D12.1 – WEBSITE AND PROJECT LOGO

Version 1.0 – Final
PUBLIC

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Deliverable Name

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Version	Created/Modifier	Comments
0.1	Tiziana Lombardo, Net7	Initial structure
0.2	Tiziana Lombardo, Net7	Content input and first submission for review
0.3	Alice Mattoni, UniBo Valentina Zoccali, S-COM	Review and insertion of comments and inputs
0.4	Tiziana Lombardo, Net7	Updated version
1.0	Alice Mattoni, UniBo	Final review and approval

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1. EXECUTIVE SUMMARY

The aim of D12.1 is to provide an overview of the RESPOND project logo and the structure of the associated website. The project logo serves as a visual representation of our brand identity, encapsulating the essence and values of the RESPOND initiative. In addition to discussing the conceptualization and design elements of the logo, this document will detail the website's architecture. The website's structure is meticulously crafted to enhance user experience, ensuring intuitive navigation and seamless access to information. Through this exploration, we aim to highlight the strategic thought process behind the visual and functional aspects of the RESPOND

2. RESPOND LOGO

RESPOND's visual identity has been meticulously prepared by Net7, an entity affiliated with S-COM, and was approved by the consortium through an interactive and collaborative process. During the project kick-off meeting, four distinct logo proposals were presented to establish a foundation for initial discussions with partners and to gather their insights, feelings, and requirements. Each logo proposal was thoughtfully associated with specific concepts to reflect different facets of the project's mission and values.

During the kickoff meeting, partners provided valuable feedback and suggested several changes to the initial proposals. These suggestions were carefully addressed, resulting in refined logo designs that were then subjected to a consortium-wide poll for the final selection. The logo that received the most votes encapsulated the concept of RESPOND as a project offering solutions to the specific challenge of political corruption in digital societies. This winning design revolved around the concept of "Re:", similar to the abbreviation used for replies in emails, and highlighted the first two letters of the RESPOND acronym.

The RESPOND logo, therefore, consists of two letters and a colon. The simplicity and elegance of this design make it highly recognizable and versatile for use in various communication materials. Additionally, the choice of blue as the primary color for the logo was intentional and symbolic. Blue is often associated with trust, reliability, and professionalism, which aligns perfectly with RESPOND's objectives to provide credible and dependable solutions to combat political corruption. The color blue also evokes a sense of calm and clarity, reinforcing the project's commitment to transparency and integrity in digital societies.

By incorporating these elements, the RESPOND logo not only visually represents the project but also communicates its core values and mission effectively.

As RESPOND is not specifically an acronym of the project's full name, it is also proposed in association with the full title:

2.1 Visual identity

Starting from the project logo, a full visual identity pack will be developed to provide the consortium with the necessary instruments to disseminate the project results. Together with the headed paper, deliverable template and presentation template, the following material will be developed:

1. **Favicon:** The favicon is a small but crucial element of the visual identity, designed to be instantly recognizable in the browser tab. For the RESPOND project, the favicon consists of a simplified version of the logo, focusing on the distinct "Re:" concept.

2. **Social media profile image:** The social media profile image is typically a square format, making it essential to use a clear and concise version of the logo. For RESPOND, the profile image features the full "Re:" logo, centered and well-sized within the square frame. The blue background provides a consistent visual theme, ensuring that the profile stands out and is easily recognizable across various social media platforms.

3. **Social media header images:** The header images on social media accounts offer more space to convey the project's identity and message. These images incorporate the full logo along with additional elements such as taglines, relevant graphics, or patterns that align with the project's theme. The blue color scheme is prominent, creating a cohesive look that ties back to the core values of trust and professionalism. These headers often include visual references to the project's focus on combating political corruption in digital societies.

4. **Rollup:** Rollups used at events and conferences prominently feature the RESPOND logo at the top for immediate brand recognition. The design includes key messages, taglines, and visuals representing the project's mission. The blue color is used as the background or accent color, creating a professional and appealing look. Additional elements such as icons, images, and QR codes may be included to provide more information and engage the audience.

5. **Poster:** Posters designed for RESPOND include the logo prominently, usually at the top or center. The layout is clean and structured, with the blue color providing a cohesive and visually appealing backdrop. Key information about the project, such as objectives,

activities, and impacts, is organised. Visual elements like infographics or images related to digital societies and anti-corruption efforts may be used to enhance the message.

6. **Fact sheet:** The fact sheet is a concise document that provides essential information about the project. The RESPOND logo is placed at the top, followed by a structured layout that includes sections for project objectives, activities, results, and contact information. The blue color scheme is used for headings, borders, and other design elements to maintain brand consistency. The fact sheet is designed to be clear and informative, making it easy for stakeholders to understand the project's goals and achievements.

7. **Flyer:** Flyers for RESPOND are designed to capture attention and convey key messages quickly. The logo is prominently displayed, and the blue color scheme is used throughout to create a cohesive look. The flyer includes brief, impactful text and visuals that highlight the project's purpose and benefits. Contact information and calls to action are clearly presented, encouraging readers to engage with the project further.

