AMMONIA TO POWER

D5.2 AMON identity and website

The project is supported by the Clean Hydrogen Partnership and its members Hydrogen Europe and Hydrogen Europe Research, under Grant Agreement No 101101521

June 2023

D5.2 AMON identity and website

Project Acronym	AMON
Project Title	Development of a next generation AMmONia FC system.
Type	HORIZON JU Research and Innovation Actions
Project Coordinator	Matteo Testi (FBK)
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2.0	07.06.2023	Second draft with updated materials	Ilaria Alberti (FBK)

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01. Introduction

This deliverable describes the work performed within the Task 5.2 of the AMON project in the first six months.

Fondazione Bruno Kessler (FBK) oversees the Communication activities and in January 2023 started the administrative procedure to find a contractor that would support the team in designing the visual identity of the project, the communication materials, and the website. All Partners have been involved in decision on the design, the content and other details such as the colors to be included.

This activity is considered an important part of the project as the materials are defining the identity of the project, how the project will transmit a feeling on the different contents at the technological, scientific, and market levels.

Furthermore, the visual identity, the logo and the communication materials will be the building blocks of the present and future dissemination and communication (D&C) activities and will characterise the project as a distinguishable brand.

The website will be the main communication channel of the project and it will be periodically updated. It will be used to share information, news on the status of the activities, and public results and knowledge developed in AMON. It is the key platform for sharing open-source publications, public deliverables, conference proceedings and presentations that will be published by the partners.

The visual identity and the website are functional to the D&C strategy that will be detailed in Deliverable D5.3 “Dissemination and Communication Plan” scheduled by June 2023 (EFCF), which will maximize the dissemination and communication potential of the project.

The document is structured in three main sections. The first section describes the conceptualisation of the visual identity, including the logo, the colour palette, and the pay-off. The second section presents the branding guidelines. Then, the D&C materials for conferences, workshops and other events are presented. Finally, the last section outlines the website structure and functionalities.

02. Visual Identity

Paul Rand was an American graphic designer well known for having created the logos of world leading corporations. He was quoted as having said that "*Design is the silent ambassador of your brand*". In fact, the visual identity is the element that makes a brand immediately identifiable by users and customers.

This is the reason why visual identity plays such a significant role European project as well. The EU Commission asks the beneficiaries to "promote the action and its results […] in a strategic and effective manner and possibly engaging in a two-way exchange". The first step is to make sure that the stakeholders the project wishes to engage with have clearly understood who their interlocutor is.

Visual identity presents the project to internal and external stakeholders, it tells a story through the visual communications. The visual identity captures and expresses the values and ambitions of the project, the core activities, and its characteristics. It includes a logo, imagery, typography, colours, and creative design that characterize a project as a distinguishable brand.

The visual identity of the project AMON has been developed in collaboration with the subcontractor "Comunicazione e Design (eDesign)". The subcontractor helped the WP5 team and the coordinator in extracting the core concepts of the project, the main symbols, and the key messages to be conveyed through the visual identity.

The team went through several stages and discussions to consider the alternative ideas and select the most effective identity for the project PROMETEO. First of all, a meeting between the coordinator and the subcontractor was scheduled in order to make the communication agency understand what the project was about. Then, the subcontractor started building the logo, colours, and typography. Five proposals were sent. Most of the partners decided the one described in section 2.1.

Then, the focus was pointed to 3D images. These initially focused on the applications of the technology rather than the AMON system itself. Consequently, the focus was switched to the technology and specific components. Exchanges Partners were always carried during the conceptualisation, but their involvement was fundamental at the moment of the graphic creation of the technology.

In the next sections, each part of the visual identity is described.

2.1 Logo

The logo makes the first impression.

Initially, it is the first think that attract the attention of users and audience and might spark their interests. Then, it is easy to reproduce. It not only helps differentiating AMON from other projects with similar names, but it strengthens the message that the project as in a unique word and graphic symbol the logo embeds the main concepts and meanings of the project.

The creation of the project stated with the identification of the basic, core concepts. The project AMON aim to develop a novel system for the utilization and conversion of ammonia into electric power at high efficiency using a solid oxide fuel cell system. From this description, two key concepts of AMON have been identified, summarized and drawn: the logo is characterized by the NH_3 molecule that locates itself on the final part of the lettering. Another strong element is the symbol of the ignition "ON" which, as integral part of the name, emphasizes the narrative "from ammonia to power".

Figure 1. AMON Logo

The concept is strengthened with the pictogram, which only reports the symbol of the ignition "ON" and the NH_3 molecule.

Figure 2. AMON Pictogram

Besides the shape, colours are another distinguishing feature of a brand identity. The blue colour represents water and atmosphere, while green represents earth, chemical reaction and green energy. “Green” was considered a fundamental colour for communicating the ambition of the project to address the clean energy transition, using green ammonia to create green hydrogen.

Figure 3. AMON Colour palette

The other characterizing element of a logo is the payoff. The payoff is defined as a short and striking phrase used to better define the logo and to clarify the identity of the project. It has the attributes of being memorable, very concise and appealing to the audience. The sentence is “Ammonia to Power”.

It is always used with the logo and appears in Figure 1. “Ammonia” describes the basis of the project, “Power” identifies the target and result.

After having selected the design, colours and payoff, the final element to conclude the logo is the font. The font selected for AMON is “Google Font Dosis” a rounded sans-serif type family. The font can be downloaded at https://fonts.google.com/specimen/Dosis.

As supporting font for the pay-off and for longer texts, the font selected was “Google Font Rubik”, another sans serif font family with slightly rounded corners. The font can be downloaded at https://fonts.google.com/specimen/Rubik

Figure 4. AMON Typography

The final logo is a combination of design, colour, font and sentence which will be used for all the communication and dissemination material of the project.

2.2 Template

The visual identity of AMON has been used to design the template for Power Point presentations (Figure 5), and for Word document (Figure 6).

