Sea of Experience

Establishment of Eastern Mediterranean Regional Network: pooling, sharing, development of innovative face-to-face and digital training/mentoring tools for the maritime sector

Deliverable

EMFF-02-2018 Blue Careers No. 863551

D6.8 Project logo, leaflets and posters	
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[1] **R**=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent fillings, videos, etc.; **OTHER**=other

[2] **PU**=Public, **CO**=Confidential, only for members of the consortium (including the Commission Services), **CI**=Classified, as referred to in Commission Decision 2001/844/EC

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Modification History			
Date	Version	Description	Edited by
29/02/2020	0.1	Project Logo, leaflets, posters	Monica Andreou
03/03/2020	0.2	Updated version according to partners comments	Monica Andreou
05/03/2020	0.3	Final Version	Monica Andreou
07/03/2020	Final	Reviewed Final version	NTUA

Acronyms and Abbreviations

CCCI	Cyprus Chamber of Commerce and Industry
DCS	Dissemination and Communication Strategy
EEN	Enterprise Europe Network
EU	European Union
SOE	Sea of Experience

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Executive Summary

This deliverable presents the work of SEA OF EXPERIENCE WP6 D6.8 "Project Logo, Leaflets and Posters" during the first four months of the project (1 November 2019 – 1 March 2020), giving a summary of efforts and activities undertaken. The final outcome of D6.8 was the generation of the project dissemination material logo, leaflets, and posters in order to enhance the project identity and awareness, intended to reach various target groups.

1. Introduction

1.1.   Background

This report is in alignment with the Dissemination and Communication Plan (DCS) as it is presenting the consortium's common vision, aims, effective tools and accurate defined activities to provide information on project content, activities and results. Throughout the project, the implementation of our communication and dissemination strategy will be continuously monitored and updated.

Upon the initiation of the project within the first four months the Cyprus Chamber of Commerce and Industry (CCCI) as a coordinator of the WP6 and through provided services generated and presented the Project Logo, Leaflets and Posters as in order to illustrate the project's identity in order to bring the adequate awareness to its target audience.

1.2.   Purpose and scope

The **purpose of the report according to the D6.8 is to** aim and inform the internal and external stakeholder of the project about the progress of Deliverable 6.8 Project Logo, Leaflets and Posters. The scope is to provide the means of communication materials as well as the technical specifications, per each material, in order to be printed out and distributed to the general public and the relevant stakeholders, informing them about the project initialization and the most important findings.

2. Communication and Dissemination Tools

This section summarizes the communication material created during the first four months.

2.1.   Project logo

Several versions of the logo were designed and developed by the CCCI and were consequently passed on for online discussion to the project's Advisory Board and the broader consortium, before its final approval. The logo is designed to help the external audience to easily recognize SEA of EXPERIENCE and contributes to the project's visibility, by providing a corporate identity, from the very beginning of the project.

The project logo (see Figure 1) within the joint branding initiative, the previous project with an acronym MENTOR, move one step further in Blue Careers, establishing and support blue training and network in the Eastern Mediterranean (Greece and Cyprus). It is of paramount importance in order to ensure that the project has an attractive visual identity. The consortium agreed that the colors

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chosen for the logo should resemble those of the previous project (MENTOR) to reflect the continuity of our efforts in the blue career domain as well as to capitalize on the common identity, recognition and already established visibility to the audience. Figure 1 indicates the Sea of Experience project title which is linked with the letter 'o' of the word 'of' and is correlated with the blue career orientation, networking and knowledge, emerging from the expansion of Blue Careers and human capita in the constant progression towards blue lifelong learning. A crucial role of blue training and networking in a digital novel comprehensive knowledge is capitalized by the following text; Sea of Experience. The Blue color (Figure 2) is associated with Marine and Maritime.

The final logo was adopted by partners, after CCCI had circulated twice a set of logos (Annex 1 and Annex 2). The designed logo will be used for the development of the graphic layout templates of every communication and dissemination material that will be created within the project such as reports, presentations, newsletters, leaflets, posters, website, social media, interface etc.

The specific logo will serve as the logo of the SEA OF EXPERIENCE project:

Figure 1 Project Logo

A more detailed description of the logo is presented in Figure 2 Project Logo with color coding:

Figure 2 Project Logo with colour coding

2.2.   Leaflet

The SEA of EXPERIENCE leaflet is designed in a way that captures the attention of the various target groups and increases awareness of the project. It explains the rationale behind the project; its objectives, the activities (project cycle), the main tasks planned as well as the expected results (Figure 3 and Figure 4). The leaflet was created to reflect the conceptual design of the project logo and website and was subject to multiple online and personal discussions and improvements together with the project consortium. Project partners were encouraged to order copies for distribution at relevant events. Target groups to be approached are: school students (ages 15-18), undergraduate and postgraduate students, young and senior professionals along with professors, teachers and training providers, business support organizations, public Authorities and the civil society in general and European Union (EU) relevant bodies, Enterprise Europe Network (EEN).

