



SHIFT-HUB

D2.1

SHIFT-HUB identity and communication toolkit

- **Submission date:** March 29, 2023

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IPPOCRATE AS SRL

SHIFT-HUB: D2.1 SHIFT-HUB identity and communication toolkit

Project acronym	SHIFT-HUB
Project title	Smart Health Innovation & Future Technologies Hub
Name	SHIFT-HUB identity and communication toolkit
Number	D2.1
Work package	WP2 – SHIFT-HUB Communication, dissemination and ecosystem building
Due Date	31/03/2023
Submission Date	29/03/2023
Lead Partner	IPPOCRATE AS SRL
Author name(s)	Giuseppe Fabio Ursino
Version	1
Status	Final version
Type:	<input checked="" type="checkbox"/> R – Document, Report <input type="checkbox"/> DMP – Data Management Plan <input type="checkbox"/> DEC – Websites, patent filings, videos, etc
Dissemination level:	<input checked="" type="checkbox"/> PU - Public <input type="checkbox"/> SEN - Sensitive

Document History			
Version	Date	Modified by	Comments
0.1	29/03/2023	IPPOCRATE AS SRL	First version of D2.1

Abstract
This document provides an overview of the visual identity and communication toolkit to be used throughout the SHIFT-HUB lifespan and beyond. It includes: visual identity description, communication templates, communication materials, social media templates and newsletter banners.
Keywords
EU, European Union, e-Health, visual identity, smart, healthcare, innovation, ICT, community.

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1. Introduction

The purpose of this document is to visually showcase, and re-group a comprehensive set of communication materials developed for SHIFT-HUB in the beginning of the project.

Therefore, the Deliverable 2.1 SHIFT-HUB identity and communication toolkit in the holistic matter, among the other, represents:

- The project logo and visual identity;
- A standard project presentation with key messages;
- A set of communication templates and materials;
- Set of materials for participation to events (brochure, poster, roll-up banner);

as defined in **Task 2.1 Communication Tools and strategies** of Work Package 2 – Communication, dissemination and ecosystem building.

However, the greater purpose of this document and included communication instruments is to serve as a springboard for the **Deliverable 2.3 SHIFT-HUB Communication, Dissemination and exploitation plan**. Hence, D2.1 is the foundation for the developed communication strategy that will be showcased in the D2.2.

2. VISUAL IDENTITY

The SHIFT-HUB visual identity is a language that communicates the project's philosophy and values, establishes a brand voice, and builds an emotional and professional connection with target audiences. Following the idea of a Europe-wide network linking together offer and demand of health-related services, the visual identity is envisioned as **professional, yet modern and human-centric**.

Detailed elaboration of the project's visual identity is being developed since M1 and provided in M3, in the document named **SHIFT-HUB Brand Guideline**.



Figure 1: SHIFT-HUB Brand Guideline - Cover page

This document describes the idea behind the branding concept, as well as branding elements, such as different versions of logotypes, color palette, typography and visual ideation.

SHIFT-HUB aims at establishing a **pan-European Smart Health Innovation Hub**, bringing together a rich network of multidisciplinary stakeholders, with the mission **to facilitate the development, ensure the promotion and foster the uptake of Smart Health technologies and services**. SHIFT-HUB will design and implement a patient-centric and community-driven pilot offering secure access to anonymized data for applications development, and facilitating access for practitioners, patients and citizens to European Smart Health technologies.

Figure 2: Brand Guideline – rationale

2.1 Brand rationale

A rationale represents a deeper meaning behind the brand concept and a clear extension of project's values. It sets a baseline tone of the project and becomes the basis for the expression of the entire visual identity.

In a concise and concrete way, brand rationale of SHIFT-HUB project showcases its reason why: The main message behind The brand of the project is about putting people at the center of an ecosystem made of health services. In this way, the SHIFT-HUB branding is following defined brand values which are aligned with project's main values, such as being innovative, relatable, "healthy", modern (fresh), yet professional. It is thought in a way to be perceived as appealing by both professionals and services providers and end-users.

