

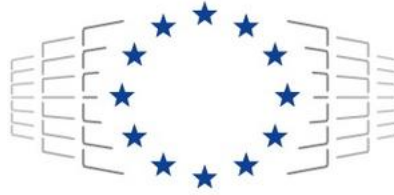
**H2020-JTI-EuroHPC-2019-2**



**Coordination and Support for National Competence Centres on a European Level**

**Project Number: 951740**

**D5.4**  
**Report on Communication and Dissemination of and by**  
**CASTIEL**



This project has received funding from the European High-Performance Computing Joint Undertaking (JU) under grant agreement No 951740. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and Germany, Italy, Spain, France, Belgium

<b>Work package:</b>	5	Awareness Creation, the CASTIEL Gate and Outreach
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<b>Dissemination Level</b>	Public	

Date	Author	Comments	Version	Status
2021-07-06	Miriam Koch	Initial Draft	V1.0	Draft
2021-08-17	Miriam Koch	Consolidated Version	V1.1	Draft
2021-08-25	Miriam Koch	Approved by PMT	V1.2	Final

## List of abbreviations

CSA	Coordination and Support Action
CoE	Centre of Excellence
EU	European Union
EuroHPC JU	EuroHPC Joint Undertaking
GA	Grant Agreement
HPC	High-Performance Computing
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
MS	Milestone
Mn	Month n
NCC	National Competence Centre
PMT	Project Management Team
tbd	To be defined
WP	Work Package

## Executive Summary

This Deliverable reports on the activities of work package (WP) 5 in CASTIEL. The tasks of this work package are to communicate information about the CASTIEL project and the national competence centres (NCCs) from EuroCC, to support the communication teams in the NCCs, to create and maintain the web-platform EuroCC ACCESS and to keep track of the Intellectual Property Rights (IPR) in CASTIEL.

For the communication about the projects and news from the NCCs, several communication channels have been created and maintained. Furthermore, the EuroCC brand has been developed and established. Some Key Performance Indicators (KPIs) set in the Grant Agreement (GA) are already achieved, most of them are proportional to the time they have been worked on.

The communication teams in the NCCs are supported via a series of CASTIEL mechanisms. There is constant support via mail and different workshop formats to project-specific or communication-specific topics. Also, material for certain areas of communication (mainly events and web) has been provided, seminars to specific topics have been organised and a database for the exchange of best practices was implemented.

The EuroCC ACCESS portal was expanded in functionality and maintained. To ensure optimal user experience and usability, it had a minor relaunch starting in month 10 with the help of the EuroCC ACCESS taskforce, consisting of individuals from CASTIEL and EuroCC. The IPR in CASTIEL are also being managed by this WP, this is reported in details in a separate deliverable (D5.6).

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## 1 Introduction

The Coordination and Support Action (CSA) CASTIEL leads to cross-European networking activities between National Competence Centres in HPC-related topics addressed through the EuroCC project. CASTIEL emphasises training, industrial interaction and cooperation, business development, raising awareness of HPC-related technologies and expertise.

WP 5 in CASTIEL – Awareness Creation, the CASTIEL Gate and Outreach – operates on two levels. Firstly, this WP communicates the EuroCC and CASTIEL projects’ contents, aims and results as well as the activities and success stories from the NCCs. Secondly, this WP develops a European EuroCC brand in close collaboration with the communication champions of the National Competence Centres for HPC and assists the communication teams of the NCCs. Additional Tasks are the implementation and maintenance of the projects’ web portal EuroCC ACCESS (formerly known as CASTIEL Gate), as well as the strategy for the usage of intellectual property rights (IPR) in the project.

These WP5 goals were initially set in D5.2: Initial Communication and Dissemination Strategy<sup>1</sup>:

- 1) Establish a European NCC brand (External Communication)
- 2) Enable a continuous internal information flow (Internal Communication)
- 3) Support the NCCs’ communication efforts (General material) – D5.2

This report will give a comprehensive and extensive overview about the work done and results achieved in these WP5 tasks in the first year of the project. The only part excluded is the task regarding IPR, since there is a separate reporting system in place, see D5.6: Report on Innovation Management and Exploitation<sup>2</sup>.

## 2 Dissemination and Communication

In this section, the communication about the NCCs and the projects are presented and evaluated. For this, an overview over the communication channels is given, as well as updates about the progression of the common European EuroCC brand and the KPIs set in the Grant Agreement.

### 2.1 Goals and Channels

The main goal of this work package’s outreach efforts is to establish the NCCs as the central points of contact towards the broad landscape of HPC. As stakeholders, the following groups have been chosen in the initial strategy, after a thorough target audience analysis, see D 5.2: Partners / consortium of CASTIEL, EU, NCCs, European HPC Ecosystem, Industry, academia and the general public. These should perceive the NCCs as competent and experienced contacts towards different HPC actors in their countries and Europe. For this, it is important to inform about the existence of the projects and show successes within the NCCs. To achieve this goal, a multitude of channels has been set up and maintained:

Channel	Type of Content	Target Group	Description
EuroCC ACCESS <sup>3</sup>	NCCs, Projects	All	Project information page
Blog <sup>4</sup>	NCCs	Industry, Academia, Public Sector	News from the NCCs is shared
Newsletter (external)	NCCs	Industry, Academia, Public Sector	News from the NCCs is shared

