Proposal full title:

INSIGHT: Darwinian Neurodynamics

Proposal acronym:

INSIGHT

Type of funding scheme:

Collaborative project

FP7-ICT-2011-C FET Open

D 5.2

Web site, Logo, Templates

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REV	Work performed	Reviewers	Beneficiary
0	Production of the document	Roberta Modolo	IN
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Table of contents

1   Executive summary

Workpackage 5 focuses on the communication and the dissemination of INSIGHT project, with the main objective to streamline and perform an effective communication and dissemination strategy. One of the first important goals is the design of the visual identity of the Project, an identity able to make INSIGHT immediately recognizable.

The first elements of the visual identity to be designed and chosen have been the logo and the representative colors of the Project, identified in collaboration with the whole consortium. Then, the templates of the official documents related to the project have been designed too, as well as the official website.

The purpose of the deliverable **5.2 Web site, Logo and Templates,** is report the steps made to design the logo and the templates, informing the EU Commission on the work performed to design the visual identity of the project INSIGHT, and its official website.

This deliverable joins the most relevant aspects of the visual identity of the project, including the layout of the documents, and of the official presentation. It comprises also a description of the website, which is active at the URL: **www.insightproject.eu**.

The deliverable can be considered successfully complete.

2   Project Visual Identity

As soon as the Project started, it needed an attractive visual identity that could then be used on the website, in all publicity material, presentations, and so on.

The Project visual identity is the face of the Project: it is the card with which the Project is presented to the general public, and the EU Commission. Through a clear and recognizable identity, the Project **becomes instantly identifiable**, driving the interest of the audience.

Therefore, during first months of the Project lifetime, the visual identity has been designed and implemented. The main elements are: colours, the Logo, the templates of the official documents and the presentations layout.

The design of visual identity has allowed then developing the website with a layout consistent with the whole dissemination material.

2.1   LOGO

The design of the logo is the first activity performed to design the visual identity. The Logo represents a stylized neuron, which is one of the key concepts of the INSIGHT Project.

The project logo is to be included on all materials related to the project and on the formal documents and it will be available on the project website.

Figure 1 - INSIGHT Logo

The Logo has been designed with a suitable graphics that could meet some of the characteristics of an effective logo, such as being reproducible even in a very small size, or in black and white, and to be as attractive as possible.

All the partners have been provided with the file of INSIGHT logo, and the logo use has been officially explained in the document *LOGO POLICY*, circulated among the consortium by the project office (Month 3). Born from the idea that the power of the logo lies in its consistent and appropriate use, the document contains the guidelines on the use of the logo, standardizing the way the logo could be used within and outside the Project.

2.2   The templates

Now that the project visual identity has become definitive, the templates to be used within the project lifetime have been finalized using the colors of the Project, and the official LOGO.

During the very first months of the project, standard layouts were used in order to give certain standardization to the project output, such as documents or presentations.

The main templates are depicted in Annex I to this document, which contains the templates of the following project outputs: deliverables, meeting agendas and meeting minutes. All those templates include the project logo and the seventh framework logo and will be available as MS Word.

Moreover, all templates are available to partners in the intranet of the project website.

