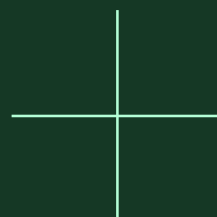
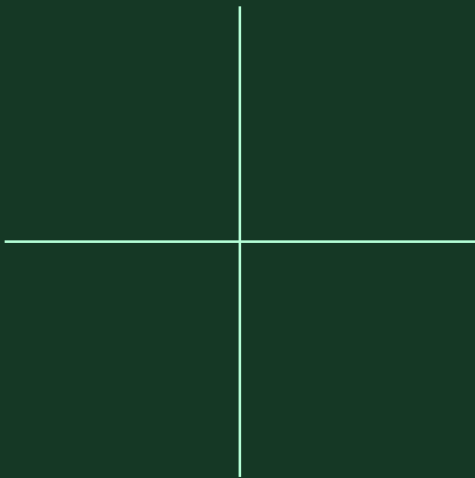


D10.1 CORPORATE IDENTITY

COMMUNICATION, DISSEMINATION, AND STAKEHOLDER OUTREACH

Bayley Larkin, NTNU
Inger Andresen, NTNU
Niki Gaitani, NTNU
03.03.2022



PROJECT INFORMATION

Project acronym	ARV ¹
Project title	Climate Positive Circular Communities
Project number	869918
Coordinator	Norwegian University of Science and Technology / Inger Andresen
Website	www.GreenDeal-ARV.eu

DOCUMENT INFORMATION

Deliverable Number and Title	D10.1 Corporate Identity			
Due Month	Month 3 (March 2022)			
Work Package Number and Title	WP 10. Communication, Dissemination, and Stakeholder Outreach			
Task number and Title	Task 10.1 ARV Project Visual Design			
Dissemination Level	CO = Confidential			
Date of Delivery	31.03.2022			
Lead Author	Bayley Larkin, Norwegian University of Science and Technology (NTNU)			
Contributors	Inger Andresen, Norwegian University of Science and Technology (NTNU) Niki Gaitani, Norwegian University of Science and Technology (NTNU)			
Reviewers	Veronika Schropfer, Architects Council of Europe (ACE)			
Status	Final version V.02			
Revision Log	Version	Author	Main changes	Date
	V.00	Bayley Larkin	1 st Draft	27.02.2022
	V.01	Veronika Schropfer	Review. Minor changes.	10.03.2022
	V.02	Inger Andresen	Final Version	31.03.2022

¹ ARV is a Norwegian word meaning "heritage" or "legacy". It reflects the emphasis on circularity, a key aspect in reaching the project's main goal of boosting the building renovation rate in Europe.

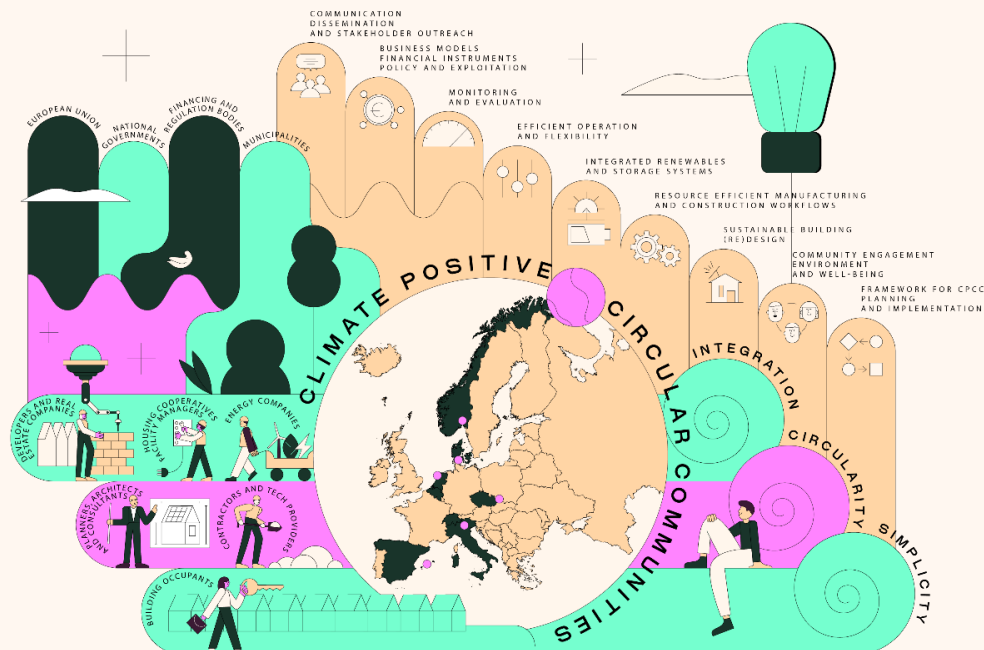
ABOUT THE ARV PROJECT

The vision of the ARV project is to contribute to speedy and wide scale implementation of Climate Positive Circular Communities (CPCC) where people can thrive and prosper for generations to come. The overall aim is to demonstrate and validate attractive, resilient, and affordable solutions for CPCC that will significantly speed up the deep energy renovations and the deployment of energy and climate measures in the construction and energy industries. To achieve this, the ARV project will employ a novel concept relying on a combination of 3 conceptual pillars, 6 demonstration projects, and 9 thematic focus areas.