Twitter CASTIEL <sup>5</sup>	Projects, HPC-News	All	Updates from own and other projects as well as actors from the European HPC landscape are shared
Twitter EuroCC <sup>6</sup>	NCCs, Projects, HPC-News	Industry, Academia, Public Sector	The EuroCC channel is used as a multiplier for posts from the NCCs, additionally to news from the European HPC landscape or updates from the projects
LinkedIn CASTIEL <sup>7</sup>	Project, HPC-News	All	Updates from own and other projects as well as actors from the European HPC landscape are shared
LinkedIn EuroCC <sup>8</sup>	NCCs, Projects, HPC-News	Industry, Academia, Public Sector	The EuroCC channel is used as a multiplier for posts from the NCCs, and features news from the European HPC landscape or updates from the projects
Press Releases	Projects	All (depending on medium)	Press releases are issued, when a topic is relevant for specific media outlets (mainly HPC press)
Events	NCCs, Projects	All (depending on event)	Presence in the form of booths or talks in relevant (HPC) events.
Cooperation with EuroHPC JU	NCCs	All	News from the NCCs is shared and distributed via the EuroHPC JU communication channels

**Table 1: Usage of Channels by CASTIEL**

### 2.1.1 Update on Events

Event	Date	Status
ICT 2021	-	Cancelled by organiser
Teratec Forum	June 22-23-24, 2021	Participated (Booth)
International Supercomputing Conference 2021	27 June - 1 July 2021	Participated (Talk)
Supercomputing conference 2021	November 14–19 2021	Planned (Booth/Talk)
EuroHPC Summit Week 2022	tbd	Participation planned for 2022

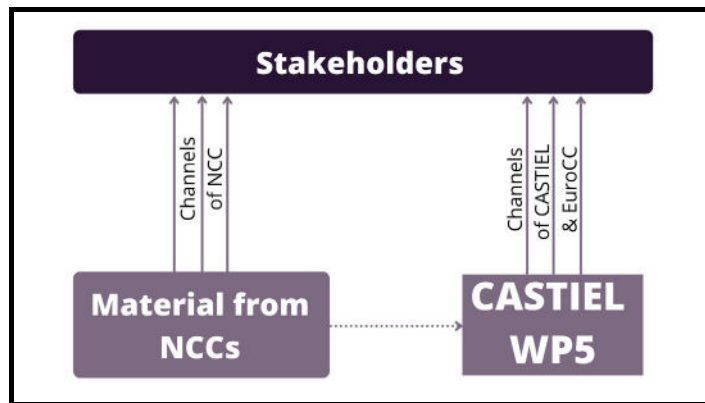


Supercomputing Frontiers 2022	tbd	Participation planned for 2022
HiPEAC 2021	tbd	Participation planned for 2022

**Table 2: Update on Events**

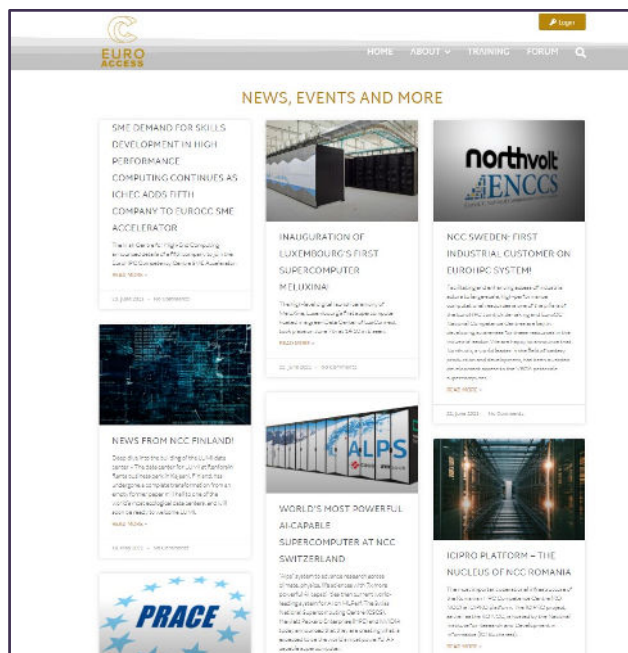
## 2.2 Synergy: Enhance Reach of NCCs

As mentioned in Table 1, some channels do not only carry messages from the project, but act as multipliers for news from the NCCs. This means that when the NCCs communicate pieces of information, this is not only distributed via their own communication channels, but via many more, which can help the NCCs to increase their reach (see Figure 1).



**Figure 1: Multiplication of News**

Firstly, the EuroCC Accounts on Twitter and LinkedIn have gathered a good amount of followers (see 2.4), thus they are suitable to act as multiplier. The social media team of this tasks regularly scans the NCC channels for news to share via the project accounts.



**Figure 2: Blog on EuroCC ACCESS**

Furthermore, the communication champions can send news articles directly to this work package, which will be uploaded on the EuroCC ACCESS blog (See Figure 2) and automatically be shared on the social media channels as well as in the monthly project newsletter (See Figure 3). Lastly, WP5 shares this news with the communication officer at the EuroHPC JU, who then might also further distribute news.

