



Visual Identity Guidelines



Our visual identity



Points of departure

- Enabling second life of wind turbines
- Modularity of the wind turbine blades
- Dissassembly, reuse and recyclability
- Renewable energy sources: sun, wind and sea
- Circular resin material, reversible adhesives, modelling
- ...





Compulsory elements of our identity

European emblem



**Funded by
the European Union**

Quote of the Grant
Agreement

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101148066.



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Font and sizes in different applications

Primary font: Montserrat

	Word documents	PPT	Web site
Cover title	44	44	44
Titles (3 levels)	20 / 14 / 12	32 / 14 / 12	44 / 38 / 20
Text	10	12	16
Graph / Table title	12	12	20
Footnote, page number	8	8	12

Titles are in bold, plain ext is in normal case.



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Colours

Main colours:

Colour specifications (HEX):

- Orange & light orange

#ffb235 and #F8DBAA



- Green

#2cb195



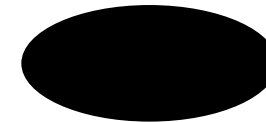
- Light blues

#5290c9 and #99BDE0



- Black

#000000



Support colours:

- Dark blue

#274472



- Light grey

#f4f6fc

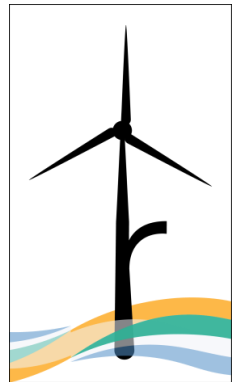
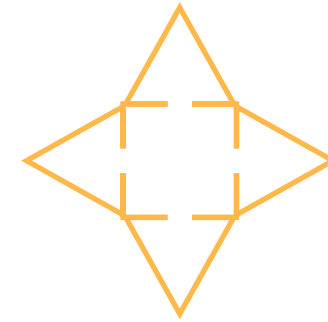
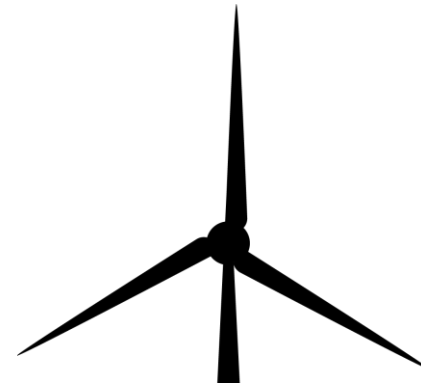
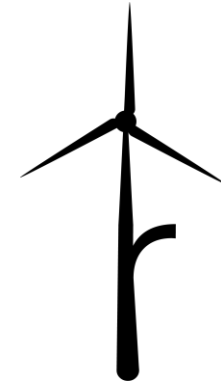


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Logo: Key elements

1. Simplicity and recognisable elements
2. Incorporation of the wind turbine into the project name
3. Each colour of the waves represents natural elements:
 - Blue = water
 - Light grey = wind
 - Orange = soil
 - Green = fields and sustainability





Full and Short Logo

Primary logo

To be used on light backgrounds



Alternative logo

To be used on dark backgrounds



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Supporting elements of the visual identity