The 3 conceptual pillars are integration, circularity, and simplicity. **Integration** in ARV means the coupling of people, buildings, and energy systems, through multi-stakeholder co-creation and use of innovative digital tools. **Circularity** in ARV means a systematic way of addressing circular economy through integrated use of Life Cycle Assessment, digital logbooks, and material banks. **Simplicity** in ARV means to make the solutions easy to understand and use for all stakeholders, from manufacturers to end-users.

The 6 demonstration projects are urban regeneration projects in 6 locations around Europe. They have been carefully selected to represent the different European climates and contexts, and due to their high ambitions in environmental, social, and economic sustainability. Renovation of social housing and public buildings are specifically focused. Together, they will demonstrate more than 50 innovations in more than 150,000 m² of buildings.

The 9 thematic focus areas are 1) Effective planning and implementation of CPCCs, 2) Enhancing citizen engagement, environment, and well-being, 3) Sustainable building re(design) 4) Resource efficient manufacturing and construction workflows, 5) Smart integration of renewables and storage systems, 6) Effective management of energy and flexibility, 7) Continuous monitoring and evaluation, 8) New business models and financial mechanisms, policy instruments and exploitation, and 9) Effective communication, dissemination, and stakeholder outreach.



The ARV project is an Innovation Action that has received funding under the Green Deal Call LC-GD-4-1-2020 - Building and renovating in an energy and resource efficient way. The project started in January

2022 and has a project period of 4 years, until December 2025. The project is coordinated by the Norwegian University of Science and Technology and involves 35 partners from 8 different European Countries.

EXECUTIVE SUMMARY

This document aims to ensure a common visual identity, corporate visual identity package, including a project vision and objectives, logo, templates for presentations, newsletters and a website is developed for the ARV project. The visual elements have been formulated taking into account the need to incorporate existing graphic illustration of logos of related projects and partners. Professionally conceptualized and designed, the visual identity will not fail the test of time, thus, ensuring consistency and longevity for the initiative. The logo, the colours, the typeface, the imagery and photography are in harmony and will be graphically representative of all objectives on all developed materials and strategies. Due consideration to the Graphical Guidelines of the European Commission have been given.

TABLE OF CONTENTS

1. Introduction	6
2. Objectives	6
3. Content	6
4. Project Vision and Objectives	7
4.1. Vision	7
4.2. Objectives	7
5. Visual Identity Guidelines	8
5.1. Logo	8
Colour Variations	8
Minimum Sizes	9
Use of Clear Space	9
Use of EU logo	10
Use of Photos	10
Incorrect Logo Use	11
5.2. Colours	12
Primary Colours	12
Secondary Colours	12
Basic Colours	13
5.3. Fonts	14
Primary Fonts	14
Secondary Fonts	14
Future Updates	22
Acknowledgements and Disclaimer	22
Partner Logos	23

1. INTRODUCTION

The communication and dissemination of the process and results of ARV are a crucial element of a successful execution and realisation of the project's objectives. In order to establish and maintain a strong identity of all partners' communication and materials, a common approach to communicating and visualising is developed and expanded over time by the ARV project team. This initially consists of the ARV corporate identity (D10.1) which details the general approach to the ARV corporate identity as well as providing identity standards for visual materials and templates for documents and presentations. This document provides a brief overview of the processes to define the deliverables of D10.1 and its recommended use and development over time.

2. OBJECTIVES

The central objective of the consortium identity and templates is a common external representation of the ARV partners. This is crucial to ensure that every published content can be easily associated with the overall project, leads interested readers to our project website (greendeal-arv.eu) and results in a broad and continuously growing collection of materials over the duration of the project with a common structure and design. Furthermore, it shall provide easy to follow guidelines for the project partners to simplify their individual communication approaches.

It will further ensure that standard EU rules and requirements regarding acknowledgement of the EU H2020 funding, logo use, and disclaimers will be followed.

3. CONTENT

The ARV consortium identity consists of a main visual identity as detailed within this report with the detailed files linked in different formats, which usage is specified in the document and can be accessed on request.

The content within this report includes all information regarding the use of logos, fonts, colours, and further available documents and the instructions on the access of the constantly updated and adapted materials in the project's shared file space on the ARV SharePoint site. The material includes different versions of the project logo, the fonts, most recent versions of the templates.

The standard texts are constantly updated in cooperation with the project partners, with deliverables provided in M3 as a starting point to this information, with plans to continuously develop materials in collaboration and in accordance with the project partners' needs.

All content can be found for the project team on the ARV Teams/SharePoint site [here](#).

4. PROJECT VISION AND OBJECTIVES

4.1. VISION

The vision of the ARV¹ project is to contribute to wide scale implementation of Climate Positive Circular Communities (CPCCs) where people can thrive and prosper for generations to come.

4.2. OBJECTIVES

The overall aim of the ARV project is to boost the building renovation rate and to enable rapid and wide-scale deployment of CPCCs around Europe. ARV will facilitate a fast market uptake and cost-efficient replication of the CPCC concept, and thus significantly contribute to the full decarbonisation of Europe by 2050. The specific objectives of ARV are:



Objective 1: Deliver a blueprint for effective planning, design, construction, operation, and use of CPCCs (involves all WPs and demo projects, managed and delivered through WP10).



Objective 2: Demonstrate a replicable planning framework for efficient design and successful implementation of CPCC (WP2).



Objective 3: Demonstrate community engagement platforms for awareness raising, occupant insight and well-being, and co-creation (WP3).



