



# TECHETHOS

FUTURE ○ TECHNOLOGY ○ ETHICS



**Visual identity, project website, social media accounts, and marketing materials**

D7.1



## D7.1 Visual identity, project website, social media accounts, and marketing materials

Work Package	WP7		
Lead Partner	Ecsite		
Author(s)	Andrew Whittington-Davis (Ecsite), Cristina Paca (Ecsite)		
Contributor(s)	AIT, AIRI, ALLEA, CEA, DMU, EUREC Office, TRI, TUD, UT		
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## Dissemination Level

PU: Public	<input checked="" type="checkbox"/>
PP: Restricted to other programme participants (including the European Commission)	<input type="checkbox"/>
RE: Restricted to a group specified by the consortium (including the European Commission)	<input type="checkbox"/>
CO: Confidential, only for members of the consortium (including the European Commission)	<input type="checkbox"/>



## Quality Control

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0.2	23/03/2021	Draft incorporating feedback from the reviewers and adapting the document for external use.
1	29/06/2021	Final version following additions to section 4.4 based on evolving web design

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# The TechEthos Project

## Short project summary

TechEthos is an EU-funded project that deals with the ethics of the new and emerging technologies anticipated to have high socio-economic impact. The project involves ten scientific partners and six science engagement organisations and runs from January 2021 to the end of 2023.

TechEthos aims to facilitate “ethics by design”, namely, to bring ethical and societal values into the design and development of new and emerging technologies from the very beginning of the process. The project will produce operational ethics guidelines for three to four technologies for users such as researchers, research ethics committees and policy makers. To reconcile the needs of research and innovation and the concerns of society, the project will explore the awareness, acceptance and aspirations of academia, industry and the general public alike and reflect them in the guidelines.

TechEthos receives funding from the EU H2020 research and innovation programme under Grant Agreement No 101006249. This deliverable and its contents reflect only the authors' view. The Research Executive Agency and the European Commission are not responsible for any use that may be made of the information contained herein.



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# Definitions and abbreviations

Table 1 List of Abbreviations

Term	Explanation
AIT	AIT Austrian Institute of Technology (project coordinator)
DoA	Description of Action
Ecsite	Ecsite – European Network of Science Engagement Organisations (project partner)
PC	Project Coordinator
TRI	Trilateral Research (project partner)
WP	Work Package

## Executive Summary

TechEthos aims to shine a spotlight on ethics within the sphere of technology innovation. In particular, it targets new and emerging technologies which raise complex ethical issues and are expected to have significant impacts on the economy and society within a five-to-ten-year horizon. With outputs and activities aimed at audiences from academia, industry and the general public alike, it needed a professional yet friendly look.

This deliverable presents a cornerstone of Work Package 7's (WP7): Dissemination, exploitation and communication. It highlights the processes put in place under in Task 7.2: Implement communication and dissemination activities at the inception of the project to build a series of communication and dissemination tools that would come to provide the project with a strong brand identity both in print and online. This includes:

- The project's visual identity, composed of the project's logo, typography, colour palette and branding guidelines;
- The project website, the main window of the project for external audiences and a central place where the main outcomes of the project will be displayed;
- Two social media accounts, LinkedIn and Twitter, set up to act as a real time narrator of the project; and
- Marketing materials, for print and online use, to help with the communication and dissemination of the project.

While led primarily by partner Ecsite – The European Network of Science Engagement Organisations, the work described in this Deliverable benefitted from the close collaboration of the Project Coordinator (PC) AIT Austrian Institute of Technology (AIT) and WP7 lead Trilateral Research (TRI), as well as inputs from all partners in a participatory process. The work with the graphic design providers included many iterations to accommodate the preferences that emerged among partners.

Finally, as the TechEthos project's work advances, so will its communication and dissemination needs evolve, and WP7 will further build upon and grow these tools, starting with the strong basis described in this deliverable. In a first instance, once the three to four technologies or families of technologies that the project will focus on are known, the website will expand with new sections to reflect new information, and a project one-page flyer will be developed.



# 1. Introduction

In January 2021, TechEthos kicked off an ambitious three-year timeframe with the clear objective to facilitate “ethics by design”, namely, to bring ethical and societal values into the design and development of new and emerging technologies from conception to implementation. With outputs and activities aimed at research and innovation in both academia and industry settings, research ethics bodies, policy makers and the general public alike, it needed a professional yet friendly look, appealing to this wide range of audiences.

This deliverable presents a cornerstone of Work Package 7’s (WP7): Dissemination, exploitation and communication highlighting the processes put in place under in Task 7.2: Implement communication and dissemination activities at the inception of the project to build a series of communication and dissemination tools that would come to provide the project with a strong brand identity, both in print and online.

While Deliverable 7.1 (D7.1) is listed in the DoA as taking the form of ‘websites, patents, filings’, this deliverable in the form of a report was produced additionally to act as a repository outlining these outputs, the processes taken to produce them, and the next steps Ecsite will take to complement and add to the promotional materials already made so far, responding to the evolving needs of the project.

The document begins by outlining the process and rationale for the selection of the design services provider in Section 2. Sections 3, 4, 5 and 6 present the process and final outputs for four types of materials respectively: the visual identity, the project website, social media accounts, and marketing materials.

## 2. Selection of provider

Ecsite kicked off this process namely by first interacting with the consortium during the first WP7 meeting held online on 9 February 2021. Ecsite, with the support of TRI, coordinated an online activity for partners to provide key messages they think should be communicated to target stakeholders and information on website features partners liked or disliked.

This kind of information and feedback was invaluable and acted as the backbone to the Open Call for Tenders that Ecsite published on 15 February, following its internal procurement procedures. All partners were encouraged to share this Open Call within their network and pass on the call to any past providers with whom they had had a positive working experience.

The call outlined key information on the budget (€15,000), timing (deadline of 8 March 2021), and needs of the project:

- A complete graphic identity pack – logos, fonts, styles guidelines, PowerPoint presentation template, Word template, an e-newsletter template, project factsheet, and social media templates; and
- A fully designed website using CMS WordPress or another website building platform.





A total of 12 providers applied to the call. In collaboration with TRI as WP7 lead and AIT as project coordinator, Ecsite chose its contractor as Xurris&CO S.C.P., represented by Carla Ariza and Mar Porgimon (Roger de Lluria 130, 3º 4º, 08037. Barcelona, Spain).

## 3. Visual identity

### 3.1 Process

In the early stages of collaboration with Xurris & Co, several meetings took place to provide them with the key information to work with in producing TechEthos’ visual identity, such as the project goals, core values and themes; the origins of the TechEthos project title; target groups; and examples of past identities that were appealing to project partners.

The process of defining a logo included two rounds of proposals, based on partner feedback during a WP7 meeting (22 March 2021) and results from a consortium-wide survey (31 March-5 April 2021). The decision was taken with the project coordinator AIT and TRI (6 April 2021). Further iterations included the refinement of the shades of blue and red, to arrive at the elements described in Section 3.2.

### 3.2 Final logo and typography

The final logo can be seen in Figure 1.



