



COMMUNICATION GUIDELINES

for the ECCCH funded projects

TABLE OF CONTENTS

[Introduction](#) 1

[Website development](#) 6

[Social media strategy](#) 13

[Collaborative platform](#) 17



INTRODUCTION

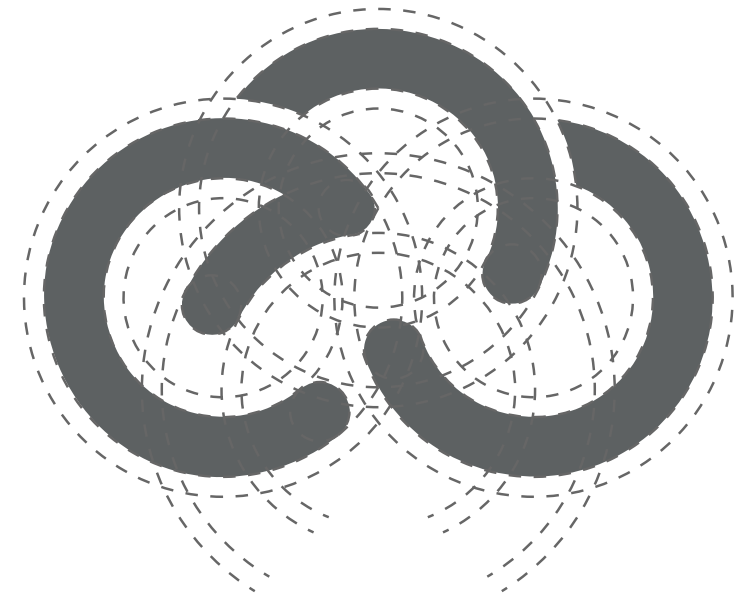
ECHOES is a European Union funded project whose mission is to set up the Cultural Heritage Cloud, integrating the results of all ECCCH-funded projects from the 2023-2025 calls.

The European Commission (DG RTD) has explicitly requested ECHOES to be the Single Entry Point (SEP) for stakeholders, in order to highlight the coherence of the Cultural Heritage Cloud initiative as a whole.

In other words, all ECCCH-funded projects are members of a larger community coordinated by ECHOES. It is therefore of paramount importance to coordinate communication efforts in order to present ourselves in a unique and coherent way to our stakeholders.

This document outlines the guidelines for designing the visual identity and communication strategy of the projects funded under the ECCCH-related calls to ensure consistency and coherence across all projects. Adhering to these guidelines will ensure that all ECCCH-related projects are aligned with the overall goals and branding of the Cultural Heritage Cloud initiative.

For communication and dissemination purposes, the term "Cultural Heritage Cloud" is to be used when referring to the European Collaborative Cloud for Cultural Heritage (ECCCH).



OBJECTIVES

The main objective of co-branding is to create an integrated brand experience that enhances the values and messages of all parties involved. Through a coordinated strategy, co-branding aims to:

- Strengthen the identity and reputation of the participating brands.
- Increase the visibility and impact of the project.
- Create synergies that lead to stronger engagement with the target audience.

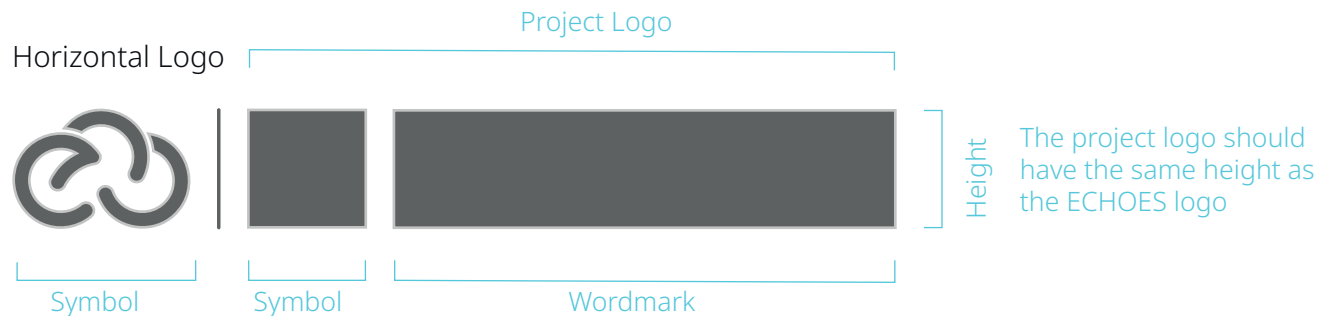
LOGO USAGE

ECHOES logo: In all co-branded materials, the ECHOES logo must be used exclusively in its symbol form, without the accompanying text. This simplifies the visual representation of the logo and ensures adaptability when combined with other logos.

The ECHOES symbol is to be used consistently across all media to maintain brand recognition. All communication and dissemination materials and channels, both online and offline, must include the ECHOES symbol, with the sole exception of social media, as specified in the following paragraphs.

