



Democratising
jUst
Sustainability
Transitions

Deliverable 6.2 : Communication package: project website, social media channels, and visual identity kit

DUST : Work Package 6 , Task 6.2

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Abbreviation list

Term	Description
BW	Black and White
WP	Work Package
GA	Grant Agreement
M#	Project Month #

Executive Summary

This deliverable is part of task 6.2 External Communication: project identity, website and social media, within Work Package 6 on Dissemination, communication and exploitation. The report provides an overview of DUST Communication Package and the work performed during the first two months of the project to deliver DUST Visual Identity, DUST Website and DUST social media accounts. The deliverable provides rationale for design decisions in the delivery of the project identity, website and social media relating to key components of the DUST communication strategy, which will be set out in D6.1.

1. Introduction

Defining and establishing a project's external communication branding and tools is a key activity to develop communication and dissemination activities. Consistent guidelines allow the project to be presented in a more structured and recognisable way by all partners. For the DUST project, developing a visual identity that is in line with the scope and ambition of the project is an important step. The nature of the project, in considering proactive and strategic citizen participation, generates a need for external communication that is sensitive to the form of least engaged communities and able to adapt to developments in the project.

The identity for the DUST project was developed by the ISOCARP Institute in collaboration with other partners. Following the Grant Agreement, within Work Package 6 “*Dissemination, communication and exploitation*”, Task 6.2 “*External Communication: project identity, website and social media*” notably involves:

- the development of a visual identity (logo, colours, style elements) as well as default templates for Word, PowerPoint and a set of template texts;
- the development of a project website in the language of all partners to provide key information on the project and its outputs to diverse target audiences;
- setting up social media channels including: Twitter, LinkedIn and Facebook, each catering to a different audience and serving different purposes.

These activities are delivered in M2 and form Deliverable 6.2 “*Communication package: project website, social media channels, and visual identity kit*”. This deliverable is therefore intended to provide an overview of the three activities, explaining the reasoning behind the visual identity the structure, content and organisation of the website and its future development, and the created social media accounts and their connection with the website.

Section 2 of this deliverable defines the visual identity developed for DUST, outlining the approach taken to develop key visual elements. Section 3 details the development of DUST website, detailing the structure and content. Section 4 presents the different social media channels that were opened for the project, highlighting their targeted use.

2. Visual Identity

This section defines the visual identity developed for DUST, in which the values and vision of project communication are expressed through visual material. The approach to the design of the visual identity (2.1) informs the development of different visual elements. Specifically, a series of project logos (2.2), a colour scheme (2.3), typography (2.3), graphics (2.4), and templates and standard texts (2.5).

2.1. Our Approach

The DUST project aims to develop new participatory instruments in sustainability transitions that enhance citizen participation and trust in democratic governance. It seeks to recognise the voices of least-engaged communities, focusing on structurally weak regions that are dependent on energy-intensive industries and that will be most affected by sustainability transitions. The objective is to support the delivery of place-based policies for just sustainability transitions that enhance citizen participation and trust in democratic governance, especially among the least engaged communities.

Following 8 initial case-studies, the project takes a place-based approach, relying strongly on engagement experiments in 4 of the case-study regions and working closely with communities. Case study regions are located in Bulgaria, Germany, the Netherlands, Poland and Sweden. The identity of the project should align with the aim of amplifying the voices of least-engaged communities, rooting itself in visual forms that represent the distinct characters of different communities and lend themselves to a fluid process of adding and editing elements. To do so in an authentic way, the identity has been designed with space in mind. This refers to both the idea of translating results from regional spaces, and leaving space to reflect the narratives and illustrations from interactions with involved communities. This approach also maintains that visual material is easily comprehended and focuses on central messages. Over the course of the project we will seek to add to this space with visuals and multi-media storytelling co-produced by partners. The use of shapes and colour should also reflect the dynamic nature of the project, expressing ideas of fluidity and softness.

2.1.1. Our Values

The design of DUST's visual identity is guided by the values of the project. To outline the approach to visual material design, the word cloud in Figure 1 below expresses the principles by which the identity was designed.