Figure 1 The TechEthos final logo design in original, grayscale, with colour palette and design elements

**Logo.** The idea behind it is to remove the dichotomy often seen in the research and innovation community between technology and ethics and create a look that joins these two concepts together using the triple-line icon. This versatile symbol has two strong connections: the sign in Mathematics to denote “if and only if” (i.e. meaning technology should be possible if and only if there is ethics) and the digital world, as it resembles the ‘hamburger’ navigation icon (i.e. TechEthos’ role in navigating the ethical challenges of emerging technologies). This provides a strong message to the field TechEthos is working in, allowing TechEthos to be not only recognisable but also focussed in the direction the project will be moving towards.

**Font.** The font “Ubuntu” was selected as the typeface due to its simplicity and strong, distinguished look, allowing us to easily create hierarchy in text and documents.

**Design elements.** Moreover, several star and circle icons and bars icons were developed to add an extra touch to document templates and the web design.

**Colours.** A strong preference had emerged among partners on the use of blue, considering the professional audiences of the project. The fuchsia softens the intensity of the blue, adding a touch of originality.

**Tagline.** ‘Future. Technology. Ethics.’ had gathered unanimity among partners since the proposal stage as a strong statement of the key elements behind TechEthos.

Overall, the clean, professional feel of the logo and font has professional audiences in mind, while the quirky E symbol and design symbols add versatility for social media and web design.

## 4. Website

### 4.1 Process

Ecsite secured the domain [www.techethos.eu](http://www.techethos.eu) in the early stages of the project from [www.domain.com](http://www.domain.com), and this is now hosted on Ecsite’s server.

In line with plans to have the website live at M3 (March 2021), but given the iterations necessary to develop a visual identity that suited the project, [www.techethos.eu](http://www.techethos.eu) was brought online with key information about the project on 19 April 2021. Visitors were also invited to subscribe to our newsletter. The page was later updated to feature a project presentation for those looking for more information.

Partners gave feedback on their organisation’s profile and contact details, the presentation of project activities and contribution to the project’s ‘Glossary of Terms’ (9-19 April 2021), and the overall look and feel, design elements that organise the space and text and visual content across the website’s main sections (18-20 May 2021). All other design decisions were taken in collaboration with WP7 lead TRI and the project coordinator AIT. The website with its full web functionalities went live on 11 June 2021 and was debugged and finalised by the end of June 2021.

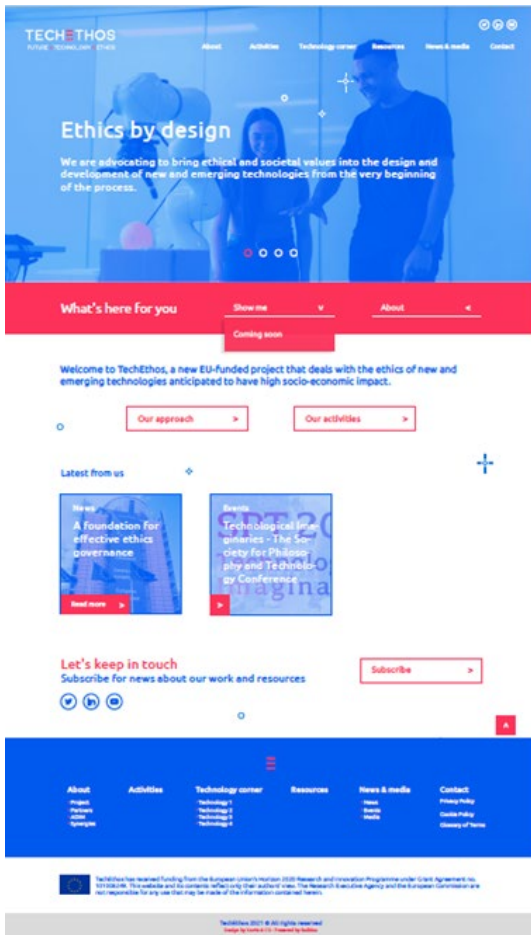
**‘There are even some little details that prove that it’s not just “another Wordpress” website. [...] The design choice is very consistently and logically used over the website.’**

*Communication Officer of partner organisation commenting on the overall design*



## 4.2 Homepage design

A series of initial plans was prepared by Ecsite for Xurris & Co, outlining our desires and structure for the website. The final design was chosen for its strong visual character and uncluttered feel. A grid composition that enhances usability in terms of dividing different pieces of content within blocks, whilst also incorporating key functionalities for each section is at the heart of the homepage (Figure 2).



Header with logo, and a series of banner images and taglines to capture the main ideas behind the project.

Project website filtering system

Quick actions buttons to take users to key project information

Latest from us, including news/events in a tile format

Let's keep in touch' block

Website menu breakdown

EU disclaimer

Figure 2 TechEthos homepage outlining grid separation

## 4.3 Sitemap

The website has been organised into six key sections that allow the users to easily navigate between their content of interest (see Table 2).

Table 2 Sitemap and content of TechEthos website

Navigation header	Sub-page	Purpose
About	<a href="#">Project</a>	Introducing the project: the challenge it addresses, the project vision and approach, and the funding source.



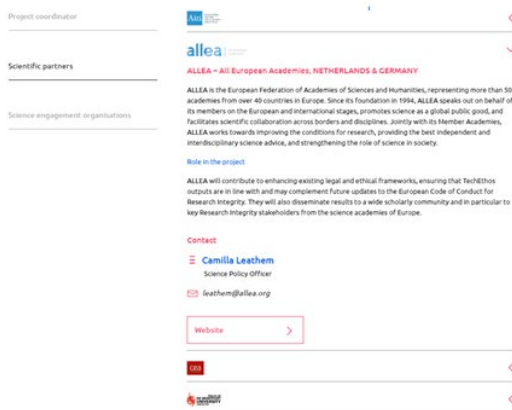
Navigation header	Sub-page	Purpose
	<a href="#">Partners</a>	Introducing all partners involved, including main contact point.
	<a href="#">Board</a>	Introducing the Advisory and Impact Board and their role. Board members will be featured.
	<a href="#">Synergies</a>	Highlighting the projects TechEthos will work closely with.
<a href="#">Activities</a>	-	Providing information on the TechEthos timeline, what the project is working on currently, and what the project will work on in the future. In the future, specific activities could have dedicated sub-pages nested under this header e.g. societal engagement activities, final conference.
<a href="#">Technology corner</a>	-	Providing an overview of the new and emerging technologies the project is working on. Subpages dedicated to each technology or technology family have been designed and will feature here, giving the user specific information on ethical implications, guidelines, recommendations and reports.
<a href="#">Resources</a>	-	Serving as a repository of downloadable project materials: deliverables, reports, case studies (all in PDF format).
News and Media	<a href="#">News &amp; Events</a>	Featuring news articles and events organised by or involving contributions from TechEthos and its partners.
	<a href="#">Media</a>	Providing media and journalists access to content for communication purposes e.g. press releases, images and media contact information.
<a href="#">Contact</a>	-	Contact information for the project.

## 4.4 Features

As mentioned the website has been built around a block design to increase legibility of the website's contents. A number of features enhance the user experience and make it stand out within the EU-project space. A selection of these are provided in Figure 7.



### Accordion design



An accordion design has been used throughout the website where pages are at risk of being text heavy. The accordion feature allows users to close large sections of text when the sections are no longer needed. It also provides instant structure. The example featured is from the 'About -> Partners' page.

