

# Deliverable D7.1

## Graphical Identity

<b>Project:</b>	Mineral Intelligence Capacity Analysis
<b>Acronym:</b>	MICA
<b>Grant Agreement:</b>	689468
<b>Funding Scheme:</b>	Horizon 2020
<b>Webpage:</b>	<a href="http://www.mica-project.eu">www.mica-project.eu</a>
<b>Work Package:</b>	Work Package 7
<b>Work Package Leader:</b>	EurogeoSurveys
<b>Deliverable Title:</b>	Graphical Identity
<b>Deliverable Number:</b>	D7.1
<b>Deliverable Leader:</b>	
<b>Involved beneficiaries:</b>	
<b>Dissemination level:</b>	PU Public
<b>Version:</b>	Final
<b>Status:</b>	
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 689648.

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### PURPOSE

This document presents the Graphical Identity of MICA. It serves as its corporate and brand identity. It is an expression and reflection of the organisation's culture, character, personality of the project, and its products and services. The main task is to inspire trust with consumers, employees, suppliers, partners and investors. The goal of this guide is to provide our community with the visual and editorial tools to articulate and express all that defines and distinguishes us. The document is intended for both internal and external readers. The dissemination level is Public. This document is under the responsibility of Work Package 7 (WP7). Amendments, comments and suggestions should be sent to the WP7 leader, Claudia Delfini, [claudia.delfini@eurogeosurveys.org](mailto:claudia.delfini@eurogeosurveys.org).

### EXECUTIVE SUMMARY

The identity is a physical manifestation of a brand. It includes a logo and several supporting devices, such as the project letterhead, website, poster, brochure, an article, PowerPoint and report templates all governed by a set of guidelines. The guidelines dictate how the identity is applied and approved for printed pieces, colour palettes, typefaces, page-layouts, and report templates. Such items are used in media applications with the aim to maintain visual continuity and recognition. All the consortium partners of the MICA project are invited to represent the project the same way each and every time they interact with the various stakeholders.

### DELIVERABLE REPORT

#### I. Introduction

A functional graphical identity conveys an organization's ideals, motives and objectives — a sense of what an organization is all about. The advantage of creating a consistent and functional graphical identity is that it ensures an organization will be recognized, remembered and respected.

A set of guidelines have been developed to establish consistency and guarantee the quality of presentation.

- The graphical identity includes:
- Logo
- PowerPoint presentation
- Letterhead
- Poster
- Website
- Reports
- Articles
- Brochure

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## 2. Guidelines

### 2.1 Logo

The MICA logo is the most immediate representation of the project. It is a valuable corporate asset that must be used consistently in the proper, approved forms. The logo should be treated as one unified graphic and should never be separated or distorted. The type of the logo should never be broken apart and the proportions of the logo should remain consistent. The logo cannot be modified in any way.



C 50 M 38 Y 38 N 17



C 61 M 2 Y 89 N 0

### 2.2 PowerPoint presentation

#### Title slide

The title slide includes the MICA logo on the white banner and on the top left side of the slide. At the same level but at the opposite side (top right side) the EU emblem is placed.

The size of the logos must not be changed.

The title has to be displayed on the grey full flat-coloured background for ensuring that the titles are legible. The font to be used is "Rockwell condensed". The size of the title may change on the basis of the length of the title, but has to be readable always. The subtitle has to be displayed under the flat-coloured background on the left side and also here the font used is "Rockwell (body)".



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On the lower right corner the name of the author/s, the name of the meeting, the name of the author's affiliation, the date of the meeting and the affiliation's logo, have to be displayed.

On the bottom side the following sentence has to be displayed “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 689648.”

### Content slides

For content slides, “Rockwell (body) typeface” must be used for PowerPoint presentations. Images should be used in JPG format.

The title has to be displayed on the grey full flat-coloured background for ensuring that the titles are legible. The MICA logo and the EU emblem have to be displayed respectively on the top left side and on the top right side. Apart from bullet text, tables, charts, graphics, etc. can also be inserted.



### Closing slide

The MICA logo and the EU emblem have to be displayed on the top left side and on the top right side, respectively. A message to close the presentation, a summary or the conclusions of the presentation can be inserted.

