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META-MUSEUM

*Moving **E**motions towards confidence in the **T**ransformative
Appropriation for a **M**eaningful **U**nderstanding of cultural
heritage: a neuro**S**cientific approach to **E**uropean **M**useums*

DELIVERABLE D9.1

TITLE Logo, Visual Identity and Website

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Involved partners: all partners

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DISSEMINATION LEVEL PU - Public SEN - Sensitive

TYPE R - document, report DMP - Data Management Plan
 DATA - Data sets, microdata, etc DEM - Demonstrator, prototype
 OTHER

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PROJECT CONSORTIUM

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3	Stichting Vrije Universiteit Amsterdam	STICHTING VU
4	Kentro Merimnas Oikogeneias Kai Paidiou	KMOP
5	Friedrich-Schiller-Universität Jena	UNI JENA
6	Osrodek Przetwarzania Informacjipanstwowy Instytut Badawczy	OPI-PIB
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8	Stichting European Museum Academy	EMA
9	Beia Consult International Srl	BEIA
10	The Nordic Centre Of Heritage Learning And Creativity	NCK
11	Morfwtiko Idryma Ethnikis Trapezis	MIET
12	Museoparc Alesia	MP-ALESIA
13	Agencia Catalana Del Patrimoni Cultural	AGCAT-PC-MAC
14	Fondazione Museo Delle Antichita Egizie Di Torino	MUSEO EGIZIO

1. FRAMEWORK

1.1 Reference to WP and tasks as described in the DoA

Deliverable 9.1 constitutes one of the first key step within the project timeline; part of the WP9 – under EMA leading and with duration M1-36 – is the design and development of the project visual and graphic identity, to be later implemented and used across all media to ensure a strong foundation for communication by presenting the META-MUSEUM project image, enhance project recognition, and effectively communicate the project's core message and values to a diverse audience.

1.2 WP and task objectives

Taking into account the need for communication over the three years span, WP9 shall always be the backdrop to all the Consortium work to ensure adequate dissemination and diffusion of carried out activities and results.

POLITO and BEIA teams, were involved to ensure coordination with the development of the Management Plan and the development of the project website, respectively.

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2 Introduction

Deliverable 9.1 (D9.1), as defined in Task 9.1 (T9.1), is designed to support the objectives of Work Package 9 (WP9) *Communication, Dissemination, and Exploitation*. D9.1 is closely linked to D9.2 *Plan for Dissemination, Exploitation and Communication Activities* (first version) and D9.4 *Plan for Dissemination, Exploitation and Communication activities* (second version), which aim to define and implement the communication strategy of the META-MUSEUM.

The D9.2 and D9.4 include the design of the visual identity, maintenance and management of the META-MUSEUM website [meta-museum-project.eu] and the development of a communication strategy for social networking channels (website, newsletter, social media) to keep the audience periodically informed about project progress, pilots, and deliverables.

The developing of D9.1 has its roots in the logo design from which stemmed all subsequent graphic elements among which: color palettes, template designs for documents and social media templates). Visual identity aims to establish a strong project image, enhance project recognition, and effectively communicate the project's core message and values to a diverse audience.

3 Purpose of this document

This manual aims to provide the partners with guidelines for using the META-MUSEUM project's visual identity concept clearly. The following pages explain more about visual elements and how to use them consistently across all media and communications. It also instructs the consortium on correct acknowledgement(s) of the European Union (EU) funding and the EU flag.

Elements presented in this deliverable are to be considered as guidelines for all material produced within the consortium work, both physically printed and distributed online. Nevertheless, META-MUSEUM shall minimize the number of printed materials and physical products for the duration of the project, opting for sustainable and responsible practices. When needed, the consortium shall resort to alternatives which constitutes better choices and options in term of environmental impact and sustainability.

4 Project Logo

The logo was conceived as the first element of the project visual identity, aiming to produce a clean image representative of the main research topics and expertise involved throughout the Consortium. The logo constituted the first step on which the whole visual identity was then designed ensuring consistent branding across all platforms and media.

4.1 Evolution of the Logo

Key elements in logo design were immediately identified as a brain and the acronym, the project title META-MUSEUM, due to the length of the actual title.

First idea was to keep the “META” portion of the acronym spelled out in Greek letters as to represent its Greek meaning of *beyond* which would here be intended as *evolved/transformed form* following the project goal to transcend tradition boundaries of Cultural Heritage understanding. The acronym was to be accompanied by an illustration of a brain that would symbolize the role of emotions, culture, experience and so one reason why neurosciences have a place in the project.

In a **second** elaboration, concerns regarding readability and use across media, forced the abandonment of the Greek spelling, opting for latin characters, the chosen font family for the acronym insertion is *Horizon*. Nevertheless, to avoid losing the reference to the Greek meaning – also to avoid confusion and affiliation with contemporary use and meaning of *META* – the α (alpha) was retained. The choice was due to the alpha representing wave activity in the brain. Alpha brainwaves are associated with a relaxed yet alert state of mind. In this state, the mind often experiences positive thinking and a more optimistic outlook, mental openness to new information and experiences and its ultimately more prone to active and positive engagement.

This second version brought to a 90 degrees rotation of the brain, now vertical, with placement of the acronym about two-thirds from the bottom. During this phase the main color palette was chosen being the combination of red, blue and white with specific tones. The blue color symbolizes logic, leaving emotions to the red.

