



HUCO LABS

Collaborative **H**vet-**U**niversity-**C**ompany **L**abs for Research

D6.3 Communication Kit

April 2025



Co-funded by
the European Union



Document History

Version	Date	Author	Reviewer	Description
1	08/04/2025	Matilde Revelli		First draft of the Communication Kit



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Table of Contents

1.	Purpose of this document	5
2.	Branding guidelines	6
2.1	Typography.....	6
2.2	Colour palette	7
2.3	Logo usage	7
2.4	Use of appropriate images and format	9
2.5	Social media visuals	10
3.	Compliance with European Union (EU) funding communication rules	11
3.1	General obligations	11
3.2	GDPR compliance	11
3.3	Use of the EU emblem and funding acknowledgement	12
3.4	European Union disclaimer	12
4.	List of annexes	12
	Annex 1: PowerPoint presentation template	14
	Annex 2: Report (A4) template.....	16
	Annex 3: Newsletter template	21
	Annex 4: Press Release template	23
	Annex 5: Roll-up banner template	25
	Annex 6: Informational brochure	26
	Annex 7: Informational flyer	28



Communication Kit

1. Purpose of this document

The purpose of this Communications Kit is to support HUCO Labs and its partners in presenting a unified, consistent, and professional image across all project communications and dissemination activities. As a collaborative, multi-partner initiative, HUCO Labs engages with a wide range of audiences—including policymakers, academic institutions, industry stakeholders, and the wider public. Clear and coherent communication is therefore essential in promoting the project's objectives, enhancing visibility, and fostering trust in its outcomes.

This document provides a practical framework for ensuring that all communication materials, whether digital or printed, adhere to the project's established brand identity. It is designed to equip project partners with ready-to-use templates, branding guidelines, and best practices that will streamline the production of reports, presentations, newsletters, banners, and promotional materials. By doing so, it helps to ensure a high standard of professionalism and clarity throughout all forms of outreach.

In addition to visual consistency, the Communications Kit also ensures alignment with required European Union funding communication standards. These regulations mandate the inclusion of specific elements, such as the EU emblem and appropriate acknowledgements, to reflect the project's co-funding under EU programmes. Adhering to these rules is not only a matter of compliance but also a means of reinforcing transparency and accountability to the public and funding bodies.

By consolidating the project's visual assets and guidance into a single, accessible resource, this kit simplifies the communication process for all involved. It reduces the risk of inconsistent messaging, fragmented branding, or misrepresentation of project activities. Furthermore, it allows each partner organisation to communicate with confidence, knowing their materials reflect the collective identity and values of HUCO Labs.

Ultimately, this document serves as both a guide and a toolkit—encouraging a collaborative, efficient, and aligned approach to communication across the project's lifetime. Partners are encouraged to refer to it regularly and to adopt its resources in all relevant outputs. In doing so, they contribute to a strong and coherent project presence, ensuring that HUCO Labs is recognised as a credible, cohesive, and forward-thinking initiative in the European research and innovation landscape.

2. Branding guidelines

The HUCO Labs brand identity has been thoughtfully developed to reflect the project's central values of innovation, collaboration, and technical progress. It is intended to be both distinctive and flexible, ensuring consistency across all communication outputs—from digital platforms such as the project website to printed dissemination materials. A strong and recognisable visual presence helps external audiences to instantly associate content with HUCO Labs, reinforcing the project's visibility and credibility.

2.1 Typography

The typefaces chosen for HUCO Labs communication materials are modern and straightforward, selected to support clear, accessible messaging. Two complementary fonts are used to distinguish between headings and body text, providing a clean and professional layout:

- **Headings, subtitles, and titles** use *Agency FB* in various sizes (24pt for titles, 20pt for subtitles, 16pt and 14pt for section headers).
- **Heading 3** uses *Aptos Narrow*, size 12pt, bold.
- **Body text** is set in *Aptos Narrow*, size 12pt, offering high readability for longer passages and formal documents.

