



Project identity pack

Deliverable 8.1

WP8 Dissemination,
Communication and
Exploitation



**Funded by
the European Union**

GRANT AGREEMENT NUMBER	101082035		
FULL TITLE / ACRONYM	ToDrinQ		
START DATE	01-12-2022	DURATION	48 months
END DATE	30-11-2026		
PROJECT URL	www.todring.eu		
WORK PACKAGE No and title	WP8 Dissemination, Communication and Exploitation		
DELIVERABLE TITLE	D8.1 Project identity pack		
ACTUAL DATE OF DELIVERY	28 -02-2023 & 06-09-2024		
NATURE	DEC	DISSEMINATION LEVEL	Public
LEAD BENEFICIARY	Water Europe		
RESPONSIBLE AUTHOR	Ana de León, Maria Mirachtsi		
CONTRIBUTIONS FROM	Danitsja van Heusden & Luuk Rietveld, Delft University of Technology		

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.

Any dissemination of results reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

Copyright message

© **ToDrinQ Consortium, 2022**

This deliverable contains original unpublished work except where clearly indicated otherwise.

Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. Reproduction is authorised provided the source is acknowledged.

Document history

Version	Description (Section, page number)	Author	Role (Organisation short name)
V0.1	Working version delivered to PC	Ana de Leon	Water Europe
V0.2	Review	Danitsja van Heusden & Luuk Rietveld	Delft University of Technology
V0.3	Draft final 1 Processed of feedback received from reviewers / partners	Ana de Leon	Water Europe
V0.3	Draft delivered to CEO	Ana de Leon	Water Europe
V1.0	Final version	Ana de Leon	Water Europe
V2.0	Final version 2	Ana de Leon	Water Europe

Quality control

Author	Organisation short name	Role	Date
Ana de Leon	Water Europe	Work Package Leader & Deliverable Leader	07-02-2023
Divers	Consortium partners	Reviewers	23-02-2023
Luuk Rietveld	Delft University of Technology	Scientific project coordinator	28-02-2023
Danitsja van Heusden	Delft University of Technology	Project coordinator	28-02-2023 & 06-09-2024

Abbreviations

KoM	-	Kick-off Meeting	D	Deliverable
DC		Demo Case		
EC	-	European Commission		
EU	-	European Union		
GA	-	General Assembly		
WP	-	Work Package		
WE	-	Water Europe		
QAM		Quality Assurance Manager		

ToDrinQ consortium	
Short name	Full Name of organisation
TUD	TECHNISCHE UNIVERSITEIT DELFT
RWTH	RHEINISCH-WESTFAELISCHE TECHNISCHE HOCHSCHULE AACHEN
CEB	CENTRE BELGE D'ETUDE ET DE DOCUMENTATION DE L'EAU
NTUA	ETHNICON METSOVION POLYTECHNION
KWR	KWR WATER BV
WTNT	STICHTING WATERNET
HWL	HET WATERLABORATORIUM NV
VEF	VEOLIA EAU - COMPAGNIE GENERALE DES EAUX SOCIETE EN COMMANDITE PAR ACTIONS
VEOCZ	VEOLIA CESKA REPUBLIKA, A.S.
EYDAP	ETAIREIA YDREYSEOS KAI APOCHETEFSEOS PROTEYOYSIS ANONIMI ETAIREIA
OLI	OLISENS TECH
OXY	OXYMEM LIMITED
ORV	ORVION B.V.
CHEM	CHIMIKI TECHNOLOGIA P. DIMOPOULOU -P.TAZES & SIA OE
WE	WATER EUROPE
ALTIS	ALTIS Groupe SA
BNV	BNOVATE TECHNOLOGIES SA
VEHO	Veolia Holding Ceska Republika AS

Table of contents

ABBREVIATIONS	4
EXECUTIVE SUMMARY	6
1. INTRODUCTION	7
2. TODRINQ LOGO	8
3. TODRINQ TEMPLATES	11
3.1 Minutes	11
3.2 Agenda	12
3.3 Deliverable	13
3.4 Power Point.....	14
4. TODRINQ STYLE GUIDE	15
5. TODRINQ SOCIAL MEDIA	16
CONCLUSION	17
ANNEX 1: TEMPLATES AND STYLE GUIDE.....	18

