



MULTIDIMENSIONAL INTEGRATED QUANTITATIVE APPROACH TO ASSESS SAFETY AND SUSTAINABILITY OF NANOMATERIALS IN REAL CASE LIFE CYCLE SCENARIOS USING NANOSPECIFIC IMPACT CATEGORIES

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D6.5

Project visual identity and website

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1	01/02/2024	Stopponi C. Truffa S.	First draft to be shared
1.1	25/03/2024	Stopponi C., Truffa S.	First review
1.2	29/03/2024	Stopponi C., Truffa S.	Final review, file uploaded in F&T portal

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Abstract

Deliverable D6.5. “Project visual identity and website” provides information on the INTEGRANO main communication elements such as logo, templates and website.

Several visual identity elements and communication materials have been generated during this phase:

- Project logo, which represents the visual identity of the project
- First version of the website of the project
- Social media posts to introduce the project and the consortium
- Templates to be used in presentations and deliverables

Scope of the present document is to provide the main elements for the visual identity of the project. Furthermore, it is intended to be a support for the project partners, in terms of guidelines on Dissemination, Communication and Exploitation activities.

List of abbreviations and acronyms

Abbreviation / acronym	Meaning
Ai	Adobe Illustrator
CMYK	cyan, magenta, yellow, black
RGB	red, green, blue
HEX	hexadecimal colour
PPT	Power Point
png	Portable Network Graphics

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Summary

PRJ created a brand identity manual for the correct usage of the project logo, colours and typography, that can be downloaded [here](#).

This document together with the project logo were shared with the consortium also in the [Drive folder](#) and in the private area of the [website](#).

The brand identity manual is then available in pdf for all partners and includes the following sections:

- Concept
- Logo
- Colours
- Typhography
- Acknowledge EU funding and disclaimer
- Project information

This tool aims to facilitate the creation of a consistent image around INTEGRANO project, helping to increase project visibility among its target audiences.

PRJ created the design layout for online Communication and Dissemination materials e.g., presentations, deliverable templates, social media posts, website etc. during the project duration, following the visual identity of the project.

The above-mentioned materials will be showcased in meetings, networking, conferences, as well as online through the project website, partners' websites, social media (LinkedIn), and personal networks.

1. Visual identity

PRJ created the visual identity for INTEGRANO project, starting from a unique and impactful logo. Concept, graphic elements, colours and fonts will be explained in the following paragraphs.

1.1 Logo

The application of the stage-gate SSbD process through the LCS addresses performance in the **five dimensions (5Ds)**:

1. Safety
2. Environmental
3. Economic
4. Social
5. Functional

The five coloured circles symbolize the five dimensions.

The goal of **integrating** safety and sustainability (SSbD) to **nanomaterials** throughout their whole life cycle gave the project its name.



Figure 1 INTEGRANO logo

1.1.1 Logo instructions

The present logo is available in vector format (pdf created with Ai) and in png format, either in positive and negative version and can be downloaded [here](#).



The principal logo should be used when the backgrounds are clear or white.



Figure 2 INTEGRANO negative logo

The principal logo should be used when the backgrounds are dark or black.



Figure 3 INTEGRANO logo clearspace

Logo should always be properly separated from every other element. For greater visibility, no graphical element must enter the logo area. A minimum margin equal to X may in required, being "X" the element used as a margin of separation for each side of the image it contains.



Figure 4 INTEGRANO logo minimum dimensions

10 mm is the minimum size established to ensure good legibility of the logo in the printed version.

1.2 Colours

Dark grey and turquoise are the main colours; they are featured in the logo and in all the project's corporate image materials. Turquoise is used to highlight the main elements, such as titles; grey, on the other hand, is used mainly in paragraphs.

Each colour has a unique code for CMYK, RGB and HEX.

