Deliverable D8.1
Title: Project Website and Social Media

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Abstract: The present deliverable illustrates the word done to set the basic visual identity of the ALAMEDA project, the project website and the social media handles that will support the dissemination and communication strategy of the project.

Disclaimer

Revision History

Date	Rev.	Description	Partner
21/03/2021	0.1	Initial draft based on graphical identity and preliminary web site design	WISE
13/05/2021	0.2	Final draft for coordinator review and submission	WISE
17/05/2021	1.0	Final check and submission	ICCS

List of Authors

Partner	Author
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Glossary

Abbreviation	Full name
PMSS	Parkinson's, MS and Stroke
PPT	PowerPoint
SEO	Search Engine Optimization
SME	Small and medium-sized enterprise
WP	Work Package

Executive Summary

The success and soundness of ALAMEDA communication and dissemination activities depend upon an number of requisites. Among those, a remarkable role is played by the design and setup of a distinctive brand identity, the activation of the appropriate communication's tools and channels upon their adaptation to the requirements of the project and the interests and motivations for engagement of the targeted audiences along the project's duration.

The whole ALAMEDA initial communication package, consisting of the project branding and graphic identity, website and social media channels, templates and visuals is here presented.

Work documents templates made available to consortium partners to assure a homogeneous approach in the preparation of presentations and deliverables are, also, here included.

The entire project's communication package, and internal working documents templates, will be constantly updated and enriched to be fully aligned and appropriated to the ALAMEDA's evolution during its lifetime.

1. Introduction

This deliverable summarizes the first output of the ALAMEDA Task 8.1 Dissemination and Communication Planning and Monitoring, activity carried out within the project Work Package 8 – Communication, Dissemination and Exploitation of the ALAMEDA Results.

The first step taken towards the design of a unique image of the ALAMEDA project, has been the choice of the project logo and overall brand identity. It includes all graphic products which will be used to produce presentations, infographics, social media and communication materials to generate visually enhanced and high impact communication, such as the logo, the design of the website and social media handles.

The project communication package, fully adjusted to the style of the ALAMEDA visual identity, includes several elements that can be used for multiple communication channels. It aims at generating a unique recognition value and long-lasting impression on the project.

This document illustrates an overview of the ALAMEDA main assets that have been conceived and developed to support the project dissemination, communication and stakeholder's engagement activities. Furthermore, evidence is given of the project's standard documents' templates, all consistent with the project visual identity, created to enhance the ALAMEDA unified and cohesive appearance.

1.1 Deliverable structure

The present document is structured as follows:

- Chapter 2 illustrates the concept behind the creative design of the ALAMEDA logo and the brand identity manual.
- Chapter 3 describes the website structure, sections and technical aspects.
- Chapter 4 is about the setup of the two official project's social media channels which will support the digital communication strategy to be more broadly described in D8.2.
- Chapter 5 shows the basic templates created to facilitate internal and external communication and deliverable production following the unified project look and feel.
- Lastly, Chapter 6 exposes a short summary of the document itself.

2. ALAMEDA logo

The ALAMEDA logo joins the graphic representation of the two "A"'s which are the first and last letter of the project short name with the illustration of the two hemispheres of the brain. Furthermore, the Spanish word "alameda" literally means "tree-lined avenue" and it was chosen by the consortium to represent the path towards better healthcare that the partners jointly wish to walk through.
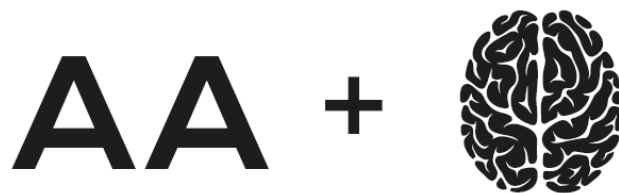

Figure 1. Creative development of ALAMEDA logo

2.1 Brand identity manual

The ALAMEDA Brand Identity Manual includes the colours' palette and the fonts to be used in combination with the ALAMEDA logo. The Manual is made available to all partners in the shared GitLab project document repository.

