i-LEED

i-LEED
Advanced cattle feeding on pasture through innovative pasture management

- DELIVERABLE -

D6.1 Project logo and launch of the internet page

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

D6.1 Project logo and launch of the internet page

Abstract

This document is the accompanying report of the Deliverable 6.1 "Project logo and launch of the internet page". The report comprises information about the design of the i-LEED project logo and the project internet page which is accessible through the website http://www.i-leed.eu/. A brief description of the internet page requirements based on the analysis of the stakeholders needs, the principles and strategies for its development and its structure are summarised.

The deliverable does not only involve this documentation but also considers the development and maintenance of the website itself. A continuous evolution of the website is expected throughout the project lifetime.

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1 Introduction

Dissemination activities are determining factors to foster the deployment of the idea and the results of the i-LEED project. The project accompanying materials will be designed using the same graphical layout, including the project logo, in order to be recognizable by the public.

This deliverable provides a description of the role of the dissemination objects.

1.1 Background

One of the tasks is to demonstrate to different stakeholders the positive effects of the introduction of new methodologies which could accelerate their adoption in the pasture management gaining benefits in terms of quality, comfort and safety.

1.2 Scope of this Deliverable

In this report the material developed for the dissemination of the i-LEED project like the project logo and the internet page are described. Both the project logo and the internet page were designed and created for the purpose of the project in the context of the current Deliverable 6.1 "Project logo and launch of the internet page" in order to establish a recognisable project image in the public.

The idea is to develop a project identity that will then be implemented into all communications material produced by the consortium reflecting the ideas and principle concepts behind the project as well as labelling the systems which will be developed within the i-LEED project. The central elements and of the project identity is the project logo and the internet page of the project.

2   Logo of the i-LEED project

2.1   Design of the project logo

One of the first dissemination activities within the i-LEED project was the design of the project logo which is an integral part of the i-LEED project identity. Several proposals were reviewed and the final version selected on the project kick off meeting.

The design of the i-LEED project logo underlines the project general leitmotif to develop, optimise and introduce a robust wheeled robotic platform into the pasture management, able to move on the harsh terrain in order to provide inter alia the welfare of the grazing animals. This idea is represented through the contour of the robotic platform moving on the uneven terrain in the lower area of the logo and a superordinate contour of a cow. The contour of the robotic platform indicates the movement and dynamics. The project acronym, which is a combination of the first letters of the within the project involved organisations (Irstea, LfL, Ege, Effidence, DSP) is positioned between the robotic platform and cow contour as a central element underlining the role of the consortium. The first letter in acronym is intentionally chosen and hyphenated in order to underline the innovative idea, integration of information technologies (IT) in the agricultural production and internationality of the consortium. The decision on the project logo and the colour scheme was made by the project coordinator. Furthermore, a monochromatic version of the project logo are created in order to provide the possibility to use the logo also in cases when there are restrictions imposed by the texture and colour of the material on which the logo needs to be applied.

The i-LEED logo in full colour is presented in Figure 1 and the colours used in the logo are listed in Table 1.

Figure 1 i-LEED logo

Table 1   Colour palette of the i-LEED logo

	Colour name	Full colour printing	RGB colour map	Hexadecimal representation
	Black	C: 0% M: 0% Y: 0% K: 100%	R: 0 G: 0 B: 0	#000000
	Dark navy blue	C: 100% M: 100% Y: 3% K: 0%	R: 0 B: 102 G: 0	#000066
	Green	C: 81% M: 0% Y: 100% K: 0%	R: 0 G: 255 B: 0	#00FF00
	Grey (20%Black)	C: 0% M: 0% Y: 0% K: 20%	R: 204 G: 204 B: 204	#CCCCCC

2.2   Versions of the project logo

The logo in full colour is the standard version and should be used in the majority of cases when there are no restrictions imposed by the texture and colour of the material on which the visual needs to be applied. The CMYK version is optimised for use on full colour print-ed materials and the RGB version for use on electronic materials, such as websites and electronic documents.

The singe colour (black/white or reversed) version of the logo should be used on printed materials that are produced using a single colour, including black and white. The recom-mendation is to use this version by applying through serigraphy and engraving procedures or/and on restrictive surfaces whenever the application of the full colour version will result with a suboptimal representation. The reversed version should only be used in cases when the logo is displayed against a solid background colour. The black/white and reversed ver-sion of the project logos are presented in figure 2 and figure 3.
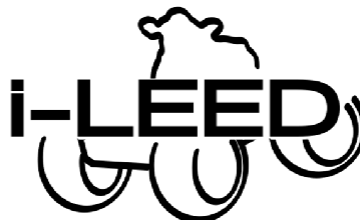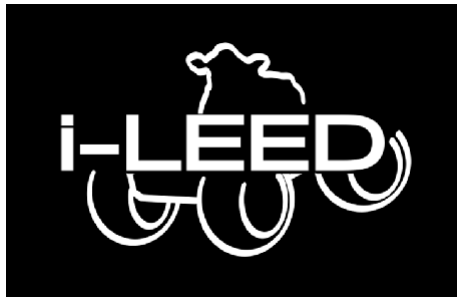
Figure 2 Black/white version of the i-LEED logo

Figure 3 Reversed version of the i-LEED logo

2.3   Correct use of the i-LEED logo

The purpose of this chapter is to describe and give instructions on the correct use of the project logo. It is important for the overall dissemination of the i-LEED projects to display the logo correctly and consistently on all communications (including printed and electronic materials).

