



Deliverable D7.1

Website and Project Logo

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Technical References

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- 1 PU = Public
 PP = Restricted to other programme participants (including the Commission Services)
 RE = Restricted to a group specified by the consortium (including the Commission Services)
 CO = Confidential, only for members of the consortium (including the Commission Services)

Document history

V	Date	Beneficiary	Author
V0.1			
V0.2			
V0.3			
V1			

Summary

EVERGLASS ventures into groundbreaking territory with its technology, known as "glass laser transformation," designed for on-site glass recycling and the creation of customized or technical products. In a seamless process, users will deposit glass waste into a machine and choose their desired new product. The vision is nothing short of audacious, aiming to introduce a pioneering technology that allows for virtually infinite glass reuse to the consumer market.

Crafting a distinct visual identity is paramount for this innovative project. A visual identity not only facilitates swift recognition for those encountering the project but also plays a pivotal role in leaving a lasting impression on our target audiences. Establishing a recognizable visual identity fosters loyalty and familiarity, setting the project apart from its counterparts and fostering a sense of unity among participants.

The significance of a strong visual identity extends beyond mere aesthetics. It positions the project to shine amidst competition, instills trust and credibility in the public eye, and effectively communicates key information about the project's research and achievements. Moreover, this visual identity serves as a versatile tool, seamlessly extending its impact across various platforms such as websites, social media, and print materials, ensuring a consistent and unified message.

In the context of Horizon Europe projects, this visual identity becomes a must for effective communication. It not only enhances dissemination activities like conferences and poster presentations but also provides partners with valuable resources such as PowerPoint templates, facilitating their daily actions.

As part of EVERGLASS's commitment to transparent communication, a dedicated website has been meticulously crafted using WordPress: <http://www.everglassproject.eu/>. This digital hub will serve as the primary gateway to crucial information about EVERGLASS, offering insights into the project's objectives, goals, and structure. Regular updates on progress and results will keep stakeholders informed, with ESCI taking charge of website maintenance to ensure a seamless and dynamic user experience.

Summary of Deliverable

The **Deliverable 7.1 Website and Project Logo** encompass a collection of visual elements that will serve to represent and differentiate the EVERGLASS project into a cohesive aesthetic. More specifically, the EVERGLASS Visual ID consists of a logo, colour scheme, preferred font selection and templates. It also details how the EVERGLASS website was created and will function. This deliverable is one of the results of Task 7.3. Communication activities.

Disclaimer

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

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1 EVERGLASS Visual ID

1.1 EVERGLASS Project

As of now, glass cannot be recycled integrally.

While current processes in Europe incorporate best practices in reusing and recycling soda-lime glass, other kinds of glass with high potential are not recycled. Those come from multiple industries and have multiple uses such as medical glass, glass from X-ray tubes, LCD screens, and glass from car windscreens... As digital technologies develop rapidly, the amount of polluting waste in landfills is expected to increase exponentially.

This scenario is simply unsustainable and requires a paradigm shift from recycling only some types of glass to recovering all the different typologies of a material that has the potential of being recycled almost endlessly.

EVERGLASS is a 3-year project funded by the EU under Horizon Europe. The project will design morphing laser devices that will allow glass waste to be transformed into new tailored products.

The goal of the project is to create a lab-scale prototype of the EVERGLASS machine. The machine will demonstrate the feasibility of "Glass Laser Morphing" (GLM) as a technology for recycling all glass waste into customized or technical products.

1.2 Project branding

An attractive and consistent visual identity will facilitate meeting communication and dissemination objectives and reflect project values and goals. This includes logos and standard templates such as PowerPoint presentations, Word report styles and letterheads. It also advises the consortium on correct acknowledgements of EU funding and EU flag. A strong and dynamic visual identity is important in many ways, notably:

Professionally - to:

- Provide an easily identifiable and attractive design to facilitate dialogue and recognition with key stakeholders.
- Give a brand platform for improved market knowledge of EVERGLASS solutions to support replication and take up – possibly including continued commercial development and investment well beyond the lifetime of the project.
- Enhance exploitation potential of research and innovations.
- Support collaboration activities with relevant projects and initiatives at a local, nation and European or international level.

Publicly – to:

- Support local communication initiatives and citizen engagement activities.
- Develop an identifier of investment, change and progress for local stakeholders, citizens, and residents to be proud of.
- Encapsulate the momentum of moving towards a more sustainable, circular economy.

