



# Sun4All

## D6.2 Visual Identity

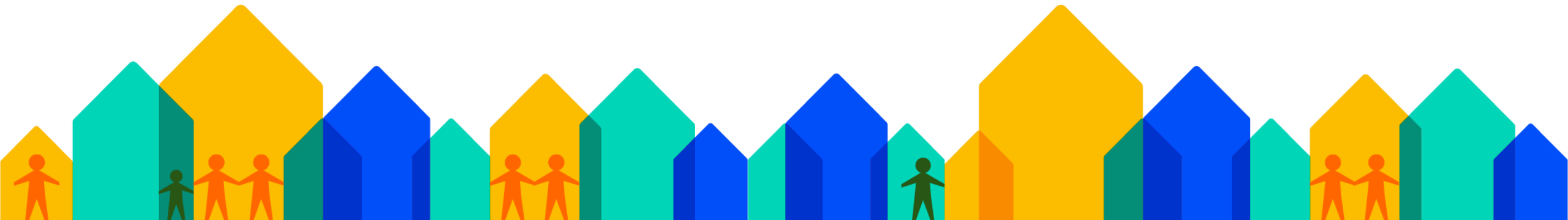
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Work Package 6



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Project name	Sun4All (Eurosolar for all: energy communities for a fair energy transition in Europe)
Slogan	Solar power to the people
Web address	<a href="http://www.sunforall.eu">www.sunforall.eu</a>
Contact	<a href="mailto:info@sunforall.eu">info@sunforall.eu</a>

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# **1. Introduction - structure and purpose of this document**

This document serves two purposes: it summarizes the elements of the project's Deliverable 6.2 "Visual Identity" of Work Package 6 and it serves as a guideline, presenting and explaining the most important aspects of the project's visual identity, in order to be most supportive for the Sun4All project partners and to ensure consistent application of unified visual elements.

The presentation contains information about the Sun4All project logo and its correct use, about colours and fonts, which may be used when communicating about the project, and about available templates. It also explains the structure of the project website and provides detailed information on the EU funding acknowledgement.



## 2. Logo

### 2.1 Logo design

The Sun4All project logo combines the project's main aspects: several small houses reflect the energy communities as well as the project's inclusive approach of leaving no one behind. Together, the houses create the shape of the sun, which symbolizes the renewable solar energy generation. Both aspects are again combined in the project name "Sun4All" and the tagline "solar power to the people".



## 2. Logo

### 2.2 Logo positioning | part 1

**The Sun4All logo should be used in all materials produced** within the scope of the project, particularly in those dedicated to external parties.

**The logo must be surrounded by sufficient free space** to ensure good visibility and a visual separation from other elements (see also next slide). The size of the letter A, which is part of the logo design, serves as a reference for the space that should be kept between the Sun4All logo and other elements.



## 2. Logo

### 2.2 Logo positioning | part 2

Where reasonable, project partners are invited to add their organization's logo to materials.

Whenever the Sun4All logo and other logos are used on the same material, it must be ensured, that all logos are surrounded by sufficient free space (see previous slide) and that all logos have the same size, i.e. the same visual weight.

**Particular attention must be paid to the placement of the EU emblem at a distance from organisations' and project logos (see point 8.2).**





## 2. Logo

### 2.3 Logo versions | part 1

Depending on the use case (e.g. background colour) and available space, **the logo can be used with or without tagline.**

To ensure that the tagline can be understood by all stakeholders, it was translated into the main languages of the pilot locations (Portuguese, Spanish, Catalan, French and Italian).

The different logo versions have been made available to the partners in the project shared space.





## 2. Logo

### 2.3 Logo versions | part 2

The Sun4All logo was created in three colour schemes (full colour, black and white), to ensure its visibility on different types of backgrounds.

Availability of three different colour versions enables the use of the logo on different kind of promotional and informational materials with different background colours (see also the next slide).



## 2. Logo

### 2.3 Logo versions | part 3

On images or dark backgrounds, the white logo version may be used, whereas on white or bright backgrounds, the coloured or black version may be used.






To ensure good legibility, as well as good visibility of the project logo, **the colour contrast between background and logo has to be strong enough.**

### 3. Colour palette


To keep a consistent look and feel across the project, which creates and strengthens a recognition effect, certain colours are destined to form the project's colour palette.

The colour palette – presented on this slide as well as represented in the logo – is to be utilised with the specific CMYK and RGB values across all templates and communications products.

