



Deliverable 8.2

Setup of Project Website and Visual Identity



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement No 787570

PROJECT ACRONYM:	A Collective Research Impact Framework and multi-variate models to foster the true engagement of actors and stakeholders in Health Research and Innovation
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Short description of the Deliverable (as in the DoA):

The deliverable 8.2 is designed to support objectives of WP8 – Dissemination and Exploitation. More specifically, it addresses the inherent need of the project to develop the MULTI-ACT graphical identity, together with a project logo and its associated colours. Together with this, it also describes the project's website.

REVISION HISTORY			
REVISION	DATE	COMMENTS	AUTHOR (NAME AND ORGANISATION)
V0.1	10/07/2018	First draft	Tadeusz Hawrot, EBC

V0.2	12/07/2018	Review	Stephanie Kramer, EBC
V0.3	12/07/2018	Review	Giovanni Esposito, EBC
V1.0	13/07/2018	Consolidate EBC feedback	Tadeusz Hawrot, EBC
V1.2	19/07/2018	Checked by reviewers and consolidated by EBC	Roberta Guglielmino, Aism; Natalia Matuszak, DiA; Tadeusz Hawrot, EBC
V1.3	30/07/2018	Additional information added regarding website, social media and templates	Tadeusz Hawrot, EBC; Valentina Tageo, FISM
V1.4	31/07/2018	Final editing	Valentina Tageo, FISM

FILENAME: MULTI-ACT_D8.2_EBC_20180731_v1.4

STATEMENT OF ORIGINALITY:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Executive Summary

The present deliverable describes the process for identification and development of project visual image, namely the project logo, templates, promotional materials as well as MULTI-ACT website.

Within the frame of WP8 and its sub-task 8.2, 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 as well as the proposals for both.

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1. INTRODUCTION

MULTI-ACT aims to foster the diversification of actors and stakeholders in Health Research and Innovation processes. Common and shared understanding of collective research impact will lead to a Collective Research Impact Framework (CRIF) able to meet the different (and sometimes competing) needs of all the actors involved in the R&I process. The identified CRIF will be instrumental to develop a wider Collective Research Governance and Sustainability model for enabling best practices among research institutions in the EU and beyond.

The deliverable 8.2 is designed to support the objectives of WP8 – Dissemination and Exploitation. More specifically, it addresses the inherent need of the project to develop the MULTI-ACT graphical identity, together with a project logo and its 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 MULTI-ACT visual identity concept in a clear and seamless manner. The following pages explain more about our 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. To this end, it 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 July 2018. The website is hosted under the url: www.multiact.eu. The website will act as a one stop shop and main repository of the project objectives and outcomes. It contains several sections, each one 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.

1.2 Document structure

Section 1: background information and glossary

Section 2: details the work to create project logo as well as various template

Section 3: promotional materials of MULTI-ACT

Section 4: project website description

Section 5: instructions on the need to acknowledge funding source

1.3 Glossary

EU	European Union
JPEG	Joint Photographic Experts Group
PNG	Portable Network Graphics
EPS	Encapsulated Postscript Vector graphics
PDF	Portable Document Format
EC	European Commission
NGO	Non Governmental Organisation
WP	Work Package

2. Visual identity

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

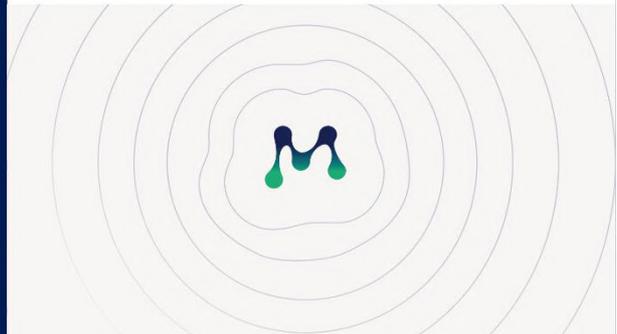
2.1 Logo

The MULTI-ACT logo design, the cornerstone of the visual identity, can be seen below. The logo is an organically shaped - yet geometrically precise - letter "M". Typography is linked to a scientific, futuristic imaginariu. The idea of the logo surrounded by circles/orbits shall convey the meaning of the multiplier effect that MULTI-ACT intends to achieve in terms of its impact.





