DiCiM

Digitalised Value Management for Unlocking the potential of the Circular Manufacturing Systems with integrated digital solutions

D8.4 VISUAL IDENTITY AND WEBSITE

Project 101091536
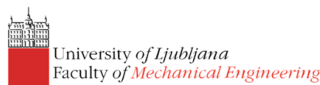
D8.4 Visual identity and website

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V6	20/04/2023	Replaced images and comments addressed	CHX
V6	21/04/2023	Quality check	MUNI
V6	21/04/2023	Final reviewed deliverable	MUNI

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List of Abbreviations

Abbreviation	Explanation
CHX	Crowdhelix
D&C	Dissemination and Communication
DiCiM	Digitalised Value Management for Unlocking the potential of the Circular Manufacturing Systems with integrated digital solutions
GA	Grant Agreement
GDPR	General Data Protection Regulation
GUI	Graphic User Interface
MUNI	Masaryk Unversity
WP	Work Package

1. Executive Summary

This deliverable was prepared within the framework of the Horizon Europe DiCiM project, funded under Grant Agreement number 101091536. It intends to outline the output of **Task 8.2 Dissemination and Communication Plan and activities**, and therefore describes the creation of the project's branding. It also presents the website's main features and the social media channels and templates. The website and the social media accounts are fully operational at the time of submission.

This document serves as a guide for the consortium partners and will be a reference point for further improvements. D8.4 Visual identity and website is both a demonstrator and report of the existing tools for external communication. Additional information related to Task 8.2, namely newsletter, leaflets, press release, and introduction video, will be included in D8.2 Dissemination and communication plan and periodic D&C progress reports, due M6.

2. Introduction and Objectives

2.1. Document Scope

The deliverable **D8.4 Visual identity and website** of the DiCiM project is part of Work Package WP8 Impact creation, and discusses the project's requirements of online presence, as well as the structure of the project's official website itself. It aims to give an overview of the tools that can be used by the consortium to promote the project efficiently and maximise its impact.

It is part of Task 8.2 Dissemination and Communication Plan and activities, as per the project's Grant Agreement (GA). It states 'All the partners will contribute to the updating of the website, publicising news related to the project and information about events and uploading all relevant documents related to DiCiM'. The deliverable includes a roadmap of the aforementioned activities.

An external website acts as the main source of information related to the DiCiM project, providing information on the project's objectives, work areas, results, and partners. CHX (in close collaboration with consortium partners) acts as the lead partner for communications, and as such, coordinates updates to the website with project partners, who are encouraged to provide content. In addition to the website, social media and e-Newsletters will be used as part of the overall digital communication marketing strategy for DiCiM.

The website and digital communication marketing strategy will be used to fulfil some of the key communication objectives related to DiCiM, namely:

- Maximise the project's impact,
- Spread information on its goals, activities and results to the relevant target groups and end-users,
- Foster engagement and uptake of the project's activities and results

2.2. Methodology

CHX, in collaboration with MUNI, developed the materials mentioned in this deliverable, which was reviewed internally by the consortium. All partners contributed to the creation of the logo and reviewed the website. The project's branding was developed as a way to raise awareness about the DiCiM project by highlighting its key objectives. Various tools were set up to accommodate each of its target audience groups, and thereby expand its reach.

2.3. Document Structure

The deliverable's content is split into three main parts: visual identity and logo, website, and social media channels.

The first item tackles the project's branding, which ensures a cohesive visual identity through its logo that can be used across all materials and by all project partners. The branding guidelines provide guidance on colours and fonts to be used in all printed and online materials, including templates.

The second element focuses on the website by detailing its current format and foreseen developments. It is considered a tool that will support the widest diffusion of the project's objectives and progress, laying the foundation for the exploitation of its results.

Lastly, the third part of this deliverable is dedicated to the project's social media accounts. Consortium partners agreed to make use of Facebook, LinkedIn, and Twitter to reach various and wider types of audiences.

**Funded by
the European Union**

3. Project Communication and Dissemination Rules

3.1. Guiding Principles

CHX has the general responsibility for managing communications activities.

1. <u>Communication</u> means talking to the outside world about the project, using information already in the public domain
2. Compliance is governed by **Article 17 of the Grant Agreement**; partners must:
   a. Acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) in all communication activities related to the DiCiM project, including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media;

Figure 1 Association of the EU emblem with the funding statement – Horizontal option

Figure 2 Association of the EU emblem with the funding statement – Vertical option

   b. The minimum height of the EU emblem must be 1 cm;
   c. The EU emblem must not be modified or merged with any other graphic element or text;
   d. If other logos are displayed in addition to the EU emblem, the latter must be at least as prominent as other logos, or at least the same size as the biggest of the other logos.
   e. Apart from the EU emblem, no other visual identity or logo can be used to highlight the EU support.

f. The statement 'Funded by the European Union' must always be spelled out in full and placed next to the emblem. It should be translated into local languages, where appropriate.

g. Any information used in DiCiM communication or dissemination activities must be factually accurate and it must indicate the following disclaimer:

    i. *"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them."*

h. If communication is expected to have "major media impact", the coordinator must be notified so they can inform the Project Officer in advance.

i. In addition to the obligations set out in Article 17, communication and dissemination activities, and any infrastructure, equipment, vehicles, supplies or major result funded by the grant, must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

3. Presentation slides, poster designs for printing and videos will be provided to be used by the partners without needing further permission

4. To coordinate, promote and support compliance in communication activities, partners should notify CHX project manager as soon as a communication activity is planned

5. To multiply the benefit of individual activities, project partners are encouraged to take photos and videos which can be used for other content (e.g., newsletter, social media)

6. Following the activity, partners are required to update or complete the project tracker on the project Teams drive:

    a. Add/confirm details including date, location, audience type and size

    b. Report social media campaigns (a significant post or series of posts clearly linked to the project on partners' own channel) as a single activity; ensuring that partners have access to the reach statistics

7. Partners are required to record specific costs related to these activities, as they will be requested with the financial report

4. Visual identity and Logo

Visual identity is closely associated with the project's branding. Its primary goal is to make DiCiM easily and consistently identifiable, while conveying its goals. The logo is the primary vehicle, while other elements such as the colour palette and typography make up complete branding.

