



TIPS

TRANSPORT R&D
FOR INNOVATION

WWW.TRANSPORT-TIPS.EU

DISSEMINATION PLAN

ENHANCING THE CAPACITY OF
EU TRANSPORT PROJECTS TO

TRANSFORM RESEARCH
RESULTS INTO
**INNOVATIVE PRODUCTS
AND SERVICES**



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1 Introduction

1.1 Purpose of the dissemination and communication plan

This document presents the TIPS dissemination and communication plan, as deliverable D6.1 to the project.

This first version of the plan focuses on proposing guidelines on main dissemination and communication activities and principles under the TIPS project. However, dissemination and communication objectives and activities may change as the project evolves and more detailed intermediate results are made progressively available. As a consequence, it is also important to keep some flexibility in this plan.

The first part of this report is dedicated to definitions and proposed methodology.

The second part will present the actions implemented.

This document is planned to be updated on a quarterly basis in order to adjust the dissemination timeline, identification of events as well as implemented actions.

1.2 Key messages

The vision of the TIPS project is to produce better innovation in the transport sector by enhancing the capacity of EU-funded Framework Programme projects in the field of transport to be at the source of innovation and to help them transform research results into innovative products and processes.

The proposed approach is based on the following objectives:

1. Analysing the research framework of finished and ongoing national and EU-funded projects;
2. Developing best practice guidelines and innovation methodologies;
3. Promoting the exploitation of R&D results and market uptake of innovative products and services to transport project partners;
4. Supporting completed and ongoing EU funded research projects to develop sound action plans for the use and dissemination of results;
5. Creating a supporting project environment and tools that are sustainable.

The TIPS consortium will monitor its performance through the following indicators:

Key objectives	Measurable Outputs
1 - Analysing the research framework	600 relevant European plus 150 national research and development projects (which equals 20% of the whole target) identified 450 questionnaires completed and analysed
2 - Developing best practice guidelines	Up to 20 good practice cases collected Advisory Board with 8 – 12 transport experts 2 Round Tables with the Advisory Board
3 - Promoting the exploitation of results	5 workshops organised at the occasion of transport conferences or as stand alone events 2 brokerage events and information stands at major transport relevant conferences
4 - Supporting completed and ongoing projects	100 EU projects selected for further assistance 2 training academies for max. 25 attendees each Exploitation audits for up to 50 project partners
5 - Creating a supporting project environment / tools	A web-based portal and dissemination material 500 copies of a printed booklet on Best Practice Guidelines

2 PART 1 – DEFINITIONS AND PROPOSED METHODOLOGY

2.1 *Dissemination strategy*

The TIPS dissemination and communication strategy is based on:

- Partners' experience,
- Recommendations provided by the European Commission (such as in “communicating science, a scientist’s survival kit, or “Communicating EU Research and Innovation, a guide for project participants”), and
- Known best practices for dissemination and communication.

The TIPS dissemination strategy is further based on the following main questions:

- Subjects of dissemination: Which project outputs will be disseminated?
- Targeted audience: Who will benefit most from the project outputs? Who would be interested in learning about the project findings?
- Channels: What is the most effective way to reach the targeted audience? Which resources does each target group typically access?
- Implementation: Who is responsible for each specific dissemination activity? What are the dissemination rules? How to report dissemination and communication activities? What is the timetable of the dissemination activities?

The TIPS dissemination strategy is driven by answering the above stated questions. The following sections aim at describing those answers in more detail.

