SYRIUS

HYDROGEN FOR SUSTAINABLE STEEL

BRANDBOOK
SYRIUS - HYDROGEN FOR SUSTAINABLE STEEL

GUIDELINES FOR THE USE OF THE SYRIUS VISUAL IDENTITY

2025

Clean Hydrogen Partnership

Co-funded by the European Union

The project is supported by the Clean Hydrogen Partnership and its members under Grant Agreement 101192534.
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Guidelines

Visual identity

Guidelines

SYRIUS Brand: the main version

The main extended version of the SYRIUS logo consists of the logotype "SYRIUS" and the payoff "HYDROGEN FOR SUSTAINABLE STEEL", located on the right

Extended version

SYRIUS
HYDROGEN FOR SUSTAINABLE STEEL

The compact version foresees the pictogram above the lettering and the payoff at the bottom.

Compact version

SYRIUS
HYDROGEN FOR SUSTAINABLE STEEL

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SYRIUS Brand: the alternative version

An alternative version of the logo consists in the logotype, therefore without the payoff.
This version can be utilised when there are technical limits, such as a limit to the dimension and thus the impossibility to read the payoff (example: gadget, web icons, images frames etc)

Extended version without the payoff

Compact version without the payoff

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Improper use of SYRIUS Brand

In general, it is not recommended to alter the structure of the brand, distort its shape, proportions or colours, or introduce graphic design choices that are extraneous by the corporate language.

Below is a list of common mistakes.

Change the proportions or the original orientation of the logo

Add, delete or modify structural elements of the logo

Modify or introduce colors that are foreign to the institutional version

Apply effects and creativity that do not conform to the corporate style

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Institutional colours

The SYRIUS visual identity is based on the grey that represents the steel, and the orange representing the heat. These two colours are also used together to create a gradient.

Heat			Steel		
		RGB #EB650D CMYK 0, 70, 70, 0 Pantone 2024C			RGB #5D6172 CMYK 70, 60, 20, 15 Pantone 2138C
RGB #F68F48	CMYK 0, 50, 50, 0	PANTONE 163C	RGB #8692A9	CMYK 50, 35, 10, 0	PANTONE 535C
RGB #EDAA72	CMYK 0, 25, 35, 0	PANTONE 2437C	RGB #BDC5DE	CMYK 25, 20, 5, 0	PANTONE 2706C

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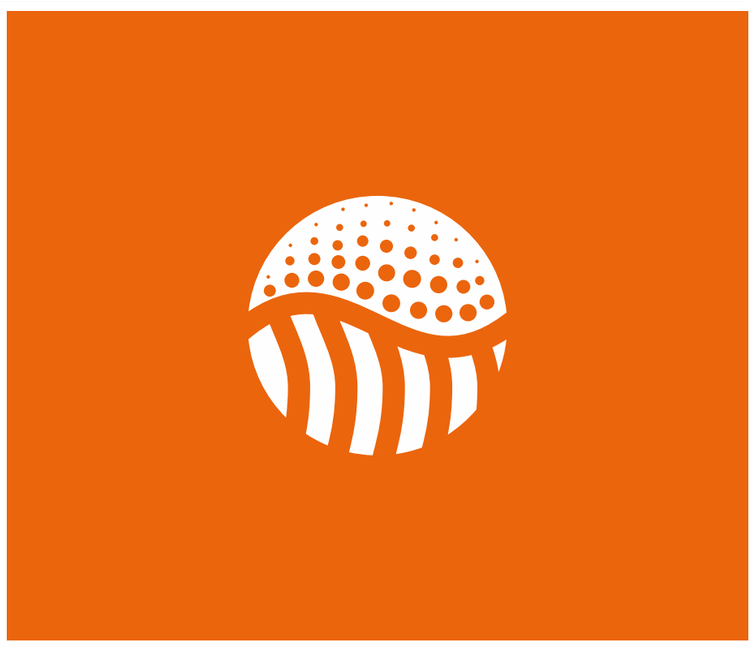
Institutional colours

When used on solid-colour backgrounds, the logo foresees a series of combinations that ensure a harmonious visual effect.



