PYRAGRAF

D7.2 Definition of Project Branding

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Executive Summary

This report provides a comprehensive guideline for PYRAGRAF project branding. It outlines the strategic communication and dissemination kit for the project, focusing on key materials that will effectively deliver the project's image and objectives. The primary communication points identified include the project branding covers colour codes, logo versions and project templates, project's website, press release and project flyer.

Project branding involves creating a unique and recognizable identity for the project. It includes defining the project's personality, values, and visual elements that distinguish it from others. In the context of this deliverable, project branding ensures consistency in how the project is presented across communication materials. The project's website serves as a central hub for stakeholders to access comprehensive information about PYRAGRAF. Press releases aims to announce the commencement of the project, ensuring broad awareness and interest from relevant stakeholders. The flyer was designed to describe the project's main objectives.

The above-mentioned points are presented in this document accompanied by relevant visuals.

1. Project Branding

Creating a project branding is a strategic approach to enhance visibility, engagement, communication and overall promotion of project itself and its results. This visibility is important to reach not only project's stakeholders but also for the general public, potential collaborators, and policymakers. A recognizable brand makes it easier for people to identify and remember the project.

A well-defined project brand facilitates communication and outreach efforts. It provides a consistent message that can be easily communicated to various stakeholders and it can have a lasting impact beyond the duration of the project. It contributes to the legacy of the project, making it easier for its outcomes to be recognized, adopted, and sustained by the target audience and the wider community.

On the other hand, EU funded projects have specific guidelines and regulations regarding communication and visibility. Proper branding ensures compliance with these guidelines, including the use of logos, acknowledgment of funding sources, and other requirements.

Considering all these issues, following points have been designed and developed in the early phase of the project.

1.1. Color Codes

As of the project color codes, green and orange is selected to reflect the essence of PYRAGRAF project.

Green is often associated with nature, sustainability, and environmental consciousness. It represents growth and upgrading aspect, as well as the eco-friendly side of the project. Green aligns with the project's focus on renewable resources, particularly solar energy and biomass, and its commitment to reducing greenhouse gas emissions. It reflects the environmental and sustainable nature of the project.

Orange is a warm and energetic color that is often associated with innovation, enthusiasm, and creativity. It can provide a sense of dynamism and positive energy. In this context, orange represents the innovative approach of the project as the conversion of agricultural and forestry waste into valuable products through pyrolysis. It reflects a visionary and promising vision and the project's aim to bring positive change to agricultural and forestry practices. Exact color codes can be seen in Figure 1.

green

cmyk 75, 0, 85, 0

rgb 53, 171, 82

orange

cmyk 0, 40, 9, 0

rgb 247, 17, 10

Figure 1. Selected color codes for PYRAGRFAF's visal identity.

1.2. Logo

A logo combining a leaf with forest bark inside, along with the "PYRAGRAF" writing below, can effectively reflect the project's goals and methods. The leaf and forest bark represent the natural, organic origin of the project. The leaf signifies growth, sustainability, and the agricultural aspect, while the forest bark represents the forestry and biomass components. As the project focuses on converting agricultural and forestry waste into valuable products through pyrolysis, the leaf and forest bark symbolize the raw materials involved in the processes. Placing "PYRAGRAF" below the visual elements reinforces the brand identity. The writing serves as a clear identifier.

Making different color versions of a logo is important for different reasons. One of them is to allow the logo to adapt to diverse backgrounds, materials, and contexts. The consideration of print and digital media variations ensures consistent representation across different platforms.

