



D8.2 Corporate identity and logo

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Instrument:	IA		

Revision History

Revision	Date	Who	Description
0.1	02/11/2020	CS	First release of the draft version
0.2	04/11/2020	CS	Second release of the draft version
0.3	16/11/2020	CS	Third release of the draft version
1.0	17/11/2020	ENG	Final version

Quality Control

Role	Date	Who	Approved/Comment
Internal review	04/11/2020	DFSL	Approved
Internal review	06/11/2020	NOA	Approved
Internal review	16/11/2020	CERTH	Approved

Disclaimer

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Executive Summary

This document shows the **corporate identity** of 7SHIELD project funded by the European Commission. It includes 7SHIELD logo, graphical charter and other internal and external communication materials.

The corporate identity aims to support dissemination and communication activities (both internal & external) by easing information sharing and increasing 7SHIELD visibility toward its different targeted audiences.

Table of Contents

Executive Summary	4
1. Introduction	8
2. 7SHIELD Logo.....	9
3. Graphic charter	10
4. Text document layout.....	11
4.1. Common structure	11
4.2. Front page	11
4.3. Disclaimer.....	13
4.4. Footer.....	13
4.5. Last page.....	13
5. Presentation layout	15
5.1. Front slide	15
5.2. Footer.....	15
5.3. Intermediate section	15
5.4. Final slide	16

List of figures

Figure 2-1 – 7SHIELD LOGO (website version)	9
Figure 4-1 – Bannner of the EU restricted deliverables template	11
Figure 4-2 – 7SHIELD text document front page layout	12
Figure 4-3 – 7SHIELD text document footer layout for unrestricted reports	13
Figure 4-4 – 7SHIELD text document footer layout for EU restricted reports.....	13
Figure 4-5 – 7SHIELD last page content layout.....	14
Figure 5-1 – Front slide of 7SHIELD presentation template.....	15
Figure 5-2 – 7SHIELD presentation footer layout.....	15
Figure 5-3 – Intermediate section slide of 7SHIELD presentation template	16
Figure 5-4 – Final slide of 7SHIELD presentation template.....	16

List of Tables

Table 2-1 – 7SHIELD Logos.....	9
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Definitions and acronyms

CA	Consortium Agreement
CI	Critical Infrastructure
CIP	Critical Infrastructure Protection
C/P	Cyber/Physical
DoA	Description of Action
EC	European Commission
EU	European Union
GA	Grant Agreement
PC	Project Coordinator
SIPS	Sensitive Industrial Plants and Sites
SC	Scientific Coordinator
TM	Technical Manager
WP	Work Package

1. Introduction

The corporate identity (i.e., logo, templates, graphical charter, etc.) of the project is a manner in which 7SHIELD presents itself to its various audiences. It helps identifying 7SHIELD documents, results and communication materials by consortium members, stakeholders and external audiences and provides a clear and consistent identity from the beginning to the end of the project. All the dissemination tools (website, social media, etc.) and materials (leaflets, posters, presentations, etc.) will be designed in line with the corporate identity of the project to guarantee a consistent and professional look.

2. 7SHIELD Logo

7SHIELD logo is a central element of the project identity. It has been designed with the aim to be both recognisable and relevant towards 7SHIELD concept. The versions of the logo are presented below in Table 2-1. They are being used depending on the background colour of the communication materials.



Table 2-1 – 7SHIELD Logos

Information on colours used:

Green

- **CMYK:** 74-0-58-0
- **RGB:** 43-185-145
- **Hexa:** #454545

Grey

- **CMYK:** 67-60-58-43
- **RGB:** 69-69-69
- **Hexa:** #454545

A horizontal version of the logo has been created for the website in order to be more readable, as shown in Figure 2-1.








Figure 2-1 – 7SHIELD LOGO (website version)

3. Graphic charter

To unify the visual aspects of 7SHIELD reports and communication materials, a graphic charter has been created.

The colours used for content creation are:

	rgb (43,185,145)
	rgb (91,184,148)
	rgb (69,69,69)
	rgb (84,84,84)
	rgb (191,191,191)

The official font used across the whole document for normal text is **Avenir size 11**.

Sections and subsections are provided to structure the document. Sections and subsections are created by using the various 'Heading' styles. These are the styles for titles and bullets:

Title level 1

Title level 2

Title level 3

Title level 4

- Bullet list level 1
 - Bullet list level 2
 - Bullet list level 3

4. Text document layout

In order to facilitate the creation of 7SHIELD reports, including official deliverables, and ensure a standardized layout, a template has been created following 7SHIELD graphical charter described above in Chapter 3.

Two versions of the text document layout are available. The first one is dedicated to Public or Confidential reports and deliverables. The second one is for European Restricted deliverables. The level of dissemination for each deliverable is properly identified in the Grant Agreement. The difference between the two versions is that the second one displays a red banner, as shown in Figure 4-1, at each page's header and footer to indicate that it is an EU Restricted document.



