

D8.2 - Communication basics (project logo, website, brochure, poster)

Project Information

Grant Agreement Number	101057103
	Combining Artificial Intelligence and smart sensing TOward better
Project Full Title	management and improved quality of LIFE in chronic obstructive
	pulmonary disease
Project Acronym	TOLIFE
Topic	HORIZON-HLTH-2021-DISEASE-04-04
Type of action	HORIZON Research and Innovation Actions
Granting authority	European Health and Digital Executive Agency
Start date of the project	01 September 2022
Duration	54 months
Project Coordinator	Alessandro Tognetti (UNIPI)
Project Website	<u>www.tolife-project.eu</u>

Deliverable Information

Deliverable n°	8.2
Deliverable title	Communication basics (project logo, website, brochure, poster)
WP no.	8
Deliverable Leader	BEWH
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Reviewers	Alessandro Tognetti (UNIPI)
Contractual Deadline	31/12/2022
Delivery date to EC	19/12/2022





Dissemination Level

PU	Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)	х
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
Classified S-UE/EU-S	UE/EU-S – EU SECRET under the Commission Decision No2015/444	

Document Log

Version	Date	Description of Change
V1.0	16/12/2022	Final draft
V1.1	19/12/2022	Final version



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1 Executive Summary

Deliverable 8.2 is a report on the Professional Communication material and tools developed at the beginning of the project to be used by the project consortium in order to define a project's graphic identity and to communicate project's objectives and expected results to a wide public.

Therefore, the main content of this document is focused on the description of the project graphic identity and the main tools already developed and in use by the Consortium.

2 Introduction

The TOLIFE's Professional Communication Kit consists in a series of materials that identify the project from a visual point of view and some tools to be used for communication/dissemination purposes without asking prior advice on contents; project partners are always required to inform the Communication and Dissemination Manager about the specific channels where the Communication material will be used (Event, articles, conferences, meetings, social media).

The Communication basics of TOLIFE project is composed by:

- 1. TOLIFE logo and Graphic Identity
- 2. Project website
- 3. Brochure
- 4. Poster 100X70

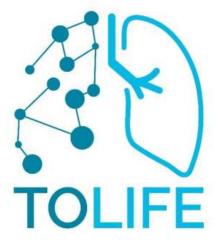
Additional communication material, such as an introductory project video and press release, has been developed to support partners in dissemination and communication activities; a package of templates with a common graphic identity have been shared inside the project private area to be used for official reporting and documents.

The Project Communication basics will be published and downloadable for free from the page <u>COMMUNICATION TOOLKIT</u> of the website.



3 Project logo and graphic identity

The project logo has been developed by UNIPI, with the support of BEWH and CNR, at the beginning of the project, and it will be used for all communication activities. Some alternative drafts have been produced and the Project Coordinator selected the one which better represents the project. The selected logo is the one below and it has been designed in 3 version: a simple version with the project acronym (a coloured and a white version) and a complete version with the project full name (coloured and white).



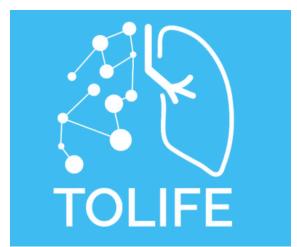


Figure 1: Project logo - simple version





Figure 2: Project logo - full version



A banner composed by the full logo, the project acknowledgment and the EU flag has been developed to give partners a ready to use image for dissemination purposes.

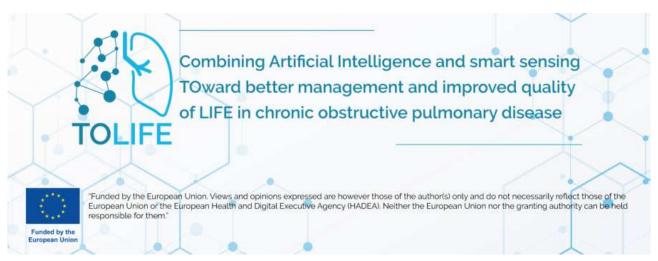


Figure 3: Full Project Logo + acknowledgement

How to use the logo, which colours and fonts to be used, how to combine the logo with the EU acknowledgment are reported in a the "Logo design Specification" document available for partners inside the private area (see Annex I).