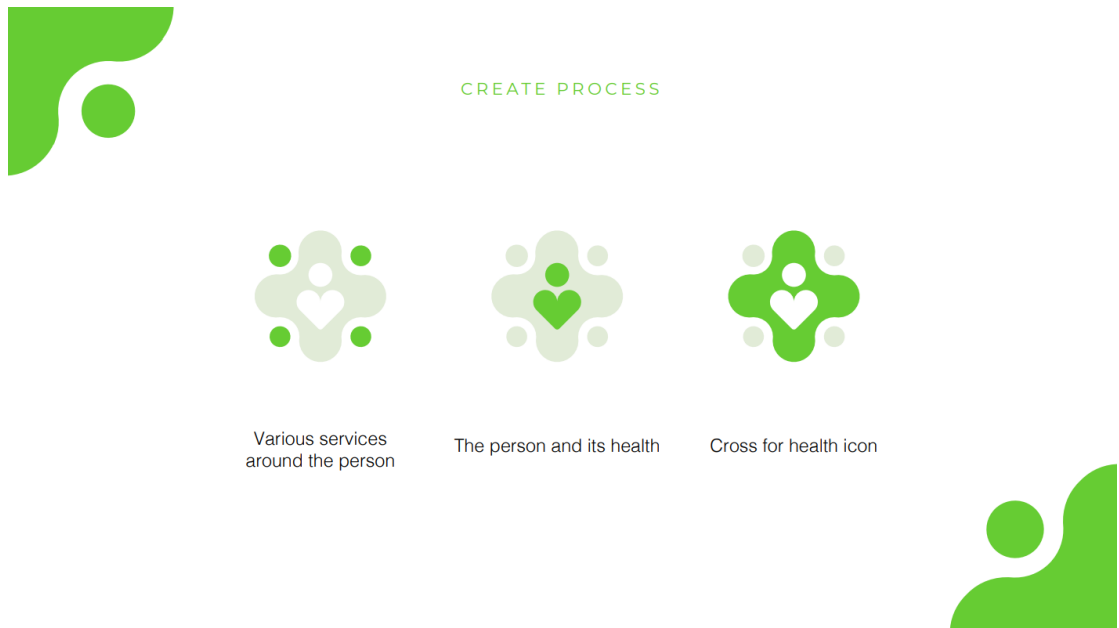


Figure 3: Brand Guideline - Logo meaning

2.2 Logotypes

In the purpose of creating the complete visual identity of the SHIFT-HUB project, several different logo versions have been developed in order to have a suited version of the logo for its various possible usages.

