TRANS-URBAN-EU-CHINA

Transition towards urban sustainability through socially integrative cities in the EU and in China

Deliverable

D6.2 Project logo, templates and communication material

WP 6 Project Management

Task 6.3.3 Communication material

Content

D6.2 Project Logo, Templates and Communication Material

This document provides an overview of the project logo, templates and communication material that were set up for the TRANS-URBAN-EU-CHINA project in order to ensure efficient project execution and communication. The focus of this document is the design of the project logo and the description of templates and communication material. The project logo, templates and communication material can create efficient and accessible channels to consolidate and transfer outcomes of TRANS-URBAN-EU-CHINA activities to social media, public events, and scientific publications.

1   Project Logo

For a visual identity for the project, a logo (Figure 1) was designed by using an abstract image and letters and chosen by project partners. The logo covers aspects of "TRANS-URBAN-EU-CHINA", such as societal challenges, community driven research, establishing a systematic knowledge base, and co-operation between the EU and China. The logo also includes the spirit of an active, engaged and constructive scientific network. It may be seen as 2D hexagons or as 3D blocks fitting together, and symbolising Chinese (red colour) and European (blue colour) urban experience in order to achieve socially integrative cities (grey colour). The three fields of the logo can also be understood as the three major features of the project: knowledge base (book), tested knowledge (online compendium) and recommendations (policy briefs).

The logo is used mainly for all communication related to the "TRANS-URBAN-EU-CHINA", and it is in use on the associated website and materials.

The logo will be provided on the internal area of the project website (http://transurbaneuchina.eu/) for project partners to be used on screen (PNG) or for print (TIF).

Colour codes match with the blue colour of EU flag (100 Cyan and 80 Magenta) and with the red colour of the Chinese flag (100 Magenta and 100 Yellow). Text and contours display in 100 K (Black). The background is white to facilitate printing. Transparencies are considered. The logo is printable (and legible) also in black and white. Text font in the logo is Myriad condensed. This type font might also be used to highlight project text headlines. It is free downloadable, for instance at http://www.fontpalace.com/font-details/Myriad-Condensed/.
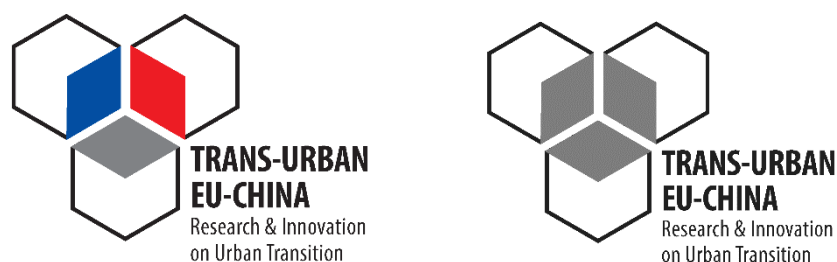

Figure 1: Logo of TRANS-URBAN-EU-CHINA (color version and grey version)

2 Templates

To smoothen the transfer of project outcomes, templates (Figure 2 and 3) are set up for internal working documents (e.g. deliverables, milestones) and external publications (e.g. PPT-presentations). The main default font is Calibri in English. They are provided on the project website (http://transurbaneuchina.eu/).

The elements of the template may include:

- Project Data
  - Project name
  - Project ID
  - Date of project
  - Name of project manager
- Summary
  - Summary of project and its overall status: title and objectives
  - Quick overview of results and planned next steps
  - Should be no longer than a few sentences, at most two small paragraphs
- Risks and Issues
  - Description of any issues and challenges and how the consortium is planning to overcome them
  - Open issues that need to be handled
  - Potential risks and how to mitigate them
  - Change requests
- Next Steps
  - Next action items and who will be responsible for finishing them
  - Upcoming milestones and when the responsible partner plans to hit them

Some recommendations:

Remember to refer to the metrics (i.e. tasks and responsibilities) defined in the Grant Agreement which is the baseline of all TRANS-URBAN-EU-CHINA work.

