



## BrainCom Deliverable D7.1

### Communication tools (project identity set, website, logo)

<b>WP</b>	7	Title
<b>Task</b>	7.1	Dissemination and Communication
<b>Subtask</b>	7.1.1	Website and core dissemination tools

<b>Dissemination level<sup>1</sup></b>	CO	<b>Due delivery date</b>	31/01/2017
<b>Nature<sup>2</sup></b>	R	<b>Actual delivery date</b>	11/05/2017

<b>Lead beneficiary</b>	<b>ICN2</b>
<b>Contributing beneficiaries</b>	ICN2; WS

Document Version	Date	Author	Comments <sup>3</sup>
V1	13/04/2017	Wavestone – Raphaël Peixoto	
V2	01/05/2017	ICN2 – J.A. Garrido	
V3	03/05/2017	Wavestone – Raphaël Peixoto	
VF	06/05/2017	ICN2 – J.A. Garrido	

<sup>1</sup> Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)

<sup>2</sup> Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

<sup>3</sup> Creation, modification, final version for evaluation, revised version following evaluation, final

## Deliverable abstract

This deliverable contains the logo, explanations and screenshots about the different sections to be found into the released BrainCom website, as well as information on the BrainCom graphic chart.

## Deliverable Review

Reviewer #1: José Antonio Garrido.....			Reviewer #2: .....		
Answer	Comments	Type*	Answer	Comments	Type*
1. Is the deliverable in accordance with					
(i) the Description of the Action ?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<i>Not applicable</i> <i>(WPL = Coordinator)</i>	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
(ii) the international State of the Art?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<i>Not applicable for this deliverable</i>	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
2. Is the quality of the deliverable in a status					
(i) that allows it to be sent to European Commission?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<i>Not applicable</i> <i>(WPL = Coordinator)</i>	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
(ii) that needs improvement of the writing by the originator of the deliverable?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<i>Not applicable</i> <i>(WPL = Coordinator)</i>	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
(iii) that needs further work by the Partners responsible for the deliverable?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<i>Not applicable</i> <i>(WPL = Coordinator)</i>	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a

\* Type of comments: M = Major comment; m = minor comment; a = advice

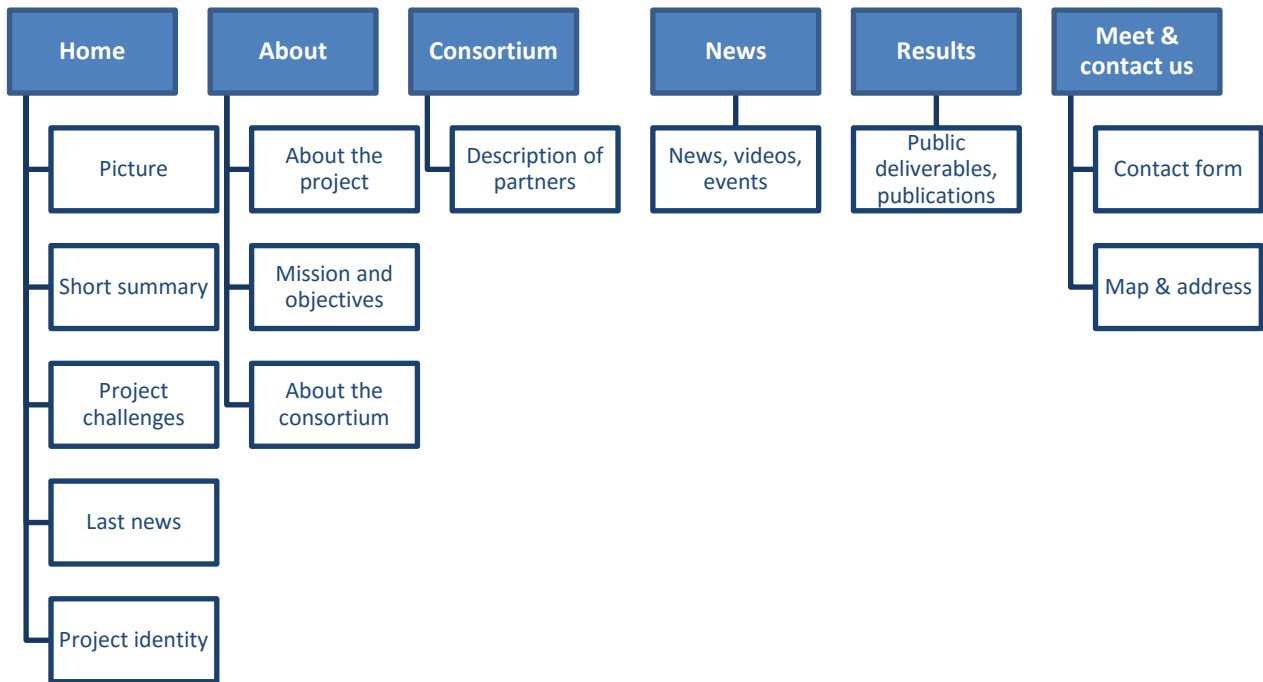
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## 1. Introduction