List of figures

Figure 1: Logo design process	8
Figure 2: Results from poll during the Pre-Kick-Off Meeting.....	9
Figure 3: Final logo full color	9
Figure 4: Final logo white.....	10
Figure 5: Minutes template	11
Figure 6: Agenda template.....	12
Figure 7: Collage with screenshots from Deliverable template.....	14
Figure 8: Collage with screenshots from Power Point template	14
Figure 9: Collage with some screenshots from style guide	15
Figure 10: Twitter page.....	16
Figure 11: LinkedIn page	16

Executive summary

The Deliverable 8.1 'Project Identity Pack' has been developed in the context of ToDrinQ Work Package 8 which is dedicated to maximizing the impact of the ToDrinQ project by raising awareness, communicating around the project activities, and disseminating results, while engaging a variety of stakeholder groups applying a multichannel communication approach.

The purpose of this document is to offer an overview of all branding materials developed within the first three months of the project, setting the basis for a coherent and easy-recognizable project identity.

Structured around four main chapters, this document first introduces the readers to its deliverable, the logo, and templates of ToDrinQ project in chapters one, two and three, to continue with the fourth chapter that is dedicated to the project's style guide and the fifth chapter that focuses on the identity for the social media channels.

All the existing materials and tools presented in this document will be maintained and updated, if necessary, over the course of the project, while further resources such as brochures, posters roll ups and website will be developed in response to project developments, results, as well as stakeholder needs and requirements.

1. Introduction

Simple, easily recognizable, and self-explanatory are the three core elements of a good brand identity. To ensure that the project has a coordinated visual identity and a consistent 'look and feel' across all channels, all partners will have to make use of the templates produced and follow the guidelines developed for ensuring the project's consistent visual identity. All the project's materials, whether printed or digital, should be produced according to these guidelines that best reflect the project's identity.

To this end, the deliverable 8.1 aims to give an overview of the process followed for developing and establishing the project's visual identity, while also presenting the available materials that are currently in use by the project's consortium. More specifically, chapter 2 presents the different versions of the logo created and the final selection of the logo. The following chapter 3 features the available templates that are created for the consortium to use when disseminating the project to internal and external audiences. Chapter 4 presents the detailed style guide that defines the way the ToDrinQ logo can be used, the colour palette and the typography of the project, while chapter 5 also demonstrates how the visual identity of the project is reflected through the project's digital channels and more in particular its social media channels.

The deliverable closes with a conclusion chapter, highlighting how these visual materials will be further updated and expanded according to the project's results, the developments, and the emerging needs of the project's communications and dissemination activities.

2. ToDrinQ logo

ToDrinQ will focus on the development of a toolkit for adaptable, resilient installations securing high quality drinking water. To capture and reflect the importance of the project aims, a simple, easily recognizable, and self-explanatory brand identity was developed at the start of the project. The 8.1 task leader (WE) presented three different logos at the Pre-Kick-Off Meeting with all Work Package and Demo Case leaders, out of which the project partners selected the logo that best defines and symbolizes the nature and objectives of the project.

Option 1



Option 2



Option 3



Figure 1: Logo design process

After the poll conducted, it was decided Option 1 will be the official logo with some minor final changes.

