



Research and Innovation action

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Visual identity, website and social media platforms

Deliverable D7.1

Version N°1

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About S2S4E

The project seeks to improve renewable energy variability management by developing a tool that for the first time integrates sub-seasonal to seasonal climate predictions with renewable energy production and electricity demand.

Our long-term goal is to make the European energy sector more resilient to climate variability and extreme events.

Large-scale deployment of renewable energy is key to comply with the emissions reductions agreed upon in the Paris Agreement. However, despite being cost competitive in many settings, renewable energy diffusion remains limited largely due to seasonal variability. Knowledge of power output and demand forecasting beyond a few days remains poor, creating a major barrier to renewable energy integration in electricity networks.

To help solve this problem, S2S4E is developing an innovative service to improve renewable energy variability management. The outcome will be new research methods exploring the frontiers of weather conditions for future weeks and months and a decision support tool for the renewable industry.

More information: www.s2s4e.eu

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Summary

This deliverable provides detailed information and guidelines on how to use the various S2S4E graphic elements in the materials produced to communicate about the project and disseminate its results. As a reference document, it ensures visual continuity and brand recognition across all of the project's promotional materials, as well as on the S2S4E official public website and the project's social media platforms (Twitter, Facebook and YouTube).

Keywords

S2S4E, reference document, guidelines, branding, logo, colours, typefaces, website, social media platforms, communication, dissemination.

1 Introduction

Visual identity manuals are important to ensure brand consistency, recognition and visibility of projects under the EU's Horizon 2020 programme.

The main purpose of this deliverable D7.1 is to provide detailed information and guidelines on how to use, in an appropriate way, the S2S4E graphic elements in all the materials produced to support the global image of the project. As a policy and reference document, it includes guidelines on how to use the logo, the official colours and fonts, and the templates available. This document also presents the design of the S2S4E official public website, and the social media platforms selected to communicate and disseminate the project's outputs (Twitter, Facebook and YouTube).

Moreover, it is a first step towards the selection and implementation of the best communication and dissemination tools and activities to promote S2S4E and its results (upcoming D 7.2).

2 The S2S4E brand

One of the first actions to start building the S2S4E brand was the design of the overall project's visual identity, which includes an official logo, a colour palette, a typefaces and a number of templates adapted to each type of support material.

2.1 Project logo



Figure 1: S2S4E logo

To build the project's 'brand recognition', a logo was designed during the first month of the project. It is, and will be associated and included, in all documentation (paper or electronic), and promotional materials.

The logo guarantees the identity of the project. To achieve this, several logo versions were designed and examined to represent as best as possible the project in the simplest and clearest way.

With the aim to illustrate the renewable energies, the S2S4E logo was designed with 3 icons representing the main renewable energy sources: hydro, solar and wind power. A fourth icon symbolises the electricity energy market (demand and supply).

A palette of four primary colours was also defined (see section 1.2) to stress the diversity of renewable energy sources. Moreover, the objects in the form of flower petals were designed to convey the idea of climate predictions and cyclical seasons.

A grey tagline 'Climate services for clean energy' was added to the S2S4E acronym to make the logo and project more understandable for the general public. In addition, the project's acronym was written in two colours (blue and green), emphasising the concept of 'sub-seasonal to seasonal' climate predictions.

In text, the proper form to refer to the name of the project is 'S2S4E'.

Rules when using the S2S4E logo:

- ▶ **It can't be modified** and must be used on all promotional materials (paper or electronic) related to or produced during the project.

Exceptions:

The vertical versions should be used when the space dedicated to the logo does not allow a horizontal logo format or when it is visually more appealing to use a vertical version.



Figure 2: Vertical version of the S2S4E logo



Figure 3: S2S4E logo with a black background

- ▶ **It must be used in PNG** (with transparent background) **or EPS format** (vector option, high definition for printed documents, goodies...).
- ▶ All versions of the logo are available for download on the project wiki: https://earth.bsc.es/s2s4e/doku.php?id=logos_and_templates
- ▶ When used with other logos, the S2S4E logo size must be proportionate to the other logos' dimensions.
- ▶ For a better visibility and readability, the logo must be surrounded by a proportionate blank space zone.



