



D8.2 – Communication toolbox

WP8 – Task 8.1

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Summary

This deliverable “Communication Toolbox” describes the Pathways2Resilience brand and lists the main related tools that will be used to promote Pathways2Resilience during the 60 months of the project, in line with Pathways2Resilience’s Communication & Dissemination Plan (Deliverable 8.1). This document provides guidelines that will be useful to partners when undertaking communication and dissemination activities, the ultimate goal being to ensure visual continuity and brand recognition across all of the project’s promotional materials.

Communication materials will be continuously updated and improved to reach the objectives that have been set in the Communication & Dissemination Plan. They will also evolve based on the progress of the project and the needs of consortium members.

Keywords

Pathways2Resilience, communication, visual identity, roll-ups, booklet.

Abbreviations and acronyms

Acronym	Description
WP	Work Package
D.	Deliverable
C&D	Communication & Dissemination

Introduction

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the Horizon Europe programme.

This deliverable describes the Pathways2Resilience brand and related communication materials. Its purpose is to provide detailed information and guidelines on how to use, in an appropriate way, the various Pathways2Resilience graphic elements (logo, official colours, templates) in the materials produced to communicate about the project and to disseminate its results.

The main objective is to ensure visual continuity and brand recognition across all the project's promotional materials, as well as on the Pathways2Resilience official public website and the project's social media platforms (Twitter and LinkedIn) when used by the partners to promote and present the project at conferences, events, workshops, meetings with stakeholders, etc.

The scope of this document includes all the branding and communication materials produced for internal and external promotion of the project. These branding and communication materials will be continuously updated during the project according to Pathways2Resilience's lifecycle and progress made.

In relation to this document, further details about the Pathways2Resilience Communication and Dissemination Strategy, including communication audiences and key messages can be found in D8.1 – Communication and Dissemination Plan.

1 Project branding

One of the first action taken to start building the Pathways2Resilience brand was the design of the project's overall visual identity, which includes an official logo, a colour palette, typefaces and templates adapted to each type of support material (Task 8.1.1).

All elements of the Pathways2Resilience visual identity are to be found under the communication toolbox in the Teams folder: General > 4 - Communication toolbox > Visual identity & logo.

1.1. Project logo and visual identity

To build brand recognition from the very beginning, a logo was designed on time for the kick-off meeting of the project. It is, and will be, associated and included in all paper and electronic documentation as well as promotional materials.

For convenience and design purposes, the project name "Pathways2Resilience" is reduced to the acronym P2R (functioning as the icon or visual symbol of the logo), followed by the full name of the project in a smaller size.

For guidance on how to refer to the project in writing, please consult section 5.1 "Talking about Pathways2Resilience".

The logo aims at illustrating the climate adaptation, resilience, and pathway aspects of the project. The colours chosen, namely the gradient from imperial red, to amethyst, to vivid sky blue, represent the inherent facets of climate adaptation and resilience of the project. The arrow seeks to convey the idea of pathways, dynamism, and initiative. Finally, the stars locate geographically the project within Europe and symbolise the cooperative aspect of the project.



Figure 1 - Official logo

Several logo versions were designed, analysed, and altered to offer versatility and best represent Pathways2Resilience in the simplest and clearest way possible depending on the background context.



Figure 2 - Logo variations

1.2. Rules when using the logo.

The Pathways2Resilience logo must be accompanied by the EU flag and funding acknowledgement in all communication materials, including Power Point presentations and cover page of reports, for instance.

Details on how to use the EU flag and funding acknowledgement sentence are detailed in Section 5.4 “Acknowledging EU funding”.

Also, when using the Pathways2Resilience logo, the following rules apply:

- it cannot be modified and must be used on all promotional materials (paper or electronic) related to or produced during the project.
- the Pathways2Resilience logo must be used in PNG format with a transparent background or in EPS format (vector option, high definition for printed documents, goodies...).
- all versions of the logo are available for download on the collaborative project workspace (General > 4 - Communication Toolbox > Project logo).
- the logo must be used in its full version including the tagline “Pathways2Resilience”.
- when used with other logos, the Pathways2Resilience logo size must be proportional to that of other logos.
- for optimal visibility and readability, the appropriate logo version must be chosen depending on the background and be surrounded by a proportional amount of space as illustrated below.

