



IPERION HS

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D.8.1 Communication Plan

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Abstract

The Communication Plan describes the IPERION HS's strategy related to internal and external communication, so crucial to project success. The plan aims at facilitating effective communication and describes goals, audiences, messages, channels. Specific paragraphs are devoted to KPIs and timetable of the activities to measure and maximize the impact of communication.

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Abbreviations

Abbreviations	Expansion
DG	Directorate General
E-RIHS	European Research Infrastructure for Heritage Science
ERIC	European Research Infrastructure Consortium
ESFRI	European Strategy Forum for Research Infrastructures
GDPR	General Data Protection Regulation
HS	Heritage Science
KPI	Key Performance Indicator
NCP	National Contact Point
PP	Preparatory Phase
RI	Research Infrastructure

IPERION HS Communication strategy

IPERION HS is a consortium of 24 national nodes in 23 countries, including 67 organisations. It contributes to establishing a pan-European research infrastructure on Heritage Science named E-RIHS (www.e-rihs.eu). It offers training and access to a wide range of high-level scientific instruments, methodologies, data and tools for advancing knowledge and innovation in Heritage Science.

IPERION HS is the follow-up of previous projects in the field of Heritage Science, such as Labs-Tech, EU-Artech, CHARISMA and IPERION CH. Thanks to EU support, this long-term tradition built a consistent community.

This document will be used as a handbook that describes all the elements required for an **effective and holistic communication strategy**:

- the goals that the project intends to reach through its dissemination and communication activities;
- the audience that will be mapped and analysed in order to improve its engagement;
- the key messages to address to the audience groups;
- the channels through which the contents of the IPERION HS messages can be better delivered;
- the timetable that helps communication and dissemination to be effective;
- the key performance indicators to monitor and evaluate the performance of communication and dissemination.

This document will be periodically revised on the basis of the progress of the project and the evaluation of its impact and effectiveness of communication activities.

The IPERION HS communication strategy is strictly connected with the strategy set up within E-RIHS that represents the future of the Heritage Science community. E-RIHS is on the way to become an ERIC and establish a permanent pan-European research infrastructure in the field of Heritage Science. For this reason, IPERION HS will plan and experiment communication activities and launch social media campaigns together with the E-RIHS Communication Office.

IPERION HS and E-RIHS will share:

- The Privacy and Cookies policy
- The news section
- Social media posts and campaigns
- The KPIs.

Key messages are essential to the communication strategy. They must be short and simple, easy to remember, and engaging. Key messages should be repeated consistently in promotional materials as well as in presentations and speeches. Key messages should be used in different situations for different audiences.

The IPERION HS key messages will be:

- Short and simple
- Easy to remember
- Engaging
- Consistent
- Specific to the target audience.

This strategy will help communicate the same message in different situations to different audiences.

At the moment, the **IPERION HS key message** is:



IPERION HS contributes to establishing a pan-European research infrastructure on Heritage Science. It offers training and access to a wide range of high-level scientific instruments, methodologies, data and tools for advancing knowledge and innovation in Heritage Science.

Why: Objectives and actions

IPERION HS is an integrating activity under the umbrella of the ESFRI project E-RIHS and it has fully aligned its activities and communication to ensure maximum synergy. A holistic communication strategy will be planned in order to develop a consistent, coordinated and innovative narrative around Heritage Science.

Based on the specific needs of the IPERION HS community, this document is an easy-to-use handbook for communication in IPERION HS. IPERION HS aims at adopting a KPI-driven and SMART approach to communication, that means specific, measurable, attainable, relevant and time-based objectives.

IPERION HS communication activities will have the following **general objectives**:

- Maximise the impact of IPERION HS;
- Maximise the impact of the results of the project on the scientific community, cultural heritage sector and society at large;
- Contribute to the sustainability of the project beyond its duration;
- Enhance user engagement;
- Establish a central integrated access point for all the services provided (TNA, training activities);
- Ensure consistent, coherent and aligned access procedures;
- Maintain links with users to foster collaboration between providers and users for effective dissemination of project results;
- Manage administrative issues, international outreach and communications
- Maintain international communication with other European and non-European organisations concerned with Heritage Science and related fields to foster good relationships and joint activities

Specific objectives of IPERION HS are:

Inform	Engage	Promote
a. communicate the vision, mission and activities of IPERION HS b. exchange information among partners c. spread news about IPERION HS events and activities	a. engage users, stakeholders and the public at large in events or actions organised by IPERION HS b. grow and engage the online community using social media c. mutually amplify partners' visibility across social media	a. maximise the project impact b. reinforce the reputation of IPERION HS and its activities b. demonstrate the scientific success achieved within IPERION HS c. attract new potential users and promote IPERION HS partners and providers

The **key actions** envisaged include:

- Create a coordinated and consistent visual identity of IPERION HS project in connection with E-RIHS;
- Create a digital communication toolkit, consisting of templates for letterhead, presentation, poster, card, etc.
- Create a handbook on how to organise an event and related tools;

- Organise a contest for new and old users to award the best action taken for communicating the results of the access;
- Organise a “Science Talk” to promote IPERION HS amongst the public at large, in connection with an IPERION HS meeting
- Organise three public engagement events in three large national museums in the frame of training schools (in collaboration with WP7): high-level scientists will tell about themselves as researchers
- Organise engagement events with an interactive and collaborative approach
- Create 3 short videos describing and promoting the vision and mission of the project, the access platforms and the training opportunities
- Organise an IPERION HS session at the ESOF (European Science Open Forum) together with public science journalists
- Launch social media campaigns to raise awareness of IPERION HS activities and results, to boost website traffic, to increase engagement.