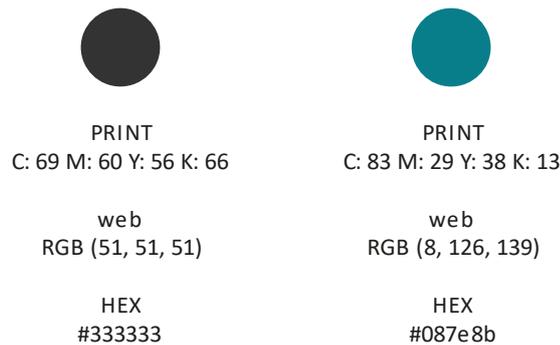


Figure 5 INTEGRANO primary colours

Shades of blue, light blue, pink and red make up the secondary colours of the logo instead. These colours can be used in all project communication materials as background colours, for titles and subtitles.

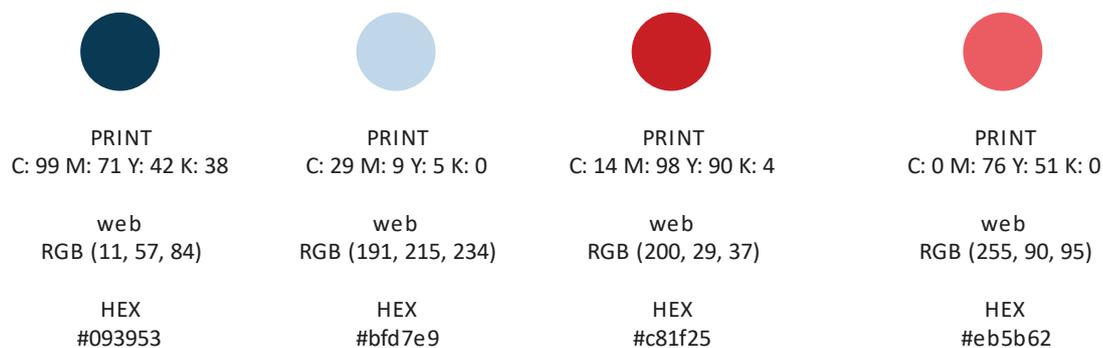


Figure 6 INTEGRANO secondary colours

1.3 Typography

Courier New serif font was chosen for the logo and is used for the main text elements, such as titles and subtitles. In paragraphs the lighter and more easily readable Calibri font will be used.

Courier New Bold

should be used in main headline

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqr**stuv**wxy

0123456789!@#%t&* ()

Courier New Regular

should be used in slogans and headlines

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqr**stuv**wxy

0123456789!@#%t&* ()

Calibri Regular

should be used in texts

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqr**stuv**wxy

0123456789!@#%t&* ()

Figure 7 INTEGRANO fonts for logo and texts

2. Website

INTEGRANO website www.integrano.eu is delivered in English language and it has been structured into different sections and sub-sections as follows:

- **Home:** the homepage contains the logo, header, menu, main sections. Main information such as project aims, duration, budget etc. are displayed also.
- **The Project:** this section is the backbone of the website as it is illustrating the overall concept and Work Packages.
- **Consortium:** it contains the logos of project partners and links to their websites.
- **Deliverables:** it contains documents of public interest with general information about the project's results and development. Sensible deliverables are shown only with their titles but can only be downloaded by project partners.
- **News:** containing news related to the project or information that matches the scope of the project.
- **Calendar:** contains events where INTEGRANO participated or will participate. General Meetings will be also published in this section.
- **Contacts:** it displays the social media icons, generic e-mail address info@integrano.eu and website address www.integrano.eu. The e-mail account info@integrano.eu is available for stakeholders for direct communication with the consortium and is managed by PRJ, which is in charge of the coordination of communication activities.
- **Footer:** it is fixed on all pages and contains a link to the Privacy Policy Statement and Cookies and an acknowledgement of the support received from the EU.
- **Private area:** it contains confidential documents that can be shared only between the project partners. All partners have received username and password to access this section, where they will find documents and factsheets.

The website will be regularly updated, at least 12 times per year.



