

Grant Agreement number 842547



Actual execution of the Implementation
Plan for Photovoltaics and monitoring
the Implementation Plan's delivery

www.pv-impact.eu

#PVIMPACT_EU

Deliverable 5.1 Logo and
website

Lead beneficiary: WIP

Disclaimer of warranties



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About PV IMPACT

PV IMPACT will try out a variety of approaches to stimulate PV research, development and innovation initiatives in Europe. The first part of the project will focus on inviting companies to matchmaking events so they can find partners with whom to work on future projects under EU and/or national funding schemes. The project will also target two specific industrial companies: ENEL Green Power and Photowatt. Another important part of the project will be to monitor progress in PV. Data will be collected on public spending in the EU, on private spending, on the kinds of projects being funded and on the overall performance of PV technology. Forecasts for future spending will be made according to various scenarios. The project will track whether improvements in the performance of technology are keeping pace with expectations and will make recommendations to European funding authorities.

PV IMPACT Partners



Document information

Title	Logo and Website
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Document history

Date	Revision	Prepared by	Approved by	Description & status
29/08/2019	1	WIP		First draft
03/10/2019	2	EUREC	Governing Board	Final document

Dissemination level

PU	Public	X
RE	Restricted to a group specified by the Consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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1. Introduction

This document reports on the creation of the logo and website for the PV IMPACT project. The project partner WIP, leader of the communication and dissemination activities of the project, has taken the lead in this activity with the support of all partners.

2. Target groups

The target audience are decision makers of the Member States and the European Commission, industrial companies to produce in the EU, the academic community and the general public.

3. Project Logo

The visual identity of PV IMPACT revolves around the logo. The logo created for the project will be used in all dissemination and communication activities. Different PV IMPACT logo versions for web, print and image are available on the PV IMPACT virtual room in Google Drive. Detailed guidelines for using the logo and its different versions are also available.

Logo concept

The logo is using the project name PV IMPACT, which gives already an idea of the aim and objective of the project. The integrated symbol is inspired in the logo of the SET Plan and is willing to transmit the close connection of the project to the SET Plan Implementation Plan. Furthermore, it resembles a grid making reference to the network, interconnection of data and matchmaking of different actors in the field of photovoltaics that the project aims to create.





The main reason why this logo has been selected is not purely based on aesthetic grounds. It satisfies the main features logos should have:

- Readability and ability to stand out in different contexts
- Good performance both in small and big dimension



- Potential to evolve into other graphic materials (e.g. a graphic layout for brochures, postcards, newsletters, website that are clearly inspired by the logo.)
- Clarity in delivering the contents of the project.

Logo versions














Full logo	Black and White logo
	
<p>This is the main logo to be used, in roll-ups, posters, publications, presentations etc. This version is to be used wherever it is applied in small size and the url would be too small to be read.</p>	<p>Used the monochromatic version only if technical limitations are imposed.</p>

Each logo has a large and small 300dpi cmyk file, plus web .jpg and .png files at high resolution. High resolution files should be used when applied in increased size like very large screens or in print, to avoid loss of quality. The existent logo variations will be always available for partners in the intranet of the website.

Logo colours

The colours used in the logo are as follows:



 CMYK: 100/100/25/25 RGB: 33/33/91	 CMYK: 35/100/35/10 RGB: 158/17/88	 CMYK: 80/10/45/0 RGB: 0/158/150	 CMYK: 20/0/100/0 RGB: 215/219/0
 CMYK: 70/150/0/0 RGB: 52/166/220	 CMYK: 75/100/0/0 RGB: 97/30/130	 CMYK: 75/0/75/0 RGB: 12/170/98	font: Montserrat
 CMYK: 0/35/85/0 RGB: 249/174/40	 CMYK: 100/95/5/0 RGB: 39/44/130	 CMYK: 75/0/100/0 RGB: 37/166/45	
 CMYK: 0/80/95/0 RGB: 235/74/17	 CMYK: 85/50/0/0 RGB: 16/110/180	 CMYK: 50/0/100/0 RGB: 139/189/13	



In general, these colours should be given preference wherever colours are used in project documentation or other communication material.