The Project Presentation Template includes the project logo, the seventh framework logo the EU emblem, as foreseen by the formal procedure identified by the EU Commission, and logos of project partners responsible for the presentation. It is available in PowerPoint presentation format.
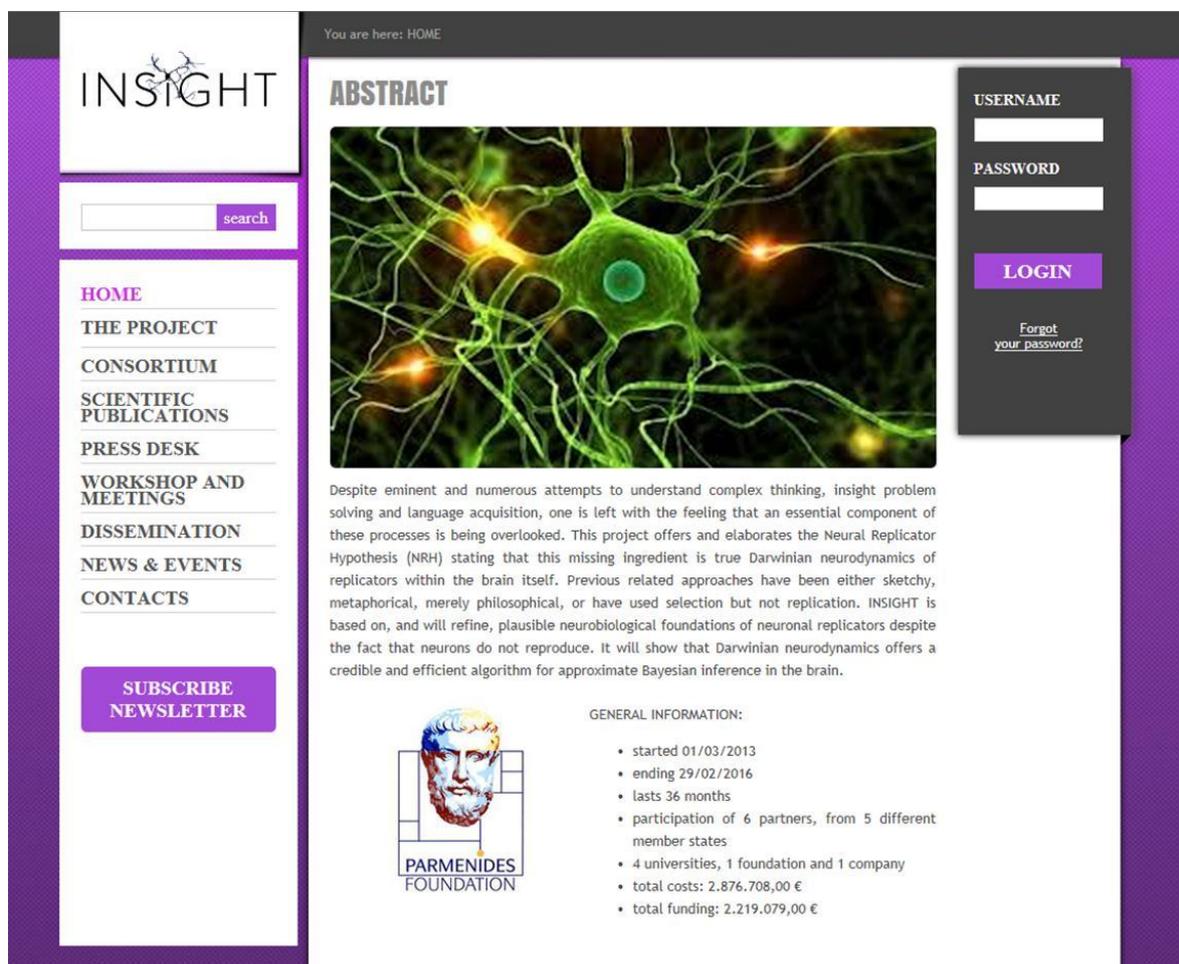

Figure 2 - Presentation layout

3   INSIGHT website

Web presence is the central element in the dissemination activities of the INSIGHT; therefore the website has been designed to be the primary dynamic information source to communicate the project main concepts and results.

The Project website has been designed during the first 3 months of the INSIGHT lifetime, as expected from Annex I, and has been launched in June 2013 at the URL: www.insightproject.eu.

This document describes the main structure and the contents of the public website.

Figure 3 - INSIGHT website Homepage

The INSIGHT website has been implemented by the Project office with the supervision of the Coordinator, and thanks to the contributions of all the partners. The appearance of the website reflects the corporate image of the project through the representative colours, a clean and functional design and the official logo.

3.1   Structure and Content

The INSIGHT website has been designed for both internal and external users, in order to be a tool of exchanging information among the partners, as well as a tool of communication to the wide audience of possible stakeholders.

In order to do that, the website structure has been divided into a **public section**, addressed to the external audience, and a password protected area, the **intranet section**, dedicated exclusively at the members of the consortium.
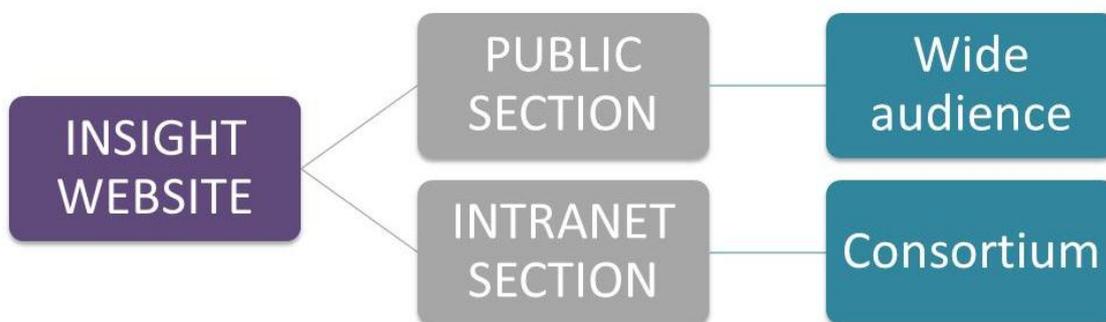

Figure 4 - INSIGHT website's structure and target audience

3.2   The public area

The structure of the public area of the website is presently divided into the following main headings.

