D2.2 – Communications Material, Cycle #1

Karolina Badzmierowska[4], Breffni O'Malley[4], Niall O'hOisin[4], George Tzirtzilakis[5]

Reviewed by:
(UGLA), (YORK)

Abstract
This document reports on communications and dissemination materials generated, and activities undertaken, since the Emotive project began in November 2016. It covers creation of the visual identity for the project and information on the first media plan, press release and newsletter. It also outlines presentation materials, audiovisual content and branding guidelines created or in planning for the project. Finally, it provides analytics and metrics information regarding the website and social media channels in the period since the website launch in January 2017.

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Actual Submission Date: 24/4/2017
Dissemination Level: PU

Partner	Estimated Effort (in PMs)
[1]YORK	0.14
[2]UGLA	0.10
[3]ATHENA	0.25
[4]NOHO	2.00
[5]EXUS	0.10

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LIST OF ABBREVIATIONS

WP: Work Package
UGLA: University of Glasgow

1 Executive summary

This document comprises Deliverable 2.2 (D2.2) of Emotive's Work Package 2 (WP2). It reports on the communication materials produced in the first six months of the Emotive project.

WP2 involves the promotion of the activities of the Emotive project, and its final results, by providing information to various audiences, including the media and the general public. A strong visual identity and consistent branding are fundamental to the success of this activity and, thus, project work began in November 2016 with the creation of the Emotive logo and visual identity.

Once the logo was created, project templates were then developed in Microsoft Word and Microsoft PowerPoint to assist partners in maintaining this identity across all communication, internal and external. More recently, a standard project presentation has been developed for members of the Consortium to use when presenting the project at meetings, conferences, etc.

In January 2017, the Emotive project website was launched. It provides information on the project and includes a News section with regular updates on project activity and related, relevant subjects. A schedule of News contributions from all partners has also recently been adopted and details of this, and the subjects to be covered in specific posts, are outlined in this report.

Emotive's first User Workshop took place in Glasgow on the 22nd and 23rd of February. To support this significant event, a media plan was developed and a media advisory and press release were issued. Further media plans and press releases will be created for significant project milestones, details of which are outlined below.

In January and February, the team also began work on a promotional video. However following creation of an initial work-in-progress piece, this work was put on hold. The team felt it was important to include more images of Emotive partners and activities than were currently available and so work was temporarily postponed. This report details the work-in-progress done to date and the plan to complete the video, which is now underway.

Emotive has been very active on social media channels, particularly Facebook and Twitter. Analytics and metrics covering this activity are detailed below and show a strong start for the project in building an online following of users from the cultural heritage sphere including museums, universities, interpretive centres and private companies.

In April 2017, Emotive will release its first project newsletter and subsequent editions will be released biannually for the duration of the project. A content outline for the April issue, and the overall schedule, are also detailed in this report.

2 Introduction

This document outlines the communication material cycle #1 as a Deliverable 2.2. (D2.2) of EMOTIVE's Work Package 2 (WP2): *Dissemination, Communication and Exploitation planning*. It details a range of communication material created and distributed by EMOTIVE in the first six months of the project, its evaluation and further development strategies.

The material and distribution activities discussed in this document reflect the objectives of WP2. Its aim is to support the project's promotion online and offline and to showcase the project's achievements, as both work-in-progress and as final results. Furthermore, the material outlines ways of collaboration among the project's partners and their joint efforts to create awareness about the project and reach wider audiences.

Each section of the document provides a brief overview of the material, its distribution channel(s) and, if applicable / available, its measured impact to date. The material is referenced throughout the document in graphical format (e.g. images, screenshots) or in the form of links to online resources and appendices.

As the project is in its early stage, the communication material included in this document will expand following the project's progress.

3 Visual Identity

3.1 Activity to date

Emotive partner Noho are responsible for developing the visual identity of the project. They began by developing draft ideas prior to the project kickoff on 22-23 November 2016. During those meetings, they presented three logos for discussion. Two were selected by the group for further development and this work took place in the weeks that followed.

Revised and updated designs were submitted to the group via Redmine and following discussion on that forum and via email, the 'heart' logo emerged as the preferred choice of the team. It was subsequently signed-off and became the official logo for the project. During the logo discussions, a related request was made to add a tagline to the logo to help explain the work of the project. 'Storytelling for cultural heritage' was agreed by the team and added.

Following this process, Noho developed several Microsoft Word and Microsoft PowerPoint templates with Emotive branding. As with the logo, Noho solicited feedback on these items and suggestions were incorporated before the work was signed-off.

The logo has been well received and is now in use on all project documents and communications.

3.2 Project logo

Three draft logo options were presented to the team at the project kick-off (Fig.1-3).

Figure 1: Logo option 1

Figure 2: Logo option 2

Figure 3: Logo option 3

Logo 3 was ultimately selected. Its distinctive 'heart-shape' appealed to the group and was viewed as aligning closely with the core concept of emotional storytelling.

The 'heart' is made up of a set of storyboard frames that have been overlaid on top of one another. A storyboard is a framing device used in development of all kinds of narrative and, as such, it was considered a very suitable element to incorporate into the logo. The different aspects and sizes of the storyboard frames are also important as they reflect the various formats, platforms and responsive nature of modern devices and displays.

The logo also incorporates the idea that colours are associated with emotions and that emotions themselves are complex and frequently-changing. Hence the logo uses two main colours, red and blue and these overlap in the centre to create a subtle shade of purple.

The logo works well in black and white, and on a black background (see Fig.4).

Finally, the logo offers numerous creative possibilities for animation such as, for example, a dynamic movement of the different frames, before they come together to form the heart shape.
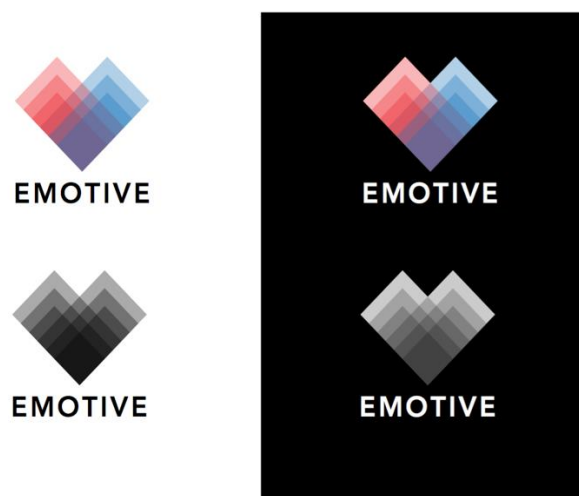

Figure 4: Final logo, colour and black and white, regular and reversed versions

3.3   EU Emblem

In addition to the Emotive logo, any communication activity related to the Emotive project that is funded by the grant must display the EU emblem (Fig. 5) and include the following text to indicate that said result was generated with EU financial assistance:

- "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727188."

The emblem symbolises both the European Union and, more broadly, the identity and unity of Europe. Both have been added to all project communications materials. Note that according to guidelines, when displayed together with another logo, the EU emblem will have appropriate prominence.

Figure 5: EU emblem

3.4   Document templates

Following the creation of the logo, Noho created Microsoft Word and Microsoft PowerPoint templates for the most frequently-used project documentation (Fig.6-8). These templates are to be used for all documentation generated within Emotive project, including:

- project deliverables (Fig. 7)
- technical notes
- meetings minutes
- presentations (Fig. 8)
- quality checklist
- internal WP progress reports

Figure 6: Standard Microsoft Word template. Versions with background and no background shown.

Figure 7: Project deliverable template

Figure 8: Microsoft PowerPoint template

3.5   Branding Guidelines

Noho have created a set of Logo & Branding Guidelines for reference by project partners engaged in communications activities. An extract from this document is included in Annex 1.

