



**Pan-European interoperable AC-DC
HYbrid electricity NETworks**

D6.1: Communication and Dissemination report (Initial version)

| | | | |
|--------------------------|------------|-----------------------|----------------|
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| Reviewers: | ART, GEPCF | | |
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| Topic: | HORIZON-CL5-2024-D3-01-13 DC and AC/DC hybrid transmission and distribution systems |
| Start date: | 1 October 2024 |
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Executive summary

Effective communication and dissemination play a vital role in supporting the utilization of the outcomes and results of the HYNET project. The project consortium will prioritize efforts towards enhancing visibility, comprehension, and engagement.

HYNET will use the following channels for communication and dissemination:

- Webpage
- Social media (Twitter, LinkedIn, YouTube)
- Newsletters
- Presentations
- Press releases
- Brochures
- Workshops and Conferences
- Influential open-access journals

The purpose of this document is to reflect on the communication and dissemination activities for the first three months of the project.



1. Introduction

1.1 Scope and Objectives

D6.1 “Communication and Dissemination report (Initial version)” provides the creation of the initial version of the project website. Moreover, it shows the specification and the technical development behind the HYNET website. The website will be updated during the project lifetime, to document progress and tailor the message to the various project phases. It will also be used for the project communication and dissemination and will promote the visibility of the project and its results. The prototype can be accessed under: hynet-project.eu .

This document also reports on the project branding (logo, headline and key visuals) that was established at the early stages of the project (M3).

This document follows the structure as presented below:

In **section 2**, project branding is presented.

In **section 3** the HYNET website is described.

In **section 4** the main conclusions are summarized.



2. HYNET branding

To establish a strong brand identity, it is essential to include a logo, headline, and key visuals that all align with the brand's focal points.

2.1 Logo

It is important for the logo and key visuals to be distinct from others in the industry. However, certain colours and motives have been overused by similar projects in the smart energy sector in recent years. Therefore, the visual identity of HYNET should be innovative and unique while still effectively communicating the message.

In the proposal phase, a logo was created to be used during submission and is illustrated in Figure 1.



Figure 1 HYNET logo version 1

When the project was funded, and after the Kick-off meeting, HYNET consortium decided to redesign the logo, with the objective of creating a more compact and unique version. Therefore, UBITECH ENERGY created four versions of the HYNET logo and invited the partners to indicate their preference as you may see in Figure 2.

| | Option 1 | Option 2 | Option 3 | Option 4 |
|---------------|----------|----------|----------|----------|
| | | | | |
| 1 - UBE | X | X | | |
| 2 - SGI | | X | | |
| 3 - CIRCE | | X | | |
| 4 - INESC | | X | | |
| 5 - UCY | | X | | |
| 6 - NKUA | | | | |
| 7 - BME | | | | X |
| 8 - ART | X | | | X |
| 9 - SID | | X | | X |
| 10 - 3SI | | | | |
| 11 - FENTECH | | | | x |
| 12 - EDF | | | | |
| 13 - STATNETT | | X | | |
| 14 - CGES | | X | | |
| 15 - TSOC | | | | |
| 16 - GEPCF | | X | | |
| | | 2 | 9 | 0 |

Figure 2 Partners voting for the new logo

D6.1: Communication and Dissemination report (Initial version)

Subsequent to the voting process, it became evident that the partners exhibited a preference towards the “Option 2” of the logo, that is presented in Figure 3.



Figure 3 HYNET new logo

2.2 Headline

A headline is a brief and straightforward title or phrase that highlights the main objective or essence of a project. It acts as a quick summary, grabbing the attention of stakeholders and providing a snapshot of the project's purpose. Typically used in proposals, reports, or presentations, the project headline communicates the project's focus and goals in a clear and efficient manner.

During the kick-off meeting partners have proposed some headlines and voted for their preference as shown in Figure 4

| | Option 1 Be direct or be alternating? Be hybrid! | Option 2 Enabling hybrid AC/DC transmission and distribution electricity networks | Option 3 Re-electrification: stronger or different? | Option 4 Powering Europe with Seamless AC-DC Integration |
|---------------|---|--|--|---|
| 1 - UBE | X | | | X |
| 2 - SGI | | X | | X |
| 3 - CIRCE | | | | X |
| 4 - INESC | | X | | X |
| 5 - UCY | | | | X |
| 6 - NKUA | | | | |
| 7 - BME | | | | X |
| 8 - ART | | X | | |
| 9 - SID | | X | | X |
| 10 - 3SI | | | | |
| 11 - FENITECH | | | | x |
| 12 - EDF | | | | |
| 13 - STATNETT | | | | X |
| 14 - CGES | | X | | X |
| 15 - TSOC | | | | |
| 16 - GEPCF | | X | | |
| | 1 | 6 | 0 | 10 |

Figure 4 Partners voting for HYNET slogan

After the voting process, it became evident that the partners exhibited a preference towards the “Option 4” of the logo, that is presented in Figure 5.



Figure 5 HYNET headline

Key characteristics of HYNET headline:

- **Concise:** It is typically short and direct, often just a few words.
- **Descriptive:** It provides a clear understanding of the project's main theme or aim.
- **Engaging:** It should capture the reader's attention and spark interest.

2.3 Key visuals

In this subsection we are going to describe the key visuals we have chosen for HYNET project, meaning the graphics, or design elements that represent the core theme, message, or identity of the project.

The aim is to create a recognizable and memorable image/brand for the project that the general public can easily identify. This will ensure that the project gains visibility and is recognized. To achieve this, HYNET has created a captivating project logo and plans to use a consistent graphic design for all project templates (such as presentations and reports) and any public communication material like brochures, flyers, and posters to create a cohesive and recognizable visual identity

That way the chosen key visuals help convey the project's essence, evoke emotions, and communicate ideas in a way that complement written content.