Good practices:



Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos

Forbidden practices:



Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed



Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Figure 4: Good and forbidden practices when using the S2S4E logo

2.2 Logotype

Only one typeface was selected for the project logo. The choice was made based on its readability, universality and overall structure which provides a sleek, clean, serious but friendly image.

- ▶ The project title 'S2S4E' uses **Lato heavy**:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789?,:/+-@

- ▶ The project tagline 'Climate services for clean energy' uses **Lato medium**:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789?,:/+-@

This font can't be modified and must be used for the S2S4E logo. Although it is the logotype font, it does not have to be used in cover, body copy, or official correspondence.

2.3 Colour palette

As mentioned previously, a palette of four primary colours was defined to stress the diversity of renewable energy sources that S2S4E covers.



Web: #10BAB1
 RVB: 16, 186, 177
 CMYN: 73-0-38-0

Web: #FAC328
 RVB: 250, 195, 40
 CMYN: 2-24-94-0

Web: #0E4878
 RVB: 14, 72, 120
 CMYN: 100-77-28-
 12

Web: #F26944
 RVB: 242, 105, 68
 CMYN: 0-73-78-0

Web: #808285
 RVB: 128, 130, 133
 CMYN: 0-0-0-60

Figure 5: S2S4E colour palette

2.4 Typefaces

2.4.1 Communication material

The typefaces to be used in documents such as Word, PowerPoint and other desktop applications should be:

- ▶ **Segoe UI in bold** for headers and titles:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789? , . : / + - @

- ▶ **Ebrima** for body text:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789? , . : / + - @

2.4.2 Web

Segoe UI and Ebrima do not exist in Google fonts.

Good font alternatives that are optimised for web and mobile interfaces, and which have excellent readability characteristics are **Open Sans** and **Droid Sans**.

2.5 Templates

A series of templates was designed for partners to ensure brand consistency, recognition and visibility of S2S4E and its key outputs.

2.5.1 Letter template

A letter template was created to be used by partners. It was designed as an A4 page following the overall colour palette and typefaces of the project. It is available for download on the project wiki: https://earth.bsc.es/s2s4e/doku.php?id=logos_and_templates



Figure 6: S2S4E letter template

2.5.2 Deliverable template

A Word template was designed for the project’s deliverables. It is available for download on the project wiki: https://earth.bsc.es/s2s4e/doku.php?id=logos_and_templates

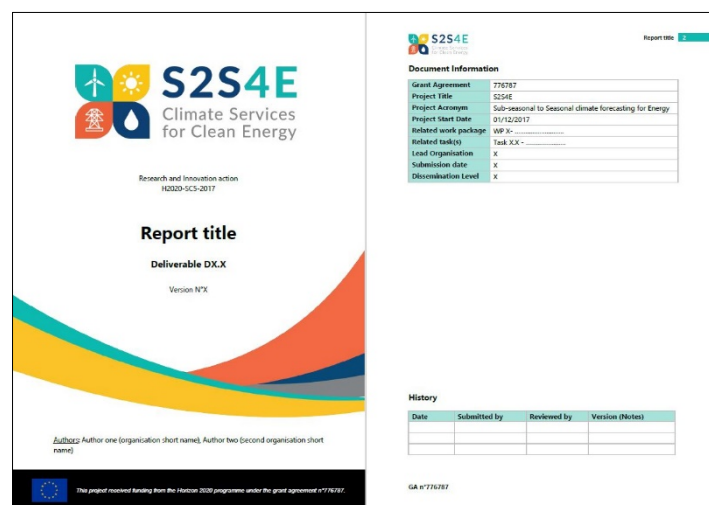


Figure 7: S2S4E deliverable template

The colour palette defined for the S2S4E logo and project was kept and can't be modified.

