



<b>Project title</b>	Safe, Efficient and Autonomous: Multimodal Library of European Shortsea and inland Solutions
<b>Project acronym</b>	SEAMLESS
<b>Project number</b>	101096923
<b>Project start date</b>	01/01/2023

## D8.1- PROJECT LOGO AND SET OF PUBLIC DOCUMENT TEMPLATES

<b>Due date</b>	28/02/2023	<b>Delivery date</b>	28/02/2023
<b>Work package</b>	WP8		
<b>Responsible Author(s)</b>	PNO		
<b>Contributor(s)</b>	NTUA		
<b>Reviewer(s)</b>	NTUA		
<b>Version</b>	V 1.0		
<b>Document Type</b>	DEC – Websites, patent filings, videos, etc.		
<b>Dissemination level</b>	Public		

## VERSION AND AMENDMENTS HISTORY

<b>Version</b>	<b>Date (MM/DD/YYYY)</b>	<b>Created/Amended by</b>	<b>Changes</b>
<b>0.1</b>	26/02/2023	Manuela Guiducci (PNO)	Set up of document and contents
<b>1.0</b>	28/02/2023	Alexandros Rammos (NTUA)	Document Review and final version

## TABLE OF CONTENTS

1	INTRODUCTION .....	4
2	THE SEAMLESS PROJECT IDENTITY .....	5
2.1	SEAMLESS LOGO .....	5
2.1.1	Logo colors codes.....	6
2.2	PROJECT TEMPLATES .....	8
2.2.1	Deliverable templates .....	8
2.2.2	Standard fonts .....	8
2.3	POWERPOINT PRESENTATIONS TEMPLATE .....	9
2.3.1	Standard fonts .....	11
3	CONCLUSION.....	12

## LIST OF FIGURES

FIGURE 1: FIRST SET OF PROPOSALS FOR THE SEAMLESS LOGO .....	5
FIGURE 2: SECOND SET OF PROPOSALS FOR THE SEAMLESS LOGO .....	6
FIGURE 3: SEAMLESS PROJECT LOGO .....	6
FIGURE 4: SEAMLESS LOGO STYLE GUIDE .....	7
FIGURE 5: SEAMLESS LOGO STYLE GUIDE .....	7
FIGURE 6: SEAMLESS DELIVERABLE TEMPLATE.....	8
FIGURE 7: SEAMLESS INSTITUTIONAL FONTS .....	9
FIGURE 8: SEAMLESS PPT TEMPLATE, V1 .....	10
FIGURE 9: SEAMLESS PPT TEMPLATE, V2 .....	10
FIGURE 10: SEAMLESS PPT TEMPLATE, V3 .....	11

## List of Abbreviations

<b>Abbreviation</b>	<b>Definition</b>
<b>D&amp;C</b>	Dissemination and Communication
<b>PNO</b>	Ciaotech – PNO Group
<b>WP</b>	Work Package
<b>NTUA</b>	National Technical University of Athens
<b>PPT</b>	PowerPoint

---

## 1 INTRODUCTION

This deliverable deals with the SEAMLESS logo and the project templates developed for this initiative.

The SEAMLESS's logo and template are essential part of the visual identity of the project, which reflect the project's vision and key concepts, and to be used in all communication channels and produced dissemination materials, in accordance with the needs of the project.

All SEAMLESS partners are aware that the visual identity helps to easily create a recognizable image and that it should be used prominently in all D&C actions and printed materials, for external and internal use as well.

Templates for text documents and presentations are accessible to all project partners, as they are relevant to pass a uniform image of the SEAMLESS project and establish a visual link that enables recognition whenever the material concerns the project.

## 2 THE SEAMLESS PROJECT IDENTITY

To be recognizable, the project needs a visual identity, which reflects the project's vision and key concepts, to be used in all communication channels and produced dissemination materials, according to the needs of the project.

### 2.1 SEAMLESS LOGO

The project identity is linked to a graphically coherent and consistent representation of the SEAMLESS logo. The logo will make the project recognizable as it defines its identity for its whole duration. The logo will be used in every public and confidential document produced within the project and in every kind of contact to the external environment.

PNO, the partner responsible of the Dissemination and Communication of the SEAMLESS project, developed a first set of possible logos, as shown in Figure 1.