Objective 4: Design and demonstrate integrated circular buildings for high energy performance, low emissions, low cost, good indoor climate and high architectural quality (WP4).



Objective 5: Demonstrate seamless construction/renovation processes for quick, simple, and efficient workflows (WP5).



Objective 6: Demonstrate innovative on-site energy generation and storage for renewable, local, and clean energy supply (WP6).



Objective 7: Demonstrate smart and flexible operation of buildings and energy systems for secure, user-oriented, and cost-efficient energy performance (WP7).



Objective 8: Monitor and validate the ARV solutions through secure and continuous measurements and evaluations of the demonstration activities (WP8).



Objective 9: Facilitate speedy scale up of ARV innovations by addressing key policy incentives and regulations, and creating innovative and effective financing mechanisms, and business models (WP9).



Objective 10: Communicate and disseminate activities carried out in ARV and engage stakeholders and accelerate the exploitation of the ARV solutions (WP9, WP10).

¹ ARV is a Norwegian word meaning “heritage” or “legacy”. It reflects the emphasis on circularity, a key aspect in reaching the project’s main goal of boosting the building renovation rate in Europe.’

5. VISUAL IDENTITY GUIDELINES

5.1. LOGO

The ARV logo consists out of the typeface and a graphical element. They can be used either in combination (ARV Logo - Graphic) or just the typeface (ARV Logo - Text).



ARV

ARV Logo - Graphic

ARV Logo - Text

COLOUR VARIATIONS

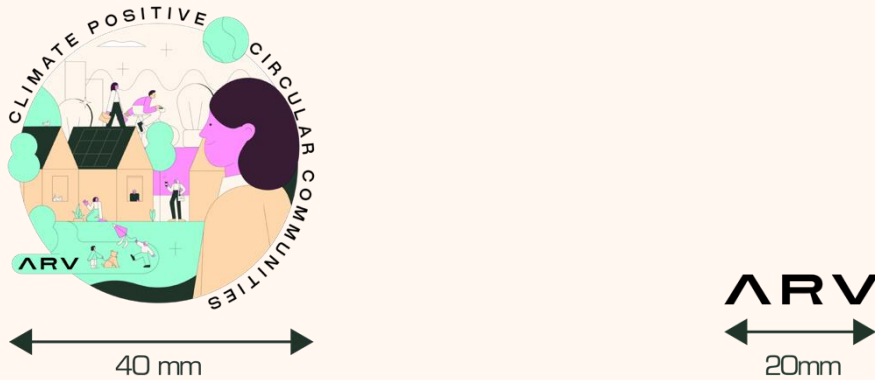
If the design does not allow for a clearly visible use of the preferred logo, a alternative colour combination versions of the typeface can be used (Logo 2 and Suggested Colour Combinations). In that case, the graphical element shall not be used.



Logo 2 and Suggested Colour Combinations

MINIMUM SIZES

To ensure visibility and readability, the width of both logos should always be at least according to what is shown below. There is no maximum restriction.



USE OF CLEAR SPACE

Both logos need to be positioned in a way that sufficient space is surrounding them. A rule of thumb is to use 5mm spacing at minimum as a reference.



USE OF EU LOGO

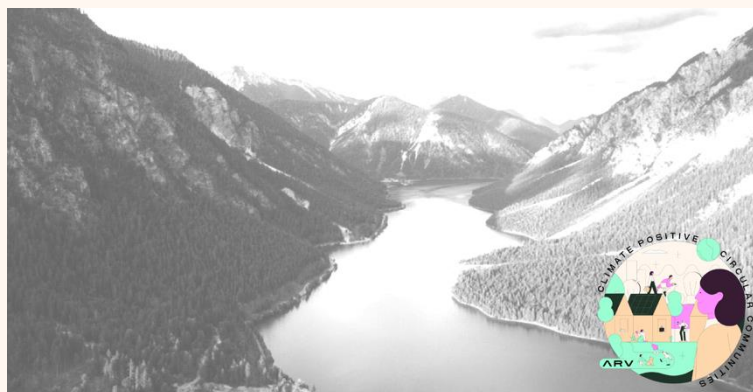
All official documents require the inclusion of the EU logo as well as the mentioning of the funding details. For more information, please refer to the [official guidelines](#).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036723.

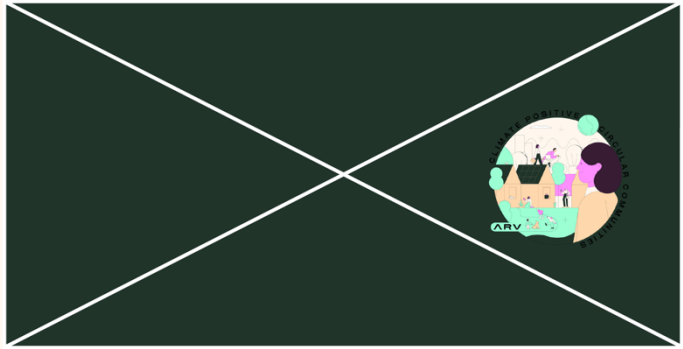
USE OF PHOTOS

While it should generally be avoided, it is possible to use the logo on a photo or otherwise different background. However, the same recommendations regarding the clear space around them apply, and a clear contrast between logo and background/ surrounding colours must be ensured.

