

ICT-Emissions

D7.6 Corporate identity

SEVENTH FRAMEWORK PROGRAMME

FP7-ICT-2011-7

COLLABORATIVE PROJECT – GRANT AGREEMENT N°: 288568

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Document Control Page

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Editor	Florinda Boschetti (POLIS)		
Brief Description	Deliverable 7.6 presents the chosen corporate identity and project logo, templates and a handbook for the use of the logo.		
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Executive summary

The ICT-Emissions Project should have a strong identity using the project logo; an overall corporate identity (document and slideshow templates) has been developed for the project to give it a common image towards the outside world and to communicate in a consistent way and with a clear and recognisable brand. A colour scheme of 3 shades of Green and Light Blue wording on the logo will make the ICT-Emissions project easily identifiable are important for dissemination, raising awareness around the achievements of the whole project. The ICT-Emissions logo should be used in the front page of all project reports, in the top left corner of each page (as in the present document).

1 Introduction

1.1. OBJECTIVE OF THE DELIVERABLE

The main objective of this document is to present the ICT-Emissions corporate identity and templates.

1.2. STRUCTURE OF THE DOCUMENT

This deliverable aims to describe the ICT-Emissions Project corporate identity, more specifically, **Chapter 2** introduces the ICT-Emissions logotype, the Word and Power Point templates.

2 ICT-Emissions corporate identity

The ICT-Emissions Project should have a strong identity using the project logo; an overall corporate identity (document and slideshow templates) has been developed for the project to give it a common image towards the outside world and to communicate in a consistent way and with a clear and recognisable brand. A colour scheme of 3 shades of Green wording on the logo will make the ICT-Emissions project easily identifiable and important for dissemination, raising awareness around the achievements of the whole project.

The ICT-Emissions logo should be used in the front page of all project reports, in the top left corner of each page (as in the present document). The logo is illustrated below as Figure 9.

Different types and qualities for the logo can be found in the Downloads section of the ICT-Emissions website (www.ict-emissions.eu).

2.1. LOGOTYPE

In the early stage of the project Polis (WP leader) has contacted a number of communication agencies requesting quotes for the creation of a project corporate identity, including logotype, templates for reporting, meeting agendas and minutes, and presentations.

The communication agency subcontracted to create a corporate identity for ICT-Emissions project has submitted several draft proposals.



Figure 1: Logotype proposal n. 1



Figure 2: Logotype proposal n. 2



Figure 3: Logotype proposal n. 3



Figure 4: Logotype proposal n. 4



Figure 5: Logotype proposal n. 5



Figure 6: Logotype proposal n. 6



Figure 7: Logotype proposal n. 7



Figure 8: Logotype proposal n. 8

After several proposals and exchanges with the communication agency, logotype n.1 has been selected. A hyphen was added to the original proposal.



Figure 9: ICT-Emissions wording logo



Figure 10: Selected logotype

The logotype is available in various formats (JPG, TIF, PNG) and resolutions for partners and will be used in all communication material.

In addition to the logotype, a motto accompanying the title of the project has also been identified. The purpose of the motto is to provide a rapid understanding of the focus of the project. The motto is:

Assessing the impact of ICT on road transport emissions

This will appear next to the logo and the project title on the website and project leaflet.

2.2. TEMPLATES

Templates for Word document and Power Point presentations have been defined for the project. They exist for MAC OS and Windows.

2.2.1. WORD TEMPLATE

A Word template for reporting was provided. A screenshot of the cover page and Styles embedded is shown below.

