

CREATE



Logo Manual

March 2016, FENIX

„Compact REtrofit Advanced
Thermal Energy storage“

Logo Manual

Master brand logo

The logo represents the heat battery that CREATE project is going to develop.
The versions of the logo are:

- **Full logo presentation**

- Logo name
- Logo pattern
- Logo sphere

- **Footer logo**

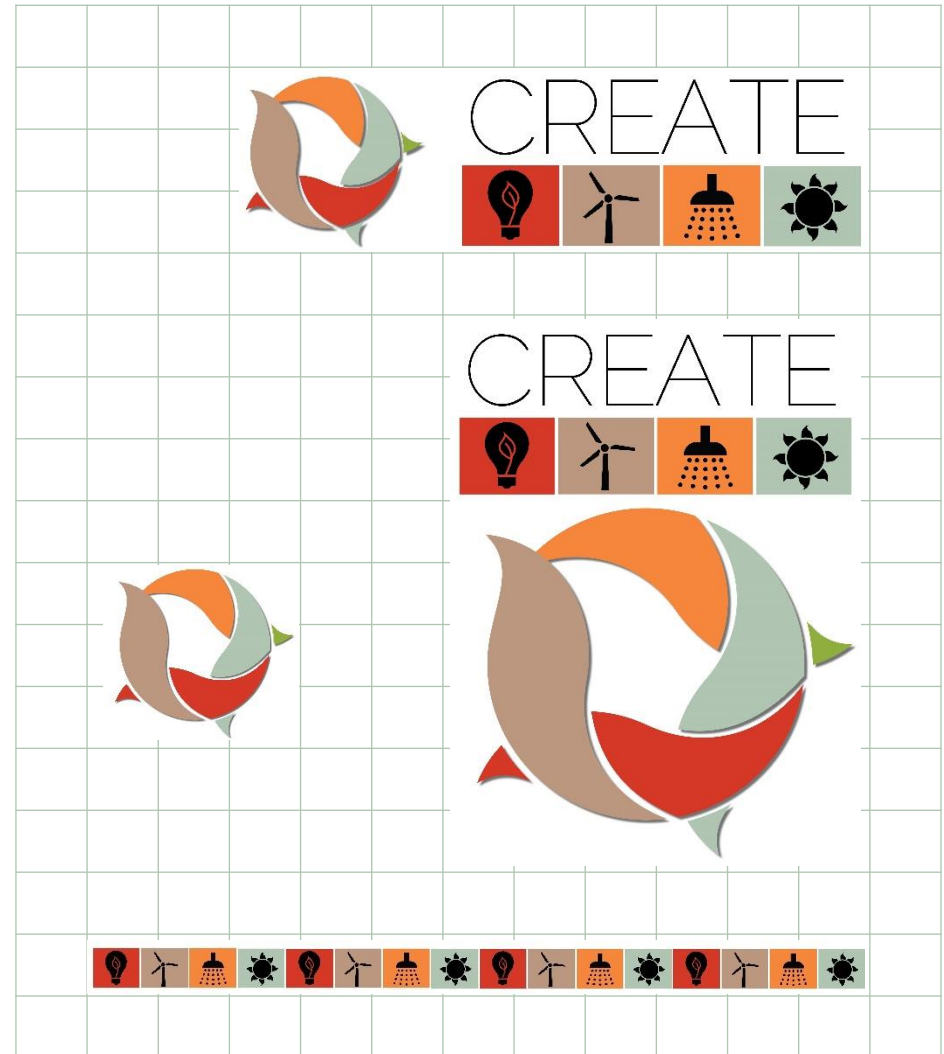
- Logo name
- Logo pattern
- Logo sphere

- **Minimal logo**

- Logo sphere

- **Pattern logo**

- Logo pattern



Logo Manual

CREATE colour palette

The logo is composed of five colours:
Blue, Brown, Orange, Red and Green.



Full color

Black&White version

CREATE logo usage

- Full colour - for the documents that requires all spectrums of colours (printed material, web, Microsoft Office tools, etc.).
- Black and white - for the documents that only use black and white spectrum (faxes, black and white printers, etc.).



