4AirCRAFT

Air Carbon Recycling for Aviation Fuel Technology

Logo, visual identity, guidelines and document templates

DELIVERABLE 5.1

Date	31/07/2021
Grant Number	101022633
Lead Author(s)	Vanesa Gil, Aragon Hydrogen Foundation (FHa)
Co-Author(s)	Eduardo Bernad Quílez, Aragon Hydrogen Foundation (FHa)
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Document history

Version	Date	Name	Description
v0.1	2021-07-12	Vanesa Gil, FHa Eduardo Bernad, FHa	Consolidated draft for revision by ALL partners
V0.2	2021-07-30	Vanesa Gil, FHa	Final document after Quality Assurance submitted to the EC

Contents

List of Figures

List of Acronyms

RGB	Red Green Blue
EC	European Commission
EU	European Union
JST	Japan Science and Technology Agency
FAPESP	The Sao Paulo Research Foundation

Executive Summary

This deliverable is part of the WP5 which is the main interface between the project and the scientific community, academics, industry, general public and policy makers and other institutions.

Towards this goal, *Task 5.1. Communication, Dissemination and Awareness activities* aims at making the 4AirCRAFT results widely known.

This deliverable describes the visual identity and the associated official logo of the project.

1. Introduction

The D5.1 deliverable aims to present the visual identity components and all relevant template designed for the 4AirCRAFT project.

The overall objective has been to create a coherent, practical, and highly identifiable visual identity for the project. It uses clear and visual graphic elements to make it more recognisable and understandable to the general public.

The main goal of this visual identity is to offer a quantity indicator to guarantee effective and efficient communication as well as the standard of research to ensure that the tangible results of the project have the corresponding impact.

This report is written to show the visual identity's guideline for the 4AirCRAFT project, thus becoming a tool to "join" its members. It ensures that the project has a recognisable brand to support all communication and dissemination measures, such as publications and all types of written and visual communication on the research activities carried out by the consortium.

These instructions should be applied by all 4AirCRAFT partners responsible for the preparation, review or dissemination of project results. The following pages focus on the detailed explanation of 4AirCRAFT visual elements and how to use them correctly and coherently in all sorts of media, both graphical and physical. The attention in following these guidelines is crucial to ensure a good reputation of the 4AirCRAFT project.

2. 4AirCRAFT Logo

The 4AirCRAFT logo is the cornerstone of the visual identity and can perfectly define and strongly symbolise the philosophy of the project. It is understood as the signature of our partnership and of 4AirCRAFT. The logo chosen is designed to be simple, easily recognisable, and self-explanatory, so that people can immediately grasp the main idea of the project, serving as a trademark for the community.

Initially, four potential logos were presented to discussion with 4AirCRAFT partners. The most appealing among the following options was selected (Figure 1) prior to the Kick-off meeting:

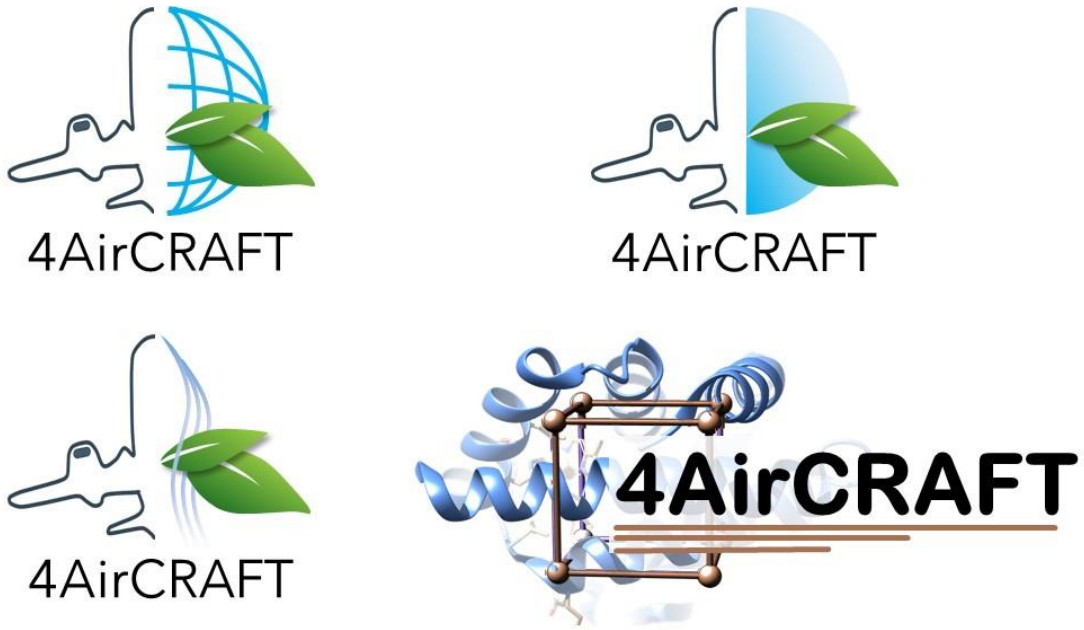


Figure 1. Initial 4AirCRAF Logo proposals.