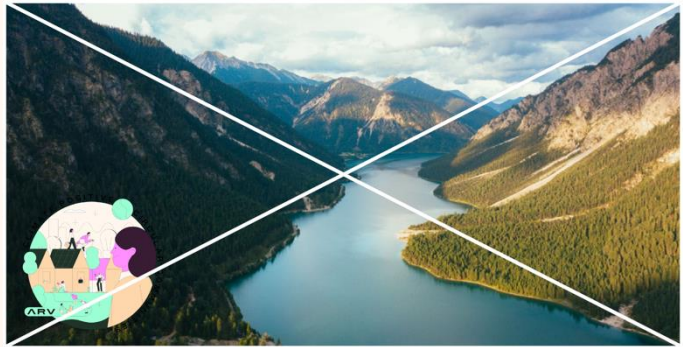


INCORRECT LOGO USE

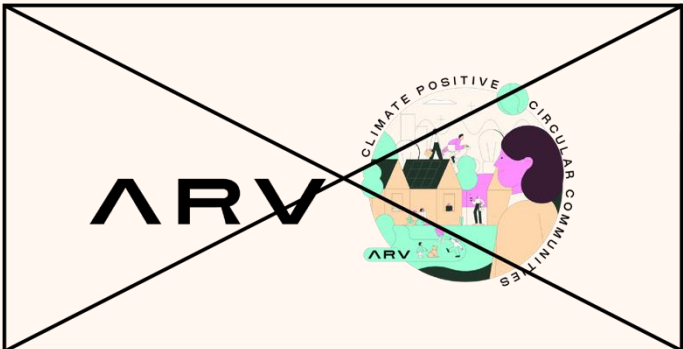
Contrast insufficient, choose other combination.



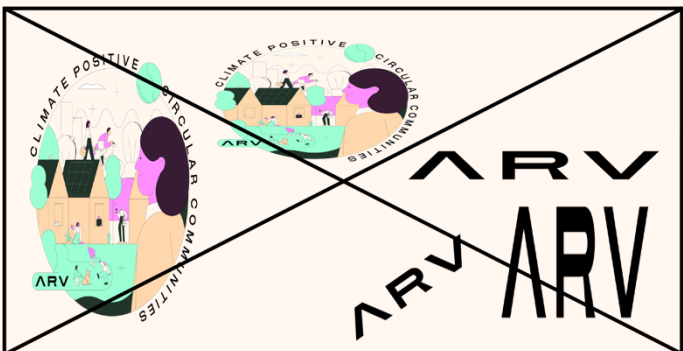
Logo not visible, move or do not use logo at all on photo.



Incorrect combination of elements. Use either only the image version or only the typeface.



Do not scale, rotate or change the typeface.



5.2. COLOURS

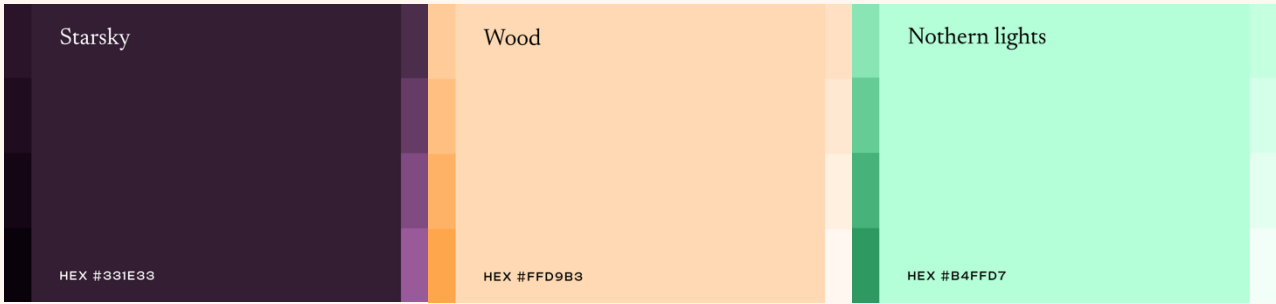
The visual identity is based upon two primary colours and three secondary colours, as well as black and white, which are predominantly used in all logos, documents, and other visual materials.

PRIMARY COLOURS



SECONDARY COLOURS

In addition to the three primary colours, a range of other colour variations can be used for more elaborate graphics which require a broader range.



