



ENTRANCES

ENergy TRAnSitions from Coal and carbon: Effects on Societies

D7.3

In-paper material – brochures and flyers



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Contributors	All project partners

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CHAPTER 1

INTRODUCTION

Chapter 1 – Introduction

1.1 Objective of the Document

This document corresponds to **Deliverable 7.3: In-paper material – brochures and flyers**. It has been prepared as part of **Task 7.3: Development of promotional materials**. The objective of this report is to present the materials (brochure, flyer, and roll-up), the development of which was led by SPI. Elements including the methodology of development, the structure and the contents have been discussed.

1.2 Methodology

The design team at SPI developed the project brochure, flyer, and the roll-up. It was ensured that the core project idea is reflected in these materials whilst maintaining the visual appeal. Relevant experiences were drawn from SPI's previous and ongoing projects with similar objectives. Colour scheme and other design related elements as used for the project website and documentation templates were taken into consideration. It should be also noted that all the materials contain a standard disclaimer in the footer accompanied by the EU emblem.

It is relevant to also mention that necessary guidelines have been followed, specifically to include the project disclaimer. Consistent with the approach for the [project website](#), the EU emblem has been presented. In addition, significant visibility has been ensured for project social media, website, and the official project contact email (info@entrancesproject.eu).

The list of materials developed includes a brochure, a flyer and a roll-up. Their respective dimensions are as follows:

- Brochure (Trifold): 442 x 210 mm
- Flyer: A5 148 x 210 mm
- Roll-up: 85 x 200 cm

Available for download, a pdf copy each of these materials is hosted on the project website under the Outcomes menu – [Dissemination material](#).

CHAPTER 2

Brochure

Chapter 2 – Brochure

The trifold brochure covers all important elements of the project. The information is presented in a concise manner on the outer and the inner side. The outer side as shown in Figure 1 is divided into three parts, each serving a specific purpose. The map of Europe is a significant addition that provides a reflection on the scale of the project. The inner side of the brochure presented in Figure 2 has more subjective information including general project information, specific objectives, and the work plan. In Figure 3 and Figure 4 are presented mock-ups of the project brochure.



