



D10.2 Visual Identity Toolkit

Sustainable Energy
and Alternative Fuels
from Advanced
Intermediate
Renewable Energy
carrier technology



[Seafairer-project.eu](https://seafairer-project.eu)



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Document control sheet

The project	SEAFAIRER: Sustainable Energy and Alternative Fuels from Advanced Intermediate Renewable Energy carrier technology
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This project has used a standard methodology already developed in FUEL-UP (Grant Agreement number: 101136123), REFOLUTION (Grant Agreement number: 101096780) and Bin2Bean (Grant Agreement number: 101113011) projects, following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for SEAFAIRER (Grant Agreement number: 101173002).

ROLE	NAME	
COO	DTU - DANMARKS TEKNISKE UNIVERSITET	
BEN	UABIO - BIOENERGY ASSOCIATION OF UKRAINE	
BEN	ETA - ENERGIA, TRASPORTI, AGRICOLTURA SRL	
BEN	FVTR - FORSCHUNGSZENTRUM FÜR VERBRENNUNGSMOTOREN UND THERMODYNAMIK ROSTOCK GMBH	
BEN	FRAUNHOFER - FRAUNHOFER GESELLSCHAFT ZUR FÖRDERUNG DER ANGEWANDTEN FORSCHUNG EV	
BEN	FVP - FUNDACION DE LA COMUNIDAD VALENCIANA PARA LA INVESTIGACION, PROMOCION Y ESTUDIOS COMERCIALES DE VALENCIAPORT	
BEN	KPMG - KPMG & ASSOCIADOS SOCIEDADE DE REVISORES OFICIAS DE CONTAS SA	
BEN	PETROGAL - PETROGAL SA	
BEN	SAGAVA - TERGY SAGAVA - BIOENERGIAS, UNIPessoal LDA	
AP	CMM - Centro Mario Molina para Estudios Estrategicos sobre Energia y Medio Ambiente AC	

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Executive summary

This toolkit presents the final outcome of a collaborative process aimed at developing a distinctive visual identity for the SEAFAIRER project. The document presents the guidelines for the visual identity of the project, defining the official logo, colour palette, and providing a complete set of customized graphic templates. These templates, designed for consistent and effective communication, include models for reports, presentations, posters, social media graphics, roll-ups and information brochures. The document is a fundamental reference for all project partners, ensuring a coordinated and professional image.

1 SEAFAIRER Graphic Concept

1.1 Logo

The graphic concept of SEAFAIRER was developed through a collaborative effort involving all project partners. An in-depth analysis of the project objectives and expected results informed the design process, resulting in a final logo that effectively communicates the project's identity and values.

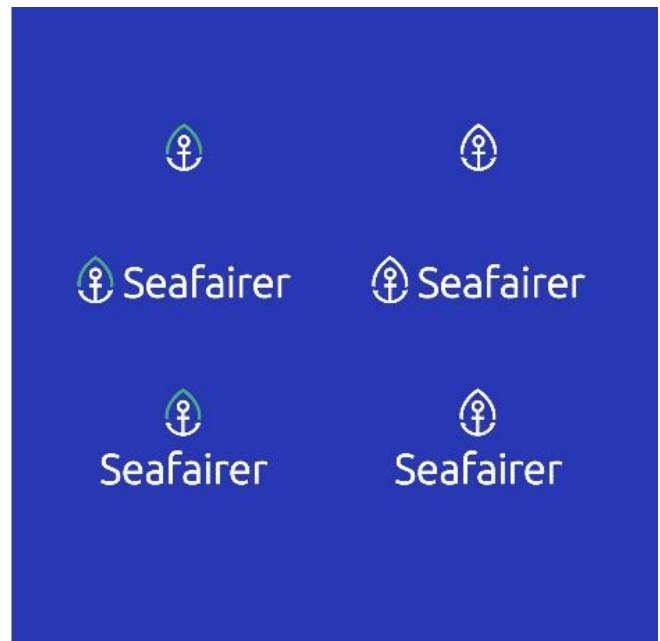


Figure 1. SEAFAIRER Logo.

Fonts

Ubuntu

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678
(.,;:~+~*~#|\"!€\$%&/?^ç@)!*=>?<±¶¼½¾×†•€

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678
(.,;:~+~*~#|\"!€\$%&/?^ç@)!*=>?<±¶¼½¾×†•€

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678
(.,;:~+~*~#|\"!€\$%&/?^ç@)!*=>?<±¶¼½¾×†•€

Colors



R: 37
G: 59
B: 156
#253B9C



R: 102
G: 175
B: 127
#66AF7F



R: 197
G: 202
B: 223
#CSCADF



R: 204
G: 236
B: 216
#CCECD8

Figure 2. SEAFAIRER color palette and font.

