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

Deliverable ID: D7.1  
Work Package Reference: WP7  
Issue: 1.3  
Due Date of Deliverable: 31/03/2018  
Submission Date: 20/03/2018  
Dissemination level\(^1\): PU  
Lead partner: SCIENSEED (SCS)  
Contributors: CIDETEC (CID)  
Grant Agreement No.: 760876  
Call ID: H2020-NMBP-PILOTS-2017  
Topic: PILOTS-5-2017

\(^{1}\)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
### D7.1: Visual identity, website and social networks

<table>
<thead>
<tr>
<th>Prepared by</th>
<th>Reviewed by</th>
<th>Approved by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sáenz de la Torre, Juan José  (SCS)</td>
<td>Viñuales, Ana (CID)</td>
<td>Viñuales, Ana (CID)</td>
</tr>
<tr>
<td>Sánchez, Guzmán (SCS)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date</th>
<th>Description</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>09/03/2018</td>
<td>First issue of the deliverable</td>
<td>Sáenz de la Torre, Juan José; Sánchez, Guzmán</td>
</tr>
<tr>
<td>1.1</td>
<td>12/03/2018</td>
<td>First review by CIDETEC</td>
<td>Viñuales, Ana</td>
</tr>
<tr>
<td>1.2</td>
<td>15/03/2018</td>
<td>Final version of the deliverable</td>
<td>Sáenz de la Torre, Juan José; Sánchez, Guzmán</td>
</tr>
<tr>
<td>1.3</td>
<td>20/03/2018</td>
<td>Final version of the report, revised by CID</td>
<td>Sáenz de la Torre, Juan José; Sánchez, Guzmán; Viñuales, Ana</td>
</tr>
</tbody>
</table>
TABLE OF CONTENTS

1 Introduction .................................................................................................................. 4
2 Communication materials ............................................................................................. 5
  2.1 Visual identity ........................................................................................................... 5
  2.2 Website .................................................................................................................... 5
  2.3 Social Media channels ............................................................................................ 12

LIST OF FIGURES

Figure 2-1 INNPAPER Logo .............................................................................................. 5
Figure 2-2 Website ............................................................................................................ 5
Figure 2-3 Website's Home ............................................................................................... 6
Figure 2-4 Website's project section ................................................................................ 7
Figure 2-5 Website's partners section .............................................................................. 8
Figure 2-6 Website's pressbook section .......................................................................... 9
Figure 2-7 Website's news section .................................................................................. 10
Figure 2-8 Website's contact section .............................................................................. 11
Figure 2-9 Website's footer ............................................................................................ 11
Figure 2-10 Social Media Profiles .................................................................................. 12
1 INTRODUCTION

Several communication strategies are being used in order to maximize the impact of the INNPAPER 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

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.

Link to the visual identity manual:


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.
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 INNPAPER. Also, some project highlights like main figures and partners are included in this section.

![Figure 2-3 Website's Home](image-url)
• Project: This page describes the scope and workings of the project, including a detailed timeline of the project’s milestones.

**The project**

INNPAPER is a pioneering project in the printed electronics field that is designing a configurable and recyclable electronic platform based on paper. The project aims to foster the industrial application of paper-based electronics, contributing to reduce the waste. To prove the versatility of this technology, INNPAPER will develop three use-cases orientated towards the food, security, and medical sectors.

Some INNPAPER milestones for the next three and a half years are:

- **February 2018**: Definition of the tailored nano-paper and inks required by INNPAPER
- **March 2018**: First stage for the manufacture of the INNPAPER papers and inks

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 INNAPER. 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.
• 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 INNPAPER: relevant milestones, cutting edge technologies, and project related news.
• **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 INNPAPER, thus potentiating academic and industrial collaborations.

• **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 INNPAPER Newsletter.
2.3 Social Media channels

In order to reach the diverse cluster of stakeholders of INNPAPER 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 INNPAPER and raise awareness about the project’s knowledge gap, that the consortium aims to fill.

Figure 2-10 Social Media Profiles