LOCATEE

LOCAL AUTHORITIES TACKLING ENERGY POVERTY IN PRIVATE MULTI-APARTMENT BUILDINGS

Deliverable 6.2: Visual identification book

December 2024

Leader Organisation: University of Piraeus Research Center (UPRC)

Authors: Dimitris Papantonis (UPRC), Alexandros Flamos (UPRC)

Co-funded by the European Union under n°101167621. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

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Project Acronym:	LIFE23-CET-LOCATEE
Project full name:	LOCal Authorities to Tackle Energy povErty in private multi-apartment buildings
Grant Agreement No.:	101167621
Project URL:	https://ibs.org.pl/en/research/locatee-local-authorities-tackling-energy-poverty-in-private-multi-apartment-buildings/
EU Project Officer:	Vinicius Valente
Project Coordinator:	Institute for Structural Research (IBS)
Deliverable:	[D6.2 ¬– Visual Identification]
Work Package:	[WP6 ¬– Communication and Dissemination]
Date of Submission:	Project month 4 (31/12/2024)
Dissemination Level:	Public
Lead Beneficiary:	UPRC
Responsible Authors:	Dimitra Aglamisi (UPRC) Dimitris Papantonis (UPRC) Alexandros Flamos (UPRC)
Internal Reviewers:	Jan Frankowski (IBS), Magdalena Krasuska (IBS), Josephine Hannay (Euractiv)

About LOCATEE

LOCATEE aims to support local municipalities in addressing energy poverty through the renovation of private multi-apartment buildings for vulnerable residents. LOCATEE will achieve this goal by providing a toolkit for identifying energy-vulnerable households, matching tailored interventions to their needs, and integrating energy poverty alleviation activities into long-term strategies of municipalities such as Sustainable Energy and Climate Action Plans. LOCATEE will use administrative data to create household and building typologies to identify priority intervention locations. This process will help authorities and social partners address local energy poverty through coordinated solutions, including contact points and focus groups with housing entities, to facilitate knowledge exchange on renovation programs and targeted solutions.

The evidence based and collaborative approach will be implemented in three pilot municipalities in Central, Southern and Southeastern Europe: Piraeus (Greece), Rumia (Poland), and Torres Vedras (Portugal) and, while ensuring scaling up the LOCATEE framework to more municipalities and regions across Europe.

WHO WE ARE

	Participant full name	Short name	Country	Logo
1	Institute for Structural Research	IBS	PL	
2	Technoeconomics of Energy Systems laboratory – University of Piraeus Research Center	TEESlab - UPRC	EL	
3	Universidade NOVA de Lisboa	UNL	PT	
4	Institute for European Energy and Climate Policy	IEECP	NL	
5	Gmina Miejska Rumia	COR	PL	
6	Municipality of Piraeus	MOP	EL	
7	Municipio De Torres Vedras	COTV	PT	
8	Austrian Energy Agency	AEA	AT	
9	Nadacia Habitat for Humanity International	NHFHI	SK	
10	EURACTIV Media Network	EURACTIV	BE	

Executive Summary

This Deliverable presents the visual communication material developed for the promotion of the LOCATEE Project. The Visual Identification Book serves as a comprehensive guide to the visual identity and design elements that represent the project's brand. This document outlines the key visual materials that help communicate LOCATEE's mission, vision, and values, ensuring consistency across all platforms and means. These include the following:

Logo design and usage

- A detailed description of the LOCATEE logo, including its design elements, colour variations, and guidelines for proper usage to maintain brand integrity.

Colour palette

- A detailed explanation of the LOCATEE colour palette, along with recommendations for their use across various materials.

Fonts and typography

- A guide to the fonts and typography used in the LOCATEE brand, specifying primary and secondary fonts for consistency in all print and digital content.

Templates

- A collection of templates for use across various communications, including presentations, deliverables, and agenda, ensuring consistency in visual communication.

Brochure design

- An overview of the design principles behind the project's brochure and its usage throughout the project.

Leaflet design

- The design approach for the LOCATEE project leaflet, focusing on clear messaging and attractive visuals that effectively promote the project's core objectives.

