



*Space2Waves project has received funding from the European Union's COSME programme under Grant Agreement n°951122*



# Space2Waves

Project acronym: **Space2Waves**

Project title: Clusters in action for the internationalisation of European SMEs taking advantage of the cross-sectoral dimension of Earth observation for Blue Growth market

Grant Agreement n°951122

## D.5.2

### Branding Toolkit

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#### **DISCLAIMER**

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1.2	26/11/2020	Final modifications	Sarah Johnson

Summary
<p>This document presents the branding toolkit that has been produced for the Space2Waves project in order to maintain coherence across the communication and dissemination activities.</p> <p>The items in this branding toolkit are available to be used by all project partners. In addition selected SMEs that will benefit from the Internationalisation Programme and stakeholders from the EU and target countries including clusters and business support organisations involved in the project may wish to use the project branding in order to promote the project and align themselves to it.</p>

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## 1. Dedicated Logo

### 1.1. SPACE2WAVES LOGO

The Space2Waves project logo has been developed to graphically represent the project in a clear and precise visual which is intended to live beyond the life of the project. The project logo has been created as an extension of the strand 1 SpaceWave logo. The design for the logo was discussed and finalised during the project Kick Off Meeting, September 2020, and was agreed by all partners. The project logo will be used in all communication activities and has been designed to maintain a graphical coherence in all the communications produced within the project.

The project logo comprises the following elements of the brand:

- Colours: Blue Pantone 286, Green Pantone 7739 ;
- Name: Space2Waves ;
- Text font: Eurostyle Extended ;
- Symbol: Earth, Global, Satellite, Communications



#### 1.1.1. EU representation

All communication materials will include the EU emblem and the following text;

***“This [insert appropriate description, e.g. report, publication, conference, infrastructure, equipment, insert type of result, etc.] was funded by the European Union’s COSME Programme under agreement n°951122 .”***



Space2Waves is funded by the European Union’s COSME Programme under agreement n°951122.

More information can be found at <https://ec.europa.eu/easme/en/section/communication-toolkit> together with links to European Union logos.

All partners will use the Space2Waves logo and EU emblem in all external communications about the project.

### 1.1.2. Project Disclaimer

Any communication activity related to the project must indicate the following disclaimer: “The content of this *[insert appropriate description, e.g. report, publication, conference, etc.]* represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.”

## 2. Visual materials

### 2.1 FLYERS AND ROLL-UP BANNERS

The Space2Waves Communication Strategy D5.1 defined the flyers and roll-up banners that the project would design for use at events and to raise awareness of the project which were due for completion by the end of November 2020.

As a result of the Covid-19 pandemic situation and the fact that no events or face to face meetings have been allowed since the start of the project and may continue for some time into 2021, the requirement for flyers and roll-up banners has been reassessed and a more creative approach agreed with the approval of the Project Officer.

As an alternative to a leaflet and banner to promote the Internationalisation Programme, a mini-movie has been created that can be used on social media to attract the attention of SMEs. The movie can be viewed at <https://twitter.com/Space2Waves>





It was also agreed that any remaining budget for communication consumables may be used to create leaflets for the trade missions to promote the European SMEs selected and the aims of the project. Copies of these items will be detailed in the Final Communication Report D 5.7 if they are produced.