4. Project Website

The PV IMPACT website is a key channel to disseminate the project contents and at the same time a communication tool to promote the project and its visibility.

The project website has been set-up from the very beginning of the project and has been launched in August 2019. The website is used as an open source for all stakeholders. It aims at making the project's information publicly available, offering easy access from anywhere in the world and working as a strong dissemination tool addressing all target groups. It will initially inform about the scope and objectives of the project and be progressively populated with contents covering, among others, public deliverables, articles, events and news.

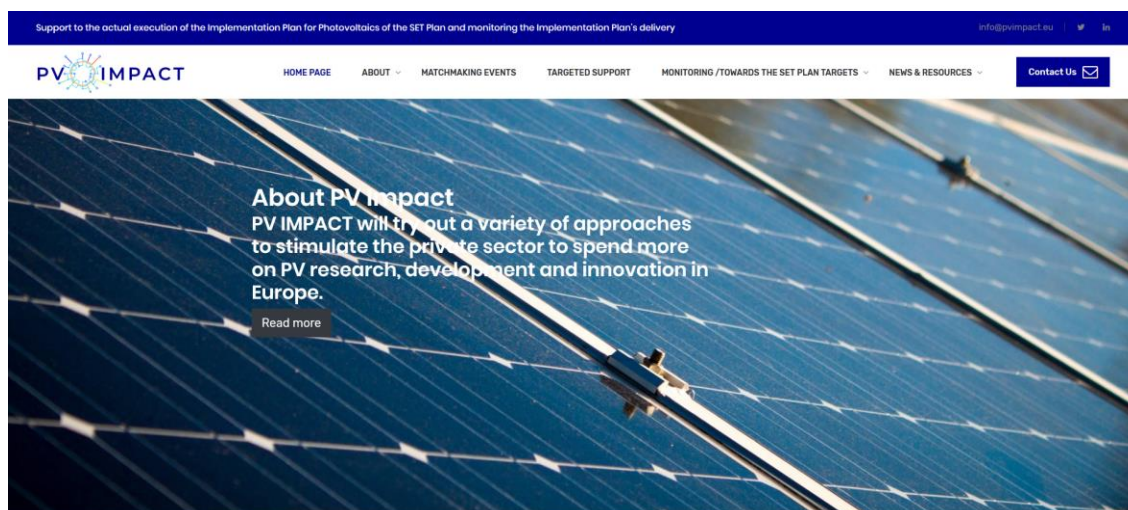
The website is managed by WIP. Its registered domain is www.pvimpact.eu.

It is available from every device (smartphone, tablet, desktop) and it will be maintained for at least five years after the end of the project. This will increase the impact of the project, making the results widely available and remaining a hub for knowledge exchange between interested stakeholders across Europe.

