

Acronym: Anathema
Name: Technology for Ageless Sexual Health
Call: AAL Call 2020
Contract nr: AAL-2020-7-133-CP
Start date: 01 April 2021
Duration: 24 months

D5.1 Media kit, investor kit & website

Nature¹: O

Dissemination level²: PU

Due date: Month 3

Date of delivery: Month 5

Partners involved (leader in bold): FhP, SxL, **INST**, SPR, KBO

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¹ L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

² PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

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1. Introduction

In project Anathema's roadmap, there is a strong emphasis placed on dissemination and communication, not only to make the results of the project available to relevant stakeholders, but also to promote awareness of the importance of maintaining a good sexual health. Because the topic is still a taboo, especially regarding older people and people with chronic diseases, the materials need to take this into account.

On the next pages, we describe the materials that have been created to support dissemination and communication. The main ideas for the branding that would set the tone for all the communication were the following:

- **Avoid stigma and embarrassment.** The visual materials should not make direct reference to sexuality. This could be controlled by avoiding explicit imagery, using a colour palette that avoids traditional colours associated with sexuality, and resorting to geometry.
- **Pass on the idea of positive health.** Materials should be light and dynamic to convey ideas of positivity.
- **Pass on the idea of modularity and flexibility.** This would help with describing the project at different levels, e.g.: modules in the programme, end-user groups, different business plans.

2. Logo

The project logo was the first item to be created based on the design brief. This logo was developed by Fraunhofer AICOS. The logo has two versions: one with the project title associated and another to function as an icon. The logo was tested in different formats and scales to guarantee that it performed well.



Figure 1 Anathema logo with project full title (extended version).



Figure 2 Anathema icon (compact version).



Figure 3 Examples of Anathema logos in context.

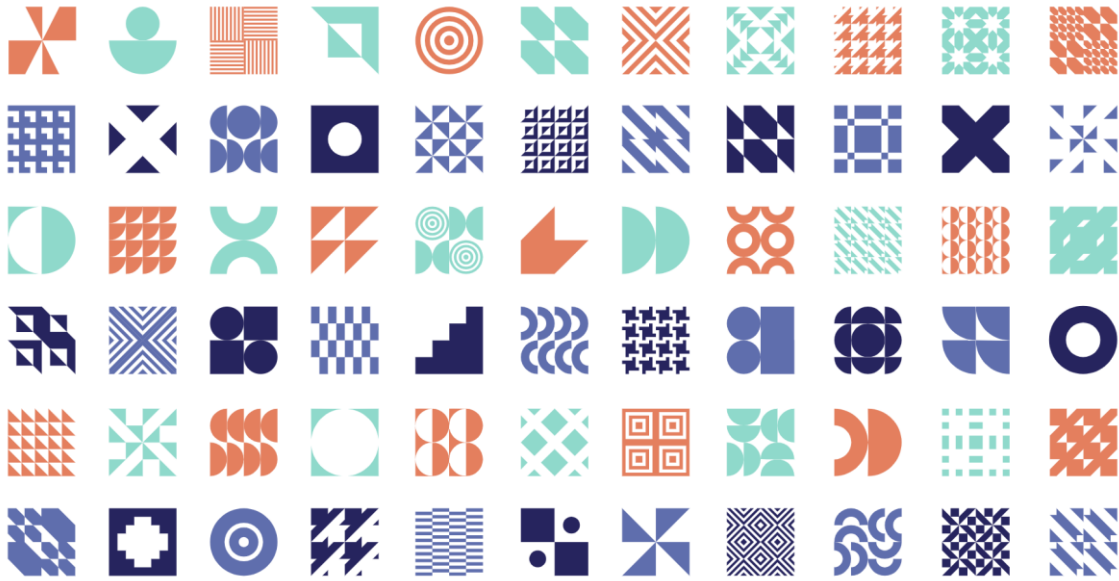


Figure 4 Studies of geometric patterns that could be used in Anathema's communication materials.

3. Templates

There are three templates available for the partners and shared in a common repository: deliverable, letter and PowerPoint. All documents were created in compliance with accessibility guidelines.

