OUTFOX
OPTIMISED UP-SCALED TECHNOLOGY FOR NEXT-GENERATION SOLID OXIDE ELECTROLYSIS

PUBLIC

D6.1 Branding identity

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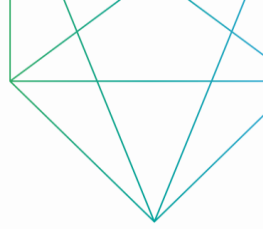| Deliverable information	
Authors	Erin Schols
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Relevant task	Task 6.1
Version number	1
Version date	25 May 2023

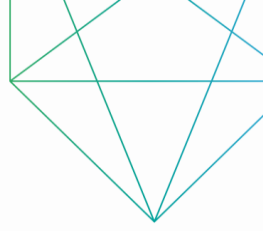| Dissemination level	
X	PU – Public (fully open; automatically posted online)
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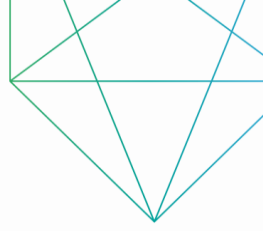
Executive summary

A branding identity has been established for the OUTFOX project, including a logo design, color scheme, deliverable/report Word document template, and presentation template. The branding identity will be used across all external communications for the project – website, social media, public presentations, etc. – to give a consistent and recognizable look for the project and all of the publicly shared results.

The template files and all versions of the logo and icon have been made available to the project partners on the internal SharePoint site.

# Contents

1 Logo

1.1 Main logo

The main logo font is **Blair MD** in capitals with a tracking of +220.

The strapline font is **Acumin Variable Concept** in capitals with a tracking of +91.