### Project wide filtering system



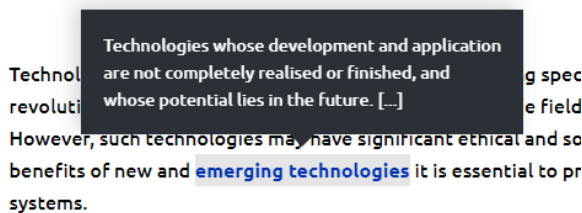
A filtering system is used on the home and the 'Resources' pages, to provide a tailored experience for users when accessing the website. Visitors can filter based on two characteristics: type of content (e.g. "interview", "report") and topic (e.g. "ethical issues", specific technologies. This allows users who might have an interest only in a specific technology to find that content directly.

### Colour-coded overview of activities



A colour coding system has been utilised for the Activities page allowing users to quickly become aware of what has already happened in the project, what is currently being worked on and what is still to come.

### Glossary of Terms



Visitors will encounter definitions of key terms related to the project on the website pages and a full Glossary of Terms.

Figure 3 A selection of website features



## 4.5 Privacy and accessibility

**Privacy Policy.** The notice indicates the purposes, requirements and restrictions in the processing of personal data of users who submit information to the TechEthos project and presents our commitments to user privacy and data protection.

**Cookie Policy.** Based on existing practice, including the websites of the European Commission, the website offers visitors three options: 'Accept all cookies, Accept selected cookies, Accept only essential cookies'. Moreover, our cookie policy explains how cookies work, the cookies that are being used on the project website and how the user can customise cookies further from their own browser.

### Accessibility.

The website provides alternative text for all images and linked images, ensures all text is aligned left for improved readability for individuals with visual impairment and lays out the right hierarchies for headings and navigation features for smooth navigation.

All website content is available under a [Creative Commons Attribution 4.0 International License](#) allowing any user to share (i.e., copy and redistribute the material in any medium or format) or adapt (remix, transform, and build upon the material for any purpose, even commercially, under the following terms: the user must give appropriate credit, provide a link to the license, and indicate if changes were made. A user may do so in any reasonable manner, but not in any way that suggests the licensor endorses the user or their use; and may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

# 5. Promotional materials

## 5.1 Process

A series of other promotional materials applying the visual identity presented in Section 3 were designed by Xurris & Co.: the project's Word and PowerPoint template, e-newsletter template and social media templates. Section 5.2 presents, one by one, our initial requirements for these materials and the final products delivered. All the materials referred to in this section have been communicated to partners via email and are available to be consulted and downloaded on the project's shared drive.

During the development, feedback on these materials was obtained from the project coordinator AIT and the WP7 lead TRI.

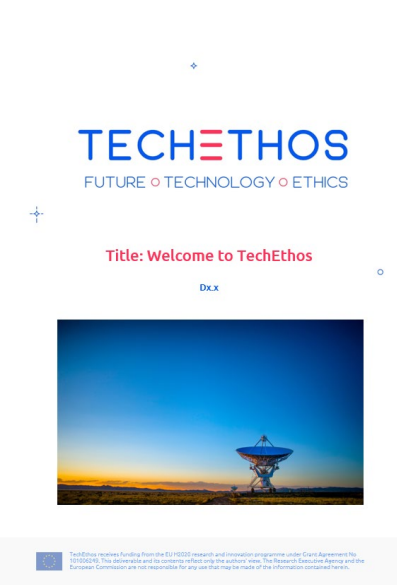
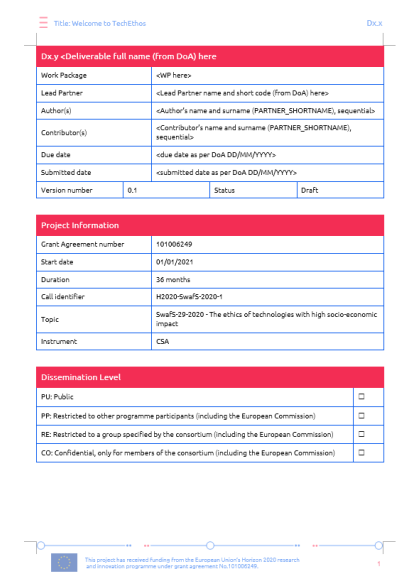

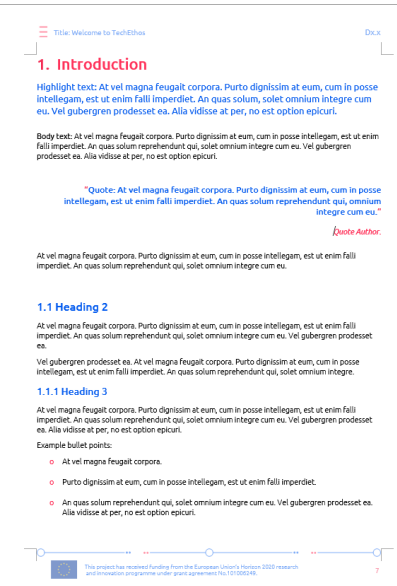

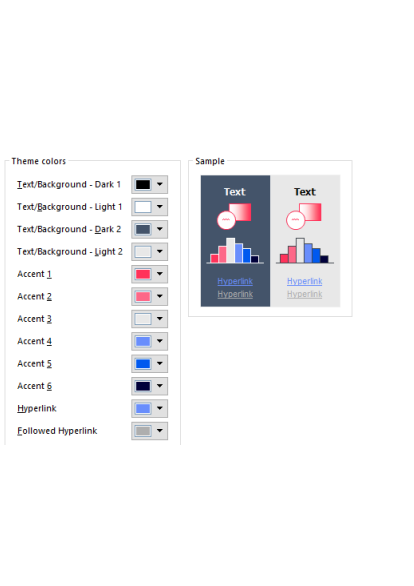
## 5.2 Materials produced

### 5.2.1 Word template

An editable deliverable template (in .dotx file format) was prepared, keeping in mind the specific needs of EU-funded project deliverables (e.g. EU flag, funding and responsibility disclaimers). The main components and design elements are presented in Table 3. Furthermore, this was further simplified for internal use into a 'general document' template. Moreover, a guidance document on how to use the Word template was developed together with AIT and TRI in the process of Quality Assurance (see Annex 2).