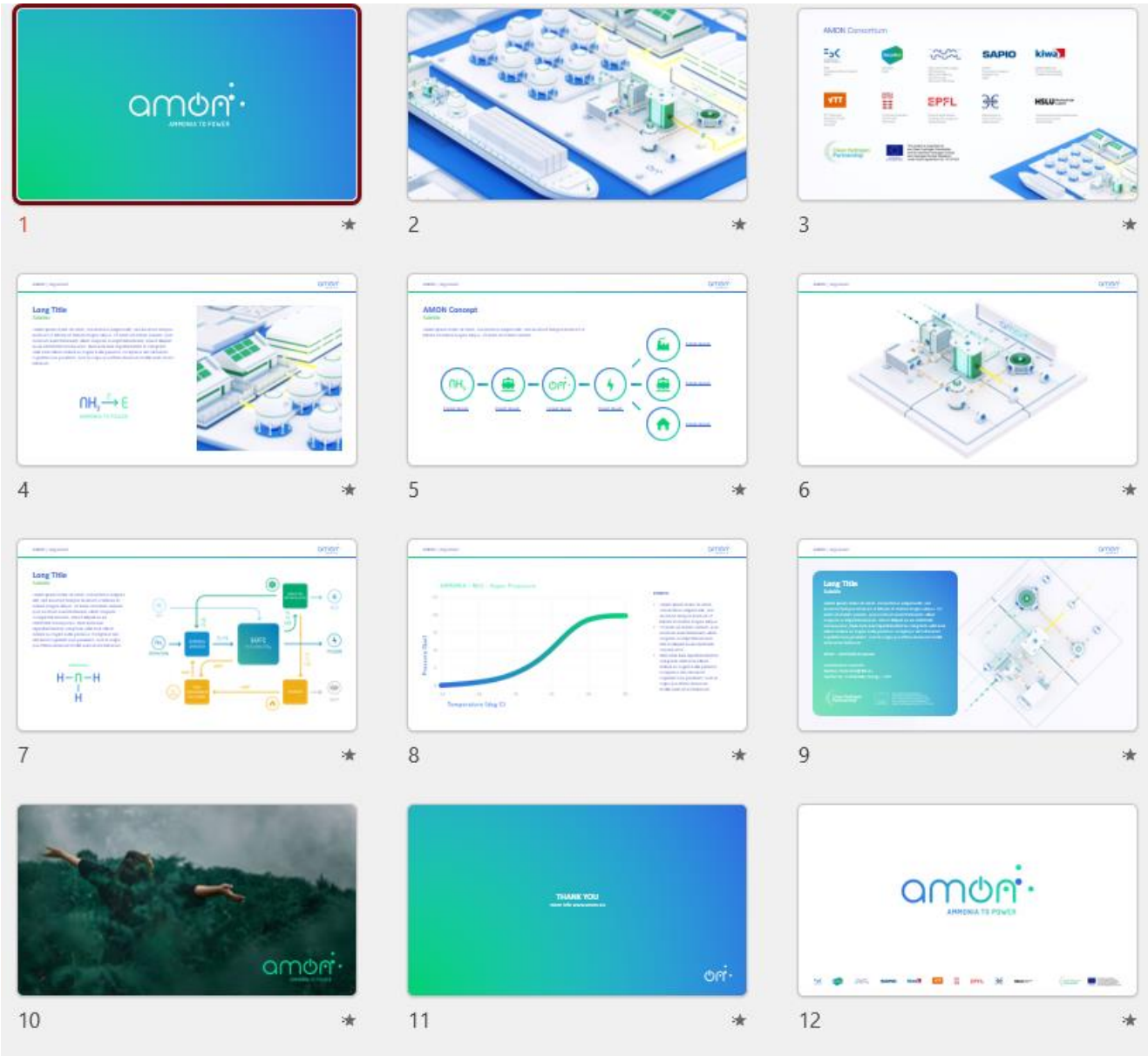

Figure 5. AMON Template for Power Point Presentation

The templates report the logo of the Clean Hydrogen Partnership alongside the EU flag and the acknowledgement, which cites "*The project is supported by the Clean Hydrogen Partnership and its members Hydrogen Europe and Hydrogen Europe Research, under Grant Agreement No 101101521*". The templates are important elements of the visual identity since they help to characterize the project AMON as brand in presentations and other external D&C activities, as well as in public documents. Templates have been made available to project partners through the project repository on SharePoint: Documents > General > 6_Templates and logos > 03 Template

