COMMUNICATION TOOLS REPORT: VISUAL IDENTITY GUIDELINES, WEBSITE, AND SOCIAL MEDIA MANAGEMENT PLAN

Asya Al Marhubi, Belén Gutiérrez Carmona (REV)

GREEN RAY

The GREEN RAY project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N°101056642.

DELIVERABLE DESCRIPTION

Grant Agreement Number	101056642
Project Acronym	GREEN RAY
Project Title	New GeneRation marinE ENgines and Retrofit solutions to Achieve methane abatement flexibilitY
Project Call	HORIZON-CL5-2021-D5-01-12
Project Duration	60 months: 1 June 2022 – 31 May 2027
Deliverable Number	D5.2
Deliverable Title	Communication Tools Report
Deliverable Type	Report
Security Classification	PU – Public
Contributing Work Package	WP5
Lead Partner	REV
Contributing Partners	NA
Version	1.0
Authors	Asya Al Marhubi (REV), Belén Gutiérrez Carmona (REV)
Reviewers	Kati Lethoranta (VTT)
Contractual Delivery Date	30.09.2022

Version History

Version	Date	Comments	Main author(s)
0.1	21.09.2022	First version	Belén Gutiérrez Carmona (REV)
0.2	26.09.2022	Second version	Asya Al Marhubi (REV)
0.3	30.09.2022	Quality check	Sudhanshu Verma (REV)
0.4	30.09.2022	Final review	Kati Lehtoranta (VTT)
1.0	30.09.2022	Final version	Asya Al Marhubi (REV)

Keywords list:
Communication, project management, dissemination, tools, visual identify, website, social media, targeted audience, maritime transport, waterborne transport policy.

Disclaimer
The opinions expressed in this document reflect only the author's view and in no way reflect the opinion of the European Commission or CINEA. The European Commission or CINEA is not responsible for any use that may be made of the information it contains.

This document may contain copyright content of certain GREEN RAY consortium parties and may not be reproduced or copied without permission. For commercial use of any information contained in this document, a license from the proprietor of that information may be required. Neither the GREEN RAY consortium as a whole, nor a certain party of the GREEN RAY consortium warrant that the information contained in this document is capable of use, nor that use of the information is free from risk, and does not accept any liability for loss or damage suffered by any person using this information.

Table of Contents

1. EXECUTIVE SUMMARY 4

2. VISUAL IDENTITY 5

2.1. Concept 5
2.2. Logo 5
2.3. Colours 7
2.4. Typography 8
2.5. Layout system 9

3. WEBSITE 10

3.1. General features 10
3.2. Website map 11
3.3. Screenshots 14

4. SOCIAL MEDIA MANAGEMENT PLAN 22

4.1. Target audience 22
4.2. Platforms 23
4.3. Objectives 23
4.4. Content plan 23
4.5. Quality control 24

5. COMMUNICATIONS ASSETS AND NEWSLETTER 25

5.1. Project flyer 25
5.2. Social media banners 25
5.3. Newsletter template 27

6. CONCLUSION 28

1. Executive Summary

Deliverable 5.2 presents the GREEN RAY visual identity, website, and social media plan. REVOLVE, as the lead partner of Work Package 5, has designed the project visual identity, website, social media strategy, and associated communication assets.

The first part of this document provides an overview of the visual identity concept and structure. The visual identity represents the basis of GREEN RAY's consistent branding in terms of logo, colours to be used, typography, graphic elements, and layout system. These guidelines will help in the development of all the external publications, deliverable reports, presentations, and communication materials, including the project website.

The second component of this document refers to the project website and provides an overview of it and its main features, together with some screenshots. The GREEN RAY website provides a brief, catchy and straightforward description of the project and of its activities. It is meant to be a tool for communication, promoting goals, impacts, and results beyond the project community, addressing a non-specialist target audience. The tone of voice is simple, clear, and straightforward.

The website follows the visual identity of the project, contributing to the overall objective about raising awareness about GREEN RAY and making its brand easily recognisable. The launch date for the GREEN RAY website is 30 September 2022, and it is available at the address https://greenray-project.eu/.

The following section focuses on the social media management plan designed for the project. The GREEN RAY social media accounts will mark and vehicle project-related contents and are key in the creation and the engagement with the future network of the project. They will serve as complementary tools for the continuous stakeholders and target audience analysis.

Two channels have been created: one on Twitter (@GREENRAYproject), and one on LinkedIn company page (GREEN RAY project). A playlist on YouTube dedicated to hosting the project will be created as needed.

The final section provides a look at communications assets including the project flyer, social media banners, and the newsletter template.

2. Visual Identity

The GREEN RAY visual identity plays an essential role in promoting the project. It was developed at the beginning of the project to differentiate GREEN RAY in the market while making it memorable. The logo is the visual messenger of the project and is reflected in all the communication materials.

2.1. Concept

The GREEN RAY project is named after a meteorological optical phenomenon that sometimes occurs around the moment of sunset or sunrise. When the conditions are right, a distinct green spot is briefly visible above the upper rim of the sun's disk.

The logo takes inspiration from both this optical phenomenon and the molecular structure of methane, as the project works on solutions to achieve methane abatement flexibility.

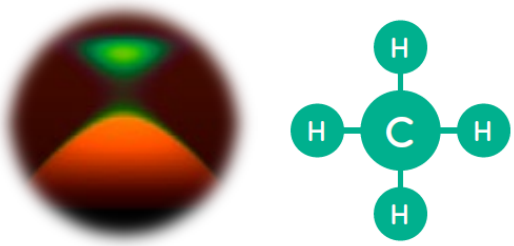


Figure 1: Inspiration for GREEN RAY logo.

2.2. Logo

2.2.1. Main forms

The logo can be used in two ways:

- Primary form: The inline form is when the icon and the woo d mark are following each other in the same line. This version is the preferred one.
- Secondary form: The stacked form is when the icon and wood mark are on top of each other. This version of the logo is meant to be used in specific situations where the horizontal logo does not fit well in the available space.

GREEN RAY

GREEN RAY

GREEN RAY

Figure 2: Logotype main forms: primary (left) and secondary (right).

The ‘exclusion zone’ refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As pictured in Figure 2, the ‘exclusion zone’ is equal to that of the height and width of the “N” in GREEN RAY’s word mark. The same exclusion zone principle applies with all versions of the logo.

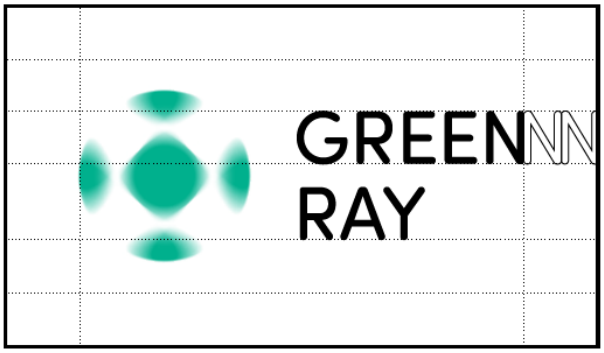


Figure 3: Logotype exclusion zone.

