



**ERA-NET SMART GRIDS PLUS**  
**From Local Trials towards a  
European Knowledge Community**

**Communication and Visibility Guide  
for ERA-Net Smart Grids Plus Funded Projects**

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[www.eranet-smartgridsplus.eu](http://www.eranet-smartgridsplus.eu)

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This document sets out general regulations for dissemination and communication activities of projects funded by ERA-Net SG+ (herein also referred to as “project” or “funded project”). In addition, the document offers a comprehensive support package (including a visibility and design guideline, frequently asked questions and a set of templates) which will help project managers and dissemination managers to develop a sound communication strategy for their ERA-Net SG+ project. These two groups of managers are the targeted readers of this document and primarily addressed when we give guidance and advice.

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[www.eranet-smartgridsplus.eu](http://www.eranet-smartgridsplus.eu)

## Introduction

With this document, our objective is to help ERA-Net SG+ projects achieve most effective communication and visibility with their project. With *visibility* we are referring to those elements that can be used to present that your project or activity is part of the whole ERA-Net SG+ initiative, for example the logo or the colour scheme of the initiative. By communication we mean any effort that projects will take to reach their target audience, sending them a specific message through diverse media channels, or by giving a reference to the fact that their project is funded by our initiative. Adding the ERA-Net SG+ visibility to the dissemination and communication action of funded projects should bring additional value to the promotion of the project as well as provide a much larger platform for its dissemination.

## General Regulations

Being part of the ERA-Net SG+ initiative, ERA-Net SG+ projects are expected to acknowledge and promote the vision of ERA-Net SG+. Consequently, they are expected to respect a set of regulations when communicating their project activities and/or results to their stakeholders or to the public. These regulations are explained in the following:

### Funding Information

Any dissemination and/or communication activity related to your ERA-Net SG+ project (including electronic publishing, social media, etc.) must both

- display the ERA-Net SG+ logo, and
- include the following text:

“This project has received funding in the framework of the joint programming initiative ERA-Net Smart Grids Plus, with support from the European Union’s Horizon 2020 research and innovation programme.”

This ERA-Net SG+ funding information must be put - with good visual quality - at a prominent place of your dissemination or communication material.

### Visibility of the ERA-Net SG+ Initiative

Funded projects must ensure that sufficient visibility is given to the approach and work of the ERA-Net SG+ initiative whenever they promote their funded project. When referring to the initiative, projects must

- fully respect the “Visual Identity and Design Guidelines” presented further below, and
- use standardised texts, pictures, presentations, contact details and the logos as presented in chapter “Dissemination Package for Funded Projects” of this document.



### Promotion of the Knowledge Community

Whenever appropriate, ERA-Net SG+ projects shall additionally promote the Knowledge Community of the initiative and put a reference to *expera* - the knowledge sharing platform of the initiative. See further details in chapter "Frequently Asked Questions".

### Use of Dissemination Material

Unless the ERA-Net SG+ initiative requests otherwise, the funded project may use the following material, without requesting further approval from the initiative:

- the ERA-Net SG+ logo and/or the *expera* logo,
- the visual identity and design guidelines as set out in this document,
- all additional material provided in chapter "Dissemination Package for Funded Projects".

This does not, however, give the funded project the right to exclusive use of this material. Use is restricted to dissemination and/or communication activities for the funded ERA-Net SG+ project only.

### Obligation to inform the initiative

Before engaging in a dissemination and/or communication activity that is expected to have a major media impact, particularly when involving supra-regional press and/or TV, the funded project must inform the ERA-Net Smart Grids Plus initiative beforehand. The initiative may object if its legitimate interests in relation to the initiative would be significantly harmed.

### Disclaimer

Any dissemination and/or communication activity related to the ERA-Net SG+ project must indicate the following phrase, meaning that the information given only reflects the author's view and that the ERA-Net SG+ initiative is not responsible for any use that may be made of it.

The phrase is:

"The content and views expressed in this material are those of the authors and do not

necessarily reflect the views or opinion of the ERA-Net SG+ initiative. Any reference given does not necessarily imply the endorsement by ERA-Net SG+."

This disclaimer must be put at a prominent place of any of your dissemination or communication material.

### National/regional regulations

Additional visibility or communication regulations defined and communicated by contracting national or regional funding agencies have to be fully respected independent of the regulations set out in this document.

## Visual Identity & Design Guidelines

ERA-Net SG+ funded projects must respect the following visual identity and design guidelines when referring to the initiative:

### Nomenclature




When referring to the ERA-Net SG+ initiative, only two nomenclatures are allowed:

- ERA-Net Smart Grids Plus (long version)
- ERA-Net SG+ (short version)

You can choose either of these two options.

### Colours

The visual identity of ERA-Net SG+ uses the following colour codes.

	CYMK	RGB
	78/1/99/0	21/171/24
	80/35/0/0	61/143/200
	0/0/0/50	152/152/152

ERA-Net SG+ projects are invited to adopt this colour scheme for their funded project, e.g. for own project's visual identity, websites, presentations, dissemination material, etc. An approval or coordination with the initiative is not necessary.



