

# BUDGET IT

Building Gender+ Equality Through Gender+  
Budgeting For Institutional  
Transformation

## D.4.2

### Report on establishment of communication outlets: visual identity, website and social media accounts



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### Building Gender Equality Through Gender Budgeting For Institutional Transformation

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## 1- Introduction

This document is Deliverable D4.2: Report which outlines the social media accounts, the website and all the promotional materials to be used during the project.

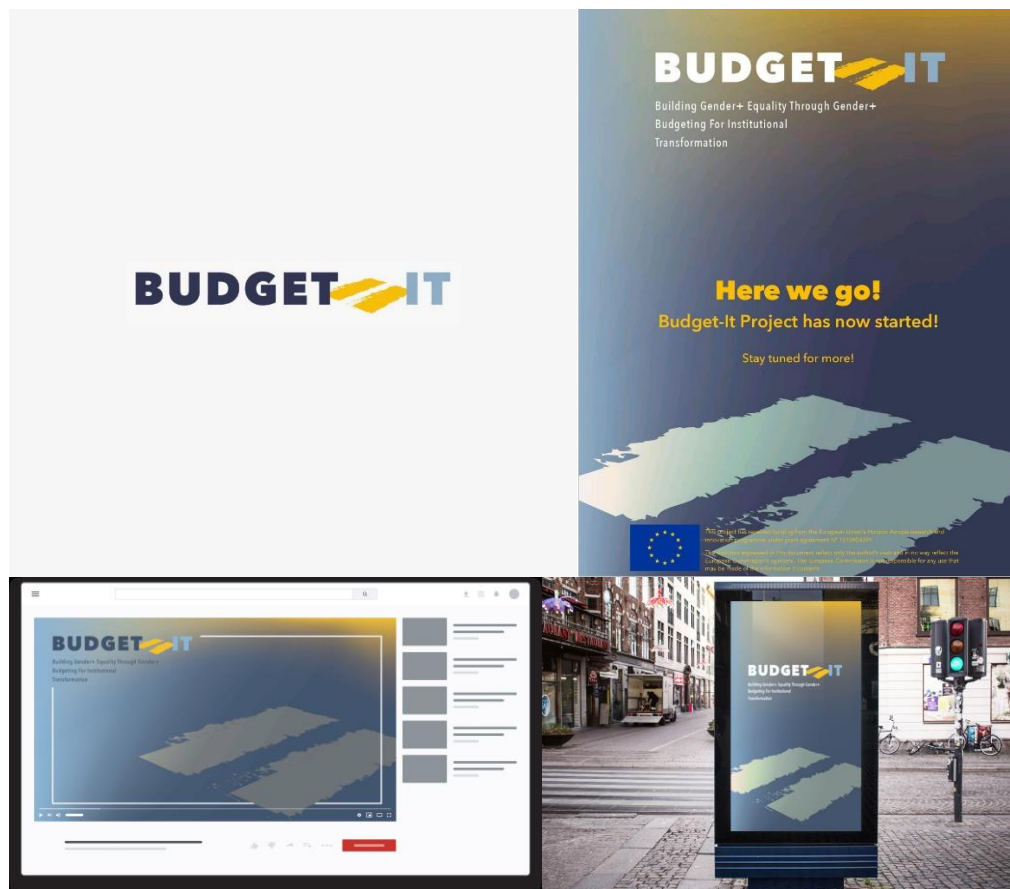
This report presents the results of these subtasks: (i) design of visual identity, promotional materials, and stationery, (ii) creation of the **Building Gender Equality Through Gender Budgeting for Institutional Transformation (BUDGET IT)** website, social media, and public media presence.



## 1. Visual Identity

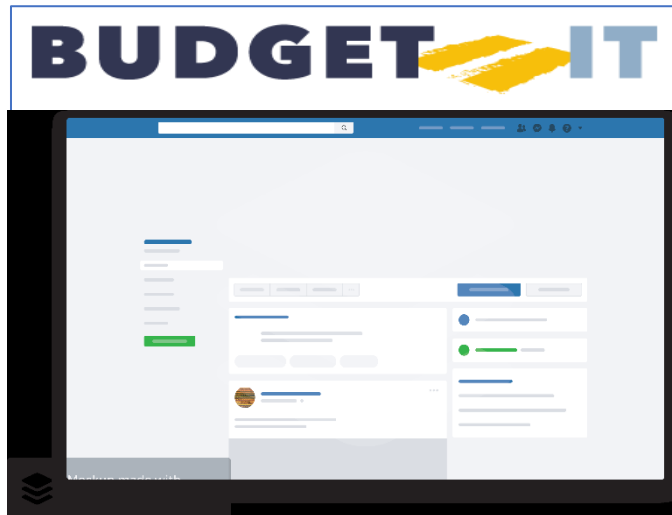
The main communication objective within this project is to promote the BUDGET-IT project and its achievements to the general public and targeted audiences.

To ensure the best visibility of the project, to increase its impact and outreach, and to reach the communication objectives, we created a visible and distinguishable visual identity of the project which is recognizable in a way that all the communicative actions undertaken during the project are traceable.



## 2- Project Website

BUDGET-IT Website (*budget-it.eu*) will be running in March 2023, serving as a primary source of information regarding BUDGET-IT objectives, progress, and outcomes to organize the project information into a unified source of visitor knowledge. According to the progress of the project, the content of the website will be continuously extended and updated.



## 3- Social media accounts

Twitter: @budget\_it\_eu

Instagram: @budget.it.eu

