



ULISES website, social media and logo

D6.1: Website, social media and logo

WP6, Task 6.1 Dissemination and communication strategy

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Technical references

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Project Title	Immunological incompatibility as a basis for cancer curing and vaccination
Project Coordinator	Cristina Fillat IDIBAPS cfillat@clinic.cat
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- * PU = Public
 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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0. Summary

The present deliverable is aimed to present the ULISES project brand identity and its online communication channels: the website and social media.

The chosen logo is representing the key features and elements of the project, namely the nanoparticles, cancer cells, molecules in motion. Combined with the pay-off - Cancer Curing Vaccination - the logo is aimed at providing a clear identification of the project and at assuring consistency in every communication.

The ULISES website www.ulises-project.eu was launched on 30 November 2020. It is considered as the most important online channel facilitating communication and dissemination of ULISES contents and results to its various stakeholders. The website will be updated regularly with information, communication materials, news and public deliverables from the project, thus ensuring appropriate dissemination of the results. Public contents will be made accessible to all viewers with no restriction.

In conjunction with the project website, the ULISES social media accounts were launched on Twitter and LinkedIn. They will serve both to communicate the project and disseminate its results and to engage key stakeholders and targets of the project thus building an online community around ULISES.



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1. Visual identity

Attracting the right audience with unique and memorable visuals is one of the main objectives of graphic design. To stimulate engagement and convey the right concepts and messages, the creative and professional process needs to start from the construction of a dedicated visual identity and then to coherently apply it in all channels and materials, ensuring recognition among target audiences, researchers, professionals, stakeholders, the media and the general public over time.

The **Project Identity** is represented by a **visual identity** (logo and associated images and other graphic elements) and a **written identity** (key messages and concepts of the project).

The Visual Identity is therefore a set of visible elements of a brand, such as colour, form and shape, as well as the logo, which convey the symbolic meaning of the project.

1.1. Brand identity

The main purpose of the **Brand Identity** is to make a project recognizable and differentiate it from other initiatives by formulating a unique proposal. With a structured brand identity, it is possible to assure consistency and clear identification of the Project in every communication.

1.1.1. The process

The ULISES logo was designed starting by the identification of the project objectives represented by the features, the main characteristics and the elements that highlight its uniqueness and that the consortium wants to raise when communicating the ULISES project.

In the identification of the brand identity, WP6 leader, ICONS, directly involved the coordinator, IDIBAPS, in a first brand personality identification. Based on this first brainstorming, four logo proposals were developed and afterward discussed with the coordinator. Three were selected and proposed to the partners who voted for their preferred logo through a democratic process.

1.1.2. The ULISES logo

Based on the analysis of the project's objectives and target groups, the following logo was finally selected out of three proposals:



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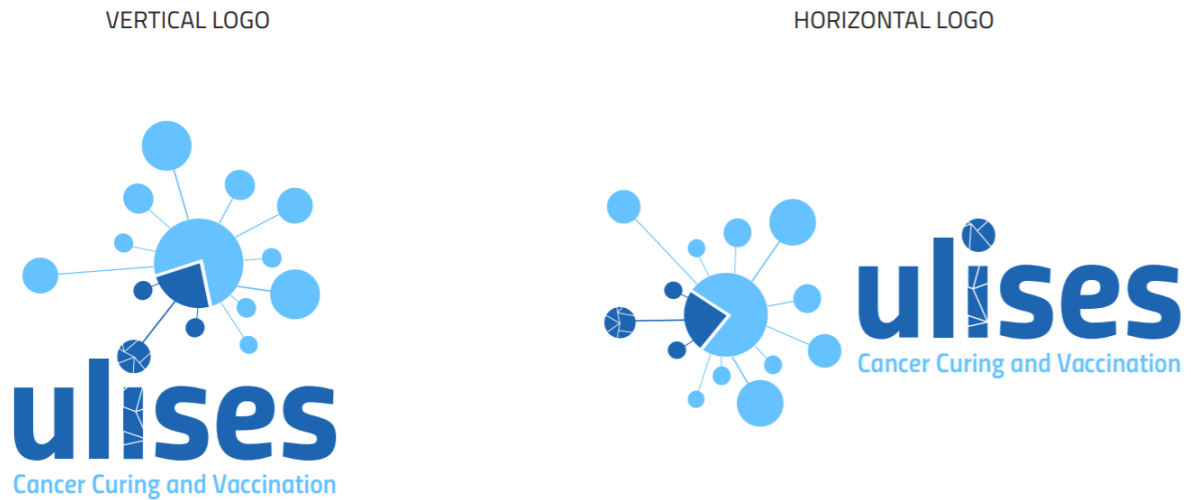


Figure 1: ULISES logo

This logo represents the components of nanotechnology that attack and overcome the tumor's resistance. The shapes of various sizes resemble molecules in motion. The cold shades bring back to scientific research, the dark blue color represents the ULISES vaccine. The mosaic expresses the idea of the nanoparticle.

