



**Measuring Envelope products
and systems contributing to next
generation of healthy nearly
Zero Energy buildings**

Corporate Guidelines

November 2022

WP 7

Dissemination level
Public

**Measuring Envelope products
and systems contributing to next
generation of healthy nearly
Zero Energy buildings**

Deliverable No.	D7.2	dates
Related WP	WP7	
Deliverable Title	Corporate Identity Guidelines	
Deliverable Dates	30.11.2022	
Deliverable Type	Report / Website / other	
Dissemination level	Public	
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Status	Final	2022-12-05

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Executive summary

Technological innovation in the construction sector is considerably difficult to implement due to several factors such as the fragmentation and complexity of this sector. Many disciplines are involved at various stages, design and production are usually separated, there is a large number of players with a vast majority of small-medium enterprises (SME), and supply chains are long and variegated. As a result, gathering the different specialists together is difficult, and many potentially effective innovative solutions do not even reach the market.

H2020 MEZeroE project aims at tackling this complex issue by creating an EU distributed open innovation ecosystem for (i) developing nearly Zero Energy Building (nZEB) Enabler Envelope technology solutions; (ii) transferring knowledge; (iii) matching testing needs with existing facilities; (iv) providing monitoring in living labs; and;(v) standardizing cutting-edge solutions coming from SMEs and larger industries, to foster inclusive change in the building sector, being accessible via a single-entry point to all users.

MEZeroE ecosystem will be accessed via a single-entry point web-based multi-side virtual marketplace which will include 9 Pilot Measurement & Verification Lines (PM&VL), 3 Open Innovation Services (OIS), and resources for training, business model development, systematic intellectual property (IP) and knowledge management. MEzeroE will fast-track prototypes to the market as fully characterized products.

This deliverable presents the process that led to the creation of the project logo and visual identity, the selection of fonts and colors, the templates for reports and other types of contents such as presentations, the project website, and the social media web pages.

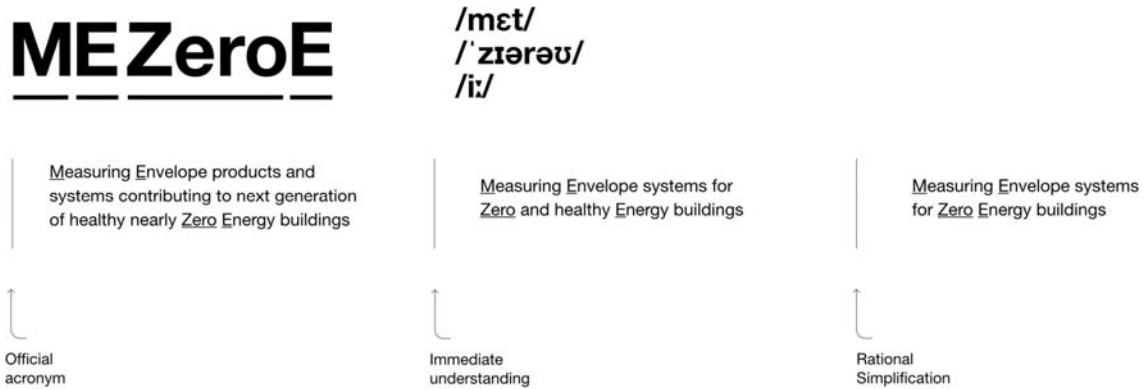
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1 Naming rationale

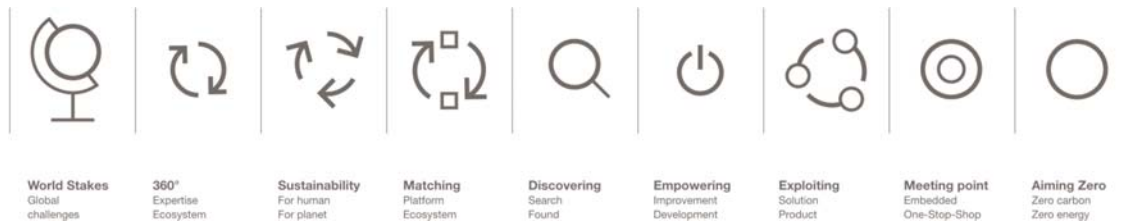
1.1 Meaning

MEZeroE is an acronym, a contraction of a complex formulation. While the full name is to be used in official and internal documents of the consortium, a simplified version has been developed to make it more readily understandable to a larger number of auditors. The use of the simplified version should be encouraged on communication and promotional materials.

