



D2.3 DISSEMINATION MATERIAL

Deliverable D2.3
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Deliverable Information

Grant Agreement #:	101100679 — Level Up — DIGITAL-2022-TRAINING-02
Project Title:	LEVERaging knowLedge of training providers in UPskilling and reskilling of SMEs' managers and employees towards empowering their digital transformation
Project Acronym	Level Up
Project Start Date:	January 1 st , 2023
Work Package:	WP2 – Dissemination and Exploitation
Related Task(s):	T2.3 3 Dissemination material for the project
Deliverable Title:	D2.3 – Dissemination material (visual identity pack, leaflets, newsletters).
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About the Level Up project

Empowering and modernising the way in which SMEs and labor workforce in general operate is an imperative need and priority across EU. Now, more than ever, SMEs need to follow the latest technological developments and become digitally transformed, otherwise they cannot survive nor compete in the highly competitive workplace. Providing the possibility to the current workforce to access industry-oriented and current training reflecting the latest developments in key ICT capacity areas, is essential towards achieving the digital transformation of the labor workforce.

Level Up aims to empower the labor force of European SMEs in digital competencies, through the development and provision of short-term training courses focusing on the following key capacity areas: Cybersecurity, Data Literacy, Data Analytics, Artificial Intelligence, microelectronics/microcontrollers, Internet of Things, 3D printing and 3D modelling, cloud and programming. Seven renowned training providers from Cyprus, Greece, Germany, Italy, and Finland have joined forces in order to co-design and deliver high quality industry-oriented training courses targeting SMEs and job seekers, with the support of seven business associations from Cyprus, Greece, Germany, Poland and Hungary, who will largely promote Level Up and its training courses to a large number of SMEs.

The consortium creates and delivers a new pool of training courses on the basis of the expertise knowledge and experience of the consortium training providers and account on the actual needs of the labor workforce. More than 100 training courses are created and also listed on the Digital Skills and Jobs Platform from the Level Up consortium, reaching out to an estimated number of 15000 participants from 3000 SMEs during the lifespan of the project.

Visual Identity pack

The visual identity pack is a collection of design elements and guidelines that ensure consistent and cohesive branding across all project communication and marketing materials. The pack includes several templates and design elements, such as the project logo, word template, PowerPoint template, newsletter template, poster template, social media templates, and roll-up banner template. Each design element in the pack adheres to a set of guidelines, such as color schemes, typography, and layout, to maintain a professional and recognizable visual identity for the project. The purpose of the visual identity pack is to enhance the project's visibility and strengthen its brand identity.

The following files have been produced to support the visual identity pack:

- Logo kit including the logo files in various formats (e.g. PNG, JPEG, EPS)
- Word template file (.docx)
- PowerPoint template file (.pptx)
- Certificates of attendance template.

These files are designed to ensure consistency in the project's visual identity across all communication materials. To access the files, interested parties can simply click on the corresponding icon located in Figure 1.

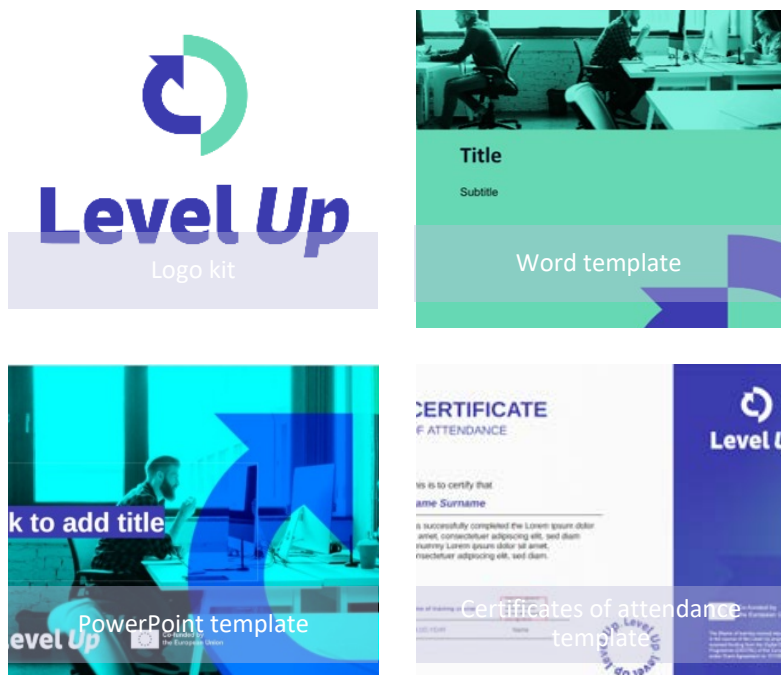


Figure 1: Visual Identity Pack files

Digital leaflet

The digital project leaflet serves as a concise and visually appealing overview of the project, highlighting its key objectives, activities, and outcomes. The leaflet will be distributed solely in digital format, in order to reduce the project's environmental footprint.

