



HVDC-WISE



**D8.8 Visual identity,
project website and
social media networks**

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Executive Summary

This report has been created to fulfil Deliverable 8.8 of the HVDC-WISE project, 'Visual identity, project website and social media'. The report outlines the visual identity and communication platforms that have been created and established for the project. The design of these communication channels, their content and their goals will be outlined. The HVDC-WISE branding, website and social media presence will provide informative content while simultaneously providing a forum for engagement with active and interested communities.

This deliverable has been prepared by EPRI Europe, the leader of WP8, and approved by the Executive Board of the project.

1. Introduction

Project Visual identity & Communication Channels

The project's visual identity has been established via a logo, colour scheme and official templates. The following HVDC-WISE communication channels have also been set up:

- Website
- Newsletter
- Project-specific email accounts
- Social media: Twitter, LinkedIn.

Criteria

The chosen communication channels were created based on several criteria:

- **Accessibility:** wider demographic reach, free general access, available 24/7.
- **Efficiency:** updates can be posted and reach viewers within an instant.
- **Flexibility:** easy management of content and design changes.
- **Utility:** can interlink with channels of partners and stakeholders for synergic communication, offer a variety of forms of communication (written, visual graphics, videos, etc.).

Purpose

The purpose of the HVDC-WISE website, newsletter and social media accounts are to:

- Disseminate project information and outputs such as deliverables, videos, and published papers.
- Publicise project related events at gatherings such workshops and industry fora.
- Publicise and aid in the release of open access material created by the project.
- Inform visitors about the project, who is involved, what its goals are, the plan to achieve those goals, as well as the predicted outcomes of the project.
- Increase general awareness of the issues being addressed by the project.
- Provide contact information.
- Interlink the project with all relevant stakeholders and partners via online activities.

2. Visual identity

The HVDC-WISE logo was created to suitably evoke the goals of the project, build familiarity, and form the overall basis of the project's visual identity. The project's web design consultant, Design My Website Ireland, created a range of logos which were presented to the project partners to choose from. Project partners were then asked to vote which should be chosen from a reduced selection of options. The chosen logo is discussed in the next section.

2.1 Logo Design

The imagery chosen in the final version of the logo represents high voltage direct current electricity using the lightning bolt accompanied by surrounding images of interconnecting nodes and lines, represents the grid network through which this energy will be shared. The colours chosen are greens and blues which are associated with nature. This echoes the fact that ultimately the project is aligned with EU-GB goals to integrate larger penetrations of clean, renewable energy into electrical grids. Montserrat style font is used for the logo text.

The original HVDC-WISE logo can be seen in Figure 1.



FIGURE 1 CHOSEN HVDC-WISE LOGO

Variations on Figure 1 for use in different contexts can be seen below.



FIGURE 2 HVDC-WISE LOGO, COLOUR WITH WHITE BACKGROUND



FIGURE 3 HVDC-WISE LOGO, BLACK AND WHITE



FIGURE 4 HVDC-WISE LOGO, SQUARE FOR USE IN SOCIAL MEDIA ACCOUNTS

2.2 Templates

Word templates and PowerPoint templates were created for use by project partners. These templates act as a means of establishing a common visual aesthetic across deliverables and presentations. These build upon the existing themes that were established with the logo design.

2.2.1 Word template

A word template was created for use across the project. The front of this word template can be seen in Figure 5. The logo adorns the front cover and a graphic focusing on the EU and GB is used to highlight the EU-GB relevant nature of the associated documents. The template continues the themes established in the logo using the Monserrat font for section headers.

The following are included in the template.

- A draft page including acknowledgements to Horizon Europe and Innovate UK with regards to funding for the project
- Table of contents
- List of figures
- Executive Summary
- Main body

- Copyright
- References



FIGURE 5 FRONT COVER OF THE WORD DOCUMENT TEMPLATE

2.2.2 PowerPoint template

A PowerPoint template, for use in project presentations, was similarly created for use across the project. The opening slide for the template is shown in Figure 6. Again, the logo features prominently and the use of the Montserrat font is continued to maintain stylistic integrity across project outputs.



