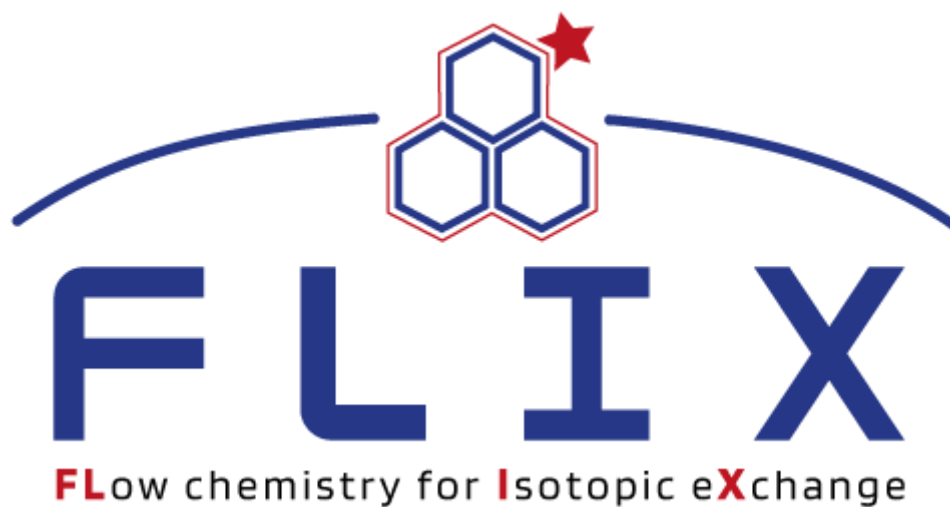




Call: **H2020-FETOPEN-2018-2019-2020-01**

Grant Agreement no. **862179**

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## ***Deliverable D5.1 - Website and Logo***

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**Start date of the project:** 1<sup>st</sup> January 2020

**Duration:** 48 months

**Project Coordinator:** Sophie FEUILLASTRE - CEA

**Contact:** Sophie FEUILLASTRE - [sophie.feuillastre@cea.fr](mailto:sophie.feuillastre@cea.fr)

## Document Classification

|                                  |                                                                                          |
|----------------------------------|------------------------------------------------------------------------------------------|
| <b>Title</b>                     | Information about project website, logo and communication accounts (Twitter page, etc.). |
| <b>Deliverable</b>               | D5.1                                                                                     |
| <b>Estimated Delivery Date</b>   | M2                                                                                       |
| <b>Date of Delivery Foreseen</b> | M2                                                                                       |
| <b>Actual Date of Delivery</b>   | M2                                                                                       |

|                      |                                                              |
|----------------------|--------------------------------------------------------------|
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| <b>Approver</b>      | Sophie FEUILLASTRE – P1 – CEA                                |
| <b>Work package</b>  | WP5                                                          |
| <b>Dissemination</b> | PU = Public, fully open, e.g. web                            |
| <b>Version</b>       | V1.0                                                         |
| <b>Doc ID Code</b>   | D5.1_FLIX_P7-ABSISKEY-200204                                 |
| <b>Keywords</b>      | Website, Communication, Dissemination, Logo, Social Channels |

## Document History

| Version                      | Status        | Date       | Organisation / Person responsible | Reason for Change |
|------------------------------|---------------|------------|-----------------------------------|-------------------|
| D5.1_FLIX_P7-ABSISKEY-200204 | Final version | 04/02/2020 | ABSISKEY / Samy STROLA            |                   |

## Document Abstract

This deliverable is part of WP5 which is the main interface between the project and the outside world, academics, and industrials. Towards this goal, task 5.1 aims at making the project work widely known.

This deliverable describes the website dedicated to FLIX, its logo and the key communication tools.

At M2:

- 1/ the website is available and will be continuously completed throughout the entire project,
- 2/ the logo has been chosen,
- 3/ the visual identity and the templates are available for all the partners,
- 4/ the communication accounts have been created: further actions will be implemented by the partners.

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## List of acronyms

CMYK: Cyan, Magenta, Yellow et Key

CO: Confidential

D: Deliverable

EC: European Commission

M: Month of the project

P: Partner

PO: Project Officer

QR Code: Quick Response Code

PNB: Project NetBoard

PU: Public

RGB: Red, Green et Blue

V: Version

WP: Work Package

## 1. INTRODUCTION

FLIX website, logo and communication accounts are implemented within WP5 “Dissemination, Exploitation & Communication Activities” which aims to ensure scientific, social and economic impacts based on the results of the FLIX project.