Later, three more versions were drafted as a result of a combination of different features taken from the most voted logo initially. The final result, selected and approved during the General Assembly of the Kick-off Meeting, was the following 4AirCRAFT Official Logo:

Figure 2. 4AirCRAFT Official Logo.

The 4AirCRAFT logo (Figure 2) depicts the figure of an aeroplane symbolising the final goal of the project, the synthesis of alternative aviation fuels. The grey colour represents the environmental disaster caused by the combustion of traditional fuels. A lined semi-sphere represents the global perspective that needs to find a solution to climate change challenge, following the point of view that a worldwide threat needs to be globally faced, while the colour blue shows the clean solution. The green sieves show the partners' concern for the environment and the ambition to reach a sustainable technology. In addition, the logo contains the word 4AirCRAFT, abbreviation of the title *Air Carbon Recycling for Aviation Fuel Technology*, written in two different styles. The style Brus Script MT is used with the number 4, whereas the Calibri is used with AirCRAFT, being 30% smaller in size.

The 4AirCRAFT logo must be used by the consortium on each internal document and official communication material produced (deliverables, presentations, meeting agendas, etc.). Different formats are available on the 4AirCRAFT SharePoint:

- TIFF or JPG: High resolution (300 dpi) for printed documents
- PNG: Low resolution (72 dpi) for web use

If necessary, for the correct use of the 4AirCRAFT logo it has been developed a colour guideline (Figure 3).

Figure 3. 4AirCRAFT Logo Colour.

3. 4AirCRAFT Template

In order to ensure widespread project recognition at conferences, workshops, webinars, online publications and other dissemination events, the following templates have been prepared that reflect the visual style of the logo. For this purpose, a presentation template has been developed as well as document templates (deliverable template, meeting minutes template, and meeting agenda template). The templates are presented in individual annexes, in the end of this report.

All the 4AirCRAFT templates have been shared with the consortium by the project SharePoint in Microsoft Teams. In addition, all consortium partners are strongly encouraged to make use of these templates when presenting the 4AirCRAFT project in internal or external events.

It should be noted that the templates might be updated during the project lifetime if needed according to the consortium suggestions and needs.

3.1 Presentation Template

The presentation template is an essential support for sharing and presenting relative information of the project. The 4AirCRAFT Presentation template is designed to be adapted by all Partners and used in conferences, meetings and events in which they will present the project and its results. The template provided includes 7 slides (Annex A. Presentation Template) that are allowed to be adapted according to each partner needs and preferences for each occasion. They include a cover slide, an outline, text/list, comparison, blank slide, next section, and a closing slide.

At the cover slide (Figure 4) is included the project's logo over the complete name of the project, a title for the presentation, the meeting name and venue. In the lower left corner, there is a space to write the name of the partner, their roll and their institution, and the day. In the lower right corner, a space has been provided for the acknowledgement of the funding institutions. Finally, a line has been created at the bottom to indicate the type of presentation (Confidential/Public), the project website (under progress, Month 6), the Grant Agreement and the enumeration of the slide.

Figure 4. Presentation Template (cover slide).

3.2 Deliverable Template

Microsoft Word software has been chosen as the primary tool for documenting and sharing information among the 4AirCRAFT consortium.

In a project it is essential to report about the research activities carried out and conclusions. For this purpose, a deliverable template has been designed, and it is shown in the Figure 5, Annex B. Deliverable Template.

Figure 5. Deliverable Template (cover page).