Communication's structure in IPERION HS

Addressed to a diversified targeted public, the communication strategy will be implemented in order to raise awareness for project activities and future perspectives. Thanks to a transnational approach and contributions of partners from 23 countries, the strategy aims at reinforcing the power of IPERION HS in building the pan-European research infrastructure, E-RIHS. The communication plan describes the structure carried out at the two main levels: internal and external.

Internal Communication

An effective internal communication strategy is the right way to make the relationship with partners more productive, collaborative and engaging. Internal communication refers to processes and tools set up for effective information flow and collaboration among partners within IPERION HS. Open and transparent communication plays an important role in creating a fruitful spirit of collaboration.

Important rule: Internal communication is the responsibility of each partner.

Objectives

Having in mind that internal communication impacts the project in different ways, the objectives are:

- Creating and sharing informative content
- Prioritizing and filtering messages by using communication means depending on message type and urgency in order to reduce the overloading of information
- Favouring the daily workflow by using effective and friendly tools
- Optimizing timing and targeting of communications, which means to deliver internal information at the right time for the right audience
- Scheduling activities in time and share the calendar amongst all the partners
- Driving collaboration amongst all the partners
- Aligning the activities with the IPERION HS vision and mission.

The way to reach the objectives is informing, listening, discussing and starting again.

Tools

In order to develop a strong internal communication strategy, different tools are used to share all the useful information between partners. The tools are described in detail in section 5 (*HOW: Channels and Methodologies*).

External Communication

Objectives

The external communication strategy is addressed to:

- Setting up a network of Communication Officers inside each national node
- Designing, implementing, controlling and periodically evaluating the communication strategy
- Building the IPERION HS visual identity book for strategic purposes (trademark, guidelines, etc.), coordinated with the visual identity of E-RIHS
- Designing a digital communication toolkit, including the logo, templates for presentation, letterhead, template for a leaflet, template invite, template poster
- Developing and maintaining the IPERION HS website and social media
- Favouring and sharing research results in an open-access way across Europe
- Organising and participating at events related to IPERION HS, jointly with E-RIHS.

Within IPERION HS, communication activities will be conducted under the Central Communication Office together with the network of the national Coordination Officers, which will ensure the delivery of a consistent message to the outside world.

Specifically, the **role of the Central Communication Office** will be:

- coordinating the communication activities inside IPERION HS, in connection with WP7 and WP8
- planning and coordinating the activities drafted in the Grant Agreement (Users contest, a Science Talk, 5 short videos)
- designing and sharing a digital communication toolkit
- drafting and sharing the “Visual identity Book”
- designing and maintaining the IPERION HS website
- maintaining the catalogue of services and the dashboards
- making communication consistent in space (across all the members and in the whole heritage science community) and time (during the whole project and with the future E-RIHS).

Each **national Communication Officer** will have the role to:

- contributing to drafting the communication plan accordingly the Grant Agreement and with a shared vision and strategy
- amplifying the IPERION HS messages (news, videos, photos, etc...) inside the community of the national node, through the national website, national social media, etc...
- assuring that the IPERION HS relevant activities (such as calls for access, training, etc.) and news will be translated into the national language and spread via the national mailing lists.
- collecting information (photos, videos, posts, articles, etc...) related to the national node and sharing with the central Communication Office in order to make IPERION HS communication consistent and relevant for the whole community.

The communication flow among single facilities/institutions, national nodes and Central Office is summarised in the figure below:

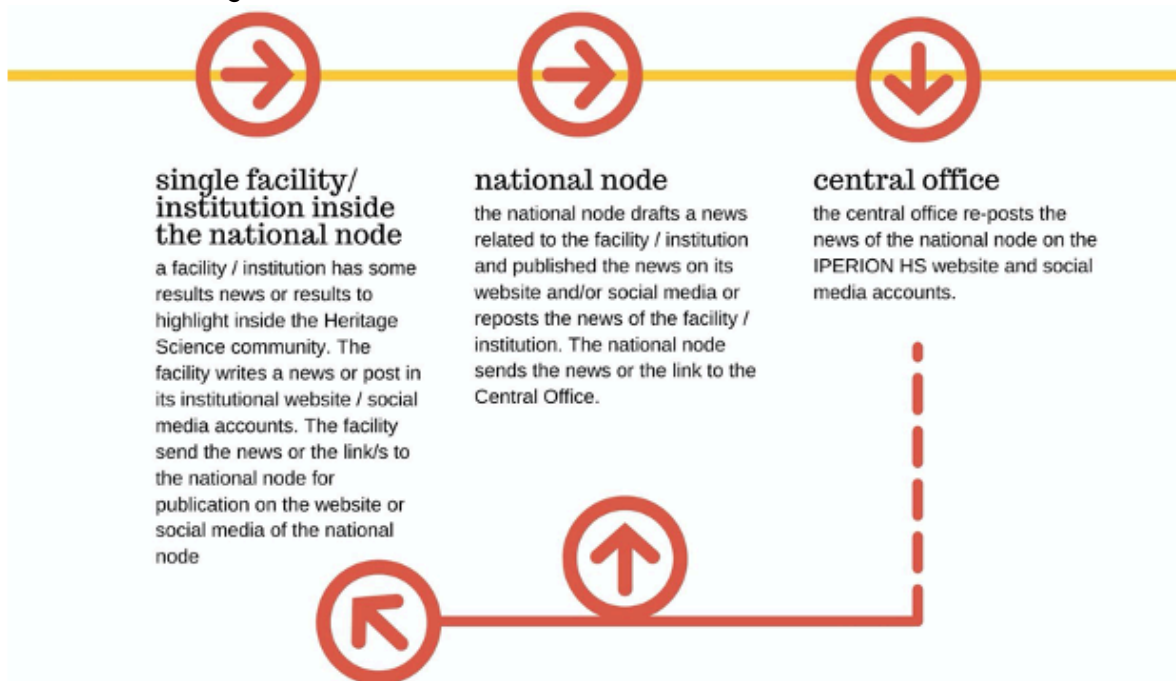


Figura 1: Communication flow in IPERION HS

Messages from a single facility or national nodes will be posted on the IPERION HS and E-RIHS websites and social media if relevant to the community. Their content may be modulated to deliver efficiently targeted message.

The **key phases of the strategy** are:

- community building;
- branding of the materials;
- users' engagement;
- open access to intermediate and final outcomes of the project.

Tools

In order to develop a strong external communication strategy, different tools are used to share all the useful information outside the project. The tools are described in detail in section 5 (*How: Channels and Methodologies*).

Who: The IPERION HS audience

To maximize the IPERION HS impact it is important to focus the efforts on a clear target audience. Breaking the audience down is one of the first steps towards successful and effective communication.

After a first analysis, the following targeted groups have been identified:

IPERION HS community	E-RIHS PP partnership and communities	Other research infrastructures and projects	European Commission and ESFRI
24 IPERION HS national nodes from 23 different countries; each national node includes many organizations (named "third parties"): <ul style="list-style-type: none"> · Project beneficiaries · Traditional (Art, Conservation and Restoration sciences, ...) and new communities (Social Sciences and Humanities, Built Environment, Paleoanthropology and Paleontology, Archaeology) · Heritage Science communities overseas (Brasil, Mexico, US) · Services Users (Access, Training) · Students 	ICCROM, Resinfra, etc.	DARIAH, DISSCO, SSHOC, CERIC etc.	DG Research and Innovation, NCPs, ESFRI, ERIC Forum, etc.

Table 1: targeted audience

The analysis of the audience will be improved in the first 18 months of the project in order to establish a clear, detailed and realistic framework of the audience. Once the analysis is completed, it will be necessary to revise the key messages and the means used to reach the audience and engage them with IPERION HS.

How: Channels

The Central Communication Office will design and create two main reference tools useful for both internal and external communication:

1. Visual Identity Book

This handbook helps beneficiaries to use a coordinated and consistent communication and image of the project, to make materials immediately recognizable, and to reinforce the reputation of the infrastructure jointly with E-RIHS.

2. Digital communication toolkit

The Central Communication Office will provide for designing a digital communication toolkit including the logo and templates for:

- Presentation
- Letterhead
- Leaflet
- Card
- Poster
- Roll-up
- Card for badge
- Invitation

The Central Communication Office will make the Digital Communication Toolkit available to all the beneficiaries in the D4science repository – VRE IPERION HS. Beneficiaries can adapt the templates to specific events and needs.

The Digital Communication toolkit will also include a Toolkit for IPERION HS events.

All the communication materials can be translated by the partners into their own language.

Internal Communication - tools

In IPERION HS, the main channels used for internal communication are:

- Email
 - Specific email accounts have been created in order to answer different requests or needs. The different accounts guarantee that emails arrive at competent people in charge of answering:
 - co@iperionhs.eu - general, administrative, financial enquiries
 - userhelpdesk@iperionhs.eu - enquiries about the TransNational Access activities
 - In order to facilitate the exchange of information, a mailing list divided into different recipients (Steering Committee, Governing Board, Access Board, etc...) has been already created. It will be continuously implemented by the Coordination Office
 - A further mailing list, collected in accordance with the GDPR, will include the emails of service users, and it will be used to disseminate IPERION HS events and initiatives.
 - It is a good practice to start the subject of the email with the name of the project in brackets:
 - *subject:* [IPERION HS] - (text)
- Project meetings

Project face-to-face and virtual meetings will be periodically scheduled and their dates communicated well in advance to partners.
- Video Conference systems

Mainly, ZOOM (<https://zoom.us/>) will be used. It is a friendly web conferencing service allowing online (and recordable) meetings between partners. On occasion, Skype could be used.

- D4science (<https://www.d4science.org/>)
D4science is an open-source system, a Data Infrastructure connecting more than 5500 scientists in more than 50 countries, and integrating heterogeneous providers. It will serve as a project repository for all relevant, but relatively confidential documents (such as draft reports, minutes of the meetings, etc.). Beneficiaries will be invited to participate in D4science.
- Zenodo
Zenodo is a repository for publications and datasets, developed and operated by CERN and Openaire. The Central Communication Office has created a community in ZENODO (<https://zenodo.org/communities/871034/>) where IPERION HS partners and users can easily upload publications and datasets to connect with the IPERION HS project. This helps researchers to be compliant with the EU requirements on open access (Grant Agreement art. 29.2 and 29.3).
- Eventbrite
This online tool will be used to share information about the project meetings with partners (agenda, location, etc.), to create a registration form for the project meetings, and to optimize their organization (<https://www.eventbrite.it/>)
- Hootsuite
The platform helps social media management and simplifies the process of planning, composing, and publishing contents on different social media in real time (<https://www.hootsuite.com/>)

External Communication - tools

In IPERION HS, the channels used for external communication will mainly be:

- IPERION HS website: www.iperionhs.eu
- IPERION HS Social media (Facebook, Twitter, LinkedIn, Youtube, Vimeo)

In order to optimise resources, the IPERION HS website comes from the previous project, IPERION CH. A graphic mockup has been applied to answer the new needs of the community, and some improvements have been performed as described below.