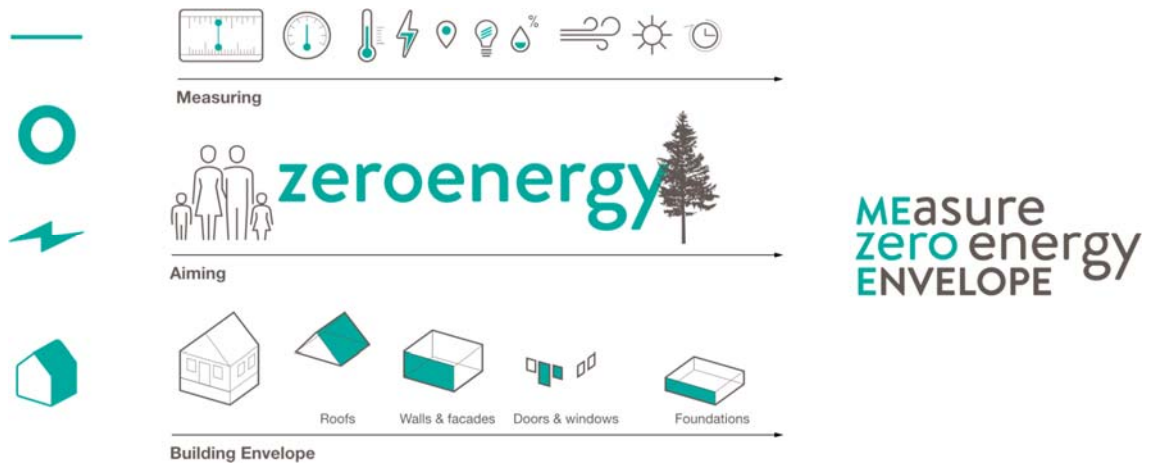


1.2 Symbolics

Zero is at the centre of the name and the ultimate goal of the consortium (zero carbon). It also takes a symbolic form, the circle, which constitutes the heart of its identity and reflects many of the actions of the consortium, for instance:









1.3 Visual translation



2 Corporate identity

2.1 Sign and logotype

The MEZeroE identity is made up of two distinct elements, the sign and the logotype, which can live independently or in a unified way (see application section).

Sign	Me0_sign	Logotype	Me0_ltyp
<small>Me0_sign</small>	<hr/>	<small>Me0_ltyp</small>	<hr/>
			
<small>Symbolics</small>		<small>Symbolics</small>	
 <small>Measure</small>	 <small>Zero</small>	 <small>Energy</small>	 <small>Building Envelope</small>
		<small>Measuring Envelope products and systems contributing to next generation of healthy nearly Zero Energy buildings</small>	 <small>Sustainability</small>
			 <small>Platform / Ecosystem</small>

2.2 Nomenclature

<small>Roots</small>	<small>Components</small>	<small>style</small>	<small>color spec.</small>	<small>file format</small>
Me0_	sign_ ltyp_ logo_ logobase_ mbr_	pos_ neg_	cmyk pantone rvb bw	.ai .eps .jpg .png

A logos folder is available to all consortium members containing all the variants according to the above nomenclature.

All logo variants have been developed for color screen (RVB) and print (CMYK + Pantone), for black and white (BW) applications, in various formats (.ai .eps .jpg .png).

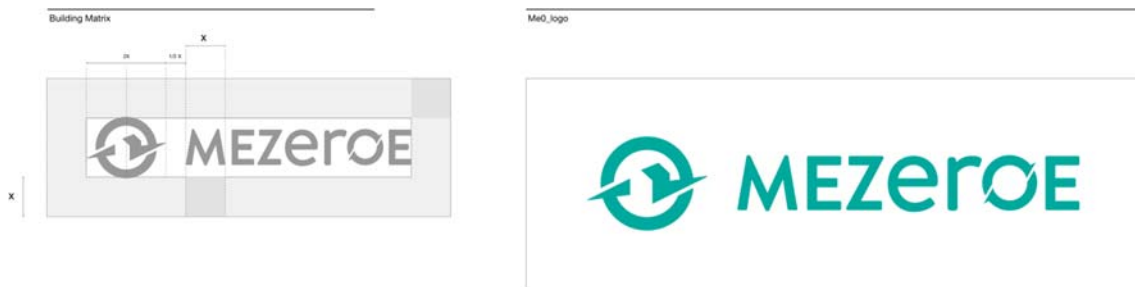


Variants for dark components on light backgrounds applications are identified with **_POS** (Positive)



