



Interoperable solutions for implementing holistic **FLEX**ibility
services in the distribution **GRID**

FLEXIGRID's visual materials and identity

Set –
Month 48
Deliverable 9.8
WP9

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ABBREVIATONS

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

DISCLAIMER OF WARRANTIES

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TABLE OF CONTENTS

1.	INTRODUCTION	6
2.	VISUAL IDENTITY	7
2.1	Logotype Size	7
2.2	Logotype colour version	7
2.3	Logotype black & white (positive and negative) versions	8
2.4	Fonts	8
3.	BRAND IDENTITY: TEMPLATES Y MATERIALS	9
3.1	Poster.....	9
3.2	Templates	9
3.3	Designs.....	9
3.4	Roll-up.....	10
3.5	Flipbook	12
3.6	Leaflet	12
3.7	FLEXIGRID videos	13
3.7.1	Mid-term video	13
3.7.2	Final video	14
4.	WORKSHOP AND EVENTS.....	16
4.1	Workshop Online Materials.....	16
4.2	Final Event	16
4.2.1	Visual of the event	16
4.2.2	Other communication materials for the final event	20
5.	RULES FOR INCLUDING THE CONSORTIUM LOGOS	22
6.	CONCLUSIONS	23

1. INTRODUCTION



This deliverable contains the manual visual and brand identity and the different materials created during the lifetime of the project (M1-M48).

The manual has served 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. The manual has not been modified during the project lifetime since it has not been necessary.

Also shown are materials that have been created in both digital and physical format for different channels and purposes.

2. VISUAL IDENTITY

2.1 Logotype Size

 <p>2cm</p>	<p>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.</p>
 <p>4,5cm</p>	<p>If the logo does 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.</p>

2.2 Logotype colour version

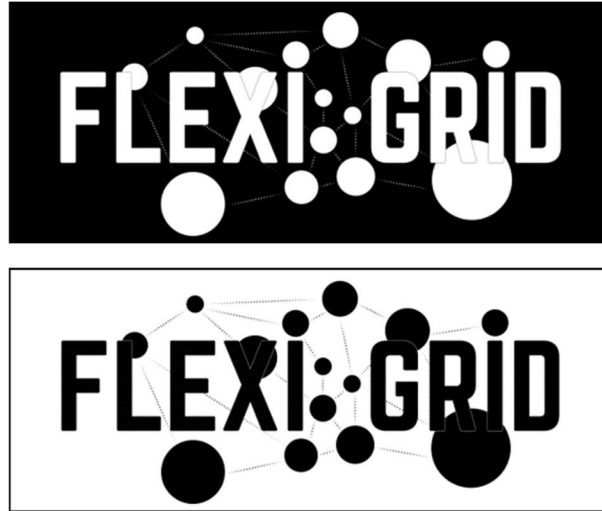
Below are shown the colours defined for the brand and the percentages and codes for the different variations of graphical reproductions.

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



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: TEMPLATES Y MATERIALS

3.1 Poster

Reproduction Poster in mock-up. Real size A1



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

3.2 Templates

At the beginning of the project, a series of templates were created for various materials such as meeting minutes, agendas, or project presentations. You can find all of them in the previous deliverables (D9.7 and D9.6).



Figure 2. Templates of FLEXiGRID in mock-ups

3.3 Designs

At the project's outset, designs for various materials that might be required over the course of four years were created. However, with the arrival of COVID-19, the material requirements have evolved. Consequently, the following materials have not been used: office materials, event materials, and merchandising materials. It has also been necessary to design the vinyl for one of the solutions, the TDR. In this case, it has been used and installed on the hardware device.

They can be reviewed in deliverables D9.6 and D9.7.



Figure 3. Designs of different materials

3.4 Roll-up

Three roll-up banners have been developed as required by the project.



Figure 4. First Roll Up in a mock-up

In order to have a more impactful and appealing visual support for the project in the various activities in which we participate, the roll-up has been redesigned. This redesign has been carried out following the project's aesthetics. Additional information about the solutions and

demonstrators has been added, which play a key role in the project's final communication strategy.



Figure 5. Second Roll Up

For the INNOGRID event, CAPENERGIES created a roll-up tailored to the interests and needs of the event's target audience.



Figure 6. Image of INNOGRID Roll Up

3.5 Flipbook

A flipbook created mainly as a support resource for fairs and events. It has information about the project and its results. It helps us to highlight and transmit the results in a more visual, effective, and lasting way (it stays in the cell phones of those who have opened it).



