



Horizon 2020
Programme

GENIORS

Research and Innovation Action (RIA)

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<http://geniors.eu/>



Communication toolkit

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Summary

The GENIORS project developed a project communication toolkit in order to provide the tools needed by the project's partners to communicate. It also provides a single, coherent identity for the promotion of the project.

Approval

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INTRODUCTION

The GENIORS project developed a project communication toolkit in order to provide the tools needed by the project's partners to communicate. It also provides a single, coherent identity for the promotion of the project.

TOOLS

LOGO

One of the first actions in the communication activities was to develop the project's identity. To build its brand recognition, a logo was designed in the first month of the project. It is and will be associated and included in all documentation (paper or electronic) and promotional material.

The logo guarantees the identity of the project. To achieve this, a number of logo versions were designed and examined, with the aim to represent as best as possible the project in the simplest and clearest way.



GENIORS logo

The GENIORS logo uses a font that evokes technology. The letter "O" is an arrow that symbolises the idea and concept of recycling, and the color red was chosen to give the idea of action and dynamism.

PRESENTATION TEMPLATE

A presentation template was designed and distributed in the first months of the project to continue building the “GENIORS brand”.



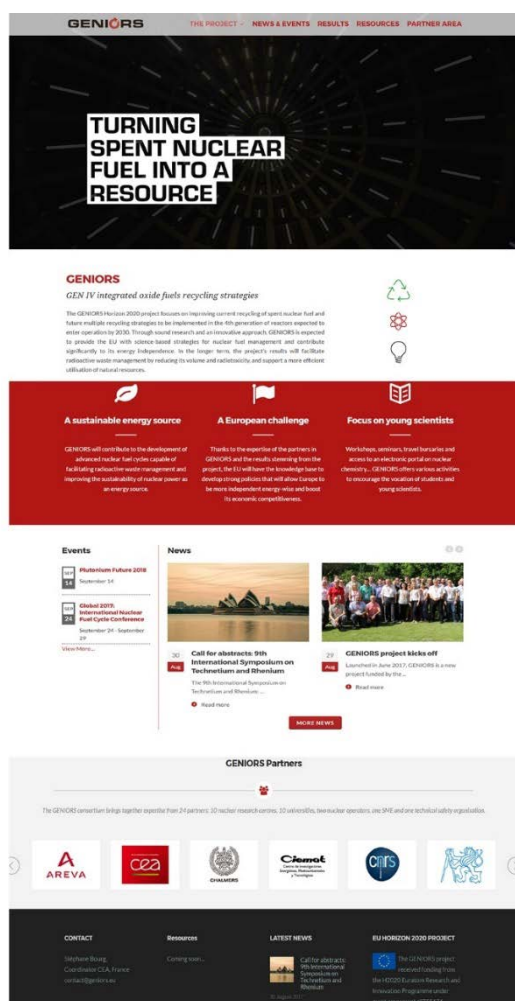
PowerPoint presentation template

WEBSITE

The GENIORS Public Website www.geniors.eu was designed and developed to serve as a dynamic information and communication tool, as well as a platform for the project team. It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, these include:

- What the project is about
- What the project is delivering, and why
- Who the partners of the project are
- Where to find more information on the topic or related topics

The GENIORS website was officially launched in August 2017. It will be continuously updated and will evolve with the lifecycle of the project, according to the dissemination and communication policy of the project.



Website homepage screenshot

OTHER MATERIAL

ROLL-UP

During the project, a roll-up will be designed to reflect the mission and expected outcomes of the project. The rollup will include the main messages, keywords and the consortium members.

It will be used in events organised by GENIORS or it will be displayed during poster sessions at events, thus raising awareness on the project's aims and topics.

ELECTRONIC COMMUNICATION TEMPLATE

A template, based on the GENIORS visual identity, will be designed in the next months for electronic communications, in particular newsletters and newsflashes.