



Deliverable 5.2

**Report and Dissemination Material**



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## Project identification

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Duration	36 months

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## Deliverable presentation

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## Abstract

This is an output of Task 5.2, presenting visual identity, website organisation and functionalities.

## Revision history and list of contributors

Version	Date	Authors	Description
1	27/02/2023	Alexandre Caussé, Elodie Cazenave (FSP) GSRI	First and final version

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# Glossary

ARCHE	Alliance for Research on Cultural Heritage in Europe
CSA	Coordination and Support Action
DPS	Dissemination and Promotion Strategy
HRH	Heritage Research Hub



# Introduction

This document presents the materials used for ARCHE communication actions and activities. It complements the Dissemination and Promotion Strategy (DPS, D5.1) by detailing all the tools and channels that will be used to implement the aforementioned strategy. The material is tailored to communicate the key messages to the target groups and stakeholders identified in the most efficient manner.

The deliverable is built in three parts. The first section describes ARCHE visual identity materials based on the produced style guide. All digital materials and tools are detailed in the second section. Finally, the third section features a list of event-related material planned for the CSA.

This document might be updated later in the CSA lifecycle if deemed necessary.

# 1. Visual identity

The visual identity was developed in M1 and features the CSA logo. Before using the logo and any other visual element, consulting the project style guide is advised 'to respect their conditions of use.

ARCHE's visual identity will be expressed through materials including a project brochure (available as a printable file, shared online), and templates for presentations and deliverables.

The style guide shall be followed for any dissemination or promotion material in order to ensure the consistency of the CSA communication strategy and to facilitate a clear identification of ARCHE among cultural heritage R&I European projects by stakeholders.

## 2. Digital material

ARCHE digital materials shall be based and aligned with the Heritage Research Hub's (HRH) ones. Several advantages will result from this decision:

- ARCHE will benefit from the HRH's current audiences and might bring new ones;
- A better interaction with the existing heritage and research online communities of the HRH;
- Sustainability and consistency will be ensured after the CSA period.

### 2.1. Website

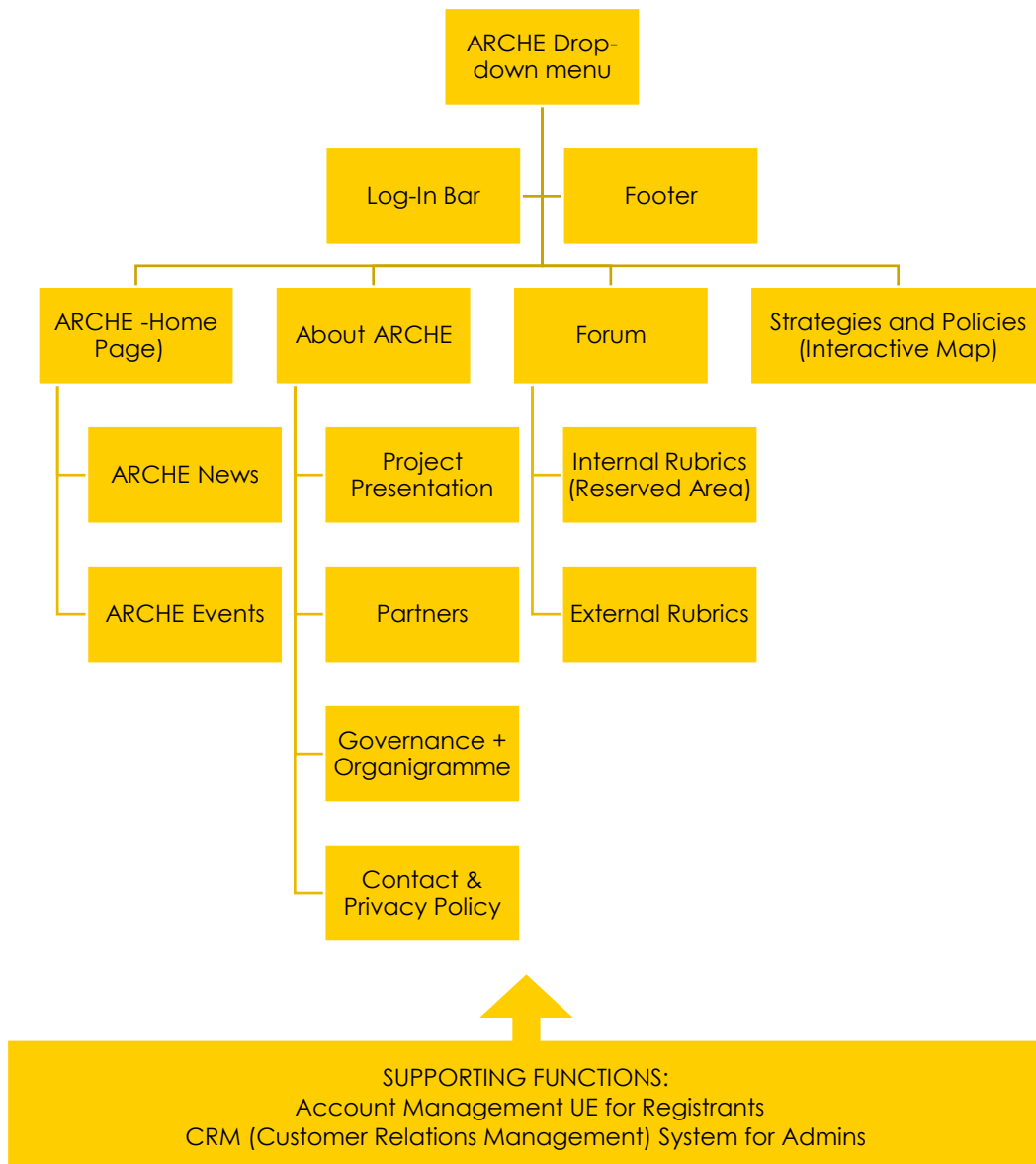
The ARCHE website will be embedded in the HRH (<https://www.heritageresearch-hub.eu/>) where it will have its own section and benefit from the collaborative spaces of the HRH that (a) provide an online location where everyone who works in or with cultural heritage-related research can share and search for different contents; (b) inform about the cultural heritage research general framework by introducing the heritage research policies, the various stakeholders involved or research projects; and (c) collect and display online resources on and for heritage research.