The IPERION HS website contains the main information about the project, and it is daily updated with the news coming from all the beneficiaries.

The main idea at the basis of the online communication strategy is to use the homepage of the website to launch news and updates about the project and the outcomes of the Heritage Science community. The homepage is divided into three main horizontal blocks/sections:

1. News
2. Events
3. Social media wall.

The header menu drives the user to discover the objectives of the projects, the partners, the services, the training activities, the highlights of the access activities, the gallery. A pop-up form invites the user to sign into the mailing list.

Compared with the website of the previous project (www.iperionch.eu), a relevant novelty is the online dynamic catalogue. The IPERION HS catalogue has been planned inside a E-RIHS PP working group and developed to offer a unique entry point to IPERION HS services.

The basic idea was to set up a system familiar to people, taking inspiration from e-commerce platforms (e.g. Amazon, Ebay), and guide them easily throughout the IPERION HS services. The system offers the whole list of services or a selected list depending on the filters that the same user sets up. The system updates the results in a dynamic way. Both expert and not expert users can choose services, put them into a basket (as for e-commerce) and fill the online application form in. From the submission on, the selection procedures can be followed at different levels thanks to a set of dashboards visible with different permissions to the user, the facilities, the Access Office.

The dashboards have an analytics tool for monitoring and improving the results of the access.

The whole system aims at improving the flows of internal and external communication.

Training activities will also have a unique entry point to the IPERION HS website in the “Academy” menu.

In order to engage users, two online tools will be used:

- **Mentimeter**
This tool is useful to engage users and create interactive presentations and webinars by using live polls, quizzes, word clouds and get real-time input (<https://www.mentimeter.com/>)
- **SurveyMonkey**
In order to collect feedback from users, a SurveyMonkey survey will be created (<https://www.surveymonkey.com/>). The tool allows the IPERION HS team to personalise questions, collect answers, measure users satisfaction and analyse the situation to offer a better access service.

Special actions

During the project lifecycle, three **special actions** will be carried out:

- Creation of three professional videos of 1-2 minutes. The video could be used for promotion, during scientific presentations, etc.
- Launch of the IPERION HS Access Award: The competition is to raise awareness on the importance of Heritage Science to preserve and restore heritage and to encourage new users to apply in the future calls, thus joining the community of the future research infrastructure for Heritage Science, E-RIHS ERIC. With the goal of inspiring new users, the contest aims at awarding good practices in disseminating and communicating science results emerging from the access’s experience inside the Heritage Science community and beyond.
- An online “Science Talk” to promote IPERION HS amongst the public at large, in connection with an IPERION HS meeting. The idea is to be inspired by the famous TED format to present relevant results in IPERION HS. This activity will be planned together with WP7.

Social media presence and strategy

IPERION HS will build its presence on the following social media:

- Facebook - @iperion.heritagescience
- Twitter - @iperion_hs
- LinkedIn - /iperion-hs

IPERION HS has inherited the IPERION CH social media accounts (Facebook, Twitter). After informing the followers, the accounts have been changed from IPERION CH into IPERION HS.

To avoid duplication of channels, IPERION HS will use and contribute to the Youtube - E-RIHS EU channel.

A new LinkedIn account has been created to host the Heritage Science User Forum as planned in WP7 (<https://www.linkedin.com/company/iperion-hs>).

All project researchers are encouraged to follow the IPERION HS and E-RIHS social media with their own social media accounts. This allows partners to exchange information and news to each other. All the project social media accounts are strictly professional, and posts must have some information value, otherwise followers will unfollow both IPERION HS and E-RIHS, and vice versa. When using social media accounts (e.g. Twitter, YouTube, Facebook), it is important to explicitly identify key influencers the project wants to attract as followers. If a key influencer starts following the account and reposting or retweeting some of the project works, the extended range of these posts increases by 2-3 orders of magnitude (i.e. key influencers can easily have 1,000's of followers each of which could be reading their retweeted post).

All partners are therefore encouraged to identify these key influencers and invite them. Furthermore, partners are encouraged to repost or retweet some of the key influencers' work hoping they may follow the project accounts.

Meeting influencers face to face at events and giving a business card with the social media account info is essential to the communication and dissemination of the project.

Retweeting is encouraged when a key influencer retweets or reposts a partner's tweet, (i.e. magnify this evidence of impact).

To engage with the new communities, messages will be posted by using @mentions of the relevant associations and institutions as listed in the D7.2, "Detailed engagement plan for new users' communities".

Starting from April 1st, 2020, all the social media accounts are active and partners are encouraged to frequently provide inputs.

Other social media accounts can be opened and used on need.

IPERION HS will contribute to promote the following **hashtags**:

#heritagescience

#erihs

#EU_RIs

For the HS user communities, which do not use everyday English, language might be a special obstacle to join the international HS scene and to receive all the relevant information. To attract users from different countries, special attention should be paid to translate the information from English to other languages.

