



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

Corporate Guidelines

November 2022

WP 7

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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.

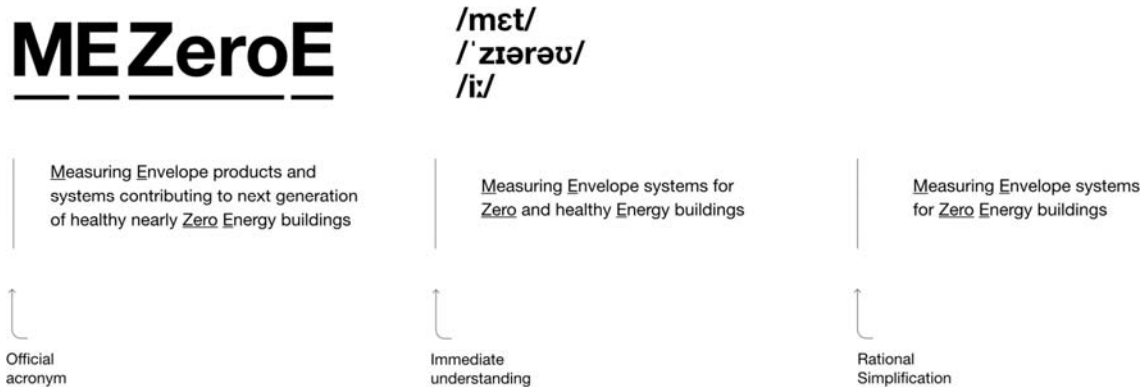
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1 Naming rationale

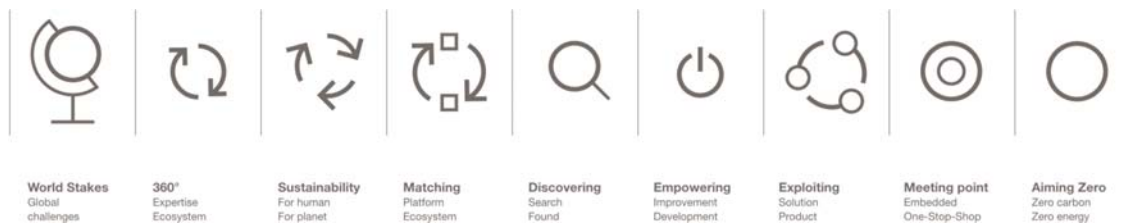
1.1 Meaning

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).

<p>Sign</p> <p>Me0_sign</p> <hr/> <p>Me0_sign</p>	<p>Logotype</p> <p>Me0_ltyp</p> <hr/> <p>Me0_ltyp</p>
	
<p>Symbolics</p> <hr/> <div style="display: flex; justify-content: space-around; align-items: center;">     </div> <div style="display: flex; justify-content: space-around; font-size: small;"> <p>Measure</p> <p>Zero</p> <p>Energy</p> <p>Building Envelope</p> </div>	<p>Symbolics</p> <hr/> <p>Measuring Envelope products and systems contributing to next generation of healthy nearly Zero Energy buildings</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div style="display: flex; justify-content: space-around; font-size: small;"> <p>Sustainability</p> <p>Platform / Ecosystem</p> </div>

2.2 Nomenclature

Roots	Components	style	color spec.	file format
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)

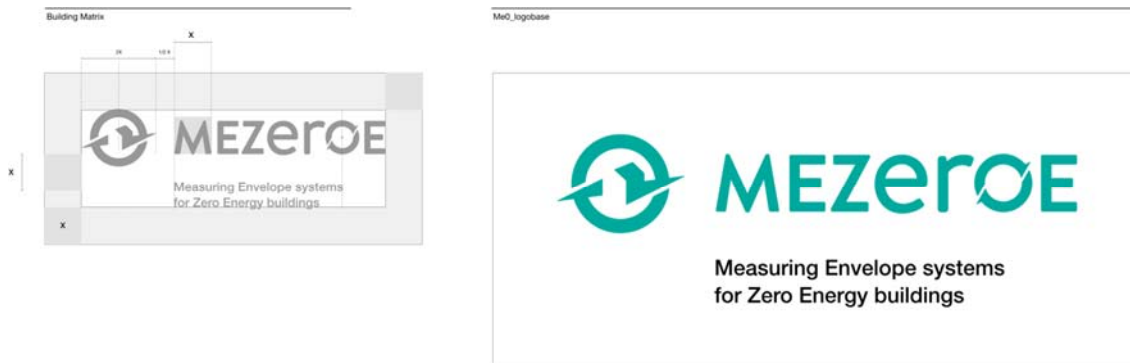
Variants for light components on dark backgrounds applications are identified with **_NEG** (Negative)

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
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>	

Additional

Helvetica Neue	Current text 1
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	Current text
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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

