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Deliverable D8.2: First set of marketing materials



The project Flexible Energy Production, Demand and Storage-based Virtual Power Plants for Electricity Markets and Resilient DSO Operation (FEVER) receives funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no 864537.

A decorative yellow graphic at the bottom of the page, consisting of a solid yellow bar with a jagged, mountain-like top edge.

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Abstract

This deliverable displays the first set of marketing materials for FEVER. It covers a comprehensive overview on the development of the project design including the logo, the first set of communication channels and related content.

Keyword list

Communication, marketing, website, social media, corporate design, project logo, templates

Disclaimer

All information provided reflects the status of the FEVER project at the time of writing and may be subject to change. All information reflects only the author’s view and the Innovation and Networks Executive Agency (INEA) is not responsible for any use that may be made of the information contained in this deliverable.

Executive summary

All communication and dissemination activities of FEVER will be supported by high-quality marketing material. The first set has been developed in work package 8 over months one to four of the project. The foundation was the creation of an appealing project design and logo. Based on the corporate identity (CI), a website was set up displaying information about the project, its consortium and demonstration sites as well as a section for news and media. For a better dissemination of FEVER concepts and results at presentations and through the public deliverables, a PowerPoint as well as a deliverables template were developed. A comprehensive overview on the project is given in the media information document that was set up and put on the website for download. Dissemination of the FEVER activities and results will also be carried out using social media: a LinkedIn group was created with CI compliant templates for recurring post topics like event or publications announcements.

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1 Introduction

This deliverable displays the first set of marketing materials for the FEVER project. To be successful, communication and dissemination activities have to be supported by high-quality marketing material, stakeholder specific information and communication tools. All activities will be based on an overall strategy with related measures and tools outlined in deliverable D.8.1 “Initial dissemination and communication plan”. The dissemination and communication strategy determines how to convey messages to stakeholders in order to achieve the strategic goals of FEVER. For obtaining the objectives and approaching suitable interest groups, stakeholders are being identified and defined. The strategy is also taking into account that the communication and dissemination activities, especially in close-to-market projects, need a change of focus in parallel with the project progress. Therefore, different foci will be set during the project’s lifetime. To spread FEVER content, a multichannel approach has been chosen by using synergy effects where possible.

2 Project design and logo

An overall project design was developed in order to guarantee consistency and a high recognition value in all communication materials. The logo as well as the other elements will be included on every type of marketing material (e.g. project folders, presentations) and are used for all templates and publications (e.g. deliverables). The project design and the communication materials were developed in collaboration with a German web and design agency.

A detailed briefing for the project design included

- the objectives and vision of FEVER
- a description of the target groups
- results of a co-creation session on project identity at the kick-off meeting in Athens
- a list of advertising material required

Within the co-creation process, one main internal motto was formulated: "The system has fever. With the solutions developed in FEVER the system will be stable, the fever will be cured."



Figure 1 - Project logo

The main design elements are the combination of the project logo with elements of a fever curve and square block elements.