BASIC COLOURS



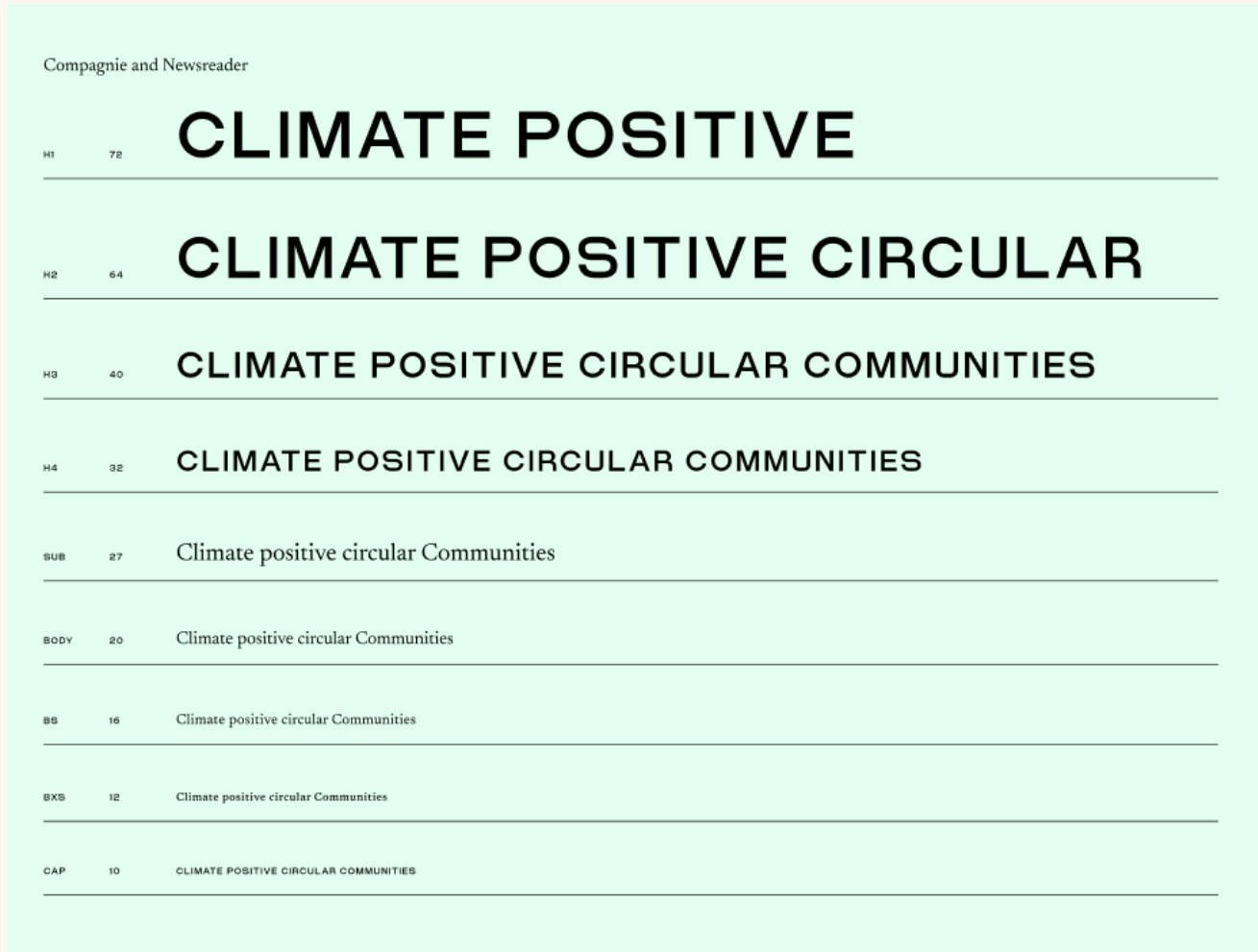
5.3. FONTS

PRIMARY FONTS

Primary fonts used for the project include 'Compagnie' and 'Newsreader', and to be used primarily when graphics are produced for project wide graphics and materials.

Further information on 'Compagnie' can be found [here](#).

Further information on 'Newsreader' can be found [here](#).



SECONDARY FONTS

Replacement fonts for use by the project team without access to licencing to the above fonts, and for use within Microsoft Office should be as follows:

Eurostyle replaces Compagnie

Cambria replaces Newsreader

All project templates utilise fonts available within the Microsoft Office suite so additional font license purchasing should not be required by the project team when producing work. Examples of the fonts, heading, colours and template styling is given below.

TITLE

Lorem ipsum dolor sit amet vulputate imperdiet etiam rhoncus purus blandit mauris ornare auctor orci. Feugiat luctus fusce purus bibendum dapibus auctor euismod mi laoreet nec nulla sollicitudin fusce etiam. Eiusmod ut porttitor vitae tellus a hac neque tincidunt quis bibendum volutpat eu. Arcu quam enim vulputate aenean id faucibus nibh tempus lacus quisque volutpat. Rhoncus platea elit auctor fermentum pharetra at mauris odio a vestibulum ultrices molestie.

1. HEADING ONE

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2. HEADING TWO

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3. HEADING THREE

Lorem ipsum dolor sit amet vulputate imperdiet etiam rhoncus purus blandit mauris ornare auctor orci. Feugiat luctus fusce purus bibendum dapibus auctor euismod mi laoreet nec nulla sollicitudin fusce etiam. Eiusmod ut porttitor vitae tellus a hac neque tincidunt quis bibendum volutpat eu. Arcu quam enim vulputate aenean id faucibus nibh tempus lacus quisque volutpat. Rhoncus platea elit auctor fermentum pharetra at mauris odio a vestibulum ultrices molestie.

Headline

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Headline

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Table	Example	Design
CPCC	Climate Positive Circular Communities.	

5.4. TEMPLATES

Templates that have been developed for the ARV project can be found on the project SharePoint/Teams site [here](#).

WORD TEMPLATE

For every official document, a Word template is provided which includes the logo, EU-funding information, as well as the table for required information for, e.g., the deliverables.

The image displays a Word document template for the ARV project. The template is dark green with the ARV logo and the text "CLIMATE POSITIVE CIRCULAR COMMUNITIES". It includes placeholder text for the name of the deliverable, the name of the work package, the author names, and the date of delivery. The template also features a large white crosshair in the center and a smaller one in the bottom right corner. At the bottom left, there is a small logo and text indicating funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036723.