Table 3 Main components and design elements of the TechEthos Deliverable Template

Cover page	List of Tables and List of Figures, Definitions and abbreviations, etc.	Short project summary
		
<p>Partners can choose between a cover page with or without a cover photo, as best fits their purpose.</p>	<p>A set of pre-defined sections helps partners input the official and technical details (e.g. dissemination level) of their deliverable as well as aspects such as keywords and the preferred citation.</p>	<p>Pre-defined text describing the project. The page also features all the partner logos.</p>
Sections	Back cover	Colour theme
		





<p>All deliverables are expected to feature: Executive Summary, Introduction, Conclusion and Future outlook, References, Annexes.</p> <p>Further sections from 2. onwards by using the heading style 'Heading 1'. Further hierarchies inside each section using the styles 'Heading 2' and 'Heading 3'</p>	<p>An attractive back cover featuring the project logo, project partner logos and social media handles.</p>	<p>A number of pre-defined colours saved as a colour theme allows partners to generate and customise their SmartArt and other design elements in line with the visual identity of the project.</p>
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### 5.2.2 PowerPoint template

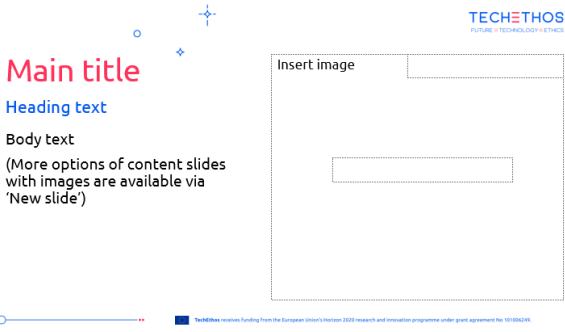
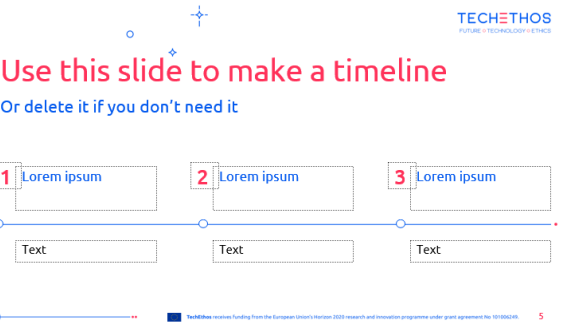
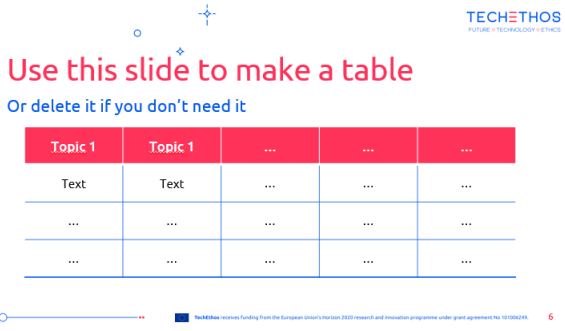
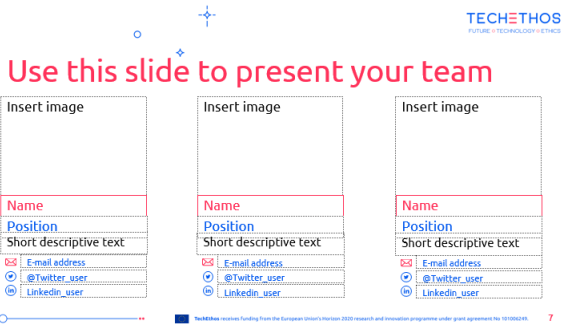
An editable presentation template (in .potx file format) was prepared, keeping in mind the specific needs of the project. The main slide designs elements are presented in Table 4. Moreover, a number of pre-defined colours saved as a colour theme allows partners to generate and customise their SmartArt and other design elements in line with the visual identity of the project. This and other possible questions are taken up in a guidance document, developed with feedback from TRI (see Annex 3). Finally, the designers provided two explanatory videos on how to insert and adjust an image, and how to edit the back cover of the slides.


Table 4 Examples of slide designs available in the PowerPoint template

Visual	Description
	<p>Front cover</p>
	<p>Title pages. Four options are available: displaying the full 16 logos or only the main 10 partner logos (the full logos, which include Linked Third Parties, should be used when they have been involved in the Work Package or Task that is the subject of the presentation or when the presentation refers to their work); with or without a picture, according to partners' needs.</p>






Visual	Description																				
 <p><b>Main title</b>          Heading text          Body text          (More options of content slides with images are available via 'New slide')</p> <p>TECHETHOS          FUTURE • TECHNOLOGY • ETHICS</p> <p>TECHETHOS receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006249.</p>	<p>Main template slides.</p> <p>Partners can choose to focus on content or on images, with 10 different slide designs available.</p>																				
 <p><b>Use this slide to make a timeline</b>          Or delete it if you don't need it</p> <p>1 Lorem ipsum    2 Lorem ipsum    3 Lorem ipsum</p> <p>Text    Text    Text</p> <p>TECHETHOS          FUTURE • TECHNOLOGY • ETHICS</p> <p>TECHETHOS receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006249.</p>	<p>Timelines slide to highlight a process or an action plan.</p>																				
 <p><b>Use this slide to make a table</b>          Or delete it if you don't need it</p> <table border="1"> <thead> <tr> <th>Topic 1</th> <th>Topic 1</th> <th>...</th> <th>...</th> <th>...</th> </tr> </thead> <tbody> <tr> <td>Text</td> <td>Text</td> <td>...</td> <td>...</td> <td>...</td> </tr> <tr> <td>...</td> <td>...</td> <td>...</td> <td>...</td> <td>...</td> </tr> <tr> <td>...</td> <td>...</td> <td>...</td> <td>...</td> <td>...</td> </tr> </tbody> </table> <p>TECHETHOS          FUTURE • TECHNOLOGY • ETHICS</p> <p>TECHETHOS receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006249.</p>	Topic 1	Topic 1	...	...	...	Text	Text	...	...	...	...	...	...	...	...	...	...	...	...	...	<p>Table slide.</p>
Topic 1	Topic 1	...	...	...																	
Text	Text	...	...	...																	
...	...	...	...	...																	
...	...	...	...	...																	
 <p><b>Use this slide to present your team</b></p> <p>Insert image    Insert image    Insert image</p> <p>Name          Position          Short descriptive text          E-mail address          @Twitter_user          LinkedIn_user</p> <p>TECHETHOS          FUTURE • TECHNOLOGY • ETHICS</p> <p>TECHETHOS receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006249.</p>	<p>Team slide where partners can highlight project team members.</p>																				




Visual	Description
	<p>Back cover.</p>

### 5.2.3 Newsletter template


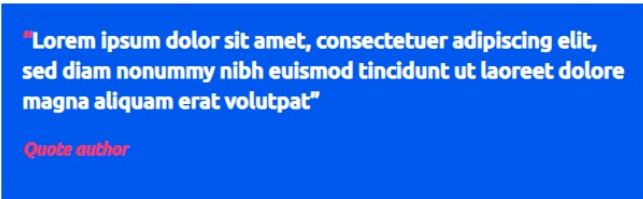






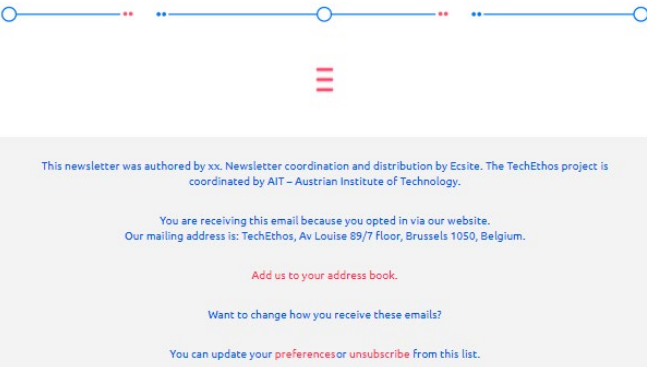
The needs identified for the newsletter campaign template were: a main banner section including TechEthos logo, vertical and horizontal sections for articles, a panel for a quote, share buttons for social media, and dedicated sections where partners' logos and the EU flag, and the funding and responsibility disclaimer could be featured (see Table 5). The newsletter design was created directly in the emailing platform chosen for the project needs, Moosend ([www.moosend.com](http://www.moosend.com)).

