

D10.2 – IANOS website and dissemination material AUTHORS: Celine Padding (NEC)



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# **Executive Summary**

This document presents IANOS' Deliverable "D10.2 - IANOS website and dissemination material" developed under Task 10.2 "IANOS Identity, Communication Channels and Tools" of Work Package 10 "Dissemination, Exploitation, Promotion & Knowledge Transfer".

It presents the project's visual identity (logo and branding) as well as different communication and promotional materials such as brochures, videos, posters and the project's templates. Moreover, the progress and final result of the project website Is presented.



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# 1 Introduction

The following document represents D10.2 "IANOS website and dissemination material" and has been developed in the framework of Task 10.2 "IANOS Identity, Communication Channels and Tools", which is part of Work Package 10 "Dissemination, Exploitation, Promotion & Knowledge Transfer".

The aim of this report is to:

- · Describe the road towards the visual identity (logo and branding);
- Share the end product of the communication and promotional materials (brochure, roll up banner, video, poster, other templates)
- · Show the progress and final result of the project website

# 2 Brand Identity

After the kick-off the project we started with the creation of the brand identity. For the application the consortium made a draft of a logo to use.



Figure 1: Original logo (square, long & emblem)

From there the process of (re)creating a new logo started.



















Figure 2: Option from the designer for the (re)creation of the IANOS logo

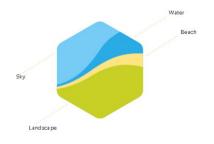
The first option is a refresh of the original logo for the application. Option 2 is a cleaner and minimalistic version of the first option. Option 3 and 4 were two newly created logos with different feeling and style. Besides the logo we also had to pay attention the font style. From here the consortium picked the two favourites: version 2 & 3. Eventually the partners in WP10 opted for version 2 which is the logo the designer also recommended.



#### THE LOGO

#### LOGO VERSIONS

The logo can be used in various designs,; the horizontal version and the stacked version. Both can be placed with or without a caption. The logo with caption is normally used on the first (ie cover) page and followed up in the same document or communication with a version without caption. The vignette can also be placed separately.











The IANOS logo is a visualisation of a new (rejstart of an island. Sky, water, beach and landscape in an upward wave.





Figure 3: Final logo as mentioned in the brand book

To build a recognisable, uniform, lively and professional appearance for the project we use the same colours and fonts as the logo in all our other communication and promotional materials, reports, presentations etc.



#### **COLOUR USE**

Colour brings the corporate identity to life.
We recommend that the corporate identity is always printed in the correct colours. The base colour for the body text is 'blueish-grey'.



Figure 4: Use of colours as mentioned in the brand book

# PAGE TITEL Font: EurosoftW03 Regular, Kapitalen Font size: 27pt Line spacing: 27pt Letter spacing: 0 Spacing: Optisch ABCDEF GHIJKLM NOPORST UVWXYZ ABCDEFGHIJKLMN

# Font: Montserrat OPQRSTUVWXYZ Bold, Kapitalen 12345678901@#%&()

Font size: 9pt
Line spacing: 18pt
Letter spacing: 10
Spacing: Optisch

#### **BODY TEXT**

 Font:
 Montserrat Light
 OPQRSTUVWXYZ

 Font size:
 9pt
 abcdefghijkImno

 Line spacing:
 18pt
 pqrstuvwxyz

 Letter spacing:
 10
 12345878901@#%&{|

 Spacing:
 Optisch

ABCDEFGHIJKLMN

#### **TYPOGRAPHY**

An important part of your corporate identity is characterised by the chosen fonts or "fonts". Typography has an important function to serve, namely readability. In addition, typography forms a graphic element within your communications that can be recognised by your target audience when repeatedly and correctly used. The branding is also characterised by the use of the fonts: EurosoftWO3 & Montserrat.

#### EUROSOFTW03

The EurosoftW03 is used for titles. This font is the foundation for the development of the IANOS logo. The nasalisation has a technical and modern character with a nod to the Greek. (Application: Titles)

#### MONTSERRAT

The Montserrat is a clearly communicating and easy to read letter.

The mull is the base letter for every document. (Application: plain text / body text, subheadings, captions)

Figure 5: Typography as mentioned in the brand book



# 3 Communication and promotional materials

During the first 6 months of the project the following material was developed in English:

- Brochure
- Roll up banner
- Poster
- Other templates

The promotional video is already up and running in all local versions.

