



Communication toolkit and project identity

Deliverable 4.1

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PIGWEB

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004770

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List of acronyms and abbreviations

Abbreviation	Description
CMYK	Cyan, Magenta, Yellow, and Key
D	Deliverable
EC	European Commission
EPS	Encapsulated Postscript
EU	European Union
GDPR	General Data Protection Regulation
JPEG	Joint Photographic Experts Group
JRA	Joint Research Activities
NA	Networking Activities
ODTP	Outreach, Dissemination, and Training Plan
PNG	Portable Graphics Format
RGB	Red, Green and Blue
RI	Research Infrastructure
TNA	Transnational Access
WP	Work Package

I. Summary

The deliverable “D4.1 Communication toolkit and project identity” consists of preparation of the communication toolkit to be used all along the project period. It also includes the project identity and accompanying guidelines to ensure that the PIGWEB project appears coherent and consistent in all communication materials related to the project. The project identity also includes the logo, font, and colour codes.

The communication toolkit provides the PIGWEB partners with unified design templates for different communication materials such as posters, PowerPoint slides, letters, email signature, agenda, and meeting minutes. It is very important that both the EU flag, PIGWEB logo and the EU acknowledgement are visible throughout all the published documents in the project.

II. Introduction

Within WP4, an “Outreach, Dissemination, and Training Plan” (ODTP) will be prepared to: (i) identify the networks and organizations for the dissemination activities of Task 4.1 “Stakeholder engagement and knowledge exchange with other initiatives”, (ii) identify the needs of each category of stakeholder, (iii) define optimal strategies for reaching stakeholders for maximum impact, and (iv) identify methods, venues and allocate resources for the execution of the plan. The ODTP will be updated continuously including with inputs from stakeholders. The ODTP will highlight the use of different communication and dissemination tools as well as a specific chapter on exploitation of project outcomes.

Among the tasks of WP4 – “Dissemination, training and technology transfer”, the creation of a project identity and communication material templates are included under Task 4.2 “Communication & Outreach”. The project identity includes the logo of the PIGWEB project, colour codes, font, EU logo, and acknowledgement. The communication toolkit involves the templates for the communication materials such as posters, PowerPoint slides, letters, agenda, and meeting minutes.

A. Project identity

To ensure that the PIGWEB project appears coherent and consistent in all communications related to the project, a project identity and accompanying guidelines have been produced. All participants are requested to follow the guidelines for presentations, brochures, factsheets, publications etc. All official material for the European Commission and general public must be in accordance with the guidelines.

1. Logo

The PIGWEB logo has been designed for branding the project in all communication expressions. It shows the globe with the network highlighting the EU contours in green to address sustainability, the same colour as the acronym “PIGWEB”. The letter P of the acronym is designed as the shape of a pig head. The body of the pig is in pink. The bicolour of the pig from pink towards green also illustrates the sustainability.



PIGWEB

The logo is available in different versions:

- Complete logo with project title



- Logo with only the acronym (PIGWEB)



- White logo for coloured backgrounds



- File formats are provided in PNG, EPS and JPEG:
 - Normally use PNG or JPEG
 - Use EPS for graphic purposes

The logo files will be placed on the collaborative platform of the PIGWEB project. The text font used for the PIGWEB logo is **Montserrat Bold**. The font of the payoff with the acronym title is **Arial Regular**.

2. Font

Text font for PowerPoints, posters etc. is Calibri Light. The standard font size is 11 and the main text colour is black.

When there is a need for hierarchical headlines, define style as Calibri Light. Example of heading 1, 2 and 3:

Heading 1

Heading 2

Heading 3

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3. Colours

The colours used in the PIGWEB logo are blue, green, and pink for the acronym and the image, and black for the acronym text:

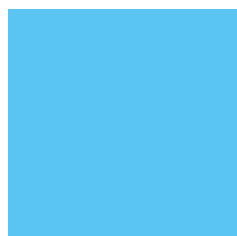


Green:

CMYK: 65 0 100 0

RGB: 101 179 46

WEB: **#65B32E**



Blue:

CMYK: 60 0 0 0

RGB: 91 197 242

WEB: **#5BC5F2**



Pink:

CMYK: 10 48 26 16

RGB: 200 139 145

WEB: **#C88B91**

4. Language

The language used between all PIGWEB partners, stakeholders and in the reports to the EU is British English. In addition, all partners are free and encouraged to promote the PIGWEB activities in the language of their own country.

