Production and communication guidelines

Interreg Euro-MED Academy

Index

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Euro-MED Academy brand guidelines

1. Read carefully the Euro-MED Academy brand guidelines

The Euro-MED Academy is a long-term collective effort. We are all responsible for its visual identity.

The brand book includes:

- Euro-MED Academy description and values

- Academy logo and rules for logo use

- Typography

- Colour palette

- Photography moodboards

- Icon set

- Applications

Thanks to these guidelines, you will ensure Euro-MED Academy brand consistency by:

- Embodying its mission.

- Picking the right visuals and icons.

- Using our templates for training covers, social media posts, etc.

Euro-MED Academy brand book

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Getting started:
Training formats and templates

1. Training material formats

Main format: video trainings

The Euro-MED Academy aims to share video trainings, as it allows for better knowledge transfer and creates deepest links between trainer and trainees.

Supporting formats: PowerPoint/PDF

Projects also have the **option of developing written formats.**

Written formats are mainly to be developed **in support of the overall training and video session,** to present additionnal content or sum-up the main elements.

It is essential to pay particular attention to the clarity, pedagogy and visual attractiveness of the training.

2. Overall video guidelines

Each training video duration: 15–20 min

Branded compulsory screen design elements: cover, course title, sections, colour palette and text font.

Access the Canva project

Download files (zip)

Apart from the elements mentioned above, you are free to design your training video as you like, as long as it **complies with the brand book for thematic projects** (e.g. fonts, colour palette, logo use).

Thematic project brand book

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3. Overall PowerPoint/PDF guidelines

Presentation documents length : limited number of slides, mixing text, pictures and visual représentations.

Branded compulsory slides layout elements: cover, course title, sections, colour palette and text font.

Download the ppt template

Apart from the elements mentioned above, you are free to design your **training slides** as you like, as long as it **complies with the brand book for thematic projects** (e.g. fonts, colour palette, logo use).

Thematic project brand book

Production:
Specific video guidelines

1. Introduction

As mentioned in the Terms of reference of the Interreg Euro-MED Calls for Thematic projects, **all projects are requested to contribute to the Euro-MED Academy.**

These guidelines are for projects that have to produce training videos in this framework. Please follow the following guidelines and contact the JS if you have any doubts.

We **highly recommend partners to hire a professional video maker** to take on and produce the videos.

2. Technical requirements | General

- **FORMAT:** MP4, MOV, AVI

- **RESOLU4TION:** high resolution (HD)

- **QUALITY:** 4K

- **BRANDING:** use the Academy frame + the project logo

- **LAYOUT:** Landscape (horizontal)

- **LANGUAGE:** English

- **SUBTITLES:** Yes

- **TRANSCRIPTION:** English + other languages

- **CREDITS:** credits of the photos and illustrations must be mentioned

- **VISUAL:** you can mix human interviews, pictures, movies clip, infographics, graphic elements, etc.

- **AUDIO:** use a LAPEL microphone / avoid noise in the background

! **PLEASE HIRE A PROFESSIONAL VIDEO-MAKER!**

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2. Technical requirements | Length of videos

- **Introduction / Welcome**: **90" to 120' seconds**
  The **video teaser/welcome** of the Learning Module will deal about the whole learning module.

- **Teaser of live events**: **40" - 90" seconds**
  The video will present the live events: who will be the guest speakers, and which subjects and case studies will be addressed → only if foreseen for modules/courses with a limited duration. Live events should be recorded to be available at the end of course.

- **Lecture**: **10" to 15" minutes** (if more, it can be split)
  Videos of the lecture itself. Will be more than one.

- **Wrap-up and way forward**: **60" to 90" seconds**
  This video will be made by the same person who made the introduction/welcome video, to thank for the attention, to summarize the primary learning outcomes and to show the way forward.

2. Technical requirements | Screen design

The screen design is provided by the JS and is compulsory for all videos.

Elements to be included:

1. Cover
2. Final take cover
3. Title of the course and speaker
4. Colour palette
5. Text font

Access the Canva project

Download files (zip)

3. Subtitles

Subtitles **must be sent to the JS** together with the video file:

FORMAT:
- File .txt
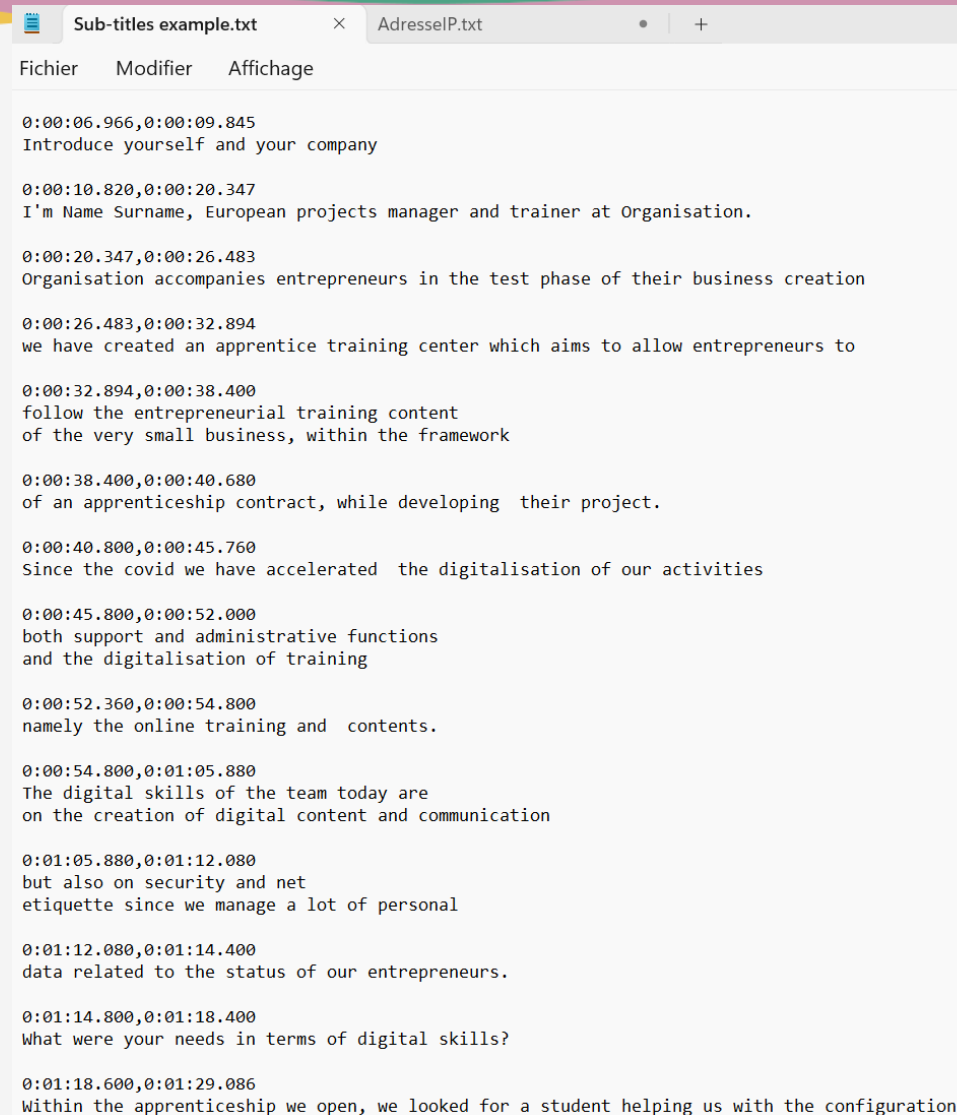- Timing (minutes / seconds)

  [Download example](#)

For further information, please visit these links:

[Supported subtitle and closed caption files](#)

[Tips for creating a transcript file - YouTube Help](#)

LANGUAGE:
- English / Other language / Arabic/French for Southern shore partners


```
Sub-titles example.txt          ×    AdresseIP.txt          •    +

Fichier    Modifier    Affichage

0:00:06.966,0:00:09.845
Introduce yourself and your company

0:00:10.820,0:00:20.347
I'm Name Surname, European projects manager and trainer at Organisation.

0:00:20.347,0:00:26.483
Organisation accompanies entrepreneurs in the test phase of their business creation

0:00:26.483,0:00:32.894
we have created an apprentice training center which aims to allow entrepreneurs to

0:00:32.894,0:00:38.400
follow the entrepreneurial training content
of the very small business, within the framework

0:00:38.400,0:00:40.680
of an apprenticeship contract, while developing  their project.

0:00:40.800,0:00:45.760
Since the covid we have accelerated  the digitalisation of our activities

0:00:45.800,0:00:52.000
both support and administrative functions
and the digitalisation of training

0:00:52.360,0:00:54.800
namely the online training and  contents.

0:00:54.800,0:01:05.880
The digital skills of the team today are
on the creation of digital content and communication

0:01:05.880,0:01:12.080
but also on security and net
etiquette since we manage a lot of personal

0:01:12.080,0:01:14.400
data related to the status of our entrepreneurs.

0:01:14.800,0:01:18.400
What were your needs in terms of digital skills?

0:01:18.600,0:01:29.086
Within the apprenticeship we open, we looked for a student helping us with the configuration
```

4. Tips | Scripting

Why scripting?

