

*Zero waste Heat vessel towards relevant Energy savings also thanks to IT technologies*



## D 6.2 | ZHENIT Communication material (poster, flyer, roll-up)

### WP6 – Dissemination, communication and Exploitation

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Clean and competitive solutions for all transport modes -  
Innovative on-board energy saving solutions



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## Document History

|                      |  |
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## Table of Contents

|     |  |    |
|-----|--|----|
| 1   | Introduction .....                           | 9  |
| 2   | ZHENIT Visual Identity .....                 | 10 |
| 2.1 | Logo.....                                    | 10 |
| 3   | Project Leaflet .....                        | 12 |
| 4   | Project Poster/Roll-Up.....                  | 17 |
| 5   | ZHENIT Website and Social Media Banner ..... | 18 |
| 6   | Conclusion .....                             | 19 |

## List of Figures

|  |    |
|--|----|
| Figure 2.1: ZHENIT initial logo used during the proposal phase ..... | 10 |
| Figure 2.2: ZHENIT official project logo .....                       | 10 |
| Figure 2.3: ZHENIT project logo design and color .....               | 11 |
| Figure 3.1: external and internal views of the ZHENIT leaflet.....   | 12 |
| Figure 3.2: ZHENIT flyer cover .....                                 | 13 |
| Figure 3.3: ZHENIT flyer first section .....                         | 14 |
| Figure 3.4: ZHENIT flyer second section .....                        | 14 |
| Figure 3.5: ZHENIT flyer third section .....                         | 15 |
| Figure 3.6: ZHENIT flyer fourth section.....                         | 16 |
| Figure 3.7: ZHENIT flyer fifth section .....                         | 16 |
| Figure 4.1: ZHENIT Poster .....                                      | 17 |
| Figure 5.1: ZHENIT website header .....                              | 18 |
| Figure 5.2: ZHENIT website footer .....                              | 18 |
| Figure 5.3: Social Media Banner .....                                | 18 |

## Abbreviation and Acronyms

| Acronym | Description                                |
|---------|--|
| M       | Month                                      |
| EU      | European Union                             |
| ICT     | Information and Communication Technologies |
| WH      | Waste Heat                                 |
| WHR     | Waste Heat Recovery                        |
| WP      | Work Package                               |

## Executive Summary

The ZHENIT Project aims to promote Waste Heat Recovery (WHR) as key and “ready-to-implement” solutions to achieve 2030 International Maritime Organisation and European Union targets for shipping sector decarbonization. ZHENIT goal is to fully untap “on-board WH potential” developing and validating WHR solutions at different temperature levels for different on-board services (cooling, power, desalination), thus promoting heat in different vessel processes.

The present document constitutes the Deliverable D6.2 “ZHENIT Communication material (poster, flyer, roll-up”, developed within Work Package (WP) 6, which and reports the process of design and preparation of the ZHENIT promotional material. According to that, the consortium started with the design and construction of the project’s visual identity (logo) as well as brochure and poster.

For visual identity, a catchy and effective logo should be standing for the key project concept as well as its character.

For the project’s flyer and poster first version, a brief introduction about the project concept would be essential. It was prepared based on the defined visual identity, together with figurative and schematic representation to highlight the project purpose, fundamentals and development. ZHENIT poster and flyer are essential tools for increasing the project awareness and wide dissemination at various events and situation together with the project’s website and social media accounts.



## 1 Introduction

This deliverable constitutes D6.2 “ZHENIT Communication material (poster, flyer, roll-up)”, it has been prepared within the framework of WP6 “Dissemination, communication and exploitation” – task 6.1 “Dissemination and communication activities” and released at M4.

The aim of this deliverable is to present the ZHENIT brand identity and promotional material that will be available on the project’s website at the following link: [www.zhenit.eu/public-documents/promotional-material](http://www.zhenit.eu/public-documents/promotional-material).

In particular, this report aims at presenting ZHENIT communication and dissemination kit to:

- Project partners;
- Stakeholders;
- Journalists;
- Event organisers;
- Media.