To ensure a cohesive visual identity is used across all materials and by all project partners, a set of branding guidelines has been developed (see Annex 1: *Visual Assets,* Accessible for project partners through Teams). These guidelines will ensure that the logo is used consistently, creating a strong and cohesive visual identity. The brand guidelines provide guidance on colours and fonts to be used in all printed and online materials (such as templates and flyers), in addition to the project website.

4.1. Logo and Typography

In order to support the project logo creation process, a design brief was prepared to communicate the project's aims and objectives, as well as a list of keywords and project stakeholders. Additionally, the designer was provided with keywords and links to organisations and associations with whom the project shares synergistic characteristics. The focus was first put on the logo's shape, considering the project description. Several options were created and later refined by focusing on 'digital solutions' as seen below.

Figure 3: Draft logo option 1

Figure 4: Draft logo option 2

The current format was a consortium-wide agreement in favour of option 1. The logo was later finalised through its colour palette, which consists of:

- A primary colour: #13DBDB

- Ae secondary colour: #100F10

- A first supportive colour: #3CE991

- A second supportive colour: #4D4FEE

Figure 5: Colour palette

Typography constitutes another element of the visual identity. The branding font for the DiCiM logotype is Inter, an open-source font, and is available to download at https://fonts.google.com/specimen/Inter

DiCiM

Typography

INTER – BOLD (40)   **MAIN HEADLINES**

Inter - Light (36)   Sub Header

Inter - Medium (20)   Consequat Interdum Varius Sit Amet Mattis. Orci Ac Auctor Augue Mauris Augue Neque Gravida In Fermentum. Odio Facilisis Mauris Sit Amet Massa Vitae.

Available for download at https://fonts.google.com/specimen/Inter

Figure 6: Typography guidelines

Two versions of the logo are available: the logo displays the project's name abbreviation, while the icon can be used as a document header, for example. Both images are available in the internal Teams' repository in high resolution JPG, PNG and SVG formats.

Figure 7: Logo of DiCiM

Figure 8: Icon of DiCiM

4.2. Templates

A set of templates is necessary to ensure consistent communication, both internally and externally. MUNI and CHX prepared a series of templates that contain the project's visual identity, notably:

- Meeting minutes, which be used for all internal meetings to keep track of relevant exchanges and assigned tasks.
- PowerPoint presentation to be used for internal (meetings) or external (conferences) purposes.
- Deliverable to ensure key elements are included in all official deliverables.
- GDPR-compliant attendance list which protects the participants' identities while enabling the consortium to keep track of key data.
- Press release, which will be used to convey key progress updates.
- Review reports, thus ensuring comprehensive communications within the consortium and with the European Commission.
- Letters, reinforcing the project's visual identity towards external stakeholders.
- Agenda for General Assembly/review meetings for efficiency and consistency.
- PowerPoint presentation for General Assembly/review meetings, including key points that should be tackled.
- individual dissemination plan to clearly identify each partner's dissemination objectives and review them periodically.
- Leaflet, which will be essential to promote the project during specific events.

Examples of the PowerPoint presentation slides can be seen below:

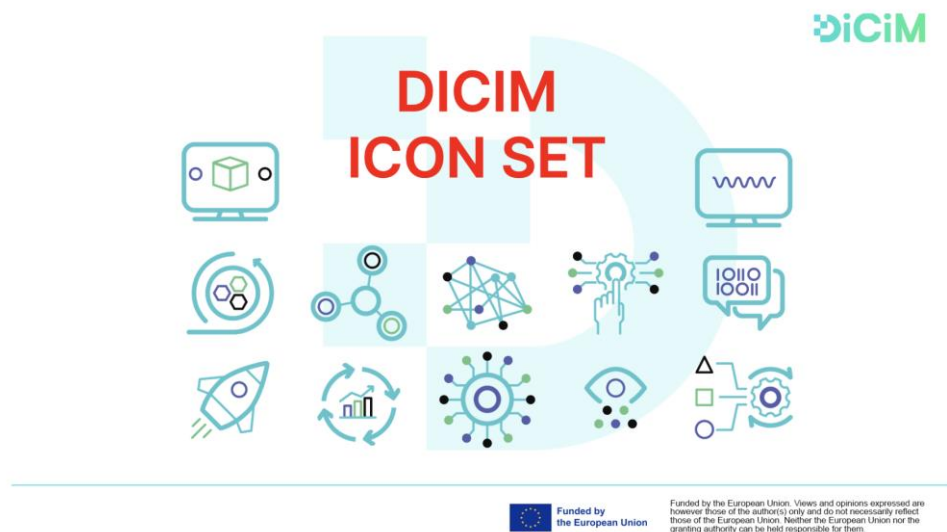*Figure 9: Example of PowerPoint template 1*

Figure 10: Example of PowerPoint template 2

Figure 11: Example of PowerPoint template

5. Website

5.1. Introduction

An external website, accessible publicly, has been created. It serves as the main source of information related to DiCiM, and provides data on the project's objectives, areas of work, results, and partners. Throughout the delivery of the project, the website will be regularly updated, with news stories, reports, events, and publications added.