The preview on the right shows the following structure:

- 1. INTRODUCTION**
- 2. OBJECTIVES**
The objectives are ...
- 3. CHAPTER(S) DESCRIBING THE OUTCOME OF THE DELIVERABLE**
 - 3.1. SUBCHAPTER**
This chapter includes a description of ...

Category	Series 1	Series 2	Series 3	Series 4
Category 1	4.5	2.5	2.0	5.0
Category 2	2.5	4.5	2.0	6.0
Category 3	3.5	1.8	3.0	3.0
Category 4	4.5	2.8	5.0	2.0
 - 3.2. SUBCHAPTER**
This chapter includes a description of...

At the bottom of the preview, the ARV logo and "CLIMATE POSITIVE CIRCULAR COMMUNITIES" are repeated, along with the page number "6/11".

POWERPOINT TEMPLATE

For project presentations, a standard layout is available. Basic layouts and potential colour combinations have been developed for use within project presentations.

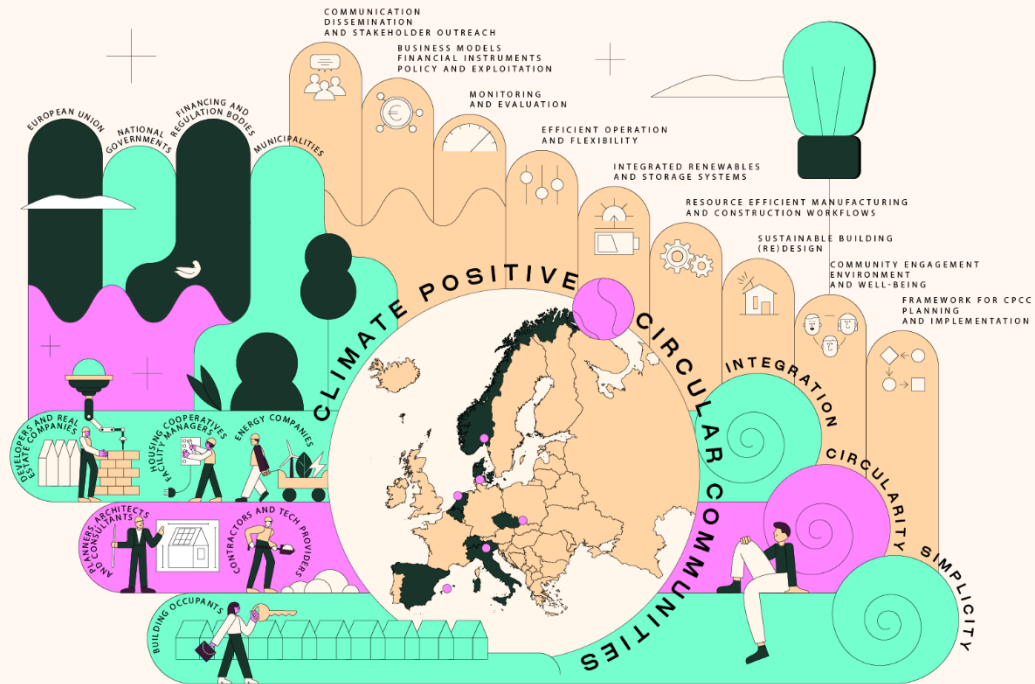


5.5. FIGURES

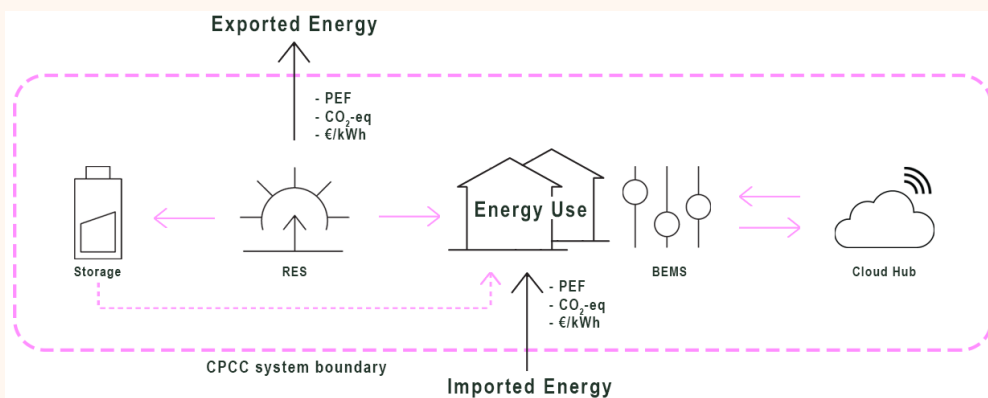
A series of figures have been developed for the ARV project and should be used as appropriate throughout project reports and presentations. Files can be found within the project SharePoint site under the corresponding naming.

NB:

When using the ARV illustrations, credits should always be given to the ARV project, by providing a link to the ARV website, www.greendead-arv.eu.



