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Customized photonic devices for defectless laser-based manufacturing

CUSTODIAN

Deliverable D6.13

Communication Kit

Work Package 6

WP6 - Exploitation, dissemination and training

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Executive Summary

Abstract	This document explains in a summarized way the different steps of the task we have carried out to update the communication kit for the Custodian project. In this sense, we have made a description of the graphical aspects of each one of the documents that our kit includes. It is important to note that the communication elements will evolve during the project.
Keywords	Flyer, roll up, poster, laser.

Revision history

Version	Author(s)	Changes	Date
1.0	Sabine Runge		23.09.2020
2.0	Sabine Runge	Updated PPT slides	24.09.2020

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1. ABSTRACT

This document explains in a summarized way the different steps of the task we have carried out to update the communication kit for the Custodian project. In this sense, we have made a description of the graphical aspects of each one of the documents that our kit includes. It is important to note that the communication elements will evolve during the project.

Key words: shape your laser, flyer, roll up, poster, presentation slides.

2. INTRODUCTION

According to the project, the Custodian Communication Kit provides the project with basic communication tools that will be useful to communicate and disseminate the progress and results. Besides, the communication kit offers strategies and resources contributing to make an effective communication and dissemination of the different actions and results within the framework of the project. The elements of the Communication Kit are regularly updated in order to stay up to date with the project development, terminology and design.

The activities of communication, dissemination and exploitation of results are oriented to show the work done, making public the successes and results of the project, and therefore maximizing its impact. The tools created in this communication kit are used to attend international and national events (congresses and exhibitions) related with both, photonics, and manufacturing domains.

3. UPDATED COMMUNICATION KIT ELEMENTS

There are different elements included in the Communication Kit that have been updated since their first release due to changes of Partner Logos, design improvements, updates of technological terminology or replacement of pictures.

The updated elements are:

- **Newsletter**
- **Flyer**
- **Roll up**
- **Poster**
- **Presentation slides**

All the elements do include the CUSTODIAN logo as the ***project brand*** and a footer showing that the project has been funded by the EC and is part of the Photonics Public Private Partnership initiative.

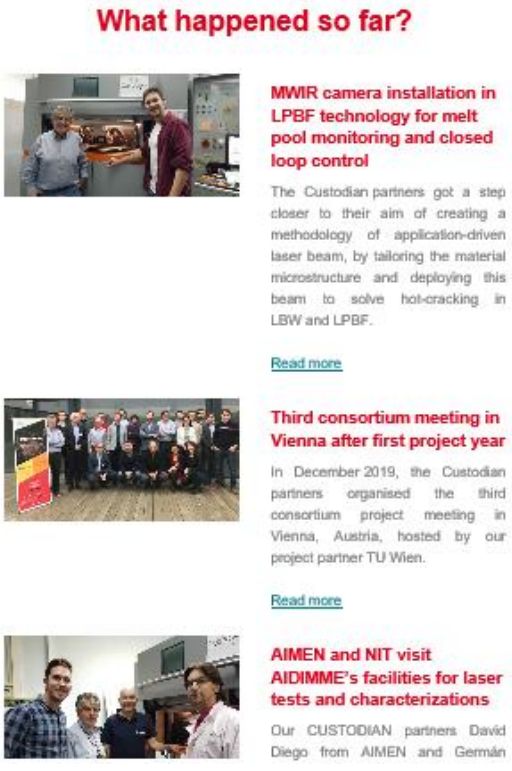
The logos are included at the bottom of each element and the partner's logo of Magneti Marelli has been updated to the new logo of Marelli:

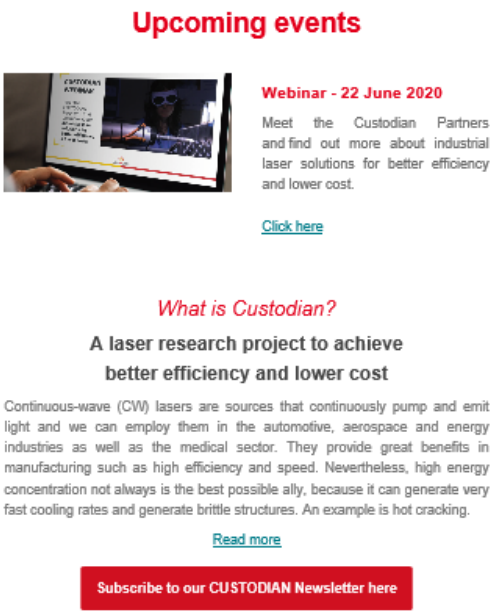
All images related to the project do always follow a common line transmitting different aspects of the essence of CUSTODIAN (applied research to industry, high tech, precision, etc.). Part of these images have been bought from a professional gallery of images to respect