## Typography

ERA-Net SG+ uses Verdana as the font for official presentations. Different font size is used to allow for a full range of creative expression. ERA-Net SG+ projects are invited to adopt this typography.

## Language

The ERA-Net SG+ initiative uses English for any kind of external communication. Funded projects are free to choose any other language for their external communication - however only material can be promoted by the ERA-Net SG+ initiative that is in English language. The general rule for all external communication is that the language is well understood by the targeted audiences.

## Logos

ERA-Net SG+ projects are entitled to use the following logos according to the regulations set out in this document. This does not, however, give the funded project the right to exclusive use. Use is restricted to dissemination and/or communication activities for the funded ERA-Net SG+ project only. Moreover, logos must not be modified in any form.

- Logo of the ERA-Net Smart Grids Plus initiative



- Logo of our knowledge sharing platform *expera*



Download the logos at <http://www.eranet-smartgridsplus.eu/downloads/downloads-for-funded-projects/>.

## Hyperlinks

Any dissemination and/or communication activity in online media that displays the ERA-Net SG+

logo is expected to contain a hyperlink to the official ERA-Net SG+ webpage [www.eranet-smartgridsplus.eu](http://www.eranet-smartgridsplus.eu).

Any dissemination and/or communication activity in online media that displays the logo of the knowledge sharing portal *expera* is expected to contain a hyperlink to [www.smartgridsplus.eu](http://www.smartgridsplus.eu).

## Frequently Asked Questions

### ***Can we display our project logo or organisation logos along with the ERA-Net SG+ or expera logo?***

ERA-Net SG+ projects are entitled to use other logos together with the logos of the initiative, and decide on the order. The ERA-Net SG+ logo however must be prominently displayed alongside other logos, in a way that other logos do not compromise the visibility of ERA-Net SG+.

### ***Should I refer to EC or to ERA-Net SG+ in my promotional material?***

Projects should always refer to ERA-Net SG+. The initiative itself refers to both the EC and the Horizon 2020 programme in their promotional material (including websites, printed material, etc.).

### ***Can I adopt the visual identity of ERA-Net SG+ for my project?***

It is advisable that ERA-Net SG+ projects have their own visual identity and logo. Projects are invited (but not obliged) to adopt the ERA-Net SG+ colour scheme when developing their visual identity. However, they are not entitled to copy or incorporate the ERA-Net SG+ logo in their visual identity or in their project logo (neither in full nor visual elements of it).

### ***Do I have to say that the ERA-Net SG+ funds my project?***

ERA-Net SG+ projects are always requested to provide the funding information as described in our general regulations.



### **What is the disclaimer and how do I use it?**

The disclaimer is a standardised text that must be used on every document or dissemination material that funded projects publish, from a printed document to a website or any kind of audio-visual material. This standardised text makes it clear that the ERA-Net SG+ initiative does not have any responsibility for the content or views expressed by the funded project.

### **Where do I put funding information and the disclaimer?**

Both funding information and disclaimer must be put - with good visual quality - at a prominent place of the published material. It is on the project or dissemination managers' own decision where that prominent place will be.

We recommend the following

- *Print publication* – A prominent place will be on the inside cover or back cover as appropriate, according to the layout. It does not necessarily have to be on the front page.
- *Websites / Social Network* – The funding information should be visible at the start page of the website. The disclaimer can be put on the "Imprint" or "Disclaimer" page of the website. In any case, both funding information and disclaimer should be permanently accessible to the visitor of the website (e.g. via hyperlink).
- *Presentation (e.g. PPT)* - The funding information should be visible at the start page of the presentation. The disclaimer should be shown at the last page of the presentation. We recommend using the PPT template presented in chapter "Dissemination Package for Funded Projects".
- *Audio-visual material* – A prominent place will be either at the beginning or at the end of the transmission.

### **Are there any exceptions to the visibility rules?**

In general all projects should abide the regulations as defined in this document, but there will always be situations when it is inappropriate to act accordingly. If such situations arrive, contact the ERA-Net SG+ *Support Team* beforehand to discuss that issue.

### **Does ERA-Net SG+ have the copyright to material produced by funded projects?**

No, the copyright of everything produced by an ERA-Net SG+ funded project belongs to that project.

### **Does ERA-Net SG+ need to check our dissemination material?**

As long as funded projects respect the regulations as set out in this document, the initiative does not have a need to check their dissemination material. We expect that every dissemination material will go through a validation process within each project. Please consider the following exception:

Before engaging in a dissemination and/or communication activity that is expected to have a major media impact, particularly when involving supra-regional press and/or TV, the funded project must inform the ERA-Net Smart Grids Plus initiative beforehand. The initiative may object if its legitimate interests in relation to the initiative would be significantly harmed.

### **When we are organising an event, should we inform the ERA-Net SG+ initiative about it?**

It is not obligatory. However, the ERA-Net SG+ initiative will make an effort to promote events of funded projects at the initiative's website. Therefore it will be to the benefit of projects to inform the ERA-Net SG+ *Support Team* in due time prior to the event. All visibility requirements need to be respected - in particular the funding information and disclaimer need to be displayed according to our regulations. Please note that the ERA-Net SG+ initiative will make an effort to



promote events; however it will not be obliged to do so.