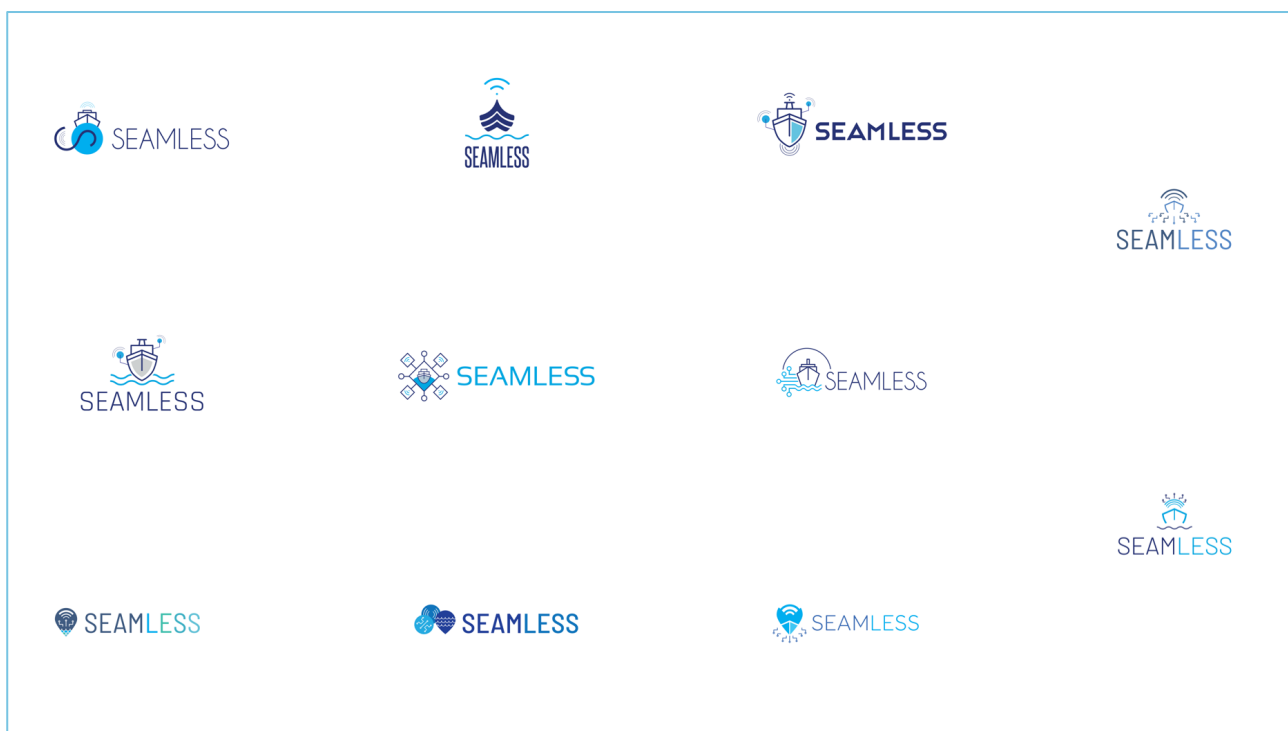


Figure 1: First set of proposals for the SEAMLESS logo.

After a first exchange with NTUA – the project coordinator – the versions displayed in Figure 2 were developed and shared with all project partners.

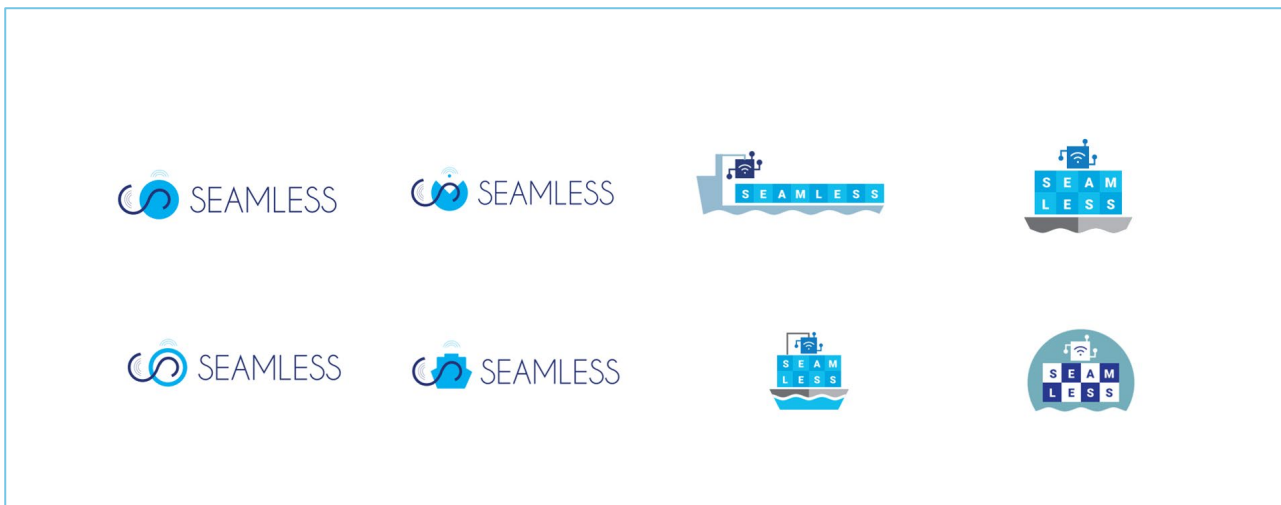


Figure 2: Second set of proposals for the SEAMLESS logo.

