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Scalable and Modular robotic tools for pipeline inspection and repair



DELIVERABLE:

**D2.1 - PROJECT WEBSITE
AND PROMOTIONAL MATERIAL**

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¹ Please indicate the type of the deliverable using one of the following codes:

R = Document, report

DEM = Demonstrator, pilot, prototype, plan designs

DEC = Websites, patents filing, press & media actions, videos

DATA = data sets, microdata

DMP = Data Management Plan

² Please indicate the dissemination level using one of the following codes:

PU = Public

SEN = Sensitive

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1. Introduction

1.1 Purpose of the document

The TUBERS deliverable "Project website and Promotional material" includes all the essential information about the project website, the different elements that constitute its brand visual identity (logo, colours, typeface), as well as all the promotional collateral (brochure, newsletter, poster) that will communicate its mission and disseminate its results to the TUBERS target audiences. Another important aspect of this deliverable is the presentation of the different social media platforms (LinkedIn, Twitter, YouTube), where TUBERS will have a consistent, informative presence throughout its four-year course.

As this report is submitted, the official website is live, the project's brand visual identity has been formulated, the social media accounts have been established, and the first version of the promotional material has been created.

1.2 Structure of the document

This deliverable provides a general overview of the elements that make up the TUBERS brand identity and the encompassing dissemination and communication efforts that will promote its research purpose, technical developments and product outcomes.

Therefore, the document is divided into the following sections:

- ❖ Presentation of the TUBERS brand visual identity
- ❖ Presentation of the project website
- ❖ Presentation of the social media channels
- ❖ Presentation of the project's promotional material

1.3 Relation to other tasks and deliverables

The D2.1 deliverable is part of WP2 "Dissemination & Exploitation", active throughout the 4-year duration of the project. It is linked to Task D2.2: Dissemination, Communication and Exploitation Plan.

2. Logo, Colour Palette and Typeface

2.1 Logo

TWI Hellas created the project logo in the project's early beginnings and had a different colour palette (Figure 1).



Figure 1: Initial look of the TUBERS horizontal and vertical logo

It had a minor revamp in terms of its colour palette in November 2022 (M3) to make it more suitable to the TUBERS mission and project's focus (Figure 2).



Figure 2: TUBERS horizontal and vertical logo

The TUBERS logo was conceptualised as if someone was looking into a winding pipe. Since leakage in water supply pipes is the project's main focus, a logo that resembles a tube and gives out a sense of depth was a fitting choice. The logo also includes another hint about the water supply pipe system because the letter U in TUBERS is shaped like a pipe. Having said that, the sense of depth points to the difficult task of inspecting kilometres of pipes to detect and repair leakages.

2.2 Colour Palette

To create a balanced palette, the main point of inspiration was water. Therefore, the palette comprised shades of green and blue contrasted with shades of grey (Figure 3).

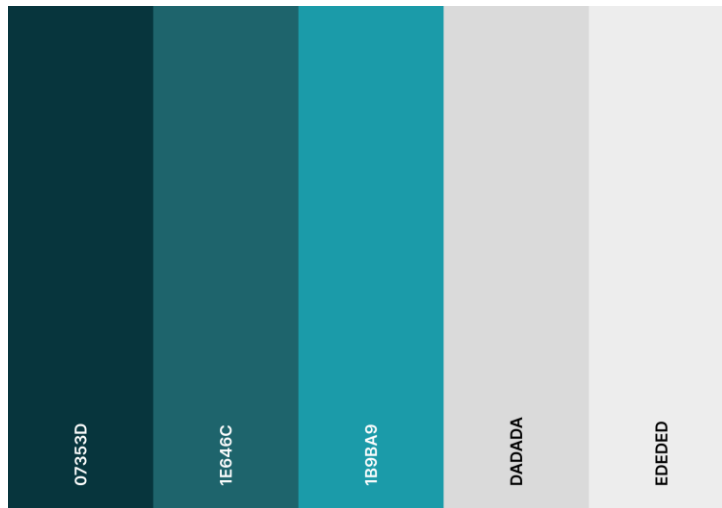


Figure 3: TUBERS Colour Palette

The darkest hue is called "Midnight Green Eagle Green" (#07353D). This is an ideal choice since it emits an industrial sense, brings to mind technological innovation and simulates the dark waters within the water supply pipe system.