5. EU logo and acknowledgement

Along with the PIGWEB logo, the EU flag should be visible on all communications from the PIGWEB project.



Link to graphic design and EU emblem:

http://ec.europa.eu/regional_policy/information/logos/index_en.cfm

Please note that any **dissemination** and **communication** activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must include the following information:



The PIGWEB project has received funding from European Union's Horizon 2020 research and innovation program under Grant Agreement No 101004770.

According to §38.1.2 of the Grant Agreement on infrastructure projects, the transnational access (TNA) users and where applicable, some Joint Research Activities (JRA) and Networking Activities (NA) need to include the following statement in their communication and dissemination of results:



"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement

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No 101004770". Any communication activity related to the action must indicate written or orally that, it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

6. Project Message

a) Tagline

The tagline describes the essence of the project in a short and understandable way, linking to why this is important for the target audiences. This is used in communication materials (e.g., website, brochure, presentations).

Currently used and proposed taglines:

- "An infrastructure for experimental research for sustainable pig production"
- "Increasing access to research infrastructures to develop sustainable pig production"
- "Reinforcing a culture of cooperation between the research community and industrial and societal stakeholders"
- "Contribution to attain the goals of the Green Deal and the "Farm to Fork" strategy by a "From Pig to Pork" approach"

b) Communication message

The communication message consists of one general message, which should be further specified per target group. It will create the "external identity" of the project. The message must be simple, clear, and positive. This main communication message is:

"The aim of the PIGWEB project is to strengthen the pig research community by providing and facilitating access to research infrastructures, reinforce a culture of cooperation between the research community and industrial and societal stakeholders, and improve and integrate the services provided by the research infrastructures."

B. Templates

There are several templates with the PIGWEB profile, which will be used in the management of PIGWEB and in all official happenings and for reporting. The partners, but also stakeholders in PIGWEB are encouraged to use them. In presentations and posters involved in the PIGWEB project, always use the PIGWEB logo, accompanied by the EU flag (see chapter 5. EU logo and acknowledgement).

Other PIGWEB templates listed below are available at the collaborative platform. They are also provided in the Annex part.

- Agenda
- Minutes of the meeting
- Letter
- PowerPoint presentation
- Poster
- Email signature

1. Agenda template

The agenda template of PIGWEB includes the PIGWEB logo on the top left corner. The logo of the partner institution can be inserted on top right corner. It includes the title of the meeting, date, time and location, and expected attendees. EU acknowledgement is the key for all documents produced under PIGWEB project.



AGENDA

Title of the Meeting:
Date:
Time:
Location:

Expected to attend:

Full name	Organisation

Agenda for the day:

Time	Title	Presenter(-s)

 Disclaimer: the PIGWEB project has received funding from European Union's Horizon 2020 research and innovation program under Grant Agreement No 101004770.

Figure 1 PIGWEB Agenda Template

2. Meeting Minutes Template

The minutes template of PIGWEB includes the PIGWEB logo on the top left corner. The logo of the partner institution can be inserted on top right corner. It includes the title of the meeting, date, time, participants, minutes, and action points. Minutes are deemed accepted if no corrections are received within 10 days of the sent date. Action points will be followed up by the due dates indicated. EU acknowledgement is the key for all documents produced under PIGWEB project.

Meeting

Date:

Time:

Location:

Participants	Apologies

Minutes:

Text

Text

Text

Text

Action points:

No.	Action	Who	When
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			

Minutes are deemed accepted if no corrections are received within 10 days of the sent date.
Action points will be followed up by the due dates indicated.

