# D.2.3.3. COMMUNICATION TOOLKIT

InnovaMare project

Blue technology - Developing innovative technologies for sustainability of Adriatic Sea

WP2 – Communication activities

# Project References

**Call for proposal 2019 Strategic – InnovaMare**

**Project number:** 10248782

**Work package:** WP2 Communication activities

**Activity title:** A3 Promotional materials and Communication toolkit

**Deliverable title:** D.2.3.3. Communication toolkit

**Expected date:** M4

**Deliverable description:** D.2.3.3. Communication toolkit is related to the project corporate image and complete kit for communication needs (document templates, poster layout, leaflet and invitation template, etc).

**Partner responsible for the deliverable:** ARTI Puglia

**Dissemination level:** CO - Confidential

**Status:** Final

**Version:** V1

**Date:** 31st October 2020

## Contents

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# INTRODUCTION

Communication is a crucial process embedded into every stage of a project's life cycle. From the project start up, through implementation, until and even after closure, communication plays a key role in its success. Considering the diversity of contents communicated to varied target groups through diverse channels, the complex process of communication requires careful planning and implementation.

First of all, in order for a project to be recognizable it is necessary to work on its visual identity. In fact, developing the corporate identity of a project means making sure that the values and spirit of the project are known and evident to all its interlocutors.

The corporate identity coherently defines all the communicative elements of a project. This consistency is expressed through logos, colours, fonts, layout and setting of internal documentation. It builds over time and should remain in the minds of all the people it comes in contact with.

In EU financed projects, the practice of building a visual identity common to all projects financed by the same Programme is now widespread. The Interreg Italy-Croatia Programme is no exception: it adopted this new branding orientation consistent with the new brand mark "Interreg" developed and used by all European transnational cooperation programmes that joined their efforts to create a harmonised visual identity among all of them. This orientation allows, on the one hand, to increase the awareness of the projects and consequently also of the Programme; on the other hand, to avoid the allocation of significant budgets of individual projects for the creation of a specific visual identity.

The present document collects the corporate image and all the templates created by the WP2 Leader – ARTI Puglia and the LP – CCE and made available to all project partners for communication needs. Each item can be downloaded from the project's shared repository, through the system chosen - Monday.com - and accessible to the partnership at any time.

# INNOVAMARE COMMUNICATION TOOLKIT

All the communication items reported in this deliverables have been created bearing clearly in mind the Project Brand Manual provided by the Interreg Italy-Croatia Programme. All elements are compliant with the Programme brand identity rules, in terms of colours, fonts, logo placement, etc.

InnovaMare communication toolkit is composed of: project logo, document templates (word, excel and power point), poster, invitation template, deliverable template, public deliverable template and labels.

All communication toolkit items can be downloaded from the project's shared repository in Monday.com and accessible to the partnership at any time.

All the materials provided in this toolkit have to be used in all public occasions, in particular project events and external events, but also during educations, trainings, workshops, roundtables and any other activities where InnovaMare is presented.

As planned in the Communication Strategy, these are the InnovaMare events:

- **Innovations international summit** – online (October 2020)
- **Breaking the surface** – Biograd na moru, Šibenik HR (October 2020, 2021, 2022)
- **An awareness-raising event in Italy** about robotics (tbd)
- **Roadshows of established innovation ecosystem in maritime robotics and sensors (MAiROS)** – Dubrovnik, HR; Bari, IT; Venezia, IT; Rijeka, HR

## InnovaMare project logo

The logo is the most important element of the visual identity and all project activities and material have to be branded with the given project logo. All project communication measures have to be branded with a logo combining EU elements with both Programme and project elements.

InnovaMare project logo integrates the EU flag and European Union label, the name of funding strand (Interreg), the Programme name (Italy-Croatia), the project acronym below the Programme name and in the colour of the related thematic priority, characterization elements, i.e. wave in colour of the Priority Axis. When possible, the logo also includes the Fund label (European Regional Development Fund) written below the project acronym. The proper use of the logo is described in the Project Brand Manual.

*Source: Interreg Italy-Croatia communication kit – Logo official versions*

# Office templates

The Communication toolkit includes word, excel and power point both for internal and external use.

Word template - Released in 2 formats (horizontal and vertical), the document template includes a cover page, the project logo and the reference to the source of funding. It is also possible to fill in the footer with the partner organisation data. The word templates must be used for all official written communications.

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*Source InnovaMare communication toolkit – Vertical and horizontal word template*

**Excel template** – As for excel files, the template includes the project logo and the funding source. The colours of the table are the same provided by the Project Brand Manual.



*Source: InnovaMare communication toolkit – Excel template*

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**Power point template** - It includes the project logo and the reference to the source of funding. Each partner has to customise the template with the logo and information of its organisation (organisation name, contact person, address, email, phone number and website). It must be used for all project's presentations in public events, internal and external meetings, trainings and educations. When the power point is used outside the project (for example on public occasions, such as events or participation in initiatives not directly organized by InnovaMare) you must use the template including the logos of all the partners. For internal use (for example in technical meetings) you can use the template with the customizable footer with the logo of the single partner.

*Source: InnovaMare communication toolkit – Power point for internal use*

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*Source: InnovaMare communication toolkit – Power point for external use*

**Invitation template** - It should be used for each meeting/event the project partners organize within the project. The template includes InnovaMare logo, the icon of the Priority Axis, the funding source, the event most relevant information (name of organizer, title of the event, when and where, description, registrations), and organizing partner's logo.



*Source: InnovaMare communication toolkit – Invitation template*

# Press release template

A specific template has been designed for the press office activities. The template includes the project logo and website, the funding source and a "default" structure for the contents: introductory heading, title, subtitle, date and place, a fixed text describing the InnovaMare project, the contacts and project partners logos.



*Source: InnovaMare communication toolkit – Press release template*

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# Project poster

A generic layout for the project poster has been provided by the Programme and filled in with specific information about the project. It includes the project logo, the icon of the Priority Axis, the funding source, the project most relevant information (duration, ERDF, total budget), the project description and partners logos. Posters will be produced in two copies per partner, used for project visibility and installed in PP institution.



*Source: InnovaMare communication toolkit – Project poster*

# Generic deliverable template

Although not provided by the Interreg Italy-Croatia Programme, a generic deliverable template has been designed, following the typography indications provided by the Project Brand Manual. The template includes the project logo, the blue ribbon on the cover page, the funding source, the contact information of the partner responsible for that deliverable.



*Source: InnovaMare communication toolkit – Deliverable template: cover page and internal page*

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# Public deliverable template

In the case of deliverables of particular scientific and public importance, a graphic layout was created more suitable for dissemination purposes. The template includes cover and end page. The cover page shows the key graphic elements provided by the Interreg Italy-Croatia Programme, while the end page includes all partners logos and project contacts. Internal pages follow the graphic layout of the generic deliverable template.



*Source: InnovaMare communication toolkit – Public deliverable template*

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## Labels

All equipment that has been purchased as part of a EU funded project must clearly indicate the funding information. For this reason, adhesive labels have been created containing the InnovaMare logo and the funding source.



*Source: InnovaMare communication toolkit – Adhesive label for equipment*

## CONCLUSIONS

This ready-to-use communication items contribute to the coherent external and internal communication of the InnovaMare project. They are helpful for all partners, who can easily use them for all communication purposes.

By scrupulously observing the provisions of the Project Brand Manual provided by the Interreg Italy-Croatia Programme, this kit allows adequate visibility of the project, the Programme and the commitment of European Union in support of territorial cooperation through these projects.

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