Project title	A new COlloidal cybernetIc sysTem tOwaRds 2030
Project acronym	COgITOR
Project number	964388
Call	FET Open – Novel ideas for radically new Technologies
Topic	FET-Open Challenging Current Thinking
Funding scheme	Research and Innovation Action
Project start date	01/06/2021

Call	FET Open – Novel ideas for radically new Technologies	**Call ID**	2020-FETOPEN-2018-2019-2020-01
Topic	FET-Open Challenging Current Thinking	**Topic ID**	FETOPEN-01-2018-2019-2020
Project start date	01/06/2021	**Duration**	48 months

D6.1 - PROJECT LOGO AND WEBSITE

Due date	30/07/2021	**Delivery date**	30/07/2021
Work package	WP 6. Dissemination, exploitation and communication activities		
Responsible Author(s)	Valentina Cinti, (CIAOTECH)		
Contributor(s)	All		
Version	0.1		

Dissemination level

Please select only one option according to the GA			
☒	PU: Public	☐	PP: Restricted to other program participants
☐	RE: Restricted to a group specified by the consortium	☐	CO: Confidential, only for members of the consortium

Version and amendments history

Version	Date (DD/MM/YYYY)	Created/Amended by	Changes
0.1	28/07/2021	Valentina Cinti (CIAOTECH)	Creation of the document
0.2	30/07/2021	Alessandro Chiolerio (IIT)	Review

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List of Abbreviations

Acronym	Definition
EC	European Commission
EU	European Union
DoA	Description of Action
URL	Uniform Resource Locator
WPs	Work Packages

1   INTRODUCTION

This document provides a description, supported by pictures, of the COgITOR logo and project website's overall structure.

The communication and dissemination of the project results begins with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the **COgITOR logo** on project dissemination materials and documentation, and it affects the project website as a key tool of the D&C project strategy as well. It's necessary that every event, presentation, newsletter, deliverable, brochure, etc. make use of this image and is consistent with its style. The logo makes the project recognizable as it defines its identity for the whole duration. It's used in every document produced within the project context and in every kind of contact towards the external environment.

As mentioned, the **project website** is the focal point of external dissemination and internal communication within the consortium, it has been conceived as the main tool for dissemination and communication strategy implementation. It will enable effective communication with external stakeholders, the press and the wider EU public. It provides information on the project, the consortium, the project results and updates, the list of the scientific publications, the subscription to the project newsletter and much more. The website was released at M2, as planned in the Description of Action (DoA) and it is available at the URL https://www.cogitor-project.eu/ .

The project logo and website have been both developed by WP6 leader CIAOTECH, in collaboration with the project coordinator and the partners of the consortium.

1.1   THE PROJECT LOGO

The dissemination of the project starts with its visibility. The project identity is linked with a consistent representation of the COgITOR logo on project materials and tools. An attractive graphical representation helps to provide interested parties with the message that the project is disseminating. The logo has the capability to make the project recognizable as it defines its identity for its whole duration. It's used in every document produced within the project context and in every kind of contact to the external environment.

It's instrumental that every event where the project is presented, and also all the D&C documents realised (such as external presentations, newsletters, deliverables, brochure & poster, etc.) makes use of this image and is consistent with its style.

For this reason, 7 different logo templates were elaborated with the main intention to remember the name of the project in one hand and the main project goal on the other hand and they are all reported hereunder (Figure 1).

Figure 1 Project logo templates

The final project logo comprised the templates 5 and 7, matching their colours, font, and image all in one in a brand-new version which is reported below (Figure 2).

Figure 2 Project logo selected

2   THE WEBSITE STRUCTURE

As indicated in the introduction, the COgITOR website is available at the URL https://www.cogitor-project.eu/ and it was released in M2.

An overview of the main sections of the website is given below and shown in Figure 3:

- ✓ HOME
- ✓ THE PROJECT (Objectives, impacts and benefits)
    - o Workpackages
- ✓ NEWS & EVENTS
- ✓ CONSORTIUM
- ✓ GALLERY
- ✓ PUBLIC DOCUMENTS (Public deliverables, newsletters, press kit, Disseminantion & Communication report)
- ✓ CONTACTS
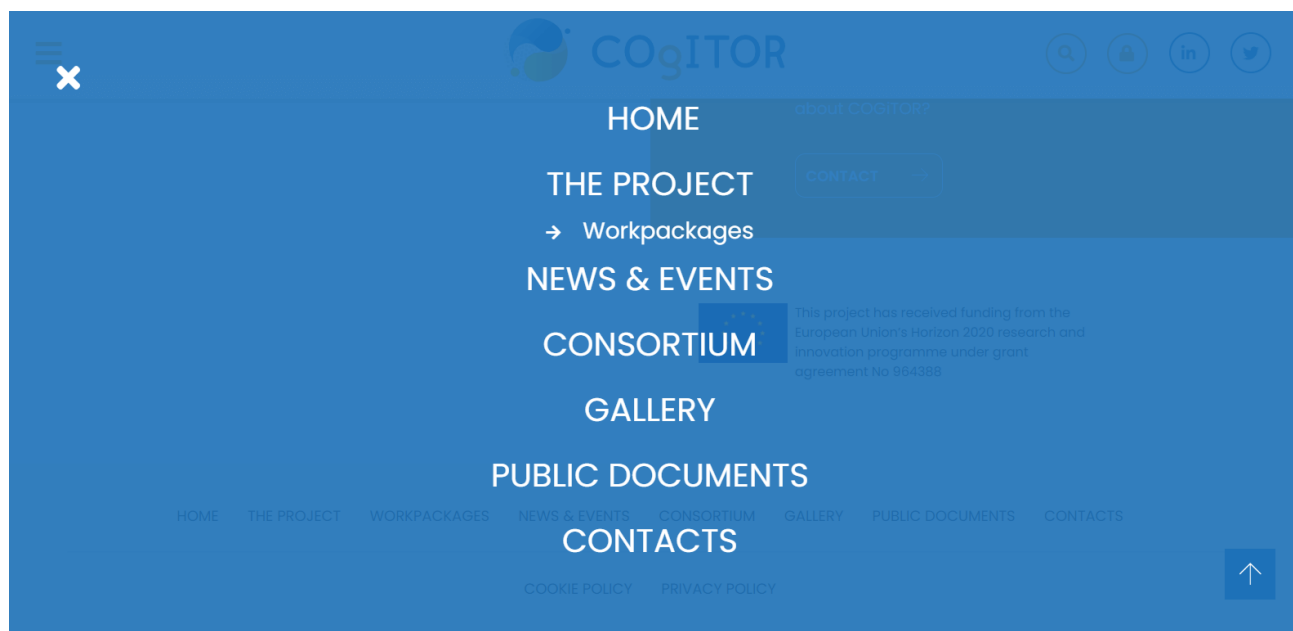
Figure 3 Project website menu

2.1   HOMEPAGE

The Home Page clearly communicates the website's purposes and shows all major contents available. It provides a short description of the project and the direct links to the different available pages (The Project – Consortium – News & Press – Events – Newsletters – Contact us) and direct links to the project Social Media channels (Twitter and LinkedIn), in addition to embedded tweets automatically connected with the COgITOR Twitter account).

The figure below shows the Home Page of COgITOR website (Figure 2)
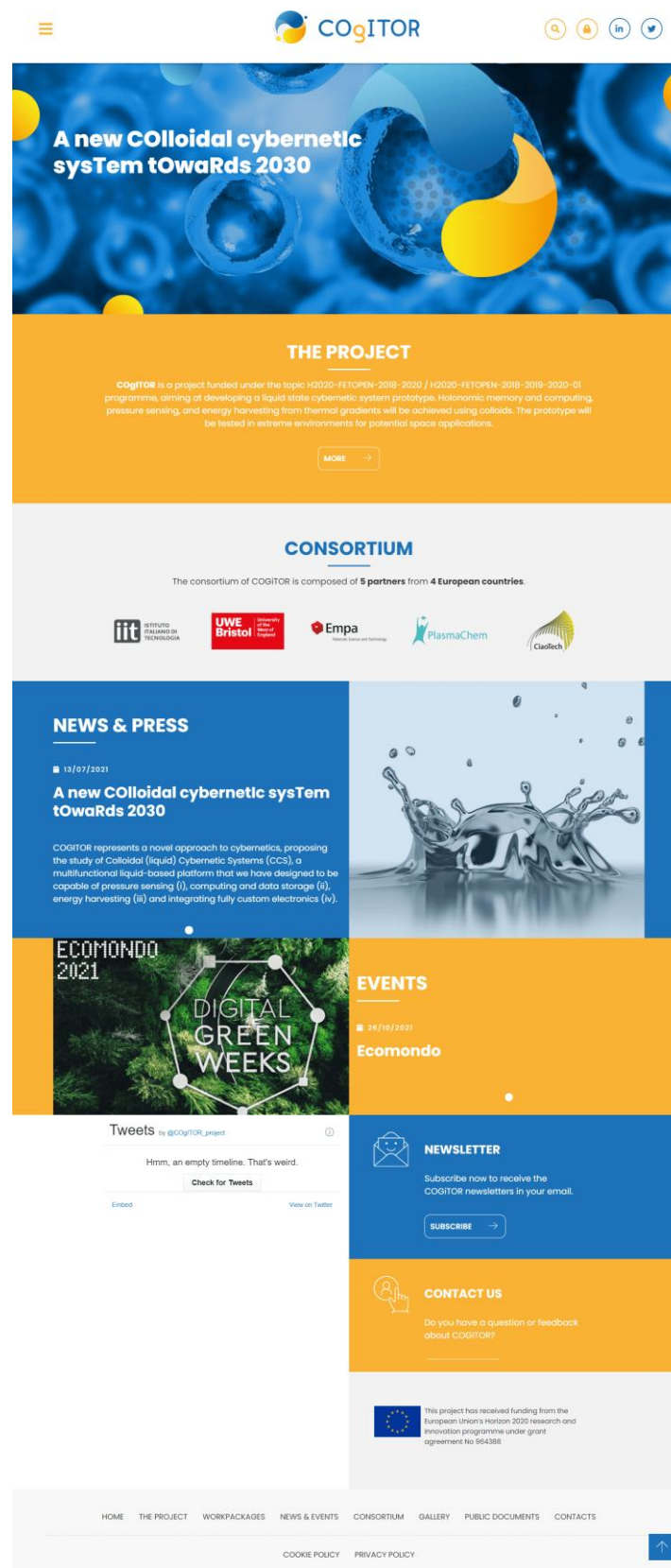
Figure 4 Home page

