RadioSpin online presence and visual identity kit

RadioSpin Project

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Dissemination Level		
PU	Public	X
PP	Restricted to other program participants (incl. the Commission Services)	
RE	Restricted to a group specified by consortium (incl. the Commission Services)	
CO	Confidential, only for members of the consortium (incl. the Commission Services)	

Nature		
R	Report	X
DEM	Demonstrator	
DATA	Data sets, microdata, etc.	
ORDP	Open Research Data Pilot	
ETH	Ethics	

Deliverable Details			
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Summary

This document provides an overview of the RadioSpin project online presence at the time of the deliverable due date, i.e. 31st January 2021 (project month 1).

During the first month of the project (1st – 31st January 2021) Eurida designed an initial project website which mainly aims to inform about the project, its aims, intended outcomes and outputs and the consortium. The website will be extended throughout the course of the project to cater different needs of defined stakeholders (e.g. 'Scientific Community', 'Industries', 'Policy Makers' etc.).

A RadioSpin visual identity has been established, including the project logo, colours and overall design features, which will be used for all future project materials, marketing and communication campaigns and visuals that will accompany the project.

The project's social media presence has been set up, which includes group and project accounts on LinkedIn, Twitter, Facebook and Instagram. All accounts will be used to inform interested parties about project progress and events, but also to engage in dialogues about relevant topics. Content for RadioSpin campaigns will be selected according to the specific target groups that can be reached through the different social media accounts.

Members of the RadioSpin consortium and researchers and professionals from universities, research organisations, companies and from related projects have been invited to join the groups and follow the accounts.

Over the course of the project and after the project's end, results, events and any other relevant news will be communicated via those digital channels.

Furthermore, project online presences will be assessed for additional digital and social media channels as the project matures.

Contents

1. RadioSpin Visual Identity – Starting Kit

1.1. RadioSpin Logo

During the first month of RadioSpin a logo has been designed by Eurida as part of the project's visual identity and branding. The logo covers the various technology aspects of RadioSpin, i.e. wafers technology, a neural network concept, spintronics and their co-integration. By including abstract visual elements that represent those key technologies the logo will represent topics covered by RadioSpin at a glimpse without in-depth explanations, which is the purpose of visual branding.

Fig. 1 RadioSpin logo

1.2. RadioSpin Colours

A set of colours, also featured in the project logo, were selected for future RadioSpin visual elements and materials. This includes project presentations, posters, flyers, brochures and any other dissemination, communication and exploitation materials.

The following colours have been selected as part of the RadioSpin visual branding:

	R: 50	C: 86	H: 218
	G: 70	M: 64	S: 52
	B: 104	Y: 21	B: 41
	#324668	K: 42	
	R: 48	C: 80	H: 209
	G: 127	M: 45	S: 76
	B: 199	Y: 0	B: 78
	#307FC7	K: 0	
	R: 205	C: 23	H: 290
	G: 169	M: 40	S: 20
	B: 212	Y: 0	B: 83
	#CDA9D4	K: 0	
	R: 122	C: 60	H: 237
	G: 125	M: 52	S: 33
	B: 183	Y: 3	B: 72
	#7A7DB7	K: 0	

Fig. 2 RadioSpin branding: Colours (RGB, CMYK and HSB)

1.3.   RadioSpin Graphic Elements

An initial set of graphic elements were chosen as part of the visual ID of RadioSpin. Those elements are for now in use for the project website and the RadioSpin presentation template.
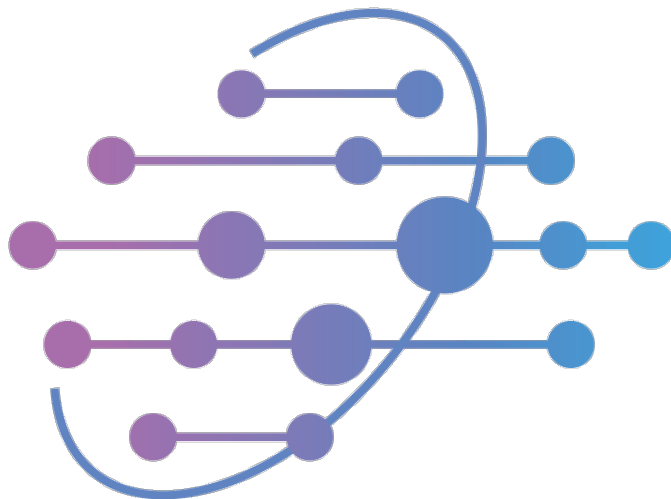
The first graphic element uses the combination of wafers, neurons and the co-integration concept as featured in the RadioSpin logo. It is used, for example, as watermark on the project website and presentation (set of slides).

