



Horizon 2020
Programme

Sun-To-X

Research and Innovation Action (RIA)

This project has received funding from the European
Union's Horizon 2020 research and innovation programme
under grant agreement No 883264

Start date : 2020-09-01 Duration : 42 Months



Visual identity, project website and social media accounts

Authors : Mrs. Clea PRIETO (LGI)

Sun-To-X - Contract Number: 883264

Project officer: Charles-André Lemaire

Document title	Visual identity, project website and social media accounts
Author(s)	Mrs. Clea PRIETO
Number of pages	19
Document type	Deliverable
Work Package	WP8
Document number	D8.2
Issued by	LGI
Date of completion	2020-11-02 15:49:52
Dissemination level	Public

Summary

This deliverable describes Sun-To-X?s visual identity (logo and templates). The document also presents the website and the social media accounts (Twitter and LinkedIn) that will be used for communication and dissemination purposes throughout the project.

Approval

Date	By
2020-11-02 15:52:10	Dr. Gabor SZENDRO (LGI)
2020-11-03 11:46:06	Mrs. Hannah JOHNSON (Toyota Motor Europe)

Table of contents

1. Development of Sun-To-X visual identity	7
1.1. Project logo.....	7
1.2. Logo versions.....	7
1.3. Fonts	8
1.3.1. Logo	8
1.3.2. Documents and printed materials.....	8
1.3.3. Website	8
1.4. Colour palette.....	8
1.5. Project presentation.....	9
1.6. Deliverable template	10
1.7. EU funding and acknowledgement	10
2. Design of the Sun-To-X website.....	11
2.1. Homepage	11
2.2. The Sun-To-X project.....	13
2.3. Objectives and expected impacts.....	15
2.4. Project partners.....	15
2.5. News and events	17
2.6. Resources	18
2.7. Results	19
2.8. Partner area.....	19
2.9. Other considerations.....	20
3. Social media accounts	20
3.1. Sun-To-X LinkedIn account	20
3.2. Sun-To-X Twitter account.....	21

List of figures

Figure 1: Sun-To-X logo	7
Figure 2: Greyscale version of the logo	7
Figure 3: Dark background version of the logo	8
Figure 4: Sun-To-X presentation template	10
Figure 5: Sun-To-X deliverable template.....	10
Figure 6: EU emblem	11
Figure 7: The website homepage	12
Figure 8: The Sun-To-X project page	14
Figure 9: Objectives and expected impacts page.....	15
Figure 10: Project partners page	16
Figure 11: News page	17
Figure 12: Events calendar page.....	18
Figure 13: Resources page.....	19
Figure 14: Results page	19
Figure 15: Sun-To-X collaboration platform access.....	20
Figure 16: Sun-To-X collaboration platform dashboard.....	20
Figure 17: Sun-To-X LinkedIn page.....	21
Figure 18: Sun-To-X Twitter account.....	22

List of tables

Table 1: Sun-To-X colour scheme	9
---------------------------------------	---



1. Sun-To-X visual identity

A visual identity was developed at the beginning of the project to ensure brand consistency, recognition and visibility. This visual identity includes a logo, a colour palette, a typography, a presentation template and a deliverable template. Later on during the project a project flyer and roll-up will be designed and distributed at different events and conferences to promote the Sun-To-X project. All the visual elements described below have been made available in the folder “templates” of the [project partner area](#).

1.1. Project logo

In the first month of the project, several logo versions were designed and reviewed, with the aim to represent as best as possible the project in a clear and understandable way. Two options were presented at the kick-off meeting and the version below was selected by the consortium.



Figure 1: Sun-To-X logo

Prior to creating the logo, the topics of solar energy and renewable (green) fuels were considered which resulted in the colour scheme chosen for Sun-To-X visual identity. The logo uses five different colours: the yellow and red colours to represent solar energy, the two nuances of green to illustrate clean carbon-free energy and a grey colour to convey the idea of transformation.

The letter ‘o’ is depicted as a circle with arrows to highlight the fact that the project will help transition towards a circular economy by using the carbon-free liquid fuel Hydrosil for the valorisation of waste plastics. The arrow in which the word to is represented reflects the idea of transformation of solar energy into Hydrosil.

The tagline “Solar Energy for Carbon-Free Liquid Fuel” was added below the logo to highlight the objective of the project.

The logo will be included in all documentation and promotional materials and will guarantee the visual identity of the project. Tips on how the use the project logo will be included in the Dissemination and Communication Handbook that will be distributed to all partners in M4.

1.2. Logo versions

A greyscale and a dark background version of the logo has also been created to accommodate different materials.



Figure 2: Greyscale version of the logo



Figure 3: Dark background version of the logo

1.3. Fonts

1.3.1. Logo

The logo uses the Helvetica Neue font family.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789?.,: /+ - @

1.3.2. Documents and printed materials

For Microsoft Office documents the fonts chosen are Calibri for the text and Roboto for the titles.

- **Calibri** for body text
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789?.,: /+ - @
- **Roboto** in bold for headers and titles
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?.,: /+ - @

1.3.3. Website

The website uses Monserrat and Source Sans Pro.

