



HPC ALLIANCE FOR APPLICATIONS AND SUPERCOMPUTING INNOVATION: THE EUROPE - JAPAN COLLABORATION



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DELIVERABLE 2.2

Initial Communication, Dissemination and Exploitation Plan

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Glossary of Terms

Item	Description
B2B	Business to Business
CoEs	Centres of Excellence
CTA	Call to Action
D	Deliverable

DPO	Data Protection Officer
EU	European Union
EuroHPC JU	European High Performance Computing Joint Undertaking
EC	European Commission
EDIHs	European Digital Innovation Hubs
GDPR	General Data Protection Regulation
IMC	Integrated Marketing Communication
HPC	High-Performance Computing
KPI	Key Performance Indicator
PM	Person-months
PR	Public Relations
R&I	Research & Innovation
SMEs	Small and Medium-sized Enterprises
URL	Uniform Resource Locator
WP	Work Package

Executive Summary

This document is the second deliverable of HANAMI's Work Package 2, dedicated to the project's Communication, Dissemination and Exploitation. Throughout the document, the communication strategies and plans the results already achieved with the production of the visual identity image and the HANAMI website will be described.

The objectives of WP2 are:

- Define a communication strategy to inform relevant stakeholders about the project results;
- Identify the benefits and advantages of the key outputs of the project;
- Define a dissemination strategy to carry out the dissemination of the project results;
- Promote cooperation between the HPC communities of and between regions;
- Cooperate with other EU and Japan-funded projects in the HPC field;
- Engage and promote networking among the project target groups;
- Disseminate external calls interesting to the project consortium and stakeholders;
- Promote links with other programmes and initiatives in both regions.

The document's structure is as follows: introduction, dissemination plan, integrated communication campaigns and conclusions.

As far as the communication plan is concerned, it is divided into three sub-chapters, with the last one dedicated to describing the four structural communication tools that will be used for the duration of the project in order to reach the audience identified as key.

In the chapter dedicated to the integrated communication campaigns, the purpose of each one will be explained, as well as its relevance and objectives - at the same time, reference will also be made to the different tools presented during the dissemination plan chapter. This section is divided into three sub-chapters:

- The **first integrated communication campaign** details the first integrated communication campaign, which aims to raise visibility for the project, make it known, cement its main communication elements and tools, such as its visual identity, social networks and website, as well as establish the project's purpose from the outset, introducing its partners and starting to publicise the planned initiatives among the HPC communities;
- The **second integrated communication campaign** will publicise the work being done under the project, the initiatives organized, as well as the participation in HPC events in Japan and Europe;
- Finally, the **third integrated communication campaign** will focus on disseminating the results achieved and the future of the Europe-Japan partnership in the field of HPC.

The last chapter of this deliverable will review the document's key points, with references to previous deliverables.

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1. Introduction

This deliverable - Initial Communication, Dissemination and Exploitation Plan – is presented as a reference document for the HANAMI project's communication and dissemination activities. As such, it details the objectives, strategies and purposes of each communication tool planned within the framework of integrated communication campaigns, in order to convey a cohesive and coherent image of the project across all channels - chosen according to the intended audience.

As mentioned in the previous paragraph, the use of composite marketing and communication strategies presupposes different approaches: branding, public relations, digital marketing, and direct marketing. These are precisely the tools that will be used within the framework of the HANAMI project and which will be described in more detail on the following pages, along with the actions to be implemented, the audience to be targeted, the planned timescales and the associated KPIs.

A first approach to this content was already made in Deliverable 2.1, which focused on the project's visual identity and website. Although this document has already been submitted, there have been changes, particularly to the website, in order to meet the communication needs of the project and its partners. In this document, new and updated information about the website will be also presented. In the same vein, the aforementioned document also covered the strategy for social media posts in some detail, so this deliverable will only summarize it.

Although this is not a reporting document, it is already possible to see some of the results achieved as a result of the work carried out by Work Package 2 since the beginning of the project. This data is detailed next to the respective communication tool, as also the respective KPI defined. Collaboration efforts will be reported in a separate deliverable in Month 9, D2.3 Collaboration Plan. Thus, they will not be part of this deliverable.

It is important to note that for communication strategies to result in effective actions, the involvement and interaction of partners is crucial. As such, monthly 'Call for Info' emails will be sent to all the partners after the submission of this deliverable, in order to obtain more information about the results achieved within the scope of their research activities, participation in events, recognitions and awards, among others relevant aspects. This initiative is essential for the project's internal communication to take place efficiently and effectively.

2. Dissemination Plan

During the construction phase of the HANAMI project proposal, when the objectives of the communication efforts were established, the different target groups and channels that would be explored were also defined in order to guarantee that the results would be as expected. Considering the integrated communication strategy, using different instruments, the target groups are also changing - so this point will be refined throughout the document.

This chapter consists of the dissemination plan for the HANAMI project and is divided into three sub-chapters: dissemination objectives, target stakeholders and communication tools. In the first case, these coincide with the objectives of tasks 1 and 2 of Work Package 2. In the second subchapter, more information will be given about the audiences the project intends to reach during its duration. As for the third subchapter, dedicated to tools, the approaches to branding, public relations, digital marketing and direct marketing will be explored.

One of the concerns that will be present throughout the project related to communications is the issue of gender equality, with efforts being implemented so that there is equal participation in the different initiatives and consequent communication results.

2.1 General Objectives

All the communication actions implemented during the HANAMI project will aim at achieving the following objectives:

- Define a communication strategy to inform relevant stakeholders about the project results;
- Identify the benefits and advantages of the key outputs of the project;
- Define a dissemination strategy to carry out the dissemination of the project results;
- Promote cooperation between the HPC communities of and between regions;
- Cooperate with other EU and Japan-funded projects in the HPC field;
- Engage and promote networking among the project target groups;
- Disseminate external calls interesting to the project consortium and stakeholders;
- Promote links with other programmes and initiatives in both regions.

2.2. Target Audiences

Although the audiences assigned to each of the communication actions are described throughout the document, the total list of important groups where HANAMI will be publicised is as follows:

- HPC ecosystems in Japan and EU (experts, vendors, users, etc);
- HPC community in Japan and EU (academia, R&I, industry, RTOs, etc);
- International networks (EC networks, CoEs, Colabs, HPC networks, etc);
- Policymakers (Cabinet office in Japan, Ministry of Education, Culture, Sports, Science and Technology of Japan (MEXT), DGConnect,);
- Funders (EuroHPC Joint Undertaking, Japan Society for the Promotion of Science (JSPS), Japan Science and Technology Agency (JST), Japan Agency for Medical Research and Development (AMED);
- Influencers (governing bodies, media, EU projects, scientists/researchers, etc);
- Others (Horizon Europe projects of interests, EDIHs, developers, consultants, students, etc);
- General public.

For each target audience, different key messages will be used according the following examples:

- Promotion of the HANAMI project as the flagship project for those who want to create a connection between both regions in the HPC field;
- Communication of the HANAMI as the gateway for all the communities focused on the HPC in Japan and Europe;
- Creation of new research opportunities in the scientific areas of HANAMI;
- Collaboration between HANAMI's members should be sold as a success story to all the audiences that intend to make a mark in the HPC area;
- ...

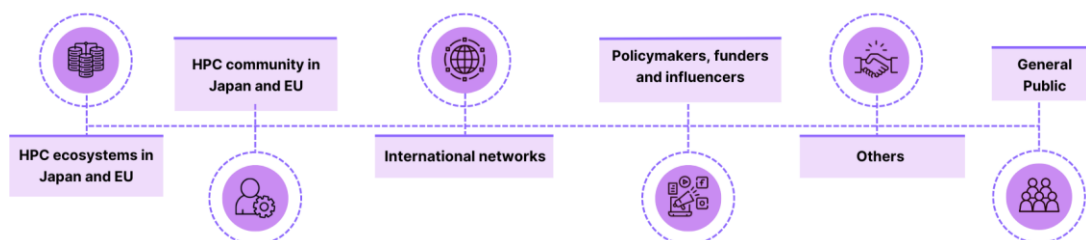


Figure 1 - Target audiences

It should be noted that the actions described below will take into account all the needs and goals of each target audience, according to the specific communication activities selected for each one.

2.3. Communication Tools

As mentioned above, the HANAMI project will be communicated using an Integrated Marketing Communications (IMC) approach, which mixes various communication tools - branding, digital marketing, direct marketing and public relations - with the aim of more effectively reaching the target audience and the KPIs determined at the proposal stage. According to this approach, each element is seen as a tool that takes on a different role in the dissemination strategy, with various possible actions and inherent advantages.

For almost all the communication tools described from this chapter onwards, as well as the associated actions, the KPIs will also be mentioned – again, their achievement will only be possible with the participation and involvement of all the consortium members.

The continuity of this section is divided into four subsections: branding, digital marketing, public relations and direct marketing.

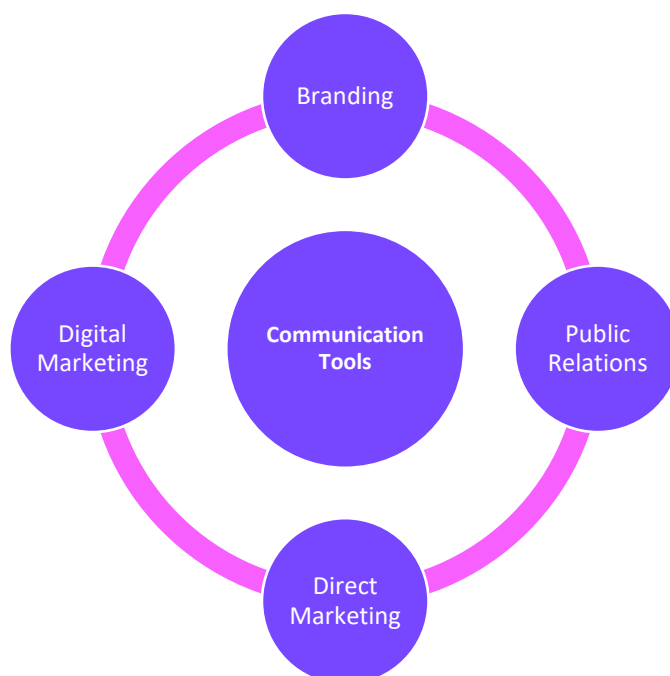


Figure 2 - Communication tools

2.3.1. Branding

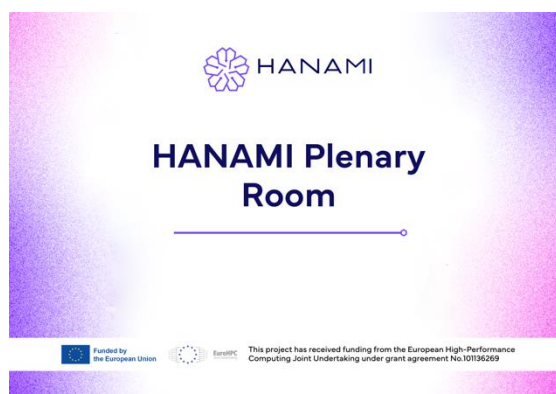
Taking the visual identity produced for HANAMI as a starting point, and considering the different initiatives and events that the consortium intends to organise and take part in, different communication materials will be created and produced to allow the project to be presented and publicised in a more institutional way.

Maintaining and respecting the visual identity produced and agreed with the project coordinators is essential to affirming the branding and, consequently, HANAMI. This group includes elements such as the logo, colours, fonts and other graphic elements - all included and described in the visual identity manual which will be described below.

It is important to note that all these materials were made available, as they were produced, internally to the consortium via the OSMOSE platform - chosen by the project coordinators to be the platform for aggregating project information and documentation - and externally via the project website.

The first communication materials were produced in time for the kick-off meeting, when they were presented to the consortium for feedback. This involved the visual identity, as well as some signage to indicate the spaces where the meetings would take place. At this stage, the logo was also used on small stickers to identify the participants and members of the consortium, as this was the first time they had met in person. Both materials were for single use only and were not binding.

It should be noted that at the KOM moment, the project's visual identity was not concluded, so some materials were produced without the final version of the project's image, such as the poster for the ISC conference, as detailed below.



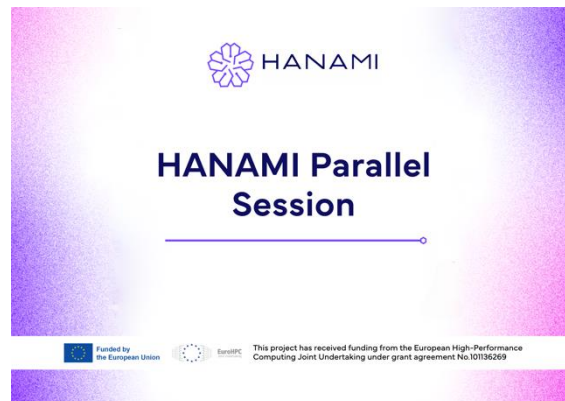


Figure 3 - Materials prepared for the in-person Kick-Off Meeting



Figure 4 - Materials prepared for the Zoom session of the Kick-Off Meeting

2.3.1.1. Logo

In preparation for the kick-off, the process of producing the logo and visual identity manual began, with this meeting serving as a time to present the first version and gather feedback.

The HANAMI project logo clearly emphasises the collaborative aspect of the project. To begin with, the word HANAMI represents the act of observing flowers, although the term is often applied solely to watching cherry blossoms bloom, a central key on the Japanese side. As such, the HANAMI logo is made up of a flower whose petals are joined with modern elements, with connections and circuits representing the union between the two regions and the scope of the project's activity, focused on HPC.



Figure 5 - HANAMI's logo

The HANAMI logo is available in different versions to be applied and used in different formats and materials. The graphic element described above can be accompanied by the project's name in a thin, simple but modern design, and the phrase 'EU-Japan Alliance in HPC' elucidates and describes the project.



Figure 6 - Secondary versions

2.3.1.2. Visual Identity Manual

All the elements relating to HANAMI's visual identity are compiled and explained - as well as the guidelines for their correct use - in a visual identity manual. This document provides a better understanding of the logo's construction process, the associated symbols, the colour palette, the typographic codes and other elements that must be considered by the consortium members when using HANAMI's image.

In fact, the document is intended to serve as a guide for anyone using the visual identity of the HANAMI project, with clear indications and examples. To make it easier for consortium members to consult, this manual is available on OSMOSE and externally on the project website. This document was also shared with the consortium and is presented in Annex 1.

