



# INN PAPER

Innovative and Smart Printed Electronics based on  
Multifunctionalized Paper: from Smart Labelling to Point of  
Care Bioplatforms

## D7.1: Visual identity, website and social networks

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<sup>1</sup>PU = Public; CO = Confidential, only for members of the consortium (including the Commission Services); CL = Classified, as referred to in Commission Decision 2001/844/EC

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## 1 INTRODUCTION

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Several communication strategies are being used in order to maximize the impact of the INNAPER project, and to effectively communicate the actions and results within the consortium, thus enabling exploitation opportunities and business development.

To this date, communication actions within and beyond the consortium have started from day one, with the generation of several communication products, that are presented below. These set of products constitutes the initial communication pack.

The goal of this document is to provide a technical description and the guidelines of the following communication materials:

- Visual Identity
- Website
- Social Media

## 2 COMMUNICATION MATERIALS

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### 2.1 Visual identity

A solid identity has been generated for the consortium in order to portray a memorable and reputable image in all the presence of the project in the press and events and to label all the communication channels of the consortium. The graphic identity manual is included in the link below.



Figure 2-1 INN PAPER Logo

Link to the visual identity manual:

<http://innpaper.eu/wp-content/uploads/2018/03/INN PAPER-Visual-ID-Manual.pdf>

### 2.2 Website

The website serves as the central public showcase of the project. It compiles all online communication and dissemination materials, informs about the major milestones and progress achieved and serves as an interaction platform for all the partners of the project via the intranet.

The website has already been established at: <http://innpaper.eu/> (See Figure 2-2) and the project team is committed to keeping it online and regularly updated during the project's funding period.

Overall, the project's website is readily linked with all the project's social networks, its content is shareable and user friendly and it is customised to address the information requirements of each stakeholder differentially.



Figure 2-2 Website

The main sections of the website are the following:

- Home: The Home page displays the main motivations and goals of the project contextualizing social relevance of INN PAPER. Also, some project highlights like main figures and partners are included in this section.