The Visual Identification Book is intended to be used as a reference for all partners involved in creating and distributing visual content related to LOCATEE. By adhering to these guidelines, we ensure that the project's visual presence is professional, cohesive, and easily recognisable across all communication platforms. All relevant materials have been developed in vectorised and editable format and are openly available to all partners of the LOCATEE consortium.

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1. Introduction

LOCATEE aims to support local authorities and municipalities in tackling energy poverty at the local level, with a special focus in private multi-apartment buildings. To do so, LOCATEE will co-develop tools and methodologies that will make energy poverty at the regional and local levels more visible and quantifiable for local authorities and relevant actors.

In this context, an analytical LOCATEE Communication and Dissemination Plan (D6.1) has been defined, detailing knowledge diffusion activities towards all stakeholders and target groups. To complement and enhance the communication efforts, a visual communication pack (**Table 1**) has been developed aiming to communicate and promote it to a full range of potential target groups, such as municipalities, private multi-family housing decisionmakers and national and regional-level policymakers.

Table 1: Overview of the key communication material:

Type of Visual Material	Status
Design of the logo	✓
Project templates	✓
Project presentation	✓
Leaflet	✓
Brochure	✓

2. LOCATEE visual identity

2.1 Design of the logo

Brand recognition is a key objective for any project, as it helps establish a strong identity. This can be effectively achieved through the design of a logo, that conveys its mission, values, and goals to stakeholders and the public. In the context of LOCATEE, the design of our logo aimed to reflect the multi-dimensional nature of the project, incorporating both urban and environmental elements and communicating the project's focus effectively. Using relevant software, various design options, that integrate these themes were explored.

The LOCATEE logo was developed with the following key characteristics in mind:

- Self-representative
- Simple and easily recognisable
- Memorable
- High-quality colour usage and greyscale format

Before finalising the official logo, several design alternatives were created and evaluated through a survey conducted during the project's kick-off meeting. Following the discussions of the kick-off meeting, we incorporated valuable feedback and suggestions from our partners into the logo design to finalise the project's logo. Their input helped refine elements such as the balance between urban and environmental visuals and the simplification of design elements (e.g. font) to enhance clarity across various media. This process ensured that the selected logo best reflects the project's objectives and scope. The initial logo concepts are presented in **Appendix 1**.

The official logo (**Figure 1**) will be prominently featured in all official documentation (both printed and digital) and promotional materials related to the LOCATEE project.

Figure 1: LOCATEE official logo

The finalised logo files in both editable and non-editable formats are available to all partners of the LOCATEE consortium, via the project's common shared folders.

2.1.1 Guidelines for the usage of the logo

By following specific guidelines for the usage of the LOCATEE logo, the aim is to ensure that the project's logo is used correctly and consistently, enhancing the project's visibility and professionalism. These guidelines will act as a reference point for all team members, designers, and external partners involved in creating promotional or project materials.

The main components of the LOCATEE logo are its symbols and lettering which form its signature and are associated in an immutable way. They should be used together, regardless of application or imposed dimensions. The relative size, positioning and treatment of logo colours are oriented by the following guidelines.

The minimum clear space around the logo which should not contain any other graphic elements such as text, icons or pictures to protect visual integrity is shown in **Figure 2**.

Figure 2: Minimum clear space for LOCATEE logo

Complementary to the official version of the logo, a Greyscale version has been created to ensure versatility and consistency across various mediums, particularly when colour reproduction may not be feasible or appropriate. This version (**Figure 3**) retains the core elements and design integrity of the full-colour logo but simplifies it into shades of grey. It is ideal for use in black-and-white print materials, such as documents, faxes, and forms, where maintaining legibility and brand recognition is essential without the need for colour. The greyscale logo ensures that the brand remains identifiable and professional in all visual contexts, regardless of colour limitations.

Figure 3: Greyscale version

2.1.2 LOCATEE colours

The colour palette of LOCATEE reflects the essence of the project, combining modernity, professionalism, and approachability. Each colour was carefully selected to communicate our core values and ensure clarity across various materials and digital platforms. The palette includes a harmonious blend of colours, chosen for their ability to evoke trust, innovation, and energy. The selected colours (**Table 2**) work together to create a cohesive visual identity that enhances the overall user experience and reinforces the project's brand message.

