D5.1   Media kit and website

Partner list

Nr.	Partner name	Short name	Org. type	Country
1	Fraunhofer AICOS *(coordinator)*	FhP	R&D	Portugal
2	Santa Casa da Misericórdia de Lisboa	SCML	End-user	Portugal
3	SONAE (Modelo.com – Vendas por correspondência, S.A.)	SONAE	IND	Portugal
4	Red Ninja Studios	RNS	SME	United Kingdom
5	Can Cook	CC	SME, End-user	United Kingdom
6	Unie KBO	UNIEKBO	End-user	Netherlands

Revision history

Rev.	Date	Partner	Description	Name
1	04.07.2016	FhP	Created the first version	Ana Correia de Barros
2	20.07.2016	FhP	Final version with images for all materials	Ana Correia de Barros
3	25.07.2016		**Approved by FhP**	

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1. Introduction

As described in the proposal plan, the CordonGris consortium has created a set of materials for partners to use in public dissemination of the project and for internal purposes as well. The image of the project was designed to be versatile enough, thinking of large printed formats as well as for small applications at pixel scale. Fraunhofer Portugal was responsible for these materials, which received the comments from the partners at all times.

All the materials are available to the partners, in all the versions and languages, on a shared folder using OneDrive.

2. Logo

The first element to be created was the logo, which has two versions: compact (Figure 1) and extended (Figure 2). Both have a colour and a black & white version. The main colours are defined and studies for logo behaviour have been made.

Figure 1 CordonGris logo: compact version

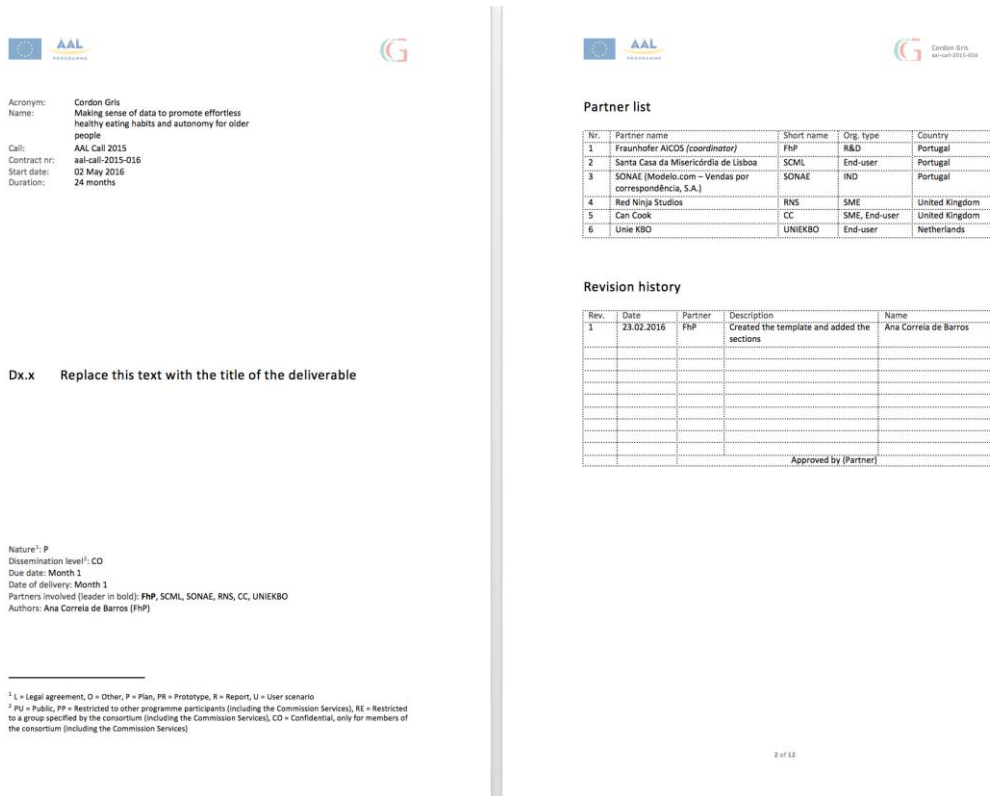**Figure 2** CordonGris logo: extended version

Figure 3 CordonGris – Brand behaviour and colour references

3. Templates

According to planned, we have produced template materials for the partners in the consortium to use. All of the materials are in a shared folder of the project and are show in each subsection below.