1.4. Colour palette

As mentioned in section 1.1, the colour scheme was chosen based on consideration of the project goals, namely using solar energy to produce a green fuel.

- The green nuances are used to illustrate the idea of a carbon-free fuel. The green colour symbolises nature and is often associated with hope.
- The orange and yellow colours are used to represent solar energy. These colours are often associated with the ideas of power and energy.
- The grey colour is used to highlight the idea of a transformation process (from solar energy to Hydrosil). It gives a classic, serious and neutral look to the logo.

Below are the colours used for the visual identity.






	Colour	Hexa	RGB	CMYK
	Dark green	#349319	52,147,25	65,0,83,42
	Light green	#63af27	99,175,39	43,0,78,31
	Orange	#e0630e	224,99,14	0,56,94,12
	Yellow	#fbd700	251,215,0	0,14,100,2
	Grey	#4d4d4d	77,77,77	0,0,0,70

Table 1: Sun-To-X colour scheme

1.5. Project presentation

A presentation template was prepared during the first month of the project to build the Sun-to-X brand. The template is available on the internal collaboration platform that will be used for the project: <https://app.flexx.camp/s2x-ecm>.

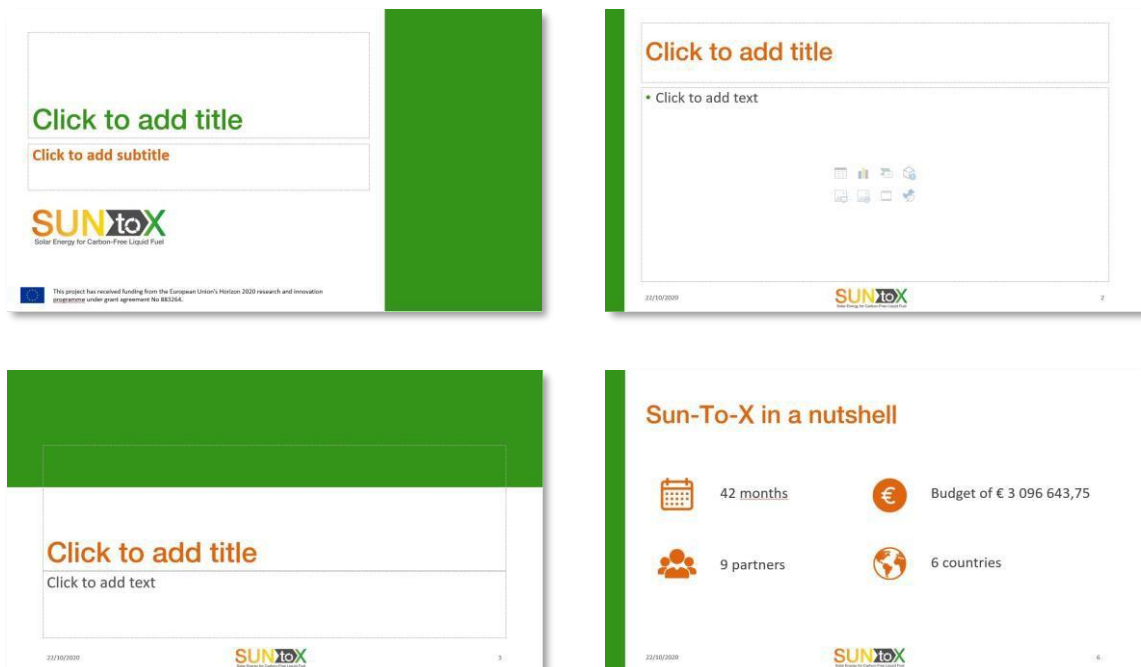




Figure 4: Sun-To-X presentation template

1.6. Deliverable template

A deliverable template was prepared to ensure brand consistency in the deliverables submitted to the EC.