All **logos from partners** are shown at the center of the Home Page, indicating that the consortium is composed of 5 partners from 4 European countries and from there is possible to have an easy and direct access to the "Consortium" page to further explore their role in the project.
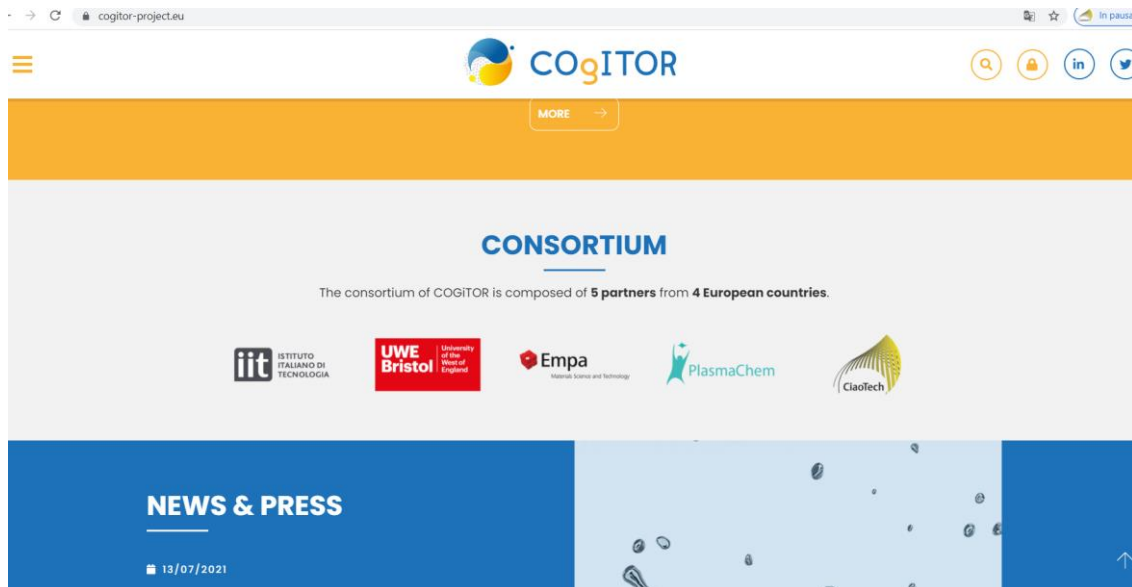
Figure 5 Home page: the partners' logos