The related tasks are:

- Task 5.2 – Dissemination and exploitation (RP1) at M12;
- Task 5.3 – Dissemination and exploitation (RP2) at M30;
- Task 5.4 – Dissemination and exploitation (RP3) at M48.

## 2. WEBSITE

### I. CONTEXT

FLIX website is a key tool for external communication. It has been designed by ABSISKEY, who will continue to sustain it and add new inputs during the project thanks to the feedback given and approved by all partners. The website will evolve all along the project duration. However key sections will stay as described.

The website disseminates information about the project scope and objectives, project events, current not-confidential results, participation to events and public deliverables. This content is displayed in 5 different sections that will be presented in next document sections.

This website is available with the following URL: <http://flix-h2020.eu/>

### II. AN IMAGE SLIDER

The image slider (Figure 1) displays news presenting the latest events related to the project, such as the latest results, the latest meetings, the latest publications, newsletters, ... with related photos to the FLIX project. The previous news will be displayed at the bottom of the website in the “News” section.

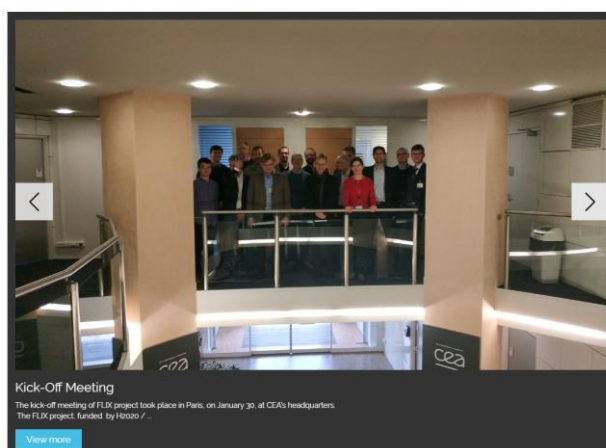


Figure 1: Image slider.



Figure 2: News section.

### III. THE ABSTRACT, THE OBJECTIVES AND THE RESULTS

This part presents FLIX project reminding the abstract and the objectives according to the Grant Agreement (Figure 2). The results of the project as the project evolves and produces tangible outcomes (products, publications etc.) will also be displayed in this section.



**ABSTRACT**

Isotopes are variants of the same chemical element having the same number of protons but a different number of neutrons (and atomic weight or molecular mass). Uncommon isotopes can be substituted for standard ones in molecules of interest. The equal protons (and electrons) make them almost the same chemically. Then, molecules containing the substituted isotopes can be detected with analytical methods like mass spectroscopy and nuclear magnetic resonance (NMR).



**OBJECTIVES**

FLIX is a radically new concept for the ultimate-stage chemical isotopic labeling of high added-value molecules (drugs, biologics, smart materials) with stable isotopes (D,  $^{13}\text{C}$  and  $^{15}\text{N}$ ). It utilizes the unique properties of new generations of catalysts, which specifically and selectively exchange predetermined atoms and chemical motifs of end-use organic compounds. The ultimate outcome of the project is to devise and build a modular and adaptable flow chemistry system for the straightforward and combinable isotopic labeling of complex chemicals and biologics.

Figure 3: Abstract and objectives.

### IV. THE PARTNERS' INFORMATION

This section displays each partner's logo (Figure 3). If someone wants to have further information about the project, the Coordinator can be directly contacted. Besides, a map showing where all the partners are located (Figure 4) allows a good geographical representation of the consortium.

