Multiple Benefits Print Materials

www.m-benefits.eu

Nils Borg, Klas Björkman, and Jason Erwin, Borg & Co

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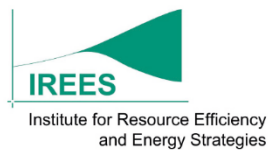# Multiple benefits of energy efficiency

Project partners

Fraunhofer ISI

Environmental *Change* Institute — eci — UNIVERSITY OF OXFORD

Unil | Université de Lausanne

Graz ENERGYAgency

Lucerne University of Applied Sciences and Arts
HOCHSCHULE LUZERN
FH Zentralschweiz

BPIE

B●RG●C●

eceee — european council for an energy efficient economy

Hes·so
Haute Ecole Spécialisée de Suisse occidentale
Fachhochschule Westschweiz
University of Applied Sciences and Arts Western Switzerland

IREES — Institute for Resource Efficiency and Energy Strategies

FIRE — FEDERAZIONE ITALIANA PER L'USO RAZIONALE DELL'ENERGIA

NATIONAL TECHNICAL UNIVERSITY OF ATHENS

KAPE

Utrecht University

ISR — ISR - University of Coimbra

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Table of Contents

Figures

Hittade inga poster för innehållsförteckning.

Purpose

The purpose of this deliverable is to deliver consistent and high-quality print materials throughout the course of the project, including a poster and brochure/folder for dissemination.

The basis for all print and web communications, a distinctive visual profile, has been completed for the project and is described below. Several print-ready templates of different formats, which are based upon the visual profile, are already available to partners.

Print-ready templates for a Roll-up/poster and folder are under development. These materials will be ready for dissemination at events scheduled for 2019.

Visual profile

The visual identity of the project is the basis for the website and all print communications. This profile has a key role in communicating with the surrounding media, markets and information flows. Clarity and uniqueness are important factors given today's vast and competitive information output.

The Multiple Benefits logotype (as shown in the title page of this deliverable and on the website) is a symbolic reference to multiple (more than one) benefits. It conveys continuous improvement and is also consistent with Langley's model of organizational interwoven decision-making.

The main colour is an orange hue – a playful but also a strong signal colour. A colour palette – which includes green and blue tones – is available to complement the orange in all visual communications.

San serif font types, including Georgia for main headings and body text, and Arial for middle headings, were selected for elegance and also legibility. These fonts work well in large and small font sizes and on both high resolution and low-resolution screens.

Print-ready materials

This section summarises the print-ready materials/templates that are or will be made available throughout the course of the project.

Use case	Format/type	Status
Print reports, letters, deliverables and documents	MS Word template (.dotx)	Currently available
Present project, case studies, examples	MS Powerpoint template (.potx)	Currently available
Share/disseminate project overview	Project-at-a-glance PNG (pic)	Currently available
Exhibit/disseminate at conference/event	Print-ready Roll-up/poster, folder	Under development

Print reports

Microsoft Word (.dotx) templates are available for partners to generate deliverables and reports, as well as for partners to create letters for e.g., recruitment of stakeholders to participate in the project.