The BrainCom project website has been released by Wavestone and will be maintained with general project information, project results, relevant news, consortium members, and information on the status and activities organized by the partners. Public documents generated by the project will also be available on the website. The Management team will prepare an editorial plan in order to update continuously the web site with the contributions of all partners.

## 2. Website structure



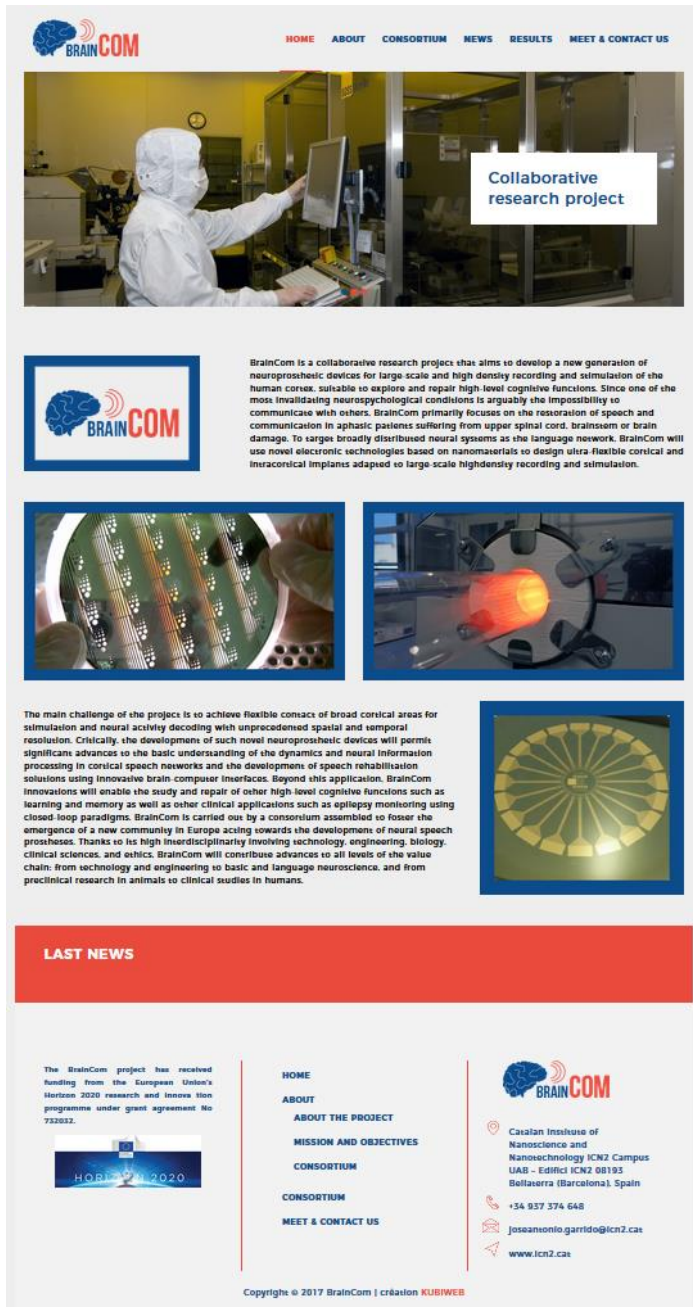
**Figure 1: BrainCom website breakdown**

## 3. BrainCom logo and Website

The BrainCom logo (see below) has been chosen by the General Assembly via vote.



**Figure 2: BrainCom logo HD**



**Figure 3: BrainCom website homepage**

## 4. Visual chart of the BrainCom project

The BrainCom project has its own visual identity:

- Main title is displayed in dark blue color, Arial 16.
- Section titles are displayed in dark blue color, Arial 14.
- Normal text is displayed in Arial 11 black color.