The logotype and the logomark are used mainly accompanied by the “drop ripple” graphic element, that represents the impact that Multi-act has on the public and on the institutions, shown by dots.



The logo was selected as a result of consultation with all the partners.

The logo must appear on all official communications and may not be modified in any way. All versions of the MULTI-ACT 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).

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.

2.2.1 Generic documents

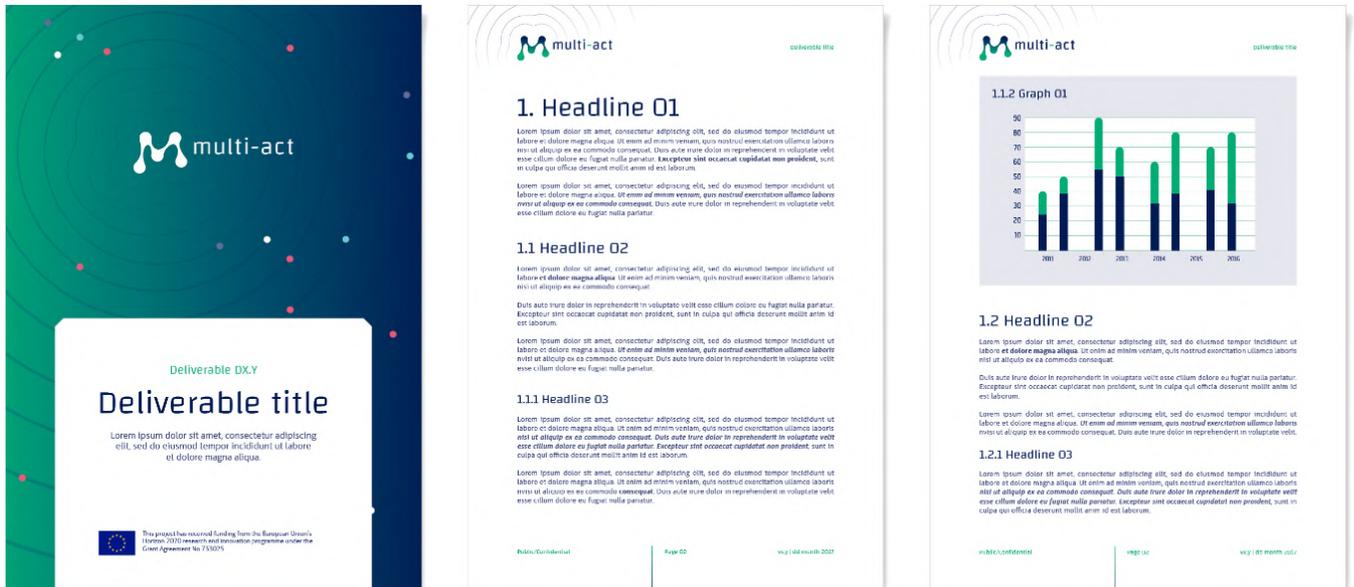


Figure 1. Generic template for Word documents

2.2.2 Letter



Figure 2. Head letter template

2.2.3 PowerPoint presentation

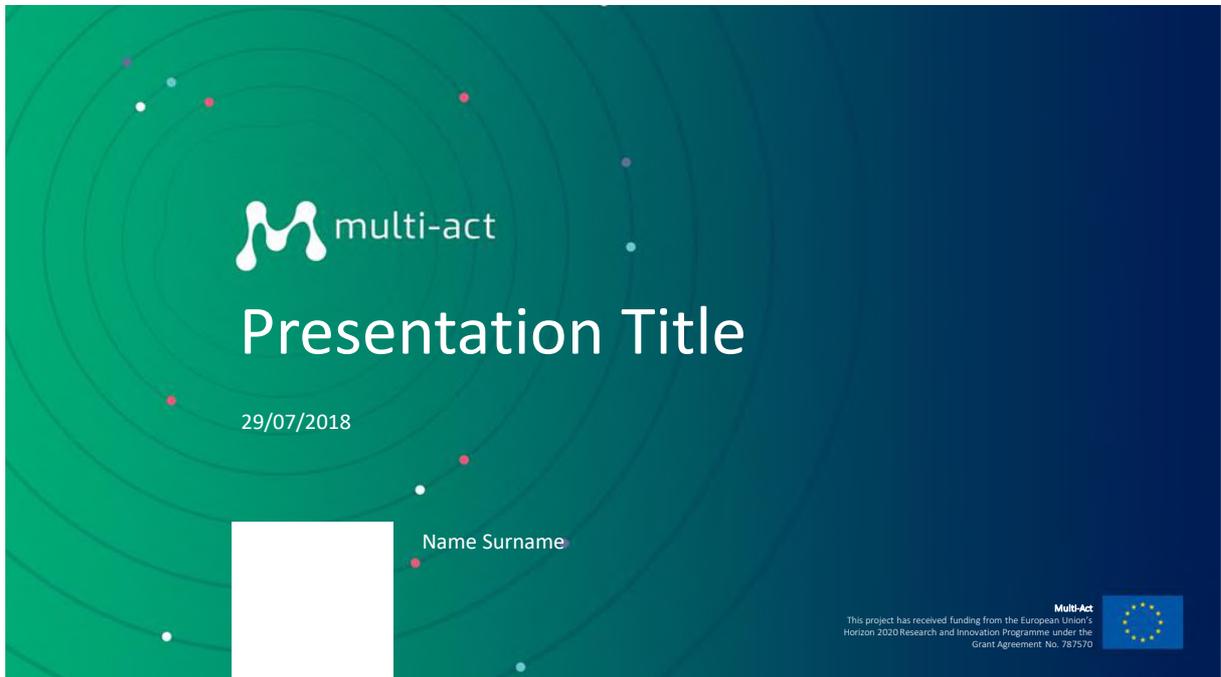


Figure 3. PPT template slide 1 (cover)

