



# FRAME

FORECASTING AND ASSESSING EUROPE'S  
STRATEGIC RAW MATERIALS NEEDS

## DELIVERABLE 2.2

### Visual Identity

WP2 Communication,  
Dissemination and Exploitation



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## Deliverable D. 2.2

# Visual Identity

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## Purpose

The visual identity of FRAME has been briefly approached in deliverable 2.1.

The purpose of this report is to provide a consistent graphic profile for the project in terms of a logo, colour palette, font, and electronic document templates for reports and presentations.

This document is under the responsibility of Work Package 2 (WP2). Amendments, comments and suggestions should be sent to the WP2 work package leader: Maria João Ferreira.

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## Executive Summary

The present document is a deliverable of the Forecasting and Assessing Europe's Strategic Raw Materials needs (FRAME) project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement 731166.

The document presents the project's identity, defined by its content as well as its graphic appearance. The purpose of this deliverable is to provide templates and a colour scheme that will be used to define dissemination activities under the FRAME project.

Two main templates are provided - a document template for Microsoft Word, as well as a presentation template for Microsoft PowerPoint. The templates must appeal to potential readers and audiences using a suitable colour and text font. The attached templates contain the details needed for generating the documents. Colour definitions and a logo are also provided. This material will also support other dissemination channels such as webpages, newsletters, and posters.

The project has a dedicated website hosted under [www.frame.lneg.pt](http://www.frame.lneg.pt)





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## Key Graphic Elements

### Introduction

The key elements for the project graphic profile are:

1. Colour
2. Font
3. Logo
4. Page layout (document)
5. Slide layout (presentation)

The graphic profile for the presentations and documents are also applied to the webpage. Further details on the webpage can be found at its URL: <http://www.frame.lneg.pt>. The description of the website is below.

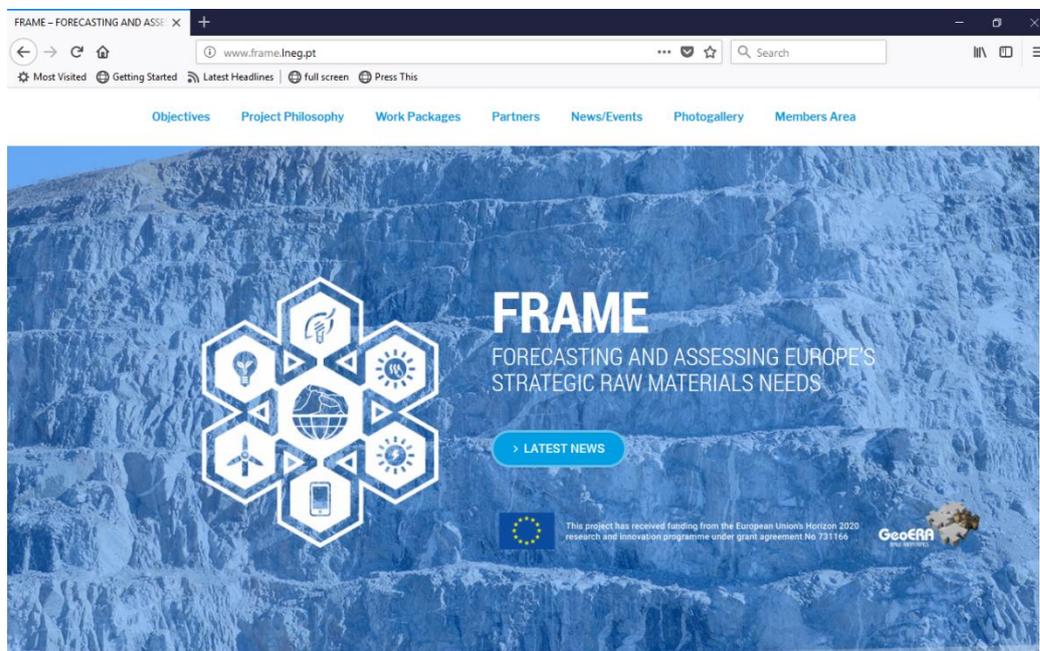


Figure 2.1 Front page of FRAME website





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## Colour

Besides black for the normal text, Blue is the main colour used in the headings and titles of documents.



R:68  
G:114  
B: 196

For Offset Printing the following colour reference should be used:



Pantone E 221-1C  
C:100 M:35 Y:0 K:0

## Font

The font chosen for the project is Calibri. The standard text size is 12. The different font sizes needed in the templates are part of the built in styles for the documents.

## Logo

The logo designed for FRAME project tries to represent the conversion of raw materials – symbol at the center, half planet earth half rock/ metal/mineral – into some of today's technological demands – other symbols circling it – that we hope will allow for a rapid development towards new paradigms focused on mineral resources and ensure a self-sustainable, responsible human behaviour.

Its form is shown in Figure 2.2



Figure 2.2 FRAME Logo





## Document Template

The document template with preconfigured styles for headings, text, picture captions and table captions can be used for both general documents as well as official deliverable documents. An example is attached to this document.

## Presentation Template

A template for the creation of FRAME presentations is attached to this document. It is important that all presentations made by FRAME consortium must follow the format provided. It is important that FRAME has a consistent appearance for all project partners.

All templates will be made available on the project website.

## Website Description

Nowadays websites are built with different devices in mind. These have to be responsive, adapt to PC, tablets and smartphones. FRAME's website is built mainly on a single page extending down and separating subjects into sections.

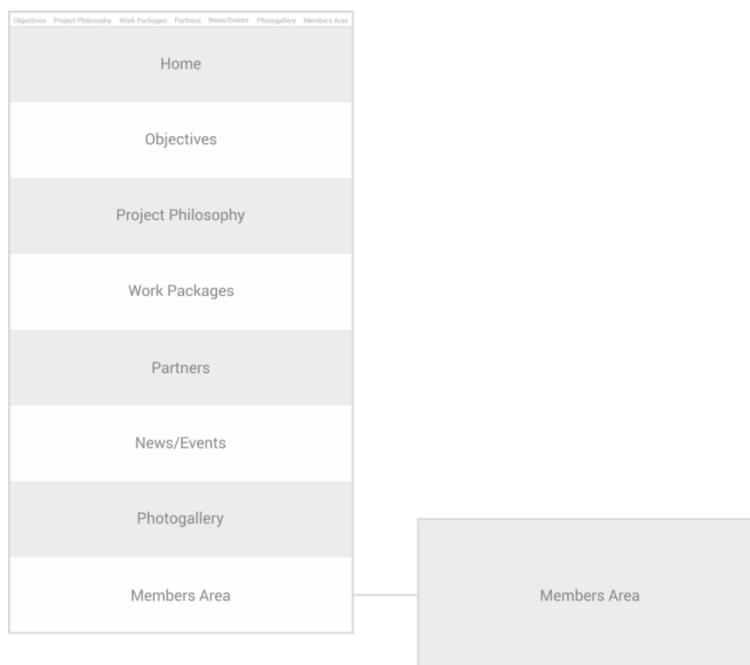


Figure 2.3 Website organogram