

# Brand Identity Guidelines

 [www.ngel-geothermal.eu](http://www.ngel-geothermal.eu)



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# About the Project

nGEL is aiming to transform a geothermal ORC plant to a flexible tri-generation plant capable of both efficiently as well as cost effectively responding to the dynamic demand of power, heating, and cooling, attributing geothermal energy as a dispatchable source to balance the power and thermal grid against the progressive integration of intermittent RES (i.e. solar, wind). This will be achieved through the integration of absorption chiller, thermal energy storage, cold thermal energy storage, heat exchangers, smart control and energy management system (EMS) with AI functionalities.

If the nGEL technology can be implemented in all of the existing ORC plants in the EU, around 215 TWht heat can be delivered to the thermal grid, which is approximately 4% of the EU current annual heat demand, which corresponds to annual economic saving (on NG import) of € 9.6 billion/year.

# About the Guideline

These guidelines provide the framework for consistent and impactful communication for the n GEL Geothermal Project. By following these standards, we ensure clarity and recognition among stakeholders, the public, and funding bodies. This document details logo usage, communication templates, and necessary disclaimers, all aligned with EU requirements, to effectively represent the project and its goals.

# Our identity (spelling)

The correct spelling of the project is **nGEL**. In this format, the letter n is in lowercase, while GEL is presented in uppercase. This distinct combination is essential for maintaining the brand identity and recognition of the project.

## Incorrect Versions

The following spellings (not limited) are considered incorrect and should be avoided:

 Ngel

 NGEL

 ngel

 N-GEL

 nGel

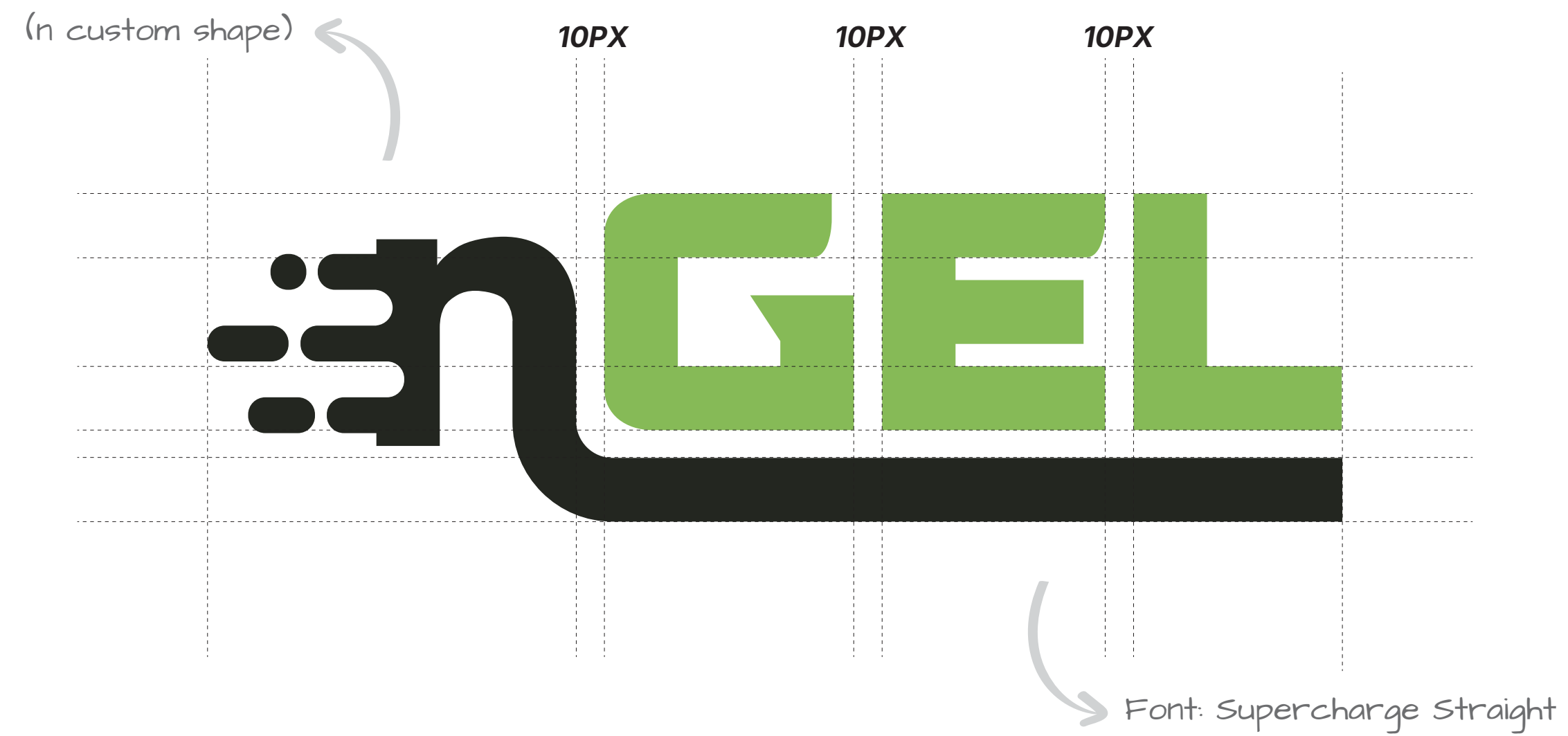
 N-GEL

 N-GEL

 nGel

# Logo Grid

This section outlines guidelines for the construction and layout of the nGEL project's logo using a grid system.



# Safe Zone



While placing any other brand or project's logo next to nGEL's logo, the minimum distance should be maintained as outlined below.



# Primary & Secondary Colours

The primary colour code for branding the nGEL project is #87BB57, which should be predominantly used across all the project materials. For accents, secondary actions, and to support the entire colour scheme of nGEL, #232620 can be used as a secondary colour.