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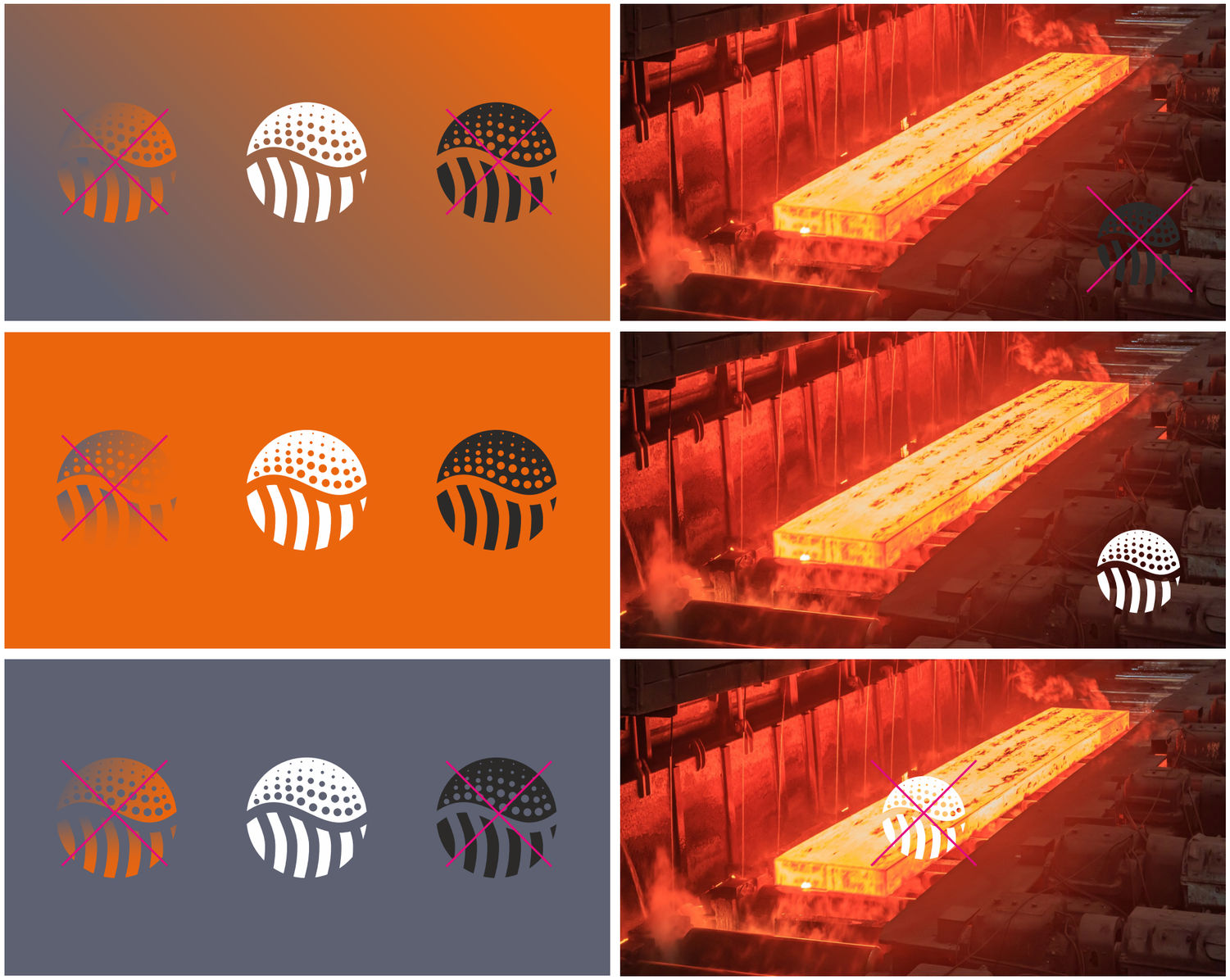
Application of the trademark on coloured and photographic backgrounds

Make sure that the user can read and recognise the logo.

The main logo with the gradient fill should be used on white background only.

On photographic backgrounds, apply the logo in a corner to avoid covering the photo



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MAIN FONT

Visby Round CF

Aa	Aa	Aa	Aa	Aa
BOLD	DEMIBOLD	REGULAR	LIGHT	EXTRALIGHT

ABCDEFGHIKLMNOPQRSTUVWXYZ

abcdefghiklmnopqrstuvwxyz

€@ 1234567890 *$%&#

SYRIUS

HYDROGEN FOR SUSTAINABLE STEEL

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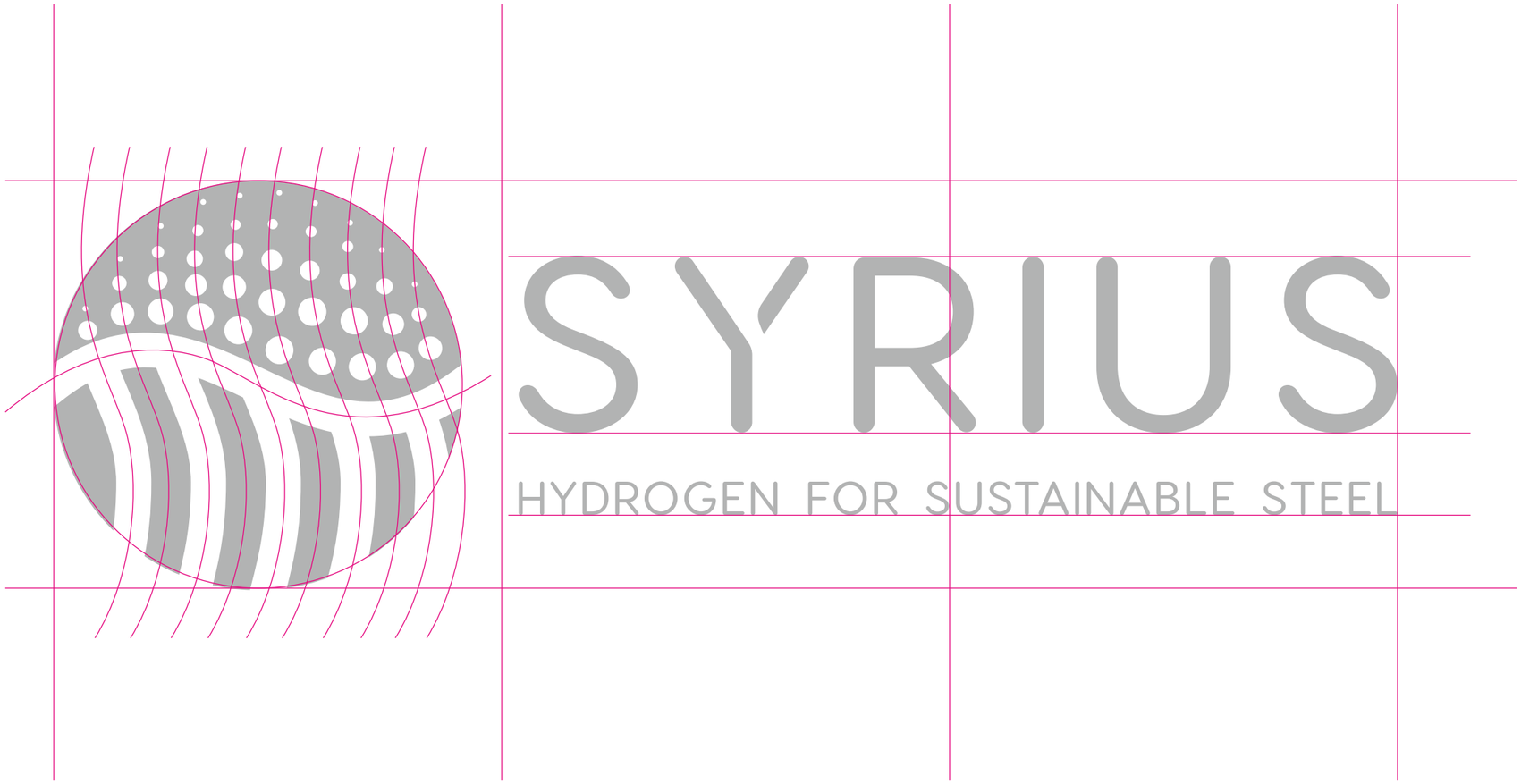

