DELIVERABLE

Project Acronym: Europeana Collections 1914-1918

Grant Agreement number: 270894

Project Title: Europeana Collections 1914-1918: Remembering the First World War – a digital collection of outstanding sources from European national libraries

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D4.6   Promotional Material (3rd set)

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Revision: 1.0

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Contributions: all partners

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	Dissemination Level	
P	**Public**	**x**
C	**Confidential, only for members of the consortium and the Commission Services**	

Revision History

Revision	Date	Author	Organisation	Description
1	29/4/2014	FA	BL	

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1. Introduction to Europeana Collections 1914-1918

1.1 Europeana 1914-1918 will create by 2014 – the centenary of the outbreak of the First World War - a substantial digital collection of material from national library collections and other partners in eight countries that found themselves on different sides of the historic conflict. The project consortium will digitize more than 400.000 relevant items that will span the full range of national library collections including books, newspapers, trench journals, maps, children's literature, posters, pamphlets, propaganda leaflets, medals and coins. The digital collection will go far beyond any existing digital collection on the topic in terms of size, quality and diversity, and make Europeana the first stop for quality content on the War.

1.2. It is envisaged that the content generated will boost interest in Europeana and encourage the contribution both of user generated content. The material will highlight the importance of World War One (WWI) for a common European identity, and be reflective of the different experiences of individuals and groups on all sides of the conflict including different ethnic, linguistic, political, social and religious communities and those opposed to the war.

1.3. Partners in the project are:

1. STIFTUNG PREUSSISCHER KULTURBESITZ (SPK)
2. BIBLIOTHEQUE NATIONALE DE FRANCE (BNF)
3. BIBLIOTHÈQUE NATIONALE ET UNIVERSITAIRE DE STRASBOURG (BNU)
4. BIBLIOTECA NAZIONALE CENTRALE DI ROMA 'VITTORIO EMANUELE II' (BNCRM)
5. BIBLIOTECA NAZIONALE CENTRALE FIRENZE (BNCF)
6. BIBLIOTHEQUE ROYALE DE BELGIQUE-KONINKLIJKE BIBLIOTHEEK VAN BELGIE (KBR)
7. THE BRITISH LIBRARY (BL)
8. DET KONGELIGE BIBLIOTEK, NATIONALBIBLIOTEK OG KOBENHAVNS UNIVERSITETSBIBLIOTEK (KB)
9. OESTERREICHISCHE NATIONALBIBLIOTHEK (ONB)
10. NARODNA BIBLIOTEKA SRBIJE (NLS)
11. HUMBOLDT-UNIVERSITAT ZU BERLIN (UBER)
12. INSTITUTO CENTRALE PER IL CATALOGO UNICO DELLE BIBLIOTECHE ITALIANE E PER LE INFORMAZIONI BIBLIOGRAFICHE (ICCU)

2. Postcards

2.1 Concept

For the third set of promotional materials the partners decided to draft some material directed to highlight the joint thematic portal where the digitised material is available on. It was decided to draft a set of postcards for this purpose, containing one postcard for each project partner.

To demonstrate the individual contributions of each project partner to Europeana and the thematic portal, a template for the postcards was designed with the aim to add invidual images/works representing the single partner institution.

This initiative ended in 10 postcards highlighting important contributions from the Europeana Collections 1914-1918 partner institutions. The postcards are presented in chapter three of this document.

The postcards are distributed on relevant events and are available for download at the project website.

2.2 Instructions for designing postcards for project partners

To guarantee a joint identity for the postcards designed by material coming from all the project partners, design instructions have been drafted and been sent to each of the project partner contributing a postcard.

Design instructions:

- The files for the postcard are available in the project's dropbox folder here

- The most important file is the Indesign file: **"Europeana Collections 1914-1918 Template 2013.indd"**

- All the other files and logos are necessary; there is space for adding these various logos to the main file.

- The files for the Europeana Gravure font (GrCoRg.otf and GrCoBd.otf) are made using a MAC – if people are using a PC, then the files for Gravure must be found separately.

- The file **"About Europeana template postcards kor 9"** describes which logos/images must remain, and which are to be replaced. In summary, you have to add your own images and institution's logo; other logos only have to be re-inserted.

- The file for the tie **"Europeana collections tie for postcards"** is a separate file for the tie around the set of postcards – this is optional.

- **Generally it is best to make the card using InDesign.** If the latest version is not available, the .idml files can be used. Therefore corresponding idml files are in the dropbox folder as well, as well as pdf files.

- All postcards are saved on the project's wiki: http://wiki.eu1914-1918.eu/index.php?title=Postcards

3. Thumbnails

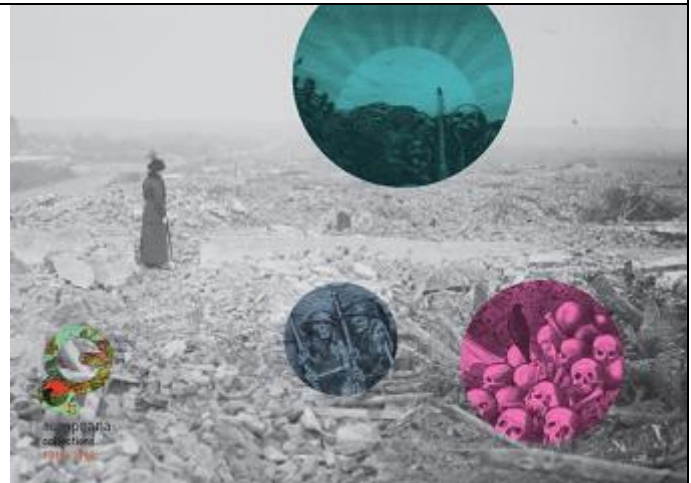|	
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