



Project Title: OptimaSteel – Optimum working conditions for ageing workers in Steel industry

Deliverable 4.1

Project Graphic Identity and Website

Lead Beneficiary	EWF
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Dissemination Level	CO
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The objective of Deliverable 4.1 is to report the creation of the graphical identity of the OptimaSteel project, with logo and associated colours. A description of the general characteristics of the OptimaSteel website are reported, as it will act as the main information repository regarding the project, both for public and for EC experts. The construction of the Website is a live progress and can be changed according to the Dissemination needs of the project. Links to social media, allowing users to participate in the main discussions about the project results are also present.



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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)

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Abbreviations and acronyms

PSA	Peugeot Citroen Automoveis Portugal, S.A.
WP	Work Package
KoM	Kick-of-Meeting



1. Introduction

The project OptimaSteel aims at implementing solutions to improve the quality of life at work for the elder employees in the steel industry. The preventive measures designed and promoted within OptimaSteel will be implemented in a holistic approach enhancing the wellbeing and quality of life at the workplace - PSA – Mangualde, by combining ergonomic solution, physical activities, improve their nutritional balance and stress management.

The project started on the 1st of June 2019 and will have the duration of 21 months. The project website was planned to be delivered at month 3, as part as the WP4: Communication, Dissemination, Standardisation and Training. The website will be the primordial communication platform, to serve as the key point of information sharing among the consortium members, and to communicate the aims and achievements of the OptimaSteel project to a wider audience - public and stakeholders. Moreover, it will aim at dealing with the communication and dissemination of the project results, as well as addressing the specific need to liaise with standardisation bodies to include the project findings in the EWF Education and Training Guidelines, so that they can be widely disseminated to the Steel, Welding, Joining and Cutting industries.

This document summarises the design, creation and maintenance of the OptimaSteel project website (www.optimasteel-project.eu) and Social Media Platforms. The website will be continuously updated – live deliverable, therefore this document is the structure outline of the website.

Within WP 4, D4.1 ensures that the project results reach a wider audience beyond the consortium. It serves as an efficient and effective information and communication system for the consortium members and the stakeholders. This deliverable also illustrates the main content features of each by providing screenshots for the initial pages.

2. Graphical identity

Having a strong identity for the project is very important, so people can relate the materials developed all to the same idea.

In order to establish it, three main questions were put on the table: What's the main aim of the project?, Who are our target groups? and What are the benefits for the target groups? All these questions will be answered in the promotional materials being developed, such as the flyer, poster and press releases that will be reported in D4.2. The next subchapters will describe in more detail what type of information will be included.

2.1 OptimaSteel Logo

A draft project logo was developed before the Kick-off meeting at INOVA+. During this meeting, the consortium agreed on further improving it, to allow for a direct link between the project name and its expected results. Three icons were added to the logo to allow for a direct representation of the three project main focus points in the work environment: Health, Safety & Wellbeing. This concept has allowed to keep the simplicity of the logo while adding a recognizable icon to it. The final logo appearance was agreed unanimously by the consortium and is shown in **Error! Reference source not found.**



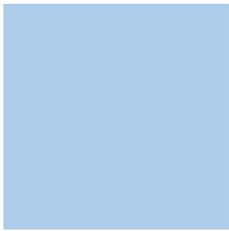
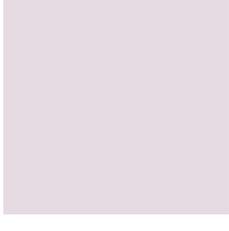
Figure 1 OptimaSteel Logo.

2.2 OptimaSteel graphic design

The OptimaSteel logo and overall graphic design is composed by 5 main colours. The colour scheme is presented below:



Table 1 OptimaSteel Colour Scheme.

	RGB	CMYK
#fca6de 	Red: 252 Green: 166 Blue: 222	0% 34% 12% 1%
#b4cca5 	Red: 180 Green: 204 Blue: 165	12% 0% 19% 20%
#adcdea 	Red: 173 Green: 205 Blue: 234	26% 12% 0% 8%
#727272 	Red: 114 Green: 114 Blue: 114	0% 0% 0% 55%
#e6dbe2 	Red: 230 Green: 219 Blue: 226	0% 5% 2% 10%

2.2.1 Logo misuse

The OptimaSteel logo belongs to the branding of the project and aims at easily recognize it. As such, the logo use must be protected by third uses.



The logo can only be used in the following formats:



Main logo



Simple logo

The above are the only ways the OptimaSteel logo can be used in any kind of documents, physical or web format.

The chosen fonts for the logo are *Calibri Light*. “OptimaSteel” is represented in size 54 all capital letters. “Health, Safety & Wellbeing” is represented in size 20 (always 34 size below “OptimaSteel”), only the first letters are in capital and the style used is italic.