Figure 7. Flipbook of the project

Online access to the full document through this QR or link
<https://shimmering-palmier-a1e395.netlify.app>



3.6 Leaflet

Along the project execution, two materials similar to a leaflet were released. The first one with a general presentation of the project and the last one explaining the challenges in the markets, the impact of the project and the lessons learnt.



Figure 8. General brochure

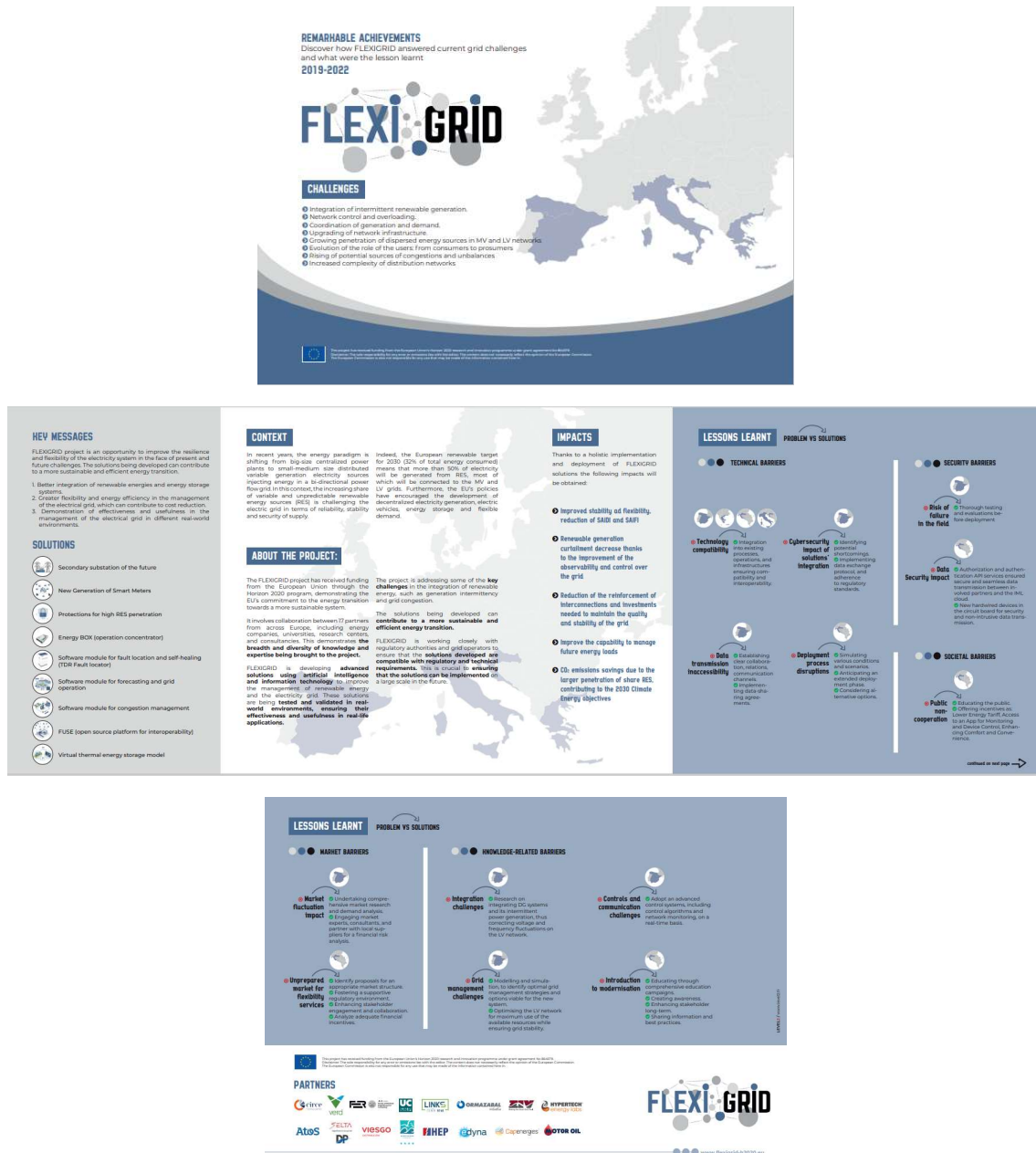


Figure 9. Lessons learnt leaflet

3.7 FLEXiGRID videos

3.7.1 Mid-term video

In December 2021, coinciding with the halfway point of the project, we released a first video where we explained in a friendly and engaging manner, with a focus on the problem and solutions, the project and the solutions that were going to be developed and tasted.