## PARTNERS

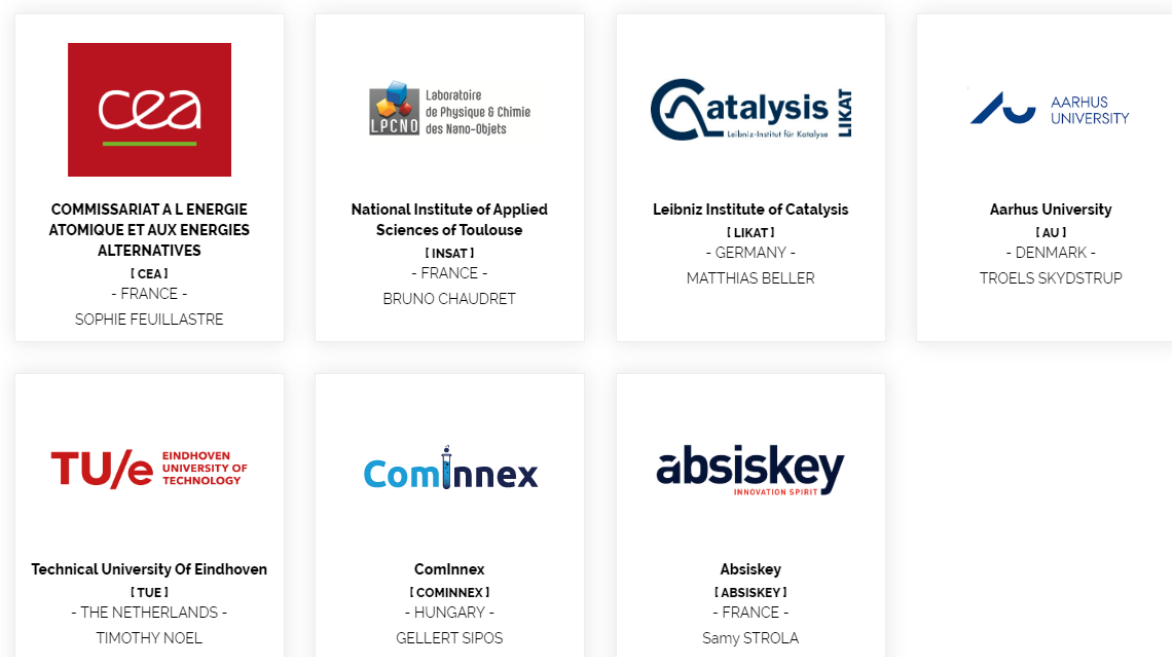


Figure 4: Partners information.



Figure 5: Geographical representation.

## V. A GRAPH-CHART

This section displays general public financial information about the project and a timeline showing the progress of the project (Figure 5).

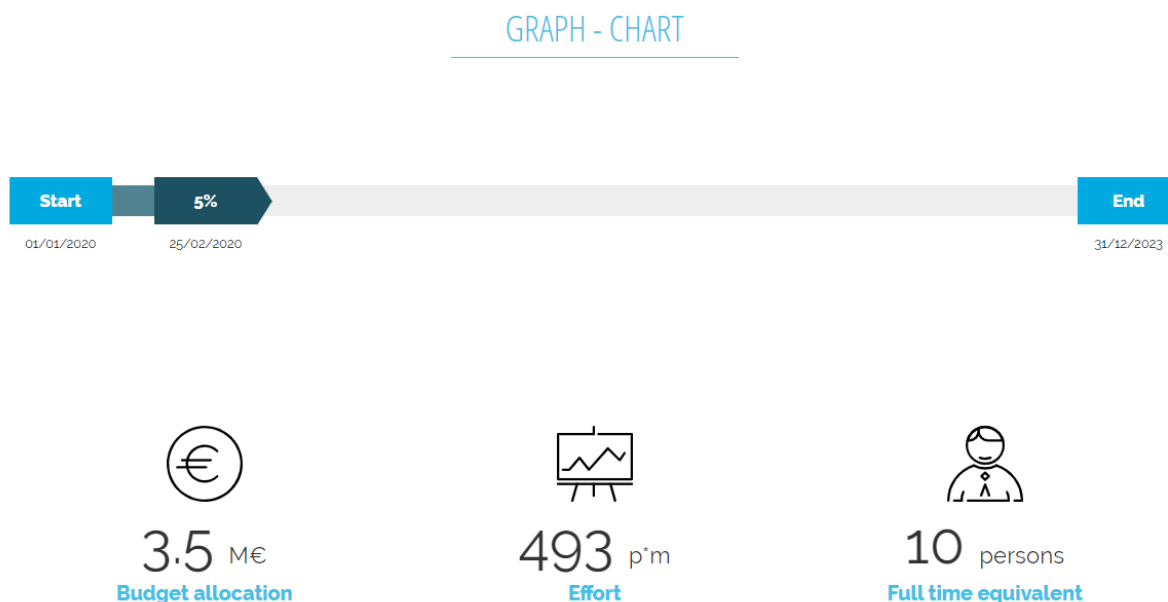


Figure 6: Graph chart.

