PR⬤MICON

Project branding and communication channels set-up and running (logo, promotional materials, website, templates, social media)

Deliverable D6.1

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PROMICOM

Harnessing the power of nature through PROductive MIcrobial CONsortia in biotechnology - measure, model, master

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Subject to change

Preface

WP6 "Dissemination and Communication" has as its main objectives to create and maintain a recognisable project identity as well as to maximise the uptake the effect of project results by promoting and disseminating them across stakeholders and the general public. To ensure effective communication, Pensoft has produced a number of promotional tools and materials as a part of the project branding. The following report describes these tools, as well as their current and future implementation within the project communication strategy.

Summary

As a foundation of the future communication activities, a set of dissemination and branding tools and materials is crucial to be established within the first months of the project. Accordingly, a project logo and website were developed in the first 4 months of the PROMICON life-cycle, which form the backbone of both project branding and public visibility.

In addition, various dissemination materials such as a PROMICON brochure and a poster were produced in high quality print versions for rising awareness at events. All of the materials can be found on the [media center section](#) of the website and are available to anyone interested.

Document templates were also produced and made available to the consortium, in order to facilitate future dissemination and reporting activities such as letters, milestone and deliverable reports, as well as PowerPoint presentations.

Accounts have been also set in two major social media channels, Twitter and Facebook, to ensure the widest possible impact and outreach of PROMICON related results, news and events, and to engage the interested parties in a virtual community.

The long-term impact of the project's results will be secured by maintaining the website for a total of 9 years – 4 years of the project duration and additional 5 years after the end of the PROMICON life-cycle.

List of abbreviations

EU	European Union
IR	Internal Repository

1 Project branding and additional promotional materials

1.1 Project logo

A project logo (Fig. 1 & 2) was designed to help the external audience easily identify PROMICON. It also contributes to the project visibility by providing a corporate identity from the very beginning of the project. The logo was made available to the consortium to use in official communication. It serves as the basis for all further promotional materials, as well as the website, in order to ensure consistent branding across all dissemination tools and channels.

Figure 1. PROMICON logo

Figure 2. PROMICON logo with text

1.2 Project sticker

PROMICON sticker (Fig. 3) with the design of the logo is to be produced to ease the popularisation of the project and to support the presentation of the project branding. Enhancing the marketing collateral, the PROMICON sticker is a versatile tool to strengthen project identity.

Figure 3. PROMICON sticker

1.3 Project brochure

The PROMICON brochure was designed in a way to reflect the conceptual design of the project logo and capture the attention of the different target groups. It increases awareness of PROMICON by explaining the rationale behind the project - its objectives, the activities and main tasks planned, as well as the expected results (Fig. 4, 5). The brochure was subject to discussions and improvements from the project coordination team.

