SATO

Self Assessment Towards Optimization of Building Energy

Deliverable 8.2

Project brochure, posters, roll-up, and infographics

Deliverable Lead: Core Innovation

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Description	Deliverable *Project brochure, posters, roll-up, and infographics* contains the communication material, other icons and diagrams as well as the templates created and the philosophy behind their designing.
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Table of Contents

List of Figures

Revision history

Version	Author(s)	Changes	Date
1.0	Sotiris Vasiliou, Ilia Kantartzi (CORE)	Document creation	2/12/2020
1.1	Antigone Nikolaidi (CORE)	Internal review	11/12/2020
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2.1	Ilia Kantartzi (CORE)	Updates according to SATO partners' review	22/12/2020
2.2	Guilherme CG (FC.ID)	Overall revision with minor adjustments.	29/12/2020

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EXECUTIVE SUMMARY

Deliverable 8.2 "Project brochure, posters, roll-up, and infographics" was created as part of Work Package 8, "Market Actors Engagement through Communication and Dissemination" and includes the design of the communication material and other icons and diagrams as well as the creation of the document templates that will be used throughout the project.

All the above were carried out by project partner CORE. All the elements of the abovementioned materials are based on the visual identity of the project, which is described in D8.1 "Dissemination and Communication Plan, including project identity". Colour scheme, typography etc, were carefully chosen for their aesthetic effect and their agreement with SATO's essential aspects. Different versions of each element were designed in to suit different presentation contexts. This communication material is intended to be used internally, i.e., project meetings, presentations and externally in the various communication channels of the project, such as the social media and the website.

The goal is to create a unified visual image for the project where all elements are in accordance with each other and SATO's main objectives and functions. Additionally, it serves as a main communication tool for the project and its visibility and further promotion, ensuring SATO's message is being effectively communicated.

This document will be updated at the end of the project (M36), examining if targets were met and presenting all the updates which occurred throughout the project's lifetime.

1. General aesthetic

1.1. Colour scheme

The colour scheme consists mainly of a gradient between the colours Kelly-Green and Cyan. Cyan hues are used to denote the technological innovations that SATO will achieve, while the Kelly-Green tones allude to the beneficial environmental impact of the project.

TECHNOLOGY
#40B5B4

ENERGY

ECO-FRIENDLY
#81C457

Figure 1: Main colour choices

Two supplementary colours are also included in the colour scheme, to anticipate for instances when an accent colour or a darker background colour are needed.

#EE6252

#3F3D56

Figure 2: Supplementary colours

1.2. Typography

Typography is an essential part of the visual identity of SATO. The Proxima Nova Family typeface is used for the logo and print material to convey clarity and the modern innovations of the project. Proxima Nova (2005) bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid font that combines modern proportions with a geometric appearance.
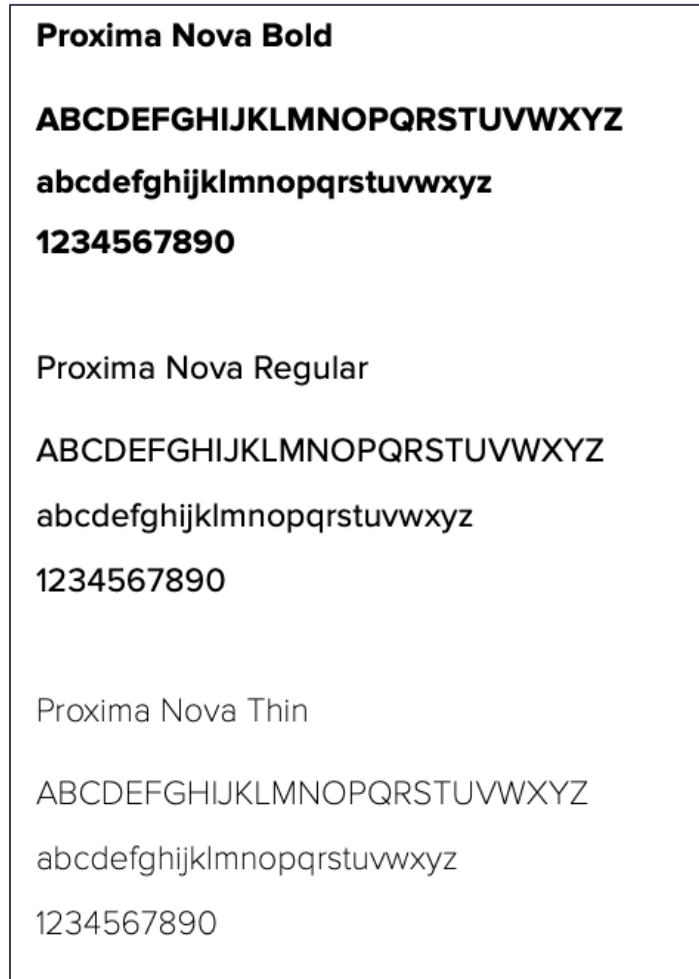
Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Proxima Nova Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Figure 3: Typography used in material