FIGURE 6 FRONT SLIDE OF POWERPOINT TEMPLATE

The final slide of the template features a prominent backdrop of an offshore wind farm and offshore HVDC converter station platform (Figure 7). The information for contacting the project coordinators is given, the social media platforms associated with the project are outlined and the EU Horizon and Innovate UK funding acknowledgements are presented.

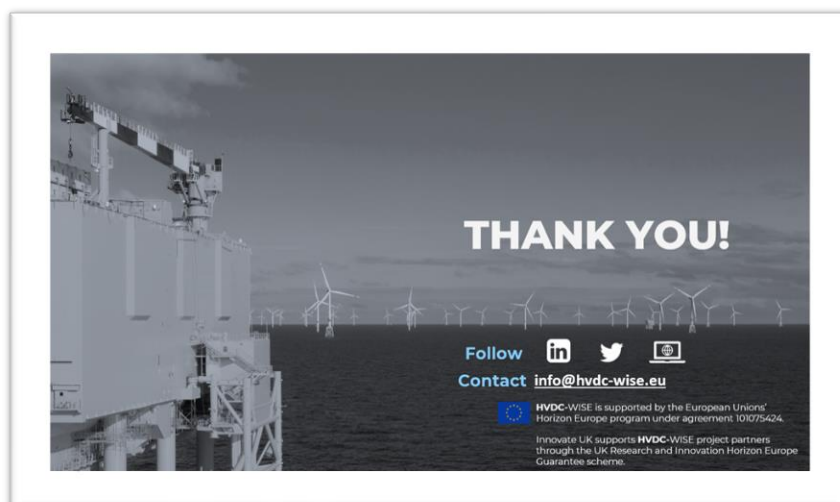


FIGURE 7 CLOSING THANK YOU SLIDE OF PRESENTATION TEMPLATE

2.3 EU Funding & Acknowledgement

According to Horizon 2022 rules, all materials, including scientific papers and publications produced by the project, must contain a mandatory EU emblem followed by a funding acknowledgement and disclaimer. A recognition of funding from Innovate UK to British partners is also included. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and as visible as these other logos. As outlined above, this acknowledgment has been included in the templates and presentations for the project. The standard EU acknowledgement for the project can be seen in Figure 8.



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FIGURE 8 EU EMBLEM AND ACKNOWLEDGEMENT

3. Website

The HVDC-WISE project website, <https://hvdc-wise.eu>, provides:

- information about the project,
- background context and objectives,
- challenges faced,
- the projects solutions to these challenges,
- milestones to be reached throughout the project,
- the benefits that will be enjoyed once the project is completed,
- information on project partners,
- posts with relevant information, resources, news, events and activities taking place that are in relation to the project.

The site has its own Content Management System (CMS) and links to both social media accounts (Twitter [1] and LinkedIn [2], see Section 4

Social **Media**). It has a portal for readers to sign up to the project newsletter and email addresses for contacting various HVDC-WISE coordinators and communication representatives. The page is created by Tommy O'Shea from Design My Website Ireland and built on Word Press.

The basic page format is:

- **Upper menu bar:** Home page, Project Description, Partners, News & Events, Resources, Privacy Notice
- **Left of menu:** HVDC-WISE project logo
- **Footer:** Contact us, newsletter sign up portal.

3.1 Structure of the Website

The project website provides visitors with:

- Context as to what the project is, why it is important, what challenges it faces, what milestones are to be achieved and the desired project outcomes.
- Information about each of the partner companies and organisations involved.
- Useful resources to provide further information on HVDC-WISE related topics.

- The latest news and any upcoming project events that are taking place.
- Contact information as well as an option to sign up to project newsletters.