Figure 4. PROMICON brochure

Figure 5. PROMICON brochure
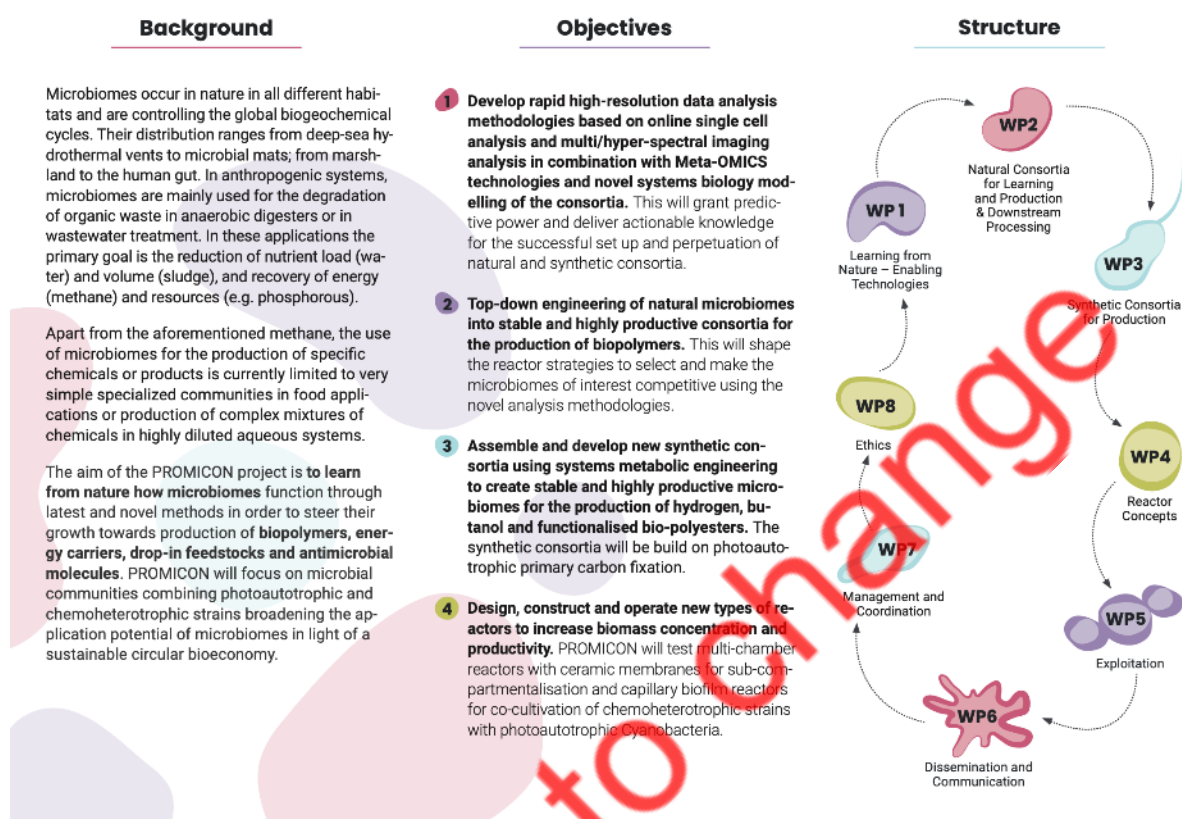
1.4 Project poster

The PROMICON poster was produced at the beginning of the project with an eye-catching design, illustrating the aim of the project with interactive icons for the respective outcomes. The poster reflects the main PROMICON design concept to keep the project branding consistent and to make the project easily recognisable (Fig. 6).

This poster will be used to introduce the project at physical conferences, meetings and stakeholder events. The poster was subject to discussions and improvements from the project coordination team.

Figure 6. PROMICON poster

1.5   Project corporate identity templates

PROMICON corporate identity templates were designed in the very beginning of the project implementation. These include:

- Deliverable report
- Milestone report
- PowerPoint presentation
- Letter head template for official project letters

Each template is specifically tailored to the structure of the individual document type. The templates incorporate the project logo and corporate layout and suggest the information necessary to be included in the specific document.

All templates are available through the Internal Repository (IR) of the project website under the folder Templates. All partners can easily access the IR, using their designated login credentials.

2 PROMICON Website

The PROMICON public website (www.promicon.eu) (Fig. 7, 8, 9) was designed to act as an information hub about the project's aims, goals, activities and results. The website serves as a prime public dissemination tool, making the project deliverables and published materials available and easily accessible. Apart from that, events organised by PROMICON or of relevance to the project will also be announced through the website, as well as a news section which will showcase all newsworthy PROMICON achievements.
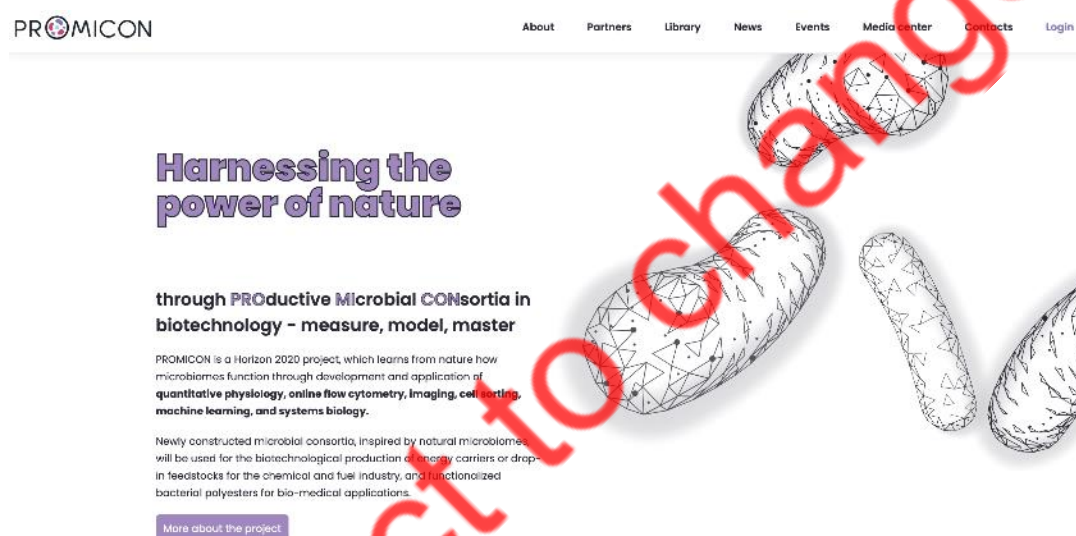
Figure 7. PROMICON website homepage.

