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**Fluorescence and Reactive oxygen Intermediates by Neutron Generated electronic
Excitation as a foundation for radically new cancer therapies**

Deliverable 6.1

FRINGE Website and Logo

WP 6 – Dissemination, Communication and Exploitation

Authors	Géraldine Messmer, Julia Götz, Jeanette Müller (ACCEL)
Lead participant	ACCEL
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Abbreviations

EC	European Commission
EU	European Union
H2020	Horizon 2020
WP	Work Package

Partner Short Names

ACCEL	accelopment AG
IFE	Institutt for Energiteknikk, Department for Neutron Materials Characterization
NCSR	National Centre for Scientific Research Demokritos
OUS	Oslo University Hospital
SYN	Synthetica AS
UDG	Universitat de Girona Institut de Química Computacional i Catàlisi
UPV	Universitat Politècnica de València Instituto de Tecnología Química
VSC	Vysoka Skola Chemicko-Technologicka V Praze Department of Analytical Chemistry

Abstract

This deliverable explains how the FRINGE website has been set up to provide a platform to make public information regarding the project available to all stakeholders, and how the FRINGE logo has been developed to create a visual identity for the project. It gives details on the tools used to develop the website and logo, illustrates the structure and purpose of the website and describes its future outlook.

With over 460,000,000 internet users in the European Union alone¹, a website can be a powerful instrument to communicate and spread information. The project website hence serves as a flexible tool that allows the FRINGE consortium to raise awareness of the project itself and to provide up-to-date, consistent and complete information to its various stakeholders, tailored for them.

Whereas the website is a strong communication and dissemination tool, the project logo functions as recognition feature, not only on the project website, but also on printed and other online media, or conference presentations and posters.

¹<https://www.internetworldstats.com/europa.htm>

1 Project Website

The FRINGE website has the main purpose of illustrating the FRINGE concept and thereby raising awareness for this new approach in cancer treatment. The website also serves as a platform for disseminating project results to present FRINGE publications and other scientific achievements.

1.1 Key facts

- The FRINGE website address is <http://fringe-fetopen.eu>
- The basic website was first launched before the project start, in May 2019, and has been continuously expanded over the first two months.
- ACCEL has created and maintains the website using [WordPress](#).
- The project website is securely hosted on ACCEL's webserver.

1.2 Aim and Objectives

The aim of the website is to raise awareness for the FRINGE project and to keep the various FRINGE target groups interested throughout the project and inspire them to get involved.

The objectives are to present not only the project, but the people and institutions involved, and to create opportunities for engagement and interaction with the different stakeholders. To make the website attractive and inviting, it is foreseen to also contain audio-visual material. The website will serve as one of the primary tools throughout the project to share FRINGE's progress and its results and to disseminate its findings to the various stakeholders.

1.3 Strategy

The website mainly functions as a first point of contact for encountering project related information and updates on FRINGE's progress and results. As a focal point for consortium members and the various target groups it is essential to provide appropriate and useful information to different users.

The main target group of the website is the international research community, which will be provided with in-depth information about the project and project partners involved. Updated news stories and events should create enough interest for site visitors to return for new updates, whilst contact details are provided to request further information from project members. All of this functionality is provided in an easy-to-use manner.

Furthermore, the website has a responsive design i.e. an adapted interface when used on a mobile devices or tablet, which makes it easy to navigate on a small screen and guarantees convenient access to the website from anywhere.

1.4 Technical implementation

The FRINGE website has been implemented in a way that allows easy maintenance of the website and makes it appealing to its users.

1.4.1 WordPress



Figure 1: WordPress Logo

The website has been created with the online website creating tool [WordPress](#). The tool offers flexible and professional layouts, various additional plugins to integrate interactive features and adjust the website to the project's needs. By default, it also offers responsive designs, i.e. website layouts that adapt to different screen sizes.

For the news section, the WordPress blog module has been used. Posts are arranged in reverse chronological order, so that the most recent news entry is shown on top. As the number of posts grows, tags (e.g. month of publication or topic) can be used by the users to filter them according to their needs and interest.

