D8.1 WENET PROJECT WEB SITE

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Abstract	In this report we present the first version of the WeNet's project website. We provide information on the structure, the content and the design guidelines followed.
Keywords	Website, design, technologies used, dissemination, communication, social networks

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	15/03/2019	TOC	Christos Rodosthenous (OUC)
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V0.4	31/03/2019	Review	Thomas Bjørner (AAU)
V1.0	01/04/2019	Final version	Margherita Facca (Martel)

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Nature of the deliverable:	**DEC**	
Dissemination Level		
PU	Public, fully open, e.g. web	✔
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to WeNet project and Commission Services	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

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EXECUTIVE SUMMARY

Dissemination activities have a central role during the project lifetime in order to foster the widespread awareness of the project as well as strong cooperation and exchange with research communities inside and outside of the EU.

Dedicated dissemination and communication channels have been established to all involved stakeholders and the general audience, and a comprehensive plan of target activities has been elaborated. The dissemination and communication channels aim to inform all stakeholders, the scientific community and the public at large, about the project activities and results.

This document describes in detail the project branding toolkit and website which went online on the 27th February 2019.

The WeNet Brand Identity Toolkit includes a logo, a unique format for sharing templates to be used for presentation, publications, leaflets, reports, posters and guidelines specification.

The WeNet's project website is one of the most important channels of information for the public to become aware on the WeNet's goal and tools and it will be continuously updated and enriched all along the project's duration.

The website provides the following information:

➜   Project description and main objectives

➜   Approach used

➜   News on the project

➜   Pilot applications

➜   Access to social media channels

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ABBREVIATIONS

IP	Internet Protocol
TCP	Transmission Control Protocol
IT	Information Technology
ICT	Information and Communication Technology
AI	Artificial Intelligence
R&D&I	Research, Development and Innovation
FET	Future & Emerging Technologies
CMS	Content Management System
SSL	Secure Sockets Layer
SQL	Structured Query Language

1 WENET IDENTITY TOOLKIT

First dissemination activities undertaken by Martel Innovate at the very start of the WeNet project include the development of brand identity to guarantee the visibility of the project from the beginning. The WeNet Identity Toolkit has been developed considering several important features from which the WeNet project greatly profits. It has been designed with the intention to:

➔ Convey the project's professional character;

➔ Ensure cohesion within the project;

➔ Clearly distinguish WeNet from other related projects by creating a unique and recognizable brand.

Brand recognition is an advantage especially for marketing and exploitation of results obtained in the project.

1.1 THE VISUAL IDENTITY

The project visual identity is the first element that reaches out to and impresses our target audience. It should therefore be distinctive, innovative, and highlight key idea about the project. To establish a clear and well-defined identity of the project, at a very early stage of the project the logo was created to be used in the website, the social networks, deliverables, presentations, promotional materials, etc.

The unique brand identity includes a professionally designed project logo (Figure 1) consisting of a textual and a visual part to ensure it is easily recognised and remembered.

FIGURE 1. WENET LOGO

The WeNet logo was designed before the start of the project and has therefore been ready for use since the beginning of the project. It was designed taking into account three main points: graphic, typeface, and colour palette. The graphic part of the WeNet logo refers to the element at the core of the project: Artificial Intelligence.

The textual part includes the project's name and its endorsement, that explains the main goal of the project. The typography chosen for the name has a solid shape. The font family choosen is Montserrat, a set of SIL Open License fonts designed by Julieta Ulanovsky. This font family is suitable for print, screen, web, and titling usages. The Montserrat gives a modern and dynamic touch to the whole logo and lets it to be perfectly readable even in small sizes.

The colour palette (Figure 2), dark/grey blue and light blue, was chosen to keep consistency with the IT and AI world. This is also the primary color palette of the all WeNet materials. The WeNet logo colours has been chosen with contrasting shades to give great visibility.

HEX : #3B4150
RGB : 59, 65, 80
CMYK : 80, 67, 49, 39

HEX : #00A3B6
RGB : 0, 163, 182
CMYK :91, 0, 30, 0

FIGURE 2. WENET PRIMARY COLOR PALETTE

A well-designed logo is an essential part of WeNet's overall communication strategy that allows a quick identification of project's activities and outcomes.