2.1.1 Objectives of dissemination and communication

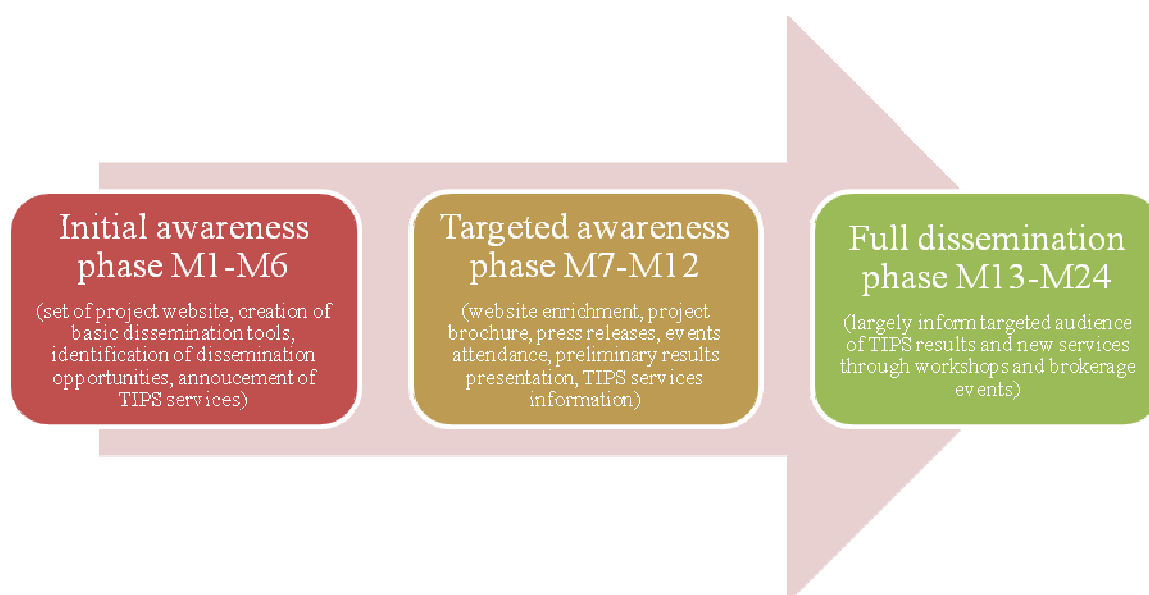
The objective of the dissemination and communication strategy is to identify and organise the activities to be performed in order to **maximise** the influence of the project and to promote the project results.

Thus, the objectives of the TIPS dissemination can be summarized as below:

Inform about TIPS services	Raise awareness	Networking	Disseminate knowledge	Support TIPS exploitation
<ul style="list-style-type: none"> •Organise workshops and training academy •Exploitation audits •Organise brokerage events and information stands •Best Practice booklet 	<ul style="list-style-type: none"> •Present the project, and its expected results 	<ul style="list-style-type: none"> •Exchange experience with other transport in order to join efforts, minimize duplication and maximize potential 	<ul style="list-style-type: none"> •Regularly provide information about project outputs through several channels 	<ul style="list-style-type: none"> •Pave the way for a successful exploitation of the project outcomes

2.1.2 Subjects of dissemination and timeline

In order to arouse stakeholder’s interest in the TIPS project, the consortium has established a dissemination timeline based on the development stages of the main results.



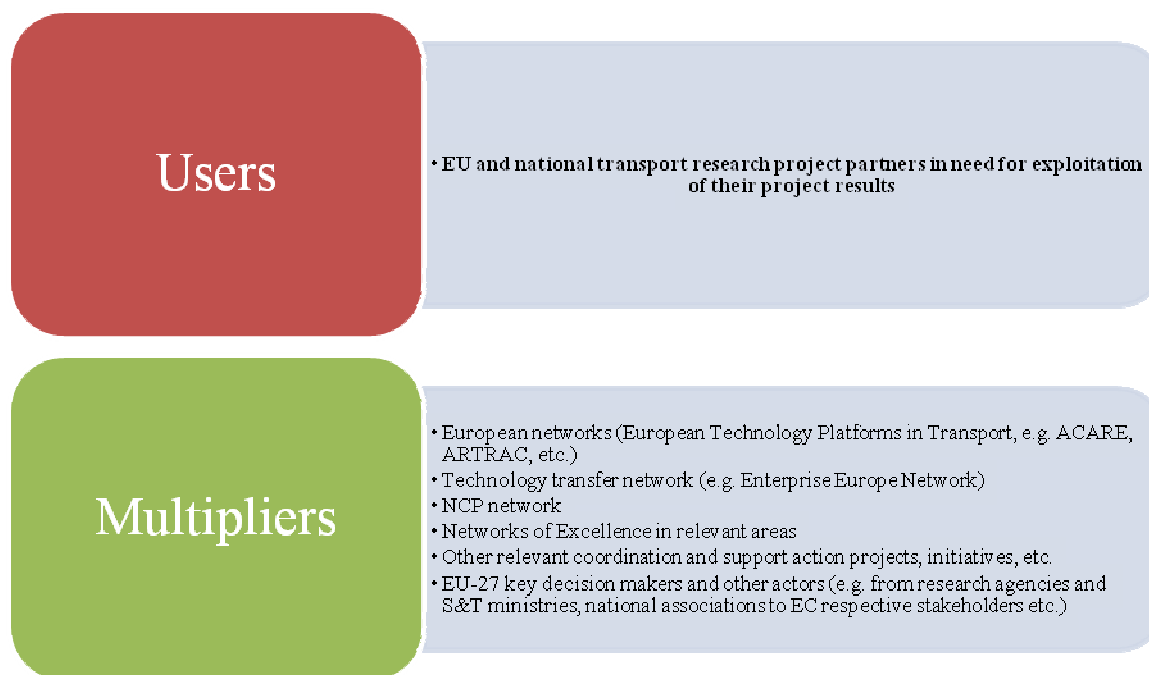
In detail, the TIPS dissemination activities are as follow:

