



**Project No.: 826246**  
**Project acronym: FCHgo**

**Project title:**  
 Fuel Cells HydroGen educatiOnal model for schools

**Programme: H2020-JTI-FCH-2018-1**

**Topic: FCH-04-4-2018** – Strengthening public acceptance and awareness of FCH-technologies by educating pupils at schools

**Start date of project:** 01.01.2019

**Duration:** 24 months

## Deliverable 5.1

### FCHgo Corporate Identity

**Author:** Tabea LINK (Steinbeis 2i GmbH)

**Due date of deliverable:** 2019-03-29

**Actual submission date:** 2019-03

Deliverable Name	FCHgo Corporate Identity
Deliverable Number	D5.1
Work Package	WP5
Associated Task	T5.1
Covered Period	M01-M03
Due Date	2019-03-31
Completion Date	2019-03-29
Submission Date	2019-03-29
Deliverable Lead Partner	Steinbeis 2i GmbH
Deliverable Author	Tabea Link
Version	1.0

Dissemination Level		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the FCH2 JU Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the FCH2 JU Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the FCH2 JU Services)	



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 826246.  
 This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme and Hydrogen Europe and N.ERGHY



## CHANGE CONTROL

### DOCUMENT HISTORY

Version	Date	Change History	Author(s)	Organisation
1.0	29.03.2019	Document drafted	Tabea LINK	Steinbeis 2i GmbH

### DISTRIBUTION LIST

Date	Issue	Group
30.03.2019	Revision	Project coordinator, Dr. Tiziana Altiero
29.03.2019	Information	All partners
31.03.2019	Submission	FCH2 JU

## Table of content

<b><i>Table of content</i></b> .....	<b>3</b>
<b><i>Introduction</i></b> .....	<b>4</b>
<b><i>Deviations</i></b> .....	<b>4</b>
<b>1. The FCHgo Corporate Identity</b> .....	<b>5</b>
1.1 Introduction.....	5
1.2 Implementation.....	5
<b>2. Design of the FCHgo logo and slogan</b> .....	<b>6</b>
2.1 Logo selection.....	6
2.2 The final FCHGO logo.....	8
2.3 FCHgo corporate colours .....	9
2.4 FCHGO fonts .....	9
2.5 The FCHGO slogan .....	10
<b>3. FCHgo – Key visual</b> .....	<b>10</b>
<b>4. Conclusion - Corporate Identity</b> .....	<b>11</b>
<b><i>Main conclusions</i></b> .....	<b>11</b>

## Introduction

The objective of present deliverable D5.1 is to describe

- FCHgo's created Corporate Identity (CI), including a logo and key visual, that will be used in all further project-related communication and dissemination activities

The objectives of the newly designed CI are to provide to all project partners specific design standards on how FCHgo will appear in a consistent and corporate image to the public. This shall lead to a higher visibility and to a high value of brand recognition of the European project FCHgo.

## Deviations

Delivery of the content is in time without any deviations from actions planned until month M03 in Annex 1 – WP5 – Tasks 5.1 of the FCHgo project Grant Agreement.

# 1. The FCHgo Corporate Identity

## 1.1 Introduction

The conception of FCHgo's corporate identity mainly consisted in defining an appropriate visualization of FCHgo's core ideas and goals restricting to a single graphic and a slogan and in defining related font and colours. This was implemented in a single conception process guaranteeing that graphic parts, colours and font would harmonise. Moreover, FCHgo's logo was planned by the consortium to be the key design element for the website, brochure and further communication documents. The present chapter describes first the chosen corporate identity but also describes its subsequent use to design the layout for brochure, newsletter and different document templates.

## 1.2 Implementation

Steinbeis 2i GmbH (S2i), in common agreement with the project coordinator and as stated in the proposal and GA, has selected a graphic design agency for the graphical conception of FCHgo's corporate identity. A graphic design agency was selected from an invited bidding of five agencies which included the graphical conception of a slogan, logo, brochure and website, printing of 2000 brochures, as well as the implementation of a website based on an open-source content management system (CMS) and its software. The selection of a suitable agency by S2i was based on the most economical advantages combining overall price and efficiency in realisation of the consortium's ideas concerning logo, brochure and website. Also, the experience of the agency in creating designs for technical and scientific illustrations was put into consideration during the selection process.

Once the agency was chosen, the project's vision and objectives were explained to the graphic designer for a better understanding of which image should be communicated. In order to create common understanding among project partners about what FCHgo entails and to define a joint vision for the communication about the project to the public, S2i hold a short workshop on communication at the kick-off meeting. One goal of which was to collect main ideas and thoughts for the FCHgo slogan.

The results of this brainstorming, the following list of watchwords and key elements was then given to the communication agency as inputs for developing the FCHgo logo and key visual.

