



# H2IF – Bridging Horizon 2020 to Innovation Fund

## D7.1 Project visual identity and D&C base-package

Work package 7 – Dissemination, Communication and Exploitation

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## Information

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## Dissemination Level

CO	Confidential	
CL	Classified	
PU	Public	X

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## Acknowledgement



H2IF is an EU-funded project that has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 101137734.

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## Abbreviations and acronyms

ETS	Emission Trading System
CSA	Coordination and Support Actions
GDPR	General Data Protection Regulation
WP	Work Package
SEO	Search Engine Optimisation

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# Executive Summary

This document pertains to Deliverable D7.1 “Project Visual Identity and Website”, which was established under Work Package 7 “Dissemination, Communication and Exploitation”. It aims to provide insights into the visual identity of H2IF project and its corresponding website. The H2IF project website will serve as a centralised platform for disseminating all project outputs, including news, events, and results, throughout the project's duration.

This deliverable focuses on presenting the visual identity that will be incorporated into the project's dissemination and communication activities. This deliverable is related to D7.2, Dissemination and Communications Strategy (due by M6).

## 1. Introduction

### 1.1. The document's intended purpose

The primary aim of the H2IF project is to advance technologically, financially, and operationally mature initiatives supported by Horizon 2020, guiding them towards the deployment phase through strategic alignment with the ETS Innovation Fund. This collaborative effort seeks to sustain the momentum of European innovation by extending the innovation pipeline, thereby enhancing the impact of these initiatives. By nurturing the progression of early-stage technological concepts into fully mature market-ready solutions, this initiative bolsters the global competitiveness of European industries.

Proof of concept will be demonstrated through the scaling-up and submission of three projects to the Innovation Fund, chosen for their significant potential in achieving 'climate neutrality' and their innovative nature. The coordinators of these three selected H2020 projects are Beyonder (Norway), Storengy (France), and Elestor (Netherlands).

## 2. Visual identity

### 2.1. Logo



*Figure 1 - Official logo of H2IF project.*

The H2IF logo features the project's acronym and is pictured in Figure 1. It will be utilised to represent the project in all of its communication activities.

The logo will be used in the following Communication and Dissemination tools and activities:

- All documents created during the project duration, especially those that must be submitted to the European Commission. These include deliverables, agendas, reports of meeting minutes, etc.
- Social media pages such as [Twitter](#) and [LinkedIn](#).
- The project website.
- PowerPoint presentations that consortium partners use for their communication and dissemination efforts;
- Materials for dissemination, such as pamphlets, brochures, roll-ups, etc.
- Events that the project organises or participates in, both offline and online.

#### 2.1.1 Colour scheme

The colour scheme, comprising four colors, was determined during the launch meeting and is consistently applied throughout the brand's logo and marketing materials to reinforce brand recognition. The colour palette reflects the brand's core values, evokes desired emotions, and resonates with the target audience, ensuring a cohesive and impactful visual identity.

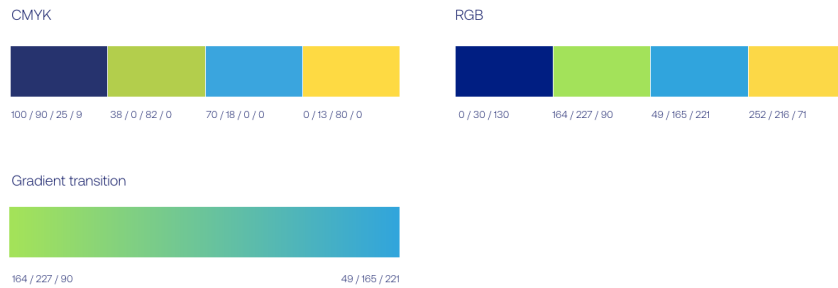


Figure 2 - Colour scheme selected for H2IF project.

