Call Identifier	H2020-JTI-FCH-2020-1
Topic	Highly efficient hydrogen production using solid oxide electrolysis integrated with renewable heat and power (FCH-02-2-2020)
Project Coordinator	Alberto Giaconia (ENEA)
Project Duration	January 1, 2021 - June 30, 2024 (42 Months)
Deliverable No.	D8.1
Dissemination Level	PU
Work Package	WP8 – Dissemination of results
Task	T8.1 – Project identity
Lead beneficiary	FBK
Contributing beneficiary(ies)	ENEA
Due date of deliverable	30 June 2021
Actual submission date	30 December 2021

VERSIONS

Revision Version	Date	Changes	Changes made by Partner
1.0	22 December 2021	First release	C. Pellegrini (FBK)
2.0	29 December 2021	Second release	C. Pellegrini (FBK)

TABLE OF CONTENT

Technical References.....	2
Versions.....	3
Table of Content	4
List of Figures.....	5
Executive Summary	7
Abbreviations and definitions	8
1. Introduction	9
2. Visual identity	10
2.1 Logo.....	10
2.2 Template	15
3. Communication materials.....	17
3.1 Postcard	17
3.2 Gif	19
3.3 Library	20
3.4 Roll-up.....	20
4. Project Website.....	22
5. Conclusions	25

LIST OF FIGURES

Figure 1 - Design thinking methodology used for designing the PROMETEO's visual identity.....	10
Figure 2 - Key Concepts of the PROMETEO Project.....	11
Figure 3 - Key concepts merged.....	11
Figure 4 - Symbol of the PROMETEO's Logo.....	12
Figure 5 - PROMETEO's Logo coloured shape.....	12
Figure 6 - PROMETEO's Colour Palette.....	13
Figure 7 - Brainstormed Ideas for PROMETEO's Payoff.....	13
Figure 8 - PROMETEO's Payoff.....	14
Figure 9 - PROMETEO's Font.....	14
Figure 10 - PROMETEO's Logo.....	15
Figure 11 - PROMETEO's Template for Deliverables.....	15
Figure 12 - PROMETEO's Template for Presentations.....	16
Figure 13 - PROMETEO's Template for Other Documents.....	16
Figure 14 - PROMETEO's Postcard, printable version.....	18
Figure 15 - PROMETEO's Postcard, digital version.....	18
Figure 16 - PROMETEO's animated GIF.....	19
Figure 17 - PROMETEO's Library.....	20
Figure 18 - PROMETEO's Roll-up.....	21
Figure 19 - PROMETEO's Website Menu.....	22
Figure 20 - Prometeo's Homepage.....	23





EXECUTIVE SUMMARY

This deliverable describes the work performed in PROMETEO by the WP8 team to design the project visual identity of the project, the communication materials and the website that will be used for the dissemination and communication activities of the project. The visual identity and the communication materials will be the building blocks of the present and future dissemination and communication (D&C) activities, characterizing the project as a distinguishable brand. The website will be the main communication channel of the project and it will be periodically updated with new contents, updates and results.

ABBREVIATIONS AND DEFINITIONS

Abbreviation	Definition
D&C	Dissemination and Communication
FCH JU	Fuel Cells and Hydrogen Joint Undertaking
GA	Grant Agreement
KPI	Key Performance Indicator
WP	Work Package



1. Introduction

This document presents the visual identity, the website and the communication materials developed at the beginning of PROMETEO to support the dissemination and communication (D&C) of the project. The visual identity and the logo aim to characterize PROMETEO as a distinguishable brand. The graphics and visual elements are the building blocks of present and future D&C materials to be produced by the Consortium during the project. The website is the main communication channel of the project and it will be used to share information, results and knowledge developed in PROMETEO. The website has been developed to optimize users' experience and use-friendliness in navigating and searching for content on the project. The website is the key platform in PROMETEO for sharing open-source publications, public deliverables, conference proceedings and presentations that will be published by the partners.

The visual identity and the website are functional to the D&C strategy that will be detailed in Deliverable D8.2 "Dissemination and Communication Plan" scheduled by January 2022 (project month 13). The ambition of the D&C strategy will be to maximize the dissemination and communication potential of the project PROMETEO. The main stakeholder groups will be identified and targeted with customized D&C activities to raise awareness and promote engagement in the project activities.