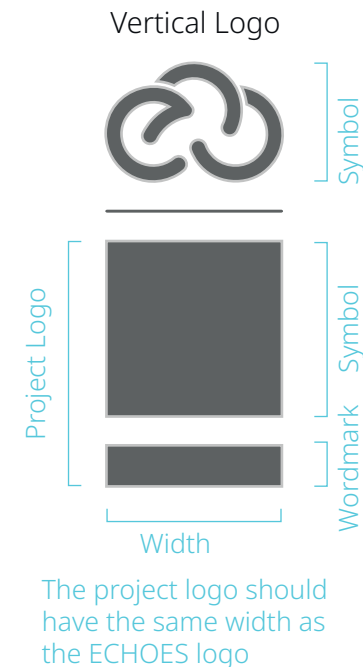
Project logo: The project logo will always appear with both its symbol and text. This ensures that the full identity of the project is conveyed alongside the ECHOES brand. The size and positioning of the project logo must be proportionate to that of the ECHOES symbol to ensure balance and coherence. When designing the project logo, it is recommended to take into account the visual identity of ECHOES, making choices consistent with the clean and sober lines of the ECHOES symbol.

Colour adaptation: The colours of the ECHOES symbol must be customised to align with the primary colour of the project logo. This adjustment is crucial for visual harmony between the two brands. The adapted ECHOES symbol must maintain sufficient contrast to remain legible and visually impactful across different backgrounds and media.



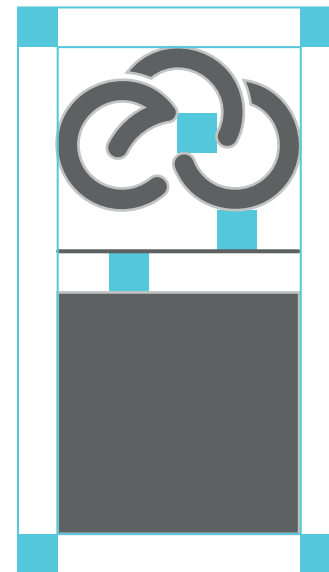
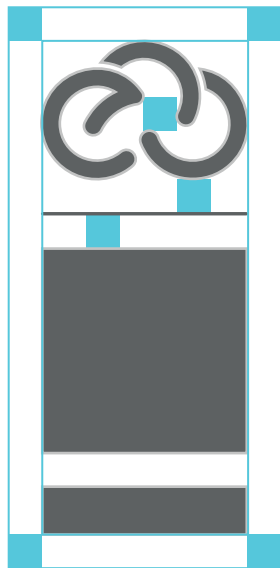
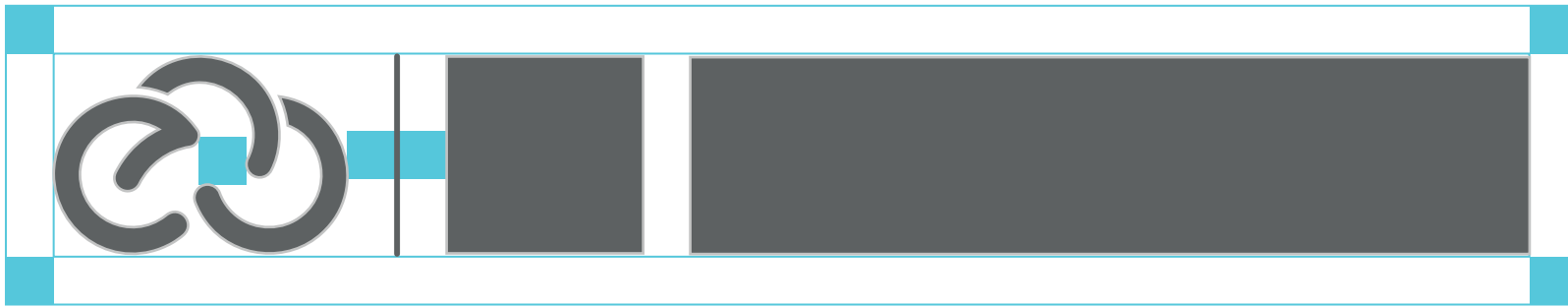
Logo placement: The ECHOES symbol must always be the first in the sequence when presented alongside other logos in co-branded materials. Whether positioned horizontally or vertically, a separating line — either vertical or horizontal — must be placed between the ECHOES symbol and the project logo. This line helps maintain clarity and distinction between the two brands while ensuring a clean and professional layout.

Sufficient clear space must be maintained around both logos and the separating line, adhering to the minimum spacing requirements of each brand's guidelines. This ensures that both logos are visible and distinct, avoiding any overlap or visual clutter.