Figure 1: Outer side of the Brochure

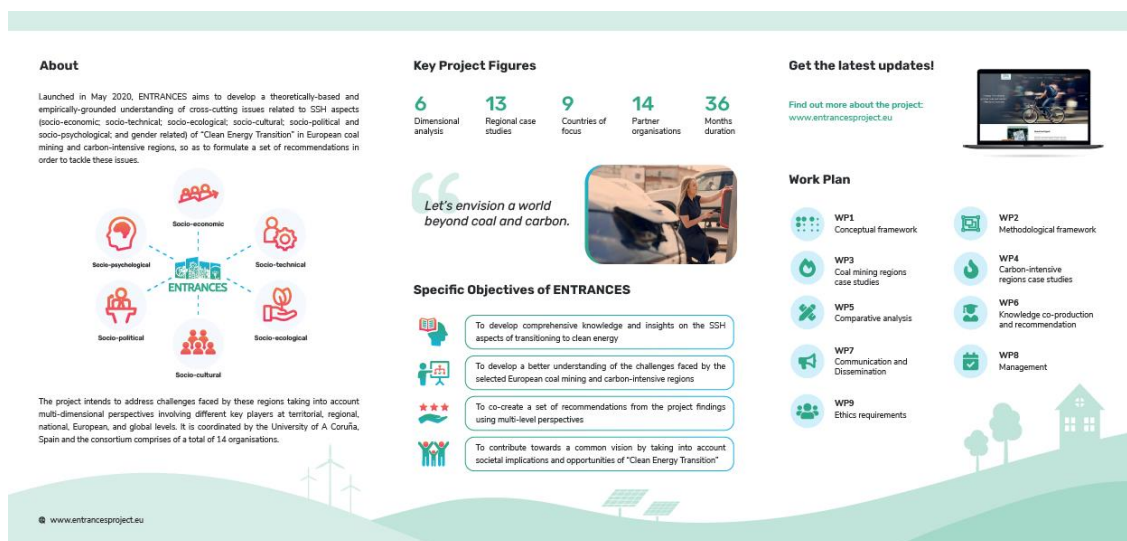


Figure 2: Inner side of the Brochure



Figure 3: Mock-up of the Brochure - 1

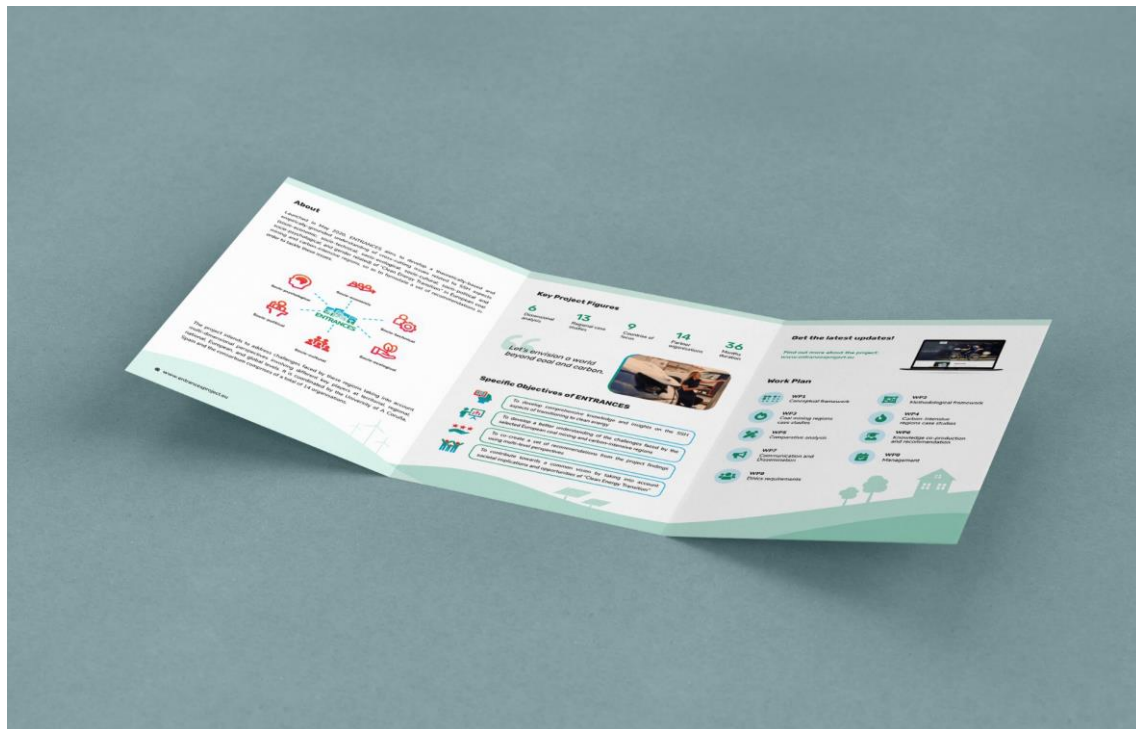


Figure 4: Mock-up of the Brochure - 2

CHAPTER 3

Flyer

Chapter 3 – Flyer

The flyer can be understood as a summarised form of the project brochure covering an umbrella of information in two pages. It focuses mainly on the project case studies projected through a map. In addition, some key project related figures are displayed along with the specific project objectives. Figure 5 and Figure 6 present the flyer and in Figure 7 is a mock-up of the same.



Figure 5: Front side of the Flyer

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Specific Objectives of ENTRANCES



To develop comprehensive knowledge and insights on the SSH aspects of transitioning to clean energy



To develop a better understanding of the challenges faced by the selected European coal mining and carbon-intensive regions



To co-create a set of recommendations from the project findings using multi-level perspectives



To contribute towards a common vision by taking into account societal implications and opportunities of "Clean Energy Transition"



Transition to clean energy is an investment in our future.

Contact

✉ info@entrancesproject.eu

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Figure 6: Back side of the Flyer

