



**score**

## D9.5 - Graphical Identity of SCORE

DATE OF DELIVERY – 31/10/2021  
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## DOCUMENT TRACKS DETAILS

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Project title	Smart Control of the Climate Resilience in European Coastal Cities
Starting date	01.07.2021
Duration	48 months
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## VERSION MANAGEMENT

Revision table			
Version	Name	Date	Description
V 0.1	Dr Iulia Anton (ITS) and Dr Salem Gharbia (ITS)	20/09/2021	First draft
V 0.2	Laura De Nale (EUR)	27/09/2021	Updated draft internally reviewed
V 0.3	Attilio Vaccaro (MBI)	27/09/2021	Updated draft after contribution from partners
V 0.4	Rochelle Caruso (ERINN)	28/09/2021	Updated draft after contribution from partners
V1.0	Dr Iulia Anton (ITS) and Dr Salem Gharbia (ITS)	26/10/2021	Final version





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## LIST OF ACRONYMS AND ABBREVIATIONS

Acronym / Abbreviation	Meaning / Full text
CCLL	Coastal City Living Lab
EBA	Ecosystem-based Approach
EU	European Union
PPT	PowerPoint Document
RPO	Research Performing Organisation
SME	Small and Medium-sized Enterprise
WP	Work Package





## BACKGROUND: ABOUT THE SCORE PROJECT

SCORE is a four-year EU-funded project aiming to increase climate resilience in European coastal cities.

The intensification of extreme weather events, coastal erosion and sea-level rise are major challenges to be urgently addressed by European coastal cities. The science behind these disruptive phenomena is complex, and advancing climate resilience requires progress in data acquisition, forecasting, and understanding of the potential risks and impacts for real-scenario interventions. The Ecosystem-Based Approach (EBA) supported by smart technologies has potential to increase climate resilience of European coastal cities; however, it is not yet adequately understood and coordinated at European level.

SCORE outlines a co-creation strategy, developed via a network of 10 coastal city 'living labs' (CCLs), to rapidly, equitably and sustainably enhance coastal city climate resilience through EBAs and sophisticated digital technologies.

The 10 coastal city living labs involved in the project are: Sligo and Dublin, Ireland; Barcelona/Vilanova i la Geltrú, Benidorm and Basque Country, Spain; Oeiras, Portugal; Massa, Italy; Koper, Slovenia; Gdansk, Poland; Samsun, Turkey.

SCORE will establish an integrated coastal zone management framework for strengthening EBA and smart coastal city policies, creating European leadership in coastal city climate change adaptation in line with The Paris Agreement. It will provide innovative platforms to empower stakeholders' deployment of EBAs to increase climate resilience, business opportunities and financial sustainability of coastal cities.

The SCORE interdisciplinary team consists of 28 world-leading organisations from academia, local authorities, RPOs, and SMEs encompassing a wide range of skills including environmental science and policy, climate modelling, citizen and social science, data management, coastal management and engineering, security and technological aspects of smart sensing research.





## EXECUTIVE SUMMARY

This document is a deliverable of the SCORE project, funded under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003534.

The aim of this document is to present the project graphical identity, including guidelines on the use of the logo, colour palettes, page-layouts, presentation and document templates. Such items are used in for communication and dissemination activities with the aim to maintain visual continuity and recognition.

All the consourtium partners of the SCORE project are invited to use these guidelines in order to represent the project the same way both internally and each and every time they interact with external stakeholders.

## LINKS WITH OTHER PROJECT ACTIVITIES

This document describes the process for identification and development of project visual image, namely the project logo and templates. Within the frame of WP9 and its deliverable D9.5, the definition of a graphical identity for a project is needed in order to support all dissemination activities of the project. In this deliverable, the main elements constituting the project graphical identity are presented and described.





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# 1. INTRODUCTION

A functional graphical identity conveys an organisation's ideals, motives and objectives – a sense of what an organisation is all about. The advantage of creating a consistent and functional graphical identity is that ensures an organisation will be recognized, remembered and respected.

A set of guidelines have been developed to establish consistency and guarantee the quality of presentation.

