



Cost-effective PROton Exchange Membrane waTer Electrolyser for Efficient and Sustainable Power-to-H2 Technology

Grant No. 862253

D7.1 Project website including visual identity and project templates

WP7 Communication, dissemination & exploitation

Coordinator: Daniel García, DLR

Lead Beneficiary: FHA

WP Leader: CNR

Authors' names and affiliation: Darío Cortés, FHA

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only for members of the consortium (including the Commission Services))



D7.1 Project website including visual identity and project templates

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Document Change Control

Version Number	Date of issue	Author(s)	Brief description of changes
1	July 28, 2020	Darío Cortés (FHa)	Document creation
2	July 28, 2020	Antonino Ricò (CNR)	Changes to the document cover

Executive Summary

In order to make a good dissemination of everything related to the project, a website has been created, with public access through the link: <http://promet-h2.eu/>. The main points of this page are general information about the project, partners involved, the latest news related to the project, a download section and a contact section, where you can contact directly with the project coordinator.

On the other hand, a visual identity of the project has been designed. Different proposals were designed and, after a voting process by the consortium, the visual identity of the project was determined.

Finally, in order to obtain uniform and quality documents, different templates have been developed to be used in presentations, deliverables, minutes and meeting agendas. Within these templates the visual identity has been incorporated, obtaining original documents completely customized for the project.

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1. Project website

The PROMETH2 website offers a clean home page with few key facts to pique the visitor's interest. The website is accessible and has a responsive design optimized to be used from different devices such as computers, tablets and smart phones. It can be accessed through different browsers, except Microsoft Explorer, due to its incompatibility with HTML5 and CSS3. Users who access it using that browser will receive an alert message indicating the incompatibility of that browser for accessing the page.

In the top section of the page, it is included, together with the visual identity of the project, the message of funding acknowledgement: "The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862253":



Figure 1. Top side of the home page of the PROMETH2 website

At the bottom of the "home" section, you will find a link to the latest news, the project partners and funding acknowledgements. In addition, the visual identity of the project and the logo of the European Union are shown.



Figure 2. Bottom side of the home page of the PROMETH2 website

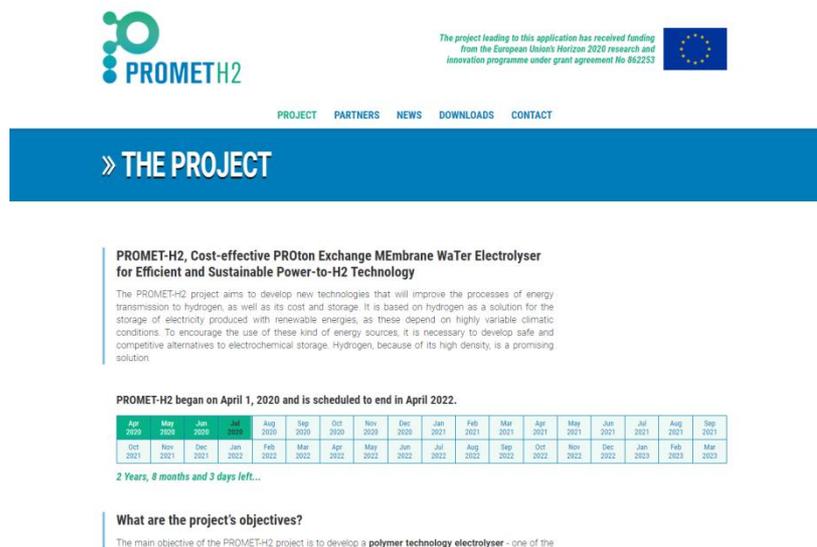
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Through the home page, it is possible to access the different subsections that make up the website:

- Project
- Partners
- News
- Downloads
- Contact

1.1 Project

In the section "The Project" a generic description of the project can be found together with the main objectives and the time remaining for the completion of the project.



PROMET-H2, Cost-effective PROton Exchange MEbrane WaTer Electrolyser for Efficient and Sustainable Power-to-H2 Technology

The PROMET-H2 project aims to develop new technologies that will improve the processes of energy transmission to hydrogen, as well as its cost and storage. It is based on hydrogen as a solution for the storage of electricity produced with renewable energies, as these depend on highly variable climatic conditions. To encourage the use of these kind of energy sources, it is necessary to develop safe and competitive alternatives to electrochemical storage. Hydrogen, because of its high density, is a promising solution.