Table 2: Colour codes

Colour	#Code	RGB
	#2B3252	R: 43 G: 50 B: 82
	#FF725B	R: 255 G: 114 B: 91
	#FFBD1F	R: 255 G: 189 B: 31
	#219EBC	R: 33 G: 158 B: 188

2.1.3 Fonts and typography

Typography plays a crucial role in establishing the personality and tone of the LOCATEE brand. The choice of fonts for the logo and supporting materials reflects the project's commitment to professionalism, clarity, and modernity. By carefully selecting complementary typefaces, we ensure consistency across all visual materials while maintaining readability and visual appeal. In this section, we will analyse the fonts used in the logo design and outline the recommended typefaces for all materials related to LOCATEE, ensuring cohesive and effective communication.

Font used in logo: “Montserrat”

Fonts to be used in other communication material:

- Primary font: Mont
- Secondary font: Inter (if the primary font is not applicable)

2.2 Project templates

Throughout the duration of LOCATEE there will be a variety of different types of documents to be circulated among partners and stakeholders, published on social media or shared at future events. To keep uniformity and establish LOCATEE’s identity, specific templates have been created for each type of document using the same format, colours and styles across all material. Moreover, it is more convenient for the authors and other creators of the documents to have a reservoir of templates so as to use them appropriately for their work and present easily recognisable outcomes to the public.

More specifically, as indicated in **Figure 4**, templates for LOCATEE have been prepared (3 in total) for the following documents:

- Deliverables
- Presentations
- Agenda

Their basic content consists of relevant graphics, guidelines and templates that facilitate their use. Each template is presented in more detail in **Appendix 2**.

Figure 4: LOCATEE Templates

The Deliverable template was thorough designed to ensure consistency, clarity, and ease of use across the Consortium. The template includes detailed guidelines for using stylesheets and headlines, listing and bullets, specifying font types and sizes, and applying the project's colour palette to maintain visual coherence. It also provides step-by-step instructions for inserting and formatting tables, figures, and other key elements, simplifying the process for all users. This approach ensures that the template meets the project's branding requirements and includes user-friendly elements and comprehensive guidance. Examples of the guidelines provided in the Deliverable Template are provided in **Figure 5**.

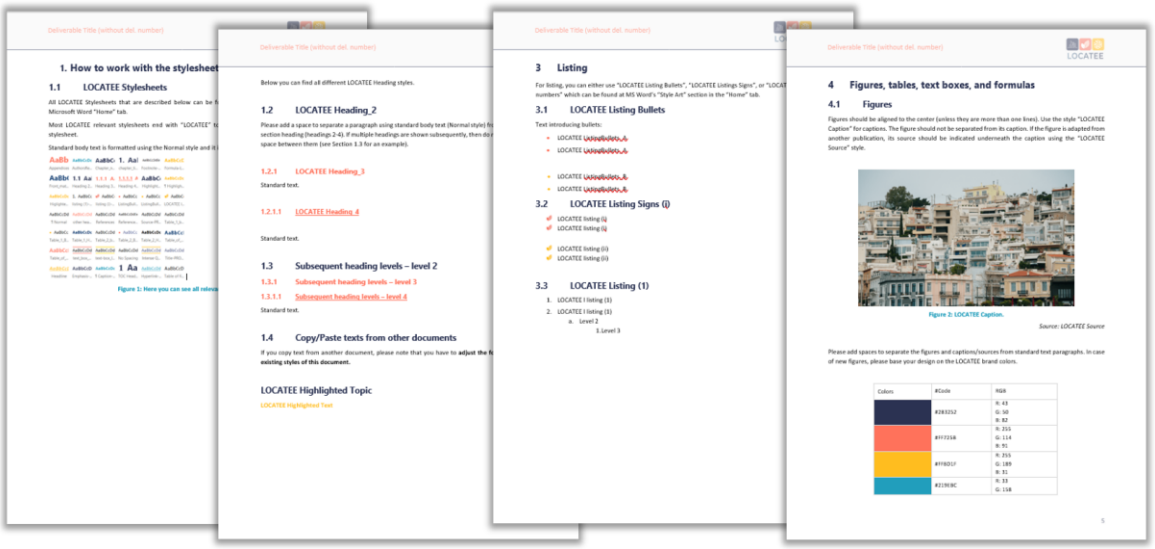


Figure 5: Snapshots of guidelines in Deliverable template

The finalised template in editable format is available to all partners of the LOCATEE consortium, via the project's common shared folders.