3.1.1 Homepage [3]

Along with the basic page format, the homepage has a large image of an offshore windfarm accompanied by a slogan depicting what the essence of the project is. This can be seen in Figure 9. Following this, as the viewer scrolls down the page, there are three descriptive articles on various topics to do with the HVDC-WISE project.

- Article 1: Achieving Climate Neutrality
- Article 2: Reliability and Resilience
- Article 3: Reduced Cost

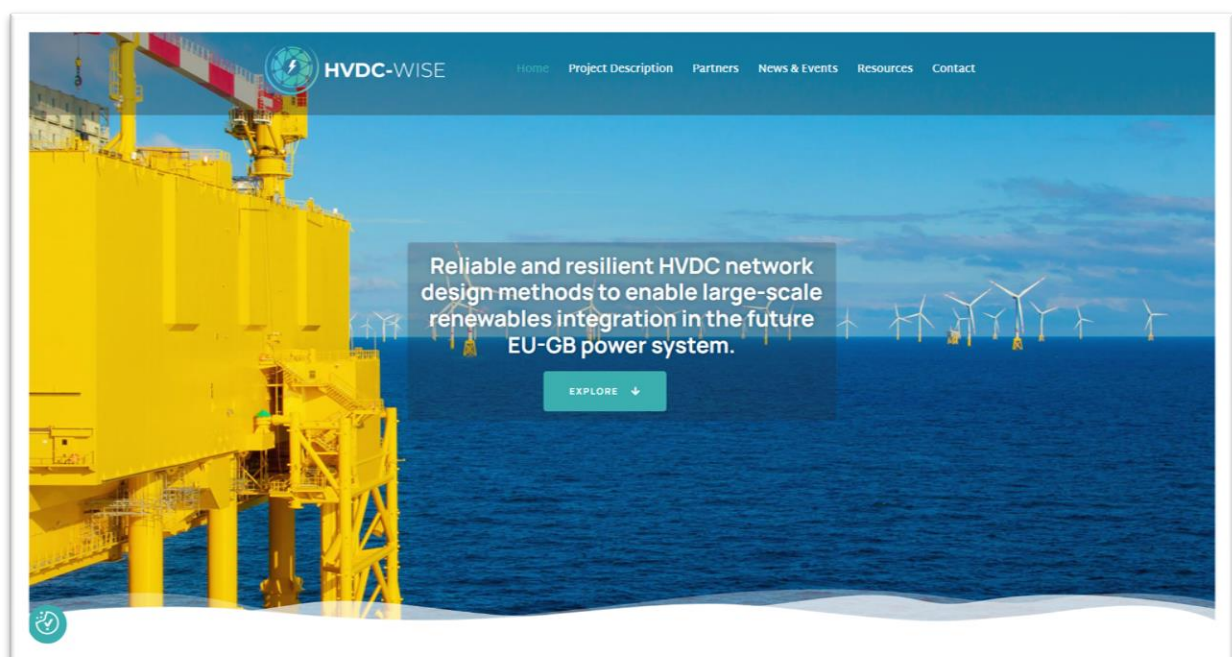


FIGURE 9 DESIGN OF HOMEPAGE AT TIME OF WRITING

3.1.2 Project Description Page [4]

Context: Informs the visitor about the project in more detail, the project goals and the impacts that achieving these goals will have.

