

# PROJECT VISUAL IDENTITY

Task 8.3 Setting up efficient dissemination activities

Task 8.3.2 Project visual identity



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# 1. INTRODUCTION

This deliverable gives an overview of the project visual materials, their main purpose and foreseen use as well as visual examples. The materials prepared include:

- *Project Flyer*
- *Project Poster*
- *Project Roll-up*

The materials will ensure visibility and recognition of the project and will be used for key dissemination activities of WP8.

Climate Alliance has been in charge of preparing the materials. The content has been developed in cooperation with the municipality of Padova as Project Lead and the Municipality of Timisoara and the Energy Agency of Plovdiv as the local partners in the pilots.

All materials are available in all the four project languages (English, Italian, Romanian and Bulgarian) and have been uploaded to the project repository (including working files) so they are available to all the project partners.

Each of the materials is presented below in more detail, including a description of the intended use, the contents and a visual display (screenshot).

# 2. PROJECT FLYER

## 2.1. Purpose

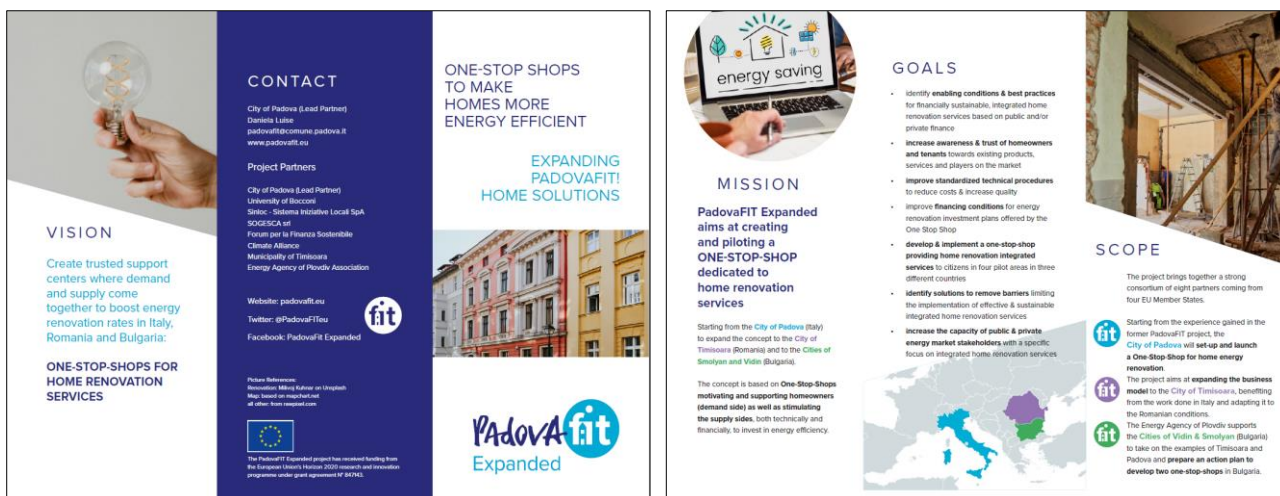
The purpose of the project flyer is to give a short and precise overview of the main elements of the project. It will be used at dedicated events (such as the capacity building events organized in WP8, conferences and workshops) attended by the Consortium partners or partner organisations to inform the interested audience in a concise manner of the project activities.

## 2.2. Content

The flyer covers the following sections.

- **Mission and objectives of the project**
- **Goals of the project**
- **Scope including a description of project roll-out and project countries/pilots**
- **Website and Social Media links**
- **Contact and Project Partners**

## 2.3. Display



# 3. PROJECT POSTER AND ROLL-UP

## 3.1. Purpose

The poster and roll-up will be used mainly at project events and within the premises of the project partners. They are designed to catch attention and present key information on the project in a concise and appealing way. The project will use these materials at all project events and at external events where the project is presented through one of the Consortium partners.

Both poster and roll-up are based on the same design and include the same text elements. The design has been created by “Javier Garcia – Design and Illustration”<sup>1</sup>.

## 3.2. Content

The poster and roll-up have been designed in four different styles and languages. For each of the project languages a separate design has been used building on the characteristics of the project country and pilot partner. For each pilot country an image from the participating pilot city has been used as the main layout element. For the English version of the poster/roll-out a combination of the three pictures has been used. This way the posters are well adapted for the use in the pilot countries as well as at the European level.

The poster/roll-up furthermore includes basic information of the project as running text, contact information, the list of Consortium partners and the links to the website and social media.

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<sup>1</sup> <https://www.javierdesign.de/>

### 3.3. Display



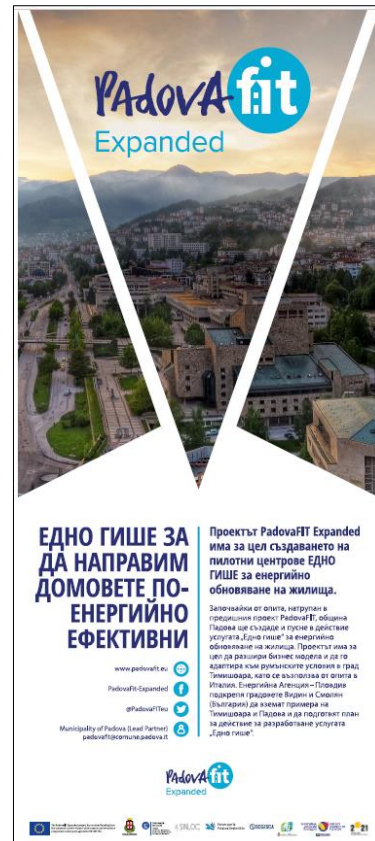
Poster: Version combining elements from all pilots.



Poster: Italian version with background layout from the City of Padova.



Roll-up: Romanian version with background layout from Timisoara.



Roll-up: Bulgarian version with background layout from Smolyan.