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4.2 Using the Trapezium

4.3 Minimum size and space

4.4 Positioning the Trapezium

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4.8 Primary colour palette

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4.10 Secondary colour palette

4.11 Secondary colour usage

4.12 Typographic style

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4.15 Sub-headings and intros

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Primary Colour Palette

Our primary palette consists of four colours plus White.

We are primarily a red brand, however the other colours in the palette should be used for variety and balance and to help soften our overall appearance.

Bright Red is our main colour, the lead colour for our headlines and the colour of the Trapezium. Bright Red can also used as a background colour, but not in conjunction with the Trapezium. Dark Red is used as the secondary colour on headlines for emphasis and can also be used as a background colour. Do not use tints of either Red.

Steel Blue is primarily used as a background colour and adds distinctiveness to our brand. There are three permitted tints of Steel Blue. Warm Grey is normally used for text, but the specified tints can also be used for backgrounds. There are five permitted tints of Warm Grey.

Our colours have been designed to work together, but a balanced approach to their application is key. Always ensure their is sufficient contrast between design elements and that content is legible.

BRIGHT RED

PMS 485

C 0 R 213 M 90 G 43 Y 100 B 30

D52B1E

STEEL BLUE 20%

C 6 R 243 M 0 G 247 Y 4 B 246 K 1

F3F7F6

STEEL BLUE 45%

C 14 R 228 M 1 G 238 Y 10 B 233 K 1 # E4EEE9

STEEL BLUE 70%

C 22 R 212 M 1 G 228 Y 15 B 221 K 2

STEEL BLUE

PMS 559

DARK RED

100

62

6D0D20

R 109

G 13

B 32

PMS 188

C 17

М

K 60

C 32 R 188 M 2 G 212 Y 22 B 195 K 3

WARM GREY 7%

C 2 R 241 M 3 G 239 Y 3 B 238 K 5 # F1EFEE

WARM GREY 20%

C 6 R 215 M 8 G 211 Y 8 B 209 K 14 # D7D3D1

WARM GREY 40%

C 12 R 179 M 16 G 172 Y 16 B 169 K 27 # B3ACA9

WARM GREY 60%

C 17 R 146 M 23 G 138 Y 24 B 132 K 41

928A84

WARM GREY 80%

C 23 R 115 M 31 G 106 Y 32 B 100 K 54

736A64

WARM GREY

PMS Warm Grey 11 C 29 R 89 M 39 G 75 Y 40 B 68 K 68

594B44

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Primary colour usage - Headlines

Illustrated here are the colour combinations that should be used when setting headlines. Wherever possible, headlines should combine Bright Red and Dark Red.













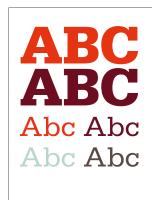


- 4.1 The Trapezium
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Primary colour usage – Colour combinations

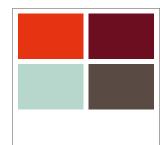
This page illustrates the content and background colour combinations we would encourage when applying the primary palette. Guidance is provided for typography and other visual assets. Sufficient contrast and legibility of content are paramount.

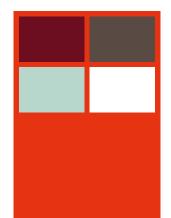
White and Red backgrounds

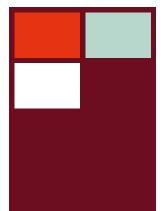












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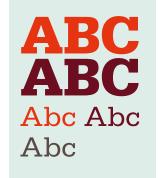
Primary colour usage – Colour combinations

This page illustrates the content and background colour combinations we would encourage when applying the primary palette. Guidance is provided for typography and other visual assets. Tints of Steel Blue and Warm Grey may be combined provided there is sufficient contrast. Legibility of content is always paramount.