Fig. 3 Graphic element 'Wafer Watermark'

The second set of elements represent abstractions of a neuronal layer and use the defined RadioSpin colours as listed above.

Fig. 4 RadioSpin abstract graphic element 'Neuronal Layer' in sample colour #307FC7 (RGB)

1.4.   Future Action

As the project progresses, more visual elements and a visual material repository will be created. The repository will allow quick access of the materials by all consortium partners.

Visual elements will include:
- Abstract graphic elements to extend the RadioSpin visual ID
- Graphics and figures to visualize the RadioSpin concept, outputs and outcomes
- Photo material
- Graphic templates (e.g. for posters, roll-ups, presentations etc.) for customization depending on topic(s) and/or partners

2. RadioSpin Project Website

To ensure an immediate visibility of the project, a basic informative project website has been set up and is available under www.radiospin.eu.

It currently contains details on the:

- Project goals and specific objectives
- Consortium
- Posts about news and events

It also includes a contact form for interested parties to get in touch with the consortium. The social media groups on LinkedIn, Twitter and Facebook are linked to the RadioSpin website.

The website domain www.radiospin.eu is owned by the project's Communication Officer Rita Clancy, EURIDA. The website was published on the 27th January 2021.

Over the next few months, the website will be extended to cater the different needs of defined stakeholders (e.g. 'Scientific Community', 'Industries', 'Policy Makers' etc.). Photos, visuals and text content have already been collected from consortium partners for the upgraded version of the project website. Over the course of the project, the website will be matured further and also maintained after the project ends.
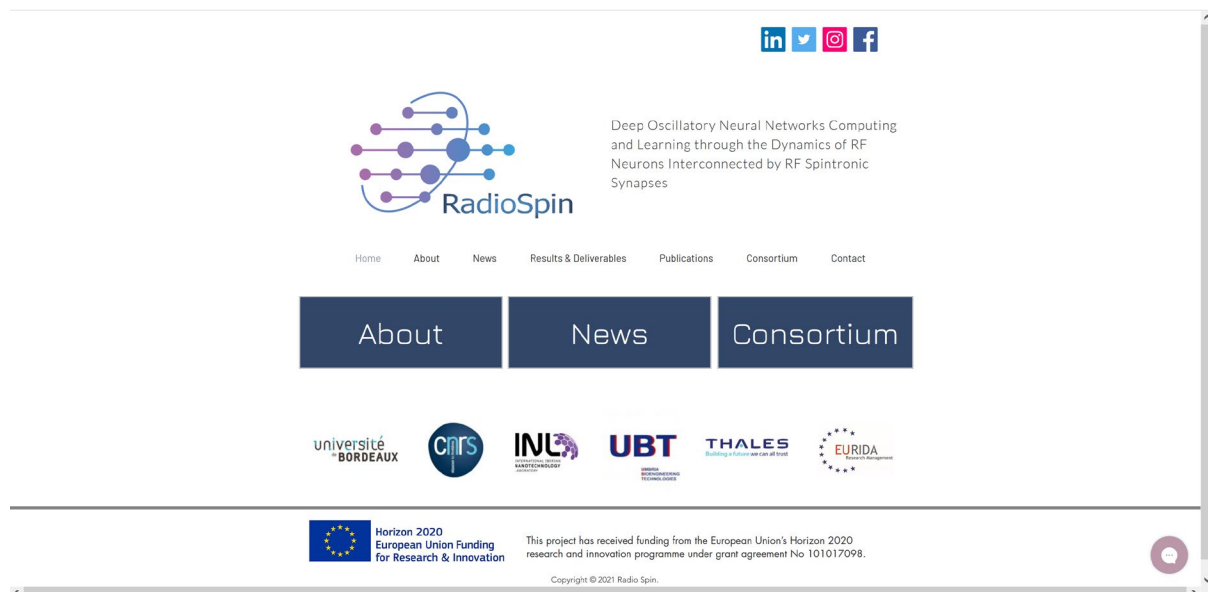

