

D4.2. LIAISE visual identity and usage manual for the COST
Action implementation

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Project Action Context

In the context of addressing climate change, industrial sectors play a significant role as major contributors to carbon dioxide emissions, energy consumption, and waste generation. To combat these challenges, adopting a Circular Economy strategy is imperative. The Circular Economy model diverges from the traditional linear approach by promoting sustainable production and consumption practices while considering societal, environmental, and economic factors in a balanced manner.

Industrial Symbiosis (IS) emerges as a practical solution within this framework. In IS, waste or by-products generated by one industry are repurposed as resources for another, presenting opportunities for environmental sustainability and economic efficiency. Despite its potential, many companies and industrial actors lack awareness of IS, and its development is hindered by various barriers, including environmental, economic, technical, regulatory, organizational, social, and cultural challenges.

To address these issues, the LIAISE COST Action seeks to foster an inclusive and holistic IS approach. By fostering synergies among stakeholders from diverse sectors and laying the groundwork for knowledge enhancement, LIAISE COST Action aims to bridge the gap between theory and practice. This initiative will involve developing a participatory approach to support cross-sector collaborations and establishing Key Performance Indicators (KPIs) for assessing the effectiveness of IS business models in industry.

The LIAISE COST Action represents a collective effort to make the Industrial Symbiosis a reality across Europe, fostering collaboration among researchers, practitioners, and policymakers. To achieve these objectives, LIAISE COST Action will leverage the expertise of four interdisciplinary Working Groups (WGs) and integrate their findings through a reference framework. This holistic approach aims to drive meaningful progress towards sustainable industrial practices and contribute to a more Circular Economy.



1. Introduction

In the battle against carbon emissions, energy consumption and waste generation, the Circular Economy (CE) emerges as a pivotal strategy. On a practical level, Industrial Symbiosis, understood as the process of how waste or by-products of an industry or industrial process become the raw materials for another, has been identified as a promising circular business model solution for improving these environmental issues.

Thus, the LIAISE COST Action aims to ensure an inclusive and holistic IS approach by generating relevant synergies among different actors from the q-helix stakeholders model and by setting the groundwork for increased and robust development of knowledge, apart from promoting future results-oriented R&D.

The LIAISE COST Action represents a collective effort to make the Industrial Symbiosis a reality across Europe, fostering collaboration among researchers, practitioners, and policymakers. A key component of this collaborative endeavour is the establishment of a distinct visual identity that not only reflects the mission and values of the initiative but also ensures a unified and professional presentation across various communication channels.

This deliverable is meticulously crafted to empower all contributors to the LIAISE COST Action with the knowledge and tools necessary to uphold a consistent and impactful visual presence. By adhering to the guidelines outlined within this document, individuals and entities associated with the COST Action can effectively convey a coherent and recognizable message to a diverse audience.

D4.2, which is related to visual identity and the accompanying usage manual, has been developed by the team at Sr. Beardman with inputs from the COST Action Chair, WG4 leader (and also Science Communication Coordinator) and WG4 co-leaders. The Core Group have engaged in the design process to encourage ownership, and a sense of shared identity.

2. Project logo

The LIAISE COST Action logo builds on a reflects continuity and endless connection - as the infinity-like symbol would reflect.



In the context of Industrial Symbiosis, this symbol represents the circular and sustainable nature of collaborative processes. By adopting infinity, we emphasise the idea of closed cycles, where the by-products of one process become valuable resources for another, thus creating a continuous flow of shared benefits.

LIAISE

The logo is prepared without a claim (only the letters of the acronym) but also with a claim, placed to the right or below the acronym.

LIAISE | Cooperation, development
and cross-border transfer
of industrial symbiosis

LIAISE
—
Cooperation, development
and cross-border transfer
of industrial symbiosis

The logo can also be in black or white (depending on the background) as well as in the colours chosen for the project: magenta and yellow (as before, with and without claim).

