



High-Performance Computing Skills Platform
and European Collaboration for Training

D5.1 – Dissemination and Exploitation plan

WP5: Dissemination and Outreach

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Executive Summary

The HPC SPECTRA project aims to address critical aspects of the EuroHPC JU's training strategy by focusing on the development of an EuroHPC Training Platform and the co-organisation the 2024 and 2025 editions of the IHPCSS with international partners. Key to the project's success is the establishment of a robust communications and outreach strategy, through Work Package 5 (WP5), which is described in this report. WP5 will execute various tasks, including the dissemination of the Training Platform, support for train-the-trainer sessions as well as the IHPCSS.

The dissemination and outreach strategy targets diverse stakeholders within the European HPC community, ranging from students and educational institutions to National Competence Centers (NCCs), Centers of Excellence (CoEs), other HPC training providers and the general public. Through tailored communication campaigns and collaborations with projects such as EUMaster4HPC and CASTIEL, the project aims to maximise awareness and engagement.

Key Performance Indicators (KPIs) have been defined to evaluate the effectiveness of dissemination efforts, including metrics related to events, social media engagement, and network synergies. Milestones and deliverables ensure the project stays on track, with specific goals and outcomes defined for monitoring and evaluation.

Communication and dissemination activities include the development of a project website, promotional materials, social media engagement, event participation, workshops, and press releases. These activities aim to create awareness, encourage participation and disseminate project outcomes effectively. Consistent branding for the project has also been established, characterised by a defined corporate design including colour scheme, logo, key visuals and fonts. They ensure a cohesive and recognisable identity for the project across various communication channels.

List of Abbreviations

BoF	Birds of a Feather
CADFEM	The CADFEM Group is a provider for simulation-based engineering
CASTIEL	The Coordination and Support Action CASTIEL project promotes interaction and exchange between National Competence Centres (NCCs) in HPC-related topics addressed through the EuroCC project
CoE	Centre of Excellence
EU	European Union
EUMaster4HPC	A European project composed of European universities, research/supercomputing centres and industrial partners with the mission of defining a joint curriculum in HPC across Europe
GWDG	Gesellschaft fuer wissenschaftliche Datenverarbeitung mbH Goettingen
HPC	High-Performance Computing
IHPCSS	International HPC Summer School
ISC	Annual supercomputing conference held in Europe
JU	(EuroHPC) Joint Undertaking
KPI	Key Performance Indicator
M	Project Month
MS	Milestone
NCC	National Competence Centre (in HPC)
PRACE	Partnership for Advanced Computing in Europe
SME	Small and Medium Enterprises
TTT	Train The Trainer
USTUTT	University of Stuttgart
Uni.lu	University of Luxembourg
WP	Work Package



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1 Introduction

The HPC SPECTRA project addresses two critical issues outlined in the EuroHPC JU's training strategy. Firstly, it aims to develop an advanced EuroHPC Training Platform that fosters openness and innovation for European HPC Training. Secondly, it will collaborate with international partners to host the 2024 and 2025 editions of the IHP.CSS. Leveraging the expertise and prior work of consortium members, the project will seamlessly integrate and build upon past initiatives in both domains.

Establishing a robust communications and outreach strategy to actively engage stakeholders and amplify the project's influence within the European HPC community is integral to its success. Therefore, the purpose of WP5 is to leverage this strategy and accompany it with an implementation plan to achieve the project's goals. This involves identifying key stakeholders and ensuring effective communication and outreach within the European HPC community.

In order to achieve the project's goals, two communication approaches are necessary: 1) a continuous campaign initiated with the announcement and launch of the training platform, alongside 2) event-based communication around the summer schools. Both approaches will be overseen by WP5. The primary responsibility of WP5 is to disseminate the project's progress and results.

WP5 will support the achievement of these objectives by executing the following tasks, which will span the project's entire duration (24 months) and will be led by the University of Stuttgart (USTUTT):

- T5.1 - Communication and dissemination of the Training Platform:

This task will involve establishing and implementing the comprehensive communication plan for the newly developed training platform.

- T5.2 - Support of communication of the IHCSS:

This task will support the communication efforts for the Summer School in Europe.

