

## 2.2.4. Design of Project Roll-up

**RAM** S.p.a.  
Logistica · Infrastrutture · Trasporti



## Document Control Sheet

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## Introduction

Media Relation and Publications (2.2) ensures a constant promotion and publicity of project objectives, outcomes and results, during whole project duration, in the key Italian, Croatian and European magazines and journals specifically addressing the topic of transport and logistics selected and identified by the PPs and on the local newspapers and at thematic conferences.

Media relation activity is mainly performed by the CM appointed by WP2 leader, in cooperation with the PP's communication responsible, by realizing interviews, photographs, articles and press releases to ensure the consistency of communication activities with the project strategy.

Moreover, each PP is in charge of printing 100 copies of CHARGE leaflets in English and in original PP language; each PP hosting an event has to produce one roll-up. All PPs are responsible for the realization of common tools and gadgets for own use following WP2 leader directives and design.

# 1. CHARGE Roll-up

As leader and coordinator of WP2, the Central Adriatic Ports Authority provided for creating the project roll-up, on the basis of the standards set by the Interreg Italy-Croatia Brand Manual (July 2018) and the Communication KIT (available on the Italy-Croatia website: <http://www.italy-croatia.eu/content/project-implementation-documents-maritime-transport#ia>).

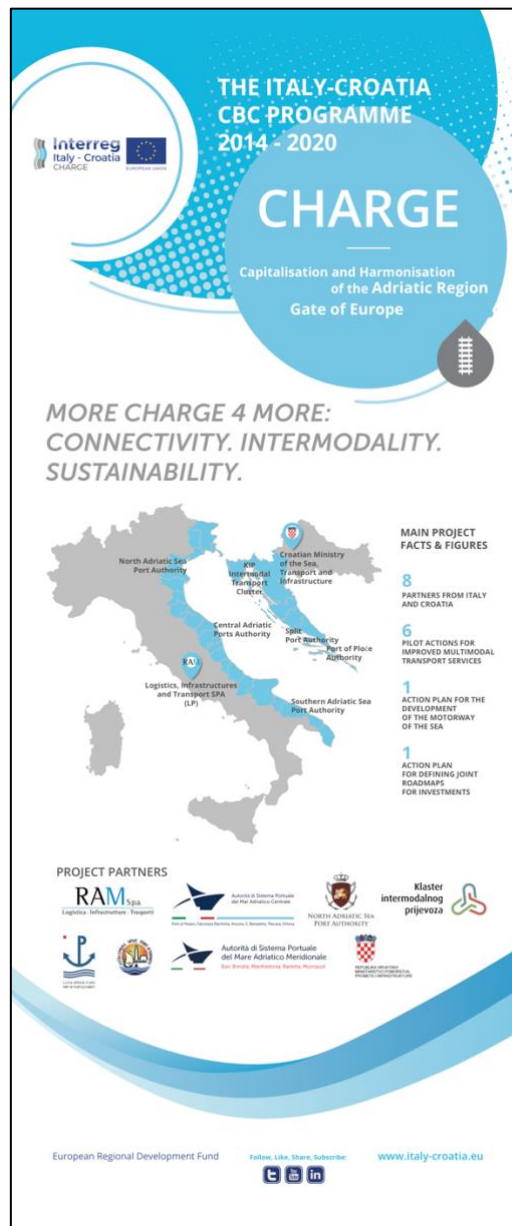
CHARGE roll-up is made up of:

- Programme and project logo;
- Project slogan,
- Maps featuring the involved regions,
- Main project facts and figures
- Partners' logos
- Main info and contacts (website, social networks)

Once received and agreed upon the definitive version, the 4 partner organisations that succeeded in arranging a public event or one partnership meeting (ADSPMAS, ADSPMAC, Split Port Authority, KIP) printed the roll-up and placed in a visible place during their hosted events.

## 2. Pictures

### 2.1. CHARGE Roll-up – digital version



2.2.1. CHARGE Roll-up – printed version



## 2.2.2 Kick-off Meeting (STC)





2.2.3 II STC in Rijeka



D.2.2.4 – Design of Project Roll-up

#### 2.2.4. STC III in Split



### 2.2.5. IV STC in Ancona

