Executive Summary

Within EMIF, our image is characterised externally and internally by a multitude of differing means of communication. Every time we communicate we have the opportunity to convey our project's goals, vision and mission to a broad audience. By streamlining the overall design, look and feel of our communication means, awareness about the EMIF project can be raised not only within the consortium, but also in the general public.

In this Deliverable on style guideline for dissemination activities, an overview of the templates developed for dissemination materials for the IMI-EMIF project is provided, together with some style guidelines for the EMIF consortium members on how to best use these templates.

When developing templates for dissemination activities, the primary requirement was that all materials developed needed to meet the requirement to be "Clear, Consistent, Compelling and Convincing", which was also the basis for the EMIF Communication Plan (see D16.4 – Communication Plan). Currently available templates include the logo, presentation/poster templatesand a template for the EMIF newsletter.

Contacts

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