In this Deliverable we present the collection of visual elements that will serve to represent and differentiate the EVERGLASS project into a cohesive aesthetic. More specifically, we took into consideration the thematic and main expected results to develop the visual ID consisting of a logo, colour scheme, preferred font selection and templates.

1.3 Developing the logos

To commission the visual ID and development of a logo we raised some keywords to our professional and experienced designer.

- *Keywords: Glass, laser, technology, machine, engineering, mathematics, recycling, sustainability, circular economy.*

In addition, we also provided him the following pictures for further inspiration:

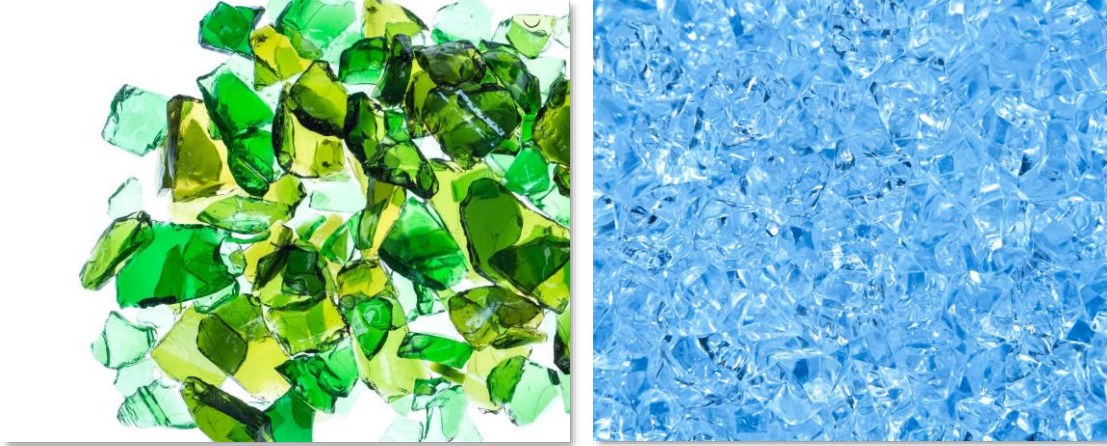


Figure 1 Photos for inspiration.

Visual identity can also help a project or organization connect emotionally with its audience. This is because the colours, imagery, and overall design of a visual identity can evoke certain feelings and associations in the viewer. By focusing on these keywords, we wanted to create this emotional connection with glass and its possibilities. This emotional association can be particularly powerful in building brand loyalty and encouraging positive word-of-mouth promotion.

Our designer came up with numerous logos ideas which were further discussed with the Project Coordinator or sometimes vetoed by the WP leaders on Communication and Dissemination at ESCI, because of style and proposal reasons. A final choice between the two favourite options was made between all partners.



Figure 2 Examples of logos during the draft phase.

A total of 21 different logos were created until we reached our final logo. That was done through small changes to the favourites and some try-outs with the design.

1.3.1 Logo

A logo has been designed to give a striking and memorable visual identity for the project.

Along with the logos, an overall visual identity was developed including graphics and icons for key EVERGLASS actions and themes. Further a white version ensures the logo can be used over any background making for a more versatile use.



Figure 3 EVERGLASS logo.



Figure 4 EVERGLASS Signet.



Figure 5 EVERGLASS logo white version

The Logo must not be altered or adapted by project partners but used in its current form. Care must be taken to not distort the dimensions of the logo.

1.3.2 Colour pallet

A range of complementary colours has been pre-defined by a professional designer to help ESCI and project partners ensure the visual continuity while adding some variety. These colours which complements and challenges the predominant blues or convey several levels of information will be added in designs, videos, brochures, and presentations, as needed.



Figure 6 Colour pallet and reference.

2 Templates

2.1 Why have templates?

Several different templates have been designed to ensure that communications remain true to the common visual identity. Consistent visual and written style is important for ensuring project recognition and delivering a professional communications effort. Templates will be distributed to project partners and available on designated cloud sharing service.

- Ensure continuity and same look.
- Facilitate the work of partners.
- Project recognition for presentations, posters, and public deliverables.

2.1.1 Deliverables, Meeting reports and Interim Reports

Word files for Deliverables and reports such as meetings and Interim Reports to be submitted to the EU have been created. This way we facilitate their use for partners and ensure all reports look similar being them public or not.

