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Capacity with a pOsitive enviRonmEntal and societAL footprInt: portS in the future era

COREALIS
THE PORT OF THE FUTURE

D.7.4: Initial set of COREALIS communication tools

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			Kelli Panagiotidi (ICCS)

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List of Acronyms

Abbreviation / acronym	**Description**
D1.1	Deliverable number 1 belonging to WP 1
EC	European Commission
EU	European Union
ICT	Information and Communication Technology
IoT	Internet of Things
Mx	Month –It refers to the month when a respective activity takes place, e.g. M3= third month of the project course
WP	Work Package

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Executive Summary

Communication and dissemination processes are essential to assure the success of a project as ambitious and visionary as COREALIS. Funded under the European Union's Horizon2020 Framework Programme, the aim of COREALIS is to develop a strategic, innovative framework, supported by disruptive technologies, including Internet of Things (IoT), data analytics, next generation traffic management and emerging 5G networks, for cargo ports to handle upcoming and future capacity, traffic, efficiency and environmental challenges. Within this framework, the proposed beyond state of the art innovations, target to increase efficiency and optimize land use, while being financially viable, respecting circular economy principles and being of service to the urban environment.

The current document provides the guidelines for COREALIS brand identity, communication material and the online communication channels, by introducing the initial set (developed by M3) of COREALIS communication tools. It is connected to Task 7.2: *High Impact Communication Activities,* and to a part of Task 7.1: *COREALIS brand identity and Communication strategy,* which is related to the project brand identity. This initial set is crafted, for efficiently anchoring the project's vision, ideas, results and outcomes to target audiences.

COREALIS partners are encouraged to make use of these tools, as an expedient to communicate their activities and achievements in related and interested audiences, to give visibility to the project and maximize its impact.

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1. Introduction

The vision of COREALIS communication and dissemination activities is to leave a lasting legacy towards the definition and creation of the Port of the Future concept in Europe and beyond. Given this, the initial set of COREALIS communication tools, will ensure that the overall dissemination and communication strategy is effectively and efficiently implemented to the relevant targeted project's audiences and the COREALIS high-level objectives are successfully fulfilled.

COREALIS will make use of a number of different tools for its communication for assisting the dissemination and communication effort, i.e.: leaflets, posters, roll-ups, press releases, the project website and the social media channels etc.), to establish efficient communication channels with the external world and to create a strong engagement with the COREALIS Stakeholders community.

1.1 Purpose of the document

The purpose of the present document is to provide a description of each of the COREALIS communication tools and online communication channels that have been developed by M3 and that will be used and updated during the project runtime. It also provides a description of COREALIS brand identity by giving a set of instructions for assisting both the partners and external professionals with the proper use of COREALIS communication material.

1.2 Document Structure

The document is structured in four sections. More in detail:

Section 1, introduces the scope of the document.

Section 2, presents all the necessary information concerning the COREALIS Brand Identity.

Section 3, describes the COREALIS communication printed and digital material and tools namely, brochure, roll-ups, poster, press releases.

Section 4, presents the COREALIS online communication channels such as the project internal collaboration platform, the project website and the social media accounts.

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2. COREALIS brand identity

COREALIS brand identity consists of a manual/guide that provides a thorough description of its visual and verbal elements. This set of guidelines reflects COREALIS commitment to quality, consistence and style. COREALIS logo guidelines must be followed throughout the project runtime, in order to achieve the desirable uniformity and integrity of its identity and to the awareness and recognition for its brand.

The aforementioned guidelines, serve also as a useful toolkit for the production of branded items for COREALIS as well as for the design of its dissemination and communication material. A brief description of COREALIS logo manual items is provided in the following subsections, and a detailed presentation of the launched COREALIS brand identity is given in Annex 1.

2.1 Logo description

COREALIS logo (figure 1) is based on two main elements: **Semicircles & lines**

Semicircles depict the container ships as well as the city buildings. The different size in semicircles represents the variations in container ship size and load, while the different tallness highlights the variation in city buildings' height.

Lines create a representation of connections & future. More specifically, lines represent the bidirectional relation between the port and the urban space, underlining also the importance of the hinterland connection.

Figure 1: COREALIS logo

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2.2 Logo fonts

For COREALIS logo creation, two types of fonts have been used.

The primary font is Lato (figure 2). Lato is available free of charge, and supports most of the languages. It comes with 5 weights (normal+italic), but Hairline weight shouldn't be used. Lato font is free for commercial use and supports most languages, while it is constantly developed.

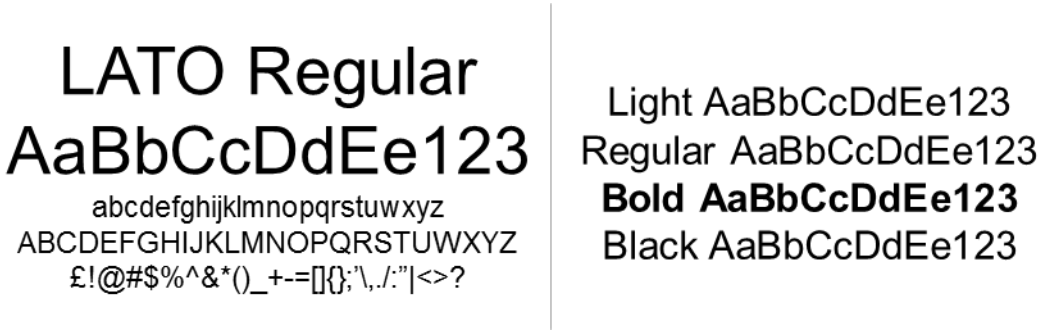

Figure 2 COREALIS Lato font

The Substitution font is Arial (figure 3), which is recommended to be used in headings of all printed communication materials that are editable and can be sent outside of COREALIS in an editable form. Arial is available on most computers, as it is a system font and supports most of the languages.

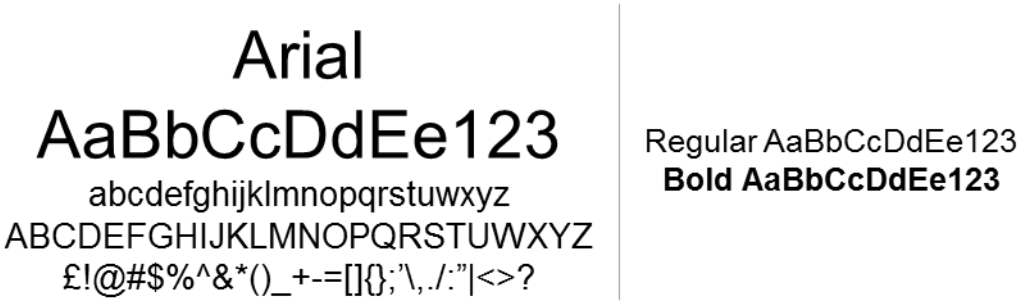

Figure 3 COREALIS Arial font

For COREALIS deliverables, Times New Roman font (accompanied by Cambria font in headings) is suggested for their legibility in body text.