Horizontal variation of the logo

To be used for specific applications where primary logo cannot be used



Icon

Square variation



Footer

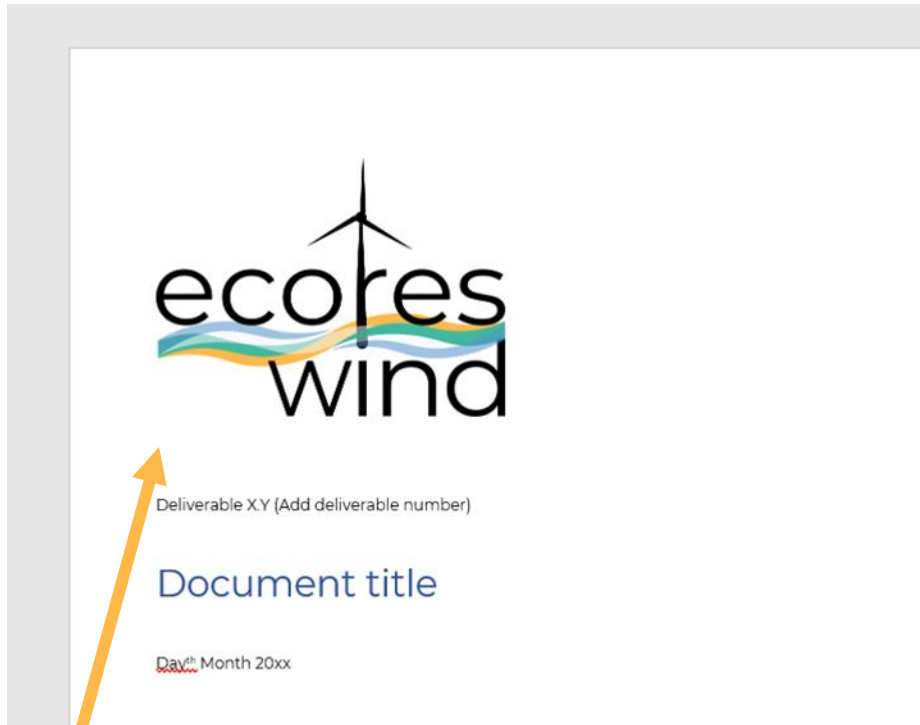
To be used on non cover pages as a distinctive visual element



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Positioning of our logo



Full logo on the cover page (beginning of a document) in the upper left side of the page.

Footer in the left bottom corner of every second page together with EU flag and statement.





Large partner logo on the first slide in the upper right corner of the slide and it should not exceed the size of the ECORES WIND logo.



Title

Name and surname

Date and place



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Partner's logo application on a contents page

Small partner logo in the upper right corner of **every next page**.



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Correct use of the logo

The logo **must not** be stretched or changed in size or format.



The logo can be used in the full or short version.



The logo **should appear on the same page only once**, aligned to the upper left corner.

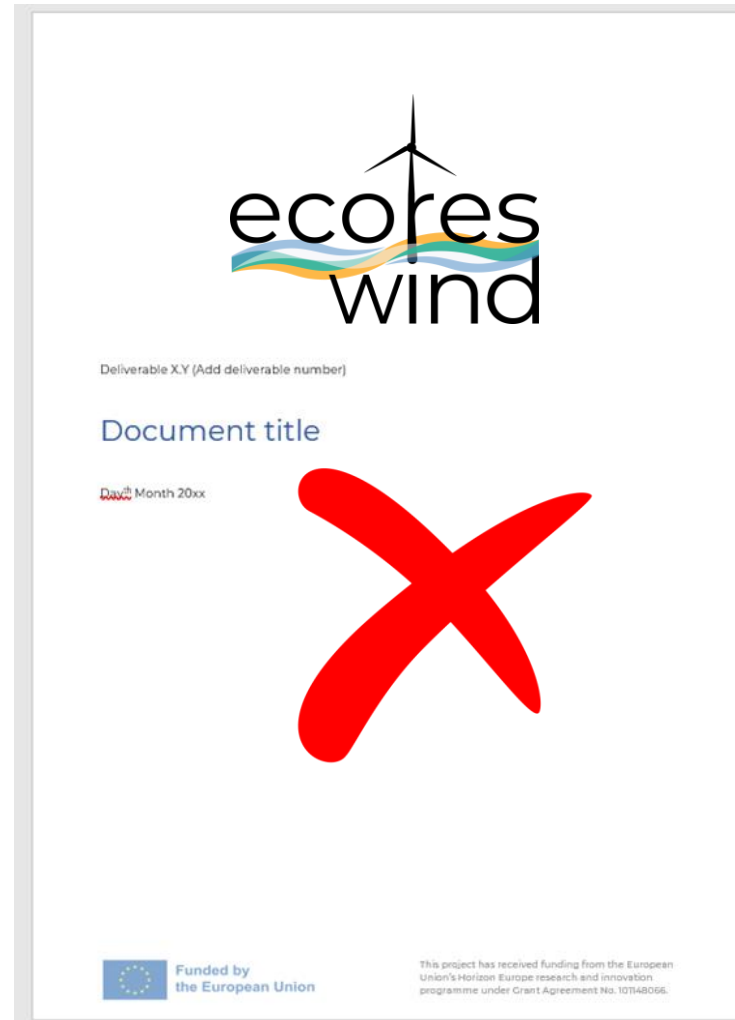
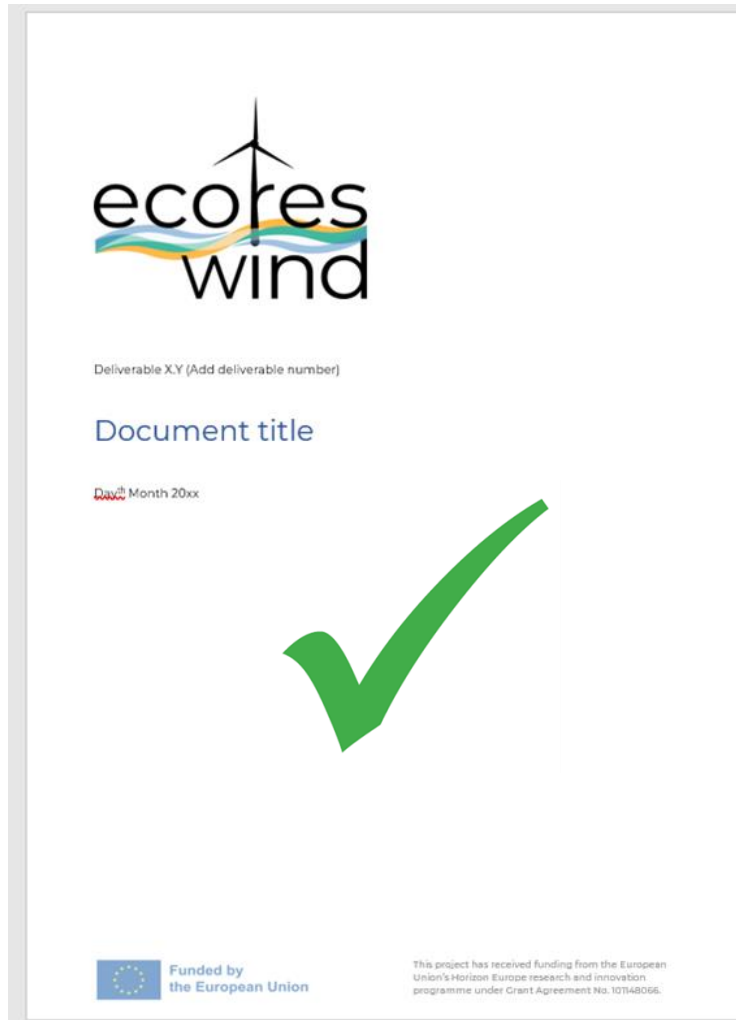
Logos of partners or clients should **not be larger than the one of the ECORES WIND** and should be aligned to the upper right corner.



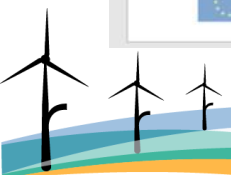
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Stick to left alignment



No central alignment, please.





No repetition

ecores
wind

Deliverable X.Y (Add deliverable number)

Document title

Day Month 20xx

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ecores
wind

Deliverable X.Y (Add deliverable number)

Document title

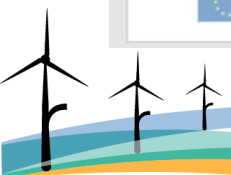
Day Month 20xx

ecores
wind

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Only one ECORES WIND logo on the same page or slide, please.





The graphic visual of the waves

The graphic visual of the waves maybe used on pages with no main logo as a graphic or as a footer.



