Public project presentation: content and design of branding and marketing collateral (logo, leaflet, poster, templates, website)

Deliverable D7.1

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ReNature

promoting Research Excellence in NAture-based soluTions for innovation, sUstainable economic GRowth and human wEll-being in Malta

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Preface

WP7 "Dissemination and Knowledge Exchange" 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 6 months to form the backbone of both project branding and public visibility.

In addition, various dissemination materials such as a ReNature leaflet and a poster were produced in high quality print versions for rising awareness at events. ReNature sticker was created to help establishing the project identity. All materials have been uploaded to the Media section of the website, to be 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 and PowerPoint presentations.

Accounts have been also set in the two major social media channels Twitter and Facebook to ensure the widest possible impact and outreach of ReNature related results, news and events and to engage the interested parties in a virtual community. Additionally, an Instagram account is planned to be created just before the first ReNature training to stimulate student participation and involvement during field trips and exercises.

The long-term impact of the project's results will be secured by maintaining the website for a minimum of 5 years after the closure of the project.

1. Project branding and general promotional materials

Project logo

A project logo (Fig. 1) was designed to help the external audience easily identify ReNature and it 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. ReNature logo.

Project leaflet

The ReNature leaflet 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 ReNature by explaining the rationale behind the project - its objectives, the activities and main tasks planned, as well as the expected results (Fig. 2). The leaflet was subject to discussions and improvements from the coordination team.

Figure 2. ReNature leaflet.

Project poster

The ReNature 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 ReNature design concept to keep the project branding consistent and to make the project easily recognisable (Fig. 3).

This poster will be used to introduce the project at conferences, meetings and stakeholder events.
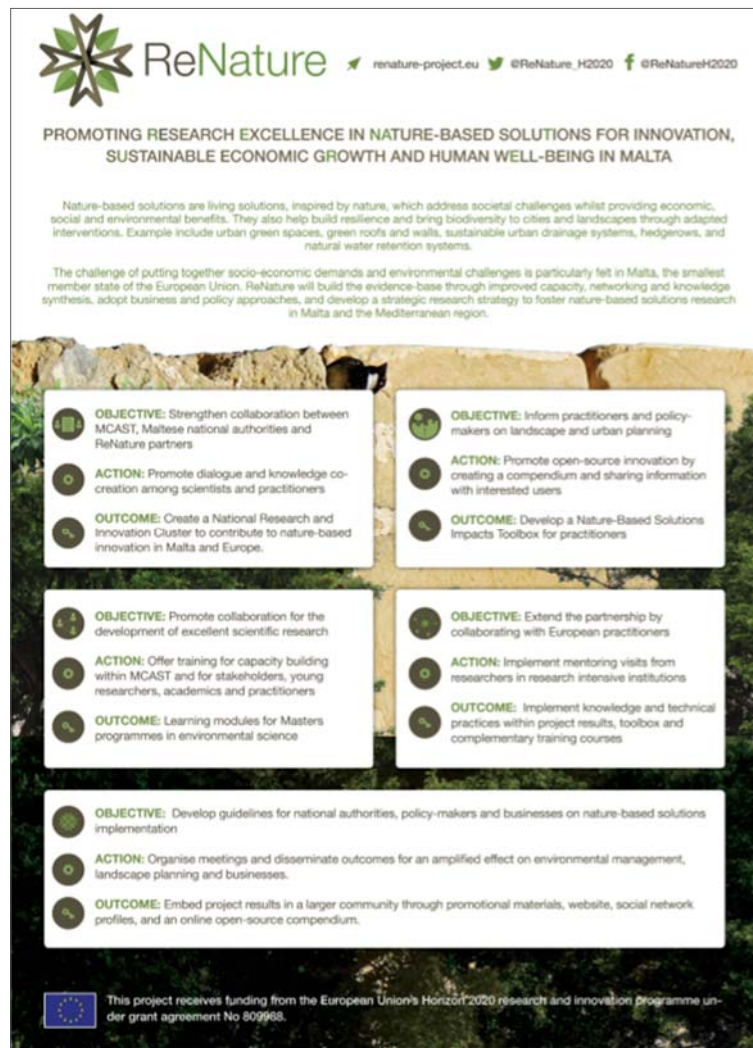
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Figure 3. ReNature poster.

Project stickers

ReNature sticker (Fig. 4) with the design of the logo was produced to ease the popularisation of the project and to support the presentation of the project branding. Enhancing the marketing collateral, the ReNature sticker is a versatile tool to strengthen project identity.

Figure 4. ReNature stickers.

Project corporate identity templates

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

- Deliverable report
- Milestone report
- Power point presentation
- Letterhead template for official project letters
- Training handout template

Each template is specifically tailored to the structure of each 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 Online Library of the project website and easy to access by all partners.

2. Event branding materials

In addition to the above-mentioned general promotional materials, specific event branding materials were produced to give a strong visual presentation of the project on a Press Conference in Malta, held in January 2019.

Roll-up banner

A roll-up banner (Fig. 5) was designed to increase awareness of ReNature during the event and grab the attention of attending media representatives. In line with the full project promotional collateral, the banner has a streamlined design, focusing on the main goals of the project, as well as the involved partners.

