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Bio-MeGaFuel

Bio Methanol Production via Chemical Looping Gasification Coupled with Membrane Reactors

HORIZON EUROPE GRANT AGREEMENT NUMBER: 101147737

Start date of project: 01/09/2024

Duration: 4 years

WP5 – Exploitation, Dissemination and Communication

D5.5 Project logo and set of public documents templates

Topic: HORIZON-CL5-2023-D3-02-07
Funding scheme: HORIZON-RIA
Call identifier: HORIZON-CL5-2023-D3-02

Due date of deliverable: 31-10-2024	Actual submission date: 14-11-2024
Document classification code: Bio-MeGaFuel-WP5-D5.5-M2-Report-1CUBE-141124-V04	Prepared by: 1CUBE

Version	DATE	Changes	CHECKED	APPROVED
V1	24-10-2024	First Release	1CUBE	S. Scoppa
V2	28-10-2024	Comments on the figures and content	RISE	H. Nguyen
V3	29-10-2024	Final version after revision from the coordinator	1CUBE	S. Scoppa
V4	14-11-2024	Revising the format	RISE	A. Soleimani Salim

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Dissemination Level	
PU	Public
SEN	Sensitive, limited under the conditions of the Grant Agreement

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1. Executive summary

1.1. Description of the deliverable content and purpose

Establishing a strong visual identity through a well-designed logo and branding template is essential to ensure that the project's messages and objectives are communicated effectively to targeted audiences including scientific communities, industry stakeholders, policymakers and the public.

A logo serves as the face of the project. It encapsulates the essence of the Bio-MeGaFuel project's goals and vision in a simple and memorable graphic. Meanwhile, a well-designed branding template for presentation and public documents, including colour schemes, fonts and layouts, ensures that all communication materials such as presentations, reports, brochures and website content are consistent.

Because the Bio-MeGaFuel project seeks to revolutionize bio-methanol production and contribute to sustainable energy solutions, an effective branding strategy will help communicate the project's innovative approach and long-term significance across scientific, industrial and public domains.

2. The logo

All the logos created for the Bio-MeGaFuel project are presented in Fig.1 and Fig. 2. 1CUBE developed and presented 62 logos (see Fig. 1), offering multiple design options that visually captured the project's essence and goals. The coordinator Rise also suggested two other logos (see Fig. 2). For a well-designed logo, the main words that have been considered were Bio, Methanol, Looping, Gas, and Fuel. About elements, 1Cube focused on green biomass, green methanol and power/fuel, and the colours for the logo were decided in the value of green biomass.