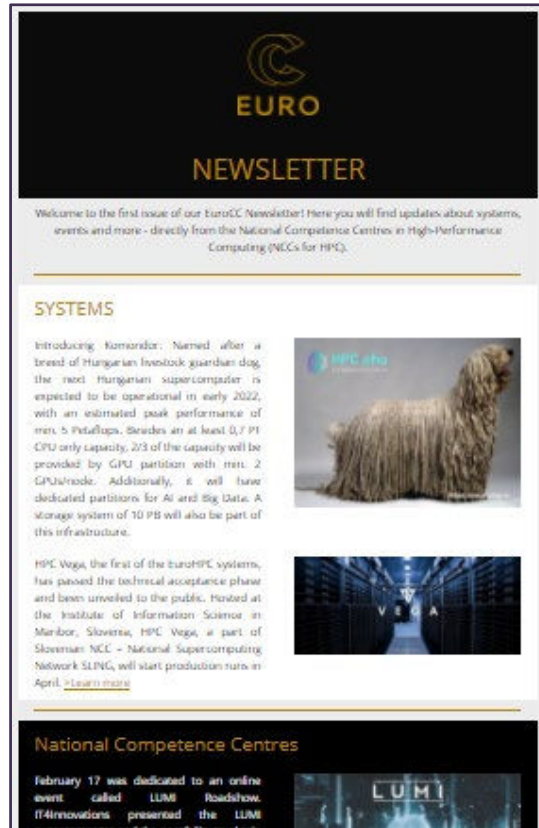


Figure 3: EuroCC Newsletter

### 2.3 Update on EuroCC Brand

To achieve the goals mentioned in 2.1, it is important to establish a common European brand. This serves two purposes: The properties communicated through the brand (competence, trustworthiness etc.) are projected onto the NCCs and their successes are connected with the brand. In a first step, a common corporate design was developed in a workshop with the communication champions of the NCCs (See Figure 3 and Figure 5). This included colour schemes, header images (for web and social media) fonts and logos. These basic designs could be adapted to the needs of each NCC by the NCCs on an individual basis.



Figure 4: The two visual Brand Identities of EuroCC

This work package conducted a check of NCC channels that are already online and has found the developed brand guidelines to be implemented by the NCCs, hence a common brand identity has been established.



Figure 5: Flyer Templates



Figure 6: Poster Templates

## 2.4 Update on KPIs

For the KPIs set in the GA, an update will be given here in form of a table including comments, if necessary.

Channels	KPI	Target	Status	Comment
Publications	Scientific Papers	5	1	To be published when more results can be communicated
	Whitepapers	2	0	To be published when more results can be communicated

	Press Releases	4	1	More to come when more results can be communicated
Events	CASTIEL/Network of NCCs presentations at conferences/events	15	7	
	Significant presence at events (e.g. booths)	3	1	Listed in 2.1.1
	Number of global workshops (NCC specific)	3	15	All Workshops organised by all WPs in CASTIEL and EuroCC
	Number of other workshops (not NCC specific)	2	5	Workshops organised by all WPs in CASTIEL with other actors (e.g. hardware providers, other projects...)
Social Media	Number of Twitter postings, Followers,	Daily postings a week, 250 Followers per year	Daily postings, Follower: 604	Follower: CASTIEL Account 220, EuroCC Account 384
	Number of LinkedIn Postings, Followers,	Weekly Postings, 100 Followers per year	Weekly Postings, Follower: 380	Follower: CASTIEL Account 151, EuroCC Account 229
Reference in external media channels (Online & Offline)	Press Clippings	20	13	
EuroCC ACCESS	Number of visits	3000 unique p.a.	4.200	
	Newsletter subscribers	None in GA	80	

**Table 3: KPIs and Update**

### 3 Support of NCCs

Another core task of this work package 5 is to support the communication teams in the NCCs through a series of mechanisms. These mechanisms are described in the following section. Furthermore, an update on the NCCs' communication efforts is given to create a comprehensive picture.

#### 3.1 Summary of NCCs' Efforts

In the NCCs, the starting point and goals of communications vary strongly, due to multiple factors. Firstly, the national goals of the NCCs differ, so the communication plans and strategies vary accordingly. Secondly, the optimal choice of suitable channels and contents differs per country. And thirdly, the level of experience within the NCCs in the communication of technical

content is heterogeneous. Nevertheless, the working group tries to support all the NCCs in order to establish a common baseline for communication. For example, each NCC should have one webpage and at least one social media channel by the end of the project.

