



D10.2 – Project graphic identity (LOGO), leaflet and poster

Project Information

Grant Agreement Number	958454
Project Full Title	Intelligent Water Treatment for water preservation combined with simultaneous energy production and material recovery in energy intensive industries
Project Acronym	intelWATT
Funding scheme	IA
Start date of the project	1 st October 2020
Duration	42 months
Project Coordinator	Andreas Sapalidis (NCSR)
Project Website	https://www.intelwatt.eu

Deliverable Information

Deliverable n°	10.2
Deliverable title	Project graphic identity (LOGO), leaflet and poster
WP no.	10
WP Leader	WG
Contributing Partners	all
Nature	Websites, patents filling, etc.
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Dissemination Level

PU	Public	✓
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	



Document Log

Version	Date	Author	Description of Change
V1.0	23/12/2020	S. Attanà	First release
V2.0	23/12/2020	I. Vicini	Review of the final draft
V3.0	28/12/2020	A. Sapalidis	Final document



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1 Executive Summary

Deliverable 10.2 is a report on the main Communication material developed at the beginning of the project to be used by the project consortium in order to define a project's graphic identity and to communicate project's objectives and expected results to a wide public.

Therefore, the main content of this document is focused on the description of the project graphic identity and the main tools already developed.

2 Introduction

Project graphic identity (LOGO), leaflet and poster are a series of materials that identify the project from a visual point of view and some tools be used for communication/dissemination purposes without asking prior advice on contents; project partners are always required to inform the Communication and Dissemination Manager about the specific channel where the Communication materials will be used (Event, articles, conferences, meetings, social media).

The leaflet and the poster will be available inside the private area of the project website and they will be published and downloadable for free also from the page [DOWNLOAD](#) of the website.

3 Project graphic identity (LOGO)

The project graphic identity has been developed by Warrant Hub at the beginning of the project and will be used for all communication activities. Some alternative drafts have been produced and the Project Coordinator selected the one which better represents the project. The selected logo is the one below, which has been designed in 2 version: a coloured and a white version.



The symbol will be used as favicon of the project website and in case of few spaces to add the project logo.



intelWATT symbol

Moreover, a project background and a colour palette has been defined.



intelWATT background



Color 1	Color 2	Color 3	Color 4	Color 5	Color 6	Color 7	Color 8
#000080	#008000	#008000	#008000	#008000	#008000	#008000	#008000
000080	008000	008000	008000	008000	008000	008000	008000
000080	008000	008000	008000	008000	008000	008000	008000
000080	008000	008000	008000	008000	008000	008000	008000

intelWATT palette

3.1 Project Brochure

The main objective of the project brochure is to provide intelWATT audiences an attractive and written project overview and a summary of the main project objectives and characteristics.

To assist the dissemination effort, the attractive and professionally brochure, prepared by Warrant Hub, is published on the project website.

The text is designed considering not only experts, but also an interested non-specialist. Furthermore, the brochure includes the website address, the project details and provides basic information on intelWATT Consortium. All partners' logos are also displayed.

The brochure can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand, also an electronic version (e.g. PDF file) can be circulated.

The dimensions are 3 doors: 21 x 29,7 cm are the dimensions of the brochure opened.



intelWATT brochure - outside



intelWATT brochure - inside



3.2 Project Poster

The main purpose of the poster is to catch the audience attention. The poster focuses on the visual aspects and the content is clear and easily understandable by the target end users.

Regarding the layout and design, the poster shows the intelWATT project’s logo and the colours emphasizing the link to the project’s graphic. The format is 70 x 100 cm.

From the content point of view, the poster of the intelWATT project illustrates its objectives, expected impacts as well as all partners’ logos. At the bottom all the project details can be found.

It is possible to download it from the intelWATT’s website.



intelWATT poster



4 Conclusion

intelWATT logo, brochure and poster are the main tools to be used for dissemination and communication purposes. These will be released at the beginning of the project and then periodically updated.