



Cluster web portal and visual identity

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The projects that form the European Health Cluster have received funding from the European Union's Horizon 2020 research and innovation programme, under grant agreement, No. 945307 (eMOTIONAL cities), No. 945238 (ENLIGHTENme), No. 945105 (HEART), No. 945095 (RECETAS), No. 945391 (URBANOME), No. 945097 (WELLBASED).

Disclaimer

The Cluster web portal and visual identity have been produced under the responsibility of URBANOME project.

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Based on the 6 projects’ DoAs this common communication and dissemination strategy corresponds to the deliverables listed below.

eMOTIONAL Cities	D1.7
ENLIGHTEN <i>me</i>	D7.2
HEART	D9.7
RECETAS:	D1.5
URBANOME	D10.7
WELLBASED	D1.8

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List of acronyms

CMS	Content Management System
CSS3	Cascading Style Sheets Level 3
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
UHC	Urban Health Cluster
WG	Working Group

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1. Introduction

1.1. Executive summary

Drafting a unique and holistic visual identity during the early phases of the Urban Health Cluster (UHC) is an important step to be able to attract the attention of the different stakeholders so that they embrace the Cluster's objectives, engage with the common projected activities and eventually advocate for the main outcomes of the Cluster.

In this respect, Cluster Members have agreed on creating the Cluster's logo and template materials, as well as a web portal which has been designed according to the features of the first. This way, Cluster Members will be able to represent the Cluster's mission and objectives in a clear and consistent way. More than that, the UHC web portal will serve as a major communication and dissemination tool throughout the entire lifecycle of the Cluster (and beyond) providing a virtual place to outreach stakeholders and end-users, to exchange and discuss experiences, methodologies and results targeting both lay people and professionals.

Being the first coordinator of the UHC and leader of Cluster's WG5 - Dissemination, Communication and Exploitation, URBANOME project has been assigned to deliver the visual identity and the web portal of the Cluster via its Cluster coordination team. As a result, the Cluster logo, deliverable templates and the web portal have been prepared by Consortium Members of URBANOME project that are engaged with its dissemination tasks. All Cluster Members have been consulted and feedback was used during the preparation of the Cluster's visual identity and the web portal.

1.2. Purpose and Scope

The purpose of this deliverable is to present the visual identity and the web portal of the UHC, two of the fundamental aspects of its branding. The deliverable's main body consists of two parts that correspond to the two above-mentioned elements. On the first, the web portal is presented, and information is provided regarding its infrastructure, design, content and functionalities. On the latter, the Cluster's logo is introduced along with the deliverable templates that are drafted to be utilised for Cluster's public deliverables.

1.3. Intended Audience

This document is dedicated to all the members of the UHC, especially those that are assigned with the relevant dissemination and communication tasks of each participating project.

With the European Commission overseeing the Cluster's progress, this deliverable is also essential to be reviewed by EU representatives so that they get updated on the common dissemination and communication of the UHC. In this context, this deliverable is also directed towards agents of the EC.

2. Web portal

The UHC web portal is available through the address <https://www.urban-health.eu/>. It has been designed and implemented by URBANOME Coordinator, AUTH, in WordPress, which is an open-source CMS with a very strong community of many hundreds of developers, and excellent support.

The layout of the web portal is responsive, providing an optimal viewing and interaction experience, always corresponding to the used device (pc, tablet, smartphone). The web portal automatically detects the device through which the user is visiting, adapting the layout to the viewing environment by using fluid, proportion-based grids, flexible images and CSS3 media queries.

The portal includes widgets for interaction with all the major social media, as well as links to Cluster's social media pages that have been created. The web portal is designed in such a manner, that the crisp, brief information is provided on the main page of the web portal and detailed information is given in the sub-pages accessed through the main page menu tabs.

In-order to be 'user-friendly', a search engine functionality has been added within the web portal, which allows users to search any content within the web portal, quickly and easily and without any hassle. Finally, the UHC web portal is Search Engine Optimization (SEO) friendly, and basic SEO practices have been applied (fixing of the meta elements, keywords, optimization for performance).