Illustration: The PIGWEB project has received funding from European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101004770.

Figure 2 PIGWEB Minutes Template

3. Letter Template

The minutes template of PIGWEB includes the PIGWEB logo on the top left corner. The logo of the partner institution can be inserted on top right corner. It includes the title, headline and the text part. EU acknowledgement is the key for all documents produced under PIGWEB project.

TITLE

Headline

Text

Illustration: The PIGWEB project has received funding from European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101004770.

Figure 3 PIGWEB Letter Template

PIGWEB

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4. PowerPoint Presentation Template

The presentation template of PIGWEB includes the PIGWEB logo on the top right corner. The logo of the partner institution can be inserted on top left corner. It includes the title, name and organization of the presenter, date and title of the event. It also includes the PIGWEB Twitter account name and PIGWEB's website link at the bottom of the slides. EU acknowledgement is the key for all documents produced under PIGWEB project.



Figure 4 PIGWEB Presentation Template

5. Poster Template

The poster template of PIGWEB includes the PIGWEB logo on the top left corner, accompanied with the project's website and social media accounts including Twitter, LinkedIn and ResearchGate. The logo of the partner institution can be inserted on top right corner. EU acknowledgement is the key for all documents produced under PIGWEB project.

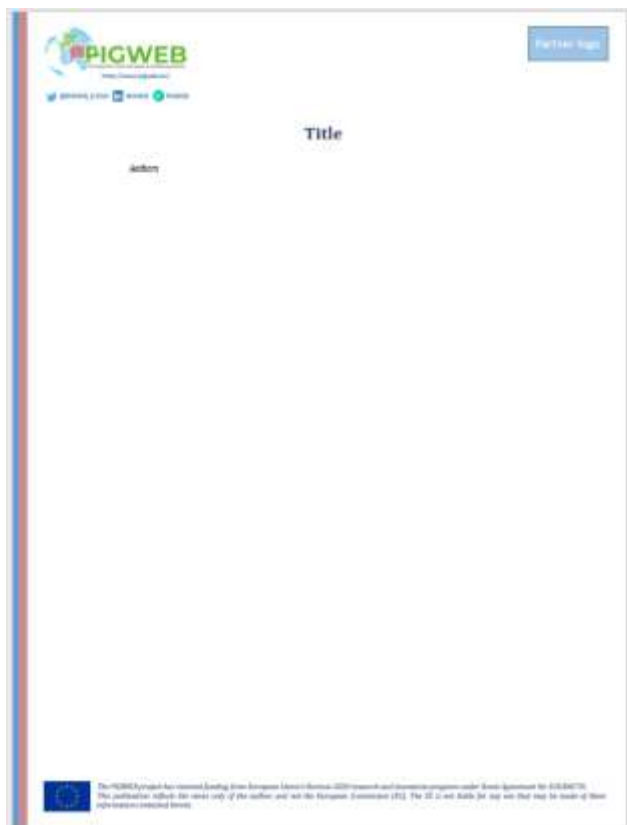


Figure 5 PIGWEB Poster Template

6. Email Signature Template

The email signature template of PIGWEB includes the name, position and the organisation followed by the PIGWEB website link, PIGWEB logo, and a short description of the project. It also includes all the social media accounts of the project including Twitter, LinkedIn, Facebook, Instagram, and ResearchGate. At the bottom, the disclaimer is attached: *“The content of this e-mail is confidential and intended solely for the recipient specified in this message. It is prohibited to share or copy this message with a third party unless consent is given by the sender. If you are not the recipient, you are asked to reply to this message to notify the sender, followed by deletion of the message. We take the EU General Data Protection Regulation (GDPR) seriously. All personal data that we receive through personal contact, mail, e-mail, and our website are registered by EFFAB. Personal data will not be distributed to third parties. You are entitled to view, correct or erase your personal data. You also have the right to withdraw your consent to data processing or to object to the processing of your personal data by EFFAB. Moreover, you are entitled to data portability. This means that you can submit a request to us to send the personal information we have available to you or another organization. You can send a request to view, correct, delete or transfer your personal data or request to cancel your consent or object to the processing of your personal data to effab@effab.info. For further information about our privacy policy we refer to our website www.effab.info.”*

.”

