Project Number 101164616

Deliverable D5.1

Project website and visual identity package
Lead Beneficiary: EVALION

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For the Lead Beneficiary	**Reviewed by MST**	**Approved by Coordinator**
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Dissemination level

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Project information

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EXECUTIVE SUMMARY

The identity package was created to facilitate the communication and dissemination activities of the project. It will be used to communicate basic project information, planned activities and events, the organization of work, the specifications and objectives of WPs, expected impact, project results, and deliverables. The extent of the provided information is tailored to the nature of the promotional materials, their specific purpose, and the defined target groups.

Deliverable D5.1 introduces the visual identity of the following promotional materials:

- Project logo
- Project leaflet
- Project roll-up poster
- Graphics for social media
- Template for project presentations (PowerPoint)
- Project templates for internal reporting and communication

The graphic templates, produced in accordance with the overall project visual identity, will be regularly updated based on the project's needs and the specificities of dissemination and communication channels, as well as the related target audiences, throughout the entire duration of the project.

The official TREASURE website has been established at www.projecttreasure.eu. The website primarily serves external communication and dissemination purposes. It will provide access to public deliverables, documents, and materials developed within the TREASURE project. Additionally, it will be used for exploitation purposes during planned events, such as workshops.

CONTENT

LIST OF FIGURES

1 INTRODUCTION

The deliverable “D5.1 Project website and visual identity package” includes the overview of visual identity of the project and produced promotional materials dedicated to communication and dissemination of the TREASURE project. The deliverable is related to “WP5 Dissemination, communication and education”, namely Task T5.1. Design of promo materials and Dissemination and Communication Plan (Duration: M1 – M6). Lead partner of the T5.1 is EVALION in collaboration with all project partners.

All produced promo materials fully comply the obligations of the of the European Commission visual identity.

2 OBJECTIVES AND TARGET AUDIENCE

2.1 Objectives of the visual identity package

The identity package for the project was created during its initial phase (M1-M4). EVALION, as the lead beneficiary of Task 5.1, and VUJE, which ensured the link between the project's focus and the graphical design, collaborated to ensure its adaptability to various formats and its suitability for promotional purposes.

The main objective of the visual identity package is to inform the selected target groups about the key messages, progress, and results of the TREASURE initiative. The promotional materials will be disseminated online and at on-site events such as conferences, seminars, and workshops. Furthermore, this identity package is designed to address the selected target audience and will be distributed via email, post, or in person.

The identity package will be used for the following objectives:

- To ensure coherent communication with relevant stakeholders in the EU
- To maintain the visibility of the project and facilitate the exploitation of its results, even after the project concludes.