#### 3.1 EU Emblem and official disclaimer

In accordance with the Commission's guidelines on visual identity, IANOS will be identified by the EU Emblem and the official disclaimer "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957810. This {communication channel} reflects only the author's view and the Innovation and Networks Executive Agency (INEA), under the powers delegated by the European Commission, is not responsible for any use that may be made of the information it contains.

All the promotional material displays the EU emblem (minimum height: 1 cm) and the name of the European Union is always be spelled out in full.

#### 3.2 Brochure (A5)

The brochure describes the overall approach of the project, it's innovation and impact to the EU community. On the first page you can find the lighthouse and fellow islands and the overall brand identity of the project. On the second page, we introduce the projects by its pillars (a strong decarbonisation strategy, virtual power plant based on artificial intelligence, innovative tools supporting greener investments and people as active players in the energy systems) and information on the islands. We opted to use the title 'Our dream island is 100% decarbonised, and yours' to thigh in the promotional video. On the third page we showcase how this project benefits for the EU Community and the acknowledgement. On the last page we opted to show all consortium partners and our communication channels (website, LinkedIn and Twitter).





Figure 6: 4 page Brochure

The target audience is the stakeholders of the islands as well as people interested in the IANOS project. This means we aimed for a text that is easy to understand so non-technical stakeholder will understand the essence of the project. To make it even easier to understand, we will be translating the brochure to the languages spoken on the islands (Dutch, Portuguese, Italian, French and Greek) in the upcoming weeks. The translated brochure will be available to download on the website.

We decided to make two versions of the brochure; one for printing and one for digital use because we will be uploading the promotional material on the website and with the pandemic, we will be visiting more online events. The difference between both versions is that the digital brochure has other colour settings and no cropmarks for cutting the brochure.







SUSTAINABLE SOLUTIONS

#### 3.3 Roll up banner

The roll up banner shows the lighthouse islands (top row) and the fellow islands (bottom row), the project logo with pay off, and the official description of the project.

The roll up banner will be translated to the languages spoken on the islands (Dutch, Portuguese, Italian, French and Greek).

The banner will be used during meetings and events were the IANOS project will be represented.



Figure 7: Roll up banner



#### 3.4 Poster (A2)

The project poster shows the technical side of the project: the seven solutions that IANOS brings to decarbonise the EU islands. It also shows the lighthouse, fellow islands, the EU acknowledgement, our communication channels (website, LinkedIn and Twitter) and the overall brand identity of the project. We opted to use the title 'Our dream island is 100% decarbonised, and yours' to thigh in the promotional video.

The target audience of the poster is the scientific community. For this we used the more technical side of the project: the seven solutions that IANOS brings to decarbonise the EU islands. To make it even easier to use, we will be translating the poster to the languages spoken on the islands (Dutch, Portuguese, Italian, French and Greek) in the upcoming weeks. The translated poster will be available to download on the website.



Figure 8: Poster

We also made two versions of the poster; one for printing and one for digital use to upload to the website and use while visiting online events. The difference between both versions is that the digital brochure has other colour settings and no cropmarks for cutting the brochure. Eventually we hope to use this poster during physical meetings and events were the IANOS project will be represented.



#### 3.5 Short presentation video

The short presentation video presents the project in an understandable way. The video title is 'Our dream island is 100% decarbonised, and yours?', the reoccurring theme in the brochure and poster. RINA developed the video (all languages) with review moments of the partners. The video consists out of 5 parts: the challenges and need to support the islands, this mission and activities of IANOS, the title of the video and thereby a way to let the viewer think about how they feel about this, following an invitation to visit the website and socials if they want to keep up to date and of course the acknowledgement.

The target audience is the stakeholders of the islands as well as people interested in the IANOS project. This means we aimed for a text that is easy to understand so non-technical stakeholder will understand the essence of the project and feel connected to the cause. To make it even easier to understand, the video is translated to the languages spoken on the islands (Dutch, Portuguese, Italian, French and Greek) and will be, next to the other materials, available to download on the website.

