



Smart Ways for In-situ Totally Integrated and Continuous Multisource Generation of Hydrogen

D7.1: Project website and visual identity

WP 7 , T 7.1

Date of document

May, 2020 (M5)



The project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under grant agreement n° 875148. The JU receives support from the European Union's Horizon 2020 research and innovation programme and Hydrogen Europe and Hydrogen Europe Research



FUEL CELLS AND HYDROGEN
JOINT UNDERTAKING

Technical References

Project Acronym	SWITCH
Project Title	Smart Ways for In-situ Totally Integrated and Continuous Multisource Generation of Hydrogen
Project Coordinator	Luigi Crema - FBK crema@fbk.eu
Project Duration	January 1, 2020 - July 30, 2022 (36 Months)

Deliverable No.	D7.1
Dissemination Level	PU ¹
Work Package	WP 7 - Dissemination, Communication and Exploitation
Task	T 7.1 – Communication activities
Lead beneficiary	FBK
Contributing beneficiary(ies)	All partners
Due date of deliverable	31 March 2020
Actual submission date	18 May 2020
Estimated person-month for deliverable	0.5

¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).

Versions

Revision Version	Date	Changes	Changes made by Partner
0.1	16 April 2020	First release	Chiara Pellegrini (FBK)
0.2	05 May 2020	Second release	Chiara Pellegrini (FBK)
0.3	06 May 2020	Third release	Luigi Crema (FBK)
1.0	12 May 2020	Fourth release	Chiara Pellegrini (FBK)
1.1	18 May 2020	Fifth release	Chiara Pellegrini (FBK)

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1 Introduction

This report describes the key elements of the SWITCH's visual identity, website and communication materials, prompted at the very beginning of the project. The visual identity and the logo will create a unique brand for the SWITCH's system, alongside the whole project duration. The graphics and material produced will support the omni-channel communication strategy that will be described in Deliverable D7.3 foreseen for June 2020 (M6). The final goal of the communication strategy will be to maximize the dissemination and communication potential of the SWITCH's project, with the objective of reaching multiple stakeholders with a clear and attractive message and boosting the exploitation potential of the new technology and related results.

2 Visual identity

The visual identity comprises the logo, imagery, typography, colours, and creative design that characterize the SWITCH's system with a distinguishable brand. The visual identity captures and conveys the symbolic meaning of the SWITCH's system, while expressing its ambitions, content and characteristics. The visual identity will be used for designing the project's website which will be the main communication channel for the SWITCH's system.

2.1 SWITCH logo

Figure 1 shows the SWITCH's project logo. The final logo of the project is the result of a creative process led by FBK in collaboration with an external communication agency with the aim of creating a unique brand for the SWITCH's system. The logo communicates the concept of "switching" reaction modes, in line with the primary objective of the project. The SWITCH's project aims at designing, building and testing a system prototype for producing green hydrogen², heat and power using **reversible** Solid Oxide Cells (SOC). The SWITCH's system will efficiently produce green hydrogen via water electrolysis (i.e. SOEC mode) when renewable energy will be available. When renewable energy will not be available, it will operate in a fuel cell mode (i.e. SOFC) using other energy sources (e.g. methane, bio-methane). The two operating modes will guarantee the continuous production of hydrogen for contracted end-users while enabling high system efficiency with a low carbon footprint.