2.2.2. Logo variations

When the use of the main forms of the logo is not possible, one of the logo variations should be used instead. These logo variations allow to hold enough contrast between the logotype and its surroundings to maintain legibility. The variations are available for both the primary (stacked) and secondary (inline) forms of the logo.

2.2.2.1. Negative

This version of the logo is only to be used on darker coloured backgrounds and photographs. The green symbol must stand out against the background. It allows the logo to keep to the brand colours while maintaining high legibility of the wordmark.

Figure 4: Logotype logo variations – Negative.

2.2.2.2. Greyscale

This version of the logo is to be used on black and white layouts or documents, on light backgrounds.

Figure 5: Logotype logo variations – Greyscale.

2.2.2.3. Negative white

This version of the logo is only to be used on darker coloured backgrounds and photographs, when the colour negative does not stand out enough against the background.

Figure 6: Logotype logo variations – Negative white.

The integrity of GREEN RAY logo should be respected at all times. It should not be stretched, condensed, augmented or distorted. Changing any graphic element of the logo will weaken its impact and detract from the consistent image we seek to project. The minimum size is indicated by the length of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility. The length of the horizontal logo should never be smaller than 25 mm in printing and 60px in digital media.

2.3. Colours

The project has an extended colour palette to meet all communication needs. The main colours of GREEN RAY as well as the secondary colours are shown in the figure below.

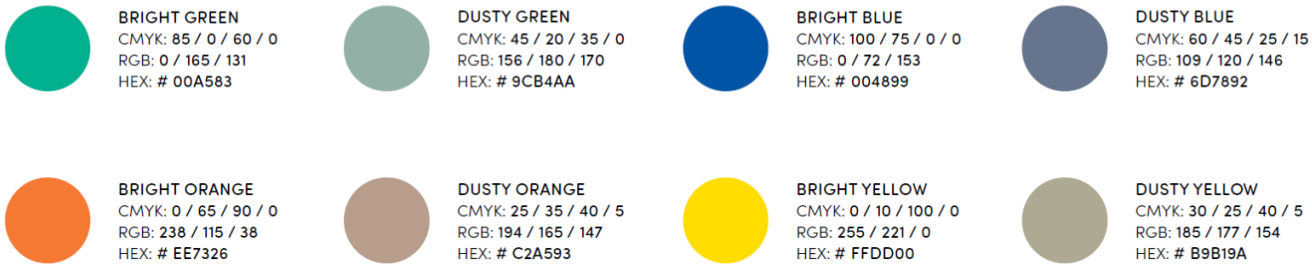


Figure 7: Main and secondary colours.

2.4. Typography

The primary typefaces are Sofia Pro and Sofia Pro Soft. Those typefaces are to be used for all GREEN RAY communications. Sofia Pro is a geometric sans font family characterised by very rounded curves with very open terminals that makes this font family elegant, friendly, and contemporary. The rounded version, Sofia Soft, is the perfect companion to highlight headlines or quotes, and improves the versatility of the global font family.

When use of the recommended typefaces is not possible, like in emails or Microsoft Office documents, GREEN RAY communications are to use the system font Calibri. The font size can be adapted depending on the needs of the respective document, but in general the following sizes should apply:

- Heading 1: 20
- Heading 2: 18
- Heading 3: 16
- Subheadings: 14
- Body text: 11 or 12
- Figure caption: 10

In terms of spacing 1.5 should apply.

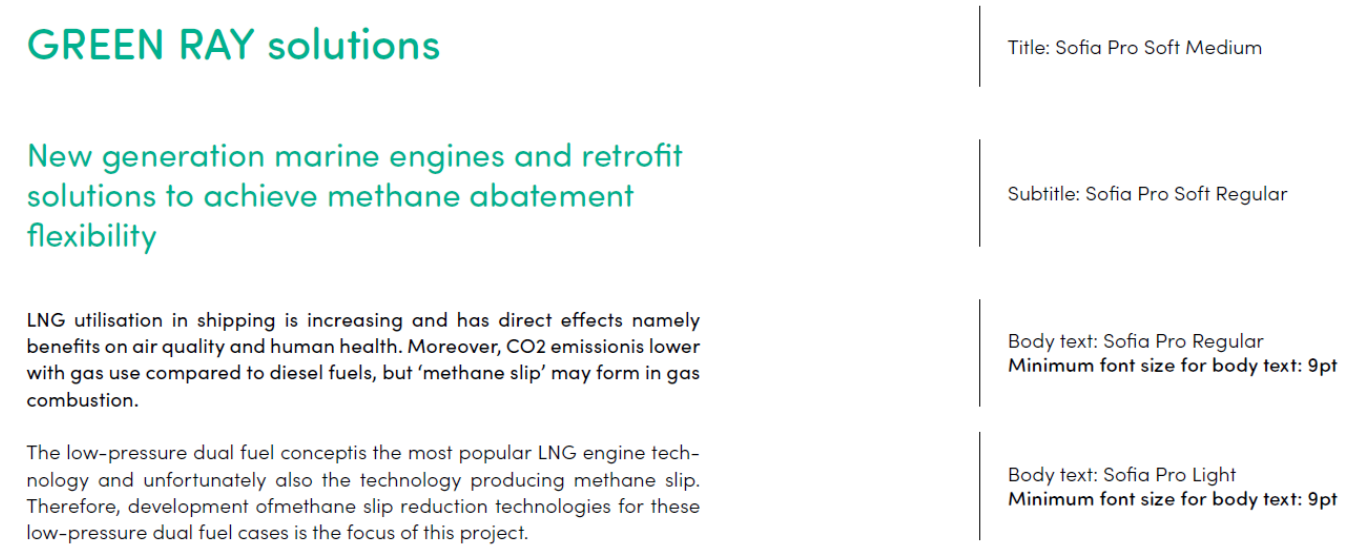


Figure 8: Typography – Sofia Pro and Sofia Pro Soft.

2.5. Layout system

In addition to the use of GREEN RAY's colours and fonts, below some guidelines to develop a consistent image throughout all the project materials:

- In general, prefer rounded shapes to angles.
- When using boxes, prefer slightly rounded corners to straight ones.
- When using illustrations, prefer modern flat or isometric design.
- When showing ships, avoid pictures showing dark smoke coming out of the funnels.

3. Website

The project dedicated website will be the main communication and dissemination platform to allow stakeholders, end-users and the media to have access to the project activities, developments, and results. It will also host frequently asked questions, promoting relevant content (videos, infographics, events, etc.) for the key stakeholder groups, engaging them in the conversation.