The document is structured in three main sections. The first section describes the development of the visual identity and the conceptualization of the pay-off, done in collaboration with a subcontractor. The second section presents the structure and the functionalities of the website. The final section shows the graphics and gallery of pictures made available to the Consortium partners for producing customized D&C materials for conferences, workshops and other events. The conclusion summarized the work done for the visual identity and the website, and it anticipates the next steps for producing the communication toolkit that is expected by project month 20 (August 2022).

2. Visual identity

The visual identity plays a significant role in the way a project presents itself to internal and external stakeholders. Usually, a visual identity captures and expresses the values and ambitions of the project, the core activities, and its characteristics. It includes the sign and the aesthetic aspects capable of distinguishing a project from another. These aspects comprise a logo, imagery, typography, colours, and creative design that characterize a project as a distinguishable brand.

The visual identity of the project PROMETEO has been developed in collaboration with the subcontractor “[Evoq](#)”. The subcontractor helped the WP8 team and the coordinator in extracting the core concepts of the project, the main symbols and the key messages to convey through the visual identity. The “design thinking” methodology was used to understand the project (empathize), to analyze the information gathered and synthesize the core features of PROMETEO (define), to generate alternative ideas to visually present the project (ideate), to identify the best possible idea for representing the project (prototype) and to test its effectiveness in conveying the key concepts and messages (test). The team went through the five stages iteratively to consider the alternative ideas and select the most effective identity for the project PROMETEO.



Figure 1 - Design thinking methodology used for designing the PROMETEO's visual identity.

© Teo Yu Siang and Interaction Design Foundation, CC BY-NC-SA 3.0

2.1 Logo

The logo is a unique graphic symbol that embeds the main concepts and meanings of the project. It is easy to reproduce and to remember as it is the distinguishable element of a brand. The creation of the project started with the identification of the basic, core concepts. The project PROMETEO aims to design, construct and test an innovative system for green hydrogen production using solar energy. It combines solar electricity from photovoltaic panels and solar heat generated from a concentrated solar system to power a Solid Oxide Electrolyser for green hydrogen production. The novelty is represented by a thermal management system

capable of solar heat storage and heat management independently from the intermittency of solar power supply. From this description, two key concepts of PROMETEO have been identified, summarized and drawn: the Sun and the Green Hydrogen (Figure 2).

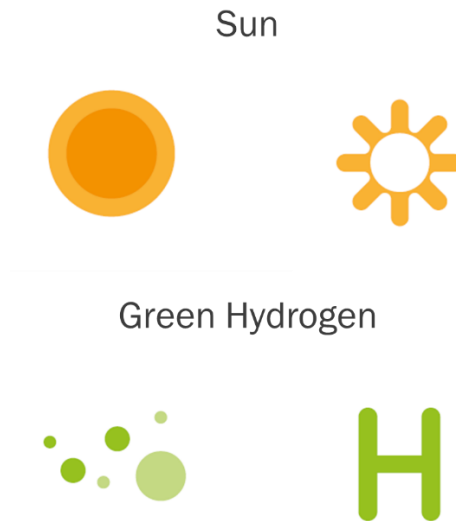


Figure 2 - Key Concepts of the PROMETEO Project.

The two graphical concepts were merged (Figure 3) to find the most suitable and effective symbol for representing the PROMETEO project.



Figure 3 - Key concepts merged.

The combination of the two key concepts resulted in the repetition of the “H” symbol in a circular way so as to generate the shape of a sun. The resulting symbol of the logo is represented in Figure 4.



Figure 4 - Symbol of the PROMETEO's Logo.

Besides the shape, colours are another distinguishing feature of a brand identity. In order to select the colour palette, PROMETEO partners decided to highlight the “green” hydrogen concept and the “yellow” sun power. “Green” was also considered an important colour for communicating the ambition of the project to address the clean energy transition and to facilitate the integration of renewable sources in the European energy system. Furthermore, colours were used to convey the transformation from “yellow” solar power to the “green hydrogen” passing through the electrolysis process. The result of these choices is shown in Figure 5.



