

HeritACT

**HeritACT's Visual Identity, Website and
Social Media**

D7.3

April 2023

Deliverable

PROJECT ACRONYM	GRANT AGREEMENT #	PROJECT TITLE
HeritACT	101094998	Heritage Activation Through Engaging Experiences Towards Sustainable Development

D7.3 HeritACT's Visual Identity, Website and Social Media

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DISSEMINATION LEVEL

✓ **P Public**

P Confidential, only for members of the consortium and the Commission Services

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Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Summary

This deliverable provides information related to the branding and visual identity of the HeritACT project as well as the website structure and social media accounts created specifically for this project. It includes the addresses and design of the channels with images and screenshots to contextualise the designed brandbook. Further information about how the dissemination and communication engine will be implemented can be found at the Deliverable 7.1 'HeritACT Communication and Dissemination Plan' after M6 of the ongoing project calendar.

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1/ Project visual identity

In order to achieve a successful communication of any project, the visual identity is a key element to take into consideration because it: (1) helps easily identifying the project, (2) provides an image and a branding as a common lingua for the consortium and across the community and (3) enables a broader recognition. Worth mentioning the fact that the branding has been taken into special account as the project works under the umbrella of the New European Bauhaus principles, in which aesthetic dimension and strong design identity is highlighted.

1.1 Branding

A dedicated identity has been carefully designed for the project by the Barcelona based design brand PeBe Studio. The studio has a well-known background in defining strong identities and brands for urban transformation and architecture actions and projects, such as the identity of the Barcelona digital plan and CTO of 2017-2020. The result of the collaborative investigation between the designers and the HeritACT communication WP leaders, has taken into account both the historical identity of the Bauhaus school, as well as the identity features and principles of the current New European Bauhaus proposal, which have been finally interrelated with the characteristics and objectives of the HeritACT project.

PEBE STUDIO, 2023



Image 1: Inspiration used to design the branding that depicts some old posters from the European Bauhaus

As an outcome of this research, four different brand identities were created, from which only one was selected, subsequently analyzed and reworked collaboratively with the HeritACT Consortium's feedback. The following images 1-4 present the four different proposals of HeritACT's brand identity.

Proposal 1:



Image 2: Proposal 1 HeritACT brand identity

Proposal 2:



Image 3: Proposal 2 HeritACT brand identity

Proposal 3:



Image 4: Proposal 3 HeritACT brand identity

The final result is a strong brand, which wants to collect key concepts present in the action to be developed, such as the ideas of more inclusive cities, greener, better and with stronger links with its inhabitants.

From the development of the brand, a brand book has been created that reinforces the activation of the pillars of adequate communication and dissemination of the project in terms of visual identity. In particular, the aspects created are explained below:

LOGO

The logo is one of the first elements to be designed at the beginning of the project. It represents the first contact with the initiative and an element easily identifiable. HeritACT's logo can be applied in different ways and colors, but the primary format is as follows:



Image 5: Primary logo in black

It can also be used with color, usually with the yellow tone:



Image 6: Primary logo in yellow

In addition, the logo can have its colour in the background:



Image 7: Different logo applications with background

Ultimately, in terms of social media, it has been adapted in size:



Image 8: Logo image adapted for social media

TYPOGRAPHY AND COLORS

HeritACT’s main typography is Averta, however, it has been adapted to all kinds of word processing softwares so the usual - used currently in this deliverable - is Golos

Text. This font is more common in distinctive softwares used by the consortium and open-source.

REGULAR FONT

Regular Font

Averta font Regular
ABCEDFJKLMNPOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890(.,:;?&_)

Image 9: Averta is the proposed font

Golos Text
Designed by Alexandra Korolkova, Vitaly Kuzmin

Whereas disregard and contempt for human rights
have resulted

Select preview text:

Image 10: Actual font selected is Golos Text

Regarding colours, they are very relevant as aspects for HeritACT as they give a particular and familiar appearance to the project. Primary colours are colour variants of yellow, blue/green and red represented below:

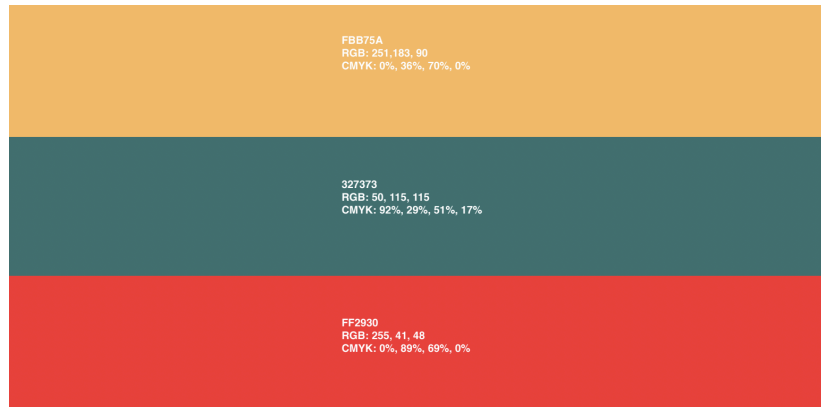


Image 11: Primary colours selected for the project

TEMPLATES

All presentations and deliverables should follow the above branding guidelines when representing the project, and will be delivered using a common template that has been designed and already provided to the Consortium. By keeping the same format, the consortium ensures the enhancement of the project identity and its recognition across the ecosystem. All templates follow the communication policy of Horizon Europe and include, apart from the project logo, the EU emblem accompanied by the following statement: “HeritACT project has received funding from HORIZON-CL2-2022-HERITAGE-01 under Grant Agreement Number 101094998”, as depicted in images 12 and 13.

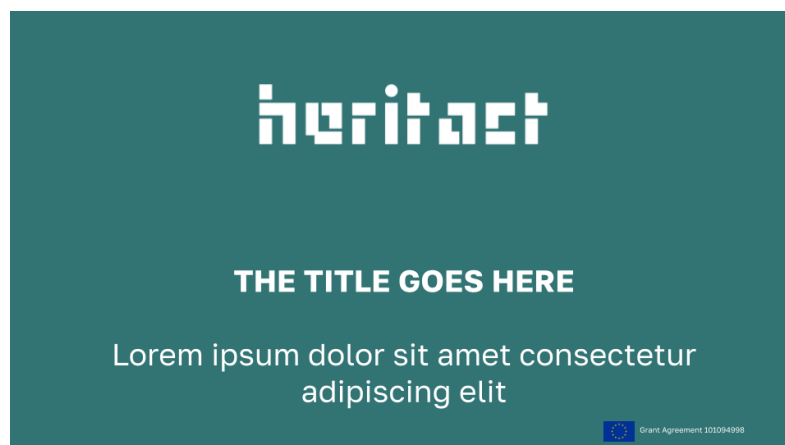


Image 12: Template designed for official deliverables

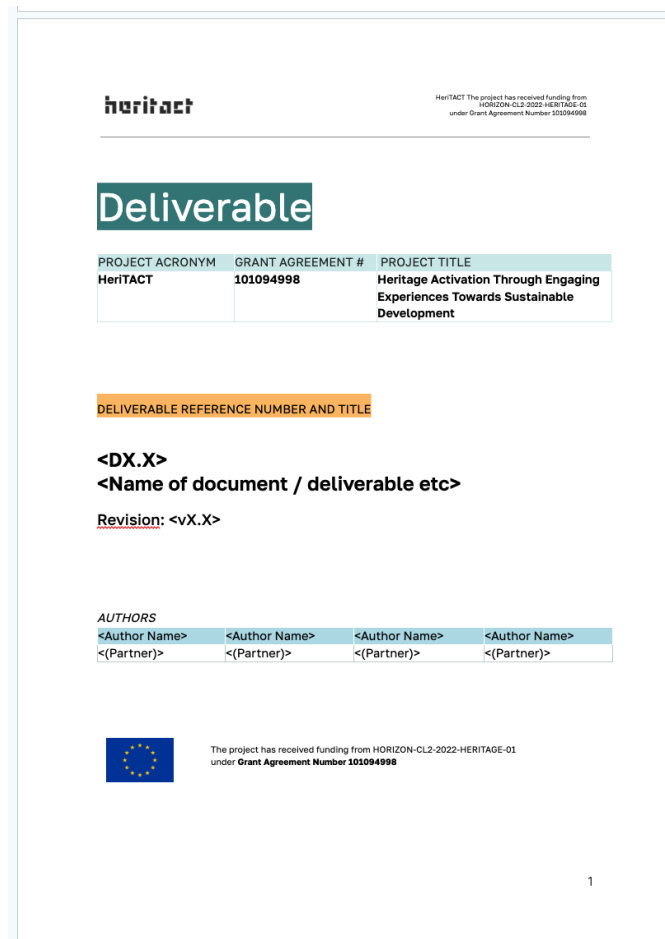


Image 13: Template designed for official deliverables 2

2/ Website

2.1 Address and Contents

As part of the D7.1 Communication and Dissemination Plan (hereunder referred to as CDP), the website represents the backbone of HeritACT activities and informations. It

collects details on the project goals, actions, milestones, tools and citizen participation and results related to the pilots.