SAMPLE TITLE

Sample subtitle

Sample Heading 1

Sample Heading 2

Sample Heading 3

Sample text body

- Sample list paragraph

Sample table:

INDICATOR	TARGET
Participants in dissemination events	360
Beneficiary webinars	6
Ecosystem webinars	6
Website visitors	15 000
Social media posts	120
Newsletters	6
Press releases	7
TOTAL REACH	18 000

2.2 Colour palette

HUCO Labs' primary colour is green, symbolising the project's focus on sustainability and its long-term commitment to environmental responsibility. A range of complementary tones has been developed within this core palette, offering designers flexibility while maintaining visual harmony. These colour variations allow for adaptable design choices that remain consistent with the overarching visual identity.

	#367B34
	#87C541
	#000000
	#747B78

2.3 Logo usage

The HUCO Labs logo has been carefully designed to convey the essence of the project at a glance. Every element within the logo carries a specific meaning, as described below:

- The **lightbulb and gear symbols** represent the spirit of innovation and technological development, highlighting the project's role in advancing skills within the research and technical sectors.
- The **interlinked gears** illustrate collaboration across institutions and borders, symbolising the joint efforts of diverse partners working towards common goals.
- The **three horizontal lines** beneath the lightbulb stand for the three main stakeholder groups involved: higher vocational education and training (HJET) providers, universities, and industry partners. This emphasises the interconnected structure of the HUCO Labs consortium.

The HUCO Labs logo is available in two versions, with the horizontal layout being the preferred option. The vertical version may be used in instances where the horizontal format is not suitable.

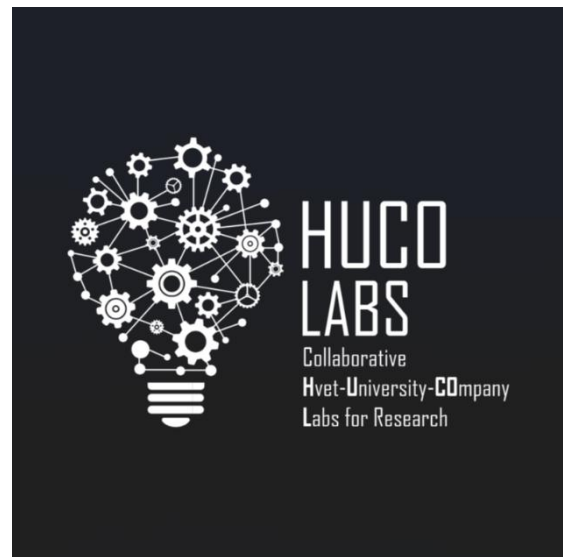
Horizontal version



Vertical version



A white version of each logo has equally been developed, to be used in the following instances:
(a) against a dark background, or (b) against a complex background.



2.4 Use of appropriate images, keywords and format

Visual content plays a pivotal role in conveying the project's message and aligning with HUCO Labs' core themes of innovation, research, and collaboration. When selecting images for communication materials, it is essential to ensure that they are not only high-quality but also relevant to the project's focus areas. Images should reflect the following key themes:

- **Students and young people:** highlight the involvement of students and young people in educational and research activities, emphasising their role in shaping the future of innovation.
- **Researchers:** images that feature researchers engaged in technical work or collaboration.
- **Innovation and technology:** visuals that represent cutting-edge technologies, highlighting the project's commitment to advancing the fields of robotics, mechanics, and mechatronics. These should be dynamic, forward-looking, and emphasise the practical applications of the research conducted.
- **Laboratories:** imagery involving laboratory settings should showcase advanced equipment and a collaborative environment, reinforcing the project's focus on hands-on learning and technical development.
- **Robotics and mechatronics:** images that clearly depict students and researchers actively engaging with machinery, robots, or mechanical systems.

