BioTheRoS

Collaborative actions to bring novel **BIO**fuels **THE**rmochemical **RO**utes into industrial **S**cale

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Definition of Project Branding

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Disclaimer

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Table 1. Abbreviations and Acronyms

CMS	Content Management System
DE	German
EL	Greek
ES	Spanish
IEA	International Energy Agency
MI	Mission Innovation
NL	Dutsch
PPT	PowerPoint

Executive summary

The report delves into the important role of developing a comprehensive project brand, emphasizing its multifaceted benefits in enhancing visibility, engagement, communication, and overall promotion. By establishing a distinct brand identity, projects can organize communication efforts, ensuring a consistent message that matches with diverse stakeholders.

In this report, compliance with EU communication guidelines for funded projects is emphasized, highlighting specific requirements and potential consequences for non-compliance. The selection of green and purple color codes for the BioTheRoS project is discussed, reflecting its sustainability goals and commitment to innovation. The project logo, featuring transportation symbols and a droplet icon, serves as a recognizable visual identifier. Additionally, the development of PowerPoint and Word templates ensures consistency in presenting project outcomes. The systematic approach to developing the project website aligns with its brand identity and objectives. In conclusion, strategic branding and communication strategies are essential for effectively conveying project objectives and achievements to stakeholders and the public.

Introduction

Developing a project brand is a strategic approach aimed at enhancing the project's visibility, engagement, communication, and overall promotion, both during its implementation and in showcasing its outcomes. This visibility is crucial not only for reaching project stakeholders but also for engaging the general public, potential collaborators, and policymakers. A distinct brand simplifies the identification and remembrance of the project.

A clearly defined project brand streamlines communication and outreach efforts, delivering a consistent message easily understandable to diverse stakeholders. It can have a lasting impact extending beyond the project's duration, contributing to its legacy by facilitating recognition, adoption, and sustainability of its outcomes among the target audience and broader community.

EU-funded projects are subject to specific communication and visibility guidelines and regulations. Recipients of EU funding must acknowledge and ensure the visibility of the funding received, usually by describing their plans for this purpose. It's crucial to align communication activities with EU political priorities, engaging in specific actions like preparing communication plans, managing websites and social media, organizing events, and interacting with media. Proper use of the EU emblem and funding statement is required, along with the use of accurate information and involvement of the EU in communication when necessary. Costs related to communication and visibility are eligible for EU funding, and recipients must grant the EU the right to use their communication material.
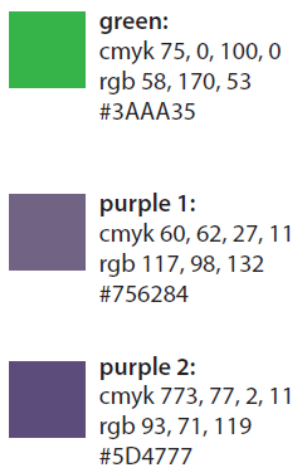
Ensuring proper branding is essential for compliance with these guidelines, encompassing aspects such as logo usage, acknowledgment of funding sources, and other requirements. Considering these factors, the following points have been formulated and developed during the project's early phases.

Color Codes

The selection of green and purple as the color codes for the BioTheRoS project aligns with its objectives and themes. Green, being a symbol of sustainability and environmental awareness, represents the project's focus on developing best practices and concepts for sustainable biofuels. It reflects the goal of advancing the state-of-the-art in biomass conversion technologies to enhance the sustainability of biofuel production. Purple, often associated with innovation, creativity, and collaboration, signifies the project's commitment to international cooperation and knowledge exchange through platforms like IEA Bioenergy

and Mission Innovation (MI). Together, these colors symbolize BioTheRoS's mission to accelerate the scale-up of sustainable biofuels worldwide through innovative approaches and global collaboration.

Exact color codes are illustrated as Figure 1.

green:
cmyk 75, 0, 100, 0
rgb 58, 170, 53
#3AAA35

purple 1:
cmyk 60, 62, 27, 11
rgb 117, 98, 132
#756284

purple 2:
cmyk 773, 77, 2, 11
rgb 93, 71, 119
#5D4777

Figure 1 Selected color codes for project's visual identity

Logo

The project's logo incorporates elements that symbolize key aspects of its objectives and activities. The ship and airplane represent transportation, indicating the global scope of the project's efforts to accelerate the scale-up of sustainable biofuels worldwide. These icons also suggest movement and progress, reflecting the dynamic nature of the project.