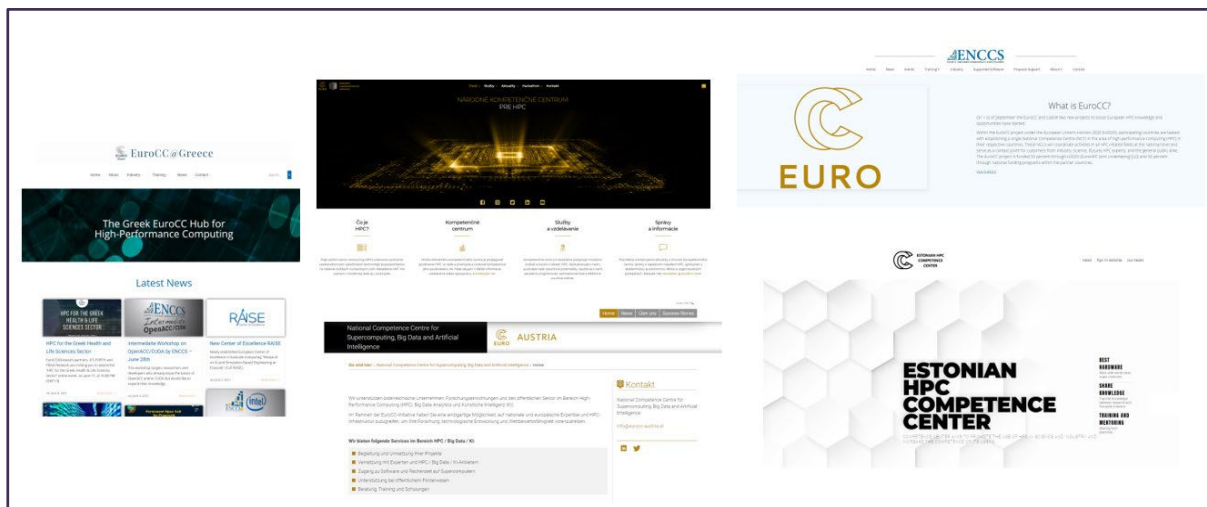


Figure 7: Examples of NCCs' Webpages

The status in month 12 (M12) is that the majority of the NCCs have started their communication with varying extent, but the common baseline is mostly established.

### 3.2 General Support and Catch-up Sessions

This working group dedicated a lot of effort in on-boarding, briefing and supporting the communication champions of EuroCC. These champions act as a link between CASTIEL WP5 and their respective NCCs. The goal is to achieve a good working atmosphere and environment, as the close collaboration between the projects is crucial for achieving the common goals.

In the beginning, a workshop was organised to get to know each other and discuss the EuroCC brand as well as strategy for the collaboration. In month six, the first round of catch-up sessions was held. These were video conferences in smaller groups (maximum six communication champions per group) about the current status, strategy and goals of each NCC. This information was the base for the materials distributed and seminars organised for the NCCs by WP5. The next iteration of these sessions is planned for November 2021, as the first ones were considered very beneficial from members both projects.

In addition to the project-specific events organised, there were questions or inquiries by representatives of the NCCs via e-mail or slack, regarding project organisational or communication-specific topics, which were addressed individually by CASTIEL WP5.

### 3.3 Distributed Materials

In the first year, the material produced addressed organisational topics and requests that were collected in the catch-up sessions. Most NCCs put their communication strategies' foci on social media and events. These areas can be supported with tailored material (resources for social media, print material for events etc.). In the second catch-up sessions (after the EU review), the need for further material will be evaluated.

Title	Status	Comment
Internal Communications Guidelines	Online	Produced in cooperation with PMT after a request from the NCCs
Slides Projects	Online	PowerPoint Template
Media Kit	Online	Short information about projects with image material, links and press contacts
Template Reporting	Online	Template with reporting KPIs as a base for the EU portal
Template Content Planning	Online	Template that can be used for social media content planning
Template Document	Online	Template for any kind of word document
Template Press Release	Online	
Poster Template empty	Online	Template for posters, with space for own content
Generic EuroCC Poster	Online	Ready-made poster
Flyer Template empty	Online	Template for flyers, with space for own content
Generic EuroCC Flyer	Online	Ready-made flyer
Image Pool	In Production	Pool of HPC specific and generic images
Icon Pool	In Production	Pool of icons for usage
Booklet	Work in Progress	Postponed due to delayed inputs

**Table 4: Materials produced by CASTIEL WP5**

### 3.4 Seminars

Another mechanism to support the communication champions and the communication teams in the NCCs is a series of non-mandatory seminars about different topics in communication, covering topics requested by the champions. It was foreseen to call these “workshops” in the initial strategy, but for clarification purposes and to describe the format better, it was changed to “seminars”. For each seminar, one expert presents his or her respective topic and includes time to answer questions. In year one, three seminars were held and experts for the other topics from the CASTIEL and EuroCC project have been contacted. The seminars held were:

Topic	Participants
WordPress and Elementor	35
Slack	30
Free tools for image editing and layout creation	22

**Table 5: Seminars held by CASTIEL WP5**

The further topics identified in exchange with the NCCs are:

- Target groups & how to reach them
- How to get content
- Promotion of trainings
- Promotion of service offerings HPDA/AI/HPC
- Promotion of events
- Promotion of skills
- SEO/SEA
- Videos/Animation with free tools
- Engaging content about technical topics
- Newsletters

In the second year, topics will be selected and covered in seminars according to the availability of experts. The main goal of these seminars is to give the opportunity to learn or refresh knowledge about certain aspects of communication, as well as to provide added value for the NCCs.

### 3.5 Best Practice Database

The next mechanism for supporting the communication champions and teams in the NCCs is the best practice database. Here, the NCCs can exchange best practices in communication, thus getting inspiration and ideas for their own work as well as discovering different forms of communication with regards to HPC. This database provides added value, since nothing comparable can be found outside the EuroCC project. Each best practice element is accompanied by a template specifying contents, type and IPR of the examples.