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2.3 Logo Colour palette & sizes

COREALIS main colours are: Blue, Light Blue, Green & Black (figure 4)

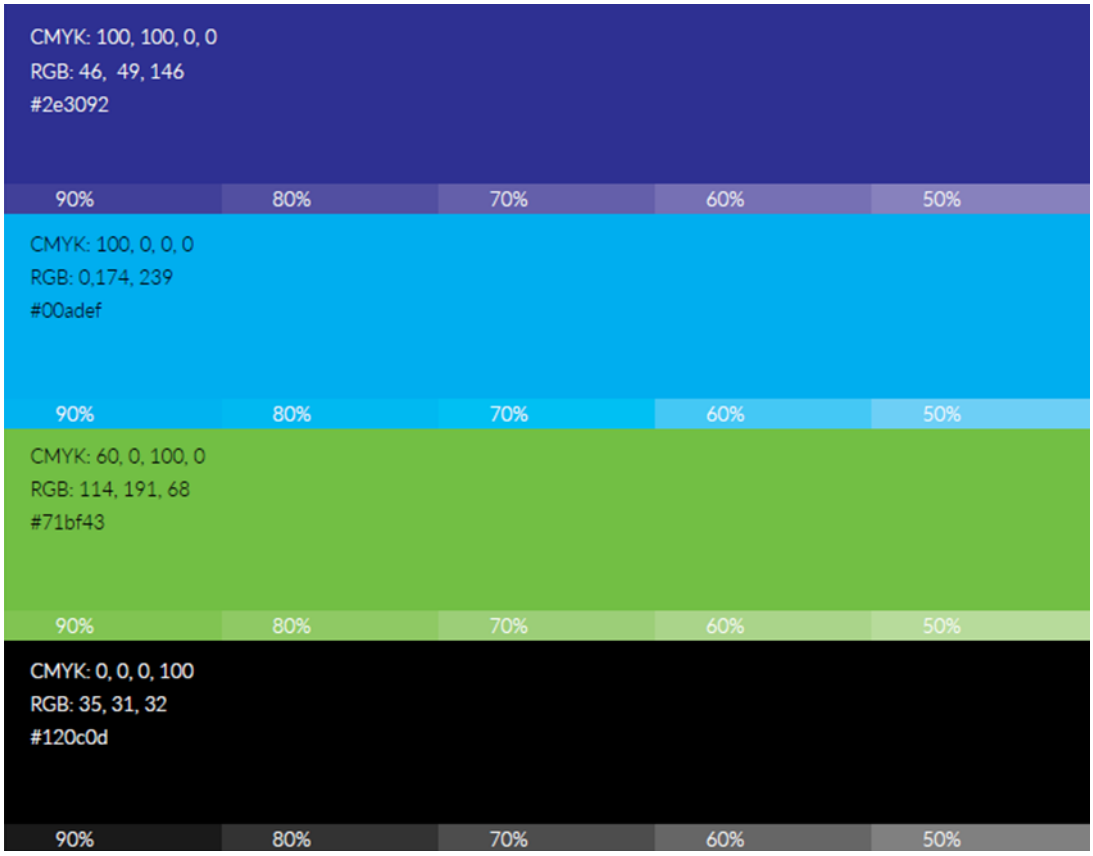

Figure 4 COREALIS logo colours

Blue, gives the dynamics and clarity that a port-related logo needs. Light blue, is embraced as the colour of innovation. Green identifies the sustainable environmental vision of the project. Black is mainly used for typography.

The minimum size (figure 5) has been carefully determined to ensure that the COREALIS logo is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and easily identifiable. When using a lower quality printing technique (i.e. screen printing), the usage of the logo in a larger size is strongly recommended.

Figure 5 Minimum Logo sizes

2.4 Templates

In the context of COREALIS consistent brand identity, MS office templates both for the project deliverables (figure 6) and the presentations (figure 7) have been created, in line with the given brand guidelines. By having unified templates, project can streamline its processes and improve its coherence. The ultimate aim of templates, is to leave a lasting legacy towards 'The port of the future' concept identification.

Deliverable template contains all the necessary information about the metadata of each produced document. Presentation template contains a set of suitable graphics in order to illustrate the contexts, the objectives, the timeline, relative figures and data.

Partners are kindly requested to make the best proper use of both templates and to ensure their professional use in line with the already defined aesthetic criteria.

Capacity with a pOsitive enviRonmEntal and societAL footprInt: portS in the future era

COREALIS
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D.x.x: Title must be placed here

Document Identification			
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Lead Participant	Insert Lead Participant (partner short name)	Document Type:	R/DEM/DEC/Other
Contributors	Insert Contributors (partners short name)	Lead Author	Insert Author (name,surname)
		Reviewers	Insert 1st reviewer (name, surname,company)
			Insert 2nd reviewer (name, surname,company)

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Figure 6 Cover page of COREALIS deliverable template

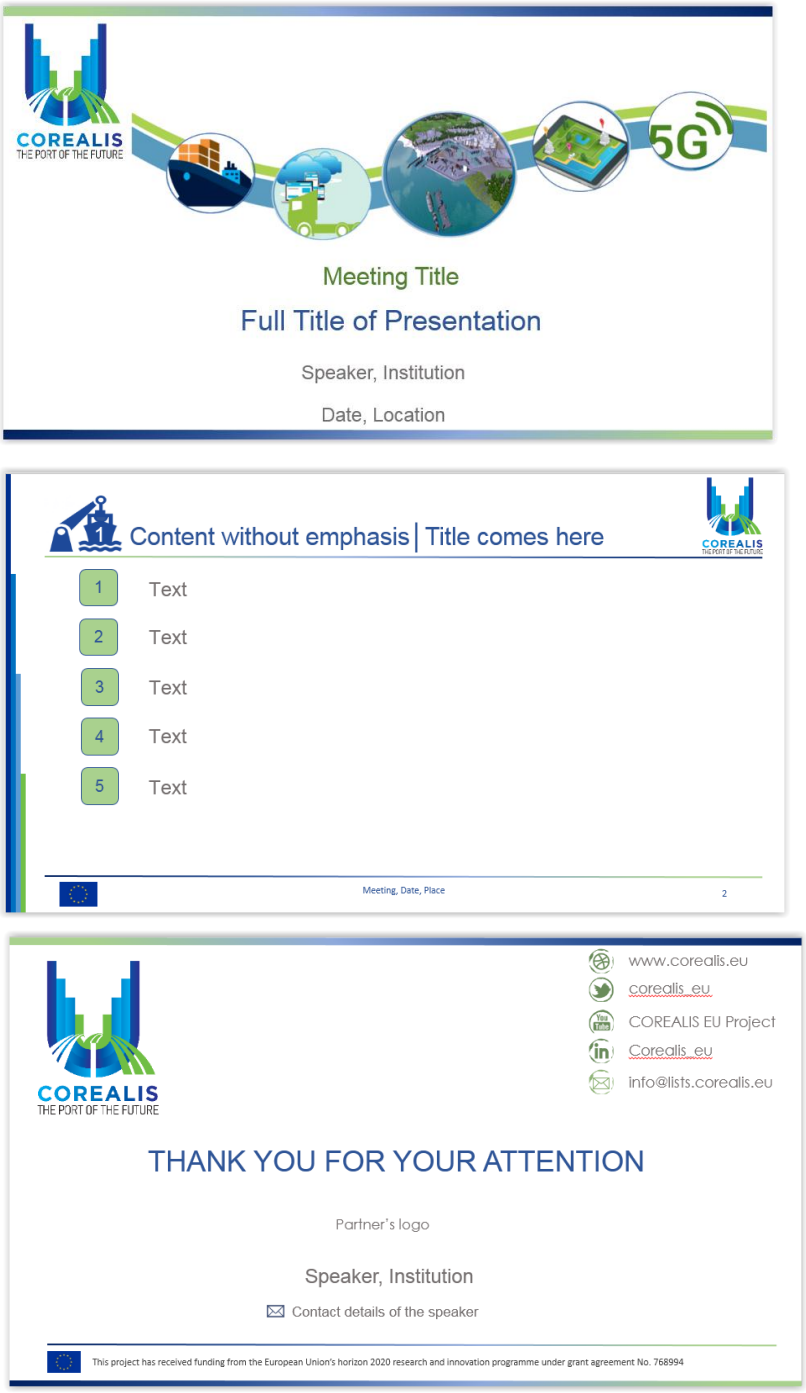

Figure 7 COREALIS power point presentation template

2.5 Fact sheet

COREALIS fact sheet has been prepared to provide a complete overview of the project details (figure 8). It outlines all the necessary baseline information related to the project identification and it can be used from COREALIS partners as a complete description of the project in their communication channels.

