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## D9.1 CREATION OF THE PROJECT'S IDENTITY, WEBSITE AND ONLINE ACCOUNTS

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<b>Grant Agreement:</b>	833635
<b>Project Acronym:</b>	ROXANNE
<b>Project Title:</b>	Real time network, text, and speaker analytics for combating organised crime
<b>Call ID:</b>	H2020-SU-SEC-2018-2019-2020,
<b>Call name:</b>	Technologies to enhance the fight against crime and terrorism
<b>Revision:</b>	V1.0
<b>Date:</b>	31/10/2019
<b>Due date:</b>	01/11/2019
<b>Deliverable lead:</b>	TRI
<b>Work package:</b>	WP9
<b>Type of action:</b>	RIA

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Nature of deliverable:		R
<b>Dissemination Level</b>		
<b>PU</b>	Public	<input checked="" type="checkbox"/>
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>
<b>EU-RES</b>	Classified Information: RESTREINT UE (Commission Decision 2015/444/EC)	<input type="checkbox"/>
* R: Document, report (excluding the periodic and final reports) DEM: Demonstrator, pilot, prototype, plan designs DEC: Websites, patents filing, press & media actions, videos, etc. OTHER: Software, technical diagram, etc.		

## Revision history

Revision	Edition date	Author	Modified Sections / Pages	Comments
V1.0	10/10/2019	Shivam Garg - CAP	1-12	First Draft
V1.0	15/10/2019	Petr Motlicek - IDIAP	reading/editing	Review
V1.0	15/10/2019	Xenia Burlaca -Interpol	reading/editing	Review
V1.0	17/10/2019	Shivam Garg - CAP	Page 8, 9, 11	Resolved comments
V1.0	23/10/2019	Shivam Garg - CAP	Page 10	LinkedIn Screenshot
V1.0	28/10/2019	Katja Prinz - SAIL Labs	proof-reading	Review
V1.0	31/10/2019	Shivam Garg - CAP Farhan Sahito - CAP Aayushi Gupta - CAP Francesca Kuhanuka - TRI Petr Motlicek - IDIAP Xenia Burlaca - Interpol	Final Review	Entire Document

## Executive Summary

This deliverable D9.1 (**Creation of the project's identity, website and online accounts** [M2]) is in reference to T9.4 (**Promote the project identity and the project's website** [M1-M4]). It summarises the development of the project's corporate identity and **graphic charter**, including the logo and communication templates. These will ensure a common graphic/visual line to be easily recognised among external stakeholders.

It also describes the development of the project website. The public **website** will be a means of two-way communication and dissemination related to project developments and results. It will be targeted to all potential stakeholders. It will also be updated at regularly throughout the project lifetime with inputs from all consortium partners and will be maintained for at least 5 years after the end of the project. This website will act as the focal point of online dissemination and communication activity of the project, while additional social channels (Twitter, LinkedIn) will amplify the key messages from the project.

Further, as part of project's online presence, this document will elaborate on the set-up of relevant **social media handles**. The visual identity and online presence comply with all communication requirements set forth by the European Commission

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## 1. Project Visual Identity

A set of graphical elements has been designed in order to give an identity to the ROXANNE project. The designed elements are the ROXANNE logos and templates for reports, minutes, agenda, and acknowledgement, as well as private and public presentations.

These elements have been created with three objectives:

- a. Consistency: The right use of these visual elements allows an effective and consistent communication of the project concept and results, e.g. For dissemination purpose.
- b. Reusability: These elements can act as guidelines for the partners to write certain documents such as deliverables without the need of thinking about the document design.
- c. Appeal: These design elements are finalised while keeping in mind the intended purpose of project identity, branding and easy recall while giving equal importance to symbolic elements and aesthetics. Through this logo our intention is to interconnect the traditional machine learning techniques to uncover identity of suspects (either through visual, speech or text analyses) with network analysis approaches.

### 1.1 Project Logo

The consortium agreed as a whole on the following logo. We believe that this logo is unique, appealing and easy to recall. Also, it encompasses key elements of this project in a tasteful and subtle design which is easy to reproduce.

The following figure illustrates the ROXANNE logo (which is used consistently across platforms and templates). A high-resolution version of the same logo, which allows to generate any format of the image (.png, .jpeg) and can also be used in email signature where desired. It can further be hyperlinked to direct stakeholders to the project's website.