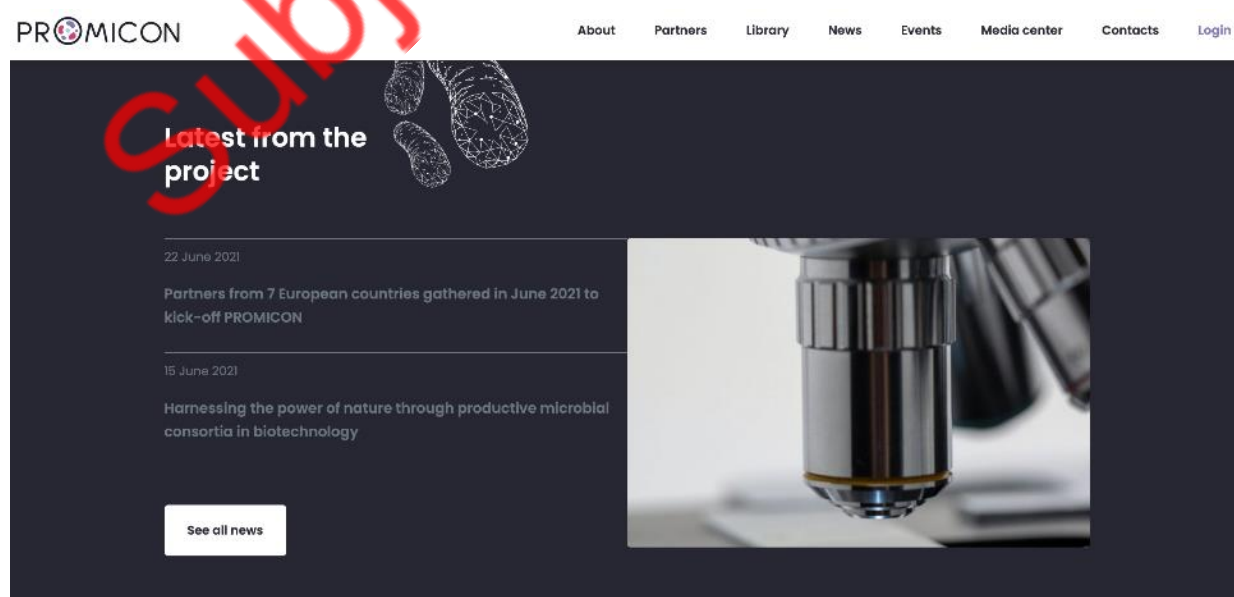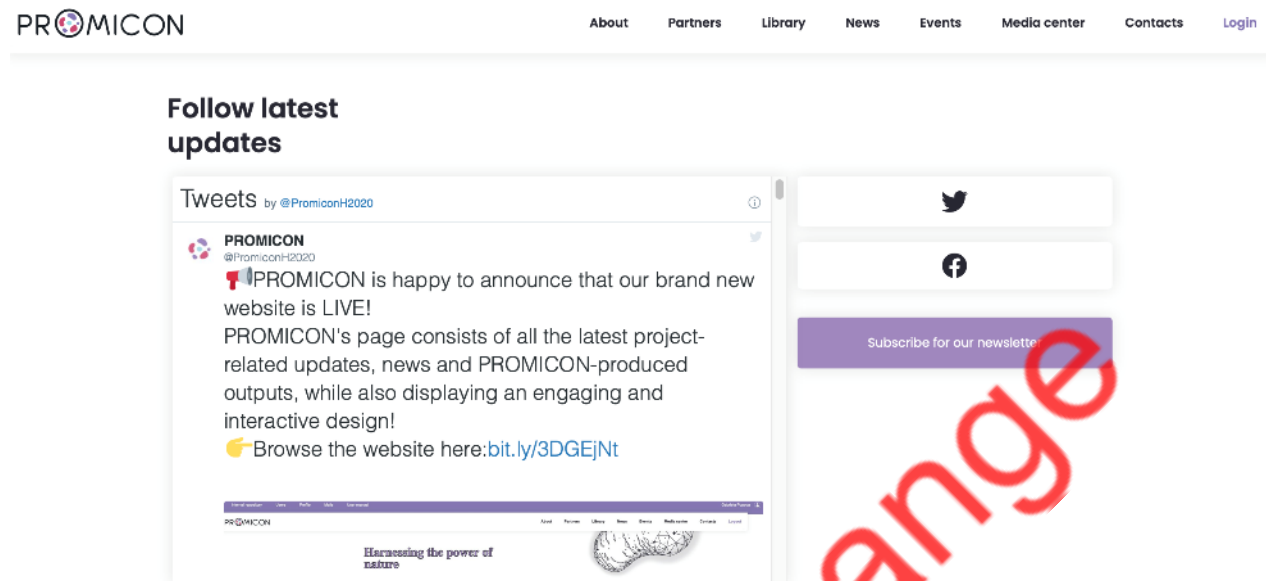