



Project No.: 736122
Project acronym: COSMHYC

Project title:

COmbined hybrid Solution of Metal Hydride and mechanical Compressors for decentralised energy storage and refuelling stations

Programme: H2020-JTI-FCH-2016-1

Topic: FCH-01-8-2016 - Development of innovative hydrogen compressor technology for small scale decentralized applications for hydrogen refueling storage

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Deliverable D7.1

COSMHYC Corporate Identity

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Introduction

The objective of deliverable D7.1 is to describe the first set of the basic Corporate Identity (CI) elements (logo, colors and style, layout for brochure, abstract for large audience) that will be used in all further project-related dissemination and communication activities (i.e. brochure, presentations, internet site etc.). The objective of the newly designed CI is to provide to all project partners specific design standards on how COSMHYC will appear in a consistent image to the public. This shall not only enhance the visibility of the project but could also contribute to future business opportunities based on its results.

Deviations

Delivery of the content is in time without any deviations from actions planned until month M03 in Annex 1 – WP7 – Task 7.1 of Grant Agreement.

1. The COSMHYC Logo and brochure layout

1.1 Introduction

The COSMHYC logo is the key design element for website, brochure and further communication documents of the project. Its conception included three aspects:

- Visualization of COSMHYC's idea restricted to a single graphic and slogan;
- Font definition;
- Colour definition.

The first page brochure layout completes the logo by adding more information about the project. In addition with elements listed above, its conception included:

- Overall design of the page;
- Picture visualizing the scope of COSMHYCS activities;

All aspects were implemented in a single conception process guaranteeing that they all harmonize.

1.2 Implementation

Steinbeis 2i, in common agreement with the project coordinator, has selected a graphic design agency for the conception of the COSMHYC logo. This graphic design agency was selected from an invited bidding of three agencies which included following elements: logo conception, brochure and website conception, printing of 2000 brochures, power point templates as well as the implementation of a website. The selection of a suitable agency by Steinbeis 2i was based on the most economical advantages combining overall price and efficiency in realisation of the consortium ideas concerning logo, brochure, web files-repository and website. Also the experience of the agency in creating designs for technical and scientific illustrations was put into consideration during the selection process.

After the agency was chosen, the required design materials were discussed with the agency. Also, the project's vision and objectives were explained to the graphic designer for a better understanding of which images could be communicated. The agency was given following key elements that the corporate identity could contain:

- Fuel Cell and hydrogen;
- Mobility, vehicles and refuelling station;
- Innovative technology and renewable energy;
- Compression.

In a second step, the graphic designer presented four proposals for logo and layout. The four logo concepts are shown in Figure 1 and the four proposals for layouts in Figure 2. The feedback of project partners conducted to select a combination of the second concept of the logo and the fourth proposal of the layout. The reasons of this choice are explained in the section below.