Fonts:

1.1 First level heading (use style: Segoe UI, 18 pt, bold)

Body text: Ebrima, 11 pt

1.1 Second level heading (use style: Segoe UI, 16 pt, bold)

Body text: Ebrima, 11 pt

1.1.1 Third level heading (use style: Segoe UI, 14 pt, bold)

Body text: Ebrima, 11 pt

For bullets, use:

- ▶ Bullet 1

For numbers, use:

1. Number 1



Figure 1: Example figure

Heading 1	Heading 2				

Table 1 : Example table

2.5.3 PowerPoint presentation template

A PowerPoint presentation template was designed to be used by all partners for internal meetings, and when presenting the project at external events (conferences, workshops, meetings with stakeholders...). It is available for download on the project wiki: https://earth.bsc.es/s2s4e/doku.php?id=logos_and_templates

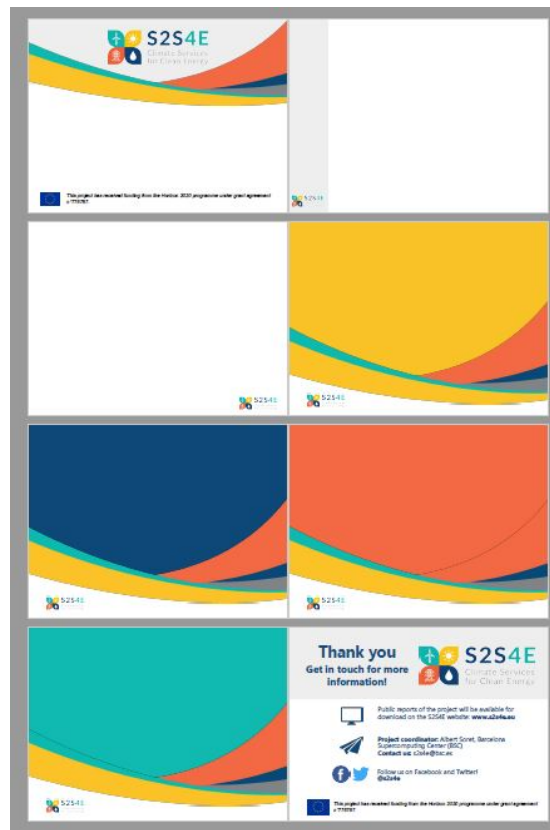


Figure 8: S2S4E PowerPoint presentation template

The colour palette defined for the S2S4E logo and the project was kept and can't be modified.

2.6 EU emblem

According to the European Commission Horizon 2020 rules, all materials, including scientific papers and publications produced by the project, must contain the mandatory EU emblem with the following funding acknowledgement:



Figure 9: EU emblem

For more information on how to use the EU emblem for H2020 projects:

- ▶ https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf
- ▶ http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm

2.7 Partners' logos

To facilitate the use of partners' logos and avoid incorrect practices when using multiple logos, a banner was designed to be used in relevant documentation (paper or electronic), and promotional materials produced by the project. It is available for download in PNG format on the project wiki: https://earth.bsc.es/s2s4e/doku.php?id=logos_and_templates

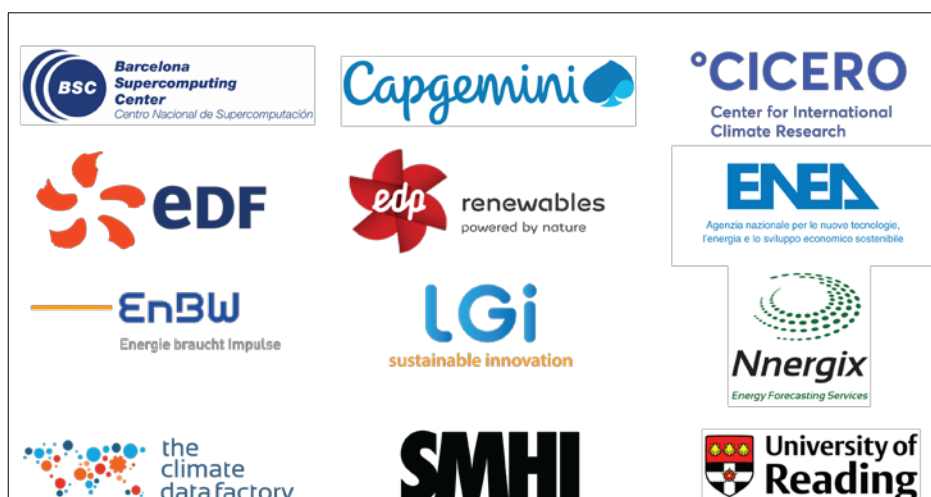


Figure 10: S2S4E partners' logos banner



Figure 11: S2S4E partners' logos banner (horizontal version)

