My-TRAC

My TRAvel Companion.

Deliverable D7.5
Project leaflet

Contract No. H2020 – 777640

D7.5 Project leaflet

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CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	**Classified, information as referred to in Commission Decision 2001/844/EC**	

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Executive Summary

The objectives of My-TRAC communication activities are to share information about My-TRAC beyond the project consortium and to raise awareness about it, targeting the relevant stakeholders, while giving visibility to the experiences of the My-TRAC pilots.

Among the various channels and communication tools developed in these strategies to reach out to specific target groups, a project leaflet dedicated to My-TRAC has been created.

The My-TRAC leaflet delivers an easily accessible and digestible overview of the objectives of the project. It is designed to be approachable and not overly diluted with jargon so that an audience beyond area experts can understand the ambitious aims of the project. The design and the colours used to follow the logo style, maintaining a consistent visual identity with the other chief communication materials for My-TRAC, like the website and social media feeds.

With the project leaflet, the intention is to raise interest in the overall project while also providing a condensed, but informative piece that gets more than just an outline across to our target audience. In terms of graphics production, it is designed to be clean and crisp complete with an infographic to enhance outreach.

The leaflet has the following structure:

- Cover page with large logo display and tagline;
- Objectives of the project in bullet point form;
- Infographic;
- Back page with partners' logos displayed and project coordinator contact details, plus external links.

Abbreviations and Acronyms

AB	Advisory Board
CA	Consortium Agreement
DDP	Deliverable Development Plan
DoA	Description of Action
EC	European Commission
EoI	Expression of Interest
ERB	Ethics Review Board
GA	Grant Agreement
IPR	Intellectual Property Rights
OSS	Open Source Software
PC	Project Coordinator
P/M	Person/Month
PMR	Periodic Management Report
PO	Project Officer
QMR	Quarterly Management Report
WP	Work Package

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INTRODUCTION

The My-TRAC leaflet has been created following the design of the logo – with brilliant blue and orange theme colours - which will be maintained throughout the project to aid consistency in communication. It is truly the core of the graphical identity for the project and is used for all project templates and dissemination material.

The My-TRAC leaflet contains four different pages:

- Cover page with large logo display and tagline;
- Objectives of the project in bullet point form;
- Infographic;
- Back page with partners' logos displayed and project coordinator contact details, plus external links;

These sections are completed by a footer displaying the Shift2Rail logo, the EU flag and the reference to the grant agreement, as outlined in the Commission guidelines for Horizon 2020.

LEAFLET STRUCTURE

In this chapter, the four project leaflet pages and their content are briefly described with the support of screenshots.

1.1   COVER PAGE

The cover page presents the project logo and a catchy tagline that captures the project in a single sentence. Present at the bottom of the page are the EU flag and Shift2Rail logos which are necessary components of the Horizon 2020.
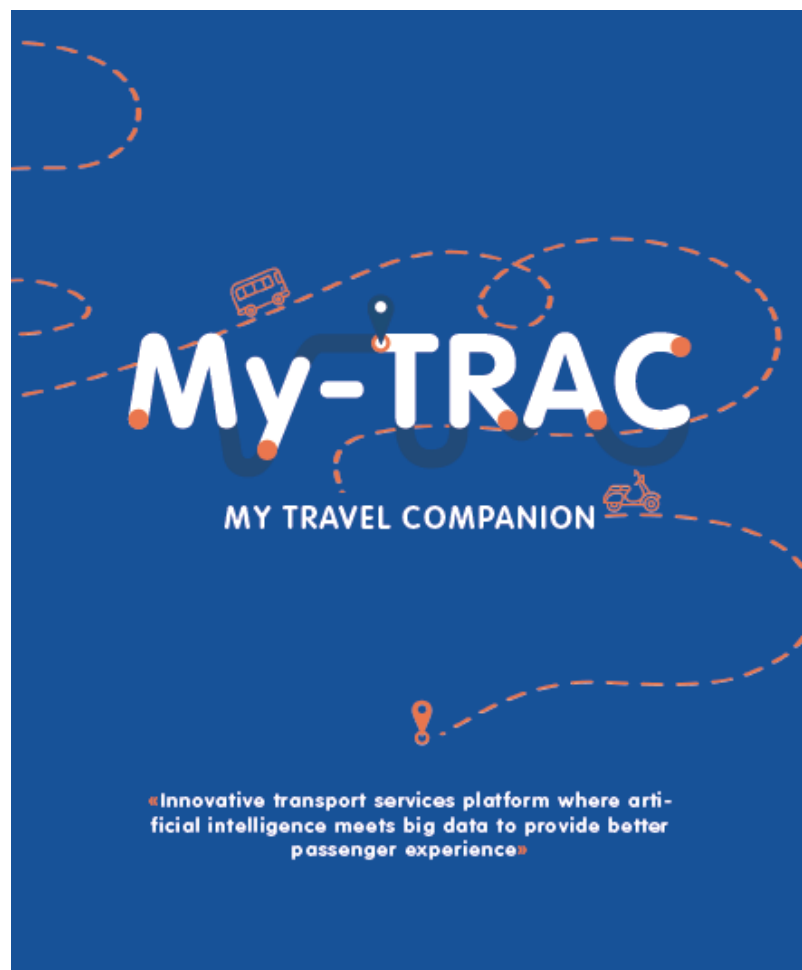

