



COMMUNICATION GUIDELINES

for the ECCCH funded projects

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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.

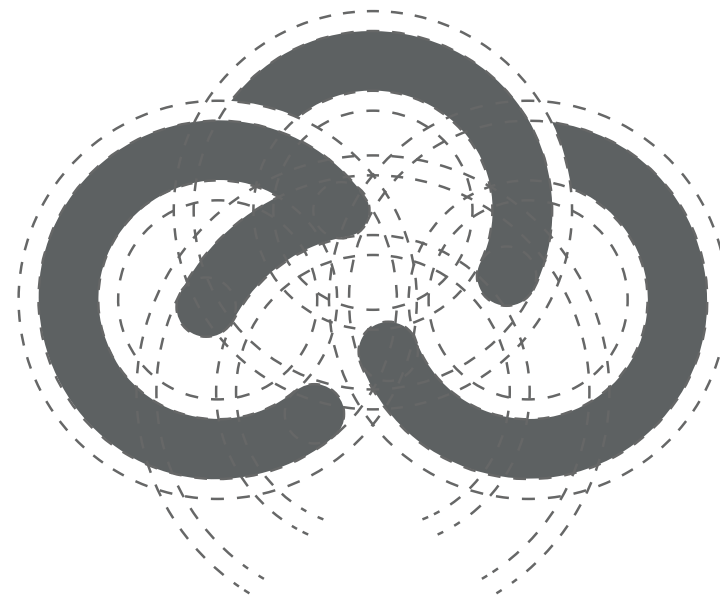
In other words, all ECCCH-funded projects are members of a larger community coordinated by ECHOES. It is therefore of paramount importance to coordinate communication efforts in order to present ourselves in a unique and coherent way to our stakeholders.

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.

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.



NAMING

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). **Please avoid other variations.** Use either **“Cultural Heritage Cloud”** or **“ECCCH”** if an abbreviation is required.

It is also important to specify - both in the presentation and in all communication materials - that any reference to the Cultural Heritage Cloud should be followed at least once by the phrase **“being developed by ECHOES”**.

For example: “TEXTaiLES will make this tool available on the Cultural Heritage Cloud, being developed by ECHOES.”



VISUAL IDENTITY



LOGO USAGE

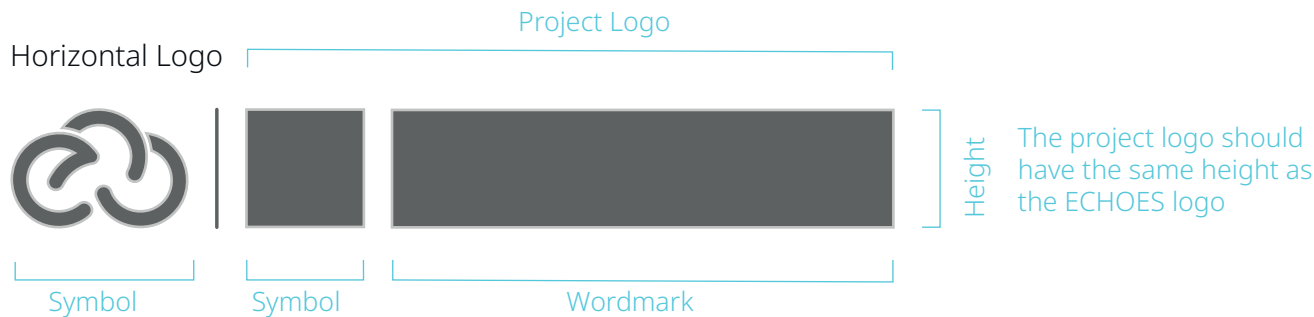
ECHOES logo: In all co-branded materials, the ECHOES logo must be used exclusively in its symbol form, without the accompanying text. This simplifies the visual representation of the logo and ensures adaptability when combined with other logos.

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.

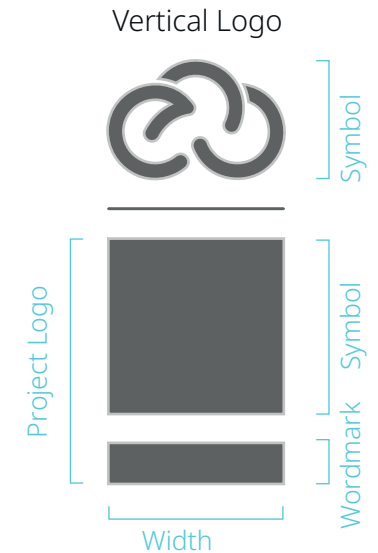
When designing the project logo, it is recommended to take into account the visual identity of ECHOES, making choices consistent with the clean and sober lines of the ECHOES symbol.

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.

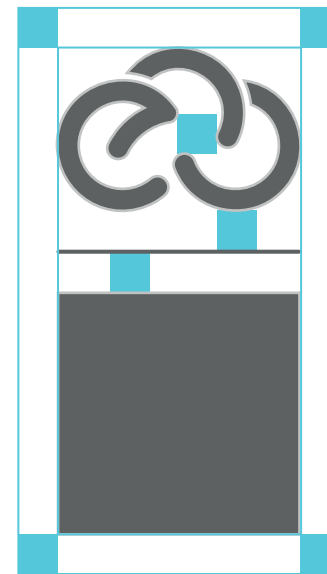
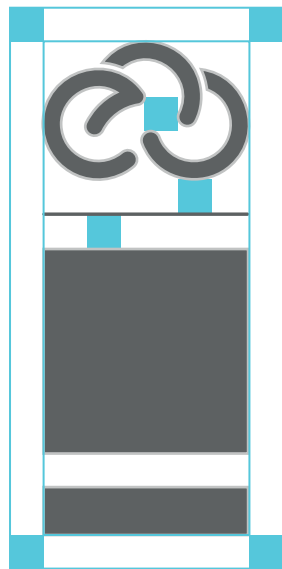
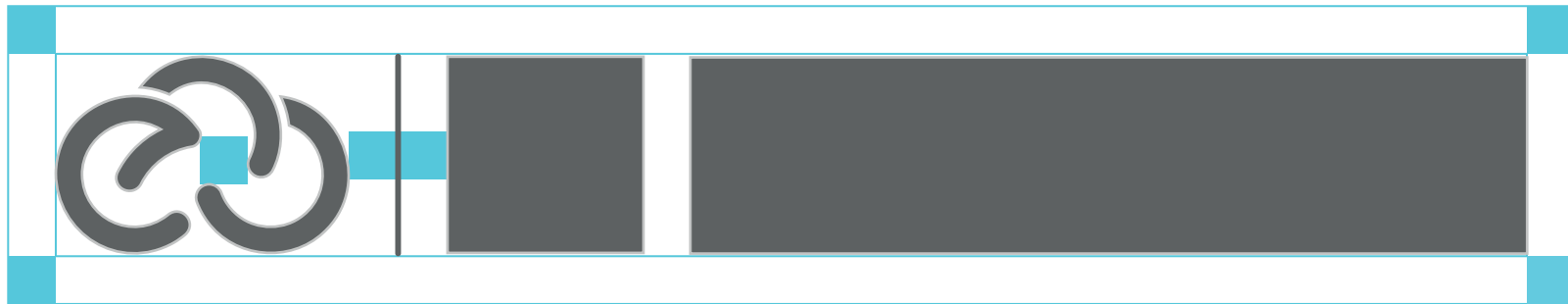
Sufficient clear space must be maintained around both logos and the separating line, adhering to the minimum spacing requirements of each brand's guidelines. This ensures that both logos are visible and distinct, avoiding any overlap or visual clutter.



