

## Communication Guidelines – CERIC internal research projects

These Communication Guidelines are meant to ensure that all actions carried out by the Principal Investigators of the CERIC-ERIC internal research projects and by the members of their research groups to increase the visibility of their project and to communicate its progress and results, properly represent the role and identity of CERIC and the partners and acknowledge the support received, in both their visual and written forms.

### 1. Naming CERIC-ERIC

When naming CERIC for the first time, in any written communication or in a speech, use the following: name, acronym: **Central European Research Infrastructure Consortium, CERIC-ERIC.**

It is then possible to use only CERIC later in the text/speech.

In all oral presentations, the acronym is pronounced [**serik-erik**].

### 2. Naming the partner facilities in CERIC<sup>1</sup>

Whenever you need to mention a partner in your project that is a CERIC partner facility, or whenever you refer to any other CERIC facility, please use the naming in the forms as listed below:

Austria: Austrian CERIC partner facility at the Technical University Graz and in Trieste.

Croatia: Croatian CERIC facility at the Ruđer Bošković Institute in Zagreb.

Czech Republic: Czech CERIC partner facility at the Charles University in Prague and in Trieste.

Hungary: Hungarian CERIC partner facility at the Centre for Energy Research of Science (MTA EK) of the Hungarian Academy of Science (HAS) in Budapest.

Italy: Italian CERIC partner facility at Elettra Sincrotrone Trieste.

Poland: Polish CERIC partner facility at the National Synchrotron Radiation Centre SOLARIS in Krakow.

Romania: Romanian CERIC partner facility at the National Institute of Material Physics (NIMP) in Magurele.

Slovenia: Slovenian CERIC partner facility at the National Institute of Chemistry in Ljubljana.

Table of CERIC Members, Representing Entities and Partner Facilities:

Member	Representing Entity	Partner Facility
<b>Austria</b>	Technical University Graz (TUG)	DLS and SLS at TU Graz, SAXS and DXRL beamlines at Elettra
<b>Croatia</b>	Ruđer Bošković Institute – Zagreb	Nuclear Microprobe, RBS channeling, PIXE/RBS/PIGE, TOF-ERDA, Irradiation
<b>Czech Republic</b>	Charles University Prague (CUP)	XPD, FESEM, NAP XPS at CUP, MSB beamline at Elettra
<b>Hungary</b>	Hungarian Academy of Science	Budapest Neutron Centre

<sup>1</sup> For a definition of “Partner Facility”, please see Annex 1 to this document: Glossary

	(HAS) – Centre for Energy Research of Science (MTA EK) – Budapest	
<b>Italy</b>	Elettra Sincrotrone Trieste – Trieste	Synchrotron radiation techniques / beamlines: BaDElPh, Nanospectroscopy, SISSI, SYRMEP, Spectromicroscopy, SuperESCA, BEAR, IUVS, MCX, Esca Microscopy, XRD1, XAFS, TwinMic, GasPhase
<b>Poland</b>	Polish Ministry of Science and Higher Education	National Synchrotron Radiation Centre SOLARIS – Krakow
<b>Romania</b>	National Institute of Material Physics (NIMP) – Magurele	Laboratory of Atomic Structures and Defects in Advanced Materials (LASDAM)
<b>Slovenia</b>	National Institute of Chemistry – Ljubljana	Slo NMR

For a detailed and updated list of the available instruments/techniques at the different CERIC facilities, please check this link: <https://www.ceric-eric.eu/index.php?n=Users.Facilities>

### 3. What logo and where to find it

In all written and visual communications, the CERIC logo must be included. Depending on the space available, you can choose one of the following:



Central European  
Research Infrastructure  
Consortium



Central European  
Research Infrastructure  
Consortium



It is possible to download it from the CERIC website, at the following link: <http://www.ceric-eric.eu/index.php?n=Media.Logo>

### 4. How to use the CERIC logo

Please use the annexed manual (Annex 2) to use the CERIC logo correctly, either when used alone or in association with logos of other institutions.

### 5. Introducing CERIC

When introducing CERIC in written statements/communications, the following text (CERIC mission) should be always included:

*"CERIC is a research infrastructure integrating and providing open access to the best facilities in Central and Eastern Europe to help science and industry advance in the fields of materials, biomaterials and nanotechnology. It enables the delivery of innovation solutions to societal challenges in the fields of energy, health, food and cultural heritage".*

## 7. Obligation to mention CERIC and how to do it.

Keep in mind that CERIC is not a funding agency, nor CERIC Research Grants are a funding program. Rather, in all communications, it is an obligation to say: “[**Project name**] is a **CERIC internal research project**”. This phrase should go under the CERIC logo. In case of publications and if you would like to say a few words more, you can even write this sentence elsewhere (e.g. back cover or inside cover).

