



WP7 Dissemination, Exploitation and Training

D7.2

**Project branding, website and
communication kit**

Due date

M6



The IMPRESS project has received funding from HORIZON EUROPE framework program for research and innovation under grant agreement n. 101094299.

PROJECT DETAILS

PROJECT ACRONYM

IMPRESS

GRANT AGREEMENT NO:

101094299

START DATE

01/02/2023

Project title

Interoperable electron Microscopy Platform for advanced REsearch and Services

Funding Scheme

HORIZON Research and Innovation Actions

WORK PACKAGE DETAILS

WORK PACKAGE ID

WP7

WORK PACKAGE TITLE

Dissemination, Exploitation and Training

WORK PACKAGE LEADER

Promoscience

DELIVERABLE DETAILS

DELIVERABLE ID

D7.2

DELIVERABLE TITLE

Project branding, website and communication kit

DELIVERABLE DESCRIPTION

The present deliverable describes the communication tools developed within Task 7.2, namely IMPRESS' visual identity, website and communication kit. These items have been designed and developed to meet, unify and harmonise internal and external communication needs of the IMPRESS project.

The communication kit includes a standardised "corporate" presentation, leaflet, poster and roll-up. In addition, multimedia resources such as videos and interviews have been devised to translate the project's aims into easy-to-understand visual solutions.

DUE DATE

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PERSON RESPONSIBLE FOR THE DELIVERABLE

Brancaleon Riccardo (WP Leader)

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TABLE OF ACRONYMS

EOSC	European Open Science Cloud
EU	European Union
OMC	Open Market Consultation
PCP	Pre Commercial Procurement
RI	Research Infrastructure
SME	Small and Medium-sized Enterprises
TEM	Transmission Electron Microscopy

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1. Introduction

The present deliverable D7.2 “Project branding, website and communication kit” is the second in a series of deliverables of Work Package 7 “Dissemination, Exploitation and Training” of the IMPRESS Project.

This deliverable presents an overview of the communication tools created as part of Task 7.2 of the IMPRESS project. It focuses on the development of IMPRESS’ visual identity, website, and communication kit, which have been meticulously designed and implemented to fulfill and harmonise the diverse communication requirements of the IMPRESS project.

The communication kit includes a standardized “corporate” presentation, a captivating leaflet, an attention-grabbing poster and a dynamic roll-up, all working together cohesively to convey the essence of the IMPRESS initiative. In addition, a diverse set of multimedia resources have been created, comprising videos, interviews, infographics and carousels. All these engaging visual elements help to convey complex ideas with ease, and serve as the bridge between the project’s objectives and a lucid, user-friendly understanding among diverse stakeholders.

1.1 Project summary

IMPRESS (Interoperable electron Microscopy Platform for advanced REsearch and Services) is a project aimed at revolutionizing the utilization of Transmission Electron Microscopy (TEM) by both new and established scientific communities. The project seeks to expand the horizon of TEM to innovative arrangements by developing a new generation of instrumentation, methods and tools conceived at the highest level of open standards and interoperability.

The project’s main focus is the development of a standardized cartridge-based platform for TEM, which promotes interoperability through the development of modular components that can be readily customized by users from different scientific communities. The novel solutions will be co-developed in collaboration with innovative companies through a Pre-Commercial procurement (PCP) process.

Additionally, the project involves the development of electron sources with enhanced beam properties and electron optical performance, optics and detectors for advanced imaging and spectroscopy, sample environments for in situ/operando experiments with multiple stimuli and software based on AI for simulation capabilities and automation of experiments. These advancements will be seamlessly integrated with the new cartridge-based platform, making them accessible to all users.

Furthermore, the project will establish an open knowledge and innovation hub for TEM, called FAIRcube. The hub will manage and share information and data in an accessible repository based on FAIR principles and aligned with the European Open Science Cloud (EOSC) ecosystem. FAIRcube will provide a dynamic space to enhance collaboration between developers, experienced researchers and newcomers, driving innovation and paving the way for future advancements in electron microscopy.

1.2 Work Package 7

The objectives of Work Package 7 (WP7) “Dissemination, Exploitation and Training” encompass various communication and dissemination activities aimed at promoting the IMPRESS project and ensuring widespread awareness of its ideas, activities and outcomes. This includes disseminating project outputs to a diverse range of stakeholders such as research infrastructures (RIs), TEM owners, companies and user communities who may be interested in leveraging the results of IMPRESS for long-term impact.

The primary goals of WP7 are as follows:

1. **Communication:** Effectively communicate the project’s concepts, activities, and achievements to different audiences, raising awareness of IMPRESS and its goals.
2. **Dissemination:** Widely distribute the project’s output to a broad array of stakeholders, including RIs, TEM owners, companies, and user communities. This dissemination aims to facilitate the realization of long-term impacts and foster engagement with the results of the IMPRESS project.
3. **Identification of exploitable results:** Identify and highlight results from the project that have the potential for commercial exploitation or the development of innovative solutions for RIs. This includes recognizing opportunities for translating project outcomes into practical applications.
4. **Support for innovative solutions:** Provide support and assistance for the development of innovative solutions specifically tailored to meet the needs of RIs. This involves fostering collaboration and encouraging the creation of novel approaches based on the project’s findings.
5. **Training solutions:** Design and implement training programs to enhance the skills and knowledge of RI staff. These training initiatives aim to upskill personnel, equipping them with the necessary expertise to effectively utilize the IMPRESS project’s outcomes.

By actively pursuing these objectives, WP7 contributes to the overall success of the IMPRESS project by ensuring effective communication, broad dissemination, identification of exploitable results, support for innovative solutions and comprehensive training solutions for RI staff.

2. Communication tools

This deliverable describes the communication tools developed in the framework of WP7 during the initial six months of the project. It serves as a continuation and integration of D7.1 “Preparation of communication and dissemination plan”, in which communication tools and channels were outlined.