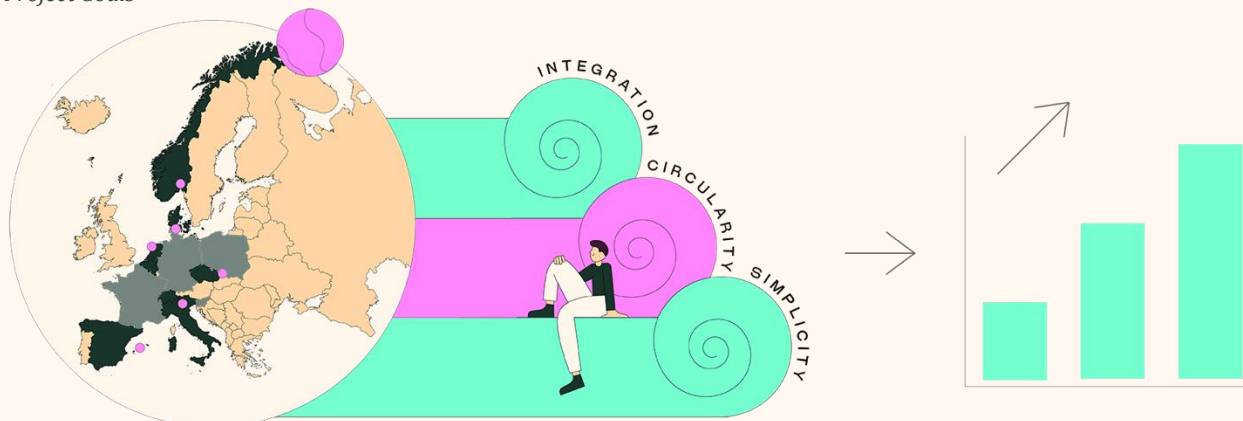
Main ARV Infographic



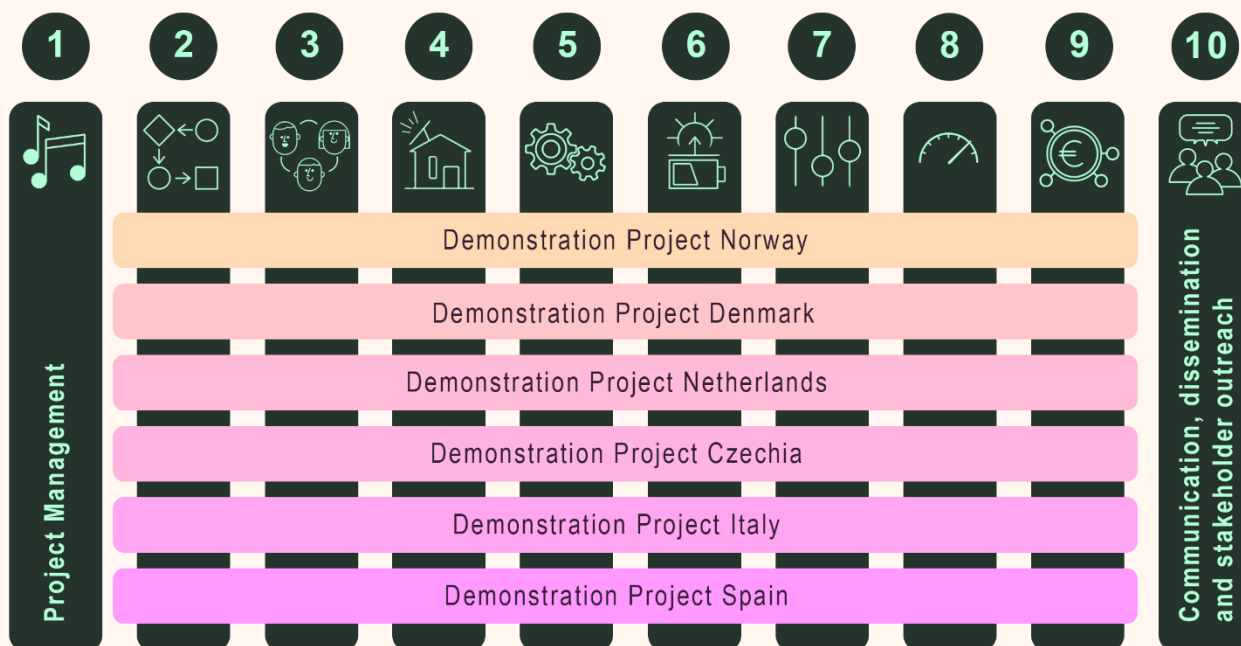
CPCC System Diagram

	ENERGY	IEQ	NOISE & DUST	EMBODIED EMISSIONS	TIME	LIFE CYCLE COSTS	CONSTRUCTION COSTS
NEW BUILDINGS	At least 50% reduction in energy needs compared to current country building code. Positive energy level based on primary energy	High levels of indoor environment quality according to EU norms	According to the EU health, safety and environment standards	At least 50% reduction compared to local practice	At least 30% reduction compared to local practice	At least 20% reduction compared to local practice	At least 30% reduction compared to local practice
RENOVATION	At least 50% reduction in energy needs compared to pre-renovation levels. At least nZEB standard	At least 30% improvement compared to pre-retrofitting levels according to EN 16798-12019	At least 30% reduction in occupant disruption during retrofitting compared to current practice	At least 50% reduction compared to local practice	At least 30% reduction compared to local practice	At least 20% reduction compared to local practice	At least 30% reduction compared to local practice