The document is constituted by the following chapters:

- Chapter 1: Introduction;
- Chapter 2: ZHENIT Visual Identity;
- Chapter 3: Project Leaflet;
- Chapter 4: Project Poster/Roll-up;
- Chapter 5: ZHENIT Website and Social Media Banner;
- Chapter 6: Conclusion.

## 2 ZHENIT Visual Identity

All the project's promotional material is compliant with article 17 and annex 5 of the Grant Agreement, e.g. "communication, dissemination and visibility", in terms of visibility of European funding and the official disclaimer "The project received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101056801. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them".

### 2.1 Logo

The logo is the cornerstone of the visual identity. It is the figurative representation of the consortium partnership and of the ZHENIT project as a whole. The project logo will be always present in all type of communication and dissemination channels and material.

The project logo has been created during the proposal phase by RINA Consulting (RINA-C) as visible in Figure 2.1, and modified in a second instance after the kick-off meeting. The ultimate version, visible in Figure 2.2, has been approved and used to build-up a consistent brand identity to make it strongly visible and recognisable.



Figure 2.1: ZHENIT initial logo used during the proposal phase



Figure 2.2: ZHENIT official project logo

The logo well represents the ZHENIT project by reporting a navigating vessel which is producing vapor. Considering the colour code reported in Figure 2.3, the red and blue, give an idea of the temperature directly linked to the waste heat recovery solutions developed to reach the goals of the project. Actually, by maximizing the WHR, the vessels may reduce the emissions making the maritime transport more environmentally sustainable.



Figure 2.3: ZHENIT project logo design and color

### 3 Project Leaflet

The ZHENIT leaflet will be used by project’s partners during dissemination events, and it will be freely available on the project’s website and periodically updated according to the project’s developments and to the informational needs of selected target groups.

Thanks to the topic treated within the project focused on clean maritime transport, the key messages to be delivered at high communication level have been translated into simpler messages by the use of representative schemes, images, and bullet list so that the leaflet can be used to disseminate ZHENIT to the general public.

The project's flyer is a trifold leaflet, available in the following format version (Figure 3.1).



Figure 3.1: external and internal views of the ZHENIT leaflet

The cover reports the project logo, title, funding, and website address in order to invite potential stakeholders to follow the project updates and to become part of the online community presenting in the background the sea as the target of the clean energy transition of the project (Figure 3.2).



Figure 3.2: ZHENIT flyer cover

The first section of the leaflet gives a general introduction of the project by summarizing the key elements by using of icons, key messages and numbers: 11 partners, 42 months, 7 countries and 4.4 M€ funding (Figure 3.3).

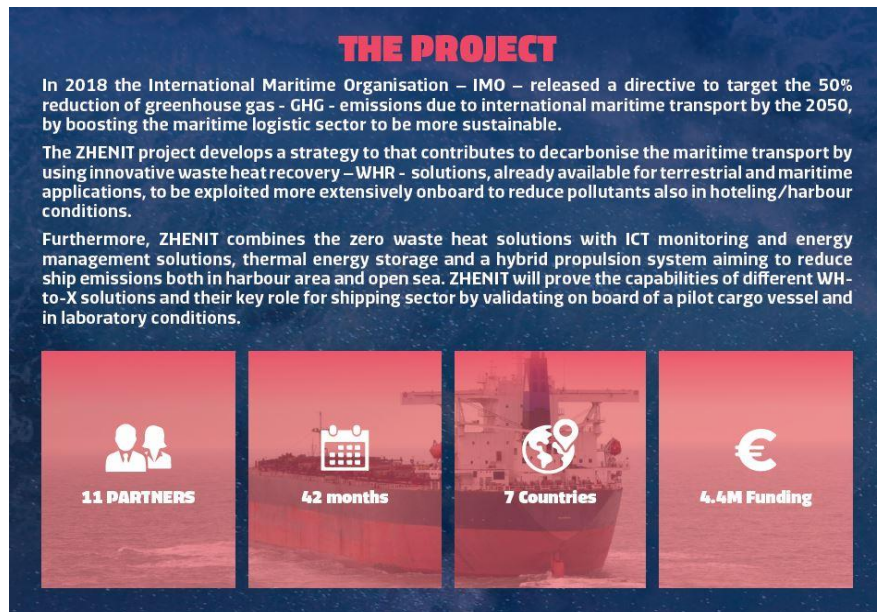


Figure 3.3: ZHENIT flyer first section

The second section of the flyer is dedicated to the ZHENIT ambition, presenting the key messages, highlighting the technical and non-technical innovations also by using explicative icons (Figure 3.4).