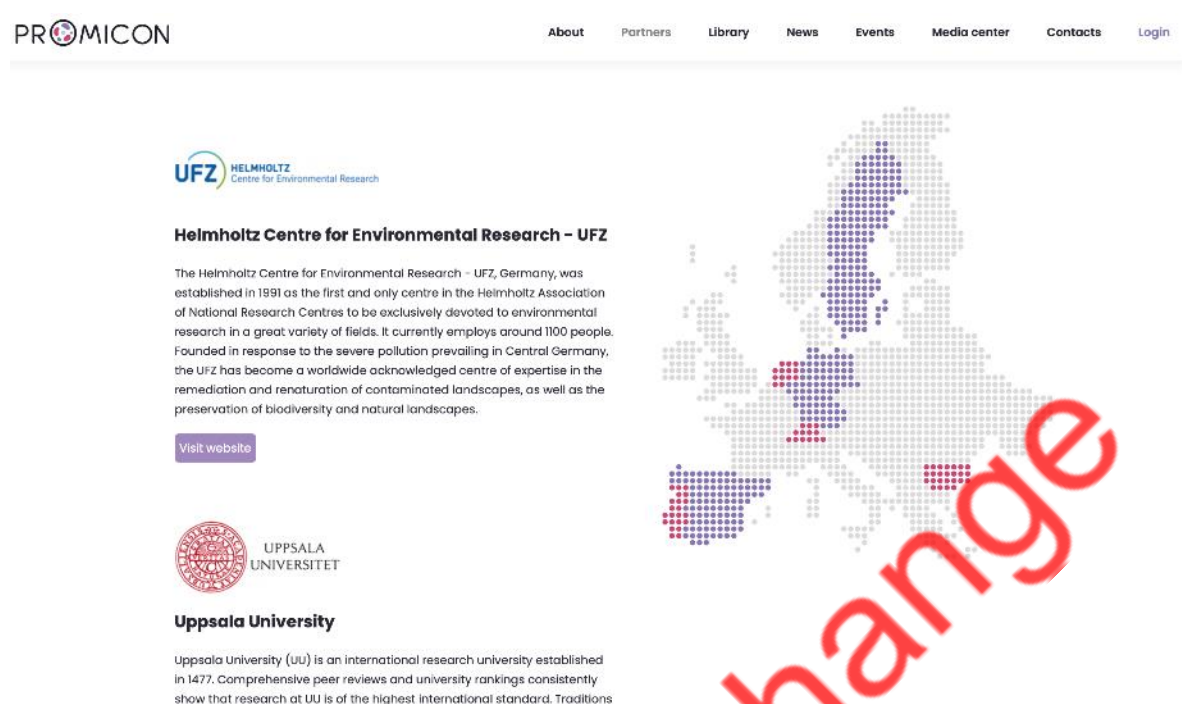**Figure 8. PROMICON website homepage**