Figure 1: Project Values Word Cloud

2.1.2. Our Vision

In the amalgamation of the values expressed above, the vision defined for external communication in DUST revolves around fluid, bright and spacious expression. Based on early inspiration, drawn from community-based art and design, we aim for an identity where shapes are used in fluctuating, hand-drawn styles while maintaining sharpness and clarity. Soft colour is envisioned to emphasise key elements in designs and used sparsely. Other visual elements are minimalist in the use of design elements and focus on clearly relaying messages through emotive forms.

2.2. Logos

The design of a logo for the project is a core element. It represents the first point of contact for those interacting with the project and should express the nature of the project clearly and attractively. The DUST logo was therefore designed considering the approach outlined above (2.1) and in collaboration with other project partners.

Three logo designs have been made and approved by project partners, displayed below. The first two show horizontal (Figure 2) and vertical (Figure 3) variants of the main logo for primary uses. The third shows a simplified version (Figure 4) for secondary uses, recommended in specific contexts.

**Main logo
(horizontal):**



Figure 2: DUST Logo Horizontal

**Main logo
(vertical):**



Figure 3: DUST Logo Vertical

Simple version:



Figure 4: DUST Logo Simple

Black and white variants of all three types have also been made for tertiary uses, in specific contexts only. These can be seen below, in horizontal (Figure 5), vertical (Figure 6) and simplified (Figure 7) formats.

**BW logo
(horizontal):**



Figure 5: DUST Logo BW Horizontal

**BW logo
(vertical):**



Figure 6: DUST Logo BW Vertical

**Simple BW
version:**



Figure 7: DUST Logo BW Simple

2.2.1. Correct use of the logo

Due to the design and format of the logo, it is important that it is used correctly. Multiple file formats are provided (svg and png) to facilitate the varying uses of the logo throughout the project. The different file formats also allow for the logo to be resized to correct dimensions without distorting the image or losing quality. Still, this is only possible if the files are used in a

correct manner. To adequately inform project partners of the correct logo usages, an identity guideline document was created and shared internally with all partners. This guideline document provides detailed instructions on the use of logos and other visual elements.

2.3. Colours

The colours are a crucial element of the visual identity, and they need to be consistent with the logo. The use of colour in the DUST project is designed to be subtle, using soft accents to highlight key information while retaining an approachable and fluid feel to produced material. The colour palette displaying the range of acceptable colours is presented in Figure 8 below.

