



ODYSSEA

Operating a network of integrated
observatory systems in the Mediterranean
Sea

Project Deliverable Report

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Deliverable Title: A project identity and a specific project website

Authors: Kathryn Keeble, Simon Keeble

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WP Leaders	Simon Keeble	Blue Lobster	29/11/2017	SK

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Executive Summary

The ODYSSEA project identity has been designed and agreed by all partners. The project identity consists of a project logo and colour scheme. The logo and colour schemes have been used to design:

- The first ODYSSEA banner and flyer, which highlight the key project aims and objectives
- A PowerPoint presentation template
- A deliverable report template
- The ODYSSEA project website

The project logo, colour scheme and templates are available for public access on the ODYSSEA project website (<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>).

The project logo and colour scheme will be used for all communication materials produced as part of the ODYSSEA project.

The ODYSSEA project website has been designed, developed and launched using the project logo and colour scheme. The website will serve as an attractive showcase for the project and a vehicle for the effective dissemination of the latest project news, events and products and services available.

The website was populated with initial content and launched in September 2017 (<http://odysseaplatform.eu>). Since its launch, it has received almost 2,000 session views with an average session duration of 5 minutes 37 seconds. A long average duration indicates that the content is of interest to its users.

The website will continue to be updated with the latest project news, events, products and services as ODYSSEA progresses.

All new website content will be broadcast, where appropriate, through the projects established English, Greek, French and Arabic Social Media channels.

Introduction

D11.2 is related to Task 11.2 and is composed of 2 parts:

1. To create a corporate identity for the ODYSSEA project.
2. To design and build a specific website for the ODYSSEA project.

The project identity will ensure a common graphic line (project leaflet, website, presentation templates etc.) for all communication material produced by the consortium.

The website will Act as the main point for general project information for partners and stakeholders. It will be maintained and updated throughout the course of the project, serving as an important resource for latest news, events, products and services. The website will be integral with the projects blog and Social Media campaign.

Method and Results

This section describes the processes to create the ODYSSEA project identity and website and provides details of the products produced.

Creating the ODYSSEA Project Identity

The ODYSSEA project identity was created and agreed by all members of the consortium using a collaborative approach. In the first instance, the projects logo and colour schemes were agreed. The agreed logo and colour scheme were then used to design

1. A project flyer and banner outlining the main aims and objectives of the project
2. A series of templates for presenting and reporting purposes
3. The project website

The project logo and colour schemes will be used on all the communication and dissemination materials produced during the project as detailed in the Communication Plan (D11.1).

Logo

The ODYSSEA logo was designed and presented to all project partners for feedback and critique. The initial logo design was adapted based on partner feedback and the final logo was agreed (Figure 1). From the logo, a palette of complimentary colours was designed to produce the projects colour scheme. The logo and colour schemes will be used on all products produced throughout the project.

The final logo and colour schemes were uploaded to the project website to provide easy access for all partners and stakeholders. The logo is available in a variety of formats for print and digital use. Usage guidelines are also provided

(<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>).

ODYSSEA Logo V1.0 26th May 2017

Blue Lobster IT Ltd - www.bluelobster.co.uk

BRAND LOGO



The inner white area indicates Clear Space. This area must be kept free of other elements.

Gray padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logos Clear Space; think personal bubble.

PRIMARY COLOUR PALETTE

	H: 208°	C: 100%
	S: 92%	M: 75%
	B: 51%	Y: 20%
	R: 10	K: 5%
	G: 70	
	B: 131	
	#: 0A4683	
	H: 197°	C: 71%
	S: 80%	M: 13%
	B: 89%	Y: 0%
	R: 45	K: 0%
	G: 171	
	B: 227	
	#: 2DABE3	

TYPEFACE

Proxima Nova Bold

1234567890!@#\$%^&*()
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVES



Figure 1: Usage guidelines for the final ODYSSEA logo and colour scheme.

Flyer and Banner

An initial project flyer and banner have been designed using the project colour scheme. The flyer and banner highlight the main aims and objectives of the project and will be used to promote ODYSSEA to its stakeholders at forthcoming meetings and events.

Both the flyer and banner are available publically on the project website in a variety of formats suitable to print and digital use

(<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>) (Figure 2 and 3).