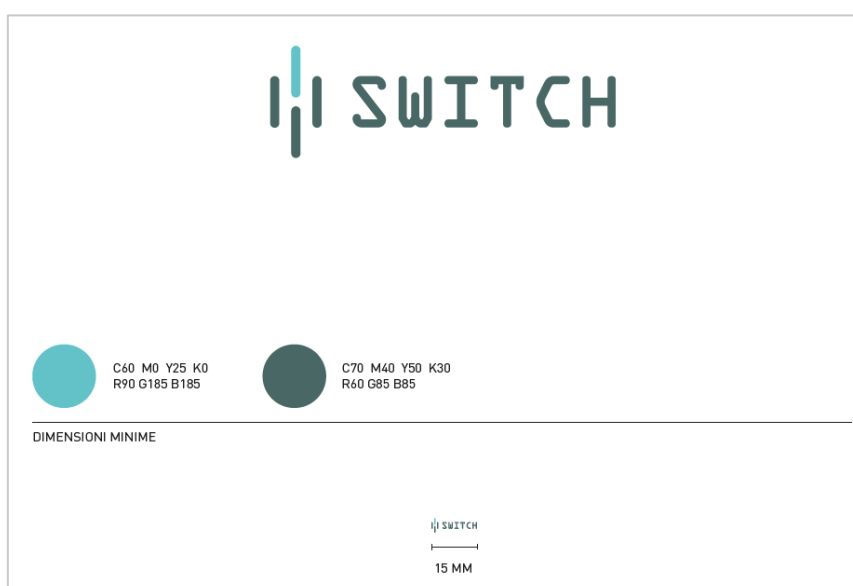


Figure 1 Logo of SWITCH's project and system

² Pending positive verification that the SWITCH system meets the applicable "green hydrogen" certification requirements for its target markets (like e.g. Certifhy's Guarantee of Origin scheme, www.certifhy.eu). Data generated during the SWITCH project will enable such verification.

The logo concept comes from the future vision of the SWITCH's system, as presented in Figure 2. The SWITCH's system will be a key technology for enabling the next generation of hydrogen refuelling stations and of green mobility. Two are the key concepts underlying the SWITCH's project: the production of green hydrogen from renewables via water electrolysis, and the use of highly-efficient SOC in electrolysis and fuel cell modes to guarantee continuous H₂ production for refuelling stations. The visual identity expresses these concepts by using a language that conveys the underlying ideas of technology, innovation, energy, networks, futuristic views of mobility and sustainability, solution at a touch distance.

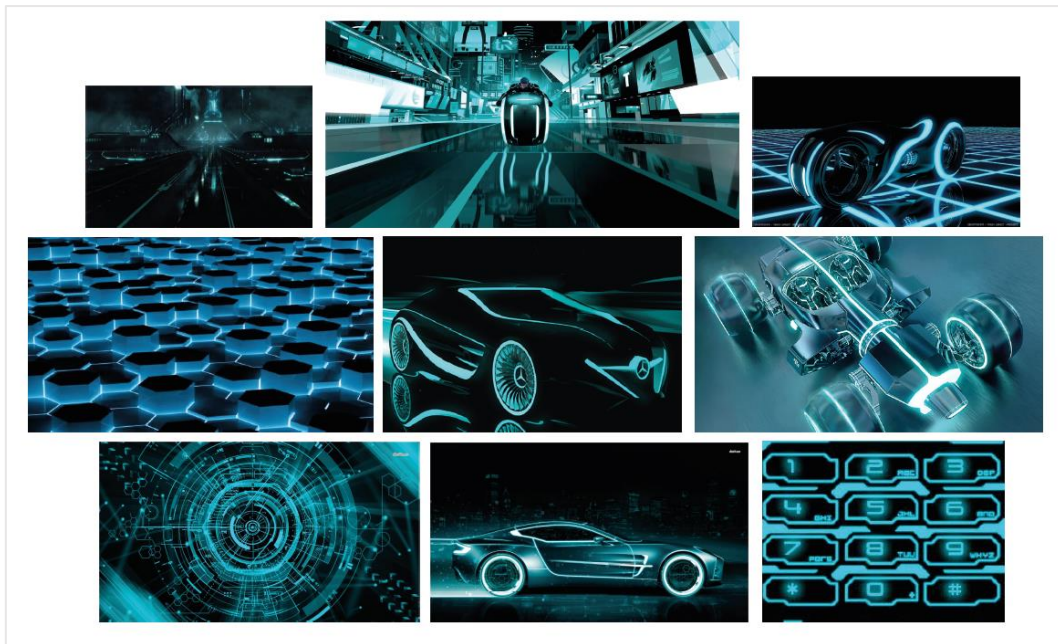


Figure 2 Concept underlying the visual identity

The logo elaborates on the key concepts and condenses the underlying ideas in three graphical elements, as explained in Figure 3.