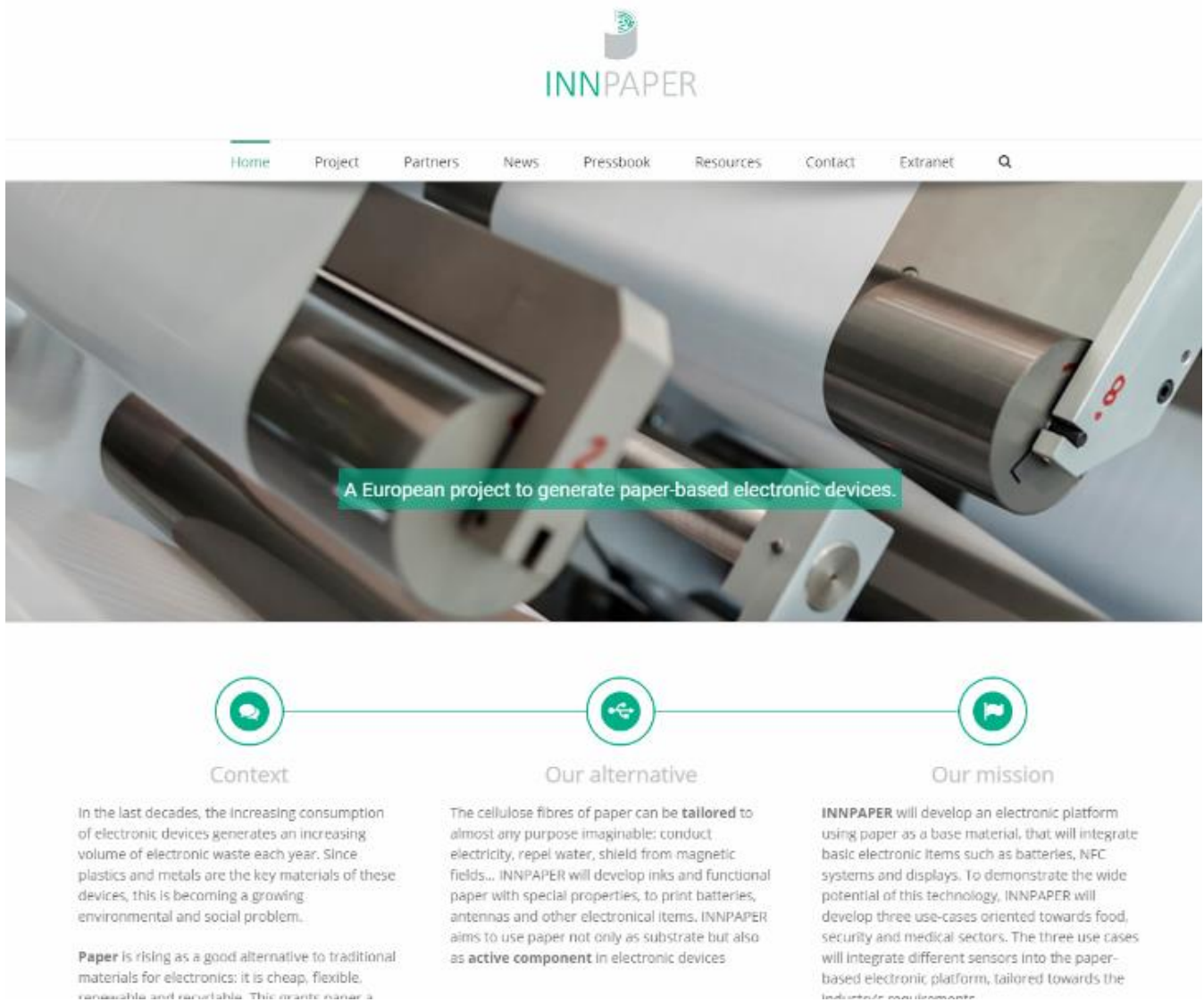


Figure 2-3 Website's Home

- Project: This page describes the scope and workings of the project, including a detailed timeline of the project’s milestones.