Table 5 Overview of the TechEthos newsletter sections

Visual	Description
	<p>Top banner featuring the project logo</p>
<p><b>Welcome to Techethos</b></p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.</p> <p> Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.</p> <p style="text-align: center;"><a href="#">See Website</a></p>	<p>Welcome section</p>

Visual	Description
 <p><b>Title</b></p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.</p> <p> Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.</p> <p><a href="#">Read now</a></p>	<p>Main article, horizontal layout</p>
  <p><b>Title</b></p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.</p> <p> Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.</p> <p><a href="#">Read now</a></p> <p><b>Title</b></p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.</p> <p> Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.</p> <p><a href="#">Read now</a></p>	<p>Secondary articles, vertical layout</p>
<p><b>Further reads and talks</b></p> <p><b>Media, pdf, document, tool...</b></p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.</p> <p> Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.</p> <p><a href="#">Download</a></p>	<p>Resources, horizontal layout</p>



Visual	Description
 <p><b>Media, pdf, document, tool</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.</p> <p>Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.</p> <p><a href="#">Download</a></p>	<p>Resources, vertical layout</p>
 <p><b>"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat"</b></p> <p><i>Quote author</i></p>	<p>Quote</p>
 <p><b>Keep in touch with us</b></p> <p><a href="#">The Techethos website</a></p> <p>  </p>	<p>Contact and social media</p>
 <p>AIT, Airi, allea, C23, DE MONTIUS UNIVERSITY, ecsite, eu7ec, TRI-LATERAL RESEARCH, TU Delft, UNIVERSITY OF TWENTE, IQ LANDIA, ScienceCenter NETZWERK, Vetschap &amp; Alimarkt</p>	<p>Partner logos</p>
 <p>The information, documentation and figures in this newsletter were produced by the TechEthos project consortium under EC grant agreement 101006249 and do not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.</p>	<p>EU flag, funding and responsibility disclaimer</p>
 <p>This newsletter was authored by xx. Newsletter coordination and distribution by Ecste. The TechEthos project is coordinated by AIT – Austrian Institute of Technology.</p> <p>You are receiving this email because you opted in via our website. Our mailing address is: TechEthos, Av Louise 89/7 Floor, Brussels 1050, Belgium.</p> <p><a href="#">Add us to your address book.</a></p> <p>Want to change how you receive these emails?</p> <p>You can update your <a href="#">preferences</a> or <a href="#">unsubscribe</a> from this list.</p>	<p>Final section</p>



## 5.2.4 Social media templates

The project needed editable social media templates that could allow us to achieve a coherent visual look on the project’s Twitter and LinkedIn accounts, accommodating for the use of both pictures and text. Exceeding our initial expectations, Xurris & Co. proposed four iterations of the editable social media template, suitable for different purposes:

- **Event post** – This template is suitable for social media posts highlighting an upcoming event. It utilizes the colours of TechEthos as filters overlaying project images, creating a strong visual identity (see Figure 4).

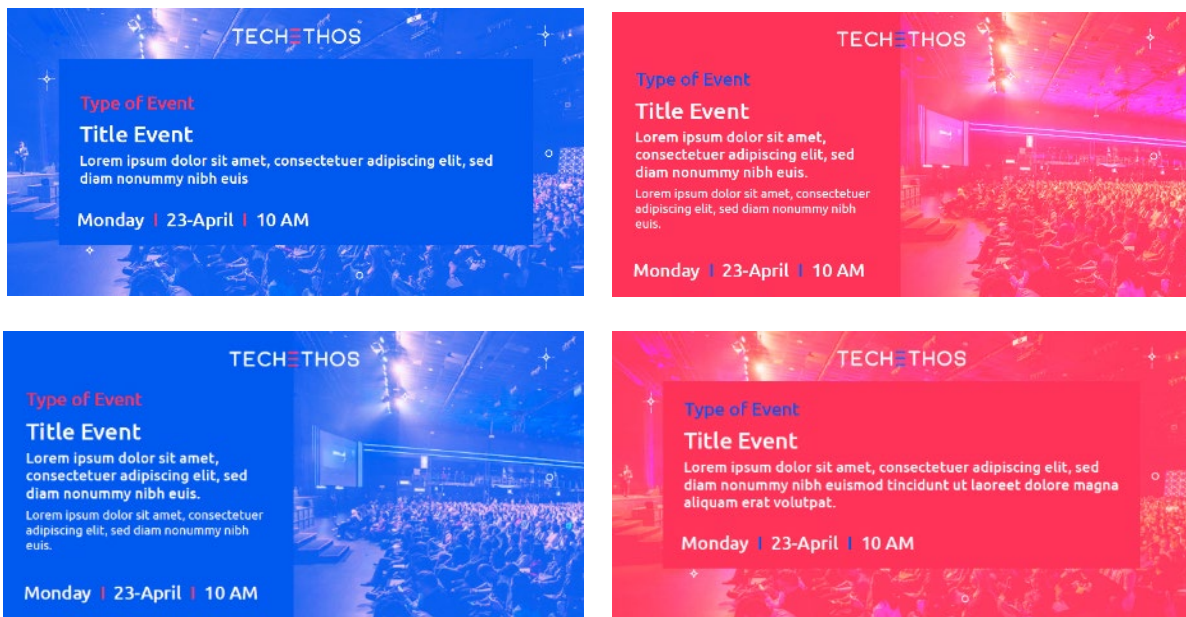


Figure 4 Social media template for event posts

- **Statement post** – This design highlights a statement to capture attention (see Figure 5)

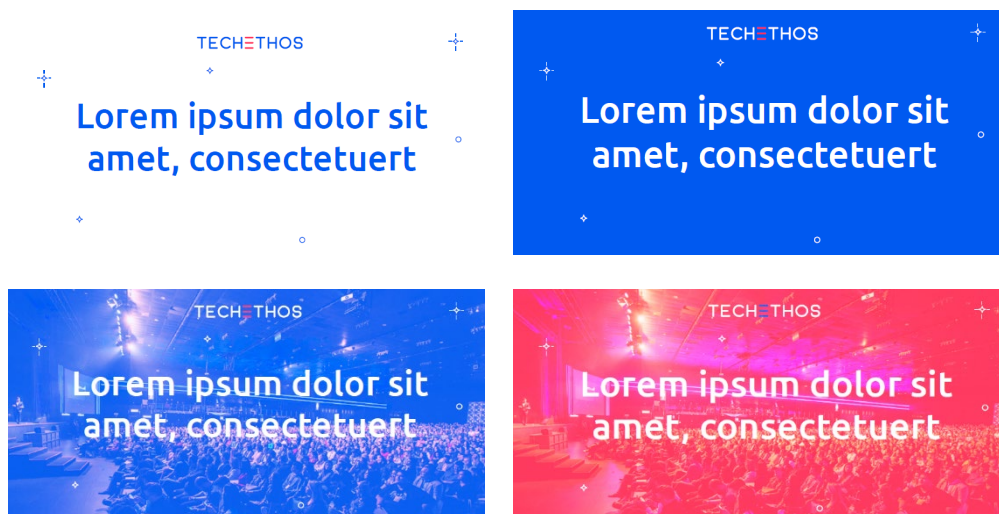


Figure 5 Social media template for statements

- **Quote post** – post template highlighting a quote from a news article/event (see Figure 6)



