

D6.6: Website and Project Logo

Grant Agreement Number: 713514

Project Acronym: ICARUS

Project title: Innovative Coarsening-resistant Alloys with enhanced Radiation tolerance and Ultrafine -grainedStructure for aerospace application

Starting Date: 01/09/2016

Project Duration: 36 months

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Due Submission Date: 31/10/2016

Actual Submission Date: 31/10/2016

Status	
Draft	
Final	X

Type		
R	Document, report	X
DEM	Demonstrator, pilot, prototype	
DEC	Websites, patent fillings, videos, etc.	
OTHER		

Dissemination Level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

Revision History

Date	Lead Author(s)	Comments
25/10/2016	EASN-TIS	Draft version_v1
26/10/2016	UBU-ICCRAM	Revision and comments
28/10/2016	BRIMATECH	Revision and comments
31/10/2016	EASN-TIS	Final version

Glossary

Acronym	Meaning

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 713514

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TABLE OF CONTENTS

Table of Contents	5
List of Figures	6
Abstract	7
1. Introduction	8
1.1 Objectives of this deliverables.....	8
2. Project Logo	9
3. Website	10
3.1. Main Menu	10
3.1.1. Homepage.....	10
3.1.2. Project.....	11
3.1.3. Consortium.....	13
3.1.4. Progress	13
3.1.5. Dissemination	14
3.1.6. Summer/ Winter School	14
3.1.7. News	14
3.2 Footer section.....	14
4. Conclusions and future work	16

LIST OF FIGURES

Figure 1: Official ICARUS logo	9
Figure 2: Alternative design suggestions for ICARUS logo	9
Figure 3: ICARUS Homepage	11
Figure 4: Snapshot from ICARUS methodology page.....	12
Figure 5: Snapshot of the ICARUS Consortium page	13
Figure 6: Snapshot of the ICARUS progress page	14
Figure 7: Snapshot of ICARUS Contact page.....	15
Figure 8: ICARUS Private Area	16

ABSTRACT

In order to ensure an effective dissemination strategy for the ICARUS project, the creation of communication material is necessary. The project logo was created during the first month of the project and this will constitute the basis for building the visual identity of ICARUS. Leaflets and posters will provide brief insights on the project scope and objectives; these will be developed and distributed to the consortium, in order to facilitate partners to their dissemination and networking activities. In the meantime, the project website has been developed in order to act as a 24/7 beacon of the project's activities, ongoing progress and news, and to engage ICARUS end-users. The website is expected to be frequently updated by EASN-TIS, following.

1. INTRODUCTION

Communication is a crucial part of all H2020 projects, in order to ensure the wide use and dissemination of the knowledge generated, thereby promoting further scientific developments and maximizing the impact of the funding granted in the market.

Communicating research results can effectively accelerate research and technical development (RTD) towards increasing the technology readiness level (TLR), overpassing boundaries beyond the current state of the art, and even creating new research horizon lines on future and emerging trends.

At the same time, the benefits of a well-planned communication strategy are not traced solely on external peers. The ICARUS consortium can strongly benefit by the diffusion of its innovation methodologies by drawing the attention of investors and funding bodies, attracting the interest of potential partners, talented students and scientists to join the partner institutes or collaborate with them, enhancing reputation and visibility at local, national and international level and even generating market demand for the products or services developed, towards complementing and/or expanding their existing activities.

All the above significantly contribute to the sculpting of a European 'Innovation Union' profile, while they also account for public spending, by providing tangible proof that collaborative research adds value by:

- ✓ showing how European collaboration has achieved more than would have otherwise been possible;
- ✓ showing how the outcomes are relevant to our everyday lives;
- ✓ making better use of the results;

Following these considerations, the communication pack of the ICARUS project was developed in order to support and facilitate an effective communication and dissemination strategy throughout the project.

