



European Union's Horizon 2020 research
and innovation programme

D5.2 Project Website

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Executive Summary

The present deliverable describes the process for identification and development of the EBRA project's visual identity, namely the project logo, templates, promotional materials and website. Within WP5 and its sub-task 5.2, the definition of a project visual image and the definition of website structure are needed in order to support all dissemination activities of the project. In this deliverable, the actions necessary for the creation of a project visual image and website are described and proposed.

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1. Introduction

The European Brain Research Area project — EBRA — was created as a catalysing platform for brain research stakeholders (researchers, clinicians, patients, governments, funders and public institutions) to streamline and better co-ordinate brain research across Europe while fostering global initiatives.

The deliverable 5.2 is designed to support the objectives of WP5 – Communication, Dissemination and Exploitation of the project. More specifically, it addresses the inherent need of the project to develop a graphical identity, together with a project logo and associated colours. The colour scheme and logo will accompany the project during its entirety, as a harmonised and consistent way of transmitting the project image to the public. This will increase all partners' abilities to communicate the project's mission, objectives and achievements.

1.1 Purpose of this document

This manual aims to provide the partners with guidelines for using the EBRA visual identity concept in a clear and seamless manner. The following pages explain more about the project's visual elements and how to use them consistently across all media and communications. It also instructs the consortium on correct acknowledgement(s) of EU funding and the EU flag.

Elements presented in this deliverable form a basis for all further visuals of the project and govern future communications and dissemination collateral in print and online. It has also formed a basis for the layout of project brochures, posters and roll-up. Together with this, a project website has also been developed and published on **31 January 2019**. The website is hosted under the url: www.ebra.eu and will act as the main repository of the project details, objectives and outcomes. It contains several sections, each dedicated to a specific set of information. The objective is to keep the most updated information about the project developments available for all the project stakeholders.

2. Visual identity

A visual identity for the project has been developed to ensure a clear, consistent and recognizable brand for all communications and to underline the project's philosophy and objectives.

2.1 Logo

The project logo represents the consortium (selected as a result of consultation with all the partners) and the project itself and was designed to be easily identifiable as the main symbol of EBRA, thus allowing for greater visibility and homogeneity, especially when interacting with external parties. The EBRA logo was especially designed to represent the spirit of the project, with particular attention paid to the "Brain Research (BR)" part of the name, with the inverted 'B' and correctly written 'R' representing the two hemispheres of the brain.

The logo must appear on all official communications and may not be modified in any way. All versions of the EBRA logo are also available in multiple formats for both print and web use (i.e. EPS format for high quality printing, PNG-format for web use with transparency, JPEG-format for simple web use).



Official EBRA logo

2.2 Templates

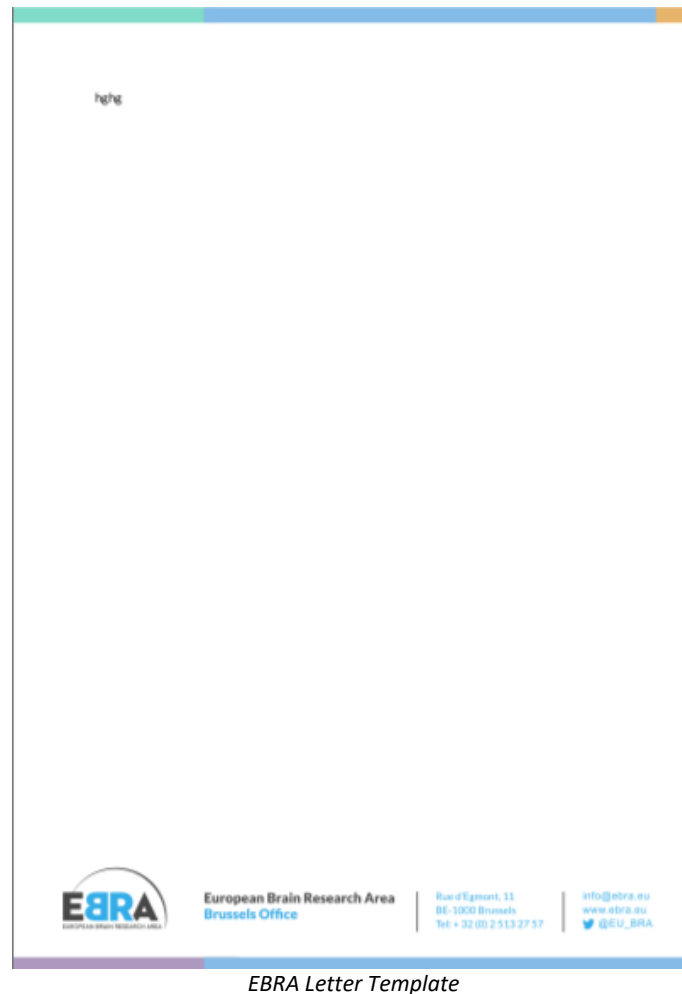
In order to ensure widespread project recognition at conferences, workshops, online publications and other dissemination events, the following templates have been prepared that reflect the visual style of the logo.