Furthermore, at the bottom of the homepage two boxes have been added to call to action the web user. The first one is for **subscription to the newsletter**. The second one is to get in touch with the project consortium with a direct link to the "**CONTACT**" page. These two boxes are visible in all pages of the website.
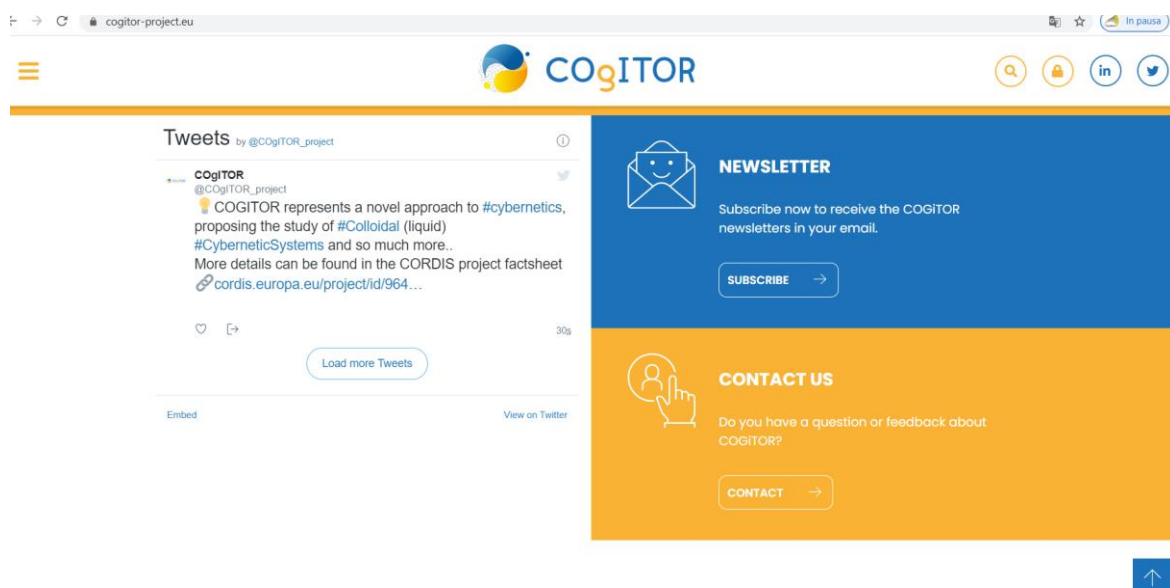
Figure 6 Home page: the call to action boxes

Additionally, a private restricted area for internal use (only for the consortium) is included in the Home page, close to the Social Media project channels. This area aims at document sharing, storage of project deliverables, etc. After the login in the private area the users are redirected to the Innovation Place web-platform at the following link: https://www.innovationplace.eu/ .

Figure 7 Home page: private area

Finally, according to the EC dissemination rules, in the footer the flag of EU and the text stating the funding of the project as Horizon 2020 project appears, together with the disclaimer excluding the Agency's responsibility (Figure 8).
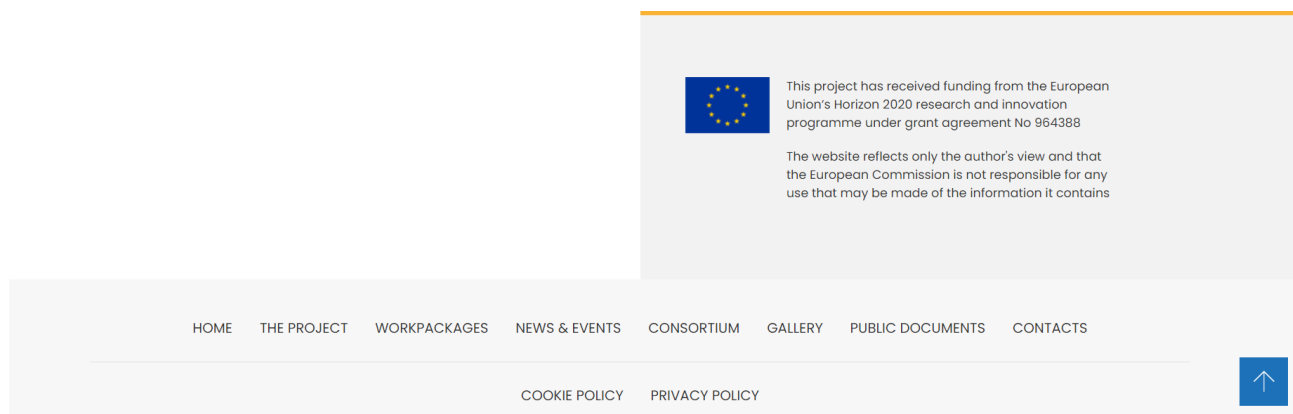
Figure 8 Home page: the EC acknowledgement of funding

2.2 THE PROJECT

This page, available at the following link https://www.cogitor-project.eu/the-project/ includes:

- ✓ a more detailed description of the project;
- ✓ its main objectives;
- ✓ the most strategic impact the project will generate;
- ✓ the main strategic benefits it will bring to society.

Figure 9 The project page

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017385

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2.2.1   Work packages

The "Work packages" section is comprised under "The project" parent page. It is accessible at the following link https://www.cogitor-project.eu/the-project/workpackages/ and it describes the 6 work packages of the COgITOR project and a short description of their main objectives as reported in the project activity plan. Furthermore, the lead partner of each WP is shown by means of its logo.

