



IMMUNOHUB ERA CHAIR

D6.1

Communication Toolkit



The project ImmunoHUB received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 951921

Communication Toolkit

ImmunoHUB Deliverable D6.1

| Project Documentation Sheet | |
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| Project | An Immunological Hub of Excellence in Porto tailored to fulfil the ERA Priorities |
| Acronym | ImmunoHUB |
| Grant Agreement n° | 951921 |
| Call identifier | H2020-EU.4. C. - ESTABLISHING 'ERA CHAIRS' WIDESPREAD-06-2020 - ERA CHAIRS |
| Start date of the project | 1.1.2021 |
| Duration | 72 month |
| Project Officer | Costanza Conte |
| Coordinator | Nuno Alves (IBMC) |
| Partners | Instituto de Biologia Molecular e Celular- IBMC |

| Deliverable Documentation Sheet | |
|----------------------------------|--|
| Number of deliverable | D6.1 |
| Title | Communication guidelines and plan |
| Related WP | WP6. Dissemination, Exploitation and Communication activities. |
| Lead Beneficiary | IBMC |
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| Nature of the deliverable | Report |
| Dissemination level | Public |
| Due Date | 31 December 2021 (M12) |
| Date of submission | 14 January 2022 (M13) |
| Status of the document | 1 st draft by Paulo Gomes on 30 December 2021 2 nd draft by Júlio Borlido Santos on 13 January 2022 Validated by coordination team |
| Version | Version 1.0 |

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1. Communication Toolkit

1.1 Visual Identity

The visual identity is fundamental to create a coherent, consistent and recognizable project image. The project logo was designed with two main concerns: representing the subject area of the ERA Chair, immunology and therapeutics against diseases; and establish a clear visual connection between the project identity and the institution its integrating. By establishing this visual connection with IBMC/i3S, the project is at the same time an integral part of the institution and independent.

These guidelines should be always followed in all communication materials related to the ImmunoHUB ERA CHAIR project and its' results.

The basic elements of the visual identity provided are:

- Brand Logo (<https://public.3.basecamp.com/p/saf3Nq5G1ZGCwEbUdM8XtXs2>);
- Brand Typeface (<https://fonts.google.com/specimen/Open+Sans>);
- Visual guidelines (<https://public.3.basecamp.com/p/EDw3x2o8nutyeEFxDx3LDiGw>).

The logo, typeface and visual guidelines will be available in the internal communication portal.

1.2 Project documentation

Templates will be designed to improve both internal and external communication. It will include released on M12 (December 2021) and includes

- PowerPoint template (<https://public.3.basecamp.com/p/hNNgJZsNRyo7Lfx6poruX93W>);
- Word template (<https://public.3.basecamp.com/p/MmgXHTWG1WALiSTLdrDmxSGw>).

These materials and others such as report template, flyers for specific audiences and about specific audiences and a list of publications, clips, webinars, news (letter) will be updated, when necessary, based on results at a later date (after month 13, upon update of this plan).

1.3 Online Communication

ImmunoHUB page on the IBMC/ i3S website

As soon as the ImmunoHUB research group is established, a page about the group will be included in the IBMC and i3S website. The group will be integrated in information about the institute's research and activities. This page will include general information about the group, its objectives, the team assembled, publications and general achievements.

Include the group in the online dissemination materials of the institutions will promote the integration of the new group and reinforce its internal and external promotion / dissemination.

ImmunoHUB Website

The ImmunoHUB will have a website to present information about the ImmunoHUB project (objectives and outputs), and include a wider range of information (not included in the IBMC and i3S website) about the project activities.

A preliminary version was already been created (http://erachairs.i3s.up.pt/?page_id=904) to disseminate the public announcement of the recruitment process. This version was only intended to help in the recruitment process, gathering all the information relevant for applicants and sharing it in a clear and appealing form.

The preliminary version then will give rise to a website 1.0 (M4). The website 1.0 will include general information on the project, research goals, ImmunoHUB team. As the project progresses the website will include information on the project outcomes, research developments, publications and achievements.

The ImmunoHUB page will promote scientific and technical data, important activities, patient-oriented information, as well as feed relevant news including but not limited to funding opportunities, entrepreneurial opportunities, regulatory news and successful collaboration cases. The updates will take place throughout the project duration in close collaboration with the full project team.

The website will remain online at least 5 years after the end of the project. The ImmunoHUB page will continue to exist beyond the H2020 project within the IBMC/i3S website with updated information, as a sustainability measure for dissemination and communication.

Social Media

Besides the project website, visibility will be generated via other internet technologies such as social media using Twitter, Facebook, YouTube and LinkedIn.

Instead of creating new social media accounts and try to build an audience from the ground, we will use the IBMC/i3S social media accounts to promote the project. The institution's accounts already have a large audience and we using them we can ensure the message is received by a several stakeholders. Using these accounts, the ImmunoHUB will promote its work in the internal community (other IBMC/i3S members), the larger network of institutional collaborations (national and international partners), medical and scientific community and the general public.

All social media publications related with the project must include the indicated hashtags and handles to more easily find messages with a specific theme or content related to the project activities, always use the following:

Hashtags:

- #H2020
- #HorizonEU
- #ERACHairs
- #ImmunoHUB

Handlers:

- @EU_H2020
- @i3S_UPorto

The project will also provide a communication kit about the project (photographs, slides and any other suitable communication material).