



**BLUE CAREER CENTRE OF EASTERN MEDITERRANEAN AND BLACK SEA  
(MENTOR)**

AGREEMENT NUMBER—EASME/EMFF/2016/1.2.1.2/06/SI2.749365-MENTOR

**“Blue Careers in Europe”**

**D5.1.2 BLUE CAREER CENTRE EASTMED-BLACK SEA COOPERATIVE PROFILE**

**T5.3: Project Communication Tools and Activities (M2-M24) (M2, M24)**

Revision: v1

<b>Workpackage</b>	<b>WP5. Dissemination activities</b>
<b>Task</b>	<b>T5.3: Project Communication Tools and Activities</b>
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<b>Abstract</b>	5.1.2 - BLUE CAREER CENTRE EASTMED-BLACK SEA project logo has been designed within WP5 for a uniform presence of the project. The colors used are used as a baseline for producing brochure, poster, banner, presentation templates, and presentations.
<b>Keywords</b>	Cooperative profile, project logo, communication tools



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## EXECUTIVE SUMMARY

This document represents the design of the logo for the project MENTOR. The logo is necessary for a uniform presence of the project.

The project logo will be present in all visual material; banners, posters, flyers; newsletters; video material, online advertising material etc.



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## 1 INTRODUCTION

This document is developed as part of MENTOR (Blue Career Centre of Eastern Mediterranean and Black Sea) project, which is partially funded under the EASME project MENTOR, Grant Agreement EASME/EMFF/2016/1.2.1.2/06/SI2.749365-MENTOR.

The BLUE CAREER CENTRE EASTMED-BLACK SEA logo corresponds to Deliverable 5.1.2 of Work Package 5 (WP5) - Dissemination activities. WP5 will ensure general awareness and dissemination activities of the Blue Career Centre (BCC) of East Med-Black Sea project, as well as create networking and an exploitation plan defining the exploitation model framework (products and services, market, distribution, pricing, etc.) of the Blue Career Centre (BCC) of East Med-Black Sea outputs.

The specific objectives of this WP is to broadly disseminate the project results through:

- A dedicated web site construction that will contain information about the project's objectives, approach, project status, study sites, deliverables, planned events, etc. It will be continuously extended and updated during the project's lifetime and will have both a public access area and a limited access area for Consortium use, to transfer information and facilitate information exchange. All partners will contribute with relevant information.
- Dissemination in web and social networks.
- Participation/presentations in events, conferences and workshops: There are numerous opportunities for participation in national and international events related to Blue Growth, shipping, cruise, aquaculture fairs, oil & gas fora, etc.
- Project newsletters twice a year and press releases, with news and info project activities, events and outputs available, finding Internships and summer jobs, etc.
- Articles and publications in the relevant media, including national maritime business, carrier mentoring and maritime sector-related magazines, newspapers and journals of broad information in each country.
- Articles/reviews published in different media in order to introduce the functionalities of the Blue Career Centre (BCC) of East Med-Black Sea (media related to carrier development, job opportunities, rural development, innovation, entrepreneurship, etc).
- Good practice guides for maritime Blue Career and policy recommendations.

Task 5.3 - Project Communication Tools and Activities- includes the design of project logo and visual material; production of banners, posters, flyers; preparation and sending out the newsletters; production of video material, online advertising material etc.; production of multimedia training for developers.



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## 2 LOGO DESIGN

### 2.1 Logo

The final logo is given below.



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The logo and its colors are used as baseline for brochures, posters, banners and presentation templates as shown below.



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Mentor Project is co-funded by the European  
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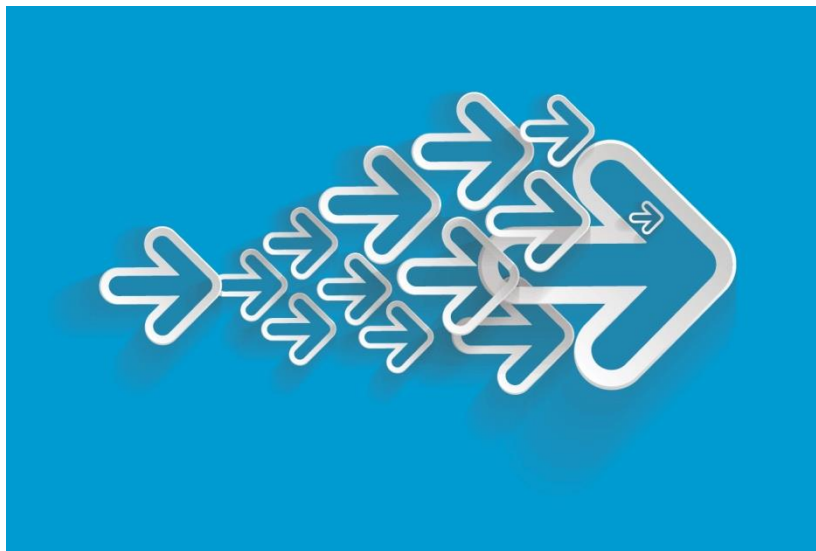
**Place, Date**



## 2.2 Other MENTOR artworks

Six cartoons have been designed specifically for the MENTOR project. Five of them indicate professions in the four MEAs of interest (Shipping, Aquaculture, Cruise Tourism, Oil and Gas) and one projects a "Go blue" direction.





### ***2.3 Other proposed MENTOR logos***

A number of logos have been suggested by MCB for the MENTOR project. These are depicted below.





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#### ***2.4 Acknowledgement***

*This website has received partial funding from the European Union, under the EASME project MENTOR, Grant Agreement—EASME/EMFF/2016/1.2.1.2/06/ SI2.749365-MENTOR.*

#### ***2.5 Disclaimer***

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