2.3 Project presentation

A standard PowerPoint presentation (**Figure 6**) has been created, containing basic information about the project (project description, objectives, approach, expected outcomes etc.). This presentation aims

to serve as a comprehensive introduction to the LOCATEE project, highlighting its objectives, goals, and key elements. It provides an overview of the project's purpose and specific objectives, the gap it aims to fill, the envisaged approach, its target audience as well as key expected outcomes.

Wrapping up the developed project presentation includes the following:

- Consortium and funding information
- Challenges and the concept behind the project
- Summary, objectives and approach of the project
- Target groups and indicative outcomes
- Contact info

By presenting the project in a clear and engaging format, the goal is to communicate its value, vision, and impact effectively to stakeholders and collaborators. The project presentation serves as both an informative and persuasive tool, setting the foundation for further engagement and support.

It will be used by the partners for dissemination purposes at relevant events. The standard presentation will be regularly updated and can be adapted by partners according to the type and size of audience/events where the project will be presented. The project presentation is presented in more detail in **Appendix 3**.

Figure 6: Snapshots from the LOCATEE project presentation

The standard version of the project's presentation in editable format is available to all partners of the LOCATEE consortium, via the project's common shared folders.

2.4 Project brochure

The project brochure (**Figure 7**) serves as a key communication tool, designed with the support of specialised software to present comprehensive information about the project. The LOCATEE brochure provides a concise summary of the project's objectives, approach, and background making it an indispensable resource for reaching and engaging stakeholders. It has been produced in English and in the project's 7 partners' languages (PL, EL, PT, NL, AT, SK, BE).

The aim of the brochure is to create a clear and compelling narrative around the project, offering a tangible way to convey the vision and impact of LOCATEE. Its role is to inform, engage, and build trust among audiences, ensuring they have the necessary details to understand the project's significance

and progress. The project brochure will be used for formal marketing and promotion of LOCATEE, e.g. as handouts at events, trade shows, or when a more extensive explanation of our project is needed.

Figure 7: LOCATEE Brochure

The final version of the project's brochure in both editable and non-editable formats is available to all partners of the LOCATEE consortium, via the project's common shared folders.

2.5 Project leaflet

The LOCATEE leaflet is a concise, visually engaging document used to provide key information about the project in a quick and easily digestible format. Designed with the support of specialised software, it includes a brief overview of the project's goals, target audience, and expected outcomes, as well as contact details. The leaflet aims to spark interest and raise awareness about the project, encouraging further engagement or action. It has been produced in English and in the project's 7 partners' languages (PL, EL, PT, NL, AT, SK, BE).

The LOCATEE leaflet (**Figure 8**) will be used throughout the project lifecycle to promote awareness and engage different stakeholders in an effective manner. It will be distributed during project events, conferences, or workshops to attract attention and inform stakeholders and collaborators. Additionally, it will be shared online through social media and the project's website or through direct mail to reach a broader audience and drive participation, interest, or collaboration in the project. To align with sustainability goals, LOCATEE will maintain a high digital focus and will be as paper free as possible, limiting printed materials to a minimum. The leaflet helps in maintaining visibility and ensuring that key messages about the project are communicated effectively to the target audience.

Figure 8: LOCATEE Leaflet

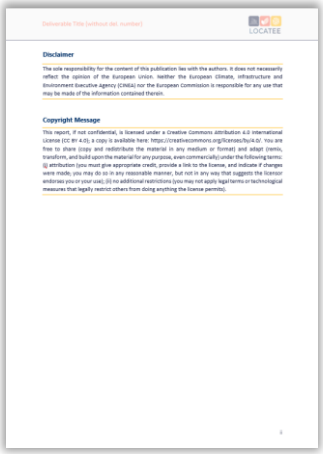
The final version of the project's leaflet a in both editable and non-editable formats is available to all partners of the LOCATEE consortium, via the project's common shared folders.