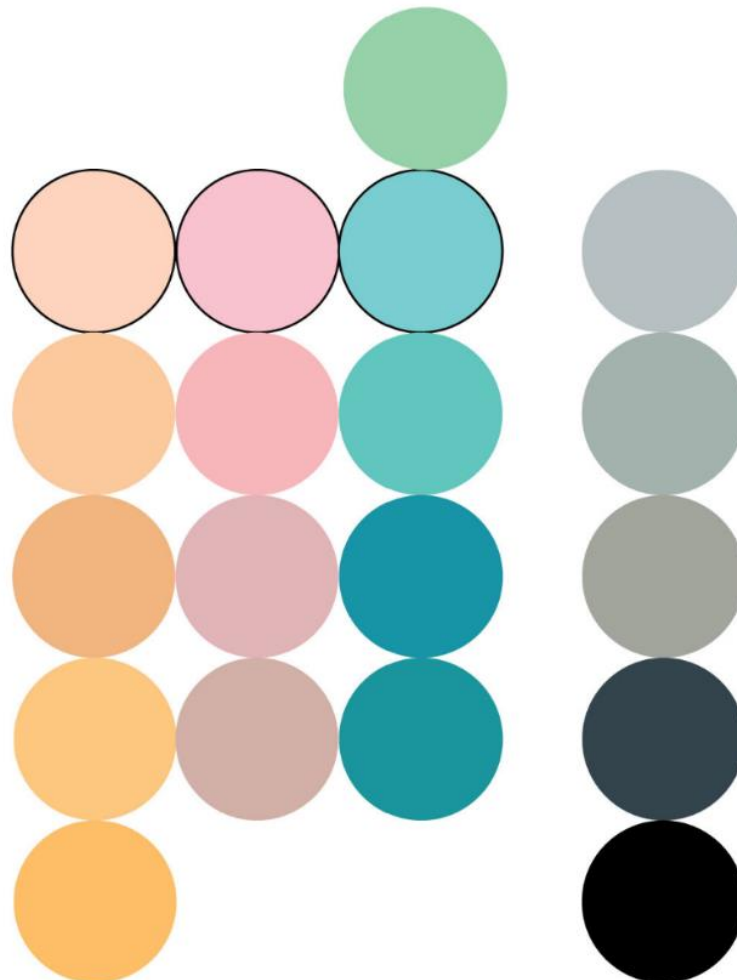


Figure 8: DUST Project Colour Palette

Three colours in the above scheme (Figure 8) are highlighted with a black outline. These colours are the primary colours to be used in the project, presented below. The blue (Figure 9) and pink (Figure 10) colours are used as accents, highlighting key pieces of information. The yellow colour (Figure 11) is used for backgrounds and fills.

Colour 1: **#7ACED1** (Accent 1, Highlight)



RGB	122	206	209
HSL	0.51	0.49	0.65
HSV	182°	42°	82°
CMYK	0.42	0.01	0.00 0.18
XYZ	41.6060	52.8836	68.3363
Yxy	52.8836	0.2555	0.3248
Hunter Lab	72.7211	-25.1366	-4.8103
CIE-Lab	77.8062	-24.6938	-9.5006

Figure 9: Primary Colour 1 (blue)

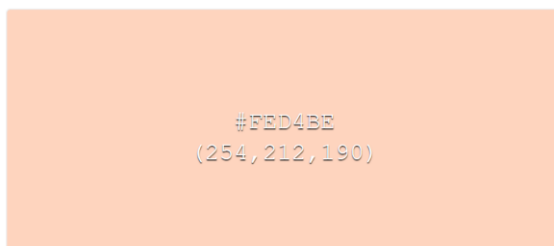
Colour 2: **#F8C3CF** (Accent 2, Highlight)



RGB	248	195	207
HSL	0.96	0.79	0.87
HSV	346°	21°	97°
CMYK	0.00	0.21	0.17 0.03
XYZ	69.4890	63.4917	67.6241
Yxy	63.4917	0.3464	0.3165
Hunter Lab	79.6817	16.2238	5.4590
CIE-Lab	83.7004	20.6888	1.2587

Figure 10: Primary Colour 2 (pink)

Colour 3: **#FED4BE** (Backgrounds, Fill)



RGB	254	212	190
HSL	0.06	0.97	0.87
HSV	21°	25°	100°
CMYK	0.00	0.17	0.25 0.00
XYZ	73.7108	71.8755	58.7036
Yxy	71.8755	0.3608	0.3518
Hunter Lab	84.7794	6.8314	18.2916
CIE-Lab	87.9086	11.4932	16.3739

Figure 11: Primary Colour 3 (yellow)

2.4. Typography

The selected fonts for the project amplify curvature and lightness, while maintaining sharpness. This is deemed to be in keeping with the identity of the DUST project. To ensure that project partners are able to use fonts easily, both are selected to be free to use. Fonts are pre-loaded into templates and download files made available for partners.

2.4.1. Title font

The font used for all titles in the DUST project is **Hezaedrus Light**. Main titles are made bold, with secondary titles using the regular version of Hezaedrus Light. Accepted variants of the font are displayed in Figure 12 below.

Hezaedrus Light Regular

DUST: Example Title

Hezaedrus Light Italic

DUST: Example Title

Hezaedrus Light Bold

DUST: Example Title

Figure 12: Hezaedrus Light Font Variants

2.4.1.1. Secondary font

The secondary font used for all body text in the DUST project is **Bierstadt**. Accepted variants of the font are displayed in Figure 13 below.

Bierstadt Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut
labore et dolore magna aliqua

Bierstadt Italic

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut
labore et dolore magna aliqua*

Bierstadt Bold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua**

Figure 13: Bierstadt Font Variants

2.5. Graphics

To provide early material for communication activities in the project, a number of graphics are designed according to the identity approach (2.1). These graphics serve to illustrate key aspects of the project, within the designed identity. Table 1 below describes these first designed graphics.