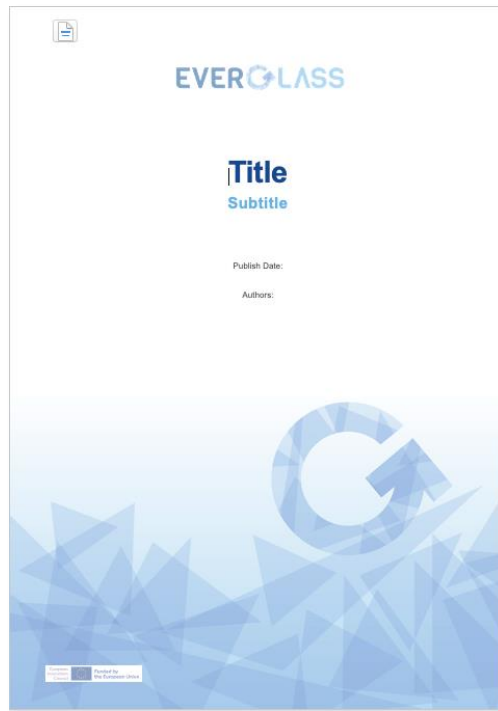


Figure 7 Deliverable template.

2.1.2 Power point presentations

Dissemination efforts in webinars, conferences, trade fairs, symposiums and others are a fundamental part of the EVERGLASS project. Internal events such as meetings also gain from having a power point template for all partners to use, guaranteeing uniformity and a sense of familiarity for the participants.



Figure 8 Power point presentation template.

2.1.3 Posters

Poster presentation at conferences and symposiums are a common practice and part of the academic life. Researchers will be able to use our poster templates for their dissemination efforts during the project duration.

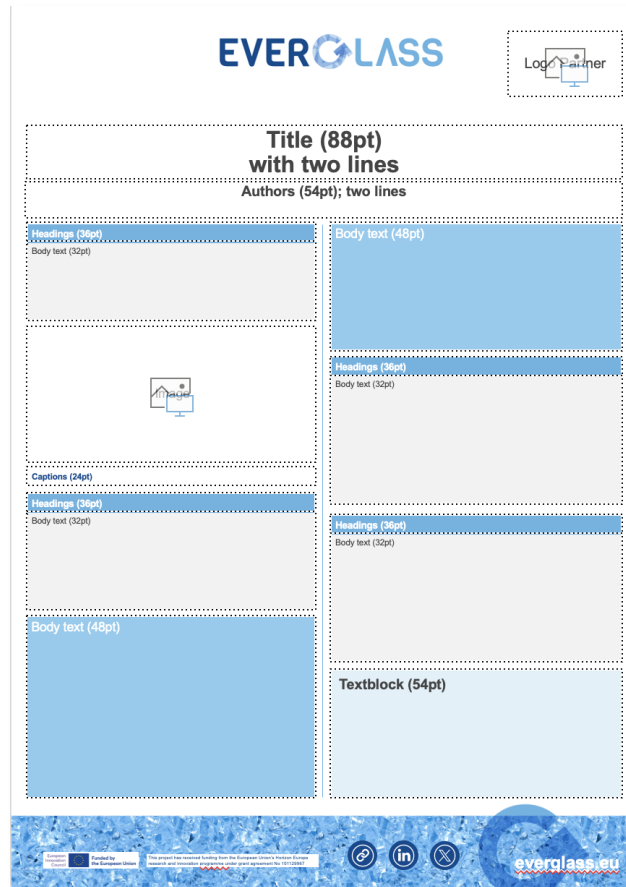


Figure 9 Poster template.

3 Social media logos and banners

To span off our online branding, a set of social media banners and logo icons for use on LinkedIn and Twitter has also been developed.



Figure 10 LinkedIn banner

4 EVERGLASS website

The EVERGLASS website was designed to be a modern and dynamic site that moves away from being a simple repository towards being a ‘digital anchor’ for EVERGLASS content. Articles, infographics, interviews, videos, and news bites will be hosted there and then pushed, promoted, and placed on established websites (such as social media) with in-built audiences, linking back to the site.

Priority has therefore been given to presenting an easy to update and well-connected website with EVERGLASS content featured in the media or sectorial sites, twitter feeds, interviews, and blog posts front and centre. The site uses the Word Press publishing platform and its known features for clean and accessible mobile browsing.