The project logo, EU flag graphic and funding disclaimer (contract number) is displayed on all templates.

All communication and dissemination activities will be carried out using this visual identity. This includes all print and digital media, ranging from folders with background information and the project website to scientific posters and social media.



EBRA Powerpoint Template



2.3 Social media identity

EBRA's identity on social media should remain consistent with the visual identity previously laid out. The logo should consistently be used as the profile image of the project, and the EU-funding disclaimer is to be in sight at all time, according to EC social media guidelines^[1].

In the saturated world of social media,

A Twitter account has been created under the name **@EBRA_EU**. With this account, the project can both communicate and disseminate work being done within the project.

The most effective way of tracking discussion and coverage on your particular topic is by using a hashtag, "#". To track EBRA effectively online, we will proceed with "branding" all of the project communication with the hashtag #EBRA.

Further hashtags can also be used depending on the content in the tweet or post, e.g. #H2020, #BrainResearch, etc. – any key word that could trigger mass results when searched. This makes sure EBRA is not only recognised as a project on its own, but also a project revolving around and within these different realms.

In addition to Twitter (and the website), social media and online presence will continuously evolve as more work is completed. Further platforms like Facebook and LinkedIn (to name only two, but not limited to these) will be used to continue outreach to stakeholders and the general public if deemed necessary.

A communications toolkit will be developed for use by all partners to align communication of the project, particularly on social media. Like this deliverable, the toolkit will be a living document that will continuously be updated with the most up-to-date key messages, hashtags, draft tweets and more, to ensure that communication continues smoothly and remains relevant to the project timeline.

2.4 Promotional materials

Following the visual identity guidelines, a project brochure, poster and roll-up are to be developed and will be distributed at various events, conferences, workshops, and gain the project visibility with the general public and the national, European & international media.

3. Website

The main objective of the website is to serve as a vehicle for the dissemination of the project activities and results. The project website is developed in the early stage of the project to help the information sharing among the consortium members and between the consortium and the public. This document summarizes the design, creation and maintenance of the EBRA project website, available at www.ebra.eu

The website serves as an efficient and effective information and communication system for the consortium members and other project stakeholders. It is structured into a public area and a private area.

The public area will host common website sections such as the home page (with basic introduction and a navigation menu), consortium description with a presentation of partners and sections for project communication and dissemination, such as for news, events, publications, etc.

It will be managed as needed by Project Coordinators, EBC, in close collaboration with all WP5 leaders, with relevant updates, new data to share and appealing stories to tell.

