

DELIVERABLE 9.2 :

A project identity and specific project website

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Lead Beneficiary:

European Food Information Council (EUFIC)

Nina McGrath - Food Safety Projects Manager

Other Beneficiaries:

All NanoPack partners

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (Including the Commission Services)	
RE	Restricted to a group specified by the consortium (Including the Commission Services)	
CO	Confidential, only for members of the consortium (Including the Commission Services)	

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1. Executive Summary

This deliverable D9.2 refers to task 9.2 (Development of the project identity and website (M1-4)). It summarises the development of the project’s corporate identity and graphic charter, including the logo and communication templates. These will ensure a common graphic/visual line to be easily recognised among external stakeholders.

It also describes the development of the website. The public facing website will be a portal for information about the project targeted to all potential stakeholders. It will be updated continuously throughout the project lifetime with input from all partners and will be maintained for a certain period beyond the project as well. The extranet is a private area intended to facilitate efficient communication among project partners.

2. NanoPack project identity & logo

The NanoPack project logo (Figure 1) was developed based on the following key concepts of the project:

- State-of-the-art food packaging (*project focuses on producing plastic films containing natural nanotubes for food packaging*)
- Improving shelf life (*keeping food safer for longer*)



Figure 1. Final NanoPack project logo

Upon briefing an external agency, a series of 6 logo designs were prepared. The selection was narrowed down to a 2 final options (each with two variations) by the partners involved in the NanoPack Dissemination Working Group. The final 4 proposals were presented to the consortium to select their preferred design. Figure 1 was chosen as the final project logo on 23 March 2017. The designs that were not chosen are shown in Figures 2, 3, & 4.



Figure 2



Figure 3



Figure 4

The minimalistic, clean style represents the concept of innovation, a strong theme within the project. The blue colour scheme is commonly used in logo design to represent science, technology, trust, and for NanoPack specifically it also gives the impression of cleanliness and freshness.

To keep the logo simple, uncomplicated but impactful, the packaging films themselves were chosen as the main visual concept. Other key concepts of the project (nano, safety, less waste) are reflected in the project name and tag-line (**Safer food, less waste**) which work together with the visual of the logo to give a more complete impression of the project aims.

3. Templates

The graphic charter and logo were the point of reference for designing the communication templates (Word and PowerPoint – see Figure 5). The templates aim to achieve a consistent project identity within the consortium as well as awareness and recognition among external stakeholders. The project logo, EU flag graphic and funding disclaimer (contract number) is displayed on all templates.

All project partners are encouraged to use the templates in all communication about the project.



Figure 5. Screenshot of developed templates (PowerPoint slides, Word document)

A lower resolution version of the project logo in an email signature has also been created for use in email signatures where desired. It can be hyperlinked to direct email contacts to the project's website (Figure 6).



nanopack.eu
[@NanoPack_EU](https://twitter.com/NanoPack_EU)

Figure 6. Example application of the NanoPack logo in email signature

4. External website

The external website is accessible to everyone. It is the main information resource of the project (describing project objectives, research areas, outcomes and partners and so on).

The NanoPack public website has been registered at: www.nanopack.eu.

In order to ensure an online presence from the beginning of the project, while the project identity was developed a temporary website was set up on 6 February 2017, containing basic information about the project aims, partners and funding information.