3 Project public website

The implementation of the public website of the project seeks to promote a business-oriented perception of S2S4E. The website is the project's main gateway to external energy users, facilitating user-engagement in the project and creating interest in the Decision Support Tool as a service.

3.1 Base technology and maintenance

The website is developed in Drupal 8 Open Source CMS and is hosted in the web server at BSC. It can be accessed through the following domain: www.s2s4e.eu. BSC, as the project coordinator, will be responsible for user administration, maintenance, security and updates. Administrator rights are granted to CICERO and LGi partners, which together with BSC will be responsible of uploading contents to the website.

The website is responsive, meaning it can be seen well from smartphones and tablets.

3.2 Target audience

The website is directed to:

- ▶ Energy users (e.g., climate analysts)
- ▶ Intermediary consultancy companies that provide forecasts to energy companies
- ▶ Climate services community specialised in different sectors besides energy, such as agriculture, tourism, water management, etc.
- ▶ Climate researchers
- ▶ EU policy-makers: Members of the European Parliament (MEPs), the European Commission, Directorate Generals (DGs) and other EU bodies
- ▶ General audience
- ▶ Internal users: project members that will also have access to the project Wiki, integrated in the website

3.3 Information architecture

The website has six different public sections and one restricted section for partners, all of them accessed through the main menu. The content in these sections will be regularly updated and further developed as needed during the lifetime of the project.

HOME	S2S4E	RESEARCH LINES	CLIMATE SERVICES	NEWSROOM	CONTACT	PARTNER AREA
	About	Wind energy	Decision support tool	News		
	Case studies	Solar energy	Public deliverables	Events		
	Consortium	Hydropower	Scientific publications	Press corner		
		Demand	Outlooks			
		Climate services	Other resources			

Table 2 : S2S4E website main menu and sub-menus

Description of sections:

- ▶ **Home:** the homepage features a banner with the S2S4E logo and a menu bar providing links to the different sections of the website. By clicking 'Home' anywhere on the website, the user is automatically re-directed back to the home page. It also contains a main slider that shows an energy-related slow motion video, the logos of the partners in the consortium and direct access to media clipping. The footer contains the European flag and the project-funding acknowledgement as well as direct access to a contact form and to the legal notice. From the homepage, it will be possible to see at a glance the project social media (Twitter, Facebook...). Quick access buttons to the DST, when available, and to the registration form for particular workshops, webinars and other events that will be advertised in the future will also be added to the homepage.
- ▶ **S2S4E:** this section is divided in the **About**, **Case studies** and **Consortium** sub-sections. **About** contains a description of the project, explaining the background context for its development, its main objectives and how (through which methodology) these objectives will be attained. **Case studies** are different historical

events of interest pointed out as relevant by the industrial partners and that will help to provide a proof of concept for the project. A list of institutions participating in the project, together with the link to their websites, is shown in **Consortium**.