4 Project Presentation Material

4.1 Activity to date

Project coordinator Hara Stefanou of EXUS gave a short presentation on Emotive in December 2016. Maria Roussou of the Athena Institute introduced the project at the User Workshop in Glasgow in February 2016. Arising from these presentations, a standard 9-slide presentation has been created for members of the Consortium to use when presenting the project at internal meetings, external conferences or fairs (Fig.9). A single summary slide has also been created (Fig.10).

The full presentation and the summary slide are contained in the same document, Emotive_Introduction_Presentation.pptx.

4.2 Standard Project Presentation

Figure 9: Standard project presentation

4.3   Emotive Summary Slide

Figure 10: Emotive summary slide

5 Press Releases and Newsletters

5.1 Activity to date

A media plan and press release were created in advance of the first User Workshop that took place in Glasgow on the 22nd and 23rd of February. The plan included:

- distribution of a media advisory to local journalists and news outlets

- creation of website news posts on a) the Hunterian and Antonine Wall site and b) the Çatalhöyük site, in the context of the Emotive project

- social media 'introductions' - a series of daily updates on Twitter and Facebook introducing each partner and (briefly) explaining their role in the project

- distribution of a press release written by Noho and approved by the team. The release emphasised the topical subject of walls while outlining the nature of the project and its objectives. It was sent from Noho to Irish interests, from UGLA to the UK press and promoted on the project's social media accounts.

For full details, please see the Media Plan (Annex 2). Similar activities will take place for selected events and milestones associated with the project. The following schedule is envisaged (not limited to):

Project activity	Location (provisional)	Date
Technical meeting	(London)	May 2017
Plenary meeting	(Dublin)	September 2017
Periodic review meeting	(To be confirmed)	January 2018
Plenary meeting	(To be confirmed)	May 2018
Plenary meeting	Athens	October 2018
Workshop #2	Athens	October 2018
Plenary meeting	(To be confirmed)	March 2019
Plenary meeting	Glasgow	September 2019
Workshop #3	Glasgow	September 2019
Final review meeting	(To be confirmed)	January 2019

Figure 11: Project Milestones / Events

5.2 Press Release

The first press release, relating to the first User Workshop in Glasgow, was distributed on 17 February 2017. This is attached in Annex 3.

5.3 Newsletter

The Emotive team will publish a short newsletter biannually for the duration of the project (Fig. 12). The first will be released at the end of April 2017 and will be posted on the website and promoted on the project's social media accounts.

Subject to discussion and approval by the project team, it may also be sent directly to a curated group of partner contacts. This will be reviewed and determined in early April.

Noho have created an email template and webpage design for the newsletter (Fig. 13), and will also compile and write most of the newsletter content. Other partners will be asked to participate on an ongoing basis.

The contents for the April 2017 newsletter is as follows:

- Welcome message

- Who we are – a very brief overview of the project and partners

- Review of activity over the past six months, i.e., kick-off meeting, Glasgow workshop, etc.

- Preview of forthcoming events (next six months)

- Follow us! A summary of links to social media sites

- Take five – a short Q&A-style piece with a member of the project

Newsletter publication date:
April 2017
October 2017
April 2018
October 2018
April 2019
October 2019

Figure 12: Biannual newsletter schedule
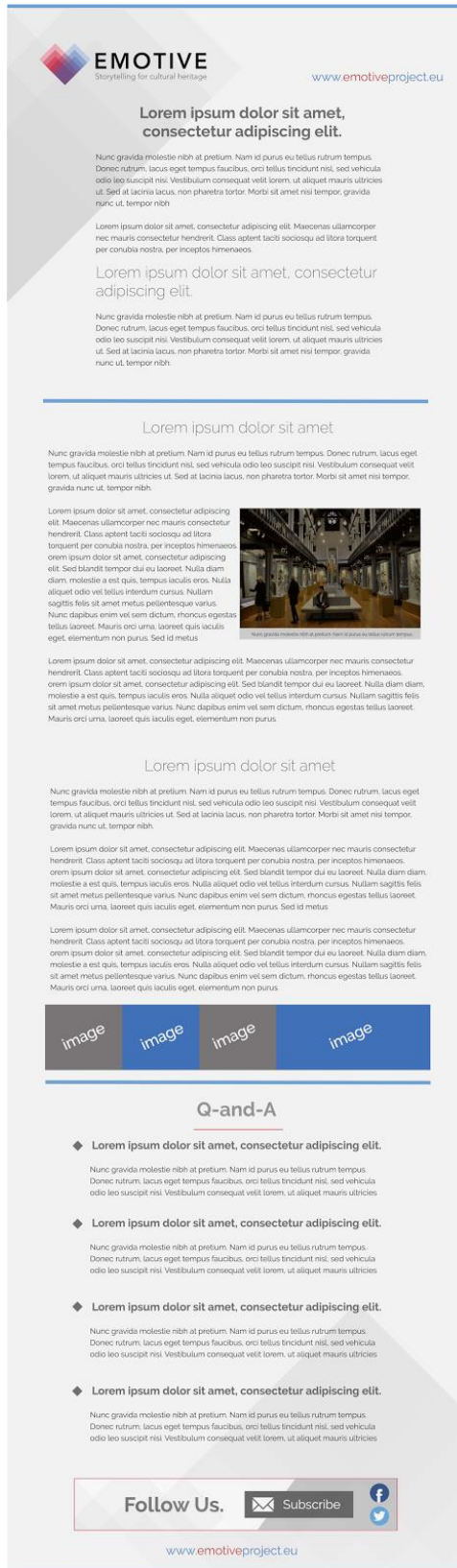
Figure 13: Newsletter email template

6 Audiovisual material

6.1 Activity to date

From the outset of the project, when considering the types of audiovisual material to use in Emotive communications materials, partners agreed they had a strong preference for 'real' photos and videos from the project rather than archive ones from previous activities or, indeed, stock footage. However, at the outset there was little of this material available and there was also an immediate need for content assets, especially photos, in order to develop an attractive project website.

Thus, in the first 3 months, partners contributed a small number of suitable photos from previous projects/ Images of objects and activities were also provided by our two cultural partners, The Hunterian Museum and Çatalhöyük. These were all used on the website.

At the first User Workshop in Glasgow, members of the team took many new photos and videos. These will form the basis for an update of the website in April 2017 and, at the same time, completion of the first release of the project video.

A new photo gallery will also be installed on the project website in April 2017 and further photos will be added once this is in place. The gallery will facilitate display of photos in named folders and longer caption and credit information than exists currently.

As the project develops and further activities take place, all partners will be actively encouraged to take photos of activities and upload these to the shared One Drive server. Photos of team members giving presentations, in discussion, or simply working at desks with Emotive work visible onscreen can all be used to help tell a story about our project. These images will be used in project reports, on the website and in communications, from social media to newsletters.

6.2 Public Photographs

Team members from York, Glasgow and Athena kindly contributed sets of images at the start of the project to assist in developing the website. This small bank of photos has grown substantially following the User workshop in Glasgow. In addition to several team members taking photos and video content during the workshop, the project also had the benefit of a professional photographer from UGLA. A selection of these images has been added to the website (Fig. 14).