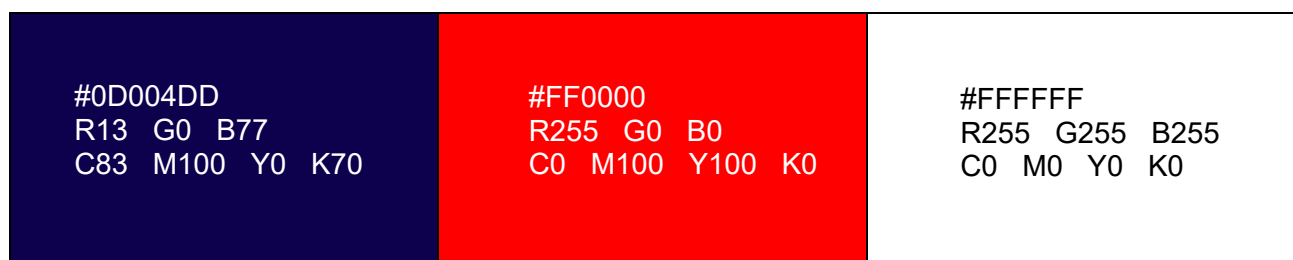


Figure 1 - Color palette

The **third** iteration was born to the necessity of making the whole logo more suitable to multiple uses and sizes: the amount of lines in the previous proposal were inhibiting such performance. On top of this, a cleaner design would allow for more incisiveness. This third-redesign was the place to add another layer of meaning to the logo with the juxtaposition of different color hemispheres one representing the conscious, logic and rational side in opposition to the unconscious, emotional and sensitive counterpart.

A **fourth** proposal was the one elaborated and presented to the Consortium on the occasion of the Kick-off Meeting. This iteration showed a simplified design for the brain, now smoother. The acronym still held on to the alpha in *META*, splitting the text into the two color, yet in opposite position to the brain color scheme. A new addition introduced was the dotted line, simplified drawing of a synapsis, locus of the exchange between neurons. This was placed in-between the two parts of the acronym and the brain simultaneously to represent the pursued bridging role of culture in human relations and Cultural Heritage appropriation.



Figure 2 - Addition of the synapsis

The **last** version of the logo was obtained through minor changes following the feedback received during the presentation to Partners on the occasion of the Kick-off meeting. Changes comprehended the moving of the acronym to obtain a better graphic balance and symmetry between the brain doodle and the text. This was the occasion to strengthen the visual relation among the text and the brain design.



Figure 3 – Evolution of the logo

4.2 Logo Guidelines

The main logo versions are the two top left ones, both in color first from the left to be used against dark backgrounds while the centered one destined to dark ones. Due to the main palette chosen, the alternative red background version is provided to be exclusively employed against red.

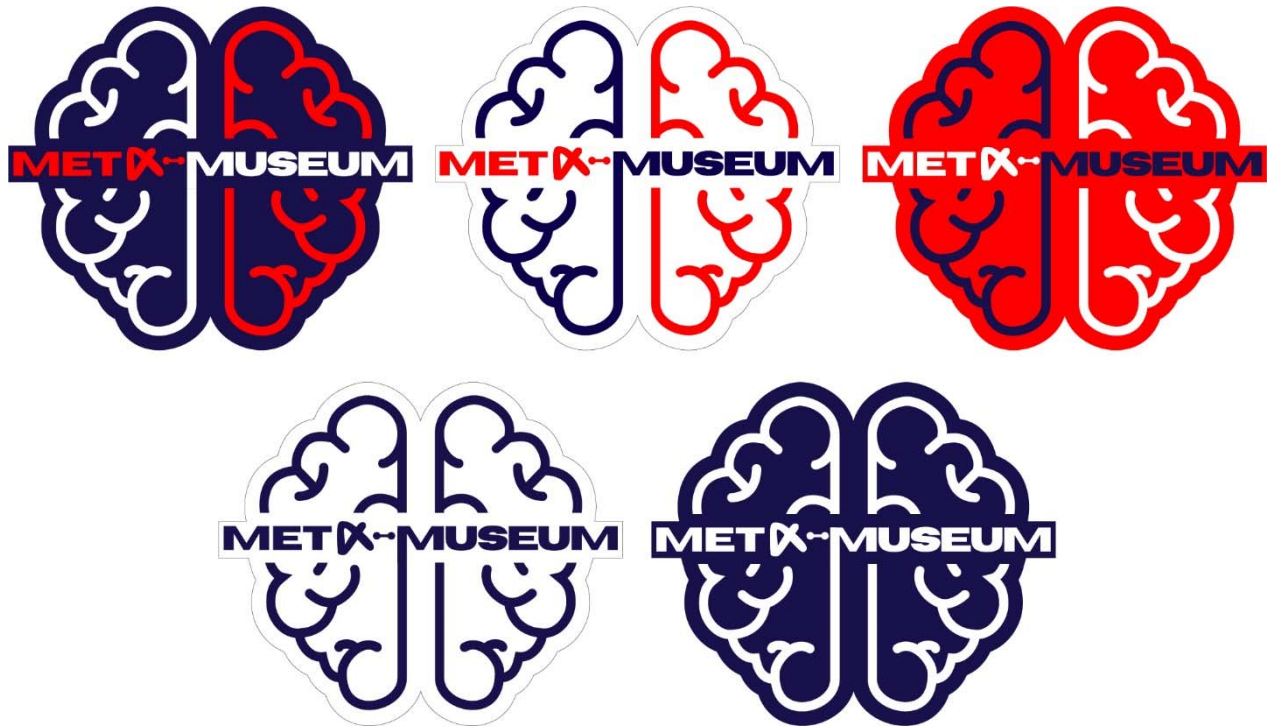


Figure 4 - Logo against white, blue, and red backgrounds, plus monochrome.

The monochrome version use is to be restricted to red and blue backgrounds, or situations where color reproduction may be limited. It maintains brand identity while ensuring readability and clarity. The logo must always be readable and must not be distorted in appearance in any way.

4.2.1 Logo sizing

Logo files have been made available in MS Teams folder General>Graphics>META-MUSEUM-logo-Final. There, both raster and vector format files have been uploaded for use; minimum sizing to ensure readability is 20x16 mm. In case large reproduction is needed, please use the .svg vector format which will ensure quality and avoid pixel distortion.

