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Statement of Originality

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1 Executive Summary

The **D7.2 Visual Identity, Project website** is a short report describing the work behind the design of a common “brand” (Visual Identity) for project recognition at RTD and market level (in accordance with art.27-28 GA).

It also provides a description of the website structure and all potentialities during the project implementation and beyond its closure.

This deliverable is in line with what foreseen in *D7.1 – Preliminary PEDR*.

2 Introduction

The project Visual Identity provides a recognizable way to present activities, events and results of the NGRF consortium toward the EC and stakeholders (primary target groups and multipliers).

In addition, the project website, recalling indications set by the Visual Identity, is the main digital hub of NGRF during the implementation of the project and beyond its closure.

Hence, they are aligned to *D7.1 – Preliminary PEDR* in contributing to ensure the widest possible impact of the project.

3 NGRF Visual Identity

The concept at the basis of the NGRF visual identity was to deliver in a clear and understandable way what the consortium considered strategic to convey to the project audience.

Hence, after a thorough study, the consortium decided to go for the following logo:



Figure 1: official NGRF logo

The logo shows a multi-colour fuel drop and a wheel, conveying the idea that the project will develop novel processes and technologies within the **biofuels (coming from different types of feedstocks) for the transport sector**. The wheel is in dark blue colour, recalling wheels for long-haul trucks.

The logo designer chose to use Neue Haas Unica font, a bold San Serif type, for “NEXTGEN”; while for “roadfuels” the font used is an adaptation of Neue Haas Unica W1G semi-bold italic, giving a sense of movement, typical of when thinking to a road. In this way, looking to the written part of the logo, a sensation of polarity is provided.

Indeed, the full logo wants to convey that, by focusing on several types of urban residues (multi-colour sewage sludge, food waste and construction wood waste) as a feedstock, a “novel”, “innovative” process is developed and validated for obtaining road fuels (in orange) thanks to chemical, thermochemical efforts (in dark blue).

The logo can be already seen as a precursor of a professional brand, easily recognizable by end users in a market scenario.

A full **logo set** has been created for making it available in several formats (digital, print and vector ones). This will permit the consortium to use it in several project communication and dissemination materials (on paper and digital means, on white, transparent or a black background).



Figure 2: examples of logo's declinations

All project communication and dissemination materials (included digital channels, such as the website, etc.) will have to showcase:

- the **NGRF logo**: to facilitate recognition of the project;
- the **EU emblem**¹: as foreseen by the EC, this is needed for attesting the origin of co-funding;
- the **official EC statement** that the project has received funding from the Horizon 2020 research and innovation programme, through the following text:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818413.

Such indications are mandatory for the consortium, in compliance with EC and INEA guidelines². In addition, all partners are expected to follow the indications contained in the **NGRF User Manual** for Visual Identity, prepared by ETA and shared at consortium level via AAU SharePoint. These rules will guarantee: **a.** compliance with EU requirements; **b.** recognition of the project by all target groups; hence **c.** a higher impact of project activities and results.

In addition to the NGRF logo set, the visual identity includes also the following materials:

1. a **Word template** for project deliverable/reports
2. a **PowerPoint template** for poster in **A0 format** for presentations at scientific events;
3. **PowerPoint templates in 4:3 and 16:9 formats** for presentations to be delivered at technical meetings, dissemination events, etc.

All mentioned under D8.4 Internal communication tools, for internal communication.

¹ Source: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

² Source:

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm ; <https://ec.europa.eu/inea/en/connecting-europe-facility/cef-energy/beneficiaries-info-point/publicity-guidelines-logos>



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Figure 3: template for poster presentations



Figure 4: template for PPT presentations

Furthermore, during the project ETA will prepare a **slideshow presentation** on the project, a **poster** on the NGRF process and a **roll-up** to be used at NGRF workshops, conferences and events organized or co-organized by the consortium.

All partners will be provided with these materials and asked to make use and distribute them at external workshops, conferences and other initiatives organized for raising awareness and guarantee project knowledge.

4 NGRF website

NGRF website is one among the most strategic communication and dissemination means of the project. To ensure the highest possible visibility to the NGRF goals and results, the project website will be accessible with an intuitive URL: <http://www.nextgenroadfuels.eu/>.

As of January 31st 2019, the website is in “coming soon” mode, in order to make the final adjustments in view of the official publication in the first week of February 2019.

The design of the website builds upon the following criteria and taking account suggestions collected from best practices in the H2020-funded projects, such as:

- visual communication: use of colours and/or photos, web pages can be easily browsed, information is kept short and links area included, etc.;
- verbal communication: the website uses simple but scientific-based phrasing for easy and user-friendly reading;
- visibility: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of your site and other sites, add keywords to the web page metadata; use frequently used keyword search phrases both in the metadata and in the contents' pages;
- regular content inputs: update of contents will be done regularly by ETA, also considering inputs provided by all partners (especially on scientific/technological progresses). This will be always done by taking consideration of potential business/market interests at exploitation level (please see *D7.1 – Preliminary PEDR*);
- monitoring tools: ad-hoc analytics tools will be used to periodically measure website performance along the project (i.e. numbers of web users, number of visits, geographical location of users at global level, duration of visits, number of downloads, numbers of people registered to newsletters, number of references from external web pages, etc.).