1.4.2 Theme

The theme chosen for FRINGE is 'WordPress 5.1.1 GeneratePress'. The theme has been adjusted by ACCEL to integrate the project design guidelines and to increase readability. Links are displayed in the FRINGE colour (yellow: R255,G192,B0), and text colour was set to dark grey for the sake of readability.

1.4.3 Images and Graphics

To make the website more appealing, images and graphics have been used to illustrate given information. This includes using logos for Partners, photos of the consortium, charts (e.g. to explain processes) and image material for the headers. The graphics used on the website have been created

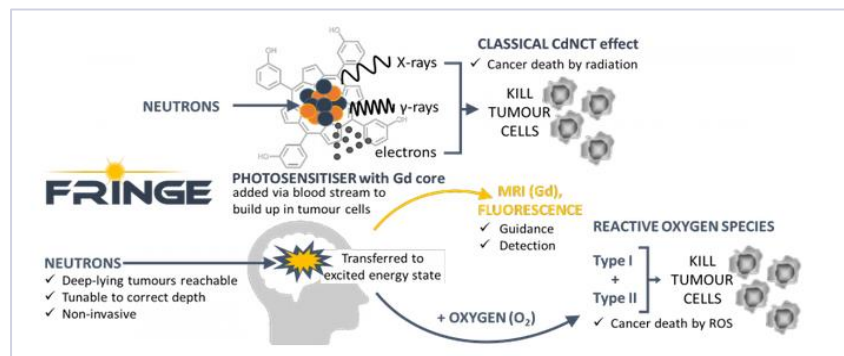


Figure 2: Graphic on FRINGE website; Conceptual overview of the FRINGE technology.

explicitly for the use within the FRINGE project (e.g. charts).

The header image was bought from Stock Images for use in the project.



Figure 3: FRINGE website header

1.5 Website structure

The website is currently structured as follows in order to support the above goals. However, this structure and the web pages are subject to evolve over time and be adapted as the project develops. The EU flag and acknowledgement is displayed at the bottom of every page, same as the copyright and disclaimer.

1.5.1 Project / Landing page

Project (landing page): First time access to the landing page through entering the URL (www.fringe-fetopen.com) in an internet browser (e.g. firefox) or a search engine (e.g. google) or through a link on a different website (e.g. partner websites). Once on the FRINGE website, users can easily get back on the landing page by either clicking on “Project” in the menu, or the FRINGE logo on the top left. The project page offers a Project description summarising the project, its background, methodology and main goals. Furthermore, on the right there is a side bar that is visible on every page of the FRINGE website containing:

- Search: Search tool to search the website for specific key words and content
- About FRINGE: Key facts (Coordinator, Budget, Duration)
- Contact: Contact information of the coordinator (name, address, email)
- Recent posts: Direct links to the most recent news articles on the website’s news section.