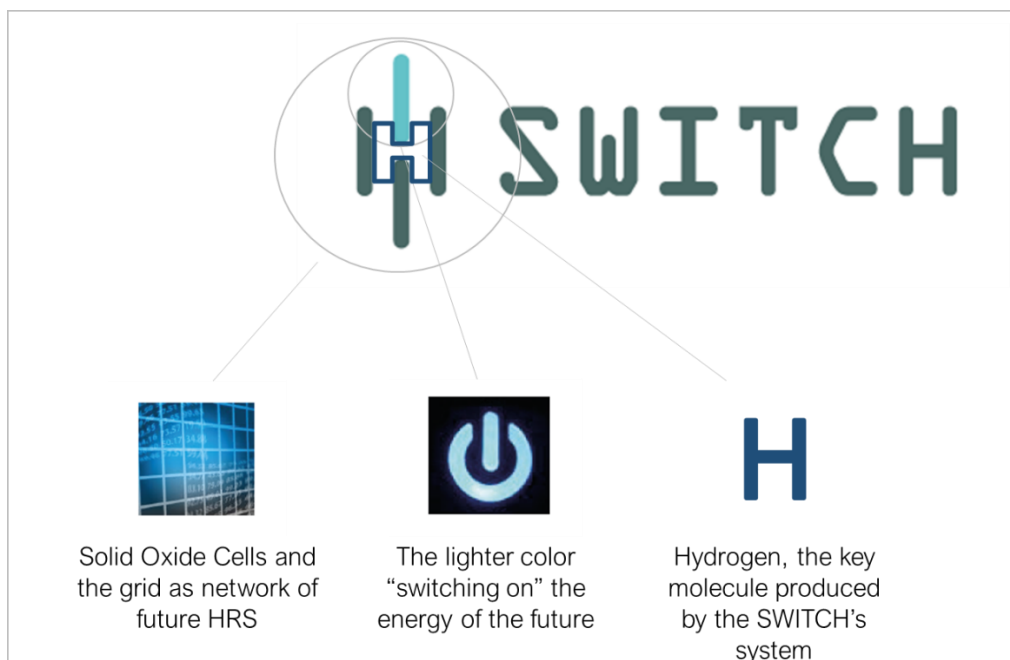


Figure 3 Key elements of logo

2.2 Claim

Together with the logo, the claim aims at conveying the key messages of the SWITCH's project. The claim in Figure 4 combines font, graphics, colours and a key sentence to attract the attention of the targeted audience. The sentence "Switch to Green Hydrogen" refers to the ambition of making the SWITCH's system a key technology for transitioning towards hydrogen produced from renewable energy.

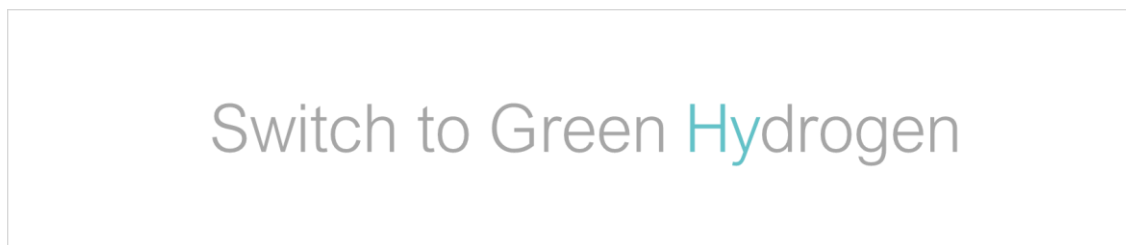


Figure 4 SWITCH Claim

2.3 Identity package

The identity package of the SWITCH's project is composed by: business card, folders, headed paper and block notes. The communication material will be available in pdf to be printed by project partners – based on the request and necessity - in all the future planned communication and dissemination activities.



Figure 5 SWITCH Identity package

2.4 Templates

The SWITCH's Consortium will use branded templates for deliverables and presentations. The templates are important to characterize the SWITCH's project and system as a brand in all publications and in external dissemination events.

