



# **D6.6 Project Website and Design**

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Prêt-à-LLOD - Ready-to-use Multilingual  
Linked Language Data for Knowledge  
Services across Sectors

*D6.6 Project Website and Design*

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# 1. Visual Identity

## 1.1 Concept

The aim of this project is to create ready-to-use multilingual data, and its name was inspired by the French “Prêt-à-Porter” which means “Ready-to-wear”, hence, the visual identity of it was inspired by the fashion industry.

For that, we used the clothes tag for the logo and strips of fabric to assemble different parts of the designs.

## 1.2 Logo



**Figure 1.1: Prêt-à-LLOD Logo**

The logo [Figure 1.1] is inspired by the clothes tag, it resembles the idea of having something ready to use, like in the case of Prêt-à-Porter clothes.

The colour and the feeling used for the logo is the silky red for noticeable yet not annoying level of attraction to the eye of the recipient.

The logo is designed using industry standard, hence, can be exported in different sizes and formats while still keep its uniqueness and high quality.

## 1.3 Colours

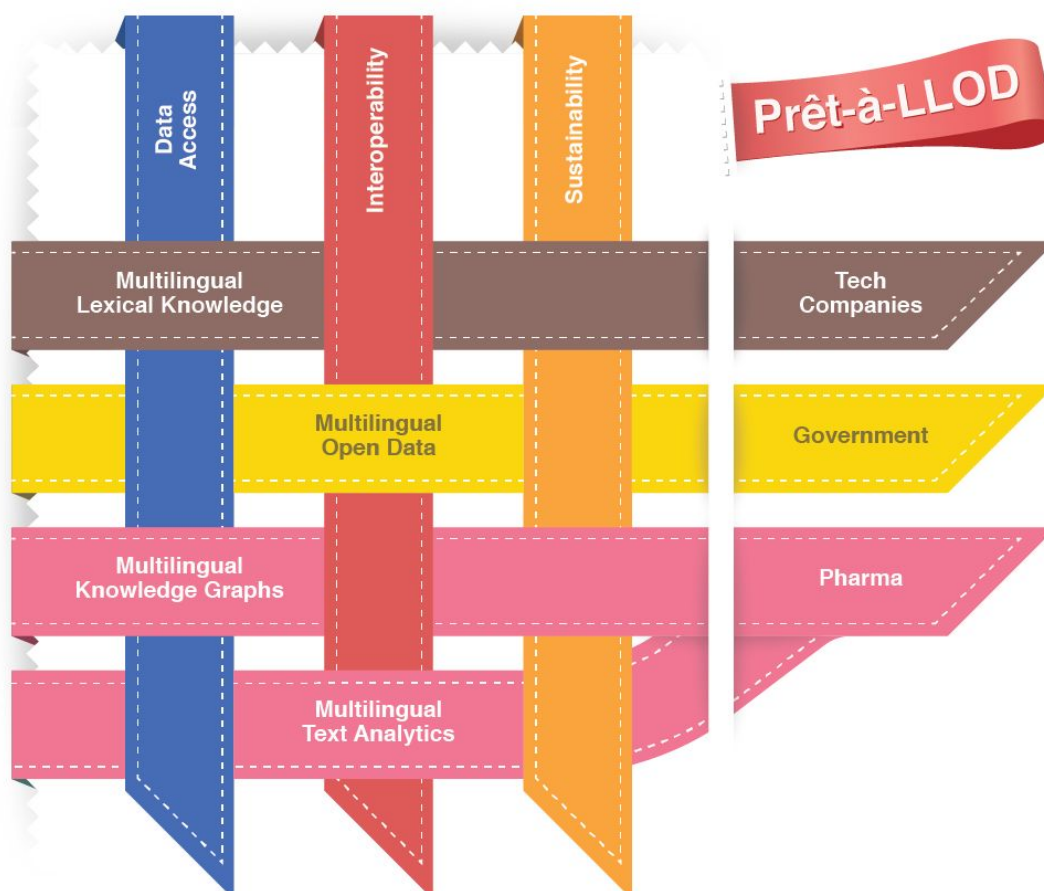
The colours palette selection for this project depended on having different feelings of texture while still using colour only, e.g. Figure 1.2 showing velvet brown colour and feel.