The main tools are the project's **logo**, which is unique and directly associated to the ICARUS consortium, and the project's **website**, which is available at all times, providing generic as well as more in-depth information on the project's objectives and activities. Future actions will further include project leaflets, posters, and any other material deemed necessary by the consortium along the lifetime of the project.

1.1 OBJECTIVES OF THIS DELIVERABLES

The current document aims to report about the actions realized towards the development of the project's website and logo. These include considerations related to the messages which needed to be communicated and the audiences which were targeted.

Conceptual designs and discussions favoured these tasks. In particular in the case of the project logo, several alternatives were developed before concluding to the most appropriate choice. Accordingly, special considerations were taken during the website development, in order to ensure that it would be able to contain all the

necessary information in an easily-digestible language, being able to engage the visitors' interest.

2. PROJECT LOGO

The creation of the project logo was realized during the first month of the project and it is the key element for defining the visual identity of ICARUS. A series of different designs were developed by EASN-TIS, aiming to suggest a graphic which could illustrate the topic of the project's research, while being easily recognizable and printable in various sizes (small, large) and outputs (greyscale, colour). The suggested designs were discussed with the coordinator and the consortium, and in the end the ICARUS logo was finalized (Figure 1).



Figure 1: Official ICARUS logo

Based on the final logo, the design and overall presentation of the ICARUS website was planned. Accordingly, within the first year of the project's lifetime, EASN-TIS will develop project leaflets and posters, following the project's visual identity.



Figure 2: Alternative design suggestions for ICARUS logo

3. WEBSITE

The ICARUS website can be accessed through <http://icarus-alloys.eu/> and it is intended to act as a 24/7 beacon of the project's scope and activities.

At this initial stage within the project development, the website aims to provide sufficient information with regards to the aims of this ambitious research, the motivation and associated risks, as well as the significant impacts that such a breakthrough technology could cause.

As the project progress, the website will be continuously updated in order to feature ongoing activities, latest progress and results, dissemination actions (e.g. publications, events, etc.) and other related news.

In this way, the ICARUS website provide a permanent online reference for the project, where users can refer for more information, while it will also engage users with continuous communication and display of the realized word.

An interactive procedure, involving all consortium partners was followed for the establishment of the ICARUS website. More specifically, once developed by EASN-TIS, the website became open for review by the coordinator (UBU) and the exploitation manager (BRIMATECH). This initial round of discussion enabled the exchange of ideas for further customization and adaptations. Once this first phase was completed, the website became available to the rest of the consortium partners, in order to request their feedback, as well as their approval for the information that was going to be communicated. During these approval periods, the website remained non-accessible to the public and partners were granted password-protected access rights.

3.1. MAIN MENU

The main menu includes easy access to the main parts of the website. From there, the user can directly access the various pages with regards to the project description, the consortium partners, the latest progress, etc. In what follows, a brief presentation of the pages contained under the main menu is presented.

3.1.1. Homepage

The most important section of any website is probably the homepage. It is the first interaction with the user, the first impression. It is therefore necessary to ensure that the user's interest will be engaged to the contents of the website and that they would want to search for more information across the rest of the website.

The ICARUS homepage was designed to appear rather simple and minimal, in order to attract the user's attention easily at main areas of focus. To this end, the homepage features a 3X2 block of squares with different titles. Each title corresponds to a different page (also accessible from the main menu), which in our opinion represents the most crucial information that a user would seek for.

A very brief and concise description of the project's aim is provided, in order to allow the user to immediately understand what this website is about and if they want to explore more.

Following, the logo design and the nature of the project, the homepage features an animated background which resembles constellations, crystals and grids.



Finally, the images used for the 3X2 block are chosen in a way so that the contents and the colors fit with the selected background, thus creating a complete experience.