Figure 5 - PROMETEO's Logo coloured shape

Three main colours depict the PROMETEO's shape: 1) the acid yellow/green on the upper left side of the shape represents the solar power; 2) the aqua blue colour in the middle represents the transformation of solar power by means of electrolysis; 3) the fresh green colour on the bottom right side of the shape represents the produced green hydrogen. In addition to the three main colours of the logo, the colour pallet was complemented by additional colours that define the final palette of PROMETEO's visual identity (Figure 6).

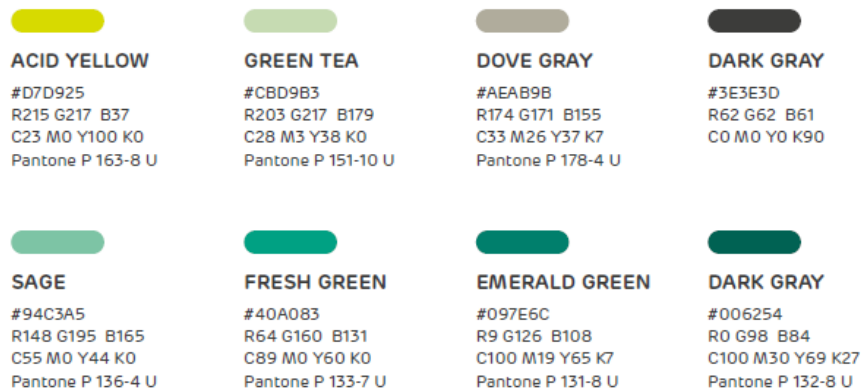


Figure 6 - PROMETEO's Colour Palette.

The other characterizing element of a logo is the payoff. The payoff is defined as a short and striking phrase used to better define the logo. It has the attributes of being memorable, very concise and appealing to the audience. Project partners brainstormed several options in order to identify the most effective and communicative payoff. Options included phrases such as “power green hydrogen from sunshine”, “sun to renewable hydrogen”, “hydrogen from the sun”. The brainstorming resulted in 13 options that were voted by project partners to select the final pay off (Figure 7).

- 1) Sunshine to green hydrogen
- 2) Power green hydrogen from the sun
- 3) Sun to renewable hydrogen
- 4) Powering green hydrogen
- 5) Hydrogen from the sun
- 6) Renewable hydrogen from solar energy
- 7) Solar power to green hydrogen
- 8) Solar power to hydrogen
- 9) Hydrogen from solar power
- 10) Solar power to renewable hydrogen
- 11) Solar energy to hydrogen
- 12) Sun power to hydrogen
- 13) Sunsh2ine green

Figure 7 - Brainstormed Ideas for PROMETEO's Payoff.



The results of the poll identified the option “Green Hydrogen from Sunshine” as the one most capable of conveying the meaning and ambition of PROMETEO in a memorable and appealing way (Figure 8). The sentence “Green hydrogen” describes the “what” of the project, i.e. the target and final result. The sentence “from Sunshine” summarizes the “how”, i.e. the way in which green hydrogen will be produced. We used the term “sunshine” rather than “solar power” or “solar energy” since the former term has been judged as more appealing, distinguishable and remarkable than the latter two.

Green Hydrogen from Sunshine

What?

How?

Figure 8 - PROMETEO's Payoff.

After having selected the shape, colours and payoff, the final element to conclude the logo is the font. The font has to be minimal, clear and easy to be used in both Microsoft and iOS. The font selected for PROMETEO is “Google Font Rubick” which corresponds to the Franklin Gothic Book in Microsoft. The font can be downloaded at <https://fonts.google.com/specimen/Rubik> as shown in Figure 9.

FONT

Google Font Rubick styles Extra light / Light / Regular / Medium / SemiBold / Bold
Download <https://fonts.google.com/specimen/Rubik>

RUBICK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 () , . - + ; : _ *

Figure 9 - PROMETEO's Font.

PROMETEO's logo resulted from the combination of shape, colour, payoff and font as represented in Figure 10.



Figure 10 - PROMETEO's Logo.

The final logo will be used for all the communication and dissemination material of PROMETEO.