On the bottom left side the affiliations of the partners has to be mentioned as well as the contact details of the author/s (first name, last name, type of role, affiliation, address and email).



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### 2.3 Letterhead

The letterhead may be used for official occasions such as sending special invitation letters to speakers of conferences or other special external communication purposes.

The MICA logo and the EU emblem have to be displayed respectively on the top left side and on the top right side and should not be changed in size. On the left side the date, name of the sender, the sender's affiliation name, sender's address, as well as the name of the recipient, his/her affiliation name, and recipient address have to be inserted. Under the above information, the subject has to be inserted. A greeting, signature, title of the sender, and her/his affiliation name have to be inserted on the left side.

On the bottom side the following sentence has to be displayed "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689648."



The letterhead template is a rectangular box with a rounded top. At the top left is the MICA logo, and at the top right is the European Union flag. Below these logos are two horizontal lines: a thin green line followed by a thicker green line. The main body of the template contains the following text:

[Pick the date]

[Type the sender company name]  
[Type the sender company address]

[Type the recipient name]  
[Type the recipient address]

**Type the Subject:**

On the Insert tab, the galleries include items that are designed to coordinate with the overall look of your document. You can use these galleries to insert tables, headers, footers, lists, cover pages, and other document building blocks. When you create pictures, charts, or diagrams, they also coordinate with your current document look.

You can easily change the formatting of selected text in the document text by choosing a look for the selected text from the Quick Styles gallery on the Write tab. You can also format text directly by using the other controls on the Write tab. Most controls offer a choice of using the look from the current theme or using a format that you specify directly.

To change the overall look of your document, choose new Theme elements on the Page Layout tab. To change the looks available in the Quick Style gallery, use the Change Current Quick Style Set command. Both the Themes gallery and the Quick Styles gallery provide reset commands so that you can always restore the look of your document to the original contained in your current template.

[Type the closing]

[Type the sender title]  
[Type the sender company name]

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689648

At the bottom left corner of the template, there is a solid orange circle.

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### 2.4 Poster

Any dissemination material has to include the MICA logo, EU emblem, and the MICA website address.

On the bottom side the following sentence has to be displayed “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 689648.”



# The coming revolution in Mineral Intelligence Capacity Analysis

.....

Primary and secondary Raw Material are fundamental to Europe's economy and growth. The MICA project will identify raw material information that respond to stakeholder needs.



**MICA** Mineral Intelligence Capacity Analysis

<p><i>Objectives:</i></p> <ul style="list-style-type: none"> <li>---- Identification and definition of stakeholder groups and their Raw Material Intelligence requirements.</li> <li>---- Development of the EURMKB integrating information on data and methods/tools with user interface capable of answering stakeholder questions</li> <li>---- Link the derived intelligence to the EURMKB developed by the Minerals4EU project.</li> </ul>	<p><i>Impacts:</i></p> <ul style="list-style-type: none"> <li>---- Help decision makers to better navigate through the Mineral Raw Material Domain. MICA will be providing information related to mineral intelligence methods, tools and data organized, quality controlled and available in a single place</li> <li>---- Offer a framework for the recommendation of Research &amp; Innovation priorities</li> <li>---- Contribute to evidence-based policy and appropriate, cost-effective management, planning and adaptation decisions by the public sector, businesses, industry and society</li> <li>---- Improve conditions for sustainable access and supply of raw material in the EU</li> <li>---- Increase the competitiveness of the EU industry and promote the supply of minerals from EU sources.</li> </ul>
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More information on the project can be obtained from:






[www.mica-project.eu/](http://www.mica-project.eu/)