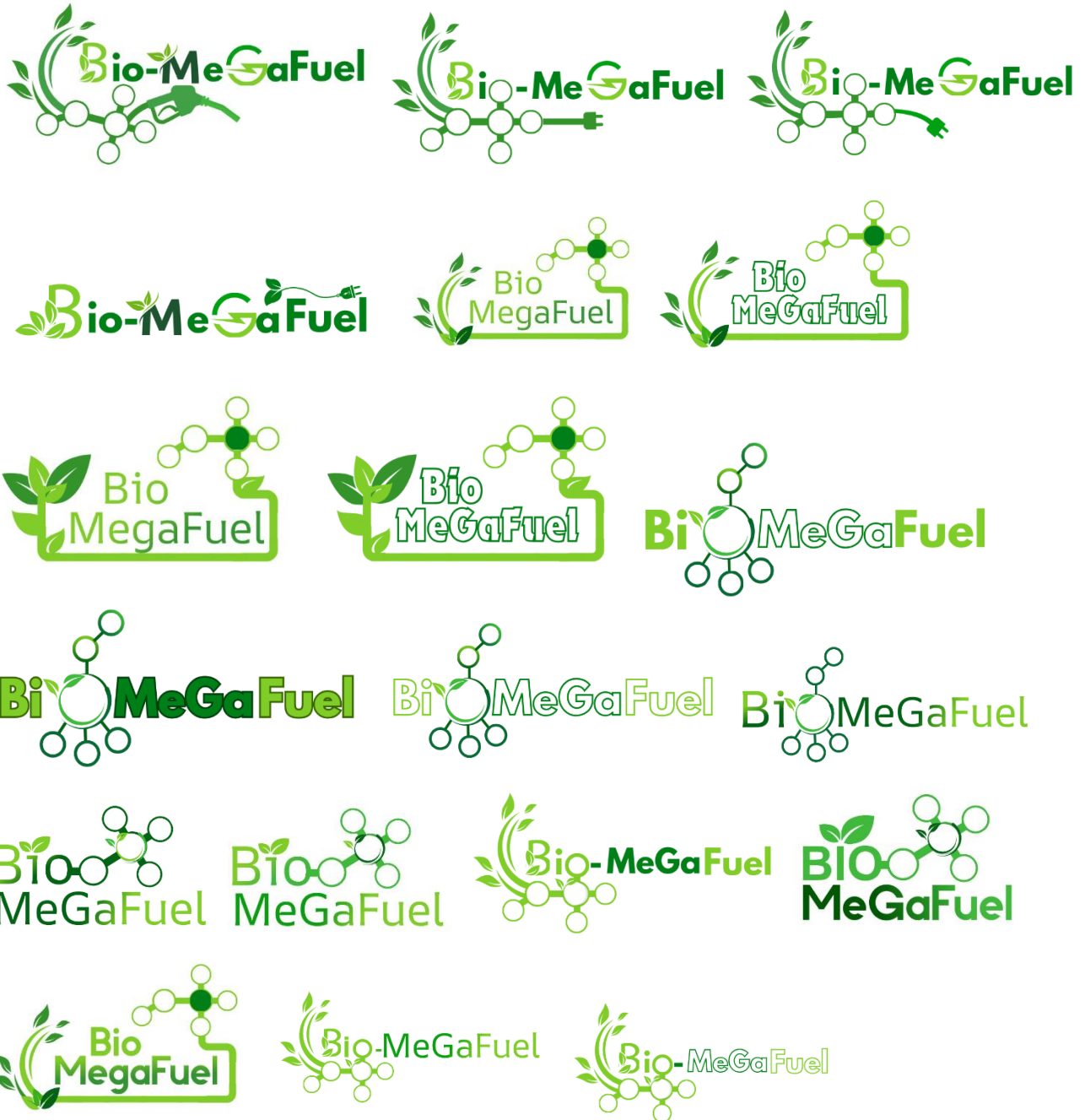