CLEAR SPACE

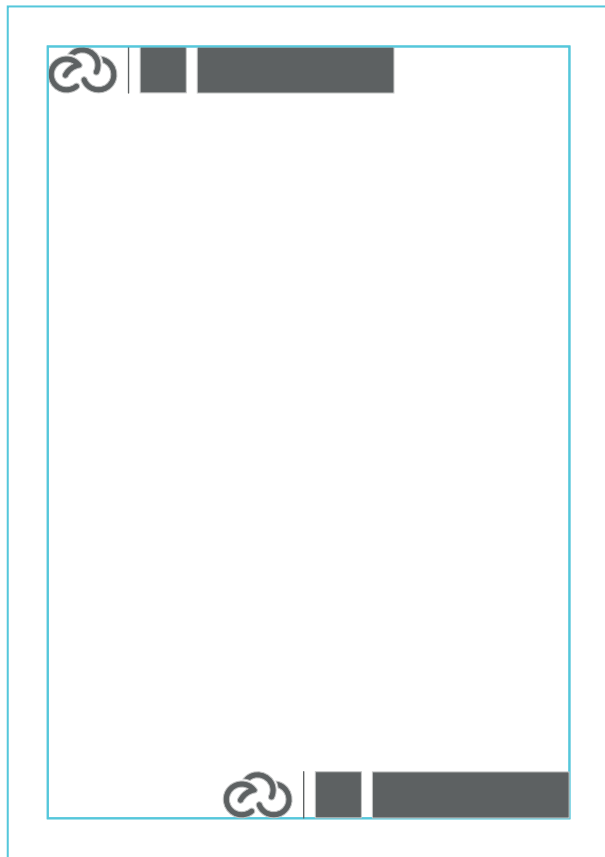
Both ECHOES logo and the project logo must always be surrounded by a minimum amount of breathing space to protect the integrity of the logo.



PLACEMENT

The ECHOES logo is to be placed in the upper left corner of a document or image. Its clearspaces are defined by the height of the letter “e” of the symbol.

Portrait



Landscape



TYPOGRAPHY

When used in co-branded materials, the typography should be selected to complement both logos. If no shared typography exists between ECHOES and the partner project, a neutral, modern typeface (e.g. Arial, Verdana) should be used to maintain accessibility, legibility and consistency. Font sizes must ensure readability across all platforms with a hierarchy that distinguishes headings from body text.

PRINT MEDIA

For print materials, such as brochures, posters, and banners, logos must be printed in high resolution and adhere strictly to the guidelines for placement, spacing, and colour adaptation. The use of the separating line between logos must also be maintained in print.

SOCIAL MEDIA

For social media platforms, the project logo may be used independently, without the ECHOES symbol, to simplify the visual presentation. However, it is mandatory to include in the description a reference to the Cultural Heritage Cloud ([see p. 14](#)).

REVIEW AND APPROVAL PROCESS

All co-branded materials must be reviewed and approved by key stakeholders from both ECHOES and the project partner before publication. This ensures that the guidelines for visual identity, typography, and messaging are respected, and both projects' interests are protected.



WEBSITE DEVELOPMENT



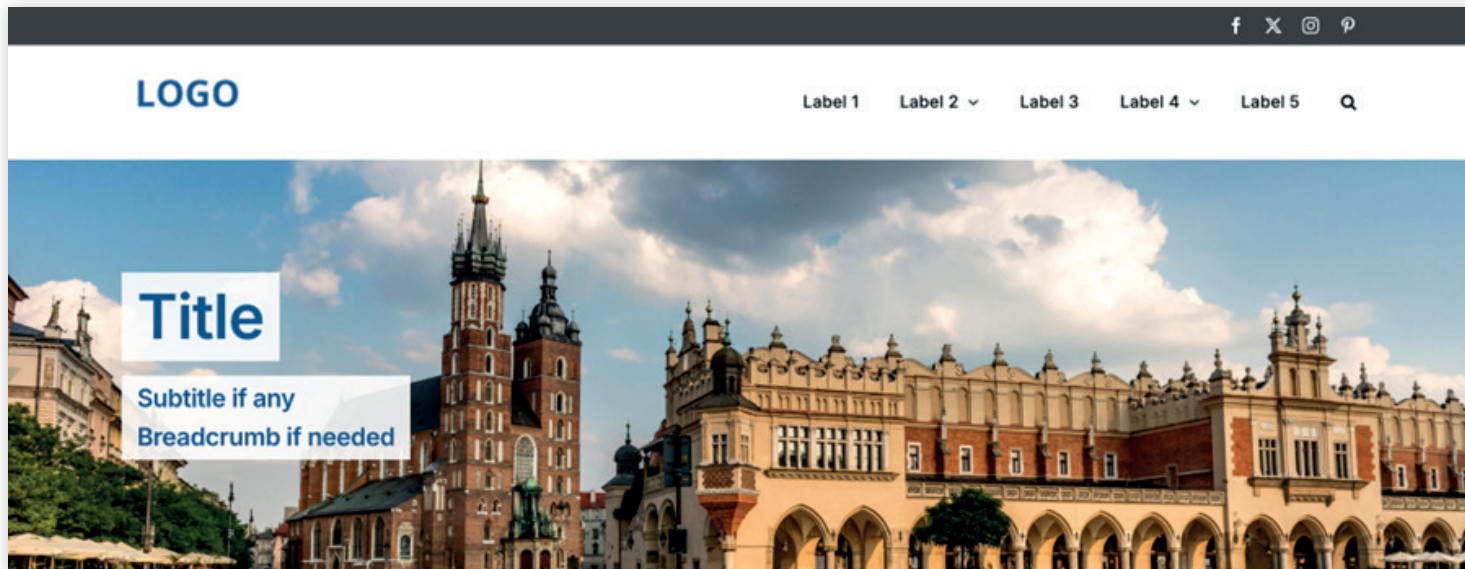
URL STRUCTURE

Each project should choose the main domain name: 'project name'-eccch.eu. This ensures a consistent and recognisable naming convention across all project websites.