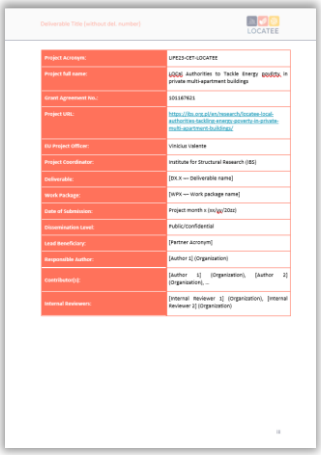
Appendix 1

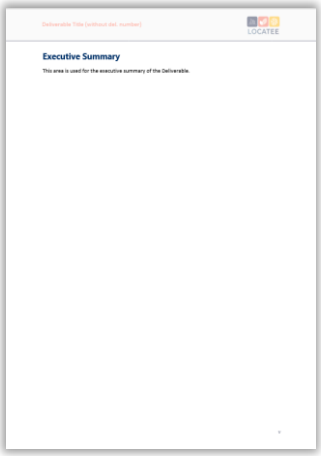
Initial draft LOCATEE logos

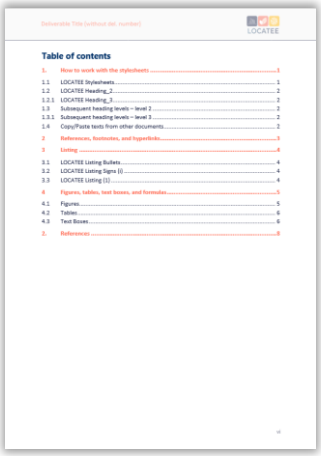
Appendix 2

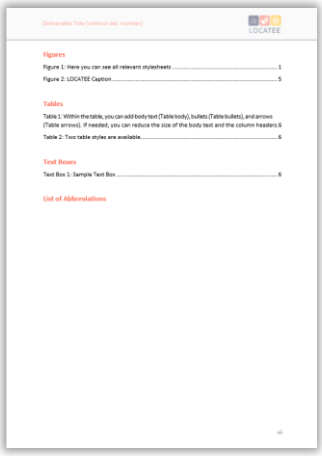
Deliverable template










Figures
Tables
Text Boxes
List of Abbreviations

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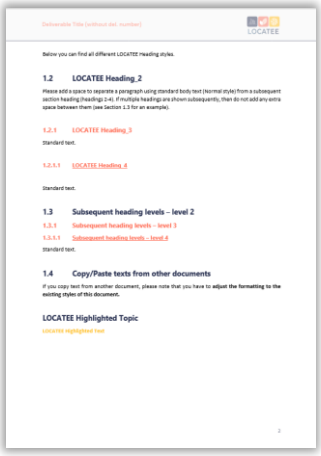
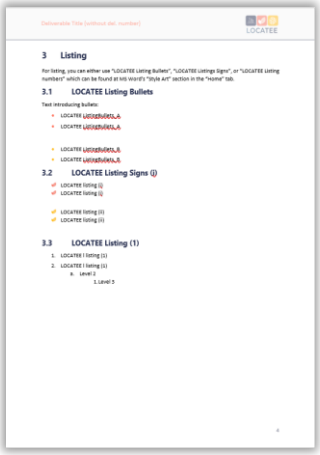
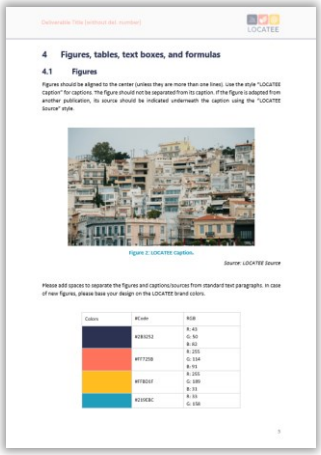
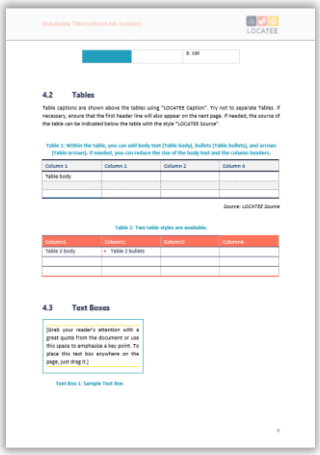
1.1 LOCATEE Stylesheets