## 2.1.2 Typography

The typography that the project will use in its communications and dissemination activities is Figtree. Figtree was chosen as the typography for the project due to its clean and modern aesthetic, which enhances readability and visual appeal. Additionally, Figtree offers a wide range of font weights and styles, allowing for versatility in design and ensuring consistency across various communication channels.



Figure 3 – Typography selected for H2IF project: Figtree.

## 2.2. Templates

All documents produced as a part of the H2IF project’s framework and the work of its supporting partners will adhere to a specific format template. The following templates have been made for use throughout the project:

- MS PowerPoint template for presentations.



- MS Word-based deliverable template.
- MS Word document template for meeting minutes.
- MS Word document template for text.



Figure 4 - Sample presentation title slide of MS PowerPoint template .

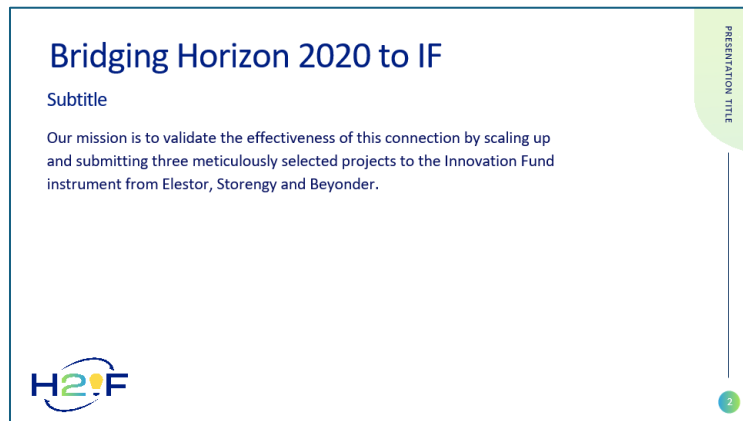



Figure 5 – Sample presentation text slide of MS PowerPoint template.



Figure 6 - Deliverable MS Word template.



Report on Project visual identity and D&C base-package

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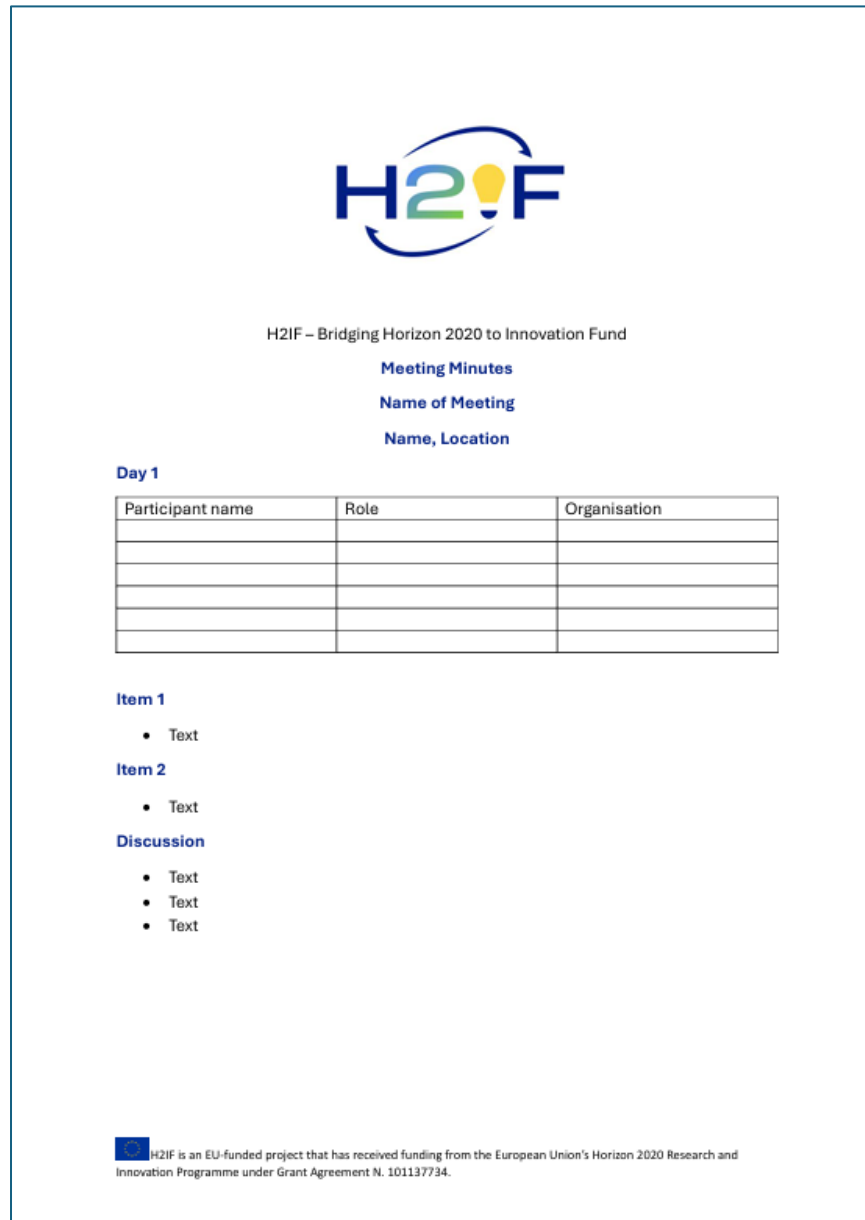
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Figure 7 - Deliverable MS Word template page 2.





