



### **TANDEM**

*Research and Innovation Action (RIA)*

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**Communication toolkit (website, visuals)**

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Authors : Mrs. Ella MORGAN (LGI)

TANDEM - Contract Number: 101059479

Project officer: Angelgiorgio IORIZZO

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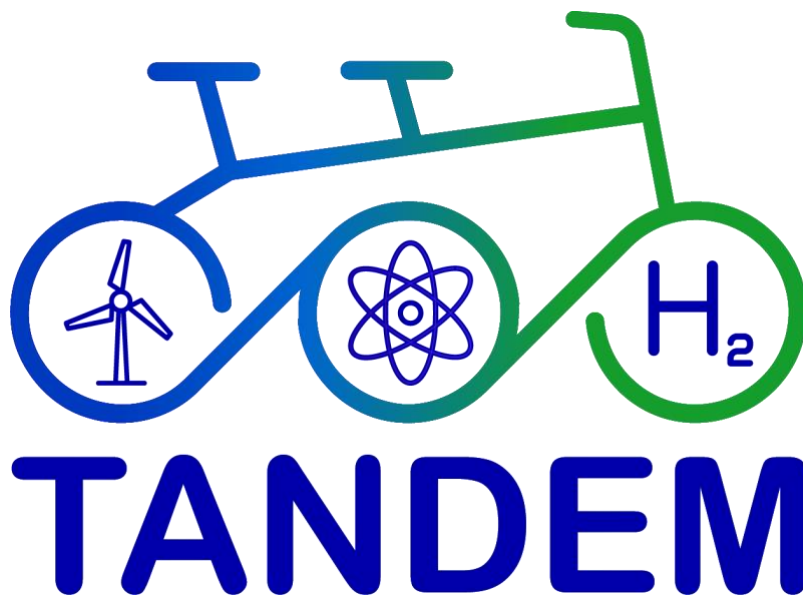
**Summary**

Activities will include: -?Definition of Communication & Dissemination Plan by CEA with the support of ENEN, -?Project communication materials (logo, visuals/infographics, templates, etc.) (CEA), -?Project specific website (CEA), -?Active contribution to selected newsletters and social media by topical articles related to hybrid systems, SMRs, etc. Communication channels of SNETP and Foratom will be used in priority (ENEN / FORATOM / VTT), - Organisation of dedicated-informative workshops (ENEN) to deliver TANDEM outcomes to the general public and key stakeholders. Synergies with other major events will be thought, -?Coordination of publication preparation (ENEN, VTT), to centralize and plan the scientific publications by the partners and support the process

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**Approval**

Date	By
2022-12-01 14:10:55	Mrs. Jessica JOHNSON (FORATOM)
2022-12-01 14:43:22	Dr. Claire VAGLIO-GAUDARD (CEA)



## D5.6 – Communication Toolkit

### WP5 - Task 5.6

30<sup>th</sup> November 2022 [M3]

Ella Morgan (LGI)

Claire Vaglio-Gaudard (CEA)



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# History

Date	Version	Submitted by	Reviewed by	Comments
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# Abbreviations and Acronyms

Acronym	Description
WP	Work Package

# 1 Introduction

Communication and dissemination activities have become a top priority in collaborative research projects funded under the Horizon Europe programme.

This deliverable describes the TANDEM brand and related communication materials. Its purpose is to provide detailed information and guidelines on how to appropriately use the various TANDEM graphic elements (logo, official colours, templates) and the materials produced to communicate about the project and to disseminate its results.

The main objective is to ensure visual continuity and brand recognition across all the project's promotional materials, as well as on the TANDEM official public website and the project's social media platform (LinkedIn) when used by the partners to promote and present the project at conferences, events, workshops, meetings with stakeholders, etc.

The scope of this document includes all the branding and communication materials produced for internal and external promotion of the project. These branding and communication materials will be continuously updated during the project according to TANDEM's lifecycle and progress made.

In relation with this document, further details about the TANDEM Communication and Dissemination Strategy, including communication audiences and key messages will be available in Deliverable 5.7 at M4.





## 2 Project Branding

### 2.1 Project Logo and Visual Identity

One of the first communication actions (D5.6) was to develop the project's visual identity. To build its brand recognition from the very beginning, a logo was designed on time for the kick-off meeting of the project. It is, and will be, associated and included in all paper and electronic documentation as well as promotional materials.