2.2 Template

The visual identity of PROMETEO has been used to design the template for deliverables (Figure 11), presentations (Figure 12) and other documents (Figure 13). The templates add the FCH JU's acknowledgment sentence alongside the FCH JU logo and the European flag, as indicated in the [FCH JU guidelines](#) and in Art. 38 and Art. 29.4 of the Grant Agreement (GA). The templates are important elements of the visual identity since they help to characterize the project PROMETEO and system as a brand in all publications and in external D&C activities. Templates have been made available to project partners through the project repository (www.eneabox.enea.it).

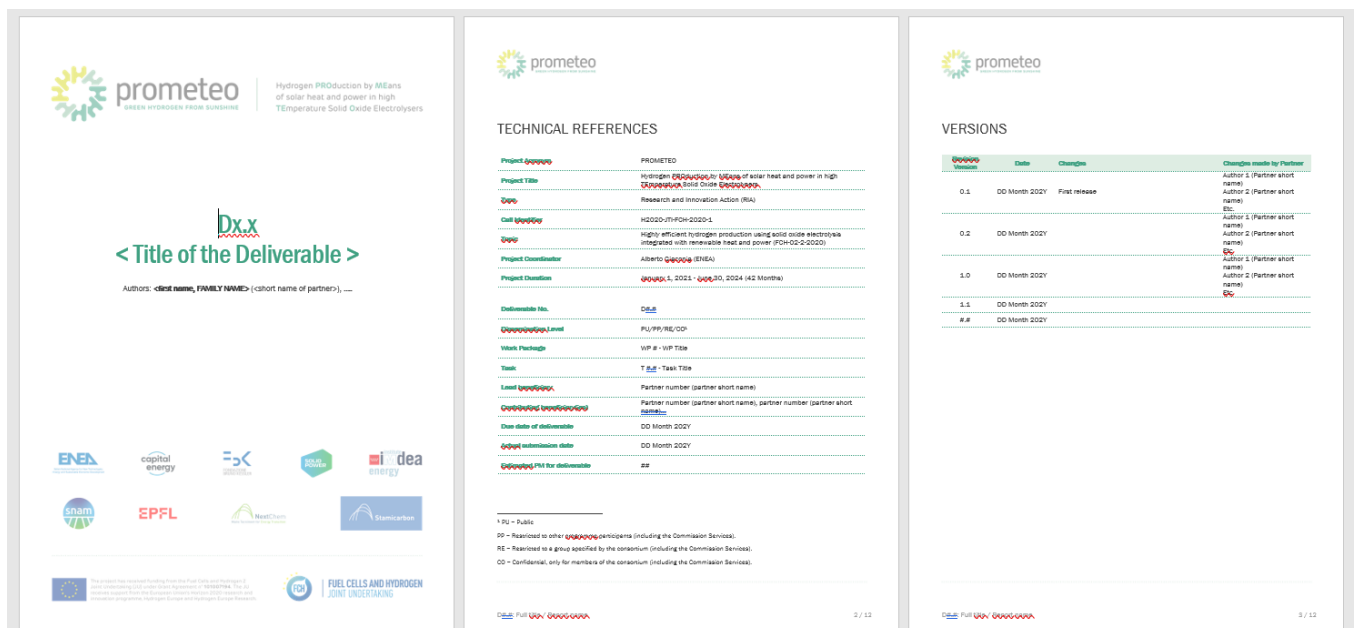


Figure 11 - PROMETEO's Template for Deliverables.



Figure 12 - PROMETEO's Template for Presentations.