LIAISE

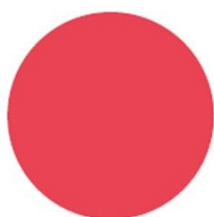
LIAISE

3. Elements of the visual identity

The visual identity consists of design elements, typography, and colour. The COST Action Chair, the leader and co-leaders of LIAISE WG4 among others will assist in ensuring proper use of the identification and can offer input to enable LIAISE COST Action members utilise it appropriately. The website will offer a free download of the visual identity. By following the usage guide, anyone may download and utilise the visual identity.

3.1. Colour elements

To represent the LIAISE COST Action a palette of two colours for the brand, the background and the tiles. For the text we will use black and for the background white.



RGB 233/67/84



RGB 214/174/15



RGB 55/55/54



RGB 237/237/237

The Action colours are meant to be warm, friendly, and natural without being particularly associated with any one European culture. They go well together and let the graphic components use a variety of accent colours.

3.2. Typography

A strong and distinctive font strengthens the project's visual identity, gives personality to important communications, and improves target group communication. For the LIAISE COST Action, the following one font has been selected for the print design elements and templates.

- Open Sans is the project's title typeface.
- Open Sans Light is the typeface used for core content.

Regarding accessibility, the recommended minimum font size for core content text is size 10. For titles, size 12.

3.3. Graphic elements

A series of graphics elements were developed by a professional and was designed to represent the project in a range of media.



As it was detailed in Section 2, the infinity-like symbol represents the circular and sustainable nature of collaborative processes. By adopting infinity, we emphasise the idea of closed cycles, where the by-products of one process become valuable resources for another, thus creating a continuous flow of shared benefits.

The map of Europe reflects the transnational character of the COST network, which integrates members mainly from Europe but also from all over the world.



Industrial waste as the main environmental problem that circular business models such as Industrial Symbiosis are trying to solve.

The interdisciplinary network of academics, researchers, clusters, policy makers, etc. that will be formed during the implementation of the COST action.



The animal graphics represent the most primitive symbiosis there is, and thereby visualizing the project's intentions of trying to connect different industries and companies that seemingly have nothing to do with each other.

Another example of symbiosis also reflects how industrial activities can even affect the environment, its flora and fauna.