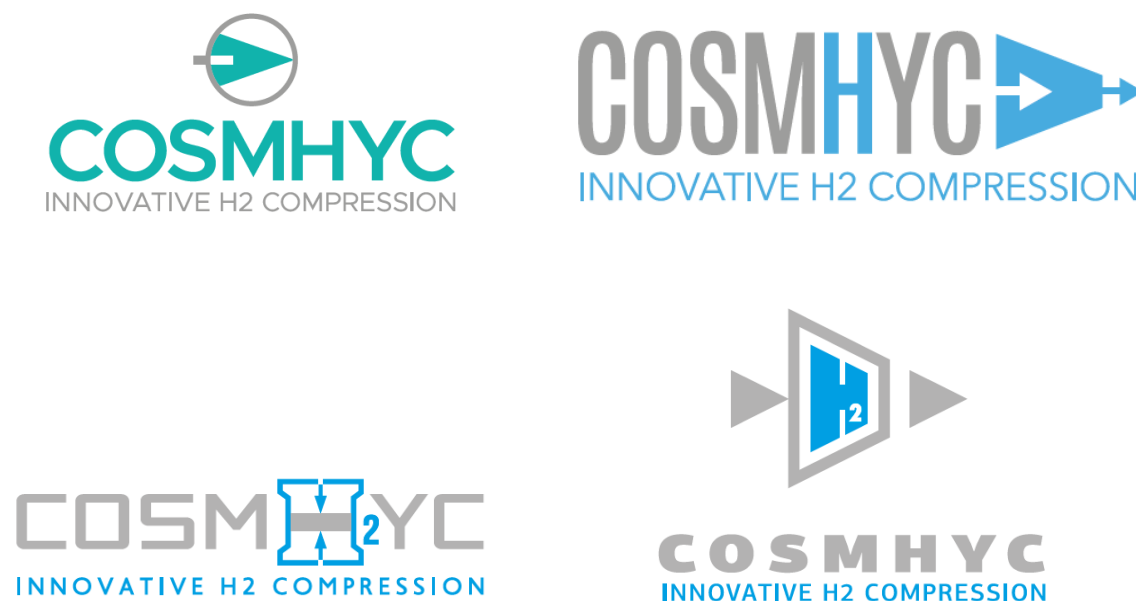


Figure 1: The four logo concepts proposed by the graphic designer



Figure 2: The four proposal for the first page brochure layout

1.3 Final version of the COSMHYC logo

1.3.1 Presentation of the logo

The final logo shown in Figure 3 was approved by the consortium for following reasons:

- First the graphic illustrates at best the process of compression which lies at the core of the COSMHYC project activity: the Hydrogen is introduced into the compressor at low pressure (white arrow) and is compressed to take less space (reduction of the blue form representing the compressor from a broad side at the left to a narrow side at the right) and finally is focused to a high pressure flow (blue arrow).
- The blue colour of the H, contrasting with the grey of the other letters of COSMHYC, indicate that it is the Hydrogen which compressed.
- The direction given by the arrows also makes people remember a road sign which is suggesting the idea of an application for mobility.



Figure 3: Final logo for the COSMHYC project

1.3.2 COSMHYC slogan

Regarding possible exploitation opportunities for the projects' results, the project partners considered important that the slogan for COSMHYC should be appealing and easy to understand for an external reader. The slogan "innovative H2 compression" couldn't have been a better choice as it contains in a very compact way all the key words of the COSMHYC project and underlines the drive for efficiency promoted by the project. This slogan is an integral part of the logo.

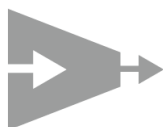
1.3.3 Corporate colours and font

The colours and font used for the logo are also visualizing the project in an ideal way:

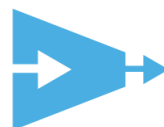
- The light blue suggests water and the production process of hydrogen when produced in an water electrolyser. Moreover, this colour stands for cleanness, which also corresponds to the absence of air pollutant emissions of hydrogen mobility.
- The combination of light blue and grey on a white background colour also suggests strongly technical background and a high level of purity.
- The chosen font underlines as well the high technical development activities to be conducted within the COSMHYC projects.

In accordance with the colours and font of the COSMHYC logo, the **corporate project colours and fonts** have been defined as follow:

Corporate colours:



CMYK: 0 | 0 | 0 | 50
RGB: 157 | 157 | 156
WEB: # 9d9d9c



CMYK: 65 | 15 | 0 | 0
RGB: 81 | 174 | 226
WEB: # 51aee2

Corporate fonts for print

PF TRANSPORT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PF TRANSPORT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corporate fonts for digital communication

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1.4 Final version of the layout of the brochure's first page

1.4.1 Presentation of the layout

The activities of the COSMHYC project are of high technical nature and communication material must allow to present the project in a simple and intuitively way. To this end the selected first page brochure layout, presented in Figure 4, is mainly composed of two elements:

- A picture representing a car being refuelled with Hydrogen. The car clearly indicates that the developments conducted in COSMHYC target mobility application. The picture is composed so that the attention is drawn on the refuelling device. This indicates that the focus of the project is on the refuelling stage. It is also clearly indicated that the fuel is Hydrogen. The dynamic of the picture shape adds a modern touch and suggests innovation and performance.
- An additional claim supplements the project slogan and reinforces the messages of the picture: "Innovative compression solutions for efficient hydrogen mobility". This claim makes explicit the end-use scope of the project (mobility) and underlines its objectives through the term "efficiency" (costs and energy consumption reductions for the compressor, resulting in an increased reliability of refuelling stations).

