



NEXT

New Exploration Technologies

DELIVERABLE 7.2

Corporate Design, Project Website, Brochures, Leaflets, Newsletter

Horizon 2020 Project: **NEXT**

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About NEXT

NEXT consortium consists of 16 partners from leading research institutes (3), academia (3), service providers (5) and industry (5). The members come from 6 EU member states (FI, FR, DE, MT, ES and SE) and represent the main metal producing regions of Europe, Fennoscandian Shield, Variscan Belt of Iberia and Central European Belt. These economically most important metallogenic belts of the EU have diverse geology with evident potential for different types of new mineral resource. The mineral deposits in these belts are the most feasible sources of critical, high-tech and other economically important metals in the EU. The project consortium has also a vast international collaboration network, e.g. 50% of the Advisory Board members have been invited from outside EU.

In addition to the variable geology, the vulnerability of the environment and the glacial sedimentary cover in the Arctic regions of northern Europe, and the thick weathering crust and more densely populated nature of the target areas in the Iberian and Central European belts influence the mineral exploration in different ways. New environmentally sound exploration concepts and technologies will be optimized and tested on diverse mineral deposit types.

NEXT will develop new geomodels, novel sensitive exploration technologies and data analysis methods which together are fast, cost-effective, environmentally safe and socially accepted. Methods developed reduce the current high exploration costs and enhance participation of civil society from the start of exploration, raising awareness and trust. Moreover, the reduced environmental impact of the new technologies and better knowledge about the factors influencing social licensing will help promote social acceptance of both exploration and mining and therefore support the further development of Europe's extractive industry.

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1 NEXT CORPORATE IDENTITY

To generate high recognition value for NEXT Project a corporate design has been developed. The design comprises a recognizable logo, colors and typography that are used for all documents and publications produced within NEXT.

1.1 Logo design

Different logo drafts were designed within WP7. The management committee of NEXT voted for one design, which was then further refined and finalized. Additional simplified versions e.g. without text or in grey colors were designed.



Figure 1: Full NEXT project logo.



Figure 2: Reduced NEXT logo without text claim and shadow.



Figure 3: Greyscale logo version.

For special purposes where smaller graphics are favorable, e.g. for the Twitter account image, also only the symbol without any text can be used.

1.2 Corporate Design

For the corporate design of NEXT, colors and typography to be used in the project have been developed.

Main colors are dark blue-green, black and grey. The standard font for documents is Calibri. For first order headlines and some other elements Calibri Light is used. Main text color is black. Headlines and bullet points are in dark blue-green according the set up color definitions. For some headlines and text blocks in PowerPoint, also light grey is used, as well as dark grey.

The more detailed formatting presets and guides are already specified within the Word and PowerPoint templates.