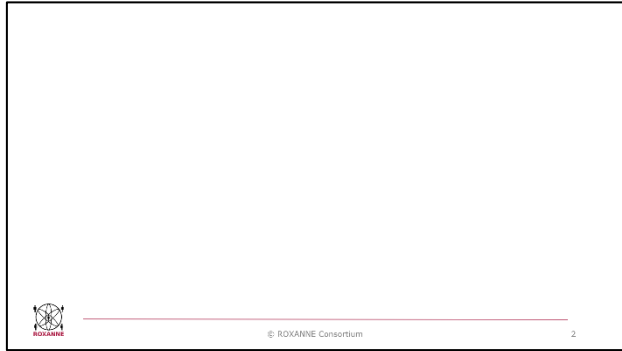
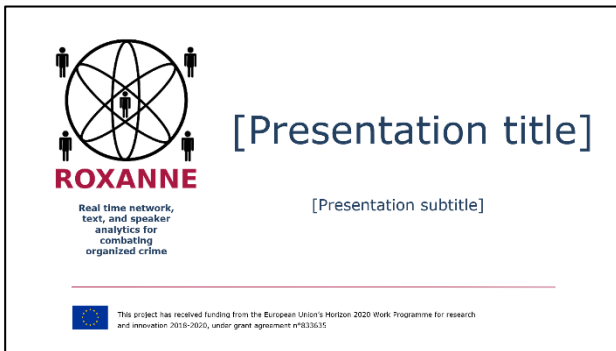
### 1.2 Templates

The graphic charter and logo were the point of reference for designing the communication templates (Word and PowerPoint – see Figure 2). The templates aim to achieve a consistent project identity within the consortium as well as awareness and recognition among external stakeholders. The project logo, EU flag graphic and funding disclaimer (contract number) is displayed on all templates.

## ROXANNE | D9.1 Creation of the project's identity, website and online accounts

All project partners are encouraged to use the templates in all communication about the project.

### Project Decks (PPTs)



### Project Documents (Word Files/Reports)



Deliverables




**TITLE OF DELIVERABLE**

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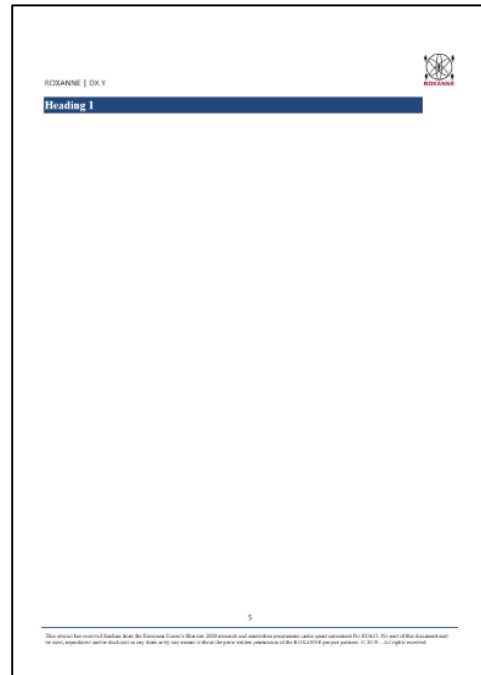
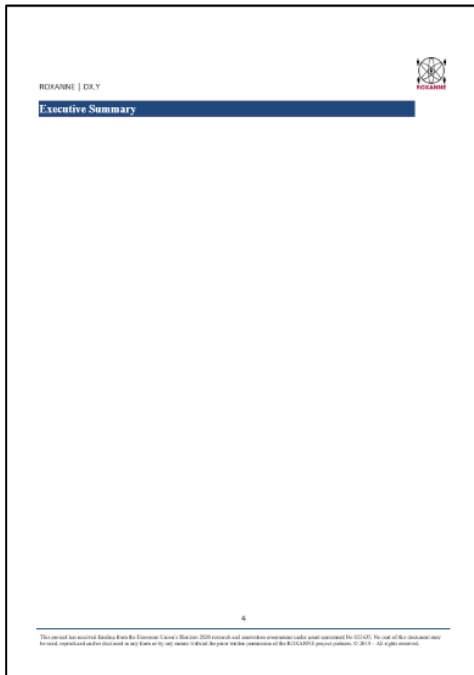
**Revision history**

Revision	Revision date	Author	Modified Section / Page	Comments

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### Font/colours definition as a project identity scheme

All templates and documents are to use the font 'Times New Roman' with font-size '14' for headings and font-size '11' for body. (This holds true for reports and text based deliverables)

Also, for templates and project deliverables, following is the colour-scheme to be adhered to for the project graphical identity:



#### White

HTML code: #EFEFEF

RGB code: R: 239 G: 239 B: 239

HSV: 0° 0% 93.73%



#### Black

HTML code: #040404

RGB code: R: 4 G: 4 B: 4

HSV: 0° 0% 1.57%



#### Maroon

HTML code: #9D1E46

RGB code: R: 157 G: 30 B: 70

HSV: 341.1° 80.89% 61.57%

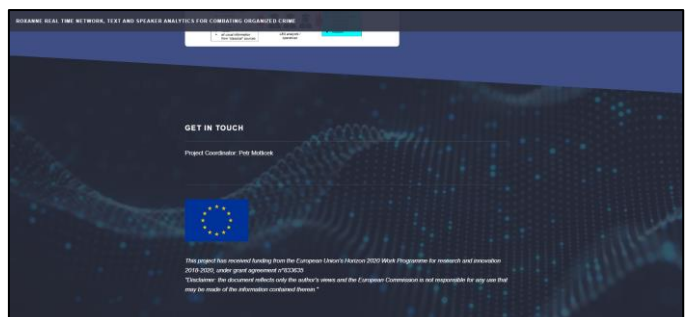
## 2. Website

The publicly available website is accessible to everyone. It is the primary information source of the project describing the project objectives, research areas, outcomes, and partners. The current version of the website is developed by IDIAP.

