

Smart Grid Energy Management Staff Exchange



D6.2 Project Visual Design and Website

Marie Skłodowska-Curie Actions (MSCA)

Research and Innovation Staff Exchange (RISE)

H2020-MSCA-RISE-2014

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Approvals

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Name	Partner	Date	Approval (y/n)
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Table of Contents

Table of Contents.....	4
1. Introduction.....	5
2. Project Visual Design.....	6
2.1 Design of logo.....	6
2.2 Design of Templates.....	6
2.3 Smart GEMS Website	9
3. Conclusions	17
4. Annexes.....	18
Annex I: Draft Smart GEMS logo designs	18
Annex II: Smart GEMS Webinar Templates	21

1. Introduction

The visual design of the Smart GEMS project is considered an essential element of communication and dissemination activities. At this initial phase of the project it concerns the design of templates for deliverables, internal management processes, communication actions, training activities and the development of the project website which serves as a key node for communication and dissemination purposes. In the next phase of the project, visual design will be applied in various other occasions such as:

- Dissemination of the project in workshops, trade fairs, scientific publications (journals and conferences), press releases, etc.
- Promotion of the cooperation with other related Marie Curie/Horizon initiatives
- Preparation and dissemination of materials through traditional dissemination routes (publications, articles, oral presentations at suitable events and conferences etc.).
- Establishment of a LinkedIn user focus group and by posting the public domain information (i.e. project video) on YouTube.
- Creation of material including leaflets, flyers and brochures
- SMART GEMS Project Video

2 Project Visual Design

2.1 Design of logo

The design of logo was finalised and distributed to all partners well before the commencement of training and all other dissemination activities. This was a vital first step in order to ensure coherence and define a common style for use in the Smart GEMS project internal and external information exchange. The Smart GEMS logo (fig. 1) was selected amongst a wide range of draft logos (annex 1) developed by a professional graphics designer.



Figure 1: The Smart GEMS logo

2.2 Design of Templates


Communication instruments such as templates for press releases (fig.2), slide presentations (fig.3), deliverables (fig.4), and webinars (fig.5) were prepared early on in the project and distributed to all partners to ensure homogeneity in project activities. All templates have been uploaded in the project's share area to be instantly available to all partners.

Each template contains identical visual elements to identify the project such as:



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- Smart GEMS logo
- Partners' logos
- EU and Marie Curie Action flags
- Project contract number



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SMART GEMS is a H2020 project focusing on the optimization of real scale smart grid applications, a concept which attracts great interest from the academic community, policy makers and companies in the energy sector worldwide.

Organisations from the industry (table 1) and the academia (table 2) with a proven experience in this field have joined to formulate a unique consortium encompassing all strategic aspects:

Industrial Partner	Location of research premises	Type of R&I activities	URL
AEA Srl	Angeli di Rosora Italy	Economics of innovation Smart cities Security and Safety Factory of the future	www.loccioni.com
EGM-ELEKTRONIKA Ltd.	Vilnius, Lithuania	Development of Smart Meters and AMI	www.elzama.eu/
IDEA Srl	Termini Imerese (PA) Italy	New Products Development, Design of Renewable Energy plants	www.ideasrl.it

Table 1: Industrial SMART GEMS partners

Academic Partner	Location of research premises	Type of R&I activities	URL
Technical University of Crete	Crete, Greece	Energy Management in the Built Environment, Environmental engineering	www.tuc.gr
National and Kapodestrian University of Athens	Athens, Greece	Environmental quality of the built environment	http://en.uoa.gr/




Figure 2: Smart GEMS Press Release template

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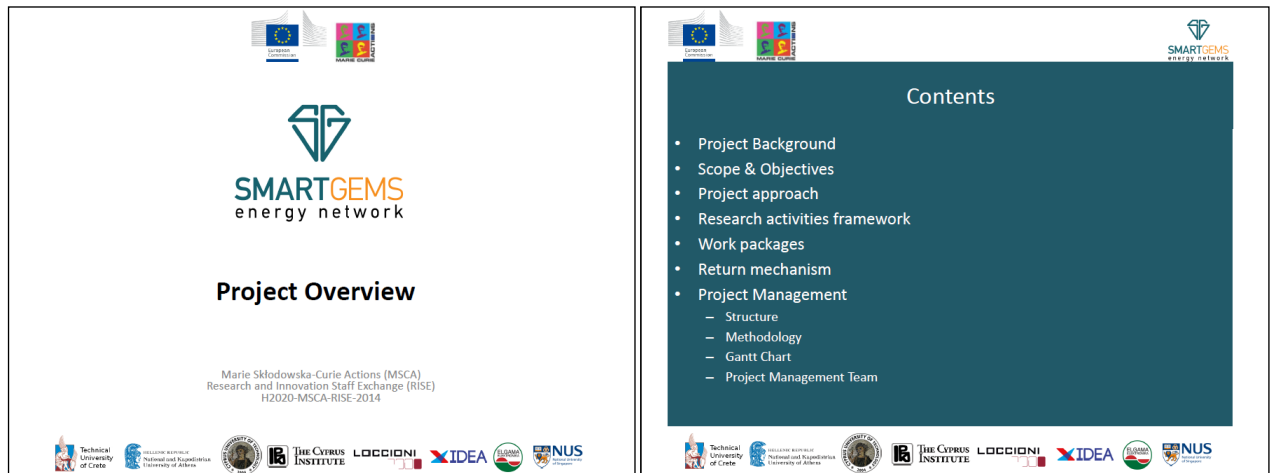


