D6.1
Visual identity and project Website
31/8/2018
Revision history

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The DECENTER Consortium has addressed all comments received, making changes as necessary. Changes to this document are detailed in the change log table below.

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Notice that other documents may supersede this document. A list of latest public DECENTER deliverables can be found at the DECENTER Web page at [https://www.decenter-project.eu/](https://www.decenter-project.eu/).

Copyright

This report is © DECENTER Consortium 2018. Its duplication is restricted to the personal use within the Consortium, funding agency and project reviewers.
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The partners in the project are FONDAZIONE BRUNO KESSLER (FBK), ATOS (ATOS), COMMISSARIAT À L’ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES (CEA), COMUNE DI TRENTO (TN), ROBOTNIK (ROB), UNIVERZA V LJUBLJANI (UL), KOREA ELECTRONICS TECHNOLOGY INSTITUTE (KETI), GLUESYS (GLSYS), DALIWORKS (DW), LG U+ (LGUP) and SEOUL NATIONAL UNIVERSITY (SNU).

The content of this document is the result of extensive discussions within the DECENTER © Consortium as a whole.

More information

Public DECENTER reports and other information pertaining to the project are available through DECENTER public Website under https://www.decenter-project.eu.
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Executive summary

*Visual identity and project Website* deliverable represents the DECENTER project communication toolkit and branding. It provides information about the project logotype, the graphical templates for project leaflets, posters, presentations and report documents, the project Website, social media sites, and reporting structure for publications at scientific and industrial events and dissemination platforms.

This deliverable is a main guide to the visual identity of the project with the aim of a good visual recognition and visibility of the project. The material is prepared in a clear and simple contemporary graphical language that allows flexible editing, internationalisation and upgrades.

1. Introduction

This deliverable provides information about communication toolkit and branding around the DECENTER project as well as an initial version of the project Website containing all public information on the key project innovation, objectives, partners and use cases.

The deliverable reflects the importance of the visual identity of the project, its communication channels with the target audience and establishes foundations for disseminating scientific project results. The widespread dissemination of the expected project results and advances to the state of the art will facilitate both to get feedback from interested stakeholders and to facilitate later commercial exploitation and market outreach.

The dissemination plan includes several channels to reach the potential stakeholders, with special attention dedicated to the visual identity of the project and paper-based materials. Since the beginning of the DECENTER project, we considered essential the creation of dissemination materials both in digital and paper form.

The main image of the project is revolved around the logo which went through several design iterations before it was finally agreed by the whole Consortium. After the agreement, the image of the project has been used for the design of the official project documentation, creation of a leaflet, presentation and document templates, and a poster for dissemination purposes. Moreover, the image of the project has been designed and adapted for various communication and presentational media, including the Website, project social media and other notable scientific and research platforms and databases appearance.

This is the first version of the communication, dissemination, standardisation and exploitation material.

2. Logo

2.1 Purpose

From the project’s viewpoint, the visual identity should establish recognisable and unified look-and-feel within the DECENTER project for its entire communication media. The most common visual entity to all of the relevant media is a logotype. Therefore, it was the most natural choice to select a logotype as a branding entity. To achieve a similar appearance throughout various media, any additional graphical element represents a supportive element and expands from the idea captured in the logotype. Thus, the purpose of the logotype is to represent the main branding asset, which:
• stands for the visual identity of the project, even in the omission of supportive graphical elements;
• captures and resembles the project’s main topics, namely Cloud, Fog, Edge, Decentralised Artificial Intelligence, Blockchain and Internet of Things.

As a consequence, any supportive graphical element should not overshadow the logo, but rather emphasise its importance.

2.2 Design Process

The logo design process went through several design steps that led to various intermediate logo proposals. Common to all proposals was to represent a logo with only two graphical objects: an icon and the project acronym, and to layout them in the horizontal arrangement, in which an icon is positioned to the left whereas the project title is positioned to the right.

First attempts focused on capturing the project’s main topics and Figure 1 presents a few such examples. Throughout the presented examples, the prevalent elements appearing are the shape of a cloud, a chain and dislocated smaller clouds and fog. In all shown variants the text preserves typography, capitalisation and decoration: it mostly varies in colouring of the text by using two colours, one colour for text ‘DE’ and another colour for text ‘CENTER’. These initial designs had set ground for the elements that were latter decided to represent the project’s visual identity.