- ▶ **Research lines:** this section is divided into different sub-sections for the research lines of wind energy, solar energy, hydropower, demand and climate services. They include a general description providing some context on how these sectors are affected by climate variability and the applications of S2S predictions to each of them. They also describe the research and developments carried out in terms of tailoring climate services to the renewable energy sector.
- ▶ **Climate services:** this section will contain access to the decision support tool, when available, which will constitute one of the main project outcomes. It will make different materials publicly available, including public deliverables, scientific publications, project outlooks as well as other resources generated during the project's lifetime. Although some materials – DST, outlooks... - will not be available at the start of the project, the entrance will be kept in the menu so that from the beginning users know that they are going to be provided. An option to subscription to the S2S outlooks will be issued from month 18 of the project, when these outlooks will start to be generated. Confidential deliverables and working papers will be made available in the project Wiki, accessed through the Partners area.
- ▶ **Newsroom:** the section is divided in **News**, **Events** and **Press corner**. **News** contains the latest news about S2S4E and research developments, activities and events related to the main topics in the project, such as climate prediction, climate services or energy. The **Events** section will be populated with information about activities – courses, workshops, conferences, etc. – organised by S2S4E or by other projects or initiatives that are relevant to the project. In the **Press corner**, any type of information susceptible to be used by a journalist can be found, such as press releases, the project logo, pictures and videos.
- ▶ **Contact:** section providing the contact details for representatives of the S2S4E project
- ▶ **Partner area:** section that features a login page allowing users of the S2S4E wiki to have access to a password-protected common collaboration platform. Users can upload draft versions of documents and non-public deliverables. The wiki also serves as an archive for the project, containing all documents related to the project.

