Alliance4XR

Innovation alliance to infuse Extended Reality skills into Higher education and Vocational Training

AMBASSADOR COMMUNICATION KIT

Co-funded by the European Union

Project: 101140252 — Alliance4XR — ERASMUS-EDU-2023-PI-ALL-INNO

1 QUICK START

This kit gives Alliance4XR Ambassador Board Members and Operational Ambassadors the essential information and ready-to-use resources needed to communicate the project clearly and consistently.

> **Simple by design**
>
> There is no minimum communication commitment. You can choose when and how to support Alliance4XR, adapt messages to your audience and local context, and create your own content without prior approval.

What you will find in this kit

- Alliance4XR at a glance — the essentials about the project and the ambassador community.
- What to say — a one-line description, a short introduction and the four main communication priorities.
- Communication materials — logos, roll-up, project leaflet, platform guide, event presentation and poster.
- Brand essentials — the basic rules to keep Alliance4XR recognisable and compliant.
- Official links — website, platform, social media channels and newsletter.

Three principles

SHARE	ADAPT	CONNECT
Use Alliance4XR materials whenever they help your network discover the project.	Tailor the message to your audience, language, channel and context.	Point people towards the platform, resources, events and Alliance4XR community.

2 ALLIANCE4XR AT A GLANCE

Alliance4XR in one sentence

An Erasmus+ project co-funded by the European Union that helps Higher Education Institutions and Vocational Education and Training providers integrate Extended Reality into education through practical methodologies, learning resources and digital tools.

Project snapshot

13 partners	from 8 European countries
2024–2027	project duration
Education + XR	bridging the digital skills gap
Engineering focus	structural engineering, energy and maritime

Two ways to be an Alliance4XR Ambassador

AMBASSADOR BOARD MEMBER	OPERATIONAL AMBASSADOR
A strategic role: helping Alliance4XR increase visibility, build connections and support the uptake and continuity of project results.	A practical outreach role: supporting dissemination, sharing resources and opportunities, and connecting Alliance4XR with relevant communities.

Who are we trying to reach?

• **Educators & HE/VET institutions** • **Students** · XR & industry professionals · Researchers & academia · Policy makers · General public interested in technology

3 WHAT TO SAY ABOUT ALLIANCE4XR

One-line description

> Alliance4XR helps education and training providers bring Extended Reality into real learning environments with practical tools, resources and tested methodologies.

Short description

Alliance4XR is an Erasmus+ project co-funded by the European Union that brings together education, research and industry to strengthen XR skills in Europe. The project develops and tests practical methodologies, learning materials and a digital platform to support the integration of Extended Reality into Higher Education and Vocational Education and Training, with a focus on engineering.

30-second pitch

Alliance4XR is helping universities and vocational training centres move from talking about XR to actually using it. Through a European partnership, the project combines practical teaching methodologies, learning resources, real use cases and an online XR platform. The goal is to make immersive learning easier to adopt and to help students and professionals develop the skills increasingly demanded by industry.

Four communication priorities

1 PLATFORM & LEARNING RESOURCES Show how educators and learners can use the Alliance4XR platform, tutorials and teaching resources in practice.	**2 RESULTS & USE CASES** Share project results, pilots and examples that demonstrate how XR can support education and technical training.
3 COMMUNITY & COLLABORATION Connect educators, researchers, industry and XR professionals around knowledge exchange and future cooperation.	**4 EVENTS & OPPORTUNITIES** Promote workshops, training activities, demonstrations and the project's final event and related opportunities.

4 COMMUNICATION MATERIALS

Use the official materials below as a starting point. They are designed to make it easy to introduce Alliance4XR in meetings, events, online channels and direct outreach.

RESOURCE	WHAT IT IS	BEST USED FOR
PROJECT LOGO	Official Alliance4XR logo and EU funding emblem.	Websites, presentations, social posts, articles and event materials.
ROLL-UP	Ready-to-print visual overview of the project.	Conferences, exhibitions, workshops, training sessions and booths.
PROJECT LEAFLET	Short overview of Alliance4XR, its objectives and project approach.	Networking, meetings, events and stakeholder visits.
PLATFORM GUIDE	Practical leaflet explaining how to access and use the Alliance4XR platform.	Platform demonstrations, training activities and outreach to educators.
EVENT PRESENTATION	Editable standard presentation for introducing Alliance4XR.	Talks, webinars, meetings, conferences and institutional presentations.
POSTER	Official project poster for general project visibility.	Partner premises, events, training centres, universities and public spaces.

Access the materials

Communication materials folder: Open shared folder

Logo & EU emblem folder: Open logo folder

5 BRAND ESSENTIALS

Keep Alliance4XR recognisable. You are free to create and adapt content, but the official project logo and EU funding identity should remain unchanged.

Logo — DO

- Use the official logo files supplied by the project.
- Keep the original proportions and colours.
- Place the logo on a white or suitable plain background with enough contrast.
- Use the non-transparent version by default; use a transparent version only on a suitable light, one-colour background.
- Keep the logo clearly visible and readable.

Logo — DON'T

- Do not stretch, compress or resize disproportionately.
- Do not rotate the logo.
- Do not recolour or alter the typography.
- Do not rearrange or separate the different elements of the logo.

Official colours & typography

Primary	Secondary	Accent	
#007383	#1D3567	#F6C619	Montserrat Documents

EU funding identity

> **Use the official EU emblem and funding statement**
>
> Do not modify the emblem, its colours or the relationship between the emblem and the funding statement. When a funding acknowledgement is required, use the official version supplied in the project materials.

6 OFFICIAL LINKS & CONTACT

What should I use?

Introduce Alliance4XR in a meeting	Event presentation + short project description
Attend a conference or exhibition	Roll-up + project leaflet + official links / QR codes
Show someone how the platform works	Platform guide + platform link
Add Alliance4XR to a website or article	Project logo + short description + website link
Promote Alliance4XR online	Official logo / visual material + relevant project link

Direct links

Website Open link	**Platform** Open link
LinkedIn Open link	**Instagram** Open link
Facebook Open link	**X / Twitter** Open link
YouTube Open link	**Newsletter** Open link

Need help?

For communication questions or additional materials: **info@alliance4xr.eu**