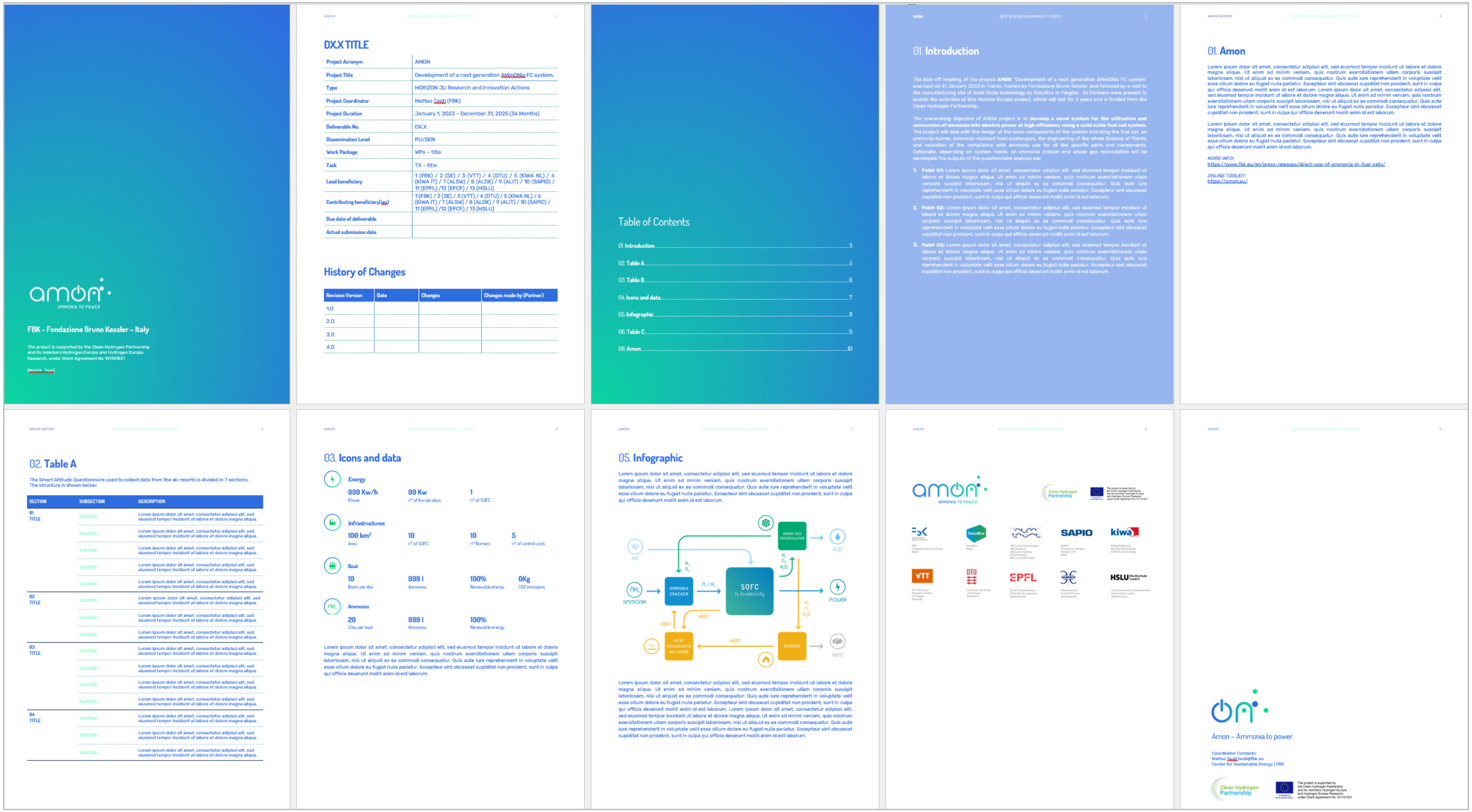

Figure 6 AMON Template for Word documents

03. Branding Guidelines

As initially planned and reported in the Grant Agreement, a branding book was created with the help of the subcontractor.

The document contains the rules on how to appropriately use AMON visual identity and branding elements like the logo, colours, and typography. These guidelines are relevant to ensure that all partners, but also external stakeholders, are aware of and understand the AMON identity, the concept behind it and how to make use of it in the most appropriate way.

For example, brand guidelines are a useful resource during on-boarding of new members in the project's partners, to smooth processes and to have a set of rules and standards to communicate consistently the AMON identity.

The document outlines:

- The concept description with the logo and pictogram. Logo and pictogram are in colour, white and black versions.
- The how to and the restrictions in the use the logo
- The colour palette with meaning and codes, and example of colour applications
- The logo construction lines, clearance spaces and minimum sizes to guarantee its readability.
- The typography t be used in the logo and pay-off.
- Instructions on how to acknowledge the EU Funding: The Clean Hydrogen Partnership, EU flag and acknowledgement to be included in publications, presentations, poster etc.
- Instructions on how to include the branding on infrastructures and equipment funded by AMON Project. The rules were taken from the Visual Identity Manual[1] of the Clean Hydrogen Partnership.

The document also reports:

- Sample images that can be used with the AMON logo on it. The images have been taken from free stock of photos.
- 3D images of the technology and its applications, which have been elaborated by the subcontractor and are part of AMON Visual identity.
- Example of infographics.
- Example of applications of the visual identity: on the roll-up, on caps and flyers.
- The string of partners logos with the Clean Hydrogen acknowledgement.
- Templates of the PowerPoint presentation and Word document created.

The guidelines indicate the link where to download the communication materials. The link are mainly for partners, who have the access to the SharePoint.

The document also reports the email address to contact for any additional questions regarding the use of the AMON logo and visual identity.

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[1] Clean Hydrogen Partnership, Visual Identity Manual https://www.clean-hydrogen.europa.eu/media/visual-identity_en

AMMONIA TO POWER

AMON - AMMONIA TO POWER

Visual Identity
Branding guidelines

Index

01. Concept

USE AND CONVERSION
OF AMMONIA INTO HIGH EFFICIENCY ELECTRICITY
USING A SOLID OXIDE FUEL CELL

#start
#molecule
#transformation
#cell
#energy
#future
#semplicity

01. Concept

This logo is characterized by the NH_3 molecule that locates itself on the the final part of the lettering simulating a passage from one environment to another.

Another strong element is the symbol of the ignition "ON" which, as integral part of the name, emphasizes the narrative "from ammonia to power".

The blue color represents air and water, and green represents green energy.

The payoff defines the project

Ignition symbol

Ammonia particle

AMMONIA TO POWER

Payoff, a clear sentence that explains the project

The word "ON" emphasizes the symbol leading the audience to think about ignition

02. Logo

LINK DOWNLOAD

AMMONIA TO POWER

03. Pictogram

LINK DOWNLOAD

04. Use of the Logo

The logo and pictogram shall be used in its entirety without distorting, modifying or separating its component elements. The AMON logo should be used by Partners in conferences, meetings and events where AMON is presented. The logo of AMON may be used by third parties subject to the following terms and conditions:

- permission is requested and granted before the logo is used. Request for permission can be submitted to the Communication Team by e-mail: **infoamon@fbk.eu**
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the project..

Restrictions:
The logotype cannot be deformed,
the colours and typography cannot be changes,
do not use shading or just the outline.
the angle cannot be changed.