Templates with this identity have been provided to the BrainCom project partners and submitted to the European Commission within Deliverable D8.1 Manual of Management:

The BrainCom website address is:

<http://www.braincom-project.eu/>

In the BrainCom website, the homepage gives a short overview of the project and the last news regarding the project (conference attendance, last released public reports, etc.).

Additional explanation and links to specific results are displayed in the “About” page. The members of the project are presented in a specific “Consortium”. The BrainCom website will provide information to the general public about the latest project developments and about the progress of the project steps.

The page “Results” in the website will be dedicated to the diffusion of the project results. Additionally, the most relevant new results and highlights will be published in the “News” category in order to offer an easy and regular access to this information. This page will be regularly updated.

A specific contact page “Meet and contact us” is also included in order to give the possibility to interested people to interact with the BrainCom team and ask questions, to learn more about the BrainCom technologies and exploitation possibilities, taking part in dissemination activities, contribute to the project or even invite BrainCom partners to conferences.

- Communication request template;
- Deliverable report template;
- Meeting minutes template;
- Meeting agenda template;
- Meeting presentations templates.

For the visual presentations (Microsoft Powerpoint), the BrainCom project stakeholders may use the different colors of the project chart: dark blue, black, and even, in a rationalized way, the orange color that is used within the website (see Figure 3). The Arial police will be preferred for display. The BrainCom project logo (top left corner) and the Horizon 2020 logo (top right corner) will be always be displayed.

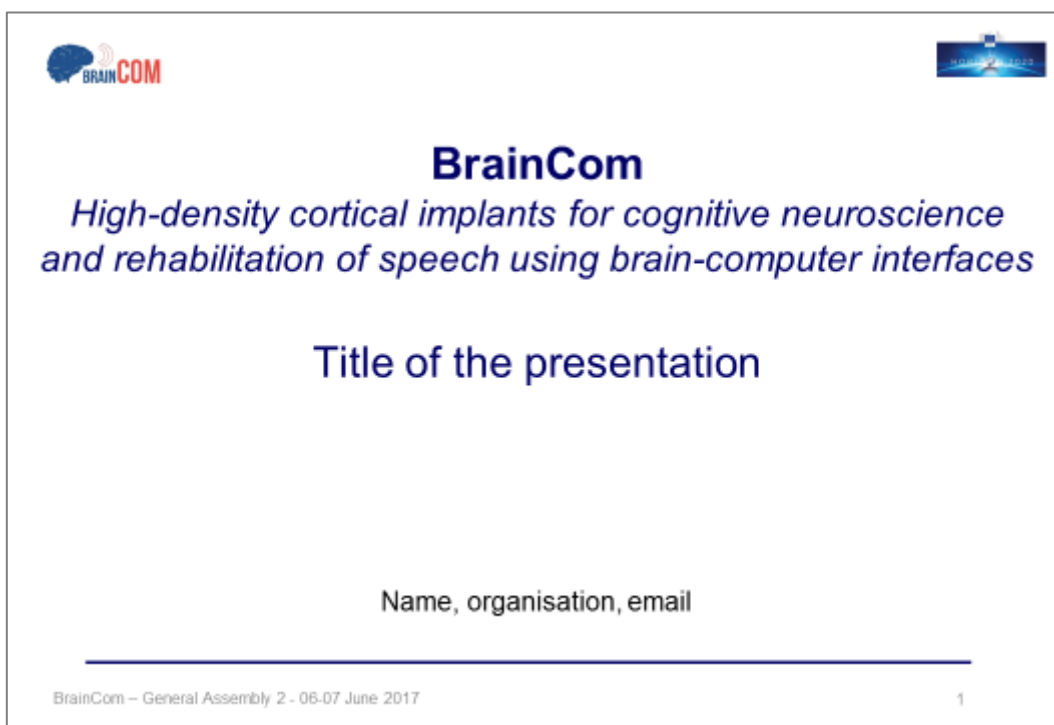


Figure 4: Powerpoint template example

## 5. Conclusion

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The BrainCom website will be updated on a regular basis under the responsibility of ICN2 to ensure it provides information adapted for specific target groups, including researchers, students, future customers and investors. The participation of partners at events as well as the BrainCom workshop will also be advertised ahead of time on the site.