Acceler⏴ction
Connecting European DeepTech Innovators

D6.1 COMMUNICATION PACKAGE

PROJECT N° 101072073

Initiate   Generate   →   Apply   Collab

→   Connect   Collab   Initiate   Generate

Generate   Grow   Apply   Connect   →

 te   Wow   →   Connect   Collab   Initiate
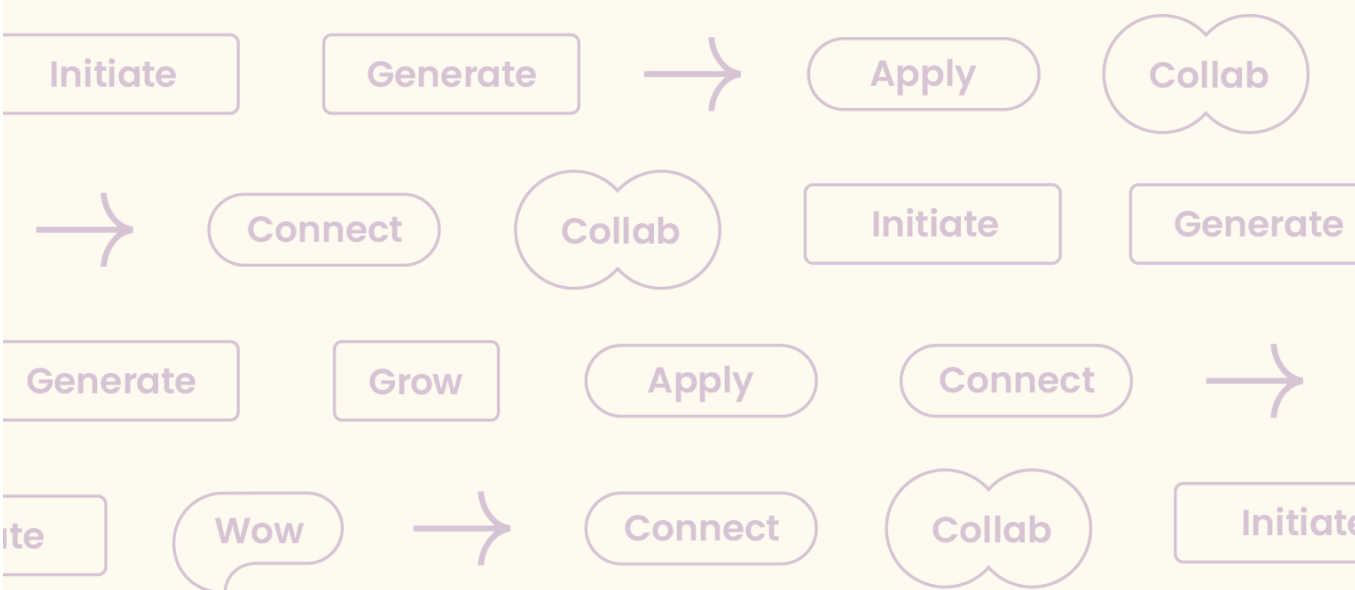
Grant Agreement: 101072073

DOC. REFERENCE	D6.1 Communication Package
RESPONSIBLE	F6S
AUTHOR(S)	Anja Stipankov, Nika Levikov
DATE OF ISSUE	28/02/2023
STATUS	R – DOCUMENT, REPORT
DISSEMINATION LEVEL	PU - PUBLIC
DESCRIPTION	The comprehensive communication package including diverse branded communication tools used in the AccelerAction project has been documented in this document, together with a descriptive overview and a visual representation of each tool.

VERSION HISTORY	DATE	DESCRIPTION
0.1	27/01/2023	First draft
0.2	24/02/2023	Ready for the review
0.3	28/02/2023	Final version

Table of Contents

@AccelerActionEU

Index of Figures

EXECUTIVE SUMMARY

The purpose of this document is to visually showcase, and re-group comprehensive set of communication materials developed for AccelerAction in the beginning of the project.

Therefore, the **Deliverable 6.1 COMMUNICATION PACKAGE** in the holistic matter, among the other, represents:

- o The project logo and visual identity;
- o A standard project presentation with key messages;
- o A set of communication templates and materials;
- o A generic project poster, flyer and roll-up banner;

as defined in **Task 6.2 Dissemination activities**, as well as in the **Task 6.3 Communication and awareness raising activities** of Work Package 6 – Community building, communication and dissemination.

However, the greater purpose of this document and included communication instruments is to serve as a springboard for the **Deliverable 6.2 PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION OF RESULTS (FIRST RELEASE)**. Hence, D6.1 is the foundation for the developed communication strategy – AccelerAction's Growth Funnel showcased in the D6.2, while the final results of the implemented strategy are going to be presented in the **Deliverable 6.3 FINAL REPORT ON COMMUNICATION, DISSEMINATION AND EXPLOITATION ACTIVITIES.**

1 VISUAL IDENTITY

The AccelerAction visual identity is a language that communicates the project's philosophy and values, establishes a brand voice, and builds an emotional and professional connection with target audiences. Following the idea of a virtual ecosystem that connects European Deep Tech players, the AccelerAction visual identity is envisioned as **professional, yet modern and human-centric.**

Detailed elaboration of the project's visual identity is being developed since M1 and provided in M3, in the document named **AccelerAction Brand Guideline**.

Figure 1: Brand Guideline (Cover page)

This document describes the idea behind the branding concept, as well as branding elements, such as different versions of logotypes, color palette, typography and visual ideation of specifically developed click-to-actions (CTAs) for effective online communication.

Figure 2: Brand Guideline (Table of Contents)

1.1 BRAND RATIONALE

A rationale represents a deeper meaning behind the brand concept and a clear extension of project's values. It sets a baseline tone of the project and becomes the springboard for the expression of the entire visual identity.

In a concise and concrete way, brand rationale of AccelerAction project showcases its *reason why* and how to achieve the goal of the project – *by taking action*. The main message behind AccelerAction as a brand is about *calling to action* all relevant stakeholders in a different and creative way. In this way, the AccelerAction branding is following defined brand values which are aligned with project's main values, such as being innovative, relatable, dynamic, modern (fresh), yet professional.
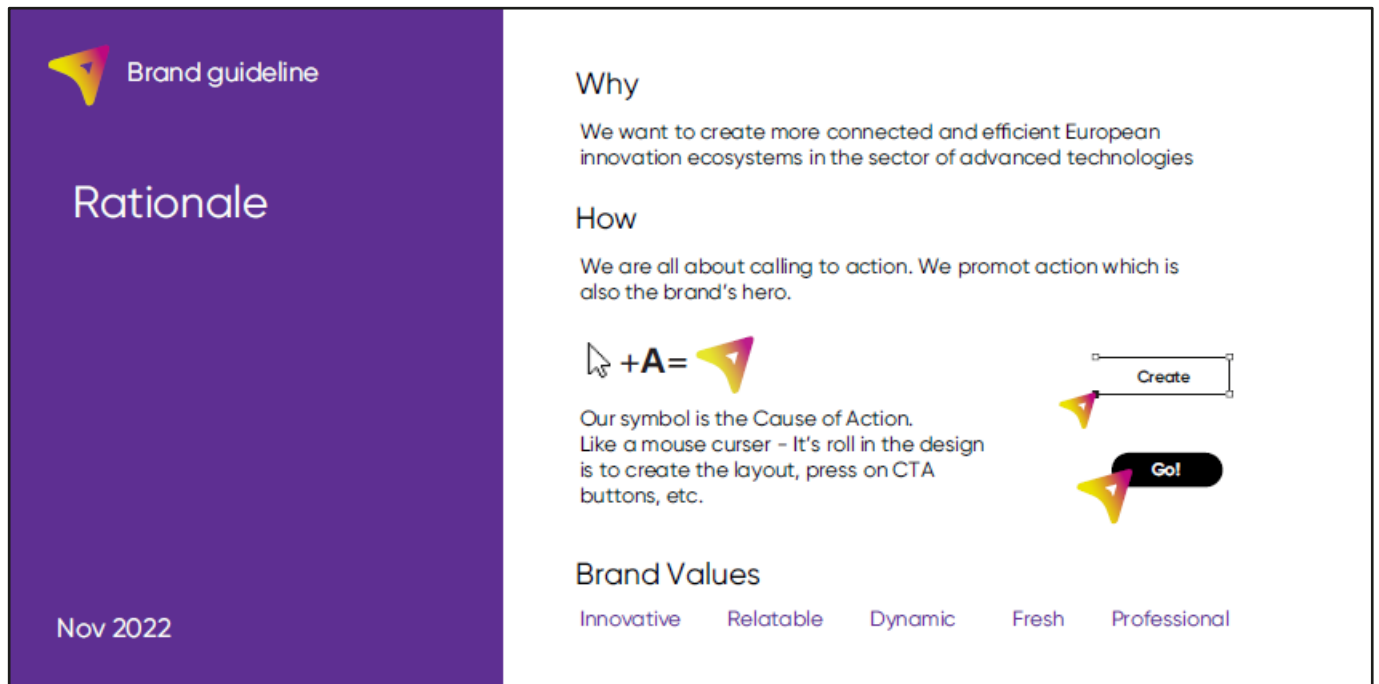
Figure 3: Brand Rationale

