



Project acronym: RETROFEED

Full title: Implementation of a smart RETROfitting framework in the process industry towards its operation with variable, biobased and circular FEEDstock

Grant no: 869939

Project written and visual identity

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1 OBJECTIVES

The creation of a RETROFEED identity allows for an easier identification of the project by the public and ensures visibility and recognition, all the while increasing its impact.

Before the development of the written and visual identity, a branding analysis has been done, which ensured that no copyright is affected by the project branding, ensuring therefore a higher visibility by means of effective marketing measures. RETROFEED Identity is used in the website and on social media channels, as well as in all the communication and dissemination material prepared during the project lifespan.

The following paragraphs describe how the project's identity is presented, delineating both its written and visual identity.

2 WRITTEN IDENTITY

The name of the project was selected at the stage of proposal preparation and has not been changed since it represents the two main concepts of the project, highlighting the RETROfitting activities that are being deployed during the project and the FEEDstock of industries that are affected. It proved, therefore, its effectiveness and descriptive characteristics.

2.1 Specific objectives

The main objectives of the creation of a project written identity are:

- internally, the identification of common guidelines among project partners in order to have an aligned approach in describing the project;
- externally, the presentation of the project in a clear and impactful way.

2.2 Written presence

2.2.1 Name

In texts, the name of the project can be written in three version:

- all capital letters: **RETROFEED**
- all capital letters in italics: ***RETROFEED***
- first capital letter and the remaining in lower case: **Retrofeed**

Size and font should be the same as the rest of the text.

2.2.2 Tagline

The tagline, or project motto, could be used as a subtitle, whenever possible, and is the following: **Smart Retrofitting in Process Industry.**

“Smart”, “Retrofitting”, “Process” and “Industry” have to be written in capital letters.

When on the same line as the project name, the tagline should follow a column, as it follows:

RETROFEED: Smart Retrofitting in Process Industry

When on a new paragraph, no punctuation after the name of the project is required, as it follows:

RETROFEED
Smart Retrofitting in Process Industry

2.2.3 One sentence

When writing the name of the project and its description in one sentence, the following sentence should be used.

RETROFEED will enable the use of an increasingly variable, bio-based and circular feedstock in process industries through the retrofitting of core equipment and the implementation of an advanced monitoring and control system and providing support to the plant operators by means of a DSS covering the production chain, allowing for an increase of 22% in resource efficiency and 19% in energy efficiency.

2.2.4 Bullet points

When creating presentations or promotional materials, the following text in bullet points should be used to describe the project.

RETROFEED will:

- Increase the knowledge on REII processes by deploying advanced modelling techniques and implementing a new monitoring infrastructure in different steps of the production chain;
- Implement a circular economy approach leveraging on retrofitting for the introduction of by-products and waste streams as alternative feedstock;
- Adapt REII equipment for the provision and use of bio-based feedstock whether as fuel or raw materials, thus replacing traditional feedstock for improving the processes environmental performance;
- Improve the control system of retrofitted processes in order to deal with a higher variability in feedstock while improving their overall technical, economic and environmental performance;
- Develop a Decision Support System for assessing the best retrofitting options and operation plan of the improved processes in order to achieve a high impact over the whole production chain;
- Ensure results replication and the exploitation of the retrofitting potential in REIIs through a retrofitting methodology, contributions to standardisation bodies and capacity building programs.

2.2.5 Half page

The half page description of the project should follow the description used on the EC cordis website.

RETROFEED main objective is to enable the use of an increasingly variable, bio-based and circular feedstock in process industries through the retrofitting of core equipment and the implementation of an advanced monitoring and control system, providing support to the plant operators by means of a DSS covering the production chain. This approach will be demonstrated in five resource and energy intensive sectors (ceramic, cement, aluminium, steel, and agrochemical) with the potential to reach in average an increase of 22% in resource efficiency and 19% in energy efficiency, with a consequent reduction in costs and GHG emissions of 9.3 M€ and 135 kton CO₂ respectively.