This will avoid the multiplication of online platforms covering similar thematic areas, foster the formation of an online ecosystem gathering major initiatives for heritage research, and ensure the sustainability of this platform after the end of the CSA period, as the HRH will continue to be active through the JPI CH activities.

To achieve this, the website will need several updates:

- Adaptation of the HRH content management system and infrastructure to the new developments;
- Conception and development of a dedicated webpage for the ARCHE project linked to the HRH platform;
- Conception and development of an interactive discussion, documents and content exchange platform backed by the HRH platform, with a forum feature hosting the different ARCHE thematic stakeholders' forums;
- Creation of specific features to display the CSA results (i.e. mapping exercises on interactive editable maps and other media, etc).

The page structure will be as followed:





## 2.2. Social media

ARCHE presence on social media will be ensured through the HRH existing accounts, as explained on page 4.

Social media will be used to convey ARCHE key messages, and to share news and announcements on the CSA advancements and milestones. Detailed information on the communication strategy, campaigns, and message development regarding social media can be found in deliverable D5.1 "Dissemination and Promotion Strategy".

To distinguish between ARCHE-related posts and HRH ones, two specific hashtags will be used:

- #ARCHE\_eu: this hashtag aims to identify ARCHE among other European projects through its short name.
- #HeritageResearchAlliance: this hashtag represents ARCHE's core identity and objectives

The HRH social media accounts are accessible at the following weblinks:

LinkedIn: <https://www.linkedin.com/company/heritage-research-hub/>

Twitter: [https://twitter.com/HeritageR\\_Hub](https://twitter.com/HeritageR_Hub)

## 2.3. Mailing communication

Like social media publications, newsletters aim to keep the targeted stakeholders informed about the CSA news. Quarterly project e-newsletters posted on the website and emailed to the contact list are planned. In a first time, the contact list shall be completed based on the HRH contacts, interviewees, and respondents to WP1 questionnaires, and stakeholders reached by WP2 activities – in compliance with GDPR. It will be enriched throughout the project and subscription to the newsletter shall be opened to everyone.

## 2.4. Videos

Several video clips will be realised during the CSA lifetime:

- ARCHE video presentation shall display the CSA main information, present the partners, describe the WPs, and, most of all, showcase ARCHE expected outcomes and results;
- ARCHE SRIA video presentation will be the visual summary of the SRIA printed publication and of ARCHE research and policy priorities.