1.2 Variants

The main OUTFOX logo should be used in full-color wherever possible. For darker backgrounds the mono white version can be used. The logo also can be used in grayscale on white where colors aren't available.
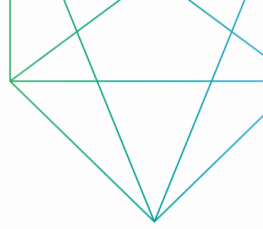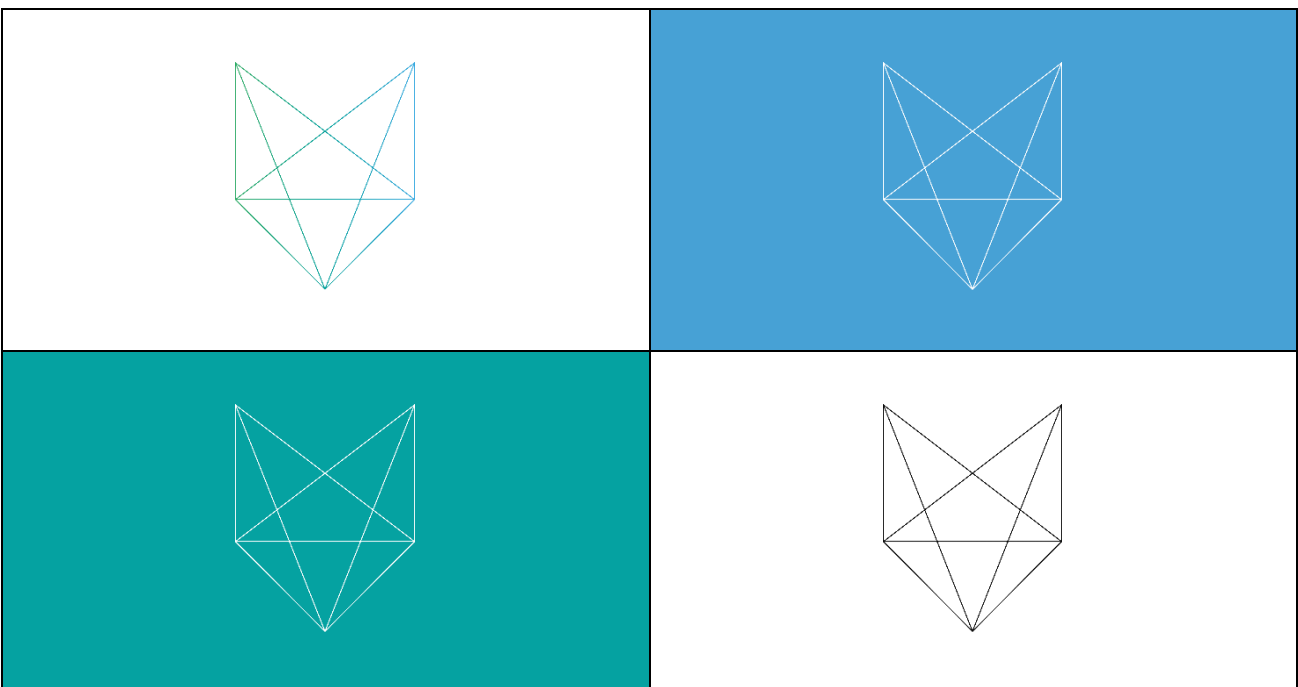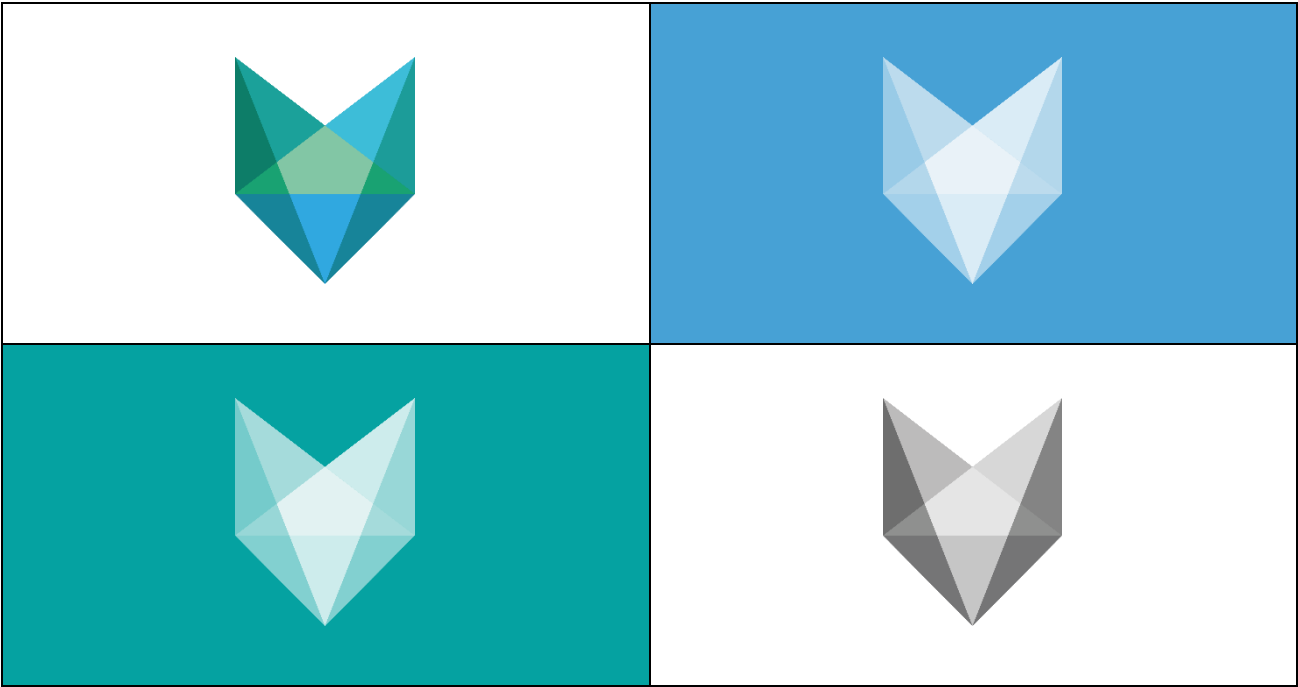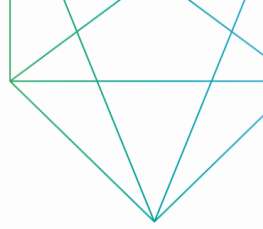
1.3 Icon

The main OUTFOX icon should be used in full-color wherever possible. For darker backgrounds the mono white version can be used. Again, the logo can be used in grayscale on white where colors aren't available.