❖ **Home**

This page welcomes the users informing them about the nature of the project, making a clear reference to the fact that it is funded by the European Commission's 7th framework programme. The page contains the generic EU emblem and FP7 logos. It also mentions the area of activity of the project through the link to the future and emerging technologies (FET) page.

The homepage contains also the access to the intranet section.

❖ **The project**

This main page frames the larger INSIGHT Project goals and mission, describing the high level project objectives. In order to describe with a high level of detail the structure of the Project, from a scientific point of view, the page has been divided into "Research focus" and "Scientific workplan". The first one list the main focus of the researches that are going to be carried out in the frame of the Project, while the second lists the work packages, describing the activities that are going to be performed, who is responsible for them and the relationships within the different scientific WPs.

❖ **Consortium**

The "Consortium" page presents the complete list of Partners and links to their institutional websites as well as introduces the key individual contributors to the project via short biographical sketches. The consortium page is divided into "Partners", containing the list of all the organizations involved in INSIGHT, "Key personnel", listing the main researchers involved in it, and finally the "Young researchers" page, showing the list of the researchers at the beginning of their careers.

❖ **Scientific Publications**

The "Scientific Publications" page lists all scientific publications related to the project beginning with the most recent publication. It has a searchable database backend that allows the viewer to search by Author and Title in addition to Date. A link to the complete paper will be provided when possible (based on copyright permissions).

❖ **Press Desk**

The "Press Desk" has been created and hosted by IN to easy the communication of information to the media and through the Media to become the key multiplier to reach the wider public. It offers quick access to project Press Releases as well as articles that

have been published about the project. This page also includes downloads for the project logos, and through this page users can get in contact with the INSIGHT press desk, sending an email to get information.

❖ **Deliverables**

The "Deliverables" page will provide immediate access to all public deliverables. For all Deliverables that are not public, it will include a description and provide a point of contact for obtaining more information. All the deliverables will be available to partners in the intranet section of the website.

❖ **Workshops and meeting**

These pages contain the list of the meeting and workshops organized in the frame of the Project. For every meeting, the following documents will be included: the list of attenders, the official agenda, the location and dates in which the meeting will take place, and finally the reference to the partner organizing the event.

❖ **Dissemination**

The dissemination section contains the dissemination material produced to communicate the Project results to the external audience, such as the INSIGHT brochure and the poster.

❖ **News and events**

The news and events section contains three different pages: News, dedicated to the last news related to the Project and its consortium, the "events" page, listing the events such as conferences, seminars, etc., where the Project is going to be presented by the members of the consortium, and finally the "Newsletter" page. This last page contains the newsletter issues, and the access to inscribe to the newsletter service.