This manual was also a starting point for the creation and production of new communication materials, with the aim of promoting the project, its mission and objectives and reaching the target audiences. You can see a preview of how these materials were realised according the figures below.

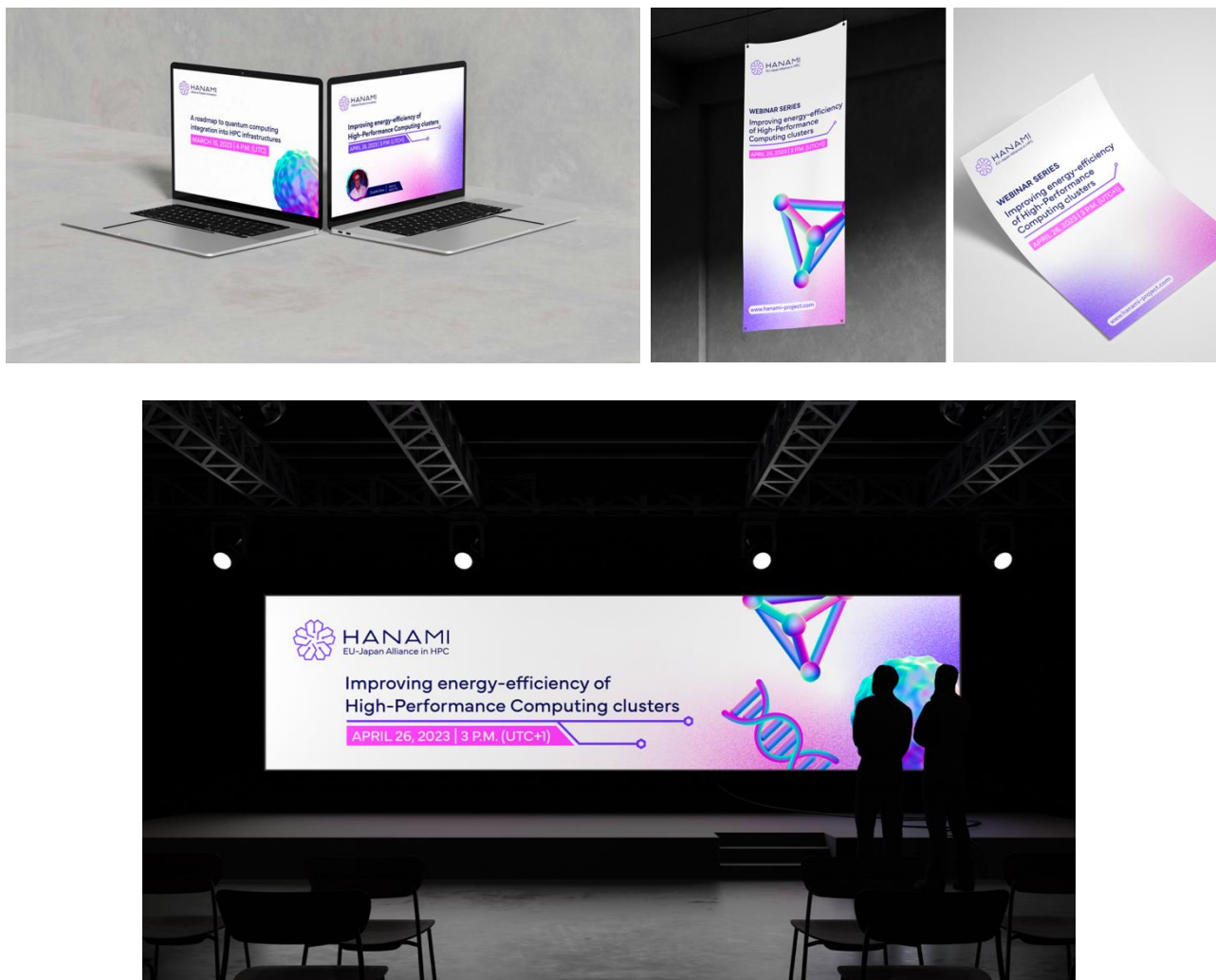


Figure 7 - Examples of applications of HANAMI's visual identity

2.3.1.3 Templates

Again, to affirm the project's image and promote a coherent position, different templates were produced per the visual identity agreed for the HANAMI project. These files have also been made available internally so project members can easily access and use them. As well as graphic elements, the documents and files available include the fonts that should be used when filling in the documents.

- **Document Template**



Figure 8 - Document Template

- **Deliverable Template**



Figure 9 - Deliverable template

- **Presentation Template**

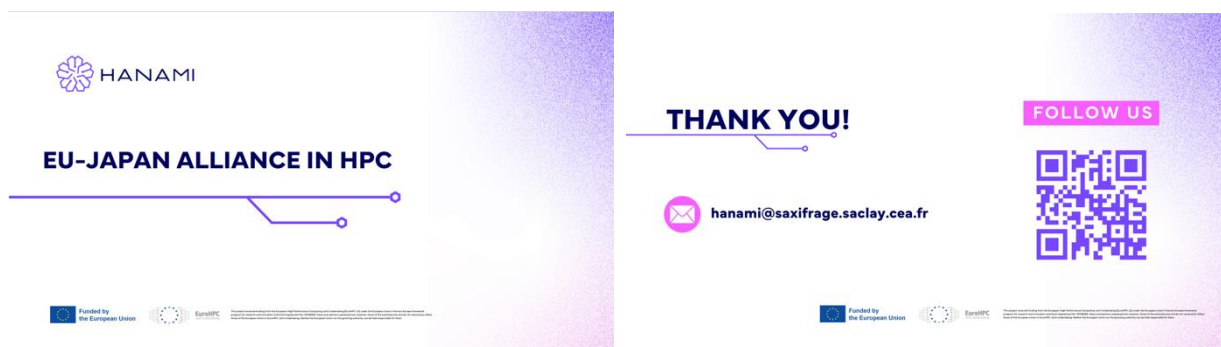


Figure 10 - Presentation template

2.3.1.4 Zoom Backgrounds

Since the consortium is composed of different countries and continents, the main activities are online. To contribute to the coherence of the project's image, different Zoom backgrounds were created and shared with the consortium, as presented below.

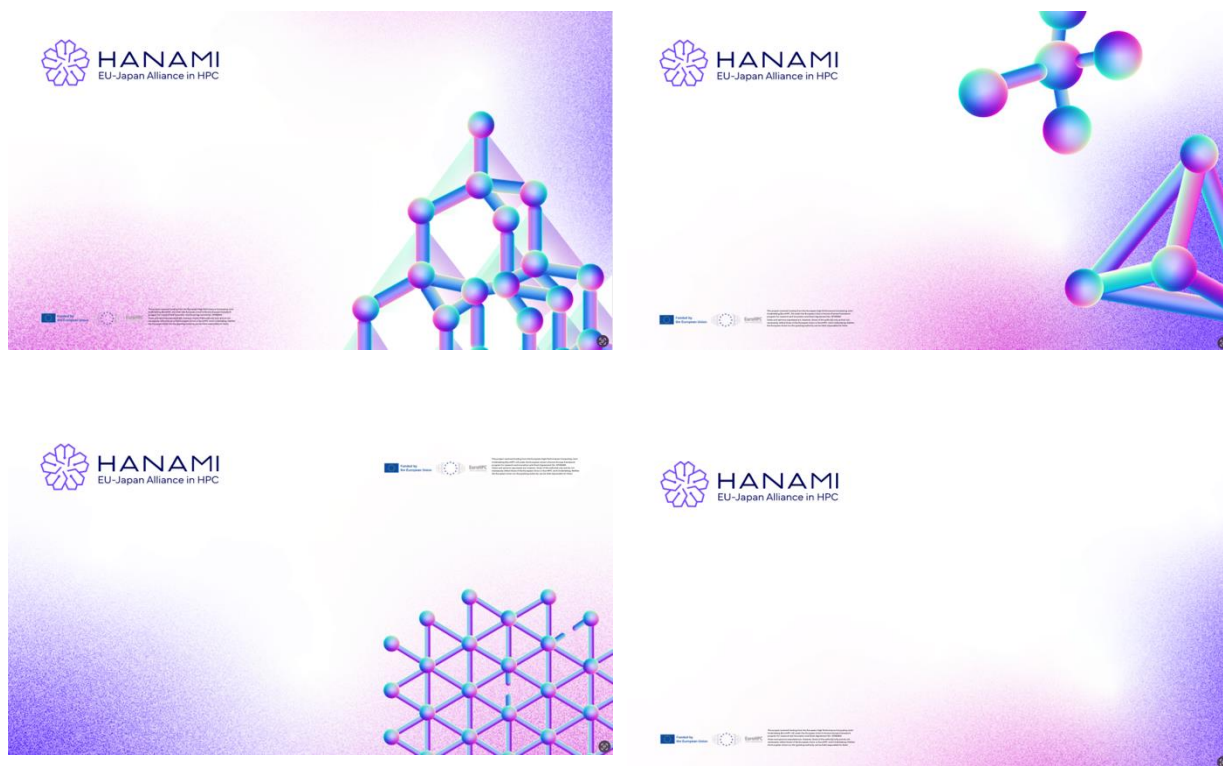


Figure 11 - Zoom backgrounds

2.3.1.5 Communication Materials

In order to respond to the different challenges and situations that the HANAMI project's communication will have to address, a wide range of materials have been created to promote greater awareness of the project and increase its dissemination reach. As discussed in the chapter of this deliverable dedicated to the project website, these materials are or will be made available in the 'Media' section so that external users can easily access, consult and download them, while they will also be saved internally via the OSMOSE platform so that they can also be proactively shared in initiatives that partner organisations are involved in or may be organising. It is important to emphasize that these materials will be updated throughout the project, according to the needs revealed by the partners, but also in order to keep the information correct in relation to the results achieved - in line with the project's evolution phase.

The KPIs for the communication materials described below are three different communication materials with 400 recipients/downloads.

Factsheet

A factsheet will be created, including generic information about the project, namely the logo, mission, partners and purpose of the project.

X-Banner/Roll-up

Following the same logic, a roll-up/x-banner was produced for the duration of the project, also with the logo, the slogan and a QR code that will link to the project's different digital channels, as a way of boosting the project's online presence.



Figure 12 - Roll-up

General Presentation

Considering the expected participation of the project's partners in scientific and industrial events where the project will be presented, another of the communication materials developed within the framework of HANAMI is a general presentation, which may be modified according to the contexts, but which is always have as its main objective the sharing of essential information about the project.



Figure 13 - General presentation

Flyer

Another communication material produced is the flyer, which contains general information about the project, a description of the research areas, and directions to HANAMI's digital channels and contacts. In its current version, the flyer is laid out in a triptych format.

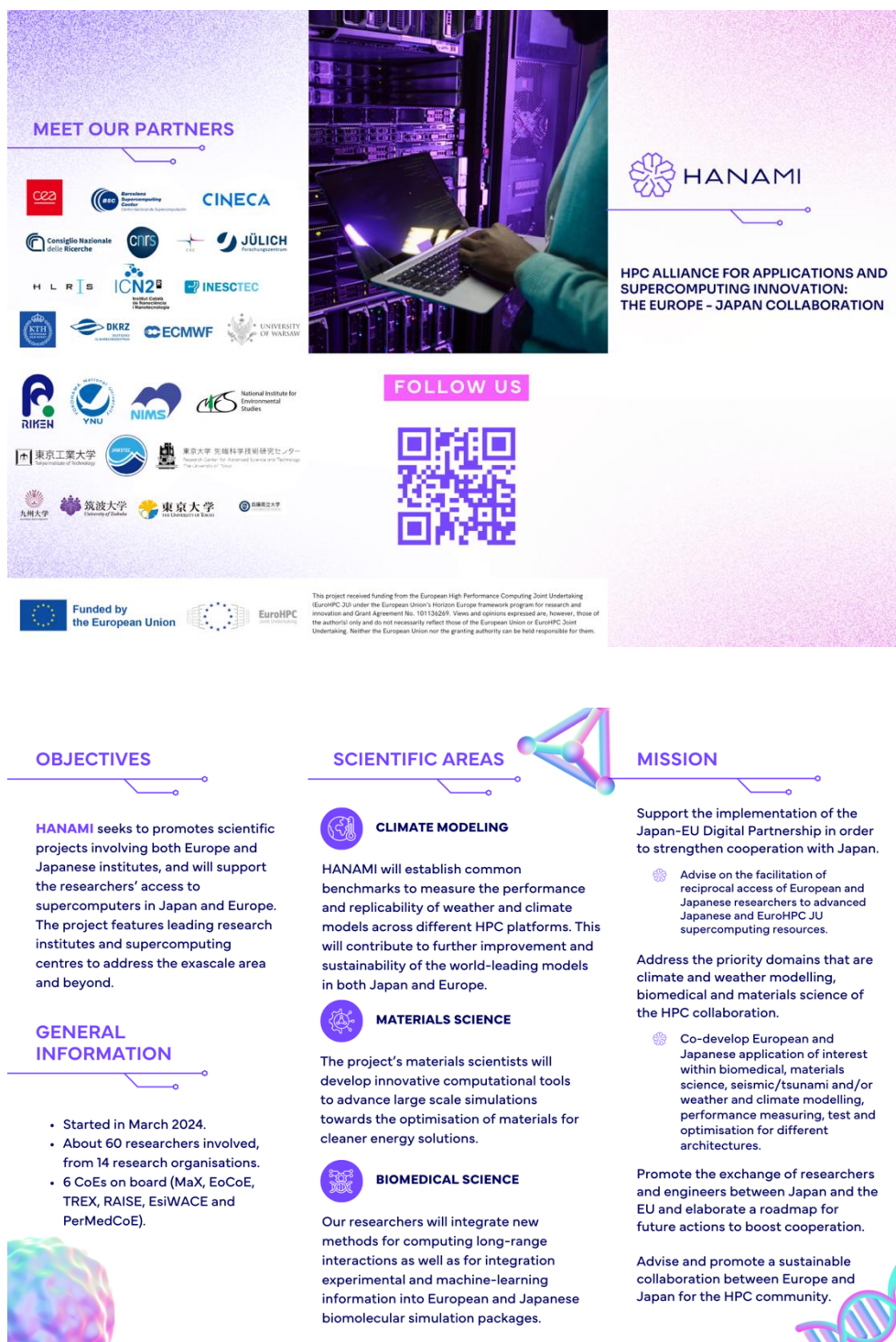


Figure 14 - Flyer

The version of the flyer presented here was distributed at ISC 2024 and other events in which the partners participated during these first months of the project.

