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Programme

METIS

Research and Innovation Action (RIA)

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Project branding, document templates, Project presentation brochure, base public website and collaborative tools

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Summary

Visual identity manuals are important to ensure brand consistency, recognition and visibility of projects under the EU's Horizon 2020 programme. This deliverable D2.1 provides detailed guidelines and descriptions of the visual identity and tips on how to use the graphic elements created for METIS (logo, official colours, fonts, templates?). As a reference document, this deliverable also describes the purpose and design of the project flyer, roll-up and public website; collaborative tools that will be used for project communication and dissemination activities.

Approval

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Abbreviations & Acronyms

Acronym	Description
WP	Work Package



Summary

Visual identity manuals are important to ensure brand consistency, recognition and visibility of projects under the EU's Horizon 2020 programme. This deliverable D2.1 provides detailed guidelines and descriptions of the visual identity and tips on how to use the graphic elements created for METIS (logo, official colours, fonts, templates...). As a reference document, this deliverable also describes the purpose and design of the project flyer, roll-up and public website; collaborative tools that will be used for project communication and dissemination activities.

Keywords

Nuclear, seismic risk, safety, Communication, visual identity, branding, logo, fonts, colours, template, flyer, roll-up, website, social media, LinkedIn, ResearchGate.



Introduction

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

The main purpose of this deliverable D2.1 is to provide detailed information and guidelines on how to use, in an appropriate way, the various METIS graphic elements (logo, official colours, fonts, templates...) in the materials produced to communicate about the project and to disseminate its results. The main objective is to ensure visual continuity and brand recognition across all of the project's promotional materials, as well as on the METIS official public website and the project's social media platforms (LinkedIn and ResearchGate) when used by the partners to promote and present the project at conferences, events, workshops, and meetings with stakeholders

1.1 About METIS

The goal of the METIS project is to further develop and improve tools and methodologies employed in seismic safety assessments of nuclear reactors while also developing guidelines to transfer the results of the research community into engineering practices. More extensively, METIS will facilitate periodic safety reviews in response to the high-level objectives of the EURATOM nuclear safety directive, and in turn, contribute to the competitiveness of the European nuclear industry.

2 Visual Identity

One of the first actions to start building the METIS branding was the design of the overall project's visual identity, which includes an official logo, a colour palette, a typeface and a number of templates adapted to each type of support material (PPT, Word and Excel). All of the logos and templates presented below are available in the partner area folder: **FLEXX -> Templates -> Logos**

2.1 Official Logo & colour palette

The METIS logo was created to reflect the three key aspects of the project concerning seismic risk assessment (hazard, fragility and consequence) while also including the context and role of nuclear energy within the EU's efforts to reduce carbon emissions.



Figure 1: The METIS logo

In order to make a clear and appealing logo, brainstorming was done on the topic of seismic risk assessment and the project coordinator was consulted. The pyramid represents the three facets of risk assessment in line with the spirit and content of the project.

The logo features three main colours, each representing an aspect of the project. Metis, the goddess of wisdom in Greek mythology, partly inspired the name of the project. A painting of Metis was used for color inspiration, from which the orange of the logo was derived:

- **Orange** boldly highlights “consequence” and represents the inspiration for and purpose of the project
- **Blue** highlights “fragility” and represents nuclear power plants as a source of energy
- **Green** highlights “hazard” and represents the role of nuclear energy in achieving EU sustainability goals.

The tagline “Seismic Risk Assessment for Nuclear Safety” was added to contextualise the logo and clarify the purpose of the project.

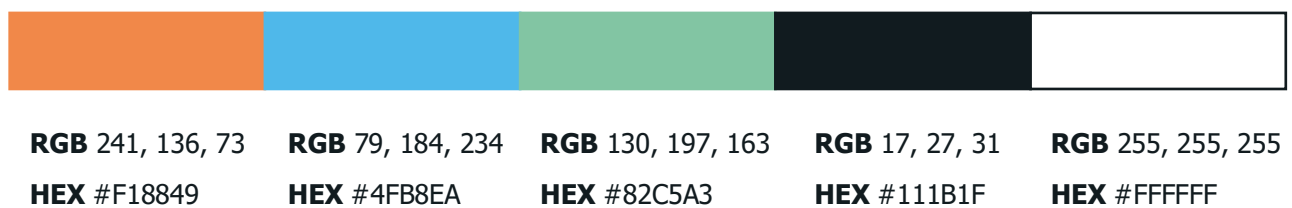


Figure 2: METIS colour palette



2.1.1 Official Fonts

The METIS logo uses two fonts: **Source Sans Variable** and **The Sans Black Caps**.

