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EASTGATEH2V

Eastgate Hydrogen Valley
D11.1 Promotional Pack

July / 2025

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SEN	Sensitive, limited under the conditions of the Grant Agreement	
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EASTGATEH2V Consortium			
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3	Kosit a.s.	KOS	Slovakia
4	Jadrova energeticka spolocnost Slovenska, a.s.	JESS	Slovakia
5	W2H2 KSK s.r.o	W2H2	Slovakia
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14	A.U.S. ADVANCED UNMANNED SYSTEMS S.R.O.	AUS	Slovakia
15	PRIEMYSELNY INOVACNY KLASTER	IIC	Slovakia
16	Energy association «UKRAINIAN HYDROGEN COUNCIL»	UHC	Ukraine
17	Hydrogen Ukraine, Limited Liability Company	H2U	Ukraine
18	ECUBES TEHNOLOGIJE D.O.O.	ECU	Slovenia
19	FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANG	Fraunhofer	Germany
20	HYENERGY CONSULTANCY LIMITED	HYE	United Kingdom
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22	FUNDACION PARA EL DESARROLLO DE LAS NUEVAS TECN	FHA	Spain

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List of Abbreviations and Acronyms	
EU	European Union
PEDR	Public Engagement and Dissemination Roadmap
FAIR	Findable, Accessible, Interoperable, Reusable

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Executive Summary

This deliverable, **D11.1 – Promotional Pack**, presents the initial set of communication and promotional materials developed under the EASTGATEH2V project. It is a key output of **Work Package 11 - Communication, Dissemination and Exploitation 1** - and represents a foundational step in building awareness, visibility, and stakeholder engagement throughout the project's lifetime.

The Promotional Pack includes the EASTGATEH2V logo, visual identity guidelines, templates (Word and PowerPoint, Letterhead), social media setup, and a range of outreach materials such as a multilingual brochure, roll-up banner, and poster. These tools were designed to ensure a consistent and recognisable brand identity, which supports both internal coordination and external communication. All materials comply with the EU's visibility requirements and follow the branding rules of the Clean Hydrogen Partnership programme.

A responsive and accessible project website was also launched (https://www.eastgateh2v.eu), serving as the primary digital hub for all public communication. It is supported by active social media profiles on LinkedIn, Facebook, Instagram, and X (formerly Twitter), operating under the unified handle @eastgateh2v. The website and social channels will be regularly updated and expanded as the project evolves.

The deliverable demonstrates alignment with the project's **Public Engagement and Dissemination Roadmap (PEDR) -** exploitation, dissemination, and communication plan. It responds to the needs of various target groups — including citizens, researchers, industry stakeholders, policymakers, and regional actors — by offering accessible content in multiple formats and languages (initially English and Slovak, with more to follow). The materials were designed with accessibility and inclusiveness in mind and follow open, reusable formats in line with FAIR communication principles.

Importantly, D11.1 also lays the groundwork for future outreach and impact activities. It equips the consortium with professional, reusable tools and templates that will support the development of further deliverables, public engagement efforts, and stakeholder-facing events throughout the project lifecycle. A performance monitoring approach has also been outlined to assess the reach and effectiveness of these tools over time.

Overall, the EASTGATEH2V Promotional Pack ensures a solid and strategic communication base, enabling the project to effectively engage with diverse audiences, raise awareness of hydrogen solutions in Eastern Europe, and reinforce the visibility and credibility of EU-funded innovation in clean energy.

1 Introduction

This deliverable presents the initial set of promotional and communication materials developed for the EASTGATEH2V project. As part of Work Package 11 – Communication, Dissemination and Exploitation – it supports the project's overall visibility by establishing a consistent and recognizable identity across all public-facing tools and materials.

EASTGATEH2V (East Gate Hydrogen Valley) is the first integrated Hydrogen Valley in Eastern Europe. Running from 2025 to 2031, the project brings together 20 partners from 7 countries to create a functional green hydrogen ecosystem in the Košice region of Slovakia. It covers the full hydrogen value chain – from renewable production and storage to use in clean mobility, industrial decarbonisation, and energy innovation. EASTGATEH2V also supports research, education, and strategic cooperation in Central and Eastern Europe, including with Ukraine.