H2IF – Bridging Horizon 2020 to Innovation Fund

**Meeting Minutes**

**Name of Meeting**

**Name, Location**

**Day 1**

Participant name	Role	Organisation

**Item 1**

- Text

**Item 2**

- Text

**Discussion**

- Text
- Text
- Text


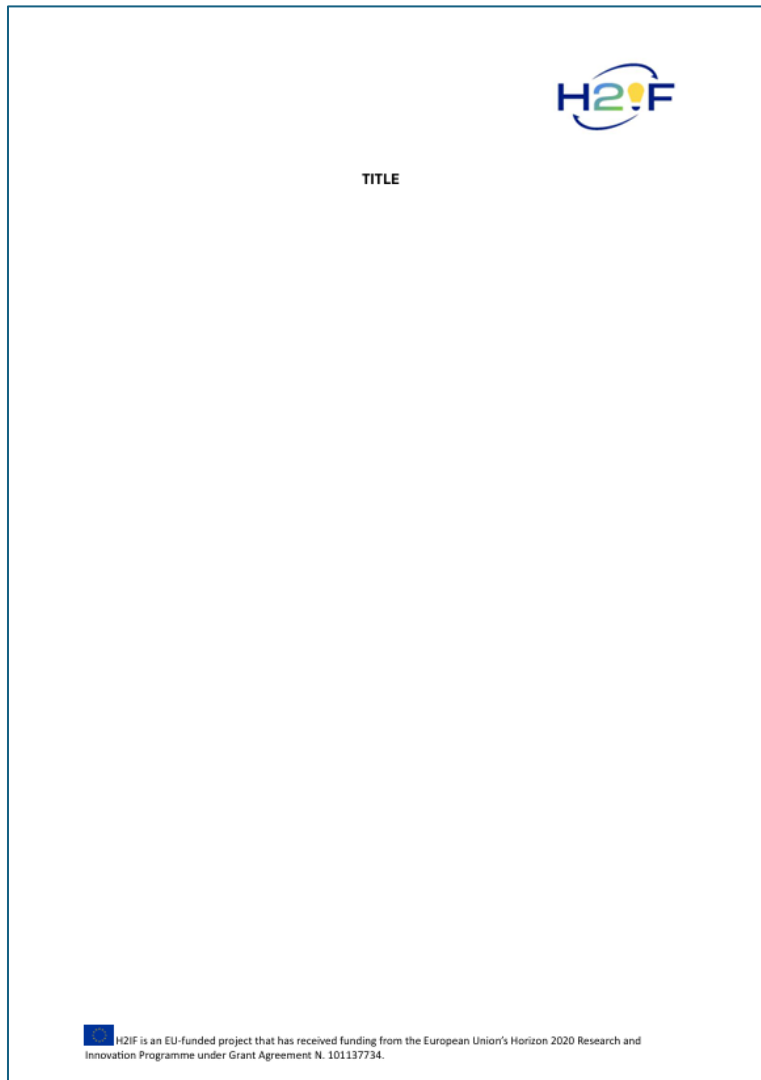
 H2IF is an EU-funded project that has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 101137734.