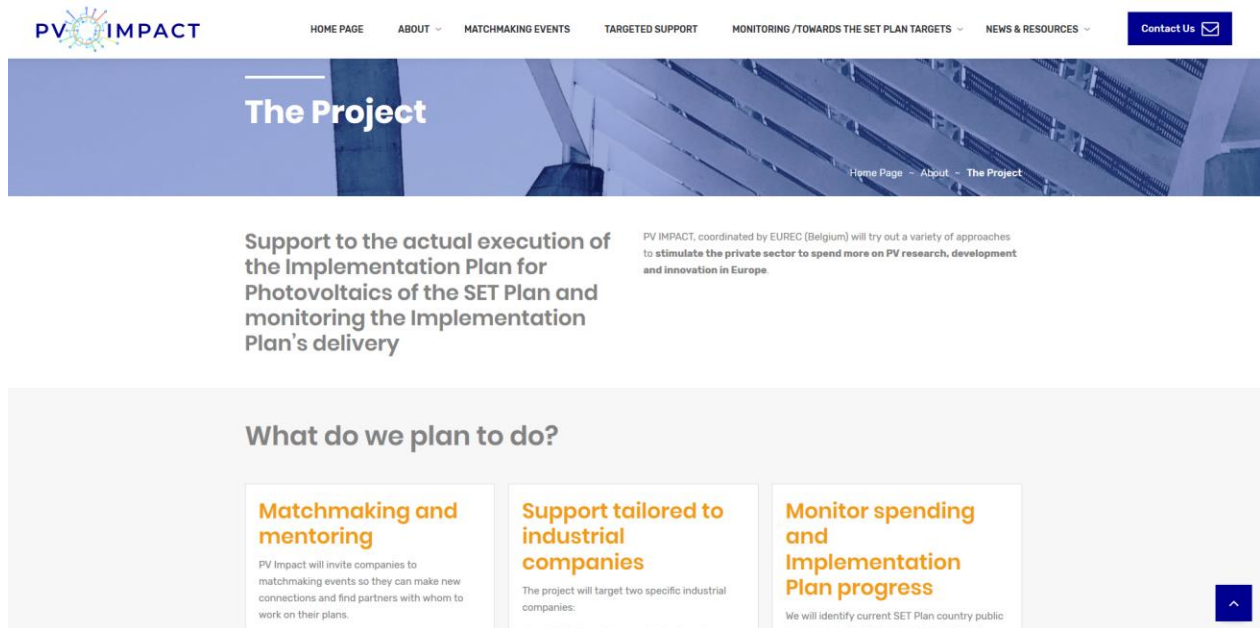
Website's structure

The PV IMPACT website is structured as follows:

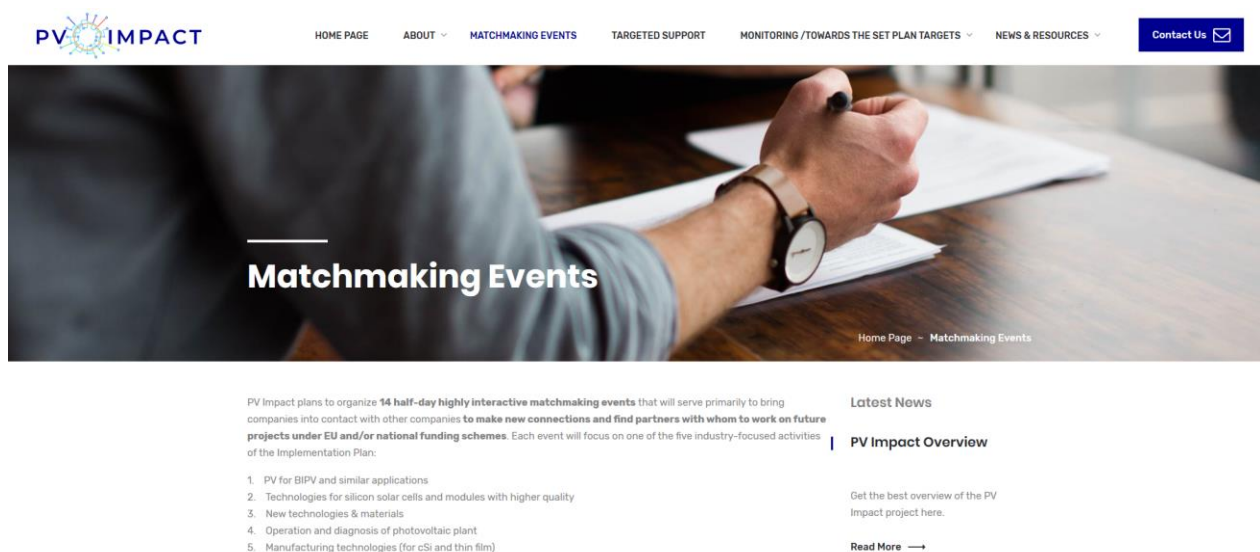
- The HOME page offers a short description of the project and an overview of the structure of the webpage. Moreover, it highlights the latest news and upcoming events.



- The ABOUT page presents in short, the project’s general objectives. It is further divided into 4 sections which are: The Project, Partners, PV Implementation Plan and Get Involved. Each section provides the relevant information in an engaging manner using icons, photographs and quotes.



- The MATCHMAKING EVENTS section describes the concept behind the 14 matchmaking events that PV IMPACT plans to implement. It also contains dedicated subpages for each event with concrete information about the event agenda, time and location and registration.



