



Deliverable 4

[Visual identity]

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EXECUTIVE SUMMARY

Sound dissemination and communication activities are essential elements to reinforce the KEEP CARING project capacity to properly engage with key stakeholders, liaise with relevant projects and initiatives, sustain and promote the sustainability and replicability of its results even beyond the project boundaries. Along with communicating the project objectives and results, dissemination and communication also contribute to enforce the visibility of the EU research and innovation actions, bringing science and technology closer to the large public.



The success of these activities depends upon the choice of a distinctive visual identity, the selection of the appropriate communication's tools and channels and upon their adaptation to the requirements of the project and the communication patterns of the targeted groups in the given time.

The whole KEEP CARING initial project branding and graphic identity is presented in this deliverable. Work documents templates made available to consortium partners to assure a homogeneous approach in the preparation of presentations and text documents are also included.

The entire project's communication package, including the key messages, as well as tools and channels to engage with stakeholders, as well as the processes and responsibilities of all partners for communication and dissemination activities, will be further presented in the D6.2 Dissemination, Communication and Stakeholder Engagement Strategy (due in M6) and D6.3 Dissemination, Exploitation and Communication plan (due in M6). The KEEP CARING website - <https://keepcaring.eu/> - is currently live, being Deliverable 28, and will be continuously updated.

1. KEEP CARING project

Healthcare professionals working in hospitals -and those in training to embark on hospital careers- experience high levels of stress, especially in the surgical pathways. While interventions to improve wellbeing and resilience exist, not much is known about the right (combination of) intervention(s) for this specific setting. KEEP CARING aims to (re-)build wellbeing and resilience of healthcare workforce in EU hospitals by co-creating a multi-faceted non-digital, digital and AI-supported solution package to prevent burnout among (aspirant) healthcare professionals on the individual, team, and organizational level. Our multi-sector and interdisciplinary consortium will (1) study stress and stressors experienced by (aspiring) health care providers in their specific setting, (2) evaluate digital and non-digital solutions to reduce stress at an individual and team level, (3) study job crafting among (aspiring) health professionals as a way to reduce stress, and (4) finally, develop a change



management platform that, using explainable AI, helps hospital managers as well as surgical caregivers to choose the solutions that match their context. All solutions as well as the portal will be developed in co-creation with end users, including 2 professional associations in our consortium. In addition, legal and ethical expertise is provided across Partners and in Advisory Board to ensure privacy and ethical guidance in this sensitive context.

KEEPCARING will provide solutions to improve wellbeing among health care professionals and students, thereby reducing burnout and improving the number of health care students entering the workplace. Our organizational solutions will empower individuals and employers to understand and act on stressful situations in their specific setting. Cost-effectiveness analyses will be used for policy recommendations to ensure sustainable uptake among policy makers, funders, and employers.

2. Introduction to the deliverable

This deliverable summarizes the output of the KEEPCARING Task 6.1 – Dissemination, communication and stakeholder engagement strategy and plan, activity carried out within the project Work Package 6 – Dissemination, communication and maximizing impact.

The first step taken towards the design of a unique image of the KEEPCARING project has been the choice of the project visual identity. It includes everything that is used visually to communicate the characteristics of the KEEPCARING brand such as the logo, the font, the photos and any other visual elements that will be further used in designing the website and for social media presence outings, and any other project communication materials.

In this document, a detailed overview of the KEEPCARING main branding elements that have been conceived and developed to support the project dissemination, communication and stakeholder's engagement activities is given. Furthermore, evidence is given of the project's standard documents' templates, all consistent with the project visual identity, created to enhance the KEEPCARING unified and cohesive appearance.



3. KEEPCARING logo

The logo brings together the project's key aspects: care, wellbeing and resilience, illustrated in a modern and dynamic design that works as an analogy to support from and to the healthcare professionals that the project is going to address.

Based on the preliminary logo design created for the proposal's purpose, the full logo package was created at the beginning of the project implementation. There are different formats of the project logo (.jpg, .svg, small, horizontal, with and without the full title etc), which can be used depending on the purpose the logo is used for and the colour of your background.