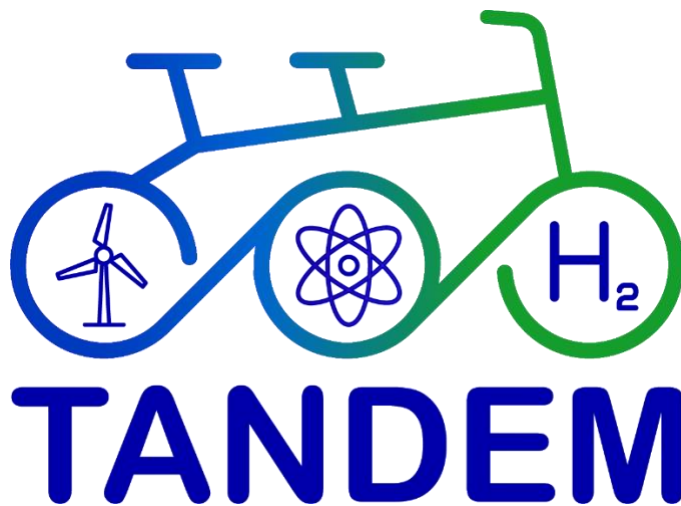


Figure 1: Project Logo

The logo illustrates a *tandem* bicycle with three wheels and two seats. The three wheels each have a different symbol reflecting three primary components in the project: the wind turbine to represent the role of renewable energies in hybrid energy systems, the atomic symbol to reflect nuclear energy within the SMRs, and the hydrogen symbol to reflect hydrogen production from thermal energy produced by SMRs converted through industrial processes. The gradient colour from blue to green with the connected bicycle wheels emphasise the hybrid energy system that the TANDEM project will investigate, addressing the safety issues of SMR integration into hybrid energy systems. The connected wheels of the bicycle as well as the continued flow of colour within the gradient reflect how SMRs are integrated with other energy sources, storage systems, and energy conversion applications into a hybrid energy system. This representation, then, contributes to the illustration of energy decarbonisation to offer reliable, resilient, and affordable sources of clean energy for electricity, heat, hydrogen production, to support broad energy demands.



The logo provides continuity across all materials relating to the project. Variations of the logo have been created for different materials: a white version and a grayscale version have been created to accommodate darker and lighter backgrounds if needed.



**Figure 2: Project Logo Variations**

#### Rules when using the logo

- It cannot be modified and must be used on all promotional materials (paper or electronic) related to or produced during the project.
- The TANDEM logo must be used in PNG format with a transparent background or in EPS format (vector option, high definition for printed documents, goodies...).
- All versions of the logo are available for download on the FLEXX collaborative project workspace<sup>1</sup>.
- The logo can be used with or without the tagline.
- When used with other logos, the TANDEM logo size must be proportional to that of other logos.
- For optimal visibility and readability, the logo must be surrounded by a proportional amount of blank space as illustrated below.

<sup>1</sup> <https://app.flexx.camp/tandem>



Figure 3: Project Logo Usage

## 2.2 Typefaces

The typeface selected for the project logo was made based on its legible, neat, and overall structure which provides a clean and modern image for the logo.

The TANDEM logo uses: **Arial Rounded MT.**

This font cannot be modified and must be used for the TANDEM logo. Although this is the logotype font, it does not have to be used in official correspondence.

The typefaces to be used in documents such as Word, PowerPoint, other desktop applications, and on the TANDEM website should be:

First Level Headings: **Calibri, 18 pt, bold**

Second Level Headings: **Calibri, 16pt, bold**

Third Level Headings: **Calibri, 14 pt, bold**

Fourth Level Headings: **Calibri, 12 pt, bold**

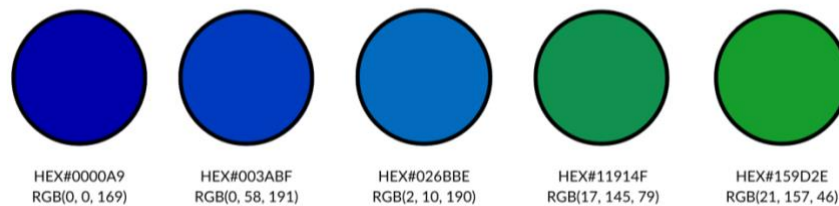
Body Text: Calibri, 12pt, normal



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## 2.3 Colour Palette



**Figure 4: Colour Palette**

**Dark Blue (TANDEM)** is the blue of the TANDEM logotype, it encapsulates the essence of the project with the safety of SMR technology being integrated into hybrid energy systems. It evokes reliability, trust, and calmness, which represents the safety aspect of the project. It also reflects nuclear energy as nuclear representation is articulated as blue, generally. Further, blue reflects cleanliness, and therefore, clean energy.

**Royal Blue (first wheel)** represents the nuclear energy part of the project, as nuclear representation is articulated as blue generally, the blue reflects the nuclear component in this project. Blue reflects cleanliness, and therefore, clean energy. It also evokes reliability, trust, and calmness with an audience which represents the investigation into safety issues of using SMRs with hybrid energy systems.

**Medium Blue (beginning of middle wheel)** is the gradient colour as the blue goes into the green, it represents the hybridisation of energies.