Characteristics of Key Visuals:

- **Representative:** They reflect the core theme or objectives of the project.
- **Memorable:** They are designed to stand out and leave a lasting impression.
- **Consistent:** These visuals are used across multiple project materials to maintain uniformity.
- **Engaging:** They capture attention and convey messages quickly and effectively.

2.3.1 Typography

Calibri was chosen for its combination of elegance, clarity, and adaptability. Its modern and user-friendly design enhances our brand's ability to communicate clearly, professionally, and consistently across all channels and formats. This font choice reflects our commitment to accessibility, innovation, and professionalism in everything we do.

D6.1: Communication and Dissemination report (Initial version)

2.3.2 Brand colour

For the project colour branding we want a colour scheme that reflects both the technical and environmental aspects of the project while maintaining professionalism and clarity. Therefore, the colour scheme we use is:

- Black: #000000 -For clarity, sophistication and professionalism as well as to add a tech-forward feel to the design. Black will also help increase legibility when paired with lighter colours.
- White: #FFFFFF- Clean, simple, and accessible. Helps break up the design and gives a sense of openness and modernity.
- Orange/Yellow Accent #FF9800 (Orange), #FFC107 (Amber)- Bright accent colours can add energy and visibility to important calls to action buttons or highlights, while staying within a professional palette. A subtle, warm shade that works well for buttons or call-to-action elements.

2.3.3 Templates

The deliverable template, the presentation template as well as the template for the minutes of the meeting are shown in Figure 6 to Figure 10.

Project Information

| | | | |
|--------------------|---|--|--|
| Project-title | PAN-EUROPEAN-INTEROPERABLE-AC-DC-HYBRID-ELECTRICITY-NETWORKS | | |
| Project-acronym | HYNET | | |
| Grant-Agreement-No | 101172757 | | |
| Type-of-action | HORIZON-Research-and-Innovation-Actions | | |
| Call | HORIZON-CLS-2024-05-01 | | |
| Topic | HORIZON-CLS-2024-05-01-134 DC and AC/DC-hybrid transmission and distribution systems | | |
| Start-date | 1-October-2024 | | |
| Duration | 36-months | | |

Document Information

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| Associated-Task(s) | | | |
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| Contributors | Full-names-(organisation-short-name) | | |
| Reviewers | Full-names-(organisation-short-name) | | |
| Type | | | |
| Dissemination-level | | | |
| Due-date | | | |
| Submission-date | | | |

Table 1: Metadata Fields

| | | | |
|------------------|--------------------------------------|---------------|--------------------------|
| Lead-beneficiary | Short-names | Contributors | Short-organisation-names |
| Reviewers | Full-names-(short-organisation-name) | | |
| Type | | Dissemination | |
| Document-version | | Due-date | Vix, dd-mm-yyyy |

Figure 6 HYNET deliverable template pages 1 and 2

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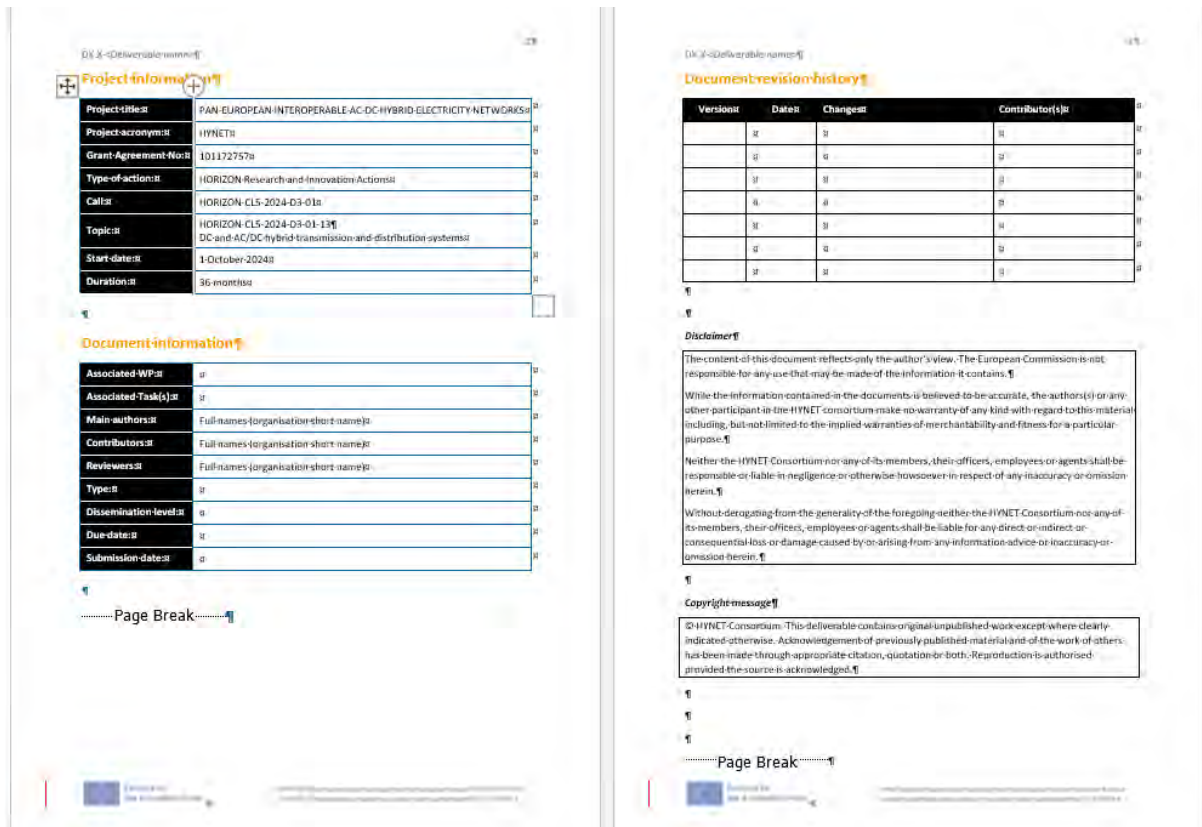