It is the policy for any images provided by third-party photographers to be credited according to terms & conditions agreed. Images taken by Emotive partners can be used by the Emotive project without credit, unless otherwise stated.
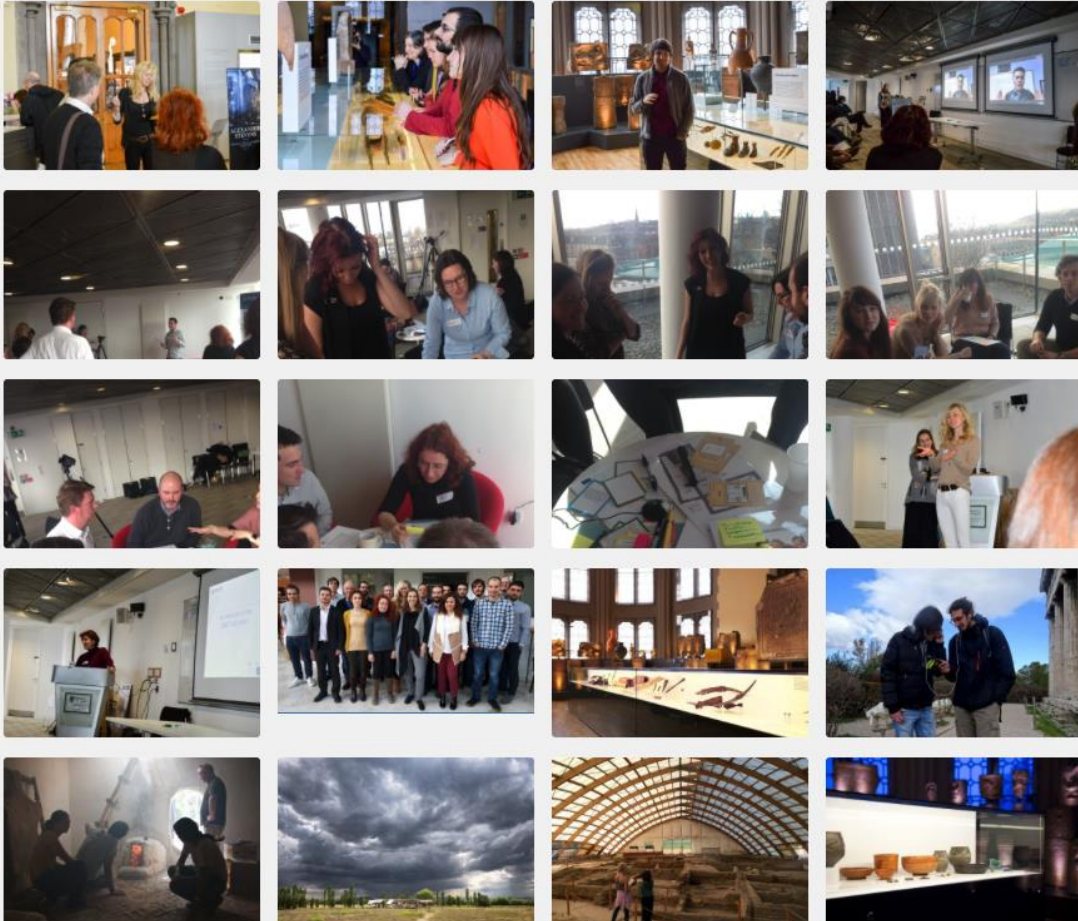
Figure 14: Emotive website - Photo Gallery

6.3 Video

A work-in-progress video, with accompanying script, was created in early February and distributed to the team for discussion. Two styles were shown in the piece (Fig.15), the first a mixture of animation and live-action footage, the second animation only. The video is available to view here: https://vimeo.com/199985007.
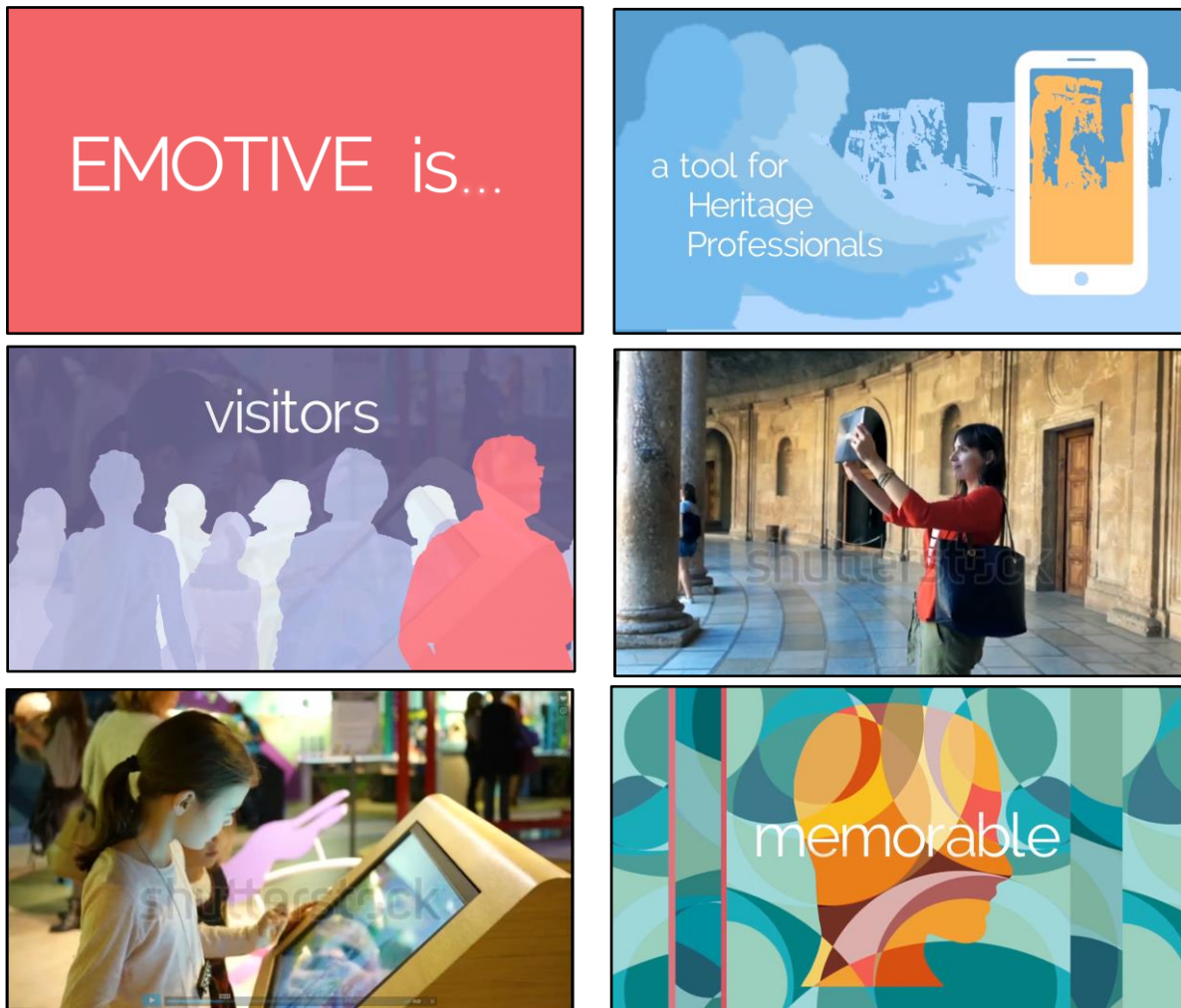
Figure 15: Stills from work-in-progress project video

Several team members provided detailed comments on the work. Additional sources of stills or video footage were also provided by some team members.

Overall, there was a clear preference for the live action piece. Other feedback included the following requests and comments:

- balance any footage of in-museum experiences with on-site and virtual experiences, which are just as if not more important to show

- focus on the social side of the emotive experience. Avoid too many shots of solitary individuals.

- show some of the more active, collaborative, on-site experiments taking place, such as work at Catal, LEAP, etc.

