



# MEZELOE

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

# Corporate Guidelines

November 2022

WP 7

Dissemination level Public



The MEZeroE Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953157

Corporate guidelines November 2022



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

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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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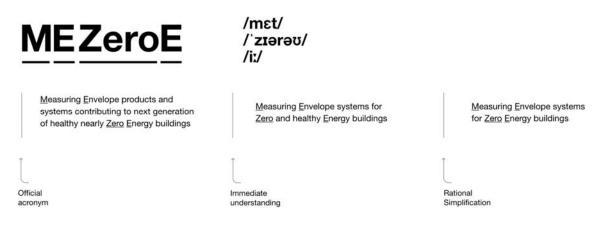




# 1 Naming rationale

### 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

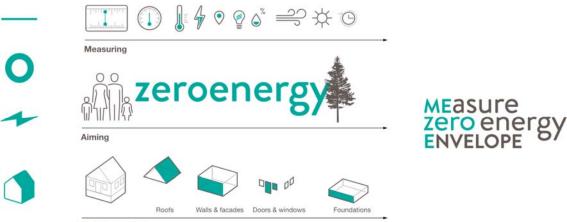
Zero is at the centre of the name and the ultimate goal of the consortium (zero carbon). It also takes a symbolic form, the circle, which constitutes the heart of its identity and reflects many of the actions of the consortium, for instance:







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	Me0_sign	Logotype Me0_ltyp	r	Vle0_ltyp
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Symbolics O Measure Zero	Energy Building Envelope	Symbolics Measuring Envelope products an systems contributing to next ger of healthy nearly Zero Energy bu	neration uildings	ر <mark>م</mark> د tform / Ecosystem
2.2 Not	menclature 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).



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on light backgrounds applications are identified with \_POS (Positive)

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



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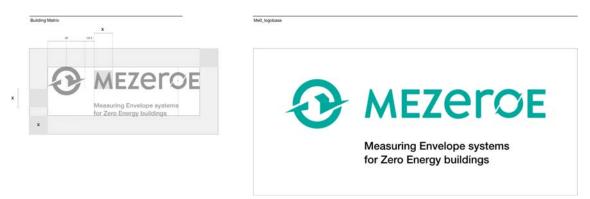


2.3 Logo (sign + logotype)



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

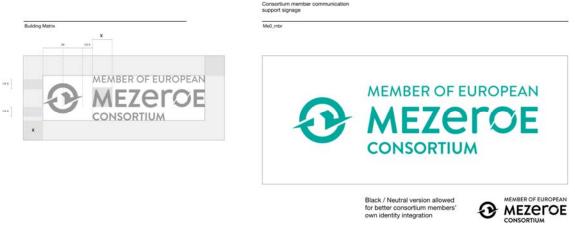


The baseline can be added on materials that require an immediate explanation/understanding of the subject. The logo (Me0\_logobase) is used in the introduction of materials (cover, front page) as well as on promotional materials.





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.)

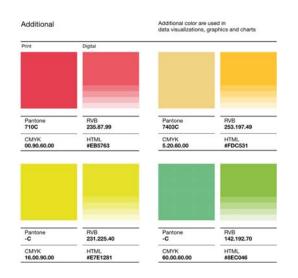




#### **Colors and fonts** 3

#### 3.1 Corporate colors

Print	Digital	C	C
Pantone 563C CMYK 60.00.40.00	RVB 00.169.157 HTML #05AB9E		
Pantone	RVB	Pantone	RVB
Pantone 7531C CMYK	RVB 116.107.102 HTML	Pantone Black CMYK	RVB 00.00.00 HTML



# 3.2 Corporate fonts

Primary - Communication generated content

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Primary - Office applications

Additional

Arial

Title level 1

Title level 2

Header

Calibri

### **MEASURING ENVELOPE** SYSTEMS FOR ZERO ENERGY BUILDINGS

MEASURING ENVELOPE SYSTEMS FOR ZERO ENERGY BUILDINGS

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# 4 Templating and applications

