



621547-EPP-1-2020-1-RO-EPPA3-IPI-SOC-IN

**Social inclusion and common values: the contribution in the field of education and training**

EACEA/34/2019

## D7.2 Project branding & online presence

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#### Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## EXECUTIVE SUMMARY

A Visual Identify Guide (VIG) has been created to enable the understanding of the function and value of the INCLUDEME Project. The specific public identity will be reflected on its printed and online materials.

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# 1 INTRODUCTION

## 1.1 Background

This report details the outcomes of the project branding and online presence activities, which aim to provide a cohesive visual identity for the project, enabling consortium members to communicate efficiently and coherently with key audiences. The goal of the project branding strategy is to reflect the mission and the objectives of the INCLUDEME Project in a clear, consistent, and cohesive manner, providing partners with visual and editorial tools that enable them to articulate and express in different languages an authentic representation of the project objectives and outcomes. This deliverable builds upon dissemination activities in previous research projects (BEACONING, <https://beaconing.eu>).

## 1.2 Role of this deliverable in the project

This deliverable presents the Visual Identity Guidelines (VIG), the main sections and functionalities of the project portal that underpin the distinctiveness of the project and construct sustainable mechanisms to support dissemination activities during and beyond the life of the project. The objective of the VIG is to provide a unified, meaningful project brand that complies with the quality, and the innovative impact of INCLUDEME Project.

## 1.3 Approach

The visual identity of the INCLUDEME project and the structure of the website have been defined and developed based on the information and requirements collected from the project coordinator and the partners during online meetings and via email conversations.

## 1.4 Structure of the document

The deliverable includes the following sections:

- Section 2 defines the key visual identity elements of the INCLUDEME Project, as well as the project website guidelines and restrictions criteria;
- Section 3 details the characteristics and options available in the INCLUDEME website;
- Section 4 defines the accessibility criteria of the INCLUDEME Project, using the [wave.webaim.org](http://wave.webaim.org) tool for testing;
- Section 5 provides insights on the social media accounts that have been created to promote the INCLUDEME Project.

## 1.5 Online repository

Information concerning dissemination activities, the logo versions and documents concerning the visual identity of the project are available in the online repository of the INCLUDEME Project:

[https://1drv.ms/u/s!Amqljl\\_2CXRYr34O01ldM\\_dY8Gyj?e=X7Vllp](https://1drv.ms/u/s!Amqljl_2CXRYr34O01ldM_dY8Gyj?e=X7Vllp)

## 2 PROJECT BRANDING

The look-and-feel of the INCLUDEME Visual Identity, including the master brand, colour palette, typography and graphic style, are explained in the following Visual Identify Guidelines (VIG). The guidelines have been developed through careful consideration of many factors, both functional and aesthetic and adhering to them will help ensure a clear and consistent graphic identity.

We strongly recommend all partners of the consortium to use the INCLUDEME Visual Identity on all the print- and screen-based applications (including publications, marketing and promotional materials, PowerPoint presentations, websites, conference and event materials, advertising, plaques, certificates, etc.) that are large enough to allow the INCLUDEME logo to appear at least at its minimum size.

### 2.1 INCLUDEME logo

The INCLUDEME logo is a combination of the project “wordmark” and the “symbol” which represents, in a graphic style, the disadvantaged target group and the four disabilities that the project addresses: visual; auditory; cognitive and speech. The inclusion of these symbols in the logo reflects the main idea of the project, respectively to nurture and implement inclusive education practices across educational, economic, social, and cultural contexts, by infusing digital innovation in customizable, user-centred learning environments and by employing the capabilities and facilities provided through accessible information technologies and gaming approaches, and thus construct novel approached and experiences that engage, motivate and increase the performance of disadvantaged and disabled learners.

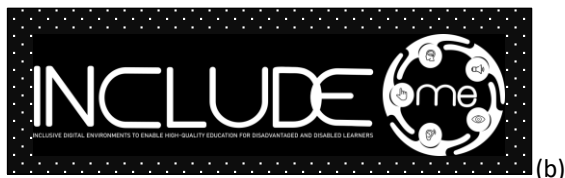
The wordmark of the INCLUDEME logo is made using the typeface **Aovel Sans**. The spacing between the letters has been adjusted for maximum effect and should not be altered. For that reason, do not attempt to re-create the wordmark. Permissible variations of the logo are shown on the following pages.