The leaflet is designed to align with the project's visual identity pack, featuring the project logo, colors, and fonts. The leaflet is visually appealing and easy to read, utilizing infographics and images to convey information in a clear and concise manner.

The digital project leaflet has been developed in two formats, namely A4 and square, to cater to different communication needs and preferences. The A4 format is intended to be shared as a PDF file, while the square format is designed to be shared as a picture file. To access the digital leaflet files, interested parties can simply click on the corresponding icon located in Figure 2.

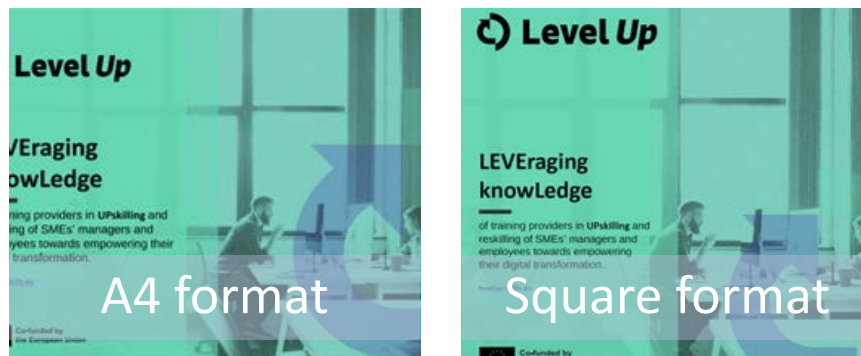


Figure 2: Digital leaflet files

The A4 format of the project leaflet is optimized for digital distribution, allowing it to be easily shared via email or uploaded to websites. The PDF file format ensures that the document is displayed consistently across different devices, providing a high-quality and professional appearance. This format is particularly suitable for sharing detailed information, as it allows for the inclusion of images, graphics, and text in a well-structured manner.

On the other hand, the square format of the project leaflet is intended for use on social media platforms such as Instagram and Facebook, where visual content is often preferred. The square format

is optimized for use as a picture file, ensuring that it can be easily viewed and shared on mobile devices. This format is ideal for presenting key messages in a concise and visually engaging way, using images and short text snippets.

By providing both A4 and square formats of the project leaflet, the project team has taken a proactive approach to ensure that the project information is accessible and shareable across different communication channels.

The digital leaflet has been translated into all project languages and is now directly available to all interested parties. To access the translated versions, one may click on the corresponding icon provided in Figure 3.



Figure 3: Digital leaflet translated files

The digital project leaflet is distributed via the project website, social media accounts and email campaigns to relevant stakeholders and potential beneficiaries. The leaflet will be easily downloadable from the project website and shareable on social media platforms. Additionally, project partners and

beneficiaries are encouraged to share the leaflet with their networks to increase the project's visibility and reach the objectives of the project.

Newsletters

The Level Up project will produce newsletters as a means of communication with its stakeholders, partners and the wider public. The newsletters will include updates on the project's progress, achievements, and upcoming events, as well as relevant news and information on the project's topics. The purpose of the newsletters is to keep stakeholders and partners informed and engaged in the project's activities and outcomes. The newsletters will be sent out regularly throughout the project duration, with each newsletter dedicated to the implementation of the different work packages (WPs).

The newsletters will follow the Level Up project's visual identity guidelines, featuring the project logo and color scheme. The design will be clean, modern, and visually appealing, with a focus on readability and accessibility. The newsletters will be produced in English and, optionally, in the project partners' languages, ensuring broad accessibility and inclusivity.

To access the newsletter template, interested parties can simply click on the corresponding icon located in Figure 4.



Figure 4: Newsletter template

Coordinator



Partners



Associated Partner





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