When mentioning the partners in the project, you should use the form as in the following: “[*Name of the project*] is a CERIC internal research project. The partners are [*list of partners*] (when mentioning a CERIC facility, use the naming forms as listed in point 2 above)”.

## 6. Communication materials

- For all presentations related to CERIC internal research projects, you are asked to use the **.ppt template** available at this link: <https://nul.elettra.eu/f/89dabc0744/>
- For the production of project-related documents/reports, you are asked to use the **headed paper template** available at this link: <https://nul.elettra.eu/f/be0cf5f888/>
- CERIC can provide communication materials such as **CERIC and projects’ rollups** for presenting your project in conferences, workshops and any other public event. The CERIC Press & Communication office can give support in the design, preparation and purchase of projects’ rollups. Keep in mind that it takes nearly two months for the design and print of any material of this kind.

Do not hesitate to ask for any further CERIC communication material in case you think it increases the visibility of CERIC and your project.

## 7. Media relations

Any press release about a CERIC internal research project, that you would like to distribute to the media, shall be finalized together with the CERIC press office. Media relations shall be handled also in coordination with the CERIC press office.

If you need support in media communications on single initiatives (courses, events, workshops, results, etc.), please contact [press@ceric-eric.eu](mailto:press@ceric-eric.eu) possibly within 10 days before the distribution of the news/press releases to the press contacts.

If your project brings to groundbreaking results that are worth to be disseminated to a wider public through press releases/articles in the media, please contact the CERIC Press & Communication office well in advance (one month at least) before the final publication date of your paper, in order to coordinate for drafting a press release to be distributed to the media as soon as the scientific paper is public.

## 8. Support for the organization and promotion of projects-related events

All PIs can take the chance of promoting any project-related event/initiative through the CERIC communication channels (website and social media). You can notify any planned event to the CERIC Press & Communication office. A section in your project’s webpage in the CERIC website will include a **calendar** that can be regularly updated by including upcoming events. You can contact [press@ceric-eric.eu](mailto:press@ceric-eric.eu) to notify any event/initiative you are planning to organize or attend. You are invited to send any of such notice in advance to guarantee the most effective support for the promotional activities that CERIC can provide.

In order to guarantee the most effective organization and promotion of events and to address specific communication needs, the CERIC Press & Communications office is also available as described below:

- The Principal Investigator of the CERIC internal research project or a member of his/her research group shall notify in time to [press@ceric-eric.eu](mailto:press@ceric-eric.eu) the specific communication need(s), detailing the following:
  - The project/initiative/event within which the support is needed.
  - The specific communication need(s): supply of communication materials, invitations, events' promotion / organization, etc.
  - Indicative time-schedule.
- The notified event/initiative will be included in the CERIC communication action plan and calendar. CERIC staff will identify the necessary skills and professional figures needed for its realization.
- The support to the project's PI/member of the research group may have different forms:
  - Strategic support for taking the most suitable communications' actions.
  - Supply of specific communication tools (i.e. digital templates, CERIC communication material).
  - Promotion on the web and social media.
  - Participation and support in events/initiatives organized in relation to the project.

## 9. Publication of project-related news/information on the CERIC website

For each CERIC internal research project, a dedicated section in the CERIC website is available, with information about the project's scope, research group, publications, presentations, results and events. The CERIC Press & Communication office is available to receive comments and suggestions to improve this part of the website from PIs and their research groups, to increase the visibility of your projects and to add any additional information that you would like to include.

The news/information about the project, that you would like to have published on the CERIC website, should be sent to [press@ceric-eric.eu](mailto:press@ceric-eric.eu) at least 3 working days before the required publication date. Every communication material to be published on CERIC website or other channels is required to follow these Communication Guidelines.

Whenever a publication of your project's results is released, CERIC provides support for its dissemination by drafting and publishing in the CERIC website a **scientific highlight** of the study, in coordination with the responsible PI and/or research group.

## 10. Other available communication tools

CERIC Press & Communication office can provide support for the following activities, if they are aimed also at increasing the visibility of CERIC, its internal research and its facilities:

- Draft/distribution of press releases and articles.
- Supply of templates (.ppt, invitations, certificates of attendance, etc.).
- Realization of audio and video interviews.
- Realization of photo and video services.