#### RGB colour palette

				
<b>R</b> 255 <b>G</b> 102 <b>B</b> 0	<b>R</b> 255 <b>G</b> 139 <b>B</b> 0	<b>R</b> 252 <b>G</b> 188 <b>B</b> 0	<b>R</b> 0 <b>G</b> 213 <b>B</b> 184	<b>R</b> 0 <b>G</b> 79 <b>B</b> 249
#FF6600	#FF8B00	#FCBC00	#00D5B8	#004FF9

#### CMYK colour palette

				
<b>C</b> 0 <b>M</b> 70 <b>Y</b> 100 <b>K</b> 0	<b>C</b> 0 <b>M</b> 54 <b>Y</b> 94 <b>K</b> 0	<b>C</b> 0 <b>M</b> 29 <b>Y</b> 94 <b>K</b> 0	<b>C</b> 67 <b>M</b> 0 <b>Y</b> 40 <b>K</b> 0	<b>C</b> 100 <b>M</b> 70 <b>Y</b> 0 <b>K</b> 0

## 4. Fonts in use | part 1

Next to consistent colours, consistent typography strengthens the recognition of the Sun4All visual identity.

In Microsoft PowerPoint presentations and in Microsoft Word documents, the Verdana font should be utilised.

The Verdana font is licensed under the [License Microsoft fonts](#), and available for use in all [Microsoft Office apps](#).

Verdana

## 4. Fonts in use | part 2

Sun4All utilises the **Work Sans** font for the logotype, on the website and in publications prepared with Adobe software.

The **Noto Serif** font is used for headlines on the website and publications.

The [Work Sans](#) and the [Noto Serif](#) fonts are licensed under the Open Font License and available on the [Google font site](#).

Work Sans

Noto Serif

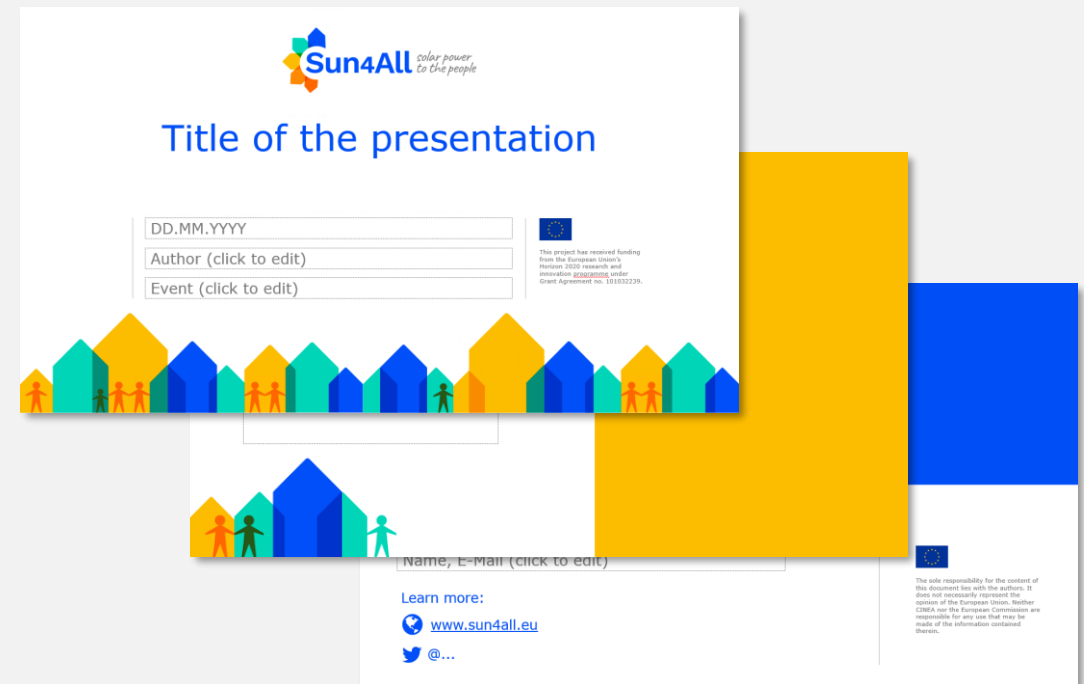
## 5. Templates

### 5.1 Microsoft PowerPoint template

A PowerPoint template has been produced to facilitate the preparation of presentations by the Sun4All project partners.

The template contains a title slide and a back cover with the EU funding acknowledgement, as well as different template slides for various types of content.

The template has been made available in the project shared space.



## 5. Templates

### 5.2 Microsoft Word template

A Word template has been produced and shared among partners in the Sun4All consortium, for consistent project documentation.

The template has a title page, a back cover and all styles defined within it. It includes the EU funding acknowledgement.

Partners should make use of it for their deliverables, as well as for other documents to be produced using Word.