- Short videos of interviews and testimonials from typical stakeholders (researchers, CH professionals, innovators, business experts, citizens, young professionals, CCS, etc) on topics related to the Alliance for cultural heritage R&I development.

### **3. List of events-related material**

Based on the DPS, the following list of material is foreseen for dissemination and promotion through the ARCHE offline and online events. These include printed materials, of which several will also be accessible in digital versions, and online materials.

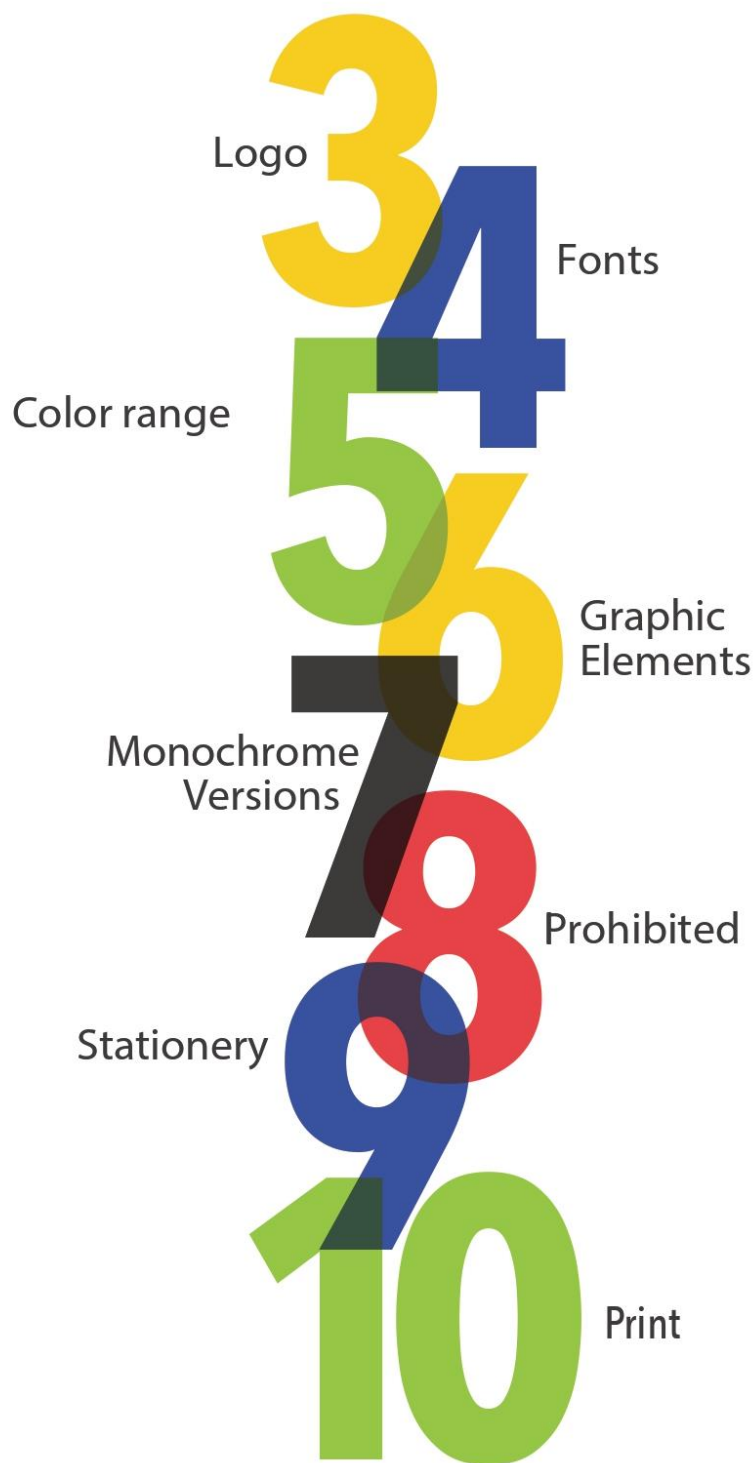
- ARCHE presentation leaflet
- PowerPoint template
- SRIA publication
- SRIA leaflet
- Guidelines on ARCHE governance and how to join the Alliance

# Annexes

## Annex 1 – Style guide

# Style guide





Octobre 2022 - © Création et réalisation : France Robardet

# Logo

The logo is constructed with a graphic element composed of a set of nets, in a quarter circle, which is dressed on the letter and which announces the text block.