The dark hue is called "Ming" (#1E646C), a great combination of blue and green. It is a hue that symbolises growth and progress while hinting towards cleanliness and harmony. The above attributes characterise TUBERS since the project will develop technologies that bring balance and order to the water management system with significant economic and environmental benefits.

The lighter shade in the palette is a green one with blue undertones called "Viridian Green" (#1B9BA9). This hue dates back to the 1860s and has a futuristic and highly technological character, the same as our TUBERS robotic ecosystem.

The final touches to the TUBERS palette are given through two light shades of grey, the Gainsboro (#DADADA) and the Cultured (#EDEDED) hues that are modern and elegant while conveying calmness and balance.

2.3 Typeface

The Montserrat Font Family is the TUBERS typeface family of choice (Figure 4).

It is a geometric sans-serif typeface designed by Julieta Ulanovsky, inspired by posters and signage from her historic Buenos Aires neighbourhood of the same name. Montserrat is highly readable and ideal for the copy of clean-cut and minimalistic websites.

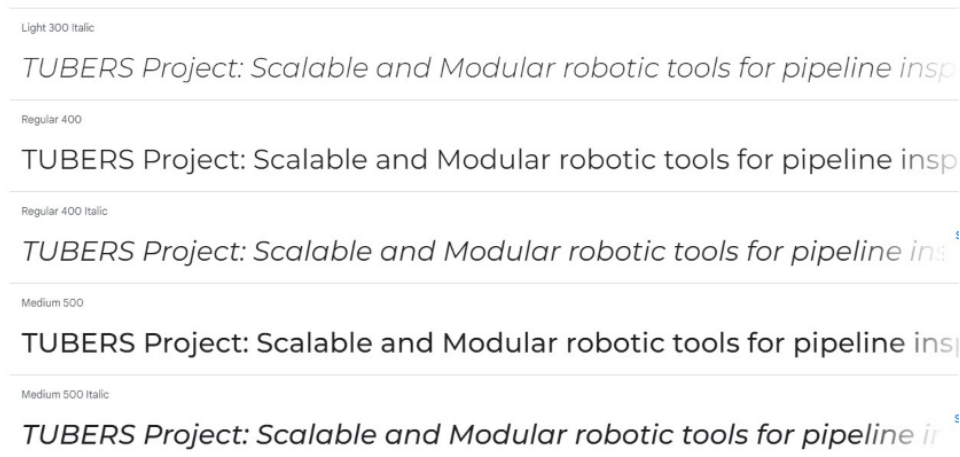


Figure 4: The Montserrat Font Family

3. Website

Especially created for the project, TWI Hellas designed and developed the official public TUBERS website. This online space will be the basis of the project's brand image as it will inform visitors of the project missions, objectives and technologies that concern the Horizon Europe initiative.

The website will also pose as a communication hub around event news, technical developments, significant publications, scientific results and noteworthy achievements. More specifically, website visitors will be able to access public deliverables and promotional material, from videos, presentations, and posters to publications and newsletters. The ultimate goal of all digital dissemination and communication activities is to attract stakeholders, inform them about the project activities and keep their interest peaked throughout the project duration.

In parallel to its public character, the website will also help the partners easily access a private area where confidential documents will be stored. Therefore, through the TUBERS website, partners will have access to the public space, as everyone will, but also to the private area, accessible only to them.

Last but not least, the website will be under continuous development to stay up to date with project progress throughout the project and will also serve exploitation purposes after the completion of the project.

3.1 Website Domain

The website was built in the **tubers-project.eu** domain. Furthermore, to facilitate the project's future viability, three additional domains have been purchased; **tubersproject.eu**, **tubersproject.com** and **tubers-project.com**, which are redirected to the main website domain.

3.2 Website Development

On the TUBERS website, React is used as a front-end JavaScript framework. React (also known as React.js or ReactJS) is a prevalent, open-source JavaScript library for creating user interfaces and websites. The choice of React was based on the fact that it is lightweight in terms of both file size and operation speed, making it an excellent choice for fast web applications and websites. The website also has UK English as its standard language.

