SPECTROSCOPY@
ERA CHAIR

SPECTROSCOPY Promotional Toolkit 1

SPECTROSCOPY Promotional Toolkit 1

SPECTROSKOPY Deliverable PreD2.0

Project Documentation Sheet	
Project	SPECTROSCOPY@IKU - Manipulating and Characterizing Molecular Architectures: From Isolated Molecules To Molecular Crystals.
Call identifier	H2020-EU.4.C. -ESTABLISHING, ERA CHAIRS' HORIZON-WIDERA-2023-ERA CHAIRS
Duration	60 month
Coordinator	Prof. Gulce Ogruc Ildiz
Project manager	Cuneyt Genc
ERA-Chair holder	Prof. Rui Fausto

Index

1 Communication Toolkit

1.1 Visual Identity

Visual identity is a fundamental element for building the image of a project. It gives the project consistency, continuity and recognizability. The project logo was designed with two main objectives in mind: to popularize the ERA Chair; and to represent the institution integrated with the project identity. Thanks to this toolkit, the project will maintain its independence as well as being an integral part of the organization.

All communication materials related to the SPECTROSCOPY ERA CHAIR must always comply with these guidelines.

The visual identity provided comprises the fundamental elements:

- Brand Logo (https://www.iku.edu.tr/tr/spectroscopy)

- Brand Typeface

Arial Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 @ # % & (. , ; :)

Arial
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 @ # % & (. , ; :)

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 @ # % & (. , ; :)

4

- Visual guidelines (https://www.iku.edu.tr/tr/spectroscopy)

The logo, typeface and visual guidelines will be available on the project website.

1.2 Project Documentation

The templates are designed for both internal and external communication and it includes:

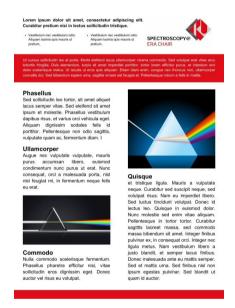- Word templete (https://www.iku.edu.tr/tr/spectroscopy)

SPECTROSCOPY@
ERA CHAIR

- Powerpoint templete (https://www.iku.edu.tr/tr/spectroscopy)

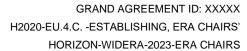- Poster Templete (https://www.iku.edu.tr/tr/spectroscopy)

1.3 Social Media Materials

In addition to the project's website, visibility will be ensured by using social media tools such as Twitter, LinkedIn and Instagram.

In order to reach the audience easily, social media accounts linked to Istanbul Kültür University were used to promote the project:

- Twiteer: https://twitter.com/ikuspectroscopy

- LinkedIn: https://www.linkedin.com/company/101932043/admin/feed/posts/

- Instagram: https://www.instagram.com/ikuspectroscopy/

Istanbul Kültür University's accounts have a large audience. For this reason, posts made on social media accounts will be easily seen by various stakeholders and awareness will be raised. SPECTROSCOPY will be promoted to national and international stakeholders, the scientific community and the general public using these accounts.

All project-related social media accounts should include specific hashtags to make it easy to find the work, themes and content related to project activities. Use the following:

Hashtags:

- #H2020
- #horizon
- #ERAChairs
- #SPECTROSCOPY

Handlers:

- @Programme Horizon Europe
- @iku
- @ikuspectroscopy

The project will also submit a communication kit on the project (photos, slides and other appropriate communication materials).

- Social media images

PreD2.0 SPECTROSCOPY Promotional Toolkit 1