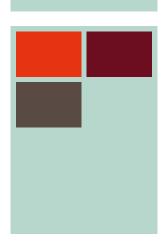
Steel Blue backgrounds

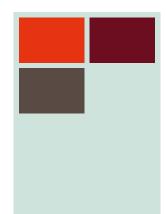


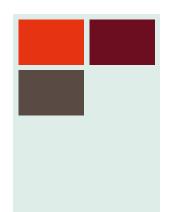


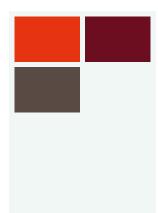












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Primary colour usage – Colour combinations

This page illustrates the content and background colour combinations we would encourage when applying the primary palette. Guidance is provided for typography and other visual assets. Tints of Warm Grey and Steel Blue may be combined provided there is sufficient contrast. Legibility of content is always paramount.

Warm Grey backgrounds

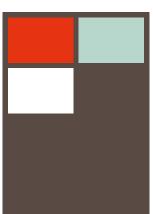


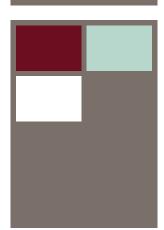


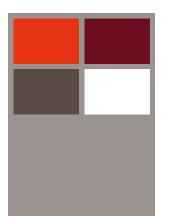


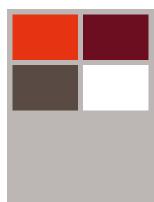


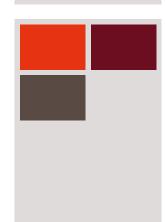












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Primary colour usage

What not to do



Do not use the Trapezium on a Bright Red background.



Do not tint either Red.



Do not use any other colours in the headlines



Do not reverse the headline colour combination.

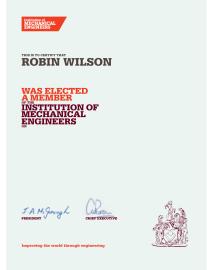


Do not use any of the Steel Blue tints for type.

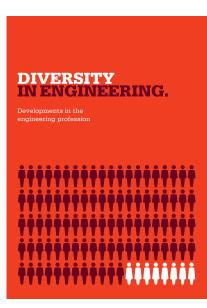
- 4.1 The Trapezium
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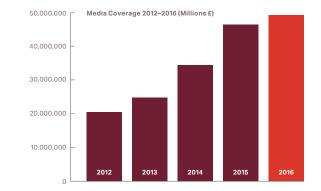
Primary colour usage - Examples

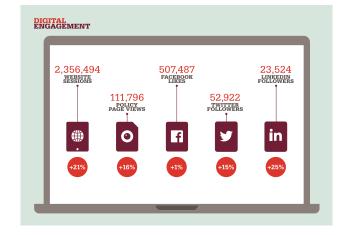












The Trapezium 4.1 4.2 Using the Trapezium 4.3 Minimum size and space Positioning the Trapezium 4.4 4.5 Sizing the Trapezium What not to do 4.6 4.7 Using the strapline 4.8 Primary colour palette 4.9 Primary colour usage 4.10 Secondary colour palette 4.11 Secondary colour usage 4.12 Typographic style 4.13 Headlines 4.14 Trapezium and headlines 4.15 Sub-headings and intros Pull-out quotes 4.16 4.17 Body copy 4.18 Bullet points and lists 4.19 Typography examples 4.20 Imagery introduction Engineering imagery 4.21 Cut-outs 4.22 4.23 Portraiture 4.24 What not to do

Illustration

Cover design principles

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Commercial businesses

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Secondary Colour Palette

Our secondary palette consists of 12 colours which play a supporting role in enhancing and brightening our communications. They are designed to complement our primary colours and should be applied in conjunction with the primary palette and not in isolation.

Each colour is designed to work in combination with its lighter and darker tones which are detailed on the following pages.

The Light colours are generally used as background colours and not for type. Conversely, the Dark/Darker colours can be used for type where there is sufficient contrast, but should not be used for backgrounds.

Some fundamental rules apply when combining the two palettes. Steel Blue should never be used in conjunction with the secondary palette and Dark Red and Darker Yellow should not be combined in the same layout. Don't combine type and backgrounds from different secondary colour combinations.