Figure 8 - Meeting minutes MS Word template.



*Figure 9 - MS Word template for text generation.*

## 3. Website

### 3.1. Sitemap

The structure of the website was meticulously planned by EASE and a website designer to best portray the vision of the H2IF project.

#### 3.1.1 Domain

The domain of the website is [www.h2if.eu](http://www.h2if.eu) will be dedicated to promoting the project's activities, providing information on its results and, in the future, offering resources for individuals and organisations interested in scaling up R&I results to the Innovation Fund.

### 3.2. Content

The content of the website will focus on energy storage and hydrogen projects. Its mission will be to change the way that sustainable technology is used. We aim for a practical effect by combining the knowledge and assets of Horizon 2020 and the Innovation Fund, accelerating the shift towards a more sustainable and resilient future.

#### 3.2.1 Homepage

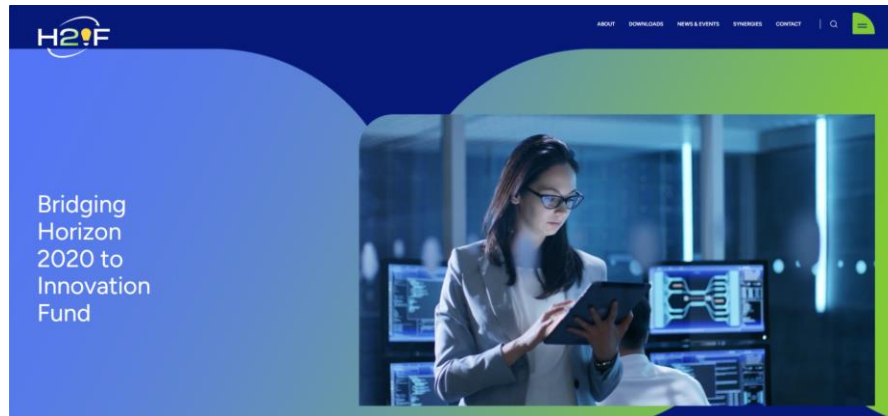


Figure 10 - Homepage for H2IF website.

The homepage of a website will serve as its focal point, being the initial page visitors encounter upon accessing the site. It acts as a primary introduction to the website's content and offers a guide for visitors to explore more. The design and layout of a homepage can have a significant impact on how visitors perceive and interact with the website. Different types of layouts can be used as a homepage, and each one has its advantages and disadvantages. When designing the homepage, it's important to consider the site's target audience, goals, and intended user experience.



