Impactive

Website and communication materials

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[1] **PU** = Public, **PP** = Restricted to other programme participants (including the Commission Services),
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  CO = Confidential, only for members of the consortium (including the Commission Services)

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3 INTRODUCTION

The current deliverable comprises the initial communication actions taken by the project, namely:

- Design of a comprehensive Visual ID for the project

- Development of project's website

- Development of communication materials:

    o Video

    o Animation video

    o Initial brochure

    o Initial infographics

These actions were undertaken between M1 and M6 of the project, to establish the solid communication foundations that IMPACTIVE needs for the years to come.

4 VISUAL ID

The Visual ID will accompany and establish the brand of the project for the next years. Thus, it is important to design a brand that is memorable, distinctive and flexible (so it can be adapted to the communication challenges that are yet to come).

4.1 Logotype

Figure 1: Different versions and colours of the IMPACTIVE logotype

The logo has been design following a minimalist, line design. This ensures that the logotype works well in big applications (booths, posters, etc), small applications (brochures, business cards), and online (website, icons, social media, etc).

For the colour palette of the logo, AGATA opted for a colour combination starring green, white, and dark grey – transmitting the project's commitment to both sustainability and technology transfer.

Each colour of the palette signals a different aspect of the project:

- **Green – sustainability:** green is traditionally linked to sustainability and the environment. In this context, green represents IMPACTIVE's commitment to making the industry of pharmaceuticals greener, through new manufacturing methods based on mechanochemistry.

- **White – pharma, health, purity:** far from plain, in IMPACTIVE's identity white serves as a representation of health and pharma, as it's traditionally considered pure, aesthetic and associated with healing.
- **Dark grey – industry and innovation:** the dark graphite grey in the palette is associated with industry and innovation, and reminisces of the metals, such as steel, used in factories and assembly lines. It's also a wink to the deep connection between mechanochemistry and metal tools, like ball mills and extruders.

The IMPACTIVE logo has been adapted for different uses, depending on both the orientation and the background for the logo: horizontal, stacked, positive, and negative. Each one of these versions will find different uses depending on the situation and applications (e.g. dark or light background, space available).