**Dark Green (end of middle wheel)** is a darker green that comes out of the blue towards the bright green demonstrating the fluidity and connectivity of the SMR in a hybrid energy system.

**Bright Green (third wheel)** represents the sustainable part of the project aiming to reach climate goals. Green reflects renewable, sustainable, and environmental actions which demonstrate the ambitions of the project to provide a sustainable and accessible solution to clean energy.

### 3 Templates

All templates for the visual identity are available via access to the restricted FLEXX internal platform which allows partners to share documents and work in a collaborative way.

#### 3.1 Deliverable Template

A tailored Word document that serves as a deliverable template was created at the beginning of the TANDEM project for partners to use. Consistent with the TANDEM visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables. This document structure cannot be altered; content can only be changed according to the project deliverables.



Figure 5: Deliverable Template

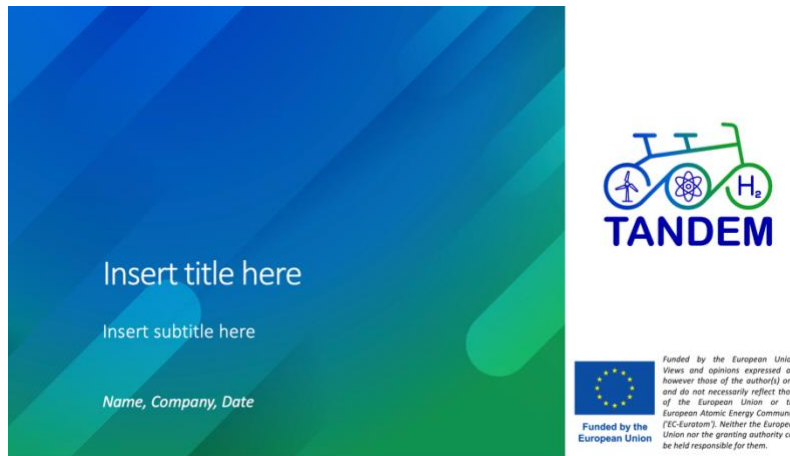


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### 3.2 PowerPoint Template

A PowerPoint Template was designed at the beginning of the TANDEM project for partners to use for project-related presentations. Easy to use and versatile, the template adds value to the TANDEM brand and ensures the project's visibility when presented at internal and external events. The structure of the PowerPoint cannot be altered, apart from specific content depending on the presentation.



**Figure 6: PowerPoint Template**



### 3.3 Meeting Minutes Template

A Meeting Minutes Template was created at the beginning of the project for partners to use to record minutes of meetings related to the project. The document is easy-to-use and reflects the visual identity of the TANDEM project. The structure cannot be altered; content can be added according to the minutes being taken.

**Meeting Minutes**

Contents	
Agenda Items .....	2
Meeting Minutes .....	2
Action Items .....	3

N.B. To update the table of contents with new page numbers, click on the blue 'Table of Contents' with the arrow and select 'Update Table'.

Attendance				
First Name	Family Name	Organisation	Attendance	Signature

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1

Figure 7: Meeting Minutes Template

### 3.4 Guidelines for the templates

To ensure consistency across all deliverables and documents, the templates include strict guidelines.

Fonts to be used in documents are the following:

#### 1. First level heading (use style: Calibri, 18pt, bold)

Body text: Calibri, 12 pt

#### 1.1 Second level heading (use style: Calibri, 16pt, bold)

Body text: Calibri, 12 pt

**2.1.1 Third level heading (use style: Calibri, 14 pt, bold)**

Body text: Calibri, 12 pt

**2.1.1.1 Fourth level heading (use style: Calibri, 12 pt, bold)**

Body text: Calibri, 12 pt

- Bullet
- Bullet 2

For the number list, use:

1. Number 1

**For Figures and Tables**



**Figure 8: The EU Flag**

Header 1	Header 2	Header 3
Content 1	Content 2	Content 3

**Table 1: Example Table**



## 4 Online Tools

### 4.1 Project Website

The TANDEM project website will be launched end of November 2022 at this website address: [www.tandemproject.eu](http://www.tandemproject.eu)

The website will serve as the primary information source for the project and will be where most stakeholders will go to find out more about its activities. The design will be intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. Once live, the website will be continuously updated with news, events, communication items, deliverables, and results to keep frequent visitors and target audiences engaged.

The website aims to make useful and relevant information available for online visitors; the parameters of the website will be decided in the build up to its creation. The website will disseminate information about the project that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- Who the project partners are
- What the latest news and events of the project are
- Where to find more information on the topic or related topics

**Browser compatibility:** the website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjust based on the screen size of the device it is viewed on, regardless of whether the device used it a desktop, tablet or mobile phone.