The next design steps, resembled in Figure 2, served as the refinement and purification of the main elements, in particular the shapes of a cloud, edge, chain and decentralisation. During this process, a circle had been established as the primary graphics primitive. The three circles of various sizes, arranged at different depths strongly resemble the shape of a cloud, but when perceived as 3D elements, they also imply decentralisation. In Cloud Computing terms, decentralisation could mean utilising a multi-cloud, an inter-cloud or a federated environment and because the frontal circle is much smaller than the circle in the middle, it might also resemble heterogeneity in terms of data centre size and computational power. Finally, the outline shape connects the circles into a more compact form, which implies Cloud federation; it also serves as a borderline resembling an edge. On the other hand, an edge can also be perceived as a chain and its derivative – a Blockchain. Meanwhile, during this design phase the typography and the colours remained mostly untouched.

Figure 3 presents the last design phase of the logo, in which both the icon and the text were stylised with various colour combinations, decoration and capitalisation. An initial monochromatic bluish colour scheme evolved into three basic colours and their shades, i.e. red, blue and grey. Related colour combinations were also applied to the text. In addition, all the icon’s basic elements employed a drop shadow whereas the text was tried at different letter capitalisation variants and at regular versus italic styles. In addition, a dot as separator between DE and CENTER was tried. However, except for the colour combinations neither of these decorations had made into the final logo design.
Figure 1 Initial logo designs, establishing the shape of a cloud as the primary graphics motif.

Figure 2 The second phase towards logo design: purification and simplification of the main graphical elements.
2.3 Visual Presentation

Figure 4 depicts the final logotype following a simple, clean and recognisable design. The red and blue colours of the icon employ the colours similar to those found in the flags of the European Union (EU) and the Republic of Korea. More specifically, the blue colour (hex: 003399, Pantone Reflex Blue) represents both the EU and the Korea, while the red colour (hex: cd2e3a) corresponds to the Korea only. The third colour is grey (hex: a7a9ac) and emphasises neutrality. The colour of the icon’s outline is dark grey (hex: 4c4c4c) and corresponds to the perceived hue of the black colour in the fog.

The textual part of the logo is written in capital letters with a sans-serif typeface ‘Alte Haas Grotesk’ by Yann Le Coroller. The chosen typeface is clear and readable.

A reduced design of the logo in Figure 5, consisting only of the icon without its textual counterpart, is suitable for a profile picture on various media, such as Facebook and Twitter as well as a favicon in the Website.

An extended variant of the logotype in Figure 6 complements the project’s abbreviation with its full textual representation and is suitable for leaflets, flyers, merchandise and similar.
3. DECENTER Leaflet

3.1 Purpose

The leaflet gives basic information on the DECENTER project including project description, research problems and objectives to the general public. It also includes the contact details and list of the project Consortium. The main purpose of the leaflet is to make stakeholders aware of the project, its expected achievements, and to provide the link to the Website and contact information. The leaflet will be distributed during the project lifetime at conferences, workshops, seminars and any event in which the DECENTER partners participate or to which they contribute. It is expected that an updated edition of the DECENTER leaflet will be released in the second half of the project to present project progress as well as its first results.

3.2 Design

At present, the leaflet is prepared for the initial stage as a template and will be amended with more exact information during the project. Content-wise the leaflet currently contains the following information:

- DECENTER logo, title and its full name;
- partners’ logos;
- DECENTER acknowledgment line; and
- initial figures of the use cases.

When the content becomes more clear, the leaflet will be amended with the following information:

- contact details of the coordinator and the scientific coordinator;
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- URL of the DECENTER homepage;
- DECENTER's objectives;
- the use cases;
- an architectural diagram; and
- the description of the research problems.

The leaflet has been designed to be printed on an A4 double-sided paper as a diptych.

3.3 Visual Presentation

Figure 7 shows the initial design of the DECENTER leaflet template.

4. DECENTER Poster

4.1 Purpose

As a traditional static media, the purpose of a poster is to advertise the project on certain locations for a certain period of time to the local public and to give out the basic information about the project. The poster will accompany the leaflet at relevant events.

4.2 Design

Similar to the leaflet, the poster has been prepared for the initial stage of the project in a form of a template and will be amended with the relevant information during the project. In its final form, the poster is expected to contain similar information as the leaflet, but in a slightly different layout.

The poster template has been prepared in a standard B2 format (50x70 cm) but can be printed in different sizes.
4.3 Visual Presentation

Figure 8 shows the initial poster design template.
5. DECENTER Presentation Template

5.1 Purpose

The main purpose of designing a common presentation template is to have a uniform layout for the project presentations to be held either internally, or at conference and events.

5.2 Design

The design of the presentation follows the design guidelines of the logo and previous graphic applications. Minimal, non-distracting design elements, light colours and clear topography give content to the foreground to attract attendances visual attention.

