

# Deep!U

## DELIVERABLE D6.1

# Website

## and Project Logo

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### *Dissemination Level*

<b>PU</b>	Public, fully open	X
<b>SEN</b>	Sensitive - limited under the conditions of the Grant Agreement	
<b>CI</b>	EU classified - RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision 2015/444	



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### ***Document History***

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## 1. Executive Summary

This document describes the logo, branding and the websites set up for the project.

## 2. The project logo and branding

### 2.1 Logo

The logo was briefly discussed in the Kick-off meeting of the project and was prepared by CNR in two different colour tones, and then partners voted for their preferred one.

After defining the primary logo, a two-colour version was prepared, and the reference colour was chosen. The two versions of the logo, with an orange tone as the reference colour, are shown in Figure 1.



*Figure 1 - The two graphical versions of the logo*

The logo is always accompanied by the EU flag and the reference to the grant agreement number, following the rules reported in the GA and Deliverable 7.1, as shown in Figure 2.

The logo reflects the U-drilling concept, the geothermal gradient and the laser drilling represented by the star.



*Figure 2 - The complete logo*

### 2.2 Branding

The orange shade defined for the logo drives the branding, consisting of a template for the deliverables and another for the slide presentations. The branding harmonizes the communication of the project results. In addition, the branding reduces the risk of incorrect dissemination: the rules for correct EU funding citation, disclaimer and copyright are included in the templates.

## 3. Project website

The website is available at [www.deepu.eu](http://www.deepu.eu)

At the moment, it includes a homepage with the primary information, a page “About the project” describing the main objectives and the Consortium, and a page where interested readers may send a contact request. A Terms of use and Privacy Policy will be published in a few days.

Other pages related to “News”, “Events”, and “Resources” are in preparation and will be online as soon as some content is available. The website will be also equipped with a private access for a project file repository.

The graphic design used for the header and footer of the website reflects the main themes (colour shades, drilling hints) of the logo and the project.