



Deliverable D12.1

Communication Kit

www.pleiades-project.eu

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Abstract	As part of task 12.1 the deliverable will showcase the communication kit for the PLEIADES project (logo, templates, factsheet, website, social media channels, document storage & access)

Authoring & Review

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1. Executive Summary

This report presents the PLEIADES communication kit, which is the basis for internal and external (public) communication within the project.

The basis for the explanations is work package (WP) 12 – task 12.1. The deliverable lays the project's communication foundations. The communication kit consists of the official logo, standardized templates to be used during the project (Word & PowerPoint), a printable/online factsheet, website, social media channels. This deliverable also defines the places where the communication documents are stored for all interested stakeholders and the consortium.

The aim of the communication kit is to create a professional, consistent and recognisable identity for PLEIADES, providing a common communication basis on which the project results can be effectively and widely shared. The communication activities aim to promote the project results and reach a wide range of recipients.

2. Objectives

The communication kit is part of the broader PLEIADES communication strategy.

The overarching objectives are to raise awareness and ensure maximum visibility of the project's key objectives, activities and results. This will be achieved through specific PLEIADES events, the dissemination material provided here and the definition and support of dissemination targets.

The following table 1 shows the communication tools and channels that are provided during the project. The tasks which are part of the communication kit are highlighted in blue.

Table 1: Overview of PLEIADES communication tools

PLEIADES communication tools	
Logo/ graphic identity	• Creation of project logo/visual identity • Templates (Deliverables, Presentation)
Printed materials	• Production of PLEIADES factsheet • PLEIADES Technical Brochures
Website & Online	• Creation & Management of website • Communication Kit
Videos	• Promotional videos
Social media	• Maintain social networks accounts
Newsletters	• Online leaflets • bi-annual e-Newsletters
Press release	• Announce at least two press releases
Assessment of communication	• Communication Plan Document (CPD) & Dissemination Action Plan (DAP) • Re-organization of communication strategy

3. Communication documents

In the following sections the different parts of the communication kit are defined.

The project logo

An official project logo was prepared for the project kick-off meeting on January 13 and 14 in Bruxelles. This both highlights the focus of the project and suggests dynamic development.

The logo and its variants were presented at the kick-off meeting and approved by the entire consortium.

- The logo is available as .png and as .eps.
- Two different color variants (white & dark) were developed. These are available as an icon and as a logo with the Pleiades lettering.



Figure 1 PLEIADES-logo option 1 – icon (white)



Figure 2 PLEIADES-logo option 2 – icon (dark)



Figure 3 PLEIADES-logo option 3 – Logo PLEIADES (white)



Figure 4 PLEIADES-logo option 3 – Logo PLEIADES (dark)

Standardized templates

A standardized template (PowerPoint) was developed to ensure a uniform presentation of the interim results and the project outcomes. All members of the consortium are encouraged to use this template for internal meetings as well as for external communication.

The template defines not only the general appearance but also the fonts, the structure of the slides, and the use of the official disclaimer/funding reference and the logo of the European Commission to be used during the project. A light-colored basic template was chosen to make the slides easier to read (light background, dark text).