Presentation template has been done using Microsoft Power Point. The selected typography is Arial, one of the most widely used fonts. For more consistent colour appearance a full list of consortium partners logos and a colour book of the recommended colours is added to a special slide. Users can copy/paste selected to presentation slides and colours for use with schemes and other graphics can be simply selected with the eyedropper tool.

5.3 Visual Presentation

Figure 9, Figure 10, Figure 11, and Figure 12 illustrate the main DECENTER PowerPoint templates.
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Content

1. Topic 1
2. Topic 2
3. Topic 3
4. Topic 4
5. Topic 5
6. Topic 6
7. Topic 7

Figure 10 DECENTER PowerPoint template.

1. Title

• Second Level
  • Third Level
    • Fourth Level
      • Fifth Level

Figure 11 DECENTER PowerPoint template.
Figure 12 DECENTER PowerPoint template.

Thank you!

More information at:

Figure 13 DECENTER PowerPoint template.
6. Project Website

6.1 Introduction and Purpose

The purpose of the project Website (www.decenter-project.eu) is that it should provide a public-facing hub for: information about the DECENTER project partners; regarding the project deliverables, results and progress and should act as a repository for dissemination materials (factsheet, press release etc.). The DECENTER Website will also act as a host for the project blog and important links and news regarding the project.

The Website was designed with user functionality foremost. It was further designed to a ‘living’ deliverable that would grow with the project in terms of increasing content and displaying deliverables. The Website was designed using DECENTER branding as well as partner-specific logos and EU imaging. The project blog forms part of www.decenter-project.eu that acts as an active “blog of research”, where partners can put articles about intermediate results, events etc.

The project Website is a branded dissemination tool that functions as a conduit for project information and the project blog. It is an ongoing deliverable that will be updated throughout the project as necessary.

6.2 Function of the DECENTER Website

The function of the DECENTER Website can be defined in four clear ways:

- The promotion of the DECENTER project progress through the DECENTER blog,
- The creation and development of the DECENTER brand through developing audience,
- The collation of DECENTER dissemination material for download/viewing (in the different types of documents),
- The DECENTER Website will be shared by partners on their company Websites.

6.3 Design of the DECENTER Website

The DECENTER Website is built using WordPress. It is based on the ‘Hestia’ theme, adapted on the design guidelines of the logo and previous graphic applications. As with all modern Websites it employs a responsive design so that it can be viewed optimally on mobile and tablet devices. In addition it is compatible with all major internet browsers and will be updated regularly to maintain this, in line with common Website practise.

Figure 14 Project Website in responsive layout shows project Website in desktop, tablet and mobile phone layout.
6.4 Technical specification of the DECENTER Website

The DECENTER Project Website, accessible at domains https://www.decenter-project.eu, https://www.decenterproject.eu and https://www.de-center.eu, is running in ARNES' (The Academic and Research Network of Slovenia) custom server offering, located in Ljubljana, Slovenia. The server is a Virtual Machine hosted on a KVM hypervisor with two assigned virtual CPUs, powered by underlying 2.3 GHz Intel Haswell processor. It has 4 GB of RAM, 100 GB of disk space and a network interface with 1 Gbps link speed. VM's operating system is Ubuntu Bionic 18.04.1 LTS with Linux kernel version 4.15.0.24.

The Website is based on Wordpress content management system (CMS), which is composed of Apache HTTPD server (version 2.4.34), PHP engine (version 7.0.31), Wordpress CMS (version 4.9.8) and MariaDB SQL database (version 10.1.35). The whole software stack is deployed on two Docker containers. The HTTP communication is secured using SSL/TLS certificate issued by Let's Encrypt.

Currently, all the Website content is served from a single VM as described above. It is planned to accelerate static content retrieval (i.e. images and scripts) by utilising one of free Content Delivery System offers.

6.5 Visual presentation of the DECENTER Website

The DECENTER homepage (www.decenterproject.eu) contains a landing page for the site, and contains a brief overview of the project. It contains all the recurring elements of the DECENTER Website, which feature on every page to provide a consistent appearance and information.

Front page has a structure of nine different content sections vertically from top to bottom:
D6.1: Visual identity and project Website

- navigation menu section with buttons for subpages and project logo as home page button,
- landing page section with project headline in a form of a HERO section on a characteristic graphic background and three quick information access buttons,
- news section with recent post extracts and Twitter feed,
- introduction sections with a brief overview of the project,
- research an innovation section with descriptions of four actions,
- use case section with horizontal slider with four different slides,
- 'In Numbers' animated sections that shows some interesting project facts in numbers,
- Consortium section with horizontal slider that contain four slides with consortium partners logotypes,
- Funding and copyright section with footer navigation menu and social media buttons.