The following logo colors have been created with black, white and transparent backgrounds. Only white backgrounded versions and the white logo with black background are shown in this document (Figure 2).
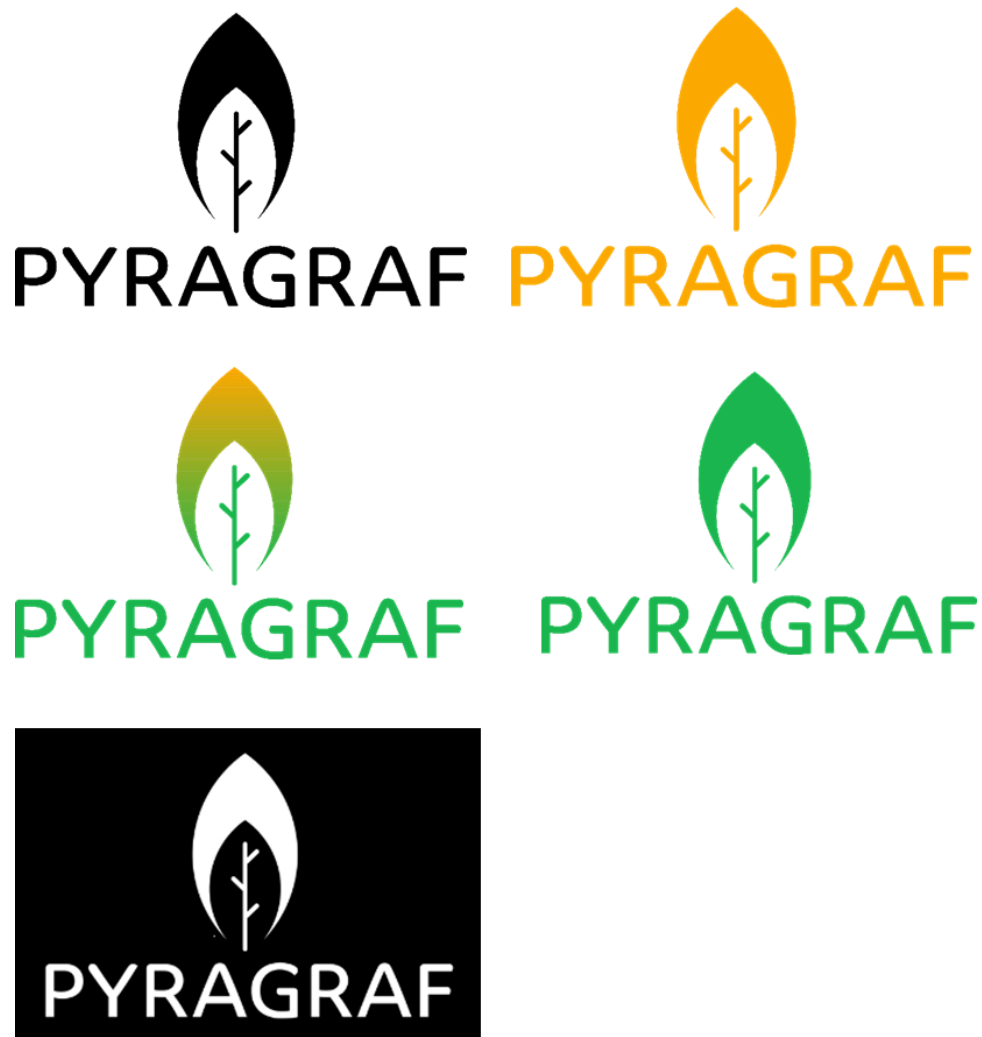
Figure 2. PYRAGRAF's logos.

1.3. Project Templates

PowerPoint (PPT) presentation template and a Word document template has been developed for a consistent presentation of the project outcomes. PPT presentation template to be used for all presentations in the project meetings, other events, conferences, or meetings with stakeholders. On the other hand, Word template is for project reports, deliverables, meeting minutes etc. These templates were created using the color palette described above.

