Ref. Ares(2024)7102579 - 07/10/2024

AGROECOLOGY
PARTNERSHIP

DELIVERABLE 3.2

PROMOTION TOOLS

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Deliverable No.	3.2
Dissemination level	PU
Work package	3
Lead beneficiary	INIAV
Due date of deliverable	28 June 2024
Actual submission date	07 October 2024

Revision History		
Date	Version	Author/ Contributor/ Reviewer
30/07/2024	V1	INIAV-José Matos, Carla Brites, Ana Paula Alves, Paulo Carvalho
19/08/2024	V1	Jülich and ILVO request: Reformulate according to the objectives, provide a description of the promotional tools, include instructions on how and when these tools will be used and provide templates in the annexes.
21/08/2024	V2	INIAV- José Matos, Carla Brites
23/09/2024	V2	Jülich and ILVO request
30/09/2024	V3	INIAV- José Matos, Carla Brites

Approved by the Coordinator on: 07/10/2024

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EXECUTIVE SUMMARY

The primary objective of the communication and promotional materials, along with supporting tools, is to develop a cohesive corporate design and graphic line that will be used across all work packages (WPs) of the project. This includes the creation of a unified visual identity, which will be reflected in various forms of communication and dissemination materials. The aim is to ensure consistency and recognition of the project's brand in all related outputs.

The deliverable includes the development of a project logo, as well as templates for various promotional materials such as presentations, flyers, banners, and official documents. Special attention is given to defining a consistent font and colour scheme to be used across these assets, along with guidelines for customization and usage.

Key templates outlined in the document include: project presentations (PPTs); flyers (horizontal and vertical formats; posters/roll-up banners; project documents (Word files, reports, and deliverables).

Detailed instructions for usage and customization of these templates ensure that all team members and partners adhere to the unified design.

The annexes provide ready-to-use templates for each of these communication materials, including presentations, flyers, posters, letters, agendas, meeting minutes, newsletters, and reports.

This strategic approach to visual identity will strengthen the project's presence and ensure that its materials are professionally and consistently represented across all platforms and stakeholders.

1. Objective

The objective of the communication and promotional material and supporting tools is the development of a corporate design and graphic line that will illustrate most of the communication and dissemination material across all work packages (WPs). This includes creating a cohesive visual identity for the project, encompassing everything from logos to templates for promotional materials.

2. Visual Identity

A cohesive visual identity has been developed for the AGROECOLOGY Partnership, comprising a set of graphical elements that include a logo and standardized templates for project presentations, flyers, poster/roll up, letter, agenda, meeting minutes, and report/deliverables documents.

These elements were designed with three primary objectives in mind:

- Consistency: The consistent use of these visual elements ensures effective communication of the AGROECOLOGY Partnership concept and outcomes, particularly for dissemination purposes. It creates a unified and professional appearance across all project materials.
- Reusability: The templates serve as practical guidelines for partners when creating various documents, such as deliverables, eliminating the need to design each document from scratch. This streamlines the process and maintains a uniform look and feel.
- Appeal: The design elements were carefully crafted to reinforce the project's identity, making it easily recognizable and memorable. Equal attention was given to both symbolic elements and aesthetics to ensure that the visual identity is not only functional but also visually engaging.

3. Project Logo

The AGROECOLOGY Partnership logo embodies the essence of the project by depicting a landscape with green fields, trees, a yellow sun, and blue water—symbolizing the natural resources that the project aims to protect and promote in agroecological transitions. The logo is designed to be both distinctive and easily memorable, with options to outline the elements in white or transparent lines to suit various backgrounds.

The design process for the logo, illustrated in Figure 1, was highly collaborative, with input from all consortium members, leading to a final selection that reflects the collective vision of the project. This logo not only captures the core elements of agroecology but also serves as a strong visual representation of the project's goals and values.

Figure 1. AGROECOLOGY Partnership Project Logo

4. Templates

The graphic charter and logo served as the foundation for designing the communication templates, ensuring a cohesive project identity both within the consortium and among external stakeholders. The project logo, the EU flag graphic, and the funding disclaimer are prominently featured on all templates.

4.1 Font and Colour Scheme for Project Identity

All templates and documents will consistently use the 'Calibri ' font, with specific font sizes designated for different text elements: size 14 for headings, size 12 for subheadings, and size 11 for body text. This standard applies also to reports and text-based deliverables.

The AGROECOLOGY Partnership colour scheme, integral to its graphical identity, will be strictly adhered to across all templates and deliverables with colour RGB (141, 191, 55) for headings and subheadings and colour RGB (91, 91, 91) for body text. This colour scheme is outlined in the graphic charter and is designed to maintain visual consistency across all project communications.

