



HydroFlex

Increasing the value of hydropower through increased flexibility

Deliverable D6.2 Coherent visual identity

Work package	WP6 Communication, dissemination and exploitation
Task	Task 6.1 Development of a communication, dissemination and exploitation plan
Lead beneficiary	NTNU
Authors	Sara Heidenreich, Eirik Lødemel
Due date of deliverable	M3 – 31.07.2018
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1 Introduction

This deliverable presents the visual identity of HydroFlex and aims to serve as guidelines for the HydroFlex partners when communicating and disseminating their work in electronic and/or printed form. It includes information about colours and typography, project logo, graphic charts and templates. HydroFlex partners can find the logo, charts and templates on the HydroFlex online storage site. The visual identity has already been applied to the HydroFlex website (<https://h2020hydroflex.eu>).

The visual guidelines will continuously be updated and extended according to the partners' needs.

2 Colours

HydroFlex uses the following colour scheme:

HEX #4a5267
RGB (74, 82, 103)
HSV (223°, 28%, 40%)
HSL (223°, 16%, 35%)
CMYK (28%, 20%, 0%, 60%)



HEX #25afb4
RGB (37, 175, 180)
HSV (182°, 79%, 71%)
HSL (182°, 66%, 43%)
CMYK (79%, 3%, 0%, 29%)



HEX #23597f
RGB (35, 89, 127)
HSV (205°, 72%, 50%)
HSL (205°, 57%, 32%)
CMYK (72%, 30%, 0%, 50%)



HEX #b4b4b4
RGB (180, 180, 180)
HSV (0°, 0%, 71%)
HSL (0°, 0%, 71%)
CMYK (0%, 0%, 0%, 29%)



HEX #000000
RGB (0, 0, 0)
HSV (0°, 0%, 0%)
HSL (0°, 0%, 0%)
CMYK (0%, 0%, 0%, 100%)



HEX #858a9f
RGB (133, 138, 159)
HSV (228°, 16%, 62%)
HSL (228°, 12%, 57%)
CMYK (16%, 13%, 0%, 38%)



HEX #4c5166
RGB (76, 81, 102)
HSV (228°, 25%, 40%)
HSL (228°, 15%, 35%)
CMYK (25%, 21%, 0%, 60%)



3 Typography

HydroFlex uses the Roboto font family, a neo-grotesque sans-serif typeface family, alongside with the Roboto Slab family, a slab serif family, as corporate font.¹

Roboto	Roboto Black	Roboto Light	Roboto Thin	Roboto Medium	Roboto Slab
AaBbCcDd	AaBbCcDd	AaBbCcDd	AaBbCcDd	AaBbCcDd	AaBbCcDd

The HydroFlex website uses the fonts as follows:

	Font	Font weight	Font size	Line height	Letter spacing	Font color
Body	Roboto Slab	Book 300	16 px	34 px	0	#858a9f
Header 1	Roboto	Normal 400	60 px	1.1	2 px	#4c5166
Header 2	Roboto	Bold 700	40 px	1.3	2 px	#4c5166
Header 3	Roboto	Normal 400	32 px	1.4	0	#4c5166
Header 4	Roboto	Normal 400	24 px	1.4	0	#4c5166
Header 5	Roboto	Bold 700	22 px	1.4	0	#4c5166
Header 6	Roboto	Bold 700	18 px	1.5	0	#4c5166

The link colour on the HydroFlex website is: HEX #25afb4.

¹ Free download, for example, here: <https://www.fontsquirrel.com/fonts/roboto>

4 The HydroFlex Logo

The HydroFlex Logo consists of a graphic part and a typographic part. The graphic part is inspired by a hydropower turbine, and thus reflects the topic of the HydroFlex project. The typographic part includes the short name of the project.

The HydroFlex Logo exists in two versions: a colored version and a grey/black version.



The colored version has the following three colors:

HEX #4a5267



HEX #25afb4



HEX #23597f



The grey/black version has the following colors:

HEX #b4b4b4



HEX #000000



5 Usage of the HydroFlex logo and the EU emblem

HydroFlex partners find the different versions of the HydroFlex logo (also vector files) on the project online storage site. All partners must use the logo in their HydroFlex-related communication and dissemination activities. The HydroFlex logo may be used next to/together with the logos of the partner institutions. However, it is important to adhere to the logo rules of the respective institution with regard to, for example, protected area or size.

Further, any communication and dissemination activity related to HydroFlex (including in electronic form, via social media etc) and any infrastructure, equipment and major results funded by the grant must:

- (a) Display the EU emblem and,
- (b) Include the following text:
 - For communication activities:
“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 764011”.
 - For infrastructure, equipment and major results:
“This [infrastructure][equipment][insert type of results] is part of a project that has received funding from the European Union’s research and innovation programme under grant agreement No 764001”.

For example:

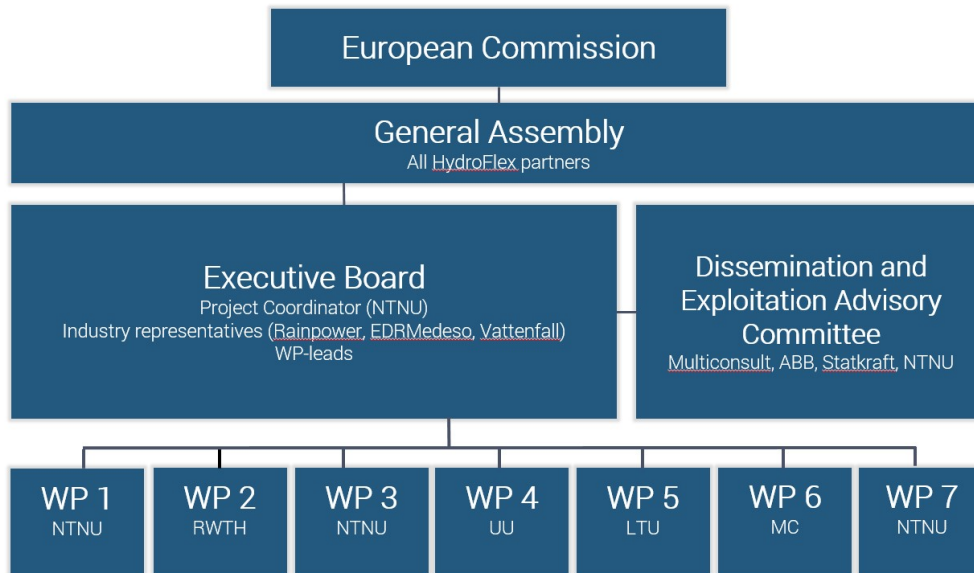


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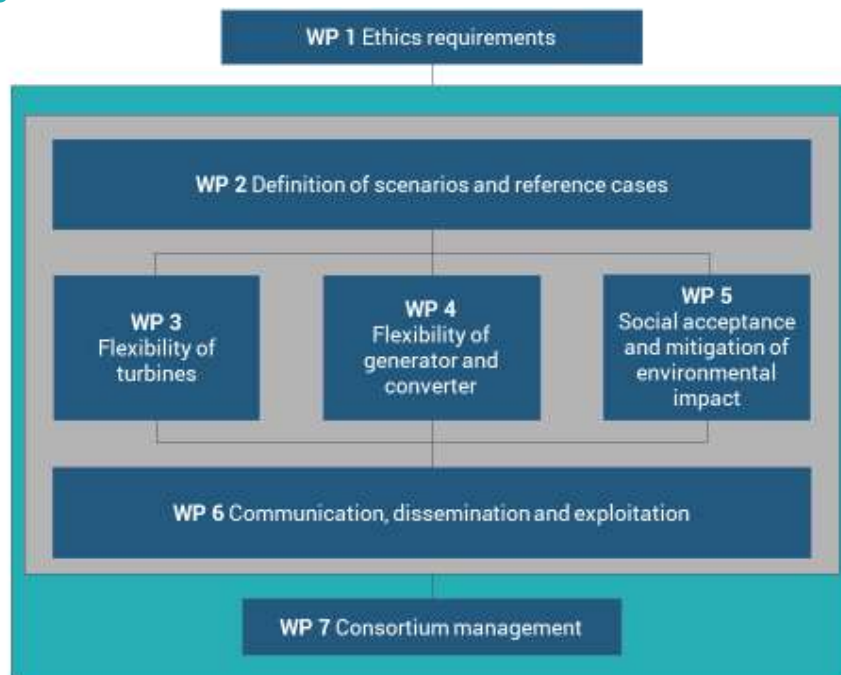
6 Graphic charts

In order to visualize the governance and work package structure of HydroFlex, two graphic charts have been developed.

Governance structure



Work package structure



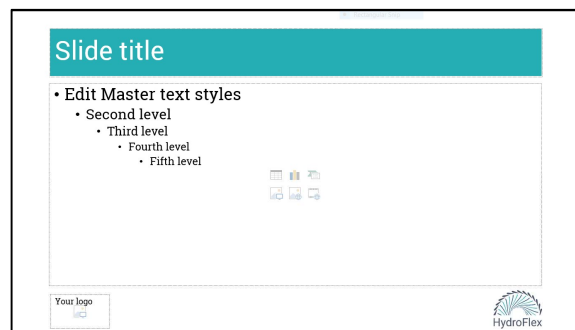
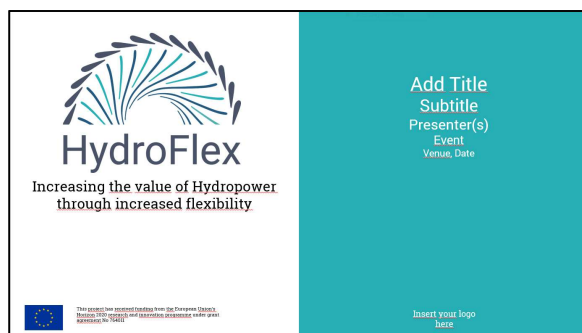
7 Templates

Based on the HydroFlex visual identity set out in this deliverable, templates have been produced for meetings and conferences that require a clear presentation of HydroFlex.

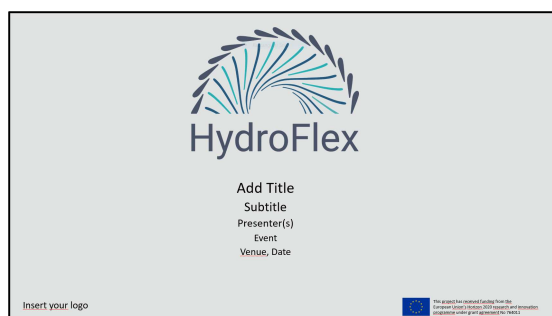
PowerPoint

NTNU has created templates for PowerPoint presentations, which partners can adapt and use. They are available on the HydroFlex SharePoint in widescreen format (16:9), and will soon also be made available in standard format 4:3.

HydroFlex PowerPoint Template 1:



HydroFlex PowerPoint Template 2:



Reports/Newsletters

Colours and typography presented in this visual identity deliverable have also been used in templates for HydroFlex reports, such as the present document. It will also be used for the HydroFlex newsletters. The first newsletter will be published in months 6 of the project. The development of a detailed format for the newsletter may result in some changes of this template. The visual identity guidelines will be updated accordingly.



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