



ADVANCEFUEL

WRITTEN AND VISUAL IDENTITY GUIDELINES

BASIC ELEMENTS

LOGO . ADVANCEFUEL

CLIENT . Greenovate

YEAR . 2017

INTRODUCTION

A project's results can only be disseminated effectively if all partners operate and communicate under one common identity.

These "Written and Visual Identity" guidelines explain how the **ADVANCEFUEL** written and graphical material should be used to communicate and promote the project in a clear and consistent manner. It is split into two main sections relating to the definition of the key messages of the project and to the use of a consistent look and feel:

1. Written identity

2. Visual identity

The guidelines should be followed by all consortium partners and applied to websites, brochures, e-mails, presentations, exhibition stands, etc.

The guidelines provide different text versions for describing **ADVANCEFUEL**, explanations on how to use the logo and give examples of how material should be used in a number of different contexts. The different digital logo types, templates and all the other material referred to can be found on the extranet of the **ADVANCEFUEL** project.

If you have any questions about these instructions, don't hesitate to contact:

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1.

WRITTEN IDENTITY

Whether communicating online or via other means, it is essential to provide a clear and concise overview of the **ADVANCEFUEL** project. To this end, a written identity has been produced to ensure that the project is presented accurately and consistently in all internal and external publications, documentation and communications.

This covers a number of different documents and contexts:

Publications Whenever ADVANCEFUEL is introduced or explained to an outside audience, e.g. external reports and conference documentation.	Advertising and promotional item Wherever ADVANCEFUEL is being promoted to a wider public audience, e.g. posters, videos and stationary.	Speeches and presentations In the presentation itself and in handouts.
Internal documentation E.g. briefings, internal reports and newsletters.	Press material E.g. press releases, background information, fact sheets and information packs.	Correspondence Official letters and emails representing the project to an external audience.

Several different versions of the **ADVANCEFUEL** written identity have been produced with these different contexts and usages in mind. This section explains which version to use where, and how they should be employed to maximum effect. The various versions of the written identity can be translated in other languages for local dissemination purposes; but they should not be used in a different format without first consulting Greenovate! Europe.

1.1 NAME

ADVANCEFUEL should be presented in upper case letters. It may also be stylised as: **ADVANCEFUEL** (Blue: R31; G56; B100 / Green: R112; G173, B71), or ADVANCEFUEL.

1.2 TAGLINE

The tagline should appear alongside the **ADVANCEFUEL** name wherever possible. It can be used as a subtitle in a different font or colour if appropriate.

Removing barriers to renewable transport fuels

1.3 ONE SENTENCE

In cases where the project can only be presented briefly, a one line description may be needed, for example in a presentation slide or a press release.

ADVANCEFUEL will generate new knowledge, tools, standards and recommendations that can overcome barriers to the commercialisation of renewable transport fuels.

1.4 ONE PARAGRAPH

This version can be incorporated into presentations, and can also be used on promotional items like posters and display stands.

The **ADVANCEFUEL** project aims to facilitate the commercialisation of advanced renewable transport fuels to contribute to the achievement of the EU's renewable energy targets, and reduce carbon emissions in the transport sector to 2030 and beyond.

ADVANCEFUEL will look into renewable fuels produced from lignocellulosic feedstocks, renewable hydrogen and CO₂ streams, and provide market stakeholders with new knowledge, tools, standards and recommendations to help remove barriers to their uptake. Stakeholders will be addressed throughout the project to involve them in a dialogue on the future of renewable fuels for validating findings and ensuring successful transfer and uptake of the project results.

1.5 KEY MESSAGES

Key Messages have been devised to help project partners to communicate the main aims of the **ADVANCEFUEL** project to different audiences, who will have different interests in what the project hopes to achieve. Each message focuses on a different aspect of the project.

Biomass Availability

Second generation biofuels will rely on provision of lignocellulosic biomass resources, for which value chains do not currently exist. **ADVANCEFUEL** will explore biomass availability, investigating logistics and costs to identify suitable resources for renewable transport fuels.

Biofuels Conversion

New technologies will be needed for conversion of biomass into new renewable fuels. **ADVANCEFUEL** will analyse how production can be scaled-up, by assessing conversion technologies to determine economic, social and environmental impacts and how they can be integrated into existing fossil fuel infrastructures.

Sustainability

Sustainability of biofuels requires analysis of socio-economic and environmental impacts across the entire value chain. **ADVANCEFUEL** will define sustainability criteria and indicators for renewable fuels, provide recommendations for harmonisation of certification systems, and assess environmental footprints and socio-economic impacts of supply chains.