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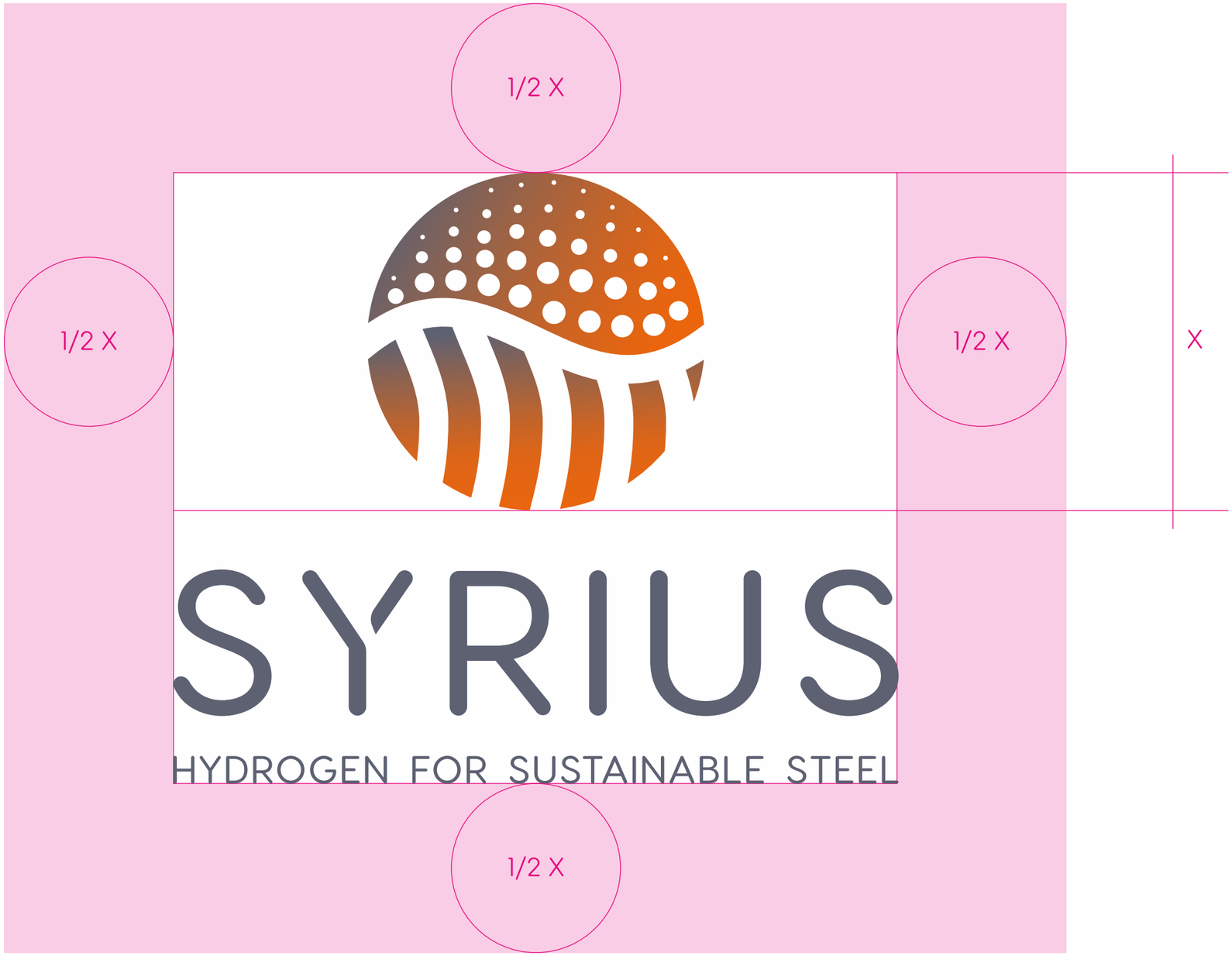
Back to the table of content



