



## AFFIRMATIVE INTEGRATED ENERGY DESIGN ACTION

# AIDA

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## D7.2 Visual Identity

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Written by	Istvan Pari, Geonardo Raphael Bointner, TU Wien
Checked by	
Validated by	Raphael Bointner (11-10-2012)



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## 1. OVERVIEW

The visual identity of AIDA includes several items.

- AIDA logo in two versions
- Presentation templates with two different designs
- A letter template
- The first brochure, which is available in EN, DE, FR, ES, CAT, IT, EL and HU
- Additionally a roll-up will be designed in the next couple of weeks

The Project website [www.aidaproject.eu](http://www.aidaproject.eu) is due within deliverable D7.3 and also available in EN, DE, FR, ES, CAT, IT, EL and HU. This website is supplemented by a AIDA-page on facebook and Twitter.

The project website as well as the brochure will be steadily updated and improved through the course of the project. All communication tools as well as the visual identity will be adopted and supplemented according to the needs of AIDA's target groups, if needed.

Further, a yearly based newsletter will inform the main stakeholders as well as the public about most recent developments of AIDA.

The items of the visual identity as listed above are briefly highlighted on the next pages.

Logo



AND



**Presentation templates**



AND





## Letterhead template

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**THE AIDA PROJECT SUPPORTS** building professionals and local authorities all over Europe in designing nearly zero-energy buildings (NZEB). AIDA offers action tailored to these target groups, such as study tours to innovative buildings, best-practice-learning from operational success stories, presentation of innovative design software and active support for municipalities.

Be part of it!



# AIDA

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[www.aidaproject.eu](http://www.aidaproject.eu)

Our project works in close co-operation with leading experts from Italy, Spain, France, Austria, Greece, UK and Hungary on renewable energy and energy efficiency

- National and international study tours to innovative buildings
- First-hand information on the latest developments and the state of the art
- Assistance for municipalities in the planning process of a new building or a major renovation (e. g. kindergarten, city hall, residential housing)
- Guidance in using nearly zero-energy design software
- Assistance in the development of NZEB-roadmaps for members of the covenant of mayors [www.eumayors.eu](http://www.eumayors.eu)
- Your nearly zero-energy building lowers operation cost and sets a positive example for the local community and neighbouring municipalities!







AIDA website: <http://www.aidaproject.eu/>

Home | About AIDA | Target groups | Study tours | Links | Build up | News | Downloads

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FOR MAYORS, MUNICIPAL REPRESENTATIVES AND LOCAL AUTHORITIES

BUILDING PROFESSIONALS, ARCHITECTS AND MASTER-BUILDERS

Guidance in using nearly zero-energy design software

First-hand information on the latest developments and the state of the art

National and international study tours to innovative buildings

Be part of it!

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