During the project runtime it is envisaged to be further enhanced with the quantitative and qualitative targets of Living Labs outcomes and results, so as to make them accessible to interested audiences.

COREALIS FACT SHEET

Project – At a Glance

Name: Capacity with a pOsitive enviRonmEntal and societAL footprInt: portS in the future era -COREALIS

Project ID: 768994

Funded under: H2020-EU.3.4. - SOCIETAL CHALLENGES - Smart, Green And Integrated Transport

Funding scheme: RIA - Research and Innovation action

Duration: From 2018-05-01 to 2021-04-30, ongoing project

Total cost: EUR 5 150 540

EU contribution: EUR 5 150 540

Topic(s): MG-7-3-2017 - The Port of the future

Call for proposal: H2020-MG-2017-Two-Stages See other projects for this call

Coordinated in: Greece

General Description

COREALIS is developing an innovative framework for assisting cargo ports in handling their upcoming and future capacity, traffic, efficiency and environmental challenges. It is benefitting from disruptive technologies, including Internet of Things (IoT), data analytics, next generation traffic management and emerging 5G networks.
COREALIS is implementing beyond state of the art, financially viable innovations for future ports. These will optimise the port land use, requiring minimum infrastructure upgrades, while at the same time respect circular economy principles and improve the urban life quality. The innovations will be implemented and tested in real operating conditions in 5 Living Labs (Piraeus, Valencia, Antwerp, Livorno and Haminakotka ports) and are briefly named below:

- **The COREALIS Green Truck Initiative**, that implements a dynamic Truck Appointment System
- **The COREALIS PORTMOD**, aiming to increase operational efficiency, safety for personnel, emission analysis and improved data sharing by modelling and optimizing cargo and data flows within a port
- **The COREALIS RTPORT**, that implements a system for real time control of port operations over a 5G network
- **The COREALIS Predictor**, for a dynamic and optimized port asset management.
- **The COREALIS Cargo Flow Optimizer**, aiming to facilitate the port managers and urban planners in their infrastructure investment planning by optimizing cargo flows across all transport modes
- **The COREALIS Port of the Future Serious Game**, aiming to assess the feasibility and sustainability of the socio-economic and environmental development of a port within the surrounding coastal and urban area.
- **The COREALIS Green Cookbook**, aiming to help ports to lower their environmental footprint, assess their energy profiles and move to cleaner transport modes and cleaner energy sources.
- **The COREALIS Innovation Incubator Scheme**, aiming to make the port the epicentre of the local industrial landscape and support the growth of local entrepreneur SMEs and start-ups.

COREALIS is expected to achieve a significant reduction of both CO2 port emissions & noise. It will also reduce operational port costs (congestion, waiting and idle times), and establish more efficient connections with the hinterland transport network, improving the modal split to rail and inland waterways.

Consortium

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Figure 8 Draft COREALIS Fact sheet

3. COREALIS Communication Material

COREALIS's communication material, either in hard copy or in digital/electronic form, will be in line with the overall COREALIS communication strategy to ensure the achievement of the project's objectives and the effective engagement of the interested target audiences. Such material will be consistent with COREALIS brand identity and the communication guidelines provided by the European Commission (EC) [1].

Communication material, as part of the project Communication kit, will be updated as necessary throughout the course of the project in order to include the COREALIS achievements, findings and outcomes. The dissemination process is a responsibility for all COREALIS WPs under the lead of SEAB.

The project communication material consists of the: brochure, poster, roll up banners, press releases, video, templates and other material (e-newsletter, general news and specialised articles).

According to EC instructions, all project communication material must acknowledge the EU funding by including the appropriate EC disclaimer as stipulated in the article 38 of COREALIS Grand Agreement and by displaying the correct EU emblem, with an appropriate prominence [2].

3.1 Brochure

COREALIS brochure will be presented in a double page folded leaflet, containing a set of images, graphics and text (Figures 9 & 10). Its main aim is to provide an overview of the project's vision, the COREALIS's innovations, the testing environments (living labs) and the expected impact.

It will be developed following the project brand identity and will be in line with other communication tools such as the website, posters and roll-ups.

The brochure is envisaged to be produced in English, Spanish, French and Italian. Consortium partner's logos as well as general information about the project will be displayed in the last page of the leaflet (figure 9).

The brochure will contain a self-explanatory infographic with COREALIS innovations as well as a graphical representation of the location of each Living Lab and a mission statement with the project's vision and the expected impact (figure 10).

The main objective of this tool is to be distributed during COREALIS activities (WP1 focus Groups), exterior workshops, conferences and exhibitions. The first version will be available by M3. The brochure will be updated twice by the end of COREALIS, to include the major results and outcomes. SEAB will be responsible of providing the design of the brochure to the partners as well as printing copies according to the project needs and budget availability and constraints.

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Figure 9 COREALIS brochure (cover & last page)

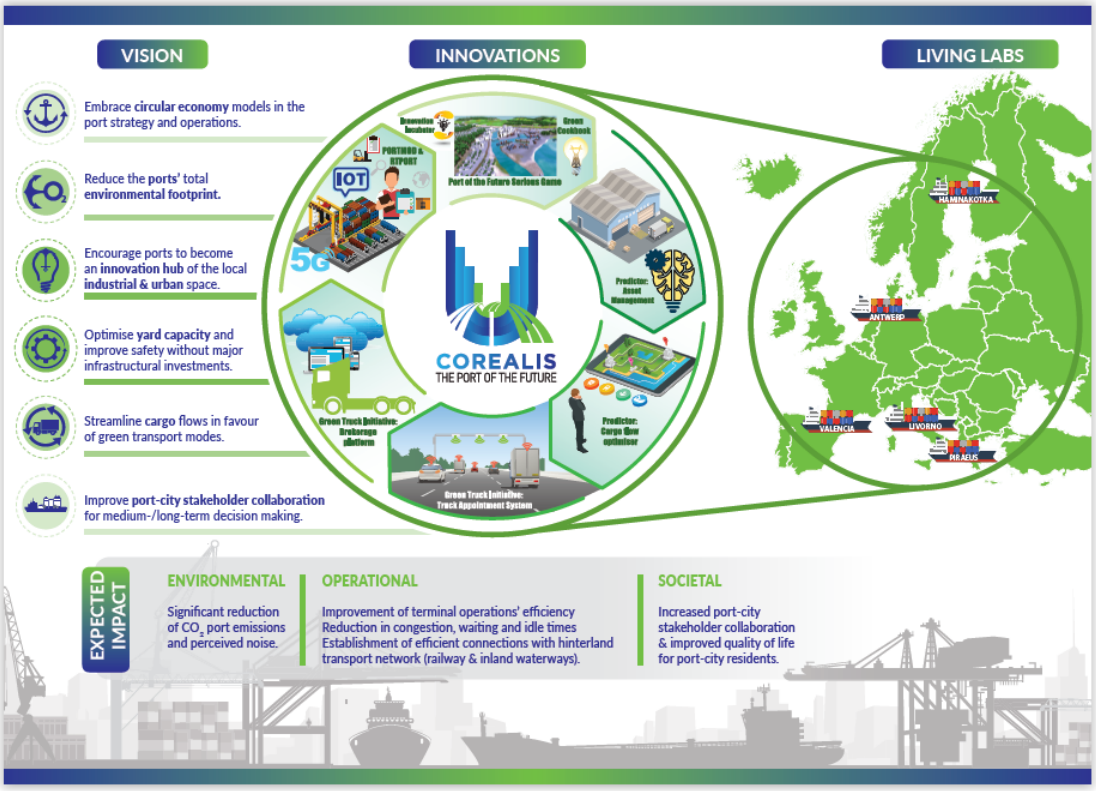

Figure 10 COREALIS brochure (inner pages)

3.2 Posters

COREALIS is envisaged to have three posters produced during the course of the project, with the first to be available by M3. The other two will be produced according to partner's needs during the project's runtime.

