

Evaluation and management of arsenic contamination in agricultural soil and water -AgriAs

D6.2 Project Website, Corporate design, Brochures, Leaflets & Newsletter D6.3 Social Media Channels

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1 Introduction

This report combines two AgriAs deliverables, namely: DEL6.2. Project Website, Corporate design, Brochures, Leaflets & Newsletter and DEL 6.3. Social Media Channels.

To generate high recognition value for AgriAs Project a corporate design was developed. The design comprises a recognizable logo, colors and typography that are used for all documents and publications produced within AgriAs.

AgriAs Twitter channel is the main social media channel for the communication in public and it was established at the start of the project.

2 AgriAs website

A public project website was designed and released publically online at the beginning of the project.

AgriAs website address is http://projects.gtk.fi/AgriAs/ (see also Figure 1).

The published website contains information on the project, the project work packages, the objectives, news and the consortium and contact persons. From website download section selected presentations, promotional materials, public deliverables, abstracts and posters can be downloaded. In addition, the designed site includes a contact form. The website has been kept up to date during the project and the project results will be published on the website.

3 AgriAs corporate identity

Visual identity has been created for the project. Project logo designed by KEMAKTA is a part of the visual identity and its use is compulsory in the project materials. Project logo can be found from the Tiimeri platform and below. Project logo designed by KEMAKTA is a part of the visual identity and its use is compulsory in the project materials.



Figure 1. Screenshot of AgriAs homepage.



Figure 2. AgriAs logo designed by KEMAKTA.



4 Design templates

A template for MS Word documents like deliverables, progress reports, and meeting minutes was created according the developed corporate design, containing style presets for main text, headlines, bullet lists, labelling, and others, as well as general design of the document (*i.e.* title page, header and footer lines etc.). For presentations, a PowerPoint template was designed and made available for partners through AgriAs website.

5 Leaflets and posters

Publicity material such as leaflets and posters were published during the project. Available materials for information sharing are leaflet which can be modified freely for each partners needs and the poster which can be found in the project website. AgriAs brochures are printed in English, German and French. An example of the first and last pages of leaflet is presented in figures 3 and 4.











Evaluation et gestion de la contamination par l'arsenic dans les sols agricoles et les eaux



Projet AgriAs 1.4.2017 – 31.3.2019

http://projects.gtk.fi/AgriAs





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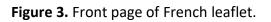




Figure 4. Last page of German leaflet.



6 Social media channels

Twitter channel is the main channel for the communication in public. Especially project results, public events arranged during the project and the project in general has been introduced to the general public. AgriAs Twitter channel @AgriAs_EU was opened already in March 2017 and can be found in this link: <u>https://twitter.com/AgriAs_EU</u>. It is maintained by GTK. Screenshot from @AgriAs_EU is presented in figure 5.



Figure 5. Screenshot from @AgriAs_EU twitter account.