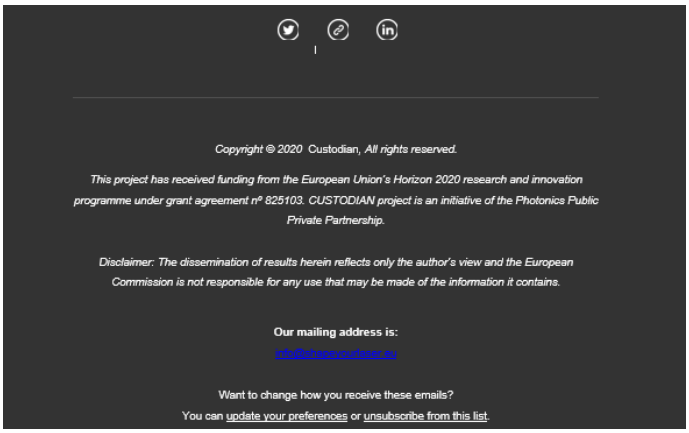
intellectual property rights. Moreover, the project partners AIMEN, AIDIMME, NIT and PRECITEC offered new images of their own databases as certain replacements to represent all technological processes involved in CUSTODIAN (LBW, PBF-LB/M and LC) and to personalize the presentation with pictures of collaborative partner meetings and the first project outcomes.

3.1 NEWSLETTER

The newsletter design has been updated, adapting the header to the design of the previously created project poster. The basic structure consisting of a title, brief project description, project news, upcoming events, a brief section about who we are and our contact has been maintained. However, for the first edition an additional section about the project launch followed the brief project introduction. Moreover, we added a call-to-action-button at the end saying "Subscribe to our CUSTODIAN Newsletter here", where readers have the chance to sign up for future newsletters, as we also promoted it in the project's social media channels. Last but not least, the footnote has been updated with all necessary copyright notifications, EU disclaimers, contact details and unsubscribe options in order to meet the legal restrictions.

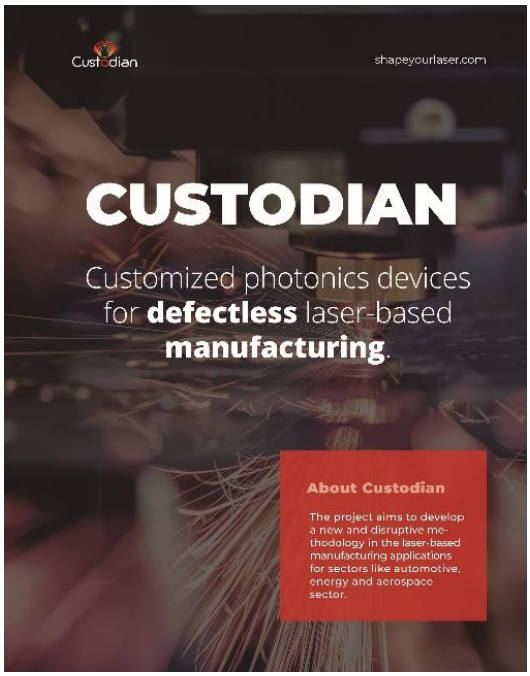






3.2 FLYER

The flyer has been updated with the new Marelli logo and the correct terminology for PBF-LB/M instead of SLM, as initially indicated.



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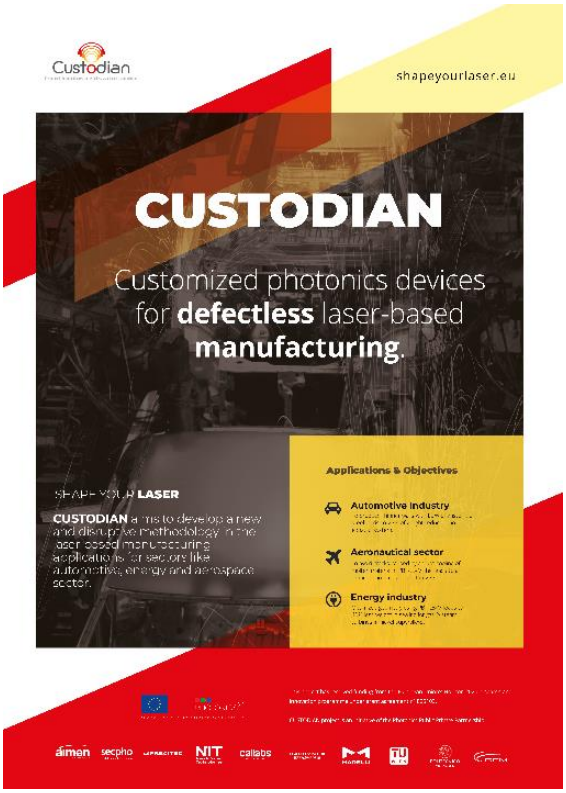
3.3 ROLL UP

The roll up has been updated with the new Marelli logo and the correct terminology for PBF-LB/M instead of SLM, as initially indicated.