- T5.3 - Train the trainers (TTT) sessions and support:

This task will collaborate with the Train the trainers sessions to ensure that stakeholders contribute to the platform, maximising its potential usage.

The initial section of this document focuses on the objectives to be achieved through the dissemination and outreach strategy within the project. It covers target groups, Key Performance Indicators (KPIs), project milestones, deliverables, as well as communication and dissemination activities aimed at reaching the goals. The subsequent section outlines the branding strategy for the HPC SPECTRA project, encompassing corporate design, templates, website, and social media channels.

2 Dissemination and Outreach strategy

To maximise awareness through dissemination and outreach, it is essential to adhere to the strategy outlined by WP5, aiming to achieve the following objectives:

- Identifying the key user communities and stakeholders of the EuroHPC Training Platform
- Engaging in effective communication and outreach with stakeholders of the EuroHPC Training Platform
- Dissemination of the project and its outcomes
- Implementing a comprehensive dissemination strategy for the calls for IHCSS 2024 and IHCSS 2025 to reach a broad European audience

2.1 Target groups

Clearly defined target groups are important for a successful dissemination and outreach strategy enabling the development of suitable mechanisms to achieve the stated goals. The dissemination and communication strategy identifies the following stakeholders as the main target groups of the project being subsets of each other:

Table 1: Target Groups

Target Group	Characteristics	Strategies and measures
Students	Students are potential users of the EuroHPC training platform, either seeking education independently or through their educational institution. Additionally, students are targets for the IHP.CSS. They are typically graduate or post graduate students from across Europe with an interest in subjects related to the broader HPC area provided by both the	As students are users of the training platform, a dedicated communication campaign developed in collaboration with EUMaster4HPC, CASTIEL, and other relevant projects or entities will aim to reach as many potential student users as possible. Co-organisation of the International HPC Summer Schools for 2024 and 2025 aligns with the international cooperation objectives of the EU, necessitating communication measures in line with project aims. Task 5.2 will analyse attendance at previous summer schools and gather information on the 2024 and 2025 events to identify target groups for attendees. This analysis will inform

	IHPCSS ¹ and the EuroHPC training portal.	the most suitable communication measures (section 2.5) to reach them. These measures, carried out by Task 5.2 include disseminating IHPCSS calls typically launched in December or January ² within the target group through social media, events and the network of the consortium.
NCCs and CoEs	National Competence Centres (NCCs) and Centres of Excellence (CoEs) serve as training providers for the EuroHPC training portal.	CASTIEL 2 facilitates direct access to CoEs and NCCs, leveraging their communication channels through EuroHPC JU funded projects. Thus, CASTIEL supports reaching out to NCCs and CoEs, gaining insights into their respective user communities' requirements. To fulfill this objective, regular meetings between CASTIEL2 and HPC SPECTRA will be conducted continuously to exchange important updates and information on the project. Additionally, HPC SPECTRA will disseminate email updates via CASTIEL 2 to NCCs and CoEs,

¹ International HPC Summer School on HPC Challenges in Computational Science: About. Available by <https://ihpcss.org/about.html> (lastly accessed on the 9th of April 2024).

² Ibid.

		<p>ensuring ongoing communication and soliciting feedback when necessary. Moreover, HPC SPECTRA will host webinars for NCCs and CoEs to provide explicit information about the progresses in the project, the working manner of the training portal as well as other upcoming important issues and facilitate discussions on these topics key to the HPC SPECTRA project.</p>
<p>(Potential) Users of the Platform</p>	<p>(Potential) users of the training platform include students, educational institutions, and every individual who is interested or connected to subjects within the broader HPC domain. This group comprises two user types:</p> <ul style="list-style-type: none"> - Type 1: Users who utilise the training platform for education on HPC-related subjects (students) - Type 2: Users who use the platform to deliver 	<p>Through collaboration with EUMaster4HPC, CASTIEL and other projects or entities providing insights into user communities, a dedicated communication campaign detailed in Section 2.5 of this document has been devised to reach a wide audience of this potential users. Task 5.1 will spearhead efforts to organising various types of event participation (e.g., booths, presentations, etc.), and launch communication campaigns on social media to raise awareness of the training platform, encourage usage, gather feedback on</p>