- include photos from EMOTIVE partners' own projects, e.g. users on-site with tablets/mobiles and also photos of curators working on stories and story material

- be flexible with the video, i.e. have the ability to add onto it / replace some footage later when the Emotive project starts producing more visually appealing imagery of its own

- avoid live action shots of people interacting with kiosk-like touch screens in museums as this type of interaction is not included in the EMOTIVE repertoire

- include more open-air archaeological site shots, more of people with tablets in them, and more VR, even if on desktop screens

- be mindful of script language, be descriptive but not excessively promotional

- keep length to two minutes max.

It was agreed that the Glasgow workshop would be a valuable opportunity to gather further photos and video footage and so production was set aside until after that event. Noho are currently working on an updated video.

In order to disseminate videos online, Vimeo and YouTube channels were also set up in February 2017. Vimeo is associated with professional content producers while YouTube is the most popular platform worldwide and reaches far wider audiences. The latter, through Google ownership, also plays an important factor in online traffic and SEO and should contribute to a higher discoverability of the project via Google search.

Both channels will distribute the project's video content simultaneously and will link to the project's website and social media platforms to maximise opportunities to reach the widest possible audience.

6.4   Partner logos

Partner logos are featured on the project website and can also be used in presentations, the project newsletter, and other forms of communication (Fig.16).

Figure 16: Partner logos

7 Website and Social Media

7.1 Activity to date

Twitter and Facebook profiles were set up during the kick-off meeting in November. The Twitter account for the project is @emotive_eu and the Facebook page is https://www.facebook.com/emotiveproject/. The project website subsequently went live on 31st January 2017. The site URL is http://www.emotiveproject.eu/. For further details, please see Deliverable 2.1: Emotive website and social media profiles.

Google Analytics was added to the project website during development. The data it yields will be exported, analysed and evaluated by NOHO quarterly, in combination with similar data from the project's social media accounts. This information will allow the team to evaluate and plan for effective development of site content and communications over time. Some initial data is presented in 7.2 and 7.3 below.

As previously mentioned in 6.1 above, in April 2017 the current photo gallery will be updated with a more robust and flexible application that facilitates better tagging and captioning of images and enables categories and sets of photos to be created.

A schedule of website News posts will also begin in April (Fig.17), with one going live every two weeks. These posts will be written by all partners on a scheduled basis, with editorial support from Noho. The posts will refer to two main topics/subjects:

- 'OUR WORK' - a post on the project partner's experience of the Emotive project to date, including a description of current or forthcoming work

- 'SPOTLIGHT ON…' - a post highlighting a current item or topic in the professional field of the relevance for the Emotive project, e.g. a new piece of technology, a useful conference or event, a new publication, a trend or idea gaining popularity in your field, etc.

NEWS SCHEDULE					
Partner	Date to publish	SUBJECT	TOPIC	PUBLISHED	LINK
admin	26/11/2017	Emotive Project kick-off!	news	26/11/2016	http://emotiveproject.eu/cms/?p=13
admin	26/12/2016	1001 Stories at the Ancient Agora of Athens	Emotive stories	26/12/2016	http://emotiveproject.eu/cms/?p=121
admin	16/01/2017	Planning underway for Emotive workshop, Glasgow, Feb 2017	event	16/01/2017	http://emotiveproject.eu/cms/?p=15
admin	20/02/2017	Our cultural partner: Çatalhöyük	cultural partner	20/02/2017	http://emotiveproject.eu/cms/?p=198
admin	20/02/2017	Our cultural partner: the Hunterian Museum	cultural partner	20/02/2017	http://emotiveproject.eu/cms/?p=202
NOHO	15/03/2017	Recap on Glasgow workshop	event	15/03/2017	http://emotiveproject.eu/cms/?p=285
NOHO	31/03/2017	Similar EU projects, PLUGGY, MAGELLAN, etc. Shared goals & synergies		31/03/2017	
ATHENA	14/04/2017	OUR WORK			
NOHO	April, date TBD	Project newsletter published			
CNR-ISTI	28/04/2017	SPOTLIGHT ON…			
DIGINEXT	12/05/2017	OUR WORK			
NOHO	26/05/2017	SPOTLIGHT ON…			
EXUS	09/06/2017	OUR WORK			
INRIA	23/06/2017	SPOTLIGHT ON…			
UNIVERSITY OF YORK	07/07/2017	OUR WORK			
UNIVERSITY OF GLASGOW	21/07/2017	SPOTLIGHT ON…			
NOHO	04/08/2017	OUR WORK			
ATHENA	18/08/2017	SPOTLIGHT ON…			
CNR-ISTI	01/09/2017	OUR WORK			
DIGINEXT	15/09/2017	SPOTLIGHT ON…			
NOHO	29/09/2017	Additional post			
EXUS	13/10/2017	SPOTLIGHT ON…			
INRIA	27/10/2017	OUR WORK			
UNIVERSITY OF YORK	10/11/2017	SPOTLIGHT ON…			
UNIVERSITY OF GLASGOW	24/11/2017	OUR WORK			
NOHO	01/12/2017	Additional post			
EXUS	15/12/2017	End of year wrap-up			

Figure 17: Website News – partner schedule 2017

Additionally, the project has been posting weekly on Twitter and Facebook. This activity will become more structured from April onwards. Two tweets and Facebook posts will be sent out weekly by Noho. These will be created the previous week and tracked in a document shared with all members of the project team.

Other members of the team are actively encouraged to tweet and create Facebook posts as they wish, or to send them to Noho for scheduling if they are not time-sensitive. Any time-sensitive posts should be posted directly.

In addition to Twitter and Facebook, Noho has recently set up profiles on Instagram and Storify.

Instagram is a hugely popular and influential social media site based entirely on visual content. The Emotive profile is at: http://www.instagram.com/emotiveproject/

Once the new gallery of images is live on the website, Noho will select content for Instagram and plan and schedule a series of posts to start off our activity on this platform.

Emotive has also set up a profile on Storify, a web-based tool for creating and publishing social stories based on user-generated content. That account is here: https://storify.com/EmotiveProject.

Storify is especially useful as a way of recording social media activity around an event or a particular hashtag. It allows users to 'bookmark' relevant tweets, posts, mentions, etc., then save and share these as a 'story'. For Emotive, there is an opportunity to create 'stories' around our project event such as, for example, the User Workshop in Glasgow in February.

7.2 Website metrics

A snapshot of Google Analytics data was taken for the period 31 January – 30 March, 2017.

The Audience Overview for the period (Fig.18) shows 1469 sessions (website visits) of which 67.7% were by new visitors.
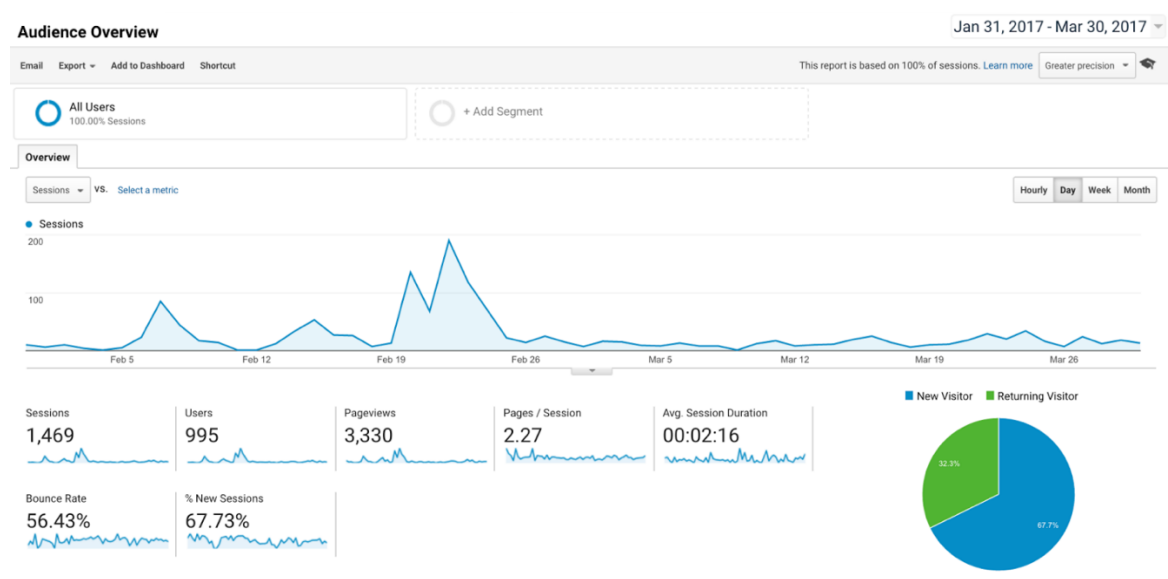