8. **Other dissemination materials** (such as tote bags, gadgets, etc) Promotional items such as tote bags and gadgets feature the RESPOND logo prominently to maximize brand visibility. The design is kept simple and elegant, with the logo and blue color scheme ensuring that these items are both functional and visually appealing. Additional text or graphics related to the project's mission may be included, reinforcing the project's identity and values whenever these items are used.

The contents to create the material mentioned above are currently under development. Below we provide a sample of the different possible declination of the logo on various materials:

D12.1 Website and Project Logo

3. RESPOND WEBSITE

The RESPOND website will be meticulously developed to align seamlessly with the project's visual identity, ensuring a cohesive and engaging online presence. Central to the website's design will incorporate the RESPOND logo and the distinctive blue color scheme, symbolising trust, reliability, and professionalism. The layout will be clean and intuitive, reflecting the project's commitment to transparency and ease of navigation. Key sections of the website will include detailed information about the project's objectives, activities, and outcomes, all presented in a visually appealing manner that resonates with the core values of RESPOND. By maintaining consistent visual elements across the site, the RESPOND website will effectively communicate its mission to combat political corruption in digital societies while providing users with a reliable and professional digital experience.

The RESPOND website will be developed to provide information about the project's aims, goals, activities and results. In addition, the website aims to be the entry point for the RESPOND Observatory.

With this aim, the website will provide the following content:

- General information about the project
- Description of all the member organizations of the consortium
- Project main results
- Project main public deliverables
- A news section providing updates from the project news and events as well as news relevant to the community
- RESPOND Newsletter archive
- Access to the RESPOND open data repository, when delivered (Task 12.2)
- Access to RESPOND Online Atlas of Grassroots Anti-Corruption Efforts (Task 10.1)
- Contact information
- A social stream integrated into the homepage publishing the latest tweets and latest Facebook posts from the project
- A widget to integrate the podcast channel, when delivered (Task 12.1)
- Appropriate acknowledgement and reference to the EU funding

It is planned to be a live platform that will grow and evolve together with the project's progress and delivery of results.

3.1 Dissemination objectives

The website is the central part of the digital marketing strategy that is deployed within the Communication and Dissemination Plan (D12.2) of the project. The combination of online and offline actions is essential to reach all target audiences and the actions must reinforce each other to have a comprehensive dissemination and communication strategy that contributes to the achievement of impact and objectives within RESPOND.

The RESPOND website will be therefore created with specific objectives, which respond to the communication and dissemination needs of the project.

Among them, the most important are the following:

- A recognizable visual identity that aligns with the innovative approach of the RESPOND project
- To create a dynamic website, content such as news is periodically updated. This way, updating content also improves the ranking on Google. Likewise, this content is being shared on social networks and the project's newsletter, to continue to attract
- RESPOND website is one of the main communication and dissemination channels of the project. To maximize the scope of the project, different digital marketing strategies and ways of attracting traffic will be established:
  - SEO: the traffic of visits to the RESPOND website shall increase progressively throughout the project thanks to the implementation of strategies oriented to drive organic traffic such as proper key-phrases distribution in each webpage, relevant meta descriptions, appropriate image alt attributes and relevant internal and external cross-linking.
  - Social networks: through the distribution of content hosted on the RESPOND website via social channels, we aim to increase traffic and visits
  - Newsletter: A periodic newsletter is being distributed between stakeholders and the general public. This includes achievements/news of the project that direct traffic to the website. Newsletters are uploaded as well in a specific section on the website.

To monitor the effectiveness of the marketing strategies and develop eventual corrective actions, performance will be constantly monitored by installing Matomo[1] in the backend.

3.2 Technical features

Responsive Web Design will make RESPOND's website look good on all devices (desktops, tablets, and phones).

Also, responsive Web Design is about using HTML and CSS to resize, hide, shrink, enlarge, or move content and make it look good on any screen. The incorporation of state-of-the-art techniques in design also creates a quick and intuitive user experience.

RESPOND website will be built using WordPress, an online, open-source website creation tool written in PHP. It's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today:

- WordPress has a lot of themes that allow us to change the design of the website quickly, perfect for a 3-year project such as RESPOND.
- Plugins make it possible to extend the functionality of the WordPress site without programming. There are over 10,000 plugins available that help to add all kinds of functionalities, like social media sharing, SEO, photo slideshows, and much more.

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[1] https://matomo.org/

- WordPress is easy to update. Once a document is set up, you can update it anytime you want, which is important for engagement with your visitors and for search engines.
- Google prefers WordPress sites because they are updated more frequently, and the content tends to be structured well. A WordPress site ranks very quickly compared to a static website. Google has even publicly recommended WordPress for business sites.
- WordPress is supported by a thriving, engaged community. The W3Techs website has calculated that over 39% of Internet sites are based on this platform and that over 450 million sites of all sizes are "WordPress-powered".

3.3 Website structure

RESPOND's website is the main online channel to present and disseminate all the results and events within the project. It will be regularly updated by S-COM (as a regular activity under WP12) to provide the latest news, relevant results and highlights, in coordination with the partners and with the affiliated entity Net7 in charge of the visual and technical development.

