



SMAGRINET

POWERING SMART GRID
EXPERTISE IN EUROPE



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PROJECT'S BRANDING AND STATIONARY

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1. Executive Summary

This document represents the deliverable D6.3 “Project’s Branding and Stationery” developed under WP6 - Dissemination and Communication. This deliverable aims to present the results concerning the development of brand identity, which aims to provide a cohesive visual identity of SMAGRINET Project, and stationery which will be produced and used for formal communication and promotional purposes.

The document is divided in the following sections:

- Brand identity;
- Folder;
- Letterhead paper;
- Email signature;
- Business cards;
- Goodies.

2. Brand Identity

Brand identity represents the noticeable elements of a brand (for instance - trademark colour, logo, name, symbol). It's what identifies and differentiates a brand in the target audience's mind.

Taking that into account, LOBA and all the partners made great effort into choosing the perfect brand identify for SMAGRINET.

2.1. Inspiration

The inspiration behind the logo was the grid. Therefore, the symbol of the logo is based on a grid, referring to the physical power grid. However, since the project aims to give new insights about smart grid and power distribution in general, the gold ration was used to reach a different grid.

We evolved our grid so that it could be more flexible and adaptive, just like a smart grid is. Every point in it must be able to receive and transmit power to others, through different routes, always selecting the most efficient one.

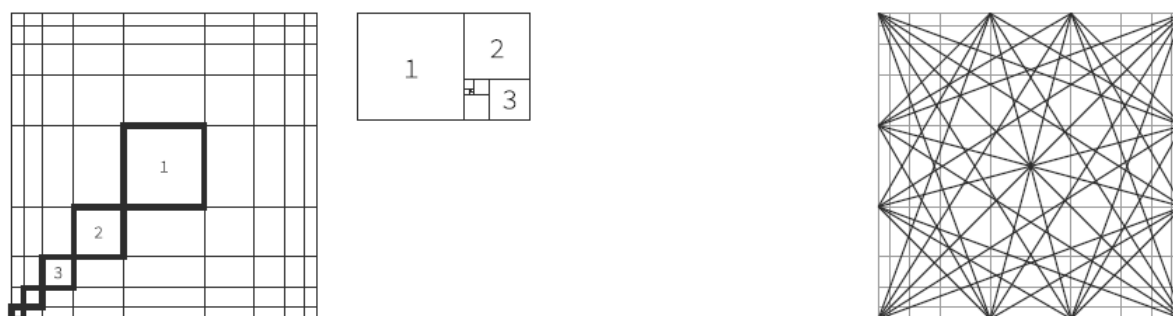


Figure 1: Logo Composition

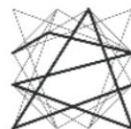
2.2. Final Logo and Claim

That inspiration grew to our final logo. LOBA presented the logo to partners through a presentation that showcased the our logic behind the logo, its inspiration, concept, etc. A small animated GIF was also included so that partners could clearly understand the different colours that the logo can adopt. The logo was very well received by all partners and the identity of the project was then decided.

Format-wise the logo has two versions, one with a descriptive and one without it, as in some materials it may not be readable. The descriptive reads "Powering smart grid expertise in Europe" which summarizes in an appealing way the core focus of the project.



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**SMA
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Figure 2: SMAGRINET Logo

2.3. SMAGRINET Logo Colours

The colours defined for the SMAGRINET logo are:



MAIN GRADIENT



C0 M96 Y44 K0
R252 G0 B87
#fc0057



C21 M100 Y9 K0
R197 G18 B120
#c50a78



C70 M92 Y0 K0
R127 G23 B162
#7f17a2



C84 M59 Y8 K0
R36 G104 B219
#2468db

Figure 3: Logo Main Gradient

SECONDARY GRADIENT



C0 M96 Y0 K0
R233 G0 B131
#e90083



C58 M0 Y13 K0
R0 G244 B255
#00f4ff



C53 M81 Y0 K0
R217 G0 B243
#d900f3



C8 M0 Y90 K0
R255 G249 B0
#ffff90



C4 M8 Y92 K0
R253 G223 B0
#fddf00



C8 M0 Y90 K0
R255 G249 B0
#fff900

C79 M21 Y24 K3
R0 G149 B178
#0095b2

C53 M81 Y0 K0
R217 G0 B243
#d900f3

C79 M21 Y24 K3
R0 G149 B178
#0095b2

C58 M0 Y13 K0
R0 G244 B255
#00f4ff

C0 M96 Y0 K0
R233 G0 B131
#e90083

C53 M0 Y4 K0
R101 G223 B255
#65dfff

C70 M0 Y59 K0
R0 G204 B141
#00cc8d

C75 M35 Y0 K0
R22 G148 B240
#1694f0

C62 M0 Y60 K0
R57 G229 B147
#39e593

C75 M35 Y0 K0
R22 G148 B240
#1694f0

C34 M90 Y0 K0
R203 G0 B160
#cb00a0

C87 M60 Y0 K0
R39 G97 B176
#2761b0

Figure 4: Logo Secondary Gradient

More details about the use and characteristics of the brand are available at the Brand Guidelines enclosed in annex [5.1](#).

3. Stationery

The stationery material produced for the SMAGRINET Project will be used both for formal communication and promotional purposes of the project. The stationery includes: templates to support the communication and reporting of the project such as deliverable template, and presentation template; folder to be used for workshops and events; letterhead paper for distribution at workshops and events; email signature to be used in formal communications, surveys and consultations; business cards and goodies.

In the following section the stationery is presented.

3.1. Folder

The folder is a useful promotional tool to be used at events. It can be built in different formats according to specific needs and purposes. The folder follows the visual identity of the project and presents the main information about SMAGRINET, namely the name of the project, the partners' information (logo), contact information and EU emblem and funding disclaimer.

A mock-up of the folder is available in Annex [5.2](#).

3.2. Letterhead paper

Furthermore, a SMAGRINET letterhead paper has been also produced for taking notes in meetings and events. These shall be included in the folders and distributed among participants.

A mock-up of letterhead paper is available in Annex [5.3](#).

3.3. Business cards

A business card was also designed as it provides an easy and professional way for other people to get in touch with the SMAGRINET partners. It showcases the project's logo, the name of the person, the company, the role, the email and the skype ID. Each partner will have an individual business card.

A mock-up of the business cards is available in Annex [5.4](#).

3.4. Email signature

The email signature was created for official communications of the project, for example, the distribution of a survey, announcements, etc. The signature identifies the person and organisation, as well as the contact information of the project including the website and email.

A mock-up of the email signature is available in Annex [5.5](#).

3.5. Goodies

Goodies have been developed to be distributed in events with the purpose of working as brand promotion and awareness. Goodies will include the SMAGRINET logo and website link. The goodies that will be produced are: **pens with a laser pointer** (targeted the academic and business stakeholders) and **anti-stress bulbs** (targeted the general public). A mock-up of the goodies is available in annex [5.6.1](#) and [5.6.2](#).

4. Conclusions

The SMAGRINET brand has been created to ensure a cohesive identity of the project which aims to create a smart grid competence hub addressing the area of smart and flexible energy systems with interrelations renewable energy and energy storage to enhance capacity of the European universities to engage with industry and key societal actors and to respond to the challenges of the energy transition.

The stationery produced for SMAGRINET is an important type of communication material used at more formal situations. Goodies, in the other hand, are excellent materials to distribute at events that grab people's attention and make people remember of the project as they are using the project in their daily lives.