The PPT layout involves relevant images and icons (Figure 3). They improve communication, enhance understanding, and contribute to a more visually appealing and memorable representation of project. Also, consortium partners' logos are taking place. Both templates include dedicated tables, schematics, and bullet point designs. EU disclaimer with the project Grant Agreement number and EU flag is involved in the documents.
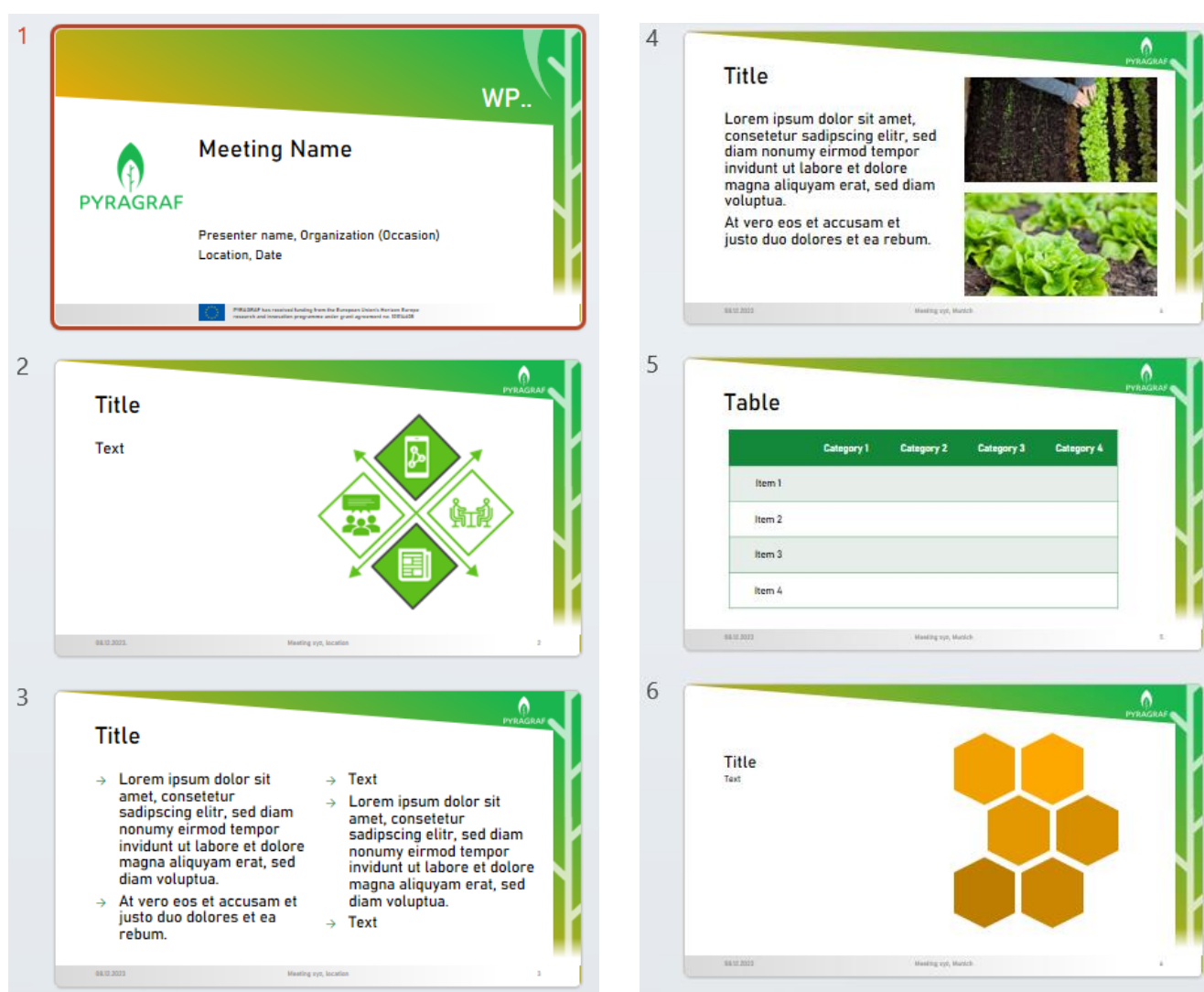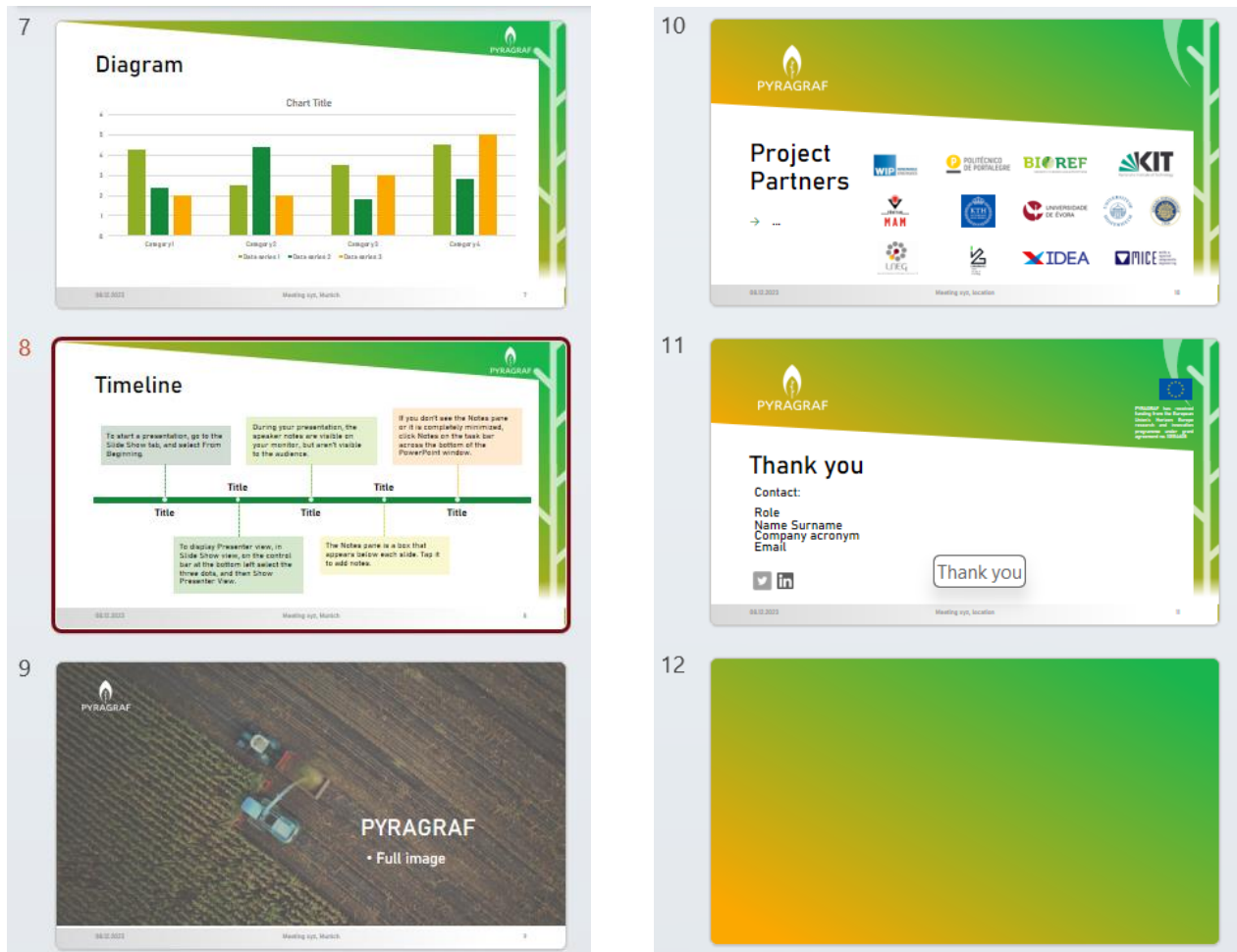
Figure 3. PPT presentation layout.