## Primary Colours

R - 136  
G - 188  
B - 87  
C - 52, M - 5, Y - 86, K - 0

87BB57

## Secondary Colours

R - 35  
G - 38  
B - 32  
C - 70, M - 62, Y - 70, K - 72

232620

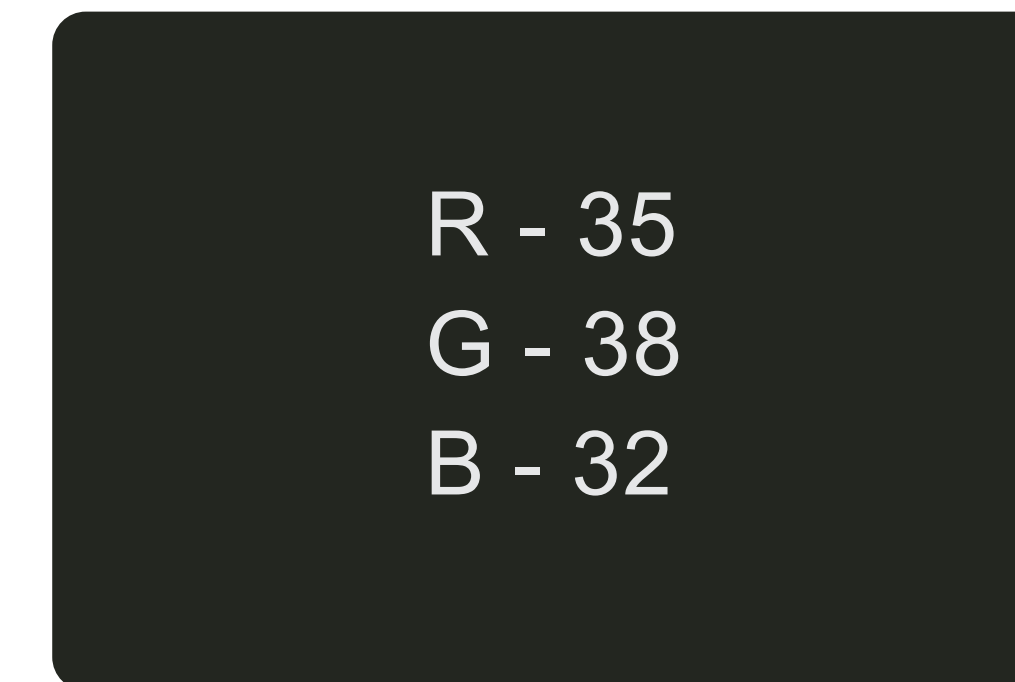
005f73

Primary - 400 #88bc57	950 #17250e	900 #304522	800 #375024	700 #426427	600 #54812f	500 #6da33f	400 #88bc57	300 #aad284	200 #cce4b2	100 #e4f1d6	50 #f3f9ec
Secondary - 950 #232620	950 #232620	900 #30332e	800 #373b34	700 #43483d	600 #51574a	500 #676e5e	400 #828978	300 #a6ab9d	200 #c9ccc3	100 #e4e6e1	50 #f6f7f6



# Logo Colour

This section outlines the correct colour format for nGEL, detailing the official colours to be used in all branding and presentation materials.

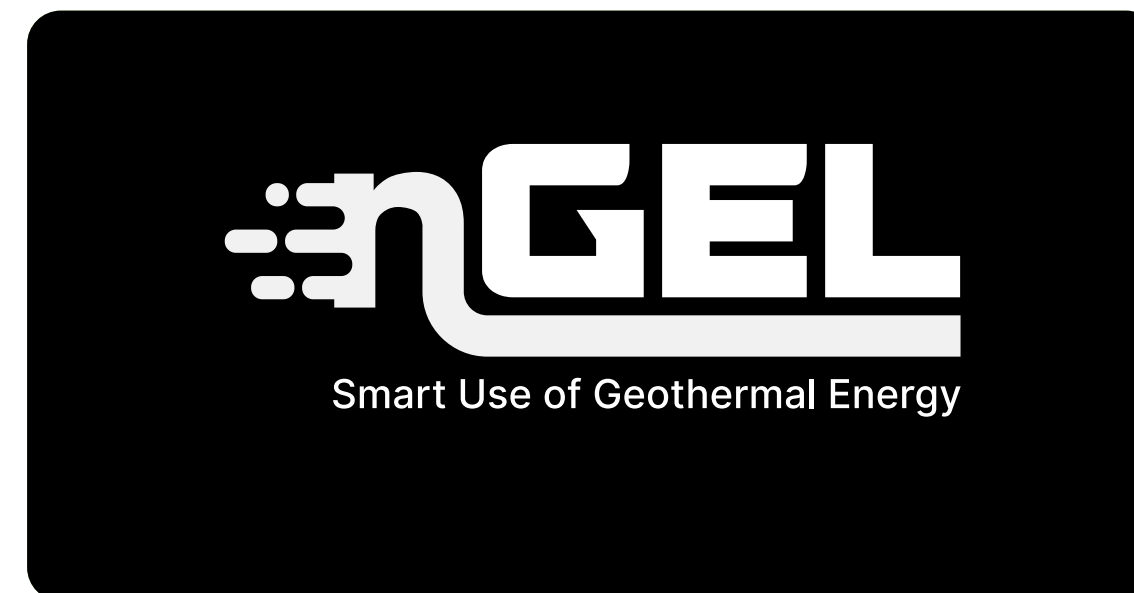
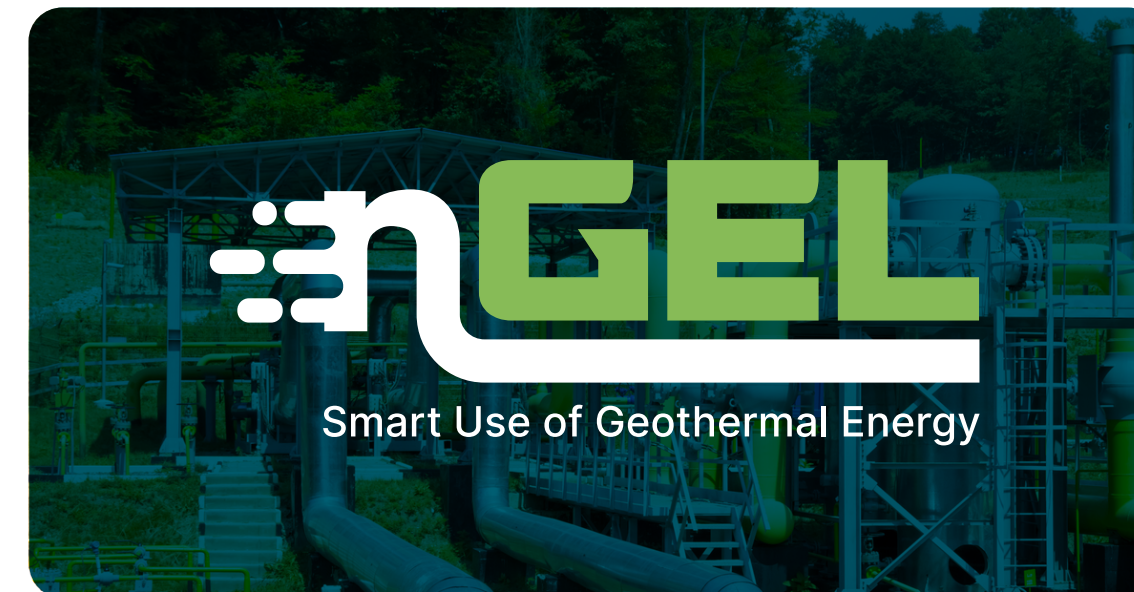


