

WP7 – DISSEMINATION & EXPLOITATION

7.2 Project Identity & Dissemination Tools

INNOVAT - INNOVATIVE TEACHING ACROSS CONTINENTS - UNIVERSITIES FROM EUROPE, CHILE AND PERU ON AN EXPEDITION

Deliverable N.	D.7.2
1st Document version:	5/4/2019
Last Update:	30/5/2019
Created by:	UNIVERSIDAD CATÓLICA SAN PABLO – P5
Project Number:	598758-EPP-1-2018-1-AT-EPPKA2-CBHE-JP
Project duration:	15/1/2019 – 14/1/2022

CAPACITY BUILDING IN HIGHER EDUCATION – KA2 – ERASMUS+



Co-funded by the
Erasmus+ Programme
of the European Union



TABLE OF CONTENT

1. Visual Identity of the Project	3
1.1. Logo	3
1.2. Recognition of Commission funding, Erasmus+ Logo and Disclaimer	3
1.3. promotional materials.....	4
1.4. Typography.....	4
1.5. Templates of the InnovaT Project	5



1. VISUAL IDENTITY OF THE PROJECT

The development of the visual identity of the project includes:

- Development and dissemination of project marketing materials, including the Manual of the Project, and an extensive marketing package (including the project logo, posters, brochures, pennants, promotional material for the round tables and informative events, and press releases).
- Publication of e-flyers on a regular basis. It will be made according to the Dissemination Work Plan and all Partners will commit to share these documents to their relevant contact people and institutions.
- The development of marketing materials will be coordinated by USACH with the support of UCSP and FHJ and will have the participation of all partners. In addition, each individual partner will be responsible for distributing and using the materials developed throughout the execution of the project.

1.1. LOGO

The logo of the Project, developed by the Coordinator, should be used in all project documents, including internal documents and drafts. The project logo in different formats and extensions is available for downloading on InnovaT Moodle platform, [under WP7, 7.2](#) (Logo Corporate Design Manual).



1.2. RECOGNITION OF COMMISSION FUNDING, ERASMUS+ LOGO AND DISCLAIMER

The support of Erasmus+ must be clearly acknowledged in all communications or publications, in all forms and media, indicating that performed activities have been co-funded by Erasmus+. Therefore, in addition to the InnovaT logo, all communication and promotional material and media (i.e. Website, video, etc.) must display the EU emblem and to acknowledge the support received under the Erasmus+

program. The Erasmus+ in different formats, in English and Spanish, is available for downloading on InnovaT Moodle platform, under [WP7, 7.2](#)

The following disclaimer shall be added to the inner pages of all communication and promotional material of the InnovaT project:

Disclaimer EN

This project has been funded with the support of Erasmus +. The contents are the responsibility of the author(s). The Commission shall not be held responsible for any use which may be made of the information contained therein. Project No. 598758-EPP-1-2018-1-AT-EPPKA2-CBHE-JP

Disclaimer ES

Este proyecto ha sido financiado con el apoyo de Erasmus +. Los contenidos son responsabilidad de su(s) autor(es). La Comisión no se hace responsable del uso que pueda hacerse de la información contenida en el mismo. Proyecto No. 598758-EPP-1-2018-1-AT-EPPKA2-CBHE-JP

1.3. PROMOTIONAL MATERIALS

The consortium members will jointly design and develop promotional materials both, in English and in Spanish, to be distributed, to attract a high number of interested people and to be able to distinguish InnovaT from the high number of other European projects. Design of bookmarks, folders, posters, rollup banners, flyers are available on the InnovaT Moodle Platform [WP7, 7.2](#) Project Identity & Dissemination Tools.

1.4. TYPOGRAPHY

As stated in the Strategic Dissemination and Sustainability Plan, all main dissemination materials will be provided in English and Spanish to broaden the reach of all project results and impact the target groups in the Latin America region. Apart from the translations, when necessary, interpreters will also be sub-contracted to assure the dissemination magnitude expected.

The documents must be in accordance with the defined typography:

a) TITLE OF THE DOCUMENT

- Font: Calibri
- Color: orange
- Size: 14 bold uppercase
- Paragraph: focused



- Line spacing: 1.15

b) LEVEL 1 TITLE

- Font: Calibri
- Color: black
- Size: 12 bold uppercase
- Paragraph: focused
- Line spacing: 1.15

c) LEVEL 2 TITLE

- Font: Calibri
- Color: black
- Size: 11 Lowercase
- Paragraph: focused
- Line spacing: 1.15

1.5. TEMPLATES OF THE INNOVAT PROJECT

To standardize the preparation of documents, InnovaT will have a set of templates that all partners should use in the preparation of any document and/or product as a draft or a final version. The following templates are available on the InnovaT Moodle Platform [WP7, 7.2](#) Project Identity & Dissemination Tools.

- InnovaT Deliverables template
- InnovaT certificates (EN and SP)
- InnovaT Agenda template.
- InnovaT Attendance sheet template.
- InnovaT Presentation document template (PowerPoint format).

The digital dissemination templates are accessible at any time on the InnovaT Moodle Platform.

Likewise, other formats of documents that are considered necessary may be created during the execution of the project.