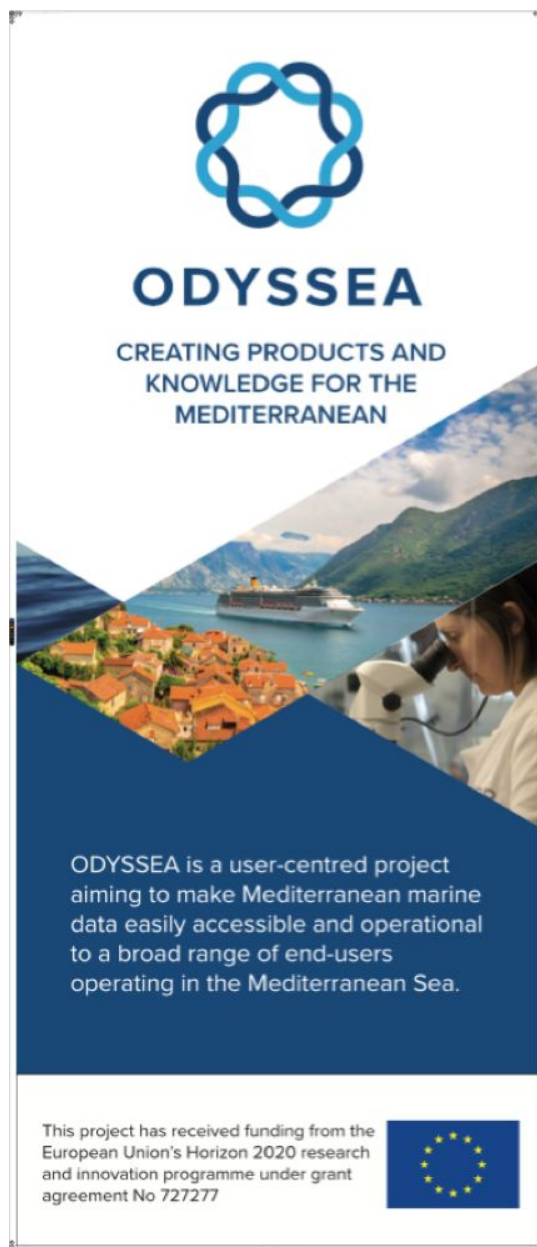


Figure 2: ODYSSEA project banner for printing



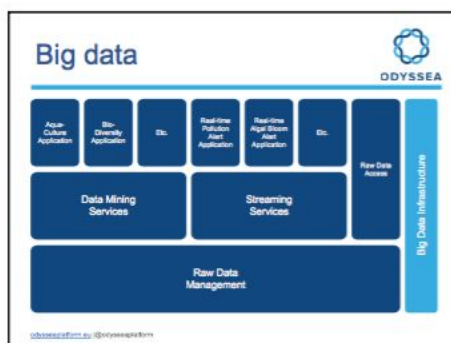
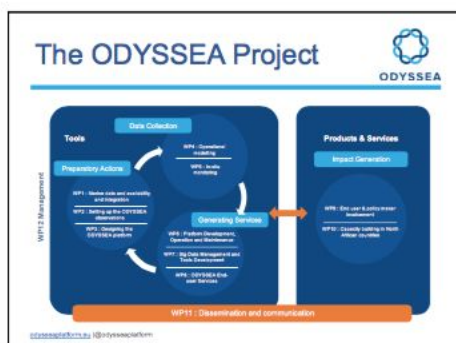
Figure 3: ODYSSEA project flyer for printing

Templates

A PowerPoint presentation template (Figure 4) and a deliverable report template have been designed using the project logo and colour scheme. These will enable partners to produce project outputs and dissemination in a clear and consistent format using the projects identity. The templates are available

publically on the projects website for easy access

(<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>).