Table 1: DUST Graphics Overview

Graphic Title	Description
Map of Project Regions	European map (cropped) displaying the outlines of all 8 project regions. Map borders in project style with fill colours according to identity colour scheme.
Outlines of 8 project regions	Individual icon outlines of 8 regions, cut from map. Outlines are of individual regions, bold and able to be added to (text, images). ‘Dust particles’ surround outlines, as if forming borders.
Project Graphic (3 modules)	Graphic representing the 3 main components of the project: novel participatory instruments, citizen engagement, and sustainability transitions. 3 separate icons representing each of these elements exist independently. Icons are in project style and use colour scheme colours. 1 main graphic combines 3 icons as project graphic, with consistent colouring.
Project Identity Flyer Sketch	Large graphic in project style designed to fill a whole page, for use on a flyer. Sufficient space around graphic is provided for text to be added.
Project Icons	Set of basic icons representing range of project elements, in project style and black and white (able to be coloured). Icons: Children, Adults, Old people, Women, Men, City, Workers, Construction, Factories, School, Household, Ideas, Discussion, Conflict, Emotion, Learning, Democracy, Change, Nature, Future, Environmental Care, Energy, Pollution, Phone, Computer, Digital.

The graphics describes in Table 1 above are available on DUST Teams. To demonstrate the style and scope of these graphics, examples of the *Map of Project Regions* and the *Project Graphic* are presented below in Figure 14 and Figure 15.

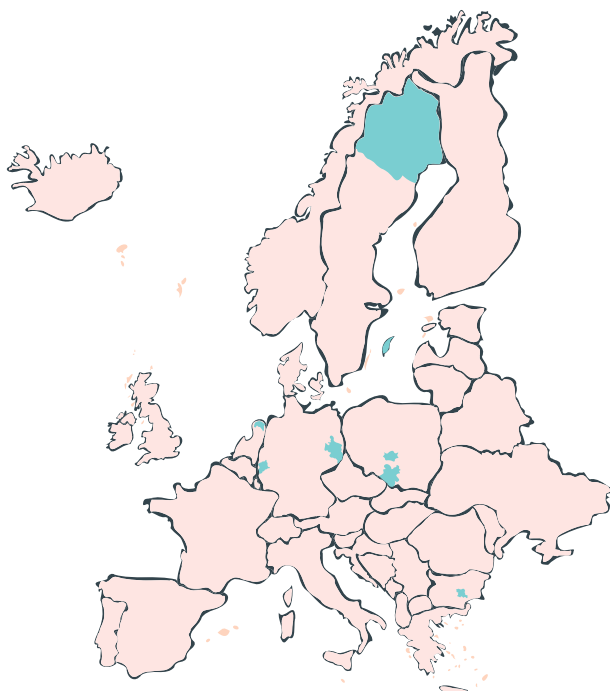


Figure 14: Map of Project Regions Graphic

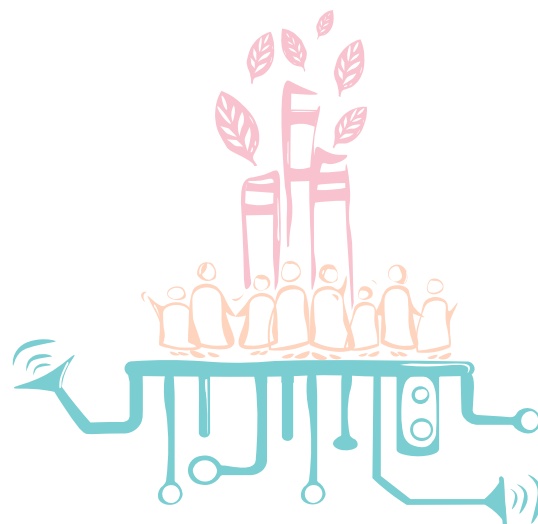


Figure 15: Project Graphic

2.6. Templates & Texts

To ensure consistency in produced material throughout the project, several templates for documentation have been made. These templates have been stylised according to the project identity and maintain ideas of making space, using the project colours to highlight key information in subtle ways. For the launch of the project, standard texts have also been written, in collaboration with relevant project partners. These texts provide homogenised project information for external communication.