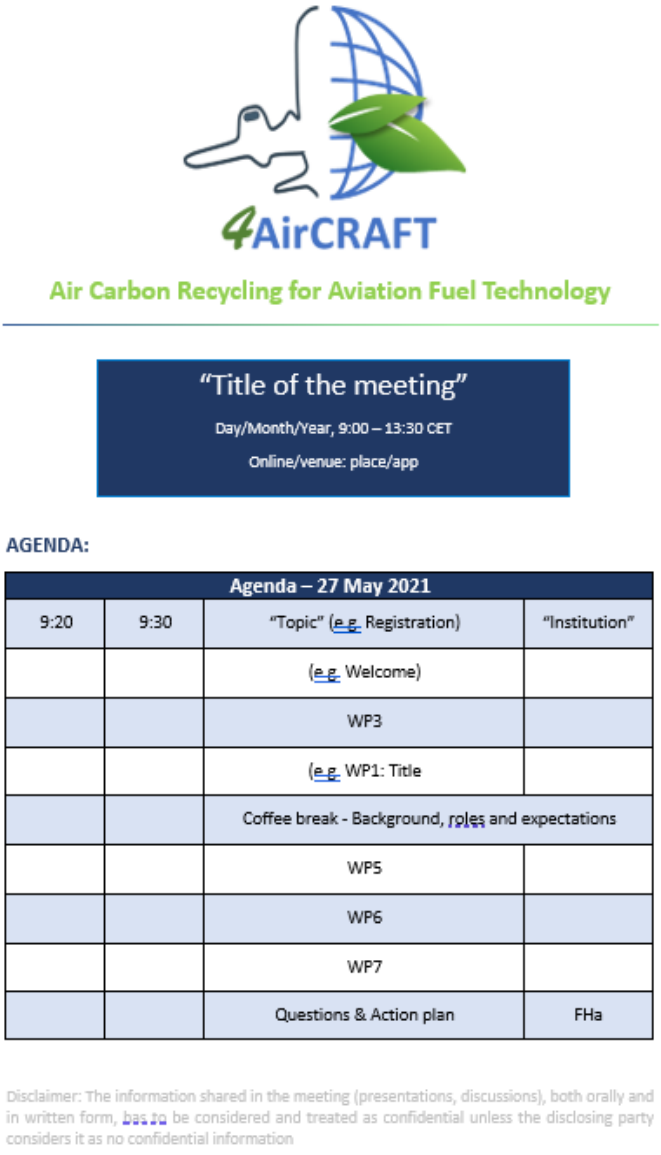
The deliverable template consists of an outline, executive summary, introduction, table of contents, a conclusion page (references in EES format), acknowledgements and annexes. A standard format has been established for headers, text, tables, figures and equations, as well as a summary list of the main acronyms.

3.3 Agenda Template

A template for the project meeting agenda has also been created (Figure 6, Annex C. Agenda Template). It includes an introduction table in which the name of the meeting, the date, the starting time, and the venue/medium by which the meeting is to be held must be written. This will be followed by the planned timetable for the meeting, the action items left over from previous meetings, a few brief information of the meeting, and the Gantt chart. At the bottom of the page will be included the following footnote:

"*Disclaimer: The information shared in the meeting (presentations, discussions), both orally and in written form, has to be considered and treated as confidential unless the disclosing party considers it as no confidential information.*"

At the end of the deliverable will be included the acknowledge to the Funding Bodies.



4AirCRAFT

Air Carbon Recycling for Aviation Fuel Technology

"Title of the meeting"

Day/Month/Year, 9:00 – 13:30 CET

Online/venue: place/app

AGENDA:

Agenda – 27 May 2021			
9:20	9:30	"Topic" (e.g. Registration)	"Institution"
		(e.g. Welcome)	
		WP3	
		(e.g. WP1: Title	
		Coffee break - Background, roles and expectations	
		WP5	
		WP6	
		WP7	
		Questions & Action plan	FHa

Disclaimer: The information shared in the meeting (presentations, discussions), both orally and in written form, has to be considered and treated as confidential unless the disclosing party considers it as no confidential information

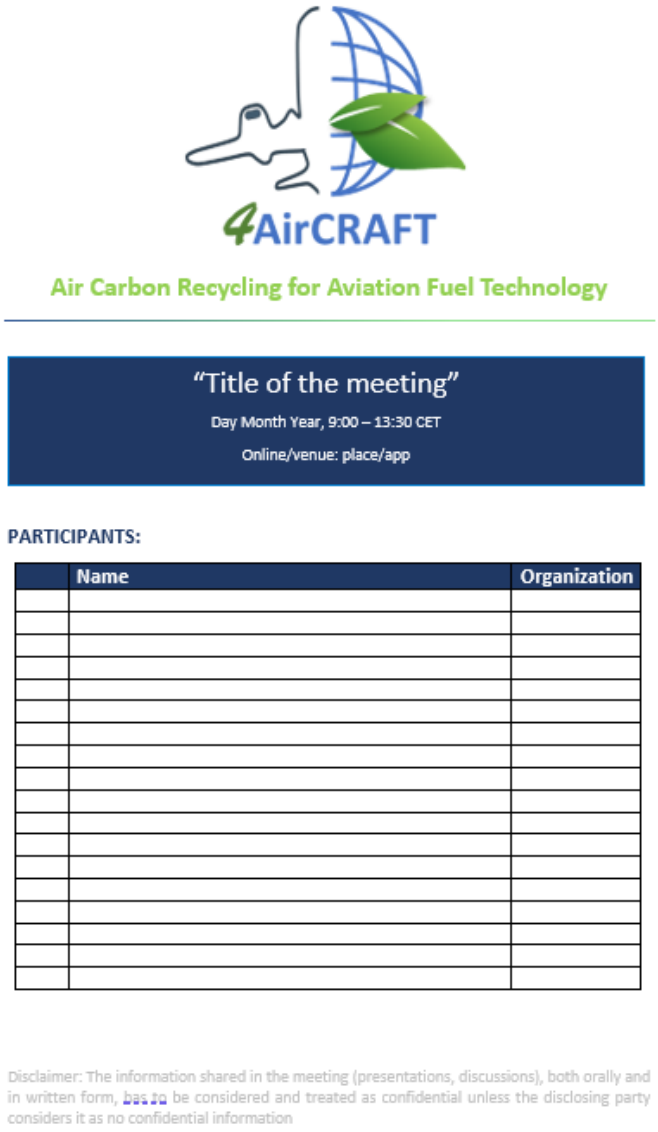
Figure 6. Agenda Template (cover page).