A balanced approach to the application of the Secondary Palette is paramount. Please limit the amount of different colours combined within layouts.

PMS 2707 C 13 M 4 Y 0 K 0 R 227 G 237 B 250 # E3EDFA	PMS 580 C 9 M 0 Y 30 K 0 R 239 G 242 B 198 # EFF2C6	PMS 7499 C 0 M 6 Y 30 K 0 R 255 G 239 B 195 # FFEFC3
BLUE PMS 278 C	GREEN PMS 381 C 30 M 0 Y 100 K 0 R 200 G 211 B 0 # C8D300	YELLOW PMS 116 C 0 M 14 Y 100 K 0 R 255 G 214 B 0 # FFD600
DARK BLUE PMS 279 C 68 M 34 Y 0 K 0 R 86 G 146 B 206 # 5692CE	DARK GREEN PMS 384 C 18 M 0 Y 100 K 31 R 172 G 170 B 0 # ACAA00	DARK YELLOW PMS 117 C 0 M 20 Y 100 K 20 R 216 G 175 B 0 # D8AF00
DARKER BLUE PMS 2767 C 100 M 80 Y 0	DARKER GREEN PMS 553 C 70 M 0 Y 100	DARKER YELLOW PMS 7624 C 25 M 85 Y 100

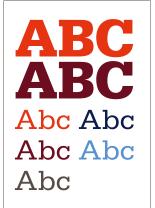
	C	100	C	70	С	25	
	M	80	M	0	M	85	
	Υ	0	Y	100	Y	100	
	K	65	K	78	K	40	
110	R	12	R	20	R	134	
	G	28	G	66	G	48	
I.IU	В	73	В	12	В	15	
	#	0C1C49	#	14420C	#	86300F	

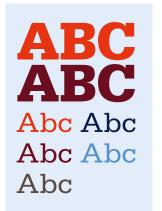
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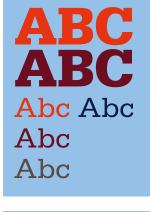
Secondary colour usage - Colour combinations

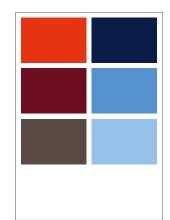
This page illustrates the recommended colour combinations when combining the Primary and Secondary palettes. Never use Steel Blue in conjunction with any of these colours. Don't use the Light colours for text or the Dark/Darker colours as backgrounds.

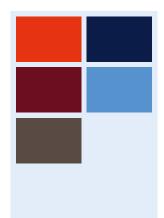
Blue

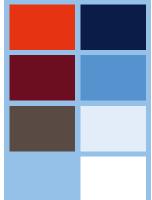












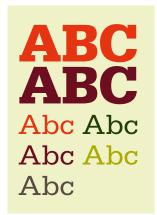
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Secondary colour usage - Colour combinations

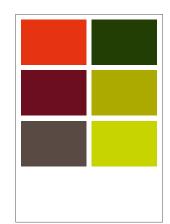
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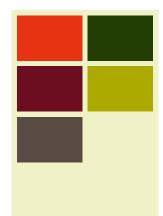
Green

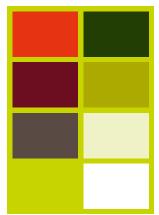










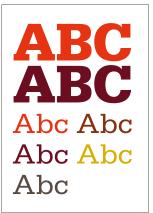


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Secondary colour usage - Colour combinations

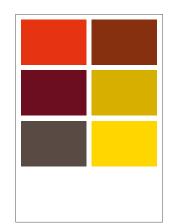
This page illustrates the recommended colour combinations when combining the Primary and Secondary palettes. Never use Steel Blue in conjunction with any of these colours. Don't use the Light colours for text or the Dark/Darker colours as backgrounds.

