

# D7.1 VISUAL IDENTITY OF TH2ICINO

## VI.0

The Visual identity of the project consists of different visual elements useful to represent and differentiate the brand, such as the logo and its colours. It helps to tell the story behind the project and to create a coordinate image among the communication of all partners.

### TECHNICAL REFERENCES

<i>Project Acronym</i>	TH2ICINO
<i>Project Title</i>	Towards H2hydrogen Integrated eEconomies In Northern Italy
<i>Call</i>	HORIZON-JTI-CLEANH2-2022-2
<i>Topic</i>	HORIZON-JTI-CLEANH2-2022-06-02
<i>Type of action</i>	HORIZON-JU-IA
<i>Project Duration</i>	48 months

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<i>Dissemination level*</i>	PU
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<i>Task</i>	T7.2 – Dissemination and Communication Toolkit
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\* PU = Public – fully open

SEN = Sensitive – limited under the conditions of the Grant Agreement

EUCI = EU classified - RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision 2015/444

## DOCUMENT REVISION HISTORY

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V1.0	30/11/2023	General revision	Luisa Minoli (CONVA)
V1.1	31/11/2023	Final Revision	Bruno Sodiro (RINA-C)

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## LOGO

The TH<sub>2</sub>ICINO logo has been professionally designed taking into account the topic of the project, with a focus on the element of hydrogen. In the creation process, the Gestalt expedient, about the psychology of perception, was used. Soft and waving shapes looking like molecules form the letter H, symbol of the hydrogen element in the periodic table. This means that, despite hydrogen is the lightest element and therefore the most abstract in perception, it is the true protagonist of nature and of the TH<sub>2</sub>ICINO project. This brand mark can be used alone or together with the project's name.

The textual part, indeed, is quite simple and includes the TH<sub>2</sub>ICINO name with number 2 used as subscript, underlining again the element of hydrogen. The typeface is bold and with its broken lines it recalls innovation and technology.

The whole logo can be considered uncomplicated, timeless and functional to be used for digital and print.

FIGURE 1: LOGO & BRAND IDENTITY GUIDELINES



This document provides also some guidelines to use the logo with the right dimensions and in several variations complying with the background.

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FIGURE 2: CLEAR ZONE AND MINIMUM SIZE

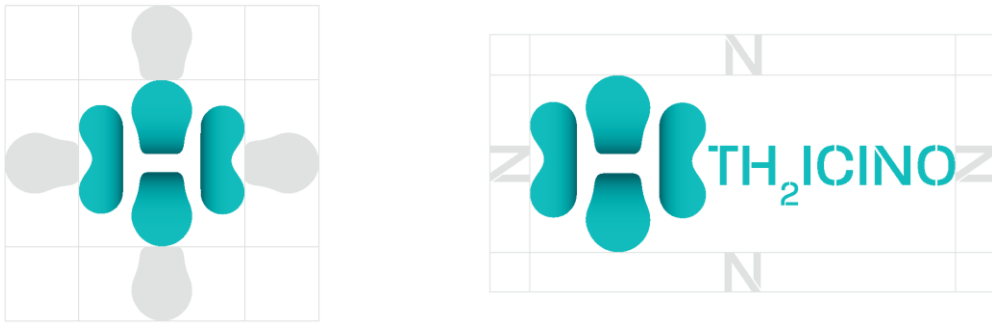


FIGURE 3: MINIMUM SIZE



FIGURE 4: APPLICATION



## TYPEFACE

Specific typefaces have been chosen to complete the visual identity, matching with the logo design. The font family is Gillian Sans for Headlines and Gill Sans MT for Body text. The Gill sans fonts are classical in proportion, very legible and perfect for display work.

FIGURE 5: HEADINGS

**Gill Sans (Bold)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()**

Gill Sans (Regular)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

FIGURE 6: BODY COPY

**Gill Sans MT (Bold)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()**







Gill Sans MT (Regular)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

*Gill Sans MT (Italic)*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@£\$%^&\*()*

## COLOURS

The main colour of TH<sub>2</sub>ICINO project is a water green, a shade that refers to the most sustainable type of hydrogen, blue and green. Other five colours have been identified to complete the palette and create contrast.

FIGURE 7: PALETTE OF CORPORATE COLOURS

						
CMYK	72 0 31 0	88 38 46 31	55 4 41 0	80 40 1 0	0 0 0 0	75 68 67 90
HEX	#0EBBBC	#006066	#73BFA8	#2883C3	#FFFFFF	#000000
RGB	14 187 188	0 96 102	115 191 168	40 131 195	255 255 255	0 0 0


## TEMPLATES

Starting from TH<sub>2</sub>ICINO logo, typeface and colours, CONVA shared some template to be used by the consortium for both internal and external communication, with two main formats: Word for general report and Deliverables, PowerPoint for presentations. These templates were uploaded on SharePoint repository.

FIGURE 8: POWERPOINT TEMPLATES



FIGURE 9: WORD TEMPLATE



# D## DOCUMENT TITLE: LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPIESCING ELIT

Revision number or/and other small notices.


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D## deliverable title / document title

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