3.4 Minutes Template

The minutes template (Figure 7, Annex D. Minutes Template) will include the same introductory table as the agenda (name of the meeting, date, time, place). This will be followed by a table with the meeting attendees, the meeting agenda, the minutes, a list of actions called to action, the action items left over from previous meetings, and the Gantt chart. At the bottom of the page will be included the following footnote:

"*Disclaimer: The information shared in the meeting (presentations, discussions), both orally and in written form, has to be considered and treated as confidential unless the disclosing party considers it as no confidential information.*"

The acknowledge to the Funding Bodies will be included after the reference of the deliverable document and before the annexes.


4AirCRAFT

Air Carbon Recycling for Aviation Fuel Technology

"Title of the meeting"

Day Month Year, 9:00 – 13:30 CET

Online/venue: place/app

PARTICIPANTS:

	Name	Organization

Disclaimer: The information shared in the meeting (presentations, discussions), both orally and in written form, has to be considered and treated as confidential unless the disclosing party considers it as no confidential information

Figure 7. Minutes Template (cover page).

4. Funding Acknowledgement

4.1 European Funding Acknowledgement

The 4AirCRAFT project is managed by the new European Climate, Infrastructure and Environment Executive Agency (CINEA) and will receive funding from Horizon 2020. According to Article 29.4 and Article 38.1.2 of the Grant Agreement EU funding must be acknowledged in any communication and dissemination activity including (but not limited) the project website, scientific articles, press, patents, leaflets, videos, etc.. Infrastructure built with EU support must also be properly acknowledged.

The EU emblem (Figure 8) must be displayed (not the Commission's logo) and the following text must be considered:

"*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101022633*."

Figure 8. EU Logo.

4.2 Japanese Funding Acknowledgement

The 4AirCRAFT project steam from the H2020 Energy call on "Building a low-carbon, climate resilient future secure clean and efficient energy" (H2020-LC-SC3-2020-NZE-RES-CC) with a topic targeted on International cooperation with Japan for Research and Innovation on advanced biofuels and alternative renewable fuels (LC-SC3-RES-25-2020) under the Horizon 2020. Therefore, the joint research project has also received funding from Japan's Strategic International Collaborative Research Program (SICORP) under the Japan Science and Technology Agency (JST).

Reference to the JST emblem (Figure 9) must be referenced in any communication and dissemination activity and infrastructure built. The following text will be also added:

"*This work is supported by Japan Science and Technology Agency (JST).*"

Figure 9. JST Logo.

4.3 Brazilian Funding Acknowledgement

4AirCRAFT project promote the collaboration with a Brazilian academic organization under the Mission Innovation Challenge partnership. The Brazilian partner will receive funding from FAPESP (São Paulo Research Foundation). For this reason, the emblem of this institution (Figure 10) and the following text will be added.

"This project is developed in the frame of a Mission Innovation Challenge supported by The Sao Paulo Research Foundation (FAPESP)."

Figure 10. FAPESP Logo.

5. Visual identity management and guidance

The 4AirCRAFT communication and dissemination acts as the sponsor and guardian of the project's visual identity.

All the templates (deliverable, Presentation, etc.), funding bodies logos (EU, JST and FAPESP), project and partner logos, are saved in the 4AirCRAFT SharePoint.

All contact on visual identity matters and professional graphic design needs will be addressed to the coordinator entity though the email included in the project website.

6. Conclusions

Providing a coherent and consistent visual identity at an early state is a key communication and dissemination asset. For the 4AirCRAFT partners, it is essential in order to gain recognition among relevant stakeholders, create awareness among the audience, and become a solid support in the activities and objectives of the project.