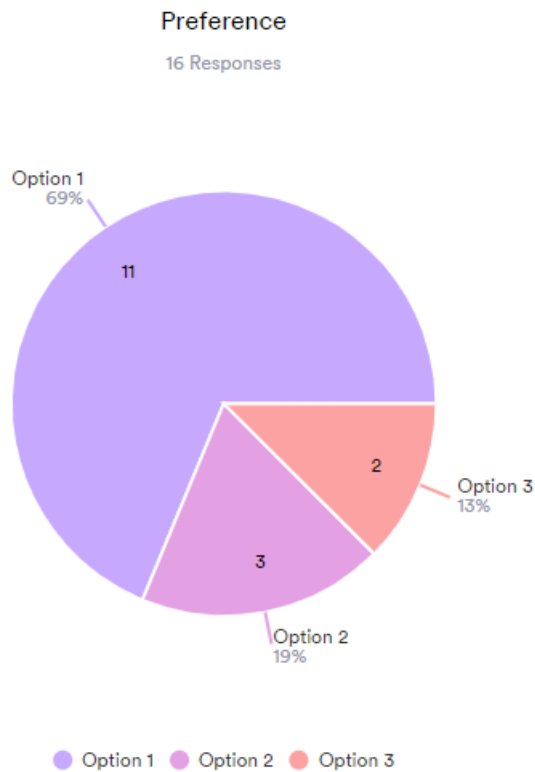


Figure 2: Results from poll during the Pre-Kick-Off Meeting

Final logo full color and black and white have been saved in JPEG and PNG format in the official project repository:



Figure 3: Final logo full color



Figure 4: Final logo white

3. ToDrinQ Templates

Minutes, Agenda meeting, Deliverable and PowerPoint templates have also been created so that all partners can use them when disseminating the project to external and internal audiences.

3.1 Minutes


www.todring.eu

MINUTES OF <MEETING NAME>

Date:

Place:

Author(s):

WP/Task/Subtask:

Version:

1. List of Participants

Name	Organization

2. List of Apologies

Name	Organization

3. Main action points

Action Point	Responsible

4. Minutes

- TIME – TITLE
- 10.20 – Partners presentation
 -

1

ToDrinQ Minutes Meeting Name

Figure 5: Minutes template

3.2 Agenda


www.todring.eu

ToDrinQ XXXX MEETING - AGENDA

XXXX meeting, MONTH XX, 20XX
 Location: XXXX
 Link: XXX

Contact person:
 Full name – Email – Phone Number

Meeting time
 DAY MONTH XX ,TIME (TIMEZONE)

DATE
 Room: XXX

START	END	SUBJECT	PRESENTER	DUR.
9:30	9:45			0:15
9:45	10:15			0:30
10:15	11:45			1:30
11:45	12:15	Coffee break		0:30
12:15	12:45			0:30
12:45	13:05			0:20
13:05	13:35			0:30
13:35	14:35	Lunch break		1:00
14:35	15:05			0:30
15:05	15:35			0:30
15:35	16:05			0:30
16:05	16:30	Coffee break		0:25
16:30	16:50			0:20
16:50	17:10			0:20
17:10	17:30			0:20