4.2 Resources from the logotype

The "sparkles" in the IMPACTIVE logo have been isolated and adapted for different design applications, such as the website, videos, animations, and more. The short lines will serve as small references to the corporate identity.
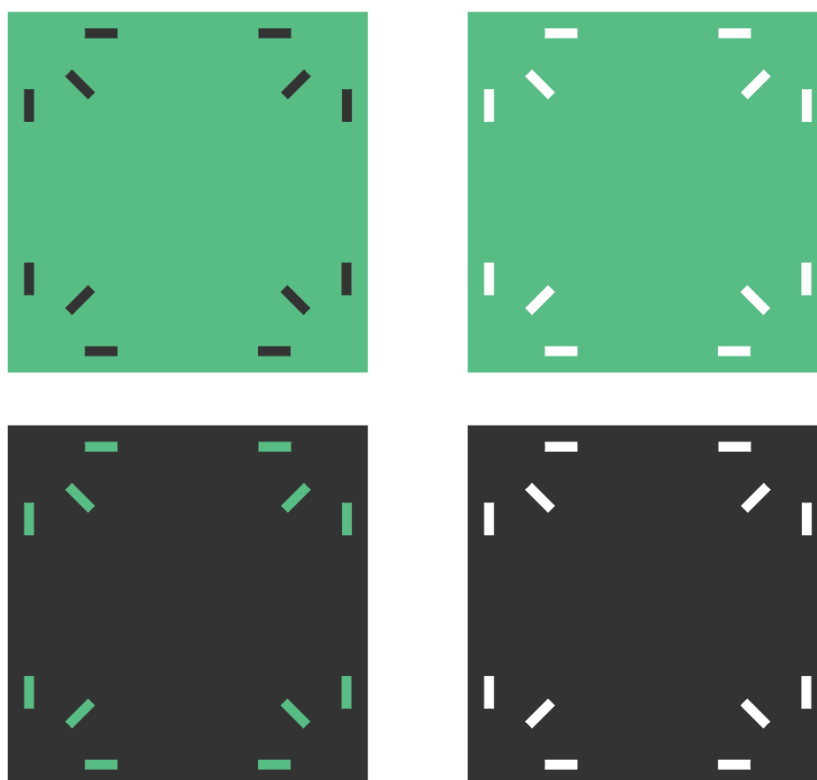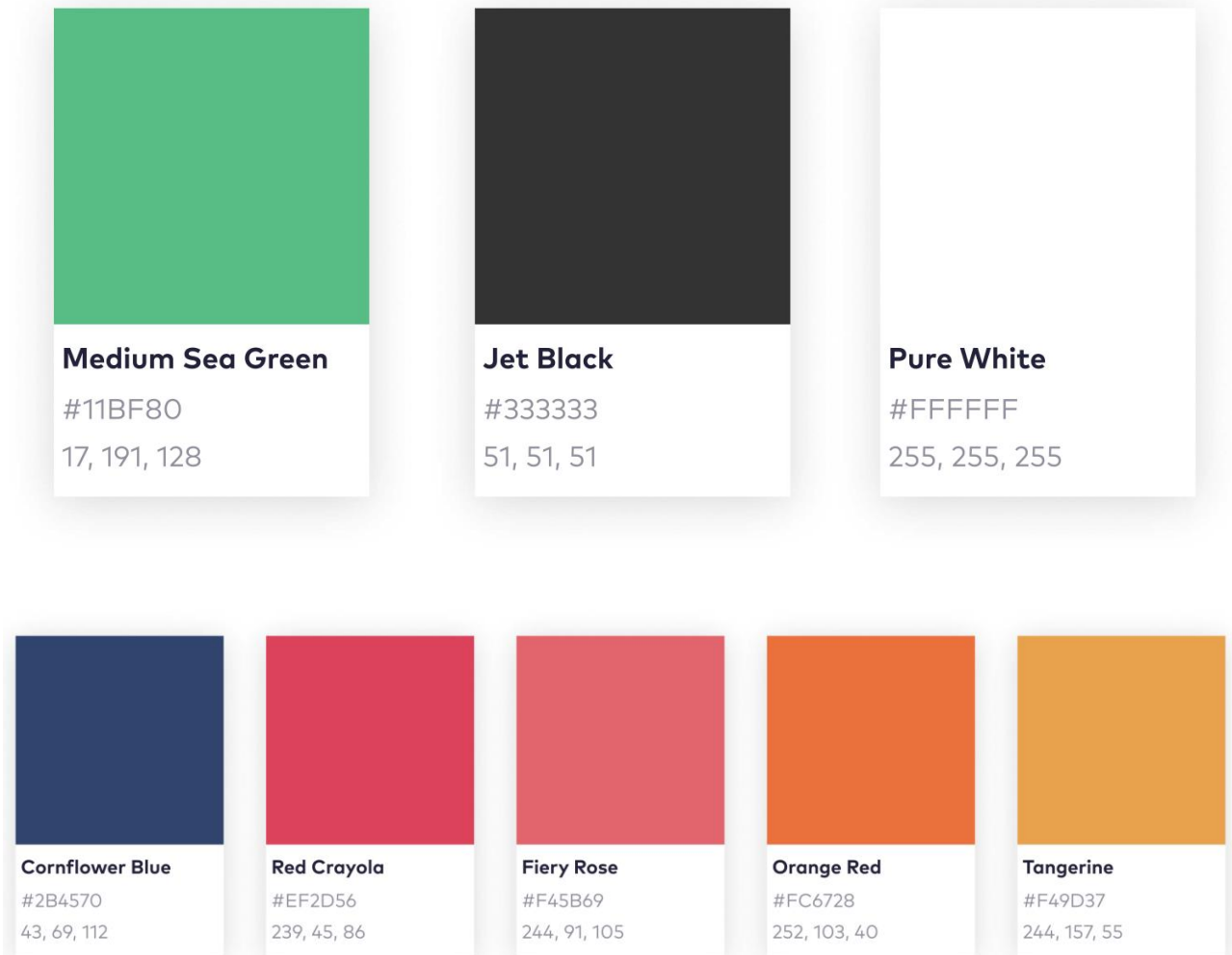

Figure 2: The "sparkle" resources from the logo, in different colours

4.3 Corporate colours

The primary colour palette of the project is derived from the three colours in the logotype: green, dark grey and white. A secondary palette was selected as well, mainly for web applications, where more colours and contrasts are needed.