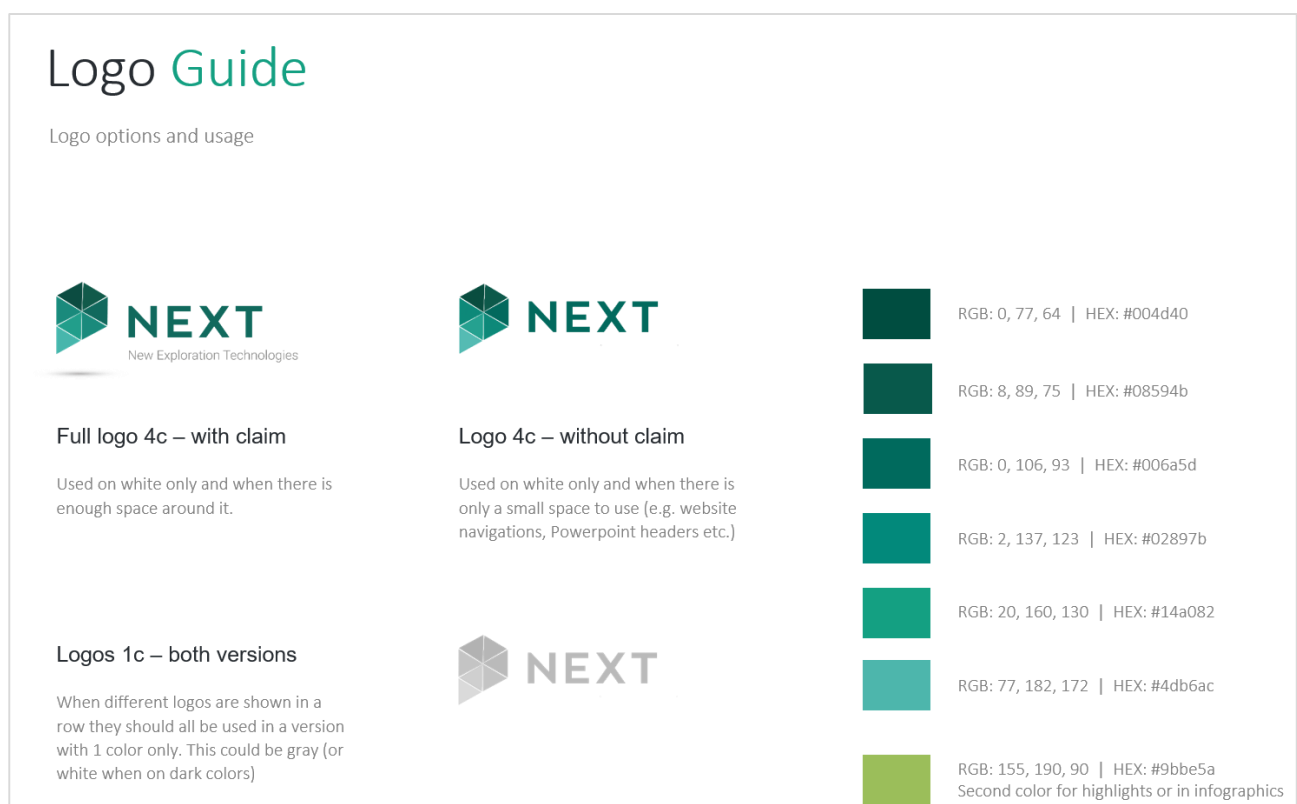


Figure 4: Logo and colour scheme guide for different green variants used for NEXT.

2 DESIGN TEMPLATES

A template for MS Word documents like reports was created according the developed corporate design, containing style presets for main text, headlines, bullet lists, labelling, and others, as well as general design of the document (*i.e.* title page, header and footer lines etc.). For presentations, a PowerPoint template was designed. It includes several designs for multiple purposes, beginning

with plain text slides, incorporation of images, different types of charts, graphics, timeline and many others.