The primary objective of the IMPRESS communication strategy is to effectively communicate and promote the project and its findings through a variety of tools and channels. A number of key messages to be delivered have been identified and described in D7.1. The main aim is to increase awareness among diverse stakeholders who may be interested in the project’s innovative platform and transformative technologies. Throughout the project, the communication and dissemination strategy will play a crucial role in maximizing the project’s impact. By effectively communicating project concepts, disseminating project findings, and leveraging online and social media platforms, IMPRESS aims to raise awareness, foster engagement and create a broader understanding of the project’s objectives and outcomes among its target audience.

This deliverable specifically describes the following items developed in the framework of Task 7.2 “Communication Tools and Channels”:

1. **Branding:** To effectively tailor the project’s image identity to multiple target audiences, a visually striking project image has been created. This has involved developing a project logo, a colour palette and a comprehensive set of templates for all communication materials. A project visual identity guide has been shared among the project participants to ensure consistency and coherence in the project’s branding.
2. **Website:** The IMPRESS project website has been structured to provide information about the project, its objectives, partners and work packages in a clear, concise and engaging way. Dedicated landing pages provide updates and more in-depth information on project progress and achievements, relevant events and specific topics of interest, such as the Pre-Commercial Procurement procedure.
3. **Communication Kit:** A communication kit has been developed to unify and harmonize IMPRESS’ outreach and dissemination activities. This kit includes a standardized “corporate” presentation, a leaflet composed of a foldable brochure on the overall project and a single-sheet insert on the PCP tendering procedure, a poster and a roll-up banner.

Furthermore, to enhance engagement and understanding, multimedia resources such as videos, interviews, infographics and carousels have been created. These resources have been showcased on the website and social media platforms (LinkedIn) to effectively translate the project’s background and foreground results into visually appealing and easily comprehensible solutions, making them visible and accessible to a wider audience.

By implementing Task 7.2, the project aims to establish a strong and consistent project identity through branding efforts. The website will serve as a comprehensive platform for internal and external communication, facilitating information and dissemination activities and enhancing public engagement. Furthermore, the development of a communication kit and additional multimedia resources will enable the

project team to effectively communicate the project's objectives, progress and outcomes to various stakeholders.

The main communication tools and channels devised and used for information and dissemination purposes in the first six months of the project are:

- the IMPRESS project website (described in 2.2);
- social media platforms (about 1-2 posts per week have been published on LinkedIn to increase project awareness, create engagement and provide updates on events and activities);
- direct email messages, including tailored messages to website subscribers (e.g. welcome message; launch of the EU survey to identify needs and desires for TEM developments; announcement of the Open Market Consultation (OMC) and Pre-Commercial Procurement (PCP) information events);
- communication and dissemination material, including print, digital and multimedia content (described in 2.3).

2.1 Project branding

The project branding designed and developed by Promoscience plays a crucial role in establishing a strong and recognizable identity for the IMPRESS project, while effectively conveying the project's core aims and messages.

Key elements have been defined and created to ensure consistency and coherence: A project logo, a colour palette and a comprehensive set of templates (PowerPoint and Word) to be used by project partners for internal and external communication activities and for all digital and print materials.

The success of IMPRESS' visual identity relies on the correct utilization of its visual elements and tools by all partners involved. To ensure this, a Visual Identity Guide has been developed and shared with all project partners. The guidelines serve the purpose of effortlessly and efficiently promoting IMPRESS' image, while also encouraging the exploration of the brand's potential.

The Visual Identity Guide includes information about the following elements developed in the framework of IMPRESS project branding:

- The logo
 - Symbol
 - Wordmark
 - Slogan
 - Logo misuse
- Identity assets

- Colour palette
- Typography
- Graphic system
- Photography
- Templates
 - Documents and stationery



Figure 1 – IMPRESS Visual Identity Guidelines

2.1.1 The logo

The logo is made up of three parts: the symbol, the wordmark and the slogan, stating the project's affiliation to e-DREAM. The symbol is designed to express the idea of an electron in motion, while its shape reminds of the initial letter of "i"mpress at the same time. Consistent and accurate presentation of the logo reinforces awareness of the brand. To help avoid misuse, specific use instructions have been provided.



Figure 2 – IMPRESS logo

2.1.2 Identity assets

Colour palette

Two corporate colours have been defined for use in all visual elements and materials, which consist of a light shade of green-blue (octane palette) and a very dark shade of yellow-green. This colour combination has been chosen both to maintain consistency with the e-DREAM visual concept and because of its sobriety, elegance and industrial allure. The colour codes for print (CMYK) and onscreen (RGB and HEX) are shown in the following figure.

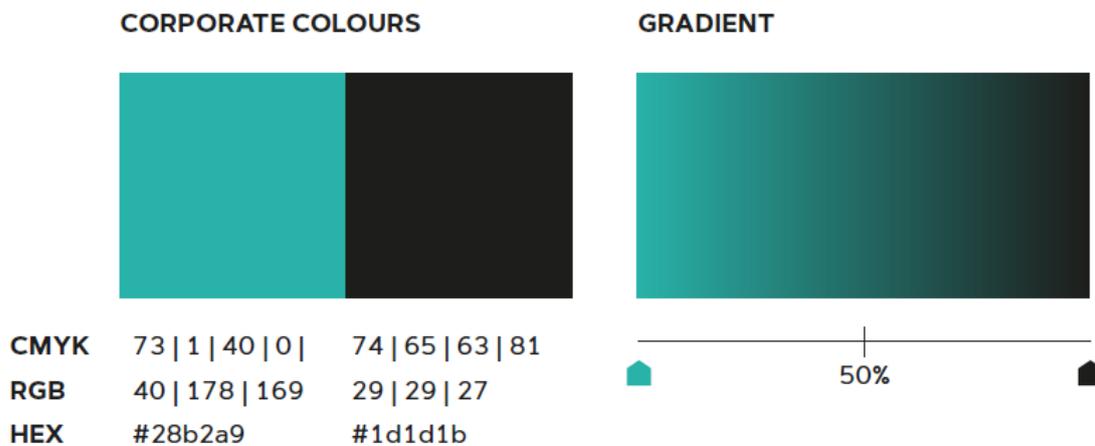


Figure 3 – IMPRESS corporate colour palette

Typography

The corporate typeface chosen for dissemination materials and the website is Artegra Sans, a clear and modern font supported in many languages from Latin to Cyrillic scripts and with a lot of OpenType features. The typeface used for official documents is Calibri, a font designed to make text clearer to read on liquid-crystal display monitors.