Figure 3: Smart GEMS presentation slides template

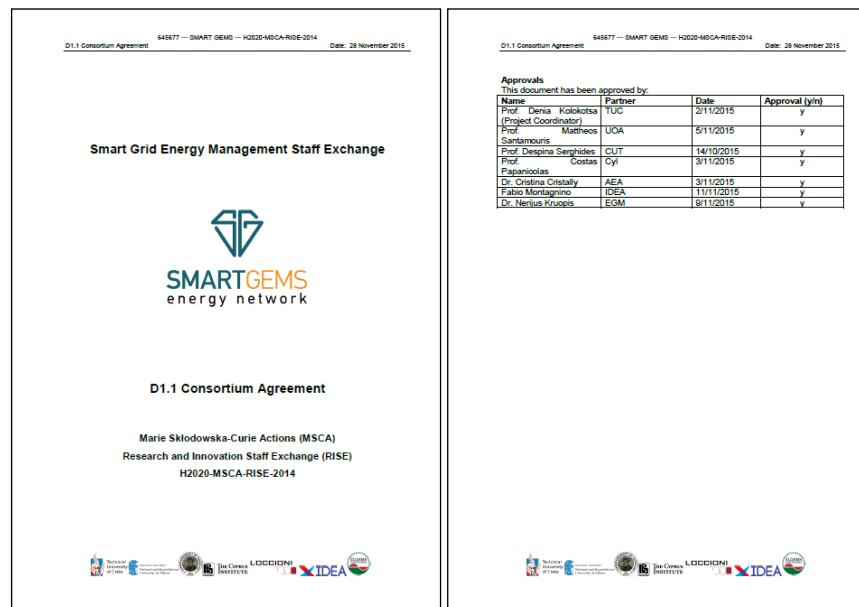


Figure 4: Smart GEMS deliverable template

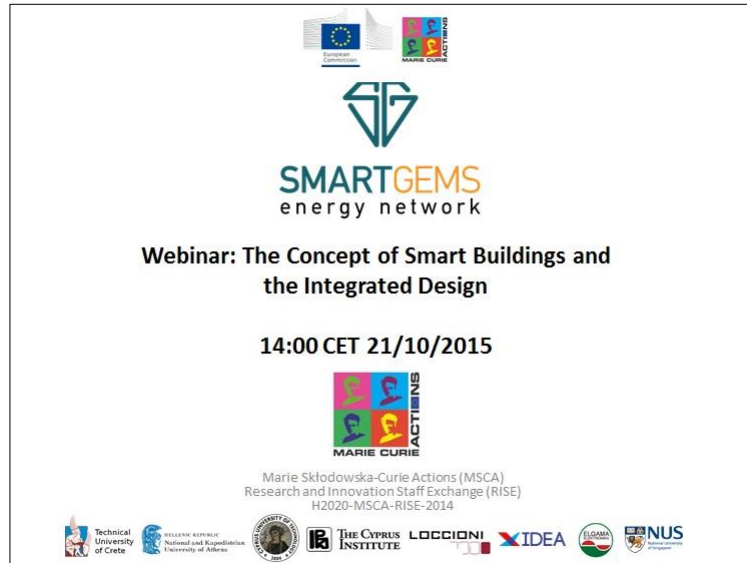


Figure 5: Webinars template

2.3 Smart GEMS Website

A comprehensive SMART-GEMS website has been created (<http://www.smartgems.tuc.gr>) to facilitate the dissemination of the project to third parties and the general public (public facing element). Throughout the duration of the project the website will be updated at least every 3 months. Updates will contain external dissemination materials and publishable data. The website has been designed to be user-friendly, clear and well structured. It is presented in English, but developed to allow for easy switch to multilingual navigation. It includes an event calendar featuring secondments, public events of the project as well as relevant events taking place in Europe. The website, together with information on the Consortium and Marie-Curie actions, will give easy access to all project results and documentation, and will guarantee updated information to all interested audience. Links with social media will be made available. Various draft designs for the Smart GEMS website were considered as presented in figures 6 and 7:





Figure 6: Smart GEMS Website Initial (Home) Design in Black Background

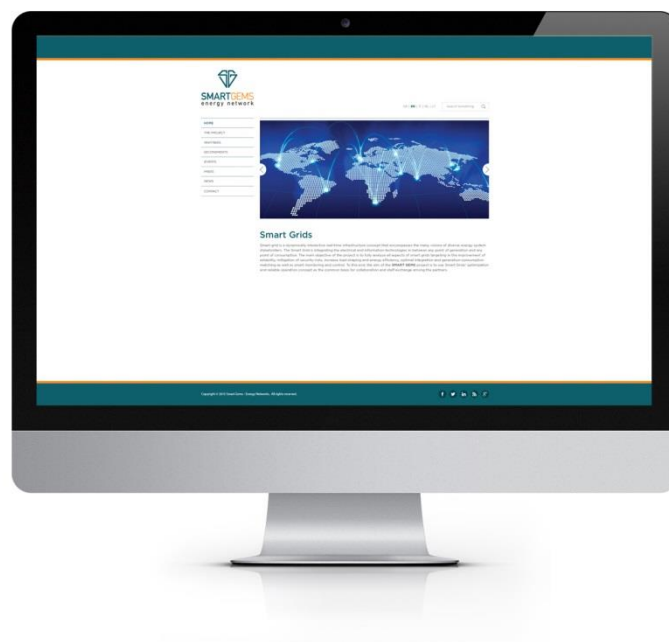


Figure 7: Smart GEMS Website Initial (Home) Design in White Background

Following the initial design, the Smart GEMS project website was decided to be developed in white background (fig.8 & 9). Basic information about the project has been uploaded concerning a description of the project context (fig.8 & 9). Major aspects to be

examined, the methodological framework as well as specific objectives and activities have been included in “The Project” section (fig.10). Links with the partners’ websites have been established (fig.11) and a short description of the partners’ identity is integrated. Furthermore, project progress through meetings and webinars is reflected in the “News” section (fig.12). The contact page for the Smart GEMS project has also been activated (fig.13).

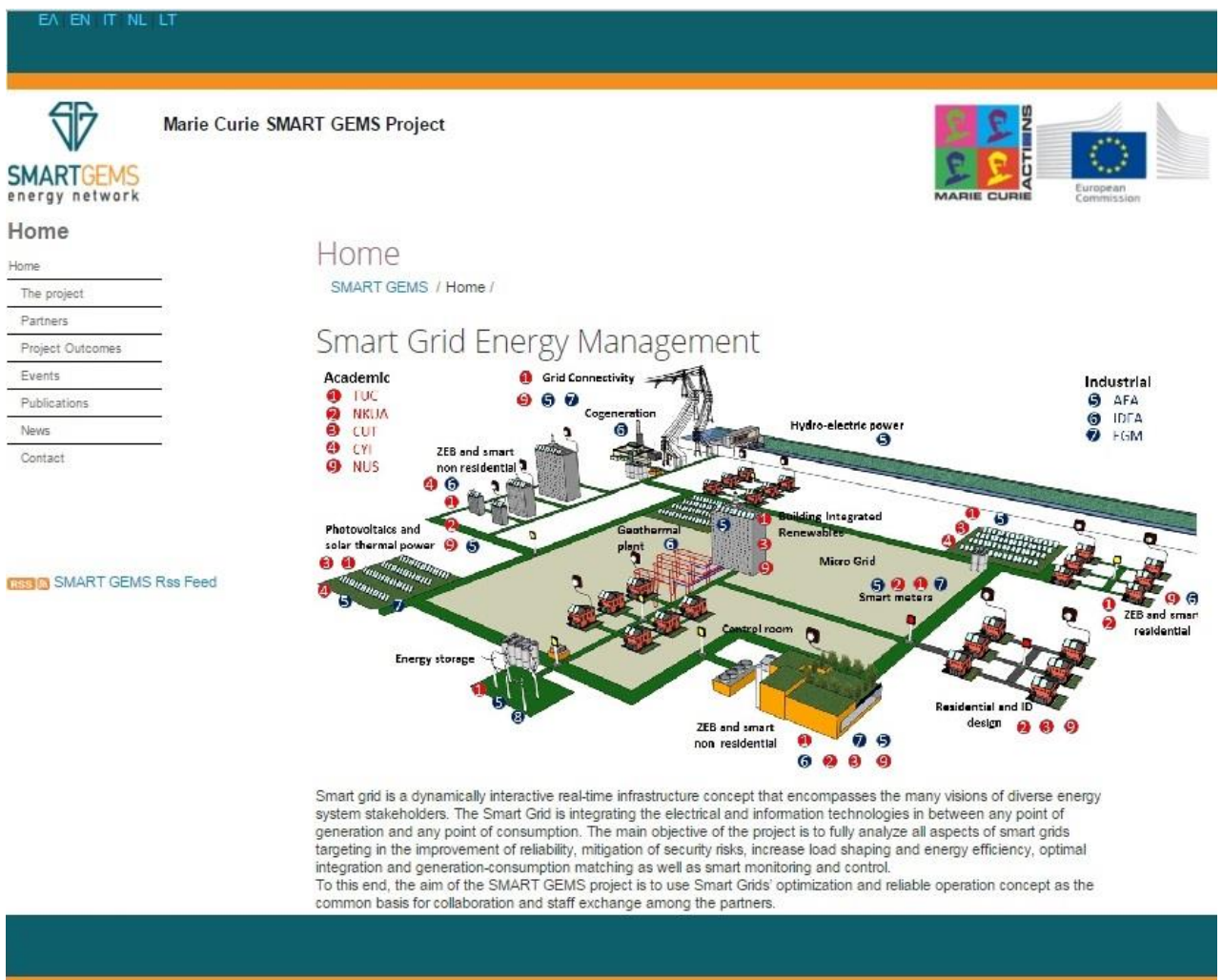


Figure 8: Smart GEMS Website / Home (1/2)

