



Mimicking Adaptation
and Plasticity in
WORMS

D1.1 WEBSITE AND PROJECT LOGO

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EXECUTIVE SUMMARY

The D1.1 reports the design and management of the MAPWORMS website (<http://mapworms.eu/>), as well as the description of the visual identity of the project. Visual identity consists of all the elements useful to support the identification of the MAPWORMS project, including official logo, colours, and typeface.

The official website is online, and it will be enriched and will grow in content as the project proceeds according to the expected results.

1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This deliverable describes the activities related to the creation of a visual identity for the MAPWORMS project through a compelling and attractive logo and clear messages on the MAPWORMS value proposition. It is important to highlight that MAPWORMS aims to have a recognizable style that will be used for all communication materials, such as promotional tools, project presentations, social media and a dedicated project website. The project website represents the main channel to support awareness of activities and to provide real-time access to updated information about the project, increasing exposure and stimulating online engagement of targeted stakeholder communities.

1.2 RELATION TO OTHER TASKS AND DELIVERABLES

This deliverable is part of WP1 "Project coordination, dissemination and communication", Task 1.2 "Dissemination and Communication activities" and it is closely related to deliverable D1.4 "Dissemination, communication and exploitation plan", scheduled to facilitate the common understanding of the aims of the dissemination activities and to give clear measures and priorities on how to disclose the outcomes to the stakeholders.

2 VISUAL IDENTITY

The MAPWORMS visual identity was created by using as reference both the project objectives and its value proposition. Representative colours and typography were chosen, and a compelling and attractive logo was designed. Specific guidelines (see Annex 1 "MAPWORMS_Visual-Identity-Guidelines") were created and shared throughout the Consortium. The guidelines outline all of the basic elements of the MAPWORMS visual identity (logo, colours and typeface), as well as the best standards for their use.

2.1 LOGO, COLOURS, AND TYPEFACE

2.1.1 LOGO

A logo proposal was developed by SSSA during the first month of the project and it was shared and discussed during the kick-off meeting. Thus, it was finally approved by the Consortium after minor revisions by a Doodle consultation. The MAPWORMS logo intends to express the values and the basic approach of the project.

The logo is composed of the graphic sign (symbol), flanked by a logotype in Montserrat Alternate font entirely in uppercase letters. The letter "M" has been edited to resemble the letter "W" in an inverted position. The vertical logo (Figure 1) is the main one and it is preferred to use it in the majority of cases. For convenience, an horizontal logo is also provided (Figure 2).



Figure 1 The MAPWORMS vertical and main logo



Figure 2 The MAPWORMS horizontal logo

The MAPWORMS symbol (Figure 3) is the shorter version of the logo and consists of the graphic sign inspired by simplified forms of marine Annelida. It is designed in order to communicate the aims of the project, i.e., a novel concept of life-like machines able to adapt to the environment and to perform tasks by evolving, morphing and growing. The short version can be used alone if there is not enough space to insert the full logo or as a website favicon and as social media profiles image.

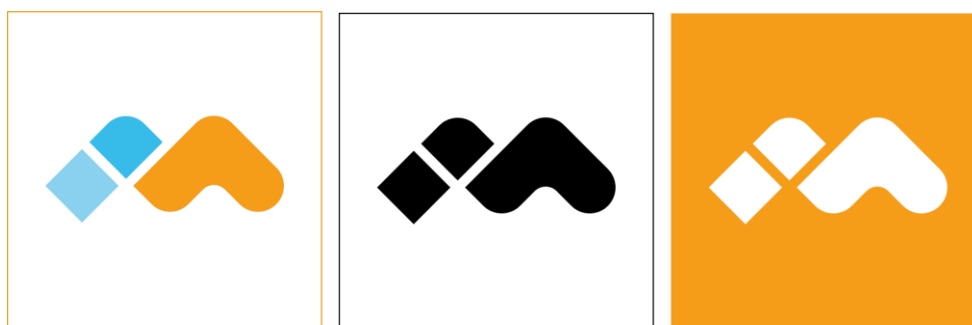


Figure 3 The MAPWORMS symbol

The logo was developed in several formats and sizes in order to be applied on the website, printed materials, etc. It has been designed to work equally well on white and black backgrounds (Figure 4).