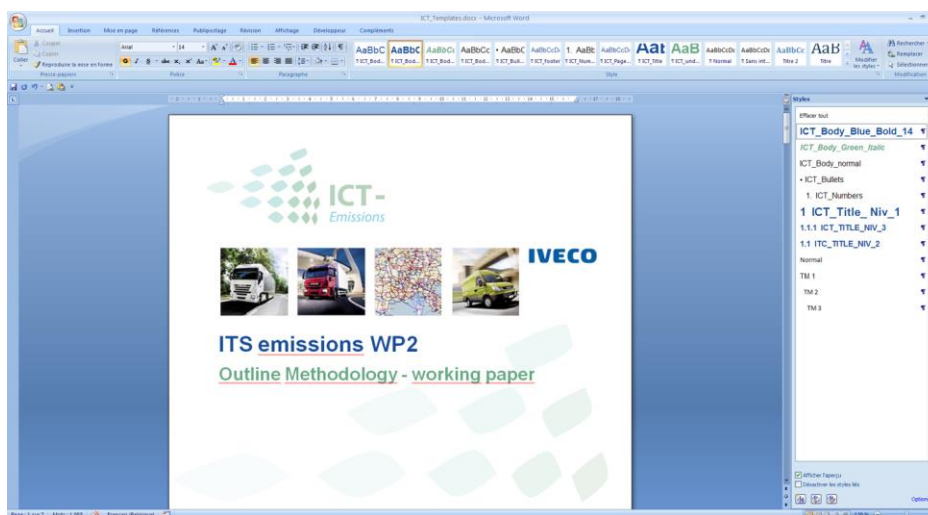


Figure 11: Original Word template and Styles table

A guide for the use of the word template has been developed and was circulated among partners.

However, due to a request from some partners, an updated version of the Word template has been prepared by Polis, with ICT-Emissions word Styles embedded in the documents. A screenshot of the document template is shown below.

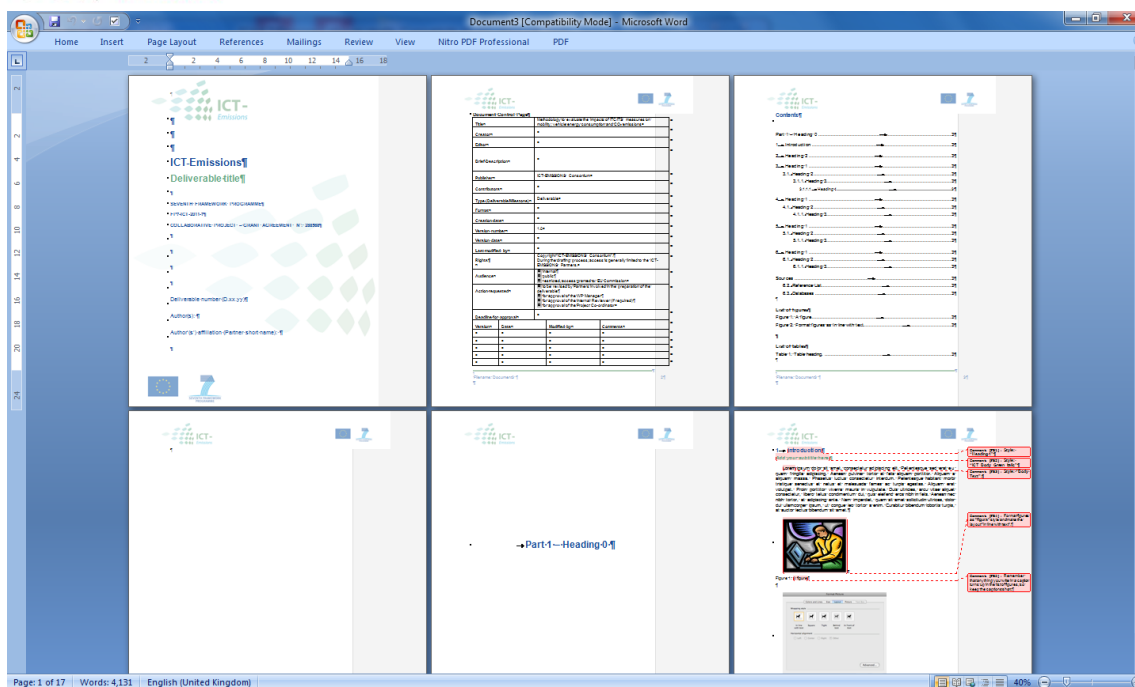


Figure 12: Updated Word template for deliverables, including comments for the use of Styles

2.2.2. POWER POINT TEMPLATE

A Power Point template was provided. A screenshot of the slides and Styles embedded is shown below/