Figure 9. PROMICON website homepage

The website is comprised of separate information pages with project background information, news, events, publications, contact details, etc. It is regularly updated to keep the audience informed and ensure continued interest of already attracted visitors.

The main pages of the website are the following (Fig.10, 11):

- **Homepage** – contains introductory information about PROMICON, as well as the latest news from the project, timeline of the PROMICON-organised and/or involved events and an embedded live tweet feed
- **About** – introduces the rationale of the project, as well as its objectives, actions and expected results
- **Partners**- shows an interactive map to present the different PROMICON partnering institutions
- **Library** - all public PROMICON deliverables and scientific publications resulting from the project
- **News** – dedicated to all PROMICON news and other newsworthy achievements and news relevant to the project
- **Events** – a dedicated interactive calendar, showcasing all PROMICON-organised and PROMICON-relevant events
- **Media center** – a place where all the outreach materials are gathered (e.g. logo, brochure, press releases, newsletters, etc.). All of the materials are made available for the users to download
- **Contact** – a section providing information and contact data of the different management structures of the project (coordination, project management, press office etc.)

The public website also provides direct links to the PROMICON social network profiles in Facebook and Twitter, as well as a newsletter subscription form.

Figure 10. PROMICON Partners page

Figure 11. PROMICON Media Center
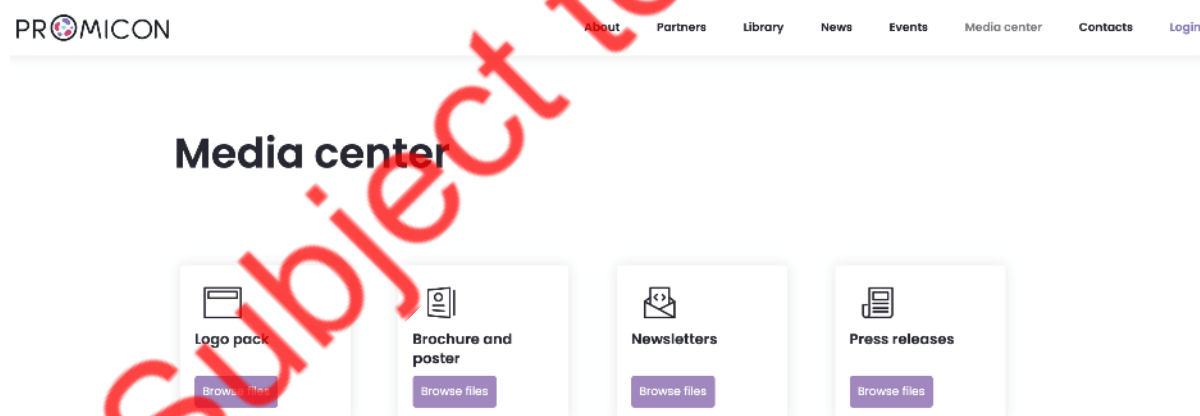
With the goal to ensure seamless communication between partners and store valuable project-related documents, the PROMICON website hosts an internal password protected area (Fig.12, 13). The Internal repository consists of a communication platform for the partners to easily interact with each other, as well as storing all of PROMICON's important files, such as documents from meetings, templates, deliverables, milestones, etc. All of the information that is being stored in the IR is available for the partners to download. Users can also create new folders if necessary, as well as to upload new documentation to the respective files. Additionally, for the utmost convenience of the users, the IR provides a detailed User Manual for both the external and internal parts of the website.