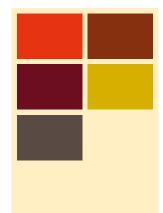
Yellow

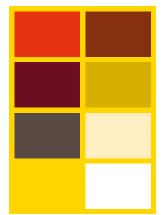












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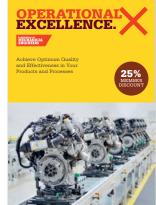
4.35 One Birdcage Walk

Secondary colour usage

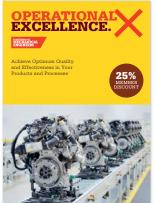
What not to do



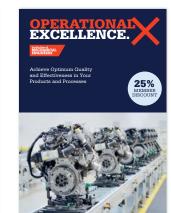
Never use Steel Blue with the secondary colours.



Do not combine Dark Red and Darker Yellow.



Do not use the Light colours for type.



Do not use the Dark/Darker colours for backgrounds.



Do not combine type and backgrounds using different secondary colour combinations



Do not tint any of the secondary colours.

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Cover design principles

Identifying sub-brands

Commercial businesses

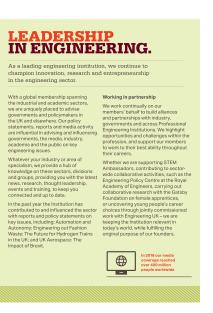
Identifying divisions/groups

Using the strapline

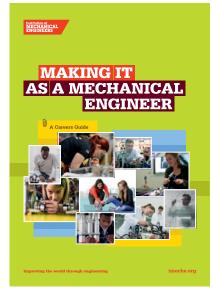
One Birdcage Walk

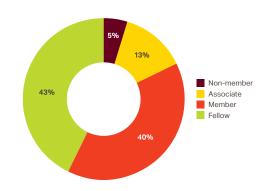
Secondary colour usage – examples

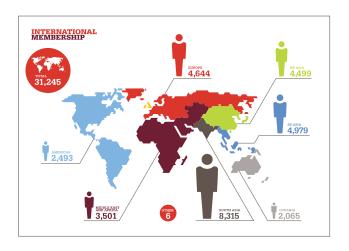












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131	Heing the stranline

Identifying divisions/groups

Identifying sub-brands

One Birdcage Walk

Commercial businesses

Typographic style

Our typographic style is bold and confident. We combine the slab serif font Serifa with the sans serif font Aktiv in all our printed communications. Serifa is available in four weights. Serifa Black is primarily used for headlines and Serifa Light, Roman or Bold for sub-headings and pulled quotes. Serifa should not be used for body copy.

SERIFA

ABab ABab ABab ABab

ABCDEFGHIJKLMNOPORSTUVWXY abcdefghijklmnopqrstuvwxy 1234567890 Serifa Light

ABCDEFGHIJKLMNOPQRSTUVWXY abcdefghijklmnopqrstuvwxy 1234567890 Serifa Roman

ABCDEFGHIJKLMNOPORSTUVWXY abcdefghijklmnopqrstuvwxy 1234567890 Serifa Bold

ABCDEFGHIJKLMNOPORSTUVWXY abcdefghijklmnopqrstuvwxy 1234567890 Black

Aktiv is our body copy font and is available in two weights, Aktiv Regular and Aktiv Bold. Aktiv Regular should be used for all body copy with Aktiv Bold for emphasis. Aktiv should not be used for headlines or pulled quotes. For volunteer produced communications and all digital applications, such as Microsoft Office, where Serifa and Aktiv are not appropriate, Verdana should be used.

AKTIV

ABab **ABab**

ABCDEFGHIJKLMNOPQRSTUVWXY abcdefghijklmnopqrstuvwxy 1234567890 Aktiv Regular

ABCDEFGHIJKLMNOPQRSTUVWXY abcdefghijklmnopqrstuvwxy 1234567890 Aktiv Bold

VERDANA

ABab **ABab**

ABCDEFGHIJKLMNOPQRSTUVWXY abcdefghijklmnopqrstuvwxy 1234567890 Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXY abcdefghijklmnopqrstuvwxy 1234567890 Verdana Bold

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Headlines

The main things to remember are to keep headlines concise, follow the specified leading ratio and avoid punctuation.

ALL HEADLINES

SERIFA BLACK SET IN ALL CAPITALS MAKES HEADLINES STANDOUT.