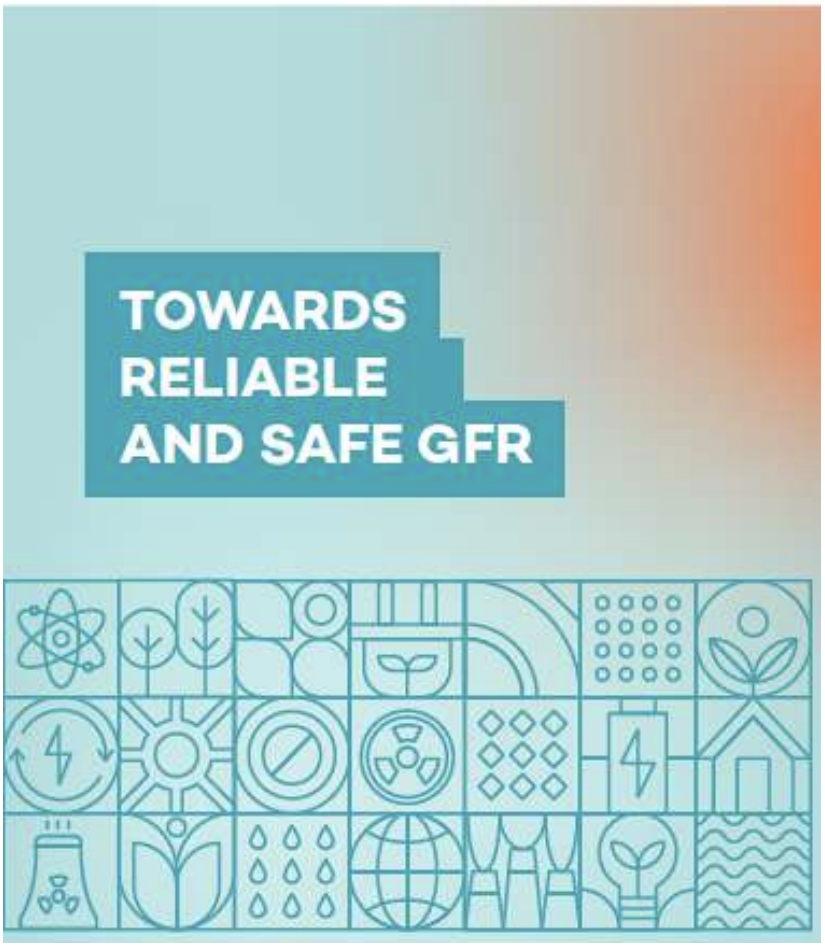

Figure 1: Example of visual identity of the TREASURE project

2.2 Target audience

The produced visual identity promotional package will be used to strengthen the impact of the project on relevant stakeholders. The promo materials will be used to raise awareness and interest for early adopters and the general public on the project results; to foster understanding of the GFR technology and acceptance by users and the general public; to potentiate interactions with stakeholders and potential users to obtain key feedback to enhance exploitation opportunities of the TRESURE results.

The promo materials will be used for communication and dissemination towards the following groups:

- **Nuclear community**: Traditional communication towards the nuclear R&D community (conferences, journals) will be complemented by increasing the visibility of GFR and the TREASURE project in European and international institutions / fora.
- **Nuclear regulators**: One of the Technical Safety Organisations (TSOs) is partners in TREASURE, two other TSOs will join the Regulators Advisory Board. This will ensure a direct link with national nuclear regulatory authorities and also broader TSO community. Messages will also be conveyed to ETSON, the European TSO Network, for increased visibility.
- **Students**: Apart from direct participation in the research activities leading to at least 10 MSc. or Ph.D. theses directly linked to the project, students from around the world will also benefit from the dedicated summer schools that will be organised by CVR and UCAM. This will be widely promoted in particular via ENEN and ENSTTI.
- **European and national policy-makers**: Policy-makers involved in energy, industry and innovation policy, will be approached with the key messages on the potential benefits of deployment of advanced reactors: secure source of energy, sustainable growth of European industry and the economic and employment associated, minimizing the environmental impact of energy production and industrial processes.
- **General public –** general information on secure source of energy, sustainable growth of European industry and the economic and employment associated, minimizing the environmental impact of energy production and industrial processes.

3 VISUAL IDENTITY PACKAGE

3.1 Project logo

The logo will be used in all dissemination and communication materials, following the graphic design approved by the Coordinator and WP leader during the initial phase of implementation. It is directly aligned with the overall visual identity of the project and represents the project to its defined target groups.

Figure 2: Basic logo of the TREASURE project

Figure 3: Negative logo of the TREASURE project

3.2 Project leaflet

The project leaflet will be used for promotion among professionals and the expert community, as well as at on-site events such as conferences, workshops, and seminars. The leaflet is intended to be distributed at international events, with the goal of increasing the visibility of the TREASURE project among recipients from European and international institutions, forums, and networks.

The leaflet includes information on:

- Short description of the project
- Project objectives
- Expected impact
- Organization of work and structure of WPs
- Project partners
- Project duration
- Contact
- Visualization of ALLEGRO 75 MW
- Acknowledgement of EU support