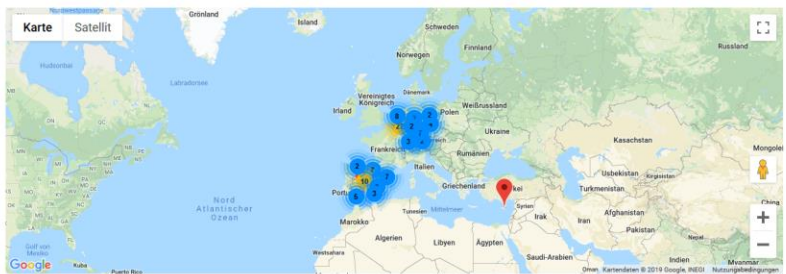
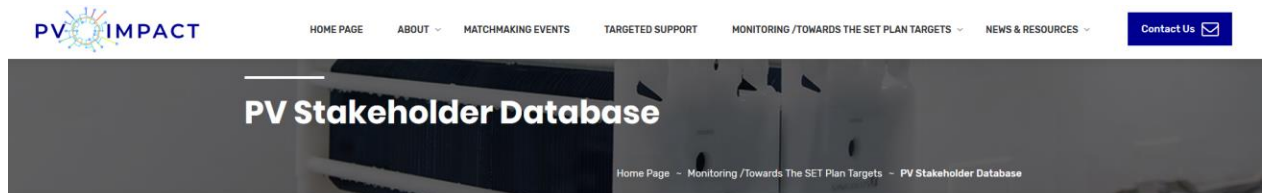
- The TARGETED SUPPORT section explains how PV IMPACT will support two industrial companies, i.e. ENEL Green Power in Italy and Photowatt in France in their plans to impulse the European Photovoltaic industry.



The goal of the PV Impact project is to support the actual execution of the Implementation Plan for Photovoltaics derived from the broader European SET Plan (Strategic Energy Technology Plan).

To do so, two industrial companies ENEL Green Power in Italy and Photowatt in France have been included in the consortium to bring targeted support to the European photovoltaic industrial development plans. **ENEL Green Power (EGP)**, will make progress on the Implementation Plan by coordinating the many different PV actors in Italy. **Photowatt** will support start-ups and SMEs which have industrial development plans in line with the PV Implementation Plan and, at the same time, will use the consortium's expertise to corroborate that the right scientific & technological choices are being made to improve the European industrial business competitiveness.

- The MONITORING/TOWARDS THE SET PLAN TARGETS section explains how PV Impact will track whether improvements in the performance of PV technology are keeping pace with expectations. This section contains two public databases: one of PV projects and one of PV stakeholders in Europe. Stakeholders have the option to register themselves in the database.



Stakeholders

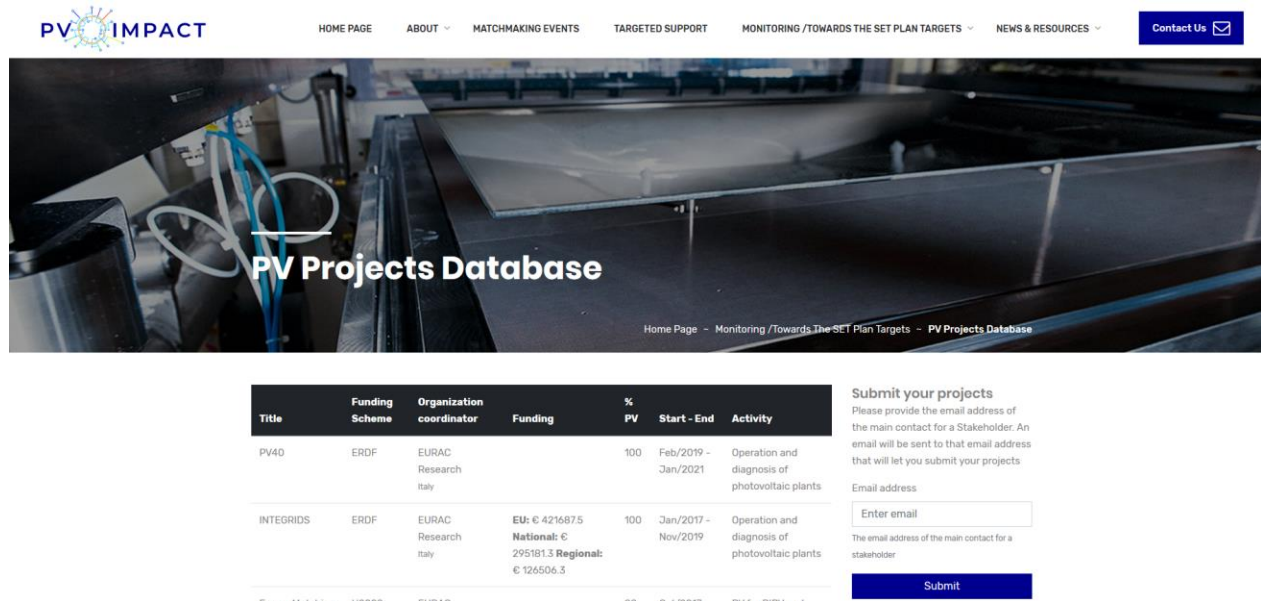
Name	Type	Country	Expertise
AC&CS-CRM	SME	Belgium Lilje	

