

Women *Fitness* Cycle

Communications materials

Women's Fitness Cycle

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Sport
Innovation
Hub



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Introduction

This document presents the communication materials developed for the "Women Fitness Cycle" (WFC) project, ID: 101181167. These materials are a key output of Work Package 5: Impact & Dissemination and have been created to support the project's general objectives: to promote physical activity during the menstrual cycle and to increase menstrual health literacy among grassroots sports athletes and coaches.

All materials presented herein are guided by the project's official **Dissemination and Communication Strategy**, which outlines the objectives, target audiences, key messages, and channels for all outreach initiatives. The purpose of these materials is to establish a cohesive and recognisable brand identity for the project, ensuring a consistent message is conveyed across all platforms and actions.

This deliverable showcases the foundational elements of the WFC project's public presence, including:

- **The project's visual identity:** The official project logo and brand guidelines that will be used in all publications and communications.
- **Online presence:** The structure and design of the project's landing page, which serves as a central hub for all information, results, and outputs.
- **Social media channels:** An overview of the selected social media platforms and the strategy for their use in engaging with the project's community.

By creating these materials, the WFC project aims to effectively reach its target groups, share its research findings, and promote the use of its educational tools to empower women and coaches in the sports sector.

Communication Materials

The communication and dissemination activities of the Women Fitness Cycle (WFC) project are managed under **Work Package 5: Impact and Dissemination**, led by the Sport Innovation Hub (SIH). The strategy aims to raise awareness, share project results with target groups, and maximise the project's overall impact. The activities are multi-channel, with a strong focus on digital outreach to ensure wide accessibility across Europe and beyond.

1. Brand identity

A cohesive brand identity is the foundation of the project's communication. A unique project logo and a consistent visual identity have been developed to ensure that WFC is easily recognizable across all platforms and communications. This identity is applied to all materials, including presentations, reports, and digital content. The Project Brand Book can be found at the end of this document as Annex 1.