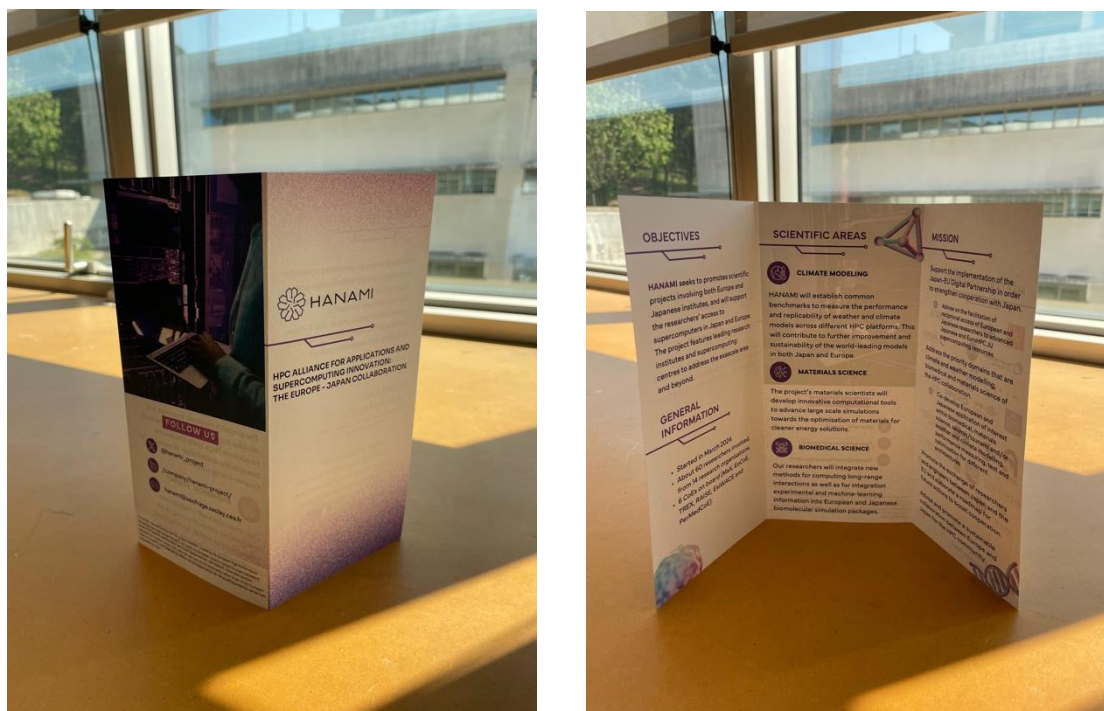


Figure 15 - Flyers printed

As already mentioned, this material can also be updated to reflect the progress made and maintain its timeliness. The flyers were also shared with partners so that they could proactively distribute them to different audiences.

Poster

Considering the different scientific events and the researchers' own workspaces, a poster will also be produced with information on motivation, objectives, research areas, partners, funding and communication contacts.

Still in the formal pre-start phase of the project, in March 2024 the HANAMI project was present at the EuroHPC Summit 2024 poster session with a poster that still had a provisional visual identity. This version was built using feedback from partners and is available on the HANAMI website - with updates planned for the project's duration.



Figure 16 - Provisional poster



Figure 17 – Provisional poster at EuroHPC Summit 2024

Leaflet

It will also be possible to find generic information - objectives, main outputs from the scientific areas, partners, funding and contacts - in the project leaflet, which can have several versions, mainly to highlight the results achieved.

2.3.1.6 Videos

During the HANAMI project, videos will be produced for different purposes: to present the project, to publicise the different areas of research and the sub-projects promoted within the framework of HANAMI, to mark the project's participation in certain events, to present the partners, with sharing and presentation taking place at events and initiatives, but also on social networks and, above all, on [YouTube](https://www.youtube.com/) as a platform for aggregating these videos.

The production of these materials began during the kick-off meeting, with the recording of video clips of the most important moments, which were later used to make a recap video of the meeting that took place in April 2024 in Paris.



Figure 18 - Kickoff Meeting video

The same initiative also served, with the partners' meeting in person, to record interviews focusing on the presentation of each of the institutions and the role they will play in the project, among other issues more focused on the scientific side, such as the link between the different areas and the impact that the power of supercomputing can have on their development.

During the interview preparation, especially when structuring the questions, there was a concern that the end result should be attractive on social media. For example, subtitles are an element that is not overlooked in order to guarantee accessibility for everyone. This content is especially important at an early stage of the project when it is important to show the faces of the people who make it up in order to 'humanise' it. Other initiatives promoted by HANAMI, such as the High-Level Symposia, will be recorded in this format.

The project will also have an institutional video designed to present general information about the project in a dynamic and attractive way - which could be used, for example, to attract researchers to the project.

This content has a defined KPI of 400 views on YouTube.

2.3.1.7 Merchandise

With the HANAMI project expected to take part in different events, where it is assumed that there will be more direct contact with those interested in the project, it is also planned to create and produce merchandise to be distributed according to the type and relevance of the initiative.

During the project's first months, stickers of HANAMI were produced, which were distributed at different events.



Figure 19 - HANAMI's stickers

The KPI target value defined for the merchandise materials is the development of three products.

2.3.2 Digital Marketing

Another aspect of integrated marketing communication to be explored during the HANAMI project is digital marketing, which is heavily dependent on the Internet. In this tool, the focus is mainly on website and social media management, which always involves interaction between people, companies, brands, and projects. This aspect of communication takes on special importance when we consider that this is a project that links two geographically distant regions, and the internet can serve as a vehicle to shorten this distance and reach audiences on both continents.

To make it easier to access and consult HANAMI's various digital channels, a link aggregator page was created. The platform chosen was LnK.Bio, which allows various links to a project to be listed and any temporary initiative being promoted to be highlighted.

As you can see from the image below, the page was customised with elements relating to the project's visual identity, logo and colours - as well as links to the website, LinkedIn, X, YouTube and the project's newsletter subscription form.

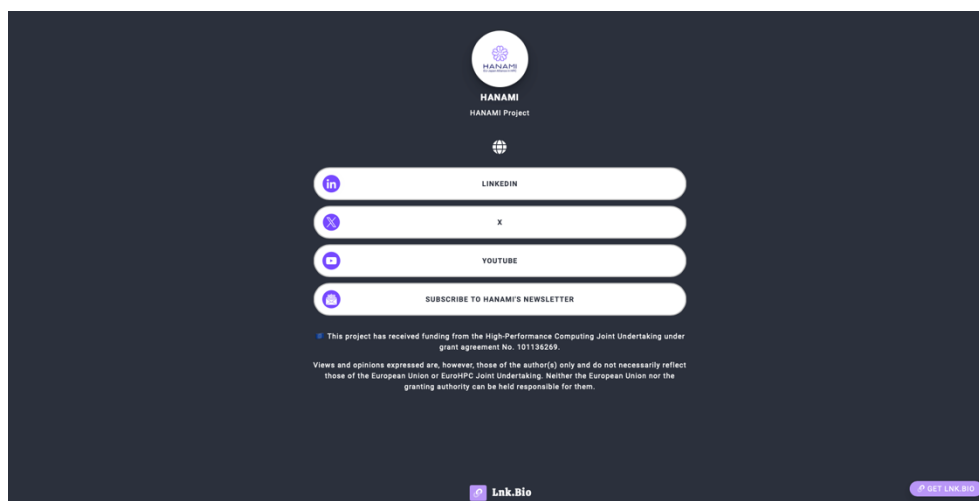


Figure 20 - Lnk.Bio page

2.3.2.1 Website

Naturally, the HANAMI website will be the project's main communication platform, where all the existing information will be made available: mission, objectives, consortium members (European and Japanese), updates on the project's progress - in the form of news -, announcements of events organised by the consortium and external initiatives related to HPC, as well as communication materials produced and highlights of the project in the media.

The project website also has information that will make it easier for visitors and users to interact with the project through email addresses and contact forms.

The HANAMI website is available at www.hanami-project.com, fulfilling one of the objectives of Work Package 2 to create awareness of the project and reach out to the target stakeholders. The following paragraphs describe the structure of the website, justify the existence of the section and explain what objectives it fulfills within the scope of the project's communication strategy. During the course of the project, updates will be made to the structure described as a way of adjusting it to the project's needs.

It is also worth emphasizing that the website will be connected to the Matomo platform, which will make it possible to collect statistics relating to the number of visitors and, consequently, adapt the content to improve these figures and produce content that meets visitors' preferences.

The KPIs target set for the website are an average of 2,000 unique visitors per year.

Homepage

The homepage is the page from which users enter the HANAMI website, consisting of different graphic and informational elements relating to the project and the main menu, through which users can access the different sections.

Also, a search bar on the homepage makes finding information on the website easier.

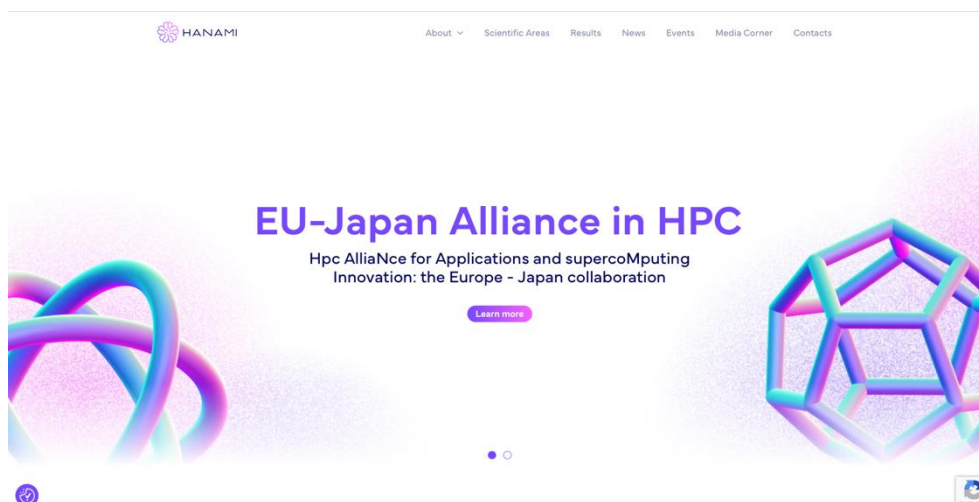


Figure 21 - Homepage

About

The menu “About” is the first menu of the project, which presents the project's general information. On this menu, two different sub-menus are available: the first one focuses on the general information about the project, the general objectives, the mission, the governing structure and the roadmap for the future.

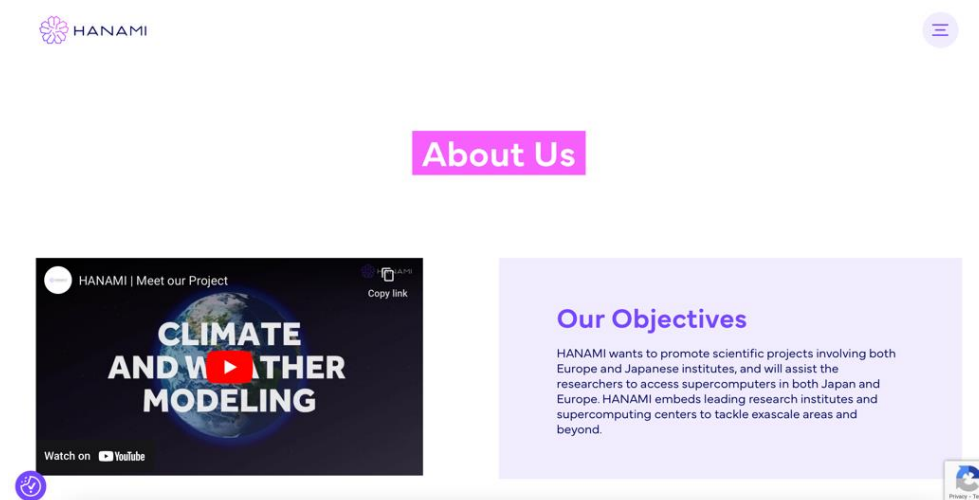


Figure 22 - About us sub-menu

The second one, which is focused on the consortium, presents the partners from the EU and Japanese side and the teams working on the project.

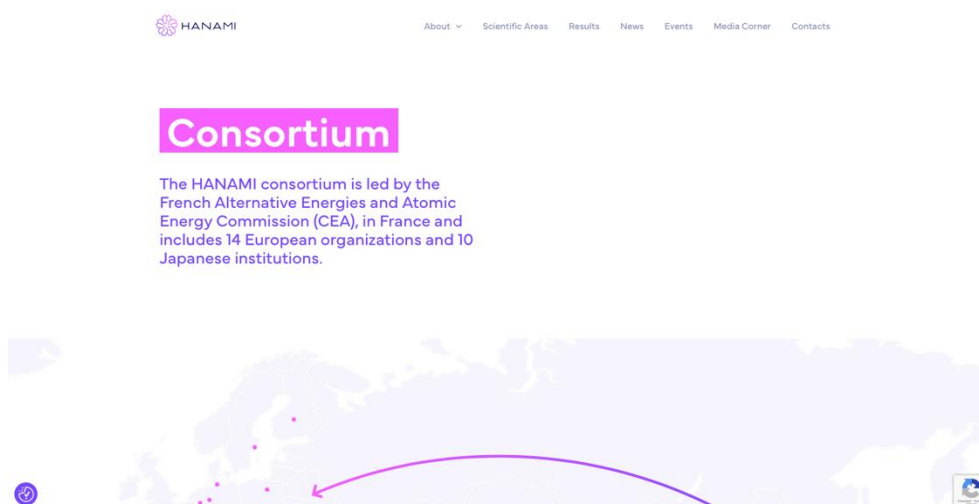


Figure 23 - Consortium sub-menu

Scientific Areas

Another section of the HANAMI website briefly describes the scientific areas that will be explored during the project: Climate and Weather Modelling, Materials Science and Biomedical Science. Details of the scientific projects carried out during HANAMI will be posted shortly on the website. A sub-section with the roadmap for the future and the presentation of sustainability work will also be presented.