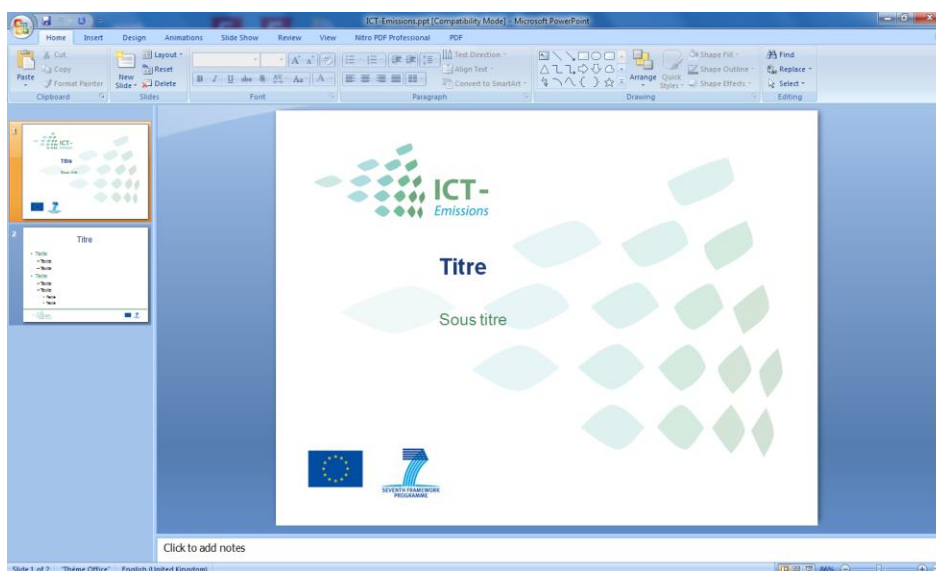


Figure 13: Power Point template

However, due to a request from some partners, an updated version of the Power Point template has been prepared by Polis. The new template includes more layouts for slides with various contents (text, bullet points, images, tables) and page numbers.

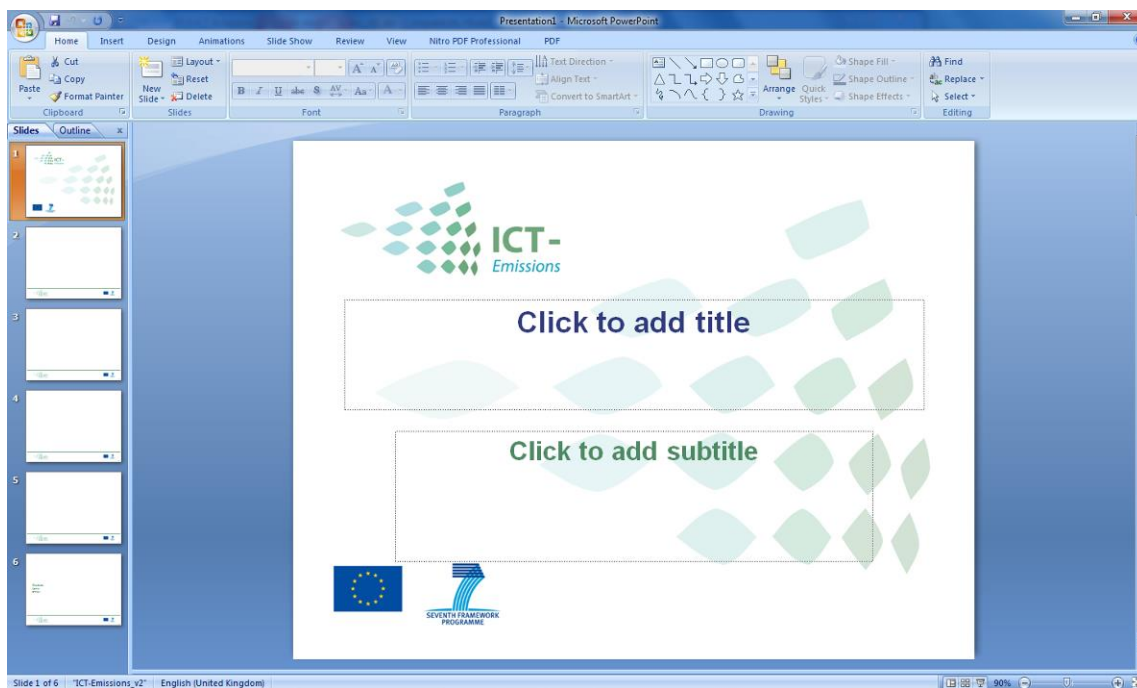


Figure 14: Updated Power Point template

2.2.3. FORMAT FOR REPORTING ON SOFTWARE PRODUCTS

The project is committed to prepare a number of deliverables that are software tools and/or databases. According to the list of deliverables in the DoW these are the following products:

- D3.1: Vehicle energy/emission simulator for conventional and advanced passenger cars
- D4.1: Parameterization submodule
- D4.2: Driver simulator
- D4.3: Library with driving situations and structure of ICT impact evaluation

To document the delivery as well as to describe the nature and the content of these products the deliverables will be accompanied by written reports constituting “release notes”. These reports will be prepared using the template of project deliverables (see section 2.2.4). The precise content of the release notes might be different for the abovementioned deliverables as the description has to be content specific describing the main functionalities of the tools.

2.2.4. WORD TEMPLATE AND MANUAL FOR ITS USE

ICT-Emissions

Deliverable title

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Part 1 – Heading 0

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Format figures as "figura" style and make the layout "in line with text".

Figure 15: A figure Remember that anything you write in a caption turns up in the list of figures, so keep the captions short.

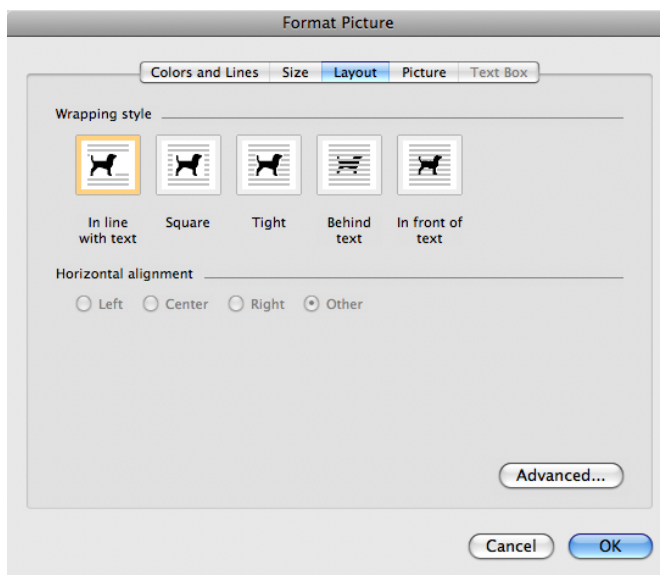


Figure 16: Format figures as In line with text.

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Table 1: Table heading. Table headings require a tiny bit of extra work. Go to Insert>Caption and insert a Table caption with its automatic numbering, click OK, then apply the style "tablehead". Your heading will then always stay with the table. After the table, insert one blank carriage return and format it with the style "after table".

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3 Heading 1

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3.1. HEADING 2 STYLE: HEADING 2"

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4.1. HEADING 2

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- Never use a metaphor, simile or other figure of speech which you are used to seeing in print.
- Never use a long word where a short one will do.
- If it is possible to cut a word out, always cut it out.

- Never use the passive where you can use the active.
- Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
- Break any of these rules sooner than say anything outright barbarous.

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Conclusions

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6.2. REFERENCE LIST

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MERCER, P.A. AND SMITH, G., 1993. Private viewdata in the UK. 2nd ed. London: Longman.

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BANTZ, W.A., 1994. Approaches to intelligent information retrieval. *In: J.A. Anderson, ed. Annual review of software management and development*. Newbury Park, CA: Sage, 502-510.

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EVANS, W.A., 1994. Approaches to intelligent information retrieval. *Information processing and management*, 7 (2), 147-168.

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SILVER, K., 1991. Electronic mail: the new way to communicate. *In: D.I. RAITT, ed. 9th international online information meeting, 3-5 December 1990 London*. Oxford: Learned Information, 323-330.

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6.3. DATABASES

<http://www.eltis.org>