3.3 Website Structure

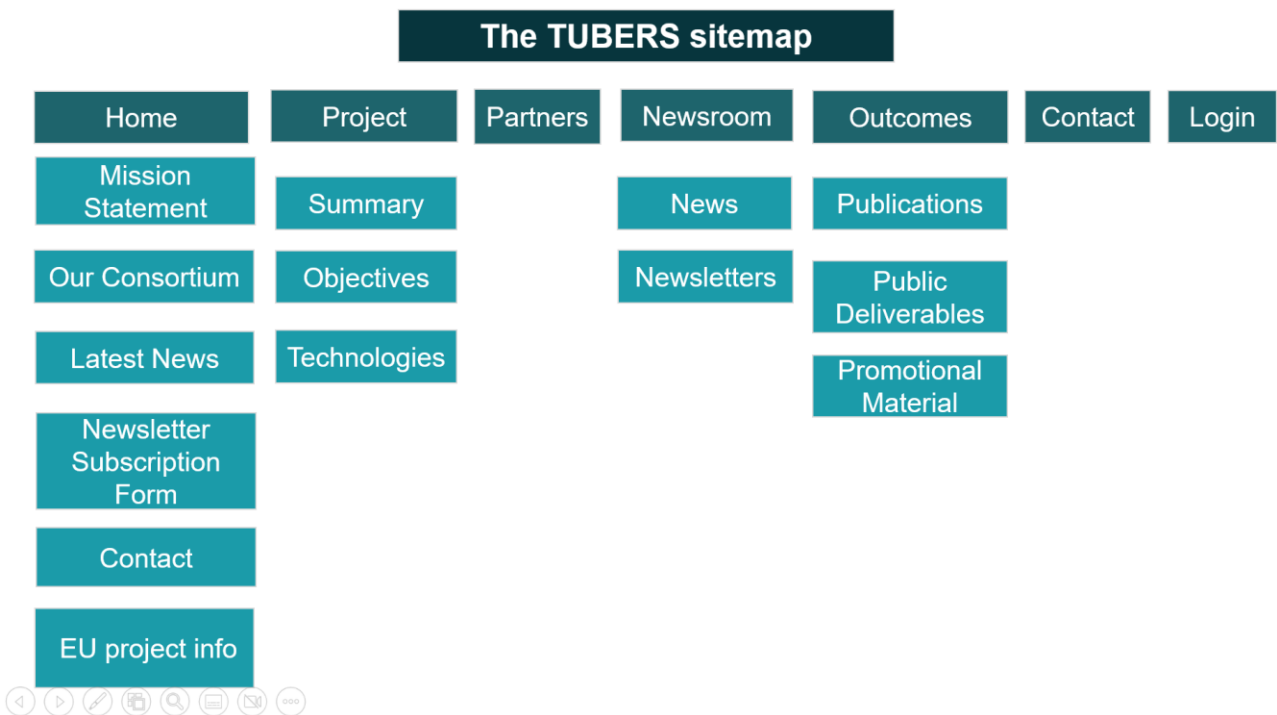


Figure 5: TUBERS Website Sitemap

The TUBERS website aims to provide a comprehensive look into the project's mission and activities through a responsive design and a user-friendly structure. As seen above in Figure 4, the sitemap includes extensive information about the project and is easy to navigate. In the below section, the TUBERS website parts will be broken down and analysed as to the different focuses and purposes they serve.