Key Performance Indicators and Monitoring

Within IPERION HS, KPIs are set-up to monitor the quality of the activities. KPIs will also be applied to communication activities. The main Key Performance indicators will be:

Internal Communication - KPIs

- Number of times we as national communication officers exchange emails / year >10
- Number of accesses to the internal data storage > 500 / year
- Number of files / items in internal data storage > 50 / year

External Communication - KPIs

- Website - number of access (1° year) > 1000
- Website - number of access (2° year) > 20% over the previous year
- Website - number of access (3° year) > 10% over the previous year
- Website - average duration of single access > 30s
- Social media insight - number of people engaged / year > 50
- Social media insight - number of people engaged (2 year) > 20%
- Social media insight - number of people engaged (3 year) > 10%
- IPHS Events - number of participants in the event > 50 per event / 100 yearly

For each KPI, it is necessary to monitor the expected results along the three years of the project. Furthermore, the effectiveness of communication activities will be constantly monitored by using the following tools:

Object to monitor	Monitoring Tool	<u>Description</u>
Website	Google Analytics	<p>It will be the main tool to collect fresh insights into how visitors use the IPERION HS website, which way they know the website, which parts of the website are performing well, which pages are most popular and how visitors interact with the sharing features on the site.</p> <p>Statistical analysis of the project website with the following indicators will be carried out:</p> <ul style="list-style-type: none"> • Page views: number of web pages requested and viewed by the user • Visits of sessions: number of visits to a page • Unique visitors: number of single users that have visited the site, net of duplications • Time spent: time spent in minutes and seconds while navigating or viewing the pages of a site or using a digital application.

<p>Social Media Insights</p>	<p>Facebook insights, Twitter Analytics, LinkedIn analytics</p>	<p>Social media statistics will include:</p> <ul style="list-style-type: none"> · Number of followers and people reached and engaged · Number of tweet impressions and mentions · Number of target influencers following
<p>Events</p>	<p>Event Reporting Form & Google docs for monitoring events</p>	<p>Events reporting forms will be filled in by partners after each event. Reports will be carefully analyzed in order to evaluate if the target groups have been reached or definitions of the main target groups need to be adjusted.</p> <p>Together with T8.4 (Dissemination activities), a Google doc has been created to monitor IPERION HS events and meetings organized or participated by IPERION HS. The Communication Office will share the link with the partners.</p>

Timetable of communication actions

Scheduled date	Action
For all the duration of the project	Identification of social media influencers in the field
Weekly	Implementation of the social media
Every 6 months	Evaluation of social media activities
Every 6 months	Evaluation and revision of the website
Yearly or as necessary	Revision of the key messages
On request	Draft of press release
Month 6 (October 2020)	Digital communication toolkit ready, including a toolkit for events
Month 9 (January 2021)	Draft of the visual identity book
Month 24 (April 2022)	Short videos realized
Month 38 (September 2023)	IPERION HS Access award carried out

Acknowledgement of EU funding

As requested in the Grant Agreement, art. n. 38.1.2, all the communication and dissemination materials should give information on EU funding in the following way:

- Display the EU logo and
- Include the following text: “IPERION HS has received funding from the European Union’s Horizon 2020 INFRAIA-2019-1 under Grant Agreement n. 871034.

When displayed together with another logo, the EU emblem must have appropriate prominence.

According to the GA article n. 38.1.3, any communication activity related to the action must indicate that it reflects only the IPERION HS view and the Commission is not responsible for any use that may be made of the information it contains.

Final tips

Project coordinator, together with the Communication Officer, shares the strategy with all the Communication Officers of all the IPERION HS national nodes and WPs leaders, inviting them to contribute with ideas and materials for all the duration of the project.

Thinking early in the project about the 'overall plan' maximises the impact of communication and the sustainability of its outcomes.

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Annex: Visual Identity Guidelines



IPERION HS

VISUAL IDENTITY

**Logo, colours,
typography**

Short guidelines

SUMMARY.

strategy - 3

logo - 5

colour palette - 8

typography - 16

IPERION HS strategy

IPERION HS (*Integrating Platforms for the European Research Infrastructure ON Heritage Science*) is a consortium of 23 national nodes in 24 countries, including 67 institutions. IPERION HS aims at contributing to establish E-RIHS, the pan-European Research Infrastructure on Heritage Science (www.e-rihs.eu).

Heritage Science is a trans-disciplinary scientific domain founded on the synergy of knowledge from arts, humanities, science and technology and provides a holistic approach to cultural and natural heritage preservation, documentation, interpretation and management.

IPERION HS is a complementary project to E-RIHS. For this reason, a strong and consistent visual identity made up of communication of strategic messages and strong graphic presentation is planned in accordance with the E-RIHS one, already existing. The visual identity is a necessary element for all communications from the IPERION HS community. Consistency of communication to both internal and external audiences reinforces a strong IPERION HS identity and reputation. IPERION HS communication aims at informing, engaging and promoting by adopting a C-style that means to adopt a clear, coordinated, consistent and creative style:

Clear - Launching only relevant and short messages

Coordinated - Delivering the right information at the right time

Consistent - Making the design and style recognizable

Creative - Use new and effective tools for communicating.

Through communication, IPERION HS aims at managing and sustaining relationships with key audiences and takes responsibility for its reputation.