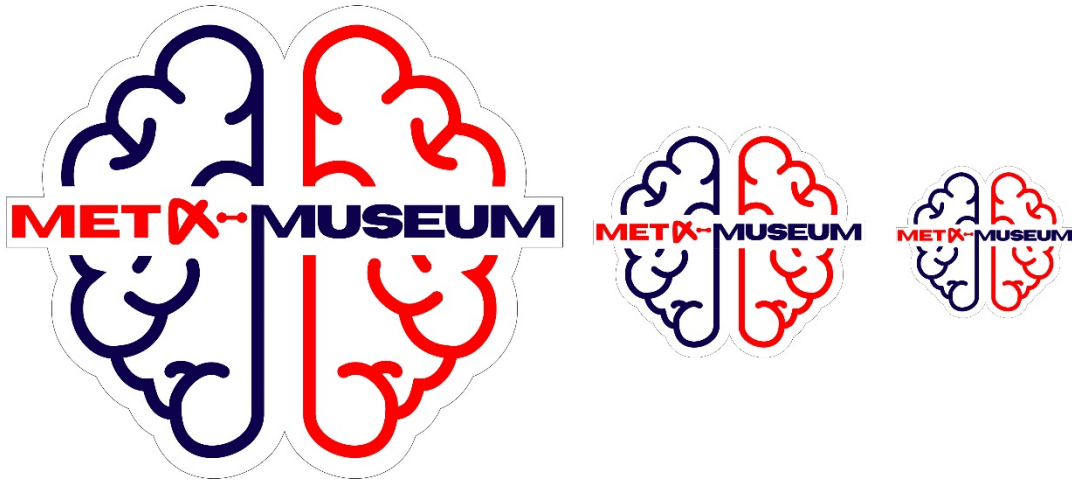


Figure 5 - Logo sizing

4.2.2 Wrong use of logo



Figure 6 - Wrong color use



Figure 7 - Inadequate resolution output

Logo and text should be used and placed accordingly to the color palette. The logo and the text “META-MUSEUM” on the logo must always appear and be readable on all official communications and may not be modified in any way. All versions of the META-MUSEUM logo are available in multiple formats for both print and web use.

4.3 Instructions on EU funding acknowledgement



101132488
 META-MUSEUM
 HORIZON-CL2-2023-HERITAGE-01

Figure 8 - EU funding emblem with project codes

Based on EC regulation for Horizon projects, the EU logo *Funded By European Union* juxtaposed to the EU flag (not to be confused with the European Commission Logo) must be clearly displayed to disclose the EU funding.

The European funding logo should be visible and readable and always with the minimum height requirement of 10mm for the EU flag; similar proportions have to be ensured between the project logo and the EU funding emblem.

The funding emblem shall always be accompanied by the Grant Agreement identification number [101132488] and the call number [HORIZON-CL2-2023-HERITAGE-01].

On top of the logo and funding emblem, any communication or dissemination activity related to the action must use factually accurate information it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”

The funding emblem can always be downloaded in the most up to date version via the EU repository, and it’s up to partners to always check each graphic product to be compliant with emblem use guidelines and for displaying the most up to date version. Due to the frequent use of the funding emblem against a blue background – different from EU blue –, it is necessary to always ensure the flag a 1/25 white border when in such occasions.

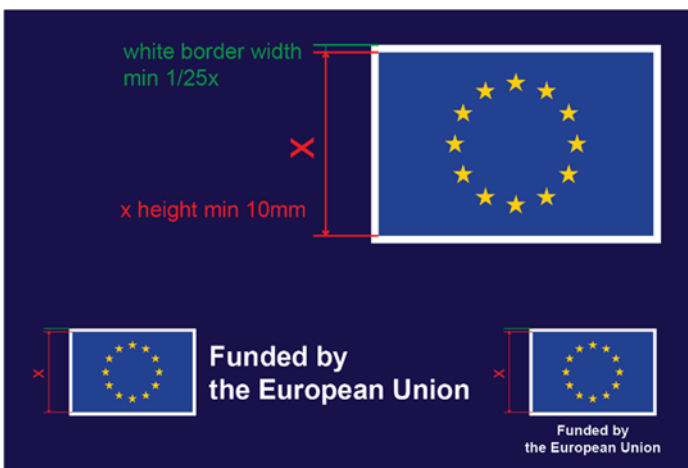


Figure 9 - use of white border against colored backgrounds

4.4 Typography

All documents produced within the Consortium, slides included, will rely on the sole use of Arial font family and its weights and variations. An additional font family, Horizon, will be only used in pre-designed templates and for the production of content on social media and

Arial was chosen as the primary typeface for the META-MUSEUM project due to its versatility, high readability and adaptability across various digital and print media. Its soft, humanist characteristics align with the project's modern aesthetic, while its versatility ensures consistent branding across all communication materials.

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Xx Yy Zz

1 2 3 4 5 6 7 8 9

| ! " £ \$ % & / () = ? ^ @ #

REGULAR

**Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Xx Yy Zz**

1 2 3 4 5 6 7 8 9

| ! " £ \$ % & / () = ? ^ @ #

BOLD

**Aa BbCc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Xx Yy Zz**

1 2 3 4 5 6 7 8 9

| ! " £ \$ % & / () = ? ^ @ #

BLACK

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Xx Yy Zz

1 2 3 4 5 6 7 8 9

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REGULAR

**Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk
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Vv Xx Yy Zz**

1 2 3 4 5 6 7 8 9

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BOLD

**Aa BbCc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Xx Yy Zz**

1 2 3 4 5 6 7 8 9

| ! " £ \$ % & / () = ? ^ @ #

BLACK

Figure 10 - Arial font family (*exemplification*)

5 VISUAL IDENTITY ELEMENTS

Based on the logo, the visual identity for the project was derived for all the graphic content to be produced and shared. Visual identity design required to give the project a consistent look overarching all media to be produced, employing essential graphic elements.

Essential graphic is emboldened by the use of the high-contrasting colors of the chosen palette [blue HEX 0D004D; RED FF0000; WHITE FFFFFFFF] which shall remain consistent to project the project soul juxtaposing the rigor and rational side and the emotional one, represented by the use of blue and red respectively.