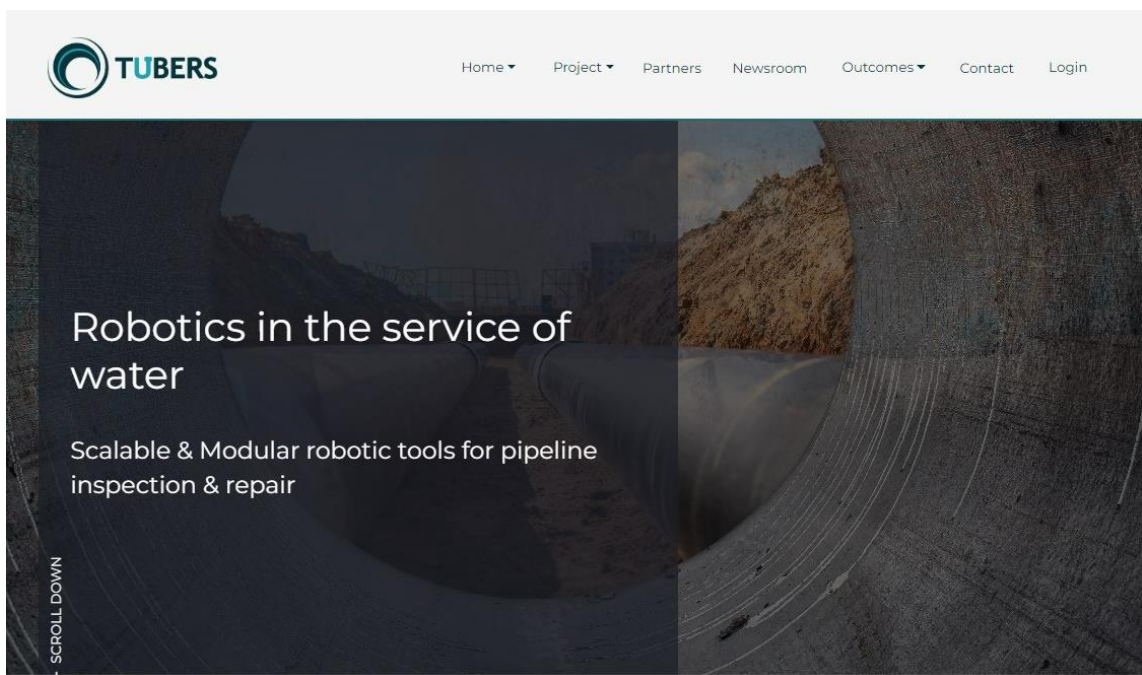


Figure 6: TUBERS Home Page

Table 1: Home page

Home Page	
Website main block (Image Slideshow/ Tagline)	A reel of images around the water distribution system and the leakage problem that the TUBERS project addresses
Mission Statement	A brief description of the project's primary purpose of existence
Our Consortium	A quick look at the consortium Only partners' logos and a map showing an overview of the participating countries
Latest News	The three latest news pieces about TUBERS will appear in this section
Newsletter Subscription Form	The website visitors will be able to submit their email addresses to receive the TUBERS newsletter every six months.
Contact	This section contains a contact form so that interested parties will be able to reach out to the consortium.
Footer	The EU logo and the acknowledgement of the EU funding appear. The footer is present in every public page of the website.

Table 2: Project Page

Project Page	
Summary	An account of the targeted problem, the project's objectives, the technologies and the expected outcomes
Objectives	A list that specifies the objectives throughout the project's course
Technologies	A list that focused on the project technologies to be developed/enhanced by the consortium

Table 3: Partners Page

Partners Page	
All project partners are presented thoroughly with logos and descriptions	
DEMCON	TWI HELLAS
ALSYMEX	BENDABL
BRABANT WATER	EVIDES
VITENS	UNIVERSITY OF ESSEX

Table 4: Newsroom

Newsroom	
News	News pieces on the latest project developments, from publications and conference participation to new dissemination material, demos and milestones
Newsletters	All the project newsletters will be in one place so that website visitors can find them in one place and get fast and easy info about the project's progress

Table 5: Outcomes

Outcomes	
Publications	This section will keep track of the TUBERS research journey in the form of journals, conference presentations, research posters, invited talks and colloquia, as well as magazines, press and media coverage.
Public Deliverables	Public project deliverables will be stored in this section so that the public can access them
Promotional Material	This section will include brochures, posters and any other promotional material about TUBERS

Table 6: Contact

Contact
This section contains a contact form so that interested parties will be able to reach out to the consortium. The contact form complies with GDPR, and the information collected will not be used for commercial purposes or communicated to third parties.

Table 7: Login

Login
This private section is only accessible to consortium partners

3.4 Website Security, Monitoring and Content Management

TWI Hellas will be managing and providing the technical support and maintenance needed for the website from the moment it goes live on the web. The project website will also be continually updated with fresh content and be managed to avoid any technical issues or downtime. The website will also be monitored by a web analytics tool to gather data relevant to the project KPIs, i.e., the number of visitors per country, the monthly site visits and the number of downloads per month. Last but not least, Search Engine Optimisation (SEO) techniques will be implemented to gain extra visibility and help the website rank better in Google. A GDPR-compliant cookie policy has been arranged on the website.