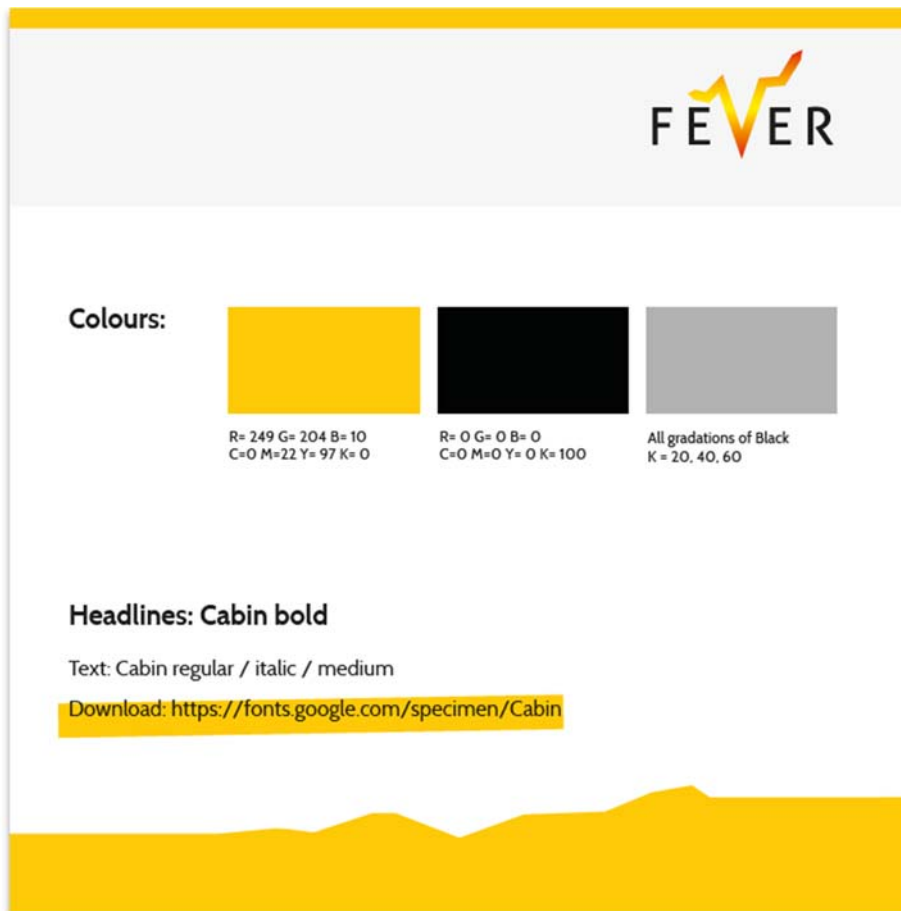


Figure 2 - Project design

2.1 Typography

The font for headlines is “Cabin bold”.

2.2 Colour scheme

In the logo, red is symbolizing fever and heat and yellow the level where the system is stable and not in the red zone. Therefore, yellow was chosen as the main project colour.

2.3 Imagery

The imagery has been chosen with a focus on technical solutions to achieve an interesting contrast to the fever idea. Selected images are partly coloured with the main project colour yellow.

3 Communication materials

This section provides the overview of the material created for advertising the project online and at workshops and events.

3.1 Project website

The project website serves as the central information platform for FEVER. Its purpose is to inform interested stakeholders and it includes all main information about the project, its progress, project related news and events. Different information levels take into account different stakeholder needs. The website also provides relevant details of all project partners involved in FEVER.

It includes dynamic elements like colouring of black and white images per mouse-over and a highlighting element for active links. The web design is responsive and includes all elements for search engine optimization as well as social media sharing.

The URL www.fever-h2020.eu was chosen to include the project acronym and clearly refer to Horizon 2020.

The basically version of the website was launched on 29 May 2020.