4.1 Importance of the website

The EVERGLASS website will be a reference point for the project’s external communication. Having a well-designed and informative website is essential for a project for several reasons:

1. **Online Presence:** A website is the face of a project online. It is the first point of contact for people who want to know more about the project. A good website creates a positive first impression and helps to establish credibility and professionalism.
2. **Communication:** A website is an effective communication tool. It allows project managers to communicate with stakeholders, team members, policy makers and the general public. It also enables those interested in the project to communicate with the project team for collaborations and more.
3. **Marketing:** A website is an essential marketing tool. It allows project managers to market their projects to a wider audience. By optimizing the website for search engines, we can attract people interested in our main topics and in our project.
4. **Information:** A website provides a central repository of information about the project. It can be used to share project goals, objectives, and milestones. It can also be used to provide updates on the progress of the project.
5. **Accessibility:** A website is accessible 24/7, which means that stakeholders can access information about the project at any time. It is also accessible from anywhere in the world, which means that it can be used to communicate with a global audience.

In summary, a good website is crucial for a project because it establishes an online presence, facilitates communication, serves as a marketing tool, provides information, and is accessible to stakeholders and the general public.

4.2 Main goals of the website

- Tell the “EVERGLASS” story and highlight the experiences related to glass and laser research, mathematical modeling, improved methodologies, sustainability efforts and how to bring those resources to market.
- Illustrate the credibility and personalities behind EVERGLASS to citizens and stakeholders and establish trust by showing intent, integrity, and capacity of results.
- Deliver and communicate news and events related to the project’s achievements and overall progress.
- Mix textual material with visual and emotional video support.
- Stimulate and facilitate the production of articles, reports, and demonstrations of the project’s results.

4.3 Main goals of the website Structure, visual appearance and content

4.3.1 Structure

The structure of the EVERGLASS website allows for user-friendly, intuitive browsing:

- simple set-up of the menu bar and the individual pages.
- enough white space to not overwhelm the visitors with tightly packed content.
- dynamic presentation of the elements for a vivid viewer experience.

All in all, this encourages the viewer to stay longer on the website and explore its content.

The website is structured such that the background, goal, and approach of EVERGLASS are communicated in a clear fashion. It is separated into the following pages:

- **Landing page:** gives a brief overview of the project and provides links for more detailed information as well as quickly providing the last project's news and videos.
- **About:** more detailed information about the objective, approach, solutions, and impacts of the project.
- **Our Team:** highlights our team of researchers and specialists involved on the EVERGLASS project, as well as partner logos and cluster projects.
- **News & Events:** provides the latest news and information on upcoming events of EVERGLASS.
- **Resources:** serves as a repository for scientific publications, deliverables and information produced by EVERGLASS.
- **Contact:** provides contact information of the project coordinator, project manager, and the communication manager. This will make it easy for media representatives to inquire information.

4.3.2 Visual appearance

We aimed at making the website as modern and pleasant as possible while still following the corporate identity for the project. A website is often the first point of contact. A visually appealing website can leave a positive first impression and can make users more likely to engage with our project.

A well-designed website can also provide a better user experience, keeping users for longer periods. A website that is easy to navigate, with clear and concise information, can help visitors find what they are looking for quickly and efficiently.

As stated before, a professional and polished website can further convey a sense of trust and credibility, which can help establish EVERGLASS as an authority in glass and laser research and on glass circular economy.

Finally, it can also improve SEO rankings. Search engines like Google prioritize websites that have a good user experience, which includes a visually appealing design. That helps to further promote the project.

The visual appearance for creating the website is in line with the corporate identity developed for the project. It follows the colour palette and picks up elements from the logo that reappear in the design of the website. The website thus resembles the look of the social media channels (Fig. 1)

which were created at the beginning of the project. This creates maximum visual recognition among target audiences.

4.3.3 Content

For now, the website explains the objective, approach, expected solutions and impacts of EVERGLASS. The content will be expanded as the project progresses and results become available. The maintenance of the content will be managed by ESCI with contribution by the project partners.

The information is presented in a comprehensive manner that was put together with the least specialised target audience in mind: the general public. The website, thus, speaks to everyone. This means, the complexity of the project and its research is broken down into simple, but compelling texts. The texts are accompanied by graphical elements, like infographics and icons. By adding these elements, we increase the visual attractiveness of the website and contribute to an easy understanding of the concept of EVERGLASS.