A complete 4AirCRAFT visual identity has been designed. The idea is centralized on a clear 4AirCRAFT logo concept and a colour pantone. 4AirCRAFT logo has been the result of a combination of essential concepts that surround the three keywords involved in 4AirCRAFT: aviation, sustainable, worldwide.

In order to establish a common visual line for all dissemination and communication elements a short 4AirCRAFT visual identity manual has been created, based on the 4AirCRAFT Logo shape and pantone, including fonts, sizes, and all the document templates needed for homogenised communication and dissemination activities.

Acknowledgements

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ANNEX A. Presentation Template.

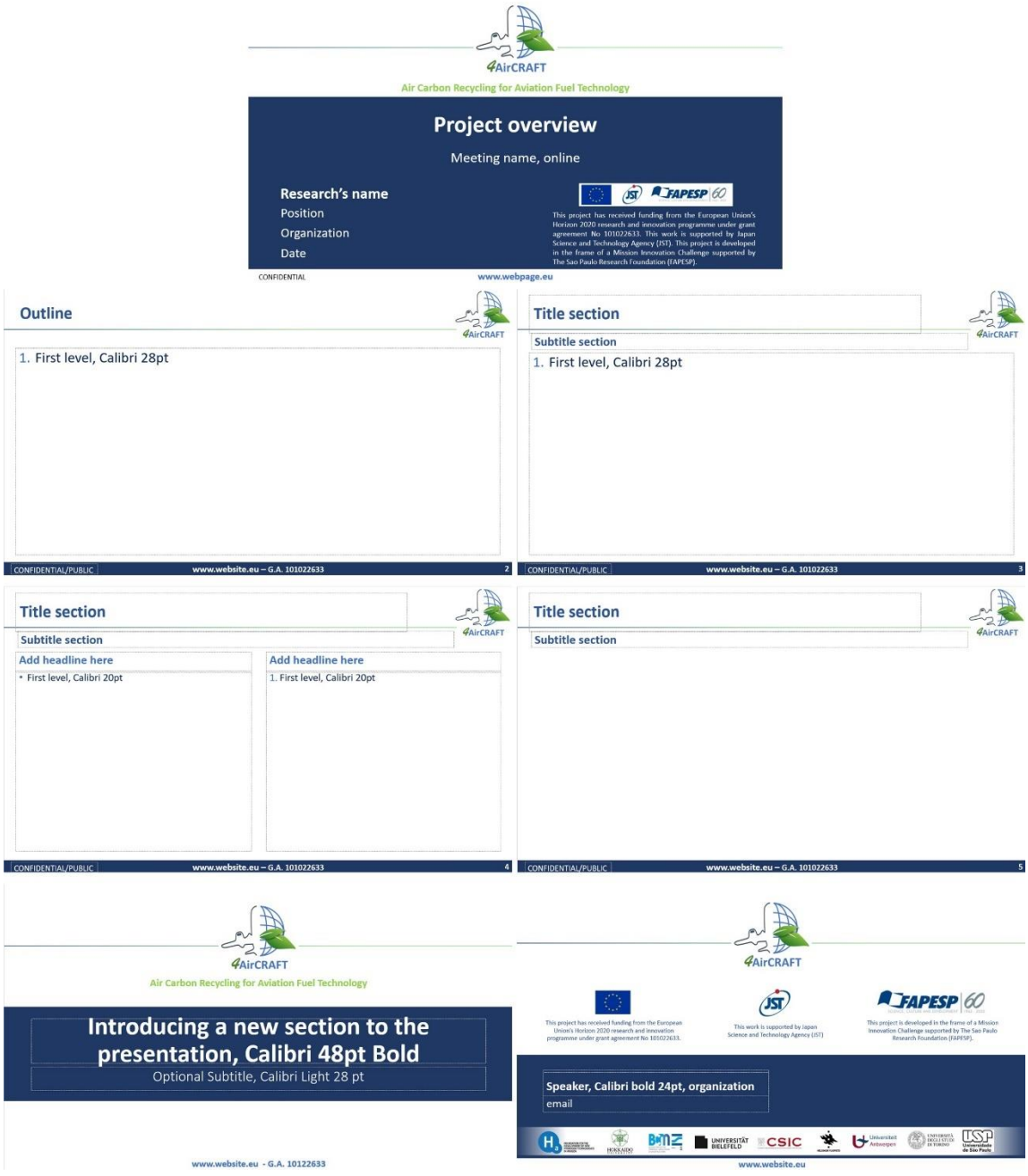

Figure 11. 4AirCRAFT Presentation Template.

ANNEX B. Deliverable Template.

Figure 12. 4AirCRAFT Deliverable Template. Part A

DX.Y. Add the title of the deliverable here

Executive Summary (Title 1, Calibri 16, bold)
Normal text, Calibri, 11, justified.