To ensure the logo’s visibility and legibility, an aspect ratio of 1.16 should be maintained (height/width) to ensure a proportional enlargement and reduction.

When reproducing the logo, the size used must respect legibility and visibility of the full content, a signature that is too small seizes to serve any useful communication function. Therefore, the logo should never appear smaller than wide 46mm/High 40mm in printed materials, and no less than and 3.8 pixels/mm in the digital realm.

The logo can never substitute the “OptimaSteel” wording in a text, as this is not the function of the logo.

✓ The proper use is: The OptimaSteel logo usages is to be respected.

✗ Improper use: The logo usages is to be respected.



Other examples of the improper use of the logo include:

- Alter the layout
- Alter the font and sizes
- Redesign, redraw, animate, modify, distort
- Rotate, add shadow or transform in three-dimensional



- Add words, images to the logo
- Modify size ratio
- Do not add graphics

If these rules are followed the logo will be used to its full potential.

2.3 OptimaSteel working documents

The graphical identity created via the logo was carried out in the creation of the working documents for the project. The Word Template will be the basis for the project’s reporting actions and follows the structure and design of the present report. *Century Gothic* and *Calibri (Body)* are the fonts used for the Section/sub-section titles and main text, respectively.

- **Heading 1:** *Century Gothic*, size 18, numbered (1, 2, 3), paragraph, 0 before, 0 after.
- **Heading 2:** *Century Gothic*, size 13, numbered (1.1, 1.2), paragraph 2 before, 8 after.
- **Figures:** *Calibri Body* size 9, italic, after the figure.
- **Tables:** *Calibri Body* size 9, italic, before the table.
- **Main body:** *Calibri*, 11, paragraph 0 before, 0 after, 1.15 space, justified.

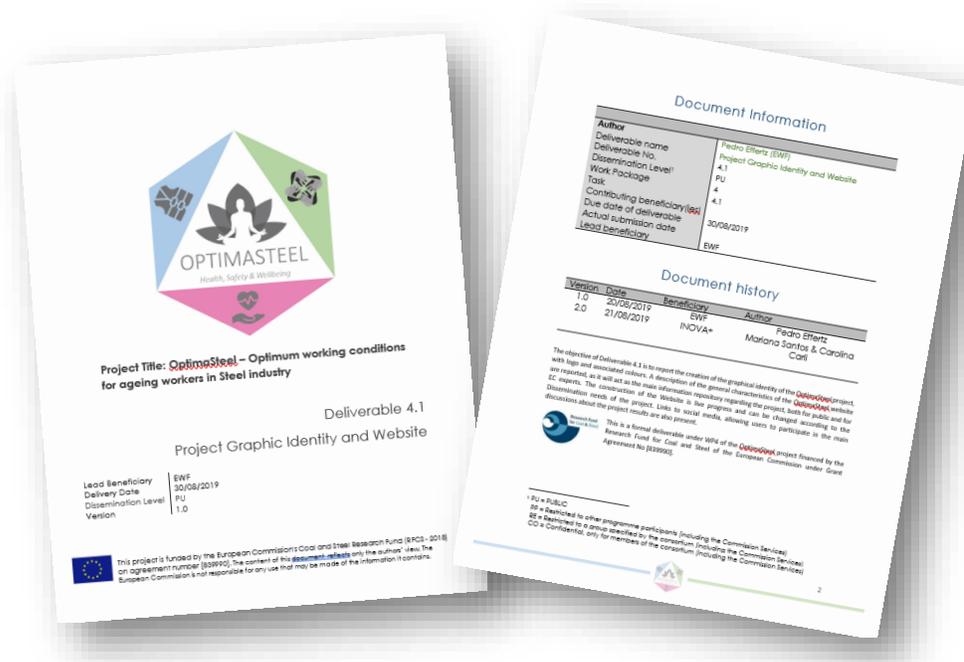


Figure 2 Illustrative picture of the OptimaSteel reporting template, highlighting the cover page and deliverable related information.

A PowerPoint template was also created following the same design signature, which will be used in all presentation circumstances related to the project; either public or confidential (see Figure

3). The cover slide consists on the OptimaSteel logo followed by the title of the presentation, Project disclaimer and consortium partners. In terms of font the following can be expected for the presentation layout.

Cover slide:

- **Presentation title:** *Century Gothic*, Bold, size 40.
- **Subtitle:** *Century Gothic*, Normal, size 24.

Section divider:

- **Presentation title:** *Century Gothic*, Bold, size 40.
- **Subtitle:** *Century Gothic*, Normal, size 24.

Core slides:

- **Topic:** *Century Gothic*, Bold or Normal, size 44.
- **Subtitle:** *Century Gothic*, Capital lettering, Normal, size 20.
- **Main content:** *Century Gothic*, minimum size 20





Figure 3 Illustrative pictures of the OptimaSteel PowerPoint template.