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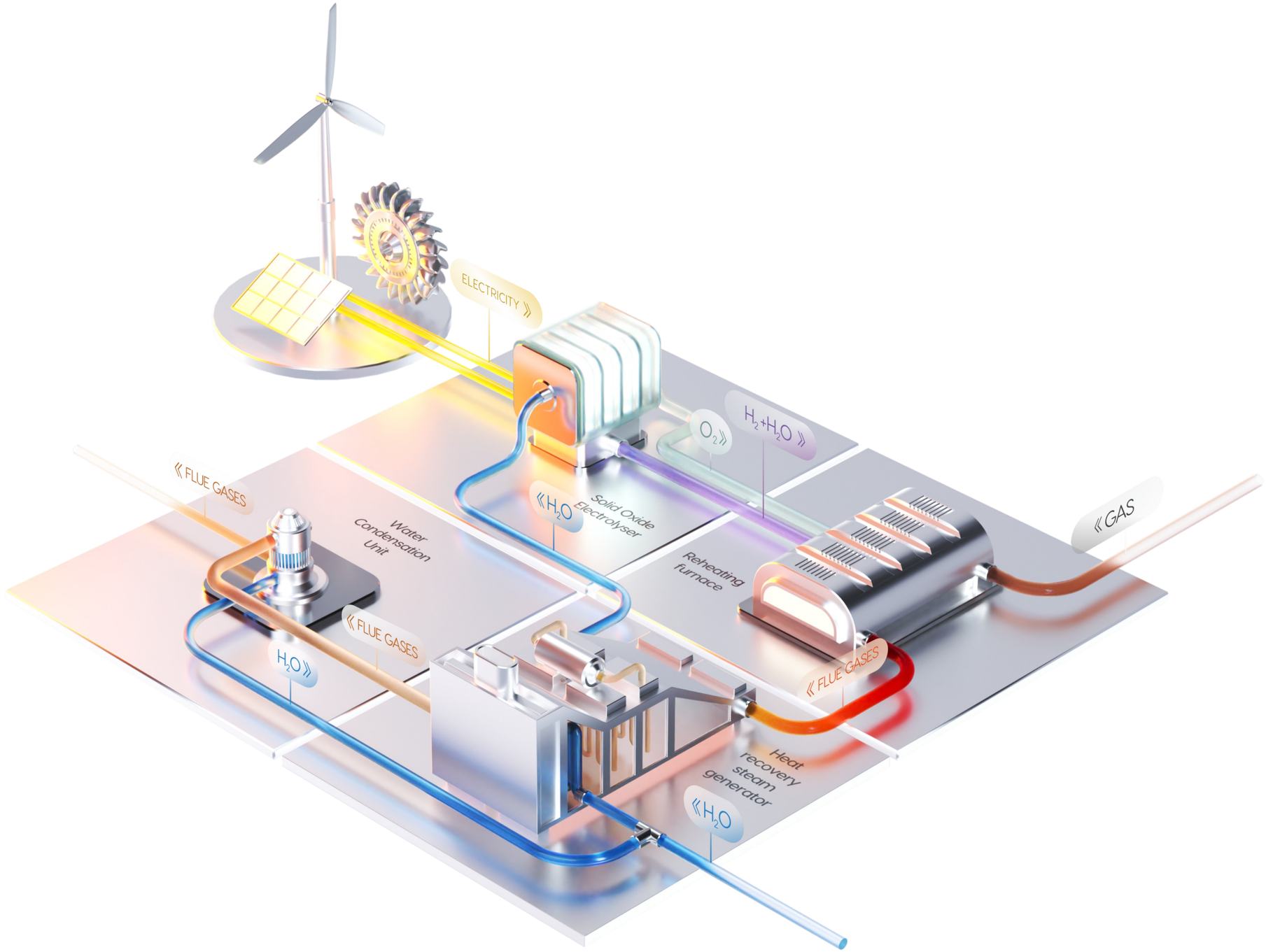
Visual identity

Main 3D Illustration

The main illustration shows the system composed by its main elements and the flows indicating the interactions among them.

This representations has been realised in three versions. This is the most complete one while the others mainly focus on the components.

The four elements that compose the system are represented also individually.



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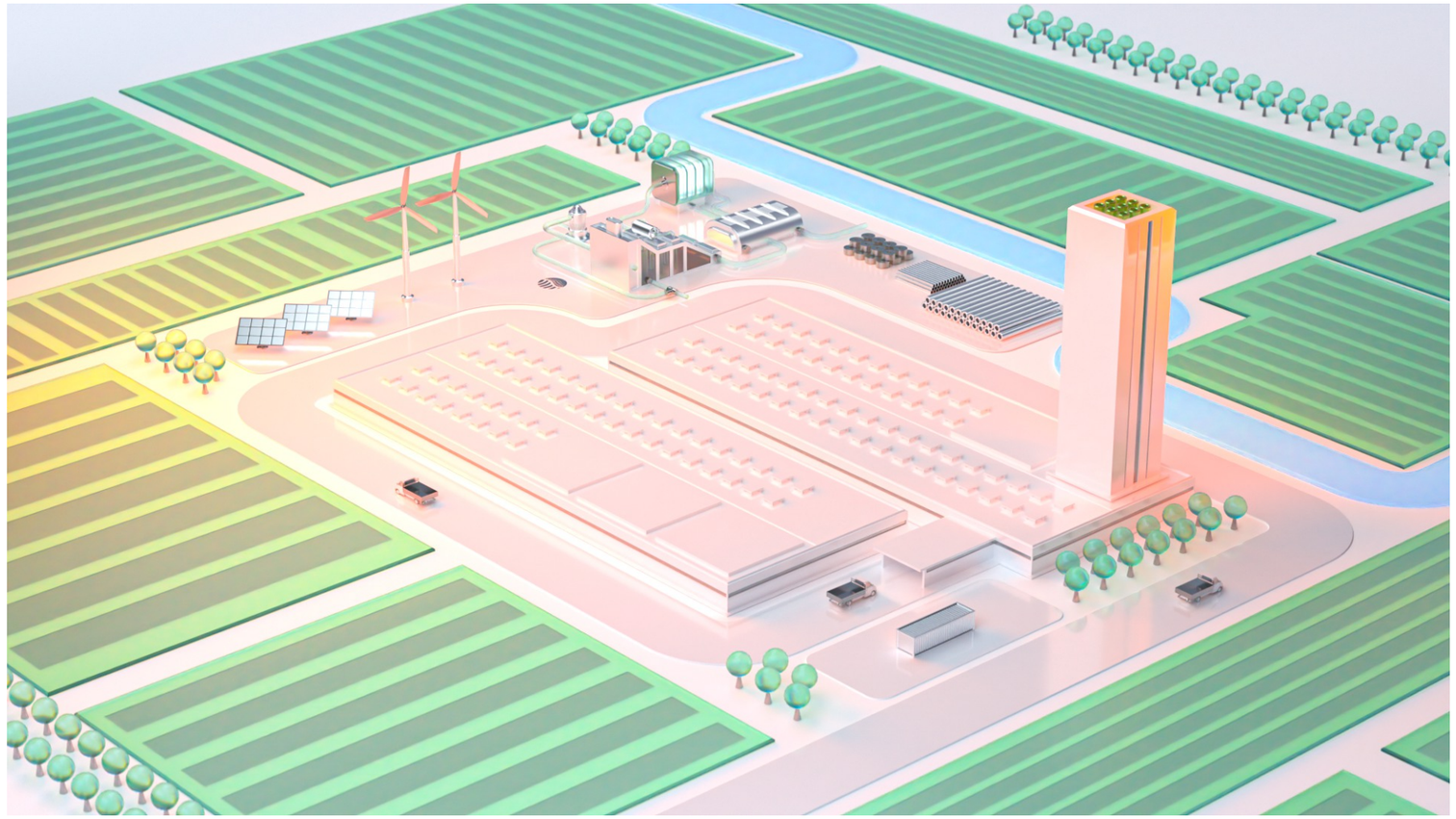
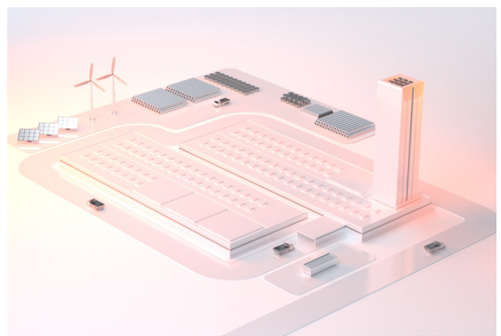
Coordinated 3D graphics