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DX.Y. Add the title of the deliverable here

1. Introduction (Title 1, Calibri 16, bold)
Normal text, Calibri, 11, justified.

Figures/graphics, tables and equations shall be numbered as it is shown below:

Figure 1. Name of figure/graphic, reference (calibri 10, bold)

Tables:

If you need to create a new table just copy the table below including the caption above the table to the new location. You can extend the table to your wishes and need. The number of the table will be updated either by right-click on both numbers and then selecting "update fields", or simply strike "CTRL + P" for "print" and then ESC to abort printing. When printing all fields used in the document will be updated automatically.

Table 1. Name of table (calibri 10, bold)

Header 1		
Content*		

*Specifications/notes: xxxxxxx

Equations:

$$(1+x)^n = 1 + \frac{nx}{1!} + \frac{n(n-1)x^2}{2!} + \cdots$$

Equation 1 (calibri 10, bold)

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DX.Y. Add the title of the deliverable here

2. Topic 1 (Title 1, Calibri 16, bold)
Brief description of the content of the deliverable and how the next sections will be structured. And here, please reference Author, year (Surname, the year)

2.1 Subsections, tasks (title 2, calibri 14, bold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris maximus blandit erat, quis sagittis nibh vestibulum sed. Etiam ultrices lobortis lacus quis consectetur. Vestibulum sed vehicula diam. Aliquam dapibus velit eu risus viverra imperdiet. Phasellus scelerisque aliquet dolor sed congue. Etiam massa leo, congue ut accumsan et, interdum bibendum sapien. In ullamcorper volutpat dui ullamcorper vestibulum. Nullam velit erat, porttitor eu maximus in, vestibulum eu quam. Nulla ac leo nec justo maximus consectetur. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean efficitur, elit ac bibendum hendrerit, risus orci accumsan urna, in maximus felis diam nec mauris. Fusce ipsum nulla, lobortis a iaculis ut, vulputate non elit. Curabitur porttitor auctor lorem nec aliquam. Suspendisse pharetra nibh eget odio iaculis mollis.

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2.1.1 Subsection subtitle (title 3, calibri 12)
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- **Rest of subchapters, bold, not numbered (Normal text, Calibri 11)**

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DX.Y. Add the title of the deliverable here

3. Conclusions (Title 1, Calibri 16, bold)
Normal text, Calibri 11

1 page, main conclusions of the deliverable

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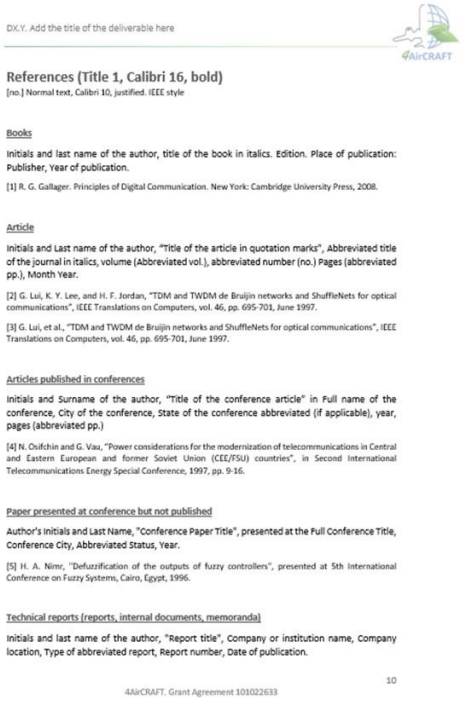
Figure 13. 4AirCRAFT Deliverable Template. Part B


DX.Y. Add the title of the deliverable here

References (Title 1, Calibri 16, bold)

[no.] Normal text, Calibri 10, justified. IEEE style

Books

Initials and last name of the author, title of the book in italics. Edition. Place of publication: Publisher, Year of publication.

[1] R. G. Gallager. Principles of Digital Communication. New York: Cambridge University Press, 2008.

Article

Initials and Last name of the author, "Title of the article in quotation marks", Abbreviated title of the journal in italics, volume (Abbreviated vol.), abbreviated number (no.) Pages (abbreviated pp.), Month Year.

[2] G. Lui, K. Y. Lee, and H. F. Jordan, "TDM and TWDM de Bruijin networks and ShuffleNets for optical communications", IEEE Translations on Computers, vol. 46, pp. 695-701, June 1997.

[3] G. Lui, et al., "TDM and TWDM de Bruijin networks and ShuffleNets for optical communications", IEEE Translations on Computers, vol. 46, pp. 695-701, June 1997.

Articles published in conferences

Initials and Surname of the author, "Title of the conference article" in Full name of the conference, City of the conference, State of the conference abbreviated (if applicable), year, pages (abbreviated pp.)