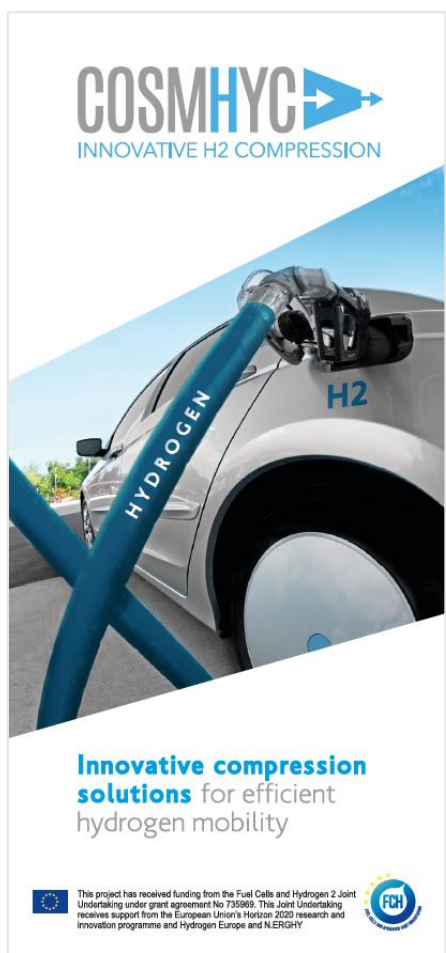


Figure 4: Final first page brochure layout

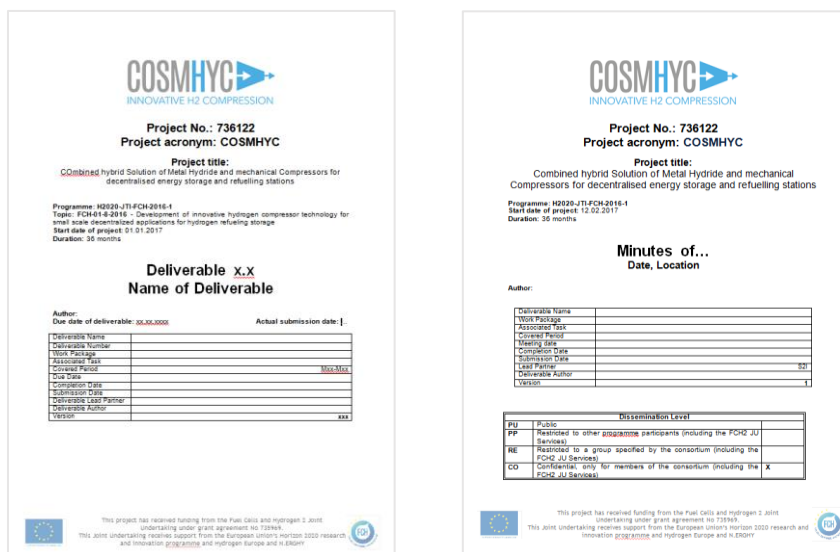
1.4.2 Next steps

The new CI also served to start working on the creation of the COSMHYC website and the brochure content. Steinbeis 2i worked on the messages to be communicated through both supporting publications and established a proposal for their structure. The graphic design agency is working on implementing first elements of this structure. Graphical and text contributions are currently collected from the project partners to put together content and design to provide the deliverable D7.2 (Website) and the final version of the brochure.

1.5 Templates

The created CI of COSMHYC with its corporate logo, colours and fonts are the design guidelines for the project related templates.