The website will host all the public dissemination deliverables and promote relevant content (project and consortium presentations, news, videos, infographics, events agenda, research results, newsletter subscription form, etc.). The website is a content generation tool where partners are involved in developing content to increase the visibility of the project and maximise its impact.

The website will be also used to share the public results of the project; it will host downloadable material, including the project leaflet, pictures, and the project video, explained appropriately for the general public. The website will provide a clear and open discussion of the potential and limitations of the technologies and it will allow its exposure to the market for future commercial purposes.

We expect to have at least 6,000 users (relevant stakeholder groups) exposed to the information provided on the website from Europe and beyond.

The key aims of the website are:

- To become the primary point of contact and information for GREEN RAY.
- To act as a more general hub for research on issues relevant to the project.

The website is implemented in English to reach an international audience. For the development, WordPress is used as content management platform. The website will be regularly updated in terms of contents and maintained by REVOLVE, with the cooperation of all other partners in areas of content provision.

3.1. General features

The GREEN RAY website offers information, data and material about the project, its partners, the research, the technologies, and the demonstration cases. The website template is built with a responsive design to fit into any screen size. Responsive web design (or "RWD") is a type of web design that provides a customised viewing experience for different browser platforms, displaying a different and optimised interface depending on what device is used to access the site.

The template consists of a horizontal structure fully customised with GREEN RAY visual identity, integrating a menu, horizontal sliders, static banners (i.e. dedicated newsletter subscription), vertical thematic blocks and a footer containing the required disclaimer and the contact info where the audience can get easily in contact with the project via e-mail or via social networks. The domain name is 'greenray-project.eu' and it has been acquired and will be maintained for 5 years.

For the website launch, six main sections make up the site: 1. HOMEPAGE, 2. ABOUT US, 3. LNG TECHNOLOGIES, 4.RESOURCES, 5. LATEST, 6. CONTACT.

The homepage provides the first overview on the project and the main content of the website. With a simple yet iconic style, it is aimed at conveying immediately all messages related to the project and its partners, and of course, guiding the user on their journey on the site to discover other sections.

The ABOUT US page goes into further detail regarding why the project was created. In this section, the user can access "About the GREEN RAY project" (an overview of the project aims and main benefits), "Objectives" (a list of goals to be achieved within the project), "Expected Impacts" (a detailed list of the project impacts for the environment, the economy, and the society), "How will we achieve this?" (an overview of the three technologies that will be developed), "The Consortium" (a list of project partners) and "GREEN RAY Work Package Distribution" (an infographic explaining the work organisation).

The LNG TECHNOLOGIES page provides a description of the three technologies that will be developed within the project and the different issues they tackle to contribute to methane slip abatement.

The RESOURCES page will be constantly populated with content during the project. It will host a library with deliverables, policy briefs, scientific documents, and presentations. The user will also be able to access a photo gallery and a video gallery under the "Media" section; as well as the press kit, all the project newsletters and communications materials, all under the last section of the page. Finally, this page includes the possibility to sign up for the project newsletter.

Under the LATEST page, users can access both the latest news related to the project and its topics of interest, as well as a calendar of relevant upcoming events for the sector.

The CONTACT page contains the contact details for the project coordinator and communication coordinator. It also includes links to the social media profiles, the possibility to sign up for the newsletter and a contact form.

3.2. Website map

1. Homepage:

    - The head slider includes photos or a video animation.

- The main menu as well as links to the social media accounts on Twitter and LinkedIn are located above the header.
- The main page content includes a summary paragraph, the project infographic, newsletter signup, Consortium/Partners logos and geographical distribution in a map.

2. About us

- What is GREEN RAY? What are the objectives? An overview presentation about the project and its objectives. This includes text, lists and icons or infographics as needed.
- Objectives.
- Expected Impacts.
- How will we achieve this.
- The Consortium.

3. LNG technologies

- This includes an introduction to the project's fields of action, explaining the three technologies:
    - Technology developed for four-stroke engines.
    - Technology developed for two-stroke engines.
    - Methane abatement catalyst system to be developed.

4. Resources

- The library in the first section will include links and/or the possibility to download the following materials: Deliverables, Policy Briefs, Scientific Documents, Presentations.
- Media: Photo Gallery, Videos.
- The third section will be another library including dissemination tools: Press Kit, Newsletters, Communication Materials.
- Newsletter subscription form.

5. Latest

- News.
- Events.

6. Contact

- Contact details and contact form.
- Social media links.
- Newsletter subscription.