This deliverable includes the project's logo, visual identity guidelines, website, branded templates, social media profiles, and first promotional tools (brochure, roll-up, and poster). These materials are designed to communicate the project's mission, activities and long-term vision to a wide audience — from local communities to international stakeholders — while complying with EU visibility and branding requirements.

Table 1 List of Communication Materials

Name	Format	Language	Target audience	Distribution channel
Brochure	A4 tri-fold (PDF, print)	Slovak, English	General public, stakeholders	Website, events, e-mails
Logo	PNG, SVG	Symbol-based	All, General public, stakeholders	Website, templates, media kit, brochure, roll-up banner
Roll-up banner	PDF for print, 85x200 cm	Slovak, English	Event participants, exhibition visitors, stakeholders	Physical displays at events
Poster	PDF (A3)	Slovak, English	Event participants, exhibition visitors, stakeholders, general public	Physical displays at events, PDF download, print
Website	WordPress site	English, Slovak version pending	Citizens, experts, policymakers	https://www.eastgateh2v.eu/
Social media profiles	LinkedIn, Facebook, Instagram, X	Slovak, English	Professionals, youth, general public, stakeholders	@eastgateh2v channels on each platform
Visual identity guidelines	Guidelines	English	Consortium partners, general public	Website, project documents repository
Templates	Word, Powerpoint, Letterhead	English	Consortium partners, stakeholders	Project documents repository, website

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The structure of the document is as follows:

- **Section 2** presents the project's visual identity, including logo, colour palette and EU acknowledgement requirements;
- **Section 3** describes the EASTGATEH2V website and its key features;
- **Section 4** outlines the project's social media strategy and established platforms;
- **Section 5** provides an overview of the main promotional tools and templates developed during the initial phase.
- **Section 6** presents alignment with project´s PEDR

All promotional materials **follow the FAIR principles**. The website includes keyboard navigation, alt-text descriptions for graphics, and language selection for regional accessibility. All downloadable materials are available in open, reusable formats and will be hosted permanently via the project website for general public and target groups and via project shared repository for consortium partners.

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2 Brand Identity

The EASTGATEH2V brand identity serves as the foundation for all communication and dissemination efforts related to the project — both internally among consortium partners and externally by stakeholders, multipliers and other interested parties.

It provides a recognisable and coherent visual representation of the project and supports its visibility and outreach across all channels, including public events, media, social platforms, and institutional communication. By ensuring consistency in visual style and messaging, the brand strengthens the project's credibility and helps convey its mission and values to diverse audiences across Europe.

A dedicated **Brand Manual** (Annex I) was developed to guide the use of all visual elements, including the logo, colour palette, typography, and layout rules. The manual provides specific instructions on logo positioning, safe zones, background usage, minimum sizes, and colour inversions, ensuring consistent application.

2.1 Logo

The EASTGATEH2V logo was designed by PEDAL Consulting during the early stages of the project. PEDAL Consulting prepared 4 logo variants and one of them was selected. It serves as the core element of the project's visual identity and is used consistently across all internal and external communication materials, including deliverables, presentations, the website, social media, and promotional tools.

To ensure versatility and consistent use, the logo is available in multiple formats and versions, including:

- horizontal and vertical layouts,
- full-colour, black-and-white and inverted colour options,
- a symbol-only version (logomark) featuring the molecular emblem without text.

Usage rules — including sizing, spacing, background control, and appropriate contexts for each version — are defined in the **Brand Manual** (Annex I).

Figure 1: EASTGATEH2V Logo

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The EASTGATEH2V logo will be consistently used across all communication and dissemination materials produced within the project, including presentations, deliverables, reports, website, social media graphics, and promotional materials (e.g. brochures, roll-ups, posters).

All official versions of the logo are included in the Media Kit accessible via project website.

2.2 EU Acknowledgement Requirements

In line with Article 17 of the Grant Agreement, the project's EU funding must be properly acknowledged. The official **EU emblem** and the **Clean Hydrogen Partnership logo** must appear visibly on all public-facing materials.

The EU flag must always be accompanied by the statement:

"Co-funded by the European Union."

All communication and dissemination activities must include the following disclaimer:

"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Clean Hydrogen Partnership. Neither the European Union nor the granting authority can be held responsible for them."

Clear visibility of these acknowledgements ensures compliance with EU communication obligations and reinforces the transparency of project funding.