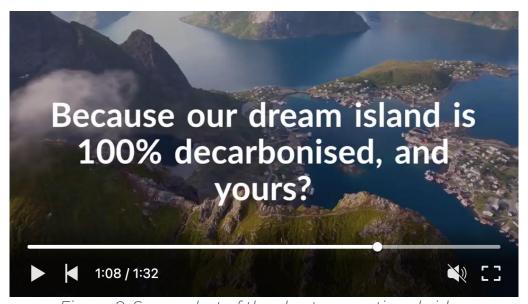


Figure 9: Screenshot of the short promotional video



#### 3.6 Other templates

Next to the communication channels mentioned earlier in this report, a template for reporting (such as this document) and a presentation-format is produced as well. Both are consistent with the IANOS brand and in accordance with the Commission's guidelines on visual identity.



Figure 10: PowerPoint template with several slide options

While the templates will be used for internal and external use, the public reports and presentations will be available to download on the website.



# 4Website

The project website is the main access point to key information about the IANOS project. As of 26 January 2021, the website is live, but the official public launch of the website took place after feedback of the partner consortium.

After the project Kick-off, Rina proposed a strategy for the website (which can be found in D10.1- IANOS Communication & Dissemination Plan). The strategy consists of 1) goals, 2) users, 3) features 4) sitemap and is consistent with the IANOS brand and in accordance with the Commission's guidelines on visual identity.

#### 4.1 Domain

At the start of the project New Energy Coalition claimed the domains 'www.ianos.eu' and 'www.ianos.nl'. The website has been set up under the URL 'www.ianos.eu' to emphasise that the project is funded by the European Union. The domain of redirects to the main domain.

#### 4.2 Website management tool & analytics

The website has been developed in WordPress, a very popular and easy to use tool to develop and update website. However, a web designer was hired to create a template specific for IANOS. With the creation of our own unique template, the website is tailored to the wishes, requirements and brand of the IANOS project for all devices (desktop, laptop, tablet or smartphone).

Since the soft launch of the website, data has been tracked with Google Analytics.















Figure 11: Screenshot of the homepage



The homepage is designed to showcase the project in one overview. The front page of the website shows a rotating slider with photos of the islands in the IANOS project, in which the official description of the project is visible.

After the slider, more information can be found about IANOS (on decarbonisation of islands and about the pilot islands).

Sliding further down, it is possible as visitor to join and subscribe the IANOS Community (newsletter). This is in compliance with the privacy policy of the website which is in compliance with the GDPR data privacy requirements.

After the newsletter, the islands are showcased (the two Lighthouse islands Ameland & Terceira and the Fellow islands when you click on them).

Sliding further down, an overview of news & events (all dissemination activities performed by the project consortium) is shown. Every time a new news item or an event is published, this will automatically be updated. The visitor can also click on the button which will guide them to all or previous news items and events that are no longer showcased.

After news & events, the benefits for the EU Community are showcased. By clicking a button on the page, the visitor is provided with more information

At the bottom there is the footer.



#### 4.4 Menu

A full responsive menu is incorporated, which differs throughout the website as well as the device (desktop, laptop, tablet or smartphone) the visitor uses. At the start of every page it is possible to navigate through the horizontal menu with a dropdown list on about to show the underlying pages.



Figure 12: Screenshot of the horizontal menu of the website

When scrolling down, the horizontal menu will be replaced with the so called 'hamburger button' and a smaller logo so the visitor can fully focus on the information and make the scrolling experience better.



Figure 13: Screenshot of the hamburger button of the website



Figure 14: Screenshot of the hamburger button expanded

×



#### 4.5 Accessibility Tools

To make the website experience the best it can be for all visitors, there is a menu to make the website more readable for people with an eye-condition or other disabilities.

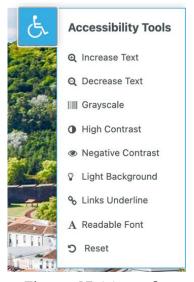


Figure 15: Menu for the accessibility tools

#### 4.6 Footer

In the footer of the website, the visitor can view all pages (which are clickable) and we have the EU flag and disclaimer in accordance with the Commission's guidelines on visual identity. The visitor can also find the Privacy statement, cookie statement and disclaimer of the website here.