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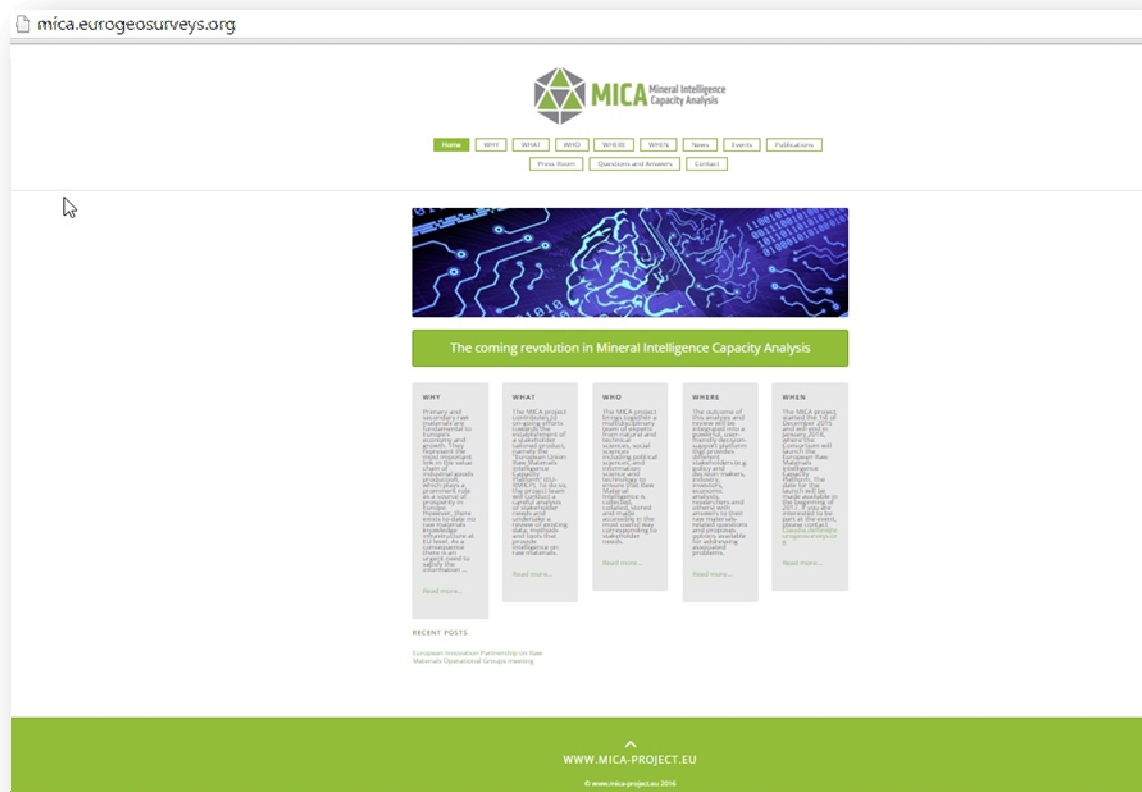


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### 2.5 Website

The website is available on the following link: [www.mica.eurogeoasurveys.org](http://www.mica.eurogeoasurveys.org)

The website is composed of the MICA logo, of a banner with the aim to catch the attention of the people and suggests the main purpose of project, supported by the payoff located under the banner, of five boxes that provide you a quick overview of the project.



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### 2.6 Report

Report templates can be obtained from the Coordinator, please contact Nynke Keulen, [ntk@geus.dk](mailto:ntk@geus.dk) or Kisser Thorsøe, [kit@geus.dk](mailto:kit@geus.dk) to obtain a template if needed.

## Deliverable Dx.x

### Deliverable title

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<b>Work Package:</b>	Work Package x
<b>Work Package Leader:</b>	
<b>Deliverable Title:</b>	
<b>Deliverable Number:</b>	Dx.x
<b>Deliverable Leader:</b>	
<b>Involved beneficiaries:</b>	
<b>Dissemination level:</b>	PU Public
<b>Version:</b>	Draft/Final
<b>Status:</b>	
<b>Authors:</b>	
<b>Reviewed by:</b>	
<b>Approved by:</b>	

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### 2.7 Article

Any articles published have to be delivered on the MICA letterhead. The place and the date of the publication have to be displayed on the right top side.

The article/press release has to have a title and subtitle.

 **MICA** Mineral Intelligence  
Capacity Analysis



Brussels, Monday, April 18<sup>th</sup>

**European Innovation Partnership on Raw Materials**  
**Meeting of Operational Groups**

On Thursday 14th April the European Innovation Partnership (EIP) on Raw Materials Operational Groups meeting took place at the Plaza Hotel in Brussels. During this one day-meeting, several projects and initiatives have been presented during plenary and parallel sessions, including the MICA project introduction followed by a round table debate.

