coeso

connecting research and society

**COLLABORATIVE ENGAGEMENT ON SOCIETAL ISSUES**

WP7 - Communication and Dissemination

# Dissemination Material Guide

**1 April 2021**

**Deliverable 7.2**

**Dissemination Material Guide**

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| **Grant Agreement number** | : | 101006325 |
| **Project acronym** | : | COESO |
| **Project title** | : | Collaborative Engagement on Societal Issues |
| **Funding Scheme** | : | H2020-EU.5. - SCIENCE WITH AND FOR SOCIETY |
| **Topic** | : | SwafS-27-2020 - Hands-on citizen science and frugal innovation |
| **Project's coordinator Organization** | : | EHESS-OpenEdition |
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| **WP and tasks contributing** | : | WP 7, T 7.1, T 7.2 |
| **WP leader** | : | Max Weber Stiftung |
| **Task leader** | : | OpenEdition Center (EHESS) |
| **Dissemination level** | : | public |
| **Due date** | : | 31 March 2021 |
| **Delivery date** | : | 1 April 2021 |
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# Contents

# I.   Summary

The COESO Dissemination Material Guide presents the main elements of the COESO visual identity and the principles guiding the communication and dissemination material composition. It also includes the main information needed by the project partners to handle the provided elements.

This deliverable has been developed in coordination with Task 7.1 ("Communication and Dissemination Strategy").

# II.   The Dissemination Material Guide

The COESO Dissemination Material Guide aims at sharing the dissemination and communication material with all project partners. It comprises the main elements of the project's visual identity, it explains its modularity principles and provides examples of possible uses. The elements provided:

• are in open format so that it is possible to adapt them during the course of the project;

• are provided under an open license;

• take into account the visual identity of the OPERAS research infrastructure.

The dissemination material is an evolving set of elements that will be adapted throughout the project's duration, building on the COESO identity graphical system. It will also include textual descriptions of the project's main aims and scopes.

The COESO project visual identity and graphical system is developed by the Italian design agency StudioFlu in close collaboration with EHESS-OpenEdition. It is in line with the vision of Task 7.1 "Communication and Dissemination Strategy".

All related materials are shared with the members of the COESO consortium via the dedicated project's Drive Folder. A special section will be available in the project website to include materials that will be accessible to third parties (such as project logo, poster, leaflet, project presentation).

A particular attention has been paid to the possibility for all project partners to handle the COESO graphical system: not only the graphical elements will be delivered in an open format, but each element can be easily included into presentations and documents without any particular graphical skills.

Finally, the COESO visual identity and dissemination material have been developed while taking into account the overall environment of the OPERAS Research Infrastructure (OPERAS RI). This is of particular relevance in order to ensure that, once developed, the COESO framework will be properly integrated to OPERAS RI even in the graphical and aesthetical dimensions.

# III. COESO visual identity

A coherent visual identity builds brand awareness of the project, thus enhancing its impact and supporting the project's Communication and Dissemination strategy. Developing the COESO visual identity has been a stimulating creative process bridging design language and culture with the project's aims and needs, taking into account the diversity of COESO stakeholders.



The COESO visual identity and the overall visual system have been developed with inspiration from the 60s, 70s and the 80s graphic designs, with a special attention to the Olivetti brand development and factory experiences, as well as to the IBM brand designed by Paul Rand or the iconic Woolmark logo by Franco Grignani.

Elementary forms, impactful colours, twines, fluid transitions and openness have been carefully composed together to signify a diversity and plurality of perspectives and contributions. It represents an idea of cooperation where each one comes with its strong identity and the aim of sharing knowledge and practices, eventually forming new shapes by following the same path with others for a while.

The COESO project will focus on social sciences and the humanities, and the framework it develops to connect research and society has a strong, though not exclusive, digital dimension. The visual identity needed to communicate the project's solidity as well as its creative dimensions. It needed also to speak to different communities, academics and non academics ones, to practitioners and professionals from different fields, artists, associations, lay citizens. It needed to speak to the social sciences and the humanities communities, as well as the citizen science ones.

Finally, the contemporary and so much differentiated communication channels ask for the creation of not only a visual identity but a comprehensive visual system: modular, flexible, easy to handle and to mix and remix by the diversity of project partners. The visual system has to be readable at different scales without losing impact to keep building brand awareness.