Figure 5. ReNature roll-up banner.

Backdrop

A ReNature backdrop with the size of 3000mm x 2500mm was produced to be a powerful visual tool during the event and to increase the project recognisability (Fig. 6). With a good positioning, the backdrop gives the opportunity of the project logo being featured in the backgrounds of images and distributed in news articles and press releases.

Figure 6. ReNature backdrop.

3. ReNature website

The ReNature public website (www.renature-project.eu) (Fig. 7) 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. Apart from that, events organised by ReNature or of relevance to the project will also be announced through the website.
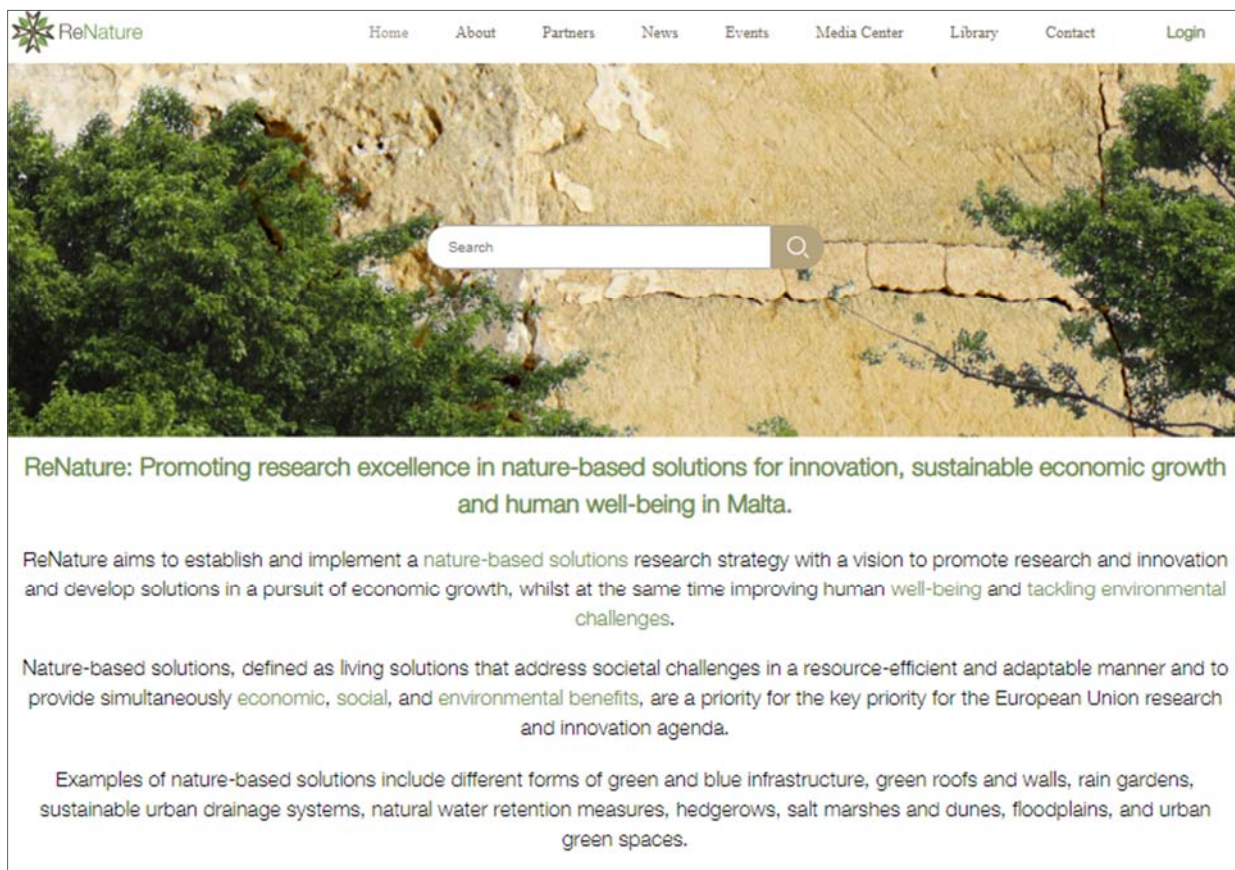
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Figure 7. ReNature website homepage.

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 website main pages are:

- Homepage: contains introductory information about ReNature, as well as latest news from the project and 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 project partners
- News: dedicated to all ReNature news and other news of relevance
- Events: dedicated to all ReNature-organised and ReNature-relevant events
- Media Center: a place where all outreach materials (e.g. logo, leaflet, poster, etc.) are made available and can be freely downloaded
- Library: all public ReNature deliverables as well as all scientific publications resulting from the project
- Contact

The public website also provides direct links to the ReNature social networks profiles in Facebook and Twitter, as well as a feedback submission button and a newsletter subscription form.