The **Mineral Intelligence Capacity Analysis (MICA)** project was introduced by Lorenz Erdmann, Coordinator at the Fraunhofer Institute for Systems and Innovation Research and leader of the MICA WP2 “Stakeholder needs”, at the Operational Group **Knowledge Base**. As highlighted, the projects main goal is to provide stakeholders with the best possible information, in a seamless and flexible way using an ontology-based platform European Union Raw Materials Intelligence Capacity Platform (EU-RMICP). The platform will be able to respond to the specific raw material knowledge needs of stakeholders. MICA will last 26 months involving 16 partners and 15 linked third parties (all Geological Surveys).

Most importantly, MICA's contribution was introduced to the EIP Strategic Implementation Plan: MICA will combine the available data and knowledge on raw material sources (including recycling) and make them easily accessible. Intelligence is a first requirement in order to reduce import dependency, diversify raw material sourcing, to find alternatives for (critical) raw materials and to put Europe at the forefront in the raw materials sector. Therefore MICA represents an important step to fulfil one of the Strategic Implementation Plan's (SIP's) targets: “European raw materials knowledge base with information, flows and dynamic modelling system for primary and secondary raw materials”.

Several potential areas of cooperation between MICA and other projects (MIN-guide, MINLEX, MINATURA2020, JRC RMIS) were also presented to ensure that the projects complement one another. Questions such “Can one project be so inclusive to cover all intelligence parts?” and “How do you feed this database in the long-term?” and cooperation needs to create synergies with ongoing initiatives were discussed. The maintenance issue of EU-RMICP was another aspect that was debated. MICA is a Horizon 2020 funded project, with a focus on a specific target. However, the project has a long term perspective, as it is expected to feed into the ERA-NET on Geosciences that will cover three main areas: mineral resources, energy and water resources.

Links                      [www.mica.eurogeosurveys.org](http://www.mica.eurogeosurveys.org)

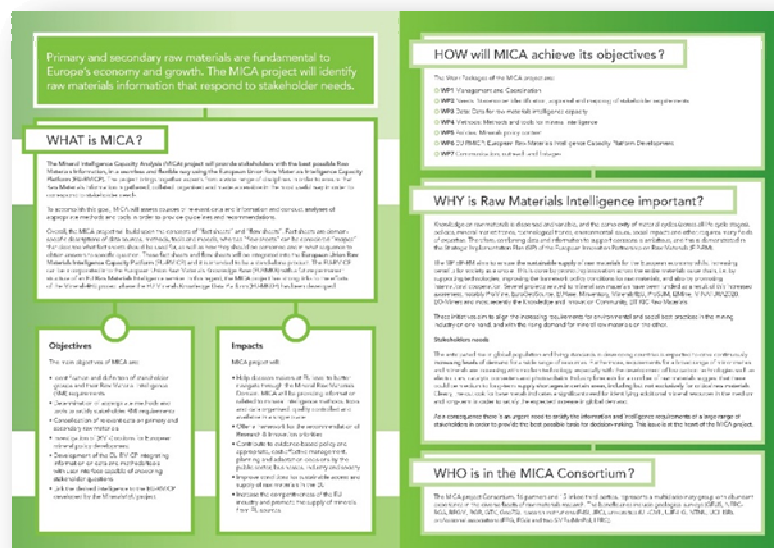
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### 2.8 Brochure

The brochure will be available on the MICA website in pdf format for downloading in the publication section. The HD resolution of the brochure for printing can be obtained from the WP 7 leader (Claudia Delfini: [claudia.delfini@eurogeosurveys.org](mailto:claudia.delfini@eurogeosurveys.org)).



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### 3. Conclusion

A Graphical identity is a way to represent the brand through specific components: names, logos, typefaces, and colours. An identity system spells out how to present a unified front to others, allowing an individual entity to leverage the value of its legitimate connection to a respected institution. The system is a powerful tool:

- It allows clear communication and a unified voice, rather than confusing audiences with multiple interpretations that can be in conflict.
- It provides instant recognition, a way to immediately differentiate the MICA project from similar projects.
- It strengthens a unit's reputation and demonstrates a common mission, a message of "we're all in this together."