EPC RECAST
ENERGY PERFORMANCE CERTIFICATE RECAST

D6.9 EPC RECAST visual identity package

1. Table of Contents

Project duration: 1 September 2020 – 31 December 2023

Grant Agreement ID: 893118 (Innovation Action)

WP: 6 **Deliverable**: 6.9

Lead beneficiary: REHVA

Submission Date: December 7, 2020

Dissemination Level: Public

Due date: M3

EPC RECAST Website: TBD

Revision History:

DATE	VERSION	AUTHOR/CONTRIBUTOR[1]	REVISION BY[1]	COMMENTS
30/11/2020	1.0	Andrei Vladimir LIȚIU, REHVA		
04/12/2020	1.1		Olivier GRESLOU, CSTB	

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[1] Name SURNAME, ORGANIZATION

2. Executive summary

D6.9 'EPC RECAST visual identity package' presents the process, timing and the content for implementing the activities related to EPC RECAST's visual identity package organized and conducted by REHVA with the involvement of all EPC RECAST team members and their contribution as needed. D6.9 is connected to **Task 6.1 'Communication'** and represents the prerequisite/foundation for all other actions to be performed under the scope of T6.1 and moreover the overall WP6 and EPC RECAST's implementation detailed in the workplan.

N.B. At the moment of preparing this deliverable (SyGMa uploadable shell) not all the items of the visual identity package are finalised, neither are the social media accounts and website. As such the deliverable template used for the submission of D6.9 is in a preliminary format and not the final version.

3. Introduction

As detailed at proposal writing stage and included in the grant agreement, EPC RECAST visual identity package will support the work being conducted in all other work packages. The visual identity package of the EPC RECAST project provides a common public image / branding for the project allowing an easier identification by the public and ensuring better visibility and immediate recognition. This includes developing a professional-quality project logo together with associated marketing collaterals (e.g. presentation template, deliverable template, illustrations, postcards, leaflets, roll-ups etc.) and a service / project motto. Moreover, key components of the visual identity package will be used during the website, social media and newsletter development processes and will be detailed in the corresponding deliverables **D6.10 'EPC RECAST website and social media accounts'** and **D6.11 'Periodical newsletter'**. Throughout all the steps of the visual identity's design full consideration has been given to the **European Commission's guidelines regarding the use of the EU emblem in the context of EU programmes** and the **acknowledgement of EU funding**. The main key performance indicator to be reached for this specific task is that 100% of project communication materials are compliant with the EPC RECAST visual identity and specifically the brand identity manual.

All the items of the EPC RECAST visual identity package are (will be) stored on **EPC RECAST's Microsoft Teams Files repository**, providing easy access to all EPC RECAST partners. Furthermore, the EPC RECAST visual identity package is replicated for the convenience of EPC RECAST's Project Advisor at EASME in a **EPC RECAST shared Dropbox folder**. (main folder: 'Visual identity package', subfolders 'Creative process' & 'Visual identity items', the latter containing the actual content of D6.9 logotype, typography, graphics, mail signature, shutterstock images, social media, web banners etc.). The Microsoft Teams Files repository is managed by CSTB while the Dropbox shared folder is managed by REHVA.

4. Visual identity package items

The EPC RECAST visual identity package contains the items listed below. Using these items as basis, updated versions, translated versions and additional communication and dissemination material shall be prepared if/as deemed necessary during the EPC RECAST project's implementation period.

- Project logo and colours
- Typeface
- Imagery and photography identity (illustrations)
- Banners for project website, email signature and social media profile (LinkedIn, Twitter, Facebook)
- Project postcard (editable format)
- Project leaflet (editable format)
- Project roll-up (editable format)
- Brand identity manual
- Deliverable (docx) and presentation (pptx) templates

Except the deliverable and presentation templates which are prepared in-house at REHVA, all the other items listed above are designed by the professional graphical designer, **NUEVE**, contracted via a call for tenders process (October – November 2020). The winning tenderer was selected on a best value for money basis. As clearly outlined in the call for tenders the graphical design creative process includes quick review/feedback sessions in which all EPC RECAST partners are asked to suggest improvements in a productive and constructive manner.