Figure 4 The MAPWORMS logo: solid black and solid white

2.1.2 COLOURS

A MAPWORMS dedicated palette of colours was created (Figure 5). The yellow/orange colour gives a creative and innovative character to the project, while the blue colour recalls the colour of water, i.e., a fluid element capable of adapting and modelling itself to the surrounding environment as the MAPWORMS project objectives.



Figure 5 The MAPWORMS Colours Palette.

2.1.3 TYPEFACE

The Google Fonts “Montserrat Alternate” is a geometric sans-serif typeface and it is chosen for headlines and for the lettering MAPWORMS project logo (Figure 6).

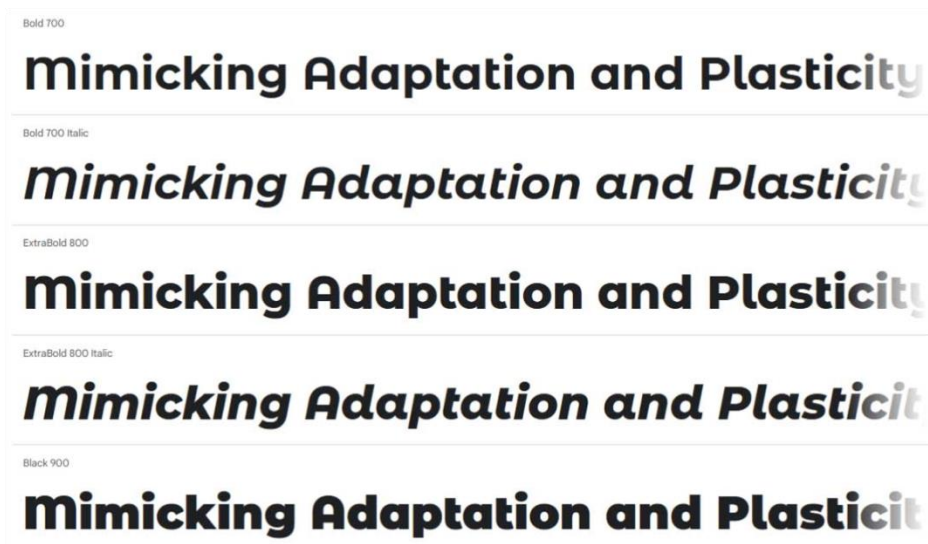


Figure 6 “Montserrat Alternate” Typeface.

The Google Fonts “Montserrat” is an elegant and very legible sans-serif typeface family and it is chosen both for subheads and body text (Figure 7).

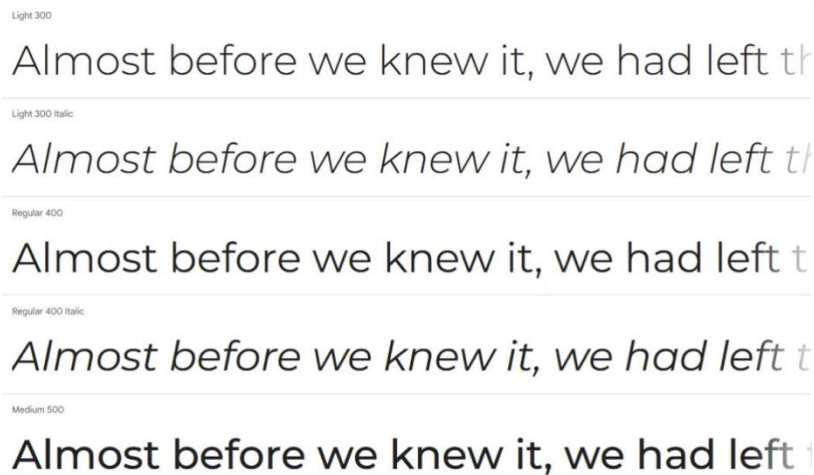


Figure 7 "Montserrat" Typeface.

In addition, to increase the compatibility of the internal communication tools such as the deliverable, report and presentation templates, the *Microsoft* "Century Gothic" typeface is chosen both for headlines, subheads, and body text.

3 WEBSITE

A dedicated MAPWORMS public website was developed by SSSA. The website is the main front-end for reaching the different target groups and the main hub for communication activities. The website provides information on project objectives, achievements, progress, results, and scientific outcomes; users can access multimedia and other dissemination contents by the website. The style of the website was designed according to the MAPWORMS aims to show how science and engineering studies can positively impact the society at large.