Word document layout is represented in Figure 4.
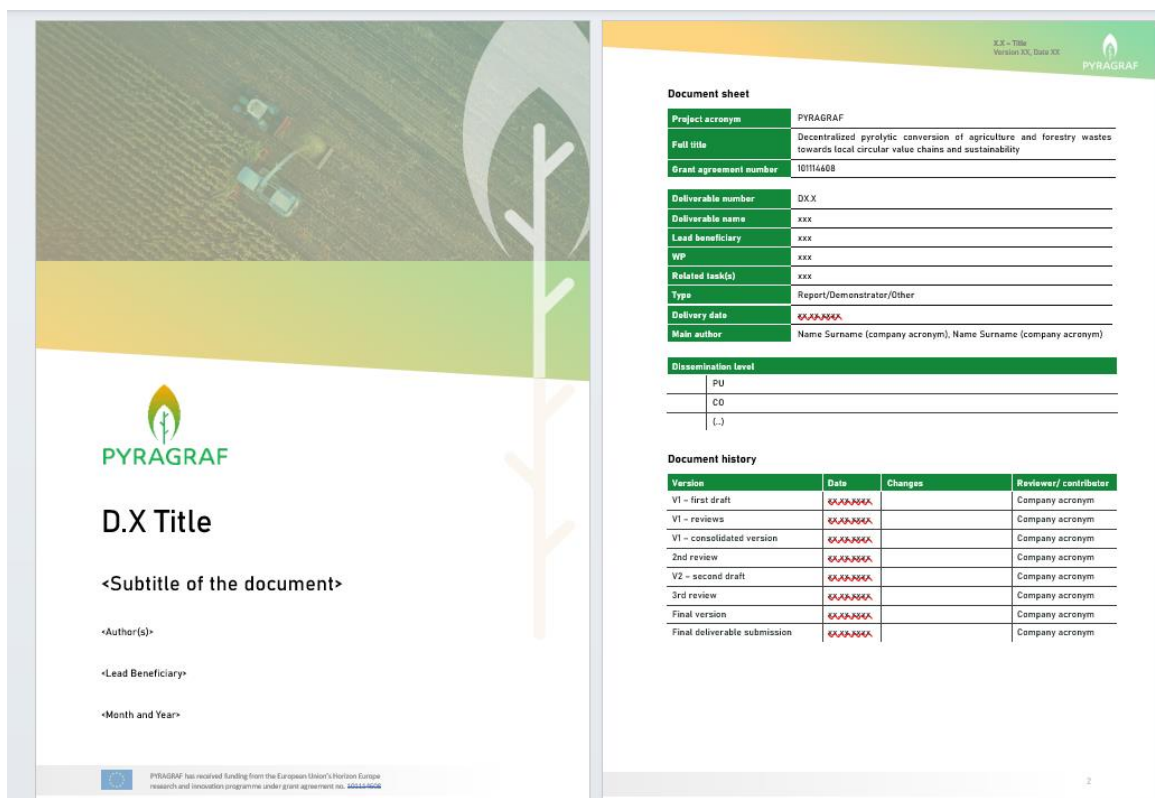