3.1. Deliverable

Figure 4 CordonGris deliverable template
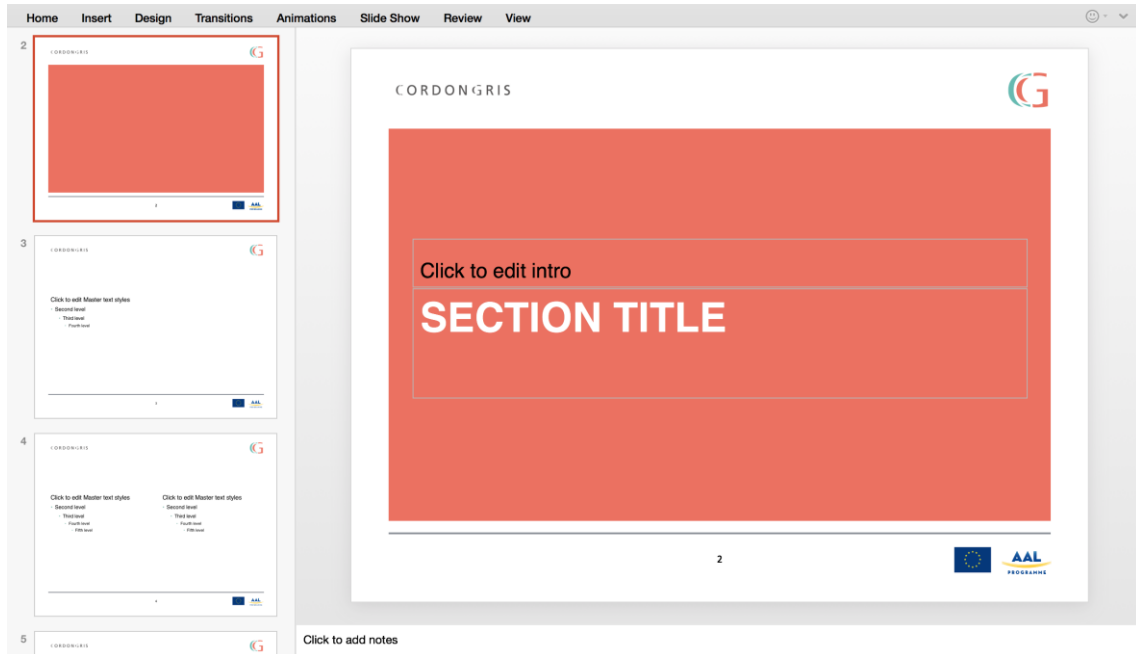
3.2. Slides for presentations

Figure 5 Screenshot of the CordonGris PowerPoint template

3.3. Letter

Figure 6 CordonGris letter template
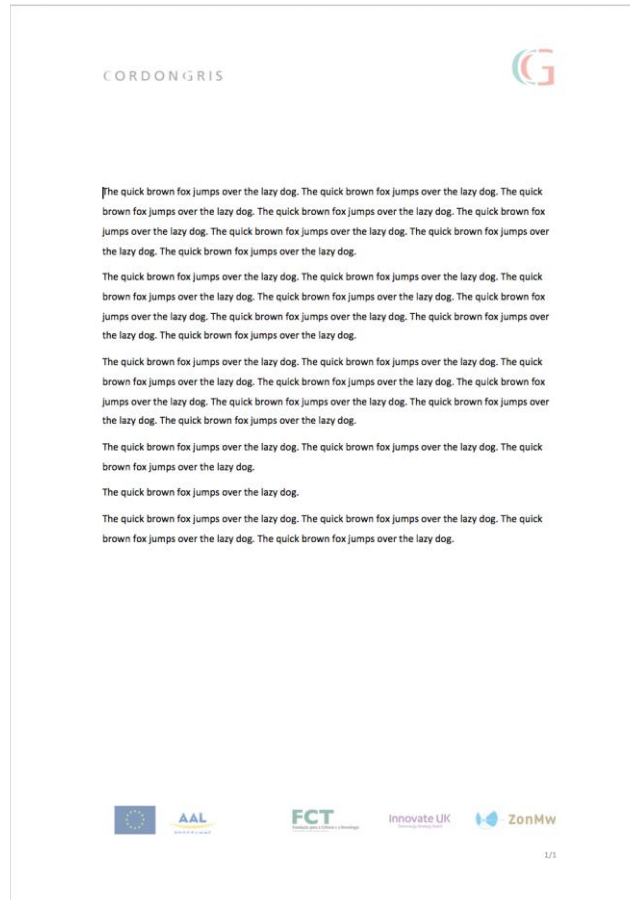
3.4. A4 multi-purpose template