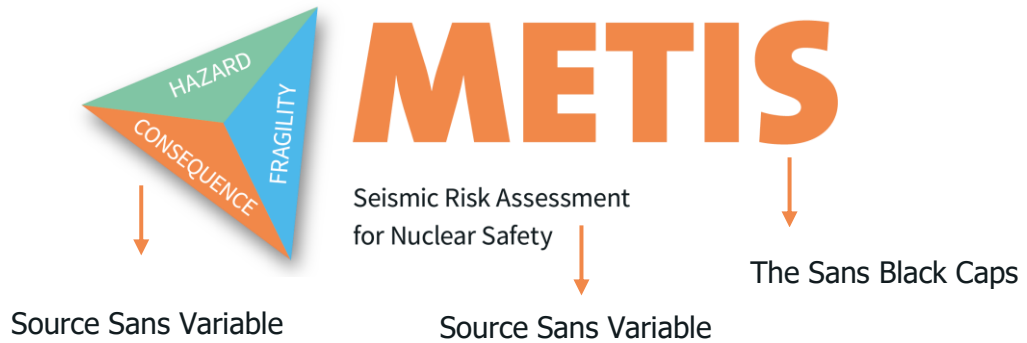


Figure 3: METIS typefonts

2.1.1 Logo Versions

Different versions of the logo have been created to be used for different materials:



Figure 4: Grayscale logo



Figure 5: Logo for a dark background



Figure 6: Logo mark

2.1.1 Logo Rules

- ▶ The logo must be used in PNG format with a transparent background for digital materials.
- ▶ The logo must be used in EPS format if it is to be placed on printed materials.
- ▶ The logo must be kept proportionate to other logos present in the material.
- ▶ A space must be kept between the logo and other images according to the boundary box.
- ▶ Do not crop the logo or allow images to run across the boundary box.



Figure 7: Proper and incorrect positioning

- ▶ Do not warp the logo or icons by stretching the image.
- ▶ Do not alter the colours of the logo



Figure 8: Stretched logo

2.4 Templates

The METIS templates were prepared during the first trimester of the project. They will be used by all partners for deliverables, internal meetings, and when presenting the project at external events. All of them can be found on the project FLEXX in the Templates folder.

2.4.1 Deliverable Template

A template was created for project deliverables at M2 and cannot be altered in structure, style or design, but the content will differ based on each deliverable.

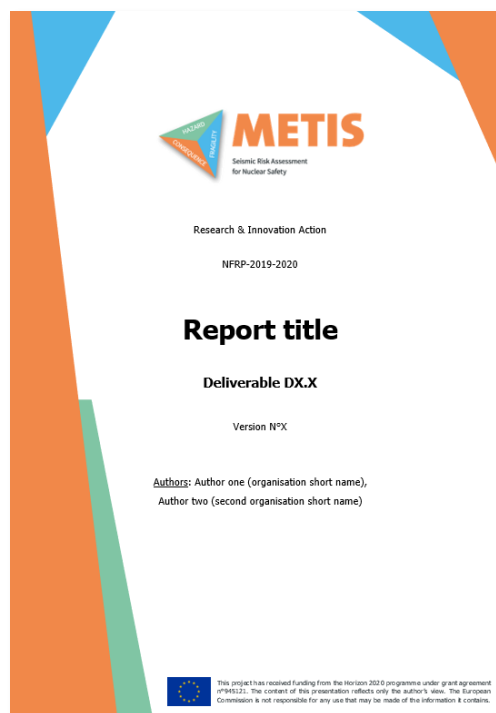


Figure 9: Cover page of the METIS deliverable template



1 First level heading	Tahoma, 18 pt., bold Colour: RGB 17, 27, 31 HEX #111B1F
1.1 Second level heading	Tahoma, 16 pt., bold Colour: RGB 17, 27, 31 HEX #111B1F
1.1.1 Third level heading	Tahoma, 14 pt., bold Colour: RGB 17, 27, 31 HEX #111B1F
1.1.1.1 Fourth level heading	Tahoma, 12 pt., bold Colour: RGB 17, 27, 31 HEX #111B1F
Body text	Tahoma, 12 pt. Colour: RGB 17, 27, 31 HEX #111B1F
Bullet list	▶ Bullet 1
Number list	1. Number 1

Table 1: Font, text sizes and colours of the deliverable template



Figure 10: Example of a figure

(To add hyperlink: Click on References tab and add caption – then choose Figure)



Heading 1	Heading 2	Heading 3	Heading 4

Table 2: Example of a table

(To add hyperlink: Click on References tab and add caption – then choose table)

2.4.2 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...).