1.2 LOGOTYPES

Following the idea of the brand rationale, the *brand hero* of the AccelerAction logo designing concept is the symbol of the icon itself, which is the main *cause of action*. In the purpose of creating the complete visual identity of the AccelerAction project, several different logo versions have been developed.
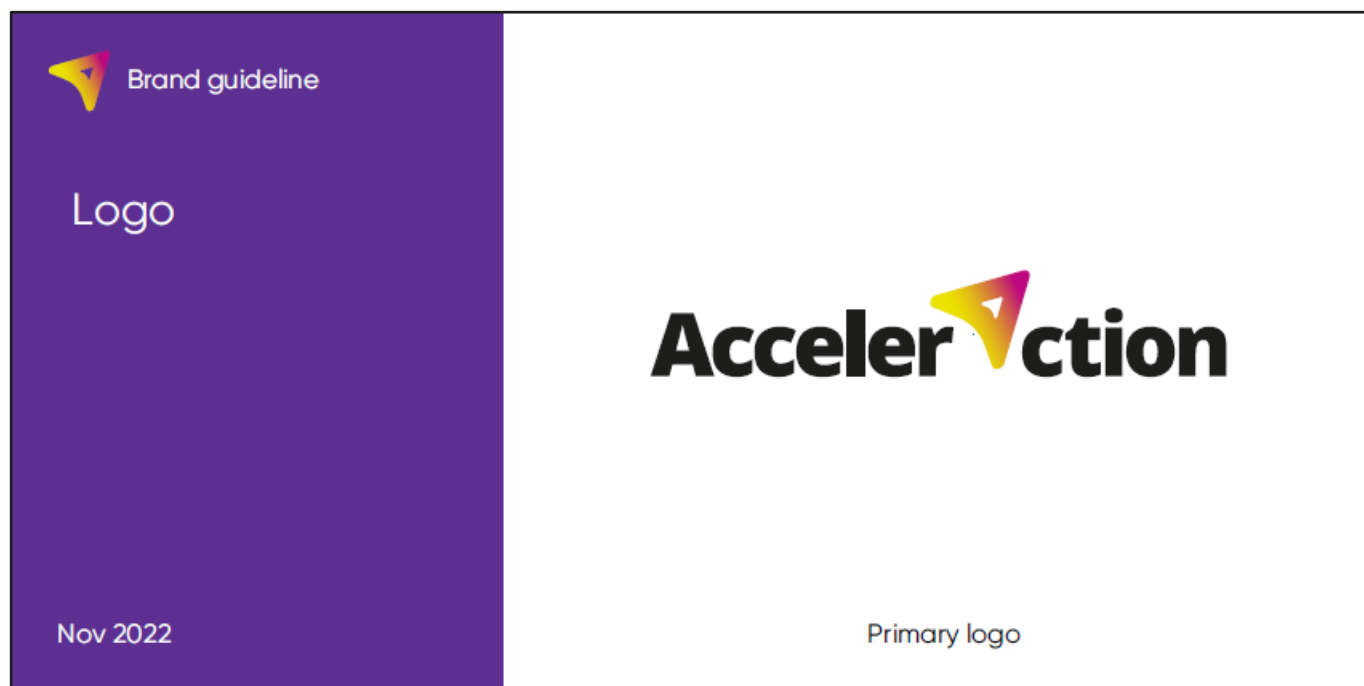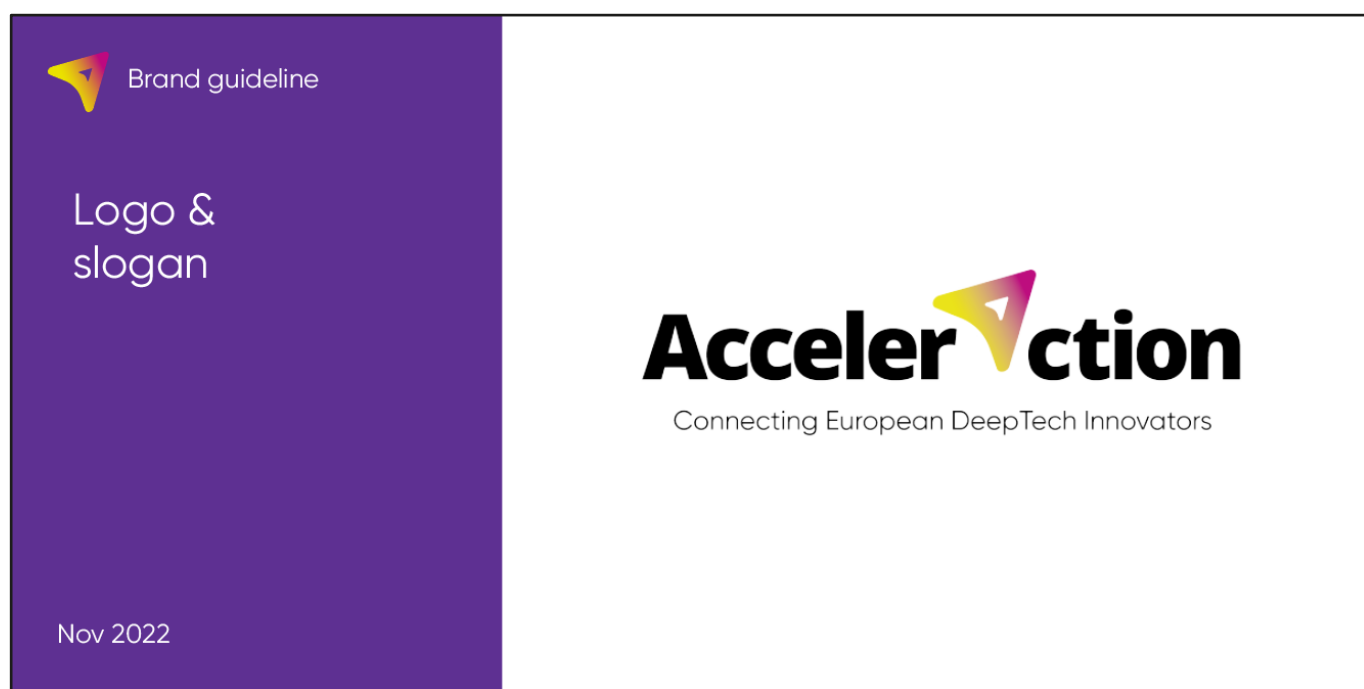
Figure 4: Primary logo
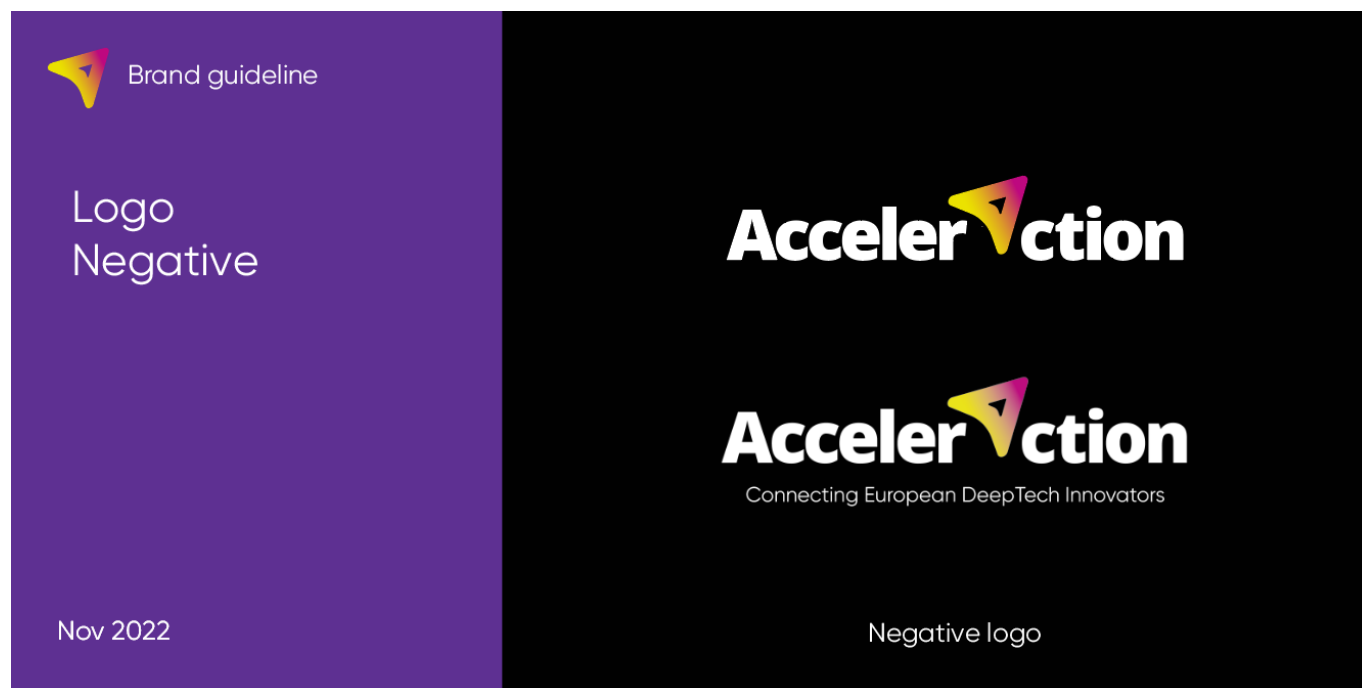

Figure 5: Primary logo with slogan
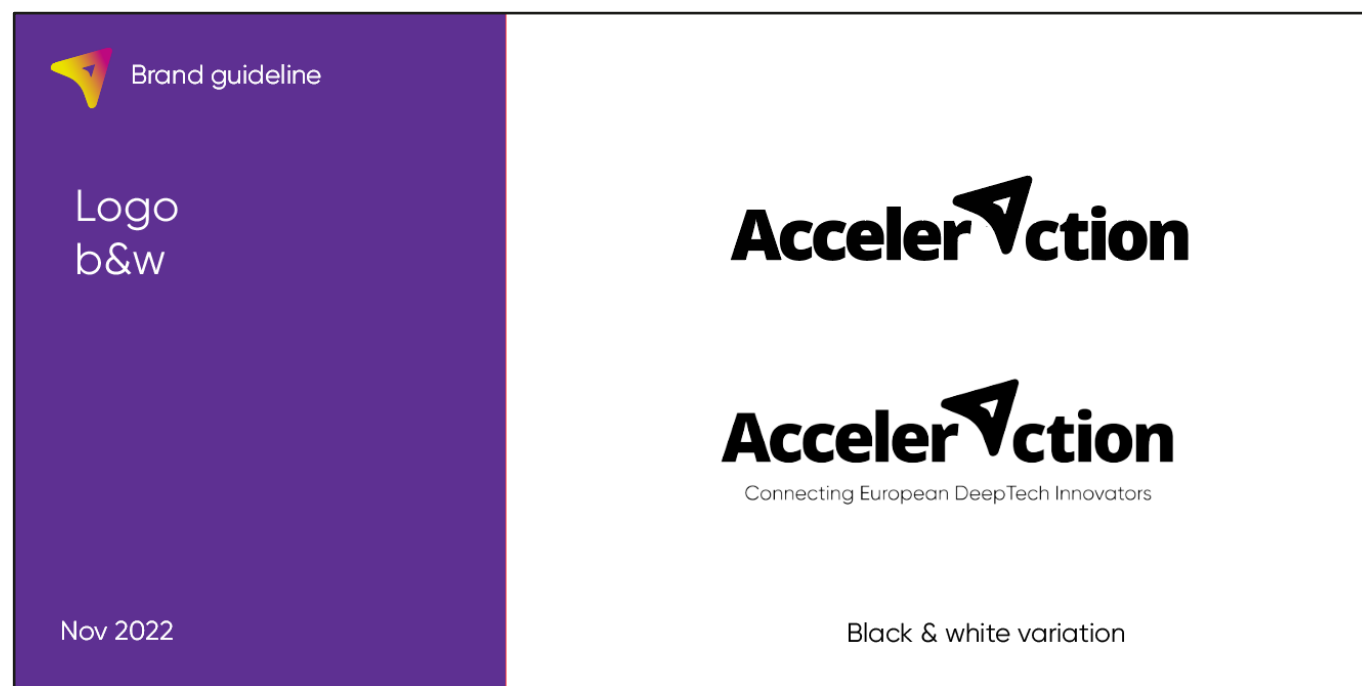
Figure 6: Negative logo without and with slogan