4. Social Media Channels

The TUBERS project will extensively employ social media channels to spread the word about the project's mission and work. Increasing the visibility of the project through social media improves the chances that a solid online technical and scientific community will form around TUBERS, so the communication and dissemination of the project's progress and results will receive greater exposure and have a more significant impact.

To stay relevant in the online community, the selected social media accounts will be consistently populated with new content around development news, paper publications, conference participations and important sector news from peer research institutions, universities, stakeholders, manufacturers, and policymakers. The different posts, videos and visuals will be developed and supported by the consortium. Every consortium member will share social media posts and videos to help the project get exposed to their respective networks.

4.1 LinkedIn

LinkedIn is the no1 professional social network ideal for career advancement and business ventures of any nature, including science, technology, economy and sustainability. As expected, research projects found a fitting place in this platform and fertile ground to come in contact with peer initiatives, industry players, and scientific and technology communities. In this context, the project's LinkedIn

account (<https://www.linkedin.com/showcase/tubers-project/>) intends to draw attention to the pressing economic and ecological issue of leakages in the European water distribution system and inform audiences about the TUBERS sustainable solution will provide through project updates, water sector news, technical discussions and finally, results.

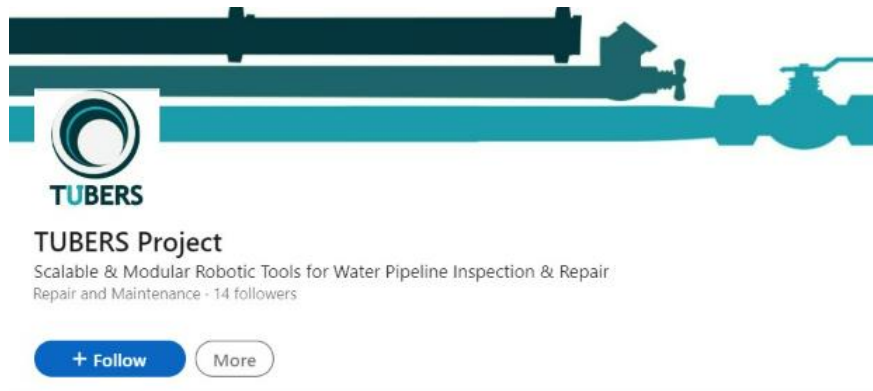


Figure 7: TUBERS LinkedIn Page

4.2 Twitter

Twitter poses as an online diary with its tweets and is beloved by research institutions and technology companies to reach out to its young demographics. The TUBERS Twitter account (https://twitter.com/tubers_project) will seek extra exposure to the research community and the industrial world by selecting the right hashtags to help the project content travel further into the social media platform.

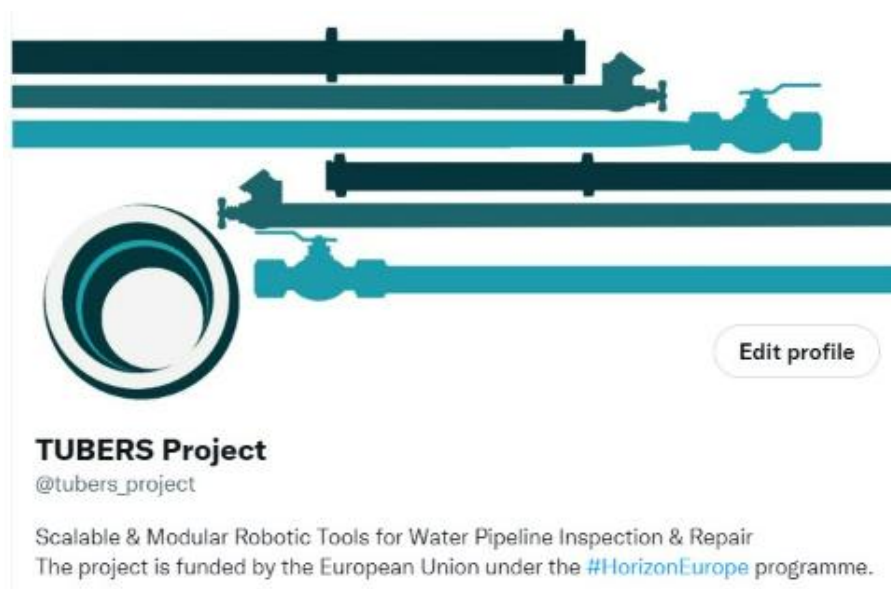


Figure 8: TUBERS Twitter Page

4.3 YouTube

YouTube is the ultimate online channel for videos; thus, the TUBERS project account will host audio-visual material, from demos and presentations to use cases and workshop videos. For extra exposure, all the videos on YouTube will be part of news pieces on the official TUBERS website and shared on the project's LinkedIn and Twitter accounts.

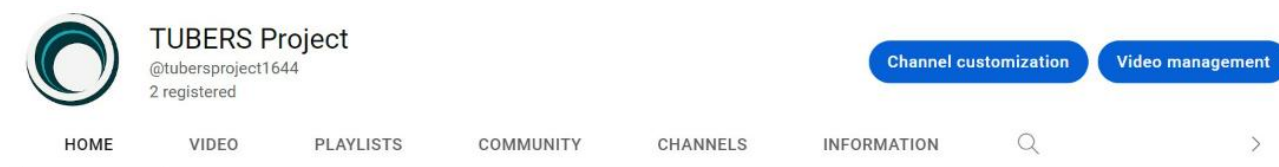


Figure 9: TUBERS YouTube Page

5. Promotional Material

To properly kickstart the project, the first series of promotional materials have been developed, namely a brochure and a poster. During the project, these materials will be updated to serve the purposes of the project outcomes. They will be available online on the TUBERS website and shared on communication channels. They will also be available in printed format to be distributed in conferences, workshops and in-person participation in various events.

5.1 Newsletters

The project progress will be communicated to key stakeholders via digital newsletters that will be issued regularly (every six months). Arrangements have been made to link the TUBERS website with the platform Mailchimp to get as many subscribers as possible to the TUBERS newsletter. This way, all interested parties will be able to receive the latest updates around the TUBERS research developments.

5.2 Brochure and Poster

The first versions of the TUBERS brochure and poster aim to inform the whole spectrum of potential stakeholders, such as the scientific and technological community, companies active in the water distribution industry and policymakers. The poster and brochure will be showcased and distributed respectively in exhibitions, conferences, fairs and other physical events. At the same time, both promotional materials employ attractive visuals to achieve greater exposure to a broader audience. In particular, they include the project's mission, objectives and facts, as well as the project technologies summarised and the presentation of the different consortium partners.