Project internal templates (for deliverables and meeting documents, see Figure 5) have been prepared by Steinbeis 2i and will be available for the partners on the intranet files-repository.



Deliverable

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Date, Location

Author:

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Figure 5: Examples for COSMHYC internal documents templates (Deliverables and Minutes)

Regarding communication and dissemination, the graphical design agency provided a template for powerpoint presentations (see Figure 6). This template will also be available for all partners on the intranet files-repository.



Figure 6: Title page of template for COSMHYC powerpoint presentations

2. Abstract for general audience

2.1 Introduction

As underlined above, the activities of the COSMHYC project are of high technical nature and communication activities should make them understandable for the general audience. As the abstract submitted with the proposal, contains different technical elements not easily understandable for this audience, Steinbeis 2i drafted a simplified version of the abstract. Moreover, project partners expressed concerns about the confidentiality of some technical developments planned during the project. Therefore the simplified version of the abstract, presented below, focuses on the context and motivations for COSMHYC (that is the need of cost efficient and reliable compression to make hydrogen mobility happen). This simplified version of the abstract can be used by the project partners as a basis for any communication to the public at large. The brochure and website contents will develop and deepen upon the different aspects which are formulated in too general manner in this abstract.

2.2 Abstracts for general audience

Abstract for general audience

The COSMHYC project aims at developing innovative compression solutions for hydrogen mobility. The project is funded for 3 years by the EU (2017-2019) in the scope of its Fuel Cell and Hydrogen 2 Joint Undertaking (FCH 2 JU, supported by the Horizon 2020 research and innovation programme, Hydrogen Europe and N.ERGHY). With a budget of nearly 2.5 MEuros, 5 partners from Germany, France and Denmark seek to achieve significant improvements in the performance of hydrogen compression, while reducing related costs.

Hydrogen mobility is part of the solution to fight against climate change, alongside with battery electric vehicles, especially if Hydrogen is produced carbon-free e.g. from renewable electricity in a water electrolyser. Due to its low density, hydrogen has to be stored onboard at pressures up to 70 Mpa (700 bar). This requires a compression system in the refueling station. Therefore COSMHYC will aim at developing an innovative concept for improving hydrogen compression. The objectives are to lower investments and operational costs, to address the noise level related to the mechanical process, to increase the availability of stations and, more globally, to propose solutions to increase the efficiency of hydrogen conditioning and delivery.

A prototype will be developed, built and tested under real conditions. At each stage, technical economic assessments will provide inputs to ensure that the developed technology will help to make hydrogen a competitive fuel for transport applications. Thus COSMHYC will contribute to the FCH 2 JU objective which is to accelerate the market introduction of hydrogen technologies.

Abstract for general audience (very short version)

The COSMHYC project, funded for 3 years (2017-2019) by the EU, develops innovative compression solutions for hydrogen mobility and hence contributes to the objective of the Fuel Cell and Hydrogen 2 Joint Undertaking to accelerate the market introduction of hydrogen technologies. With a budget of nearly 2.5 MEuros, 5 partners from Germany, France and Denmark seek to achieve significant improvements in the performance of hydrogen compression while reducing related costs. Compression is essential to deliver hydrogen to vehicles at high pressure in refueling stations. COSMHYC develops and tests a new compressor prototype in real conditions aiming to increase the availability of refueling stations, to address related noise issues, and, more globally, to increase the efficiency of hydrogen delivery and lower investments and operational costs.

Main conclusion

During the first 3 project months, the Corporate Identity of COSMHYC has been created and is documented in the present report. The corporate colour code, font and logo are in line with the project's vision and have been selected after feedback and approval process within the consortium. The defined tool of design standards, the logo and the picture on the brochure layout will serve to brand further external communication and dissemination material which will be delivered as per Work Package 7. Hence, the COSMHYC brochure and website will be based on this newly designed CI and so contribute to ensure a project recognition by different target audiences. With the CI defined, the base for efficient communication and dissemination activities within COSMHYC has been established.