	<p>education on HPC-related subjects through the Euro HPC training portal (trainers)</p>	<p>design/features, and disseminate information to user communities. In addition, potential users or user communities can be identified within the target group of external stakeholders.</p>
<p>Other Projects and Entities</p>	<p>This group aims to identify and engage with (potential) target users and stakeholders of the training portal.</p> <p>Collaboration with this target group fosters a robust network within the EuroHPC JU ecosystem, enhancing the development of the training portal in a professional and efficient manner.</p>	<p>Collaboration with other projects and entities is facilitated by the composition of the consortium, with partners contributing relevant connections and knowledge about key European projects. Activities are coordinated closely to maximise effectiveness. Task 5.1 within the project will spearhead collaboration efforts, utilising existing connections within the HPC SPECTRA consortium to engage with other projects, entities, and communities in the European project environment. EUMaster4HPC will aid the outreach to educational institutions who are potential users and contributors to the training platform.</p> <p>Upcoming EuroHPC projects will target SMEs and trade associations,</p>

		<p>such as CADFEM, for their input on the design and dissemination of the training platform for industrial users. This target group is not limited to the mentioned projects; engagement with other entities representing European user communities like user forum and PRACE will also be pursued to identify their needs and requirements of the training portal.</p>
External Stakeholders	<p>The HPC SPECTRA project is deeply integrated with the existing European ecosystem of projects funded by the EuroHPC JU. External stakeholders represent the community beyond this ecosystem, and include a diverse range of individuals, entities, communities and projects connected to relevant subject matters or the project itself. These stakeholders may include European user communities, training material providers</p>	<p>Collaboration with other projects and entities outside the JU-funded European ecosystem is facilitated by the consortium's composition and its extensive network. External stakeholders can be reached through direct networking via email, telephone, or in person contact. Task 5.1 will further engage in collaboration activities, including organising event participation (e.g., booths, presentations, etc.), launching communication campaigns on social media to raise awareness of the training platform, soliciting feedback on design/features, and further</p>

	<p>for the EuroHPC training portal (type 2 users), and potential users or user communities of the EuroHPC training platform (type 1 users). Their involvement can help identify target audience needs and requirements, align with EuroHPC JU project requirements, and contribute to the broader collaboration network for enhanced outcomes.</p>	<p>disseminating information to user communities. Additionally, by carrying out communication activities outlined in Section 2.5 of this document, other communities that could contribute to the training platform's development can be reached.</p>
<p>General Public</p>	<p>This target group encompasses a diverse array of individuals, entities, communities and projects connected to the subject matter or the project itself. The outcomes of the project have broader implications for society, benefiting the general public by enhancing HPC education. This enables (upcoming) researchers to</p>	<p>The EuroHPC training portal, an outcome of the project, will be introduced to the general public through communication activities outlined in section 2.5 of this document.</p>

	leverage their knowledge effectively in science and industry, this positively impacting on the European research environment, and indirectly benefiting citizens.	
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2.2 KPIs

The impact and effectiveness of the dissemination and outreach efforts within the HPC SPECTRA project will be evaluated using Key Performance Indicators (KPIs) under the oversight of WP5. This approach facilitates continuous monitoring and assessment of progress in communication and dissemination activities. Specific communication KPIs have been defined for the HPC SPECTRA project, as outlined in Table 2:

Table 2: KPIs

Tools	KPIs and Target Values
Events	#significant presence at events (e.g.- as co-exhibitors at booths): 3
	#presentations at events: 15
	#number of workshops & tutorials: 6
Social Media	#of Twitter (or comparable short messaging service) posts, followers: 2-3 posts a week, 100 followers p.a.
	#of LinkedIn posts, followers: 2-3 posts a week, 100 followers p.a

Network Synergies	#collaboration with entities regarding communication / #of entities contacted.: 30
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The communication and dissemination activities presented and outlined in Section 2.5 will lead to the achievement of the KPI goals described in this section.