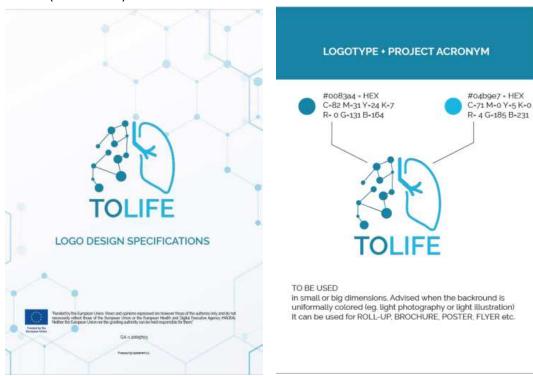






Figure 4: Logo Design Specifications - some examples

4 Project website

To ensure maximum visibility to the TOLIFE objectives and results we have set up a project website registered in the "eu" domain and with intuitive URLs to increase hit rates: https://www.tolife-project.eu

TOLIFE website provides:

- a brief overview of the project and further details about its objectives, structure and expected impacts;
- the composition of the project consortium, the links to the partners' websites and the contact of the project coordinator;
- access to the project public deliverables and to the dissemination material prepared (e.g. brochures, posters, press release and presentations);
- information about TOLIFE news & events, such as TOLIFE meetings and workshops, as well as conferences and external events where the project will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.).

The public website has several sections and sub sections devoted to present the project to external visitors, all accessible from the home page and described into details in the following paragraphs.

In each section, at the bottom of the pages, you can find:

the acknowledgement of the EU co-funding, also by the inclusion of the relevant logo claiming that "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital





Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them";

- ✓ the logos of TOLIFE social profiles: Twitter and LinkedIn;
- ✓ some TOLIFE project details.

Moreover, each page shows an icon, in the shape of a plus, that opens when clicked showing the feeds of the main TOLIFE's social networks.

A detailed description of the TOLIFE Project website is available in D8.1 Project Website submitted at M3.



Figure 5: TOLIFE Project Website

5 Project brochure

The main objective of the project brochure is to provide TOLIFE audience an attractive and written project overview and a summary of the main project objectives and characteristics.

To assist the dissemination effort, the attractive and professional brochure is published on the project website.

The text is designed considering not only experts, but also an interested non-specialist. Furthermore, the brochure includes the website address, the project details and provides basic information on TOLIFE's Consortium. All partners' logos are also displayed.

The brochure can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand, also an electronic version (e.g. PDF file) can be circulated.







Figure 6: TOLIFE Project Brochure

6 Project Poster

The main purpose of the poster is to catch the audience attention. The poster focuses on the visual aspects and the content is clear and easily understandable by the target end users.

Regarding the layout and design, the poster shows the TOLIFE project's logo and the colours emphasizing the link to the project's graphic.

From the content point of view, the poster illustrates project objectives, expected impacts as well as all partners' logos. At the bottom all the project details can be found.

It is possible to download it from the project website.





Figure 7: TOLIFE Project Poster



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7 Other dissemination materials

7.1 Roll-up

A general roll-up was developed at the beginning of the project and shared with the partners with the aim of use it during events. The roll-up was used, for example, at the kick-off meeting to customize the meeting room.





Figure 8: TOLIFE roll-up at the kick-off meeting





Figure 9: TOLIFE roll-up





7.2 Project video

A 2:33 minutes video about TOLIFE project was produced to disseminate the objectives and expected impact of the project to policy makers, stakeholders and to the general public.

The video was uploaded on TOLIFE project website and YouTube channel at the following link: https://www.youtube.com/watch?v=N6H-wPMobug

Video production has been managed by BEWH and the support of a professional video maker. The script of the video was drafted in collaboration with the Project Coordinator (UNIPI).

The video intends to give an overview of TOLIFE project objectives, from the problem the project intended to solve until the expected results.

To explain scientific and technical issues concerning the project in an easier and effective way, it was chosen to develop an animated video with a special main character: an oxygen molecule. The molecule, using a storytelling approach, explains the problem that the project is addressing, what the project will develop and how TOLIFE will be able to improve patients' quality of life.

The video is provided with English subtitles to improve accessibility.

7.3 Making the video: process steps

Consultation

A dedicated team consisting of a production manager, a graphic designer, a scientific editor, and an animator has been set up for the development of the project video. Some initial ideas and understanding in detail have been collected to exactly build how you see the story being told.