The principal interface for knowledge access, both internally and externally, is achieved through the project website, which contains a public area available to anyone who needs information about the project and for sharing materials required for disseminating the research results. In this area, public deliverables are also accessible. The project website is also exploitable as a gateway to a private repository platform for the Consortium and only available to registered partners.

Each partner is listed within the "Consortium" section with a dedicated web page which includes the partner's logo, a brief introduction/profile of the organisation and the list of the people involved in the project.

3.1 WEBSITE DOMAIN

The project website was created in the *mapworms.eu* domain. Considering future exploitation of results and sustainability of the project, the following additional domain(s) have been acquired: *mapworms.com*; *mapworms.it*. These domains are redirected in the principal *mapworms.eu*. The email address *info@mapworms.eu* to associated the main domain, was created to reinforce the brand and engagement with the project; this email address allows to interact with other organisations, entities, and the general public. The emails received at this address will be read and managed by the coordination team of the project.

3.1.1 DESIGN AND DEVELOPMENT OF THE MAPWORMS WEBSITE

SSSA is responsible for developing, hosting and managing the website which will be continuously updated during the project lifetime. The website has been designed with dynamic content management and web publishing tools. The website was developed using Open-Source technologies; the interface and overall technical operation and functionalities of the website were designed using *WordPress* as the Content Management System (CMS) publishing platform. Primary Language for the website is UK English.

The **DIVI** multipurpose creative template (<https://www.elegantthemes.com/layouts/food-drink/donut-shop-home-page>) was chosen for the website features, because it is responsive, dynamic, multimedia, visual impact, easy-to-use. The curvilinear elements are coordinated with the design of the project logo and the mobile-friendly design of the current template makes the website more usable and attractive.

In agreement with the GDPR, the Consortium will consider, in the future, the possibility to host a blog for surveying about the potential and impact of the MAPWORMS technologies and for collecting possible suggestions about devised applications.

The design of the MAPWORMS website includes the following pages:

HOME PAGE

The Home page of the MAPWORMS project provides an overview of the entire website such as information about the project, partners, numbers, latest news, and upcoming events related to the project.

The Home page of the website is depicted in Figure 8.

Home Page Content	
MAPWORMS Logo and Menu	
Abstract	Summary of the core content of the project.
Objectives	Brief description of the four objectives of the project.
Partner Logos / Consortium	List of the partners' logo linked to the partner's institutional page.
Some Project Numbers	Number of partners; number of countries; duration; funding.
Latest News and Media	The latest news related to the MAPWORMS activities, relevant publications, advancements, achievements, etc.
Social media links	Links to the MAPWORMS social media pages.
Footer	MAPWORMS logo; contact; coordinator and project information; project management; the EU emblem together with acknowledgment of EU funding "This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101046846" and the <i>European Innovation Council</i> official Logo.

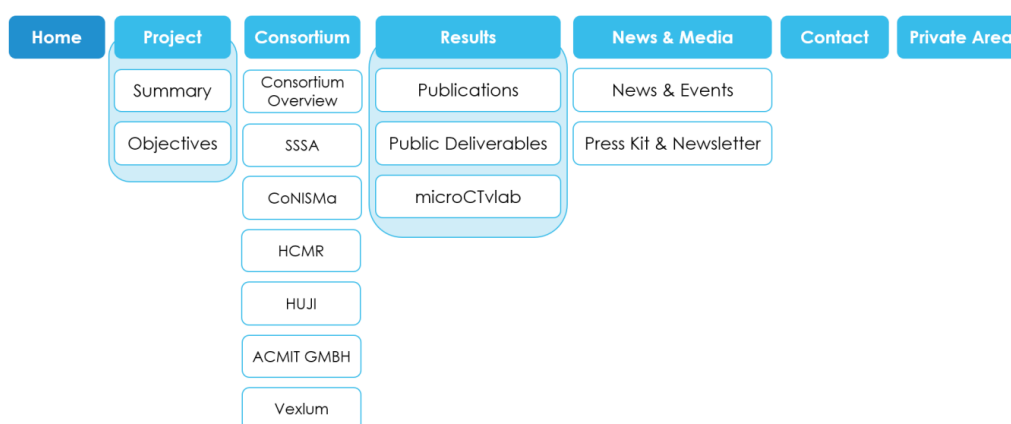


Figure 9 Website Menu and Structure.