Medium Sea Green
#11BF80
17, 191, 128

Jet Black
#333333
51, 51, 51

Pure White
#FFFFFF
255, 255, 255

Cornflower Blue
#2B4570
43, 69, 112

Red Crayola
#EF2D56
239, 45, 86

Fiery Rose
#F45B69
244, 91, 105

Orange Red
#FC6728
252, 103, 40

Tangerine
#F49D37
244, 157, 55

Figure 3: Above, the three primary corporate colours of the IMPACTIVE brand. Below, the 5 additional colours for contrasted applications in print and online.

4.4 Typography

Since IMPACTIVE is a project heavily related to technology and technology transfer, we selected a Sans-Serif typography: it's called Britanica. This typography offers a full family, as shown in the figure below. Additionally, another Sans-Serif called Space Grotesk is available for applications that need small texts and fine prints, see below.

Britanica Black as a heading

BRITANICA BOLD AS A SUBHEADING

Space Grotesk.Donec non posuere nulla. In dictum elit ac libero imperdiet, egestas tincidunt odio dapibus. Curabitur elementum dignissim sem vel mattis. Praesent aliquam enim sit amet magna tincidunt, non aliquam felis posuere. Curabitur suscipit ligula et purus elementum pellentesque. Quisque ut magna neque. Maecenas euismod ante et metus tempus, vel commodo lorem elementum. Vestibulum vehicula sollicitudin lacus, ac semper dolor porta id. Pellentesque eu erat felis. Nulla enim turpis, rutrum tincidunt faucibus ut, convallis nec nunc. Donec non risus risus. Donec maximus, nulla a dapibus eleifend, metus sapien volutpat nibh, in imperdiet elit massa tincidunt arcu. Aenean laoreet nibh felis, non molestie felis egestas a.

Figure 4: Britanica and Space Grotesk, the two fonts selected for the IMPACTIVE project, and the suggested pairing.

5 WEBSITE

The website serves as the central public showcase of the project. It compiles all online communication and dissemination materials, informs about the major milestones and progress achieved.

The website has already been established at **mechanochemistry.eu** and the project team is committed to keeping it online and regularly updated during the project's funding period.

Overall, the project's website is readily linked with all the project's social networks, its content is shareable and user friendly and it is customised to address the information requirements of each stakeholder differentially. Additionally, it will also serve as a reference portal on the field of mechanochemistry beyond the scope of the IMPACTIVE project.
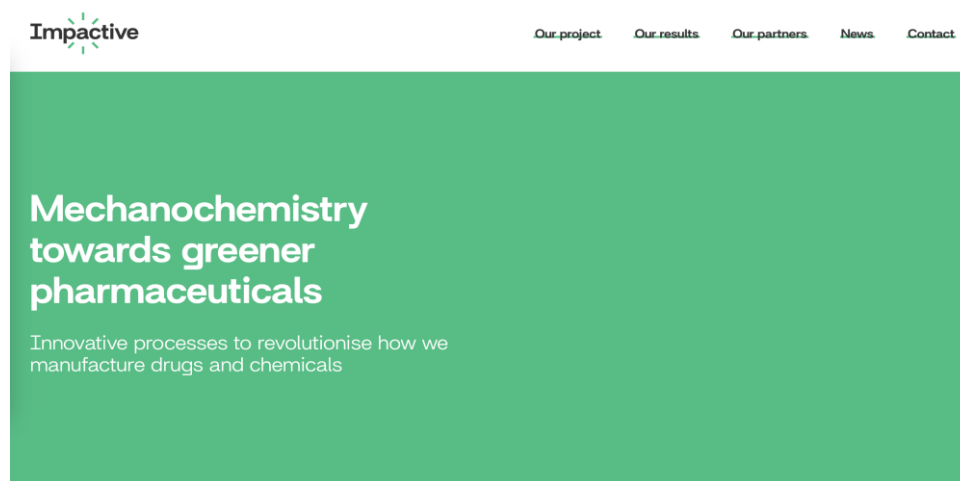

Figure 5: A screenshot of the IMPACTIVE homepage, available on www.mechanochemistry.eu

5.1 Front-end

The front-end is the visible part of the website. Its design follows the Visual ID guidelines of IMPACTIVE, and the Information Architecture of the website is as follows:

- **Home:** the home page displays the main motivations and goals of the project. It also highlights the latest blogposts of the project. The contents are contextualised within the social relevance of IMPACTIVE.
- **Our project:** this section delves deeper into the details of the project. Each WP is broken down into different tabs, to explain their focus and objectives in lay terms.
- **Our results:** this section serves as the main showcase for the project's results, including papers published, deliverables, press clippings and newsletters.
- **Our partners:** here, we list the partners of the project, together with icons that indicate in which WPs they participate.
- **News:** the blog section of the website, where Agata will publish news and updates regularly. By the end of M2, we have already published 2 stories to publicise the launch of the project and report on the first kick-off meeting, held in Montpellier.
- **Contact:** a form to get in touch with the consortium. Its inbox is monitored by Agata.
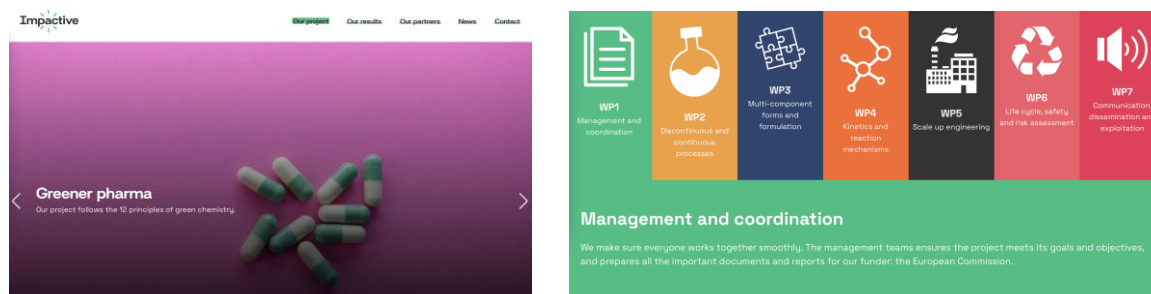
Figure 6: Further screenshots of the IMPACTIVE webpage.

5.2 Back-end

We selected Wordpress as the CMS of choice for the IMPACTIVE website. This choice was based on three main reasons:

1. It is open-source software: Wordpress is licensed under a GNU Public License, which makes it optimal for developing the project's website.
2. Its back-end is user friendly: Wordpress Dashboard is comprehensive and provides a swift User Experience for non-experts. In the case than any other partner of the Consortium has to modify the website, this feature would ease the process and minimise the learning curve.
3. It has a vast community of users. Thanks to this, future developments of the website become quicker and easier to implement, since there is a wide range of plugins and developments by other users, ready to be used.

In addition, AGATA has developed a system of personalised blocks and categories within the website. This system reduces the efforts needed to publish new pages within the website, as there are pieces of pre-designed information within the website. For the moment, the blocks that have been prepared cover the following structured information:

- **Partners:** the information on the section **"Our partners"** is structured, and for each partner, the following information is entered:
  - Partner's name
  - Partner's logo
  - WPs they belong to
  - Short description (optional)
  - Partner category: Coordinator, Partner or Associated Partner
- **Publications:** a block to publish publications by the IMPACTIVE consortium throughout the project. This information is very structured (title, authors, journal, DOI), and will be shown on the section **"Our results"**, once the project partners start publishing papers. To improve the SEO of the IMPACTIVE website, and facilitate finding the project's results, this information is tagged following the W3C standards and recommendations.
- **Public deliverables:** this block will facilitate listing the public deliverables of the project on the section **"Our results"**. As with the previous block, W3C standard tags for reports are used, to improve the SEO of the website.
- **Latest News:** this block enables the team to customise how the latest news are shown on the website.
- **Tabs:** a system of tabs have been implemented. This is used on the section **"Our project"**, to summarise in one place the work of the different WPs.

- **Slider:** a block to customise how a slider of images behaves and appears on the website.
- **Image + Text:** a block of text and an accompanying image, that can be used in a modular way.
- **Press releases:** we provided a module to handle and organise press releases and media appearances.

6 COMMUNICATIONS MATERIALS

To support the communication actions on social media, events, and other channels, we created a series of materials to summarise the project. Each one of them is explained below.