The project logo should have the same width as the ECHOES logo

CLEAR SPACE

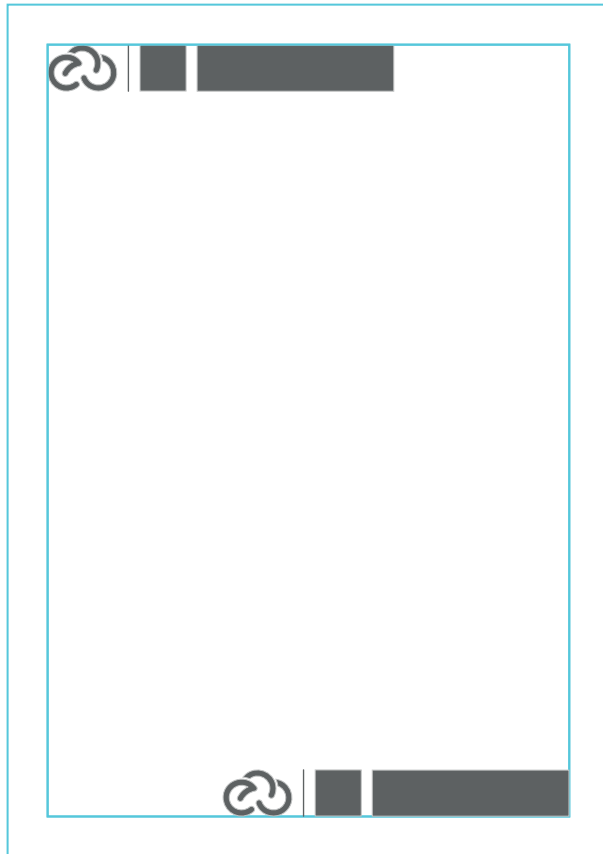
Both ECHOES logo and the project logo must always be surrounded by a minimum amount of breathing space to protect the integrity of the logo.



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.20](#)).

REVIEW AND APPROVAL PROCESS

All co-branding elements related to the project's visual identity **must be reviewed and approved by the ECHOES coordination and communication team** before publication.

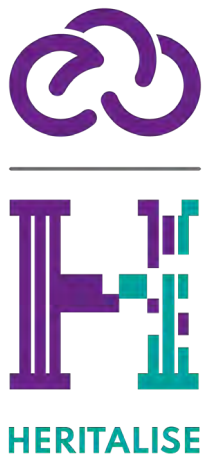
This includes:

- the project **logo** (in vector format),
- the general **visual identity**,
- the project **website layout**,
- the **first flyer** or **dissemination material** produced at the **beginning of the project**.

Once the general visual identity has been approved, projects can proceed autonomously, provided that the guidelines are consistently followed.

EXAMPLE OF GOOD PRACTICE

The following examples showcase logos that correctly apply the ECCCH visual identity guidelines. They demonstrate consistent use of colour, spacing, typography, and clear space, ensuring brand coherence across different project contexts.





WEBSITE DEVELOPMENT

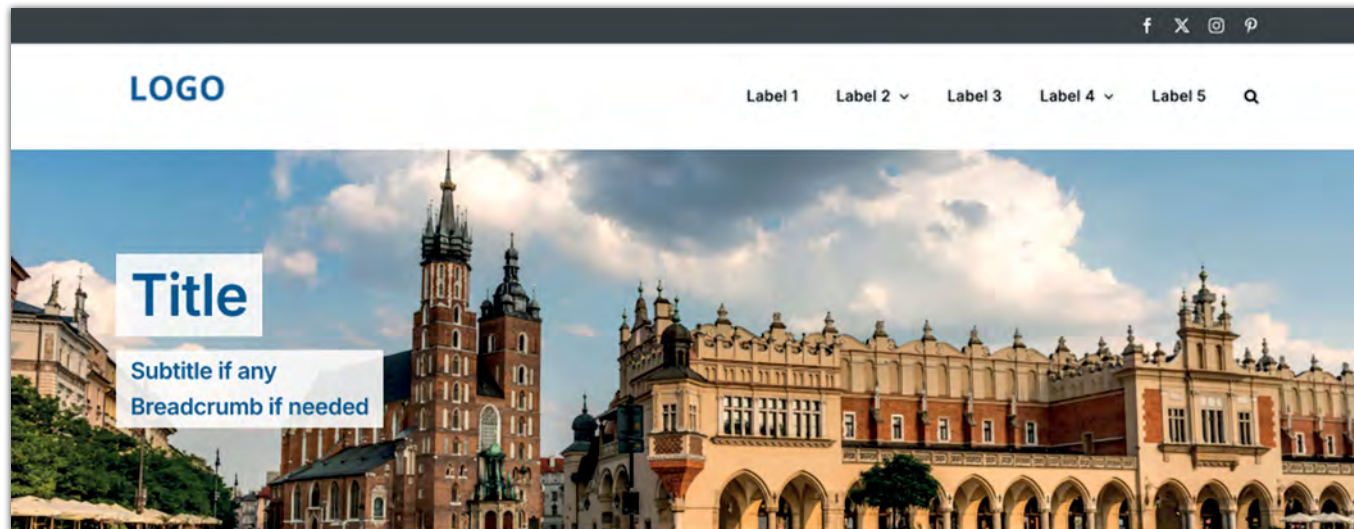
URL STRUCTURE

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.

