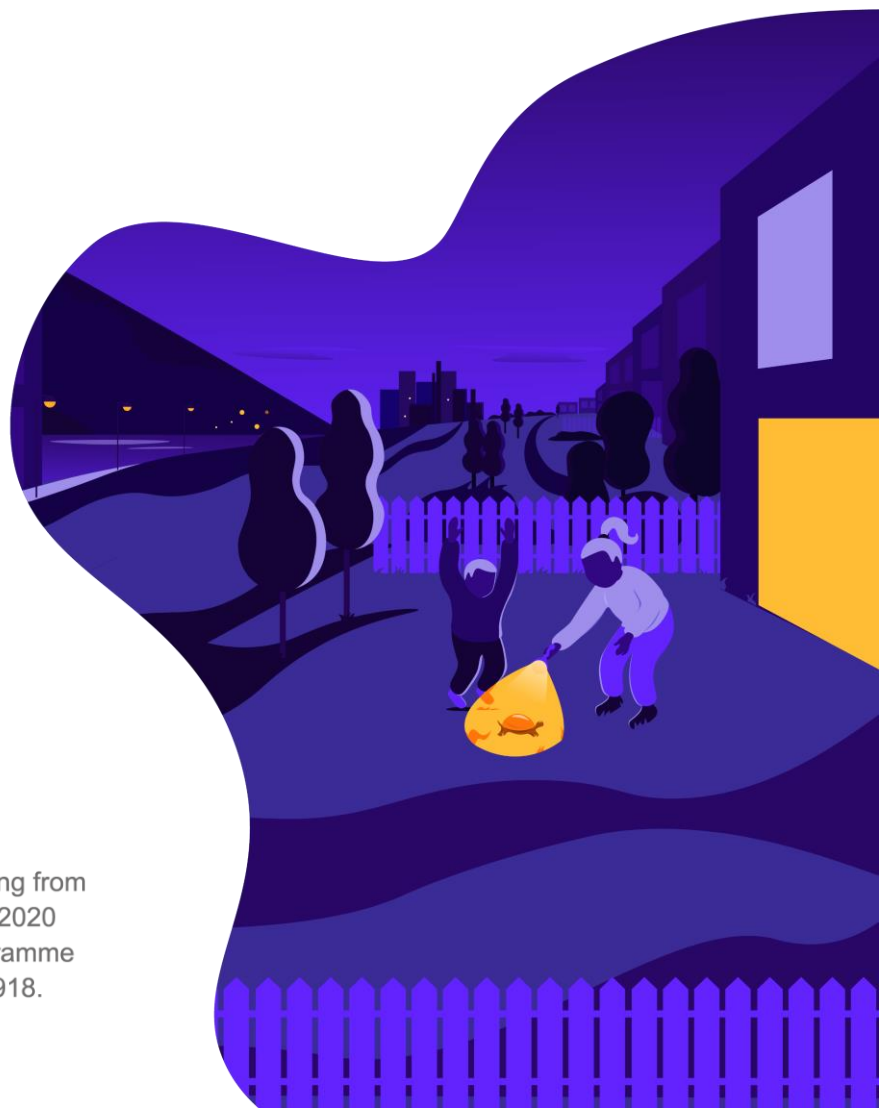


WP7 Dissemination, Communication & Stakeholder Engagement

D7.6 PROJECT VISUAL MATERIALS 9

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30/09/2020 (M9)



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1. Revision Log:

The name of the person (author) and beneficiary responsible for the document’s preparation. A record of document updates that designates who is responsible for the updates, in order to track changes.

PROJECT ACRONYM syn.ikia
PROJECT NUMBER 869918
PROJECT TITLE Sustainable Plus Energy Neighbourhoods
WEBSITE www.synikia.eu

2. Technical References

Deliverable (number)	D7.6			
Deliverable Name	Project Visual Materials 9			
Work Package (number)	WP7			
Task number and Title	T7.3 Produce Visual identity materials			
Dissemination Level	PU			
Date of Delivery	30/09/2020			
Lead Beneficiary	Clara Mafé Cortés – Housing Europe			
Contributors	Margaux Barrett – BPIE, Niki Gatani – NTNU			
Reviewers	Caroline Cheng - SINTEF			
Status	ACCEPTED			
Document history	V0	Clara Mafé	WP7 leader	31/08/2020
	V1	Clara Mafé	WP7 leader	28/09/2020

3. Executive Summary

This deliverable presents and describes the syn.ikia’s visual materials developed from the project start until M9 (September 2020) - these will be updated in M28 in D7.19 Project Visual Materials 28. The project visual materials shall be used by the syn.ikia consortium as support tools to present the project and communicate about its concept and results to the project’s target audience. The document includes the visual identity guidelines, templates, roll-up banner, flyer and one-minute explainer video.