Used font:  
Avant garde gothic book



## Protection zone

The purpose of the protection zone is to ensure the legibility of the logo wherever it is placed. No graphic elements or text should appear in this area. Space from the top of the logo to the top of the letters "RCHE" =  $y$



## Minimum size



# Fonts

All fonts and their variants can be used freely depending on the layout and the information to be highlighted. However, the following guidelines are to be preferred.

## Avant garde gothic

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

Book | *Medium oblique* | **Bold**

- For basic text and subtitles

## Berkeley Oldstyle

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

Book | *Book italic* | *Italic* | Medium | **Bold** | *Bold italic* | **Black** | *Black italic*

- For titles, subtitles, boxed and highlighted texts

## Avenir Next condensed

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

*Ultra light* | *Ultra light italic* | Regular | *Italic* | Medium | *Medium italic* | **Demi bold** | *Demi bold italic* | **Bold** | *Bold italic* | **Heavy** | *Heavy italic*

- For boxed and short texts, key figures

For all documents produced under Office softwares (PowerPoint, word), use the alternative fonts as indicated below.

## Arial

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

Regular | *Italic* | **Bold** | *Bold italic*

- To replace Avant garde gothic

## Times New Roman

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

Regular | *Italic* | **Bold** | *Bold italic*

- To replace Berkeley Oldstyle

# 4






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# Color range

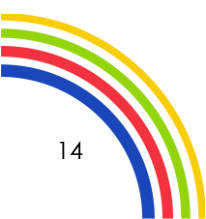
The color range is derived from the colors used in the logo. All colors can be used freely, preferably 100%. They can also be used at 20% for elements processed in the background, or in watermark.



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	<b>Pantone 116</b>	C0 M20 J96 N0	R255 V206 B0	#ffce00
	<b>Pantone Red 032</b>	C0 M88 J68 N0	R246 V52 B64	#f63440
	<b>Pantone 375</b>	C50 M0 J100 N0	R148 V214 B0	#94d600
	<b>Pantone 2728</b>	C96 M71 J0 N0	R0 V72 B187	#0048bb
	<b>Pantone Black 7</b>	C63 M57 J58 N63	R61 V57 B53	#3d3935

**Background or watermark: 20 %**



# Graphic Elements

The nets used in the logo can be sued together as in the logo, or separately, as needed. They can be processed in color or in Pantone Black 7 at 100% or rasterised at 20%.



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Colored nets  
at 100%



Rasterised at 20%



Monochrome nets (Pantone Black 7)  
at 100%



Rasterised at 10%



Separate elements  
at 100%



Rasterise at 20%



Rasterised at 10%





# Monochrome versions

The monochrome version are to be used when the color version is not possible. They are also intended for branding on goodies or textiles.

The black version is to be used on a white background or on a light-colored background.



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The white version is to be used on a dark background.



# Prohibited

These prohibitions are also valid for the monochrome versions.

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Do not change the colors



Do not deform



Do not delete any element



Do not change the font



Do not insert any element



Do not add any effect



Do not tilt



Do not change the proportions



Do not use on a color background



Do not use on a picture background



Do not use on a colored background by changing the color of the text or of the graphic elements



