



Grant agreement n°: 825103
Call identifier: H2020-ICT-2018-2020

Customized photonic devices for defectless laser-based manufacturing

CUSTODIAN

Deliverable D6.12

Communication Kit

Work Package 6

Communication and Dissemination

Document type : Report
Version : 1.0
Date of issue : 17/01/2019
Dissemination level : PUBLIC
Lead beneficiary : secpho

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n° 825103.

CUSTODIAN project is an initiative of the Photonics Public Private Partnership.



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Executive Summary

Abstract	This document explains, in a summarized way, the different aspects related to the task we have carried out to create the communication kit for the Custodian project. In this sense, we have made a description of the graphic aspects of each one of the documents that our kit should have.
Keywords	Flyer, roll up, poster, laser.

Revision history

Version	Author(s)	Changes	Date
1.0	Andrea Sevilla		17.01.2019
2.0	Sergio Sáez		24.01.2019
3.0	Andrea Sevilla		28.01.2019



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1. Abstract

This document explains in a summarized way the different steps of the task we have carried out to create the communication kit for the Custodian project. In this sense, we have made a description of the graphic aspects of each one of the documents that our kit should have. It's important to note that the communication elements are now on its first release and 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 will provide the project with basic communication tools that will be useful to communicate and disseminate the progress and results. Besides, the communication kit will provide strategies and resources to contribute to make an effective communication and dissemination of the different actions and results within the framework of the project.

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 will be used to attend international and national events (congresses and exhibitions) related with both, photonics and manufacturing domains.

3. Communication Kit

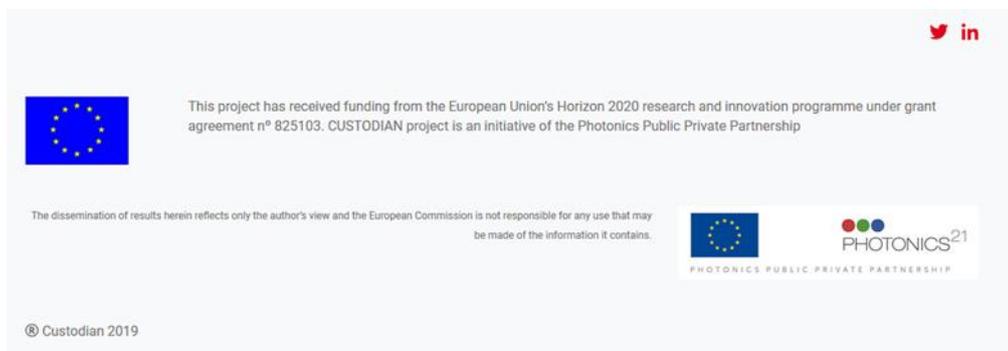
Included in the **Communication Kit** simple narrative texts, photographs, slides and any other suitable communication material will help to the dissemination process of the project.

There are different elements included in the Communication Kit to achieve the objectives of communication and dissemination through different ways and media. These are:

- **Newsletter**

- **Flyer**
- **Roll up**
- **Poster**
- **Presentation slides**
- **Different communication materials.** Specific presentations or brochures, didactic-oriented materials, etc., regularly updated, will be developed to disseminate the project

All the elements will include the CUSTODIAN logo as the **project brand** and a footer showing that the project has been funded by the EC.



The logos are included at the bottom of each element:



4. Creative platform

A general graphic line has been used to create the elements of the communication kit. Thus, all the documents have been created from a general design idea, using the identity colors of the project, integrated in the logo. Even so, we have adapted a design idea with variations to the different formats.

- **Visual aspects**

Simplicity and clarity predominates in all the visual aspects of CUSTODIAN's communication. The colors used (red and orange) try to give the brand a visual identity differentiating it from other brands used in the same field (laser manufacturing).

- **Photography**

All images related to the project will always follow a common line that will be achieved through various elements. All the images must transmit different aspects of the essence of CUSTODIAN (applied research to industry, high tech, precision, etc.). These images have been bought from a professional gallery of images to respect intellectual property rights.