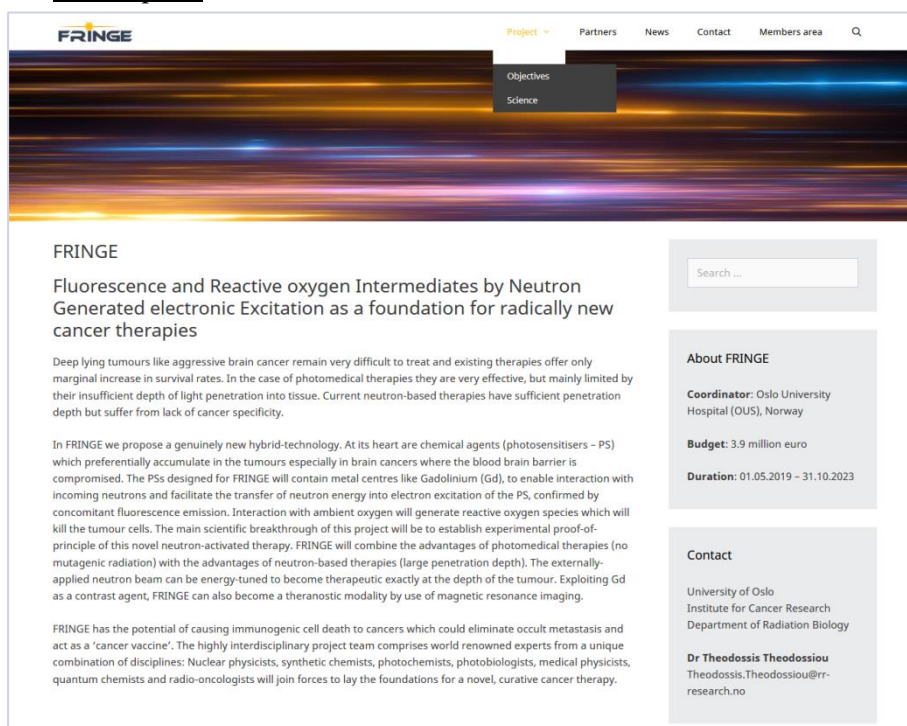


Figure 4: FRINGE website, Project / Landing page

Moreover, the project section contains the two subsections (menu bar) solely dedicated to the objectives and science of FRINGE:

Objectives: This subpage describes the overall aim of the project, its detailed objectives and a roadmap towards the long-term vision of the project.

Science: The Science subpage offers more in-depth information about the project, its background and the qualities of the ambitious new technology the project aims to develop.

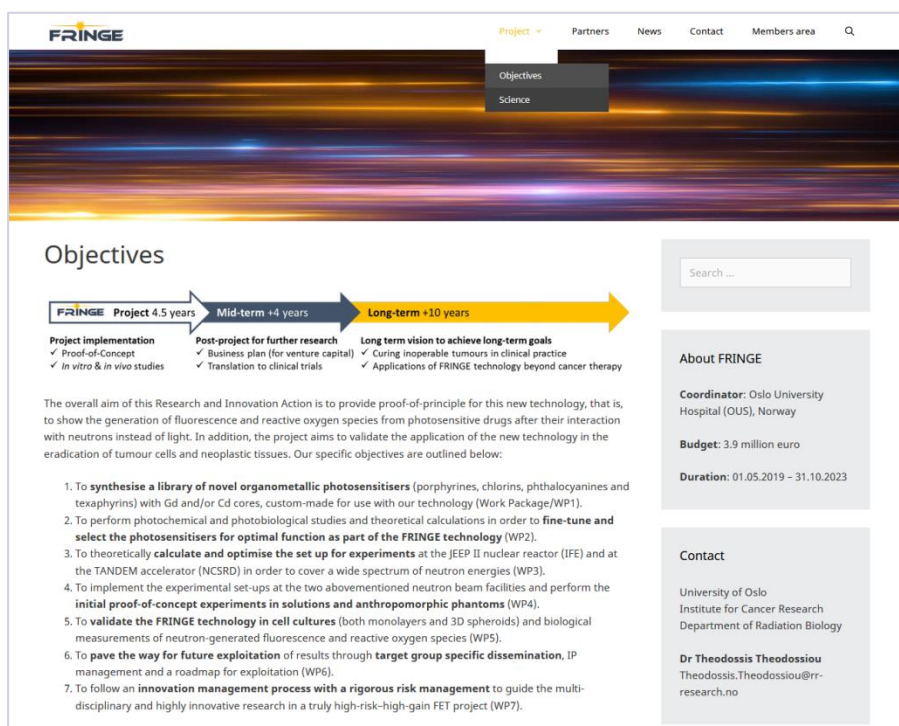


Figure 5: FRINGE website, Objectives (subpage)

