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## D1.1 Project web space and visual identity

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## 1. Introduction

To support the project's outreach and dissemination activities, a website and a visual identity has been set up for the EURAMED rocc-n-roll project. This document provides an overview of the set-up and design of the website by presenting a series of screenshots and images along with some brief information on the individual pages.

## 2. Visual Identity

A key element of the onset of EURAMED rocc-n-roll was the creation of the project visual identity that would be able to visually communicate information on the project. As it is foreseen that the SRA which will be developed is referring to the actual approaches of EURAMED and will include an updated version of the EURAMED SRA, the visual identity should highlight this link with the EURAMED platform. Hence, the logo and several graphic design elements strongly build upon the EURAMED visual identity. The logo uses the same illustration but with the addition of graphical elements indicating the broader picture intended and the foreseen motion to refer to the 'rocc-n-roll' aspect.



Figure 1: EURAMED rocc-n-roll logo

With regard to the colour scheme, while EURAMED marketing material focusses on turquoise with orange as a highlight, EURAMED rocc-n-roll has a stronger focus on orange and has extended the colour scheme to red and dark blue.

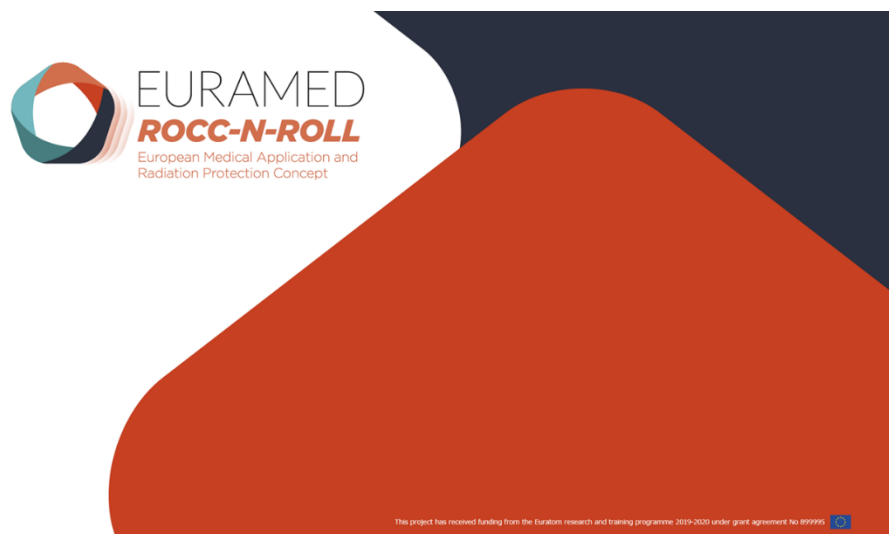


Figure 2: EURAMED rocc-n-roll PowerPoint Template (title slide)



Figure 3: EURAMED rocc-n-roll PowerPoint Template (content slide)

### 3. Website

Based on the EURAMED rocc-n-roll logo, the website design was initiated. The project website has been set up and is now available under the following URL: <https://roccnroll.euramed.eu/>. It was decided to include the website in the EURAMED website to underline the association of the project and the platform. The EU emblem and a statement on the project's Euratom grant number has been included in the website's footer.

Every effort was made throughout the design process to create a clean, simple, and intuitive design that allows users to easily and quickly find the information they want. For the homepage of the website parallax scrolling format has been implemented, as it allows users to simply scroll through all the main features of the website without having to navigate through a maze of separate pages.

The sections of the website include:

- Home page
- Project Summary
  - About
  - Work Packages
  - Deliverables
- News Section
- Partners
- Publications & Media
  - Scientific Publications
  - Press & Resources
- Contact
- Legal notice

The project content related sections of website will be regularly updated according to project progress. It will serve as the central information system for all project-related information and communication activities throughout the project's lifetime and beyond.

