



Large Scale Collaborative Project

7th Framework Programme

INFSO-ICT 224067

**Dissemination tools including logo, website, internal
communication tool, leaflet and poster**



Deliverable n.	5.2.2	Dissemination tools including logo, website, internal communication tool, leaflet and poster	
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EXECUTIVE SUMMARY

Deliverable 5.2.2 - Dissemination tools including logo, website, internal communication tool, leaflet and poster – actually describes thoroughly all the main tools and materials needed and planned in Task 5.2.2 Dissemination tools and materials.

Consistency among all these materials, in line with a structured Dissemination strategy, is the main prerequisite: they are based on the same “look and feel” concept, so to contribute to build up a TeleFOT visual identity and make it identifiable and easily recognizable by the public.

Media and tools described in this Deliverable and in the Dissemination Plan and Brand Handbook (D 5.2.1), in this perspective, represent all those elements TeleFOT chose to spread its identity, style and to represent itself to the public. They have been designed to create and spread an integrate and coordinate image of TeleFOT to partners, stakeholders and the European audience. Following the framework given in the **Introduction**, in **Chapter 1** Dissemination tools and materials realized in Task 5.2.2 are described:

- **Project logo** (paragraph 1.1);
- **Project templates**(paragraph 1.2);
- **Project website** (paragraph 1.3);
- **Internal communication tool** (paragraph 1.4);
- **All non-telematic media** (paragraph 1.5);
- **Graphical layout** (paragraph 1.6).

Conclusions close the document.

In **Annex 1** and in **Annex 2**, respectively, the text of Leaflet and Poster are reported.