The following graphic materials have been produced and are presented in this documents:

- Logo
- Presentation template (PPT)
- Templates for project documents

Further information on other materials using the project visual identity will be provided within the following deliverables:

- D9.1: Plan for exploitation and dissemination of the project result (M6);
- D9.6: SCORE Website (M8);
- D9.7: SCORE Brochure (M14);
- D9.8: SCORE Press Release (M14).

All the consortium partners of the SCORE Project are invited to use them for disseminating the project both internally and every time they interact with the various stakeholders.





## 2. GUIDELINES

Common templates for written documents (MS Word), i.e. agenda, minutes, deliverable and SCORE presentations (Power Point), have been created. In pursuance of a consistent brand identity, the design of the templates follows the same style and colours of the logo.

### 2.1. Logo

The design of the logo was guided by the following principles:

- Symbolic representation of the content of the project;
- Uniqueness and appealing design;
- Different shades of blue to represent the water and the EBA (Ecosystem Based Approach), therefore the Coastal City Living Labs (CCLLs).

The SCORE logo consists of a clear and modern font and of an icon representing a wave composed of different shades of blue. This icon symbolizes both the water element typical of the coastal cities as well as the specific challenges tackled by the project, such as the increase of sea levels, coastal erosion and extreme weather events.

This logo will be used in all communications (written deliverables, journal papers, presentations, invitations etc.) to ensure project recognition and visibility.

The project logo and symbol are available on the [SharePoint platform](#) for all partners free to use, where a project dedicated space has been created by the coordinator.

Specific guidelines on how to use the logo both on a white and dark background, as well as indications on its placement, font and colors have been described in a specific brand manual created in the first months of the project.

Logo,  
how to  
use it.



Figure 1: SCORE logo position





**Logo.**

SCORE logo and clearspace



**The SCORE logo.**

The SCORE Logo comprises two elements, the logo symbol and logo type.



Figure 2: SCORE logo and symbol



Figure 3: SCORE logo placement





## 2.2. Branding specifications

In order to guarantee a consistent project identity, detailed branding specifications have been set. Moreover, all templates and materials have been created with the defined colours and typefaces.

### 2.2.1. Typeface

For the corporate use of text for the SCORE project, the typeface family “Montserrat” has been chosen, as shown in Figure 4. Montserrat has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Montserrat doesn’t compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types. It includes Thin, Extra-light, Light, Regular, Medium, Bold and Black weights with matching oblique styles rather than true italics. The Montserrat family has been licensed under the Apache licence. The font is available to download on Google Font library: <https://fonts.google.com/specimen/Montserrat?query=Julieta+Ulanovsky>.

SCORE  
Typography.

Typography  
and Usage.

### Montserrat Font Family

Montserrat has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Montserrat doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types. It includes Thin, Extra-light, Light, Regular, Medium, Bold and Black weights with matching oblique styles rather than true italics. The Montserrat family has been licensed under the Apache license.

The font is available to download on Google Font library

<https://fonts.google.com/specimen/Montserrat?query=montserrat>

Montserrat  
Light

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0

Montserrat  
Bold

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0

Figure 4: SCORE text style





## 2.2.2. Colour palette

The colour palette from Figure 5 will be used for all branded applications and communication materials.

### Project Color System.

### Brand colos and usage.

Color plays an important role in the SCORE identity program. The colors below are recommendations for various media.

Consistent use of these colors will contribute to the cohesive and harmonious look of the SCORE brand identity across all relevant media.