- **Tone and text**

The language of the texts will always be English, due to its global character. The messages in all cases will be informative and will not have any other purpose for the reader. Generally, excessively long contents will not be created as they do not meet the objective of impacting the target. Always prioritize the most important and essential message, in search of quality.

In the next section, we are going to detail the differential aspects of each document:

5. Communication Kit Elements

5.1 Newsletter

We have a newsletter as a tool to impact our target, which follows the graphic line previously explained in the creative platform. It has a very simple structure that consists of title, brief description, entry 1, upcoming events, a brief section about who we are and our contact.

Newsletter title

Summary of the content of the email, why it is important that the recipient reads it, in two or three lines at most.



Post 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi id sem quis risus consectetur venenatis vitae in ex. In sit amet eleifend erat. Ut ullamcorper lectus ac ante mollis, sed aliquet sem fringilla. Sed in interdum lectus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec convallis elit et

Upcoming events



Event 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi id sem quis risus consectetur venenatis vitae in ex. In sit amet eleifend erat. Ut ullamcorper lectus ac ante mollis, sed aliquet sem fringilla.



About Custodian

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi id sem quis risus consectetur venenatis vitae in ex. In sit amet eleifend erat. Ut ullamcorper lectus ac ante mollis, sed aliquet sem fringilla. Sed in interdum lectus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec convallis elit et

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Copyright © `{CURRENT_YEAR}` `{LIST:COMPANY}`, All rights reserved.
`{IFNOT:ARCHIVE_PAGE}` `{LIST:DESCRIPTION}`

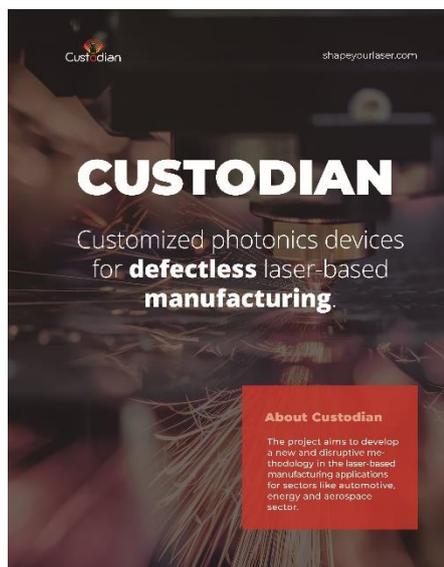
Our mailing address is:

`{HTML:LIST_ADDRESS_HTML}` `{END:IF}`

5.2 Flyer

As mentioned above, all the communication kit documents have been created to have a similar design but adapting it to each format used. In this case, as you can see in the flyer, we wanted to keep the colour style of the logo, with white, grey, red and orange tones. Also, the flyer images are in accordance with our creative platform.

In the flyer, we have included more information than in previous documents, because we understand that it is the format that can be used to make a more detailed explanation of the project face to face. On the content of the flyer, we have incorporated the essential parts for communicating the project: a brief summary about who we are and what the project is about (along with the logos of the partners), explanation with bullet points of the sectors where the new laser methodology will be applied, a tempting title, which is the claim of the project - shape your laser - and contact details.



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5.3 Roll up

This tool is useful for companies to make themselves visible. A rollup is of great help to convey a message and to create awareness of a brand in a fair or congress.



We have inserted the logo at the top, because when people read a document, we usually do it from top to bottom, so to create brand identity from the first display we have inserted the logo in the upper left quadrant. In addition to identifying ourselves, we have incorporated the domain of the web page of the project, to be easily located.