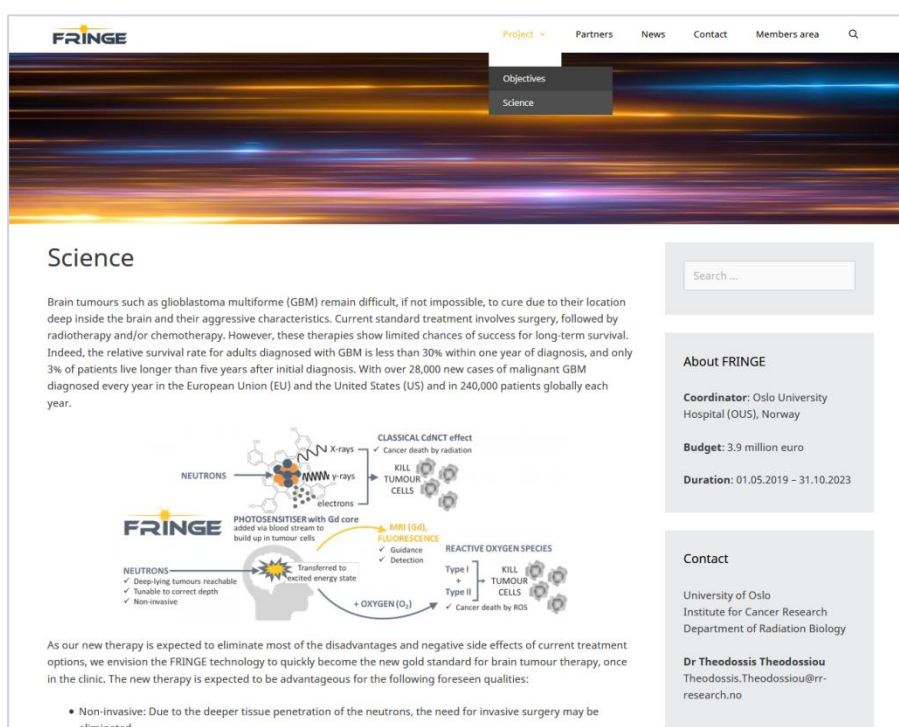


Figure 6: FRINGE website, Science (subpage)

1.5.2 Partners

Partners: A list of partners hyperlinked to the website of each partner institution can be found in this section. For each partner the respective team leader is named and the role of the organisation within the FRINGE project described.