The WeNet identity toolkit (Figure 3) has been created to provide a distinctive brand identity for WeNet, supported by all those collateral materials necessary to support the brand, such as an immediately identifiable logo, brand usage guidelines, and shareable templates for presentations and deliverables. The toolkit used by all partners to create and disseminate their WeNet related communications in a visually-appealing, engaging and consistent manner, has proved to be a very important and useful instrument.
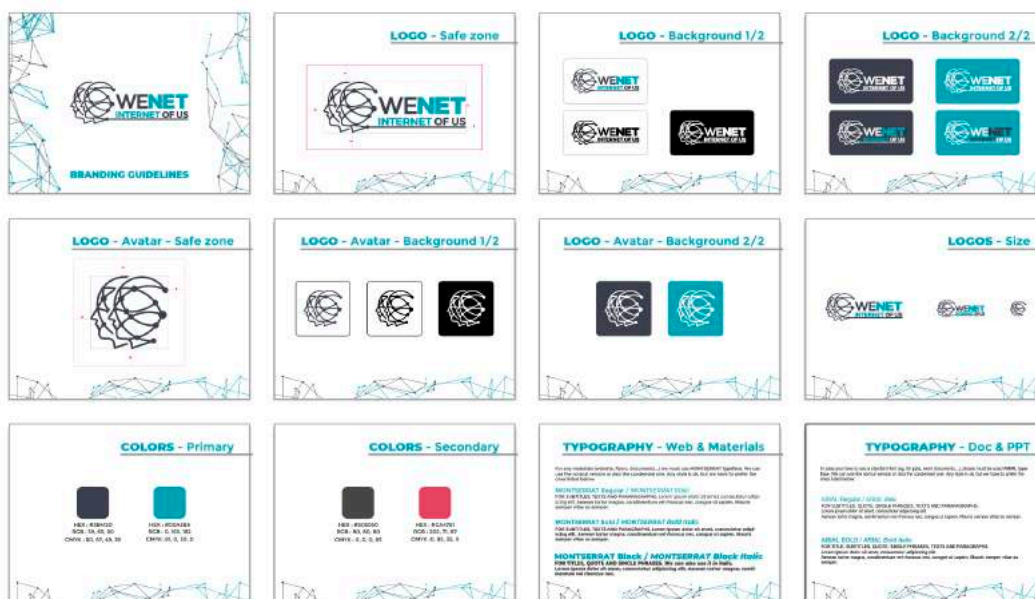
FIGURE 3. THE WENET BRANDING TOOLKIT

Martel Innovate prepared a document which provides guidelines (see Appendix AAppendix A) to create a unique and easily recognizable image footprint. Such guidelines define all of the basic graphic characteristics of the WeNet project: from the WeNet logo to the colour palette and fonts used.

The WeNet logo is shown using several colour variations, to be used depending on the background, and in different sizes, to guarantee readability in different sources, e.g. reports, web, presentations. The range of colours to be used in the project are the ones adopted in the logo. Each colour is defined with precise printing characteristics (CMYK) and digital encoding (RGB and HEX). Their use is presented in the font analysis section.

It has been decided to use "sans-serif" font for deliverables, slides, reports, and webpages. "Arial" font has been chosen, which is the default font in the Microsoft Office suite. "Montserrat", which, as reported above, is available as open source in OFL, has been chosen as main font for flyers, posters, and webpages. Other fonts should be avoid unless they are in line with the main font and the project layout. Finally, specific fonts and sizes for title, sub-title, and text are suggested.

1.2 PROJECT TEMPLATES

Besides the WeNet logo, Martel Innovate has produced templates to be used by the consortium members at meetings, conferences and public events when presenting the project, research topics, and results directly connected to their work in WeNet, as well as when engaging with stakeholders and the public at large.

Following the style of the logo, the templates are kept in the WeNet colour scheme and contain the project logo. These templates are meant to provide project partners with consistent materials to be used to promote or report on the project. They were made available to the consortium via email and via the WeNet document repository.

The following templates have been created for the project:

➜ Word templates in docx and dotx format for Deliverables (Figure 4)