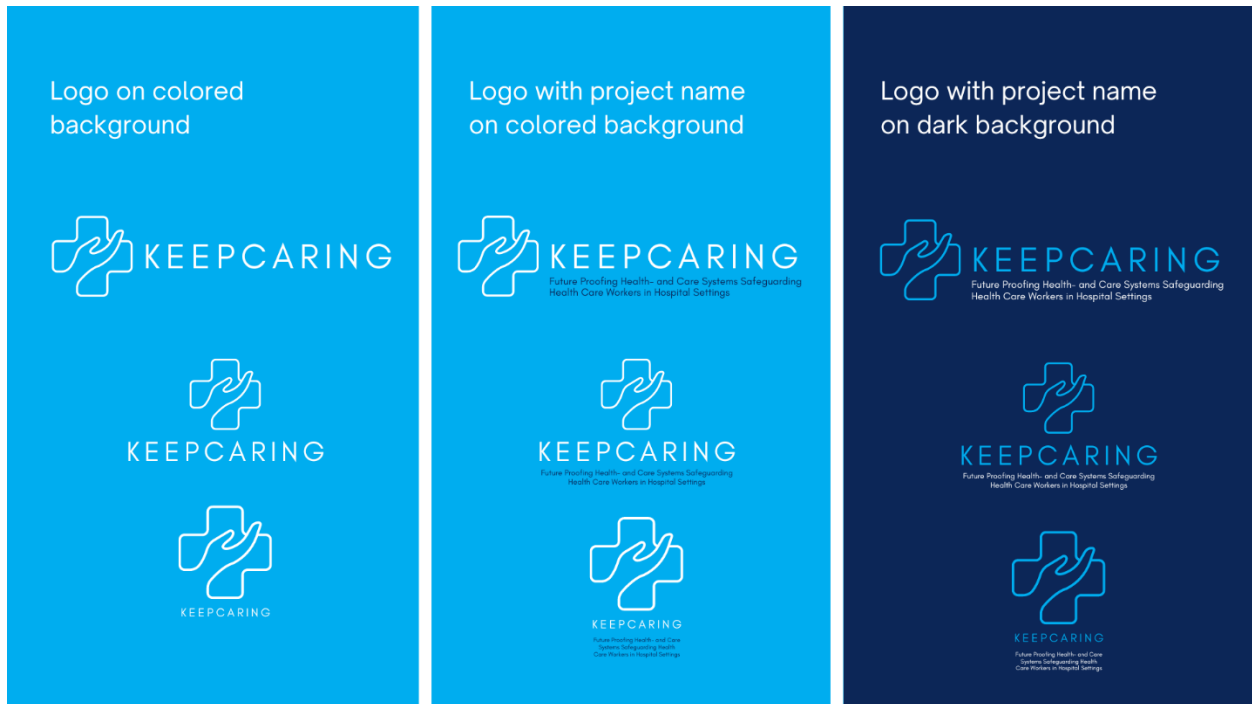


Figure 1: Selection of KEEPCARING project logos available to partners

All partners were provided with the logos, and they can be found on [SharePoint site](#) in the [KEEPCARING logos map](#).

It's important to notice that, following the EU dissemination requirements outlined in the Grant Agreement, all communication activities of the beneficiaries related to the action



(including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant **must acknowledge EU support** and **display the European flag** (emblem) with the funding statement (translated into local languages, where appropriate):



- The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.
- Apart from the emblem, no other visual identity or logo may be used to highlight EU support.
- When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Those two elements (project logo and EU flag) are applied to e.g. the social media material, like the LinkedIn cover presented below.



Figure 2: KEPCARING LinkedIn cover



4. Visual identity manual

The KEEPCARING Visual Identity Manual (see Annex 1-KEEPCARING Visual identity guidelines) includes the colours palette and the fonts to be used in combination with the KEEPCARING logo.

5. Standard project templates

The key document templates, all inspired by the KEEPCARING visual identity, have been created and made available to the project's partners. Those templates are intended to enhance the KEEPCARING unified and cohesive appearance. In addition to the layout, they contain indications about the style, font and icons to be used.

4.1 PowerPoint presentation template

To ensure that all KEEPCARING PowerPoint presentations have a consistent quality, a clean slideshow presentations' template (see Annex 2-KEEPCARING ppt template) has been conceived to create well-designed and impactful slides.

4.2 Letterhead

For the more formal communication, where a letter needs to be sent, the letterhead was created and distributed with partners. (see Annex 3-KEEPCARING letterhead template).

6. Conclusion

The KEEPCARING visual identity, applied to the website, documents and communication materials, is crucial to create a lasting impact of the project towards the key stakeholders. It features as a key component in the overall communication, dissemination and stakeholder's engagement strategy and activities, to ensure the coherent and coordinated project presentation.



While the KEEP CARING communication, dissemination and stakeholder engagement strategy and action plan are still being developed, the visual identity is being applied to the first social media posts and presentations (internal and external).

The KEEP CARING consortium is committed to following the visual identity guidelines to maximise the project visibility, to reach the widest possible audience and gain their confidence.

Annex 1

[KEEP CARING Visual Identity Guidance.pdf](#)

Annex 2

[KEEP CARING ppt template.pptx](#)

Annex 3

[KEEP CARING letterhead template.docx](#)



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