Figure 18: Emotive website, Audience Overview

A further analysis of the site traffic (Fig.19) clearly shows the connection between major project events and peaks in visitor traffic. The largest number of visitors came to the website during the User Workshop in Glasgow. There were 190 visitors to the site on the first day of the event and 113 visitors on the second day.

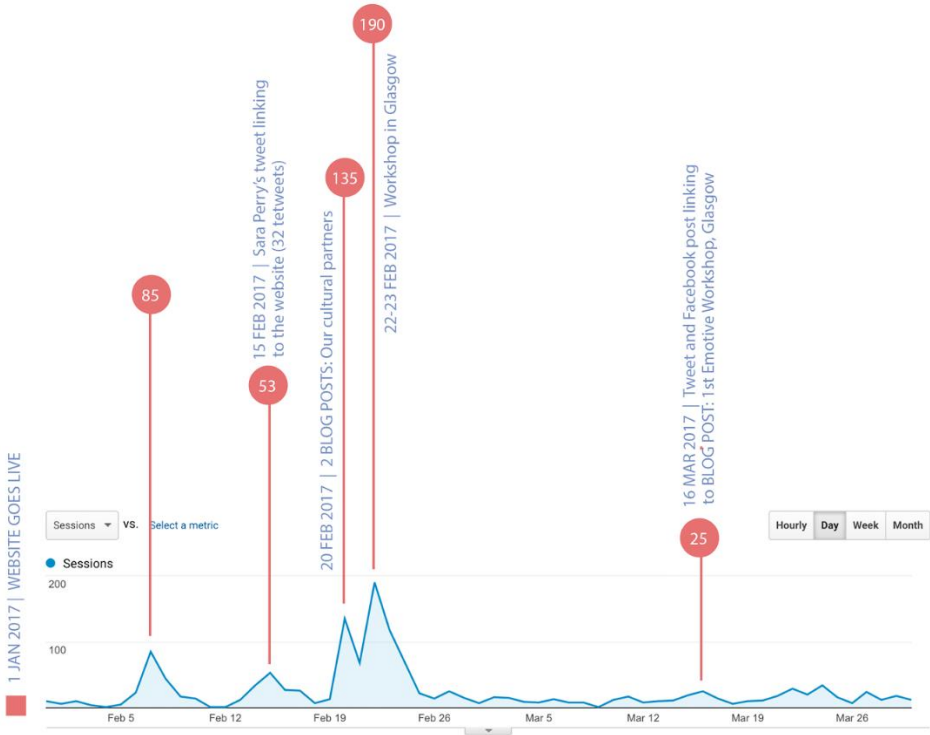Other peaks reflect project activity online, such as News posts being published and referenced on social media.

Figure 19: Peaks in Emotive website visits and associated events

To date, website visitors have come from 46 countries. 91.9% come from the top 10 countries shown in Fig.20. Perhaps unsurprisingly at this early point in the project, the most active countries reflect the locations of project partners, e.g. Italy, United Kingdom, Greece, Ireland, France, Turkey.

	Acquisition		
Country	Sessions ↓	% New Sessions	New Users
	1,470 % of Total: 100.00% (1,470)	67.69% Avg for View: 67.69% (0.00%)	995 % of Total: 100.00% (995)
1. 🇮🇹 Italy	461 (31.36%)	65.73%	303 (30.45%)
2. 🇬🇧 United Kingdom	296 (20.14%)	66.55%	197 (19.80%)
3. 🇬🇷 Greece	234 (15.92%)	72.65%	170 (17.09%)
4. 🇮🇪 Ireland	149 (10.14%)	30.20%	45 (4.52%)
5. 🇺🇸 United States	57 (3.88%)	85.96%	49 (4.92%)
6. 🇩🇪 Germany	38 (2.59%)	81.58%	31 (3.12%)
7. 🇳🇱 Netherlands	37 (2.52%)	86.49%	32 (3.22%)
8. 🇫🇷 France	30 (2.04%)	70.00%	21 (2.11%)
9. 🇪🇸 Spain	26 (1.77%)	84.62%	22 (2.21%)
10. 🇹🇷 Turkey	23 (1.56%)	86.96%	20 (2.01%)

Figure 20: Emotive website, audience locations

The Acquisition Overview (Fig.21) indicates that visitors to the Emotive website during the period accessed it mostly through social media channels (56.1%).

A further breakdown by social network shows that Facebook was the most active platform in terms of social acquisition (71.72%), followed by Twitter (25.12%).

These metrics illustrate where website visitors are coming from and thus can be very useful in shaping the project's communication strategy across dissemination channels.
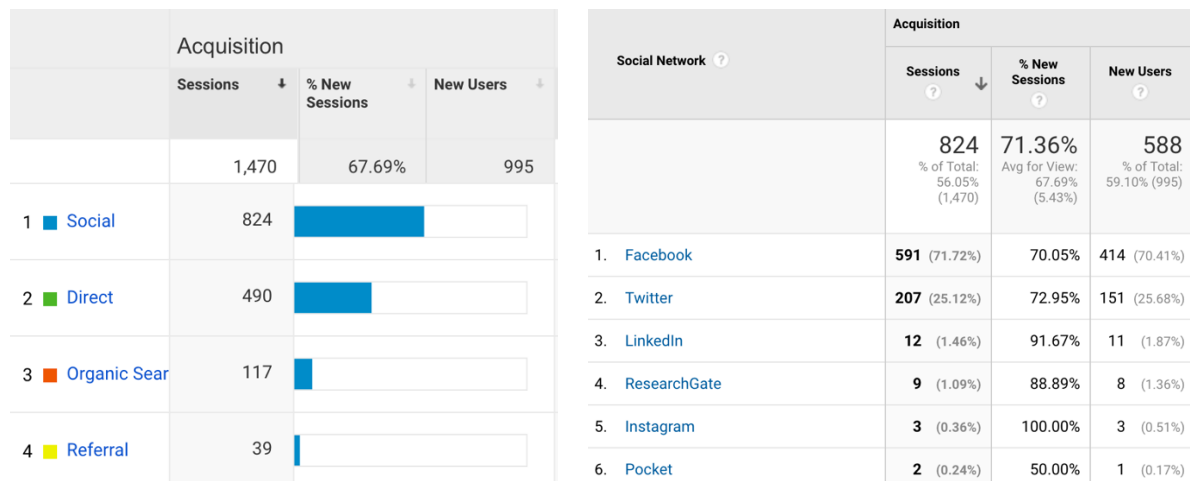

Figure 21: Emotive website, acquisition overview

Google Analytics also tracks the different types of devices used by visitors when accessing the website. For the Emotive site during the period, 62.34% of visitors visited the site from their desktop, 32.22% from their mobile and just 5.44% from tablets (Fig.22).