Figure 2 EU Emblem



Figure 3 Clean Hydrogen Partnership Logo

2.3 Colour Palette and Typography

The EASTGATEH2V visual identity draws inspiration from the core themes of the project: clean hydrogen, environmental sustainability, and technological innovation.

The colour palette reflects these values through three main shades:

- **Light Blue #78C7ED** – evokes clarity, clean air, and the gaseous nature of hydrogen
- **Green #3ABA60** – symbolises sustainability, renewable energy, and circularity
- **Deep Blue #0300C9** – represents innovation, trust, and industrial transformation

These colours are applied consistently across the logo, templates and communication tools to establish a recognisable and coherent brand presence.



Figure 4 EASTGATEH2V Colour Palette

The project uses the **Inter** typeface for all textual content.

Full details on colour usage and typography hierarchy are defined in the **Brand Manual** (Annex I).

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3 The EASTGATEH2V Website

The official EASTGATEH2V website is the project's primary digital communication tool. It presents the project's objectives, activities and results to a broad range of audiences — from citizens and students to industry stakeholders and policymakers — while also ensuring long-term visibility and public access to key outputs.

The website is publicly accessible at: https://www.eastgateh2v.eu/

It reflects the EASTGATEH2V brand identity and complies with EU requirements on visibility, accessibility and data protection. The website was developed and is maintained by PEDAL Consulting.

3.1 Concept and Approach

The EASTGATEH2V website is designed as an **accessible, clear and informative platform**. Its primary function is to communicate the project's goals and results to a broad public audience, with secondary target groups including professionals from the hydrogen sector and decision-makers at local, national and EU levels.

The site follows a **"content-first" approach**: it is intentionally simple, well-structured and easy to navigate. Visual clutter and excessive animation are avoided in favour of a straightforward user experience that allows visitors to quickly find relevant information. The site is primarily **informational and educational**, aligned with the project's implementation-driven nature and real-world impact.

To ensure regional relevance, the website is structured as a **multilingual platform**. While English is the primary language at launch, a **Slovak-language version** is being prepared and will be made accessible.

In addition to linguistic accessibility, the site also supports **functional accessibility for visually impaired users**, reinforcing EASTGATEH2V's commitment to inclusive digital communication. Key accessibility features are detailed in Section 3.4.

The EASTGATEH2V website will evolve throughout the project, showcasing results, providing educational value, and serving as a long-term point of reference for replication and outreach.

3.2 Sitemap

The EASTGATEH2V website has been structured to ensure intuitive navigation and user-friendly access to information for a wide range of audiences — from citizens and communities to technical experts and policymakers. Its sitemap reflects both the communication priorities of the project and the thematic pillars of hydrogen innovation, regional impact and stakeholder engagement.

The main sections of the website are:

- **Home Page** – Introductory landing page with the project slogan, mission, key facts, call to action, and news highlights.
- **Project** – Presents the project background, methodology, objectives, implementation activities, expected impacts and timeline (2025–2031).
- **Consortium** – Overview of project partners and the Media Task Force supporting visibility and outreach.

- **Get Involved** – Opportunities for public and stakeholder engagement, including students, communities and interest groups.
- **Toolbox** – A collection of educational and promotional resources such as videos, brochures, interviews, FAQs and the media kit.
- **Resources** – Public deliverables, scientific publications and links to related EU and international initiatives.
- **News & Events** – Project updates, blog-style news articles and a calendar of upcoming events.
- **Contact** – Contact form, basic contact details and newsletter subscription option.

This sitemap allows for clarity, scalability, and content segmentation according to audience needs. Selected sections will be updated regularly throughout the project.

3.3 Privacy & Cookie Policy

EASTGATEH2V website will be compliant with the European General Data Protection Regulation (GDPR). To fulfil the requirements set by this Regulation, EASTGATEH2V website will implement a cookie policy and a privacy policy. The correct use of the website visitors' personal data will also be ensured when using the service for the project's newsletter. Subscribers, in fact, will be able to actively subscribe and unsubscribe to the project's newsletter at any moment. The data collected will be stored throughout the project and subsequently deleted once the project ends.

3.4 Technical Aspects

The EASTGATEH2V website is built using **WordPress**, allowing authorised project team members to easily manage content — including adding, editing and removing sections — directly from the front-end. The site is responsive, mobile-friendly, and hosted securely with SSL encryption and regular backups.

