



Dutch  
CardioVascular  
Alliance

# Toolkit Communication DCVA

## Communication Toolkit

Please note that this toolkit is for internal use only. This means that it's for the DCVA consortia (and other partner organizations).

### Contents

#### **Purpose of this document**

- 1. General DCVA Communication guidelines**
- 2. Corporate identity**
  - 2.1 Corporate identity manual**
  - 2.2 Logo**
  - 2.3 Letters and other document**
  - 2.4 Presentations**
  - 2.5 Brochures**
  - 2.6 Business cards and email**
- 3. Website**
  - 3.1 Website for DVCA in general**
  - 3.2 Website for divisions**
  - 3.3 Website for consortiums and projects**
  - 3.4 Information for communication advisors**
- 4. Newsletter**
- 5. LinkedIn**

### **Purpose of this document**

#### **Using communication for our shared goals**

To reach the ambitious, shared goals of the DCVA, a few things are crucial: cooperation and acquiring and deploying resources. For this cooperation we need to find each other as well as have parties we aren't yet cooperating with to find us. That's why we broadcast the existence and goals of the DCVA, as a way to ensure that we know among ourselves who is doing what. In order to acquire and deploy resources, it's important that, in addition, the financiers of the DCVA are also visible. These financiers contribute to projects and studies of the DCVA.

The purpose of this document is to function as an overview for the means of communication as well as the communication opportunities. This document recites several fixed agreements and options. As a permanent work in progress, this document continues to be supplemented with information until complete or altered when needed. Always check if you are reading the most recent version of this document. This document can be requested by Nienke Wit ([n.wit@dcvalliance.nl](mailto:n.wit@dcvalliance.nl)).

## 1. General DCVA Communication guidelines

Institutions, funders, the DCVA: each has their own corporate identity, communication style, guidelines and specific audience. When you work on a DCVA consortium or project and you have to deal with all these stakeholders, communication guidelines may not be clear. In this article you'll find answers to frequently asked questions about communication, use of logos and corporate identity.

When a project gets funded by one of the partners of the DCVA, agreements are made about communications: where and when do you communicate with what audience and how? Of course you have also made agreements with the institution you work for. Based on those agreements, we share some guidelines with you below. Please contact us if you have any questions.

### General DCVA communication

The Dutch Heart Foundation is responsible for the general communication about the DCVA. A commission of communication advisors of all partners defines the strategy and decides on content planning. Please find Nienke Wit if you might have any question or suggestion.

### When is my consortium or project considered to be part of the DCVA?

You can read our full policy [here](#).

Former CVON consortia that get new funding from DCVA partners, also change from CVON to DCVA.

### Who communicates first?

If the coordinating funder and the DCVA both communicate about a call, the start or results of a research project, the coordinating funder will do this first, before the DCVA.

### Who communicates to the general public and how?

Funders, independent or governmental, want to account for the investments they do. Also, they have the expertise of informing the general audience, and they have a broad network and good contacts with the press to do this. Usually, the moments of communication with the general audience are at the start of the consortium or project, and when results can be presented. Please contact your funder when results are achieved. When your institution also wants to communicate, please arrange that this happens simultaneously and with knowledge of each other's plans beforehand. In this communication, the impact of the research or project on society and patients is always leading.

*Sender:* funder and partners

*Corporate identity and main logo:* of the funder, except when decided otherwise

*Mentioned:* DCVA, partners, especially funders and institution

### Who communicates to stakeholders and how?

In high level communication between stakeholders like funders, institutions, government and companies, the DCVA takes the lead. In this form of communications, the goal of the DCVA and the specific contribution of the intended consortium or project is leading.

*Sender:* DCVA

*Corporate identity and main logo:* DCVA

*Mentioned:* specific partners and institutions

## **Where and how do consortia and projects communicate with each other and with colleagues?**

Of course a lot of communications are targeted at colleagues. You want to invite researchers to a course, meeting or other event. You have a vacancy or job offer. You present your research and your results at a symposium or congress. When you do so, please use the DCVA corporate identity. We offer you the use of PowerPoint slides and logos and are happy to share the style guide with you.