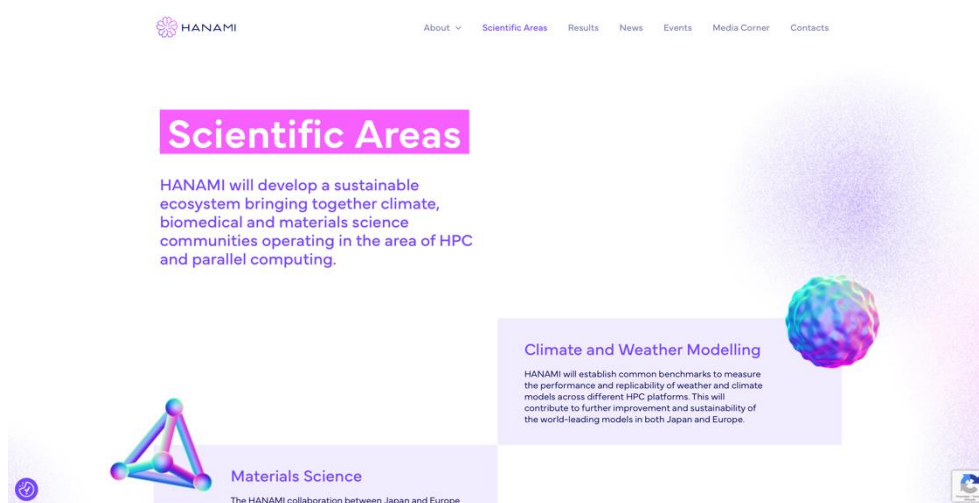


Figure 24 - Scientific areas menu

Results

Of course, the project also has a page dedicated to highlighting the results achieved. Firstly, it is on this page that the project's public deliverables will be made available as soon as they are approved, as well as the publications submitted during the course of the project, the software produced and other noteworthy achievements, such as distinctions and awards.

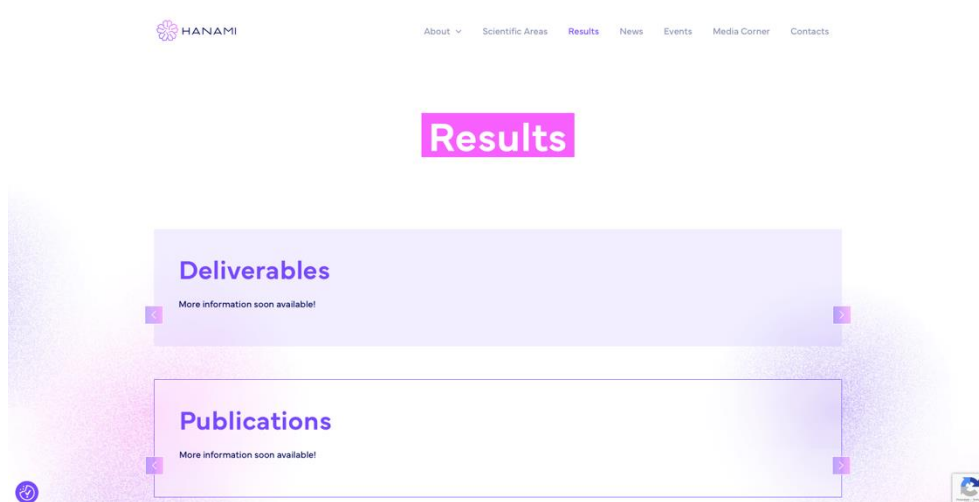


Figure 25 - Results menu

News

In order to monitor the project's progress and participation in events (internal and external), the 'News' page will be updated frequently with all the relevant details. Articles have associated tags to make it easier for visitors to navigate and improve the experience.

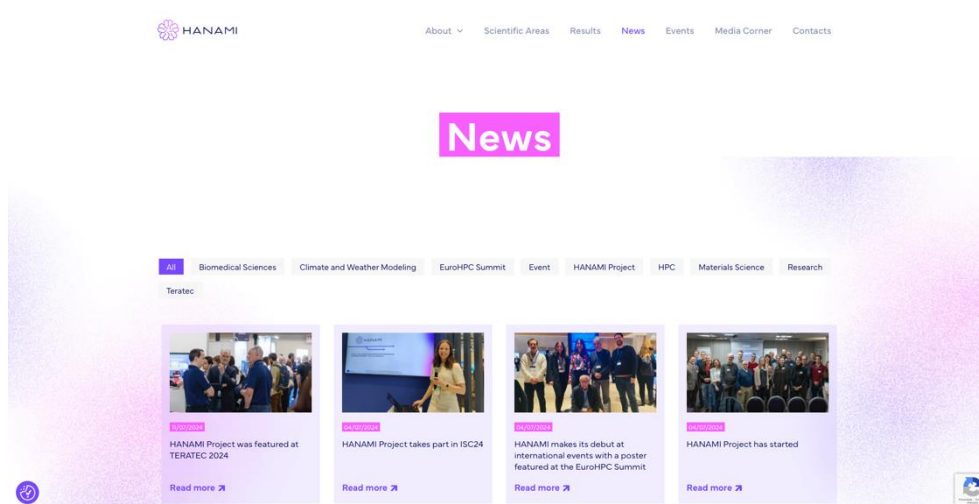


Figure 26 - News menu

Events

In order to also affirm the project's website as a source of information for HPC users, the page has an 'Events' page that works on an agenda logic. This page is subdivided into 'Past Events' and 'Upcoming Events', and the entries identified as 'HPC Related', 'Organised by HANAMI', 'Supported by HANAMI' and 'Participation'. The project's homepage also has a link to the two upcoming events.

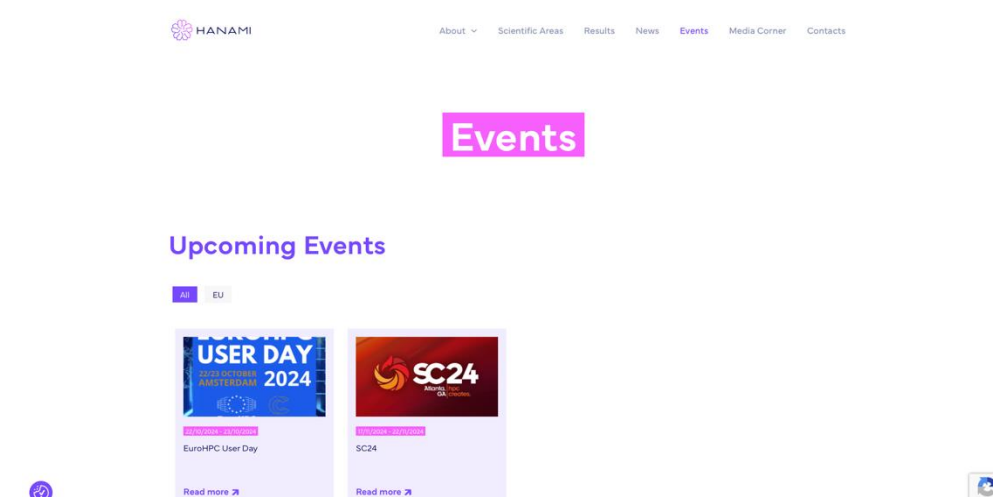


Figure 27 - Events menu

Media Corner

The Media Corner page is the gateway for all communication professionals who want to learn more about the project and use the communication materials produced with the project's visual identity. This section is divided into five parts: blog, communication materials, press releases, clippings, and newsletters.

In the first point, the blog section is reserved for articles written by the partners on topics related to HPC, their respective areas of research, and the potential for collaboration between Europe and Japan in the area of supercomputing, among others. It is important to note that all partners will be invited to participate and write at least one blog post throughout the duration of the project. This initiative will be described below.

In the case of the communication materials section, as mentioned, this is the place to find all the communication materials produced during the project, in their various versions and formats.

Following the same logic, these pages also contain the press releases issued to the media with the aim of promoting HANAMI. Consequently, the clipping section displays the results of these efforts, i.e. the project's presence in the media.

Finally, it will also be possible to see all the newsletters sent to subscribers of the project's newsletters.

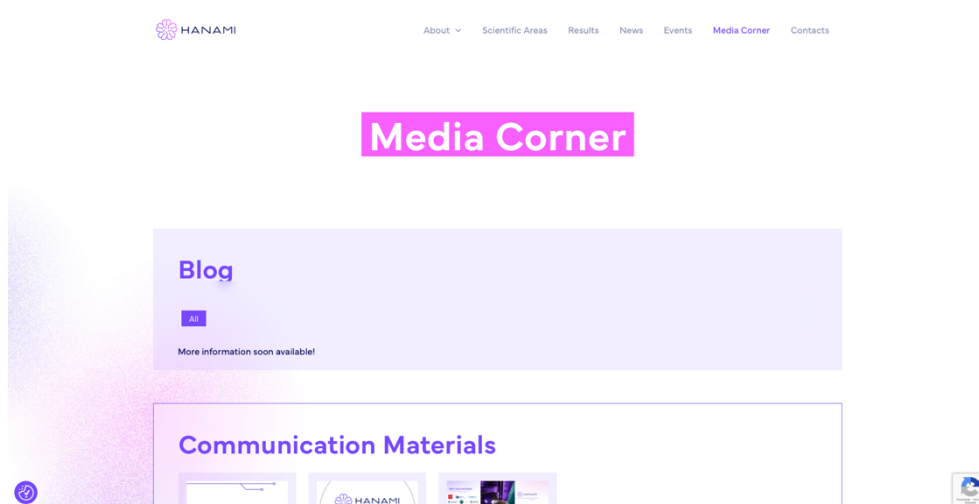


Figure 28 - Media corner menu

Contacts

In the contacts section, the appropriate addresses for contacting the coordinator can be found, either by digital or physical mail. A contact form is also available on this page, another way to contact the project management team.

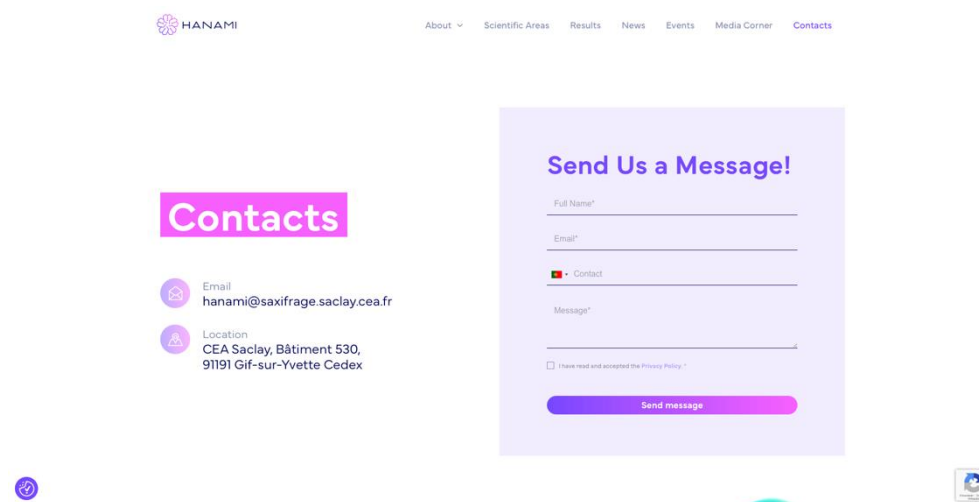


Figure 29 - Contacts menu

Footer

The HANAMI website also has a footer with generic but essential information about the project. Here is some information on the contacts and icons with links to the project's social networks.

Two important points that are also included in the footer are, firstly, information on GDPR compliance with URL links to documents with guidelines on ethics and requirements, and secondly, information on the project's funding organisations. This is emphasized by the logos of these organisations and a disclaimer.

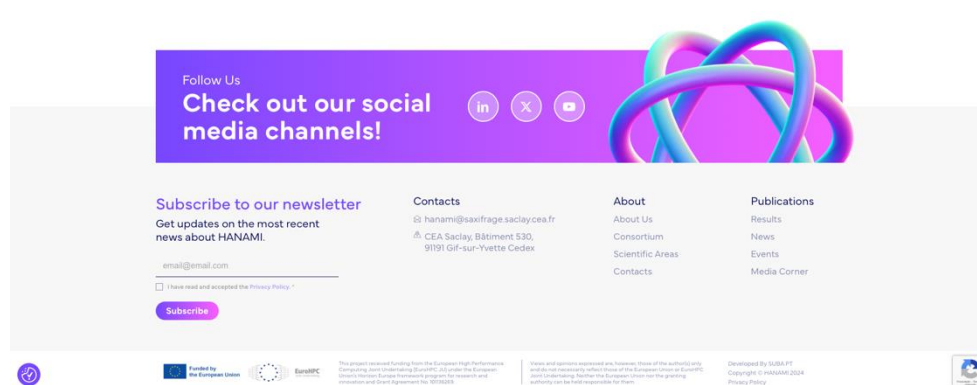


Figure 30 - Footer section

The other important point of this footer is an ethics section focused on the privacy policy, which describes how the project is managing data protection and privacy issues. As such, the privacy policy and the cookie policy are available in this space. One point to highlight in the process of building the website is the validation by INESC TEC's Data Protection Officer (DPO), in line with the tools planned for WP2.

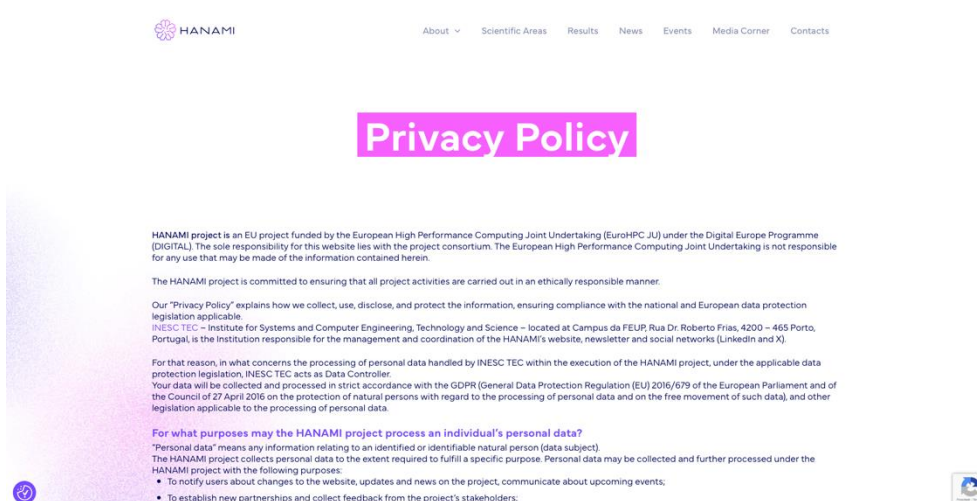


Figure 31 - Privacy policy section

2.3.2.2. Social Media Channels

Nowadays, a project, brand or business requires using social networks in order to be established. Naturally, the HANAMI project is also present on these channels, specifically on X, formerly Twitter, and LinkedIn. The accounts on these platforms were created on 16 April 2024 and began to be updated from the week of 15 July 2024.

