



Corporate Identity

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Change log

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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:

	<p>Logo for Kick off conference in Berlin, September 2015.</p>
	<p>Logo for 1st annual conference in Utrecht, in 2016.</p>
	<p>Logo for 2nd annual conference in Hydra, in 2017.</p>
	<p>Logo for final conference in Brussels, in 2018.</p>

**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 be 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

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FIRES – Research Support Office REBO
Drift 15, 3512 BR, Utrecht, The Netherlands
fires@uu.nl; <http://www.projectfires.eu/>

Annex II Reporting template



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First name, Surname

Document identifier
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Version
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Date Due
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 Grant Agreement Number 649376



Change log


Version ¹	Date	Amended by	Changes
0.1			
1.0			
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Partners involved

Number	Partner name	People involved
0.1		
1.0		
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¹ Please start with version 0.1. All minor changes will lead to a new number (0.2, 0.3, 0.4 etc.). The first complete draft will get the number 1.0. Again all minor revisions will lead to a new decimal number (1.1, 1.2, 1.3 etc.). A major revision will become 2.0 etc. etc. Until there is a final version which will be called "final".

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Guidelines for deliverables

- The deliverable should start with an Executive Summary (max. one page)
- The deliverable should end with a one-page conclusion
- The deliverable should – when appropriate – describe its possible impact for policy makers, stakeholders and/or European Citizens. It should – when appropriate – give recommendations for dissemination among policymakers, stakeholders and/or European Citizens
- The deliverable should include:
 - a table of contents
 - a list of abbreviations used
 - a list of Figures (where appropriate?)
 - a list of Tables (including the ones of the Annexes) (where appropriate?)
 - a list of references
 - all detailed technical and other information in Annexes

All deliverables shall be written in English. If necessary, they will be edited by a native speaker.