3.1. Deliverable template

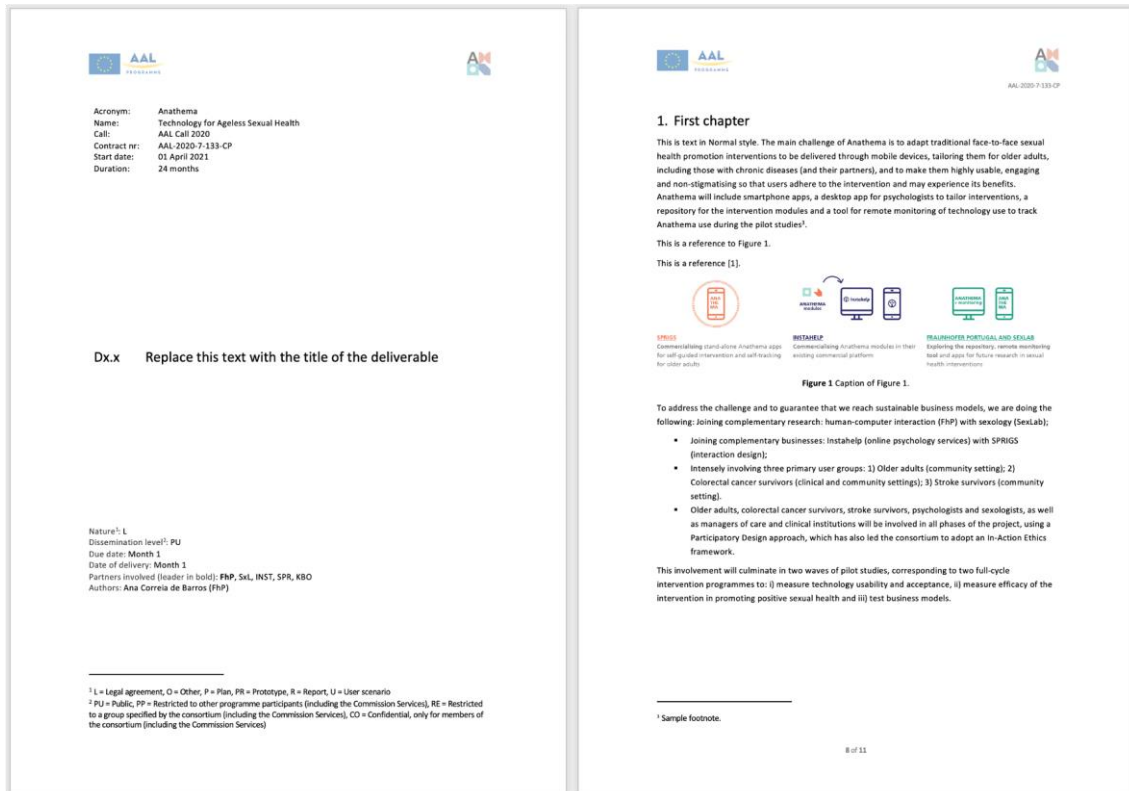


Figure 5 Two pages of the deliverable template.

3.2. Letter template

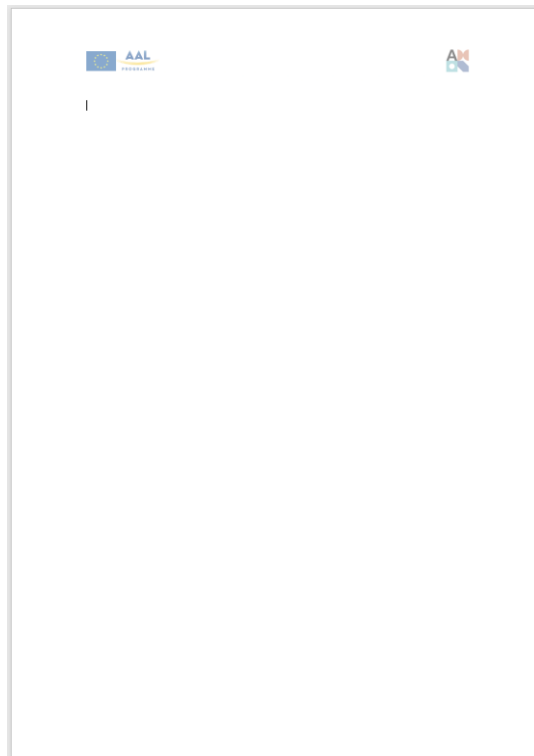


Figure 6 Letter template.