Device Category	Acquisition		
	Sessions ↓	% New Sessions	New Users
	1,471 % of Total: 100.00% (1,471)	67.64% Avg for View: 67.64% (0.00%)	995 % of Total: 100.00% (995)
1. desktop	917 (62.34%)	60.31%	553 (55.58%)
2. mobile	474 (32.22%)	80.17%	380 (38.19%)
3. tablet	80 (5.44%)	77.50%	62 (6.23%)

Figure 22: Emotive website, device category

7.3   Social Media Metrics

Social media channels will be used regularly to communicate the project's progress and engage with different audiences. To date, project activity has concentrated on Facebook and Twitter.

7.3.1   Facebook

Emotive's Facebook page is at https://www.facebook.com/emotiveproject/.

It was created to increase project visibility, support the project's name recognition and reputation, and to actively engage with diverse audiences (individuals, relevant institutions, special interest groups, etc.). Since January, the number of page 'likes' and overall engagement have been growing steadily (Fig.23).
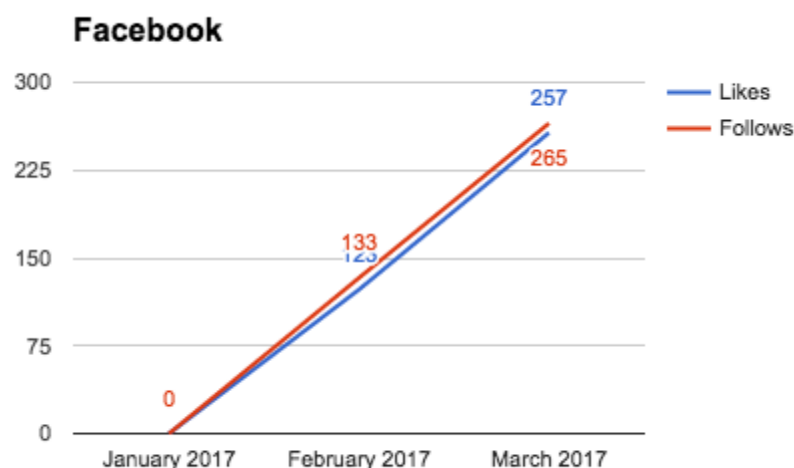

Figure 23: Facebook metrics: Likes and follows

In the run up to the User Workshop in Glasgow, Emotive ran a Facebook promotional ad encouraging visitors to the site. The budget was set low, at just $50, and the campaign ran for seven days. The result was that 1195 additional people saw the ad and the page gained 36 new likes (Fig.24).
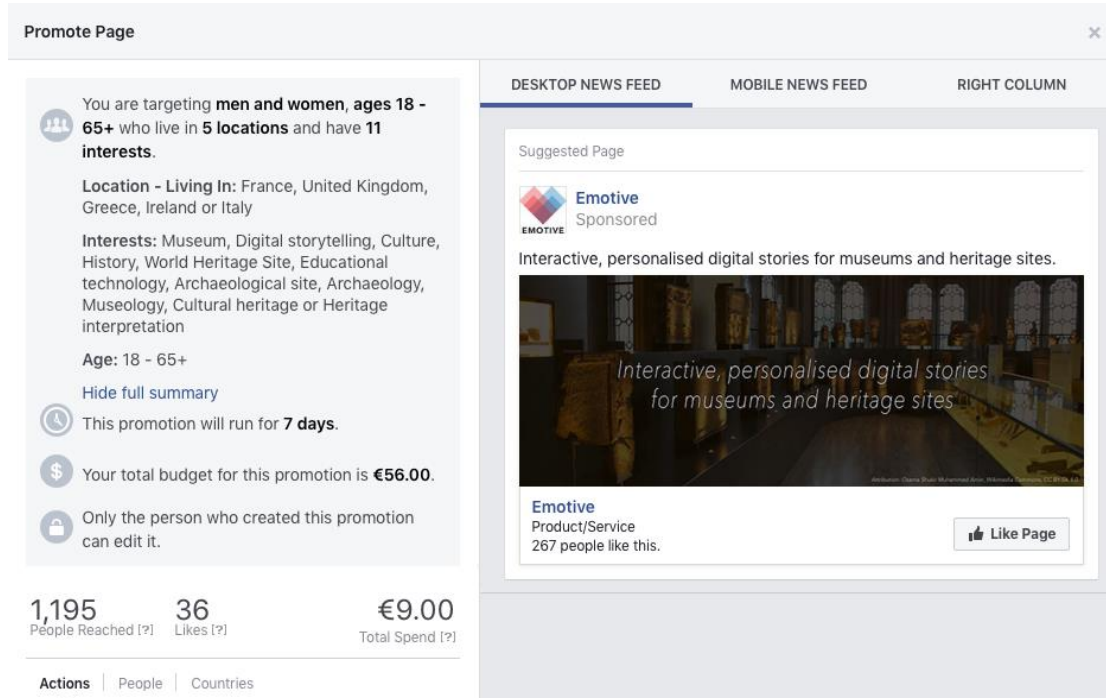

Figure 24: Facebook promotion

7.3.2 Twitter

Emotive is on Twitter at https://twitter.com/emotive_eu.

Twitter is an important tool for disseminating project information and raising the profile of the project. Between January and March 2017, the Emotive Twitter account grew to 228 followers (Fig.25). We have adopted a policy following back most people who follow the account, leading to a high 'following' figure of 274.
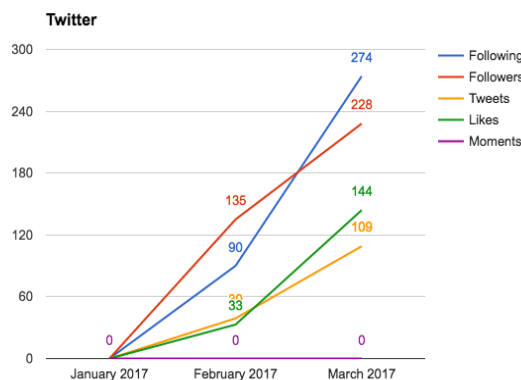
Figure 25: Twitter metrics: January - March 2017

Emotive earned an average of three link clicks, one retweet and five likes per day during the period (Fig.26).
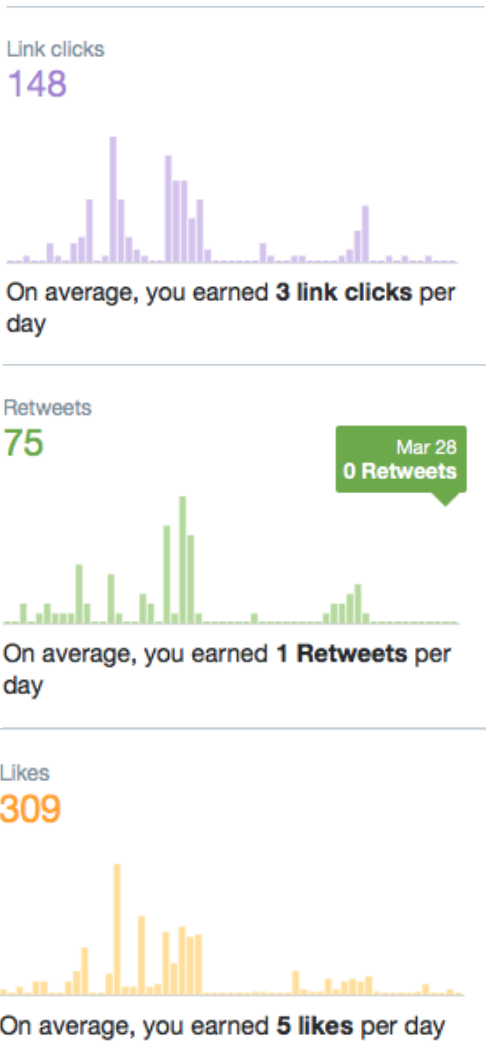