Dissemination timeline	
Date	Actions
Month 1 - Month 6	Developing the TIPS <ul style="list-style-type: none"> • dissemination strategy • logo, • website, • general presentation layout and public deliverables/documents layout, • project brochures for users and multipliers, • Facebook profile
Month 7 - Month 12	The following dissemination channels will be constantly updated (on a weekly basis) <ul style="list-style-type: none"> • website • Facebook As soon as further dates for workshops and brokerage events come up, the project brochures for users and multipliers will be updated.
Month 13 - Month 18	<ul style="list-style-type: none"> • Updating the dissemination strategy • Organising events according to the DOW (training academies, one-to-one) • Participating in events to present main project outputs
Month 19 - Month 24	<ul style="list-style-type: none"> • Updating dissemination tools regularly (at least each month) and prepare conclusive version of website and other dissemination supports • Organising events according to the DOW (training academies, one-to-one support) • Participating in events to present all project outputs

2.1.3 Target audience

The TIPS target audience is divided in two distinct groups: users and multipliers.

- Users are those who will benefit directly from TIPS and its results
- Multipliers are persons or organizations that spread information or knowledge and therefore influence a wide community and support finding further TIPS users.



2.2 Dissemination management

Management of TIPS dissemination activities comprises dissemination and communication planning, implementation of the planned dissemination actions, continuous updates and taking corrective actions.

2.2.1 Distribution of Responsibilities

The dissemination manager designated within the TIPS consortium is ALMA Consulting Group. ALMA CG owns a recognized expertise in the management of collaborative projects (since 5th FP) in, conducting day-to-day (operational) project management and supporting consortia in their dissemination activities. For more than fifteen years, ALMA Consulting Group, thanks to its collaboration with R&D consortia, has developed specific and original knowledge and methodologies to support them efficiently in the achievement of their objectives.

ALMA CG will rely on all TIPS partners, and especially on WP leaders to:

- Regularly identify WP outputs, deliverables or intermediary results;
- Package these outputs in a way they can be easily disseminated (through the different channels identified);
- Propose actions for dissemination: especially participation to events and papers;
- Actively represent, in any situations, the TIPS project.

ALMA CG will particularly rely on Q-PLAN, in charge of leading the project portal, supported by SOPHIA. Q-PLAN has participated in more than 10 FP6 / FP7 projects and studies since 2005, mainly as the project coordinator. In many of these projects Q-PLAN was responsible for dissemination and the website and therefore has a good understanding of the requirements of a project portal.

2.2.2 Evaluation of TIPS Website

For the purpose of evaluation the TIPS dissemination activities, quantitative indicators were set up (see table below):

	Indicators for evaluation of dissemination activities
TIPS Consortium Partners Websites	End of Month 5 all TIPS partners will have established links to the TIPS website on their respective websites
TIPS Website	The hits of the TIPS Web site will increase by 50% from M4 to M24. The TIPS brochure will be downloadable from the project website from month 4 on.

2.3 Dissemination channels

The selection of the appropriate channels is related with both the TIPS objectives and with the development stages of the project.

The following dissemination channels were selected and developed in TIPS dissemination strategy:

- Internet based communication;
- Presentations at conferences and workshops;
- Professional magazines and newspaper;
- Networking with other projects funded under the same call (INTRASME, T-Trans).