Figure 3.4: ZHENIT flyer second section

In Figure 3.5, the third section of the ZHENIT flyer, representing the approach, is shown. In this part, the project’s roadmap highlights the developmental time points and developmental steps corresponding to future impacts of strategic innovation of the project, project drivers, project stakeholders sectors.

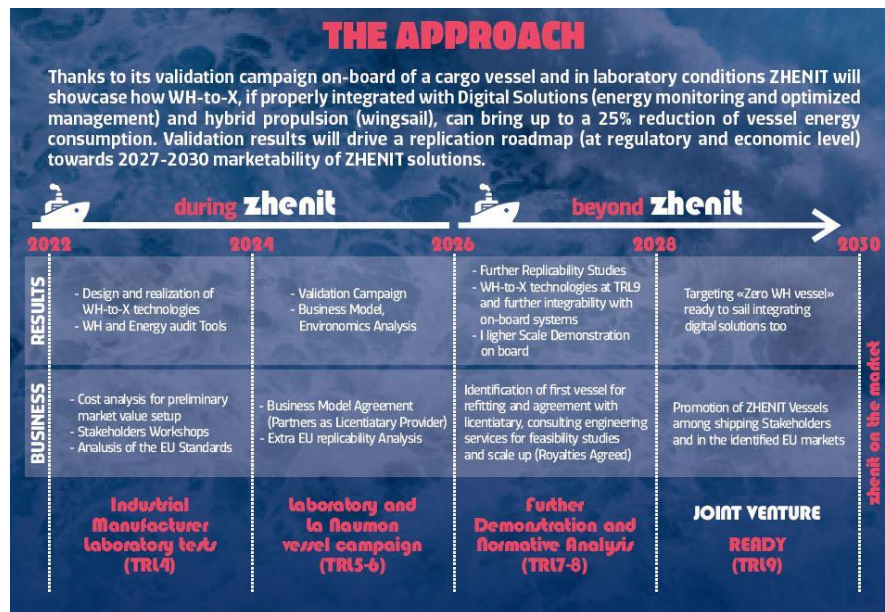


Figure 3.5: ZHENIT flyer third section

Through a simple-to-understand schematization, as visible in Figure 3.6, the fourth section graphically represents ZHENIT research and development areas and strategic solutions to implement WHR innovations, ICT monitoring systems and thermal energy storage solutions in maritime shipping.

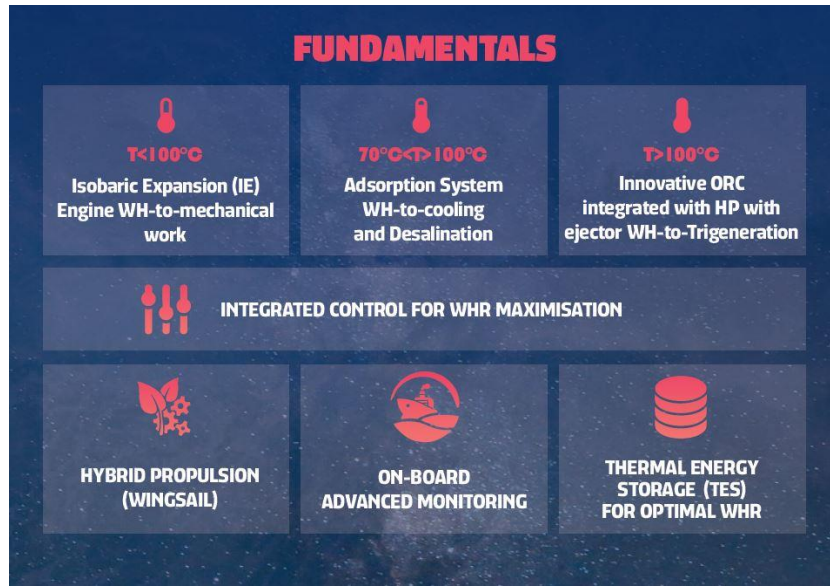


Figure 3.6: ZHENIT flyer fourth section

Finally, the last section introduces the consortium by reporting the logos of each partner.