RGB: 187/151/127
HEX: #BB977F
CYMK: 27/40/50/1



RGB: 176/197/178
HEX: #B0C5B2
CYMK: 32/12/32/0



RGB: 246/134/60
HEX: #F6863C
CYMK: 0/58/85/0



RGB: 213/56/39
HEX: #D53827
CYMK: 11/92/100/2



RGB: 144/174/62
HEX: #90AE3E
CYMK: 49/16/100/1



38%



27%



40%



51%



54%

Logo Manual

Logo clear zone

Each version of the logo must be positioned in its own clear space away from design elements such as text and images. This will allow maximum standout of the logo. The clear zone for each signature is calculated by using the interior of the letter A.



Relation to other logos

Keeping always a clear space, CREATE logo should be used at the same height than the rest of the logos. In case the majority of the logos are in a vertical format, CREATE logo should be positioned in vertical as well.



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Typography

- CREATE logo font is Raleway Thin.
- Text font used in PowerPoint presentation is Calibri/Calibri light in all its formats: regular, bold, italic.
- Text font used in Word documents is Arial in all its formats: regular, bold, italic.

Files formats

- Magazines, newspapers – EPS (CYMK)
- Microsoft office tools (Power point, word, excel) – JPG (RGB), PNG (RGB)
- Website, banners, newsletters, social media - JPG (RGB), PNG (RGB)
- Posters, billboards, signage (big format) – EPS (CYMK)

Note that the PNG file is lighter than the JPG file.

Logo Manual

Applications



CREATE
Compact REtrofit Advanced Thermal Energy storage

Project presentation
Compact REtrofit Advanced Thermal Energy storage

Ir. Christophe Hoegaerts
TNO innovation for life

Event name

This project is supported by the European Commission under the Grant Agreement number: 680450

CREATE Start date: 1st October 2015
Duration: 48 months

„Compact REtrofit Advanced Thermal Energy storage“

The heat battery allows for better use of available renewables in two ways:

- Bridging the gap between supply and demand of renewable heat by storing locally generated solar heat in summer for use in winter (heating, hot tap water).
- Increasing the flexibility of the energy grid, by converting electricity peaks in renewable electricity, e.g. wind energy in stored heat for later use.

CO₂ reduction due to better use of available renewable energy sources instead of fossil energy.

• CREATE is European Union research project under the topic EeB-06-2015 „Integrated solutions of thermal energy storage for building applications“.

• The Project aims to tackle the thermal energy storage challenge for the built environment by developing a compact heat storage.

- www.createproject.eu -

www.create.eu Doc: FENIX-CREATE-PP-012
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Date: 26.01.2016
Page: Page 1 of 21
Deliverable: D0.1
Dissem. M. Public

H2020-EeB6-2015-680450
Compact REtrofit Advanced Thermal Energy storage

CREATE

D 9.1 Project Website - public

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Approved by	Christophe Hoegaerts (on behalf of General Assembly)	

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1	26.01.2016	21	First issue	All

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Kick Off meeting

WP9 – Dissemination and Exploitation of results

WP leader FENIX
Ing. Petra Novotna

Brussels, Belgium, 13-14 October 2015

WP9 - Timeline

Timeline showing milestones from Oct 2015 to Sep 2016:

- WP9 START DATE** 1st Oct 2015
- WP9 END DATE** 30th Sep 2016
- D0.1 PROJECT WEBSITE - PUBLIC** Dec 15
- D0.2 PROJECT DESCRIPTION, LEAFLET AND PPTs** Mar 16
- D0.3 INITIAL PLAN FOR DISSEMINATION, EXPLOITATION AND COMMUNICATION** Oct 16
- D0.4 INTERIM PLAN FOR DISSEMINATION, EXPLOITATION AND COMMUNICATION** Oct 17
- D0.5 FINAL PLAN FOR DISSEMINATION, EXPLOITATION AND COMMUNICATION** Oct 18
- D0.6 REPORT ON DISSEMINATION AND EXPLOITATION ACTIVITIES** Sep 16
- D0.8 TRAINING MATERIALS AND GUIDELINES** Sep 16
- D0.7 REPORT ON POLICY WORKSHOPS** Sep 16
- D0.9 POTENTIAL SOCIAL IMPACT OF THE PROJECT AND USERS ENGAGEMENT** Sep 16

Brussels, Belgium, 13-14 October 2015

Logo Manual

Errors to avoid

- Do not distort any part of the logo.
- Do not change the font of the logo.
- Do not add any effect that decrease legibility of the logo.



correct



wrong



wrong



wrong