In the frame of the SEAMLESS kickoff meeting, PNO showed to the whole consortium all the versions developed and each partner voted. As a result of the poll, the SEAMLESS logo was chosen (Figure 3).



Figure 3: SEAMLESS project logo.

### 2.1.1 Logo colours codes

To be coherent with the SEAMLESS visual identity, it is essential that all project-related materials integrate the project's visual identity, including the colors used for the logo.

The colors codes used for the logo, as well as for the templates, are reported in Figure 4 and 5.



Figure 4: SEAMLESS logo style guide.



Figure 5: SEAMLESS logo style guide.

## 2.2 PROJECT TEMPLATES

All visual elements deemed required for the SEAMLESS project identity to develop tailor made products for D&C and outreach such as color codes, standard fonts, etc. have been selected and defined at the beginning of the project and properly reported into the project templates.

Templates, such as presentations (PowerPoint), project deliverables and reports – to be used both for internal and external communications - are available to the whole consortium to strengthen the uniformity of the project outputs.

### 2.2.1 Deliverable templates

The deliverable template developed for the SEAMLESS project is shown in Figure 6.

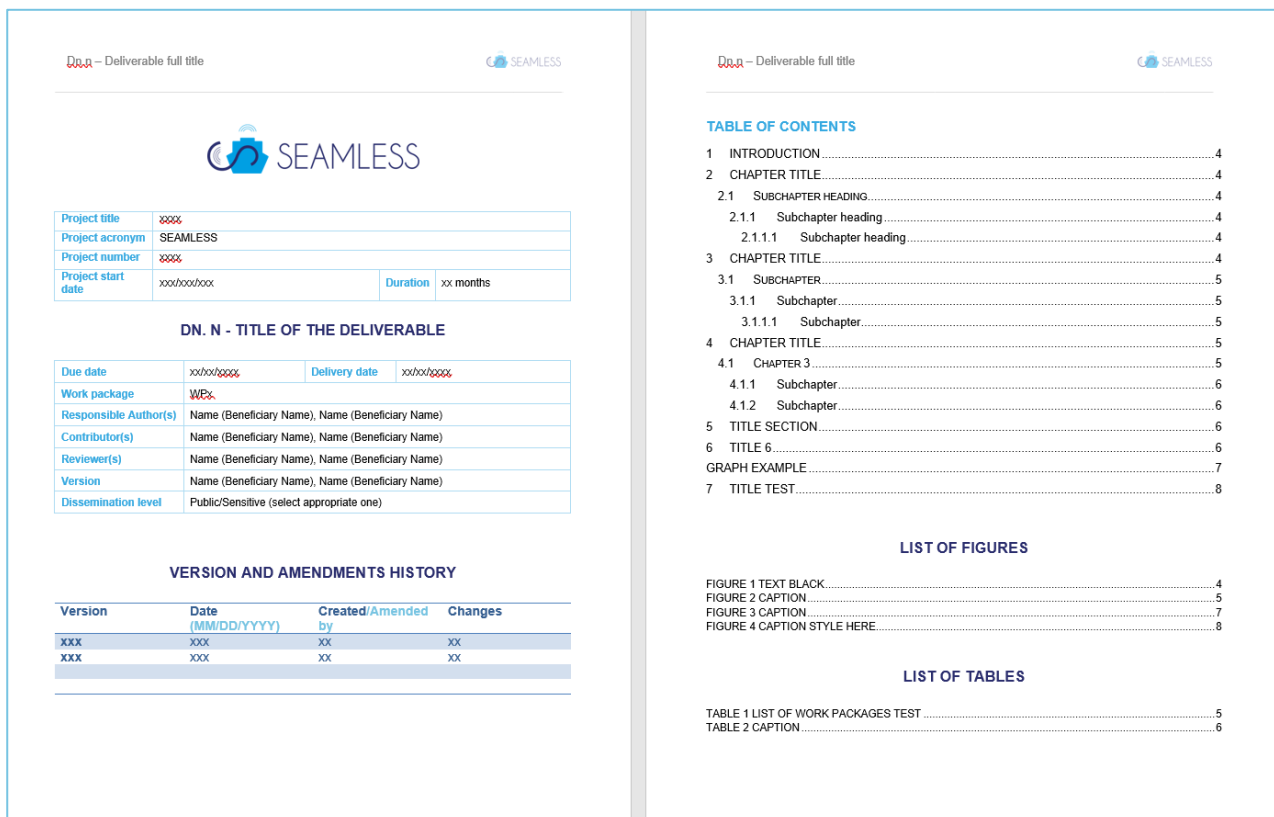


Figure 6: SEAMLESS deliverable template.