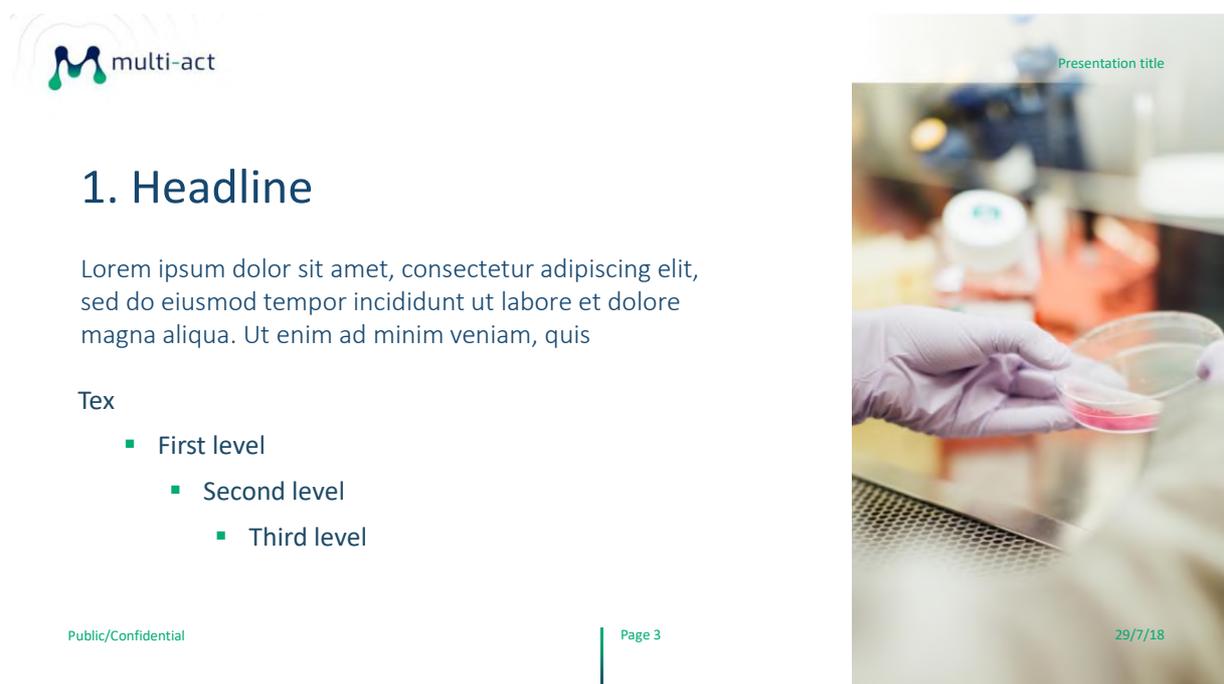


Figure 4. PPT template slide example

2.2.4 Deliverable template



The figure shows two parts of the deliverable template. On the left is a cover page with a dark blue background and a white box containing the title 'Deliverable DX.Y', a placeholder title 'Deliverable title', a Latin placeholder text, and the European Union logo with funding information. On the right is a metadata table with the following structure:

PROJECT ACRONYM:		A Collective Research Impact Framework and multi-variate models to foster the true engagement of actors and stakeholders in Health Research and Innovation	
CONTRACT NUMBER:		787570	
DISSEMINATION LEVEL:		Public/Confidential	
NATURE OF DOCUMENT:		Report	
TITLE OF DOCUMENT:		Title	
REFERENCE NUMBER:		DX.Y	
WORKPACKAGE CONTRIBUTING TO THE DOCUMENT:	WPX		
VERSION:	v8.0		
EXPECTED DELIVERY DATE:	dd/mm/yyyy		
DATE:	dd/mm/yyyy		
AUTHORS (name and organization):			
Short description of the Deliverable (as in the DoD): This document details.....			
REVISION HISTORY			
REVISION	DATE	COMMENTS	AUTHOR (NAME AND ORGANISATION)
Public/Confidential		2	dd dd month 2018

Figure 5. Official deliverable template

2.2.5 Meeting minutes template



The figure shows a meeting minutes template divided into two pages. The left page contains the following sections:

- Meeting minutes** header with the multi-act logo.
- A table for meeting details: Meeting type, Venue, Date and time, Author, Version.
- List of Attendees** table with columns: Name and surname, Partner short name, Initials.
- Agenda** section with a placeholder: 'Copy and paste here the agenda'.
- Minutes** section with a placeholder: 'Describe clearly the key points of the discussion in the first column and the TO DO's agreed in the second column (indicating per each action the Partner responsible and the deadline for the action)'.
- Discussion** table with columns: Discussion, Action points/Responsibilities. It includes three rows for 'Item: title (speaker)'.