The following series of screenshots provide an overview of the website:

1. The top section of the main page of the EURAMED rocc-n-roll Project website:



Figure 4: Top of main page

2. About section with project summary and links to pages with further information on the project, work packages descriptions and a results repository which will contain all public deliverables:

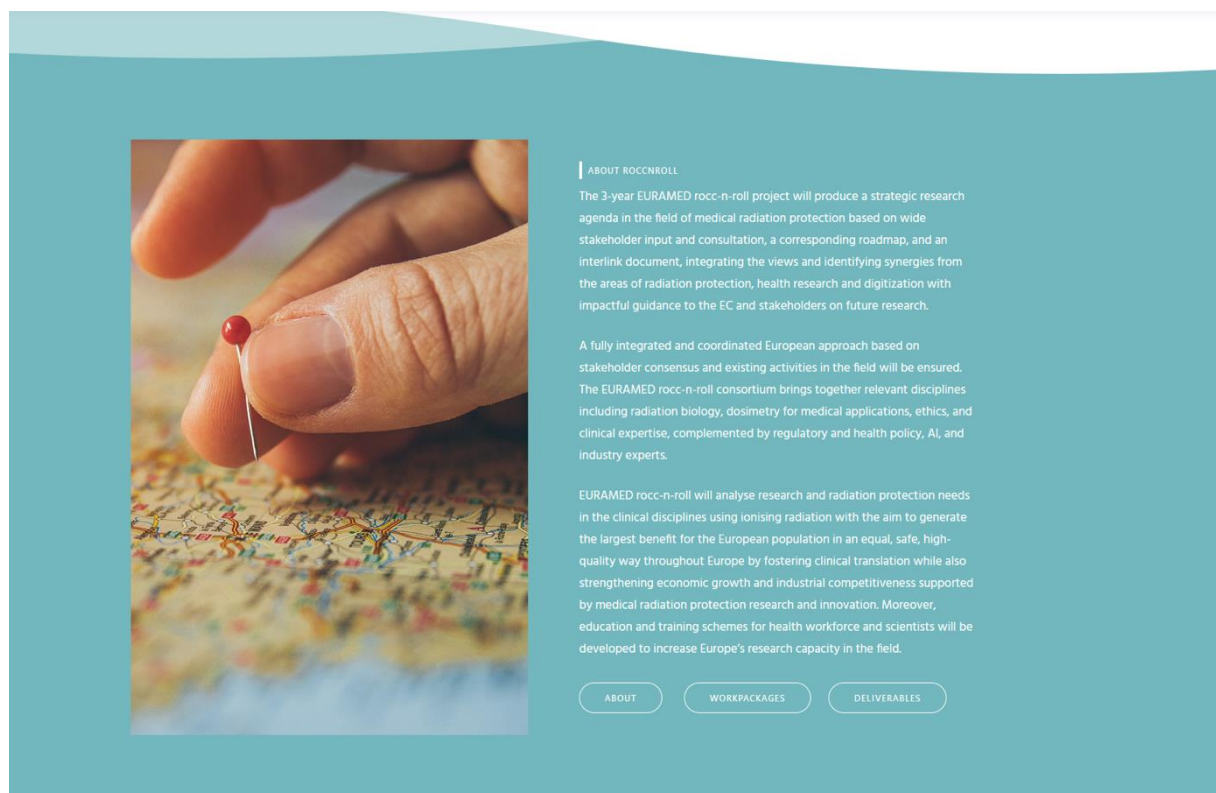


Figure 5: About section

3. Latest news posts, which are then linked to more detailed news reports. “View all news” takes the reader to the news archive. A comment function for selected topics will allow users to engage in discussions with the consortium.