For the templates, the universally available font Verdana was used to ensure a seamless adaptation of the visual identity typography from all the partners, while ensuring that the same message is conveyed.
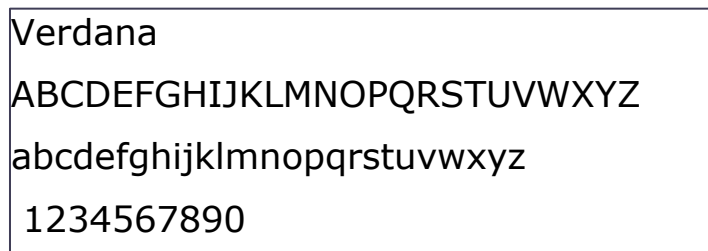
Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

 1234567890

Figure 4: Typography used in templates

2. Design Elements – Illustrations

The SATO project icons and diagrams were designed using the project's colour scheme to strengthen the visual identity of the project and facilitate understanding of the various technologies and innovations that the project will pursue. Banners and background images were designed to be used in social media and presentations.

2.1. Illustrations

The project's website home page presents an animated illustration depicting a minimal green deconstructed landscape with buildings and appliances while connotating that there is an energy and eco-friendly aspect.
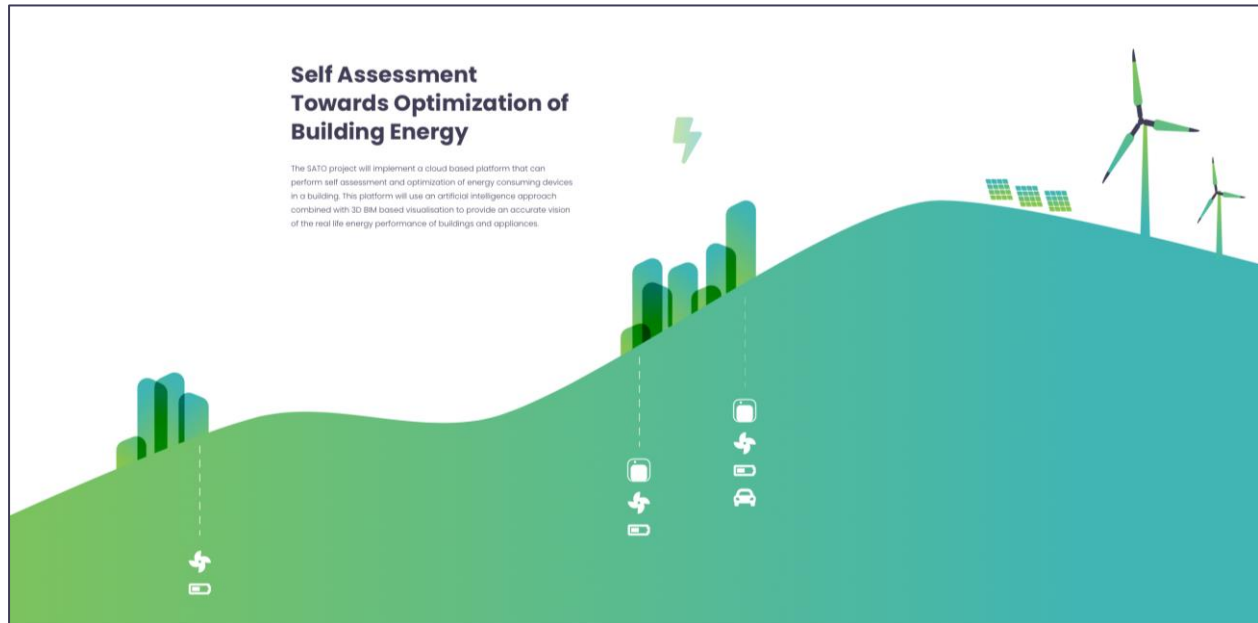

Figure 5: Website homepage illustration

In addition, the project's architecture is presented using an isometric illustration that shows the proposed platform and services and the way they interact with each other and the pre-existing buildings and appliances. A deconstructed representation of a building is showcased in the centre of the illustration along with appliances and energy transfer and storage units. The individual parts of the project's architecture are depicted around the building interacting with each other in a constant flow.