Figure 7: Black & White logo variations

1.2.1 LOGO USAGE

To prevent incorrect usage of the AccelerAction logo, the Brand Guideline includes Logo usage section, which showcases the designing exclusion zone and examples of an inappropriate ways of using the logo.
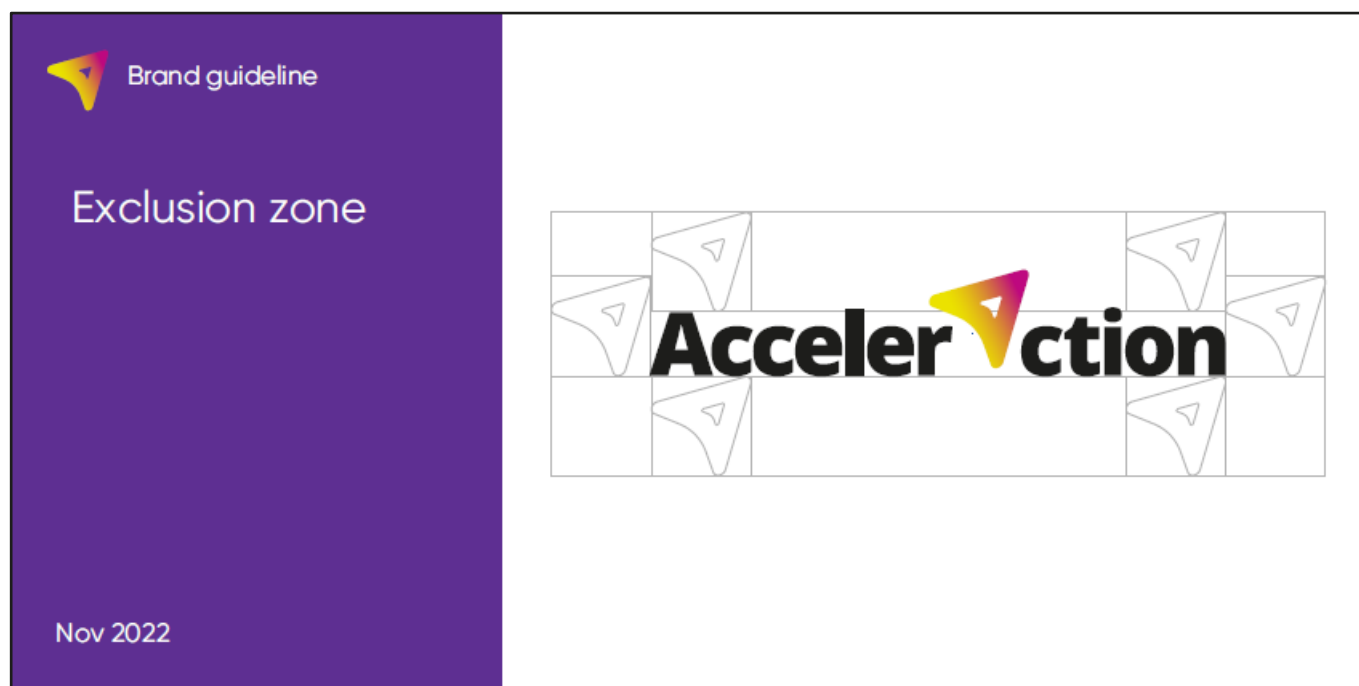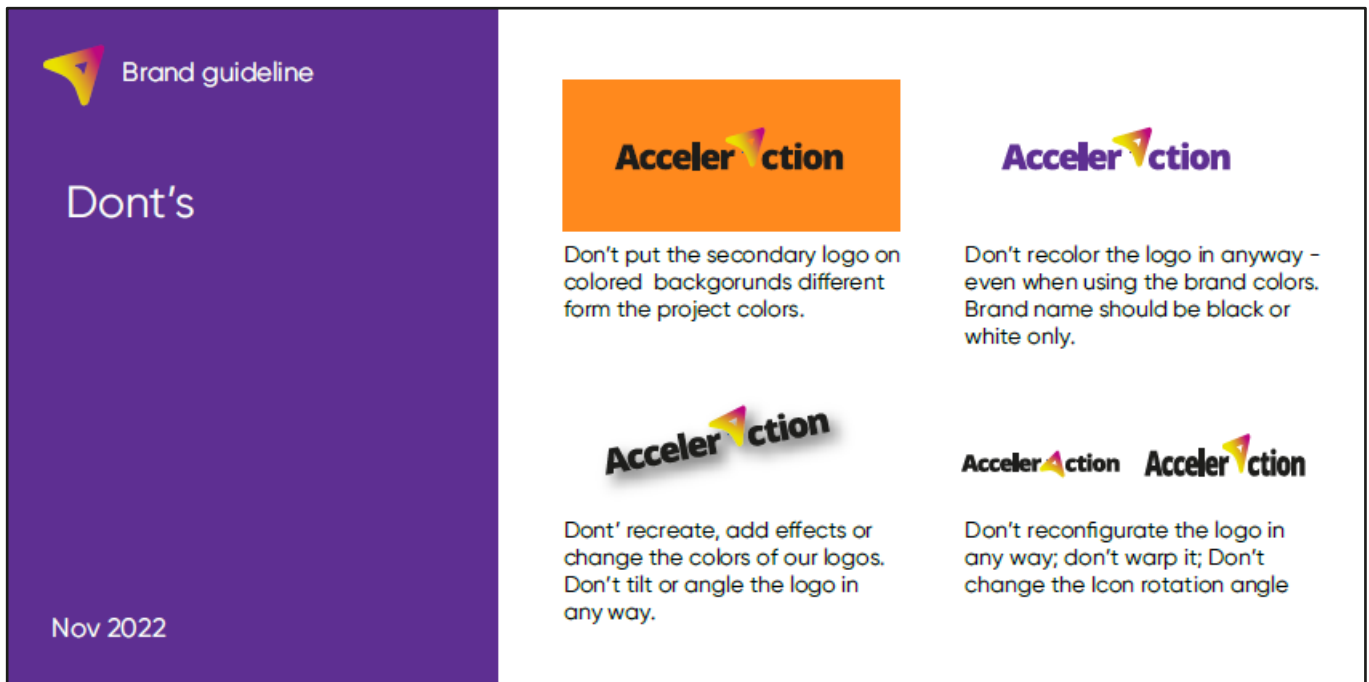

Figure 8: Logo exclusion zone

Figure 9: Examples of inappropriate logo usage

1.3 COLOR PALETTE

To compile with project's visual identity values, 3 primary brand colors have been selected:

- **Black**, which represents power, confidence and professionalism.
- **Purple**, which represent innovation, modernity, as well as the empowerment of the female gender element inclined in one of the project's main goals.
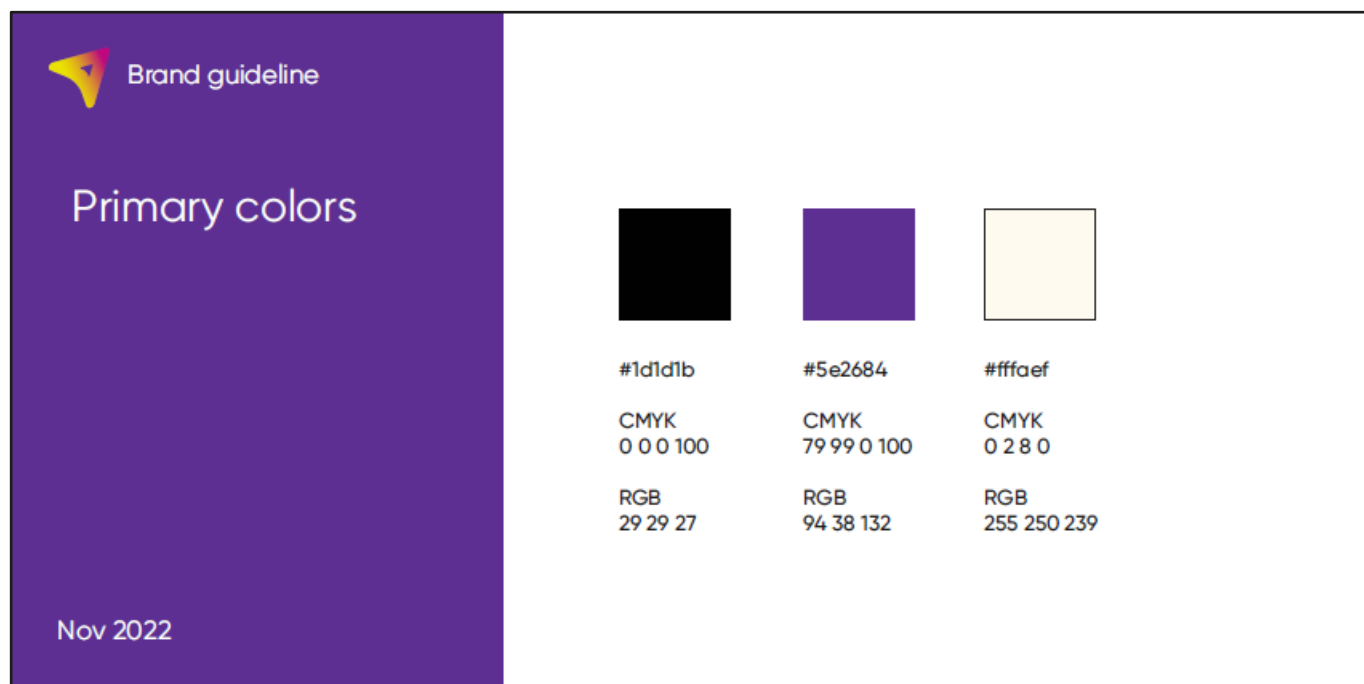- **Pale Yellow**, which represents elegance.