4.2 Template Usage and Customization

4.2.1. Project Presentations (PPTs):

Templates for poster presentations are available in both heavy (Annex 1) and light formats, featuring cover pages, agenda slides, short and long title slides, chapter dividers, and final slides that match the

project's logo and colour scheme. The heavy format also includes additional graphic and infographic elements, as well as icons that can be copied and pasted as needed.

4.2.2. Flyers:

Templates for flyers are provided in both horizontal (Annex 2) and vertical A4 formats (Annex 3). These templates include designated areas for text, tables, and images, allowing for easy customization.

4.2.3. Poster/Roll-Up Banners:

A template for posters or roll-up banners (Annex 4) is available, featuring text, tables, and image placeholders. This format is ideal for showcasing the project at conferences or public events.

4.2.4. Project Documents (Word Files/Reports):

The templates for the letter (Annex 5), agenda (Annex 6), and meeting minutes (Annex 7) documents have been designed with user-friendly, fillable tables to facilitate easy completion.

4.2.5. Report/Deliverables:

The template for deliverables (Annex 8) includes essential information fields such as dissemination level, work package, lead beneficiary, version, due date, actual submission date, and revision history (including date, version, author/contributor/reviewer, and the date of coordinator approval).

4.2.6. Instructions for Use

All project partners should use these templates for all project-related communications to maintain consistency and a professional presentation. While sample images are included in the templates, partners are encouraged to replace these with project-specific visuals to better reflect their individual contributions. For reference, images of the templates are provided in the annexes, offering a clear overview of their content and layout.
The finalized templates for reports, deliverables, project presentations, flyers, posters, letters, meeting agendas, and minutes have been produced. These templates ensure consistent and professional communication across all project materials and have been uploaded to the general folder on the AGROECOLOGY Partnership SharePoint.
The templates will also be available to the research projects consortia funded in the co-funded calls under the AGROECOLOGY Partnership. However, without the mandatory use of them; these research projects need indeed to acknowledge their sources of funding (national or regional funding authorities). All projects will, however, be requested to acknowledge the AGROECOLGOY Partnership and to use the Partnership logo in their dissemination and communication material.

5. Promotional materials

Small, sustainable giveaways such as USB drives, bookmarks, pens, and other items will be produced. The two main priorities in developing these materials are ensuring their usefulness and choosing sustainable,

biological materials (avoiding plastics). To meet these goals, we have decided to use cork, a highly sustainable material. Cork is harvested from cork oak trees without damaging them, and a single tree can live for hundreds of years, with its bark being removed every 9 years. Cork is a durable, eco-friendly material and can be used to produce a wide range of items. We will create a selection of product designs, which will be reviewed and approved by the AGROECOLOGY Partnership coordinator team before moving forward with production.

