



FRAME

FORECASTING AND ASSESSING EUROPE'S
STRATEGIC RAW MATERIALS NEEDS

DELIVERABLE D.2.3

Collection of Information Materials

WP2



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731166





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Project:	Forecasting and Assessing Europe's Strategic Raw Materials needs
Acronym:	FRAME
Grant Agreement:	731166
Funding Scheme:	Horizon 2020
Webpage:	www.frame.lneg.pt
Work Package:	Work Package 2
Work Package Leader:	National Laboratory of Energy and Geology (LNEG)
Deliverable Title:	Collection of Information Materials
Deliverable Number:	2.3
Deliverable Leader:	National Laboratory of Energy and Geology (LNEG)
Involved beneficiaries:	All Partners
Dissemination level:	PU
Version:	Draft/Final
Date:	December 2018
Status:	
Authors:	M. João Ferreira/Teresa Calabaça/Filipe Barreira
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Approved by:	
Date:	20/12/2018





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Purpose

This document presents the Collection of Information Materials for the FRAME project. It serves as dissemination toolbox for communication and exploitation activities.

The document is intended for both internal and external readers. Its dissemination level is Public. This document is the responsibility of Work Package 2 (WP2). Amendments, comments and suggestions should be sent to the WP2 work package leader: Maria João Ferreira.

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Executive Summary

The present document is a deliverable of the Forecasting and Assessing Europe's Strategic Raw Materials needs (FRAME) project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement 731166.

The document describes the Collection of Information Materials available to promote FRAME project and display information about the project to our various target audiences.





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Collection of Information Materials

The Information Materials are based on FRAME visual identity that is formed by all the visible elements of the project, such as color, shape, typography, etc. Altogether they convey a symbolic meaning that complements the written message. Such visual identity enables FRAME to build a coherent reputation and to make a visual statement about itself. In this way, the project becomes instantly recognizable, allowing people that get to know FRAME on one channel and to easily recognize it in other media. Indeed, a coherent use of the visual identity across all the channels reinforces the credibility of the project, transforming it into a strong, unique entity.

Logo

The custom-designed logo for FRAME represents the conversion of raw materials – symbol at the center, half planet earth half rock/metal/mineral – into some of today's technological demands – surrounding symbols – that we hope will allow for a rapid development towards new paradigms focused on mineral resources and ensure a self-sustainable, responsible human behavior.



Figure 1 FRAME Logo

Terms of use of the FRAME project logo

The FRAME project logo may be used to identify activities related and associated to FRAME and developed by the FRAME Consortium, which means organizations and individuals committed to FRAME principles and standards.

By downloading and using the FRAME project logo, you agree to the following:

- The FRAME project hereby grants you the limited right to use the FRAME project logo (the logo) solely to identify products and activities related and associated to FRAME and developed by the FRAME community, i.e. the organizations and individual committed to FRAME principles and standards;



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- The use of the logo is not granted exclusively to you, and the FRAME project is free to grant such use to any other party, as it determines fit;
- The logo shall never be used as a means to suggest the FRAME project endorses your policies, products or services. Where deemed necessary, the FRAME Project may request you to include the following clause: "The FRAME logo is used with the permission of the FRAME project. However, use of the FRAME project logo in no way constitutes an endorsement, express or implied, by the FRAME project of this [brand/product]." (please contact the FRAME Project Coordinator in case of doubt);
- The logo shall not be used for commercial purposes nor be displayed on items designated for sale without prior and written agreement by the FRAME Consortium;
- The logo shall not be displayed on business cards, letterheads and personal websites, without the official statement informing that it is a project funded by the European Commission;
- The logo shall not be used in any other way or sub-license the right to use or reproduce the logo to any other person, firm or corporation;
- The FRAME project may, at its own discretion, require you to cease immediately any usage of the logo.

Possible usage of the logo

The logo is owned by project FRAME and all uses of the logo inure to the benefit of project. Any usage outside of these terms of use dilutes the effectiveness of the logo, and is not allowed.

- The logo can be reproduced alone on the cover of publications in any form, whether in print or electronic versions, websites and other products (please consult the Project Coordinator in case of doubt).
- Website and web dissemination of the project.
- Press releases and articles related to the project.
- Presentations at project meetings, workshops and seminars, and in all dissemination actions undertaken in the framework of the project.
- Emails related to the project.
- Internal documents and reports related with the project.





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Newsletter

The regular newsletter of FRAME project will be the key tool to inform relevant target audiences about the evolution of the project. The newsletter will be issued every four months and will aggregate the most important information and news of the project.

The newsletter will be distributed through an already established e-mail distribution list, subscribers to the newsletter via the project website and will be published and freely available on FRAME web site (www.frame.lneg.pt).

The 1st Issue of FRAME Newsletter was released in October 2018.



Issue 1, October 2018

Get off to a good start with FRAME!

On 14th FRAME's under-25 team met in Lisbon on 14th October 2018. The meeting took place in Brussels from the 2nd to the 5th of July with the following general programme:

- Part 1 – GeoERA Public Session – General Kick-off – Tuesday 2nd of July (Day 1)
- Part 2 – GeoERA Internal Session – Project specific Kick-offs and synergies – Wednesday 4th of July (Day 2)
- Part 3 – application of the synergies between projects and between themes – Thursday 5th of July (Day 3)



Part 1 – GeoERA Public Session Part 2 – GeoERA Internal Session & PDM Project Meeting



Figure 3 FRAME Newsletter (Issue 1) – first page

USB flash drives

The USB flash drives will be personalized with the logo of the project and will contain relevant digital information on the project.





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Media Kit

The FRAME Media Kit contains dissemination materials that are addressed to:

- Build the FRAME community;
- Establish contacts and dialogue with other initiatives, projects and the stakeholders;
- Widely and regularly disseminate FRAME's results;
- Provide a competitive and widely recognizable visual brand identity.

The digital Media Kit is available on the FRAME website where all dissemination materials are available for download

1. FRAME Logo for Web usage
 - Download logo color | PNG file
 - Download logo white | PNG file
2. FRAME Logo for Print
 - Download hi-res logo color | JPG file
 - Download hi-res logo white | JPG file
3. FRAME Leaflet English Version
4. A pre-packaged set of promotional materials of the project will include a folder, a leaflet, a factsheet, the latest newsletter and a USB stick containing information on the project. Additional items will be considered depending on the type of event where dissemination of the project takes place and/or target audiences.