In line with accessibility standards (WCAG 2.1, AA level), it includes features such as keyboard navigation, alt text, ARIA labels, sufficient colour contrast, and a "Skip to content" function.

The website is fully prepared for **search engine optimisation (SEO)** and compatible with **search engine marketing (SEM/SEA)** tools. Structured metadata, headings and image tags support strong discoverability.

To evaluate communication impact, the website's performance will be tracked using **Google Analytics**, focusing on parameters such as the number of visitors and their geographic origin. These insights will help assess the reach and effectiveness of EASTGATEH2V's dissemination activities.

4 Social Media

Social media platforms form an integral part of EASTGATEH2V's outreach and engagement approach. They are intended to raise awareness, share progress, and connect with a wide range of audiences — including the general public, regional actors, hydrogen stakeholders, media, and policymakers — throughout the project's duration.

The social media presence complements the project website by offering a dynamic, real-time channel for updates, announcements and interaction. All platforms follow EASTGATEH2V's visual identity and are aligned with the communication goals defined in WP11.

Dedicated project accounts have been created on the following platforms:

- LinkedIn – targeting professional stakeholders across the hydrogen value chain, academic institutions, and EU bodies.
- Facebook – focusing on broader public engagement through accessible updates, visuals and event promotions.
- X (formerly Twitter) – for timely news, interaction with EU initiatives, and coverage of project events and milestones.
- Instagram – highlighting visual storytelling through photos, behind-the-scenes content, and short videos, especially for younger audiences.

All accounts use the unified handle **@eastgateh2v**, ensuring recognisability and consistency across platforms.

These accounts are managed by PEDAL Consulting, with support from all consortium members. Project partners are encouraged to:

- Follow and engage with the EASTGATEH2V channels;
- Share relevant content and updates for publication;
- Repost and amplify project news within their own networks;
- Tag project accounts when sharing related content.

Initial posting frequency is expected to be **1–2 times per week**, increasing as project activities intensify. Posts will promote key milestones, deliverables, public events, and media visibility. Posts will promote key milestones, deliverables, public events, and media visibility. They will also serve to disseminate general information and educate the broader public on the topics addressed by EASTGATEH2V — including hydrogen technologies, regional sustainability, and innovation in clean energy. Targeted campaigns or paid boosts may also be launched around major dissemination moments.

Social media are a key component of the project's **Public Engagement and Dissemination Roadmap (PEDR)**, which will be delivered as **Deliverable D11.2 – PEDR & update in Month 6 (September 2025)**. The specific role of social media, including planning, content strategy, and audience targeting, will be further detailed in that document.

Project social media will consistently include the required **EU funding acknowledgment** and use official hashtags and institutional tags (e.g. @HorizonEU, @CleanHydrogenEU) to maximise reach and alignment with EU communication standards.

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5 Promotional and Other Electronic Materials

EASTGATEH2V promotional materials are designed to ensure clear, accessible, and visually consistent communication of the project's goals, scope and results across all dissemination channels. These materials are aligned with the project's visual identity, described in Section 2, and comply with EU visibility and branding rules.

5.1 Brochure, Poster and Roll-up

A dedicated A4 tri-fold **brochure** has been developed, suitable for print and digital distribution. It introduces EASTGATEH2V, summarizes the main objectives, activities, expected impacts, and timeline of the project. It also includes QR codes, contact details, social media handles, and the logos of all consortium partners.

A **poster** and **roll-up banner** were designed for use at public events, conferences and exhibitions. Both share the same visual identity, with core facts, infographics and project slogans clearly displayed. The poster is suitable for multiple formats (A1 to A4) and optimised for legibility, including black-and-white printing. Each includes the project website, social media icons and a QR code linking to the EASTGATEH2V online presence.

All materials are available in both **English** and **Slovak**. Visual examples of the brochure, poster, and roll-up are included in the Annexes.

5.2 Templates

A set of branded **templates** was also prepared to ensure consistent communication across all project deliverables and presentations. These include **Word, PowerPoint** and **Letterhead** formats, and their main purpose is to be used by the consortium for internal and external outputs. Each template incorporates the EASTGATEH2V logo, required EU acknowledgements, and design elements in line with the project's visual identity. These templates are available to all partners.