2.3 Milestones

Throughout the duration of the project, specific goals known as milestones must be achieved to monitor the effective execution of strategies. Among the seven milestones in total, two are part of the dissemination and outreach strategy and are explained in detail in Table 3:

Table 3: Milestones

Milestone No	Milestone name	Lead Beneficiary	Due month	Means of verification	Status
MS 7	Communication and Dissemination Plan	3 - USTUTT	6	Having achieved the initial strategy for communication, dissemination, and collaboration	Achieved
MS 6	TTT (train the trainers)	4 - GWDG	6	Planning of the scheduled sessions for the TTT achieved.	Pending

MS 7 refers to the communication and dissemination activities, which will be described in section 2.5 of this document.

2.4 Deliverables

There are three deliverables in WP5 foreseen in the Grant Agreement, all led by USTUTT and described in detail in Table 4.

Table 4: Deliverables

Deliverable No	Deliverable Name	Type	Dissemination Level	Due Month
D5.1	Dissemination and Exploitation plan	R- Document, report	PU - Public	4
D5.2	Report on Trainer Engagement for Skills & Certification Framework	R- Document, report	PU - Public	24
D5.3	Final Report on Dissemination and Exploitation	R- Document, report	PU - Public	24

2.5 Communication and Dissemination Activities

Dissemination is a critical aspect of the HPC SPECTRA project, given the necessity of widespread distribution, awareness, and visibility of its results and activities to achieve the intended impact. To this end, the project will undertake various dissemination efforts through WP5.

As mentioned in the introduction, the communication strategy encompasses two main aspects. Firstly, a persistent campaign will be initiated with the announcement and launch of the EuroHPC training platform. Secondly, event-based communication will occur during the summer schools. It is crucial to synchronise these strategies ensuring aligned communication and dissemination activities. These strategies should progress gradually, starting from creating awareness and leading to action and collaboration.

To achieve these objectives, the following two steps will be undertaken:

1. Designing and executing the communication strategy for the EuroHPC Training Portal: Considering the target groups mentioned in Section 2.1, data will be provided

and information will be received for the development of the training portal. Therefore, communication efforts will be evaluated and adjusted as needed.

2. Disseminating information regarding the Summer Schools in the European Ecosystem: A comprehensive dissemination strategy will be formulated to disseminate the calls for IHPCSS 2024 and IHPCSS 2025 based on previous summer schools. Therefore, attendance from previous summer schools will be analysed to outline the necessary levels of interaction from awareness, to understanding, to action and collaboration.

Table 5 describes the communication and dissemination activities performed by WP5:

Table 5: Communication activities

Activity	Activity Description	Target Groups
Simple Website	A straightforward project website is being designed to disseminate information about the project, including recent developments, essential announcements, upcoming events, and updates on ongoing calls to the target groups. The website will serve as a central hub for disseminating project-related content to the public. Links to the website will be shared across various social media platforms to encourage the target groups to visit and explore the site. However, the establishment of the project website is currently delayed due to contractual delays and hiring issues.	All target groups

Promotional Material	<p>If necessary, promotional material such as one-page flyers will be created to promote important project activities such as workshops, to support communication and dissemination efforts, to present the results of the IHPCSS 2024 and IHPCSS 2025, and to disseminate project results to the public in a concise and tailored manner. These materials will be designed to serve as informative resources to be distributed at events, for dissemination purposes, and in response to contact requests. They will be customised for their specific purpose. It's important to consider specific purposes when creating promotional material to ensure that the provided information remains readily available.³</p>	All target groups
Social Media	<p>The communications strategy involves establishing communication channels to disseminate necessary information, support various aspects of the project, and enhance the project's image. This includes leveraging social media platforms.</p> <p>These media channels will be tailored to suit their target groups, effectively engaging stakeholders within their familiar online environments. Social media has become increasingly influential in dissemination and</p>	All target groups

³ Bäcker, Kristine. Wie sollten Nutzungsinformationen zur Verfügung gestellt werden, um die Usability und die User Experience der Unternehmenskunden zu steigern? Stuttgart, 2022.

communication efforts, enabling efficient engagement with relevant content and successful brand building.⁴

WP5 will utilise LinkedIn, known for its professional atmosphere⁵, to target individuals seeking further education in their career paths⁶. Additionally, X/Twitter will be used to share brief news updates, reaching a broader audience.⁷ Both platforms will disseminate project content, with LinkedIn also utilised for promoting paid content, especially for promoting project calls⁸. Paid promotion campaigns will be initiated as necessary to support the work of the IHPCSS as required by the Grant Agreement.