A multidimensional integrated quantitative approach

Assess safety and sustainability of nanomaterials

Nano Materials (NMs) design cases.
Safe and Sustainable by Design - SSbD
NMs datasets and Nanospecific impact categories

[Read more](#)



Figure 8 INTEGRANO website’s homepage banner

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Consortium	Duration	Total budget
13 partners, 8 countries	48 months <small>January 2024 - December 2027</small>	€ 3.995.648,75 <small>EU contribution</small>

Figure 9 INTEGRANO website’s homepage general information



Calendar
[Find out upcoming events](#)

17-18 June, 2024	17-21 June, 2024
<small>6M General Assembly</small>	<small>MaterialWeek 2024</small>
<small>Münster (Germany)</small>	<small>Limassol (Cyprus)</small>

Figure 10 INTEGRANO website’s calendar

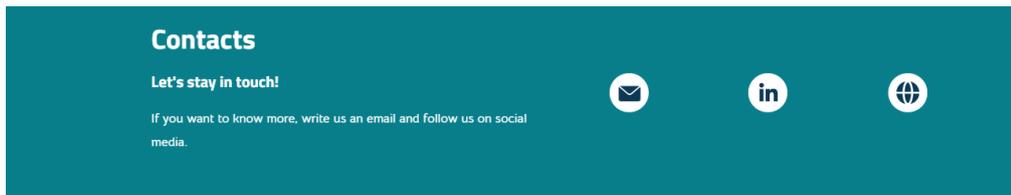


Figure 11 INTEGRANO website's contacts

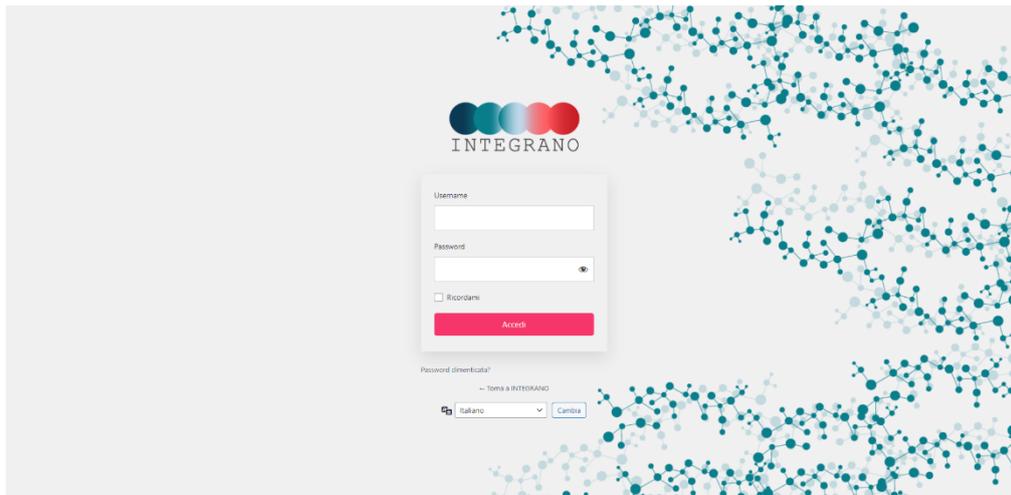


Figure 12 INTEGRANO website's private area (login)

3. Social media

Social media presence on LinkedIn is an important way of promoting the project and engaging with its stakeholders, increasing public traffic. Posts on the project profile will be published constantly to explain the project, the partners, and to inform about progresses.

Partners can request to PRJ for any social media post or materials as needed.

PRJ developed the social templates in Adobe Illustrator (Ai), using the colours and graphic elements of the visual identity. Examples of posts are shown below.

INTEGRANO LinkedIn profile is available [here](#).