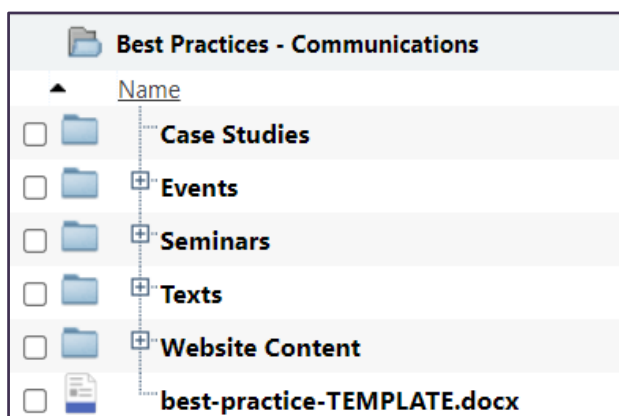


Figure 8: Structure of Best Practice Database on Project Repository

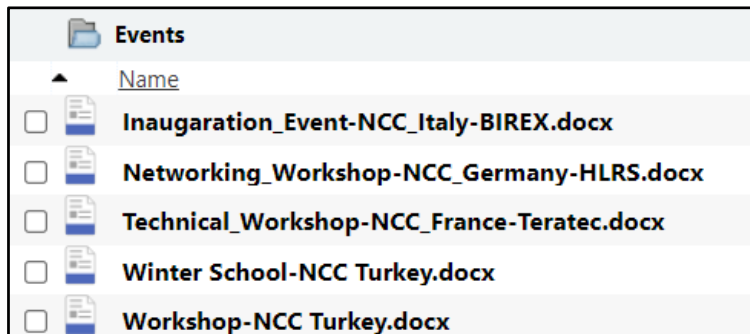


Figure 9: Example of contents in a Best Practice Folders

## 4 EuroCC ACCESS

In this section, a brief overview about the web-platform EuroCC ACCESS (See Figure 6 for an impression) will be given. This platform includes a public as well as a private login section and combines various functionalities.



Figure 10: Screenshot of EuroCC ACCESS

## 4.1 Overview

In order to avoid redundancy, only the changes since the first version (in D5.6) are listed here. For the basic functionalities and concepts, please see D5.3: The CASTIEL Gate<sup>9</sup>. For the sake of completeness, the summary of this deliverable is included here (Remark: D5.3 has not yet been reviewed by the EU).

*“The concept of the EuroCC ACCESS was developed from the initial information defined in the Grant Agreement and a survey among the competence centres. It is technically implemented using the WordPress content management system (CMS) and designed according to corporate design guidelines established with the nominated EuroCC champions in the area of communication.*

*Public Area: The platform will feature a public area, which contains information about the platform, the NCCs and HPC itself, as well as an interactive map of competences and services, a table of training opportunities offered by the NCCs and a forum for the contact between competence centres and other stakeholders.*

*NCC Area: This Area is password protected with content reserved exclusively for the NCCs. It contains an overview page with further information offerings, a forum to navigate through the HPC-landscape and initiate cooperation and matrixes for collecting and structuring knowledge from NCCs. Additionally, the NCC Exchange, a repository for sharing materials such as codes or training materials, is available to the competence centres.*

*It is important to note that the EuroCC ACCESS is subject to constant active development and future changes, as it needs to be tailored to the competence centres’ needs, thus content will be continuously updated. Subsequent changes will be reported in D5.4 (as well as D5.5 and 5.6).” – Excerpt from D5.3: The CASTIEL Gate*

Since version 1, a number of functionalities have been added:

Name	Status	Description
Training Matrix	Online	Possibility for the training champions to exchange training material, sortable database
Administration Area	Online	Collection of forms for project administration purposes, e.g.



		budget for training, twinning and mentoring
Contact Database	Online	Possibility to enter personal details with areas of expertise
External Newsletter	Online	Newsletter functionality for external individuals
News Section <sup>7</sup>	Online	Blog with News from the NCCs
Information about the projects	Online	Information section about the projects
Competence Map	In production	Interactive element that can be toggled to either display the competences or the individual NCCs including websites etc.
EU project section	In production	Opportunity for the NCCs to display projects they're working on or to learn about different EU projects

**Table 6: New Functionalities added to EuroCC ACCESS**

Furthermore, maintenance has been conducted, this includes content and technical updates, traffic monitoring, spam protection and other security precautions, as well as removal of bugs.

## 4.2 EuroCC Taskforce

Because of new functionalities and updated needs for the portal, a relaunch was needed to ensure optimal user experience. For this, a EuroCC taskforce with interested individuals from CASTIEL and EuroCC has been initiated. This group works on four different phases to achieve the minor relaunch:

1. Find and fix bugs
2. Optimise content
3. Optimise user experience and user interface
4. Optimise design

With the end of the task force, the process of the EuroCC ACCESS relaunch will be finished.

## 5 Next Steps

This document will be updated in the deliverable D5.5. The upcoming deliverables are shown in Figure 7.