3. OptimaSteel Website

The OptimaSteel Website can be accessed if a user types the internet address (URL) of the project in an internet browser program: <http://www.optimasteel-project.eu> (see Figure 4). Each partner of the consortium provided inputs for the construction of the website. A meeting was held to come to an agreement both on the design and the contents.

The landing page is the homepage shown in Figure 5. When navigating the Website, this page can also be accessed if the user clicks on the Tab “Home”.

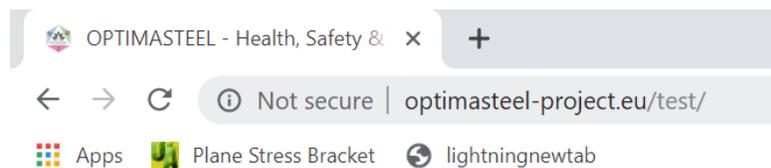


Figure 4 Web-browser tab highlighting the OptimaSteel logo.

The structure hereafter presented focuses solely on the desktop version, although smartphone and tablet versions following the same structure, optimised for their end use. The content associated to this project is divided into several parts according to the type of information and can be accessed using the horizontal menu at the top of each page.

Horizontal menu:

Home - Contains some general information about the OptimaSteel project. It gives an overview of the project latest developments, Aims and Goals. Furthermore, the last section of this page shows the partners logos with hyperlinks to the partners section.

About – Gives the user an overview of the importance and relevant milestones of the OptimaSteel project, as well as the implementation and expected impact of the proposed objectives.

Portal – Website node only accessible to the consortium for sharing of the innovative solutions to solve the PSA worker’s needs. It will be the repository of the finding solutions and technologies to be filtered for suitability and later on implemented during the pilot phase.

News – Gathers the news related to the development and achievements during the OptimaSteel project.

Documents – Dissemination Material – Dedicated page to publishable material in Social networks.

Partners – Identifies the project partners with the correspondent logos and a brief description. Below the description there is a link to each partner website.

Contact – Displays a contact form in case users have questions, doubts and inputs. The feedback will be received by EWF and directed to INOVA+ (the coordinator).

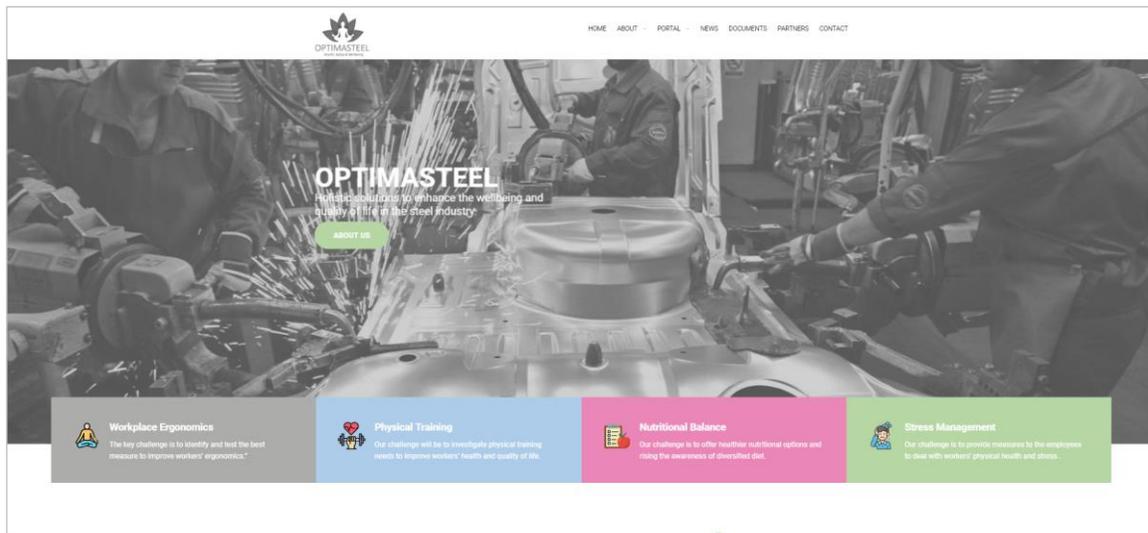


Figure 5 Front page of the OptimaSteel Website.

The *Home* page highlights the four key areas that OptimaSteel envisions to tackle: Workplace Ergonomics, Physical Training, Nutritional Balance and Stress Management; all of which comprise a small description with the main challenges (see Figure 5).

Also in the *Home* page a section called *About Us* is present, with a summarized description of the project’s challenges and expected impacts, as shown in Figure 6.