WEBSITE LAYOUT AND REFERENCES

The project website must be visually consistent with echoes-eccch.eu, so that the user perceives they are navigating through related sites. In particular:

- The link to social media channels, if present, should be positioned at the top right.
- On the top left, there will be the logo, followed by the main horizontal navigation menu.
- Each page will have a title and a breadcrumb with a background (usually an image). This will be followed by the page content.
- The design choices that characterise the layout of the user interface must be consistent with the ECHOES graphic guidelines, so as to make it clear to the users that they are navigating the website of a project belonging to the ECHOES-ECCCH community.

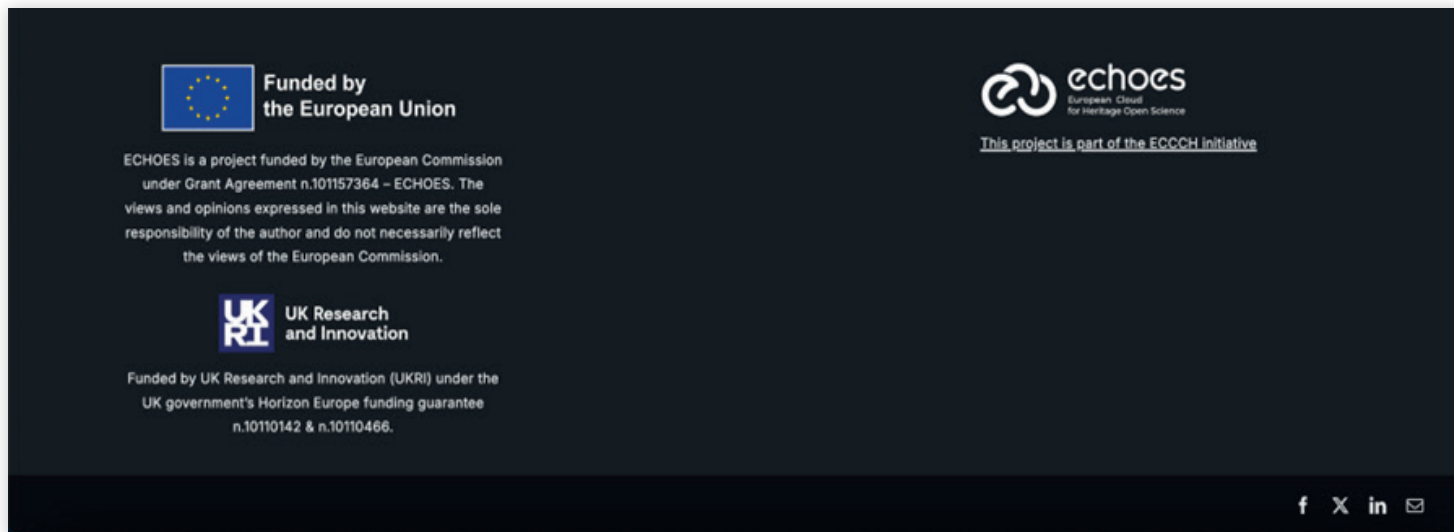


WEBSITE LAYOUT AND REFERENCES

- In the footer, on the left there will be acknowledgements and funding information, while on the right there will be the text "This project is part of the the Cultural Heritage Cloud initiative", accompanied by the ECHOES logo and a link to echoes-ecch.eu.



- If your project is also co-funded by the UK Government, then the UKRI acknowledgement should appear as shown below.



WEBSITE LAYOUT AND REFERENCES

- Within the main navigation menu, a page dedicated to the Cultural Heritage Cloud must be included, with a brief description of the initiative characters and a link to echoes-ecch.eu.

Below is a sample text that can be used as a starting point for creating this page.

The **Cultural Heritage Cloud** or **European Collaborative Cloud for Cultural Heritage (ECCCH)** is a European Union initiative to create a shared digital infrastructure that connects cultural heritage institutions and professionals across the EU. It will provide specific digital collaboration tools for the sector while removing barriers for smaller and more remote institutions.

The Cultural Heritage Cloud aims to add a digital dimension to cultural heritage preservation, conservation, restoration, and enhancement by providing cutting-edge technology for artefact digitisation and artwork research. The goal is to assist cultural heritage institutions and research organisations of all sizes, and both professionals and non-professionals, in managing their digital objects more effectively.

