



STREAMLINE

WP1 Management and dissemination

D1.2

Communications kit

Expected date 14/03/2020



STREAMLINE has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 870313

PROJECT DETAILS

PROJECT ACRONYM	PROJECT TITLE
STREAMLINE	Sustainable research at micro and nano X-ray beamlines
GRANT AGREEMENT NO:	THEME
870313	H2020-INFRADEV-2018-2020 Development and long-term sustainability of new pan-European research infrastructures
START DATE	
15/11/2019	

DELIVERABLE DETAILS

WORK PACKAGE ID	EXPECTED DATE
WP1	14/03/20
WORK PACKAGE TITLE	DELIVERABLE TITLE
Project management, communication, dissemination and exploitation	Communications kit
WORK PACKAGE LEADER	DELIVERABLE DESCRIPTION
Jean SUSINI	Communications kit: website, roll-up, brochure, poster - Task 1.4
DELIVERABLE ID	PERSON RESPONSIBLE FOR THE DELIVERABLE
D1.2	Kimberley ROBERT
NATURE	
<input checked="" type="checkbox"/> R - Report	<input type="checkbox"/> P - Prototype
<input type="checkbox"/> D - Demonstrator	<input type="checkbox"/> O - Other
DISSEMINATION LEVEL	
<input checked="" type="checkbox"/> P - Public	
<input type="checkbox"/> PP- Restricted to other programme participants & EC:	
<input type="checkbox"/> RE – Restricted to a group	
<input type="checkbox"/> CO – Confidential, only for members of the consortium	

REPORT DETAILS

VERSION	DATE	NUMBER OF PAGES
1	13/03/2020	14
DELIVERABLE REPORT AUTHOR(S)	FOR MORE INFO PLEASE CONTACT	
Kimberley ROBERT, Gary ADMANS, Jean SUSINI	Kimberley ROBERT	
STATUS		
<input type="checkbox"/> Template	<input type="checkbox"/> Draft	
<input type="checkbox"/> Final	<input checked="" type="checkbox"/> Released to the EC	

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INTRODUCTION

This deliverable concerns the communication kit put in place in STREAMLINE and is a deliverable of Work Package 1: Project management, communication, dissemination and exploitation.

EXECUTIVE SUMMARY

This deliverable contains descriptions and images of the various communication materials put in place at the start of the STREAMLINE project. Other items will be needed later in the project in time for the final year's workshops, such as a popup, flyer and/or a brochure. We have created and maintained a "Dissemination table" to be filled in by the work package leaders for all the communication activities involving STREAMLINE.

STREAMLINE

STREAMLINE is an H2020-supported project, with the ESRF as the single beneficiary. STREAMLINE will complement the ESRF-EBS upgrade which has made the ESRF the first fourth-generation high-energy storage ring synchrotron in the world. With the objective to exploit the properties of the X-ray source in an optimal way and to ensure the long term sustainability of the facility, STREAMLINE will address the key aspects of the operations of a large-scale user facility, in this context, STREAMLINE will modernise business and user operation procedures, pilot new access modes and new services, and permit higher experimental turnover by exploiting automation at the beamlines. It will introduce new tools for the benefit of industrial and academic users alike.

1. Brand (logo, colours, fonts)

The branding company Mezcalito was chosen for the creation of STREAMLINE artwork and for the setting up and development of the STREAMLINE website.

Mezcalito is a familiar company to the ESRF that has been used in previous projects with good success. They were chosen for their competitive pricing and high-quality realisations.

Mezcalito defined the brand for STREAMLINE, which included creation of a logo (one was chosen from three proposals), and selection of complementary colours and fonts.

2. Website

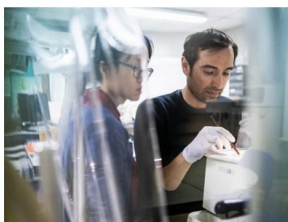
After defining the brand, Mezcalito then developed the visual identity for the website. The website was built using the CMS software Wordpress. This website is hosted by the ESRF.