A simple and direct pay-off "Cancer Curing Vaccination" was proposed by the coordinator and is combined as an accompanying key concept to the logo. The **payoff is a strong communication element**. It increases the communication potential of the project in a very simple and straightforward way.

For branding purposes, all publications (online and offline) related to ULISES will have to carry the ULISES logo.

The brand manual of ULISES is available in Annex I.

The visual identity has been completed with a **key visual to strengthen the visual communication impact of the project**. The following image has been chosen as a cover combined with the logo for the website and the social media channels of ULISES.




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Figure 2: ULISES main visual

To acknowledge the EU funding and branding, the EU flag and a reference text must accompany the use of the logo. The following branding references will be used for ULISES publications and materials:

Reference	Label	Content
No. 1	The ULISES logo	
No. 2	Acknowledgement of EU Funding	<i>“This project has received funding from the European Union’s Horizon 2020 Programme for research, technological development and demonstration under grant agreement No. 899708”</i>
No. 3	EU Flag ¹	
No. 4	Acknowledgement of ULISES project for dissemination- scientific publications	<i>“The result presented in this paper is part of the ULISES project (www.ulises-project.eu) This project has received funding from the European Union’s Horizon 2020 Programme for research, technological development and demonstration under grant agreement No. 899708”</i>

¹The style guide for using the EU flag here: <http://publications.europa.eu/code/en/en-5000100.htm>



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D6.1 Website, social media and logo

No. 5	Acknowledgement of ULISES project for communication (Press Releases, ppt other media contacts)	<i>ULISES is coordinated by Consorci Institut d'Investigacions Biomediques August Pi I Sunyer (IDIBAPS) and developed in cooperation with 9 other partners: This project has received funding from the European Union's Horizon 2020 Programme for research, technological development and demonstration under grant agreement No. 899708</i>
No. 6	Acknowledgement of ULISES project for communication (press releases, technical literature papers, publications)	<i>The information reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.</i>



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2. Website

The ULISES project website can be considered as the most important online communication channel and as the main interface towards different target audiences. The official project website has been designed, implemented and launched within the first two months from the project's start. The website, managed by WP6 leader, ICONS, will be fully scalable and regularly updated in terms of contents and usability throughout the project duration. Cross-linking and referencing with the partner organizations' websites and with other external platforms, other EU-funded, EIC-pathfinder projects and other EU initiatives will be supported to increase clustering and cooperation activities.

The website was put **live on the domain www.ulises-project.eu** on November 30, 2020.

In the following sections, the structure of the website contents and the design of its graphic layout are described, together with the process used by the ICONS team to produce them.

2.1. Website design and implementation

The ULISES website design was approached by the ICONS team at the beginning of the project in parallel with the definition of the visual identity and the set-up of its main online channels, namely the website and social media.

2.1.1. Website structure

A first simple architecture of the website was developed to enable the users to easily access all the information regarding the ULISES project.

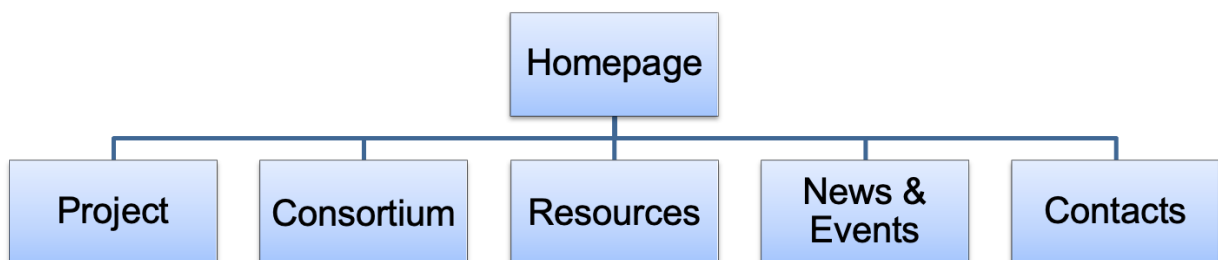


Figure 3: ULISES main visual



Based on this architecture, the following sections of the project website have been developed:

Sections	Description
Homepage	This is the main landing page of the ULISES website. It shows a key-visual, a title, a short description of the project and its main actions, and links to the following pages: Project, News, Events, Technical Insights, Resources and Contacts.
Project	It includes a short presentation of the key contents of the project, its objectives, research innovation, expected results and impacts
Consortium	A presentation of the whole consortium, the partners' profiles, logos and main contact persons
Resources	The page offers the possibility to download public documents produced by the project, such as deliverables, graphic materials, and publications. This section will also host some interesting publications and other resources that are relevant to the topics and research areas covered by the project as well as the EIC pathfinder funding programme. This section will be activated as soon as the first public resources are available.
News and Events	This section contains news published by the project (press releases, journalistic articles, interviews, news on new scientific publications produced by the project) and events organized by the project or external events which are attended by the ULISES partners or are key for the ULISES project
Contacts	Users will be able to get in contact with the project coordinator team contact point as well as with the Communication and Dissemination leader via a direct email

The structure of the website was carefully planned and designed with a simple structure in order to enable any kind of user (both researchers and scientists, as well as professionals and potential end-users, but also the broad public) to access the key information and results around ULISES.

Special prominence on the homepage was given to the **News and Events section**, as the content that will most frequently be updated. Seeing new and different content on the homepage will encourage visitors to return to the website, this way being more likely to get to know about project updates as soon as they are published.

The ULISES website has to be considered as a living channel that will be updated during the entire duration of the project. It will also be scalable, in case any specific upgrade is needed. ICONS will evaluate together with the coordinator and the consortium the need for major modifications to the



D6.1 Website, social media and logo

website structure and functionalities, keeping in mind the users' experience on the website and the availability of resources.

2.1.2. Layout

The layout design for the ULISES website was planned, starting from the visual identity. Below, some screenshots of the website are presented:



Figure 4: ULISES home page, upper part



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2.1.3. Website contents

The production of the **contents** of the project website was undertaken at the beginning of M2. Contents have been developed by ICONS team, who prepared them starting from the Description of the Action, with the contribution of the coordinator and the consortium partners, who also provided a short profile and the logos of their institutes and organizations. The texts have been simplified and re-written using easier to understand lexicon, avoiding acronyms as much as possible and focusing on the most relevant aspects in terms of communication.

The contents for the News and Events section will be mainly produced by ICONS, featuring press and news releases and articles. All the partners will provide and suggest contents for news items to ICONS, who is in charge of editing them for distribution on the website and other channels (social media and external multipliers). Overall, web contents will be continuously revised and updated, to provide online users with new inputs and updates in line with the progress of the research.

2.1.4. Technical implementation

The website has been implemented using **Wordpress content management system (CMS)**, an open source solution enabling easy and smooth management of contents also after the project completion. All the specific features of the website use Wordpress plugins and are managed by the ICONS team to publish contents and by ICONS web developers for any kind of technical implementation.

The website is hosted on Register.it, a renowned Italian provider for both domain purchase and hosting. The server farms of Register.it are located within Europe, ensuring that European regulations apply regarding data protection and privacy.

2.1.5. Acknowledgements, legal notices

In order to be compliant with the Grant Agreement obligations, the website displays a **footer that acknowledges the funding received**, along with the emblem of the European Union, in all pages. A **Cookies Policy** is also available for consultation, in which the cookies used by the website are listed. Cookies can be accepted or refused by the visitors when they access the website through a pop-up banner that is displayed at the bottom of the webpage.

2.2. Website maintenance and dissemination

Throughout the course of the project, **the website contents will be updated on a regular basis and on special occasions**, such as the achievement of project milestones or significant advancement in the technical works implementation. The project website will be maintained for the entire project's duration and for an additional period of 24 months after the project's end.



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2.2.1. The website as a communication and dissemination platform

The **website will act as a major gateway between the project and its external target audiences**. It will be a key channel for the communication and dissemination of the ULISES project's results, where all stakeholders are able to retrieve communication materials (such as the ULISES presentation video and the flyer), publications, news and updates.

As soon as new results are available and especially towards the end of the project, **dissemination materials** - such as info-briefs and factsheets, deliverables, scientific publications and outcomes from events and webinars - will be made available for download or consultation.