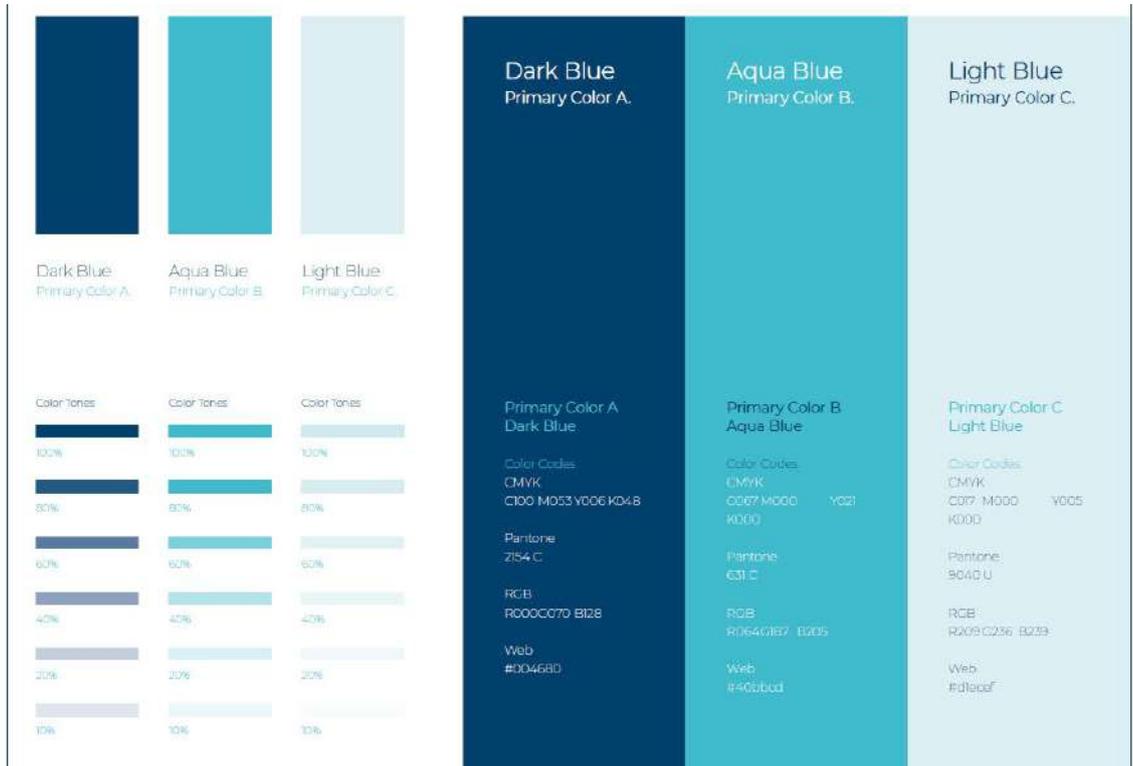


Figure 5: SCORE colour scheme





### 3. GENERAL TEMPLATES

In pursuance of a consistent brand identity all templates have the typical SCORE look. The templates are developed for internal and external use. Combined, these templates are provided as a toolkit on [SharePoint](#) which is accessible to all partners.

All templates that have been created for SCORE use the same colour palette, font and style sheets. In this section a detailed description of how to use the templates can be found.

#### 3.1. Power Point Presentation

The PowerPoint shown in the following figures, Figure 6, 7 and 8, has been set up for internal and external presentations such as conferences, speeches, meetings and in general presentation research results. Templates of slides are listed below and can be found on [SharePoint](#).