Figure 10: Primary brand colors

Moreover, a set of secondary colors has been selected to further emphasize project's overall brand identity.
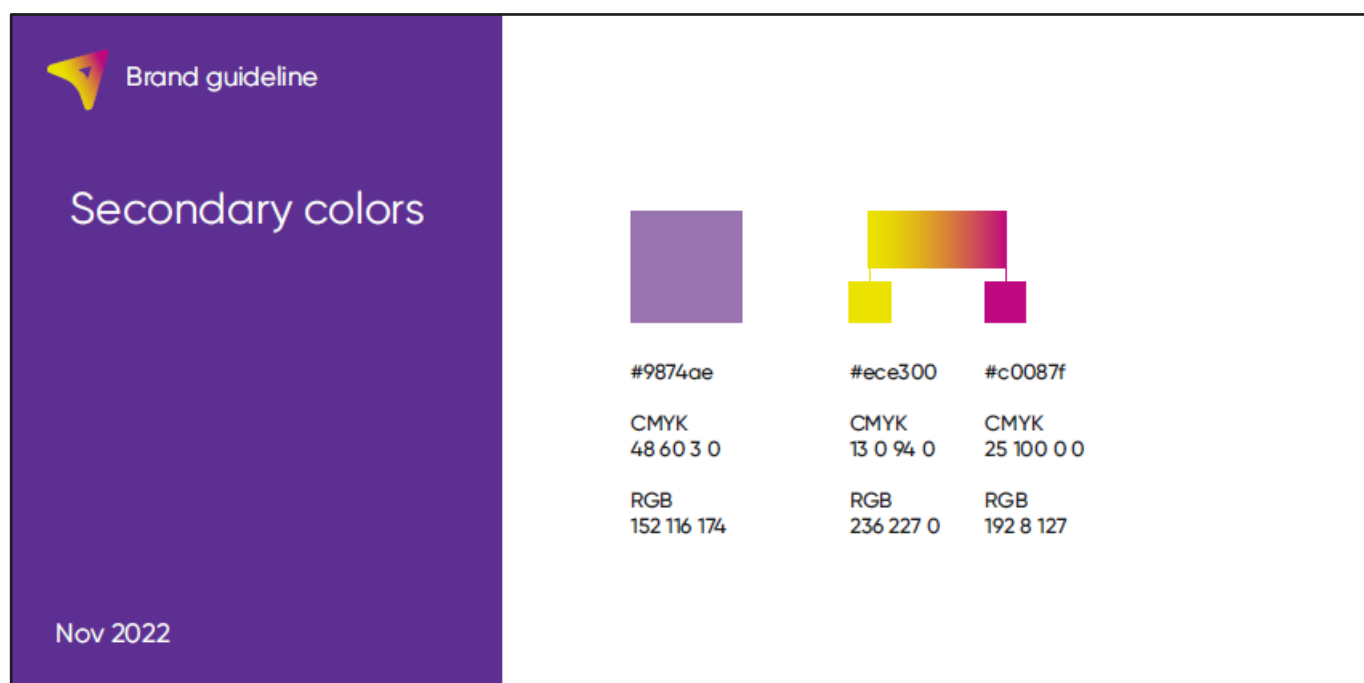

Figure 11: Secondary brand colors

1.4 TYPOGRAPHY

The project communication materials adopted free Google open-source font families - **Poppins** as a primary typeface and **Comfortaa** as a secondary typeface.

Figure 12: Primary and secondary typeface

1.5 BRAND TOOLKIT

Brand Guidelines has a Brand toolkit section which elaborates approach and style of the developed visual supporters, such as call to actions (CTAs), buttons, equations and typographic titles, with an aim to further strengthen the AccelerAction visual identity and project's main values.
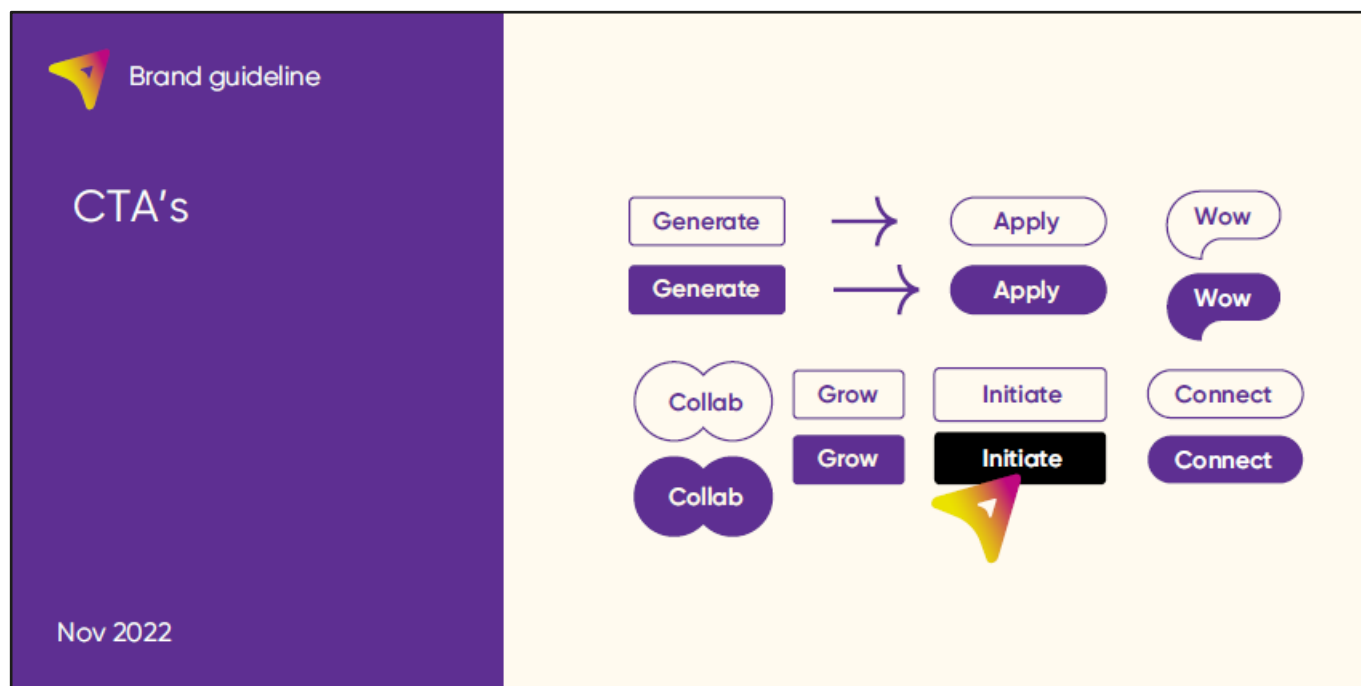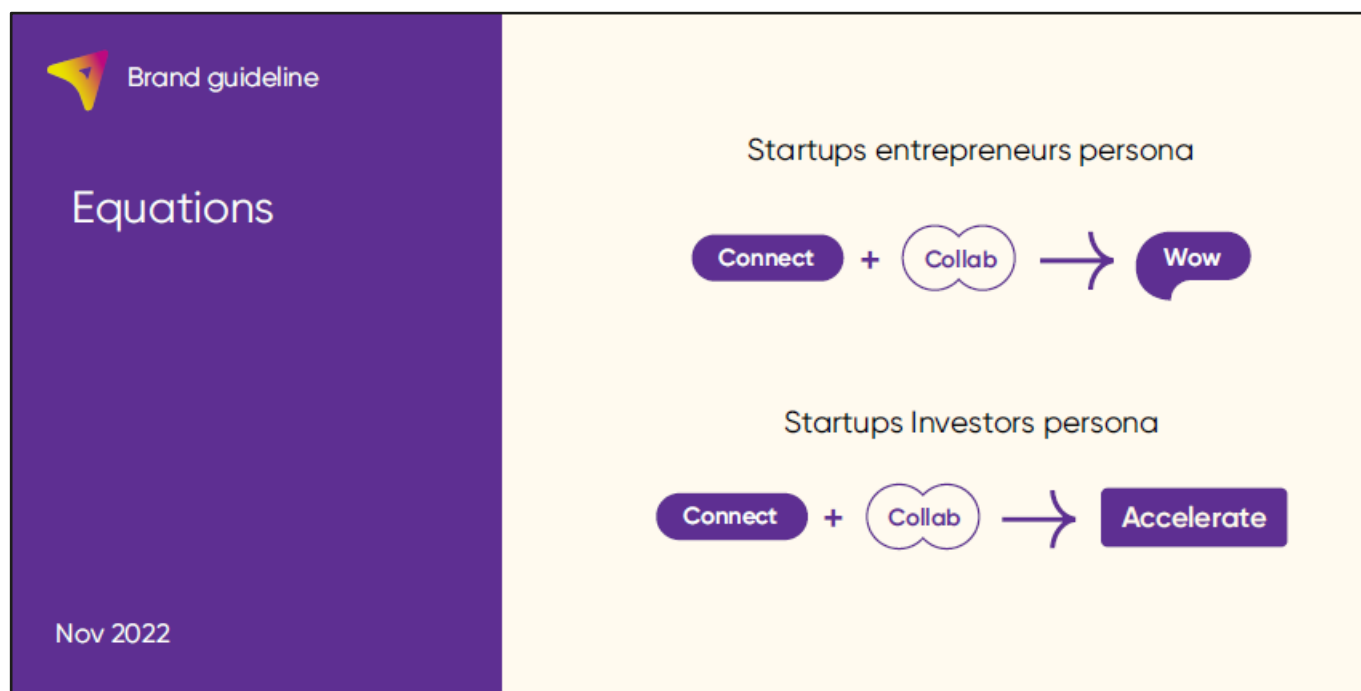
Figure 13: Branded Call to Actions
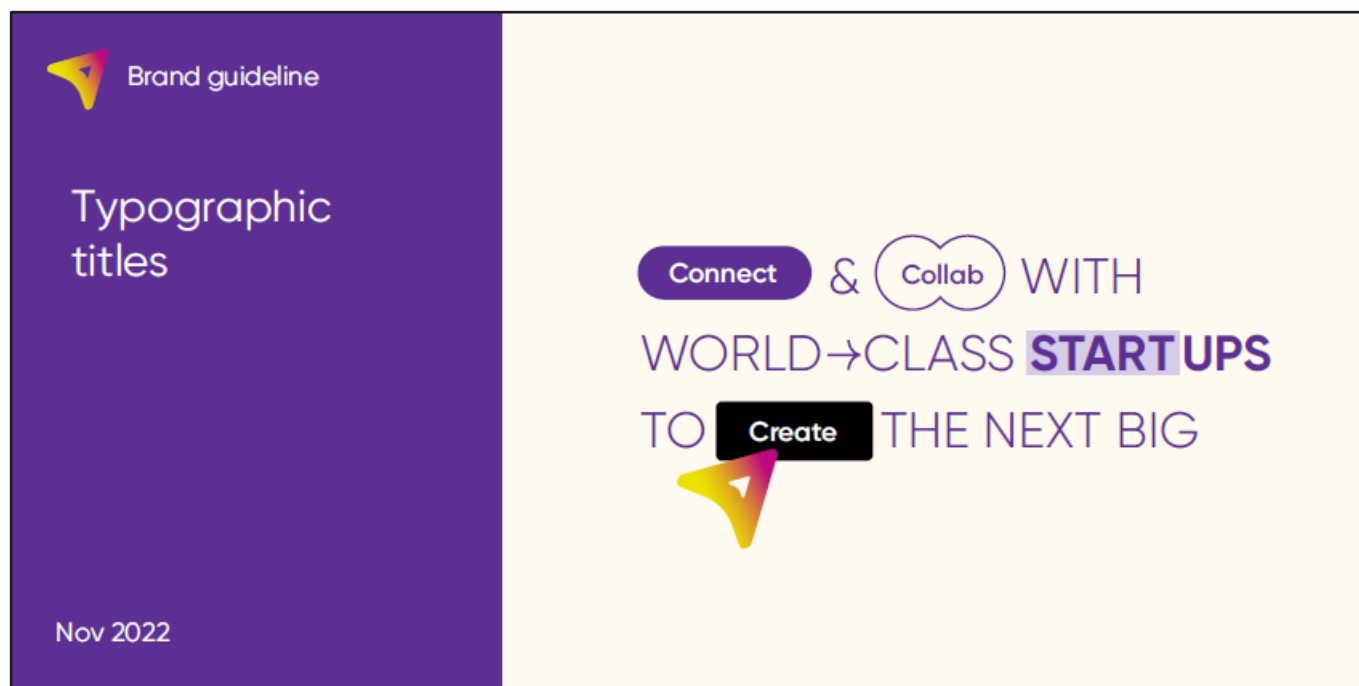