### 3.2.2 About

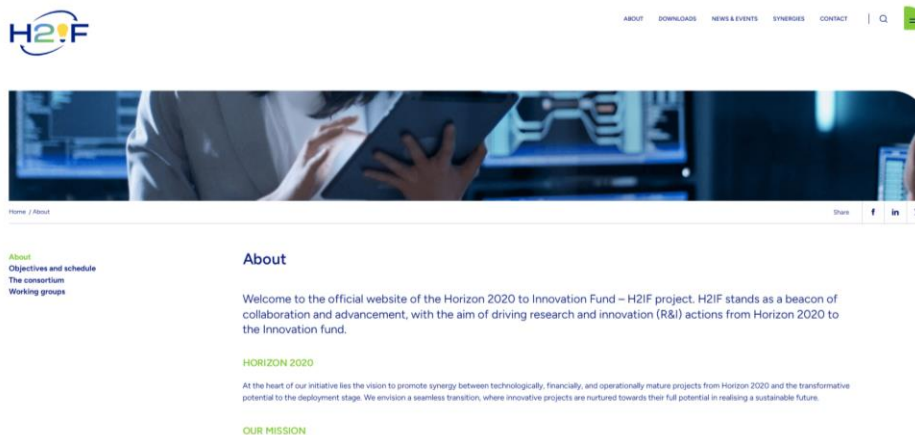


Figure 11 - Section "ABOUT" of the website.

The ABOUT section of a website provides valuable information about the H2IF project, and involved organisations behind the website. It serves as a way to introduce the site's visitors and let them know more about the entity behind the content. In this section, visitors can find insights into the history, mission, and values of the organisations and their strategic focus.

ABOUT section on a website offers several benefits. It fosters trust and credibility by offering detailed information about the organisation behind the website, allowing visitors to understand who they are engaging with. This transparency can help establish a strong connection with the website visitors, making them more likely to engage with the content and trust the presented information. Additionally, the ABOUT section provides an opportunity to showcase the authority of the website. By highlighting credentials, achievements, or awards, it can establish the website as a reliable source of information. This information can also serve as a way to differentiate the website from others in the same field, helping it stand out from the crowd.

Furthermore, the ABOUT section serves as a way to connect with the audience on a more personal level. By including a brief bio or the story of the organisations or individuals behind the website, the ABOUT section can create a connection with website visitors.

This ABOUT section provides an overview of the consortium members and highlights their key roles in the H2IF project. It also illustrates the division of the 8 Work Packages, their duration, and the tasks assigned to them. In the near future, the website will be further populated, showcasing the project's objectives.

### 3.2.3 Downloads

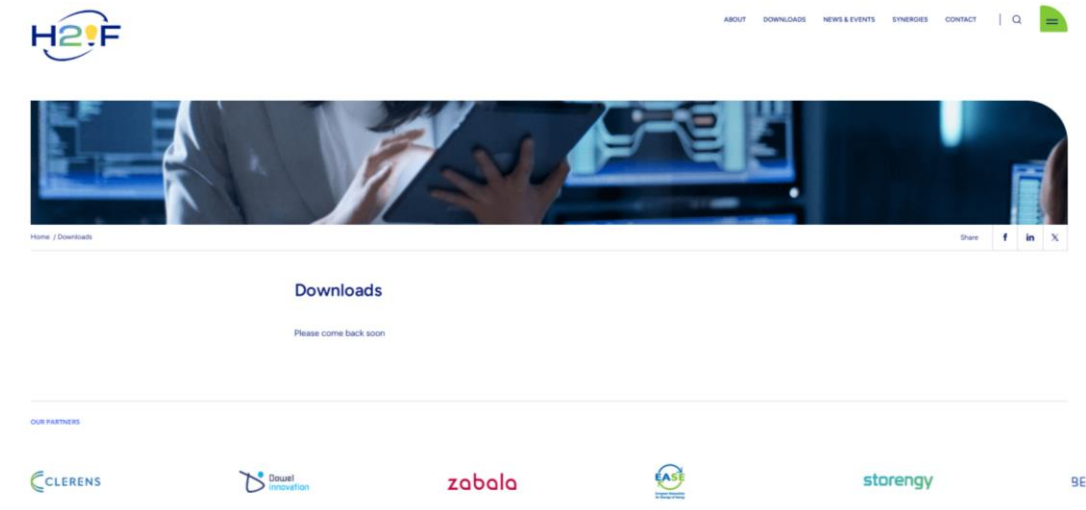


Figure 12 – Section “Downloads” of the website.