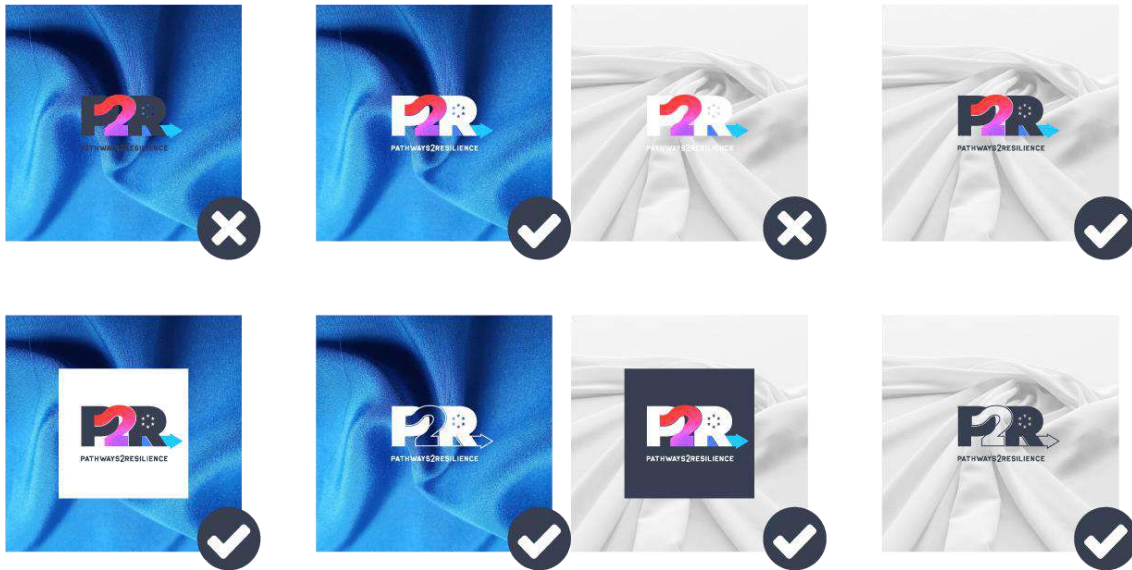


Figure 3 - Incorrect and correct uses of the Pathways2Resilience logo

1.3. Logotype

Two typefaces were selected for the project logo. The choice was made based on its readability, universality and overall structure which provides a sleek, clean, classic but modern image.

The project acronym 'P2R' uses Montserrat ExtraBold font and the tagline 'Pathways2Resilience' uses Antone Clean font.

Montserrat ExtraBold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789?.,;!/+-@

ANTONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789?.,;!/+-@

These fonts cannot be modified and must be used for the Pathways2Resilience logo.

1.4. Colour palette

To illustrate the climate adaptation and resilience aspects of the project, a gradient from imperial red, to amethyst, to vivid sky blue was used to add an energetic, modern and attractive feel. The charcoal colour is used as the reference dark colour.

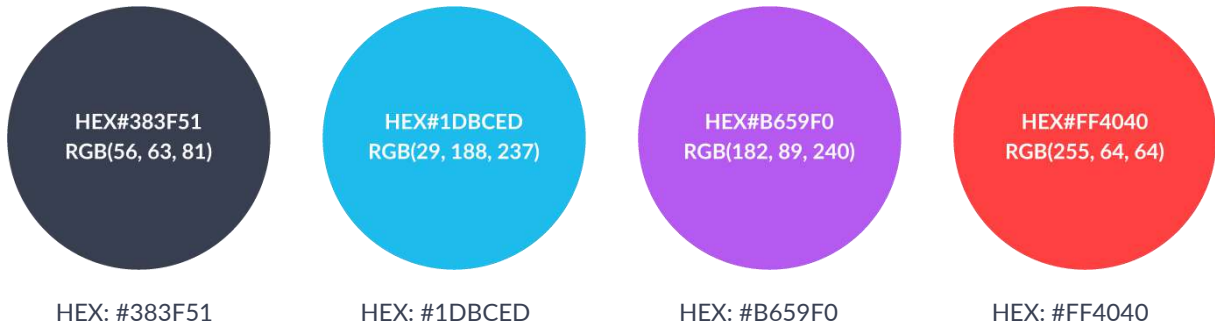


Figure 4 - Colour palette

1.5. Typefaces

The typefaces to be used in documents such as Word, PowerPoint and other desktop applications should be:

- Lato Bold for headers and titles:

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

123456789?.,;!/+-@

- Lato Regular for body text:

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

123456789?.,;!/+-

Those typefaces are available on the Microsoft Office Suite of both PC & MAC so no download should be necessary.