Another element enriching the otherwise bare feel of the graphic is a knotted line which carries along an additional core element of the project: the line can be seen as the progression of life dotted by experiences that one way or another transform us all inducing a shift in direction. Confidence and resilience linger behind knots that, albeit cause of a shift, do not break the line.

Moreover, the line can be seen as the course of history, affected yet not halted by events – knots – tying together time, history and the resulting Heritage.

5.1 Templates

In order to ensure widespread project recognition at conferences, workshops, online publications, and other dissemination events, various templates have been prepared to convey a consistent image.

All templates will be made available to Partners through MS Teams in the «general» sub-channel in the dedicated «templates» folder.

5.1.1 General guidelines

- **Logo use:** the logo shall be always placed (no matter the color combination chosen), into the top right corner with a dimension no less than 20x16mm as indicated in previous paragraph.
- **EU funding emblem:** to always acknowledge EU funding, any product to be shared or disseminated to the public shall always be accompanied by the funding logo and the project identification code and number of the call
- **Acronym:** the *META-MUSEUM* wording, being an acronym, shall always be written in capital letters.
- **Typography:** material to be printed shall always follow typography indications as indicated in previous paragraphs, font size shall never go below 12pt to ensure readability
- **Contacts:** across most material, e-mail contacts and social media handles and website URL shall always be included; unless specific kind of graphic product is being designed, it will be sufficient to indicate the information in documents footer.
 - **LinkedIn:** META-MUSEUM Project [[linkedin.com/company/meta-museum](https://www.linkedin.com/company/meta-museum)]
 - **Instagram:** @meta_museum_project [[instagram.com/meta_museum_project/](https://www.instagram.com/meta_museum_project/)]

- **Facebook:** Meta-Museum Project [facebook.com/MetaMuseumProject]
- **Email:** info@meta-museum-project.eu
- **Website:** meta-museum-project.eu

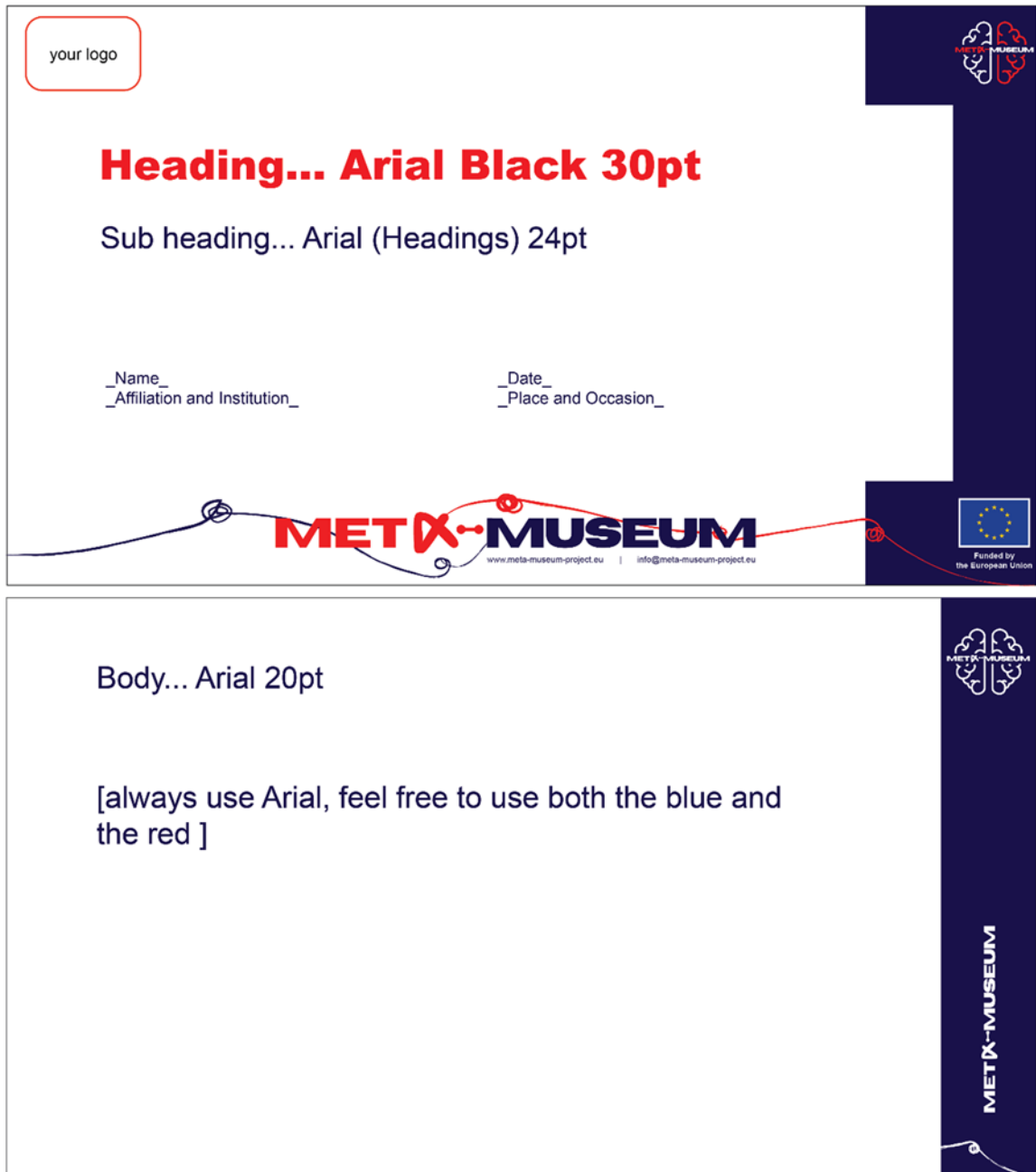


Figure 11 – for exemplification: Power Point template, cover plus standard slides

6 Online presence and identity

All communication across online platforms will show a coordinate image through consistent graphics. Content will be tailored to be in tune with diverse audiences across different platforms. As of now, the project online presence will rely on the website and three social media profiles: Facebook, Instagram and LinkedIn; more will be added if needed to reach specific demographic.