A series of 3D graphics have been realised for SYRIUS and have been used in the introductory video





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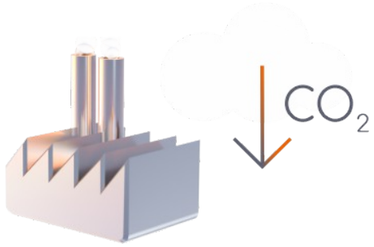
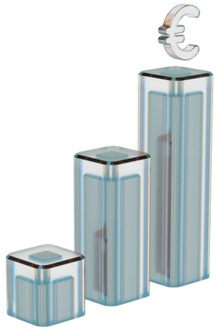
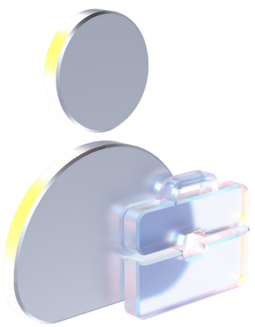
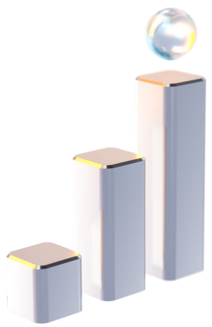
3D icons

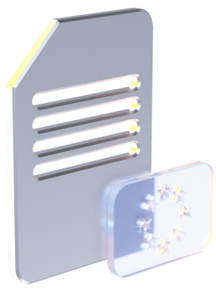
A series of 3D Icons have been developed to represent the impacts and advantages of the project.











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String of logos

The string includes the logos of all partners, arranged to fit different formats, always keeping the coordinator in the first position.

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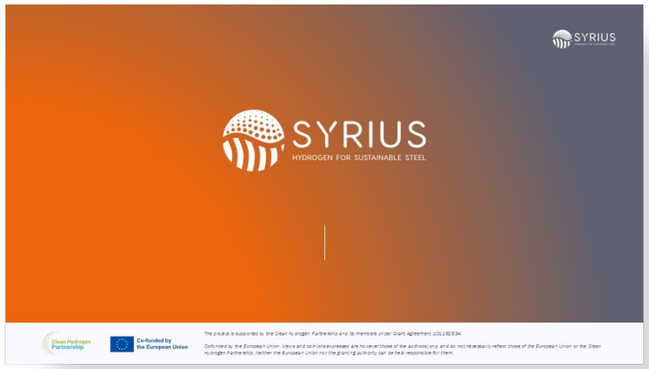
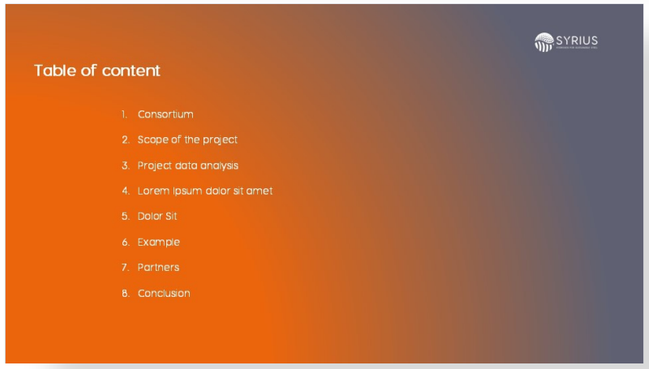
Powerpoint presentation





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Roll-up

Size: 100x200 cm
Printing tecnique: CMYK

The layout refers to an institutional communication. This object is designed to be used for a long period of time.