Figure 10 Workpackages page

2.3   NEWS AND EVENTS

This section contains an archive of news and most relevant updates related to COgITOR. It ill provide also information on the participation in international and national events joined and/or organised in the framework of the project and in line with the project scope. It is accessible at the link https://www.cogitor-project.eu/news-events/ (Figure 10, 11). A preview of the more recent news and events is shown also shown in the Home Page.
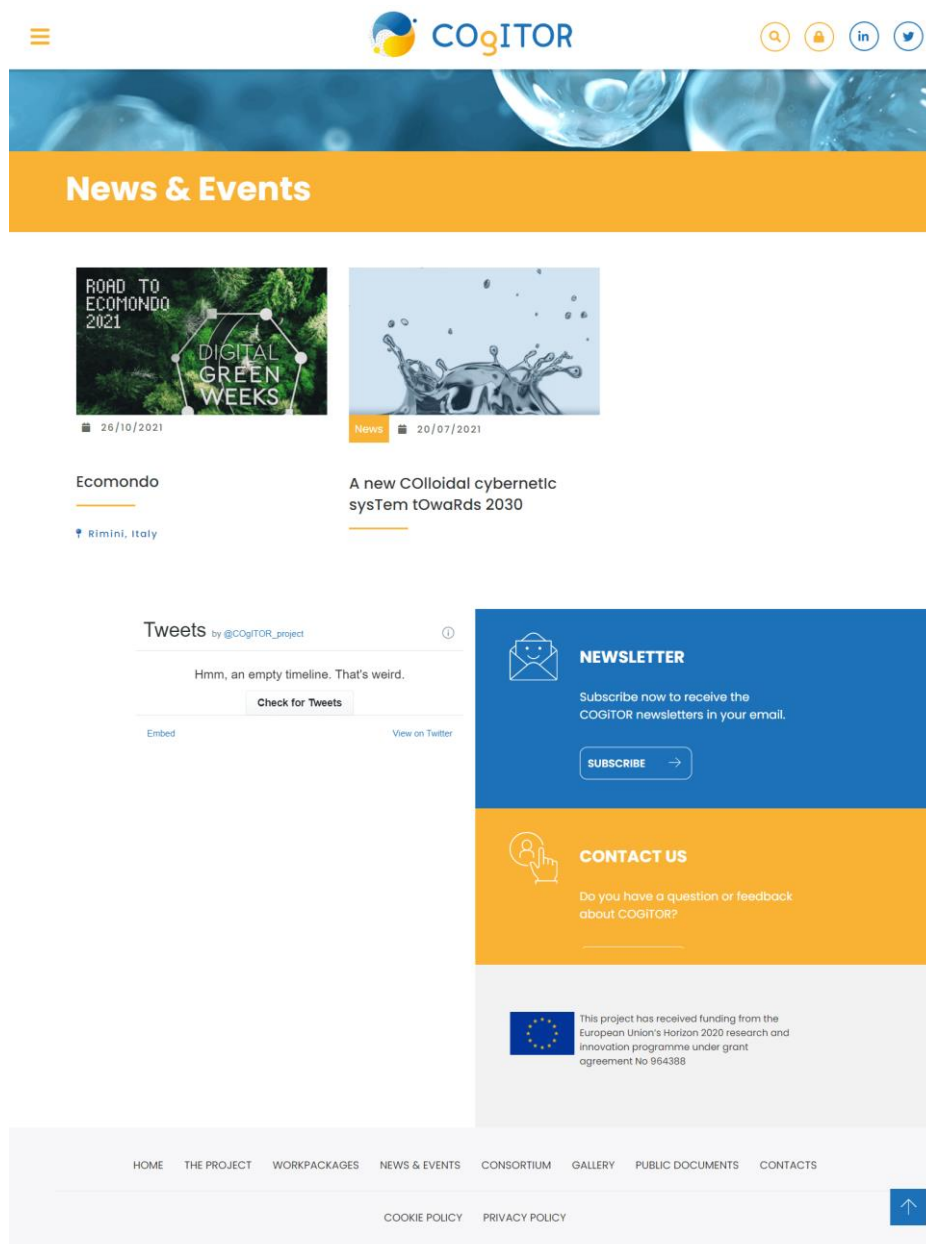