- Page footer: multi-act logo, Meeting title, Venue, Date, and European Union logo.

The right page contains:

- A table for recording discussion items with columns for 'Item: title (speaker)' and 'Action points/Responsibilities'.
- Page footer: multi-act logo, Meeting title, Venue, Date, and European Union logo.

Figure 6. Template for minutes taking

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.

2.3 Social media identity

MULTI-ACT'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 guidelines¹.

In the saturated world of social media, the most effective way of tracking discussion and coverage on your particular topic is by using a hashtag, "#". Therefore, a Twitter account has been created under the name **@MULTIACTProj**. With its Twitter account, the project can both communicate and disseminate work being done within the project.

To track MULTI-ACT effectively online, we will proceed with "branding" all of the project communication with the hashtag #MultiAct. Further hashtags can also be used depending on the content in the tweet or post, e.g. #H2020, #MultipleSclerosis – any key word that could trigger mass results when searched. This makes sure MULTI-ACT 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. Platforms like Facebook and LinkedIn will be used to continue outreach to stakeholders and the general public.

A communications toolkit will be developed for use by all partners to align communication of the project, particularly on social media. Like this Dissemination Plan, 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.

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

2.4 Promotional materials

Following the visual identity guidelines, the project brochure, poster and roll-up were 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. These materials were initially developed in English but the project partners are encouraged to adapt them to their national audiences. To make this possible, apart from PDF format, the promotional materials have been made available to consortium members in InDesign format.