The main strength of the visual system developed for the COESO project is definitely its ability to support a huge diversity of narratives telling the multiple sides and aspects of the project. The COESO visual identity is composed of a logotype with its variants, two font families and modular graphical elements.

A. Logotype



coeso

connecting research and society

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*greyscale*



*black and white*

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coeso

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*Horizontal layout*

## B. Pictogram

The aim of the graphic element of the logo is to synthesise the key concepts of the project: the encounter between different perspectives, the academic and research worlds, social, economic, and cultural actors, with the aim to confront each other and make use of their experiences in the humanities and social sciences fields.



The emphasis on collaboration, confrontation, and cooperation are not accidental. This is why the C of Coeso becomes a flow of elements of different colours which intertwine with each other in a circular and continuous pattern.

## C. Fonts

The TT Norms font used on the logotype has been developed by Pavel Emelyanov, TypeType Team and Ivan Gladkikh, it's a modern geometric grotesk font. The basis for TT Norms is the classic type character proportions. The designers worked on the geometry of each glyph, both from the point of view of visual correctness and form continuity. It is indeed the perceived continuity of the glyphs' forms that fits very well with the COESO project's vision. It is downloadable for free for personal use, and provided under licence for commercial use.

Another font family has been chosen for the current documents the COESO consortium needs to produce and deliver: the Work Sans font family. It is available under an open source licence, ready for use into collaborative writing suites such as Google Documents and freely downloadable to be installed into desktops' word processors. In this case, it is the accessibility of the font that guided the choice, together with its appearance.

Work Sans is a typeface family based loosely on early grotesques, such as those by Stephenson Blake, Miller & Richard and Bauerschen Giesserei. The Regular weight and others in the middle of the family are optimised for on-screen text usage at medium-sizes (14px-48px) and can also be used in print design.

The fonts closer to the extreme weights are designed more for display use both on the web and in print. Overall, features are simplified and optimised for screen resolutions: for example, diacritic marks are larger than how they would be in print. An optimised version for desktop applications is available from the Work Sans GitHub project page (github.com/weiweihuanghuang/Work-Sans ).

The Work Sans project is led by Wei Huang, a type designer from Australia.

Work Sans Glyphs:

| A | B | C | Č | Ć | D | Đ | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | Š | T | U | V | W |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X | Y | Z | Ž | a | b | c | č | ć | d | đ | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | š |
| t | u | v | w | x | y | z | ž | Ă | Â | Ê | Ô | Ơ | Ư | ă | â | ê | ô | ơ | ư | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 0 | ' | ? | ' | " | ! | " | ( | % | ) | [ | # | ] | { | @ | } | / | & | \ | < | - | + | ÷ | × | = |
| > | ® | © | $ | € | £ | ¥ | ¢ | : | ; | , | . | * | | | | | | | | | | | | | | |

Work Sans is available in several weights and styles and it is a variable font.

Work Sans Hairline AaBbCcDdEeFfGgHhI
Work Sans Hairline | 761 Glyphs

Work Sans Thin AaBbCcDdEeFfGgHhIiJjK
Work Sans Thin | 1344 Glyphs

*Work Sans Thin Italic AaBbCcDdEeFfGgH*
Work Sans Thin Italic | 1225 Glyphs

Work Sans ExtraLight AaBbCcDdEeFfGg
Work Sans ExtraLight | 1344 Glyphs

*Work Sans ExtraLight Italic AaBbCcDdE*
Work Sans ExtraLight Italic | 1225 Glyphs

