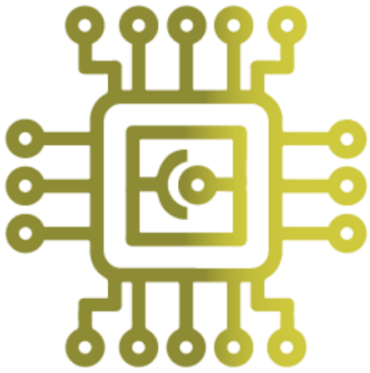

CONVOLVE

Seamless design of smart edge processors

GRANT AGREEMENT NUMBER: 101070374

Deliverable D8.1

Project identity set and website

Title of the deliverable	Project identity set and website
WP contributing to the deliverable	WP 8
Task contributing to the deliverable	Task 8.1
Dissemination level	PU – Public
Due submission date	31/01/2023
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Author(s)	Alexa Kodde (CLAI)
Internal reviewer(s)	Marian Verhelst (KUL)

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V0.1	14/12/2022	Table of content and main document structure
V0.2	13/01/2023	Addition of preliminary chapter content
V0.3	27/01/2023	First integrated version for review
V0.4	30/01/2023	Peer-review by KUL
V1.0	31/01/2023	Final version

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Deliverable Summary

This document describes the project identity set, including the project colours, logos, logo icons, typography and iconography for presentations and other materials and templates, as well as the initial version of the project website aimed at non-experts, with non-confidential information on the background and objectives of the project.

1. Introduction

In order to successfully implement the key strategies the project puts in place regarding communication and dissemination, including engagement and awareness raising, the project must present a unified and recognisable project identity and a comprehensive website aimed at non-experts, with non-confidential information on the background and objectives.

This document "D8.1 Project identity set and website" is a deliverable of the Work Package No. 8 "Dissemination, Communication & Exploitation of results", task T8.1 "Communication activities (to a wide audience)" under the task lead of CLAIRE, sets out the Project Identity Set (Chapter 2), including all of the projects visual elements and templates for presentations, as well as the design and functionality of the website (Chapter 3).

2. Project Identity set

The project identity set consists of all the project visual elements, including colours, logos, typography, and iconography Figure 1. Overview of the convolve project identity set.Figure 1), to be used in all project communication and dissemination materials, the project website, as well as templates for reporting documents and presentations.

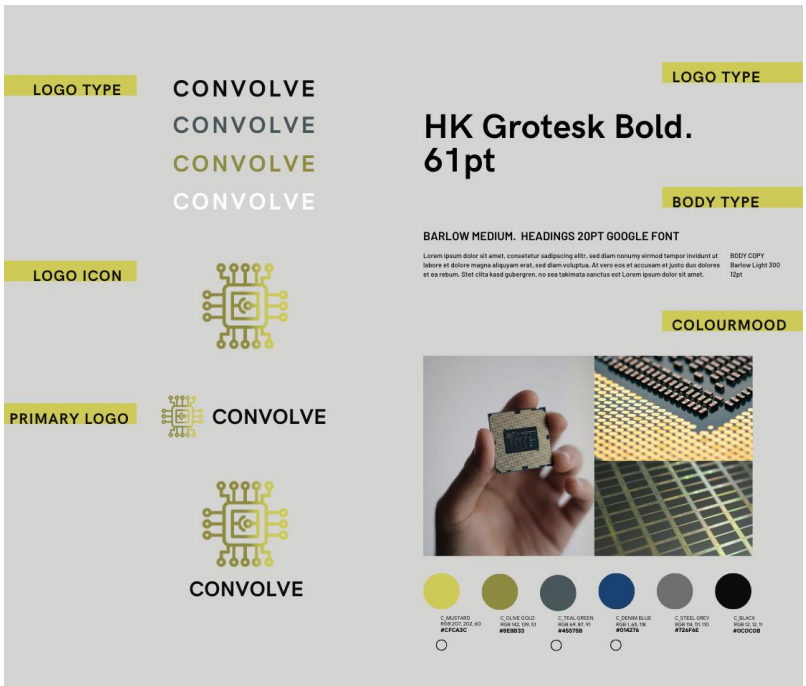

Figure 1. Overview of the convolve project identity set.

2.1. Colours

The Convolve colour pallet reflects the colours found in the actual chip design and industrial production processes. By resembling the technical surfaces and textures from the chip designs (Figure 2) below, a reflective and metallic mood is intended by choosing hues of mustard yellow, olive green/gold, teal, denim blue and steel grey.

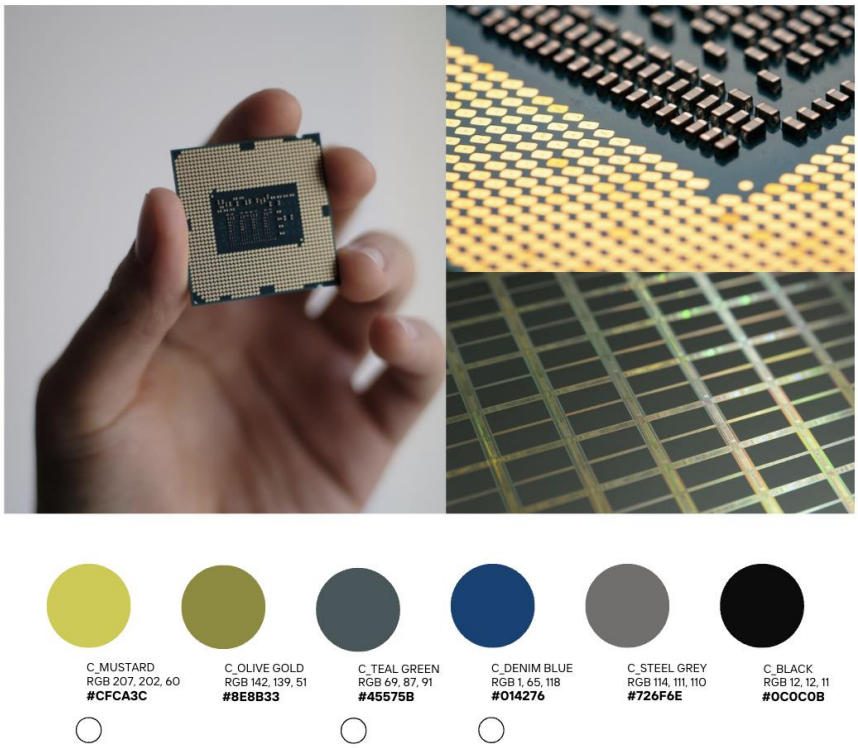

Figure 2. Convolve colour pallet.