*Sender:* the consortium or project

*Corporate identity and main logo:* DCVA, with the consortium or project name added

*Mentioned:* the consortium or project, DCVA, funders, stakeholders, institution

## **How to use websites?**

Usually consortia or projects get a page on the website of the leading funder and/or the institution of the research leader. The DCVA also informs her visitors of all DCVA projects.

*Funders website:* information about the impact of the consortium or project and who is leading it, why it is important and funded, start and results

*DCVA website:* abstract of the research plan, who is leading the research, vacancies, announcements about meetings and courses; linked to funders website

*Website of your institution:* usually about the research of the institution, please mention your funder and DCVA and link to our websites

*Other websites:* please let us know of your plans beforehand and use the DCVA corporate identity

## **Do consortia or projects create their own corporate identity?**

DCVA offers you the possibility to add the name of your consortia or project to the DCVA logo in the same style and use this as a logo in your mailings and letters and on your webpages. Only under special circumstances, it's preferable to design a new logo. Please contact us via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl) if you think this is necessary.

## **When do you use the DCVA logo, and when do you use the logo of the funder?**

Not every research consortium is a DCVA consortium. A number of consortia formed and financed by the Netherlands CardioVascular Research Committee (CVON) have now been followed up in the DCVA. Others have been granted follow-up financing, but are not (yet) DCVA consortia. When do you use the DCVA logo? When the logo of CVON? When that of the funders? In all communications (presentations, posters, press releases, articles) you always use the logo and the name of the funder following the instruction of that funder (for example The Dutch Heart Foundation, ZonMw or NWO). You can only use the DCVA logo if your agreement states that you are a DCVA consortium or if you have received written confirmation of this. Use this logo in addition to the logo of the funder(s) of your consortium: start with DCVA, 'powered by:', followed by the funding partners. Use the CVON logo when your consortium was appointed as a CVON consortium at the time, and you are not (yet) an official DCVA consortium.

## **Questions**

Is it unclear to you whether or not the consortium in which you participate is a DCVA consortium? Or do you have any other questions about communications? Then contact the principal investigator of the consortium, or contact the DCVA via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl).

## **2. Corporate identity**

The DCVA has their own corporate identity. When this identity has to be followed is recited in chapter 1. How this corporate identity looks and which elements it contains is summed up below. If you feel like an element is missing, or if you have any questions about the use of the DCVA identity, please contact us via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl). If needed, our graphic designer can be of use for the application of the corporate identity of the DCVA.

### **2.1 Corporate identity manual**

The corporate identity of the DCVA is fixed in the brand manual. In this manual you can find all the details and information regarding logos, color schemes, measurements, and fonts. The manual can be requested via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl). Keep in mind that the most recent manual needs to be used.

### **2.2 Logo**

The DCVA has commissioned their own logo in 2018. Rights apply to this logo, meaning that you can't adjust it for your own purposes. In chapter 1, you can find how to use our logo properly. The correct files for this can be requested via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl).

#### *Individual logo project or consortium*

An individual logo for a project or consortium can be commissioned through the DCVA for a small fee. Please contact us for more information.

### **2.3 Letters and other documents**

The format for letters and other documents can be requested via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl).

### **2.4 Presentations**

The format for PowerPoint presentations can be found on the DCVA website or requested via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl).

### **2.5 Brochures**

The DCVA has a stock of brochures or leaflets that you can include with letters or hand out at events. The digital version can be requested via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl). As long as the stocks last, we can supply physical copies of our brochures. If ordered six weeks in advance, we can print new brochures. If you suggest we update and renew our brochure, please contact us.

### **2.5 Business cards and email**

Members of the management team, division chairs, working group coordinators and staff members of the DCVA can request their own business card through Nienke Wit ([n.wit@dcvalliance.nl](mailto:n.wit@dcvalliance.nl)). An email address with a DCVA signature can be requested as well. For other staff members working on DCVA projects or studies, we can discuss the possibility of adding the DCVA signature to their work email address.