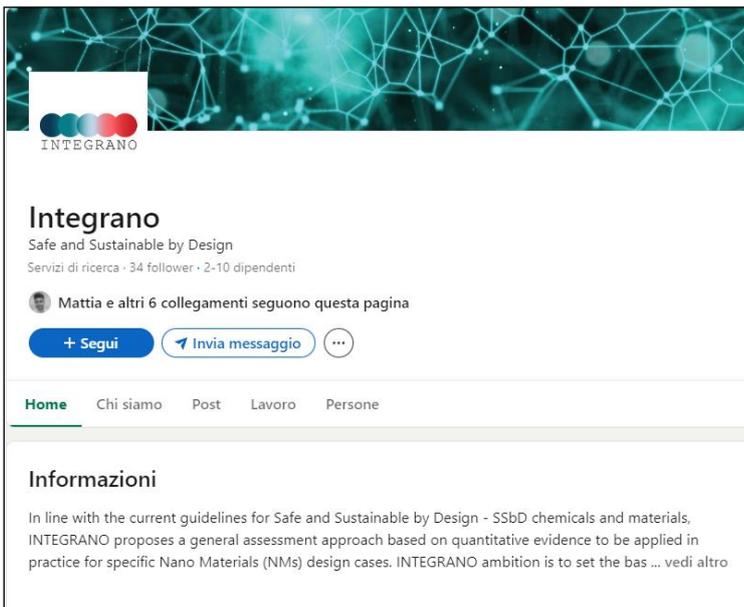


Figure 13 INTEGRANO LinkedIn page

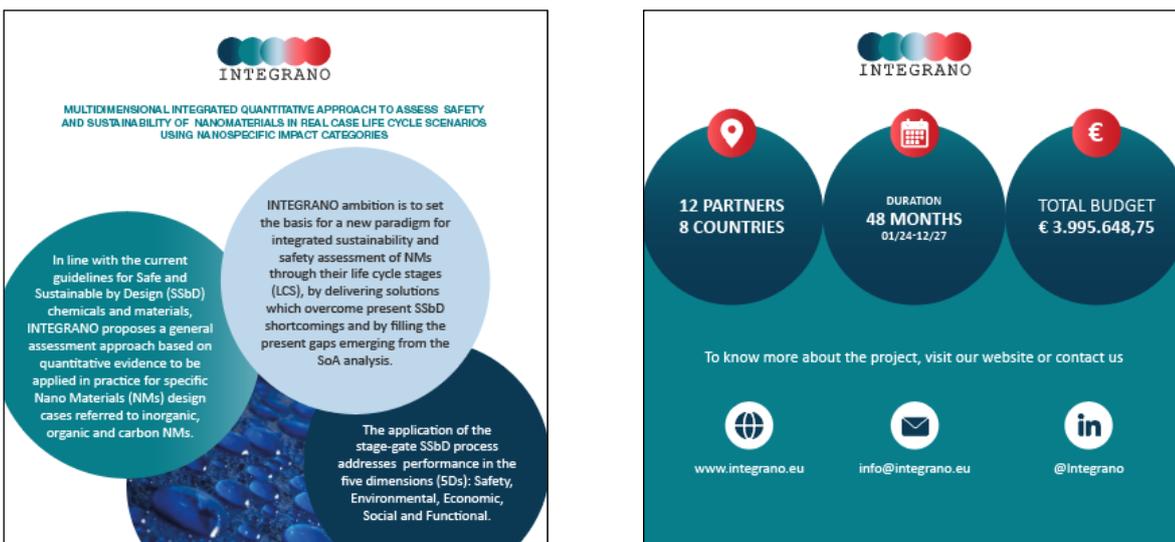


Figure 14 INTEGRANO LinkedIn contents: examples of posts

4. Standard templates

Standard templates have been created to be used by all consortium partners for different needs, mainly for presentations and deliverables.

4.1.1 Power Point template

This template is designed to be used for presentations, both internal and public. The template contains the following elements:

- project logo
- project title
- name of the presentation
- date and location
- project information
- acknowledge to EU

The main elements are editable directly from the PPT master. To avoid display errors, we always recommend exporting the final presentation as a pdf.



Figure 15 INTEGRANO Power Point template: cover slide



Figure 16 INTEGRANO Power Point template: section title slide

4.1.2 Word template

This template is designed to be used for deliverables and other textual documents. It contains elements such as:

- Title
- Abstract
- List of abbreviations and acronyms
- Summary
- Objectives
- Description of the work

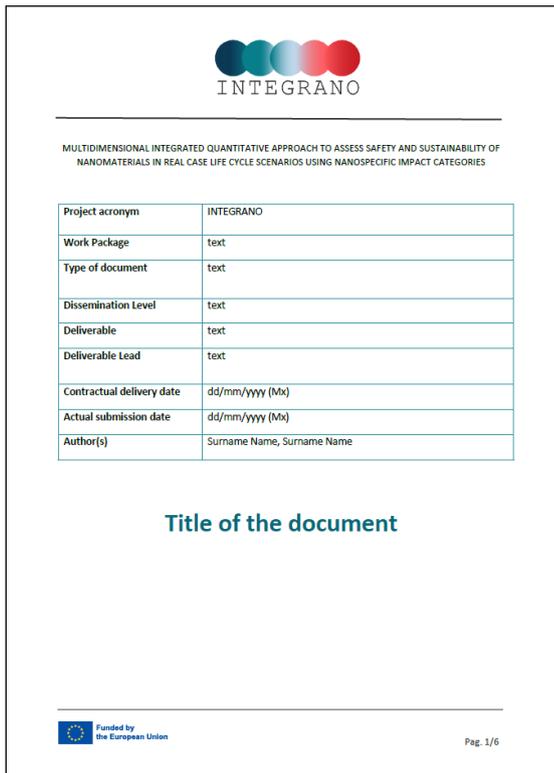


Figure 17 INTEGRANO Word template: cover page

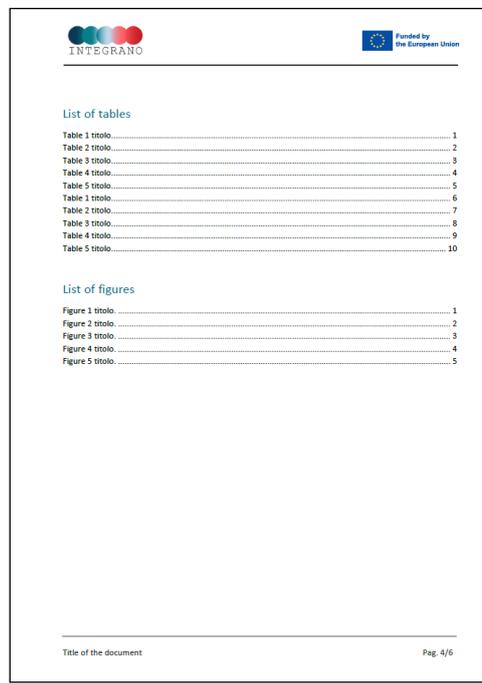
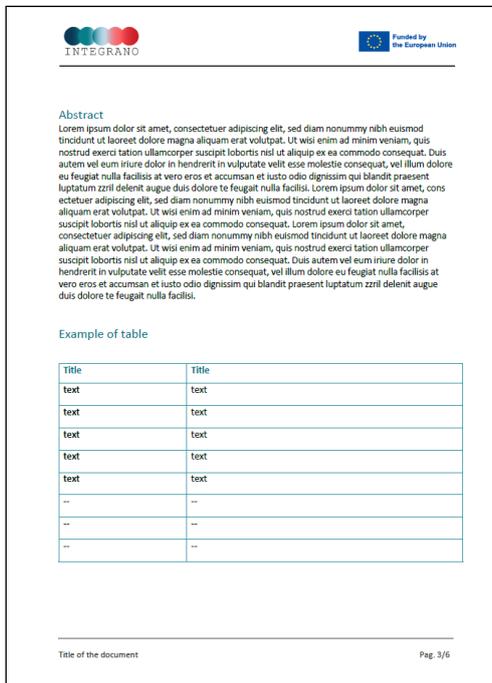


Figure 18 INTEGRANO Word template: sample of sections

5. Conclusions

This deliverable describes the initial steps undertaken in the communication and dissemination activities of the INTEGRANO project by agreeing upon and setting the basic tools and materials for internal and external communication.

The document provides a detailed explanation of project logo, colours, typography, social media contents, website structure and standard templates.