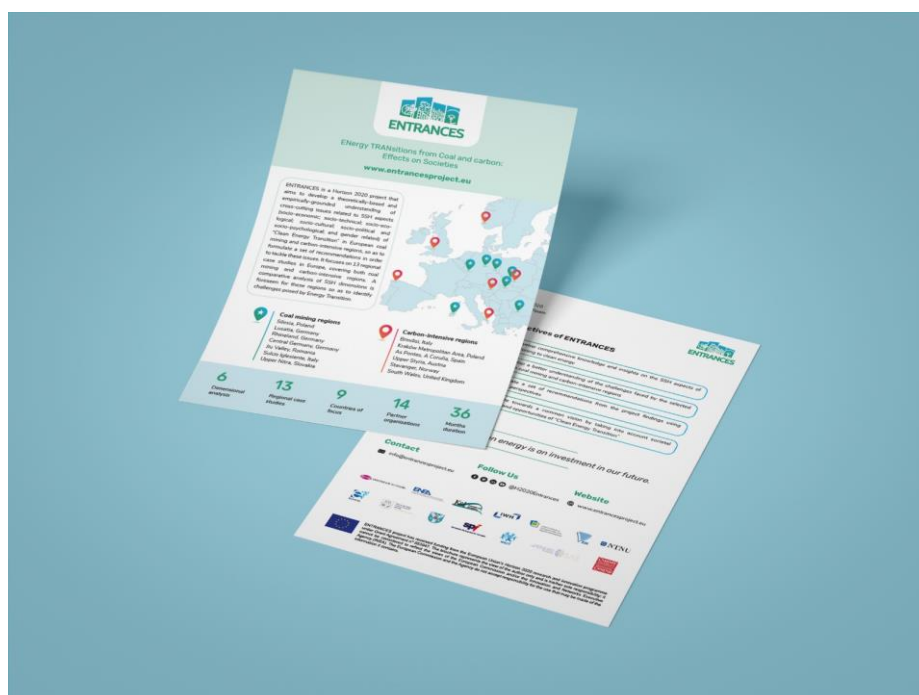


Figure 7: Mock-up of the Flyer

CHAPTER 4

Roll-up

Chapter 4 – Roll-up

Figure 8 presents the project roll-up. Developed with standard dimensions and approach, it will be used at all project events. It intends to provide an overview of the ENTRANCES project and covers only the most important aspects. Figure 9 is a mock-up of the same.



Figure 8: Roll-up

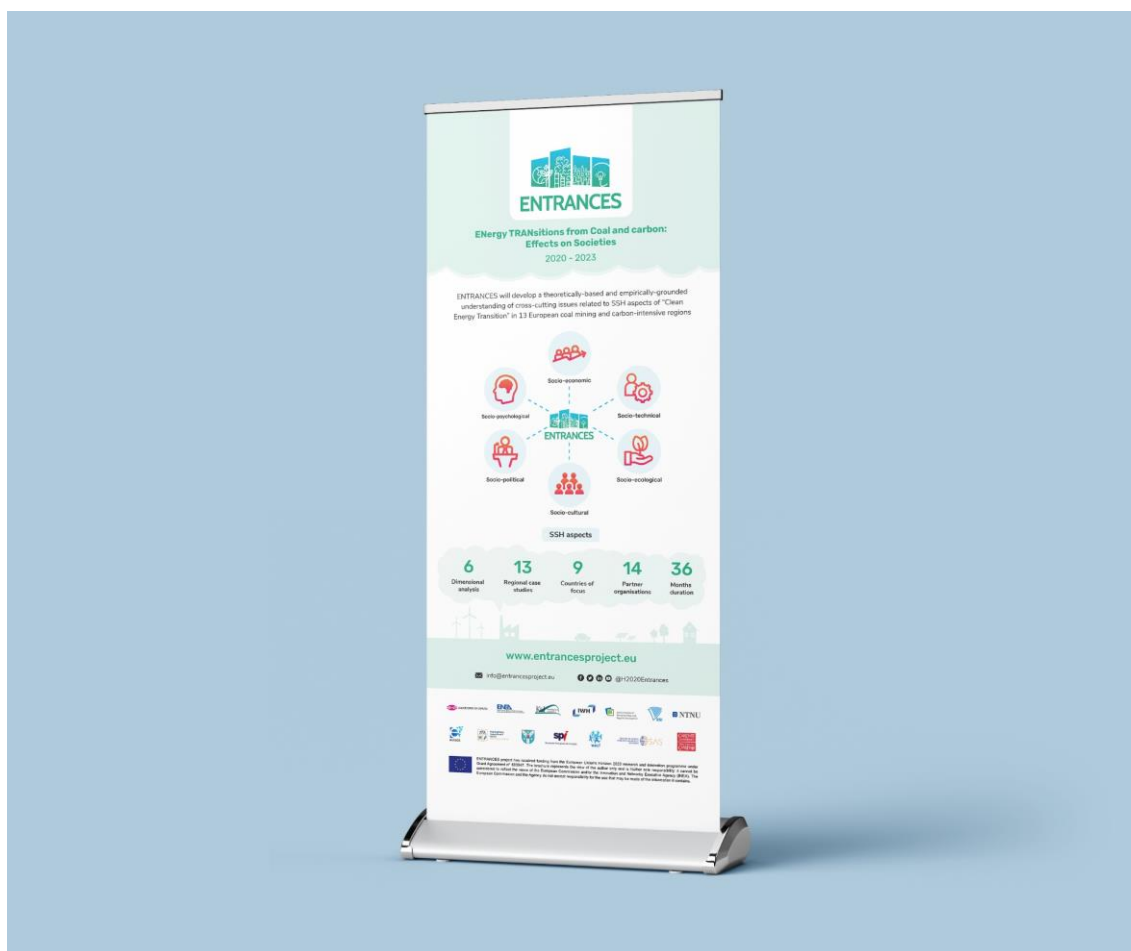


Figure 9: Mock-up of the Roll-up



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