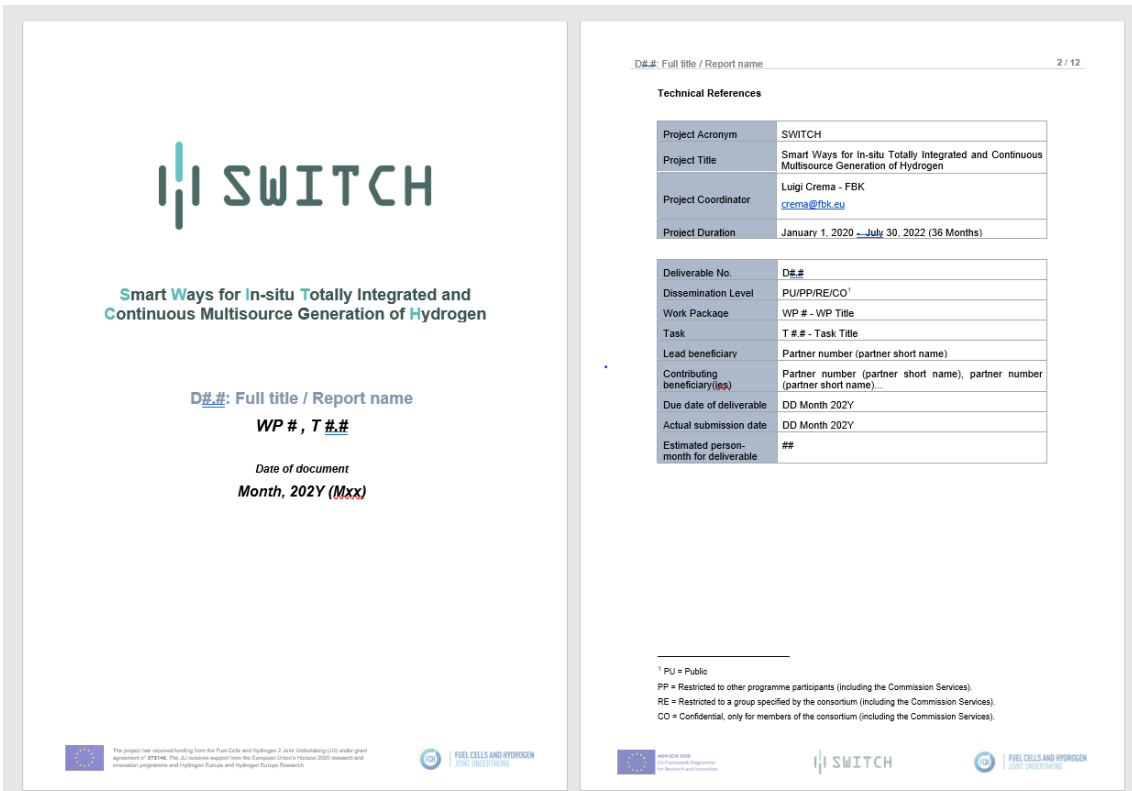


Figure 6 Template for documents



Figure 7 Template for presentations

3 Project website

The website design of the SWITCH's project has started at the end of March (M3) by FBK and will continue in collaboration with an external communication agency to define the structure, graphics and content. The website will use a minimal design and style in order to effectively communicate the SWITCH's project to multiple audiences with different knowledge backgrounds on hydrogen technologies: from individual EU citizens with limited knowledge of H₂, to research institutes, governmental organization and companies specialised in the hydrogen field.

A dedicated domain and hosting have been purchased, setting up a first landing page with the link to the main information about the project before the end of the third project month (M3) on the 27th of March 2020. The domain name has been agreed by the Consortium.

The dedicated address is composed only by the project name, the reference to the FCH JU, and the domain extension .eu to underline the belonging to the EU community:

<https://www.switch-fch.eu/>

The website is currently under finalization and will be online in its first version during the second half of May 2020 (M5) later than initially planned (M3). This delay will not penalize the communication and dissemination activity of the project, that it is going to be defined in the Communication and Dissemination Plan (D7.2), which is under development.

During the whole project, constant update of the website design and content will be done to align the website content to the activities carried on by the consortium. See in Figure 8 some snapshots of the project website.



Concept

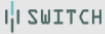
Solid Oxide Cells are efficient ways to convert variable electricity from renewable energy sources in green hydrogen. At the same time, they can be used in a reversible mode to enable the use of other sources (e.g. methane, bio-methane) to match a variable energy production with continuous and guaranteed production of hydrogen for contracted end uses.

Switch will focus on the development of this specific solution and realize a mostly green and always secured production of hydrogen, heat and power. Core of the system is a reversible Solid Oxide module based on anode supported electrolyte, supported by an advanced fuel processing unit able to manage steam generation and methane reforming reactions at high efficiency and a purification unit to guarantee highly pure hydrogen in compliance with the main industrial and automotive standards.

SWITCH project focuses on the demonstration of a 25kW (SOFC)/75kW (SOEC) system operating in a relevant industrial environment for at least 5000 hrs. Part of the activities will be focused on the issue of cost competitiveness and environmental impact, with the target of the hydrogen price lower than 5 €/kg. The basic solution will be designed to be up scalable to bigger sizes and thus reaching target applications in other different sectors such as industrial, residential and grid services.

The modularity, low transient times, an integrated gas treatment unit and different modules combined in between SOFC and SOE mode will set a solution able to modulate between different sources and a flexible production of hydrogen, heat and power, with specific use cases considered.

