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# EU-CONEXUS Enables Project Visual Identity

**A comprehensive logo and visual identity have been developed by EU-CONEXUS.**

**This helps to:**

- Elevate the visibility of the parent brand (and therefore add strength to sub-brands)
- Enhance brand value (a brand that hosts other brands, products or projects is perceived as better established and reliable)
- Operational efficiency (documents, templates, marketing materials, etc. are produced in a more efficient manner, as their adaptation to different formats is consistent across the family of brands)
- Avoid brand confusion
- Foster a sense of belonging to the Alliance among staff through branding.

All communication materials and tools should follow guidelines of the visual identity.

**Find more about EU-CONEXUS visual identity:  
Visual identity - EU-CONEXUS**

As a project of the Alliance, EU-CONEXUS Enables adheres to the same design principles and rules as the main logotype of the EU-CONEXUS brand.

The grant must acknowledge the EU support and display the European flag and funding statement.



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**Any communication or dissemination activity related to the action taken at EU-CONEXUS Enables must indicate the following disclaimer.**

EU-CONEXUS Enables  
logotype, preferably larger,  
should be used separately  
in Horizontal composition.

The set order of project  
partner logos remains  
consistent in both  
horizontal and vertical  
compositions.



8 social partners' logos are used in EU-CONEXUS Enables promotion:










# Lorem Ipsum

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

 Lorem Ipsum



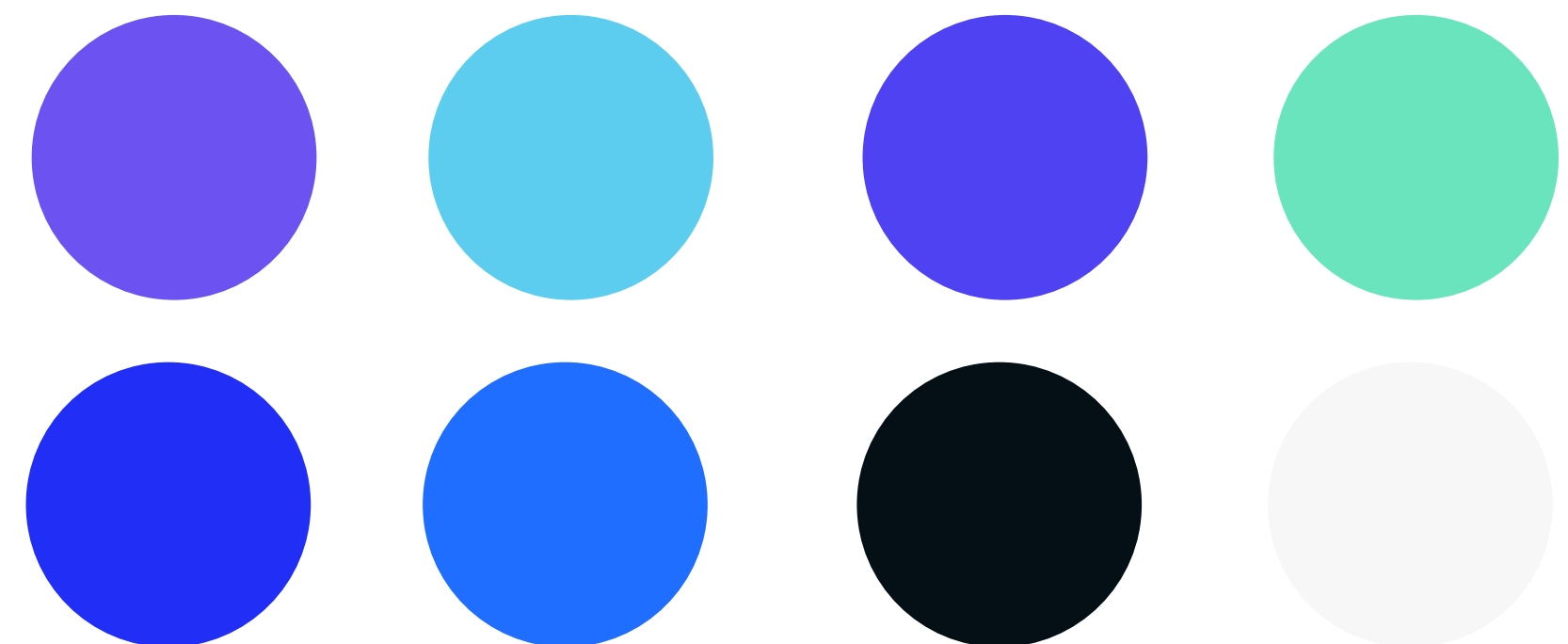



# Lorem Ipsum

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

 Lorem Ipsum

Communication activities of EU-CONEXUS Enables go in line with the already created EU-CONEXUS visual identity (including colors, graphics and fonts) in order to ensure comprehensive and harmonized communication and dissemination of the project results to different user groups.





