

Deliverable D6.2: Project brand and project marketing basics

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Executive Summary

This deliverable describes how a project brand and the marketing basics were introduced in the OPTEMUS project.

(1) Introduction

In order to disseminate the project results a project brand and marketing basics have been introduced.

(2) Project brand and marketing basics

In order to establish a project brand and marketing basics the following measures have been introduced to the project:

Project Logo

The project logo represents the project identity and it must appear in all documents together with institutional logos. It shows the shape of a typical A-class vehicle with the project name in it (Figure 1).



Figure 1: OPTEMUS project logo

Report and Presentation Templates

Common templates for written deliverables (MS Word, see format of this report) and OPTEMUS presentations (MS PowerPoint – see Figure 2) have been created and will be used throughout the project. The deliverable and presentation templates have been developed by ViF and are available through the “projectplace” website. All partners are requested to use this template when presenting OPTEMUS results within and outside the project.



Title of Presentation

Author 1, Author 2, Author 3



Figure 2: OPTEMUS presentation title page

Project Leaflet

The first draft of the project leaflet is available (Figure 3) and will be finalized after the approval by all partners. The printed leaflets will then be shared within all partners to hand them out at various dissemination events.



Figure 3: OPTEMUS leaflet draft

Project Website

The project website (www.optemus.eu) is also an important instrument for the dissemination of project results. It is described in detail in Deliverable 6.3 "Project Website".

(3) Conclusions

The OPTEMUS project brand and marketing basics (project logo, templates for deliverables and presentations, project leaflet, project website) have been successfully introduced into the project.