2. Digital presence

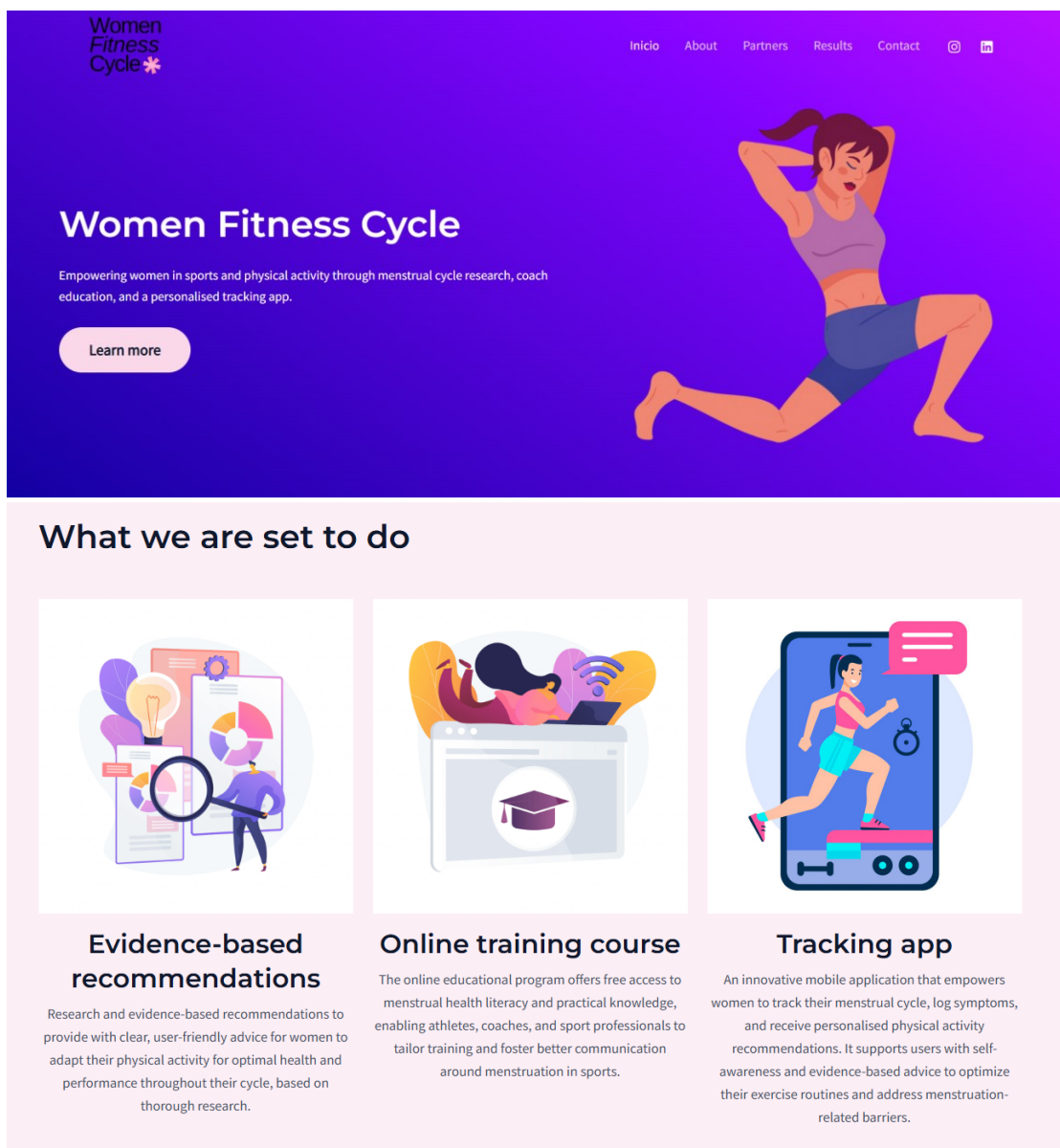
The project prioritises a strong digital presence to engage with its community and disseminate results.

2.1 Project Website

The consortium has opted to create a project landing page, which will function as a "one-stop-shop" for all project-related information. This central hub will provide easy access to deliverables, research findings, the online educational programme, and links to the mobile app once it is published.



Link: <https://womenfitnesscycle.eu>



Meet the partners



University of Tübingen



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ULisboa



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Federation

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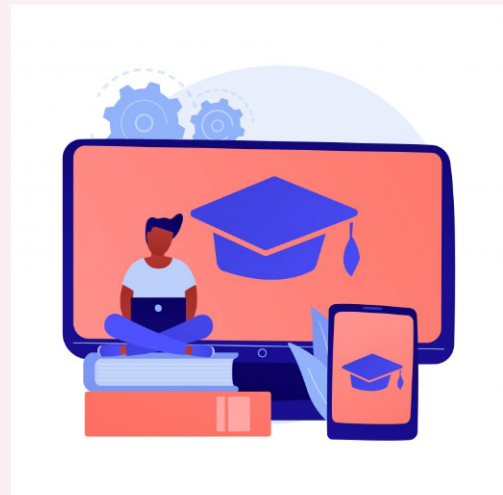


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Unlock a new level of understanding in sports science

The Women Fitness Cycle course is a comprehensive and free educational program designed for a diverse audience, including athletes, coaches, and other sport professionals. The program addresses the traditionally taboo topic of menstruation by fostering menstrual health literacy and providing evidence-based information. It equips participants with practical knowledge to understand how the menstrual cycle influences physical activity, performance, and overall well-being. The course also aims to enhance communication skills around menstruation in sports settings, ultimately helping to tailor training programs and create more supportive environments for female athletes.

[Enrol in the course](#)



Follow us!