Figure 26: Twitter metrics: Link clicks, retweets and likes

Overall, the Emotive Twitter account earned 27,200 impressions (impressions are the number of times users see a tweet on Twitter), with the highest occurring during the User Workshop in Glasgow (Fig.27).
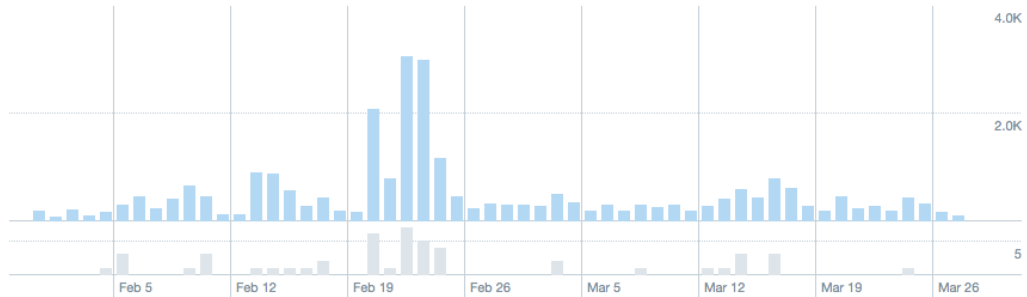
Figure 27: Twitter Analytics: impressions

The top 5 tweets during the period were also sent prior to, or during, the project workshop in Glasgow (Fig.28). (Note that engagement refers to the number of times a user interacts with a tweet (this includes retweets, follows and likes.)

Figure 28: Twitter metrics: top five tweets

ANNEX 1: Logo and Branding Guidelines (sample pages)
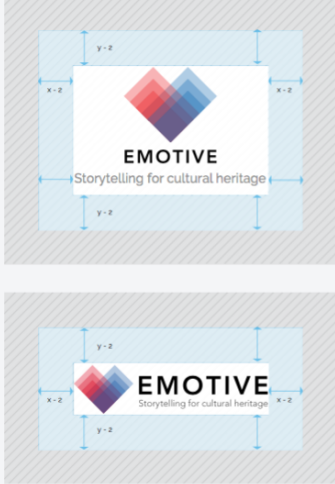
1. Logo Specifics

Logo Clear Space

The grey striped area indicates the safe zone. Other graphical and visual elements can be safely positioned here, up to the adjoining blue area.

The blue area indicates clear space. This must be kept free of all other graphical and visual elements.

2. Typeface Details

The Typeface Family

Two font styles are used for the logo. They are Avenir Heavy and Raleway Medium.

When to Use:

Avenir Heavy is the primary font used for the logotype/logo wording in stationery, website design, brochures and all forms of general correspondence. It can also be used sparingly as the standard font if stronger emphasis is needed.

Avenir (Heavy)
ABCDEF
abcd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

When to Use:

Raleway Medium is used for all other forms of standard body text in stationery, website design, brochures, general correspondence, etc.

Raleway (Medium)
ABCDEF
abcd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

4. Colour Specifications
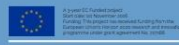
PROCESS C0 M28 Y13 K0
SCREEN R245 G198 B197
WEB HTML #f5c6c5

PROCESS C0 M50 Y28 K0
SCREEN R239 G158 B155
WEB HTML #ef9e9b

PROCESS C0 M66 Y42 K0
SCREEN R235 G230 B125
WEB HTML #eb827d

PROCESS C5 M71 Y45 K0
SCREEN R215 G116 B117
WEB HTML #d77475

PROCESS C36 M61 Y27 K7
SCREEN R162 G116 B142
WEB HTML #a2778e

PROCESS C25 M6 Y2 K0
SCREEN R192 G216 B234
WEB HTML #ec202a

PROCESS C44 M13 Y4 K0
SCREEN R148 G189 B220
WEB HTML #94bddc

PROCESS C59 M18 Y5 K0
SCREEN R116 G171 B210
WEB HTML #74abd2

PROCESS C53 M36 Y10 K0
SCREEN R119 G148 B186
WEB HTML #7794ba

PROCESS C68 M45 Y15 K0
SCREEN R102 G133 B169
WEB HTML #7a85a9

PROCESS C17 M36 Y17 K0
SCREEN R202 G170 B181
WEB HTML #caaab5

PROCESS C11 M57 Y31 K0
SCREEN R209 G138 B144
WEB HTML #d18a90

PROCESS C42 M35 Y13 K0
SCREEN R154 G157 B184
WEB HTML #9a9db8

PROCESS C39 M50 Y21 K1
SCREEN R158 G134 B159
WEB HTML #9e869f

PROCESS C57 M53 Y18 K1
SCREEN R124 G122 B158
WEB HTML #7c7a9e

EMOTIVE

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6. Logo Best Practice

Best Practice

Do not change, alter or modify any part of the logo. The rectangular 'heart', or logomark, should always be positioned either above the logo header or to the left of the header and tagline.

Some examples of logo misuse are shown below.

EMOTIVE
Storytelling for cultural heritage

EMOTIVE
Storytelling for cultural heritage

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Raleway Medium.

Do Not: Sizing

Do not stretch or squash the logo. Any resizing must always be in proportion.

Do Not: Colour

Do not change the logo colours. The red and blue detailed on 4.0 are the only ones to be used.

ANNEX 2: User Workshop media plan

Media Plan

Emotive Workshop, University of Glasgow, 22nd/23rd February 2017

Niall Ó hOisín - 08/02/2017

Media Advisory

Schedule: To be released on Wednesday, 15th Feb.

The News Advisory will be published on the project website and promoted via social networks (Twitter and Facebook) on the same day. The hashtag **#emotiveeu** will be used. The advisory will be re-posted with follow-up messages every 2-3 days. Below is a draft of the media advisory:

Media Advisory

Emotive workshop tests tools for emotional engagement at heritage sites

The Emotive project team will host its first project workshop on 22-23 February 2017 at The Hunterian Museum, University of Glasgow.

Who: International specialists in cultural heritage, storytelling, archaeological curation, museum interpretation, user design and gaming

What: A workshop to test out preliminary tools that are designed to generate emotional engagement, group play and collaboration between heritage site and museum visitors

Where: The Hunterian, University of Glasgow, Gilbert Scott Building, University Avenue, Glasgow G12 8QQ.

When: 10am-5pm, Wednesday 22nd, Thursday 23rd February, 2017

Why: The Hunterian has an outstanding collection of Roman artefacts from the famous Antonine Wall World Heritage Site. Emotive is currently developing a software platform that produces interactive, personalized, emotionally-resonant digital stories for cultural heritage sites. The workshop is the first opportunity to test out Emotive's approach in a real-world setting.

About Emotive

Emotive is an EU-funded heritage project that aims to use emotional storytelling to dramatically change how we experience heritage and museum sites.

For cultural heritage professionals, the Emotive application will provide a powerful storytelling engine and a set of rich digital media assets that can be used to create detailed characters and narratives featuring archaeological sites or collections of artefacts.

For visitors, Emotive will offer dramatic, emotionally engaging stories that can be experienced while at a cultural site or remotely. Wherever visitors are, Emotive users will be able to follow characters, look for clues and explore environments alone or with family and friends.

http://www.emotiveproject.eu

Website Posts

Schedule: To be released on Monday 13th Feb.- Wed 15th Feb. - Mon 20th Feb.

The following posts will be published on the website prior to the event.