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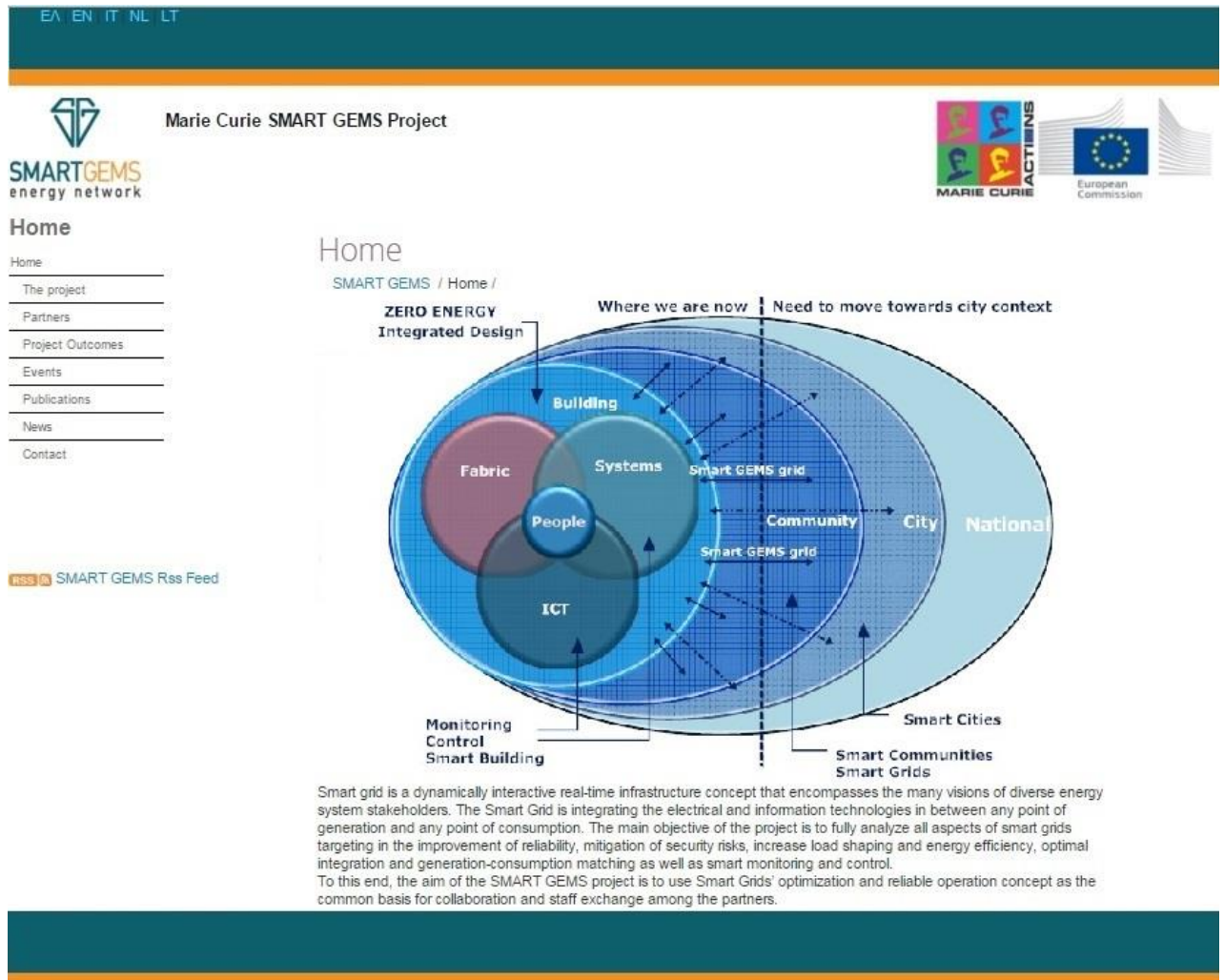


Figure 9: Smart GEMS Website / Home (2/2)