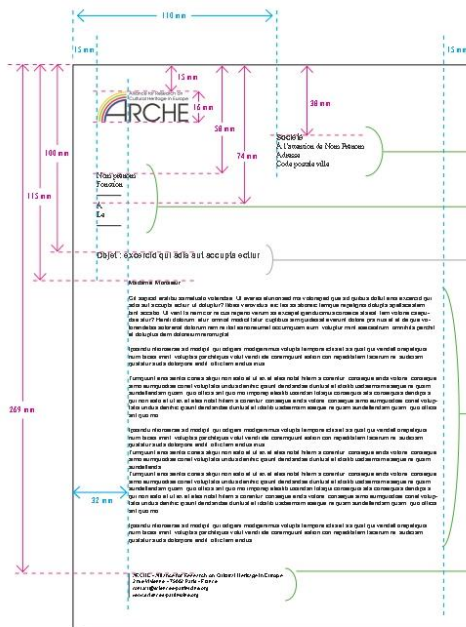
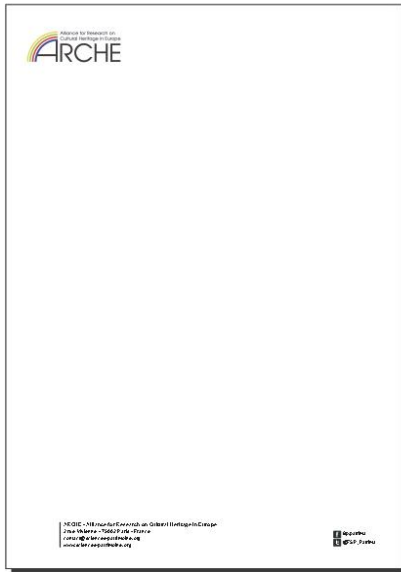
Do not use on a picture background by changing the color of the text or of the graphic elements

# Stationery

## Letterhead



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**Recipient Block** (emplacement prévu pour enveloppe à fenêtre)

Nom société : Arial bold / 11 pt

Adresse destinataire : Times New Roman normal / 11 pt

**Sender Block** Nom / Prénom / Fonction / Date / Lieu : Times New

Roman normal / 11 pt

**Object Block**

Arial bold / 12 pt

**Text Block**

Arial book / 9 pt / Aligné à gauche

**Sender's contacts Block**

Nom société : Arial bold / 7,5 pt

Coordonnées : Arial book / 7,5 pt

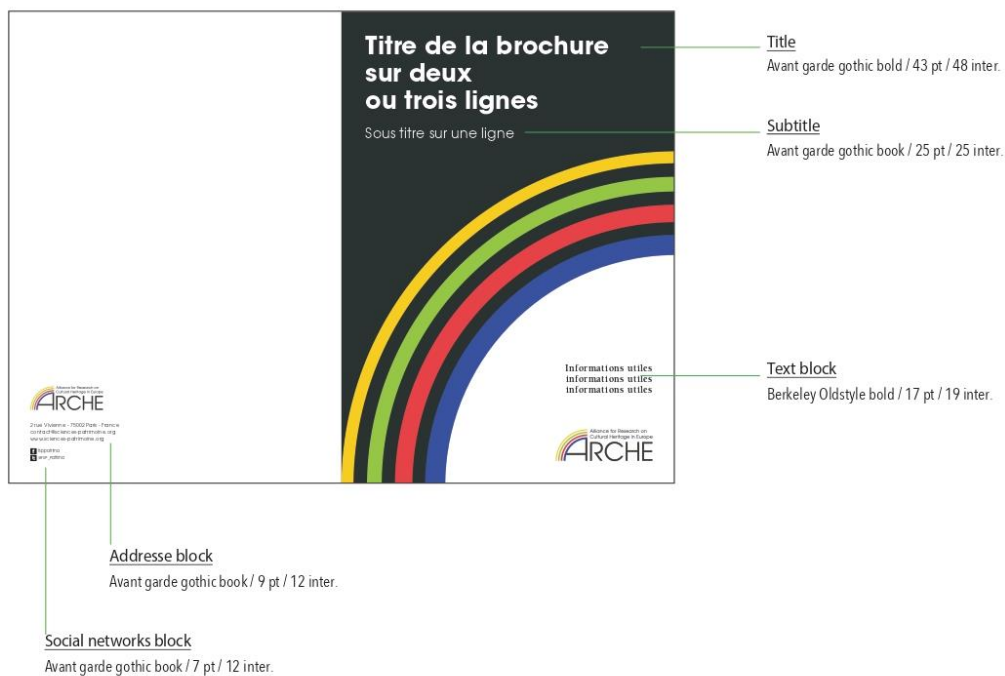
# Print

# 11

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## Brochure

The principle of construction of the covers of brochures or leaflets will be on the same basis as the posters. In the upper part of the brochure, the background is in color but it is possible to put a visual as long as it does not disturb the legibility of the title. The logo and additional information are on the white background at the bottom right above the logo. The lines are in color when the upper part is in dark grey (Pantone Black 7). They will be transparent, as for posters, with a photo. The back cover remains on a white background. The logo/address block is placed at the bottom left of the 15mm margin.



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