





Horizon2020 Framework Programme

Project number 951974

Brand Identity

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Revision and history chart

<i>Version</i>	<i>Date</i>	<i>Comment</i>
0.1	30.9.2020	Complete description of brand identity elements

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Executive Summary

This document describes all the designs and tools which create the CleanHME project's brand identity. Specifically, it introduces the project logo, presentation template, deliverables template and general style guidelines for the documents.

These tools give a uniform outlook to all the CleanHME dissemination materials.

1 Project logo

Several project logo candidates were designed and compared at the project start. One selected project logo design was finalized into the CleanHME logo shown in figure 1. This logo will appear on all dissemination materials (presentations, reports, deliverables), as well as on project-internal documents. This logo conveys a well-recognizable identity of CleanHME documents.



Figure 1 CleanHME project logo

2 Presentation template

A presentation template was developed and distributed within the consortium. This template will be used for all project-external presentations (conferences, scientific workshops), as well as for project-internal meetings (consortium meetings, review meetings, progress presentations, etc). The title slide include the EU logotype as well as the project logotype. The last slide refers to the grant agreement number with the text “This project has received funding from the European Union’s Horizon2020 research and innovation programme under grant agreement no 951974”. The outlook of this template is shown in figure 2.

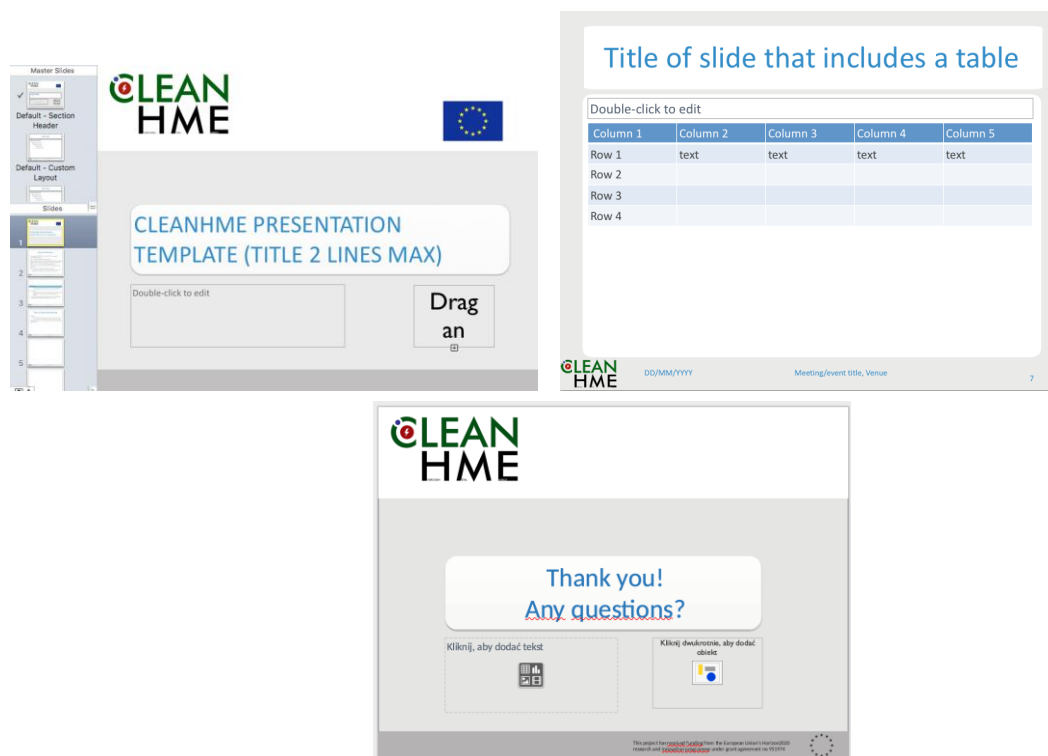


Figure 2 CleanHME presentation template views

3 Deliverables template

A deliverables template was developed and distributed within the consortium. This template will be used with all project deliverables, including the present document, giving them a uniform outlook.

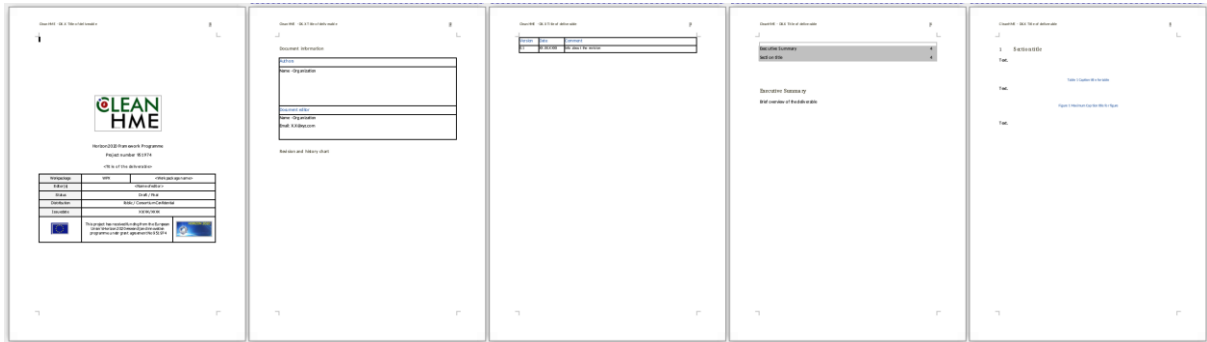


Figure 3 CleanHME deliverables template views