Furthermore, in this part of the flyer, the ZHENIT contact details are reported also via the specifics of the social media accounts to invite potential stakeholders to follow the project advancements through ZHENIT LinkedIn and Twitter channels.



Figure 3.7: ZHENIT flyer fifth section



## 4 Project Poster/Roll-Up

A simple poster has been prepared and published for general introduction of the project to be used at events. It focuses on the technical messages of ZHENIT as it is meant to disseminate the project's results to the scientific community and to industry stakeholders during fairs, conferences, booths, events etc (Figure 4.1). Its contents are similar to the flyer ones and, highlighting the use of icons, key messages and pictures, it aims to attract people interest to the project via a first glance approach.



Figure 4.1: ZHENIT Poster

## 5 ZHENIT Website and Social Media Banner

A simple web banner has been designed at this stage to be used on the front page of the website, together with the website footer reporting the EU flag, acknowledgments and disclaimer (Figure 5.1 and Figure 5.2).

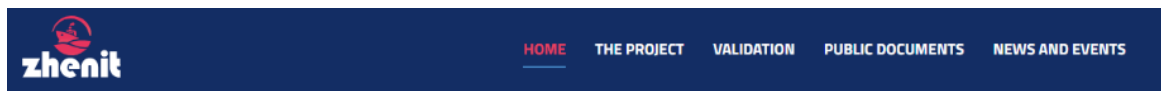


Figure 5.1: ZHENIT website header

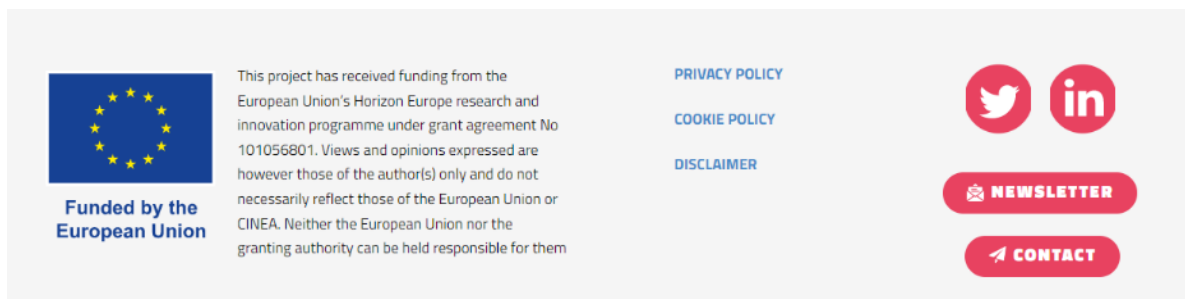


Figure 5.2: ZHENIT website footer

Considering the project's social media channels, a specific banner has been designed both for LinkedIn and Twitter, as clearly visible in Figure 5.3, including the ZHENIT logo, title, EU flag and disclaimer. The profile picture used both in Twitter and LinkedIn reports only the project logo.



Figure 5.3: Social Media Banner

## 6 Conclusion

The ZHENIT communication material have been created within the first 4 months in order to start promoting the project since its early beginning, to make the project stand out and to build a solid and long-lasting visual identity that can be easily recognised by potential stakeholders and general audience. This material, especially the leaflet and banners, are the basic communication tools, easy to share, through the dedicated communication channels. The described promotional material is available on the ZHENIT website at the following link: [www.zhenit.eu/public-documents/promotional-material](http://www.zhenit.eu/public-documents/promotional-material).

During the whole project duration the promotional material will be updated according to the partners needs and to the relevant project's outcomes by RINA-C.

Furthermore, RINA Consulting provides to the consortium members an official ZHENIT press release and a public presentation, to be used in webinars, events etc. to present the project as a whole.



**Contact**

RINA Consulting