**Monitoring:** to understand how the website is used by visitors, a GDPR-compliant website analytics tool will be employed. Upcoming reports will provide insights regarding:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

It is likely that main sections will be used to communicate and disseminate information through the website:

- Newsroom: activities, milestones, results and news related to the project will be featured in articles and posts
- Events calendar: past and upcoming events internal and external to the project will be updated regularly
- Networks: related initiatives/projects to the TANDEM project reflecting the project's nature and needs
- Project Outputs: public deliverables and reports and all promotional materials produced will be made available for download

### 4.1.1 Home

Key information on the project can be directly found from the homepage under the header and/or the different sections.

Therefore, visitors will have direct access to general information on:

- The project: its context, main objectives and expected impacts, etc.
- The activities carried out
- The partners involved in the project
- The latest news and upcoming events
- All published reports and promotional materials produced during the project (flyers, publications, etc.)



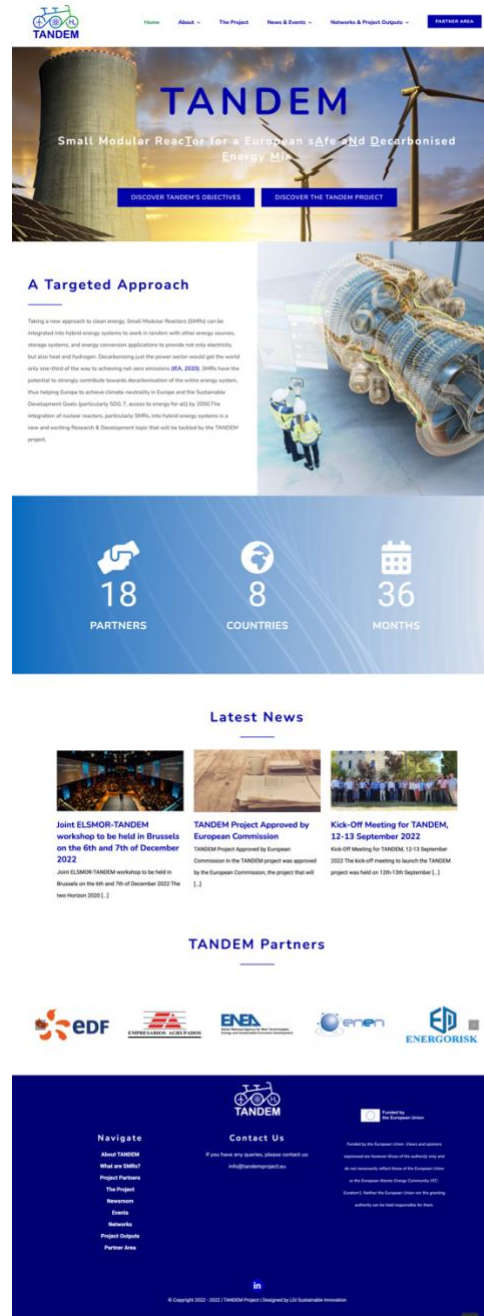


Figure 9: Home

In the footer of all pages on the website, users can find the EU funding emblem and statement, name of the coordinator, the project's email address, access to the restricted FLEXX internal platform (this platform allows partners to share documents and work in a collaborative way), as well as the link to the project's social media account (LinkedIn) and the latest articles published on the website.

### 4.1.2 About

The “About” page provides an overview of the TANDEM project by placing it in context to the current barriers and the need for the project. It establishes the challenge facing the project, the goal, and impact of the project. It presents why the project was created and why it matters. It also includes key objectives and what TANDEM aims to achieve.

