INNO-SOFC Deliverable D5.1

Project webpage, logos, and templates

Date: 22.1.2016

Lead Beneficiary: ENEA

Nature: Report

Dissemination level: Public

Summary:

Promotion of INNOSOFC is an essential activity for the project's marketing and 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 fuel cell systems in the European area. To this effect, a project Website, Logo and dissemination template have been designed and implemented, and are presented in this Deliverable.

1. Objective

Promotion of INNOSOFC is an essential activity for the project's marketing and 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 fuel cell systems 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 SOFC technology in general and of the INNOSOFC cogeneration system in particular. To this effect, a *Project Brand* is necessary, to make identification of INNOSOFC 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 deliverables, working documents, with the functionality to post, read and edit documents). The reserved area is being managed by the Project Coordinator, through a VTT-hosted workspace. The public portal is hosted by ENEA and answers to a .eu domain name. http://www.innosofc.eu/ Finally, to aid in dissemination and report formatting, a presentation template and project poster have been created.

2. Project branding

2.1 Logo

In creating the project logo (see header of this document), the first step was to analyze and define the Project's aims and requirements. Information on the type of contents, quantity of data to be made available on the network, reference targets and their expectations was collected in order to:

- design and implement the Project's logo
- define the architecture, design and implement the website.

Fig. 1 – INNOSOFC Project Logo

The implemented logo reproduces the Project's acronym and conveys the idea of a no-nonsense, positive, impactful brand, referring in the colour selection to the primary colours (blue, yellow, red). These also suggest continuity with the FCH JU project SOCTESQA (www.soctesqa.eu), which aims at increasing quality assurance of SOFC stacks by the definition of robust test procedures: these, as well as all relevant standards and technical specifications applicable to the technology, will serve as a guarantee for the reliable characterization of the INNOSOFC core module.

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.

2.2 Website and reserved area

Fig. 2: Site homepage – address: http://www.innosofc.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 (Plone) have been set so as to obtain a good aesthetic result with the most used monitor resolutions. They also have been tested with the past most used browser releases and the latest ones so as to meet the accessibility and usability requirements specified by the laws in force they must abide by.

The site is made of 6 public sections and an optional Reserved Area. It has a modern layout that includes quick links to news items and results, and displays a Tag Cloud for key-word related searching.

The news items are updated regularly and the results tab contains key achievements that are public outcomes of the project.

On the main menu bar, the different sections open pages providing more in-depth information on the Project, SOFC technology and benefits, Partners and their roles, and how to join the newsletter campaign and contact the partners. The website was published in 22.12.2015.

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 VTT, and is organized into the different work packages which are managed by the Work package leaders. Each partner has a password-protected access to the team-site for full participation and sharing.