➜ PowerPoint template in pptx format for presentations (Figure 5)
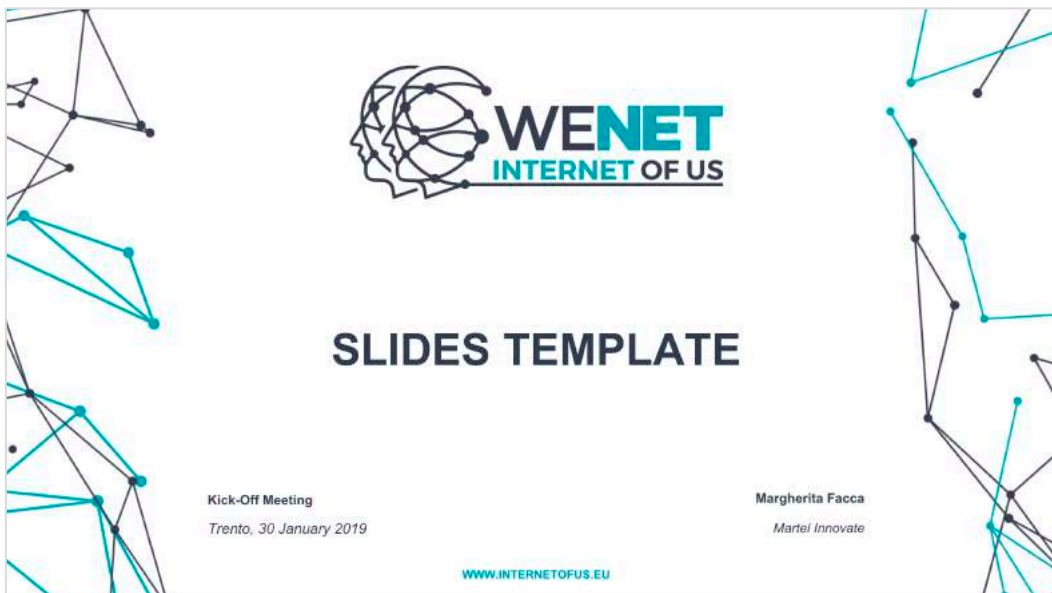
FIGURE 4. WENET WORD TEMPLATE - EXAMPLE

FIGURE 5. WENET POWERPOINT TEMPLATE - EXAMPLE

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2 THE WENET PROJECT WEBSITE

2.1 GENERAL DESCRIPTION

The WeNet website is one of the entry doors to the project for the general public and in particular the broad Internet community, including all relevant R&D&I stakeholders' active in the Artificial Intelligence ecosystem.

Created and deployed at the end of February 2019 (M2), the website is designed to be one of the main focal contacts with the stakeholders and general public and serves as a reference point for the project in the broader Internet community. It was launched officially on the 28th February 2019 to the public. **The website is online at www.internetofus.eu**[1].
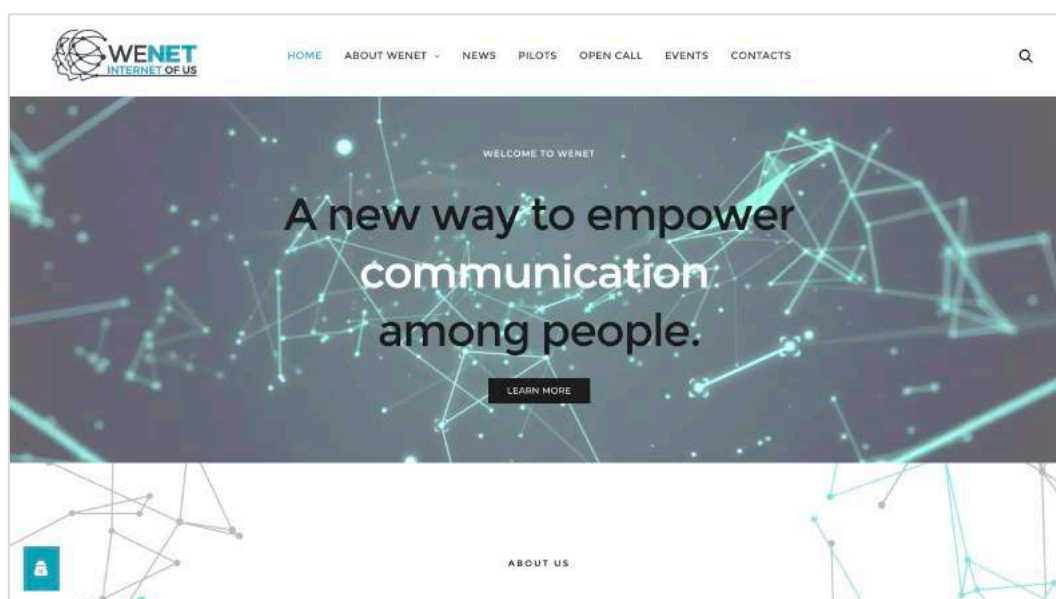

FIGURE 6. WENET WEBSITE - HOMEPAGE

The WeNet website is a modern, fresh, fully functional and responsive website which serves as the entry point and source of truth for all the interested stakeholders and is fully compliant with the project branding and visual identity As one of the main dissemination and dynamic tool, the website will also undergo a major streamlining, and it will be continuously updated throughout the lifetime of the project.