The creation and updating of the website will be coordinated by CHX, with updates provided with the help of the project partners.

The website will be promoted through social media posts, in addition to external media activity related to the DiCiM project.

This section outlines all relevant aspects of the DiCiM website, including how it is structured and how it was developed to serve as the main online presence of the project. It is publicly available at the following URL: https://www.dicimproject.eu/.

5.2. Website Structure

Graphical User Interface (GUI)[1] principles were used in software application programming in the area of human-computer interaction for the design and implementation of the project's website. The following principles have been taken into account and implemented during the creation of the website:

- Aesthetically pleasing visuals
  It provides visual appeal by following a few graphic design principles: meaningful contrast between screen elements, aligning screen elements and groups, and simple and effective use of colours.
- Clarity
  The interface is visually, conceptually, and linguistically clearer. It includes visual elements, functions, metaphors, words, and text.
- Comprehensibility
  The interface is easy to understand and flows effortlessly.
- Consistency
  The interface looks, acts, and operates consistently. The same action always yields the same result, and the position of standard elements remains the same.
- Control
  The user controls the interaction, which means that actions on the website result from explicit user requests and are performed quickly.
- Efficiency
  There are minimal steps involved in going to any specific part of the website. Transitions between various controls flow easily and freely.
- Simplicity

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[1] https://www.britannica.com/technology/graphical-user-interface

It provides a simple interface, uniformity and consistency and minimises screen alignment points. Simple common actions and necessary functions come first without any unnecessary clutter.

The figure below illustrates the structure designed to include the project's activities, materials, and forthcoming news and results.

Figure 12: Website structure

5.3. Website Content

5.3.1. Navigation Menu

The navigation menu is part of the header and includes - as shown in previous figures - links that lead the visitors to other parts of the website.
There are seven main pages on the DiCiM website:

- Home
- About
- Consortium
- Use Cases
- News & Events
- Resources
- Contact

5.3.2. Cookies & Privacy policy

Considering that CHX administers the website, its cookies and privacy policies apply. The team made sure that they were clearly displayed and accessible to the website visitors. As seen below, they are both included at the bottom of each page.
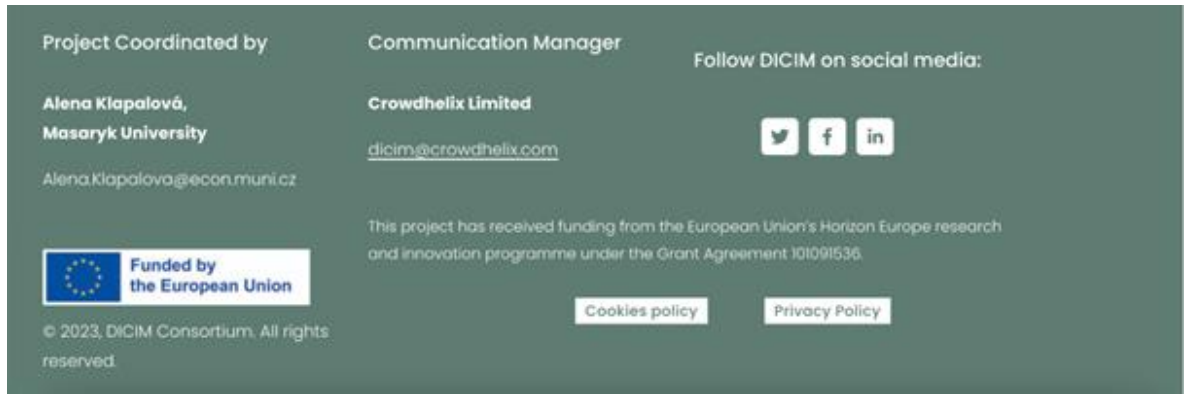
Figure 13: Website footer

These fully GDPR-compliant policies are also displayed next to the contact form.

Figure 14: Contact page

5.3.3. Detailed Overview of the Website

The *Home* page of the DiCiM website is the one that loads first when the user enters the website in a web browser. The front image is designed to showcase and explain what exactly the DiCiM project is. An image of the home page can be seen in the below figure:

Figure 15: Top of the homepage (image purchased via Canva premium)

The image background is also relevant, showing that the project combines manufacturing and digital. The above figure shows the logo of the DiCiM project in the upper left. The home page displays a brief explanation of the project.

At the top of the home page, there is a horizontal menu of options, including the following: About, Consortium, Use Cases, News & Events and Resources. To the right of this menu are the social channels including Twitter, Facebook and LinkedIn. To the right of the social channels is a "Contact" button. Clicking this will bring the user to a new page where they can contact us by email.

Displaying the above options on the same horizontal line towards the upper right of the screen makes navigation simple for the user. When looking at one option, the user's eyes are naturally drawn to the rest of the line. Finding what they are seeking is therefore a straightforward process. The visitor can also easily return to the home page at any time by clicking the project logo at the top left of the screen.