Across all media, the first content to be shared was the presentation of the project and its graphics, relying on bold blue backgrounds with contrasting text. Such posts will be the mean to share the project core ideas, approach and goals. Second set of content, progressively shared, the presentation of each Partner Institution, their team and expertise to provide a common background for online presence.



Figure 12 – for exemplification, three pinned posts on Instagram



Figure 13 – for exemplification, Partner presentation carousel, Instagram

META-MUSEUM's identity on social media should remain consistent with the visual identity. The logo should consistently be used as the Profile image of the project, and the EU-funding disclaimer is to be in sight at all times, according to EC social media guidelines.

6.1 Website

The META-MUSEUM website serves as a central hub for disseminating information, engaging stakeholders, and showcasing project achievements. In alignment with the primary communication strategy, the website carefully follows the brand guidelines established for the project. Every aspect of the website, from its layout and design elements to its content and imagery, has been carefully crafted to reflect the project's visual identity. The use of consistent typography, color palette, and imagery reinforces the project's visual identity, enhancing user experience and building brand recognition.

It will be managed by an editorial team – made up from one delegate from each Partner institution – with relevant updates, new data to share and appealing stories to tell.

The META-MUSEUM website will feature a modern, accessible, intuitive and responsive design that aims to ensure accessibility not only from a computer, but also from mobile devices such as tablets and smartphones. The design aims to develop web content more accessible to people with disabilities. In order to make content accessible, the project uses “Web Content Accessibility Guidelines (WCAG) 2” and uses WordPress website which provides appropriate layout for accessibility. Content creators, website editors will follow the guidelines. The META-MUSEUM website will provide a level A conformance with an aim to increase it to level AA.

Public project deliverables and reports, press items, educational modules and other dissemination materials will be made available for download on the website along with scientific publications.

The first draft of the website included these elements:

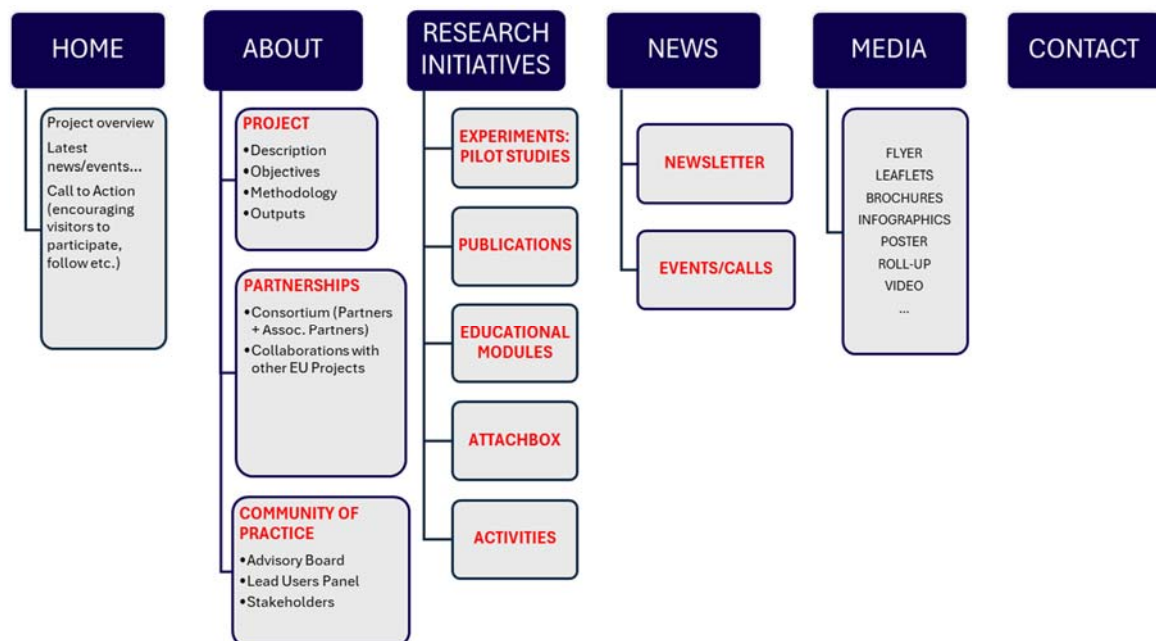


Figure 14 - First website flowchart

6.1.1 Website set up

6.1.1.1 Technical

The Meta-Museum project website will be built using WordPress as a content management system (CMS), designed to be fully responsive and adaptable to all types of devices, including desktop, laptop, tablet and smartphone.

The site structure and design will be based on a premium WordPress theme, selected and customized to reflect the visual identity and objectives of the project. This theme will ensure a fluid and cohesive user experience, regardless of device, by integrating modern frameworks such as Bootstrap or CSS Flexbox/Grid. The layout of the pages will thus be dynamic, automatically reorganizing to fit the screen dimensions.

To provide the most pleasant and intuitive browsing experience, the site will incorporate modern visual elements and UX/UI design principles. The site's color scheme will be chosen to match the project's visual identity, ensuring consistency across all digital materials. The fonts will be carefully selected to ensure legibility and a modern look and feel, and will be adapted for both headlines and content.

In terms of navigation, the main menu will be strategically positioned to be accessible and visible, and its structure will be clear and well-organized so that users can quickly find the information they need. Interactive objects, such as buttons and links, will be highlighted with attractive design and subtle animations to enhance user interaction with the site.

In terms of technology, the site will be installed on an Apache web server, recognized for its compatibility and flexibility with WordPress. The server configuration will be managed through cPanel, which will allow efficient administration and direct access to the platform files for possible maintenance interventions.

The site's source code, written in languages such as PHP, MySQL, HTML, CSS and JavaScript, will be optimized for high performance and compatibility with different browsers, including Chrome, Firefox and Opera. The site will also be tested on multiple operating systems, such as iOS and Android, to ensure seamless functionality across all platforms.