05. Color palette

water, freedom, atmosphere

Dark 1	Dark 2	Midtone 1	Midtone 2
#00215E	#052C75	#1D5BCF	#377BFA
CMYK 90 - 40 - 0 - 70	CMYK 100 - 70 - 0 - 40	CMYK 100 - 45 - 0 - 15	CMYK 80 - 30 - 0 - 0

Main Green	Main Blue	White
#04CF74	#2E6CE0	#FFFFFF
CMYK 70 - 0 - 50 - 0	CMYK 90 - 40 - 0 - 0	
Pantone 3258C	Pantone 2172C	

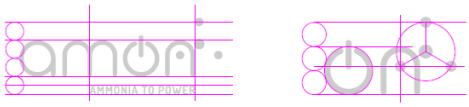
earth, chemical reaction, green energy

Light 1	Light 2	Midtone 1	Midtone 2
#7AFFC3	#48F0A4	#04B867	#008F4F
CMYK 45 - 0 - 35 - 0	CMYK 60 - 0 - 50 - 0	CMYK 80 - 0 - 70 - 0	CMYK 100 - 0 - 90 - 10

Main Blue #2E6CE0

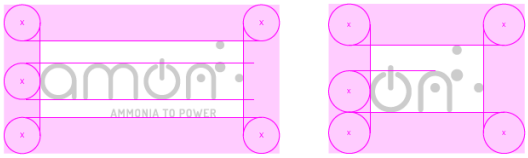
Main Green #04CF74

06. Construction lines



07. Clearance space

The protection zone of the logo is highly recommended to guarantee the visual integrity and clear identification of the logo and project in the different applications.



08. Color applications

09. Typography of the Logo

LOGO TYPEFACE

Typo Round Bold

SECONDARY TYPEFACE

DOSIS

Aa Aa Aa Aa Aa

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
€@ 1234567890 *$%&#

SUPPORT TYPEFACE (for text paragraph)

RUBIK

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
€@ 1234567890 *$%&#

10. Minimum size

The minimum size for the logo should be respected to guarantee its readability.

The minimum width for the complete logo is 3cm.

The minimum width for the logo without the payoff is 2cm.

The minimum width for the pictogram is 1cm.

11. Sample Images

LINK DOWNLOAD

11. Sample Images

LINK DOWNLOAD

12. Infographics

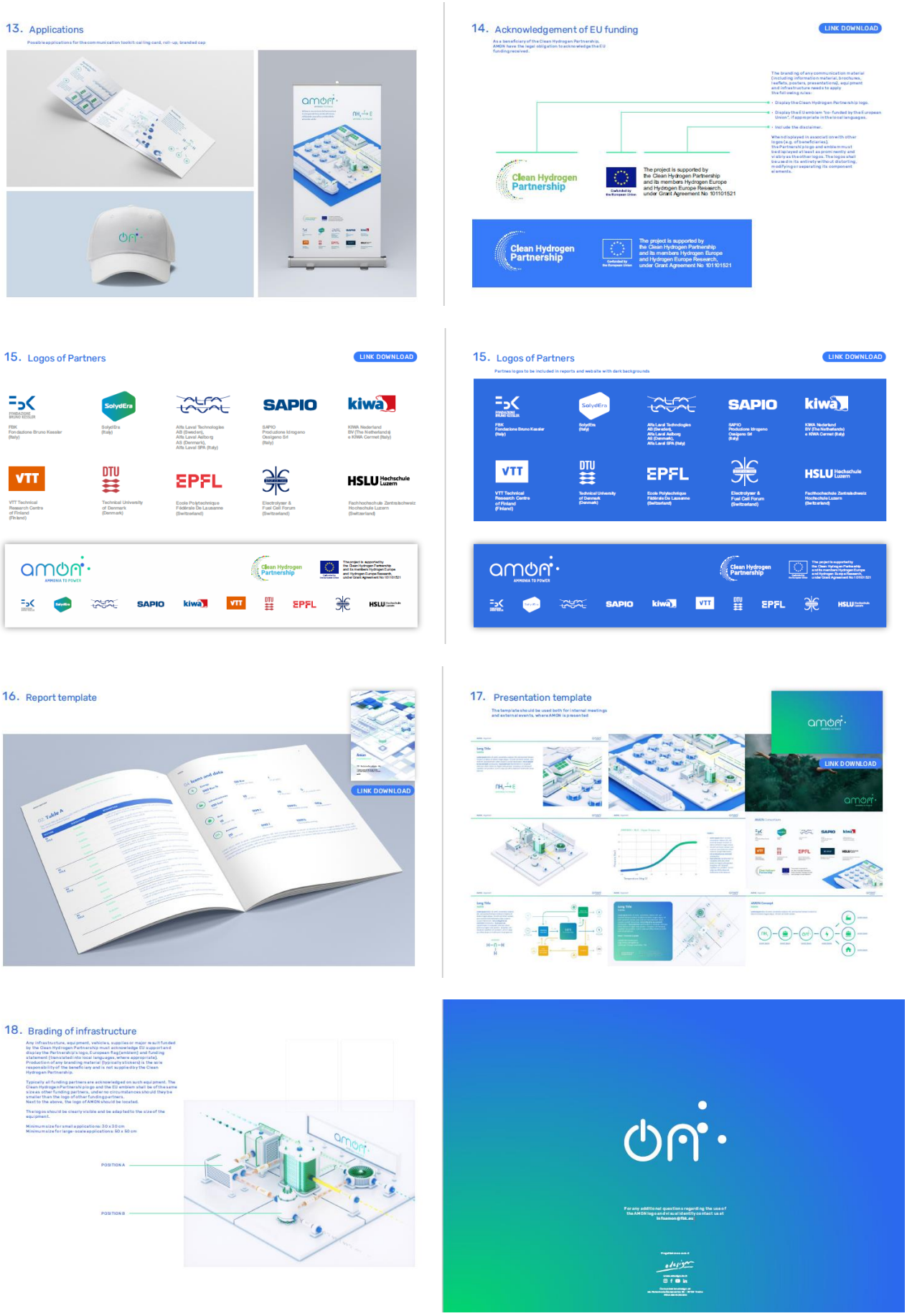


Figure 7. Screenshot of AMON Branding Guidelines

04. Communication materials

In the first six months of the project, the visual identity has been used to produce most AMON communication materials, which will be then complemented by new documents when the results will be available and will require the creation of additional materials.

