carepath

Empowering public authorities and professionals towards trauma-informed leaving care support

COMMUNICATION MATERIALS

WP5 / A5.2 / D5.2.2

Co-funded by the European Union's Rights, Equality and Citizenship Programme (2014-2020)

Project information

Project acronym:	CarePath
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EU programme:	Rights, Equality and Citizenship Programme (2014-2020)
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1. Executive summary

This document is an outline of the outputs under the deliverable 5.2.2 (D5.2.2) 'Communication materials' within the work package 5 (WP5) 'Dissemination and Sustainability' of the CarePath Project (grant agreement No 785698), funded by the European Union's Rights, Equality and Citizenship Programme (2014-2020).

The aim of communication materials is to present the project and its results to an external audience. The variety of communication materials was necessitated by the need to effectively inform, communicate and engage with target audiences defined in the deliverable 5.1.2. Communication and Sustainability Plan.

In line with D 5.1.2, CarePath communication materials include:

- project logo and other components of visual identity;
- traditional electronic printed materials (project flyer, brochure, banner, etc)
- web resources.

The initial set of communication materials will be reviewed and updated in M7 (March 2019) to ensure that the deliverable remains relevant and evolves with the project.

2. Project visual identity

Project visual identity was developed in M2 as part of D5.2.2. Communication materials. It included:

- project logo;
- letterhead;
- cover page;
- Word document and
- PowerPoint presentation templates.

Furthermore, Visual Identity Guidelines, developed as part of the identity set, explained the rules how to use the CarePath brand (i.e. logo, fonts and colours) clearly and consistently throughout all project-related communication.

2.1. Project logo

The CarePath logo was created as the visual means to identify and represent the project. It was selected by the majority of project partners in a voting poll to choose the final design. Its concept combined the ideas of a path, a road, a child who is reaching out for the stars and had a symbolic meaning of a child's journey to the future, their successful transition on the way to independent living after they leave care with professional support.

This motif was developed as the core to a distinctive and engaging visual system, used across all communications within the project. The logo consists of an icon and typography and should appear on all project-related materials such as letterhead, newsletters, stationery, banners, website etc.

To give greater flexibility and to enable the use of logo in darker palette colours or on lighter coloured backgrounds, a secondary version of the logo was introduced. When a limited number of colours is available, the monochrome version of a logo is used.

Figure 1. Primary logo

Figure 2. Secondary logo

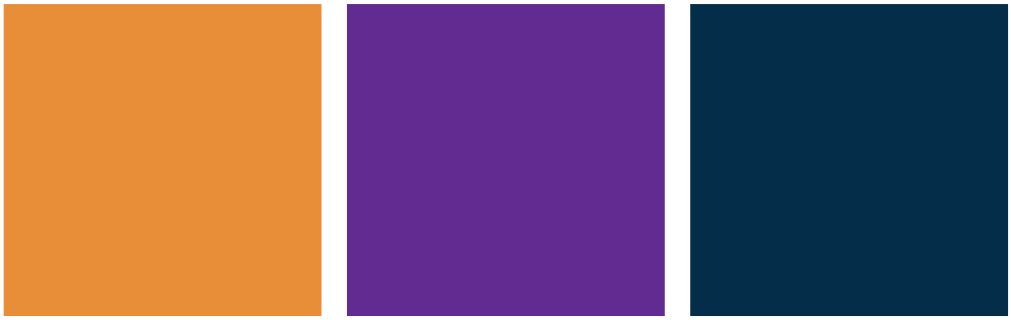
Figure 3. Monochrome logo

The chosen logo for the project is simple, memorable, versatile and appropriate for the project subject.

The "Co-funded by the European Union's Equality, Rights and Citizenship Programme (2014-2020)" logo is always used jointly with the project logo, to inform that the project uses EU funding. All versions of the logos are accessible to project partners on project's shared drive (intranet).

Primary colour palette includes the main colours used in the CarePath branding.

Primary palette



HEX	#e88e3e	HEX	#662d91	HEX	#052e4c
RGB	232 142 62	RGB	102 45 145	RGB	5 46 76
HSV	28 73 91	HSV	274 69 57	HSV	205 93 30
CMYK	0 39 73 9	CMYK	30 69 0 43	CMYK	93 39 0 70

Secondary palette uses supporting colours to complement the main colours in general layout and design.

