RE^4 Project

REuse and REcycling of CDW materials and structures in energy efficient pREfabricated elements for building REfurbishment and construction

D8.3 **Promo Material Design**	
Author(s)[1]:	ACR+
Date:	28/02/2017
Work package:	WP8 - Training, dissemination and exploitation
Distribution[2]	PU
Status[3]:	Final
Abstract:	D8.3 Promo material design acts as the RE^4 communication toolkit for communication purposes throughout the lifetime of the project. It consists of a project presentation, brochure, roll-up poster and e-newsletter.
File Name	RE4_D8.3_Promo Material Design_Final_V2.0

Version	Date	Description	Written By	Approved by
V0.0	24/02/2017	Draft version	ACR+	
V1.0	27/02/2017	Revised for QC by CETMA	ACR+	FENIX
V2.0	28/02/2017	Final version	ACR+	CETMA

[1] Just mention the partner(s) responsible for the Deliverable

[2] PU: Public, RE: restricted to a group specified by the consortium, CO: Confidential, only for members of the consortium; Commission services always included.

[3] Draft, Revised, Final

TABLE OF CONTENTS

Index of figures

ACRONYMS & ABBREVIATIONS

ACR+	Association of Cities and Regions for sustainable Resource management
CDW	Construction and Demolition Waste
EC	European Commission
EU	European Union

1. INTRODUCTION

1.1 Summary

This document deliverable D8.3 "Promo material design" presents the RE^4 project communication package. The different aspects were designed to give project partners a cohesive structure to use for communication purposes during the lifetime of the project. For this purpose, an info-graphic was created that can act as a one-page flyer as well as a reoccurring visual element for the project, a project brochure, a roll-up design, and a PPT design. ACR+ will create and update, with the support of CETMA and FENIX, the Project PPT to be used for dissemination events (to be done after the submission of this deliverable). FENIX, with technical contribution of project partners, will design the e-newsletter.

2. DESCRIPTION OF THE RESULTS

2.1 Info-graphic (Project Flyer)

As a reoccurring visual element, the RE^4 info-graphic was the first aspect of the promotional package that needed completion. Additionally, the info-graphic could act as a quick one-page project description if necessary. The intention was to use the conceptual framework created by the partner Roswag Architects and simplify this for communication purposes.
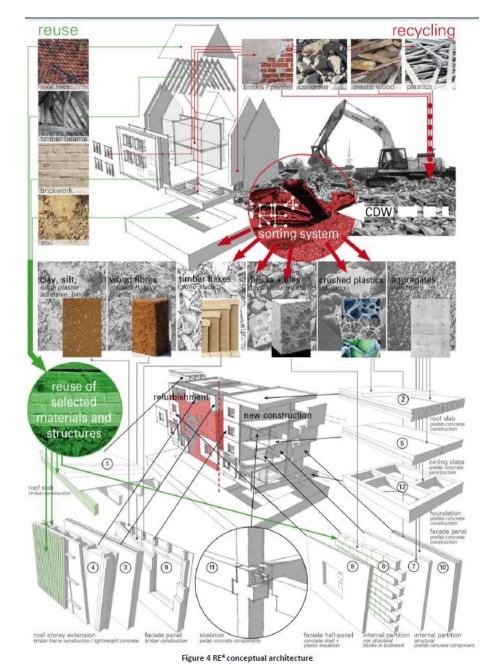
Figure 4 RE⁴ conceptual architecture

Figure 1. Conceptual Framework Roswag Architects

The conceptual framework was considered too convoluted for quick communication purposes. Consequently, the designer was tasked with maintaining the main aspects of the framework, but re-designing the visual elements to create a clearer whole.
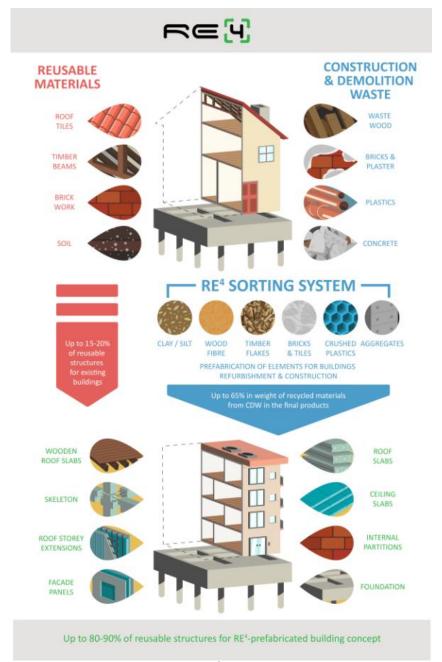
Figure 2. RE[4] Info-graphic

The image has been redesigned to be brighter, with a clear view of the use of reusable materials and construction waste to create the new prefabricated building structure. Furthermore, the RE[4] innovative sorting system was highlighted, with the aims of the project in terms of percentage of reusable structures for the final building concept (80-90%); weigh of CDW in final products (65%); and percentage of reusable structure used in construction (15-20%).