2.6.1. Templates

The templates developed for the project include; a template for project deliverables, a template for internal reports, a Word template for general documentation, and a Power Point presentation. All the templates are consistent with the core visual identity indications (logo, colour palette and typography). All templates are made accessible to project partners and instructions for use are provided in the internal identity guidelines.

Templates for deliverable reports and internal reports have been made to maintain a professional feel, while using design elements and small accents of colour to highlight important information. These templates also include all required document information, with aspects to be filled marked with **X**'s. Styles are set for headings and body text according to the project fonts.

A PowerPoint template for presentations has been made using Master Slides and is made available to partners. This template uses the same design elements as with reports, maintaining the subtle identity of the project and providing sufficient space for additional material to be added. Required information for presentations can be found in the template, with information to be filled marked with **X**'s.

A few months into the project, additional templates will be developed for specific project outputs that will need to adhere to DUST identity while also having strong visual appeal for dissemination purpose. These will target: In-Design for Policy Briefs, flash cards for social media content, etc.

2.6.2. Standard texts

The partners of WP6 have created standard texts that can be used by all the project partners, increasing the consistency and quality of communication and dissemination activities. Standard texts are drafted to present the project and the vision of DUST and introduce each case-study region. They focus on the concept, objectives and approach of the project, also outlining key information for case-study regions. Standard texts attempt to present the project in an understandable way, using language that is suitable for externally facing material.

Standard texts are reviewed by project partners and updated with new information as it is developed. Such texts are to be used primarily for the project website and communication material around the launch. As the project progresses, standard texts will be updated to match adjustments made and to highlight emergent findings. This is to maintain consistent and up-to-date information on project content and to facilitate efficient communications outputs.

3. Project website

The website for DUST acts as a first point of contact for externals to engage with the project, both for general audiences and specific target groups. It is a key activity in WP6 and is developed in collaboration with project partners, to ensure the design and content are mutually agreed.

The website combines general information about the project, its scope and activities, with consistently updated information on project outputs and action in case-study regions. It is designed and built in a user-friendly way, essential but exhaustive, simple but professional at the same time. At the time of launch, the website acts as a key space for progress updates and news posts to be communicated externally. WP6 has strategically decided to implement first the website, and at a later stage, to release material through social media accounts (Facebook, Twitter, LinkedIn and Instagram) more actively. The rationale behind this decision is to provide social media users with a solid anchor to the project and link early communication activities to a tangible virtual place.

As per the GA, the website is to be up and running starting from M3 (April 2023); metrics and reporting are also to start at the same date with the objective of evaluating monthly performances and user growth. In this regard, the website is linked to Google Analytics.

3.1. Website Structure

The website of a project such as DUST cannot be conceived as a static object; it has to be a dynamic tool, that can adapt to the different phase of project implementation. For M3, the goal is to have an operative website which introduces the project in the most effective way, stimulating interest and curiosity, attracting visitors and fostering networking and contacts.

The GA stipulates: “By month 2 a website, in the language of all partners, will be online, providing key information on the project and its outputs to diverse target audiences. The website will be continuously updated over the course of the project.”

As such, the website is built according to the following principles:

- User-friendly layout with an emphasis on storytelling: fresh, clear design, essential structure, easy to navigate.
- Consistent design: the website follows the design of the project logo (fonts and colour palette), and it is consistent through all the internal pages.
- Flexibility: the structure of the website is intended to be as flexible as possible, and to be built incrementally in parallel with the development of the project.

To meet the above principles, the structure of the website was considered in how it guides visitors through project information. The structure as presented below was opted for due to the simplicity of navigation. The headings and page ordering draws on normal experiences of web navigation, therefore allowing the content on pages to take centre stage.

The website structure is articulated around the following:

- A landing page “Home”
- About
- Case-Study Regions

- News
- Contact

Note that an extra tab RESOURCES will be created in the first website update due in M12 of the project, under which approved Deliverables and other outputs and results will be collected.