Figure 7 CordonGris A4 template

3.5. Newsletter

The template, made with MailChimp in order to use an existing account from Fraunhofer Portugal, was built so as to have three highlights from the previous three months of the project. The quarterly newsletter might be sent out in Portuguese, English and Dutch.
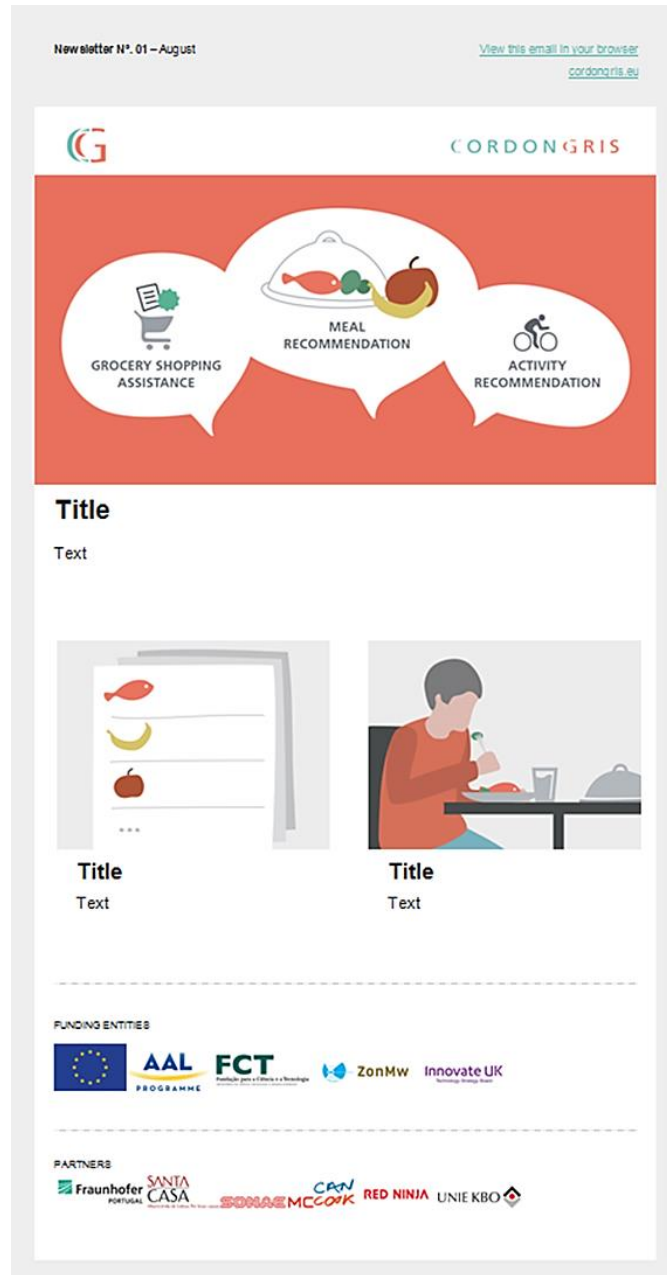
Figure 8 CordonGris newsletter template

4. Printed materials

We have produced a small set of illustrations for the project which were used across the dissemination materials.