The materials created are:

1. The branding guidelines, already explained in chapter 03 of this report.
2. The basic infographic, which was used to create the 3D images of the technology and its applications.
3. A short video, which quickly show the AMON technology.
4. The library, which includes the above-mentioned images and other infographics created by the subcontractor.
5. The roll–up.
6. The flyer.

The communication toolkit (Deliverable D5.3) expected by December 2023 (M12) will describe the communication materials already prepared and the plans for additional materials.

The communication materials are available to partners and uploaded in the folder of the project repository and they can be downloaded by any partner.

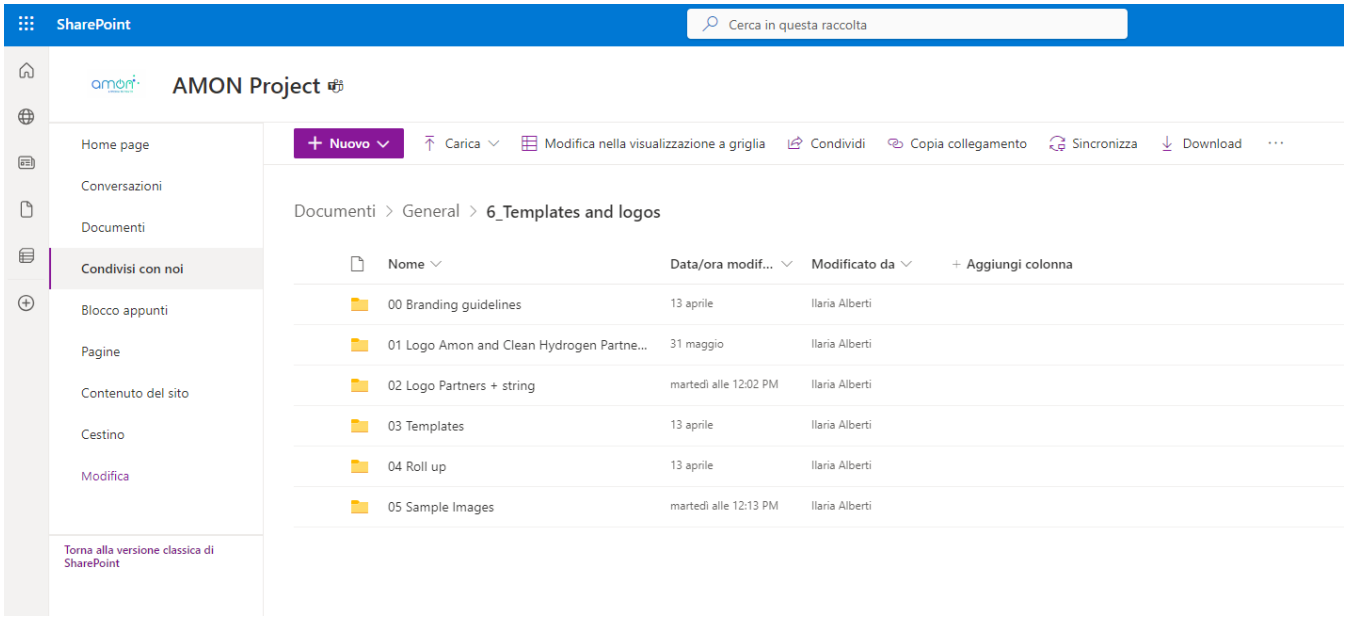


Figure 8. Screenshot of the AMON repository

05. Project Website and Socials

5.1 Project Website

The project website has been designed by the subcontractor with the guidance and content provided by the Communication leader (FBK), approved by the Consortium. The website has been officially launched on the 22nd of June 2023 (M6). It already included three news about conferences where Partners have participated and presented the project, and two results.

As described in the precedent paragraphs, the webpage will be the public window where to showcase the state-of-art of the activities and results achieved. Therefore, it uses a user-friendly design, a simple structure, and a semi-technical language to describe and present the project AMON to multiple audiences: academic and professional stakeholders operating in the ammonia and hydrogen field, industries, policymakers, and European citizens.

A dedicated domain and hosting have been purchased to host the website until the end of the project (month 36) and then it will be renewed for additional five years after the official end of the project, as requested by the Horizon Europe programme.

The website is available at https://www.amon-project.eu

It will be periodically updated during the project lifetime with dedicated content to improve awareness and engagement of stakeholders.

The homepage “Project” contains a GIF (Graphics Interchange Format) of the AMON Technology and provides a summary description of the project ambition and objectives, and an overview of the consortium partners. On the main page there are also snapshots of the news.

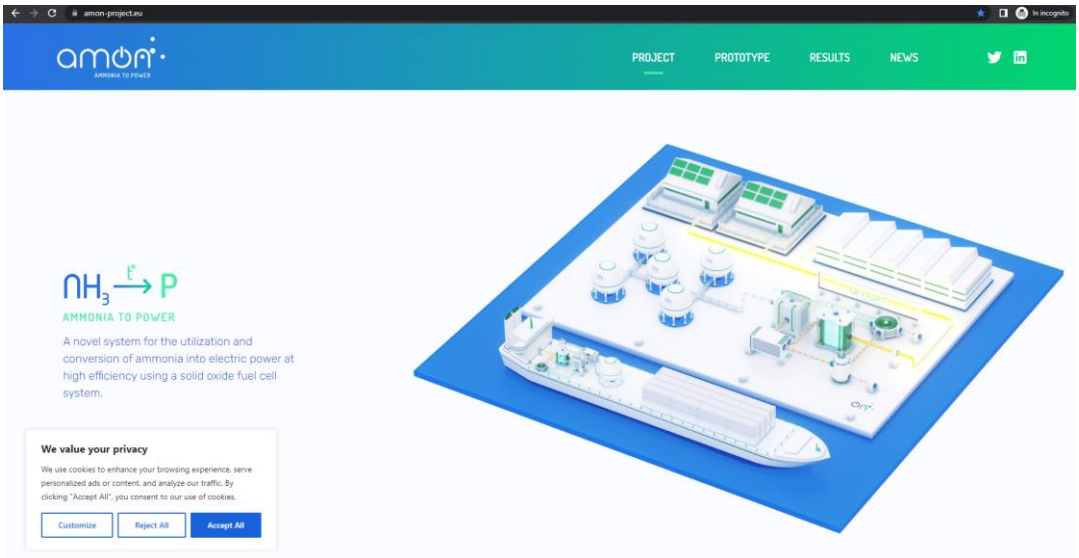


Figure 9. AMON website - "Project"

From the home, a page can be opened where all partners are introduced also underlining the activities they will participate in or will be responsible for within the AMON project.