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With the goal to ensure seamless communication between partners and store valuable project-related documents, the ReNature website hosts an internal password protected area, which is described in a dedicated deliverable *D2.1 Internal Communication Platform.*

4. ReNature Social Media Accounts

To increase the project visibility and to promote ReNature related news and results, Pensoft has also created accounts for two major social networks, namely Twitter and Facebook (Figs. 8, 9). They have been created to reflect the general project branding and in an engaging and interactive way. An Instagram account with strong visual impact is planned to be set up at the beginning of the first training course, in order to present valuable images from the training on social media and thus increase its awareness among the younger generation.

The ReNature 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 ReNature social media profiles are displayed on the project homepage, which are linked directly to the relevant social network.

Twitter

Twitter provides a short, fast, easy communication. This social network is popular and with high number of users. Twitter is increasingly used professionally as a means of fast communication of organization specific news and events. The ReNature Twitter account can be accessed under @ReNature_H2020. Due to the increased activity on the Twitter account, it has proven to be successful with 175 followers. (Status 11 February 2019).

Figure 8. ReNature Twitter account.

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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 ReNature Facebook account can be found under the name @ReNatureH2020.
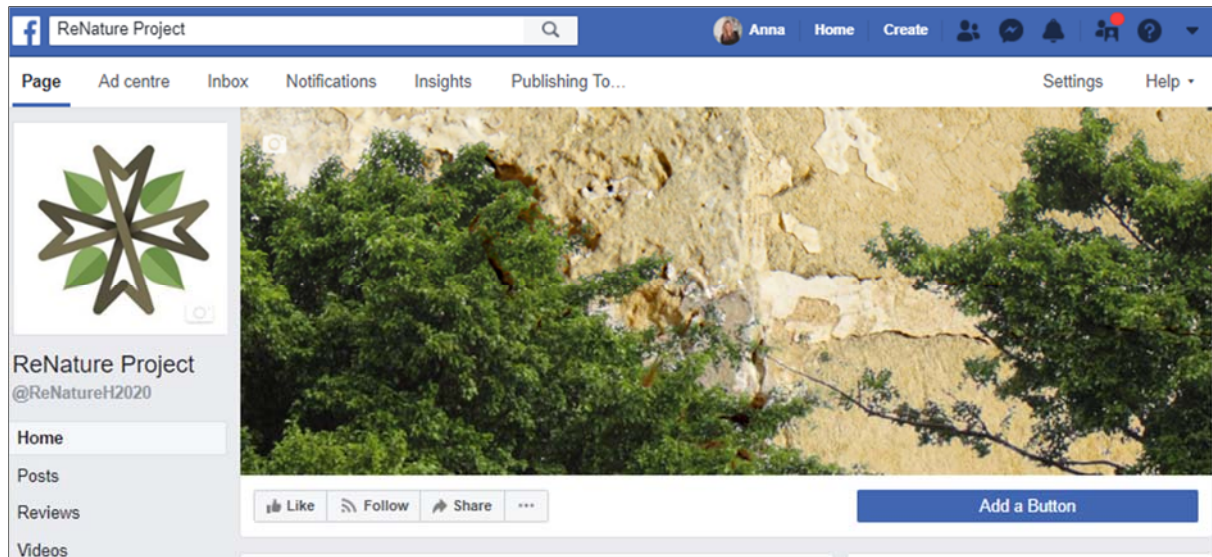

Figure 9. ReNature Facebook page.

Instagram

Instagram is a rapidly growing photo- and video sharing platform, growing popularity primarily among young target groups. Among the advantages of Instagram are: connecting to relevant community through hashtag usage, as well as the power of imagery. ReNature's Instagram profile will be used to distribute mostly training and workshop photos and reach out to the general public.

5. Media publicity

To increase the project visibility among researchers and interested parties, three press releases introducing ReNature's main focus, objectives and activities were produced.

- 17.10.2018 "ReNature: Promoting research excellence in nature-based solutions for innovation, sustainable economic growth and human well-being in Malta", issued by MCAST.

- 23.10.2018 "Boosting research excellence: nature-based solutions for sustainable development in Malta", issued by Pensoft and published in the online science news service EurekAlert! and the European Commission news hub Cordis Wire. A total of 1,412 page views on EurekAlert! speaks for the strong interest of the audience.

- 8.02.2019 "MCAST launches the ReNature Horizon2020 project", issued by MCAST.

6. Future actions

The following plan outlines the baseline activities and frequencies from M7 onwards:

1. Flyer and poster - when necessary, an updated version of the flyer and the poster
2. Press releases – roughly 1 press release per year (this number is a subject to change in accordance with the necessities of the project)
3. Media centre – updated regularly to include new information and multimedia materials as they come
4. Electronic newsletter - 1 every year
5. News and Events on the website: minimum 1 per month
6. Social networks activity: minimum 2 posts per week
7. Publications in relevant media – minimum 2 per year

The values given above are just a guideline and set as a minimum activity on every dissemination aspect per period of time. They are subject to an increase whenever this might be necessary or possible throughout the project's lifetime.

7. Conclusion

Deliverable 7.1 "Public project presentation: content and design of branding and marketing collateral (logo, leaflet, poster, templates, website)" 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 6 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.