Figure 6: The architecture illustration

2.2. Icons design

For the purpose of the project's website as well as the printed communication material, we proceeded in designing a series of icons to facilitate comprehension and further extend the project's visual identity. For example, on the website's homepage we designed three icons that denote the SATO platform, an icon to represent the electrical appliances and another one in the shape of a mobile device to represent the developed by the project user interface.
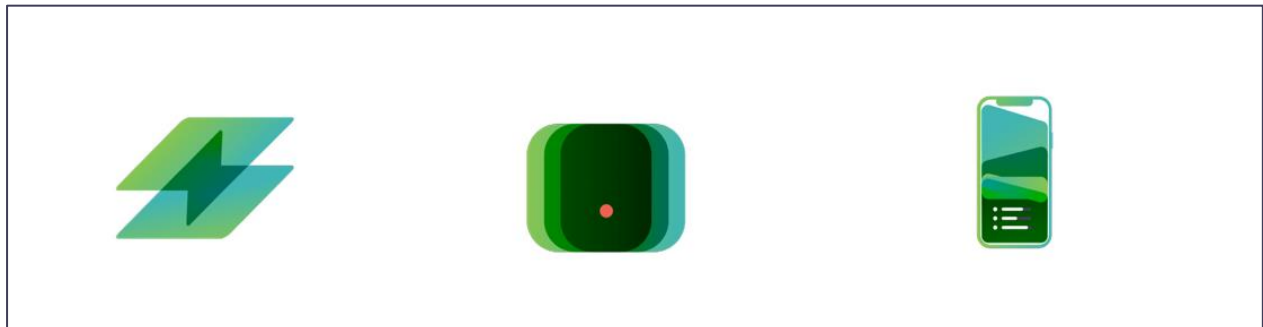

Figure 7: Website homepage icons design. The SATO Platform, Appliances and UI icons

To better portray the four main objectives categories of the SATO project, we designed a family of four icons. They use the design language of the project's logo design while depicting the different possibilities the project will offer.

The first icon represents the objective of **Assessing** the real-life energy performance of a building and its energy consuming equipment. The icon is a representation of different sized surfaces that represent the different building types and equipment and the fact that the assessment aspect of the project is multi-layered.

The second icon represents the objective of **Optimising**, to develop a user-centred self-optimised energy management service. It is again a collection of overlapping surfaces that recreate the shape of a V, as a symbol of optimization and well working conditions.

For the **Interface** component we designed an icon that resembles a mobile phone screen to denote one of the user interfaces that the project will create.

The last icon represents the objective of **Testing** the system by implementing it in different building pilots. It is a collection of surfaces that unfold in the way a colour picker brochure unfolds, to denote the variation of the pilots.

For the sub-objectives of each category, we designed a collection of icons carrying on the same aesthetic lines. We aimed to make the big volume of information easier to comprehend and to make the interaction with the project's website as user friendly as possible.
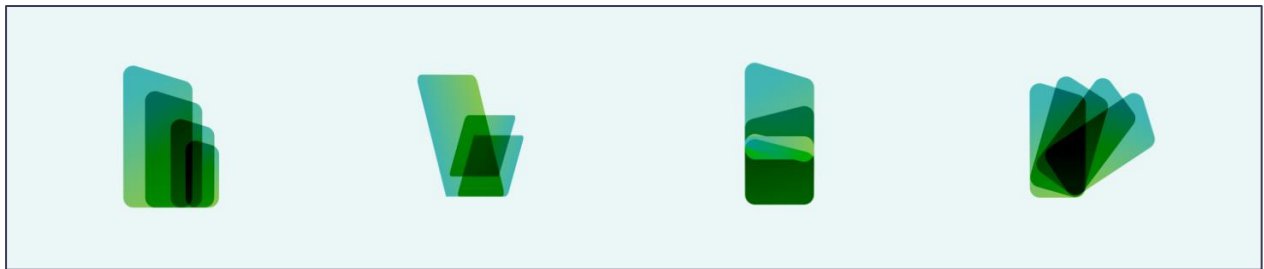