FCHgo is...	
<p><b>#Interactive #FUN #For Everyone</b></p> <ul style="list-style-type: none"> <li>- A way to meet people to share new values (on energy)</li> <li>- Cool</li> <li>- Creative</li> <li>- Energetic, #Energizemyourworld, Full of energy</li> <li>- #EnerHy</li> <li>- Chip / Open</li> <li>- Interdisciplinary</li> <li>- Fun with great technology, Funnily rigorous</li> <li>- Modern and dynamic</li> <li>- Change</li> <li>- Imagination</li> </ul>	<p><b>#A new method / approach</b></p> <ul style="list-style-type: none"> <li>- Change your learning approach</li> <li>- Made for you</li> <li>- A lean, doing system</li> <li>- Learn on the field</li> <li>- Learn by doing</li> <li>- Dialogue</li> <li>- Learn nature &amp; technology</li> <li>- Working with nature</li> <li>- Science and societal</li> <li>- Making science better</li> </ul> <p><b>#Transformative #Education</b></p> <ul style="list-style-type: none"> <li>- Educate sustainability</li> <li>- Education to sustainability</li> </ul>

<ul style="list-style-type: none"> <li>- Fun for children, but also for teachers</li> <li>- For children, but also parents</li> <li>- Education/training, also for teachers</li> <li>- For all people</li> <li>- Gathering young people</li> </ul> <p><b>#Technology #Learning</b></p> <ul style="list-style-type: none"> <li>- Learning about interplay of fuel cells with other technologies</li> <li>- Learning about applications of fuel cells</li> <li>- Inspiring teachers and children to delve into FCH technologies</li> <li>- Technosphere → Energy change + FCH Technology</li> <li>- Experience technology and learn to talk about it</li> <li>- Helping to understand fuel cells (in broader context)</li> <li>- Get pupils fascinated by fuel cells → show their advantages</li> </ul>	<ul style="list-style-type: none"> <li>- Building the society of the future</li> <li>- Challenge → climate change</li> <li>- Make it 'go' → society change, Knowhow/Knowledge acceptance</li> <li>- Global warming</li> <li>- Environment</li> <li>- Launching a new view on sustainability</li> </ul>
<b>FCHgo is not</b>	
<p><b>#Boring</b></p> <ul style="list-style-type: none"> <li>- Boring stuff</li> <li>- Boring front teaching</li> <li>- Boring learning</li> <li>- Waste of time</li> <li>- Vegetarian</li> </ul> <p><b>#Difficult</b></p> <ul style="list-style-type: none"> <li>- Only for nerds</li> <li>- Too complex</li> <li>- Difficult</li> <li>- Explaining difficult concepts</li> </ul> <p><b>#Dangerous</b></p> <ul style="list-style-type: none"> <li>- Dangerous</li> <li>- Dangerous technology</li> <li>- Hydrogen bomb</li> </ul>	<p><b>#Lifeless</b></p> <ul style="list-style-type: none"> <li>- A formal exercise in formal science</li> <li>- Far from actual field/only theoretical</li> </ul> <p><b>#Unsubstantiated #Simple</b></p> <ul style="list-style-type: none"> <li>- No technical or scientific details/research</li> <li>- No "cheap" advertisement of fuel cells</li> <li>- No bashing of other technologies</li> <li>- Technology development</li> </ul> <p><b>#Inefficient #Irrelevant</b></p> <ul style="list-style-type: none"> <li>- Having few people participating</li> <li>- Inefficient (management &amp; dissemination)</li> <li>- Extra-curricular activity</li> </ul>

S2i organised iterative feedback loops between the different proposals from the agency and the project's partners ideas in order to ensure that the final communication and dissemination tools will correspond to the view of the consortium.

## 2. Design of the FCHgo logo and slogan

### 2.1 Logo selection

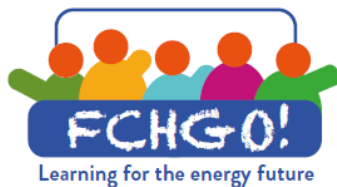
On basis of the key words given, the graphic designer presented three sketches as suggestions for the logo. The first logo concepts are shown in the figure 1.1:



Logo concept 1



Logo concept 2



Logo concept 3

**Figure 1.1: First four logo concepts from the graphic designer**

Feedback regarding the different graphic/fonts/colours/were then shared and discussed (Figure 1.1).

- Logo concept 1 and 2 were shortlisted, as they both visualize a central goal of the project – delivering future energy education around hydrogen and motivating/stimulating children to find out more about the energy future.
- However, regarding the choice of colours both logos were not considered as accomplished
- Also, both logos either lacked a reference to the hydrogen aspect of the project or that of education, they were excluded, too.

On basis of this remarks the graphic agency designed new sketches, which were reviewed and commented on a second time by the consortium. Since the consortium wished for a stronger emphasis on the project goal, it was suggested to build the key visual on the FCHgo notion of delivering inspiring and dynamic lessons around hydrogen and fuel cells.

Finally, the following sketches were presented by the agency (Figure 1.2):



2nd draft, logo concept 1



2nd draft, logo concept 2



2nd draft, logo concepts 3

Figure 1.2: Four logo concepts designed by the graphic design agency after the previous had been dismissed

After reviewing these new logo sketches, the consortium voted with great majority in favour for logo concept 2 with small amendments to the layout of the hydrogen atom and the colour choice since pink was deemed as too aggressive.

