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SCIRT.

Communication tools - Visual Identity, flyer, roll- up and QR code

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Summary

Communication tools - Visual Identity, flyer, roll- up and QR code This deliverable ?Communication Tools? describes the SCIRT brand and the main related tools that will be used to promote SCIRT during the 36 months of the project, in line with SCIRT?s Communication & Dissemination Plan (Deliverable 6.1).

Approval

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Summary

This deliverable “Communication Tools” describes the SCIRT brand and the main related tools that will be used to promote SCIRT during the 36 months of the project, in line with SCIRT’s Communication & Dissemination Plan (Deliverable 6.1). 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

SCIRT, circular economy, circular fashion, sustainable fashion, textile recycling, system circularity, innovation, communication, visual identity, roll-up, flyer, QR code.

Abbreviations and acronyms

Acronym	Description
WP	Work Package
<u>D.</u>	<u>Deliverable</u>



Introduction

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the European Horizon 2020 programme.

This deliverable describes the SCIRT brand and related communication materials. Its purpose is to provide detailed information and guidelines on how to use, in an appropriate way, the various SCIRT 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 SCIRT official public website and the project's social media platforms (Twitter, LinkedIn and Instagram) 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 SCIRT's lifecycle and progress made.

In relation with this document, further details about the SCIRT Communication and Dissemination Strategy, including communication audiences and key messages can be found in deliverable D6.1 "Communication and Dissemination Plan".



1 Project Branding

One of the first actions taken to start building the SCIRT 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.

1.1 Project Logo and visual identity

One of the first communications actions (Task 6.1) was to develop the project's visual identity. To build its 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.

To ensure a strong project identity, several logo versions were designed, analysed and altered to best represent SCIRT in the simplest and clearest way possible.



Figure 1: Official logo

To illustrate circularity, fashion, and innovation aspects of the project, a sober yet elegant logo was designed. A classic font in all capital letters was chosen to reflect the elegant nature of fashion and the dot at the end of the project's name serves as a nod to the circularity concept. The touch of mint was used to add a colourful and sustainable feel. Several other logo options were designed to offer versatility.

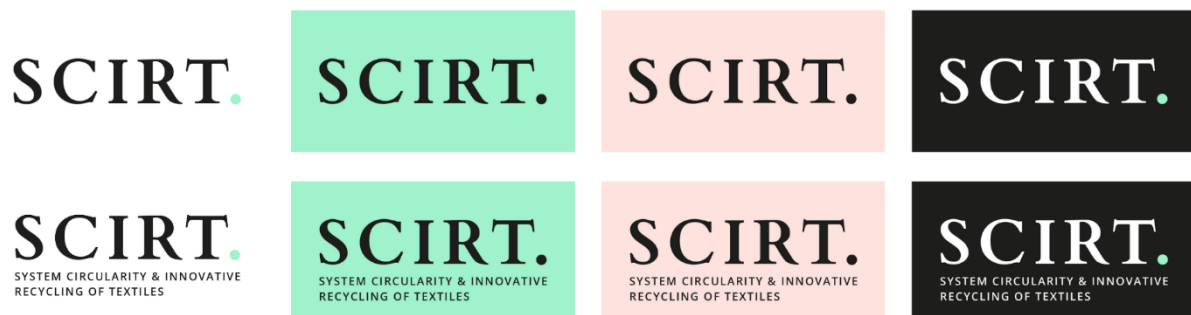


Figure 2: Logo variations

In text, the project should be referred to as SCIRT.

1.2 Rules when using the logo

When using the 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 SCIRT 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
- the logo can be used with or without the tagline
- when used with other logos, the SCIRT logo size must be proportional to that of other logos
- for optimal visibility and readability, the logo must be surrounded by a proportional amount of blank space as illustrated below



Figure 3: Incorrect and correct uses of the SCIRT 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 title 'SCIRT' uses Cardo Bold and the tagline "System Circularity & Innovative Recycling of Textiles" uses OpenSans Semibold.

Cardo Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789?.,:!/+-@

Open Sans Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789?.,:!/+-@

These fonts cannot be modified and must be used for the SCIRT logo. Although these are the logotype font, they do not have to be used in cover, body copy, or official correspondence.