Figure 14: Branded equations

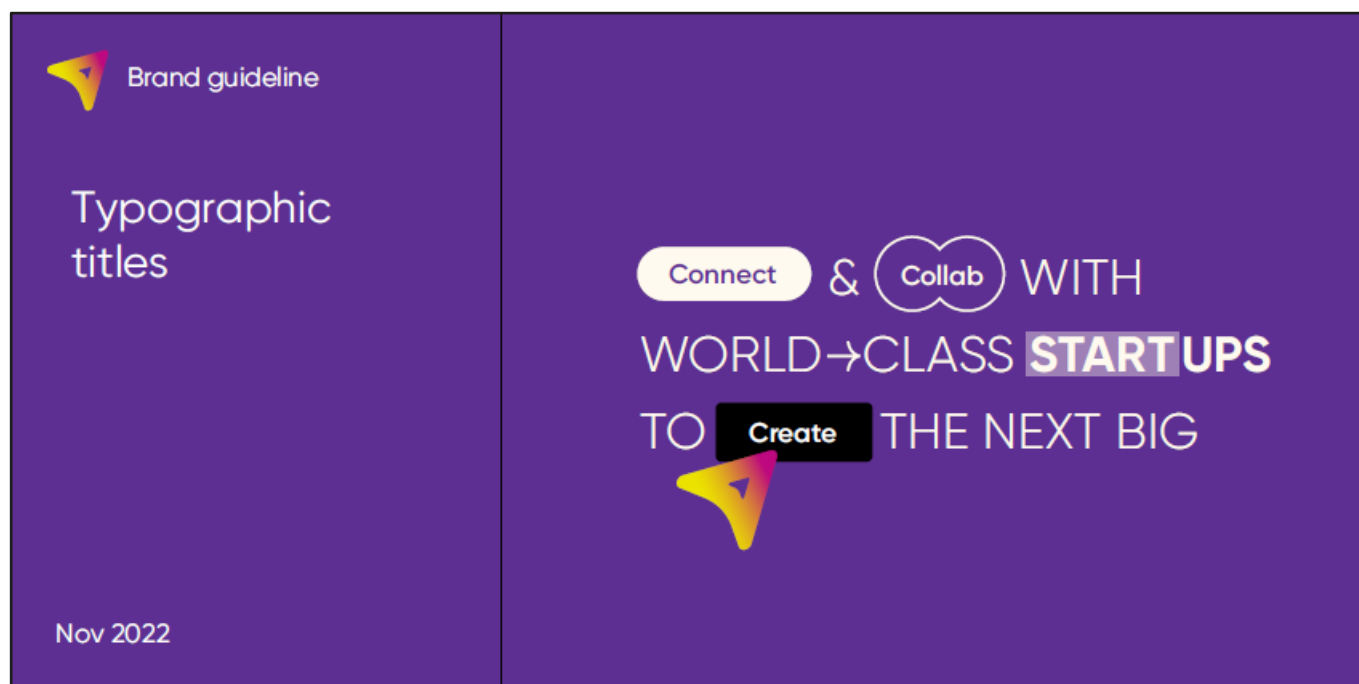Figure 15: Branded typographic titles (Pale yellow version)

Figure 16: Branded typographic titles (Purple version)

2 COMMUNICATION TEMPLATES

AccelerAction communication templates have been developed at the beginning of the project (M3) and upgraded over time while respecting suggestions made by Consortium members.

The set of the project's official communication templates includes:

- o **General Word template**, created for purposes such as writing meeting minutes, writing press releases, blog posts, simple reporting and similar.
- o **Deliverable Word template**, created for the purpose of writing complex reports, strategies and deliverables.
- o **Power Point template**, created in the purpose of visual aid in terms of presenting project's main objectives, values, strategies, both internally and externally.
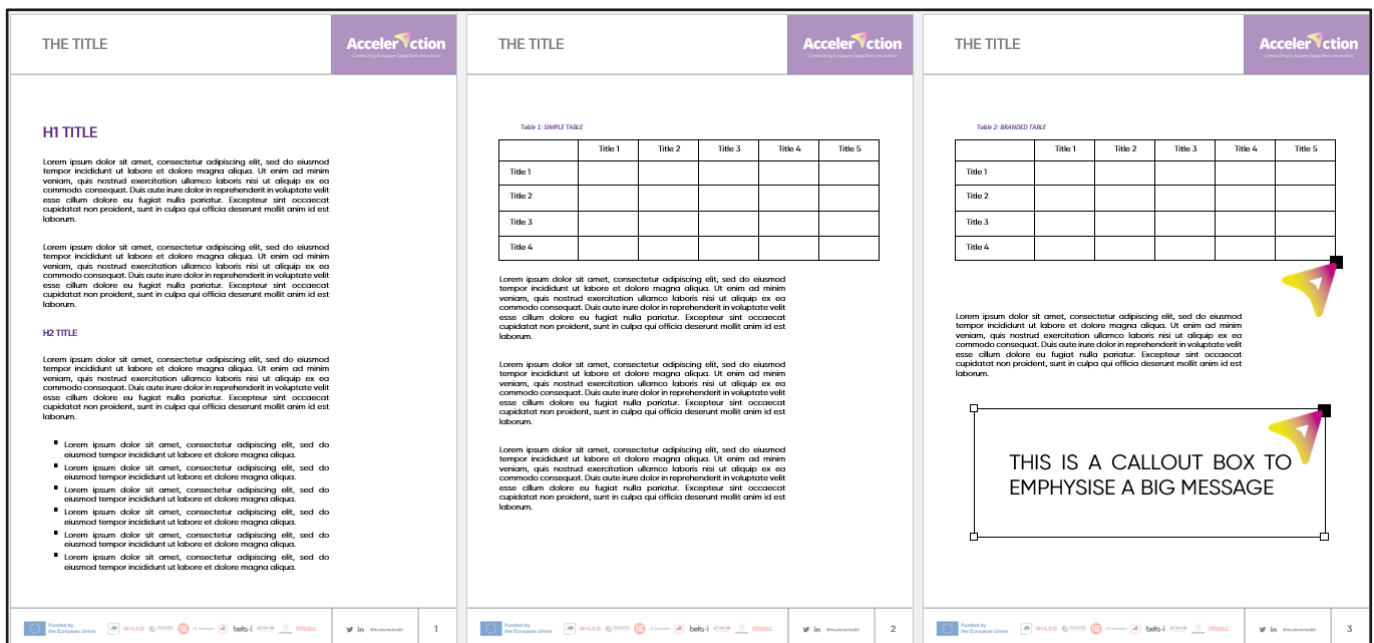
2.1 GENERAL WORD TEMPLATE

Figure 17: General Word template
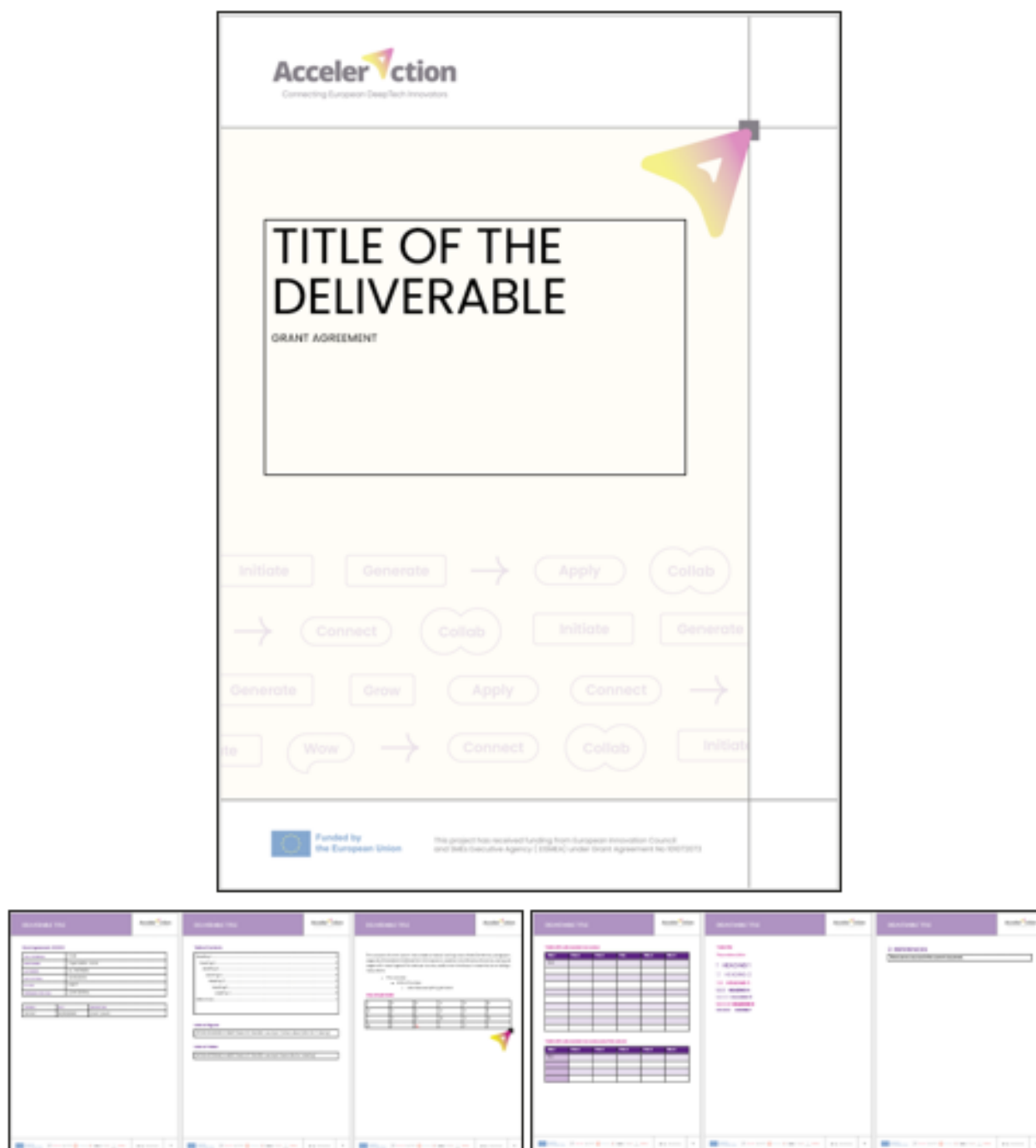
2.2 DELIVERABLE WORD TEMPLATE

Figure 18: Deliverable Word template

2.3 POWER POINT TEMPLATE

Figure 19: Power Point template (Example)

3 COMMUNICATION MATERIALS

The comprehensive set of communication materials has been created at the beginning of the project (M3) to support the project's visual identity in a holistic matter.