The site will evolve into a clear and clean communication interface that is easily navigable, containing all relevant project related public information (news, reports, papers, presentations, conferences, public deliverables, events, subscription, contact information, etc.) and through direct connections to the **WeNet Twitter channel (@WeNetProject**[2]).

So far, for what concerns **the private website area,** which is dedicated to collect reports, working documents, and official document and to share non-public information within the consortium, it was decided to use drive.martel-innovate.com, an online tool supported by

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[1] Another valid url is: https://www.we-net.eu/
[2] https://twitter.com/WeNetProject

Martel Innovate where a dedicated workspace for WeNet has been set and it is available only for registered users.

2.2 THE WEBSITE STRUCTURE

The website has been structured into different sections in order to provide a clean and functional design, each of them devoted to one particular aspect of the project, including the project objectives, the partners composing the consortium, the events organised or to organised during the project activities and social media. **This structure is continuously updated as the project evolves to include relevant information to various stakeholders and the public.** The website, as originally defined, contains the following sections:

Home

In this section the project concept is depicted so that the user can have at a glance information about main materials and research to be conducted. At the end of the homepage there is also the Consortium subsection: a list of project partners through their company logo with direct link to their website. In the footer, there is also the possibility to subscribe the project newsletter[3].

About WeNet

This section contains the information about the project. In order to present it in a user-friendly way, three subsections have been created.

➜ **The project – facts and figures:** here is the overview of WeNet information and, as a support to the information presented, a figure is provided in order to clarify its functioning. Also facts & figures are provided.

➜ **The scenario:** here is an overview of scope and main goal of the WeNet project in order to clarify its functioning.

➜ **Approach and main objectives:** describing the objectives of WeNet and the approach to achieve them.

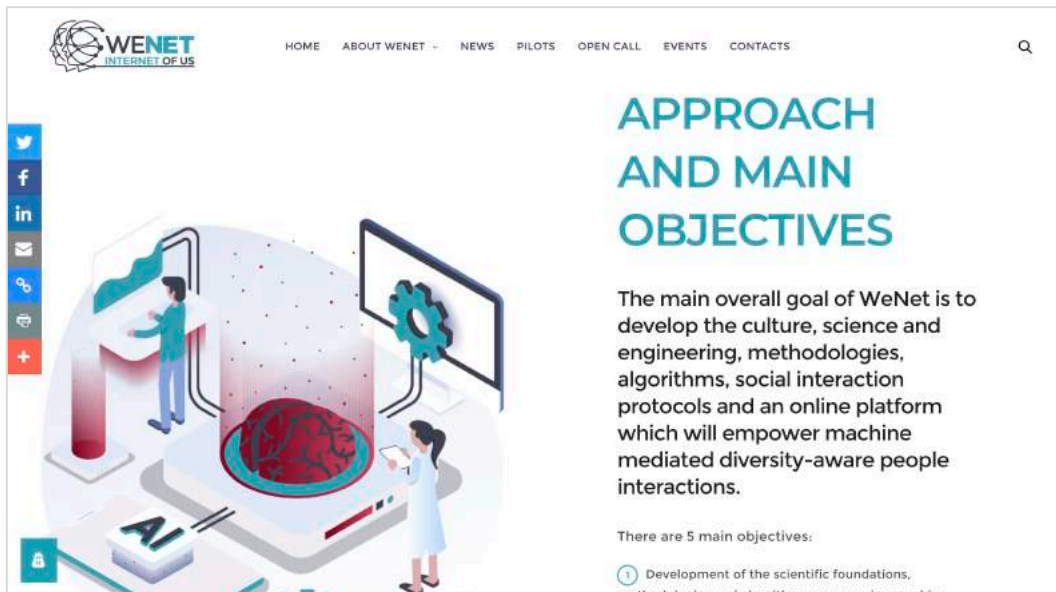[3] https://mailchi.mp/e083e270d748/wenet_subscribe