6.1 Video

We seized the opportunity of the kick-off meeting in Montpellier to record material and declarations of different members of the consortium, to produce a video where the partners explain different facets of the project.
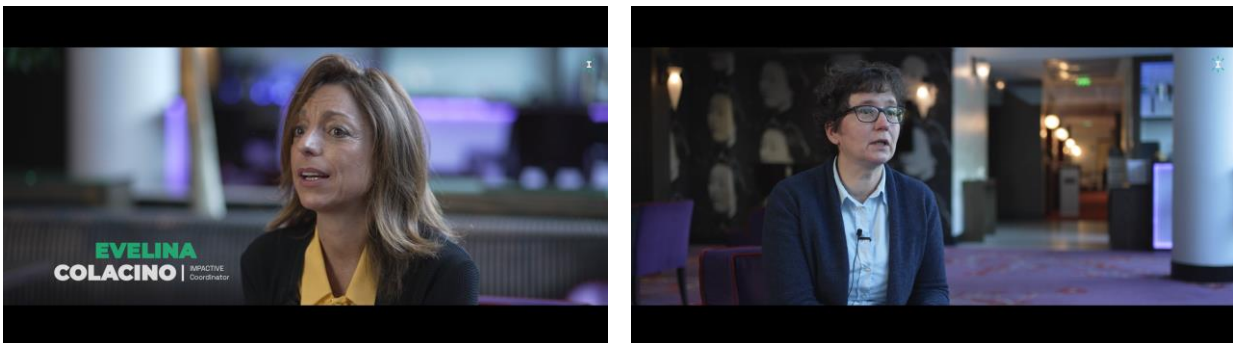
Figure 7: A couple of screenshots from the video

The video will be used in social media channels and events, and the discarded footage is going to be used for short, thematic videos on social media. The video can be accessed in the YouTube channel of the project.

6.2 Animation video

Animation is a perfect audiovisual format for communication. We crafted a 2-minute animation video, aimed towards the general public, explaining the main points and goals of the IMPACTIVE project.
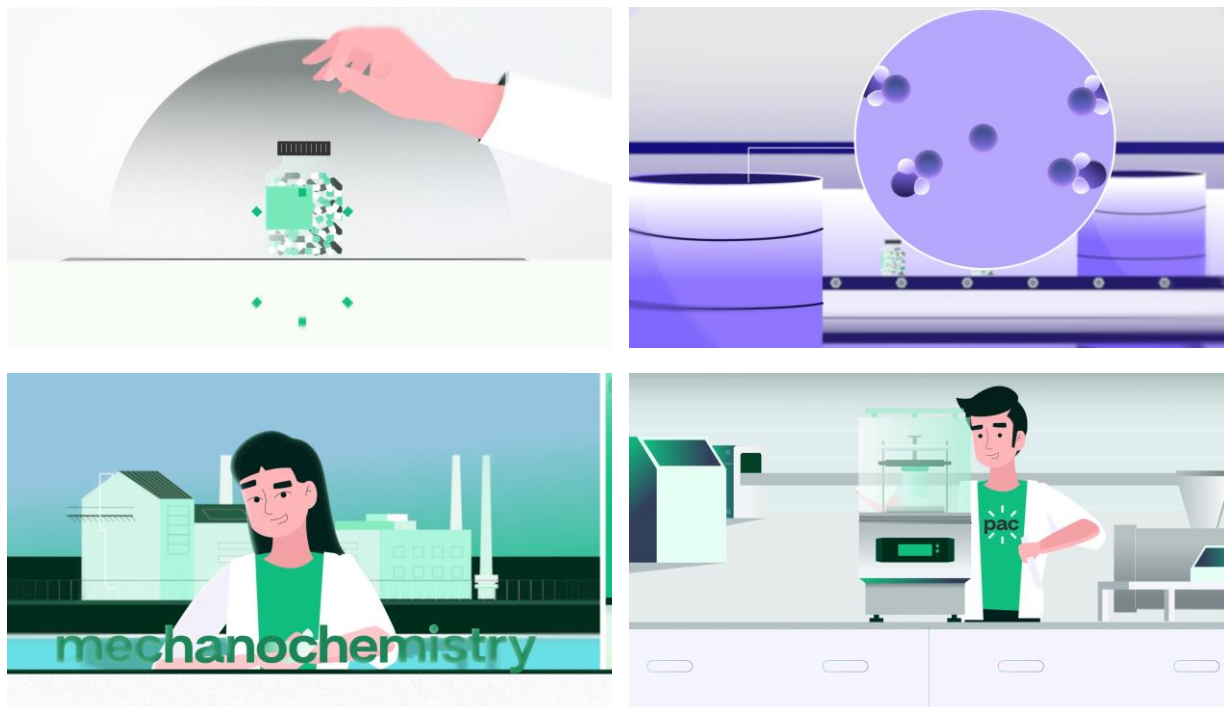
Figure 8: Several screenshots of the animation video.