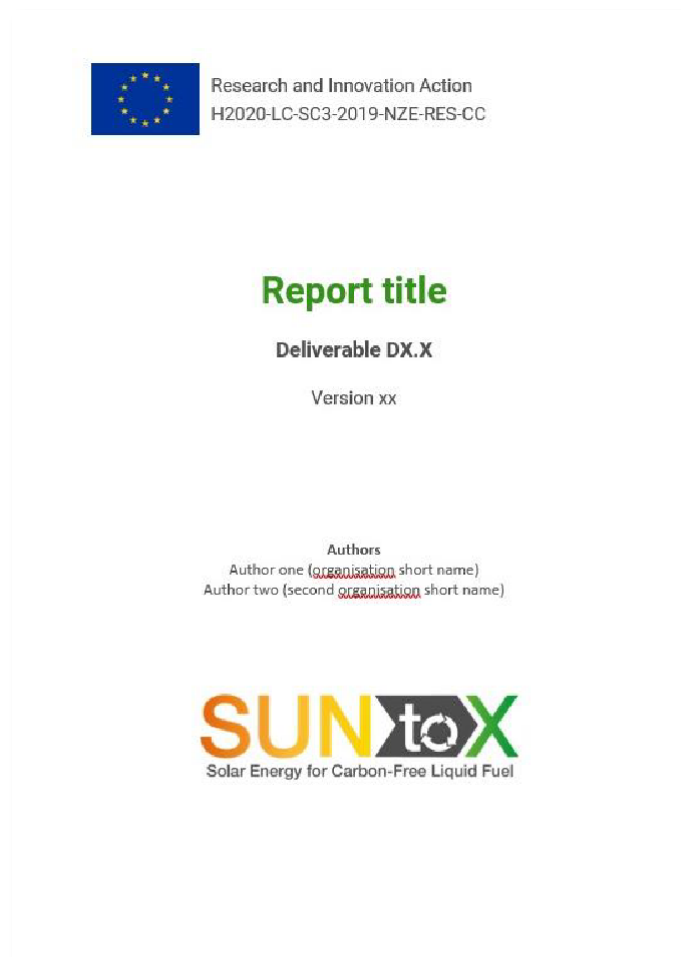


Figure 5: Sun-To-X deliverable template

1.7. EU funding and acknowledgement

According to article 29.4 of Sun-To-X grant agreement, all communication and dissemination materials will display the EU emblem and include the text below:





Figure 6: EU emblem

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 883264.

2. Sun-To-X website

The Sun-To-X public website (<http://sun-to-x.eu/>) was officially launched in October 2020. It will be the main communication channel of the project and it will be updated on a regular basis according to the communications plan that will be delivered in M4.

The public website is expected to contribute to the specific communication and dissemination objectives of the project:

- Widely promote and ensure the visibility of the Sun-To-X project
- Inform and educate citizens and key decision-makers about the benefits of converting sunlight into storable chemical energy in a context of energy demand growth and mitigation of climate change
- Disseminate the knowledge and results achieved in Sun-To-X to the project's stakeholders
- Foster collaboration between researchers, industrials and policymakers with expertise in renewables and solar fuel technologies
- Contribute to the first "Global Solar Fuels Roadmap" based on the results of Sun-To-X and in line with the Mission Innovation Challenge 5 (IC5)

The website will disseminate key messages to target audiences, publish news related to the project, promote events of interest, and make available all the public deliverables, the newsletters and the publications produced in the framework of the Sun-To-X project.

To make sure users understand the Sun-To-X project when visiting the website, this platform will address the following questions:

- What the project is about
- What the objectives and expected impacts of the project are
- Who the project partners are
- What the latest news and events are
- What the outputs of the project are

Google Analytics will be used to monitor visits to the website. The statistics provided by Google Analytics will help us adapt the website structure if needed.

2.1. Homepage

The website homepage gives an overview of the Sun-To-X project. The key information can be found in the header and/or the different sections. A user that lands on the Sun-To-X website homepage will have direct access to:

- The activities that will be carried out in the Sun-To-X project

- The expected impacts and objectives
- The project partners
- The latest news and upcoming events
- All published reports
- All publications, newsletters and promotional materials produced in the project
- The link to the partner area

A section encouraging visitors to subscribe to the Sun-To-X newsletter has also been added.

The footer, which is visible on all pages of the website, contains the EU funding acknowledgement. It also contains quick links to Sun-To-X social media, to the partner area and to the newsletter subscription form.

