

MATRIX *project*

"A Mediterranean collaboration to redesign fashion"

This toolkit gathers the official communication and dissemination resources developed for the MATRIX project. It has been prepared to facilitate consistent communication among project partners and to provide media representatives, stakeholders, institutions and the general public with easy access to the project's visual identity and communication materials.

All materials included in this toolkit follow the communication requirements established by the Interreg NEXT MED Programme and should be used whenever referring to the project.

Description of the project

The Project Description section provides two official versions of the MATRIX project summary: a short version (approximately 50 words) and an extended version (approximately 150 words). These texts have been developed to ensure a consistent and accurate description of the project across all communication channels.

Project images

This section contains a selection of official MATRIX project images documenting key activities, events and milestones throughout the project's implementation. The image library has been compiled to support communication and dissemination efforts by providing high-quality visual content that accurately represents the project's progress and achievements.

Dissemination material

The toolkit includes the official project **poster**, **leaflet**, **video** presentation and **roll-up** banner, each serving a specific communication purpose.
These materials can be used by project partners during conferences, workshops, meetings, exhibitions, networking events, training sessions and other dissemination activities, as well as through digital communication channels.

Project logos

This section contains the official MATRIX project logos in multiple file formats and colour variations to ensure their correct use across both digital and printed communication materials.

Press

This section includes the official press release issued following the launch of the MATRIX project. The document may be reused or adapted by project partners for local dissemination activities.

Templates

The toolkit includes a PowerPoint presentation template and a Microsoft Word document template, which may be used by project partners, stakeholders and other authorised third parties when creating presentations, reports, publications, meeting documents or other materials related to the MATRIX project.

Fonts

The official typefaces of the MATRIX project are:

- Primary Font: Open Sans
- Secondary Font: Vollkorn