2.2 Social Media Channels

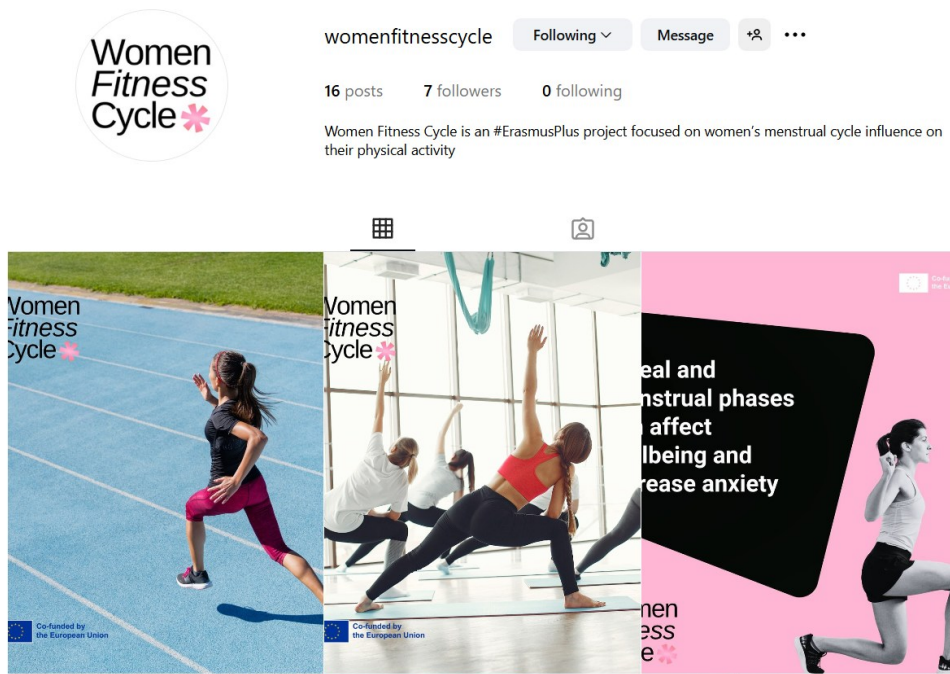
The project is active on key social media platforms, primarily **LinkedIn** and **Instagram**, to reach different target audiences, from sports professionals and researchers to female athletes and the general public. These channels are used for sharing regular project updates, raising awareness about the link between the menstrual cycle and physical activity, and promoting engagement through interactive content.