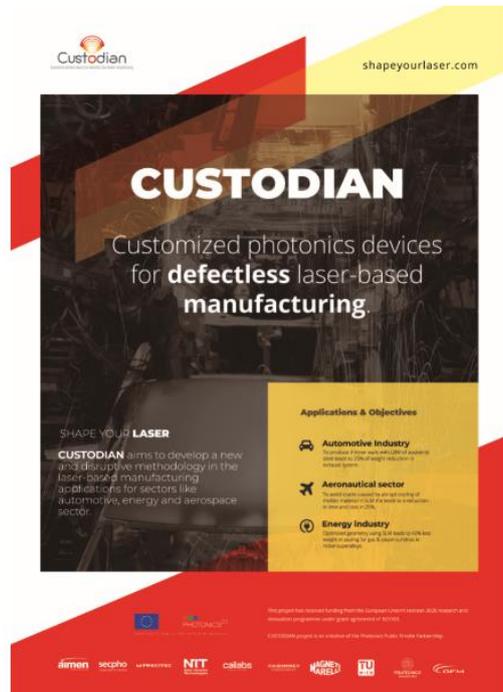
In this document, we have not inserted much text, as it would be counterproductive. We needed a visual tool to impact the visitors of a fair, who don't have time to stop at each stand and read the roll ups. Therefore, we have inserted the text that we consider key to the project in summary form.

In addition, we have continued with the graphic line that characterizes the project from the beginning, including also the claim.

5.4 Poster

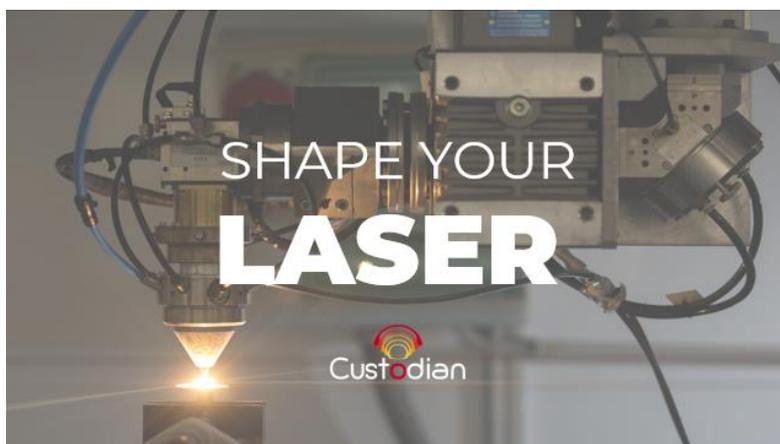
As it is a 3-year research project, different congresses and exhibitions will take place throughout the project. For this reason, we have decided to create a poster that will support researchers to explain the project to the non-academic public, as well as draw attention and impact at the level of branding in those people attending the events.

We have followed the same graphic line as in previous documents. We have simply resized the measures of the flyer, which is the document of the most complete communication kit we have, to scientific poster format (width 90 and height 120 cm).



5.5 Presentation slides

It is very important to unify the image of the project, to project coherence and union between partners, as well as in the project. For this reason, we believe it is essential that all partners when they are going to make a presentation about CUSTODIAN in external events, outside the scientific community prepare their presentations with unified slides.



The Project

The project aims to **develop a new and disruptive methodology** of application-driven laser beam tailoring of the material microstructure, and deploy this beam to **solve hotcracking** in:

- **Laser Beam Welding (LBW)**
- and **Selective Laser Melting (SLM)**.

The Challenge

CW lasers are mainly focused on **high power output**, being used for laser heat treatment, cladding, cutting, welding and Additive Manufacturing (AM).

They are **widely employed** in the **automotive, aerospace, energy** industries as well as the **medical** sector.

Project Developments

To accomplish the deployment of customized beam shapes, CUSTODIAN will perform a **twofold photonic development**:

- **Compact, robust and dynamic beam shaping technology (MPLC)**
combined with specific strategy for laser beam deployment over the working surface.
- **Closed loop inline control system based on uncooled SWIR/MWIR sensors and an FPGA architecture**
to ensure the quality and dynamicity of the beam shape requirements.

6. Conclusions

To finish the explanation about the creation of this communication kit, it's important to note that:

- We use the same graphic line for all the documents.



- We want to create a unified image of the project. Due to that it's important to start through the design of the communication elements before having specific results of the project.
- These communication kit elements will be alive tools and will evolve during the project.