



## Strategic partnership for the co-design of an innovative and scalable eportfolio ecosystem to improve the quality and visibility of skills

### D3.2 EPICA PROMOTIONAL MATERIAL

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<b>Abstract:</b> D3.2 contains the guidelines for the EPICA corporate style to be used in all promotional material of the project: logo and graphics for the brochure, templates for posters, presentations, etc.	
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## History

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0.0	15/2/18	Outline	-
0.1	21/03/18	Advanced draft	ICDE/ICWE
0.2	27/03/18	Final draft	ICDE

### EXECUTIVE SUMMARY

In support of the communication activities in WP2, EPICA will develop and produce promotional material in a uniform recognizable EPICA “look and feel” format. It is important to agree on a common design that represents well all partners from both EU and Africa, and that is well aligned with the design of the eportfolio.

D3.2 contains the following sections: 1) Introduction; 2) EPICA design guidelines; 3) EPICA logo; 4) Plan for promotional material; 5) Conclusions.

### Abbreviations and Acronyms

<b>D</b>	Deliverable
<b>EU</b>	European Union
<b>ICDE</b>	International Council for open and Distance Education
<b>ICWE</b>	ICWE GmbH
<b>MYD</b>	MyDocumenta
<b>WP</b>	Work package

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### 1. INTRODUCTION

EPICA will produce, during the whole project, promotional material to support the dissemination and exploitation activities. This material includes a project web (described in D3.3 EPICA Website), a brochure, newsletters, flyers, posters, etc. To ensure the quality of the project, we chose for a uniform project design from the first day of the project. This includes templates for the deliverables, presentations, and minutes, but also the project logo, the design guidelines for all other project outcomes and promotional material.

It is important to have a consolidated design that represents all partners, and is well aligned with the eportfolio, so we have a corporate image that increases the effectiveness of the dissemination.

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## 2. EPICA CORPORATE DESIGN

At the beginning of the project MyDocumenta, as responsible partner of D3.1, developed and distributed the design guidelines among all the partners of the project. They also created a shared folder with all the related material: official logos, icons, fonts, etc.

The recommendations for TYPOGRAPHY are the following:

**Official typography of texts for website, brochures, posters, designs, etc.**

- Aller LIGHT (body text)
- BEBAS NEW (some titles)

**For titles and slogans:**

**- BEBAS NEW**  
LOREM IPSUM DOLOR SIT AMET, CONSECTETUE

**- Aller**  
Lorem ipsum dolor sit amet, consectetur

**For body text:**

**- Aller**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo

Don't put the text smaller than body 8

The following colors are recommended:

### Official colors

		
Dark Gray <b>#302b2e</b>	Gray <b>#c2beb6</b>	Red <b>#f9461c</b>

### More colors to complement the designs

		
Blue <b>#6bc7ed</b>	Medium gray <b>#96938e</b>	Light Gray <b>#ecebe8</b>

The guidelines also provide examples of icons that are already used on the platform:



Further to these guidelines, MyDocumenta prepared, in collaboration with ICDE, templates for 1) deliverables; 2) meeting minutes; and 3) powerpoint presentations. The templates for deliverables and meeting minutes are annexed to D1.1, Quality Management Plan. The template for powerpoint presentation is the following:



### 3. EPICA LOGO

The EPICA Logo was presented by ICWE during the Kick-off Meeting in Lillehammer, Norway (29-31 January 2018).

The design process of the logo followed a brainstorming of words, ideas and images:

*Cloud of words and values related to EPICA*

traditions, gender, youth,  
entrepreneurship, technology,  
job market, scalability

**AFRICA**

skills, **pattern**, profile,  
personality, ...

**COMPETENCIES**

# EPICA

**CAREER**

parcours, **path**, studies, cv,  
experience, skills validation,  
employability, **portfolio**, ...

**CONTEMPORARY**

online and offline  
collaboration, 21st century  
competencies, digital skills,  
work=life, ...

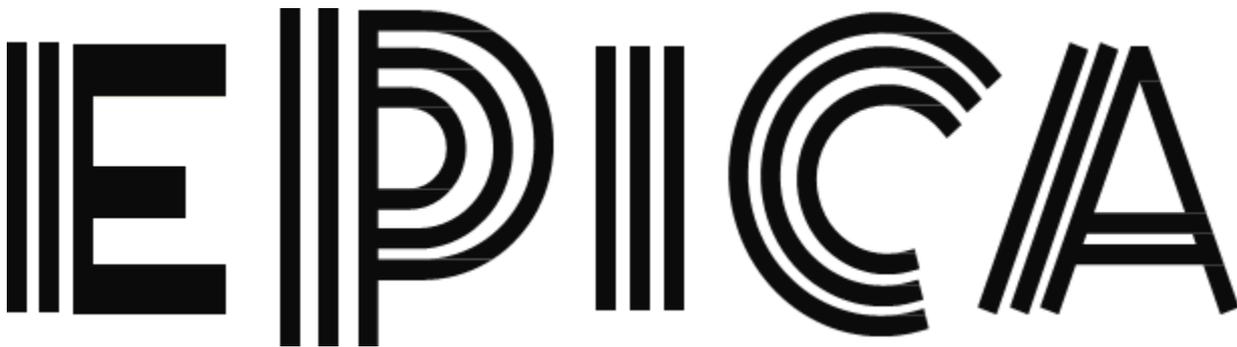
  

The collage features several key elements: a vibrant patterned fabric, a black and white geometric pattern, a desert landscape with a path, a map of Africa, a person wearing a patterned shawl, a network diagram, a '21st-Century Skills' diagram with categories like 'Functional Literacy', 'Communication', and 'Digital Literacy', and various abstract and landscape photos. Labels 'Path', 'Africa', 'Pattern', and 'Contemporary' are overlaid on the collage.

This led to several proposals:



The final logo that was chosen represents and symbolizes the paths of the students, from their studies to their professional life. The font is irregular, vibrating, as to remind of the sinuous paths of employability and professional life.



### 4. PLAN FOR PROMOTIONAL MATERIAL

The EPICA consortium will participate in national and international events/conferences/workshops/fairs in order to disseminate the results obtained during the project. The activities are described in detail in D3.1 Plan for the Exploitation and Dissemination of Results.

Within the category of promotional material, the following is planned:

	Responsible partner	When	
EPICA website	ICWE	M3 (31/3/18)	accompanying deliverable D3.3
EPICA social media (Facebook, Twitter, LinkedIn...)	ICWE/ICDE	M4	to be described in D3.1
Poster format	MYD	M4	after the launch of the website (to be aligned)
Brochure	MYD	M4	after the launch of the website (to be aligned)
Newsletters	ICWE	Every three months, starting M3	
Flyers for project meetings or dissemination activities	MYD	When necessary	

### 5. CONCLUSIONS

In the first 3 months of the project we have set the basis for the communication and dissemination activities of the project. Together with the Dissemination Plan and the launch of the EPICA website, D2.3 sets the guidelines for a corporate and uniform design. This allows all partner to maximize the dissemination potential, to create an easily recognizable EPICA look, and reach the maximum numbers of stakeholder.

The promotional material that will be developed during the project, will be further described in D3.1 (Plan for the Exploitation and Dissemination of Results) and in the periodic reports (under Dissemination).