

# SPRING

## SPRING Sustainable Practices of Integration

Start date of project: 1<sup>st</sup> March 2021      Duration: 24 months

### D5.3 - Templates for SPRING communication @M2

WP n° and title	WP5 - Communication and Dissemination: creating innovative knowledge exchange tools on sustainable practices of integration
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### Document History

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## Content

1	LIST OF ABBREVIATIONS AND DEFINITIONS .....	4
2	INTRODUCTION .....	5
3	The SPRING communication templates.....	6
3.1	Early discussions and coordination with partners.....	6
3.2	History of visual development.....	6
4	CONCLUSIONS .....	9

## 1 LIST OF ABBREVIATIONS AND DEFINITIONS

Abbreviation	Definition
AB	Advisory Board
EU	European Union
SG	Steering Group
TBC	To be confirmed
WP	Work Package

## 2 INTRODUCTION

This deliverable presents the SPRING key visuals and project logo representing the project's intentions, vision, and identity that will ensure project recognition to the addressed targets and the wider audience. It also outlines the creative and consultation process that led to the conception and validation of the communication tools.

### 3 The SPRING communication templates

#### 3.1 EARLY DISCUSSIONS AND COORDINATION WITH PARTNERS

Prior to the kick-off meeting, YM started with a brainstorming session as part of WP5 and through the Commission Task Force, a thematic decision-making body tasked with steering the communication and dissemination aspects of the project throughout the two years. This brainstorming led to the key-phrases defining the project:

**SPRING = Sustainable Practices of Integration**

*We will gather, summarize and share the best available research and evidence on integration.*

*SPRING is meant to improve the innovation, effectiveness and sustainability of the work done by Europe's integration stakeholders.*

*SPRING will collect, create and disseminate the most usable and practical materials, such as examples of good practice, handbooks, pieces of training, templates, databases and contact lists.*

After the preliminary session, YM proposed 3 visual directions. One of the options was early validated by the Communication Task Force because it encapsulates at best the idea of INTEGRATION (by shifting a little bit the IN from sprINg).

The visual candidate was brought to the kick-off meeting (9-10/03) and was validated by the whole Consortium.

#### 3.2 HISTORY OF VISUAL DEVELOPMENT

##### Version 1 - Three directions

After the brainstorming session YM elaborated three different proposals.



Figure 1 – First proposals

### Version 2 - Variants for the chosen candidate

The team opted for the “IN-shift” candidate because of the simple yet powerful way to express the idea of integration.



Figure 2 – Selected option

### Version 3 – Exploring colour possibilities

The colour green and yellow were suggested and explored as possible candidate for the main colour of the project. These colours were finally dropped due to visual and semantic considerations (e.g. avoiding using green as this is a colour currently overused in projects connected with environment and sustainability).

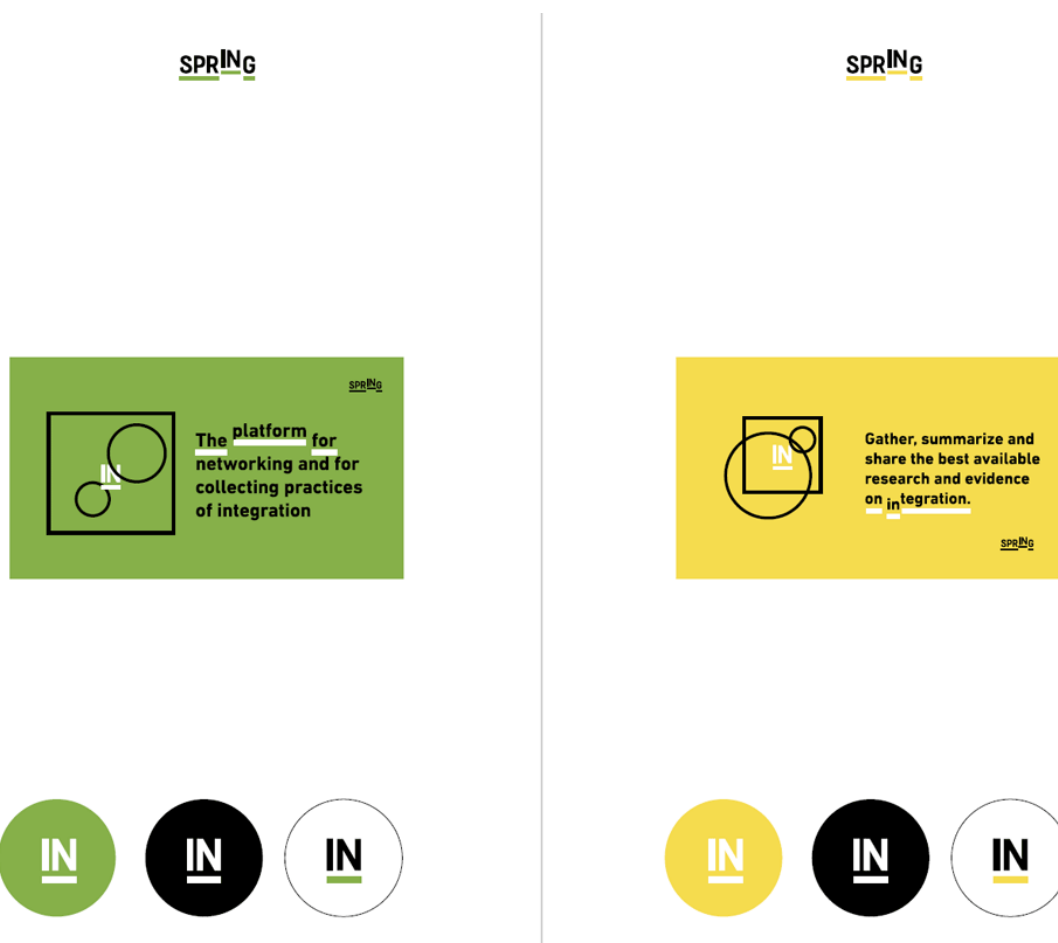


Figure 3 – Colour palettes explored

### Version 4 – Final decision

The team went for orange because of its power of communication and vividness.



Figure 4 – Final logo

### Version 5 – Implementing templates for communication

After the logo and the colour palette were validated, YM developed the different communication templates, including avatar, cover and email signature, and presented the corporate image at the 1<sup>st</sup> SG Meeting (6/04/2021). Through the Steering Group, partners greenlighted the final proposal.



Figure 5 – Templates for communication



Figure 6 – Power point presentation of the corporate image



After a bilateral meeting between ISMU and YM on 29/04/2021 it was agreed that YM would develop the visual concept so that the “IN-shift” is mainstreamed throughout the WP5 components, in particular the Platform (whose preliminary landing page was being developed at the time of drafting) and social media (whose communication strategy was being developed at the time of drafting). The “IN-shift”, however, will only apply to cases where “INtegration” features as claim of the SPRING acronym (i.e. SPRING – Sustainable Practices of INtegration).

## **4 CONCLUSIONS**

YM created a simplified narrative of the project with the support of the Communication Task Force, developing 3 proposals for the visual identity. The Communication Task Force discussed and selected one candidate. YM brought the chosen candidate to the kick-off meeting, where the Consortium validated the proposed while recommending that more colours be explored. YM developed some more variants accordingly, and the orange palette was eventually chosen. YM developed the templates that should be used throughout the project and presented the full corporate image package at the 1<sup>st</sup> SG meeting, where partners approved the final products.