The drop icon is a powerful representation of biofuels, particularly liquid biofuels derived from biomass sources. It symbolizes the core product of the project – sustainable biofuels. As a droplet, it also conveys the idea of efficiency and optimization, implying that BioTheRoS aims to develop biofuels that are not only environmentally friendly but also highly effective and efficient in their application.

The project name, BioTheRoS, serves as the focal point of the logo. It provides instant recognition and establishes the identity of the initiative. The use of a clear and bold font ensures legibility and makes the name prominent. By incorporating the project name into the logo, the design reinforces the project's branding and communicates its purpose directly to the audience.

The project name is prominently featured to reflect its identity. The use of the project colors, green and purple, enhances the logo's visual impact and reinforces its message.

Project logo can be seen below in Figure 2.

Figure 2 Project logo

Project logo can be used across various platforms and materials from the project website and social media profiles to presentations, reports, and official documents, ensuring consistent branding and effective communication of BioTheRoS' objectives to stakeholders and the public.

Project Templates

A PowerPoint (PPT) presentation template and a Word document template have been developed to ensure a consistent presentation of the project outcomes. The PPT presentation template is intended for use in all project meetings, events, conferences, or meetings with stakeholders, while the Word template is designed for project reports, deliverables, meeting minutes, etc. These templates have been crafted using the specified color palette.

The PPT layout incorporates relevant images and icons (see Figure 3), which serve to improve communication, facilitate understanding, and create a visually appealing and memorable representation of the project. Additionally, the logos of consortium partners are featured. Both templates include dedicated tables, schematics, and bullet point designs. Furthermore, the documents include an EU disclaimer with the project Grant Agreement number and EU flag for compliance purposes.
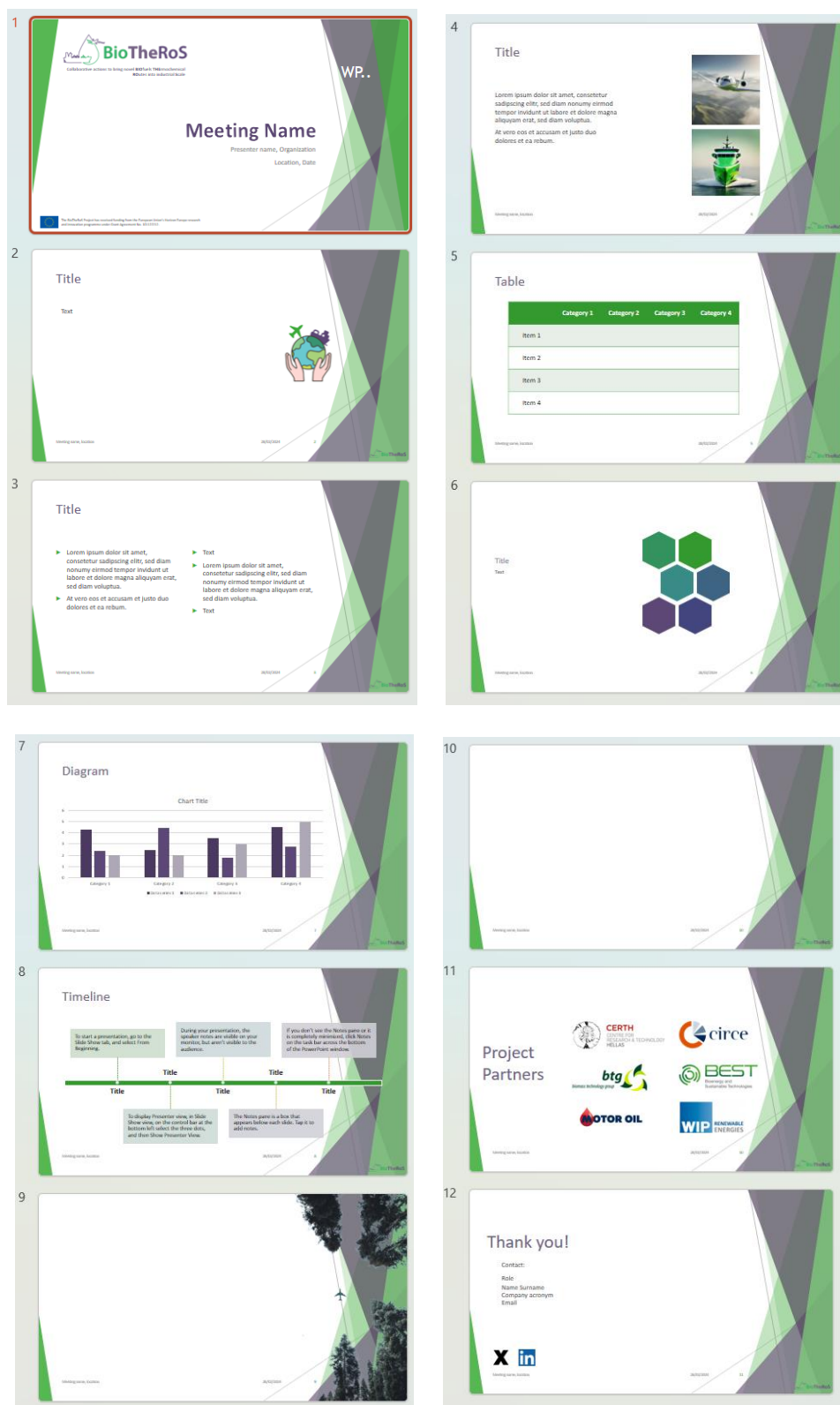
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Figure 3 PPT presentation layout