PAGES

Project	
Summary	Short description of the MAPWORMS project.
Objectives	List of the four main objectives of the MAPWORMS project.

Consortium	
Consortium overview	Short description of the MAPWORMS Consortium.
SSSA	The SSSA logo, together with the specific link to the SSSA official website; a brief introduction of SSSA; the list of the people involved in the project.
CoNISMa	The CoNISMa logo, together with the specific link to the CoNISMa official website; a brief introduction of CoNISMa; the list of the people involved in the project.
HCMR	The HCMR logo, together with the specific link to the HCMR official website; a brief introduction of HCMR; the list of the people involved in the project.
HUJI	The HUJI logo together with the specific link to the HUJI official website; a brief introduction of HUJI; the list of the people involved in the project.
ACMIT GMBH	The ACMIT GMBH logo together with the specific link to the official ACMIT GMBH website; a brief introduction of ACMIT GMBH; the list of the people involved in the project.
Vexlum	The Vexlum logo together with the specific link to the Vexlum official website; a brief introduction of Vexlum; the list of the people involved in the project.

Results	
Publications	List of MAPWORMS publications in Journals, Conferences etc.
Public Deliverables	List of WPs and free download of public deliverables.
microCTvlab	<p>Link to the new virtual session of the virtual microCTvlab.</p> <p>https://microct.portal.lifewatchgreece.eu/</p>

News & Media	
News & Events	News, events, publications, videos, and latest updates related to the MAPWORMS project.
Press Kit & Newsletter	Online data open free to download.

Contact	
Contact information and contact form for public inquiries	
<p>A classic contact page, with a form to fill in, leading the website visitors to the project coordinator.</p> <p>The contact form complies with GDPR, and collected information are not used for commercial purposes or communicated to third parties.</p>	

Private Area (only available to registered Partners)	
Storage	Documents related to the project, such as confidential deliverables, working documents, promotional material, communication tools (logo, presentation template, etc.) will be stored and made available to the whole Consortium.

3.1.2 WEBSITE CONTENT MANAGEMENT AND MONITORING, SEO, BACK-UP, AND SECURITY

The MAPWORMS website will be continuously updated with new contents and tracked to avoid technical problems and downtime. The project website will be monitored using an analytics WordPress plug-in (*WPStatistics, WordPress leading stats & reports*) to identify the quantitative/qualitative KPIs (Key performance indicators) such as website's online users (and visits, visitors), time per visit, traffic source and other key metrics.

The website will also benefit from the SEO (Search Engine Optimization) activities, made in order to optimize the ranking of the pages (and of the whole site). These activities consist of: i) keyword research related to the field of robotics, biorobotics, marine biology and material science, ii) SEO copywriting and iii) SEO on page. The objective is to make the MAPWORMS website accessible to the crawlers and, most importantly, to show the quality of our contents in the subject area where we are operating.

Backups of the system installation and content will be done regularly: once a day and once a month by the provider ARUBA (<https://www.aruba.it/en/home.aspx>). In addition, a full manual backup will be made whenever substantial contents are added or changes are made.

Security updates to the operating system as well as all used software systems will be applied regularly. Finally, a privacy and cookies policy compliant with GDPR has been arranged on the website.

4 CONCLUSIONS

The visual identity of the MAPWORMS project is crucial to support its public image and branding. Therefore, special attention was paid to the choice of the palette, the typeface and to the creation of the logo, in order to provide clear messages on the MAPWORMS value proposition. These elements were used for the development of the project website and will then be applied in all the promotional material, and social media pages.

The MAPWORMS website has been set up to provide a public online showcase of the project, an overview of the project, up-to-date information on project results, public deliverables, publications, etc. Furthermore, it works as a repository platform available to the Consortium created within the private area. It will be linked to social networks accounts (LinkedIn, Twitter, Facebook and YouTube). The social platforms, combined with the SEO techniques implemented, will improve the visibility of the project with the aim of increasing and stimulating online engagement of targeted stakeholder communities.