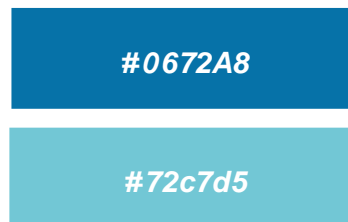The selected primary colours and corresponding Hex codes are indicated in the Figure 2 below.

Figure 2. ALAMEDA primary colours

Figure 3. ALAMEDA Brand Identity Manual cover and index page

3. ALAMEDA website

3.1 Website structure

The complexity of the domain of Artificial Intelligence (AI) application in healthcare and the diversity of the three targeted diseases require clarity and self-explainability in the way the overall concept and the specific objectives of the ALAMEDA project are presented to the external audiences that compose its stakeholder base.

Thus, the website has been designed assigning utmost priority to the definition of the key guiding principles and innovation components of the project and identifying clearly the targeted end users, namely patients, healthcare professionals and providers and caregivers.

The website has been launched at the project's start to support the initial communication efforts of the consortium. However, further refinements and new pages will be added as long as the project activities will progress.

The website URL is https://alamedaproject.eu/. Moreover, as the projects intends to develop a multi-side market information platform i.e., the ALAMEDA Digital Health Innovation Hub, with the aim to provide a single entry point to accessing the ALAMEDA AI toolkit including relevant support services, documentation and training services, the consortium plans to buy and maintain the dedicated domain *alameda.health* in a later project stage.

.health [dot - health] is a recently launched domain extension for brands, organizations, and individuals who provide health products, services and information. Thus, we consider it best suits with the market orientation and long term sustainability of the ALAMEDA Digital Health Innovation Hub.

3.2 Technical aspects

The ALAMEDA website operates using WordPress 5.7.1 with the "Divi" theme. The site uses the Divi builder which is a visual drag and drop page builder. This gives enhanced control over design and layout of site content without editors or administrators needing to be HTML or programming experts.

Following website publication, the process of search engine optimization (SEO) has just commenced. A number of plugins will be used to enhance SEO positioning, including Yoast, W3 Fastest, Cache and Smush.

Loading time, meta-descriptions, titles, URLs and ALT tags will all be taken into account in optimising SEO.

The website benefits from a number of security features. Recaptcha from Google (not visible) has been installed to avoid malware, particularly entering through the 'Contact' form. The WordFence plugin has also been installed to enhance security. This is in addition to standard security features provided by the server company. Website visitors registering interest in the project are being captured via a GDPR compliant Mailchimp form.

The website is created according to accessibility standards and respects all the essential aspects such as contrast and font sizes. The WordPress Accessibility plugin has been installed to complete the accessibility

functions along with other utilities such as link jumps in the menu, language attributes and text direction, keyboard navigation and textual explanation of pictures, among others.

Furthermore, the website is fully responsive and allows smooth user navigation from smartphones and tablets.

3.3 Website architecture and sections

A comprehensive proposal for the website architecture and initial content has been prepared by the beneficiary WISE and shared with the rest of the partners to get feedback, inputs and suggestions.

Based on the results of the internal consultations and exchanges among partners, the agreed ALAMEDA website has been structured in different sections and sub-sections as follows:

- **Home**
- **Project**: this section is the backbone of the website as it is illustrating the overall concept and rational for the project and it's organized in four sub-pages as follows:
    - Background
    - Mission
    - End users
    - Services
- **Use cases**, describing the key research questions ALAMEDA aims to address in the three clinical envisioned settings.
- **Partners**, providing a detailed overview of the multidisciplinary partnership supporting ALAMEDA and hoe their expertise and experience complement each other and contribute to the project's desired outcomes.
- **Resources**: this section will become visible as soon as resources will be available for publications and it is arranged in two sub-sections:
    - Public Deliverables
    - Publications
- **Media**, which will serve as communication powerhouse for the project:
    - News
    - Events
    - Newsletter (this page will be visible as soon as the first downloadable release of the newsletter will be made available)
- **ALAMEDA Innovation Hub**: this page will be made visible later on in the project's course as soon as the multi-sided market platform developed in WP7 will be ready to be shared.
- **Contact**
    - Contact form
    - Subscribe to the newsletter.