Additionally, there is an artistic variant of just the lines of the main structure.
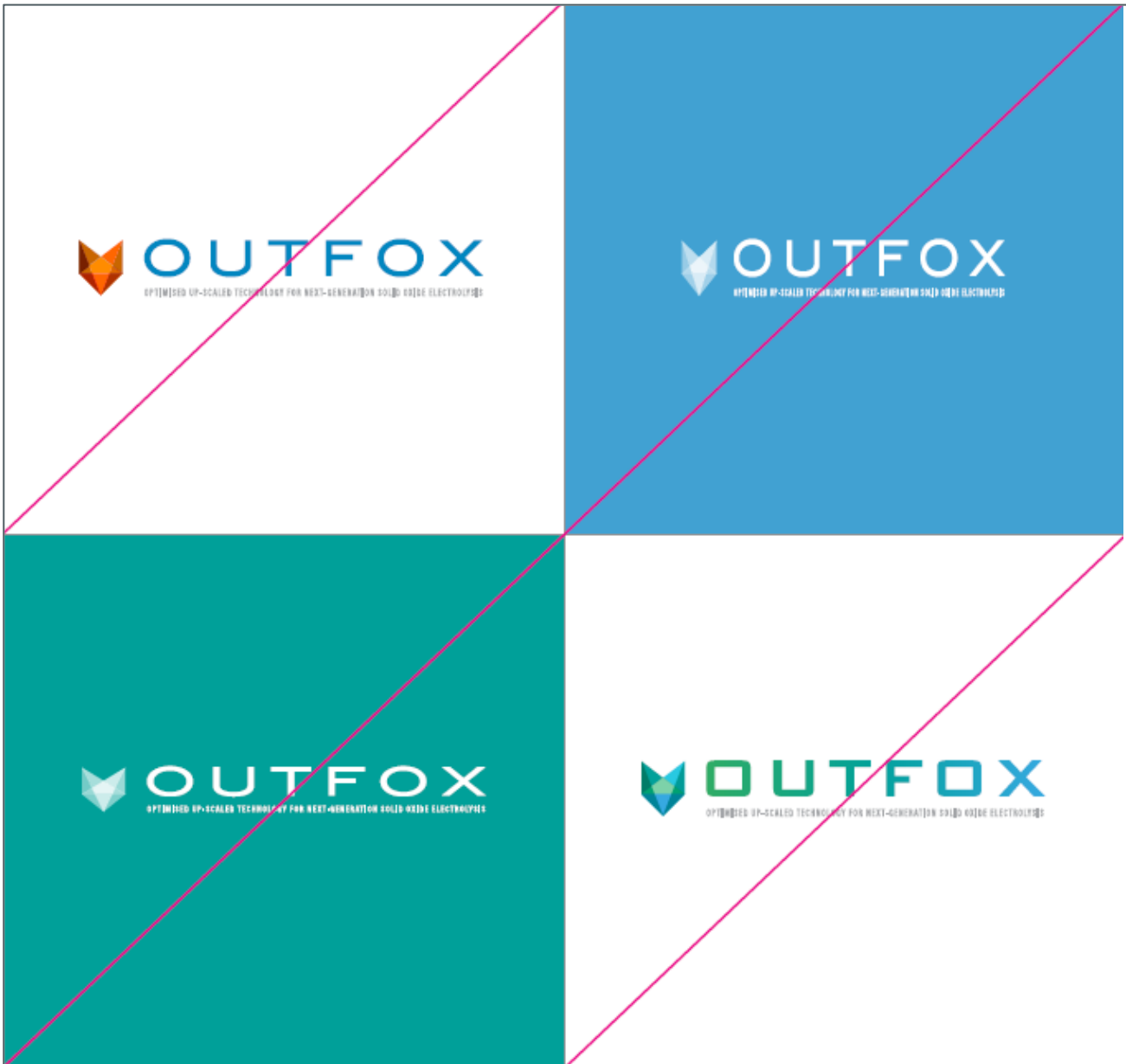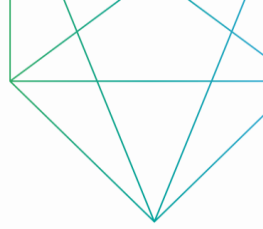
1.4 Logo don'ts

Don't use the logo or logo icon in other colors, stretch it or use other icons or fonts.

Stick to the brand colors and logo dimensions.

2 Design elements

2.1 Fonts

The main font to be used is Arial. The various styles for headings, emphasized text, and body text are shown below.