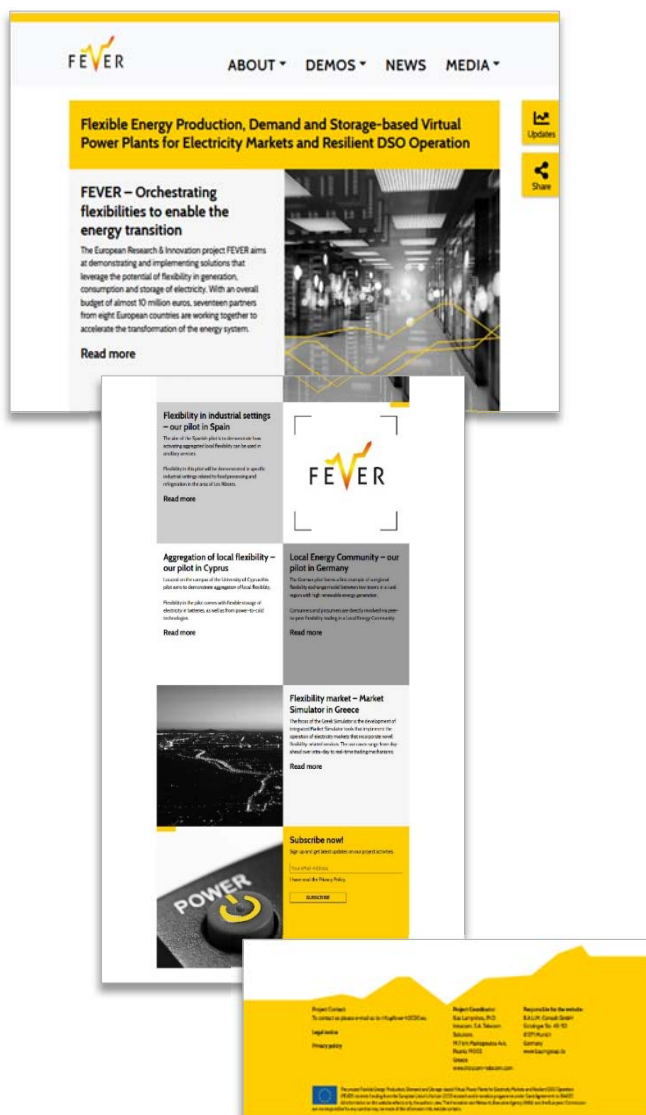


Figure 3 - Project website homepage

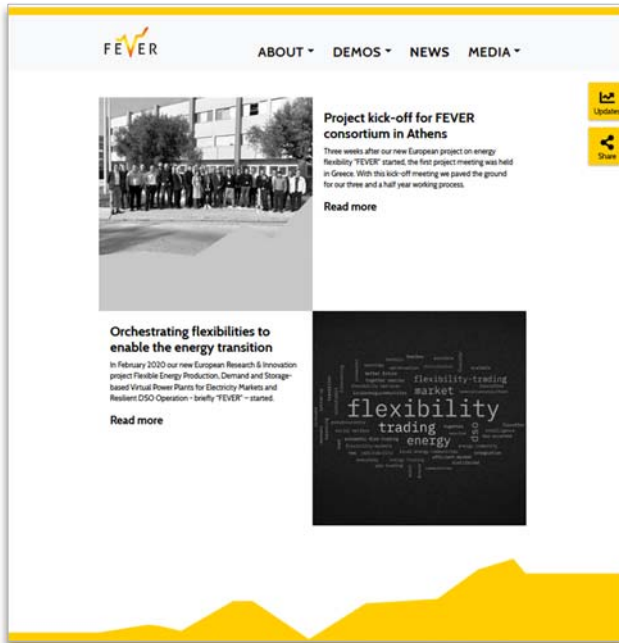


Figure 4 - Project website subpage

3.2 PowerPoint template

The power point template follows the project design and provides several elements for diagrams, graphs etc.

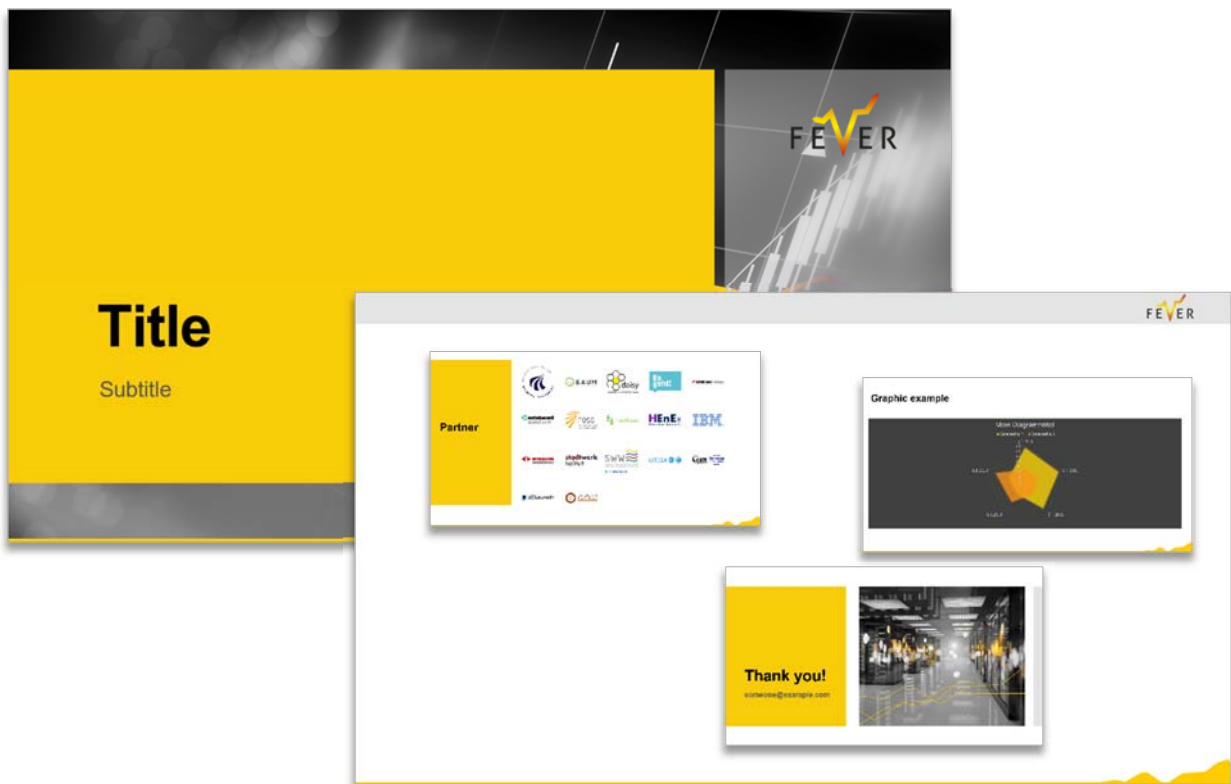


Figure 5 - PowerPoint template

3.3 Deliverables template

As some of them are public, a template was designed to guarantee a consistent look of all deliverables.



Figure 6 - Cover deliverables

3.4 Media information

A media information for download on the FEVER project website gives a comprehensive overview on the project.



Figure 7 - Media information

4 Social media

Dissemination of the FEVER activities and results is also carried out using social media.