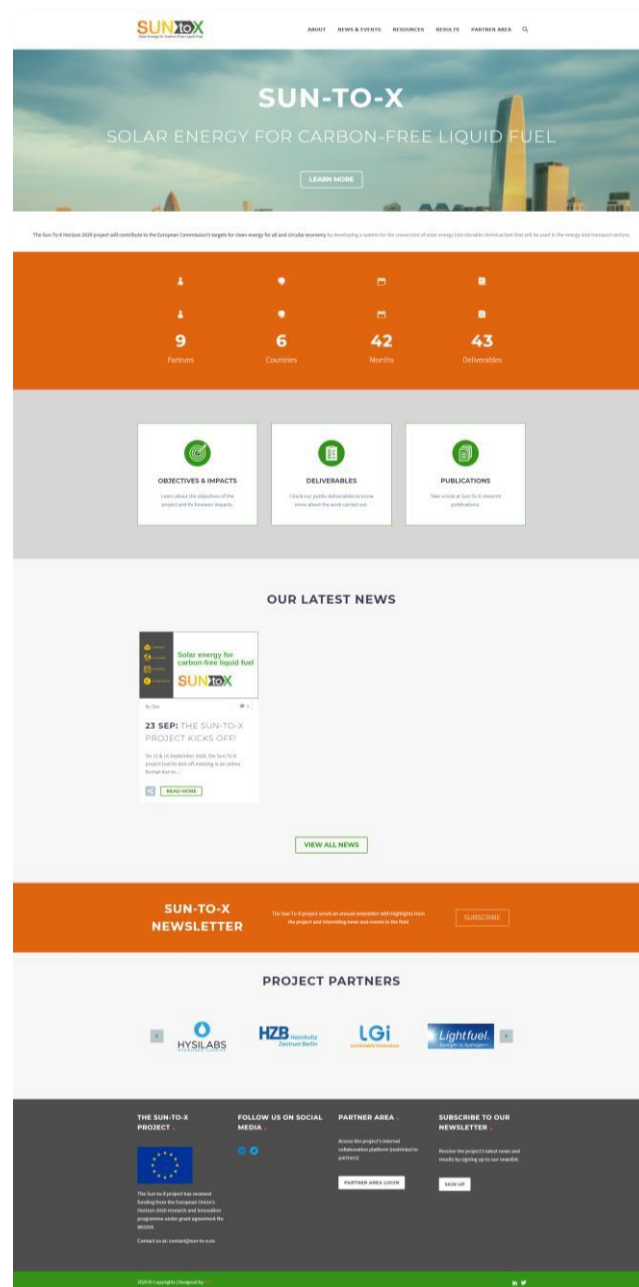


Figure 7: The website homepage



2.2. The Sun-To-X project

This page presents the Sun-To-X project to users that come to the website. The page contains:

- A brief explanation about the project
- The steps that will be followed
- A paragraph explaining why the Sun-To-X approach is innovative
- The structure/organisation of the project
- A carousel showing the project partners logos with link towards their websites



THE SUN-TO-X PROJECT

SUN-TO-X IN A NUTSHELL

The Sun-to-X project focuses on using solar energy to produce a carbon-free, non-toxic, energy-dense, liquid fuel -Hydrosil-, with very good long-term stability, which is applicable in the transport and energy sectors. This unique carbon-free fuel can store large amounts of hydrogen, can be regenerated after use, does not use rare materials and has a very low impact on environment.

The Sun-to-X consortium proposes the energy storage system described in the figure below, where Hydrosil is synthesised through the use of solar energy, ambient water (captured from humidity and rain) and a rechargeable silica liquid. In addition, the consortium will demonstrate the use of the Hydrosil molecule in waste plastic valorisation towards a circular economy.

Diagram: The process starts with 'Captured from air (humidity or rain)' leading to 'Producing clean H₂' using 'Solar generated electron-hole pairs'. This produces 'H₂' and 'O₂'. The 'H₂' is then 'Storing H₂ in a liquid' using 'Concentrated solar heating' and a 'Si precursor'. This results in 'Hydrosil'. 'Hydrosil' is then used for 'Mobility & transport', 'Energy storage', and 'Industry & heating'. 'Hydrosil' is also used for 'Recycling plastics' to produce 'Hydrocarbon fuels'. 'Recycling plastics' also takes 'Plastic waste' as input. 'Recycling Si precursor' is shown as a feedback loop from 'Hydrosil' and 'Recycling plastics' back to the 'Si precursor' input.

Advantages of using the Hydrosil molecule for energy storage and transport:

- ★ Carbon-free
- ★ Non-toxic
- ★ Stable and liquid at ambient conditions
- ★ Allows the storage of large amounts of hydrogen
- ★ It's recyclable

STEPS

- STEP 1**
Produce hydrogen as chemical intermediate through a photoelectrochemical device.
- STEP 2**
Convert hydrogen to Hydrosil through a thermochemical reaction.
- STEP 3**
Use Hydrosil for the valorisation of waste plastics.

WHAT'S NEW?

- STEP 1: We will use membrane photoelectrode assemblies that can operate with solar energy using only ambient humidity as the water supply.
- STEP 2: We will develop reactors for the renewable production of Hydrosil for the first time.
- STEP 3: We will demonstrate a completely decarbonised energy cycle with liquid fuels to transition to a circular economy.

STRUCTURE

WP1 WP2 WP3 WP4 WP5 WP6 WP7 WP8

HZB Helmholtz Zentrum Berlin

This work package is led by the Helmholtz-Zentrum Berlin (HZB) and its main objective is to fabricate porous photoanode assemblies.

PROJECT PARTNERS

The project, coordinated by Toyota Motor Europe, gathers 9 partners from 5 different countries.

CEA DIFFER ENGIE

To find out more about Sun-To-X partners, visit our [project partners page](#).

Figure 8: The Sun-To-X project page

2.3. Objectives and expected impacts

This page presents the Sun-To-X objectives as well as its expected impacts. The expected impacts are presented with hover over boxes. The different impacts are listed in these boxes and when users hover over them, they will see how the project plans to make that impact.



Figure 9: Objectives and expected impacts page

2.4. Project partners

This website section provides a description of each one of the project partners with links towards their websites in case the user would like to find out more about them.



The Sun-To-X consortium is led by Toyota Motor Europe in collaboration with leading industry, research government organisations and academia in the solar fuel sector. The project gathers 9 partners from 5 different countries.

PROJECT PARTNERS

TOYOTA

The Toyota Technical Centre is home to the European R&D of Toyota Motor Corporation, Japan - a global automotive company. The R&D team works on the design of body, powertrain, chassis, electronics and advanced technologies such as new energy vectors (fuel cells, batteries, solar energy). Solar fuel production has been researched in the company since 2017 through both in-house testing and collaboration with members of the Sun-to-X consortium.

