



Grant Agreement: 825027

Start date: 01.01.2019

Duration: 3 years

AD ASTRA Deliverable D6.1

Launch of project website, logos and templates

Due date of deliverable: 31 03 2019

Lead Beneficiary: ENEA

Nature: Report

Revision	Submission date	Description
0	07/05/2019	Original version

Dissemination level (mark with an x the relevant)		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

Acknowledgements: This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation program and Hydrogen Europe.

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Report title Launch of project website, logos and templates	Deliverable No 6.1
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Summary <p>The presentation and visual branding of the AD ASTRA project are described in this deliverable. Also, the project website is described as well as the on-line internal workspace. The template to be used for all presentations related to AD ASTRA is also provided.</p>	
Key words Website, logo, virtual workspace, dissemination, communication	



TABLE OF CONTENTS

1. Introduction.....	4
1.1. Description of the deliverable content and purpose	4
1.2. Deviation from objectives	4
1.3. Internal property rights	4
2. The AD ASTRA Logo	4
3. The AD ASTRA Web Site	6
4. The AD ASTRA Presentation template.....	7



1. INTRODUCTION

1.1. Description of the deliverable content and purpose

Promotion of AD ASTRA is an essential activity for the project’s impact and is the responsibility of all partners. This means issuing information about the project, its context and achievements, and about the Consortium involved in its execution. This promotional activity also acknowledges the instrumental contribution of the Fuel Cells and Hydrogen Joint Undertaking and contributes to the awareness of players and the general public as regards the deployment of solid oxide cell (SOC) technology in the European area.

The dissemination of project results plays an important role and stimulates all possible suppliers and end users, making them aware of the potential of SOC technology in general and of accelerated testing in particular. To this effect, a Project Brand is necessary, to make identification of AD ASTRA activities immediate and impactful. A suitable Logo has therefore been designed and references to the project and the FCH JU support have been included in all dissemination activities.

Typical means of dissemination will be used, such as participation to conferences, workshops, brokerage events, through presentation of articles, posters, press releases, etc. An important line of action in this respect is the publication of an Internet website, containing an open project area (to inform about the project, its background, to invite people to contribute and to publicize results and events) and a closed project area (only available to registered Consortium partners, containing the Project Database, to be developed in Work Package 2: see for more information on this Database the Description of Action). The reserved area will be managed by partner IEES, through a ENEA-hosted workspace. The public portal is hosted by ENEA and answers to a .eu domain name.

Finally, to aid in dissemination and report formatting, presentation and deliverable templates have been created.

1.2. Deviation from objectives

No deviations are reported from the project objectives for this task and deliverable.

1.3. Internal property rights

No intellectual property issues are reported. However, the internal workspace that is being prepared will be used for the uploading of sensitive and confidential material to be shared between partners only. ENEA has been selected as host for the server that will keep and back up the uploaded material, which should provide maximum security for the data, given the top-level digital security measures applied in ENEA (as a nuclear research facility it is one of the most critical sites in Italy and is therefore adequately protected).

2. THE AD ASTRA LOGO

In creating the project logo (see header of this document and Figure 2 below), the first step was to analyze and define the Project’s aims, associations and requirements. The ENEA Communications team set to work and a number of options (Fig 1) were proposed – the final version was voted on and agreed by the consortium.



Figure 1. Alternatives proposed for the AD ASTRA logo



The implemented logo reproduces the Project’s acronym and conveys the idea of a dynamic, positive, impactful brand, maintaining in the colour selection reference to the ethereal nature of the scientific challenge yet strongly correlating with the pan-European initiative, conveying solidity and reliability.



Figure 2. Final version of the AD ASTRA logo

Thanks to fonts and colours properly chosen the logo shows high formal simplicity and refinement besides being very easy to read in all formats, even very small ones. The “negative” and colour coding of the logo are given in Figure 3.



COLORI



Figure 3. Negative and colour coding of the AD ASTRA logo



3. THE AD ASTRA WEB SITE

In creating the project website, information was collected on the type of contents, context, quantity of data to be made available on the network, reference targets and communication expectations in order to define the architecture and design and implement the website.

After several iterations in the creation of the architecture and its content the project website finally went on line on May 6th 2019 at the domain: www.ad-astra.eu . It contains a global overview of the project with key news items on the home page, a page describing the approach pursued in the project, the participating partners and a more educational section where the operating principles of SOC are explained and why accelerated testing is important (especially for the general public).



Figure 4. Home page of the AD ASTRA website – address: www.ad-astra.eu

Defining the website’s architecture, graphic design and contents implies an in-depth study of several aspects (hierarchies, navigation levels, hyperlinks, etc.) aiming at ensuring communication and expressive consistency, as well as high usability by the final users.

The site’s layout is a fair compromise between aesthetics and functionality. The logo and the initial concept have been the starting point to develop the site’s graphic design by harmoniously choosing colours, fonts and spaces dedicated to contents and images. The graphic design and the related code to implement it obtain a good aesthetic result with all monitor resolutions, even on a smart phone. They also have been tested with the most used browser releases so as to meet the accessibility and usability requirements.

The site is made of 6 public sections with quick cross-links to other pages within the website. The news items will be updated regularly and will notify key achievements that are public outcomes of the project.

As regards the reserved area – a dedicated workspace for the uploading, sharing and updating of key project documents and data – this is being hosted by ENEA but will be managed by IEES, as specified in Work Package 2 of the Description of Action. 3 TB of space have been reserved, protected to the highest degree of security by the ENEA Firewall, which will be the repository of all experimental data, protocols,



references and modelling codes. After IEES has finalized and uploaded the internal structure, each partner will receive a password-protected access for full participation and sharing.

4. THE AD ASTRA PRESENTATION TEMPLATE

To aid in dissemination and report formatting, a presentation and deliverable template have been created. These reflect the same image as the logo, and will serve as a basis for the promotion and dissemination to interested parties and the general public alike.



Figure 5. Presentation template for the AD ASTRA project