



COMMUNICATION TOOLKIT & SOCIAL MEDIA GUIDELINES

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Introduction

The communication toolkit of the Cassandra project makes sure that communication is done in an effective and consistent way. This will help to communicate the message of the project, engage stakeholders and build a strong and recognizable brand presence.

For each element of the visual identity there are clear guidelines on how to use them consistently across various communication channels. This ensures that all project materials maintain a consistent look and feel.

Next to the communication toolkit, the social media guidelines describe how to communicate, what tone of voice and which tags to use to ensure consistent and effective communication increasing the visibility of the project and its activities.

Communication toolkit

The communication toolkit contains different elements such as the project logo, colour scheme and fonts to prepare consistent communication across various channels.

Cassandra logo

The Cassandra logo is the centerpiece of the visual identity. The logo is a colourful mix of different dynamic figures interacting with each other resulting in a meaningful narrative.

The colours used are bright, young, fresh and diverse representing the young storytellers, their different backgrounds and the different social themes they will be working with.

The logo is available in different styles both for digital and print applications.

Primary logo: block format / horizontal format



Use the primary logo on all official documents and communications and ensure the logo is clearly visible and not distorted. Make sure you maintain a clear space around the logo, free from any other elements. This clear space should be at least equivalent to the height of the logo.

Do not alter the colors, proportions or orientation of the logo. Do not use as a watermark.

For print materials, place the logo in a prominent position, preferably on the top or bottom right corner.

For social media, use the logo in the profile picture or within the header / cover image.

Monochrome logo: block format / horizontal format

Use the monochrome version whenever the background is cluttered or whenever there is not enough contrast.



Colours

Ensure all used colours are consistent by using RGB values for digital applications and CMYK values for print. Do a print test to ensure colour accuracy.

Primary colours:

Use primary colours predominantly in all branding materials.

Blue:	RGB:	0 / 123 / 196
	CMYK:	100 / 35 / 0 / 0
Green:	RGB:	188 / 207 / 0
	CMYK:	35 / 0 / 100 / 0

Secondary colours:

Secondary colours can be used for highlighting, backgrounds or accents.

Magenta:	RGB:	229 / 0 / 91
	CMYK:	0 / 100 / 40 / 0
Purple:	RGB:	177 / 65 / 145
	CMYK:	35 / 85 / 0 / 0

Fonts

Primary Typeface:

Calibri is the primary typeface for all communications about the project wherever possible.

Individual partners will follow their own communication guidelines when sharing information.

Social media

Social media will be intensively used to communicate activities and events. They form a low threshold into (new) audiences and organizations to actively take part in the activities of the project. Social media can engage them in discussions and informal sessions about oral storytelling, social engagement, international work, audience development and trigger them to dive deeper into the project outcomes.

The variety of social media channels used by the partnership, allows us to target specific audiences with adapted messages according to their communication preferences. We focus on Facebook, Instagram, LinkedIn, YouTube and TikTok being the biggest and most commonly used social networks of this moment.

The social media contact person for each partner organisation is:

FEST:	Shona Cowie
STC:	Maaïke Kemmink
Grupa Studnia O:	Agnieszka Aysen Kaim
Fortellerfestivalen:	Frances Gerono Huby
Sagobygden:	Lotta Welmsö
Alden Biesen:	Kevin Slechten

These people are appointed administrators of the different pages.

The project partners will mainly communicate around the key moments in the project on their available channels in English and/or their local language.

Key moments in the project:

May 2024:	presentation first results, report on the training week in Alden Biesen and launch first version website
November 2024:	first performance in Amsterdam
January/February 2025:	mid-term update
June 2025:	final presentations in Italy and presentation of the results
February 2026:	project results and conclusion, training materials

The young storytellers will play an even more important role in spreading the word on social media. They will make extensive use of their social media channels and network to promote the project. They will regularly share updates and highlights of their participation in the Cassandra project to raise awareness and engagement.

Social media guidelines

Social media guidelines on what and how to communicate and which tags to use, ensure consistent and effective communication increasing the visibility of the project and its activities.