Figure 7 HYPNET deliverable template pages 3 and 4



Figure 8 HYPNET deliverable template pages 5 and 6

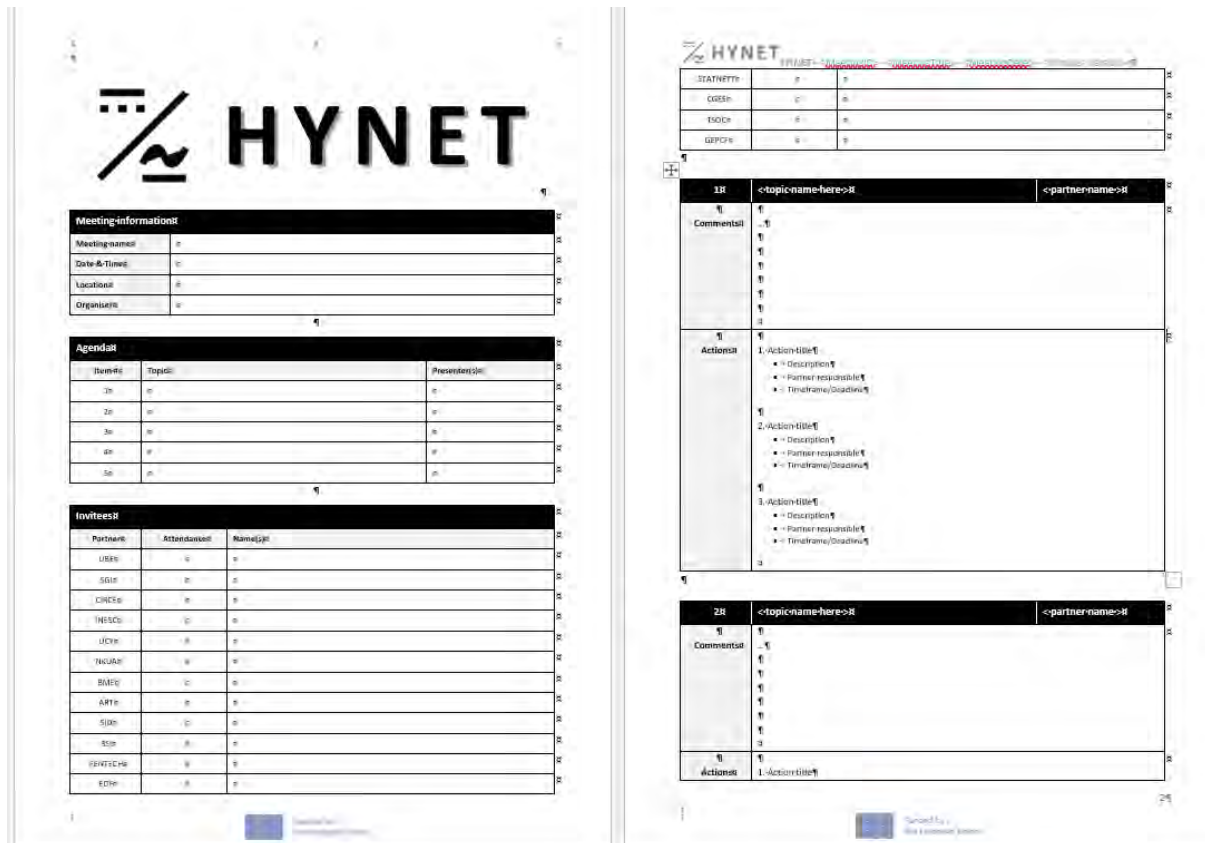
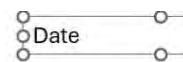


Figure 9 HYPNET template MOM pages 1 and 2



Pan-European interoperable ac-dc HYbrid electricity NETworks

WP x: [Text]
 Partner x:
 Presenter:
 xx, DD/MM/YY



Figure 10 HYPNET presentation template

2.4 Brand manual

The **brand manual** serves as a critical tool for ensuring consistency and clarity in the visual and communicative identity of the project across all its materials and channels. The purpose of the brand manual produced for HYPNET includes:



D6.1: Communication and Dissemination report (Initial version)

- **Establishing a Cohesive Identity**

The manual defines how the project's visual and verbal identity should be represented, ensuring that all partners and stakeholders adhere to the same guidelines (logo usage, colours, typography and imagery)

- **Promoting Recognition and Visibility**

A clear and consistent brand identity makes the project more recognizable to the target audience, funding bodies, and the general public. This is important for both the success and visibility of the project across multiple regions and countries within the EU.

- **Ensuring Compliance with EU Regulations**

EU-funded projects typically require specific visual and branding elements to be included in all project materials (such as the EU emblem and funding statement). The brand manual provides guidance on how to incorporate these requirements correctly in a way that aligns with EU standards.

- **Facilitating Collaboration**

When multiple partners from different countries or sectors are involved, a brand manual ensures that everyone is on the same page regarding how the project should be presented. This reduces discrepancies and confusion, helping maintain a unified appearance across various activities, such as conferences, reports, websites, social media, etc.