Figure 6 Social media template for quotes

- **Text post** – template to share longer pieces of text using hierarchical headings (see Figure 7)

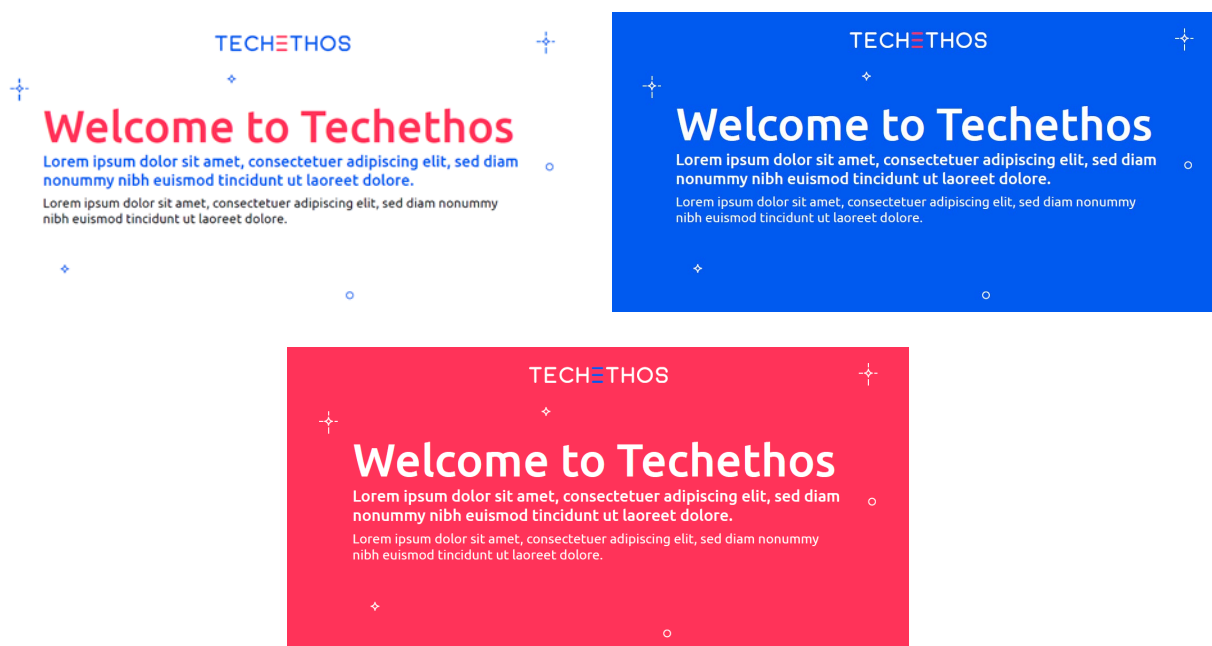


Figure 7 Social media template for longer text

These templates have already been put into practice both on Twitter and LinkedIn (see Figure 8 for an illustration).

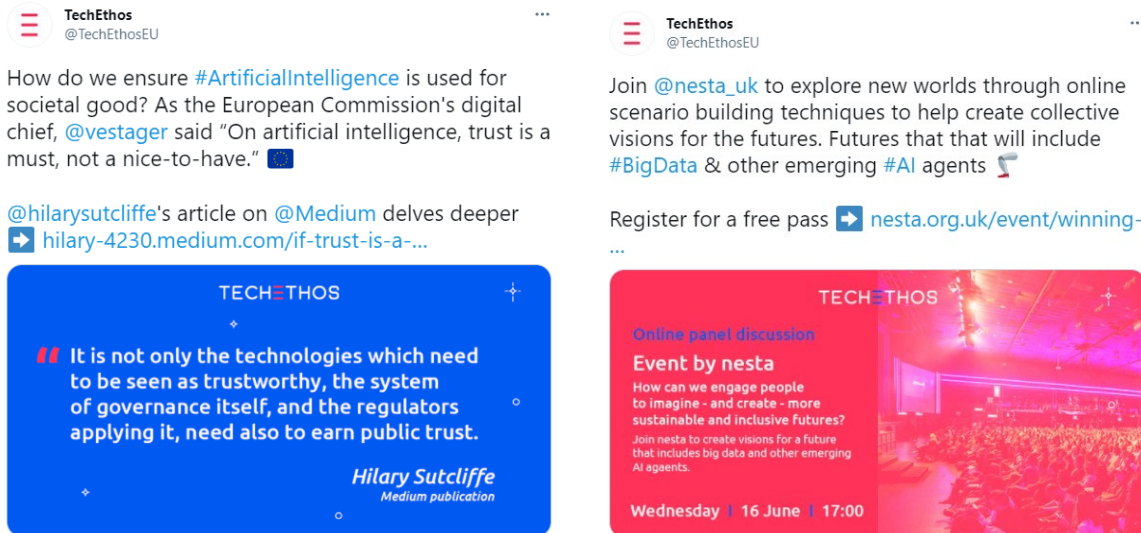


Figure 8 Social media templates for quotes and events in use

## 6. Social media channels

The TechEthos [Twitter account](#) and [LinkedIn company page](#) were set up on 29 March 2021, in line with the Milestone of M3 (March 2021). This launch coincided with the visual identity, as social media design elements were produced to fit each platform's design (Figure 9). Notably, the three-line "E" icon is used as the profile picture and the logo with the tagline is used as the banner image.

Ecsite is currently working towards connecting with followers and mapping interesting users, projects and companies to contact directly to form relationships. For further details of the social media strategy please refer to D7.2 – Communication and Dissemination Plan.



Figure 9 The TechEthos design elements for social media

## 7. Conclusions and future outlook

Over the first six months of the project, a number of key outputs have been developed for TechEthos. A strong visual identity (composed of the project's logo, typography, colour palette and branding guidelines) is at the core of TechEthos' branding look. The project website ([www.techethos.eu](http://www.techethos.eu)) acts as the main window of the project onto the world, a central place where the main outcomes will be displayed and which can grow alongside the project. Two social media accounts have been set up for the project, LinkedIn and Twitter, to act as a real time narrator of the project. Finally, a range of marketing materials, answering to both print and online needs, will support the communication and dissemination of the project.

Over the next few months further work will be implemented, enriching the materials already produced so far. Some of the upcoming next steps in this process are:

- To add further content to the project website, notably:
  - Technology corner: once the 3-4 technologies have been selected in July 2021, this will feed into the technology corner on the website. As more insights into each specific technology are produced, each technology will have its dedicated page nested under the current 'Technology Corner'.
  - Advisory and Impact Board: All board member profiles will be featured on the website for users to explore further garnering trust between the users and the results of the project.
- Factsheet
  - With the selection of technologies in July 2021, a factsheet that outline the main aims and focus of the TechEthos project will be designed. This factsheet will feed into the Media section of the website and be used at events in the early stages of the project.