The Cultural Heritage Cloud will facilitate this through enhanced visibility, interconnectivity, and access to scientific resources, training, and advanced digital tools. These tools will help them navigate the challenges posed by the digital transition in the cultural heritage sector.

The Cultural Heritage Cloud is being developed by the **European Cloud for Heritage OpEn Science (ECHOES)**, a project funded by the European Commission and UK Research and Innovation (UKRI), bringing together fragmented communities in the Cultural Heritage field to form a new, unified community.

ECHOES is responsible for coordinating and integrating the outcomes from all projects funded under ECCCH-related calls, including **<YOUR PROJECT>**. By adopting a holistic approach, ECHOES will establish a collaborative digital environment for all cultural heritage sector participants, fostering knowledge creation across tangible and intangible heritage assets.

The digital environment created by ECHOES will enable digitising existing knowledge and collaboratively analysing cultural heritage assets, facts, and phenomena. In this context, actors – whether human or Artificial Intelligence – can develop interpretations that enrich the understanding of cultural heritage and its surrounding context.

A core objective is to develop 'Digital Twins' of heritage objects within the Cultural Heritage Cloud. These Digital Twins will integrate multidisciplinary information, enabling users to interact with, explore, and enhance cultural heritage objects in new ways, thus encouraging collaborative, scientifically-informed knowledge creation across the sector.

By 2028, ECHOES will deliver a unified platform integrating the outputs of both EU and national cultural heritage projects. To ensure the Cultural Heritage Cloud's long-term sustainability, the project will also establish a dedicated legal entity to oversee its continuity and support the sector's evolving digital needs.

For further information and to stay updated on the developments of the Cultural Heritage Cloud visit the dedicated website echoes-ecch.eu.

TECHNICAL REQUIREMENTS

The project websites must comply with the following minimum technical requirements:

- **Responsive design:** ensure that the website is responsive and accessible on all devices, including desktops, tablets and mobile phones.
- **SEO optimization:** optimise the website for search engines to improve visibility and reach.
- **Accessibility:** ensure that the website is accessible to users with disabilities, following [WCAG 2.1 guidelines](#).
- **Security:** implement robust security measures to protect the website and user data.



Responsive



SEO optimisation



Accessibility

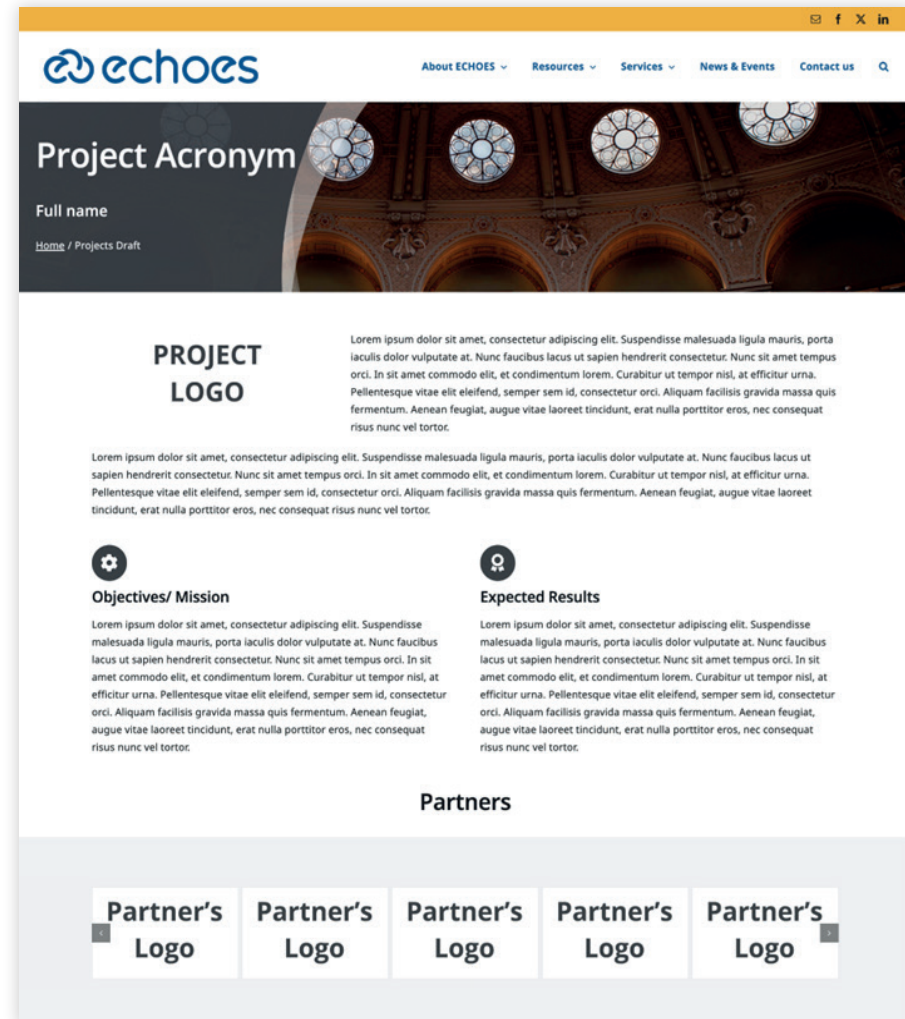


Security

DESCRIPTIVE PAGE ON ECHOES-ECCCH.EU

Each project will have a dedicated page on the main echoes-ecch.eu website. To make this possible, the following information should be provided to the ECHOES communication team (communication@echoes-ecch.eu):

- Brief description of the project, including:
 - Abstract (approx. 500 characters).
 - Project mission and objectives (approx. 500 characters).
 - Expected outcomes (approx. 500 characters).
- High resolution version of project logo.
- At least one feature image (approx. 2000x1100 px).
- List of partners involved and their respective logos.