The presence on these social networks adds new possibilities to HANAMI's communication:

- Create brand awareness;
- Build reputation;
- Influence HPC communities and attract decision-makers;
- Build relationships with partners and target groups;
- Promote the best practices on HPC;
- Discuss the social and industrial benefits of HPC;
- Build relationships with partners.

The focus on social media will be reinforced with special campaigns, which will integrate Owned Media (such as LinkedIn), Paid Media (paid services for marketing automation), and Shared Media (through partners' social networks and interaction with the community).

Internally, the results achieved through social media will also be shared regularly with the consortium members, as well as be included in the reports that will form part of the WP deliverables.

a) X

On August 28, the HANAMI's [X](#) account has 31 followers and 9 publications. As a platform used by HANAMI, X will serve, also in accordance with the platform's characteristics, to transmit direct, quick and strong messages related to the project in an ecosystem where you can find profiles of individuals, both personal and professional, of educational or scientific institutions, but also of companies.

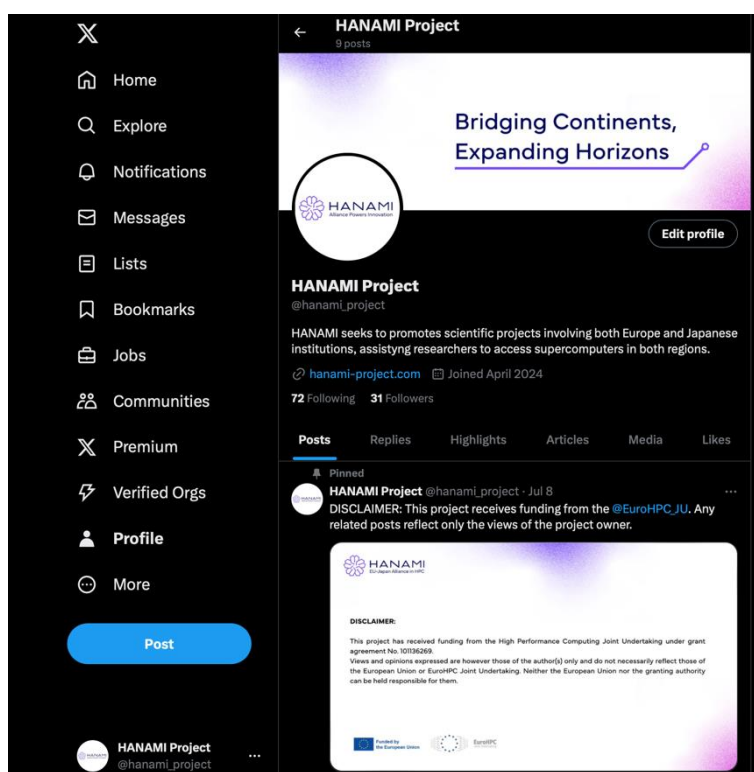


Figure 32 - X profile

In this way, short descriptions will be used - considering the character limit - accompanied by photos or videos alluding to the project's communication actions, participation in events, results obtained or others. To boost the reach of publications, hashtags will be used, and other accounts related to the project will be identified where appropriate.

Goals and Target Audiences

Considering the limitations imposed by the social network itself for publications, and as mentioned above, the aim of HANAMI's presence on X will be to attract the attention of followers through CTA's and attractive expressions for project updates or even to promote participation in events organised by the consortium or in which it is involved. Consequently, it aims to promote advocacy and influence with direct engagement while raising awareness.

Content Strategy

The content produced as part of HANAMI's communication for the X social network has various purposes, according to the moment the project is experiencing. For example, in the first phase, interviews recorded during the kick-off meeting will be published, where you can see their presentation and expectations of their participation in HANAMI. Later, also as a result of the interviews recorded during the kick-off event, videos will be shared with testimonials from the partners about their area of research and how it can be boosted through HPC.

Once this initial moment has passed, emphasis will also be placed on the organisation/participation of the HANAMI project in events to maximise the impact of this participation and, consequently, increase the possible participation of external people when it comes to initiatives promoted by the consortium itself.

Generally speaking, the content for HANAMI's social networks is grouped into the following categories:

- **Presentation of partners:** This type of content, in video format, will exploit recordings made in person with partners, in which they introduce themselves, explain their line of research and explain the role their institution will play in the project. This first presentation will be a great opportunity to introduce the faces of the researchers who make up the project in an attempt to humanise it and build a stronger relationship with the followers;
- **Presentation of research areas and links with HPC:** Also, following on from the interviews given at the kick-off meeting, videos will be released in which the researchers explain what advances they hope to make within the scope of HANAMI and what contributions will result from access to supercomputing resources;
- **Quotes:** Quotes will be shared to leverage the statements gathered from the partners at different times and on different topics;
- **Photos and videos:** Of course, photos and videos will be a constant feature of the HANAMI on X account, accompanying the copies and always with the project's visual identity present.

- **Events:** Events the project partners participate in will be announced and reported on via social media.

Whenever necessary, new types of content will be created and developed in order to achieve a more faithful monitoring of all the activities promoted by the project.

b) LinkedIn

On August 28, [LinkedIn](#) has 49 followers and 7 publications. Still, in the field of social media, LinkedIn is a way to explore as a B2B platform, providing an opportunity for the project to make a name for itself among key audiences, namely the market and potential stakeholders. In this case, one of the objectives is precisely to disseminate the project and the results achieved among the HPC communities, to promote the organisation/promotion of events organised by the project and maximise the participation -, but also related to HPC, and improve the cooperation between HPC communities in Europe.

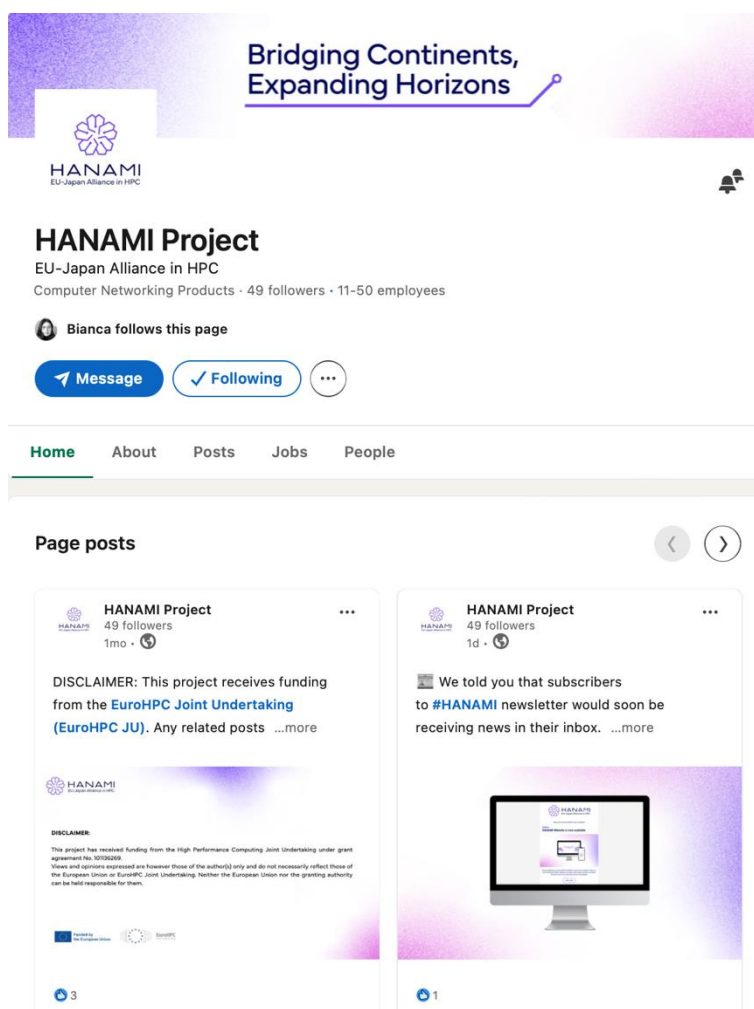


Figure 33 - LinkedIn profile

Goals and Target Audiences

HANAMI's audience on LinkedIn is consistent with the overall audience defined for the project: HPC ecosystems in Japan and EU, the HPC community in Japan and EU, International networks, Influencers and the General public. With a special focus on LinkedIn, we will reach more strategic contacts through more complete and complex descriptions. To this end, we will rely on the collaboration and involvement of researchers in creating content.

As mentioned above, HANAMI's content will follow the same guidelines.

- **Presentation of partners:** This type of content, in video format, will exploit recordings made in person with partners, in which they introduce themselves, explain their line of research and explain the role their institution will play in the project. This first presentation will be a great opportunity to introduce the faces of the researchers who make up the project in an attempt to humanize it and build a stronger relationship with the followers;
- **Presentation of research areas and links with HPC:** Also, following on from the interviews given at the kick-off meeting, videos will be released in which the researchers explain what advances they hope to make within the scope of HANAMI and what contributions will result from access to supercomputing resources;
- **Quotes:** To leverage the statements gathered from the partners at different times and on different topics, quotes will be shared;
- **Photos and videos:** Of course, photos and videos will be a constant feature on HANAMI's LinkedIn account, accompanying the copies, and always with the project's visual identity present.
- **Events:** Events the project partners participate in will be announced and reported on via social media.

Again, new content that is not described here could be developed, according to the needs that arise or even initiatives to be promoted.

c) Interaction with the target audiences

At the time of producing this deliverable, some posts had already been made on the project's social networks, which can be considered examples of how the approached of the last few chapters have been implemented so far. For example, the first video to be shared was a recap of the kick-off meeting, which took place in Paris at the end of April 2024. This was the first occasion on which the partners met face-to-face and, as such, the perfect occasion for collecting video footage that resulted in a video. In this way, the partners were presented in a dynamic and attractive way.



Figure 34 - Partner's interviews

As part of this post, the partners' pages were identified to highlight the entities involved while promoting the creation of a project community. Different target audiences also interacted with the HANAMI's content.