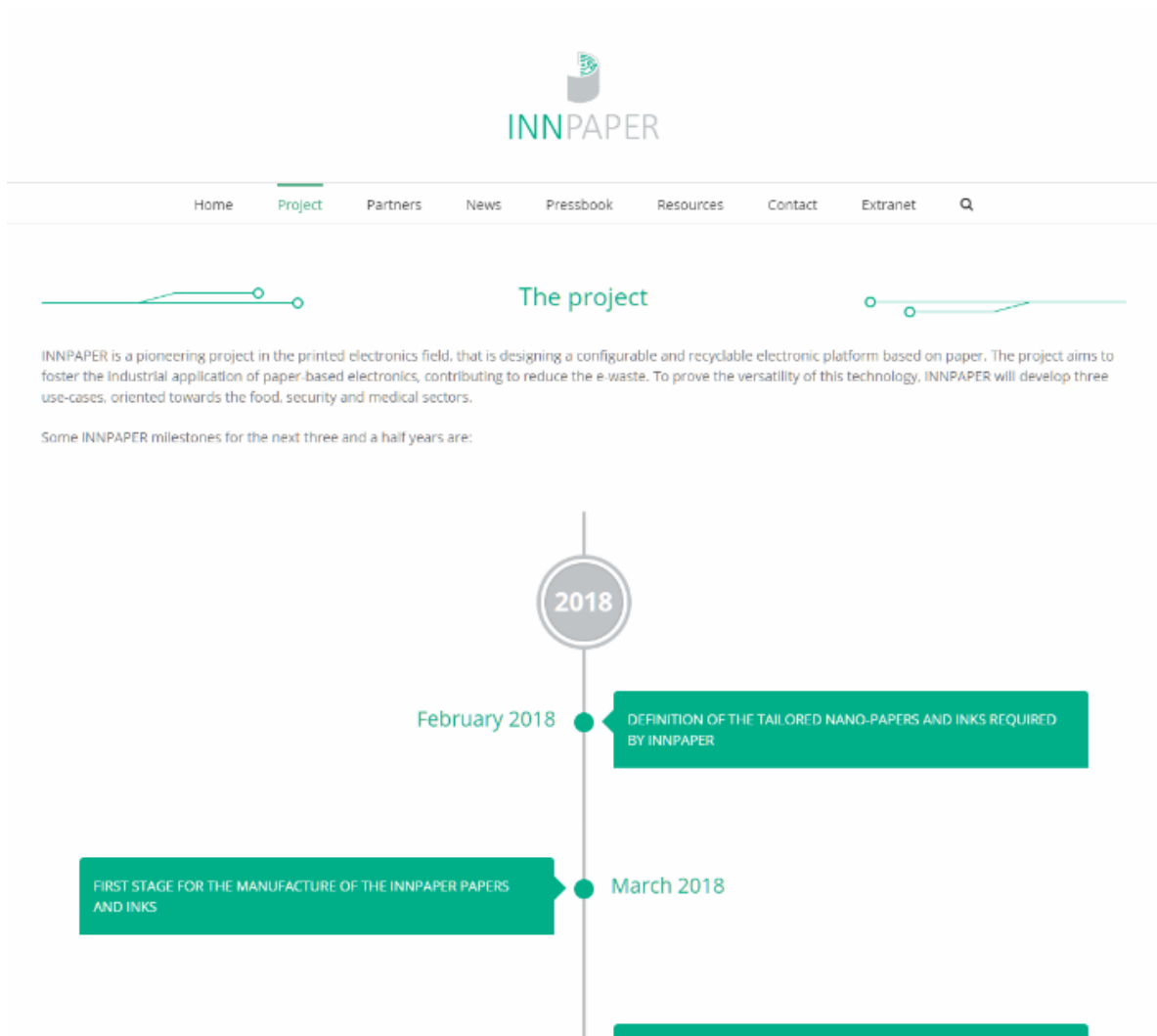


Figure 2-4 Website's project section

- Partners: A brief description of the consortium partners is included in this section to present the international cluster of renowned academic institutions and innovative SMEs that conform INN PAPER. This section also includes links to their corresponding websites as well as contact information to allow the interested visitors and potential stakeholders to know more about the team.

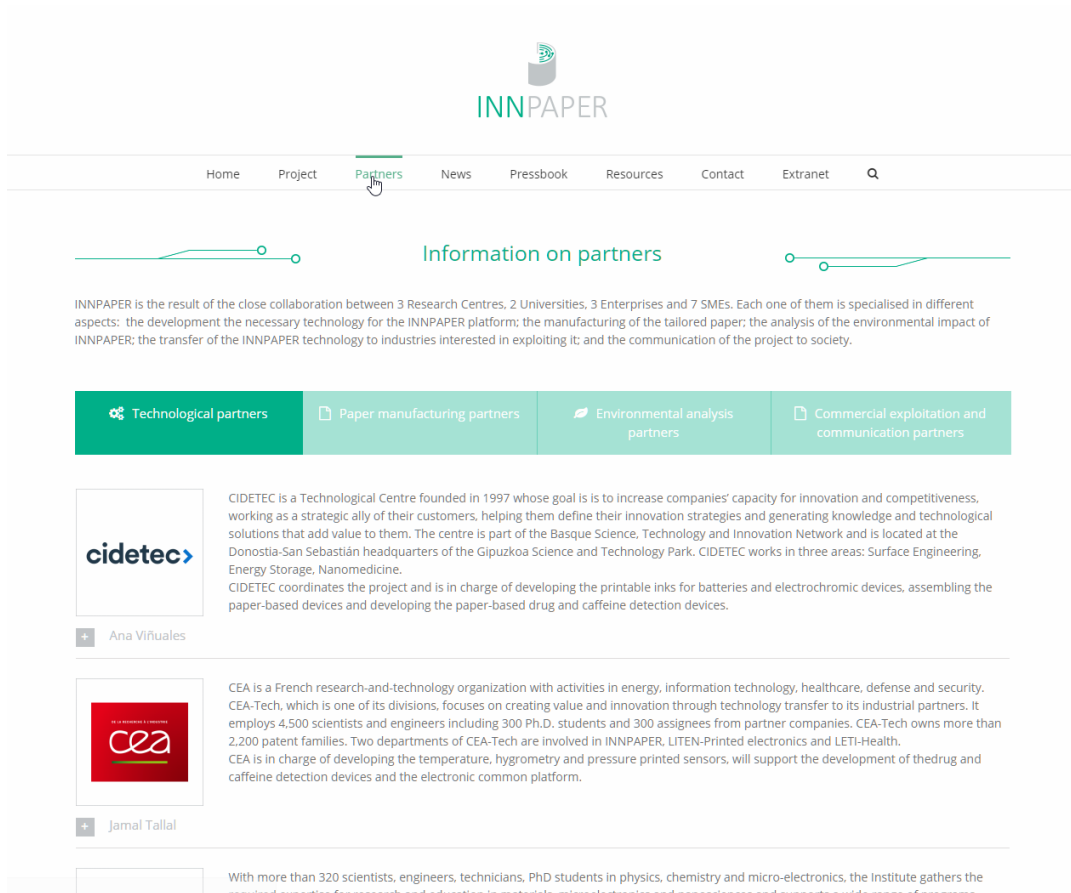


Figure 2-5 Website's partners section



- Pressbook: The online press book gathers information about the project that has been published on press to highlight the societal impact of the project.