## VI. EVENTS AND DOCUMENTS

This section will display further events and public documents such as the public deliverables, presentations, educational videos etc.

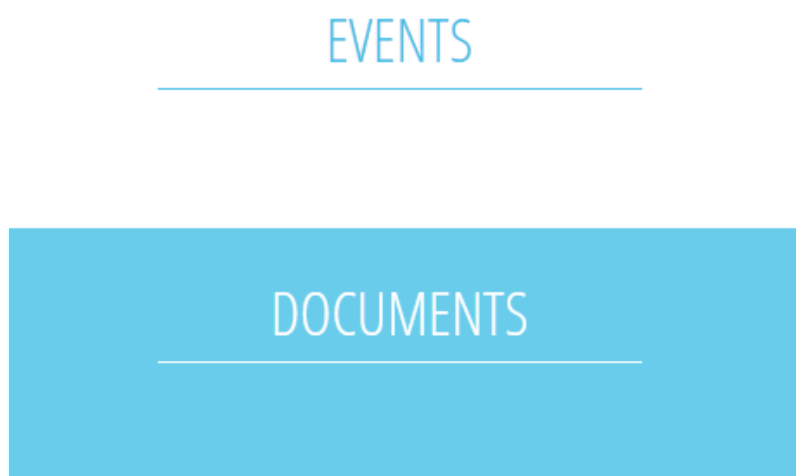


Figure 7: Events and public documents.

## VII. ANALYSIS OF THE SITE TRAFFIC

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Google analytics service will be used to provide statistics on the number of visitors and geographical locations.

## VIII. HOSTING & SECURITY

---

### Hosting

The website is hosted as presented below:

- **Location:** On Absiskey's servers hosted in OVH datacenter, in France.
- **Network:** OVH provides a 500 Mbps guaranteed bandwidth.

### Security

PNB security is provided by OVH. OVH is currently the number 3 web hosting provider worldwide.

OVH condition of security: <https://www.ovh.co.uk/aboutus/security.xml>

and <https://www.ovh.co.uk/aboutus/datacentres.xml>

In addition to this security, a complete database backup is performed each day and stored during one week. Each week a secured backup is stored on CDs.

## 3. VISUAL IDENTITY

### I. CONTEXT

---

Visual identity is a key tool on the communication, dissemination and exploitation activities. It has been designed by ABSISKEY with the inputs of the partners.

An official logo has been created following these main ideas:

- Reference to the chemistry laboratory environment (flow chemistry, molecules, labelling);
- Elements recalling the chemical transformation process;
- Catalyst action.

The final logo integrates a well-defined and precise police identity, used for the short and full project name. All the versions have been realized with Adobe Illustrator and are provided in RGB and CMYK formats.

### II. VERSIONS

---

The logo for FLIX project, chosen by the consortium, is illustrated in Figure 8 below.