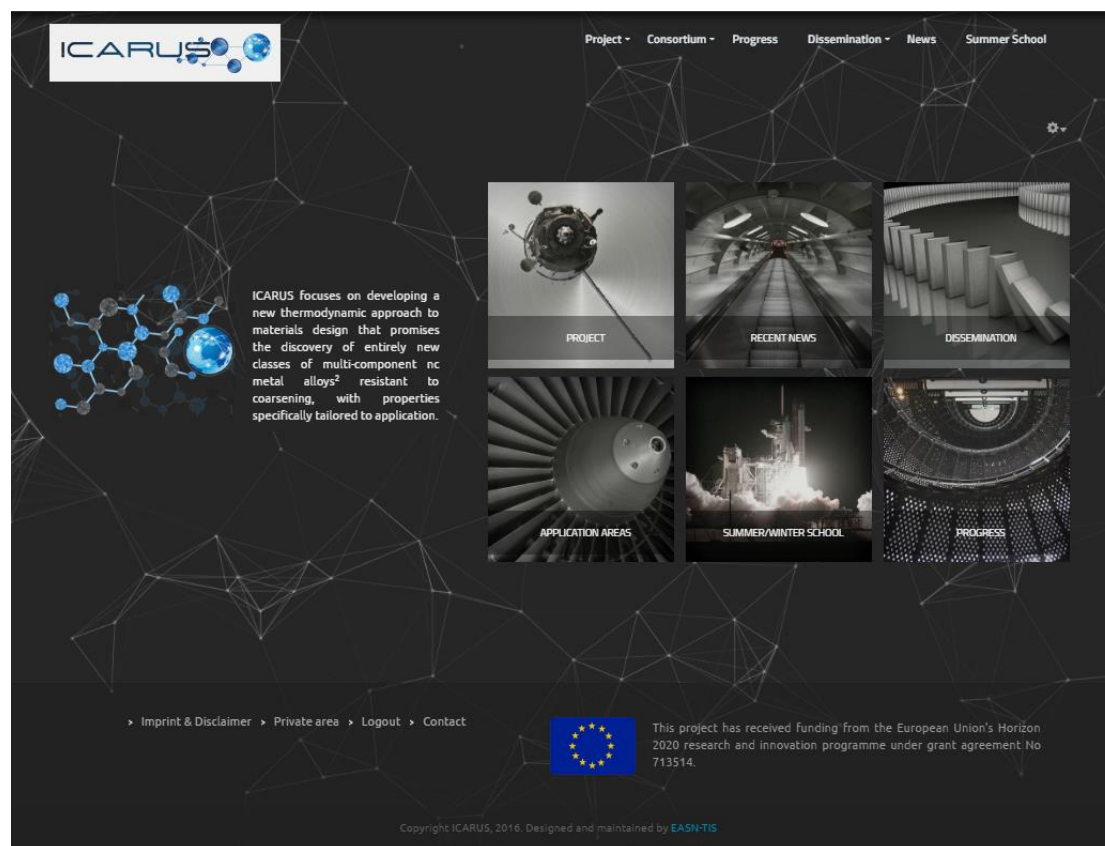


Figure 3: ICARUS Homepage

3.1.2. Project

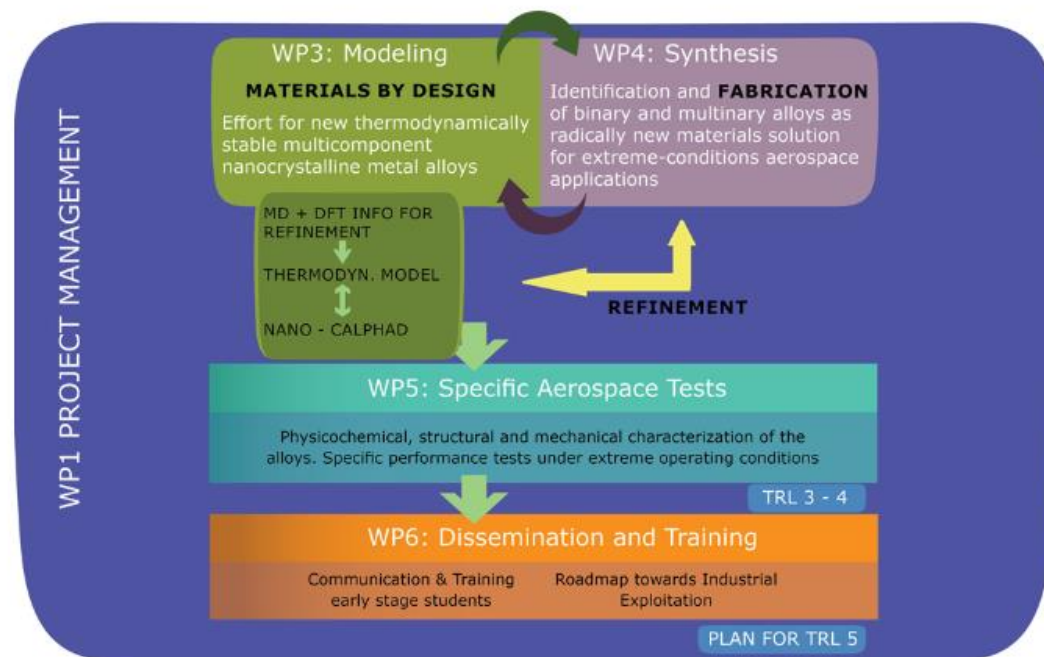
From the main-item “Project”, as well as from the corresponding “tile” of the 3X2 homepage block, the user can acquire more in-depth information on the project’s motivation, objectives and expected impact. Information on the methodology on the methodology of the project is also provided: all the associated work-packages are briefly presented, and a graph is displayed in order to illustrate their interactions.

Under this section, website users may also find information with regards to the exploitable nature of the ICARUS results. The use of the project results will be tested against two major application areas, space and aviation. As the project could hold a paradigm-shifting impact on these two fields, a dedicated page will provide an overview description of the associated requirements on the group of alloys to be developed. Along the course of the project, non-sensitive information will be shared accordingly.

WP3: Development of a new thermodynamic materials by design approach for designing new stable multicomponent nc metal alloys (M1-M24)

Lead by: CSGI

WP3 will implement a reliable theoretical methodology based on a multidisciplinary approach integrating theoretical thermodynamics, Nano-Calphad method, and multiscale modelling data, to create a predictive tool for exploring and designing of new binary and multinary nc alloys with enhanced thermal, mechanical and irradiation damage self-healing properties.



WP4: Fabrication and processing optimization of binary and multinary alloys as radically new materials solution for extreme-conditions aerospace applications (M12-M30)

Lead by: MBN

WP3 will run in synergy and continuous feedback with WP4 to fabricate binary and multinary alloys radically new in concept and with tailored composition and properties. WP4 after selecting the most promising thermodynamically stable nc alloys potentially exhibiting superior mechanical, shielding and self-healing properties to meet the challenge associated to aerospace, aeronautical industrial needs, will define the best synthesis methodology ensuring quality homogeneity, future standardization and future scale up of the production in the proper suitable way for the target applications.

WP5: Physicochemical, structural and mechanical characterization of the alloys. Specific performance tests under extreme operating conditions (M18-M36)

Lead by: ADMATIS

WP5 has a two-fold aim, to provide a full characterization of the physical, chemical and mechanical properties of the new alloys specimens arising from the exploration (WP2) and subsequent synthesis/production (WP3) and to carry out specific tests in the selected specimens to demonstrate the advantages of ICARUS families of nc alloys when operating at harsh conditions.