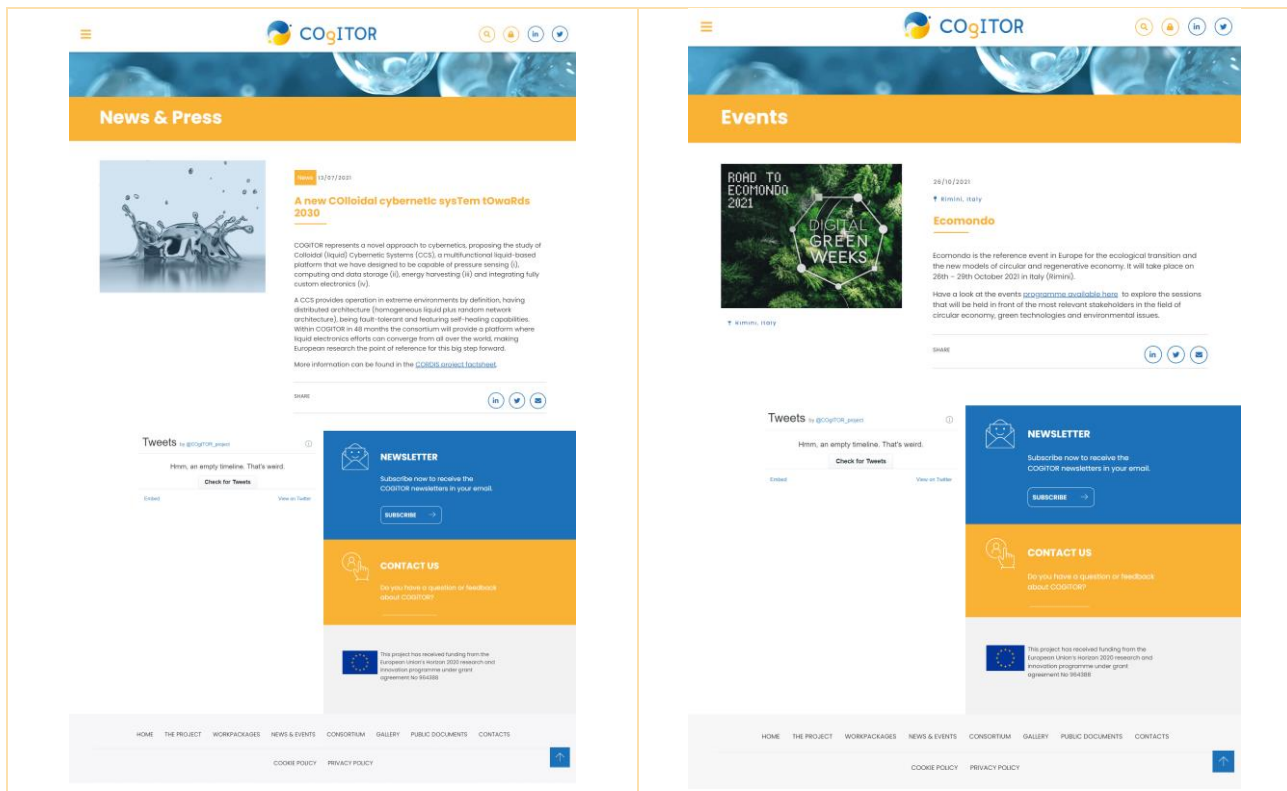
Figure 11 News and events page

Figure 12 Detailed news and events pages

2.4 CONSORTIUM

The section "Consortium" hosts information about each partner in the COgITOR project. For each partner organization, a brief description is provided, including the logo, the full name, the country and a link to the official website of the organization (Figure 12).

Figure 13 Consortium page

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017385

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2.5 GALLERY

This section will contain project videos, images and pictures shot/taken while the partners will implement their activities. The following image shows how these type of information will be displayed since at the moment no resources are uploaded there.
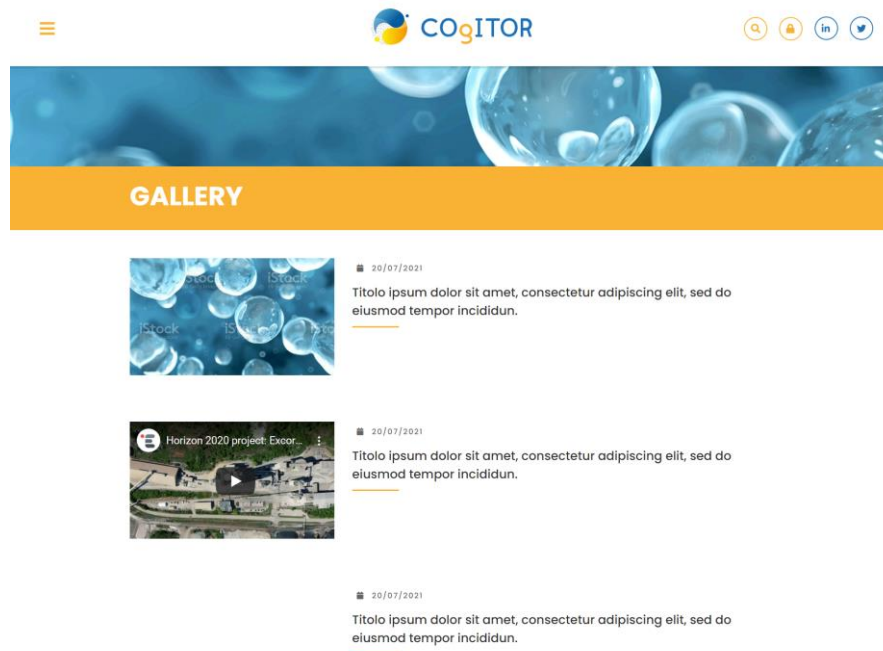