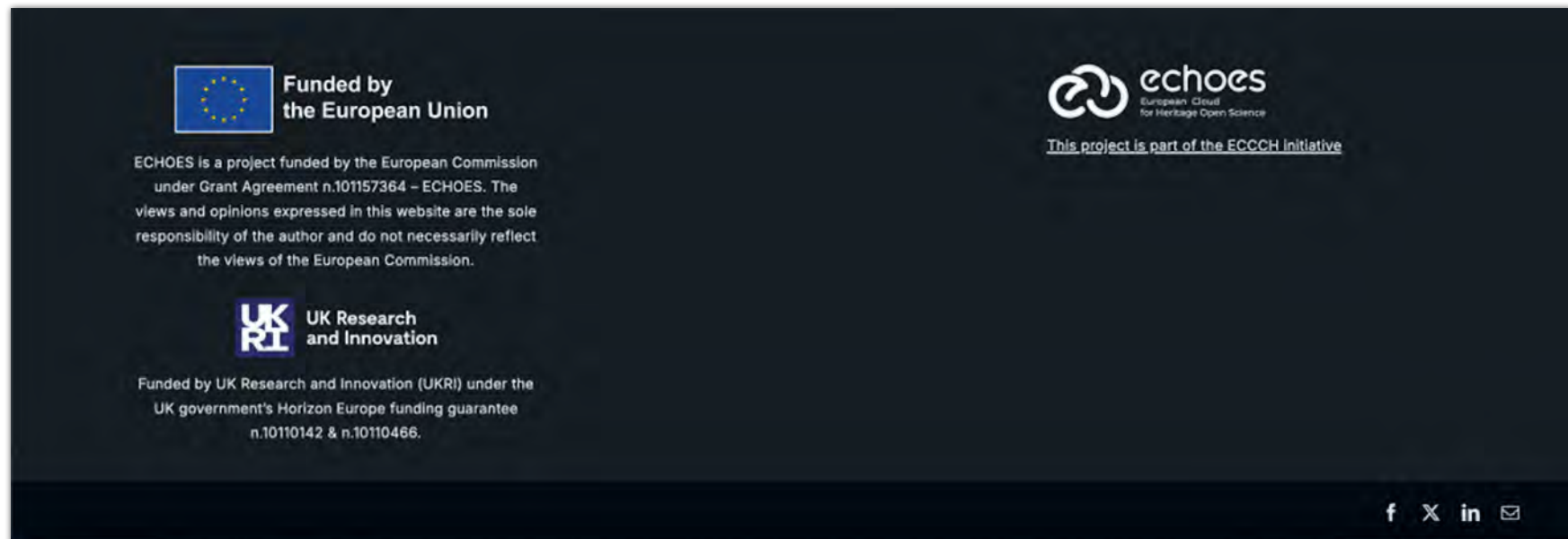


WEBSITE LAYOUT AND REFERENCES

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 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's key elements and a link to [echoes-ecch.eu](https://www.echoes-ecch.eu). Projects may either create a dedicated page based on the sample text below or link directly to the current ECHOES page: <https://www.echoes-ecch.eu/community/>

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](https://www.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.



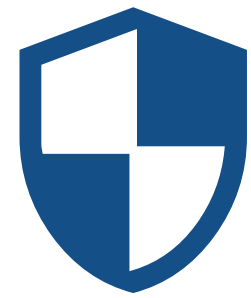
Responsive



SEO optimisation



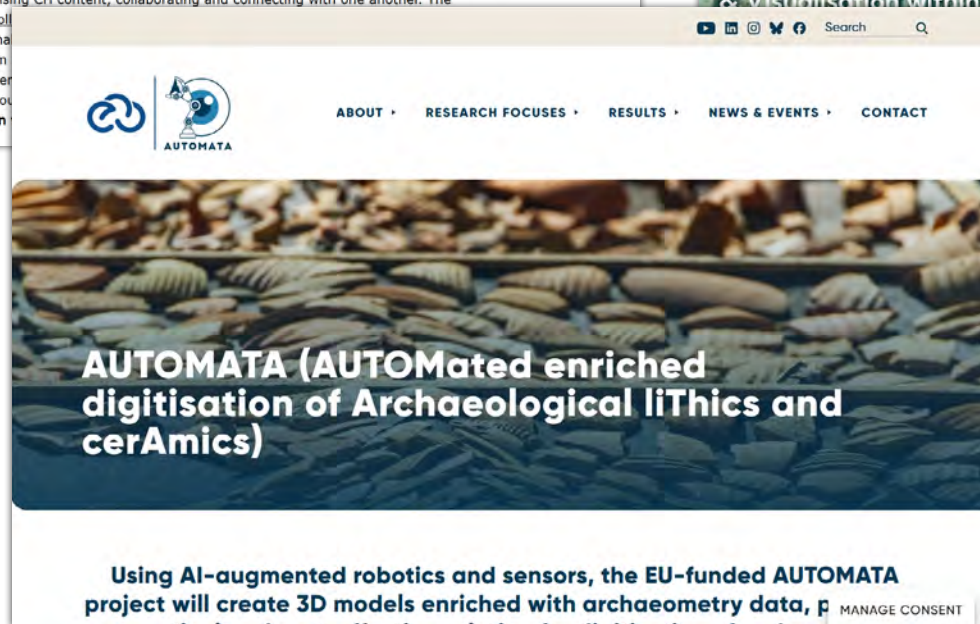
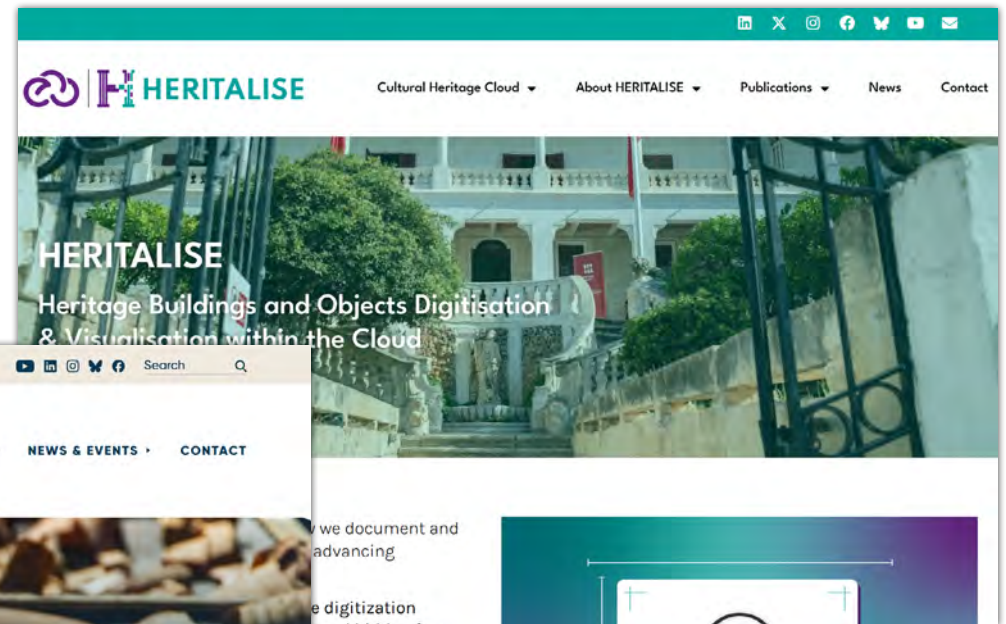
Accessibility



Security

EXAMPLE OF GOOD PRACTICE

This section shows examples of well-designed project websites (e.g., AUTOMATA, TEXTaiLES) that follow the ECHOES guidelines. They illustrate good practices in terms of layout, navigation, visual coherence, and acknowledgements. These models can be used as a reference when developing new project websites.



