

# **D5.1 ONLINE PRESENCE AND MARKETING TOOLS**

**Coordinator: Ashley Evans**

**With contributions from: Elena Simperl, Yunjia Li,  
Walter Palmetshofer and Daniel Dietrich**

Reviewer: Yunjia Li

Deliverable nature	Other (O)
Dissemination level (Confidentiality)	Public (PU)
Contractual delivery date	28 <sup>th</sup> Feb, 2015
Actual delivery date	30 <sup>th</sup> April 2015
Keywords	Website, logo, flyer, printing, poster, marketing tools

---

## Table of contents

1	Executive summary.....	3
2	Introduction .....	4
2.1	Online presence .....	4
2.1.1	ODINE website.....	4
2.1.2	Social media channels .....	4
2.1.3	Guardian micro site .....	5
3	Marketing toolkit.....	5

# 1 Executive summary

This document list the work related to improve the online presence of ODINE project and materials we have prepared for marketing purposes. For online presence, ODINE consortium has finished the following work:

- Project website
- Social media channels including Twitter, Facebook, Google+ and LinkedIn
- Regular advertisement and blogs through the Guardian's microsite

For marketing, we have designed the following materials to identify ODINE project:

- ODINE logo, including two designs with different font and background colours
- Two font series which will be used all through the documents about ODINE project, such as website, presentation slides, etc.
- Presentation template
- A1 and A3 poster
- Sticker
- Roll-up
- Flyer
- A general style guide for the use of logos and other marketing materials

## 2 Introduction

This document will briefly introduce the work we have done to improve the online presence and the marketing materials we have prepared to be used in various ODINE events. In general, for online presence, we have implemented:

- Project website
- Social media channels including Twitter, Facebook, Google+ and LinkedIn
- Regular advertisement and blogs through the Guardian's microsite

For marketing, we have designed the cooperation identity materials together with poster and flyers that will present in ODINE launch session on 18<sup>th</sup> of May and a series of follow-up events. Those materials include:

- ODINE logo, including two designs with different font and background colours
- Two font series which will be used all through the documents about ODINE project, such as website, presentation slides, etc.
- Presentation template
- A1 and A3 poster
- Sticker
- Roll-up
- Flyer
- A general style guide for the use of logos and other marketing materials

The following sections will explain in detail the purpose of the online presence work and marketing materials and their specifications.

### 2.1 Online presence

#### 2.1.1 ODINE website

The ODINE website<sup>1</sup> is the major information hub and it aggregates all dissemination, engagement and communication activities of ODINE into one conclusive online presence. On the website, interesting parties can find our social media accounts and subscribe to our mailing list in order to get the latest news about ODINE project. At the end of month three (April 2015), we are going to publish all the documents related to the ODINE open call on the website. Furthermore, all the reports and other deliverables will also be made available on the website, such as the stakeholder database and the data value chain database.

#### 2.1.2 Social media channels

Followings are the social media channels we have applied for ODINE project:

- Twitter: @ODIncubator

---

<sup>1</sup> <http://opendataincubator.eu>

- Facebook: <https://www.facebook.com/OpenDataIncubator>
- Google+: <https://plus.google.com/communities/111840976067150847076>
- LinkedIn Group: <https://www.linkedin.com/groups/Open-Data-Incubator-Europe-7300351>

Those channels will synchronously publish the latest news and events about ODINE project. All those channels are managed by OKF.

### 2.1.3 Guardian micro site

The Guardian has set-up an open data content microsite<sup>2</sup>, named Open data economy, under theguardian.com to promote the ODINE open call, proposal submission and success stories and testimonials of the companies participating in the incubation program. This site will also serve as a forum for readers to populate and comment on open data ideas. We are expecting 2.5 million co-branded traffic delivered through the theguardian.com towards the microsite, which makes it an excellent project promotion site for all the SMEs and start-ups in the ODINE incubation program. It will also contribute to the overall dissemination efforts of the project, and strengthen the broader open data movement.

## 3 Marketing toolkit

We have designed a series of marketing materials to promote the branding of ODINE in various physical and online events. The following tables explain in detail what material we have prepared and the specification of each material.

Material	Specification
Logo <sup>3</sup>	Two designs of logo: <ol style="list-style-type: none"> <li>1. Vector picture for light colour background</li> <li>2. Vector picture for dark colour background</li> </ol> and an small icon <sup>4</sup> , which is used for ODINE website.
Fonts	ODINE will use two series of fonts on website and in presentations, they are: <ol style="list-style-type: none"> <li>1. Sans pro<sup>5</sup></li> <li>2. Patua one<sup>6</sup></li> </ol> The zip files for those fonts have been provided for installation in case the local computer doesn't support either font.

<sup>2</sup> <http://www.theguardian.com/media-network/series/open-data-economy>

<sup>3</sup>

<https://drive.google.com/folderview?id=0B82ywl3daTRTfnUydVVNMXRHQIliUEIFOGdLN045enJQZThmQXNLUzFLZFZxQzVvVIFrQjQ&usp=sharing>

<sup>4</sup> <https://drive.google.com/file/d/0B82ywl3daTRTMFp4T0IISXcwVkU/view?usp=sharing>

<sup>5</sup> <https://drive.google.com/file/d/0B82ywl3daTRTaGpOT3B2SndpYnM/view?usp=sharing>

<sup>6</sup> <https://drive.google.com/file/d/0B82ywl3daTRTc0V2V285OHV5MVE/view?usp=sharing>

Presentation template <sup>7</sup>	The presentation template provides 7 example pages including: <ul style="list-style-type: none"> <li>• Presentation front page</li> <li>• Title with body content</li> <li>• Two columns content</li> <li>• One big picture with caption</li> <li>• Two columns of pictures with caption</li> <li>• The presentation conclusion page</li> </ul>
Poster	For the poster, we have prepared two sizes: A3 <sup>8</sup> and A1 <sup>9</sup>
Sticker <sup>10</sup>	The size of the sticker is 148x52 pixels
Roll-up <sup>11</sup>	We have prepared a Roll-up with stands, which will be used in various events as the branding for ODINE.
Flyer <sup>12</sup>	A double sided flyer, 319x634 pixels.
Style guide <sup>13</sup>	This guideline describes the orientation for the design of ODINE marketing materials and gives DOs and DON'Ts on how the material could be reused and modified.

<sup>7</sup> <https://drive.google.com/file/d/0B82ywl3daTRTc0d1d0lvdHZtLVE/view?usp=sharing>

<sup>8</sup> <https://drive.google.com/file/d/0B82ywl3daTRTaZNMEI4c3NTMFU/view?usp=sharing>

<sup>9</sup> <https://drive.google.com/file/d/0B82ywl3daTRTdENKR29sLXZ2Q3c/view?usp=sharing>

<sup>10</sup> <https://drive.google.com/file/d/0B82ywl3daTRTV3NmamN0ME1fVTg/view?usp=sharing>

<sup>11</sup> <https://drive.google.com/file/d/0B82ywl3daTRTaWNpRWNjT0M5dlE/view?usp=sharing>

<sup>12</sup> <https://drive.google.com/file/d/0B82ywl3daTRTM1p4VI9MMVJqZk0/view?usp=sharing>

<sup>13</sup> <https://drive.google.com/file/d/0B82ywl3daTRTY0cxbUNqQUdJRG8/view?usp=sharing>