The main highlight of the video:

- Narrative focus: the video starts with a hook question. "Have you ever thought about the environmental impact of the pills we take?". This guides the curiosity of the viewer, to introduce the problem of solvent-based processes. Then, mechanochemistry is introduced as an alternative, and we explain the main objectives of the project.
- Design: the animation has an elegant flow, and follows the colours of IMPACTIVE and the design guidelines.

The video is available on the YouTube channel of the project, and will be used throughout the social media channels. Currently, it is subtitled into English.

6.3 Infographic poster

As part of the initial communication materials, we wanted to provide a printed material in a bigger format, which will be useful to attract attention at fairs and conferences. Therefore, we designed a project infographic.
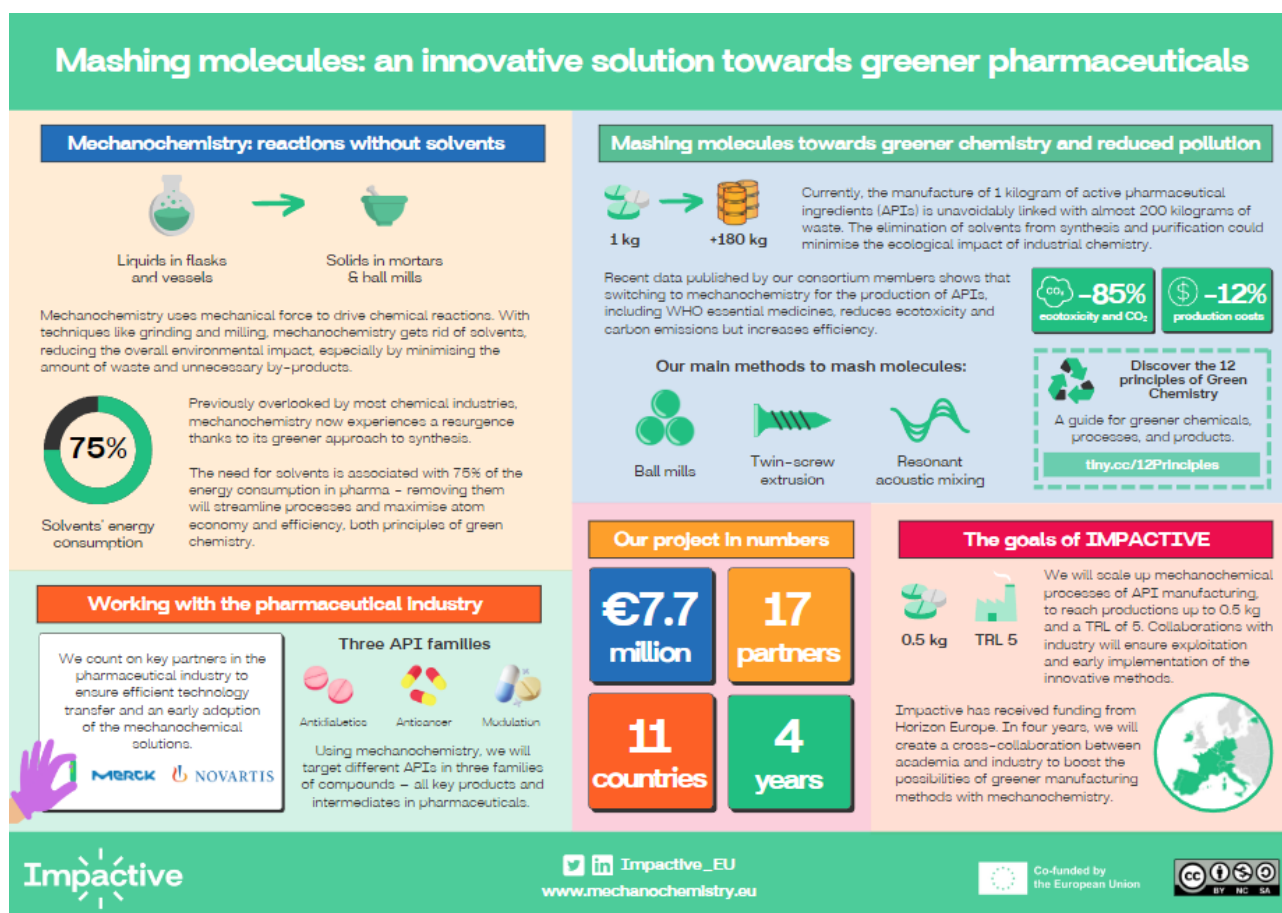
Figure 9: Infographic of the project