❖ **Contacts**

The "Contact" page provides a form for contacting the Coordinator for inquiries regarding the INSIGHT Project or the Public Website. Moreover, it provides the contact details of the coordinator.
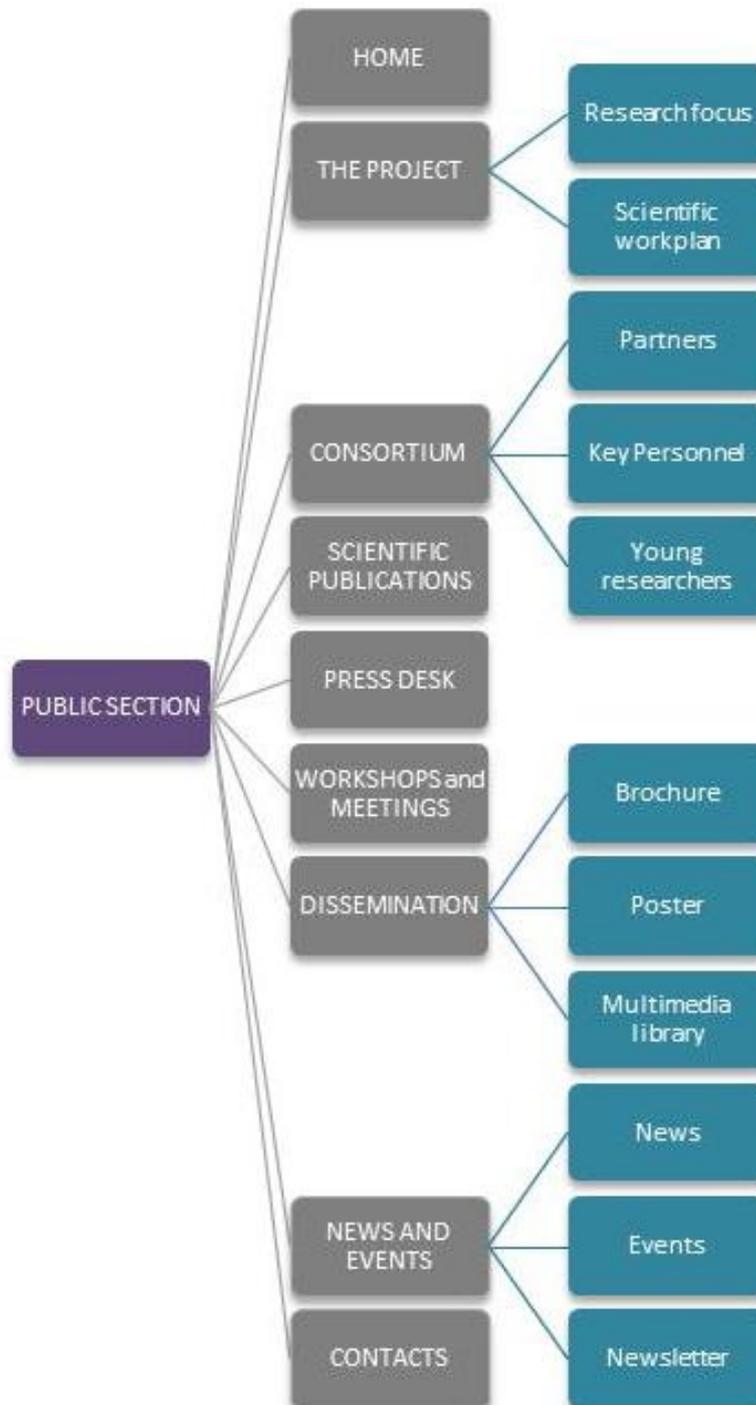
The public area's tree is depicted in figure No. 5.

Figure 5 – Public section's structure

3.3 The intranet area

The intranet section is a password protected area that only partners can access. The users are created directly by the coordinator on the base of the official Project participant list, and partners will have to ask to him the creation of new users. The intranet area contains all the confidential documentation, and the project official documentation that cannot be published in the public area, such as presentations made during the meetings, private information, and so on. The member of the consortium will receive their credential to get access to the intranet immediately after its launch.

The intranet area has been structured as follows:

❖ **Intranet home page**

This page presents the intranet to the users, showing the intranet structure and providing a quick access to the different pages.

❖ **Management**

This section is divided into "project calendar" and "Documentation". The Project calendar is a useful tool for the partners and for the coordinator, to remind the official Project deadlines. The calendar shows monthly the deadlines for the submission of documents and reports, as expected from Annex I.

The "Documentation" page contains all the management official documents, such as the Grant Agreement, the Consortium Agreement, and so, providing also a brief description of the document's contents. The documents can be downloaded and printed by the users.

❖ **Scientific reports**

This page contains the reports that are going to be produced within the INSIGHT project.

The section is divided into: "Deliverables" and "Reports".

❖ **Meetings**

This page contains the documentation related to the meetings organized during the Project, in particular, the minutes, the presentations made during the meetings, and the participant list.

❖ **Repository**

The repository is designed to be a database of documents and information, where every user can add their own documents sending to the other partners a notification of the upload they have made. A search engine allows the users to find the documents they need, searching the key words entered by the users, not only in the title of the documents, but also in their contents.