PROMET-H2 began on April 1, 2020 and is scheduled to end in April 2022.

Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021
Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023

2 Years, 8 months and 3 days left...

What are the project's objectives?

The main objective of the PROMET-H2 project is to develop a **polymer technology electrolyser** - one of the

Figure 3. "The Project" section within the PROMET-H2 website

1.2 Partners

Within the subsection "Partners" all the partners that are part of the project can be found together with a brief description of their activities. In addition, there is a flag of the country of origin of the different entities together with different images provided by the partners that help the visitor to know more about the activities that these companies carry out.

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Figure 4. "Partners" section within the PROMET-H2 website

1.3 News

The most important news of the project are collected in the subsection "News". The news are shown in chronological order, with easier access to the most recent ones.



Figure 5. "News" section within the PROMET-H2 website

1.4 Downloads

The "Downloads" subsection contains the most important public access downloads of the project. For this purpose, three subsections have been enabled, including presentations, documents and corporate, so that visitors can have more fluid access to the downloads.

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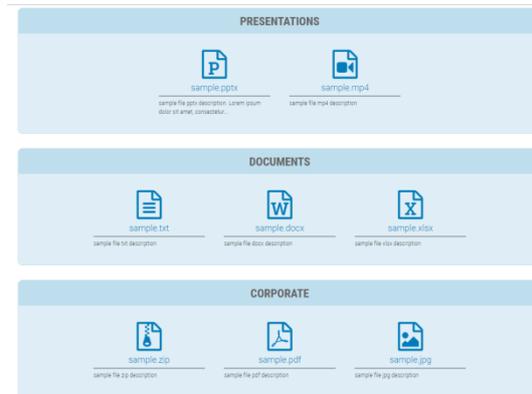


Figure 6. “Downloads” section within the PROMETH2 website

1.5 Contact

The contact section allows the visitor to communicate directly with the project coordinator via email. To do so, it is necessary to enter the name, organization, e-mail, contact message and accept the privacy policy.

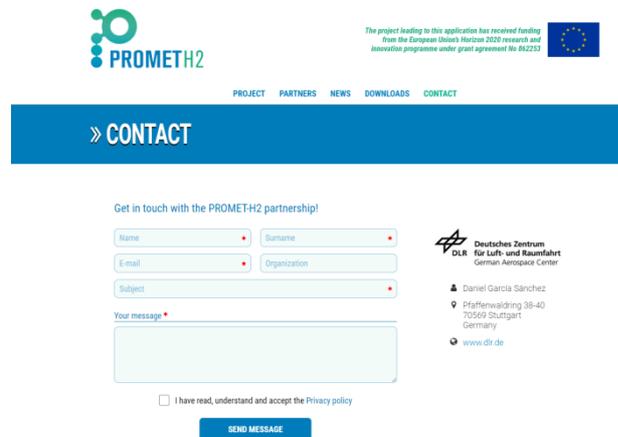


Figure 7. “Contact” section within the PROMETH2 website

2. Visual identity

Together with the visual identity of the project, a guide for the use of this visual entity has been developed. The Corporate Identity Manual includes the constituent elements of the PROMETH2 Identity as well as their patterns of use and applications. As constituent elements, guidelines construction, use of fonts and chromatic brand applications has been established.

The consolidation of the new image of PROMETH2 needs to take special attention to the recommendations of the manual, since this is a document that guarantees a unity of purpose in the communication and public outreach.

The document should serve as a tool and be present in all applications of the corporate brand, and its coexistence with their products, in order to reinforce an image of firmness and consistency.

The different visual identities developed are shown below:

First the main version of the logo is shown. This has several versions that allow the user to choose the version of the logo that best fits with the destination that is going to be used.