To capitalise on these efforts, LinkedIn and Twitter will primarily be used to disseminate earned and shared engagements, expanding the project's reach across social media platforms.

The social media channels (section 3.2) are already established.

⁴ Erdogmus, Irem Eren & Cicek, Mesut: The impact of Social Media Marketing on Brand Loyalty. Volume 58 (2012), p. 1353- 1360.

⁵ Urmi, A.: LinkedIn as a Professional Platform. Available by: <https://www.linkedin.com/pulse/linkedin-professional-platform-urmi-akter> (lastly accessed on the 22nd of March 2024).

⁶ Ibid.

⁷ Queiroz, Hilda: Using Twitter to Reach Specific Target Audiences. Available by: <https://kleberandassociates.com/using-twitter-to-reach-specific-target-audiences/> (lastly accessed on the 22nd of March 2024).

⁸ Penttinen, Valeria & Ciuchita, Robert: The Opportunities and Challenges of Paid, Owned and Earned Media. In: Hanlon, Annmarie & Tuten, Tracy L. (Ed.). The SAGE Handbook of Social Media Marketing. California: 2022, p.247-262.

Event Participation	<p>HPC SPECTRA aims to participate in various events within the European and international High-Performance Computing (HPC) ecosystem, such as ISC High-Performance, as well as events within the European project environment like the EuroHPC Summit Week. Additionally, representatives of the HPC SPECTRA project will attend scientific conferences, exhibitions, and webinars. Through active participation in these events, the project aims to extend its community and reach a wider range of target groups. WP5 plays a crucial role in engaging with new users and training providers for the platform. By delivering presentations at events, conferences, exhibitions, or webinars, the project will share progress and results with the target groups.</p>	<p>NCCs & CoEs, other projects and entities, students, external stakeholders</p>
Workshops and Tutorials	<p>To maximise the utilisation of the training platform, it is crucial for stakeholders to actively contribute to training efforts. This involves ensuring that training is not only provided, but also added accurately and maintained at a high standard. To achieve this, adequate training for providers and trainers is essential in two key areas as defined by Task 5.3:</p> <ul style="list-style-type: none"> • effectively utilising the platform's features • comprehending and utilising the provided competency framework 	<p>(Potential) Users of the Platform</p>

	<p>TTT (train the trainers sessions) will be conducted through both Birds of a Feather (BoF) sessions online to address specific topics of interest and standard training modules listed in the HPC training platform’s catalogue. Additionally, an open monthly support session will be established to assist contributors in developing courses within the framework. This service aims to empower trainers to effectively align their courses with certification frameworks.</p> <p>WP5 will organise meetings for the Training Platform Advisory Group and recruit new members to the group. The main focus will be to disseminate information as well as produce workshops and tutorials to emphasise the advantages and usability of the platform.</p>	
<p>Network Synergies</p>	<p>The project will leverage direct network synergies to maximise network impact. By utilising existing connections within the HPC SPECTRA consortium to other projects, entities, and communities the aim is to build and expand our network for HPC SPECTRA. This activity includes personalised and targeted email outreach, engagement through project social media channels with direct messaging as needed, direct phone calls to available and acquired contacts, and primarily connecting through personal contact by attending events and presenting the project. Through</p>	<p>(Potential) Users of the Platform</p>

	direct networking, target groups can be engaged explicitly.	
Press Releases and Media Relations	The strategy involves sharing press releases and engaging with journalists from trade press with the goal of indirectly reaching the target groups as they read these media. Press releases serve as a tool for providing transparency about the project to the public and creating awareness about the project. In the HPC SPECTRA project, this measure will be used to present the results of the IHP.CSS 2024 and IHP.CSS 2025 by publishing two press releases.	All target groups

3 Branding

Developing a consistent branding strategy is crucial for the project's dissemination and outreach strategy. It ensures that our messaging resonates effectively with all target groups, enhancing memorability and recognition.