Get in Touch



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Figure 8 SWITCH's project website

4 Communication materials

During the project, different types of communication materials will be designed and produced for dissemination and communication activities. In the first year, the visual identity, the web graphics, the flyer, the video, the poster and the roll up will be produced. The second year will be dedicated to a 16-pages brochure with technical details on the SWITCH's system. The third year will be key for communicating the project's key results and for engaging targeted stakeholders in the final dissemination events. To this end, the Consortium will produce a booklet with techno-economic information, a second video, and promotional materials for the dissemination event taking place at SGSI at M36.

4.1 Web graphics

The web graphics are infographics, fonts, colours, backgrounds and pictures designed for the SWITCH's project on the basis of the visual identity. The web graphics will be used for all virtual communication on the web. They will be designed starting from May 2020 (M5) and will be constantly updated and integrated during the project.

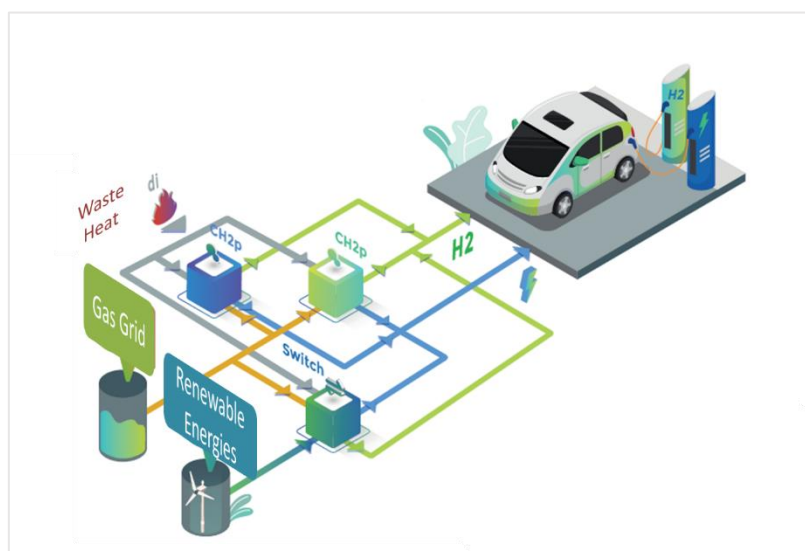


Figure 9 Example of web graphics

4.2 Flyer

An eight-pages flyer will be designed at M6 for providing key information on the project objectives, ambition and impact. The flyer will use a simple language to communicate about the project and will contain a QR code to link to the website.

4.3 Poster

The poster will be designed to advertise the project at fairs, lectures and workshops. It will also provide the basic design for developing scientific posters to present at international scientific conferences. It will be available in pdf in two formats A3 and A2.

4.4 Roll-up

A 85x200 cm roll-up will be designed and printed in M6. The roll-up will be used during all SWITCH project meetings and events, workshops and conferences organized by the Consortium.

4.5 Video

Two types of videos are foreseen for the SWITCH's project. The first video will be designed in graphic motion and will explain the functioning of the SWITCH system. This video will be produced within the first project year (M12). The second video will be produced by filming the partners' experience and the installed SWITCH's system. The objective of the video will be to explain the evolution of the project and the role that each partner played in building it. This video will be ready by the end of the project (M36).

4.6 Brochure

The 16-pages brochure will explain the technical details of the SWITCH's system, the future application in hydrogen refuelling stations and the value proposition of the system. The brochure will be designed during the second half of the second project year (M18).

4.7 Booklet

The 8-pages booklet will provide the techno-economic information of the final system. The objective of the booklet will be to advertise the system to potential investors and future customers. The booklet will be ready before the final dissemination event (M34).

4.8 Materials for final dissemination event

In order to better reach out and engage targeted stakeholder, the Consortium will prepare a dedicated "communication campaign" for the final dissemination events. This will include pdf invites, agendas, posters and dedicated roll-up to be designed by M30.

5 Conclusion

This report provided an overview of the main tools and materials that will be used for the dissemination and communication activities of the SWITCH's project. The materials will be available to all Consortium partners and free for downloading on the project website. By having a toolkit of different materials to use in an omni-channel communication strategy, the SWITCH's Consortium aims at maximising the dissemination of the project activities and results. This will greatly contribute to guarantee future exploitation opportunities of the SWITCH's system, in line with the objectives of the FCH JU.