



## D7.2 Corporate Identity and Project Website

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## Executive summary

The present deliverable about the corporate identity and the project website (D7.2) describes the elements that constitute the project's corporate identity and introduces the project website as it currently stands (30.11.2020).

The project's corporate identity involves the following main characteristics

- Project logo
- The standard colours and fonts used by the project
- The standard templates used by the project
- A reference to the use of the EU emblem as stipulated by the donor (European Commission)

The corporate design allows for a clear recognition of the project. Regarding the project website, a first version was launched online in mid-November 2020. It can be accessed through this link: [www.braintwin.eu](http://www.braintwin.eu)

The website currently works with the latest available version of WordPress (5.5.3). In this deliverable, some first visual impressions of the website and a short summary of its structure are provided. The website, however, is not yet fully complete, as some substantial information can only be added after consultations with and feedback from the project coordinator and the project partners ("individual partner descriptions" and "resources" to name only two).

In view of the public dissemination material, the following items will be developed:

- Project flyer
- Project roll-up
- Project poster

These different items will be shared with project partners first and then with the wider public. Project partners will take up a distributor's role in two regards: On the one hand they are supposed to pro-actively inform their main regional stakeholders and share with them dissemination material when suitable, on the other they should also tap into their international networks to present BrainTwin's activities and share results with those interested. The dissemination and exploitation strategy (D7.7.), which was submitted in M2 of the project, further specifies this approach.

**This deliverable on the project's corporate identity and its website** is the main reference document for all project partners when it comes to questions about the corporate design, public appearance, dissemination material etc. It outlines the standards, which should be kept by the project partners when working on visual and communication material of the project and/or disseminating these materials externally. If those standards are consequently observed, the public appearance of the BrainTwin project will be distinctive in its visual and convincing in its content-related performance.

## 1 BrainTwin project website – first impressions

The BrainTwin project web platform at [www.braintwin.eu](http://www.braintwin.eu) presents information about the project, its technical structure, its activities and its results to a wide range of stakeholders and the general public. The main lead in developing the platform was taken by ZSI with support by TUIASI. As already mentioned in the executive summary, the first draft version of the website was launched only a few

days ago. Therefore, as of today (30.11.2020), some substantial information to be provided on the website is still missing – such as the complete list of partner descriptions and more specific descriptions about the project’s resources. The work on the website is on-going and consultations with TUIASI (as the main supporting partner for developing the website) and all other project partners have already started. It is planned to complete the website within the next few weeks.

The present chapter describes the structure and appearance of the web platform as of November 30, 2020. As the project activities will more and more unfold with the time to come, the platform will be updated throughout the project duration as needed and news items drawing on the project’s activities will more and more fill the platform.

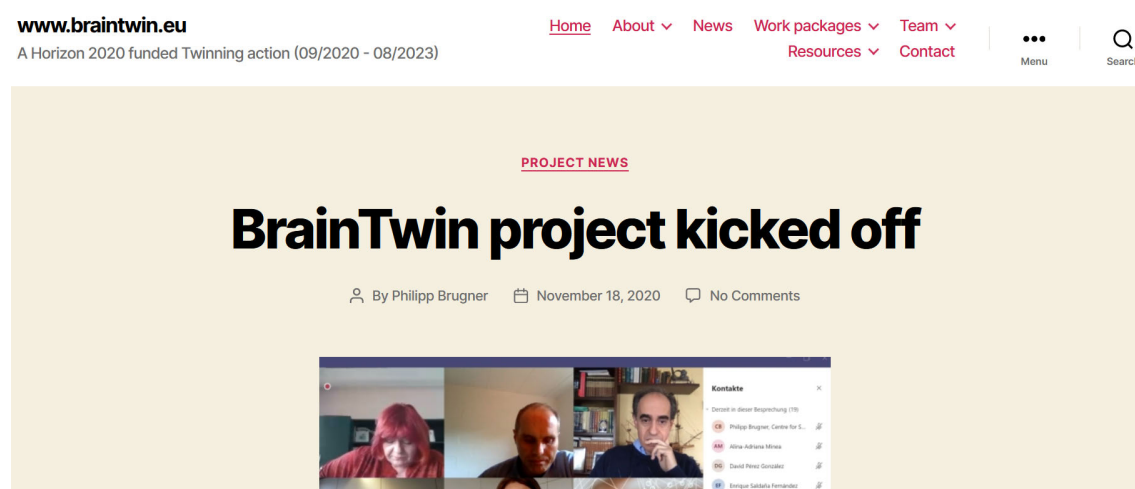


Figure 1 Screenshot: Landing page of [www.braintwin.eu](http://www.braintwin.eu) (accessed: 30.11.2020)