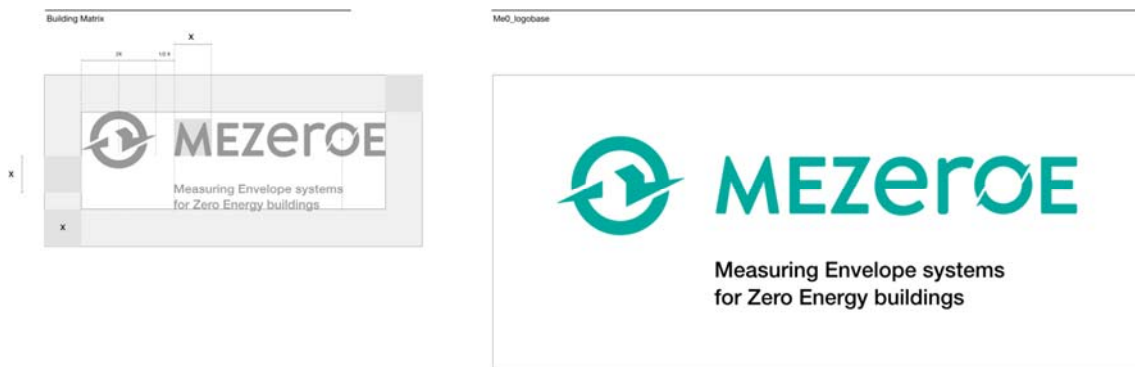
Variants for light components on dark backgrounds applications are identified with **_NEG** (Negative)

2.3 Logo (sign + logotype)



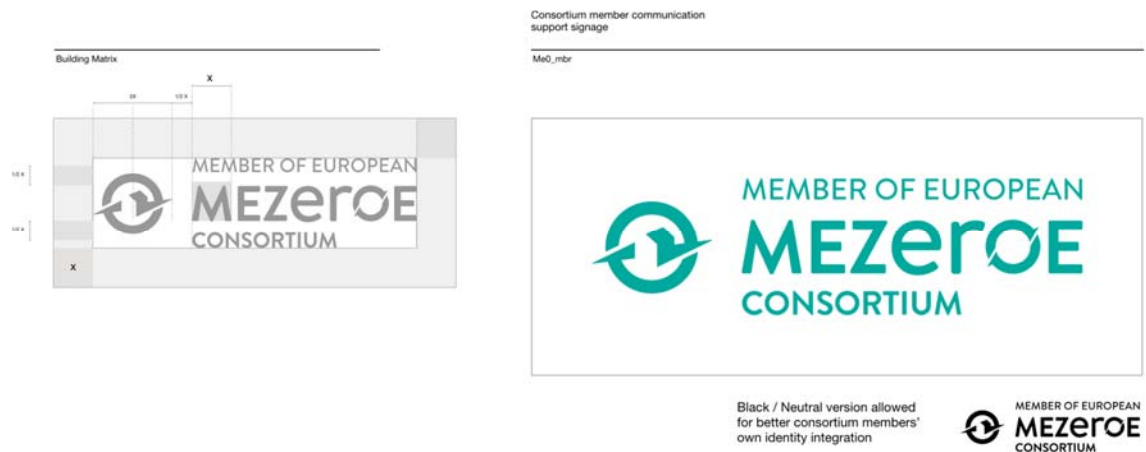
The use of logos MEZeroE logo (Me0_logo) is preferred. It is used in institutional applications, such as presentation documents or Word files (see application section).

2.4 Logo and baseline



The baseline can be added on materials that require an immediate explanation/understanding of the subject. The logo (Me0_logobase) is used in the introduction of materials (cover, front page) as well as on promotional materials.

2.5 Logo Member



A «member of» version of the identity (Me0_mbr) is available to the partners to indicate their membership of the project in their own communication tools (website, e-mail signature, promotional material, etc.)