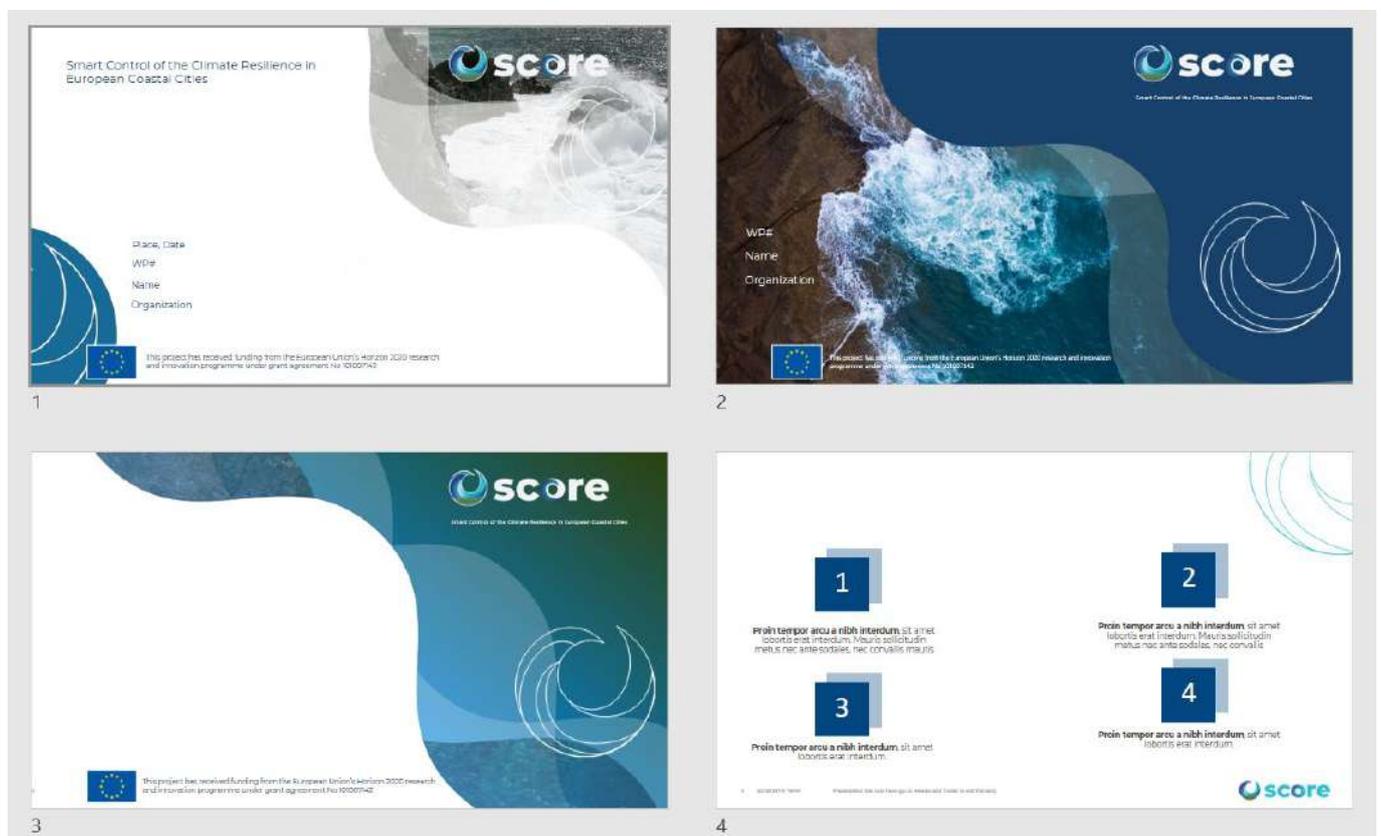


Figure 6: PowerPoint template – starting slides and text arrangement





Proin tempor arcu a nibh interdum, sit amet lobortis erat interdum. Mauris sollicitudin metus nec ante sodales, nec convallis mauris ornare. Fusce condimentum justo quis enim hendrerit luctus ut ut elit. Fusce luctus magna

5

**PRAESENT UT EX SODALES RUTRUM PURUS EGET**

- Proin tempor arcu a nibh interdum, sit **amet lobortis** erat interdum.
- Mauris sollicitudin metus nec ante sodales, nec convallis mauris ornare.
- Fusce condimentum justo quis enim **hendrerit luctus** ut ut elit, sit **amet lobortis** erat.
- Fusce luctus magna **in risus porta** accumsan

6

**Tables**

7

**Text boxes**

8

Figure 7: PowerPoint template – numbering, tables, text boxes

**Processes/Flowcharts**

9

**Arrows**

10

**Maps**

11

**Icons**

12

Figure 8: PowerPoint template – flowcharts, arrows, maps and icons





**Figure 9:** PowerPoint template – last slide





## 3.2. Deliverable template

For all deliverables a general template has been created, which consists of about 9 pages and gives a detailed description of how it has to be used. From the executive summary to the end of document it gives a brief definition and explains the formatting of headings, tables, figure etc.