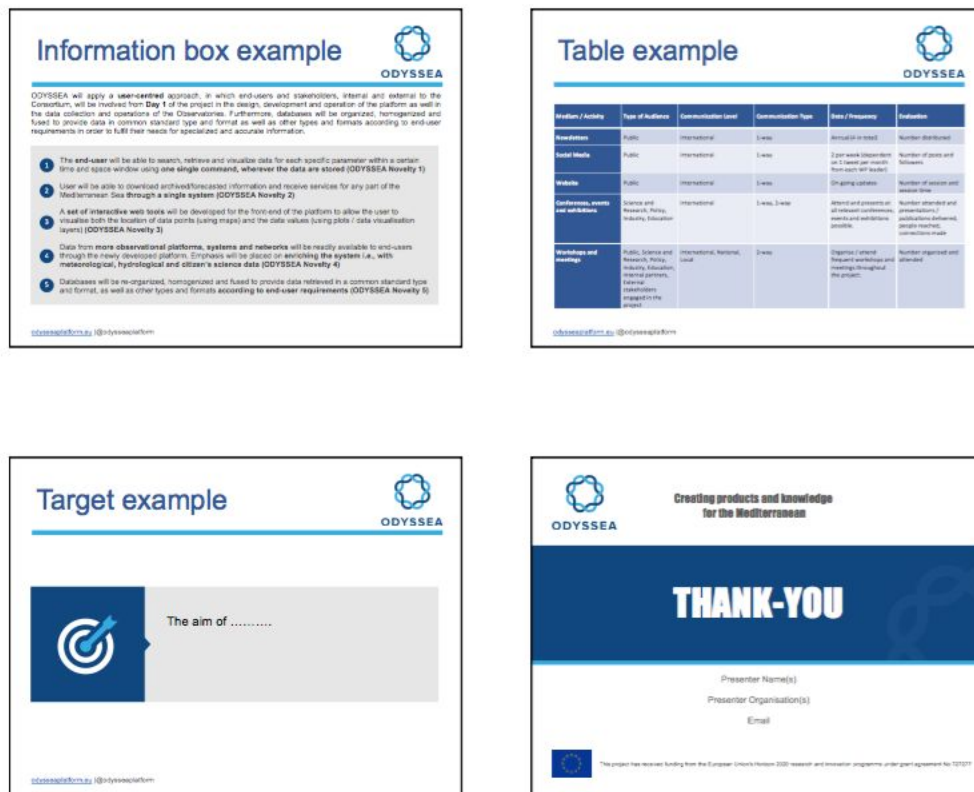


Figure 4: ODYSSEA PowerPoint presentation template.

Design, Development and Launch of the ODYSSEA Project website

A project holding page was uploaded at the start of the project. This interim site was available on the ODYSSEA domain name until the project website was launched in September 2017. Google Analytics was activated on 9th June 2017 to track site usage.

The ODYSSEA website was designed to give a modern website that meets current standards and optimises performance, security and accessibility. The project requirements were analysed and a functional specification was produced. The website design and functional specification were agreed by the project management team prior to development.

The website was designed using the colour scheme and logo created for the ODYSSEA project. The website homepage is designed to be an attractive showcase for the project and a vehicle for the effective dissemination of the latest project news, events and products and services available.

The ODYSSEA website was launched in September 2017 (<http://odysseaplatform.eu>) (Figure 5).

Key features of the project Homepage include:

- The main aims and objectives of the ODYSSEA project
- An Events sections to keep users up to date with the latest project and related events
- The integrated project blog to keep users up to date with the latest project news.
- Links to the project Social Media pages.



Figure 5: Screenshot of the ODYSSEA website homepage (taken 24th November 2017)

The navigation is designed to be streamlined and user friendly, providing easy access to:

- Project information
- Events
- Press releases
- Blog
- Contact page

Initial website content has been identified, prepared and was uploaded to the ODYSSEA website prior to launch and includes:

- Homepage graphics and content
- Project information – project deliverables and graphics and templates
- Project events and forthcoming events relevant to the project
- Project press releases
- Project blog articles

The website content will continue to grow and evolve as the project progresses. New content will keep stakeholder end users up-to-date with the project progress, latest news, forthcoming events, new knowledge and information products.

The website also features a secure section for project partners only. This section requires project partners to log in and is used for sharing a confidential and draft documents. This part of the site is linked to the ODYSSEA Platform Google Drive and allow partners to collaborate on documents and reports.

Since the 9th June 2017, the initial project holding page and the project website have received almost 2,000 session views, with an average duration of 5 minutes 37 seconds spent on the site (Figure 6). A long average duration indicates that the content is of interest to its users.

