



DELIVERABLE 5.2

Establishment of a common graphical identity

WP5 Dissemination



Table of Contents

Disclaimer	3
Purpose	4
Executive Summary	5
Deliverable report	6
Introduction	6
Guidelines	7
Logo	7
Letterhead	8
Deliverable template	9
Articles	10
Postcard	11
Project website	11
Banner	15





Establishment of a common graphical identity

Project:	Towards a World Forum on Raw Materials
Acronym:	FORAM
Grant Agreement:	730127
Funding Scheme:	Horizon 2020
Webpage:	www.foramproject.net
Work Package:	Work Package 5
Work Package Leader:	EuroGeoSurveys
Deliverable Title:	Establishment of a common graphical identity
Deliverable Number:	5.2
Deliverable Leader:	EuroGeoSurveys
Involved beneficiaries:	All Partners
Dissemination level:	PU
Version:	Draft/Final
Status:	
Authors:	Claudia Delfini/Vitor Correia
Reviewed by:	
Approved by:	





FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS

Disclaimer

The contents of this document are the copyright of the FORAM consortium and shall not be copied in whole, in part, or otherwise reproduced (whether by photographic, reprographic or any other method), and the contents thereof shall not be divulged to any other person or organisation without prior written permission. Such consent is hereby automatically given to all members who have entered into the FORAM Consortium Agreement, dated 20.10.2016, and to the European Commission to use and disseminate this information.

This information and content of this report is the sole responsibility of the FORAM consortium members and does not necessarily represent the views expressed by the European Commission or its services. Whilst the information contained in the documents and webpages of the project is believed to be accurate, the author(s) or any other participant in the FORAM consortium makes no warranty of any kind with regard to this material.





FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS

Purpose

This document presents the Graphical Identity of FORAM. It serves as its corporate and brand identity. It is an expression and reflection of the organisation's culture, character, personality of the project, and its products and services. The main task is to inspire trust with consumers, employees, suppliers, partners and investors. The goal of this guide is to provide our community with the visual and editorial tools to articulate and express all that defines and distinguishes us.

This document is intended for both internal and external readers and is under the responsibility of Work Package 5 (WP5). The dissemination level is Public. Amendments, comments and suggestions should be sent to the WP5 leader, Claudia Delfini, claudia.delfini@eurogeosurveys.org.





Executive Summary

The identity is a physical manifestation of a brand. It includes a logo and several supporting devices, such as the project letterhead, website, poster, brochure, an article, PowerPoint and report templates all governed by a set of guidelines. The guidelines dictate how the identity is applied and approved for printed pieces, colour palettes, typefaces, page-layouts, and report templates. Such items are used in media applications with the aim to maintain visual continuity and recognition.

All the consortium partners of the FORAM project are invited to represent the project the same way each and every time they interact with the various stakeholders.





Deliverable report

Introduction

A functional graphical identity conveys an organization's ideals, motives and objectives — a sense of what an organization is all about. The advantage of creating a consistent and functional graphical identity is that it ensures an organization will be recognized, remembered and respected.

A set of guidelines have been developed to establish consistency and guarantee the quality of presentation.

During the first 3 months of the project the following graphic materials have been produced:

- Logo
- Presentation template (PPT)
- Letterhead
- Deliverable template
- Articles
- Postcard
- Website
- Social Media
- Banner

During the next months of the project the following graphic materials will be produced:

- E-Newsletter
- Brochure
- Poster

All the consortium partners of the FORAM project are invited to use them for disseminating the project every time they interact with the various stakeholders.





FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS

Guidelines

Logo



0/0/100/0 Yellow	75/0/100/0 Green	90/30/95/30 Green dark
100/0/0/0 Blue Sphere	85/50/0/0 Blue Text	0/100/100/0 Red

The logo has been designed to represent 3 main concepts:

- Worldwide project
- Networking connection
- Raw materials sector

The worldwide concept is represented by:

- the image of globe,
- the 5 circles represent the continents of the world. The colour is linked to the Olympic games.

Networking connection is represented by the lines linked to the continents.

Raw materials sector is represented by the main sentence of the logo “Towards a world forum on raw materials”.

Power Point Presentation

The title slide includes the FORAM logo on the gray background and on the middle right side of the slide. Each Work page (WP) has its own title slide. On the bottom right side there is the EU emblem.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 730127



FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS



On the bottom side the following sentence has to be displayed “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 730127.

The size of the logos must not be changed.

The title of each WP has to be displayed on the coloured banner for ensuring that the titles are legible. The colours of the banners have been chosen taking in to account the colour of the continents represented in the logo. The font to be used is "Calibri light". The size of the title may change on the basis of the length of the title, but has to be readable always. The subtitle has to be displayed under the coloured banner on the left side and also here the font used is “Calibri light”.