CEA

Research in CEA will be carried out in 3 laboratories located in two institutes:

- 1) the laboratory of Chemistry and Biology of Metals (LCBM), co-operated by the University Grenoble Alpes, the CNRS and the Fundamental Research Division of CEA
- 2) the laboratory "Systèmes Moléculaires et Catalyseurs pour l'Energie et la Santé (SYMSIST)"
- 3) the laboratory of Catalysis and Molecular Chemistry for Energy (LCMCE) group based in the CEA Saclay and included within the University Paris Saclay.

LCBM and SYMSIST gather biochemists, synthetic, spectroscopic & theoretical chemists as well as materials scientists with a shared interest in providing new insights into the functions, structure and chemical reactivity of complex architectures for energy conversion. This research results in new concepts and applications in electrochemical energy storage, photoelectrochemistry, electrocatalysis and photocatalysis for hydrogen production and uptake.

DIFFER

The Dutch Institute for Fundamental Energy Research NWO is one of nine research institutes of the Netherlands Organisation for Scientific Research NWO funded by the Dutch Ministry of Education, Culture and Science.

The Mission of NWO-i is to perform leading fundamental research on materials, processes and systems for a global sustainable energy infrastructure in close partnership with Academia and Industry. The NWO-i program contains two program lines: Fusion and Solar Fuels. Both programs are designed to meet the challenging EU CO2 emission reduction targets by developing CO2 neutral energy technology solutions through basic, cross-disciplinary research.

ENGIE

ENGIE develops its business (electricity, natural gas, new energies and services) providing highly efficient and innovative energy and services solutions to residential, commercial and industrial customers.

With a view to take a lead within the Energy Transition in Europe, ENGIE is highly involved in the development of sustainable and renewable energies from their production to their uses in cities and territories. The Group provides efficient and innovative solutions based on its expertise in five key sectors: renewable energy, energy efficiency, energy storage, natural and renewable gas (including hydrogen) and digital technologies.

Hydrogen as a way to store and valorise at local scale large amounts of renewable energy and turning hydrogen into a hydrocarbon with CO2 as building block is studied within ENGIE through different pilot plants.

EPFL

The École polytechnique fédérale de Lausanne (EPFL) is an engineering college active in education and research. It covers disciplines ranging from the Basic Sciences to Engineering, Architecture and the Life Sciences.

EPFL is a public institution founded in 1889, mainly funded by the Swiss Confederation. It welcomes students, professors and collaborators of more than 120 nationalities. EPFL collaborates with an important network of partners, including other universities and colleges, secondary schools and gymnasiums, industry and the economy, decision makers and the general public, in order to have a real impact on society.

HYSILABS

The company was created in 2015 from a chemical discovery at Aix-Marseille University. The researchers team at the university worked on the technology since 2008 before it was transferred to Hysilabs in 2015.

The company is mainly developing processes in the energy field:

- chemical processes related to the charge and discharge of a hydrogen liquid carrier
- mechanical devices executing the developed chemical processes

HZB

The Helmholtz-Zentrum Berlin (HZB) is a member of the Helmholtz Association, Germany's largest scientific organisation where more than 40,000 staff members work to solve society's grand challenges in the fields of Energy, Aeronautics, Space and Transport, Earth and Environment, Health, Key Technologies, and Future.

HZB's research portfolio includes photoelectrochemical solar cells, solar fuels, quantum materials, and electrochemical energy conversion and storage materials. It also operates the BESSY II synchrotron facility, where the Energy Materials to Solar Lab (EMSL) and the Berlin Joint Lab for Electrochemical Interfaces offer state-of-the-art facilities for research on energy materials. Every year around 3,000 scientists use the HZB infrastructure facilities.

LGI

LGI is a French consultancy, founded in 2005. It offers the following services:

1. Project development and management
2. Communication and dissemination through an in-house communications agency
3. IT developments through an in-house IT dev team
4. Strategy and innovation studies

LGI has a positioning in high-tech sectors: energy, transport, security, and environment. The firm's strategic marketing approach is based on insights into both advanced technological developments and novel business models, with innovation at the heart of the process. LGI has developed a recognised expertise on business modelling, technologies and market assessments, especially in the sectors of energy, environment, and ICT. LGI is used to lead the work packages in the EU projects on the company's areas of expertise such as innovation management, market, exploitation, financial analysis and technology assessments.

LIGHT FUEL

Light Fuel's photoanode technology enables sunlight to produce hydrogen from water with less or even no electricity. Light Fuel further develops and manufactures photoelectrochemical cells and solar-assisted electrolyzers that employ their photoanodes, or more broadly photoelectrodes, to produce solar hydrogen as well as other electrolysis products.

Figure 10: Project partners page



2.5. News and events

This section will be dedicated to publishing news and events related to the project. The section contains:

- A page dedicated to the Sun-To-X news that will gather information on the progress of the project
- An events calendar with the most relevant events for the Sun-To-X community. 10 events have already been identified and added to the Sun-to-X events calendar.