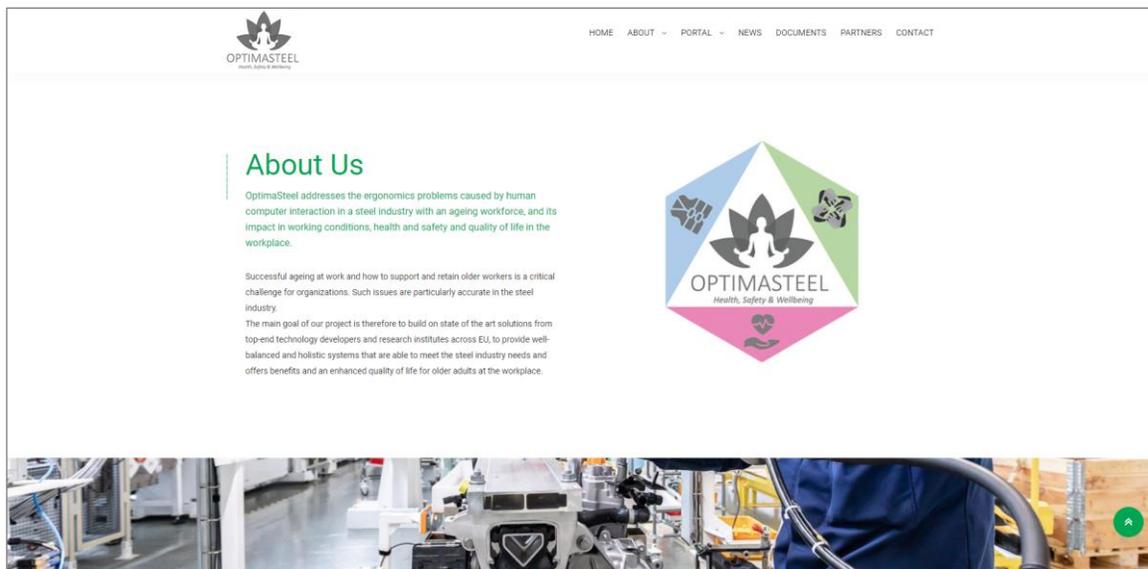


Figure 6 About Us section.

At the bottom of the *Home* page a co-financing disclaimer will be present, as well as in all other pages “This project is funded by the European Commission's Coal and Steel Research Fund (RFCS - 2018) on agreement number [839990].”

3.1 About page

The *About* tab is arranged in a pop-down submenu where the following 3 categories can be found:

Objectives – Detailing on the objectives, as well as well-defined milestones are presented. Moreover, a set of factors are described through which the successful completion of the objectives will be measured up against.

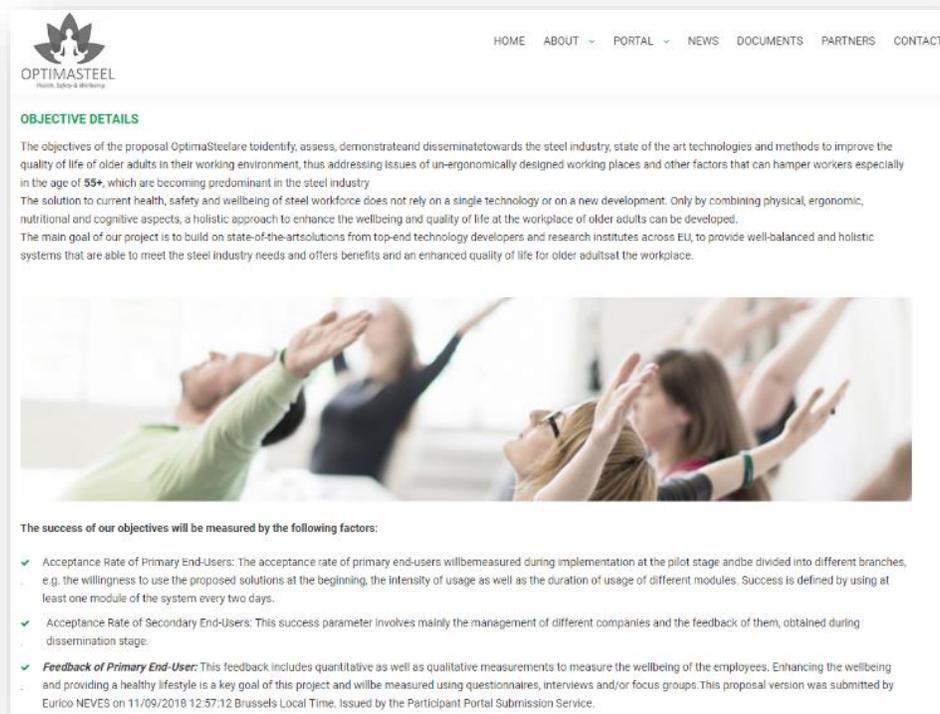


Figure 7 Objectives page.

