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TWINRD
ECODIGITAL FUTURES

MACROECONOMIC MODELLING OF R&D FOR THE TWIN TRANSITION

D6.1 | TWINRD VISUAL IDENTITY AND WEBSITE

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Executive Summary

This deliverable provides the project's **visual identity,** detailing the study behind the logo development and presenting project-branded templates. The deliverable also includes an overview of **TWINRD's website** (www.twinrd.eu), illustrating its scope, high-level structure, technical details, management strategies, and future developments. The deliverable refers to the core version of the website which went live on June 28, 2024. Sections, sub-sections, calls to action and contents will be shaped along the way based on the project's needs and requirements.

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List of Acronyms and Abbreviations

CMS	Content Management System
EC	European Commission
EU	European Union
PDF	Portable Document Format
PNG	Portable Network Graphics
R&D	Research and Development
R&I	Research and Innovation
SVG	Scalable Vector Graphics
WP	Work Packages

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Introduction

TWINRD is set to transform Europe's macroeconomic modelling to support the Twin Transition, focusing on harmonizing sustainable economic development with digital progress. Current models employed at the EU level, although supportive of strategic planning in sustainable research and innovation (R&I), often fail to capture the extensive scope of R&I activities, especially in emerging green and digital technologies.

To address these gaps, TWINRD (**acroeconomic modelling of R&D for the Twin Transition**) aims to enhance existing models like GEM-E3 and NEMESIS by integrating innovative and interdisciplinary approaches that more accurately represent R&I policies. This will include the introduction of new data and technology classifications, specifically improving the modelling of green and digital technologies and refining tools to evaluate the impacts of R&I policies on socio-economic and environmental outcomes.

In commitment to openness and collaboration, TWINRD will make all models and resources developed freely available on its online platform, encouraging transparency and community engagement. The TWINRD open forum will facilitate active stakeholder interaction and inclusive dialogue, co-designing research and scenarios to ensure findings are comprehensive and actionable both for the scientific community and policymakers.

Over a three-year period, TWINRD brings together four leading research institutes and SMEs with extensive expertise in economic modeling and the R&I sector. This collaboration spans applied and research-oriented environments, including systems analysis and data management, ensuring a multidisciplinary approach to achieving the project's goals.

Project Coordinator

E3Modelling Energy Economy Environment

UNU MERIT

ISINNOVA research innovation sustainability

SEURECO ERASME

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1. TWINRD's Visual Identity

With the broad term visual identity, we refer to the 'look' and 'branding' of the project which is determined by the combination of several elements including logo, specific typographical and chromatic choices, project tagline, and tone of voice[1]. Having a memorable image, as well as a clear message, is essential to ensure target groups easily recall the project and its modelling upgrade and can place it in the macroeconomic modelling and R&I assessment frameworks.

Overall, the project's tone of voice will have a **sleek and minimalistic feel**. Along with providing specific project-based details, TWINRD's communication style will always embrace broader themes such as greening technologies, climate crisis, decarbonisation goals, and sustainable energy, aiming to reach beyond the data-based models to share certain aspects of the project's ambitions tied to sustainable economic development also with well-informed, climate-aware, non-technical audiences. When required, communication will avoid the overly specialized shades of TWINRD's endeavor - which don't necessarily have to reach all stakeholders - and focus on R&I enhancement and potential applications of project-developed data flows, matrices, and models for the shaping of ecodigital futures.

TWINRD's visual identity study has ensured a neat interface for the project's communication channels and outputs, including the design of specific templates for project deliverables, letterheads, PowerPoint presentations, social media posts, newsletters, and digital signatures.

Partners are invited to use the appropriate visual identity items and templates and comply with the visual identity guidelines below when involved in project-related dissemination activities and announcements.

All visual identity items (logo, fonts, brand guidelines, and templates) are available for download from the Communication & Dissemination section of the project's shared folder.

