Grant Agreement: 767429

Identity Toolkit

WP 5
Deliverable 5.4
Task 5.1

14-12-2017

Document history and validation

This page is used to follow the deliverable production from its first version until it is approved by the Coordinator. Please give details in the table below about successive releases.

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ReUseHeat website: www.reuseheat.eu

Table of Contents

1. Introduction

This is reference document for the ReUseHeat partners that will serve as a tool to help them communicate about the project. It includes information about the logo and style guide, the templates, the messages and guidelines of how to correctly display the EU funding acknowledgement.

2. Logo and Style Guide

The ReUseHeat project partners will use the following logo, fonts and colours to maintain a coherent visual identity when communicating about the project.

2.1. Logo

Note: Only change size of logo without altering the aspect ratio!

2.2. Fonts

Possible colours to use for the fonts are:

Black #000000
White #ffffff
Grey #a8aaad
Red #ea4125
Blue #42a3ff

2.2.1. Title

The font to use for titles is Verdana and when possible in size 20. See examples below.

ABCDEabcde12345

Font: Verdana
Size: 20

2.2.2.   Text

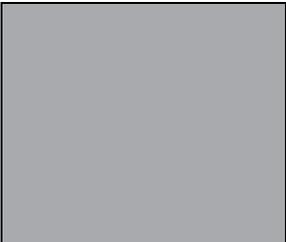The font to use for texts is Verdana and when possible in size 10. See examples below.
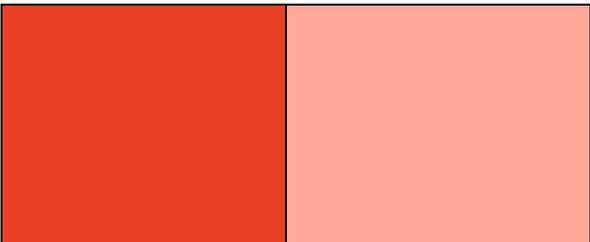
ABCDEabcde12345

Font: Verdana
Size: 10

2.3.   Colours

The colour scheme to be used for communication materials are shown below. For the blue and red colours, there is a main colour and a secondary colour.

RGB	168, 170, 173
HEX	#a8aaad
	Main colour

RGB	234, 65, 37	255, 169, 155
HEX	#ea4125	#ffa99b
	Main colour	*Secondary colour*

RGB	66, 163, 255	185, 222, 255

HEX	#42a3ff	#b9deff
	Main colour	*Secondary colour*

3. Messages

When communicating about the project the ReUseHeat partners will take use of the messages developed. There is a general project description that can be used when describing the project and a few selected key messages that can be used in other contexts when communicating about the project and its results.

3.1. General project description

This general project description may be further worked on and refined as the project evolves.

"There is enough waste energy produced in the EU to heat the EU's entire building stock; despite of this huge potential, only few small-scale examples of urban waste heat recovery are present across the EU. The objective of ReUseHeat is to demonstrate first of their kind advanced, modular and replicable systems enabling the recovery and reuse of excess heat available at the urban level.

ReUseHeat intends to overcome both technical and non-technical barriers to unlocking urban waste heat recovery projects and investments across Europe. There are four large-scale demonstrators in the project, showing the technical feasibility and economic viability of excess heat recovery and reuse from data centres (Brunswick), sewage collectors (Nice), cooling system of a hospital (Madrid) and underground station (Bucharest). The experience from running the demonstrators and from other examples across the EU will be consolidated into a handbook that will provide guidance for investors and project developers and support future uptake of using excess heat. It will include innovative and efficient technologies and solutions, suitable business models and contractual arrangements, estimation of investment risk, bankability and impact of urban excess heat recovery investments and authorisation procedures.

ReUseHeat kicked off in October 2017 and will run for four years. It is funded by the European Union's Horizon 2020 Programme for Research and Innovation."

3.2. Key messages

A number key messages have been drafted as part of the dissemination and communication plan for the ReUseHeat project. They may be updated as the project evolves.

Key message 1

"What is waste heat? 'Waste heat or cold' means heat or cold which is generated as by-product in the industrial or tertiary sector which would be dissipated unused in air or water without access to a district heating or cooling system."

Key message 2

"By recycling excess heat, low-carbon energy is used that would have been wasted otherwise."

Key message 3

"Recycling excess heat is a fundamental part of creating a smart city."

4.   EU funding acknowledgement

The ReUseHeat partners will follow the instructions for how to acknowledge EU funding in the correct way. The project partners shall use the EU emblem together with a sentence to acknowledge the support as stated in the grant agreement:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 767429.

The European emblem can be downloaded from the Europa website:
https://europa.eu/european-union/about-eu/symbols/flag_en

It should, when feasible, look like this:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 767429.

Moreover, when disseminating results from the project, it must be clear that it reflects only the author's view and that the Executive Agency for Small and Medium-sized Enterprises (EASME) is not responsible for any use that may be made of the information it contains. For this purpose, the ReUseHeat partners will use the following phrase:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 767429. The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the funding authorities. The funding authorities are not responsible for any use that may be made of the information contained herein."

5.   Templates

Two templates have been developed for the ReUseHeat project. One template for the reports and one template for the PowerPoint presentations.

5.1.   Report template

The ReUseHeat project partners will use the template developed for is reports. The template for the report is included as Annex 1.

The pictures below show some pages of the template.

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When	Who	Comments

Summary

Insert text

Table of Contents

Insert table of contents – classic – four levels.

1. Heading 1 - Chapter title

Normal texts continues like this

1.1. Heading 2

1.1.1. Heading 3

1.1.1.1. Heading 4

Section title
- Bullet level

Table text

5.2.   PowerPoint template

The ReUseHeat project partners will use the template developed for its PowerPoint presentations when presenting the projects. The templates for the PowerPoint Presentation are included as Annex 2.1 and 2.2.

The pictures below show some slides of the template.

#ReUseHeat #excessheat #wasteheat #districtheating #districtenergy #energyefficiency #H2020Energy #ResearchImpactEU

Section Title

Subtitle

www.reuseheat.eu   @ReUseHeat

#ReUseHeat #excessheat #wasteheat #districtheating #districtenergy #energyefficiency #H2020Energy #ResearchImpactEU

Title

• Picture/text   • Picture/Text

www.reuseheat.eu   @ReUseHeat