[4] N. Osifchin and G. Vau, "Power considerations for the modernization of telecommunications in Central and Eastern European and former Soviet Union (CEE/FSU) countries", in Second International Telecommunications Energy Special Conference, 1997, pp. 9-16.

Paper presented at conference but not published

Author's Initials and Last Name, "Conference Paper Title", presented at the Full Conference Title, Conference City, Abbreviated Status, Year.

[5] H. A. Nimr, "Defuzzification of the outputs of fuzzy controllers", presented at 5th International Conference on Fuzzy Systems, Cairo, Egypt, 1996.

Technical reports (reports, internal documents, memoranda)

Initials and last name of the author, "Report title", Company or institution name, Company location, Type of abbreviated report, Report number, Date of publication.

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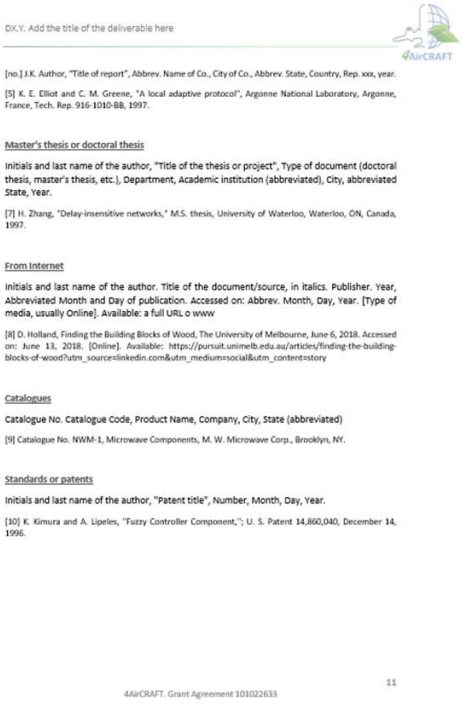
4AirCRAFT. Grant Agreement 101022633


DX.Y. Add the title of the deliverable here

[no.] J.K. Author, "Title of report", Abbrev. Name of Co., City of Co., Abbrev. State, Country, Rep. xxx, year.

[5] K. E. Elliot and C. M. Greene, "A local adaptive protocol", Argonne National Laboratory, Argonne, France, Tech. Rep. 916-1010-BB, 1997.

Master's thesis or doctoral thesis

Initials and last name of the author, "Title of the thesis or project", Type of document (doctoral thesis, master's thesis, etc.), Department, Academic institution (abbreviated), City, abbreviated State, Year.

[7] H. Zhang, "Delay-insensitive networks," M.S. thesis, University of Waterloo, Waterloo, ON, Canada, 1997.

From Internet

Initials and last name of the author. Title of the document/source, in italics. Publisher. Year, Abbreviated Month and Day of publication. Accessed on: Abbrev. Month, Day, Year. [Type of media, usually Online]. Available: a full URL o www

[8] D. Holland, Finding the Building Blocks of Wood, The University of Melbourne, June 6, 2018. Accessed on: June 13, 2018. [Online]. Available: https://pursuit.unimelb.edu.au/articles/finding-the-building-blocks-of-wood?utm_source=linkedin.com&utm_medium=social&utm_content=story

Catalogues

Catalogue No. Catalogue Code, Product Name, Company, City, State (abbreviated)

[9] Catalogue No. NWM-1, Microwave Components, M. W. Microwave Corp., Brooklyn, NY.

Standards or patents

Initials and last name of the author, "Patent title", Number, Month, Day, Year.

[10] K. Kimura and A. Lipeles, "Fuzzy Controller Component,"; U. S. Patent 14,860,040, December 14, 1996.

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4AirCRAFT. Grant Agreement 101022633


DX.Y. Add the title of the deliverable here

Acknowledgements (Title 1, Calibri 16, bold)

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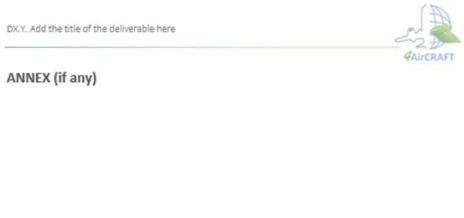
4AirCRAFT. Grant Agreement 101022633


