

PRECISE4Q



PREDICTIVE MODELLING IN STROKE

DELIVERABLE

Project Acronym: **PRECISE4Q**

Grant Agreement number: **777107**

Project Title: **Personalised Medicine by Predictive Modelling in Stroke for better Quality of Life**

D7.3 Corporate identity, branding policy, and project website

Version: 1.0

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Dissemination Level		
PU	Public, fully open	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	



Revision History, Status, Abstract, Keywords, Statement of Originality

Revision History

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Abstract (for dissemination)	This report presents the steps taken to establish the visual identity and online presence for the PRECISE4Q project, as part of the project's broader corporate identity and branding policy in months 1-3.
Keywords	Dissemination, communication, corporate identity, logo, website, social media

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.



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Executive Summary

This report presents the steps taken to establish the visual identity and online presence for the PRECISE4Q project, as part of the project's broader corporate identity and branding policy in months 1-3. The most important achievements consist in the development of:

- the project logo
- deliverable and presentation templates
- the PRECISE4Q factsheet
- the official website (precise4q.eu)
- the project Twitter account (@Precise4Q)
- Online collaboration platforms

The report also clarifies efforts undertaken to organize an online shared workspace for members of the consortium.



1 Introduction and purpose of this deliverable

This report describes efforts undertaken as part of Work Task 7.4 “Communication and outreach strategy and planning”.

The project communication and outreach plan pursues four dissemination objectives:

- DO1. Raise awareness
- DO2. Engagement of key stakeholders
- DO3 Scientific publications and conferences
- DO4. Successful market launch

The plan will be carried out via a multi-channel strategy:

- CH1. Project website.
- CH2. Scientific publications
- CH3. Social media, press releases and media attention
- CH4. Webinars, workshops, and conferences

Task 7.4 will lead and coordinate internal and external dissemination activities and outreach to specific external stakeholders throughout the 48 months of the project.

The objectives for months 1-3 consisted in the development of a corporate identity as part of the communication policy, for all future communication material. This includes a website for the project. Integral to PRECISE4Q’s corporate identity is its branding policy which has guided the design of the project logo, templates and project website.



2 Branding

2.1 Logo

The PRECISE4Q logo has been developed and shared with all partners. It will be used in all promotional material related to the project, on- and offline.



Figure 1: PRECISE4Q Logo

2.2 Templates

Three templates, for project deliverables, (MS Word) and presentations (MS Power Point) respectively have been developed and shared with project partners for use throughout the duration of the project.

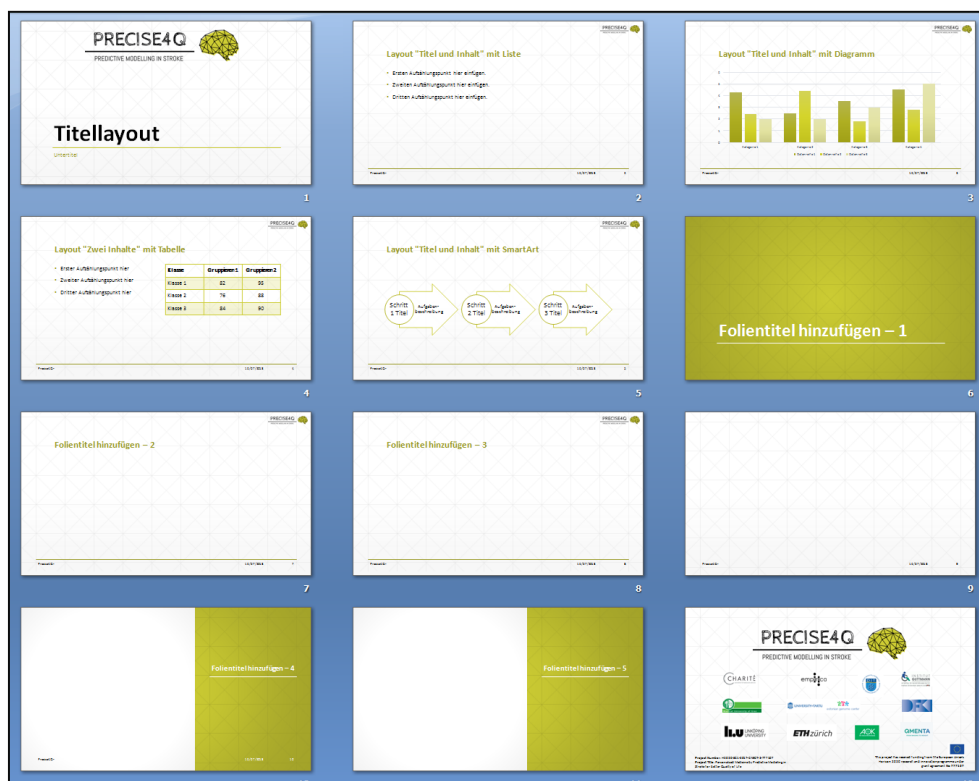


Figure 2: PRECISE4Q MS PowerPoint presentation template



PRECISE4Q

PREDICTIVE MODELLING IN STROKE

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UNIVERSITÄTSMEDIZIN BERLIN

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DIT
DUTCH INSTITUTE OF TECHNOLOGY