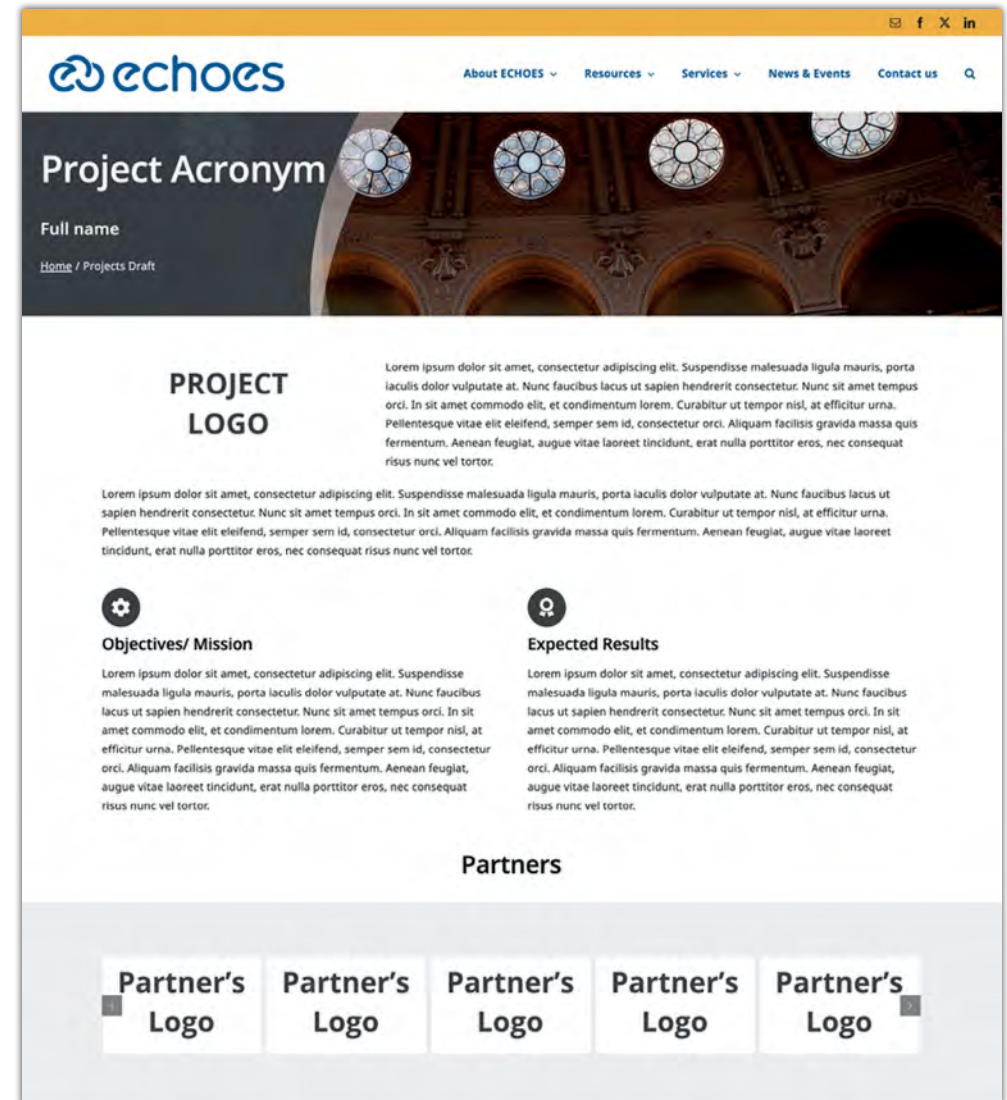


OTHER REQUIREMENTS

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).
- **Project logo** in vector format.
- At least **one feature image** (approx. 2000x1100 px).
- **List of partners** involved and their **respective logos**.

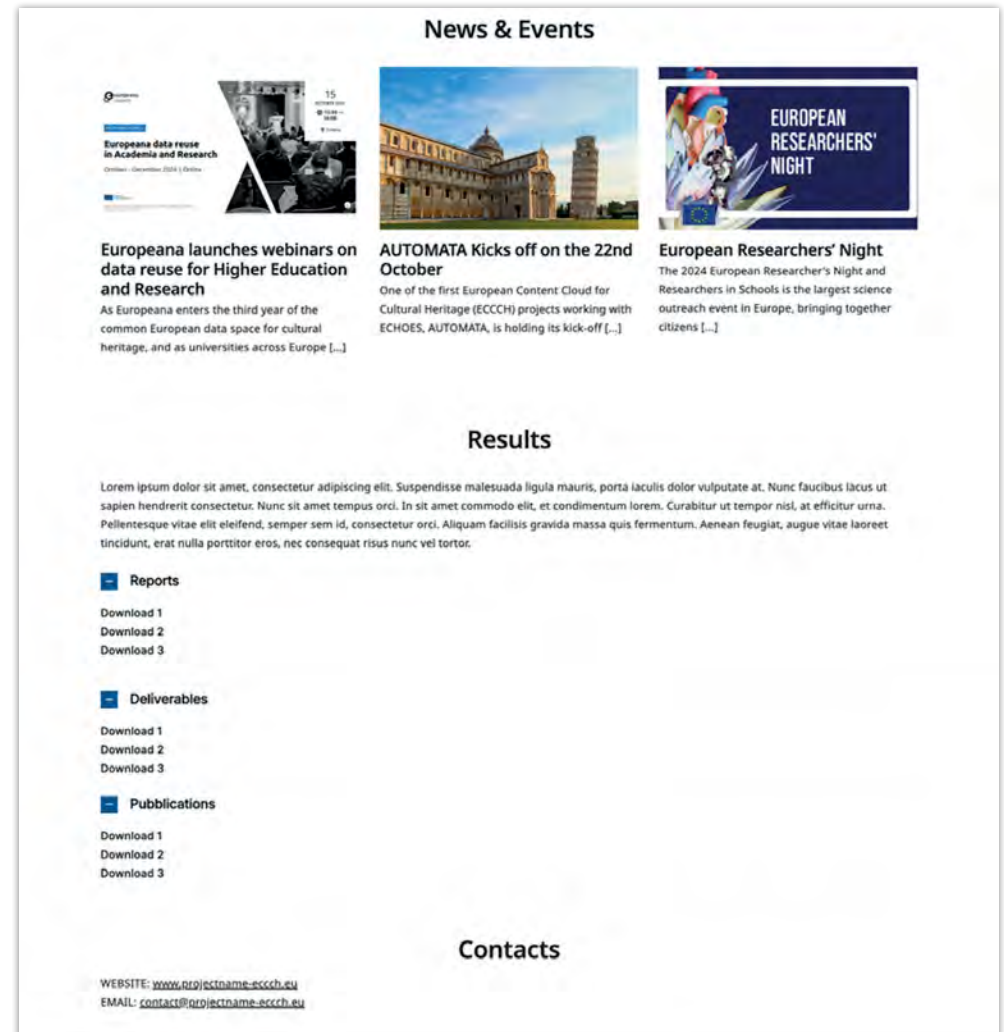


DESCRIPTIVE PAGE ON ECHOES-ECCCH.EU

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.