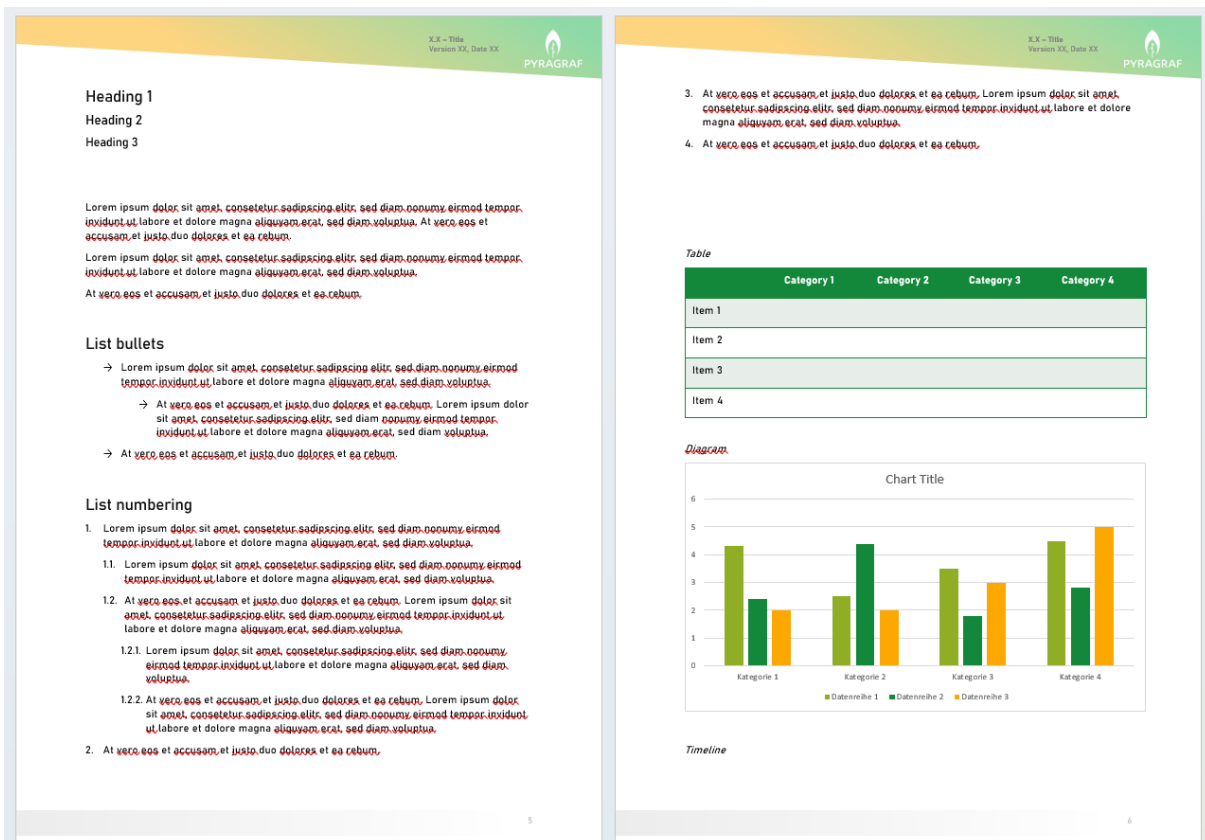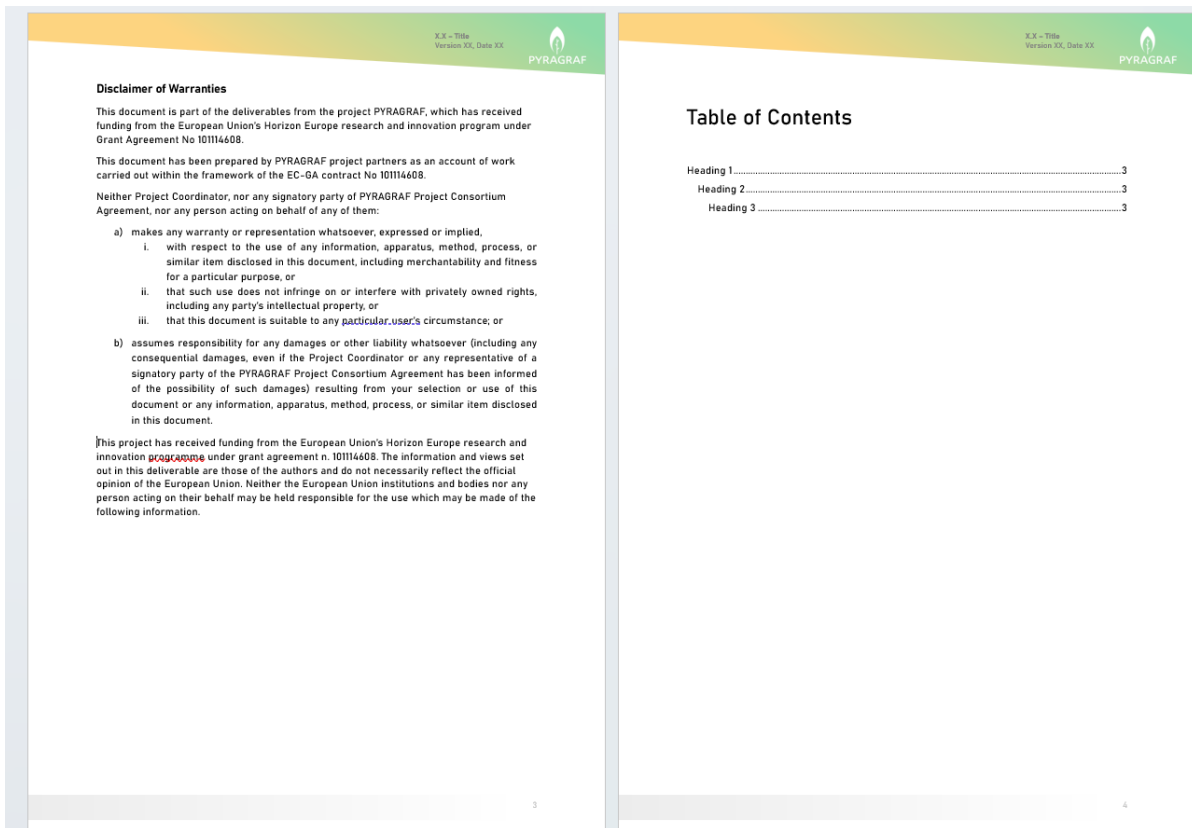
Figure 4. Word document layout.