Script development

Following the initial consultation, a detailed script has been written forming the basis of the film and the development of the storyboard.

Feedback

This process is crucial during the script development. After approval, it is moved onto the next stage.

Script writing

A finalized version of the script has been written and used for the next stage of the process.

Storyboarding

A series of stills has been used to tell the story in pictures; any character design has also been done during this process.

Animation planning

This stage is connected to the above and started once the storyboarding has been confirmed.

Animation

This is where the bulk of the work is carried out, by animating the film in line with the storyboard. This required regular feedback during the process and has been coordinated by the dissemination manager.

Editing

This was an ongoing process to ensure that any tweaks and edits were made as and when they were needed.

Voiceover

A professional voice over of any narrative has been recorded and applied to the film.

Sound design

Once the animation itself has been finalized, a complete set of sound effects has been added. This adds another dimension to the film and adds further impact to how the story is told.





Music

Connected to the point above, an engaging background track has been selected to again add an additional mood and help to create more of an impact. Music was professionally sourced or produced especially.

Text and graphics

Supporting text and graphics have been created and added where and if necessary.

Hosting

All content has been sourced, produced, and hosted for the project. All legal ownership of copyright has also been transferred across.

Promotion

Furthermore, the video will be promoted on TOLIFE project YouTube Channel at the following link: https://www.youtube.com/watch?v=N6H-wPMobug

Other social media platforms (Vimeo, Facebook, Twitter, etc.) have been used too for hosting and for large distribution. The video is published and promoted on the project website, and it will be used to present in an easier way project objectives.

7.3.1 Script

Here is the script of the video:

The combination of Artificial Intelligence and Smart Sensing technologies can improve life quality in patients affected by Chronic Obstructive Pulmonary Disease (COPD). Measuring lung function alone is not sufficient to make the optimal therapeutic decision although COPD Exacerbations impact on patients' wellbeing, hospitalization, survival outcomes and healthcare costs.

TOLIFE is a European project involving 12 partners from four different countries that aims to help patients through an Al-Based solution. Technology will be used to collect Daily life patient data for a better management of COPD.

Unobtrusive sensing sources will be used to collect personal data about environment, patient's lifestyle, and responses such as symptoms, performance, psychophysiological signals.

Patients will be equipped by:

- Smart mattresses cover to collect data about Sleep quality, Heart and Breath rate, Environment, patient sounds.
- Smart shoes to measure Walking patterns, Mobility, Gait speed
- Smartwatch to measure HR / HRV, ECG, SpO2, Patient sounds, Mobility, Light exposure
- Smartphone to measure Mobility, Patient sounds, social interaction, Light exposure
- Home IoT and webservices to measure body weight and composition, indoor air quality, weather condition

All the daily patterns of patient-specific data will be stored in the cloud. Custom analytics tools will analyze the data to predict exacerbations and characterize the health status of the patienthelp the building of patient characterization.

TOLIFE will develop:

- a Patient Management Tool (PMT) to support the clinician decisions
- a Disease Information Tool (DIT) for patients and caregivers that provides lifestyle indications depending on the patients' health status

TOLIFE project aim to be a new Communication channel between clinicians, patients and caregivers

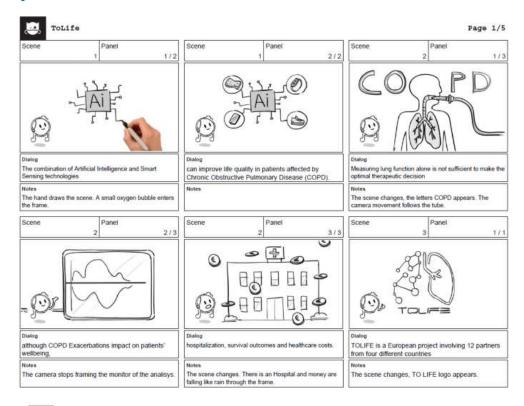
with the main purposes to predict exacerbation, assess health outcomes and characterize the patient status.