The highlight colours marked with a circle above (Figure 2) are used on headers in the template documents (denim blue) and for accents (mustard yellow, teal green) within the website design. The base colours (olive gold, steel grey, black) are the fundament of the project visual identity to be found in the logo and template materials.

2.2. Logo

The design approach for the logo is minimalistic and technical, resembling the project`s core purpose: Seamless design of smart edge processors.

The logo consists of the logo icon and the logo typography (Figure 3). The project logo icon is a simplified representation of a gold-plated chip, in line with the focus of the project, containing an interlocking intersection in the centre, representing the coming together of partners from diverse sectors and backgrounds to participate in the collaborative effort of the project. The centre of the logo icon is also a stylised version of "C" and "O", referring back to the project name.

The icon can be used in a specific context detached from the logo typography when being applied to document pages or presentation slides that are followed by the full branding with the complete logo applied. In general, a single usage of only the logo icon without the logo type is not recommended.

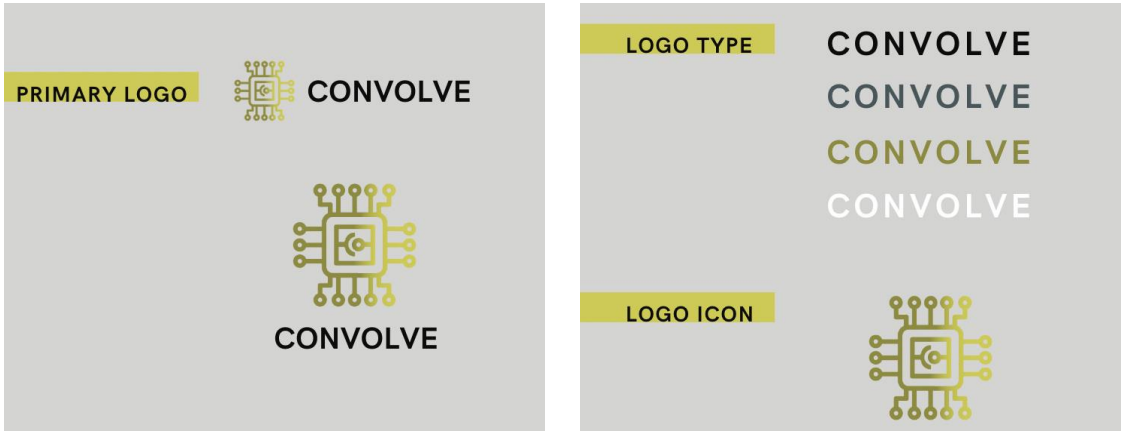

FIGURE 3. CONVOLVE LOGO TYPOGRAPHY AND PRIMARY LOGO.

The logo icon can be presented in a variety of ways (Figure 4), as a degrade of the 2 main accent colours or in a solid colour, in the main accent colours (gold, olive green), black and white, to be used depending on the colour of the background it will be displayed on and other potential visual considerations.

FIGURE 4. CONVOLVE LOGO ICON COLOUR VARIATION.

2.3. Typography and Iconography

2.3.1. Typography

The typography chosen for the logo and text of all project communication and dissemination materials is intended to reflect the technical elements of the project, both in form and writing.

The overall minimalistic approach to the visual identity of the project is also reflected in the selection of typefaces for the logo and the body text.

A simplistic and edgy sans serif font family was selected for the logotype: HK Grotesk Bold, at 61 pt. (Figure 5), where the clean body copy type: Barlow medium, at 20 pt for headings, and Barlow light, at 12 pt, for body copy text, is floating along with ease and allows great readability whilst adding a contemporary touch to any asset (Figure 6).

HK Grotesk Bold.
61pt

FIGURE 5. CONVOLVE TYPOGRAPHY FOR LOGO.

BARLOW MEDIUM. HEADINGS 20PT

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Body Copy 12pt

FIGURE 6. CONVOLVE TYPOGRAPHY FOR HEADINGS AND BODY COPY .

2.3.2. Iconography

The iconography that will be used across all communications and disseminations materials, including the website, was purposefully chosen to mirror the simple and minimalistic nature of the other project identity elements, and includes a careful balance of straight and curved lines, in bold black to enhance its readability (Figure 7). The iconography can be used in a set as seen on the website or implemented separately in graphics for presentation purposes.

FIGURE 7. CONVOLVE ICONOGRAPHY.

2.4. Templates

Templates were created in Word (Annex 1 – Word template) and PowerPoint (Annex 2 – PowerPoint template) to ensure consistent visuals in all project reporting and communications and dissemination materials (Figure 8).

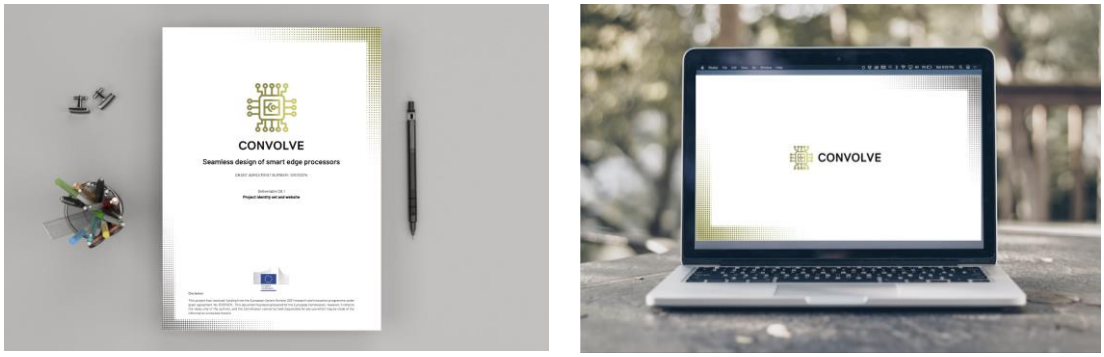


FIGURE 8. MOCK-UPS OF THE PROJECT DELIVERABLE (LEFT) AND PRESENTATION (RIGHT).