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4. Roles and Responsibilities

Name	Role	Responsibility
HE	WP7 leader T7.6 leader	Ensure effective management of the task and the production of deliverables
NTNU	WP7 participant	Effective management and contribution to the project visual materials
BPIE	WP7 participant	Ensure effective delivery of the one-minute explainer video
SINTEF OBOS	WP7 participants	Provision of feedback Translation of flyer into Norwegian
AREA	WP7 participant	Translation of flyer into Dutch
IREC	WP7 participant	Translation of flyer into Spanish
INCASOL	WP7 participant	Translation of flyer into Catalan
Rest of partners	WP7 participant	Provision of feedback

5. Introduction

The syn.ikia project communicates its objectives and results not only in digital environments, but also in person, through the consortium partners. For this reason, a number of printed materials have been prepared and will be distributed to partners according to their needs.

Printed materials will be especially needed during the participation of partners in events: while the attendance at third party events will mainly require flyers and possibly infographics, the organisation of the project's own events will require the production of more formats, such as the roll-up banner and the explainer video. The production of additional materials will be considered in case of partners' needs. The visual materials presented in the current deliverable include templates, flyers, banner and explainer video – developed in accordance with the visual identity guidelines.

The syn.ikia visual materials respect a visually clean and consistent presentation to help communicate the essence of the project to its target audience and keep a unique and strong identity across project outputs. It is for this reason that visual identity guidelines and templates for a set of formats have been produced as a reference for all consortium partners. They also emphasise the project results in a creative way, especially those that respond to specific research and social objectives.

6. Description of the Deliverable

Visual identity guidelines, templates, roll-up banner, flyer and one-minute explainer video

An external designer was selected in May 2020 to support Housing Europe in the design and production of the project visual identity materials: flyer, roll-up banner and visual identity guidelines and templates. An internal assessment process was carried out with Housing Europe to evaluate the three proposals received for the delivery of the task (in line with H2020 rules). SKOGEN was considered the most appropriate candidate for the task based on best quality/price ratio and their previous involvement in the development of syn.ikia’s visual identity during the proposal writing stage.

Updated Visual identity guidelines

The project visual identity guidelines were produced by NTNU and SKOGEN during the project proposal stage and have been updated since for the purpose of this task. Syn.ikia’s visual identity guidelines contain:

- The visual and graphic concept
- The colours and their respective codes (new)
- The typographies (new)
- The logo and how to use it.

See Visual identity guidelines [here](#).

Templates

PowerPoint and Word templates were also produced to keep the internal and external results congruent with the overall image of the project.

Syn.ikia’s PowerPoint template will be used by project partners for presentations inside and outside the consortium (i.e. project meetings, events and conferences).

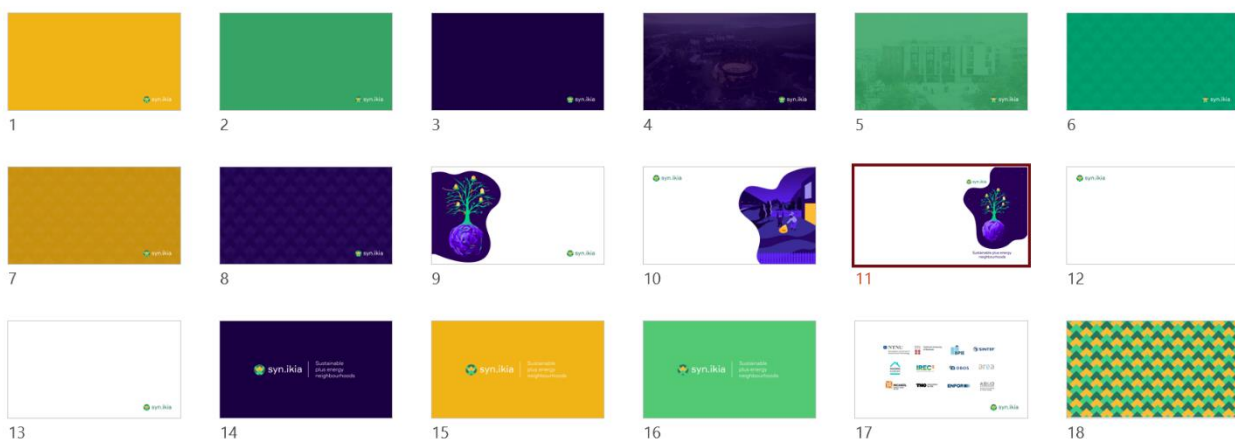


Figure 1 Syn.ikia PowerPoint template

Syn.ikia’s Word template will be used by project partners for the production of project deliverables and reports.

