



Project Brochure

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SYN+AIR

SYNERGIES BETWEEN TRANSPORT MODES AND AIR TRANSPORTATION

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Abstract

This document presents an in depth look at how the Project brochure was created. It details the purpose of the information included in this brochure as well as its parts to provide an overview of the work conducted for this dissemination material. Hence, this short deliverable accompanies the project's brochure that is a stand-alone document that can be diffused via various means (i.e., as a post in social media or print out at events) to the SYN+AIR's stakeholders with the aim to introduce to them the project briefly and effectively.

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1 Introduction and objectives

The objective of the Deliverable 6.5 is to explain the work conducted to create and improve the marketing material offered that is meant to promote the SYN+AIR Project and its objectives.

For the WP6 Dissemination we have created SYN+AIR's dissemination and communication Toolkit. The Toolkit includes all the dissemination materials created during the complete project development and are shared amongst all the partners, and as part of it, the project's brochure as well. To that end, this brochure has been aligned with the material of the toolkit and the visual identity of the project.

In particular, we explain in detail the project brochure which contains key information on the project targeted to the public and stakeholders. This material is meant both for online use as well as for live conferences or tradeshows.

2 Project Brochure

The brochure was designed in the form of a trifold due to the positive outcomes that they bring. The most obvious benefit of trifold brochures is their ability to include larger amounts of information into a small and compact document. Trifold brochures provide four times more space than a standard single sided flyer.

Trifold brochures utilise both sides of an A4 sized paper. This provides a big amount of space for text, images and even chart if we were to use them in future versions. But once folded the brochure becomes just a third of the size.

For the same effort of handing out flyers or rack cards, a trifold brochure can provide far more information. This is more convenient for handing out information in the form of physical material as well as an online format. A single trifold brochure provides 6 individual panels split between the front and back of the leaflet. These panels can be used to isolate up information in separate sections, making it a more focused and better experience for the person consuming the content.

Figure 1 and Figure 2 show the complete overview of the finalised design of the brochure. For the background we chose an impactful image that is darkened on the outer sides giving a more dramatic and engaging feel to the information that is displayed. This image ties together the website with the brochure, making it easier to identify with the project. In Figure 1, we left the middle of the brochure empty but played with the darkest corners to put the most impactful messages.

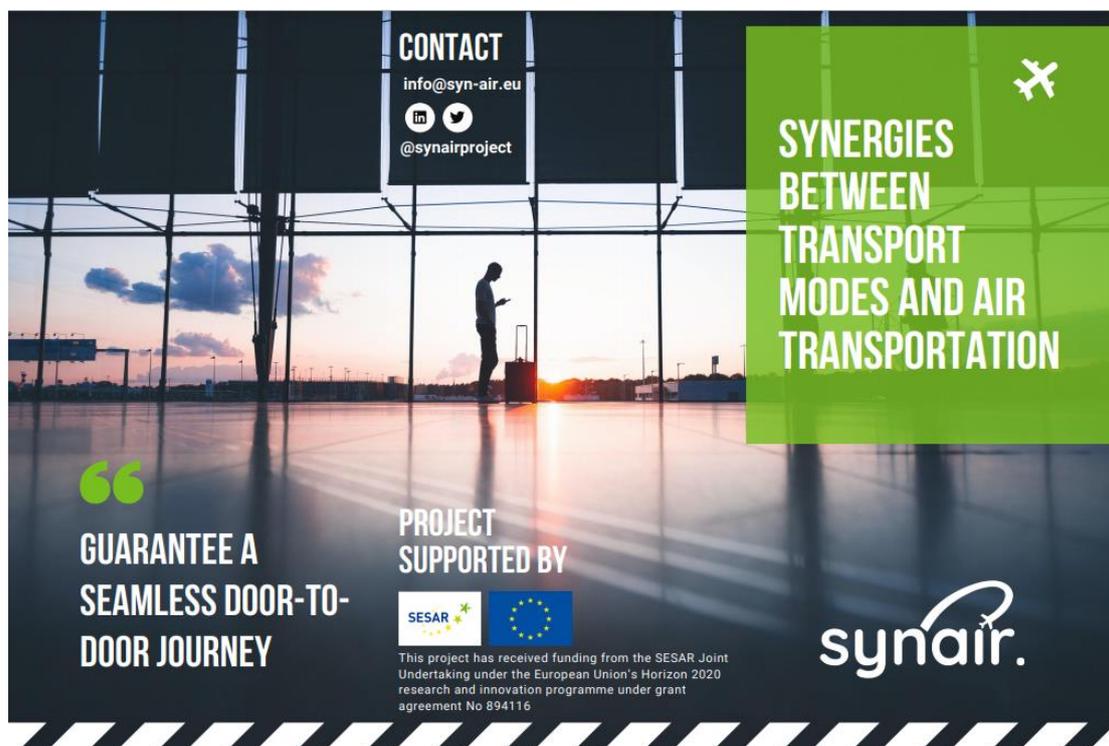


Figure 1: SYN+AIR Project Brochure back

In the back part of the brochure (Figure 2), we put a white and grey image as background given the fact that most of it had to be covered with text, and we didn't want it to be distracting for the reader. Also, it is important to mention that most of the picture is covered, to ease readability.