Number	Title	Due	Status
D5.1	The CASTIEL Website	M1	Submitted
D5.2	Initial Dissemination Plan	M3	Submitted
D5.3	The CASTIEL Gate	M4	Submitted
D5.4	Report on Communication and Dissemination of and by CASTIEL	M12	Submitted
D5.5	Final report on Communication and Dissemination of and by CASTIEL	M24	To be submitted
D5.6	Report on Innovation Management and Exploitation	M12	Submitted
D5.7	Final report on Innovation Management and Exploitation	M24	To be submitted

**Table 7: Overview CASTIEL WP5 Deliverables**

In WP5, CASTIEL reached the first milestone (MS) with the project kick off, which was supported by initial plans and a presentation of WP5. The second milestone was achieved through the active participation in the 1<sup>st</sup> Global Workshop. MS3 was reached in M4 with the initial launch of the EuroCC ACCESS (formerly known as CASTIEL Gate), and the fourth and last relevant Milestone (MS4) for WP5 was achieved with the preparation of and presentation at the Intermediate Global Workshop in M10.

Number	Title	Due	Status
MS1	Project Kick Off	M1	Completed
MS2	1 <sup>st</sup> Global Workshop	M2	Completed
MS3	Launch CASTIEL Gate	M4	Completed
MS4	Intermediate Global Workshop	M10	Completed

**Table 8: Overview CASTIEL WP5 Milestones**

## 6 Conclusion and Outlook

The work done by this work package 5 in year one of CASTIEL (September 2020 - August 2022) was based on the initial strategy for communication and dissemination presented in D5.2. This strategy has been adapted in some minor aspects (e.g. choice of events), but mainly followed through. Although few areas will increase in importance in the second year (e.g. publications), the measures in place (website, social media channels etc.) have proved to be effective and will be extended with more actions, for example a database for the exchange of success stories will be established.

Since the first round of catch-up sessions has been successful in terms of supporting the communication champions and connecting them to each other, there will be a second round. Through the second round of catch-up sessions and individual contacts by e-mail, the collaboration with the communication champions will be strengthened and intensified. This is one of the crucial factors for a successful implementation of the project.

This work package will continue to work on achieving the set goals and thus supporting the best possible outcome of the CASTIEL and EuroCC projects by supporting the communication teams in the NCCs with material and knowledge as well as by getting the broadest reach possible in the target groups.

## 7 References

- [1] [https://www.eurocc-access.eu/wp-content/uploads/2021/03/CASTIEL\\_WP5\\_D5.2\\_Initial\\_Dissemination\\_Plan.pdf](https://www.eurocc-access.eu/wp-content/uploads/2021/03/CASTIEL_WP5_D5.2_Initial_Dissemination_Plan.pdf)
- [2] D5.6: Report on Innovation Management and Exploitation
- [3] <https://www.eurocc-access.eu/>
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## 8 Annex



# EuroCC Communications Handbook

### NAMING GUIDELINES: web presence

#### 1. Naming

Names: EuroCC@Country OR EuroCC@Centre  
Twitter / Linkedin: EuroCC\_Country/EuroCC Country  
OR EuroCC\_Centre/EuroCC Centre  
Domain: www.eurocc-country.countrydomain  
OR: www.eurocc-centre.countrydomain

#### 2. Website

According to Corporate Design  
Workshop for Wordpress / Elementor needed



## CORPORATE DESIGN GUIDELINES: General tips for your design

### • The Golden cut

The golden ratio is the division ratio of a route or other size, in which the ratio of the whole to its larger part (also called major) corresponds to the ratio of the larger to the smaller part (the minor).

Simply, this means dividing the available space or the chosen format into 1 to 2 thirds. This division is similar to the golden ratio and is perceived as particularly harmonious by the eye. That means you don't always have to group the design elements in the middle, but distribute them in the various layout areas, one of which takes up 1 third of the area and the other 2 thirds.

### • White space

This describes the area that is not filled with text, images or graphics.

The white space does not necessarily have to be white, even if it is so designated. Rather, it's about quiet areas in a layout. These zones serve the eye as an oasis of calm and at the same time create tension in the layout. To work with white surfaces you need experience and skill. Not all corners and places in a layout / format are suitable for the white space. Often a designed medium with a harmonious white space looks better than a crammed flyer without quiet zones and air.

### • KISS

Keep it short and simple

3

## CORPORATE DESIGN GUIDELINES: General tips for your design

### • Layout and placement

Arrange the individual design elements so that groups are created. In this way, the viewer can orient himself more quickly and recognize which components of the information belong together.

Size, proportions and proportions are also important. Important elements should be larger and more conspicuous than additional information. A good mix and the right gradation are crucial.

The flow of reading should also be observed, i.e. from top to bottom and from left to right (in our cultural area). A logo as the sender is often placed in the lower right and a title as an introduction in the upper left of a layout. It should be noted that there are differences between online and offline communication.

### • Text and image

The choice of text and images should be harmonious and balanced. As a rule, one says in a ratio of approx. 1 to 1. This means that the image areas should roughly correspond to the text areas.

Readability is particularly important with fonts, e.g. when texts are placed over images.

Please note that there are picture frames and sections of the picture. They don't necessarily have to be the same. A picture section should be chosen as exciting as possible and parts can also be cut off.

4

## CORPORATE DESIGN GUIDELINES: Typography

### • Use the font „Cantarell“

(Preferred Styles: Regular for Text and Bold for the headings)

File can be found on BSCW or at [Google Fonts Cantarell](#)

- The headline should be a little bit bigger than the text
- Pay attention that the size of your font is neither too big nor too small (bigger is not always better!)
- The less text, the better (short, clear and just the important points)
- Space between elements helps more than you think!