1.1. TWINRD's Logo

TWINRD's logo represents the main visual element to be used for all communication activities, as it performs as the project's trademark. Given the use of an acronym, a 'talking' logo solution was preferred with a project tagline to support project placement and scope.

TWINRD's logo thus combines the following elements:

- **two interlocking circles:** these symbolize the integration of the twin transitions — digital and green — visually highlighting the interconnectedness and synergy between technological advancements and environmental sustainability. The color gradient transitioning from green to blue reinforces the dual focus on green (environmental) and digital (technological) futures.

- **color scheme**: the use of green represents sustainability, growth, and eco-friendly initiatives, while blue signifies technology, innovation, and digital advancement. This color scheme aligns with the initiative's goals of promoting both environmental and

[1] *Brand's personality projection, choice of wording, and emotional appeal.*

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technological progress. The dark blue background enhances the contrast and visibility of the logo elements. It also conveys a sense of academic reliability, essential for an initiative focused on upgrading Research and Innovation. Where the circles interlock, the dominant color is a teal tone representing the merge of green and blue (i.e. successful twin transition) and is also symbolically used for the word 'TWIN'.

- **project tagline** (*Ecodigital futures*): evokes a vision in which environmental sustainability (eco) and digital transformation (digital) are integrated to create a harmonious, forward-looking society. Such vision drives the project's activities towards supporting ecodigital futures by enhancing models for the evaluation of Research & Innovation policies around the intertwined progress of green and digital transformations.

The logo is provided in multiple formats (PNG, SVG, and PDF) and versions (two versions in full color and black and white versions).



Figure 1 - The TWINRD Logo (Primary)

1.2. Visual Identity Guidelines

The visual identity guidelines below detail how the TWINRD logo should be used, the project's fonts, the colour palette, and the templates provided. These visual identity guidelines will be adhered to in all communication materials, including the website. This section also contains general guidelines and rules for acknowledging EU project funding, as well as details on the rights and obligations associated with using the EU emblem, funding statements, and disclaimers.

1.3. Use of logo

As a general rule, the project logo must be placed in the top or bottom right corner in reports, letters, and presentations. The full-color version with the dark blue background is the primary logo. However, when displaying the TWINRD logo on an image or a dark-colored background, the white version of the logo can be used to improve visibility.

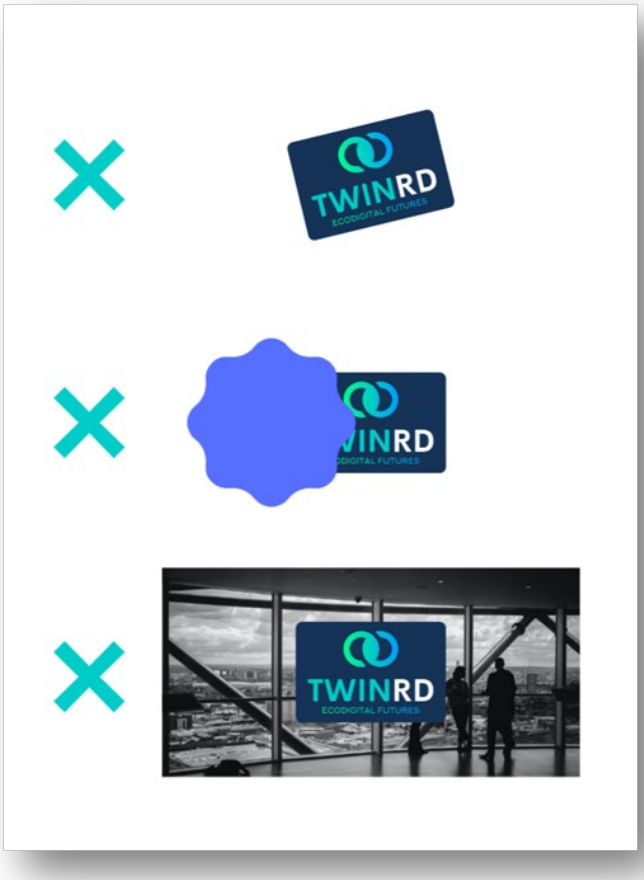
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Figure 2 - The TWINRD Logo (for dark backgrounds)

Incorrect uses of the logo

- Do not change the shape and proportions of the logo.
- Do not change the font typography.
- Do not change the colours of the logo.
- Do not rotate the logo, distort it, partially cover it up, or place it directly on a photo.