DESCRIPTIVE PAGE ON ECHOES-ECCCH.EU

In addition, the webpage will showcase the most important announcements and results published by the project, with particular regard to:

- Deliverables, reports and publications released by the project.
- News and events relevant for the Cultural Heritage Cloud community.
- Link to the specific project website for more detailed information.
- Contact email.

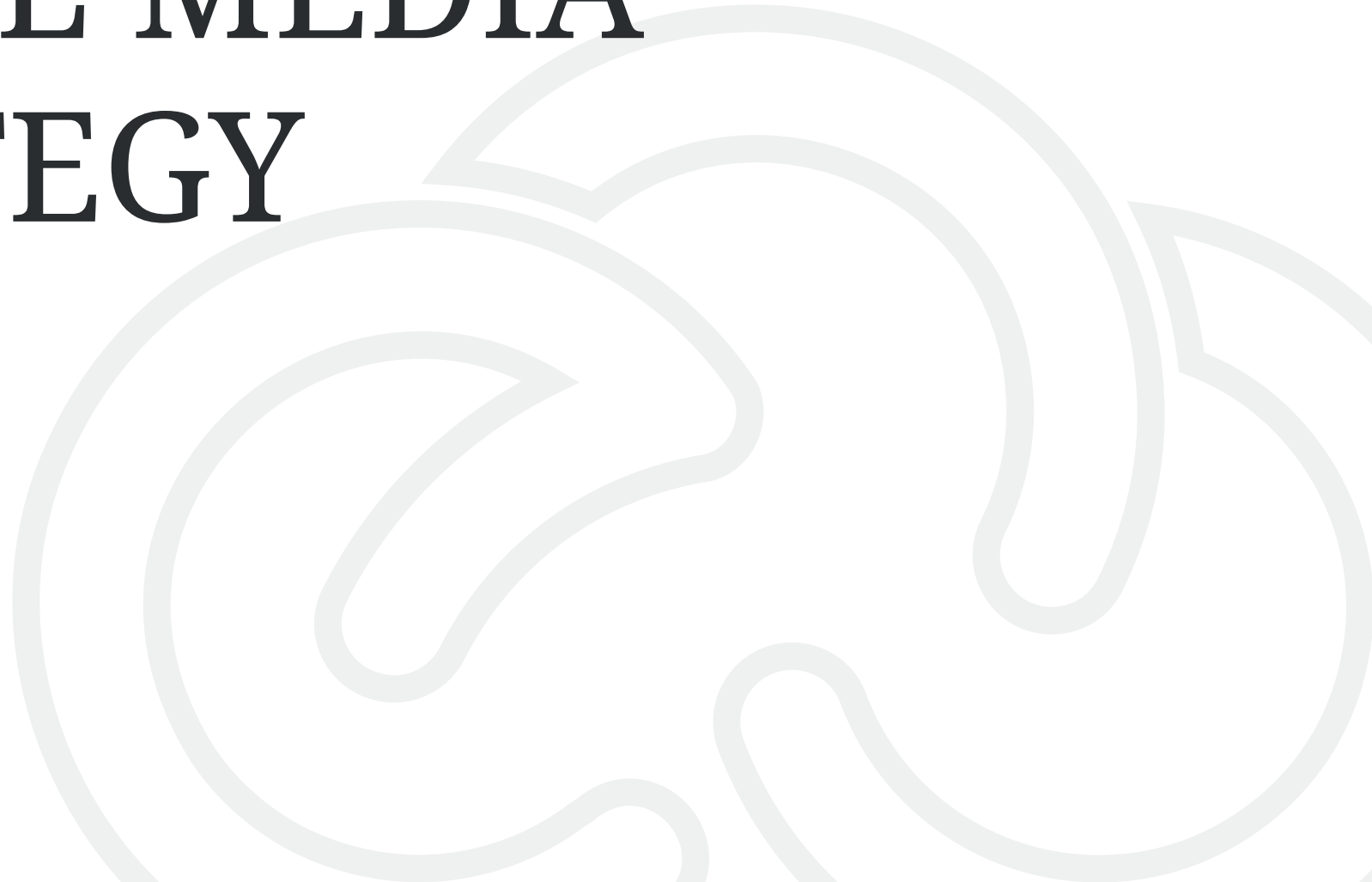
A dedicated platform will be set up to facilitate communication and exchange of information between the projects and the ECHOES communication team (see p. 18).