Figure 12. PROMICON Internal Repository
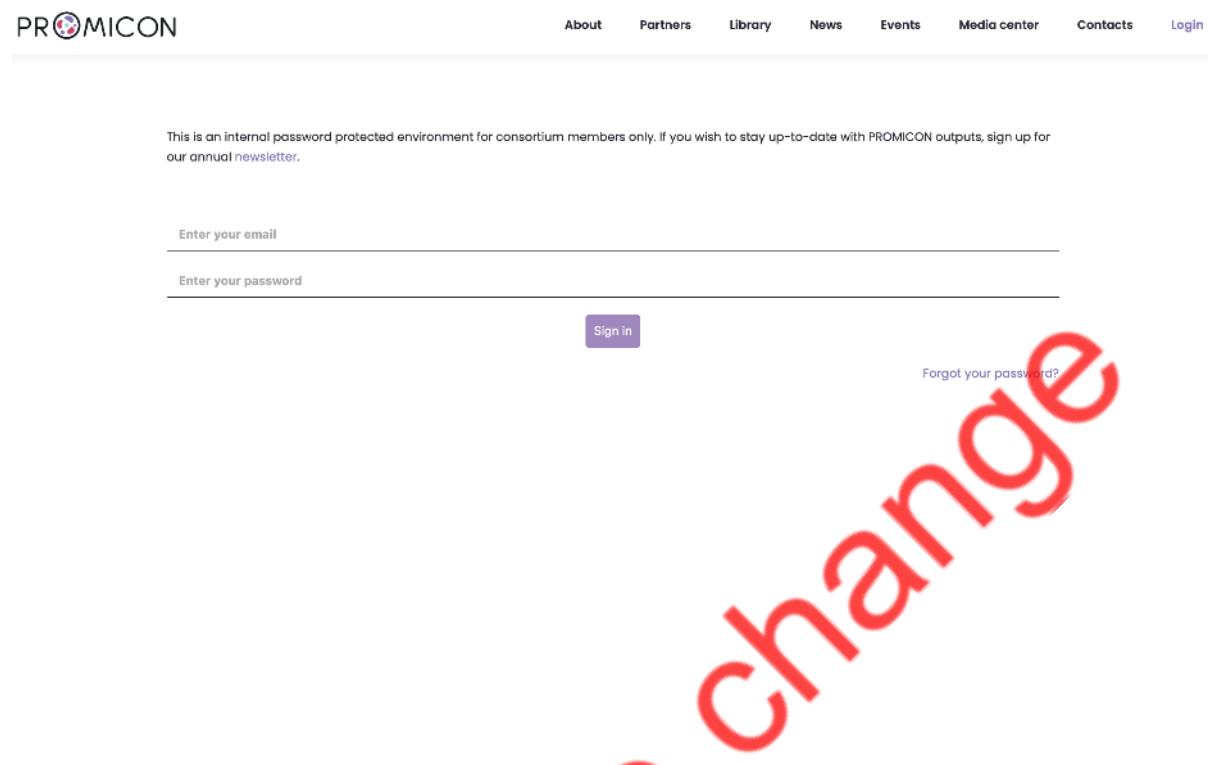
Figure 13. PROMICON Internal Repository
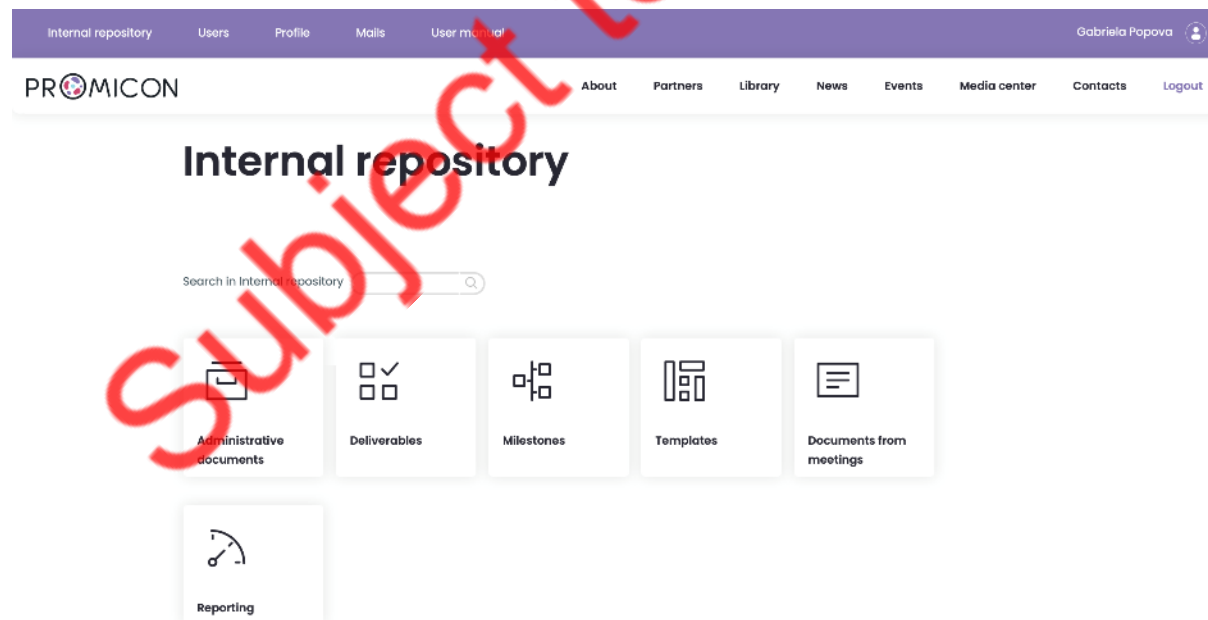
3 PROMICON Social Media Accounts

