

**Attractive, Acceptable and Affordable deep Renovation by a consumers orientated and performance evidence based approach**

Contract No.: 784972

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## TripleA-reno corporate identity

Work Package 7 on Dissemination and Communication is responsible for the visibility and promotion of the project, containing the necessary activities for the promotion and communication of the project results to the target groups, including the creation of the projects' corporate identity and brand.

The visual elements, which have been designed by a professional creative agency ([bigbrains](#)), have been formulated taking into account the need to incorporate existing graphic illustration of logos of related projects and partners. Professionally conceptualized and designed, the visual identity aims to ensure consistency and longevity for the initiative. The logo, the colours, the typeface, the imagery and photography have been designed in harmony with each other and are graphically representative of all objectives on all developed materials and strategies.

Full consideration to graphical guidelines of the EC and the H2020 programme has been taken into account. The visual identity elements communicate the specific TripleA-reno vision on quality improvement of the built result and easy to use information on building performance for consumers as core message. The definition of the core message of TripleA-reno is be oriented towards the building occupants and general public and emphasise the benefits of certification of the achieved quality and performance by understandable labeling schemes as evidence for end-users on overall quality monitoring of the realized performances of the renovation on energy, IEQ and health.

TripleA-reno developed a 'brand' identity package including a project logo that gives the project an image, recognition and impact, to be used in templates for tools, presentations, newsletters, and a website eye-catcher. The **Brand Identity Style guide** can be found at this [link](#).

TripleA-reno corporate identity and project Visual Design further include:

- project logos (formats in AI, EPS, JPG, PNG)



- templates for presentations (format PPT) and deliverables (DOC format)
- website eye-catcher (<http://triplea-reno.eu/>) as a recognition factor for all sub-websites (see [D7.3](#)), including the partner reserved Share Point Platform (<https://www.triple-a-reno.eu/>).