The screenshot displays a webpage layout with the following sections:

- News & Events:** Features three news items:
 - Europeana launches webinars on data reuse for Higher Education and Research:** Includes a thumbnail with the text "Europeana data reuse in Academia and Research" and "October - December 2024 | Online".
 - AUTOMATA Kicks off on the 22nd October:** Includes a thumbnail of a building and the text "One of the first European Content Cloud for Cultural Heritage (ECCCH) projects working with ECHOES, AUTOMATA, is holding its kick-off [...]".
 - European Researchers' Night:** Includes a thumbnail with the text "EUROPEAN RESEARCHERS' NIGHT" and "The 2024 European Researcher's Night and Researchers in Schools is the largest science outreach event in Europe, bringing together citizens [...]".
- Results:** Contains a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse malesuada ligula mauris, porta iaculis dolor vulputate at. Nunc faucibus lacus ut sapien hendrerit consectetur. Nunc sit amet tempus orci. In sit amet commodo elit, et condimentum lorem. Curabitur ut tempor nisi, at efficitur urna. Pellentesque vitae elit eleifend, semper sem id, consectetur orci. Aliquam facilisis gravida massa quis fermentum. Aenean feugiat, augue vitae laoreet tincidunt, erat nulla porttitor eros, nec consequat risus nunc vel tortor."
- Reports:** A section with a blue minus icon and the title "Reports", containing three "Download" links.
- Deliverables:** A section with a blue minus icon and the title "Deliverables", containing three "Download" links.
- Publications:** A section with a blue minus icon and the title "Publications", containing three "Download" links.
- Contacts:** A section at the bottom with the text: "WEBSITE: www.projectname-eccch.eu
EMAIL: contact@projectname-eccch.eu



SOCIAL MEDIA STRATEGY



SOCIAL MEDIA STRATEGY

Communication must be consistent, inclusive, and aligned with the Cultural Heritage Cloud values, focusing on innovation, collaboration and preservation of cultural heritage. Each project should help reinforce the Cultural Heritage Cloud core message and amplify its visibility across their own channels.

ACKNOWLEDGEMENTS

Ensure that appropriate acknowledgement is given to EU funding and that a clear reference to the Cultural Heritage Cloud is included on all social media platforms:

Twitter/X: “ This initiative is part of the @echoes_eu project, funded by the #Eccch”

LinkedIn: “ This initiative is part of the @echoes_eu project, funded by the #Eccch”

Instagram: “ This project is funded by the #Eccch programme as part of the @echoes_eu”

Facebook: “ This project is funded by the #Eccch programme as part of the @echoes.eu”

STONE OF VOICE

- **Professional yet accessible:** maintain a professional tone that conveys expertise but is also clear and accessible for a broad audience.
- **Collaborative and positive:** foster teamwork among partners by using a tone that inspires trust, positivity and inclusivity.
- **Educational yet engaging:** every piece of content should inform the audience while sparking curiosity and encouraging active participation.

KEY MESSAGES

- **European collaboration:** highlight the network of partners working together to create a unified European platform for cultural heritage.
- **Impact on professionals and institutions:** show how the project supports professionals, museums and other cultural institutions in digitisation and collaboration.
- **Public engagement:** promote active public participation by inviting the sharing of personal experiences related to cultural heritage.

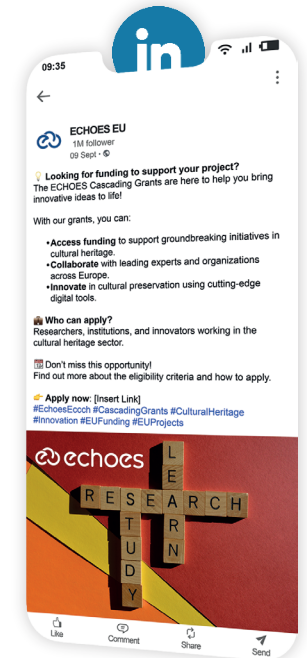
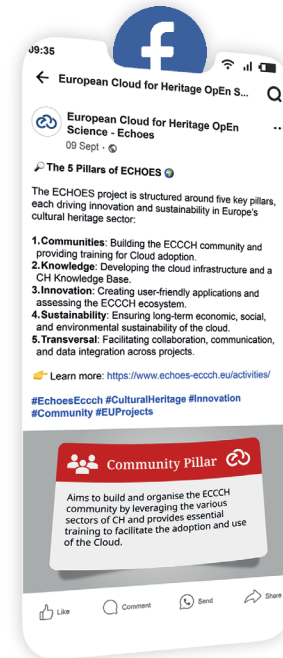
POST STRUCTURE

Each post must follow a defined structure to ensure consistency and impact:

- **Introduction/Hook:** start with a compelling sentence that grabs attention (e.g., "Did you know that the future of cultural heritage is digital?").
- **Body:** provide the main information (e.g., a key outcome, a new project, or an event).
- **Call to action (CTA):** encourage the audience to interact, comment, share or participate (e.g., "Share your story with us!" or "Learn more on our website").
- **Hashtags and tags:** always use official hashtags and tag relevant partners.