- **Maintaining Professionalism and Credibility**

By following a defined set of brand guidelines, the project maintains a professional and credible image. This is particularly important in large-scale EU projects, as it helps convey the seriousness and legitimacy of the initiative to external stakeholders, partners, and funders.

- **Guiding Marketing and Communication Efforts**

The brand manual helps to shape the messaging and communication strategies for the project. This ensures that any public communication (press releases, social media posts, publications, etc.) aligns with the project's values, objectives, and goals.

- **Ensuring Long-Term Sustainability**

A well-designed brand manual also supports the continuity of the project's identity after the initial phases. It provides a framework for future communications or follow-up projects, making it easier for the brand to be carried over even after the project ends.

The following figures provide the brand manual pages.





Figure 11 Brand manual page 1



Figure 12 Brand manual page 2

Project details

Project title: Pan-European Interoperable AC-DC Hybrid Electricity Networks

Project acronym: HYNET

Grant Agreement No: 101172757

Type of action: HORIZON Research and Innovation Actions

Call: HORIZON-CL5-2024-D3-01

Topic: HORIZON-CL5-2024-D3-01-13

DC and AC/DC hybrid transmission and distribution systems

Project starting date: 1 October 2024

Project duration: 36 months

Figure 13 Brand manual page 3



Figure 14 Brand manual page 4



Project acknowledgement

HYPNET project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101172757

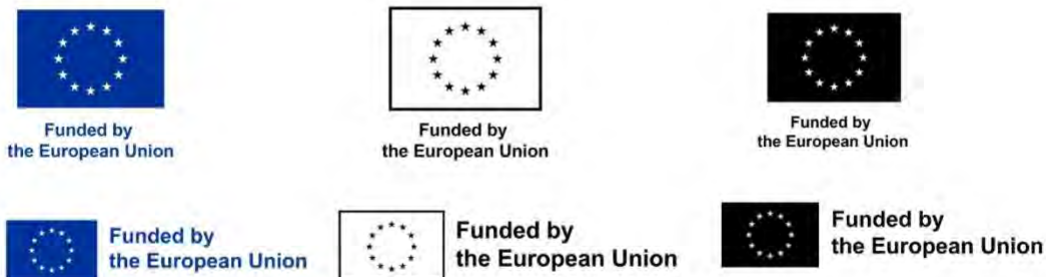


Figure 15 Brand manual page 5

Social Media



Figure 16 Brand manual page 6



Figure 17 Brand manual page 7

Typography

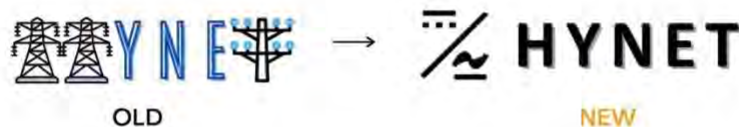
"CALIBRI: Clarity, Modernity, and Versatility"

Calibri was chosen for its combination of elegance, clarity, and adaptability. Its modern and user-friendly design enhances our brand's ability to communicate clearly, professionally, and consistently across all channels and formats. This font choice reflects our commitment to accessibility, innovation, and professionalism in everything we do.

| | | | | | |
|------|------|------|------|------|------|
| aA - | dD - | gG - | aA - | dD - | gG - |
| bB - | eE - | hH - | bB - | eE - | hH - |
| cC - | ff - | il - | cC - | ff - | il - |

Figure 18 Brand manual page 8

Logo evolution



HYPNET consortium decided to redesign the logo in order to distinct from other projects in the domain. The new HYPNET logo consists of an image symbol and the acronym of the project.

The image symbol is the Direct and Alternating Current DC and AC symbol sign icon. The HYPNET acronym is a reflection of "PAN-EUROPEAN INTEROPERABLE AC-DC **HYP**BRID ELECTRICITY **NET**WORKS"

Figure 19 Brand manual page 9

Brand Color

Color Palette

For the website color branding we want a color scheme that reflects both the technical and environmental aspects of the project while maintaining professionalism and clarity. Therefore, the color scheme we use is:



- **Black:** #000000 -For clarity, sophistication and professionalism as well as to add a tech-forward feel to the design. Black will also help increase legibility when paired with lighter colors.
- **White:** #FFFFFF- Clean, simple, and accessible. Helps break up the design and gives a sense of openness and modernity.
- **Orange/Yellow Accent:** #FF9800 (Orange), #FFC107 (Amber)- Bright accent colors can add energy and visibility to important calls to action buttons or highlights, while staying within a professional palette. A subtle, warm shade that works well for buttons or call-to-action elements.

Figure 20 Brand manual page 10



3. HYNET Website

3.1 General information

The HYNET website has been designed to quickly and schematically (where possible) address the key questions that external visitors are expecting, including what the project is about, what it is delivering and why, who is participating, any additional details regarding communication (internal and external) and dissemination and who can be contacted, in case more information is needed.

The project website will continuously evolve and develop as the project itself matures. A dedicated server provisioning solution has been adopted to deliver flexibility and choose the most appropriate tools and technologies to support the future website needs. The project domain name was selected to be: www.hynet-project.eu

3.2 Menu structure

Figure 21 below displays the structure of the HYNET website.