All produced posters will follow the consistency guidelines of the project brand identity and will respect the proper use of the project logo (figure 11).

Figure 11 COREALIS Draft Poster

Posters will target specific audiences (e.g. Port operators, related authorities, freight forwards, policy makers, relevant associations and organisations etc.), with the aim to encourage stakeholders to join the Living Lab demonstrations at the project cities. Thus, it is foreseen that the poster will be developed, besides English, in Spanish, Italian, Greek, French and Finnish.

3.3 Roll-up banners

COREALIS roll-up banners will be developed for disseminating the project outcomes at specific events, such as exterior workshops, conferences, exhibitions and at the COREALIS Final Event. They will be also part of the project dissemination set up at the Living Lab demonstrations. Roll-up will be produced in English and printed by SEAB. A draft presentation of the first COREALIS roll-up is depicted in figure 12 below.

Figure 12 COREALIS draft roll-up banner

3.4 Press release

In the context of COREALIS high impact communication activities, press activities are foreseen for boosting the project's visibility and promoting COREALIS. Press releases will highlight the successes and advancements made by the project partners.

COREALIS, even from M1, proceeded with the issue of its first two press releases. Both of them landmarked the beginning of the project, by presenting briefly the goals of the kick-off meeting held in Athens, on 7th-8th of May. The first press release was drafted in English (figure 13), and has been shared through the COREALIS partner's channels. The second one (figure 14) was drafted in Greek (as requested by the Greek partners), and has been distributed in a number of mainstreamed media sources as detailed provided in Annex 2.

COREALIS @corealis_eu

Capacity with a positive environmental and social footprint: Ports in the future era

Coordinated by Dr. Angelos Amditis, ICCS

PRESS RELEASE

May 09, 2018

H2020 COREALIS project Kick-off Meeting

COREALIS Kick-Off Meeting was held in the beautiful city of Athens on May 7th-8th. All 17 project partners found the opportunity to interact on defining the vision, mission and operational plan for COREALIS project.

COREALIS, a Port of the Future project that addressed the call M.G.7.3 of the H2020 Transport Work Programme, proposes a strategic, innovative framework, for cargo ports to handle upcoming and future capacity, traffic, efficiency and environmental challenges. This framework is supported by disruptive technologies, including Internet of Things (IoT), data analytics, next generation traffic management and emerging 5G networks. COREALIS innovations target to increase efficiency and optimize land use of ports, while being financially viable, respecting circular economy principles and being of service to the urban environment.

The Kick-off Meeting was organized to landmark the beginning of the project and streamline the initial course of action. The project goals were highlighted and the 10 Work Package leaders explained their roles, responsibilities and visions for paving the way for future ports. The main goal of the meeting was to provide a complete project go-through, iterating on the project innovations as well as Living Labs' expectations and organise the activities of the first semester. The COREALIS consortium had the pleasure to welcome representatives from 'Docks The Future' & 'PIXEL' H2020 projects, which are funded under the same EU call. The project follows a concrete stakeholder-driven approach: increased stakeholders' engagement is foreseen throughout the project course, through a variety of communication and dissemination channels (focus groups, public surveys, conferences, meetings, social media etc.). COREALIS is keen to attract more stakeholders, and if you would like to be involved in this innovative and promising project, please contact the COREALIS team.

Project coordinator
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WP7: Dissemination strategy &stakeholder engagement
WP7 Leader: Evangelia Latsa
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Figure 13 COREALIS English press release

Figure 14 COREALIS Greek press release

3.5 Other material

Other material such as video, e-newsletter, general news and specialised articles will be developed during the project course, well in advance, indicating not only the project's concept and vision but also specialised information regarding the results, findings, outcomes and achievements of the project.

4. COREALIS Online Communication channels

Having as an ultimate goal the successful fulfilment of the project's objectives, a set of online communication channels has been created, for giving the outcomes the proper and deserved visibility. The online communication channels are expected to have a substantial impact in a number of different audiences. They will be managed by the WP7 leader (SEAB) and will follow the brand identity guidelines.

4.1 COREALIS internal collaboration platform

The continuous monitoring of COREALIS progress and the effective and efficient communication between partners, requires the preparation and maintenance of an internal collaboration tool. COREALIS will make use of REDMINE collaboration tool, allowing consortium members to cope with the project management procedures and to have a dynamic and efficient collaboration towards the facilitation of information exchange, storage, ordering, and retrieval as needed in the project.

REDMINE will be active during the entire project duration and beyond, supporting the partners' effective and efficient cooperation and therefore enabling the smooth project execution from both coordination and technical point of view. ICCS will be responsible for the site and server maintenance and support.

4.2 COREALIS website

COREALIS website will be the backbone of project's communication activities. The website will be the project window to all different users and stakeholders and will provide up-to-date information - as comprehensive as possible for every audience - about the project objectives and priorities, the proposed technologies, Living Labs demonstration environments, news and events, videos, project results, related articles and project material (e.g. public deliverables, open access publications, dissemination material etc.).

The initial version of the project website went on the first week of June 2018 (M2). Since then, the page has been continuously updated. The fully functional website was ready by M3 of the project duration including several sections described and depicted in figures 15-19 below. It can be accessed through the following URL: https://www.corealis.eu/. The website will be frequently updated including information about project events, the results as well as the different Living LLs activities and outcomes. It will be maintained for 5 years after project completion, to provide information about project deliverables and the coordinator's contact details to any interested stakeholder. COREALIS website is linked to all COREALIS social media accounts.

The main content of the website is organised in seven sections:

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1. **About COREALIS**: Where detailed information for the administrative part of the project, its high level objectives, its multi-dimensional impact and the complementary consortium partners is given.
2. **Living Labs**: Initial descriptions of the Living Lab Port environments are provided here.
3. **News**: In this area the most recent project news and updates, related to the project are announced.
4. **Events**: The attendance in events/conferences/networking activities is mentioned here both for the past and forthcoming events.
5. **Project Material**: This section acts like a repository and includes public project deliverables, material available for download (e.g. partner's presentations from conferences, scientific papers etc.) and project dissemination material (e.g. COREALIS logo pack, leaflet etc.).
6. **Consortium**: All consortium partners along with direct links to their webpages are shown here.
7. **Port of the Future Network:** Links to the Port of the Future Network (DocksTheFuture project, PIXEL project & PortForward project) are available in this part of the COREALIS website.

The homepage:

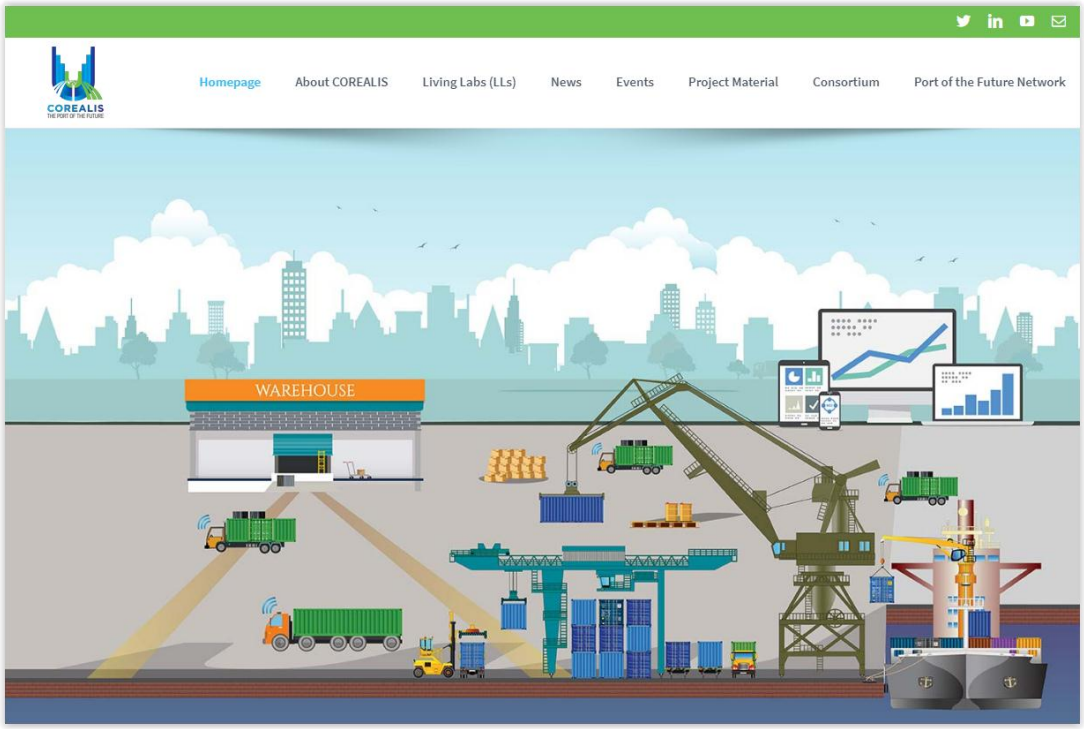

Figure 15 COREALIS website

Website content:

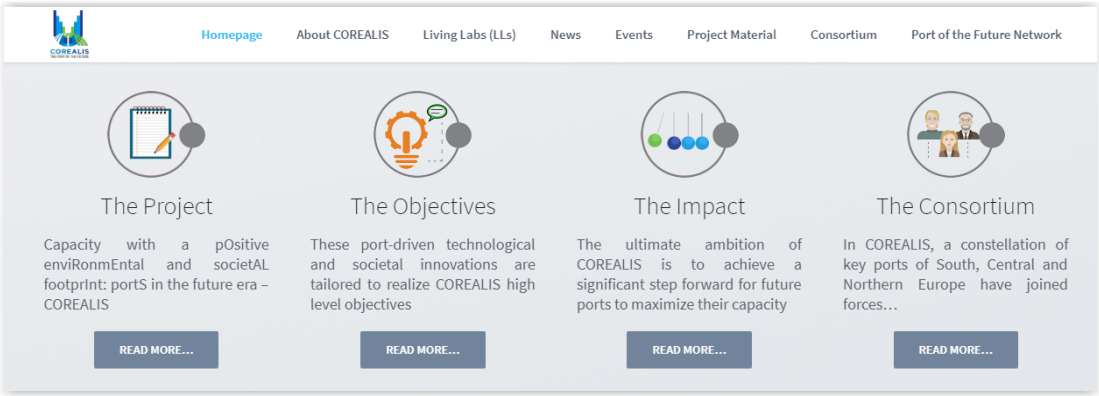

Figure 16 About the project

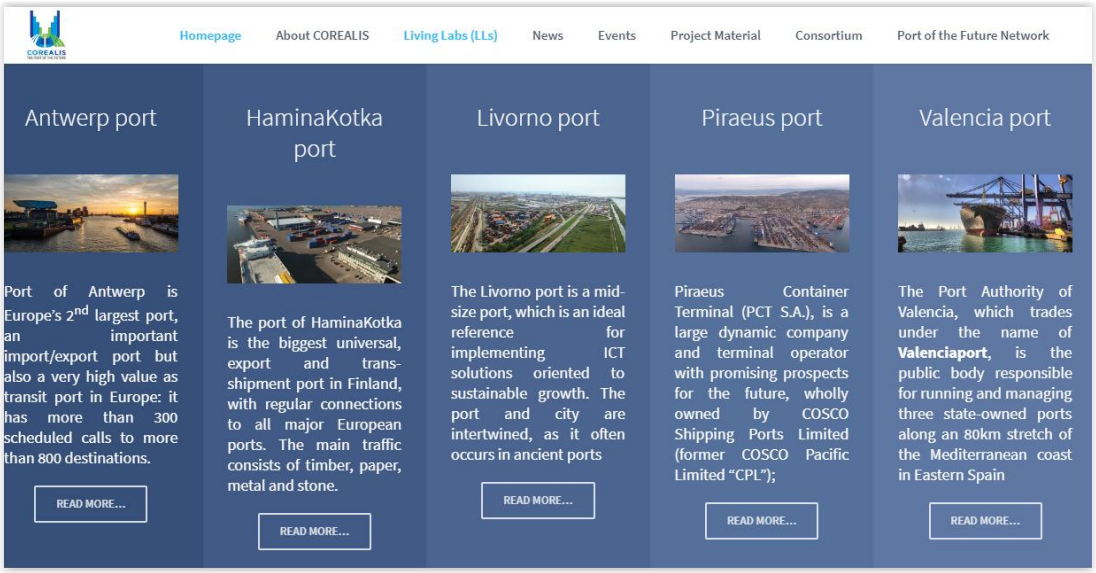

Figure 17 COREALIS living labs

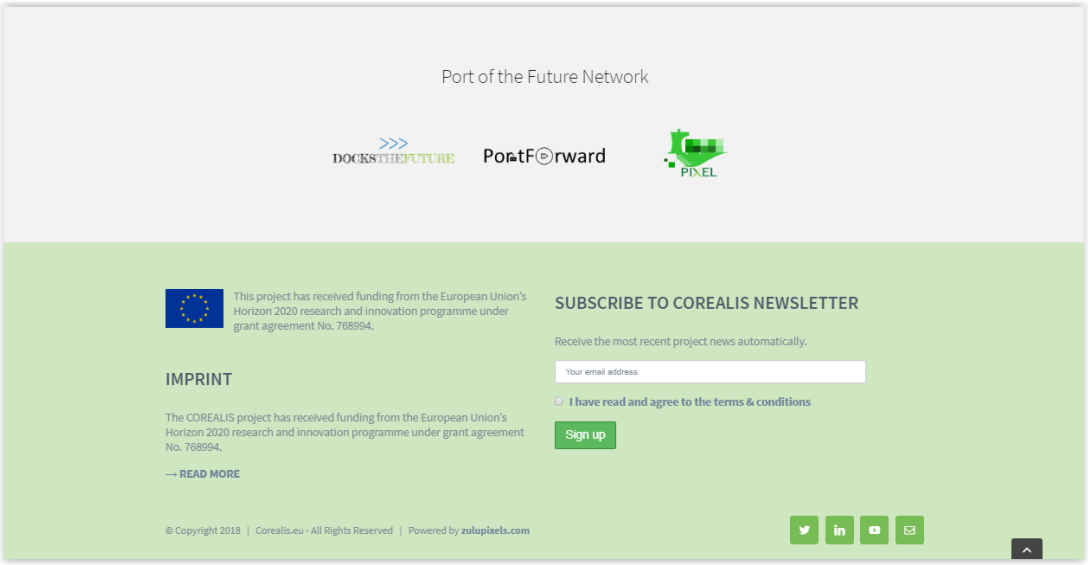

Figure 18 Clustering activities & Newsletter section

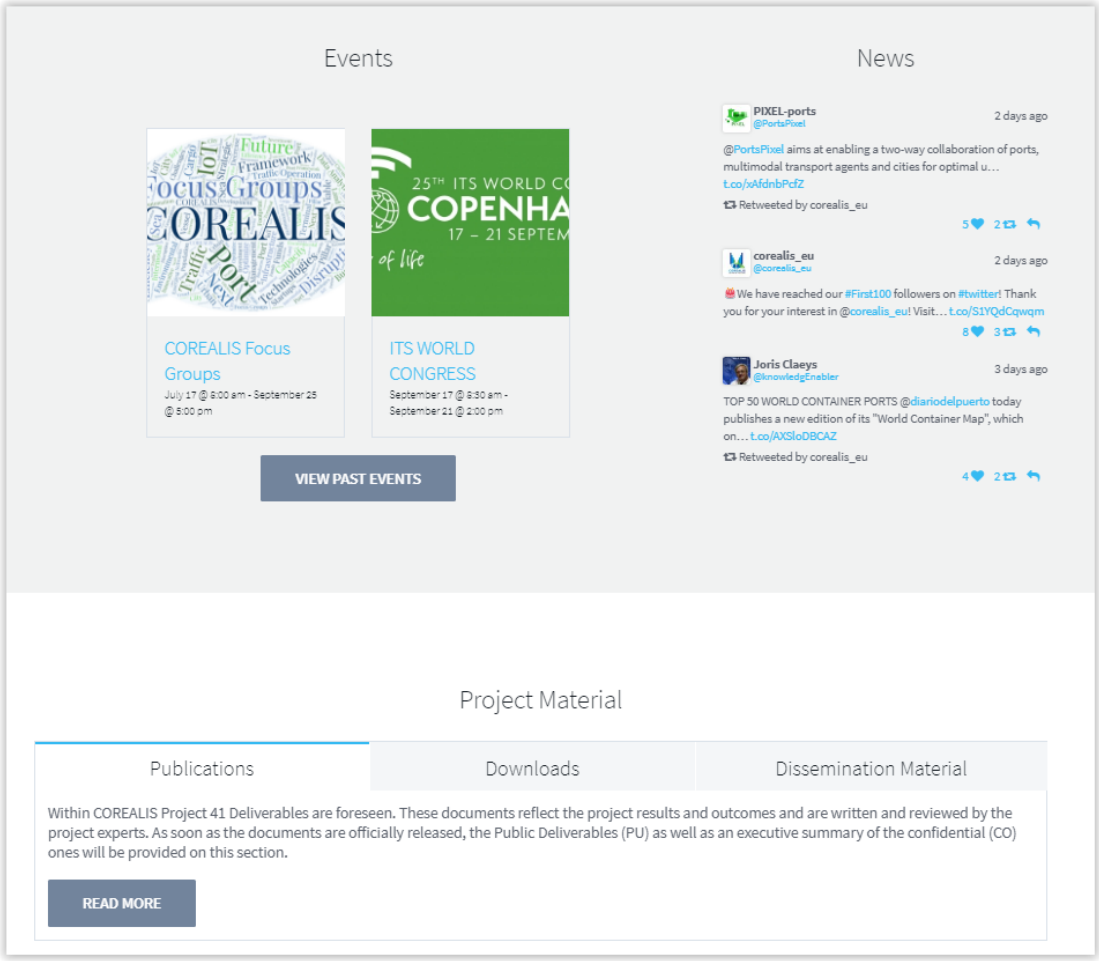

Figure 19 Events, News and Project material sections

4.3 COREALIS social media accounts

4.3.1 Twitter & LinkedIn

COREALIS social media channels will be the key element in the dissemination process of the project. COREALIS Twitter account has been set up well in advance for the project's kick-off meeting, to raise awareness of the project, especially for the wider port community (figure 20). The language of the account is English. COREALIS twitter account can be accessible here: https://twitter.com/corealis_eu.

The Twitter account presence will spread across all of the target groups: the general public, other EU related projects, European institutions, port cities, port and shipping associations, logistic companies port and transport authorities, ocean carries and terminal operators, ICT industry and research institutes, standardization bodies and European platforms. The vision behind the use of such a tool is to gain wide awareness from different disciplines in the port-logistics domain. The tool will be used for presenting the latest news about the project with: updates and pictures from meetings, workshops and events, direct links to the project material as well as retweets from related twitter accounts of initiatives, partners, and similar projects.