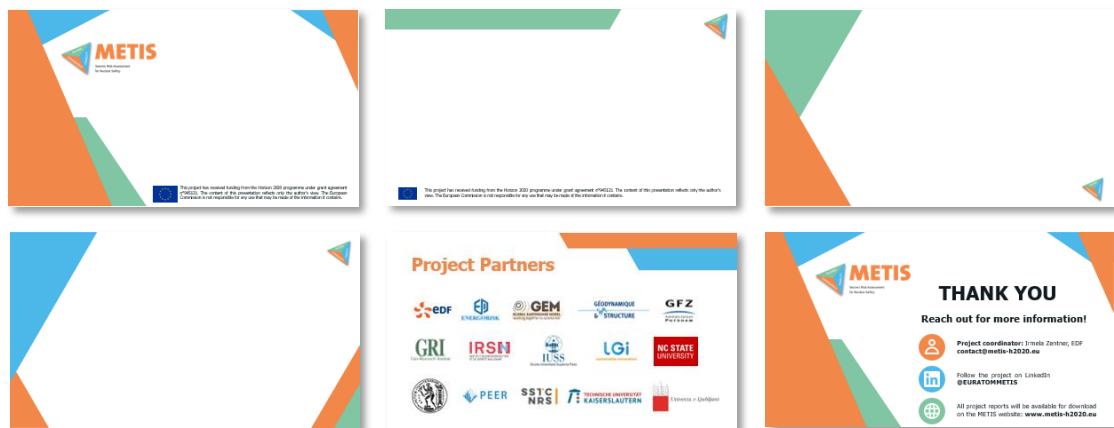


Figure 11: METIS PowerPoint slides

2.4.2 Event Management Plan

An event management plan was created in Excel and shared with project partners through [SharePoint](#) to collect and monitor information regarding various events that partners will attend throughout the duration of the project, plus the scientific papers that will be published in the framework of the project. The plan will be updated regularly.



METIS Events & Conferences

Event	Dates	Location	Description	Website	Speedy/Presentation topic	Have you promoted it on your social media? (include links if yes)	How many participants?	Which METIS partners participated?	Any other items of interest?
Example: SMIRT 26	8-13 August 2021	Berlin, Germany	The 26th International Conference on Structural Mechanics in Reactor Technology will be held in Berlin 8-13 August 2021.	https://www.smirt26.com/	N/A	TBD	x	Names of partners	TBD

Figure 12: METIS Event Management Plan

2.5 EU Funding and Acknowledgement

All materials produced by the project, including scientific papers and publications, must contain the mandatory EU emblem with the following funding acknowledgement and disclaimer featuring the sentences below (article 29). Additionally, it should be noted that “when displayed with another logo, the EU emblem must have appropriate prominence” (article 38):



This project has received funding from the Euratom research and training programme 2014-2018 under grant agreement No 945121.

Figure 13: EU flag and funding acknowledgement

Materials used to disseminate project results such as publications must include a disclaimer excluding the European Commission’s responsibility (article 29.5).

This project has received funding from the Euratom research and training programme 2014-2018 under grant agreement n°945121. The content of this document reflects only the author’s view. The European Commission is not responsible for any use that may be made of the information it contains.

Figure 14: EU disclaimer

2.6 Partner Logos

A banner was designed to facilitate the use of partner logos in relevant documents and promotional materials produced by the project. The partner logo banner is available for download on the **FLEXX under: Templates -> Partner Logos**



Figure 15: Partner logo banner

3 Flyer & Roll-up

Promotional materials, including a flyer and a roll-up, will be designed, distributed and presented to promote the project at various events and conferences.

3.1 Flyer

A flyer will be designed and distributed at workshops and events organised by METIS, as well as during external events. It will include the main message, keywords, consortium members, and the expected results of the project. A final version will be presented in the Communication and Dissemination Plan (D2.2), expected to be submitted at M6.

3.2 Roll-up

A roll-up will be designed to use at events and conferences. It will include the main message, keywords, consortium members and the expected results of the project. A final version will be presented in the Communication and Dissemination Plan (D2.2), expected to be submitted at M6.

4 Public Website

The METIS project website will provide general information on the project, share news and announcements about the project's progress, and enable access to documents produced by the project. The website will also facilitate reporting and monitoring activities, meeting and event management, and internal communication. A complete version of the website will be presented in Deliverable 2.3 - Project website online, expected to be submitted at M6.



Until today, the website's "Coming Soon" page is publicly visible. Website visitors are provided with a short explanation of the project and a link to sign up to receive the project newsletter.



Figure 16: Coming Soon page

5 Collaborative Tools

Collaborative tools, including LinkedIn and ResearchGate, will be used to interact with stakeholders, communicate project progress and maximise the uptake of project results. How social media accounts will be used will be explained in greater detail in the Communication and Dissemination Plan D2.2

5.1 LinkedIn

LinkedIn is an important collaborative tool in that it has the ability to boost the reputation of the project and widely promote project progress. A LinkedIn account was created in M3 (November 2020): www.linkedin.com/company/euratom-metis.