3.1 Corporate Design

3.1.1 Colour Scheme

A uniform and cohesive corporate design is essential for implementing a branding strategy.⁹

⁹ Weig, Isabell: Der Zusammenhang zwischen Corporate Design und Werbung. Frankfurt am Main: 2002.

For the project’s corporate design, blue will serve as the primary colour, representing trust, wisdom, confidence, stability, and intelligence,¹⁰ all qualities desired to be associated with HPC SPECTRA. Darker blue symbolises attributes such as knowledge, authority, integrity, and seriousness.¹¹ Conversely, lighter shades of blue convey a sense of gentleness, calmness, and empathy¹², complementing the impact of darker blue. In general, blue is often chosen when the focus is on education¹³. This choice of blue aligns with the project’s mission to provide knowledge and advance science. Thus, the deliberate selection of light blue and dark blue as the primary colours for the project’s corporate design is strategic.

Table 6: Colour scheme

Colour Code		Manner of Use
rgb (14,77,146)	#0e4d92	Logo
rgb (0,24,99)	#001863	Heading text in the PowerPoint template
rgb (87,160,211)	#57a0d3	Logo
rbg (154,202,226)	#9acae2	Key visual
rgb (189,232,255)	#bde8ff	Key visual
rgb (0,119,182)	#0077b6	Heading text in the word and deliverable templates
rgb (0,0,0)	#000000	Main text colour in the templates

¹⁰ Supercolor: The Meaning of the Color Blue. Available by: <https://www.supercolor.com/blog/the-meaning-of-the-color-blue/> (lastly accessed on the 26th of March 2024).

¹¹ Supercolor: The Meaning of the Color Blue. Available by: <https://www.supercolor.com/blog/the-meaning-of-the-color-blue/> (lastly accessed on the 26th of March 2024).

¹² Ibid.

¹³ Color with Leo: What color represents knowledge? Available by: https://www.colorwithleo.com/what-color-represents-knowledge/?utm_content=cmp-true (lastly accedes on the 8th of April 2024).

3.1.2 Logo and Key Visual

The logo serves as the figurehead for the project, bringing together the key elements of the corporate design. It incorporates elements of a book, symbolising the essence of knowledge and education. The colour palette is derived from the previously described scheme, with dark and light blue as the primary colours.



Figure 1: Logo

The logo will be used across all communication channels and materials within the project including:

- Social media channels
- Templates
- The website
- Press releases
- Promotional material

The key visual's clean design predominantly features white colouring with light blue elements and lettering, aligning with the project's colour scheme. It aims to convey a sense of professionalism, positivity, trust, and openness to the target audience. This chosen visual representation of the project serves to impart these impressions effectively.



HPC Spectra

Figure 2: Key Visual

The key visual picture will be used as following:

- In the templates
- On Twitter as a banner, where only a cutout of the picture is visible
- On LinkedIn as a banner, where also only a cutout of the picture is visible

3.1.3 Fonts

For all project related textual content Battambang will be used as the font. Battambang is an open source Google font.¹⁴ Battambang has a computational look which is a good reference for HPC. The font is clean and has an easily readable appearance although it also has serifs and distinctive features.

Battambang

Figure 3: Font

¹⁴ <https://fonts.google.com/specimen/Battambang?preview.text=Battambang> (lastly accessed on the 26th of March 2024).

3.2 Social Media

The design of the social media channels follows the corporate design. The visual layout and arrangement of elements on the LinkedIn page for HPC SPECTRA are illustrated in Figure 4. Similarly, the Twitter page is shown in Figure 5. To align with the goals described in Section 2.5, the social media channels will include a description of the project, a call to action to visit the website, and the logo and the key visual to represent HPC SPECTRA as a brand. For a comprehensive understanding of the design and structure, the actual LinkedIn¹⁵ and Twitter¹⁶ pages can be visited.