Reminder: KEY RULES

1. All IPERION HS materials and website pages should carry the IPERION HS logo.
2. IPERION HS materials should adopt the font “Montserrat” or the font used in E-RIHS, that is the Proxima Nova font or, in the alternative, it is possible to use other fonts like Calibri.
3. Only colours in the IPERION HS or E-RIHS colour palette should be used.

logo

a printed design or symbol that a company or an organization uses as its special sign

IPERION HS's Logo



IPERION HS

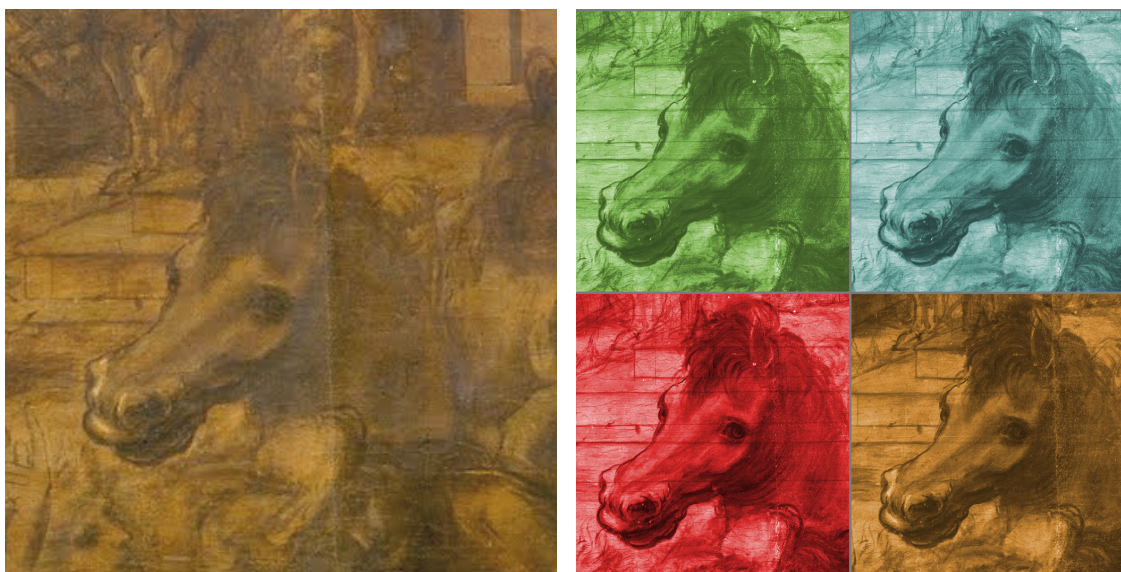
The IPERION HS logo was born from an idea of the coordinator, Luca Pezzati. Starting from 2012, the “Adoration of the Magi” by Leonardo da Vinci was restored by the Opificio delle Pietre Dure in Florence. Working together with restorers while performing scientific analysis, Luca Pezzati took inspiration from this painting to design the logo of IPERION HS. The logo is made up of two components:

- 1 - The multi-colour square with the heads of the horse taken from Da Vinci’s painting;
- 2 - The word “IPERION HS”, which is the acronym derived from the title of the INFRAIA project: Integrating Platforms for the European Research Infrastructure on Heritage Science.

These two components can be altered only according to the rules in these guidelines. A grid of strict composition is at the base of the logo:

4 horizontal blocks per 2 vertical blocks.

The text is centered in respect of the main square.



Size and minimum size

The IPERION HS logo has usually the following sizes:

2883 px per 762 px

Height: 5,29 cm

Width: 20,00 cm

Resolution: 300 dpi

The minimum size of the logo depends on the mode of reproduction. The aim is to keep the logo readable and clear. The logo is available in a range of different formats suitable for various uses.

Improper use of the logo

The logo should never be:

Stretched out of scale, Recoloured, Rotated, Cropped, Redrawn, Resized in its elements, Trimmed.

Do not change fonts or colours.

Elements of the logo should not be obscured or covered by design elements, background photos or graphics.

The logo should not be altered by the insertion of shadows or screens.

For assistance or further details, please contact co@iperionhs.eu.

Variations

The full-color version of the logo is used for formal use, including formal invitations, formal programs, banners etc. The logo has two other colour variations: grayscale and black.

Logo typography

The IPERION HS logo uses the font "Proxima Nova", designed in 1981 by Mark Simonson. The font is readable and versatile.

colour palette

the colours used by a particular artist

Colour palette

IPERION HS shares the colours' palette of E-RIHS. The idea is to use the same colours to make their visual identity similar and immediately recognizable. The IPERION HS colour palette contains samples of all the colours available along with their RGB, CMYK, HEX, HSV and HSL colour codes. No other colours should be used. Red is the brand colour of IPERION HS and E-RIHS.

