



SEEDS

Cost-effective and replicable RES-integrated electrified heating and cooling systems for improved energy efficiency and demand response.

D8.2

SEEDS project identity

24 June 2024

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DELIVERABLE INFORMATION

Grant agreement	101138211
Project title	Cost-effective and replicable RES-integrated electrified heating and cooling systems for improved energy efficiency and demand response.
Project acronym	SEEDS
Project coordinator	Danmarks Tekniske Universitet - DTU
Related work package	WP8
Related task(s)	Task 8.3 - Dissemination activity implementation
Lead organisation	R2M Solution
Submission date	30 June 2024
Dissemination level	PU Public

DOCUMENT CHANGE HISTORY

VERSION	DATE	AUTHOR	DESCRIPTION
V0.1	21 May	R2M (Anaïs)	First draft for review by the project coordinator
V0.2	18 June	R2M (Anaïs)	Second draft with the project coordinator modifications
V0.3	24 June	R2M (Anaïs)	Third draft with the reviewers modifications

Executive Summary

This SEEDS deliverable aims to familiarize its beneficiaries and the relevant stakeholders with the project's visual identity and corresponding guidelines. This encompasses the project logo, document templates, social media channels, and essential materials like a project leaflet, roll-up poster, and standard presentation. Crafted by R2M with input from DTU, the visual identity will guide dissemination activities in Work Package 6 (Replication strategies, exploitation and business models), aligning with the overall dissemination, exploitation, and communication (DEC) plan scheduled for release in Month 6.

The deliverable structure unfolds, starting with the project logo's introduction and brand guidelines in Chapter 2. Document templates, including internal presentation templates, are detailed in Chapter 3. Chapter 4 outlines the established social media channels, encouraging active engagement from partners. Chapter 5 features the roll-up poster, a useful tool for external visibility. The project leaflet, designed for distribution at events, is presented in Chapter 6. Chapter 7 introduces the standard presentation for external events, offering a comprehensive overview.

Additionally, the project website is [online](#), with regular updates.

The deliverable emphasizes the importance of EU funding acknowledgment in all communication activities and provides guidelines for its proper display.

In conclusion, this deliverable sets the foundation for the project's visual identity and dissemination strategy. While certain elements may undergo refinement, all components are accessible in the project's shared space. The upcoming milestones include delivering the plan for DEC activities by the end of Month 6, and the implementation of the newsletter.

Abbreviations and acronyms

Abbreviations and acronyms	
DEC	Dissemination, Exploitation, Communication
GA	Grant Agreement
WP	Work Package

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1. INTRODUCTION

1.1. AIMS AND OBJECTIVES

This deliverable is designed to acquaint the beneficiaries and the relevant stakeholders of the SEEDS project with its visual identity and corresponding guidelines. The project's visual identity encompasses elements such as the project logo, document templates, details about social media channels, and recommended practices for their utilisation. Additionally, it provides essential materials like a project leaflet, a standard project presentation, and a roll-up poster. These resources serve as a foundation for initiating dissemination and communication activities aimed at enhancing awareness about the project.

1.2. RELATION TO OTHER ACTIVITIES IN THE PROJECT

The visual identity outlined in this deliverable will guide the development of dissemination and communication activities in WP6. These initiatives align with the plan for dissemination and exploitation including communication activities. The initial version of this plan (D8.2) is scheduled for release in Month 6.

1.3. REPORT STRUCTURE

Chapter 2 introduces the project logo, its colour palette, and guidelines for its utilization. In Chapter 3, document templates are presented. Chapter 4 outlines the social media channels established for the project, along with guidelines for project partners to maximize their impact when utilizing these channels. Chapter 5 showcases the SEEDS roll-up poster, while Chapter 6 features the SEEDS project flyer, and Chapter 7 the A0 poster. The Chapter 8 provides the SEEDS standard presentation designed for pitching the project at external events. Chapter 9 shows the project website. Finally, Chapter 10 serves as a reminder of important rules regarding EU funding acknowledgment as outlined in our Grant Agreement.

1.4. CONTRIBUTION OF PARTNERS

R2M crafted the project's visual identity as outlined in this deliverable, with content review and guidance provided by DTU. Subsequently, the validation process involved input from all partners.

2.PROJECT LOGO

Figure 1 shows the project logo of SEEDS and an extract from SEEDS brand book & guidelines.



Figure 1 – SEEDS project logo, brand book and guidelines

The complete brand book and guidelines can be found in the annex of the report. This section encompasses:

- ☐ A presentation of the logo, along with guidelines on its proper usage.
- ☐ Typography details, covering both primary and secondary typefaces.
- ☐ Colour references.