### **Does ERA-Net SG+ promote our *online media*?**

If you publish your own project website, social network (e.g. Facebook, Twitter) or other online platform, ERA-Net SG+ will be open to place a link to your website or online platform at the initiative's official website. Contact the Support Team.

### **Is there a text describing the ERA-Net SG+ initiative that I can use?**

Yes, find our standardised texts for ERA-Net SG+ projects at our ERA-Net SG+ download site, including a short description of the initiative, official contact details and links that you can refer to. See further details in chapter "Dissemination Package for Funded Projects".

## Dissemination Package for Funded Projects

The ERA-Net SG+ initiative provides a set of materials that ERA-Net SG+ projects can use for their dissemination and communication - from logos, banners, standardised texts and presentations to a set of templates.

Whereas logos, banners, standardised texts and presentations must not be modified by funded projects, the templates are not strict templates. Projects can adjust elements of the templates according to their necessities or they create their own templates as long as these templates respect the ERA-Net SG+ visibility and communication regulations as set out in this document.

### **(1) Logos & Banners**

Download at: <http://www.eranet-smartgridsplus.eu/downloads/downloads-for-funded-projects/>

The following logos and banners can be added by ERA-Net SG+ projects to their dissemination material when referring to ERA-Net SG+, without requesting further approval from the initiative. Logos and banners must not be modified!

- **ERA-Net SG+ Logo initiative**

hyperlink to be added in online media: [www.eranet-smartgridsplus.eu](http://www.eranet-smartgridsplus.eu)



- **ERA-Net SG+ Logo expera**

hyperlink to be added in online media: [www.smartgridsplus.eu](http://www.smartgridsplus.eu)



- **ERA-Net SG+ Banner (landscape)**

hyperlink to be added in online media: [www.eranet-smartgridsplus.eu](http://www.eranet-smartgridsplus.eu)



- **ERA-Net SG+ Banner (portrait)**

hyperlink to be added in online media: [www.eranet-smartgridsplus.eu](http://www.eranet-smartgridsplus.eu)



### **(2) Texts and Presentation**

Download at: <http://www.eranet-smartgridsplus.eu/downloads/downloads-for-funded-projects/>

The following texts, details and/or presentation slides can be added by ERA-Net SG+ projects to their dissemination material when referring to ERA-Net SG+, without requesting further approval from the initiative. The information and slides given must not be changed!



**• About the Initiative**

a compilation of texts, contact details and web links of the initiative that projects can use in their material

**• Deliverable Template**

This template can be used for your deliverables. It suggests a standardised structure for your deliverables that can be modified as appropriate.

**• Presentation slides of the Initiative**

a set of PPT slides that funded projects can use in their PPT presentations

**• Project Fact Sheet**

A "Fact Sheet" template has been developed to provide a standard two-page-format to represent ERA-Net SG+ projects as printout or online. The initiative expects each funded project to provide a fact-sheet to be published at the ERA-Net SG+ website.

**(3) Templates**

Download at: <http://www.eranet-smartgridsplus.eu/downloads/downloads-for-funded-projects/>

**• Presentation Template**

A PPT presentation template has been developed to standardise the main elements of ERA-Net SG+ presentations.



- **Events & News Template**

The ERA-net SG+ initiative will make an effort to promote events and news of funded projects at the initiative’s website. Use the provided templates to describe your events or news and send the completed template to the Support Team of ERA-Net SG+. Event announcements must be sent in due time prior to the event (at least 4 weeks).

**Smart Grids Plus**  
ERA-Net

**News at**  
**ERA-Net Smart Grids Plus**

**ABOUT THE AUTHOR**

Author

Project acronym

Date

**NEWS TITLE** (max. 128 characters incl. spaces)

**NEWS TEASER** (max. 200 characters incl. spaces) – optional

**NEWS TEXT** (max. 1000 characters incl. spaces)

**URL** (max. 128 characters incl. spaces) – Please ensure that the URL is valid

**IMAGES**

Please provide a link and credit for images that ERA-Net SG+ is allowed to add to the news entry at their website: [www.eranet-smartgridsplus.eu](http://www.eranet-smartgridsplus.eu)

Link to image

Credit

Please note that the ERA-Net SG+ initiative will make an effort to promote your news at the initiative's website, however it will not be obliged to do so.

Disclaimer: The content and views expressed in this material are those of the author and do not necessarily reflect the views of ERA-Net SG+ initiative. Any reference given does not necessarily mean the endorsement by ERA-Net SG+.

Please note that the initiative will make an effort to promote news and events; however it will not be obliged to do so.

## Contact

Our ERA-Net SG+ Support Team will be available to answer your specific questions related to this Communication and Visibility Guide and/or to respond to open issues that may need to be discussed when planning your dissemination and/or communication activities.

Contact our Support Team via the following eMail address:

[knowledge-community@eranet-smartgridsplus.eu](mailto:knowledge-community@eranet-smartgridsplus.eu)