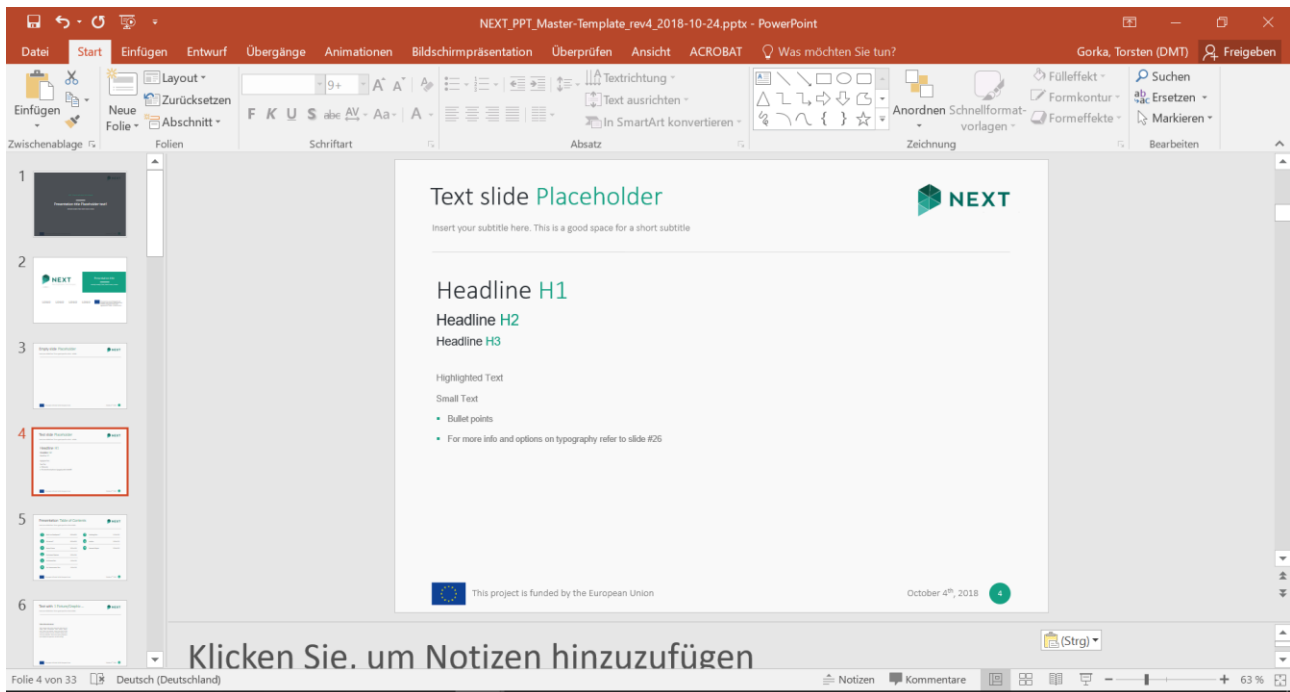


Figure 5: PowerPoint template, example for plain text slide.