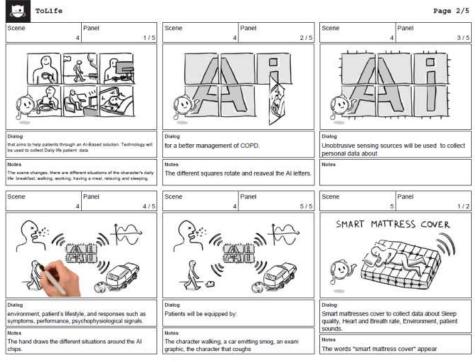


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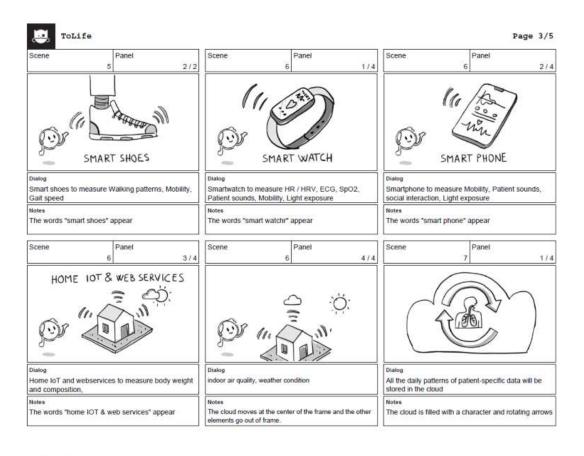


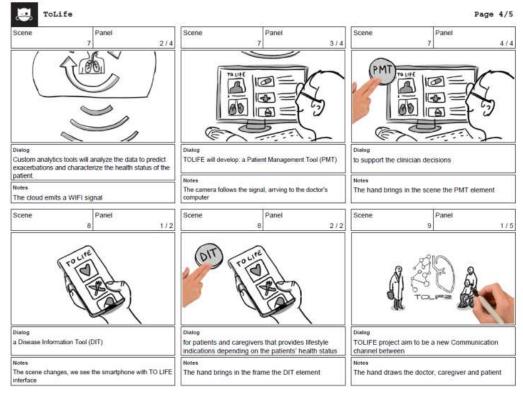
7.3.2 Storyboard















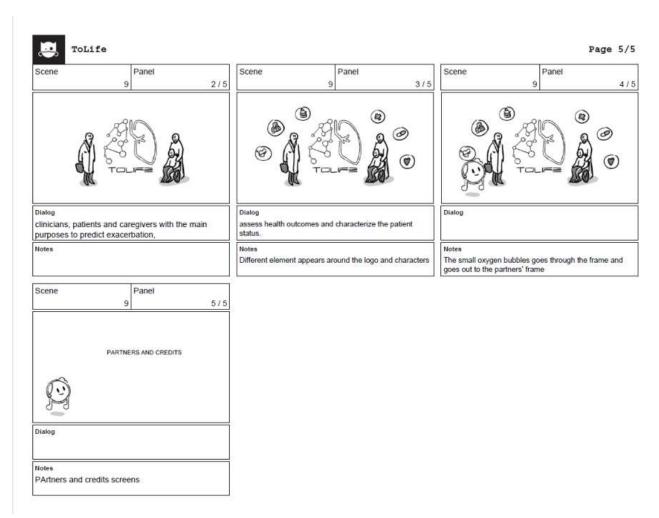
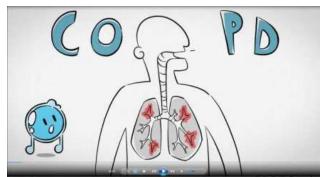


Figure 10: TOLIFE video storyboard

7.3.3 Video frames

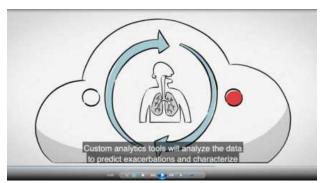












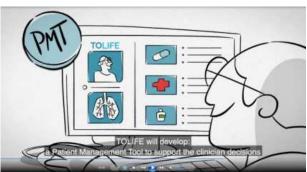




Figure 11: TOLIFE video frames



7.4 Preliminary press release

TOLIFE first press release consists of a general description of the project, useful as communication tool for the press. An English text has been written and it will be uploaded on the project website.