Furthermore, the project aims to develop a methodology to support retrofitting in resource and energy intensive industries that will be complemented by a decision support system able to perform a diagnosis of the impact in the process of different retrofitting solutions so plant managers and operators can decide on the most suitable retrofitting action for their companies. This decision support system will remain operative after the modification of the process so it can ease the operation of the process under the increased variability of feedstock by analysing a set of key indicators defined within RETROFEED over the production chain for this purpose.

RETROFEED consortium comprises strong industrial participation; 9 large companies, including 6 of them as final users, and 4 SMEs as technology providers, working with experienced RTOs and supporting entities. The private investment associated to RETROFEED is over 7M€ along the execution of the project. Lastly, RETROFEED is expected not only to enable technological advances in the technologies and demonstrators involved but will also contribute to the development of new standards, regulations, training programmes, and adaptation and certification of industrial processes thus facilitating the replication of the project results within the EU industry.

2.2.6 Typography and RETROFEED fonts

To clearly make a distinction and recognise RETROFEED project identity, consistency in terms of typography among all project public documents has been delineated.

The official RETROFEED font used in written is **Arial**. The decision lies on the fact that *Arial* is a web safe font, meaning that is a font which is universally installed across major devices. It is one of the most famous fonts for both online and printed media, besides being a default font in many writing and document development programmes.

As a general alternative, **Times New Roman** will be used.

2.2.7 Acknowledgement

The following sentence should be included in all deliverables and public documents, showing that RETROFEED is funded by the European Union's Horizon 2020 research and innovation programme, and displaying the European flag.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869939

An additional sentence added to certain materials and deliverables (e.g. printed) should be written as it follows:

*The responsibility for the information and the views set out in this *type of document* lies entirely with the authors. The European Commission is not responsible for any use that may be made of the information it contains.*

The official EU flag should always be displayed with the sentence(s), at its left side, as shown below.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869939.

*The responsibility for the information and the views set out in this *type of document* lies entirely with the authors. The European Commission is not responsible for any use that may be made of the information it contains.*

3 VISUAL IDENTITY

The following guidelines describe the use of the project's identity in a visual manner.

3.1 Specific objectives

The main objectives of the creation of a project visual identity are:

- internally, the guidance of project partners and external actors towards the correct use of the project branding, providing them with details and explanations.
- externally, the support to the recognition and the visual distinction of the RETROFEED project, while reflecting and transmitting the project's messages.

3.2 Visual presence

3.2.1 Logo

Main version (horizontal)



3.2.2 Symbolism of the logo

RETROFEED logo aims at showcasing, through its composition, its words and its colors, the project processes and results to be achieved by the end of the project. Each color represents a different aspect of the project:

- The red used for the cog represents heat and fire in industry, reflecting the image of burning furnaces;
- The green represents bioeconomy and the digital part of the project.

Each symbol displayed in the logo carries a meaning related to the project execution and results:

- The cog represents industry and its industrial processes, main end-user of the project;
- The circular arrows around the logo represent the circular economy, one of the main pillars of the project.

3.2.3 Alternative versions of the logo

3.2.3.1 Vertical logo

In order to comply with different types of document and deliverable, a vertical color version has been created and is showcased below.



3.2.3.2 Monochromatic: black version (horizontal/vertical)

These first two monochromatic versions of the logo (black) will allow partners for flexibility regarding the different uses of the logo – horizontal and vertical.



3.2.3.3 Monochromatic: white version (horizontal/vertical)

This second monochromatic version (white) serves the same purposes of point 2, i.e. allowing for flexibility in the use of the logo.



3.2.3.4 Photographic background

This section displays how the monochromatic logo would look like when used with a photographic background.





3.2.3.5 Different color background

This section displays how the logo would look like when used with a different colours' background.