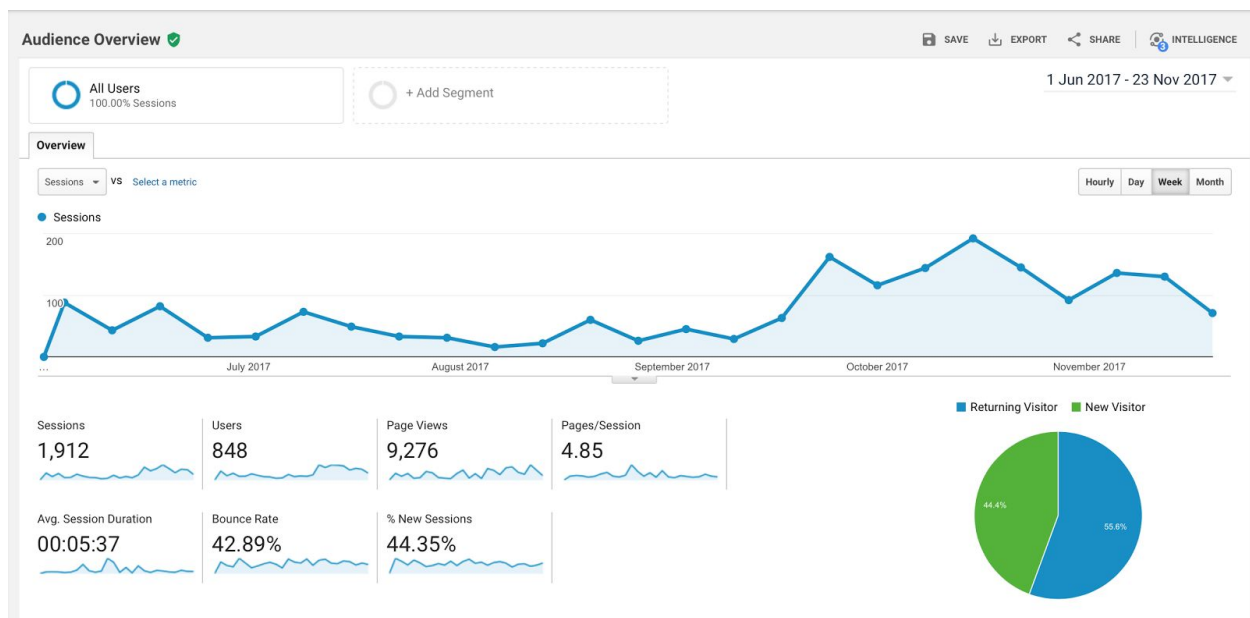


Figure 6: Screenshot showing number of session views, average session duration and other usage statistics for *odysseaplatform.eu* 1st June 2017 to 23rd November 2017.

Outreach and Communication Activities

The ODYSSEA Social Media campaign and website serve a complementary role of the project dissemination and outreach strategy. All material that is published on the public section of the website is broadcast via the projects Social Media channels.

To date (24th November, 2017). ODYSSEAPLatform (English) and ODYSSEA-Greece (Greek) have posted around 300 posts . ODYSSEAPLatform, ODYSSEA-Greece, ODYSSEA-Tunisie (French) and ODYSSEA-Egypt (Arabic) have attracted almost 1,000 followers on Facebook (Figure 7).



Figure 7: Screenshot of the ODYSSEA-Greece Facebook page showing the number of follows and total number of likes (taken 25th November 2017)

The ODYSSEA PowerPoint presentation template was used to deliver a presentation on the ODYSSEA Project and its aims and objectives at the AtlantOS 3rd General Assembly in November 2017 and will be used at future events.

The ODYSSEA Banner and flyers have been printed and displayed at First Stakeholder Workshop in Rome – October 2016 – “Transforming Mediterranean Sea data into innovative information services”

All project partners have been informed of how to access the logo and colour scheme, flyer, banner and presentation and reporting templates.

Next Steps

- Continue to update the project website with the latest news, events, products and services.
- Translate appropriate content on the website into Greek, French and Arabic using the multi-language functionality built into the website.
- Translate the flyer and banner into Greek, French and Arabic where appropriate.
- Continue to promote the website and the project through the established Social Media channels.
- Ensure that all materials produced as part of the ODYSSEA project use the project identity and templates provided.