ANNEX 1 MAPWORMS_VISUAL-IDENTITY-GUIDELINES



MAPWORMS

Visual Identity
Guidelines

MAPWORMS Logo

The logo is composed of the graphic sign (symbol), flanked by a logotype in *Montserrat Alternate* font entirely in uppercase letters. The letter “M” has been edited to resemble the letter “W” in an inverted position.

The vertical logo is the main one and it is preferred to use it in the majority of cases.

Vertical Version
MAIN LOGO



Horizontal Version



MAPWORMS Logo

Logo - solid black



Logo - solid white

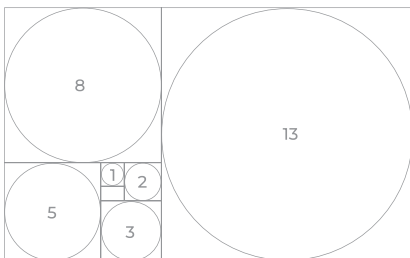
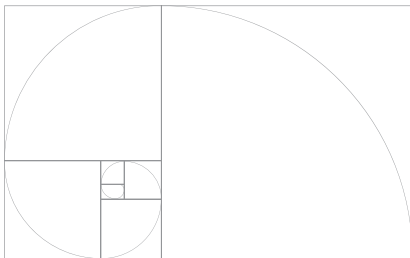
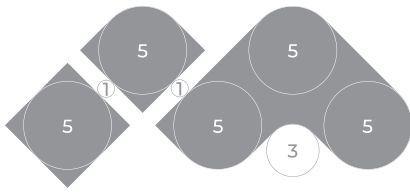


MAPWORMS Symbol

The MAPWORMS symbol is the shorter version of the logo and consists of the graphic sign inspired by simplified forms of *marine Annelida*. It is designed in order to communicate the aims of the project: a novel concept of **life-like machines** able to **adapt to the environment** and to perform tasks by **evolving, morphing** and **growing**.

The short version can be used alone if there isn't enough space to insert the full logo or for small applications, or as a website favicon or as social media profiles image.

Golden Ratio



Minimum Size

There is a minimum logo size to guarantee that the impact and readability of the logo are not compromised.

The MAPWORMS logo should never be smaller than 85 px in digital or 30 mm in print.

The small version of the symbol should never be less than 38 px in digital or 13 mm in print.

85 px wide approx for digital
30 mm wide approx for print



38 px wide approx for digital
13 mm wide approx for print



Clearspace

To protect the logo's integrity and make it easy to read, an exclusion zone has been created around it.

The minimum space between the trademark and other elements is the size of the blue square of the symbol.



Don'ts

- * Do not change the color of the logo
- * Do not distort the logo
- * Do not rotate or flip the logo
- * Do not change the transparency
- * Do not disalign the graphic sign from the logotype
- * Do not use shading, gradients or other effects
- * Do not delete items
- * Do not recreate the logo using other fonts



COLOURS

The dedicated project MAPWORMS palette of colours is inspired by the typical **Mediterranean colours** in order to suggest the marine environment where *marine Annelida* lives in.

Furthermore, the yellow/orange colour gives a **creative** and **innovative** character to the project, while the colour blue recalls the colour of water, i.e., a fluid element capable of adapting and modelling itself to the surrounding environment as the MAPWORMS project objectives.



TYPEFACE

The *Google Fonts* “**Montserrat Alternate**” is a geometric sans-serif typeface.

It is to be used for **headlines**.

The *Google Fonts* “**Montserrat**” is an elegant and very legible sans-serif typeface family.

It is to be used for **subheads** and **body text**.

Bold 700

Mimicking Adaptation and Plasticity

Bold 700 Italic

Mimicking Adaptation and Plasticity

ExtraBold 800

Mimicking Adaptation and Plasticity

ExtraBold 800 Italic

Mimicking Adaptation and Plasticity

Black 900

Mimicking Adaptation and Plasticity

Light 300

Almost before we knew it, we had left the

Light 300 Italic

Almost before we knew it, we had left the

Regular 400

Almost before we knew it, we had left the

Regular 400 Italic

Almost before we knew it, we had left the

Medium 500

Almost before we knew it, we had left the

* To increase the compatibility of the internal communication tools such as the deliverable, report and presentation templates, the *Microsoft* “**Century Gothic**” typeface is chosen as an alternative both for headlines, subheads, and body text.



MAPWORMS