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## CORPORATE DESIGN GUIDELINES: Colours

Black & white



Gold (143/143/143)



Grey



*Optional Your own accent colour*



Background *(Provided on found in BSCW)*



6

## CORPORATE DESIGN GUIDELINES: Logos

- keep 35px space around the Logo
- do not modify, distort or change the Logo in any way
- use the background as needed, the light Background can be softened a little bit for a better readability, do not distort the Background
- for any text, please use the font „Cantarell“  
*File can be found on BSCW or at [Google Fonts Cantarell](#)*

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## CORPORATE DESIGN GUIDELINES: Dark Logos

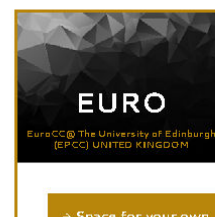
*Files can be found on BSCW*



→ Space for your own Logo



EuroCC® The University of Edinburgh (EPCC) UNITED KINGDOM



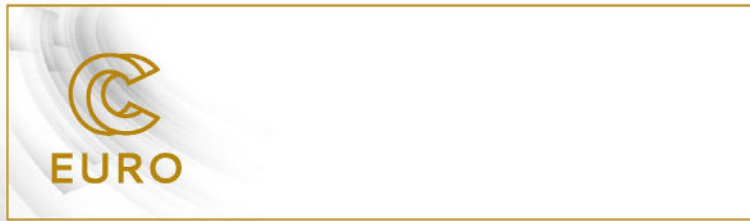
EuroCC® The University of Edinburgh (EPCC) UNITED KINGDOM

→ Space for your own Logo

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## CORPORATE DESIGN GUIDELINES: Light Logos

*Files can be found on BSCW*



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## CORPORATE DESIGN GUIDELINES: Dont's and Do's

### DONT's

- Do not mix it with other colours
- Do not distort or change the Logo or other templates

### DO's

- Clean, clear and simple Design
- keep a little space around the Logo
- space helps!

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## SOCIAL MEDIA GUIDELINES: Twitter Basics

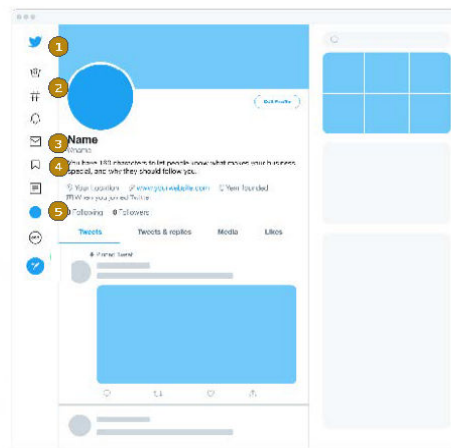
Focus: recent short updates, political and journalistic news  
Target audience: 14-49 year-olds, rather male than female users

### Business Profile on Twitter

- Includes all the relevant (short) information about the organisation, profile image, bio, links to the organisation's website
- Tweets can be pinned to a profile in order to gain more/longer visibility
- Usage: Share recent updates and news, upload videos, live videos, use threads for storytelling and live tweeting from events
- Maximum tweet lengths: 280 characters; use link shortening, e.g. [www.bit.ly](http://www.bit.ly)
- Analytics: Analytics of content, but not target audience; performance of tweets

### Go to [www.Twitter.com](http://www.Twitter.com) and sign up with Handle name

- 1 Header image: jpg, png or gif; 1500 by 500px
- 2 Profile image: jpg, png or gif; 400 by 400px
- 3 Handle: @EuroCC\_Country OR @EuroCC\_Centre
- 4 Tagline: Add a short description (160 characters) about your NCC
- 5 Create lists (e.g. partners), and follow relevant accounts (e.g. your partners, CASTIEL, EuroCC)



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## SOCIAL MEDIA GUIDELINES: Twitter Post Design

- **Golden rule: Keep style continuity**
- Tweets with images (jpg, png), videos (MP4, MOV), or GIFs (looped) perform better than pure text tweets.
- Image size: Max. 4 images per tweet; in-stream images are displayed at 16:9 ratio of 600px by 335px, and can be clicked and expanded up to 1200px by 675px; no larger than 5MB (see visual template).
- Video size: One video per tweet; ideal video length 15 seconds or less, max. 2 minutes and 20 seconds. 1200px by 1200px or a 1:1 ratio, no larger than 1 GB.
- Sources for images, videos, GIFs and their creation: [Unsplash](#), [Canva](#), [GIPHY](#), PowerPoint

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## SOCIAL MEDIA GUIDELINES: Twitter Content creation & management

### Content creation tips & ideas

- Tweet min. once per day
- Decide on one language (English or NCC lang.)
- Keep a continuous conversational style, use CTA
- Keep the balance between own tweets and retweets; retweets with comments count in your analytics, while simple retweets don't
- Limit to 1-2 hashtags per tweet
- Keep your tweet short and sweet
- Test, test, test (and use analytics to see what works)
- Monitor events and trending conversations, and your community  
→ respond to comments; retweet & like mentions (if relevant)

### Content management

- Schedule content ahead, e.g. with tools like [Tweetdeck](#), [Hootsuite](#), [Buffer](#) (max. 1-2 weeks ahead).
- For approval processes, a content calendar (e.g. Excel sheet) can be helpful, see Content Calendar Template.