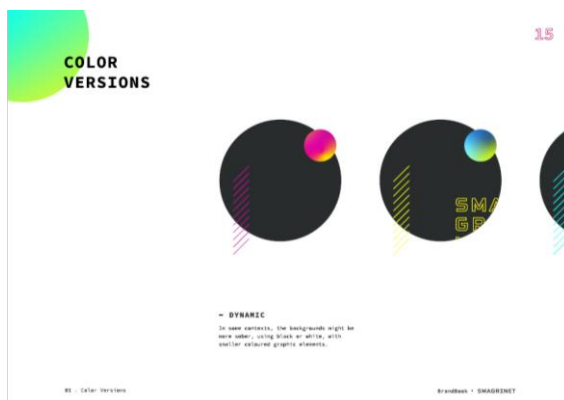
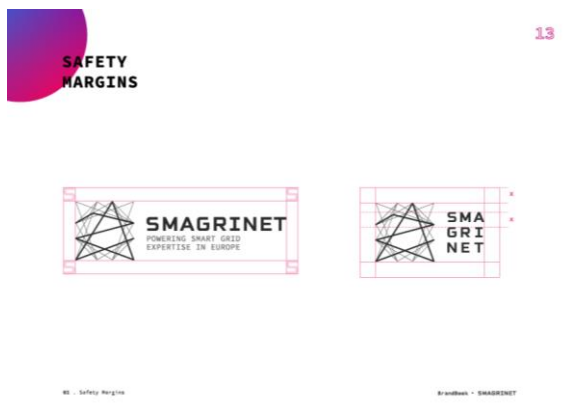
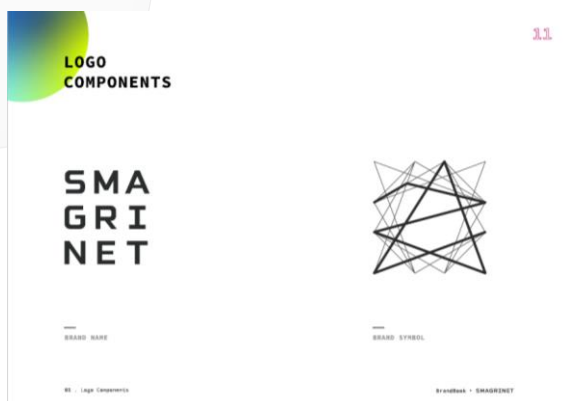
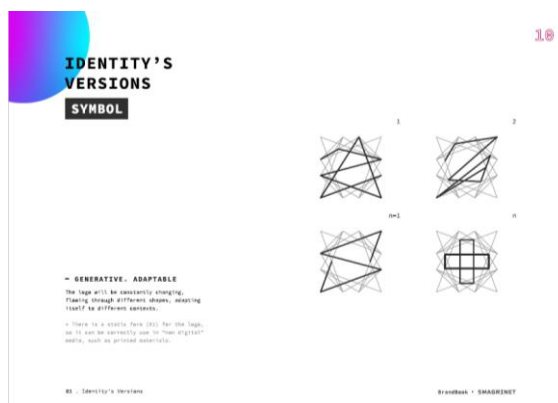
Next steps, material-wise, will be to produce SMAGRINET's promotional materials. After completing the design of the materials, they will be produced and sent from LOBA to all partners, to be distributed by them in the SMAGRINET dissemination activities.



5. Annex

5.1. Brand Guidelines









5.2. Folder

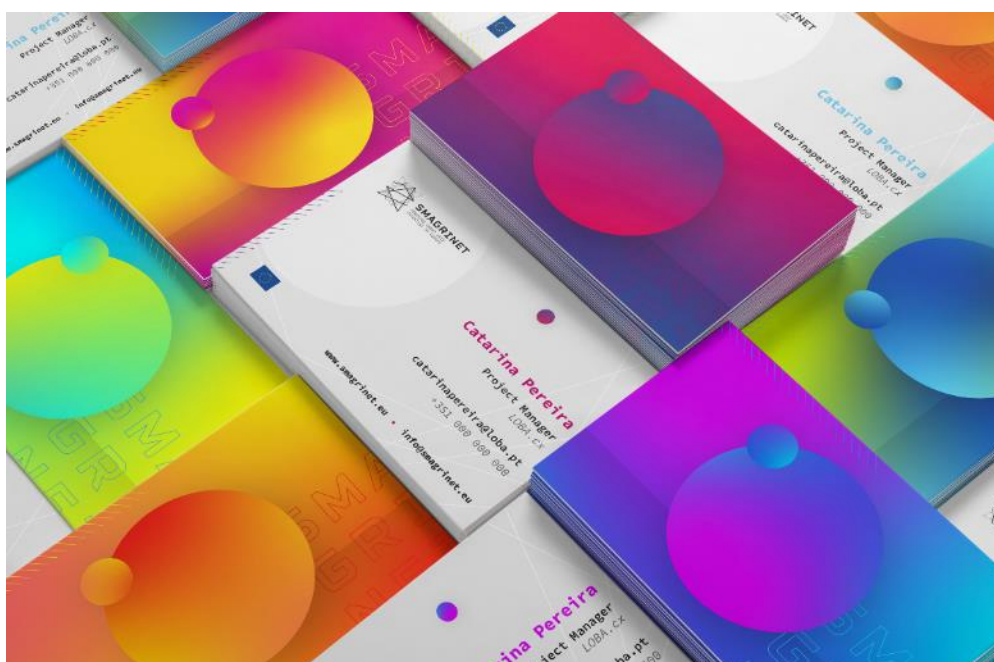




5.3. Letterhead paper



5.4. Business Cards



5.5. Email signature



5.6. Goodies

5.6.1. Pens



5.6.2. Anti-stress bulb





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