In case, the font is also available for download here <https://fonts.google.com/specimen/Lato>

2 Templates

All templates are available under the communication toolbox in the Teams folder :

General > 4 - Communication toolbox > Templates.

2.1 Project presentation template

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the Pathways2Resilience brand and ensures the project’s visibility when presented at events or conferences.



Figure 5 - PowerPoint template

2.2 Deliverable template

A Word document template was also prepared and shared with all Pathways2Resilience partners shortly after the start of the project. Consistent with the Pathways2Resilience visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.



Figure 6 - Deliverable template cover

In order to ensure consistency across all deliverables and documents, the template includes strict guidelines.

Fonts to be used in the document are the following:

First level heading (use style: Lato Bold, 18 pt, bold)

Body text: Lato Regular, 11 pt

Second level heading (use style: Lato Bold, 16 pt, bold)

Body text: Lato Regular, 11 pt

Third level heading (use style: Lato Bold, 14 pt, bold)

Body text: Lato Regular, 11 pt

Fourth level heading (use style: Lato Bold, 12 pt, bold)

Body text: Lato Regular, 11 pt

For bullet list, use:

- Bullet 1

For number list, use:

1. Number 1

3 Communication materials

3.1 Available materials

All available communication materials are available under the communication toolbox in the Teams folder:

General > 4 - Communication toolbox.

This includes presentation slides, roll-up banner files, poster files, and will be updated to accommodate further materials such as a brochure and event backdrop.

3.1.1 Standard presentation slides

Standard presentation slides have been created using the presentation template to ensure consistency in the way the project is presented externally across partners and events.

Two versions have been prepared, a long (+/- 15 slides) and short version (1 slide). These standard presentations allow consortium members to easily present the project in external events or meetings in a consistent way.

Pathways2Resilience standard presentation slides can be found under the communication toolbox in the Teams folder : General > 4 - Communication toolbox > Project presentations.

3.1.2 Roll-ups & poster

Two roll-ups and one poster have been designed on time for the kick-off meeting. Those materials will be displayed at various events and conferences attended by project partners.

The first roll-up only contains the name of the project, the link to the EU Mission Adaptation, the social media reference and a QR code to the website. The amount of content is very light on purpose, in order keep a nicely attractive visual that stands out. This version can be used alone. This version should be preferred when taking pictures with partners.

The second roll-up contains more information. In addition to the above, it also includes a brief summary of the project's objectives and consortium members' logos. This version is meant to be used next to the first one in situations where Pathways2Resilience is not yet known by the participating audience, for instance at fair exhibitions. It is meant to give the first key information that triggers the reader to get in touch to know more.

The poster contains the same amount of information as the second version for the roll-up. It will be translated as needed, upon request from the partners.

Pathways2Resilience roll-ups are available at EIT House in Brussels, as well as at LGI offices in Paris. When events take place in Brussels, partners are requested to use the version available in Brussels. When events take place in a different location, the team at LGI takes care of sending the material. Partners should inform the team sufficiently in advance to organise the shipping.

The poster is available under the communication toolbox in the Teams folder: General > 4 - Communication toolbox > Communication materials and can be printed by partners independently.



Figure 7 - Roll-ups



Figure 8 - Poster

3.2 Upcoming materials

As soon as possible, new Pathways2Resilience communication materials will be available under the communication toolbox in the Teams folder: General > 4 - Communication toolbox > Communication materials.

More communication materials than the below planned elements will be created as needed, upon request.

3.2.1 Brochure

A brochure will be designed to give an overview of the programme and its services. It will be distributed at workshops and events organised by Pathways2Resilience as well as at external events. Partners can also use it as a simple, visual presentation to introduce the programme externally.

3.2.2 Event backdrop

A backdrop to be used at event booths will be created in the coming months to be ready for the first events where Pathways2Resilience will be participating. The backdrop will be available in print version in Paris (LGI will be in charge of sending it wherever needed), as well as in digital version ready for print under the communication toolbox in the Teams folder : General > 4 - Communication toolbox > Communication materials.

3.3 Visual sub-elements to create personalised materials.

Visual sub-elements have been created to assist partners in the creation of additional visual materials, including social media assets. More elements will be created upon need / request, and all can be downloaded at the aforementioned Teams folder location.