3.3. Screenshots

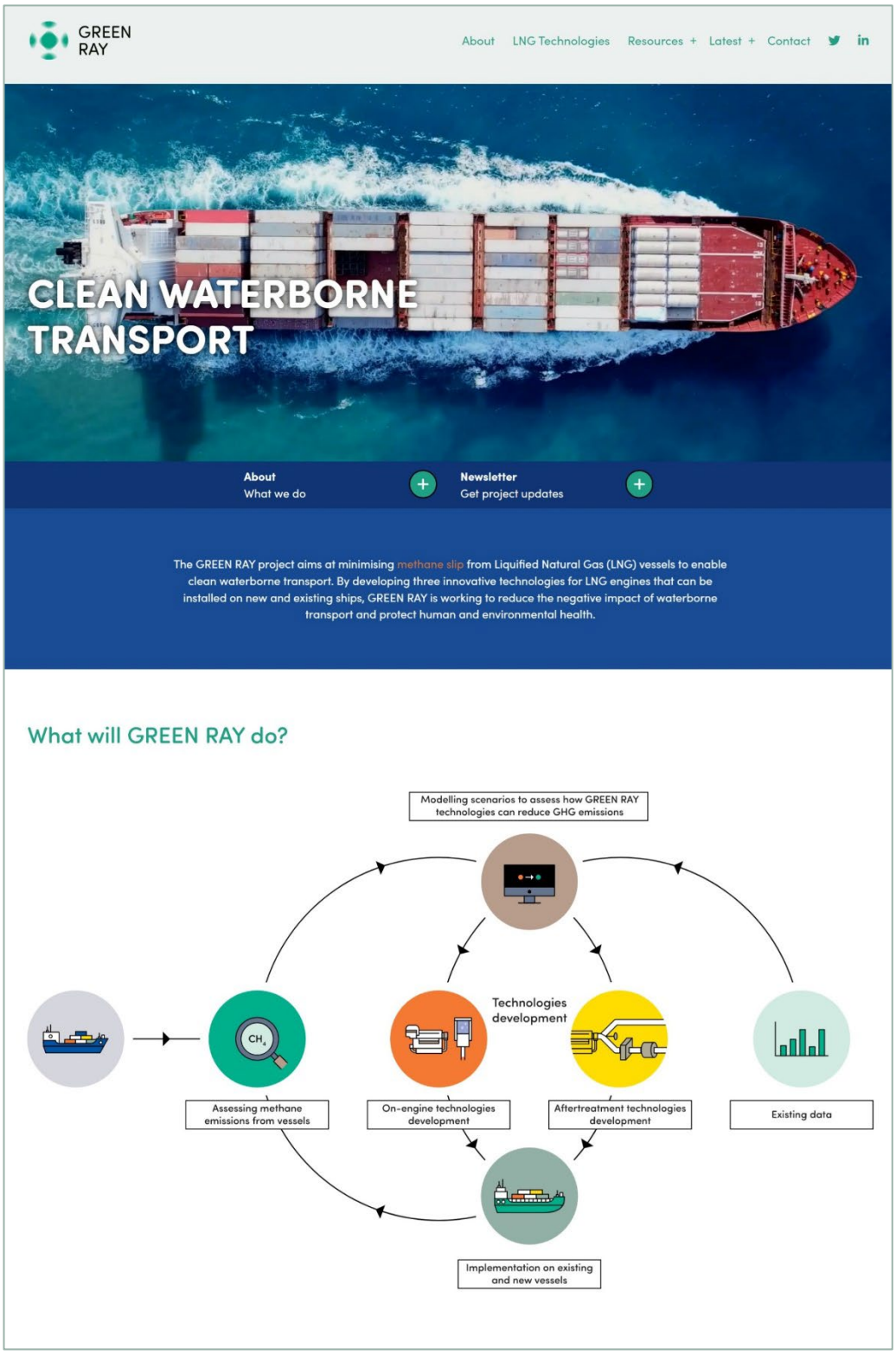


Figure 9: Homepage.

Figure 10: Homepage, continued.

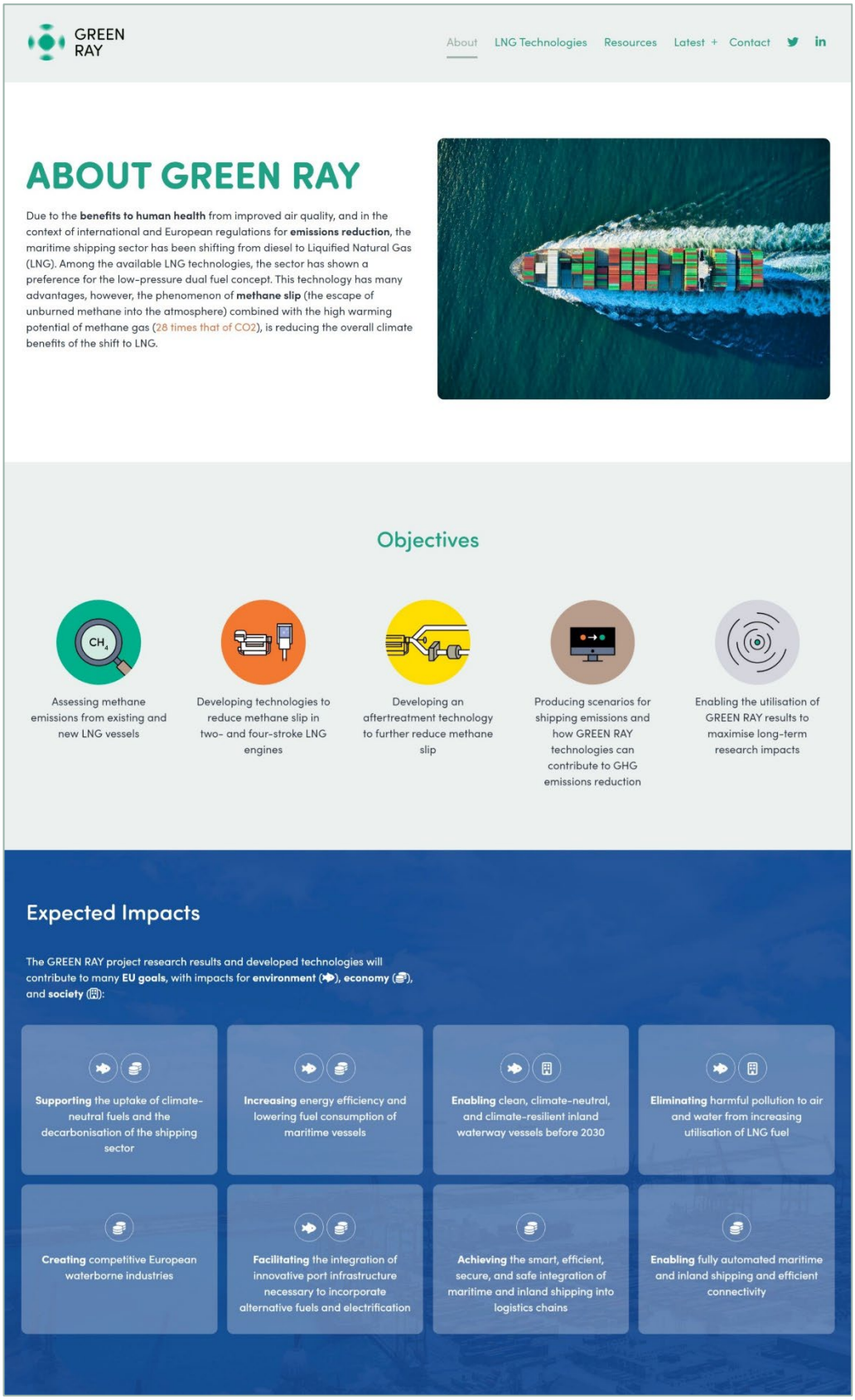


Figure 11: About page.