End-use and Acceptance

Policy-makers, industries and consumers remain sceptical about the socio-economic sustainability and performance of renewable transport fuels. Working with stakeholders, **ADVANCEFUEL** will provide evidence for future market uptake potential, make recommendations for support policies, provide future scenarios and sensitivity analysis, and communicate the advantages of renewable fuels to society.

1.6 HALF PAGE

The full page contains more details, and should be used for the purpose of providing information to a more captive and targeted audience. It could be placed on your own website, used as a preface to publications and reports or as an information sheet inserted into packs to be distributed at events linked to the **ADVANCEFUEL** project.

ADVANCEFUEL: Removing barriers to renewable transport fuels

ADVANCEFUEL aims to facilitate the commercialisation of renewable transport fuels by providing market stakeholders with new knowledge, tools, standards and recommendations to help remove barriers to their uptake. The project will look into liquid advanced biofuels – defined as liquid fuels produced from lignocellulosic feedstocks from agriculture, forestry and waste – and liquid renewable alternative fuels produced from renewable hydrogen and CO₂ streams.

In order to support commercial development of these fuels, the project will firstly develop a framework to monitor the current status, and future perspectives, of renewable fuels in Europe in order to better understand how to overcome barriers to their market roll-out. Following this, it will investigate individual barriers and advance new solutions for overcoming them.

The project will examine the challenges of biomass availability for second-generation biofuels, looking at non-food crops and residues, and how to improve supply chains from providers to converters. New and innovative conversion technologies will also be explored in order to see how they can be integrated into energy infrastructure.

Sustainability is a major concern for renewable fuels and **ADVANCEFUEL** will look at socio-economic and environmental sustainability across the entire value chain, providing sustainability criteria and policy-recommendations for ensuring that renewable fuels are truly sustainable fuels. A decision support tools will be created for policy-makers to enable a full value chain assessment of renewable fuels, as well as useful scenarios and sensitivity analysis on the future of these fuels.

Stakeholders will be addressed throughout the project to involve them in a dialogue on the future of renewable fuels and receive feedback on **ADVANCEFUEL** developments to ensure applicability to the end audience, validate results and ensure successful transfer and uptake of the project results. In this way, **ADVANCEFUEL** will contribute to the development of new transport fuel value chains that can contribute to the achievement of the EU's renewable energy targets, and reduce carbon emissions in the transport sector to 2030 and beyond.

1.7 ACKNOWLEDGEMENT

In all publications, deliverables and public documents, it is mandatory to include a sentence acknowledging how **ADVANCEFUEL** is funded. Wherever possible, the European Union flag should appear as well.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 764799.

The **ADVANCEFUEL** graphical material was developed to give the project a distinctive and recognisable visual identity reflecting its goals. This section lays out guidelines for the correct use of the **ADVANCEFUEL** logo and graphical material. It gives details of the colour scheme and explains how the logo should be used in different contexts and on different materials.

The logo should be used by members of the consortium in communication material related to the project. It is important that it is applied in a consistent manner across the broad range of communication material employed by the project. Any deviation would weaken the impact **ADVANCEFUEL**'s visual identity has on audiences.

You can find the all the material referred to below on the extranet of the **ADVANCEFUEL** project.

2. VISUAL IDENTITY

The **ADVANCEFUEL** graphical material was developed to give the project a distinctive and recognisable visual identity reflecting its goals.

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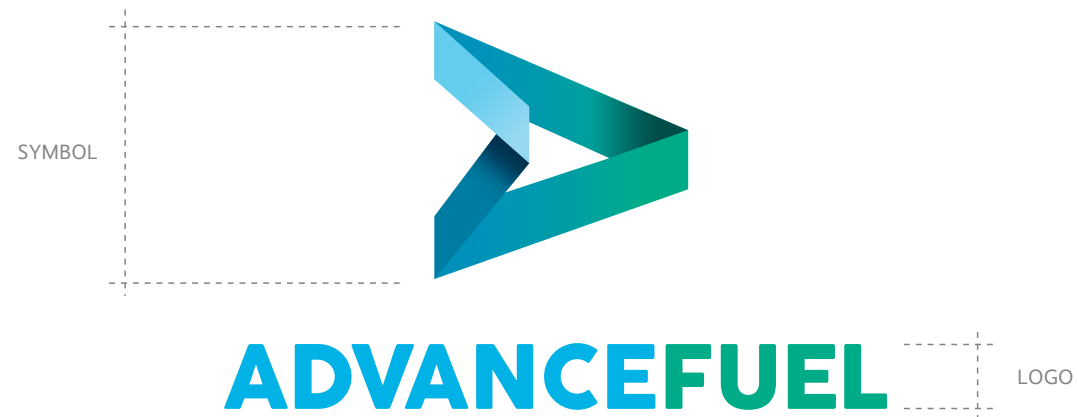
You can find the all the material referred to below in the **ADVANCEFUEL** AdminProject space.