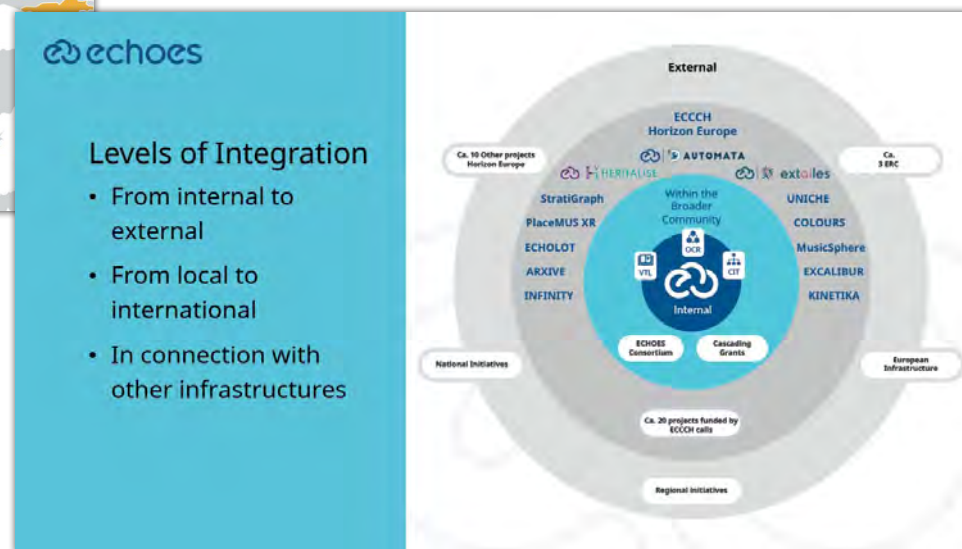
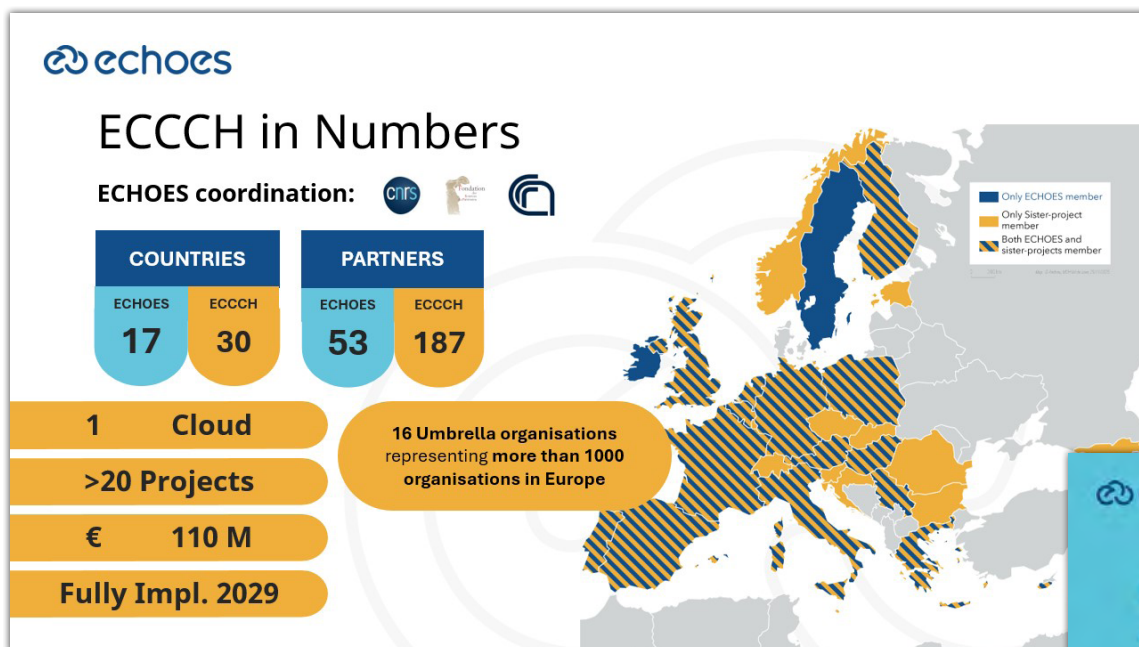
A dedicated platform has been set up to facilitate communication and exchange of information between the projects and the ECHOES communication team ([see p.24](#)).



GENERAL PRESENTATION

Each project must include, within its main presentation, **two slides** illustrating its **role within the Cultural Heritage Cloud**. These slides should present the ECCCH key figures and **geographical coverage**, as well as the different levels of integration within the Cultural Heritage Cloud.

The slides will be shared by ECHOES and may **be adapted to reflect the specific design and colours of each project**; however, the **content should remain as indicated**. Below are screenshots of the slides in their current version. These will be updated as the Cultural Heritage Cloud evolves and as new projects join.





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:

Use the following unified sentence:

"**This project is part of the #Eccch initiative, coordinated by the @echoes_eu project**", tagging the ECHOES project correctly according to the social media platform as indicated at [page 23](#).

TONE 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.

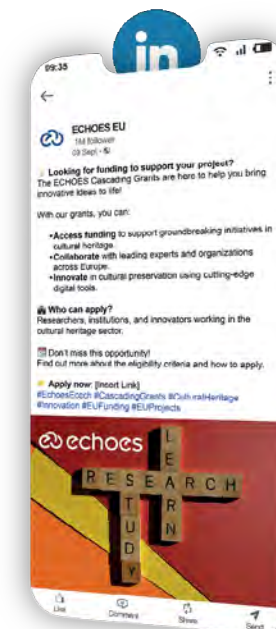
POST STRUCTURE

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+Eccch** as its main hashtag (e.g. #AutomataEccch, #TextaillesEccch, etc.) and reference the official Cultural Heritage Cloud hashtags in their posts:

- **#CulturalHeritageCloud**: main hashtag used to collect information from all ECCCH-related projects
- **#EchoesEccch**: 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.bsky.social
- **Mastodon**: @ECHOES_EU.mastodon.social

