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# CHMKS Hubs Toolbox

# Dissemination Kit

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BASE

ECOWORLD URHODOPES
Smolyan, Bulgaria
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iRIS
SUSTAINABLE DEVELOPMENT

open impact.

# DISSEMINATION KIT

To support CHMKS Hubs in implementing the Social Media Strategy and the Social Campaign Kit, a comprehensive set of **Dissemination Kit** has already been developed. The kit includes a set of ready-made communication templates and resources designed to facilitate dissemination activities at local level, reduce the workload for hubs, and ensure visual and narrative coherence across the CHMKS project.

The Dissemination Kit enables CHMKS Hubs to focus on **engagement, participation, and impact**, rather than on the technical aspects of design and layout, while maintaining a consistent project identity.

## Contents of the Dissemination Kit

The Dissemination Kit includes the following templates and communication resources:

- Hubs Logo, to be used consistently across all social media channels and digital communication
- Social media template set, including adaptable layouts for posts and stories, accompanied by examples of use
- CHMKS Hub webpage template, providing a consistent structure for presenting hubs online
- CHMKS Hubs Toolbox, a comprehensive support package developed to accompany CHMKS Hubs throughout their implementation, communication, and capitalisation activities. The Toolbox brings together strategic guidance and practical resources in a single, accessible framework, enabling hubs to operate effectively while remaining aligned with the overall CHMKS project approach.
  The CHMKS Hubs Toolbox includes the following core components:
  - **Social Media Strategy for CHMKS Hubs**, offering strategic and operational guidance on how hubs should use social media as a tool for engagement, visibility, and youth participation. The strategy explains objectives, target audiences, recommended approaches, and the effective use of social media campaigns at local level.
  - **Social Media Templates for CHMKS Hubs**, consisting of a ready-made set of adaptable visual templates and examples. These templates enable hubs to produce high-quality communication materials quickly and consistently, while allowing for local customisation of content, language, and imagery.
  - **Capitalisation Plan**, a guidance document that supports learning, replication, and long-term sustainability by helping hubs reflect on impact and communicate outcomes beyond the project lifetime.

These resources are intended to be flexible and adaptable. CHMKS Hubs are encouraged to customise text, images, and language to their local context, while maintaining the overall visual identity and key messages of the CHMKS project.

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# VISUAL IDENTITY GUIDELINES

To ensure consistency and recognisability across all communication activities, the Dissemination Kit also includes the **core visual identity elements** of the CHMKS project. These elements support CHMKS Hubs in producing coherent and professional communication materials, while allowing for local adaptation.

## Colour Palette

The official CHMKS colour palette should be used across all social media content, webpages, and dissemination materials. The palette includes primary and secondary colours, with the corresponding colour codes provided to ensure accurate reproduction in digital tools and platforms.

For each colour, the following codes are provided:

**Official Color Palette**

**HEX #08415C**
**RGB**
R:8
G:65
B:92
**CMYK**
C:97%
M:66%
Y:40%
K:34%

**HEX #8CC63F**
**RGB**
R:140
G:198
B:63
**CMYK**
C:52%
M:0%
Y:88%
K:0%

**Contrast Colors to use in various compositions**

**HEX #E26E3D**
**RGB**
R:226
G:110
B:61
**CMYK**
C:7%
M:67%
Y:80%
K:0%

**HEX #5854A0**
**RGB**
R:88
G:84
B:160
**CMYK**
C:77%
M:71%
Y:0%
K:0%

These codes should be used when customising social media templates or creating new materials in design tools such as Canva.

## Typography

The Dissemination Kit includes the official CHMKS fonts to be used in digital communication and dissemination materials. Typography has been selected to ensure readability, accessibility, and a contemporary visual identity aligned with the project's values.

Hubs are encouraged to use the official fonts when adapting templates or creating new content, while avoiding the introduction of additional fonts that could weaken visual consistency.

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For the CHMKS project the following fonts were selected:

1. *Open Sauce One*
   **a b c d e f g h i j k l m n o p q r s t u v w z y z**
   **A B C D E F G H I J K L M N O P Q R S T U V W Z Y Z**

2. Open Sauce Two
   **a b c d e f g h i j k l m n o p q r s t u v w z y z**
   **A B C D E F G H I J K L M N O P Q R S T U V W Z Y Z**

Fall back font should be Open Sans

**Accessibility:** The recommended minimum font size for core content text is size 10. Taking into account the needs of people with sight problems and behavioural patterns in reading text online, web text will be between 12 and 14 points. Body copy should use “justify” or “align left” alignment.

## Use of Visual Identity Elements

All visual identity elements should be used in combination with the templates included in the Dissemination Kit and in line with the guidance provided in the Social Media Strategy and Social Campaign Kit. This approach ensures that locally produced content remains clearly recognisable as part of the CHMKS project, while reflecting local voices and contexts.

### PRIMARY HUB LOGO

### OTHER VISUAL ELEMENTS

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