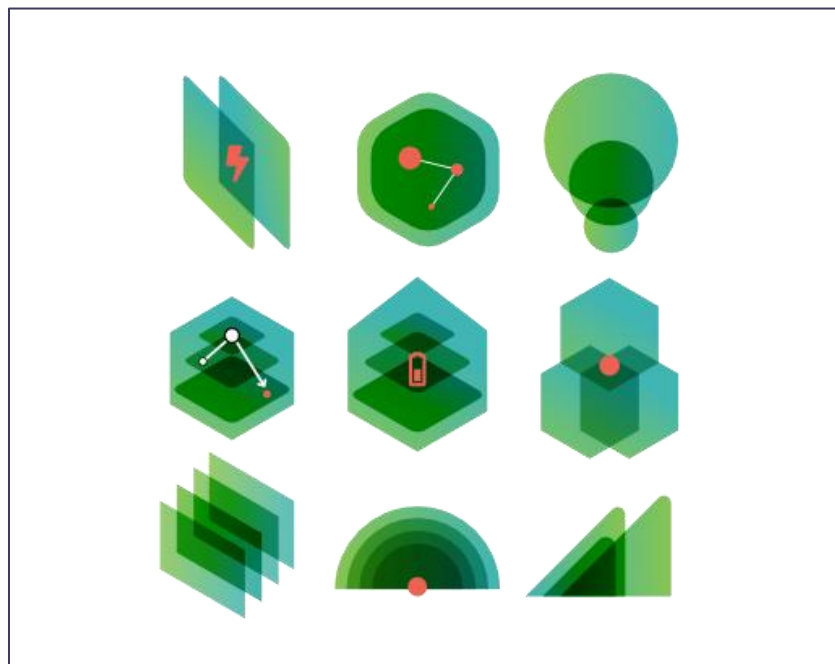**Figure 8: Objectives icons design, Asses, Optimise, Interface, Test**

Figure 9: Icons design for the project's sub-objectives

3. Communication Materials

To support dissemination activities, brochures, posters, banners and other forms of collaterals were developed and will be updated if needed following the evolving needs of the project.

As a rule, the project will rely on electronic information means, due to better scalability, easy updates and respect to the environment. The project is however aware that printed information is still the principal instrument for informing specific groups of stakeholders (e.g., participants to fairs, conferences and workshops).

The first version of the .pdf files have already been distributed to the partners and uploaded to the website so that they will be able to print the needed material. The visuals created for the marketing material are also uploaded separately on the project's repository for the partners' convenience.

Partners will also use alternative ways of supporting the dissemination of the project. Depending on the needs that may arise, other modalities could be deployed, such as electronic factsheets, delegates packs at conferences or other events, other types of gadgets. Such decisions will be taken when details of participation to events are worked out and an executive planning for those is being elaborated.

The communication materials prepared so far are the following:

- the e-brochure (for digital use only)
- the poster (2 different versions, printed and digital)
- the banner
- the brochure (printed version only)

3.1. Electronic Brochure

Our team designed an electronic brochure to distribute through the project's website and social media accounts. This brochure is important due to its efficacy, and the current COVID context. In the electronic brochure the reader will find information about the project's main aspects, the impact and the pilots as well as the architecture illustration that sums up most of the information.

SATO

**Self Assessment
Towards Optimization
of Building Energy**

This project receives funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement Number 957128.

| 16 partners | 7 countries | 8,7M€ EU Funding | 36 Months |

SATO

SATO

SATO will implement a **cloud-based platform** that can perform self-assessment and optimization of energy consuming devices in a building. This platform will use an artificial intelligence approach combined with 3D BIM based visualization to provide an accurate vision of the real-life **energy performance of buildings and appliances.**

SATO will develop

A state-of-the-art building energy assessment and optimization platform

Solutions that, independently of the building type, can provide Internet-of-Things (IoT) capabilities

A mobile application that combines building equipment control and information services into user interaction services

Pilots

The project includes 8 pilots in 3 climate regions

- Mediterranean
- Central
- Northern Europe

where the SATO platform will be deployed and tested.