3.3. PowerPoint template

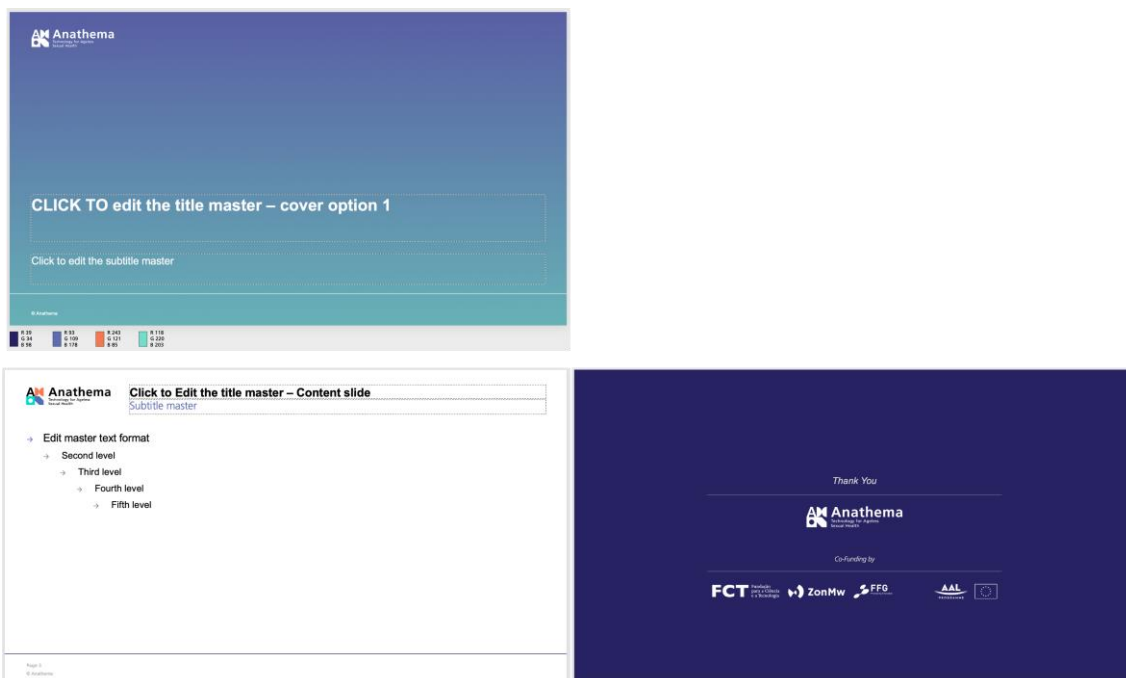


Figure 7 Sample slides from PowerPoint template.

4. Printed materials

We expect to create materials as the project unfolds. The first printed material to be developed was a flyer thinking about project participants which brings playful elements to the ideas of informing participants about the project, while raising awareness on sexual health.



Figure 8 Flyers for circulation in waiting areas such as medical practices.

5. Website

The project website was designed with little content in order to ease translation to the different languages, since the consortium believe it would be important for end-users in each country to have easy access to the information.

The website has a dark theme in order to make it more usable for text reading. Graphically, the website plays with the ideas of modularity allowed by the graphical elements of the project logo.

The website has five sections: Project, Partners, News, Results and Contacts.