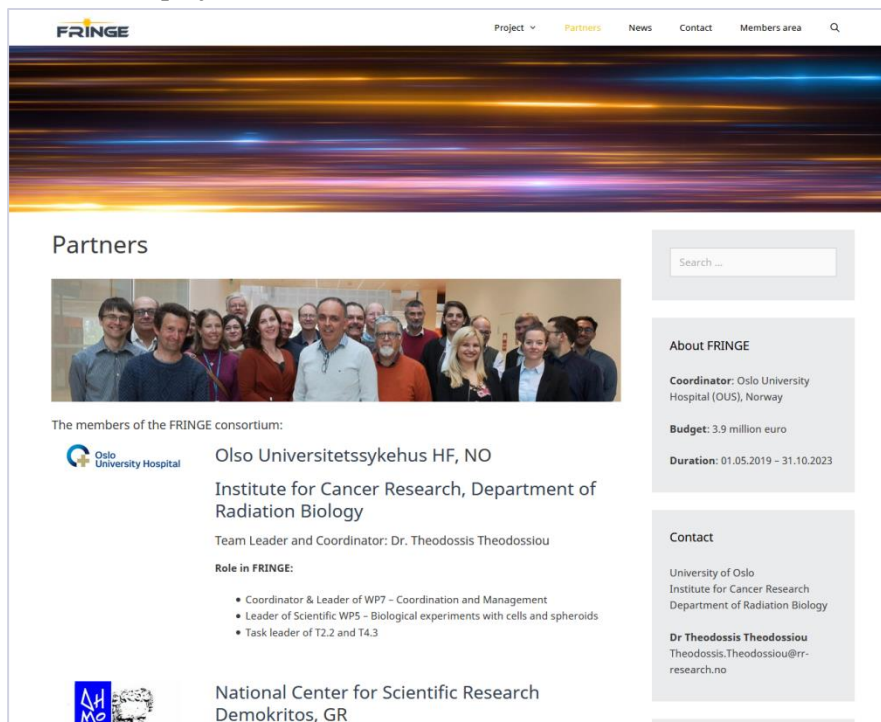


Figure 7: FRINGE website, Partners page

1.5.3 News

News: Whenever there is an update regarding the FRINGE project or news articles that are of interest for the project, a short blog post will be published in this section. On average, a new blog post will be created every month. Furthermore, any conferences and events, in which FRINGE partners are participating, will be announced in this section. Visitors have the possibility to comment on the articles posted on the news page.

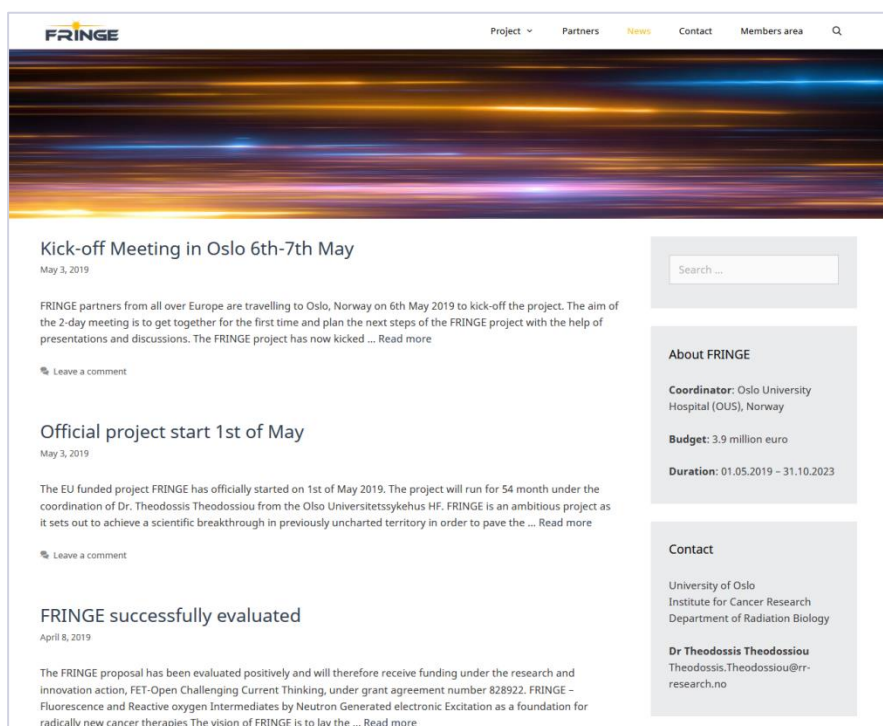


Figure 8: FRINGE website, News page

1.5.4 Contact

Contact: For questions and inquiries, visitors can contact FRINGE coordinator Dr Theodossis Theodossiou from OUS directly via his email address displayed on the contact page.

