

Grant Agreement No.: 723757

Project acronym: PLANHEAT

Project title: Integrated tool for empowering public authorities in the development of sustainable plans for low carbon heating and cooling

Call (part) identifier: H2020-EE-2016-RIA-IA

Thematic Priority: EE-05-2016 – Models and tools for heating and cooling mapping and planning

Starting date of project: 1st October, 2016

Duration: 36 months



D6.2 – Leaflet and Poster on the Project

Due date of deliverable: **31 December 2016**

Actual submission date: **30 December 2016**

Organisation name of lead contractor for this deliverable: Geonardo

| Dissemination Level (Specify with “X” the appropriate level) | | |
|--|--------|---|
| PU | Public | X |



Table of Contents

| | | |
|---|--------------------------------|----|
| 1 | Introduction | 3 |
| 2 | Logo | 4 |
| 3 | Colour Palette | 5 |
| 4 | Typography | 5 |
| 5 | Other graphical elements | 6 |
| 6 | PLANHEAT's flyer | 7 |
| 7 | PLANHEAT's poster | 10 |



1 Introduction

This deliverable was prepared within the framework of Work Package 6, Dissemination, Engagement and Exploitation and presents the flyer and the poster prepared for the PLANHEAT project.

The following pages provide details about the visual elements created for communication and promotion purposes, as well as how to use them consistently across all media and communications.

A clear visual identity is key to conveying a strong, consistent and unique image of the PLANHEAT project, increasing the partners' ability to communicate our mission, objectives and achievements. Such a visual identity connects all of the project's partners together and makes the project more recognisable and understandable by the wider public.

Proper use of the PLANHEAT logo, wordmark typefaces and colour palette contributes to creating a familiar look for the project on all means of communication, reinforcing its quality image at the same time.

The PLANHEAT visual identity is built upon the core concepts of the project:

- SUSTAINABLE HEATING
- SUSTAINABLE COOLING
- ENERGY EFFICIENCY
- SUSTAINABILITY
- URBAN PLANNING
- CITIES
- LOW-CARBON ENERGY SOURCES
- DECARBONISATION



2 Logo

The logo is the cornerstone of the visual identity. It is the signature of our partnership and of the PLANHEAT project as a whole.

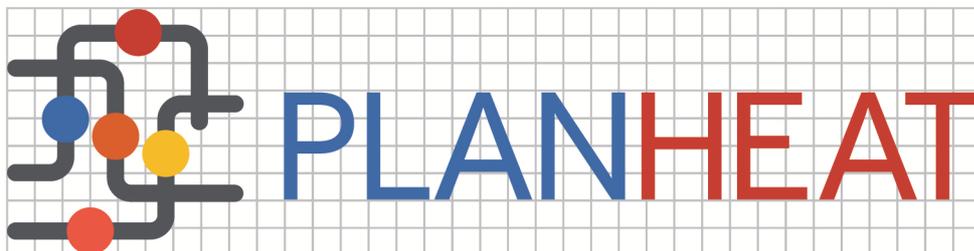
A total number of seven options were provided by Geonardo to WP6 leader (Euroheat & Power) and to the project coordinator (D'Appolonia). Following their comments, Geonardo has further modified the versions and ultimately all partners have had a chance to vote their preferred logo.

The following is the final logo version that has been chosen by the PLANHEAT consortium:



The simplicity of this logo makes it adaptable to any kind of media, and flexible to be used well in all communication materials. It consists of a graphic part and a wordmark, which is the name of the project. The graphic part is formed by a nexus of pipes connected to each other via nodes, to suggest the interconnection of local sources and end users towards more sustainable scenarios of urban heating and cooling that are going to be planned thanks to the PLANHEAT tool.

The red and blue of the heading of the name of the project recall cooling and heating applications whose decarbonisation is the main topic of the project.



3 Colour Palette

The colours selected for the logo refer to the heating and cooling processes. The graph below provides the references in Pantone and CMYK codes.

| | Pantone Color Bridge Coated | RGB | CMYK | Hex |
|---|--------------------------------|------------------|----------------------|---------|
|  | 180 | 207 55 47 | 3 91 86 12 | #ce372e |
|  | 660 | 1 117 188 | 88 50 0 0 | #0075bc |
|  | 431 | 72 88 101 | 45 25 16 59 | #485965 |
|  | 7549 | 249 194 10 | 0 22 100 2 | #f9c20a |
|  | 718 | 223 96 31 | 0 74 100 8 | #df601f |
|  | 7625 | 241 86 63 | 0 82 80 0 | #f1563f |

Please note that:

- RGB colours are preferably used on digital media;
- CMYK colours are to be used for print communications;
- Hex codes are indicated for web uses.