1.4 Colours Palette

To illustrate the fashion and sustainability aspects of the project, a touch of mint was used to add a colourful and sustainable feel and pink was used as an alternative for the logo, or as a supporting colour in other communication materials.

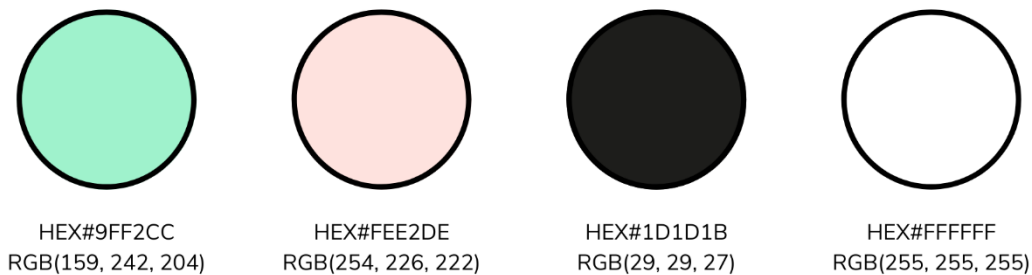


Figure 4: Colour palette

1.5 Typefaces

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

- Avenir Next LT Pro in bold for headers and titles:

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789?.,;/!+-@

- Avenir Next LT Pro for body text

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789?.,;/!+-@

On the SCIRT website, the typefaces used are Cardo bold for headers and titles, and Heebo (Heebo is the equivalent of Avenir Next LTD Pro and is not available under the Pack Office Microsoft).



2 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 SCIRT brand and ensures the project's visibility when presented at events or conferences.

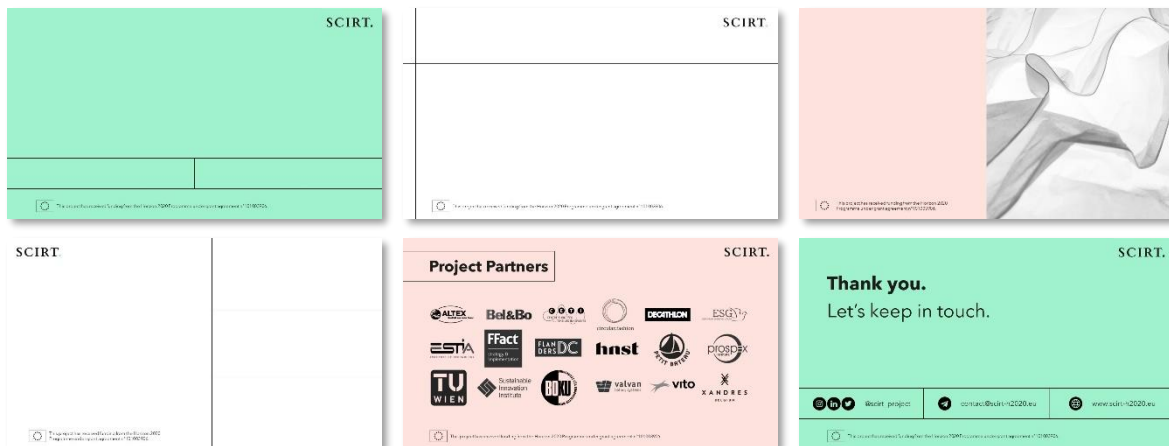


Figure 5: PowerPoint template

2.2 Deliverable template

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



Figure 6: 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: Avenir Next LT Pro, 18 pt, bold)

Body text: Avenir Next LT Pro, 11 pt

Second level heading (use style: Avenir Next LT Pro, 16 pt, bold)

Body text: Avenir Next LT Pro, 11 pt

Third level heading (use style: Avenir Next LT Pro, 14 pt, bold)

Body text: Avenir Next LT Pro, 11 pt

Fourth level heading (use style: Avenir Next LT Pro, 12 pt, bold)

Body text: Avenir Next LT Pro, 11 pt

For bullet list, use:

- Bullet 1

For number list, use:

1. Number 1



Figure 7: Example of a figure

(To add hyperlink: Click on References tab and add caption - then choose Figure)

Heading 1	Heading 2	Heading 3	Heading 4

Table 1: Example of a table

(To add hyperlink: Click on References tab and add caption - then choose Table)



3 Online tools

3.1 Website

The SCIRT public website (Task 6.1) was officially launched in September 2021: www.scirt.eu. It will be continuously updated and will evolve with the lifecycle of the project, in line with the SCIRT Communication and Dissemination Plan (D6.1).