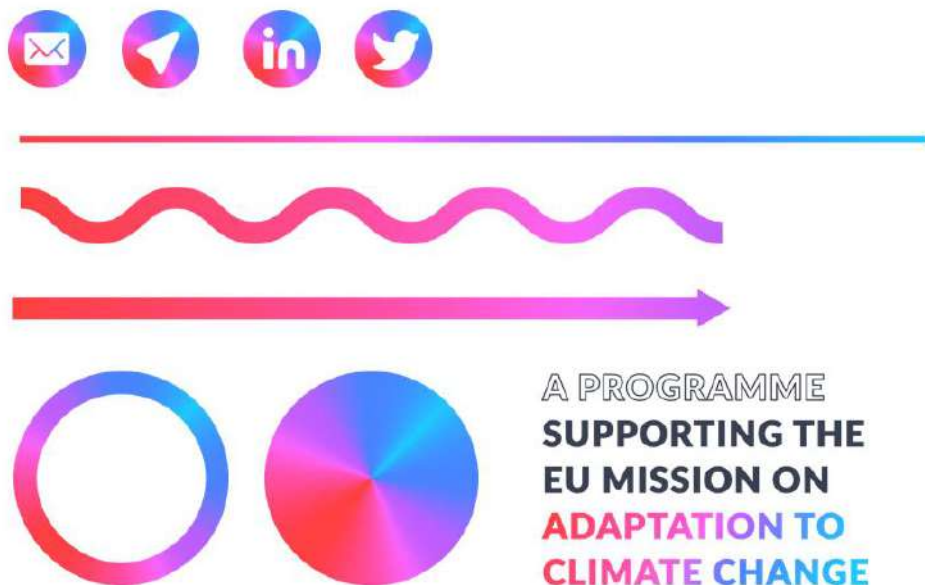


Figure 9 - Visual sub-elements

4 Communication channels

4.1 Website

The Pathways2Resilience public website (Task 8.1) was officially launched in M2 (February 2023) with a landing page at www.pathways2resilience.eu

A consolidated and more detailed version of the website will be publicly available in M4 (April 2023). This website will be continuously updated and will evolve with the lifecycle of the project, in line with the Pathways2Resilience Communication and Dissemination Plan (D8.2).

Details regarding the strategy around the website structure, design, and information displayed can be found on the Communication and Dissemination Plan (D8.1)

4.2 Social media

Two social media channels, namely Twitter and LinkedIn, have been created to communicate on the project and disseminate its results in an effective and impactful way.

Details regarding the social media strategy can be found in the Communication and Dissemination Plan (D8.1). This deliverable includes information regarding the target audience per social media platform, the type of message and frequency intended for the posts, the tone to be used, the related project to engage with, as well as a list of best practices.

Social media accounts can be found using the following handles:

@P2Resilience for Twitter

[@Pathways2Resilience](#) for LinkedIn



Figure 10 - LinkedIn account



Figure 11 - Twitter account

4.3 Newsletters

Electronic newsletters will be distributed at least twice a year over the course of the project. The newsletters will inform the Pathways2Resilience community on the latest achievements of the programme, such as the opening of calls, the launch of trainings, or Innovation Practice Groups activities, for instance.

A link to register to the newsletter will be made available on the website www.pathways2resilience.eu

A newsletter archive of all editions will be created and updated on the Media Kit website page on the P2R website.

5 Communication guidelines

5.1 Talking externally about Pathways2Resilience

When referring to the project, either in speaking or in writing, **the entire name “Pathways2Resilience” is preferred**, to build brand recognition among external audiences. Please avoid using the acronym externally as its meaning is likely not to be familiar or clearly understood.

Please also ensure consistency in spelling and capitalization (“Pathways2Resilience”, *not* “pathways2resilience” or Pathways 2 Resilience”).

5.1.1 Common messaging living document.

A living document to gather essential, approved messages around the project will also be available on the communication toolbox folder of the Teams channel (General > 4 - Communication toolbox). This is in addition to initial messaging included in D8.1 Communication and Dissemination Strategy, which is also available to use as a reference.

As part of our communication efforts for the Pathways2Resilience programme, this document will aim to establish common and consistent key messages around the project, its theoretical frameworks, its key deliverables as well as key concepts and definitions often used, such as ‘climate adaptation’, ‘regional resilience journey’ and so on.