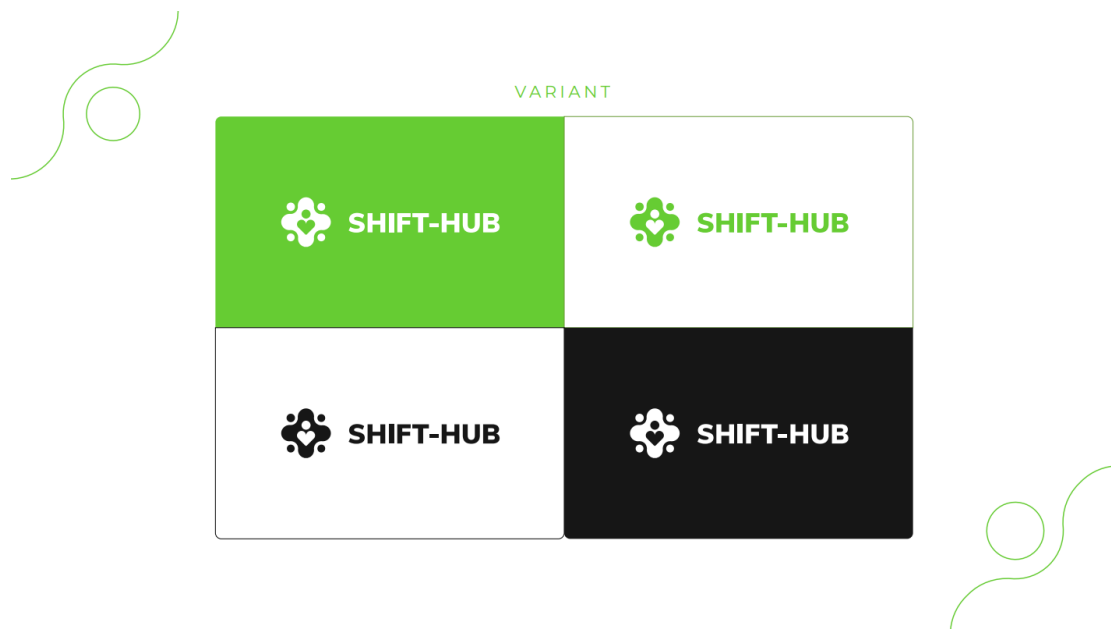


Figure 4: Brand Guideline - Colour variants

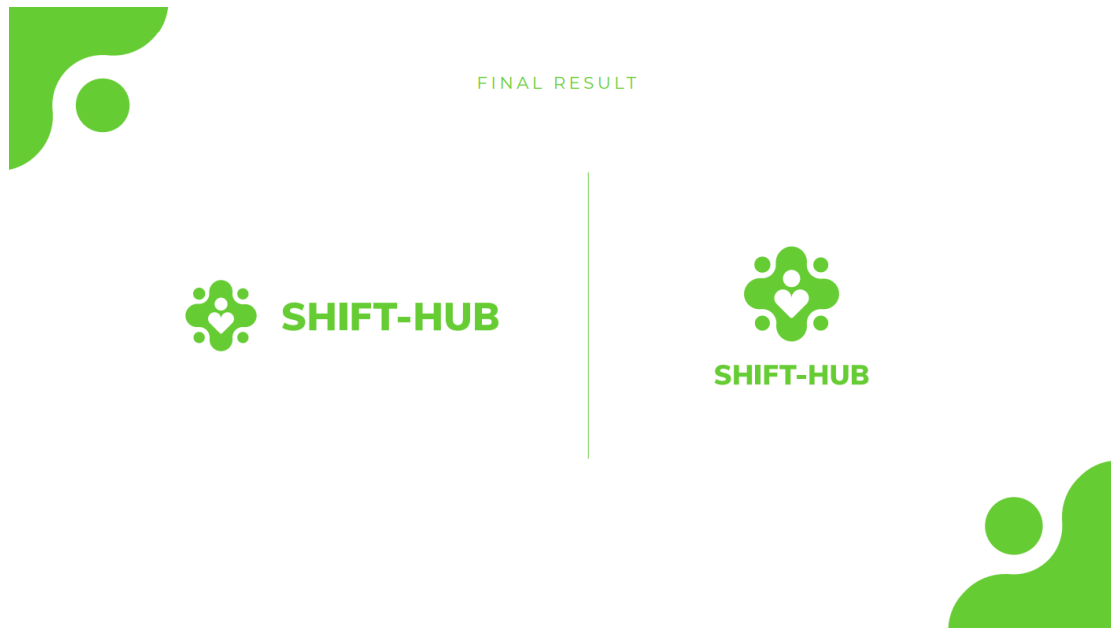


Figure 5: Brand Guideline - Rectangular/square variant

2.3 Colour palette

To compile with project's visual identity values, 2 primary brand color brand have been selected:

- Green: it recalls the concept of health and well-being, as it is well known that the colour green brings to mind both nature and carefreeness. both concepts which can associated with that of health
- White: it is a color often associated with health and the medical environment in general; it conveys a sense of "cleanliness" and safety. It has also a graphic value as it is used to create contrast between shapes and background.

2.4 Typography

Montserrat has been adopted as a typeface for the logo: it is a very adaptable font, that thanks to its aesthetic simplicity can be used in various including websites, publishing, branding, editorial, logos, print, posters, and so on. Therefore, it is particularly suited to be used for the tool (the logo) that has to be most "flexible".

For the template of the documents (docx, ppt and deliverables), instead, it has been selected OpenSans as a typeface. Such font, with its natural and friendly appearance is very well optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. Such latter characteristic, in particular, has been at the basis of our choice for this font as the main one for the "written" resources to be elaborated by SHIFT-HUB.