INSTITUT
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HOSPITAL DE NEUROREHABILITACIÓ
Institut Universitari adscrit a la UPB

Medical University of Graz

UNIVERSITY OF TARTU

estonian genome center

DFK

li.u LINKÖPING
UNIVERSITY

ETH zürich

AOK
Die Gesundheitskasse

QMENTA
FROM IMAGING TO INSIGHT

Project Number: H2020-SC1-2017-CNECT-2-777107
Project Title: Personalised Medicine by Predictive Modelling in Stroke for better Quality of Life

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No **777107**

Figure 3: Concluding Slide PRECISE4Q MS PowerPoint presentation template



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Dx.y --- Title

Revision: 0.xxx

Authors and Contributors:	Name (beneficiary); Name (beneficiary);

Responsible Author (Name)	Email
Beneficiary	Phone


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Figure 4: PRECISE4Q Title page of MS Word deliverable template

2.3 Colour code and font

PRECISE4Q templates make use of the following colour (RGB code), based on the project logo:

- 204, 205, 51 

The PRECISE4Q deliverable template uses Calibri as a font, while the PowerPoint templates uses both Calibri and Calibri Light.

2.4 Factsheet

A project factsheet condenses information about the scope and objectives of the project as well as contact and project team information into one page. It will be distributed using PRECISE4Q's online media channels (website, Twitter) and at public events the project will attend. The factsheet will be updated accordingly, as work in the project progresses.



3 Online channels

3.1 Project website

The official PRECISE4Q project website has been launched in July 2018 and can be accessed at precise4q.eu. The website uses a responsive layout and has been built on Typo3, an open source content management system.

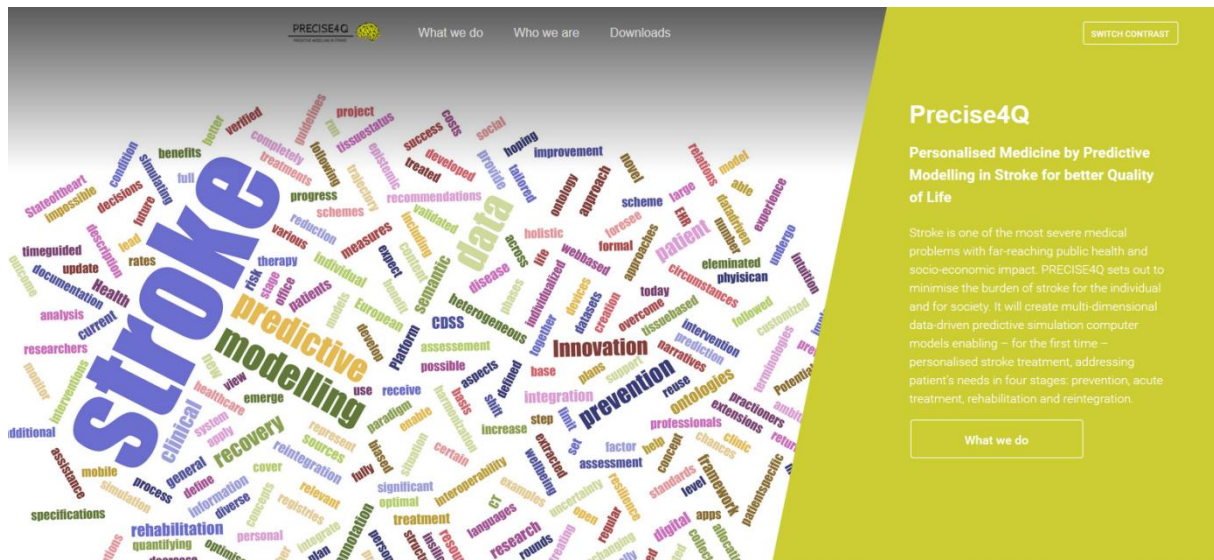


Figure 5: PRECISE4Q.eu homepage

The navigational structure of the website is as follows:

- The homepage of the website features the full name of the project and a very short description.
- Clicking the button labelled “What we do” redirects to the eponymous section of the website which offers a detailed summary of the scope of the project.
- The lower half of the home page is reserved for shortcuts to the three most recent news items, to be displayed in columns. The website will be regularly updated with news which will be collected in a “News” section.
- A section titled “Downloads” will serve as a repository of the project’s publishable output.
- The “Who we are” section presents all consortium partners with links to their respective websites, using an accordion layout.
- A Twitter button will be added in the upper left corner of the homepage, redirecting to the project’s official Twitter account.

3.2 Social media

3.2.1 Twitter

The PRECISE4Q Twitter Account has been active since June 2018. Publishing news on the project website will be accompanied by corresponding tweets on twitter. Through Twitter, the project can reach out directly to the larger stroke research and patient community, in particular to networks such as the Stroke Alliance for Europe (@StrokeEurope) as well as the various official channels of the European Commission (e.g. @eHealth_EU) which will serve as multipliers for disseminating and communicating project results.