6. Conclusion

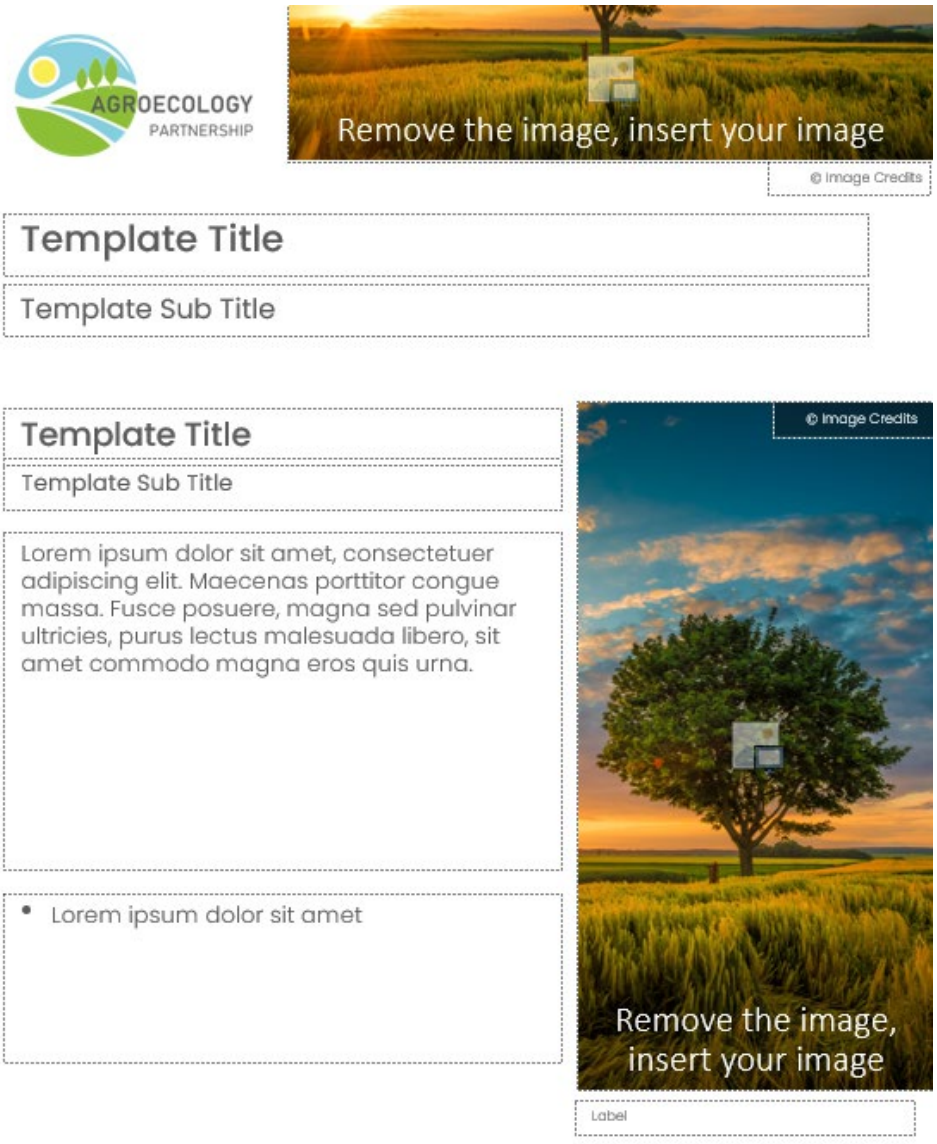
The successful development and implementation of a corporate design and graphic line will ensure a cohesive visual identity across all AGROECOLOGY Partnership materials and communication platforms. By engaging all WP and task leaders in the design process, the materials produced will not only be visually appealing but also aligned with the project's objectives and values.

7. Annexes

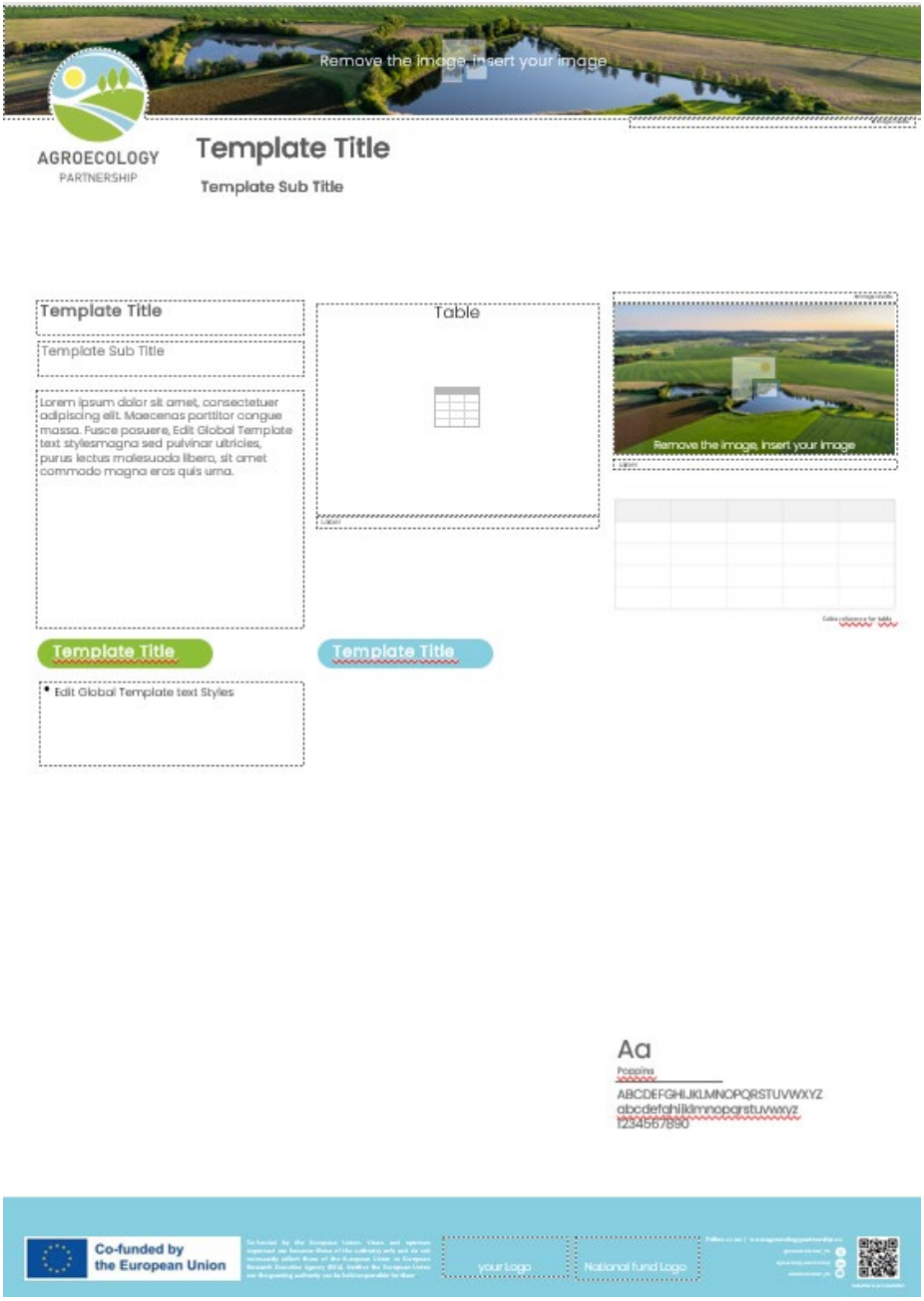
7.1. Annex 1: Project Presentation Template