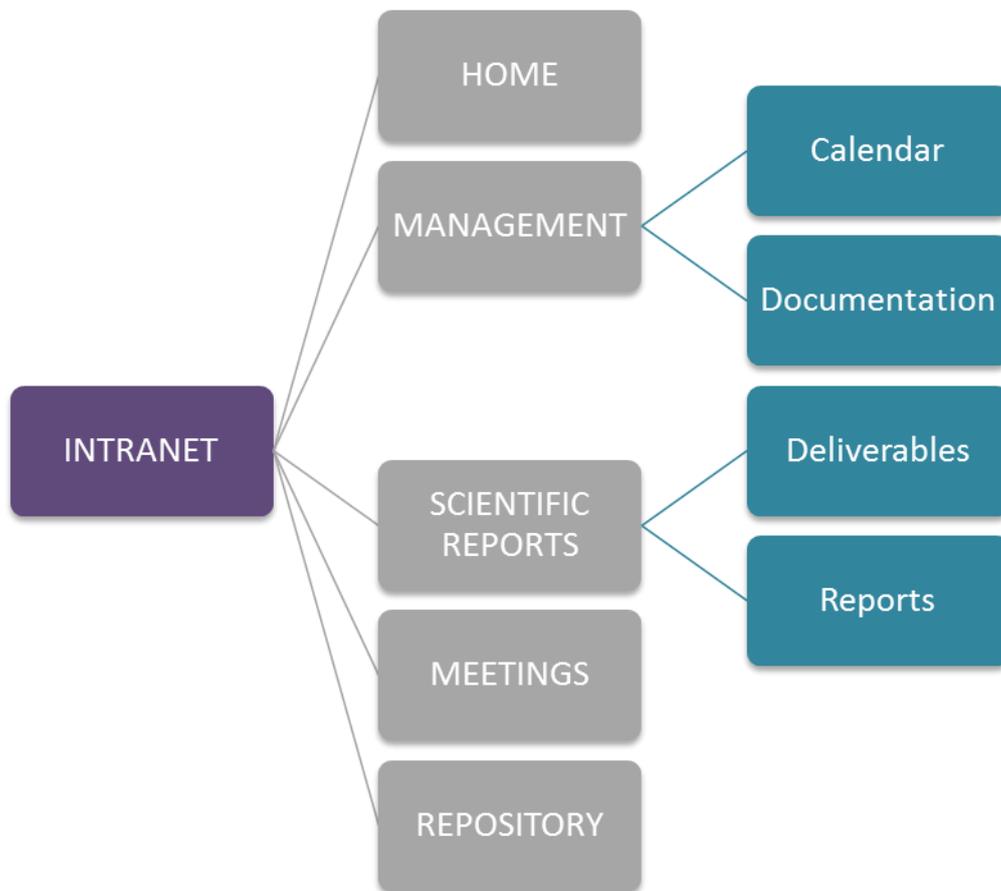The structure of the INSIGHT website intranet is depicted in the figure No. 6.

Figure 6 – Intranet section's structure

3.4   Content Updates and Maintenance

The responsible for driving website updates on a regular basis, is the head of the Dissemination Work Package (WP5) that is the Project Office, under the supervision of the coordinator, who is the workpackage leader. The Project Office strives to update news on a monthly basis as well as maintain that Press Releases, publications and deliverables are posted in a timely manner. Each partner is responsible for and has the administrative rights

to make modifications to the descriptions of his or her respective institution as well as the descriptions of each team member. The project's partners will be asked to document their work in diverse areas, such as news, events, and publications. The website will be maintained and kept updated constantly by the Project Office for the whole duration of the Project.

ANNEX I – Documents' Templates

Deliverables template

Proposal full title:
INSIGHT: Darwinian Neurodynamics

Proposal acronym:
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Type of funding scheme:
Collaborative project
FP7-ICT-2011-C FET Open

D X.X
Title

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Revisions Tables

Due delivered date		Actual delivered date	
Lead beneficiary			
Beneficiaries involved			
Authors			
Dissemination level		Nature	

REV	Work performed	Reviewers	Beneficiary
0			
1			

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Meetings' agenda template

INSIGHT

<Name of the meeting> Meeting Agenda
Place – State
Date

Date	
Time	**Topics**
Time	**Topics**
Time	**Topics**

<name of the meeting>meeting agenda	Date

<Name of the meeting> Meeting Agenda

Place – State

Date

<name of the meeting>meeting agenda | Date

Minutes template

INSIGHT

<Name of the meeting> Meeting Minutes
Place – State
Date

TABLE OF PARTICIPANTS

NUM.	PARTNER	PARTICIPANTS
1	PARMENIDES	
2	UNIVERSITY of SUSSEX	
3	ECOLE POLYTECHNIQUE FEDERALE de LAUSANNE	
4	UNIVERISTAT POMPEU FABRA	
5	QUEEN MARY AND WESTFIELD COLLEGE, UNIVERISTY OF LONDON	
6	IN SRL	

<name of the meeting> meeting minutes	Date

<name of the meeting>meeting minutes | Date