4.1. Flyer

Figure 9 CordonGris flyer – front and back

Figure 10 CordonGris flyer mockup

4.2. Roll-up

Figure 11 CordonGris roll-up
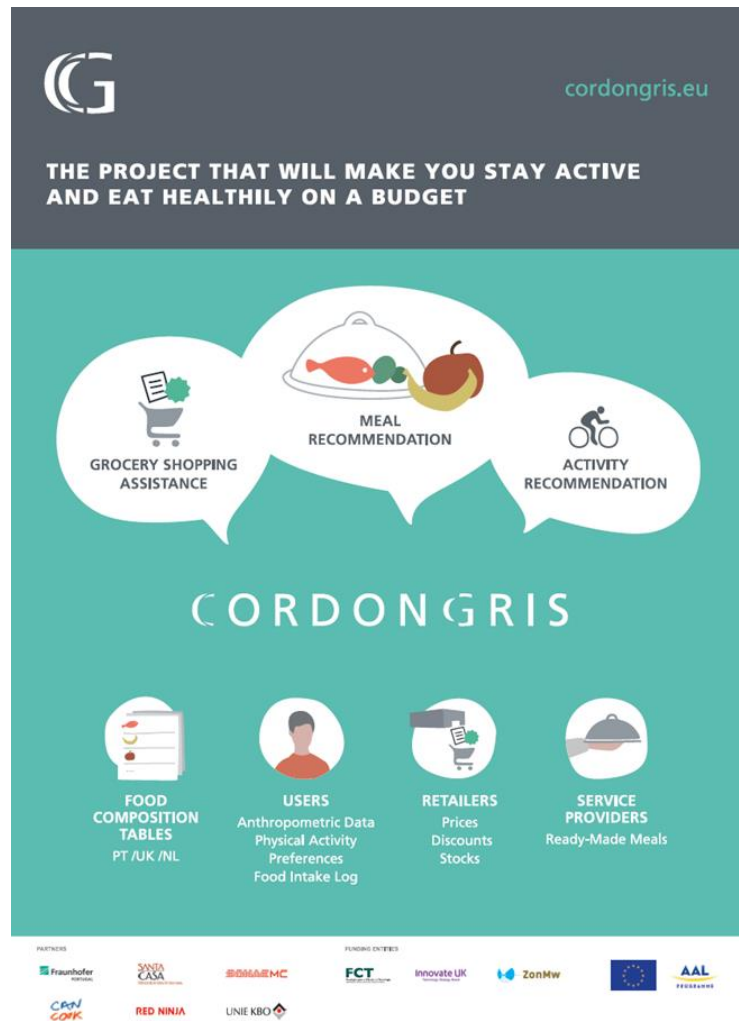
4.3. Poster

Figure 12 CordonGris poster

5. Website

The information architecture of the CordonGris website (www.cordongris.eu) is simple and navigation was kept as shallow as possible. The content was reduced to a minimum in order to make sure visitors grasped the idea of the project without having to spend too much time reading and scrolling down the page (Figure 13). The intention is to privilege the results-related content, which will be displayed as a timeline (Figure 14).