Artegra Sans

ÀÁÂÃÄÅABCDEF GHIJKLM
 NOPQRSTUVWXYZ
 àáâãäåairbnb cde
 fghijklmnopqrstu
 vwxyz fi fl
 1234567890
 @÷©™!#"#;:/Ø%&)(*_+

Light
 Medium
 Bold
 Black

Artegra Sans Alt

ÀÁÂÃÄÅABCDEF GHIJKLM
 NOPQRSTUVWXYZ
 àáâãäåairbnb cde
 fghijklmnopqrstu
 vwxyz fi fl
 1234567890
 @÷©™!#"#;:/Ø%&)(*_+

Light
 Medium
 Bold
 Black

Calibri

ÀÁÂÃÄÅABCDEF GHIJKLM
 NOPQRSTUVWXYZ
 àáâãäåairbnb cde
 fghijklmnopqrstu
 vwxyz fi fl
 1234567890
 @÷©™!#"#;:/Ø%&)(*_+

Regular
 Bold

Figure 4 – IMPRESS typeface

Graphic system

The IMPRESS graphic system relies on simple geometric shapes: A black frame, usually adopted for social media posts; a thick line, to separate concepts; circular shapes; various parts of the IMPRESS symbol.

The following figure shows two examples of the graphic elements put into practice.



Figure 5 – IMPRESS graphic elements

Photography

The photography of IMPRESS consists of high quality and straight shot images that represent IMPRESS' technology field, location and instruments. Pictures can also be black/white with a coloured filter layer placed on top, to totally or partially cover the image.



Figure 6 – IMPRESS photography examples put into context

2.1.3 Templates

A set of design templates has been established for the following IMPRESS documents and stationery: Letterhead, Deliverable document, Minutes, Agenda, Signature Sheet. Based on these templates, further stationery such as placeholders and badgers can be produced.

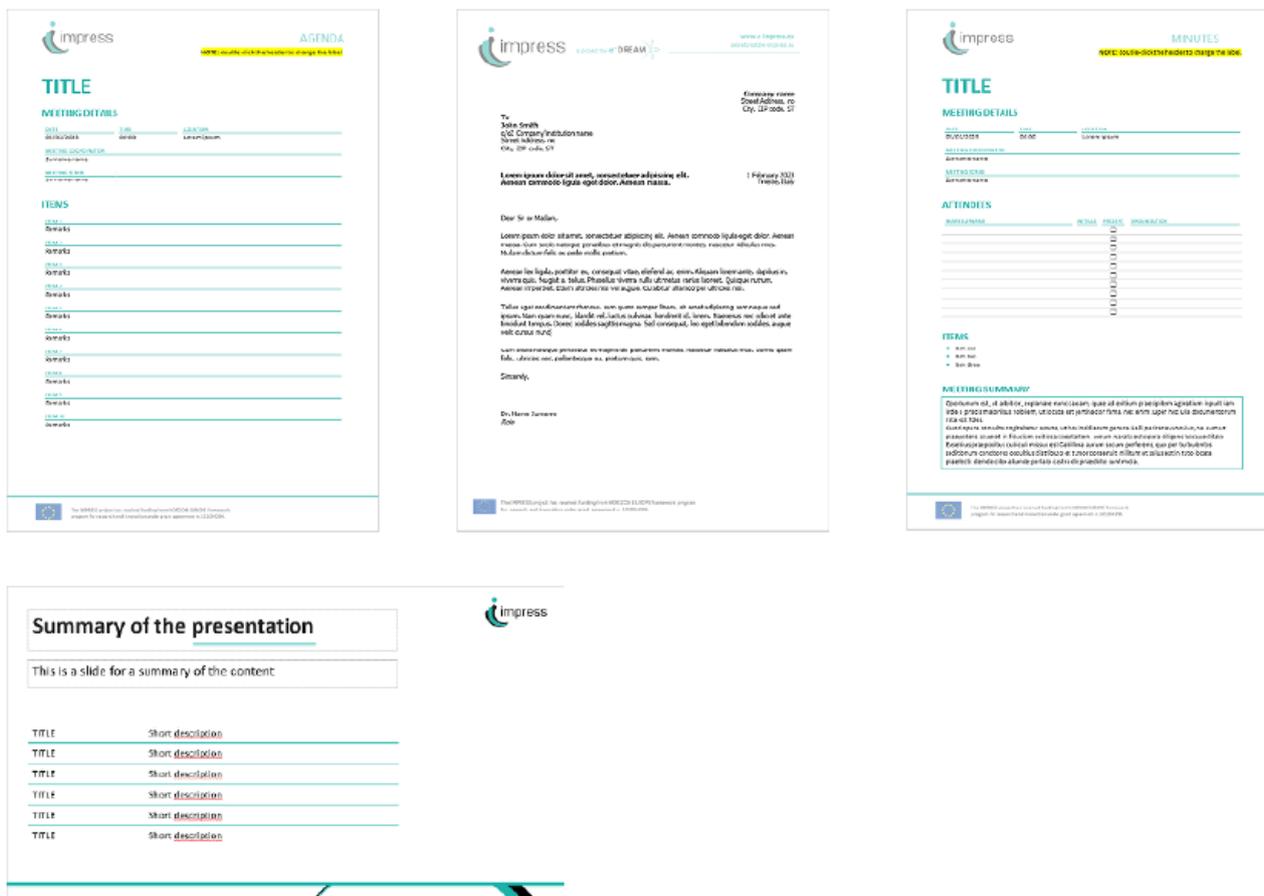


Figure 7 – Design templates for IMPRESS documents and stationery

2.2 Website

The IMPRESS project website, available at <https://e-impress.eu>, serves as the online platform for the project, providing information and resources related to the project’s objectives, progress and outcomes.