Figure 4-1 – Bannner of the EU restricted deliverables template

4.1. Common structure

A common structure is proposed for all text reports and deliverables:

Page 1: Front page

Page 2: Revision history table and Quality control table

Page 3: Disclaimer

Page 4: Executive summary

Page 5: Table of Contents

Page 6: List of figures and List of tables

Page 7: Definitions and acronyms

Page 8: Introduction

Page 9 to N: Document content

Page N+1: Results / Conclusions and future outlook


Page N+2: References

Page N+3 Annexes

4.2. Front page

The text document front page template includes 7SHIELD logo, all main information about the document (i.e. the document name, the related work package, the partner responsible for its delivery, the author, its due date, its version number, its level of dissemination), about

the project (i.e. project number, project acronym, project title, start date, duration, call identifier, topic and type of H2020 funding instrument), the EU flag and a clear statement that the project has received funding from the Horizon2020 (see Figure 4-2, below).



7SHIELD

Dx.y <Deliverable full name (from DoA) here>

Work Package:	<WP here>		
Lead partner:	<Lead Partner name and short code (from DoA) here>		
Author(s):	<Authors name and surname (PARTNER_SHORTNAME)>		
Due date:	<due date as per DoA>		
Version number:	0.1	Status:	Draft
Dissemination level:	<Dissemination level (from DoA)>		

Project Number:	883284	Project Acronym:	7SHIELD
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European Union Funding
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 883284

Figure 4-2 – 7SHIELD text document front page layout

4.3. Disclaimer

The template includes a disclaimer that will be included in every text document and that is presented below:

"

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"

4.4. Footer

Each page of the document has a generic footer including 7SHIELD logo, the identification number and title of the deliverable (according to DoA) and the page number, as shown in Figure 4-3.

As mentioned earlier, an additional red banner stating "RESTREINT UE/EU RESTRICTED" is added to the document footer for EU-restricted reports and deliverables, as shown in Figure 4-4.

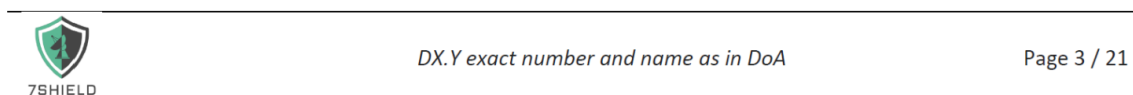


Figure 4-3 – 7SHIELD text document footer layout for unrestricted reports

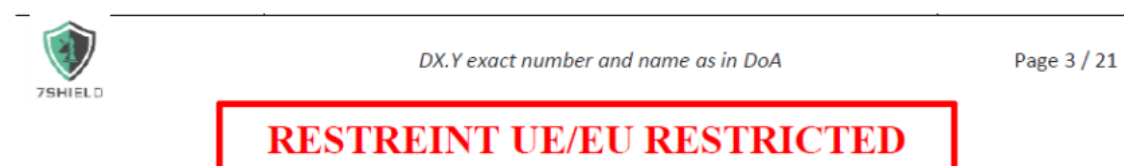
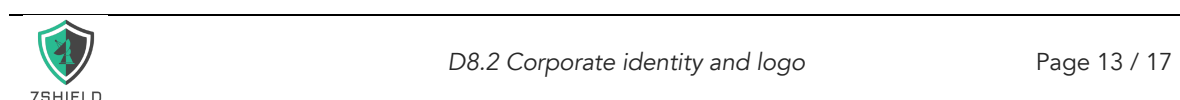


Figure 4-4 – 7SHIELD text document footer layout for EU restricted reports

4.5. Last page

The very last page of 7SHIELD text document template includes the EU emblem, the grant agreement number and a clear statement that the project has received funding from the Horizon2020 (see Figure 4-5, below).





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Horizon 2020 research and innovation programme
under grant agreement No 883284*

Figure 4-5 – 7SHIELD last page content layout

5. Presentation layout

In order to facilitate the creation of 7SHIELD presentations for internal and external communication activities, and ensure a standardized layout, a template has been created following 7SHIELD graphical charter described above in Chapter 3.

5.1. Front slide

7SHIELD presentation template front slide includes the logo, the EU emblem and a clear statement that the project has received funding from the Horizon2020 (see Figure 5-1, below).