This is the text:

Artificial Intelligence for Chronic obstructive pulmonary disease: Europe finances TOLIFE project

1st September 2022 - TOLIFE project — acronym of "Combining Artificial Intelligence and smart sensing TOward better management and improved quality of LIFE in chronic obstructive pulmonary disease" — has just started. The aim is to improve the management and personalization of the treatment of highly complex chronic diseases such as chronic obstructive pulmonary disease (COPD). The project, funded by the European Union's framework program for research and innovation Horizon Europe under the call Tackling diseases, is coordinated by Prof. Alessandro Tognetti of the University of Pisa; the budget is about 6 million euros for a duration of four and a half years.

TOLIFE main objective is developing and clinically validating a platform based on artificial intelligence and non-invasive sensors to improve the management and personalization of the treatment of highly complex chronic diseases. The platform will be optimized and validated in "real life" conditions on patients with chronic obstructive pulmonary disease (COPD). TOLIFE's approach to COPD management consists in analysing data taken from the patient during daily activities - thanks to a platform of wearable and non-invasive sensors - in order to predict and mitigate exacerbations and continuously evaluate the individual's state of health patient to reduce mortality, improve quality of life and mitigate healthcare costs. Exacerbation prediction and health assessment will be leveraged by clinicians through a patient management tool to implement early and personalized treatment. A software interface will also be developed for the patient to inform him about his state of health, the specific treatment plan and to provide useful information for a correct lifestyle.

The project is carried out by an international multidisciplinary consortium. In addition to UNIPI, the Consortium is composed by the CNR IFC, Istituto Superiore di Sanità and Adatec SRL (Italy), beWarrant (Belgium), Universidad Politecnica de Madrid (Spain), Techedge España (Spain), Fundacion Privada Instituto de Salud Global Barcelona (Spain), Consorcio Mar Parc de Salut de Barcelona (Spain), Time.Lex (Belgium), European Federation of Asthma & Allergy Associations (Belgium) and Pneumologisches Forschungsinstitut an der LungenClinic Grosshansdorf GmbH (Germany).

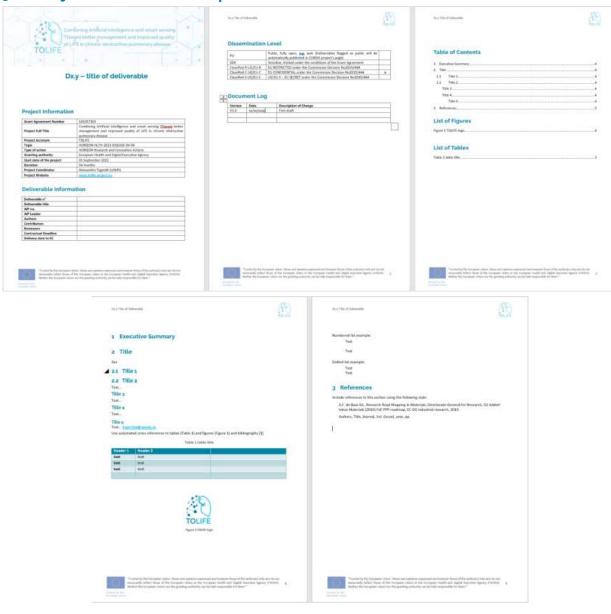


7.5 Project templates

Project templates are internal tools to use in order to produce documents with a common structure and graphic identity. The developed templates are:

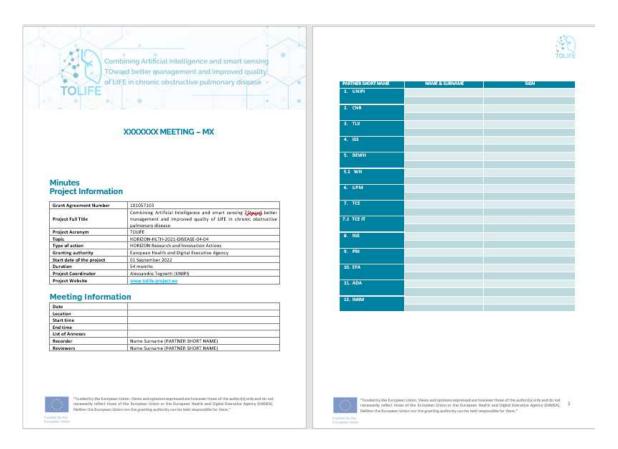
- the project deliverable template;
- the project minutes template;
- the project agenda template;
- the WPs presentation template.