3.3 Characteristics of the project visual identity

3.3.1 Color codes and fonts

For the development of the materials and of the website, the following color codes have been used as primary ones and it is important and necessary not to alter them.

RGB codification



R: 204
G: 0
B: 51



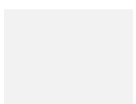
R: 153
G: 204
B: 153

In addition to the ones already mentioned, the following secondary colours have been used as well.

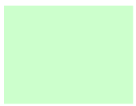
RGB codification



R: 255
G: 102
B: 102



R: 242
G: 242
B: 242



R: 204
G: 255
B: 204

The following font has been used for the development of the logo: **OCR A Extended, regular**.

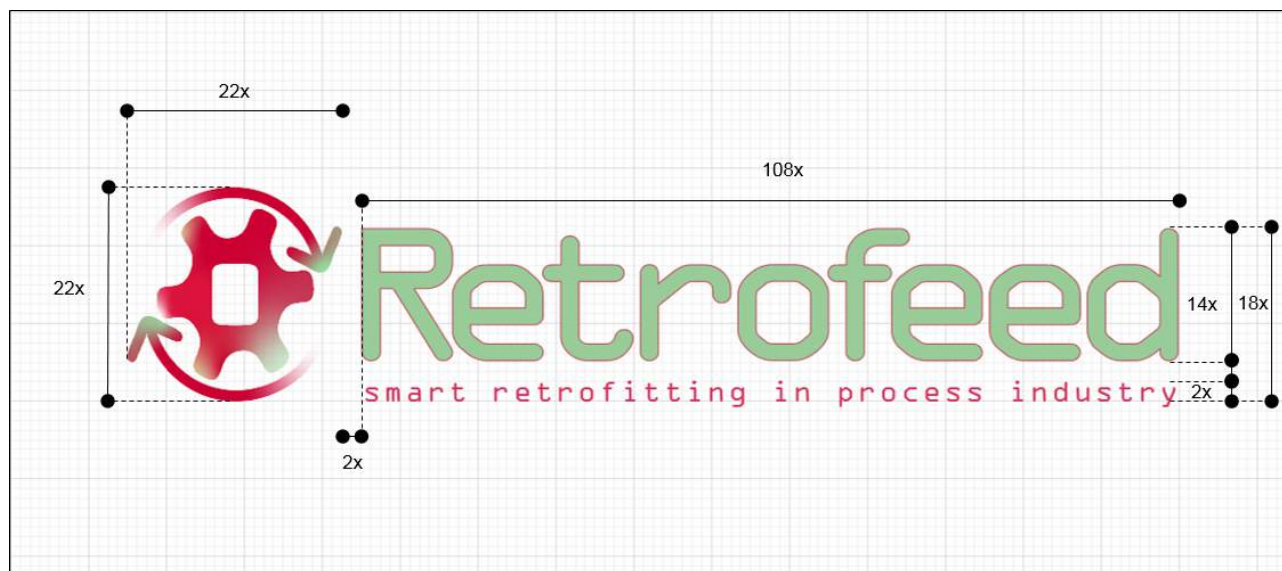
0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.3.2 Construction grid

In order to achieve the best representation of the project, the construction grid below shows how each element is proportionate to the others. The proportion among the different elements should always be kept stable.



3.3.3 Clear zone (protection zone) and minimum recommended size of the logo

The minimum recommended clear zone around the logo allows for an optimal visual recognition of the project. This clear zone should always be kept at (minimum) 0.5 cm. For the minimum recommended size of the logo, the logo should be fully recognizable and readable in all its part.

3.3.4 Mistakes to avoid

In order to achieve a coherent project branding and avoid misrecognition of RETROFEED, the following mistakes are to be avoided. They include alteration and distortion in terms of shaping, fonts and typography, colors, proportion, presence and position of the elements.

Logo distortion



Proportion change



Typography change



Separation of elements



Change of colours



Position of the elements