This will equip all partners with ready-to-use language to describe the project and its key activities to a range of audiences, including non-specialised ones; provide quick answers to stakeholders and media in a consistent and effective way; and create own communications materials.

Partners will be invited to review and comment on the document so that we collectively build the programme’s common messaging, drawing on all partners’ expertise. The document will be continuously updated as new questions and needs arise.

5.1.2 Media relations

If you want to engage in media relations, either from your own initiative or if you are being approached by media, please make sure to reach out to ICLEI (responsible for media relations - Katherine P.), and keep LGI (WP8 leader) in the loop.

The involvement of ICLEI is essential to ensure that:

- We coordinate our answer as a consortium, including potential inputs from other partners if and when relevant.
- We deliver a strong and consistent message across the different media channels
- We keep track of media relations to be able to leverage on those connections

When engaging with media, ICLEI can assist with the production of talking points in advance of interviews, or assist with the composition of local-level media pitches and article drafts.

5.2 Tips for social media

5.2.1 How to engage with Pathways2Resilience social media accounts

Partners are asked to engage with Pathways2Resilience on social media by undertaking the below key actions:

- Follow the programme's accounts;
- Regularly like, share, comment on P2R posts;
- Post about P2R using your own social media channels;
- Suggest relevant stakeholders the programme should engage with;
- Send us relevant content to share;

To ease the process regarding the flow of information, a shared excel file called "P2R WP8 – Communication Collaborative Document" has been created under the Teams folder [here](#). This shared document is meant to ease the collaboration in order to:

- Build a comprehensive database of stakeholders to engage with: Partners are asked to contribute to the "Communication Collaborative Document" by adding all relevant stakeholders P2R should engage with. By compiling all partners' contributions, the project will benefit from a comprehensive stakeholder database.
- Be active on social media: Partners are asked to submit information in the "Communication Collaborative Document" to help us populate P2R social media with regular & rich content.

5.2.2 Good practices for social media

Reminder of good practices when making your own posts about P2R on social media:

- Use @tags. Do not forget to tag the project as well as relevant stakeholders or partners so we can retweet and like. A list of related projects to engage with on social media is to be found below.
- Include a visual element. The visual sub-elements detailed in the above section are here to assist you in creating your own visuals. Those elements are available under the Teams folder General > 4 - Communication toolbox. Canva.com is an easy-to-use recommended tool to help you create visuals.
- Use hashtags, but make sure they are relevant. In each post you write, try to use at most 3 hashtags on Twitter, and between 3 and 10 on LinkedIn. (Analytics show that posts with 3-10 hashtags have 40% more engagement than those with less than 3 or more than 10.)

The hashtags help your post to be seen by an audience that does not know or follow you. Tips for choosing hashtags:

- Treat them like keywords you would use to search for specific content;
- Look up for hashtags already used by reputable accounts and thought leaders

Here are some hashtags to use for Pathways2Resilience:

- #Pathways2Resilience
- #ClimateAdaptation
- #ClimateResilience
- #EuropeanRegions
- #EUMissions
- #MissionClimate
- #EUClimateAction
- #ClimateChange
- #EUGreenDeal
- #HorizonEU

Below a first list of related projects to engage with on social media, with their handles:

Project name	Twitter account	Linkedin account
REGILIENCE	regilience	REGILIENCE
CLIMAAX		
AGORA CLIMAS		
ARSINOE	ARSINOE_EU	ARSINOE_EU
IMPETUS	ClimateImpetus	Climate Impetus
TRANSFORMAR	TransformarEU	TransformAr
ReThinkAction	rethink_action	RethinkAction
Urbana Action		
ARCH	ARCH_H2020	
Net Zero Cities	NetZeroCitiesEU	NetZeroCitiesEU
REACHOUT	H2020Reachout	
World Weather Attribution	wxrisk	
Race to Resilience (R2R)		

Depending on the post’s objectives, the following tones of voice should be used, keeping the language more colloquial and informal on Twitter, while employing a slightly more formal and specialist language on LinkedIn:

- Optimistic and solution-focused, balancing awareness of the potential impact of climate change with highlighting the opportunities of building climate resilience.
- Authoritative and informative when highlighting the project's research and expertise on effective climate resilience strategies.
- Inclusive and collaborative when engaging with diverse stakeholders and promoting partnerships and collaboration.