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1.4. TWINRD's Colours

The TWINRD brand colours are provided in hex code in Figure 3. These colours are used in the logo, in all promotional materials and project templates, as well as on the website. Any colors outside this palette must be used with discretion.

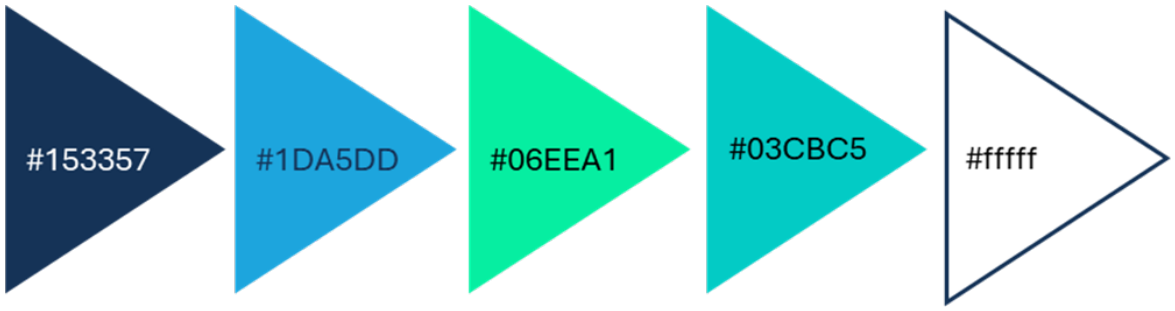


Figure 3 – TWINRD Brand Colours

1.5. TWINRD's Font Typography

The **Roboto font family** is the primary typeface that should be used in all typeset communications and promotional materials, such as deliverables, leaflets, letterheads, newsletters, and PowerPoint presentations. The Roboto font family is modern, sans-serif typeface known for its clean lines, geometric shapes, and versatile readability, making it ideal for both digital and print applications.

To make optimal use of project templates, partners are invited to download the project fonts provided in the shared project folder.

1.6. Guidelines for acknowledgment of EU-funding

As an EU-funded project, full acknowledgment of funding must appear on all project materials, written contents produced within the project, outbound communication, and dissemination of results.

Unless the Granting Authority requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) **display the EU emblem** ('flag') - this is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding - when displayed together with another logo, the EU emblem banner must have appropriate prominence;

(b) include the **funding statement** below, which is usually incorporated in the official logos made available by the European Union: *Funded by the European Union;*

(c) include the following **legal disclaimer** excluding the responsibility of the EU and its Agencies:

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This disclaimer can be written in small font size and can be placed in areas that are less prominent than those used for the main logo, for example at the bottom of websites or in the editorial information of publications/reports/deliverables.

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1.7. TWINRD's Project Templates

All official project documents, including slides and presentations, must adhere to the project's distinctive visual identity. Partners are asked to use the different template formats developed for TWINRD. The templates define various elements, such as design, font type, size and color, headlines, captions styles, tables, bullet points, etc.
The following templates have been developed and made available for download on the project's shared folder.

1.7.1. Deliverable template

This template is meant to be used for all official project deliverables, including reports and minutes.



Figure 4 - TWINRD's Deliverable Template

1.7.2. Letterhead template

This template shall be used for official correspondence on behalf of the TWINRD Consortium. The template can be personalized with each partner's logo and contact details.