6 Alignment with PEDR

Deliverable D11.1 – Promotional Pack – is fully aligned with the strategic objectives of the EASTGATEH2V project's Public Engagement and Dissemination Roadmap (Exploitation, Communication and Dissemination Plan) as defined under Work Package 11. The deliverable contributes to building awareness, visibility and engagement at local, national and EU levels by laying a unified and coherent foundation for all subsequent outreach activities.

The communication activities are expected to serve as a strategic enabler of impact — reaching diverse stakeholder groups, raising public awareness, and supporting exploitation and policy uptake. The materials developed in D11.1 address these aims in the following ways:

- **Strategic Communication Foundation** - The creation of a comprehensive brand identity (including the logo, colour palette, and templates) ensures a consistent and recognisable image of the project across all media and deliverables. This is key for building trust with stakeholders and establishing the project as a credible actor in the green hydrogen ecosystem.
- **Support for Awareness and Engagement Goals** - The promotional materials — brochure, poster, and roll-up — are tailored for different stakeholder settings, such as public events, exhibitions, school visits, workshops, and meetings with local or regional authorities. These tools translate complex technical objectives into accessible language and visual formats, which is a fundamental part of the CDE strategy.
- **Digital Infrastructure Supporting Long-Term Visibility** - The EASTGATEH2V website and social media profiles are critical components of the project's digital communication infrastructure. They provide a dynamic and continuously updated platform to share milestones, disseminate results, and invite external stakeholders to engage throughout the project lifecycle. This supports the CDE objectives related to openness, transparency, and public participation.
- **Audience Segmentation and Inclusive Access -** The PEDR identifies several target audiences — including citizens, municipalities, researchers, industries, academia, educators, and policymakers. D11.1 contributes to this by developing tailored tools for both general and technical audiences. Additionally, the materials are bilingual (EN/SK), with future multilingual expansion planned, supporting regional relevance and accessibility.
- **Preparatory Role for Future Dissemination and Exploitation -** This deliverable is not a standalone task but a cornerstone for future dissemination actions and replication efforts. For example, the templates and media kit developed under D11.1 will be used in the preparation of upcoming deliverables, stakeholder presentations, public consultations, and exploitation-oriented events planned in later project phases.
- **Contribution to Work Package KPIs** - The outputs of D11.1 directly contribute to the key performance indicators defined in WP11, including:
    - Number of promotional materials developed and distributed
    - Branding coherence across communication channels
    - Visibility of the project at physical and digital events
    - Stakeholder engagement via website and social media