Instagram

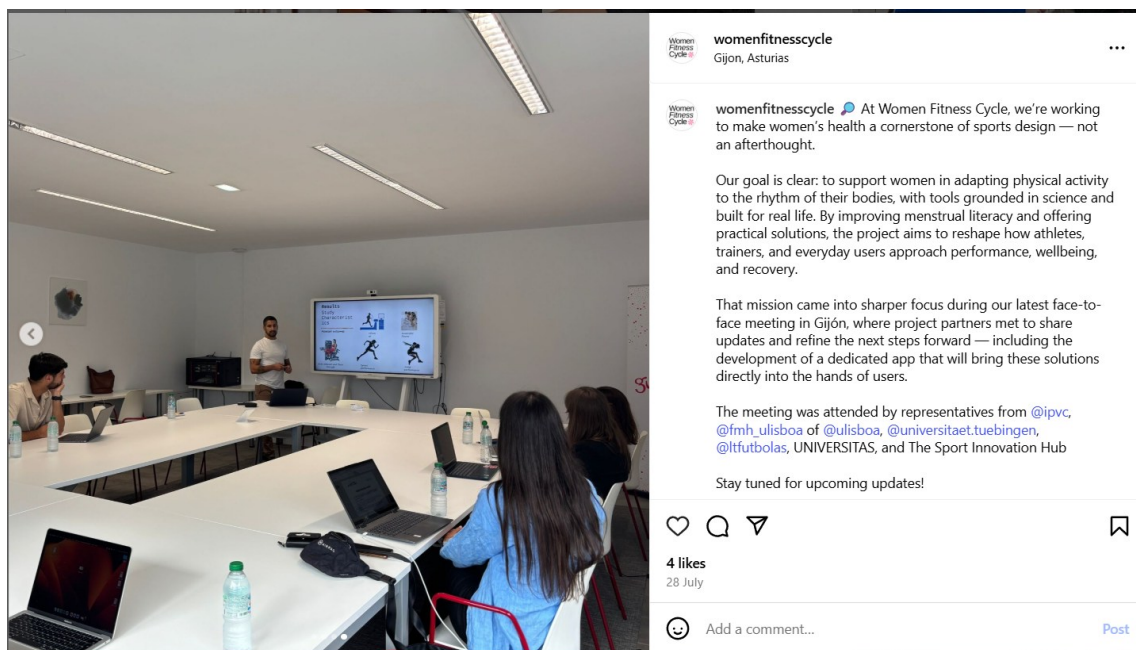
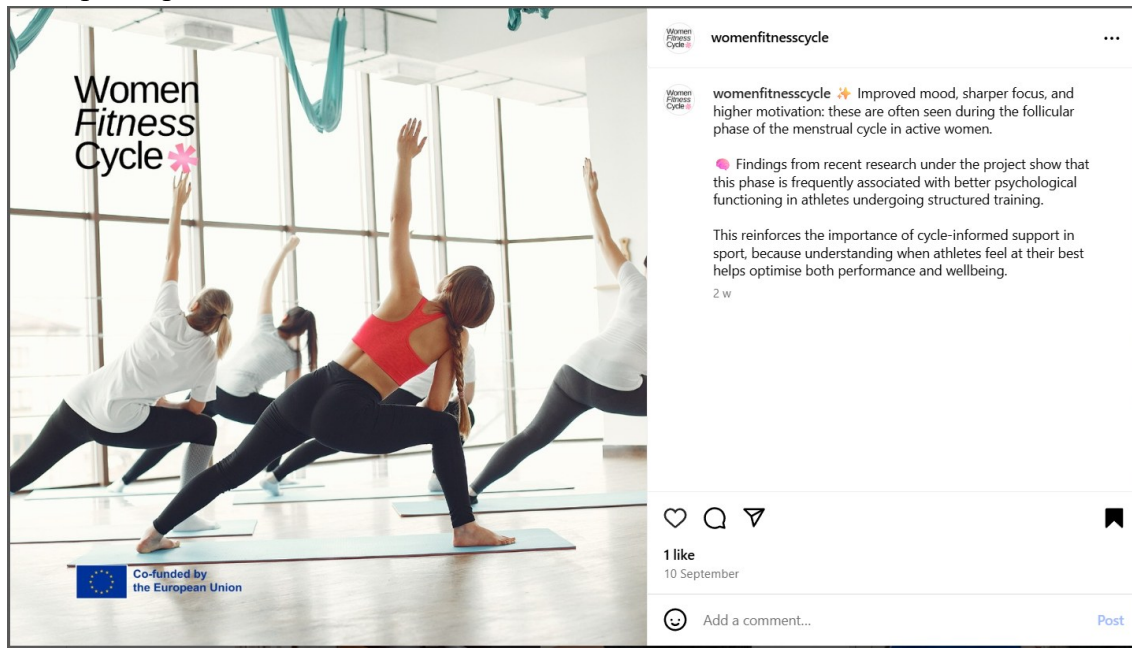


Link: <https://www.instagram.com/womenfitnesscycle/>

Instagram profile



Example of posts





LinkedIn





Link: <https://www.linkedin.com/company/womenfitnesscycle/>

LinkedIn profile

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Women Fitness Cycle 


PHYSICAL ACTIVITY FOR EVERY WOMAN IN EVERY CYCLE 



Women Fitness Cycle

Women Fitness Cycle is an #ErasmusPlus project focused on women's menstrual cycle influence on their physical activity



Formación deportiva y recreativa · 10 seguidores · 2-10 empleados

 Tiago y 1 contacto más siguen esta página

[✈ Enviar mensaje](#) [✓ Siguiendo](#) [⋮](#)

[Inicio](#) [Acerca de](#) [Publicaciones](#) [Empleos](#) [Personas](#)

Publicaciones de la página

Women Women Fitness Cycle ...