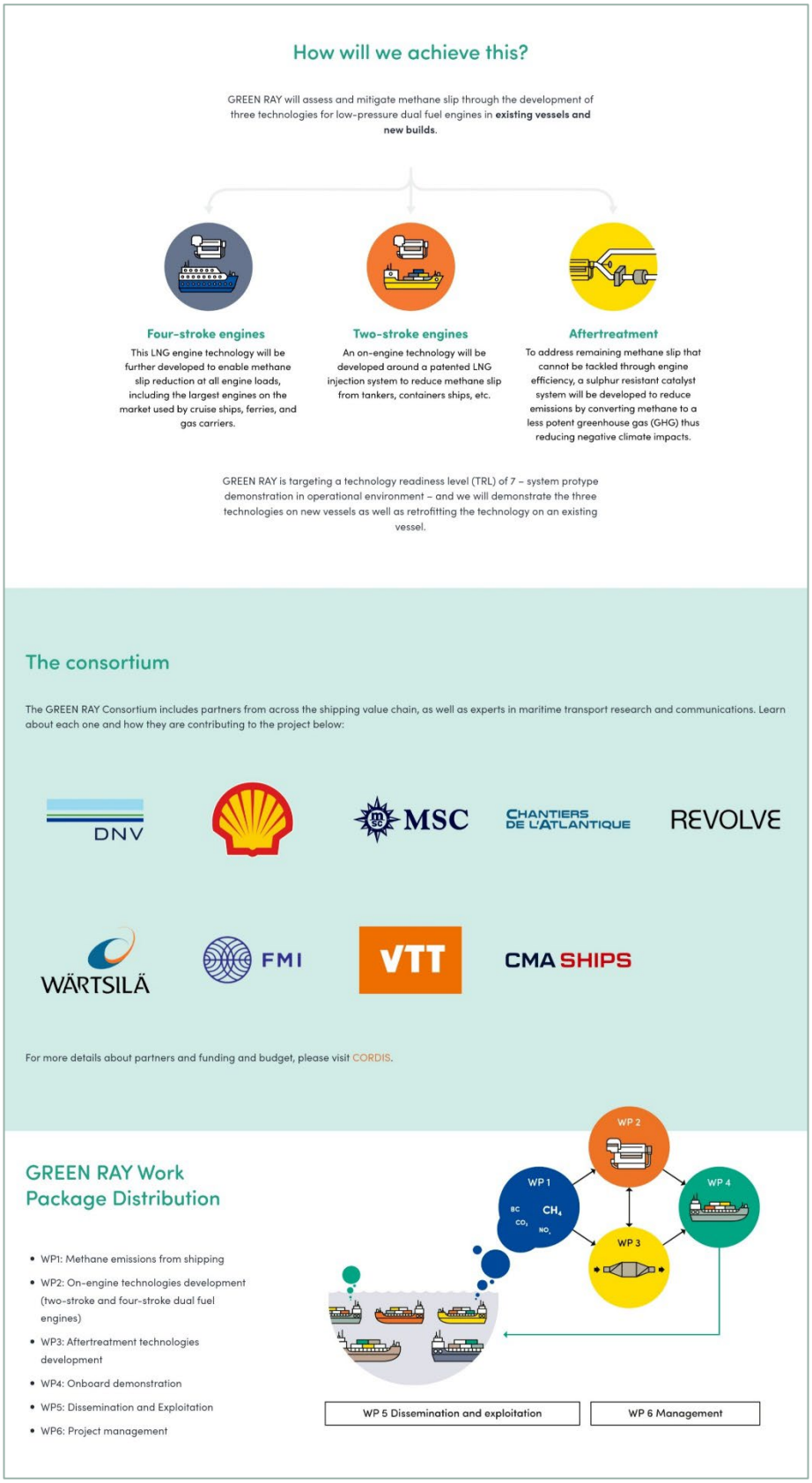


Figure 12: About page, continued.

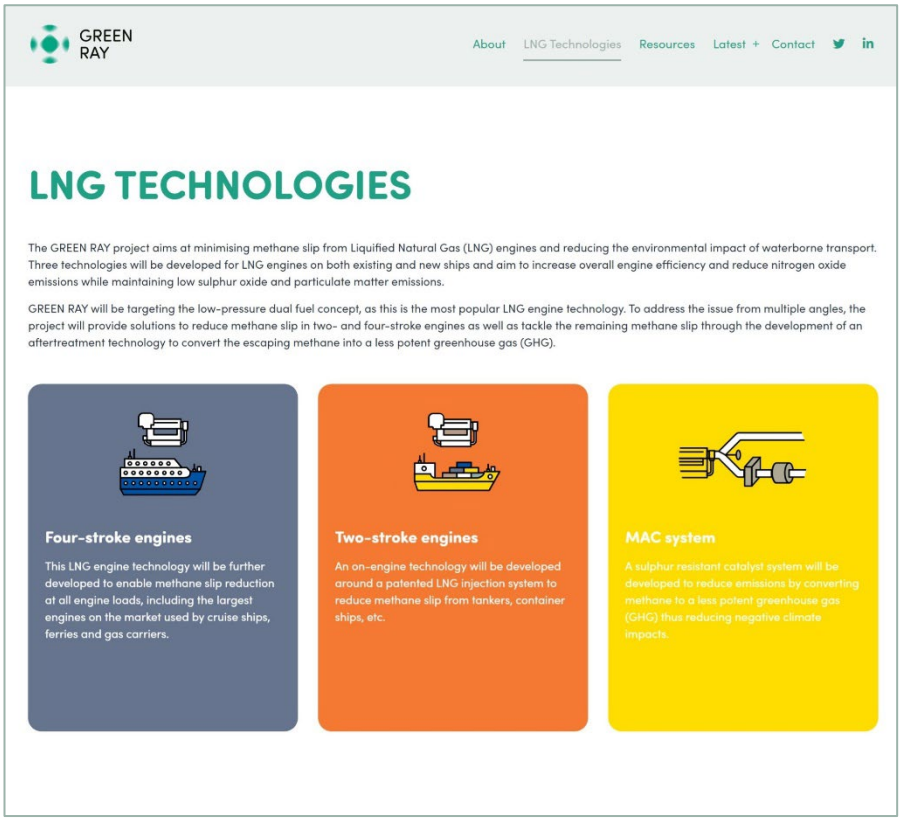


Figure 13: LNG technologies.