Name
 Position
 Name of the organization
PIGWEB – An infrastructure for experimental research for sustainable pig production
 Tel : + XX XX XX XX
insert@email.com
www.pigweb.eu



PIGWEB is a H2020 project which was launched on 1 March 2021. This 5-year project gathers 16 different partners from 9 different countries. PIGWEB will provide transnational access (TNA) to ensure easy and transparent access to 28 experimental pig research infrastructures and associated laboratories.

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Figure 6 PIGWEB Email Signature Template

III. Conclusion

The deliverable “D4.1 Communication toolkit and project identity” includes the communication toolkit to be used all along the project period. It also includes the project identity and accompanying guidelines to ensure that the PIGWEB project appears coherent and consistent in all communication materials related to the project.

The communication toolkit provides the PIGWEB partners with design templates for different communication materials such as posters, PowerPoint presentations, letters, email signature, agenda, and meeting minutes. Communication material templates of the PIGWEB project will be used by all the partners of the project at local or international events, project meetings, email correspondence, etc. It is very important that both the EU flag, PIGWEB logo and the EU acknowledgement is visible through out all the published documents in the project.

IV. Annexes

- Annex 1: Agenda template
- Annex 2: Meeting Minutes template
- Annex 3: Presentation template
- Annex 4: Poster template
- Annex 5: Email signature template

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Insert partner logo

AGENDA

Title of the Meeting:

Date:

Time:

Location:

Expected to attend:

Full name	Organisation

Agenda for the day:

Time	Title	Presenter-(s)



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Insert partner logo

MINUTES OF MEETING

Meeting:

Date:

Time:

Location:

Participants	Apologies

Minutes:

- Text
- Text
- Text
- Text

Action points:

No.	Action	Who	When
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			

**Minutes are deemed accepted if no corrections are received within 10 days of the sent date.
Action points will be followed up by the due dates indicated.**



Disclaimer: the PIGWEB project has received funding from European Union's Horizon 2020 research and innovation program under Grant Agreement No 101004770.

The image displays two presentation slide templates for the PIGWEB project. Both slides feature a red border and a white background with a blue and green footer.

Slide 1 (Title Slide):

- Top left: A box labeled "Insert logo".
- Top right: The PIGWEB logo, which consists of a globe icon and the text "PIGWEB".
- Center: A large green heading "Title of the presentation".
- Below the title: A horizontal line, followed by the text "NAME AND ORGANISATION OF THE PRESENTER:", "DATE:", and "EVENT:".
- Bottom left: A small European Union flag icon and a disclaimer: "Disclaimer: the PIGWEB project has received funding from European Union's Horizon 2020 research and innovation program under Grant Agreement No 101004770."
- Bottom center: The website address "WWW.PIGWEB.EU".

Slide 2 (Content Slide):

- Top left: A box labeled "Insert logo".
- Top right: The PIGWEB logo.
- Center: A large green heading "Title" and the text "Content".
- Below the content: A horizontal line.
- Bottom left: A Twitter icon and the handle "@PIGWEB".
- Bottom center: The website address "WWW.PIGWEB.EU".
- Bottom right: The number "2".

Annex 3 PIGWEB Presentation Template



Partner logo

Title

Authors



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Annex 4 PIGWEB Poster Template

PIGWEB

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Name

Position

Name of the organization

PIGWEB – An infrastructure for experimental research for sustainable pig production

Tel : + xx xxx xx xx

insert@email.com

www.pigweb.eu



PIGWEB is a H2020 project which was launched on 1 March 2021. This 5-year project gathers 16 different partners from 9 different countries. PIGWEB will provide transnational access (TNA) to ensure easy and transparent access to 28 experimental pig research infrastructures and associated laboratories.

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Annex 5 PIGWEB Email Signature Template

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