FLEXiGRID VIDEO



Figure 10. Mid-term video

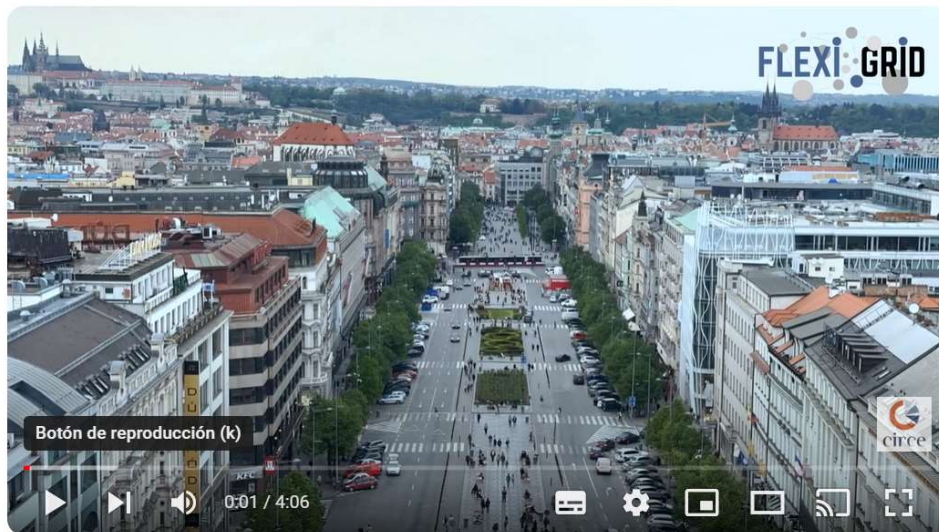
3.7.2 Final video

The final video is published on YouTube and project website, coinciding in date with the final event. It focuses on the transmission of the results achieved during the 4 years of the project for the different solutions proposed.



Solutions for the grid of the future – Flexibility Solutions

<https://youtu.be/IV-vkqgF1D0>



Solutions for the grid of the future | FLEXIGRID PROJECT

Oculto



CIR...
552...

Estadísticas

Editar video

0



Compartir



Figure 11 Final Video

4. WORKSHOP AND EVENTS

Despite the limitations imposed by the pandemic, over the course of these four years, FLEXIGRID has been presented in 20 events. Some of these events were organized by our partners themselves, while others were external in the form of workshops, seminars, or conferences. We attended some of the predefined events in the Description of Action, but we substituted others as per the project's requirements.

Two main events stand out: the first workshop and the final event. The first one was held during the pandemic to introduce the project and kickstart our external communication efforts, while the latter took place at the end of the project, serving as a showcase for the solutions developed and the conveyance of their value to various stakeholder groups.

4.1 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.

All the details about this event can be found in deliverables D9.7 and D9.6.

4.2 Final Event

The final event of the project took place on September 28, 2023, in Zaragoza. It was named "Flexibility in Smart Grids: Interoperable solutions for the electric grids of the future" and was held at the "*Club Náutico de Zaragoza*" and without the option of attending online, only in person. The event run from 9:30 am to 2:30 pm.

To attract different stakeholders, it was designed to present the challenges and opportunities in the electricity sector related to grid flexibility and the FLEXIGRID project solutions as a way to face that challenges and take advantage of the opportunities. Therefore, the event was structured in two parts:

- Presentation of the project and results: Overview of the project and Demo sites presentations
- Three round tables: Grid Flexibility (challenges, opportunities, and regulation)

During the event, networking among attendees, including both partners and external individuals, was strongly encouraged, leading to the organization of informal parallel meetings. Furthermore, after the event, contacts were provided to the project manager for inquiries regarding the developments.

4.2.1 Visual of the event

A visual line has been designed for the final event based on the mixture of the blue, gray and white tones of the project with a dark aesthetic that reflects modernity. At the same time, elements representative of the sector we are targeting, and the project solutions have been used.