The website link: <https://streamline.esrf.fr/>

Below are some print screens of the website:

STREAMLINE

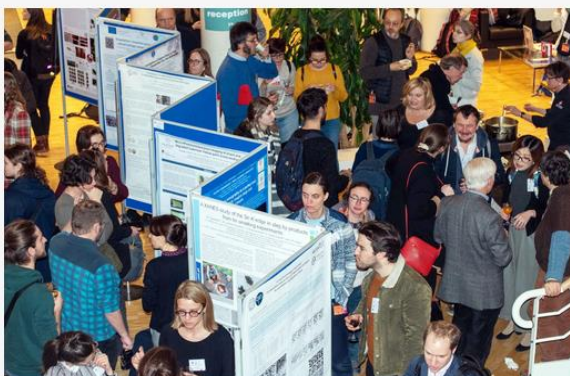
STREAMLINE is a Horizon2020 funded project that will complement the ESRF-EBS upgrade by enhancing user operation through new procedures and systems.



The ESRF-EBS source upgrade will provide X-ray beams with significantly increased brilliance and coherence. The enhanced X-ray beams will permit breath-taking new science as well as significant gains in resolution or rapidity for existing experiments. Making these opportunities swiftly available to our user communities, **STREAMLINE** will adapt user operation procedures, pilot new access modes and new services exploiting automation at the beamlines. **STREAMLINE** will train existing users in the new opportunities and look forwards by reaching out to new scientific communities in academia and industry.

[Our Programme](#)

News →



15 NOVEMBER 2019
STREAMLINE starts today

[Read More](#)
[See all our news](#)

29 JANUARY 2020
STREAMLINE workshops for emerging communities

[Read More](#)

Events →

Follow us on Twitter →
Tweets by ESRF_Streamline

**Studies of
dynamically
compressed
matter with
X-rays**

July 7, 2020

Grenoble
ESRF

[More information](#)

**Workshop on
Dark Field X-ray
Microscopy**

April 15, 2020

Grenoble
ESRF

[More information](#)