The planning and implementation of the Meta-Museum project website will follow a well-defined process to ensure the creation of a digital product that meets both functional and aesthetic requirements.

The first step in this process was to design an initial prototype, which served as a basis for discussion and feedback from the project team and Partners. The prototype will include key design elements, such as page layout, menu positioning and color scheme, providing an overview of the site's layout and functionality. This stage is essential for identifying any necessary adjustments before actual development begins. Once the prototype has been validated, the actual development process will start with the installation of the WordPress platform on the project server and the configuration of the chosen premium theme for the website. Necessary plugins will be added and customized to provide the desired functionalities such as contact forms, newsletter and social media integration.

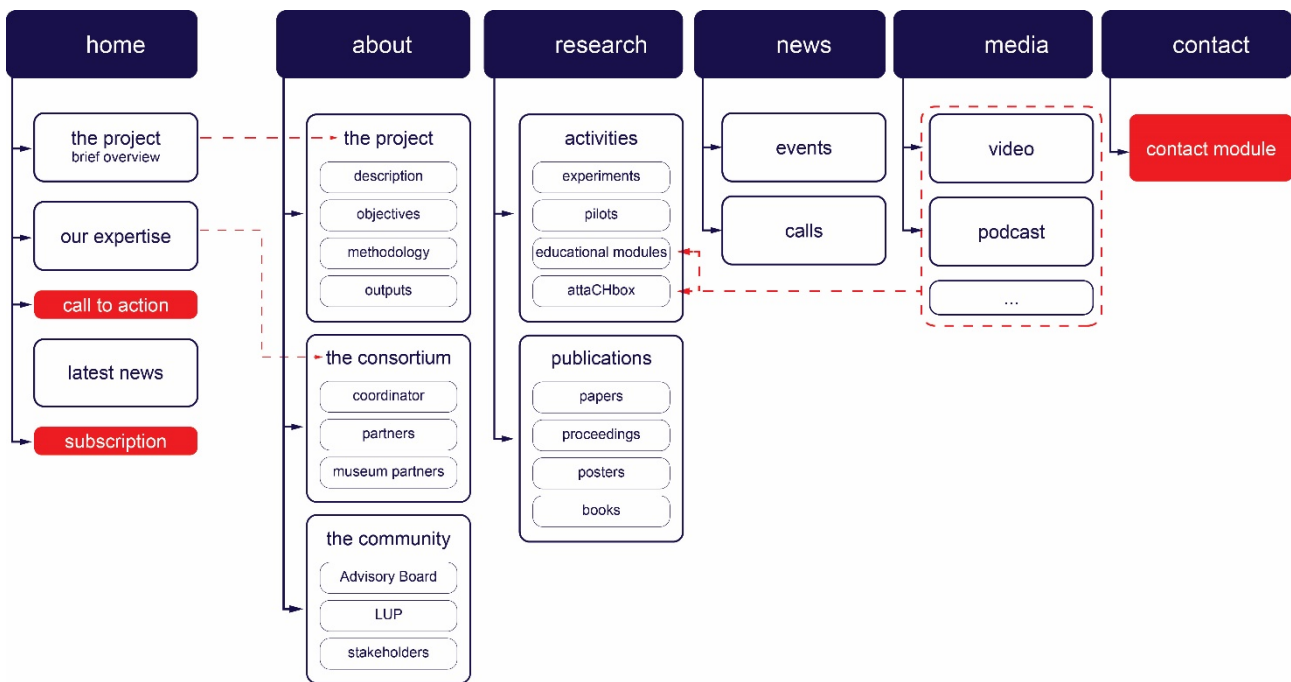


Figure 15 - Revised website flowchart

The site structure has been organized accordingly to the revised flowchart, starting with creation of the main pages such as:

- **Home** will be the landing page through which users could get an overview of the project, get to know the Consortium and reach out to it, discover the latest news and subscribe to the newsletter
- **About** secondary pages related to the project describing the objectives, methodology and results of the project, the Consortium and other figures and bodies involved
- **Research** information about the experiments and publications
- **News** newsletters, short posts other forms of content such as events and calls relevant to the project
- **Media** video and other material that will be made available
- **Contact** module to reach out to the consortium

Site testing will be an essential step in the implementation process, being carried out on multiple devices and browsers to check its responsiveness and compatibility. All functionality will undergo rigorous testing to ensure that end-users have a smooth and error-free experience. Page load times, image quality and content structure will also be adjusted to meet the highest performance standards.

The launch of the site on the main domain will finalize the deployment process. At this stage, all final configurations, such as the integration of security features and the configuration of automatic backups, will be carried out to ensure optimal operation and data protection. After go-live, ongoing technical support will be provided for maintenance, updates and possible enhancements so that the Meta-Museum site remains relevant and effective throughout the life of the project. This detailed and well-structured process ensures that the website will become a robust and reliable communication platform for the promotion of project activities and results.

6.1.1.2 Visuals

The website, as other platforms for communication was designed accordingly to the principles and elements elaborated through the visual identity creation.

Again, a bold blue top header was chosen to host the menu of the website, accompanied by the logo and the knotted line. Part of the website is still under definition, due to the need for dedicated code to achieve the look and feel agreed upon.



Figure 16 - Website homepage mockup (sx) and online (dx)

The footer will contain the Newsletter subscription module plus all information required circa the acknowledgment of EU funding, the indemnification, Grant Agreement ID and project call codes.

Via the «about» button, the user may visit the consortium presentation page, once again in need for dedicated code to achieve the dynamic appearance agreed upon. Nevertheless, the page managed to adhere to the proposed mockup design.