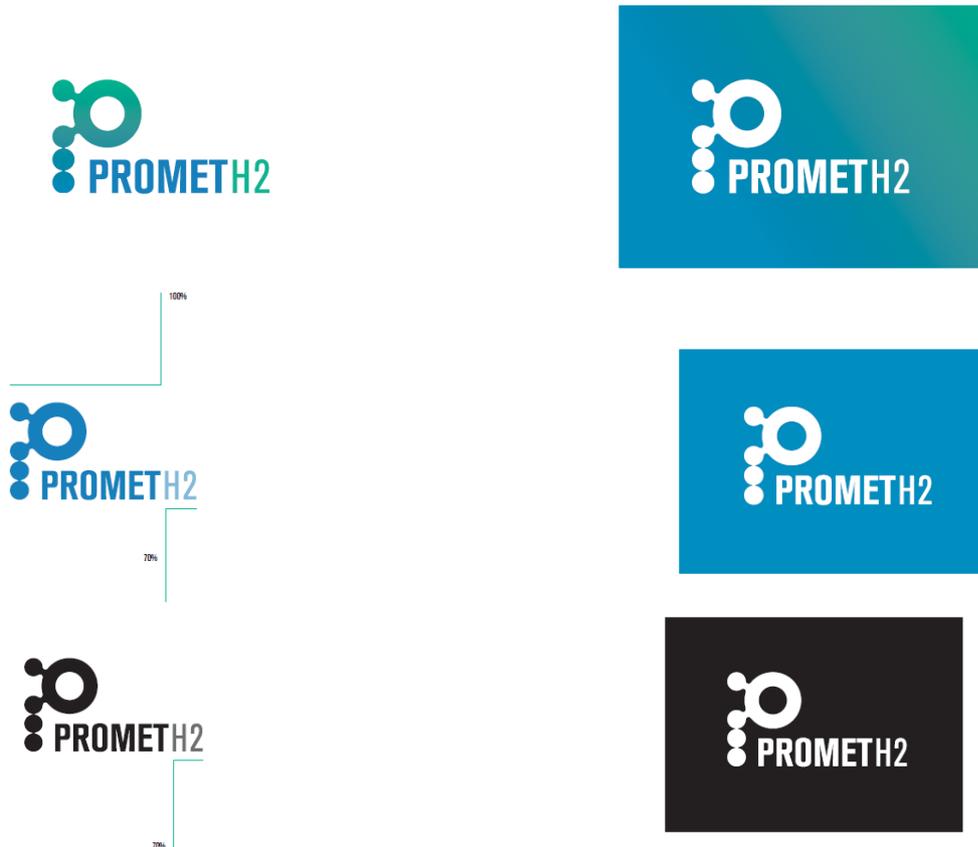


Figure 8. PROMET-H2 principal logo in positive version, negative version on color background, monochrome, negative version on monochrome background, positive version black and white and black and white negative version

On the other hand, we have the vertical version of the logo, which can also be used when the version of the main logo does not fit in the place where it will be used for spatial reasons.

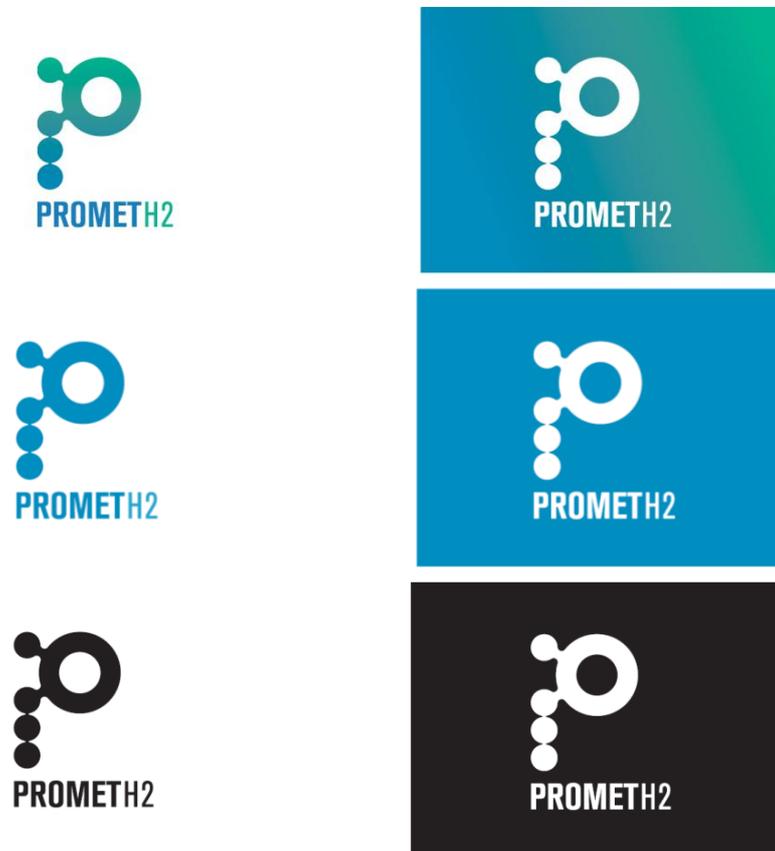


Figure 9. PROMET-H2 vertical logo in positive version, negative version on color background, monochrome, negative version on monochrome background, positive version black and white and black and white negative version

In order to avoid interference in the space around the logo, which prevents proper visibility and independence within a composition, an area of respect in which graphic elements may not be interfering with your space is established.