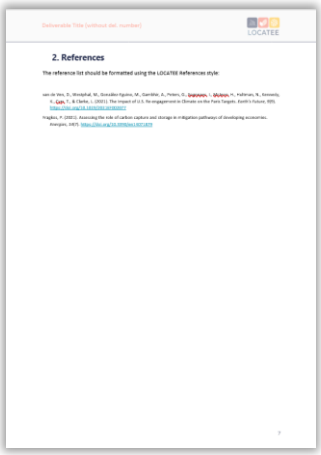

1.2 LOCATEE Heading_2
1.3 Subsequent heading levels – level 2
1.4 Copy/Paste texts from other documents
LOCATEE Highlighted Topic

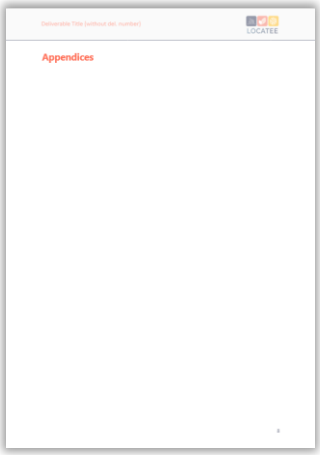
2 References, footnotes, and hyperlinks


3 Listing
3.1 LOCATEE Listing Bullets
3.2 LOCATEE Listing Signs (i)
3.3 LOCATEE Listing (1)

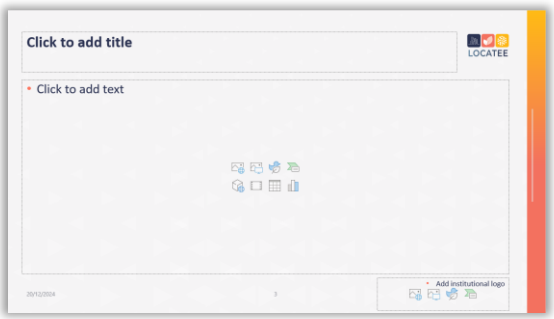

4 Figures, tables, text boxes, and formulas
4.1 Figures

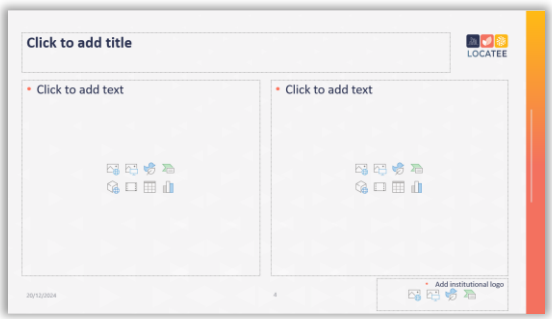

4.2 Tables
4.3 Text Boxes

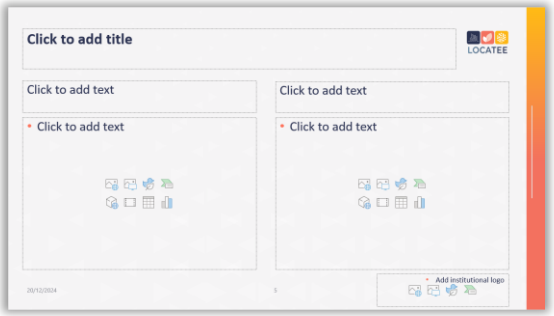

2. References

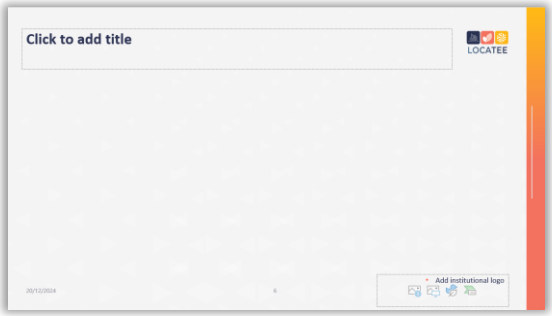

Appendices

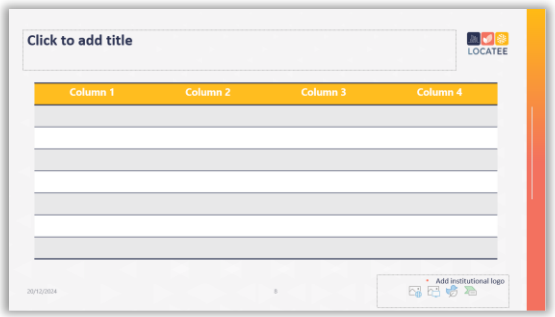
Presentation template

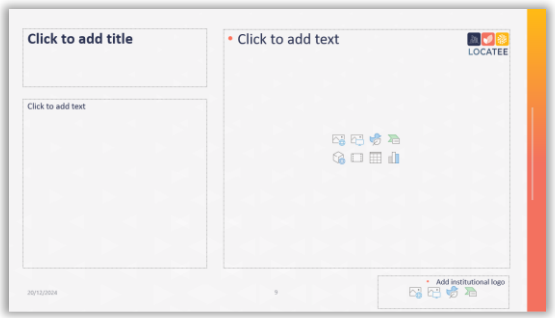


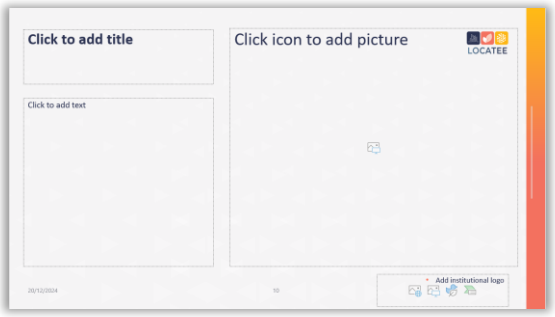


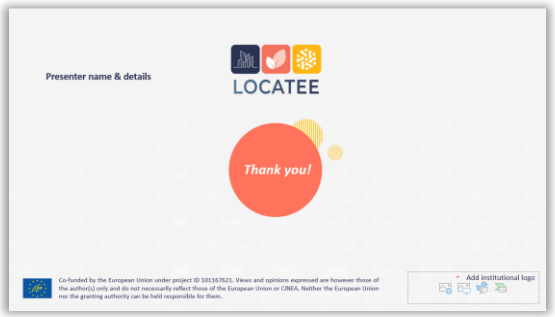








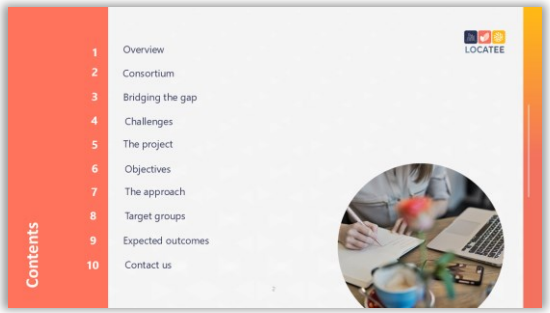


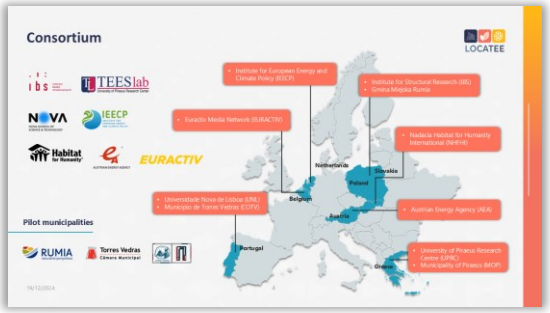


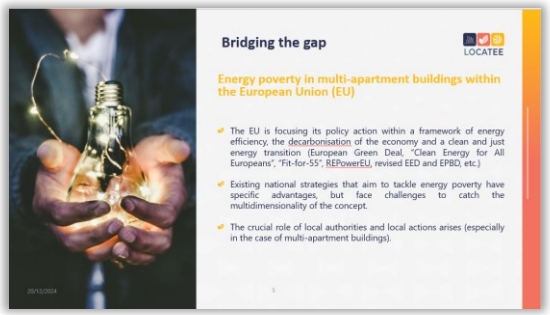
Agenda template

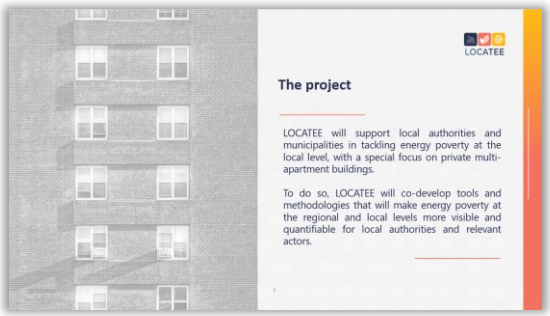
Appendix 3

Project presentation



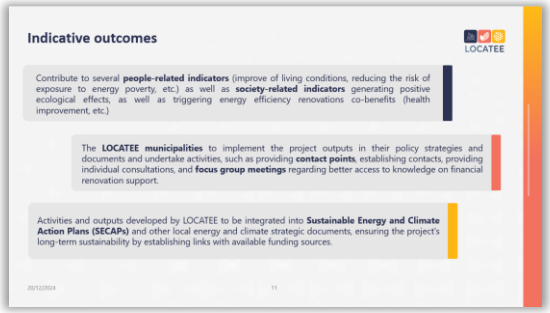






The approach
LOCATEE
Map best practices for local authorities to alleviate energy poverty and identify the needs of the municipalities in formulating measures and plans.
Foster dialogue and cooperation with all relevant stakeholders to empower the community and gain a deeper understanding of the local context.