SEAB will be responsible for the daily management of this tool and will ensure that at least three posts will be scheduled per week. Besides, all COREALS partners are responsible for increasing the awareness of this tool, by creating linkages to their accounts and by providing SEAB with relevant content and contributions related to their achievements. COREALIS twitter account has currently 84 followers.

COREALIS twitter account follows the recent EC guidance document on social media use in Horizon 2020 projects [3].

Figure 20 COREALIS Twitter frond page

The LinkedIn profile (figure 21) has been also set up well in advance to attract interested stakeholders and interact with them. LinkedIn page has been created, featuring the logo and a cover image, a description of the project and a link to the website.

The aim of this tool is to share content and connect with already established interested groups and transmit our insights regarding the *Port of the Future* concept and vision. SEAB is the administrator of the LinkedIn page. The language of the account is English. COREALIS LinkedIn profile has currently 42 followers.

COREALIS LinkedIn account follows the recent EC guidance document on social media use in Horizon 2020 projects [3].

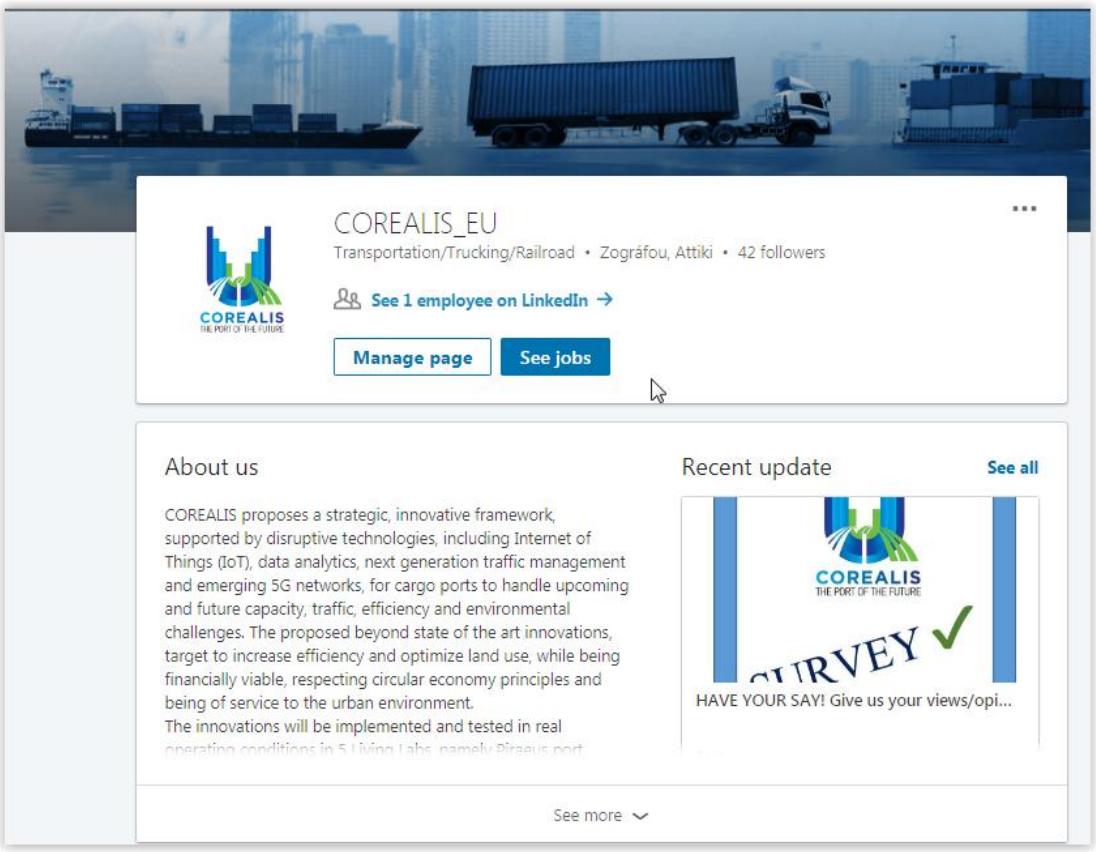

Figure 21 COREALIS LinkedIn frond page

4.3.2 YouTube channel

COREALIS project has a channel on YouTube (figure 22) aiming at sharing videos related to the project achievements, in the context of its dissemination procedure. YouTube will be also a key channel for showcasing the project demonstrations in Living Labs, which are starting taking place from M17 with their respective first alpha versions.