The HeritACT landing website has already been published and is hosted on the following link: <https://www.HeritACT.eu/> . The website structure will include (once fully deployed, but is not limited to):

- A home page with the main project's relevant content to reach the user's attention to keep diving into the site.
- An about section with information related to: an overview of the project, the HeritACT toolkit and methodologic implementation.
- A pilots section to describe the context, the action and the use cases deployed in the three demo-sites: Elefsina, Ballina and Milano.
- A section describing the different solutions and tools ingrained in the HeritACT's toolkit, as well as the way they are applied in each of the three demo-sites
- An ecosystem section to introduce the consortium and the Community beyond them as a way to gather images, videos and feedback of local citizens and hubs to showcase the progress and collect the experience in a more visual manner.
- A resources space to gather public deliverables published, a press kit, as well as scientific papers and presentations.
- A news site to collect articles and blog posts on the main activities of the project and milestones achieved.
- A contact section to have direct communication with HeritACT coordinators and WP leaders.

The website will be instrumental in disseminating the project's activities, facilitating information and publishing news and updates, as well as to reach the project dissemination KPIs.

2.2 Website Design

Images 14, 15 and 16 are screenshots of the ongoing work made for the development of the project's website.



Bridging the past and the future of cities through cultural heritage

[Find out how](#)

Image 14: Screenshot of the work in progress website home section, including the image of an industrial building and the project's claim 'Bridging the past and future of cities through cultural heritage'

HeriTACT activates heritage through engaging experiences towards sustainable development by introducing innovative architectural design solutions and cultural practices to enable common action.

[Dive into HeriTACT](#)

Image 15: Screenshot of the work in progress website 2 showing the project designed pattern and the text 'HeritACT activates heritage through engaging experiences towards sustainable development by introducing innovative architectural design solutions and cultural practices to enable common action.'

The project at a glance...



14 partners from
five European
countries



9 solutions and 7
digital tools for a
better integration
for inclusive and
sustainable
heritage



3 pilot locations:
Milano (IT),
Ballina (IR) and
Elefsina (GR)



Alignment with
the New
European
Bauhaus



3 years project

Image 16: Screenshot of the work in progress website 3 showing the main project building blocks: 3 years project that counts with 14 partners from five European countries, 9 solutions and 7 digital tools, 3 pilot locations, alignment with the New European Bauhaus principles and

3/ Social Media Channels

The D7.1 CDP will also highlight the importance of social media networks to establish a strong community that supports and disseminates HeritACT's actions. In order to achieve this, three accounts have already been created in three different media platforms. Hereafter, a brief explanation of each one is included:

3.1 Twitter

The Twitter account has already been created and it publishes information about the first steps of the project on a weekly basis. It can be found as @Heritactproject or following the link: <https://twitter.com/HeritACTproject> It is open to everyone,

whether or not they have a Twitter account. The channel will be instrumental to reach communities such as New European Bauhaus community members, sister projects and citizens interested in the initiative. Some images of the current Twitter channel and published posts are shown in Image 17.