Headline leading is always set at a fixed ratio of 1:0.75. For example 100pt type with 75pt leading.

Headlines are split using colour to highlight the meaning. The colour split should primarily use Bright Red followed by Dark Red. Please see the Primary and Secondary Colour Usage section for more information on approved headline colour combinations.

Use of punctuation which falls below the baseline – commas or brackets for example – should be avoided. Punctuation which sits on the baseline, such as colons, can be used.

All headlines should close with a full stop or a question mark.

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Education headlines

Education materials for students aged 16 and under, have their own distinct headline style, where each headline word is contained within a holding device. The headlines use the same Bright Red/Dark Red colour split to highlight their meaning, but this is applied to the holding devices.



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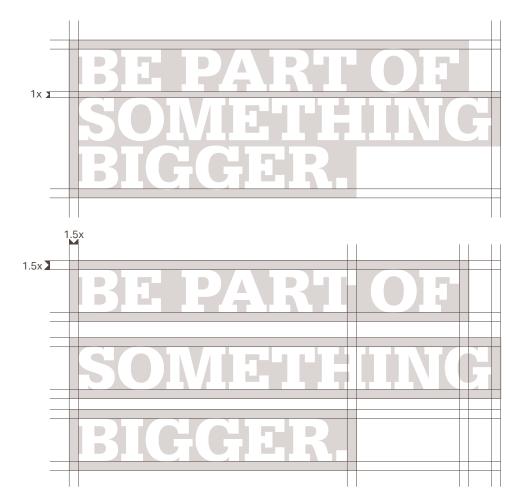
Identifying sub-brands 4.33

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Education headline construction

Education headlines should be set using the fixed headline leading ratio of 1:0.75. For example 100pt type with 75pt leading. The vertical measurement between the baseline and the cap-height is then multiplied by a ratio of 1.5. This measurement is applied to all four sides of the lines of type to create the holding device.



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Education headline construction

Each word and its corresponding holding device is then spaced horizontally and vertically using a ratio of 1:0.2. For example, a holding device which measures an additional 10mm on each side would use vertical and horizontal spacing of 2mm. Once the headlines are constructed and spaced correctly, the horizontal alignment can be adjusted to create dynamic typographic layouts.



BE PART OF SOMETHING BIGGER.

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Headlines

What not to do

IMPROVING THE WORLD THROUGH ENGINEERING: INSPIRING OUR FUTURE ENGINEERS.

Keep headlines short and to the point.

DESIGN, INNOVATE, IMPROVE THE WORLD.

Avoid using punctuation that falls below the baseline.

IMPROVING THE WORLD THROUGH ENGINEERING.

Always use the specified leading ratio.

IMPROVING THE WORLD THROUGH ENGINEERING.

Only use approved colour combinations.

IMPROVING THE WORLD THROUGH ENGINEERING.

IMPROVING THE WORLD THROUGH ENGINEERING.

Improving The World Through Engineering.

Only set headlines in Serifa Black in caps.

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Connecting the Trapezium to headlines and sub-titles

There is a fixed ratio to ensure that the Trapezium is always positioned a consistent vertical distance from a headline. When the headline works as a cover title which also features a sub-title, there is an additional ratio for connecting the elements.

IMPROVING THE WORLD THROUGH ENGINEERING.

Institution of MECHANICAL ENGINEERS

IMPROVING THE WORLD THROUGH ENGINEERING.



An Introduction to the Institution

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Sub-headings and intro paragraphs

There are also suggested style guidelines for other type elements used in the brand. Please refer to the colour section for guidance on applying the Primary and Secondary colour palettes to type.

FOR SUB-HEADINGS

Serifa Light set in upper and lowercase or CAPS.

Serifa Roman set in upper and lowercase or CAPS.

Serifa Bold set in upper and lowercase or CAPS.

Serifa Black set in upper and lowercase or CAPS.

FOR INTRO PARAGRAPHS

Serifa Light set in upper and lowercase.

Serifa Roman set in upper and lowercase.