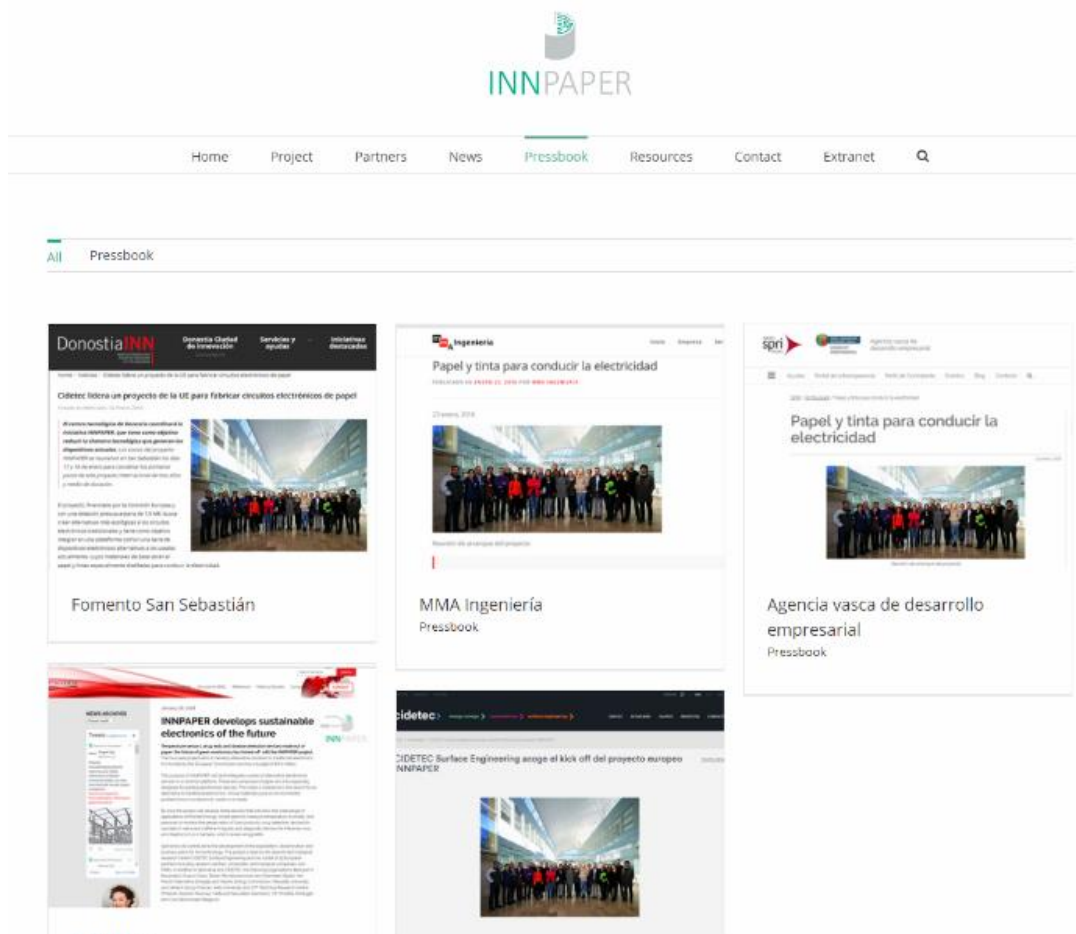


Figure 2-6 Website's pressbook section

- News: As part of maintaining an enduring web presence and awareness of the project, a series of entries will be posted addressing the progress of INN PAPER: relevant milestones, cutting edge technologies, and project related news.