Even though the project will employ other channels for communication and dissemination, the website will act as a repository of all materials – Resources section - and as a chronicle of the different activities carried out – News and Events sections – that will give the visitors a clear idea of the whole project's activities, progress and achievements.

2.2.2. Synergies with other web platforms

The ULISES project will also identify key networks and initiatives to increase knowledge-sharing and cross-fertilization. For this reason, the Resources page will include references and cross-links with the external websites and portals. They will also include key European online channels:

- the upcoming EIC website (currently hosted at the following are of the europa.eu domain: <https://ec.europa.eu/research/eic/index.cfm>)
- other EIC Pathfinder / FET-Open communication platforms such as FETFX (www.fetfx.eu) where ICONS is acting as communication partner, to guarantee visibility and outreach to the project
- the European Union Open Data Portal - <https://data.europa.eu/euodp/data>

Other sister projects and initiatives that also meet ULISES' objectives will be evaluated and added to the ULISES website in the course of the project.

2.3. Monitoring

The performances of the website will be **monitored through Google Analytics**, the state-of-the-art tool for such activity. This will give insights into the number of visitors, their activity on the website, direct and organic website traffic, most viewed sections, time spent on the website.

The gathered data will be used as a **KPIs to assess the performance of the website in terms of outreach** and users' specific interests. The same data will be presented in the periodic reporting activities on Communication and Dissemination activities as well as in the relative deliverables, which also analyze the level of outreach and engagement on this channel.





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3. Social media

The overall objective of the ULISES social media strategy is to ensure adequate coverage of project activities on the social networks and engagement of both academic and professional audiences as well as the general public. ULISES social media accounts will act both as a communication, dissemination and engagement channel and as a participatory tool to foster dialogue, enhance public understanding, acceptance and engagement of stakeholders' and citizens.

The project visual and written identity (including, key messages and tone of voice) have been reflected in the social media networks that have been set up to **engage an online community** represented by a wide and multi-level audience, including the project partners, key stakeholders, end-users, the general public, the EU Commission, all the networks and associations with whom cooperation and open communication channels will be established.

3.1. Twitter

The ULISES Twitter account [@ULISES_EU](#) has been set-up simultaneously with the launch of the website. The ULISES project will use the following hashtags and mentions to enable the monitoring and tracking of engagement and interaction with the ULISES community and develop indicators: [@ULISES_EU](#) [#ulises_eu](#), [#EICPathfinder](#). Cross-lining with the European Innovation Council Twitter account ([@EUeic](#)) will be maximized. All the partners will be invited to interact with the project's Twitter account and use the hashtag [#ulises_eu](#) and mention the [@ULISES_EU](#) Twitter account in their conversations.

As part of the Twitter strategy, WP6 leader, ICONS (responsible for the ULISES social media management) will actively engage with already existing Twitter accounts in line with the contents of ULISES, namely organizations, other public-funded projects, initiatives at European and global level, researchers and individuals to increase the potential outreach and engagement of an online community expressing an interest around the cancer treatment research and innovation.



Figure 6: ULISES Twitter account cover page



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3.2. LinkedIn

The LinkedIn page has been launched as an additional channel aimed at disseminating the ULISES project's results to more professional users, here including end-users involved in the health ecosystem, industry, SMEs, investors, as well as academics and researchers. The partners will be directly involved through their organizations' and individual accounts not only to follow the page but also to invite their own contacts to follow the ULISES LinkedIn page.

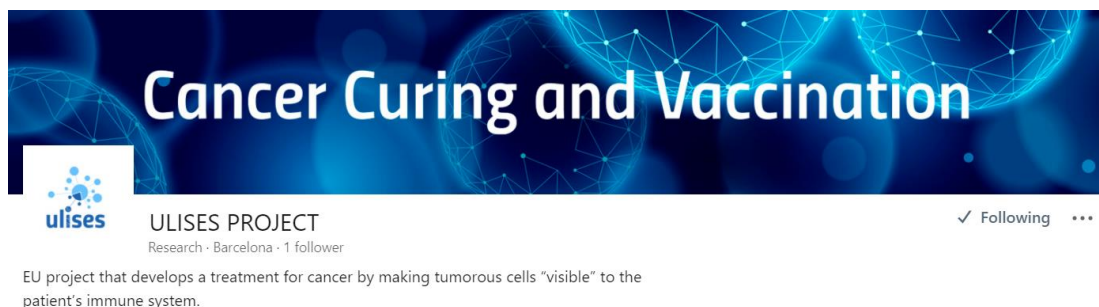


Figure 7: ULISES LinkedIn account cover page

3.3. Monitoring

Social Media outreach indicators will assess the size of the audience of ULISES content published across the three social media channels, engagement indicators will measure the stakeholders' engagement with ULISES content through online interaction on social media.