The main content of the website is available in the three languages of the project: Portuguese, English and Dutch and the back-end is prepared to ease the creation of new content, that will be added as the project advances (news and results), in these three languages as well.
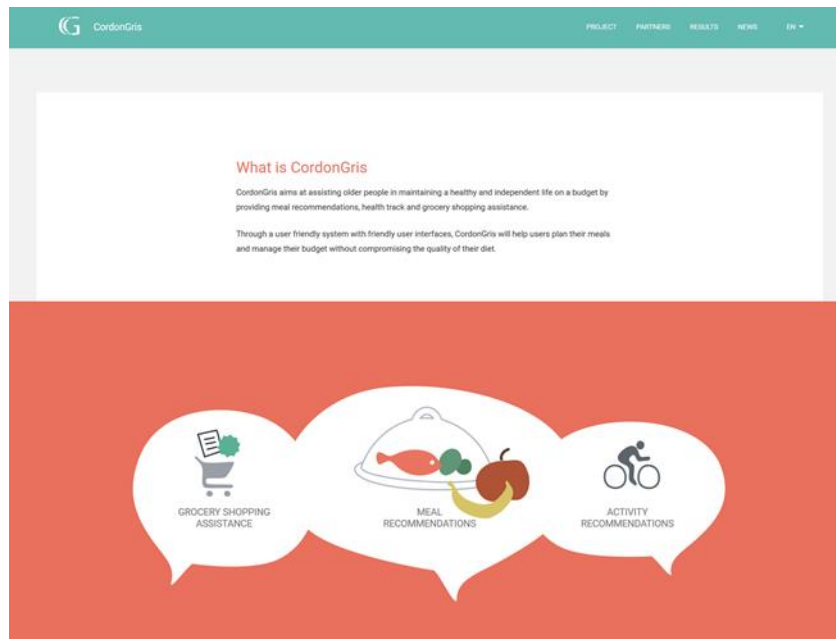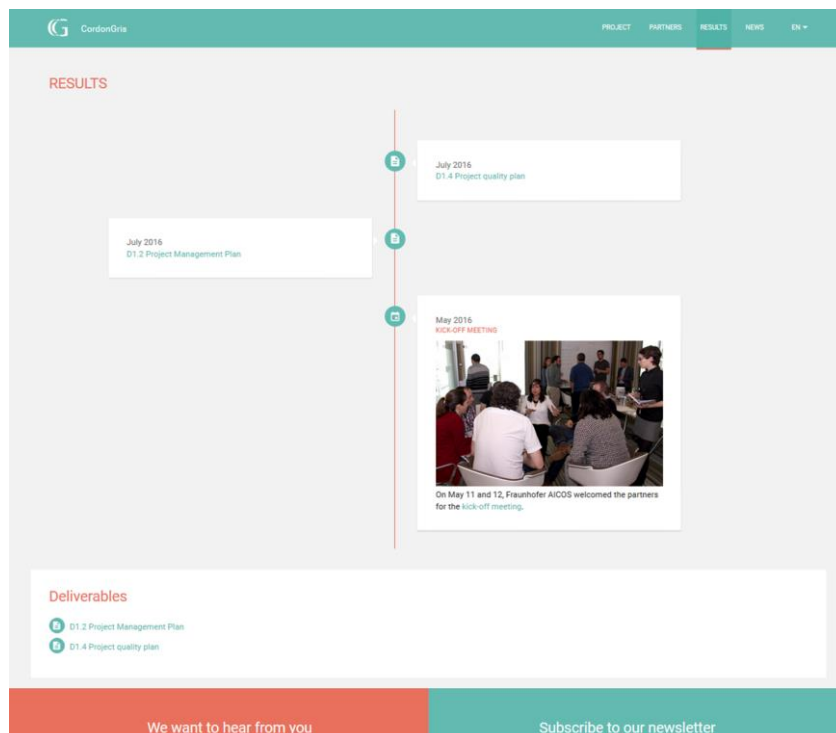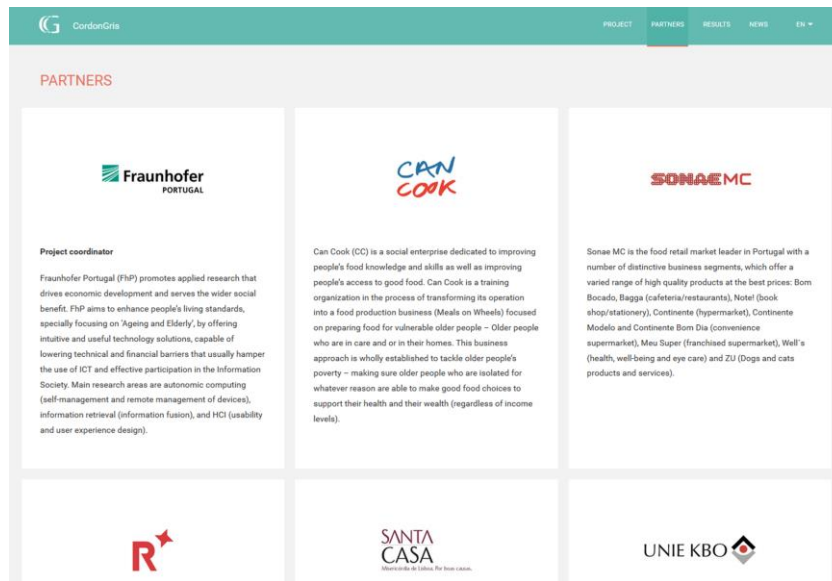
Figure 13 CordonGris website: home

Figure 14 CordonGris website: results

Figure 15 CordonGris website: partners