3. COMMUNICATION TEMPLATES

SHIFT-HUB communication templates have been developed at the beginning of the project (M3) and upgraded over time while respecting suggestions made by Consortium members.

The set of the project's official communication templates includes:

- **Deliverable Word template**, created for the purpose of writing complex reports, strategies and deliverables.
- **Power Point template**, created in the purpose of visual aid in terms of presenting project's main objectives, values, strategies, both internally and externally.

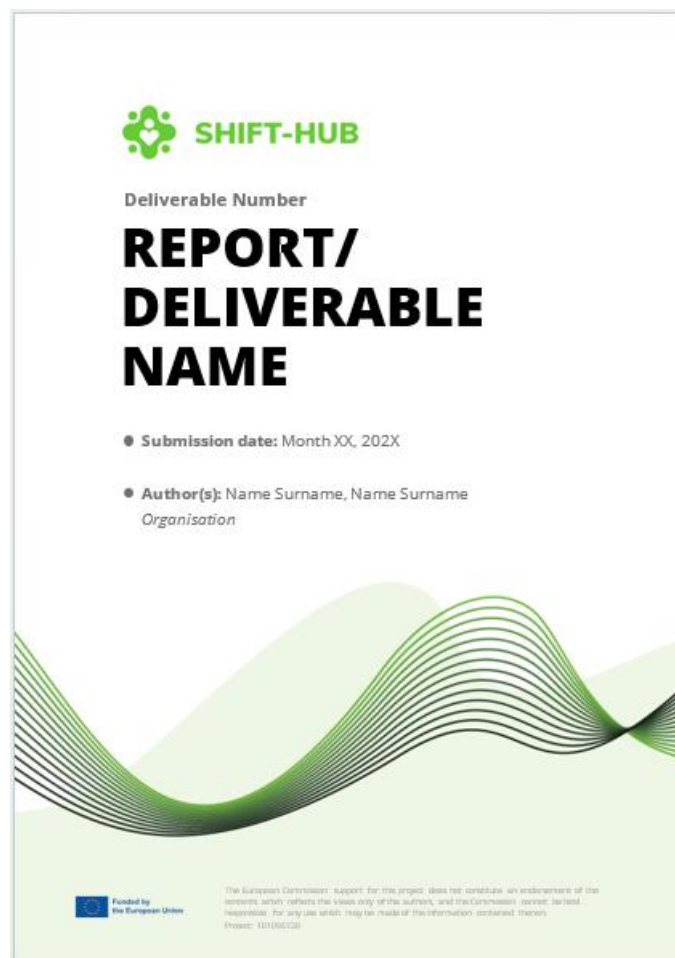


Figure 6: Deliverable word template - cover page


SHIFT-HUB

Report/deliverable


2. Chapter title

Ultrices vitae auctor eu augue ut lectus arcu. Rutrum tellus pellentesque eu tincidunt tortor aliquam. Scelerisque varius morbi enim nunc faucibus a pellentesque sit amet. Pellentesque nec nam aliquam sem et tortor. At urna condimentum mattis pellentesque id nibh. Semper auctor neque vitae tempus quam pellentesque nec. Cras ornare arcu dui vivamus arcu felis bibendum. Ultrices eros in cursus turpis. Vestibulum morbi blandit cursus risus. Urna id volutpat lacus laoreet non curabitur gravida arcu. Vitae nunc sed velit dignissim sodales ut eu sem. Vitae et leo dui ut diam quam nulla porttitor massa. Malesuada bibendum arcu vitae elementum.

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Table 1: Insert here table description


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Project: 101095720

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Figure 7: Deliverable word template - chapter example