Further down the page, the project is again referred to, see the below figure:

Figure 16: The first subsection of the homepage - About

When the user scrolls further down, all the prior sections on the header menu (About, Consortium, etc.) have their own place on the home page with a brief summary of what each is about and a link to their respective pages.
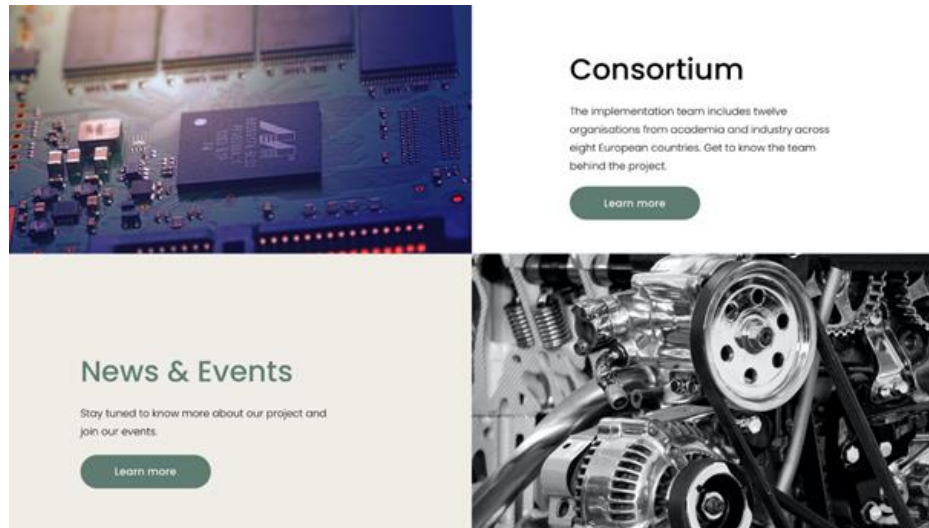
Figure 17: Further subsections of the homepage – Consortium and News & Events

At the bottom of the page, the visitor is encouraged to keep in touch with our progress by either following the project's Twitter account or subscribing to our regular newsletter.

Figure 18: Bottom of the homepage – Newsfeed & newsletter banner

As seen below, the About section provides the user with a short overview of the project's key objectives and expected impacts. This page is particularly useful for those who are not familiar with the project, and/or do not have a deep understanding of the scientific challenges we intend to tackle.

Figure 19: About section

As of April 2023, the consortium section showcases the project partners' logos and websites. The consortium will expand this page by featuring each partner's expertise, and possibly sharing their contact details.

Meet the Collaborators

The DICIM consortium consists of 12 organisations across 8 countries – from industry and academia and all bringing their own expertise. These organisations are joining as digital value system management developers, demonstrators, standardisation experts and impact creators. Masaryk University serves as the project coordinator.

Masaryk University	Kungliga Tekniska Hongskolan (KTH)	Crowdhelix Limited	Technische Universität Chemnitz
Arcelik A.S.	Gorenje	Idener Scientific Computing	Lexmark
IRIS Technology	Univerza V Ljubljani	Signifikant Svenska AB	Circular Economy Solutions GMBH

Figure 20: Consortium section

This page relates to the four use cases the consortium will be basing the project's work on. It gives practical and concrete examples of the work that will be carried out in the next four years. This is mostly intended for industry professionals, researchers and policy-makers.

Figure 21: Use cases section

The News & Events section is expected to be the page that will be evolving the most throughout the project's lifetime. At the time of publication, it includes a short article about the Kick-off Meeting. It is anticipated that this section will include items such as short reports of the project's attendance at conferences, future workshops, and upcoming gatherings. This list is not exhaustive, and any news that is deemed relevant by the consortium shall be added to this section.
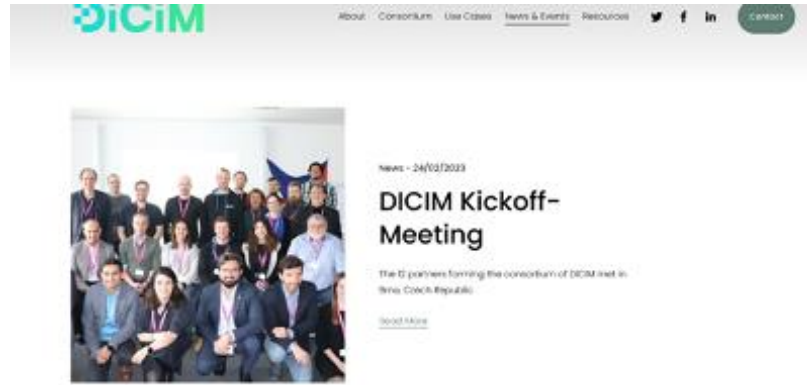

Figure 22: News & Events section

The Resources section will contain relevant communication materials, including public deliverables - once formally approved - as well as the newsletter. It currently includes the first press release and project brochure.
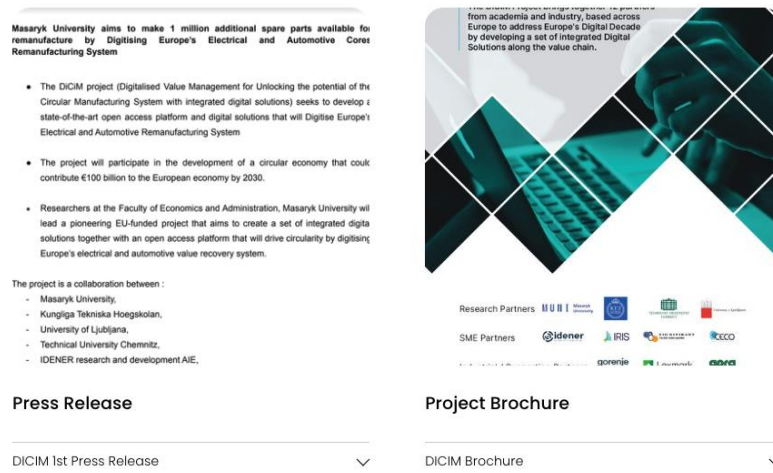
Figure 23: Resources section

5.4. Website Developments

The website has been designed to act as a "living platform" and to evolve as the project reaches its various milestones. As the project matures, the website will serve to meet the evolving content needs of those audiences by having its messaging updated and renewed.

