

Executive summary

To create awareness and common knowledge of the SYNERGY project communication and dissemination activities serve as a vital part. This document presents an overview of the branding of the SYNERGY project together with the identity colors of the project, the logos, and fonts to be used in connection to the communication in the project. This will help differentiate and recognize the project worldwide.

One project website has been established which will be the main hub for all relevant news and information. The website is intended to be easy to navigate, and the main menu will contain information about the project, Partners, Resources, News & Events, and Contact. Besides, the SYNERGY social media channels will be integrated into the website as part of the news feed on the front page. This functionality keeps the website updated at all times.

Through a flexible and structured communication content plan, WP9 will ensure the overall quality of the website and social media content. Besides branding, website, and social media, the document describes a way in which all partners work together for a successful dissemination and communication process. This document will provide an overview of social media strategy and content management as well as information about monitoring KPI's, responsible editors, and ongoing evaluation of results.

