



Recycling carbon dioxide in the cement industry to produce added-value additives: a step towards a CO₂ circular economy

Deliverable 8.2

Communication Material

WP 8 – Dissemination, communication, training & education

Version 1.0

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Revision History

Author Name, Partner short name	Description	Date
Laura Taverna, IIT	Graphics and communication material elaboration	20/10/2017
Giulia Campodonico, IIT	Draft deliverable (v0.1)	26/10/2017
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1 Introduction

This document reports on the full set of communication material produced within the RECODE project for promoting the project to a wider audience and for supporting the implementation of the Dissemination Plan (D8.3).

The initial communication package developed at this early stage of the project (M3) is based on basic project information (objectives, expected impact and consortium). A second set and update version will be produced at later stage, alongside the project evolvement and in line with key milestones and achievements.

All communication materials will be made available on the dedicated project website (D8.1) for consultation or download.

1.1 Use of this document: licence and disclaimer

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2 Project visual identity

Design rules have been set up in order to ensure a uniform and easily recognizable appearance of all RECODE outputs. These specifications will be applied by all partners in all outputs: presentations, printed and online documents, deliverables and publications related to the project.

2.1 Project logo

The project logo has already been established in proposal phase and is already being used since project start for all dissemination and communication activities.

Different variations of the logo have been prepared to be used according to the necessity:



Figure 1 – RECODE logo and variations

Tailored header and footer have also been designed to be used in key project documents and presentations:



Figure 2 – RECODE header and footer

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The symbol included in the project logo can also be used as recurring element of project products:






Figure 3 – RECODE world symbol

All project logo, images and variations are available to partners for download in the project platform¹.

2.2 Colour Guide

The main colours to be used are derived from the RECODE logo:

	Light green:	RGB 57, 181, 74	CMYK 69, 0, 59, 29	Hex #39B54A
	Dark green:	RGB 0, 104, 56	CMYK 100, 0, 46, 59	Hex #006838
	Lime green:	RGB 191, 215, 48	CMYK 11, 0, 78, 16	Hex #bfd730

2.3 Additional visual elements

2.3.1 EU emblem and acknowledgment

In line with provisions established in the project Grant Agreement, all public project material must include the EU emblem, a formal acknowledgment to EU funding as well as the disclaimer of EC responsibility:



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Figure 4 – EU emblem, acknowledgement, and disclaimer

¹ <https://istitutoitalianotecnologia.sharepoint.com/sites/ext/recode/>

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2.3.2 Partners logos

Partners' logos are currently used in the main and basic communication material (website, leaflet, and roll-up banner) and may be used in additional material as well as in single presentations. High-resolution versions of the logo are available to partners in the project repository and will be used for project-related activities only.



Figure 5 – RECODE partners' logos

2.3.3 SPIRE label

To acknowledge that the RECODE project is in line with the SPIRE Public Private Partnership objectives, the SPIRE Project's label should be included in all key project material. When possible, a hyperlink to the SPIRE website (<https://www.spire2030.eu/intro>) should be added to the label.



Figure 6 – SPIRE label (right and left versions)

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2.4 Templates

Templates for all key project documentation have been prepared based on the project design elements and colours to ensure consistent visual identity throughout the project duration.

The project templates available for partners to download on the project platform are:

- Presentation
- Deliverables
- Events agenda
- Events minutes
- Events participants list
- Internal WP report
- Internal Dissemination and Exploitation Report



Figure 7 – RECODE key documents templates

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3 Communication package

The project communication material is designed in line with the project visual identity.

The initial communication package is based on basic project information and is formed of Flyer, Business cards, Roll-up poster, Project presentations, and Folder.

3.1 Flyer

An initial project flyer has been produced to inform on the project main objectives and to provide details of the project consortium and contact information.

The project flyer is available for download on the project website while partners can access on the project platform the high-resolution version ready to print which includes crop markers.

The flyer has been produced in English since it will be primarily handed out at European and international events. Additional versions in the six consortium languages will be produced along the project implementation upon ad hoc needs.



Figure 8 – Project flyer

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The general flyer will be regularly updated along the project implementation.

Additional versions with more technical jargon and messages will be produced at later stage to target the different stakeholders identified in the project Dissemination Plan (D8.3).

3.2 Business cards

Project business cards have been produced for the RECODE team as an easy tool to distribute basic information when interacting with potential stakeholders: project website address and contact email address (info@recodeh2020.eu).

Business cards can also be inserted in the communication kits provided at conferences, events, and trainings.



Figure 9 – Project business card

3.3 Roll-up poster



A roll-up poster has been designed as an important tool for general project visibility during events, conferences, open days, and workshops.

The roll-up includes key project information: title, consortium, funding, and link to website.

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3.4 Project presentation

A PowerPoint standard presentation has been created for RECODE partners to use when presenting the project at external meetings, conferences, or events. The presentation is a baseline guide providing key project information and each partner is responsible to tailor it to the specific event.

A one-slide RECODE presentation has also been produced for partners to acknowledge their participation in the RECODE project condensing all key information.



Figure 10 – RECODE standard presentation

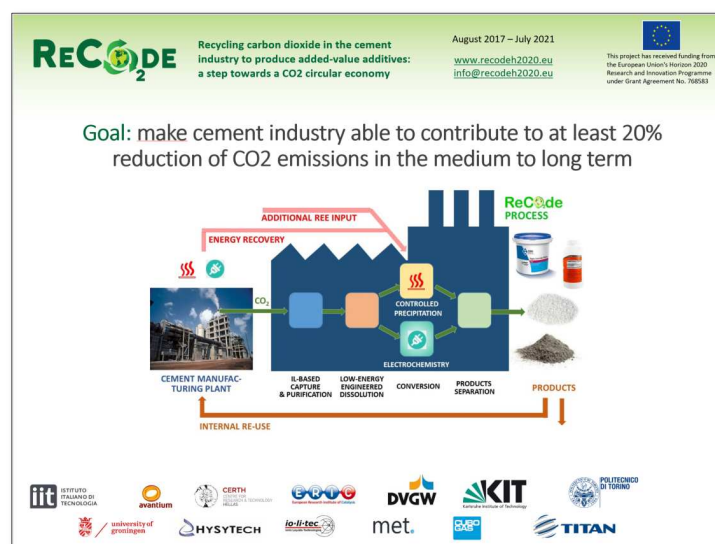


Figure 11 – RECODE one slide presentation

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Both presentations are available for consultation in through SlideShare on the project website while an editable PowerPoint version is available for download to partners in project platform.

Additional standard presentations will be produced at later stage with technical content, details, and messages to target specific stakeholders.

3.5 Folder

A project folder has been preliminary designed and will be printed over the first year of the project to complete and contain the project communication kit to be distributed at major events organized by the project partners or at project stands .



Figure 12 – RECODE folder (tentative)

3.6 Future communication package updates

A second set and update version of the communication package will be produced at later stage, alongside the project evolvement and in line with key milestones and achievements and project events.

As further detailed in the Dissemination Plan (D8.3), several communication materials are taken into consideration such as:

- Press releases
- Posters
- Project factsheet
- Video

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- Images and infographics
- Technical project presentations

3.7 Training and marketing materials

In occasion of the project Trainings and Workshops to be held from M18 onwards (D8.5, D8.6, D8.8), additional support and marketing materials will be produced. Possible items currently under evaluation include branded USB keys, pens, sticky notes, lanyards, and note pads (printed on recycled paper).



Figure 13 – RECODE branded materials (illustrative)