Overall, the website has been designed to be user-friendly, informative and visually appealing, aimed at engaging stakeholders, partners and the general public interested in the IMPRESS project and its contributions to Transmission Electron Microscopy and other relevant fields.

The content is presented in a well-structured manner, utilizing engaging text, images and multimedia elements to effectively convey key messages and highlight important milestones. It aims to provide the scientific community, TEM academic and industrial users, instrumentation companies, research institutions and other stakeholders with a direct and comprehensive source of information about the project.

Furthermore, the website incorporates interactive features, such as banners and contact information, allowing visitors to engage with the project team or express their interest in participating. Social media integration is also present, enabling visitors to connect with the project’s online presence and share content on LinkedIn.

In terms of functionality, the website is responsive and mobile-friendly, adapting seamlessly to different screen sizes and devices. This ensures that users can access the website and enjoy its content regardless of their preferred device.

Promoscience ensures that the website remains updated throughout the entire project duration. Additionally, the website will remain online for 5 years after the end of the project. As the project progresses and results become available for dissemination, additional sections will be added to the website to provide comprehensive information on project activities, outcomes and findings.



Figure 8 – IMPRESS project website

2.2.1 Website sections

The IMPRESS project website displays 5 main sections:

- LANDING
- ABOUT
- NEWS
- CONSORTIUM
- PCP

The website's LANDING page features a clean and modern design that aligns with the project's visual identity. It has an eye-catching banner displaying the project's logo and tagline, as well as an animated graphic element. The navigation menu on the top provides easy access to the other sections of the website: About, News, Consortium, PCP.

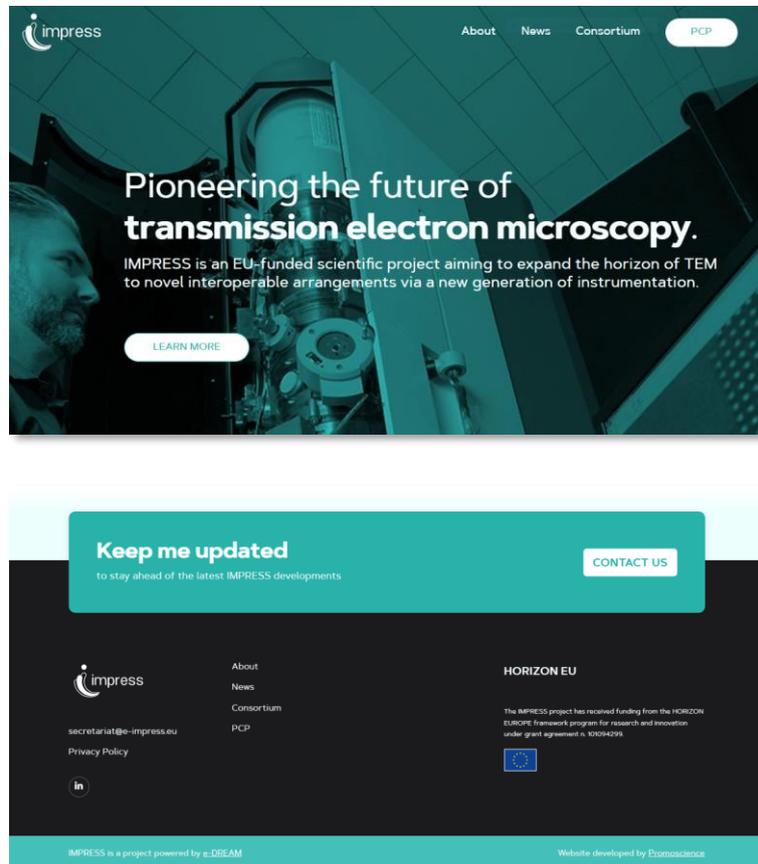


Figure 9 – IMPRESS website's homepage (top and bottom part)

Scrolling down the homepage, visitors can find information about the core aims of the IMPRESS project, including a brief description of the IMPRESS interoperable platform, the open cartridge-based system and other innovative TEM developments. The pillars of the project's vision, namely open principles and the IMPRESS innovation ecosystem, are also outlined.

Consortium partners are also showcased on the homepage, and by clicking on each partner's icon the visitor can access a dedicated information page in the Consortium section.

At the bottom of the homepage there is a banner to invite visitors to express their interest in receiving information about the project developments. A reference to the EU funding and how to contact the project is also provided.

The ABOUT section of the website offers a more in-depth overview of the project, its vision and mission, goals and core concepts. In addition, it provides background information about each Work Package.

In the NEWS section, visitors can find updated information on the ongoing activities of the project, such as events and workshops, project and partners' achievements, research work and project's intermediate and final results and impacts, as well as other initiatives carried out as part of the project's implementation.

The CONSORTIUM section provides information about the 19 project partners. A visual element comprising a map of Europe gives a clear and appealing overview of the partners and their location. Partners are subdivided into four groups: Research and Technology Organisations; Universities; Research Infrastructures; Small and Medium-Sized Enterprises. For each partner, the name, logo and a brief description are showcased. When visitors click on this composite element, they will be directed to a specific page with a detailed description of the partner, including information about its contribution to IMPRESS and the project team. Some partners are still in the process of providing all information; in such cases, visitors land on the official website of the partner's affiliation.

Finally, the PCP section explains the meaning and steps of the Pre-Commercial Procurement tendering procedure in a clear and concise manner, combining explanatory text and infographics. This section aims to provide a thorough understanding of the PCP process to all possible stakeholders, promote events related to the Open Market Consultation (OMC) and the PCP procedure, and transmit the PCP potential for companies in an effective way.

2.3 Communication kit

A comprehensive communication kit for IMPRESS has been entirely planned, designed, developed and realized by Promoscience, which includes a range of standardized materials available for use. This kit consists of a "corporate" PowerPoint presentation, a leaflet, a poster and a roll-up.

