

EXECUTIVE SUMMARY

The following document is the deliverable D7.2 “Project website, logo, roll-up poster, leaflet and sustainable promotional channels”, which provides an overview of the DigiPLACE package of dissemination tools developed to define the project branding.

A series of templates has been developed by the expert communication company **Page in extremis** and made available to the consortium for use in all official communications.

Page in extremis has developed the project website and the visual identity of promotional materials, following the indications of WP7 leader CECE. The visual identity of the project has been approved first by all the partners involved in WP7 activities and then by all consortium members.

This document summarises the development of the project dissemination, communication and exploitation tools used to raise awareness and provide updated information about the project.

PUBLISHING SUMMARY

The DigiPLACE project branding aims at ensuring a distinctive look and feel across a diverse set of communication tools, ranging from the project website to a variety of promotional materials, in order to meet the information needs of the project’s target audiences.

The DigiPLACE website www.digiplaceproject.eu is the most relevant dissemination tool and has been developed by an expert company. The aim of the website is to inform about the project objectives, present project results and give access to public deliverables.

The website will be used as a portal for dissemination and will contain therefore, amongst others, a public project summary, public presentations, a public events’ calendar and an overview of DigiPLACE dissemination strategy.

All project partners will maximise the impact of the project by pushing its brand recognition, incorporating official DigiPLACE visual identity elements such as the logo and the EU emblem in all project-related publications, as well as in all dissemination and communication activities.