**Workshop on
Cultural and
Natural
Heritage**

January 22, 2020

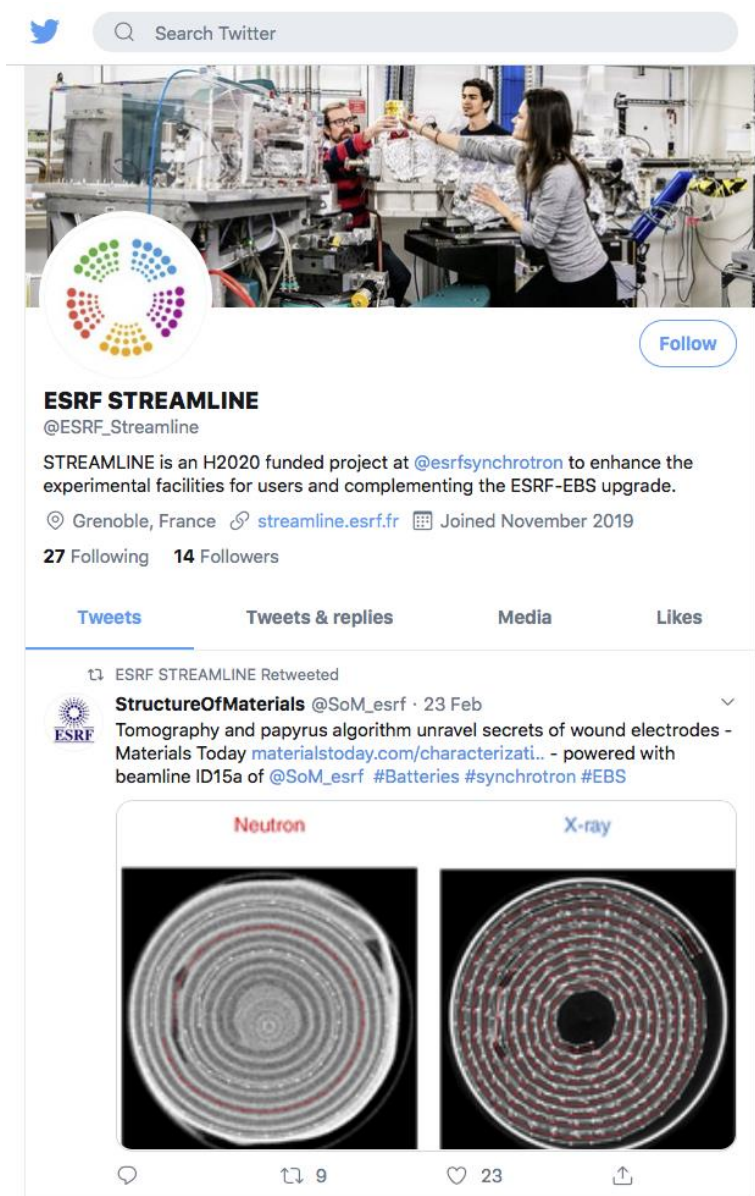
Grenoble
ESRF

[More information](#)

3. Twitter channel

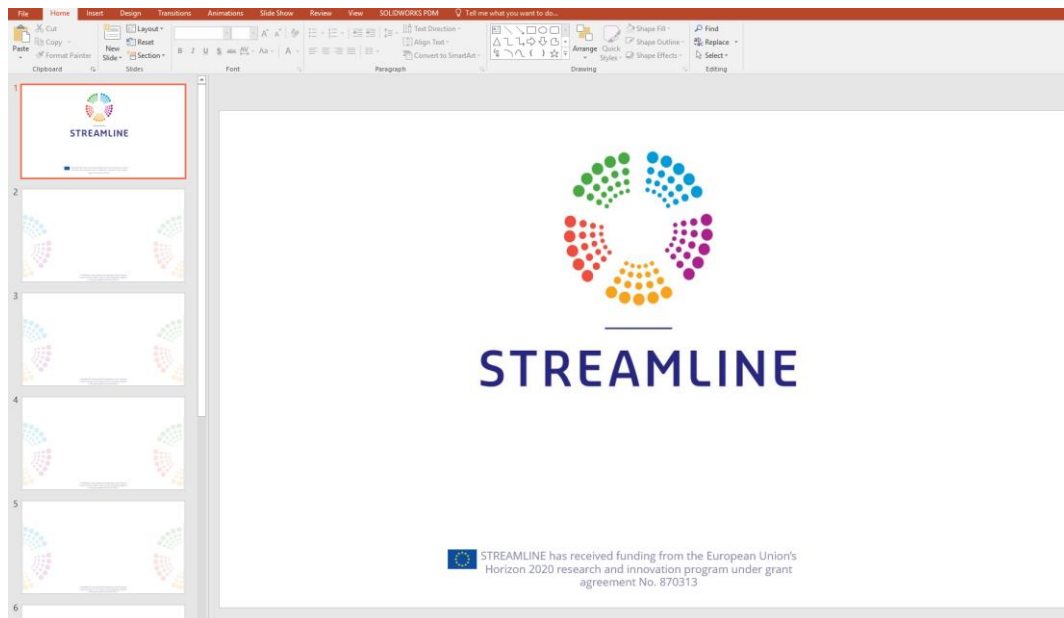
A Twitter account has been created for STREAMLINE. Below is a screenshot of the Twitter stream for STREAMLINE.

Account name: @ESRF_Streamline



4. Presentation template

A Powerpoint template has been created from the brand. All STREAMLINE project participants have been asked to use this presentation template when representing STREAMLINE.



5. Poster template

A poster template was created from the brand (image below). All STREAMLINE project participants have been asked to use this poster template when representing STREAMLINE. The first poster to be prepared using the template was displayed at the ESRF User Meeting on 05/02/2020.