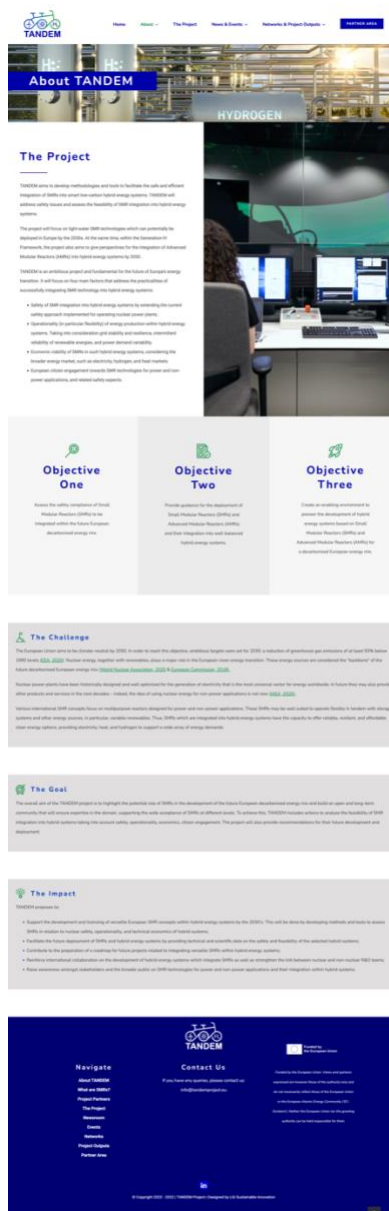


Figure 10: About





#### 4.1.4 What are SMRs?

This page showcases and breaks down what Small Modular Reactors (SMRs) are. It provides context, an explanation of SMR technology as well as their place within hybrid energy systems for a European decarbonised energy mix. This page allows for the civil society target audience who may not be familiar with SMRs to understand what they are and their place within the project. It also facilitates a platform to promote the education and awareness of the benefits of SMR integration within hybrid energy systems.

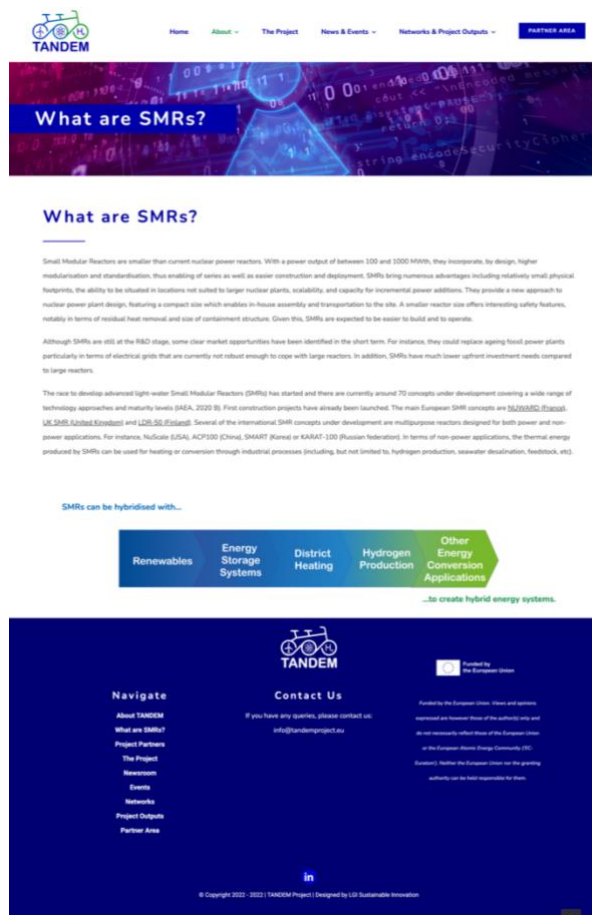


Figure 12: What are SMRs?

### 4.1.5 Project Partners

The “Project Partners” page presents the TANDEM project consortium members. It features the logo and a description of each partner, as well as a link redirecting visitors to their respective websites.

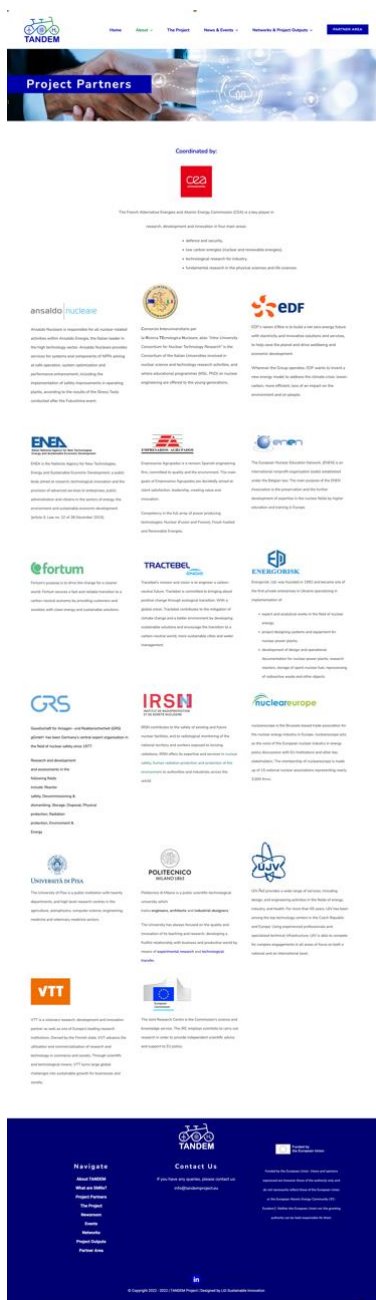


Figure 13: Project Partners



### 4.1.6 Newsroom

The “Latest News” section reports on the news related to TANDEM and that would be of interest for the project’s key stakeholders: general information on hybrid energy systems, safety assessments of SMRs integrated into hybrid energy systems, project updates, etc.