2.3.1 Social Networks

The Internet is the major platform and one of the most efficient channels for the dissemination of information on the project and its results.

With the aim to reach users and multipliers, as well as other potential stakeholders interested in the TIPS objectives, the consortium will set up:

- A dedicated TIPS website launched in month 4.
- A TIPS profile on Facebook to diffuse project related information. This profile will be created by Month 6 at the latest.

Other websites such as Cordis or the EC Transport website will be used to diffuse project related information.

ALMA will be posting news on these existing social network pages identified in the table below.

Tools	Short description	Existing Group	Target groups concerned	European or national impact
Facebook	Social network	InnovationUnion	Professionals involved in research and innovation	EU
		Közlekedéstudományi Egyesület (Hungarian)	Nonprofit organization for the promotion of transport studies and results in transport innovation	National (Hungary)
		→ Further potential profiles for message posting on Facebook will be evaluated		
LinkedIn	Professional network	ITS - (Intelligent Transport Systems) Intermodal Transport Network, International Air Transport Association (IATA), // http://www.linkedin.com/groups?gid=3315879&trk=group-name Transport & Logistics	Professional	EU
Viadeo	Professional network		Professional	National (France)

The consortium will also ensure the creation of links from TIPS website to various respective websites of research projects or activities in similar domains as well as to the websites of project consortium partners.

2.3.2 TIPS Website

The TIPS website (<http://www.transport-tips.eu>), that will be launched early 2013, represents one of the main tools for dissemination of all project relevant information, such as public downloadable documents (project reports and outputs, and dissemination papers), presentations, news and events related to the project work scope.

Furthermore, the website provides information regarding the project partners and links to their websites.

The clear and simple structure of the web allows finding all information in which visitors may be interested. The main sections are:

- Home – provides an executive summary of the project, and highlights the general goal of the project;
- Overview – contains a brief description of the project;
- Objectives – describes the TIPS goals and expected outputs;
- Consortium – contains the introductions of partners and includes the description of the main activities/role of partner within the project;
- News – shows all news and events related to the project;
- Documents – contains public deliverables, project dissemination materials, articles and presentations;
- Links – includes useful links and information about related projects, links to websites of EU institutions and other organizations related to TIPS activities;

- Contact – contains contact info for the project management and allows sending an email in order to ask for additional information or provide any suggestions;

The functionality which complements the main sections is the search engine.

The web site will be continuously updated (expected monthly updates) with deliverables, presentations, news, events etc. as new information becomes available and new achievements are reached within the consortium.

A detailed description of the project website is available in a separate deliverable (report): D6.2

2.3.3 TIPS Brochure

Two project brochures, one for users and one for multipliers will be prepared by ALMA.

Priority will be given to electronic distribution of the brochures (downloadable from the TIPS website and direct mailings from TIPS partners). The brochures will be available in month 6.

2.3.4 Presentation and communication templates

In order to give a unified impression of the project materials, an appropriate communication template (overall project presentation) and templates for presentations (internal and external) are developed. This coherent approach together with the logo will help to communicate and disseminate.

Regular updates of the overall project presentation including project outputs presentation will be provided to the consortium by ALMA and will be available on the project intranet.

The TIPS graphical chart manual is given in annex to this document.

SEZ will develop the content for a generic TIPS presentation in month 5.

2.3.5 Logo

The logo makes TIPS recognizable among other projects. It was developed by ALMA –together with an external expert (subcontracted)- in month 2 and agreed on by the TIPS consortium:

The project logo will be included on all materials and other documents concerning project dissemination and will be distributed through printed promotional materials and via Internet on various occasions during the whole duration of the project.

For further information, TIPS graphical chart manual is given in annex to this document.

2.3.6 Press releases

Press releases (information) will be published at strategic times when major achievements have been made or to announce TIPS major upcoming events. Their publications will be based mainly on website updates. SEZ and ALMA will be in charge of preparing press releases (2 per targeted group), while SOPHIA will be responsible for overall quality check. These press releases will be sent to contacts from partners' databases.

2.3.7 Presentations at conferences and workshops

Presentations are essential to the promotion of TIPS and it is therefore important to target regional, national, and international events.