Figure 8: Deliverable word template - closing cover page

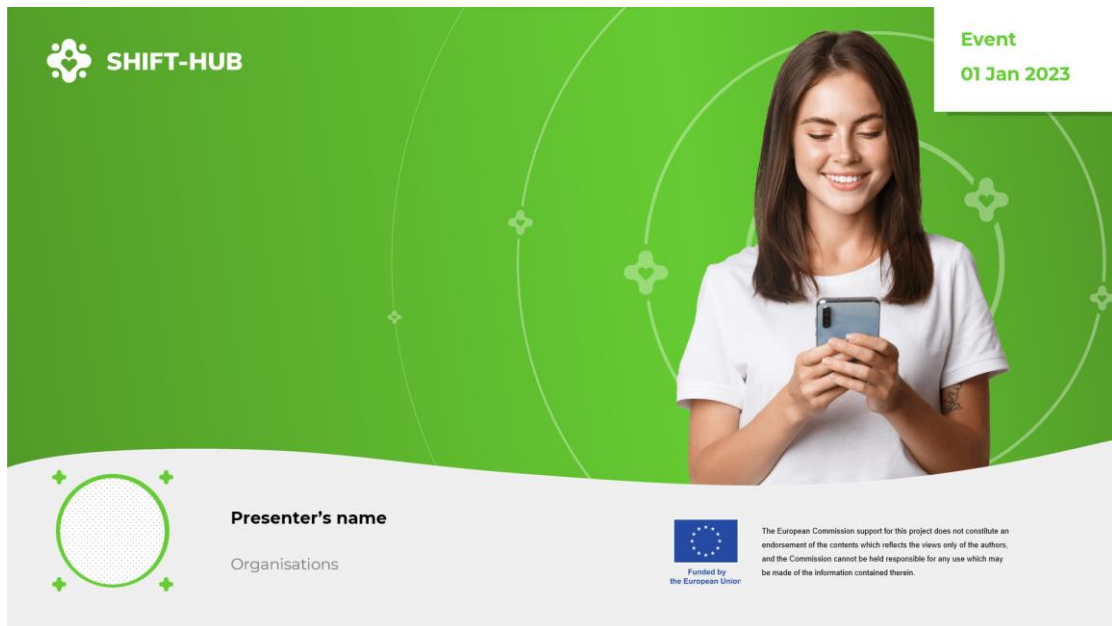


Figure 9: PPT template - cover page

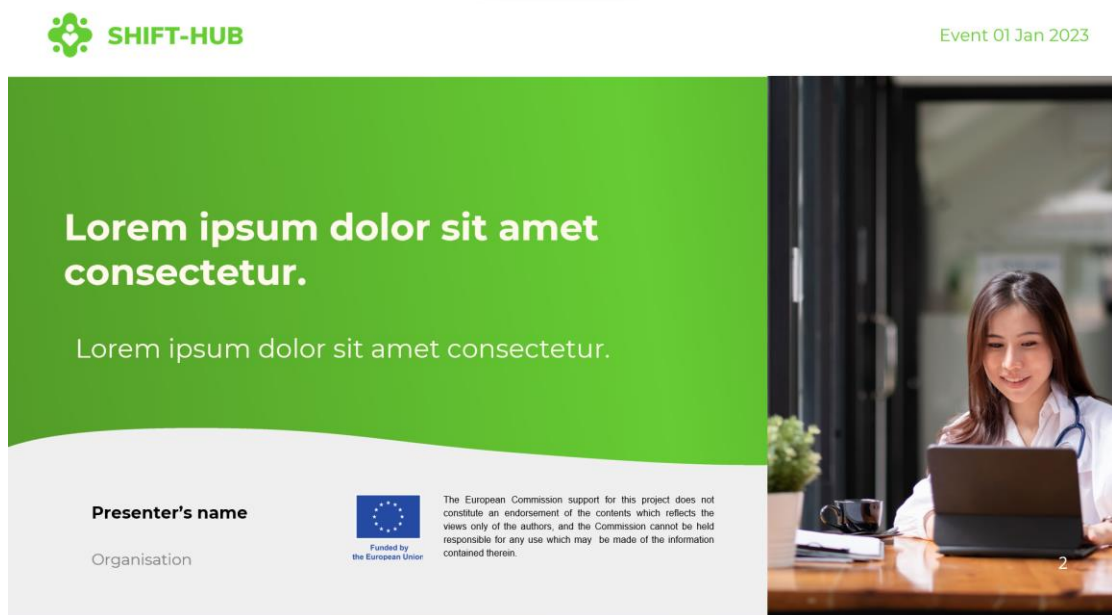


Figure 10: PPT template - example 1



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Figure 11: PPT template - example 2