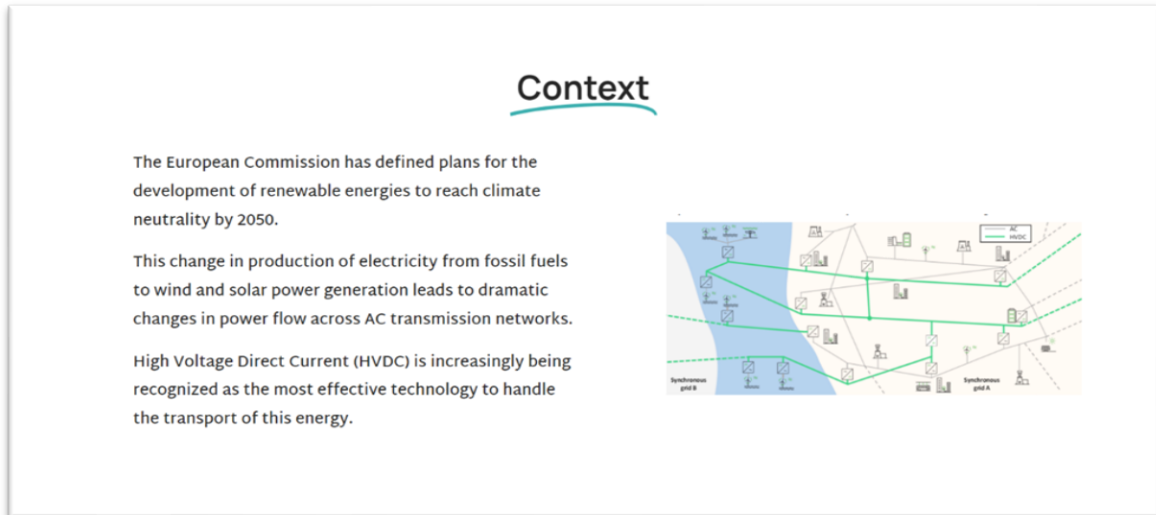


FIGURE 10 PROJECT CONTEXT EXPLAINED

Challenges: Outlines the reliability and resilience vulnerabilities power grids face, which the project aims to address.

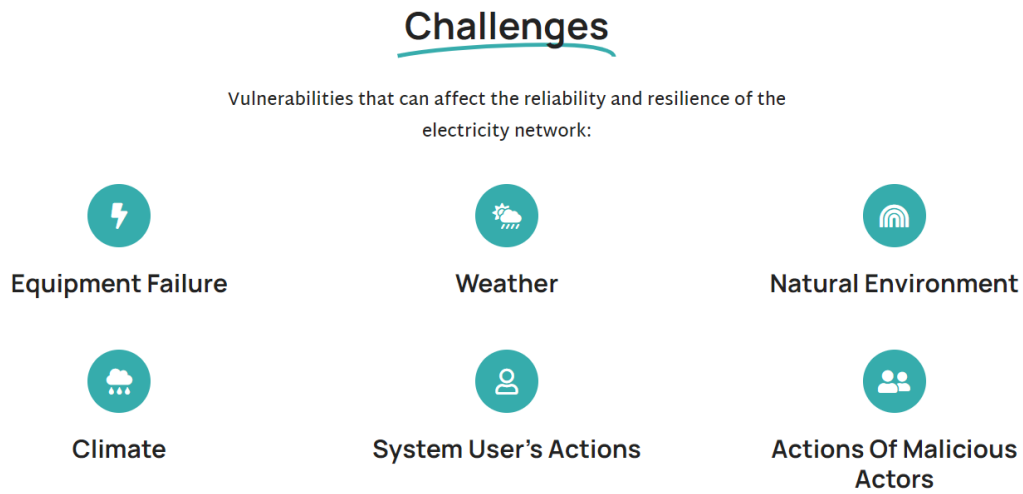


FIGURE 11 CHALLENGES LISTED ON WEBSITE

Solutions: Depicts the problems faced by modern power systems, and how HVDC-WISE will aid in providing solutions to these problems.



FIGURE 12 SOLUTIONS OUTLINED ON WEBSITE

Milestones: Milestones/Objectives to be met throughout the duration of the project.



FIGURE 13 PROJECT MILESTONES/OBJECTIVES LISTED ON WEBSITE

Benefits: Lists the benefits that successful project outcomes will have on the EU-GB energy system.