4.3.3.1 Home Page

The website's homepage aims at giving an overview of the project and its main key points and consists of:

- The issue EVERGLASS is tackling.
- Expected results.
- The project's latest news.
- EVERGLASS latest tweets.
- A link to our main resources.
- Link for our partner's information.
- Contact information.

4.3.3.2 About

This section of the website provides all the details related to the context of the project, the objectives to be met and how those goals will be achieved. Therefore, it is divided in subsections to cover each of those aspects. The subsections are listed below:

- **Why Glass?** this subsection initially states the problems which have been the motivation and driving force leading to the conception of the project, and then briefly presents the solution which will be generated by EVERGLASS.
- **Project Summary:** Explains how the project works.
- **Goal:** Details EVERGLASS goal.
- **Expected results:** the five expected results that EverGLASS strive to meet are presented in this subsection to illustrate the key ambitions to be achieved throughout the project's duration.

4.3.3.3 Our Team

- **The people behind EVERGLASS:** Photos and information about our specialists.
- **Partners:** Logo and information about our partners
- **Sister Projects:** Projects with similar goals that we can cooperate and exchange knowledge.

4.3.3.4 Resources

This section of the navigation menu aims at communicating to the public all documentation related to the EVERGLASS project. All the deliverables that will be issued into the framework of the project, as well as posters and official presentations during conferences will be publicly available at this section of the website.

To better distinguish all project documentation and facilitate an easier search for the visitors of the website, this section is divided into the following subsections:

- **Communication materials:** this will be the repository for all other dissemination documents, such as leaflets, posters, factsheets, etc.
- **Scientific publications:** EVERGLASS is a research-intensive project and aims at publishing 6+ scientific publications throughout the three years. They will be made available here through links in our website.
- **Public deliverables:** after the deliverable has been completed and reviewed, it will be published in this tab and there will also exist a link to facilitate quick download of the document.

4.3.3.5 News and Events

In this part of the website, all project news and upcoming events will be published. The items are divided in categories and can be searched. The section is divided in two subsections, namely:

- **News:** in this subsection the user can find all news related to the project, such as publication of results, new implementations and developments, photos of events, articles, news biters, press releases, etc.
- **Events:** this part is where all upcoming events will be communicated together with a short description.

4.3.3.6 Contact

This is a simple link to the contact information on the bottom of the home page.

4.4 Website's technical infrastructure

The URL obtained was: <http://www.everglassproject.eu/>

The website was built using WordPress, an internationally recognised and one of the main content management systems. The technical infrastructure allows to easily update and adapt the website as more content is generated throughout the project. These updates will be carried out by ESCI which will maintain the website.

The website analytics such as views, visits, location, and more will be monitored by ESCI using Matomo Analytics.

5 European Commission acknowledgment

The support of the European Commission must be recognised in all publications and outputs produced by the EVERGLASS project.

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

For example:

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement No 101129967.

Or, in the introduction to a text: *The research leading to these results received funding from the European Union's Horizon Europe under grant agreement N°101129967.*

The EU logo should also be displayed, according to the rules set out by the European Commission.¹



Moreover, when needed, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Innovation Council. Neither the European Union nor the granting authority can be held responsible for them.”

6 Conclusion

The website features a user-friendly design following the corporate identity and informs in a comprehensive, but compelling manner about the project's vision. The website will be updated with latest results, news, and events as they become available. Our goal is to make EVERGLASS' website a living resource throughout the whole project, making sure it's not a static depository. Those searching for resources and news will find easily accessible and updated information.

From day one, EVERGLASS visual identity is providing a key communication and dissemination asset. The visual identity is vital to create awareness among the target audiences and support the broad range of activities and objectives across the project.

As mentioned above, the visual identity included the development and creation of a logo in line with the characteristics of the project, as well as different templates that can be used by the different partners to ensure that communications remain faithful to the common visual identity.

The implementation of a strong EVERGLASS 'brand', combining the visual identity with a range of video and text content, will help the project to fully exploit its results.

In today's digital age, having a nice-looking website can give you a competitive edge. A visually appealing website can set you apart from other projects and make EVERGLASS more memorable to potential users.

¹ Graphical Guide to the European Emblem: <http://publications.europa.eu/code/en/en-5000100.htm>