Figure 10: Brochure external pages



Figure 11: Brochure inside pages

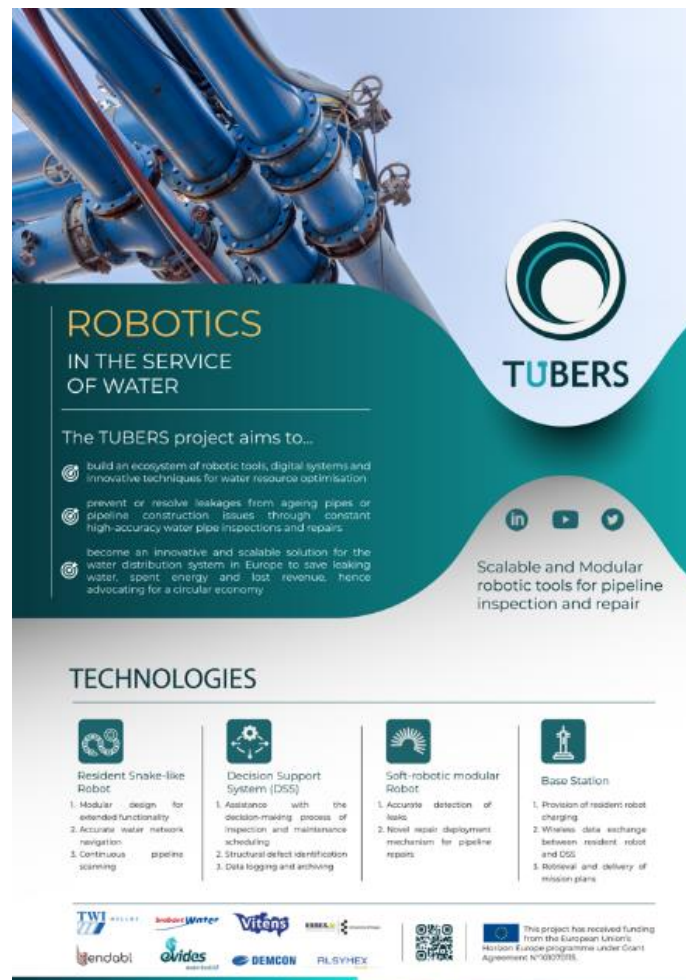


Figure 12: TUBERS Poster

5.3 Presentation Template

Project presentation templates were designed to ensure that all documents produced have the same design and consistency with the project's image. They are created to be used as the basis for TUBERS presentations in various contexts, from project meetings to conferences and workshops to innovation launches. Taking into serious consideration the Horizon Europe programme, the acknowledgement of European funding is permanently embedded in the slides.

Below the Heading Slide and examples of designed presentation slides can be found.

