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Interoperable solutions for implementing holistic **FLEXi**bility  
services in the distribution **GRID**

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## Visual Materials and Identity Set – Month36

Deliverable 9.7

WP9

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## DELIVERABLE FACTSHEET

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Dissemination level	
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## Approvals

	Company
Author/s	CIRCE
Task Leader	CIRCE
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## Documents History

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1	19/09/2022	Draft Version	CIRCE
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## ABBREVIATIONS

**PC:** Project Coordinator

**CA:** Consortium Agreement

**CC:** Communication Committee

**DoA:** Description of Action

**EC:** European Commission

**GA:** General Assembly

**IPR:** Intellectual Property Right

**KPI:** Key Performance Indicator

**M:** Month

**PH:** Project Handbook

**R&D:** Research and Development

**SC:** Steering Committee

**TP:** Technical Partner

**WP:** Work Package

**SME:** Small and Medium Enterprise

**DMP:** Data Management Plan

**H2020:** Horizon 2020

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## 1. INTRODUCTION

This manual serves as a guide for the identification and visual communication of FLEXIGRID.

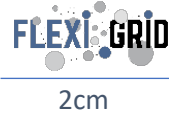
It includes the identity of the brand, the versions, colours, fonts and applications that should not vary in any case.

It is recommended to always use the high-quality version for printed documents and the screen version for digital documents.

Also shown are materials that can be made in the future. Some of the materials shown are examples and will be adapted according to the objectives and the context in which they are to be used.

## 2. VISUAL IDENTITY

### 2.1 Logotype Size






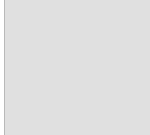
If the logo does not include the caption, it can be included up to a minimum of 2 centimetres wide to ensure its correct display, and the height will be proportional.



If the logo does not include the caption, it can be included up to a minimum of 4,5 centimetres wide to ensure its correct display, and the height will be proportional.

### 2.2 Logotype colour version

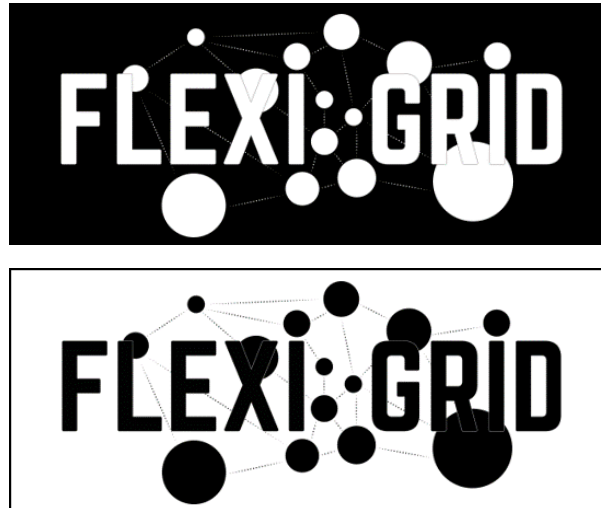
Below are shown the colours defined for the brand and the percentages and codes for the different variations of graphical reproductions.

	<b>CMYK 49 29 0 43</b> <b>RGB 74 103 145</b> <b>HEX #4A6791</b>
	<b>CMYK 0 0 0 100</b> <b>RGB 0 0 0</b> <b>HEX #000000</b>
	<b>CMYK 2 1 0 30</b> <b>RGB 175 176 178</b> <b>HEX #AFB0B2</b>
	<b>CMYK 0 0 0 12</b> <b>RGB 224 224 224</b> <b>HEX #E0E0E0</b>



### 2.3 Logotype black & white (positive and negative) versions

The brand may be used mainly in four colours. For those applications where it is not possible to use four-colours, other options in black & white one ink have been defined.