In order to ensure a consistent and appropriate updating process, the content will be regularly reviewed. Its relevance and accuracy will be assessed, and technicalities such as broken links will be flagged and replaced. Items that need to be added or updated will be ranked in order of importance, and prioritised. The content updates will be shared with the consortium partners to ensure their accuracy and avoid any intellectual property issue. The updated content will be promoted via the project's social media channels whenever relevant.

The table below specifies the foreseen updates, as well as the related timelines. It serves as a roadmap, and will be updated based on the project's progress and the consortium's needs.

Expected timeline	Section
Continuous	News & events Regular updates related to e.g. key project achievements, project meetings, event participation. It will feed into the newsletter.
Every year	Resources New press release (1 per year)
M12 **(video due M12)**	Homepage Introduction video
M12 & M36	Resources New brochures
Year 1	Consortium Each partner's expertise will be listed on the main page One clickable page per partner, displaying those behind the project
Year 1	Other Sister projects feature page Link to Youtube channel Link to Digital Helix
Year 1 and onwards	Resources Relevant papers/articles/poster (via Zenodo)
Year 2 and Onwards	Use cases Dropdown menu with a specific page for each use case Each use case page will showcase their progress, whether via texts, images or videos

Once formally approved by the European Commission	Resources Deliverables (and related datasets)

Table 1: Website developments roadmap

6. Social media Channels

The consortium partners aim to be active on social media, which are fundamental channels to communicate with a variety of stakeholders. All partners are therefore expected to interact with the posts and share them. In addition, they are strongly encouraged to share them with their relevant networks – including their own institutions – to boost the audience. A dissemination tracker was set up to keep track of relevant content. The content that is uploaded to Teams will be used as basis to prepare the social media posts.

The consortium agreed upon using three different channels, which can facilitate outreach towards a variety of stakeholders. LinkedIn has a user base that is predominantly focused on business and professional interests, which makes it an excellent tool to reach and interact with researchers, industry representatives, and regulators. Facebook is not targeted at professionals, and therefore the primary network for reaching citizens and civil society. Twitter has a large user base and focuses on concise messaging, which makes it a valuable platform to engage with all our target audience groups.

Deliverable 8.2 Dissemination and communication plan and periodic D&C progress reports will lay out precisely the dissemination and communication strategy that will be implemented on the social media channels.

6.1. Twitter Account

The account was created in January 2023, with the handle **@DiCiMProject**

Figure 24: Extract of the Twitter feed

6.2. Facebook Account

The account was created in January 2023, with the handle **@DiCiMProject**

Figure 25: Extract of the Facebook feed

6.3. LinkedIn Account

The account was created in January 2023, with the handle **@DiCiMProject**
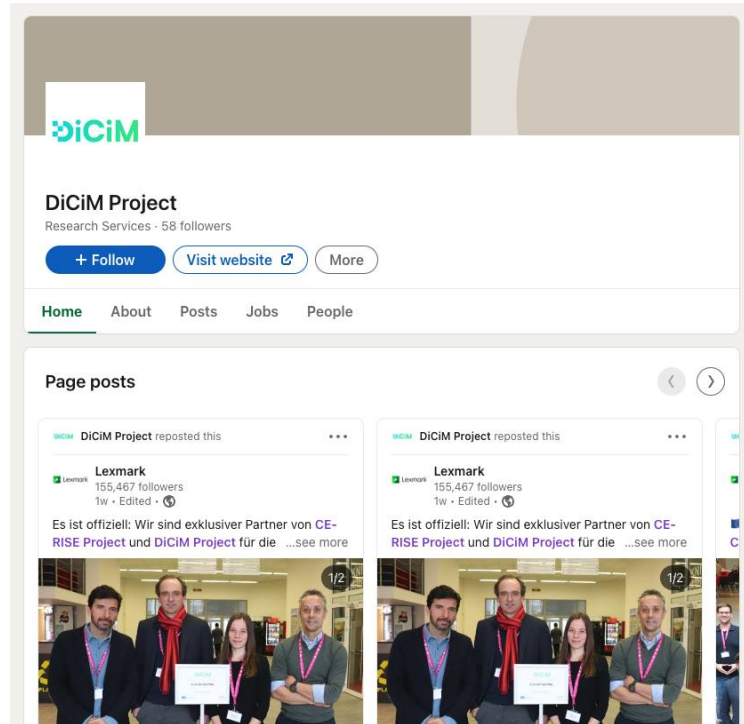
Figure 26: Extract of the LinkedIn homepage

6.3.1. Newsletter

On average, two newsletters per year will be sent out to a network of subscribers. The Newsletters will provide updates and information in relation to the project. Subscribers will include project partners, industry partners, and external bodies or agencies, general public.

The subscriber list will be built through the DiCiM website, with the newsletter also promoted through posts made across social media and the partners' relevant channels. The newsletter design will incorporate the DiCiM project branding and will include references to the project's social media channels.

6.3.2. Promotional Toolkit

A promotional toolkit has been developed to support partners in promoting the DiCiM project through their digital channels. The toolkit will be updated throughout the duration of the project, and will include guidance on:

● Promoting the project on partners' websites

● Using visual assets to promote the project

● Suggested content for use on social media

● Promoting the project through email signatures.