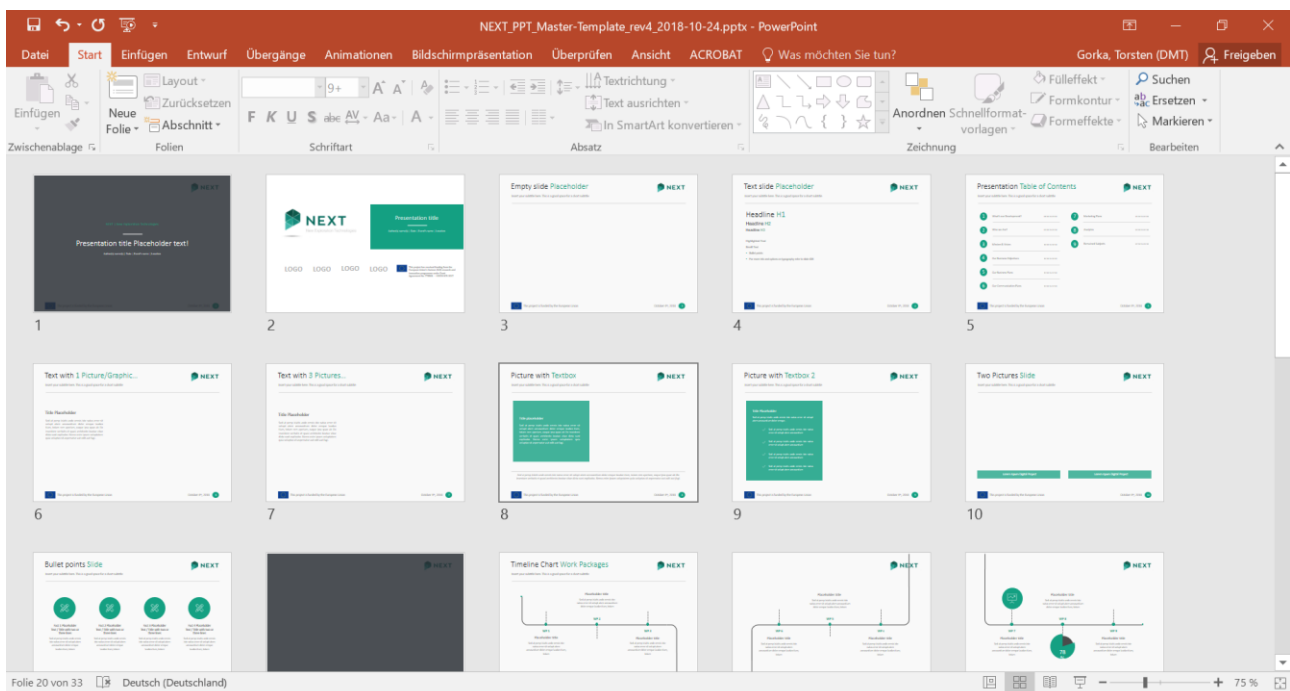


Figure 6: PowerPoint slide designs (1).

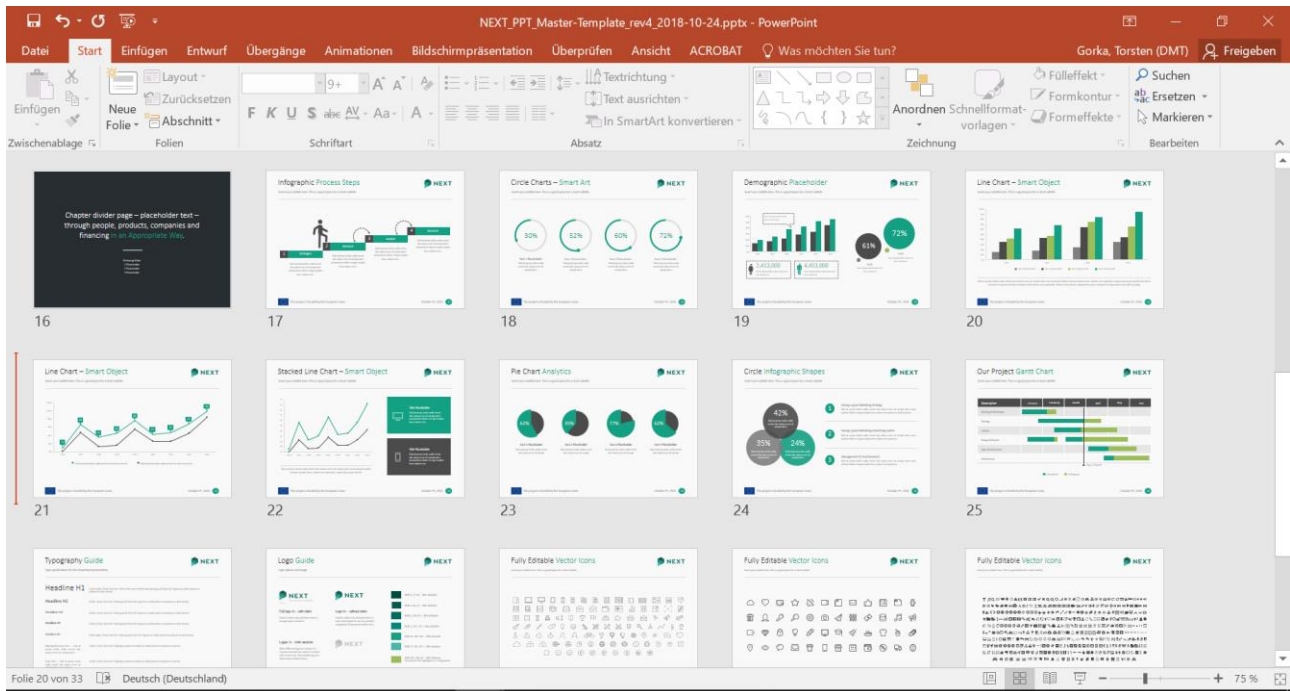


Figure 7: PowerPoint slide designs (2).