Type of colour

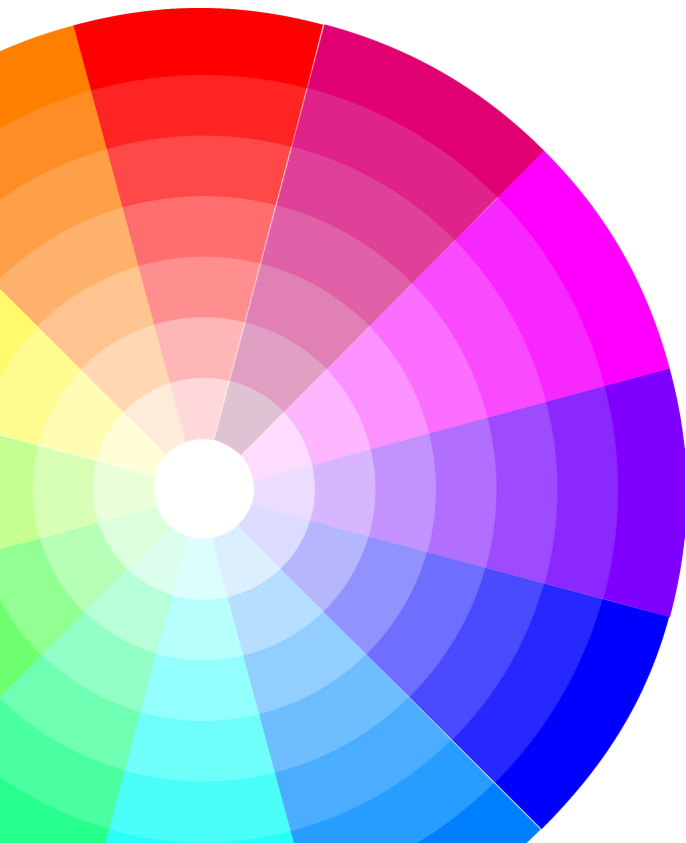
RGB stands for red, green and blue and refers to a colour mixing system combining those three colours to produce other colours. Used for online display.

CMYK refers to Cyan/Magenta/Yellow/Black and is a colour model in which each colour is described using a mix of these colours. This is because offset printing uses these four basic inks to produce all other colours. Used for high-end printing.

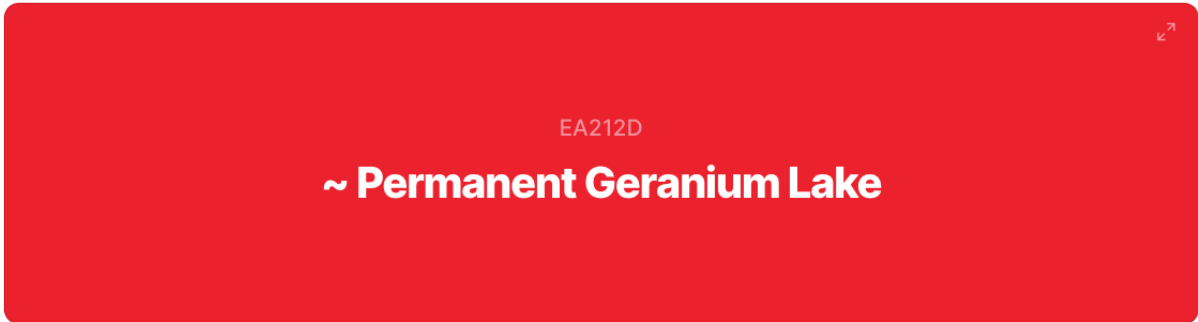
HEX means hexadecimal colour codes. This refers to codes inserted into the design of web pages to instruct them how to look. In this case, referring to specific colours. Used for web design.

HSV is based on three values: Hue, Saturation, Value. This colour space describes colours (hue or tint) in terms of their shade (saturation or amount of grey) and their brightness value. Used to generate high-quality graphics.

HSL stands for Hue, Saturation, Lightness and it represents an evolution of the RGB system.



EA212D



Conversion

HEX	EA212D	LAB	50, 72, 47
RGB	234, 33, 45	XYZ	35, 19, 4
CMYK	0, 86, 81, 8	LCH	50, 86, 33
HSB	356, 86, 92	LUV	50, 149, 29
HSL	356, 83, 52	HWB	356, 13, 8

Color harmonies

Color harmonies are pleasing color schemes created according to their position on a color wheel. [Learn more](#)

Analogous

Analogous color schemes are made by picking three colors that are next to each other on the color wheel. They are perceived as calm and serene.



Complementary

Complementary color schemes are made by picking two opposite colors on the color wheel. They appear vibrant near to each other.



Split complementary

Split complementary schemes are like complementary but they use two adjacent colors of the complement. They are more flexible than complementary ones.



Triadic

Triadic color schemes are created by picking three colors equally spaced on the color wheel. They appear quite contrasted and multicolored.



Tetradic

Tetradic color schemes are made from two couples of complementary colors in a rectangular shape on the color wheel. They are very versatile, and work best with one dominant color.



Square

Square color schemes are like tetradic arranged in a square instead of rectangle. Colors appear even more contrasting.



f2aa39



F2AA39

~ Marigold

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89d0ca



89D0CA

~ Middle Blue Green

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c3e086



C3E086

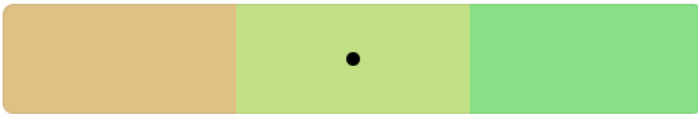
~ **Yellow Green Crayola**

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ddd4c6



DDD4C6

~ Bone

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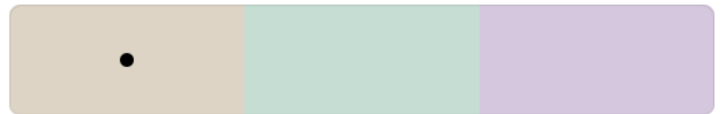
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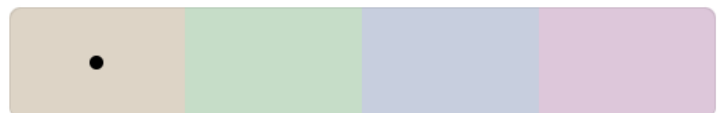
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2A4169



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~ Dark Cornflower Blue

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typography

the art or work of preparing books, etc.
for printing, especially of designing how
text will appear when it is printed

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Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Regular

Proxima Nova Regular Italic

Proxima Nova Light

Proxima Nova Light Italic

Letterhead typefaces

The main typefaces in the letterhead text are: Montserrat or Calibri.