Figure 5 - TWINRD's Letterhead Template

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1.7.3. PowerPoint template

This template is provided for use in presentations at project meetings and for official presentations on behalf of TWINRD (e.g., during conferences or other public events). The PowerPoint template has a cover page in which the TWINRD logo has a prominent position, together with the presentation title and subtitle, a slot for the name of the presenter, the institution's logo, place and date. The EU emblem, funding statement, and disclaimer are included on all pages. TWINRD contacts details are provided on the back page.



Figure 6 - TWINRD's PowerPoint Template

1.7.4. Newsletter template

The newsletter template will be designed in due time by ISINNOVA on the Brevo platform. Contents for the newsletters will be produced by all partners through a collaborative effort. As WP6 leaders, ISINNOVA will circulate regular calls for content and partners are responsible for providing relevant inputs and materials from each WP.

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1.7.5. Social Media templates

Social media templates will be used mainly by the WP6 leader (ISINNOVA) to support communication through project social media accounts and ensure consistent project branding across various social platforms, enhancing recognition and engagement with the target audience. Depending on the post it complements (i.e. announcements, images, information), different card templates will be used, and ad-hoc ones will be developed when necessary.



Figure 7 - TWINRD's Social Media Cards

1.7.6. Digital signature

TWINRD's digital signature can be personalised with partners' contacts when writing e-mails or other official documents on behalf of the project.

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Figure 8 - TWINRD's Digital Signature

1.8. Future developments

Based on the project's visibility needs, additional promotional materials might be developed including a project leaflet and/or a project roll-up banner.

2. Welcome to TWINRD's Online Hub

The TWINRD website www.twinrd.eu) is a highly visual, content-oriented, and user-friendly hub, balancing project technicalities with stakeholder communication to inform on the project's modelling upgrades to advance the evaluation of R&I policies around the intertwined progress of green and digital transformations.
Go live date: **June 28, 2024**.

2.1. Website Purpose

The website's main objectives are to:

- showcase TWINRD's scope and activities to improve the dissemination of project results, raising awareness among the modelling community to integrate innovative and interdisciplinary approaches that better represent R&I policy;
- inform consortium members, stakeholders, and target groups of new developments, milestones, and insights relevant to the project;
- embed a stakeholder online forum (approximately around M10 - October 2024) that will be regularly updated, allowing efficient engagement of stakeholders and supporting the co-development, openness and free availability of data and models developed by the project;
- provide TWINRD with a repository containing all public-facing documents, deliverables, publications, and materials developed in and by the project.

As the primary project promotional channel for broad outreach, the website will convey the project's aims and intended impacts and showcase project results as they become available. It will also promote project events, provide information on project partners, and grant open access to TWINRD-produced materials, including scientific presentations and papers, newsletters, press releases, and media coverage.

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Aiming to increase its visibility, the website will be continuously promoted through other project-owned communication and dissemination channels such as social media, newsletters, etc., and will be referenced in all project-branded materials and templates. Partners are encouraged to host a TWINRD-dedicated page on their company websites including a description of the project and a link to the official website.

2.2. Website Design

The website's design and contents comply with the project's visual identity outlined in Section 1 of this deliverable.
Overall, the website has a sleek appearance which makes extensive use of flat design to convey the project's journey and workplan, with attention to user experience in navigation and internal link-building. The TWINRD website has a 'responsive design' to ensure seamless usability and readability across a variety of devices and screen sizes. The backend Content Management System (CMS) is WordPress™, powered by an Avada Theme. The website uses the project fonts (Roboto) or their equivalents.

2.3. Website Structure

Sections, sub-sections, calls to action and contents will be shaped along the way based on the project's needs and requirements. Design upgrades and improvements may take place along the course of the project. In its core version, delivered at M6, the website hosts six main sections, including the Homepage, all accessible from the header menu.



Figure 9 - The TWINRD Website Menu

2.3.1. Homepage

As the project's main landing page, the Homepage sets the tone for the entire website and reflects TWINRD's overall branding and style. TWINRD's Homepage provides a narrative overview of the project in a few scrolls, including key content highlights and calls to action that encourage visitors to explore other areas of the website via quick links.
Active engagement with the website and project materials will be inspired through specific 'calls to action' appearing on the Homepage which will be updated depending on visibility needs.