MEASURING ENVELOPE SYSTEMS FOR ZERO ENERGY BUILDINGS

Title level 2

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Header

Additional

Arial

Current text 1

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Current text

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Notes and quotes

4 Templating and applications

4.1 Corporate Letterhead Template

 **MEZeroE**

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

To all project partners

Annual Meeting Summary

Dear Partners

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Best Regards

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H2020@mezeroe.eu
www.mezeroe.eu

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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 next generation of healthy nearly 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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

4











Consortium Members





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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)



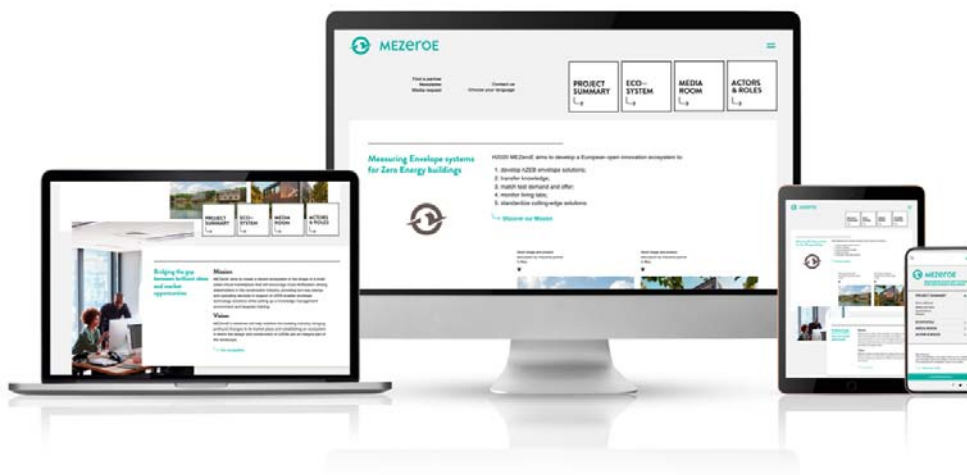
5 Website

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

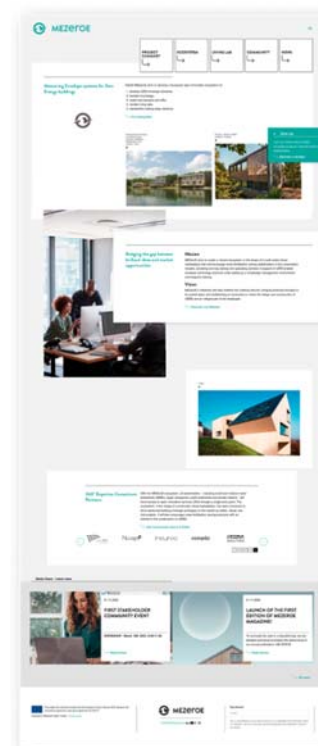
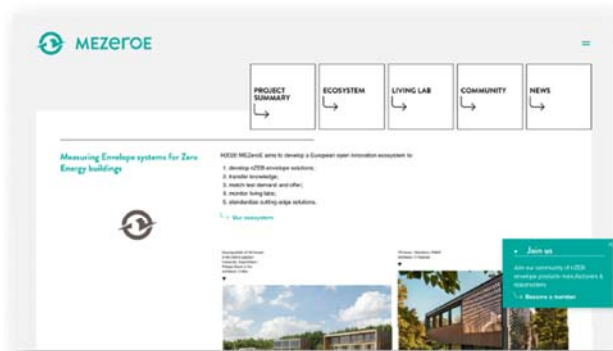
The mezeroe.eu website is designed to evolve over time in phase with the consortium's life cycle activities. Its conception is based on 3 distinct phases of evolution:



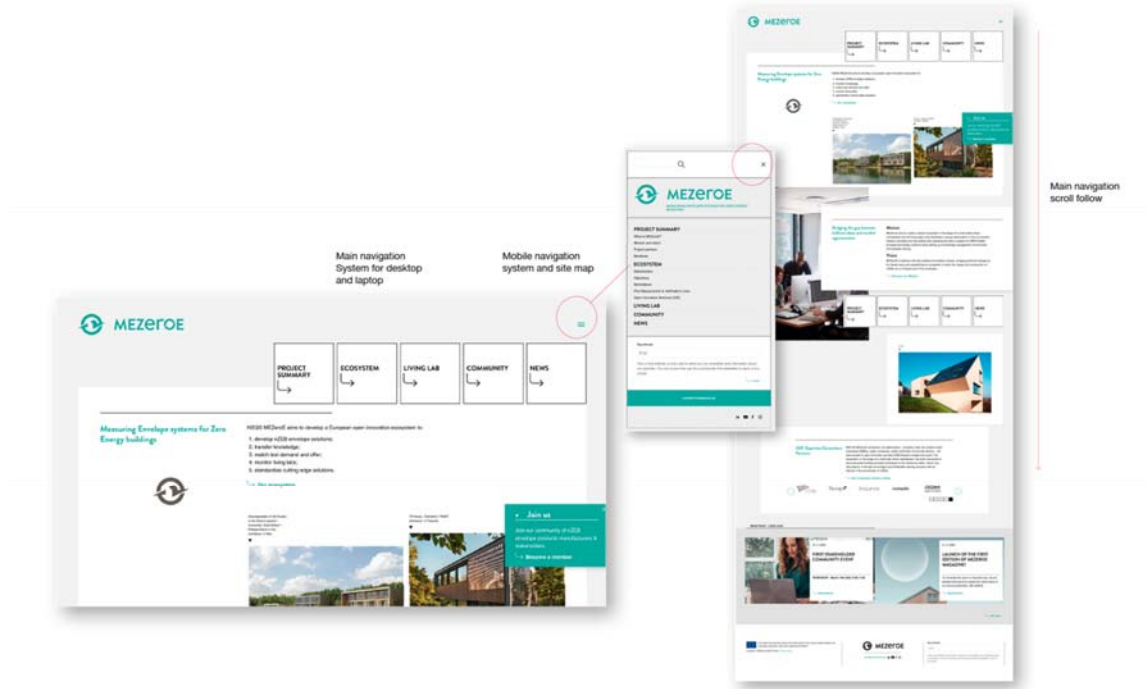
5.3 Structure



5.4 Home page– Phase 1

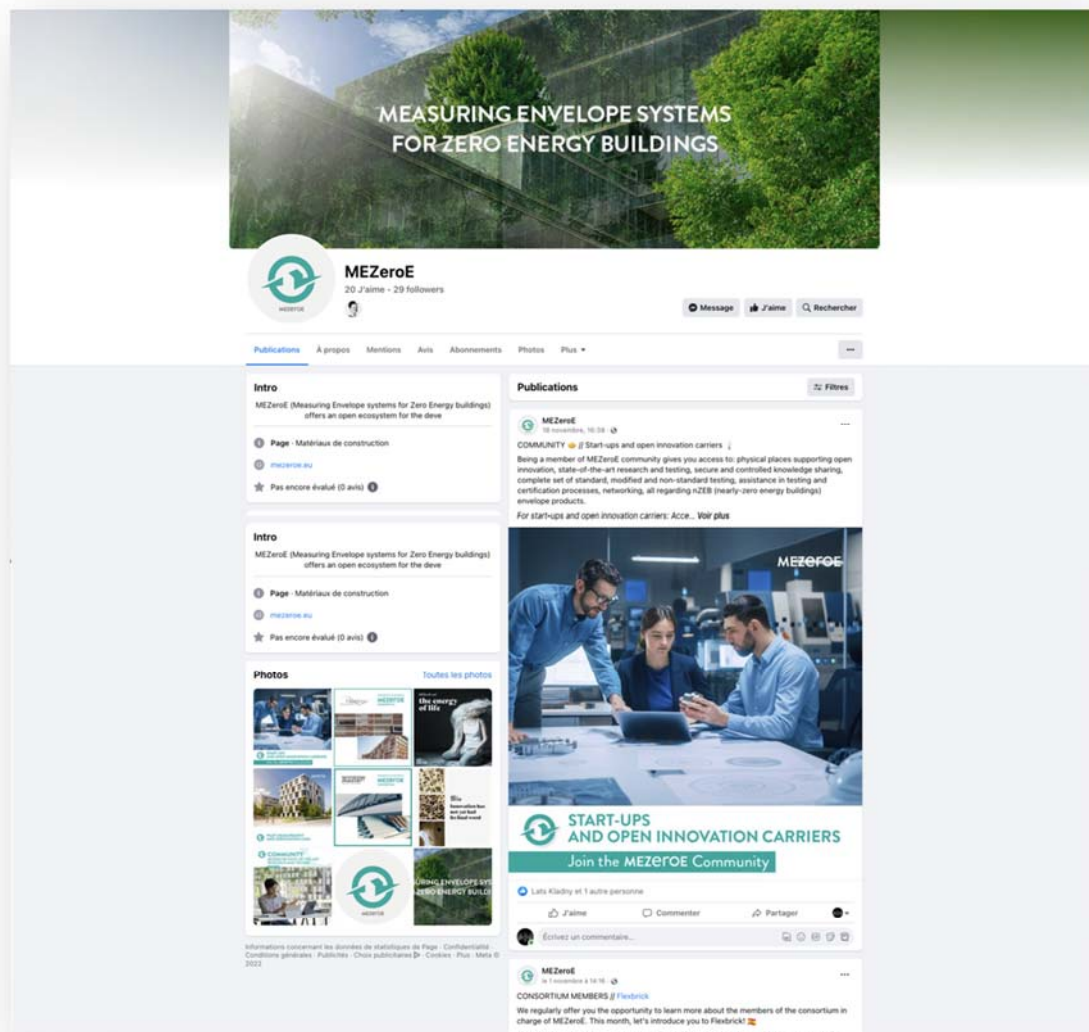


5.4.1 Navigation System



6 Social medias

6.1 Covers



6.2 Posts models