Table of Contents

Objectives of the task supporting the deliverable	6
Objectives	6
Task	6
Activities undertaken	6
Disclaimer	6
Copyright	6
Citation	7
Executive Summary	8
Title 1	9
Title 2	10
Title 3	11
ANNEX:	12
TITLE CHAPTER IN THE ANNEX	12



Deliverable X.Y (Add deliverable number)

Document title

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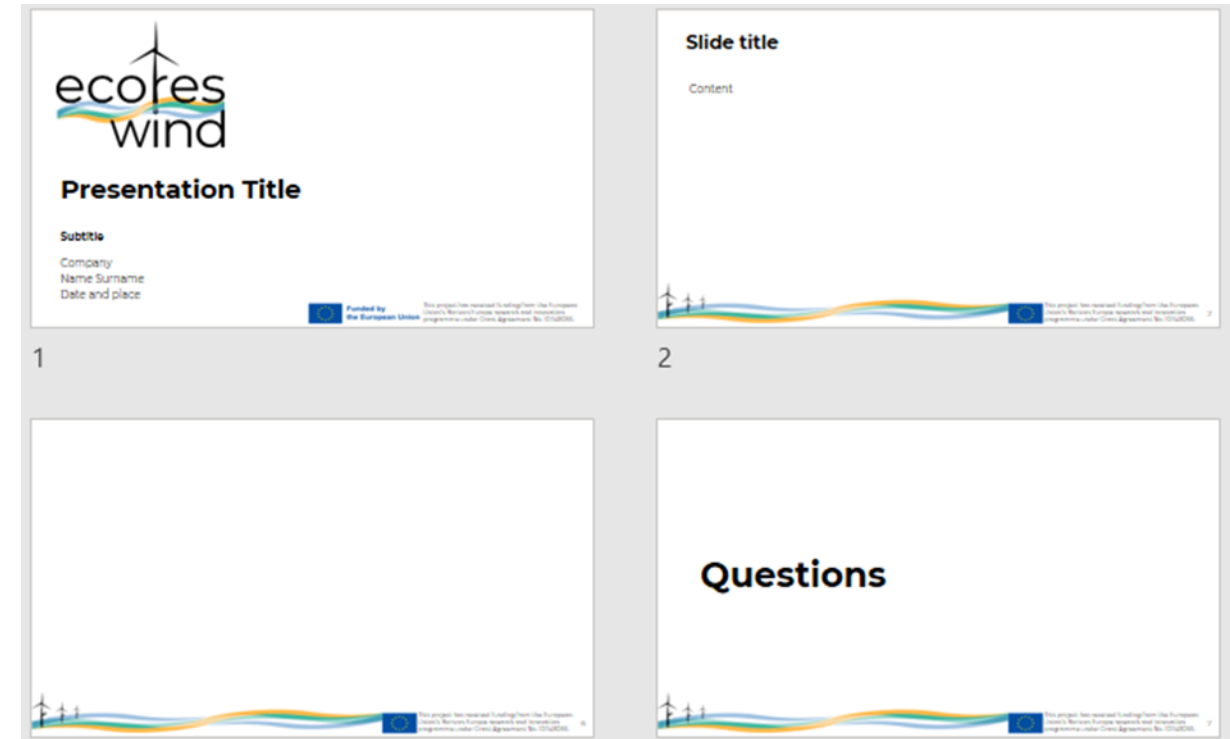
Communication Toolkit

Visual identity toolkit ready to use:

- the project logo and guidelines,
- presentation template,
- deliverable template

Full toolkit will be available by M6:

- promotional brochure,
- promotional materials
- infographics
- promotional documents templates




Powepoint template



Delivarable template






Delivarable X.Y (Add deliverable number)

Document title

Day Month 20xx



Project details

Project acronym: ECORES WIND
 Full name of the project: Novel Circular Resin Development For Composite Structures In Wind Energy Applications


Grant Agreement: 101148066
 Coordinator: GAIKER (GKR)
 Starting date: 01/09/2024
 Duration in months: 42
 Call identifier: Call: HORIZON-CLS-2023-D3-02

Document information sheet

Document title: Click or tap here to enter text.
 Deliverable number: Click or tap here to enter text.
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 Work package: WP Title (WPX)
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 Partners involved: (ACRONYM) (leader)
 (ACRONYM1, ACREONYM2...)
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Document history

Date	Version number	Summary of changes
XXth Month 202X	1	Initial draft document
XXth Month 202X	2	Description
XXth Month 202X	3	Language proofreading
-	-	-
-	-	-



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