FIGURE 7. WENET WEBSITE - INNER PAGE

News

This section will cover news related to the project and will be updated often with new information in order to keep the audience aware of this project progress. Concerning the news, meetings execution, important milestones achieved and any other relevant information about project ongoing will be included here. Most of the news entries are spread through our Twitter/LinkedIn channels to increase their visibility and their promotion.
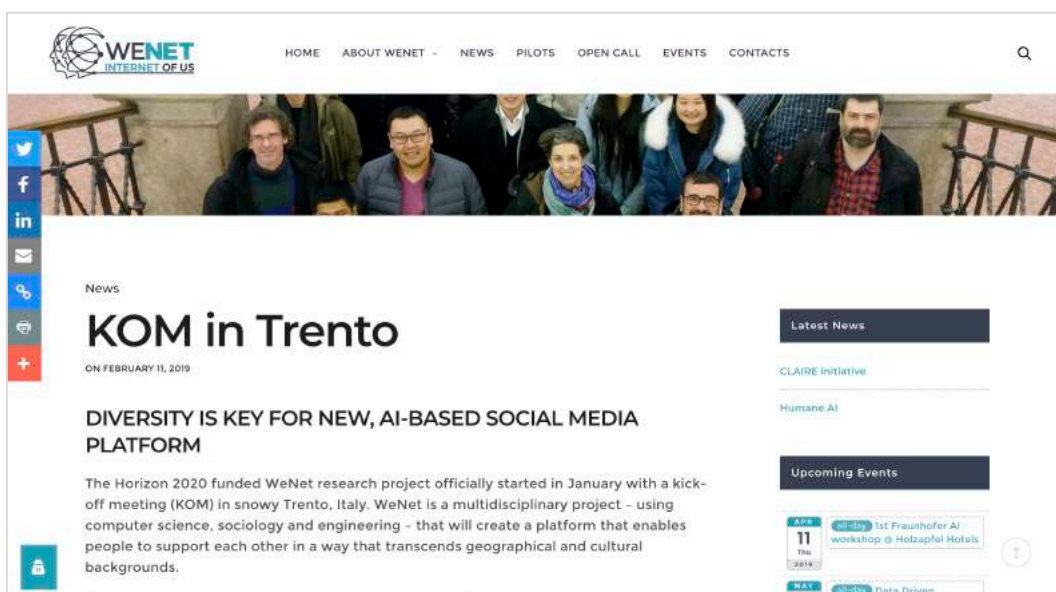

FIGURE 8. WENET WEBSITE - EXAMPLE OF NEWS

Pilots

The project will run pilot trials in 18 different universities and adult school sites and involve 10,000 participants. This section will provide information about them.

Open Calls

This section will provide information about the Open Calls. The cascade funding system will be used to involve additional EU academic institutions interested in piloting with their own students the WeNet approaches, technologies and services.

Events

Future events related to the project such as meetings, workshops or conferences or those that could be interesting due to its relationship with project topic will be gathered under this section.
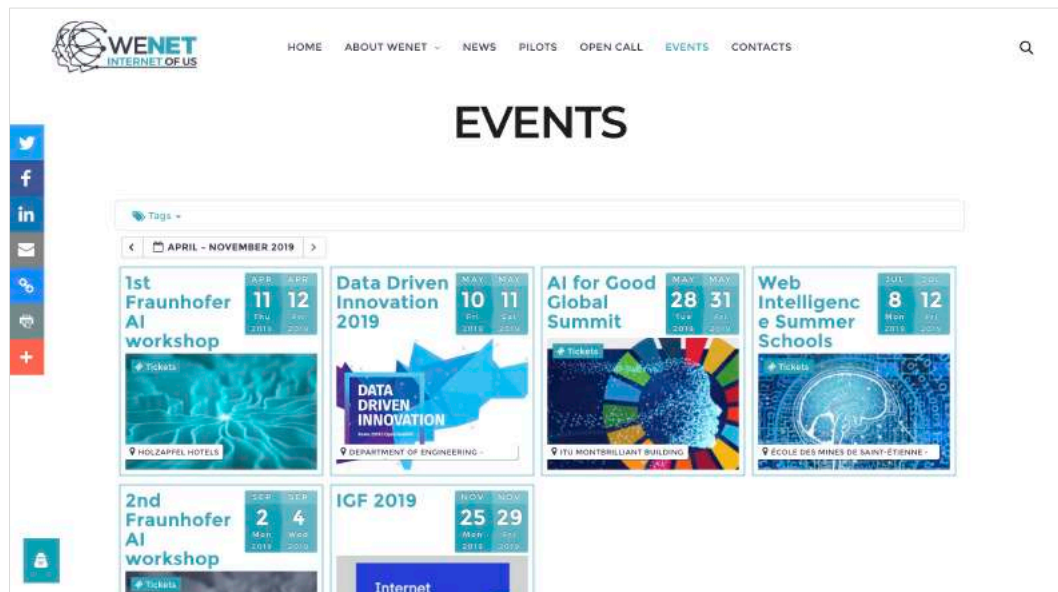

FIGURE 9. WENET WEBSITE - EVENTS CALENDAR

Contact

This section provides information on how to establish contact with the project consortium. By means of a secure contact form, users can send their questions or comments directly to the project coordinator and the website team.