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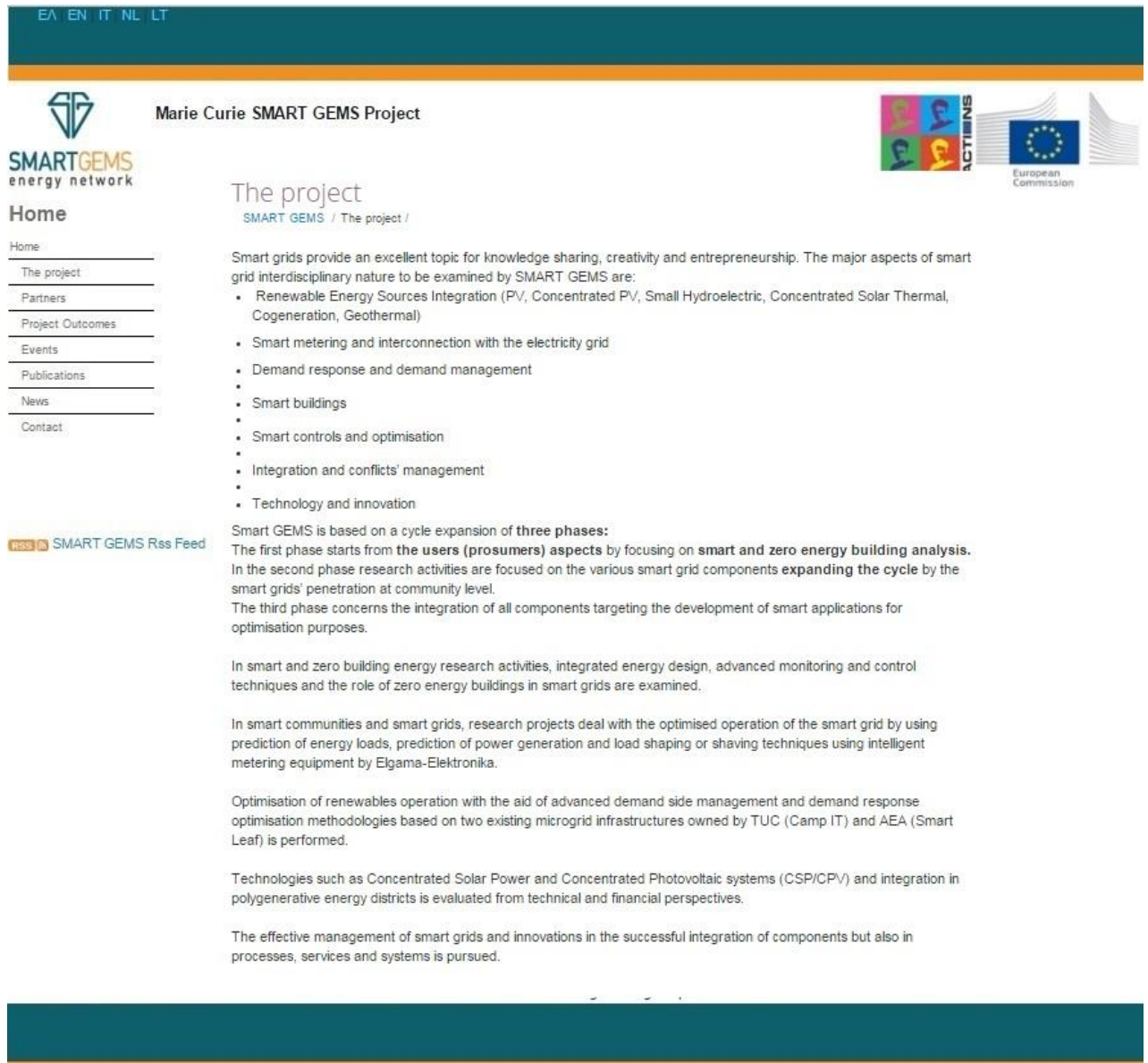


Figure 10: Smart GEMS Website / The Project

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Figure 11: Smart GEMS Website / Partners