Figure 10. Minimum space that has to remain unoccupied when the PROMET-H2 logo is used.

Below is the typography and colours to be used for the elaboration of the documents related to the project. The templates, which are included in point 3 of this document, already incorporate these recommendations.

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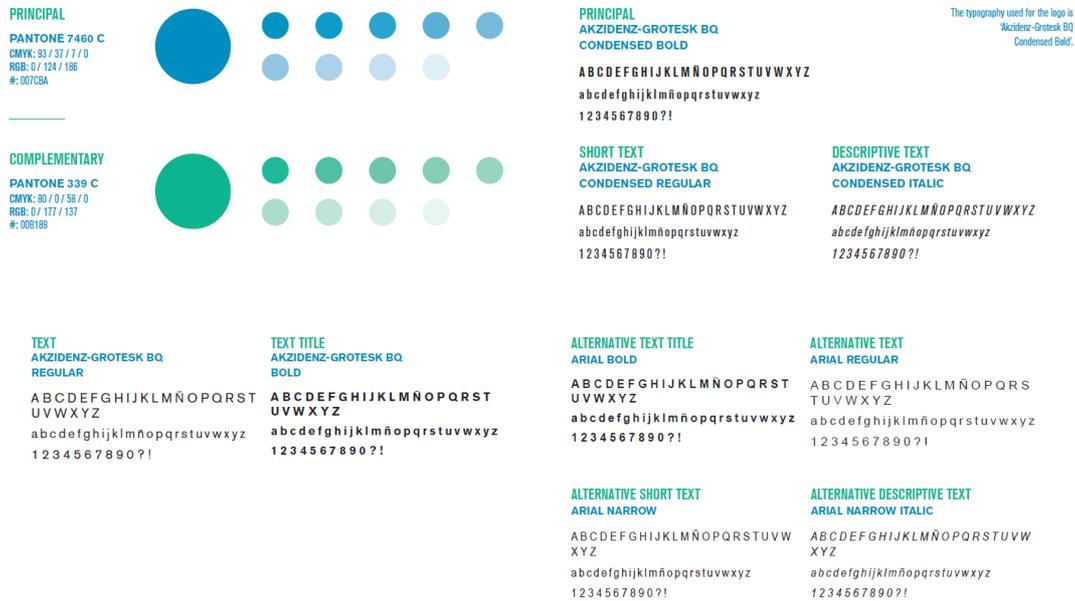


Figure 11. Typography and colors to be used for the elaboration of the documents related to the project.

PROMET-H2 logo must match all specifications of colour, composition and size of this manual to facilitate its right use and reinforce a serious and stable brand image. Here are some examples of what is considered to be misuse of the logo:



Figure 12. Examples of what is considered to be misuse of the PROMET-H2 logo.

The use of the logo will be displayed clearly so that it can be distinguished well within a composition. Never use on backgrounds in which the logo can not be appreciated well.



Figure 13. Compositions that should be avoided using the PROMETH2 logo.

Avoid as much as possible the use of photographic backgrounds distorting logo. In case that it necessarily have to be used, it is proposed as solution, placing the logo on a white box. Here there are detailed the proportions of the box with respect to the logo.

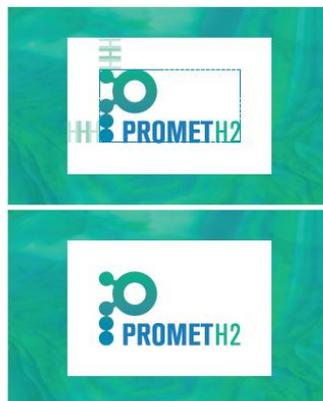


Figure 13. Recommendation of the use of the PROMETH2 logo when there is a photographic background.

2.1 USE OF THE BRAND AS TEXT

PROMET-H2 name as text must appear written with capital letters, and separated by a hyphen the term PROMET and H2.