The format of images should align with the overall design standards of the project. For consistency, horizontal format visuals are preferred, as they are versatile and work well across a variety of communication channels, from printed materials to social media and presentations.

When using these images, always ensure that they are of high resolution and appropriately attributed, and maintain a balance between professional aesthetics and accessibility. The aim is to inspire and engage the target audience while reinforcing the project's core values of collaboration, technical advancement, and youth involvement.

2.5 Social media visuals

All social media visuals should adhere to the established branding elements mentioned above. Visuals should be clear, uncluttered, and optimised for mobile viewing. Any graphics, infographics, or image-based posts should:

- Include the HUCO Labs logo in a prominent but non-distracting position;
- Include the 'Funded by the European Union' logo (see section 3);
- Include all HUCO Labs partners' logos (found in the HUCO Labs shared folder on Basecamp);
- Avoid excessive use of text—messages should be short and impactful;
- Use appropriate images (see guidelines in subsection 2.4).

A sample visual for social media that complies with Communications guidelines can be found below. Partners may verify compliance of their social media visuals with EURASHE (P9), leader of the Work Package 6 on Communication and Dissemination, at all times.



3. Compliance with European Union (EU) funding communication rules

HUCO Labs is fully committed to meeting the communication, dissemination, and visibility obligations set out under Article 17 of the EU grant agreement. These requirements are not only a matter of regulatory compliance but also a means of ensuring transparency, credibility, and effective outreach to a diverse audience, including policymakers, researchers, industry professionals, and the general public.

3.1 General obligations

All communication activities undertaken within the framework of HUCO Labs will follow key EU principles, including:

- Promoting the project and its results to a broad range of stakeholders;
- Ensuring the inclusion of the EU emblem and standard funding acknowledgment on all dissemination materials;
- Guaranteeing factual accuracy in all outputs and including the appropriate legal disclaimers where required.

3.2 GDPR compliance

In accordance with the General Data Protection Regulation (GDPR – Regulation (EU) 2016/679), HUCO Labs will implement clear and responsible data protection practices across all communication channels. These measures include:

- **Consent-based data processing:** Any personal data collected—for example, through newsletters, event registrations, or surveys—will only be used with the individual's explicit consent and solely for project-related purposes.
- **Transparency:** Stakeholders will be informed about how their data will be used, stored, and managed, with access to privacy notices and consent forms.
- **Data security:** Personal data will be securely stored and restricted to authorised personnel only.
- **Rights of data subjects:** Individuals may request access to, correction of, or deletion of their personal data, in accordance with GDPR provisions.
- **Third-party responsibility:** External service providers handling personal data on behalf of HUCO Labs will be required to adhere to GDPR standards.

3.3 Use of the EU emblem and funding acknowledgement

All project-related materials—including presentations, publications, online content, and physical signage—must visibly display the EU emblem alongside the approved funding statement. The emblem:

- Must be clearly distinguishable, unaltered, and used without modification or overlay.
- Should be equally prominent when displayed with partner or institutional logos.
- May be accompanied by translated versions of the funding statement where relevant.

The relevant EU emblem ‘Funded by the European Union’ may be downloaded from the EU’s website at the following link: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

3.4 European Union disclaimer

The following disclaimer must be included in all communications materials and outputs produced by the project:

“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.”

This disclaimer should be translated into the partner’s local language where necessary. The official disclaimer in English and other European Union languages may be downloaded from the EU’s website at the following link: https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

4. List of annexes

By offering a set of standardised templates, listed as annexes to this document, the Communications Kit helps improve clarity, recognition, and overall consistency in all project-related communication. Developed by EURASHE (P9), the kit comprises the following resources:

- **PowerPoint presentation template (Annex 1):** A professionally crafted presentation format that guarantees a consistent layout and visual appeal, enabling the clear delivery of core messages across project presentations.
- **Report (A4) template (Annex 2):** A structured template for official reports, correspondence, and other project documentation, ensuring a coherent and professional appearance across all written materials.
- **Newsletter template (Annex 3):** A user-friendly layout for producing regular project updates, designed to promote readability and maintain a recognisable style throughout each edition.
- **Press Release template (Annex 4):** A word document to support project partners in preparing professional and consistent announcements for media outlets.
- **Roll-up banner template (Annex 5):** A polished design for use at conferences, workshops, and other promotional events, reinforcing HUCO Labs' branding in physical spaces.
- **Informational brochure (Annex 6) and flyer (Annex 7):** Engaging promotional materials presenting the project's purpose, key aims, and major deliverables.

By adopting these templates, project partners can easily create branded materials that reflect a cohesive and professional image. The Communication Kit is a vital asset in maintaining a unified identity across all forms of project dissemination, whether in digital spaces or face-to-face environments. It ensures that every interaction echoes the core values and visual identity of HUCO Labs.

Annex 1: PowerPoint presentation template



Partner
LOGO



Title

Subtitle

Speaker name | Institution | Place, date

Date, location

ERASMUS-EDU-2024-PI-ALL-INNO – HUCO LABS – Project number: 101186024 – Project duration: Nov. 2024 - Oct. 2027





Partner
LOGO

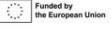
Title

Text



Date, location

ERASMUS-EDU-2024-PI-ALL-INNO – HUCO LABS – Project number: 101186024 – Project duration: Nov. 2024 - Oct. 2027





Co-funded by
the European Union



Title

Text



Partner
LOGO

Date, location

ERASMUS-EDU-2024-PI-ALL-INNO – HUCO LABS – Project number: 101186024 – Project duration: Nov. 2024 - Oct. 2027



Partner
LOGO



Thank you for your attention

Speaker's name

Email address

Website

Date, location

ERASMUS-EDU-2024-PI-ALL-INNO – HUCO LABS – Project number: 101186024 – Project duration: Nov. 2024 - Oct. 2027



Co-funded by
the European Union



HUCO LABS

Collaborative **H**vet-**U**niversity-**C**ompany **L**abs for Research

Title of the report/deliverable

Month, year (e.g. February 2025)



Co-funded by
the European Union



Document History

Version	Date	Author	Reviewer	Description
1				



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Co-funded by
the European Union

Table of Contents

To be inserted here, with page numbers

Title of the report

Heading 1

Heading 2

Heading 3

Text

- List paragraph

Sample table:

INDICATOR	TARGET
Participants in dissemination events	360
Beneficiary webinars	6
Ecosystem webinars	6
Website visitors	15 000
Social media posts	120
Newsletters	6
Press releases	7
TOTAL REACH	18 000

Fonts:

- **Cover title:** Agency FB size 36, bold, colour #367B34, line spacing 1.15, aligned centre
- **Subtitle:** Agency FB size 20, colour black, line spacing 1.15, aligned centre
- **Heading 1:** Agency FB size 16, bold, colour #367B34, line spacing 1.15, aligned left
- **Heading 2:** Agency FB size 14, bold, colour #87C541, line spacing 1.15, aligned left
- **Heading 3:** Aptos Narrow size 12, bold, colour black, line spacing 1.15, aligned left
- **Text:** Aptos Narrow size 12, black, line spacing 1.15, aligned left
- **List paragraph text:** Aptos Narrow size 12, black, line spacing 1.15, aligned left

HUCO LABS



Collaborative Hvet-University-Company Labs for Research

Newsletter

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.



Section title

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

About HUCO Labs



This email was sent to {{ contact.EMAIL }}
You received this email because you signed up for our newsletter.
[Unsubscribe](#)

Press release

HUCO Labs Project Kick-Off Meeting Successfully Held in Bari, Italy

Bari, Italy – 22 January 2025

The HUCO Labs project, a cutting-edge initiative funded by the European Union under the ERASMUS-EDU-2024-PI-ALL-INNO programme, officially commenced with a highly productive kick-off meeting held in Bari, Italy, on 20-21 January 2025. The meeting set the stage for a transformative three-year collaboration (November 2024 – October 2027) aimed at enhancing research, innovation, and training in Additive Manufacturing (AM) and related technologies.