In addition to these print and digital materials, specific multimedia content has been produced to enhance communication efforts. This includes a video animation that provides an explanation of the project and the Pre-Commercial Procurement (PCP) procedure, a video recording of the project coordinator Dr. Regina Ciancio's presentation at the Kick-Off Meeting, an interview with Dr. Regina Ciancio, a webinar focused on the OMC and PCP process, as well as infographics, social media carousels and other interactive tools. All these materials effectively convey the project's content and background information to the public, increasing awareness and fostering engagement.

The digital and multimedia material is made available to all possible stakeholders and the general public through a variety of channels, including the project's website and social media platforms, particularly LinkedIn. The communication kit, along with additional multimedia content, can be downloaded from the project's FAIRcube platform.

All these materials serve the purpose of increasing the visibility of IMPRESS among the general public, researchers, and stakeholders by providing comprehensive information about the project and its outputs through printed materials for static display or online viewing. Promoscience has also designed various banners for social media communication to further enhance visibility on the web.

2.3.1 Corporate presentation

The IMPRESS corporate presentation has been crafted to ensure clear, concise and effective communication of the project and its primary objectives to diverse audiences. With this goal in mind, the presentation incorporates slides with varying levels of detail, which can be tailored to the specific audience being addressed.

To provide a cohesive structure, the presentation has been organized into the following sections:

- Opening and Closing slide
- Project ID Card
- Main Objectives
- Consortium
- Workplan
- PCP Procedure
- Work Packages
- Overall Project Vision

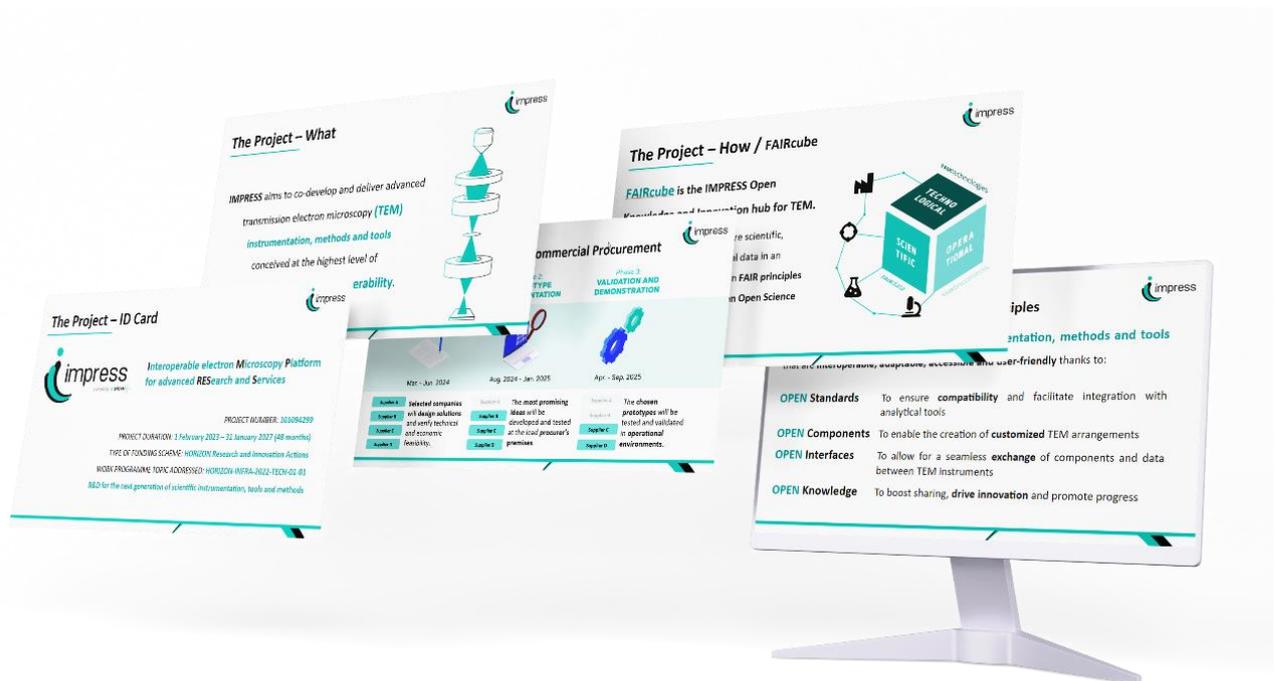


Figure 10 – IMPRESS corporate presentation with a selection of internal slides

Material	Standardized Presentation
Purpose	to serve informational and dissemination purposes, partners can use this presentation to give a general overview of the IMPRESS project in conferences, workshops and meetings
Format	Power Point
Distribution	partners; downloadable from the project website

2.3.2 Leaflet

The IMPRESS leaflet consists of a comprehensive foldable brochure that provides detailed information about the project’s core concepts, objectives, workplan, consortium and contact details. It is composed of an accordion-fold leaflet featuring a series of panels which provide a general description of the project, and a single-sheet insert focused on the Pre-Commercial Procurement tendering procedure.

The accordion-fold leaflet has been printed in the following format: 148 x 176,5 mm closed size, and 148 x 386,5 mm open size. The format of the single-sheet insert is: 148 x 132 mm. Additionally, a browsable PDF version of the project leaflet, optimized for computer reading and desktop printing, has been created.

The leaflet is optimized for both browsing on a PC and easy desktop printing. It offers a user-friendly experience for readers, allowing them to navigate through its contents seamlessly. Its design and layout have been carefully crafted to ensure readability and visual appeal, while conveying thorough scientific content.





Figure 11 – IMPRESS accordion-fold leaflet and single-sheet insert

Material	Leaflet
Purpose	to serve informational and promotional purposes
Format	printed material; pdf optimized for pc reading and desktop printing
Distribution	partners; stakeholders. To be available at partner premises, and event locations; sent by email and available for download from the project website and for distribution on social media

2.3.3 Poster

To promote IMPRESS at partner institutions, research facilities, conferences, talks and events, an A1-sized poster has been designed. This poster serves as a concise visual tool, offering readers a swift overview of the project by highlighting core aspects and primary objectives, as well as introducing the IMPRESS concept.