Figure 1 Section "Cover"

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1.2 OBJECTIVES OF THE PROJECT

On the left-hand page, as you open the leaflet, the reader is presented with an easy-to-read bullet point digest of the project objectives. The copy is designed to be cogent while also putting across highly technical goals. The theme colours of blue with a touch of orange are present there with the orange tracks providing some fun and flair.
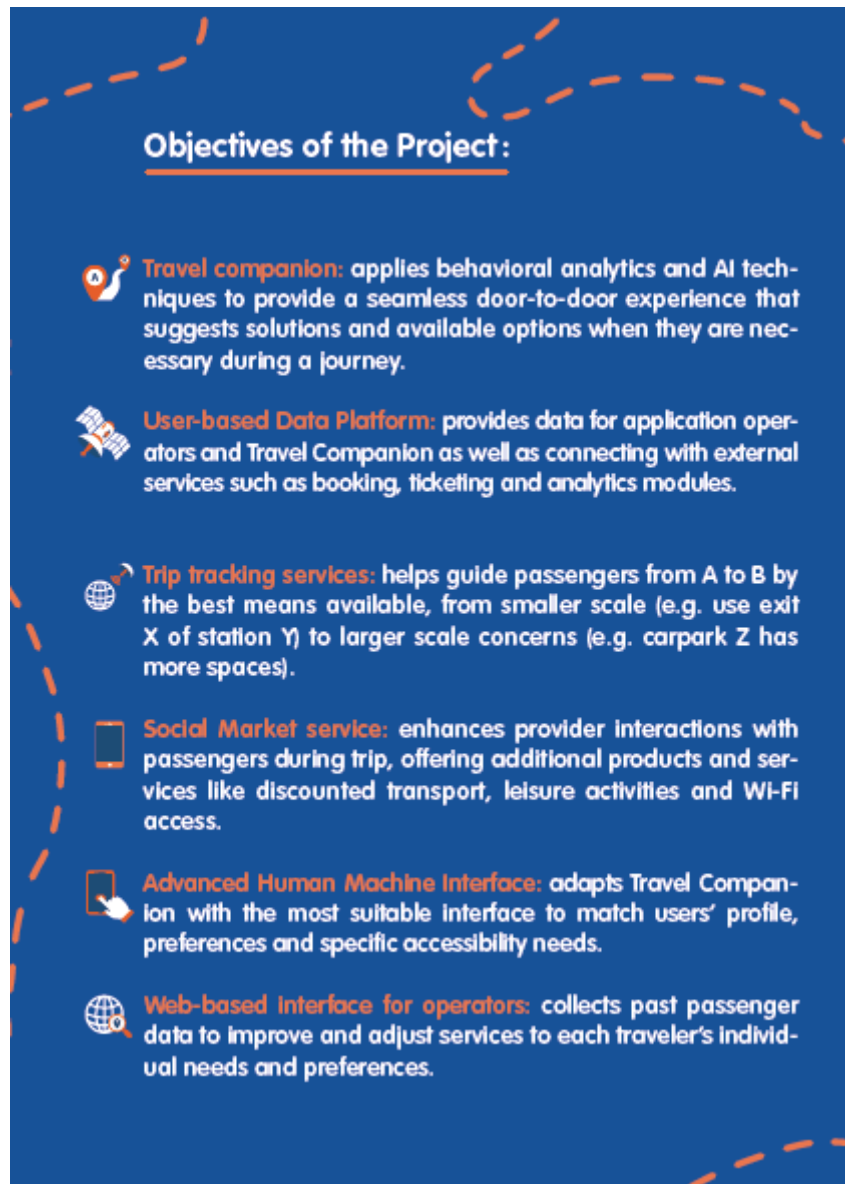

Figure 2 Section "Objectives of the Project"