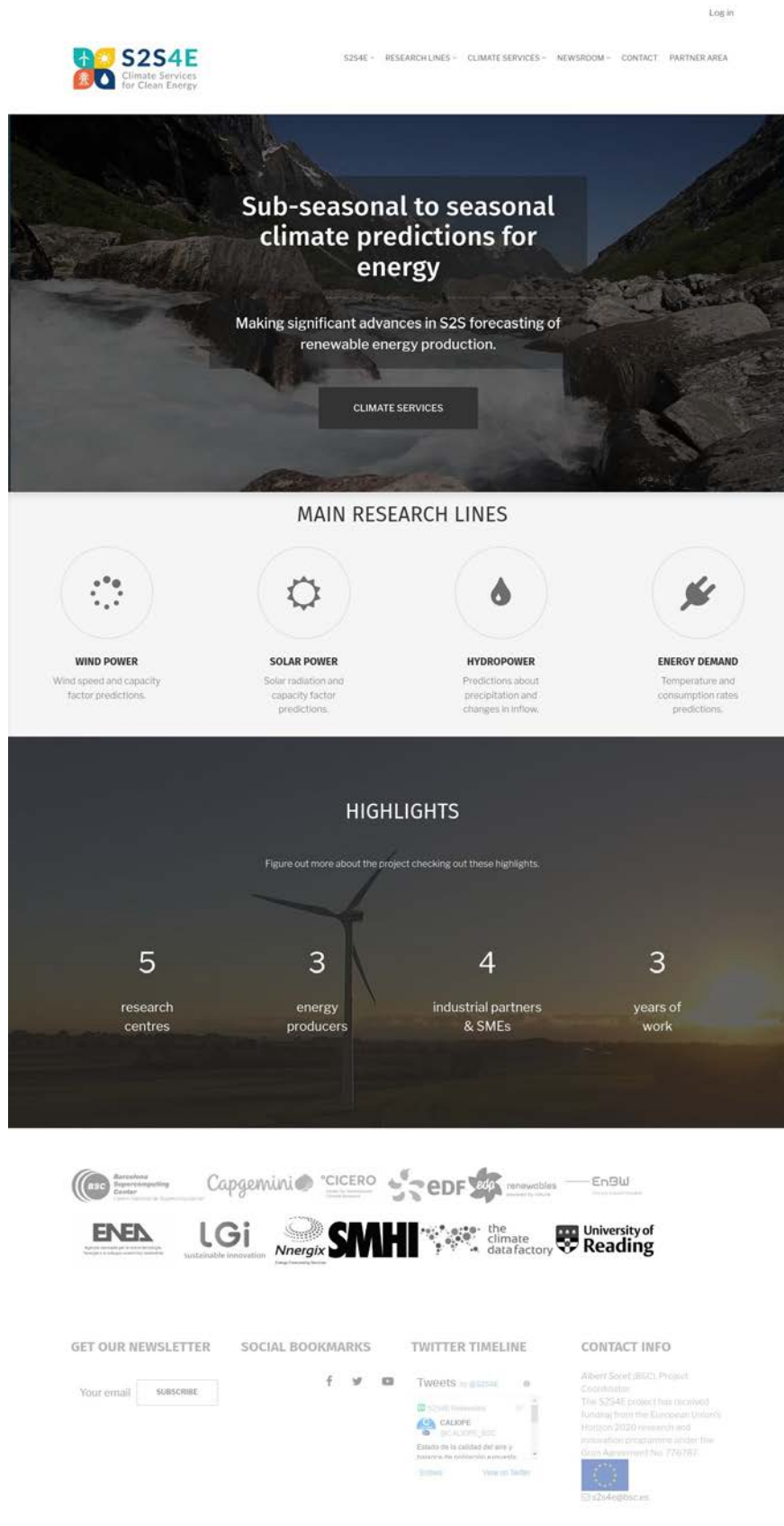


Figure 12: S2S4E website

4 Photos

All of the project's photos are stored on the project wiki: <http://earth.bsc.es/s2s4e/>

The following websites give access to free stock photos:

- ▶ Pexels
- ▶ Pixabay
- ▶ Unsplash
- ▶ Pic Jumbo

Stock photos or videos can also be purchased under justified reasons.

5 Social media platforms

5.1 Twitter



Figure 13: S2S4E Twitter account

A S2S4E Twitter account was created: **@S2S4E**

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by S2S4E partners, and promote the engaging content generated by the project. The partners involved in the communication activities will closely monitor related content, generated by other social media accounts, to share it and help to disseminate it.

WP7 is responsible for the Twitter account and for managing it regularly:

- ▶ tweets/retweets on content published on the S2S4E website or related stories with appropriate or trending hashtag(s), including the link to the tweeted content
- ▶ reply to users who tweeted or mentioned **@S2S4E**

- ▶ follow and engage communication with users who tweet specific words that relate to S2S4E activities
- ▶ track specific words, mentions and trending hashtags to be responsive, efficient, and pro-active on the channel

A first list of **hashtags** related to the S2S4E project has been established, and will be used to increase the project visibility on Twitter:

General	Specific
#S2S4E	#CleanEnergy
#H2020	#renewables
#ClimateServices	#ClimatePredictions
#COP21	#ClimateChange
#ParisAgreement	#ElectricityDemand
#CO2emissions	#EnergyProduction
#ClimateServicesforCleanEnergy	

5.2 Facebook

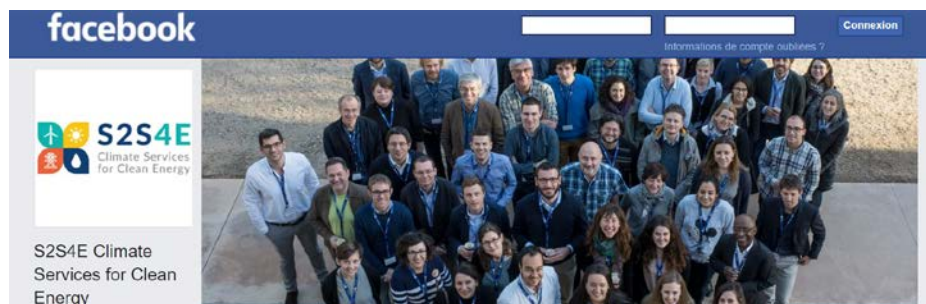


Figure 14: S2S4E Facebook page

A S2S4E Facebook page was created: <https://www.facebook.com/s2s4e/>

Facebook will serve as the project’s primary channel for native video content (live streaming and edited videos).

WP7 is responsible for the Twitter account and for managing it regularly:

- ▶ sharing engaging and interesting content published on the S2S4E website
- ▶ using the ‘like button’ for sharing interesting posts or stories related to the project’s activities
- ▶ reply to users’ comments

All project partners are encouraged to tag the project in relevant Facebook posts.

5.3 YouTube

S2S4E videos will be uploaded to Youtube using the existing channels that project partners regularly use in their institutions. Project videos will be accordingly tagged with the S2S4E tag. In addition, native video content will be uploaded in the S2S4E Facebook.