1

ToDrinQ Agenda Meeting Name

Figure 6: Agenda template

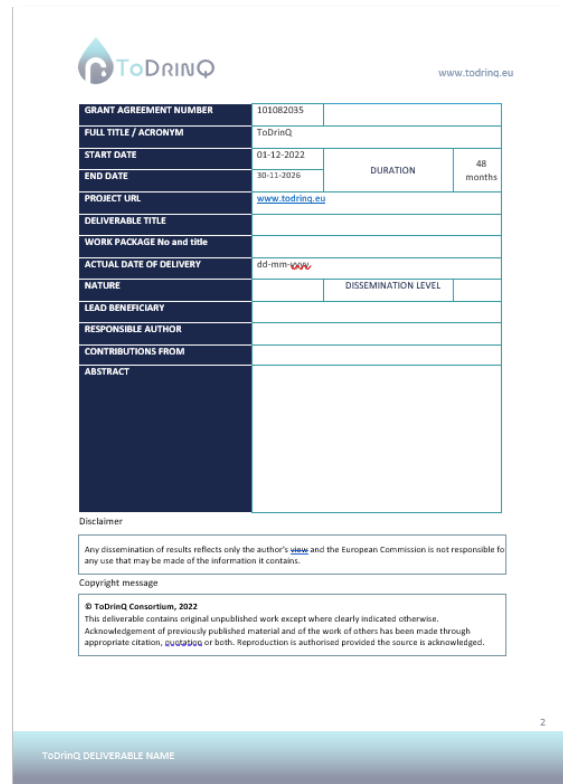
3.3 Deliverable




Deliverable Title
 Deliverable X.X
 WPX

Author:
 Date: dd-mm-~~XXXX~~

 **Funded by the European Union**



www.todring.eu

GRANT AGREEMENT NUMBER	101082035		
FULL TITLE / ACRONYM	ToDrinQ		
START DATE	01-12-2022	DURATION	48 months
END DATE	30-11-2026		
PROJECT URL	www.todring.eu		
DELIVERABLE TITLE			
WORK PACKAGE No and title			
ACTUAL DATE OF DELIVERY	dd-mm- XXXX		
NATURE		DISSEMINATION LEVEL	
LEAD BENEFICIARY			
RESPONSIBLE AUTHOR			
CONTRIBUTIONS FROM			
ABSTRACT			

Disclaimer

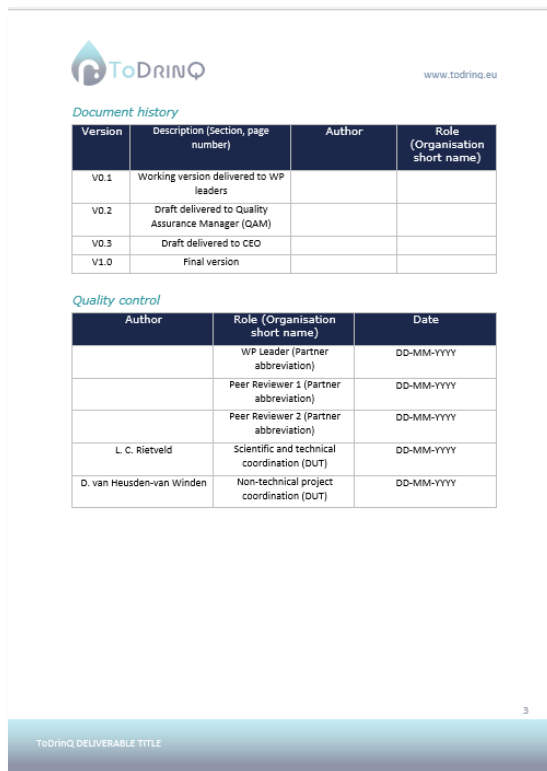
Any dissemination of results reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

Copyright message

© ToDrinQ Consortium, 2022
 This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. Reproduction is authorised provided the source is acknowledged.

2

ToDrinQ DELIVERABLE NAME



www.todring.eu

Document history

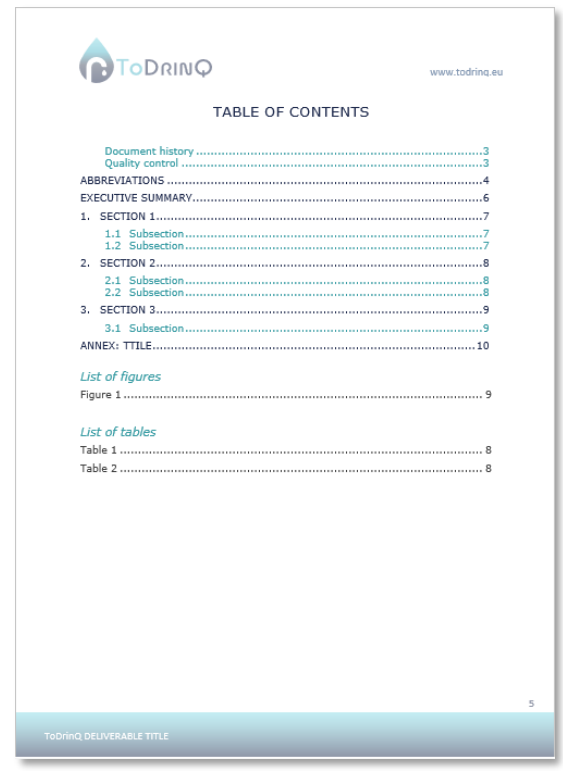
Version	Description (Section, page number)	Author	Role (Organisation short name)
V0.1	Working version delivered to WP leaders		
V0.2	Draft delivered to Quality Assurance Manager (QAM)		
V0.3	Draft delivered to CEO		
V1.0	Final version		