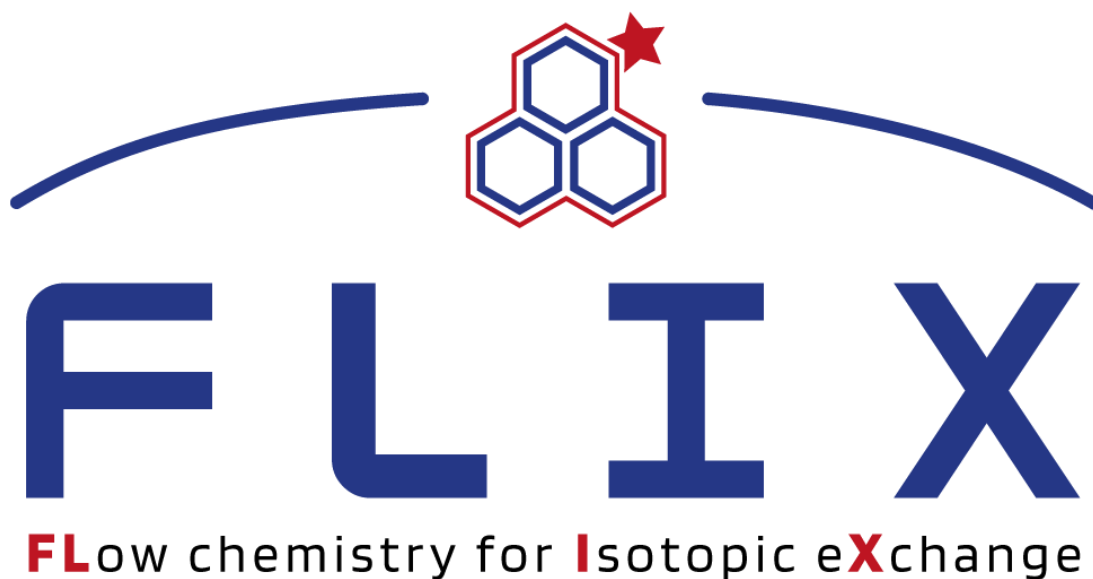


Figure 8: Logo of FLIX project.

3 different sizes have been realized, depending of the scope of its use:

- 150x84 pixels;
- 500x280 pixels;
- 1000x528 pixels.

A version (Figure 9) is provided in case of its use on dark-setting background.

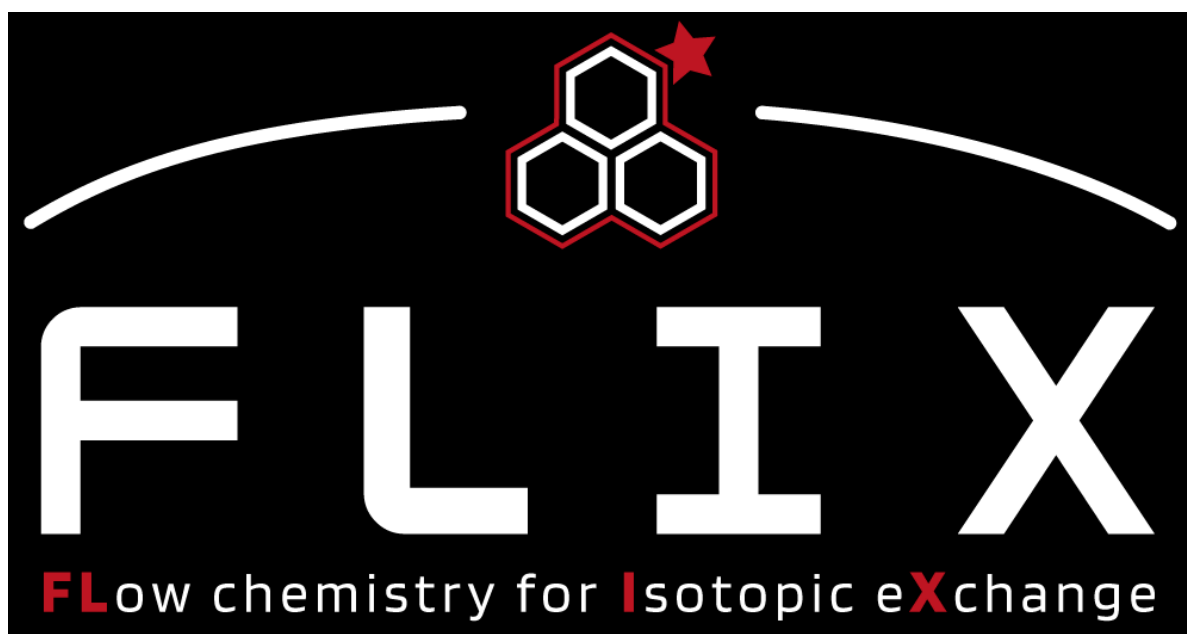


Figure 9: FLIX logo for dark-setting background.

A short version (Figure 10) has been realized for adapted format communication.  
This version is proposed in the following sizes:

- 150x79 pixels;
- 500x280 pixels.



Figure 10: short version of FLIX logo.

## 4. COMMUNICATION ACCOUNTS

### I. CONTEXT

Communication accounts are key tools on the communication, dissemination and exploitation activities helping on spreading the activities linked with the project. They have been created by ABSISKEY following the inputs of the partners.

The consortium has decided to use the following channels:

- LinkedIn, via a dedicated project page;
- Twitter, via a dedicated project account.

## II. HASHTAGS

In order to facilitate the visibility of FLIX project in the web and supervise analytical studies, these hashtags have been generated and will be used by the partners during the different activities:

- FLIX project;
- Isotopic labelling;
- Flow chemistry;
- Heterogeneous catalysis;
- Homogeneous catalysis;
- Chemical innovation;
- Organometallic chemistry;
- Nanoparticles;
- Automation.