Two versions of the poster have been prepared to cater to the varying needs of project partners. Each version offers distinct advantages, allowing partners to select the most suitable option according to their specific communication requirements.

Version 1: This version boasts a higher visual impact, capturing attention with its compelling design. The textual content succinctly focuses on the core concepts and primary objectives of the project, providing an essential overview.



Figure 12 – IMPRESS poster: Version 1

Version 2: This version features a schematic drawing showcasing the interoperable TEM platform. It delves into greater detail about the specific developments planned within the project and emphasizes the significance of the Pre-Commercial Procurement (PCP) process, which serves as the key enabler for the development of the innovative platform.

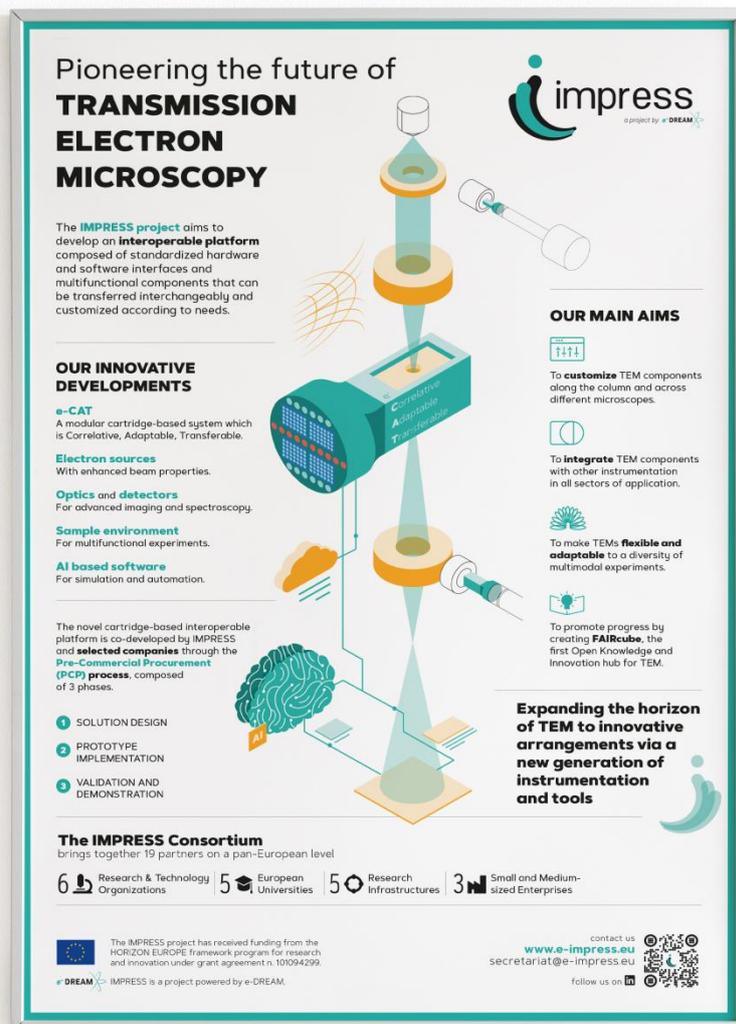


Figure 13 – IMPRESS poster: Version 2

Material	Poster
Purpose	to serve informational and promotional purposes
Format	printed material and in pdf format
Distribution	partners; to be publicly exhibited at partner institutions and project event locations, to be downloaded from the webpage and distributed via social media

2.3.4 Roll-up

The project roll-up has been created specifically for showcasing at partner institutions, events, conferences, talks and other relevant occasions. Similar to a poster, it effectively captures the essence of the project in a concise manner, providing a quick and clear understanding of its purpose. The title prominently featured on the roll-up instantly conveys the project’s subject matter to the reader.

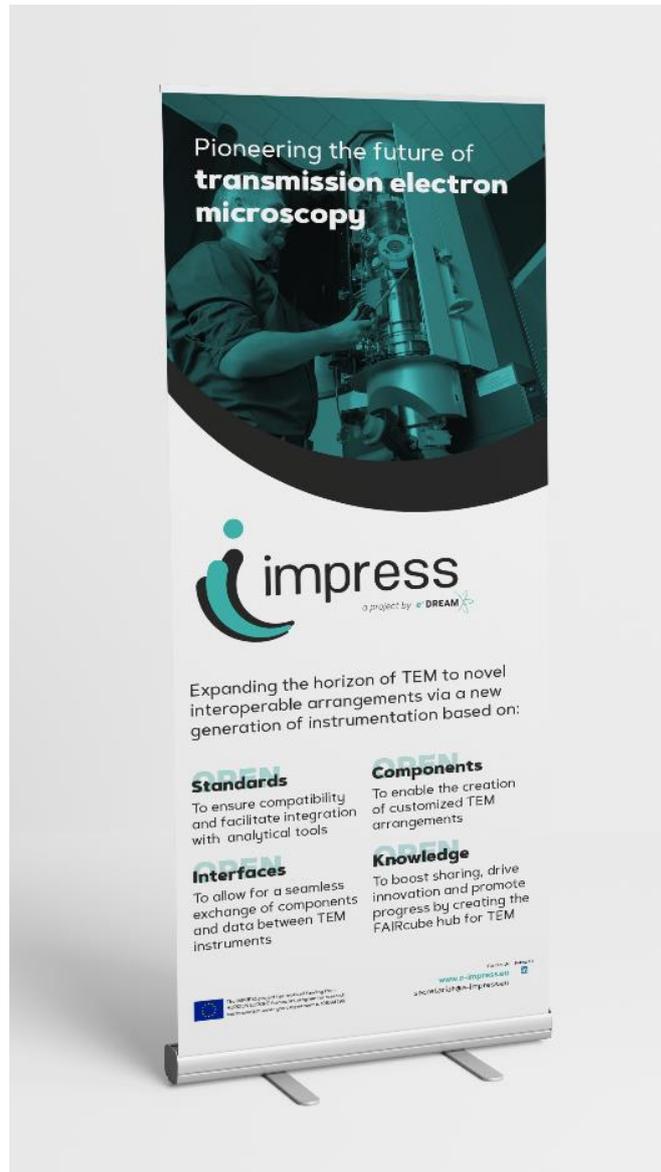


Figure 14 – IMPRESS roll-up

Material	Roll-up
Purpose	to serve informational and promotional purposes
Format	printed material and in pdf format
Distribution	partners; to be publicly exhibited at partner institutions and project event locations, to be downloaded from the webpage and distributed via social media