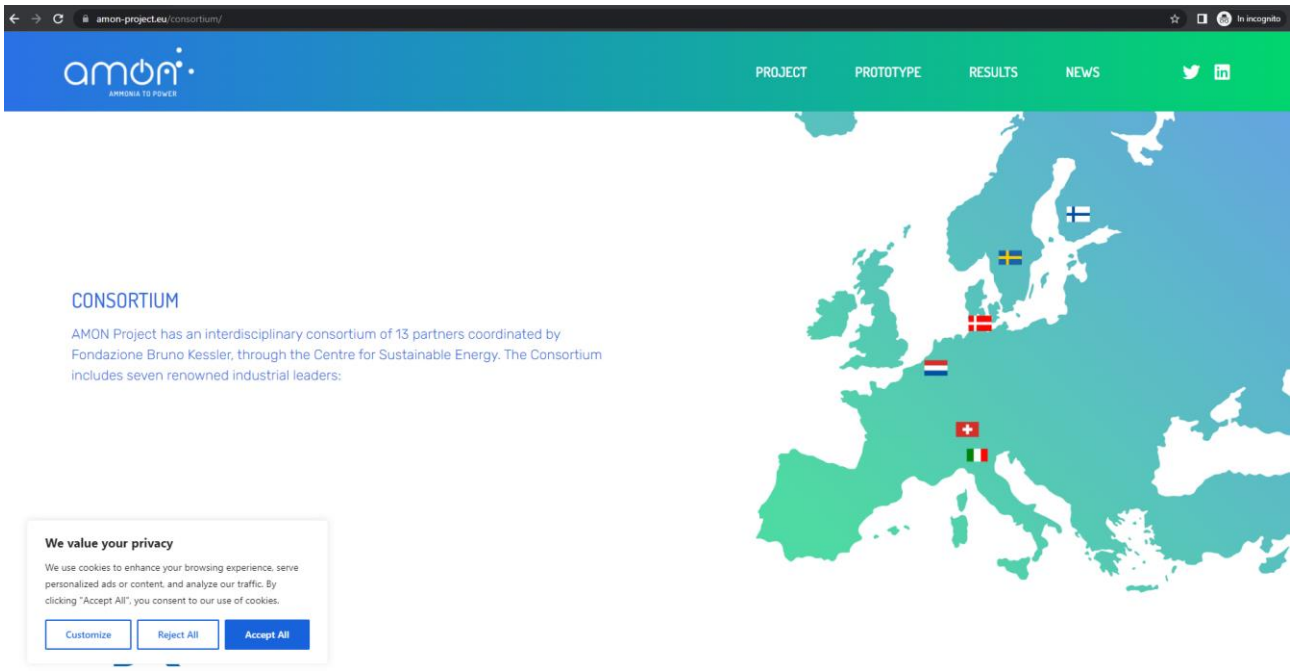


Figure 10. Consortium webpage

The “Prototype” page regards the technology that will be developed in AMON: each component is described in details and the innovative aspects of AMON are outlined.

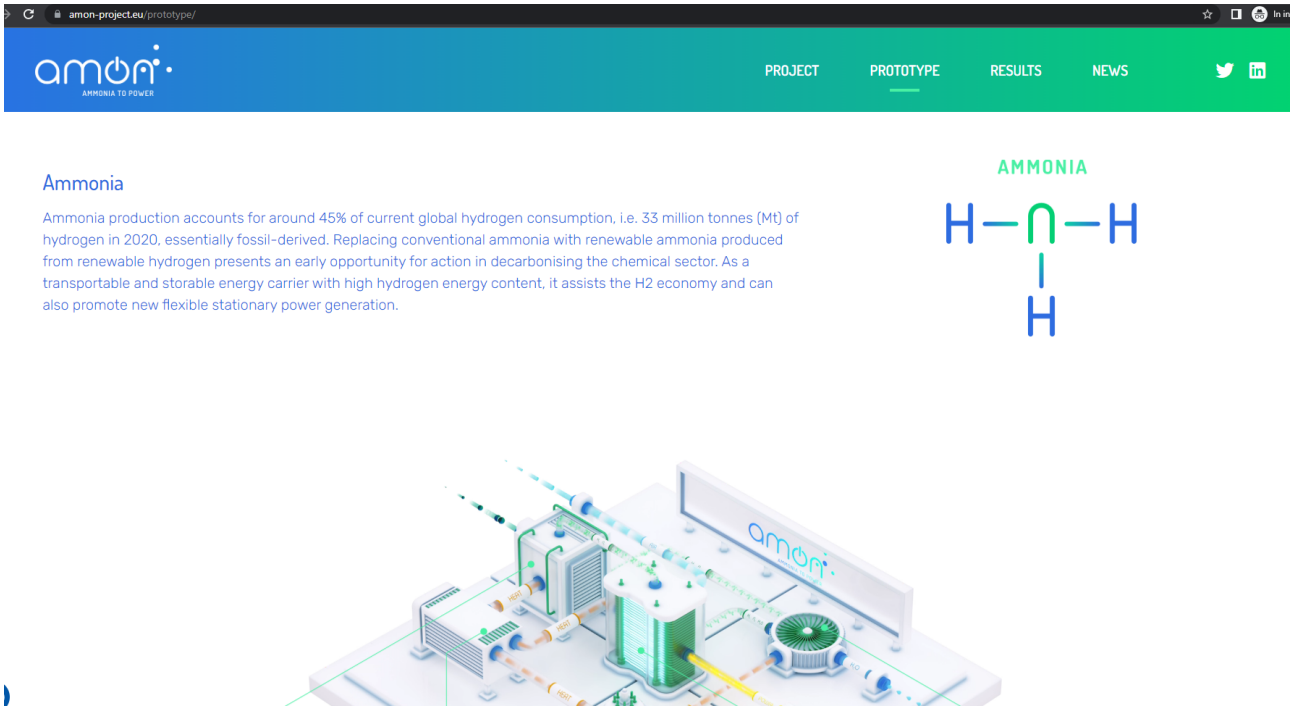


Figure 11. AMON website - "Prototype"

The “Results” page is divided in three main sections, and it is the main repository of all publications, public deliverables, and other materials produced by the AMON project.