The template is available on [SharePoint](#) for all partners free to use.

The figure displays two pages from a deliverable template. The left page is the cover page, featuring the SCORE logo and a background image of a rocky coastline. The right page is the 'DOCUMENT TRACKS DETAILS' page, which includes two tables: 'Deliverable Information' and 'VERSION MANAGEMENT'.

**COVER PAGE:**

- Logo: **score**
- Placeholder: **DX.N-Title of document**
- Placeholder: **DATE OF DELIVERY - DD/MM/YYYY**
- Placeholder: **AUTHOR(S) - NAME(S)**
- Placeholder: **INSTITUTION/COMPANY NAME**
- Footer: **This project has received funding from the European Union under grant agreement No 101003534**

**DOCUMENT TRACKS DETAILS:**

**Deliverable Information**

Project acronym	SCORE
Project title	Smart Control of the Climate Resilience in European Coastal Cities
Starting date	01.07.2021
Duration	48 months
Call Identifier	H2020-IC-CL-2019-2
Grant Agreement No.	101003534
Deliverable number	DX.N
Work package number	WPX
Deliverable title	
Lead beneficiary	Institution name
Due date	dd/mm/yyyy
Actual submission date	dd/mm/yyyy
Type of deliverable	Report / CRDP / Ethics
Dissemination level	Public / Confidential

**VERSION MANAGEMENT**

Version	Name	Date	Description
V.0.1	Name, Organisation	dd/mm/yyyy	First draft
V.0.2	Name, Organisation	dd/mm/yyyy	Updated draft internally reviewed
V.0.3	Name, Organisation	dd/mm/yyyy	Updated draft after contribution from partners
V.1.0	Name, Organisation	dd/mm/yyyy	Final version

**FOOTER:**

- SCORE\_Dlxr\_Version number
- 2/12

Figure 10: Deliverable template – first page and document track details





SCORE - EU H2020 Grant Agreement N° 101003534

### LIST OF ACRONYMS AND ABBREVIATIONS

Acronym / Abbreviation	Meaning / Full text
CCLL	Coastal City Living Lab

SCORE\_Dx.n\_Version number      3/12

SCORE - EU H2020 Grant Agreement N° 101003534

### BACKGROUND: ABOUT THE SCORE PROJECT

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The SCORE interdisciplinary team consists of 28 world-leading organisations from academia, local authorities, RPOs, and SMEs encompassing a wide range of skills including environmental science and policy, climate modelling, citizen and social science, data management, coastal management and engineering, security and technological aspects of smart sensing research.

SCORE\_Dx.n\_Version number      4/12

Figure 11: Deliverable template – list of acronyms and background

SCORE - EU H2020 Grant Agreement N° 101003534

### EXECUTIVE SUMMARY

This document is a deliverable of the SCORE project, funded under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003534.

The aim of this document is to RELEASE COMPLETE!

**LINKS WITH OTHER PROJECT ACTIVITIES**

*(Please, briefly describe if preceding or subsequent project activities and/or deliverables have been considered preparing this deliverable and in what extent - please remove this sentence after you complete this section!)*

SCORE\_Dx.n\_Version number      5/12

SCORE - EU H2020 Grant Agreement N° 101003534

### TABLE OF CONTENT

- 1. Title 1** ..... 8
- 1.1. Title 2 ..... 8
- 1.2. Title 2 ..... 8
  - 1.2.1. Title 3 ..... 8
- 2. Title 1** ..... 9
- 2.1. Title 2 ..... 9
  - 2.1.1. Title 3 ..... 9
    - 2.1.1.1. Title 4 ..... 9
    - 2.1.1.2. Title 4 ..... 10
    - 2.1.1.3. Title 4 ..... 10
- 3. Title 1** ..... 10
- 3.1. Title 2 ..... 10
  - 3.1.1. Title 3 ..... 11