Quality control

Author	Role (Organisation short name)	Date
	WP Leader (Partner abbreviation)	DD-MM-YYYY
	Peer Reviewer 1 (Partner abbreviation)	DD-MM-YYYY
	Peer Reviewer 2 (Partner abbreviation)	DD-MM-YYYY
L. C. Rietveld	Scientific and technical coordination (DUT)	DD-MM-YYYY
D. van Heusden-van Winden	Non-technical project coordination (DUT)	DD-MM-YYYY

3

ToDrinQ DELIVERABLE TITLE



www.todring.eu

TABLE OF CONTENTS

Document history 3

Quality control 3

ABBREVIATIONS 4

EXECUTIVE SUMMARY 6

1. SECTION 1 7

 1.1 Subsection 7

 1.2 Subsection 7

2. SECTION 2 8

 2.1 Subsection 8

 2.2 Subsection 8

3. SECTION 3 9

 3.1 Subsection 9

ANNEX: TITLE 10

List of figures

Figure 1 9

List of tables

Table 1 8

Table 2 8

5

ToDrinQ DELIVERABLE TITLE



Figure 7: Collage with screenshots from Deliverable template

3.4 Power Point

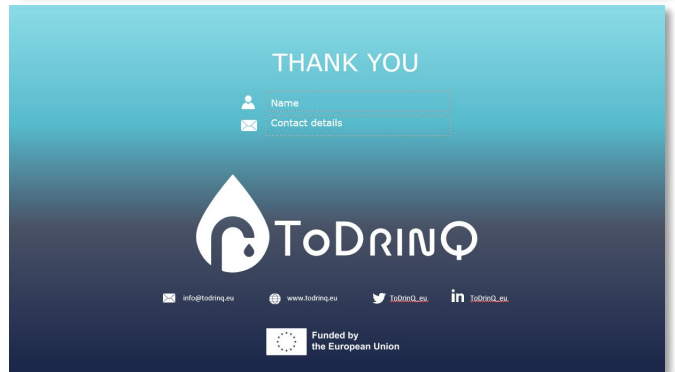
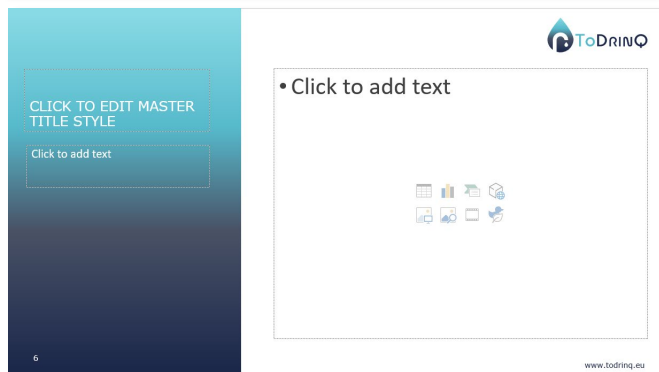
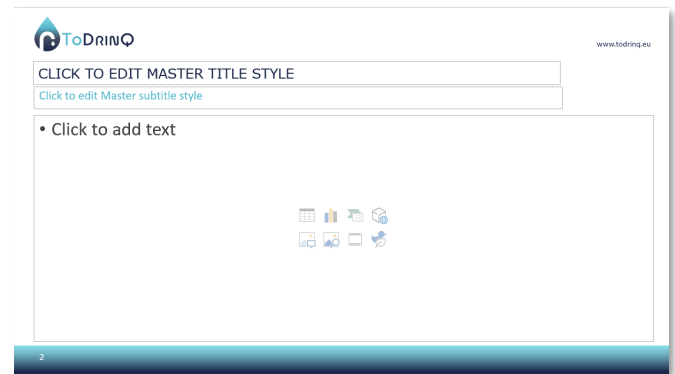


Figure 8: Collage with screenshots from Power Point template

4. ToDrinQ Style Guide

To ensure that the project has a well-coordinated visual identity and a consistent look and feel across all channels, the communications team of ToDrinQ project developed a detailed style guide that defines the way the logo can be used, the colour palette and the typography of the project, featuring specific guidelines for each case.