Tags must be verified with the ECHOES communication manager

VISUALS AND GRAPHIC ASSETS

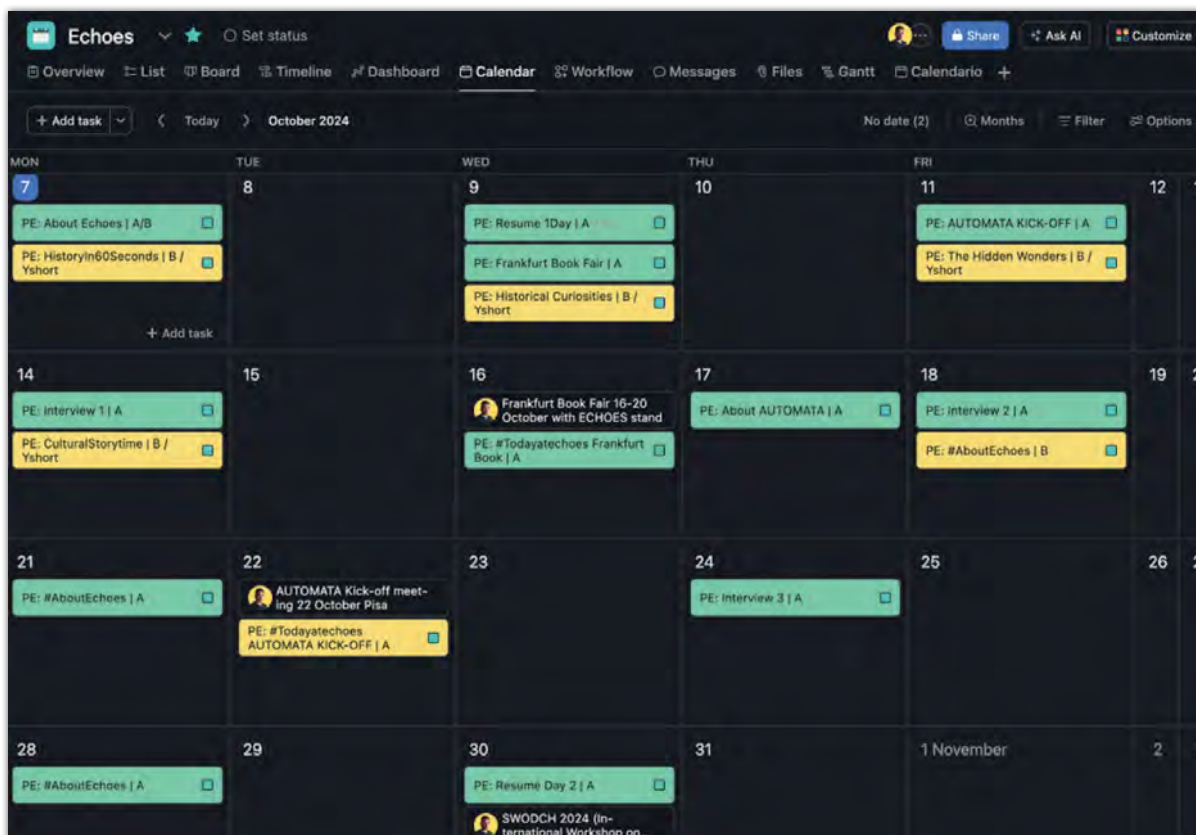
- **High quality**: images and videos must be of high quality. Avoid pixelated or unclear content.
- **Branding**: ensure that the project's logo and branding are visible in every visual content piece.



COLLABORATIVE PLATFORMS

ASANA 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.

WHERE TO SHARE INFORMATION IN ASANA

Asana includes three key areas for communication and dissemination activities:

1. ECHOES Editorial Plan (read-only)

- Provides an overview of upcoming content scheduled for dissemination through ECHOES–ECCCH web and social media channels.

2. ECHOES Public section – for contributions from partners

- **News:** Use this to report news items related to the Cultural Heritage Cloud or to one of the ECCCH-funded projects that should be disseminated via project channels. When you create a news item, please tag **@Sheena** and **@Brayan** so they know a new item has been created and can capture all the necessary details
- **Events:** Use this to report relevant events where ECCCH will be featured. Please label your event as a **“Sister Projects Event”** so it can be distinguished from ECHOES-specific events.

3. ECHOES Sister Projects section

A space where messages can be sent to all communication managers of the ECCCH projects. It is mainly used by the ECHOES team for information that concerns everyone (e.g. calls for contributions to the bimonthly newsletter), but can also be used by individual projects to share announcements relevant to the whole community.

Please **use this channel sparingly** to avoid excessive notifications.

Note on events with deadlines (e.g. call for papers)

If an event includes important preliminary deadlines, such as a call for papers, please:

- create an **entry in the “Events” section** with date, location, link, and how the event relates to ECCCH; and
- create a **separate entry in the “News” section** for the call for papers, tagging **@Sheena** and **@Brayan**.

This ensures that all key information is properly recorded and can be promoted through the project’s official channels.

HOW TO ACCESS AND USE ASANA

1. Access

All partners responsible for communication will be invited to join the Asana workspace.

2. Basic use

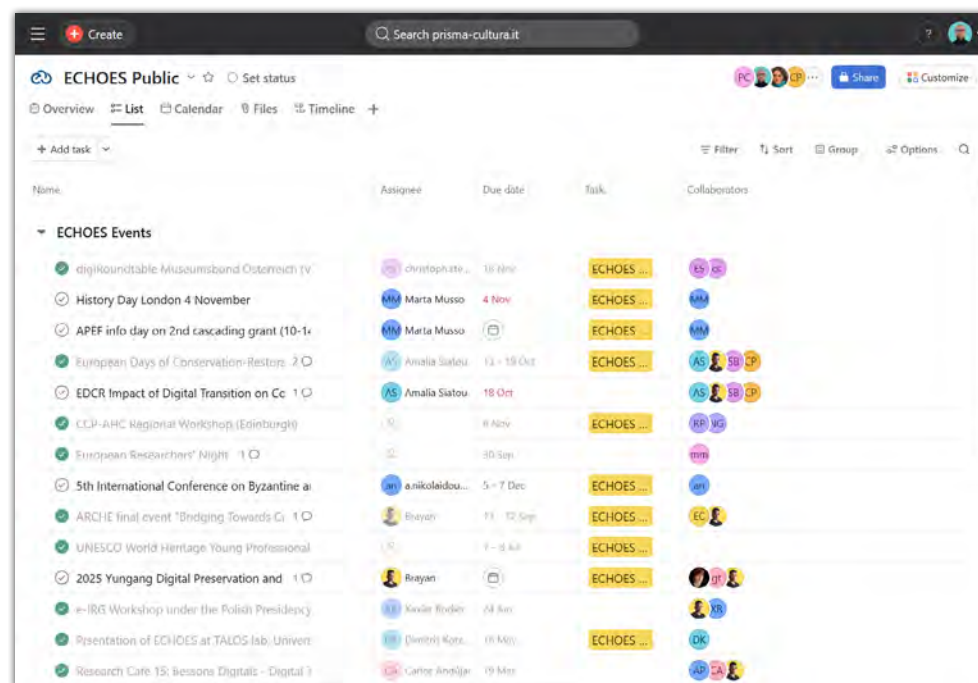
Once you have access, use the ECHOES Public and ECHOES Sister Projects sections as described above to share news, events, and community-wide announcements.

3. Further guidance

For a short tutorial on how to use Asana:

<https://youtu.be/rPeRnE5YANY>

If you experience any issues accessing or using the platform, please contact our Social Media Manager, Brayan Padilla, at: itsbrayan.padilla@gmail.com



ZENODO COMMUNITY

USING ZENODO

Using Zenodo It is a requirement that all key outputs from the ECCCH-funded projects (e.g. deliverables, reports, publications, etc.) must also be added to the ECCCH community on Zenodo.