3 Colors and fonts

3.1 Corporate colors

Primary

Print	Digital		
Pantone 563C	RVB 00.169.157		
CMYK 60.00.40.00	HTML #05AB9E		
Pantone 7531C	RVB 116.107.102	Pantone Black	RVB 00.00.00
CMYK 40.45.55.35	HTML #756C67	CMYK 00.00.00.100	HTML #000000

Additional

Additional color are used in data visualizations, graphics and charts

Print	Digital		
Pantone 710C	RVB 235.87.99	Pantone 7403C	RVB 253.197.49
CMYK 00.90.60.00	HTML #EB5763	CMYK 5.20.60.00	HTML #FDC531
Pantone -C	RVB 231.225.40	Pantone -C	RVB 142.192.70
CMYK 16.00.90.00	HTML #E7E1281	CMYK 60.00.60.00	HTML #8EC046

3.2 Corporate fonts

Primary - Communication generated content

Brandon Title level 1

**MEASURING ENVELOPE
SYSTEMS FOR ZERO ENERGY
BUILDINGS**

Title level 2

**MEASURING ENVELOPE
SYSTEMS FOR ZERO ENERGY
BUILDINGS**

Header

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Additional

Helvetica Neue Current text 1

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Notes and quotes

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Primary - Office applications

Calibri Title level 1

MEASURING ENVELOPE SYSTEMS FOR ZERO ENERGY BUILDINGS

Title level 2

MEASURING ENVELOPE SYSTEMS FOR ZERO ENERGY BUILDINGS

Header

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Additional

Arial Current text 1

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Current text


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Notes and quotes

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4 Templating and applications

4.1 Corporate Letterhead Template



Measuring Envelope products and systems contributing to next generation of healthy nearly Zero Energy buildings

To all project partners

Annual Meeting Summary

Dear Parnters


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Best Regards

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H2020@mezeroe.eu
www.mezeroe.eu

1



MEZeroE

Measuring Envelope products and systems contributing to next generation of healthy, nearly Zero Energy buildings

Deliverable

February 2021

Dissemination level

Confidential / Public

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Measuring Envelope products and systems contributing to next generation of healthy nearly Zero Energy buildings

Deliverable No.	Dx.xx	dates
Related WP	WPx	
Deliverable Title		
Deliverable Dates	yyyy-mm-dd	
Deliverable Type	Report / Website / other	
Dissemination level	Confidential / Public	
Authors (s)	Name, organization	
Checked by	Name of WP leader, organization	yyyy-mm-dd
Reviewed by	Name of reviewer, organization	yyyy-mm-dd
Approved by	Project Coordinator	yyyy-mm-dd
Status	Draft V0 / Draft Vx / Final	yyyy-mm-dd


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Document Ref:
MEZeroE_Template_Report.docx

1


4.2 Corporate Word Template (1/2)




Measuring Envelope products and systems contributing to real generation of healthy nearby Zero Energy Buildings

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1 Introduction or Chapter title

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1.1 Paragraph title


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1.1.1 Subparagraph title

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4.3 Corporate Word Template (1/2)



1 Table

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Consortium Members

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5



4.4 Corporate Powerpoint Template




4.5 Roll-up




MEZeroE



Measuring Envelope products and systems contributing to next generation of healthy nearly Zero Energy buildings































www.mezeroe.eu


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MEZeroE

Measuring Envelope products and systems contributing to next generation of healthy nearly Zero Energy buildings

FROM PRODUCT & SYSTEM

DISCOVERING

- Lifecycle Analysis
- Business Modelling
- Safety and Regulatory Check
- Funding

EMPOWERING

- Building Envelope
- Materials and Components
- Characterization and methodology

EXPLOITING

- IPR & Licensing
- Investment Planning
- Standardization
- Venture Capital

TO MARKET

www.mezeroe.eu


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4.6 Promotional support (posters, flyers)



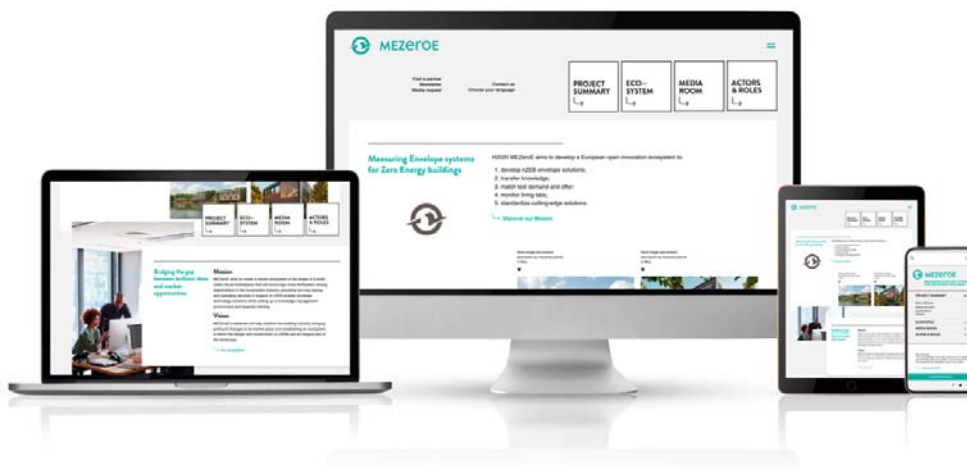
5 Website

5.1 Overview

It is necessary to first deploy a website to set up MeZeroE’s communication actions. These communication actions will be based on the website and will feed it and make it evolve.