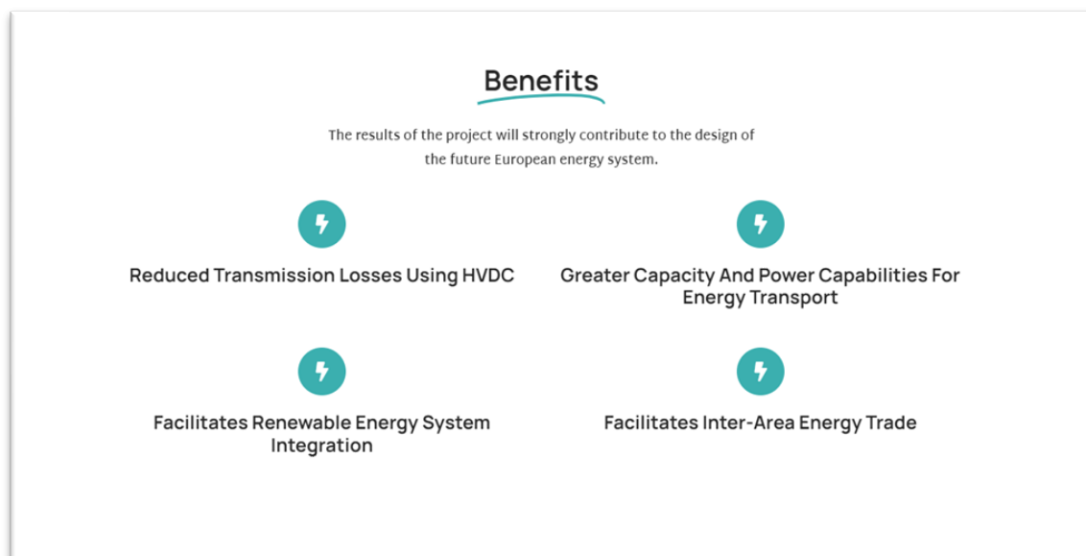


FIGURE 14 BENEFITS LISTED ON WEBSITE

3.1.3 Partners Page [5]

The logo of each partner organisation involved in the project is displayed and descriptions are given of various partners' roles in the project.

3.1.4 News & Events Page [6]

Posts of recent events, press releases, outcomes of project activities, news about the project etc. These types of updates will be posted at minimum once a month.

3.1.5 Resources [7]

Links and previews to informative text, videos, etc. where readers can find out more about certain aspects of the project. This is the location where public deliverables may be downloaded in future.

3.1.6 Privacy Notice [8]

Informs the site visitors of their rights and how their information will be collected and used.

3.2 Roles & Responsibilities

EPRI Europe will be responsible for ensuring that all content is relevant and up to date. All project partners will be required to provide information to EPRI Europe as requested (within appropriate

timelines) and as updates become available. Partners are responsible for informing EPRI Europe about project-related news updates. EPRI Europe will act proactively to ensure the best and latest information is available on the website. The structure of the website and overall visual elements are to be approved by SuperGrid Institute and content of the website approved by the project coordinator. The website will be maintained for 3 years after the project finishes, to maximize project impacts.

Design My Website Ireland is responsible for the website development and will support the EPRI Europe team with website maintenance and upkeep. Design My Website Ireland will act as a technical support to ensure all of the features of the website work and help with the changes which cannot be completed by EPRI Europe.

4. Social Media

The WP8 Leader (EPRI Europe) is responsible for managing and running the social media accounts for the project.

Responsibilities here include:

- Administration and maintenance.
- Driving Traffic: active networking (following relevant actors), communication and promoting the website and other social media events and communication materials.
- Encouraging partners to share project-related communications and social media material on their websites.

SuperGrid Institute, the HVDC-WISE project coordinator, is responsible for the approval of communications outputs in the project.

The remaining project partners are responsible for:

- Providing contributions to be communicated on the HVDC-WISE social media channels.
- Communication of HVDC-WISE project outputs on their social media channels.

4.1 Twitter [1]

The HVDC-WISE Twitter page can be found at: [HVDC-WISE \(@hvd_wise\) / Twitter](#).