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Figure 12. Flyer of final event

Flexibility in Smart Grids:

Interoperable solutions for

the electric grids of the future

28th SEPTEMBER 2023

PROVISIONAL AGENDA

10:00 - 11:30: Welcome

10:00 - 11:30: Presentation of the project FLEXiGRID (CIRCE)

10:30 - 11:30: Connection with the demonstrators

- Secondary Substation Upgrading and Enhanced Protection for High RES Penetration (Viesgo)
- Holistic Energy Optimization and Microgrid Integration for commercial and residential customers (VERD)
- Smart Urban Grid: Coordinating Flexibility Assets and Virtual Energy Storage for Grid Resilience (Hypertech)
- Dispatching Platform for MV Generation and Hydroelectric Dominance (EDYNA)

11:30 - 12:00: Coffe Break

12:00 - 13:30: Round Tables

12:00 - 12:30: Flexibility in electrical grids: Context and needs

Moderator: David Rivas, Leader of distributed energy resources management team (CIRCE)

- Pedro del Rosal, Digital transformation director (EDP Redes España)
- Jorge Rueda Quintanilla, Research and Development Manager (Cuerva)
- To be confirmed
- To be confirmed

12:30 - 13:00: Solutions to address grid flexibility needs: Monitoring/automation of MV-LV

Moderator: Laura Giménez, Director of power grid Infrastructure group (CIRCE)

- Roberto Cimadevilla, Application engineering manager (ZIV)
- Jon Aguirre Valdeparis, Technical director (OPA)
- Speaker to be confirmed (SELTA EDP)
- Juan Maria Garcia, Product development manager (INGETEAM)

13:00 - 13:30: Flexibility and regulation: Challenges and regulations

Moderator: Paola Mazzucheli, Brussels delegate (CIRCE)

- Pedro Dueñas, Advisor to the president's office (CNMC)
- Juan Peiró, Senior electrical engineer (REE)
- Marta Castro, Director of regulation (AELEC)
- To be confirmed

13:30 - 14:30: Appetizer and Networking



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Figure 13 Agenda of final video