On the lower right corner the name of the author/s, the name of the meeting, the name of the author's affiliation, the date of the meeting and the affiliation's logo, have to be displayed.

Content slides



For content slides, “Calibri light” must be used for PowerPoint presentations. Images should be used in JPG format.

The title has to be displayed on the grey full gray background for ensuring that the titles are legible. The FORAM logo and the EU emblem have to be displayed respectively on the top left side and on the bottom right side. Apart from bullet text, tables, charts, graphics, etc. can also be inserted.

Letterhead

The letterhead may be used for official occasions such as sending special invitation letters to speakers of conferences or other special external communication purposes.

The FORAM logo and the EU emblem have to be displayed respectively on the top left side and on the bottom right side and should not be changed in size.

On the top right side, the contact of the project manager has to be indicated.





On the left side,

FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS

the date, name of the sender, the sender's affiliation name, sender's address, as well as the name of the recipient, his/her affiliation name, and recipient address have to be inserted.

Matthias Schupp
m.schupp@foramproject.net
www.foramproject.net

FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS

[Click here to Select a State]

[Recipient Name]
[Recipient Street Address, City, ZIP Code]
[Recipient Email]

Dear [Recipient],
[Click here to type your letter.]

Warm regards,

Signature

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 730127.

Under the above information, the subject has to be inserted.

A greeting, signature, title of the sender, and her/his affiliation name have to be inserted on the left side.

On the bottom side, close to the EU emblem, the following sentence has to be displayed "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 730127.

Deliverable template





Cover





Table of Contents

Deliverable D.....	2
Title.....	2
Disclaimer.....	3
Purpose.....	4
Executive Summary.....	4
Deliverable report.....	4
Chapter.....	4
1.....	4
1.1.....	4
1.1.1.....	4
2.....	4
2.1.....	4
2.1.1.....	4
3.....	4
3.1.....	4
3.1.1.....	4

This document contains confidential information and is intended for internal use only. It is not to be distributed outside the project without the prior approval of the project manager.

1




Deliverable D.

Title

Project: Towards a World Forum on Raw Materials
 Acronym: FORAM
 Grant Agreement: 730127
 Funding Scheme: Horizon 2020
 Webpage: www.foramproject.net
 Work Package: Work Package
 Work Package Leader: Work Package
 Deliverable Title: Deliverable Title
 Deliverable Number: Deliverable Number
 Deliverable Leader: Deliverable Leader
 Involved beneficiaries: Involved beneficiaries
 Dissemination level: Dissemination level
 Version: Draft/Final
 Status: Status
 Authors: Authors
 Reviewed by: Reviewed by
 Approved by: Approved by

This document contains confidential information and is intended for internal use only. It is not to be distributed outside the project without the prior approval of the project manager.

2



The deliverable template has a cover composed with FORAM logo on the top left side of the page followed by the number, title of the deliverable and name of the WP responsible of the deliverable.

The cover has to be followed by:

Page 1: table of content

Page 2: general information on the project and the deliverable (Project, Acronym, Grant Agreement, Funding Scheme, Webpage, Work Package, Work Package Leader, Deliverable Title, Deliverable Number, Deliverable Leader, involved beneficiaries, Dissemination level, Version, Status, Authors, Reviewed by, Approved by)

Page 3: Disclaimer

Page 4: Purpose

Page 5: Executive Summary

Page 6: Delivery Report

Articles

Any articles published have to be delivered on the FORAM letterhead. The place and the date of the publication have to be displayed on the right top side.

The article/press release has to have a title and a subtitle. On the bottom of the page, the contacts of the project management and the communication management have to be displayed.



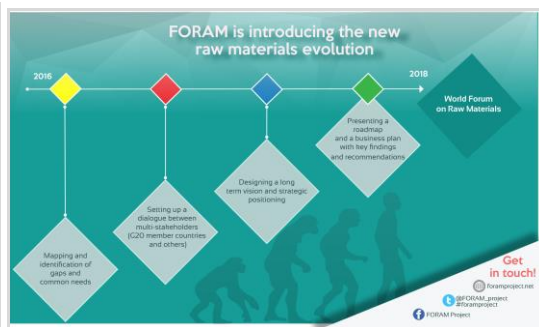
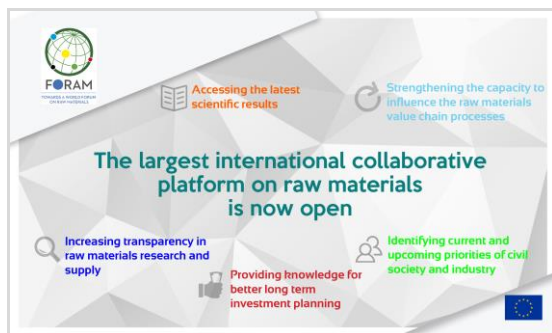
FORAM

TOWARDS A WORLD FORUM
ON RAW MATERIALS



Postcard

The postcard will be available on the FORAM intranet in pdf format for downloading. The HD resolution of the brochure for printing can be obtained from the WP 5 leader (Claudia Delfini: claudia.delfini@eurogeosurveys.org).