In this infographic, we make use of the colourful branding of IMPACTIVE to highlight the different sections. Together with the titles and other design elements, it give the infographic a distinctive 90s-comic style that grabs the attention of the viewer.

6.4 Brochure

IMPACTIVE partners will attend a lot of events throughout the lifetime of the project. So, we designed an initial, basic brochure that presents the project. It's available to the partners, so they can print it when needed. This brochure will be adapted and modified, to tailor it to different events and needs.

Figure 10: Frontal design of the brochure

Figure 11: Inner design of the brochure

6.5 Social media creativities

A big chunk of social media management has to do with creating engaging visuals. We developed a series of templates that follow the visual guidelines of the project, to use on social media. This will improve and ease the management of social media profiles throughout the lifetime of the project.
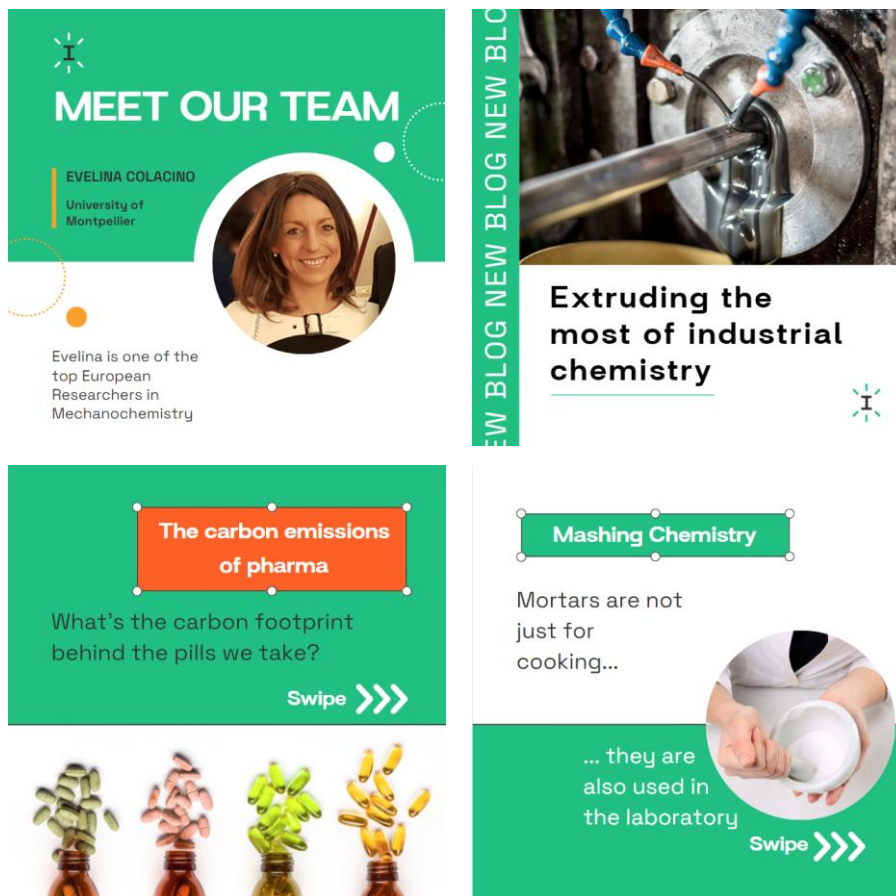

Figure 12: Social media creativities for IMPACTIVE