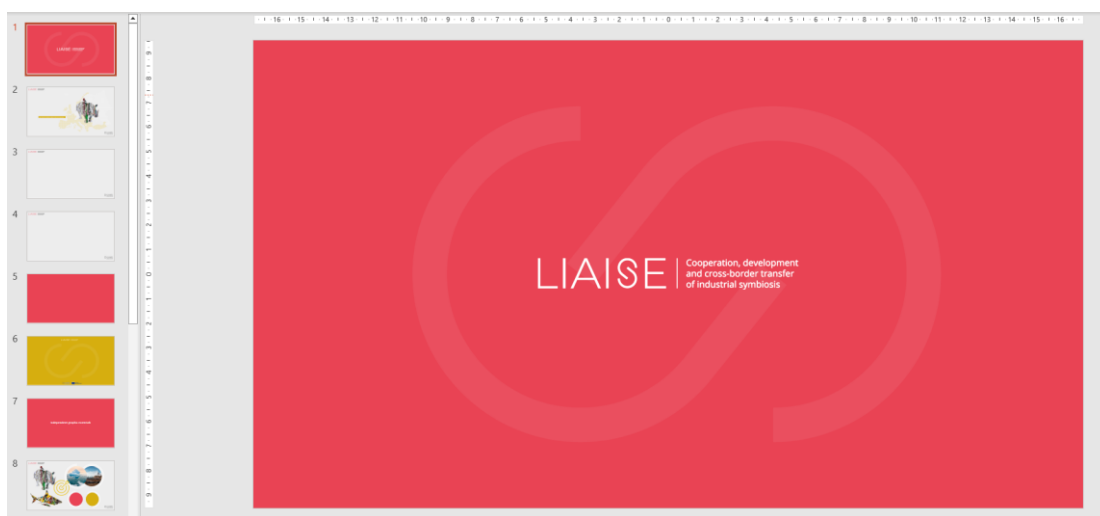


4. Templates

Utilising professionally designed Word and PowerPoint templates is paramount for the success of a new project. Beyond mere aesthetics, these templates contribute to the project's professionalism, credibility, and branding. By incorporating consistent design elements such as logos and colour schemes, templates establish a strong and memorable project identity. Time efficiency is enhanced as templates provide a predefined structure, allowing team members to focus on content creation rather than formatting. Consistency across all deliverables is ensured, fostering a unified and professional image that aligns with the project's goals. Templates facilitate seamless collaboration, offering a shared design framework that enhances communication among team members. Their adaptability to various formats, from reports to meeting agendas, ensures the project's visual identity remains intact across different communication mediums. Ultimately, well-designed templates contribute to the overall engagement and clarity of project content, making it easier for stakeholders to grasp essential information.

4.1. Powerpoint Template

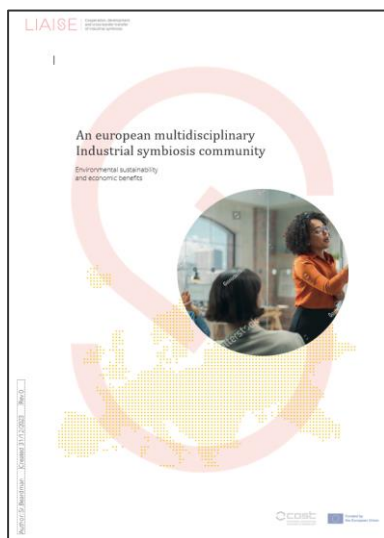
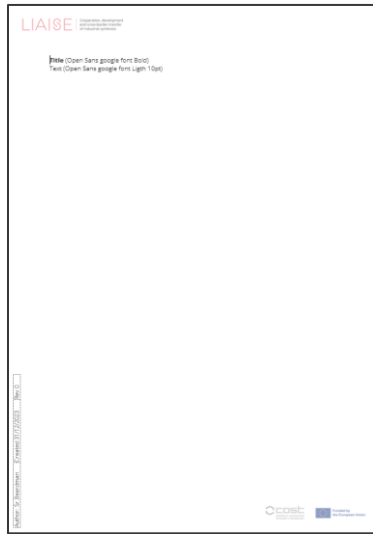
The PPT will be used to present deliverables at internal/external events, share project information and for internal communication.



4.2. Word Template

A series of word templates were developed:

- A simple word template.
- Four report templates. The first two have the animal graphic elements of the LIAISE Visual Identity. The other two, have a circular photo which could be changed by the authors according to their need. There is also a difference in the colour used for the infinity-like symbol and the map.