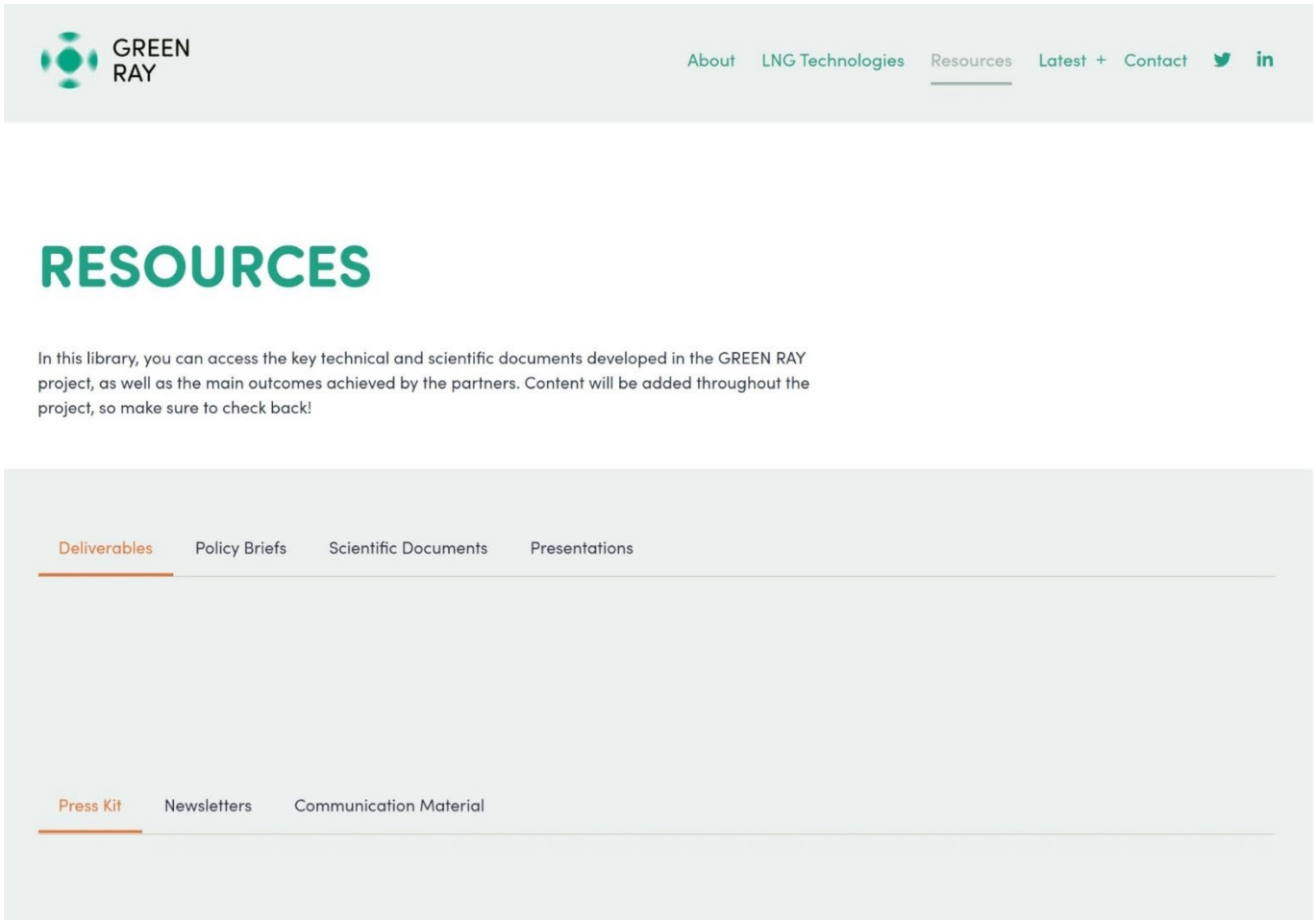


Figure 14: Resources.

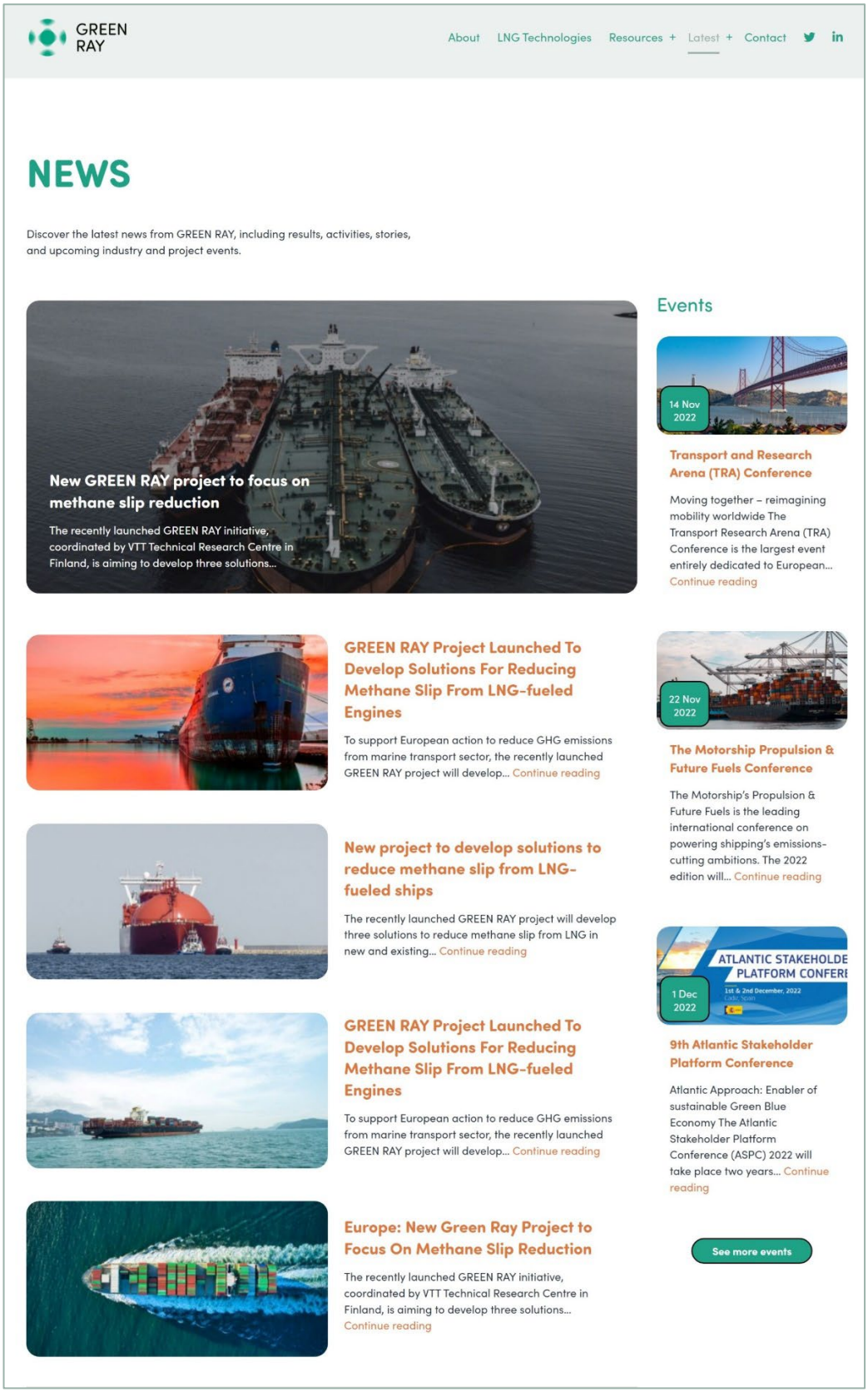


Figure 15: Latest.