In its core version, the TWINRD Homepage displays the following engagement prompts:

- **Explore TWINRD**: link to the About section which visually details the phases of the project and its expected impact.
- **See TWINRD's Workplan**: quick link to WPs' structure and description with details on Deliverables.

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- **Meet the Partners**: quick link to Partners' page with company profiles and roles in TWINRD.

- **Join TWINRD's Journey**: Subscribe to the project Newsletter/Mailing List. This will also support the creation of community around the project to engage in stakeholder-driven activities.

- **Connect with TWINRD**: provides links to the project's LinkedIn page and a 'mailto' option to contact the project via its e-mail address (info@twinrd.eu).

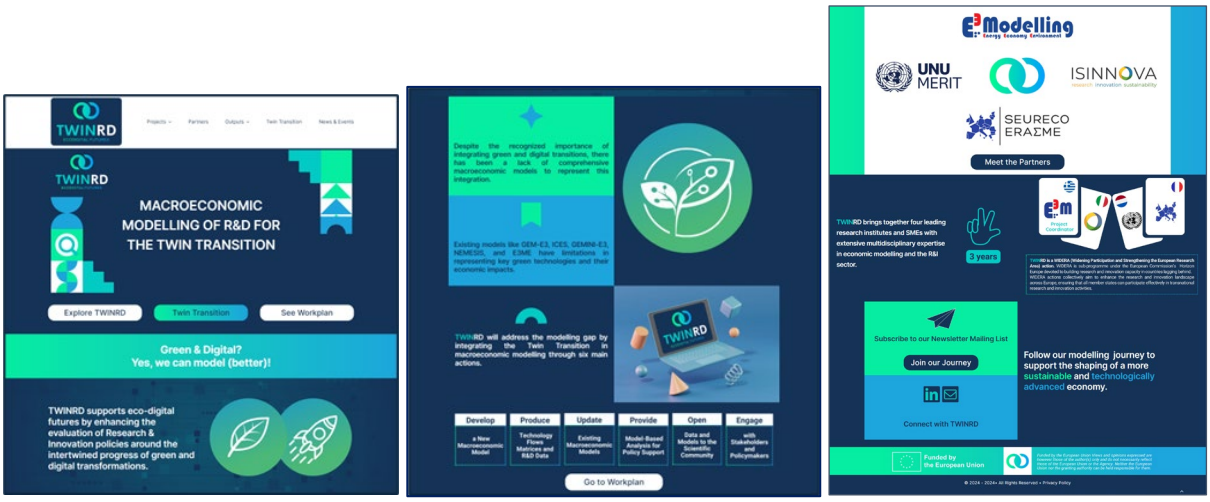


Figure 10 - Screenshot of TWINRD's Website Homepage

2.3.2. Project

This section outlines TWINRD's ambition and objectives, including potential routes for the uptake of project outcomes by both the scientific community and policymakers and industry leaders driving sustainable and inclusive growth. TWINRD's ambition and activities are presented in two main subsections:

- **About** – Goes to the heart of TWINRD by exploring the need to address the modelling gap by integrating the Twin Transition in macroeconomic modelling. Overall, this subsection highlights TWINRD's role in fostering an integrated approach to research and innovation that supports economic, digital, and environmental objectives, ensuring a resilient and competitive future for Europe.

- **Workplan** – TWINRD's overall WPs' structure is visually represented showing how project activities overlap with one another from the 'Collect, Process & Share' phase, progressing to the 'New Theory & Model Development' phase to reach the final 'Apply & Assess' phase. A detailed description of each WP is provided, along with a list of all expected project deliverables (reports/documents/digital and printed products) in an interactive table. Public-facing deliverables will be made available for download following the European Commission's final approval. Deliverables' status ('pending review' or 'approved by EC') will be specified accordingly.