The Twitter page will be used to communicate with stakeholders and disseminate project outputs through networking, short news and announcements on conference programs and activities. This social media channel is set up to provide informative content and build an online community in the field of HVDC networks.



FIGURE 15 HVDC-WISE TWITTER PAGE

4.2 LinkedIn [2]

The HVDC-WISE LinkedIn page can be found at: [HVDC-WISE | LinkedIn](#).

The LinkedIn page will also be used to communicate with stakeholders through networking, short news and announcements on conference program and activities. This social media account can act as a promotional tool for the project as well as to provide information about the project and its results. The platform also assists interactions with related initiatives and building an online community.

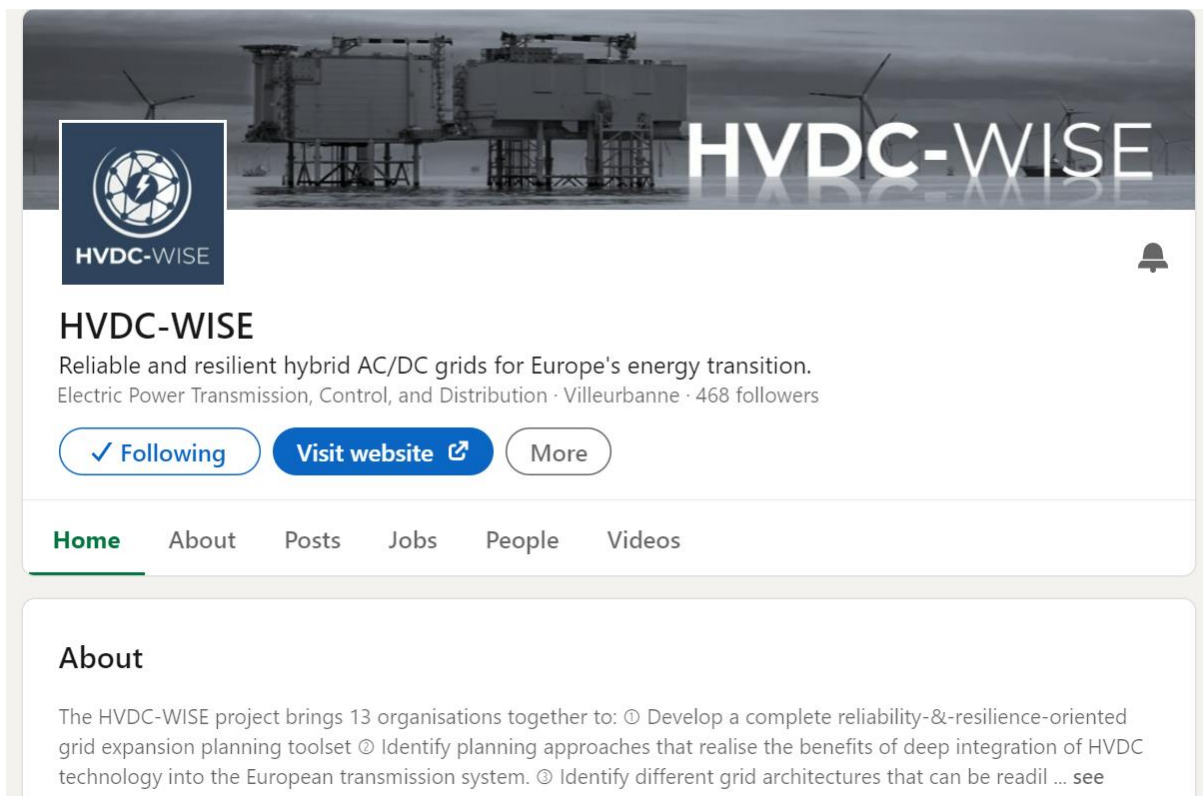


FIGURE 16 HVDC-WISE LINKEDIN PAGE

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