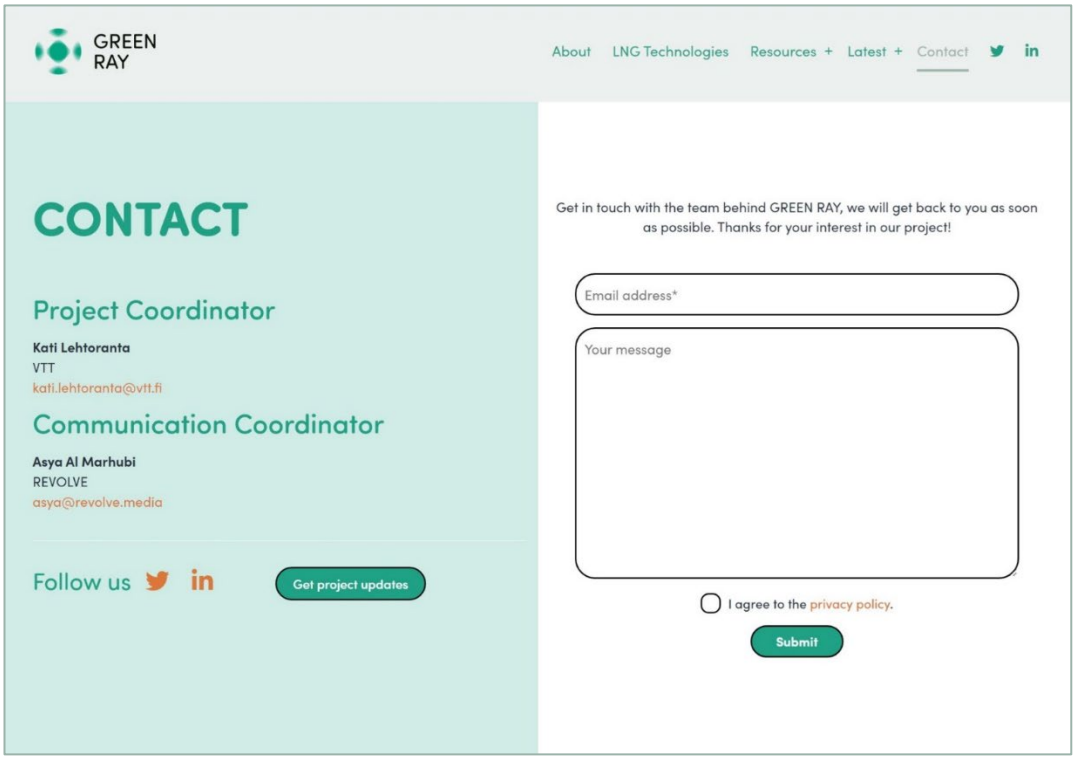


Figure 16: Contact.

4. Social media management plan

The GREEN RAY dedicated social media accounts will be the main bi-directional communication and dissemination channel. They will allow stakeholders, end-users, media and the general public to have access to the project development and results; and all these groups will also have the possibility to engage with this content, interacting and serving as a feedback tool.

Furthermore, they will mark and vehicle project-related contents also via the partners social media accounts, thus building on their audience to disseminate content and results. The social media channels are key in the creation and the engagement with the future network of the project, and they will be used as complementary analytic tools for the stakeholders and target audience analysis.

4.1. Target audience

The channels will be used to engage and make the project known to all stakeholder groups:

- Related industries and manufacturers: Actors directly involved in the European Green Deal objectives, or who are main players in contributing to the upscaling of the new GREEN RAY solutions.
- Potential end-users: Stakeholders responsible for installing the GREEN RAY technologies on LNG engines to reduce global ship emissions.
- Public entities and government institutions: All relevant administrators in the EU at the regional, national and local levels responsible for the waterborne transport decarbonisation policies and management of the measures (such as the network of the Partnership on zero-emission waterborne transport - ZEWT), official advisory bodies (such as The Transport Research and Innovation Monitoring and Information System – TRIMIS or the European Sustainable Shipping Forum - ESSF), and policy makers (such as IMO member states, MARPOL parties) who are influential in public, private and civil society sectors, including relevant "think tanks" and inter-governmental organisations.
- Policymakers: Apart from the public authorities it is important to target legislators that can help to expand the GREEN RAY solutions and make them available for the public at a wider level.
- Researchers and academia: Local and global scientific and research community involved in relevant fields. Reaching them can foster transversal connections and generation of new innovative solutions in the shipping and maritime sector. This also includes other EU-funded projects related to GREEN RAY's topic and its partners.

- Journalists & media: All journalists, networks, influencers and platforms working on shipbuilding and maritime innovations, climate action, environmental and sustainability issues of the shipping industry can contribute to the dissemination of the project and its results.
- General public: EU citizens of different ages, genders, and socio-economic status, such as private consumers, ship owners, citizen organisations, and environmental NGOs.

4.2. Platforms

Two GREEN RAY social media channels have been created: one on Twitter (@GREENRAYproject), and one on LinkedIn company page (GREEN RAY Project). A playlist on YouTube dedicated to hosting the project will be evaluated over the course of the project, considering the prolificacy of videos produced.

Twitter has been chosen as a channel given its capacity of showcasing the project among most of the stakeholder groups, especially public authorities, policymakers and media, but also the general public when the right content is created and disseminated. LinkedIn have been chosen because of its professional relevance in sectors such as the maritime transport industry and manufacturers, and the potential end-users of the GREEN RAY technological solutions.

4.3. Objectives

- To disseminate in a clear and comprehensive way the main findings of the project to the public in general.
- To raise awareness about the environmental and health benefits of the project to general audiences and media.
- To ensure the project results reach the relevant end-users, who will use the GREEN RAY's technologies.
- To support partners in communicating and disseminating their work.
- To develop detailed materials for the enhancement of GREEN RAY promotion.
- To enable the exploitation of results to their full potential by disseminating the results to relevant stakeholders.

4.4. Content plan

GREEN RAY social media channels will be used to share both internal content from the project, such as findings, results or content that can be found on the website; and external relevant content, such as events, reports on GREEN RAY related topics or content from sister projects, among others.

This kind of channels require daily update and running, hence the difficulty to establish a 5-year plan and firmly stick to it. GREEN RAY content plans are constantly revisited and depend on the project workflow, the results rhythm and the consortium activity. There are also very different times along the project duration, the first months and years will be devoted to disclosing the project and its partners, to share general information regarding GREEN RAY topics and to open engaging discussions around them. On the other hand, the last period of the project will focus on achievements and on exploiting the results, which cannot be planned until these are not available.

For the first six months of the project, an initial basic content plan has been put in place. Both the Twitter and LinkedIn channels are focused on building an audience interested in the project content, fostering the engagement among the identified stakeholder groups. The project goals and agenda should be presented, as well as the main tools and platforms through which the followers can find more information about GREEN RAY, such as the website and the newsletter.