SELF ASSESSMENT TOWARDS OPTIMIZATION OF BUILDING ENERGY

SATO

Figure 10: SATO e-brochure

3.2. Poster -Banner

An A3 poster and an 800x2000mm banner (portrait) were also designed in order to carry the project's visual identity to two larger scale formats. Their main purpose is to strengthen the project's visual identity and communicate information from a distance. For this reason, those two formats contain less information, aiming to communicate the main aspects of the project and the consortium communication channels to anyone interested in learning more.
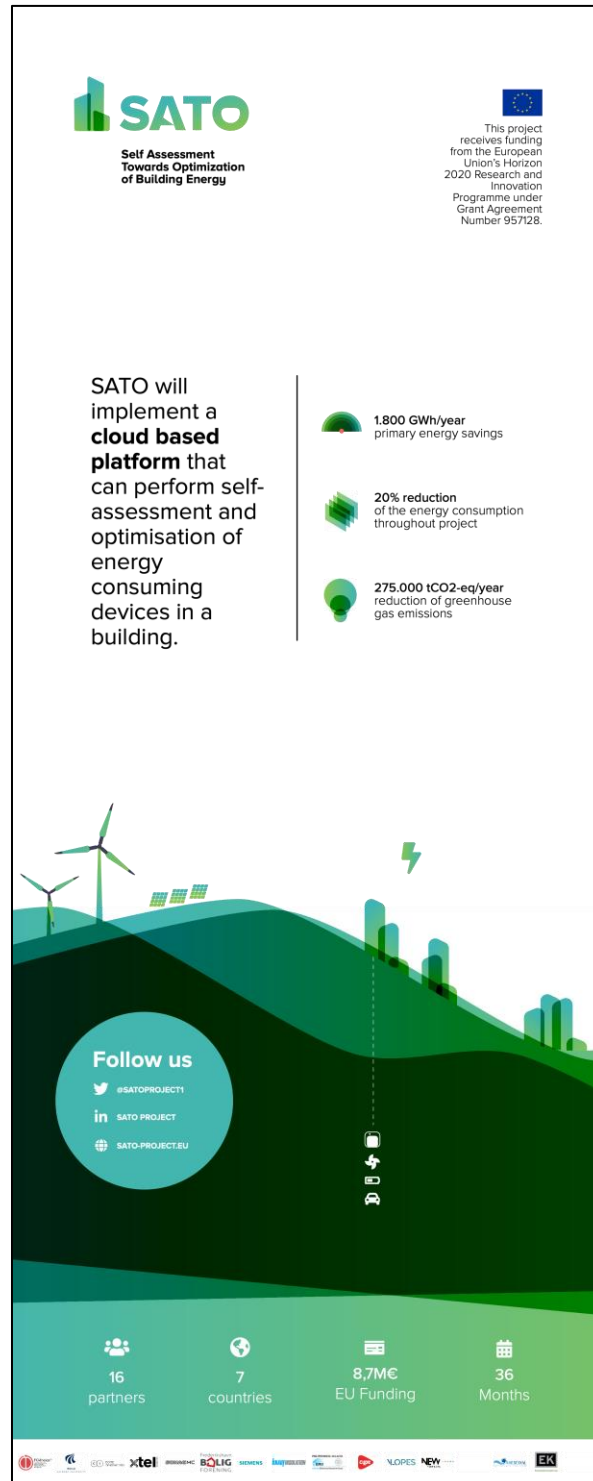

Figure 11: SATO banner

Figure 12: SATO poster

3.3. Printed Brochure – Poster II

A brochure was designed presenting the main aspects of the project. The chosen layout allows for the brochure to be completely unfolded/expanded into an A3 poster that illustrates the architecture of the project. On the brochure, the reader can find information about the main aspects of the project along with the expected impacts. A brief mention of the project's pilots is also included. This brochure can also be used as a second poster, complementary to the poster I. On the poster side, apart from the Architecture, the reader will find information about the consortium and the project's figures.

Figure 13: Brochure-poster folding instructions

Figure 14: Brochure - Poster completely unfolded

4. Templates

Templates for the project's documents (deliverable, agenda, and MoMs) and project's presentations were created to ensure a coherent, visually integrated result.

