



Dissemination & Communication Portfolio



LCE is a **consulting company**
specialized in sustainability
issues.

About us



We own **extensive and relevant experience** in participating in European and International projects (i.e. H2020, LIFE, INCO, CRAFT, INTERREG and GROWTH) and are currently involved in several Horizon 2020 as well as LIFE+ projects.

Partnering up with our **interdisciplinary and highly-specialized team** guarantees outstanding added value.



Instructions for use

This document contains some examples of the **dissemination and communication materials** we developed in the European Projects.

-  In every page, **click on the images** to be redirected to the original documents.
-  For more info on the projects click on the **timeline** in the *About us* page.

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Visual identity - Logo

The visual identity defines the “look and feel” of the project and, therefore, of all the communication and dissemination materials.

The first step is surely the creation of the project logo.

The logo for ECONOMICK features the word 'ECONOMICK' in a bold, dark grey, sans-serif font. The letter 'O' is replaced by a green square icon containing a stylized white and red flame or drop shape.

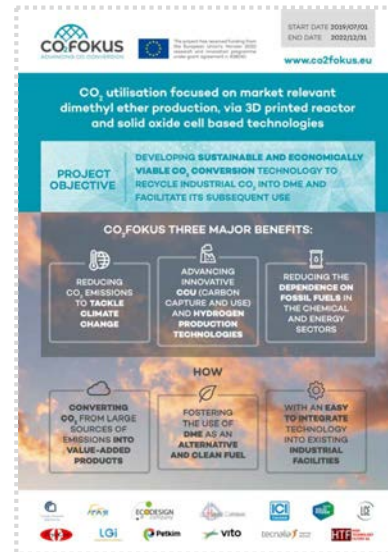
Visual identity - Templates

The visual identity includes, besides the project logo, different templates suitable for project presentations, deliverables, letterhead and potential communication materials.



Notice Boards

Notice boards are documents that effectively display and underline the most important points of a project such as its aim, objectives and benefits. Being addressed to a general audience, they are usually easy-to-read and visually catchy.



Brochures

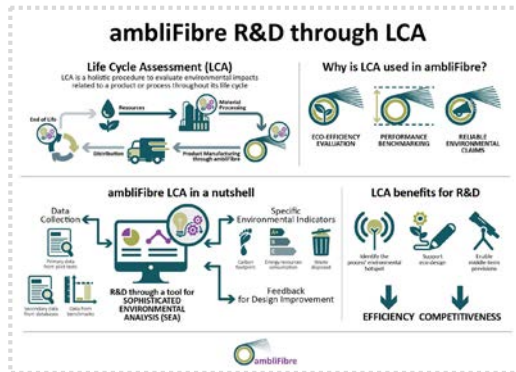
Brochures are versatile documents useful to promote, inform and update different type of people on the project. To make the communication effective we use graphic to grab attention on the contents and we prefer concise and easy texts.



Posters

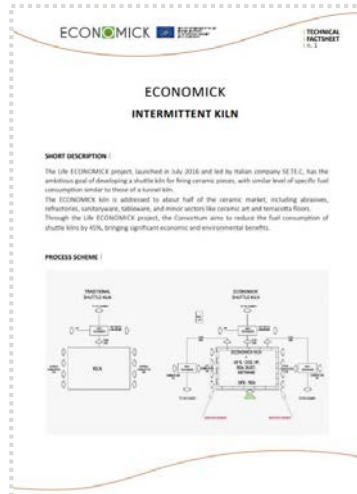
Posters and roll-ups are useful to summarize or explain particular aspects of a project, especially complex ones. For example, we developed:

- a poster explaining how Life Cycle Assessment (LCA) can benefit the R&D of one of the projects (left image).
- a poster explaining the composition and role of the Environmental Advisory Board (EAB) of the project (right image).



Technical Factsheets

A technical factsheet is a poster focusing its information on the technical aspects of the project and therefore it addresses scientific professionals or representatives. *Clearness*, from both a graphic and textual point of view, is the watchword.



Websites

A website is the most complete repository of all the projects' information. It contains all the relevant data and documents, therefore a clear and logic structure is key to allow an easy and fluid navigation. Our websites are built according to this approach and texts and graphics are well balanced to effectively deliver all the messages.



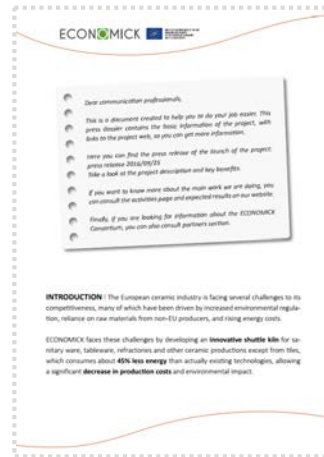
Videos

We concentrate on *motion graphic* videos as they allow a direct, easy and quick explanation of the project to the general audience. They also help to describe the use of particular functions developed during the project.



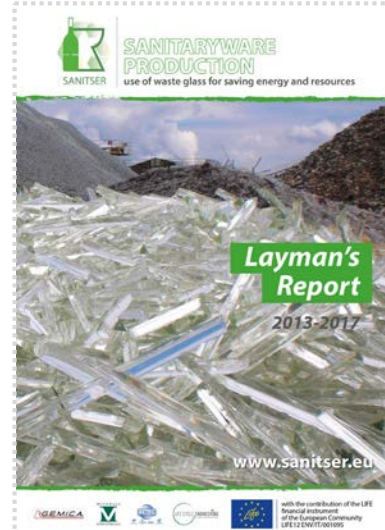
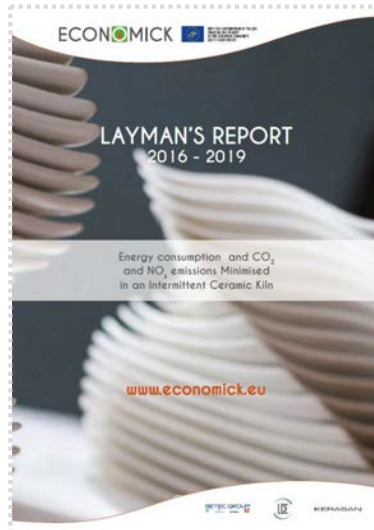
Press Kits

A press kit is a pre-packaged set of promotional materials providing information about the project which is distributed to members of the media for promotional use. Our press kits usually contain materials such as infographics, FAQs, press releases and claims for the social media. We consider them a key element to summarize all the most relevant information in just one document.



Layman's reports

The layman's report is a document draft at the end of LIFE projects aimed at interested journalists, organisations or individuals keen to learn about the project in a brief and easy-to-read text. It includes basic information about the project, its background, objectives, actions and achievements.





Get more info on our website

clicking on the logo 