



A9.2, O2: Information Material: logos, social media, e-newsletters, banners, letter templates, presentations and the project website



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Beneficiaries

- Aalborg University, Denmark
- Dublin City University, Ireland
- Kaunas University of Technology, Lithuania
- Linköping University, Sweden
- Tampereen Korkeakoulusäätiö sr, Finland
- Hamburg University of Technology, Germany
- Universidade de Aveiro, Portugal
- Universitat Autònoma de Barcelona, Spain
- University of Stavanger, Norway
- Università degli Studi di Trento, Italy
- Institut National des Sciences Appliquées de Toulouse, France
- University of Twente, The Netherlands

Abstract

Based on the Branding platform and the visual identity guidelines - the Brandbook, various information materials and project website www.eciu.org was developed.

The information materials include the presentation and document templates, also other visual materials such as banners, posters, document designs, among others. All materials are created continuously and on demand. Information materials, based on common ECIU visual identity, enhance the visibility of the ECIU University brand, and create a common ground for various communication and dissemination messages.

Symbols, abbreviations and acronyms

AAU	Aalborg University, Denmark
DCU	Dublin City University, Ireland
EC	European Commission
ECIU	European Consortium of Innovative Universities
KTU	Kaunas University of Technology, Lithuania
LiU	Linköping University, Sweden
TAU	Tampereen Korkeakoulusäätiö sr, Finland
TUHH	Hamburg University of Technology, Germany
UA	Universidade de Aveiro, Portugal
UAB	Universitat Autonoma de Barcelona, Spain
UiS	University of Stavanger, Norway
UNITN	Universita degli Studi di Trento, Italy
UT	University of Twente, Netherlands

1 Description of information materials

All materials are created continuously, and on demand from work packages. The materials include, but not limited to digital banners, social media post visuals, leaflets, the layouts and designs for position papers, newsletters and the ECIU University magazine.

The ECIU University information materials are aligned with ECIU Brandbook and Guidelines for photos and illustrations. This helps to create one voice and look of the alliance.

Some examples:

Picture no. 1. The first and the last slide of ECIU University presentation template:



Picture no. 2. ECIU University social media posts



Picture no. 3. Document templates



The ECIU University

Some of the latest examples of the information materials can be found in the following links:

- [Make a real impact campaign](#), [website](#) and social media [posts](#) for the promotion of the ECIU University challenges and micro-modules.
- [Micro-credentials white paper](#) design;
- [Social media posts](#) about developments of ECIU University.
- [Invitations](#) for ECIU University transnational vouchers.
- [Video](#) about mid-term deliverables.
- [Sharing testimonials](#) of ECIU University [community](#).

Examples of the latest information materials can be found in:

<https://www.facebook.com/eciuorg>

<https://twitter.com/eciuniversities>

<https://www.linkedin.com/company/eciu/>

2 Objectives

The ECIU University materials help to enhance the visibility of the brand and create a common ground for different communication and dissemination messages.

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