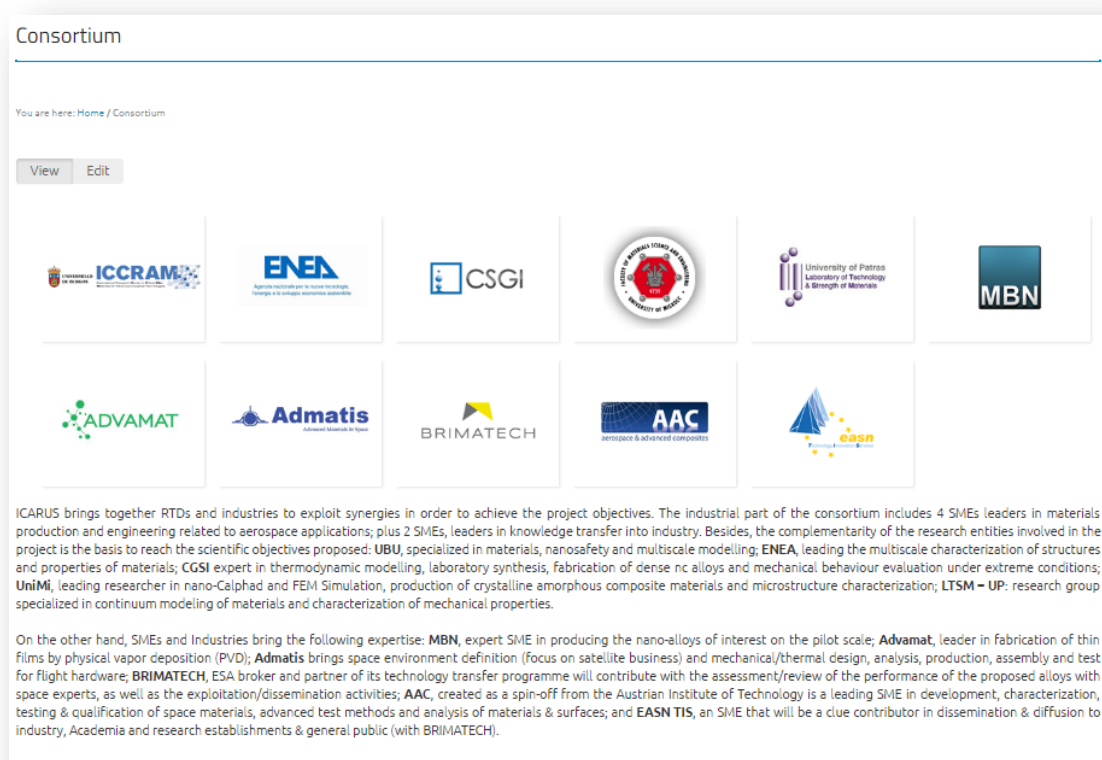
Figure 4: Snapshot from ICARUS methodology page

3.1.3. Consortium

A very interesting story to share is how this consortium has come together and how the different expertise and backgrounds complement each other, in order to realize such a complex research.

Therefore, one page is dedicated to the presentation of the consortium. This includes on one hand a short description of the main experts brought together and how these interact. At the same time, a complete list of all the partners' logos is provided.

From there, the user can browse sub-pages dedicated to each partner organization. These sub-pages include a short description of each entity and their role in the project. An external link to their respective websites and contact information is provided, as a way to better present and promote the partners involved.



The screenshot shows the 'Consortium' page of the ICARUS project. At the top, it says 'You are here: Home / Consortium'. Below this, there are two buttons: 'View' and 'Edit'. The main content area displays a grid of logos for the consortium members, including ICCRAM, ENEA, CSGI, University of Patras, MBN, ADVAMAT, Admatis, BRIMATECH, AAC, and EASN. Below the logos, there is a detailed description of the consortium's goals and the expertise of its members. The text states that ICARUS brings together RTDs and industries to exploit synergies and achieve project objectives. It lists the industrial part of the consortium, including 4 SMEs in materials production and engineering, and 2 SMEs in knowledge transfer. It also mentions the complementarity of the research entities involved, such as UBU, ENEA, CSGI, UniMi, and LTSM-UP. The text further describes the expertise of the SMEs and industries, including MBN, Advamat, Admatis, BRIMATECH, AAC, and EASN TIS.

Figure 5: Snapshot of the ICARUS Consortium page

3.1.4. Progress

One page is dedicated to displaying the ongoing progress of the project. A timeline is provided which indicates in real-time the status of the status, by calculating the start and end date of each WP. In addition that, semester updates are intended to be provided in order to inform users on the latest developments and achievements.