As the main information entry point and delivery channel for results and progress achieved in SCIRT, the public website will disseminate the key messages to target audiences, inform on events, publications or activities of interest for the SCIRT community (news related to circular fashion, textile recycling and sustainability in fashion-, as well as project deliverables, reports, etc.), and foster participation and engagement among consortium members. In addition, any stakeholder can access it to gain information or to contact relevant partners. Lastly, the public website will promote the European and international visibility of SCIRT.

To make useful and relevant information available to website visitors, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders such as:

- what the project is about, why it exists, and why it matters
- how the project works, its objectives and impacts
- what the project is delivering
- who the project partners are
- what the latest news and events of the project are
- what the latest news in the field of circular fashion are

The SCIRT public website will contribute to achieving the following objectives in terms of public communication:

- widely promote and ensure the visibility of the SCIRT project
- disseminate the knowledge and results achieved in SCIRT
- inform and educate the target audience about the research generally carried out in the textile recycling and the circular economy field
- foster collaboration between researchers, industry and other stakeholders in the textile industry
- collect and make available all possible relevant public reports and project results
- inform and educate the general public about SCIRT and the importance of transitioning towards a circular system in fashion

Browser compatibility: the website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop, tablet or mobile phone.

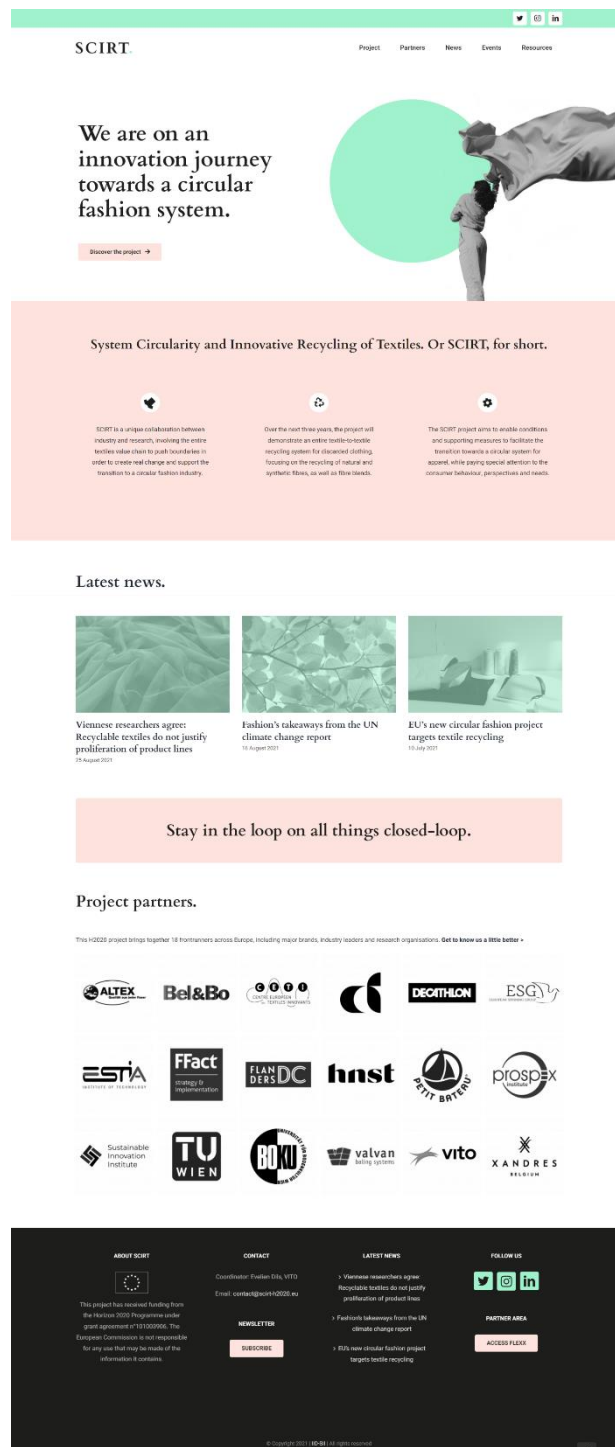
1.1.1 Homepage

Key information on the project can be directly found from the homepage under the header and/or the different sections.