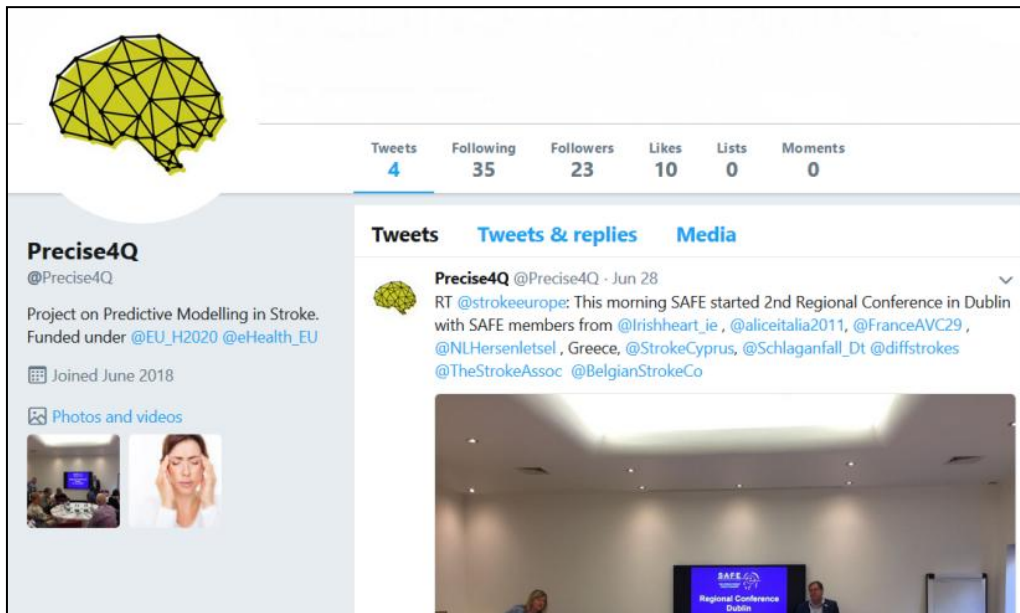


Figure 6: PRECISE4Q Twitter account

3.2.2 Future plans

The consortium considers setting up a LinkedIn account and a ResearchGate profile for the project, once the first results emerge. Next to this, a biannual newsletter will be circulated showcasing project results.

3.3 Online collaboration platform

3.3.1 Shared workspace

PRECISE4Q consortium recognises the importance of effective communication between consortium members. This is facilitated by online shared workspaces. The Project Coordinator will provide the workspace, with access being restricted to the consortium members only to avoid broadcasting of the sensitive data and interim results. Solutions currently being considered for this include Dropbox, box, ownCloud or Nextcloud. For the time being, project partners are able to connect via a Dropbox account where project documents can already easily be made available to all those concerned.

3.3.2 Telephone Conferencing via GoTo-Meeting

Technical meetings and telephone or video conferences will be held involving all relevant partners. For this purpose, a project-wide license for the webinar and teleconferencing platform GoTo-Meeting was acquired. Online meetings via the GoToMeeting platform will be scheduled to take place once a month for the Project Executive Committee (PEC) and on demand for the various work packages and tasks and throughout the project lifetime. To avoid double booking, GoToMeeting invitations include a Google calendar created for the project, which partners have subscribed to.

An extensive introduction was presented to all partners during the kick off meeting:



GETTING STARTED WITH GOTOMEETING

- Download the software to your PC at www.gotomeeting.com/host
- Or
- Start a meeting online at www.gotomeeting.com
- Login with user raimer.thiel@empirica.com and password PRECISE4Q

1

THE MAIN MENU | SCHEDULE A MEETING I

- Right-click on the GoToMeeting icon on your Task Bar to open a menu.
- Left-click on Schedule a Meeting to open the schedule panel.

2

SCHEDULE A MEETING

- Give the meeting a name
- Set a date and time
- Decide on audio options
- Choose a password, if desired

3

KEEPING TRACK | CALENDAR

- When sending out meeting invitations, **please always include** precise4q.calendar@gmail.com in order to avoid double bookings of the licence
- Subscribe** to the calendar:
<https://calendar.google.com/calendar/ical/precise4q.calendar%40gmail.com/private-d028518e9a46d914233377026d4feb05/basic.ics>

4

HOW TO SUBSCRIBE TO AN ONLINE CALENDAR

- <https://support.office.com/en-us/article/see-your-google-calendar-in-outlook-c1deb514-0ed4-4811-824e-7a02c5e77126>, starting with #5.
- <https://support.office.com/en-us/article/import-or-subscribe-to-a-calendar-in-outlook-com-ff1429c-3ef8-41e9-e5b4-74f2c278e98c>

5

USEFUL LINKS

- Use this link to meet anytime:
<https://www.gotomeet.me/Precise4Q>
- More information on how to schedule a meeting online:
<https://link.gotomeeting.com/video-schedule>

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Figure 7: Partner Presentation of GoTo-Meeting Facility