During the presentations information will be provided on:

- Presentation of ongoing work, progress and results reached during the project (poster sessions,

- project presentations);
- Distribution of promotional material (brochure).

TIPS consortium intends to organize throughout Europe:

- 5 workshops: These workshops will be 0,5 to 1 day events organized along the side-lines of relevant EU Transport conferences or events organized by transport associations, projects, etc.
- 2 brokerage events and
- 2 information stands at major transport relevant conferences.

The following list shows a first overview on potential events where TIPS brokerage events, workshops or information stands might take place:

Place	Name / Date	Audience	Comments	Type of transport means
France	SITL Europe / Paris / 2013	Presence of industrial players and stakeholders	Low registration fee	All
Switzerland	60th World Congress and Mobility & City Transport Exhibition: i-MOVE 2.0, THE business model for tomorrow? / Geneva /2013	Exhibition and large workshop Business model i-move 2.0 presentation	Registration fee	All
Luxemburg	EEN Brokerage Event at "GR Business Days / Luxembourg/ 2013	eco-innovation & transport sector among other issues	Registration fee not known	All
Germany	InnoTrans / Berlin / 2014	International Trade Fair for Transport Technology, Innovative Components, Vehicles, Systems.	Trade Fair	All

A final list of dates and places of these events will be available in mid 2013.

The partner QPLAN will be in charge of providing a final list of potential events throughout Europe until mid January 2013. The TIPS consortium will then choose the events where workshops, brokerage events and information stands will take place taking into account criteria such as:

- costs of participation (entrance fees plus further fees for stands etc.)
- outreach of event (events in the field of transport research and events where transport R&D activities are presented will be given priority)
- events with international participants will be given priority

A list of events evaluation criteria will be developed by QPLAN.

2.3.8 Networking with other stakeholders/initiatives/projects

The networking activities aim at fostering close links and exchange of technical information, expertise and results. In addition to this, the joint efforts of the projects dealing with related or complementary topics should minimize duplications and maximize the potential to ensure a wide diffusion of project results to the target audience.

The consortium will inform the professional networking community allowing discussion and exchange of experience. ALMA will develop a list of TIPS partners responsible for contacting these stakeholders until month 6.

Names of relevant institutional players and/or European Networks and/or National & EU professional associations	Type of actor	EU or National impact
NCP - National Contact Points	Individuals among institutional organizations	National
EEN - Enterprise Europe Network	Network	European
UNIFE	EU Professional association	European
EPN consulting	EU Professional association	European
ERRAC	The European Rail Research Advisory Council	European
ERTRAC	The European Road Transport Research Advisory Council	European
Waterborne TP	common Vision and a Strategic Research Agenda, driving the necessary innovation efforts forward	European
ACARE	Advisory Council for Aviation Research and Innovation in Europe	European
EIRAC	European Intermodal Research Advisory Council	European
EIA European Intermodal Association	EU Professional association	European
ERTICO	EU Professional association	European

The following transport EU funded projects have been identified by the TIPS consortium and will also be contacted from month 6 on.

Names of relevant support projects	Topic / sector / Keywords	Main contact / Coordinator
TRKC Support Network (Transport Research Knowledge Centre) => TRIP (Transport Research & Innovation Portal)	Transport - Innovation Gives an overview of research activities at European and national level.	-
EXCROSS	SAFETY	Deep blue
HERMES	Transport research information exchange	-
CO3	Collaboration in shipping	-
CSA OCEANS	Cooperation in maritime transport	http://www.jpi-oceans.eu/prognett-jpi-oceans/Secretariat/1253971453631

BESTFACT	freight transport best practices, contacts and policies	Planung Transport Verkehr AG
INSEC	Security	ALMA
POSMETRANS	European Project coordinated by SEZ	SEZ
WANDA (Waste management for inland navigation on the Danube)	Cross-border coordinated approach to ship waste management for cargo vessels along the Danube.	VIADONAU

In addition, the TIPS coordinator SEZ will be in constant exchange with the INTRASME and the T-TRANS projects (EU funded projects – funded under the same call as TIPS). Phone conferences – every 4 months - with the coordinators of these projects will start from month 3 on. Joint synergies will be identified and joint events/activities carried out where appropriate.