The EU-CONEXUS website maintains a consistent look with the visual identity of the brand, and the EU-CONEXUS Enables project follows suit. It includes a separate landing page designed to host main information and all public deliverables. Additionally, various products, services, and news updates will be seamlessly integrated into the overall EU-CONEXUS website.

**EU-CONEXUS Enables**  
Fostering sustainable synergies to develop long-term solutions for SmUCS based on the Digital Twin technologies

- Coastal connectivity, empowered teams - utilizing Digital Twin concept for SmUCS challenges
- Counting on young generation of researchers, bridging expertise
- Participatory science and stakeholder dialogue
- Cultivating synergy, fostering talent, building capacity
- Reinforcing integrity - promotion of Equality, Diversity, Inclusion
- Partner collaboration for quality content in Open Science

**The project aims to:**

- Enhance skills, employability, and career prospects for researchers.
- Elevate the quality of scientific endeavours, augmenting capacity within the European Research Area to address societal challenges, and improving interaction between science and society.
- Increase engagement and cooperation of researchers with various stakeholders including communicators, journalists, industry, policymakers, and civil society.

**About**

The EU-CONEXUS Alliance implements a comprehensive approach to higher education, covering education, research, innovation, and societal service, all under the thematic umbrella of „Smart Urban Coastal Sustainability“ (SmUCS). Within this framework, the partner universities and some newly joined embark on a new endeavor: the EU-CONEXUS Enables project. This initiative aims to facilitate solid academic and scientific collaboration among Alliance members while aligning with the European Research Area (ERA) policy agenda Action 13, and other ERA initiatives.

EU-CONEXUS Enables seeks to establish an innovative ecosystem that nurtures sustainable synergies among the Alliance and its partners, including municipalities and stakeholders. Through the Digital Twin approach, we aspire to develop enduring solutions for Smart Urban Coastal Sustainability challenges. Key to our approach is the promotion of effective knowledge sharing, resource pooling, and joint efforts among all stakeholders.

The project offers upskilling opportunities covering various topics including team management, fundraising, mobility, and networking. Sessions focus on leadership, wellbeing, impact, and career prospects beyond academia, aiding researchers in navigating their careers effectively. Stakeholder engagement, facilitated by the EU-CONEXUS Stakeholders Academy, encourages networking, learning, and collaboration. Core activities include joint research tackling SmUCS challenges through initiatives like joint PhD cotutelle grants, post-doc mobilities, and micro-seeding grants, aiming to foster innovative ideas, attract funding, and promote research integrity and gender equality in Europe.

**Widening Countries**

- La Rochelle Université
- Cyprus University of Technology
- Universität Rostock
- SE TU

**Non-widening Countries**

- Klaipėda, Lithuania (City Development Agency Klaipėda ID)
- Zadar, Croatia (Zadar County)
- Limassol, Cyprus (Municipality of Limassol)
- Bucharest, Romania (Primăria Sectorului 2 București)

**Social partners contributing to the action:**

- La Rochelle, France (Département de la Région de La Rochelle, Communauté d'Agglomération de La Rochelle)
- Waterford, Ireland (Southern Regional Assembly)
- Athens, Greece (Smart Agro-Hub, Anagnosti Etalia Lefkada)

**Lead Partner:** UT CB (University of Applied Sciences)

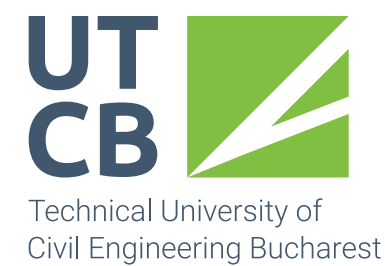
**Partners:** Frederick University, La Rochelle Université, Cyprus University of Technology, Klaipėda University, Universität Rostock, SE TU, Digital Campus

**Associated Partners:** Klaipėda ID, Zadar County, Municipality of Limassol, Primăria Sectorului 2 București

**Start date:** 01/02/2024  
**End date:** 31/01/2029  
**Funding:** 4 968 002 Eur  
**Programme:** HORIZON-WIDERA-2023-ACCESS-03  
**Project number:** 101136822

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Technical University of  
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**Mrs. Name Surname**  
EU-CONEXUS Enables  
Project Manager

[www.eu-conexus.eu/en/eu-conexus-enables/](http://www.eu-conexus.eu/en/eu-conexus-enables/)

We ensure consistency in branding not only in our external communication but also in our internal communication. To maintain this consistency, we have prepared branded elements such as screen backgrounds for online meetings, e-signatures, templates for documents, and more.