Figure 4: Extract from the TREASURE leaflet

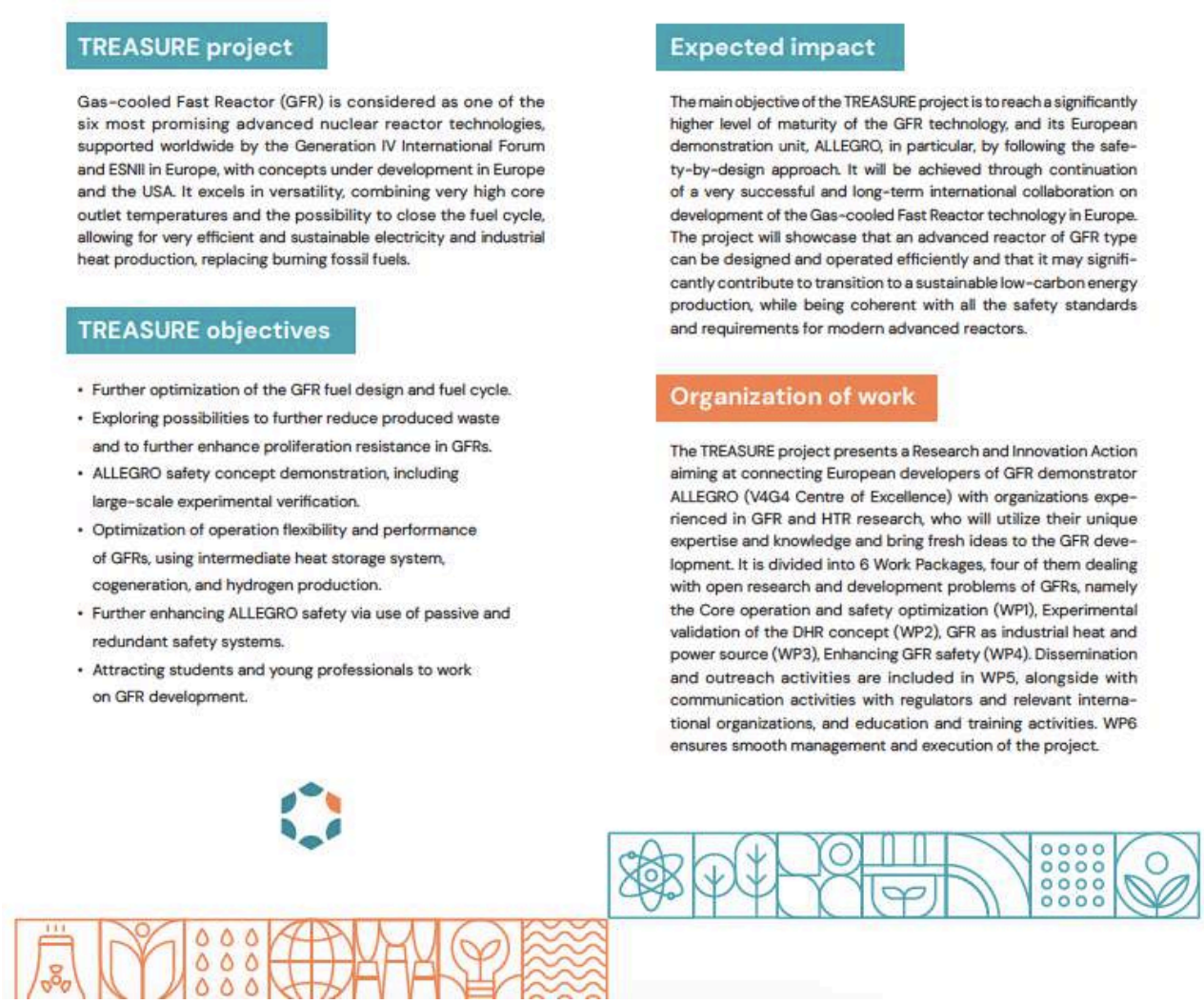

Figure 5: Extract from the TREASURE leaflet

3.3 Project poster

The project poster will be presented at international conferences, roundtables, and technical meetings in a form of roll up 1000x2000 mm. It will primarily be used for in-person events. The consortium will identify relevant conferences and events in the Dissemination and Communication Plan where the activities and results can be effectively promoted. The poster will serve as a tool for raising awareness and promoting the project among the professional community attending the selected events.

The project poster includes following information:

- Brief description of the project and its objectives
- A brief introduction of the ALLEGRO – demonstrator of the Generation IV gas cooled fast reactor
- Diagram of the organization of the work
- Information on GFR technology development milestones
- Project partners and project duration
- Contact
- Acknowledgement of EU support

Figure 6: The TREASURE poster (roll up 1000x2000 mm)

3.4 Template of project presentation and project documents

The project templates will be used for the selected target groups (PowerPoint presentations), as well as in internal and external communication, reporting, and meetings. All templates incorporate the same graphic elements of the project's overall visual identity, including the logo and standards for Acknowledgement of EU funding, along with other relevant information.

The following templates have been created:

- PowerPoint presentation (featuring various graphic and functional elements)
- Partner Interim Report template
- Work Package Interim Report template
- Work Package Summary template
- Deliverable template
- Meeting Agenda template
- Meeting Minutes template

Figure 7: Title page of the TREASURE presentation template

4 PROJECT WEBSITE

4.1 Objectives and target audience of the website

The main objective of the project website is to serve as the primary communication channel to the public. It presents the project, its objectives, results, and events organized as part of the project.