The project's public website has been registered at: <http://www.roxanne-euproject.org/>

In order to ensure an online presence from the beginning of the project, initially the project identity is developed with a beta version of the website platform containing immediate information about the project aims, partners and funding information. A more detailed and sophisticated website (uniquely supporting a secured communication under https:) will be developed incorporating the ROXANNE graphic identity, additional content and functionality, such as social media buttons, newsletter sign-up, blogpost, etc.

Following are some screenshots of project current (Beta version) website:



The new website is right now under the construction by web-administrators at Idiap. The final web platform will allow several actions:

- PLONE architecture used (<https://plone.org>), a powerful content management solution to create and maintain public websites
- only a secured communication (https) will be implemented
- a secured login for a limited number of users, enabling them to modify the content of the website, adding new blogs, uploading the public deliverables, etc.
- the content of ROXANNE social media will be automatically aligned with the website
- Sections of the website:
  - It will contain a sub-section about project predecessor (SIIP EC FP7 project) as ROXANNE builds on its results
  - It will contain Google analytics functionality to extract statistics for the communication activity summaries
  - It will contain other following sections: Consortium, Events, Blog, Contacts, Deliverables, allowing to search in the whole site according to keywords

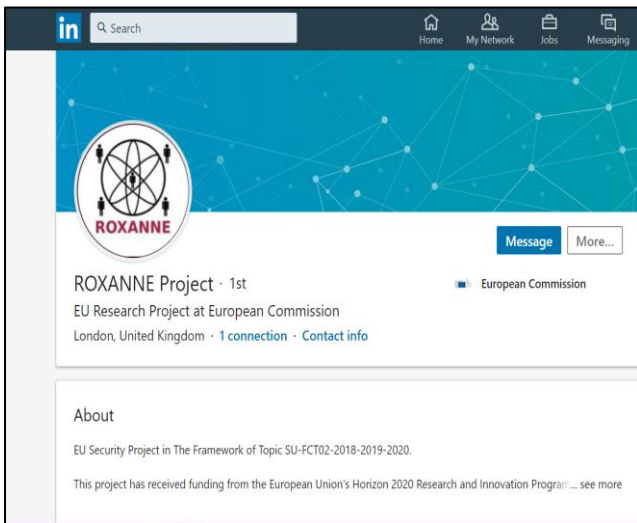
### 3. Social Media Presence

For project ROXANNE, we have decided to reach out to relevant stakeholders and audience using LinkedIn and Twitter as the official mediums for social media dissemination and communication. LinkedIn will help us connect with relevant stakeholders and audience while twitter will help us drive the information related to project with a less targeted mode of communication. We will further ensure that we leverage platform such as ResearchGate to spread awareness about this project in the technical community.

The posts on Twitter will be shorter due to character limit and would be used to post multiple updates for each event. Whereas, posts on LinkedIn would generally be more descriptive and one post would be published per event. We intend to spread these posts to all our audience and would not be targeting specific stakeholders.

In line with the guidelines of social communication and dissemination, we have informed the PO about the social media handles/groups created for this purpose. The accounts also include the required disclaimers which are prominent in nature.

Following are screenshots of the group created on LinkedIn in the name of – ROXANNE Project (<https://www.linkedin.com/in/roxanne-project-4aa524195>) and the profile created on twitter ([https://twitter.com/ROXANNE\\_project](https://twitter.com/ROXANNE_project)).



## 4. Code of Conduct – Communication and Dissemination

### 1. Quality Control Committee:

All the posts/content to be updated online would have to be validated and verified by an internal ethical committee consisting of selected partners after discussion amongst the consortium members. This includes the Project Security Officer and Project Coordinator, amongst others.

No information which can be deemed critical or confidential, will be shared in any manner. This committee will take special care of the same. At the same time, we will disseminate enough information to make sure that the stakeholders are engaged with the project developments and our updates are piquing enough interest in our target groups.

### 2. Good Practices for Project Partners:

- Acknowledge EU funding through communications, as specified in the grant agreement
- Support communication activities by sharing with us all relevant news for the social media channels, this includes participation to events and conferences, publications, relevant news for other project or news stories that are relevant for the work carried out in ROXANNE.
- Assist in the implementation of the ROXANNE Project Communication Strategy of planned activities as defined in this document
- Include the ROXANNE logo and website address on at least one page of your website
- Use the ROXANNE project mailing list, and specific work package lists, for general communication and to notify other participants of the availability of new dissemination materials and results

- Include the ROXANNE project web address and contact details in external communications related to the project
- Use ROXANNE appropriate templates for relevant project-related communications
- Include the @RoxanneProject feed and an #RoxanneProject hashtag when mentioning the project on Twitter
- Whenever the ROXANNE project related information (e.g. press release, conference or journal paper, workshop presentation, etc.) is disseminated, get an acknowledgment from the Quality control committee (10 days in advance if possible) and update the information into the **dissemination tracker** shared on switch drive with all partners