Serifa Bold set in upper and lowercase.

Serifa Black set in upper and lowercase.

Serifa set in title or sentence case should use a fixed leading ratio of 1:1.25. For example 20pt type with 25pt leading.

There is more flexibility when setting Sub-headings which use Serifa in caps, although a minimum leading ratio of 1:0.75pt should be used. For example 20pt type with 15pt leading.

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Pull-out quotes

Pull-out quotes should be set in Serifa in sentence case. When setting quotes we keep their style consistent, heading them with quotation marks in Serifa Black in one of two sizes as shown below. The quotation marks are separated from the text by the cap height of the quote type.

1x 1111

As a global community of mechanical engineers represented in over 140 countries, the Institution is the largest network of mechanical engineering knowledge, skill and opportunity in the world.

2x

As a global community of mechanical engineers represented in over 140 countries, the Institution is the largest network of mechanical engineering knowledge, skill and opportunity in the world.

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Pull-out quotes

What not to do

6677

Apart from just transport, we have seen a slowing of overall CO_2 emissions reduction recently, with the UK reducing by just 2% in 2018 and indeed global emissions increasing by 0.6% in 2019. A recent report from the Office for National Statistics, shows the UK to be the largest importer per capita of GHG emissions in the G7 from outsourced activities, such as manufacturing and food production. This means that there is an imperative to act now and apply technologies that will reduce our impact on the environment and human health.

Keep quotes concise.

6677

AS A GLOBAL COMMUNITY
OF MECHANICAL ENGINEERS
REPRESENTED IN OVER 140
COUNTRIES, THE INSTITUTION
IS THE LARGEST NETWORK OF
MECHANICAL ENGINEERING
KNOWLEDGE, SKILL AND
OPPORTUNITY IN THE WORLD.

Don't set quotes in caps.



Apart from just transport, we have seen a slowing of overall CO₂ emissions reduction recently, with the UK reducing by just 2% in 2018 and indeed global emissions increasing by 0.6% in 2019.



Don't adjust the quote style.

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Body copy

Our body copy typeface is Aktiv Regular, and is available in two weights, Aktiv Regular and Aktiv Bold. Body copy should be set in Aktiv Regular at 10/12.5pt. Small body copy, used in legends or figures for example, may be set at the smaller size of 8/10pt, but legibility is always paramount. Aktiv Bold can be used for emphasis and may also be used for sub-headings set at 10/12.5pt.

Body copy should primarily be set in Warm Grey. Please refer to the colour section for guidance on applying the Primary and Secondary colour palettes to type.

Body copy size 10/12.5pt Aktiv Regular

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Small body copy size 8/10pt Aktiv Regular

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Body copy

What not to do

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eleifend nisi a dapibus laoreet. Morbiat velit rhoncus, fermentum dolor vitae, posuere nisl. Etiam vitae neque sit amet est molestie tempus at id ipsum. Proin tincidunt vestibulum elit, nec tincidunt metus lacinia sed. Pellentesque vitae nulla pellentesque, imperdiet erat sit amet, porta enim. Maecenas at sapien dui. In et commodo tortor, eu porta odio. Etiam rhoncus enim at mattis semper. Vivamus pharetra a diam a scelerisque.

Don't use Serifa for body copy.

Apart from just transport, we have seen a slowing of overall CO_2 emissions reduction recently, with the UK reducing by just 2% in 2018 and indeed global emissions increasing by 0.6% in 2019.

This means that there is an imperative to act now and apply technologies that will reduce our impact on the environment and human health.

Don't use Aktiv above 10pt or below 8pt.

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Bullet points and numbered lists

Use two levels of bullet point – classic bullet points (•) for the first and En dashes (–) for the second. The indent distance is equal between first and second levels. When setting numbers, make sure that two digits can be used without amending the tab distance, numbers should be set in Aktiv Bold.