3. DOCUMENT TEMPLATES

Templates for deliverables and internal presentations have been created (see [Figure 2](#)), featuring the SEEDS logo and the necessary funding acknowledgment (refer to Chapter 11 – EU funding acknowledgement). Their design ensures a consistent presentation of the project's research progress and outcomes.



Figure 2 – Deliverable and internal presentation templates

4. SOCIAL MEDIA CHANNELS

As foreseen in the Grant Agreement, a [LinkedIn page](#) and a [Twitter/X account](#) have been established for the project (see [Figure 3](#)). Invitations have been extended to all project partners to follow both accounts. Partners are encouraged to actively engage with the content shared through these channels and to amplify its reach by sharing it on their social media platforms.

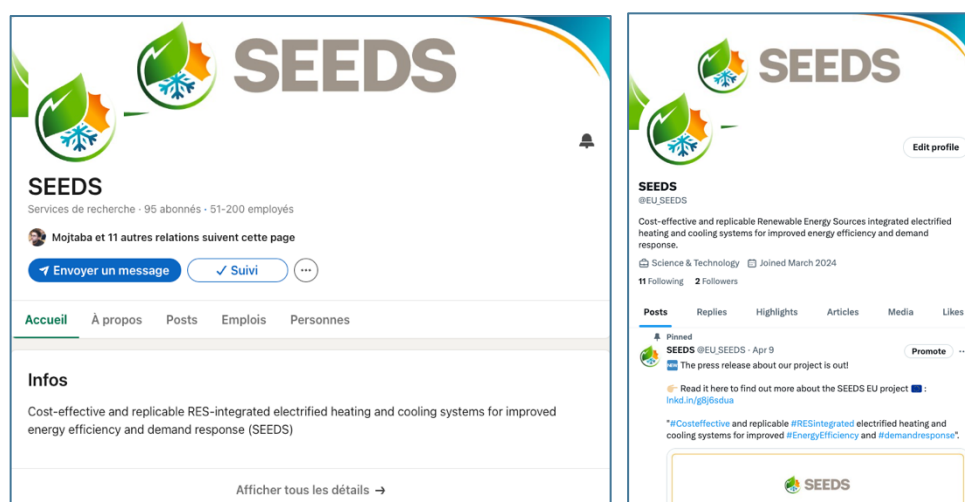


Figure 3 – SEEDS social media channels (LinkedIn and X).

Table 1 below provides a summary of the social media accounts for all partners.

Table 1 – Social media handles of project partners

	Partner	Linkedin	X
1	Technical University of Denmark (DTU)	DTU - Technical University of Denmark	@DTUtweet
2	Builtwins BV (BWS)	Builtwins BV	
3	Katholieke Universiteit Leuven (KUL)	KU Leuven	@KU_Leuven
4	Mintus (Mintus)	Mintus	
5	Dimokritio Panepistimio Thrakis (DUTH)	Democritus University of Thrace - (D.U.Th.)	
6	G. Ligeros & Sia OE – Psycototherm (Ptherm)	PSYCTOTHERM	
7	Renel I.K.E. (Renel)	Renel Energy & Power Engineering	@renellPC
8	R2M Solution (R2M)	R2M Solution France	@R2MSolution
9	ÉMI Építészügyi Minőségellenőrző Innovációs Nonprofit Kft. (EMI)	ÉMI Nonprofit Kft.	
10	HOR-BER Beruházási Tanácsadó és Tervező Mérnökiroda Kft (HOR)		
11	SIEMENS Termelő Szolgáltató Es Kereskedelmi Zártkörűen Működő Részvénytársaság (SMENS)		
12	Daikin Europe N.V. (Daikin)	Daikin Europe	@DaikinEurope
13	Center Danmark Drift APS (CDK)	Center Denmark	
14	Centre for Research and Technology Hellas (Certh)	Centre for Research & Technology Hellas (CERTH)	@CERTHellas
15	Budapest Főváros XVI. Kerületi Önkormányzat (BP16)		
16	Daedalus Digital Kft. (FairC)		
17	RINA Consulting SPA (RINA)	RINA	@RINA1861
18	Institut Jožef Stefan (JSI)	Jozef Stefan Institute	
19	Sweco Belgium (Sweco)	Sweco	@swecobelgium
20	Saint-Gobain Hungary Kft. (SaintGB)	Saint-Gobain Hungary	@saintgobain
21	Petrol Slovenska Energetska Družba DD Ljubljana (PETROL)	Petrol Group	
22	Al-nergy ApS (Alnergy)	Al Energy	
23	Innovatio Private Company (INNO)	INNOVATIO P.C	
24	State Higher Educational Institution Prydniprovsk State Academy of Civil Engineering and Architecture (PSACEA)		
25	Elektro Celje d.d. (ELCE)		
26	Enfor AS (Enfor)	ENFOR A/S	