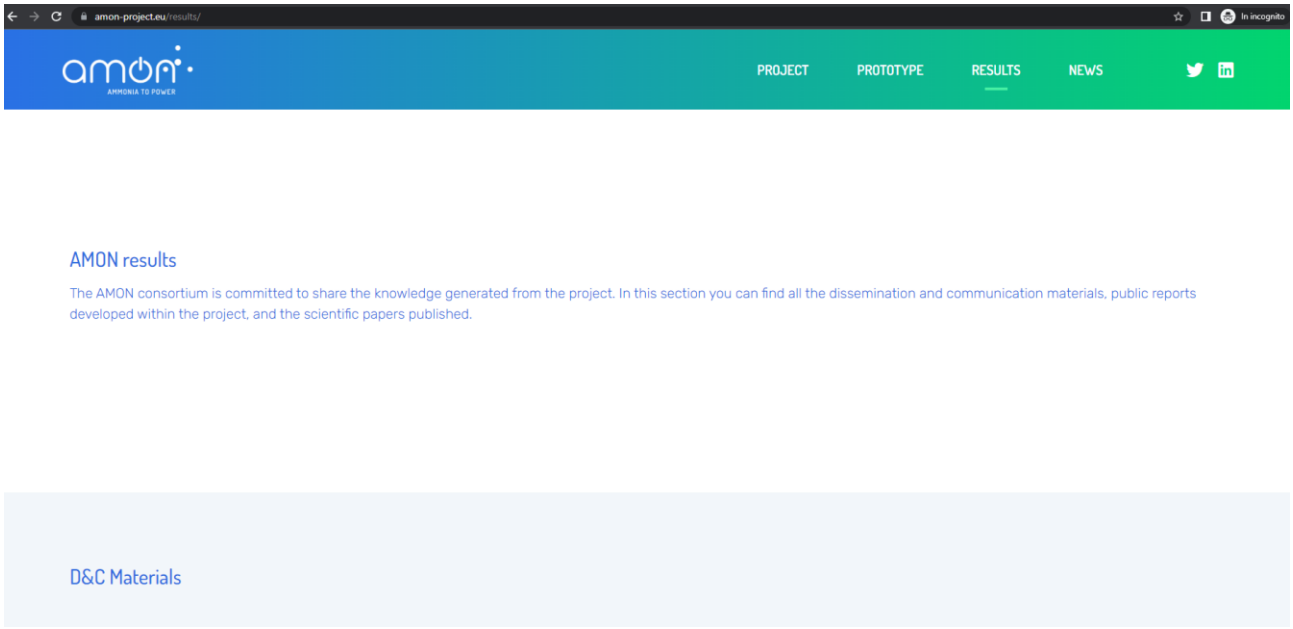


Figure 12. AMON Website "Results"

The “News” page collects all the news on the AMON activities, participation at events, conferences, etc., and main results.

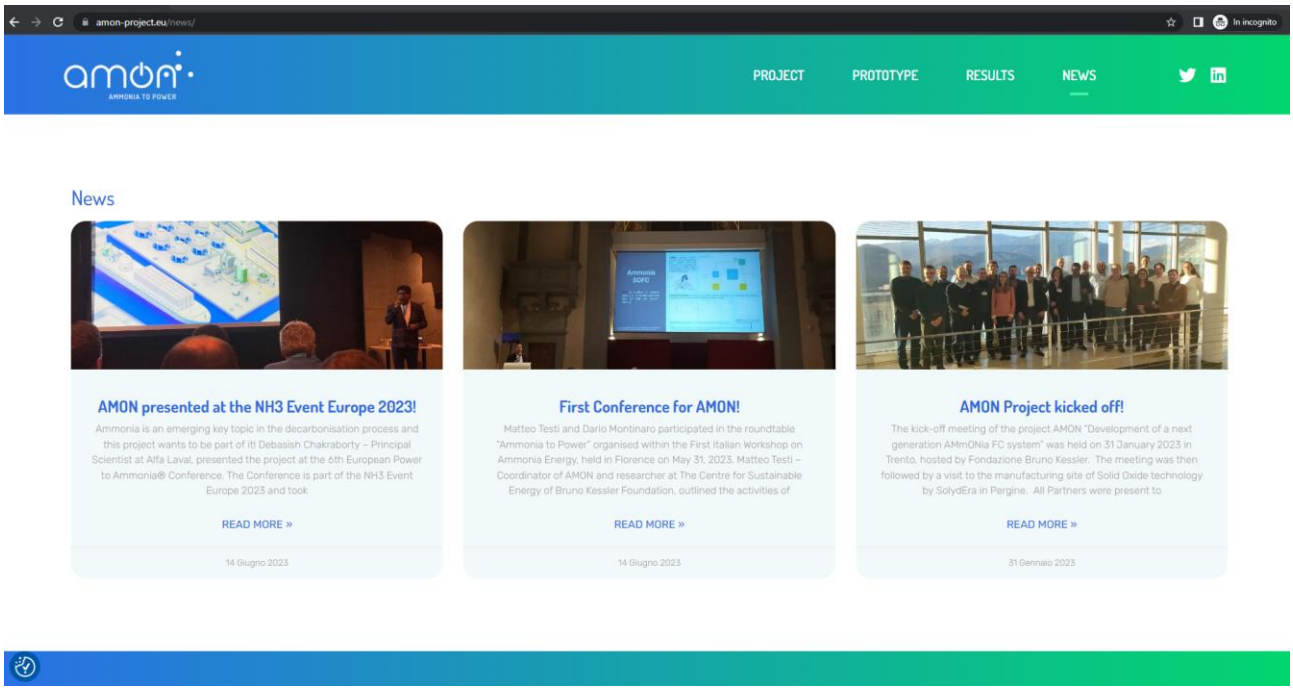


Figure 13. AMON Website "News"

The website is structured in five pages accessible via a classic fist-level menu. It was decided not to add second-level pages to ease navigation and help users find content in a simple and intuitive way. However, the website is a dynamic tool and, in case of need, dedicated subpages can be added. AMON contact of the Project Coordinator and Project Manager are provided at the bottom of each page.