3. Website

3.1. Website Hosting and Development

The Convolve website (https://convolve.eu/) is developed in WordPress, hosted by Combell, and managed and administered by CLAIRE, the project partner lead for task T8.1 "Communication activities (to a wide audience)".

The website has been developed to serve as the main dissemination platform for reaching interested stakeholders. The target audience for the Convolve website includes the consortium members, academics, chip developers, AI organisations, and the general population.

A number of plugins are installed to help optimise website cookies (CookieYes | GDPR Cookie Consent), SEO (search engine optimization) (All in One SEO) and analytics to monitor the number of people reaching the website and how they interact with it (Google Analytics for WordPress by MonsterInsights).

The website will be periodically reviewed and will continue to be developed throughout the lifetime of the project to reflect the project's background, objectives, proposed methodologies, potential outcome, and impact.

3.2. Website Design

The Convolve project website (https://convolve.eu/) has been designed based on the project identity set described above in Chapter 2 and has been built to provide the public with non-confidential information regarding the project.

The chosen WordPress Theme Neve is fast, easily customizable, AMP optimised and fully responsive, enabling access on multiple devices, including smartphones (Figure 9), and web browsers.

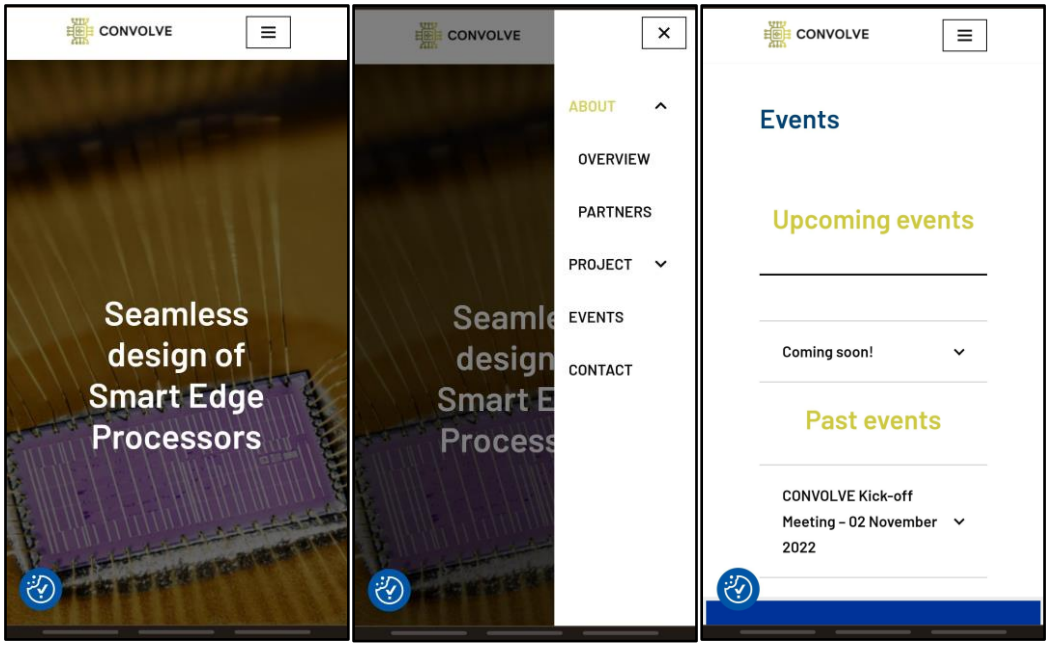


Figure 9. Different smartphone views of the Convolve website.

3.3. Website Structure

All sections of the website have the Convolve logo, which doubles as the link to the main home page, and the main navigation menu in the header and the acknowledgement of funding from the European Union's Horizon Europe research and innovation programme, as well as access to the Terms and Conditions, Privacy Policy and Cookies Policy at the footer of the website.

Figure 10 shows in a diagram the sitemap of the initial working version of Convolve website:

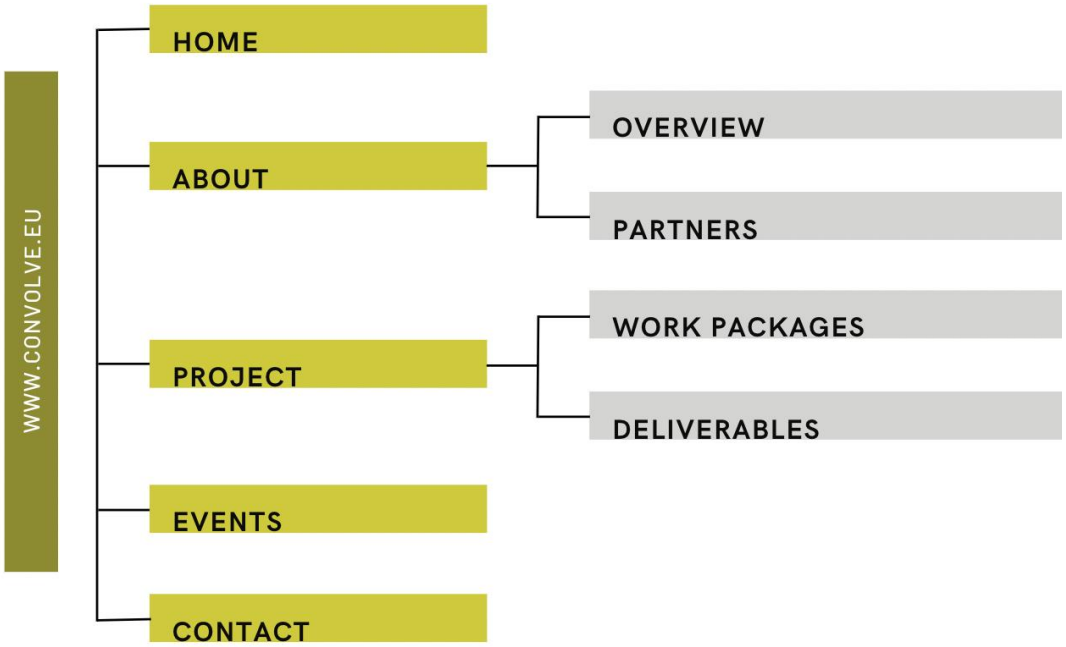


Figure 10. Structure of Convolve website.