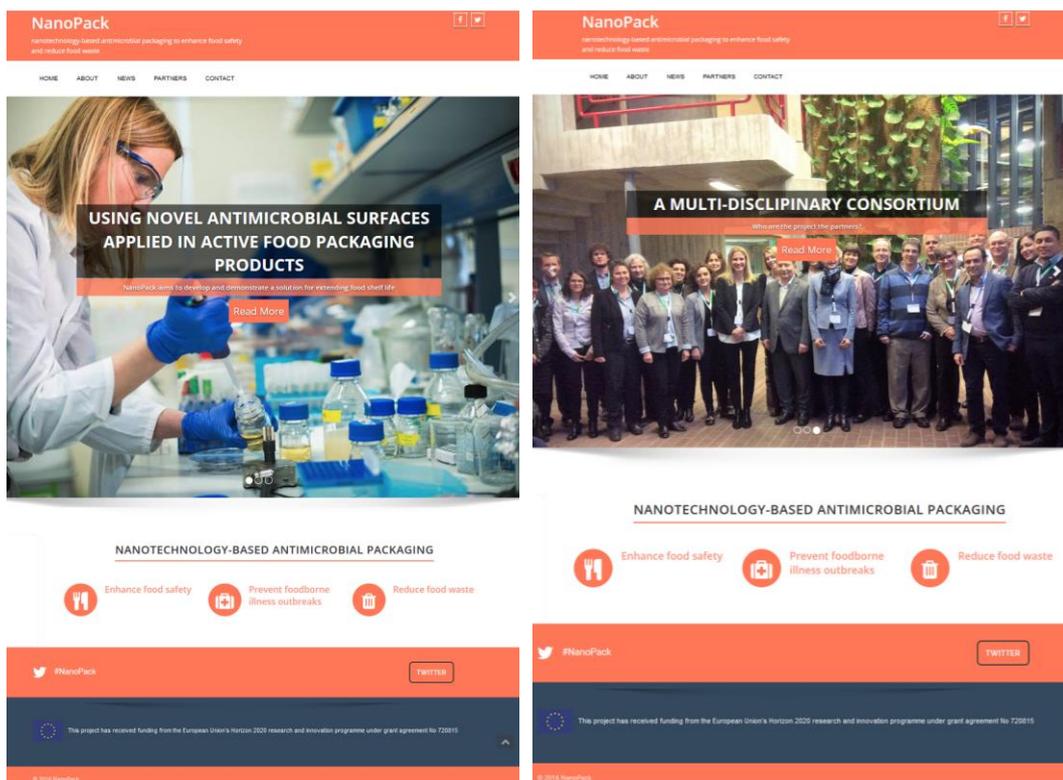


Figure 7. Screenshot of the temporary project website (M1-4)

A permanent website was then developed incorporating the NanoPack graphic identity and additional content and functionality, such as social media buttons, newsletter sign-up, and a blog. The website went live on 25 April 2017.

The website will be hosted for the duration of the project, plus three years after completion of the project. It will be coordinated by Eufic. Additional content will be developed and the website will be updated regularly throughout the duration of the project with the help of all partners.