5.2 Social Media Accounts

On the 6th of June 2023 (M6), the Communication Manager opened two social media accounts of AMON Project:

1. LinkedIn: https://www.linkedin.com/company/amon-project-eu/
2. Twitter: https://twitter.com/AmonProjectEU

LinkedIn is a social network that is mainly preferred by professionals and business managers, but also liked by academic and research centers. Twitter communicates with short posts known as tweets and it is the favorite social tool by policymakers.

The two accounts will be used to promote all the news that will be published on the AMON website, as well as the news posted by Partners.

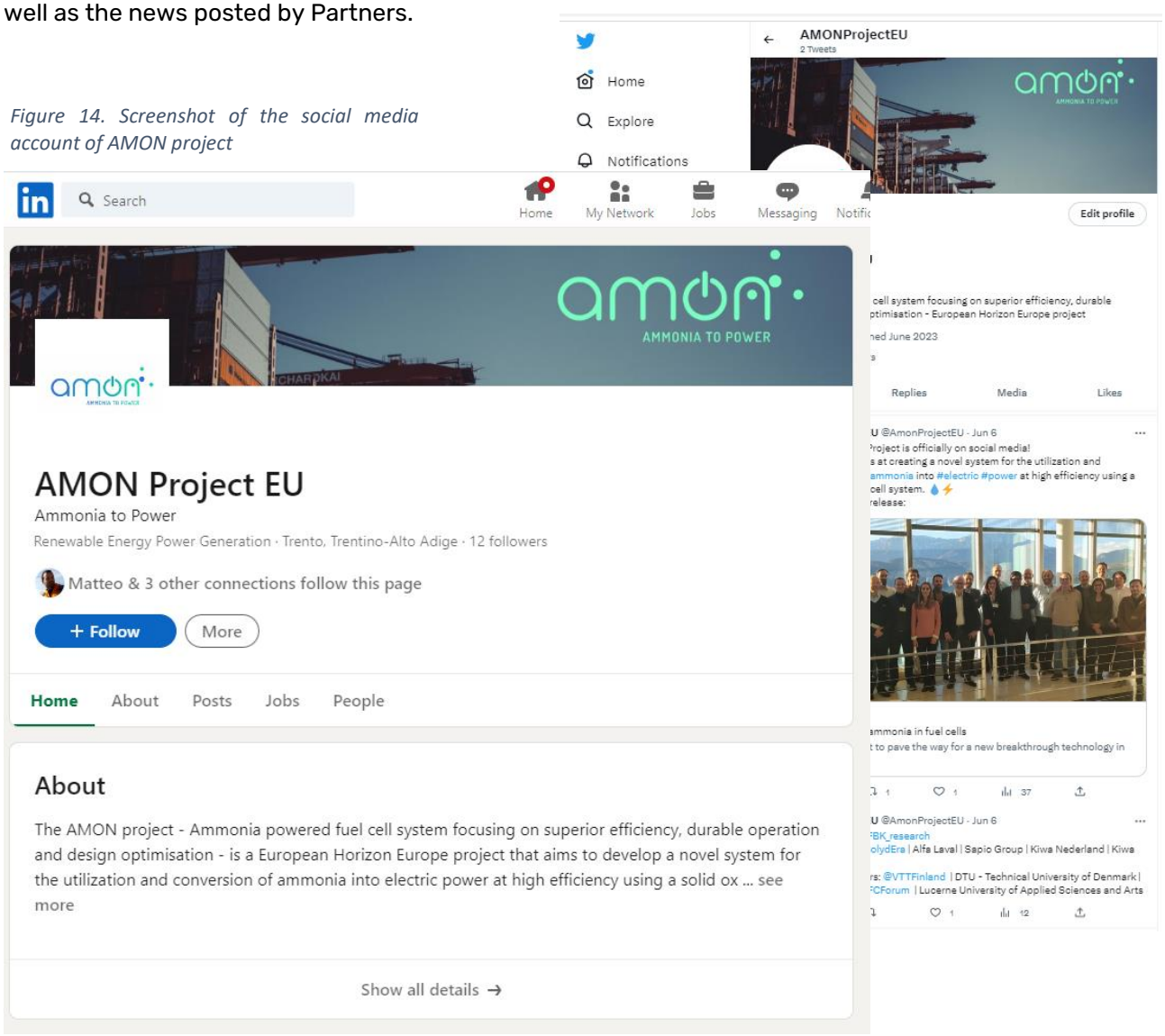


Figure 14. Screenshot of the social media account of AMON project

06. Conclusions

This document describes the visual identity of the project AMON, the communication materials and the website that will be used for the dissemination and communication activities of the project.

Part of this report will also be included in the definition of the D&C Plan which will report the set of activities for targeting multiple stakeholders and achieving the D&C targets set in the Grant Agreement.

The visual identity will greatly contribute to guarantee the future exploitation of the AMON Key Exploitable Results, in line with the objectives set by the Clean Hydrogen Partnership.

AMMONIA TO POWER

Clean Hydrogen Partnership

Co-funded by the European Union

The project is supported by the Clean Hydrogen Partnership and its members Hydrogen Europe and Hydrogen Europe Research, under Grant Agreement No 101101521

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