2. Project Website

The PYRAGRAF project website has been developed by a professional web developer with a systematic process. Beginning with a clear definition of objectives and requirements, selecting relevant images, choosing the most suitable Content Management System (CMS). The design phase focuses on creating a visually appealing and brand-aligned layout, followed by the actual development that encompasses coding, feature implementation, and ensuring responsive design for various devices.

The content mostly derived from the Grant Agreement. Project objectives, pilot regions' details, partners' information, contact information is already covered on the website. The website includes local languages of consortium partners in order to increase project visibility in their own countries. In total 6 languages are available (DE, SP, TR, PL, PT, IT) besides English.

For the website design, projects' selected color codes and logo creation concept has been taken as basis. The images that are used on the website consist of free-stock photos.

More information on the website and its content can be found in D7.1 Communication and Dissemination Plan.
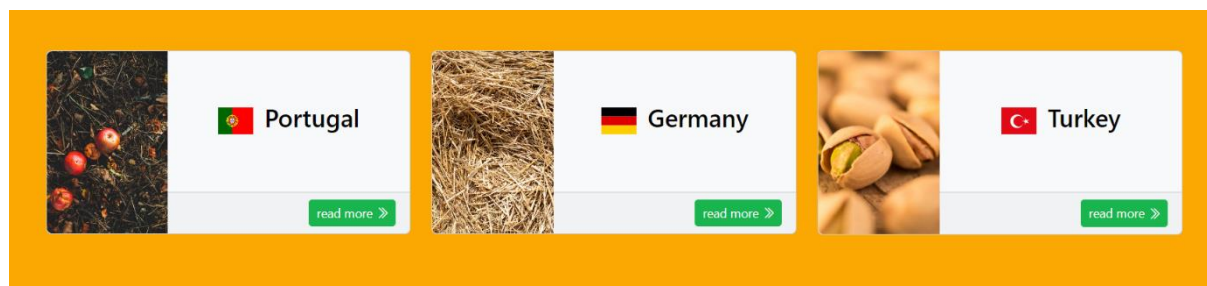
Figure 5 shows an overview from the homepage.