### 2.4 Fonts

The following font has been used to build the brand: NORWEST

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**



### 3. BRAND IDENTITY

#### 3.1 Officials templates

##### 3.1.1 Poster

Reproduction Poster in mock-up. Real size A1



Figure 1. Real poster of FLEXGRID in an exhibition mock-up event

##### 3.1.2 Minutes Template

Reproduction minutes template for FLEXiGRID meetings in mockup



Figure 2. Real minutes templates of FLEXiGRID in a page mock-up

##### 3.1.3 Agenda Template

Reproduction agenda template for FLEXiGRID events in mockup



Figure 3. Real agenda template of FLEXi:GRID in a page mock-up

### 3.1.4 List of attendees

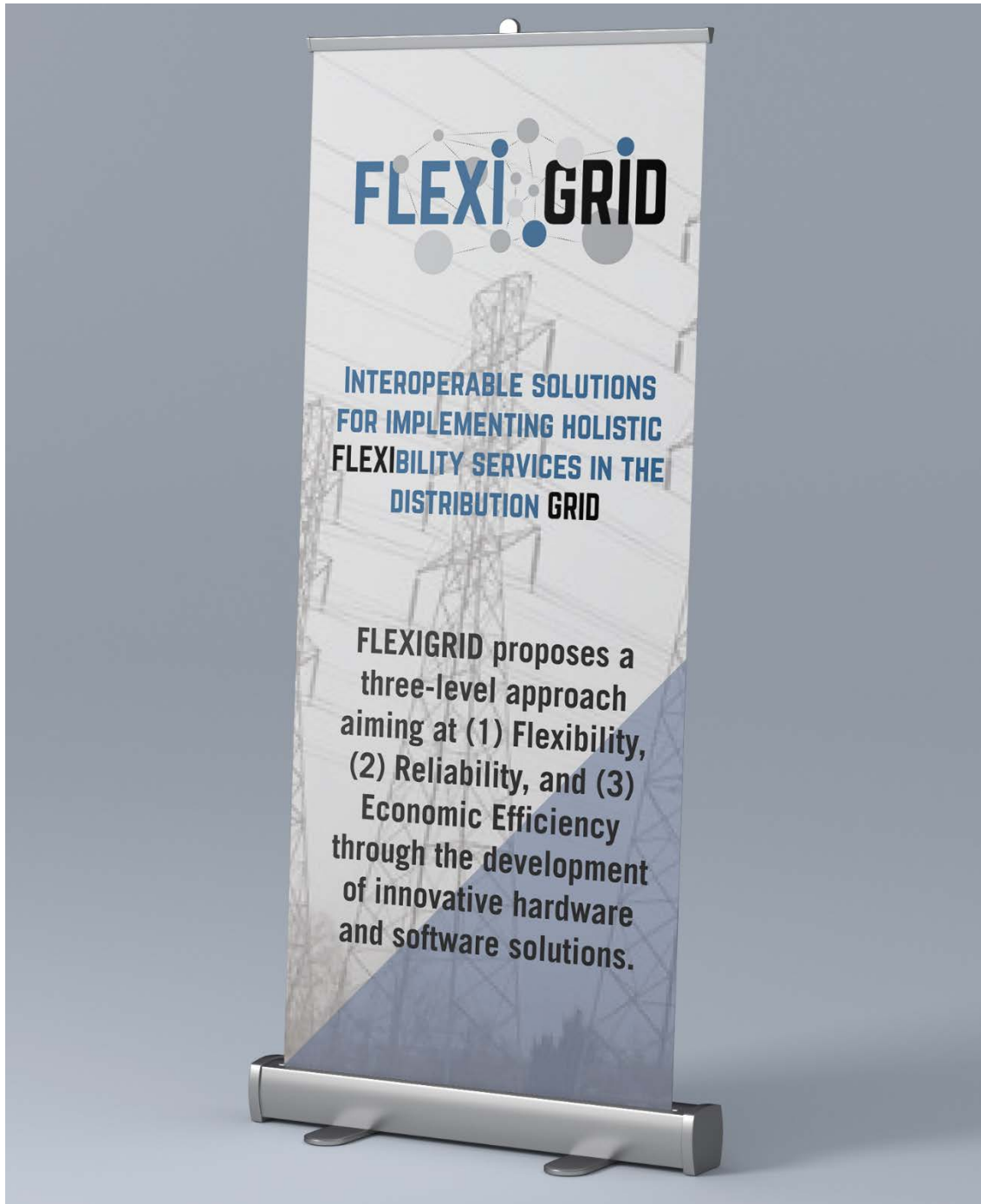
Reproduction list attendees in FLEXi:GRID events in mockup