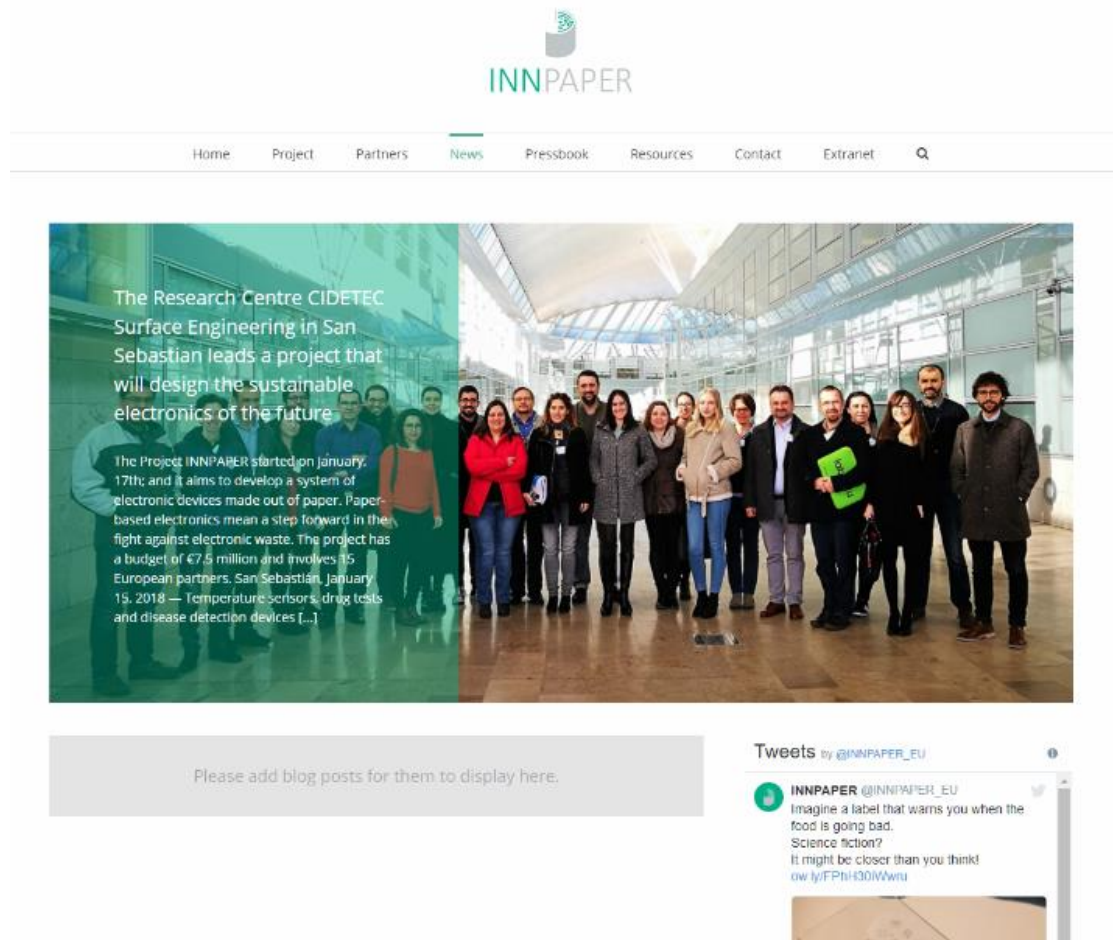
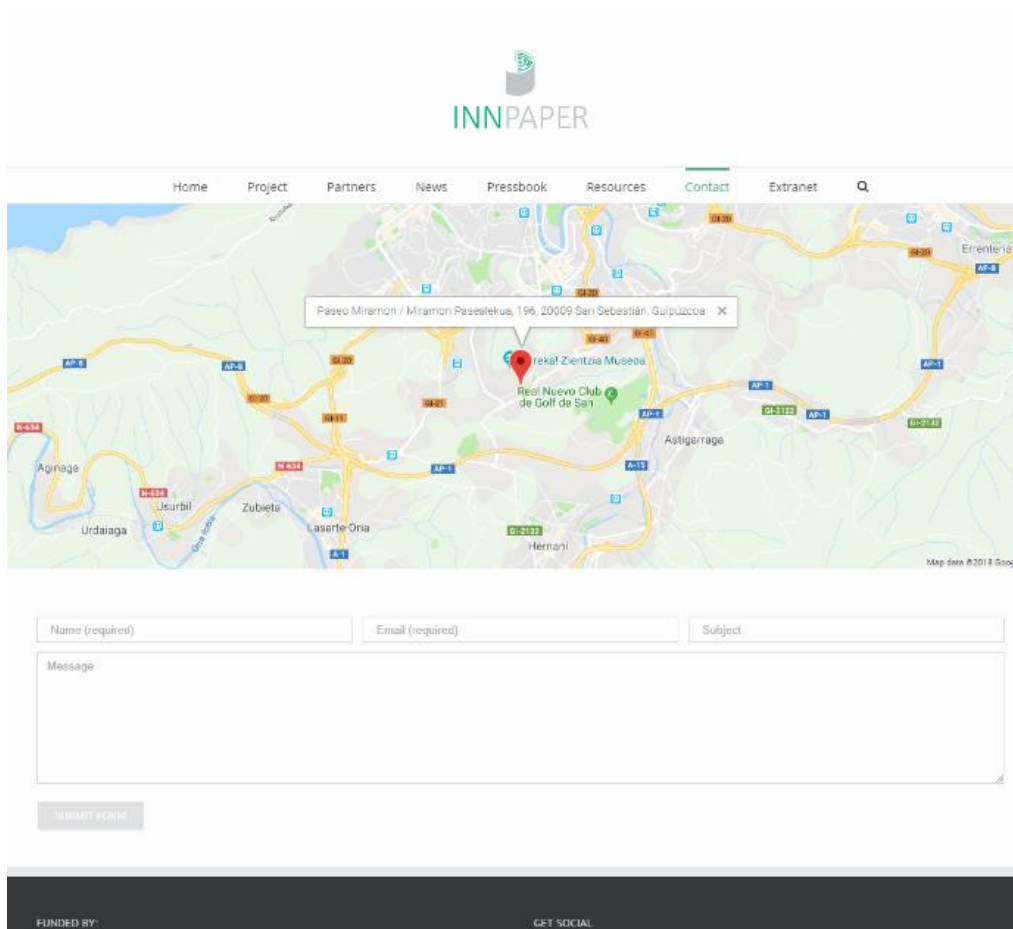