## III. LINKEDIN

A dedicated project page is available since February 2020. It will be used to share the project activity for a large public audience. The page is online at this address: <https://www.linkedin.com/in/flix-project-b321661a3/>

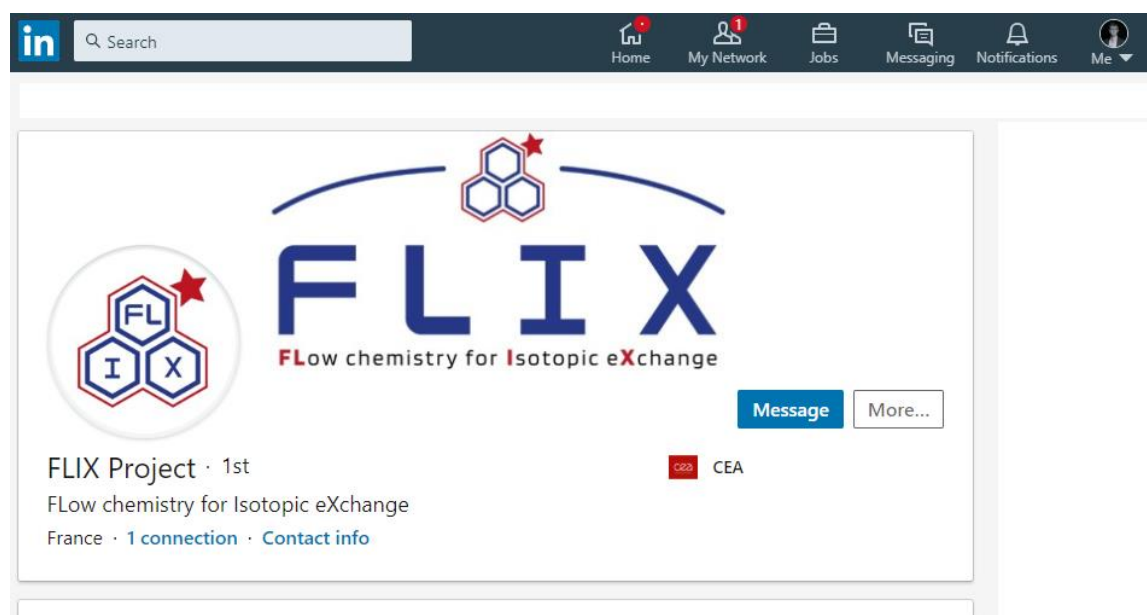


Figure 11: LinkedIn page of FLIX

## IV. TWITTER

A Twitter account is available since February 2020. It will be used to share the project activity for a large public audience. The page is online at this address: [https://twitter.com/flix\\_project](https://twitter.com/flix_project)



Figure 12: Twitter of FLIX project

## 5. OTHER TOOLS SAMPLE

To ensure the spreading of the FLIX project, other tools (flyers, posters, videos, ...) will be created by ABSISKEY all along the project duration with the objective to target both large public and technical one.

In addition, official templates for all the further project documentation (word front page, powerpoint template, ...) have been realized by ABSISKEY and shared with the whole consortium.

## 6. WP5 ROADMAP

The following Table 1 illustrates all the planned activities inherent to WP5, which will be included in the linked deliverables.

| WHO | WHAT                     | HOW                                     | WHEN                                                     |
|-----|--------------------------|-----------------------------------------|----------------------------------------------------------|
| AK  | Visual identity          | Logo, templates                         | M1-M2                                                    |
| AK  | Communication plan       | Planning of communication activities    | M2                                                       |
| AK  | Website                  | Contents collected from the partners    | M2 (After validation of the logo and the identity chart) |
| AK  | Social medias            | LinkedIn, Twitter                       | M3                                                       |
| AK  | Flyer, poster            | To be ready for the targeted events     | M4                                                       |
| AK  | Video                    | A video about the project               | M6                                                       |
| AK  | Newsletter               | Once there are interesting results      | Occasionally (2/y)                                       |
| AK  | Monitoring tool          | All along the project                   | Periodic every M6                                        |
| All | Press release & Articles | Highlight public impact (CEA Comm Unit) | Permanent                                                |
| All | Public outreach          | Large public articles                   | Permanent                                                |

**Table 1: further tasks that will be implement in FLIX project.**

--- END OF THE DOCUMENT ---