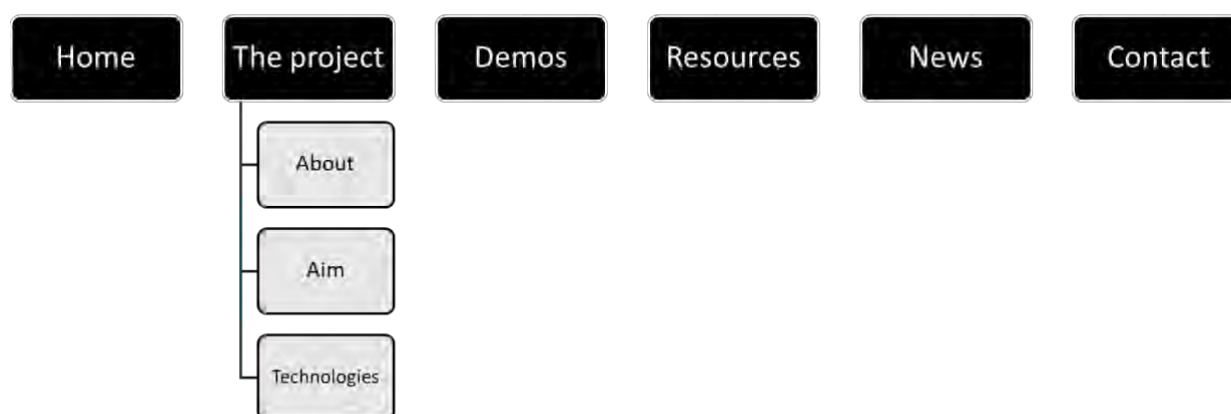


Figure 21 HYNET website menu

3.3 Landing page

The Home page (Figure 22) has the objective to briefly introduce the project, welcome visitors to the website and provide key facts about the project and links to all issues/subjects addressed by the HYNET project. Moreover, it gives the project some context by referring to the funding programme and related organisations. The initial Home page is reproduced in Figure 22. Moreover, links to most of the project subpages are available, including project aim and technologies; thus, making navigation throughout the website even more practical and easier. Links to the Twitter, LinkedIn and YouTube accounts of the HYNET project are also visible at the Footer of the “Home” page.

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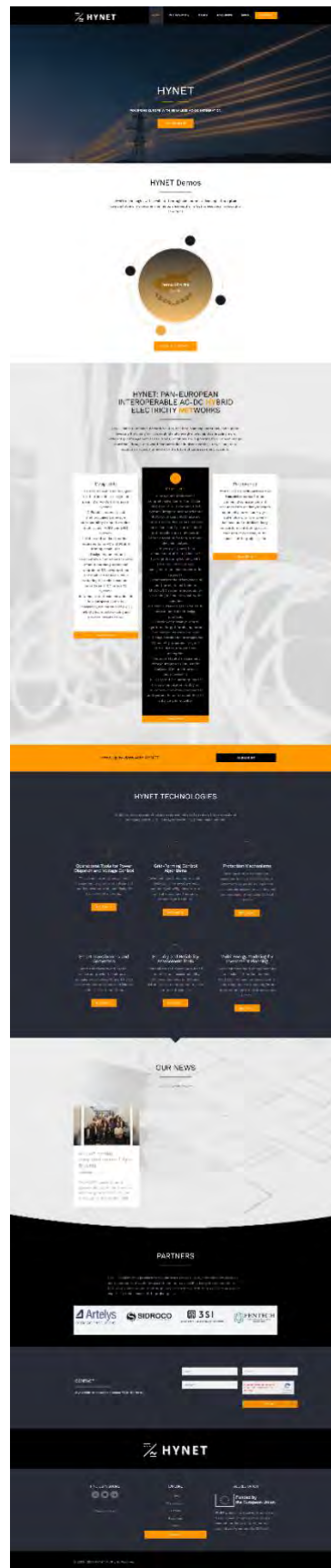


Figure 22 HYNET homepage

D6.1: Communication and Dissemination report (Initial version)

More specifically, the Home page is the gateway to the entire website. This page clearly directs the visitor to the individual sub-sections according to their importance. Home page's structure aims to be attractive and user friendly (Figure 23).

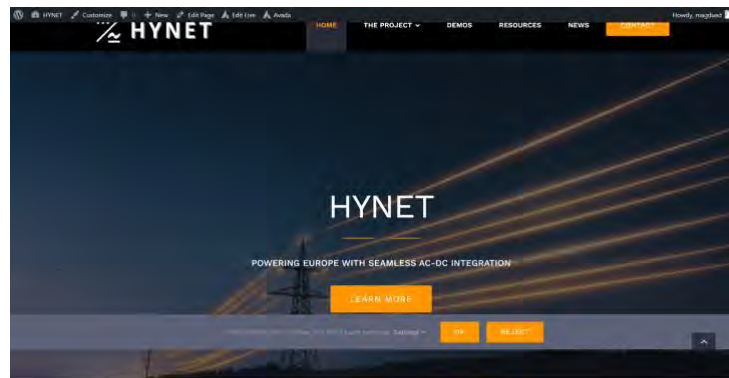
The header consists of the HYNET logo. The website language is English.

The design is based on a responsive web-design theme.

Under the website header, the main menu is placed, which includes:

- HOME
- THE PROJECT
 - ABOUT
 - AIM
 - TECHNOLOGIES
- DEMOS
- NEWS
- RESOURCES
- CONTACT

D6.1: Communication and Dissemination report (Initial version)



HYNET Demos

HYNET technologies will be validated through simulation studies applied to **4 pilot** demonstrations in diverse environments, ensuring their effectiveness under various grid conditions.



HYNET: PAN-EUROPEAN INTEROPERABLE AC-DC HYBRID ELECTRICITY NETWORKS

HYNET plans to enhance network security, facilitate islanding operations, and support investment planning by incorporating multi-energy modeling, thus enabling more efficient grid management across varying conditions and supporting the European energy transition. Through real-world demonstrations in diverse settings, HYNET targets to establish a robust framework for the future of European energy systems.