Implementation – Description of the strategy to be developed in different phases of the project to achieve the expected impacts and resulting in positive outcomes.

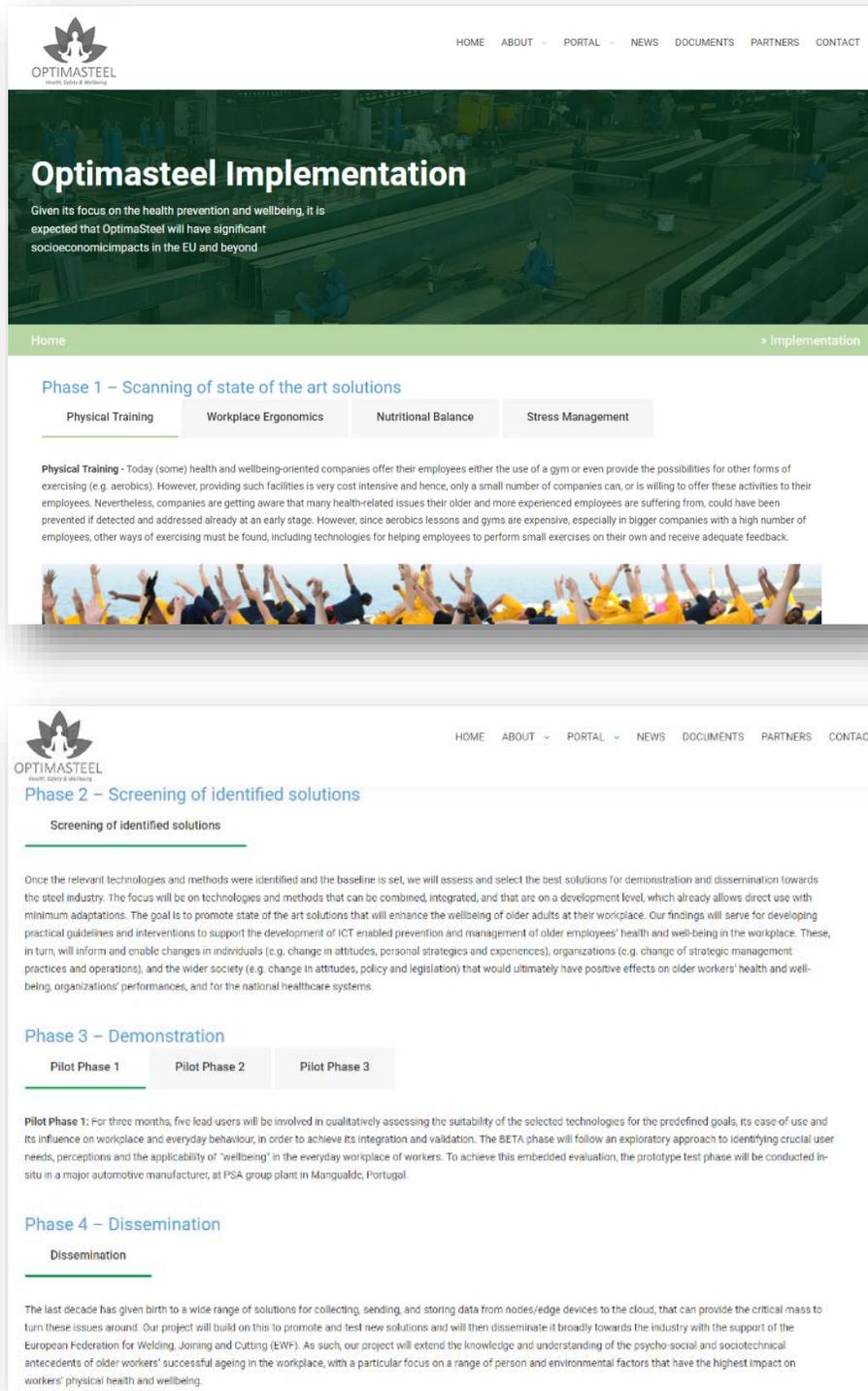


Figure 8 Implementation phase, highlighting the different phases to be considered in the project.

Impact - the successful implementation of the OptimaSteel project will bring socioeconomic impacts sustained on the basis of the Health, Safety and Wellbeing solutions implemented during the project. Shows the overall appearance of the Impact page.