5.3 Respecting the Pathways2Resilience branding

When creating new communication materials, partners should always remember to use the correct colours, logos, fonts, etc. Refer to Section 1 - Project branding for more details re Pathways2Resilience visual identity.

Before publication of communication materials which differ from the standard material, the partner should send a draft to the Coordinator and Communication work package leader for approval.

5.4 Acknowledging EU funding

Pathways2Resilience, as a recipient of EU funding, have a general obligation to communication and raise EU visibility. An important element of this obligation is the correct and prominent display of the EU emblem, in combination with a funding statement mentioning the EU support. Thus, partners are requested to mention that the Pathways2Resilience project has received EU funding in all communication materials, including websites, publications, posters, presentations, and promotional items of Pathways2Resilience.

Regarding the EU logo, note that when displayed together with other logos, the EU logo must have appropriate size and prominence. Regarding the funding statement, two options are available: a long and a short version.

In formal communication materials such as project reports, official publications, and formal project presentations, it is recommended to use the long version of the funding acknowledgment sentence, namely : *"This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101093942. The European Commission is not responsible for any use that may be made of the information it contains."*

In less formal communication materials such or in promotional items with limited space, the shorter phrase "Funded by the European Union" (see below) may be used as long as it is clear and unambiguous.

If the doubt remains regarding the funding statement version to be used, consider the context and audience of your communication materials. If the materials are targeted towards stakeholders who are familiar with the Horizon Europe programme and its funding, using the shorter phrase "Funded by the European Union" may be sufficient. However, if the materials are intended for a broader audience or for public dissemination, it is recommended to use the complete funding acknowledgment sentence to provide clear and accurate information about the EU funding.



Figure 12 - EU funding acknowledgement & logo

More guidance regarding how to acknowledge the EU funding can be found [here](#) and [here](#) on the Europa website.

5.5 Writing and style guidelines

To ensure clear communications, consistency, and overall professional and high-quality writing outputs, please pay attention to spelling, grammar, punctuation and terminology.

Please refer to the European Commission resources on this:

- [Style guide](#) (includes guidance on avoiding acronyms and jargon, British English spelling, capitalisation rules, punctuation, numbers and dates, etc.)
- [English Style Guide](#) (includes more detailed guidance on the above, as well as on grammar, inclusive language, how to refer to EU institutions).

Some general writing and style rules to follow:

- **Use British English spelling:** e.g. 'colour' instead of 'color'; 'organisation' and 'organise' instead of 'organization' and 'organize'.
- Be mindful that the majority of your audience is likely made up of non-native English speakers, so **write in plain language, use shorter sentences, avoid acronyms and technical terminology** (if unavoidable, explain their meaning beforehand).
- Use **sentence case capitalisation**, i.e. capitalise only the first word in a sentence and proper nouns. The only exception to this should be social media hashtags, where camel capitalisation (i.e. capitalising each word) should be preferred for accessibility.
- **Be inclusive** – avoid masculine nouns and pronouns by default, and prefer gender-neutral terms such as 'spokesperson' or 'humankind'.
- Always **check your spelling, grammar, punctuation**, and always have a second person read your text before it is shared publicly.
- **Keep your text concise and to the point;** prefer verbs over nouns; and always structure the information so the most important takeaways or conclusions are at the beginning, followed by their rationale or explanation (this is the opposite as academic writing).
- **Write from the perspective of the audience** you're addressing (put yourself in their shoes) and always ensure to address their potential concerns as well as outlining the benefits.

5.5.1 References and bibliography

Use your preferred style, but ensure you are doing it in a consistent way throughout your document, both in footnotes and endnotes. Pay attention to punctuation, capitalisation and URLs.

If you're in doubt, we recommend using the [APA Style Reference Guide](#), which generally is:

- Author (Year), *Title*, Publisher, URL

Conclusion

The Pathways2Resilience visual identity and promotional materials have been prepared during the first semester of the project, according to specific needs of the project's partners and key events scheduled.

Partners are strongly encouraged to have a look at this deliverable when preparing any material to promote Pathways2Resilience and its results to an external audience, and/or present the project at conferences, events, workshops, or meetings with stakeholders.

Further details about the Pathways2Resilience Communication and Dissemination Strategy, including target audiences and key messages can be found on deliverable D8.1. The communication materials described in this document may evolve during the lifetime of the project and will be complemented by new materials along the way to respond to arising communication needs.