4.1. Documents Templates

4.1.1.   Deliverable

The deliverable template includes styles for headings, body text, tables, figures, and captions. On the top of every page is a header including the paging followed by the title of the document. At the bottom of each page, the footer shows project acronym, the GA number and the project logo. All of these elements are shown in Figure 15.
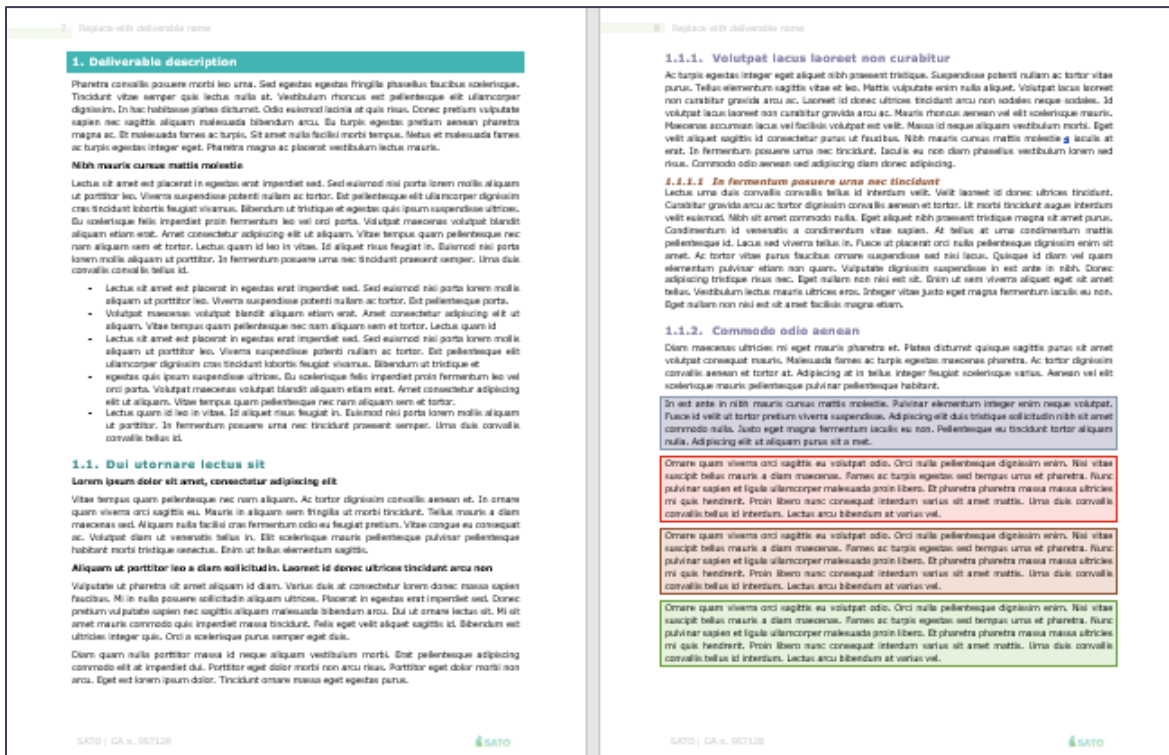
Figure 15: Deliverable template

4.1.2.   Agenda

The agenda template includes styles for headings, tables and captions. On the top of every page is a header including the European Union flag, the project's declaration of H2020 funding and its Grant Agreement Number. At the bottom of each page there is a footer with the acronym and the full name of the project. All the above elements can be seen in Figure 15.
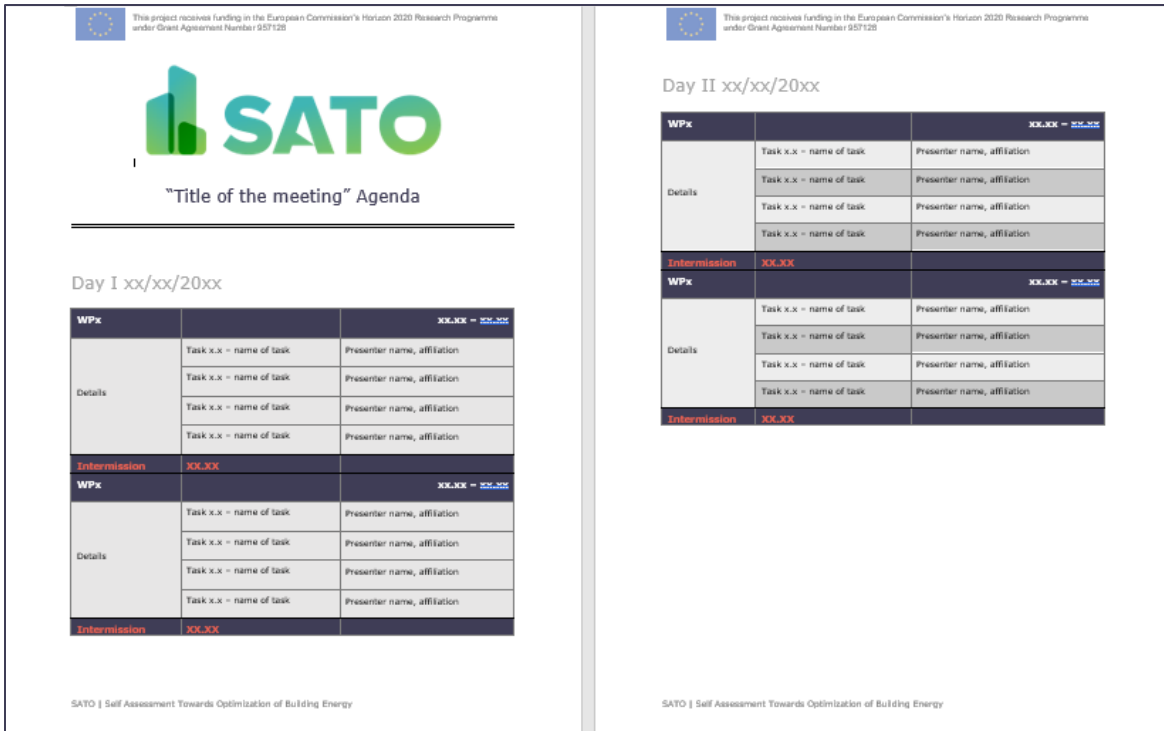
Figure 16: Agenda Template