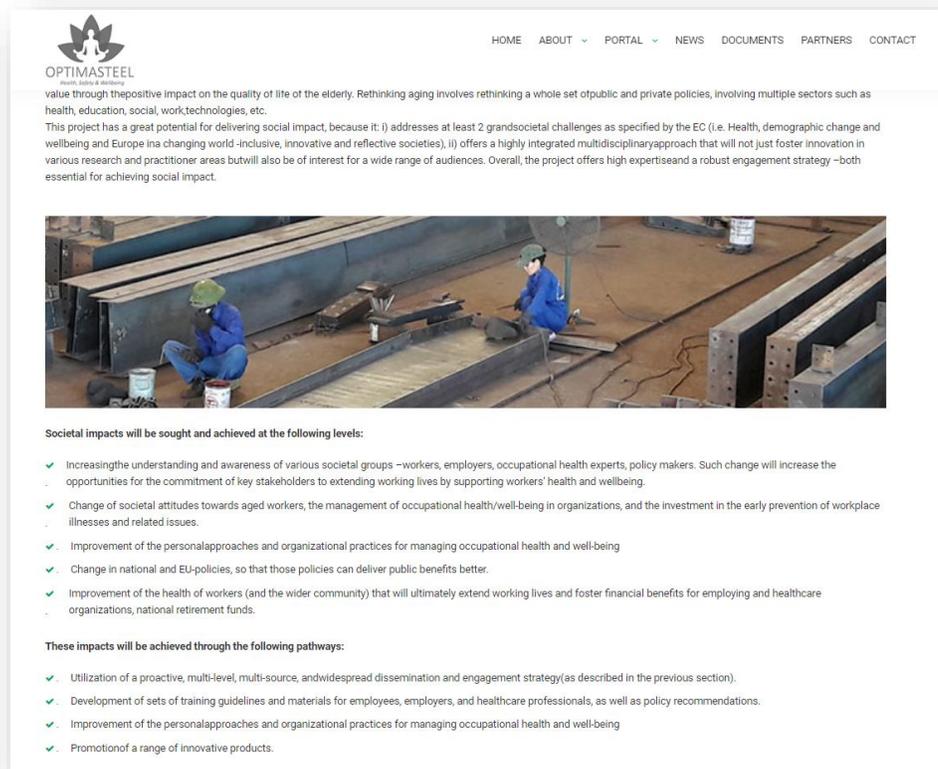


Figure 9 Impact page, highlighting the societal and economic impacts to be expected.

3.2 Portal

The Portal will only be accessible to the consortium for the purpose of storing the projects' vital content on the innovative solutions to solve the PSA worker's needs. This page is a live content page; hence it will be updated as related content is generated. Meanwhile, this page will display the under construction status, as shown in Figure 10.

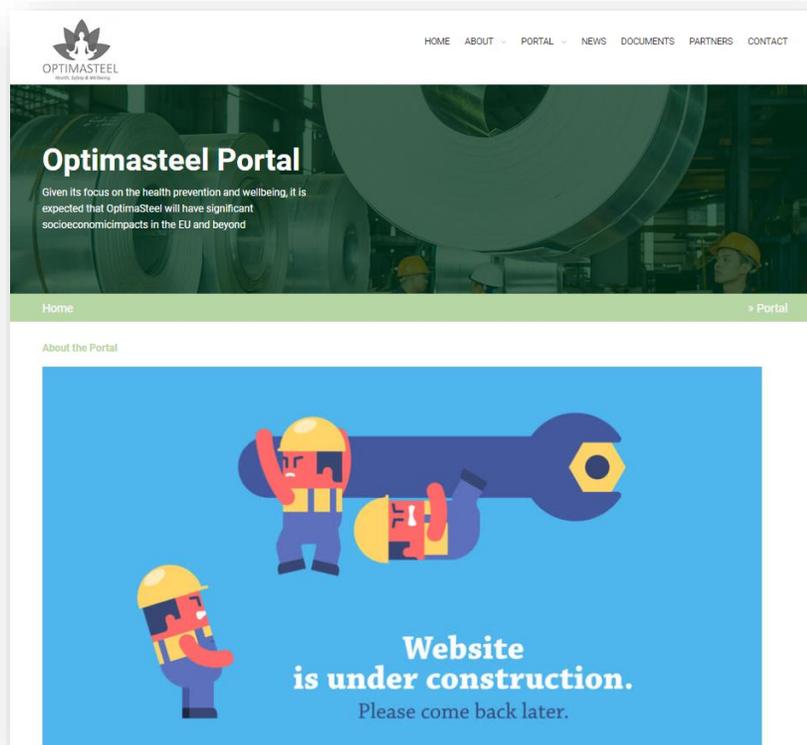


Figure 10 Portal page, highlighting its under construction stage.

3.3 News page

This page is dedicated to the latest news related to the development of the project. Until this point, only the KoM is included. Later on, further relevant news related to the project will be added according to the structure presented in Figure 11. This “structuring” with empty boxes serves only as a guide on how news will be displayed. Public users will not see this as such. Every news slot consists of a 260x202 image, followed by the news/event title and a small description. This is a live page and is subjected to frequent updates.