The other concepts were dismissed for various reasons:

- The design of logo concept 1 was considered as being too large in size and rather disproportionate for smaller documents the logo should appear on.
- Logo concepts 3 were found very sweet and suitable for children of younger age. However, it was stated as again too large for smaller documents and too colourful, too.

## 2.2 The final FCHGO logo

Finally, logo concept 2 was deemed most suitable to represent the project's corporate identity with slight changes to the colour and the layout of the atom model requested, resulting in the following logo:



Following arguments supported the decision for logo concept 2:

The concept is distinguished by a clear language of forms:

- The dynamic forms of the hydrogen atom model correspond to the exclamation mark ! in the FCHgo typo, both illustrating the innovative and vibrant spirit of the educational model delivered by the project



Furthermore, the colours of the logo also visualize the project goals in an ideal way:

- The colours blue and green generally associated with cleanness and sustainability; it thus fits the project goal to and increase pupils' awareness about climate change and the need for energy transition, using hydrogen and fuel cells technology.
- The fading grey of the atom model outer trail also suggest dynamism, incorporating the go in the logo

### 2.3 FCHgo corporate colours

In accordance with the colours and font of FCHgo's logo, the **corporate project colours** have therefore been defined as follows:

## Colors



CMYK = 87/60/0/0  
HEX = #2B61AC  
RGB = 43/97/172



CMYK = 85/10/100/0  
HEX = #00983A  
RGB = 0/152/58

Figure 1.3: FCHGO corporate colours

### 2.4 FCHGO fonts

The font suggested by the graphic design agency to go along with the logo has been accepted by the consortium (see figure 1.4). Here, again the decision was supported by the clear language of the font forms. A font without serifs was deemed more suitable to a project aiming at teaching children about renewable energy, hydrogen and fuel cells in a clear unmannered way, using *simple* and practical explanations and pictures.

## Fonts

FCHgo! = Myriad Variable Black Semi Extended  
Discover the energy of hydrogen = Branded Grotesque Bold

Figure 1.4: Corresponding font to FCHgo logo

## 2.5 The FCHGO slogan

The FCHGO consortium agreed that the project slogan should clearly express the core goals and primary aspects of the project. Given the choice of two slogans “Future Energy Education” and “Discover the energy of hydrogen” to go along with the logo, the project partners voted for the latter.

The slogan, also used as subline for the logo – Discover the energy of hydrogen – speaks to the core target groups of the project, teachers and pupils, about exploring the ‘energy’, here used in two ways, in the actual sense of the word ‘energy’ as source of power and in the more metaphoric sense as vigour and spiritedness.

In combination with the project name “FCHgo” the slogan amplifies the project goal, to bring hydrogen energy into European classrooms, helping the topic ‘to be discovered’ by pupils and their teachers alike.

## 3. FCHgo – Key visual

In order to create a coherent design for all communication materials – digital and printed – the anchor key visual to be used for the layouts of the FCHgo website, leaflets and general presentations, has been developed as part of the project’s corporate identity. The graphic design agency established the layout on basis and in line with the core communication elements given by the consortium and the logo design.

At the centre of the key visual is the picture of a girl in a laboratory. The girl wears a white laboratory coat and security glasses and holds in her hands a molecule model. However, her gaze is neither directed towards the model nor the viewer of the picture. She looks with a smile on her face and seemingly excited towards the upper side of the picture.



The choice of this picture has been supported by the following deliberations:

- The situation depicted in the picture, a girl, most probably a pupil in a lab in front of a chemistry model, corresponds with the FCHgo school activities envisaged by the project
- The girl looking towards the FCHgo slogan integrated at the left side of the picture creates the impression she is actually discovering the 'energy of hydrogen'
- The excitement and smile in her face is in line with the interest and awareness FCHgo wants to create and stir in pupils with regard to renewable energy, hydrogen and fuel cells
- The choice of a girl representing the project emphasizes the project's commitment to encourage female pupils to learn more about hydrogen and fuel cells

Altogether, the layout of the FCHgo key visual draws on and incorporates the core goals and messages of the project. It is thus a suitable anchor for the website, power point presentation and leaflet, serving the overall project communication.

## 4. Conclusion - Corporate Identity

The created CI of FCHgo with its corporate logo, colours, fonts and the key visual as a centre piece serves to create communication and dissemination tools and is the design guideline for all project-related templates (PowerPoint, deliverables etc.).

## Main conclusions

During the first three project months, the main elements of the Corporate Identity of FCHgo have been created and implemented as documented in this report.

### **On the corporate identity:**

The corporate colour code, font and logo are in line with the project's vision and have been selected after an internal reviewing and approval process within the consortium. The defined tool of design standards and the logo as the graphical visualization of FCHgo serves to brand internal and external communication and dissemination materials. For instance, the FCHgo website and leaflet is based on the newly designed CI. The CI provides all project partners defined design standards to be used and will hence ensure the project recognition by the public. With the CI defined, the base for efficient and memorable communication and dissemination activities within FCHgo has been established.