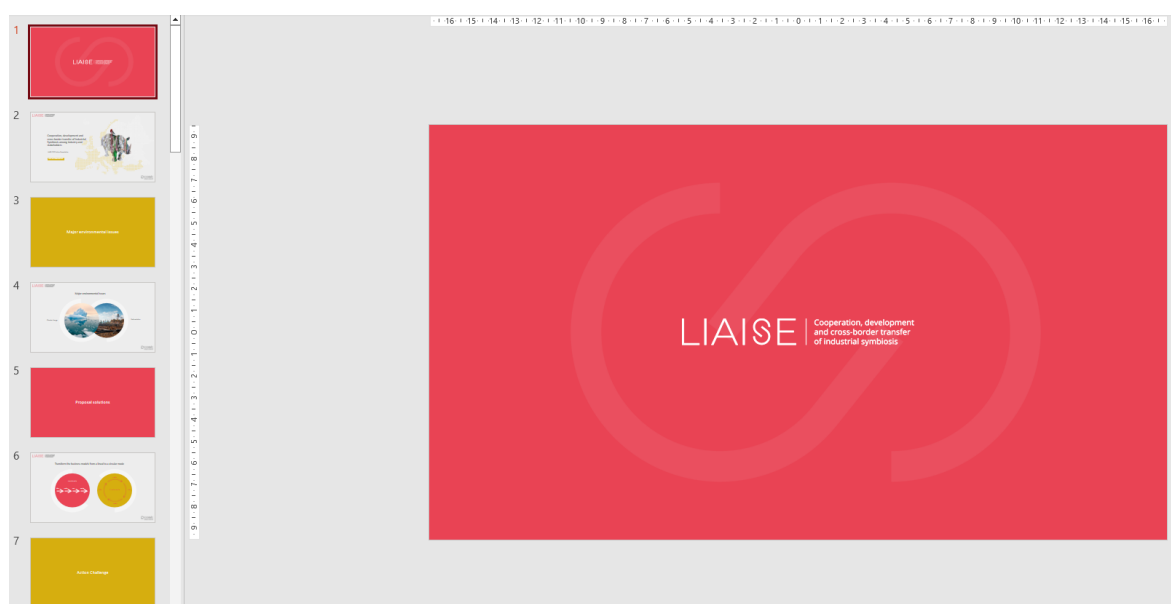
5. Promotional materials

5.1. General presentation

Based on the PowerPoint template, a general presentation of the LIAISE COST Action has been prepared to enhance the efficiency and consistency of the Action communication strategy. This gives a significant advantage to the project which is to maintain consistent messaging throughout various occasions, ensuring that key Action information and objectives remain uniform.

Whilst the presentation is designed to be general, its content is flexible enough to allow for tailoring to specific events or including event-specific details without the need to start from scratch. This adaptability ensures that the presentation remains relevant and resonates with diverse audiences.

This general presentation will be periodically reviewed and, in case if needed, updated.



5.2. Leaflet

A first leaflet has been developed, as a powerful and compact tool to communicate essential information about LIAISE COST Action. A leaflet has been designed to be visually appealing in order to quickly capture attention, and thus become an effective means of conveying key messages about the goals, objectives and achievements of the action. The concise nature of a leaflet ensures that essential information is presented in a digestible format, which increases the likelihood that the audience will participate and ultimately join the LIAISE action.

In addition, the brochure has been carefully designed, reinforcing the brand elements of the project, creating a cohesive and memorable visual identity.

This brochure is available in a Word version so that each partner can translate it into their mother tongue, thus extending the impact of the project even further.

LIAISE
Unlocking the Power of Industrial Symbiosis
Join LIAISE COST Action for Sustainable Industry Transformation!



Embrace Circular Economy. Combat Climate Change!

It is the battle against carbon emissions, energy efficiency, food and waste generation, the Circular Economy (CE) emerges as a positive strategy. LIAISE COST Action focuses on industrial symbiosis (IS), where one industry's waste becomes another's raw material, providing a practical initiative for creating a new, more sustainable, greener economy, promoting sustainable production and achieving a balance among society, environment, and the economy.

The Challenge: Breaking Barriers, Igniting Awareness

Despite its potential, awareness gaps within industries, hindered by environmental, economic, technical, regulatory, and social barriers. Through a top-down approach, LIAISE aims to bridge this gap by fostering cross-sector, geographical, and cross-industry approaches, providing a practical, green and circular way to improve IS and paving the way for industrial symbiosis.

Areas of Expertise Needed: Join the Movement!

LIAISE invites you to contribute to reshaping the industrial landscape. Key areas include:

- Sustainability
- Innovation
- Industrial Symbiosis
- Circular Economy
- Capitalisation
- Communication

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Specific Objectives: Shaping a Sustainable Future

LIAISE objectives are clear:

- Research Coordination: Update IS knowledge, address barriers, and define KPIs for widespread implementation.
- Capacity Building: Establish an interdisciplinary network, share knowledge, and empower policy-makers towards IS adoption.
- International Collaboration: Foster global knowledge exchange, enhance success in future proposals, and promote internationalisation.



Why Become a LIAISE Contributor

As a LIAISE contributor, you'll:

- Play a crucial role in advancing IS research and implementation.
- Join a diverse, gender-balanced network focused on research practices.
- Contribute to ongoing activities for IS, training, social, national, and regional communities.