The logo of the project should not be recreated in any circumstance. Only the logo version presented in this manual is the correct one, only this one should be used and only in English.

The INCLUDEME Logo has three styles:



**Dark & Coloured wordmark** colour and transparent background. This is the main logo of the INCLUDEME Project.



**White wordmark** colour and transparent background. (To illustrate the use of the logo we used a black dotted background to show this version of the logo).

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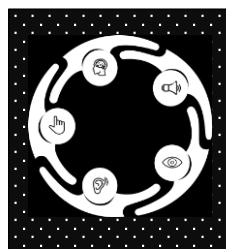


(c)

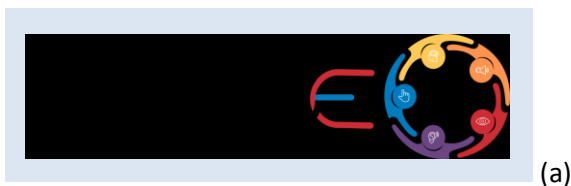
**Coloured wordmark** with the Project acronym inside of the logo, to be used for social media accounts.

## 2.2 INCLUDEME visual identity elements - symbol

The Symbol was created to reflect the Visual Identity of the INCLUDEME Project and reflects the project target groups. The symbol represents, in a graphic style, five people each representing the challenge that the project addresses. The elements of the logo represent a unit, which is defined as invariable. They must not be shown separately. The composition of the logo elements follow specific rules and must not be changed. If the space is limited, use the version (c) of the logo.



## 2.3 Printing on colour backgrounds



(a)

### Printing on Light Backgrounds

When printing the logo on light backgrounds, use the Dark wordmark colour (a).



(b)

### Printing on Dark Backgrounds

When printing the logo on dark backgrounds, use the White wordmark colour (b).

## 2.4 Reproduction in one colour

The logo can be inverted in black or white version (including the symbol), when printing on paper, although it is recommended to use the original examples. When reproducing the Symbol in Black and White, screen values may be adjusted for various printing techniques to maintain tonal differentiation.



(a)

### Black version

Can be used on light backgrounds.



(b)

### White version

Can be used on dark backgrounds.

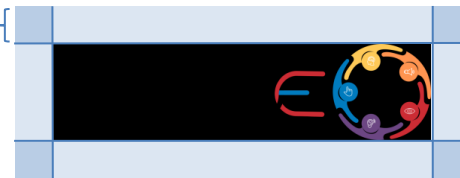
## 2.5 Size and clear space

The INCLUDEME logo should be integrated in various materials at a reasonable size to maintain legibility. On printed materials, the INCLUDEME logo may be no smaller than 5 cm. The light blue area in the diagrams indicates the amount of space that must be maintained between the logo and any other element, including the edge of a page. The clear space requirement is intended to prevent the logo from being crowded by other typographic or graphic elements. Minimum standards are described on the pictures below:



**LOGO WIDTH  $\geq$  5 CM**

0.5 cm



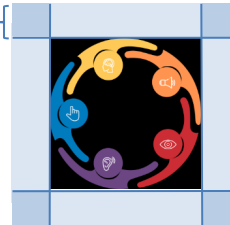
**LOGO WIDTH  $\geq$  5 CM**

When using the INCLUDEME symbol, the minimum size of the symbol may be no smaller than 2cm. The clear space requirement is intended to prevent the symbol from being crowded by other typographic or graphic elements.



**SYMBOL WIDTH  $\geq$  2 CM**

0.5 cm



**LOGO WIDTH  $\geq$  5 CM**

## 2.6 Incorrect usage

The INCLUDEME logo has been created based on a typeface and it has been customized and typeset, so any alteration of the wordmark is prohibited.