Project website

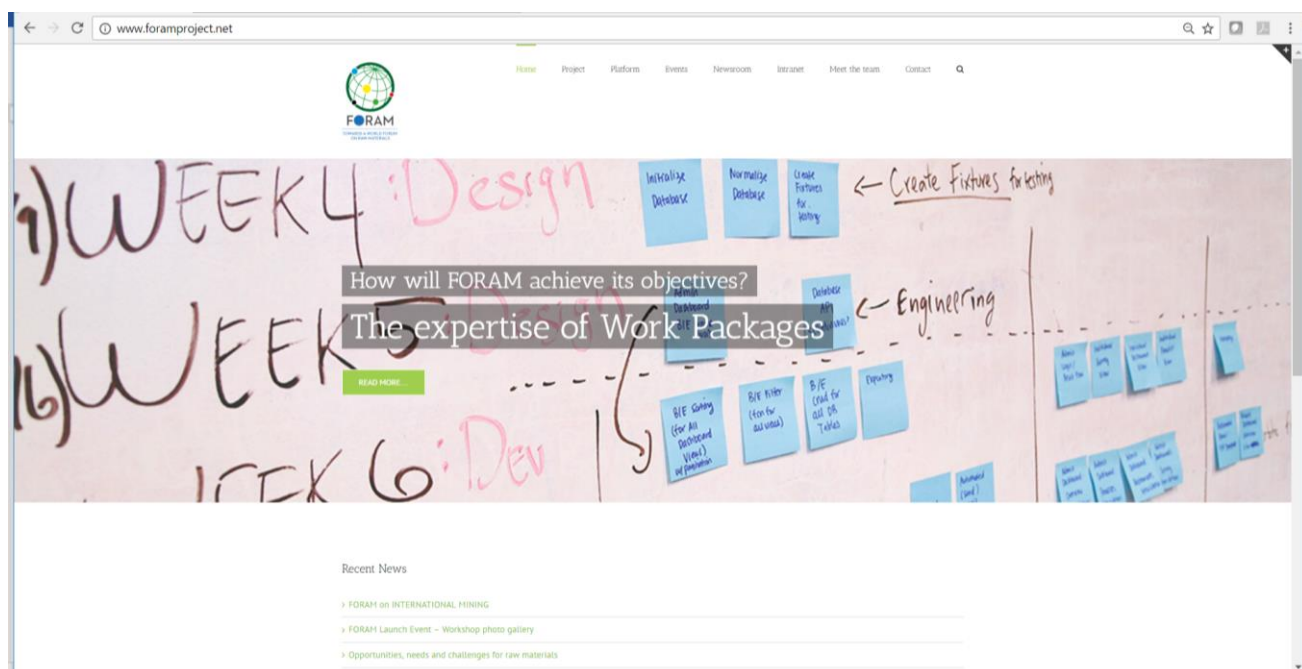
The website is available on the following link: www.foramproject.net.

The website is composed of the FORAM logo, of a dynamic banner with the aim to catch the attention of the people and suggests the main purpose of project, supported by the short sentences that drive you to discover the project.





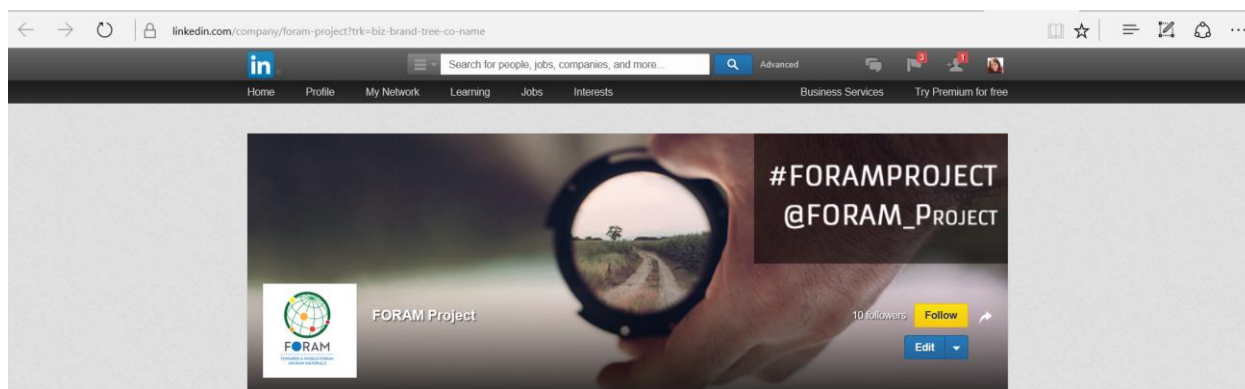
FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS



Social Media

The presence in social media aims to engage the consortium partners and the stakeholders.