Designed to

1. Develop innovative technologies for the transitional design and planning of AC/DC hybrid power systems.
2. Establish standardized methodologies and ensure interoperability for multi-terminal, multi-vendor MVDC and LVDC systems.
3. Define and validate functional requirements for AC and DC grid-forming capabilities.
4. Design, implement, and demonstrate a comprehensive suite of solutions that promote the adoption of DC power systems across all voltage levels, while evaluating the techno-economic advantages of DC versus AC systems.
5. Demonstrate these innovations in **four European countries**, showcasing the potential of AC/DC hybrid grids in both existing and planned infrastructures.

Objectives

1. Design and implement a comprehensive plan for the efficient integration of multi-terminal HVDC systems, integrate onshore/offshore HVDC for efficient HVAC network connection and flexible ties between control zones and perform in-depth grid modelling and multi-energy vector integration for long-term and dynamic analysis.
2. Provide a framework for enhancement of the resilience of hybrid grids, during islanding with advanced control, energy management, and service restoration strategies.
3. Demonstrate the effectiveness of multi-terminal, multi-vendor MVDC/LVDC system interoperability via testing in simulation/real-world scenarios.
4. Enhance standardization for MVDC network control and design practices.
5. Develop of innovative control algorithms for grid forming operation in converter-interfaced sources.
6. Design coordination strategies for DC and AC protections in hybrid AC/DC distribution grids and microgrids.
7. Optimize stability management through integrated Cost-Benefit Analyses (CBA) and Informant

Partnerships

HYNET consists of **16 partners** from **9 countries** across Europe, combining competences and resources from academy/research community, as well as key grid stakeholders, to form a well-balanced and multidisciplinary consortium contributing, each in their area of expertise, to the success of the project goals.

[Read More](#)

Figure 23 Part of the HYNET homepage

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These menu links can be renamed if needed. The main menu works as a dropdown menu. After the mouse is placed over a menu item, the menu opens and displays the links to subsections and their pages. Navigation opens to the second level. Thanks to this solution, the visitor can access all the information on the site via a single mouse-click.

The middle part of the Home page is devoted to the HYNET technologies and news, Figure 24. The news and module show the most recent news and events items.

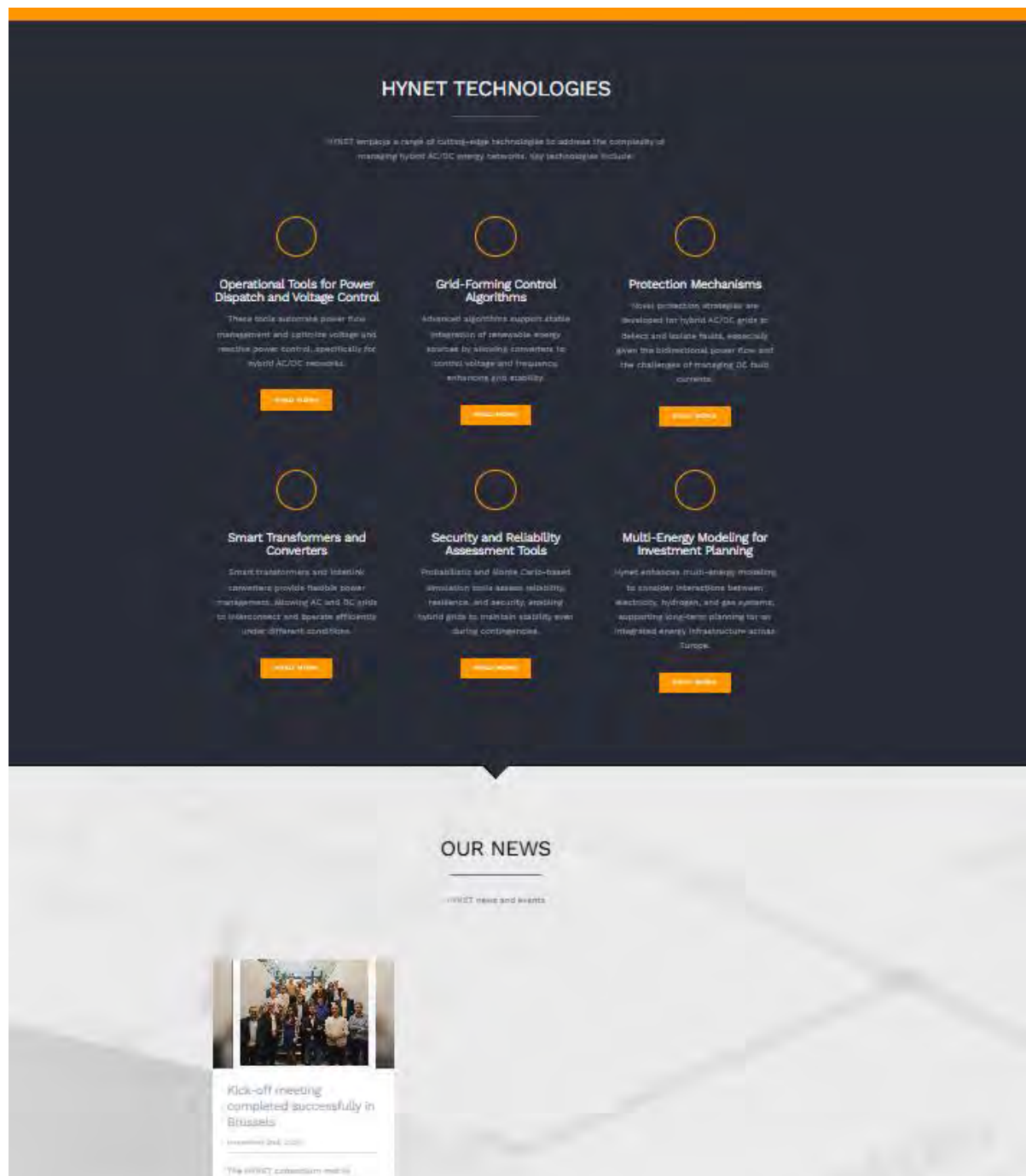


Figure 24 Middle part of the website

At the homepage an article summary with a link to the whole entry is displayed. This summary can be autogenerated but also can be edited by entering the summary of an article in Excerpt field on Post Edit screen in the edit post admin area.