The Combustion Engines and Fuels Group (CEFG) Committee represent some 12,000 IMechE member with interest in Internal Combustion, IC, Engine Systems and associated technologies

These can range from high speed race engines, to passenger car and commercial vehicle engines and to medium and slow speed diesel engines used in rail traction, power generation and marine industries

- The primary interest is in engine-system design to improve performance, emissions and durability to achieve the efficiency aspirations and environmental regulations
- Thus, related technologies such as new materials for combustion engines, alternative fuels, injection systems, combustion chamber optimization, pressure charging systems, air management, engine management systems, electrification and hybrid systems, to name but a few

Our house style is to avoid punctuation at the end of bullets, so full stops should be removed, even at the end of the last bullet point. Question marks may be used in the example of a question being asked, and other punctuation may be used within the sentence to help with the legibility. If the bullet is made up of two sentences, a full stop may be used to break the first sentence, however the second sentence has its full stop removed.

- The Combustion Engines and Fuels Group (CEFG) Committee represent some 12,000 IMechE member with interest in Internal Combustion, IC, Engine Systems and associated technologies
- **12.** These can range from high speed race engines, to passenger car and commercial vehicle engines and to medium and slow speed diesel engines used in rail traction, power generation and marine industries

4.1 The Trapezium

4.2 Using the Trapezium

4.3 Minimum size and space

4.4 Positioning the Trapezium

4.5 Sizing the Trapezium

4.6 What not to do

4.7 Primary colour palette

4.8 Primary colour usage

4.9 Secondary colour palette

4.10 Secondary colour usage

4.11 Typographic style

4.12 Headlines

4.13 Trapezium and headlines

4.14 Sub-headings, intros

4.15 Pull-out quotes

4.16 Body copy

4.17 Bullet points and lists

4.18 Typography examples

4.19 Imagery introduction

4.20 Hero engineering and news

4.21 Commercial imagery

4.22 Cut-outs

4.23 Graphic treatments

4.24 Difficult shots

4.25 Photographing people

4.26 Average images

4.27 Avoiding the clichés

4.28 Illustration

4.29 Photographs and illustration

4.30 Cover design principles

4.31 Using the strapline

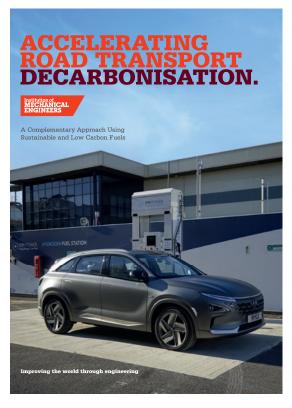
4.32 Identifying divisions/groups

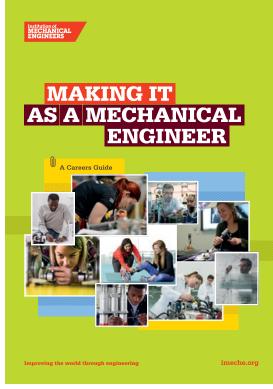
4.33 Identifying sub-brands

4.34 Commercial businesses

4.35 One Birdcage Walk

Typography - examples







The Trapezium 4.1 4.2 Using the Trapezium 4.3 Minimum size and space Positioning the Trapezium 4.4 4.5 Sizing the Trapezium 4.6 What not to do 4.7 Primary colour palette 4.8 Primary colour usage 4.9 Secondary colour palette 4.10 Secondary colour usage 4.11 Typographic style 4.12 Headlines 4.13 Trapezium and headlines 4.14 Sub-headings, intros 4.15 Pull-out quotes 4.16 Body copy 4.17 Bullet points and lists Typography examples 4.18 4.19 Imagery introduction 4.20 Hero engineering and news 4.21 Commercial imagery 4.22 Cut-outs 4.23 Graphic treatments 4.24 Difficult shots 4.25 Photographing people 4.26 Average images Avoiding the clichés 4.27 4.28 Illustration

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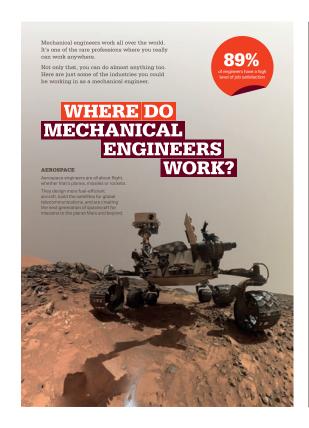
Identifying sub-brands