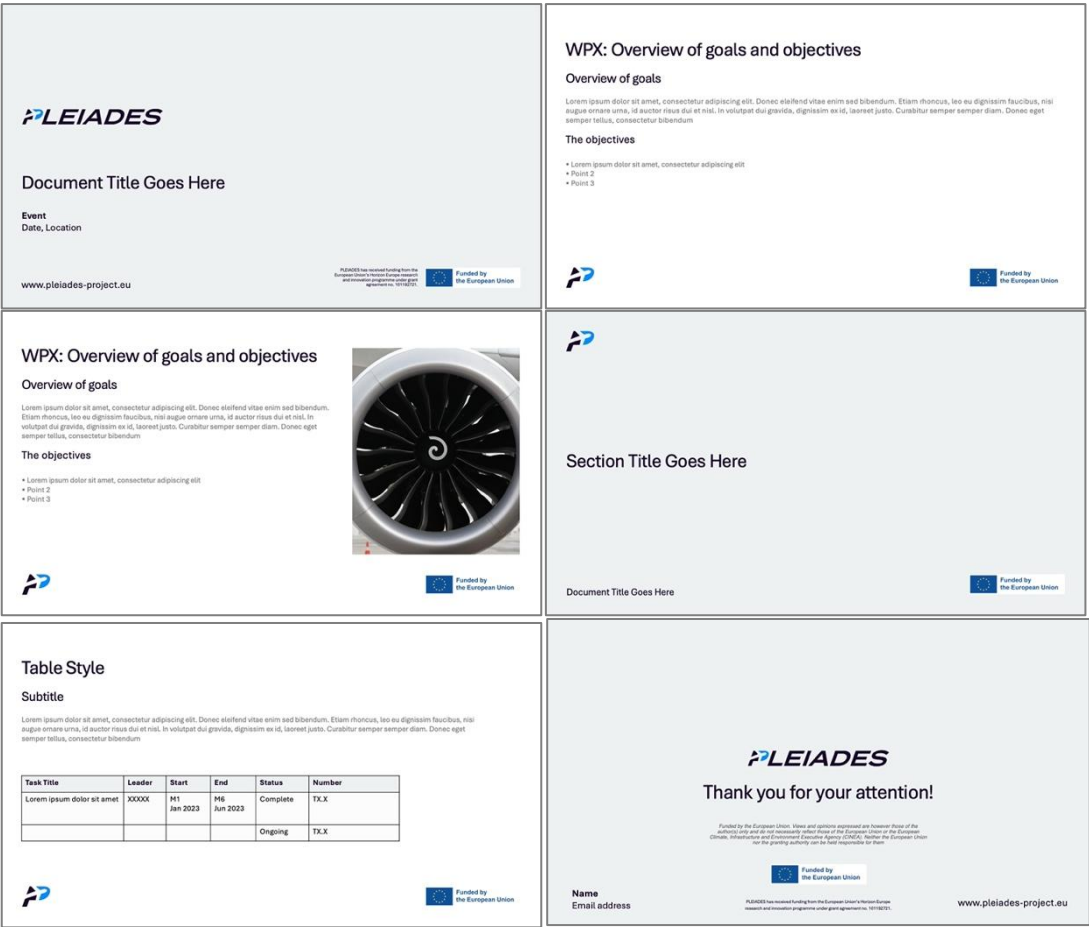


Figure 5 PLEIADES-PowerPoint Template

In addition to the PowerPoint template a Word template was created.

All members of the consortium are encouraged to use this template to create their reports/deliverables.

The Word template includes a cover page, as well as a tabular list of all necessary information about the project, creator, and revision numbers. This is to ensure complete traceability and the current revision status of the present document version.

In addition, it includes a general project description, the font (Montserrat, Open sans), font colours (Light Blue - #008CFF; Dark Blue - #18072B) and design basics are defined. The template concludes with a final page on which the disclaimer and funding guidelines are already entered.

Project website

By the time this deliverable is submitted, the website will be online. It can be reached by following the link <http://www.pleiades-project.eu>

The design has already been approved, and the content has also been finalized. The following figure shows a section of the website.

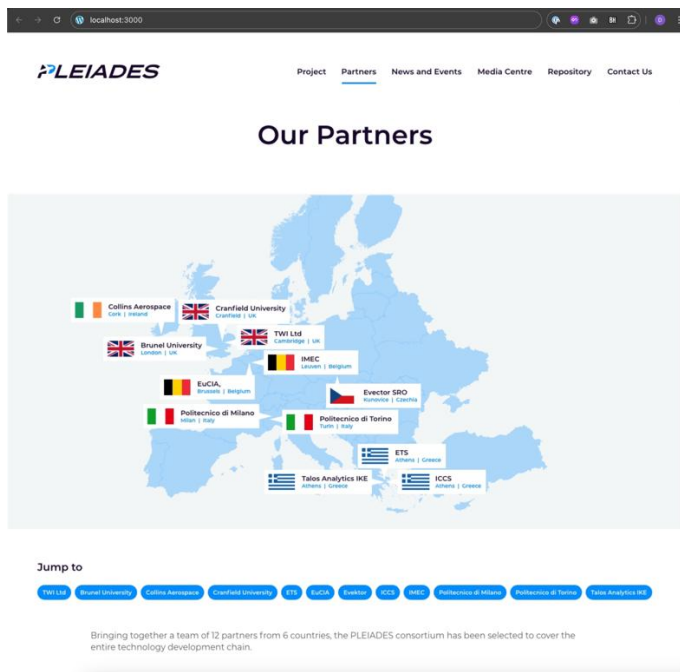
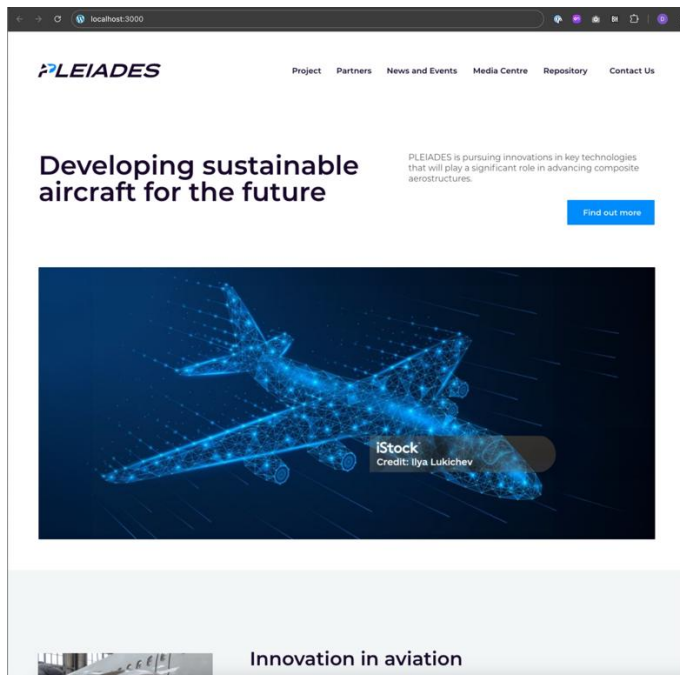


Figure 8 Design of the PLEIADES website

The website was designed and built by an experienced agency. The site utilises a WordPress content management system. Google Analytics is used for visitor analysis.