**Figure 1.2: Showing Velvet Brown**

Yet, the colour palette contained multiple levels of hues and lightness to include dark and light different colours for a wider range of use along the designs.

## 2. Prêt-à-LLOD Chart



**Figure 2.1: Overview of objectives, uses cases and sectors for Prêt-à-LLOD**

Prêt-à-LLOD aims to create new data value chains for language resources and language services across several sectors and application areas, and we needed to have a visual graph to describe all of those in one chart.

As we see in [Figure 2.1], we used stitched fabric strips in a weaved texture to resemble the idea of all parts interacting and then forming a strong and dependable output.

In this chart, the colours palette shows clearly in using different tones and feelings for each strip of the fabric.

## 3. Website

The website is hosted by NUIG and available at <http://pret-a-llod.eu/>

## 3.1 Website Features

The website for the project features a fully working CMS built using Wordpress, which is a wide-spread CMS because of its ease-of-use and flexibility to improve using available plugins and/or special developments.

- The website enables us to create static pages and news in the format of blog posts.
- It maintains a blog where articles on topics with a strong reference to Prêt-à-LLOD will be published frequently.
- It can be used to continuously update the visitors about the project news, activities, published reports, and papers. The website helps in making software and demonstrators available to the research community, using visualisation and animations.
- It also enables the creation of an unlimited number of users and contributors to the website, so each of the partners of the website can add data from their side.
- The website will be an easily accessible and frequently updated repository for contents produced by the project. It will thus be a point of reference for project activities from an organisational, promotional and dissemination point of view and means of interaction between the community members to reinforce ties and collaboration.

## 3.2 Website Design

The website design (Figure 3.1) has a clean yet professional interface, which is responsive to different screen sizes and compatible with hand-held devices.

The homepage includes the following sections:

- The main menu where links to pages can be placed and the feature of sub-menus can be used for categorised views.
- The main banner which can be used as a photo slider to show multiple important announcements above the fold simultaneously.
- A section to hold a summary of the project.
- Partners logos and links to their websites.
- Footer menus to make surfing more user-friendly.
- A description of the funding.