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Word document layout is represented in Figure 4.

Figure 4 Word document layout

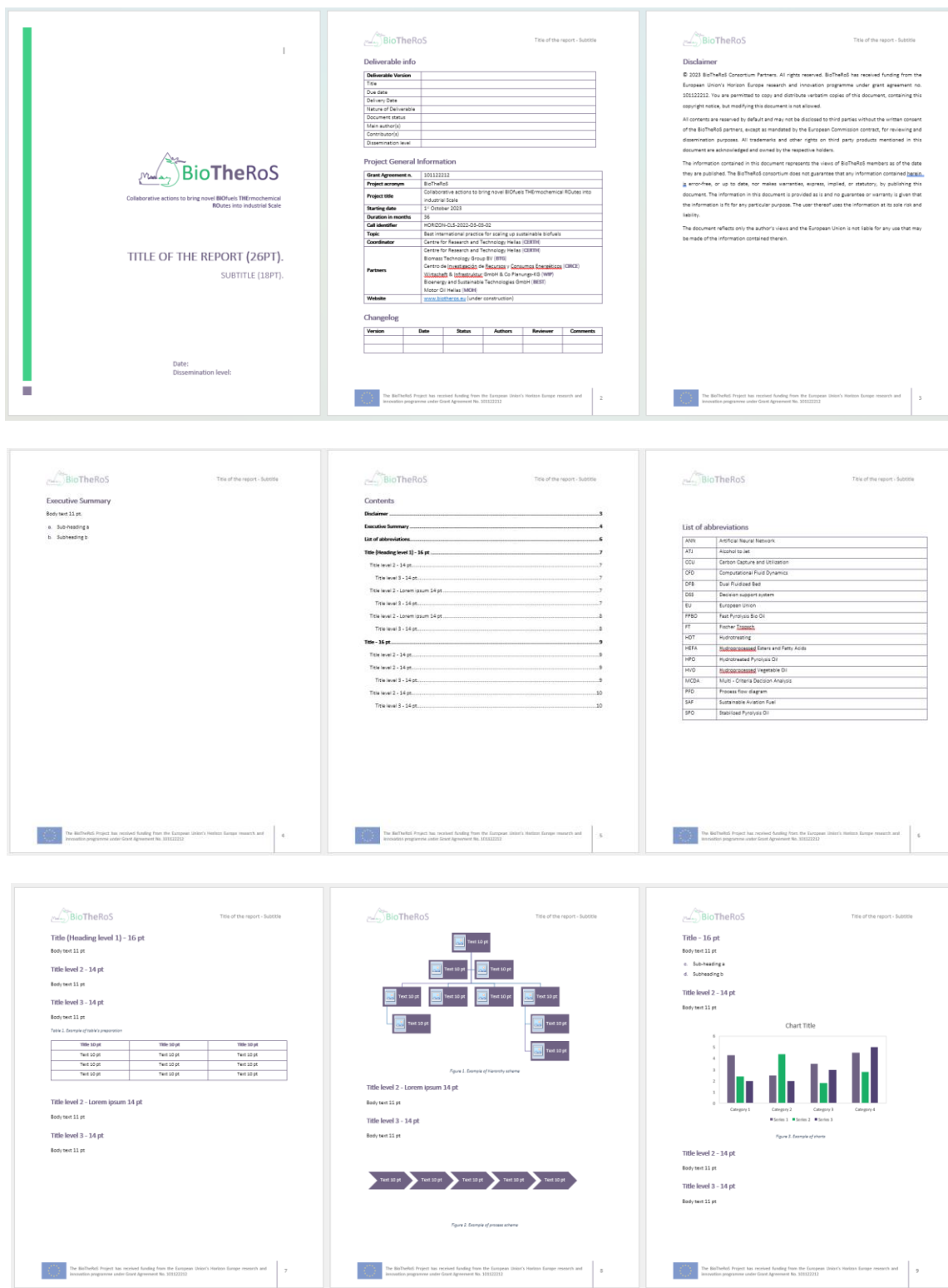The BioTheRoS Project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101122212