2.1 LOGO ELEMENTS

2.1.1 Main version

The logo composition and the corporate colours are the vital basic elements of the **ADVANCEFUEL** visual identity. They are its foundation and the commitment to ensure they always appear as shown in this document will protect the identity and create the best results in terms of communication.



2.1 LOGO ELEMENTS

2.1.2 Alternate version

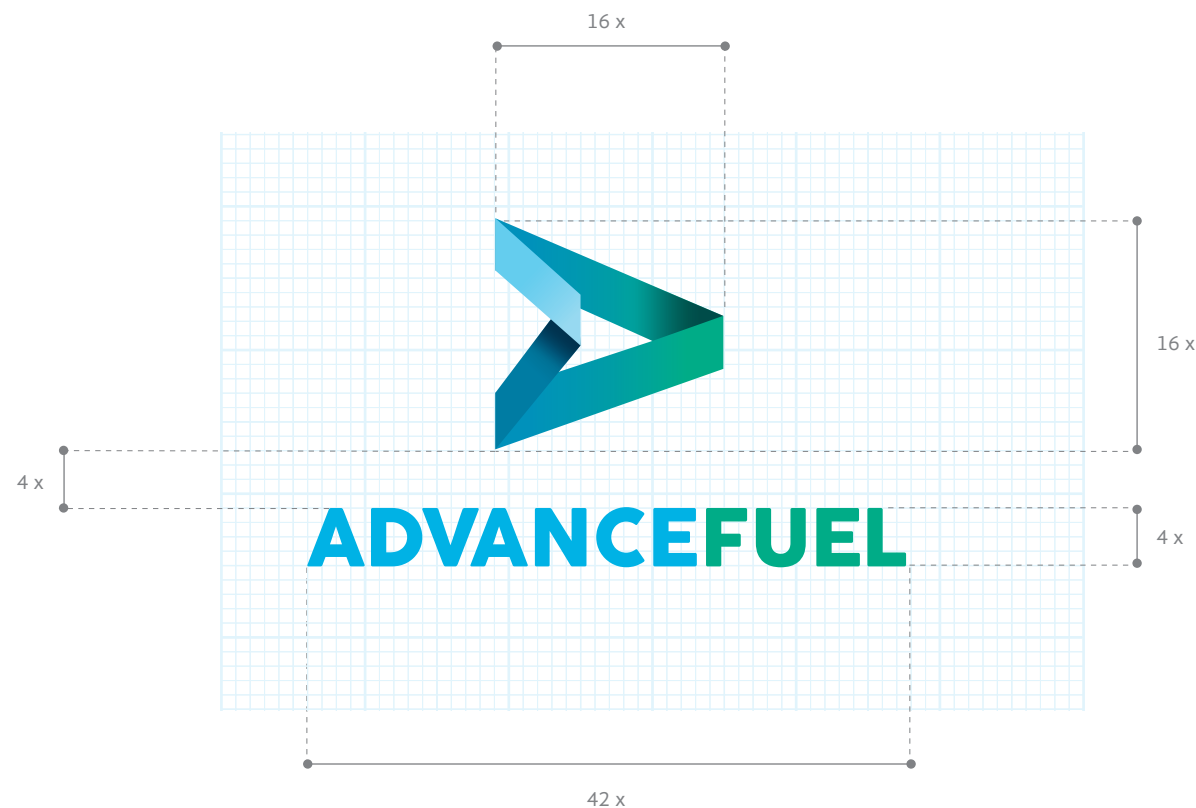
Alternate version with horizontal alignment.



2.2 POSITIONING THE ELEMENTS

2.2.1 Construction Grid

The relation between the different elements that compose the logo was created in order to achieve the best visual balance. When amplifying or reducing the logo the proportions shown on this page should always be taken in consideration.



2.2 POSITIONING THE ELEMENTS

2.2.2 Clear Zone





An invisible clear zone protects the logo. The size of that zone is determined by the height of the “A” present in the logo’s name. This is the minimum recommended clear zone area and more space around the logo will always aid visibility.