4 Typography

Ministry is the font chosen for the logotype.

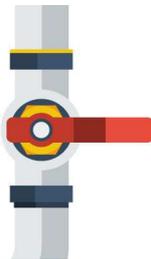
- Designer: Rian Hughes
- Foundry: Device Fonts
- Classification
- Sans serif

It can be downloaded from: <https://fonts.google.com/?query=Ministry>
When the Ministry typeface is not available, partners may use Arial.

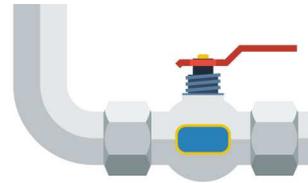
5 Other graphical elements

For the drafting of the PLANHEAT flyer and poster, other graphical elements have been used, which are shown below.

1.



2.



3.



4.



5.



6 PLANHEAT's flyer

This is the first design for a project flyer. As the project has only recently started, this flyer was created with a three-fold objective:

1. To publicize the existence of the project itself;
2. To convey the project's objectives and scope in a clear and visually appealing way;
3. To encourage European local authorities and other potential end-users to contact the project coordinators and get involved in the project.

In light of this, the marketing and graphic design teams of Geonardo have worked closely with EHP, leader of the Work Package on Dissemination, Exploitation and Engagement and with D'Appolonia, the project coordinator, to outline a solid market positioning of the project and define the key elements of the flyer.

As a consequence, we have created a square flyer that can be folded and is composed of 4 pages.

The cover page provides fundamental information about the project:

- Project's logo, acronym and long title;
- Online pages: official project website and Twitter account;
- Reference to EU funding and Grant Agreement number, as required by the Grant Agreement;
- Main slogan: "Get your city ready for decarbonizing its heating and cooling system!"

Graphic elements on the cover page already accompany the reader into the realm of heating and cooling by displaying abstract dynamic pipes and by playing with those colours that are closest to heating and cooling in the collective imagination: red, blue, and lighter shades (yellow and orange).

The second page introduces the problem that the project aims to tackle. A new slogan is presented here, in bold font to quickly attract a reader's attention and keep him/her interested. At this point, the benefits of the PLANHEAT tool for a local authority are introduced, and the three validation cities presented: Antwerp, Lecce and Velika Gorica.

From a graphical point of view, the grey pipe with a red handle subconsciously reminds the reader about heating and cooling, while also providing a frame that allows perusers to follow a logical order in their reading process. At the bottom, a small stripe, designed by Geonardo, depicts an exemplary urban heating map, with its emblematic sharp colours representing heat and cold. Its location under the list of the three validation cities reinforces the idea that PLANHEAT will help cities map their locally available sources and their local needs, to obtain a heating and cooling system that is low-carbon, economically viable and tailored to their local conditions.

The third page calls for action, as it completely assumes an end-user's perspective. On the left column, local authorities can better understand how the PLANHEAT tool can help them; three key features of the tool are particularly emphasised: it will be easy-to-use, open-source and free. We believed in fact that these may be very reassuring to a potential end-user, which may lack the necessary resources to train personnel or to acquire the tool. On the right column, the call for action is made more explicit, as the flyer directly converses with the reader to mobilise him/her. Not only it is made clear that the project will "actively involve" 50 European cities in the project, but readers can have a full list of clear ways they can be involved.

In order to fully mobilise end-users, this page ends with the contacts (e-mail address, website and Twitter account) that an interested local authority should use to learn more about the project.

The fourth, closing page proudly shows the logos of the PLANHEAT partnership; given the wide expertise of our partners, we are confident this will prove readers that the tool introduced by the



flyer will be developed of outstanding quality, and that the project as a whole is characterised by high professionalism.

This flyer will be printed for all partners' use at conferences, events and workshops where PLANHEAT will be presented, and more specifically during the two launching conferences in Brussels and in Central-Eastern Europe in 2017. According to the project's further developments and needs, the design may be updated by GEONARDO into a second version, to advance new promotional campaigns.