3.1 GENERIC POSTER
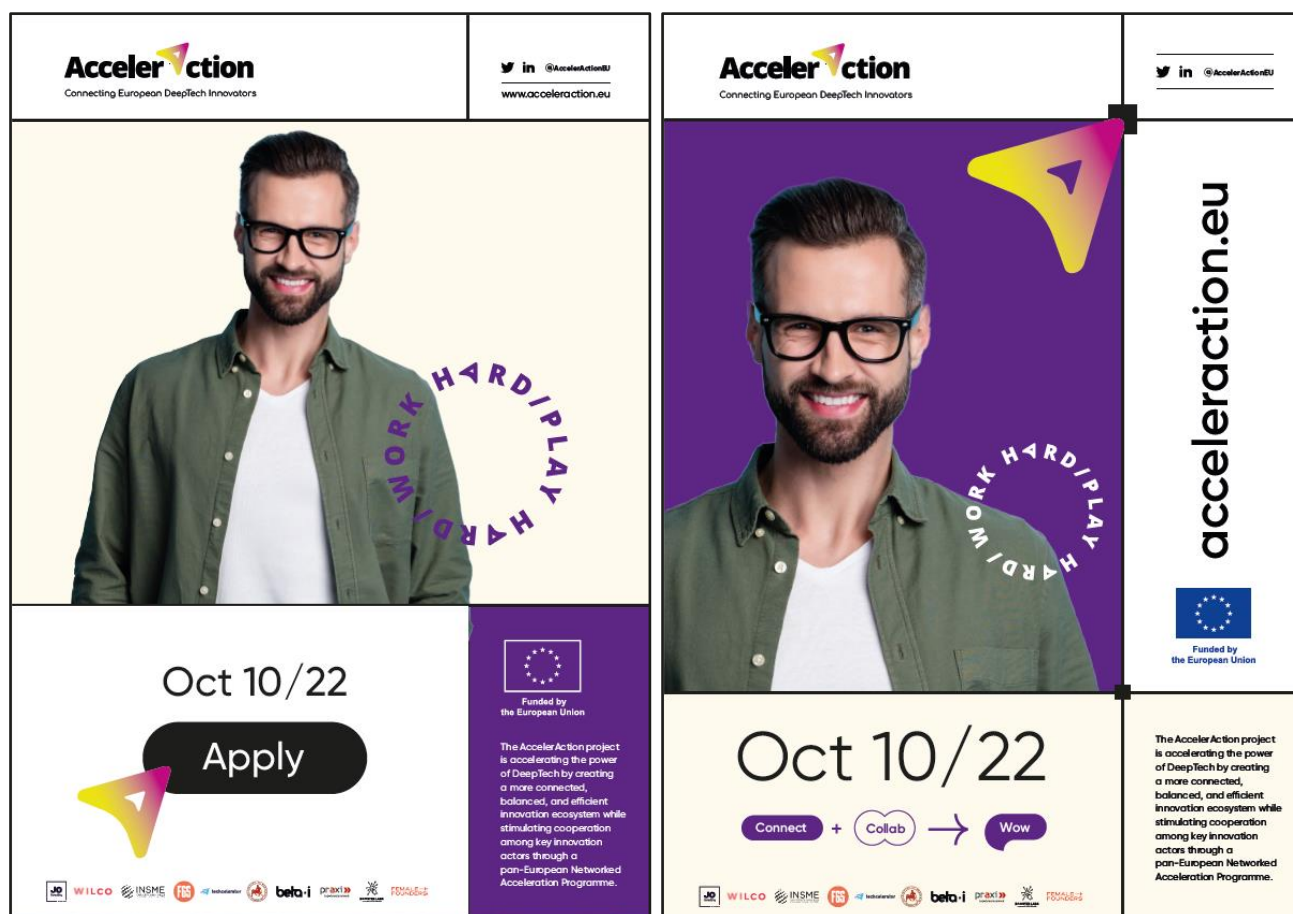
Figure 20: General poster (Versions A and B)

Figure 21: General poster (Versions C and D)

Figure 22: General poster (Version E and F)

3.2 GENERIC BROCHURE
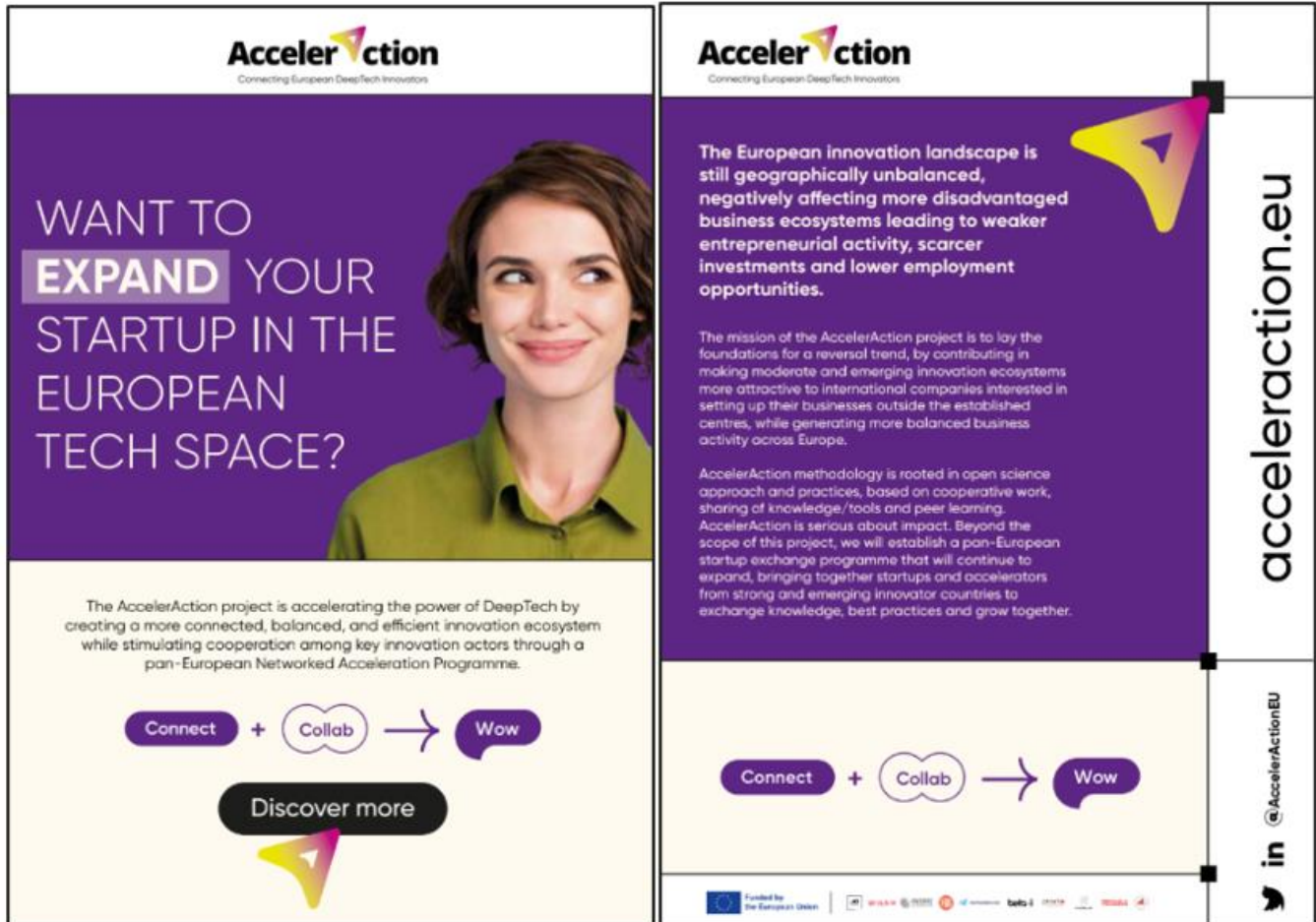
Figure 23: Generic brochure

3.3 GENERIC ROLLUP BANNER
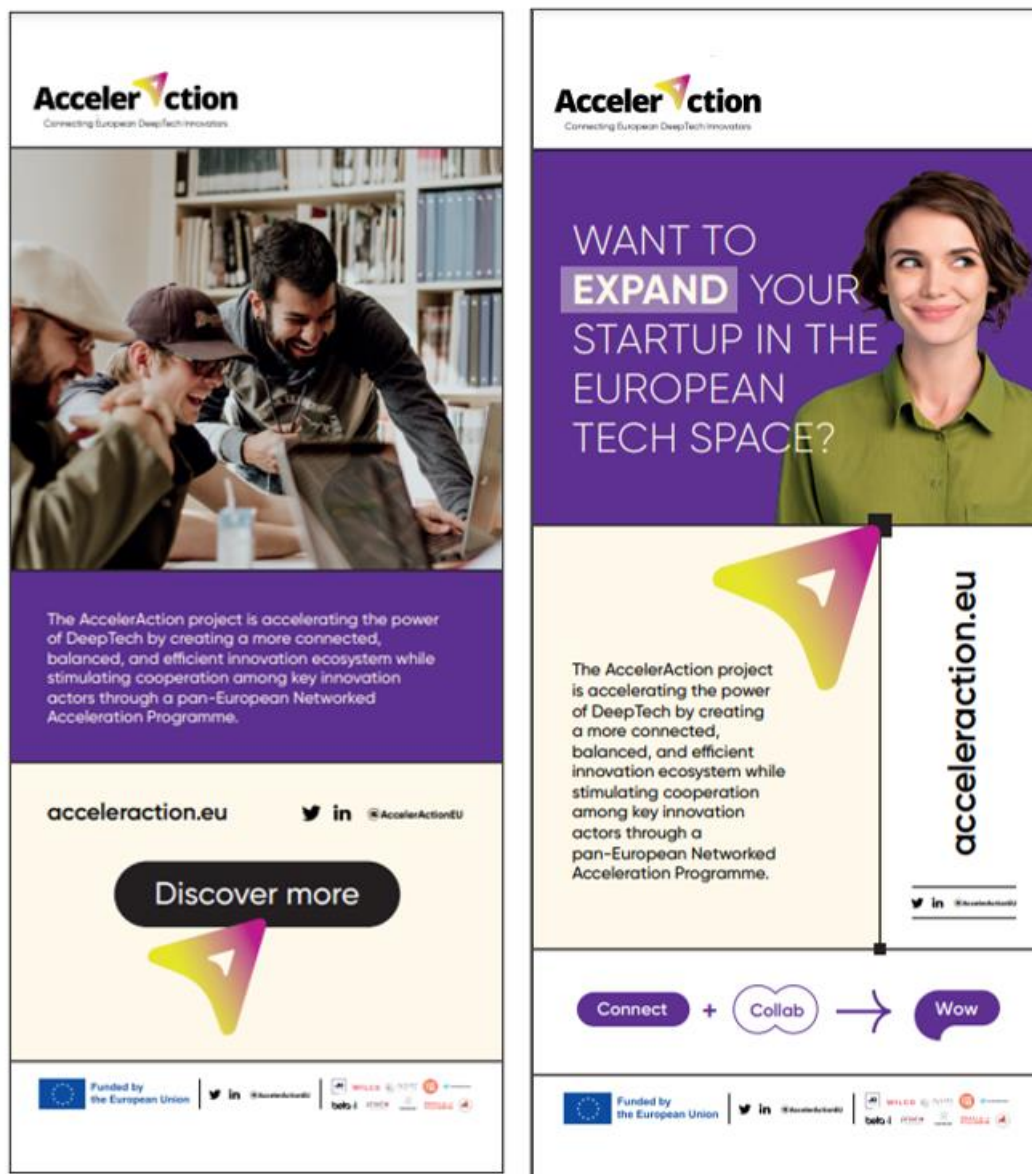
Figure 24: Generic rollup banner (Versions A and B)

4 SOCIAL MEDIA TEMPLATES

As a part of project's branding, the set of social media templates has been created to strengthen AccelerAction's online communication and dissemination strategy, as well as to establish an effective online presence on project's official social media channels.