### 2.2.2 Standard fonts



The institutional fonts for the SEAMLESS deliverable template are (Figure 7):

- Roboto Light
- Roboto Regular
- Roboto Bold



Figure 7: SEAMLESS institutional fonts.

### 2.3 POWERPOINT PRESENTATIONS TEMPLATE

The PowerPoint presentation templates that will be used both for internal meetings and communication towards external audience are displayed in Figure 8 - 10.



Figure 8: SEAMLESS PPT template, v1.

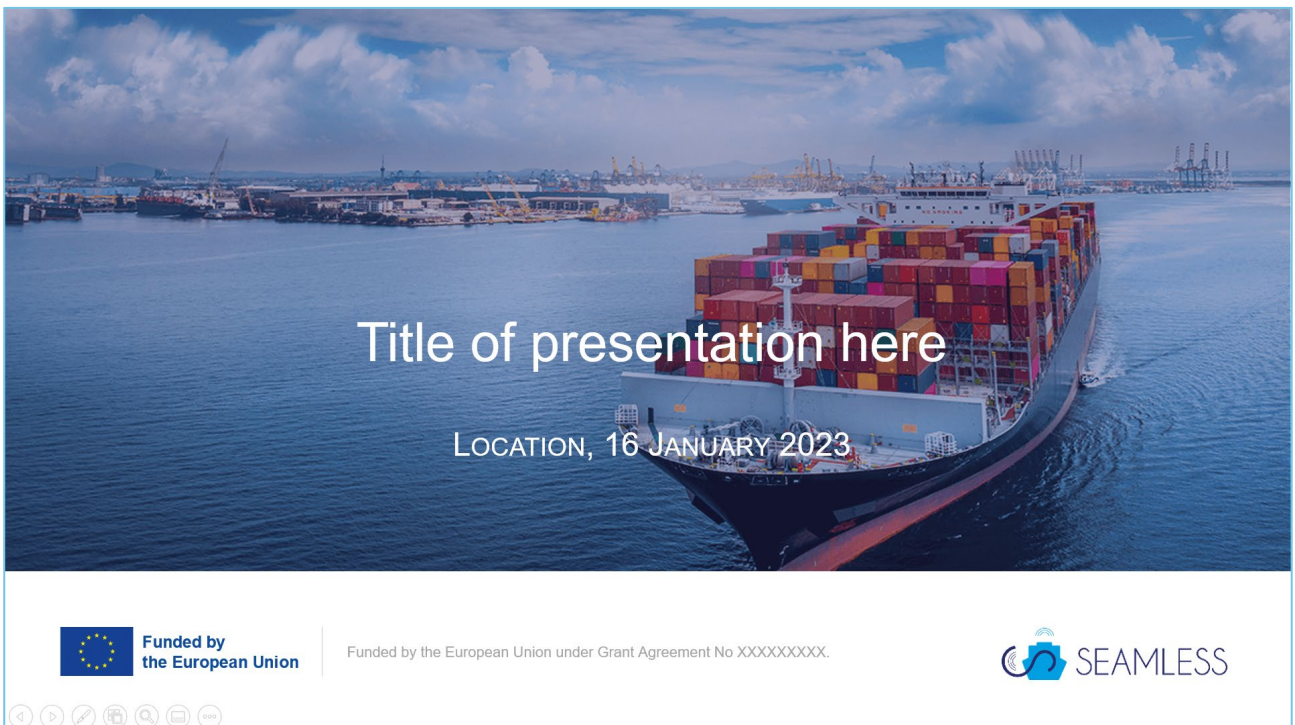


Figure 9: SEAMLESS PPT template, v2.



Figure 10: SEAMLESS PPT template, v3.

### 2.3.1 Standard fonts

As for the deliverable template ones (reported in Figure 6), the institutional fonts for the SEAMLESS PowerPoint templates are:

- Roboto Light
- Roboto Regular
- Roboto Bold

---

### 3 CONCLUSION

The SEAMLESS logo has been designed and delivered at the beginning of the project (M2 – February 2023) and it will be displayed in all the D&C tools and channels of the project to ensure the maximum visibility, also including the project templates for PowerPoint presentations and deliverables.

The templates will be used both for internal – e.g., project meetings - and external communication, such as participation in national and international events.