The website is carefully designed to address the stakeholders most effectively, and to ensure the visibility of the project to the relevant community, as well as target audiences, consortium, stakeholders and the general public. Online communication strategies will be aimed at reaching a large number of stakeholders and to networking/crossover with other similar projects.

RESPOND's website is being designed as an interactive channel for public information and communication among partners and stakeholders. It can also be a repository for public documents, materials, and useful information related to the project. It can be continuously improved and updated, to maximize the results and share them with target audiences.

The structure and design of the website used during the lifetime of RESPOND might be modified to be adapted to new needs and progress within the project.

Homepage

The homepage is designed to attract the attention of viewers at first sight. The graphic content is the protagonist so that the visitor immediately has an overview of the project's ambitions and the value to stakeholders. The homepage is divided into different sections, easily distinguishable to reflect different key areas of the project (and related website inner pages). The menu architecture will be organized into main sections and related subsections as follows:

About

- Objectives
- Work Packages
- Partners
- Governance

Project results

- Deliverables

- Publications
- Collaborations

Newsroom:

- News
- Events
- Newsletter

About/Objectives

This section describes RESPOND's field of interest, provides an overview on the project goals and gives a short breakdown of the project's main objectives. It also provides an overview of the project governance structure.

About/Work Packages

This section provides a brief description of the work packages on which RESPOND is based and provides information about each WP results and outputs.

About/Partners

This section provides a brief description of the partners and of the area of expertise covered by the partners taking part in the project. It will also give visibility to project partners and team members.

About/Governance

This section provides an overview of the RESPOND's governance structure and main role.

Project results/Deliverables

This section provides an overview of the main project results. It will be updated according to the project evolution to summarize all the project achievements. It might host as a subsection a page where it is possible to download the public project deliverables.

Project results/Publications

To collect all the publications related to the projects produced by the project partners

Project results/Collaborations

To list and highlight RESPOND's collaboration with other research projects funded by the European Union

Newsroom/News

This section displays all news on the progress and results of the project, as well as event participation. A regular update of this page will ensure interesting content for the RESPOND community, which will be shared on the related dissemination and communication channels of

the project (social networks Twitter and LinkedIn) to attract visits and achieve a high ranking on Google.

Newsroom/Events

To announce the RESPOND related events organized by the project and its partners.

Newsroom/Newsletter

This page features a field for newsletter subscriptions. All newsletters issued over the course of the project are being also featured on this page.

3.4 Website Mockup

An interactive mockup has been developed for the project website which will fine-tuned and used as the basis to build the web pages. Contents will be finalized in accordance with the project coordinator, the partners and S-COM as leader of the dissemination activities. Below we present the screenshots of the prototype to present the look and feel of the website. The actual sections and contents of the website will reflect what has been described in section 2.3.
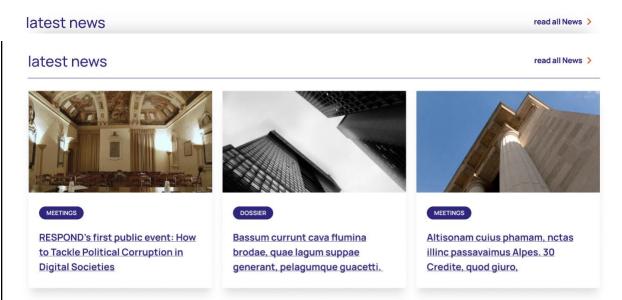
RESPOND addresses these key challenges for democracy by investigating the phenomenon of political corruption and undue influence in digital societies and proposing solutions to counter it.

Analyze >

Evaluate >

Explore >

Engage >

continue reading >

latest news

MEETINGS

RESPOND's first public event: How to Tackle Political Corruption in Digital Societies

DOSSIER

Bassum currunt cava flumina brodae, quae lagum suppae generant, pelagumque guacetti.

MEETINGS

Altisonam cuius phamam, nctas illinc passavaimus Alpes. 30 Credite, quod giuro,

At this link it is possible to interactively explore the mockup itself.

4. CONCLUSIONS

The development of RESPOND's visual identity and website structure is a testament to our commitment to creating a professional, cohesive, and engaging presence both online and offline. The carefully designed logo, centered around the concept of "Re:" and accentuated by the color blue, symbolizes our dedication to addressing the challenges of political corruption in digital societies with trust and reliability.

The consistent application of this visual identity across various mediums—from the favicon and social media images to rollups, posters, and other promotional materials—ensures strong brand recognition and a unified message. Each element has been thoughtfully designed to convey the project's core values and objectives, making it easy for stakeholders and the public to connect with and understand RESPOND's mission.

As we move forward, the RESPOND website will serve as a central hub for information, updates, and engagement, designed to reflect our visual identity and enhance user experience. By maintaining a clean, intuitive, and visually appealing online presence, we aim to effectively communicate our efforts and successes in combating political corruption in digital societies.

Together, these efforts form a comprehensive strategy to promote RESPOND, fostering a strong, recognizable, and trustworthy brand that will support our mission and amplify our impact.