Figure 14. Background design of the registration form

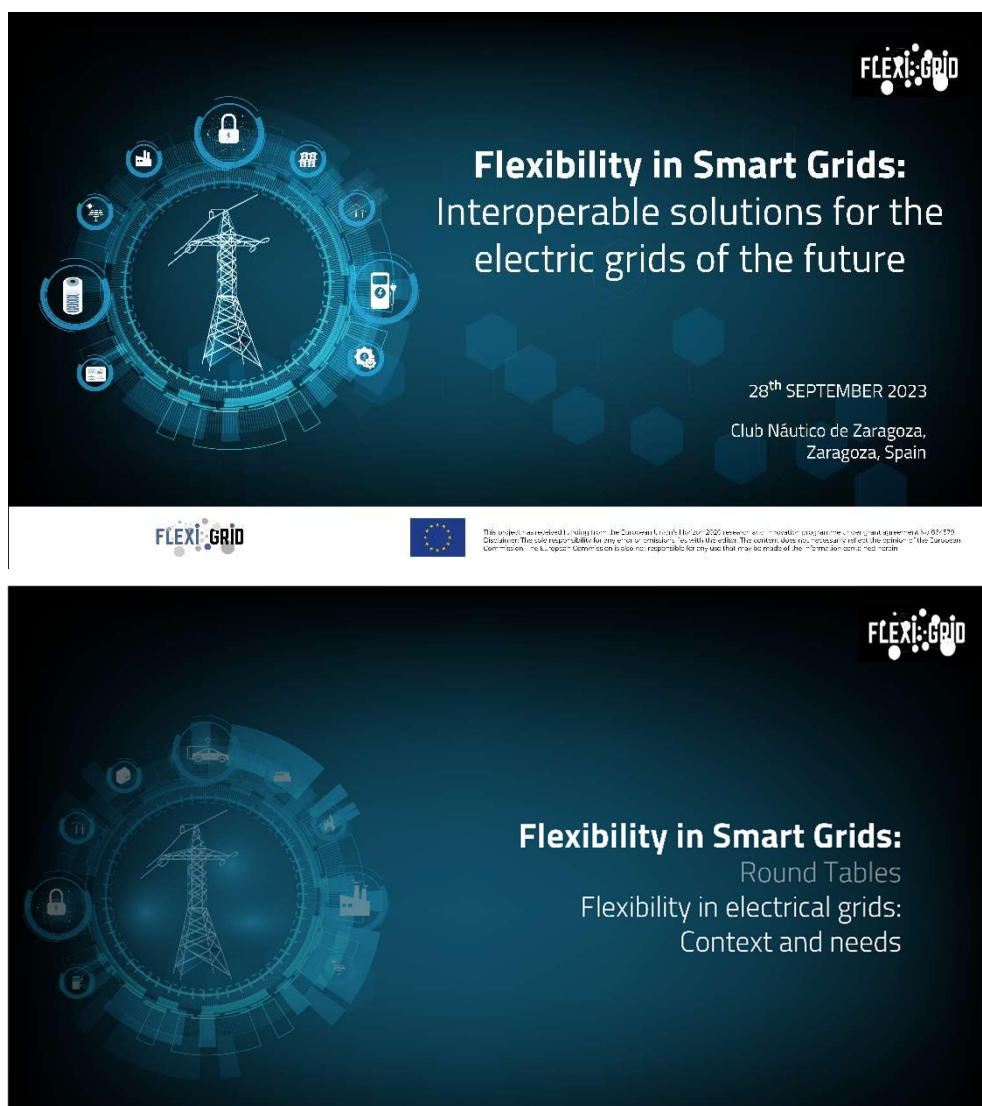


Figure 15. Other communication materials

Two email templates have been created with their respective visual elements embedded or attached to the email.

[añadir bienvenida personalizada]

Nos ponemos en contacto contigo desde CIRCE para comunicarte que el próximo 28 de septiembre, por la mañana, vamos a organizar un evento en Zaragoza denominado "Flexibility in Smart Grids: Interoperable solutions for the electric grids of the future". Nos gustaría poder contar contigo como ponente debido a tu trayectoria en investigación e innovación en materia de energía y redes eléctricas. Creemos que en este ámbito tu aportación será de gran relevancia para todos los asistentes interesados en la temática.

La creciente demanda de energía y la integración de fuentes renovables intermitentes plantean problemas de equilibrio de oferta y demanda. Ante este escenario, se ha hecho notoria la necesidad de buscar soluciones que puedan asegurar la calidad, capacidad y confiabilidad de la red a corto y largo plazo. El evento se enfocará en presentar soluciones realistas y colaborativas, fomentando la creación de sinergias entre los distintos actores del sector energético. Se abordarán tres grandes áreas:

- Analizar el contexto actual en el que se encuentra el sistema eléctrico respecto a su capacidad de respuesta y adaptabilidad al sistema eléctrico actual y a qué necesidades y retos se enfrentan a corto y largo plazo los agentes del sistema en el panorama actual.
- Conocer las soluciones que se encuentran al alcance para hacer frente a esos, como son los sistemas de monitorización y automatización en media y baja tensión.
- Dar a conocer los desafíos regulatorios en cuanto a la implementación de soluciones de flexibilidad a los que se tendrán que enfrentar los diferentes agentes del sistema eléctrico.

Concretamente, nos gustaría que participaras como ponente en la mesa redonda [nombre de la mesa redonda], ya que estamos convencidos de que tu experiencia puede resultar de gran interés por profundizar en cómo se puede lograr superar los retos a los que se enfrenta la red eléctrica en cuanto a capacidad de fiabilidad a través de las diferentes innovaciones tecnológicas desarrolladas.

Este evento se encuadra en el marco del proyecto de investigación financiado por la Comisión Europea FLEXIGRID, que se centra en soluciones interoperables para implementar servicios de flexibilidad holística en la red de distribución. Contará con un aforo esperado de entre 80-100 personas, se desarrollará en inglés y al cierre del evento, se organizará un espacio tipo cóctel para la promoción de interacción activa entre los asistentes. Los gastos de desplazamiento serán cubiertos en su totalidad.

Agradecemos de antemano la colaboración y apoyo y estamos en contacto para ampliar detalles.

Un saludo,
[FIRMA]

[Personalized Greeting]

The FLEXIGRID research project, in which [Company Name] is involved, will host the event "Flexibility In Smart Grids: Interoperable solutions for the electric grids of the future" on September 28th in Zaragoza. This event will serve as a business forum to:

- Analyze the current context of the electrical system regarding its responsiveness and adaptability, and the short and long-term challenges and needs faced by system agents.
- Explore the available solutions to face the challenges encountered by the electrical system, such as monitoring and automation systems in medium and low voltage.
- Explain the regulatory challenges in implementing flexibility solutions that different agents of the electrical system will have to face.

[Click here to register for the event](#)



The event will consist of three main parts:

- Round Table 1: Flexibility in electrical grids: Context and needs
Speakers: Power Systems Operators
- Round Table 2: Solutions to address grid flexibility needs:
Monitoring/automation of MV-LV
Speakers: Manufacturers of electrical equipment and solutions.
- Round Table 3: Flexibility and regulation: Challenges and regulations
Speakers: Electric associations, public institutions, and Transmission System Operators (TSOs).



