

Deliverable D7.1

Material for visual identity

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Change Record

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Introduction: The Need for a Visual Identity

The purpose of a visual identity for the project is to position and promote the NEMMO brand among internal and external stakeholders. The foundation of this brand development is a strong, coherent visual identity.

The NEMMO visual identity allows the individual consortium members to highlight the common tie between them, and present themselves as part of an international project. Not only does this add coherence to the project and build a sense of common purpose, it presents a united front to external stakeholders and helps solidify the EU's reputation as a centre of excellence in marine renewable energy research and development.

Visual identity materials

The following materials have been developed as part of the NEMMO visual identity. They can be viewed [in this folder](#).

Ocean Energy Europe was responsible for the production of these items, using an external graphic designer, JQ Visual Communications sprl.

Relevant items have been circulated to all project partners with clear instructions for their use.

Visual Identity manual

A visual identity manual has been developed, explaining the appropriate use of logos, colours and fonts throughout the NEMMO project.

NEMMO Logos

Several versions of the NEMMO logo were produced by a graphic designer. The versions and styles take into account different purposes of use.

NEMMO Website (temporary)

As a first point of contact with external stakeholders, the NEMMO website is a central part of the NEMMO brand identity. A temporary 'holding page' has been set up to provide basic information on the project. The full project website will be submitted as a deliverable D7.2 in M6.

<http://www.nemmo.eu/>

NEMMO leaflet

The NEMMO leaflet serves as a 'first-response' to requests for information. A digital version will be available on the website and can be sent via email as needed. A hard-copy version will be disseminated at relevant marine renewable energy events.

NEMMO roll-up banner

The NEMMO roll-up banner should be used by partners when attending external events where it is possible to display a banner. It will also be used during NEMMO's interim and final workshops.

NEMMO Word template

There are three Word templates: letterhead, briefing and deliverable report. These templates should be used by OEE for press releases, and by all partners for deliverables and other documents relating to the project.

NEMMO PowerPoint & Keynote templates

These templates (for PC and Mac respectively) should be used by all partners for presentations made relating to the project.

NEMMO Mailchimp template

Developed in house by OEE, the Mailchimp templates can be used for press releases and newsletters to the mailing list.

NEMMO social media banners

The social media header banners are used for the NEMMO social media accounts to give consistent branding across all platforms.