Sections differ in different colour and graphics of backgrounds and are accessible by vertical scrolling. Figure 15 shows home page at a glance.

Landing page background, on Figure 16, consist combination of static and animated graphics with circles of different colours and sizes and transparency. Part of circles are animated to flow around background canvas on a subtle, continuously changing, chain network mesh which represent a Blockchain.

News page, screenshot shown on Figure 17, collects all posts about project in a form of timeline scheme published by DECENTER project administrator. An extended Tweeter feed is added at the bottom of the page.

Innovation page, screenshot shown on Figure 18, contains information about project key innovation and objectives in two different sections. Innovations are described in four and objectives in ten sets, differed with different icons.

Consortium page, on Figure 19, contains a short description of project partners, their logotypes and links to partners domains, contacts and different social web sites.

The Download and Publications page (not published in an initial phase) will provide an area to store all publically downloadable assets that the project produces when ready to publish.

6.6 Search Engine Optimisation

Search Engine Optimisation (SEO) for project Website has been implemented to achieve greater visibility. After just two weeks after launch the Website was ranked second on Google search when searching for the keywords 'decenter project'.
Figure 15 – DECENTER Website - home page at a glance.
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Figure 16 DECENTER Website – landing page.

Figure 17 DECENTER Website – news page.
**Figure 18 DECENTER Website – INNOVATION page.**

**Figure 19 DECENTER Website – CONSORTIUM page.**
7. Project Social Media

7.1 Introduction and Purpose

The presence of a project in social networks is very important in terms of overall visual recognition of a project. The consortium is about to rely on the power of social media to communicate the project, the produced materials and to organize events therefore visual experience should be consistent throughout all platforms and media.

Project social media presence include account on two main networks, Facebook and Twitter:

Facebook project page: https://www.facebook.com/decenterproject

Twitter project page: https://twitter.com/decenterproject

Accounts in the most used channels will be active and used as soon as any events, outcomes or blog material from the project will be available. All posts have to be correctly hash tagged with #H2020 in line with project strategy.

The aim is to publish visually attractive and graphically clear and readable posts with good use of available photos and screenshots with a positive statement about how well the project is performing.

7.2 Design

Graphic design of social media accounts follows and continues the design guidelines of the logo and previous graphic applications. All graphic elements are adapted to the graphical requirements of each social network in terms of the resolution, dimensions and the placement of different graphic elements.

7.3 Presentation

Figure 20 show screenshot of a project Facebook page. Project logo is used as a profile picture. Slightly adapted content of a project leaflet is used as a cover photo and includes title of project and all of Consortium partners logotypes. Projects characteristic background with multi-coloured circles is upgraded with a signs of project topics.

Twitter home page screenshot on a Figure 21 shows similar approach to project Facebook’s page. Graphic material has been reduce to fit overall simpler and cleaner design of a Twitter web page. According to the colour-less saturated image of the Website cover photo includes only a project name, title on a project characteristic background.
Figure 20 DECENTER Facebook Website.
Figure 21 DECENTER Twitter Website.
8. Project’s other communication and dissemination activities

This section presents communication channels that target specific public. At present, these channels are Zenodo/OpenAIRE and ResearchGate. Finally, a list of dissemination activities done so far is compiled.

Zenodo, seen on Figure 22 and Figure 23, is a research data repository created by OpenAIRE and CERN and supported by the European Commission (Figure 24). It provides a database for researchers to deposit datasets. ResearchGate, on Figure 25, is the professional network for scientists and researchers share, discover and discuss research.

As a part of dissemination activities, the DECENTER consortium already published one paper related to the DECENTER project and is shown in Table 1. The list will be updated in the upcoming deliverables.

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Figure 22 Various publications – ZENODO.

Figure 23 Various publications – ZENODO.
Figure 24 Various publications – OpenAIRE.

Figure 25 Various publications – ResearchGate.
9. Conclusions

This document has laid out the key elements of the DECENTER visual identity and project Website. It has explained and given visuals to the parameters, functions and the reasoning behind these elements. This is an ongoing ‘living’ deliverable and will be updated throughout the project on a feedback-based basis.
Abbreviations/Glossary

CMS - Content Management System
HTTP - HyperText Transfer Protocol
KVM - Kernel-based Virtual Machine
RAM - Random-Access Memory
SEO - Search Engine Optimisation
SQL - Structured Query Language
SSL - Secure Sockets Layer
TLS - Transport Layer Security
VM - Virtual Machine
WP - Work package