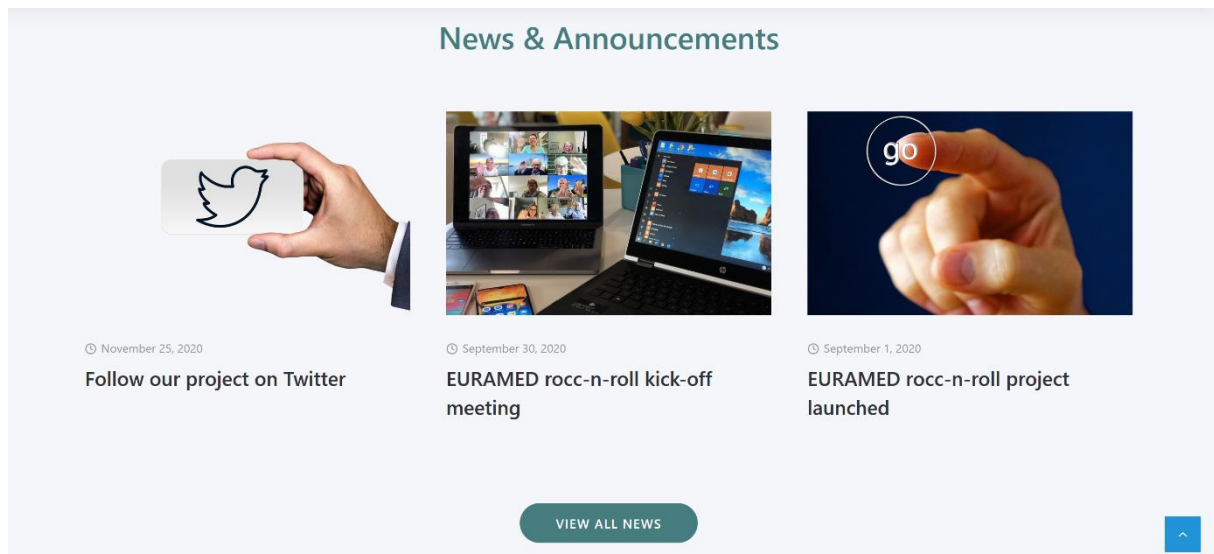


Figure 6: News section

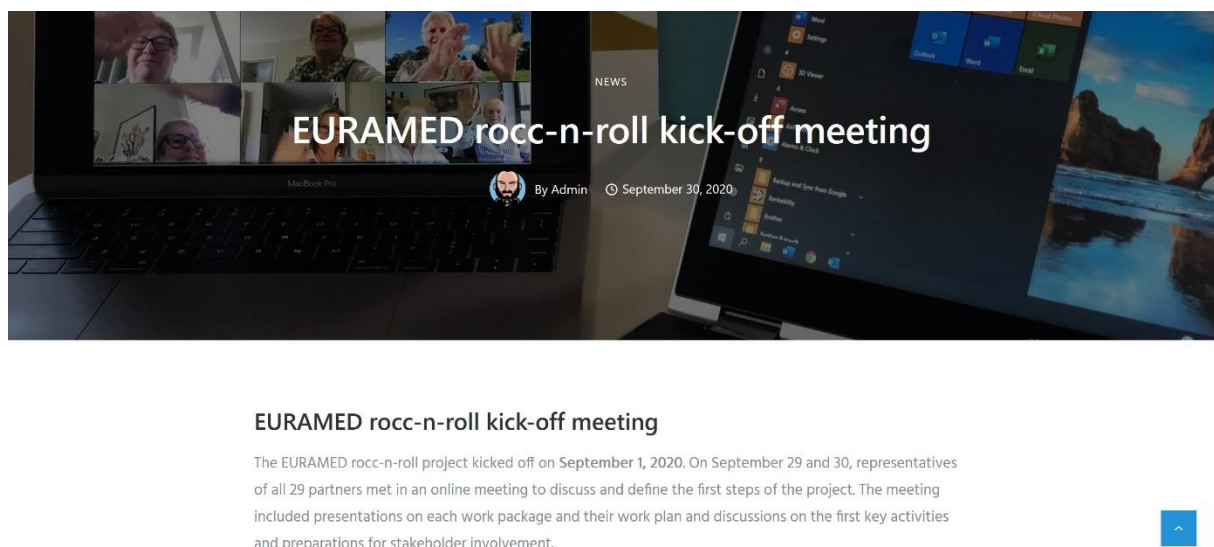


Figure 7: News article (subpage)

4. The publications and media section. By clicking “view more” the user is taken to a page with online repositories for open access publications and press and other dissemination material, which will be added as available:

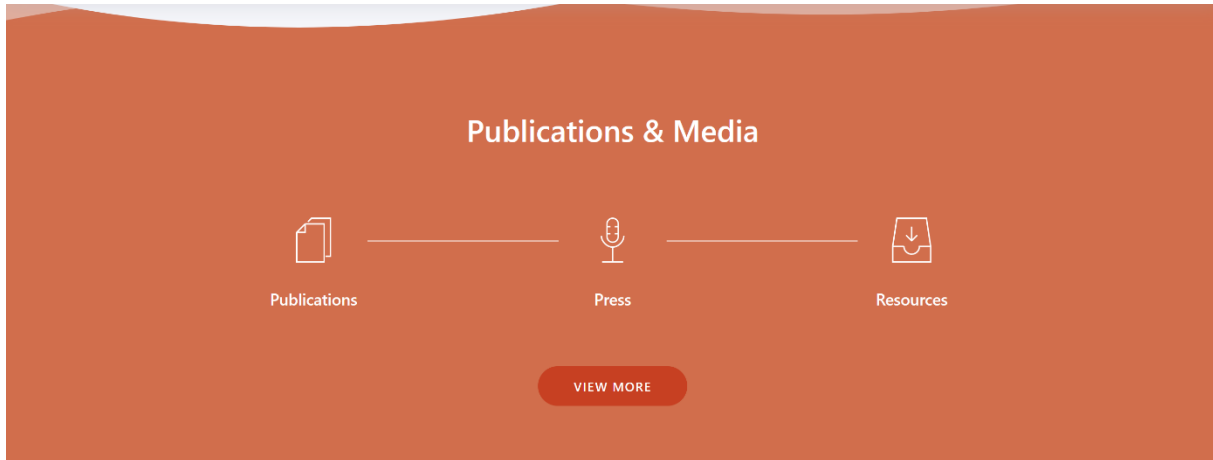


Figure 8: Publications section

5. Partners section with map to identify location of partners. When clicking on the map, the partners in each country are listed. The partners are also featured on separated pages for each participating country:



Figure 9: Partners section

- The contact section with message field. All messages sent via the message function are sent directly to the email account of the project managers:

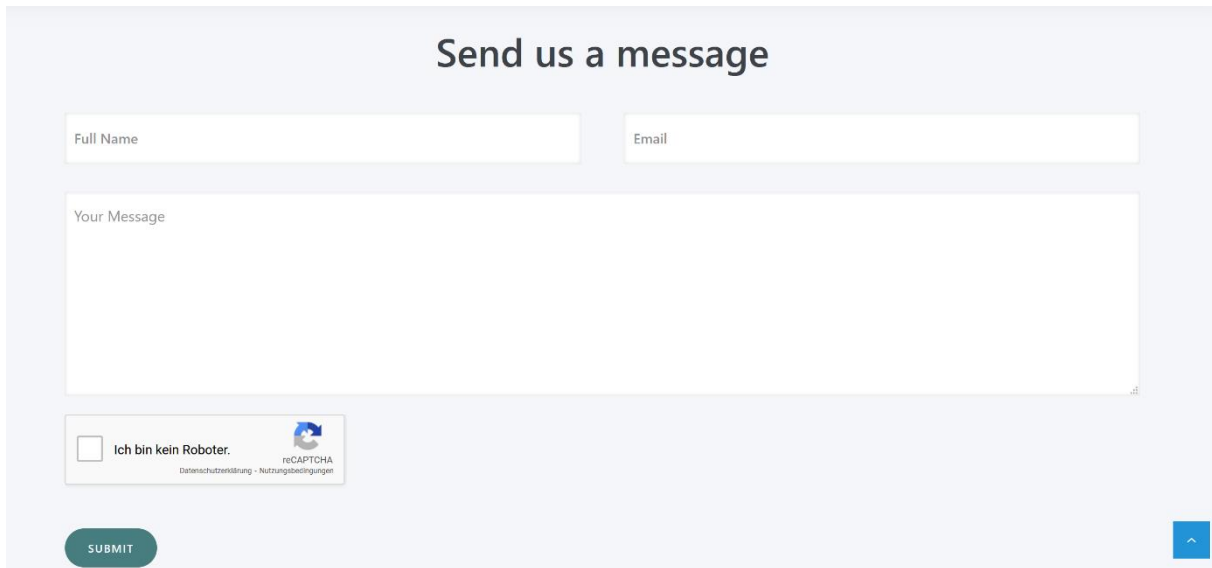


Figure 10: Contact section

- The website footer contains the EU emblem and statement on the funding source, the project contact details as well as a link to the EURAMED twitter account, which is used for EURAMED rocc-n-roll dissemination activities:



Figure 11: Footer

## 4. Conclusion

A website dedicated to the EURAMED rocc-n-roll project has been created. The site is divided into 7 sections: home page, about section/project description, news section, partners, publications and media, contact field, and legal notice. Further details on the project, the project partners, and lists of publications, public reports, and dissemination material are and will be provided on subpages as the project progresses. The website will be further developed and regularly updated according to project achievements. It will serve as the central information system for all project-related information and communication activities throughout the project's lifetime and beyond which can be guaranteed due to its implementation into the EURAMED website.