The toolkit is included in Annex 1 of this document.

7. Results

Website

The DiCiM project website will be launched on 21st of April 2023, therefore metrics are not yet available. Engagement with the website will be measured through:

- number of monthly visits,
- number of page impressions per month,
- duration of visits and
- number of references from external websites.

Social Media accounts were created in January 2023. Built-in analytics are used to monitor engagement rates for the first quarter of the project. Based on the early results, the LinkedIn account is expected to have the highest number of followers, while Facebook should generate more engagement.

Figure 27: Facebook analytics (April 2023)

Figure 28: Twitter analytics (April 2023)

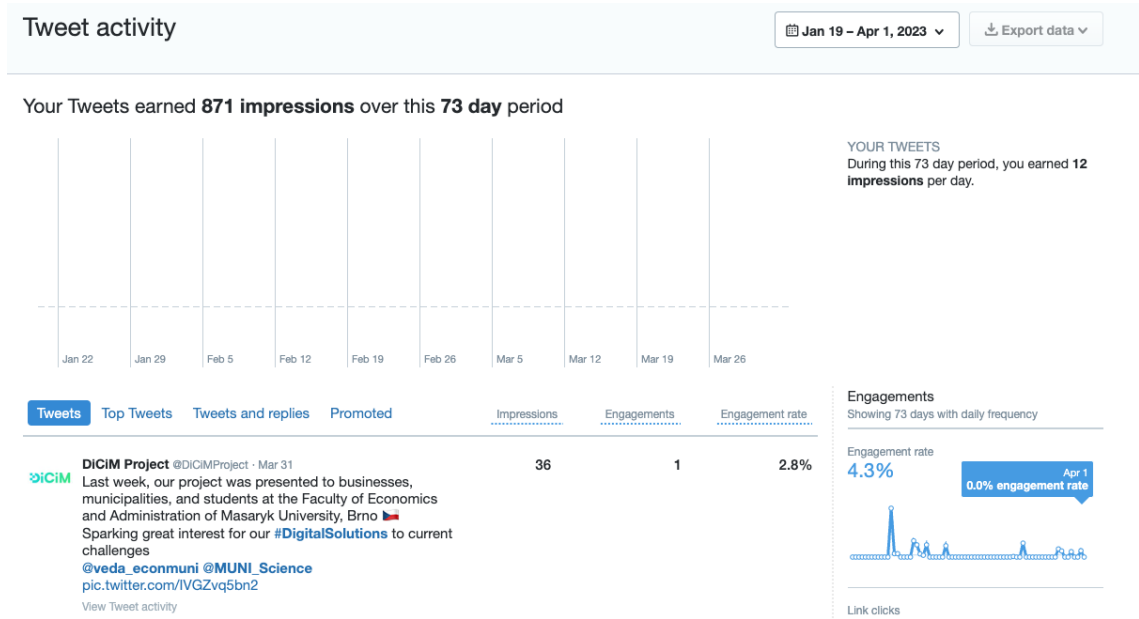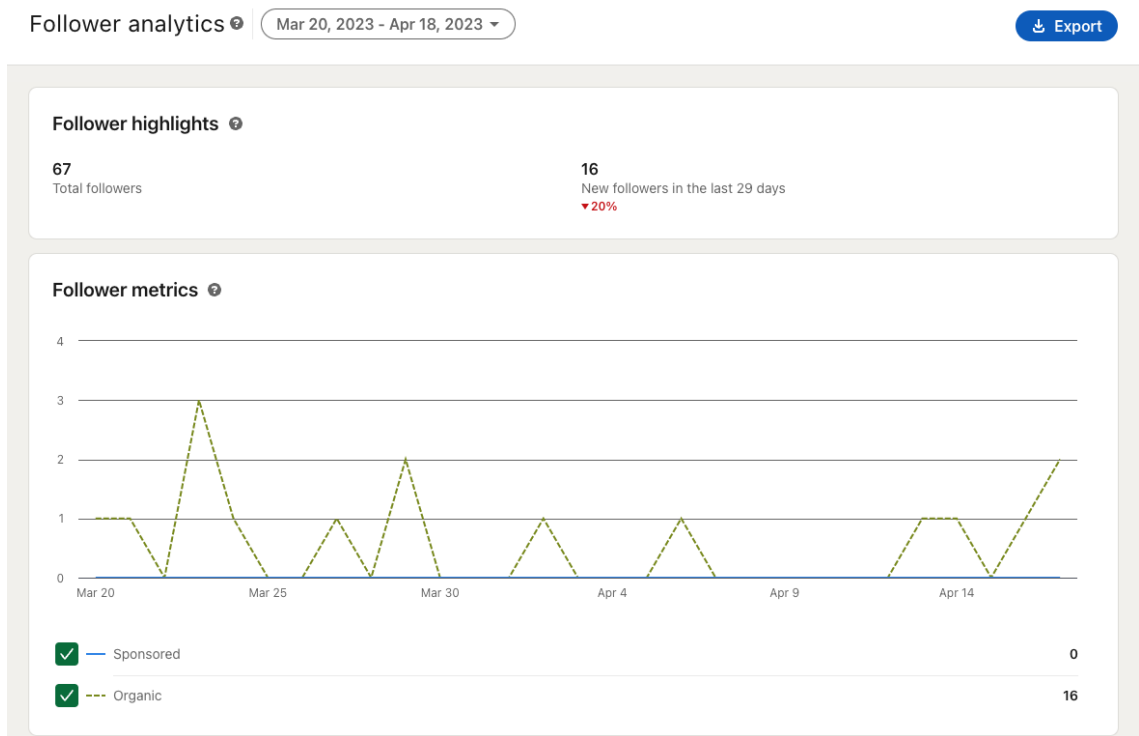*Figure 29: LinkedIn analytics (April 2023)*

The first **press release** announcing the beginning of the project was shared with the consortium partners' networks.