3.2. Website Content

The content of the website is designed to highlight the scope and approach of the project, detail content-based news and provide consistent updates on action in case-study regions. The case-study regions are a central focus on the website, being the real world backbone to the project. This allows for important learnings from interactions with the least-engage communities to take centre stage in external communication.

The website can be accessed under this URL : <http://dustproject.eu/>

3.2.1. Home Page

The homepage is designed following the principles of standard website homepages. It includes a header with the logo and the navigation menu, a cover image with a main title (Figure 16), a series of items which link to the internal pages, a news module, and an informative footer with contacts. The homepage also contains a custom-made animated module that displays the case-study regions and brief descriptions of the regions (Figure 17). This interactive component is designed to immediately bring viewers into the focus on case-study regions.

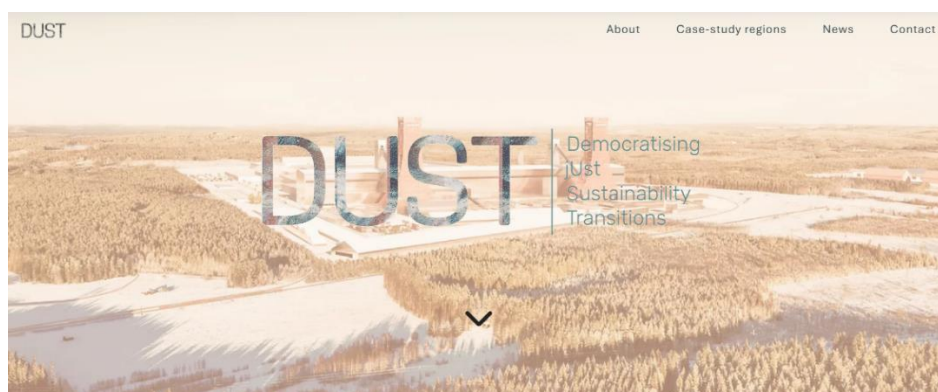


Figure 16: DUST Website Landing Page

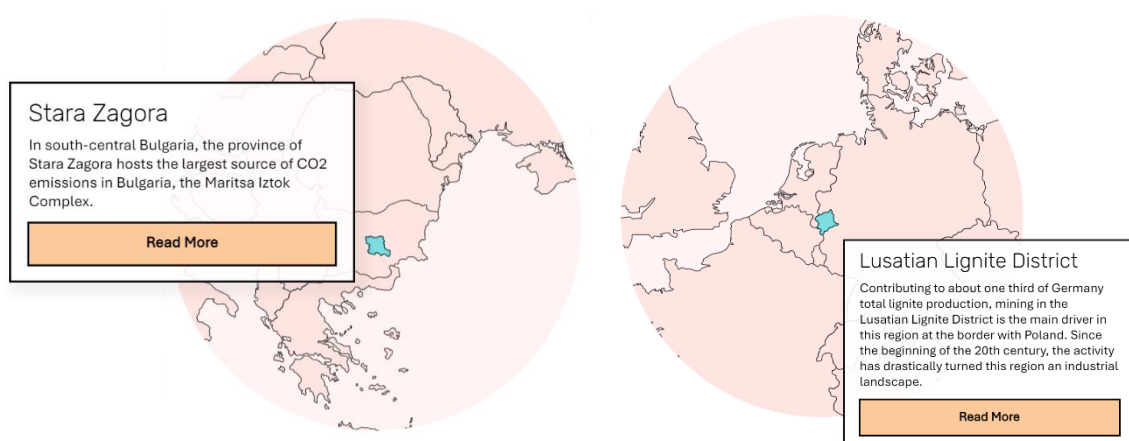


Figure 17: DUST Website CS Region Animation

3.2.2. About

This page describes the project, presenting in a concise but exhaustive way its vision, objectives and the expected impacts of the project. The About page is filled with standard texts and accompanying graphics, to present the key aspects of the project, as shown in Figure 18 below.