7 Annexes

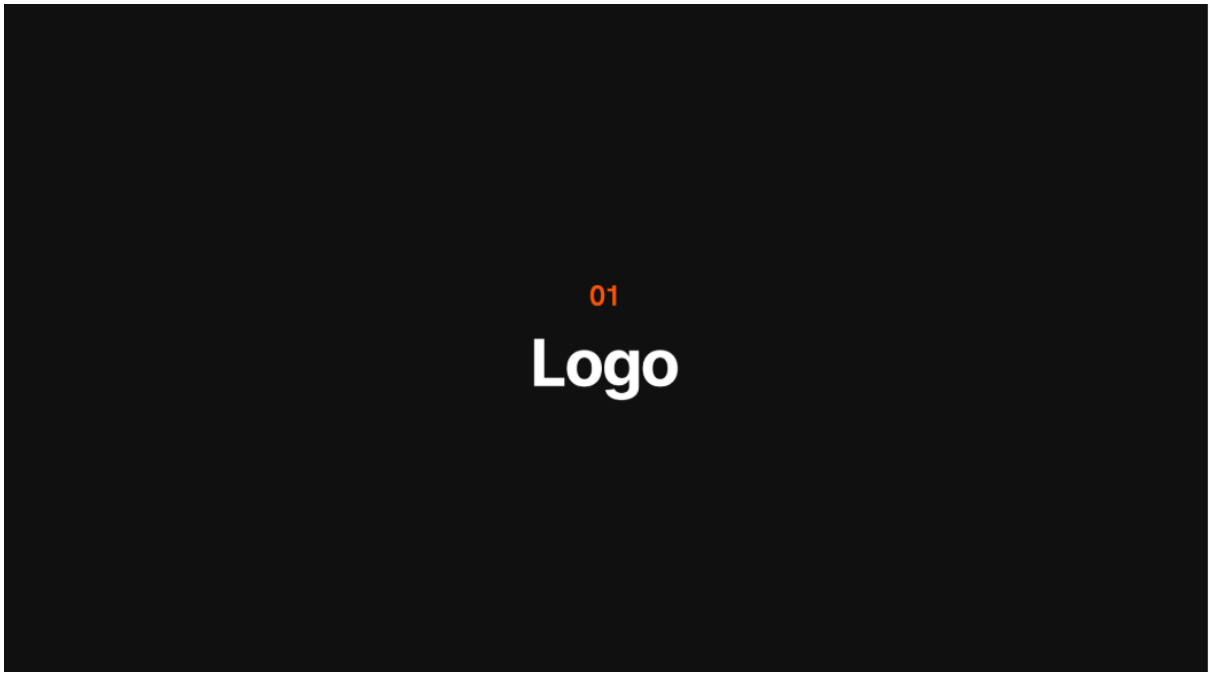
Annex I: EASTGATEH2V Brand Manual



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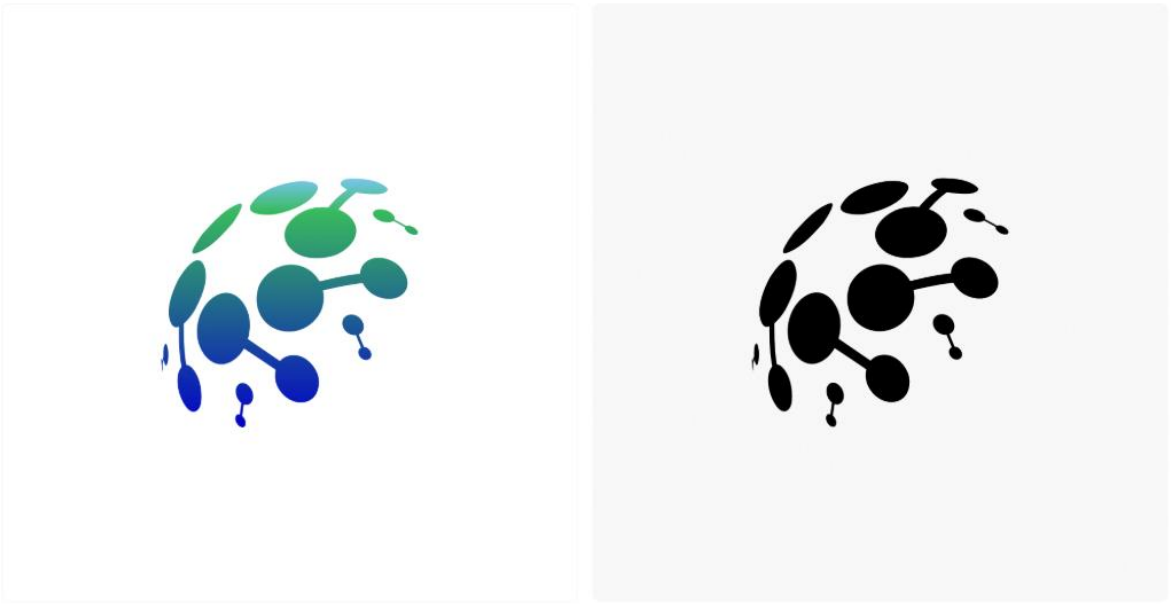