In the upper part of the start page, the navigation menu of the platform is visible. It currently consists of the following menu items:

- Home
- About → General objectives / core objectives
- News
- Work Packages → WP1 / WP2 / WP3 / WP4 / WP5 / WP6 / WP7
- Resources → Scientific writing workshops / Proposal writing workshops / Recordings of webinars / Videobook of transferable trainings / Handbook of scientific methods and protocols
- Team → P1 / P2 / P3 / P4 / P5
- Contact
- Menu button (for opening the menu on the right-hand site of the website) and search button

Currently, the main body of the landing page features two project related news items. One is about the project kick-off meeting in September and the second about the launch of the website itself. Until now, not so many activities have been happening in the project. As of 2021, when a bulk of the project’s tasks is commencing, more items are expected to be published in the news feed. However, some more news items might be published on the landing page still in 2020. ZSI is in touch with respective project partners (USAL for their involvement in the European Researcher’s night and Steinbeis for their first version of a proposal writing workshop) to prepare news items soon.

Below you can find a sketch of the proposed website structure as prepared by TUIASI at the beginning of November. Based on this draft, ZSI further improved some details and initiated the launch of a first website version for mid-November. The actual release date was November 18.

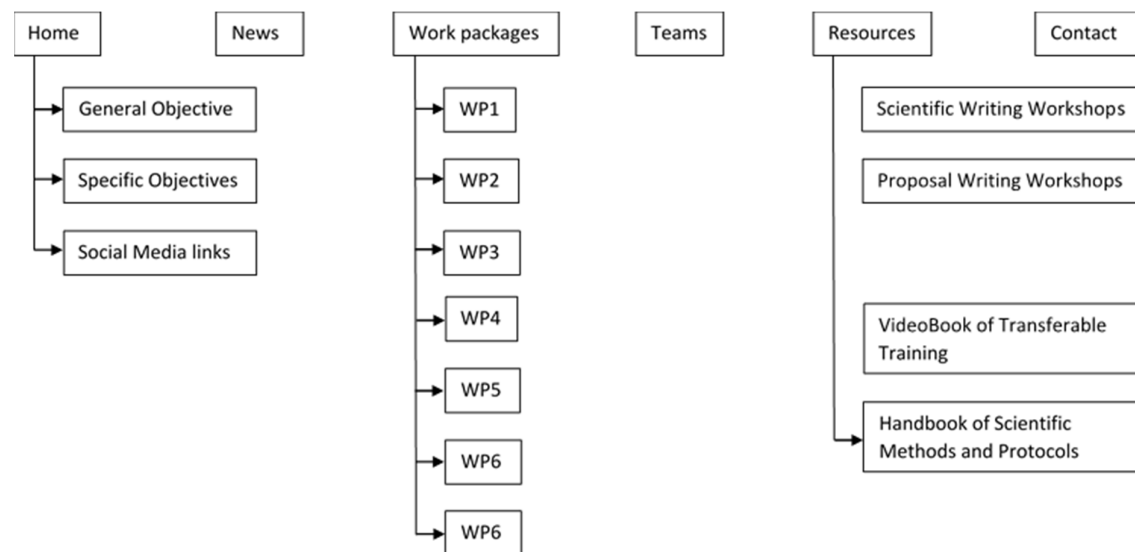


Figure 2: TUIASI prepared sketch of the website structure, which was further discussed with ZSI

Below is a screenshot of the second news item that was published on the project website until now. It deals with the launch of the project website.