2.4.1 Brochure

Contact details:

SCIENTIFIC COORDINATION

Italian Multiple Sclerosis Society Foundation
Paola Zaratini
multi-act@aism.it

PROJECT DISSEMINATION

European Brain Council
multiact@braincouncil.eu

Website: www.multiact.eu

The **MULTI-ACT** project started on 1 May 2018 and will continue for three years. It brings together leading European society, patients, patient organizations, research/academic institutions, governmental organizations, and technological organizations. The consortium forms a **multidisciplinary network** that integrates and coordinates various competences in related areas of the work that will be undertaken.

The project is coordinated by the **Italian Multiple Sclerosis Society Foundation**, as member of the International MS Federation, a "boundary organization" between science and patients.

The MULTI-ACT partners are:



A Collective Research Impact Framework and multi-variate models to foster the true engagement of actors and stakeholders in Health Research and Innovation



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Figure 7. Brochure (first release) - pages 1 and 4

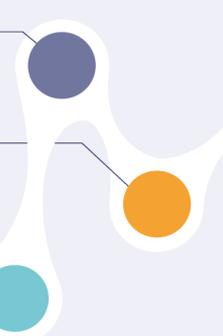


A Collective Research Impact Framework and multi-variate models to foster the true engagement of actors and stakeholders in Health Research and Innovation

EFFICIENCY

PATIENT REPORTED DIMENSION

EXCELLENCE



EFFICACY/MISSION
Brain Diseases Research
Agenda (MS first case study)

SOCIAL

CONTEXT

The number of people with brain diseases (such as Alzheimer's, Parkinson's, depression, Multiple Sclerosis, addictions and many more) are on the steep rise due to factors such as higher life expectancy. Brain ill-health will affect 179 million individuals in Europe - one in three Europeans during their lifetime.

The WHO concluded that brain disorders account for 35% of the burden of all diseases in Europe. It is therefore of utmost importance to develop a research model that produces results that have a real impact on the lives of affected patients and their caregivers.

PROJECT OBJECTIVES

The EU-funded MULTI-ACT project aims to increase the impact of health research on people with brain diseases. It will create and implement a new model allowing for the effective cooperation of all relevant stakeholders. This will be applicable in defining the scope of health research as well as new metrics for the evaluation of its results.

The MULTI-ACT project will work with patients, patient organizations, academics, private and public stakeholders to develop brand new tools to assess the value of research. It will be assessed from four different aspects: stakeholder agenda, scientific excellence, economic efficiency and social impact.

The **MULTI-ACT** project started on 1 May 2018 and will continue for three years. It brings together leading European society, patients, patient organizations, research/academic institutions, governmental organizations, and technological organizations.

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The project is coordinated by the **Italian Multiple Sclerosis Society Foundation**, as member of the International MS Federation, a "boundary organization" between science and patients.