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All the partners of HYNET project are presented with their logos. Also, there is a brief description of the consortium



Figure 25 Consortium visible on the website

The footer, as shown in Figure 26, of each page includes the following information:

- The project social media accounts
- The website menu
- The acknowledgement for the funding received by the EU

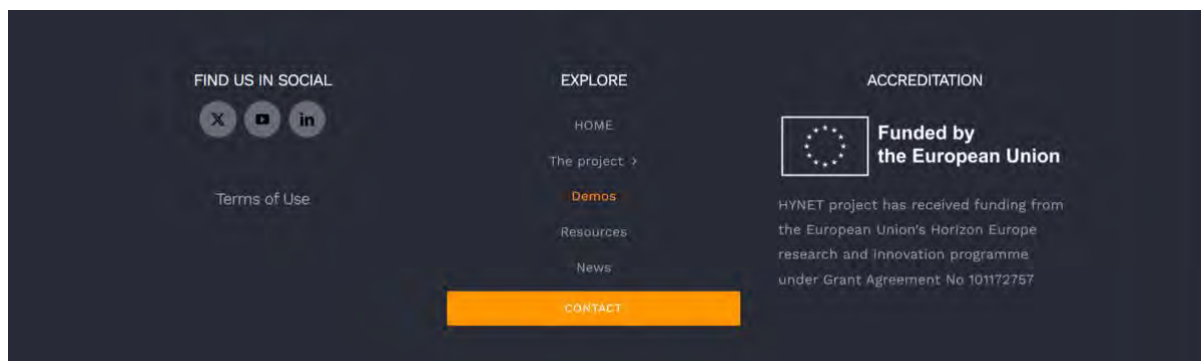


Figure 26 HYNET website footer

3.4 Responsive and mobile friendly

To maximize visibility, the HYNET website was designed to render appropriately in all common web browsers on all common operating systems. These included various versions of the Firefox, Internet Explorer, Google Chrome and Safari browsers on the Linux, Apple MAC OS X and Microsoft Windows families of operating systems in order to make sure that the website is fully responsive and look great on all devices.

3.5 Google Analytics

To help understand the usage of the website, the website was registered with Google Analytics. This will allow rich reports to be run on the website, giving a very clear picture of information such as how many users are visiting the site, what links and pages are more popular than others, and which countries are users coming from.

3.6 GDPR compliance

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3.6.1 Terms of Use

A hyperlink where the visitor can review the HYNET website Terms of Use as shown in Figure 27.