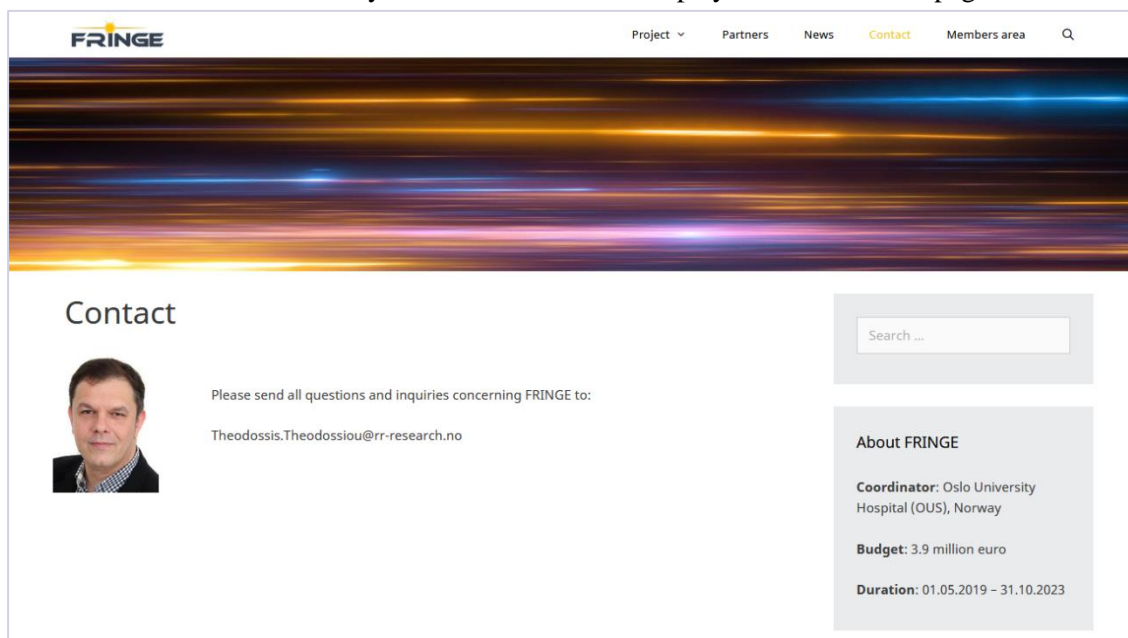


Figure 9: FRINGE website, Contact page

1.5.5 Members area

Members area: For project partners, there is a secure, password protected members area that leads them to the login page of accelCLOUD, our internal online platform to store and share files.

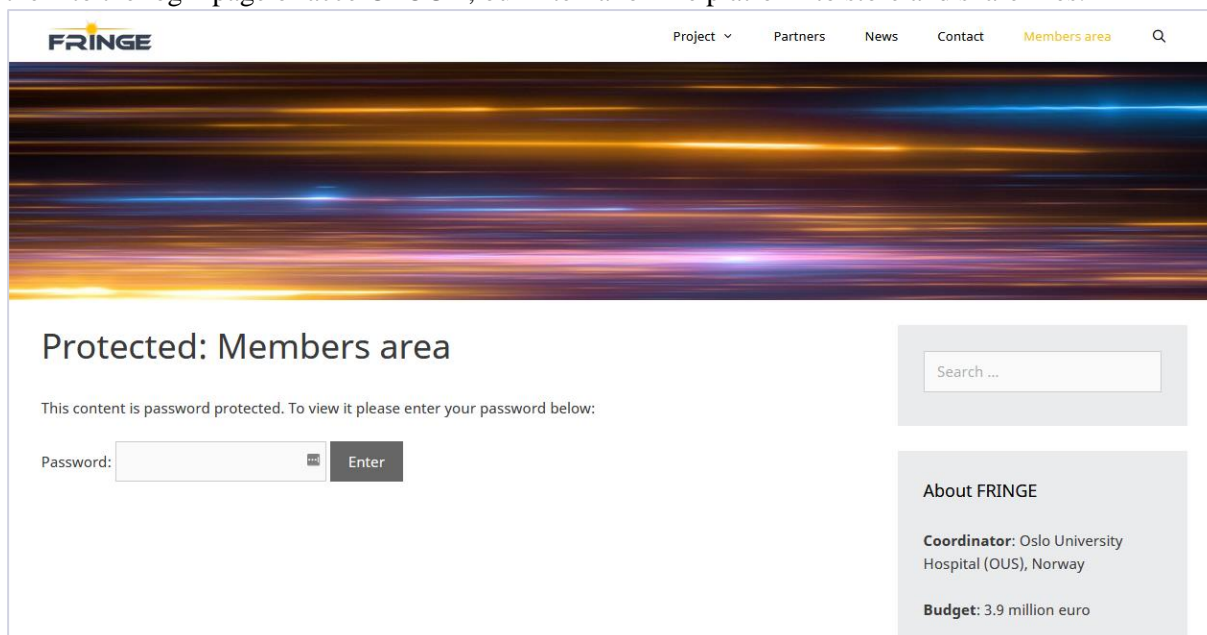


Figure 10: FRINGE website, Members area

1.6 Development and Maintenance

ACCEL regularly reviews the website and will launch quarterly requests to the partners within the FRINGE consortium to collect ideas and suggestions in order to update the website, for example, with new results and project related news.