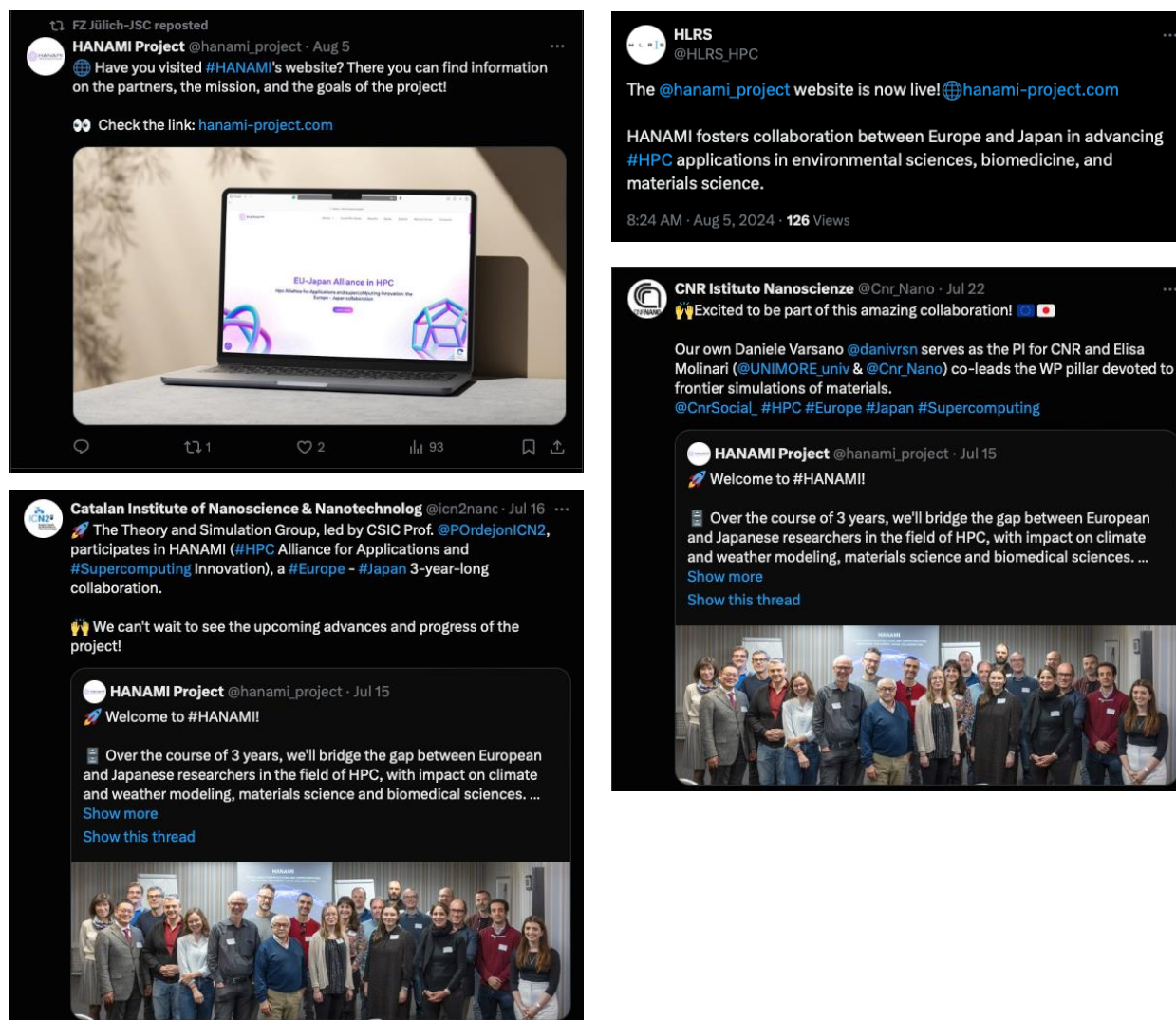


Figure 35 - Interactions on X

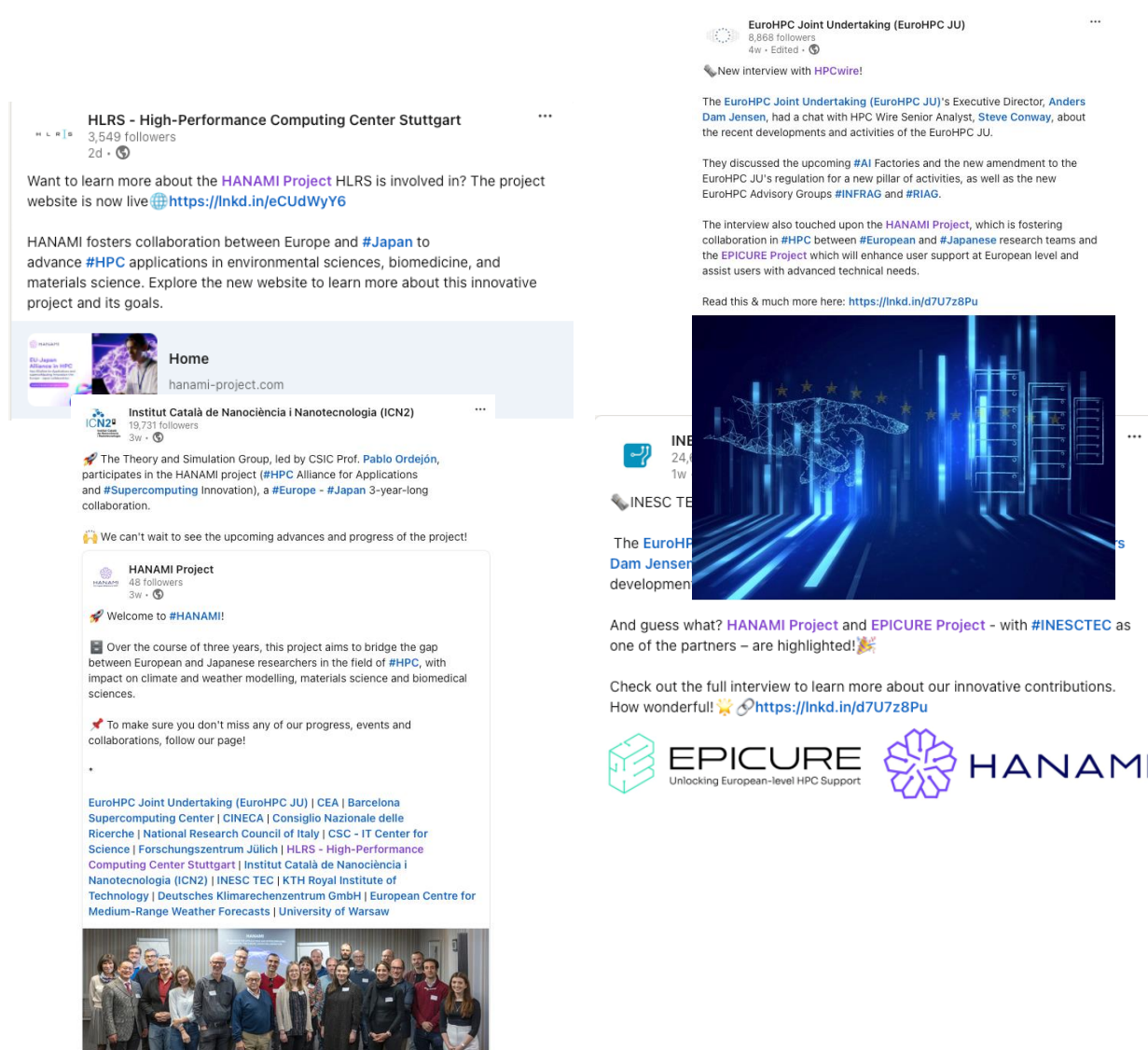


Figure 36 - Interactions on LinkedIn

d) YouTube

Since much of the content produced under HANAMI will be in video format, the project also has a [YouTube channel](#). For example, the videos and interviews already explained in this document, recorded during the Kick-Off, are hosted on this page, as will recordings made during other initiatives and even recordings of training moments, such as webinars promoted by the consortium.

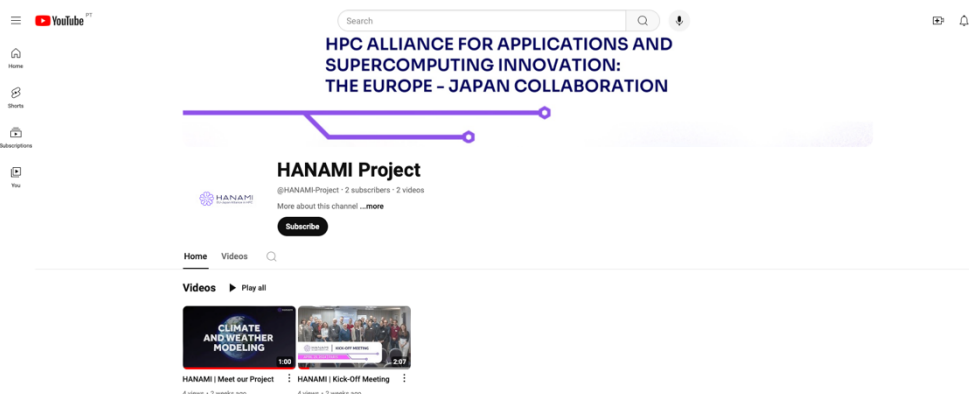


Figure 37 - YouTube channel

e) Next steps

From September, HANAMI's social media will be updated regularly with videos recorded during the project kick-off meeting with the partners of the project in order to allow the followers to know more about its work and also the work that HANAMI's teams will carry out.

Also, for social media, different types of content will be produced, according to the steps of the project. Weekly updates will be done on these channels, and during the upcoming months, the main focus will be on the project's review and also on the launch of the High-Level Symposia, which will take place at the start of 2025.

A special effort will also be made to communicate the scientific areas where HANAMI is working.

2.3.2.3 Blog

As mentioned in this deliverable regarding the website, the official HANAMI page has a dedicated blog space. Throughout the project's duration, it is expected that the partners will contribute blog posts about their experiences, areas of expertise, work carried out under the partnership, or even how it has facilitated knowledge transfer.

The section for sharing this content is already available at this stage. When the website was being produced, this space was envisioned as a place for interaction and knowledge sharing, so it is equipped with a comments option.

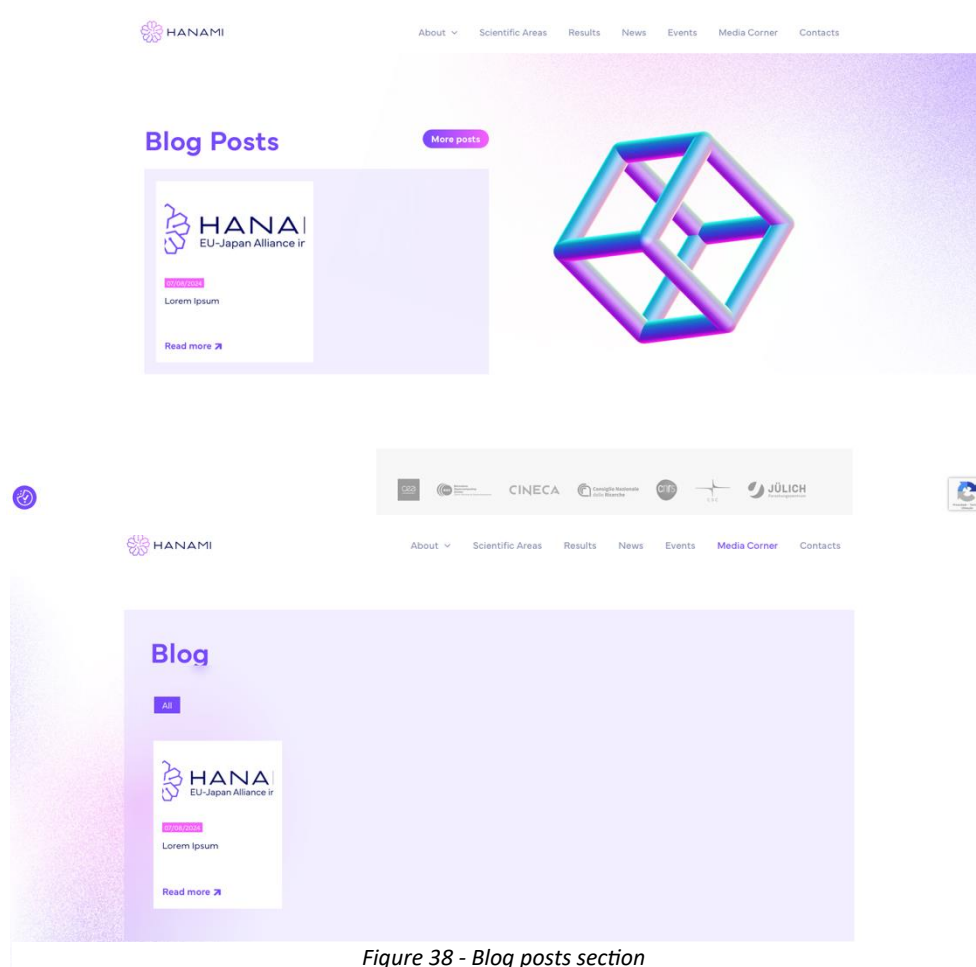


Figure 38 - Blog posts section

It should be noted that the previews presented above have draft content.

In order to be able to count on everyone's collaboration, a table will be shared with the partners after the Summer so that they can fill in the topic they want to cover, as well as the most convenient month for submitting the text.

As this is unique - and possibly innovative - content, it will be extremely important for publicity purposes and for attracting new visitors to the website. In this sense, the articles will also be given great prominence on social networks and in the specialised media. When the blog posts are published, the communication teams of the partner organisations will also be notified, with the aim of increasing the sharing potential and reach of these bets.

The blog posts can be focused on different topics, such as:

- Co-design of Exascale Supercomputers;
- High-Resolution Climate Modeling and Simulation;
- HPC Applications in Personalized Medicine;
- Advanced Nanomaterials for Electronic;
- Others.

The KPIs for the blog posts are 18 articles.

2.3.2.4 Testimonials and Success Stories

In the same vein as blog posts, the website also has spaces dedicated to sharing testimonials and success stories, which should focus on the project's direct experiences and results, but also on promoting best practices.

Within the structure of the website, testimonials and success stories will be highlighted and then shared on the project's social networks.

The KPI target value defined for the testimonials and success stories to be released is 9.

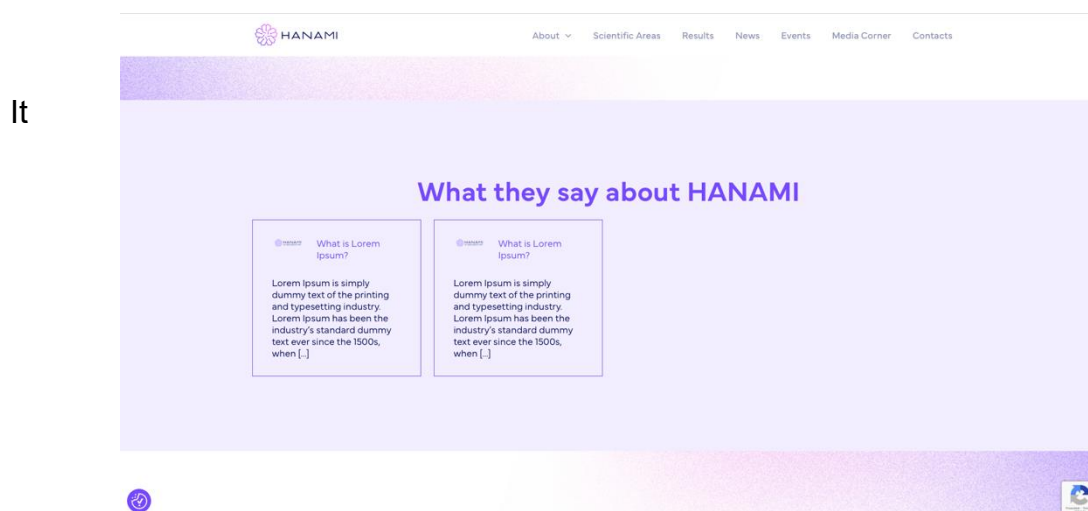


Figure 39 - Testimonials section

2.3.2.5. Webinar Series

Training sessions could be developed throughout the HANAMI project - and in close partnership with the other WPs - particularly in this format. These events will depend heavily on the knowledge and experience of the partners, who will be involved, for example, in choosing the topics to be covered and the speakers. This initiative will have the collaboration of the European and Japanese members.

As far as the promotion of the initiatives is concerned, this will, of course, be the responsibility of WP2, which will take advantage of the project's communication platforms: website, social networks and, as will be seen below, newsletters. To this end, its own communication materials will be produced, using elements of the project's visual identity and adapted to the different platforms. At the same time, work will be done to promote the project to the media, namely by sending out press releases, and to other projects in the HPC area with a strong digital presence.

There will also be a lot of involvement in the more logistical tasks related to organising the webinar. Firstly, taking the speaker's details, date, and topic to be covered as a starting point, a registration form will be built, with elements alluding to the visual

identity. This tool is intended to collect, in addition to the name of the registrants, their email address, the institution to which they belong, their country of origin, their gender and their availability to receive the project's communications via newsletter. This information will make it possible to better tailor the project's content to the audience, but also to reach audiences that are not being reached.

An important point is that all data collection will scrupulously comply with GDPR rules. As such, all data will be deleted after the end of the webinar and will only be used for analysis and reporting purposes.

In order to be able to compare the number of registrants with the actual number of participants, data will also be collected on the participants using the tools provided by the platform.

Once the session is over, the recording - if authorised by the speakers - will be made available on the project's YouTube channel and shared via the website and social media.

In addition to the speakers and participants, another important element will be the moderator, who, during the session, will be responsible for welcoming the participants and introducing the speakers. At the end of the session, he or she will also be responsible for answering questions left in the chat during the session. In order to create a backstop, reduce the chance of possible errors and maintain coherence between the different episodes, guidelines will be created for use during the sessions.

During the webinar planning process, various issues will be considered when choosing topics and speakers. For example, comprehensiveness, novelty and relevance. Gender equality, differences in time zones and other aspects will also be taken into account.