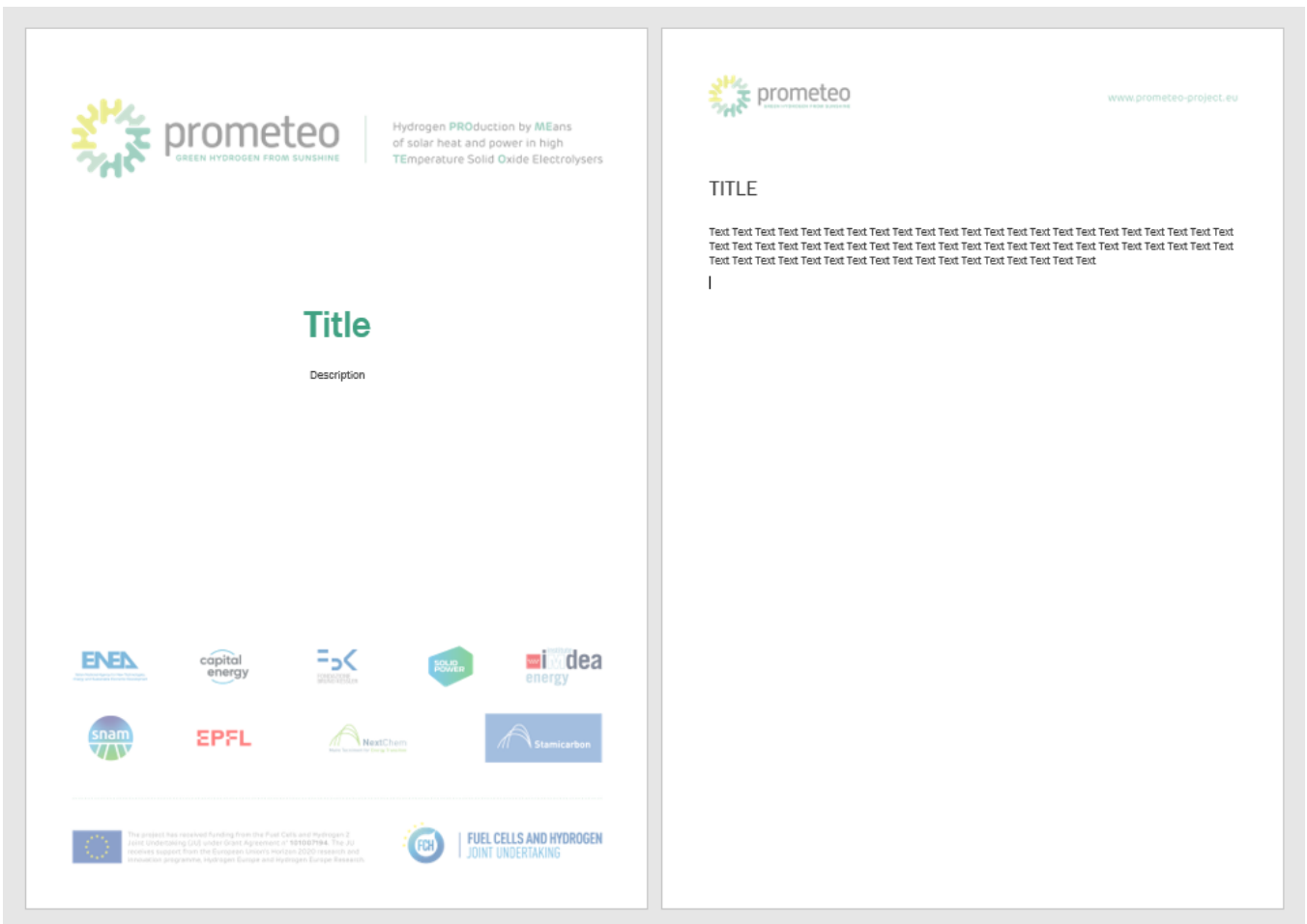


Figure 13 - PROMETEO's Template for Other Documents.

3. Communication materials

In the first project year (from Month 6 to Month 12), the visual identity has been used to produce three types of communication materials: a postcard, a roll-up and a library of pictures. The postcard and the roll-up are intended for use at workshops, seminars, external and internal meetings organized or attended by the Consortium. The library is a set of pictures, backgrounds and graphical elements to be used for designing customized materials according to the D&C needs of each partner.

During the project lifetime, the preliminary set of materials will be complemented by new materials that will report the status of activities and results produced by the Consortium. The communication toolkit (Deliverable D8.3) expected by project month 30 will describe the communication materials planned from month 12 to month 30, will include a brochure, a flyer, infographics, posters, and a video.

The communication materials are uploaded in the WP8 folder of the project repository and they can be downloaded by any partner on www.eneabox.enea.it.