Figure 4. Real list of attendees' list template of FLEXi:GRID in a page mock-up

### 3.1.5 Roll-up

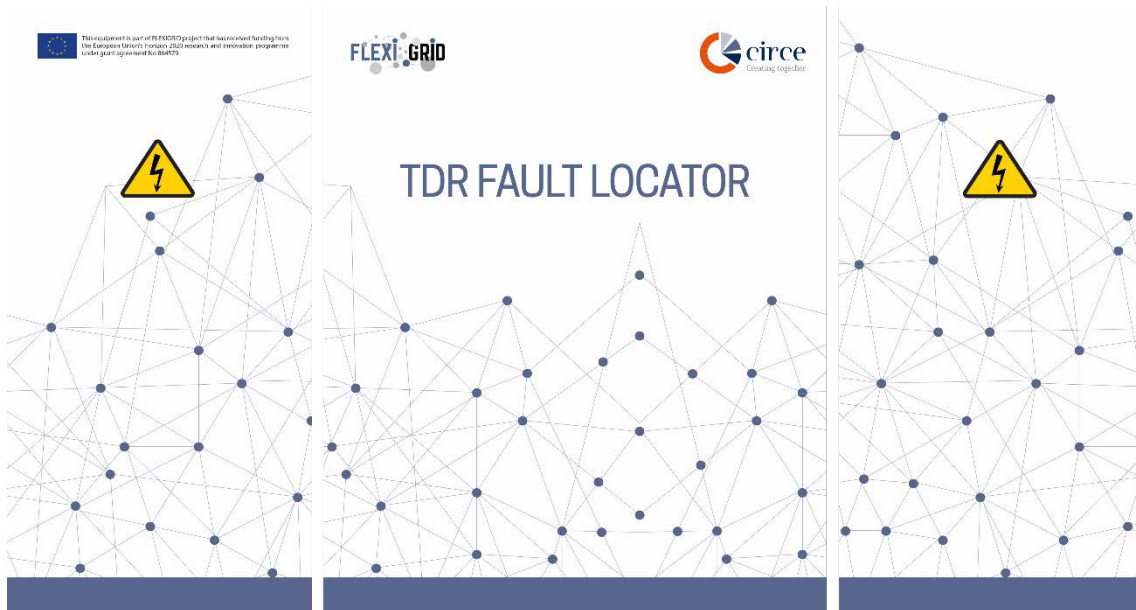
Roll-up design for events



*Figure 5. Real roll-up of FLEXIGRID in a mock-up*

### 3.1.6 Signage of project technology elements

Designs for technological elements of big size like the one done for the TDR Fault Locator following the esthetical guideline of the project including colours and patterns.



*Figure 6. Design of FLEXI:GRID TDR Fault Locator*



*Figure 7. Design of the TDR Fault Locator of FLEXI:GRID in a mock-up*

### 3.1.7 General Presentation

General presentation of the project and template for presentations within the framework of the FLEXI:GRID project





Figure 8. Real cover presentation of FLEXI:GRID in a computer mock-up

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Figure 9. Real slides from the presentation of FLEXIGRID project

### 3.1.8 Office Material

Example of office equipment that could be produced during project implementation if deemed necessary for the project's dissemination activity



Figure 10. Example of office material of FLEXIGRID project

### 3.1.9 Events Materials

During the project, an information brochure will be produced to disseminate the objectives and results of the project at events and meetings, as well as a roll-up to decorate stages, stands or any other place where FLEXIGRID.

The reproduction of badges has been made as an example of corporate material for events.



Figure 11. Example of staff or attendees' cards of FLEXIGIRD project

### 3.1.10 Merchandising

During the four years of the project different merchandising and image materials will be made. As an example, folders and mugs have been reproduced. These materials will be defined throughout the project according to the context in which they will be used.