The info-graphic can be used as a visual element for presentations, posters, emails, general communication and dissemination. As such, it can also be used as a one-page information hand-out should an event require this.

2.2   Project Brochure

The project brochure was created after the info-graphic in order to include the visuals in the final product. The intention of the brochure was to provide quick information on the structure, aims and final outcomes of the project.

Figure 3. RE^4 project brochure

The project brochure was completed in the green associated with the RE^4 visual identity. Information includes the info-graphic, project coordinator, partner logos, project description, demonstration description and final outputs. The brochure is a simple 3-panel design. If possible, project partners should attempt to print on recycled paper and use sustainable ink. Furthermore, partners should attempt to foresee how many brochures are necessary during the project lifetime for their organisation, as each partner will have different needs in terms of communication activities.

2.3   Project Roll-up

The project roll-up was created in line with the brochure design. The design is clean, simple and includes the necessary information in order to communicate the information of the project. The image is concurrent with the brochure in order to maintain a cohesive visual identity during communication activities that will assist with the remembrance of the project.

Figure 4. Project Roll-up

The project roll-up will be available for printing via the partner portal on the RE[4] website and will be printed on a need basis by the project partners.

2.4   Project Presentation (PPT)

ACR+ will create and update, with the support of CETMA and FENIX, the Project PPT to be used for dissemination events (to be done after the submission of this deliverable). The project presentation template includes a title slide, a divider slide, several content slides and a back cover including the full name of the project and partner logos. Additionally, partners can add their logo to the title slide. The PPT was created with the RE^4 visual identity in mind and contains elements from the brochure/roll-up. All the visual elements of the presentation are interchangeable for future updates.
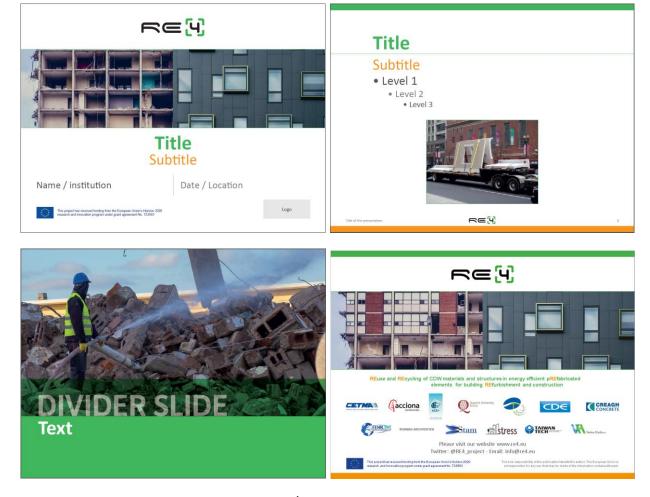

Figure 5. RE^4 Project Presentation (PPT)

2.5   RE^4 e-newsletter

The e-newsletter in the way of info-graphs will be designed by FENIX with technical contribution of project partners. The first release is planned in M12, with a new release occurring every 6 months. As the first release is in M12, there is no final design for the e-newsletter. Below is a current draft of the e-newsletter.
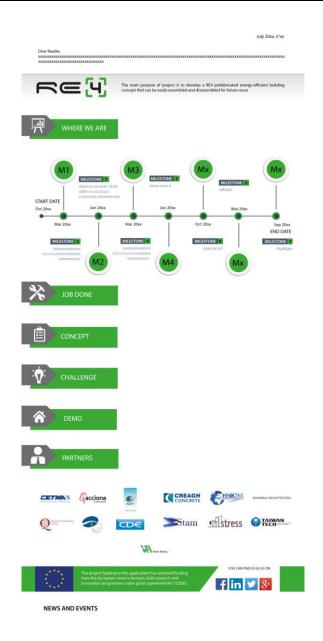
Figure 6. RE^4 e-newsletter

3.   CONCLUSION

This report describes the promotional materials package for the RE^4 project, including certain design decision and visuals of the different elements of the toolkit. Project partners will use this toolkit for the duration of the project, and therefore the different elements were designed in order to fulfil future as well as current project needs. The toolkit will be available for download in the RE^4 partner area and can be freely used by all project partners.

4.   REFERENCES

N/A

DISCLAIMER

The sole responsibility of this publication lies with the author. The European Union is not responsible for any use that may be made of the information contained therein.