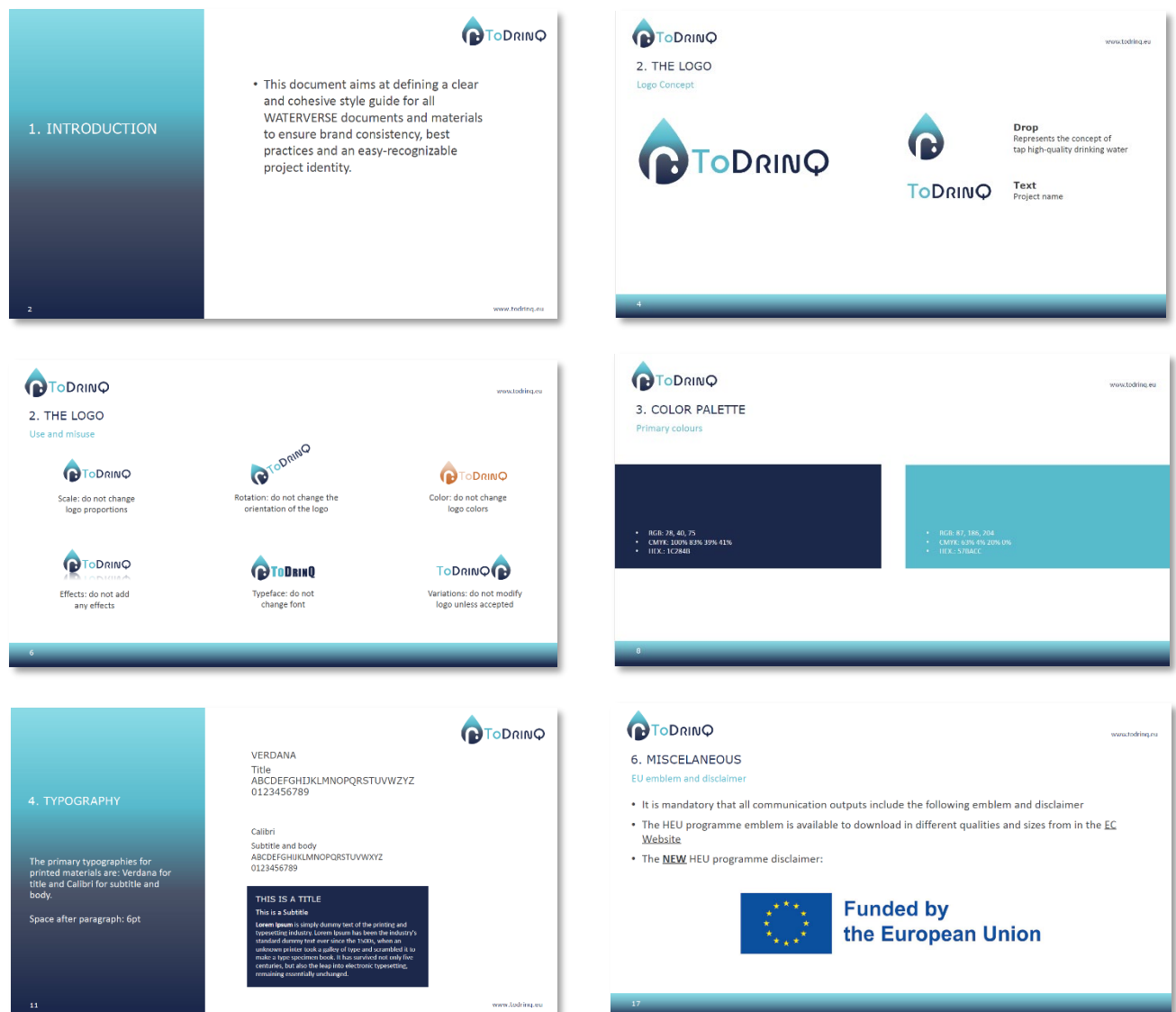


Figure 9: Collage with some screenshots from style guide

5. ToDrinQ social media

Social media presence is vital for the project to reach its target audiences and achieve its communication and dissemination objectives. In a social media landscape of ample media platforms available, ToDrinQ will make use of two powerful channels: Twitter and LinkedIn.