7.2. Annex 2: Project Flyer Template (Horizontal Format)

7.3. Annex 3: Project Flyer Template (Vertical Format)



7.4. Annex 4: Project Poster/Roll Up Template



7.5. Annex 5: Project Letter Template

7.6. Annex 6: Project Agenda Template

Agenda

Event Title

Organiser					
Location					
Date		Time		Meeting	
Online log					

Time	Items	Speaker

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7.7. Annex 7: Project Meeting Minutes Template

Meeting Minutes

Event Title

Organiser					
Location					
Date		Time		Meeting	
Online log					

Meeting Objectives
1.
2.
3.
4.
5.
6.

Connected via Zoom			

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1 of 2

Meeting Minutes

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- Fusce posuere, magna sed pulvinar ultricies
- Amet commodo magna eros quis urna

Next Meeting: DD.MM.YYYY

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7.8. Annex 8: Project Report/Deliverable Template

Deliverable No.	
Dissemination level	
Work package	
Lead beneficiary	
Version	
Due date of deliverable	
Actual submission date	

Revision History		
Date	Version	Author/ Contributor/ Reviewer

Approved by the Coordinator on: DD/MM/YYY

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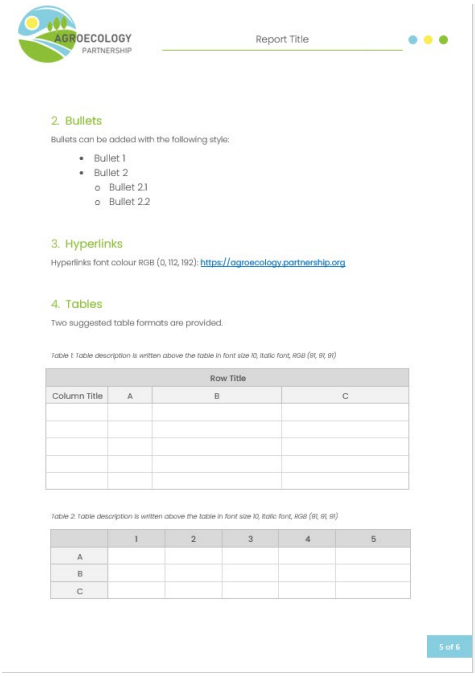

2. Bullets

Bullets can be added with the following style:

- Bullet 1
- Bullet 2
  - Bullet 2.1
  - Bullet 2.2

3. Hyperlinks

Hyperlinks font colour RGB (0, 112, 192): https://agroecology.partnership.org

4. Tables

Two suggested table formats are provided.

Table 1: Table description is written above the table in font size 10, Italic font, RGB (91, 91, 91)

Row Title			
Column Title	A	B	C

Table 2: Table description is written above the table in font size 10, Italic font, RGB (91, 91, 91)

	1	2	3	4	5
A					
B					
C					

5. Figures / Images

Figure 1: The description of a figure/image is written below in font size 10, Italic font, RGB (91, 91, 91) (Image source: Freepik.)