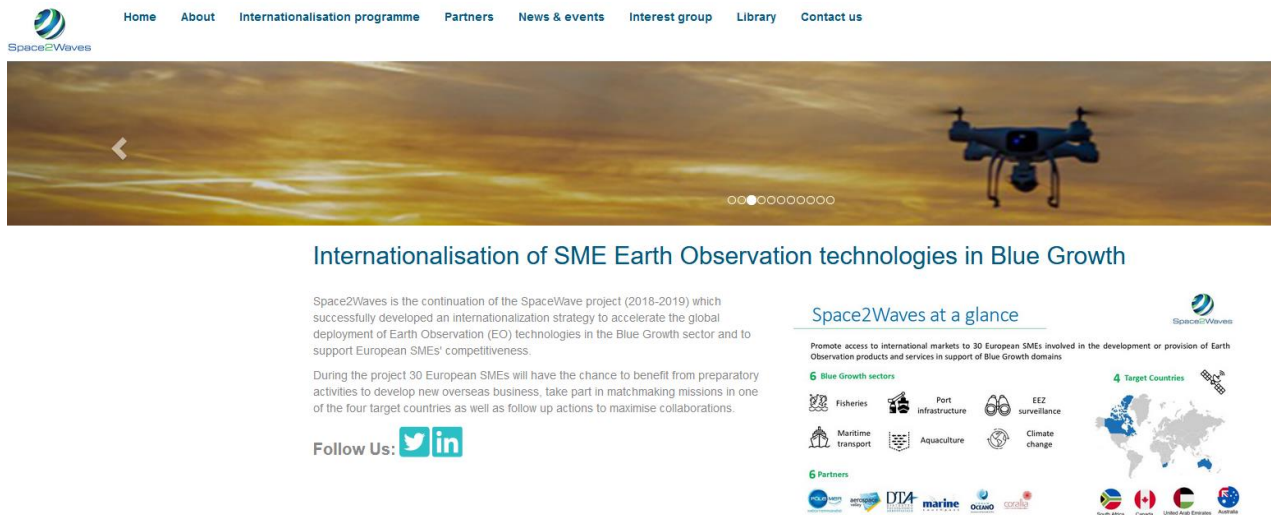
## 2.2 OTHER VISUALS

A number of visuals have been created, and will continue to be created throughout the project to promote activities such as webinars, call of interest, Internationalisation Programme. These include the following:



### 3. Website

A dedicated project website has been created at <https://www.space2waves.eu/>



The website will be maintained by Marine South East throughout the project with input from project partners. Items such as the website text, news and events sections and downloads functionality will evolve throughout the lifetime of the project.

The website name has been reserved for 2 years to ensure the project legacy will continue beyond the life of the project.

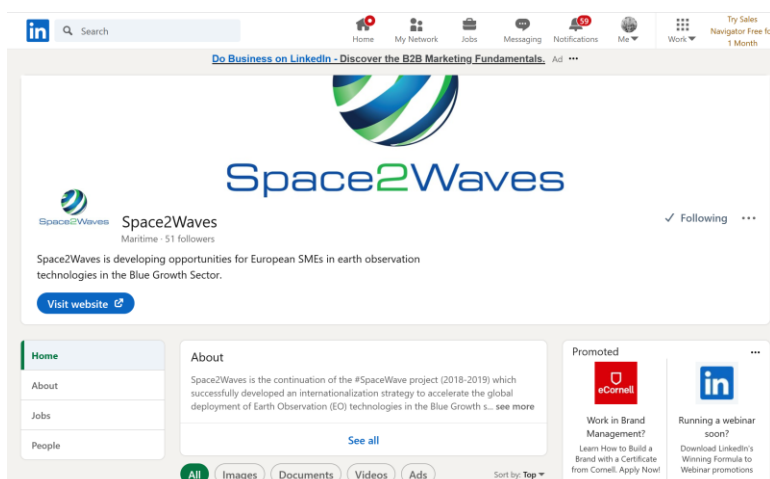
### 4. Social Media

Space2Waves has created the following project specific social media platforms:

#### 3.1 LINKEDIN

A project specific Space2Waves LinkedIn account has been created at the following link:

<https://www.linkedin.com/company/space2waves>



### 3.2 TWITTER

A specific Space2Waves Twitter account has been created at the following link:

<https://twitter.com/Space2Waves>




Space2Waves partners will share social media posts on their own platforms and are encouraged to use the following hashtags to promote the project, using #Space2Waves, #ECCP, #EASME and #DG GROW.

## 5. Project page on ECCP website

PMM-TVT has produced, and will maintain the Space2Waves project page on the European Cluster Collaboration Programme (ECCP) website at: <https://www.clustercollaboration.eu/escp-profiles/s2w>




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## S2W

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Name:	Space2Waves
Acronym:	S2W
ESCP-4i Status:	Implementation Phase - Strand2
Start of Partnership:	01/09/2020
Previous initiatives:	
Others:	SpaceWave
ESCP website:	<a href="http://www.space2waves.eu/">http://www.space2waves.eu/</a>

Partnership duration

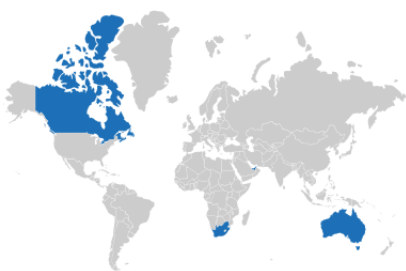
24 months

Number of partners


6

Number of SMEs involved

30



**Targeted third countries**  
 Australia  
 Canada  
 South Africa  
 United Arab Emirates




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**S2W - NEWS**  
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**"SG Webinar" - SmartSports4GoodLife**  
 Tuesday, 24 November 2020


**European Researchers' Night: Life is...**  
 Friday, 27 November 2020


**Singapore Opportunities in South East Asia for European...**  
 Sunday, 29 November 2020

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