## 8. Annexes

### 8.1 Annex 1 – Word template guidance document (for partner use)

Guidance for using the Word Deliverable Template

#### Guidance for using the Word Deliverable Template

##### 1. What do I need to get started?

- Make sure you have the **font family Ubuntu installed on your computer** before proceeding. You can find the files [on the OneDrive](#) or download them yourself by accessing <https://fonts.google.com/specimen/Ubuntu>. This will be essential if the font is to display on your computer in the Word Deliverable template (as well as in the project's PowerPoint presentation template). A step-by-step guide on installation is available [here for Microsoft](#) and [here for Mac](#).
- **Download the template** [TechEthos deliverable template.docx](#) to your computer. When opening this file, it will automatically generate a new editable Word (.docx) document for you. Go to 'Save As' and save it in your desired location.
- Name it according to the following convention:
  - While the document is a work in progress: DX.X\_Deliverable Name\_VX e.g. D7.1 Visual identity, project website and social media accounts and marketing materials\_V1.
  - When sending for Quality Assurance: DX.X\_Deliverable Name\_QA
  - Once the document is complete: DX.X\_Deliverable Name\_FINAL.

##### 2. What are the basic aspects of the deliverable template?

- **Cover page:** Choose between a cover page without or with a cover photo. Delete the picture or replace it (right click -> 'Change picture') with a picture relevant for your deliverable, as best fits your purpose.
- **Header:** Edit the header on page 1 with the title of your deliverable and the shorthand Dx.x; this will then display throughout the document.
- Complete the **technical details** of your deliverable in the predefined tables on pages 1-2 according to the instructions.

##### 3. What sections should be featured in the deliverable?

The template provides a number of standard sections. The specific content of most of these sections will, of course, change based on your deliverable. We note below when specific language or material should be used.



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Guidance for using the Word Deliverable Template

Section	Guidance
Short project summary	Pre-defined. You do not have to change it.
List of Tables and List of Figures	<p>These can be updated easily if you use the automated way to add captions to tables and figures throughout the document.</p> <p>In general, captions may be added by right-clicking on a new table or figure and selecting 'Insert Caption...'</p> <p>See also the answers to 'How do I add a table?' and 'How do I add a picture/illustration'.</p>
Definitions and abbreviations	Complete this section based on your specific deliverable.
Executive Summary	Provide a brief summary of your deliverable and its aims.
Sections	<p>All deliverables are expected to feature: Introduction, Conclusion and future outlook, References, Annexes.</p> <p>Add further sections from 2. onwards by using the heading style 'Heading 1'</p> <p>Add further hierarchies inside each section using the styles 'Heading 2' and 'Heading 3'</p>

#### 4. What design elements can I use?

The template includes a number of **design elements**. We recommend that you Copy and Paste the existing examples in the desired position and fill them with your content. Alternatively, you can use the Home -> Styles section to select the desired design.

- You can choose to add some highlight text at the start of each section (for example, a short summary of the section, which could also be used in the Executive Summary).
- You can feature a quotation and its author to illustrate an important point.
- You can divide sections and subsections using the long or short diving lines respectively.



- You can add images, tables, and SmartArt.

#### 5. How do I add a table?

- To insert a table, Copy the table found in Section 2 and adapt it to your needs, or go to 'Insert -> Table'.



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Guidance for using the Word Deliverable Template

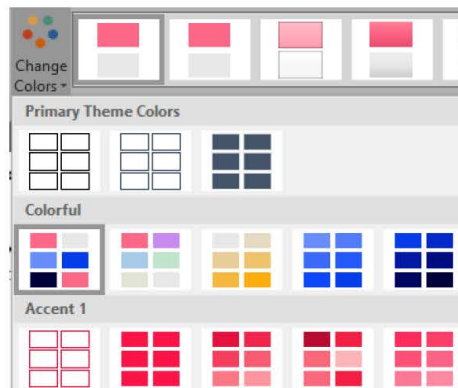
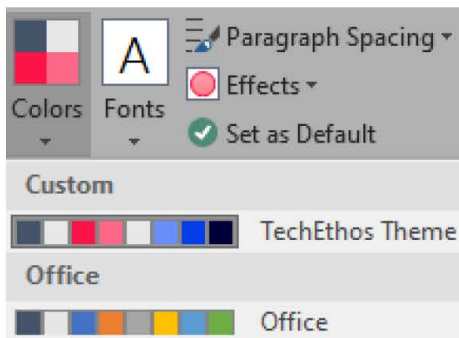
- The caption should precede the table; add it using: 'References -> Captions -> Insert Caption -> Type of caption: Table' so that it can feature automatically in the List of Tables.

## 6. How do I add a picture/illustration?

- To insert a picture, use the following command: 'Insert -> Image'. We recommend that you centre the image, in line with text.
- The caption should succeed the image; add it using 'References -> Captions -> Insert Caption -> Type of caption: Figure' so that it can feature automatically in the List of Figures.

## 7. How do I customise SmartArt (like flow charts, lists, processes, cycles etc.)?

Check first that in Design -> Colors the TechEthos Theme is selected. You will then be proposed different colour options for SmartArt that are in line with the project's colours.



Check first that in 'Design -> Colors' the TechEthos Theme is selected.

Select your SmartArt and go to the tab 'SmartArt Tools -> Change colours'

## 8. Which spelling should I use?

In line with the European Commission's own style guide, we recommend that the language, spelling and punctuation used in your deliverable should be understandable to speakers of Standard British English (defined as the standard usage of Britain and Ireland), avoiding both Americanisms and very colloquial British usage.

## 9. Which referencing style should I use?

Deliverables should use the [Harvard in-text citation and reference list style](#), as agreed upon by the consortium.



Guidance for using the Word Deliverable Template

## 10. Proof-reading checklist for deliverable authors

(Credit: adapted based on a template developed by Dr. Ralf Lindner, Fraunhofer ISI for the NewHoRRizon Project.)

Please review this proof-reading checklist to correct for common mistakes **before** submitting your deliverable for Quality Assurance.

Element	Issue/Common Mistake(s)	OK
Document file	The document at hand is the latest version including all revisions and additions: no track changes pending, no further comments. Ready for submission to Quality Assurance	<input type="checkbox"/>
Document file	After proofreading and finalisation: the file is named appropriately, as per section 1 of this guidance document	<input type="checkbox"/>
Front Page/Cover	The author names are correctly spelled.	<input type="checkbox"/>
Table of Contents	There is a table of contents, a table of figures, and a list of tables.	<input type="checkbox"/>
Table of Contents	The table of contents, including page numbers and headings, is updated.	<input type="checkbox"/>
Table of Contents	The table of contents comprises all relevant headings and subheadings (max. three levels).	<input type="checkbox"/>
Table of Figures/Tables	The table of figures and the list of tables comprise all figures and tables.	<input type="checkbox"/>
Main text	All template <b>highlighted text</b> has been deleted	<input type="checkbox"/>
Main text	Suggestions of the automatic spelling and grammar check are reviewed and considered – if appropriate.	<input type="checkbox"/>
Main text	The final text (after accepting track changes) has been proofread.	<input type="checkbox"/>
Main text	Headings and subheadings use the same style throughout the text, as specified in the Template and this guidance document.	<input type="checkbox"/>
Main text	Cross references are updated - links from one section of the text to another (e.g., referencing an appendix) are working.	<input type="checkbox"/>
Main text	All tables have meaningful captions and are continuously numbered (check for inconsistencies regarding numbering along chapters/continuous numbering without chapter number).	<input type="checkbox"/>
Main text	Tables have the same formatting (font, font size, line spacing, etc.) – if reasonable.	<input type="checkbox"/>
Main text	All figures have meaningful captions and are continuously numbered (check for inconsistencies regarding numbering along chapters/continuous numbering without chapter number).	<input type="checkbox"/>