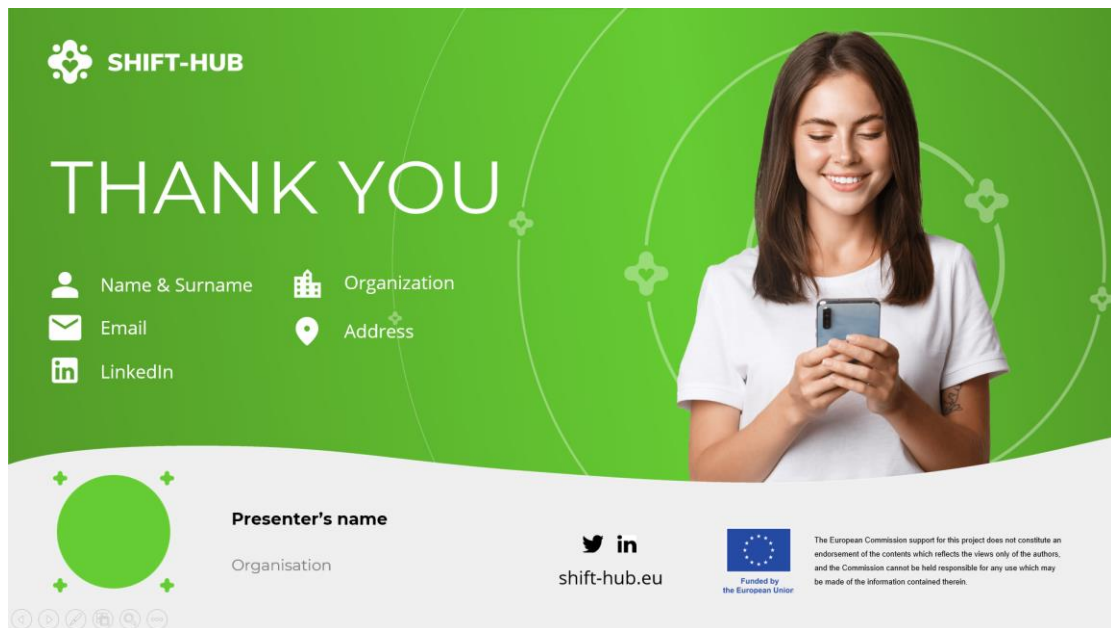


Figure 12: PPT template - closing cover page

4. COMMUNICATION MATERIALS

The comprehensive set of communication materials has been created at the beginning of the project (M3) to support the project's visual identity in a holistic manner.

It includes:

- A generic poster on SHIFT-HUB project ready to be used;
- Three posters ready to be customised by all SHIFT-HUB partners.