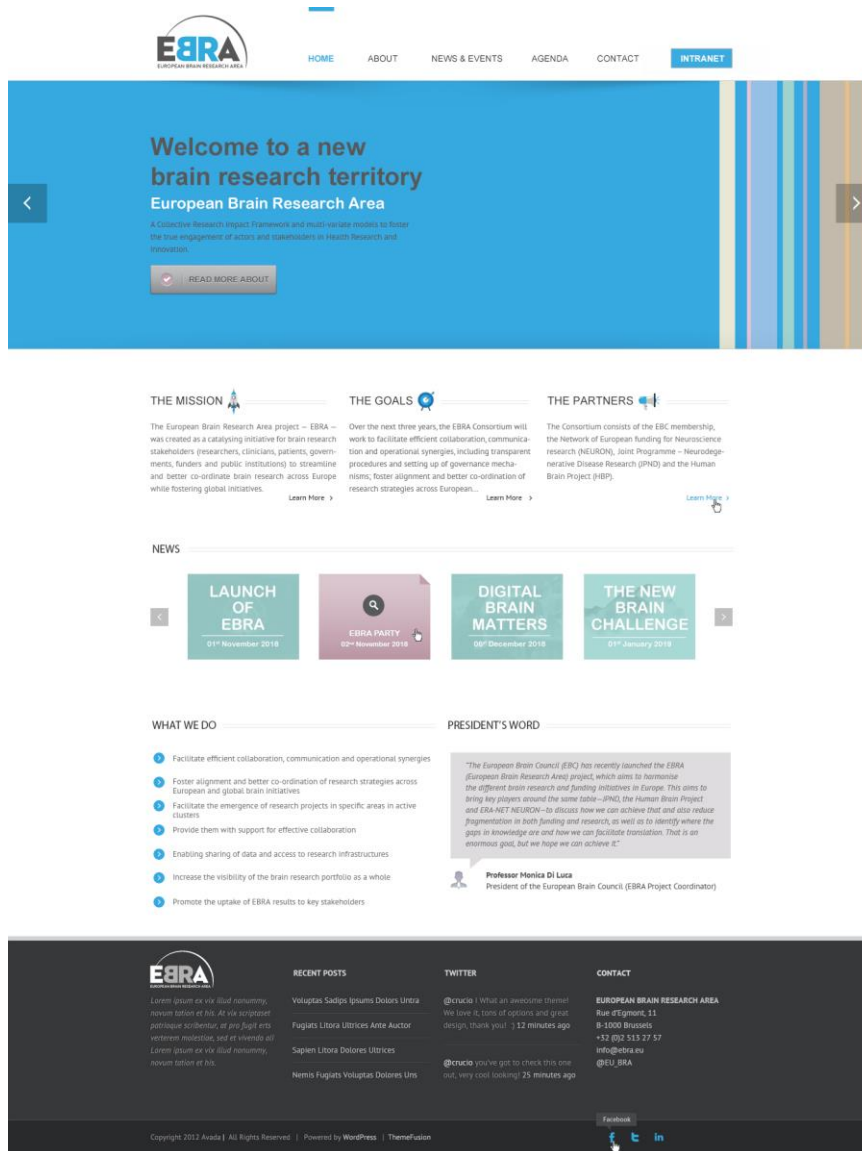
The EBRA website features a modern, accessible, intuitive and responsive design that aims to ensure accessibility not only from a computer, but also from mobile devices such as tablets and smartphones.

According to modern aesthetics in web design, www.ebra.eu is a fully responsive, fast, user-friendly and SEO-optimized.

The first draft of the website includes these elements:

- a landing page (home) with a key information about the project and contacts;
- 4 main sections: Home – About Us – News & Events – Agenda – Contact – Intranet;
- a header for all pages containing menu tabs and EBRA logo;
- a footer for all pages displaying links to social media and partner logos with links to the organizations.

The website will be hosted for the duration of the project, plus three years after completion of the project. It will be coordinated by EBC. Below some screenshots of the main sections.



4. European funding acknowledgement

EBRA is part of a European funded research and innovation programme. Proper reference to this funding is obligatory and enforced by the project communication and dissemination secretariat. All consortium members have been given advice and resources about proper referencing and the publication 'The use of the EU emblem in the context of EU programmes: Guidelines for beneficiaries and other third parties' has been provided to them, in addition to low and high-resolution EU logos. In line with the guidelines, the following shall always be present on any project-related materials: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 787570".*

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the EC. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

5. Conclusions

From day one, EBRA's visual identity stands as the main 'face' of communication and dissemination for the project. It is a vital tool to create awareness within target audiences and support a broad range of activities and objectives across the project.

[1] H2020 Programme Guidance: Social media guide for EU funded R&I projects, 6 April 2018, http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf