



DELIVERABLE REPORT D3.1

DELIVERABLE

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SUMMARY

The Project Website and Visual Identity complements the Interim CDE Plan (D3.3) of the PETER project.

This report describes (1) the PETER Visual Identity elements of the project and their proper usage, (2) the Project Website, its specifications and functionalities, and (3) the project online dissemination channels – Facebook, LinkedIn and Twitter.

This report presents guidelines for a consistent visual presentation of all dissemination and communication means created and used within the framework of the PETER project. The goal of the guidelines is to establish reference for professional graphic designers who create project related promotional products such as flyers, posters and newsletters, and project participants who need certain visual elements for their project related materials, e.g. presentations, letter templates etc. All visual elements and templates are available for download on the intranet part of the PETER project website.

LIST OF ABBREVIATIONS

BUT	Brno University of technology
CEITEC	Central European Institute of Technology
CDE	Communication, Dissemination and Exploitation
EU	European Union
REA	Research Executive Agency

1. INTRODUCTION

A clear, consistently applied visual identity is a key to ensure the ability of all project partners to communicate the mission, objectives and achievements of the project with the maximum impact. An eye-catching image conveying a clear message is essential to ensure that the attention of the target audience will be captured and held. A proper use of the logo and report templates contributes to creating a familiar appearance for all the project-related means of communication.

This report provides the project partners with guidelines for use of the PETER visual identity. The following pages explain more about the visual elements and how to use them consistently across all media and communications. All project partners are expected to apply the logo for all their dissemination activities, especially publications and products designed to promote the project.

2. PROJECT VISUAL FRONT

2.1 Project logo

The design of the project logo utilizes the project acronym PETER, with a geometric butterfly shape representing the diabol-antenna of the PETER microscope. Several variants of the logo (see Fig. 1) have been created to serve a multitude of purposes on various dissemination and communication materials.

Fig.1 – Versions of the PETER project logo – full colour logo, black-and-white version, and version for dark backgrounds



The full graphic files are available to project partners on the intranet part of the project website.

2.1.1 Position of the logo

As a general rule, the logo is placed on the top right side in publications, reports, letters and presentations. The templates provided for the PETER project already contain the logo in its assigned position.

2.1.2 Incorrect use of the logo

A correct use of the logo disallows the following:

- To change the shape and proportions of the logo (height to width ratio)
- To change the typography or the position of the project name as a part of the logo
- To change the colours of the logo

2.2 Templates

Several templates will be designed for the use of PETER project partners. These templates will be available for download in the intranet part of the project website. All templates have various elements predetermined, such as the headers, page layout, general colour scheme, etc.

All project partners are encouraged to use these templates for project-related communication activities in order to ensure a consistent visual perception of the project by the targeted audience. The use of the **deliverable report template** for reporting to the EC is **required from all project partners** as one of the steps in implementation of the Initial Quality Management Plan (D3.2).

3. PROJECT ONLINE DISSEMINATION CHANNELS

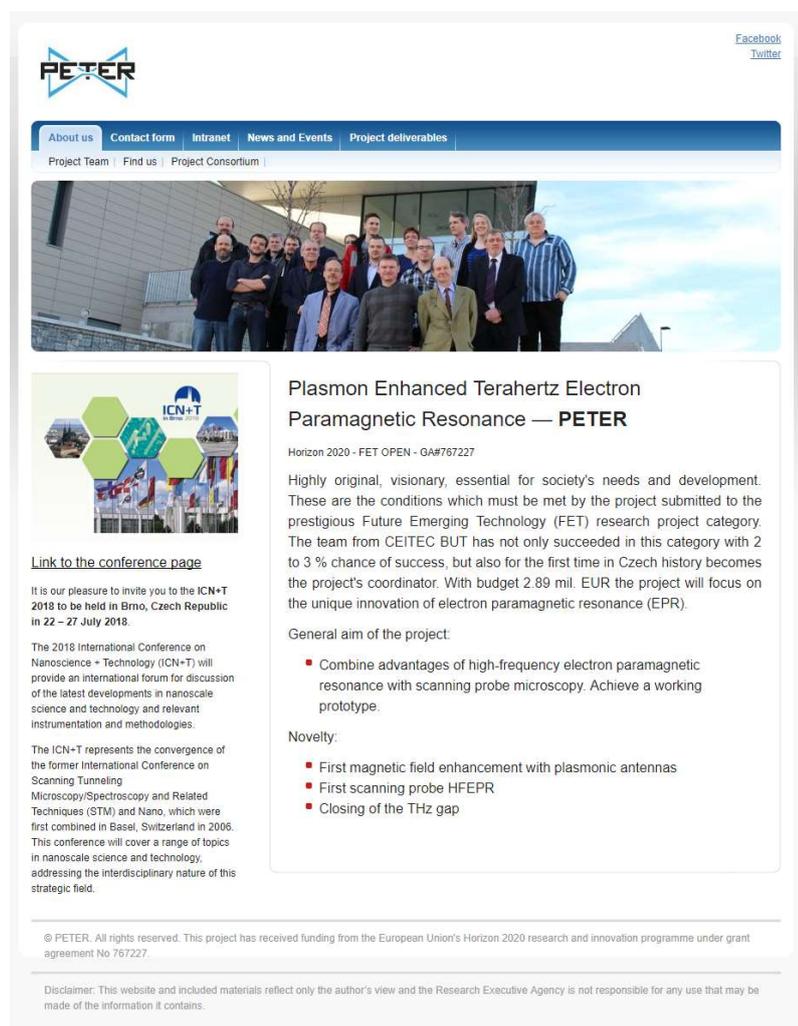
3.1 Project website

The project website, available online under the url www.peter-instrument.eu, has been launched in January 2018, corresponding to the start of the project. The language of the website is English and it features the following functionalities:

- Overview of the project proposed concept and objectives
- Introduction of the project team and the project consortium
- News and Events page offering information on relevant meetings, conferences, workshops and other events focused on or including dissemination and communication of the project outputs
- Access to a secured (i.e. password protected) collaborative space for sharing information and documents confidential within the consortium
- Access to project deliverables with public level of dissemination
- Box showcasing events organised by project consortium partners
- Contact form enabling the visitors to express their inquiries about the project

During the course of the project, a redesign of the project website layout is to be expected in order to accommodate the increasing amount and variety of content and to ensure an easy and intuitive access to all its functionalities. A screen shot of the website main page is presented on the Fig.2.

Fig.2 – Screenshot of the PETER project website – www.peter-instruments.eu



The screenshot shows the PETER project website. At the top left is the PETER logo. To the right are links for Facebook and Twitter. Below the logo is a navigation bar with tabs for 'About us', 'Contact form', 'Intranet', 'News and Events', and 'Project deliverables'. Underneath the navigation bar are links for 'Project Team', 'Find us', and 'Project Consortium'. The main content area features a large group photo of the project team. Below the photo is a section titled 'Plasmon Enhanced Terahertz Electron Paramagnetic Resonance — PETER' with a subtitle 'Horizon 2020 - FET OPEN - GA#767227'. The text describes the project's goals and novelty. A 'Link to the conference page' is provided, along with information about the ICN+T 2018 conference. At the bottom, there is a copyright notice and a disclaimer.

Plasmon Enhanced Terahertz Electron Paramagnetic Resonance — PETER
Horizon 2020 - FET OPEN - GA#767227

Highly original, visionary, essential for society's needs and development. These are the conditions which must be met by the project submitted to the prestigious Future Emerging Technology (FET) research project category. The team from CEITEC BUT has not only succeeded in this category with 2 to 3 % chance of success, but also for the first time in Czech history becomes the project's coordinator. With budget 2.89 mil. EUR the project will focus on the unique innovation of electron paramagnetic resonance (EPR).

General aim of the project:

- Combine advantages of high-frequency electron paramagnetic resonance with scanning probe microscopy. Achieve a working prototype.

Novelty:

- First magnetic field enhancement with plasmonic antennas
- First scanning probe HFEP
- Closing of the THz gap

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3.2 PETER Facebook, LinkedIn, and Twitter

The project representation on social media enables the involvement of large groups of interested stakeholders, especially from the fields of industry and amongst students and professionally active researchers.

The project Facebook page is available under the url <https://www.facebook.com/H2020PETER/>. On this platform, information mainly about the upcoming project-related events (as in the Summer school, seminars and workshops) will be shared and disseminated.

The project LinkedIn group is accessible via link <https://www.linkedin.com/groups/8642778>. It is an open group designed to utilize the networking aspects of this platform and to create an active network of researchers, students and potential future industry partners of the project.

The project Twitter account is active under the following link <https://twitter.com/H2020PETER>. It will serve to disseminate project progress and relevant events on all partnering institutions.

The dissemination and communication impact of these channels will be evaluated towards the end of the project and only relevant social media platforms will be kept in active use with respect to possible future exploitation of the project results.

4. LEGAL INFORMATION

4.1 Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- Display the EU emblem, and
- Include the following text: **“This project has received funding from the European Union’s Horizon 2020 programme under Grant Agreement No 767227.”**

When displayed together with another logo, the EU emblem must have appropriate prominence. For the project-related purposes concerning the dissemination and communication activities, the project partners may use the EU emblem without first obtaining approval from the Agency. However, this does not 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.

4.2 Disclaimer excluding Agency responsibility

Any dissemination of results must indicate that it reflects only the author's view and that the REA is not responsible for any use that may be made of the information it contains. In addition to the EU programme banner the following legal disclaimer needs to be displayed on any written information produced for the PETER project. This disclaimer can be written in small font size and it can be put in places, which are less prominent than those used for the main logo, e.g. at the bottom of websites or in the editorial information of publications. For materials published in Czech, German or Spanish language, a corresponding translation needs to be included.

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5. CONCLUSION

Additional templates or visual identifiers may be established over the course of the PETER project. In this case, the PETER Project Visual Identity Report will not be modified to include this additional information, but any changes will be described in detail in the periodic updating of the CDE Plan for the project.