URL: <https://anathemaproject.eu/>

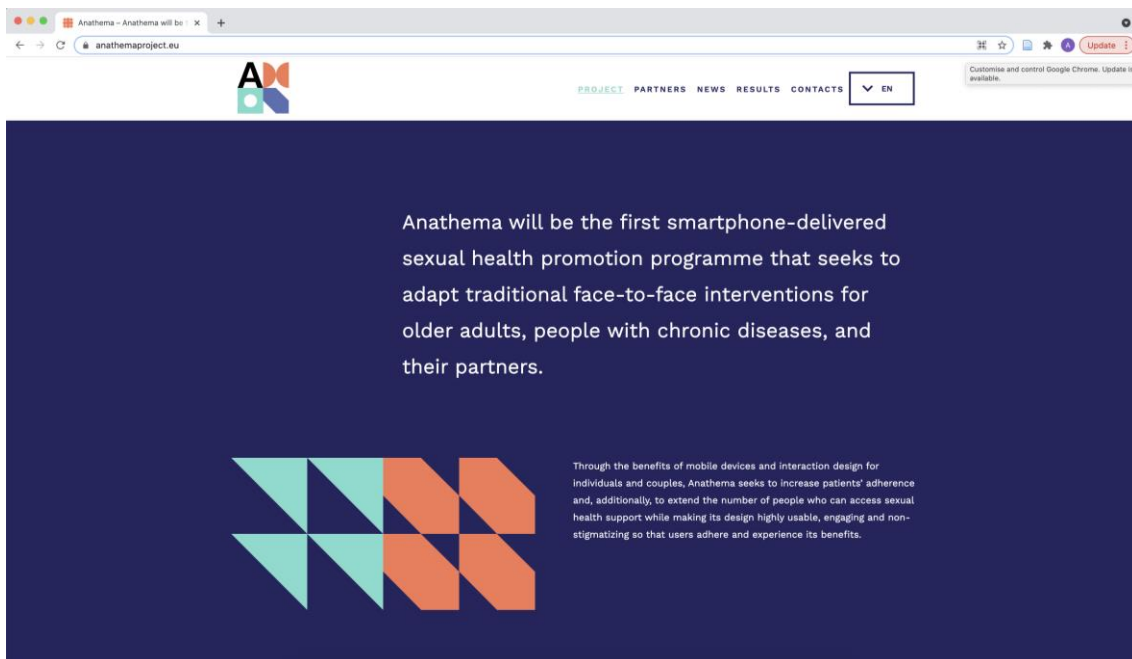


Figure 9 Homepage.

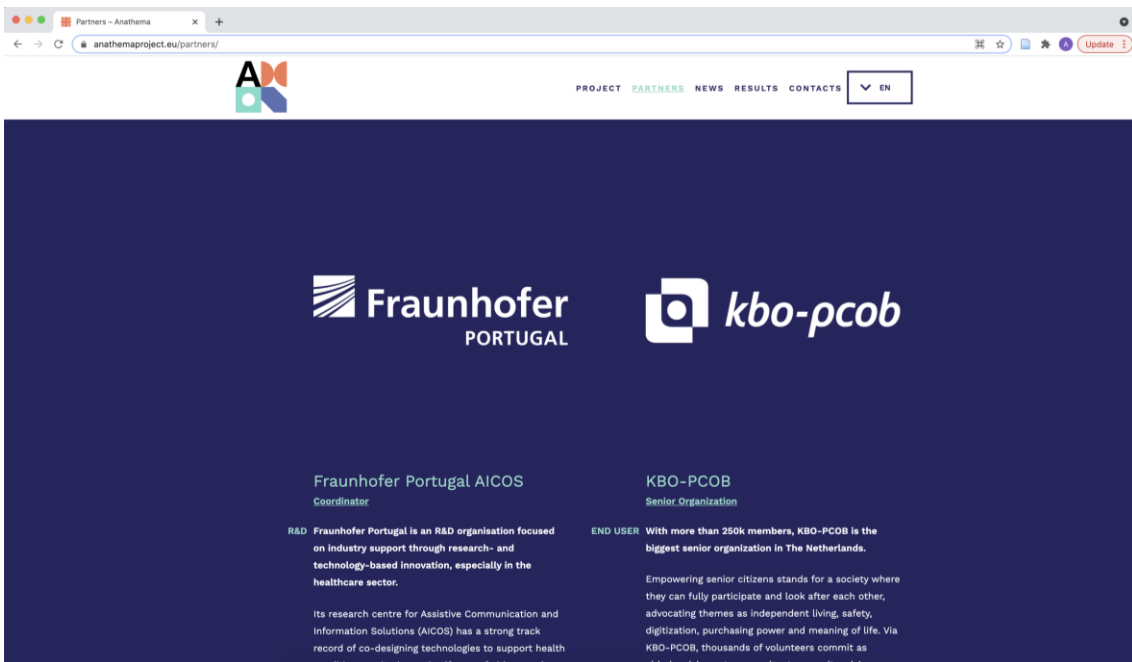


Figure 10 Partners section.