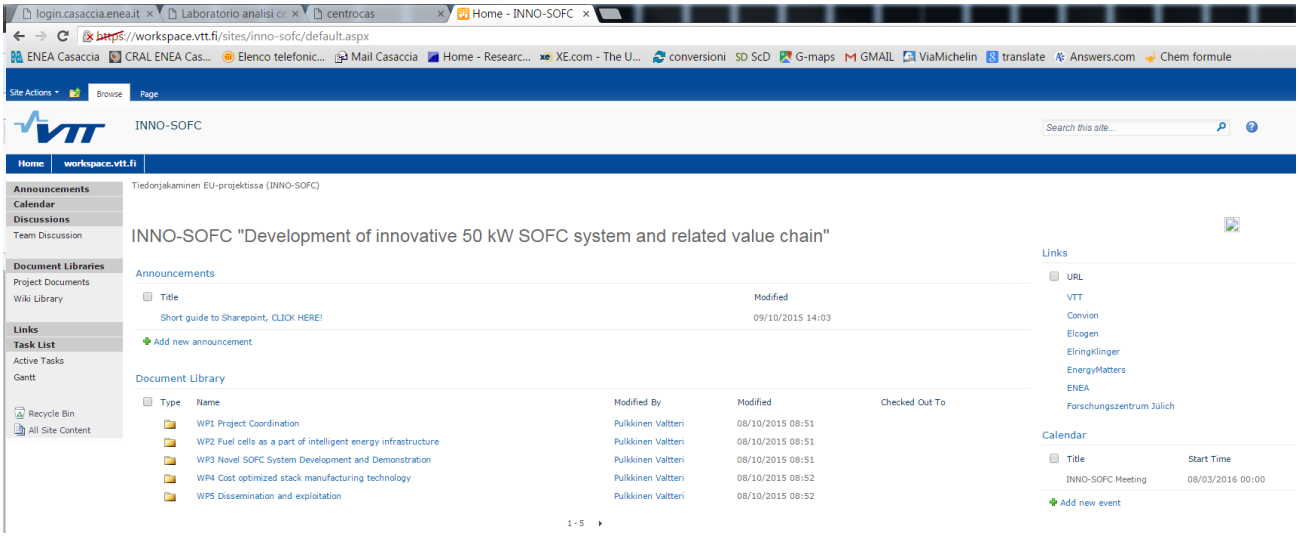

Fig. 3: Project workspace for data sharing – address: https://workspace.vtt.fi/sites/inno-sofc/default.aspx

3. Project presentation template

To aid in dissemination and report formatting, a presentation template and project poster 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.

Fig. 4: Project presentation template

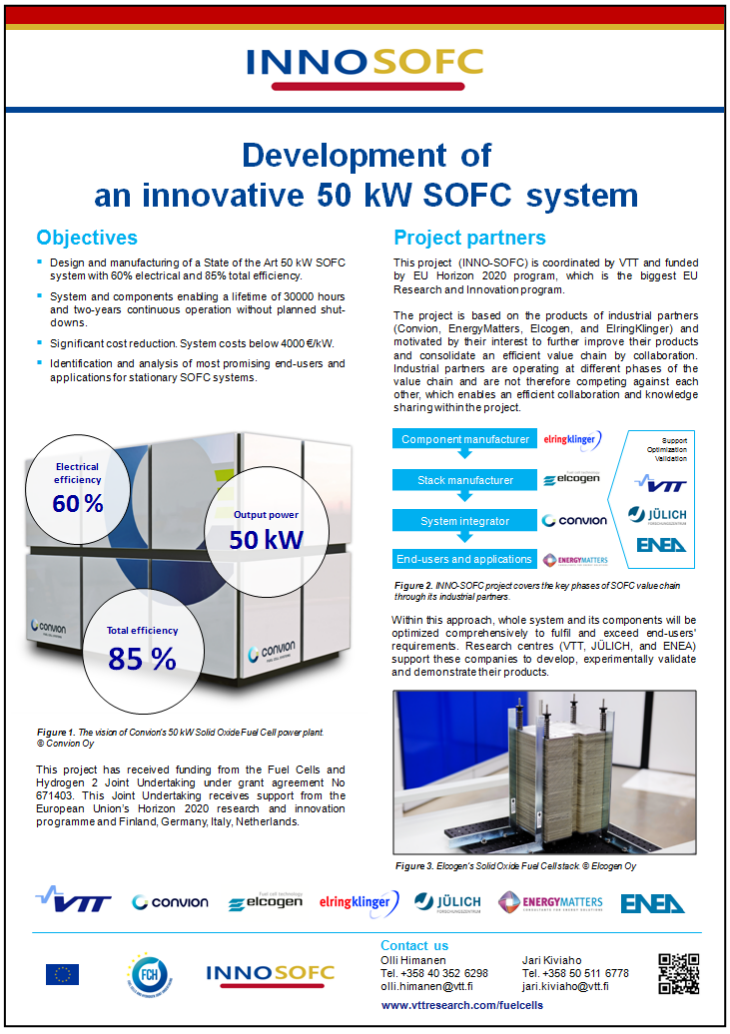

Fig. 5: Project poster template