2.2 POSITIONING THE ELEMENTS

2.2.3 Minimum Recommended Widths

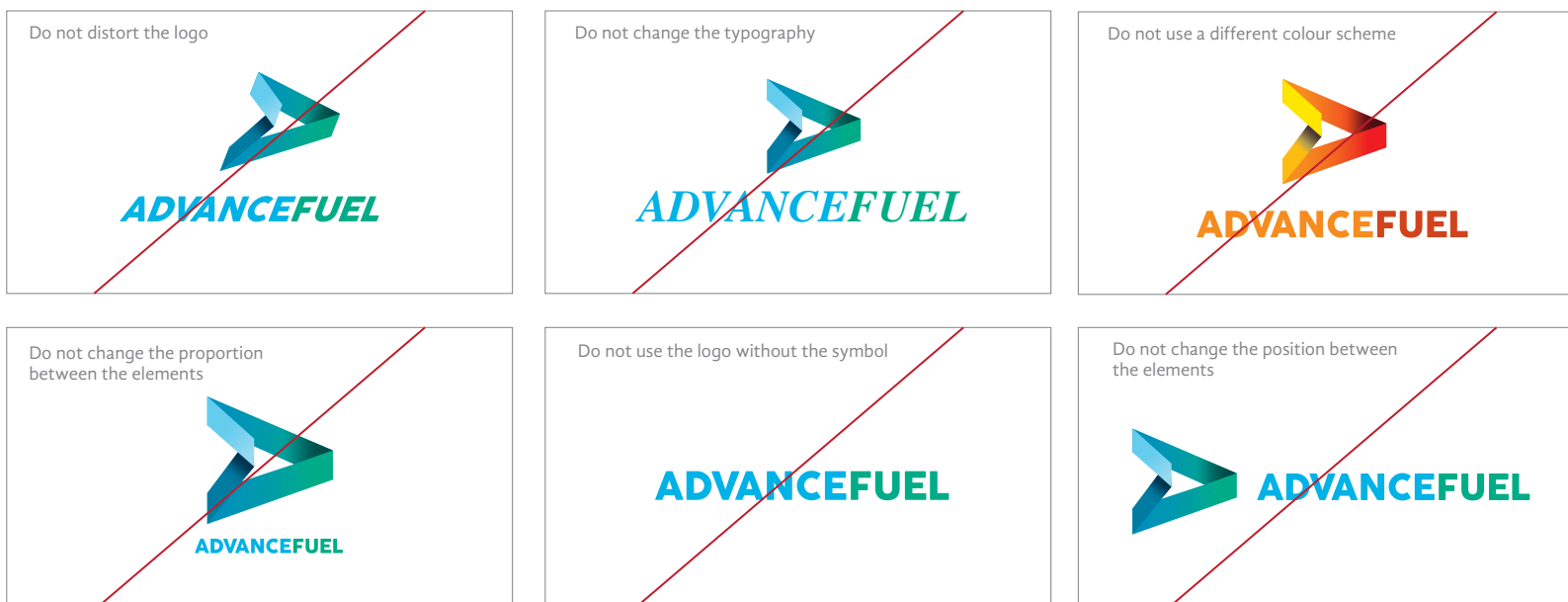
To preserve legibility the logo should not be used in a smaller size than the one indicated here. Bellow we present the size in centimeters for print materials, as well as the size in pixels for multimedia projects. Reproduction of these elements should be checked to ensure the quality and legibility is of the highest possible standard.

	Vertical version	Horizontal version
PRINT	 2,5 cm	 3,5 cm
WEB	 100 px	 130 px

2.2 POSITIONING THE ELEMENTS

2.2.4 Common Mistakes














It is very important to respect the integrity of the logo, in both its composition and colour scheme. Changing it will only compromise the identity created and its subsequent identification. Recognising the most common pitfalls will help you in creating a more effective use of the logo. All of the below examples shown are strictly prohibited.



2.3 COLOURS

2.3.1 Colour Palette

Colours are very important in building a visual identity. They’re part of its essence so they should always be reproduced according to the basic rules shown on this manual. Here we present the main colours used in the logo and their CMYK and RGB codification.

MAIN COLOURS		SECONDARY TONES OF GREEN ON THE SYMBOL							
									
									
CMYK 91-0-6-0	CMYK 91-0-64-0	CMYK 91-0-64-0	CMYK 91-0-6-23	CMYK 91-7-6-33	CMYK 91-7-6-64	CMYK 52-0-3-0	CMYK 37-0-3-0		
RGB 0-172-227	RGB 0-163-122	RGB 0-163-122	RGB 0-143-190	RGB 0-123-167	RGB 0-74-106	RGB 123-205-239	RGB 168-221-243		

2.3 COLOURS

2.3.2 Main Version and Reversed Version

As a way to preserve flexibility in terms of the possible uses of the logo we present in this page both the main version of the logo (white background) and the reversed version, adapted for dark backgrounds.



