IDEAL

INDOOR AIR QUALITY HEALTH

Cluster Brochure

IDEAL's Communication and Dissemination Working Group

Version 1.0
31 August 2023

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1. EXECUTIVE SUMMARY

Cluster details

Cluster title	Indoor Air Quality and Health
Cluster acronym	IDEA/IDEAL
Dates and duration	September 1st 2022 – August 31st 2026 (48 months)
Horizon Europe call	HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health
Number of projects	7

IDEAL's projects

PROJECT	TITLE	GA NUMBER
K-HEALTHinAIR	Knowledge for improving indoor air quality and health	101057693
SynAir-G	Disrupting Noxious Synergies of Indoor Air Pollutants and their Impact on Childhood Health and Wellbeing	101057271
LEARN	Evaluation on indoor air quality for children around Europe	101057510
TwinAIR	Indoor air quality for healthy living	101057779
InChildHealth	Identifying determinants for indoor air quality and their health impact in environments for children: measures to improve indoor air quality and reduce disease burdens	101056883
Inquire	Identification of chemical and biological determinants, their sources, and strategies to promote healthier homes in Europe	101057499
EDIAQI	Evidence Driven Indoor Air Quality Improvement	101057497

Cluster's aim

In order to optimise synergies, avoid overlaps and increase the impact of the projects selected for funding under the call HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health, the projects have formed a cluster. Common cluster activities include the following:

1. Common cluster kick-off meeting of the six projects
2. Annual cluster meetings and periodic report of joint activities
3. Common dissemination and communication activities
4. Thematic workshops/trainings on issues of common interest
5. Working groups on topics of common interest
6. Advisory board

Document details

Deliverable Type	Report
Deliverable Nº	-
Deliverable Title	Cluster Brochure
Name of Lead Partners for this deliverable	NILU and IJS
Version	V1.0
Contractual delivery date	31 August 2023
Actual delivery date	31 August 2023
Dissemination Level	Public
Purpose	This document covers both the brochure and the roll-up poster designed for the IDEAL cluster, specifically intended for enhancing its communication and outreach efforts. The completion of this deliverable involved close collaboration with the cluster's Working Group 3 'Communication and Dissemination', responsible for communication and dissemination, ensuring its creation and validation.

Revision history

The following table describes the main changes done in the document since it was created.

REVISION	DATE	DESCRIPTION	AUTHOR (PROJECT)
V.0.1	10.072023	First draft of the brochure	IJS
V.0.2	12.07.2023	Second draft of the brochure and first draft of the roll-up poster	IJS
V.0.3	14.07.2023	Input on the brochure and the roll-up post	NILU
V.0.4	29.08.2023	Integrated input from TwinAIR and InChildHealth	NILU and IJS
V.0.5	31.08.2023	Integrated input from TwinAIR and InChildHealth	NILU
V.1.0	31.08.2023	Final version	NILU

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2. TABLE OF ABBREVIATIONS

CGP	Crafting the Cluster Graphic Profile
EDIAQI	Evidence-Driven Indoor Air Quality Improvement
GDPR	General Data Protection Regulation
IDEAL	Indoor air quality health - The European Cluster to improve and safeguard health and well-being of citizens in indoor environments.
InChildHealth	Identifying determinants for indoor air quality and their health impact in environments for children: measures to improve indoor air quality and reduce disease burdens
INQUIRE	Identification of chemical and biological determinants, their sources, and strategies to promote healthier homes in Europe
K-HEALTHinAIR	Knowledge for improving indoor air quality and health
LEARN	Evaluation on indoor air quality for children around Europe
SynAir-G	Disrupting Noxious Synergies of Indoor Air Pollutants and their Impact on Childhood Health and Wellbeing
TWINAIR	Indoor air quality for healthy living

3. ROLL-UP POSTER and BROCHURE

This roll-up poster is created to showcase the IDEAL cluster and its 7 projects at events or onsite occasions. The designers made sure the text and images are easily visible from a distance, intended to catch the eye of people passing by. Both the IDEAL cluster's logo and the logos of its 7 projects are displayed on the poster. The written content offers a quick glimpse into the cluster's mission, emphasizing important aspects. Furthermore, the poster explains where the cluster and its projects obtain the funds needed to carry out their activities. In addition, there's a QR code on the printed material that directs people to the IDEAL website for more information.