Figure 11: News page



Figure 12: Events calendar page

2.6. Resources

This page will gather all the publications done in the framework of the project. It will also include all promotional materials (flyer, roll-up, campaigns visuals, etc). Project newsletters will also be made available on this page.

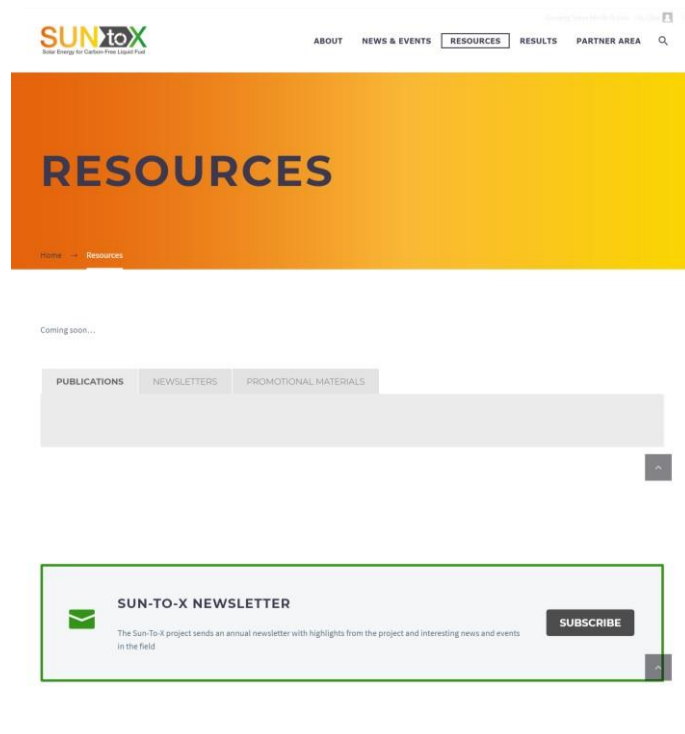


Figure 13: Resources page

2.7. Results

This page will contain all the public deliverables of the project organised by WP.

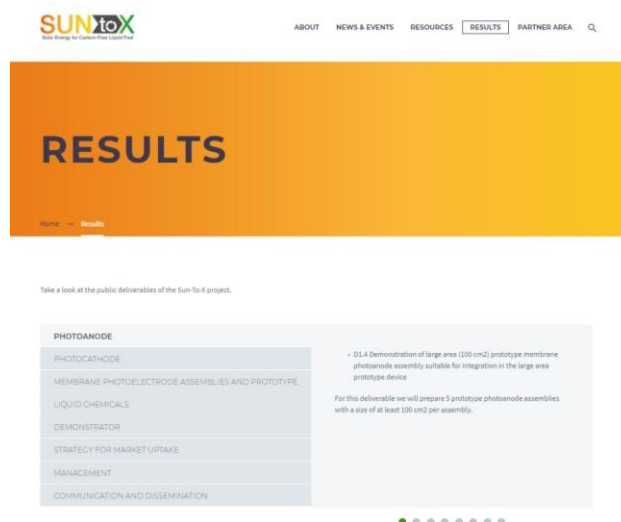
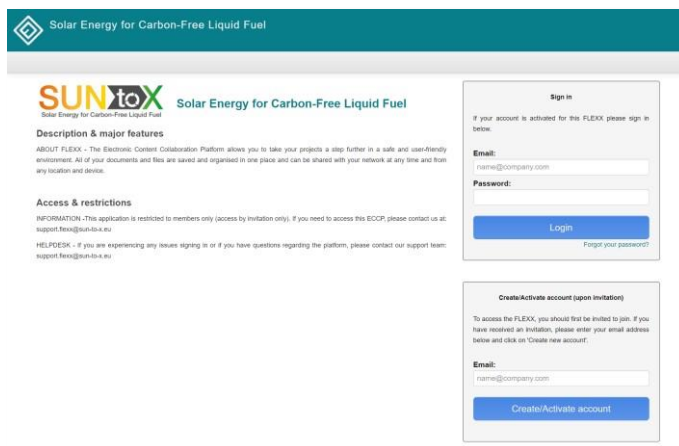


Figure 14: Results page

2.8. Partner area

The last section of the main website menu will contain a link towards the internal collaboration platform that partners will use during the project. This platform enables users to share documents, monitor project progress with a user-friendly workflow and contact partners involved in a specific WP.



Solar Energy for Carbon-Free Liquid Fuel

SUNtoX Solar Energy for Carbon-Free Liquid Fuel

Description & major features

ABOUT FLEXX - The Electronic Content Collaboration Platform allows you to take your projects a step further in a safe and user-friendly environment. All of your documents and files are saved and organised in one place and can be shared with your network at any time and from any location and device.

Access & restrictions

INFORMATION - This application is restricted to members only (access by invitation only). If you need to access the ECOP, please contact us at support.flexx@sun-to-x.eu

HELPDESK - If you are experiencing any issues signing in or if you have questions regarding the platform, please contact our support team: support.flexx@sun-to-x.eu

Sign in

If your account is activated for this FLEXX please sign in below.