Secondary palette

HEX	#a24595	HEX	#00a7ba	HEX	#0072bb	HEX	#bbbdf6
RGB	162 69 149	RGB	0 167 186	RGB	0 114 187	RGB	187 189 246
HSV	308 57 64	HSV	186 100 73	HSV	203 100 73	HSV	238 24 96
CMYK	0 57 8 36	CMYK	100 10 0 27	CMYK	100 39 0 27	CMYK	24 23 0 4

Secondary colours are mainly meant to be used in the deliverables of the Work Packages. This is to differentiate various deliverables and outputs associated with specific work package through the use of a certain colour assigned to a work package. For example, complementary use of secondary palette is shown on the figure below, where orange is used in project materials within WP1, magenta within WP2, turquoise in WP3, blue in WP4 and lilac in WP5.

The "Co-funded by the European Union's Equality, Rights and Citizenship Programme (2014-2020)" logo is always used jointly with the project logo, to inform that the project uses EU funding.

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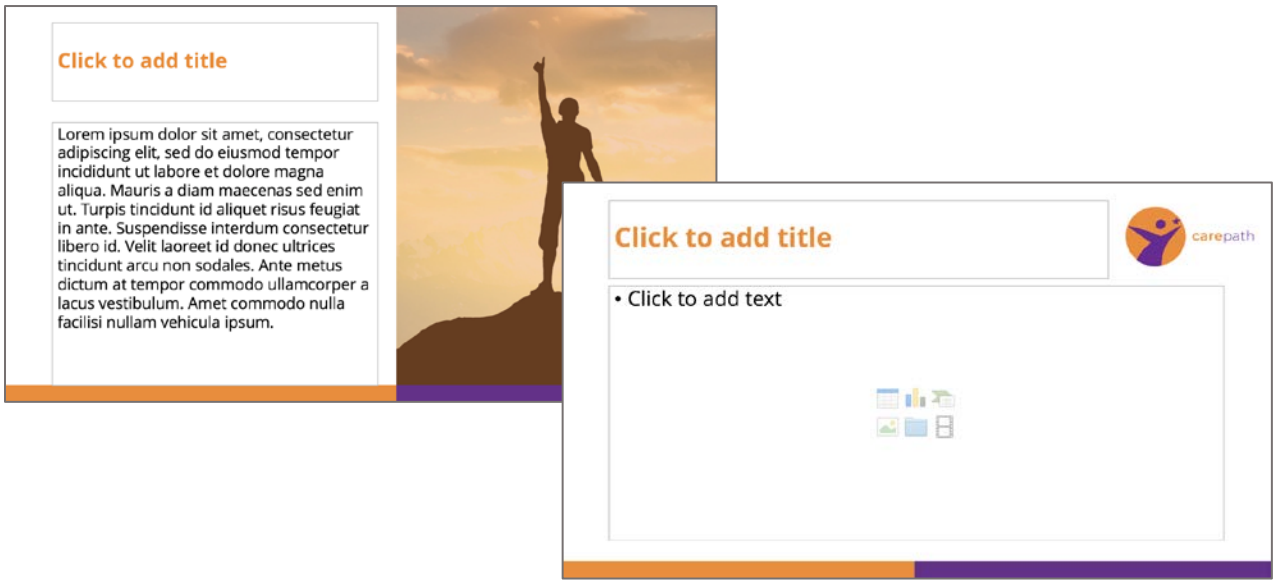
will be used in all communication materials under the CarePath project.

2.2 Letterhead

To facilitate the project management and to strengthen project's brand, a set of unified templates has been developed to be used in all project deliverables as well as communication and dissemination activities.

2.3 Word document template

2.4 PowerPoint presentation template



3. Printed materials

Traditional electronic printed materials will contribute to providing a more permanent record of project work and findings. These include: project flyers, project brochures, banners, project final report and policy recommendations.

3.1 Project flyer and brochure

At the start of the project, an informative *project flyer* providing overall information about the project has been compiled and distributed among the partners. It outlines a summary of project background, structure, objectives and organisations participating in the project. By the time of the first update and revision of this deliverable, the flyer will be available in all consortium languages and will act as the major dissemination material during meetings, infodays, round tables, workshops and other awareness events.

The flyer has been designed in two formats: A4 (210 x 297 mm) and DL (210 x 297 mm), to enable office as well as professional print and to ensure efficient use of project resources.

Project flyer: A4 format

Project flyer: DL format

One more *project brochure* will be prepared towards the end of the project and in view of the final conference. The brochure will present core results and deliverables that will be reached by the project. The brochure will be available in each national language of the consortium so that it can be used for the dissemination of project outcomes at national level beyond the project duration.