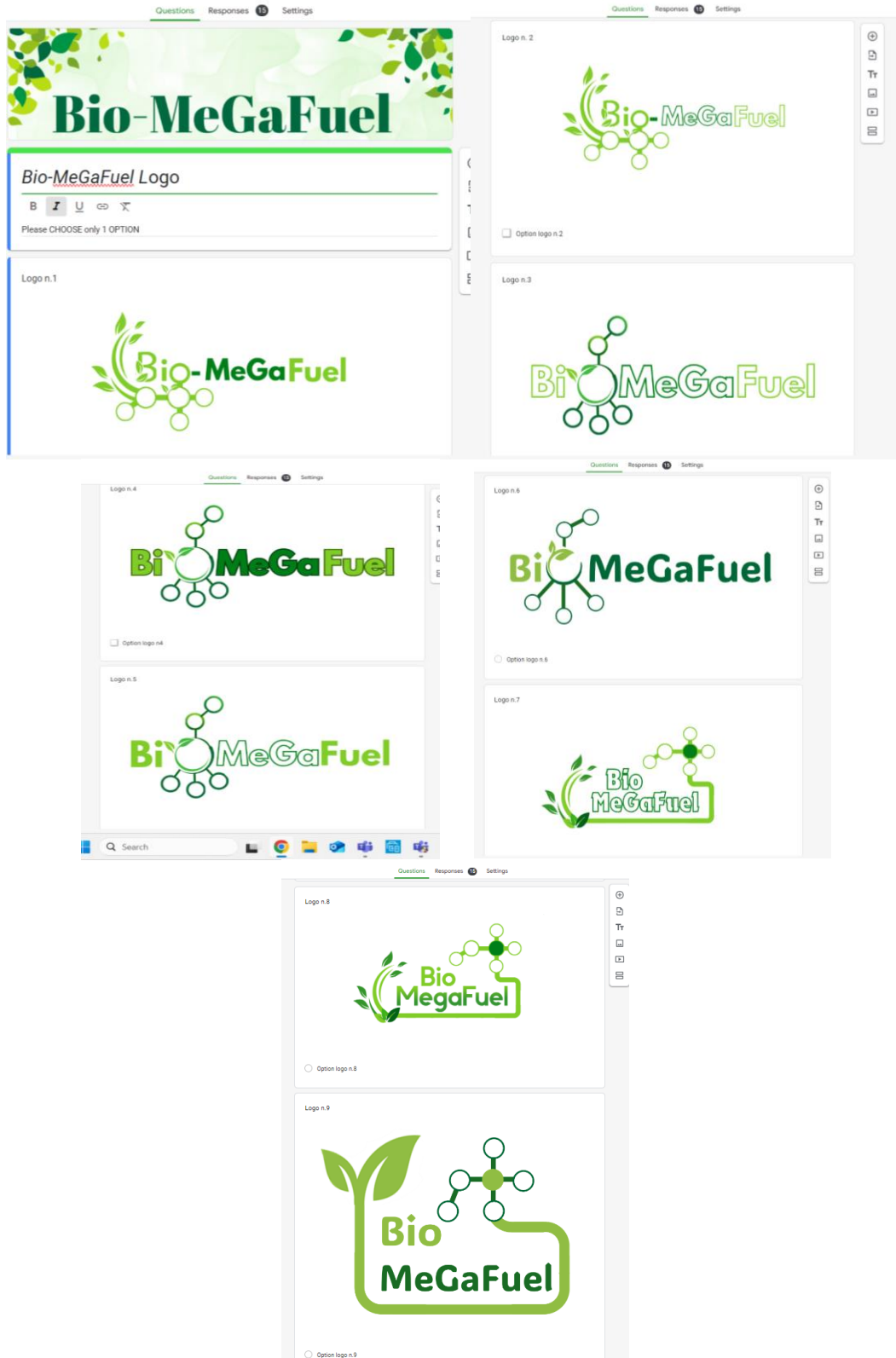