The website is tailored to various target audiences:

- **For the general public**: A section containing basic information, partnership details, project contact persons, objectives, impact, etc.
- **For the nuclear research community**: A section featuring presentations of the project results, a detailed overview of the project, open access to deliverables and publications, publications from project meetings and workshops, and other materials intended to promote the project's visibility and communicate its outcomes.
- **For decision-makers at the national and international levels**: Dedicated promotional materials

The project website primarily serves external communication and dissemination purposes. One part of the website provides basic information about the project and remains mostly static, being updated only when significant changes occur (e.g., changes in the project consortium, work structure, etc.).

Other parts of the website are dynamic and will be regularly updated based on the project's achievements, the development of results, and organized events. List of produced deliverables and publication will be the key feature of the website.

All partners of the consortium are asked to include information about the TREASURE project and a link to the TREASURE website on their institution's website. They should also promote it through their communication channels (social media, contact lists, etc.).

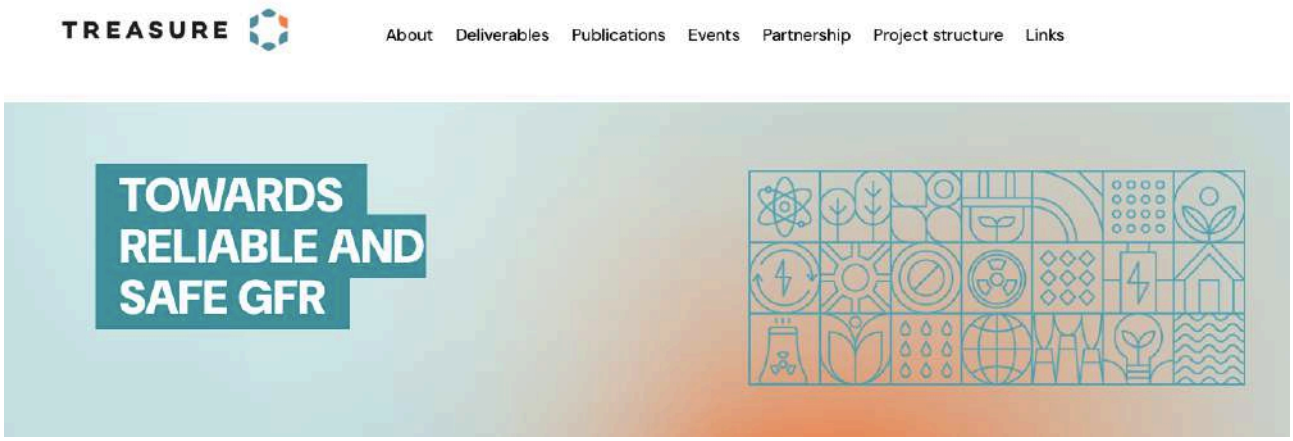

Figure 8: Visual of the TREASURE homepage I.

4.2 Website structure

The TREASURE website has following structure:

Homepage:

1. **Brief introduction of the TREASURE project** - project summary, this section it will also include produced project video

Information that appears after clicking 'View More' located on the homepage – TREASURE project (introduction) – Background and Impact

2. **Project objectives -** presentation of the key objectives of the project

Information that appears after clicking 'View More': Detailed project objectives and related actions

3. **Project structure** – structure of the work packages and its relations

Information that appears after clicking 'View More': detailed information on planned activities and results within each WP

4. **Partnership** - list of project partners and links to their official websites
5. **Deliverables** – list of all produced public deliverables, will be updated according to the progress of the project
6. **Publications** – list of created publications with link to the original source of the publication, will be updated according to the progress of the project
7. **Events** – information on planned events (workshops), will be updated before the organization of any project event and workshop (content of the event, programme, registration form etc)
8. **Links** - section dedicated to the related European platforms, initiatives and networks (such as SafeG project, V4G4 Centre of Excellence, Gas-cooled Fast Reactor Demonstrator, VINCO, SNETP, ESNII, GIF)
9. **Basic information about the project**: full title and number of the project, acronym, call and type of action, contact, project coordinator, acknowledgement on EU funding