Work Sans Light AaBbCcDdEeFfGgHhIi
Work Sans Light | 1344 Glyphs

*Work Sans Light Italic AaBbCcDdEeFfG*
Work Sans Light Italic | 1225 Glyphs

Work Sans AaBbCcDdEeFfGgHhIiJjKk
Work Sans Regular | 1344 Glyphs

*Work Sans Italic AaBbCcDdEeFfGgHh*
Work Sans Italic | 1225 Glyphs

Work Sans Medium AaBbCcDdEeFfG
Work Sans Medium | 1344 Glyphs

*Work Sans Medium Italic AaBbCcDdE*
Work Sans Medium Italic | 1225 Glyphs

**Work Sans SemiBold AaBbCcDdEeFf**
Work Sans SemiBold | 1344 Glyphs

***Work Sans SemiBold Italic AaBbCcD***
Work Sans SemiBold Italic | 1225 Glyphs

**Work Sans Bold AaBbCcDdEeFfGgH**
Work Sans Bold | 1344 Glyphs

***Work Sans Bold Italic AaBbCcDdEeF***
Work Sans Bold Italic | 1225 Glyphs

**Work Sans ExtraBold AaBbCcDdEeF**
Work Sans ExtraBold | 1344 Glyphs

***Work Sans ExtraBold Italic AaBbCc***
Work Sans ExtraBold Italic | 1225 Glyphs

**Work Sans Black AaBbCcDdEeFfGg**
Work Sans Black | 1344 Glyphs

***Work Sans Black Italic AaBbCcDdEe***
Work Sans Black Italic | 1225 Glyphs

## D. A modular and manageable graphical system

The COESO modular visual system, starting from hatching and the use of colour nuances, declines the theme of the COESO logotype. Through the use of simple geometric shapes and their multiplication and transformation, we convey the idea of comparison, mixture and difference that underlies the project.
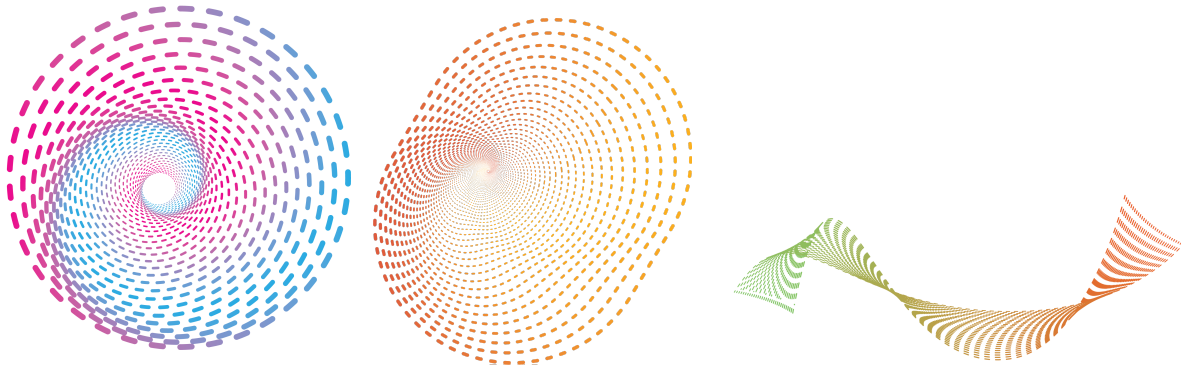


Example on a leaflet:

Examples on different media:



Style guidelines describing the COESO logo, graphical elements, fonts and colour palette that can be mixed to develop a COESO visual environment specific to all situations, will be provided to partners through the Drive common folder, and will be available on the COESO website.