4.1.3. Minutes of Meeting (MoM)

The MoM template includes styles for headings, body text, tables and captions. On the top of every page is a header including the paging followed by the title of the meeting. At the bottom of each page there is a footer with the acronym of the project, the GA number and the project logo. All the above elements can be seen in Figure 17.
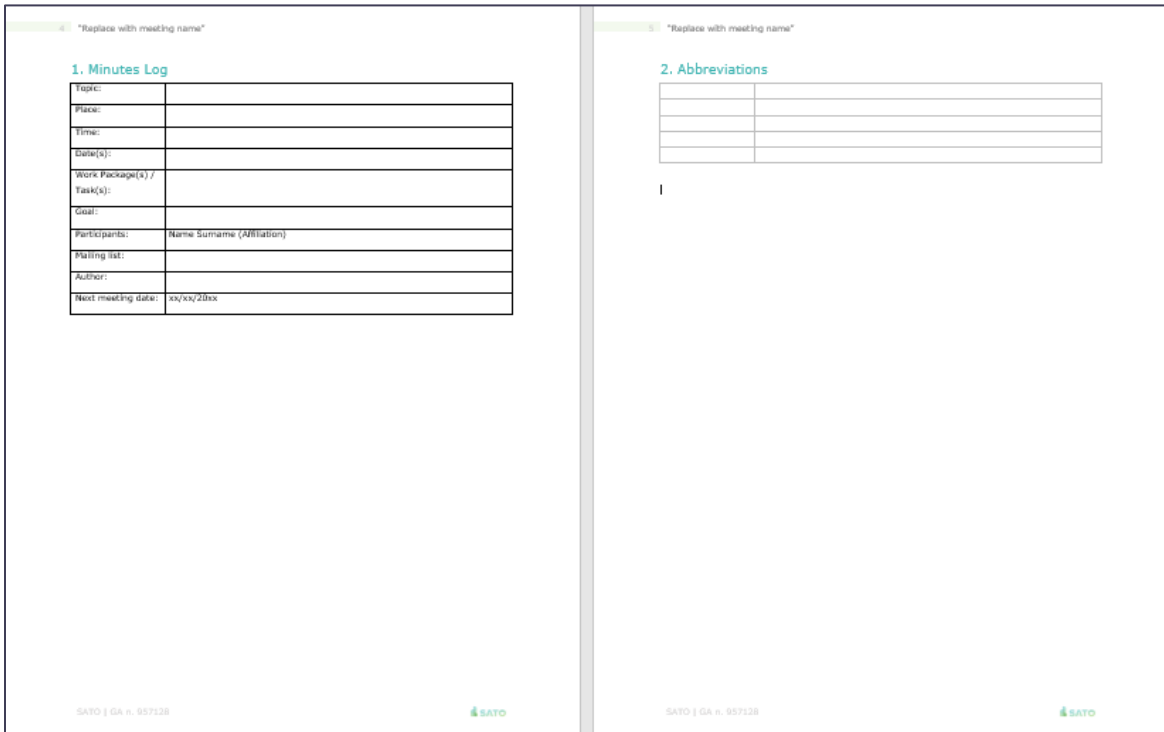

Figure 17: MoM template

4.1.4. Presentation

The presentation template includes styles for headings, body text and colours. It has been created in a 16:9 widescreen format. The goal was to produce a creative template that aims to breathe life into SATO's presentations. The following Figures show examples of the Presentation template in PowerPoint, in both light and dark colours.