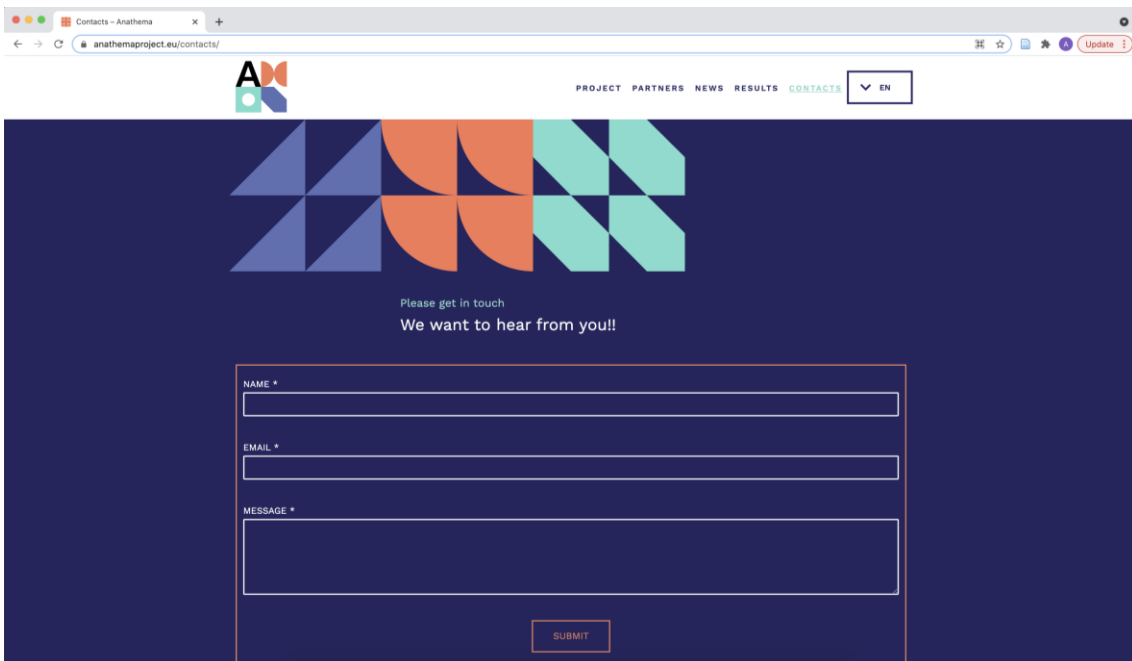


Figure 11 Contact section.

6. Pitch decks

The project produced a pitch deck (investor kit) to be used by the business partners in presenting the project and seeking to attract investors. It can be adapted to each of the business models in the project.