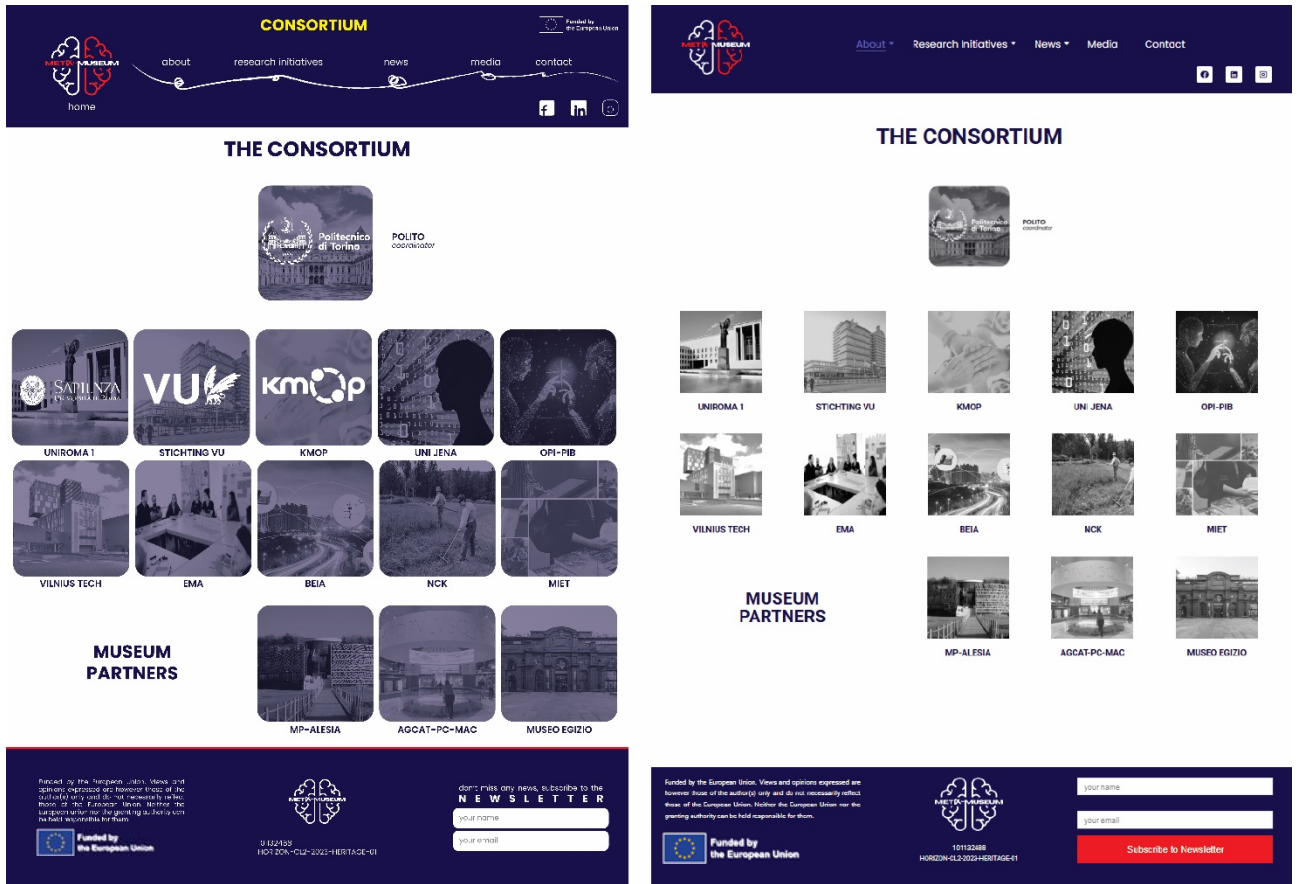


Figure 17 - Consortium presentation page mockup (sx) and online (dx)



Figure 18 - Partner description

By clicking on the desired Partner button, a short description of the institution and the involved research team will appear.

Other website tabs are currently being developed accordingly to the approved design proposal.

6.2 Use of #hashtags on social media platforms

In the saturated world of social media, the most effective way of tracking discussion and coverage on a particular topic is by using relevant keywords and hashtags “#” to track conversations related to the META-MUSEUM project. Therefore, Facebook (Meta-Museum Project), Instagram (meta_museum_project), and LinkedIn (META-MUSEUM Project) accounts have been created. With these accounts, the project can both communicate and disseminate work being carried out reaching a diverse audience spanning from professionals to the general public. As the project progresses and more video content is produced, TikTok and YouTube accounts may be created in later phases to reach other demographics.

To ensure effective online tracking of the META-MUSEUM project, we will consistently use the hashtags:

#METAMUSEUM, #EuropeanCommission,
 #HorizonEurope, #EuropeanCommissionEU
 #HorizonEU,

in all our communications. Further hashtags can also be used depending on the content in the post, e.g. #CulturalHeritage, #museums #EUProjects – any keyword that could trigger mass results when searched and improve discoverability. This unified branding strategy will strengthen the project's visibility and enhance its impact within the cultural heritage and European research communities.

A social networking services task management plan is developed for use by all partners to align communication of the project. The task management plan will be a living document that will continuously be updated with the most up-to-date key messages, hashtags, draft posts and more, to ensure that communication continues smoothly and remains relevant to the project timeline.