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Figure 11 - Screenshots of Project's Subsections

2.3.3. Partners

This section contains information on consortium partners through 4 'flip cards' illustrating their background, expertise, and specific role in TWINRD. Each profile box flips to display an inspiring/motivational quote on the project from each partner. Partner cards also detail contacts, including websites and social media profiles (if available).

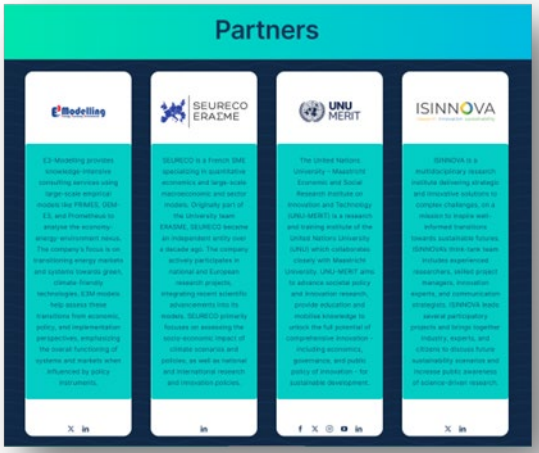


Figure 12 - Screenshot of the Partners' Section

2.3.4. Outputs

This section will perform as an additional repository of TWINRD-related materials through four subsections:

- **Deliverables –** Lists of public-facing deliverables (approved by the EC) with a 'read' or 'download' option.
- **Publications** – Records all TWINRD-produced scientific articles with Open Access (OA) links.

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- **Newsletters** – Hosts the Newsletter Sign-up form. Subscribing to the Newsletter will also entail becoming part of the TWINRD Community (Mailing List database) thus agreeing to receive invitations to project events and activities. Once available, this section will also include direct links to issued project Newsletters.

- **Media** - Collecting project press releases and any TWINRD media coverage.

The structure of this section will be shaped in progress, according to the specific needs and materials of the project. Any other useful project communication/dissemination material will be made available in this section by adding other subsections (i.e., video pills). In addition, project outputs will also be uploaded in OA to a project-dedicated section of the Zenodo repository to ensure the long-lasting availability of project publications, reports, and data sets.

2.3.5. Twin Transition

The section will initially provide an overview of the Twin Transition explaining how although digital technologies are driving sustainability, there is a 'darker' side of technological innovation as its deployment may impact energy and resource consumption thus potentially increasing emissions. This section provides the framework for the project's tagline "*Can we go Green & Digital? Yes, we can model (better)!*" by informing how TWINRD facilitate the synergistic integration of green and digital transformations by developing comprehensive macroeconomic models and insights able to drive informed policy-making and effective integration of green and digital technologies.

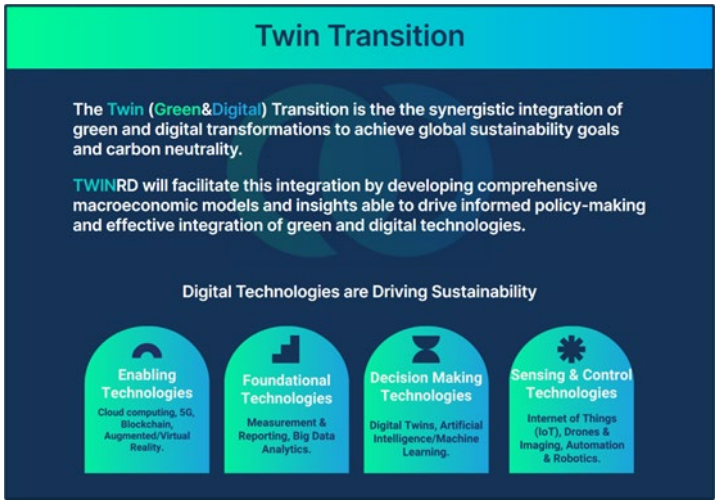


Figure 13 - Screenshot of the Twin Transition Section

2.3.6. News & Events

Regular feed of project-related news, such as project milestones, in-project events, partner initiatives, announcements of external conferences, and interesting news from the economic modelling and the R&I sectors. Content provided by partners will be proofread by ISINNOVA and might be edited for scientific communication requirements.