CAPTION STRATEGY

- **Clarity:** captions should be concise, clear, and directly convey the core message.
- **Engagement:** use questions or prompts to encourage comments and shares.
- **Relevance:** ensure that content is always relevant to cultural heritage, innovation, and partner collaboration.
- **Structure:** always follow the structure "Hook - Body - CTA" as described above.



OFFICIAL HASHTAGS

It is recommended that each project use **#ProjectName+Ecch** as its main hashtag (e.g. **#AutomataEcch**, **#TextailesEcch**, etc.) and reference the official Cultural Heritage Cloud hashtags in their posts:

- **#CulturalHeritageCloud**: main hashtag used to collect information from all ECCCH-related projects
- **#EchoesEcch**: official ECHOES-ECCCH hashtag

OFFICIAL TAGS

In posts featuring collaborations, it is mandatory to tag the relevant partners/projects to increase visibility and promote cooperation. Avoid excluding important partners or creating unjustified omissions. Here are the instructions for tagging the ECHOES project:

- **Facebook**: @Echoes.eu
- **Instagram**: @echoes_eu
- **LinkedIn**: Echoes EU
- **X (Twitter)**: @echoes_eu
- **Bluesky**: ECHOES EU
- **Mastodon**: @ECHOES_EU.mastodon.social

VISUALS AND GRAPHIC ASSETS

- **High quality**: images and videos must be of high quality. Avoid pixelated or unclear content.
- **Branding**: ensure that the project's logo and branding are visible in every visual content piece.

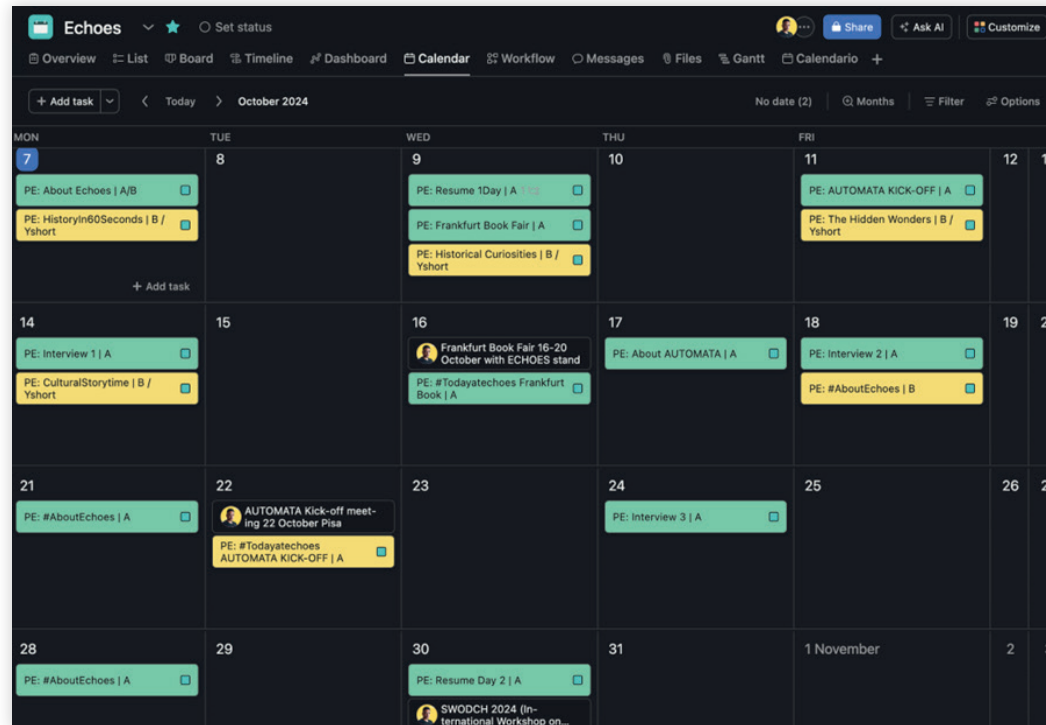


COLLABORATIVE PLATFORM



COLLABORATIVE PLATFORM

The ECHOES project provides a collaborative platform based on Asana (<https://app.asana.com/>) to facilitate collaboration and information exchange. The communication guidelines and the editorial calendar will be shared on this platform. An account will be created for each project through which to access the platform, view the editorial plan and upload content and news related to the project.



Whenever a project publishes something relevant and interesting for the Cultural Heritage Cloud community (news, event announcements, deliverables, publications, etc.) it must be communicated to the ECHOES communication team by publishing it on the collaborative platform so that it can be included in the relevant sections of the main echoes-ecch.eu website and communicated through ECHOES social channels.

All projects must share and support content published by others through cross-posting. Collaboration is essential, and using the shared management platform is highly recommended.



THANK YOU

For more information please contact: communication@echoes-ecch.eu