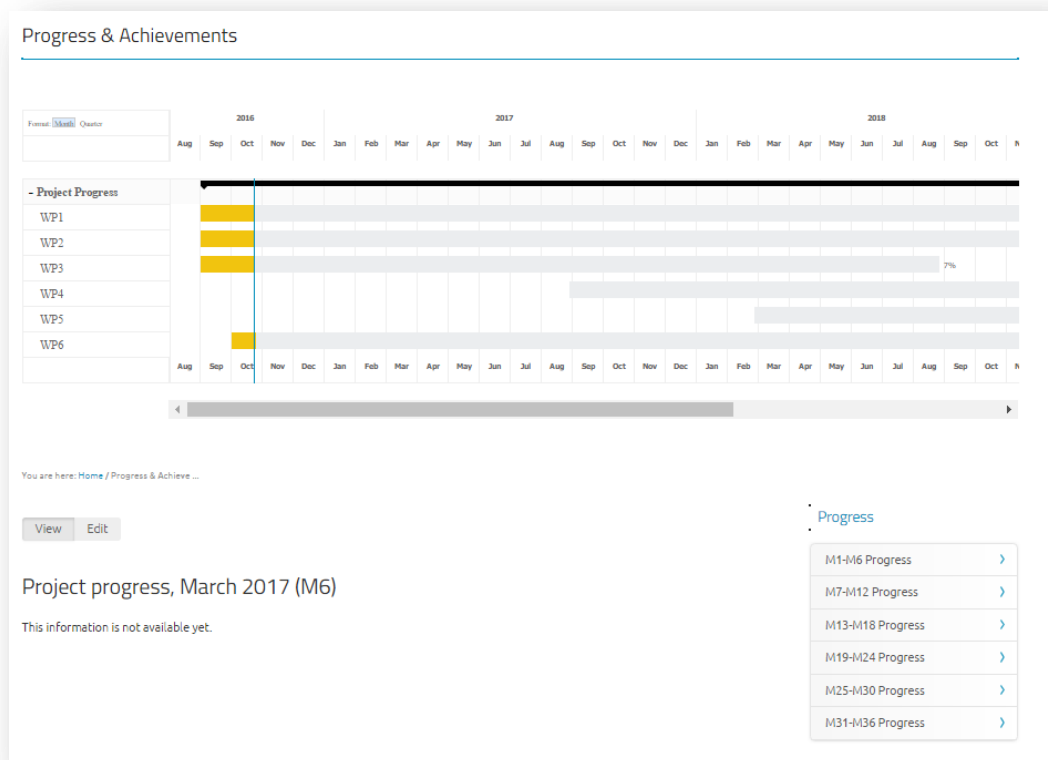


Figure 6: Snapshot of the ICARUS progress page

3.1.5. Dissemination

In addition to the Progress page, a section is created to display dissemination activities. In this way, users will be able to easily review the list of produced publications. Permanent identifiers to such publications will be provided, in order to ensure effective information retrieval. The page will also record presentations on conferences and scientific for a, newsletters and any other activities related to the dissemination of the project.

3.1.6. News

One page holding the latest news of the project is provided. Entries under this section will include any new achievements, dissemination outcomes, reached milestones, project representations in events, and more.

