



THEME KBBE.2013.3.2-02 KBBE.2013.3.2-02
The CO₂ algae biorefinery

Project full title:

"THE MICRO ALGAE BIOREFINERY"

Project acronym:

D-FACTORY

Del. 10.4 – Brochure and flyer/ POSTER

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REV	Author	Beneficiary	Action		
0	Pilar Franco	IN	Production of the deliverable		
1	Patricia Harvey	UOG	Revision and comments		
2	Pilar Franco	IN	Formatting, circulation and submission		



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1. Executive Summary

This deliverable D10.4 *Brochure and flyer/POSTER* concerns the production of dissemination material for effective project presentation and promotion. This document describes the work performed to produce a dissemination toolkit, whose purpose is to support the design of D-Factory brochures and posters for meeting the needs of different stakeholder groups. The dissemination toolkit comprises a range of visual identity cues, and their utility in aiding the production of D-Factory brochures and posters is now being tested in an iterative process as we develop the range of different dissemination materials that the project needs for different purposes. These materials will be available on the project website at www.d-factoryalgae.eu and disseminated widely.

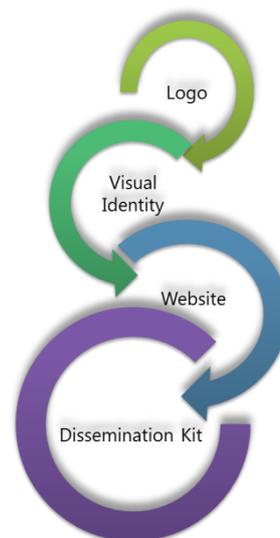
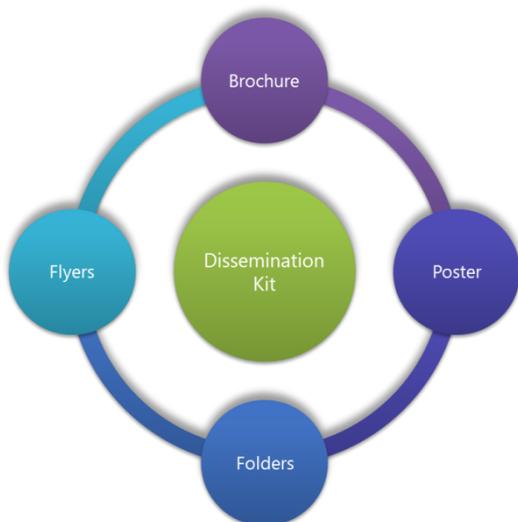
1.1. The report

The dissemination toolkit for the D-Factory was conceived as a means of providing a unique visual identity which would contribute to the overall perception of the project and give a uniform impression.

This is essential to enable the project to be recognized in a distinct and consistent way at a glance.

After the logo finalization, the website was designed on the basis of a shared view of the visual identity.

At this step the dissemination kit was created.



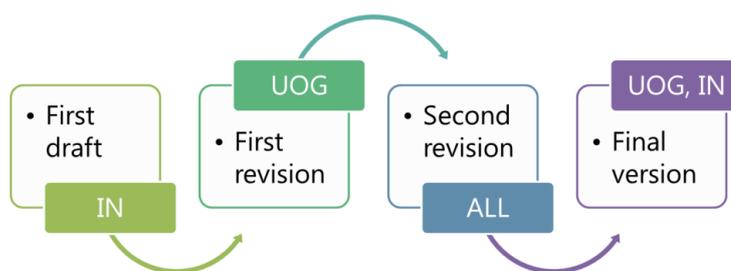
Features of the Dissemination ToolKit

The dissemination toolkit target is generic in content. It comprises a database of images and texts that can be drawn upon for design of dissemination materials, as well as a collection of dissemination materials themselves. Dissemination materials can be readily adapted to meet different stakeholder groups. The toolkit is not static ie images, texts and materials themselves will be continuously updated and expanded in the course of the project. The D-Factory partners will be able to access and download the dissemination kit and materials from the project's website intranet. This will enable partners to

- a) distribute dissemination material at conferences and events they attend.
- b) Create/propose new dissemination materials for Partner approval

The procedure for the production of stakeholder group materials based on the dissemination kit is as follows:

- concepts are developed by the Project Office or submitted by Partners to the Project Office;
- an outline draft is prepared
- the draft is revised by the coordinator.
- Once the first revision has been carried out, the draft is circulated to the consortium that send their feedbacks and suggestions.



Finally the Project Office modifies the material accordingly to the suggested changes and the coordinator gives her final approval

1.2. The brochure

Use of the dissemination toolkit was tested by creating a D-Factory brochure. This consisted of two sheets of A4 folded in three columns.

The visual identity cues used in the brochure were the D-Factory colors, and the project LOGO, which has been previously designed in order to keep and spread the project visual identity.

The project website address was included and also the e-mail to contact the helpdesk.

The content of the brochure was suggested. External covering pages would report the D-Factory details such as the Grant Agreement number, the coordinator and consortium contacts and a map describing the geographic distribution of the partners. Internal pages would depict the most

relevant aspects of the project: the length, the starting and ending dates and the EU funding amount, and the project's description

The brochure outline was discussed with partners at the Munich meeting: they are now providing content with the expectation that this first brochure will serve as material to describe the project to a general audience at conferences and meetings.

1.3. The Poster

The project poster will be designed after the finalization of the brochure and will be available in the POSTER section of the D-Factory website.

As with the brochure, there will be more than one poster depending on the issue to be addressed and on the targets that we want to reach. These will all use visual identity cues contained within the dissemination toolkit.

2. Conclusions

The dissemination toolkit comprises visual cues, images and texts from which a stream of project brochures and posters will now be prepared, tailored specifically to meet the needs of different stakeholder groups.

A generic project brochure and poster are now being developed along with folders and flyers.

The production and approval procedure will be followed.

The results will be included in the XII month report.