- A short introduction to the cards concept that will be tested in Glasgow (150 words (approx) + an image)
- An introduction to the Hunterian and Antonine Wall site in the context of the Emotive project (150 words (approx) + an image)
- An introduction to the Çatal Höyük site in the context of the Emotive project (150 words (approx) + an image)
- A third story will outline the key speakers at the workshop (150 words (approx) + an image)

Social Media

In the run up to the workshop, the following will be posted on Facebook and Twitter:

Thurs, 9/2: A short post on the ongoing development of the cards for the workshop
Fri, 10/2: Partner intro - the first of a series of daily updates introducing each partner and explaining (very briefly) their role on the project. Today: EXUS Innovation
Mon, 13/2: Athena
Tues, 14/2: University of York
Wed, 15/2: Inria
Thurs, 16/2: CNR
Fri, 17/2: Diginext
Mon, 20/2: Noho

Tues, 21/2: University of Glasgow

Local Media

Schedule: To take place on Friday 17th Feb.

Noho has a list of media contacts who will be approached with this story. The Press office of UGLA and YORK are working on supplying local lists also.

Local media will have received the News Advisory (Feb 15th). This will be followed up with an email to relevant people on 17 Feb.

Press release

Schedule: To be released on Friday 17th Feb.

The Press release will be written by Noho and will be 600- 800 words (approx). It will give details on the who, when, what, where and why. We will emphasise the topical subject of walls, connecting this back to the Antonine Wall as a hook for the media as we outline the nature of the project and its objectives.

The press release will be sent from Noho to Irish interests and from the UGLA and YORK to the UK press. It will also be accessible from the website.

Advertising

Schedule: To be released on Wednesday 15th Feb.

Noho will spend a small amount of money on creating a facebook ad to target cultural heritage sector. The aim is to get more traffic to the facebook page and then onto the website.

Press Packets

Schedule: To be uploaded on Monday 20th Feb.

There will be no media at the event but we will make all material for the event accessible from the website, such as

- Event overview
- Agenda or program
- List of speakers and participants
- News advisory & press release

Schedule of Tasks

Action	Deadline	Owner
Assemble Press Lists	Fri 3rd Feb	Noho
Write Press Release	Mon 13th Feb	Noho
News Story - Cards	Mon 13th Feb	Laia
News Story - Sites Background	Wed 15th Feb	UGLA & YORK
News Story - Speakers	Mon 20th Feb	Noho
Write News Advisory and send out	Wed 15th Feb	Noho
Facebook Ad	Wed 15th Feb	Noho
Local Media Calls	Fri 17th Feb	Noho
Issue Press release	Fri 17th Feb	Noho, UGLA, YORK
Upload Press Pack	Mon 20th Feb	Noho

All of the above tasks will be strengthened and supported with social media activity throughout the month.

ANNEX 3: User Workshop press release

EMOTIVE
Storytelling for cultural heritage

www.emotiveproject.eu

FEBRUARY 17th, 2017

PRESS RELEASE - FOR IMMEDIATE RELEASE

Contact:
Niall O'hOisin, Communication Manager
Phone: 00 353 1 679 9328
Email: niall@noho.ie

Border wall between Scotland and England brings
digital heritage experts together

On 22 and 23 February, scholars and experts from around the world will gather in Glasgow to discuss the construction of a coast-to-coast barrier across Scotland, from Clyde to Forth.

But this is no modern, multi-billion dollar boundary such as US President Donald Trump has pledged to construct. In fact, this wall was built over 1,850 years ago.

The group will travel to the Hunterian Museum at the University of Glasgow, to discuss the Roman-built Antonine Wall. The two-day workshop is being held as part of a new project named Emotive funded under the European Commission's H2020 programme.

EMOTIVE

Emotive aims to use emotional digital storytelling to dramatically change how we experience heritage sites. Funded by the European Union until 2019, the project has two goals:

- to design and develop a software platform for heritage professionals that will enable them to produce interactive, personalised, emotionally-resonant digital stories
- to allow visitors to access these stories, at museums or cultural sites, on their smartphones or tablets.

-CONTINUED-

The Emotive team is made up of archaeologists and museum professionals, developers and designers, interpretive planners and writers. "We're a diverse, multidisciplinary group, which is precisely what a project like this requires" says Dr Maria Economou, Hunterian Curator and Lecturer in Museum Studies at the University of Glasgow; "that's our strength".

"In Glasgow, we will be joined by 20 additional experts in interpretation, user design and gaming" she continues. "Over two days, this extended group will test some of the newly developed collaborative methods we have created for designing stories."

WHY THE ANTONINE WALL?

"The Antonine Wall is the perfect site for a project on storytelling" Dr Economou says. "At one time there were 6,000-7,000 men stationed in forts along the Wall, many with their wives and children. Families, friends and rivals, all living in close quarters at the edge of the Roman world, imagine the personal stories!"

"At The Hunterian, we have hundreds of objects from the Wall including altars, gravestones, personal artefacts and even board games!" she continues. "As a starting point for creating emotional stories that connect with people's lives today, it's hard to beat."

The Antonine Wall became a UNESCO World Heritage site in 2008. When it was constructed, nearly 2,000 years ago, it was the most northerly and complex frontier of the Roman Empire.

ÇATALHÖYÜK - A SECOND SITE

A second UNESCO World Heritage site will also be discussed at the workshop. Çatalhöyük is a Neolithic settlement in central Turkey that dates back 9000 years. Like The Hunterian, Çatalhöyük is a cultural partner on the Emotive project and will be used to test methods and prototypes as the Emotive software platform is developed.

-CONTINUED-

"Çatalhöyük has a vast landscape of buildings and many exquisite works of art and craft," says Dr Sara Perry, Lecturer in Cultural Heritage Management at the University of York. "Like the Antonine Wall, it's a perfect canvas to develop and test emotionally engaging stories for visitors".

OBJECTIVES

"This workshop is the first step" says Dr Economou. "We'll gather key data on the process of designing emotional narratives and the mechanics of engaging with a range of artefacts, visitor types and scenarios. This will then inform the technical direction of the project as we start to develop and test the Emotive platform."

"How can we help heritage professionals create interesting characters and engaging stories?", she asks. "That's the question we want to answer in Glasgow."

-ENDS-

ABOUT EMOTIVE

Emotive is a Research and Innovation Action project funded under the European Commission's H2020 programme that aims to use emotionally-resonant digital storytelling to dramatically change how we experience heritage sites. From 2016-2019, the Emotive project team will research, design, develop and evaluate a series of storytelling methods and tools for the cultural heritage sector. The output of this process will be:

- a prototype software platform for heritage professionals that can be used to create characters and narratives for archaeological sites and museums
- smartphone and tablet interfaces for visitors that will provide personalised, emotionally-engaging stories which can be experienced at a cultural site, remotely, or a combination of the two.

www.emotiveproject.eu

Website: www.emotiveproject.eu. **Facebook**: www.facebook.com/emotiveproject/

Twitter: @emotive_eu

ABOUT THE HUNTERIAN

The Hunterian is one of the world's leading University museums and one of Scotland's greatest cultural assets. Built on Dr William Hunter's founding bequest, The Hunterian collections include scientific instruments used by James Watt, Joseph Lister and Lord Kelvin; outstanding Roman artefacts from the Antonine Wall; major natural and life sciences holdings; Hunter's own extensive anatomical teaching collection; one of the world's greatest numismatic collections and impressive ethnographic objects from Captain Cook's Pacific voyages.

The Hunterian is also home to one of the most distinguished public art collections in Scotland and features the world's largest permanent display of the work of James McNeill Whistler, the largest single holding of the work of Scottish artist, architect and designer Charles Rennie Mackintosh (1868–1928) and The Mackintosh House, the reassembled interiors from his Glasgow home.

Website: www.glasgow.ac.uk/hunterian