The following table shows the indicators that will be used to monitor outreach and engagement on ULISES social media accounts:

Social media tools	Social media indicators and tools
Twitter analytics	Outreach: Twitter impressions on @ULISES_EU Engagement: Twitter engagement (incl. Clicks, Retweets, Replies, Follows and Likes)
LinkedIn statistics	Outreach: Visualisations on LinkedIn Engagement: LinkedIn Likes, Clicks, Comments, and Shares



4. Conclusions

An effective visual identity has been set up, including logo and other key visuals that have already been applied to the project's online communication channels: the website and social media accounts on Twitter and LinkedIn. The same identity will be used for any public communication and dissemination material that is being produced in the course of the project. The visual identity will be optimized in the course of the project, with the inclusion of new graphic elements and images to be used in communication and dissemination materials.

The ULISES website as well as its social media accounts act as the project's main communication and dissemination online channels. They will invite researchers, professional stakeholders, end-users and the public to learn more about the project, its developments and materials. The website contents will be continuously updated to keep the online users' interest high and bring a growing community to visit it, thanks to the interactions with other channels managed by the project, i.e. social media, and other external platforms referring to the ULISES website (either managed by the EC or external multipliers).

A well-thought approach has been developed to ensure maximum outreach and engagement for everyone via social media, with a higher priority given to the community of researchers and professionals on LinkedIn and to large-scale stakeholders and a broader public on Twitter.

The biggest challenge of the ULISES online communication channels will be to keep the website and social media networks running in a dynamic manner so as to maximize outreach, increase interest and foster direct engagement with those enablers that will guarantee the sustainability of the project beyond its termination. In this way, it will be possible to raise awareness, exchange knowledge and foster the uptake of the ULISES achievements and innovation.