In the future also a "*resources*" section will be available with all the dissemination materials to the users. In order to have the information categorized, three subsections will be included.

➔ Publications: under this subsection all the publications related to the project will be gathered. When available, full paper and /or abstract download possibility will be set up as well.

➔ Promotional Material: leaflets, brochures, logo and all the documents aimed to construct the corporative image of the project will be gathered under this subsection.

➔ Links -> to related projects / initiatives / standards

Furthermore, and in order to provide evidence of EU funding, both the EU logo and the following sentence are included in the website and in the communication materials: "*WeNet*

project is funded by the EU's Horizon2020 programme under Grant Agreement number 823783".

The website provides also information on data kept and how they are used in alignment with the GDPR.

2.3 NEWSLETTERS AND NEWSFLASHES

A series of newsletters are planned every 6 months, alongside with the updates of the website. The first edition will be released at the end of June. The tool identified to support the distribution to the subscribers is Mailchimp[4].

The newsletters will be distributed to all relevant stakeholders that have registered on the website and the mailing lists of all project partners. Similar to the website updates, the newsletters will contain a summary of the progress made and major WeNet findings and insights. Occasionally newsflashes related to specific events or announcements will be released during the project (eg: for Open Call announcements).

People can subscribe the WeNet newsletter through the project website or via the subscribe landing page[5] created with Mailchimp.

FIGURE 10. WENET NEWSLETTER - SUBSCRIBE LANDING PAGE

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[4] http://mailchimp.com/
[5] https://mailchi.mp/e083e270d748/wenet_subscribe

2.4 TECHNOLOGY USED – HOSTING

The WeNet website has been created by the media department of Martel Media, the Martel Innovate's department specialized in communication services, and it will maintain and updated throughout the whole duration of the project, with active collaboration from all project's partners.

The website was built using WordPress[6], one of the most popular open source web Content Management System (CMS) that allows the easy design and update of the website with new content. It is integrated to a powerful stats engine provided by the hosting company. Website analytics are managed with Google Analytics[7].

The website is hosted by Hostpoint[8], the largest Swiss web hosting company and offering 24/7 support and disaster recovery. The Martel Innovate's server is located in a safe and protected place in Switzerland. Martel uses fast 256-bit SSL encryption in order to:

- have a secure data transfer;

- prevent phishing;

- show we are real, that is visitors know at a glance that Martel is legitimate, giving them a sense of security;

- have a preferential treatment by Google, that is to improve the Google ranking: better rankings in search engine results will attract more visitors to the website, translating into more interactions.

About the best practises, Martel uses the latest version of PHP and some server configurations to grant a faster and reliable web site. Moreover the web site has different security layers for example:

- Software to prevent attacks such as brute force, SQL injections etc.

- **Google Captcha**: to avoid spam or attacks through an escalation of privileges

All data are stored in a safe place and a script runs to make a regular backup.

2.5 UPDATE PROCESS

The websites will be maintained and enriched by Martel Innovate according to the project's course of action, ongoing project's activities and ensuring the collection of relevant materials and information from all partners.

Via frequent conference calls and the project's meetings, Martel Innovate will poll for new outcomes, events and material that the project should disseminate online. Accordingly, it will coordinate the publication on the website and on the connected social media tools in a dynamic and proactive way, also according to related events and initiatives.

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[6] http://wordpress.org/
[7] https://analytics.google.com/
[8] https://www.hostpoint.ch/

2.6 SOCIAL MEDIA

WeNet is present and active on social media channels, namely Twitter and LinkedIn. These channels have been successfully initiated and are maintained and regularly populated with appropriate content. This serves to better promote the WeNet project's activities and results, drive engagement and event attendance, and increase overall visibility in the target audience.

As first channel for social dissemination, since launching in February for the Kick-Off Meeting in Trento, **WeNet's twitter channel (@WeNetProject[9])** outreached in the first month 90 followers via 79 tweets.