Important guidelines to take into account:

- Protect your privacy and that of others by not sharing sensitive or personal information without consent
- Beware of the legal and ethical implications of your posts, including copyright and intellectual property considerations
- Be respectful when responding to comments and give feedback in a constructive way
- Report inappropriate behavior
- Make sure there is at least 8 hours in between posts
- Avoid posting pictures of meetings or meals without any reference to the content of the project
- Always use hashtag #CassandraStorytelling for more visibility

Content:

For the young storytellers:

When using social media, it is important to be true to yourself and your voice by sharing genuine experiences and insights.

Suggestions on what to share:

Personal experiences: share your own thoughts and perspectives during every step of the project (e.g. gathering of materials, writing, creation, rehearsals, try-outs, workshops, interaction with other participants...)

Behind-the-scenes moments: this could include clips of your writing sessions, bits and pieces of a rehearsal or moments of self-reflection

Creative process updates: show how your ideas grow from concept to script, from script to performance

Milestones and achievements: plan posts around key moments in the project and give an update on your personal achievements and contributions.

Form:

Use the Cassandra logo if possible, ensuring it is clear and not cropped. Also pay attention to the clear space rules.

Use high-quality images and graphics that reflect the professionalism of the project.

Use the following project-specific hashtag to increase visibility: #Cassandra2425

and add the pages of all partners: (insta + FB pagina's met @ taggen

Instagram:

https://www.instagram.com/storytelling_centre/ <https://www.instagram.com/storytellersineurope/>
<https://www.instagram.com/sagobygden/> <https://www.instagram.com/aldenbiesen/>
<https://www.instagram.com/fortellerfestivalen/>

Facebook

<https://www.facebook.com/StorytellingCentre>
<https://www.facebook.com/federationforeuropeanstorytelling/>, <https://www.facebook.com/sagobygden>,
<https://www.facebook.com/LandcommanderijAldenBiesen>, <https://www.facebook.com/GrupaStudniaO>,
<https://www.facebook.com/Fortellerfestivalen>

LinkedIn

<https://www.linkedin.com/company/storytelling-centre> <https://www.linkedin.com/company/sagobygden/>
<https://www.linkedin.com/company/landcommanderij-alden-biesen/posts/?feedView=all>

Tiktok

<https://www.tiktok.com/@storytelling.centre>

Refer to project landing page on FEST website whenever possible.

For more information visit the Cassandra landing page:

<https://fest-network.eu/project/cassandra/>

Don't forget to mention the co-funded by the Creative Europe Programme... logo



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.

Tone of voice

The communication strategy across the different communication moments needs to make sure the tone of voice aligns with the goals of the project and the audience. Throughout all communication moments, maintain a consistent tone that is professional, positive, encouraging and inspiring. This ensures that all project materials maintain a unified look and feel.

Here are the guidelines for five key communication moments:

1. Presentation first results, report on training week and launch website (May 2024)

Tone of voice: informative, inspirational and excited

Announce with enthusiasm: share the actual start of the project with excitement to generate interest and engagement. Provide essential details about the project's objectives, scope and expected impact and document with engaging visuals like videos and images.

2. Presentations in Amsterdam (November 2024)

In preparation of the Amsterdam training and performances, the StoryTelling Centre will weekly post a teaser video of each participant to present themselves and give a sneak preview of their performance to attract people to the November performances in The Netherlands.

These videos also have subtitles and will be available for all festival organizers to use on their website or in their own social media posts.

3. Mid-term update (January/February 2025)
4. Final presentations in Italy and final results
5. February 2026: project results and conclusion, training materials

Available in the Google Drive dissemination folder

- Cassandra logo in different set-ups and formats for print and digital use
- A4 (landscape and vertical) with all logos and the disclaimer in .doc format
- Banners (horizontal and vertical) for digital and print
- Communication toolkit including logo and visual identity
- Social media guidelines
- Teaser videos of young storytellers
- Flyer templates
- Articles for the newsletters (the blogs/monthly articles)
- Texts for the website (to translate)
- Videos (raw footage and edited versions)
- Recordings of performances
- Pictures
- Draft versions of press releases
- EU visuals and disclaimers + user instructions