SCORE\_Dx.n\_Version number      6/12

Figure 12: Deliverable template – executive summary and table of content





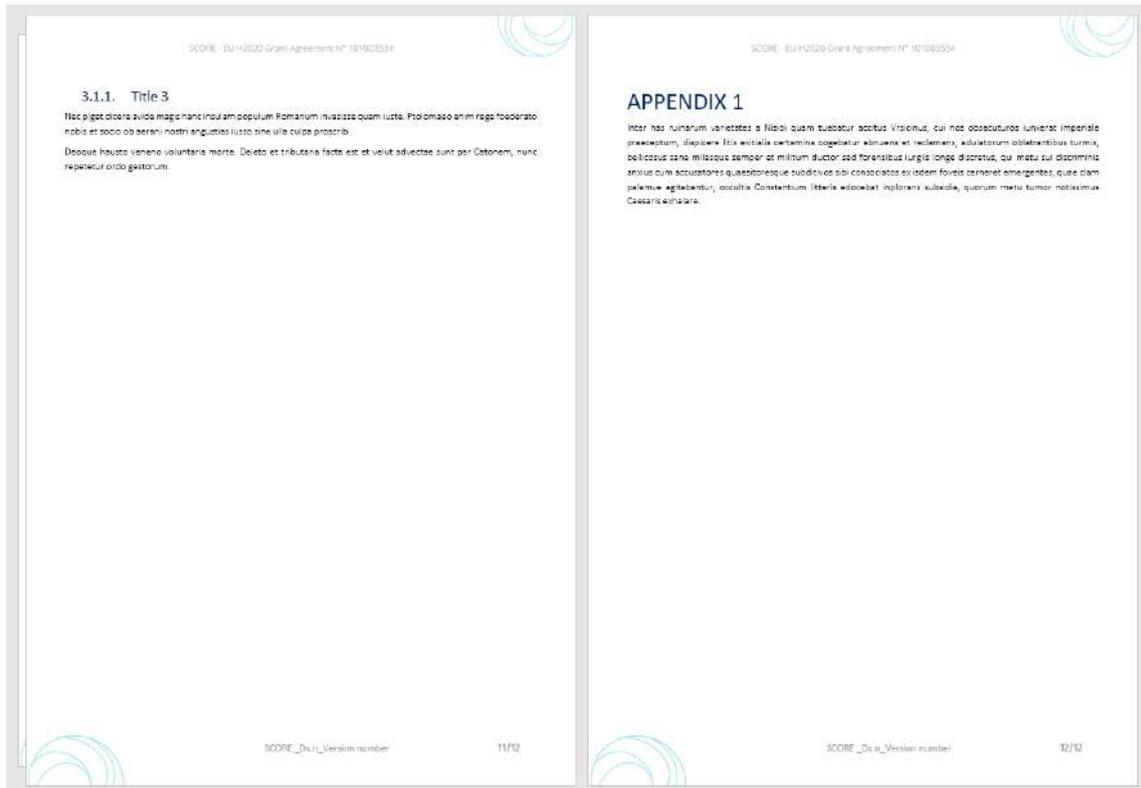


Figure 15: Deliverable template – appendix





### 3.3. Agenda template

The template for agenda was created by using the same colours and style as other templates. The agenda is to be used by partners at internal project meetings and it indicates the meeting schedule and main points to be discussed. The template for the agenda to be used by the partners is available on [SharePoint](#).



**score**

Name of the project meeting  
DATE OF THE MEETING  
PLACE OF THE MEETING

DAY 1	TUESDAY 24 AUGUST 2021, 13.30 – 17.00
13.30 – 17.00	EXECUTIVE BOARD MEETING Participants: WP LEADERS + Coordinator (ITS) Participants: WP LEADERS + Coordinator (ITS) Guests: IAB members
13.30 – 14.15	WP3 30 min Presentation + 15 min Q&A
14.15 – 15.00	WP4 30 min Presentation + 15 min Q&A
15.00– 15.15	Coffee break
15.15 – 16.15	WP5 45 min Presentation + 15 min Q&A
16.15 – 16.35	WP6 15 min Presentation + 5 min Q&A
16.35 – 16.55	WP7 15 min Presentation + 5 min Q&A
17.00	End of day 1

