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XPRESS

Facilitating green public procurement in the energy sector

Deliverable 5.2

Project's Stationery

Partners

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Deliverable 5.2

Project's Stationery

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XPRESS

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Revision History

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1	15/10/2019	João Gaspar	First version
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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.

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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 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

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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.

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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.

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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.

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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.

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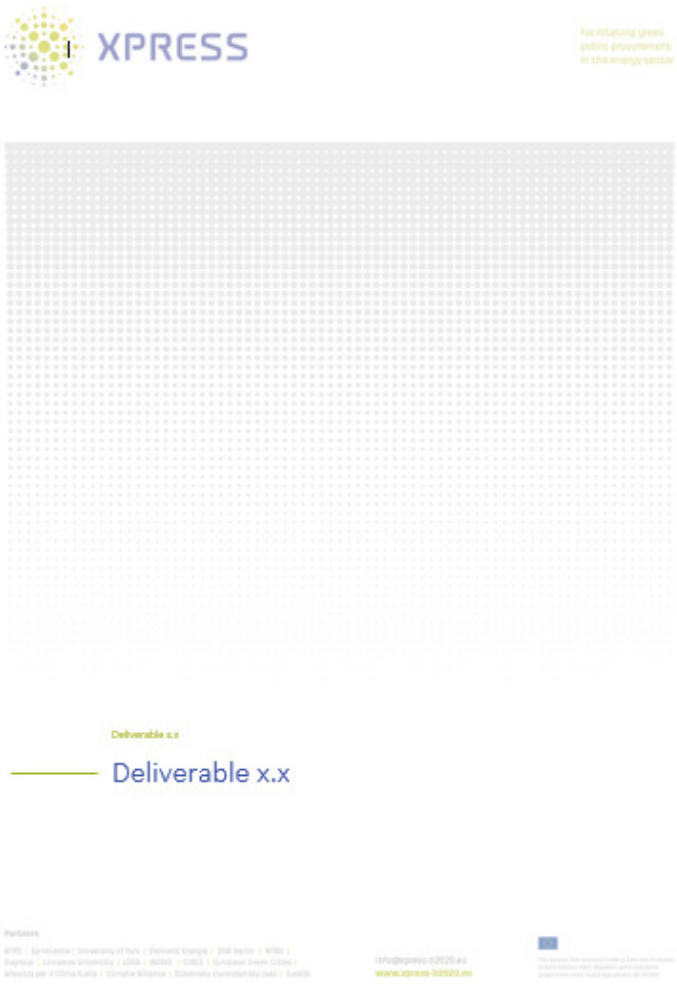
5. Annex

5.1. Deliverable template



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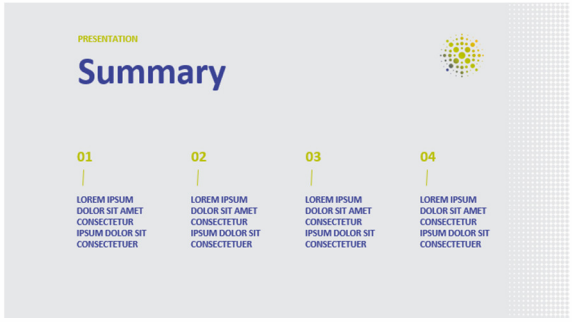
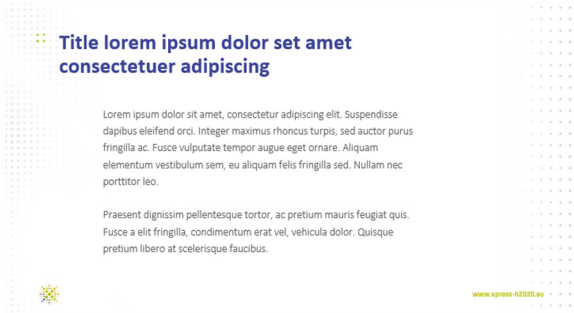
5.2. Power point template





