

## H2020 IMMERSE Project

### *Communication toolkit*

The purpose of this document is to clarify how IMMERSE partners are encouraged to communicate in the framework of IMMERSE project.

#### **Project logo**

An IMMERSE logo has been created at the beginning of the project in order to define the project identity. With this logo, any kind of internal or public document (deliverables, reports, internal communications, publications, etc.) can be identified.



The project logo should be used in the following cases:

- in all documents developed within the framework of the IMMERSE project; in documents to be submitted to the European Commission;
- in PowerPoint presentations to be used for communication and dissemination activities to be carried out by each participant within the framework of the project;
- on the IMMERSE website, and on websites of the participants with a link to the project website and social profiles.

#### **Partners' logos**

Partners' logos will also be included according to the dissemination activity such as events, presentations, publications and the website. An important factor for successful dissemination during the project is its awareness on the market and attention about the IMMERSE project, especially when the project is completed.



UK Research  
and Innovation



Puertos del Estado



Universiteit Utrecht



## EU emblem



## Statement of financial support

All dissemination relating to foreground shall include the following statement to indicate that the foreground was generated with the assistance of financial support from the European Community:

*“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 821926”.*

## Twitter

In order to raise a public awareness about the IMMERSE project, a Twitter profile was created: **@project\_IMMERSE**.

The participants are encouraged to tweet and to use the hashtag **#project\_IMMERSE** in order to coordinate every tweet related to IMMERSE project. CNRS, as the administrator of the profile, will manage the updates and tweets.

## Mattermost

Participants are able to join IMMERSE Mattermost channel using the URL given by the project office. If needed, participants are free to create new private channels.

## External communication presentation

The presentation, which can be used for any external communication event, is available on the internal platform indicated by the project office in PPT, keynote and PDF format.