2.3.5 Video

A 2D video animation with a 3:23 duration has been created to present the Pre-Commercial Procurement (PCP) tendering procedure to potential bidders. The video has been designed and created in order to explain the entire PCP process clearly and thoroughly, while highlighting its benefits to potential participants and encouraging them to join the tender. To provide context for the PCP process, the first part of the video offers an overview of the state of the art in TEM-related science and the solutions pursued by the IMPRESS project to overcome current challenges.

All aspects of the video have been meticulously crafted in-house, starting from the initial storyboard and scriptwriting to the intricate process of creating and animating the drawings, ensuring they align seamlessly with the script, and finally recording and optimizing the voiceover.



Figure 15 – IMPRESS video with a selection of frames

Material	Video
Purpose	to serve informational and dissemination purposes, explaining the key objectives of the project and the PCP procedure
Format	video
Distribution	partners; downloadable from the project website, YouTube, Social Media

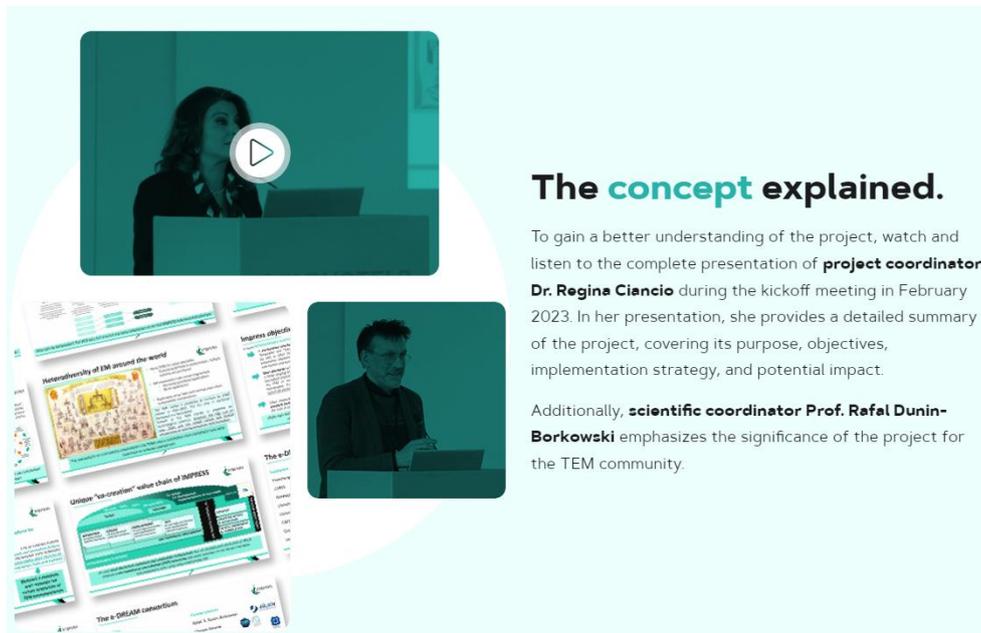
2.3.6 Other multimedia resources

In addition to the aforementioned content, a diverse range of multimedia resources has been developed to enhance communication efforts. These resources include videos, interviews, infographics and carousels, all designed to enhance the understanding and engagement of various stakeholders by presenting complex ideas in a visually engaging manner.

During the initial six months of the project, several supplementary multimedia assets have been created. These include a video recording of the presentation given by Dr. Regina Ciancio, IMPRESS project coordinator, at the Kick-Off Meeting; an interview on the project’s objectives featuring Dr. Regina Ciancio; a webinar focused on the Pre-Commercial Procurement (PCP) tendering procedure; a range of infographics, social media carousels and interactive tools, such as online communication banners.

These resources have been prominently featured on the project’s website and social media platforms (LinkedIn), effectively transforming the project’s content and background information into visually captivating and easily understandable solutions. Consequently, they have garnered attention from a wider audience and facilitated accessibility.

Overall, these materials play a crucial role in increasing the visibility of IMPRESS among the general public, researchers and all possible stakeholders. By offering comprehensive information about the project and its outputs, raising awareness and fostering engagement, they contribute significantly to the project’s success.



The concept explained.

To gain a better understanding of the project, watch and listen to the complete presentation of **project coordinator Dr. Regina Ciancio** during the kickoff meeting in February 2023. In her presentation, she provides a detailed summary of the project, covering its purpose, objectives, implementation strategy, and potential impact.

Additionally, **scientific coordinator Prof. Rafal Dunin-Borkowski** emphasizes the significance of the project for the TEM community.



DR. REGINA CIANCIO
Senior Scientist at Area Science Park & CNR-IOM, Head of LAME
IMPRESS project coordinator

Logos: impress, CNR, AREA



Dr. Ciancio's research activity is focused on the **advanced characterization of nanomaterials by TEM**.

Logos: impress, CNR, AREA



“The architecture of our innovative platform will be based on **interchangeable components** that can be readily customized by scientists and further adjusted, taking into account **the needs of users from different scientific communities**.”

Dr. Regina Ciancio

Logos: impress, CNR, AREA



PROF. RAFAL DUNIN-BORKOWSKI
 Director of the Physics of Nanoscale Systems division in the Ernst Ruska-Centre for Microscopy and Spectroscopy with Electrons at Forschungszentrum Jülich
IMPRESS project scientific coordinator

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Prof. Dunin-Borkowski's research activities include **electromagnetic field mapping in nanoscale materials, in situ TEM and electron tomography.**

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He is a member of the **ARIE** Board of Chairs, in which he represents **e-DREAM**

e-DREAM

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impress

“The IMPRESS project has the potential to **make a breakthrough in the TEM market**, as it aims to make advanced TEM instrumentation and tools **more accessible and user-friendly** for a wider range of scientific communities.