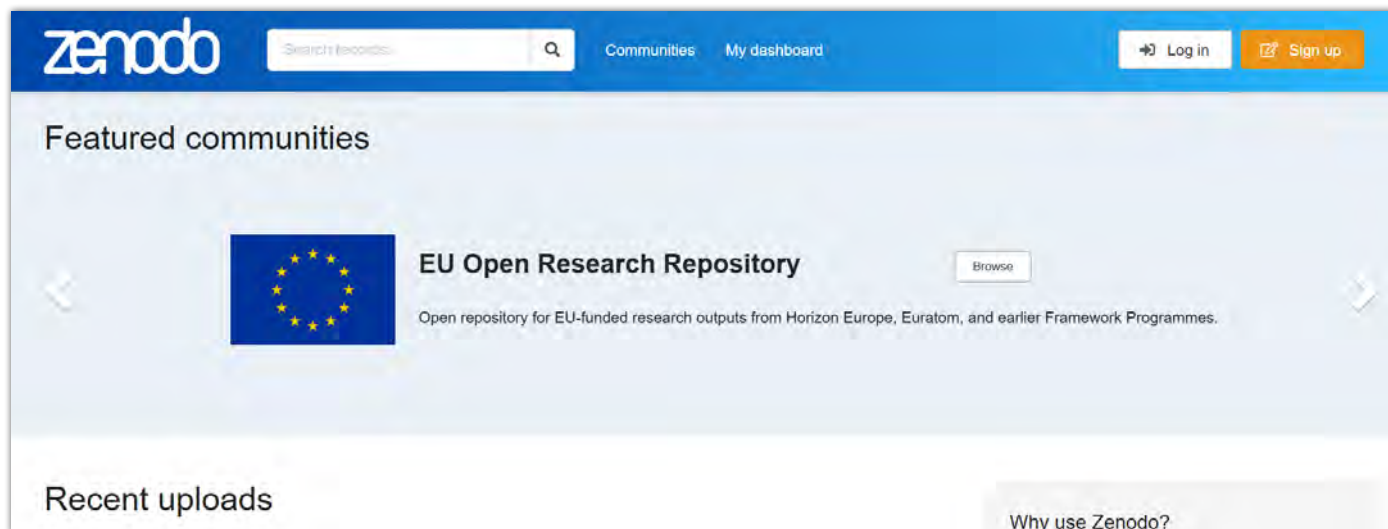
This guide provides an introduction to using Zenodo, focusing on project outputs such as deliverables and papers. It highlights the metadata fields most relevant to these types of outputs. Other fields, such as conference details for presentations or release dates and versions for software, may also be used as needed, but they are not covered here.

Zenodo is a repository for research outputs and assigns a DOI to each resource. Supported resource types include project deliverables, academic papers, presentations, software, datasets, and more. Each resource has a defined set of metadata that is entered via the interface and can be edited at any time by anyone with the appropriate access permissions. Once uploaded, the resource itself cannot be removed; to replace it, a new version must be uploaded and the metadata updated accordingly. The assigned DOI will always point to the latest version. DOIs can also be reserved for insertion into documents prior to uploading.

GETTING STARTED

To begin using Zenodo, you must create an account. Anyone with the login details can access the account.

<https://zenodo.org/signup/>



ADDING A NEW RESOURCE

Once a resource is ready for publication, it can be uploaded to Zenodo. It is good practice to reserve a DOI in advance (using the “No, I need one” option under *Digital Object Identifier*) and to complete as much metadata as possible. Existing ECHOES deliverables provide useful examples of the metadata typically included. Several fields, such as Resource type and Title, are mandatory. The following recommendations may help:

Basic information (mandatory)

1. Title

- For deliverable titles, please use the following convention: [Project name] [Deliverable name] (DX.Y). Example: ECHOES Principles for Capacity Building (D5.1).

2. Publication date:

- Use the date the deliverable was sent to the European Commission or, for other output types, the date it was published or presented.

3. Creators:

- These are the main authors. Zenodo uses ORCID (as well as ISNI and GND) to assign identifiers to individuals. Enter the author's name in the first text field; Zenodo will display possible matches, though not always in order of relevance. If unsure whether a suggested record is correct, click the name to view the ORCID profile.
- If no match exists or the ORCID record is empty, enter all information manually and leave the *Identifiers* field blank.
- If the *Affiliation* must be entered manually, Zenodo will suggest organisations; select a match if available, otherwise type and add the full organisation name. The default creator role is *Researcher*, but others, such as *Project Manager*, *Project Leader*, or *Work Package Leader*, may be used.

4. Description:

- Use the Abstract or Executive Summary (or a shortened version of either).

Recommended information (Fields normally used for deliverables, presentations, and papers)

5. Contributors:

- Entered in the same way as *Creators*.

6. Keywords and subjects:

- Suggested terms may appear but are not always relevant, so you may add your own.

7. Language:

- Type *ENG* (not case sensitive) to list English at the top and select it. Otherwise, less relevant variants may appear first.

8. Funding:

- Select European Commission (BE) as the funder. Then type your project name in the *Search for awards/grants* field and click the search icon to display matching names. Select the appropriate project.

9. References:

- Copy and paste the full list of references from the resource being uploaded. Once completed, the metadata can be saved as a draft and edited at any time. You may upload the resource when first creating the record or add it later.

10. Communities:

- Zenodo communities allow resources to be grouped under named entities, typically projects, organisations, or associations.

ZENODO ECHOES COMMUNITY

ECHOES has created the **ECCCH (Cultural Heritage Cloud / ECHOES)** community. All ECHOES outputs, along with those of the sister projects, will be accessible via this community.