The **CERIC newsletter** (published and distributed every three months: January, April, July, October) is another tool that you can take advantage of to promote your activities and participation in events and to disseminate the results of your project. If you wish to use this channel, please notify the

events/initiatives you would like to promote, or the news/highlights you would like to publish, at least 3 weeks/one month prior to publication of the newsletter.

## **ANNEX 1 – Glossary**

**PI – Principal Investigator:** the proposer of the project. The Principal Investigator must have already shown the potential for competitive research, professional independence and evidence of maturity.

**RE – Representing Entity:** a national Institution that supports the scientific/technical operation of CERIC-ERIC including the provision of access to one facility (Partner Facility) of which it has ownership and which has the scientific and technical capability to contribute to the common strategic objectives, purposes and access capabilities of CERIC-ERIC.

**PF – Partner Facility:** a research facility within the respective national Representing Entity, to which open access is provided adequately to the commitments deriving from the participation in the scientific and technical activities of CERIC-ERIC.

# CERIC logo and fonts - Guidelines for a correct use

## Official CERIC logo possible uses

1. **CERIC**

2. **CERIC** Central European  
Research Infrastructure  
Consortium

3. **CERIC**  
Central European  
Research Infrastructure  
Consortium

On coloured backgrounds, use the logo surrounded by a white frame:

4. **CERIC**  
Central European  
Research Infrastructure  
Consortium

5. **CERIC** Central European  
Research Infrastructure  
Consortium

6. **CERIC**

**It is never allowed to change the colour, the shape and the orientation of the logo.**

**Uses of the CERIC logo in coordination with logos of the CERIC partner facilities and/or other institutions**

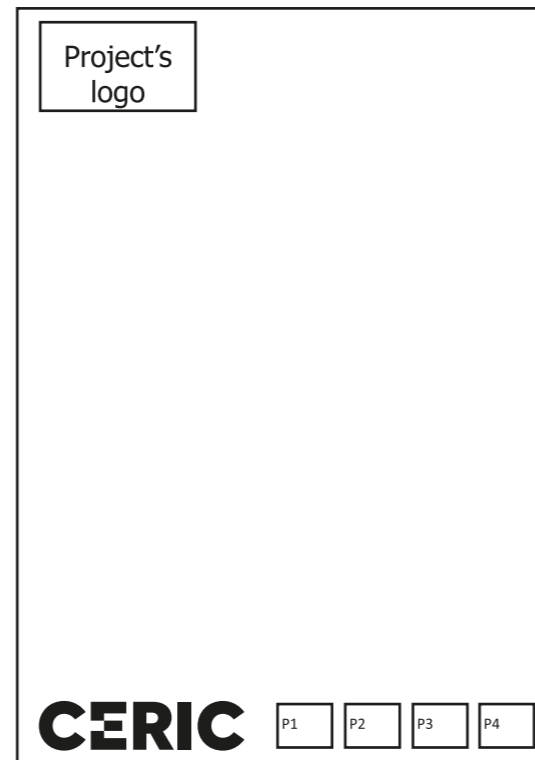
**Rollups**

Format: 85 x 200 cm



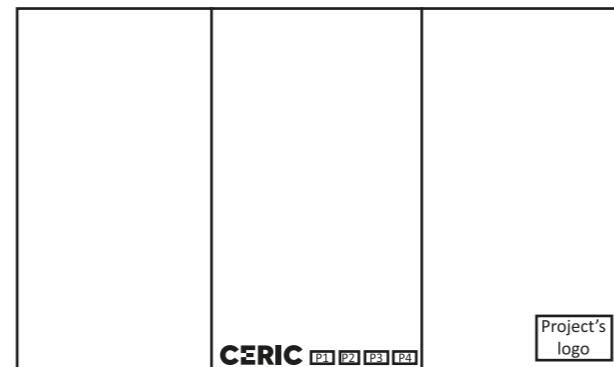
**Posters**

Format: 70 x 100 cm



**Leaflets**

Format (open): 210 x 297 mm



**CERIC CORPORATE MATERIALS**

Corporate material is available at CERIC headquarters in Trieste and can be requested to the CERIC staff



**Headed paper**

Format: UNI A4 210 x 297 mm

Print: 4 colours

**Envelope**

Format: 110 x 230 mm

Print: 4 colours

**Business cards**

Format: 85 x 54 mm

Print: 4 colours

**Block notes with 8 papers**

Format: UNI A4 210 x 297 mm

Print: 4 colours

**FONTS to be used**

The adopted font for any kind of document is Tahoma.



**PowerPoint presentations' template\*** (available at this link: <https://nul.elettra.eu/f/89dabc0744/>)

Options - First slide:



Options - Second (and following) slide(s):



**Second slide**