## 6. Website

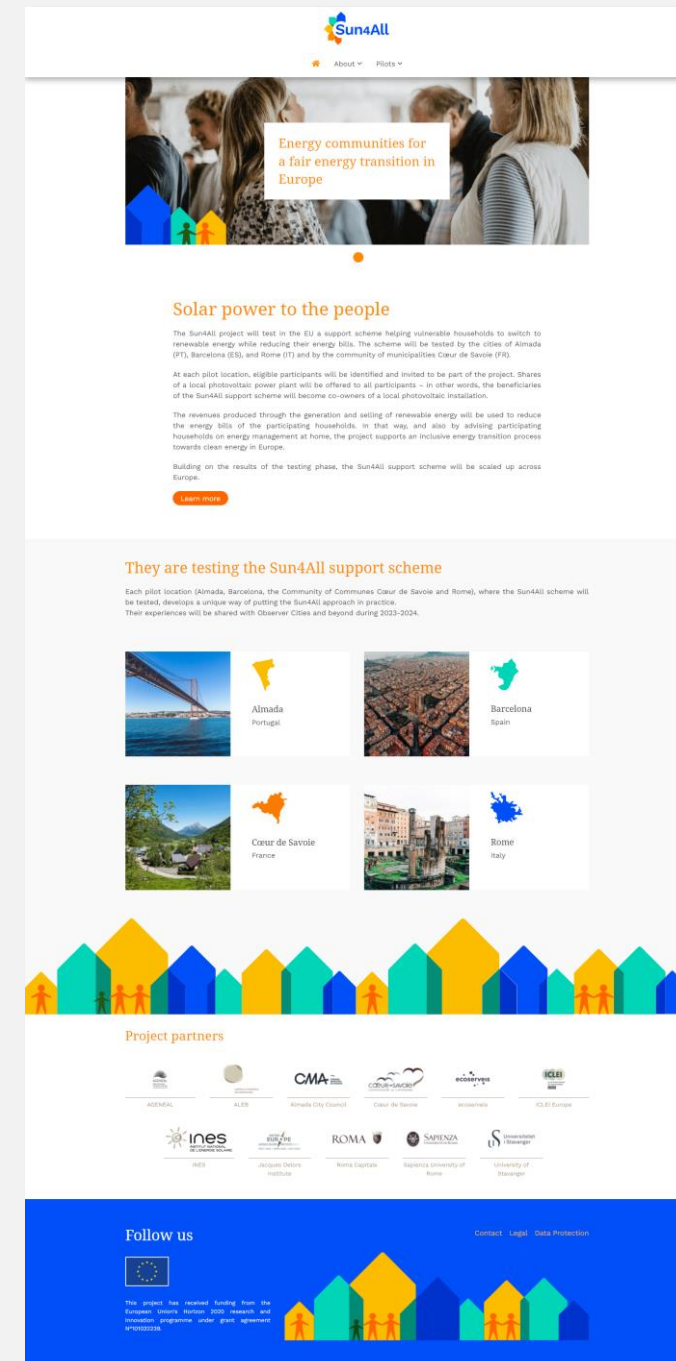
### 6.1 Structure

The Sun4All website constitutes a main communication tool during the project lifespan, which centralizes and thereby facilitates access to relevant information for the project's stakeholders.

The website provides information about the project itself, the functioning of the Sun4All support scheme and the respective project set-up of each pilot location. It will inform users about relevant news and events related to the project's context.

The website will be regularly updated and will reflect the final and interim project results (publications, public deliverables, promotional material, press echo, etc.).

The Sun4All website can be accessed via the following link: [www.sunforall.eu](http://www.sunforall.eu)