The DOWNLOADS section will include some important resources, such as public deliverables as well as the communication materials, including reports, presentations, infographics, and other resources that help effectively communicate the progress and achievements of the project. The section DOWNLOADS will be populated in the near future.

### 3.2.4 News and events

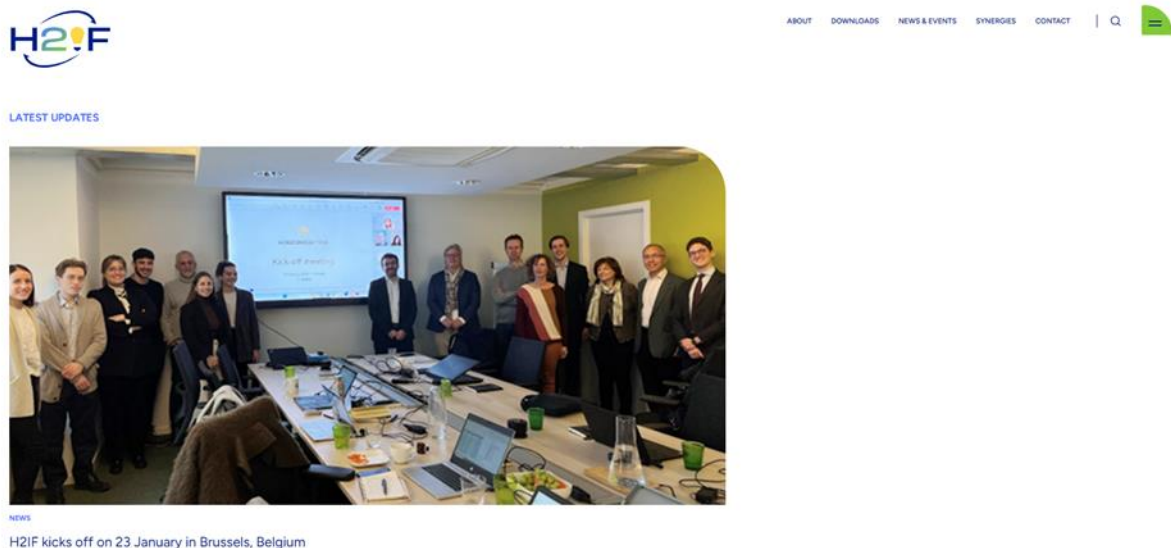


Figure 13 – Section “News and updates” of the website.

The NEWS AND EVENTS section is divided into two primary pages: one with news about projects, and the other with information about forthcoming events that are either exclusive



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to the consortium or available to the wider public. Having separate pages for projects and events allows for better organisation and navigation for website visitors. This division also helps to maintain clarity and avoid confusion between different types of content.