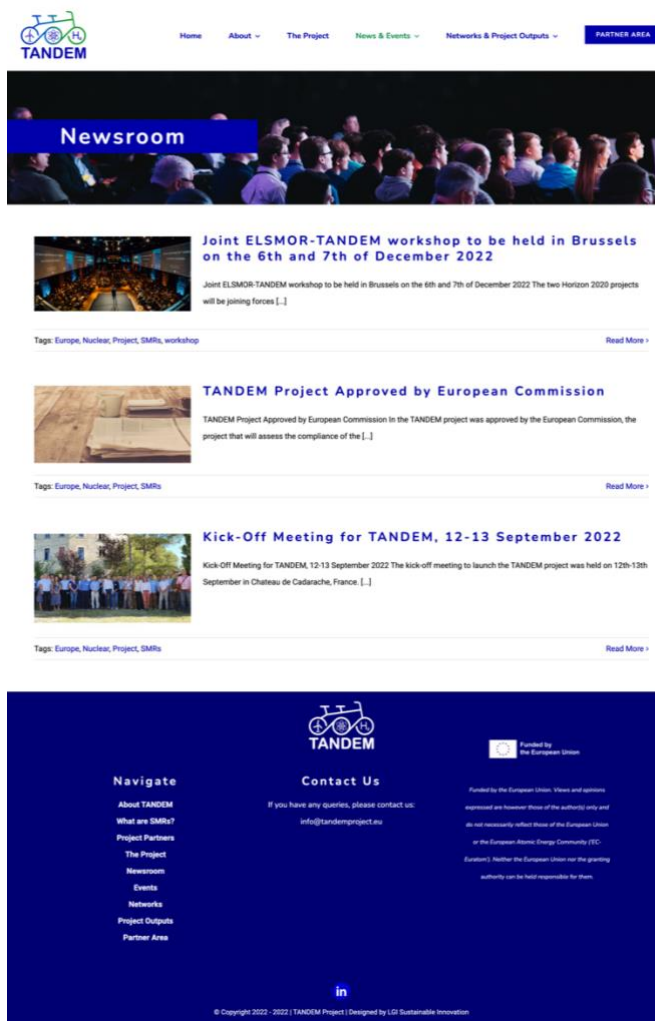


Figure 14: Newsroom



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### 4.1.7 Events

The “Events” page lays out the past and upcoming events relating to the TANDEM project. An events calendar is used for users to easily interact with the events, read their descriptions, and register for events.

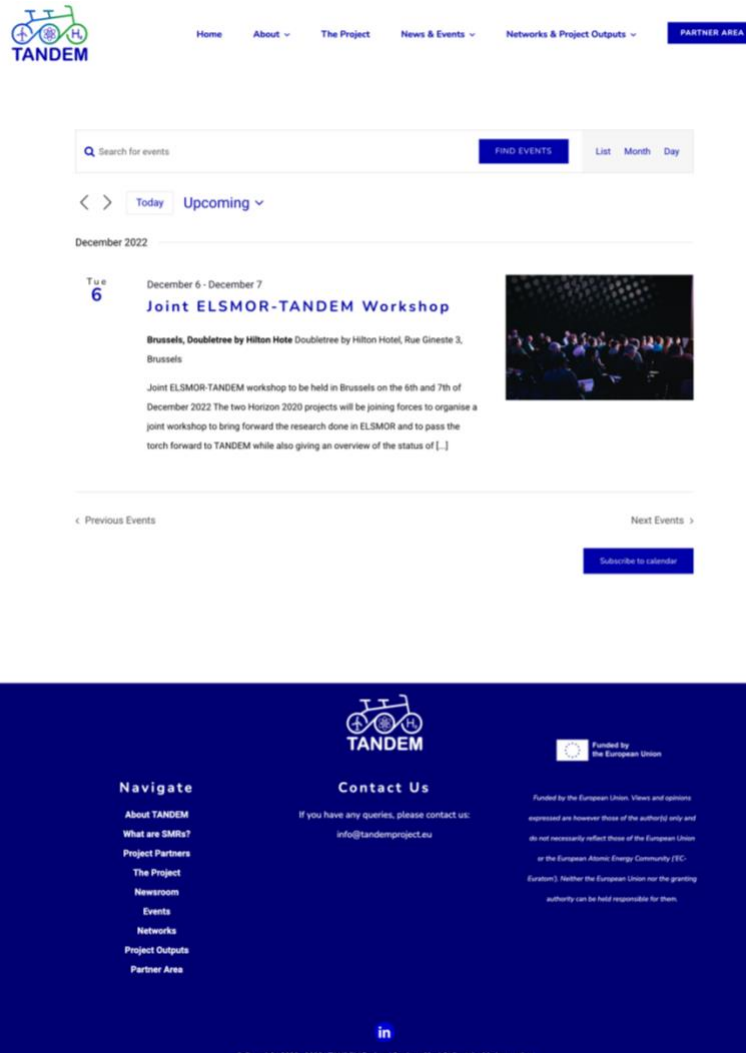


Figure 15: Events



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### 4.1.8 Networks

The “Networks” section contributes to the networking of TANDEM with other related projects to disseminate information and results to a collective objective. It showcases all of the interested projects relating to TANDEM with direct links to the relevant websites for more information.