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## SOCIAL MEDIA GUIDELINES: LinkedIn Basics

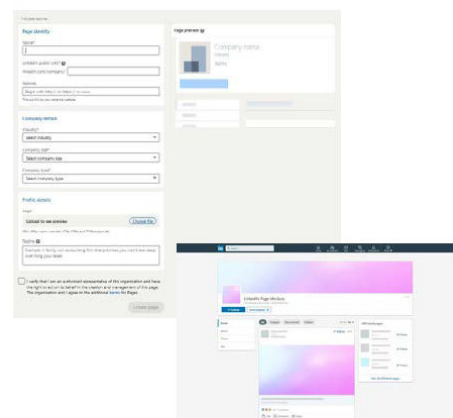
**Focus: Business contacts, industrial interaction, Employer Branding, B2B**  
**Target audience: 25-54 year olds, rather male (57%) than female, international**

### Company Page on LinkedIn

- Includes all the relevant information about the organisation on the About Page, profile image, links to the organisation's website, imprint
- Page can be linked to other channels, such as Twitter or Blogs, in order to increase the organisation's reach
- LinkedIn has an ads function (for targeting), dedicated groups for specific topics, article function, SlideShare connection, new Stories function; deep analytics (see locations, company size, area of business, etc. of your followers and visitors)
- Usage: Update your community with news, announcements, job postings, relevant (media) articles on a regular basis
- Connect with other company pages to increase your reach

Go to <https://www.linkedin.com/company/setup/new/> Fill in the required fields, such as:

- Name: EuroCC Country OR EuroCC Centre (max 50 characters)
  - Industry: e.g. IT and services
  - Company size
  - Company type
  - Location
- Press "Create page"
  - Create a tagline (short description) about your NCC (max. 120 characters)
  - Add your NCCs specialties (up to 20)
  - Add LinkedIn groups you want to feature
  - Manage languages for the page description (your country's language and English)



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## SOCIAL MEDIA GUIDELINES: LinkedIn Post Design

- **Golden rule: Keep style continuity**
- Posts with images (jpg, png), videos, or GIFs perform better than pure text posts.
- Image size: Max. 1 image per post;  
1200 x 1200 (desktop) 1200 x 628 (mobile) (see visual template)
- Video size: Any format except for MOV, AVI & Quicktime;  
file size between 75KB and 5GB; duration between 3 sec. and 10 min.;  
resolution range from 256x144 to 4096x2304; aspect ratio: 1:2.4 – 2.4:1
- Sources for images, videos, GIFs and their creation: [Unsplash](#), [Canva](#), [GIPHY](#), PowerPoint.

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## SOCIAL MEDIA GUIDELINES: LinkedIn Content creation & management

### Content creation tips & ideas

- Plan your content in the long run, but monitor the channel activities daily, react quickly.
- Decide on one language (English or NCC language).
- Use an engaging language, e.g. asking questions or include CTA, but mind your (more business-oriented) audience.
- Publish posts at least 1-2 per week. Schedule content ahead, e.g. with tools like [Hootsuite](#) and [Buffer](#) (max. 1-2 weeks ahead).
- For approval processes, a content calendar (e.g. Excel sheet) can be helpful, an example will be provided.

### Content management

- Plan your content in the long run, but monitor the channel activities daily, react quickly.
- Decide on one language (English or NCC language) but mind your (more business-oriented) audience.
- Publish posts at least 1-2 per week. Schedule content ahead, e.g. with tools like [Hootsuite](#), [Buffer](#) (max. 1-2 weeks ahead).
- For approval processes, a content calendar (e.g. Excel sheet) can be helpful, (see Content Calendar Template).

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## SOCIAL MEDIA GUIDELINES: Don't's and Do's

### DONT's

- Don't just post text on social media.
- Don't write neither too formal nor too sloppy.
- Don't just c&p from Twitter to LinkedIn/LI to TW.
- Don't use too many hashtags.
- Don't repost on LinkedIn.
- Don't like your own posts.

### DO's

- Do use images, videos or GIFs. Indicate the copyright.
- Avoid too much text on images and be creative.
- Mind your audience and adapt your language to it.
- Adapt your posts and language to the channel.
- Choose them wisely and tag relevant accounts in your posts.
- Better create your own posts on LinkedIn. Like post mentions.
- Retweet on Twitter and engage with your audience.
- Be careful using several accounts and always check before.

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*If you have any questions feel free to contact us!*

*Miriam Koch (koch@hirs.de) for general Questions - Sophia Honisch (honisch@hirs.de) Social Media - Sarah Walz (walz@hirs.de) Graphic Design*



## SOCIAL MEDIA GUIDELINES: LinkedIn Account Creation

*Go to [www.Linkedin.com](http://www.Linkedin.com) and sign up with Handle name*

- 1 Adjust your NCC's Page
- 2 Header image: jpg or png; 1128 by 191px
- 3 Profile image: jpg or png; 300 by 300px
- 4 Indicate your website (custom button)
- 5 Fill in the "About" page with your details (250-2000 characters)
- 6 Add your three most important Hashtags, e.g. #HPC