Its performance and load speed are optimised for SEO and mobile viewing (approximately 50% of all web traffic is expected to come from mobile). The website hosting and maintenance plan ensures the site is up to date and secure, and includes technical support, daily website backups, monthly managed WordPress core updates, plugin updates, theme updates and security updates, performance monitoring, and ongoing website optimisation.

The website build stage will be completed in February 2025. It is the central platform for communicating the project's key messages, objectives, and results.

The main objectives of the website are to clearly explain the project concept, methodology and technology solutions, provide news updates about project progress and activities, provide access to all non-confidential project documents and results, and allow stakeholders and interested parties to easily contact the project and register to receive newsletters.

The website has been designed to be attractive and easy to navigate. It currently features six pages: Home; Partners; News and Events; Media Centre; Repository; Contact Us.

Social media

To ensure good visibility in social media, a LinkedIn account has been set up for PLEIADES. The account can be found at:

<https://www.linkedin.com/company/pleiades-project/>

@PLEIADES project

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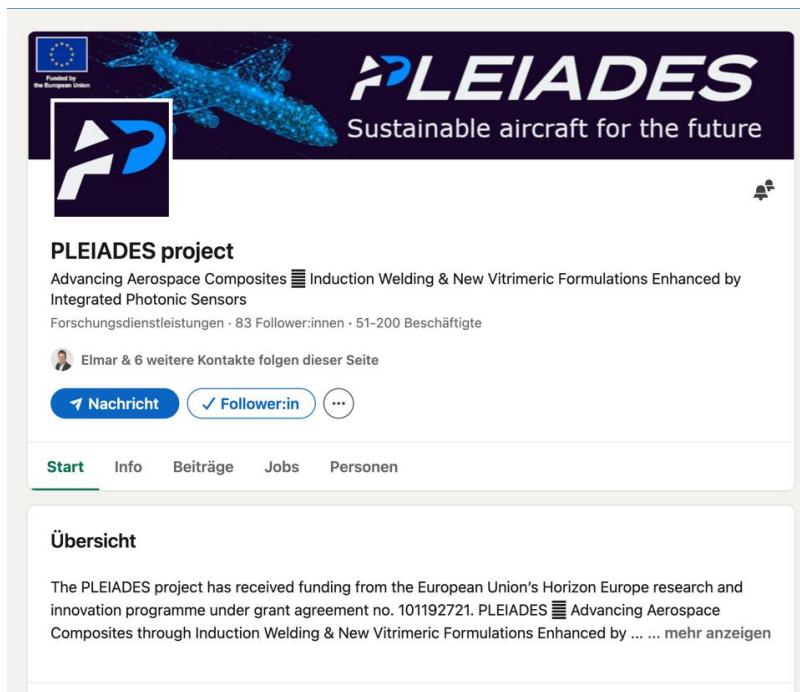


Figure 9 Screenshot PLEIADES LinkedIn account

The social media channel already has 83 followers. Project news will be posted here, but press releases and posts from partners with a project reference will also be published.

All consortium members are instructed to evaluate the posted information and share it within their own networks if possible.

The platform X (formerly Twitter) is increasingly coming under criticism for legal violations, but also for spreading false/dubious messages. After appropriate discussions during the kick-off meeting within the consortium, it was decided not to create an X-account for PLEIADES for the time being. The members consider the medium X to be only partially suitable for sharing scientific knowledge.

It was also decided that our stakeholders could be reached much better with a corresponding LinkedIn account than with a more personal medium like Facebook.

As the project progresses and after the corresponding videos have been created, a YouTube channel will also be set up.

Other social channels will be monitored and their potential value for PLEIADES communications assessed as the project progresses.

Document Storage & Availability

All documents contained in the communication kit are public documents and not restricted to the consortium. The two exceptions are the templates. All documents remain under the copyright of the PLEIADES consortium/the creators. Distribution or reproduction will need written approval from the Project Coordinator.

The various logos and selected images for which the project or the corresponding partners hold the publication rights will be published in the “Media Centre” section of the website. This section will also contain project press releases, background information and images for journalists to use in articles, newsletters, etc. In addition, press coverage (important magazine articles, interviews) will also be published there.

The area “News & Events” will cover all the consortium's reports and information about upcoming meetings. This means, for example, that it also contains information on upcoming and past meetings, congresses, general information, etc. which are not published as an Article. The website area “Repository” will contain all public deliverables/reports, as well as information on project results.

In addition to the website, the consortium has access to a sharefile system for internal purposes and the sharing of confidential information. See Deliverable D1.1 – Project & Document QA.

4. Conclusion

The current document forms the basis for communication both internally and outside the consortium. It provides a set of tools to assist in communicating and creating documents and lists standards that should help to ensure a consistent appearance.

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