Figure 16: Networks

### 4.1.9 Project Outputs

The “Project Outputs” section gives access to the results of the project. It includes the public reports/deliverables, workshops, and publications in external journals or documents. Media mentions and communication materials will also be accessible from this page: press releases and promotional materials produced during the project (flyer and roll-up). All of these documents and materials will be added to the page as they become available over the lifecycle of the project.

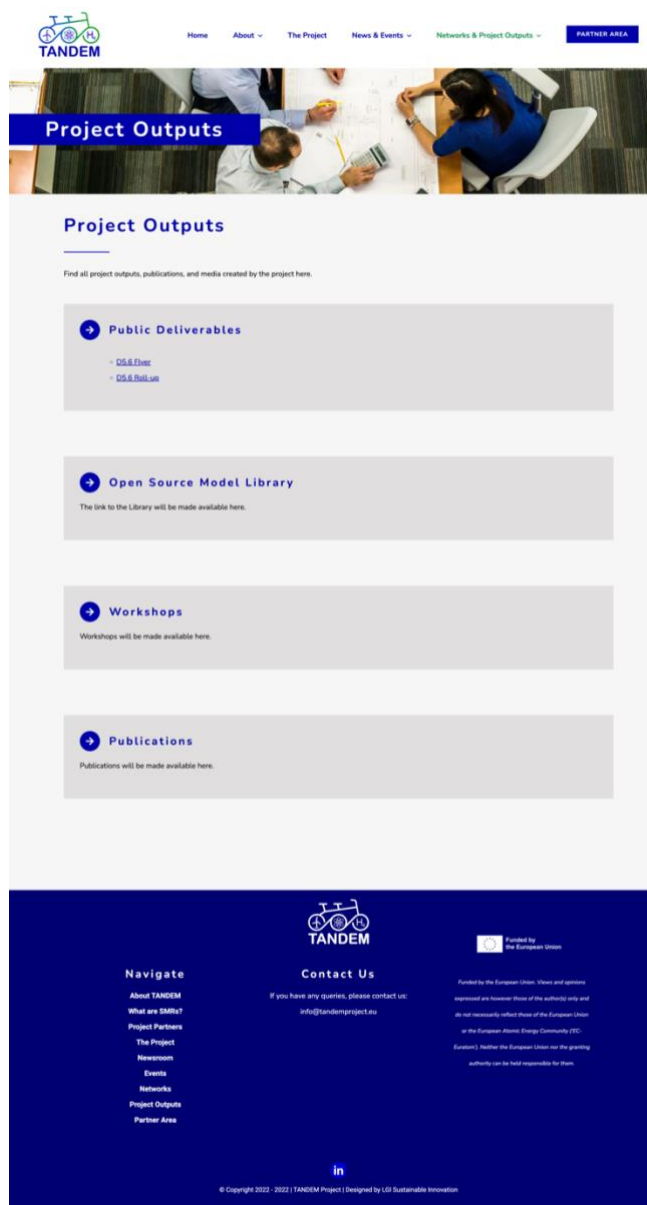


Figure 17: Project Outputs



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## 4.2 Social Media

A LinkedIn page was set up for TANDEM by ENEN. The LinkedIn page will be made the most consistent as possible with the graphics and content wise of the website. The URL for the LinkedIn project page is: <https://www.linkedin.com/company/tandem-project-eu/>

The user handle for the project page is: @TANDEM project

The TANDEM LinkedIn account will be managed as often as necessary. In terms of audience, a specific focus will be placed on scientific professionals, researchers, and project stakeholders (consortium members, scientific advisory committee members and industrial user group members). These audience segments will be invited to follow the page. In order to be as responsive, efficient, and proactive on the channel as possible, the following actions will be taken:

- Invite relevant audience to follow the page;
- Post updates on punctual basis (as often as needed)
  - e.g. The joint ELSMOR / TANDEM project workshop has been published already;
- Invite project partners to follow the page and spread the word about it.