Future content on the project website will include access to the project's future Social Media platforms (Twitter and LinkedIn), a vacancies page to announce open positions funded by the project, a database of influential papers and articles published by the consortium partners during the project, project videos and news items.

3.3.1. Home Page

The "Home" page displays the name of the project in large letters on the thematic image. Below there is a short description about the project, as well as a description of the SMART (Specific, Measurable, Achievable, Realistic, and Timely) goals the project implements to ensure it meets its objectives (Figure 11).

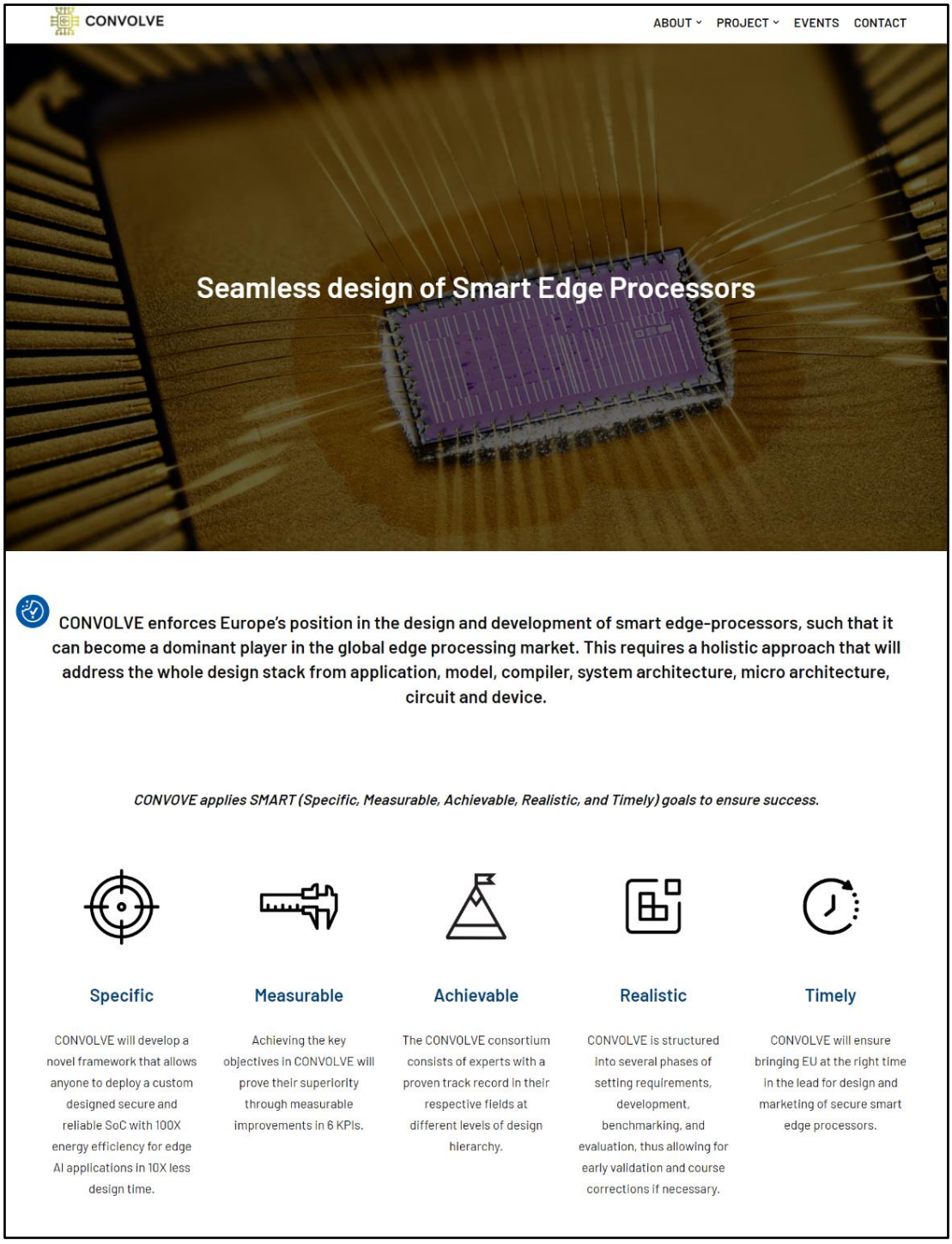


FIGURE 11. THE CONVOLVE WEBSITE HOME PAGE.

3.3.2. About

3.3.2.1. Overview

The "Overview" page gives an in-depth description of the project goals and objectives (Figure 12).

