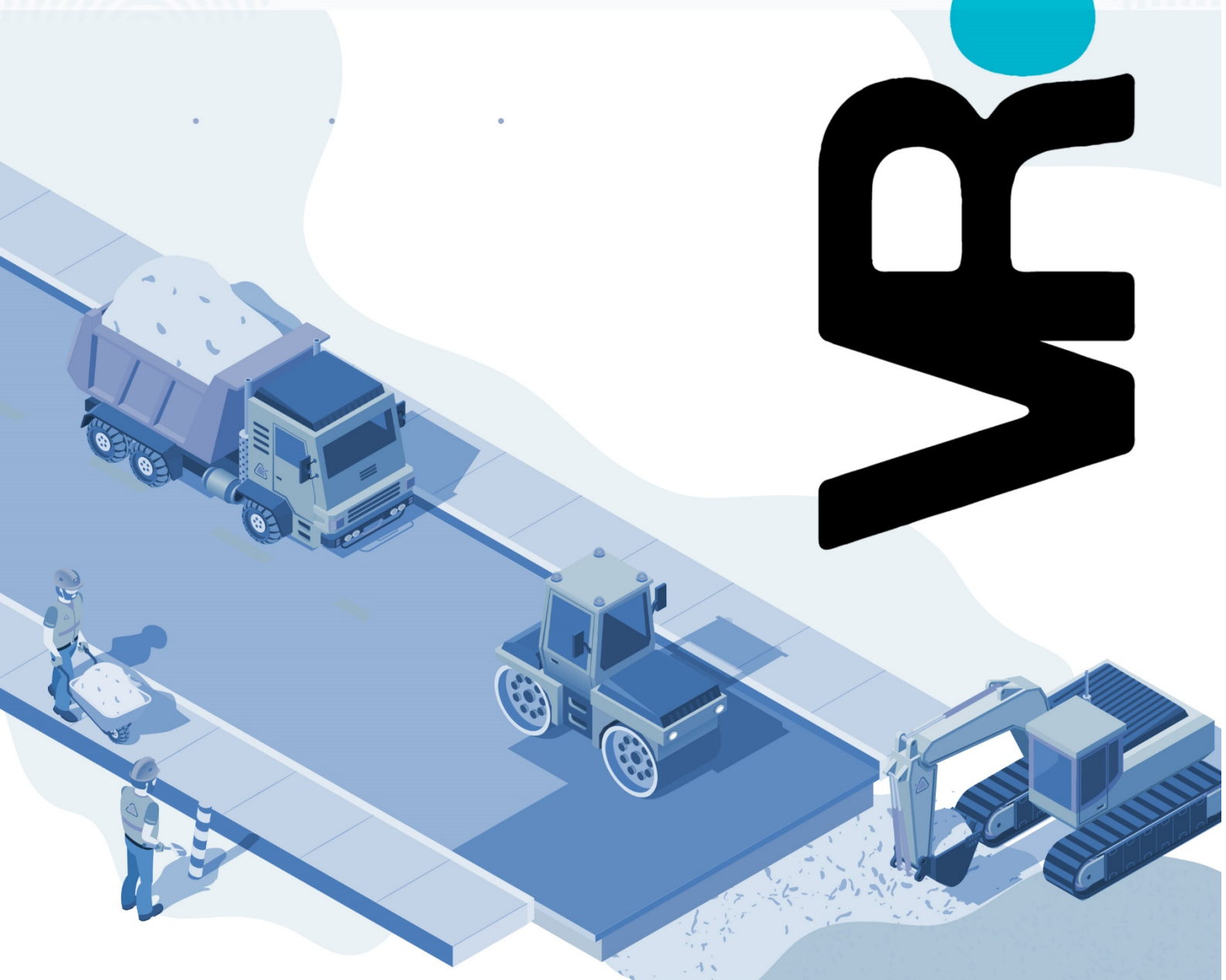




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Virtual Reality applied to roadwork training in European construction industry

Corporative visual project identity
manual





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of the European Union

Key Action 2 | Call 2018

Cooperation for Innovation and the Exchange of Good Practices

Project number:

2018-1-ES01-KA202-050294

Partnership:

- Fundación Laboral de la Construcción. Spain
- GA Consultores. Spain
- Formedil Piemonte. Italy
- Centro de Formação Profissional da Indústria da Construção Civil e Obras Públicas do Sul (Cenfic). Portugal
- BTP CFA Indre-et-Loire. France

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VRoad

1. Introduction

This document is the Brand of the VRoad Project. In order to create the brand image, the design and communication team of the International Projects department of Fundación Laboral de la Construcción has worked in a coordinated way to create a graphic proposal which, after several rounds of voting by the consortium, have resulted in a definitive logo and colour pantone.

The correct use of the project's visual identity is facilitated to the partners by this brief manual. The aim is to ensure that the logo of the project and the Erasmus+ programme are correctly applied, so VRoad is perceived by the prescribers and receivers of the project as the most attractive alternative within its category.

The Communication, Dissemination and Sustainability Plan contains the graphic actions of the communication strategy and the chronological details:

Ref.	Actions	Indicators and evidence	Date	Aims and Objectives
IQ T1 T1.1	-Development and implementation of the Communication and Exploitation Plan.	-Communication and Exploitation Plan.	August 2019	To ensure the identification, visibility and positioning of VRoad leitmotiv and brand, as well as the dissemination of the content, results and products originating from the project, and the benefits, advantages and opportunities according to each audience group.
EC T1.2	-Creation of the logo and the graphic line of the project. -Use of templates. -Management of logos.	-Logo. -Graphic image. -Creation of sample documents. -Manual for the use of logos.	November 2018	
EC T4	-Creation of the advertising campaign: posters, brochures, etc. -Design of materials. -Project dissemination in the partners' organizations, events, etc.	-Posters -Roll up. -Number of impressions and deliveries.	Dec 2018/ Sep 2020	Ensure that the dissemination tools are able to communicate in a simple way the contents, results and product of the project, while working on the transfer, exploitation and sustainability of its results.

2. Use of the European Union programme logo

Also, you have the official logo in the Teams group, in the 'Graphic Line' folder:



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The emblem of the European Erasmus+ programme must be displayed in its original colours, pantone reflex blue and pantone yellow. For guidelines on the use of the European Union emblem in the context of European programmes, see the following link:

- https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en

3. Include the disclaimer

In all communication of the project, you have to include the European Commission disclaimer:

"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein"

You can find the official disclaimer version in all European languages in the following link:

- https://eacea.ec.europa.eu/sites/eacea-site/files/multilingual_disclaimers_for_beneficiaries.pdf

4. Use the project logo

The specific design of the VRoad logo brings together the main topic of the project: **Virtual Reality applied to roadwork training in European construction industry**.

In addition, together with the emblem of the European Commission's Erasmus+ programme, the project logo fulfils two key complementary roles: the creation of a distinctive graphic identity in accordance with the main objectives of the project and, at the same time, the association with the values and objectives of the programme to which it belongs.

You can available the official project logo in the group of Teams, in the 'Graphic Line' folder:



- https://fundacionlaboral.sharepoint.com/sites/VRoad_group/Shared%20Documents/General/Grapich%20line

5. Use of the partners' logo

As far as possible the partnership have to be included in all communication actions or activities carried out. If a member detects an error or a missing logo, they have to inform to the coordinator to modify it.



6. References

If you have to provide official information about the project of you consider that is necessary to explain some basic information of the project, the main data that you have to transmit are:

Designation: VRoad. Virtual Reality applied to roadwork training in European construction industry.

Project: Belonging to the European Union Erasmus+ Program, 2018 Call, of the Key Action 2 to the Cooperation for Innovation and the Exchange of Good Practices.

Project Identification: 2018-1-ES01-KA202-050294.

Duration: 24 months, since October 2018, until September 2020.

Budget: 214.484 €.

Coordinator of the project: Fundación Laboral de la Construcción (Spain).

Partners: GA Consultores (Spain), Formedil Piemonte (Italy), Centro de Formação Profissional da Indústria da Construção Civil e Obras Públicas do Sul -Cenfic- (Portugal), BTP CFA INDre-et-Loire (France).