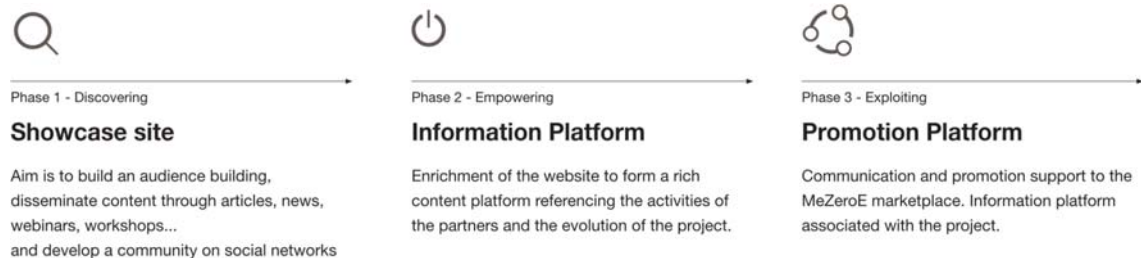
The aim is to quickly deliver a first version of the website describing the project, its objectives and stakeholders. The site will then be enriched throughout 2 phases with new content documenting the project.

<https://www.mezeroe.eu/>



5.2 Website lifecycle

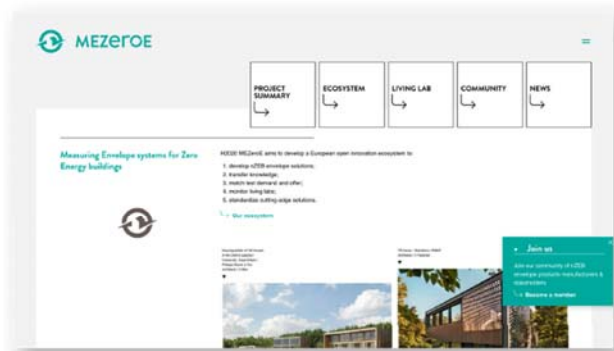
The mezeroe.eu website is designed to evolve over time in phase with the consortium’s life cycle activities. Its conception is based on 3 distinct phases of evolution:



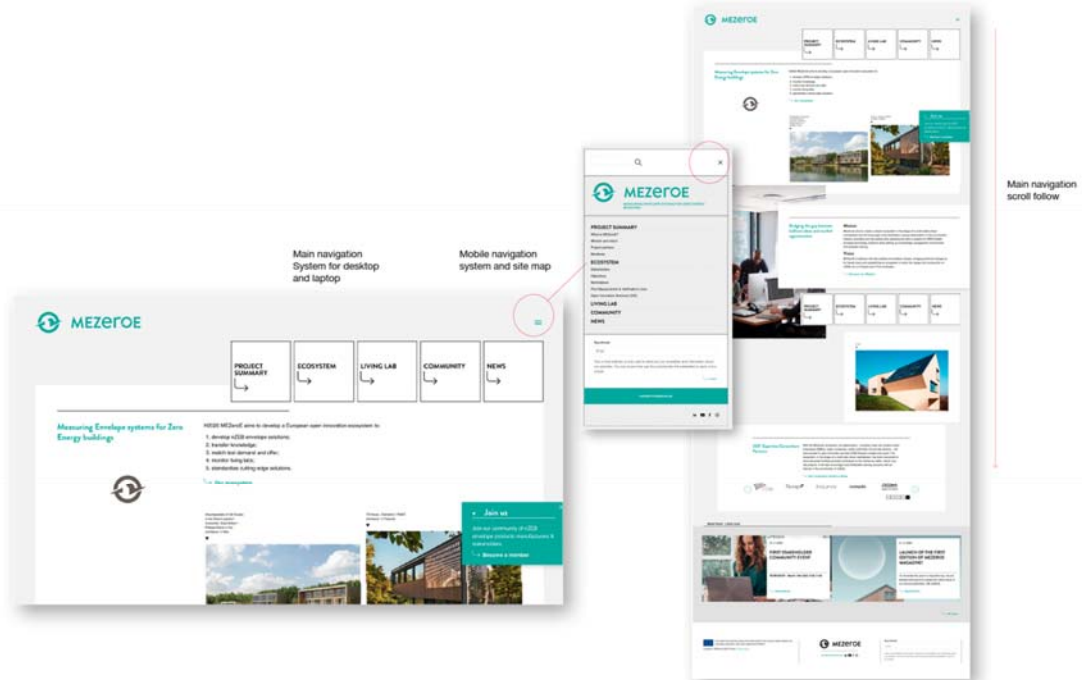
5.3 Structure



5.4 Home page– Phase 1

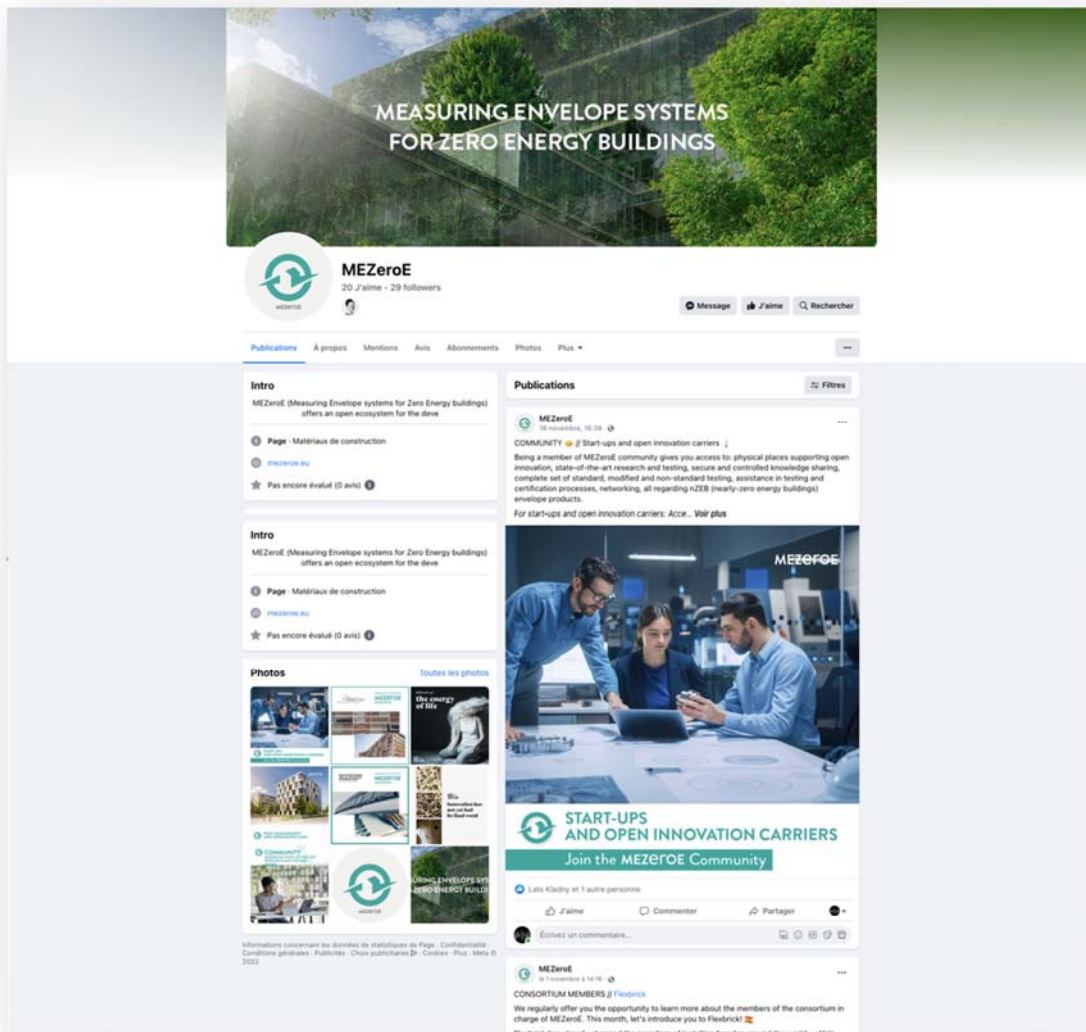


5.4.1 Navigation System



6 Social medias

6.1 Covers



6.2 Posts models