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1.3 INFOGRAPHIC

The infographic successfully links up the component parts of My TRAC to display in one image the relationship between each element. Negotiating a complex subject by visual means takes a lot of precision and the results demonstrate the matrix of objectives that will later become a portfolio of results. The background colour is white to help break up the blue and allows the graphic designer to play with the blue and orange theme colours together.
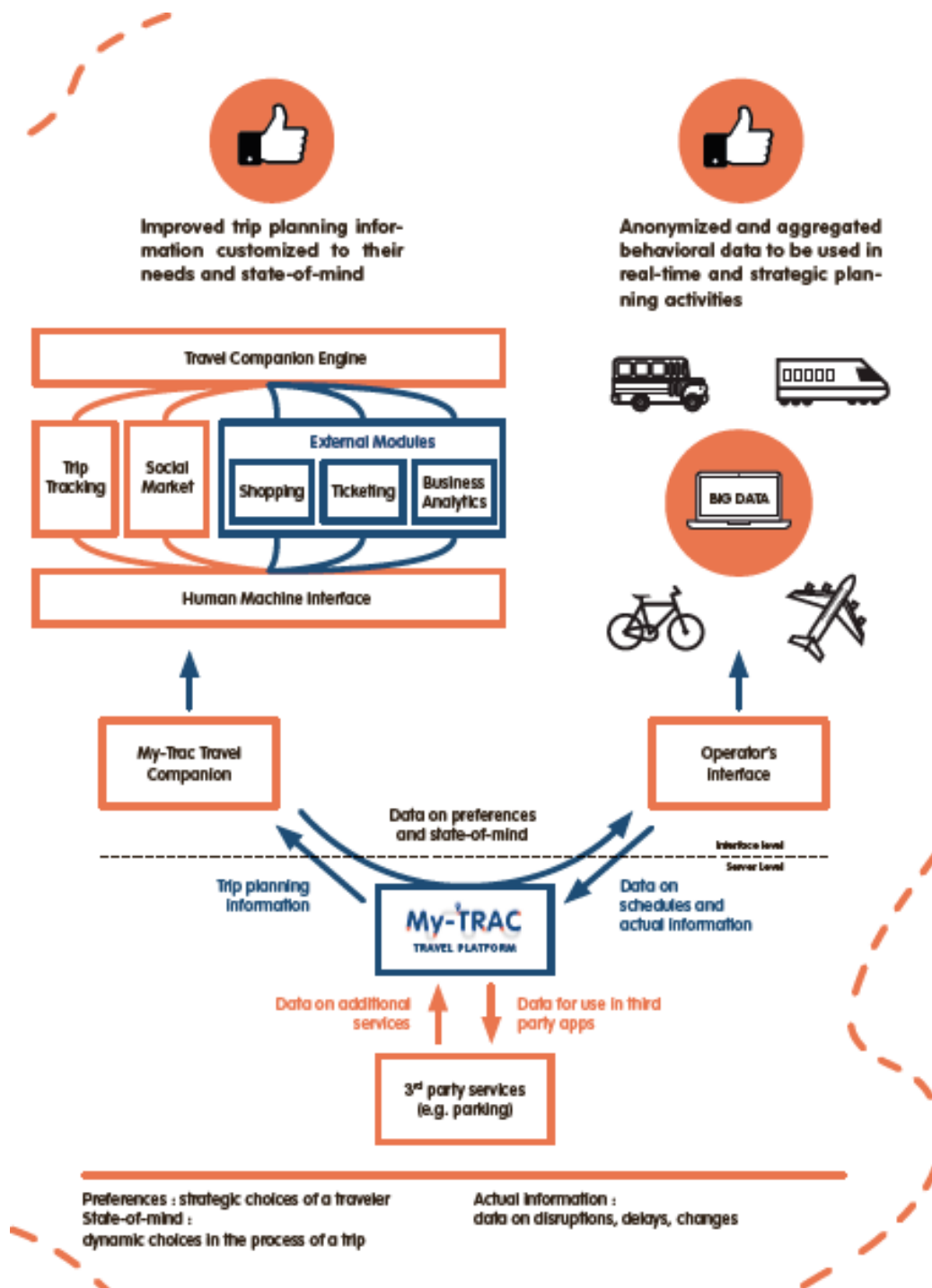
Figure 3 Section "Infographic"

1.4 BACK PAGE LOGOS AND CONTACT

The contact section offers the reader the details of project coordinator, Mr Josep Lluís Larriba-Pey (UPC). The logos for all of the consortium partners are displayed in no particular order. Finally, the website details, plus relevant twitter feed, and the necessary logos for Horizon 2020 and Shift2Rail are featured.

Figure 4 Section "Back Page logos and contacts"

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CONCLUSIONS

The leaflet will retain its relevance throughout the life of the project as the perfect introduction to what exactly My TRAC is all about should any individual be interested in learning more. It is a useful traditional tool for handing out at events and fairs, and it is sufficiently striking to stand out from the crowd with its theme colours.

For other dissemination options, it can be placed on the website - made available to download as a PDF - and can also be attached to emails regarding My TRAC as an introduction for contacts who might not be familiar with the whole project but want to get up to speed fast.

As results of specific objectives become available we can look to produce more relevant material in leaflet form should the need arise.