Figure 16: Screenshot of the footer of the website



#### 4.8 About page

The first item in the menu is the page 'About'. This page showcases the underlying pages: the project, the islands, the partners and the benefits to the EU Community. If the visitor clicks on the read more button, they will go the designated page with more information.

Home » Abou



#### PROJECT

There are more than 2,700 islands all over Europe and every island has its own conditions. That is why the IANOS project focuses on tailor-made solutions. The islands of Ameland (Netherlands) and Terceira (Portugal) will serve as "pilot islands" and three "Fellow Islands" will validate the replicability potential of the results of the pilot islands. IANOS adapts Artificial Intelligence solutions and innovative tools to support greener investments based on the conviction that people are active players in the energy system.

READ MORE >

#### SOLUTIONS

Each European island plays an important role in the transition away from fossil fuels towards a cleaner energy and has its own conditions, depending on its geographic location, (political) regulations, and infrastructure. The islands are promoted as platforms for pilot initiatives on clean energy transition to be showcased as success stories at international level. Each island has its own specific energy-related challenges. The IANOS project contributes to solving these challenges.

READ MORE >

#### **PARTNERS**

The IANOS project consortium consists of 35 partners from 10 European countries: Portugal, Finland, United Kingdom, the Netherlands, Italy, France, French Polynesia, Greece, Spain and Belgium.

READ MORE >

# BENEFITS FOR EU COMMUNITY

IANOS focuses on maximum provision and utilisation of flexibility and self-sufficiency through the use of distributed renewable energy and storage technologies. IANOS streamlines the decision-making process towards tailor-made solutions taking into account the specific conditions of islands through the Island Energy Planning and Transition Suite and artificial intelligence based virtual power plant. In this way, IANOS will demonstrate a rich portfolio of solutions towards full decarbonisation, increasing the share of renewable energy sources in the energy mix and exploiting the resources of Islands.

READ MORE >



Figure 17: Screenshot of the about page



#### 4.9 Project page

This page tells the visitor more about the four pillars of the project:

- 1. A strong decarbonisation strategy
- 2. Virtual power plant based on artificial intelligence
- 3. Innovative tools supporting greener investments
- 4. People as active players in the energy systems

# PROJECT

# A STRONG DECARBONISATION STRATEGY There are more than 2,700 islands all over Europe and every island has its own conditions. That is why the IANOS project aims at tailor-made solutions. IANOS selected the islands of Ameland (Netherlands) and Terceira (Portugal) to serve as "pilot islands" because they both represent common EU challenges in terms of energy requirements, population, climatic conditions and topographic characteristics. The islands also offer various large-scale storage solutions for renewable energy sources and differ in their market characteristics, policies and regulations around the storage of energy. Considering their different penetration levels of renewable energy and grid conditions, they also represent different technical challenges. The IANOS project also includes three "Fellow Islands" to validate the replicability potential of the results of the pilot islands. The islands selected are Lampedusa (Italy), Bora Bora (French Polynesia) and Nisyros (Greece).

Figure 18: Screenshot of the project page

#### 4.10 Solution page

The EU formulated seven challenges to decarbonise EU Island to which the IANOS project provides solutions. On this page the challenges with solutions are showcased. The visitor can manually show the solutions when they click on the button.

### SOLUTIONS





#### 4.11 Partners page

This page is a showcase of all partners in the consortium of the project. At first hand, the visitor can see the logo, name and country of the partner but when the visitor clicks on the arrow, the website shows an introduction of the partner and a link to their website.



Figure 20: Screenshot of the partner page

#### 4.12 Benefits for the EU Community page

This page tells the visitor more about what the impact of IANOS on the EU Community.

### BENEFITS FOR EU COMMUNITY

IANOS focuses on maximum provision and utilisation of flexibility and self-sufficiency through the use of distributed renewable energy and storage technologies. IANOS streamlines the decision-making process towards tailor-made solutions taking into account the specific conditions of islands through the Island Energy Planning and Transition Suite and artificial intelligence based virtual power plant. In this way, IANOS will demonstrate a rich portfolio of solutions towards full decarbonisation, increasing the share of renewable energy sources in the energy mix and exploiting the resources of islands, including geothermal, wind, tidal and solar energy. Thus IANOS provides the following benefits for the EU community:

- IANOS solutions will be scalable and replicable: scalability refers to the possibility of increasing the size of a project without
  compromising its efficiency and effectiveness whereas replicability refers to the possibility of applying the same
  solution/technology to achieve the same objective on a different island.
- IANOS will develop and test innovative business models while taking into account the principles of circular economy. That
  means rethinking and redesigning urban development in order to minimise waste streams, promote maximum re-use and
  recycling and develop novel synergies among businesses to reduce usage of raw materials.
- IANOS solutions and its business models enable groups of citizens, social entrepreneurs, public authorities and community
  organisations to participate directly in the energy transition by jointly investing in, producing, storing and selling energy.