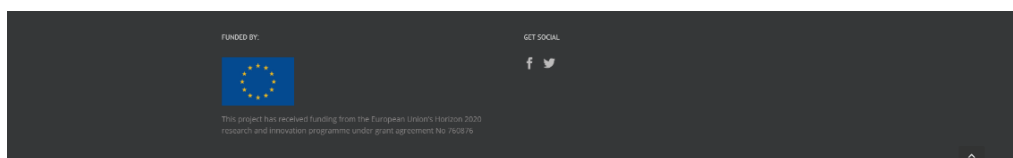
Figure 2-7 Website's news section

- **Contact:** This section provides the user with a rapid communication channel with the project's coordinator. This allows any stakeholder to engage in a dialogue with INN PAPER, thus potentiating academic and industrial collaborations.



*Figure 2-8 Website's contact section*

- **Extranet:** This is a private section for the partners to communicate and coordinate the project development and share confidential information that cannot be displayed in the webpage.
- **Footer:** This section acknowledges the funding of the European Commission and encourages the visitors to follow the project on the consortium's social media channels. When the newsletter subscription service is ready, it will allow the visitors to subscribe to the INN PAPER Newsletter.



*Figure 2-9 Website's footer*

### 2.3 Social Media channels

In order to reach the diverse cluster of stakeholders of INN PAPER and maintain an enduring web presence and awareness of the project, both [Facebook](#) and [Twitter](#) project accounts have been set up. They are primarily devoted to inform about the progresses in INN PAPER and raise awareness about the project’s knowledge gap, that the consortium aims to fill.

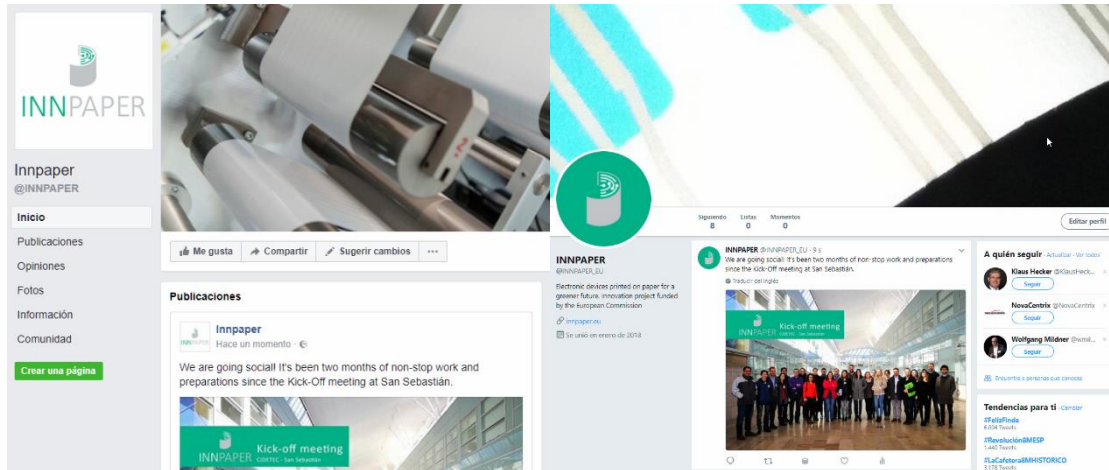


Figure 2-10 Social Media Profiles