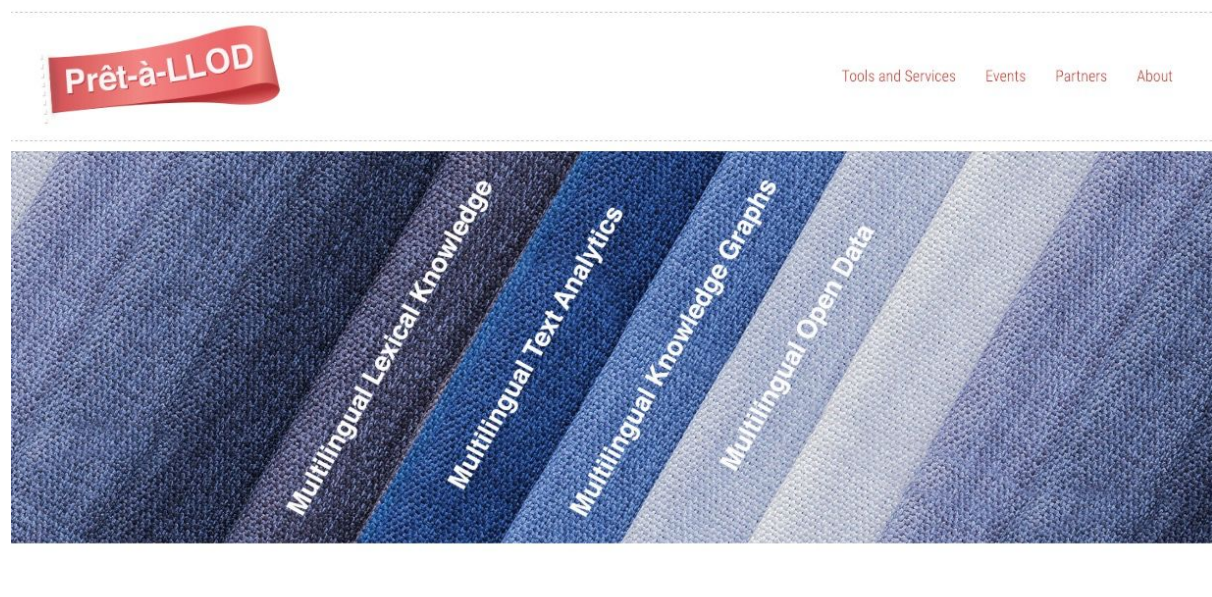


Figure 3.1: The website homepage

The internal pages include a Twitter widget in the sidebar to keep the visitors updated with the project Tweets, e.g. Figure 3.2: Events page

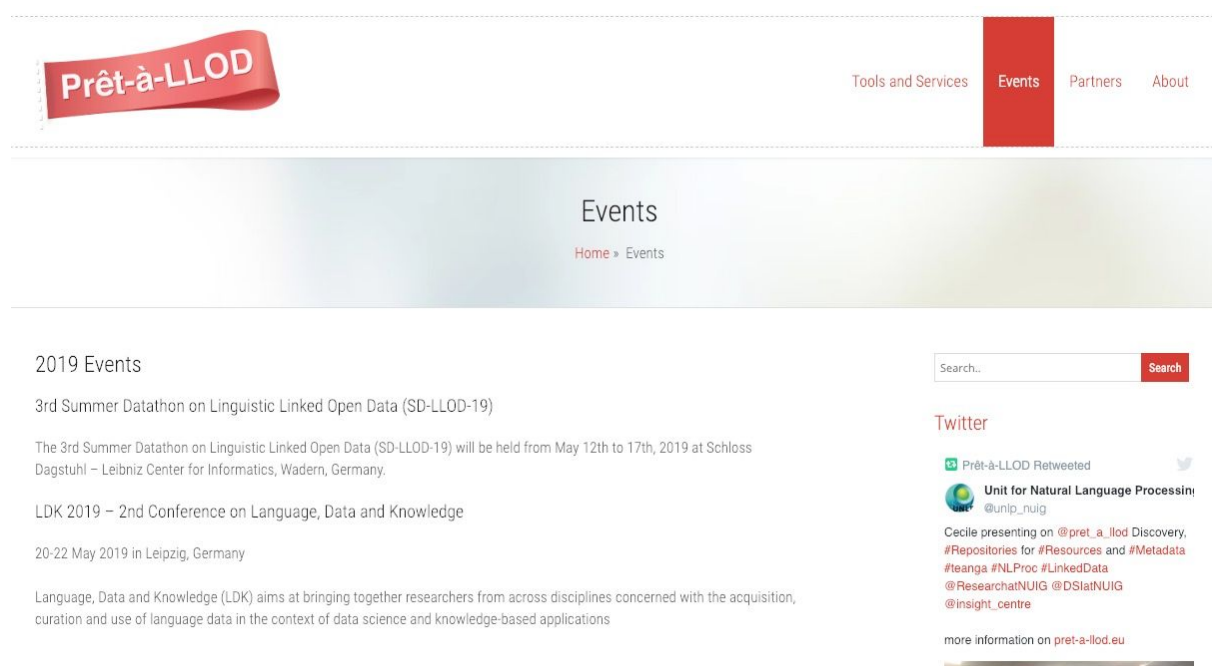


Figure 3.2: Events Page



## 4. Twitter Account

A Twitter account for this project was created on [https://twitter.com/pret\\_a\\_llod](https://twitter.com/pret_a_llod), where we post about updates from the project and about related topics.

We encouraged all of our partners to follow and interact with this account for more exposure to our project and its activities.

## 5. Other Communication Elements

To complete the professional look of the project, we worked on creating other communication elements, e.g. Presentation Template (Figure 4.1), and a poster template.