4.1 GENERAL TEMPLATE

Figure 25: General announcements template (Version A)

Figure 26: General announcements template (Version B)

Figure 27: General announcements template (Version C)

Figure 28: General announcements template (Version D)

4.2 THE SPEAKER TEMPLATE

Figure 29: The Speaker template (Example)

4.3 MEET THE TEAM TEMPLATE

Figure 30: Meet the team template (Example)

4.4 TEXT INFORMATION TEMPLATE

Figure 31: Text information template (Version A)

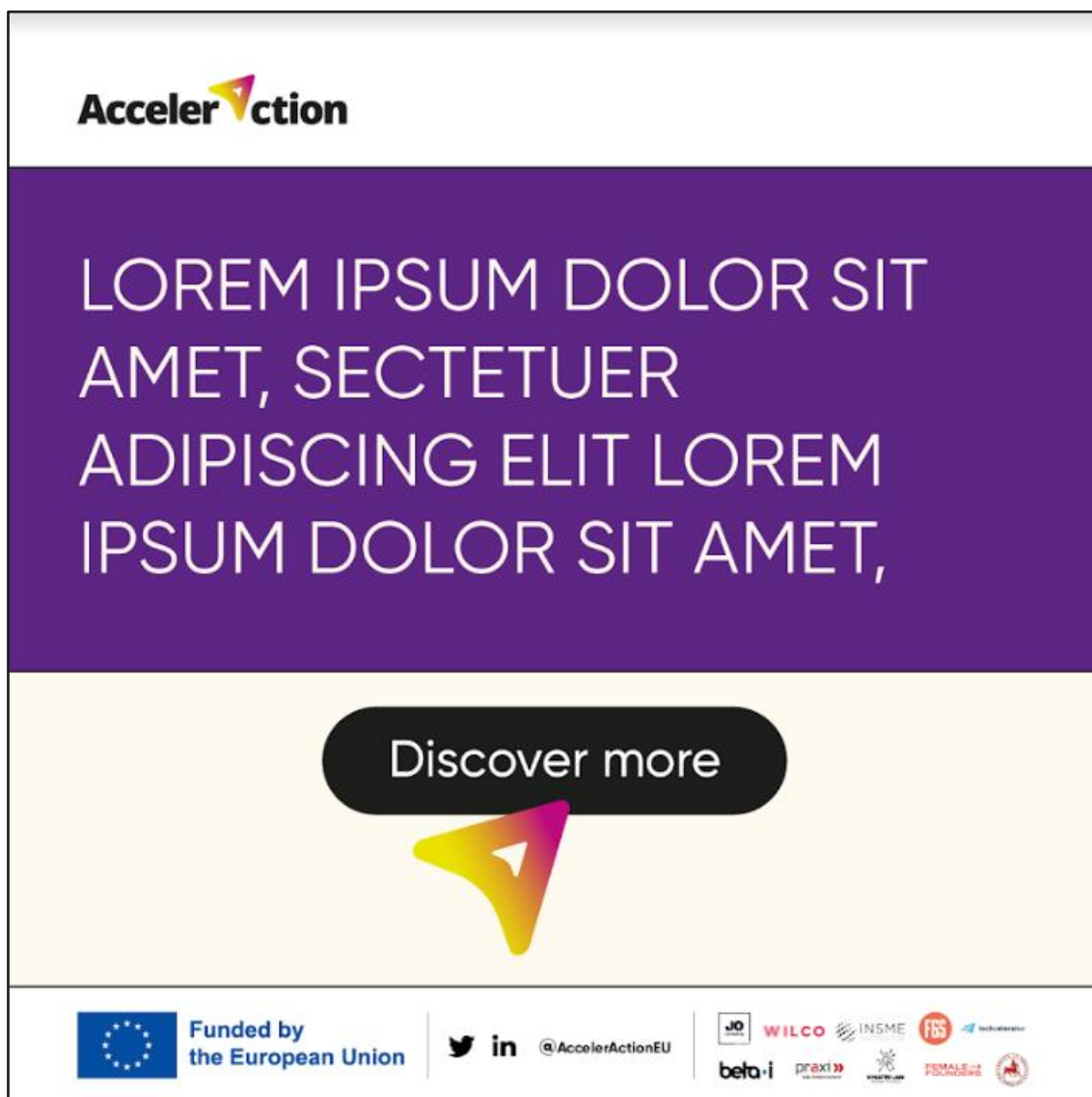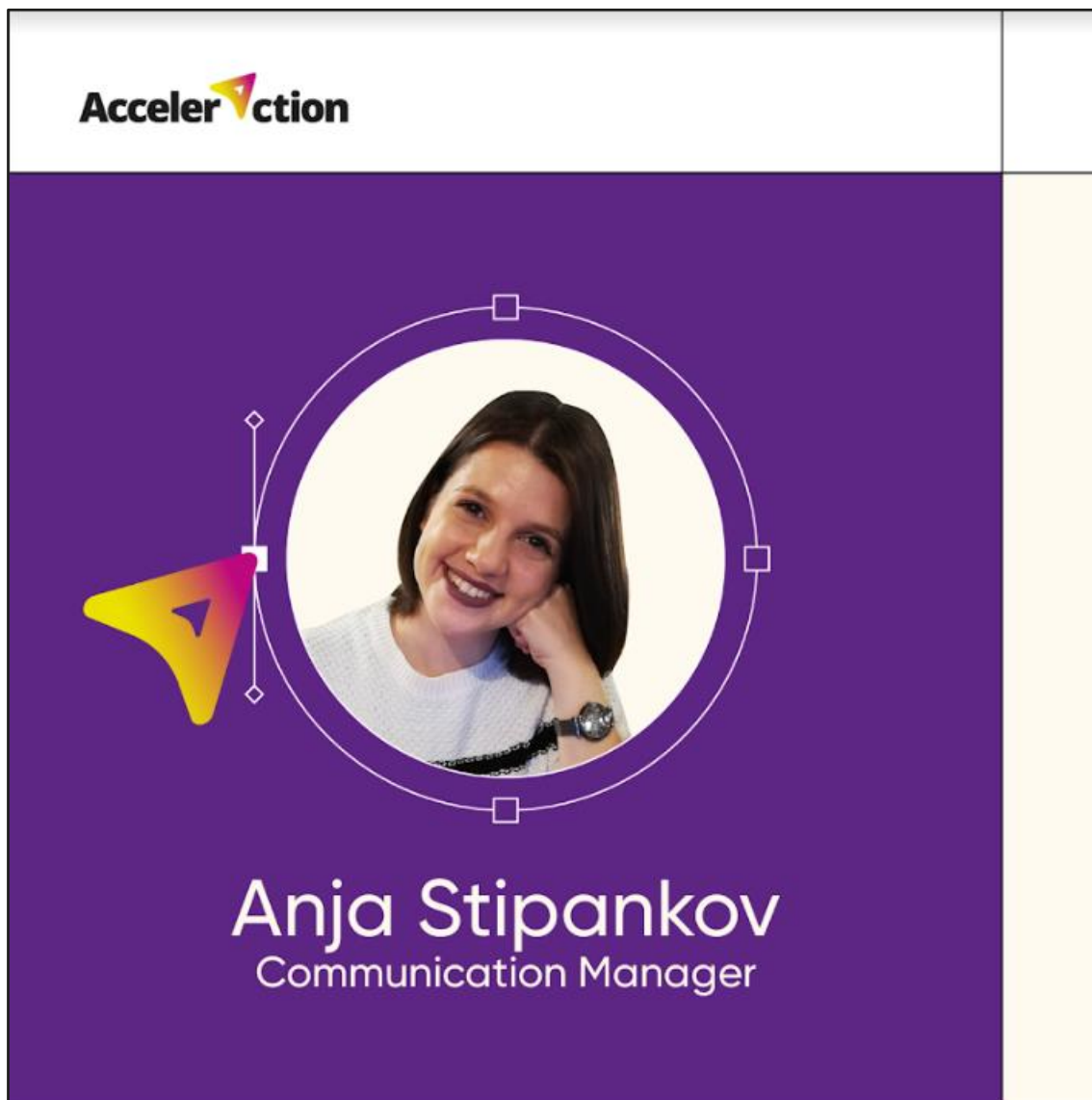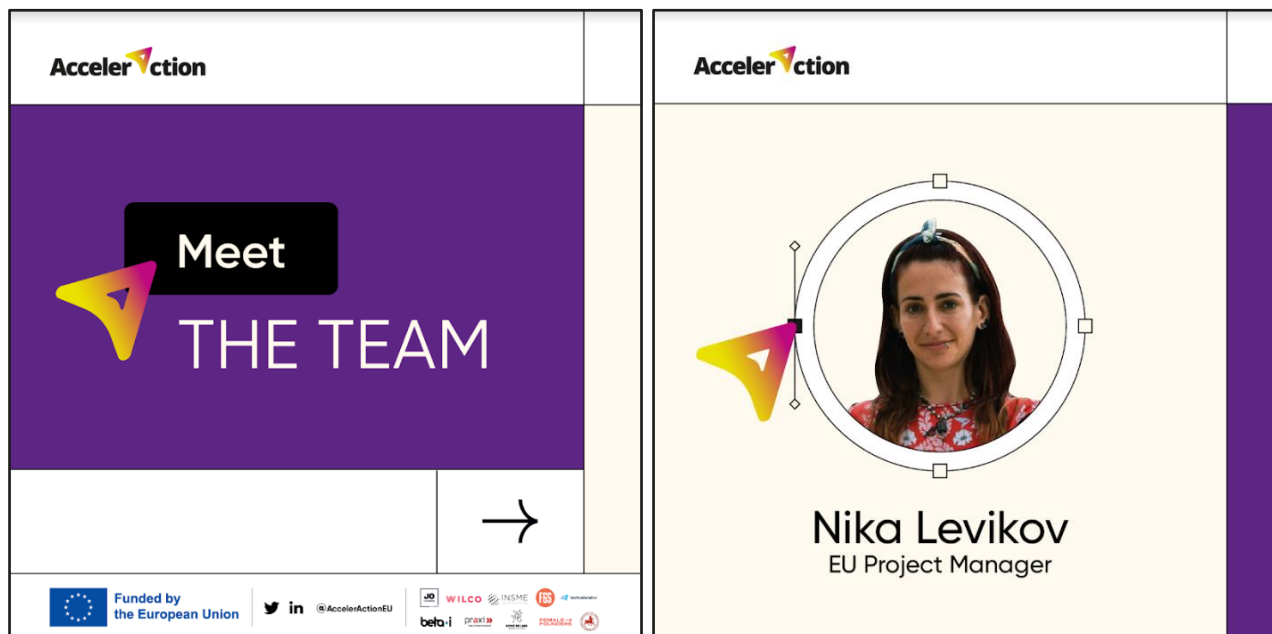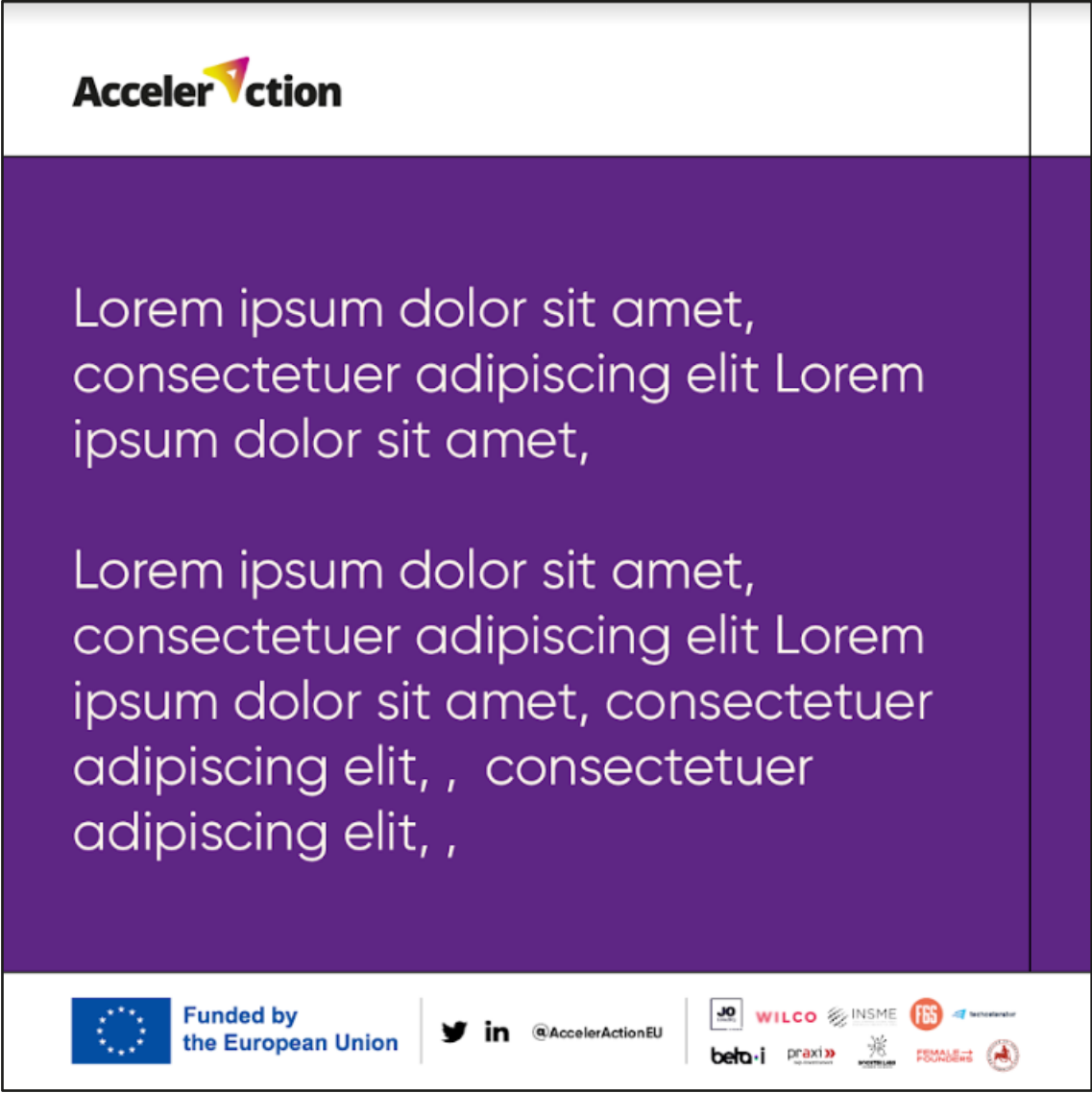Figure 32: Text information template (Version B)