Prof. Rafal Dunin-Borkowski

JÜLICH

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Join the next information meeting.

Our experts will provide information about specific aspects of the project and the pre-commercial procurement process.

[KEEP ME UPDATED](#)

2023 PCP EVENTS

July 25th

Minneapolis
United States
13:30 - 15:00 (LT)
@MAM2023
Microscopy and Microanalysis

September 1st

Düsseldorf
Deutschland
9:00 - 12:00 (LT)
@Lindner Hotel Airport



Your opinion is needed!

Have you ever experienced limitations in using TEMs and customizing them to your needs?

We are creating a community of users to help us make TEMs more flexible, accessible and user-friendly. Please answer seven short questions to **highlight your needs and desired solutions.**

[TAKE OUR QUICK SURVEY](#)



Information events on **PRE-COMMERCIAL PROCUREMENT** & the way forward

Discover the potential of joining the IMPRESS pre-commercial procurement (PCP) process.

July 25th **September 1st**

Minneapolis United States
13:30 - 15:00 (LT)
@M&M2023
Microscopy and Microanalysis

Düsseldorf Deutschland
9:00 - 12:00 (LT)
@Lindner Hotel Airport

GET READY TO REGISTER!

Information events on **PRE-COMMERCIAL PROCUREMENT** & the way forward

IMPRESS Supplier Event
Announcing the Open Market Consultation & providing project information

SAVE THE DATE: JULY 25TH

YOUR DECISION MAP

My company aims at **shaping the future** of transmission electron microscopy

I should **join IMPRESS**

I need to know **every detail** | I already know the project

What is **PCP?**

I have never heard about PCP before | I already know what PCP is

Book a spot at the hybrid event

IMPRESS Supplier Event
Announcing the Open Market Consultation

Microscopy and Microanalysis (M&M 2023) - Minneapolis, MN
July 25 | 1:30 to 3:00 pm Central Daylight Time (Local Time)

Meeting Coordinator: Regina Ciancio

TUESDAY, JULY 25	
1:30 pm Start of the meeting	
20 min. The IMPRESS project at a glance	Regina Ciancio <i>IMPRESS project coordinator</i>
15 min. Pre-Commercial Procurement (PCP) in the EU: a unique tendering process	Stephan Corvers <i>Senior procurement expert</i>
25 min. IMPRESS PCP: technical insight	Amir Tavabi <i>Researcher at ER-C-1</i>
10 min. Presentation of initial user/bidder feedback	Rafal Dunin-Borkowski <i>IMPRESS scientific coordinator</i>
20 min. Roundtable for discussion <i>Moderated by Steven Spurgeon</i>	Panelists: IMPRESS coordination team

The IMPRESS project has received funding from MCH4220's ELI-ROPE framework program for research and innovation under grant agreement n. 101094299.

Figure 16 – Examples of further IMPRESS multimedia resources: Video of the Kick-Off Meeting; online communication banners; social media carousels and infographics

Material	Additional multimedia Content
Purpose	to serve informational and dissemination purposes, explaining the key objectives of the project and the PCP procedure, as well as to provide background knowledge on the IMPRESS project
Format	videos, infographics, carousels for social media, etc.
Distribution	partners; downloadable from the project website, YouTube, Social Media

3. Conclusions and future steps

This deliverable has presented an overview of the communication tools developed as part of Task 7.2 of the IMPRESS project. The communication tools, including the project's visual identity, website, and communication kit, have been designed and implemented to fulfill the diverse communication requirements of the project. These tools aim to effectively communicate the project's concepts, activities, and achievements to different audiences and raise awareness of the IMPRESS initiative.

The branding efforts have resulted in the creation of a visually striking project image, including a project logo, colour palette, and templates for all communication materials. A comprehensive visual identity guide has been shared among project participants to ensure consistency and coherence in the project's branding.

The website has been structured to provide clear, concise and engaging information about the project, its objectives, partners, and work packages. It serves as a platform for internal and external communication, facilitating information sharing, dissemination activities and public engagement.

Furthermore, a communication kit has been developed to unify and harmonize IMPRESS' outreach and dissemination activities. This kit includes a standardized "corporate" presentation, a leaflet, a poster and a roll-up banner. Additional multimedia resources such as videos, interviews, infographics and carousels have been created to enhance engagement and understanding among diverse stakeholders.

Moving forward, the project will continue to leverage the communication tools and channels established during the initial six months. The IMPRESS project website will be regularly updated with information on project progress, achievements and outcomes. Social media platforms, particularly LinkedIn, will be used to increase project awareness, create engagement and provide updates on events and activities. Direct email messages will be tailored to specific audiences, and communication and dissemination materials will be utilized to effectively convey the project's objectives and outcomes.

Additionally, the project will explore new avenues for communication and dissemination, considering emerging platforms and technologies that can amplify the reach and impact of the IMPRESS project. Continuous monitoring and evaluation of the communication strategy will be conducted to ensure its effectiveness and make necessary adjustments as the project progresses.

Furthermore, Work Package 7 will continue to contribute to the overall success of the IMPRESS project by ensuring effective communication, broad dissemination, identification of exploitable results, support for innovative solutions and comprehensive training solutions. The objectives of WP7 will be pursued through various activities, including further dissemination of project outputs, identification of exploitation opportunities and the design and implementation of training programs.

In conclusion, the communication tools described in this deliverable will play a vital role in maximizing the project's impact by effectively communicating project concepts, disseminating project findings and engaging with diverse stakeholders. The project will continue to evolve its communication strategy and adapt to new challenges and opportunities, ensuring that the IMPRESS initiative reaches its intended audiences and makes a lasting impact on the field of Transmission Electron Microscopy and related domains.