Email:

Password:

Login

[Forgot your password?](#)

Create/Activate account (upon invitation)

To access the FLEXX, you should first be invited to join. If you have received an invitation, please enter your email address below and click on 'Create new account'.

Email:

Create/Activate account

Figure 15: Sun-To-X collaboration platform access

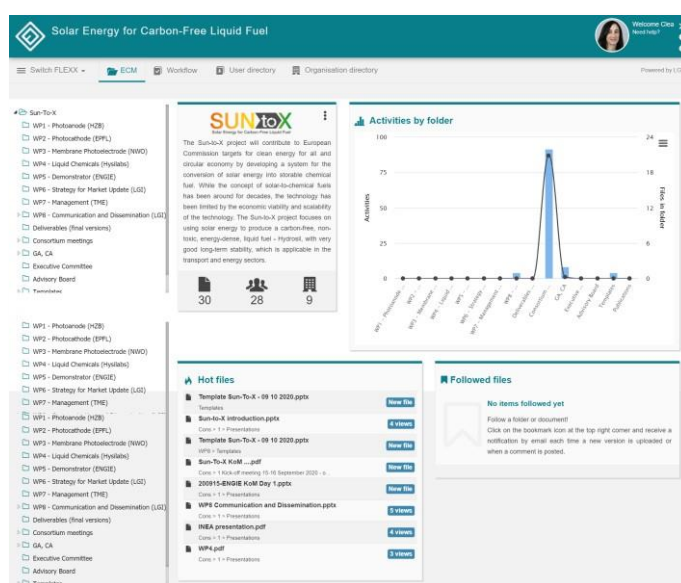


Figure 16: Sun-To-X collaboration platform dashboard

2.9. Other considerations

The Sun-To-X website is fully responsive, adjusting the design display based on the screen size of the device it is viewed on, regardless if it is a desktop, a table or a mobile phone. The website is also compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome.

3. Social media accounts

The Sun-To-X social media accounts will be used to increase awareness of the project, communicate and disseminate key results, and interact with different stakeholders. The strategy for using social media will be detailed in the dissemination and communication plan. Tips to help project partners make the most out of social media to promote the Sun-To-X project will be included in a Dissemination and Communication Handbook to be distributed in M4.

3.1. Sun-To-X LinkedIn account



A LinkedIn account was created for the kick-off meeting in September: **Sun-To-X**. The objectives identified for LinkedIn are the following:

- To build an online Sun-To-X community
- To disseminate scientific knowledge in the field of renewables and solar fuel technologies
- To share Sun-To-X news, events of interest and other content generated in the framework of the project