2.3.3 Public Relations

The relationship with the media will also be explored during HANAMI's communication, especially in the specialised media. To facilitate this interaction, different press releases will be produced with different territorial approaches, as well as a press kit - made up of all the materials described throughout the deliverable, facilitating the work of journalists who want to know more about the project.

2.3.3.1 Press Kit

As mentioned briefly above, a press kit will be produced and made available on the HANAMI website. As a consequence of the updates to the materials mentioned throughout this document, the press kit will also be subject to changes and updates throughout the three years of the project.

The press kit will contain information on the following:

- The project coordinator and contact details;
- The elements that make up the project's visual identity, starting with the logo, dominant colors and font style;

- A summary of the project and its objectives;
- The profile of the participants;
- Relevant information about the project and its progress.

The primary purpose of this material is to make the project known to journalists and the media who want to find out about it, and to do so they can contact those responsible directly - to ask questions, for example. To facilitate the work of national journalists and media, this material will also be made available by the partners - who will be able to make the necessary changes to make it more effective.

2.3.3.2. Media

The media continue to play an important role in disseminating information and invariably lend credibility and notoriety to the topics they highlight and report on. As such, it is extremely important to get HANAMI noticed by the media as well, and this statement is a vehicle for disseminating the project among stakeholders who would otherwise be missing out.

Press Releases and Editorial Proposals/Opinion Articles

As a way of materialising this objective, different press releases will be produced throughout the project with the aim of reporting on initiatives, milestones, results and success stories achieved within the scope of HANAMI. Another approach to be explored will be the submission of editorial proposals to national and international media, as well as opinion articles by consortium members, as experts in the field of HPC, on topics explored at HANAMI.

As with the blog posts, the partners will also be invited to participate actively in the opinion articles, taking advantage of the different mother tongues in the project consortium.

Regarding press releases, all those shared with the media are available on the project website and distributed to the partners' communications teams to boost the press release's dissemination level.

Since the beginning of the project, one press release was launched, which was focused on the main goals of the project and its mission. Currently, WP2 is working on an international press release, which will be launched through the Alpha Galileo platform in the upcoming months. An initial press release was also launched.

The KPI targets for the press releases disseminated under HANAMI are two press releases and four editorial proposals/opinion articles.

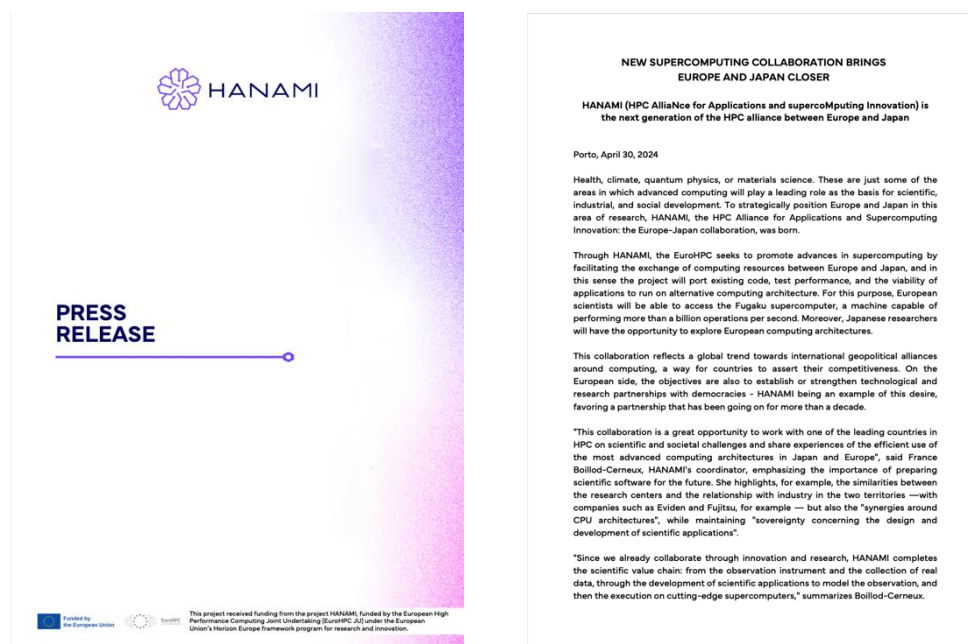


Figure 40 - Press release launched

Clipping

On the HANAMI website, as described above, there is a Clipping section which houses all the results of this media strategy, especially the news published online and in the media. These results will also be echoed via social networks.

It should be noted that according to the INESC TEC's DPO and to respect the copyright of these pieces, HANAMI will just insert the links for the original font of each news published on the media.

The KPIs for clipping will be the publication of 20 news items in the media.

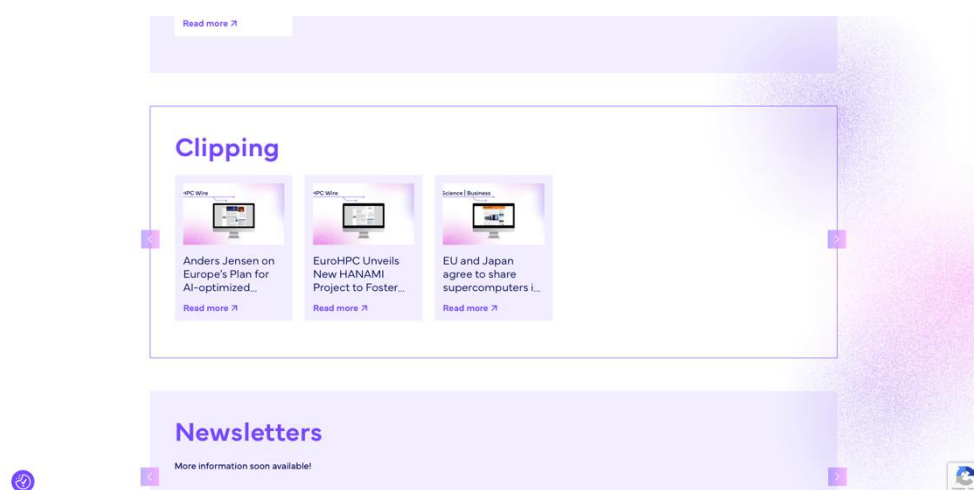


Figure 41 - Clipping section

2.3.3.3 News pieces

Another aspect of communication that will be explored is the production of news for the HANAMI project's own website, the main place to find updates on the project since it is assumed that there are internal communication channels that facilitate the transfer of information between researchers and the communication team. This content will also appear on the project's social networks.

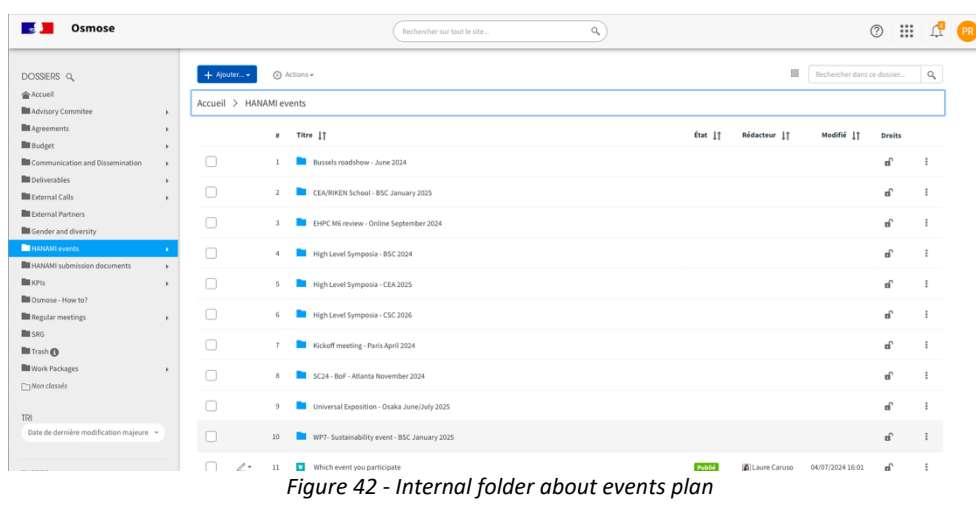
The KPI set for news is 40 items released in the respective section of the HANAMI website and other online platforms.

2.3.3.4 Events

Another task that WP2 will also be responsible for is supporting the communication and dissemination of the events organised under the HANAMI project - such as the High-Level Symposia. In this context, the project's communication channels (website and social networks) will be used to disseminate information about the initiative, such as the description, speakers' biographies, participant records and follow-ups. The aim, as described throughout this document, is to maintain the coherence of all the project's communication elements so that the project's visual identity is always present.

Given the importance of these moments of interaction with stakeholders, the website has a section dedicated to this purpose, organised in a calendar logic, as well as a brief call-out on the homepage.

As a form of internal coordination, an internal folder exists so that partners can organise themselves and report on the events they are going to take part in/organise. This form of internal communication is extremely important.



#	Titre	État	Rédacteur	Modifié	Droits
1	Brussels roadshow - June 2024				
2	CEA/RIKEN School - BSC January 2025				
3	EHPC M6 review - Online September 2024				
4	High Level Symposia - BSC 2024				
5	High Level Symposia - CEA 2025				
6	High Level Symposia - CSC 2026				
7	Kickoff meeting - Paris April 2024				
8	SC24 - Bof - Atlanta November 2024				
9	Universal Exposition - Osaka June/July 2025				
10	WP7 - Sustainability event - BSC January 2025				
11	Which event you participate				

Figure 42 - Internal folder about events plan

WP2 will ensure all the support concerning the communication and dissemination activities of each event, as well as the development of the materials and contents that will be needed.



Figure 43 - Example of event with HANAMI's image and materials

In what concerns the High-Level Symposia, planned for January 2025, bi-monthly meetings are taking place in order to align efforts regarding the organization of the event, but also its communication in an effective way, starting with the invitation of speakers. All of HANAMI's communication channels will amplify the messages and ensure the initiative is spread.

2.3.4 Direct Marketing

Finally, the last communication tool is related to Direct Marketing, a very effective and direct way of reaching an audience that is actually interested in the project and wants to know more about its developments.

This subchapter will now focus on two areas of activity: customer relationship management (CRM) strategy and newsletters.

2.3.4.1 CRM Strategy

Throughout the duration of the project, various communication actions will be implemented in order to build a consistent and comprehensive database for the HANAMI project, in order to reach target stakeholders and other projects. During the implementation of this strategy, all GDPR rules and legal requirements were complied with.

Today, with the availability of the HANAMI website, you can also find the newsletter subscription form there. By filling it out, the user declares their willingness to receive

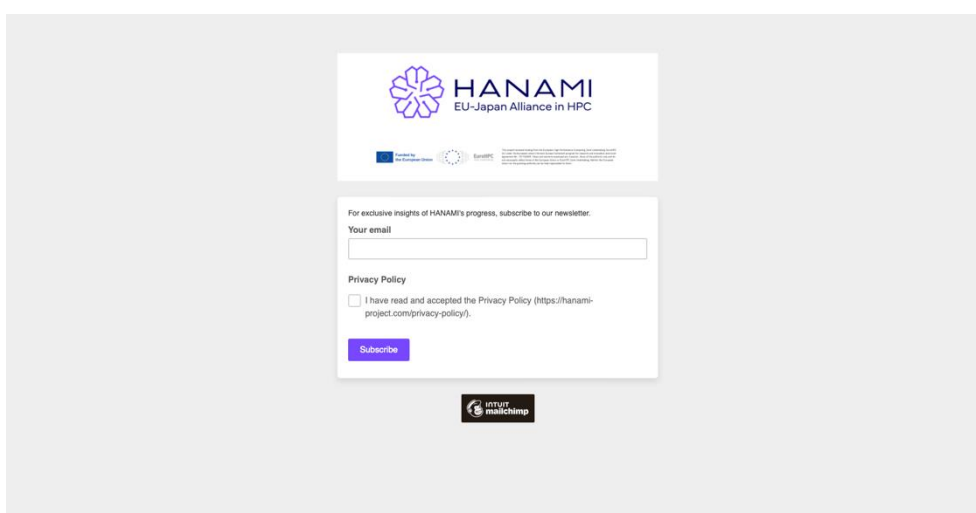
communications from the project and agrees to HANAMI's Privacy Policy, which is available at the footer of the page.



The banner contains four columns of links: 'Subscribe to our newsletter' with a description and a 'Subscribe' button, 'Contacts' with email and address, 'About' with links to 'About Us', 'Consortium', 'Scientific Areas', and 'Contacts', and 'Publications' with links to 'Results', 'News', 'Events', and 'Media Corner'.

Figure 44 - Banner for newsletter subscription

At the same time, a subscription form, which is presented below, and is available at <http://eepurl.com/iVFolo>, is also regularly shared on social media with the aim of attracting new subscribers.



The form features the HANAMI logo and EU-Japan Alliance in HPC. It includes a text input for 'Your email', a 'Privacy Policy' checkbox with a link to the policy, and a 'Subscribe' button. Logos for the European Union, HANAMI, and Intuit Mailchimp are also present.

Figure 45 - Signup form for newsletter

2.3.4.2 Newsletter

After collecting contacts, the next step is to release regular newsletters with content about the project, updates and events/initiatives.

According to the planned schedule, the newsletters will be sent out every three months. As a result, four newsletters will be sent out per project year.

At the time of producing this deliverable, the first newsletter was sent, which was focused on the website. Throughout the course of the project, various newsletters may be sent out, depending on the objective to be communicated.



Figure 46 - First HANAMI's newsletter

3. Integrated Communication Campaigns

With regard to the communication tools described throughout this deliverable, it is important to determine when to implement them in order to adapt them to the moment the project is experiencing and the objective it is trying to achieve.

As such, a communication plan has been developed that takes an integrated marketing approach based on various communication campaigns. Each communication campaign will have a specific objective and target audience.

The following paragraphs will detail the three communication campaigns planned. It is important to note that the dates presented and the characteristics of the campaigns can be adapted according to the needs that arise and updates that are important to report. All of changes will be detailed in the next deliverables.

3.1. First Integrated Communication Campaign

The first integrated communication campaign for the HANAMI project began in month 1 of the project (March 2024) and will run until month 10 (December 2024). Throughout this period, the main objective of all the communication actions will be to publicise the existence of the project among stakeholders, raise awareness, communicate news and facts and promote the partners who are part of it.

In order to achieve this goal, various actions are being promoted: presentation of the partners through interviews that will be shared on social networks and made available on YouTube and the website. The project's website will also be widely promoted as a key platform for consulting information and gathering information resources. According to the figure presented below, the main actions planned include the launch of the website, the social media creation, the launch of the newsletters, and also the creation of the communication materials, as well the PR launch and the institutional video production.