Website: www.multiact.eu

Contact details

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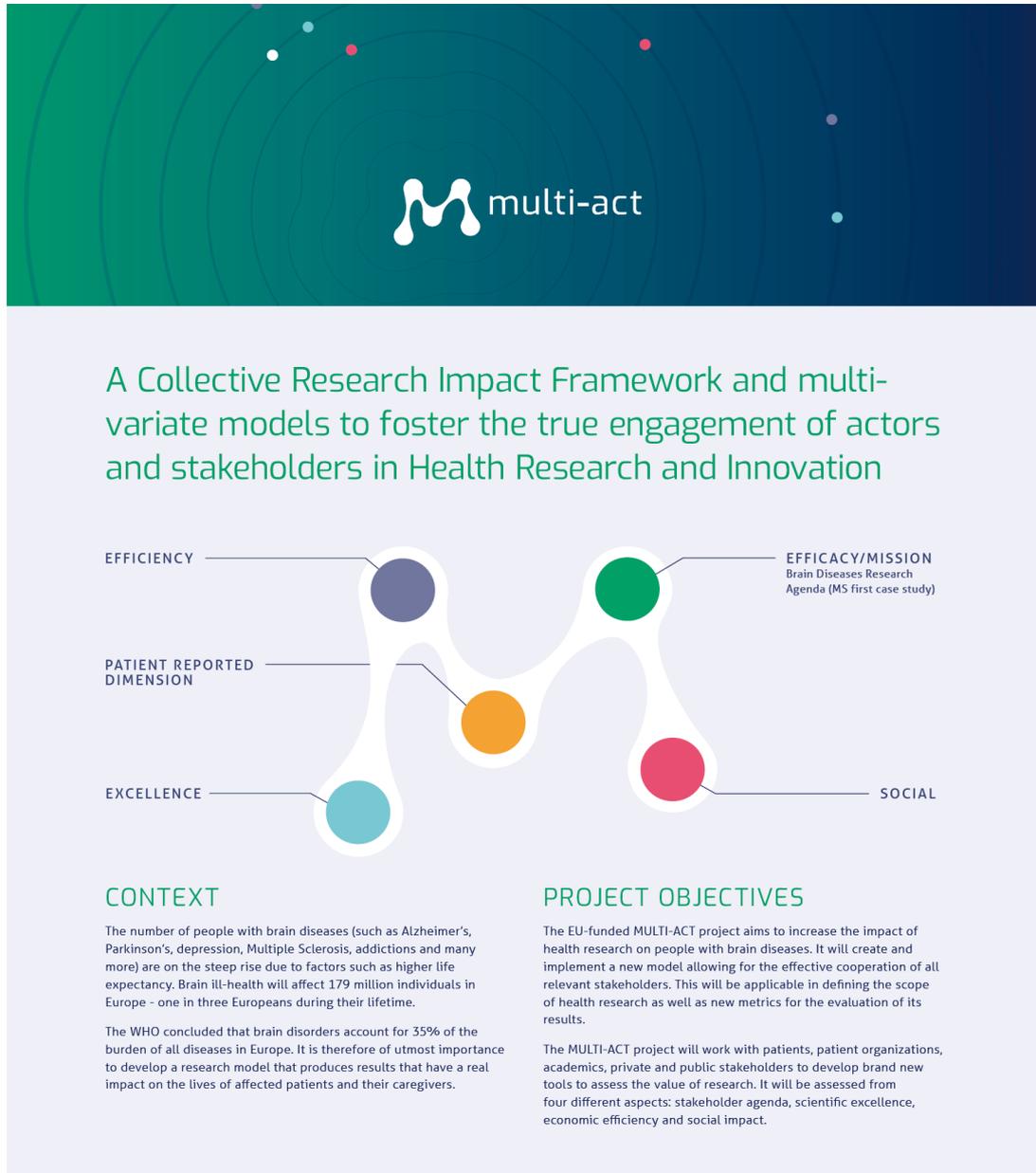
PROJECT DISSEMINATION
European Brain Council
multiact@braincouncil.eu



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Figure 8. Brochure (first release) - pages 2 and 3

2.4.2 Poster



The **MULTI-ACT** project started on 1 May 2018 and will continue for three years. It brings together leading European society, patients, patient organizations, research/academic institutions, governmental organizations, and technological organizations. The consortium forms a **multidisciplinary network** that integrates and coordinates various competences in related areas of the work that will be undertaken.

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 European Brain Council
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The MULTI-ACT partners

SCIENTIFIC COORDINATION
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 Università degli Studi di Trento
 EY
 Ernst & Young Finance Business Solutions SpA
 Université de Bourgogne
UNIVERSITY OF TAMPERE
 Tampereen Yliopisto
EBC
 The European Brain Council (EBC)
INTRASOFT
 intrasoft international SA
EHMA
 European Health Management Association

PROJECT DISSEMINATION
 OTSPSP
 Fondation Pour L'aire à la Recherche sur la Sclérose en Plaques
Dane i Analiza
 Dane i Analiza pt sp zoo
UNIVERSIDADE CATOLICA
 UCp Portugal

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Figure 9. MULTI-ACT Poster for conferences and events (first release)

2.4.3 Roll-up



The **MULTI-ACT** project started on 1 May 2018 and will continue for three years. It brings together leading European society, patients, patient organizations, research/academic institutions, governmental organizations, and technological organizations.

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PROJECT DISSEMINATION
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multiact@braincouncil.eu

Website: www.multiact.eu

The MULTI-ACT partners are:



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Figure 10. Roll-up for events arranged by the consortium

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 being 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 MULTI-ACT project website, available at www.multiact.eu.

The website serves as an efficient and effective information and communication system for the consortium members and other project stakeholders. It is carefully designed, in order to meet the needs of an array of users: scientists, policymakers, healthcare providers, NGOs, media and general public. For this reason, the website is meant to be “multi-layered”, with the outer layer (homepage) very simple, mainly based on visual communication (video clips, data visualizations, etc. will be added during the project duration), appealing and accessible for everyone. In the middle layers, policymakers, stakeholders and health care providers can find specific documents and guides, while in the inner layers researchers and members of the project will be able to find at a later stage a searchable database, scientific publications and all the relevant documents of the project, when they will become available.

It will be managed as needed by an editorial and journalistic staff, in close collaboration with all WP leaders, with relevant updates, new data to share and appealing stories to tell. Particular attention will be devoted to the production of “video pills” and dataviz, shared through social media and other web resources.

The MULTI-ACT 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.

Public project deliverables and reports, press items and other dissemination materials will be made available for download on the website along with scientific publications.

According to modern aesthetics in web design, www.multiact.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: About - Work packages - Consortium - News & events;
- a header for all pages containing menu tabs and MULTI-ACT logo;
- a footer for all pages displaying links to social media and partner logos with links to the organizations.

Content can be accessed via the main tabs at the top of each page (header).

The layout of the website consists of a template page reflecting selection of fonts, visual design of tabs and links, background color, behavior of objects, etc. This included:

- color and typography font definition;

- image files generation for header, backgrounds and footer;
- pages layout definition;
- overall home page design;
- header design, considering the inclusion of the MULTI-ACT logo and main menu tabs;
- footer design, including credits.

During the beta phase, the site will static (made by HTML5) and will be tested on various machines and in different browsers. The result of which demanded interventions for the improvement of usability. The advantage of pages being of static nature is their overall natural compatibility with every type of web server technology:

- Responsive Web Design to automatically adapt to any navigation device, considering desktop (PC) or mobile;
- HTML5 with CSS3 style sheets;
- Bootstrap framework; and jQuery libraries.

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.

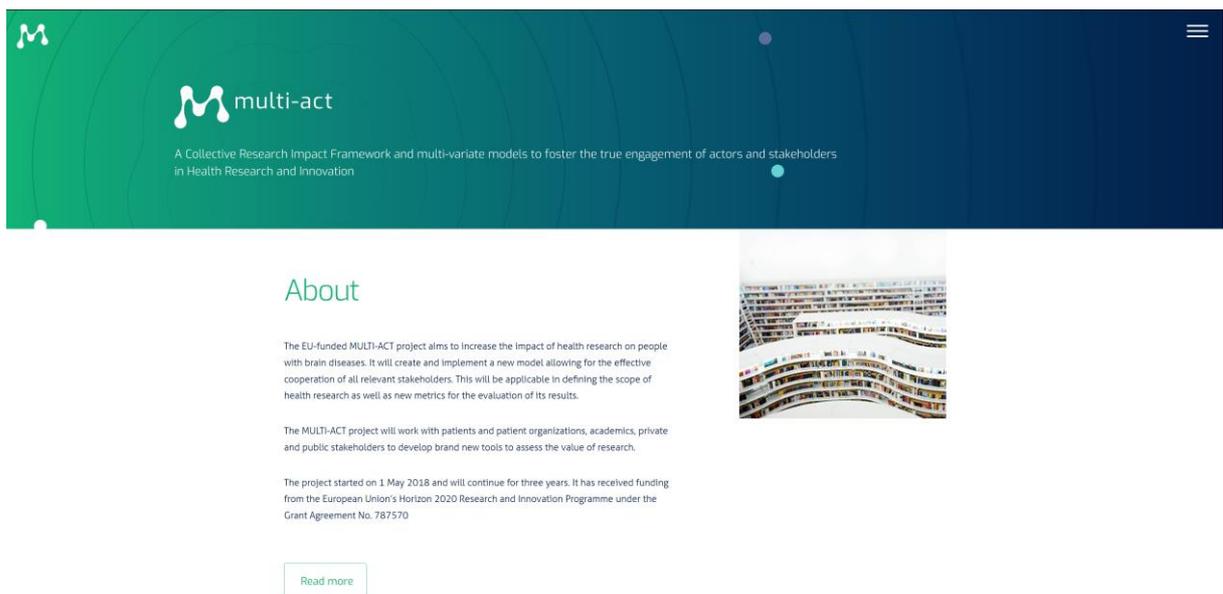


Figure 11. MULTI-ACT website - "About" section

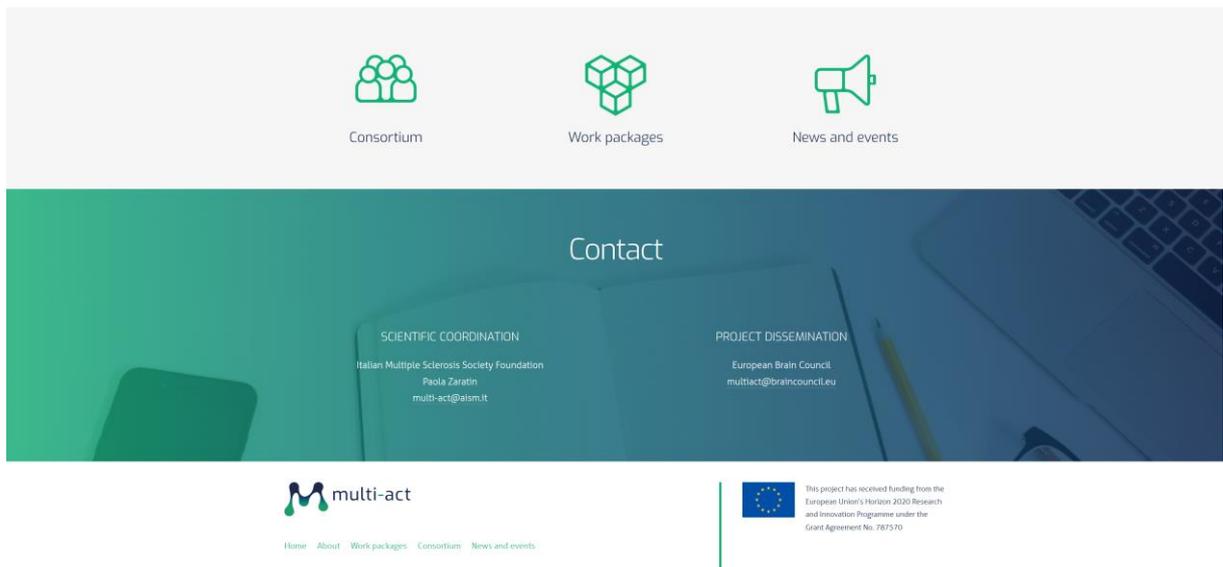


Figure 12. MULTI-ACT website - Contacts

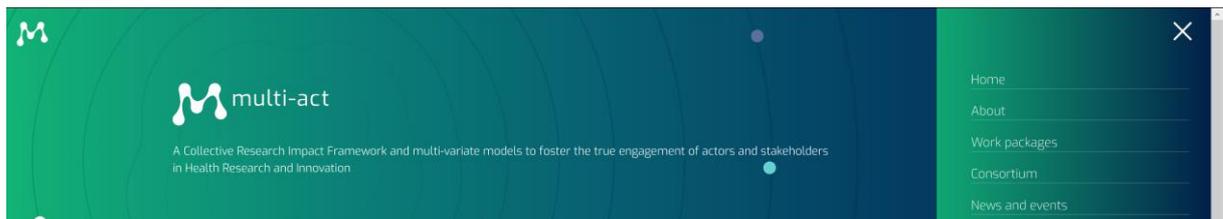


Figure 13. MULTI-ACT website (4-section structure of the first release)

3.1 European funding acknowledgement

MULTI-ACT 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. Following 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 the Grant Agreement No 787570

including the following text: *“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.

4. CONCLUSIONS

From day one, MULTI-ACT visual identity is providing a key communication and dissemination asset. It is a vital tool to create awareness among target audiences and support a broad range of activities and objectives across the project.