Understand the audience: Whom do you address, what are the expectations of the audience and which information do you want to offer the addressees?

Organize your thoughts and ideas and decide on what you want to communicate and demonstrate.

Focus on results and not the details of what has been done. The audience is not interested in each step of the working process but in the results, i.e. where the steps led to.

Keep reports short unless there are other specifications and requirements.

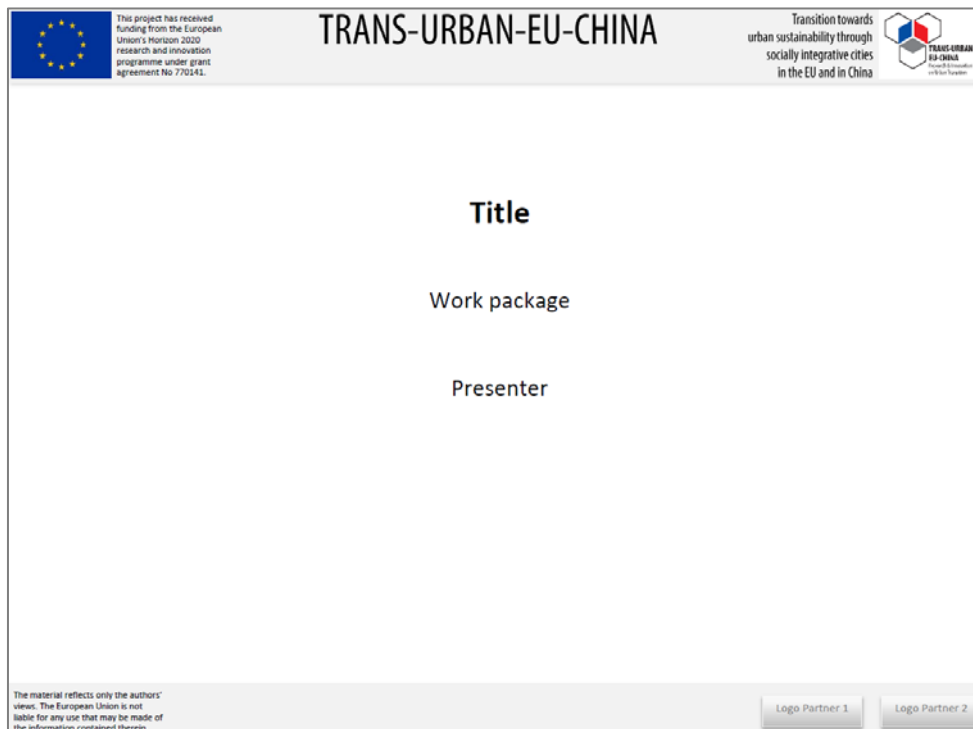*Figure 2: Template of deliverables and milestones*

Figure 3: Template of PPT-presentations proposed by IOER

3   Communication Material

Visual communication material, including a project flyer, roll-up and poster, is created to facilitate project advertising and dissemination in addition to the above mentioned project logo. This task is closely connected to Task 5.4 and coordinated with the responsible project partner EUROCITIES.

A project poster (Figure 4) is an excellent way to showcase the TRANS-URBAN-EU-CHINA work at con-ferences and meetings. It can be used in poster presentations and serve as a summary of the project. All consortium members are encouraged to create posters to supporting knowledge exchange widely as well as supporting employee engagement through the process of elaborating the poster, peer recognition and possibly external reward.

The template of posters are provided to all partners on the internal area (i.e. LOGIN) of the project website (http://transurbaneuchina.eu/).

Figure 4: Example of the project poster created by IOER

In addition, project flyer (Figure 5) and project roll-up (Figure 6) are designed and created to attract attention—through information about unmissable offers or the details of the project.

All templates will be supplied on the internal area of the project website (http://transurbaneuch-ina.eu/). To avoid transport costs, it is intended that print - as far as needed - will be conducted locally by the partners.

Figure 5: Example of the project flyer proposed by IOER

Figure 6: Example of the project roll-up proposed by IOER