### 3. Website

#### 3.1 Website for DCVA in general

The central means of communication of the DCVA is the website: [www.dcvalliance.nl](http://www.dcvalliance.nl). On this website you can find, amongst other topics:

- Our mission and priorities
- Recent news, especially calls for projects and research
- Names and contact details of the management team, pillar chairs, working group coordinators and staff members
- Ongoing research and projects (pages under construction)

Website editing is executed by the DCVA and can be reached via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl).

#### 3.2 Website for pillars

Every pillar has their own web page. The support of each pillar is needed to fill these pages, and thus we ask each pillar to appoint a communication representative. Possibilities, conditions and formats for providing information can be found in paragraph 3.3.

#### 3.3 Website for consortia and projects

The website gives the opportunity to make a page for each project or consortium with the same features of the rest of the website. This includes banners, news items and sharing of imagery.

##### *What is the purpose of the website?*

The purpose of the website is to improve the cooperation between partners of the DCVA as well as to draw in novel partners and stakeholders. The website is the professional face and collaboration platform of the DCVA. Communication towards the public is explicitly not the approach, which is outsourced. For consortia and projects, the website offers possibilities like:

- sharing information on research and projects (introductory function);
- arranging contact information (directory function);
- sharing interim results or other relevant news for colleagues (news function);
- announcing activities, courses, meetings and events;
- reporting the activities noted above.

##### *Who makes the content?*

The consortium is, in accordance with the conditions of financing, responsible for supplying relevant content for communication purposes. Per consortium or project, the DCVA will periodically put basic information on the website (name of the consortium or project, the abstract, link to the coordinating financier for additional information, project leaders and their contact information). Consortia and projects have to supply additional information themselves. We love to hear which of you, per consortium, will be responsible for this, so that we fine tune a few things. In consultation, there is room for redirecting supplied materials.

### *Who posts the content?*

The DCVA communication posts content as long as the use of the website is limited. If a consortium or project plans on actively using the website, which we encourage, the possibility exists of gaining access through a staff member.

### *How do I draw attention to my posts?*

The newsletter and frontpage of the website can be used to draw attention to a new contribution. The posts with the biggest relevance for the viewer have priority, which is decided by the DCVA communication. Of course, you can share the link of posts via various online channels like social media and mailing lists to reach your audience. We strongly recommend doing this, even if the DCVA newsletter already highlights the subject: a reference from someone you know personally, always works the best.

### *Can I communicate on the topic of the consortium or project in other places?*

Of course, but please keep in mind the following:

- always communicate with colleagues and partners via the DCVA website;
- if you do business elsewhere (an example being patient inclusion or attention for a specific activity), mention the DCVA and your suppliers as well as mention your activities, so we can fine tune together;
- public communication and press communication must *always* be done in consultation with the DCVA and coordinating financier.

### *Who pays for the content?*

The DCVA has a budget for their general communication, not for the communication of consortia and projects, except when explicitly discussed otherwise. For the use of the budget for communication where needed, consult the financing requirements. The contributions to the website mostly cost time and effort. However, having photography and film work done as well as hiring a writer for texts can entail costs. If you feel that this is needed, the DCVA communication staff members will gladly help you. If material is needed for means of public communication, a coordinating financier will review it.

### *What conditions must the content meet?*

- Written in English
- Accessible, short and concise (Even though you communicate with colleagues and experts, keep in mind this is interdisciplinary; only if needed, use commonly known jargon and abbreviations)
- Expect something specific from your audience, be collaborative (for example: get updated about my project, participate in the next activity, share the information I need)
- Current and factual, without marketing or commercial use (don't: the last meeting was a great success, do: the decision to collaborate was made during the meeting last Wednesday)
- If this not fully adds up: please supply us with sufficient information so that we can redirect it

### *Interview*

- Quote header
- Introduction of 30 to 40 words
- Question and answer section of 500 to 700 words
- Picture of the interviewee, preferably with relevant decor, during the interview (not talking)

### *A substantive message*

- Title of the message
- Introduction of 30 to 40 words
- Text, consisting of several independent paragraphs with empty space in between them, of 300 to 500 words depending on the need
- Image suggestion