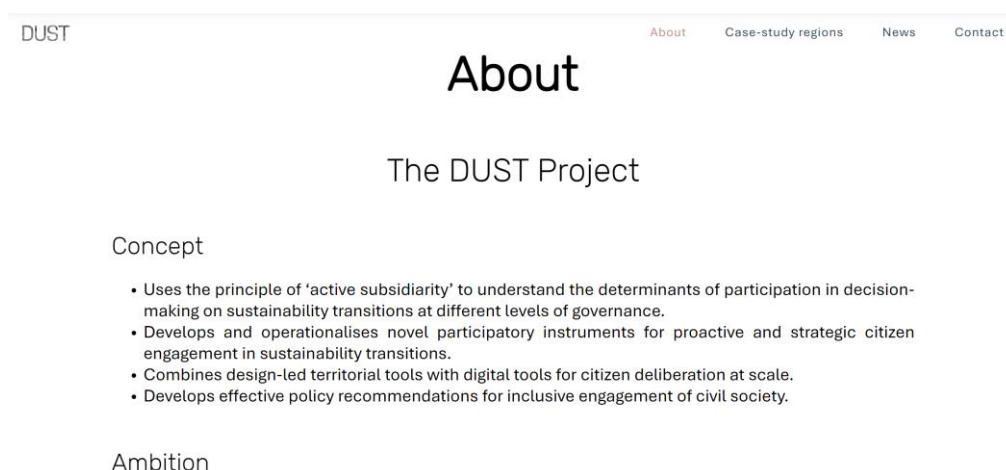


Figure 18: DUST Website About Page

Case-Study Regions

The 8 pages for Case-Study Regions are designed to display important updates and information from each region, as the project progresses. The headers on each page display images and names of the regions. Each page is then made up of a scrolling module where updates from each region will be displayed, shown in Figure 19. Using complimentary animation, visitors are guided through the timeline of updates for each Case-Study Region. As the project progresses, information displayed on these pages will reflect the different involvements of case-study regions, in particular highlighting the four regions where experiments will occur.

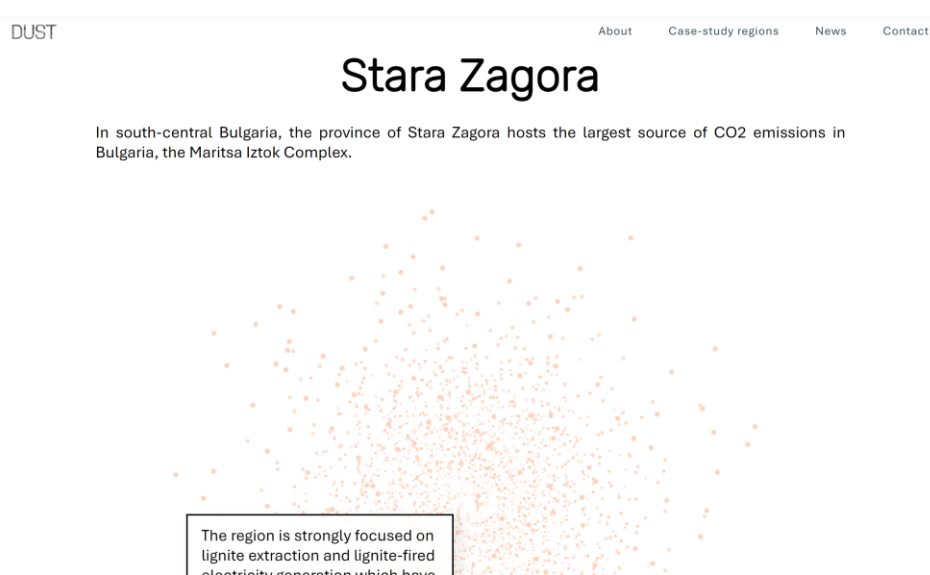


Figure 19: DUST Website Case-Study Page Example

3.2.3. News

Under the 'News' page, all news items posted on the website are available, starting from the latest entry. News items are tagged with different categories. Figure 20 below shows the rough structure of the news page, with placeholders due to be updated with updates pertaining to the launch of the project.