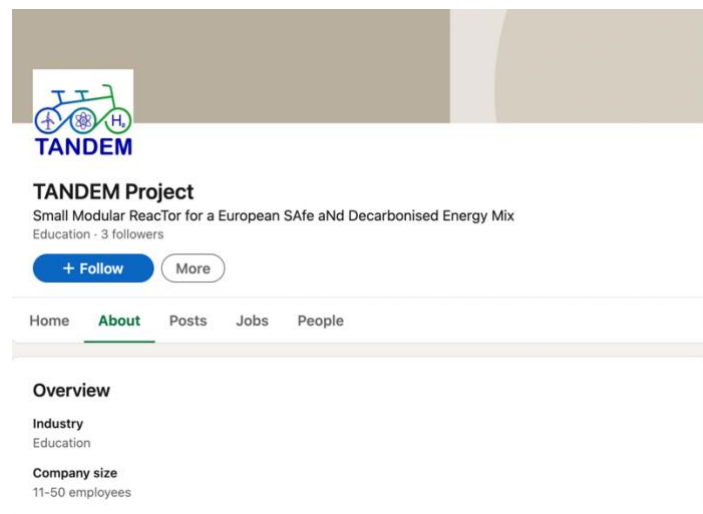


Figure 18: LinkedIn Account



## 5 Communication Materials

### 5.1 Flyer

A flyer (D5.6) was designed and will be distributed at workshops and events organised by TANDEM, as well as at external events. It includes the main message, keywords and consortium members.

The flyer will also be available on the website as a tool to present the project. It can be used as a simple, visual presentation by consortium members who would need to introduce the project to their colleagues or partners in contexts such as meetings or events.



Figure 19: Double-sided Flyer



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## 5.2 Roll-up

A roll-up (D5.6) was designed to be used at events or conferences organised by TANDEM, as well as at external events.

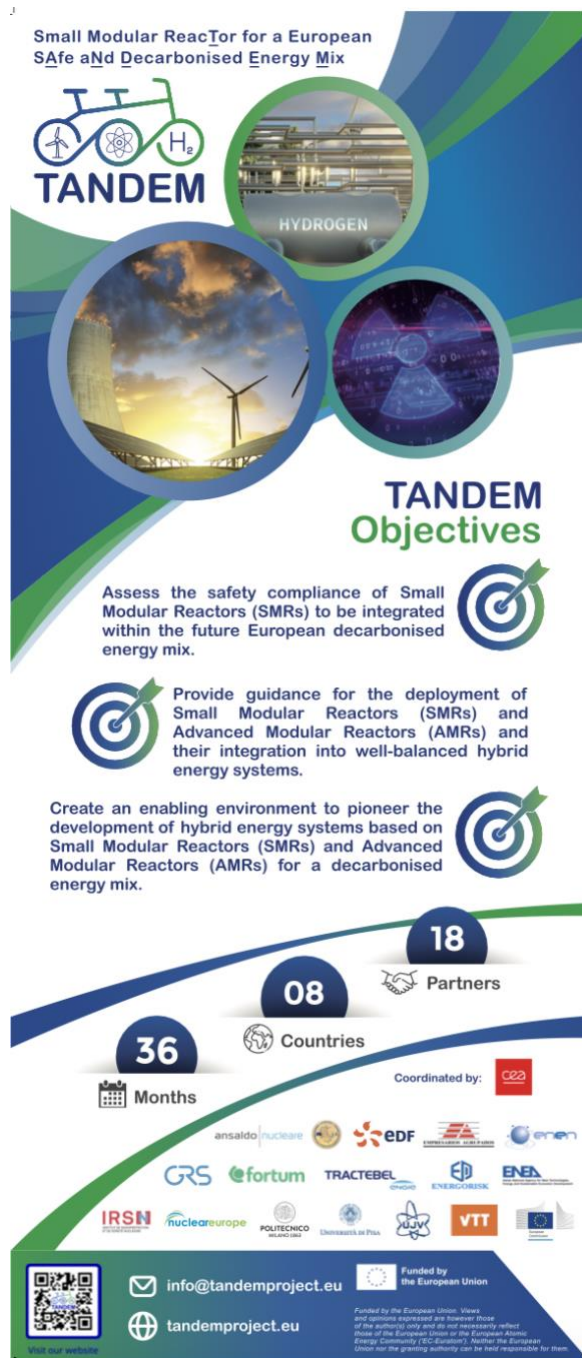


Figure 20: Roll-Up



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## 6 Conclusion

The TANDEM visual identity and promotional materials have been prepared during the first term of the project, according to specific needs of the project partners and key events scheduled. Partners are strongly encouraged to have a look at this deliverable when preparing any communication and dissemination material to promote TANDEM and its results, and/or present the project at conferences, events, workshops, or meetings with stakeholders. Further details about the TANDEM Communication and Dissemination Strategy, including communication audiences and key messages will be made available in Deliverable 5.7 at M4. The communication materials described in this document may evolve during the lifetime of the project and will be complemented by new materials along the way to respond to arising communication needs.