An 8-page brochure and 4 page color leaflet for NEXT are being prepared. Subsequent to the current design, which must follow the corporate identity of NEXT and be in line with the design of the website - that has been recently published - for consistent image transfer of NEXT, the text formulations will have to be discussed and agreed by the consortium partners before publication/printing. A draft handout version was prepared in September for a conference.

A poster was designed for the SLO workshop and the Raw Materials Week in Brussels.

The options to integrate the emblem of the European Union and the verbal brand „Horizon 2020“ have been included in the “Project Handbook” (D1.1) and applied for the developed templates.

All templates to be used within the project are provided to the consortium partners on the project SharePoint website.

3 DESIGN OF PUBLIC PROJECT WEBSITE

A public project website of NEXT was designed and has been released publically online on 31.10.2018. The address is:

www.new-exploration.tech

The published website contains information on the project, the objectives, news and the consortium. In addition, the designed site will also includes a contact form, media page with options to access all available public deliverables, relevant publications, press releases and other important

documents, as well as photos and videos explaining the project and the new developments consequently during project progress. The public web version will be consequently expanded to provide all designed elements, and will be frequently updated to provide latest news on the project and novel developments.

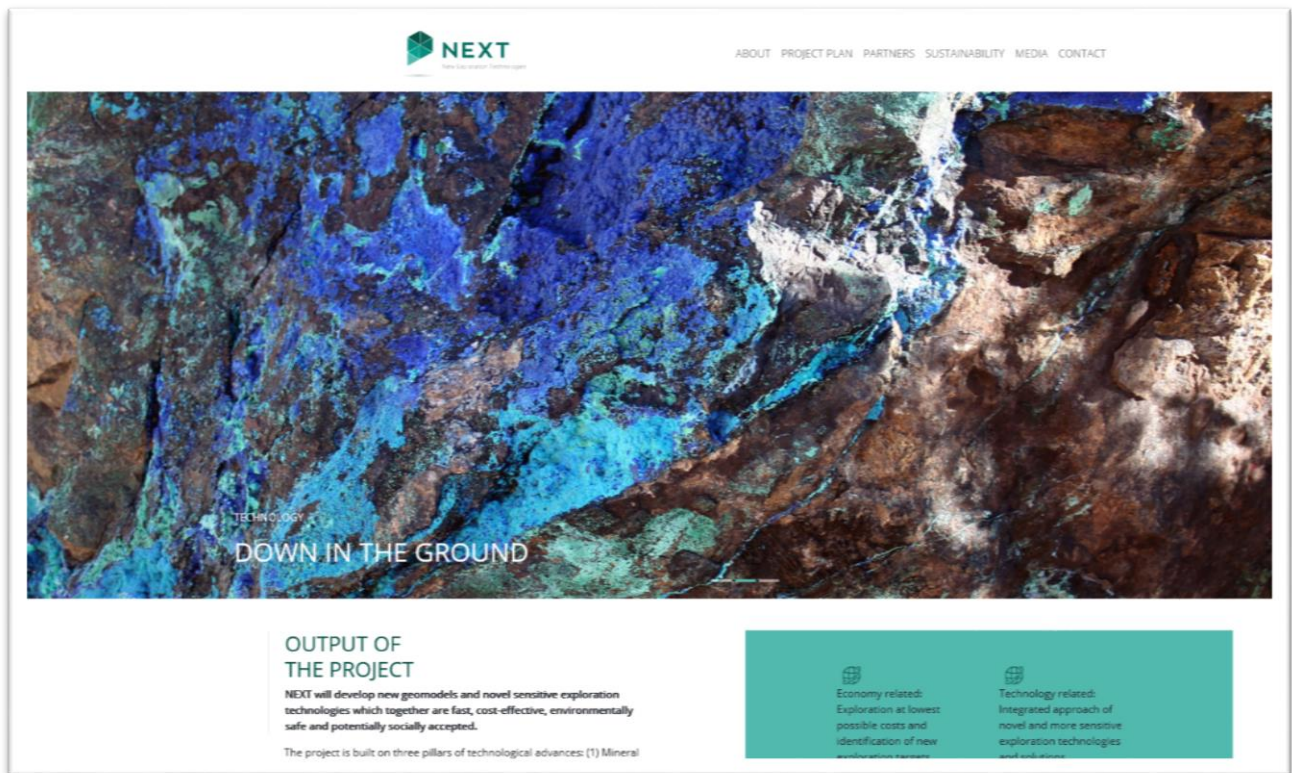


Figure 8: Top of the published start page of NEXT website.



Figure 9: First design of the start page.

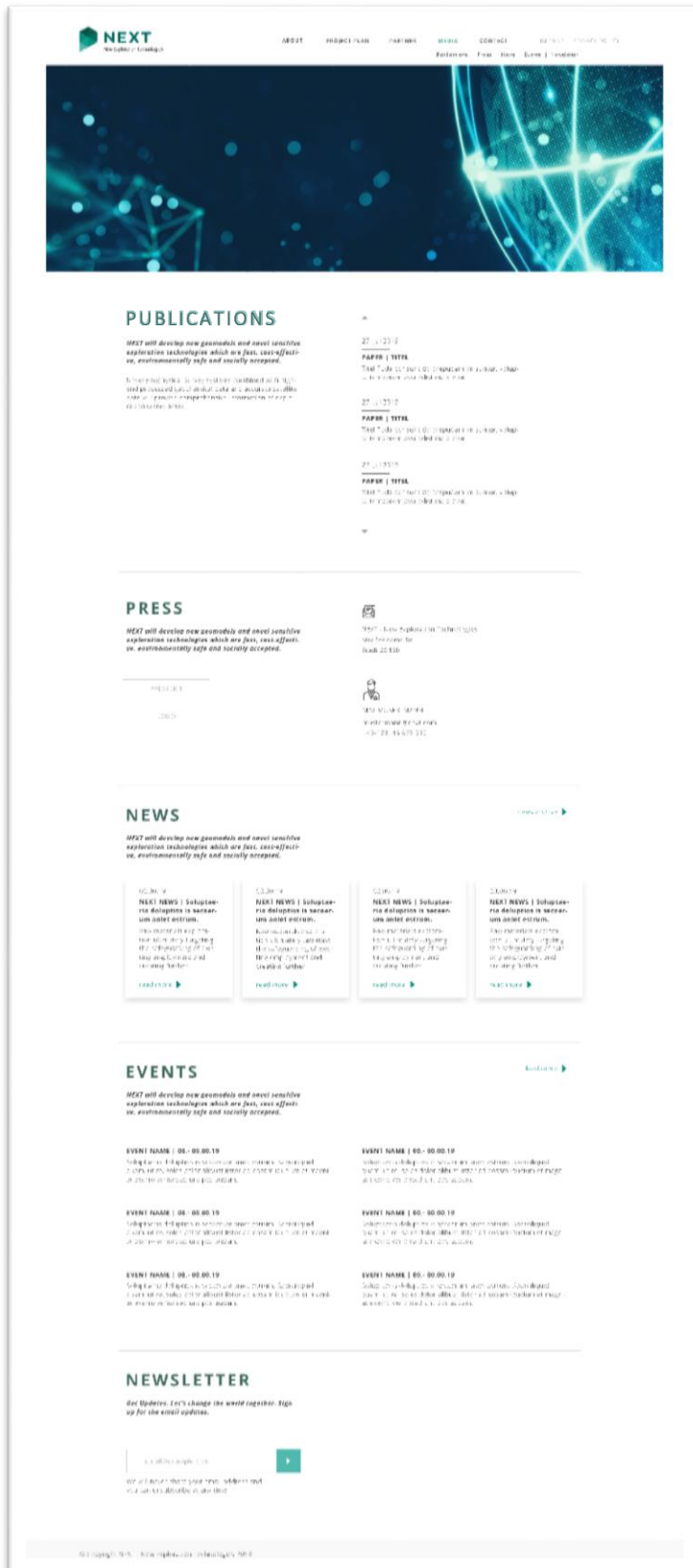


Figure 10: Design of media page on NEXT website.