▪ A video script outlines **what you need to say** and **how** you want **to present it.**

▪ It helps you **clarify your video structure and goals.** Once you have it, you can **improve it** / rewrite it / use AI tools to filter.

▪ It makes you identify your **target** audience.

From script to video-shooting

▪ **Make bullets points** with your main ideas and stick it to the camera.

▪ **Don't read a text but rather explain what you're talking about** with your own words. It brings a better energy!

▪ Have your **first** and **last sentences written** so you have a better impact.

▪ Use **plain language** and avoid **acronyms:** keep it **simple.**

4. Tips | In front of the camera

Clothes, make-up and body language

- **Don't** wear thin **stripes** and heavy patterns, neon colors, all black/white, or with large brand logos > **moiré effects**

- **Don't be formal** (suits) if not needed

- Make-up: Put some **foundation + powder** on your forehead and your nose

- Try to **be relax** and don't hesitate to register several takes

- **Look at the camera** (imagine you are talking to a friend!)

- **Smile** but **be natural** (make some jokes before shooting it helps!)

- Figure out **what to do with your hands**: don't keep it behind your back or straight to your body

5. Sending the course materials + Check

Please send an **email to support@interreg-euro-med.eu** with in **copy academy@interreg-euro-med.eu**.

- Subject of the email: **Euro-MED Academy [Video]**

- Name of the project

- Title of the course

- Titles of the modules

- Video files

- Subtitles files

! **ONCE RECEIVED, THE MATERIALS WILL BE CHECKED BY THE COMMUNICATION UNIT OF THE JS AND THE EDUCATIONAL COMMITTEE**

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1. Introduction

Congratulations! The production of your training module is now complete, and the content has been revised and approved.

Now is the time to **showcase your work across all your communication channels,** such as:

- Your project website,
- Your social media channels,
- Your project newsletter,
- Press releases,
- And more...

2. Suggested communication plan

	Month before launch Awareness and teasing	**Launch Day** Visibility	**Following months** Sustain engagement
Website	News item announcing the release of the training module.	Highlight training on home page + dedicated news items.	News items about learners comments and experiences.
Social media	Save the date and teaser posts	Launch Day posts.	Monthly and then quarterly « reminder » posts. Learners quotes.
Emails / newsletter	Email announcing the release of the training module	Email inviting to take the training and share it to their contacts.	
Press release		Press release	

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3. More specific content ideas and practices

Month before launch
Awareness and teasing

- « New training coming soon »
- Save the date
- Behind-the-scenes, bloopers photos/videos
- Video teaser: project manager explains training material
- « 3 things you'll learn »: carousel or infographic
- Expert/Trainer quote
- Data/infographics related to the training topic.

Launch Day
Visibility

- Launch announcement visual
- Infographics: who's it for, duration, access link
- Project member stating the benefit of the training (video/quote)
- Details on the training content
- Short engaging video clip (stories/reels)
- Ask partners to share your launch posts, tag them
- Pin the announcement post for 2 weeks.

Following months
Sustain engagement

- Monthly reminder post
- Save the date for a future webinar.
- Participant posts: highlights what they liked about the training, learners testimonials...
- « Key insights » or « did you know » post: share one fact from the training.
- Updates on how many people joined, satisfaction rate of the training...
- Connect the training to a relevant day: world skills day, international day related to the training topic, etc.

3. Tags and hashtags

Use the following hashtags in your social media posts

- #InterregEuroMED
- #InterregEuroMEDAcademy
- #EUCohesionPolicy
- Use any popular hashtag that is relevant to the topic of your training.

Tag all relevant stakeholders in your social media posts

- Interreg Euro-MED Programme
- Your mission
- Your project
- Your project partners
- All experts involved in your training.
- Etc.

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4. Communication templates

Template for save-the-date, training release or any information related to a training.

Facebook post   **Access the Canva project**   **Download ppt file**

Instagram post   **Access the Canva project**   **Download ppt file**

LinkedIn post   **Access the Canva project**   **Download ppt file**

LinkedIn carousel   **Access the Canva project**   **Download ppt file**

! **PLEASE DUPLICATE THE CANVA PROJECT ON YOUR OWN CANVA WORKSPACE BEFORE BRINGING ANY MODIFICATION** 😊

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In case of need | Contact us!

Céline LIEVRE

Communication officer

clievre@maregionsud.fr

Thibaud MARIJN

Communication officer

tmarijn@maregionsud.fr

Olga MAZZOLINI

Communication manager

omazzolini@maregionsud.fr

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