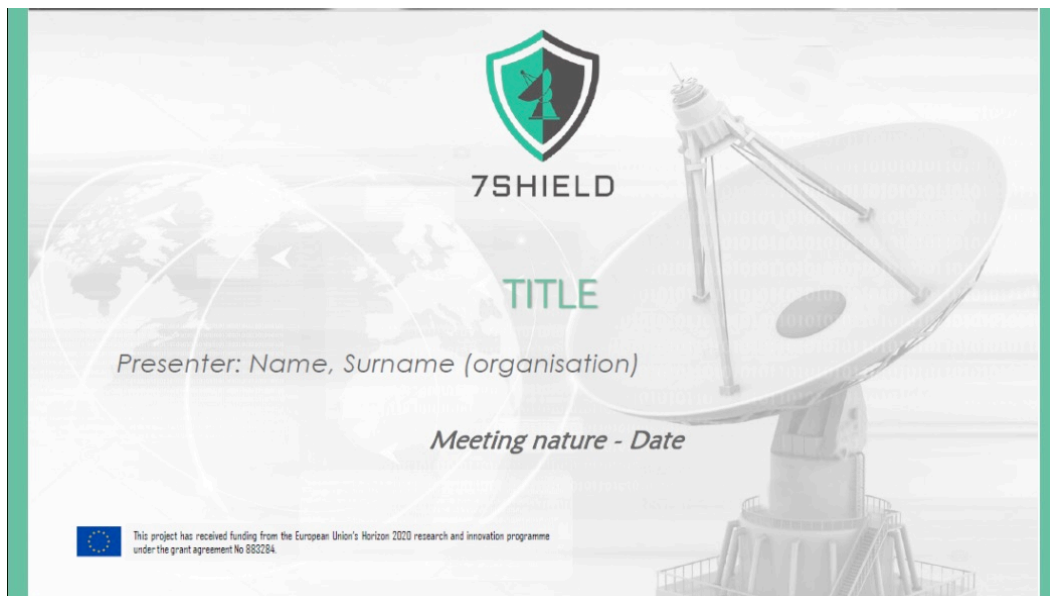


Figure 5-1 – Front slide of 7SHIELD presentation template

5.2. Footer

Each slide of the presentation (except specific slides, as presented in this chapter) has a generic footer including 7SHIELD logo to the left, and a banner including the name of the project, the name and date of the presentation and the Slide number, as shown in Figure 5-2. The banner is coloured according to 7SHIELD graphic charter.



Figure 5-2 – 7SHIELD presentation footer layout

5.3. Intermediate section

A specific slide has been made to introduce a new section and/or presenter, as shown in Figure 5-3. It includes 7SHIELD logo and is coloured accordingly to 7SHIELD graphic charter.

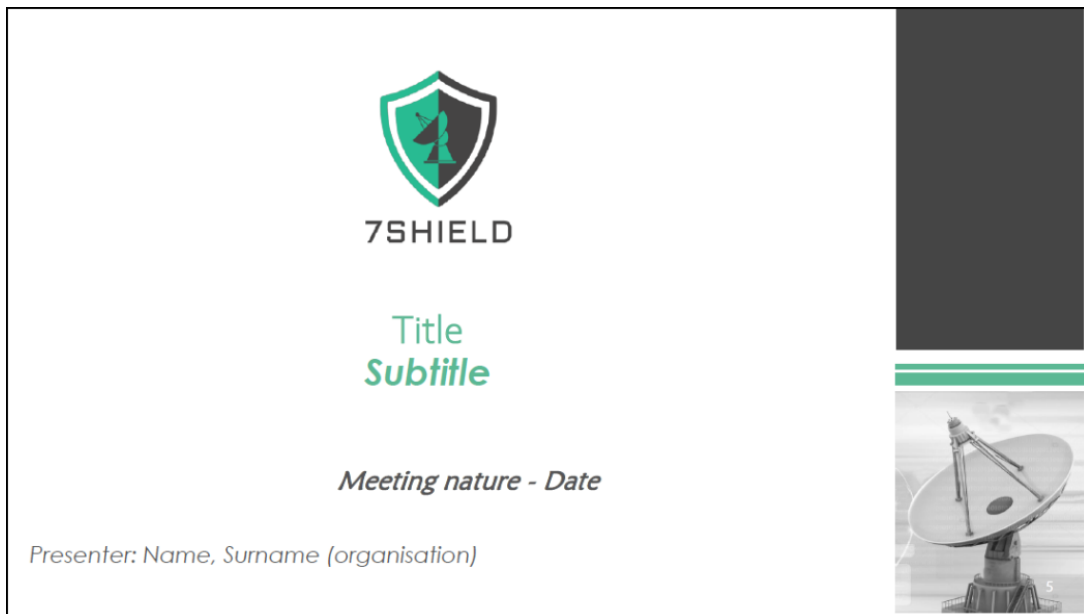


Figure 5-3 – Intermediate section slide of 7SHIELD presentation template

5.4. Final slide

The very last slide of 7SHIELD presentation template includes 7SHIELD logo and visuals that have been treated with 7SHIELD graphic colours, as shown in Figure 5-4. The same picture of antennas is used in 7SHIELD website home page.



Figure 5-4 – Final slide of 7SHIELD presentation template



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under grant agreement No 883284*