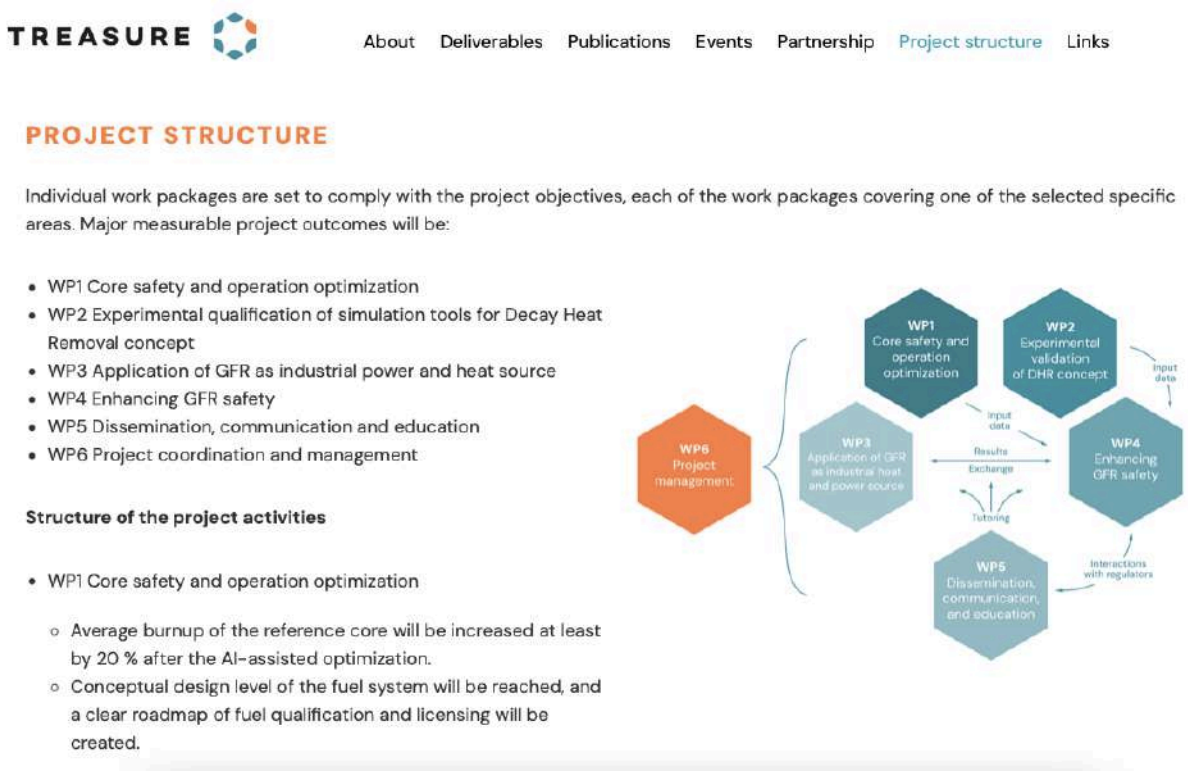

Figure 9: Visual of the TREASURE website

Figure 10: Homepage of the TREASURE website

5 ADMINISTRATION OF THE WEBSITE

The website is managed by the Management and Support Team (MST). Any content to be published on the webpage by a beneficiary must be submitted to the MST. The following information should be regularly published on the website:

- Public deliverables
- Publications
- Any public materials
- Detailed information on the planned events
- Cooperation with other projects and links to related initiatives

From the technical point of view, the website will be maintained by the external IT expert, also on a level of eventual needed updates and improvements (e.g. in relation to the produced video).

MST and the coordinator assume the operation of the website for at least 5 years after the completion of the project, in order to continue informing about the project results. In the case of publications dedicated to TREASURE and other outcomes of the project, the relevant sections will be properly updated.

6 CONCLUSION

The deliverable D5.1 represents the overall visual identity of the project and includes the core graphics and templates for dissemination and communication activities. It provides general information and key messages about the project framework, its specific activities, impact, and the involved partners. D5.1 was produced to unify and maximize the impact of the project's dissemination and communication efforts. It also defines the distribution channels, target groups, and its alignment with the European Commission's visual identity.

The project website has been designed to inform on the TREASURE project, to present its background, progress and aims and ensure for easy navigation to the organizational aspects of the planned events. Project website was set up at the start of the project for consortium members' and public access as a central information point. The website will be actively maintained over the course of the project and provide access to all public communication material.