How to Get Involved: Be the Catalyst for Change!

- Share Your Expertise: Contribute to state-of-the-art research, addressing crucial aspects of IS implementation.
- Engage in cross-sector platforms and build networks: Connect with diverse stakeholders, foster collaboration, and share knowledge across disciplines, research, and industry, academia, and startups.
- Shape Policies: Influence policymakers by identifying needs and barriers, advocating for supportive IS legislation.
- Create Awareness: Contribute to building an inclusive IS community for sustainable industry practices.

Connect with LIAISE: Transforming Ideas into Action!

There are four working groups that you can be part of:

- **W1: Industrial Symbiosis Technical Synergies**, which seeks to increase awareness of the value of reusing waste (material, water, energy) and infrastructure (land) for a sustainable and circular industry.
- **W2: Industrial Symbiosis Business Models**, which is focused on translating IS principles and business models into actionable strategies for sustainability and economy.
- **W3: Enhance the awareness and acceptance of industrial symbiosis**, by implementing IS-based actions such as training, promotion, creation of communities, best practices identification, etc.
- **W4: Internationalisation and Digitalisation**, to increase existing knowledge on a broad scale, fostering a cohesive scientific overview and dialogue for designing IS synergies.

How can I participate?

- Visit the page of the Action: cost.europa.eu/13101 and visit the IMIA.
- Contact the Chair of the Action: liaise@kth.se or liaise@kth.se to discuss opportunities and to request a contract.
- Apply to join your working group(s) of interest.

COST Action 13101

 Funded by the European Union

Chair Dr. Ulrik Steenstrup
 Vice Chair: @liaise@kth.se
 Twitter: @_liaise@kth.se
 Instagram: @liaise@kth.se

It is important to highlight that in every communication tool designed (brochure, flyers, posters, website, etc.) the presence of the COST brand should be integrated. There are some specific guidelines to follow as are detailed in the following [document](#).

6. Conclusions

In conclusion, the meticulous development of the LIAISE COST Action's visual identity and usage manual, as detailed in this deliverable 4.2, stands as a pivotal element in fostering the success and impact of the initiative. Grounded in the principles of Industrial Symbiosis and the Circular Economy, the project aims to create a collective effort across Europe, bringing together researchers, practitioners, and policymakers. The visual identity, anchored by the infinity-like symbology, not only reflects the circular and sustainable nature of collaborative processes but also serves as a unifying element in conveying a coherent message.

The comprehensive visual identity manual encompasses key elements such as the project logo, colour palette, typography, and graphic elements. These elements collectively contribute to a warm, friendly, and natural brand image, reinforcing the LIAISE COST Action's commitment to inclusive and sustainable practices. The integration of the infinity symbol, the map of Europe, and visual representations of symbiosis and environmental impact further amplify the project's narrative, connecting diverse stakeholders and emphasising the urgency of addressing industrial waste and fostering interdisciplinary collaboration.

Templates, both for PowerPoint and Word, are highlighted as essential tools in maintaining professionalism, credibility, and branding across various project deliverables. These templates not only streamline the design process but also contribute to efficiency by allowing team members to focus on content creation. The adaptability of these templates to different formats ensures a consistent visual identity across diverse communication channels.

The development of promotional materials, including a general presentation and a visually appealing leaflet, is identified as crucial in effectively communicating the project's goals and achievements. The flexibility of these tools allows for tailoring to specific events, ensuring that key messages remain consistent while resonating with diverse audiences. The availability of the leaflet in Word format further extends its reach, enabling translation into different languages and broadening the impact of the LIAISE COST Action.

Ultimately, the commitment to integrating the COST brand across all communication tools reflects a strategic approach to maintaining a unified and professional image. The ongoing review and potential updates to these communication materials underscore the project's dedication to relevance and adaptability. In essence, the visual identity and associated communication tools outlined in this report serve as a powerful means to convey the LIAISE COST Action's mission, foster collaboration, and drive meaningful change in the realms of Industrial Symbiosis and the Circular Economy.