In parallel, with the tendering process REHVA collected the needed preliminary inputs from EPC RECAST partners (partners' logos, partners' view on EPC RECAST etc.). Based on this and the grant agreement REHVA team was able to act as interface between the EPC RECAST consortium and the graphical designer. Thus, REHVA team helped the graphical designer wrap their mind around the EPC RECAST project's approach and kick-start the subsequent creative process with the main aim of obtaining a visual identity package as representative and meaningful as possible for EPC RECAST's main scope and objectives.

At this moment in time, 30 November 2020, the EPC RECAST brand and graphics are in a quick review step until 2 December 2020. Following this most crucial step directly involving all EPC RECAST partners, REHVA team shall aggregate the received input and share it with the graphical designer. Following this step the graphical designer shall further design and prepare all the items of the visual identity package (except the deliverable and presentation templates) while still allowing quick review/feedback sessions for each of the remaining items of the EPC RECAST's visual identity package. All the items are expected to be ready by mid-December 2020.

For quickly illustrating the EPC RECAST envisioned brand and graphics a few extracts are included below which are not the final version as the most crucial feedback session is ongoing at this moment in time and further quick reviews are pending for all the remaining items of the EPC RECAST visual identity package (this includes the final stock images).

All the items of the visual identity package will be included as soon as they are ready (all expected by mid-December 2020) in both storage repositories:

- **EPC RECAST's Microsoft Teams Files repository**
- **EPC RECAST shared Dropbox folder**

Figure 1 Example 1 EPC RECAST tagline

Figure 2 Example 2 EPC RECAST colours

Figure 3 Example 3 EPC RECAST logotype

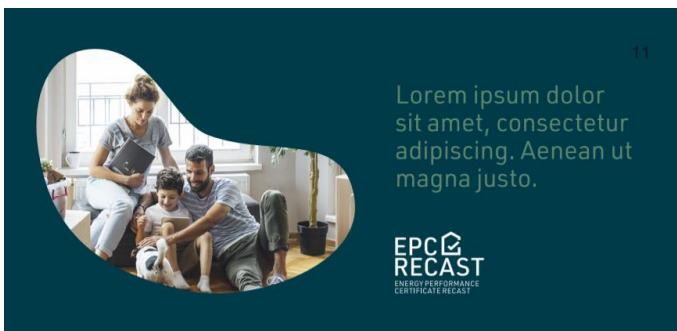*Figure 4 Example 4 EPC RECAST logotype with text short*

Figure 5 Example 5 EPC RECAST photography
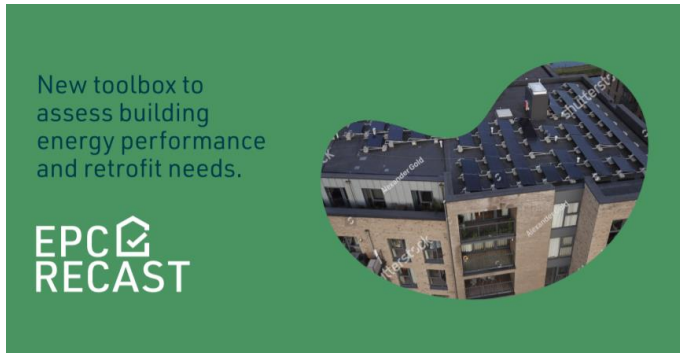

Figure 6 Example 6 EPC RECAST illustrations

Figure 7 Example 7 EPC RECAST photography

OUR TEAM

🌐 **TBD**

f **TBD**

🐦 **TBD**

in **TBD**

See you online!

RELIABILITY

ENERGY AND BEYOND

COMPARABILITY

AWARENESS, ACCEPTANCE & USER-FRIENDLINESS

STANDRADS & SMART-READINESS

TRANSPARENCY