The project aims to reach a wide range of stakeholders, and, thus, [Twitter](#) and [LinkedIn](#) have been identified and selected as the best means to reach out to its target groups. Since the project’s launch, Twitter and LinkedIn accounts have been set up, following the brand visual identity of the project. In both accounts, the logo of the project has been used for the main picture, while another visually appealing picture is used for the background in both accounts, creating a consistency in the style of the project and keeping the accounts recognisable to its followers.



Figure 11: Twitter page

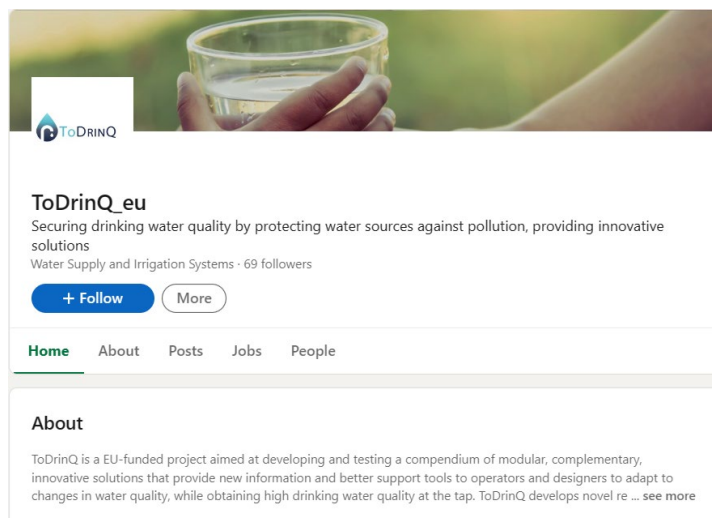


Figure 10: LinkedIn page

Conclusion

The aim of Deliverable D8.1 is to present all the materials created to build a strong brand identity for the ToDrinQ project and to facilitate the promotion and dissemination of the project's activities and developments in an easily understandable, engaging, and appealing way.

This report provides detailed information on all the work done for creating the ToDrinQ brand identity and the online branding developed.

The portfolio of these materials will be further updated and expanded according to the project's results, the developments, and the emerging needs for engaging and strengthening the partners' interaction with the targeted stakeholders of the project.

All these materials are to be used by the ToDrinQ project partners and they are available on the project's internal repository.

Annex 1: Templates and style guide

The aim of Deliverable D8.1 is to present all the materials created to build a strong brand identity for the ToDrinQ project and to facilitate the promotion and dissemination of the project's objectives and developments in an easily understandable, engaging, and appealing way. This report provides detailed information on all the work done for creating the ToDrinQ brand identity and the online branding developed.



ToDrinQ Agenda
template.docx



ToDrinQ Del.
template.docx



ToDrinQ Minutes
template.docx



ToDrinQ PPT
Template_final.pptx



ToDrinQ
styleguide.pptx

The revised EU Drinking Water Directive promotes a risk assessment and risk management approach for securing drinking water supply in the context of climate change and increased pollution. However, this approach is challenged by insufficient information that is available to operators, especially in real time, on compounds and organisms of emerging concern, such as pesticides, pharmaceuticals, disinfection by-products, heavy metals and pathogenic microorganisms. We argue that if drinking water treatment could leverage novel technologies and design philosophies, and more agile operational actions could be supported, drinking water supply systems could become more adaptable and robust without expensive infrastructural investments. In this context, ToDriNq develops and tests a compendium of modular, complementary, innovative solutions (the 'ToDriNq Toolkit') that provide new information and better support tools to operators and designers to adapt to (short- and long-term) changes in water quality, while obtaining high drinking water quality at the tap. ToDriNq develops novel real time sensing and water quality monitoring technologies, innovative treatment systems (especially suitable for small-scale/modular, adaptable treatment plants) and interoperable decision tools that support resilient, evidence-based treatment plant design and improved overall water system operational awareness and response.



**Funded by
the European Union**