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D8.1 – Website, Communication material & Visual Identity

Version 1 – M6.



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Technical References

| | |
|---------------------|---|
| Project Acronym | UNLOCK |
| Project Title | Unlocking a new feather bioeconomy for keratin-based agricultural products. |
| Project Coordinator | <u>Sarah Montes, CIDETEC</u> |
| Project Duration | 48 months |

| | |
|----------------------------------|--------------------|
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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

Document history

| V | Date | Beneficiary | Author |
|---|------------|-------------------|-----------------|
| 1 | 28.10.2021 | Greenovate!Europe | Capucine Pineau |
| 2 | | | |
| 3 | | | |



Summary

The purpose of these guidelines is to give UNLOCK partners direction, some samples, other tools, materials and assistance when needed to communicate internally and externally about the project.

This is an internal comms document with the following parts:

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UNLOCK

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Visual identity

Greenovate! Europe has developed the branding for UNLOCK comprising a logo, templates, as well as identifiable colours and fonts.

1.1 Logos and variations

The UNLOCK logo represents a feather at the centre of a circular process. Together with the name, it also evokes a key symbol to represent the concept of unlocking.



On colour or image background, when using the colour logo is not possible, a solid monochromatic is available.



All logos versions are share with the partners on the SharePoint Teams folders





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1.2 Colours and Fonts

Colours and Fonts are incorporated in the templates and communication material and should be used as much as possible when communicating about the project.

Colour - Primary palette:



R:0 G:127 B:118
Hex: **#007f76**



R:252 G:208 B:33
Hex: **#fcd021**

Colour - Secondary palette:



R:249 G:179 B:0
C:2 M:32 Y:100 K:0
#f9b300



R:254 G:236 B:166
C:1 M:4 Y:42 K:0
#feeca6



R:51 G:186 B:177
C:70 M:1 Y:37 K:0
#33bab1



R:102 G:203 B:193
C:56 M:0 Y:28 K:0
#66cbc4

Font – Primary typeface: Verdana

Headings – **Verdana Bold**

Body texts – **Verdana Regular**

The partners are given a link to download the entire Verdana family [here](#)

Font – Secondary typeface: Arial

Headings – **Arial Bold**

Body texts – **Arial Regular**



1.3 Templates

Templates have been developed to ensure that communication remains visually consistent along the project duration:

- Word template for deliverables and reports
- Short word template for letters, press releases, event agendas
- PowerPoint template for presentations
- Social media cards templates

All templates are share with the partners on the SharePoint Teams folders

1.4 Key messaging

The **project tagline** that can be used to accompanies and reinforce the logo is the following:

Releasing the potential of feathers to foster circularity in agriculture.

An example of a **one-sentence project's summary** can be:

UNLOCK designs and demonstrates an economically and environmentally sustainable supply-chain for a feather-based bioeconomy which generates innovative functional materials for agricultural applications.

Communication channels

2.1 Project website

Greenovate!Europe has create a website dedicated to the UNLOCK project, that can be found at the following address unlock-project.eu

The website contains general information about the UNLOCK project and is intended to a broad audience. It includes the following tabs:

- *Home*. This page gives a first overview of the project and contains links to guide the users to the relevant pages of the website.
- *About the project*. This page gathers all information to understand the project, its objectives and challenges.





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- *News & Events.* The section of the website is meant to be populated regularly to inform about the latest progress and events of UNLOCK, thanks to the contribution of all partners.
- *Partners.* On this page, a map displays some information about the consortium, such as the localisation of the partners and their main role in the project (feedstock provider, end-product manufacturer...).
- *Resources.* All public materials will be uploaded on this page, such as communication materials (leaflets, factsheets), project's results information (scientific publications), public deliverables or also project presentations.
- *Private Area.* This part is protected by a password and it is only intended to the consortium members. It gives access to 1) An activity form that is supposed to facilitate the communication between the partners and Greenovate!Europe for the Communication and Dissemination activities and 2) a direct access to the SharePoint of the project.

2.2 Social media

UNLOCK uses [Twitter](#) and [LinkedIn](#) to build its community of followers and professionals.

To increase the reach of UNLOCK, Greenovate!Europe encourages all partners to engage with UNLOCK's social media, and for instance:

- To invite colleagues to follow, like, share, comment.
- To suggest local/national media, associations, universities, ministries, agencies that we should target and involve.
- To comment UNLOCK posts using partners' account
- To create post about UNLOCK from partners' account

Greenovate!Europe also provided the consortium with some tips and good practices when posting on Twitter and LinkedIn, such as:

- Tagging the UNLOCK project so we can retweet and like.
- Having a visual element, using for instance the social media cards templates.
- Using least 3 hashtags per post. (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 the post to be seen by an audience that does not know or follow you). Greenovate also provided example of hashtags that can be use: #UNLOCK #SustainableAgriculture #CircularBioeconomy #BioWaste #FoodWaste #BioEconomy #Zerowaste #Circular #Circularity #Sustainable #Sustainability





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- Tagging partners/colleagues (profiles) or institutions (company pages) using the “@” before the name.

Communication materials

2.1 Available materials

Greenovate! Europe has developed a standard set of materials for use by all partners to promote the project. Partners are encouraged to print those materials and use them in external events as often as possible:

- Leaflet
- Poster
- Roll-up banner

More communication materials will be created by Greenovate! Europe along the project implementation, as needed.

All communication materials are share with the partners on the SharePoint Teams folders

2.2 Tools to create additional materials

In addition to the standard material produced by Greenovate! Europe, partners can produce additional material at their own cost to promote a specific event, result, or aspect of the project.

When creating additional materials, partners have been asked to respect the procedure for communication materials, detailed in our internal Communication & Dissemination Guidelines available on the SharePoint. The guideline gives for instance guidance regarding the obligation to acknowledge EU and BBI-JU funding using the appropriate sentence and logos, to follow the UE spelling rules and to respect UNLOCK's branding.





To create such materials, partners can use the infographics already designed for the standard set of materials, such as the icons illustrating:



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➤ The end-products for agricultural applications

-  Hydroponic foams
-  Nonwoven geotextiles
-  Mulch films
-  Forest and seed trays

➤ The conversion technologies

-  Chemical hydrolysis
-  Steam explosion
-  Mechanical grinding
-  Microbial fermentation

➤ The environmental impact of UNLOCK

-  Managing natural resources sustainably
-  Reducing dependence on non-renewable resources
-  Protecting life on land
-  Reaching climate neutrality in the EU by 2050

➤ The six steps of UNLOCK's comprehensive approach



All infographics are share with the partners on the SharePoint Teams folders



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