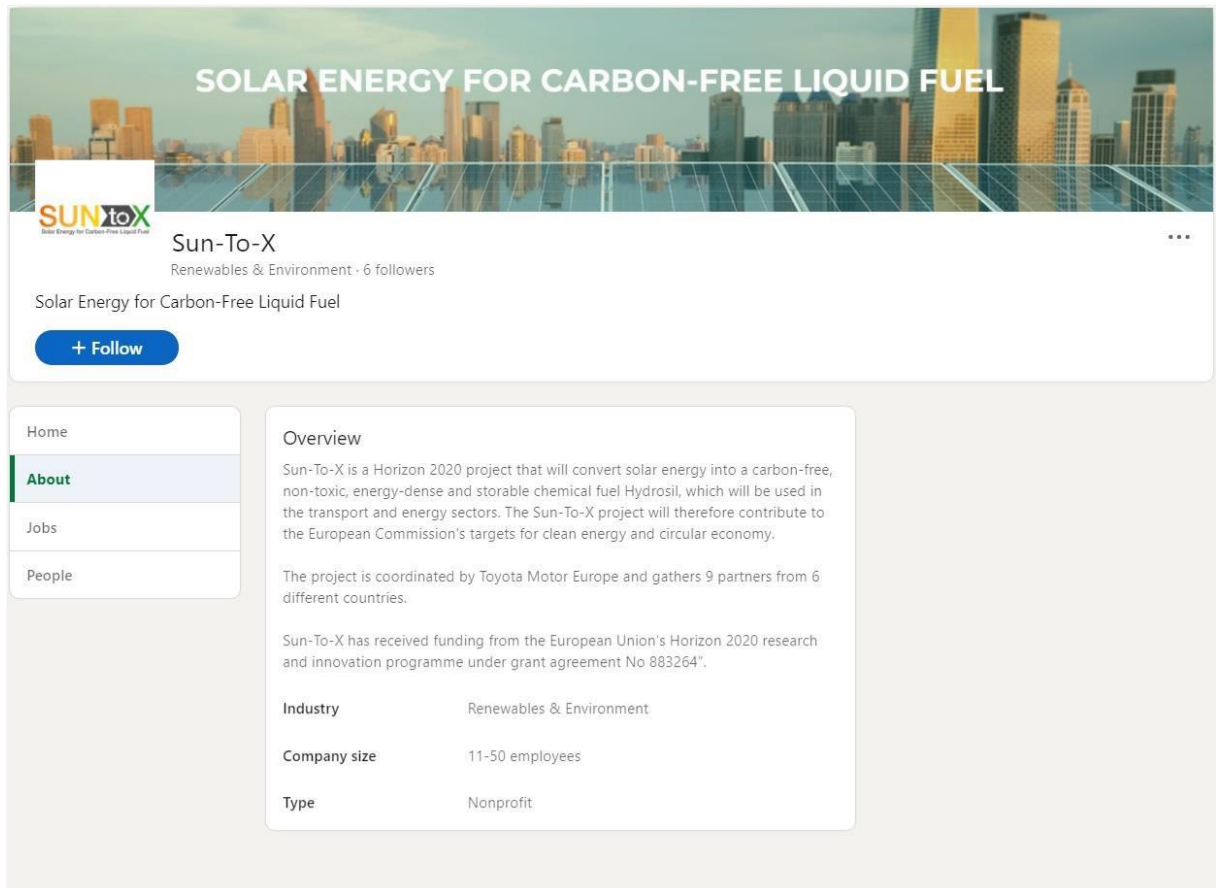


Figure 17: Sun-To-X LinkedIn page

3.2. Sun-To-X Twitter account

A Twitter account was created for the kick-off meeting in September: **@SunToX_H2020**. The objectives set for Twitter are the following:

- To interact and engage with target audiences
- To disseminate scientific knowledge in the field of renewables and solar fuel technologies
- To share Sun-To-X news, events of interest and other content generated in the framework of the project

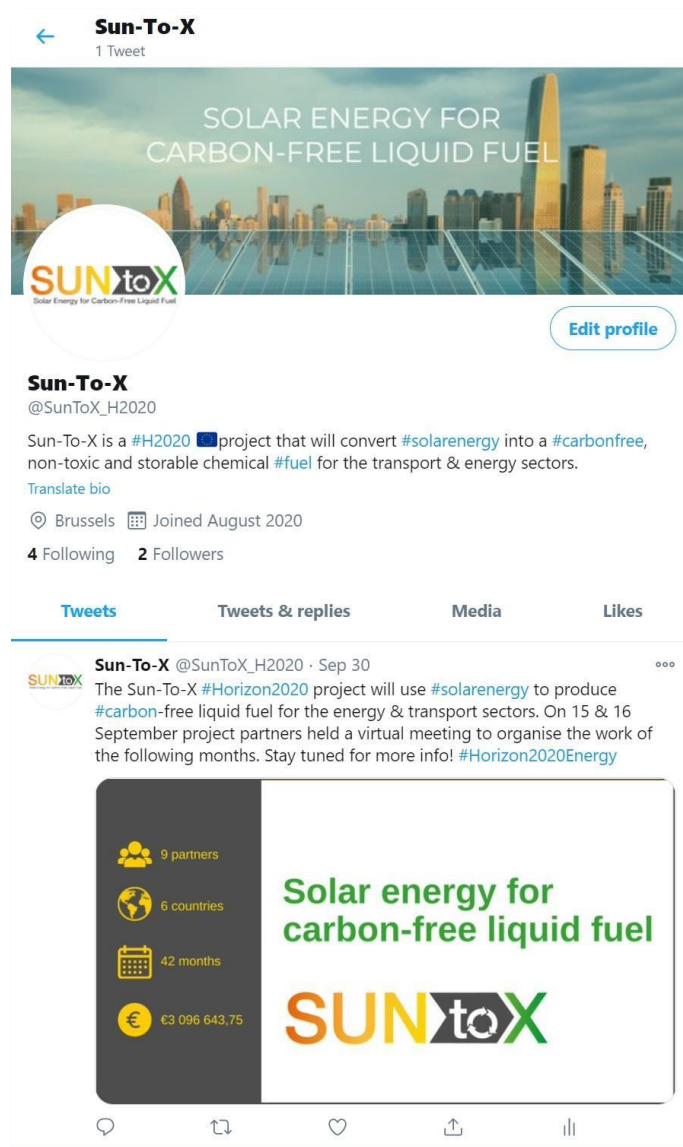


Figure 18: Sun-To-X Twitter account

Conclusion

The Sun-To-X visual identity was prepared at the beginning of the project to meet the consortium needs. Partners should refer to this document when preparing communication and dissemination materials to promote the project and present it at conferences, events, workshops, meetings, etc.

The website was designed in the first two months of the project and was officially launched end of October 2020. The website will be the main communication channel to promote the Sun-To-X project, present its objectives and expected impacts, publish news and announce events of interest for the Sun-To-X community and gather all publications and deliverables produced in the project.

The social media accounts will be used to create an online community with an interest in solar energy and solar fuels and interact with key stakeholders and European citizens. The accounts will be updated on a regular basis and the results will be monitored to identify aspects where there is room for improvement.

The main guidelines of this document will also be included in a Dissemination and Communication Handbook produced by LGI. The general dissemination and communication strategy will be detailed in D8.1 Dissemination and Communication Plan.