DX.Y. Add the title of the deliverable here

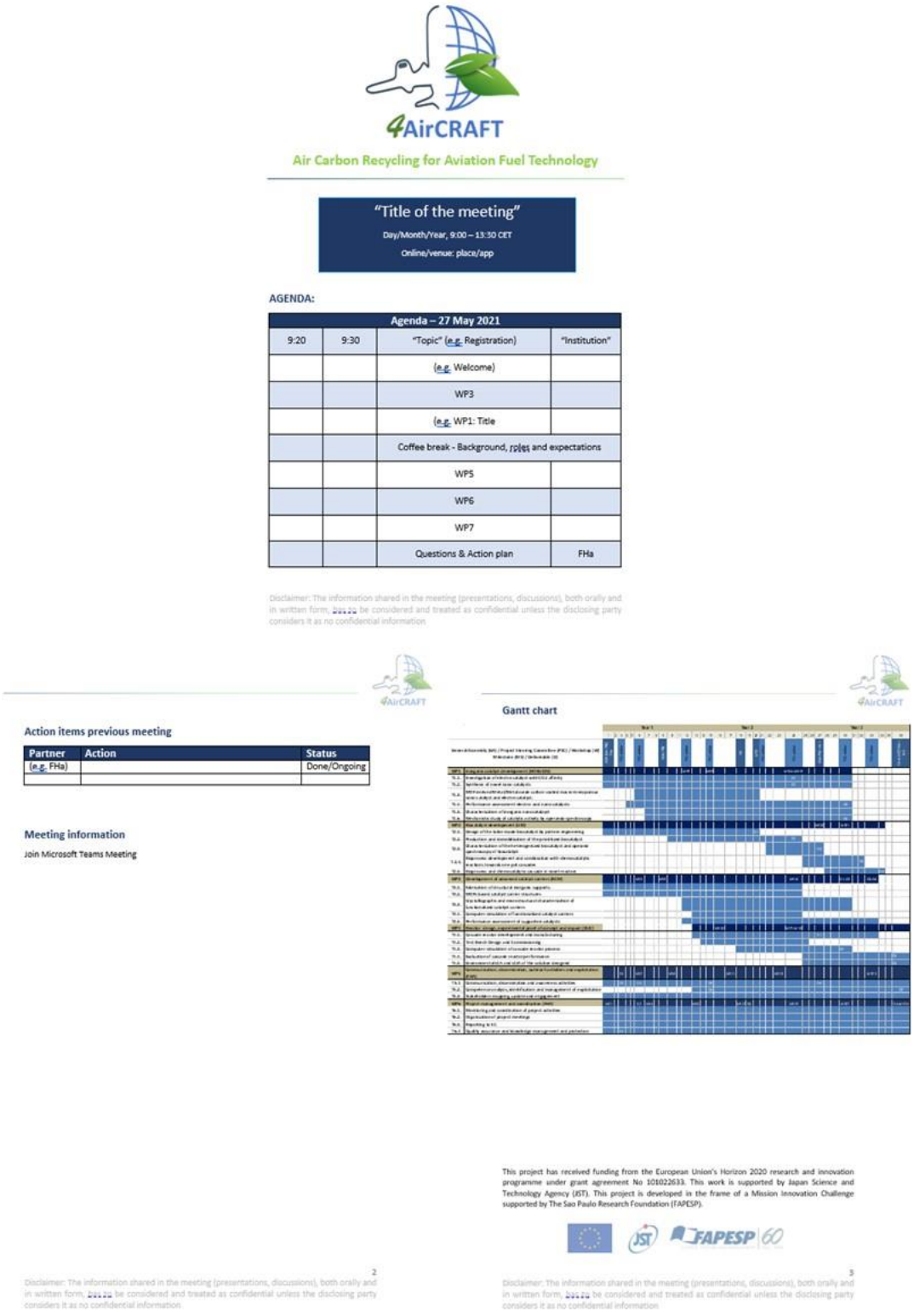
ANNEX (if any)

13

4AirCRAFT. Grant Agreement 101022633

Figure 14. 4AirCRAFT Deliverable Template. Part C

ANNEX C. Agenda Template.



4AirCRAFT

Air Carbon Recycling for Aviation Fuel Technology

"Title of the meeting"

Day/Month/Year, 9:00 – 13:30 CET

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AGENDA:

Agenda – 27 May 2021			
9:20	9:30	"Topic" (e.g. Registration)	"Institution"
		(e.g. Welcome)	
		WP3	
		(e.g. WP1: Title	
		Coffee break - Background, roles and expectations	
		WP5	
		WP6	
		WP7	
		Questions & Action plan	FHa

Disclaimer: The information shared in the meeting (presentations, discussions), both orally and in written form, ... be considered and treated as confidential unless the disclosing party considers it as no confidential information

Action items previous meeting

Partner	Action	Status
(e.g. FHa)		Done/Ongoing

Meeting information

Join Microsoft Teams Meeting

2

Disclaimer: The information shared in the meeting (presentations, discussions), both orally and in written form, ... be considered and treated as confidential unless the disclosing party considers it as no confidential information

Gantt chart

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3

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Figure 15. 4AirCRAFT Agenda Template.

ANNEX D. Minutes Template.

Figure 16. 4AirCRAFT Minutes Template.