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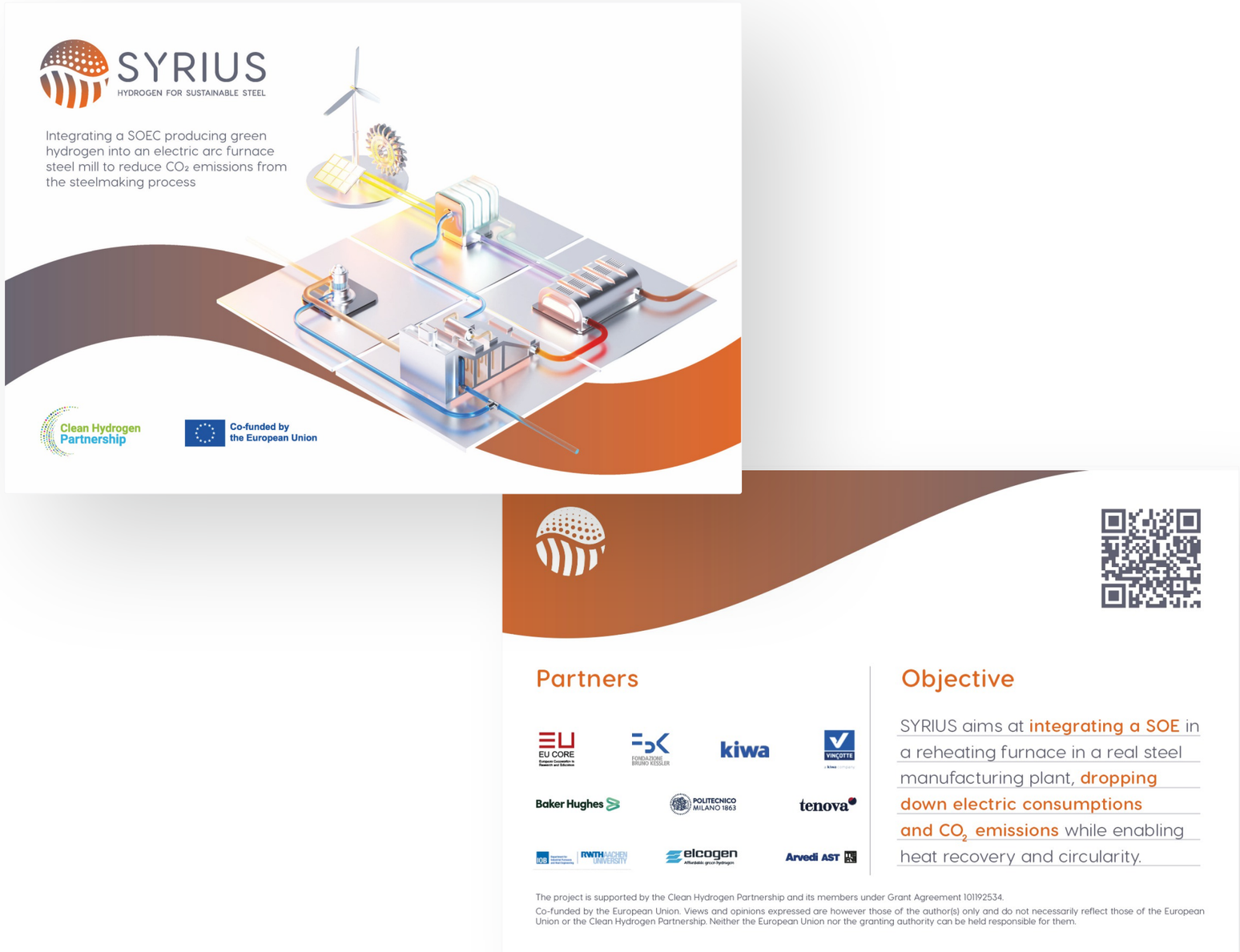
Postcard

Size: 15x10 cm
Printing tecnique: CMYK, double-sided



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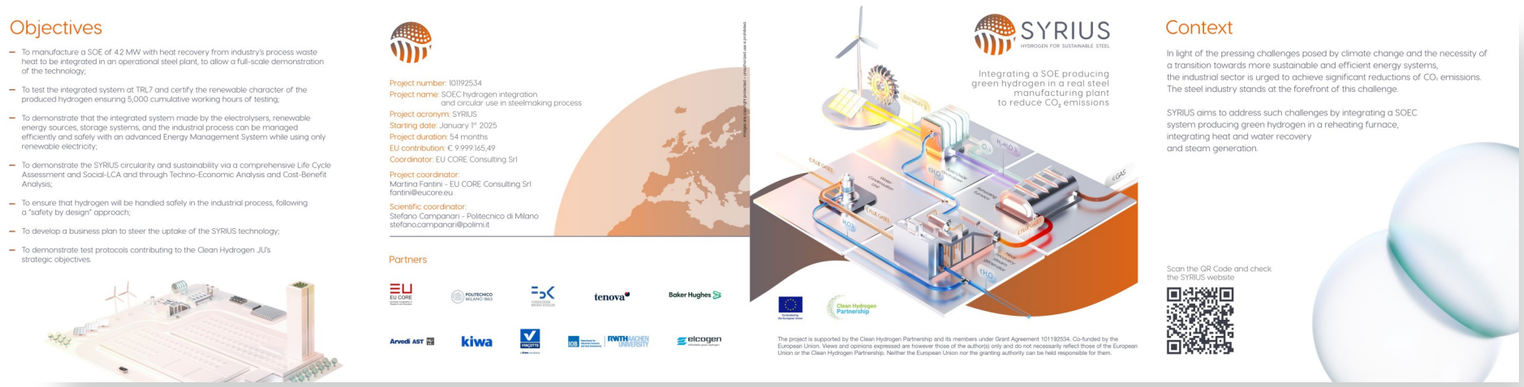
Flyer

Size: 14x14 cm

Printing tecnique:
CMYK, double-sided



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Policy brief template

Policy brief

18.02.2025

SYRIUS
HYDROGEN FOR SUSTAINABLE STEEL

Brief title lorem ipsum dolor sit

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New paragraph title / Conclusion

