



H2020 INCLUSION

D7.2 Project dissemination and communication package

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Abstract	The deliverable D7.2 Project dissemination and communication package has the purpose to set the baseline to effectively communicate and disseminate the project's activities to the target audience identified in D7.1 Communication and dissemination strategy. The communication package comprises a project identity graphics (logo), a website, roll-up, an information leaflet and a project presentation (in Power Point and pdf format).		
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0.1	22.01.2018	Polis, Softeco	First version
0.2	01.02.2018	Polis, Softeco	Improvements, Quality check
1.0	27.02.2018	Softeco	Document ready for submission after website launch

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1 Executive summary

The deliverable D7.2 Project dissemination and communication package has the purpose to set the baseline to effectively communicate and disseminate the project's activities to the target audience identified in D7.1 Communication and dissemination strategy. The communication package comprises a project identity graphics (logo), a website, roll-up, an information leaflet and a project presentation (in Power Point and pdf format). This document will briefly present these tools.

2 Project's identity and graphic charter

A project identity and graphic charter was developed to establish a common and recognisable INCLUSION brand, which will be used for all INCLUSION communications, both at European and local levels. The project identity relates to the appearance and visibility of a project for the external stakeholders. This includes a logo selected by Polis together with SOFTECO and templates for project deliverables and PowerPoint presentations.



The INCLUSION logo is at the heart of the project identity and was developed by a professional communications agency. Different versions of the logo were created to correspond to the different uses which could be made of it.



The INCLUSION logo with the full name of the project

The graphic charter is a comprehensive document that indicates how to use elements that convey the project's visual identity and will be used for reports, designing the website, Microsoft Word documents and PowerPoint presentations templates, and any other communication tools and products. The project identity templates and graphic charter has been made available to all INCLUSION partners. All INCLUSION partners will also be asked to clearly refer to the European funding source when presenting the project.

In addition to the logo and the icons, INCLUSION will be represented by a dedicated design element, namely 'circular patterns' to symbolise the aspect of inclusiveness.

The primary corporate colours are presented in the colour palette below.

C: 88 M: 45 Y: 65 K: 37
R: 18 G: 84 B: 76
HEX: 12544C



C: 61 M: 0 Y: 55 K: 0
R: 102 G: 193 B: 146
HEX: 66C192



C: 47 M: 1 Y: 17 K: 0
R: 126 G: 206 B: 213
HEX: 7ECED5



C: 80 M: 10 Y: 45 K: 0
R: 0 G: 166 B: 156
HEX: 00A69C



3 Website content and structure

The INCLUSION Website is the project's main gateway to the outside world. It provides information on INCLUSION objectives, partners, methodology, tools, results, publications, news and success stories. The website is user-friendly and intuitive. Google analytics and the search by keyword box are embedded and it will provide Google translations in the project's partner's languages. The website will include links to dedicated INCLUSION pages on social media, i.e., Twitter, Flickr, Facebook, LinkedIn and YouTube channel.

This website is launched in February 2018 and it will be kept up-to-date with the latest news, events and project developments. SOFTECO and Polis will liaise with other relevant activities and projects to explore how the information from INCLUSION can feed their platforms. The INCLUSION website will be made available for at least one year after the project ends. All project public results will be part of this.

The INCLUSION website domain name is: www.h2020-inclusion.eu.



The homepage of the INCLUSION website.

4 Project roll-up

The project has developed a roll-up poster that can be used for promoting the project at events and it forms a coherent identity with other communication elements of INCLUSION. The roll-up highlights the INCLUSION objectives and promotes the website and the social media channels as a source for more information. It also features all project's partners.



The INCLUSION roll-up

5 Project leaflet

The project leaflet introduces INCLUSION to the main target groups and to a wider audience. The leaflet will be printed and an electronic version will be available for download from the website. The leaflet aims to inform a wide audience about the project's objectives and expected results. It will also provide more details about the INCLUSION activities. The leaflet will be used for distribution at the European, national and local levels by all project partners.



The project's leaflet

6 Project's presentation

The project's presentation is a designed and standard Power Point/pdf project presentation available for all partners. It gives a general overview of the project and it contains its key objectives. All partners are encouraged to use this presentation during internal or external event where the project will be invited.

inclusion

Towards more accessible and inclusive mobility solutions for European prioritised areas

The INCLUSION Consortium



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www.h2020-inclusion.eu



The project's presentation

7 INCLUSION consortium

softeco
sismat
information technology
a TerniEnergia Company



RUPPRECHT CONSULT
Forschung & Beratung GmbH



UNIVERSITY OF ABERDEEN



BUSITALIA
GRUPPO FERROVIE DELLO STATO ITALIANE



HI TRANS
THE HIGHLANDS AND ISLANDS TRANSPORT PARTNERSHIP

BUSUP



EMTA
European Metropolitan Transport Authorities



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For further information please visit www.h2020-inclusion.eu



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