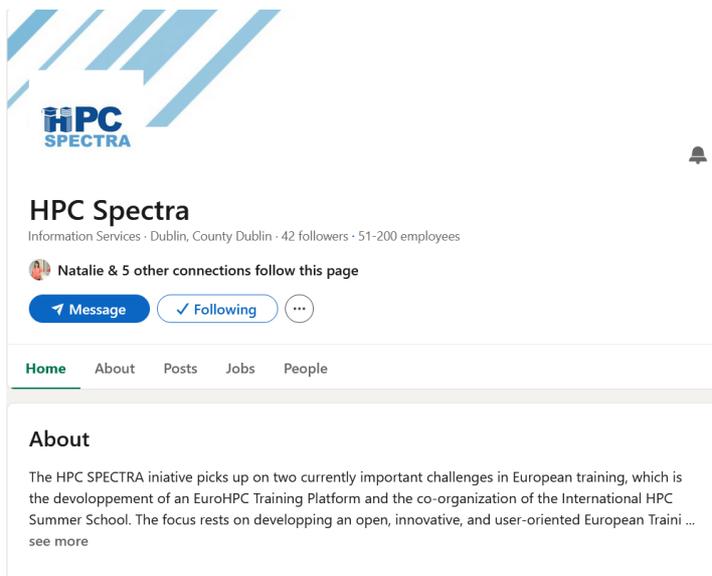


Figure 4: LinkedIn

¹⁵ <https://www.linkedin.com/company/hpc-spectra>

¹⁶ <https://twitter.com/HpcSpectra>



Figure 5: Twitter

3.3 Templates

Various templates have been developed to ensure consistent presentation of project-related information in accordance with its corporate design. The following templates have been provided to the project consortium:

- PowerPoint template
- Word template
- Deliverable template

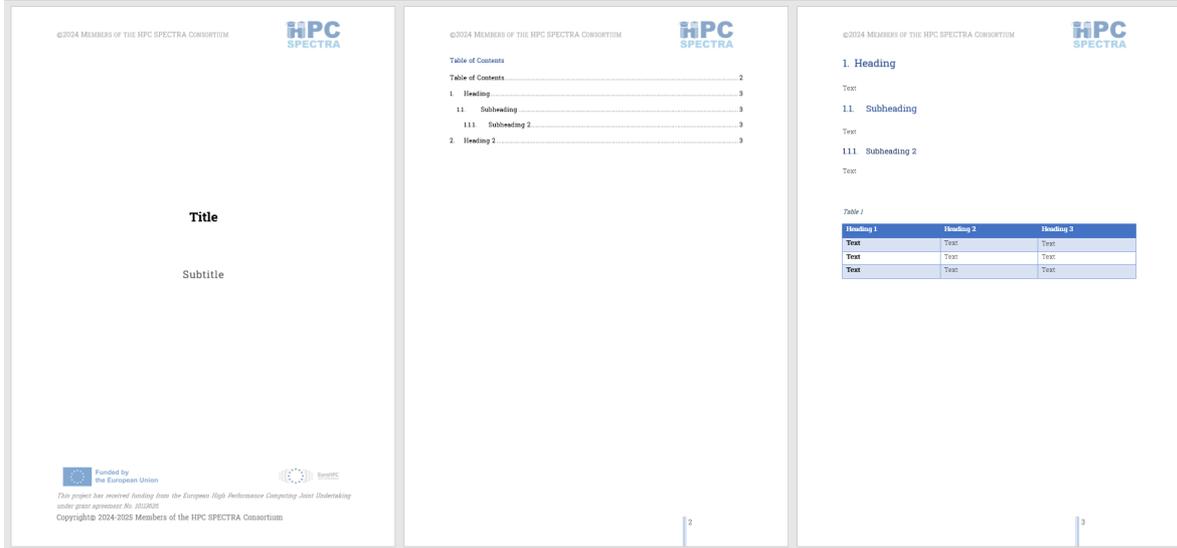


Figure 6: Word Template

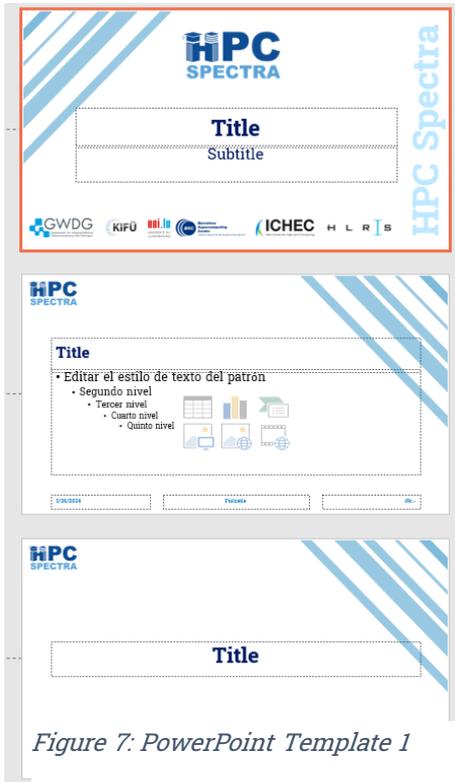


Figure 7: PowerPoint Template 1

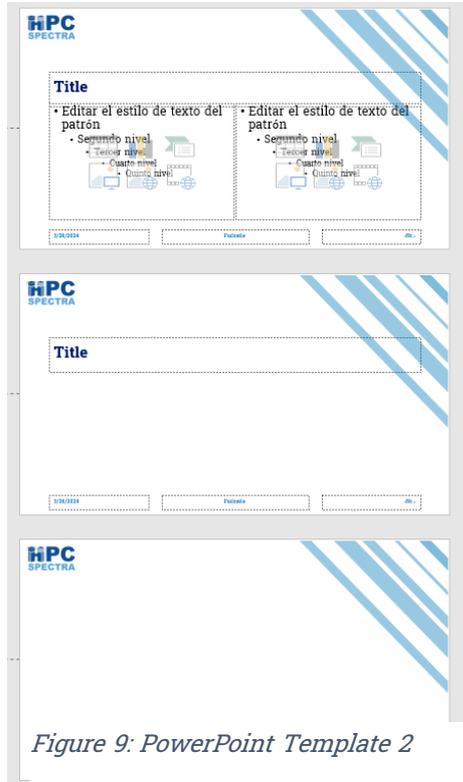


Figure 9: PowerPoint Template 2

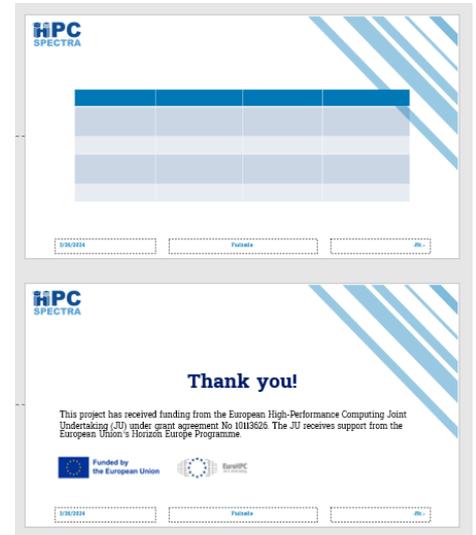


Figure 8: PowerPoint Template 3

4 Conclusion

The dissemination and outreach plan outlined in this document, coordinated by WP5, underscores the need to maximise the impact of the HPC SPECTRA project by focusing on building collaborations and implementing strategic communication measures to promote IHCSS 2024 and IHCSS 2025 as well as the EuroHPC training portal.

By considering the diverse target groups and implementing tailored communication strategies, we aim to increase awareness of the EuroHPC Training Platform among our target audiences, facilitate collaboration among training providers, and disseminate project outcomes effectively to maximise project impact. The strategy encompasses a range of activities, including website development, social media engagement, event participation, workshops, and network synergies. Engagement with diverse stakeholders across the European HPC community, including National Competence Centers (NCCs), Centers of Excellence (CoEs) is vital to achieving the project goals.

Furthermore, the branding strategy ensures a cohesive and recognisable identity for the project, reflecting the aims of HPC SPECTRA to provide knowledge in science. Through consistent use of our corporate design elements, including colour scheme, logo, key visual, and fonts, our goal is to enhance visibility across project communication tools such as the website or the social media channels.

5 References

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