The **footer** is fixed on all pages and displays the social media icons, a link to the Privacy Policy Statement and Cookies and a statement acknowledging the support received from the EU's Horizon 2020

Programme. Also a link to the newsletter subscription form, a news feed and a sliding footer with all the partners' link is included.

Also, a **generic email address** info@alamedaproject.eu has been setup and is available for stakeholders who prefer to send direct emails instead of filling in the contact form in order to get in touch with the consortium, ask for information and engage with the project's activities. This email account is managed by the beneficiary WISE in charge of the coordination of dissemination and communication activities.
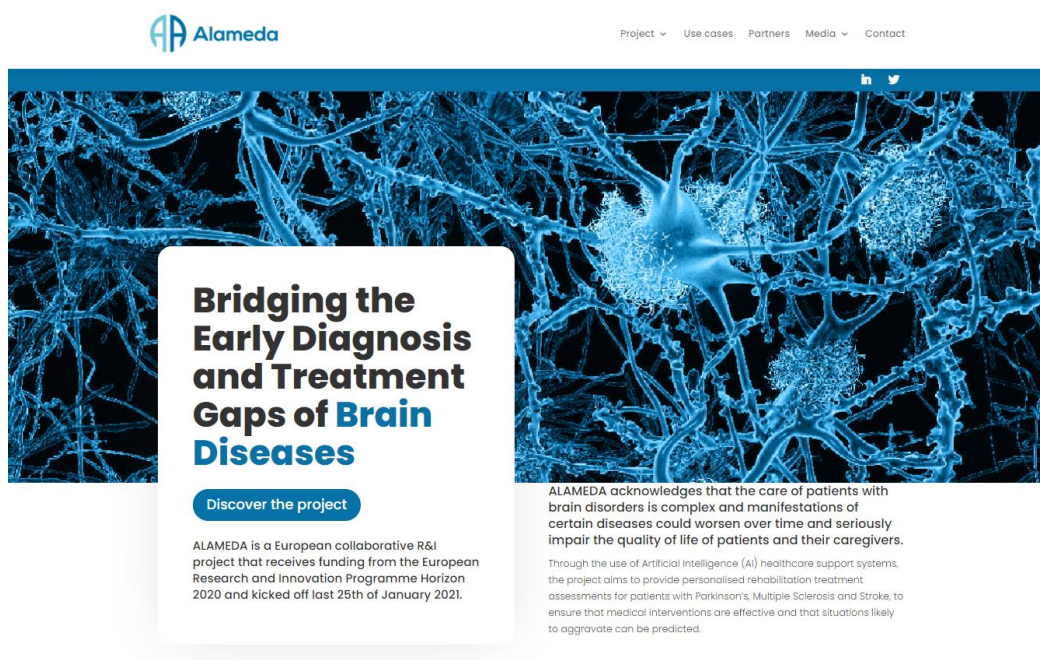
Figure 4. ALAMEDA website's homepage