# 4.1 Corporate Letterhead Template

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Annual	Meeting Summary	
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Best Reg	ards	
	The MEZeroE Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953157	H2020@mezeroe.eu 1 www.mezeroe.eu



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# 4.2 Corporate Word Template (1/2)

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Measuring Envelope products and systems contributing to next peneration of healthy nearly Zero Energy buildings		
-		
Contents		
1 Introduction	6	
1.1 Paragraph title	6	
1.1.1 Subparagraph title	6	
2 Methods and core part of the report	7	
2.1 Background	7	
2.2 Procedures	7	
2.3 Data Analysis	7	
2.3.1 Subparagraph title	7	
3 Results & Discussion	8	
4 Risks and interconnections	9	
4.1 Risks/problems encountered	9	
4.2 Interconnections with other deliverables	9	
5 Conclusions	10	
6 Appendix - Appendix Title	11	

# MEZEROE

#### 1 Introduction or Chapter title

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#### 1.1.1 Subparagraph title

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# 4.3 Corporate Word Template (1/2)

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RIKO	INDRESMAT	arbnco	greenT
Nuvap	Incurvo	compáz	SOLUTIO





4.4 Corporate Powerpoint Template



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4.5 Roll-up

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www.m	ezeroe.eu			www.mezeroe.eu





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:

#### Phase 1 - Discovering

### Showcase site

Aim is to build an audience building, disseminate content through articles, news, webinars, workshops... and develop a community on social networks

# り

Phase 2 - Empowering

### Information Platform

Enrichment of the website to form a rich content platform referencing the activities of the partners and the evolution of the project.



Phase 3 - Exploiting

### Promotion Platform

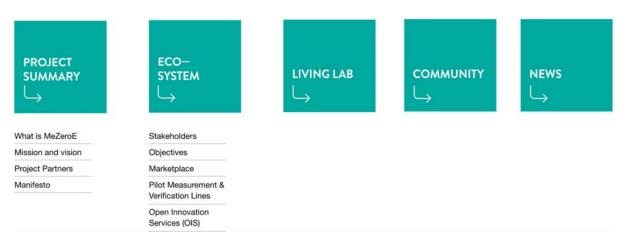
Communication and promotion support to the MeZeroE marketplace. Information platform associated with the project.



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5.3 Structure



5.4 Home page- Phase 1



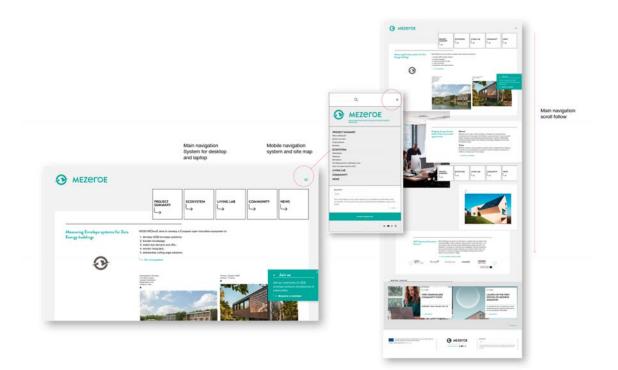




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# 5.4.1 Navigation System







# 6 Social medias

# 6.1 Covers

	ENERGY BUILDINGS		
MEZeroE 20 Juines - 29 followers	● Massage	🛊 Jaine Q. Rechercher	
Publications À propos Mentions Avis Abonnements	Photos Plus •	-	
Intro MEZeroE (Massuring Envelope systems for Zero Energy buildings) offers an open ecosystem for the deve	Publications	22 Films	
Page - Matériaux de construction	COMMUNITY 🖕 🖉 Start-ups and open innovation carriers 🧯		
	Being a member of MEZeroE community gives you access to: innovation, state-of-the-art research and testing, secure and of	ntrolled knowledge sharing,	
🕸 Pas encore évalué (3 avis) 🔘	complete set of standard, modified and non-standard testing, certification processes, networking, all regarding nZEB (nearly envelope products.	sastance in testing and zero energy buildings)	
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6.2 Posts models