Master Logo

EASTGATEH2V

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Symbol



Logomark





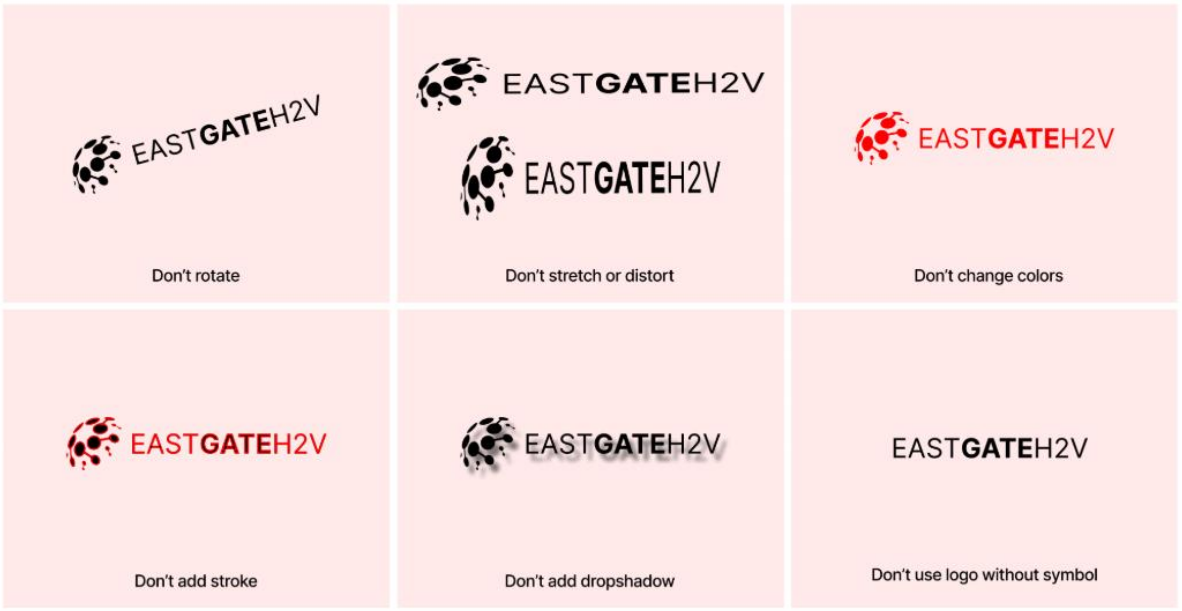
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ClearSpace