3.4 POSTER

The poster has been updated with the new Marelli logo and the correct terminology for PBF-LB/M instead of SLM, as initially indicated.



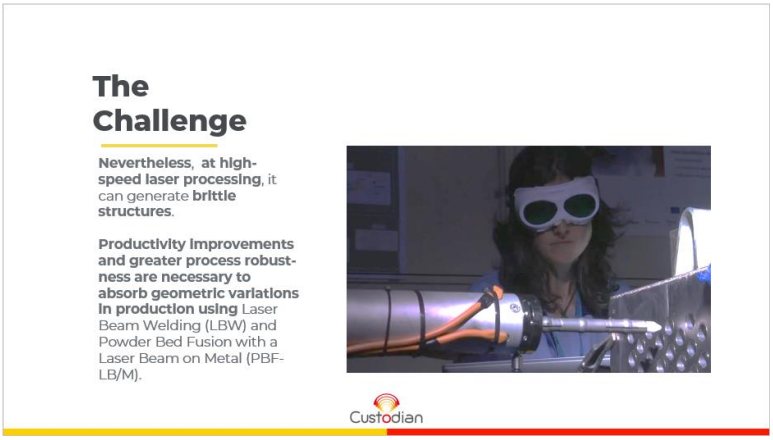
3.5 PRESENTATION SLIDES

The general project presentation about CUSTODIAN to be used for external events, has been updated with the new Marelli logo and the correct terminology for PBF-LB/M instead of SLM, as initially indicated. In addition, certain images have been replaced as requested by the technological project partners to represent all technological processes involved in CUSTODIAN (LBW, PBF-LB/M and LC). Finally, the content of some slides was updated to describe the technological challenges and benefits of the CUSTODIAN methodology and outcomes in a more complete way. The initial presentation was rather focusing on solving hot cracking in Laser Beam Powder Bed Fusion (PBF-LB/M), while the updated version also includes increasing quality and productivity in laser beam welding (LBW) and laser cutting.

- New image by NIT – slide 3:

- New image by AIDIMME – slide 4:

- New image by AIMEN & updated text – slide 5:



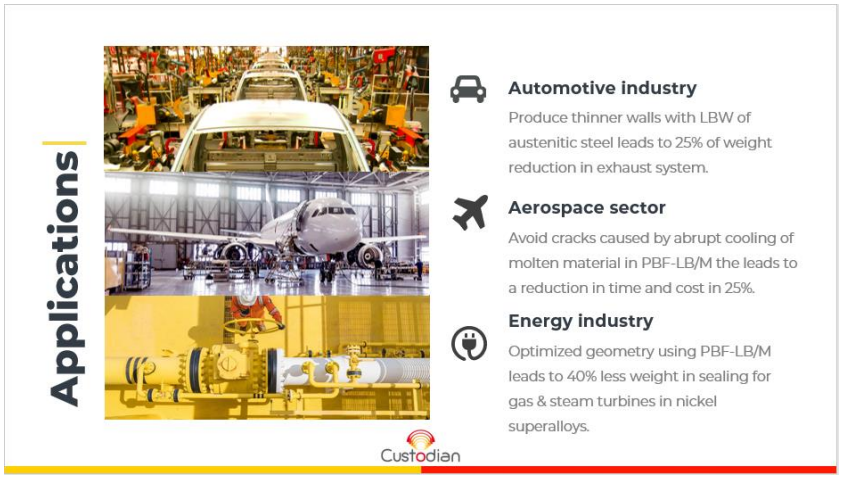
- New image by PRECITEC – slide 6:

- New image by PRECITEC & updated text – slide 7:

- New image from visit of AIMEN & NIT at AIDIMME facilities – slide 8:

- New image from visit of NIT at AIDIMME facilities & updated text – slide 10:

- New image by PRECITEC – slide 12:



- Updated Partner Logos – slide 13:

4. CONCLUSIONS

To finish the explanation about the creation of this communication kit, it is important to repeat that the communication elements will further evolve during the project. New communication elements are foreseen once the CUSTODIAN technology has been finalized towards the end of the project, demonstrating the project methodology and results. Additional communication materials might be created upon request for specific dissemination activities, if needed.