Heading 1 style

Heading 2 style

Heading 3 style

Heading 4 style

Body type bold

Body type

Intense emphasis

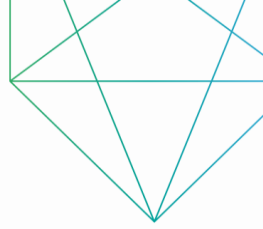***Figure and table captions***

2.2 Color scheme

An custom color pallet is included in the Word and PowerPoint templates. The main colors to be used are shown below, along with possible accent colors. These colors should be used to make all charts and other graphics. In addition, a gradient can also be used as desired.

Main 1	Main 2	Main 3	Main 4
#47A1D5	#05A2A1	#2B9D61	#AEAEAE
RGB (71,161,213)	RGB (5,162,161)	RGB (43,157,97)	RGB (174,174,174)

Accent 1	Accent 2	Accent 3
#6A15A3	#D45CD6	#D12499
RGB (106,21,163)	RGB (212,92,214)	RGB (209,36,153)

Gradient

2.3 Table style

The standard table format should include a green header row with bold white text and banded grey rows with black text. The cell borders are in green.

Header 1	Header 2	Header 3	Header 4
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text

# 3 File templates

3.1 Word document template

A template Word document has been provided to the partners to be used for all deliverables and other internal reports. The template includes a cover page, deliverable information table, section headings, font styles, table style, and color pallet.
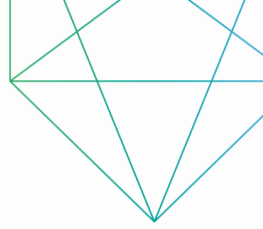
This document is made in the template.

3.2 PowerPoint template

A template PowerPoint presentation file has been provided to the partners to be used for all internal and external presentations. The file includes a cover page, various slide layouts, chart design, table design, color pallet, and thank you slide.

Screenshots of the various slide options are shown below.
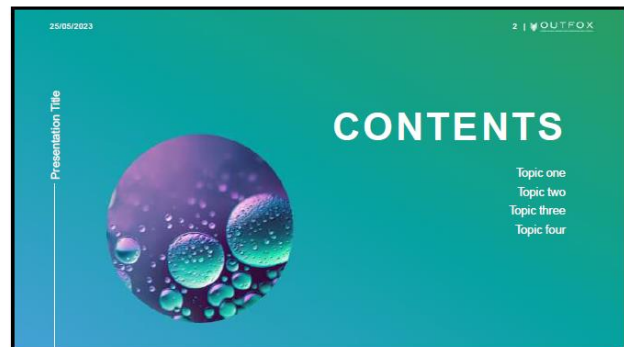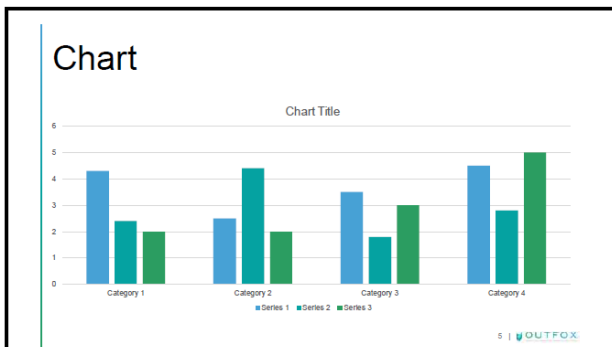
Presentation Title

Introduction

[Text]

Click icon to add picture

25/05/2023

3 | OUTFOX

OUTFOX

TOPIC ONE
Subtitle

Chart

Chart Title

| | Category 1 | Category 2 | Category 3 | Category 4 |
Series 1 · Series 2 · Series 3

5 | OUTFOX

Table

	Category 1	Category 2	Category 3	Category 4
Item 1	4.5	2.3	1.7	5
Item 2	3.2	5.1	4.4	3
Item 3	2.1	1.7	2.5	2.8
Item 4	4.5	2.2	1.7	7

6 | OUTFOX

Click icon to add picture

Slide title
Subtitle

Presentation Title

7 | OUTFOX

Slide title

Subtitle 1
- Bullet points or other content

Subtitle 2
- Bullet points or other content

8 | OUTFOX

Click icon to add picture

Click icon to add picture

Click icon to add picture

Presentation Title

11 | OUTFOX

25/05/2023

12 | OUTFOX

Presentation Title

THANK YOU
Presenter name
Email address
Website

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