We expect an audience of around a hundred attendees, including relevant organizations from various sectors of the electrical industry such as SELTA, ZIV OR VIESGO, [CUSTOMIZE ATTENDEES WITH PARTNERS AND/OR LIST OF COMPANIES OF THE TABLE].

We are at your disposal to provide further information and finalize details.

[Personalizar saludo]

El proyecto de investigación FLEXIGRID, del cual **[Nombre de la empresa]** forma parte, celebrará el próximo 28 de septiembre en Zaragoza el evento "Flexibility in Smart Grids: Interoperable solutions for the electric grids of the future", que va a servir como foro empresarial para:

- Analizar el contexto actual en el que se encuentra el sistema eléctrico respecto a su capacidad de respuesta y adaptabilidad de sistema eléctrico actual y a qué **necesidades y retos se enfrenta a corto y largo plazo** los agentes del sistema en el panorama actual.
- Conocer las **soluciones al alcance** para hacer frente a esos retos a los que se enfrenta el sistema eléctrico, como los sistemas de monitorización y automatización en media y baja tensión.
- Explicar los **desafíos regulatorios** en cuanto a la implementación de soluciones de flexibilidad a los que se tendrán que enfrentar los diferentes agentes del sistema eléctrico.

Inscríbete al evento aquí

Flexibility in Smart Grids:
Interoperable solutions for
the electric grids of the future



El evento constará de tres partes principales:

- Mesa 1: Flexibilidad en la red eléctrica: Contexto y necesidades
Ponentes: Operadores de Sistemas Eléctricos
- Mesa 2: Soluciones para dar respuesta a las necesidades de la red.
Monitorización/automatización para media y baja tensión
Ponentes: Fabricantes de equipos y soluciones eléctricas
- Mesa 3: Flexibilidad y Normativa: Retos y regulaciones
Ponentes: Asociaciones eléctricas, instituciones públicas y operadores del Sistema de Transporte

Contaremos con una audiencia de alrededor un centenar de asistentes entre los cuales estarán presentes organizaciones relevantes en diferentes ámbitos del sector eléctrico como VIESGO, Red Eléctrica de España (REE) y OPA **[PERSONALIZAR ASISTENTES CON SOCIOS Y LISTADO DE EMPRESAS ADJUNTO]**

Quedamos a tu disposición para ampliar información y concretar detalles.

[Introducir Saludo final]

Figure 16. Email Templates for FLEXIGRID final event

4.2.2 Other communication materials for the final event

During the Final Event, the final project video was showcased, along with short videos of each demo featuring materials recorded by the leaders of each demonstration.



Figure 17. Demo site videos

Brochure and the flyer developed for the INNOGRID event (recognized barriers and opportunities for the project) were used as supporting materials for the final event.



Figure 18. Leaflets

Furthermore, for post-event dissemination, some partners and the coordinating entity have posted on their social media channel and the final video was uploaded in the project website.



Figure 19. Social media post

In the coming days, a press release will be published on our website to conclude the project and promote the final solutions.

5. RULES FOR INCLUDING THE CONSORTIUM LOGOS

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

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

Other documents which might be include, but not required to include.

- Official document templates (agenda, minutes, list of attendees, etc): to include them, a specific cover was made with the title of the document, in the context in which it is made and the set of logos. Never go in the footer. The footer was reserved for the Acknowledgment of EU funding and Disclaimer.
- Merchandising materials (folders, event materials, objects, etc): Following the visual and brand identity guide

6. CONCLUSIONS

This document, in its previous versions, has served as a guide for the proper development of the project and has laid the foundation for the update of this visual and brand guide, as well as for the compilation of materials created during the project's lifetime.

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

Throughout the project's lifetime, we have been heavily influenced by a global pandemic that disrupted our initial communication and dissemination plan. This led us to rethink our strategy, opting for a fully online approach. For example, we transitioned from physical events to entirely online ones, and later to hybrid events. Currently, for less than a year now, we have been returning to normalcy and resuming in-person situations. All of this had required us to adapt and update our materials and communication according to the corresponding channels and circumstances.

As we approached the project's conclusion and have well-defined results, we placed significant emphasis on two key materials; those created for the event and the final video. They were crucial elements in communicating and disseminating our achievements.