C - 52, M - 5, Y - 86, K - 0

C - 70, M - 62, Y - 70, K - 72

# Logo Mono Colour

This section exemplifies how the nGEL logo should be used across various shades, tints, and tones.

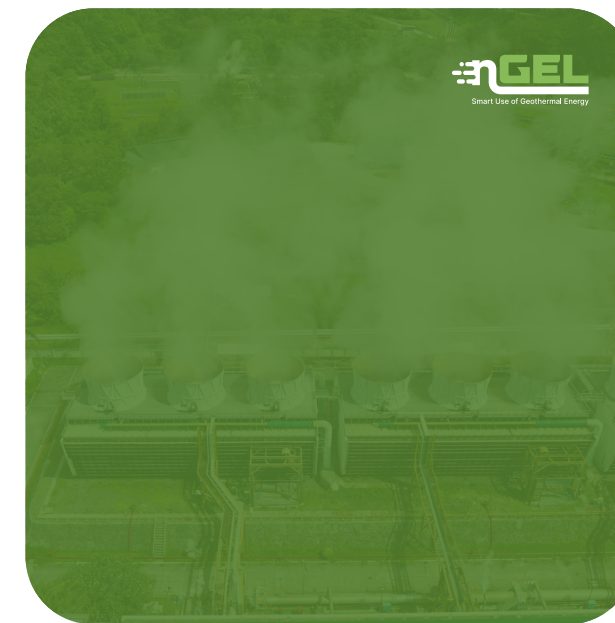


# Logo Placement

Guidelines on the appropriate placement of the EU emblem alongside the funding statement in all materials of the nGEL project.



Top left



Top right

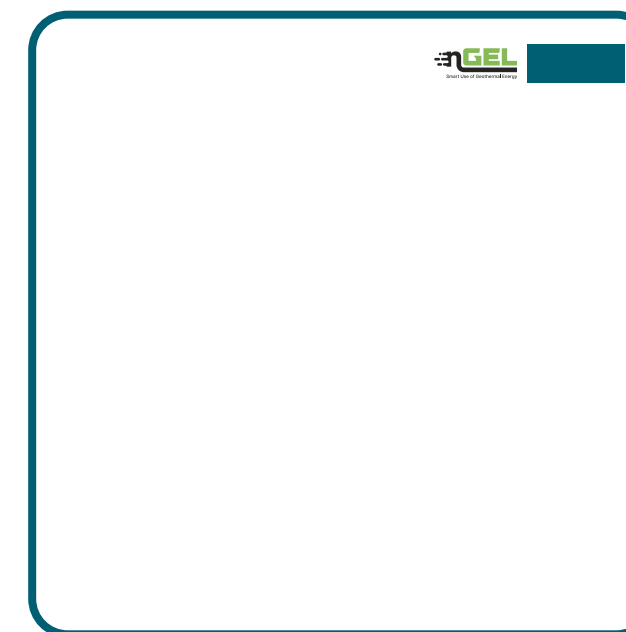
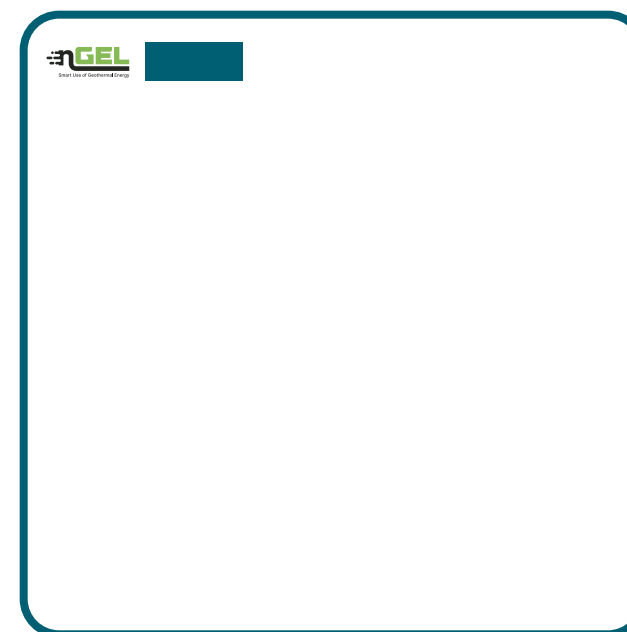


