Corporate Identity

Mark Sanders, Martina Chýlková

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## Change log

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
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<th>Changes</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>
Content

1. Executive summary .................................................................................................................. 4
2. The need for Corporate Identity ............................................................................................. 4
3. Logos of the project .................................................................................................................. 4
4. Letter, Reports and Power point template .............................................................................. 5
5. Communication materials ...................................................................................................... 6
   Annex I Letter template .......................................................................................................... 7
   Annex II Reporting template ................................................................................................... 8
   Annex III Powerpoint template .............................................................................................. 10
   Annex IV Event card .............................................................................................................. 11
1. Executive summary

This document shows and explains the corporate identity which has been developed for the FIRES project. The corporate identity consists of logo for the overall project, event logos for annual conferences, templates for written and presentation materials and printed communication materials.

2. The need for Corporate Identity

In order to build a recognisable identity for the project, a complete style – including logos and communication templates – has been developed that encompasses the entire width of the project. The corporate identity has been designed to ensure that communication and design are consistent and recognisable, thereby contributing to the possible impact of the project. The corporate identity is implemented in all dissemination activities, both internally and externally, and all other forms of communication.

The corporate identity serves as a red thread through the project, not only bringing it together but also making outcomes more easily identifiable and their position within the overall programme of the research project more clear.

The FIRES corporate identity consists of:

1. Project logo
2. Event logos
3. Templates (letters, reporting and presentation)
4. Printed communication materials
   a. Business card of the project events containing general contact information

Together, the elements of the FIRES corporate identity (will) result in a coherent presentation of the FIRES project and its activities.

3. Logos of the project

All communication from and within the project will have the same, uniform lay-out, use of logo and colours. Following logo was developed for the project:

The project’s logo reflects on the main idea of FIRES project – which aims to ‘fire’ up Europe's growth engine by promoting an entrepreneurial society. The facets (that are also used on the website) make a winding road of many shades and express the dynamics and energy of the entrepreneurial society. To symbolize the focus on Europe the FIRES letters are in ‘Euro’ blue colour.

Apart from the project logo specific event logos will be used for annual conferences:
| Logo for Kick off conference in Berlin, September 2015. |
| Logo for 1st annual conference in Utrecht, in 2016. |
| Logo for 2nd annual conference in Hydra, in 2017. |

*The conference dates in logos will be adjusted accordingly*

### 4. Letter, Reports and Power point template

Templates for the different activities have been developed in order to unify the way in which the consortium members present the project to the public during dissemination activities. All templates are available on the FIRES intranet and used by the members of the consortium. They have received instructions on using them for all dissemination activities and report writing. The coordination team is responsible for reporting in English, but might there by any reporting or distribution of policy briefs in languages other than the English language, these will be taken care of by members of the consortium. Therefore, also these
templates are at all times available as well as any support in applying them, if necessary. The templates are shown in Annexes of this document.

5. Communication materials
The printed communication materials will be used especially for promoting the events and attracting stakeholders. These can serve as a convenient and easy way to spread the information on FIRES events between relevant stakeholders.
Annex I Letter template

European Commission
Name Surname
Street, Number
Postcode, City

Dear Date,

We are writing to inform you that...

Yours truly,

[Signature]

European Commission

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FIRES – Research Support Office REBO
Drift 15, 3512 BR, Utrecht, The Netherlands
fies@iu.nl; http://www.projectfires.eu/
Annex II Reporting template

Guidelines for deliverables

INDEX

1. Final Deliverables
   1.1 Method and tools for data
   1.2.1 Evaluation of the system
1. Preamble

1.1 Scope of the document

1.1.1 Deliberations

Deliberations during the process of preparing this document were held by the steering committee with the following members:

- Lorelei K. Estrella
- Emily R. Johnson
- Thomas T. Lee
- Sarah S. Kim
- Robert R. Williams

These deliberations were recorded and are available for review.

1.2 Recommendations

Recommendations from the deliberations were endorsed by the steering committee. The steering committee, however, noted that the recommendations are subject to further review and approval.

Recommendations include:

- Incorporating feedback from stakeholders
- Enhancing the document's clarity
- Ensuring compliance with regulatory requirements

1.3 Conclusion

The process of preparing this document was marked by thorough deliberations and discussions. The document is now ready for final approval and implementation.

[Table]

<table>
<thead>
<tr>
<th>Topic</th>
<th>Recommendation 1</th>
<th>Recommendation 2</th>
<th>Recommendation 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A</td>
<td>B</td>
<td>C</td>
</tr>
<tr>
<td>2</td>
<td>X</td>
<td>Y</td>
<td>Z</td>
</tr>
</tbody>
</table>

This document is subject to review and approval by the relevant authorities before implementation.
Title

- Subject 1
- Subject 2
  - Subject 2.1
    - Subject 2.1.1
      - Subject 2.1.1.1
      - Subject 2.1.1.2
Annex IV Event card

04 SEP 2015
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