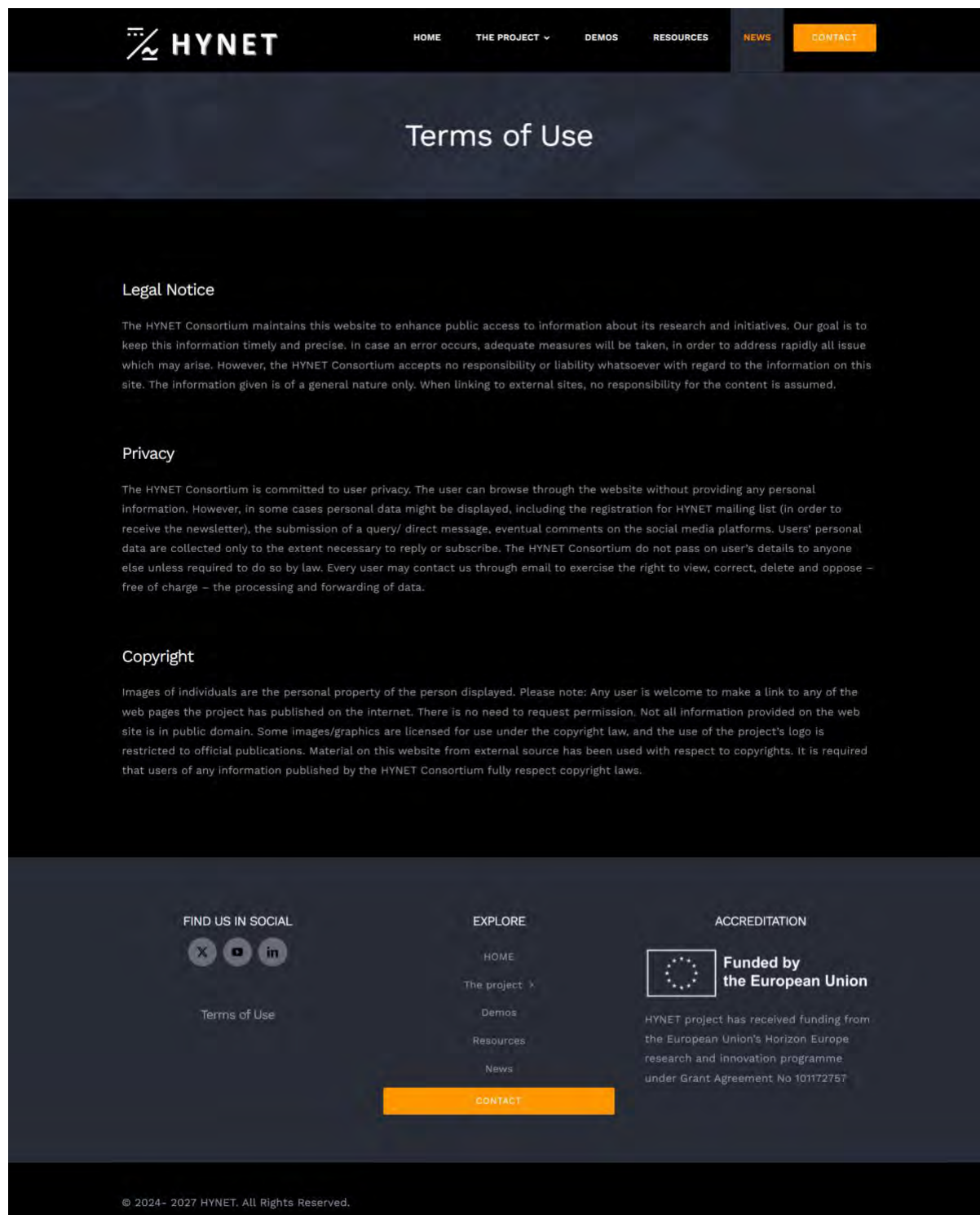


Figure 27 Terms of Use

3.6.2 Cookies notification

To ensure GDPR compliance in HYNET website, an explicit consent for data collection is obtained, particularly for cookies, through a prominent cookie consent banner. At the bottom of each page, we have added a Privacy settings banner that prompts a visitor to provide their consent (or not) for the

D6.1: Communication and Dissemination report (Initial version)

use of cookies collected from the website, as shown in Figure 28. The visitor may also view the “Terms of Use” before giving their consent, shown in Figure 27. This has been included in order to reassure the privacy and to protect any personal information collected from the website. Users can visit the Terms of Use Page in order to understand the types of data are being collected and for what purpose. Without the use of the session cookies especially, several functions could not be offered on our website. These measures, along with the Secure Socket Layer (SSL), make sure that the operation of the HYNET website is GDPR compliant.

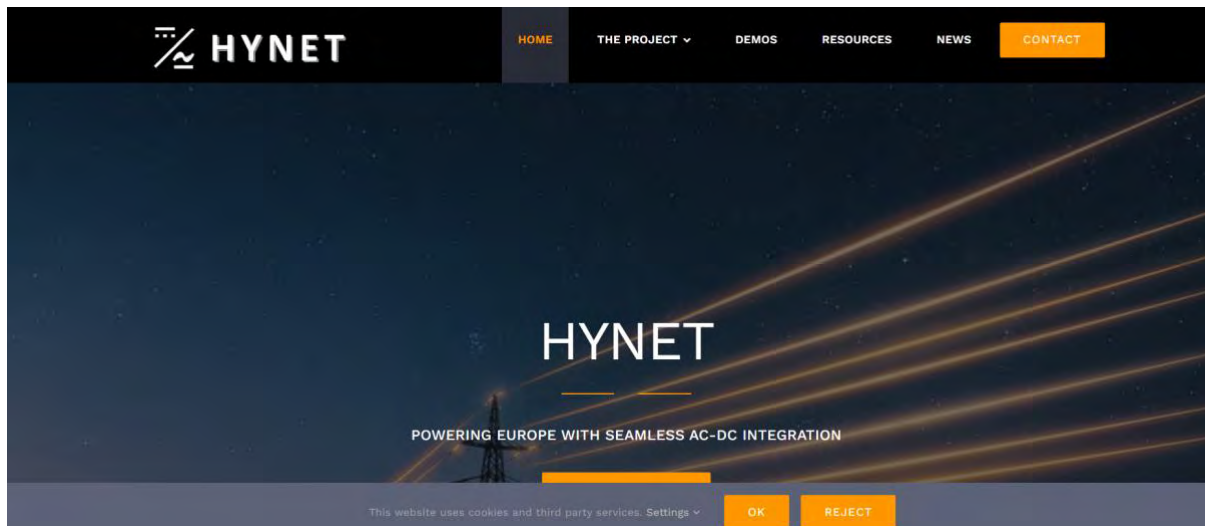


Figure 28 Cookies notification

3.7 Sections

The “Project” page hosts all informative subpages of the project, including the overview of the project objectives, the partners participating, the aim and the technologies.

The “Demos” section is divided into four categories each one representing one of the four demos.

The “Resources” section will contain all informative Media, Gallery, Video, Interviews and Social Media.

The “News” section contains relevant news regarding the project and events in which the project participated or organized.

The “Contact” section provides a contact form for our visitors that wish to contact the project.

On the top of each page the project logo is placed on the top left corner.

4. Conclusion

The brand manual produced in HYNET project plays a key role in guiding the visual, communicative, and regulatory aspects of the project to ensure that the message is consistent, professional, and in alignment with EU branding requirements.

An initial version of the HYNET project website has been designed, provisioned and deployed on the internet. It has been designed to quickly answer the key questions that external visitors to the website are expected to have. Various links on the website have also been considered at this early stage of the project, to cover collaboration, exploitation and dissemination requirements. As the activities of the project become clearer and more detailed more tools will be configured and enabled to support the project in all appropriate ways.

The project website will continuously evolve and develop as the project itself matures – the dedicated server provisioning solution gives the flexibility to choose the most appropriate tools and technologies to support the future needs of HYNET.