Women Women Fitness Cycle ...

Example of posts

Women Fitness Cycle 

10 seguidores
2 meses · 

⋮

🔗 At Women Fitness Cycle, we're working to make women's health a cornerstone of sports design — not an afterthought. ... más

Mostrar traducción



 Julia Fernández Valdés y 8 personas más

1 vez compartido



Academic and stakeholder engagement

Direct engagement with the scientific community and key stakeholders is crucial for impact.

- **Scientific publications:** The research conducted in WP2 is being prepared for publication in peer-reviewed scientific journals. The two initial manuscripts are a core part of the project's contribution to the scientific field.
- **Events and conferences:** The project's findings will be presented at a minimum of two scientific congresses. The consortium will participate in the European Sport Congress in Lille (November 2025) and FMH will present the psychological outcomes paper in the XXVI Jornadas da Sociedade Portuguesa de Psicologia do Desporto & II Encontro Ibérico+ de Psicologia do Desporto from 2nd to 4th October in Porto.

All communication and dissemination activities strictly adhere to the European Commission's guidelines by ensuring the visibility of EU funding through the inclusion of the "Co-funded by the European Union" emblem and the official disclaimer on all materials produced.

Annex 1

Project Brand Book

Women *Fitness* Cycle*

Project
Brand Book



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Women Fitness Cycle

The logo represents the connection between the menstrual cycle and physical activity, acknowledging how different phases influence mood, energy, and performance.

The asterisk (*) symbolizes these variations, with its radiating lines reflecting adaptability and balance. The gradient of pink tones reinforces the link to the menstrual cycle while conveying empowerment, self-awareness, and a positive approach to fitness.

The structured yet fluid design highlights the continuous nature of these changes, promoting a deeper understanding of the body to optimize well-being and athletic performance.



