



Facilitating green
public procurement
in the energy sector

Deliverable 5.2

Project's Stationery

Partners

APRE | Eambiente | University of York | Element Energie | DIW Berlin | NTNU |
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Alleanza per il Clima Italia | Climate Alliance | Slovensky zivnostensky vzaz | Eurada

info@xpress-h2020.eu
www.xpress-h2020.eu



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Deliverable 5.2

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Authors	Pietro Rigonat, Alexandre Almeida



Contributors

Name	Organisation
Jakab Szabolcs	LOBA
Catarina Pereira	LOBA

Peer Reviews

Name	Organisation
João Gaspar	LOBA
Paola Zerilli	UoY
Riccardo Coletta	APRE

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1. Executive Summary

XPRESS aims to support the collaboration between SMEs and public sector for the promotion via Public Procurement of RES (Renewable Energy Sources) in regions.

The D5.2 (Project stationery) deliverable showcases the main XPRESS identity, visual characteristics and stationery. The outcomes of this deliverable will be used for communication and promotional purposes.

The brand aims to provide a cohesive visual identity of the XPRESS project. The brand will be used in the material produced under the frame of the project namely templates, brochures, website, posters, roll-up banners and videos, etc.

The stationery includes:

- XPRESS logo and the Brand book;
- XPRESS templates to support the communication and reporting of the project, such as deliverable template and presentation template;
- XPRESS folder to be used for workshops and events;
- XPRESS letterhead paper for distribution at workshops and events;
- XPRESS email signature to be used in formal communications, surveys and consultations, etc.;
- XPRESS business card;
- XPRESS roll-up;
- XPRESS posters (vertical and horizontal).

The logo, brand book and stationery material will be available to all the XPRESS partners together with the XPRESS Google mail account. Additional supporting material shall be created upon request.



2. Brand identity

The brand identity comprises the noticeable elements of a brand (for instance - colour, logo, name, symbol). These elements identify and differentiate a brand in the target audience's mind. Taking that into account, LOBA and all the partners have already put considerable effort in creating the perfect brand identity for XPRESS.

Several options of the logo were presented in a PowerPoint template to the Consortium during the XPRESS Kick-off Meeting in Brussels. After various colour corrections, the final version of the logo has been accepted by the partners.

The inspiration of our designers derived from the core topic and goal of the project, as well as the relevant keywords such as renewable, energy, green procurement, life cycle, cities, facilitating, collaborative effort.

In order to provide practical examples on how the brand might be used, LOBA also developed mock-up stationery featuring the XPRESS identity.



Figure 1 - XPRESS Brand identity

3. Stationery

3.1. Templates

The templates produced to support the communication of the XPRESS project are:

3.1.1. Deliverable template

This template will be used only for submitting official deliverables. The document includes specific formatting and instructions that shall be followed. The template has the following structure:

- The initial page represents the title of the deliverable document;
- A section for an executive summary which shall describe an overall presentation of the deliverable;
- A section for tracking contributions and revisions which includes a list of contributors and reviewers of the deliverable, and the revision history (including a reference to the document's version, date, author/organisation and modification);
- A section for the table of contents page developed with an automatic index actualization according to the various styles (appendix, sections, etc.);
- Additional sections of the document include the respective title and subtitles, bullet points, tables and figures.

A print screen of deliverable template is presented in Annex [5.1](#).

3.1.2. Presentation template

The PowerPoint template will be used for internal purposes such as consortium meetings and for external purposes such as workshops and events.

This template is in accordance with the XPRESS visual identity and includes various slides to be used for various types of content (i.e. free text, bullet points, table, figures/images, etc.).

This template also includes two additional slides with the presentation of partners and a "Thank you" slide.

A print screen of power point template is presented in Annex [0](#).



3.2. Folder

The folder is a useful promotional tool to be used during events. It can be built in various formats according to specific needs and purposes. The folder is in accordance with the XPRESS visual identity and showcases the main information about XPRESS, namely the name of the project, the partners' information (logo and URL), contact information and EC logo.

A mock-up of the folder is presented in Annex 0.

3.3. Letterhead paper

Furthermore, the XPRESS letterhead paper is A4 format. It has been produced for taking notes during events and meetings and will be included in the folders and distributed among all participants. This letterhead paper can also be used to print official XPRESS documents.

A mock-up of the letterhead paper is presented in Annex 5.5.

3.4. Email signature

The email signature was created for official communications of the project such as, for example, the distribution of a survey, announcements, etc. The signature identifies the person and organisation, as well as the contact information of the project including the URL for the XPRESS website and the XPRESS email address.

A mock-up of the email signature is presented in Annex 5.5.

3.5. Business cards

A business card has been designed to provide stakeholders a professional way to get in touch with the XPRESS partners. It showcases the XPRESS logo, the name of the person, the company, the role, the email and the phone number. Each partner will have an individual business card, upon request.