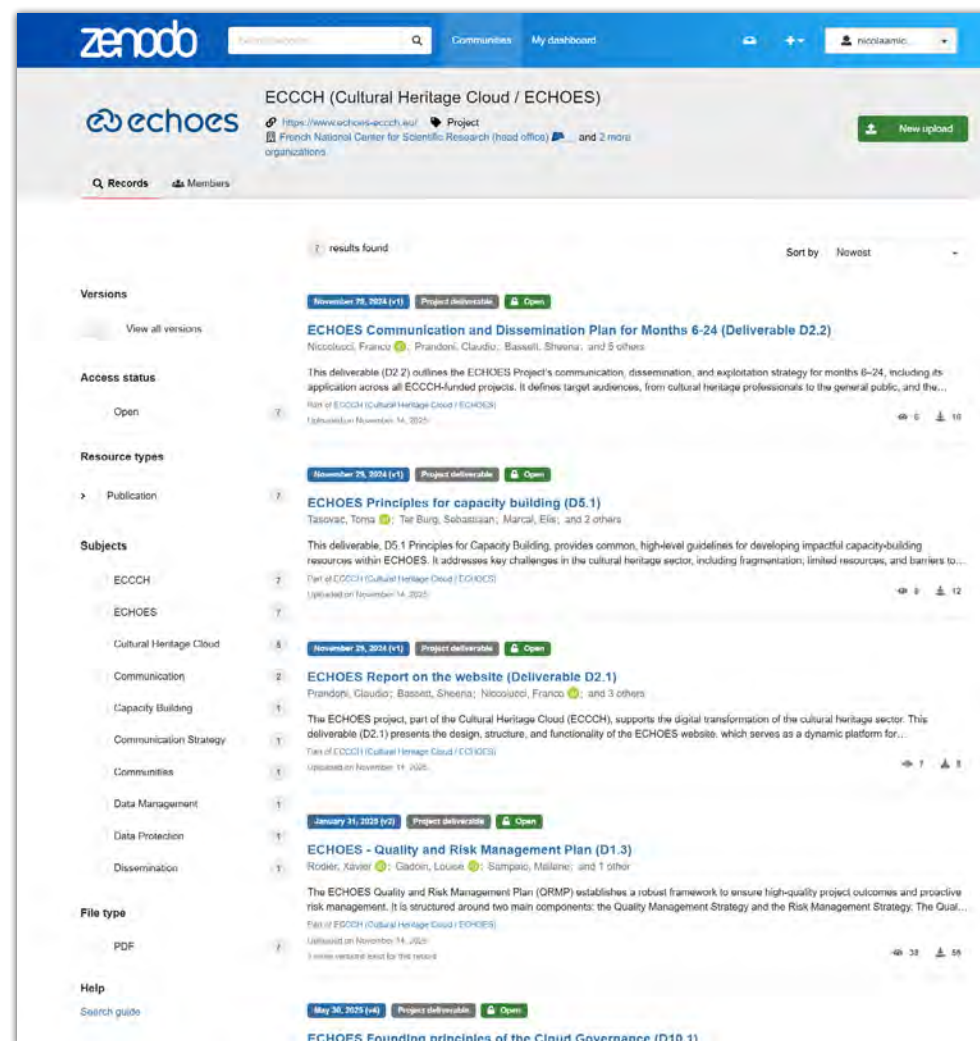
A resource may belong to multiple communities, so a project may create its own community and also add its outputs to the ECHOES community.

All outputs from the ECCCH-funded projects and those funded by the ECHOES Cascading Grants Programme must also be added to the ECHOES community.

To add your resource once it has been published to a community:

1. Open the **resource record**.
2. On the right-hand side, locate the column of grey boxes; the fourth box down is **Communities**.
3. Click the **wheel icon**, then choose **“Submit to community”**.
4. Type **ECCCH** (or **ECHOES**) and select the community from the list.

This will send a request to the admin team, who will review and approve it so that your resource appears in the ECHOES community.

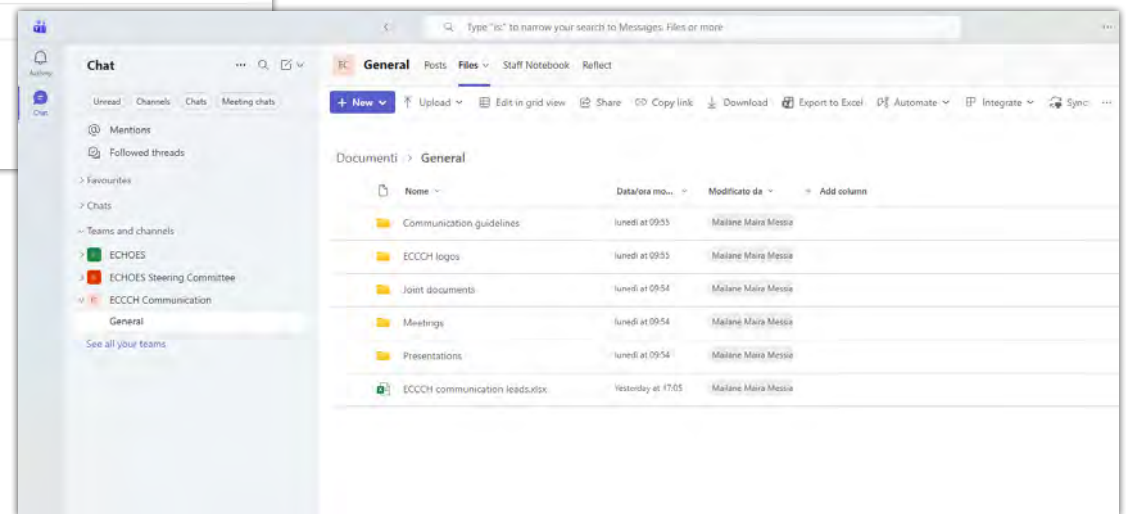
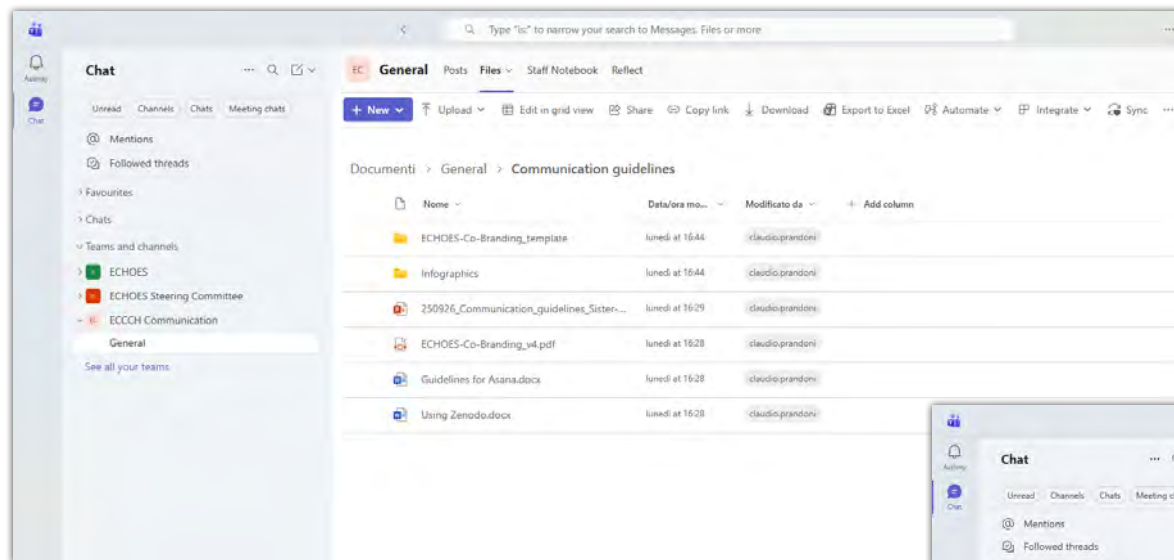


ECCCH COMMUNICATION TEAMS SPACE

A **MS Teams group** was created to support communication and collaboration among ECCCH-funded projects. It provides a **shared repository for key resources** including contact persons, guidelines, infographics, logos, meeting minutes, presentations, and joint working documents.

The platform can also be used as a **communication channel** to share updates, messages, and information with all projects in one place.

To be added to the group, please contact mailane.messias@univ-tours.fr





THANK YOU

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