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2.3.7. EU-funding acknowledgment

Full acknowledgment of EU and CHP funding is provided in the website's footer and displayed at all times, along with the required disclaimer.



Figure 14 - TWINRD's Website Footer

2.4. Upcoming Developments

Given TWINRD's evolving requirements, several 'structural' developments will follow the launch of the core version of the website. On top of 'housekeeping' activities and fine-tuning tied to the availability of new content and the ongoing improvement of the website's usability, two main sections/services will be added: the Stakeholder Forum and an Economic Modelling Community area.

2.4.1. TWINRD Stakeholder Forum

An online workspace will be integrated within the TWINRD website by the end of 2024 to enhance the engagement of experts and support active stakeholder interaction in building an inclusive dialogue around TWINRD's research, ensuring findings are comprehensive and practical for uptaking and benefiting target groups. The stakeholder Forum will host additional materials and templates to enable participation in project-led stakeholder consultation activities.

2.4.2. Economic Modelling Community

This section will provide a highly visual showcase of existing models like GEM-E3, ICES, GEMINI-E3, NEMESIS, and E3ME and explain how the TWINRD model that the project will develop will enhance these models by integrating the representation of key green technologies and their economic impacts. Current EU projects and initiatives in the same field will also be presented with links to useful websites and materials.

2.5. Privacy Settings and Data Management

The website is fully GDPR compliant. For monitoring and evaluation purposes (including assessment of KPIs), the website will be linked to Google Analytics™ tools through which anonymous data will be collected (users' consent is stated in the Privacy and Cookie Policy) to keep track of the number of visits, users' behaviour (pages visited and for how long), audience overview (countries of provenience and other socio-demographic characteristics). Microcopy and guiding statements on Disclaimers, Cookies, etc. will be available through pop-ups, in addition to specific references to data management in the Privacy Policy and Cookies sections which will be provided via an external service (iubenda.com). Detailed information on TWINRD's data management concerning the website may be found in D1.3 – Data Management Plan.

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2.5.1. Cookies

If, on the TWINRD website, the use of cookies (or similar technologies) is needed for technical, operational, and/or experience-related purposes, a pop-up window will appear, prompting the user to accept (or not) the conditions under which her/his navigation information are collected, used and stored.

2.5.2. Newsletter/Mailing List Subscription

Visitors wanting to subscribe to TWINRD's Newsletter/Mailing List will be directed to a GDPR-compliant Consent Form which will detail how TWINRD will collect and use their sensitive data (name, surname, and e-mail) and ask for their consent (opt-in). An opt-out/unsubscribe option will be available via the Newsletter/Mailing List Platform (**Brevo**).

2.6. Website Management

Keeping the website up-to-date is a top priority! As the project's main showcase, special attention is devoted to regular feeding of the hub with the project's latest news, including important milestones reached, participation at events, and details on any synergies built along the way.

ISINNOVA will be responsible for maintaining and regularly updating the website throughout the project's lifetime, mainly by uploading project deliverables as they become available and by refreshing the news and events sections. Along with the regular update of contents, the website will be re-structured along the way (e.g., changing specific calls to action displayed on the Homepage, new Sections, additional Output subsections, etc.) based on the project's promotional/dissemination needs.

To achieve a regular flow of content, all partners are invited to share updates and progress on their project-related work and activities. Text and contents will be revised and, if necessary, rewritten to make sure the text is informal, engaging, web-friendly, and understandable also for wider (non-technical) audiences. Regular calls for content will be circulated by the WP6 leader (ISINNOVA) and partners are encouraged to share insights when available. Accompanying images/photos truly empowers any content and partners are invited to include visuals and provide any useful links/PDFs/materials to make their proposed contribution richer.

The project website will be maintained for **at least two years** following the end of the project.

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