The brochure is developed to serve as a supplementary resource for distribution at events or on-site occasions, whether organized by the cluster, its projects, or partners involved. The design boasts visual appeal and encompasses an introduction to the cluster's objectives, an overview of its working groups, and insight into its 7 participating projects. Additionally, it includes references to the cluster's website and social media presence.

For both roll-up poster and brochure, we have strived to ensure that the look itself expresses and supports this basic idea of connectedness. Therefore, when developing the CGP (Crafting the Cluster Graphic Profile), we wanted to go beyond the diversity of all the existing visual elements, but at the same time we wanted the CGP to be meaningful and to give a sense of modernity and vibrancy. The elements of the IDEAL cluster CGP are the logo, the choice of colours, the choice of fonts and the choice of other graphic elements (background, photos).

The logo: The IDEAL cluster logo clearly shows that it is about indoor air movement. The logo is simple, visually appealing, and eye-catching. Several variations of the logo allow it to be used in a vertical as well as horizontal situation to make it look its best in each application.

The choice of colours: The colours have been chosen from the cool end of the colour spectrum to evoke a feeling of freshness. The choice of dark blue gives the CGP a seriousness and a feeling of being trustworthy, while the choice of turquoise brings a liveliness. So graphic material that respects the chosen colour scale provides, on the one hand, the seriousness and professionalism of being trustworthy and, on the other hand, its vibrancy attracts the attention that is so difficult to attract in a flood of visual elements.

The choice of fonts: The font chosen is Roboto, which conveys seriousness. With a wide selection (Condensed and Slab varieties), it can be used in all kinds of situations. The font is also freely available and there are no problems in using it with Office and WordPress tools.

The choice of other graphic elements: When choosing the photographs, we made sure that the presence of people was felt alongside the indoor spaces. In this way, we have emphasised that the cluster is "people oriented", as the ultimate goal of the cluster is to improve and protect the health and well-being of citizens. The persons in the photos are blurred, as this is to ensure compliance with the GDPR.

Mindful of environmental considerations, a limited number of brochure copies will be printed and distributed to each project. If additional copies are required for specific events, projects are responsible for their own printing. The roll-up poster will only be printed by the projects themselves in case they are needed for a specific occasion. To enhance this approach, digital versions of the roll-up poster and brochure will be made available for download on the cluster's official website (see attached roll-up poster and brochure as PDF files in this deliverable).

4. SCREENSHOT OF ROLL-UP POSTER

Figure 1. Screenshot of roll-up poster (part I).

Figure 2. Screenshot of roll-up poster (part II).

5. SCREENSHOT OF BROCHURE

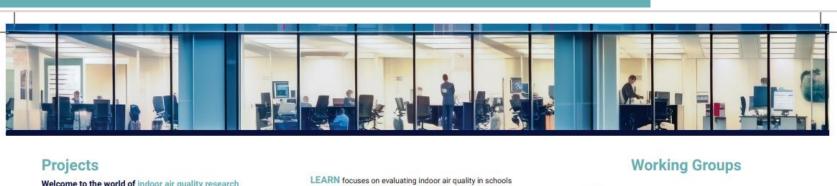**Figure 3.** Screenshot of brochure (page 1).

Figure 4. Screenshot of brochure (page 2).

6. CONCLUSIONS

In conclusion, we've worked together to develop this document that share important information about the IDEAL cluster. The roll-up poster is a big sign that shows what the cluster and its projects are about. It's designed to catch people's attention from far away. The brochure is a helpful handout that explains more details about the cluster's goals and projects. We also crafted Cluster Graphic Profile in the brochure. We utilized the elements of cluster visual identity, like logo, colours, fonts, and suitable pictures to make everything looking appealing and easy to understand. We've also made digital versions so users can easily see them online, and we're being careful about printing to be friendly to the environment.