7.5.1 Project Deliverable templates





7.5.2 Project minutes template









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7.5.3 Project agenda template





7.5.4 WPs presentation template



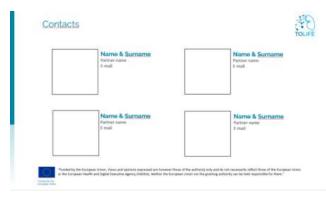


















8 Conclusion

TOLIFE Communication basics are the main tools to be used for dissemination and communication purposes. They will be periodically updated by BEWH with the contribution of all the partners of the project. The updates on the website will be related to new conferences and events in which the project will participate, news and/or publications related to TOLIFE, images and updates from project meetings; public deliverables will be uploaded in the download section. Finally, a section dedicated to the results of the project will be created in which the data and images of the materials and technologies developed in the project will be published. Also, the poster and the brochure will be updated with the project results and new communication tools will be developed along the project to support dissemination and communication activities.



9 Annex I



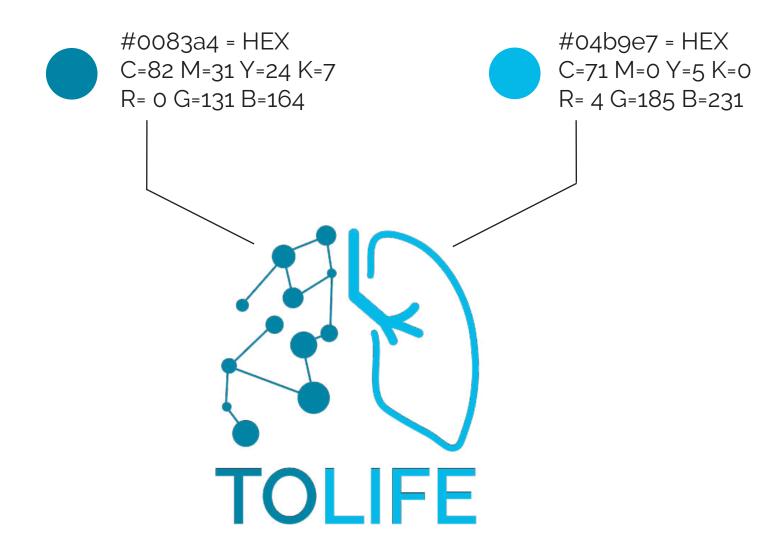
LOGO DESIGN SPECIFICATIONS



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LOGOTYPE + PROJECT ACRONYM



TO BE USED

in small or big dimensions. Advised when the backround is uniformally colored (eg. light photography or light illustration) It can be used for ROLL-UP, BROCHURE, POSTER, FLYER etc.

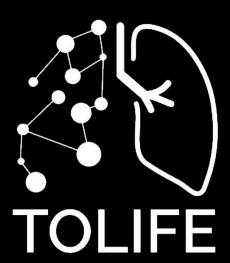
LOGO + PROJECT TITLE

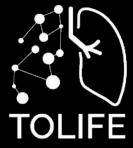


Combining Artificial Intelligence and smart sensing TOward better management and improved quality of LIFE in chronic obstructive pulmonary disease

TO BE USED in big dimensions for TEMPLATE PRESENTATION OR BANNER FOR EVENTS.

TOLIFE LOGO VARIANTS





Combining Artificial Intelligence and smart sensing TOward better management and improved quality of LIFE in chronic obstructive pulmonary disease

TOLIFE WHITE VERSION

WHITE 100% opacity

Advised when the backround is not uniformally colored (eg photography or illustration) but dark in value.

Monochrome reproduction (Specific print process on clothing and merchandise or with Pantone)

CHARACTERISTICS

FONT

The font used here to create the LOGO is Raleway semibold. Raleway is one of the pre-installed fonts by Microsoft and Adobe software, so it is easily accessible for everyone.

COLORS

- #0083a4 = HEX C=82 M=31 Y=24 K=7 R= 0 G=131 B=164
- #04b9e7 = HEX C=71 M=0 Y=5 K=0 R= 4 G=185 B=231

THE USE OF THE EU FLAG WITH THE PROJECT LOGO

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. These are examples.

The placement of the EU emblem will depend on the design of the publication.

FUNDING STATEMENT

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PLACEMENT OF THE EU FLAG WITH THE PROJECT LOGO ON COMMUNICATION MATERIAL





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EXAMPLE



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