Figure 5. Mission page

Figure 6. Newsletter (MailChimp supported) subscription form

A rich set of photographs and original pictures developed for the purposes of easing comprehension and increasing impact of the website-based communication complement textual descriptions.
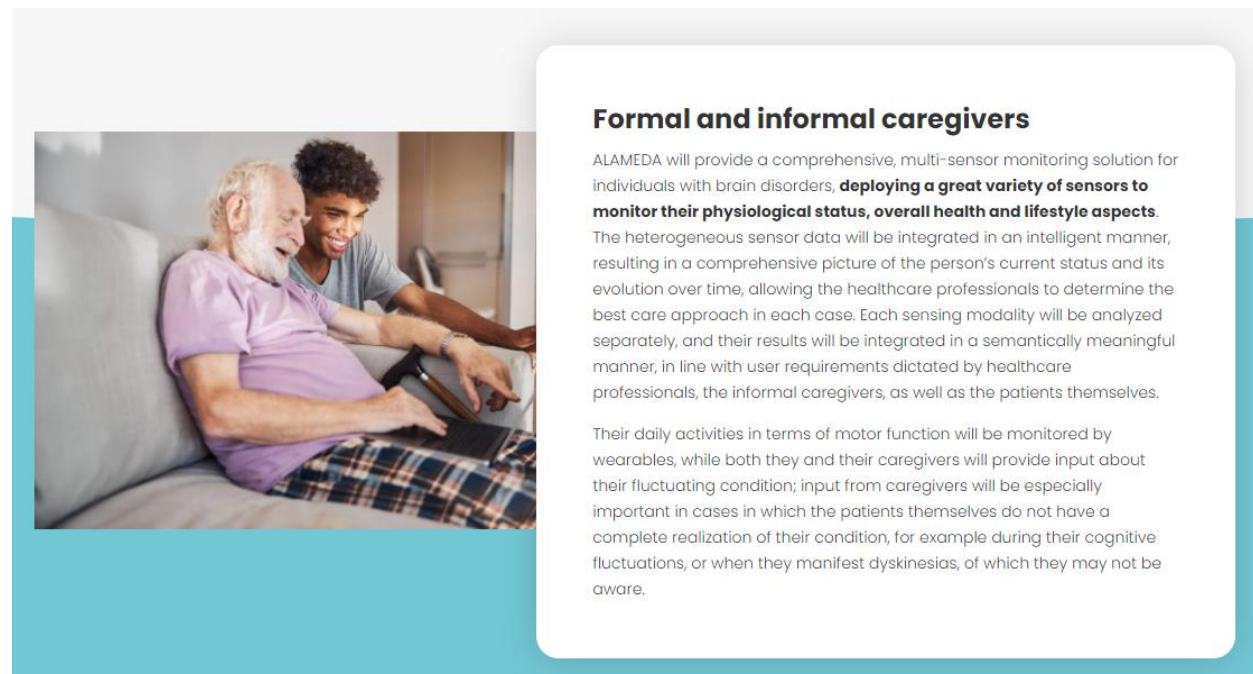
Figure 7. Screenshot of the End Users page (formal and informal caregivers)
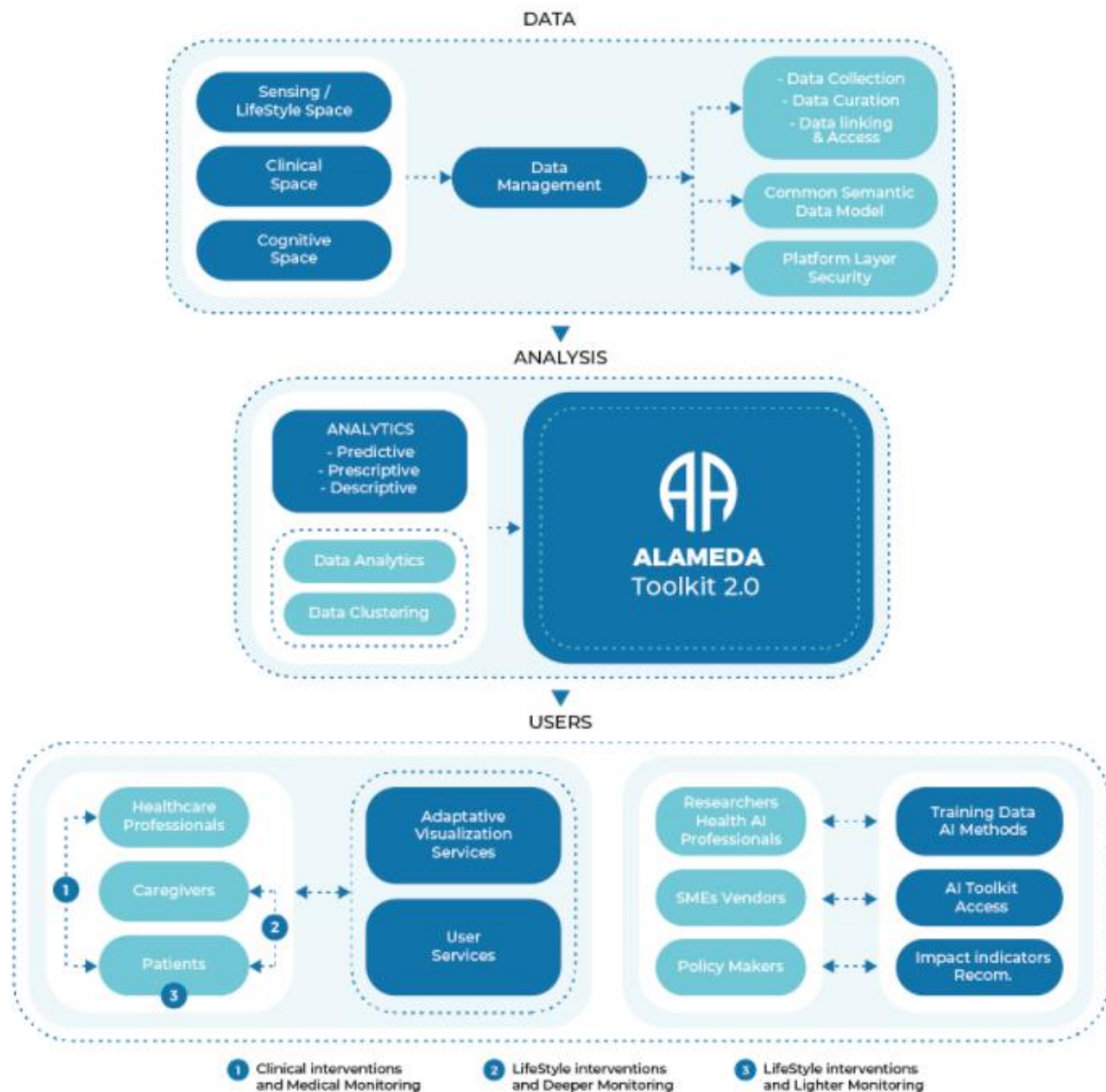
Figure 8. Figure illustrating the ALAMEDA conceptual approach