LinkedIn





FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS

FORAM Project FORAM on Recycling International
<https://lnkd.in/g5JKUb>




FORAM seeks to co-ordinate raw materials strategies
recyclinginternational.com ·
FORAM, a two-year project to advance the idea of a World Forum on Raw Materials, has been launched in Brussels during the first-ever Raw Materials Week organised by the European Commission. The intention is to open a discussion with a selected...

Organic Targeted to: All Followers
68 impressions 2 clicks 2 interactions 5.88% engagement
[Sponsor update](#)

Like (2) · Comment · Pin to top · 7 days ago

Dubravka Pajin Tučkar and Susan Van Den Brink
[Add a comment...](#)

FORAM Project FORAM on International Mining newspaper
<https://lnkd.in/d8kvDks>




eurogeosurveys.org ·
eurogeosurveys.org ·
eurogeosurveys.org

Organic Targeted to: All Followers
34 impressions 1 click 0 interactions 2.94% engagement
[Sponsor update](#)

Like · Comment · Pin to top · 7 days ago

FORAM Project <https://lnkd.in/dkaY28v>



World Forum on Raw Materials Project launched
egsnews.eurogeosurveys.org ·
World Forum on Raw Materials Project launched Brussels, 30th November, 2016 Rue du Commerce, 123 – Brussels The FORAM project was launched in Brussels during the first Raw Materials Week, organized by the

Organic Targeted to: All Followers
38 impressions 1 click 0 interactions 2.63% engagement
[Sponsor update](#)

Like · Comment · Pin to top · 7 days ago

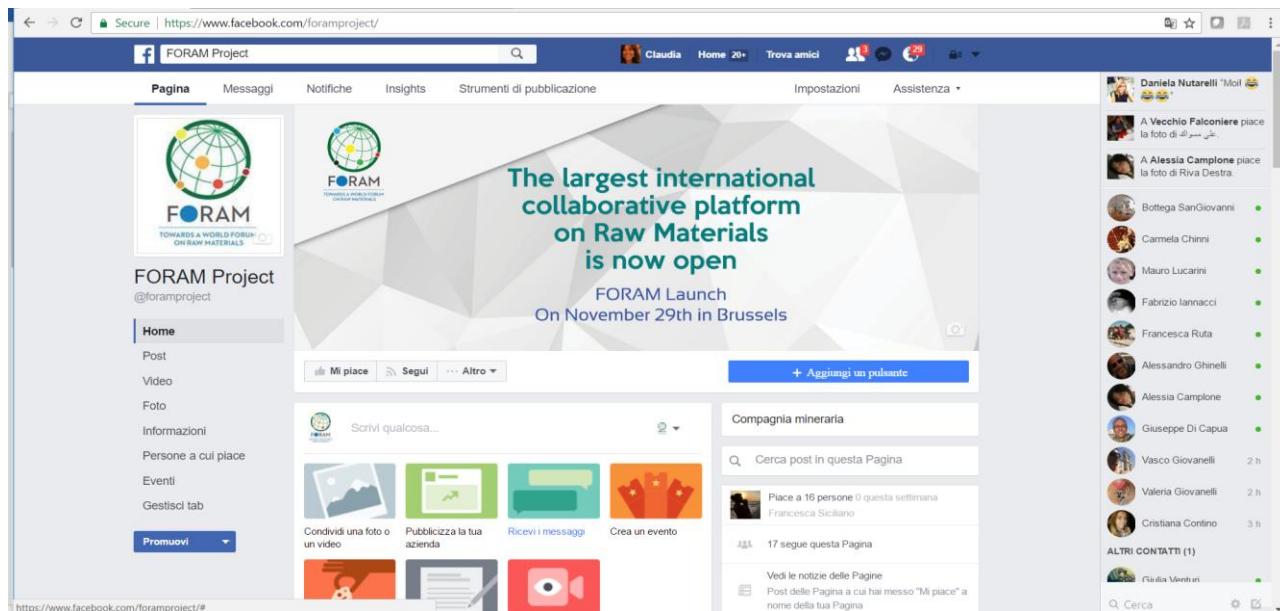
Twitter





FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS

Facebook



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 730127





FORAM
TOWARDS A WORLD FORUM
ON RAW MATERIALS

Banner



**The largest international
collaborative platform
on raw materials
is now open**