2.1. Structure

A clean, informative and modern design has been implemented, so that easy and fast access is offered to all basic information about the UHC, organized under the following structure:

- **Home Page:** it includes information on key features of the Cluster at a glance: the concept, general information, the Cluster's composition, the aims and the expected impact, the projected actions, news and upcoming events and Cluster Members' logos. It provides the ability to navigate through the various sections of the website.
- **About:** it gives information about the UHC's concept, its aims and expected impacts and the International Advisory Board.
- **Members:** it presents the six EU-funded projects that comprise the Cluster.
- **Resources:** Academic and technical reports such as, deliverables, milestones, public datasets, scientific publications and policy briefs, will be displayed under this section.
- **Media:** it includes a list with all the latest news and events, communication kit, press releases and newsletters of the Cluster.
- **Contact us:** it provides the user the contact information to communicate with the Cluster.

Snapshots of the web portal's home page are presented below:

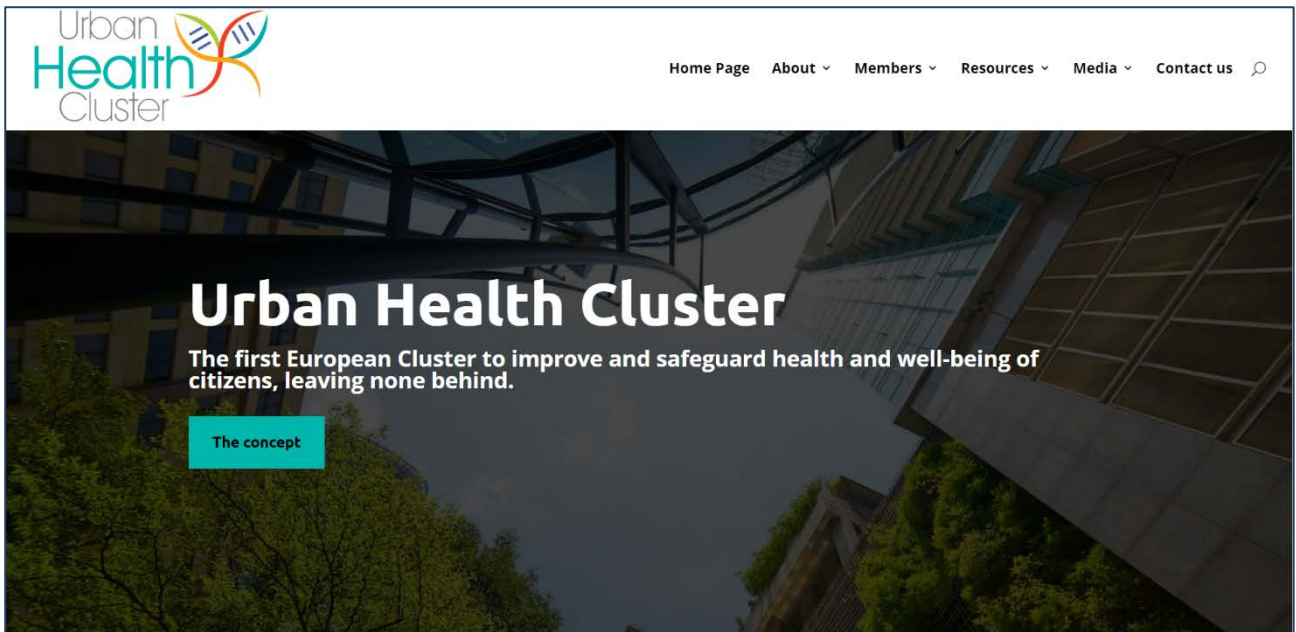


Figure 1. Home page header & menu

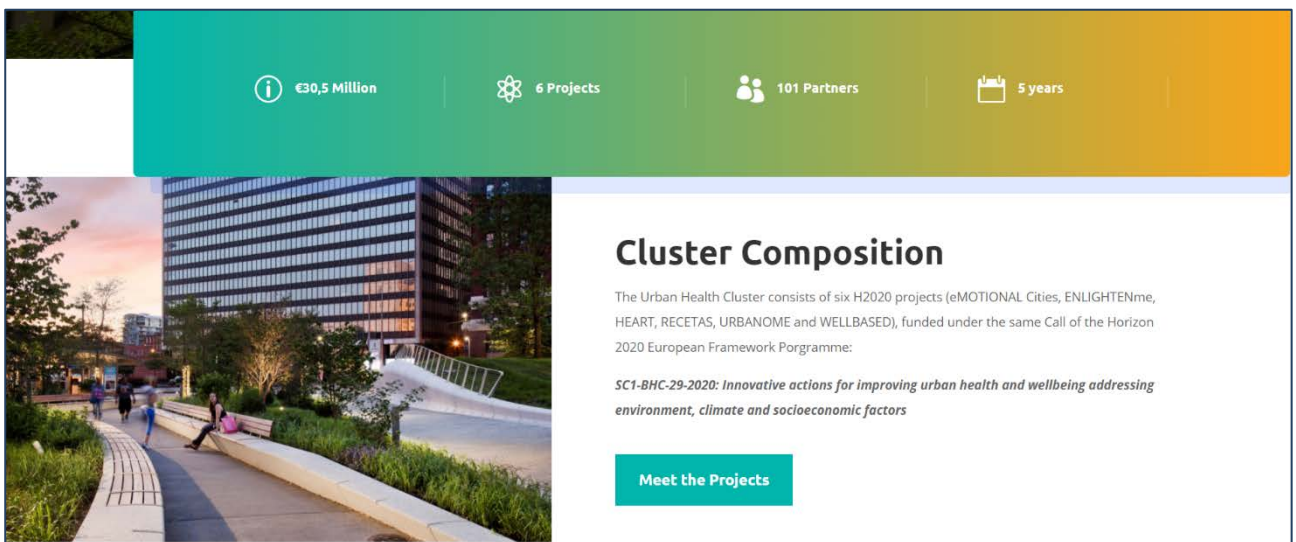


Figure 2. General Info & Cluster Composition

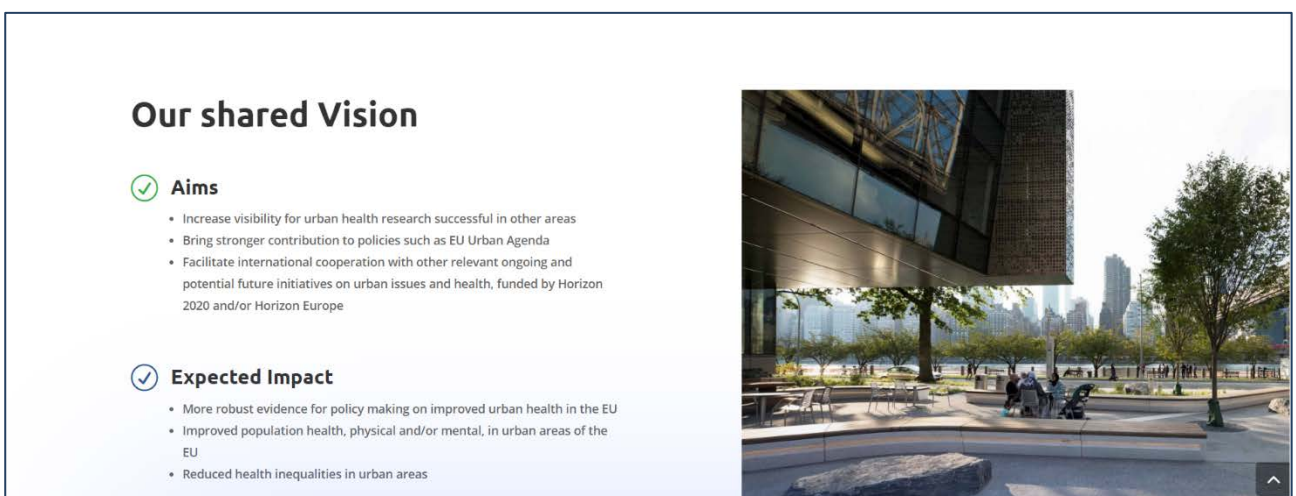


Figure 3. Aims & Expected Impact

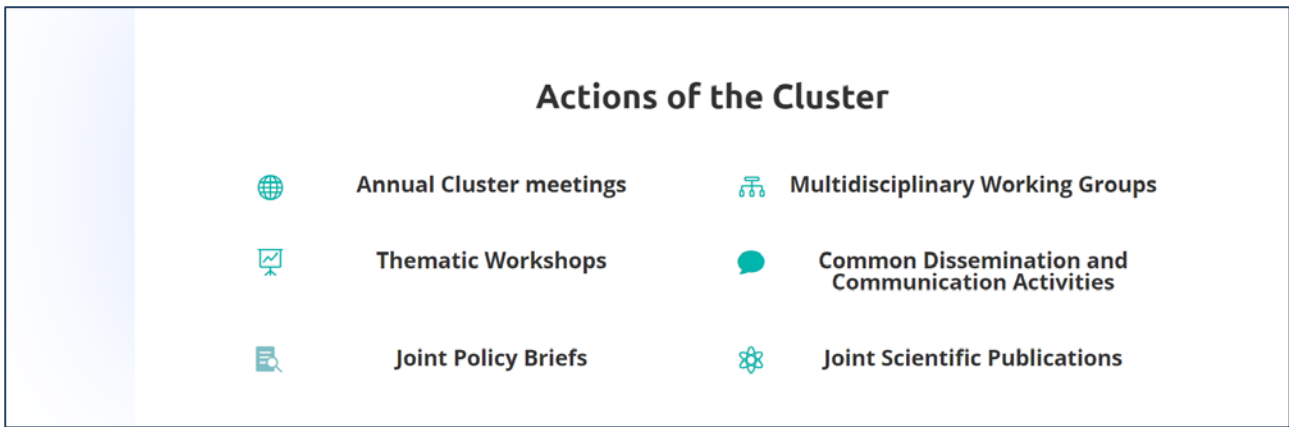


Figure 4. Actions of the Cluster



Figure 5. News & Events



Figure 6. Cluster Members



Figure 7. Web portal footer

2.2. Content Management