We have used the official palette of the project previously explained in Deliverable SYN+AIR_D6.1_Project_logo_and_website (Visual identity):

- Main colour: HEX/HTML 3A5DAE
- Highlight colour: HEX/HTML 78BE2
- Fonts used. For titles we have selected Bebas Neue that has a special attractiveness for big titles and printed documents, while for the regular text we use Roboto (official font included in the toolkit's Brand manual).



Figure 2: SYN+AIR Project Brochure front

The front part of the brochure (as can be seen in Figure 3) contains two distinct pieces of text. On the upper side we put the name of the project in a large font with a green background underneath to make the information stand out. Beneath we put the negative version of the logo, which is the abbreviated name. The reason for doing it this way is so that the reader can give meaning to the 'SYN+AIR' logo which is the one that is most frequently used.

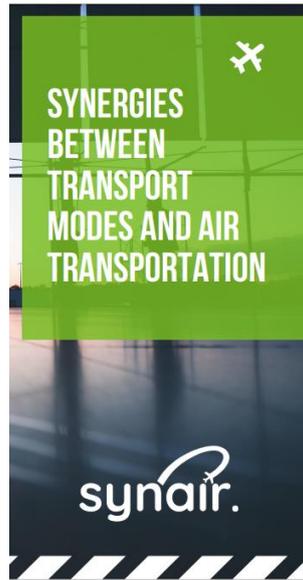


Figure 3: SYN+AIR Project Brochure section 1

Figure 4 shows the rear part of the trifold when folded and is the ideal place to put all the contact information, we use the top part in order to stand out thanks to the dark area. On the lower part, we displayed the logos of the SESAR Joint Undertaking and EU commission as well as the mandatory text that has to accompany these logos according to the Grant Agreement of SYN+AIR. The centre of the image, which clearly depicts an airport, sums up to the overall engaging feel to the project.



Figure 4: SYN+AIR Project Brochure section 2

Figure 5 shows the first page when opening the trifold. We thought it was the ideal place to quote the mission statement of the project. Apart from the big sized font we included a green icon to let the user understand this sentence is very relevant to the SYN+AIR project.



Figure 5: SYN+AIR Project Brochure section 3

The following three images (Figure 6, Figure 7 and Figure 8) show the frontal part of the trifold once opened. This is where most of the focus will be given by the user once we have raised their interest with the most impactful messages previously explained. In this part the user will be more inclined to read and it's thus the ideal places to provide more in-depth information about the project details.

Figure 6 shows the right side of the trifold when opened and is where we decided to include the four main objectives of the project. Underneath the text, we included a blue background to make the text more readable whilst maintain the branding of SYN+AIR.

Figure 7 corresponds to the middle part of the trifold when opened. We divided it into three distinct sections which pop out one another given the different coloured backgrounds. The upper part contains another important quote and is meant to ease the readability of the whole frontal side, given that there is already a lot of text in this part. Underneath, with the green background we included a Facts and figures sections with the most relevant information of SYN+AIR. Lastly, we put the logos of all the partners that comprise the SYN+AIR consortium.



Figure 6: SYN+AIR Project Brochure section 4



Figure 7: SYN+AIR Project Brochure section 5

Finally, Figure 8 explains our approach to this project as well as the three different axis (Business policy, Data exchange, Technology exploration) the project is considering in its development. This is very relevant information for any reader who wants to dive a little bit deeper into how SYN+AIR is managing the research.



Figure 8: SYN+AIR Project Brochure section 6

3 Conclusions

This deliverable presents the first brochure of SYN-AIR project. Its aim is to introduce SYN+AIR to the public providing general information about the project and setting the background for the work that will be conducted in the following months. Therefore, this trifold brochure contains the basic information of the project meaning the mission and objectives. The language aims to be simple and understandable to approach all kind of stakeholders. Additionally, the colours are following the visual identity of the project.

During the elaboration of the project, this brochure will be updated including new information, such as key outputs or methodologies and results.