To increase the project visibility and to promote PROMICON related news and results, Pensoft has also created accounts for two major social networks, namely Twitter and Facebook (Figs. 14, 15). They have been created to reflect the general project branding in an engaging and interactive way.

The PROMICON social media profiles are fully operational and enjoy increasing popularity and member participation. All news and events, as well as project relevant publications are posted on the Twitter and Facebook accounts.

Buttons to the PROMICON social media profiles are displayed on the project's homepage, which are linked directly to the relevant social network accounts.

3.1 Twitter

Twitter provides a short, fast, easy communication. This social network is popular and with high number of users. Twitter is increasingly used professionally within the scientific sphere as a means of fast communication of organization of specific news and events. The PROMICON Twitter account can be accessed under @PromiconH2020. The profile has been set-up in the beginning stage of the project and due to the increased activity on the Twitter account, it has already proven to be successful with 44 followers. (Status 21 September 2021/ month 4).

Figure 14. PROMICON Twitter account.

3.2 Facebook

Facebook remains one of the most popular social networks, providing a community-like space, where news, links, photos and videos are easily shared. The PROMICON Facebook account can be found under the name @PromiconH2020.

Figure 15. PROMICON Facebook account
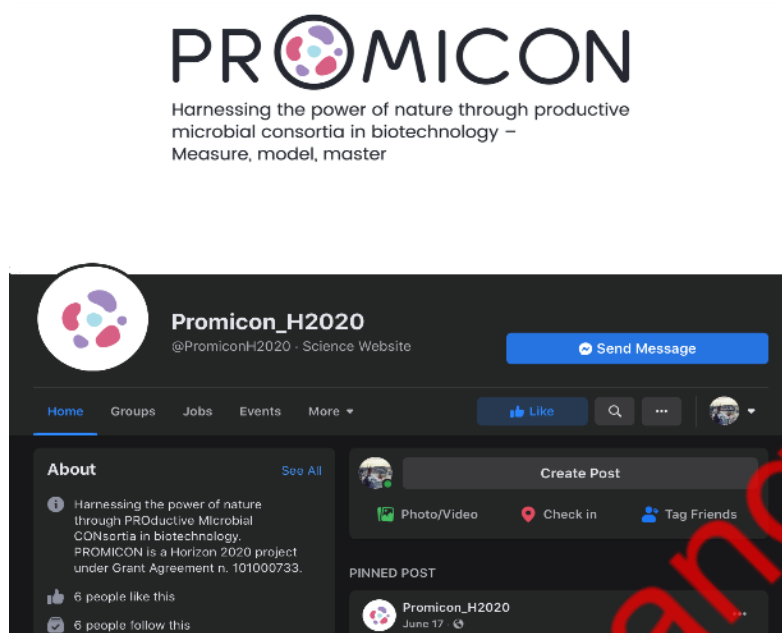
4 Conclusion

Deliverable 6.1 "Project branding and communication channels set-up and running (logo, promotional materials, website, templates, social media)" describes the ideation and creation of project identity and promotional materials. The report gives an insight into the purpose of the different dissemination tools. With the goal to disseminate project outputs to stakeholders and the general public through various communication channels, a set of promotional materials have been created within the first 4 months of the project. To maintain a consistent project identity and keep the relevant target groups well informed, the dissemination team will update the project website on a regular basis, and create promotional materials with the most recent project updates. Furthermore, PROMICON will rely heavily on digital communication tools, rather than traditional printed materials in order to reduce its environmental footprint. In the case of printed media (brochures, flyers, etc.), PROMICON will aim to use recycled and eco-friendly materials, hence highlighting the sustainable circular bioeconomy of the project.