The UHC web portal will be continuously monitored by the maintenance team of AUTH in collaboration with Cluster coordination team members from all the projects that are actively participating in the WG5, which is responsible for monitoring the dissemination and communication actions of the Cluster. This way, the portal is going to stay updated content-wise, while the layout will be enhanced based on Cluster Members' developments and milestones reached. To keep a smooth collaboration, the WG5 will discuss about possible tasks regarding the web portal during its foreseen meetings, while ad hoc communications and meetings will take place when needed between WG5 members and the maintenance team.

3. Visual Identity

As mentioned in the beginning of this deliverable, it was mutually agreed among Cluster Members that a shared visual identity could be a valuable foundation for the common dissemination and communication actions. In this context, a logo has been drafted to provide a sense of branding for the Cluster.

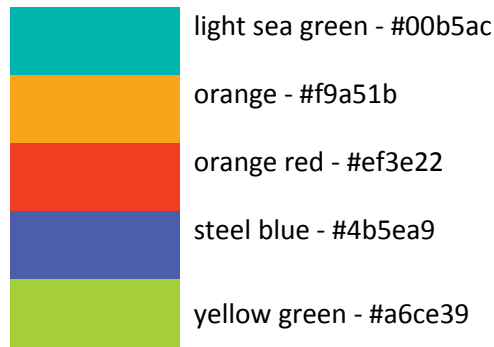


Figure 8. UHC logo

The aim was to produce a visual cue that should render the Cluster's presence recognisable and unique. Given the plurality of the cluster members' logos in terms of shapes, fonts and colour patterns, it has been opted to elaborate on a strict yet pleasant to the eye format. Vibrant colours have been merged together smoothly to let the logo to stand out and be easily used in multiple digital and printed materials.

The colour pallet of the UHC logo is presented as follows:

Table 1. List of colours



The creation of the logo is followed by a set of short specifications and guidelines regarding its proper use in digital and printed forms. Hence, the Cluster’s logo positioning and alignment should always be instructed as below:

1. The UHC logo has to be positioned in a clear background without indifference and/or details, in order to maintain clarity and legibility.



Figure 9. Logo - correct use



Figure 10. Logo - incorrect use

2. The UHC logo is protected by an exclusion zone of 2 pixels, to ensure clear space around it and sufficient visibility on all communications. Hence, the logo will be always allowed at least the above-mentioned amount of space between other visualisations and graphic elements.



Figure 11. Multiple logos - correct use & alignment

The UHC logo constitutes the building block upon which the dissemination and communication materials for the Cluster are going to be drafted, so that a uniform and well-rounded set of resources will be at the disposal of every Cluster Member.

In this respect, a common deliverable template has been prepared. Hence, Cluster Members have a uniformed document that they should use when they conduct their respective public UHC deliverables. The document has been created for common use and its design draws from the Cluster’s logo as well as the web portal features.

A snapshot of the created template is provided below:



Figure 12. UHC Deliverable Template

Based on the above design more projected documents of the Cluster actions, such as policy briefs and/or infographics are going to be produced. Having a shared template for general use allows the creation of additional designs of similar style. Therefore, the Cluster will be able to opt for different -yet visually similar and recognisable- templates depending on the specific public document that is going to disseminate.