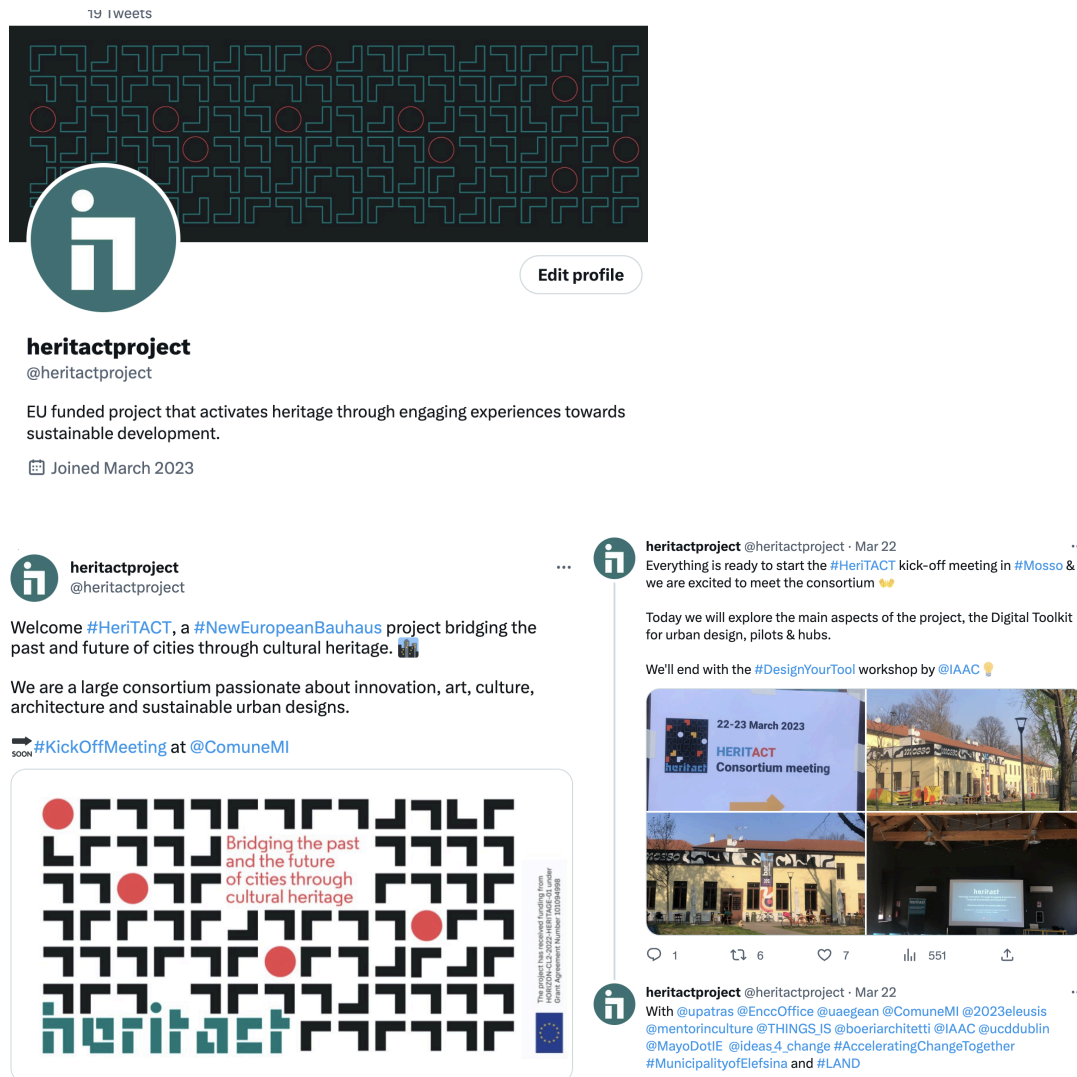


Image 17: Group of caption images of the current Twitter channel and published posts

3.2 LinkedIn

The LinkedIn account for HeritACT project has also been created and is already operating. In this platform, the idea is to reach a different audience and establish synergies with a more professional ecosystem, targeting related stakeholders, clusters and communities, and in which the consortium will have a more active role. The account can be found as @HeritACT and following this link: <https://www.linkedin.com/showcase/HeritACTproject/> Some images of the current LinkedIn channel and published posts are shown in Image 18.