Therefore, visitors have direct access to general information on:

- the project: its context, main objectives and expected impacts, etc.
- the activities carried out
- the partners involved in the project
- the latest news and upcoming events
- all published reports, newsletters, and promotional materials produced in the project (flyers, press releases, etc.)



In the footer (all pages and not only on the homepage), users can find the EU funding emblem and acknowledgement, name of the coordinator, project's email, access to the restricted internal platform (this platform allows partners to share documents and work in a collaborative way), plus links towards the project's social media accounts and the newsletter subscription form, and the latest articles published on the website.

1.1.2 The project

The "Project" page describes the context, objectives and activities of the project. It presents why the project was created and why it matters. It also includes key figures, a description of the main objectives and of brands' involvement, the overall approach and the timeline of the project.

1.1.3 Partners

The "Partners" page presents the 18 SCIRT consortium members. It features the logo and a description of each partner, as well as a link towards their website.

1.1.4 News

The "Latest News" section reports on the news related to SCIRT and that would be of interest for the project's key stakeholders: general information on circularity in fashion, project updates, news from partners, media features, etc.

1.1.5 Events

The "Events calendar" is a tool presenting all the past and upcoming events related to SCIRT. It features events organised as part of the project, as well as external events that could be of interest for partners and members of the SCIRT community.

1.1.6 Resources

The "Resources" section gives access to the results of the project. It includes the public reports/deliverables, and publications in external journals or documents. Media mentions and communication materials will also be accessible from this page: press releases, SCIRT electronic newsletters, promotional materials produced during the project (flyers, fact sheets, etc.). All these documents and materials will be added to the page as they become available over the lifecycle of the project.

3.2 Social Media

Different social media channels, including Twitter, LinkedIn and Instagram, will be utilised throughout the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences will be targeted and engaged with across all platforms:

Figure 8: Screenshot of homepage

- other EU projects in the textile recycling and circular fashion sectors
- EU institutions
- policymakers in the field of recycling and circular economy



- recycling and circular textile economy associations
- relevant universities, fashion institutes and research centres
- industry players in textile manufacturing, fibre sorting and retail
- designers
- fashion journalists and other media
- influencers in the circular fashion space
- general public / consumers

A first list of hashtags related to SCIRT has been developed and will be used to maximise the project's visibility on all channels.

General	Specific
#SCIRTproject #SustainableFashion #CircularEconomy #CircularFashion #TextileRecycling #Innovation #H2020 #Horizon2020	#ClosedLoop #CloseTheLoop #TextileToTextile #FibreBlends #TrueCostModel #ValueChain #Transparency #CitizenLab #ConsumerBehaviour

Table 2: Hashtags

3.2.1 Twitter

A Twitter account was created at the start of the project under the handle



Figure 9: Twitter account

@SCIRT_Project.

Twitter is used as one of the main channels to build a project's online community and to disseminate the results. The three main objectives set for Twitter are to:

- build relationships and engage with target audiences
- disseminate knowledge on textile recycling and circular fashion



- bring the SCIRT results closer to the general public, journalists and policymakers

The SCIRT Twitter account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- target at least one tweet/retweet on a bi-weekly basis
- reply to users who tweet or mention **@SCIRT_Project**
- follow and engage users who tweet content related to SCIRT activities
- track specific words, mentions and trending hashtags

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by SCIRT partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the SCIRT Twitter account.

