

# Sustainable and intelligent management of energy for smarter railway systems in Europe: an integrated optimization approach

## Deliverable 8.1 Logo, graphic charter

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<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

Start date of project: 01/10/2012

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## 1. INTRODUCTION

A logo was created for the MERLIN project shortly for the kick-off meeting on 3 October 2012.

- The logo is based on the project acronym.
- The smartness of the MERLIN concept is symbolized by the magic wand.
- Templates for MERLIN documents and presentations were derived from the logo,
- A graphic charter was derived from the logo to be used in printed publicity documents (such as the flyer Del8.3), templates and the website (Del8.2).

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## 2. MERLIN LOGO



Figure 1 – MERLIN logo

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## 3. MERLIN GRAPHIC CHARTER

The logo was used to create a graphic charter used for the MERLIN flyer, templates and the MERLIN website (See examples below).



Figure 2 – MERLIN flyer

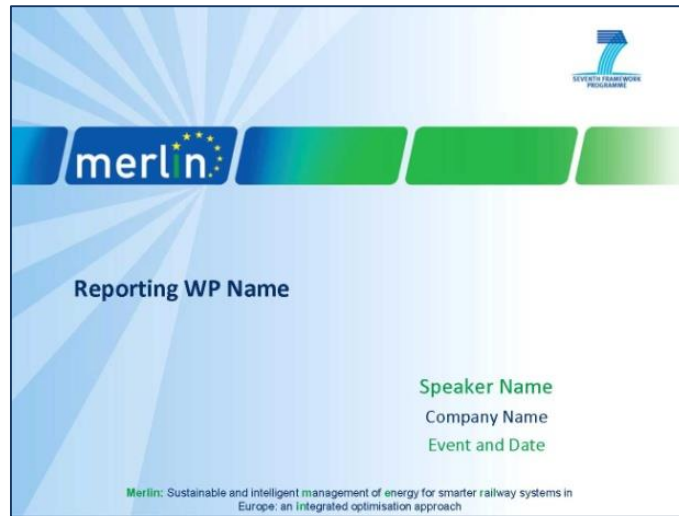
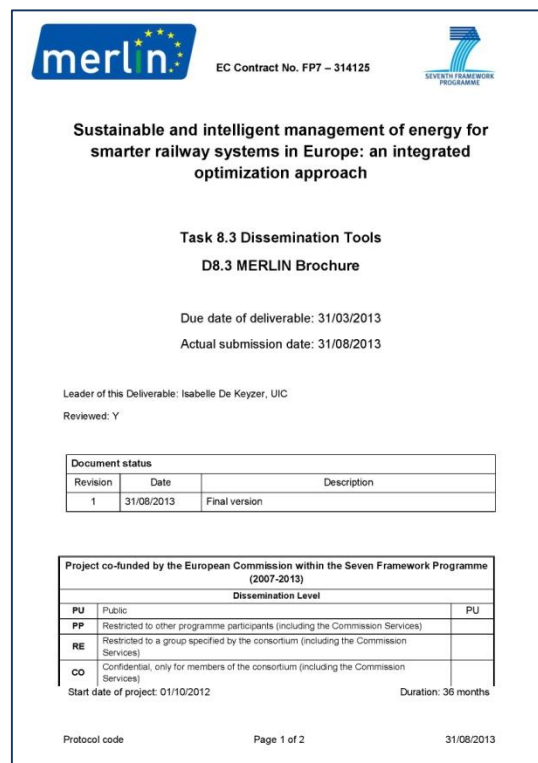


Figure 3 – MERLIN Slide show template



The deliverable template includes the merlin logo, EC Contract No. FP7 – 314125, and the Seventh Framework Programme logo. The main title is:

**Sustainable and intelligent management of energy for smarter railway systems in Europe: an integrated optimization approach**

**Task 8.3 Dissemination Tools**  
**D8.3 MERLIN Brochure**

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Figure 4 – MERLIN Deliverable template

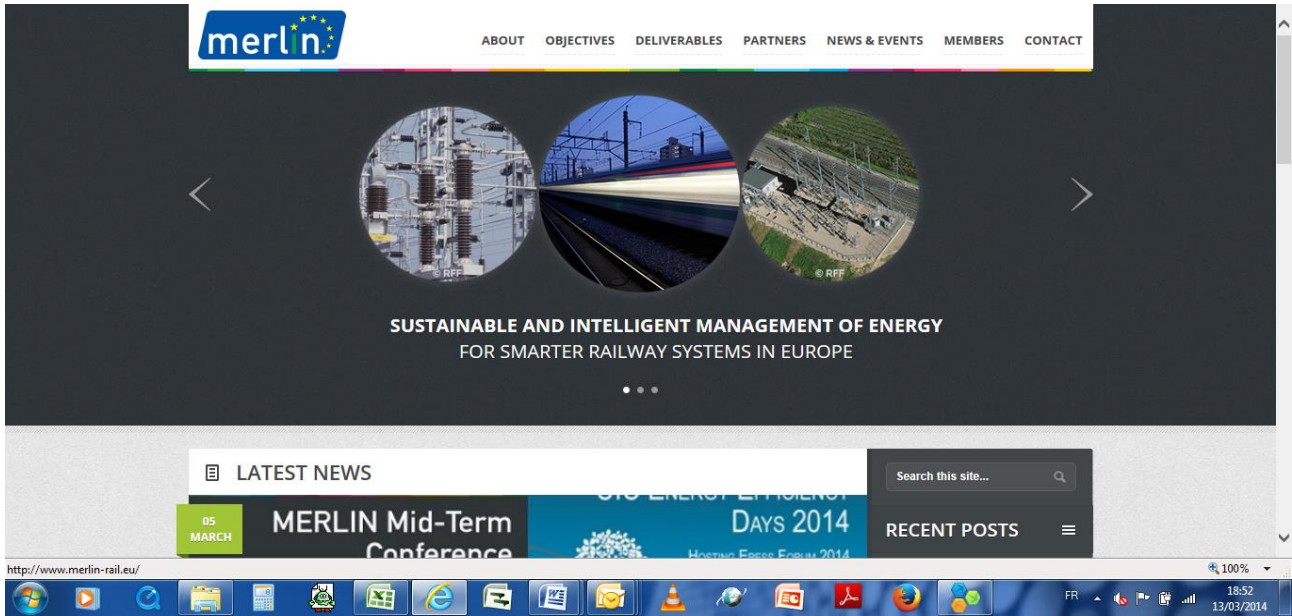


Figure 5 – MERLIN Website (<http://www.merlin-rail.eu>)