3.1 Postcard

Postcards are the simplest and less expensive communication tool. Postcard communication helps projects to reach a targeted audience with few and attractive information. While their use might seem “old school” in the age of social media, a lot of brands are starting to add direct postcards to their modern communication and marketing strategies. To this end, we designed two versions of PROMETEO’s postcard: a digital version (Figure 15) and a printable one (Figure 14). The digital version is to be used for newsletters, e-mail communication and promotion to targeted stakeholders. The printable version is to be printed by partners for distribution at events, conferences and workshops at multiple stakeholders. The postcard is composed by the concept picture of the PROMETEO’s prototype, the main contact information, the FCH JU logo and acknowledgment sentence, partners’ logos and the website address.



Figure 14 - PROMETEO's Postcard, printable version



Figure 15 - PROMETEO's Postcard, digital version.

3.2 Gif

GIFs are often essential tool of social media and social media marketing. They are immediately eye-catching and easily shareable across multiple social networks. Animated GIFs can add value to brands and show personality while establishing a close relationship with targeted audience. The average file is 2-5 seconds in length, which makes them perfect for grabbing the eight-seconds of attention of social media users, as they scroll through their social feeds. Although GIFs won't keep audience engaged, they can help to build awareness of brands and make it more vital and appealing to multiple stakeholder groups. To this end, an animated GIF for PROMETEO was created (Figure 16). The GIF shows 1) the flow of solar power and heat from the sun to the Photovoltaic Panels and the Concentrated Solar Power system with heat storage; 2) the flow of heat and electricity to PROMETEO's electrolyser; 3) the flow of the green hydrogen produced to the gas grid, to the chemical industry and to hydrogen storage units for electricity generation by fuel cells or reverse operation of the electrolyzer. The animated GIF can be watched at [this link](#).



Figure 16 - PROMETEO's animated GIF.

3.3 Library

The library is a set of graphics, icons, fonts, colours, backgrounds and pictures designed for PROMETEO project on the basis of its visual identity (Figure 17). The library is an internal tool for the Consortium partners to support the design of new communication materials, posters and presentations according to the features of the visual identity. The library will be updated during the project lifetime with new pictures, graphics and videos.