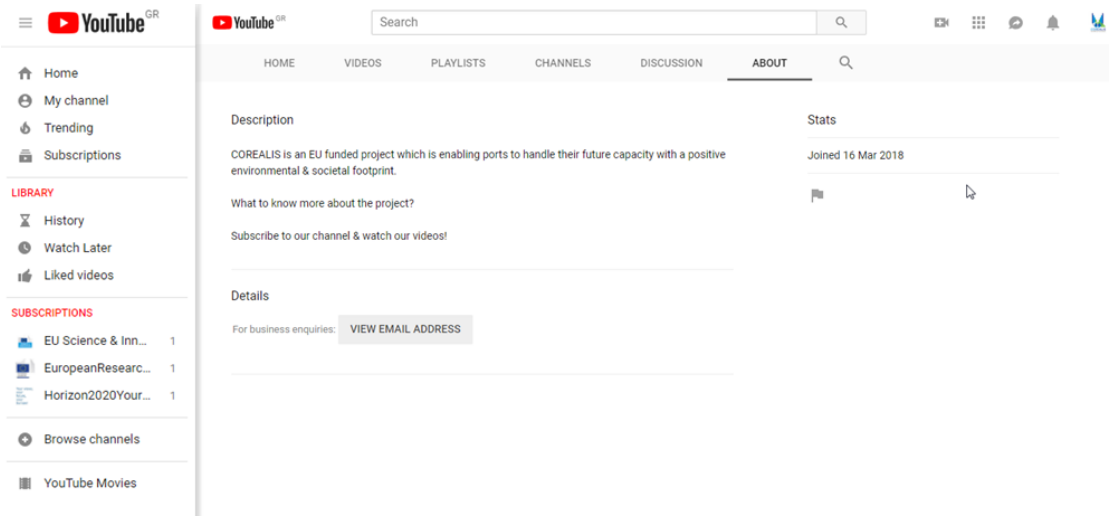

Figure 22 COREALIS YouTube channel

Conclusions

COREALIS communication material and online communication channels represent an essential element in the development of a successful project communication strategy. The initial set of project's communication material is composed of the COREALIS brochure, posters, roll-ups, press releases, as well as the deliverable documents and presentation templates. The initial set of COREALIS online communication channels consists of the project website and the social media accounts. All the communication material and means of the project are developed in line with the COREALIS brand identity, which is anchoring the project objectives and mission. The consistency between them will increase the project effective awareness and the stakeholder engagement.

All tools will be constantly and regularly updated by SEAB, with substantial contributions of project partners, in order to provide the interested external audiences with the latest project news, relevant results and breakthroughs. The next advances regarding the communication tools will be reported during M18 as part of the D.7.5: Final set of COREALIS communication tools.

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References

[1] Participant Portal Online Manual, Communicating Your Project http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

[2] Participant Portal Online Manual, Acknowledgement of EU funding http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm

[3] H2020 Programme: Guidance, Social media guide for EU funded R&I projects http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

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Annex 1: COREALIS brand identity

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COREALIS

THE PORT OF THE FUTURE

Logo Manual Guidelines

COREALIS
THE PORT OF THE FUTURE

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2 Logo usage

3 Logo elements

4 Logo fonts

5 Brand colours

6 Display forms

7 Logo variation

8 Background usage

LOGO SPESIFICATION

INTRODUCTION

This manual/guide describes the visual and verbal elements that represent COREALIS identity.

These guidelines reflect COREALIS commitment to quality, consistence and style.

It is essential to follow the COREALIS logo guidelines in order to achieve the desirable consistency in the application of its identity and build strong awareness and recognition for its brand.

It will be a useful aid for the typographers and others employed, to produce branded items & to design and create COREALIS communications material.

In order to maintain the integrity of COREALIS identity and what it represents, it is important to apply all the elements of the toolkit properly and consistently.

LOGO USAGE

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign. The module used to determine the safe area around logo is the width of the letter “C”.

Clear space

The Clear Space has been determined to ensure the proper visibility of the COREALIS logotype. Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the COREALIS logo always appears unobstructed and distinctly separate from any other visuals.

Minimum size

The Minimum size has been carefully determined to ensure that the COREALIS logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and easily identifiable. When using a lower quality printing technique (i.e. screen printing), the usage of the logo in a larger size is strongly recommended.

LOGO ELEMENTS

Semicircles
(container ships & city buildings):
The different size semicircles represent the variations in container ship size and load, while the different tallness highlights the variation in city buildings' height.

Lines: (connection & future)
Lines represent the bidirectional relation between the port and the urban space, underlining also the importance of the hinterland connection.

LOGO FONTS (1)

Primary font

COREALIS primary font is Lato.

The font is available free of charge, and supports most of the languages.

The Lato Font comes with 5 weights (normal+italic), but Hairline weight shouldn't be used.

Lato font is free for commercial use.

Lato Font supports most languages, and is constantly developed

Font weights

LATO Regular
AaBbCcDdEe123
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Light AaBbCcDdEe123
Regular AaBbCcDdEe123
Bold AaBbCcDdEe123
Black AaBbCcDdEe123

Substitution font

The Arial font is recommended to be used in headings of all printed materials that are editable and can be sent outside of COREALIS in an editable form.

Arial is available on most computers, as it is a system font.

Arial supports most of the languages.

For COREALIS deliverables, Times New Roman font (accompanied by Cambria font in headings) is suggested for its legibility in body text.

Font weights

Arial

AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz

ABCDEFGHIJKLMNOPQRSTUWXYZ

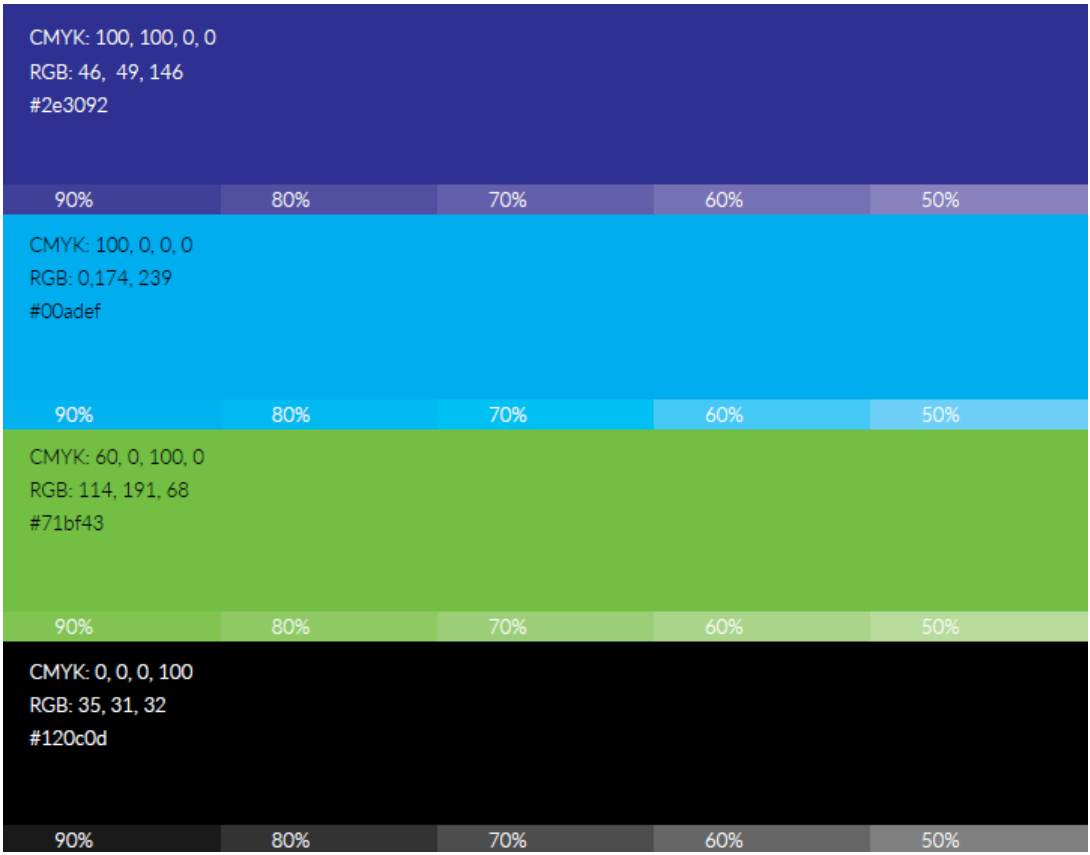
£!@#$%^&*()_+-=[]{};’\,./:”|<>?