Figure 14 Preview of the Gallery page

2.6 PUBLIC DOCUMENTS

The "Public documents" page, whose preview is shown in figure 14, will comprise three sections:

1. Public deliverables,
2. Project Newsletters
3. Press kit (COgITOR brochures, posters, roll-up)
4. Dissemination and communication report: this tool aims at supporting the Dissemination and Communication (D&C) teams and their activities within the project. It facilitates the collection of data related to D&C activities from each project partner, enabling better tracking and reporting of such activities to the EC. The D&C section is private and only accessible to project partners. CIAOTECH, the WP6 leader, will provide access to the person in each partner organization responsible for including the information needed in the website. The partners will be asked to complete a simple questionnaire for each D&C action performed. The questionnaire collects the main data related to an activity, such as date, place, aim, location, target audience etc. The collection and the storage of data will be done in line with the General Data Protection Regulation (UE 2016/679). Each semester, CIAOTECH will perform a check of the D&C actions implemented by the consortium in order to continuously monitor the impact of the communication and dissemination strategy implementation.

This section is accessible at the following link https://www.cogitor-project.eu/public-documents/ and it will be continuously updated with coherent resources as detailed. The sections will be visible as explained to the public when relevant documents will be available and uploaded there.
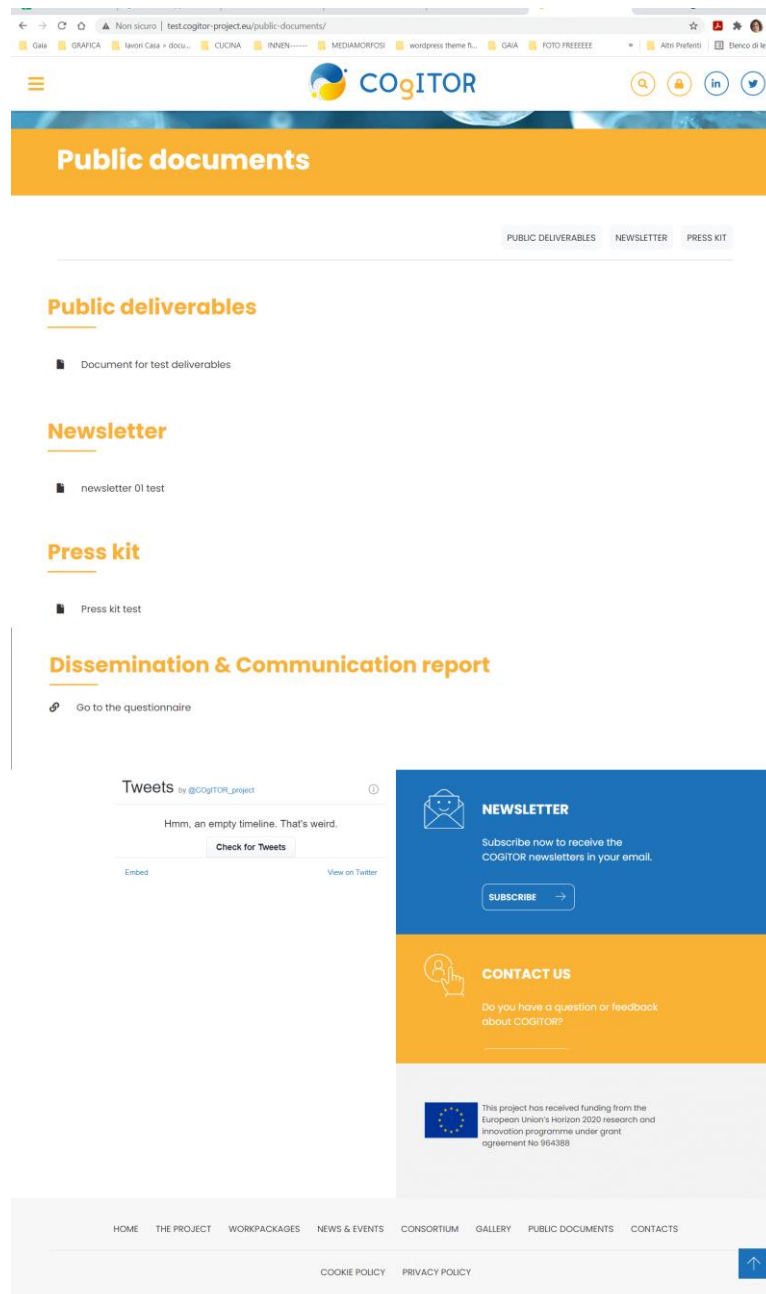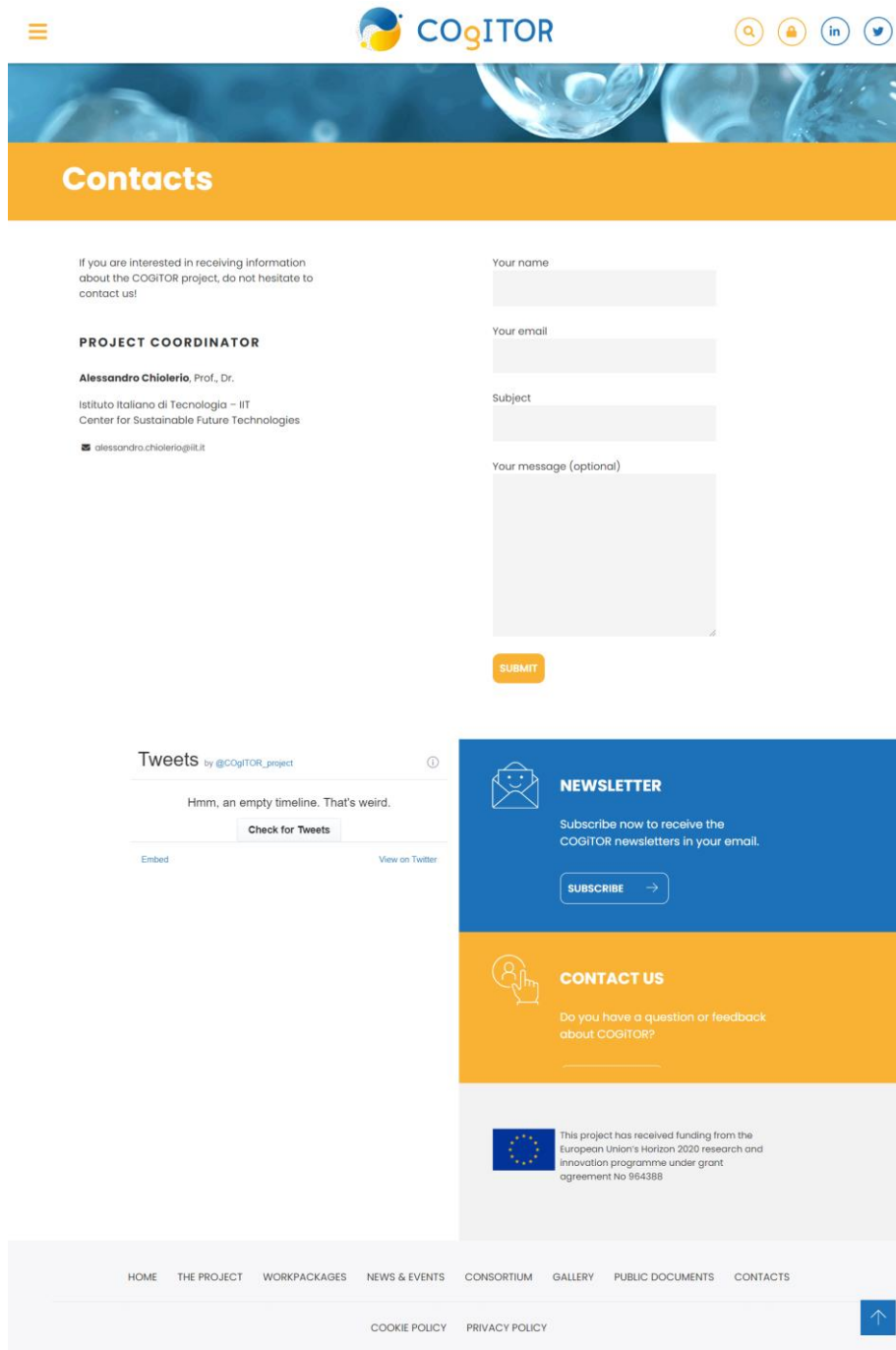

Figure 15 Preview of the Public document page

2.7 CONTACTS

The "CONTACTS" section (Figure 15) includes a standard web-based form where interested parties can get in touch with the COgITOR project. The "Contacts" section also includes the name and

contact details of the Project Coordinator, represented by prof. Alessandro Chiolerio from Istituto Italiano di Tecnologia – Center for Converging Technologies.

Figure 16 Contacts page

3 CONCLUSIONS

The COgITOR website is one of the main dissemination and communication tools for the project and its results. It will be continuously updated with news related to project activities, project progress and project results.