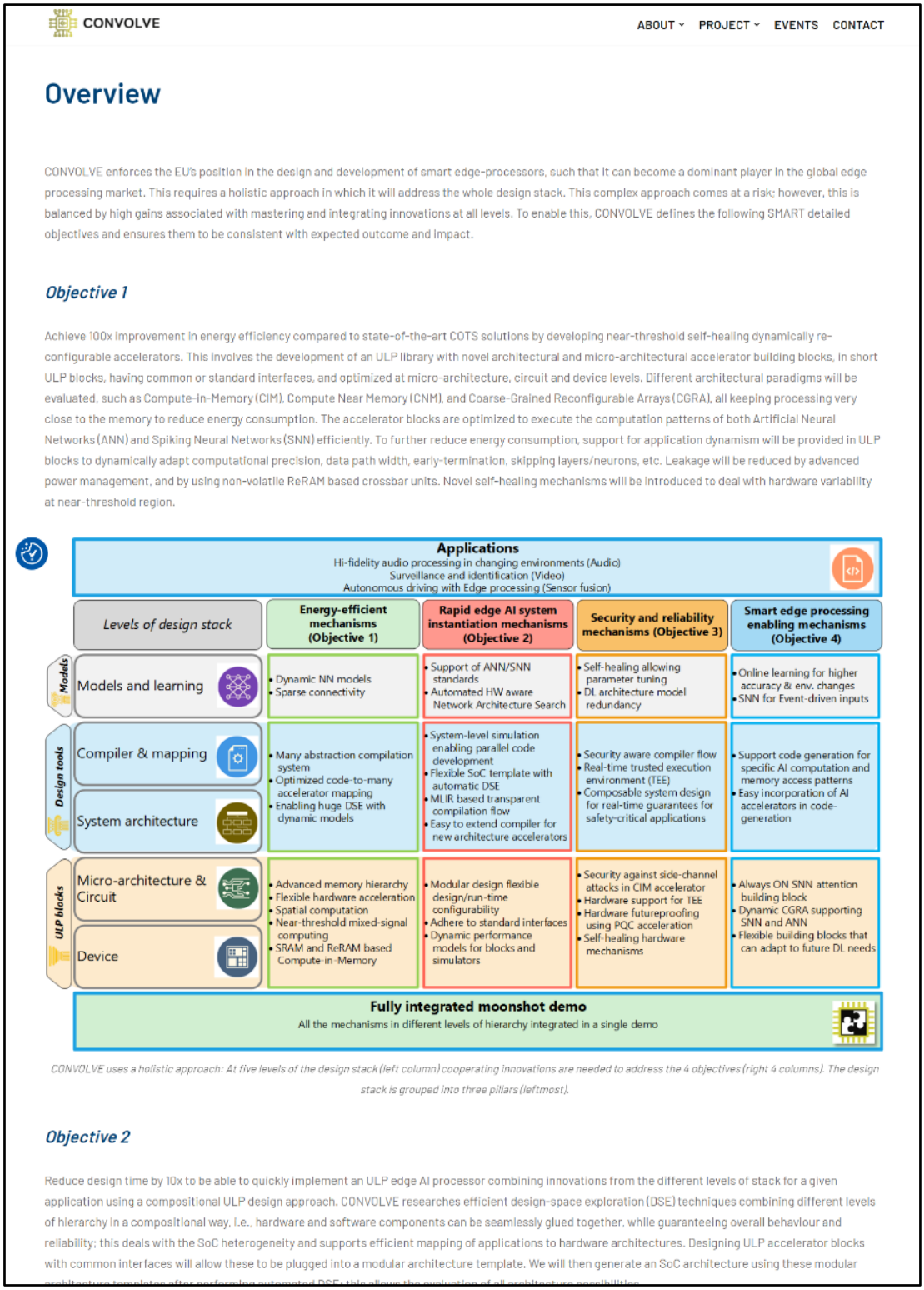


FIGURE 12. THE CONVOLVE WEBSITE OVERVIEW PAGE.

3.3.2.2. Partners

The "Partners" page lists the Convolve consortium partners names and logos, which are linked to the respective partners website (Figure 13). This page will be updated with short descriptions of each partner.

Figure 13. The Convolve website Partners page.

3.3.3. Project

3.3.3.1. Work Packages

The "Work Packages" page lists and gives a brief description of the various project work packages, including their dependencies (Figure 14).

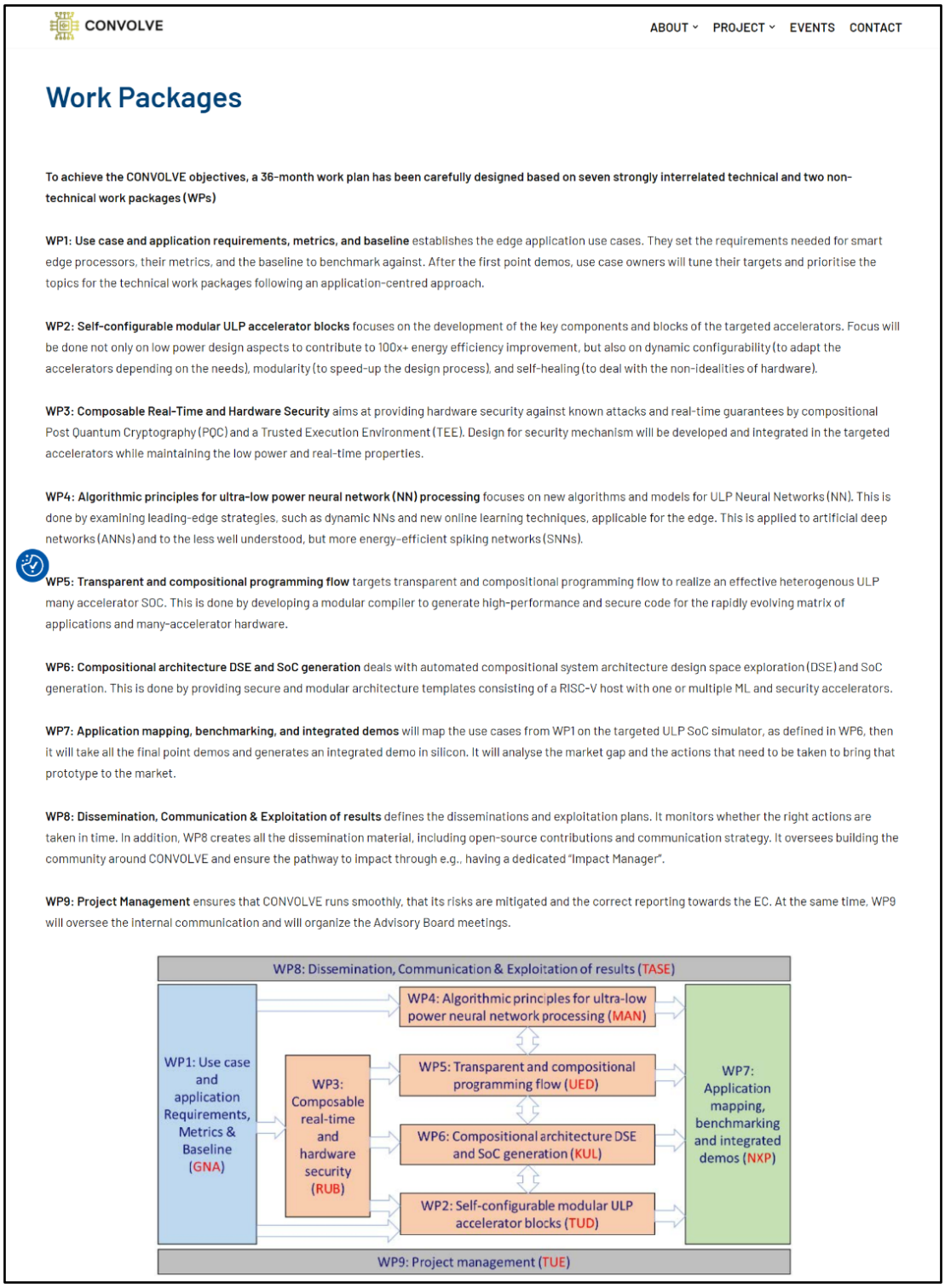


Figure 14. The Convolve website Work Packages page.