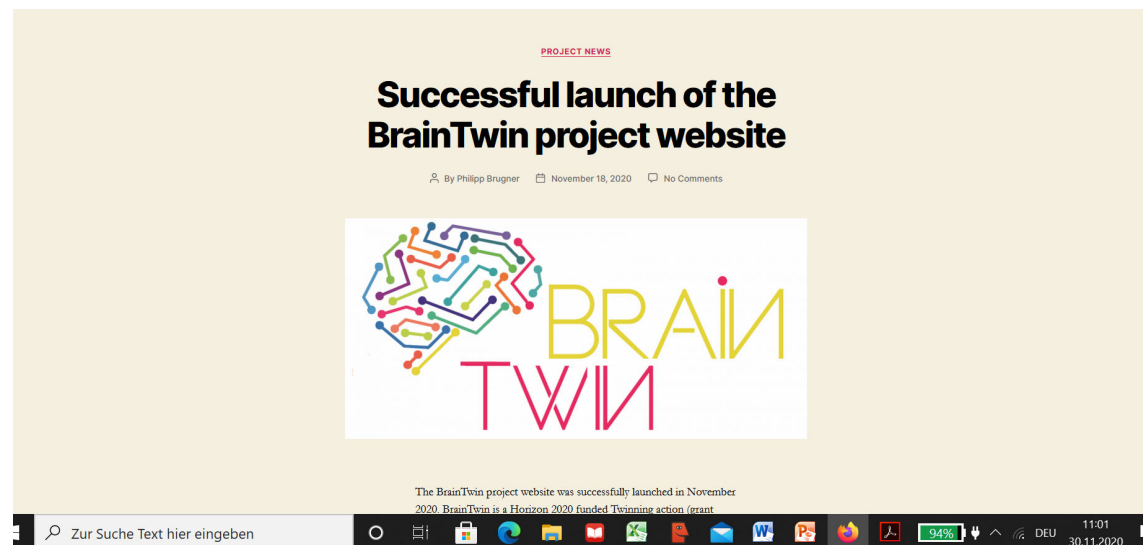


Figure 3: Screenshot of the second news item on the project website (as of 30.11.2020)

The main target groups for the BrainTwin project website are:

1. Policy makers in the EU member states and the countries associated to the EU Framework Programme "HORIZON 2020" (and prospective associated countries to the upcoming Horizon Europe) on the one and in Romania on the other hand, and in particular those concerned with R&I and bio-engineering
2. European and Romanian bio-engineering stakeholders

3. The general public both on the Romanian and the European level

## 2.1 Website backend: main functions

This chapter describes the technical backend of the web platform. The backend of the web platform is first and foremost used to provide all project partners with an access to the “core” of the web platform and, in that line, to allow them to publish new content autonomously.

BrainTwin operates on WordPress, version 5.5.3. WordPress is one of the most popular content management systems for operating websites – also in the area of Horizon 2020, as many other project website examples confirm. The backend of the website is accessible through a “Log in” button at the bottom of the landing page or through directly surfing to this URL: <https://www.braintwin.eu/wp-login.php>

Once you have completed the log in, the dashboard of the backend appears. The dashboard is the starting point to implement any action on the website.

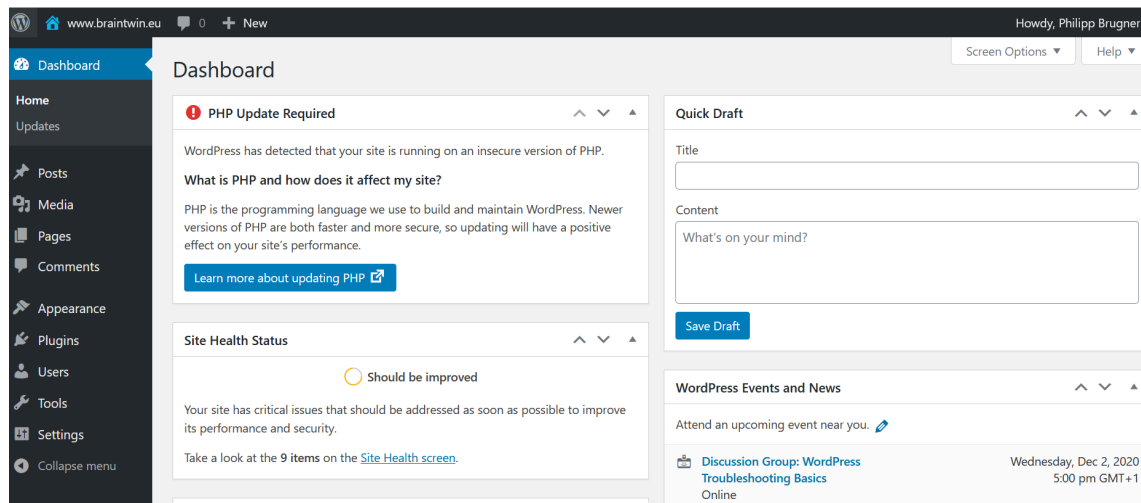


Figure 4 Screenshot: Dashboard of the website backend of [www.braintwin.eu](https://www.braintwin.eu)

Despite the plethora of features and functions this backend offers, only a few of them are really necessary to serve the project’s purposes. These are straightforward:

- Posts → add new
- Pages → add new
- Media → to upload any types of files that can be added to the website (jpeg, pdf. etc)
- Users → to manage users of the website

**Under “posts”** new articles can be published on the website, existing articles can be managed and categories and tags can be attributed (that allow to classify the articles published). **Under “pages”** new pages can be added and existing ones can be managed. This is important when it comes to working on the website structure (= the navigation menu). **Under “media”** any types of files can be uploaded from a local device. Uploaded files are automatically saved in the media pool and are available for any further use from there. **Finally, “under users”** new users can be added and existing ones can be managed. Also roles to users can be assigned. Currently, several persons from both ZSI and TUIASI have



a user account for the BrainTwin website. It is possible to extend users accounts to other project partners in case they are opting for it.

Regarding the technical and content-related management of the website, ZSI is the main responsible partner. This translates to the following core tasks:

- Pro-active technical maintenance of the website (observing relevant updates, observing comments etc.)
- Pro-active content-related maintenance of the website (ZSI as the central access point for publishing news items, for quality check of published items and for overall website appearance)
- Other managerial tasks (management of users, management of media files etc.)

ZSI will be supported by TUIASI in all of these three tasks. For advanced technical or website development (programming) related actions, the project has identified an experience IT expert who agreed to be on board for taking such issues over. His name is Mr. Florin Mocanu ([fmocanu@etti.tuiasi.ro](mailto:fmocanu@etti.tuiasi.ro)) and he is working together with Mr. Nicolae Lucanu on behalf of TUIASI.

### **3 Corporate identity: project logo, standard colours and fonts, standard templates, use of EU emblem**

#### **3.1 Project logo**

The BrainTwin logo has already been developed and constitutes one of the key elements as part of the project's corporate identity. The logo was designed by Ph. D. student Carmen TIȚA, TUIASI Faculty of Industrial Design and Business Management.

The logo constitutes the form of a human brain with several synapses in different colours. The form of the single synapse, which is characterized by one point each at the synapse's beginning and end, is a symbol for the project type. In a twinning project, following this idea, it always needs two equivalent partners on each side of the activity in order to succeed.

**How to use the project logo: DO!**



Figure 5 Official project logo of BrainTwin

The coloured version is the only recommended way to use the BrainTwin logo. Below is an example for a deviation of the logo that shows how the logo mustn't be used by the project consortium.

#### How to use the project logo: DON'T!



### 3.2 Standard colours and fonts

The project logo was designed using two dominant colours. They have been used to highlight the project's name - the "BRAIN" in yellow and the "TWIN" in red.

**For the word BRAIN:** #E5D539 (PANTONE code); C8, M4, Y85, K7 (CMYK code); R229, G213, B57 (RGB code).

**For the word TWIN:** #E72B62 (PANTONE code); C0, M95, Y41, K0 (CMYK code); R231, G43, B98 (RGB code).

- The standard font for the project logo is Axilia.
- The standard fonts for written texts are CALIBRI BOLD and CALIBRI REGULAR
- The standard font for printed products is EUROPA Adobe Typekit

### 3.3 Standard templates

As described in D7.1 (the communication plan) more in detail, the project will make use of a set of standard templates as well. These templates will visually harmonise all outputs released by the project. In the meanwhile, the templates have been finalised by ZSI and made available to all partners on the project's Google Drive<sup>1</sup>.

An email was sent to the consortium including guidelines on the specific function of each template. Questions relating to these templates can be addressed, at any time, to the main responsible contact person from ZSI, Mr. Philipp Brugner ([brugner@zsi.at](mailto:brugner@zsi.at)).

The project uses these six templates:

1. BrainTwin deliverable template
2. BrainTwin concept note for events template
3. BrainTwin event agenda template
4. BrainTwin PowerPoint presentation template
5. BrainTwin publication cover template

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<sup>1</sup> <https://drive.google.com/drive/folders/1WRMxrwfFRSRre6lPxQ4OpReYg57RjnxT> (accessed 30.11.2020)