Templates for the deliverable documents and slide presentations will be available for partners, in order to facilitate the creation of a diversity of documents in harmony with the COESO visual system.
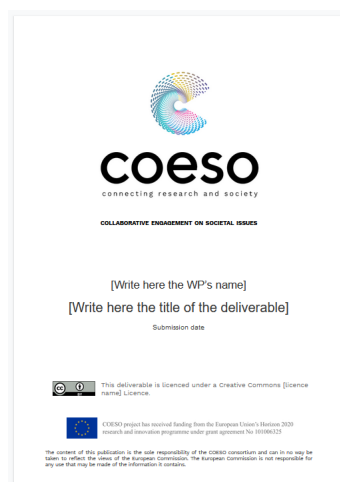
## IV. COESO Website and Social Network presence
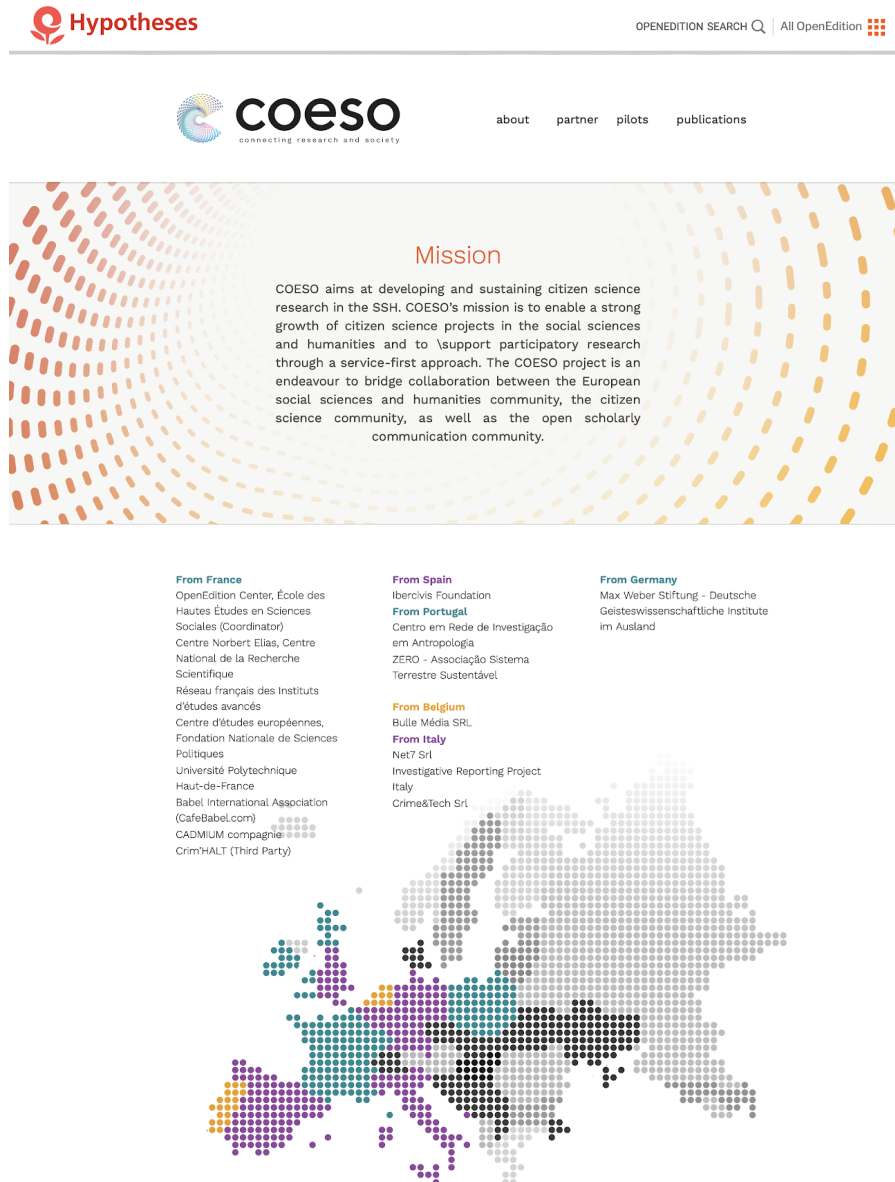


Visual materials (e.g. banners, favicon…) will be specifically conceived to enhance the impact of the COESO website (coeso.hypotheses.org) and COESO social network presence (ex. Twitter account), as well as to ensure a consistent and recognisable project identity throughout the several communication and dissemination channels.

Additional graphical elements will also be provided for the dissemination through podcasting tools and services.

# V.  Key messages and descriptions

Key messages, general presentations, summaries of the project's overall aims, developments and pilots descriptions are provided to partners through the Drive common folder and they are kept up to date following the project development and in line with the COESO Communication and Dissemination Strategy..

"COESO" (with capital letters) is the project acronym which stands for "Collaborative Engagement on Societal Issues". The capitalized version of the wordmark "COESO" is used in running text and document headings.

# VI.  Visibility of EU Funding and Disclaimers

In accordance with the obligations regarding the dissemination of results, as stated in the Grant Agreement, all project materials produced in the context of the project (publications, website, flyer, etc.) must acknowledge EU funding and should be accompanied by the EU emblem and the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement number 101006325".

The Grant Agreement also states that "any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains". The following disclaimer will be used in COESO dissemination material:

"The content of this publication is the sole responsibility of the COESO consortium and can in no way be taken to reflect the views of the European Commission. The European Commission is not responsible for any use that may be made of the information it contains."

# VII. Creative Commons Licences

The Creative Commons licensing framework has been developed by the Creative Commons Foundation. Since 2001 the organisation has acted with the primary purpose of facilitating free use, including reuse and modification, of creative works. COESO consortium partners are invited to share the project deliverables and results through a CC licence as open as possible, preferably under Creative Commons Attribution 4.0 International Public License (CC BY 4.0).