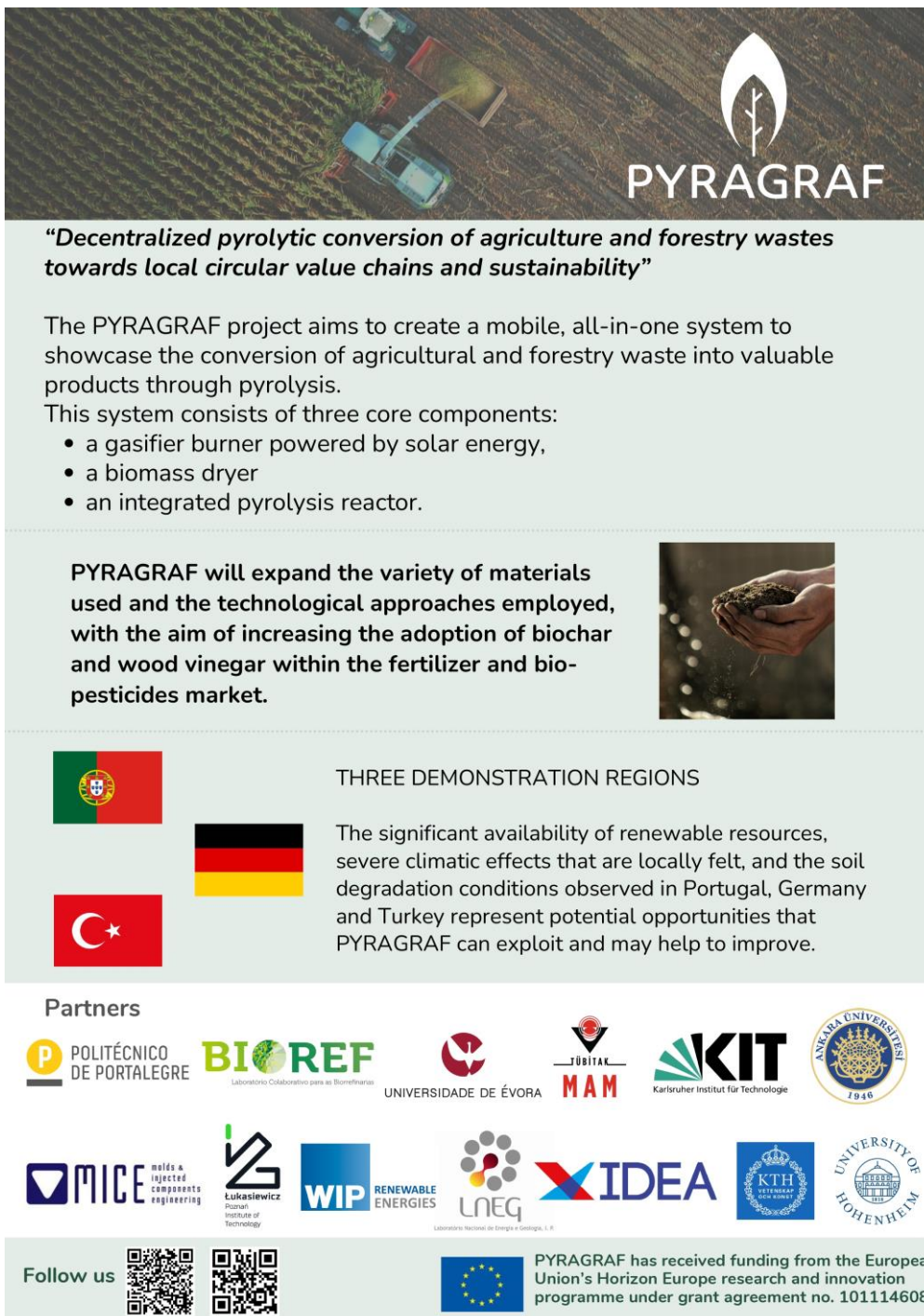Figure 5. PYRAGRAF's website.

3. Press Release

The aim of the press release is to effectively present project objectives, innovative aspects and its potential impact. Until M6, one press release has been published to announce project start. This first press release highlights the project background, introduce partners and provides PYRAGRAF's social media links with contact details of the project coordinator. In order to publicize PYRAGRAF's events and results that are newsworthy, more press releases will be published. The first press release is shown in Figure 6.

Figure 6. PYRAGRAF's 1st press release.

4. Project Flyer

The project flyer (Figure 7) has been developed during the starting phase of the project. The flyer's purpose is to inform and engage the target audience, emphasizing the project's core components and its potential impact on local circular economies. It briefly explains the technological concept to be developed. Mentioning demonstration regions Portugal, Germany, and Turkey, the flyer aims to increase interest and convey information and messages to a target audience in a concise and visually appealing way. Flyer also includes the partners' logos. 2 QR codes are taking place that directs readers to social media accounts of the project. Project flyer has been already presented in Horizon Europe cluster event on biofuels and biomethane. Online version is also available in the project website.

Figure 7. PYRAGRAF's flyer.

5. Conclusions

The strategic development of PYRAGRAF's project branding is fundamental for fostering visibility, engagement, and effective communication. The carefully chosen color palette, featuring green and orange, encapsulates the project's commitment to environmental sustainability and innovative practices in converting waste to valuable products.

The thoughtfully designed logo, incorporating a leaf and forest bark, serves as a powerful visual representation of the project's organic origin and biomass focus, enhancing brand recognition. Furthermore, the creation of consistent project templates for presentations and documentation ensures a cohesive visual identity across various communication channels. And the project website (which is available in multiple languages) acts as a comprehensive hub for disseminating project information and engaging a diverse audience.

PYRAGRAF's press release strategy and the project flyer effectively communicate key project objectives, innovations, and potential impacts to a wider audience. Together, these branding components not only adhere to EU guidelines but also contribute significantly to the project's legacy, making its outcomes recognizable, adoptable, and sustainable in the long run.

Overall, the strategic branding of PYRAGRAF establishes a strong foundation for successful communication, fostering interest, understanding, and collaboration among stakeholders and the broader community.