Demonstrative process for the production and enzymatic recycling of environmentally safe, superior and versatile PHA-based rigid packaging solutions by plasma integration in the value chain

D.7.1 Project identity & Project templates

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Acronyms

WP	Work Package
D	Deliverable
EU	European Union
EC	European Commission
BBI-JU	Bio-Based Industries Joint Undertaking
H2020	Horizon 2020

Table of Content

Executive summary **4**

Introduction **5**

1. Project logo **6**

2. Colour scheme **6**

3. Typography **7**

4. Templates **8**

Conclusions **9**

Index of Figures

Figure 1: BioSupPack logo; compact and extended version 6

Figure 2: BioSupPack palette 6

Figure 3: BioSupPack title typeface “Gibson Regular” 7

Figure 4: BioSupPack title typeface “Gibson Bold” 7

Figure 5: BioSupPack templates and the website font 7

Figure 6: Presentation templates first and last page 8

Executive summary

The objective of this deliverable is to describe BioSupPack's visual identity in a clean and unambiguous way, and to explain how the project identity must be developed in every piece of communication jointly with BBI-JU communication guidelines.

Introduction

The style, the formal coherence and the consistency in a project's communication defines its personality and gives the possibility to be reminded by a large audience. This document intends to normalise and homogenise the graphic parameters to be used by everyone in charge of representing BioSupPack's image. All communication and dissemination materials produced within the project will be designed in line with this project identity.

The visual identity uses a set of graphic elements to easily identify the BioSUpPack Project. The overall aim is to create a coherent and highly recognisable image of the project to support communication and dissemination measures, such as publications and all kinds of written as well as visual communication about on-going and completed research activities. This section gives a brief description of how the visual identity was established.

1. Project logo

The BioSupPack logo builds on and reflects the core content of the project. It is based on the theme of recycling and importance of sustainable bio-based packaging solutions.

Figure 1: BioSupPack logo; compact and extended version

The logo cannot be used with different colours from the ones stated in this document, proportions will never be altered and any use on coloured background should never alter its visibility.

2. Colour scheme

To represent the BioSupPack project a palette of one colour was selected. No other colours are permitted, except for black and white.

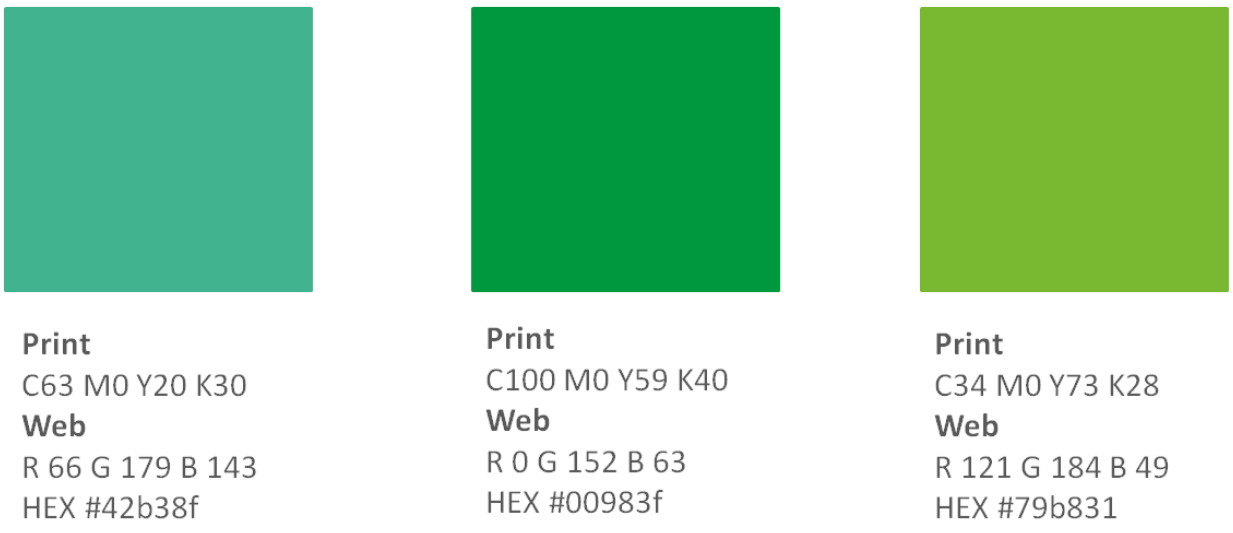

Figure 2: BioSupPack palette

3. Typography

Distinctive and powerful typography reinforces the project's visual identity, adds character to key messages and enables communication with target groups more effectively.

For the BioSupPack project the following two fonts were selected: the first is used for the print design elements and the logo while the second which is a universally accessible font is used for templates and the website.
Gibson is the project's title typeface. Gibson Regular is used for the lettering "BIOSUP" and Gibson Bold for the final lettering "PACK".

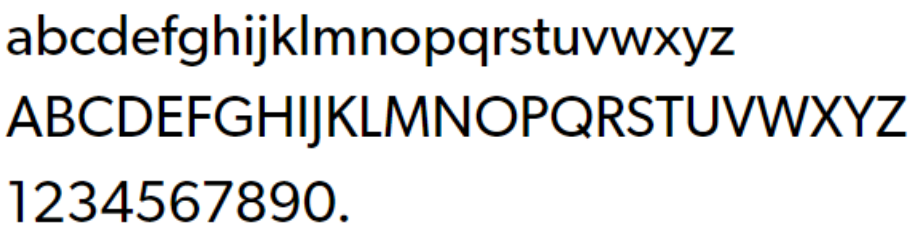

Figure 3: BioSupPack title typeface "Gibson Regular"

Figure 4: BioSupPack title typeface "Gibson Bold"

Calibri (Corp) is the typeface used for core content.

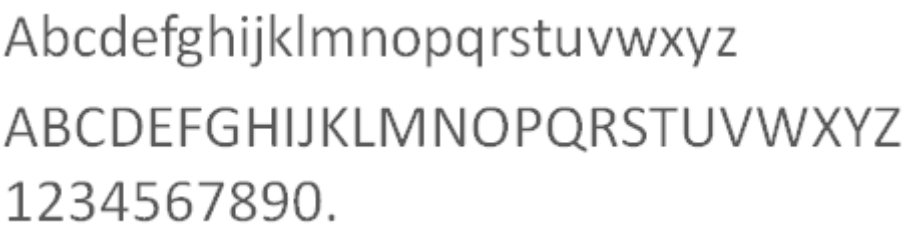

Figure 5: BioSupPack templates and the website font

The recommended minimum font size for core content text is size 10. Taking into account the needs of people with sight problems and behavioural patterns in reading text online, web text will be between 12 and 14 point. Body copy should left-aligned.

4. Templates

To ensure a consistent ‚look and feel' across the project a series of Word and PowerPoint templates have been designed. Common templates for written deliverables (Microsoft Word, see format of this report), and BioSupPack presentations (Microsoft PowerPoint) have been created. In pursuance of a consistent brand identity, the design of the templates follows the same style of the logos. Logos, graphic elements and templates are already available for partners in BioSupPack private area.

The deliverable template is the one used for this document.

The PowerPoint presentation template will be used to present the BioSupPack state of the art at internal/external events, share project information and for internal communication.

Figure 6: Presentation templates first and last page

Conclusions

The aim of the present deliverable 7.1 “Project identity & Project templates” was to give a detailed overview on the project visual identity created to be used throughout the project and give evidence of the developed templates for written documents and presentations. Having developed a professional image and appearance, a strong base for further dissemination and exploitation activities has been therefore set already in the first month of the BioSupPack project.