5. ROLL-UP POSTER

The roll-up poster (refer to **Figure 4**) is a valuable tool for enhancing the project's visibility at trade fairs, conferences, project meetings, and various external events. This poster prominently features the project logo, tagline, consortium details, and essential links to social media channels and the project website.



Figure 4 – Roll-up poster

6. THREE-PART FLYER

The project three-part flyer (see **Figure 5**) provides an overview of the project's concept and objectives. It furnishes information about the consortium and offers key links and contacts for further details about the project. This leaflet is specifically designed for distribution at external events such as trade fairs.



Figure 5 – Project flyer

7. POSTERS

7.1. A0 POSTER

The A0 project poster (see **Figure 6**) provides details of the project's concept and objectives. It furnishes information about the consortium and offers key links and contacts for further details about the project. This poster prominently features the project logo, tagline, consortium details, and essential links to social media channels and the project website.



Figure 6 – A0 poster

7.2. A4 POSTER

The A4 project poster (see **Figure 7**) prominently features the project logo, tagline, consortium logos, and essential links to social media channels and the project website.

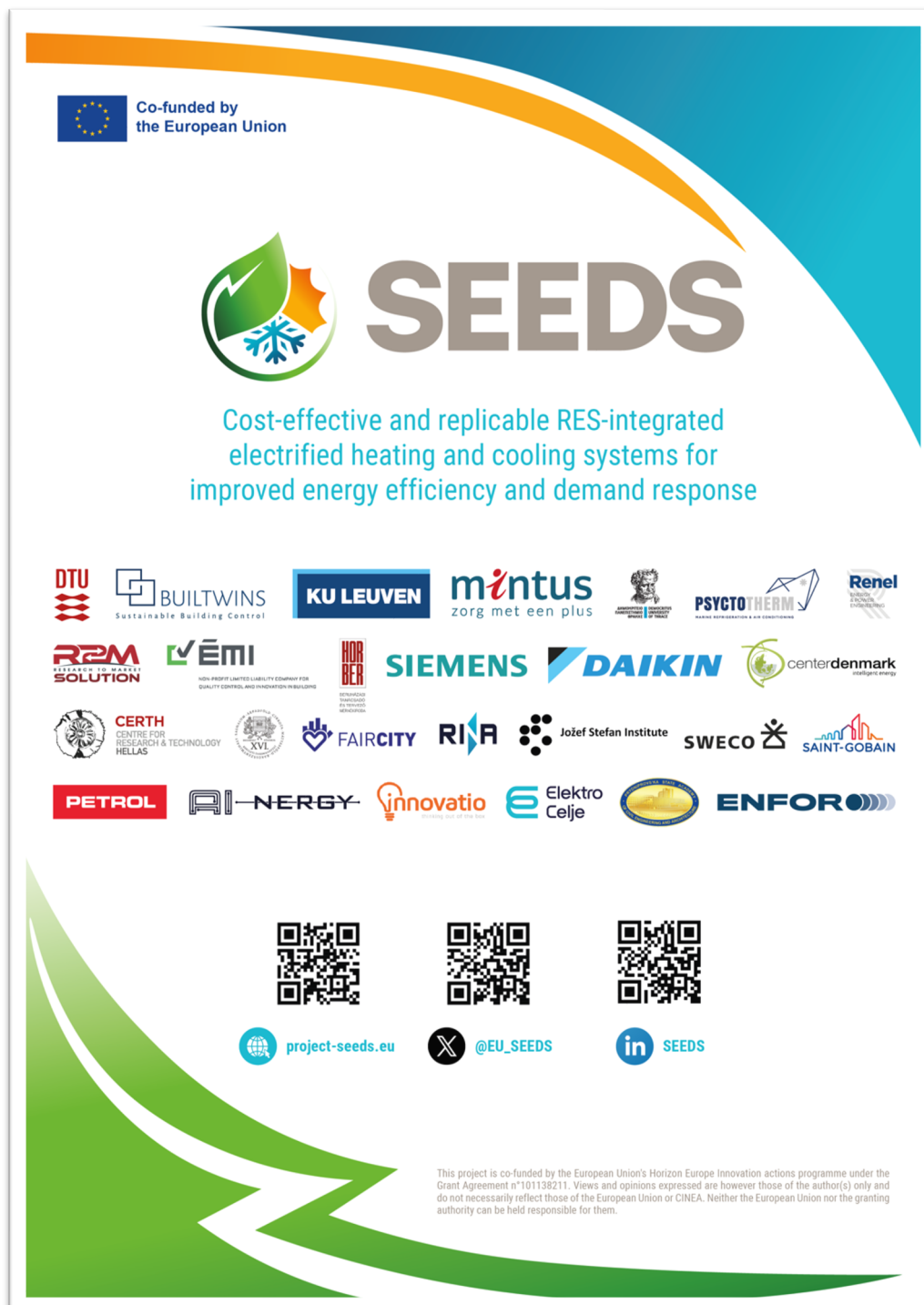


Figure 7 – A4 poster

7.3. A5 POSTER

The A5 project poster (see **Figure 8**) prominently features the project logo, tagline, the five pilots logos, and essential links to social media channels and the project website.



Figure 8 – A5 poster

8. STANDARD PRESENTATION

The standard presentation (see **Figure 9**) is designed for pitching the project at external events, including conferences, trade fairs, and meetings with clients and partners. This presentation offers a comprehensive overview of the project and its consortium. It includes information about the context, objectives, and key themes & focus areas. Additionally, it provides links to the project's website, social media channels, and contact details for reaching out to the project coordinator and dissemination manager.

The full standard presentation is provided in the annex of this report.



Figure 9 – Standard presentation

9. PROJECT WEBSITE

The project website is accessible at <https://project-seeds.eu> (see **Figure 10**). The website is updated regularly.



Figure 10 – SEEDS website

10. SEEDS EMAIL ADDRESS

SEEDS has its own email-address for public to get in touch with the project. Both DTU and R2M have access to the generic address inbox: info@project-seeds.eu

11. EU FUNDING ACKNOWLEDGEMENT

Any communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).



**Co-funded by
the European Union**

Figure 11 – European emblem and funding statement

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