6. Dissemination table

An excel file has been created and will be used to record all activities where STREAMLINE has been represented.

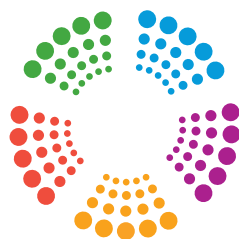
Extract of the excel file:

[illegible]

APPENDIX 1: GRAPHICAL CHARTER

- Graphical charter from Mezcalito, in PDF





STREAMLINE

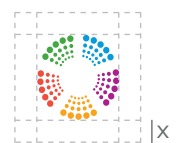
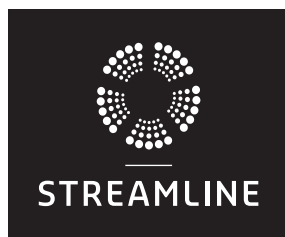


Charte Graphique





1. Déclinaisons du logo



2. Couleurs

Principale



C 100 R 019
M 100 V 037
J 000 B 119
N 015 #132577

Correspondance
sur le site

Secondaires



C 035 R 175
M 100 V 000
J 000 B 124
N 000 #AD007C

News



C 000 R 244
M 042 V 163
J 100 B 000
N 000 #F6A400

Events



C 085 R 000
M 020 V 152
J 000 B 212
N 000 #0097D3

About



C 070 R 081
M 000 V 160
J 100 B 038
N 010 #509F25

Industry



C 000 R 232
M 085 V 066
J 080 B 051
N 000 #E84133

Users

Gris



C 000 R 066
M 000 V 066
J 000 B 066
N 074 #424242

Titres



C 000 R 110
M 000 V 110
J 000 B 110
N 057 #6E6E6E

Texte courant



C 000 R 246
M 000 V 246
J 000 B 246
N 004 #F6F6F6

Fonds

3. Typographies

PRINT

SANSA STD SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,;:/=+_€*#& (!)'">
aàbcçdeéèfghijklmn opqrstuùvwxyz
@#<?%œ
0123456789

|
Peut être utilisée pour les titres en
bas de casse ou capitales.

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,;:/=+_€*#& (!)'">
aàbcçdeéèfghijklmn opqrstuùvwxyz
@#<?%œ
0123456789

|
Utilisée pour les textes courants et sous-titres de paragraphe.
Pour la bureautique, possibilité d'utiliser une police système (*Arial*).

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,;:/=+_€*#& (!)'">
aàbcçdeéèfghijklmn opqrstuùvwxyz
@#<?%œ
0123456789

WEB

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,;:/=+_€*#& (!)'">
aàbcçdeéèfghijklmn opqrstuùvwxyz
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0123456789

|
Utilisée pour les titres (h1, h2)

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789

OPEN SANS SEMIBOLD

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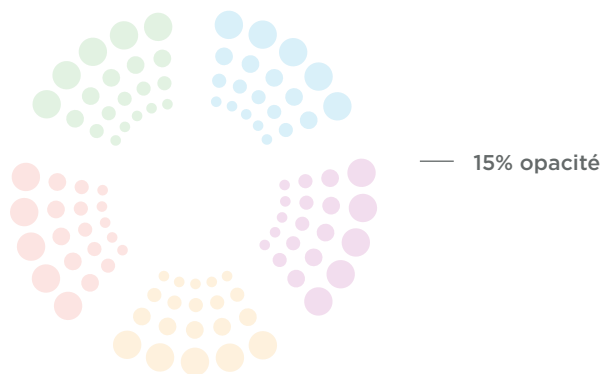
OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,;:/=+_€*#& (!)'">
aàbcçdeéèfghijklmn opqrstuùvwxyz
@#<?%œ
0123456789

|
Utilisée pour le texte courant et les sous-titres (h3)

4. Iconographies (illustrations, pictogrammes, CTA)

PRINT



Application de la charte —



WEB



20% opacité



For all users

Titre



Motifs

Boutons

Our program

Contact →

Application de la charte