A Collaborative Vision for Innovation

The HUCO Labs project brings together leading HVET institutions, universities, research centres, and industry partners to create a dynamic ecosystem fostering knowledge exchange and innovation. The kick-off meeting, hosted at Masseria Carriello Nuovo on 20 January and the JR Hotel Grande Albergo delle Nazioni on 21 January, provided an opportunity for project partners to align on key goals and implementation strategies.

Key Discussions and Outcomes

The meeting opened with welcoming remarks from the Lead Partner, **ITS Academy A. Cuccovillo Foundation**, which provided an overview of the project's objectives and work packages. Key discussions focused on:

- **Project Management & Communication:** A structured approach to project coordination was agreed upon, utilising Basecamp as the project management platform, supplemented by Drive for document storage. A three-month trial period was set for Basecamp to evaluate its efficiency.
- **Training & Research Development:** Baden-Württemberg Cooperative State University (DHBW) led discussions on WP2, focusing on designing integrated R&D training for mid-level technicians. Partners collaborated on defining the profile of the "advanced technician."
- **Quality Assurance & Monitoring:** The Polytechnic University of Valencia introduced a Quality Assurance and Evaluation Plan, incorporating GANTT monitoring, structured reporting, and systematic stakeholder feedback.
- **Communication & Dissemination:** EURASHE outlined a strategic plan for outreach, including the launch of dedicated HUCO Labs web pages and the finalisation of the project's logo and branding materials.

- **Vision & Mission Definition:** Partners engaged in a structured discussion to co-define success criteria, identifying key values and potential challenges to ensure project sustainability.

Industry & Institutional Engagement

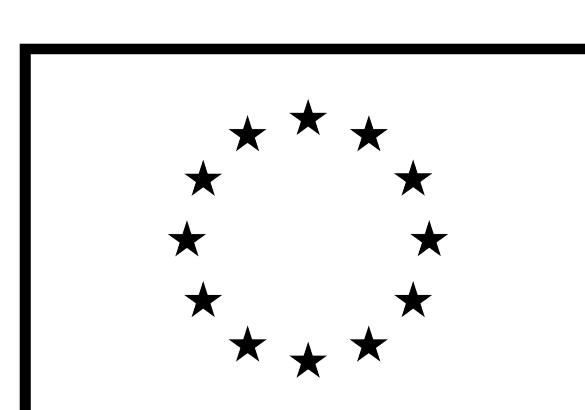
The second day of the meeting featured contributions from key institutional and industry stakeholders, including representatives from the European Education and Culture Agency (EACEA), the Italian Ministry of Education and Merit, and leading companies such as Omron Electronics Spa and Masmec Spa. These discussions reinforced the project's alignment with European innovation priorities and its potential for long-term impact.

Next Steps

Moving forward, the consortium will focus on refining the HUCO Labs website, finalising the communication strategy, and launching the first phases of research and training activities. Stay tuned for updates by following EURASHE's LinkedIn and BlueSky accounts and the hashtag #HUCOLabs.