2.3 COLOURS

2.3.3.1 Grayscale

The use of the logo in grayscale should be applied in situations where it is not possible to use the original colour version.



ADVANCE  **FUEL**



ADVANCE  **FUEL**

2.3 COLOURS

2.3.3.2 Monochromatic

The use of the monochromatic logo should be applied in situations where it is not possible to use the original colour version.



ADVANCE  FUEL



ADVANCE  FUEL

2.3 COLOURS

2.3.4 Colour Backgrounds

The use of the logo on colour backgrounds should be done always ensuring the highest contrast possible. Below is explained which versions should be used for different chromatic backgrounds. In specific colour background situations where the logo isn't legible, it is recommended to use a black or white protection box (its dimensions should respect the safety zone described in this manual).



2.3 COLOURS

2.3.5 Photographic Backgrounds

The use of the logo over photographic backgrounds can create unpredictable situations that challenge legibility. Just as with colour backgrounds, one should always ensure that the logo is presented with the highest contrast possible in any situation.



2.4 TYPOGRAPHY

2.4.1 Corporate Typefaces

Typography is fundamental to a distinctive identity, a powerful way of bringing personality and consistency to all communication materials.

The primary font used in the **ADVANCEFUEL** identity is Aspira. If a system font is needed we recommend the use of Helvetica.

PRINT & WEB

PRIMARY TYPEFACES USE FOR TITLES / HEADLINES

ASPIRA HEAVY
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Available at
www.myfonts.com

USE FOR TITLES PLAIN TEXT / BODY OF ARTICLES

ASPIRA MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Available at
www.myfonts.com

SECONDARY TYPEFACE WHEN PRIMARY TYPEFACE IS NOT USED FOR PLAIN TEXT, BODY OF ARTICLES, SYSTEM FONTS

HELVETICA
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

2.5 PRESENTATION TEMPLATES

2.5.1 Powerpoint template

There were developed slides contemplating various situations: a title slide, a text slide, a slide for graphics and images and a final “thank you” slide.



2.5 PRESENTATION TEMPLATES

2.5.2 Simple Word Template

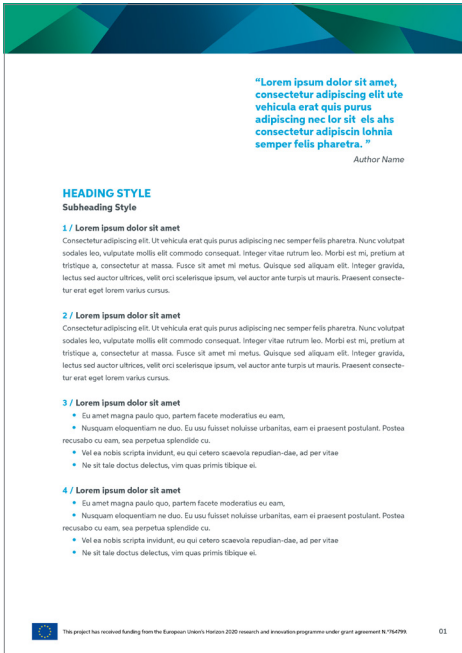
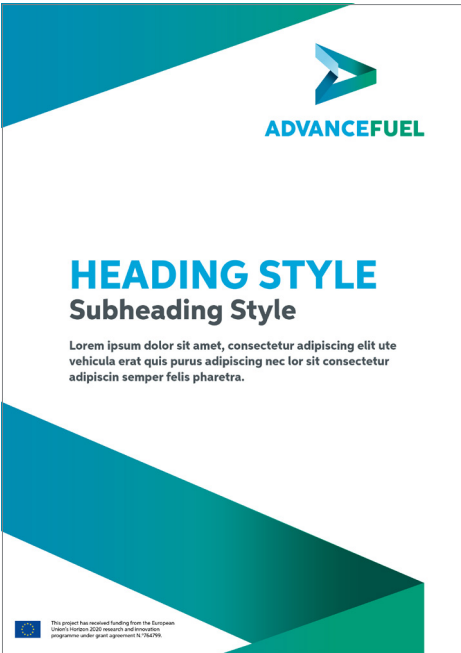
The Simple Word document template consists of a main page and a continuity page.



2.5 PRESENTATION TEMPLATES

2.5.3 Complex Word Template

The Complex Word document template consists of a cover and three inside pages with text, graphs and tables. This template can be used for reports, brochures, factsheets, press releases and a variety of other materials for print or online publishing.





FORMAS
DO POSS/VEL
CREATIVE STUDIO

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