15.3.2023

Masaryk University aims to make 1 milion additional spare parts available for remanufacture by Digitising Europe´s Electrical and Automotive Waste Remanufacturing System

The DiCiM project (Digitalised Value Management for Unlocking the potential of the Circular Manufacturing System with integrated digital solutions) seeks to develop a state-of-the-art open access platform and digital solutions that will Digitise Europe's Electrical and Automotive Waste Remanufacturing System.

The project will participate in the development of a circular economy that could contribute €100 billion to the European economy by 2030.

Researchers at the Faculty of Economics and Administration, Masaryk University will lead a pioneering EU-funded project that aims to create a set of integrated digital solutions together with an open access platform that will drive circularity by digitising Europe's electrical and automotive value recovery system.

The project is a collaboration between

Stáhnout článek   `.pdf 127 kB`

Kontakty

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Figure 30: Press release on Masaryk University's website

University News

RESEARCH

Focus: Digitalization of the Circular Economy for Increased Sustainability

Professorship of Production Systems and Processes at Chemnitz University of Technology contributes expertise in the field of Augmented Reality to an EU project focusing on large-scale recycling of electronic waste

The consortium of the EU project DiCiM at the kickoff meeting at Masaryk University in Brno, Czech Republic. Source: Masaryk University

According to Statista, 42.5 percent of electronic waste was recycled in Europe in 2019, while the European Union's target is 65 percent. Researchers aim to close this gap further in the EU project "Digitalised Value Management for Unlocking the potential of the Circular Manufacturing System with integrated digital solutions – DiCiM", in which the Professorship of Production Systems and Processes (head: Prof. Dr. Martin Dix) at Chemnitz University of Technology is significantly involved. The project started in January 2023 and is funded with a budget of six million euros, with around 609,000 euros going to Chemnitz University of Technology.

In total, twelve project partners from eight countries aim to develop a cutting-edge open platform and integrated digital solutions within four years that will elevate the digitalization of Europe's recovery system for electrical and automotive waste to a new level. The project aims to develop new technology for monitoring and assessing the condition of components to be recycled. These components are expected to be reprocessed and used for the repair of household appliances, printers, and cars in the future. For this purpose, tools will be developed in the project that utilize the Internet of Things (IoT), Machine Learning (ML), Artificial Intelligence (AI), Big Data, image processing, and Augmented Reality (AR). The results of the research work will be implemented across Europe in pilot projects with multiple users. "With the help of the planned platform, approximately one million additional spare parts for reprocessing are expected to be made available within the EU each year, resulting in an annual saving of 4,500 tons of CO_2," says David Póč, Director of Strategy at Masaryk University in Brno (Czech Republic), which is coordinating the project.

Figure 31: Press release on Technical University of Chemnitz's website

8. Conclusions and next steps

The DiCiM project identity, website and digital marketing approach have now been established, allowing active promotion of the project.

Specifically tailored materials such as logos and templates were created to ensure that the project's visual identity is consistent and that the consortium partners have the right tools at their disposal. In addition, social media accounts were set up to conveniently interact with the project's target audience.

A project's website is considered the primary online channel for both project partners and external users. It includes general information and updates on the progress that the project has made. The website can be an effective way to ensure the visibility of the project among its target audience. The structure of the website was described, along with the process behind the design and development of the project's logo and the website as such.

The success of the DiCiM project strongly depends on efficient communication and coordination, and the website is one of the essential tools to achieve this goal. Therefore, the DiCiM project website will be updated throughout delivery of the project with relevant content and updates on the progress of the project. This content will be promoted through the DiCiM Newsletter, in addition to regular updates on social media.

As a next step, consortium partners will be encouraged to actively promote their participation in the project through the promotional toolkit provided (Annex 1).

9. References

[1]   Https://www.britannica.com/technology/graphical-user-interface

10. Annex 1

10.1. Introduction

To ensure that the DiCiM project successfully reaches its target audiences, consortium partners are encouraged to proactively promote their participation in the project. This can be done via various medium, including partner organisations' websites, social media channels, or brochures.

This toolkit was developed to support the consortium's dissemination efforts. It includes content that can be easily shared on the aforementioned platforms. The toolkit will be revised throughout the project's delivery to ensure that the conveyed messages remain timely, relevant and in line with the project's achievements.

10.2. Website Content/Promotional Text

It is worth noting that the project should always be referred to and stylised as '**DiCiM**' for external communications. Consortium partners may use the following suggested content (based on the initial press release) that can be found below:

[Partner organisation] is part of the EU-funded DiCiM project (Digitalised Value Management for Unlocking the potential of the Circular Manufacturing System with integrated digital solutions), which seeks to develop a state-of-the-art open access platform and digital solutions that will Digitise Europe's Electrical and Automotive Remanufacturing System

Presently, Europe recycles 42.5% of its e-waste. However, most EU member states are falling short of the 65% target set by the bloc. The Horizon Europe project aims to make 1 million additional spare parts available for remanufacture by Digitising Europe's Electrical and Automotive Cores Remanufacturing System. In the long-term perspective, the project and the partnership also provide an opportunity for customers themselves to participate in the sustainability of their appliances and technology.