3.3.3.2. Deliverables

The "Deliverables" page contains a table of all finalised public Convolve project deliverables (Figure 15). Links to each of the deliverables will be added once these have been made public.

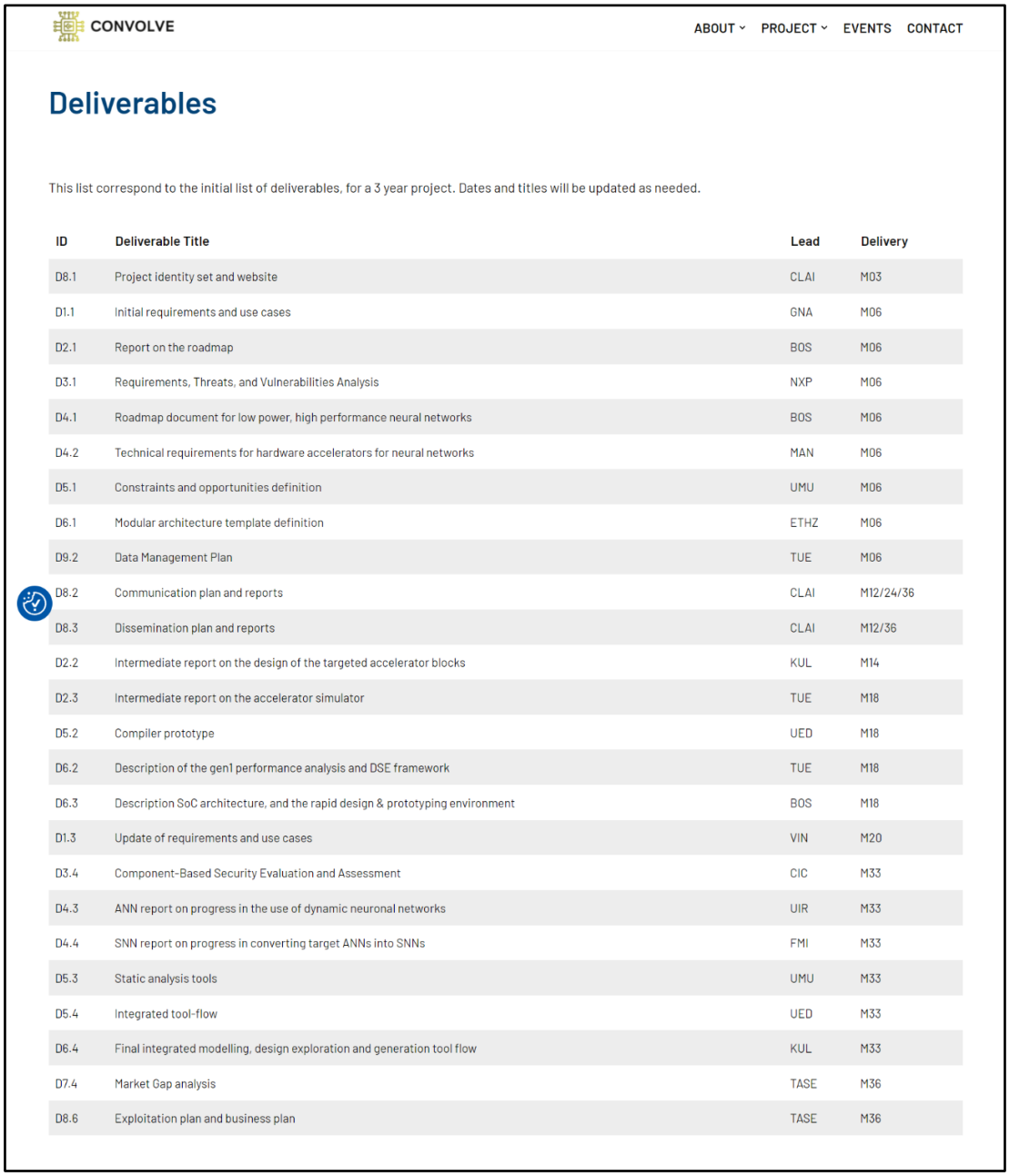


FIGURE 15. THE CONVOLVE WEBSITE DELIVERABLES PAGE

3.3.4. Events

The "Events" page shows all past and upcoming CONVOLVE events (Figure 16).

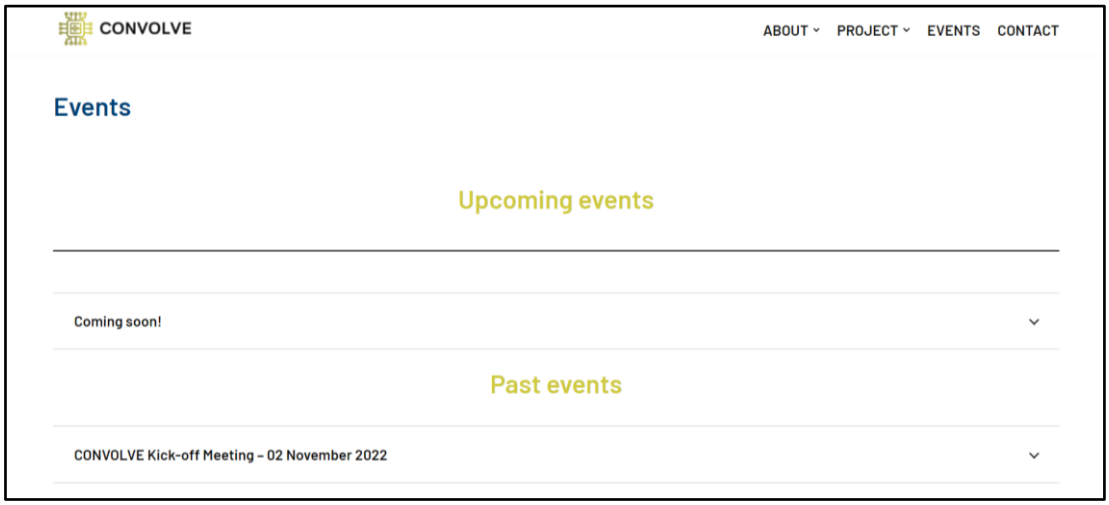


Figure 16. The CONVOLVE website Events page.