Fig. 5 RadioSpin Project Homepage

3. RadioSpin Social Media Presence

3.1. RadioSpin on LinkedIn

A 'RadioSpin' LinkedIn account has been created and linked to the RadioSpin website. The account is accessible at: https://www.linkedin.com/in/radiospin-project-910413205/ . Consortium members have been invited to join the LinkedIn group.

Additionally, a RadioSpin group page will be set up on LinkedIn. Both, group and project page have been and will be advertised via social media posts.

The consortium will continuously invite colleagues and interested parties to follow the RadioSpin account, like and share posts and to join the RadioSpin group. EURIDA will continue advertising the group via LinkedIn and other means of communication.

Consortium members will regularly be encouraged by the RadioSpin Communication Officer, Rita Clancy, to contribute posts to the group to reinforce the interest of external group members and to initiate fruitful interaction within the group.
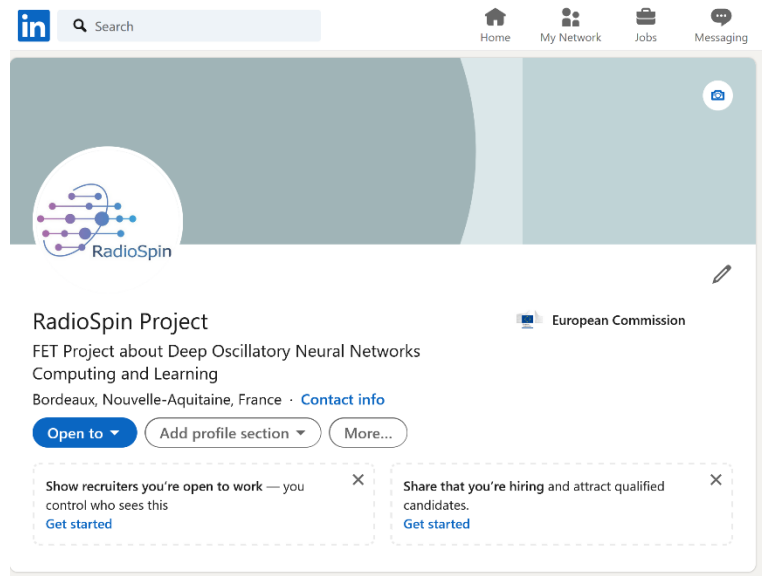

Fig. 6 RadioSpin on LinkedIn

3.2.   RadioSpin on Twitter

An RADIOSPIN Twitter account has been created and is accessible at: https://twitter.com/RadioSpin_EU.

Project news and events are and will be announced through the account, together with content suggested by all RADIOSPIN consortium partners that is relevant for the project and its achievements. Continuous effort will be made to increase the number of followers. Consortium members will be encouraged to invite colleagues to follow the account and to share content. Tweets and retweets of other project-external relevant content complement the Twitter activities.

Fig. 7 RadioSpin on Twitter

3.3. RadioSpin on Facebook

An RADIOSPIN Facebook page has been created and is accessible at:
https://www.facebook.com/RadioSpinEU

Fig. 8 RadioSpin on Facebook

Project news and events will be announced through the account, together with content suggested by all RadioSpin consortium partners that is relevant for the project and its achievements. As we believe the Facebook page will mainly be accessed by non-experts, a specific focus will be put on making the content easy to understand and applied, with limited scientific and/or technical details.

Continuous effort will be made to increase the number of followers. Consortium members will be encouraged to invite colleagues to follow the account and to share content.

3.4. RadioSpin on Instagram

Once visuals will be available an Instragram presence will be established for RadioSpin. Storytelling via this social media channel will focus on visuals like photos and graphics that tell the RadioSpin story and breakthrough concept in an easy-to-understand way for the wider public. Especially the applications that are envisaged for the future will be targeted as they are most meaningful for the general public.

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