Figure 1. The logos suggested by 1Cube



Figure 2. The logos suggested by RISE

All the partners could choose their favourite logo, through a voting process conducted within a pool, as illustrated in Fig. 3. After careful consideration and input from the project consortium, the final logo was selected. During the Kick-off meeting, 1Cube presented the winner logo to the partners (see Fig.4). The official logo for the Bio-MeGaFuel project is shown in Fig. 5.





 <p>Funded by the European Union</p> 	<p>WP5 D5.5 Project logo and set of public documents templates</p>	<p>Proj. Ref.: Bio-MeGaFuel-101147737 Doc. Ref.: Bio-MeGaFuel-WP5-D5.5-M2-Report-1CUBE-141124-V04 Date: 14/11/2024 Page N°: 8 of 10</p>
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Figure 3. The voting of the logo in the Bio-MeGaFuel project using docs.google.com/forms

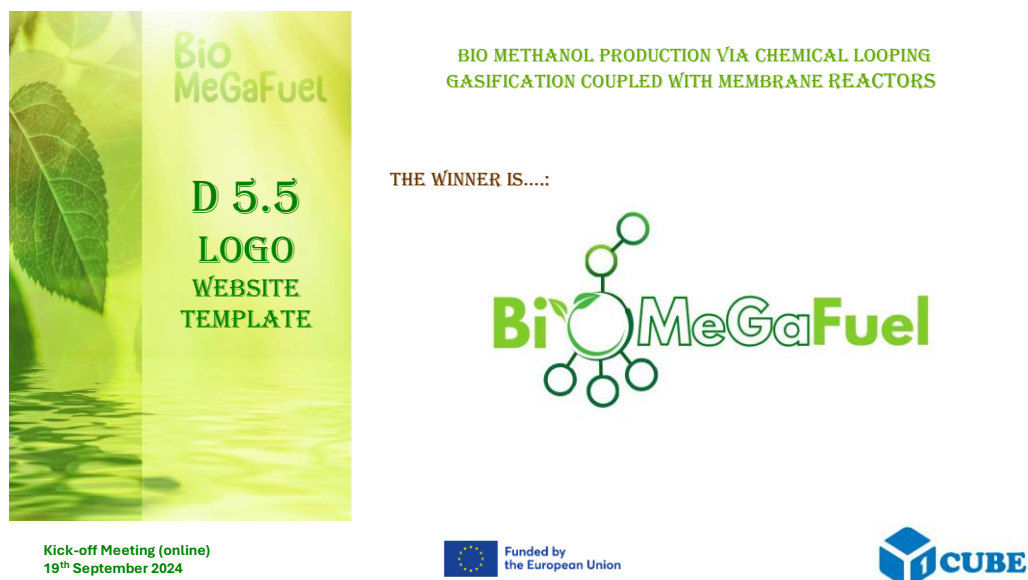


Figure 4. The winner logo was shown during the Kick-off meeting



Figure 5. The official logo of the Bio-MeGaFuel project

3. Public deliverables templates

3.1. Public presentation

The public presentations will use a standardized template that incorporates the full Bio-MeGaFuel branding, including the EC logos (See Figs 6-8)

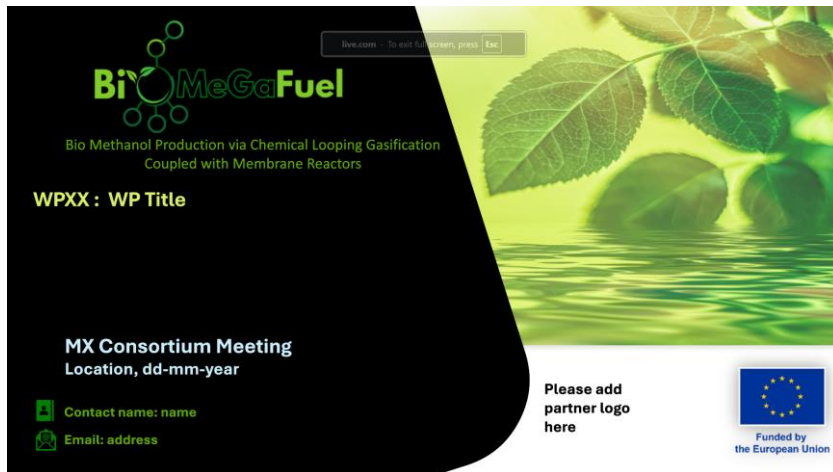


Figure 6. The first page of the public presentation template of the Bio-MeGaFuel project

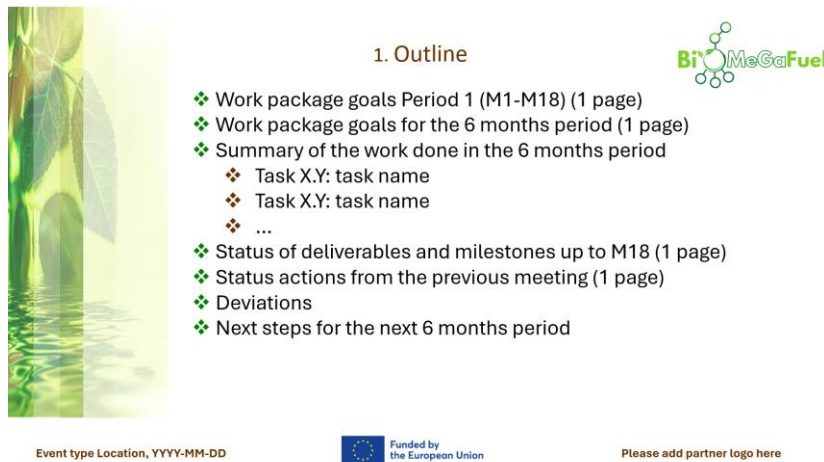


Figure 7. The following pages with details for the public presentation template of the Bio-MeGaFuel project



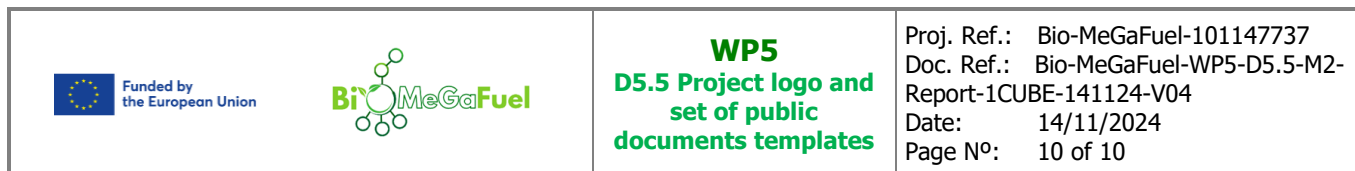


Figure 8. The final page of the public presentation template for the Bio-MeGaFuel project

3.2. Open deliverables

The public deliverables will follow the standard template created for general deliverables. The initial page of the template for deliverables is shown in Fig. 9. Furthermore, each deliverable will feature the disclaimer specified in the grant agreement.