### *An activity*

- Title of the activity
- Type of activity (call, meeting or others)
- Deadline or date and location of activity
- Target audience
- Conditions of participation
- Consortia responsible for the activity
- Contact information for participation or for more information
- Informative or stimulating message in a few individual paragraphs with empty spaces in between, consisting of 150 to 200 words depending on the need
- Image suggestion

### *Job offer*

- Function
- Brief summary of the requirements for candidates
- Deadline
- Contact details
- Link to the full job offer on an external website (university, institute or partner organization)
- Explicitly share the fact that the DCVA does not handle job applications and does not correspond about this with candidates

### *A contribution to the 'face book'*

- High resolution portrait picture and dimension 1:1
- Person looking straight into the camera lens or just past it
- Head slightly turned or straight, facing the camera
- Head and shoulders visible, with as less of the environment as possible
- Name
- Function and organisation
- Role or expertise in team
- Preferably a link to LinkedIn profile (if not applicable, please provide email adres)

### *Pictures*

- Consult the corporate identity manual for an impression of the (limited) image policy of the DCVA
- High resolution
- Landscape instead of portrait, with margins for crops on all sides
- Portrayed people in work related settings, preferably as little in conference rooms as possible but instead in various environments like in front of a building or at a laboratory
- No 'talking heads' or frozen gestured, preferably natural poses
- Take the copyrights of the photographer into account if the picture isn't yours
- The reuse of pictures of partner companies is not the obvious choice; please discuss this in advance or use your own imagery



### *Other requirements for imagery*

- Dimensions should always be 16:9
- Images should be compressed to a maximum file size of 200 kb
- Images for the news overview should be 300 pixels in width
- Images on the full web pages should be 1200 pixels in width

### *Video*

Pitching your consortium or project with a short video is very appealing, if you have the budget to commission one. Keep in mind the following:

- Make or commission a script containing text, imagery and a time estimate as a preparation
- Aim for a 1.5 minute video; social media videos need to be even shorter (30 seconds); a collegial video can be a little longer (2 minutes) but keep in mind that people have a short attention span
- Include in the video:
  - goal and approach of the research
  - what kind of results you can expect
  - which problem you tend to resolve
  - the impact of the research on patients
  - if possible, include a patient in the video
  - what you need from others (if you're looking for collaboration)
- Keep it factual and informative; as if you're speaking for a broad audience (without jargon or difficult language)
- You don't have to introduce all speakers; put the name and role of the speaker in the subtitling and conclude acknowledgements to the credits of the video
- In the credits, include the logo of the DCVA, the name of the consortium, funders and if applicable specific people or partners
- Show a workplace with equipment, research material and infographics that are relevant to the story
- Use illustrative voice-overs or text slides in the video
- Keep the rights of the video editors (and music) in mind

### **3.4 Information for communication advisors**

The communication strategy of the DCVA is well thought out and organized by the communication advisors of the partners, collaborating in a work group on communication. The chairman of this work group is Pjotr van Lenteren, communication advisor of the Dutch Heart Foundation. Besides determining the strategy and signaling opportunities in communication, sharing important messages via the newsletter and via DCVA related events is crucial. Communication advisors and partners can access the DCVA Sharepoint and thus they can access all the communication materials provided by the DCVA.

#### **4. The newsletter**

The DCVA has a quarterly newsletter containing recent news publications to the website, especially calls for research and requests for contributions to projects. This newsletter is meant for relevant (future) partners, stakeholders and staff members of all collaborating organizations, especially staff working on research consortia and DCVA projects. Requests for the newsletter content can be sent to your communication advisor or directly via [communications@dcvalliance.nl](mailto:communications@dcvalliance.nl).

Any supplied images for the newsletter should be:

- scaled 290 by 220
- 300 pixels in width
- 100 kb in size

#### **5. LinkedIn**

All new contributions to the website are also shared on the DCVA LinkedIn group. This group can be found via [linkedin.com/company/dutch-cardiovascular-alliance](https://www.linkedin.com/company/dutch-cardiovascular-alliance).