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Policy brief

18.02.2025

SYRIUS
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Conclusions

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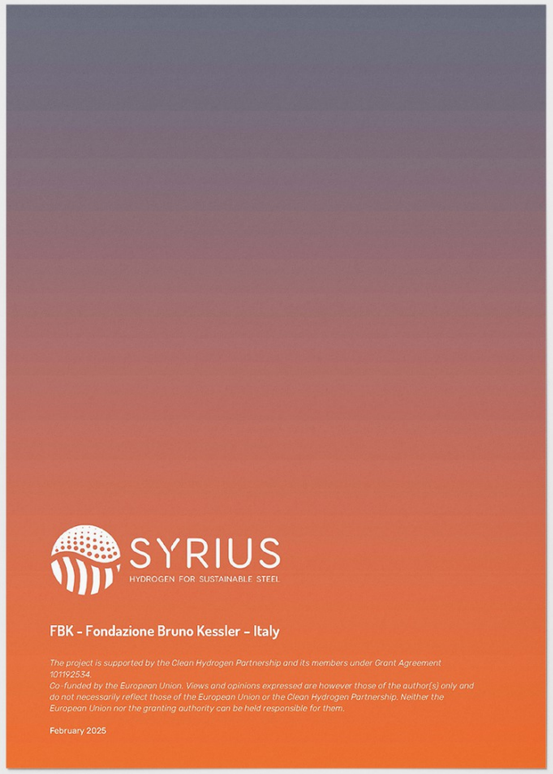
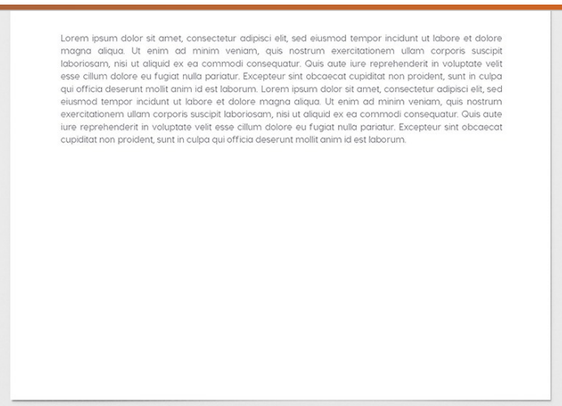
Report template

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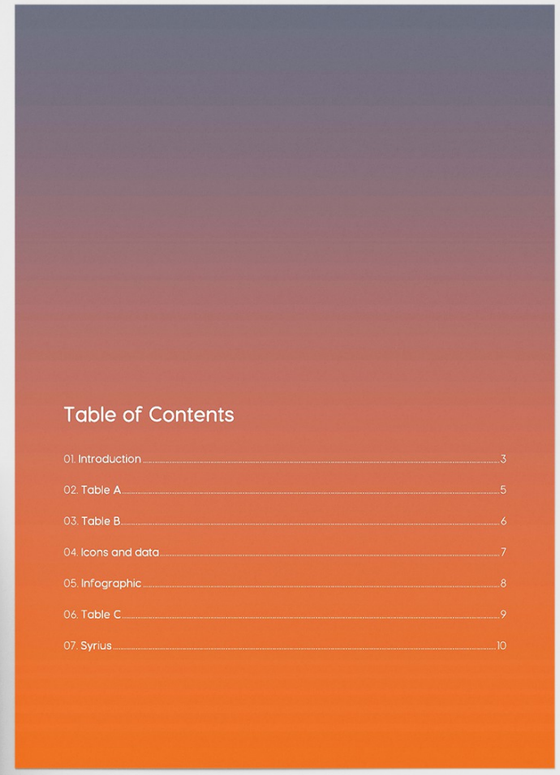

Syrius Press Release

Project Acronym	SYRIUS
Project Title	Soec hydrogen integration and circular use in steelmaking process
Type	HORIZON JU Research and Innovation Actions
Project Coordinator	Ilaria
Project Duration	January 1, 2025 – June 30, 2029 (54 Months)
Deliverable No.	D5.1
Dissemination Level	PU
Work Package	WP5 – Communication, Dissemination and Exploitation
Task	T5.2 – Communication Activities
Lead beneficiary	12 (EFCF)
Contributing beneficiary(ies)	1 (FBK)
Due date of deliverable	31 January 2023
Actual submission date	17 April 2023

History of Changes

Revision Version	Date	Changes	Changes made by (Partner)
1.0	31.01.2023	Template preparation	Ilaria Alberti (FBK)
2.0	14.03.2023	Template update	Ilaria Alberti (FBK)
3.0	8.04.2023	Final Draft	Michael Spirig (EFCF)
4.0	12.04.2023	Final Quality check	Ilaria Alberti (FBK)