The main objectives set for LinkedIn include:

- ▶ Interact with related initiatives, industrial partners and stakeholders



- ▶ Inform the community of key events and ways to interact with the project
- ▶ Disseminate key results and latest activities of the project

The social media strategy concerning LinkedIn will be further detailed in the Communication and Dissemination Plan (D2.2).

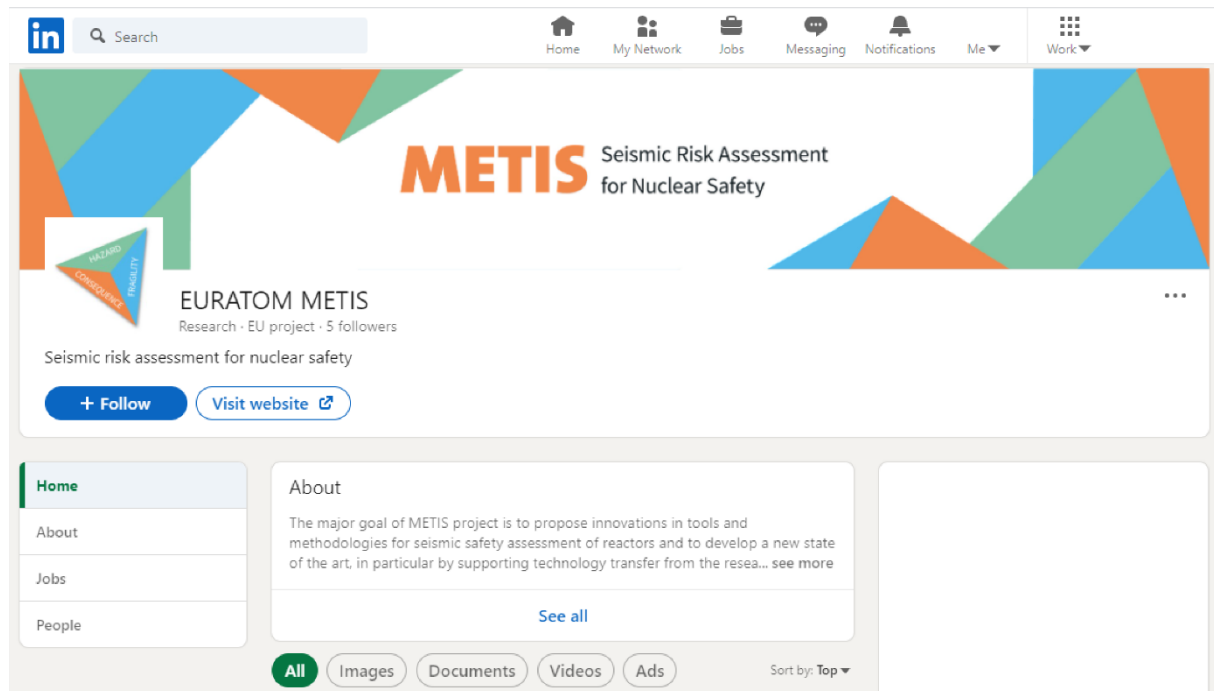


Figure 17: METIS LinkedIn page

5.2 ResearchGate

ResearchGate is a platform that enables the sharing of research, collaboration and support throughout different scientific communities. ResearchGate will allow the METIS project to engage with other scientists in the field and broadly disseminate results.

A [ResearchGate account](#) page created for METIS in M3 (November 2020) and currently has 22 followers. The ResearchGate strategy will be further detailed in the Communication and Dissemination Plan (D2.2).



ResearchGate Search for publications, researchers, or questions or Discover by subject area Join

Project

METHods and Tools' Innovation for Seismic safety assessment (METIS)

Irmela Zentner · Konstantin Goldschmidt · Marco Pagani · [Show all 19 collaborators](#)

Goal: The major goal of METIS project is to propose innovations in tools and methodologies for seismic safety assessment of reactors and to develop a new state of the art, in particular by supporting technology transfer from the research community to industry. METIS aims at developing common guidelines for seismic safety assessment at European level, in line with international practice and consensus, so as to provide a new set of state-of-the-art approaches for seismic safety assessment.

Date: 29 September 2020 - 28 September 2024

Lab: [Marco Pagani's Lab](#)

Updates 0 new 1
Recommendations 0 new 0
Followers 0 new 22
Reads ⓘ 7 new 173

Figure 18: METIS ResearchGate page

Conclusion

The METIS project's visual identity and templates were prepared during the first trimester of the project, according to specific needs of the project's partners and key events scheduled. Partners are strongly encouraged to take this deliverable into consideration when preparing any communication and dissemination material to promote METIS and its results, and to present the project at conferences, events, workshops, or meetings with stakeholders.