Below you may find the A4 Leaflet of the project:

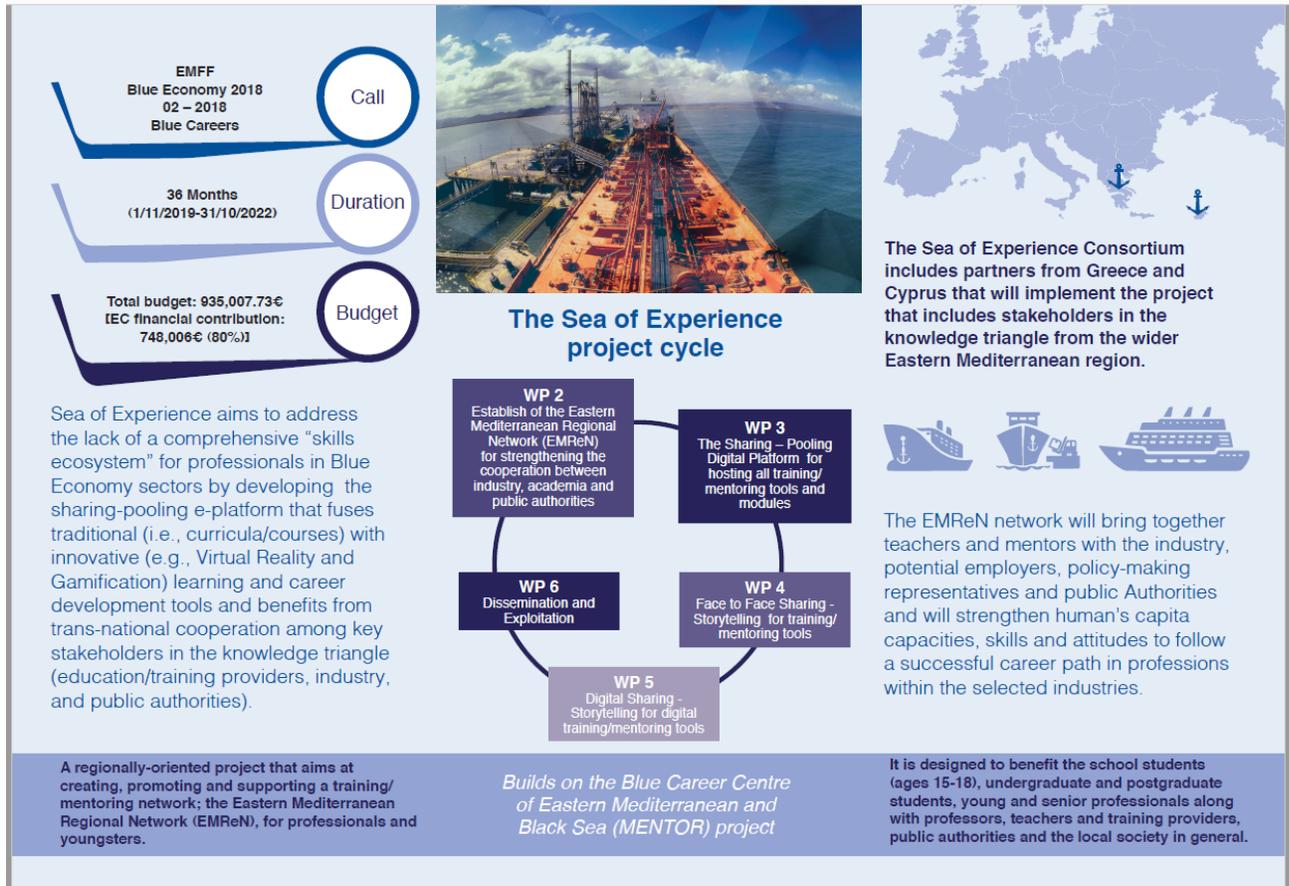*Figure 3 Sea of Experience A4 Leaflet, outside view*

Figure 4 Sea of Experience A4 Leaflet, inside view

Furthermore, the A4 leaflet's technical specifications are indicated below in order to facilitate the material to be printed out.

FLYER printing specifications

- Trifold: A4 fold to 10x21cm
- Size: A4 (dimensions 297mm width x 210mm high)
- Two sides print
- 4 Colours printing (CMYK)
- Paper Weight
- 200gr art mat
- File format
- PDF file with 3mm bleed (Safety area: 3mm from trim, anything outside of this area may be trimmed of.

2.3.   Poster

SEA of EXPERIENCE poster was produced at the beginning of the project, featuring an eye-catching design, to introduce the project at workshops, conferences and meetings. The poster reflects the main SoE design concept to keep the project branding consistent and to make the project easily recognizable (Figure 5). The A2 poster was subject to online discussion with the consortium. Below you may find the design of the A2 Poster.

Figure 5 Sea of Experience A2 Poster

Furthermore, the poster's technical specifications are indicated below in order to facilitate the material to be printed out.

POSTER printing specifications

- Size: A2 (420 mm width x 594mm high)

- One side print

- 4 Colours printing (CMYK)

- Paper Weight

- 170gr art mat

3. ANNEXES

Annex 1: SEA OF EXPERIENCE LOGO (1st set)

Annex 2: SEA OF EXPERIENCE LOGO (2nd set)