For maximum impact and overall consistency, it is important to protect the integrity of the INCLUDEME logo and maintain the aspect ratio. Always reproduce the logo from original artwork

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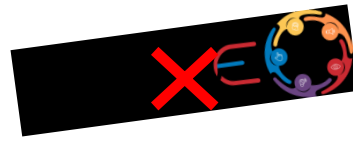
and avoid the improper colour usage illustrated below. These examples apply to all logo varieties.



Do not distort the logo



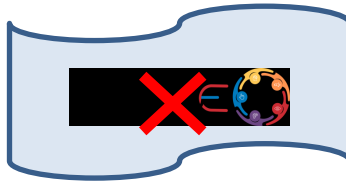
Do not rearrange the elements



Do not rotate the logo. The logo can be used on vertical alignment.



Do not use an unapproved colour



Do not add the logo in any shape



Do not apply a glow effect to the logo



Do not apply a shadow effect to the logo



Do not apply a blur effect to the logo



Do not use the logo on gradient backgrounds



Do not make the logo transparent



Do not outline the logo



Do not add extra text to the logo



Do not use an unapproved colour in the symbol



Do not crop the symbol into pieces



Do not use the symbol with any text

Please also consider the following rules when using the INCLUDEME logo:

- Do not use any other typeface to spell out INCLUDEME;
- Do not substitute the wordmark with other text;
- Do not change the size and arrangements of the elements;
- Do not combine the wordmark with other symbols;
- Do not use the symbol as a substitute in copy;
- Do not alter the colours of the logo. You can only invert the logo in black or white colour, or use the additional samples;

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- Do not obscure or hide parts of the logo;
- Do not place any text within the minimum clear space, explained in section **Size and clear space**.

## 2.7 Colour usage

The colours that have been used for the INCLUDEME project create powerful visual impact, proving a signal of quality. We encourage the use of the following colours whenever possible. The official colours of the INCLUDEME project are: **Strong red** (#cc2c34), **Dark violet** (#6c4683) and **Vivid blue** (#058fda). These colours together with **Soft orange** (#fec957) and **Light orange** (#ff9450) have been used also in the development of the logo.

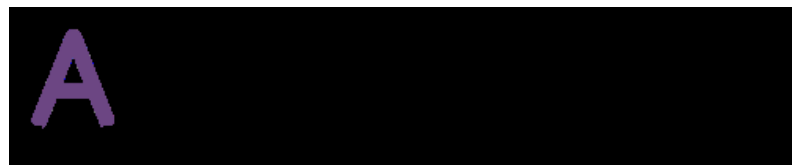
## 2.8 Typography

INCLUDEME Typeface has unique characteristics that help communicate specific messages and can work together with other design elements to make communications more readable, consistent, and visually appealing.

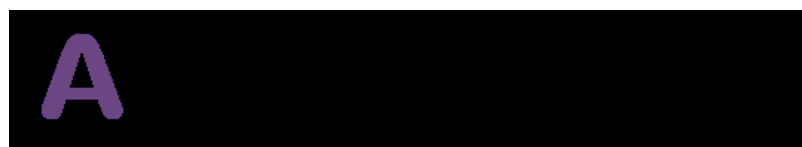
The INCLUDEME Project has three official typefaces:

- INCLUDEME Logo - **Aovel Sans** and typed on uppercase, which was chosen for its modern styling and together with its dynamism gives the logo a unique identity.
- INCLUDEME Website – **Nunito** and typed both on lowercase and uppercase.
- INCLUDEME Internal documents – **Calibri**.

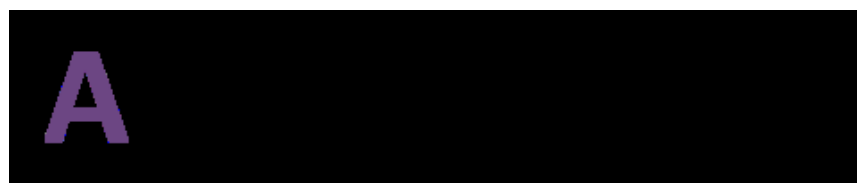
### LOGO TYPEFACE – Aovel Sans



### WEBSITE - Nunito



### INTERNAL DOCUMENTS – CALIBRI



## 2.9 Website guidelines

The website guidelines have been developed with the goal of providing a standardized look for the INCLUDEME project website. All uses of the INCLUDEME marks must comply with guidelines

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explained in **Section 2 – Project branding**, and may not be modified in any way without prior approval.