3.3.5. Contact

The "Contact" page consists of a contact form allowing users to communicate with the project (Figure 17).

Figure 17. The CONVOLVE website Contact page.

Annex 1 – Word template

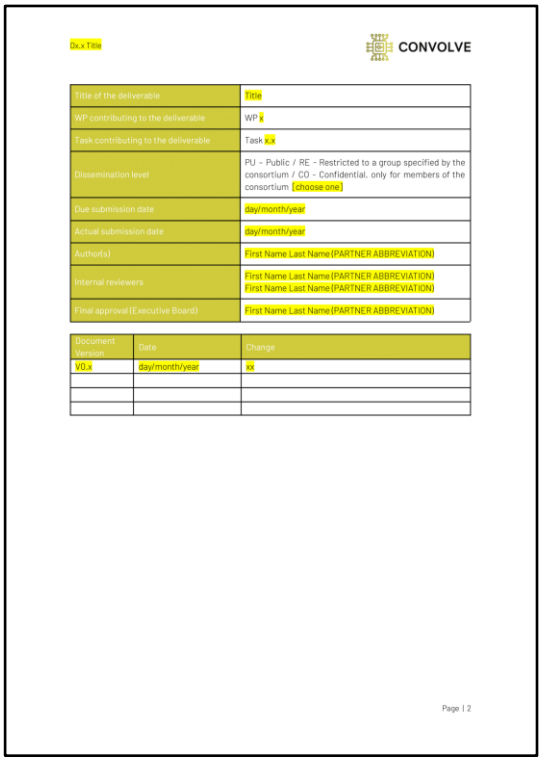
CONVOLVE

Seamless design of smart edge processors

GRANT AGREEMENT NUMBER: 101070374

Deliverable Dx.x
Title

Disclaimer
This project has received funding from the European Union's Horizon 2021 research and innovation programme under grant agreement No 101070374. This document has been prepared for the European Commission, however, it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Dx.x Title

CONVOLVE

Title of the deliverable	Title
WP contributing to the deliverable	WP x
Task contributing to the deliverable	Task x.x
Dissemination level	PU - Public / RE - Restricted to a group specified by the consortium / CO - Confidential, only for members of the consortium [choose one]
Due submission date	day/month/year
Actual submission date	day/month/year
Author(s)	First Name Last Name (PARTNER ABBREVIATION)
Internal reviewers	First Name Last Name (PARTNER ABBREVIATION) First Name Last Name (PARTNER ABBREVIATION)
Final approval (Executive Board)	First Name Last Name (PARTNER ABBREVIATION)

Document Version	Date	Change
V0.x	day/month/year	xx

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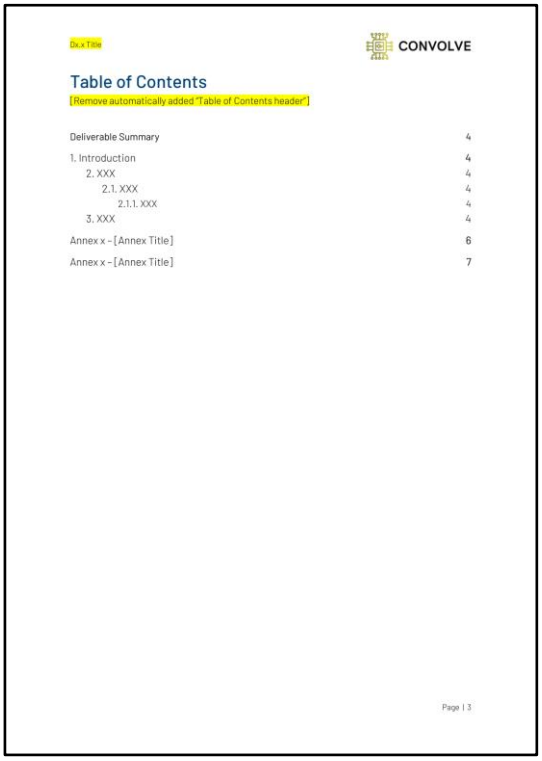

Dx.x Title

CONVOLVE

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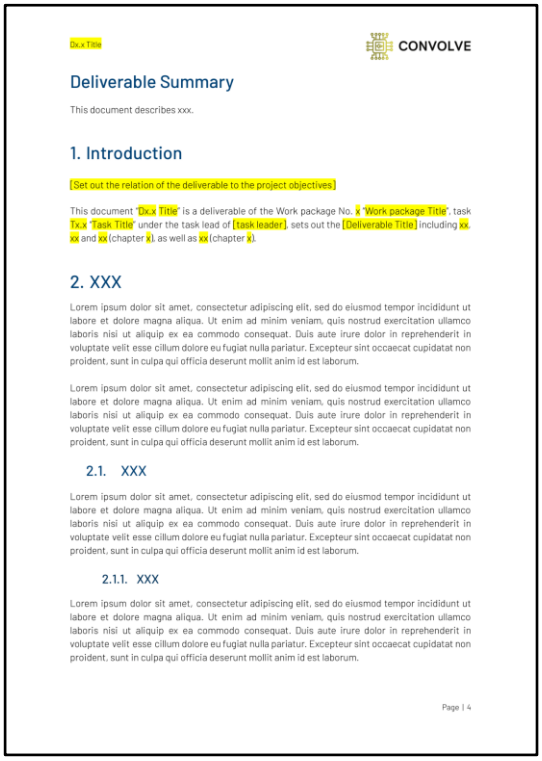

Dx.x Title

CONVOLVE

Deliverable Summary

This document describes xxx.