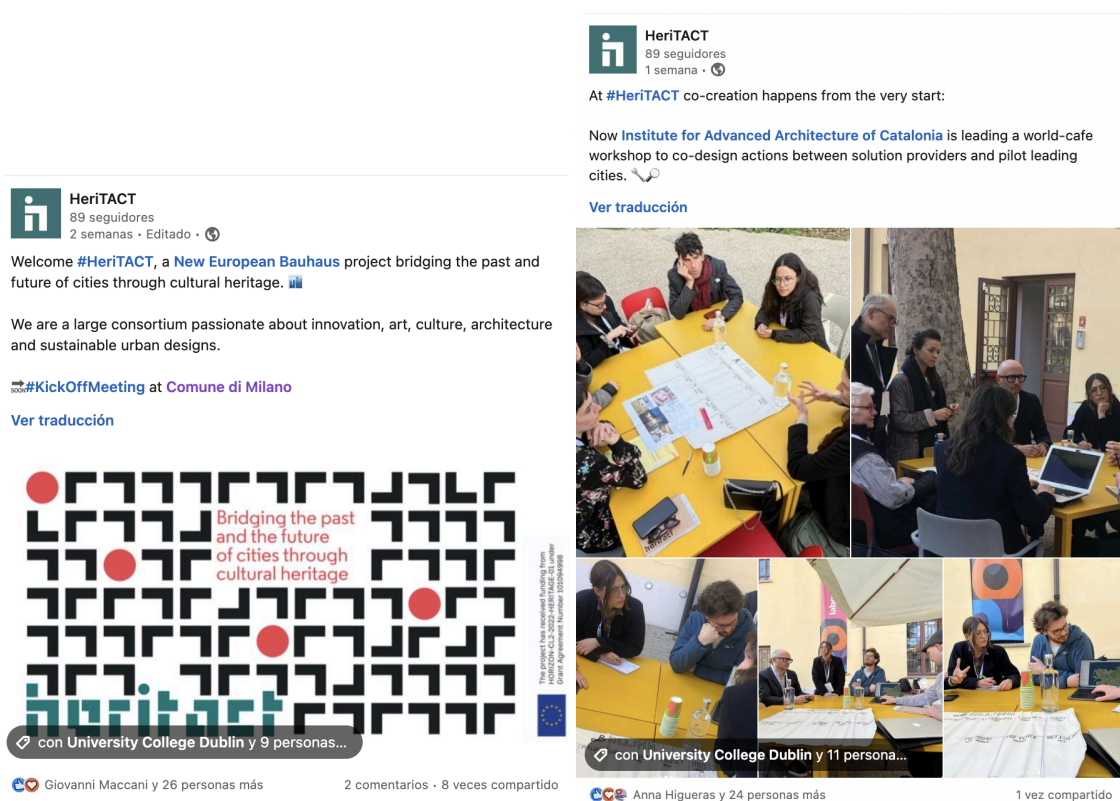


Image 18: Group of caption images of the current LinkedIn channel and published posts

3.3 Instagram

The Instagram account for HeritACT is already created and can be found as @heritact_eu at the following link https://www.instagram.com/HeritACT_eu?utm_source=qr.

The account is established to act as a channel to share more visual and attractive content as well as to interact and engage with the communities of architects and urban planning schools and students, projects and initiatives around greener, sustainable cities, and curious individuals through the platform tools such as stories

and publications, reels and participation tools. The account is visible to anyone with an Instagram account. Some images of the current Instagram channel and published posts are shown in Image 19.

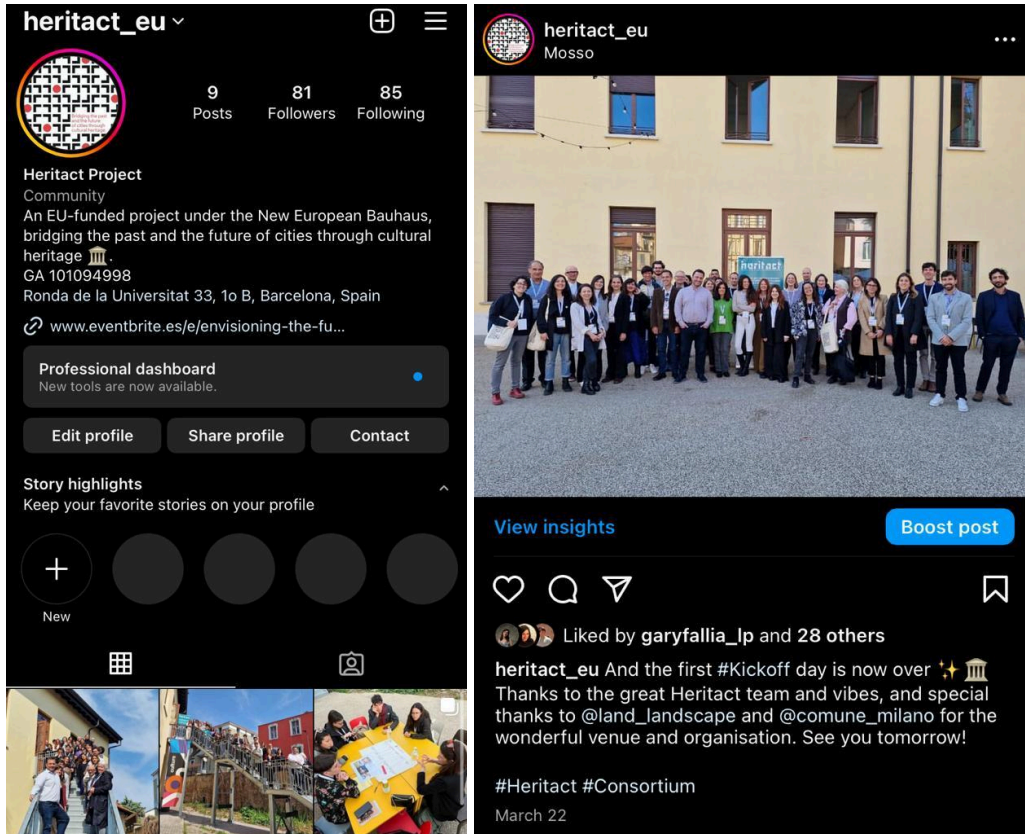


Image 19: Group of caption images of the current Instagram channel and published posts