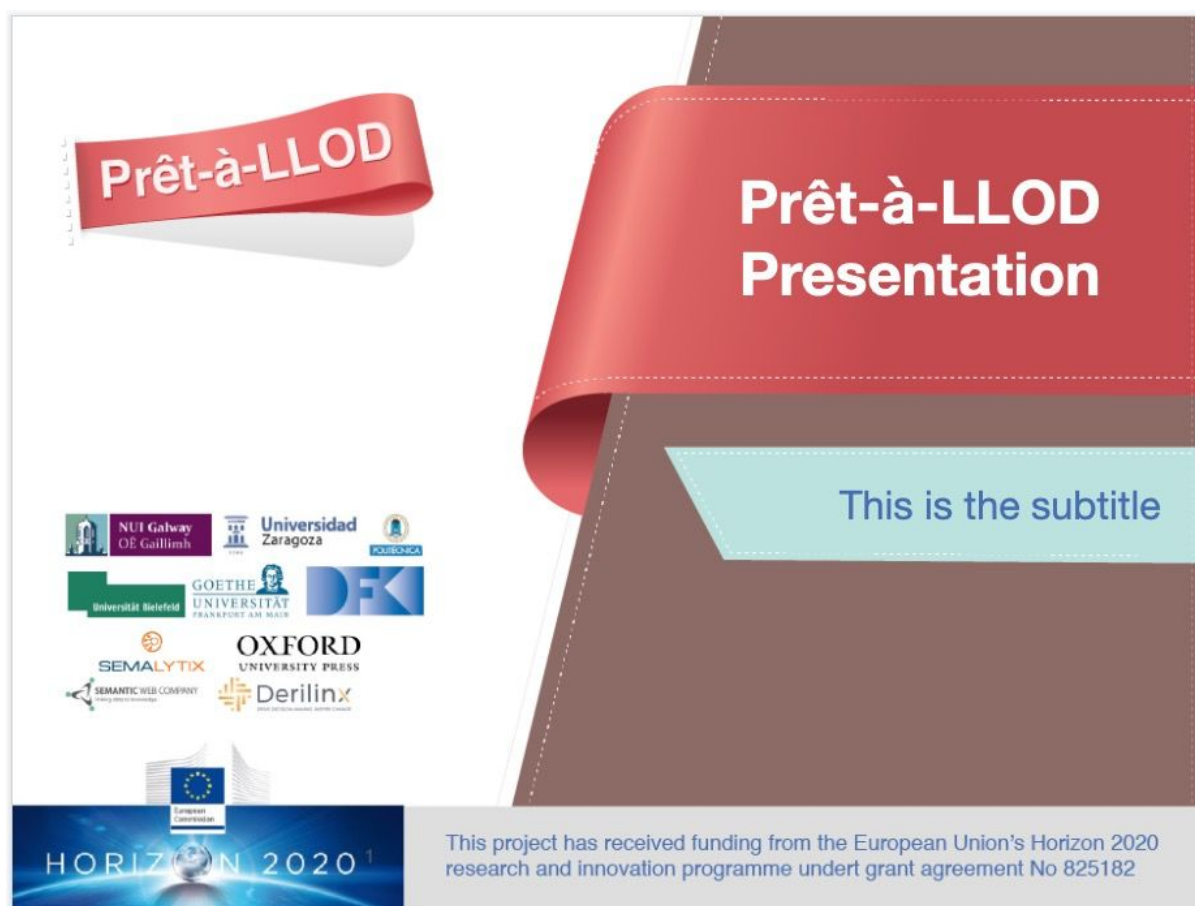


Figure 4.1: Presentation Cover template



## 6. Conclusion

The project at this point has a consistent look throughout all of the communication and media elements, which gives the project a professional look.

These elements include:

- A clear concept for the design and the name of the project.
- A professional logo that was designed according to industry standards.
- A colour palette that makes the look consistent for all the media elements.
- The project chart which shows as much info about the project in one graphic.
- A CMS website which makes adding content very easy for all the partners, and provides a very simple interface for the visitors.
- A Twitter account to post updates about the project.
- Other useful media elements templates.

We look forward to using all of these communications tools to keep the content of our project updated through the course of the project.