WeNet project is under the **Future & Emerging Technologies** (FET) initiative promoted by the EC and their Twitter account (@fet_eu[10]) helps the WeNet one making echo to our news and retweeting them.
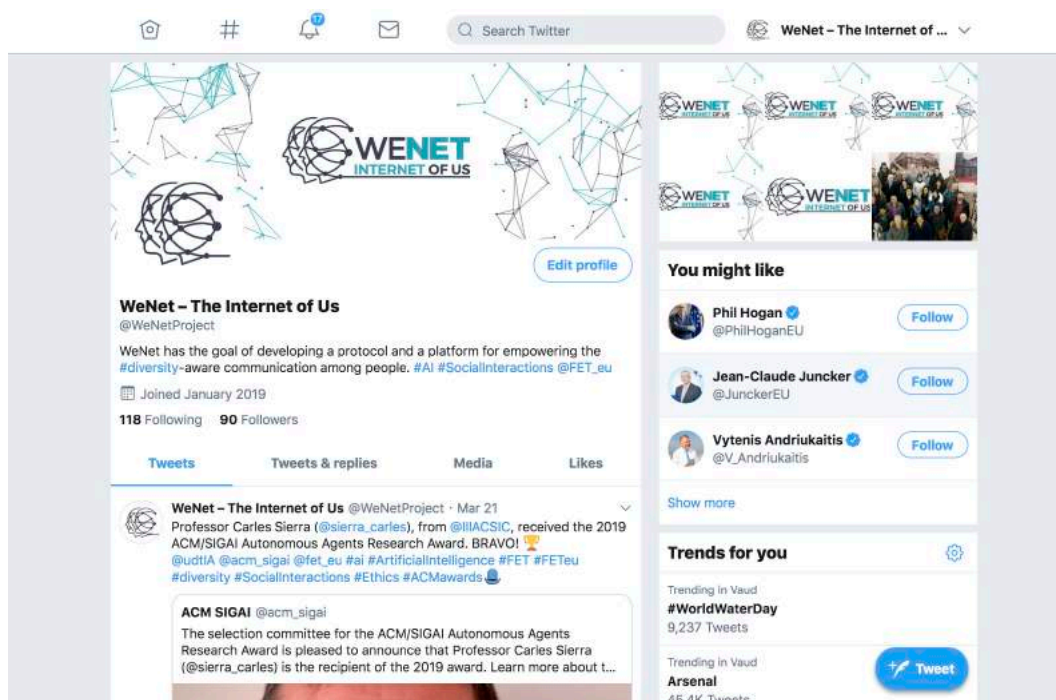

FIGURE 11. WENET TWITTER ACCOUNT

For LinkedIn, project profile and group are both available. The **LinkedIn project profile**[11] is, like the Twitter account, a window over the project progress. Instead the **LinkedIn group**[12] is an effective forum for engaging with professional peers. Due to its nature, outreach relies more upon direct interpersonal communication than twitter. To ensure its value is maximized, a campaign is planned within the project partners to expand the group's LinkedIn network.

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[9] https://twitter.com/WeNetProject
[10] https://twitter.com/fet_eu
[11] LinkedIn project profile: https://www.linkedin.com/company/35549773
[12] LinkedIn group: https://www.linkedin.com/groups/12187778/

3 CONCLUSIONS

This report shortly summarises the work done to establish the public WeNet website. Here is available a short and concise description of the WeNet website, it's structure and component. The WeNet website has been delivered as planned by the end of project month 2 (February 2019). It will however be maintained throughout the whole project's duration and beyond.

This report provides also a description of the WeNet Brand Identity Toolkit, which consists of tools and guidelines to help positioning and branding WeNet.