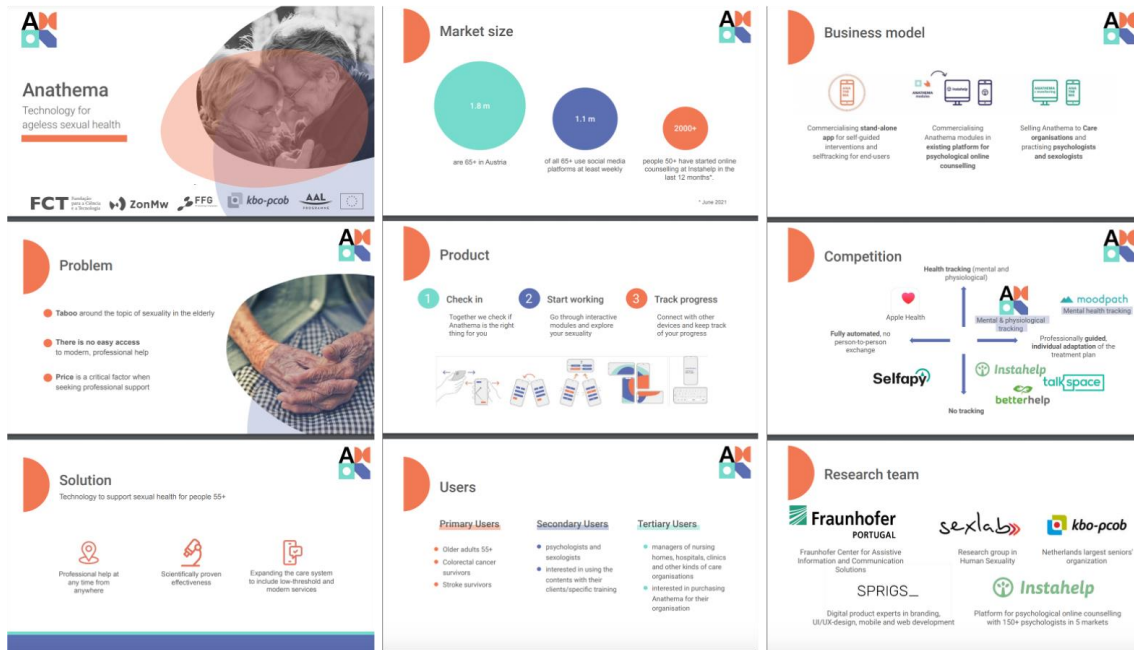


Figure 12 Slides from the pitch deck.

In addition, further presentations have been developed for various purposes to present Anathema to interested parties and potential cooperation partners, which can be adapted in length and level of detail depending on the audience.

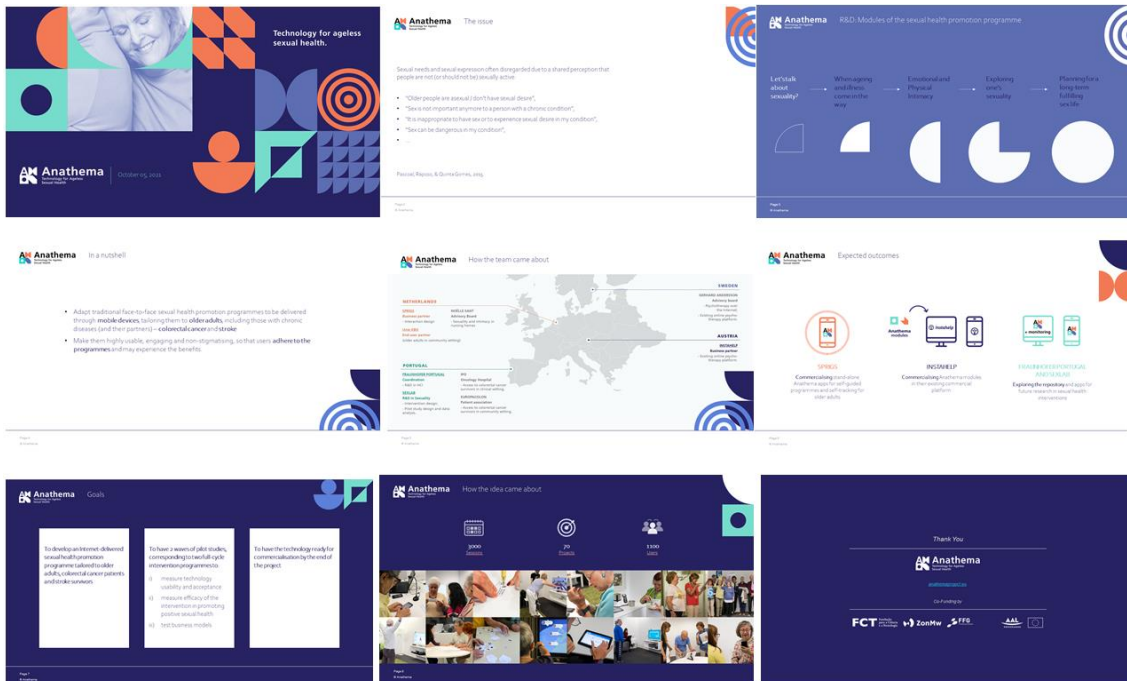


Figure 13 Presentation for interested parties and potential cooperation partners.