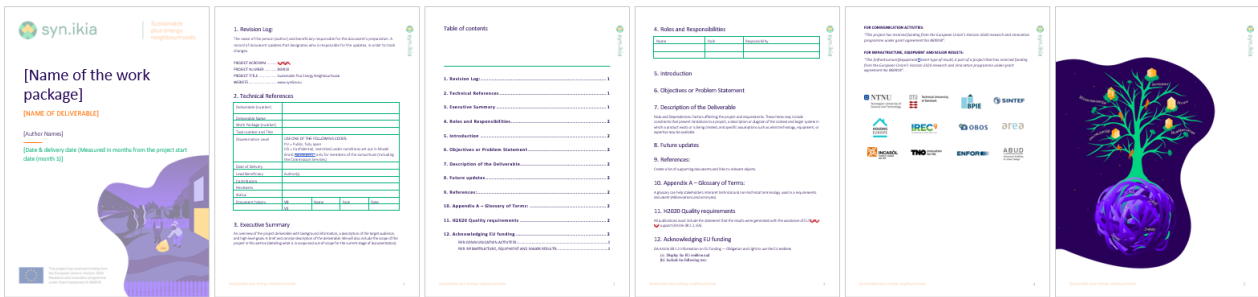


Figure 2 Syn.ikia Word template

Roll-up Banner

A roll-up banner was also produced by SKOGEN for the promotion of syn.ikia at project events, conferences, workshops and site visits. It includes: the project’s logo and tagline as well as its core illustration; project partners’ logos and acknowledgement of EU funding.

See roll-up banner [here](#).

Project Flyer 1

The first project flyer presents syn.ikia’s main objectives, strategy and impact, along with a brief overview of the demo neighbourhoods and the consortium. The graphic layout was developed by the SKOGEN team in accordance with the project’s graphic identity, while the text was previously agreed between Housing Europe and all consortium partners. The flyer, though available in digital format for download from the website, will also be printed and distributed to partners. It will be produced in English and translated into local languages (Norwegian, Dutch, Spanish, Catalan and German) with the help of the local partners.

See Project Flyer 1 and its translated versions in NO, NL, ESP and CAT [here](#).

Project Explainer Video

The one-minute explainer video presents the project, its objectives and the sustainable plus energy neighbourhood concept. The video includes graphic elements and animations to give a clear and appealing image of the project as well as to attract attention and interest to syn.ikia’s work. The tone-of-voice chosen is easy-to-understand and attractive so it is accessible and inviting to the wide range of project stakeholders.

An external designer was selected during May and June 2020 to support BPIE in the technical implementation of the project’s video. An internal assessment process was carried out with Housing Europe to evaluate the three proposals received for the delivery of the task (in line with H2020 rules). Propulse was considered the most appropriate candidate for the task based on best quality/price ratio. The script of the video was drafted and finalised in June by BPIE with the support of Housing Europe and NTNU. In July, the scenario and the graphic design for the sequences were defined together with the voiceover. The full sequence (this corresponds to all the scenes of the video in graphic design form - the storyboard) can be found [here](#). The video will be available with subtitles in the different local languages of consortium partners: Norwegian, Dutch, Spanish, Catalan and Hungarian.

The video distribution will mainly happen online, via the website, social media, communication portals and platforms. A YouTube channel has been created for syn.ikia where the video has been published for this purpose. This will ensure that a good number of people will be able to come in contact with the contents and

will hopefully proceed to get better acquainted with the project in general. In addition to these distribution channels, the video will also be available for project partners as a quick and easy way to present the project in many contexts, such as participation in third party events, presentations in workshops or clustering events, presentations to stakeholders and possible investors.

For the purpose of this deliverable, the video has been shared under “unlisted condition”, only users with the link are able to see the video. Once all versions of the video are available with the different language subtitles, they will be shared publicly free of the current watermark.

See the project’s explainer video [here](#).

7. Future updates

- The roll-up banner will be updated with the logo of the new Austrian beneficiary once they have been formally accepted into the syn.ikia consortium.
- The first project flyer will be translated into German once the new Austrian beneficiary has formally joined the syn.ikia consortium between M9 and M10.
- The second project flyer will be produced on the second year of the project and will focus on the work of the demo neighbourhoods.
- The project explainer video will be available with subtitles in the different local languages of consortium partners: Norwegian, Dutch, Spanish, Catalan and Hungarian.