It is possible to use other fonts similar to Montserrat such as Proxima Nova, Armitage, Gota, Nexa, Raleway, etc.) and use fonts with serifs in the title/subtitle or quotes to create contrast or emphasis. Colours may be used for headlines, introductory paragraphs and pull quotes. The text should have a size of 11/12 points.

Body text on white background should be black lighter 25%.

Website typography

The IPERION visual identity inherits the design of the previous project IPERION CH (www.iperionch.eu) and adds some specificities from E-RIHS (www.e-rihs.eu). The IPERION HS website (www.iperionhs.eu) is a graphic mockup of the IPERION CH website with some new functionalities and a new section with the catalogue of services.

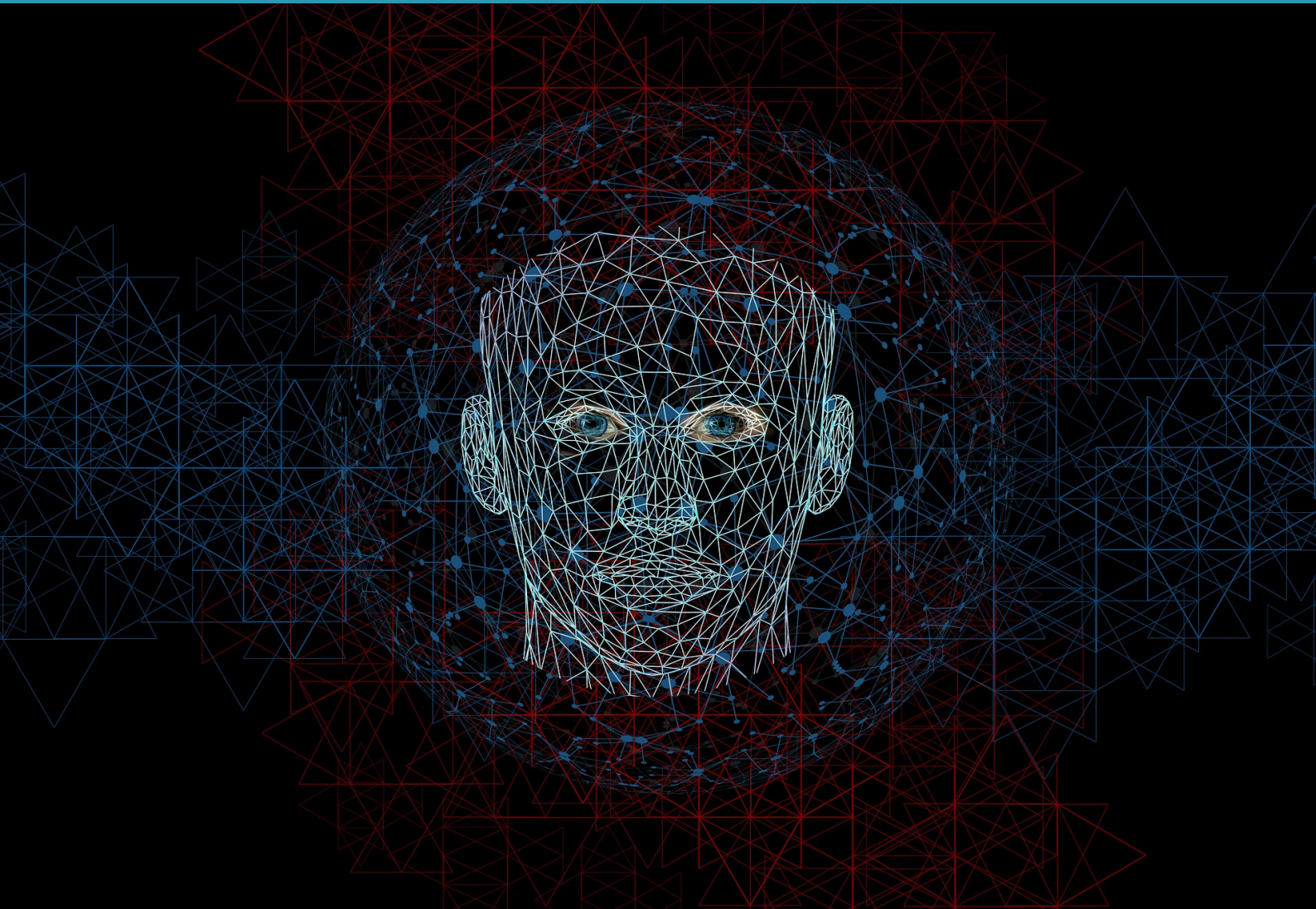
The website uses the Montserrat typeface.

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MONTSERRAT HAIRLINE
MONTSERRAT ULTRA LIGHT
MONTSERRAT LIGHT
MONTSERRAT REGULAR

MONTSERRAT SEMI BOLD
MONTSERRAT BOLD
MONTSERRAT EXTRA BOLD
MONTSERRAT BLACK



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These guidelines are drafted by **Laura Benassi** for
internal use of IPERION HS consortium.

January 2021