1. Introduction

[Set out the relation of the deliverable to the project objectives]

This document "Dx.x Title" is a deliverable of the Work package No. x "Work package Title", task Tx.x "Task Title" under the task lead of [task leader], sets out the [Deliverable Title] including xx. xx and xx (chapter x). as well as xx (chapter x).

2. XXX

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Table I. Xxx

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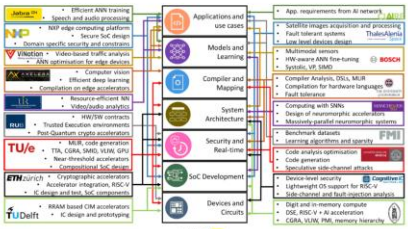

Figure I. Xxx

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CONVOLVE

Annex x – [Annex Title]

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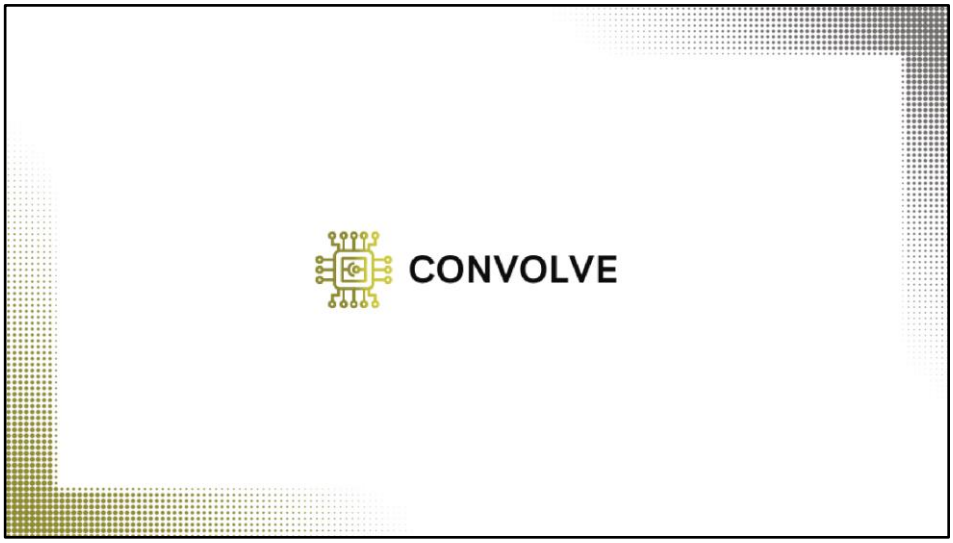
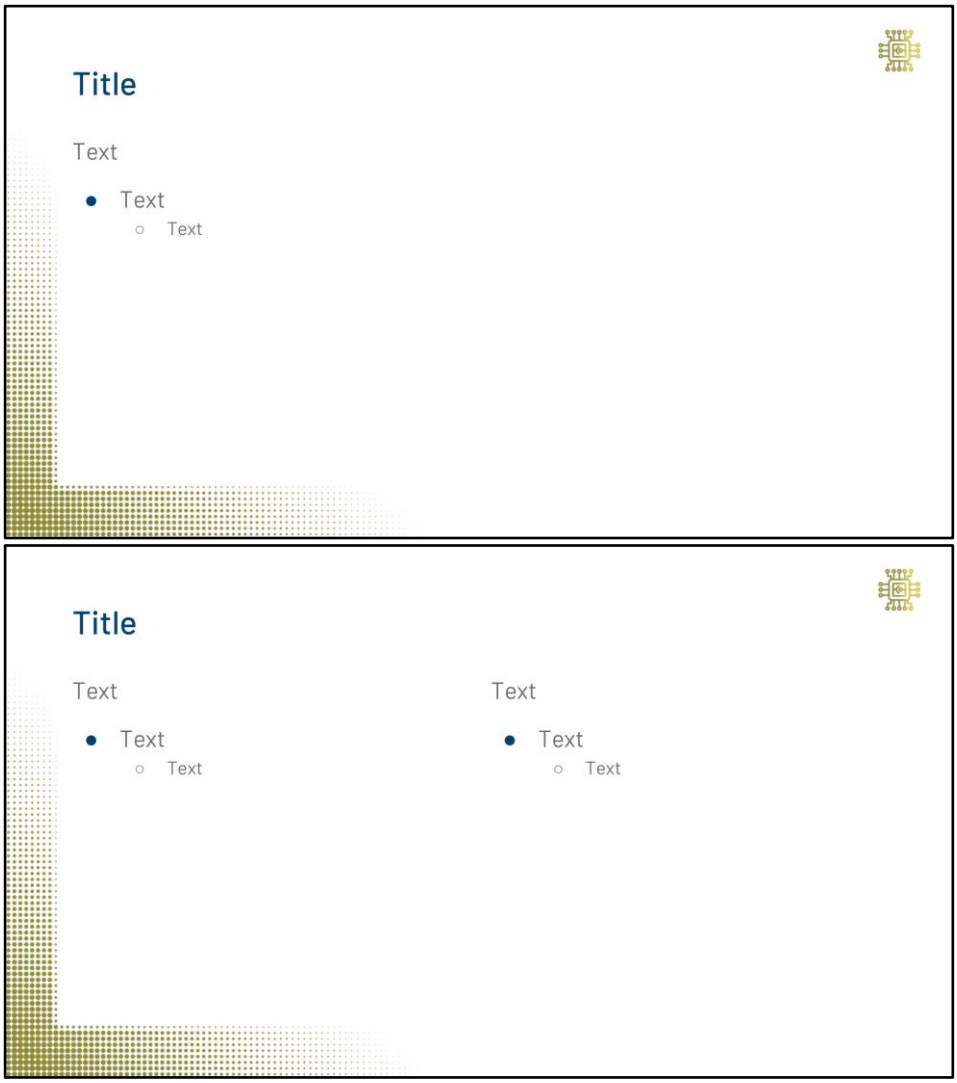
Annex 2 – PowerPoint template

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