3.1.7. Summer/ Winter School

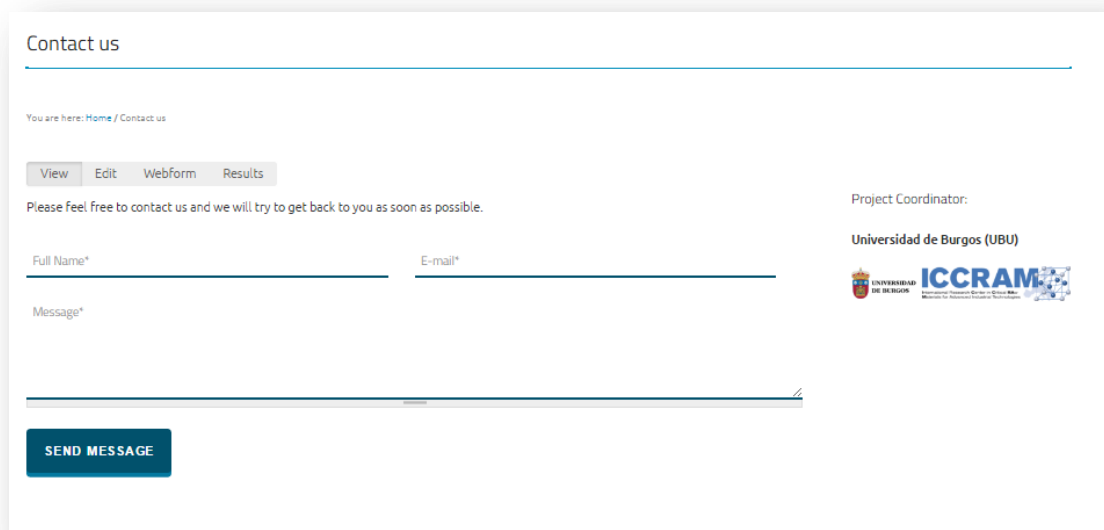
One page is dedicated to informing, raising awareness and updates about the scheduled summer/winter school. This is an important dissemination activity and of high academic and societal impact, which therefore needs to be showcased and presented.

3.2 FOOTER SECTION

An additional section, the footer, appears at the bottom of the browser window in all pages. This includes a short form for registration to the project's newsletter and a statement acknowledging the funding received from the European Commission for the realization of this research.



This section also includes a small menu (the footer menu), which provides links to an Imprint and Disclaimer statement and a Contact form.



The image shows a web form titled "Contact us". At the top, it says "You are here: Home / Contact us". Below this is a navigation bar with buttons for "View", "Edit", "Webform", and "Results". A message states: "Please feel free to contact us and we will try to get back to you as soon as possible." The form includes input fields for "Full Name*", "E-mail*", and "Message*". A "SEND MESSAGE" button is at the bottom left. On the right side, it identifies the "Project Coordinator" as "Universidad de Burgos (UBU)" and features the "ICCRAM" logo.