The flyer design follows.



PLANHEAT

Heating and cooling accounts for 50% of the EU's energy consumption. No energy transition can take place without decarbonising the heating and cooling system. District energy delivers sustainable heating and cooling, connecting local, renewable and low-carbon energy sources to local needs.



Imagine a city that is smart, competitive, livable and green.

If you want this to be your city, PLANHEAT can help you!

PLANHEAT will develop a tool so that your city can map, plan and simulate low-carbon, economically viable scenarios for heating and cooling systems, tailored to your local conditions.

Validation cities PLANHEAT will validate its integrated and easy-to-use tool in three cities:

ANTWERP / BELGIUM



Photo: www.woodstockkey.be

LECCE / ITALY



VELIKA GORICA / CROATIA



Photo: Marko Zilic



The PLANHEAT tool will support local authorities in:

Mapping - planning - simulating the local energy demand and supply

Showing possible future scenarios

Understanding and comparing these new scenarios

Identifying potentials for the existing network

Telling you the energetic, economic and environmental gain!

The PLANHEAT tool will be:

EASY-TO-USE OPEN-SOURCE FREE

Are YOU ready for this change?

PLANHEAT intends to actively involve 50 EU cities in the project.

We offer:

In-depth involvement of all PLANHEAT cities: shape and improve the tool

Dedicated trainings and workshops

Webinars throughout the whole project

Events at local and EU-level

Guidelines and How-To-Tutorials

Sharing expertise and experiences



Are you a municipality or local authority and would like to get involved?
Let PLANHEAT support you!

Contact us
Project Coordinator
D'Appolonia S.p.A.

info@planheat.eu
www.planheat.eu
@PlanheatProject

7 PLANHEAT's poster

This is the first design for a project poster. As mentioned for the project flyer, this poster design also has three main objectives:

1. To publicize the existence of the project itself;
2. To convey the project's objectives and scope in a clear and visually appealing way;
3. To encourage European local authorities and other potential end-users to contact the project coordinators and get involved in the project.

In light of this, the marketing and graphic design teams of Geonardo have worked closely with EHP, leader of the Work Package on Dissemination, Exploitation and Engagement and with D'Appolonia, the project coordinator, to define an effective graphic and text for a project poster.

As a consequence, we have created a rectangular, A1 poster.

The cover page provides fundamental information about the project:

- Project's logo, acronym and long title;
- Online pages: official project website and Twitter account;
- Reference to EU funding and Grant Agreement number, as required by the Grant Agreement;
- Main slogan: "Get your city ready for decarbonizing its heating and cooling system!"

The poster follows the same reading logic as the flyer, though using a different order:

- Project logo, acronym and long title, framed in a pipe;
- Second slogan in bold and in two different colours, to catch the reader's attention from the very beginning;
- Key information about the tool and the three validation cities;
- Call for action: how PLANHEAT will support local authorities and why local authorities should get involved;
- Contacts;
- Reference to EU funding and to grant agreement number;
- Partnership.

The same graphic elements are used as in the flyer, with an addition of two grey pipes with handles and pressure measurer.

This poster will also be printed for all partners' use at conferences, events and workshops where PLANHEAT will be presented, and more specifically during the two launching conferences in Brussels and in Central-Eastern Europe in 2017. According to the project's further developments and needs, the design may be updated by GEONARDO into a second version, to advance new promotional campaigns.

The poster design follows.



Imagine a city that is smart, competitive, livable and green.

If you want this to be your city, PLANHEAT can help you!

PLANHEAT will develop a tool so that your city can map, plan and simulate low-carbon, economically viable scenarios for heating and cooling systems, tailored to your local conditions.

Validation cities

ANTWERP / Belgium

LECCE / Italy

VELIKA GORICA / Croatia



The PLANHEAT tool will support local authorities in:

Mapping – planning – simulating the local energy demand and supply

Showing possible future scenarios

Understanding and comparing these new scenarios

Identifying potentials for the existing network

Telling you the energetic, economic and environmental gains!

The PLANHEAT tool will be:

Easy-to-use Open-source Free



The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 722132.

Are YOU ready for this change?

PLANHEAT intends to actively involve 50 EU cities in the project.

We offer:

In-depth involvement of all PLANHEAT cities: shape and improve the tool

Dedicated trainings and workshops

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