Figure 21: Screenshot of the benefits for the EU community page



#### 4.13 The islands page



This page showcases the two lighthouse islands Ameland (Netherlands) and Terceira (Portugal) and the three fellow islands Lampedusa (Italy), Bora Bora (French Polynesia), and Nisyros (Greece).

The introduction of the islands shows some information of the island but if the visitor clicks on the read more button, it also shows the challenge(s) of the islands and how the project contributes to the island's energy transition.

Figure 22: Screenshot of the islands page



#### 4.14 News & events page

This page will include news items and events about all the dissemination activities performed by the project consortium. The visitor can filter to see only events or news.



Figure 23: Screenshot of the News & Events page

#### 4.15 Contact page

This page allows visitors to contact the IANOS project regarding questions, contributions or opportunities to work together.

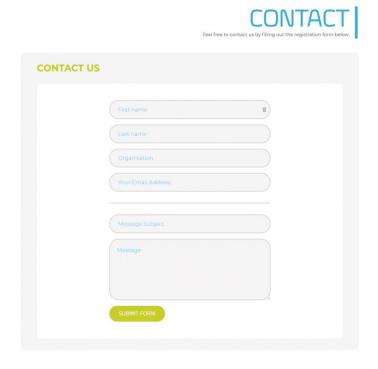


Figure 24: Screenshot of the contact page



#### 4.16 GDPR data privacy requirements

The website is fully compliant with the GDPR data privacy requirements. The privacy statement, cookie statement and disclaimer are written and check by New Energy Coalition.

#### 4.17 Future developments

In the near future the social media of IANOS should be given a prominent place on the website. As well as a tool to explain certain technical terms to make the text more understandable for active stakeholders of the islands with limited knowledge on this topic.

# BENEFITS FOR ELLCOMMUNITY

cloud-based cluster of intermittent energy generators that can be controlled from a central point

IANOS focuses on maximum provision and utilis energy and storage technologies. IANOS stream

ency through the use of distributed renewable as towards tailor-made solutions taking into account

the specific conditions of islands through the Island Energy Planning and Transition Suite and artificial intelligence based <u>wirtual</u> <u>power plant</u>. In this way, IANOS will demonstrate a rich portfolio of solutions towards full decarbonisation, increasing the share of renewable energy sources in the energy mix and exploiting the resources of islands, including geothermal, wind, tidal and solar energy. Thus IANOS provides the following benefits for the EU community:

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- IANOS will develop and test innovative business models while taking into account the principles of circular economy. That
  means rethinking and redesigning urban development in order to minimise waste streams, promote maximum re-use and
  recycling and develop novel synergies among businesses to reduce usage of raw materials.
- IANOS solutions and its business models enable groups of citizens, social entrepreneurs, public authorities and community
  organisations to participate directly in the energy transition by jointly investing in, producing, storing and selling energy.

Figure 25: Example of the tool to explain technical terms

For visitors, it is also possible to download public and research reports, and a promotional material on the page called 'Results & Public reports'. Once the consortium develops these reports, the page is launched. We also developed a page called 'Synergy with other projects' which will be filled and launch once we find project to work with.



# **5 Conclusions**

In the first six months of the project, a brand identity, brochure, roll up banner, poster, short presentation video of the project, a presentation template and a report template fully in line with the IANOS brand identity and in accordance with the Commission's guidelines on visual identity have been successfully developed.

In the near future, additions will be made to the website: 1) a prominent place for the social media of IANOS and 2) a tool to explain certain technical terms to make the text more understandable for active stakeholders of the islands with limited knowledge on this topic.

As IANOS progresses, and more deliverables and milestones will be reached, the website will be updated in coherence.