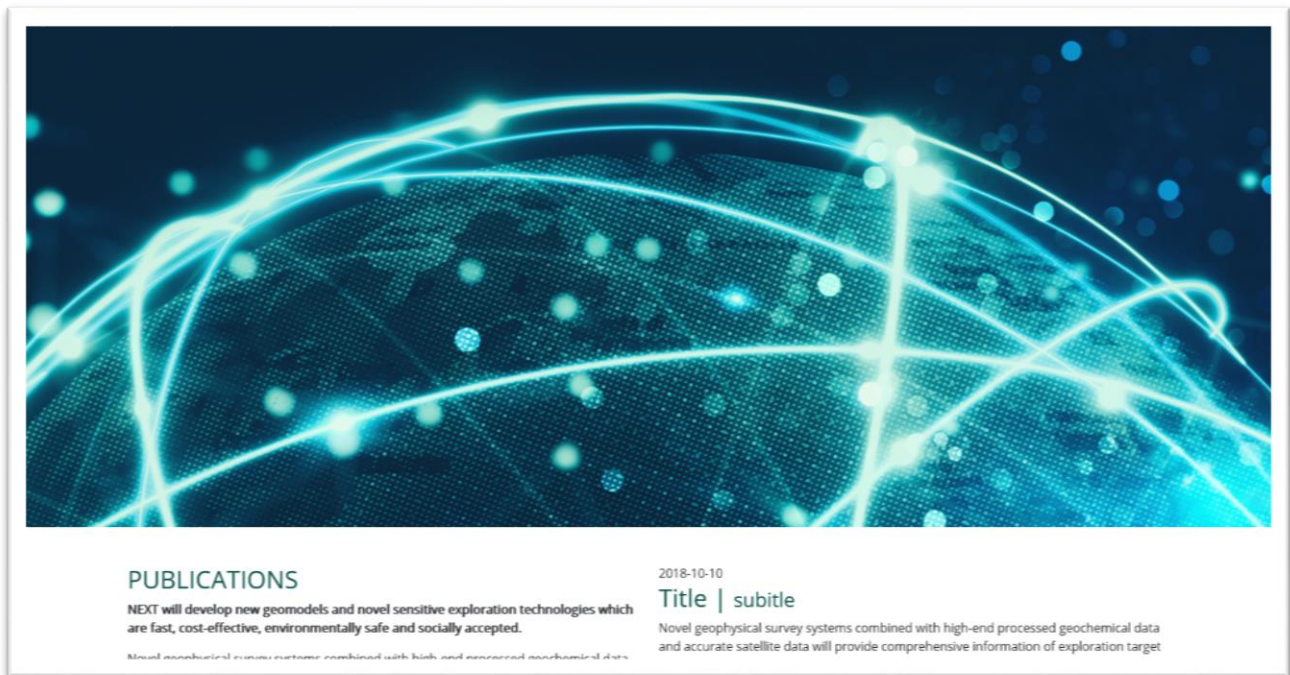


Figure 11: Design of the already programmed media page of NEXT project website with download area for publications, public reports, press releases, and other relevant documents.

4 NEWSLETTER

To receive the newsletter on NEXT a registration form on the website is being implemented (see the design in Figure 10). All interested persons will receive the newsletters on the progress of the project. The first issue is planned to be distributed when the field campaigns have started.