Logos



Women
Fitness
Cycle*

Women *Fitness* Cycle*

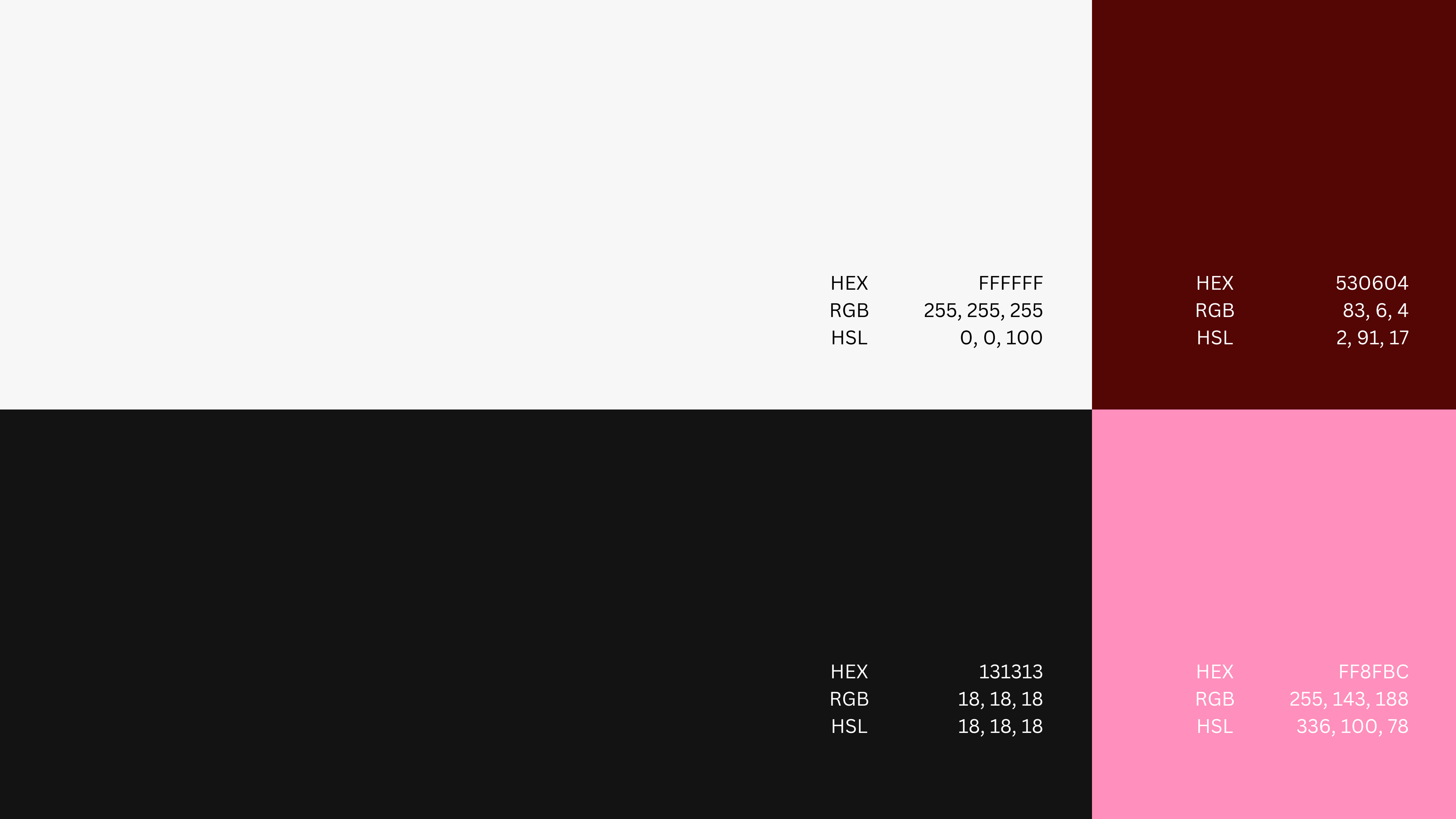






Colors





HEX	FFFFFF
RGB	255, 255, 255
HSL	0, 0, 100

HEX	530604
RGB	83, 6, 4
HSL	2, 91, 17

HEX	131313
RGB	18, 18, 18
HSL	18, 18, 18

HEX	FF8FBC
RGB	255, 143, 188
HSL	336, 100, 78

Typography



Arimo

Arimo was designed by Steve Matteson as an innovative, refreshing sans serif design that is metrically compatible with Arial™. Arimo offers improved on-screen readability characteristics and the pan-European WGL character set and solves the needs of developers looking for width-compatible fonts to address document portability across platforms.

More details about the font: [Arimo](#)

Arial

A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance.

More details about the font: [Arial](#)

EU logo



As a project co-funded by the European Union, it is mandatory to acknowledge their support in all communication and dissemination materials. The EU emblem serves as a visual symbol of this partnership and reflects the values and objectives shared between the project and the European Union.

To ensure proper recognition, the use of the EU emblem is mandatory in all official project outputs. This includes, but is not limited to:

- Publications and reports
- Websites and digital platforms
- Social media content
- Event materials (banners, presentations, invitations)
- Training resources and educational materials

When using the EU emblem, please adhere to the official guidelines to maintain consistency and respect the visual identity of the European Union. The emblem must always be clearly visible, proportionate, and used in its official form without modification.