HUCO LABS

Collaborative Hvet-University-COmpany Labs for Research



Co-funded by
the European Union

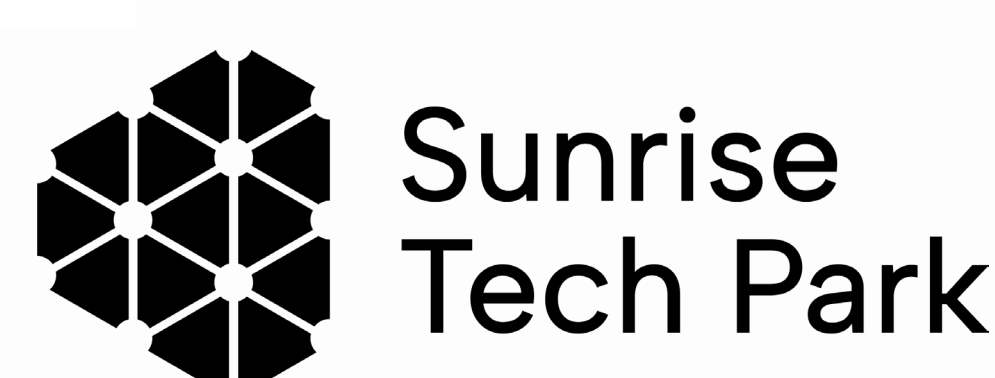
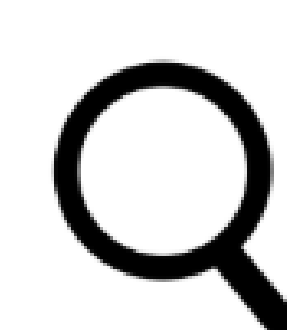
ABOUT HUCO LABS

HUCO Labs brings together Vocational Education and Training institutions, universities, and companies to develop technicians' skills essential for driving innovation in the era of the Fourth Industrial Revolution.



Join us in building a new European innovation ecosystem, empowering the next generation of skilled professionals!

hucolabs.eu



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

ERASMUS-EDU-2024-PI-ALL-INNO – HUCO LABS – Project number: 101186024 – Project duration: Nov. 2024 - Oct. 2027

Objectives

1 Develop a Comprehensive Training Model

Tailored to upskill mid-level technicians in essential R&D competencies.

2 Establish a European Platform

A coalition of willing training providers to standardise and scale integrated skills across diverse innovation sectors.

3 Boost Transnational Cooperation

Facilitating cross-border partnerships through the creation of Technological European Villages for Technicians, integrating universities, research bodies, and companies to foster new models of innovation ecosystems.

Partners

The HUCO Labs project is driven by an alliance of 9 European partners from 6 different countries, including Higher Vocational Education and Training (HVET) institutions, universities, and industry leaders.



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

ERASMUS-EDU-2024-PI-ALL-INNO – HUCO LABS –
Project number: 101186024 – Project duration: Nov. 2024 – Oct. 2027



HUCO LABS

Collaborative **HVET-University-CO**mpany **Labs** for research

hucolabs.eu



Co-funded by
the European Union

About HUCO Labs

HUCO Labs bridges the gap between Vocational Education and Training (VET) institutions, universities, and companies, aiming to develop the skills of technicians essential for driving innovation in the era of the Fourth Industrial Revolution.

By fostering collaboration between these sectors, the project seeks to empower mid-level technicians with the skills necessary to contribute to cutting-edge research and development (R&D) activities.

Project description

Across Europe, the approach to developing skills for Research and Innovation (R&I) at Level 5 and 6 of the European Qualifications Framework (EQF) is diverse and fragmented.

To address this gap, HUCO Labs aims to develop a comprehensive training model and set of standards to equip mid-level technicians with the vital R&D-related skills that enable them to collaborate effectively with researchers and entrepreneurs.

Get involved!

Join us in shaping the future of vocational education, innovation, and technological development in Europe!

Stay connected with updates and opportunities to participate in HUCO Labs collaborative initiatives on:

hucolabs.eu



HUCO LABS

Collaborative **H**VET-**U**niversity-**C**ompany **L**abs for Research



Co-funded by
the European Union

HUCO Labs brings together education, industry, and research to develop essential skills for mid-level technicians. Join us in building a new European innovation ecosystem, empowering the next generation of skilled professionals!

hucolabs.eu



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

ERASMUS-EDU-2024-PI-ALL-INNO - HUCO LABS - Project number: 101186024 - Project duration: Nov. 2024 - Oct. 2027