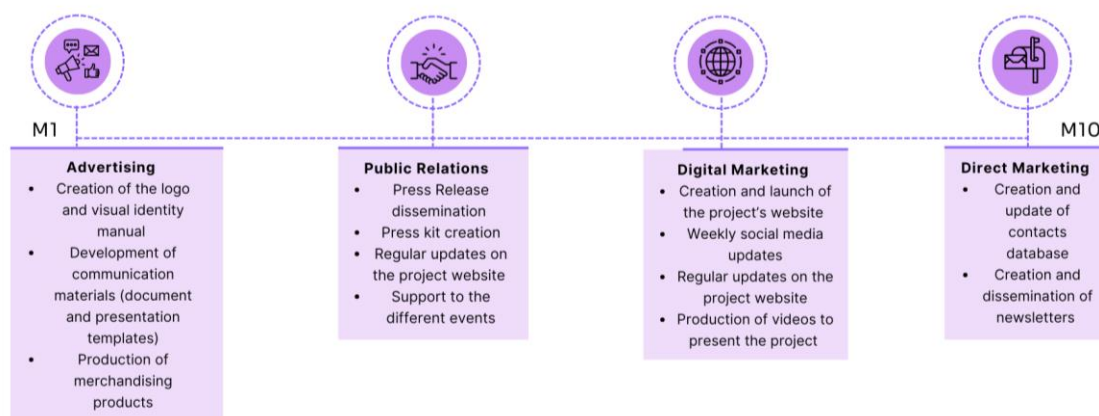


Figure 47 - First integrated communication campaign

3.2. Second Integrated Communication Campaign

With regard to the second integrated communication campaign - which will run from month 11 of the project (January 2025) to month 23 (December 2025) - the aim will be to communicate the scientific areas of the project and also to publicise the research

projects carried out under HANAMI, as well as to report on the presence and participation of researchers in important scientific events, with a special focus on the events and initiatives that promote the collaboration between Japanese and European partners.

To this end, communication materials with more technical information will be developed and updated on the website, with a special focus on each scientific area. Newsletters will continue to be sent out as usual, and press releases will be shared whenever necessary. To promote the scientific areas and projects some specific actions will be implemented through editorial proposals and opinion articles to the media, and also the blog posts. More details can be found in the image below.

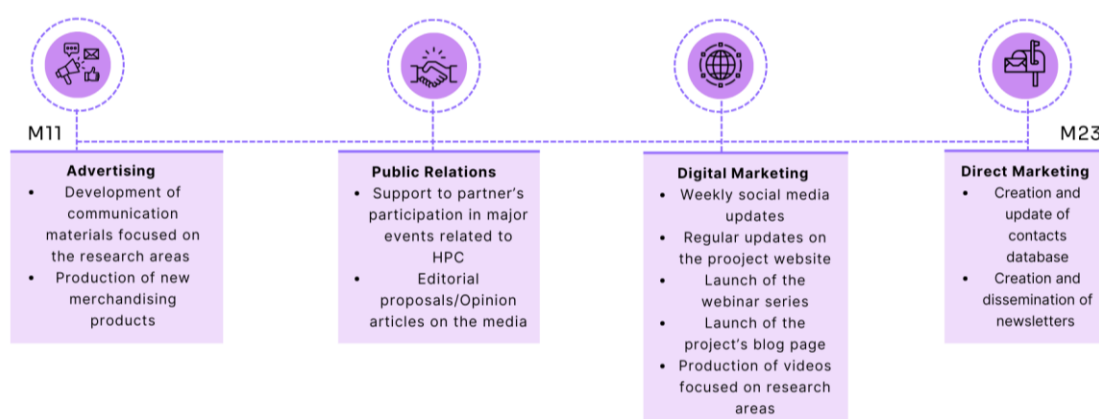


Figure 48 - Second integrated communication campaign

3.3 Third Integrated Communication Campaign

The last integrated communication campaign will focus on the project's results. To this end, social media and the project website will be used above all to share success stories and the project results, as also focused on the collaboration between both regions. This campaign should start in month 24 of the project (January 2026) and run until January 2027, i.e. until the end of the project.

In term of actions, during these months, new communication materials will be created or updated to include references to the results obtained, as well as other outputs worth mentioning. At this stage, a press release dedicated to the conclusion of the project should also be expected, as also the newsletters and blog posts initiatives. It is important to mention that a special focus will be given through the success stories. Again, more details can be found in the image below.

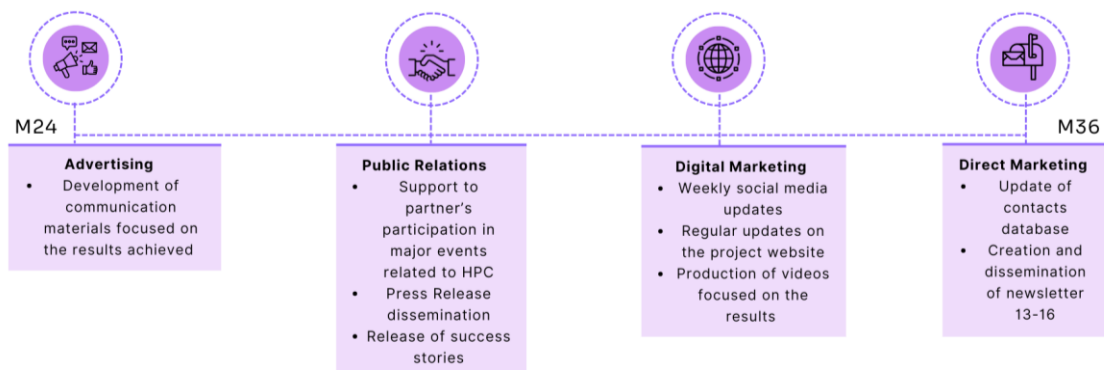


Figure 49 - Third integrated communication campaign

4. Conclusions

This document serves to present the dissemination, exploitation and outreach plan for the 36-month HANAMI project. It contains information such as the objectives set, the communication tools to be used along with the associated communication actions, the audiences to be reached and the KPIs for each planned activity - so that, at the end of the project, it will be possible to compare and analyse the results obtained.

As mentioned, all the elements that make up this strategy are mentioned in this deliverable, which also provides some relevant information on the steps that have already been implemented. They are:

- **Branding**

At this stage, the project's logo and visual identity manual have been completed and made available internally to partners. These elements were taken into account when creating the rest of HANAMI's communication materials, in order to maintain consistency.

- **Digital Marketing**

The website is now available, as are the project's social networks. As mentioned above, the website is connected to Matomo, a platform that will allow statistics and other data related to access to be collected, which will allow content to be adapted to improve indicators and reach new audiences.

- **Public Relations**

Work has also already been done on Public Relations, with the launch of two press releases, the results of which can already be found in the Clipping section of the HANAMI website. Preparation for the High-Level Symposia is also underway, with the production of communication materials.

- **Direct Marketing**

Following the launch of the website, the newsletter subscription form is also now available - at a stage when the database is being built and in anticipation of the launch of the first newsletter.

All the actions already implemented have been analysed and data collected so that they can be included in the next deliverables, already in a reporting format.

As mentioned throughout this document, many of the actions will depend on the collaboration of partners if they are to be successfully completed and the desired results achieved. Another disclaimer that should be considered is the possibility of changes being made to the planned campaigns and actions, as a result of adjustments, needs that arise and moments in the project that justify it.

Finally, it is expected that new documents will be submitted during the duration of the project to report on the project's dissemination and communication activities:

- D2.3: Collaboration Plan (M9);
- D2.4: Communication and Dissemination Report (M18);
- D2.5: Final Communication and Dissemination Report (M36);
- D2.6: Collaboration Report (M36).

Annex

Annex 1: Visual Identity Manual



GRAPHIC IDENTITY MANUAL
HANAMI

GRAPHIC IDENTITY MANUAL
HANAMI

Welcome to the HANAMI graphic identity manual.
Our graphic identity is of great importance to the cohesion of our brand. To this end, this manual has been drawn up with the aim of defining and standardising HANAMI's corporate image and clarifying any doubts that may arise during its application and use. All the rules defined in this manual must be respected without exception. Compliance with these rules will help to reinforce the personality of our brand and ensure a cohesive image.

LOGO

The HANAMI logo brings together all the values of the brand and is made up of three elements: the symbol, the typography and the signature. All the elements must fit together according to the rules presented in this manual, with the exceptions set out below. HANAMI's identity conveys innovation, technology and futurism, adding a more contemporary and progressive vision.



LOGO

SYMBOL

The cherry blossom symbolises Japan, the country present in the union with Europe in this project, in which it is represented with its five petals in a geometric and futuristic way. The connections symbolise the sharing of data between the two nations since the symbol is represented in such a way that everything is connected to each other. Finally, the circuits, which also refer to the way the lines are drawn, allude to the circuits in which they form part of the area of technology.



LOGO

LOGO ELEMENTS

The main logo is made up of three elements: the symbol, the typeface (HANAMI) and the signature (EU-Japan Alliance in HPC). All the elements must fit together according to the rules presented in this manual, with the exceptions set out below. The main typeface appears sophisticated and minimalist with a modern, futuristic aesthetic.



LOGO

LOGO VERSIONS



MAIN VERSION
There are five versions of the logo, the main version of which is shown above. If its readability is compromised or due to some limitation in the production of the media, the secondary versions of the logo, shown on this page, can be used.
NOTE: All versions have their own monochrome version.



LOGO

SAFETY MARGINS

In order for the logo to remain legible at all times, a safety area has been created around it to protect it from any other element. To facilitate this calculation, an element of the logo has been chosen - the letter 'H' (capital letter), which defines the proportions of the safety margins.



LOGO

ALIGNMENT

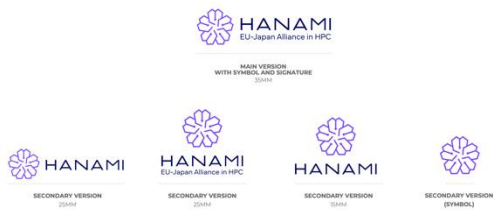
Bearing in mind the general alignment of the entire composition of the logo, it should always be aligned to the left or centre, and never to the right. The only exception may apply when the logo is placed vertically, as shown in the examples below.



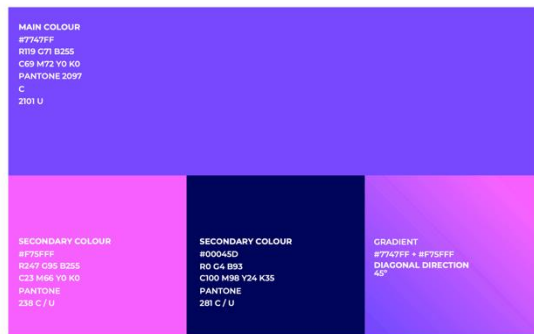
LOGO

MINIMUM DIMENSIONS

When applying the logo to the most varied communication media, it is necessary to take into account its minimum dimensions so that it has the necessary flexibility to be read comfortably and without great difficulty. The minimum reproduction sizes of the various versions are shown below.



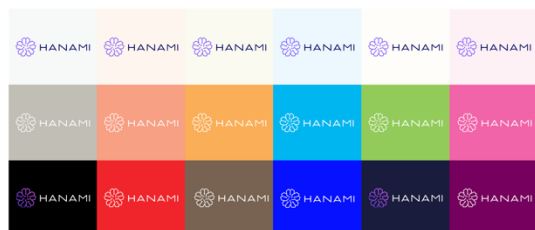
COLOUR PALETTE



COLOUR PALETTE

BEHAVIOURS UNDER CHROMATIC BACKGROUNDS

Preferably, the logo should be applied to light backgrounds or institutional colours. If this is not possible, it should take on colourfulness as a priority. In the following examples, the logo behaves in colour or in negative, depending on the respective background. Note: When the logo is applied to very light colours, as in the first examples, the logo can be used in the main colour and on dark colours, as seen in the example below, applied to black and very blue, the logo is applied with a gradient.



COLOUR PALETTE

BEHAVIOURS UNDER PHOTOGRAPHIC BACKGROUNDS



The application of the logo on photographic backgrounds should respect the principles of legibility. A framework should be sought in which there is sufficient contrast between the background and the logo, and preference should be given to flat patches.

Note: Only monochrome logos should be used on photographic backgrounds.

INCORRECTIONS

Below are some examples of how not to use/apply the logo. These examples are valid for all existing versions.



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INSTITUTIONAL TYPOGRAPHY

MAIN

MUNDIAL

The Mundial typeface serves as the basis for all communication. A few weights have been chosen from its family for common use in graphics, but all weights can be used. This typeface is available from Adobe Fonts.

MUNDIAL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
0123456789!/?# /) ,.

MUNDIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
0123456789!/?# /) ,.

MUNDIAL SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
0123456789!/?# /) ,.

MUNDIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
0123456789!/?# /) ,.

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INSTITUTIONAL TYPOGRAPHY

ALTERNATIVE

ARIAL

The ARIAL family has been defined as a complementary typeface, as it is a system font available on all computers. This typeface should be used when it is not possible to use the institutional typeface.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
0123456789!/?# /) ,.

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
0123456789!/?# /) ,.

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GRAPHIC IDENTITY

OTHER GRAPHIC ELEMENTS OF THE BRAND

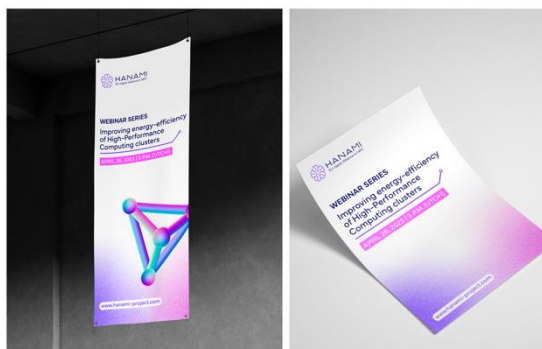
On this page and the next, you'll find some images showing the application of the brand's graphic identity in a variety of media in a generalised way.



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GRAPHIC IDENTITY

OTHER GRAPHIC ELEMENTS OF THE BRAND



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GRAPHIC IDENTITY

OTHER GRAPHIC ELEMENTS OF THE BRAND



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Annex 1 - Visual Identity Manual