2.3.9 Professional magazines and newspaper

The publication of TIPS outputs and achievements through publication in dedicated magazines or newsletters is encouraged.

The consortium already identified several appropriate professional journals where TIPS potentially should be presented.

European or national level	Name of the magazine/newspaper/newsletter	Periodicity (day/week/month...)	Means of dissemination	Main subjects
National (France)	Usine Nouvelle	Week	Paper + Web	General technical subjects, not specifically transport information for European stakeholders
European	Cordis wire	na	web	information for European stakeholders
National(Greece)	Technografima	month	Paper + Web	Technical magazine of the association of greek engineers
European	Eurotransport magazine	2-month	web	Technical journal for the European transport industry
European	European road transport e-magazine	2-month	web	Road transport European magazine
European	Transport distribution europe	day	web	Transport logistics
European	Mobility	n.a.	web	The European public transport magazine
European	European railway review	2-month	web	Rail transport European magazine
world	logistics business magazine	3-month	web	Logistics
National (Germany)	Transport Online	daily (?)	Online Paper	Specifically for the transport sector
National (Germany)	DVZ	Tuesday, Thursday, Saturday	Paper + Web	Specifically for the transport sector
National (Germany)	verkehrs Rundschau	daily (?)	Web Portal	Specifically for the transport sector
European	ERTICO eMagazine	Monthly	Web email	+ Update on ERTICO activities and events, as well as news from its Partners

European	TRIP Newsletter	Monthly	Web email	+	Transport research dissemination
National (Hungary)	Közlekedéstudományi Szemle	2 Months	Paper		General transport issues
National (Hungary)	Technika	Month	Paper Web	+	General technical subjects, mostly transport mostly
EU	MOVE newsletter	week	web		Mobility and transport newsletter
Eu	transport-research.info newsletter	month	web		EU-funded Transport projects in general
EU	EPN professional network	month	web		FP news, professional events, success stories, etc
European Commission	Mobility and Transport newsletter	Weekly	web email	+	latest news on mobility and transport
National (Hungary)	KTE Hírlevél	Month	Paper+We b		General transport issues

This preliminary list will be updated in months 8 by ALMA.

Up to 5 articles will be published in these magazine/newspaper/newsletters during the TIPS project.

The TIPS consortium will then choose the magazine/newspaper/newsletter taking into account criteria such as:

- costs of publication
- outreach of publication (media targeting transport research will be given priority)
- media with international readers will be given priority

2.3.10 Dissemination contact database

Addressing information is a critical issue for dissemination. Each TIPS partner will maintain his own database with contacts that he did establish during the TIPS project. Each partner will use his own contact databases for the purpose of sending press releases, newsletters, personal invitations to workshops, conferences, press conferences etc.

The databases will allow to record people contacts, sources of contact, and actions led by the consortium to provide information. These information will then be used to monitor the performance of the consortium.

2.4 Conclusion of Part 1

In the table below are synthesized planned activities on a detailed timeline.

Dissemination timeline				
Date	Coming from	Actions	Leader	Comments
Month 1	WP6	Preparation of dissemination plan with partners	ALMA	
Month 2	WP6	Finalisation of dissemination plan with partners	ALMA	
	WP6	Choice of logo, finalisation of graphic charter	ALMA	
	WP6	Creation of the ppt template	ALMA	
	WP6	Creation of the brochure	ALMA	
	WP6	Creation of the word template	ALMA	
Month 3	WP6	Selection of events and magazines	ALMA	Support of all partners needed
	WP6	Creation of e-dissemination tools : facebook, viadeo, linkedIn	ALMA	Support of all partners needed
	WP6	Preparation of website structure	QPLAN	
	WP6	Preparation of website content	ALMA	Support of SOPHIA needed
Month 4	WP6	Creation of first press release and diffusion	ALMA	
	WP6	Creation of the TIPS webportal	QPLAN	
	WP6	Starting networking with influencers : contacts are made	ALL	According to table
Month 5	WP1 - WP6	Deliverables D6.1 and D1.1. publication on webportal	QPLAN	
	WP6	Links from partners website to TIPS website	ALL	
	WP2	AB call for expert specifications publication on webportal	QPLAN	
	WP6	Specifications for networking with influencers establishment	ALMA	
Month 6	WP6	Brochure update	ALMA	
	WP6	Project powerpoint presentation update	ALMA	
	WP6	Website update	ALMA	Support of SOPHIA needed