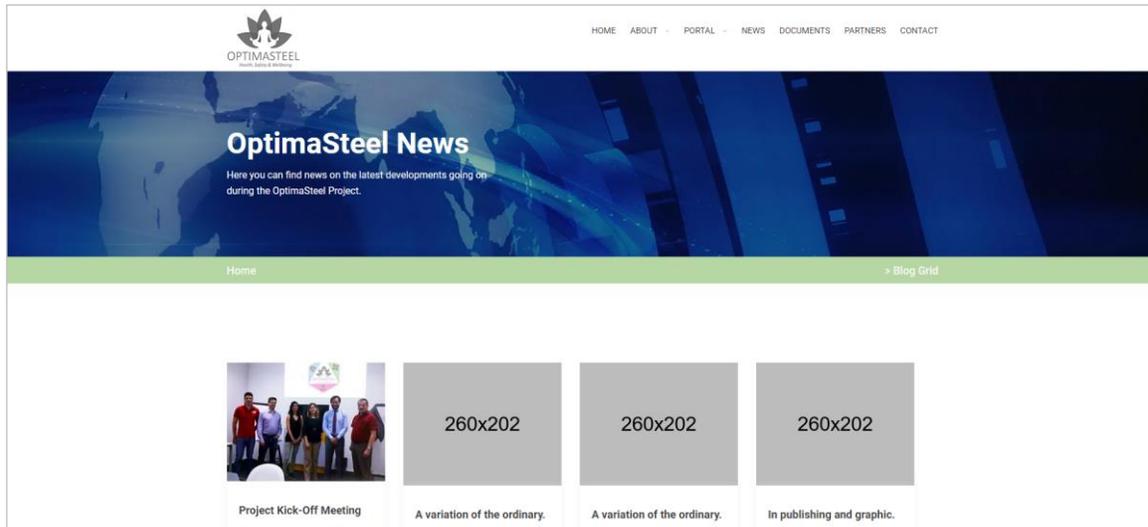


Figure 11 News page.

3.4 Documents page

This page will display public deliverables, as well as other publishable documents relevant to the project and the dissemination materials, such as flyers and brochures. This is a live page and will be updated whenever new content is available, in the meantime a “Coming Soon” message will be displayed (see Figure 12).



Figure 12 Documents page with temporary message.

3.5 Partners page

In this page the user can find the identification of the project consortium, with the name, a logo and link to the website of each partner. A summarised description on the corporate profile of each partner is also present. The general appearance of the Partner's page is shown in Figure 13.