NGRF website is the **main entry point and reference** for all the project activities implemented, results, news and information disseminated by the consortium for its target groups.

It is built on the following structure:

- Home Page
- About
- Process
- Partners
- Resources
- Events
- News

The Home page provides a quick access and introduction to all the main aspects of the project, and therefore contains concise texts and an introductory video (around 2:40 minutes) with interviews to all work package leaders, describing the main aspects and challenges of the project at glance.

The internal pages will host more in-depth descriptions of different aspects of the project:



Figure 5: screenshot of the homepage (under construction)

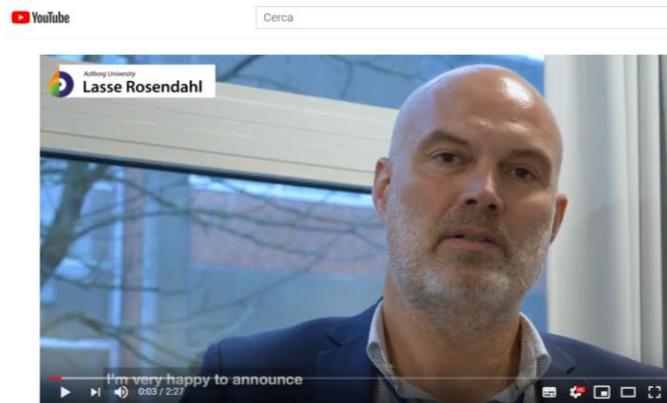


Figure 6: screenshot of NGRF video no.1, where WP leaders present the project

A specific static page presents the NGRF value chain and process flow with summary texts of the main process steps and based on a graphically improved version the following flow chart:

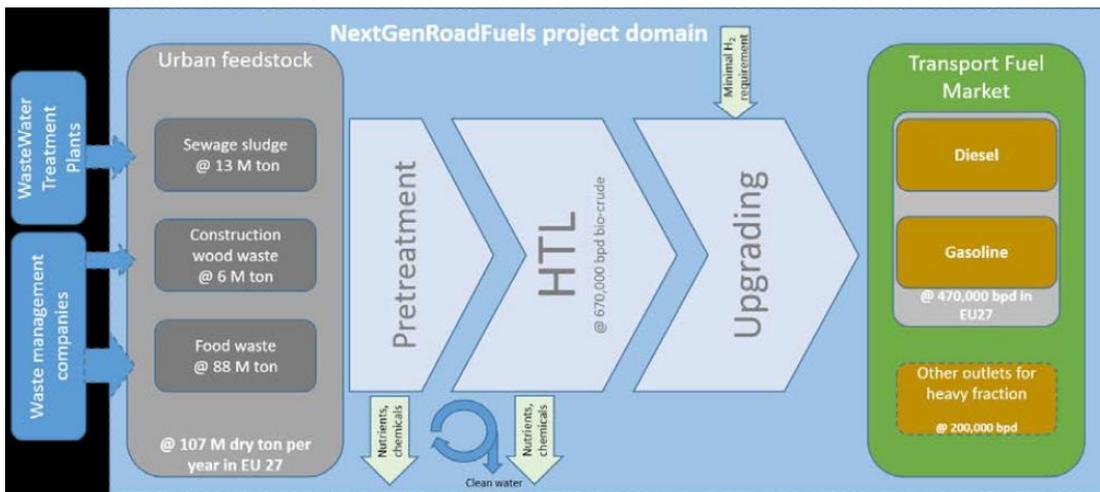


Figure 7: main steps of the NGRF process and value chain (under construction)

An additional page is dedicated to the expected project impacts.