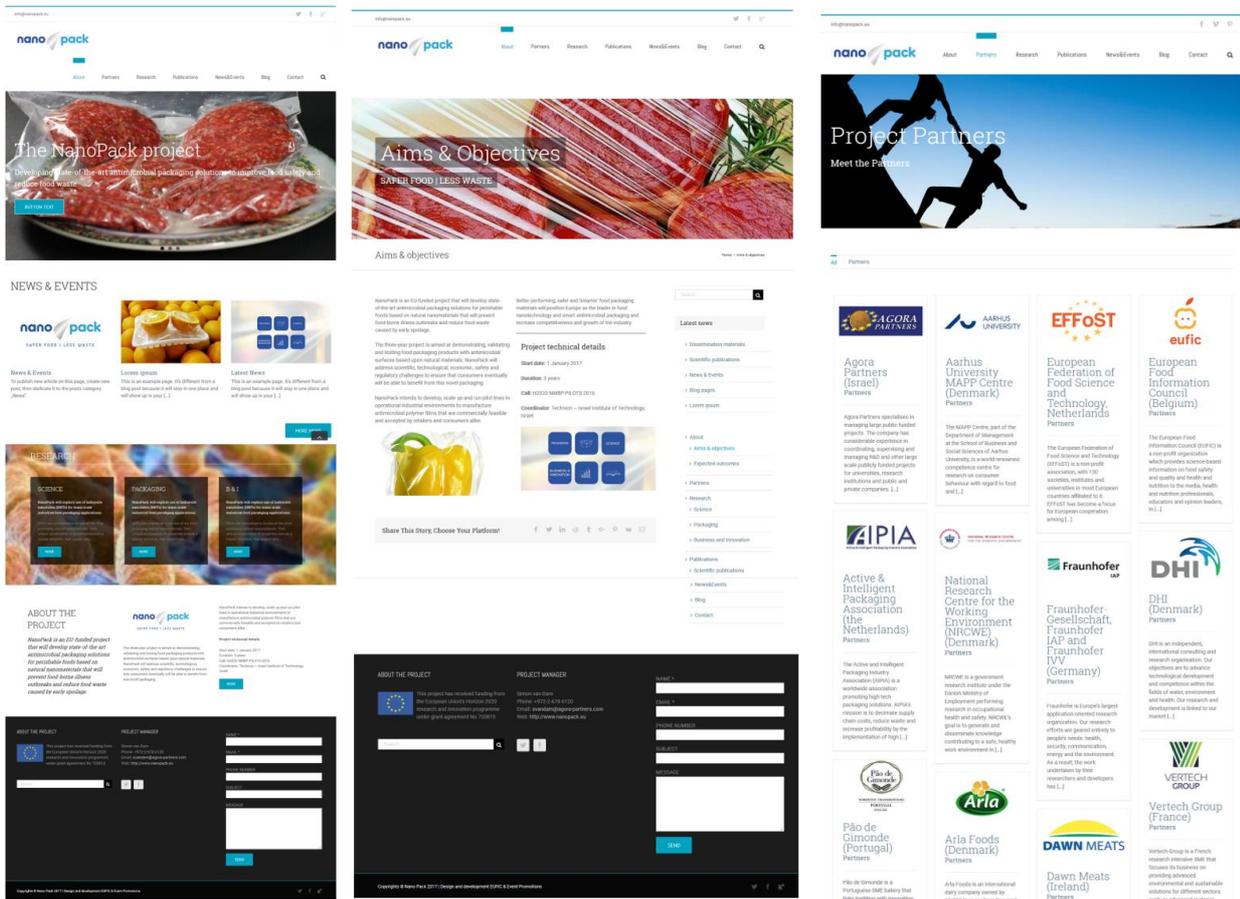


Figure 7. Screenshots of the final project website

5. Internal platform

Basecamp was selected as the internal platform (restricted area), designed and used to share project documents (e.g. working papers, deliverable reports, calendar of events) and results amongst project partners. The Scientific Advisory Board members and European Commission officers will also be given access to the extranet.

Basecamp is project management software. It is a functional and user-friendly tool that allows internal communication among the whole project, groups within (e.g. at WP level), or even between individuals. The calendar (schedule) is being used to track internal and external events relevant for NanoPack. It is also being used as a storage repository for documents. It is possible to reply and add attachments straight from email without the need to log-in to simplify sharing of documents among partners.

Home Latest activity Pings Hey! 3 Campfires Reports Find...

NanoPack

AS AF AL AW AH AM AS AV AK AB BE BH CB CH DG DVC Add/remove people...

Campfire



Chat casually with the group, ask random questions, and share stuff without ceremony.

Message Board

Eaf.d. - Mar 15
World Congress on Active Packaging (AIPiA) – Hello all, 1

To-dos 1/59

List of Deliverables

- D5.1 Assessment plan food products packaged in NanoPack films (M3) Mar 31
- D3.1 Polymer/ pristine HNTs nanocomposites (M3) Mar 31
- D6.1 Food regulatory status of the chemicals for HNT modification (M3) Mar 31
- D9.1 Communication plan finalised (M3) Mar 31

Schedule

May 4 - May 10
interpack 2017

May 8 - May 9
Polymer Replication on Nanoscale - 4th International Conference, Aachen, Germany

May 10 - Jun 4

Automatic Check-ins



Create recurring questions so you don't have to pester your team about what's going on.

Docs & Files



HNT exposure assessment survey_090 2017.docx



170228_Food Products.docx
March 1, 2017



Data collec...



NanoPack-partner addresses-20170316.xlsx

Other tools available: Email Forwards

Figure 8. Screenshot of the NanoPack internal platform