A mock-up of the business cards is presented in Annex 5.6.



3.6. Roll-up

The roll-up was created for attracting attention on events and for supporting the impact of the XPRESS partners on the workshops and stakeholder cafe's during the project. Includes an overview of the XPRESS project, website link, email address, social media channels and consortium partners.

A mock-up of the roll-up is available in the Annex [5.7](#).

3.7. Posters

The official Poster's (one vertical and one horizontal) were created to promote the XPRESS project during the various events.

A mock-up of the posters is presented in Annex [5.8](#).



4. Conclusion

The XPRESS brand has been created to ensure a cohesive identity of the project which aims to support and enhance the collaboration between SMEs (Small and Medium Enterprises) and local government authorities for the development and adoption of RES (Renewable Energy Sources) in regions.

The stationery aims to support partners in their formal and informal communications, such as in the reporting process (i.e. deliverables template), presentations in meetings and events (i.e. PPT template), participation in events (i.e. folders and letter head paper) and group mailing announcements or communications (i.e. email signature). LOBA will distribute the promotional material to all partners for all the XPRESS dissemination and communication activities.

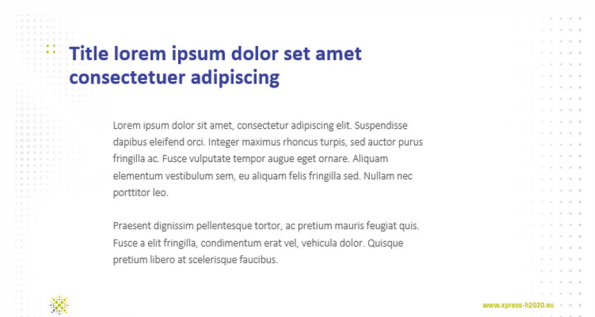
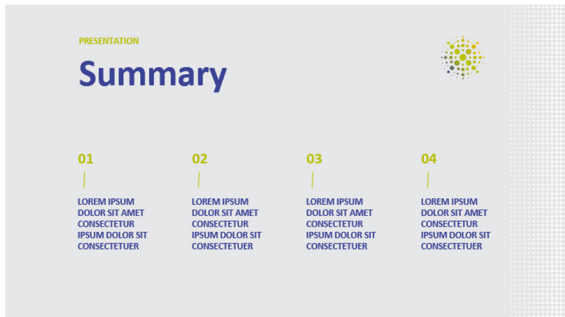
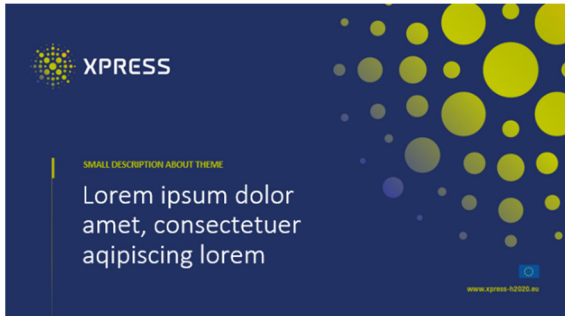