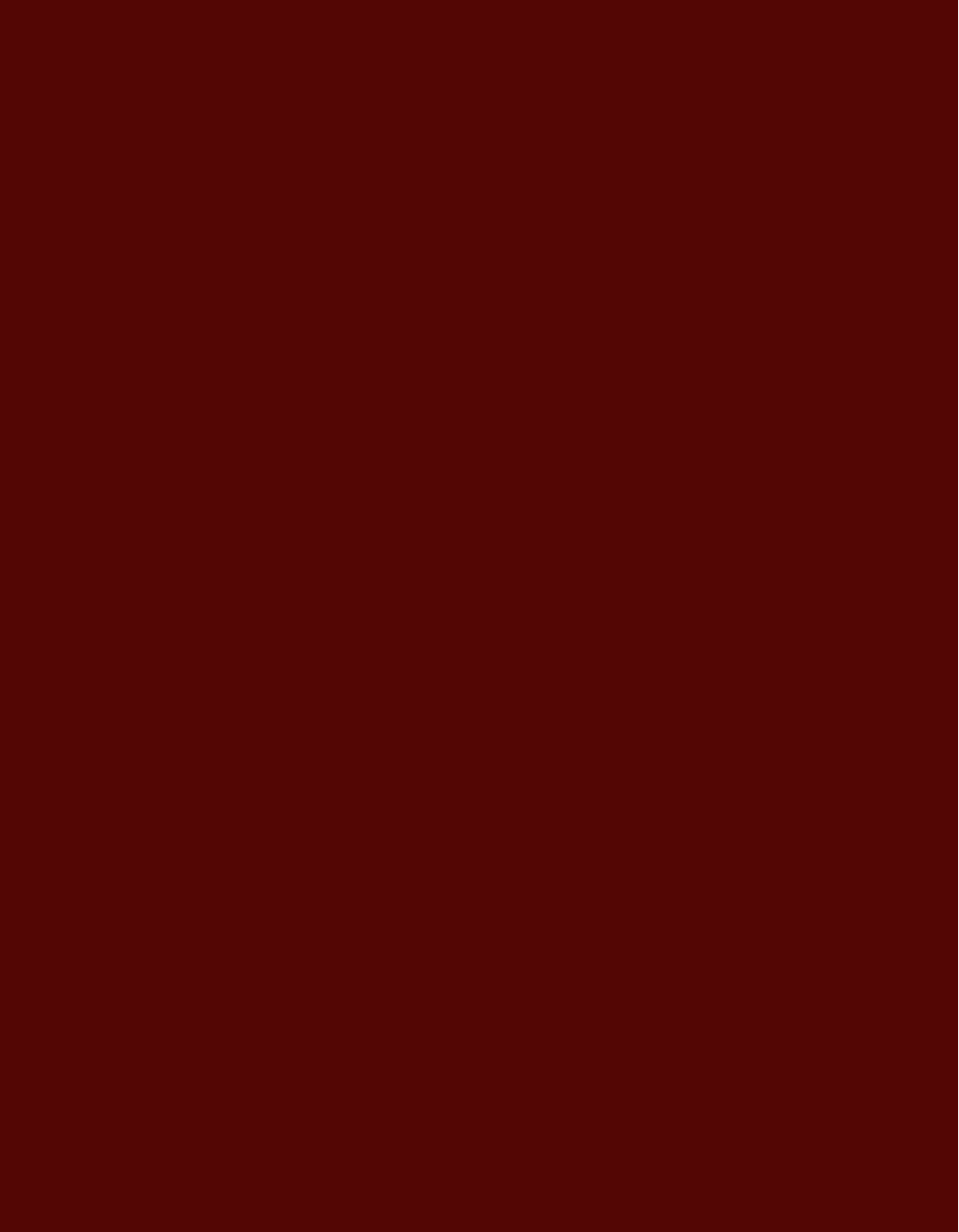
More details about the European flag emblem and disclaimer: [EACEA](#)



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Assets







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