This project is co-funded by the European Union's Horizon Europe innovation actions programme under the Grant Agreement n°101138211. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For further detailed information refer to Article 17 (Communication, Dissemination and Visibility) of the Grant Agreement.

12. CONCLUSIONS

This deliverable introduced the project visual identity as well as guidelines for its implementation. This includes the project logo, social media channels, document templates, a project flyer, a roll-up poster, posters and a standard presentation. Considering the project's early stage, certain elements may undergo further refinement and adjustments in the upcoming months. All elements are made accessible in the shared space of the project.

The next steps are to develop the plan for dissemination, exploitation, and communication activities, and to implement the newsletter. Both will be delivered by the end of month 6 of the project.



<https://project-seeds.eu/>



[project-seeds](#)



[@EU_SEEDS](#)



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SEEDS

Cost-effective and replicable RES-integrated electrified heating and cooling systems for improved energy efficiency and demand response

BRAND BOOK & GUIDELINES

February 2024



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LOGO

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THE LOGO

The SEEDS logo was designed in one version. It combines a logomark with a logotype, combined into one shape. The logo should always be used in its full version.

Leaf design

A leaf representing the Renewable Energy Sources integrated electrified heating and cooling system, used in a gradient of green.

Sun design

A sun representing the heating systems, used in a gradient of oranges.

The logotype

Uses the grey from the colour palette and a boxy typeface.



Snowflake design

A snowflake representing the cooling systems, used in a gradient of blues.

SEEDS

SEEDS full logo

REVERSED VERSION & COLOURWAYS

On dark backgrounds and image backgrounds, the reversed version of the logo may be used. The logo can also be used on coloured backgrounds.

Positive



Colour logo version

Negative I



Colour logo version inverted

Negative II



White logo version

LOGO MISUSE

There are guidelines for using the logo. Please do not alter the logo in any way. The most common examples of misuse involve incorrect scaling or incorrect colour selection. Here are some examples of what not to do.

Resolution

Always use the correct resolution.



Colour

Never change the colour settings on the main logo.



Distortion

Never stretch, warp or expand the logo to fit to a space or platform.



Type

Never replace the logo with another typeface.



Perspective

Never use a perspective of the logo.



Proportion

Never scale or adjust the elements within the logo.



Pattern

Never place the logo over a busy pattern.