5. Annex

5.1. Deliverable template



5.2. Power point template



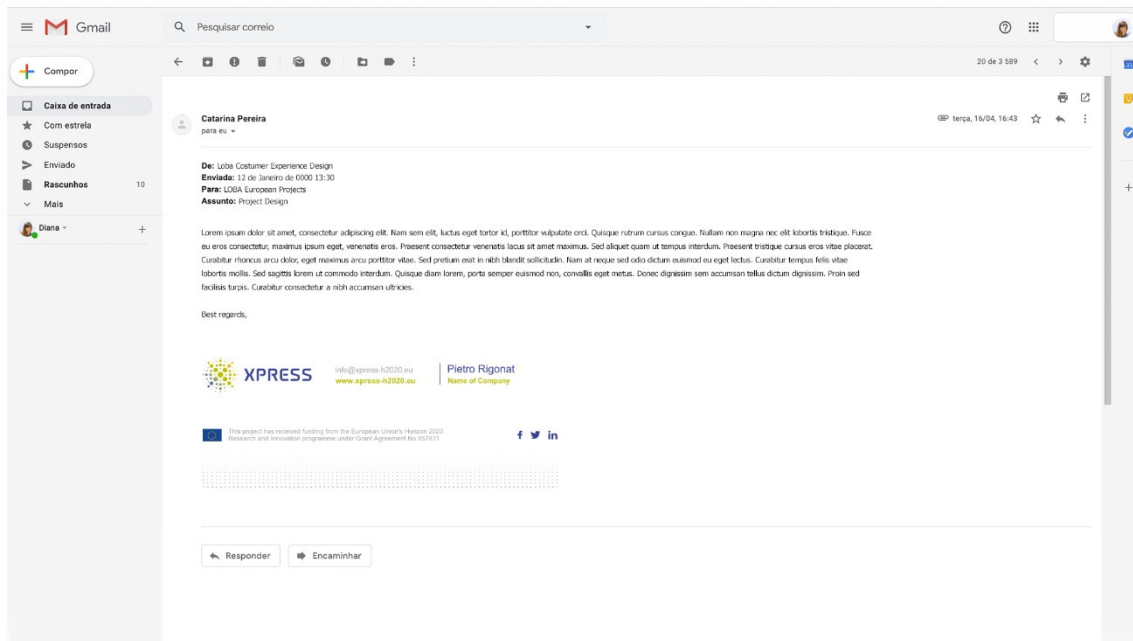
5.3. Folder



5.4. Letterhead paper



5.5. Email signature



5.6. Business cards



5.7. Roll-up



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5.8. Posters





5.9. Brandbook





To build a strong brand is needed consistency in the way of communicating in all media.

This manual guides the various uses of **XPRESS's brand** in order to obtain a cohesive communication, creative and distinctive.

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The Brand Elements | XPRESS



THE BRAND

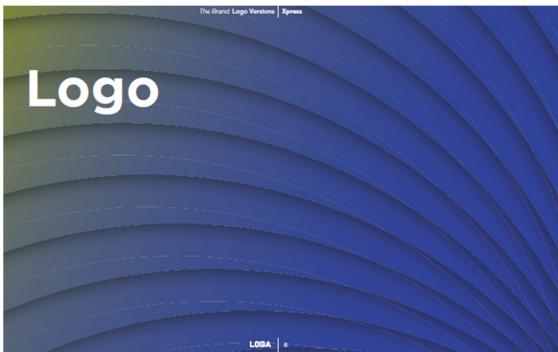
The brand **XPRESS** has three structural elements: The symbol, typography and color.

The elements, proportions and position thereof were studied to create a strong brand and well designed, with and integrity. Any change can affect severely its identity.

In the following pages the necessary rules are presented for correct use of the mark, essential for ensuring the consistency of corporate identity.

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The Brand Logo Versions | XPRESS

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The Brand Logo Versions | XPRESS

The Brand Logo Versions | XPRESS



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The Brand Logo Versions | XPRESS



Vertical version

This is the vertical version of the logo. It should be used as needed visually and if it is not necessary to use the descriptive.

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Horizontal version

This is the horizontal version of the logo. It should be used as needed visually. In this version there is the possibility to use with or without descriptive of the brand.

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The Brand Logo Versions | Xpress

Monochrome version

This is the monochrome version. This version should be used when there are limitations of, for example, color printing or when the background compromises the readability.

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The Brand Logo Versions | Xpress

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The Brand Logo Versions | Xpress

Negative Version

The color version of the logo works well on both light backgrounds and very dark backgrounds. This version can be used whenever readability is assured. When the logo is on a background that compromises its readability, one should choose to use the monochrome version.

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The Brand Minimum Size | Xpress

Minimum Size

To ensure readability minimum dimensions were defined for the brand.

Minimum size for printed media:
 Vertical logo: 5mm wide.
 Horizontal logo (with descriptive): 35mm wide.
 Horizontal logo (without descriptive): 20mm wide.

Minimum size for digital formats:
 Vertical logo: 60px wide.
 Horizontal logo (with descriptive): 180px wide.
 Horizontal logo (without descriptive): 130px wide.

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The Brand Safety Margin | Xpress

Safety Margin

To preserve the good reading of the logo was defined a safety area around which corresponds to an "X". The minimum clearance applies to all versions of the brand and is intended to protect the logo any other element that is near and can not remove or prevent their reading and visibility.

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The Brand Colors | Xpress

Colors

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The Brand Colors | Xpress

Dark Blue
 C00 | M00 | Y00 | K20
 #000080
 #000080

Blue
 C00 | M60 | Y00 | K00
 #0000FF
 #0000FF

Green
 C00 | M00 | Y000 | K20
 #008000
 #008000

Yellow
 C00 | M00 | Y000 | K00
 #FF0000
 #FF0000

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Typography

Typography XPRESS's brand should always convey the values and principles inherent to its purposes, without ever compromising functionality and / or readability.

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Typography Main Typography | Xpress

Typography Main Typography | Xpress

Monument Extended

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

0123456789

MAIN TYPOGRAPHY

The main corporate typography brand is the **Monument**, by its formal and functional characteristics, that allows the creation of effective and readable messages. The consistency of all communication material, recommended the use of this typography as well as their styles.

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CUSTOMERS
LOVE YOUR BRAND

Logo Download

http://drive.loba.pl/XPRESS/xpress_logo.zip

LOBA CUSTOMER
EXPERIENCE
DESIGN





@xpress-project

• www.xpress-h2020.eu



XPRESS