### Logo use on the web

It is recommended to follow the visual identity standards described in this document when using the INCLUDEME logo on the web.

### Web colour palette and secondary colour palette

All the partners must follow correct colour specifications when using the INCLUDEME Project official colours (**Strong red, Dark violet and Vivid blue**) on the web. A secondary palette of colours may be used in addition to the official colours, providing flexibility, yet protecting the integrity of the project brand.

## 2.10 Web restriction

The INCLUDEME Visual Identity may not be used in conjunction with the name or marks of any other entity without prior written permission. If permission is granted to use both the mark and another party's mark, the marks must be distinct and separate from one another and neither mark may dominate the other in order to protect the integrity of both marks.

The INCLUDEME Visual Identity may not be used in any manner that suggests or implies the project in endorsement of products or services, political parties or views, or religious organizations or beliefs.

No one other than the INCLUDEME Project Team may claim copyright or trademark rights in or seek to register any design that uses the project marks.

The INCLUDEME Project will not approve the use of its visual identity elements in connection with alcoholic beverages, inherently dangerous products (firearms, explosives), illegal drugs, tobacco, gambling, sexually suggestive products or language.

### 3 WEBSITE START-UP

The project portal is divided into two main sections:

- **Public section** – is utilised for presenting project activities and progress, making public statements and announcements as well as for on-line dissemination of project deliverables, newsletters, brochures, etc.
- **Private section** - is limited to consortium members who will be granted access to post information about the project, in specific sections of the website.

The **structure** of the INCLUDEME website is as follows:

- **Homepage**
- **Insights (project)**
- **Outputs**
- **Partners**
- **Participate (events)**
- **Dissemination**
- **Login**
- **Accessibility**
- **Languages**
  - *English*
  - *Romanian*
  - *German*
  - *Greek*
  - *Bulgarian*

All the sections/pages presented above can be accessed through the **Main menu**, visible in all the pages of the website.

The main purpose of the **Login Section** is to provide the users a way to login into the private area of the website. The accounts will be provided by the website administrator.

#### 3.1 INCLUDEME public section

##### 3.1.1 Homepage

The main objective of the *Homepage* is to provide an overview of the project, including the most important information like latest news, social media activity, upcoming events, in a single web page.

The Homepage contains the following sections:

##### a. Header

- INCLUDEME main menu

##### b. Multimedia banner

- INCLUDEME logo;
- A brief description of the project, illustrating the main ideas of the project;
- A graphic representation about the specific of the project;

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- A box with the link to the video presentation that will be developed;
- A box with the Twitter feed;

### c. Content

- **News section** - contains the most recent or relevant posts in the blog; information regarding the actions, results and upcoming tasks and a Multilingual section with news posted by the consortium members in their native language;
- **Objectives Section** – contains a detailed description of the objectives of the INCLUDEME project;
- **Project Timeline section** – contains in a graphical representation the deliverable of the project;
- **Partners section** – contains both a graphical representation (a map) of the consortium and short presentation of the consortium, including logos; name and website and social presence of each member.

### d. Footer

- **White version of INCLUDEME logo;**
- **Social presence of the INCLUDEME Project;**
- **Quick links to Insights; Outputs; Partners and Participate sections;**
- **Useful links to be used;**
- **Newsletter section**
- **EU Acknowledgement** – presents the acronym of the project and the project number, together with the following disclaimer: *“The project is co-funded by the European Commission through the Erasmus+ program. However, the European Commission cannot be held responsible for any use, which may be made of the information contained therein”*, according to the guidelines requested by the European Commission.

### 3.1.2 Insights

The *Insights* page describes the overall idea of the INCLUDEME project and its most important facts. The page contains a more detailed description of the INCLUDEME project, describing the main objectives of the project.