Regular AaBbCcDdEe123

Bold AaBbCcDdEe123

BRAND COLOURS

COREALIS main colours are: Blue / Light Blue /Green / Black



The Blue, gives the dynamics and clarity that a port-related logo needs

The Light blue, is embraced as the colour of innovation

The green identifies the sustainable environmental vision of the project

Black is mainly used for typography

Do's and Dont's

Display the COREALIS logo only in the forms specified in this guide.

The COREALIS logo may not appear in any colour. Do not rotate, skew, scale, redraw, reproduce, alter or distort the COREALIS logo in any way. Do not combine the COREALIS logo with any other element such as other logos, words, graphics, photos, slogans or symbols.

✓ Always use logo files from the Brand Guidelines respective folders. Never try to recreate them from the guidelines.

✗ Never stray from the color palette

✗ Never stray from the color palette

✗ Never rearrange elements of the design

✗ Never stretch or distort the Logo

✗ Never change or alter any fonts.

✗ Never change the orientation of the logo with angles different than 0 or 90

LOGO VARIATIONS

Greyscale

Greyscale logos are for use in printed black and white publications such as newspapers. They are also used for internal documents that you know will be printed on black and white printers such as internal memos.

Positive

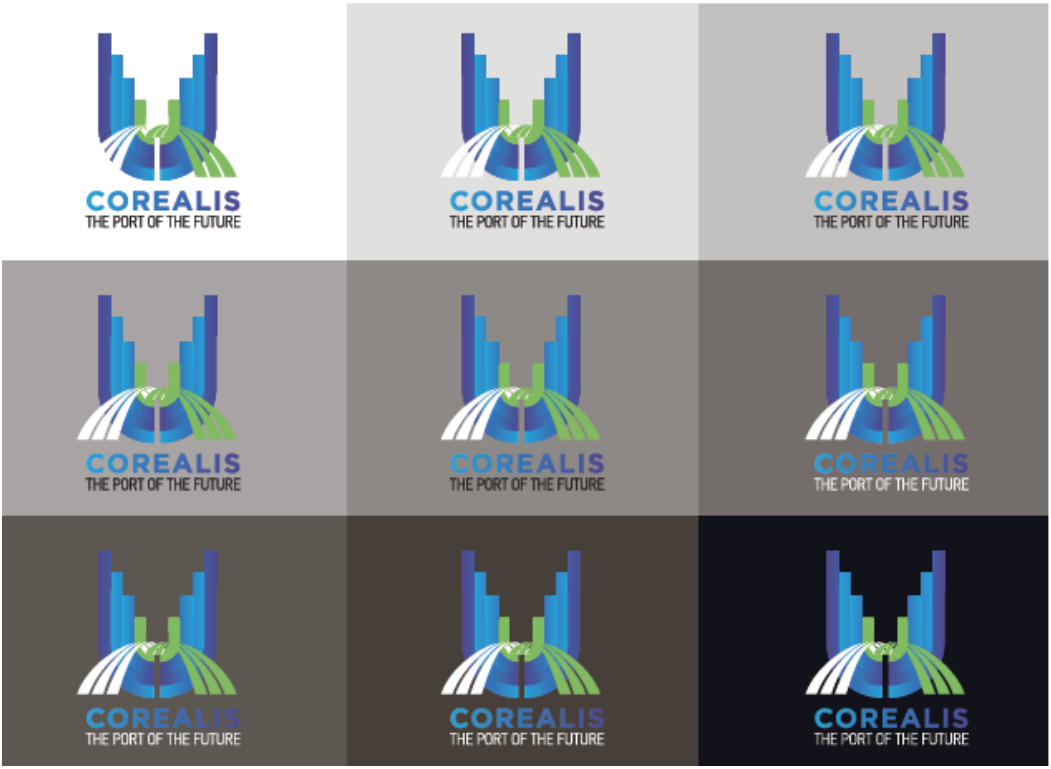
This is the primary format of the COREALIS logo and is used in every occasions except from the ones specifically mentioned in this guide.

Negative

This format of the COREALIS logo is only used when placing the logo on an image, a coloured background or a pattern.

LOGO USAGE ON BACKROUNDS

When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.



COREALIS

THE PORT OF THE FUTURE

by Zulusites.eu & SEAbility Ltd

Annex 2: Greek Press Release publicity report

- https://www.metaforespress.gr/naftilia/%CE%BE%CE%B5%CE%BA%CE%B9%CE%BD%CE%AC-%CF%84%CE%BF-corealis-%CE%BC%CE%B5%CF%84%CF%81%CE%B5%CE%B9%CF%82-%CE%B5%CE%BB%CE%BB%CE%B7%CE%BD%CE%B9%CE%BA%CE%AD%CF%82-%CF%83%CF%85%CE%BC%CE%BC%CE%B5/
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- http://www.pireasnews.gr/2018/05/corealis-seabiiity.html
- http://livester.gr/a/blogs/%CE%9F%CE%B9%CE%BA%CE%BF%CE%BD%CE%BF%CE%BC%CE%AF%CE%B1-%CE%94%CE%B9%CE%AC%CF%86%CE%BF%CF%81%CE%B1-%CE%9D%CE%B1%CF%85%CF%84%CE%B9%CE%BB%CE%AF%CE%B1/29364735/%CE%97-%CE%95%CE%BB%CE%BB%CE%AC%CE%B4%CE%B1-%CF%83%CF%85%CE%BC%CE%BC%CE%B5%CF%84%CE%AD%CF%87%CE%B5%CE%B9-%CE%B5%CE%BD%CE%B5%CF%81%CE%B3%CE%AC-%CF%83%CF%84%CE%B7%CE%BD-%CF%84%CE%B5%CF%87%CE%BD%CE%BF%CE%BB%CE%BF%CE%B3%CE%B9%CE%BA%CE%AE-%CE%B5%CF%80%CE%AF%CF%84%CE%B5%CF%85%CE%BE%CE%B7-%CF%84%CE%BF%CF%85-%CE%BB%CE%B9%CE%BC%CE%AD%CE%BD%CE%B1-%CF%84%CE%BF%CF%85-%CE%BC%CE%AD%CE%BB%CE%BB%CE%BF%CE%BD%CF%84%CE%BF%CF%82-%CE%88%CE%BD%CE%B1%CF%81%CE%BE%CE%B7-%CF%84%CE%BF%CF%85-%CE%95%CF%85%CF%81%CF%89%CF%80%CE%B1%CE%BA%CE%BF%CF%8D-

%CE%95%CF%81%CE%B5%CF%85%CE%BD%CE%B7%CF%84%CE%B9%CE%BA%CE%BF%CF%8D-%CE%AD%CF%81%CE%B3%CE%BF%CF%85-COREALIS

- https://www.thedockrat.gr/%CE%BB%CE%B9%CE%BC%CE%AC%CE%BD%CE%B9-%CF%84%CE%BF%CF%85-%CE%BC%CE%AD%CE%BB%CE%BB%CE%BF%CE%BD%CF%84%CE%BF%CF%82-%CE%B5%CE%BD%CE%B5%CF%81%CE%B3%CE%BF%CF%80%CE%BF%CE%B9%CE%AE%CE%B8%CE%B7%CE%BA%CE%B5/