Presentation of project & examples

A Microsoft powerpoint template (.potx) is available, along with an introductory presentation (base set of informational slides and graphics) to support presentation of the project. In addition, a template for project examples is also available in a print-ready format. This will be used as a basis for sharing concrete examples of the use of the multiple benefits approach. A screen shot of the strategic analysis part of the example presentation is included below.
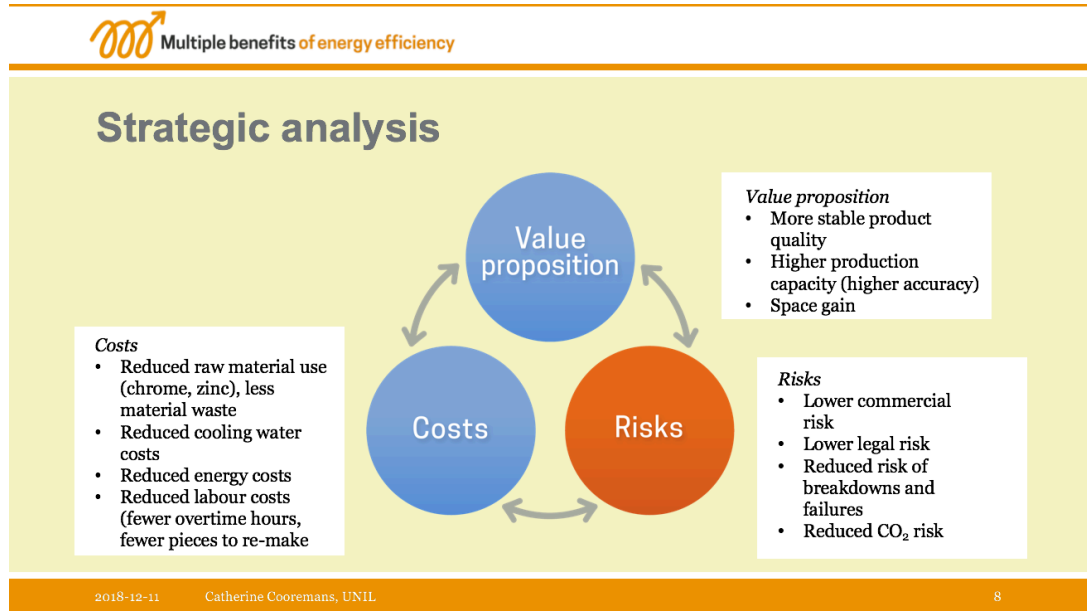
Project-at-a-glance

The project-at-a-glance was created for both digital and print communications. It is a visually interesting graphic to show the project's focus and scope from inception through conclusion.

MULTIPLE BENEFITS PROJECT-AT-A-GLANCE
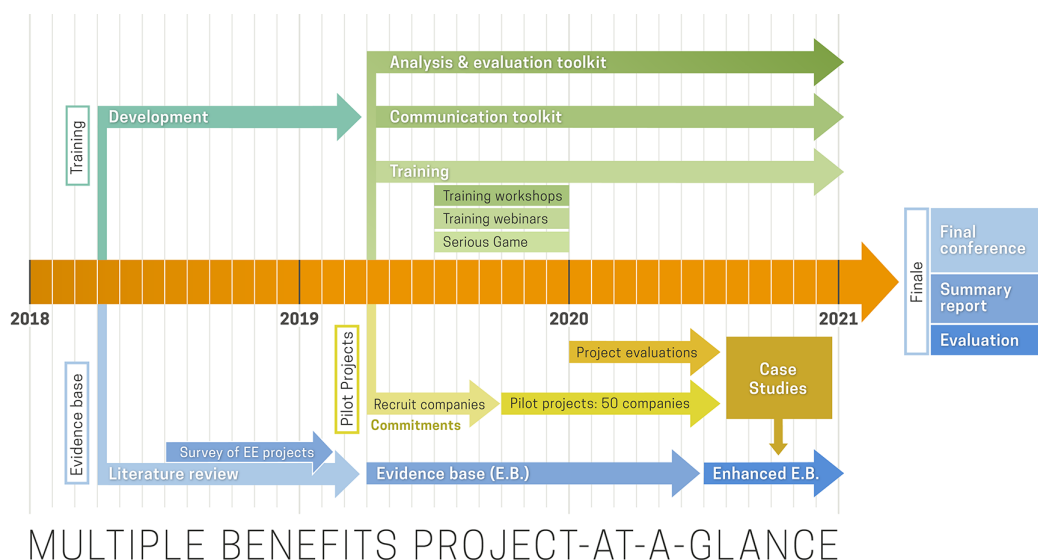
Conference exhibition/dissemination

A print-ready Rollup/poster and folder are under development and will be made available in 2019 to partners to as exhibit materials and to support networking/dissemination.