Photography

Never place the logo over a busy photograph.



CLEAR SPACE & MINIMUM SIZING

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The logo is designed to retain clarity down to a minimum width of 79mm or 223px and 23mm or 66px height.



The logo should never be used when it comes to small sizes.

To work out the clearspace, take the height and width of the letter “S” of the logo.

TYPOGRAPHY

Title font.....9

Primary typeface.....10

Secondary typeface.....12

TITLE FONT

The font used for titles is **Dortmund ExtraBold**. It should be used mainly in capital letters on on headings and titles, but can also be used in lower case on subtitles. This font is the one used in the logotype.

DORTMUND EXTRABOLD

Dortmund ExtraBold

AaBbCcDdEeFfGgHhIiJjKkLlM

mNnOoPpQqRrSsTtUuVvWwX

xYyZz1234567890+;%@?!&€*

Designed by Ruls Do Paolo

PRIMARY TYPEFACE

The primary typeface is **Roboto Condensed**. It should be used mainly on various content texts.

Roboto Condensed Regular

Roboto Condensed Italic

Roboto Condensed Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqR
rSsTtUuVvWwXxYyZz1234567890+;%@?!&€*

Designed by Christian Robertson

PRIMARY TYPEFACE

Example of primary typeface on the tagline:



Cost-effective and replicable RES-integrated electrified heating and cooling systems for improved energy efficiency and demand response

SECONDARY TYPEFACE

The secondary typeface is **Roboto**. It should be used in addition to the title font, for subtitles for example. Combined with the title font and the primary typeface, it creates dynamics in the text.

Roboto Regular

Roboto Medium

Roboto Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqR
rSsTtUuVvWwXxYyZz1234567890+;%@?!&€*