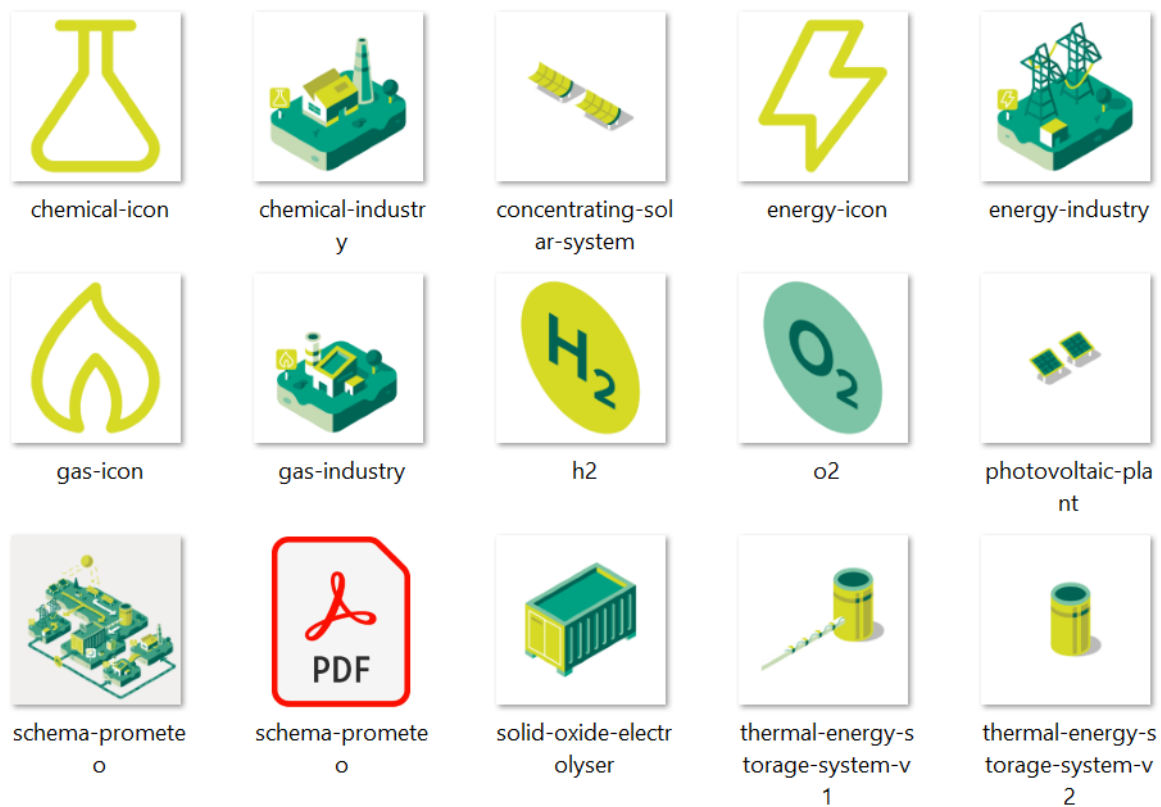


Figure 17 - PROMETEO's Library.

3.4 Roll-up

A 85x200 cm roll-up has been designed and printed for PROMETEO and it is currently owned by the D&C leader (FBK). Roll-ups are one of the most popular exhibition systems. They are used most often at trade fairs and events as a complement to the partners' stands, or during conferences, workshops and presentations in order to strengthen the visibility and message. The roll-up is intended to be used during in-person meetings and events, workshops and conferences organized by the project PROMETEO. It is available both in a printed version and in a digital version (Figure 18 to be printed by any partner who would need it for its communication activities).



Figure 18 - PROMETEO's Roll-up.



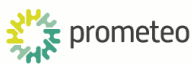
4. Project Website

The project website has been designed from month 9 to month 12 of PROMETEO by the subcontractor with the guidance and content provided by the D&C leader (FBK) and project coordinator (ENEA). The website uses a user-friendly design, a simple structure and a semi-technical language in order to describe and present the project PROMETEO to multiple audiences: academic and professional stakeholders operating in the hydrogen field, industries, policymakers and European citizens.

A dedicated domain and hosting have been purchased to host PROMETEO's website from project month 6 (June 2021) until the end of the project (month 42) and for additional five years after the official end of the project, as prescribed in the Grant Agreement.

The website is available at <https://prometeo-project.eu/>.

The website is structured in six pages accessible via a classic fist-level menu (Figure 19). It was decided not to add second-level pages in order to ease navigation and help users find content in a simple and intuitive way.



PROJECT OBJECTIVES PROTOTYPE PUBLICATIONS TEAM NEWS

Figure 19 - PROMETEO's Website Menu.

The homepage contains the GIF of the prototype and provides a summary description of the project ambition and scope, consortium partners, news and main contact (Figure 20). Each section links to additional content provided in the other pages of the website.



Figure 20 - Prometeo's Homepage

The “Project” page describes more in detail PROMETEO, it provides information about each partner and its roles in the development of the system prototype and reports the workplan.

The “Objective” page focuses on the goals and challenges targeted by PROMETEO, and the impacts expected to achieve them. A list of KPIs is provided that will be useful for monitoring the project achievements and report them to the audience.

The “Prototype” page shows the concept and main components of PROMETEO’s system. The interactive GIF allows users to understand how the system produces green hydrogen with and without the availability of solar heat and power. The three end users are described as well as their role in helping the consortium to meet industrial requirements for hydrogen production.

The “Publication” page is the main repository of all publications, public deliverables, presentations, conference proceedings and other materials produced by the PROMETEO’s project.



The “Team” page shows the people currently working in PROMETEO. This page aims to provide a more personal and familiar engagement of the website users.

The “News” page collects all the news on the PROMETEO’s activities, participation at events, conferences, etc., and main results.

The website will be periodically updated during the project lifetime and dedicated content will be created to improve awareness and engagement of stakeholders.



5. Conclusions

This document described the visual identity of the project PROMETEO, the communication materials and the website that will be used for the dissemination and communication activities of the project. The visual identity and communication materials will be the building blocks of the present and future D&C activities, characterizing the project as a distinguishable brand. The website is the main channel of the project to communicate with external audiences and it will be periodically updated with new contents and results.

The next step will be the definition of the D&C Plan including the set of activities for targeting multiple stakeholders and achieving the D&C targets set in the GA. This will greatly contribute to guarantee the future exploitation of the PROMETEO's Key Exploitable Results, in line with the objectives set by the FCH JU.