### 3.2.5 Synergies

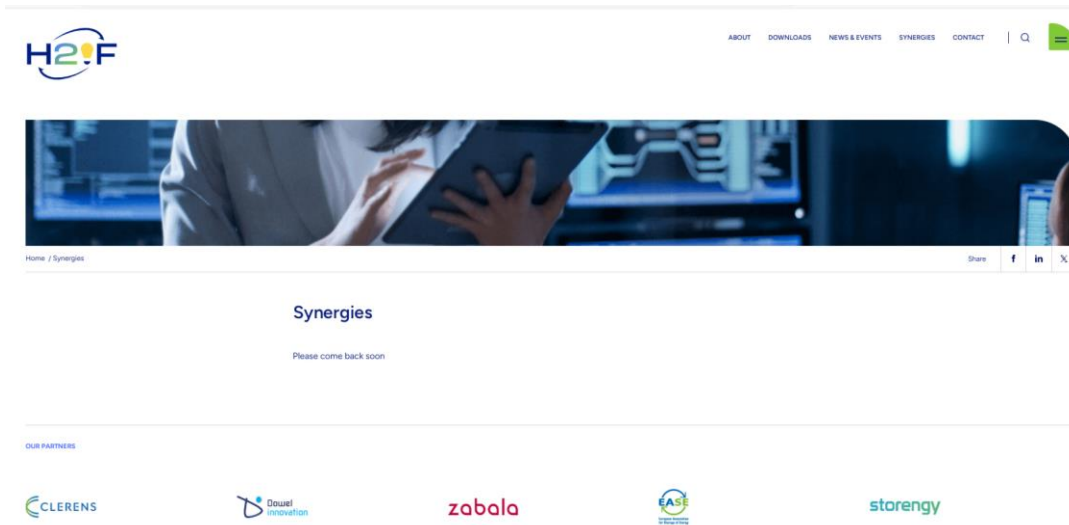


Figure 14 – Section “Synergies” of the website.

In the future, the section SYNERGIES will include the list of synergies among various stakeholders and projects. Identifying and leveraging synergies can lead to increased efficiency and productivity within an organisation. By aligning resources, capabilities, and goals, synergies can result in cost savings, improved decision-making, and enhanced innovation. Furthermore, these synergies will boost the collaboration and teamwork of H2IF.

### 3.2.6 Contact



Figure 15 – Section “Contact” of the website.

The CONTACT section provides leads to the [info@h2if.eu](mailto:info@h2if.eu) project email address, which is run by EASE. It also names the project coordinator from CLERENS Federico Spadaro. A contact form will also be developed in the future, where the visitor can subscribe to the newsletter to get the bi-annual newsletter.

### 3.3. Data Privacy

The Privacy and Cookie Policy of the H2IF website ensures that the personal data of users is processed according to the GDPR (General Data Protection Regulation). (See <http://clerens.eu/privacy-cookie-policy/>).

### 3.4. Website analytics

Tracking website key performance indicators (KPIs) is essential for assessing progress and refining H2IF project strategies. Measurement allows for setting future benchmarks and quantifying completed tasks, crucial for enhancing communication with the visitors.

H2IF will evaluate the quantity and quality of website traffic using Google Analytics, providing personalised graphs and insights on user demographics, traffic sources, and popular pages. Additionally, we will integrate KPIs from social media channels and other relevant applications to gain a comprehensive view of the project's social media growth, informing us about website visitors, social media followers, and engagement metrics.

Tools such as Search Engine Optimisation (SEO) will be used. Because it increases visibility, draws in quality traffic, improves user experience, establishes authority, gives a website a competitive edge, and produces quantifiable results, SEO optimisation is essential to website management. Website managers can their online presence and accomplish their business goals by putting into practice efficient SEO strategies and keeping up with industry trends.

The GDPR will be followed in handling user personal data.

In order to facilitate plans for project expansion, the Consortium will have access to and discussion of the platform outcomes at each progress meeting.

## 4. Conclusion

The outlined visual identity of the H2IF-project is intended for use throughout its lifetime. The visual identity will be incorporated into all communications and dissemination materials that all partners utilise. EASE oversees the visual standards of the H2IF-project and therefore members of the consortium should refer to them if they have any queries.

The project website is a tool to disseminate information and results to stakeholders. The H2IF website will be updated regularly to reflect the project's progress. By providing up-to-date information, stakeholders can stay informed about the project's progress, milestones, and any changes that may arise. This helps maintain transparency and ensures that stakeholders are well informed and involved throughout the project's duration.

H2IF is involved with other CSAs under the same call. Maintaining a consistent visual identity is crucial for the H2IF-project as it helps to establish a strong and recognisable brand.

By using consistent visual elements across all communications and dissemination materials, the project can create a sense of cohesion and professionalism. This not only enhances the project's credibility but also helps to build trust and recognition among stakeholders and partners, fosters strong relationships, promotes open communication, and encourages collaboration and cooperation. Furthermore, it increases the likelihood of receiving support, resources, and opportunities, while also creating a positive reputation that can attract future partnerships and investments.

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