4.5. Quality control

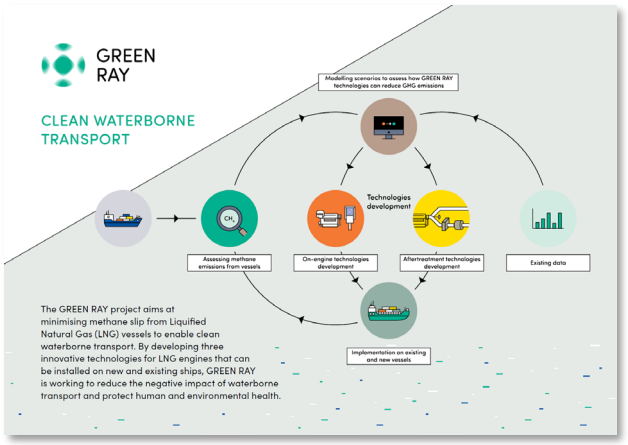
All the content shared on GREEN RAY social media accounts must follow a quality control process before being published. It is established and implemented by REVOLVE with the support from all the partners and it sees the following steps:

- Research: always checking reliable and reputable sources of information.
- Writing: it should follow the tone and the wording used in all the project communications.
- Quality check: all the content is reviewed before publishing. When the content is sensible or mentions any of the project partners, it should be reviewed and approved by them.
- Visual identity: all GREEN RAY content should follow the visual identity guidelines, mainly regarding the colours and typography, and it should include the project logo and the disclaimer. The accounts and collaterals should have corresponding EU acknowledgement.
- Posting: the posts should go online on the best day and time possible to reach the target audience. They should include relevant tags and hashtags to target the right audience.
- Engagement: after publication, all posts should be closely followed to ensure engagement and interaction with the audience as required.

5. Communications assets and newsletter

5.1. Project flyer

The project flyer provides a brief overview of the project, including the main objectives and actions. The flyer can be printed and distributed at events as needed, and serves as business card for the project, inviting readers to learn more on the project website and providing contacts for any inquiries.



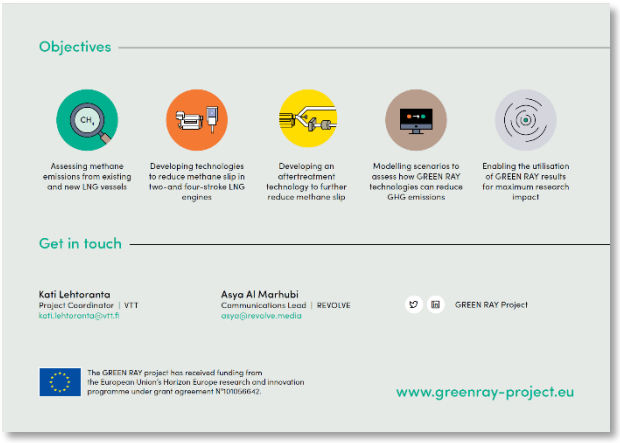


Figure 17: Project flyer.

5.2. Social media banners

For Twitter and LinkedIn, customised banners were for each profile page.

Figure 18: Twitter banner.

Figure 19: LinkedIn banner.

5.3. Newsletter template

The newsletter template follows the visual guidelines of the project, as presented above, and has been created to include project updates, including results, activities, videos, news items, and events. An example is included below.

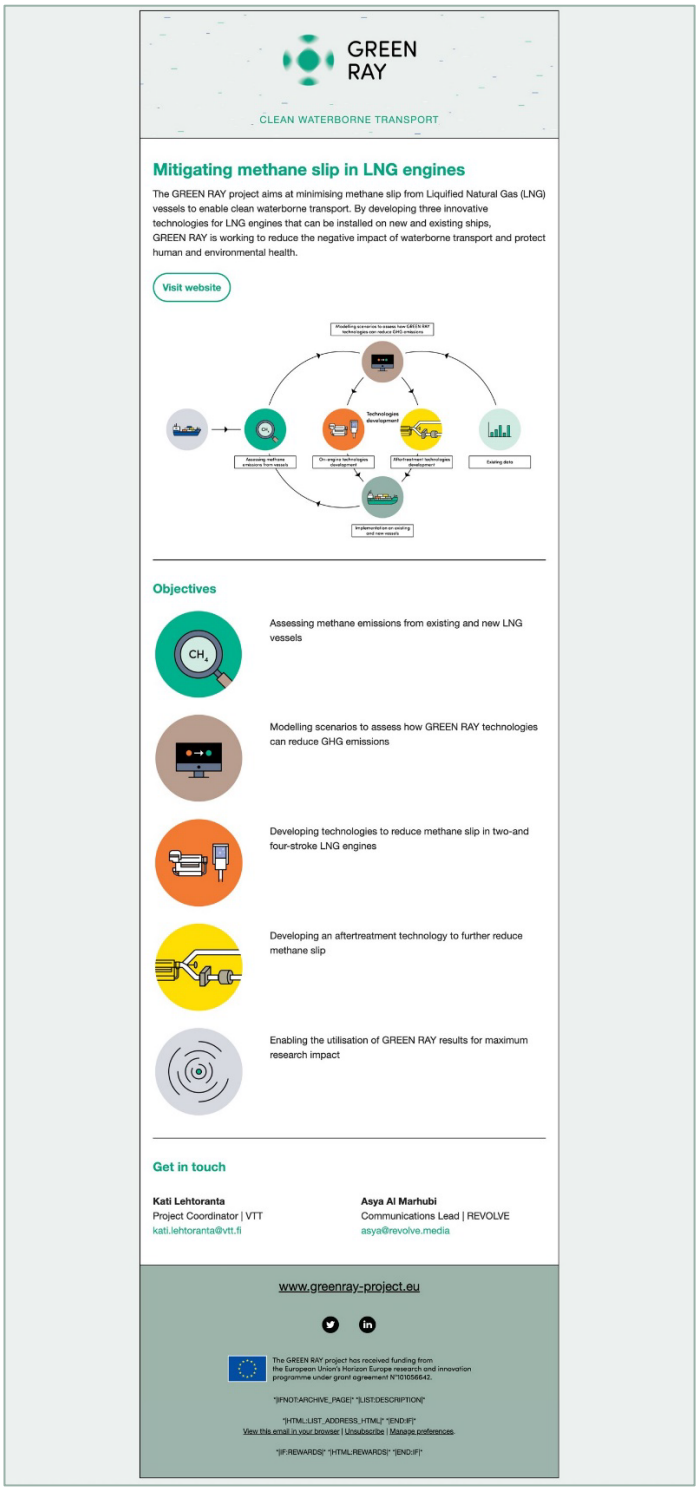


Figure 20: Newsletter template.

6. Conclusion

The guidelines in this document have been developed to ensure that all communications, documents, and presentations during the project cycle follow the best practices and stays consistent throughout the project. The guidelines will remain as the reference document for both Work Package leader for communications and other partners for the duration of the project to help communicate the project results efficiently. This guide is advised to be used in conjunction with the project's Communications Strategy to ensure the best result for both communications and dissemination activities.