3.2.2 LinkedIn

A LinkedIn page was created for SCIRT: www.linkedin.com/company/scirt-project/

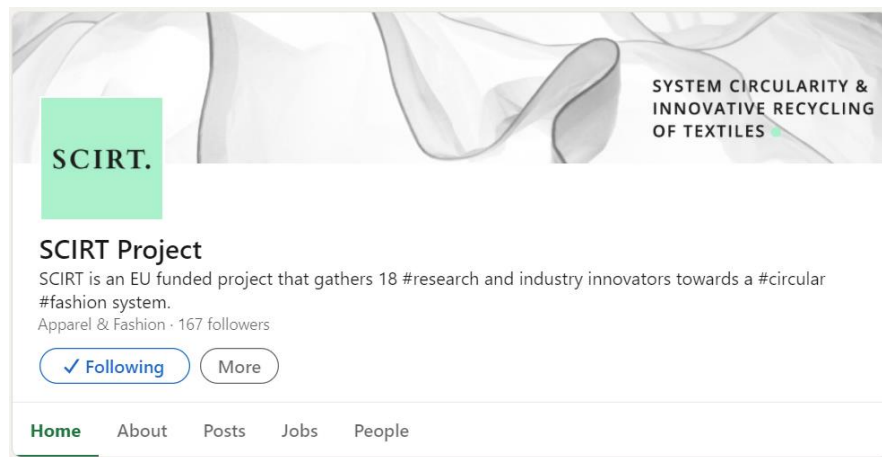


Figure 10: LinkedIn account

The SCIRT LinkedIn account will be managed daily. In terms of audience, a specific focus on textile professionals, researchers and project stakeholders (consortium members, advisory board members and end user group members) will be operated.

In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- target at least one post or share on a bi-weekly basis
- reply to users who mention **@SCIRT_Project**
- follow and engage users who post content related to SCIRT activities
- track specific words, mentions and trending hashtags

3.2.3 Instagram

An Instagram account was created for the SCIRT project under the handle **@SCIRT_Project**.

In addition to the target audiences listed above, the Instagram account will be used to engage with influencers and the younger generation in the circular fashion space who are often more active on this platform than on Twitter or LinkedIn.



Posts made on the SCIRT Instagram will follow a pattern consistent with the project's visual identity so as to appeal to all visitors and encourage them to follow the account.



Figure 11: Instagram account

The SCIRT Instagram account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- share posts on the SCIRT story or post original content on a weekly basis
- reply to users who mention or send direct messages to the **@SCIRT_Project**
- follow and engage with users who post content related to SCIRT activities
- track specific words, mentions and trending hashtags

4 Communication Materials

4.1 Standard presentation slides

Standard presentation slides have been created based on the presentation template, and the presentation text of the project (see D6.1 "Communication and Dissemination Plan"). This standard presentation allows consortium members to easily present the project in external events or meetings, in a way that contributes to the project's overall strategy.

Objectives are the following:

- saving time for consortium members by providing them a turnkey presentation they can use in a variety of contexts
- providing partners with the right tool to deliver an impactful and attractive presentation of the project

- ensuring the consistency of the way the project is presented across partners and events