Figure 12. Example of folder of FLEXIGIRD project



Figure 13. Example of merchandising material of FLEXIGIRD project

## 4. WORKSHOP ONLINE MATERIALS

The first workshop with stakeholders and European Commission participation was held virtually on March 26, 2021, due to the pandemic situation.

To make the event more attractive, a company to provide a virtual stage was selected and networking space to allow interaction between the attendees.

### 4.1 Avatar

All attendees had the possibility to personalise their avatar to access the virtual platform.



Figure 14. Avatar customization screen

#### 4.1.1 Interaction

The platform allowed for easy interaction with elements of the virtual stage such as sitting and accessing rooms. In addition, a real world was simulated. The avatar could approach other avatars and have a voice conversation. Also, during lectures, the avatar was able to clap its hands or raise its hand to ask questions in real time.



Figure 15. Interaction with the avatar with the elements of the platform (chairs, room...) and with other users.





Figure 16. Possibility of interacting with other users through voice simulating real life

#### 4.1.2 Event stage

Two roles within the platform were possible: speaker and only attendee.

The speakers had the possibility to go on stage, share their presentation for viewing on the big screen for all attendees and, at the same time, the speaker could view it on a lectern.



Figure 17. Lectern with screen and presentation for the avatar making the presentation



Figure 18. View of the stage and screen from an attendee avatar as an audience


#### 4.1.3 Streaming and record


To overcome connection problems, in addition to accessing the event via the virtual platform, it was possible to attend, and even participate, from an external application, via streaming.


The event was recorded and can be viewed at this [link](#)


#### 4.1.4 Text and imagen for social networks





CIRCE, as WP9 coordinator, provided a text and several images to all project partners for the dissemination of the event.


 You won't want to miss this [#VirtualEvent](#) of the [#FLEXIGRIDproject](#)!



 The increasing share of variable and unpredictable renewable energy sources (RES) is challenging the electric grid in terms of reliability, stability and security of supply.

 As an answer to these present and incoming challenges, FLEXIGRID project proposes to improve the distribution grid operation making it more flexible, reliable and cost-efficient.

 Within the framework of this European project, an innovative 3D event will be held to discuss all this through a platform that will allow you to interact with the space and the people around you as if it were a face-to-face event.

 26 March  
 9 a.m. to 1 p.m.  
 Conference room  
 Networking space

Don't miss it!  
 Register here (mandatory): <https://lnkd.in/ds2zh8i>

 See an example of the [#VirtualSpaces](#) and the agenda 

[Ver traducción](#)



Figure 19. View of the stage and screen from an attendee avatar as an audience

## 5. RULES FOR INCLUDING THE CONSORTIUM LOGOS

Partners' logos should always be included in FLEXIGRID's official documents and graphics according to the following rules:

- Posters: must be included at the end of the design.
- Brochures or flyers or printed documents: may be included on the front or back cover, depending on the design.
- Power Point presentations or similar: to be included on the first or last slide.

Other documents which may include, but are not required to include

- Official document templates (agenda, minutes, list of attendees, etc): to include them, a specific cover should be made with the title of the document, in the context in which it is made and the set of logos. It will never go in the footer. The footer is reserved for the Acknowledgment of EU funding and Disclaimer.
- Merchandising materials (folders, event materials, objects, etc): may be included provided that adequate visibility is ensured.

## 6. CONCLUSIONS

This document contains ideas for materials to be used during the communication and dissemination actions to be carried out during the four years of project execution.

Some of the materials may vary in appearance with respect to those inserted as images depending on their scope and time of application.

In the last M18 update the deliverable had no significant changes due to the global pandemic situation. Most of the actions had been in online format and it was not possible to deliver or visualize the materials. In this M36 update, we keep the hybrid format and reaching a pre-pandemic normalcy. Then, online and offline content has been used during this second period.

The workshop held in March with project stakeholders and the participation of the European Commission through the virtual platform is the highlight of this deliverable. Due to pandemic times, the event was adapted to make its format and message more attractive so that a higher engagement could be achieved.