Figure 13: Generic poster



Figure 14: Poster to be customised - example 1

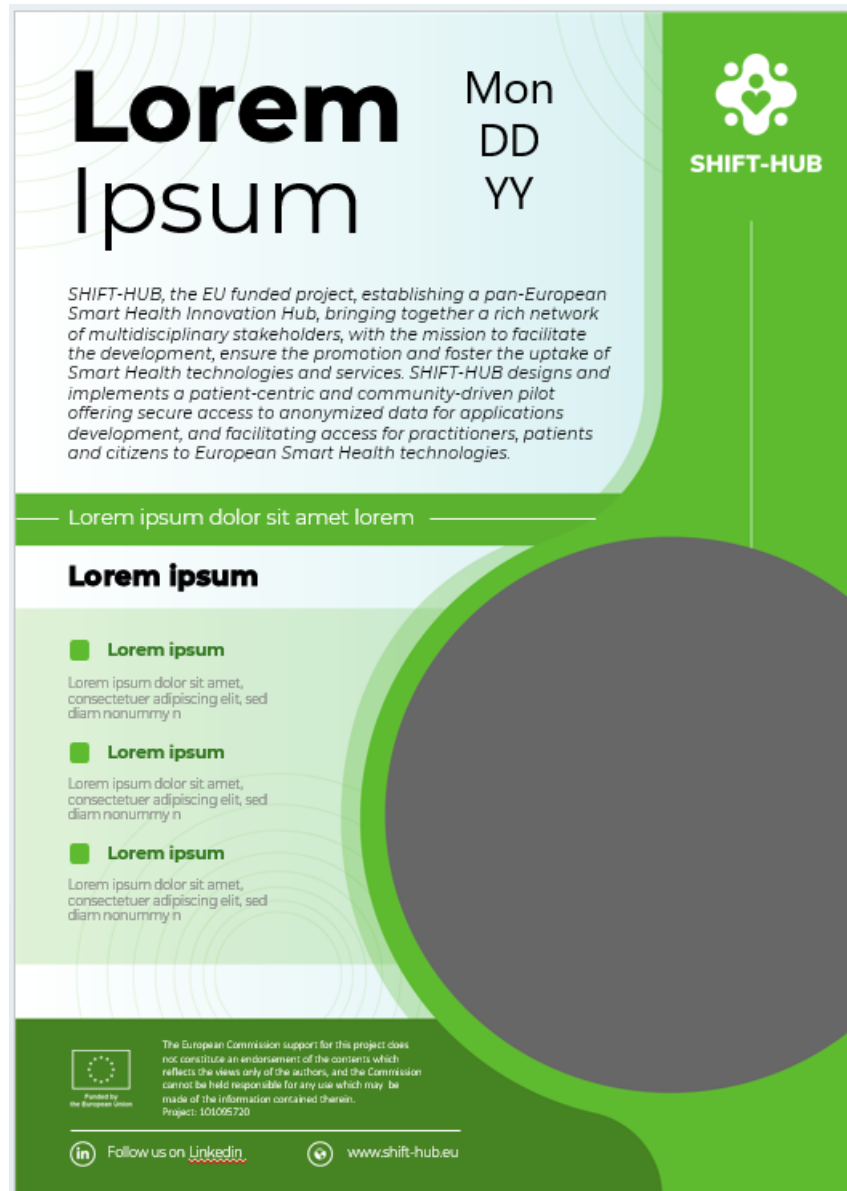


Figure 15: Poster to be customised - example 2



Figure 16: Poster to be customised - example 3

5. SOCIAL MEDIA TEMPLATES

As a part of project's branding, the set of social media templates has been created to strengthen SHIFT-HUB online communication and dissemination strategy, as well as to establish an effective online presence on project's official social media channels.

Different templates have been developed according to the kind of post to be published (if mainly textual or if, instead, more reliant on images), in order to valorise at best their contents.



Figure 17: Social Media Template Version 1



Figure 18: Social Media Template Version 2



Figure 19: Social Media Template Version 3



Figure 20: Social Media Template Version 4

6. NEWSLETTER BANNER

To increase the awareness on SHIFT-HUB project, the Newsletter cross-linking banner has been created in M3 to be featured in the newsletters that will be developed by the partnership during the lifespan of the project.



Figure 21: Newsletter header



Follow us on linkedin → 

Visit our website →

shift-hub.eu



Figure 22: Newsletter footer

Conclusion

The **Deliverable 2.1 SHIFT-HUB Identity and Communication toolkit** represents a comprehensive set of communication instruments that provide SHIFT-HUB with personality and will enable to attract key players in the European smart health ecosystem, create interest among various kinds of stakeholders such as patients and citizens, professionals (health entrepreneurs and professionals, physicians and regulation experts), researchers and practitioners in the field of Healthcare (Life-sciences, Biotech ...), research stakeholders in the field of emerging technologies (AI, Blockchain, Cloud and Data Sciences, IoT, microelectronics, nanotechnologies, robotics ...) of the project's mission and value, and, eventually, engage with them.

All communication instruments described in this document will be extensively used as a crucial part of the SHIFT-HUB communication, dissemination and exploitation strategy, which is elaborated in detail in the **Deliverable 6.2 SHIFT-HUB Communication, Dissemination and exploitation plan**.

SHIFT-HUB's communication package was developed with a purpose to enhance the communication and dissemination efforts and make this project a brand with a professional, modern, strong and unique personality aligned with project's main objectives, and values.



D2.1 SHIFT-HUB identity and communication toolkit



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