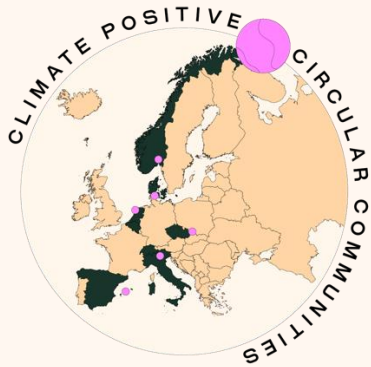
Project Goals



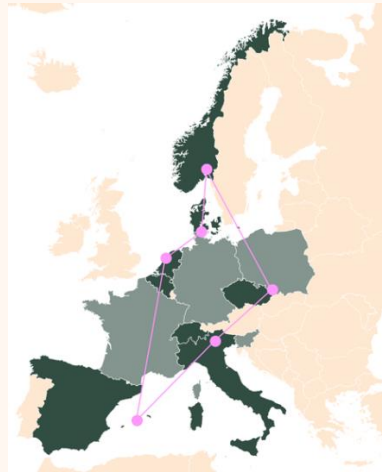
Scalability



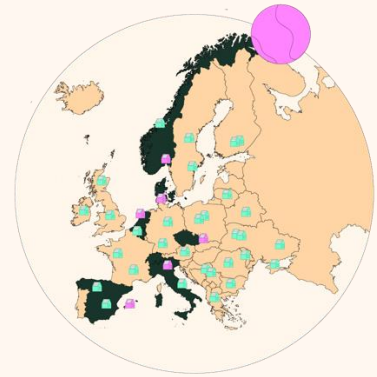
Project Structure and Demo Projects



ARV Map 1



ARV Map 2



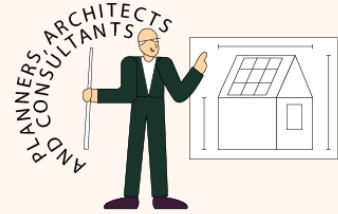
ARV Dissemination



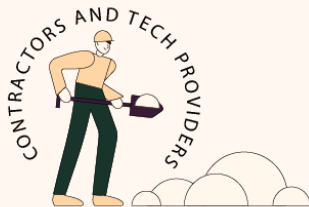
Housing Cooperatives, Facility Managers



Energy Companies



Planners, Architects and Consultants



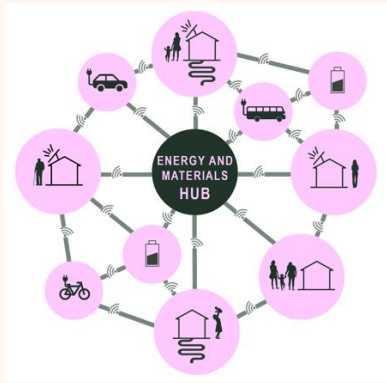
Contractors and Tech Providers



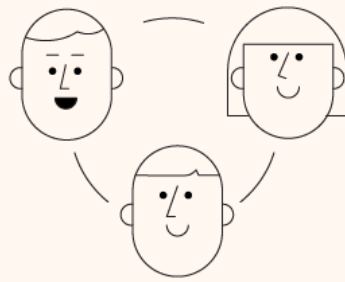
Building Occupants



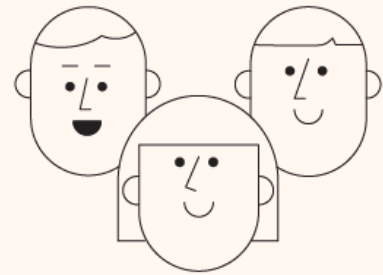
Developers and Real Estate Companies



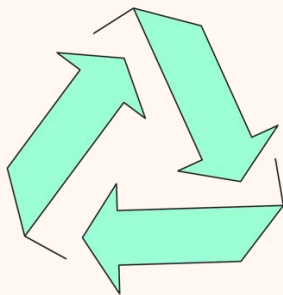
Energy and Materials Hub



Faces 1



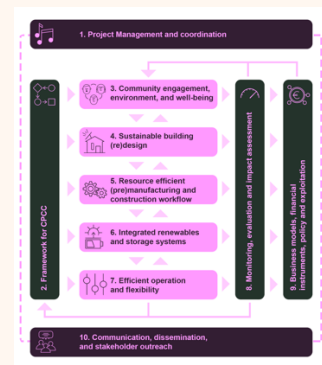
Faces 2



Circularity

- S** SIMPLE AND ROBUST
- I** INTEGRATED INTELLIGENCE
- M** MODULAR AND SCALABLE
- P** PLEASANT
- L** LOW COST
- E** ENVIRONMENT FRIENDLY

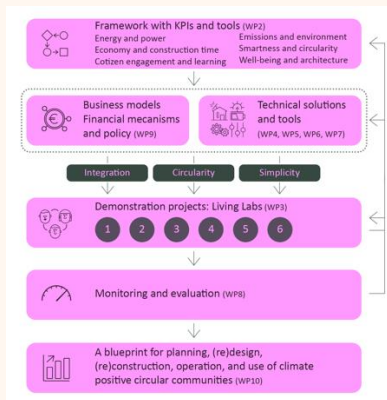
Simple



ARV Project Management Diagram



Innovation Clusters



Flowchart Methodology

5.6. STANDARD TEXTS

A standard text has been developed for the project and can be found under sections 'About the ARV Project' and 'Project Vision and Objectives' within the content of this report.

FUTURE UPDATES

This deliverable will be updated only as required.

ACKNOWLEDGEMENTS AND DISCLAIMER

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036723.

This deliverable contains information that reflects only the authors' views, and the European Commission/CINEA is not responsible for any use that may be made of the information it contains.

PARTNER LOGOS