### 3.1.3 Outputs

The *Outputs* page describes the results of the INCLUDEME project and is an extended version of the Project Timeline section from the Homepage.

### 3.1.4 Partners

The *Partners* page offers the list of the INCLUDEME partners, their logo, and the role they have in the project, and links to their institutions' websites/social network for further information.

### 3.1.5 Participate

The *Participate* page provides a list of the present and future events, which are relevant to the INCLUDEME project. The page provides a short snippet of the articles, with the possibility to access the full content. All partners can contribute to this section.

### 3.1.6 Dissemination

The *Dissemination* page provides a list of dissemination materials, including the newsletters, promotional materials (videos, leaflets, and posters) and public deliverables of the INCLUDEME project.

## 3.2 INCLUDEME Private Section

### 3.2.1 Registration/login

All sections of the INCLUDEME website are visible to all the users. However, adding articles to the blog or the multilingual sections is restricted to the members of the consortium that have access after they request the permission to become an editor/author.

To create an account, the members of the consortium will request the administrator of the website the credentials.

The following roles have been defined at this stage:

- *Administrator*: has full access to the website. S/he can create, edit and delete user roles; can create, edit and delete articles and comments; can create, edit and delete the contents of all the sections of the website.
- *Author/Editor*: has full access to different sections of the website (Blog and Multilingual); can create, edit and delete the contents of the articles he/she posted;
- *Subscriber*: can read and post comments in different sections of the website.

### 3.2.2 Adding and editing an article to a specific section

After becoming an editor/author, the user can access the **Dashboard** of the website, where the user can see the Blog sections. The section is divided into multiple categories, including the multilingual category. After selecting one of the categories, the user will fill in a specific form and then the user can publish an article in that section. The user has the possibility to edit personal articles and to delete them.

## 4 WEBSITE ACCESSIBILITY

The INCLUDEME website adopts the web accessibility requirements and conforms to the World Wide Web Consortium's (W3C) internationally recognised Web Content Accessibility Guidelines 2.0 to the level AA (Double-A conformance). The website provides a user-friendly design and structure and can be easily navigated throughout its entire content.

The website was tested with the WAVE tool (<https://wave.webaim.org>). WAVE is a suite of evaluation tools that helps authors make their web content more accessible to individuals with disabilities. WAVE can identify many accessibility and Web Content Accessibility Guideline (WCAG) errors, but also facilitates human evaluation of web content. The tool focuses on issues that we know impact end users, it facilitates human evaluation, and helps to educate about web accessibility.

The test returned no errors, warnings or contrast errors.