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5.3. Folder

5.4. Letterhead paper

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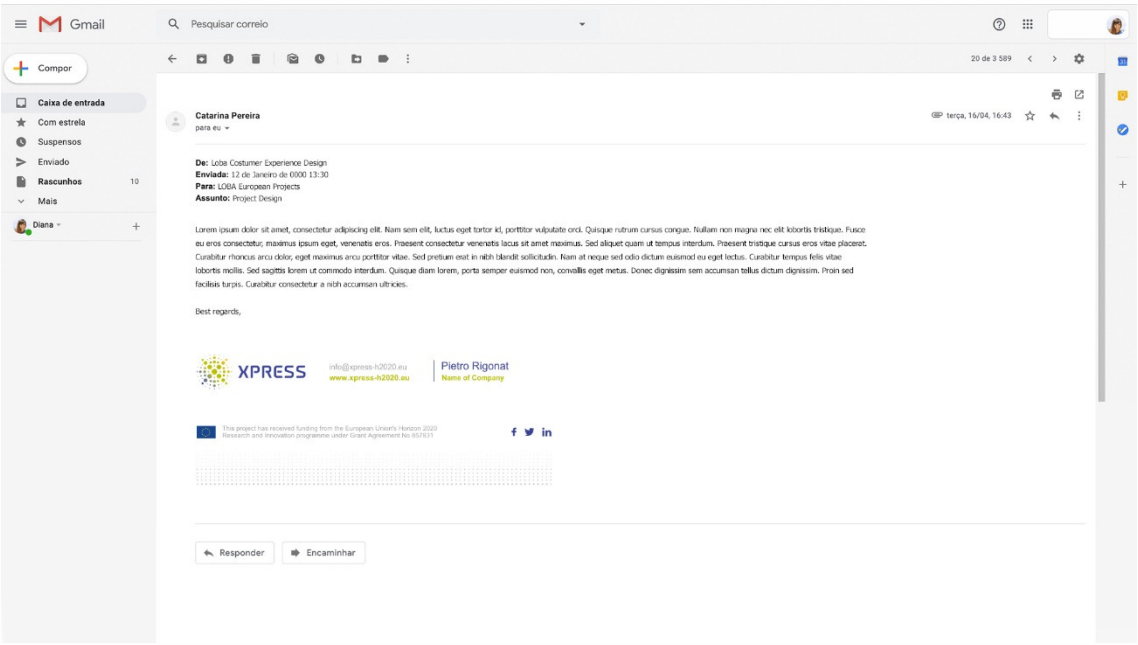
5.5. Email signature



5.6. Business cards

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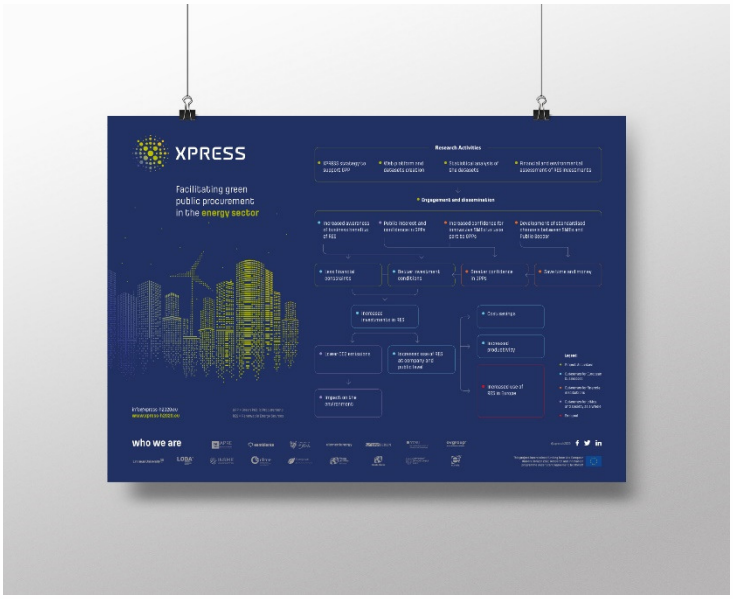
5.7. Roll-up

5.8. Posters



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5.9. Brandbook

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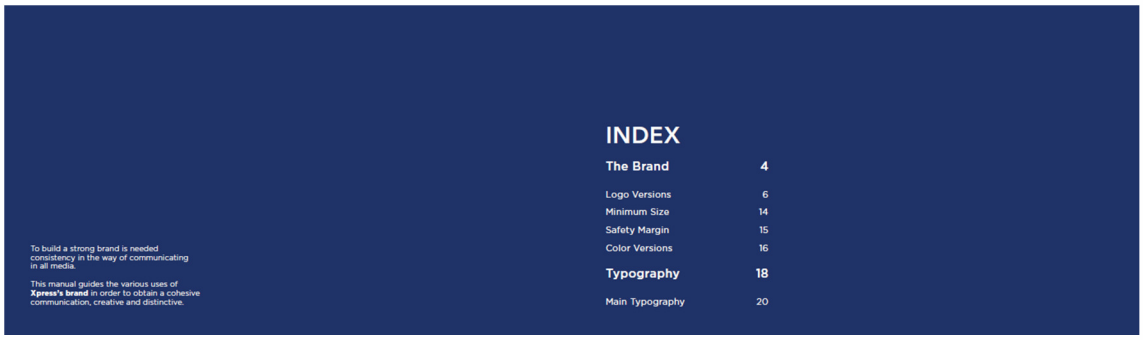