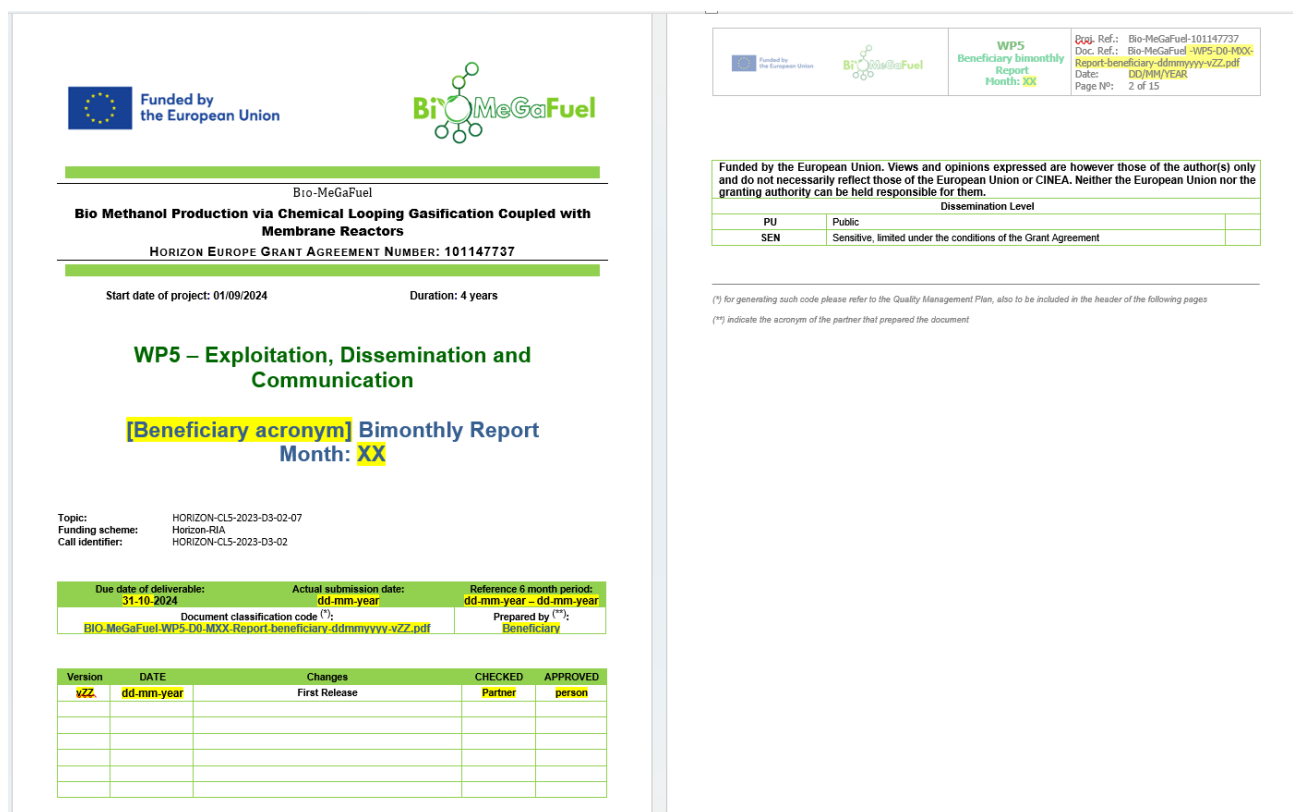


Figure 9. The first two pages of the public deliverables template in the Bio-MeGaFuel project

4. Conclusions

To summarize, the development of the logo and templates for public documents is a crucial aspect of branding and effective communication within the Bio-MeGaFuel project. These visual elements serve to create a consistent and recognizable identity, which facilitates to convey the project's mission and values to both internal and external audiences.

The design process likely included teamwork and brainstorming to develop creative ideas, followed by several rounds of revisions. This helped to make sure the final design clearly represented the project's purpose, goals and messages, while keeping a consistent look across all materials.