3.2 Project banner

A roll-up banner will be designed and used at the events that CarePath will either organise or contribute to. The banner will serve both communication and dissemination purposes. As with all printed materials within the project, the banner will display the CarePath logo, logos of all project partners, website address and EU funding acknowledgement.

Project partners will translate textual information displayed on the banner in their national languages and customise the template with support of the WP5 lead.

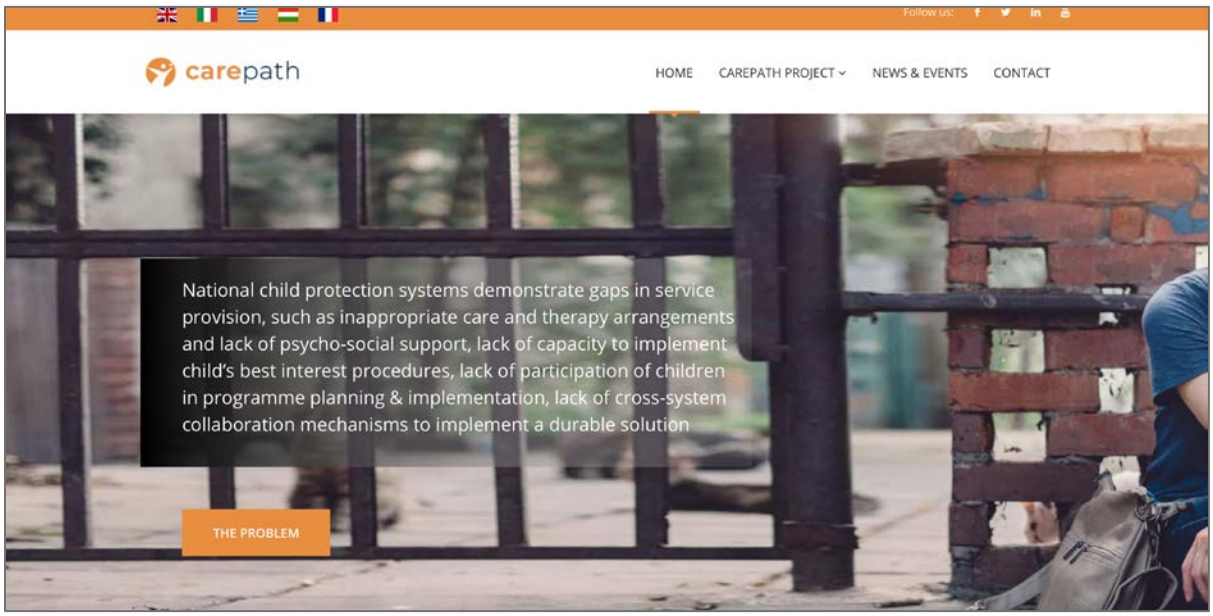
3.3 Project final report and policy recommendations

Project final report will present the results of the project, summarise transferable good practises and promote trauma-informed mechanism for leaving care and integrated aftercare support.

Based on the evidence collected in A2.1, A2.2 and A2.3, and the good practices identified in A2.4, CarePath will develop recommendations for improving policies and child protection systems regarding trauma informed aftercare and leaving care support of children in EU countries. This will include new policy measures needed for supporting traumatised children leaving care, specialised training of professionals working with children in partners' areas, bodies to be involved to cases handling, and integrated child protection and development mechanisms. The document will play a crucial role in ensuring successful mainstreaming and exploitation of project results and will predominantly target public authorities, municipalities and bodies responsible for the protection of children in each participating country.

4. Project website

The CarePath website was launched on 31 July 2018 under the domain name www.carepath-project.eu. It is the main online communication channel of the CarePath project. It aims at spreading information about the CarePath project, its activities and results.



The website is available in English language and has been further translated in Italian, Hungarian, Greek and French languages. It includes project description specifying main project objectives, activities and expected results. It also details public deliverables and type and number of persons benefiting from the project. In the course of the project, it will be populated with news, links to the CarePath MOOC and the CarePath service provision mechanism. All deliverables marked as public will be made available as downloads on the project website after they been approved by the Commission. The website has social media connections (Facebook, Twitter, LinkedIn, YouTube) and contact details of the coordinator. It mentions the European Union's financial support and corresponds with EU-funding visibility requirements, including relevant logo and disclaimer.

The CarePath website will be continuously updated during the project implementation and will be maintained after the project's end. Further description of the CarePath website can be found in *D5.2.1. "Web resources" report*.