5 NEWSLETTER CROSS-LINKING BANNER

To increase the awareness on AccelerAction project, the Newsletter cross-linking banner has been created in M5 with an idea of having it included in each respective partner's newsletter from M6 onwards. Moreover, the following message has been prepared to enhance this additional newsletter activity:

Accelerate with us!

We are excited to announce our participation in the [AccelerAction project](#)!

With this collaborative initiative, we are on the mission to connect Deep Tech innovation ecosystems across the European Union by creating a networking programme from research on what's missing from our existing systems. We are connecting key players in the tech and innovation spaces for nonlinear networking and growth, faster connections and dynamic exchanges to bring business and innovation opportunities to the doorstep of every startup and accelerator in Europe.

Want to know more about AccelerAction?

Visit AccelerAction at [LinkedIn](#), [Twitter](#) or at [acceleraction.eu](#) and stay in the Deep Tech loop!

Figure 33: Newsletter cross-link banner

6 EVENT MANAGEMENT MATERIALS

To ensure the successful communication and dissemination of the project's scope, as well as its main objectives, event management materials have been developed:

- o **Event guideline**, created for internal purposes only, with a set of detailed instructions, tips and tricks for event management planning.
- o **Standard project presentation**, created as a simple and effective way to showcase the mission, objectives and vision of the AccelerAction project.
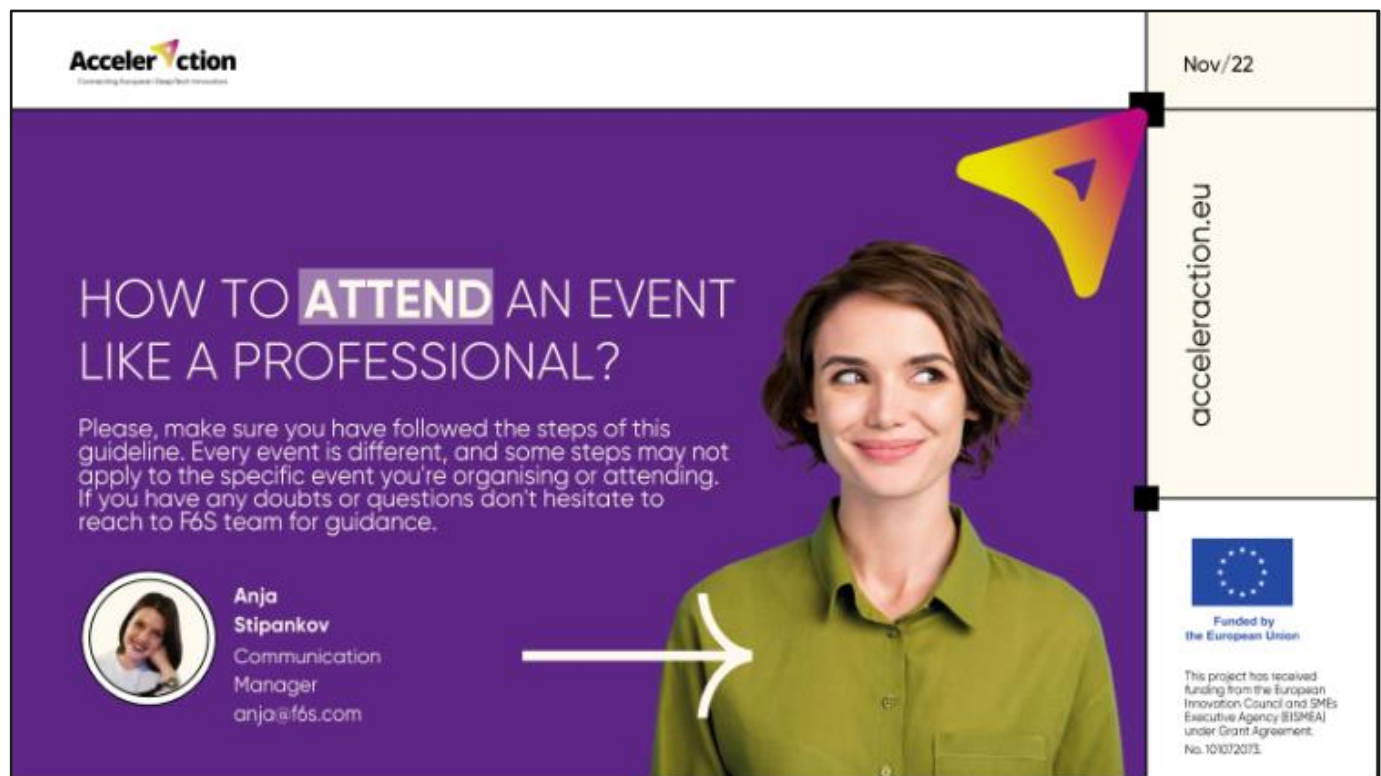
6.1 EVENT GUIDELINE

Figure 34: Event Guideline presentation

6.2 STANDARD PROJECT PRESENTATION

Figure 35: Standard project presentation

7 CONCLUSION

The **Deliverable 6.1 COMMUNICATION PACKAGE** represents a comprehensive set of communication instruments that provide AccelerAction with *personality* and will enable to attract key players in the European innovation ecosystem, create interest among AccelerAction's mission and eventually engage with them.

All communication instruments described in this document will be extensively used as a crucial part of the AccelerAction's communication, dissemination and exploitation strategy, which is elaborated in detail in the **Deliverable 6.2 PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION OF RESULTS (FIRST RELEASE)**.

Holistically observed, these tools have an aim of achieving strategic goals and creating positive impact towards AccelerAction's key players in terms of following principles:

- o **Trust** – AccelerAction's brand identity builds respect and recognition among main stakeholders.
- o **Uniqueness** – The lively brand colours are an effective way of differentiation.
- o **User experience** – AccelerAction's brand identity always puts our target audience in the centre of attention which enhances interactions and fosters closer links with targeted audiences.

Therefore, AccelerAction's communication package was developed with a purpose to enhance the communication and dissemination efforts and make this project a brand with a professional, modern, strong and unique personality aligned with project's main objectives, and values.