Register in our StakeHolder database

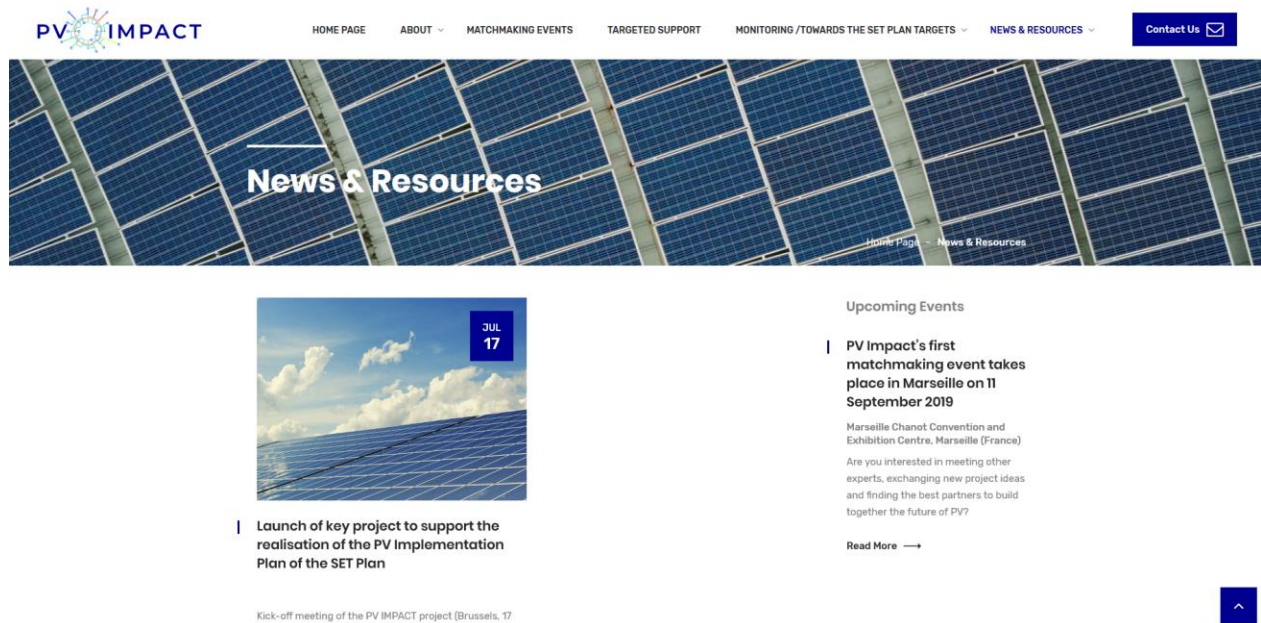
Stakeholder name

Department





- NEWS & RESOURCES. This section is designated to present the latest news and upcoming events of the project. Moreover, it is further divided to showcase latest reports and press releases with the possibility to download them.



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