Dissemination material will be continuously planned, produced, updated and made available as the project progresses by taking into account results and achievements, and the most suitable means to disseminate and communicate them to the appropriate audiences.
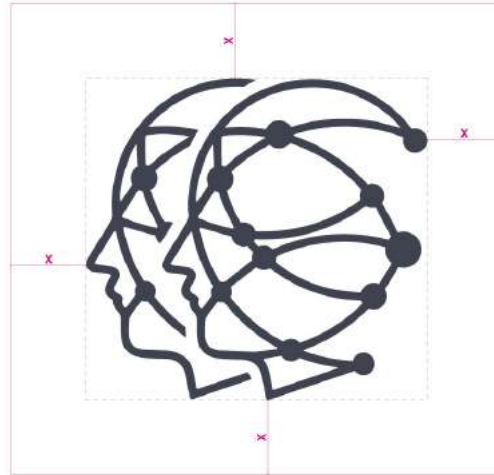
APPENDIX A
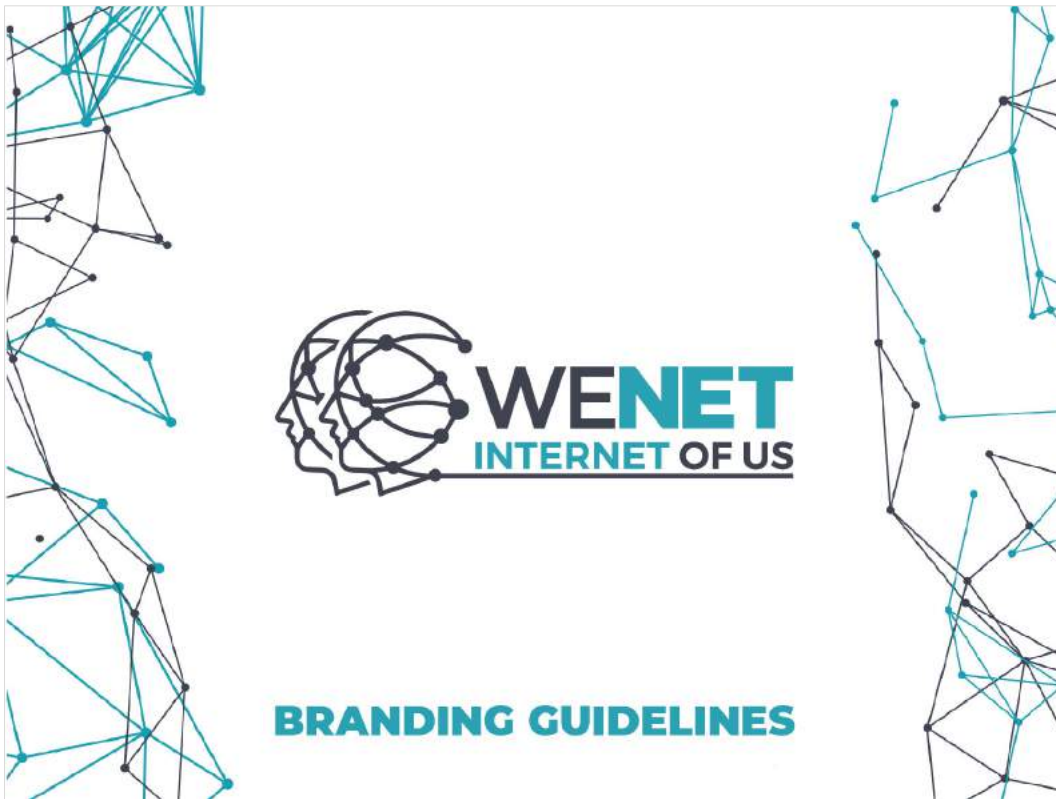
LOGO - Avatar - Safe zone

LOGO - Avatar - Background 1/2

COLORS – Primary

HEX : #3B4150
RGB : 59, 65, 80
CMYK : 80, 67, 49, 39

HEX : #00A3B6
RGB : 0, 163, 182
CMYK :91, 0, 30, 0

COLORS – Secondary

HEX : #505050
RGB : 80, 80, 80
CMYK : 0, 0, 0, 85

HEX : #CA4761
RGB : 202, 71, 97
CMYK :0, 85, 35, 0

TYPOGRAPHY - Web & Materials

For any materials (website, flyers, documents...) we must use **MONTSERRAT typeface**. We can use the normal version or also the condensed one. Any style is ok, but we have to prefer the ones listed below:

MONTSERRAT Regular / *MONTSERRAT Italic*
FOR SUBTITLES, TEXTS AND PARARAGRAPHS. *Lorem ipsum dolor sit amet, consectetur adipiscing elit.* Aenean tortor magna, condimentum vel rhoncus nec, congue ut sapien. Mauris semper vitae ac semper.

MONTSERRAT Bold / *MONTSERRAT Bold Italic*
FOR SUBTITLES, TEXTS AND PARAGRAPHS. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean tortor magna, condimentum vel rhoncus nec, congue ut sapien. Mauris semper vitae ac semper.

MONTSERRAT Black / *MONTSERRAT Black Italic*
FOR TITLES, QUOTE AND SINGLE PHRASES. *We can also use it in italic.* Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean tortor magna, condimentum vel rhoncus nec.

TYPOGRAPHY - Doc & PPT

In case you have to use a standard font (eg. for ppts, word documents...), please must be used **ARIAL typeface**. We can use the normal version or also the condensed one. Any style is ok, but we have to prefer the ones listed below:

ARIAL Regular / *ARIAL Italic*
FOR SUBTITLES, QUOTE, SINGLE PHRASES, TEXTS AND PARARAGRAPHS.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aenean tortor magna, condimentum vel rhoncus nec, congue ut sapien. Mauris semper vitae ac semper.

ARIAL BOLD / *ARIAL Bold Italic*
FOR TITLE, SUBTITLES, QUOTE, SINGLE PHRASES, TEXTS AND PARAGRAPHS.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aenean tortor magna, condimentum vel rhoncus nec, congue ut sapien. Mauris semper vitae ac semper.