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Project Website

Project website has been developed by a professional web developer through a method developed by WIP that involves initially defining clear objectives and requirements, carefully selecting appropriate images, and determining the most suitable Content Management System (CMS). Subsequently, the focus shifted to the design phase, where the emphasis was placed on crafting a visually appealing layout that aligns with the project's brand identity. Following this, the development phase ensued, involving coding, feature implementation, and ensuring the website's responsiveness across different devices.

The content of the website is mainly taken from the project's Grant Agreement. For the website design, projects' colour palette and logo creation concept has been taken as basis. The images that are used on the website consist of free-stock photos. It is mainly in English and includes partners' local languages (EL, NL, DE, ES). The domain name of the website is: www.biotheros.eu and the website will remain active for two more years after the completion of the project.
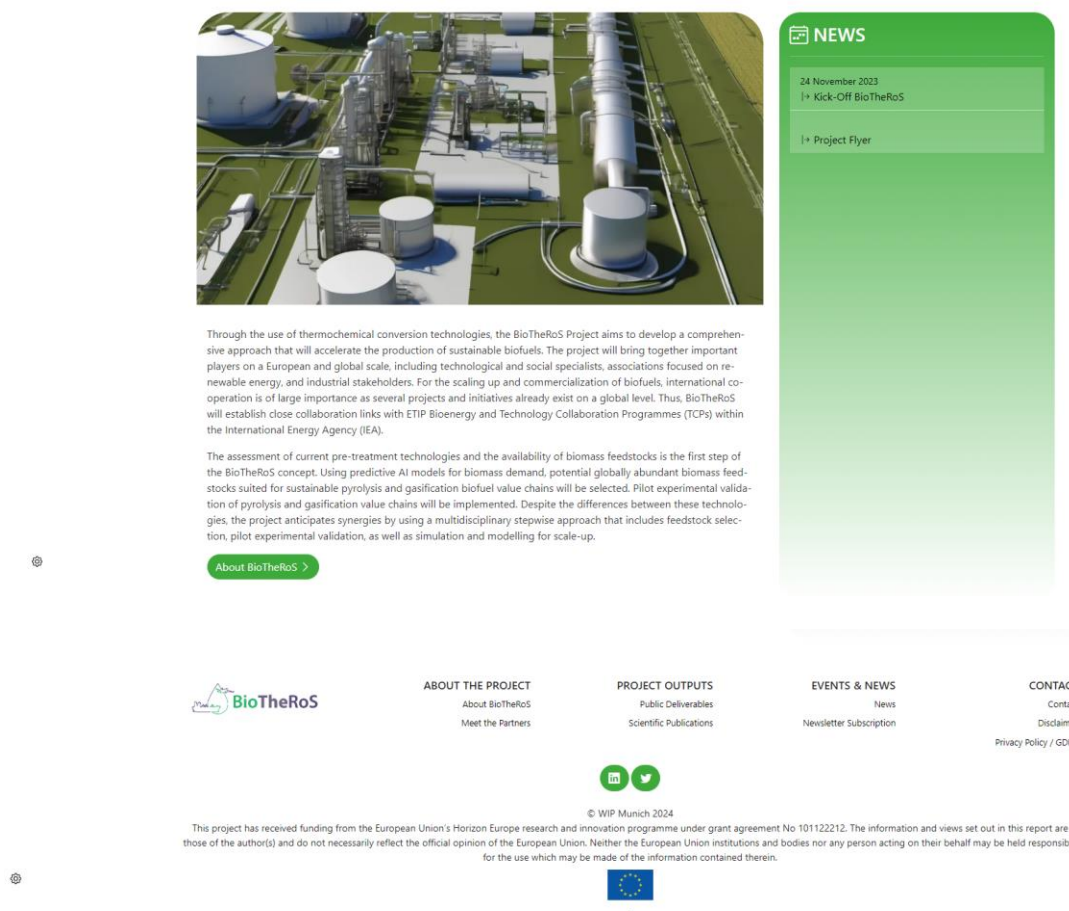
Figure 5 shows an overview from the homepage.
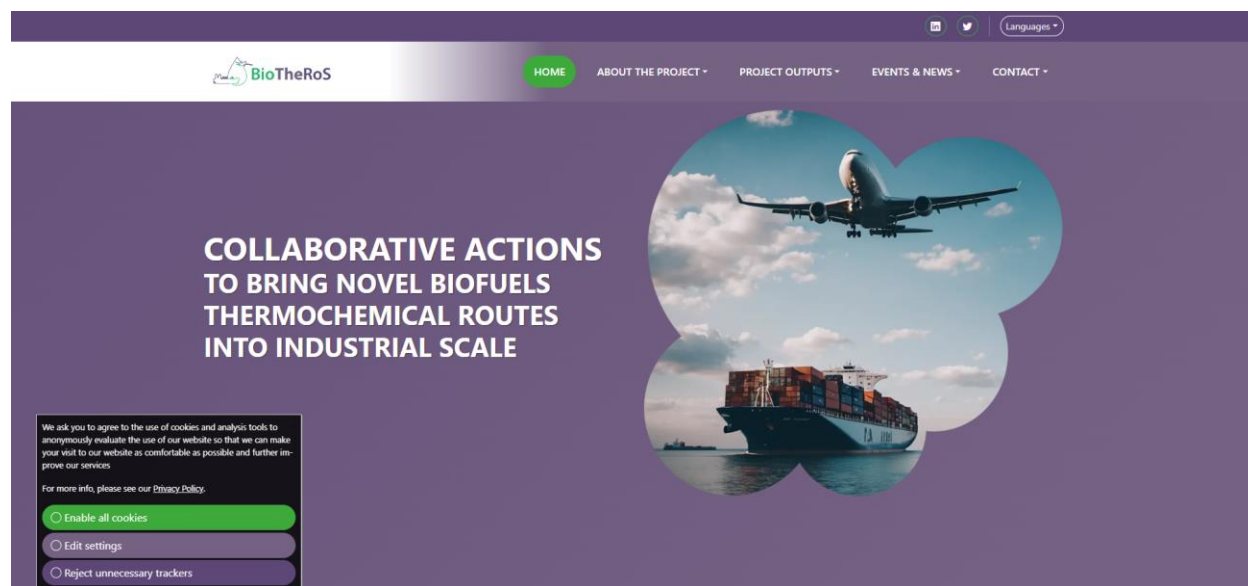
Figure 5 BioTheRoS website

Conclusions

In conclusion, the implementation of a well-defined project branding is crucial for enhancing visibility, engagement, and communication, both during project execution and in showcasing its outcomes. A clear project brand streamlines communication efforts, facilitates recognition, and contributes to the project's legacy. Compliance with specific communication and visibility guidelines, particularly for EU-funded projects, is imperative to ensure proper acknowledgment of funding sources and adherence to branding requirements. The selection of green and purple as the colour codes for the BioTheRoS project reflects its sustainability goals and commitment to innovation and collaboration. The project logo incorporates elements that symbolize its objectives and activities, serving as a recognizable visual identifier across various platforms and materials. Additionally, the development of PowerPoint and Word templates ensures consistency in presenting project outcomes, while the systematic approach to developing the

project website aligns with its brand identity and objectives. Moving forward, these branding and communication strategies will continue to play a vital role in effectively conveying BioTheRoS' mission and achievements to stakeholders and the public.