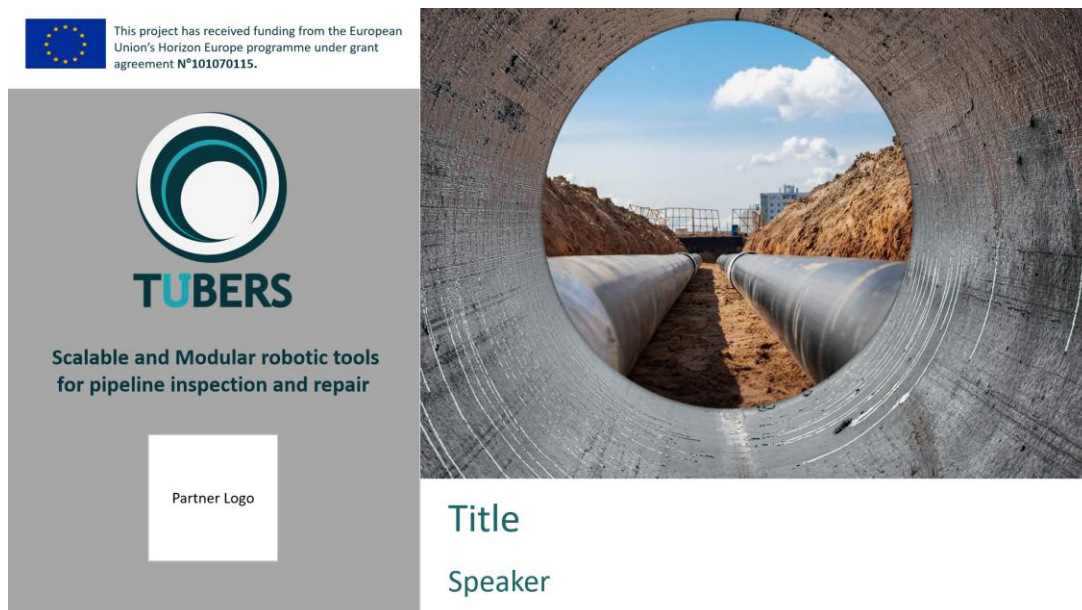


Figure 13: TUBERS Presentation Template - Heading Slide

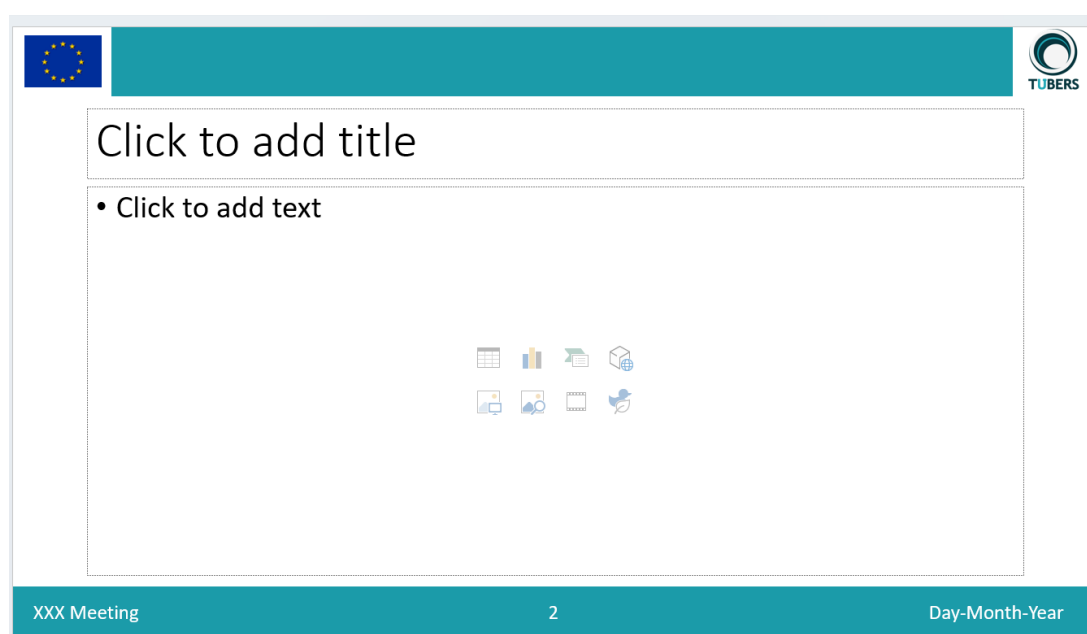


Figure 14: TUBERS Presentation Template - Content Slide (Variation 1)

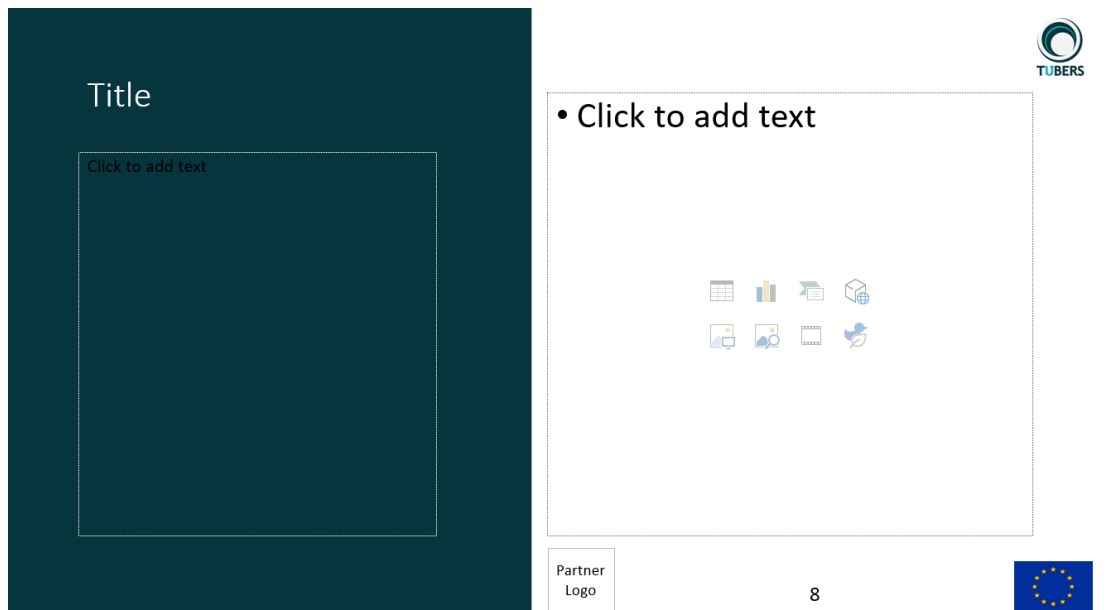


Figure 15: TUBERS Presentation Template - Content Slide (Variation 2)



Figure 16: TUBERS Presentation Template - Closing Slide

A template format for project deliverables was also created, as seen below.



6. Conclusions

Building the TUBERS project brand identity has been an inspiring and crucial journey. The consortium will use all the different brand elements (logo, colours, typeface) and the first promotional material (brochure, poster) to support the project's public image and communicate its mission. As the project's research progresses, the consortium will create more specialised material as well as implement changes to existing promotional material and the project deliverable itself.

The TUBERS website intends to be a comprehensive platform where various stakeholders can stay up to date with project results, publications and public deliverables while being able to interact with the consortium and subscribe to the newsletters throughout the project. Lastly, the project website will be a direct doorway to the project's social media platforms (LinkedIn, Twitter, YouTube), where updates, milestones, consortium info and industry news will be shared to commence fruitful online discussions and establish ties with the targeted stakeholder communities.