For this purpose, a LinkedIn group was created posting updates from the FEVER project and related news from other projects. The online professional network LinkedIn allows to reach a wide but also targeted audience in a professional context. For recurring post topics like event or publication announcements, CI compliant templates with accompanying images were designed.

The LinkedIn group opened on 29th May 2020.

Name: FEVER (H2020 funded project)

URL: <https://www.linkedin.com/groups/8932940/>



Figure 8 - Visual for LinkedIn

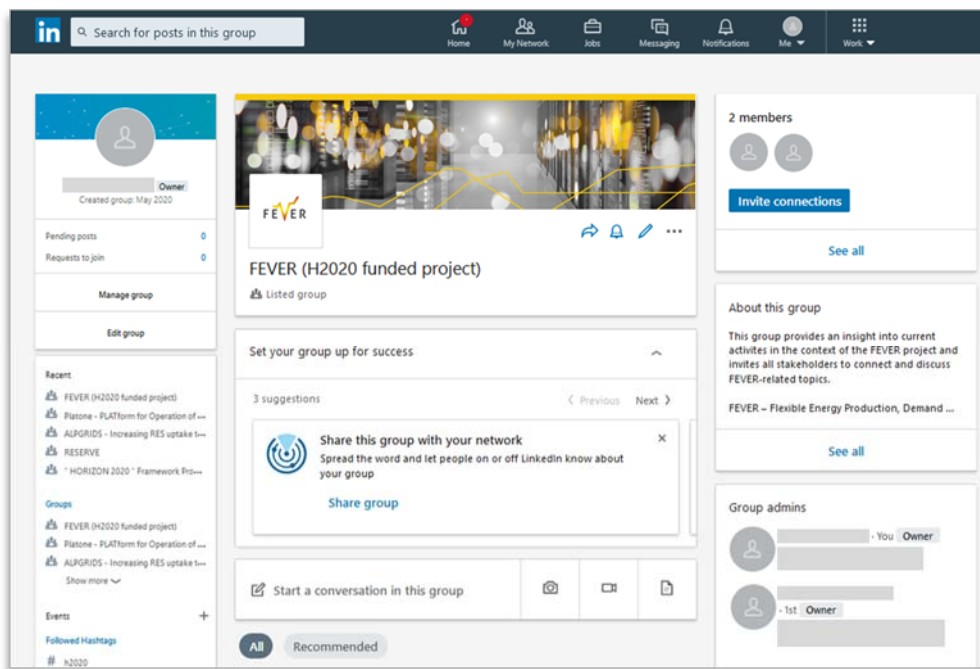


Figure 9 – Screenshot of the LinkedIn group

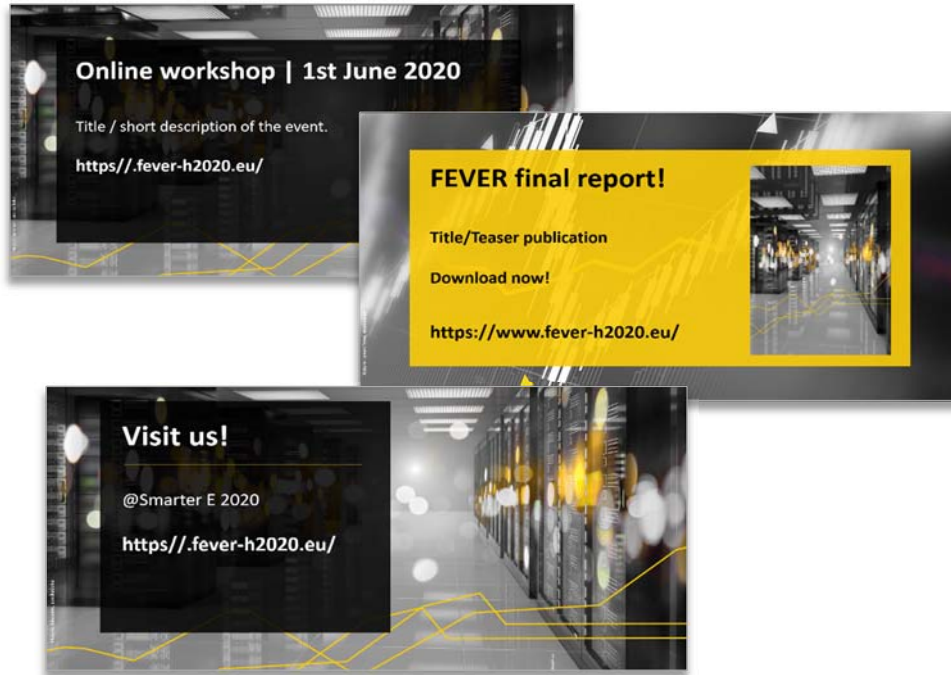


Figure 10 - Templates for images on LinkedIn posts

activities to transport tailored messages of the project to the different target groups.

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