Bottom left



Bottom right

Placement of the EU emblem with the funding statement in case of co-branding



# Logo Misuse

Any use of the nGEL logo that deviates from the specified guidelines outlined in this manual will be considered a misuse of the nGEL logo, this includes (not limited to):



No Stretching



No Stock



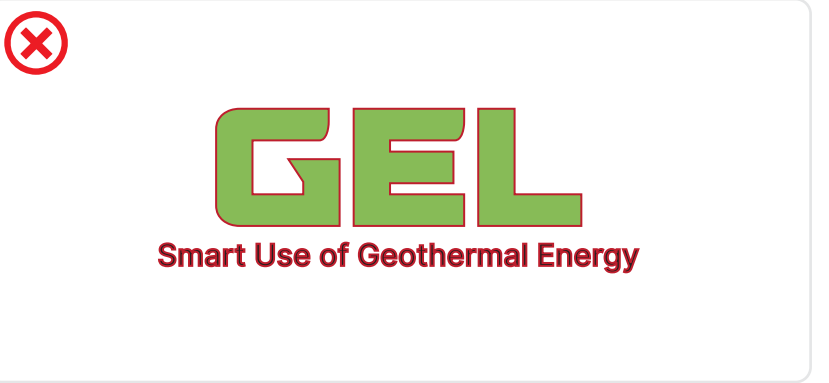
No Modification



No Warping



No Opacity



No Effects

# Typography

The following fonts and typography guidelines should be used in various contexts for the nGEL project to ensure a consistent and professional brand representation.

**AaBbCc**

**Font: Inter**  
(by Google Fonts)

## **Characters**

ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"#\$%&/()@=?,-

For LOGO: Supercharge Straight

# Boilerplate

The nGEL Project boilerplate serves as a consistent introduction for various contexts, providing essential information about the project. It encompasses the who, what, where, when, why, and how of the initiative.

**“Launched in June 2024, the Next Generation Flexible Trigeneration Geothermal ORC Plant (nGEL) Project is a pioneering initiative funded by the European Union that aims to transform geothermal ORC plants into efficient, cost-effective, and dispatchable sources of power, heating, and cooling. It integrates absorption chillers, thermal energy storage, heat exchangers, smart control, and AI functionalities. Implementing nGEL in all EU ORC plants could deliver 215 TWh<sub>t</sub> heat annually, saving €9.6 billion annually.”**

# Disclaimer

The following text should be added to the materials (e.g., scientific publications, websites, brochures, videos, etc.) of the nGEL project as a disclaimer.



**Funded by  
the European Union**

"Funded by the European Union under grant agreement No 101148170. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Horizon Europe Framework Programme (HORIZON) Research and Innovation Actions. Neither the European Union nor the granting authority can be held responsible for them."

# Contact Info

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 [@nGEL-EU-Geothermal](https://www.youtube.com/@nGEL-EU-Geothermal)