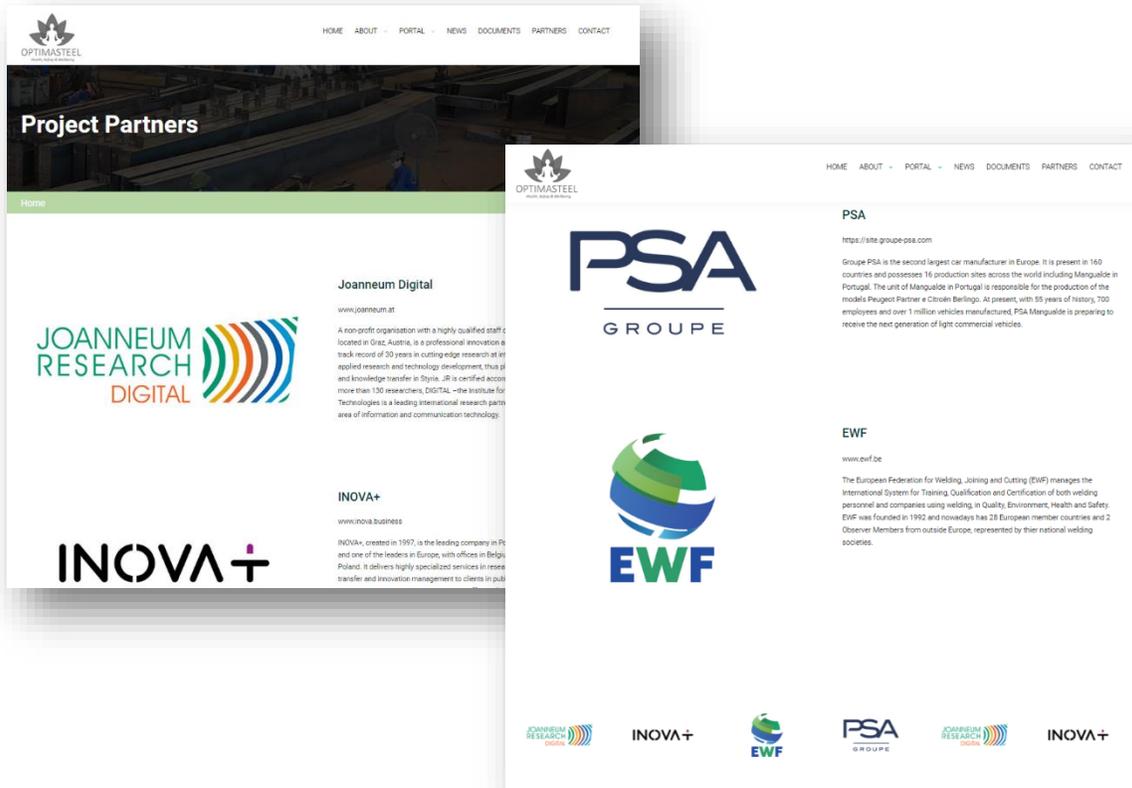


Figure 13 Partners Page.

3.6 Contact page

This page will enable possible engagement between OptimaSteel consortium and relevant stakeholders. Discussion about OptimaSteel project and any related topic is also possible by addressing questions, doubts and inputs in the designated “Message” area as shown in Figure 14. The follow-up of any possible contact is done by INOVA+ according to the following contact info:

- Address: Rua Dr. Afonso Cordeiro, 567 4450-309 Matosinhos, Portugal
- Phone: +351 229 397 130
- Contact email: OptimaSteelTeam@inova.business

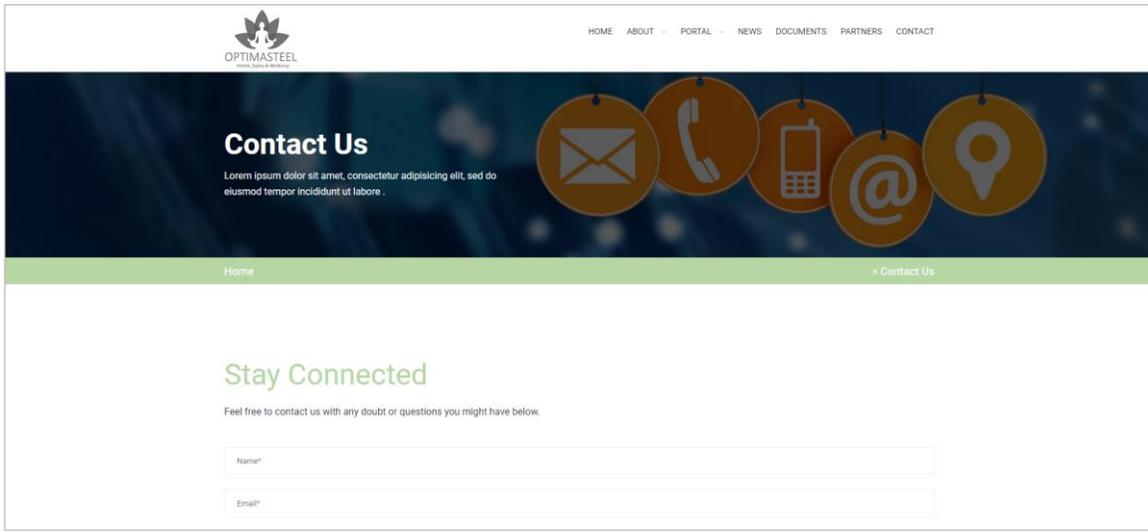


Figure 14 Contact page.

4. OptimaSteel Social Media

The dissemination of the results for the main project has clear importance in achieving the project's key objectives. In order to have a full engagement of the different stakeholders outside the consortium and to enlarge the audience reached by the project, the communication and connection between these parties should be planned in detail (to be reported in D4.2).

Social media can be defined as computer-based technologies which help with the sharing of information through networks or communities. With this type of services, users have the possibility of creating interfaces through each individual. The Social media networks used for communication purposes will be the following:



Figure 15 Different social media platforms to be used to disseminate the Project and associated results.

These Social Networks have been chosen because they are, currently, the most commonly known and used networks on a global scale.

The consortium agreed in the KoM that the social media dissemination would be carried out using each partner's own accounts. The reasoning behind this decision has to do with the fact that each partner is already very well established in a certain environment, has a wide network, and engages with a variety of stakeholders. This is an advantage when it comes to spread out the developments of the OptimaSteel project. In order to assess the current situation of each of the consortium organizations, the consortium conducted a global gathering of the number of visitors and followers on their social media pages, which will be reported thus assisting in the strategy defined for the Communication and Connection plan to be reported in D4.2.

5. Conclusions

The present document reports the graphical identity, construction of the OptimaSteel project website and social media:

- presentation of the working documents, i.e. Word template for reporting and Powerpoint template for presentations related to the project.
- Step-by-step description on the construction of the OptimaSteel Website. As mentioned previously this is a live page, so it will continuously undergo through changes.
- Social media platforms to be used to disseminate project related results, events, news, etc.