3 PART 2 – ACTUAL ACTIVITIES PERFORMED

3.1 Month 1 – Month 6

3.1.1 Dissemination means set up

3.1.1.1 Creation of the logo / Month 2

The logo selected by the consortium is:

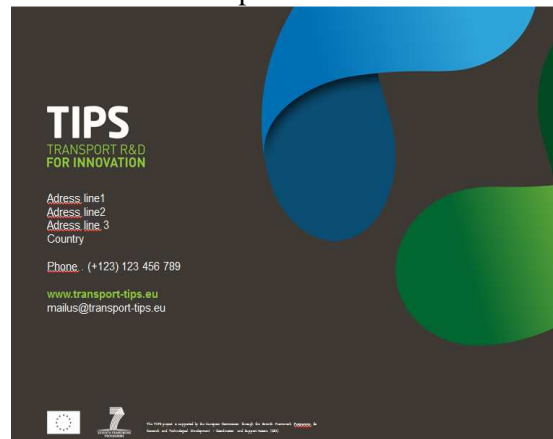
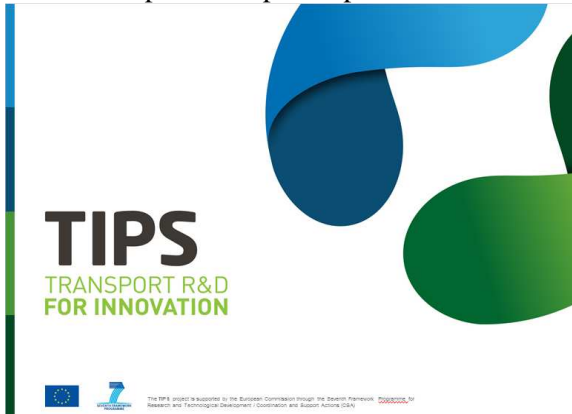


The creation of this logo was inspired by some basic visual elements:

- Circles: often present in different transport modes - wheels, lights, others;
- Globe: suggesting concepts such as the mobility allowed by the optimization of different transport modes;
- The positioning of the two integral parts of the logo also suggest a sense of movement and direction - since both point in the same direction, suggesting a specific path or route.

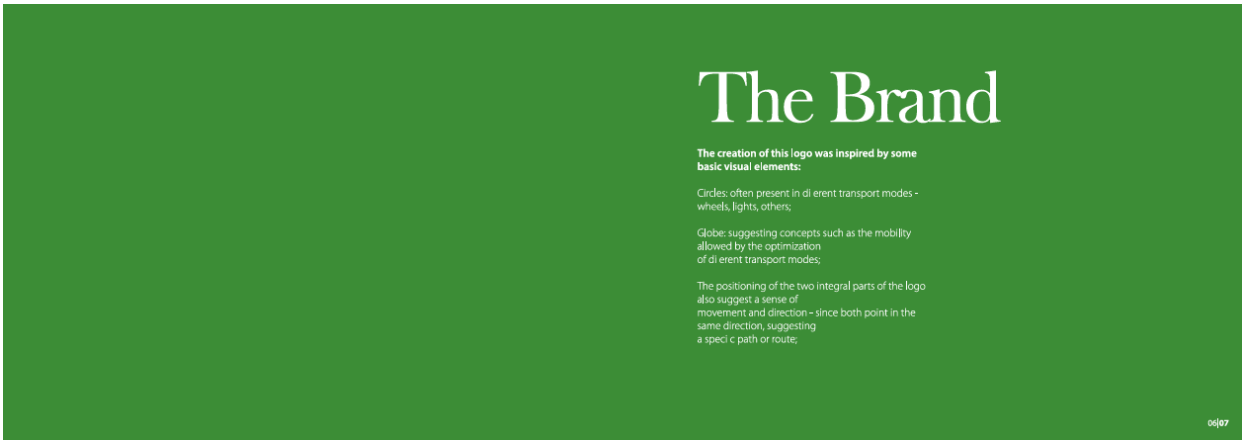
3.1.1.2 Powerpoint templates / Month 2

A TIPS templates for power point slides for TIPS presentation was developed.