DAY 2	WEDNESDAY 25 AUGUST 2021, 13.30 – 17.00
13.30 – 15.00	EXECUTIVE BOARD MEETING Participants: WP LEADERS + Coordinator (ITS) Guests: IAB members
13.30 – 14.15	WP3 30 min Presentation + 15 min Q&A
14.15 – 15.00	WP4 30 min Presentation + 15 min Q&A
15.00– 15.15	Coffee break
15.15 – 16.15	WP5 45 min Presentation + 15 min Q&A
16.15 – 16.35	WP6 15 min Presentation + 5 min Q&A
16.35 – 16.55	WP7 15 min Presentation + 5 min Q&A
17.00	End of day 2

To join Zoom meeting: <https://xxxxxxxxx.zoom.us/j/xxxxxxxx>  
Meeting ID: xxxx xxxx xxxx xxxx





### 3.4. Meeting minutes template

This template has been compiled to meet the requirements for the internal documentation process. The included sections are the following:

- Meeting agenda;
- Attendee list;
- Notes/Decisions.

The main objective of the meeting minutes is that every issue discussed or decided at each meeting and the person responsible for it can be seen at a glance. The template for the minutes to be used by the partners is available on [SharePoint](#).

The image shows a two-page document template. The left page is the cover page, featuring the SCORE logo (a stylized 'S' with a rainbow gradient) and the text 'score' in white. Below the logo, it says 'Meeting minutes' and provides fields for 'DATE - DD/MM/YYYY', 'PLACE - Web meeting or place', 'AUTHOR(S) - Name(s)', and 'INSTITUTION/COMPANY NAME'. At the bottom, there is a small European Union flag and a note: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003534'.

The right page is titled 'DOCUMENT TRACKS DETAILS' and contains a table with the following data:

Identification	SCORE
Title	Minutes of the [Name of the meeting]
Author(s)	Name(s)
Related work package	WPn
Beneficiary responsible of delivery	[Partner name]
Date of release	DD/MM/YYYY
Number of pages	[n]
Summary	Plan of action and main elements discussed and approved during the [Name of the meeting]
Dissemination level	Confidential (CO)
Repository	[link]

Below this table is a 'VERSION MANAGEMENT' section with a 'Revision Table' containing the following data:

Version	Name	Date	Description
V 0.1	Name, Organisation	dd/mm/yyyy	First draft
V 0.2	Name, Organisation	dd/mm/yyyy	Updated draft after contribution from partners
V 1.0	Name, Organisation	dd/mm/yyyy	Final version

At the bottom of the right page, there is a disclaimer: 'All information in this document only reflects the author's view. The European Commission is not responsible for any use that may be made of the information it contains.' and a footer: 'Title of document - SCORE\_[inserting name] minutes' and '2/6'.

Figure 17: Minutes template – first page and document track details







## 3.5. Peer-Review report template

Each deliverable will be reviewed by two internal reviewers. Each reviewer should use the Peer-review report to assess the deliverable and provide suggestions for improvement to the partner responsible for the document. The template for the Peer-review report to be used by the partners is available on [SharePoint](#).

SCORE - EU H2020 Grant Agreement No 101003534

**OVERALL ASSESSMENT**  
Provide a brief summary describing the quality of the deliverable, including content, structure, methods and overall readability.

Your text:

**CONFORMITY WITH THE DoW**  
Describe how the content of the document aligns with the deliverable description and objectives described in the Description of Work

Your text:

**INTERCONNECTION WITH OTHER PROJECT ACTIVITIES**  
Indicate if preceding or subsequent project activities and/or deliverables have been considered preparing this deliverable and in what extent

Your text:

**SUGGESTIONS AND RECOMMENDATIONS**  
Describe how the deliverable quality may be improved

Your text:

SCORE\_Doc\_n\_version number\_Peer-review report 2/2

**score**

Peer-review report  
DX.N-Title of the deliverable

DATE OF REVIEW - DD/MM/YYYY  
AUTHOR(S) - NAME(S)  
INSTITUTION/COMPANY NAME

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003534

Figure 20: Peer-Review report template