## 6. BrainTwin dissemination activities template

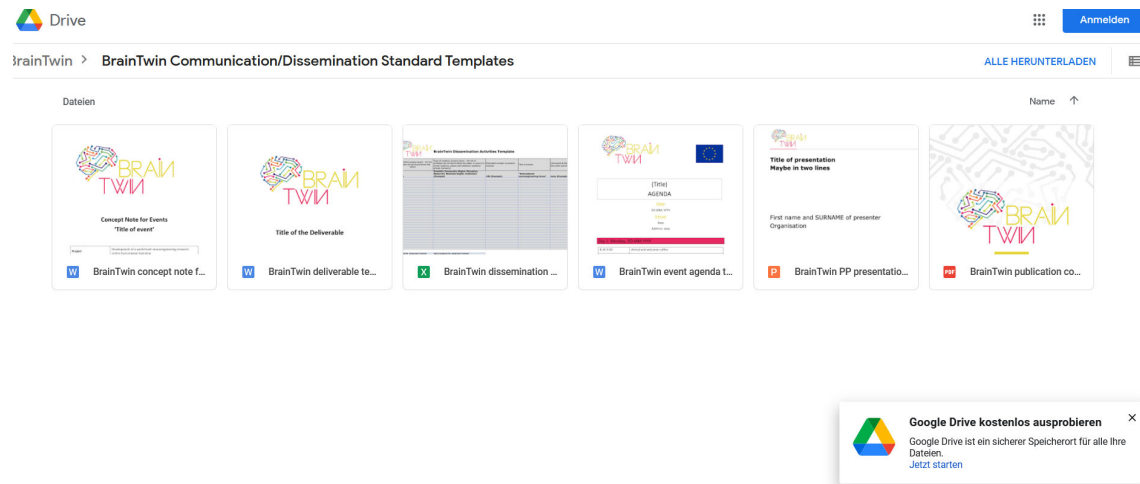


Figure 6 Screenshot: Six templates as available on the Google Drive (accessed 30.11.2020)

Below, as an example, the “publication cover template” is shown. The left screenshot shows the front page, the right screenshot the back page. This template should be used for any publication stemming from the project that is not a deliverable (for which an own deliverable template exists).

Ms. Carmen Tita, who also designed the project logo, made this template available for the project. In case of questions concerning this template or the logo, she can be contacted ([carmen.tita@yahoo.com](mailto:carmen.tita@yahoo.com)).



### 3.4 Use of EU emblem

BrainTwin is a HORIZON 2020 funded project. For these projects the following obligations regarding the use of the EU logo apply:

- All publications must show the EU logo
- Moreover, all publications must include the following text: “This project has received funding from the European Union’s H2020 Programme for Coordination and support action under grant agreement No [Number]”.

The EU logo is available at the following website: [https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en)

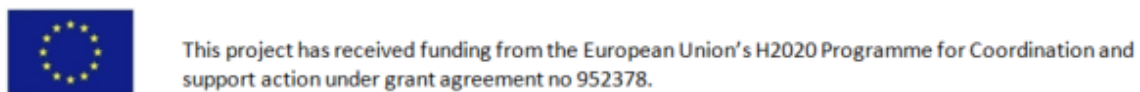


Figure 7: Correct use of the EU emblem with indication of the project grant number for BrainTwin

## 4 Dissemination material

Apart from the corporate identity and the standard templates as such, BrainTwin also heavily relies on the actual distribution of dissemination material to its target audiences. **To this end, a stock of printed dissemination material will be developed in cooperation with the project’s designer, Ms. Carmen Tita.** The following printed dissemination will be made available for the project:

- Project flyer
- Project roll-up
- Project poster

Once ready, a certain number of project flyers and posters will be shared with all project partners. Each partner is requested to put up the project poster at events which are (co-)organised by them on behalf of BrainTwin, and to make the project flyers available at non-project events which they visit. The project flyer provides information on the objectives of the project, the list of partners and the contact details of the coordinator.

The project poster and the project roll-up aim to create a certain visual framing. For instance, if a “family photo” of the consortium is taken the roll-up is a suitable background. Partners may also use the project poster to promote the project locally by applying it in their offices. If the stock of printed dissemination material is fully consumed, a re-printing can be initialised.

It is aimed to present first final layouts for the three products at the beginning of 2021 to the consortium. All partners will be invited to provide feedback, which will be used to complete this task thereafter.

## 5 Conclusions

All project partners are responsible to observe the guidelines on the project's corporate identity as outlined in this deliverable. The current deliverable contains the basic guidelines that are explained in an easy-to-understand way. In case questions arise, the main author of this deliverable, Mr. Philipp Brugner, is available to be contacted. The correct implementation as well application of these guidelines will be regularly monitored so to warrant the corporate identity of the project is not harmed throughout the project's lifetime. To reach the communication- and dissemination-related objectives of the BrainTwin project, this document is an indispensable resource.