Example:

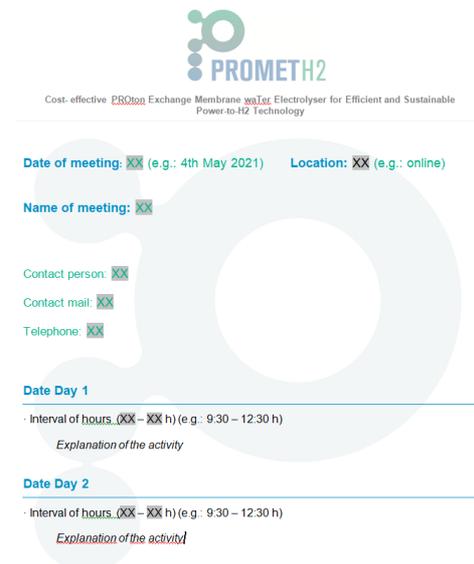
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CUSAM VOLUPTA DIT AUT ABORE PRO MOLUPTASSITE PROMET-H2 OFFICIPIS ANDENIS MIL IUM ET DEST AM SITIO. MINCTIO NSEQUO ET EXERIO. APERRO BLAUT DOLUPTA NUM FUGIAM HILIT EOSTI AS AUTATEM ACCAEPE RSPERRO MOD QUE VOLECABORRUM ET EST OPTATEC ABORIORES QUAM VENDAE MAGNIMUS, CONE RE, TE AUT

3. Templates

In order to obtain uniform and quality documents, different templates have been developed for use in presentations, final products, minutes and meeting agendas. Within these templates, the visual identity has been incorporated, obtaining original documents that are completely customized for the project.

The following is a sample of the different templates developed:



The image shows a sample of the PROMET-H2 "Agenda" template. At the top, there is the PROMETH2 logo and the text "Cost-effective Proton Exchange Membrane Water Electrolyser for Efficient and Sustainable Power-to-H2 Technology". Below this, there are fields for "Date of meeting: XX (e.g.: 4th May 2021)" and "Location: XX (e.g.: online)". A large, faint watermark of the PROMETH2 logo is visible in the background. Below the meeting details, there are fields for "Name of meeting: XX", "Contact person: XX", "Contact mail: XX", and "Telephone: XX". The agenda is structured into two days, "Date Day 1" and "Date Day 2". Each day has a section for "Interval of hours: XX - XX h (e.g.: 9:30 - 12:30 h)" and a section for "Explanation of the activity".

Figure 14. Sample of the PROMET-H2 "Agenda" template

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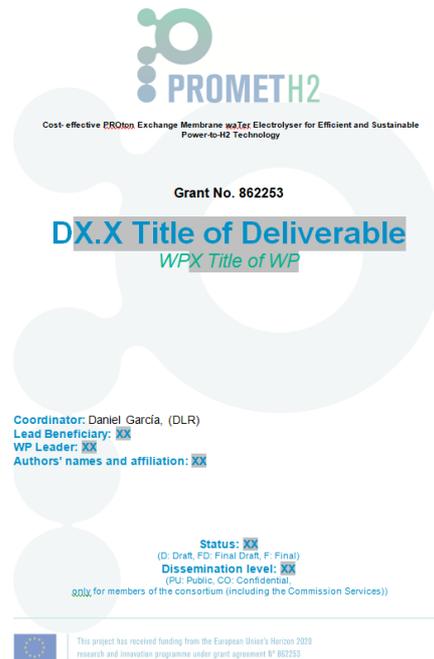


Figure 15. Sample of the PROMET-H2 "Deliverable" template



Figure 16. Sample of the PROMET-H2 "Presentation" template

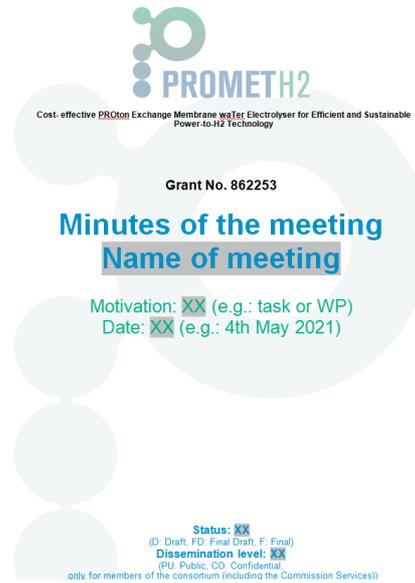


Figure 17. Sample of the PROMETH2 "Minutes meeting" template