Guidance



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02

Colors

Colors

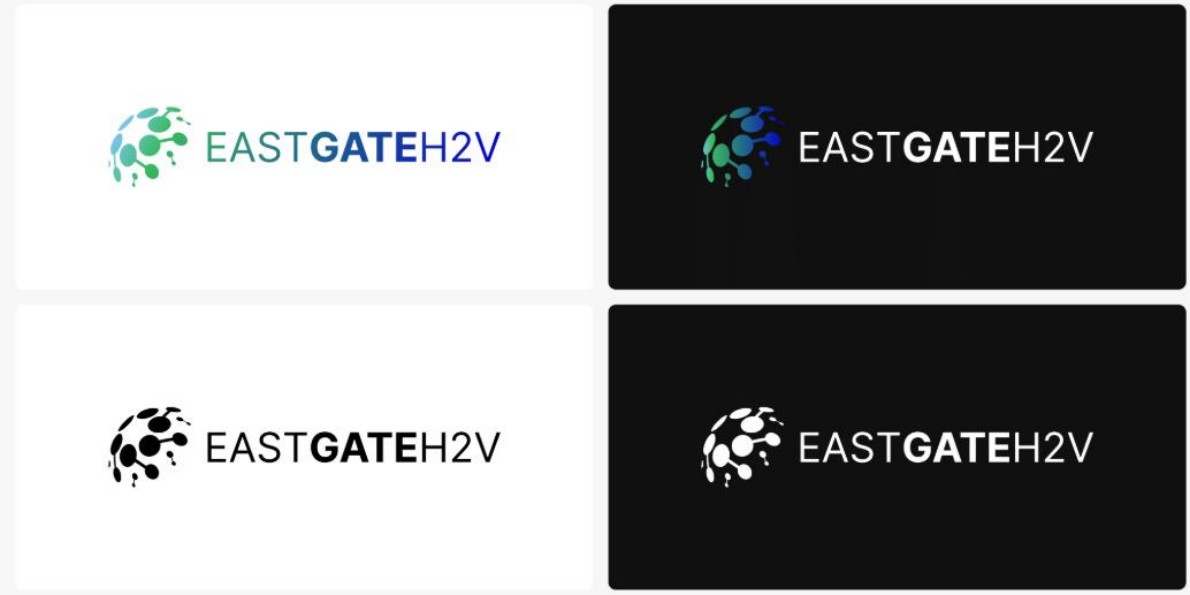


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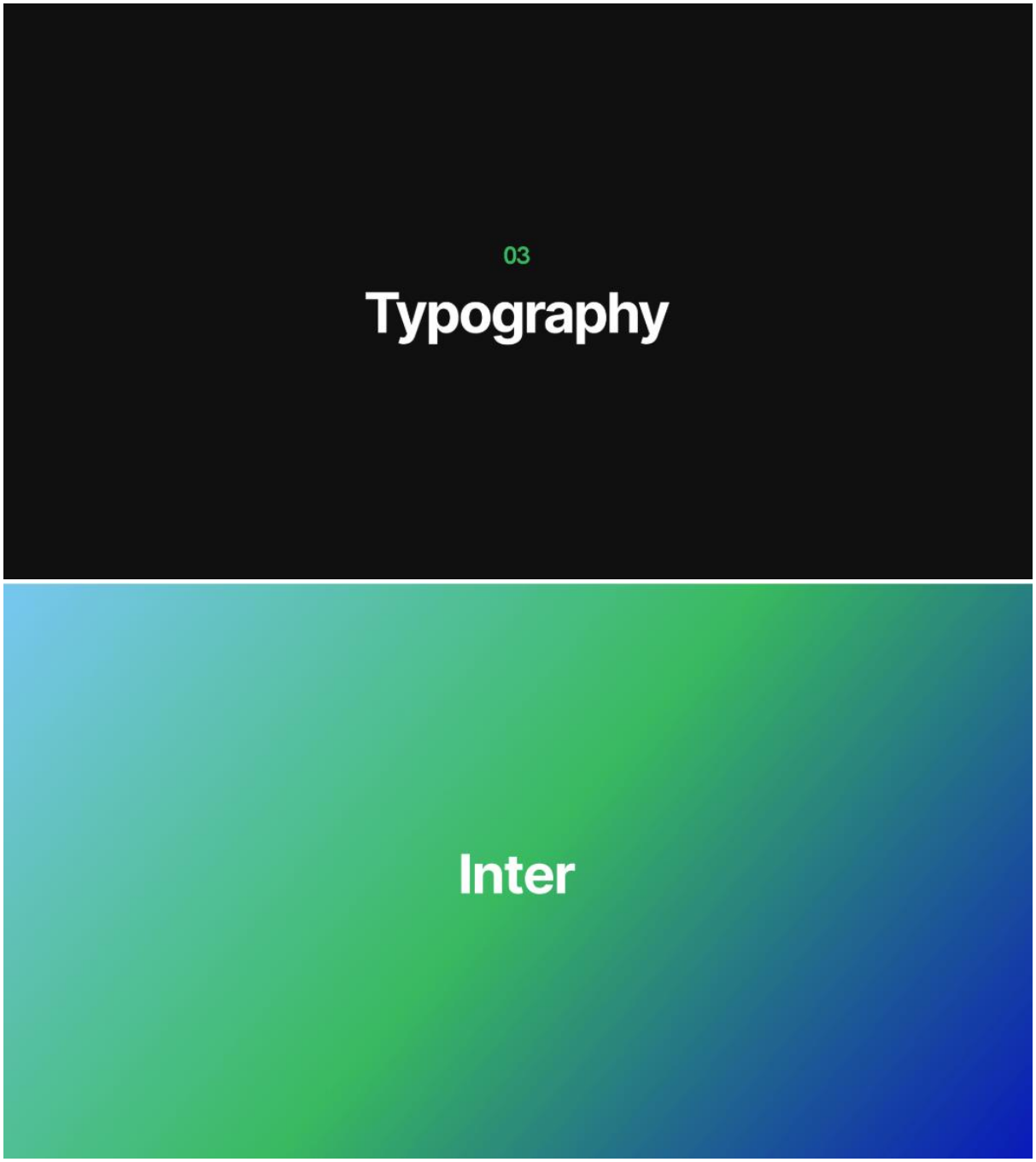
Colors



Colorways



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Primary typeface

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Inter SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

04

Applications

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Annex II: Promotional materials

EASTGATEH2V Brochure (Slovak version)






EASTGATEH2V:
Vodíková vízia pre východnú Európu
Čo prináša EASTGATEH2V?
EASTGATEH2V
Vodík je tu.
V srdci Európy.
Prvé integrované vodíkové údolie vo východnej Európe.
Clean Hydrogen Partnership
Vodík je tu.
V srdci Európy.
EASTGATEH2V:
Vodíková vízia pre východnú Európu
Čo prináša EASTGATEH2V?
EASTGATEH2V v číslach
Konzorcium
Sledujte nás
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Vodík je tu.
V srdci Európy.
Prvé integrované vodíkové údolie vo východnej Európe.
Clean Hydrogen Partnership
EASTGATEH2V
Vodík je tu.
V srdci Európy.
Prvé integrované vodíkové údolie vo východnej Európe.
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EASTGATEH2V Poster (English version)



EASTGATEH2V Roll-up (Slovak version)