Designed by Christian Robertson

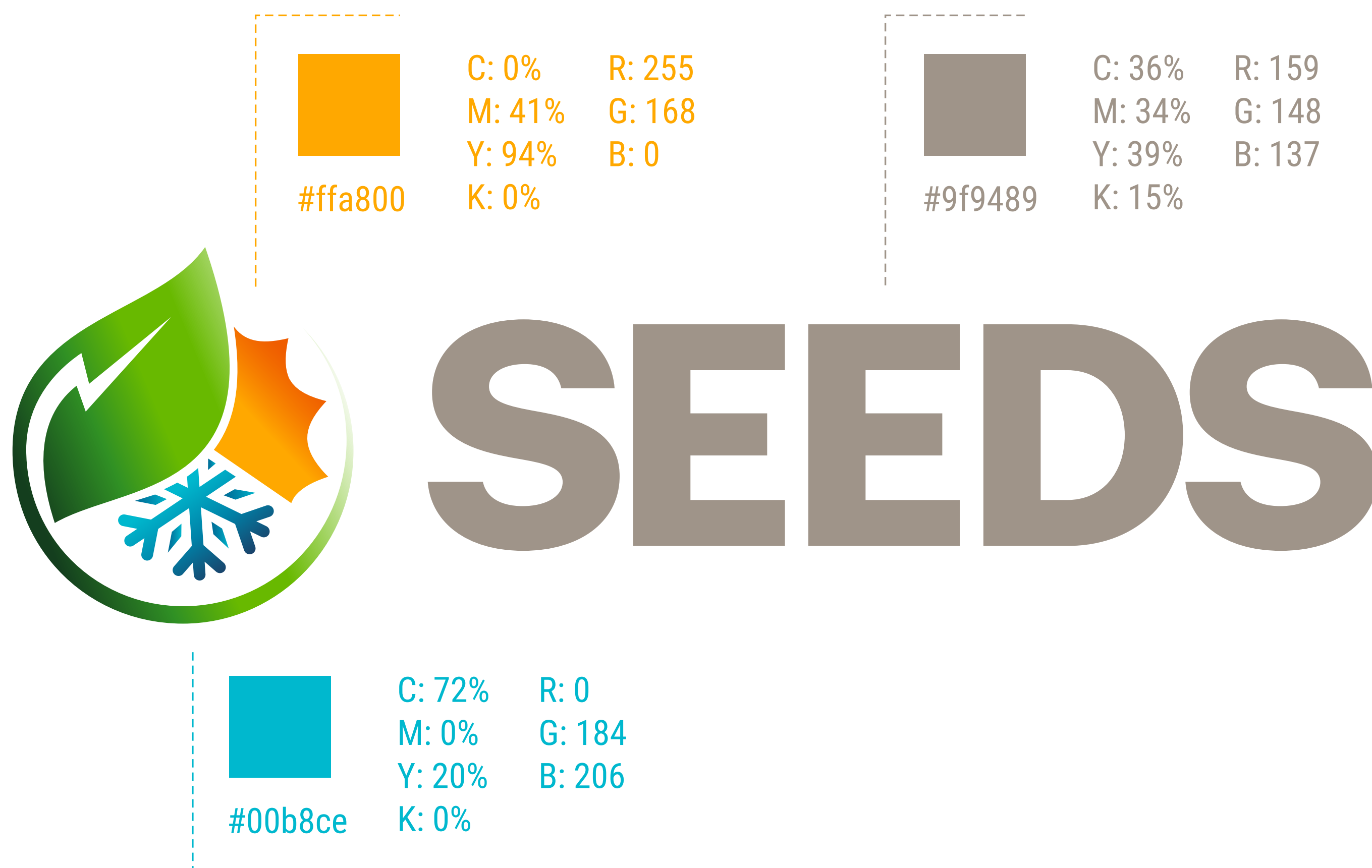
COLOURS

Main colour palette.....14

Alternative colour palette.....15

MAIN COLOUR PALETTE

We use 3 colours from the logo.



ALTERNATIVE COLOUR PALETTE

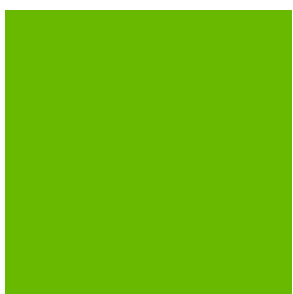
For the SEEDS communication, an alternative colour palette is to be used on other design materials such as illustrations, infographics, typographies... This colour palette includes 5 additional colours.



#ef5d00

C: 0%
M: 74%
Y: 100%
K: 0%

R: 239
G: 93
B: 0



#68b900

C: 64%
M: 0%
Y: 100%
K: 0%

R: 104
G: 185
B: 0



#1b5e0d

C: 87%
M: 36%
Y: 100%
K: 33%

R: 27
G: 94
B: 13



#1c3d65

C: 98%
M: 76%
Y: 34%
K: 23%

R: 28
G: 61
B: 101



#0081ab

C: 83%
M: 35%
Y: 18%
K: 4%

R: 255
G: 168
B: 0





Thanks for your attention!



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SEEDS

Cost-effective and replicable RES-integrated electrified heating and cooling systems for improved energy efficiency and demand response

PROJECT PRESENTATION

May 2024



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Project Factsheet



SEEDS project

SEEDS is a project co-funded by the European Commission that aims to boost the electrification of thermal systems in buildings through an integrated approach leveraging energy efficient renovation and smartification of HVAC systems.

DURATION

1 January 2024 – 31 December 2027

KEYWORDS

Energy efficient buildings, heat pump, RES integration, energy efficiency renovation, deploying energy flexibility



26

PARTNERS



5

PILOT SITES



48

MONTHS

The consortium



SEEDS unites **26 partners**: a multidisciplinary and complementary team of SMEs, LEs, RTOs, and stakeholders that constitute the whole (local) value chain of energy efficiency in buildings and thermal demand electrification, from **8 Member States** or associated Member States.



Project objective



- The SEEDS solutions aim to **reduce the thermal energy demand of buildings** and **enable the deployment of energy flexibility to increase the RES share** (in particular, locally produced) thereby enhancing grid stability in a cost-effective way and with low life cycle environmental impact.
- The SEEDS project aims to **demonstrate replicable heat pump solutions integrated with renewable energy** to decarbonize buildings' thermal demand.
- This strategy will now be tested in **five different demonstration pilots** throughout Europe: 🇩🇰 🇧🇪 🇭🇺 🇷🇺 🇬🇷



Key themes & focus areas



SEEDS is centered around **3 key themes**:

1. Cost efficiency through optimization,
2. System integration through holistic design and control,
3. Replicability through configuration modularity and scalable building types.

These are addressed in **7 focus areas**:

1. Iterative design of the component and integrated system,
2. Secure and interoperable data platforms and IoT,
3. Integrated system optimization for energy efficiency and flexibility,
4. Deploying energy flexibility to enhance grid stability,
5. Replication strategies, exploitation, and business models,
6. Decision making support framework for replication,
7. Dissemination, communication, and stakeholder outreach.

Follow us and get in touch!



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[@EU_SEEDS](https://twitter.com/EU_SEEDS)



[SEEDS](https://www.linkedin.com/company/seeds)



SEEDS

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