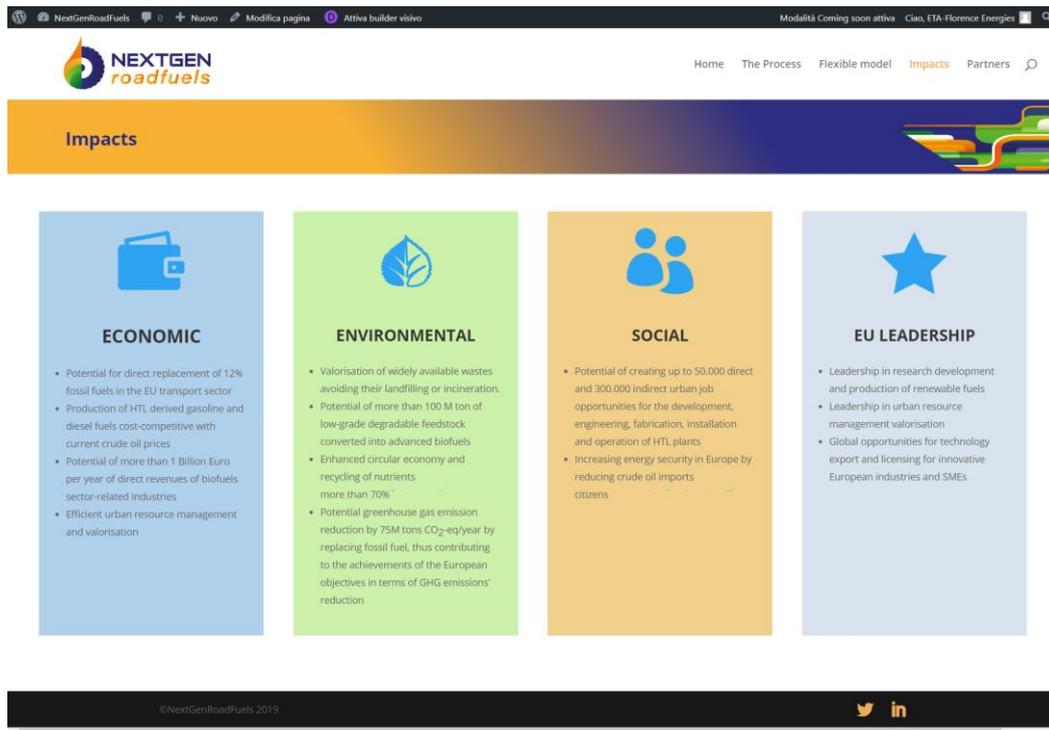


Figure 7: NGRF expected impacts page (under construction)

Partner’s logos are easily recognizable on the Home page, however an internal partner page is also available with more detailed information about each partner’s role and geographical distribution;

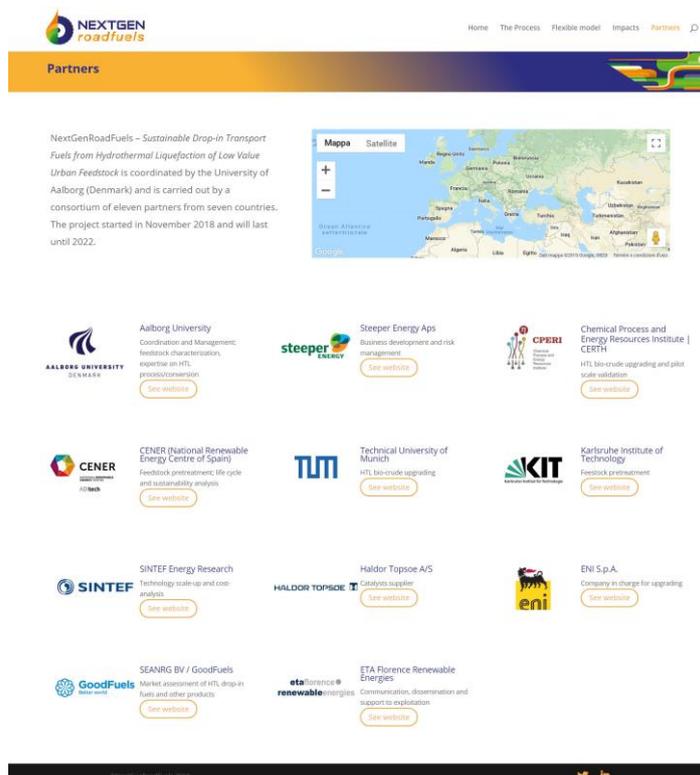


Figure 7: partners’ page (under construction)

In addition to these pages, the website will also include:

- incorporated on the Home page: a **News' section** as the main tool to publish project updates and in-depth descriptions of specific tasks and activities; in addition, there will be also a **Newsletter subscription form**;
- **links to project's Social media channels**: Twitter, YouTube and LinkedIn;
- a **Resources page**, showing all publishable documents (public summaries of deliverables, articles, videos, brochures and other publications, etc.)

The NGRF website will be regularly updated with news, project videos (included webinars) and external initiatives related to the project. All partners are invited to contribute on contents and initiatives to be promoted on the NGRF website, as well as ensuring good cross-linking between the NGRF webpage and partners' "institutional" websites and social media.

ETA will be responsible for the website update and maintenance. At technical level, it will be managed with a Content Management System (CSM, as WordPress); tools provided by Google Analytics will be strategic for traffic monitoring and eventual needed actions for improving the website impact and usability

All data will be treated in compliance with the Regulation (EU) 2016/679 General Data Protection Regulation (**GDPR**) entered into force on 25 May 2018. Hence, the GDPR will be the reference for data collection, storage, protection, retention and destruction.

5 Conclusions and Outlook

At M3, project activities on Communication, Dissemination and support to Exploitation are in line with the activities foreseen under *WP7 – Communication, dissemination and support to exploitation*, both in terms of deliverables' quality and timeline.

For preparing this report, the following deliverables have been taken into consideration:

D#	Deliverable title	Lead beneficiary	Type	Dissemination level	Due date (in mm)
D7.2	Visual Identity, Project Website	11 - ETA	Materials, website & report	Public	M3