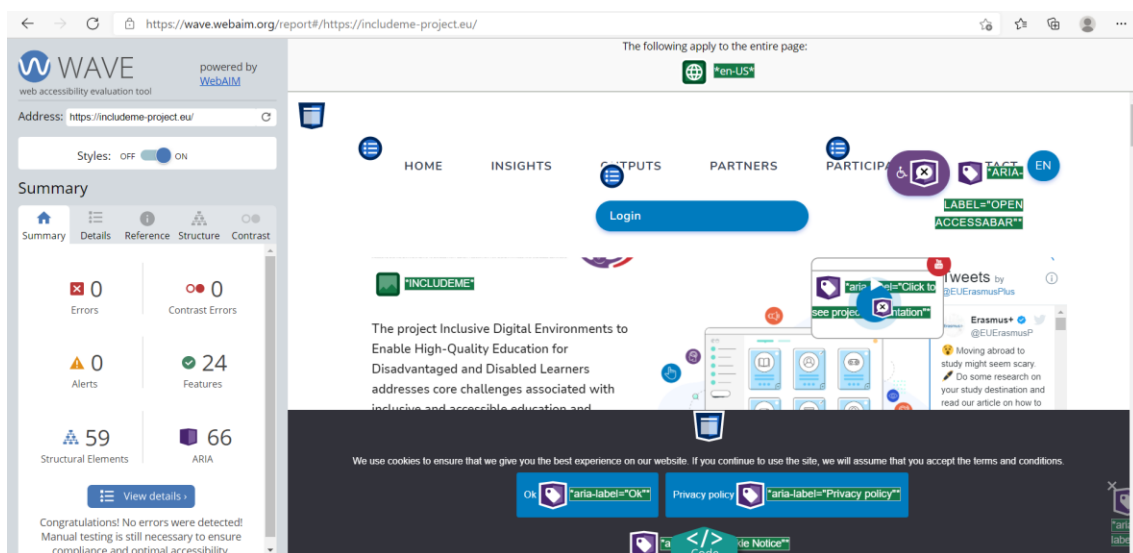


Figure no. 1 Accessibility checking results of the website

## 5 SOCIAL MEDIA PRESENCE

### 5.1 Twitter

The INCLUDEME Twitter channel was created in March 2021 and its main objective is to promote relevant information. The channel is a useful way to engage participants and increase the impact and the visibility of the project. All the members of the consortium can contribute to this channel. Social media impact will be measured through standard metrics, including the number of posts, the number of subscribers, and the exposure of the accounts.

The page can be accessed from the following address: [https://twitter.com/includeme\\_eu](https://twitter.com/includeme_eu)

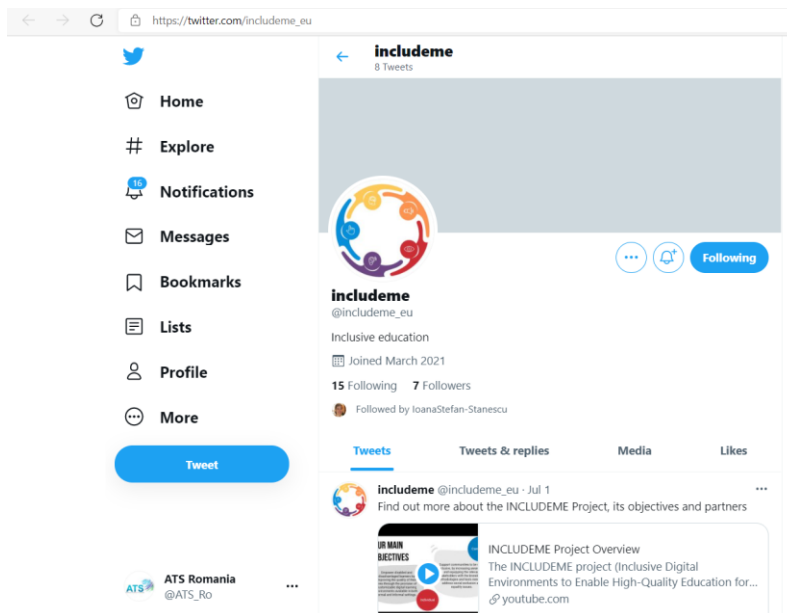


Figure no. 2 INCLUDEME Twitter page

### 5.2 Facebook

The INCLUDEME Facebook channel was created in February 2021 and its main objective is to promote actively the website content, publications, announcements and updates on the project's progress and other relevant information. All the members of the consortium can contribute to this channel on a regular basis by posting articles, liking, commenting and above all promoting the page. The main communication language is English. Social media impact will be measured through standard metrics, including the number of posts, the number of subscribers, and the exposure of the accounts.

The page can be accessed from the following address:

<https://www.facebook.com/includemeproject>





Figure no. 3 INCLUDEME Facebook page

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## 6 CONCLUSION

This deliverable describes the core guidelines needed to construct a distinctive expression and a consistent visual identity for the INCLUDEME Project, enabling partners to communicate strategic messages and build strong graphic presentations. The main outcomes of the activities carried out in **Task 7.1 - Dissemination and communication plan and project identity** in the first months of the project are the VIG, the development and infrastructure setup of the project website and the dissemination of project activities and outcomes in mainstream social media.

The project website was created to nurture critical communication processes, and was developed to enable extensive flexibility, allowing individual, creative expression. The website coupled with social media channels provide consistent communication mechanisms both internally, at consortium level, and externally with key targeted audiences.