

Optimal Strategy to Innovate and Reduce energy consumption In urban rail Systems

D8.1 – Project Identity Set

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Project co-funded by the European Commission within the Seven Framework Programme (2007-2013)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Start date of project: 01/01/2012

Duration: 36 months



EXECUTIVE SUMMARY

This deliverable aims to provide a Cooperate Identity (CI) for the FP7 project OSIRIS.

The OSIRIS Corporate Identity is composed of two parts:

- Corporate design (logo, corporate colours etc.);
- Corporate communication (advertising, public relations, information, etc.).

In general the corporate title and logo and supporting devices (commonly assembled within a set of guidelines including approved colour palettes, typefaces, page layouts and other such methods) maintain the visual continuity and brand recognition across all physical manifestations of the OSIRIS project.

The OSIRIS logo is not a Registered Trademark! ® or TM.



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1. THE COOPERATE IDENTITY

All documents are uploaded for common use to the OSIRIS document depository and are to be used exclusively by the Consortium members on all electronic and printed documents.

1.1 Logo



Figure 1: OSIRIS Logo

1.2 GRAPHIC CHARTER



Figure 2 : OSIRIS PPT template

To be used for PowerPoint Presentations.

1.3 TEMPLATES



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Figure 3 : OSIRIS Template

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