4. Social media

Social networks play an important role in getting the public interested in the ALAMEDA project and allowing participation and interaction. To this purpose, Twitter and LinkedIn accounts have been created with the aim to share project announcements and developments in short bite-sized messages suitable for this type of media.

The two different social networks will be used to address different target audiences and engagement purposes as it will be further detailed in the deliverable D8.2 detailing the strategy and plans for communication and dissemination.

They will also help to share news and articles written for the project website thus supporting the objective to increase user traffic towards the website itself.

Figure 9. ALAMEDA Twitter account
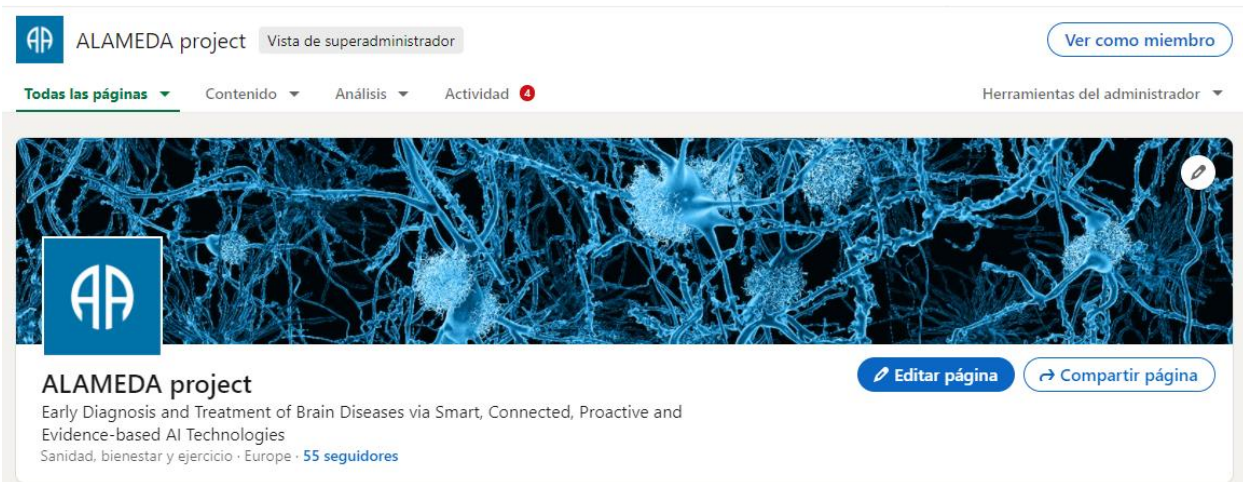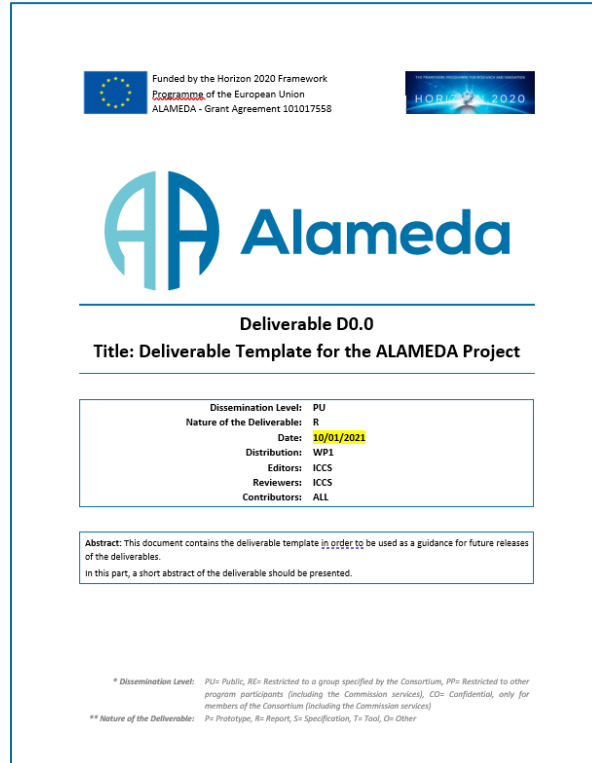
Figure 10. ALAMEDA LinkedIn page

5. Standard project templates

5.1 Deliverable template

A deliverable Word template is available for partners' download and use in the GitLab project repository. Partners are asked to keep the suggested structure for the Table of Content which includes a number of pre-set and compulsory headings, namely:

- Revision History
- List of Authors
- Table of Contents
- Index of figures (to be deleted if not needed)
- Index of tables (to be deleted if not needed)
- Glossary
- Executive Summary
- Introduction (including a sub-section titled "Deliverable structure" and illustrating the structure of the document)
- As many chapters and paragraphs as needed
- Summary and conclusions
- References
- Appendices (if any)