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03. Table B

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TABLE Title	Title	Kw/h	Numbers
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	Place 3	Kw/h	999
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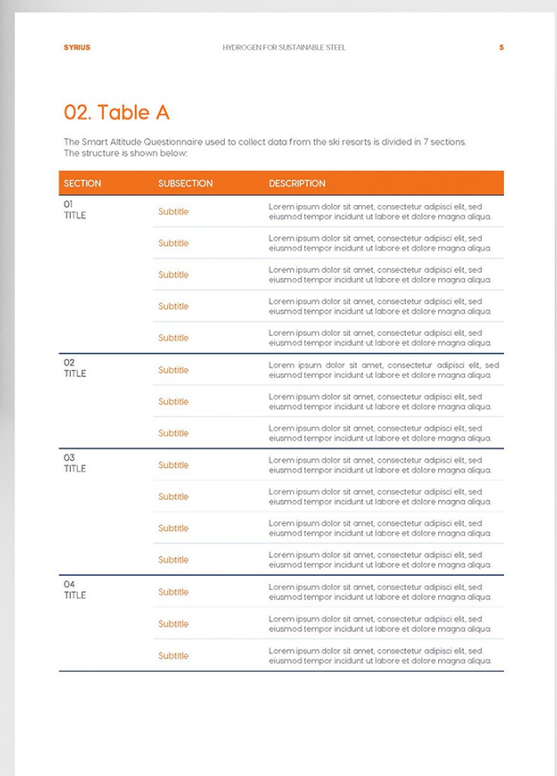
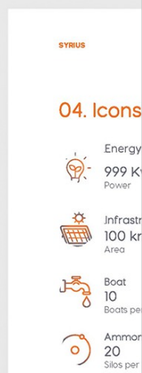
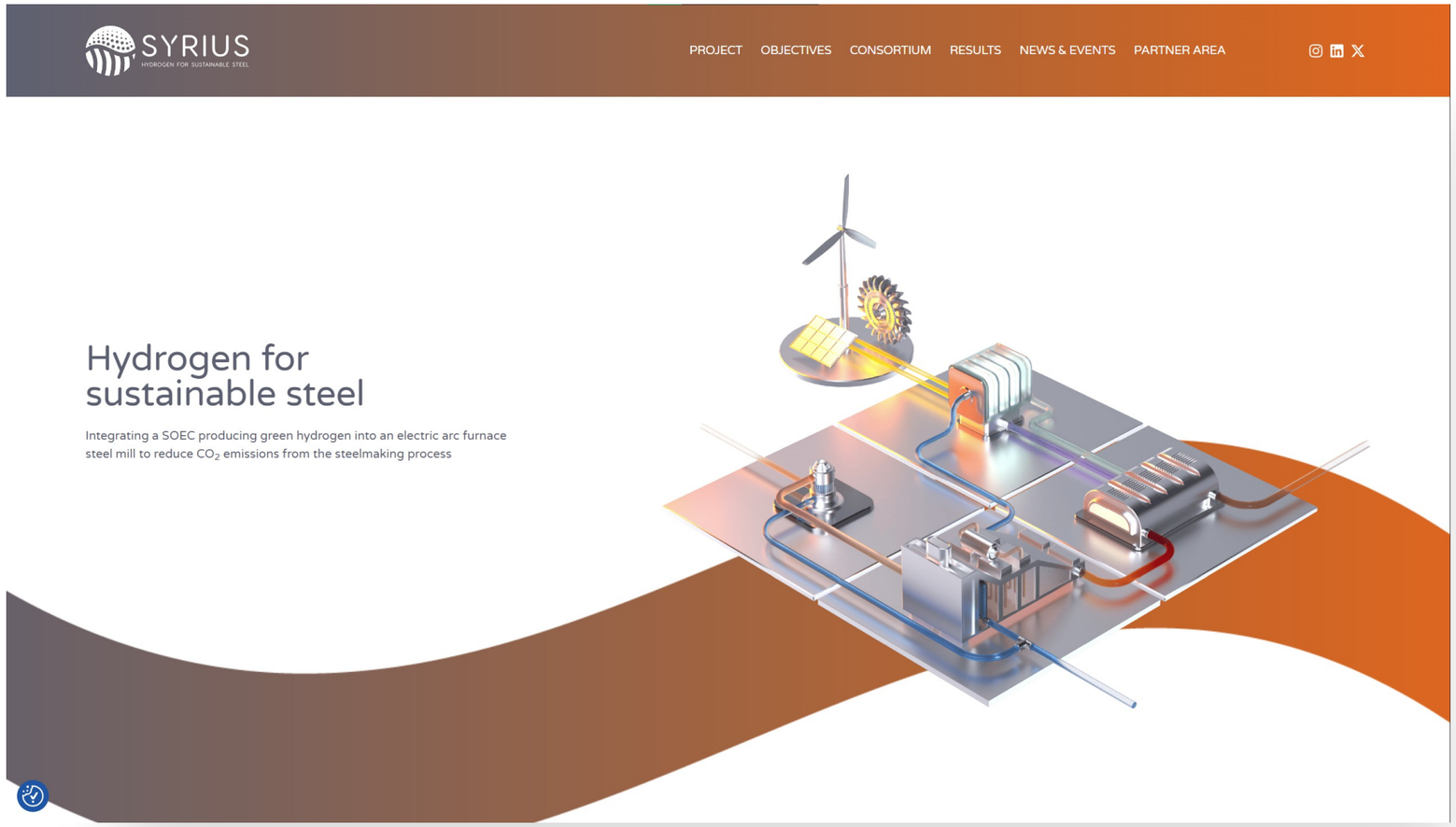
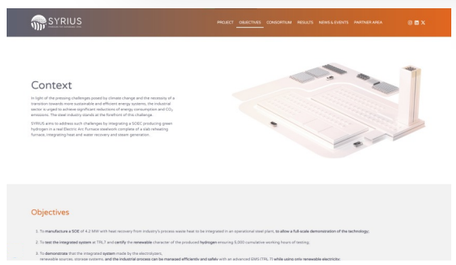
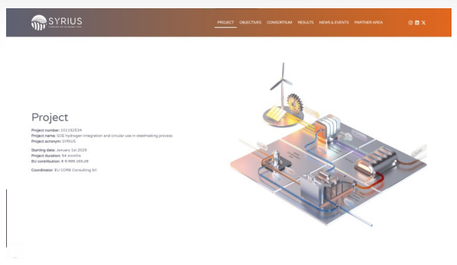


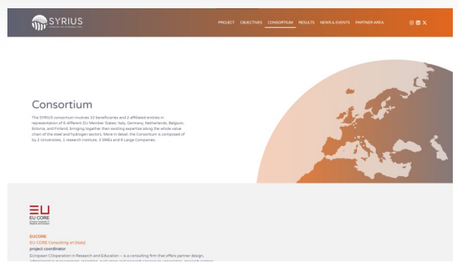


SYRIUS website









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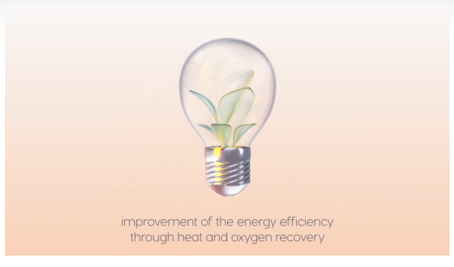
Introductory video

The video presents the project, its objectives and impacts.



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Check the Clean Hydrogen Partnership website to comply with the JU visual identity, download its logo and EU emblem

Clean Hydrogen Partnership

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