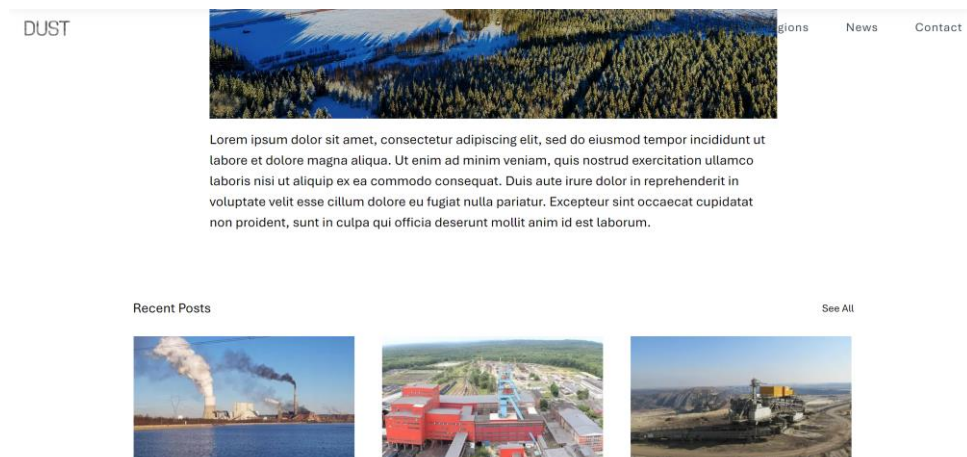


Figure 20: DUST Website News Page

Contact

The 'Contact' page is designed to be as straightforward as possible and to facilitate easy contact with DUST partners. For this reason, a simple and essential form is created where users can send an email to the project mail address: contact@dustproject.eu, as shown in Figure 21.

Figure 21: DUST Website Contact Page

4. Social media channels

Social media presence is an essential tool for the communication and dissemination, and as such it is of a strategic importance in the Communication and Dissemination Plan (D6.1), not only for WP6 activities but for all of DUST. This section outlines the social media presence of the DUST project on four platforms: Facebook, Twitter, LinkedIn, and Instagram. A YouTube profile and channel has also been created and will be used to host videos created during the projects.

4.1.1. Facebook

While this social media has been losing many of its users in the past years, it is still a very powerful tool to reach audiences targeted at a local level. Content posted on DUST Facebook profile will mostly be linked with activities happening in the case-study regions, especially during the RFFL. Tagging local partners in posts and ensuring they reshare DUST' content when relevant is crucial to reach the correct audience(s).

Link to DUST Facebook page: <https://www.facebook.com/profile.php?id=100090265956539>

4.1.2. Twitter

Content posted on Twitter needs to be short and to the point due to its character limitation and the virtually infinite number of tweets posted every days. DUST should insert itself in existing discussion spaces, using relevant hashtags and engaging with existing accounts posting content related to the project.

Link to DUST Twitter page: https://twitter.com/DUST_EU

4.1.3. LinkedIn

As a medium mostly geared towards professionals, LinkedIn will primarily be used to disseminate more technical outputs, as well as policy briefs. This medium will be used for updates pertaining to the academic side of DUST, as well as to share updates and links to news posts.

Link to DUST LinkedIn page: <https://www.linkedin.com/company/92925900>

4.1.4. Instagram

Considering the more visual nature of Instagram as a medium, this will primarily be used as DUST "art account": visual material produced throughout the project will be featured on the Instagram page @dustproject.eu

Link to DUST Instagram page: <https://www.instagram.com/dustproject.eu/>

5. Conclusion

Deliverable 6.2: *Communication package: project website, social media channels, and visual identity kit* outlines the design and delivery of the project identity for DUST. The contents of this deliverable serve to explain the rationale behind the identity design, in pursuit of fluid, bright and spacious expression of project information. D6.2 fulfils the requirements of the GA by providing a consistent way forward for DUST project partners to:

- follow a common visual identity that is consistent with the project's narrative
- communicate the project's progress and result on a dedicated website
- disseminate specific information to targeted audience via different social media channels

This deliverable is therefore a key step to develop and implement the effective communication and engagement strategy of the DUST project. It will be followed by a Communication and Dissemination Strategy (D6.1) by the end of M3.