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Typography - examples



NEW PRINCE2 FOUNDATION

3 DAY COURSE

Gain knowledge of the PRINCE2 methodology

Our accredited PRINCE2 Foundation classroon ourse introduces you to PRINCE2, and helps prepare you for the Foundation examination, which assesses whether you can demonstrate sufficient recall and understanding of the PRINCE2 project management method. This course conforms to the PRINCE2

WHO SHOULD ATTEND?

All those that are Project Managers and aspiring Project Managers, key staff involved in the design, development and delivery of projects, including: Project board members, team managers, project assurance, project support and operational line managers/staff.

KEY OUTCOMES

- · Understand key concepts relating to
- Understand how the PRINCE2 principles underpin the PRINCE2 method
- . Understand the PRINCE2 themes and how they are applied throughout the project

LEADING PROJECTS

2 DAY COURSE

Engage your stakeholders and add value to your organisation

This course addresses the challenges of stakeholder management and engagement and provides a series of practical techniques to ensure your project proceeds faster and more

WHO SHOULD ATTEND?

Project Managers, Team Managers, or personnel in a project assurance or project support role. Delegate should have at least 12 months experience of project management at team or project manager level.

- Understand the difference and importance between stakeholder management and engagement
- . Be able to identify stakeholders (and
- Use a range of techniques to prioritise stakeholders and deal with them and their needs
- · Utilise a range of tools to effectivel gauge success in meeting stakeholder expectations
- · Communicate effectively with stakeholders using the matrix key messages model
- · Understand how to apply techniques to your own organisation through case studies and exercises

This is a good example of an innovative and efficient system that could be rolled out in developments across the country

CASE STUDIES: WHOLE SYSTEM MULTI-TECHNOLOGY

1. Sustainable Community Energy Networks (SCENe)[30]

SCENe is an innovative energy project based at the new housing development, Trent Basin, in Nottingham. The project developers are aiming to demonstrate new community scale energy systems that they hope will be deployed subsidy-free in the future. Integrated within this new community are:

- · Solar PV in every viable position (panels are moved from the ground to new roofs as each additional building is erected)
- A 2.1 MWh community energy battery
- · A cloud-based demand management

Included within the project consortia are researchers at the University of Nottingham, who have access to data relating to energy use, cost and carbon intensity. Indoor humidity and temperature are also logged, and the site has a weather station to measure solar irradiance. Household information is anonymised to protect people's privacy, and then researchers will be able to search for trends over time in order to optimise for cost, energy and carbon emissions. As well as being able to find out more about the project in the community energy hub, residents have in-house displays giving them real-time information about the energy usage of their home.

Salford Quays was chosen as the location when the BBC decided to move jobs from London to Manchester in 2004. Media City UK is now also home to Salford University, ITV, and more than 200 small and medium enterprises (SMEs). At the heart of the regeneration was a 'tri-generation' scheme that serves the site with combined cooling, heat and now (CCHP). Although there is no direct community involvement, this is a good example of an innovative and efficient system that could be rolled out in developments across the country.

2. Project LEO[31]

Whereas SCENe is attempting to create an integrated energy system across one housing estate, Oxfordshire is looking into

how it can do more across the whole of the

county. Project LEO is a £40 million county county, Project LEO is a £40 million county-wide trial to study, 'How the growth in local renewables, electric vehicles, battery storage and demand-side response can be supported by a local. Hexible and responsive electricity grid and help reduce costs for consumers,'¹⁹²¹

It is one of four projects funded through the

comprises the city's two universities, both the

city and county councils, three technology

companies, EDF, while being overseen by th

demonstrate the technical feasibility of using aggregated electric vehicle batteries to provide flexibility and balancing services

region's distribution network operator (SSEN)

Government's Prospering from the Energy Revolution Challenge.[33]

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