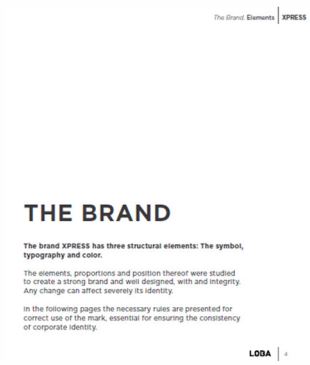

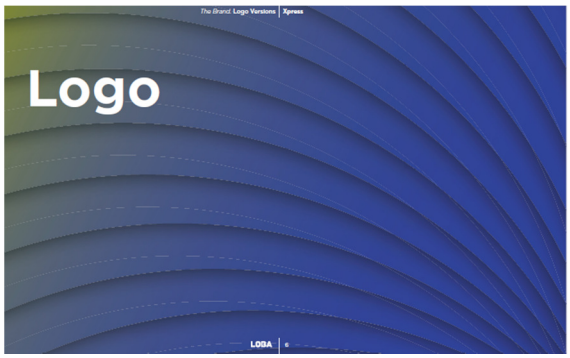

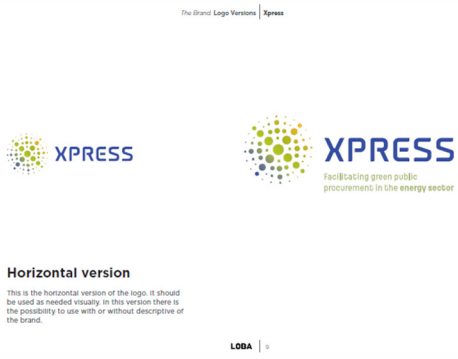

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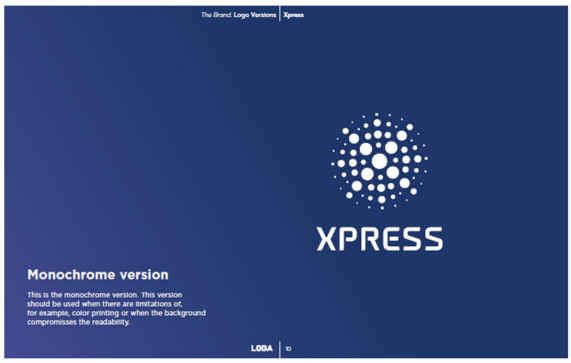

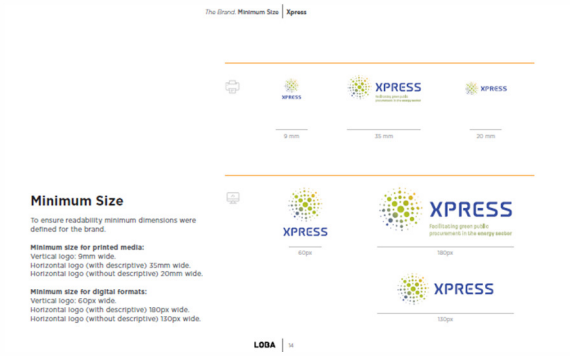

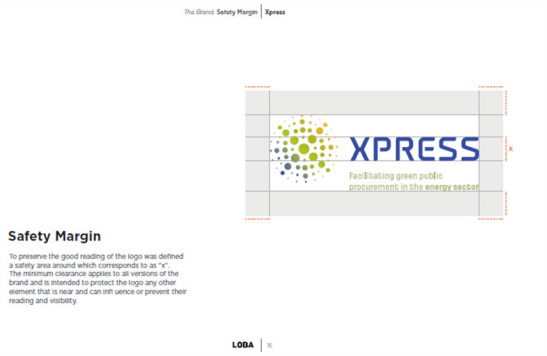

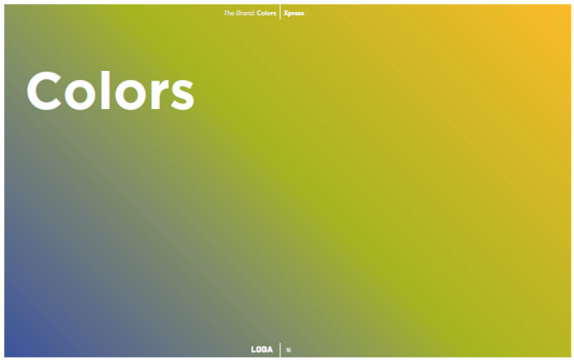

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