Website: microsites.fundacionlaboral.org/vroad

7. Evidence of dissemination events: signature sheets and images

The greater the diffusion, the greater the impact. Every time you/your institution has an event (such as a conference, international meeting or any other forum), you can take the opportunity to spread the word about the VRoad project. It is very important to collect evidence for the Agency, such as attendee signatures, photos, videos, etc.

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You have in the group of Teams templates for the Signature Sheets that will be used in the Dissemination Events. You must to modify it when you considered necessary (date, place, event name, etc.)

This mandatory measure is also very so important for the dissemination of the project, because through the visual elements you can spread the results and the main objectives. As far as possible, you should use the presentation templates to enhance the corporate project image.

8. Social networks

For the dissemination actions on Twitter, Facebook and LinkedIn you could use the following hashtags to classify shared publications and allow anyone to find and follow them through the browser.



If you considered necessary you could add more hashtags in English or in your language too. For this, you must to consider that the hashtag should be written in one word without spaces.

Also, as far as be possible through social networks try to mention the project profiles and the corporate profiles partners. To mention someone on Twitter and Facebook you have to publish the username following the '@'. If you do that, the user involved will receive a notification of the messages and it will be able to interact (reply, retweet, likes...) if they consider correct.

- Project profile:

VRoad	Twitter	@VRoadEU
	Facebook	facebook.com/VRoad-1157550897728819/
	LinkedIn	linkedin.com/groups/8709816/

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- Partners profile:

Institution	Social networks		Web
Fundación Laboral de la Construcción	Twitter	@Fund_Laboral	http://www.fundacionlaboral.org/
	Facebook	@FundacionLaboralConstruccion	
	LinkedIn	linkedin.com/company/fundacionlaboraldelaconstruccion/	
	YouTube	youtube.com/user/fundacionlaboral	
GA Consultores	Twitter	@Ga__consultores	http://www.ga-consultores.com/
	Facebook	@gaconsultores	
	LinkedIn	linkedin.com/company/ga-consultores-/	
	YouTube	https://www.youtube.com/channel/UCq5H12vbKu69xK0oc68biDQ	
Formedil Piemonte	Twitter	@Formedil	http://www.formedil.it/tag/regione-piemonte/
	Facebook	https://www.facebook.com/groups/836227779786400/854225937986584/?notif_t=group_activity	
	LinkedIn		
	YouTube	youtube.com/user/formedil	
BTP CFA Indre-et-Loire	Twitter	@3CABTP	http://www.btpcfa-centre.fr/accueil-indre-et-loire
	Facebook	@3cabtp/	
	LinkedIn	linkedin.com/company/3cabtp/	
	YouTube	youtube.com/user/3cabtp	
Cenfic	Twitter		http://www.cenfic.pt/
	Facebook	@cenfic	
	LinkedIn		
	YouTube		

As a communication managers, we recommend that project officers and the other entity staff interact with the project's social networks by sharing content or generating feedback, whenever possible and appropriate.

9. Inform Fundación Laboral de la Construcción about the dissemination actions carried out

To develop this activity correctly you have to use the template provide by us for the Interim and Final Dissemination Reports compilation.

You download this document thought the teams group, and you must to send it by email with photos, signatures sheets, brochures or any other dissemination action (include social network activities) attached.



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DE LA CONSTRUCCIÓN**

Fundación Laboral de la Construcción. Spain



GA Consultores. Spain



ENTE NAZIONALE PER LA
FORMAZIONE E L'ADDESTRAMENTO
PROFESSIONALE NELL'EDILIZIA

Ente per la Formazione e l'Addestramento
Professionale nell'Edilizia (FORMEDIL). Italy



Cenfic

Centro de Formação Profissional da
Indústria da Construção Civil e Obras
Públicas do Sul

Centro de Formação Profissional da
Indústria da Construção Civil e Obras
Públicas do Sul (CENFIC). Portugal



CCCA-BTP
Le réseau de l'apprentissage BTP

Comité de Concertation et de Coordination
de l'Apprentissage du Bâtiment et des
Travaux Publics (CCCA-BTP). France