5. Annex I – Brand Manual



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BRAND MANUAL

User manual for the logo and its applications



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01. CORPORATE LOGO



ulises

Cancer Curing and Vaccination

Logo composition



THE MARK



PAYOFF LOGO

Configuration logo



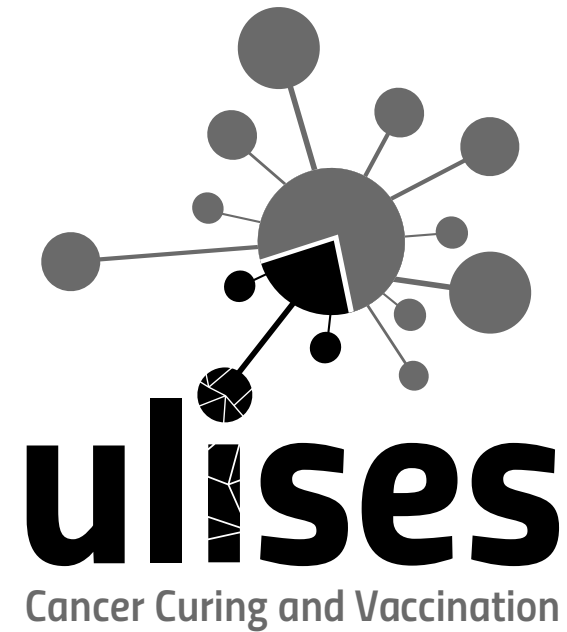
VERTICAL LOGO

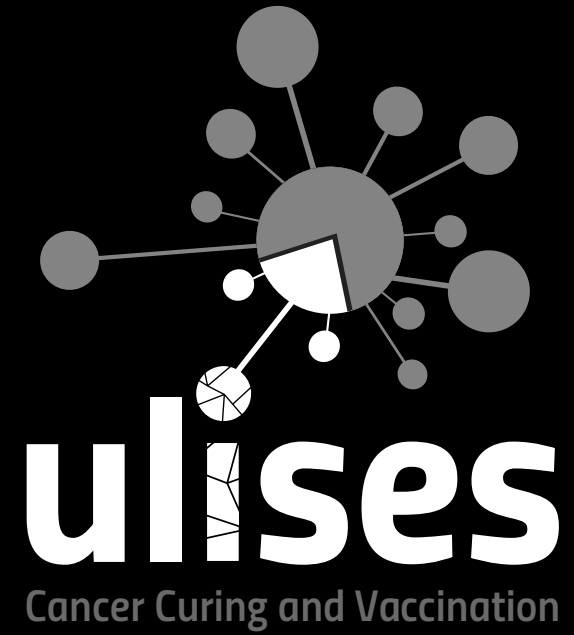


HORIZONTAL LOGO

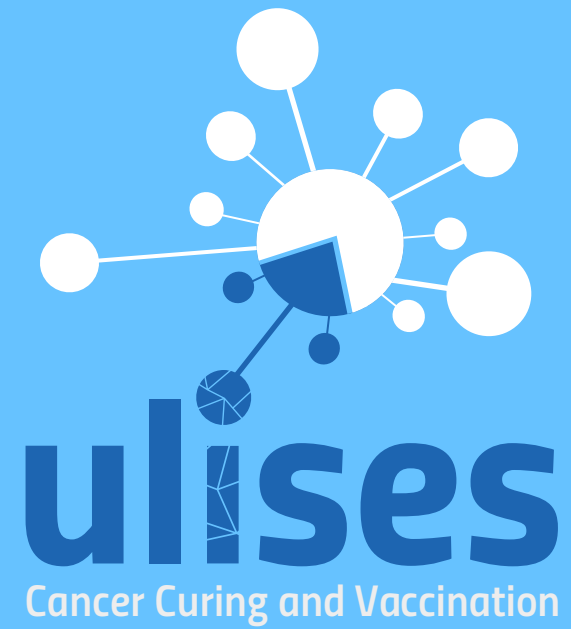


Color versions





Color versions



The background is a deep blue color with several abstract geometric patterns. These patterns consist of interconnected lines and dots, forming circular and polygonal shapes that resemble molecular structures or network diagrams. There are also several out-of-focus, circular bokeh-like shapes scattered across the background, adding a sense of depth and movement.

02.

TYPOGRAPHY

Primary font



Titillium

Light

Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

Titillium Light

abcdefghijklmnopqrstvwxyz

abcdefghijklmnopqrstvwxyz

1234567890?!*+(.,)

Titillium Regular

abcdefghijklmnopqrstvwxyz

abcdefghijklmnopqrstvwxyz

1234567890?!*+(.,)

Titillium Semibold

abcdefghijklmnopqrstvwxyz

abcdefghijklmnopqrstvwxyz

1234567890?!*+(.,)

Titillium Bold

abcdefghijklmnopqrstvwxyz

abcdefghijklmnopqrstvwxyz

1234567890?!*+(.,)

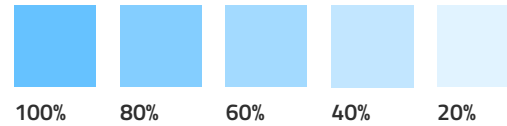


03. COLOUR

Colour



LIGHT BLUE



CMYK

55% 10% 10% 0%

HEX

#66c2ff

RGB

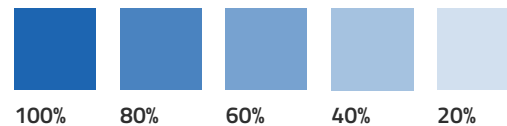
103 193 255

LAB

75 -15 -39



BLUE



CMYK

90% 62% 0% 0%

HEX

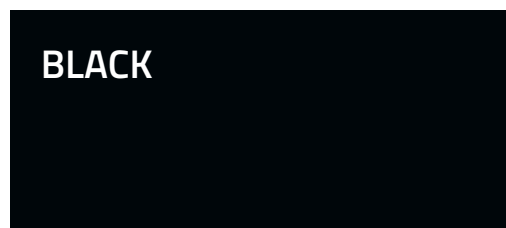
#1d5ca8

RGB

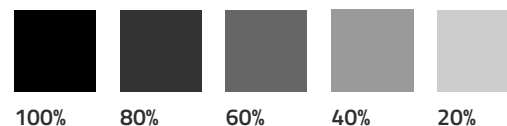
0 192 184

LAB

39 2 -48



BLACK



CMYK

70% 40% 40% 100%

HEX

#00090b

RGB

0 0 0

LAB

1,529 -3.98 -2.5

The background is a deep blue color. It features several large, semi-transparent wireframe spheres made of light blue lines and dots, resembling molecular structures or data networks. There are also smaller, out-of-focus bokeh circles in various shades of blue scattered across the scene.

04. LOGO PLACEMENT