Figure 11. ALAMEDA deliverable template cover page

5.2 PowerPoint presentation template

A standard PPT template in both 4:3 and 16:9 screen presentation size is provided for both internal use and project dissemination purposes.
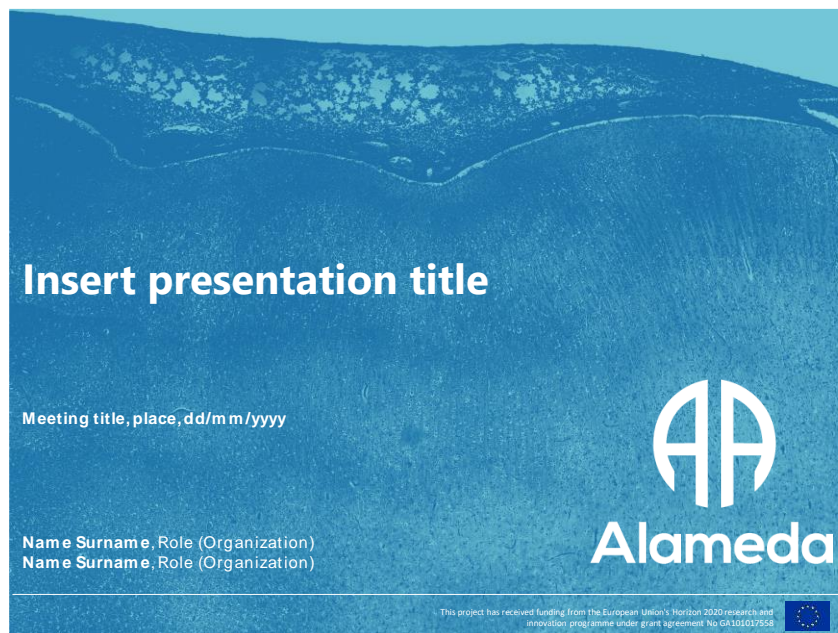

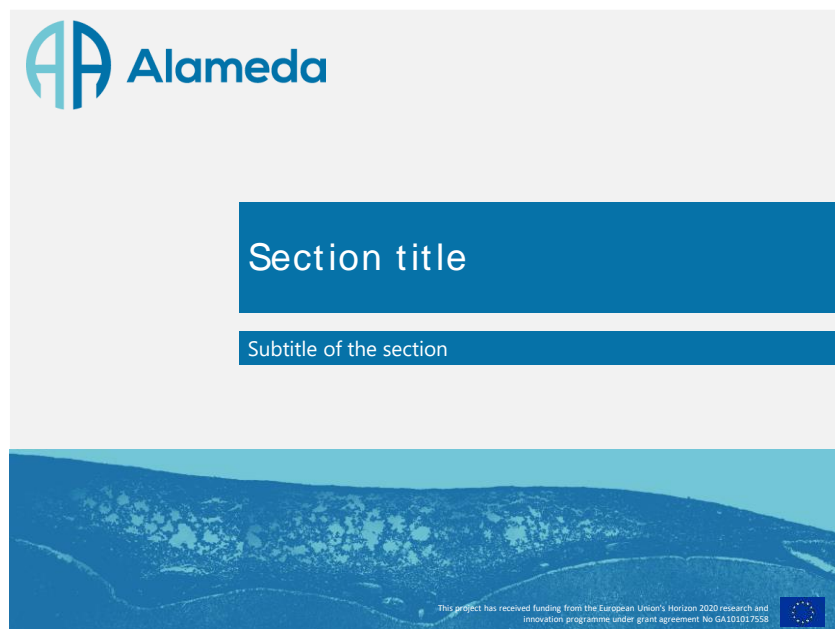**Figure 12. ALAMEDA PowerPoint template: cover slide**

Figure 13. ALAMEDA PowerPoint template: section title slide

Figure 14. Standard slides with preformatted lists, tables, icons, and graphs

6. Summary and conclusions

The present deliverable describes the initial steps undertaken in the communication and dissemination activities of the ALAMEDA project by agreeing upon and setting the basic tools and materials for internal communication.

It provides an overview of the logo and visual identity design process and results, the website structure and look-and-feel and the production of working templates and materials.

Lastly, a set of graphic products such as banners, professionally designed pictures and infographics illustrating the overall project's concept, the work flow and the key elements of the Digital Innovation Hubs have been generated and will be progressively used to creates both visuals for social media as well as printable materials for events (e.g., leaflet and poster) as soon as the organization of physical events will be doable depending on the COVID-19 epidemiological situation and related travel restrictions and quarantine measures.