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Guidance for using the Word Deliverable Template

Main text	Figure captions have the same formatting (font, font size, line spacing, etc.) – if reasonable.	<input type="checkbox"/>
Main text	Figures do not break across pages – if possible.	<input type="checkbox"/>
Main text	Every reference has an entry in the reference list.	<input type="checkbox"/>
Main text	Reference check: The name(s) and year of each reference match the reference entry in the reference list.	<input type="checkbox"/>
Main text	<p>The style of referencing within the text is consistent:</p> <ul style="list-style-type: none"> <li>○ Separation of multiple entries: Is there a comma or a semicolon?</li> <li>○ Separation of name and year: Is there a comma, a colon, a blank space?</li> <li>○ Separation of two authors of the same entry: Is there a comma, a slash or an “and”?</li> <li>○ Multiple authors: How is the “et al” formatted (in Italic/standard, is there a full stop behind it, etc.)</li> <li>○ Page numbers: Choose between either “p.” and number or numbers only.</li> <li>○ Page numbers: Is there a comma or colon between the year and the page number?</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Main text	Abbreviated terms are written out the first time they are used, followed by their abbreviation (in brackets), and added to the list of abbreviations at the start of the document.	<input type="checkbox"/>
Main text	Figures, tables and illustrations have an alternative text (right click → Format Picture... → Alt Text)	<input type="checkbox"/>
Main text	Consistent use of British English – set autocorrect accordingly.	<input type="checkbox"/>
Main text	Consistent gender-neutral language.	<input type="checkbox"/>
Main text	Bullet points are used in the same style throughout the text (e.g. bullets or dashes, size of the items, etc.), consistent with the Template.	<input type="checkbox"/>
Reference list	There is a reference list.	<input type="checkbox"/>
Reference list	Every entry in the reference list is mentioned/cited in the text at least once.	<input type="checkbox"/>
Reference list	The reference list is in alphabetical order.	<input type="checkbox"/>
Reference list	All entries in the reference list follow the same Harvard citation style. Check aspects such as:	



Guidance for using the Word Deliverable Template

	<ul style="list-style-type: none"> <li>○ Format of names: Is the first name written out or abbreviated (initials)?</li> <li>○ Title: How are title and subtitle separated (colon, full stop)?</li> <li>○ Punctuation: Is there a comma, a semicolon, etc. between the names of multiple authors? Is there a full stop after every entry?</li> <li>○ Typography: Are titles of books, articles, journals, etc. continuously written in italics or not?</li> <li>○ Etc.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Annexes	If it is a deliverable based on empirical material: there is a list of sources (list of interviews, list of documents analysed, etc.), and, where applicable, sufficiently anonymised.	<input type="checkbox"/>
Whole document	<p>Use the find-and-replace function of your text processing software to check and correct the following issues:</p> <ul style="list-style-type: none"> <li>○ The project acronym is correct including the uppercase and lowercase characters.</li> <li>○ Remove unnecessary blank characters (e.g., find instances of two blank characters by placing two spaces in the "find" field (" ", excluding the """) and, in the "replace all" field, enter one space (" ", excluding the """).</li> </ul>	<input type="checkbox"/> <input type="checkbox"/>
Whole document	Check the use of dates, times, etc. in terms of style: Is it the same throughout the text (e.g. "November 1st 2016", "01/11/2016", "06:00h", "6:00h", etc.)?	<input type="checkbox"/>
Final document	After having checked the above issues, update the Table of Contents, List of Tables and List of Figures again (page numbers could have changed because of the review process).	<input type="checkbox"/>
Final pdf document	The PDF document conforms to the original document (same number of pages, same size).	<input type="checkbox"/>

## 8.2 Annex 2 – PowerPoint template guidance document (for partner use)

### Guidance for using the PowerPoint Template

## Guidance for using the PowerPoint Template

### What do I need to get started?

- Make sure you have the font family Ubuntu installed on your computer before proceeding. You can find the files [on the OneDrive](#) or download them yourself by accessing <https://fonts.google.com/specimen/Ubuntu>. This will be essential if the font is to display on your computer in the Powerpoint presentation template. A step-by-step guide on installation is available [here for Microsoft](#) and [here for Mac](#).
- [Download the template TechEthos presentation.potx from this OneDrive folder](#). When opening this file, it will automatically generate a new editable presentation (.pptx) for you. Go to 'Save As' and save it in your desired location.

### What kind of slide templates are available for me to use?

In the Home tab, use the function 'New Slide' to see all the options available. These are some of the options you'll find:

- Front cover slide
- Title page, with 4 options to choose from:
  - Displaying the full 16 logos or only the main 10 partner logos. We recommend that you use the full logos, which include Linked Third Parties, when they have been involved in your Work Package or Task, or when your presentation refers to their work on the ground.
  - With or without a picture, according to your needs.
- Main template slides – you can choose to focus more on content or images, with 10 different slide designs available
- Table slide – keep the slide with this option, adapting it to your needs, or delete it if not necessary
- Timeline slide – keep the slide with this option, adapting it to your needs, or delete it if not necessary
- Team slide
- Back cover – we foresaw several options for contact details, but the icons are not directly editable. Should you need something different, [watch this video](#) to edit via Master Slides, or get in touch with us and we will prepare it for you.



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Guidance for using the PowerPoint template

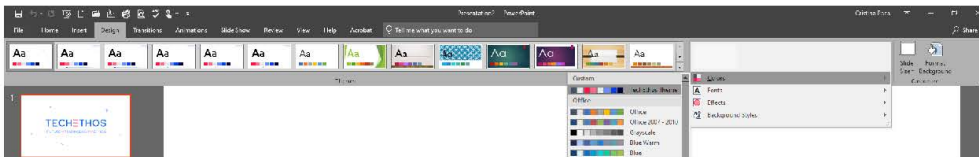
## I am having trouble with an image I inserted, it doesn't look right. What do I do?

Please [watch this video](#) from the designers showing you how to adjust images added with the option 'Insert Image'.

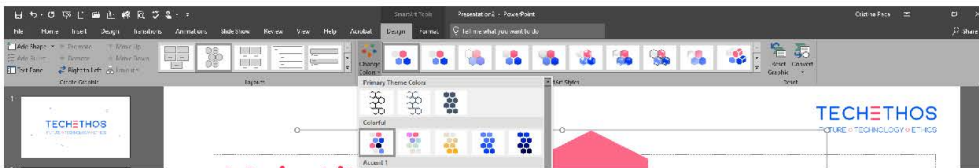
## I want to customise other aspects of my slides. What do I do?

To give any SmartArt you might use a look and feel in line with the visual identity, use a design based on the official colours of the project.

- Make sure that in 'Design -> Variants -> Colors' the TechEthos theme is selected:



- Select your SmartArt -> SmartArt Tools -> Design -> Change Colours -> Pick an option based on the TechEthos colours:







# TECHETHOS

FUTURE ○ TECHNOLOGY ○ ETHICS

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[info@techethos.eu](mailto:info@techethos.eu)