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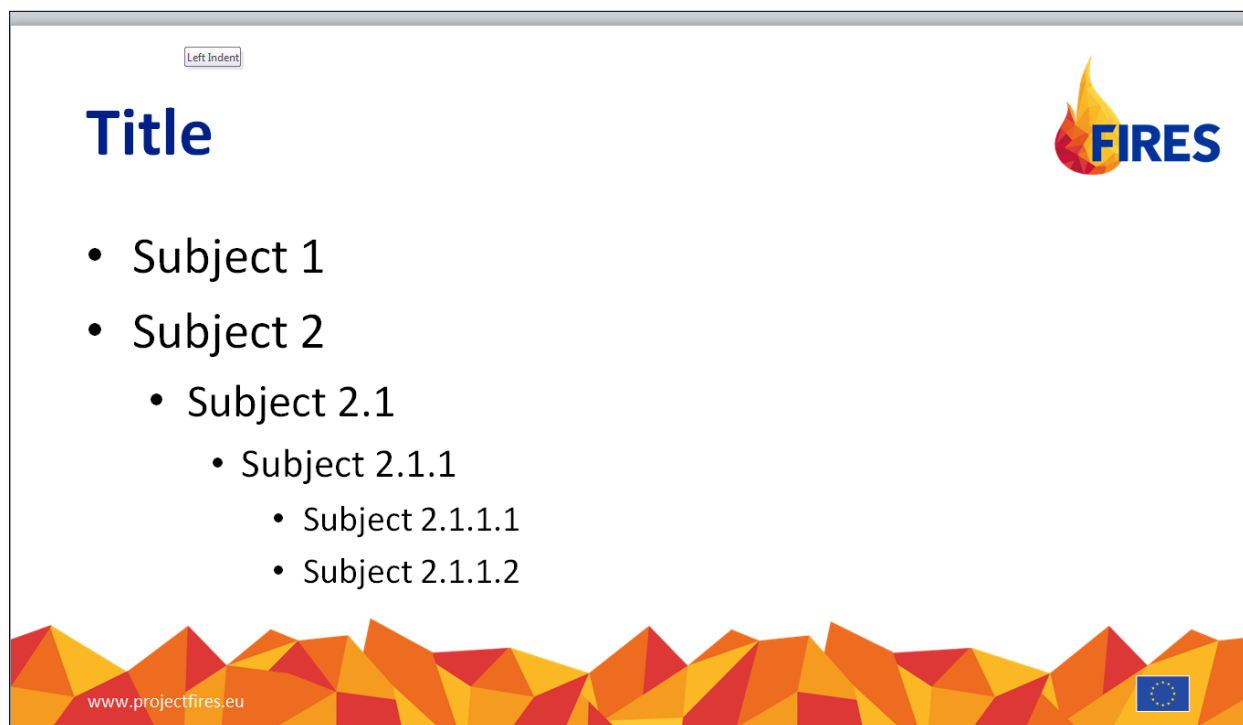
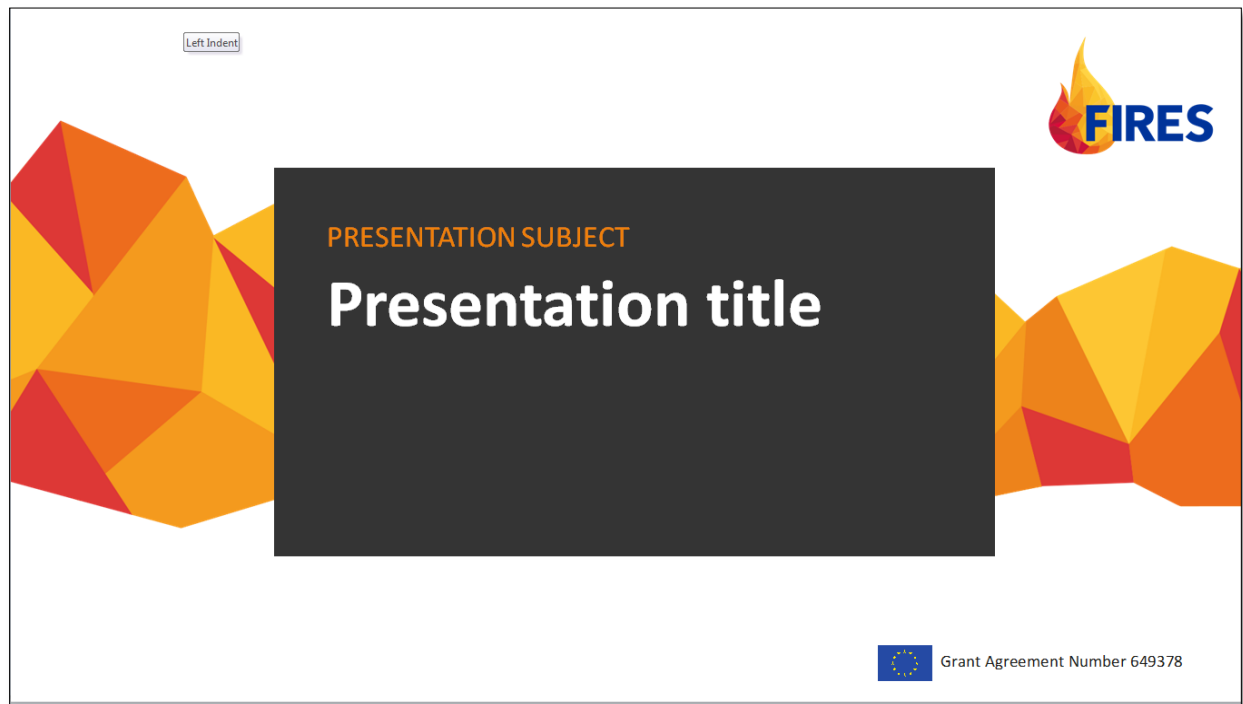
Example table

Subject	Subject	Subject	Subject	Subject	Subject
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Annex III Powerpoint template



Annex IV Event card