Figure 18: Presentation Template – Title page

Figure 19: Presentation Template – Title page (dark background)
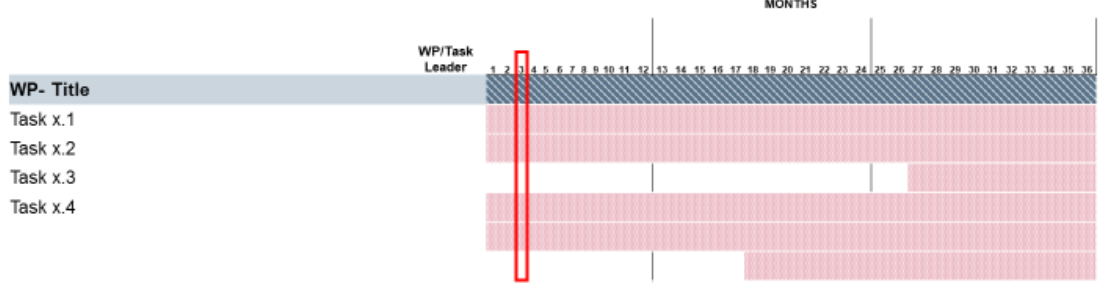
Figure 20: Presentation template – Work package description

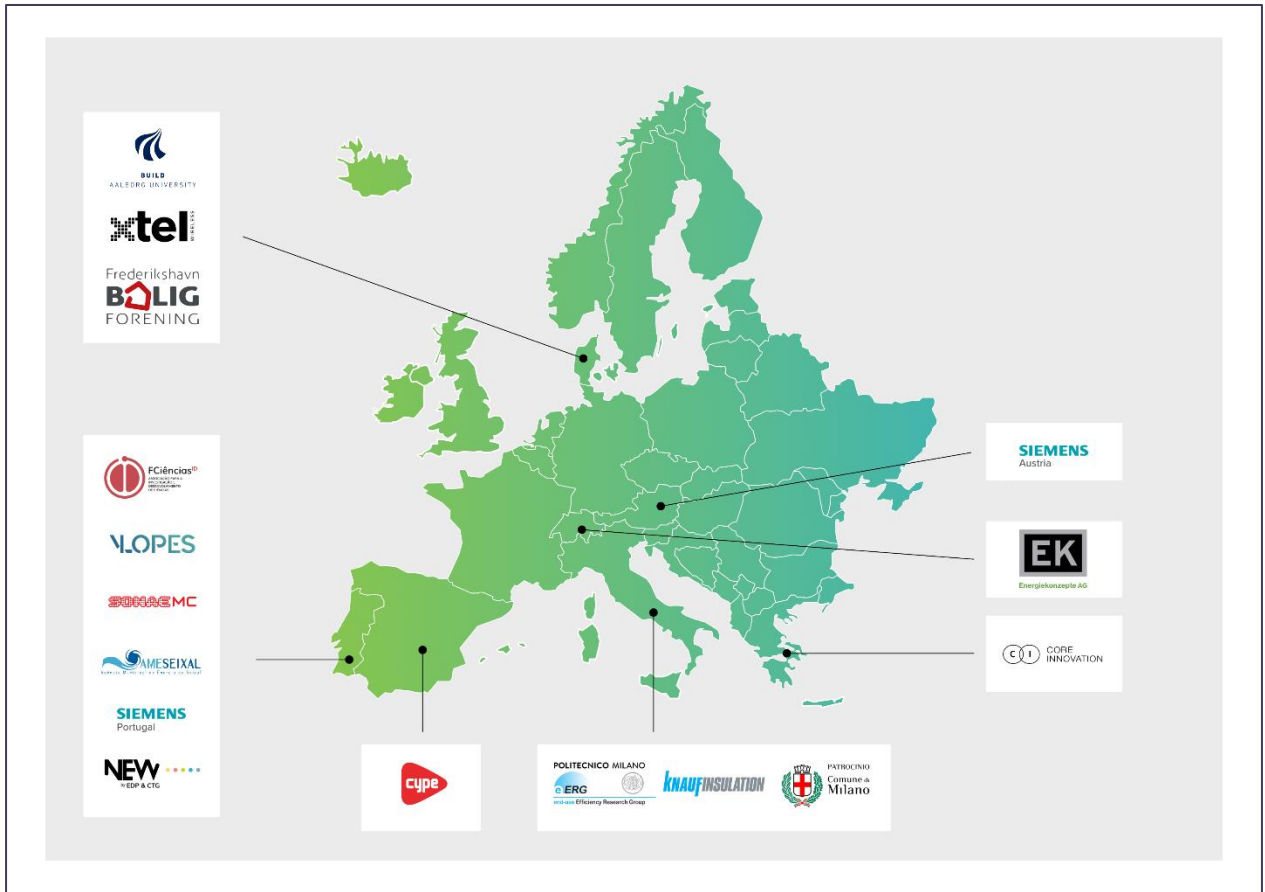**Figure 21: Presentation Template – Gantt**

Figure 22: Presentation Template – Consortium Map

Figure 23: Presentation Template – Closing Page