Enhance the capacity of local scale diagnosis (identify administrative data, typologies of energy-poor households and buildings, development of relevant indicators)
Co-develop the LOCATEE toolkit, available to the 3 pilot municipalities, with the potential for expansion in additional municipalities across the European Union.

Target Groups
LOCATEE
LOCATEE is designed to engage the following target groups:
Municipalities: Natural local coordinators of housing policy and energy poverty alleviation efforts, they are essential to implement and scale project activities effectively.
Private multi-family housing decisionmakers: Key actors responsible for technical upgrades to buildings, they will ensure that project's recommendations translate into actionable improvements.
National and regional-level policymakers: Their support ensures alignment with national strategies and adoption of best practices.
Media: Both international media and country specialised press play a vital role in disseminating project results and amplifying its impact.
Research institutions & NGOs: Their networks help promote project activities, foster broader engagement and capacity building.
Energy-poor households: Engaging with them ensures that solutions address their needs, improving energy access and reducing costs.
Municipalities/ local authorities
Energy-poor households
Private multi-family housing decisionmakers
LOCATEE
Research institutions & NGOs
National and regional-level policymakers
Media


Indicative outcomes
LOCATEE
Contribute to several people-related indicators (improve of living conditions, reducing the risk of exposure to energy poverty, etc.) as well as society-related indicators generating positive ecological effects, as well as triggering energy efficiency renovations co-benefits (health improvement, etc.)
The LOCATEE municipalities to implement the project outputs in their policy strategies and documents and undertake activities, such as providing contact points, establishing contacts, providing individual consultations, and focus group meetings regarding better access to knowledge on financial renovation support.
Activities and outputs developed by LOCATEE to be integrated into Sustainable Energy and Climate Action Plans (SECAPs) and other local energy and climate strategic documents, ensuring the project's long-term sustainability by establishing links with available funding sources.

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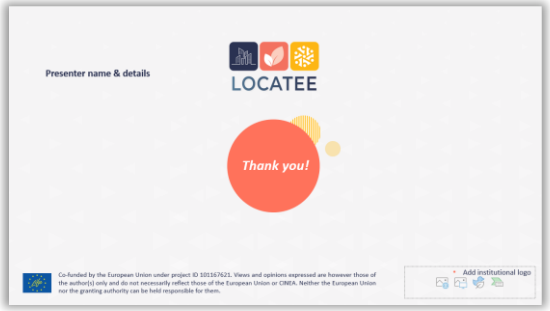
Visit the project's website for more information:
www.ibs.org.pl/en/research/locatee-local-authorities-tackling-energy-poverty-in-private-multi-apartment-buildings/
Project coordinator
Jan Frankowski


Presenter name & details
LOCATEE
Thank you!
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Add institutional logo

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