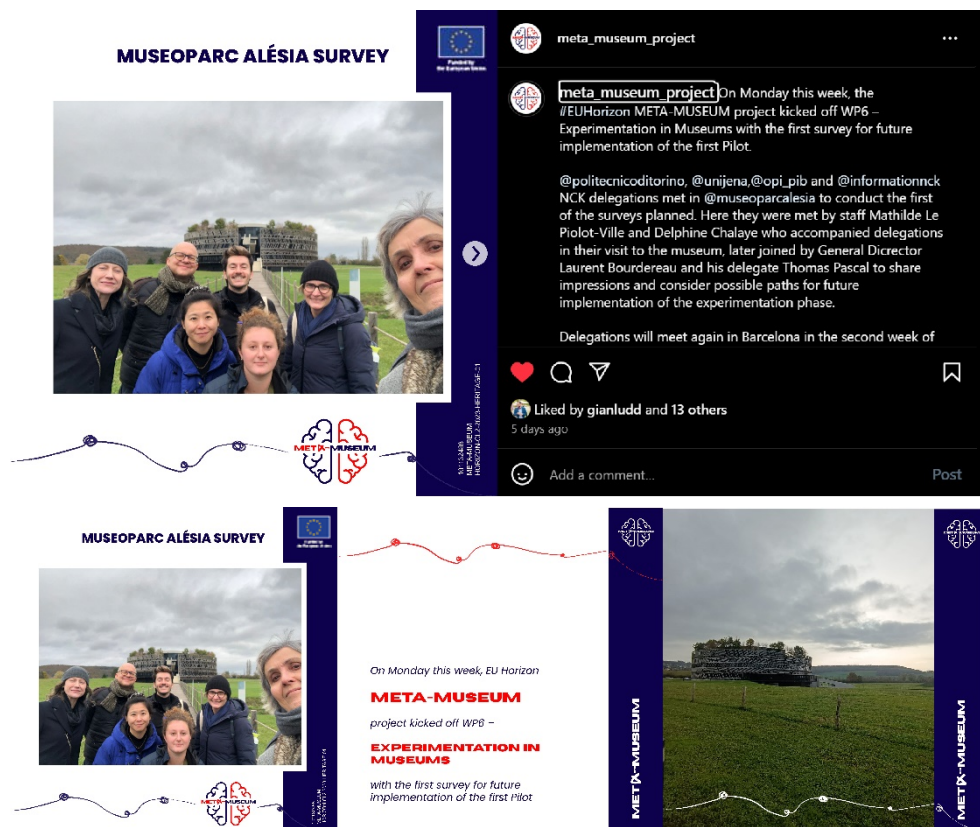


Figure 19 – for exemplification, content carousel use of hashtags, Instagram

6.3 Newsletter

In addition to social media platforms and the website, implementation of branding guidelines extends to the project newsletter. The unified imagery – as presented in the previous pages – will help reinforcing the project's visual identity and professional image when communicating activities and project advancement directly to the subscriber.

The newsletter will be distributed via MailChimp from info@meta-museum-project.eu project e-mail address and the newsletter visual design template will be adapted into the MailChimp template. The e-mail address will be monitored and managed by the WP9 leader, communication team manager and project coordinator.

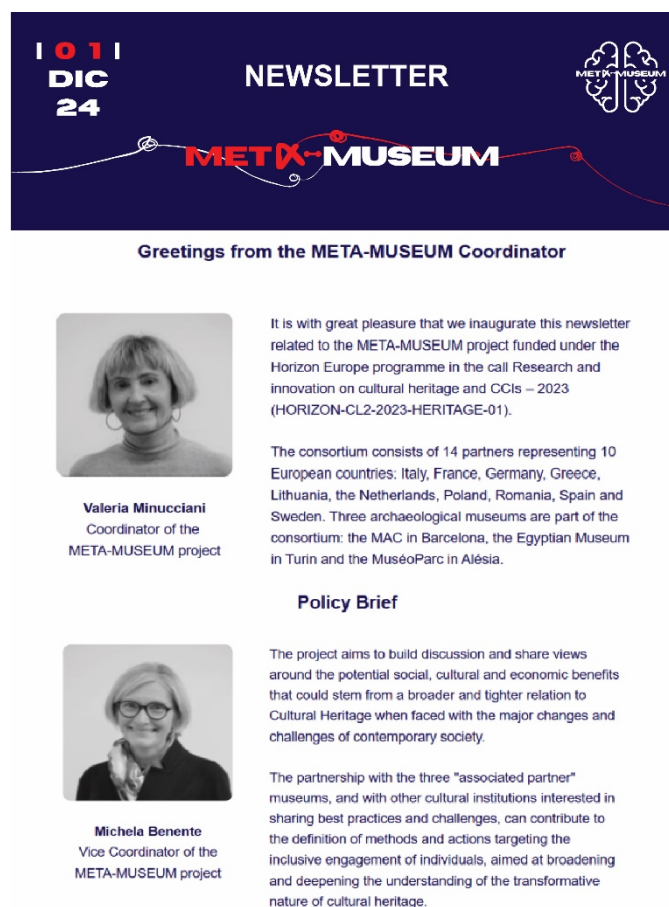


Figure 20 – extract from first META-MUSEUM newsletter

The first edition of the newsletter was edited ad hoc to provide special content related to the project introduction. This first issued included greetings from the coordinator and an introduction curated by vice coordinator; this first section was then followed by a brief project overview and a report from the first in-museum survey.



NEWS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



READ MORE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



DISCOVER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

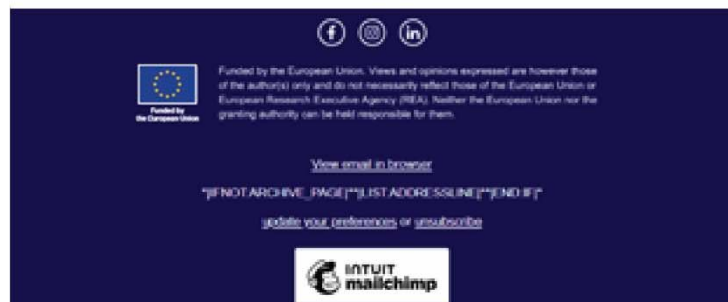


Figure 21 – future META-MUSEUM newsletter

Starting from the second issue, the newsletter will be sent out quarterly and it will contain bite-size information about ongoing activities and overall project progress redirecting to the website for lengthier content that will be addressed to the diverse audience and stakeholders. Each issue will contain pills regarding suggestions, curiosities and other short-form content ensuring a fun experience to the recipient.

7 References

- **EU funding emblem repository**
https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en
- **EU funding emblem guidelines**
https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf
- **EU Grants HE Social Media Guide.** Using social media in EU funded R&I projects, 1 October 2023
https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_en.pdf
- **W3C Recommendation.** 5 October 2023. *Web Content Accessibility Guidelines (WCAG) 2.2.*
<https://www.w3.org/TR/WCAG22/>
- **Understanding Conformance.**
<https://www.w3.org/WAI/WCAG22/Understanding/conformance#levels>