All FRINGE partners can send information to ACCEL to be published on the website. OUS, as coordinator, and ACCEL leading WP6 Dissemination, Communication and Exploitation, decide on the publication of new inputs for the website (IP issues might arise).

ACCEL updates the News section on a regular basis with upcoming events or news articles related to or of interest for the FRINGE project and its stakeholders.

1.7 Outreach measurements and evaluation

ACCEL will measure the website's outreach with Google Analytics, which offers not only the possibility to track website traffic (e.g. page views, unique visitors), but can also detect immediate impact of dissemination activities that lead to more page views. The outreach will then be evaluated in order to see if targets have been reached and to identify new outreach measures if necessary.

1.8 Outlook

The consortium envisages complementing the website with embedded videos, an event calendar, event photos, slideshows or other multimedia features. As the project progresses and yields first results, such elements will be incrementally added to the website.

The structure of the FRINGE website will be adapted by ACCEL to include relevant information and new pages when needed. Furthermore, an event page as well as a publications page will be needed at a later stage in the project when information has been documented and defined for the relevant subpages.

2 Logo

As a cornerstone of project identification and visualisation, the FRINGE project has developed a project logo. The logo as well as the distinct corporate colours that are derived from this logo create a visual identity for the FRINGE project.

2.1 Project logo and graphical element

The FRINGE logo consists of two parts; the project acronym and a graphical element.



Figure 11: FRINGE project logo

The logo is required to be used by all partners in all joint communication measures and materials related to the project.. The logo is available in the following formats:

- **JPEG**, suitable for Word, Excel, PowerPoint or Publisher documents;
- **EPS**, suitable for professional print applications, e.g. InDesign, Photoshop, Pagemaker;
- **PNG**, for online use only.

The logo is available in the following colour variations:

- Full-colour logo (CMYK or RGB) (jpg, eps, png);



- Grayscale logo (eps, jpg, png);



On a white (or sufficiently light) background, the logo must be used in full colour. The grayscale logo is available solely for print materials in black & white.

On coloured / dark backgrounds, the FRINGE logo should be used in a white box:



Figure 12: FRINGE logo to be used in a white box on coloured or dark background

Minimum size: to be clearly visible, the logo must be a minimum of 2 cm in width when printed and care should be taken not to distort the logo.

The graphical element may be used independently from the complete logo:



2.2 Font

The font used for the FRINGE logo is Ethnocentric Regular (ethnocentric rg.ttf).

Ethnocentric is an accelerated, ultramodern typeface. Outstretched pod forms suggest rapid horizontal movement. Sharp diagonal cuts and anomalistic gaps inject words with non-traditional, scientific sensibility. Ethnocentric is a free font available in a six weight range and italics.



Figure 13: Font family of Ethnocentric

2.3 Corporate colours

The colours are derived from the FRINGE logo and are to be used in all communication material (online/print), such as posters, factsheets, webpages, and presentations.

Table 1: Main colours



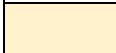

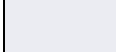
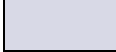

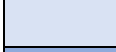

Colour	CMYK				RGB		
	0	25	100	0	255	192	0
	36	21	0	69	51	63	80

Table 2: Additional colours

Colour	CMYK				RGB		
	0	5	20	0	225	242	204
	0	10	40	0	225	229	153
	3	2	0	5	235	236	242
	6	6	0	10	216	217	230
	17	16	0	23	162	164	196
	11	7	0	5	217	226	243
	35	22	0	14	142	170	219