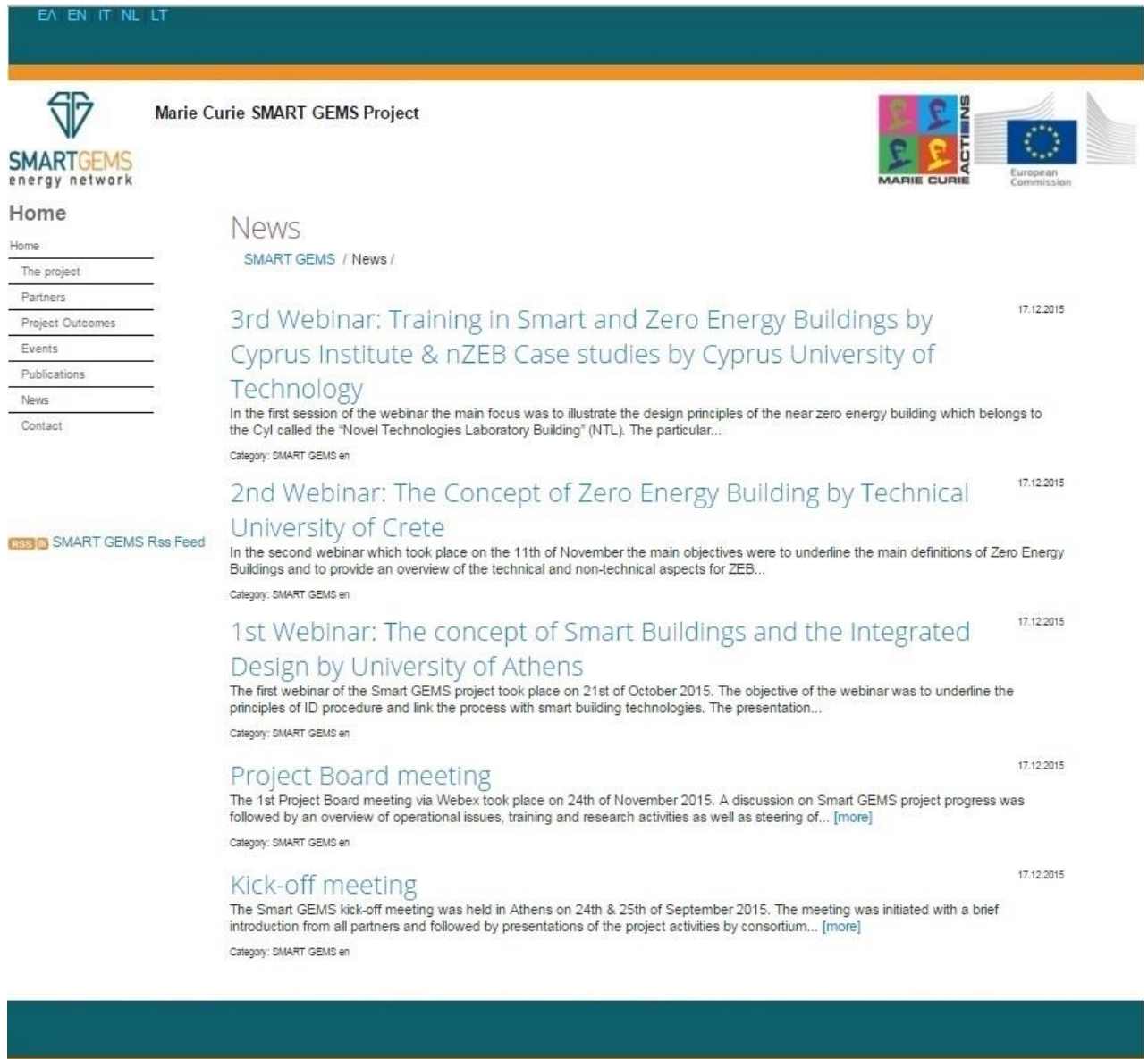




Figure 12: Smart GEMS Website / News

EA EN IT NL LT

 Marie Curie SMART GEMS Project



Home

- Home
- The project
- Partners
- Project Outcomes
- Events
- Publications
- News
- Contact

Contact

SMART GEMS / Contact /

Name:


Surname:

Telephone:

Email:

Title:

Message:

 SMART GEMS Rss Feed

Contact details
 Technical University of Crete
 Office: K2.114
 Tel.: +30 28210 37808
 FAX: +30 28210 37858
 Email:
dkolokotsa@enveng.tuc.gr
deniako@gmail.com

Figure 13: Smart GEMS Website / Contact

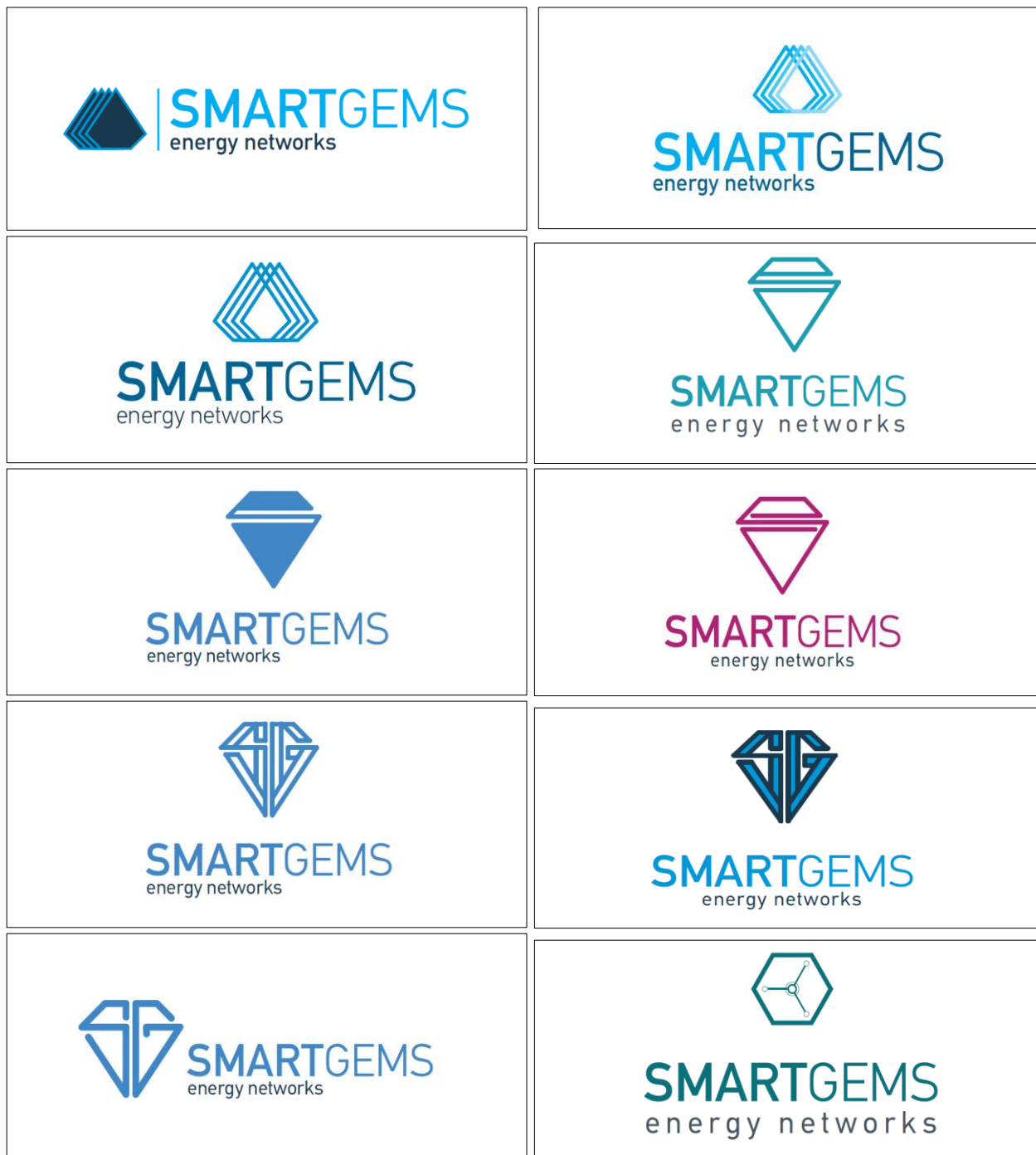
3. Conclusions

In this report the fundamental elements of the Smart GEMS project visual design and the basic structure and content of the project website were summarised. In particular various templates, the logo and the layout of the Smart GEMS website have been presented.

Snapshots of the website have been included to demonstrate its functionality, structure and coherent content. As a next step the website will be enriched with more information and in particular with regards to the “Project Outcomes”, “Publications” and “Events” sections.

4. Annexes

Annex I: Draft Smart GEMS logo designs



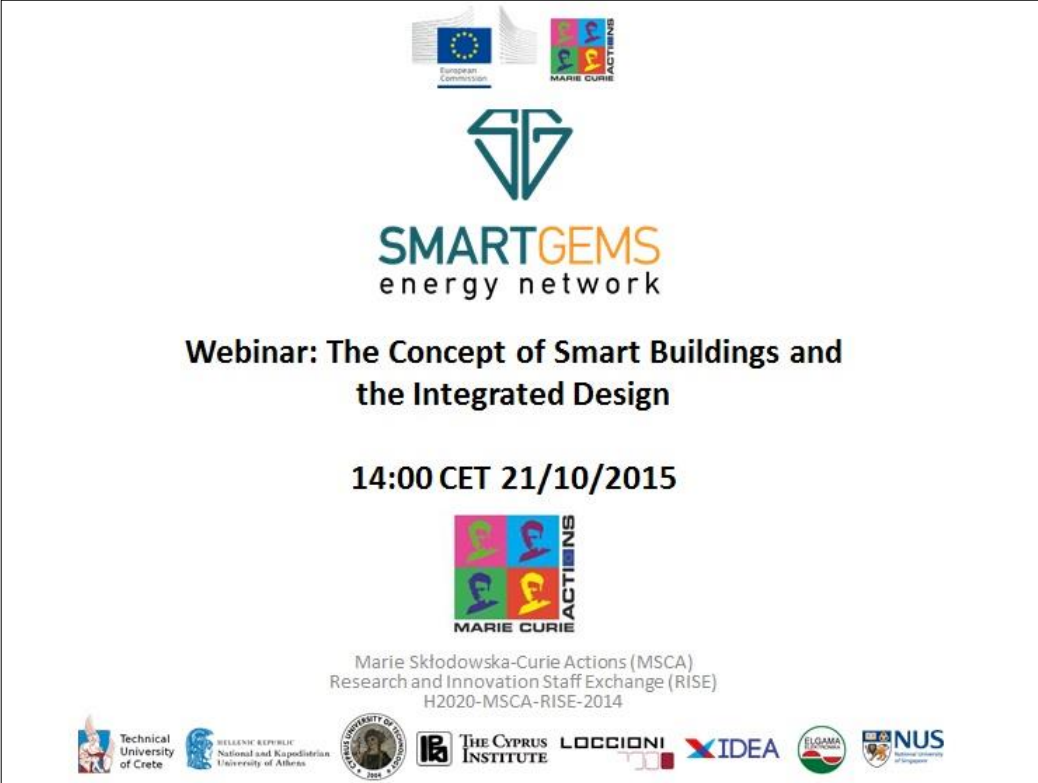
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D6.2 Project Visual Design and Website




Annex II: Smart GEMS Webinar Templates



European Commission

MARIE CURIE ACTIONS



Webinar: The Concept of Smart Buildings and the Integrated Design

14:00 CET 21/10/2015

MARIE CURIE ACTIONS

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Technical University of Crete

HELLENIC REPUBLIC
National and Kapodistrian University of Athens

UNIVERSITY OF CYPRUS

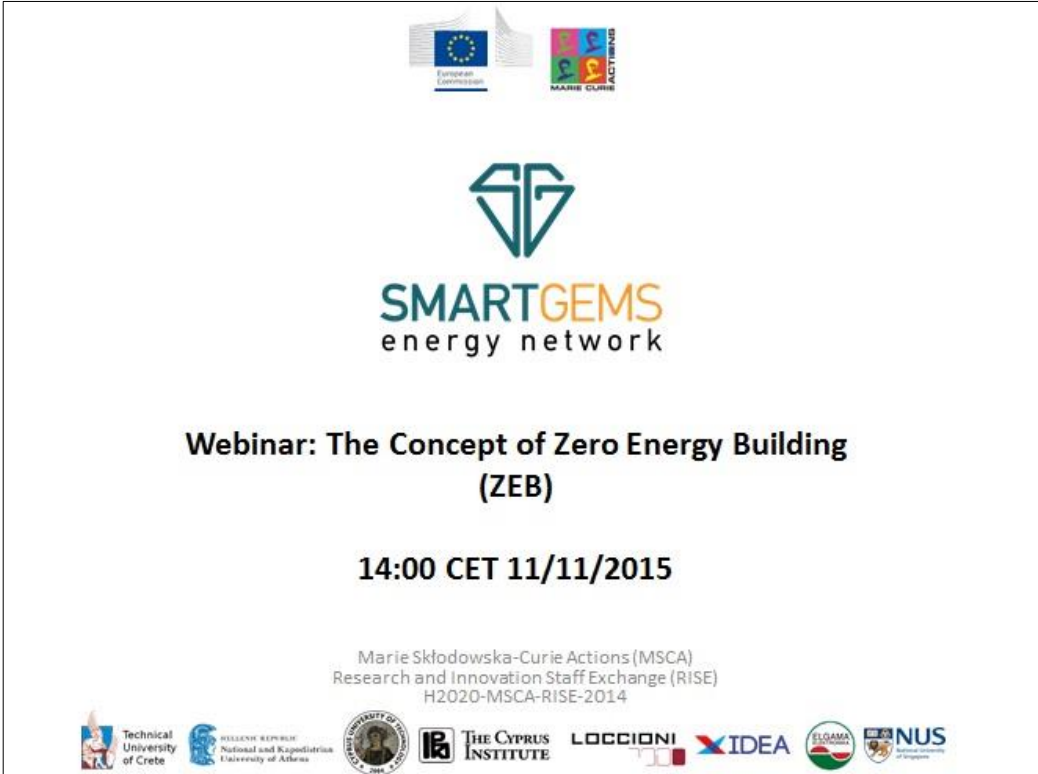
THE CYPRUS INSTITUTE

LOCCIONI

IDEA


ELGAMA

NUS



European Commission

MARIE CURIE ACTIONS



Webinar: The Concept of Zero Energy Building (ZEB)

14:00 CET 11/11/2015

MARIE CURIE ACTIONS

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H2020-MSCA-RISE-2014

Technical University of Crete

HELLENIC REPUBLIC
National and Kapodistrian University of Athens

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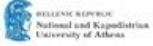




Webinar: nZEB Case studies in Cyprus

Partner – Organizers: CUT/Cyl

14:00 CET 02/12/2015

Marie Skłodowska-Curie Actions (MSCA)
Research and Innovation Staff Exchange (RISE)
H2020-MSCA-RISE-2014







Training in Smart and Zero Energy Buildings

New Technologies Laboratory Building

Cyl 2/12/2015

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Two case studies of smart ZEB: the LEAF House & the LEAF Lab
-AEA/Loccioni Group-
14:00 CET 16/12/2015

Marie Skłodowska-Curie Actions (MSCA)
Research and Innovation Staff Exchange (RISE)
H2020-MSCA-RISE-2014







Webinar: 5th Topic:
The ZEB buildings technology market
IDEA
14:30 CET 16/12/2015

Marie Skłodowska-Curie Actions (MSCA)
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