2 Dissemination and communication tools

2.1 Visual identity

The visual identity of SEAFAIRER includes a logo composed by a pictogram and lettering, fonts, a color palette, and additional graphic elements.

All SEAFAIRER project dissemination and communication tools will include:

- the project logo, a key element of the project's visual identity, which contributes to brand recognition and project visibility
- the EU emblem, as foreseen by the European Commission, this is needed in order to attest the origin of the co-funding
- the official EC statement that the project has received funding from the Horizon Europe research and innovation programme, through the following text:



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2.2 Poster template in A0 PowerPoint format and roll up

Project posters and roll-ups can be used at conferences, exhibitions and other events and provide a concise and impactful overview of the project's goals, results and impact. Well-designed posters and roll-ups can improve the visibility of the project and contribute to its overall success.

A template for poster presentations in A0 Power Point format has been made available for all partners for digital and printing purposes.



Figure 4. SEAFAIRER roll up.



Figure 3. SEAFAIRER Poster A0.

2.3 Template for slide presentations

A standardized set of PowerPoint templates has been developed to facilitate the creation of professional and visually appealing presentations. These templates are available in 16:9 and 4:3 formats to accommodate various presentation scenarios.



Figure 5. SEAFAIRER PowerPoint templates 4_3 (left) and 16_9 (right).

2.4 Template for project deliverables

A standardized template has been developed to ensure consistency in the format and style of project deliverables. This template incorporates the project's visual identity, including the color palette and logo.



DX.X Deliverable Title

Sustainable Energy
and Alternative Fuels
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carrier technology

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Figure 6. SEAFAIRER Deliverable Template.

2.5 Website

The SEFAIRER website was created in its full version for month 4 of the project. This is divided into the information section, which contains 3 pages (the project, our solution and the target groups), the partners section, resources section, news and contacts. The website includes images and colors related to the shipping sector and the concept of biofuels and biowaste feedstock.

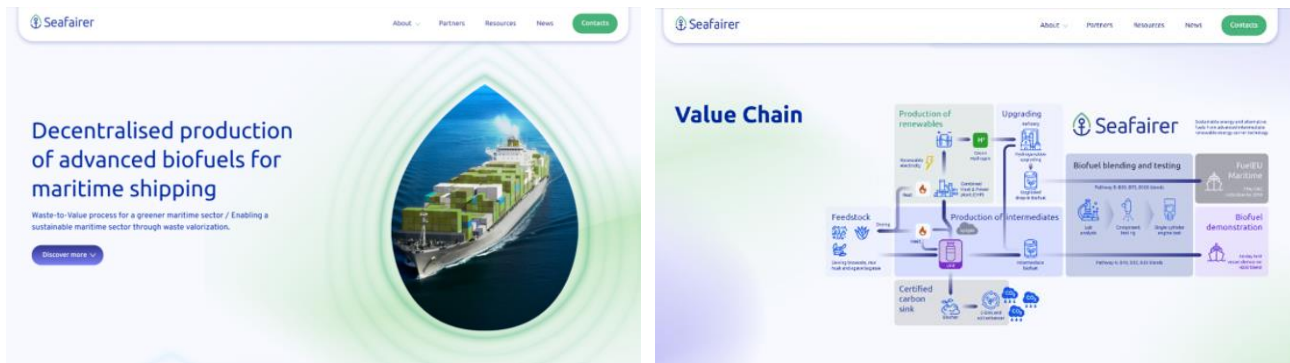


Figure 7. SEFAIRER Website.

2.6 Social media channels and social media cards

A LinkedIn page has been opened and developed for the SEFAIRER project and related communication activities. For the LinkedIn page, web cards were created to be used as a profile image, using the colors and elements also used on the website.



Figure 8. LinkedIn cover.



Figure 9. LinkedIn profile image.

3 Conclusions

The dissemination materials and digital channels have been developed in alignment with the project's Visual Identity, ensuring consistent branding and visibility for the project throughout its duration and beyond its conclusion. All project partners will be encouraged to adopt this visual identity in their communication and dissemination efforts. They will also be asked to share these materials at events, scientific conferences, and technical workshops they attend, as well as within their formal and informal networks. This approach aims to maximise the impact of the project and to focus attention on the activities and results of the SEAFAIRER project, both during the project and after its completion.

4 References

- [European Commission visual identity - European Commission](#)

5 Partners

Coordinator