4 Annex

4.1 Creation of a graphic charter/manual / Month 2



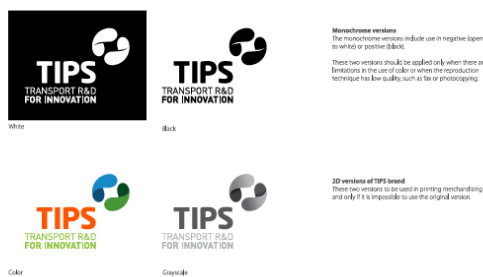
This is the brand TIPS

It has three structural elements: **brand, typography and color**. Its elements, proportions and position were studied in order to create a strong and well designed brand, with presence and integrity. Any change will affect on a serious way its global communication.

In the following pages we present the rules for proper use of TIPS logo needed to ensure consistency of its corporate identity.

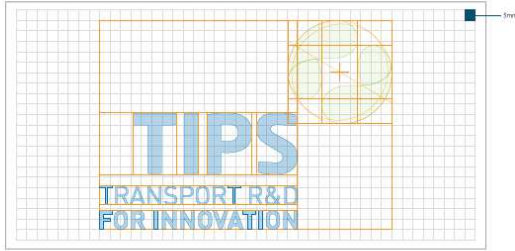


Versions



Construction grid

The construction of the brand follows a structure that was defined by certain proportions between the elements that compose it.
The proper implementation is ensured by the right placement of the items in a study of balance that also takes the robustness of the data and ensures that their application in various supports.



12|13

Colors

Colors
So the brand logo maintains its consistency, some colors were defined according to the different uses of reproduction.
Any color system not mentioned in this document must be approximated to CMYK.

C 64	C 50	R 141	C 90	R 2	C 89	R 3
M 62	M 0	G 197	M 54	G 102	M 42	G 75
Y 65	Y 100	B 62	Y 100	B 48	Y 100	B 39
K 54	K 0		K 27		K 27	
R 62	WEB		WEB		WEB	
G 57	# 80C53E		# 026630		# 034921	
B 53						
WEB						
# 3E3935						
PANTONE	C 71	R 47	C 90	R 0	C 97	R 11
BLACK7C	M 19	G 164	M 54	G 111	M 69	G 78
	Y 2	B 216	Y 2	B 180	Y 34	B 115
	K 0		K 0		K 17	
	WEB		WEB		WEB	
	# 2741D8		# 005FB4		# 044E272	



14|15

Behaviour in different backgrounds



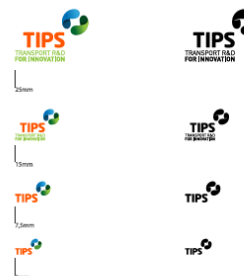
Behaviour in different backgrounds
The brand can be applied in color or photographic backgrounds, according to the defined standards.
Here you can find examples of the chromatic behaviour of the logo.

16|17

Protection area and minimum dimensions



Protection area
To preserve the integrity of TIPS logos, the measurements of the protection area and other graphic elements.
The 'x' is defined by the height of the character 'I' of the brand.



Minimum dimensions
To ensure the visibility of the logo, minimum dimensions were defined.
Minimum dimensions for the brand in color version: 7.2mm height.
Minimum size for monochrome version: 5mm height.
In any of these versions, from 15mm, the signature is deleted.

18|19

Miscuse

Miscuse
The change of different elements jeopardize the brand, compromising its communication.

These elements should always be applied according to the standards of the manual, respecting its integrity.

The images shown are illustrative of some incorrect applications.

20|21

Main typography

Corporate typography
The corporate font is **Neo Sans Std**.

To facilitate the creation of digital and printed messages, for the consistency of all the communication materials, we recommend the use of different thicknesses and, when necessary, italics.

Neo Sans Std Light | Neo Sans Std Medium | Neo Sans Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#%&'()*=+>|+-*

NeoSansStd

22|23

Secondary typography

Secondary typography
The secondary font is **DINOT**.

To facilitate the creation of digital and printed messages, for the consistency of all the communication materials, we recommend the use of different thicknesses and, when necessary, italics.

DINOT Light | DINOT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#%&'()*=+>|+-*

DINOT

24|25