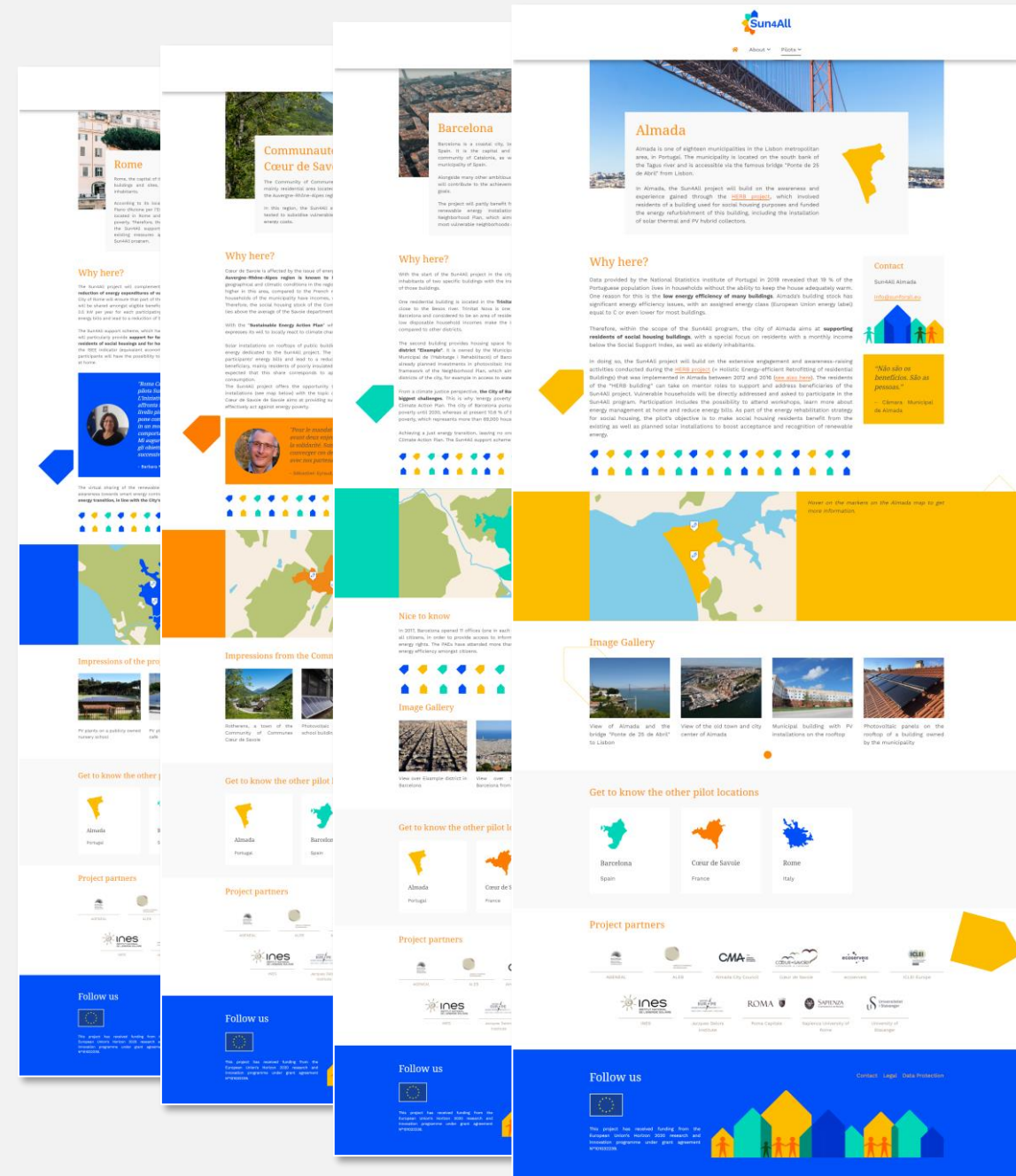
# 6. Website

## 6.2 Pilot locations

Among other pages, the Sun4All website includes four pilot sub-pages, i.e. one sub-page per pilot location (Almada, Barcelona, Community of Communes Coeur de Savoie, and Rome), where the Sun4All support scheme will be tested.

On each of the sub-pages, the issue of energy poverty is put in the respective local context, and insights are given on the pilot location's specific project approach.

Information materials in English and the languages of the pilot countries, as well as pictures, will be made available to give stakeholders a detailed understanding of the project.



## 7. Social Media hashtags

Project partners may use their own Social Media channels to **share publications** that were made via the official Sun4All Social Media channels (Twitter + LinkedIn) to increase their reach.

In general, partners may use their organizations' own Social Media channels to inform their network about the project. In doing so, the official Sun4All profiles should be tagged.

Provided that sufficient space (i.e. characters) is available, topic related hashtags (see on the right) may be used to reach as many Social Media users as possible.

Project hashtag:

[#sun4all](#)

Topic related hashtags

with higher reach:

[#energytransition](#)

[#renewableenergy](#)

[#solarenergy](#)

[#cleanenergy](#)

Topic related hashtags

with lower reach:

[#solarpower](#)

[#energycommunity](#)

[#energypoverty](#)

## 8. Funding acknowledgement and EU emblem

### 8.1 Regular version

Communication, dissemination and exploitation materials and activities of the Sun4All project must acknowledge the EU funding. The EU emblem must accompany the funding acknowledgement (see article 38.1.2 of grant agreement n° 101032239).



The Sun4All project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101032239.

The following disclaimer text should be added to all content-related materials (see article 38.1.3 of grant agreement n° 101032239):

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## 8. Funding acknowledgement and EU emblem

### 8.2 EU emblem

The EU emblem, as well as guiding documents for correct use and placement of the emblem can be downloaded [here](#).

**Particular attention must be paid to the placement of the EU emblem at a distance from organisations' and project logos** (see page 11 in the [guiding document](#)).

The EU emblem and guidelines for the correct use of the EU emblem have been additionally made available to the partners in the project shared space.



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Learn more:



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