Within the project [partner organisation] will be [insert description of the role your organisation plays in the project].

To find out more about the project, visit www.dicimproject.eu

10.3. Visual Assests

10.3.1. Colour palette, typography and logo

As a standard practice, the colour palette and typography were set up for consistency purposes. The colour palette includes the following shades:

•   Primary colour: #13DBDB

•   Secondary colour: #100F10

•   First supportive colour: #3CE991

•   Second supportive colour: #4D4FEE

Primary Colour	Secondary Colour	Supportive Colour A	Supportive Colour B
#13DBDB	#100F10	#3CE991	#4D4FEE

Colour palette

The branding font for the DiCiM logotype is Inter, an open-source font, and is available to download at https://fonts.google.com/specimen/Inter

DiCiM

Typography

INTER – BOLD (40) • **MAIN HEADLINES**

Inter - Light (36) • Sub Header

Inter - Medium (20) • Consequat Interdum Varius Sit Amet Mattis. Orci Ac Auctor Augue Mauris Augue Neque Gravida In Fermentum. Odio Facilisis Mauris Sit Amet Massa Vitae.

Available for download at https://fonts.google.com/specimen/Inter

Typography guidelines

The logo and/or icon must be prominently displayed on digital or printed material. Both versions are available in high definition in the internal Teams' repository in JPG ([logo](#) - [icon](#)), PNG ([logo](#) - [icon](#)) and SVG ([logo](#) - [icon](#)) formats.

Logo of DiCiM

Icon of DiCiM

10.3.2. Main templates

● A Powerpoint presentation template is available on Teams at [this link](#). It includes a slide master and project-specific layout.
● A word template containing DiCiM letterhead was created for any relevant correspondence on behalf of the project. Consortium partners can download a copy at [this link](#).
● The deliverable template should be used for all official deliverables to be submitted to the European Commission. Consortium partners can find this template at [this link](#).

10.3.3. Banners & images

● A banner for social media was created for the project's Facebook, LinkedIn and Twitter accounts. Consortium partners may find at the following links ([pdf format](#) - [png format](#)) for their own use.
● Partner organisations are encouraged to make use of the webpage banner (available at [this link for pdf](#) - [this link for png](#)) to promote the project on their own websites.

- Stock images (copyright-free images that will be purchased for use by the project or shared by the project partners)
- Additionally, visual assets such as graphs can be provided on an ad hoc basis.

10.4. Social Media Content

Social media is one of the most effective and straightforward ways to raise awareness of the partners' involvement in the project. Consortium partners have the option to like and share posts from the project's account, or to create their own with the support of their organisation's marketing team.

In order to boost engagement, consortium partners are encouraged to use the hashtag **#DiCiMProject**, to include a visual element and ideally a call to action. For ease of use, suggested social media content can be found in the table below.

Suggested content	Target audience
[Partner organisation] have joined 11 partners to deliver the innovative #HorizonEurope #DiCiMProject www.dicimproject.eu	All
We are excited to join partners from 8 countries on the innovative #DiCiMProject. Find out more about the project here www.dicimproject.eu	All
Our work on the #DiCiMProject is to digitise Europe's electrical and automotive remanufacturing system www.dicimproject.eu	All
We are excited to be part of the #HorizonEurope #DiCiMProject, which will address challenges of the #CircularEconomy and the #EU's #DigitalDecade www.dicimproject.eu	All
#CircularEconomy, #DigitalSolutions and the #Remanufacturing are some of the challenges that the #DiCiMProject addresses. Find out more here www.dicimproject.eu	All
The #DiCiMProject is developing digital solutions to digitise Europe's electrical and automotive remanufacturing system. Find out more here www.dicimproject.eu	All
As part of the, #DiCiMProject we are developing digital solutions to digitise Europe's electrical and automotive remanufacturing system. Find out more here: www.dicimproject.eu	All
[Partner organisation] is at the heart of innovation with the #DiCiMProject, which aims to digitise Europe's electrical and automotive remanufacturing system www.dicimproject.eu	All

Gain insights about the world class research conducted within the #DiCiMProject, and sign up to our newsletter www.dicimproject.eu	Researchers
#DiCiMProject is developing a state-of-the-art technology to monitor and assess the condition of components for remanufacturing. Sign up to our newsletter and keep up to date with the latest research: www.dicimproject.eu	Researchers
The #DiCiMProject set up 4 use cases targeting washing machines, refrigerators, printers and automotive to digitise Europe's remanufacturing system. Follow the journey and subscribe to our newsletter www.dicimproject.eu	Industry
The #DiCiMProject tackles remanufacturing in the electrical and automotive sector. Together, we can help create more sustainable supply chains. Find out more here: www.dicimproject.eu	Industry
The #DiCiMProject intends to facilitate industry agreements on circularity and sustainability through increased data exchange among value chain actors. Find out more: www.dicimproject.eu	Regulators
The #DiCiMProject seeks to define standards for data and business processes to build sustainable and responsive production environments and supply chains. Follow the journey and subscribe to our newsletter www.dicimproject.eu	Regulators
Did you know that Europe only recycles 42.5% of its e-waste? Find out how the #DiCiMProject works towards higher recycling rates here www.dicimproject.eu	Civil society
How sustainable is your washing machine, or printer? Find out how the #DiCiMProject tackles remanufacturing challenges here www.dicimproject.eu	Civil society

Suggested content for social media posts

10.5. Email Signature

Consortium partners are encouraged to include a banner promoting DiCiM as their email signature to raise awareness of the project. A pdf version can be downloaded at this link.

Email signature banner