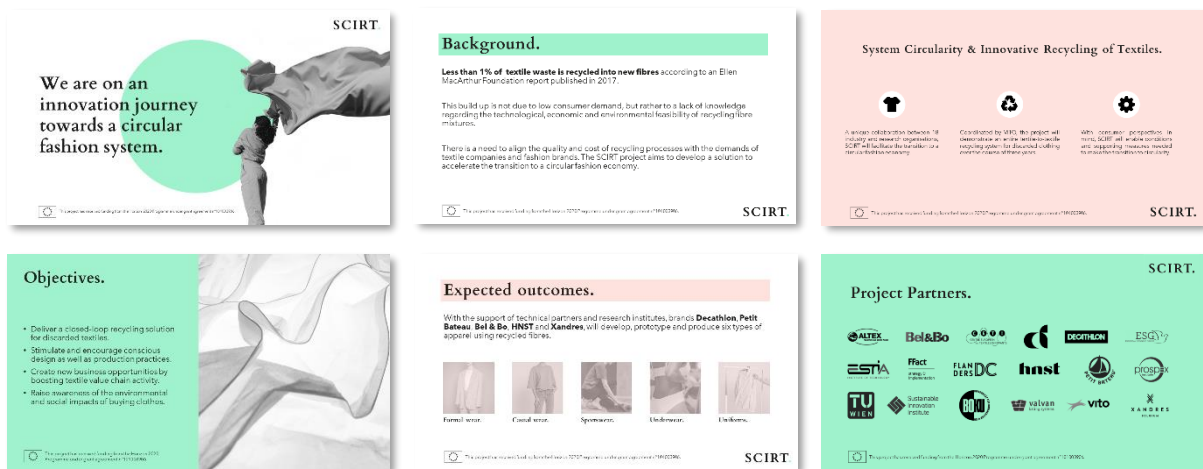


Figure 12: Standard presentation

4.2 Flyer

A flyer (Task 6.1) was designed and will be distributed at workshops and events organised by SCIRT, as well as at external events. It includes the main message, keywords, consortium members, and the expected impacts of the project.

The Flyer will also be available on the website as a tool to present the project. It can be used as a simple, visual presentation by consortium members who would need to introduce the project to their colleagues or partners.

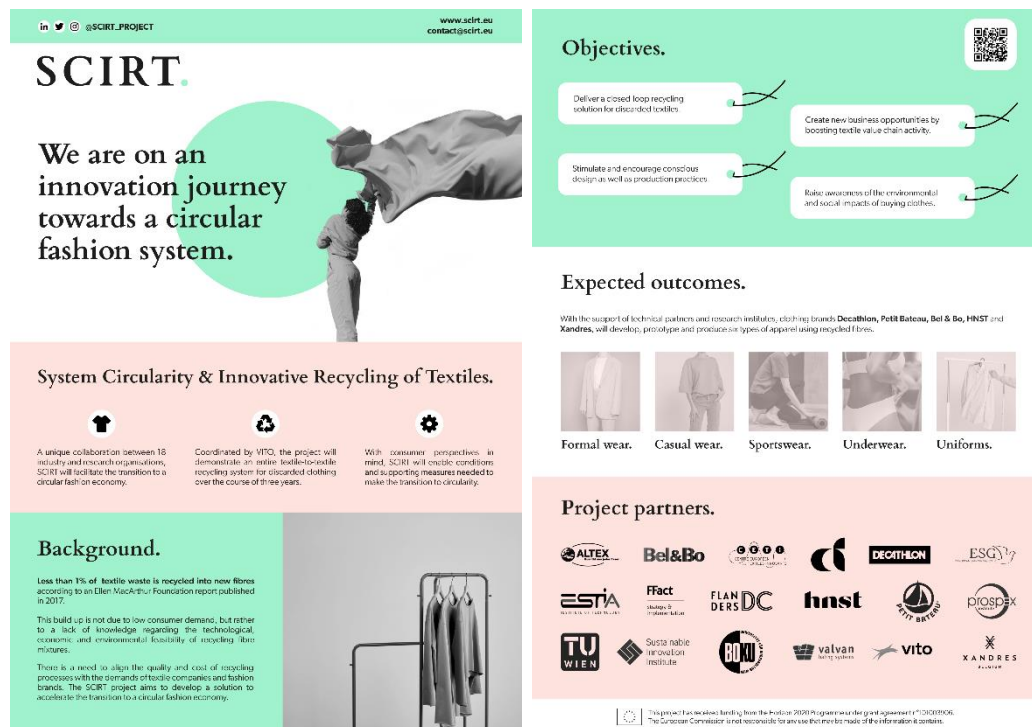


Figure 13: Flyer



4.3 Roll-up

A roll-up (Task 6.1) was designed to be used at events or conferences organised by SCIRT, as well as at external events.



Figure 14: Roll-up poster

4.4 QR Code

A QR code (Task 6.1) has been developed to increase website hits using smartphones, which will encourage engagement at events. It will for example help in accessing the SCIRT website, project news and public deliverables that will be made available on a dedicated online library page.



Figure 15: QR Code

Conclusion

The SCIRT 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 communication and dissemination material to promote SCIRT and its results, and/or present the project at conferences, events, workshops, or meetings with stakeholders. Further details about the SCIRT Communication and Dissemination Strategy, including communication audiences and key messages can be found on the digital workplace (deliverable D.6.1). 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.