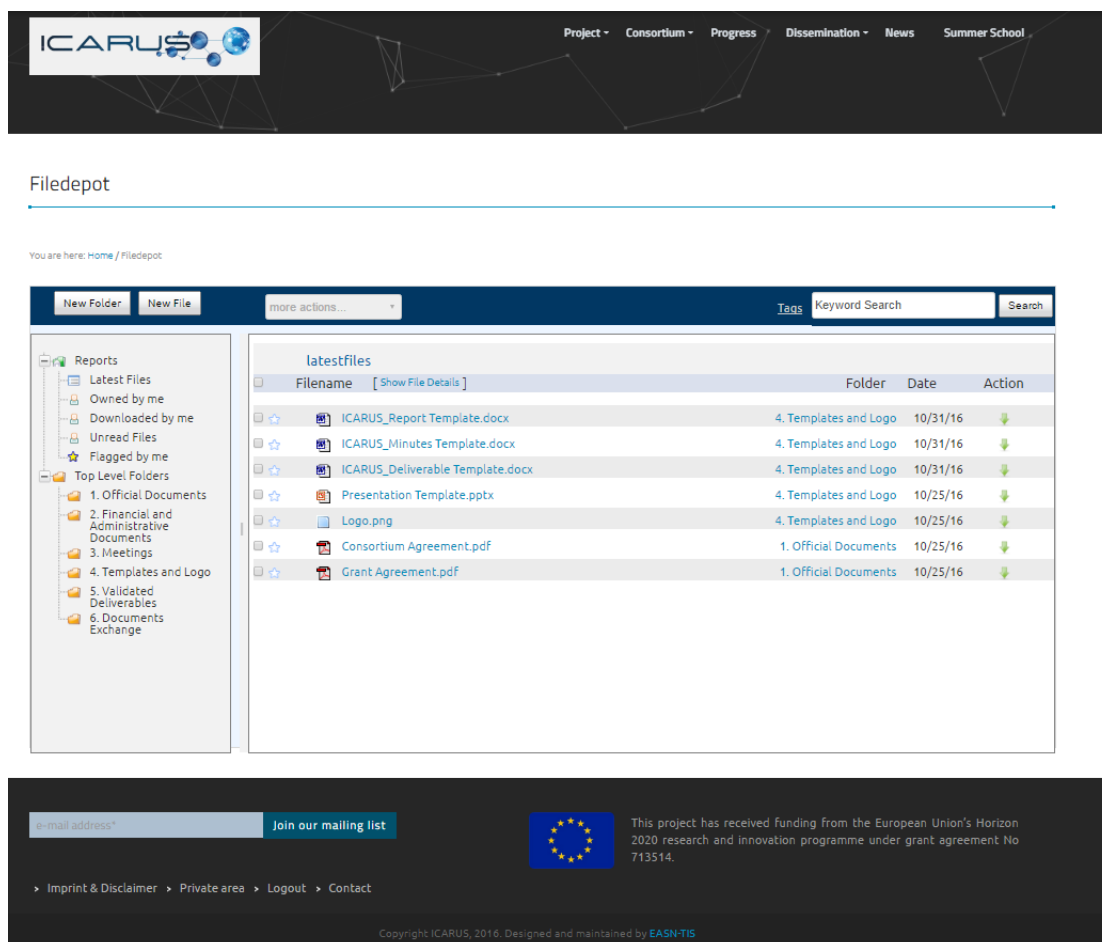
Figure 7: Snapshot of ICARUS Contact page

Finally, the footer includes a link to the consortium's Private Area, a password-protected online collaboration platform which aims to facilitate the remote collaboration and document exchange among the partners.

More specifically, the Private Area includes dedicated sections for:

1. Official documents
2. Financial and administrative documents
3. Meetings
4. Templates and logo
5. Validates Deliverables
6. Other exchange of documents

The Private Area has already been shared with the consortium and related documents will be continuously archived, according to the needs and progress of the project.



Filedepot

You are here: Home / Filedepot

New Folder New File more actions...

Tags Keyword Search Search

Reports

- Latest Files
- Owned by me
- Downloaded by me
- Unread Files
- Flagged by me

Top Level Folders

- 1. Official Documents
- 2. Financial and Administrative Documents
- 3. Meetings
- 4. Templates and Logo
- 5. Validated Deliverables
- 6. Documents Exchange

latestfiles

Filename	Folder	Date	Action
ICARUS_Report Template.docx	4. Templates and Logo	10/31/16	Download
ICARUS_Minutes Template.docx	4. Templates and Logo	10/31/16	Download
ICARUS_Deliverable Template.docx	4. Templates and Logo	10/31/16	Download
Presentation Template.pptx	4. Templates and Logo	10/25/16	Download
Logo.png	4. Templates and Logo	10/25/16	Download
Consortium Agreement.pdf	1. Official Documents	10/25/16	Download
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Figure 8: ICARUS Private Area

4. CONCLUSIONS AND FUTURE WORK

The current document aimed to provide a brief presentation of the ICARUS logo and website, which were developed during the first months of the project, in order to facilitate the partners with their dissemination activities during its lifetime.

The project website was developed taking under consideration the importance of attracting and engaging a visitor's focus. This was designed in an attractive manner, following the project's visual identity, and having due regard to the audiences that these messages are being targeted at, caring to use an easily-comprehensible language.

The project website is being continuously updated with the project's activities, i.e. news, dissemination activities and progress. A communication pack (leaflet and poster) will be provided within the first year of the project and hard copies will be distributed to the consortium in order to enhance dissemination actions.