The logo should be placed on all project related materials documents and presentations introduced to the public. This includes promotion material, as well as public announcements, event invitations, presentations or agendas.

The logo should always be obtained from approved sources such as the project website: www.i-LEED.eu/.

Measures that do not fulfil these requirements are considered as ineligible!

2.3.1   Background

The recommendation is to use the colour version, whenever possible, preferably on white background. However, if the full coloured logo needs to be placed on coloured background, sufficient contrast between the background and the logo colours is required, in order to provide clear and unaltered representation of the logo.

2.3.2   Size

In case the logo needs to be exposed together with other logos (international, national, regional etc.) if possible, it shall be at least as big as the other logos.

To display the i-LEED logo a minimum size of 25 mm across (for print use) and 150px across (for on screen use) the full width is recommended as shown in figure 4. Thus, unclear or illegible displaying of the logo which can be caused by displaying at smaller sizes can be avoided.

Figure 4 Minimum size of the i-LEED logo

The ICT-AGRI ERA NET and Framework 7 logo must be displayed on all external communication materials produced by the project. If necessary the logos should be accompanied by the following text:

This project is funded within the frame of the 2nd call of the ICT-AGRI, which is a cross-thematic ERA-NET scheme of the 7th Framework Programme for Research and Technical Development.

2.4   Wrong use of the i-LEED logo

The i-LEED logo is a specifically shaped artwork and shall not be modified.

Please **do not**:

- enlarge, rotate, skew or crop the i-LEED logo;
- separate or substitute any part of the logo;
- use any different typography;
- add artwork, typography or other elements to the logo; or
- use any colours other than the indicated in chapter 3.1 of this deliverable.

The logo shall not be placed on coloured backgrounds with insufficient contrast to the logo colour, or on a background overloaded with details.

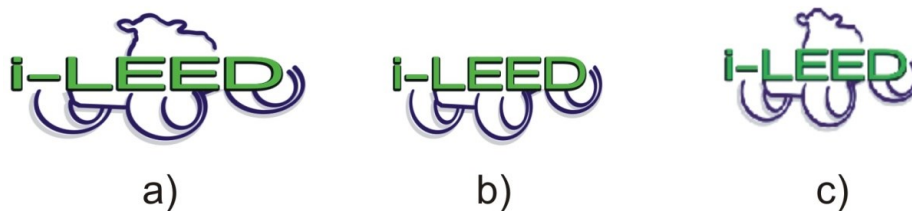Some examples of the wrong use of the i-LEED logo are presented in figure 5:

Figure 5 Wrong use of the i-LEED logo: a) stretched logo; b) part of the logo cropped c) enlarged logo

2.5   Unauthorized uses

For unauthorised parties/persons the use of the i-LEED logo to create merchandise (clothing, advertisement and PR products, etc.) is prohibited. The user is hereby only granted a limited license to use the names "i-LEED Project" and "i-LEED" to identify, advertise, and pro-mote the i-LEED Project.

3 Internet page of the i-LEED project

The internet page of the i-LEED project can be considered as one of the most significant dissemination tools, since the direct access is provided for the wide public through internet. The main intention is to provide an overview about the project idea, goals, results, latest developments and the important activities within the project. Hence, the internet page of the project was developed in the early project phase.

Furthermore, additional scope is to provide the contact details of the organisations and people working on the project to the stakeholders, in order to promote communication and possible collaborations with organisations, companies and persons not involved in the project consortium.

External users can reach the project website through the http://www.i-leed.eu or http://www.lfl.bayern.de/ilt/i-leed/en/index.php. The official address of the project is http://www.i-leed.eu/ redirect the visitor to the project web page hosted within the LfL internet offer. This solution was chosen in order to allow easy maintenance and updating. The updating of the webpage content and the upload of the official documents like deliverables will be carried out by the LfL IT administrator.

The possibility to communicate via the website between partners is not planed, because the project partners chose the Share Point platform for collaborative work and sharing of information and documents. Furthermore, common communication tools such as e-mail, VoIP etc. will complement the online communication platform which features will be adapted considering the needs of the i-LEED project.

3.1 Structure and Features

The structure of the website was developed by LfL after discussing the content and features with the project partners. The website layout is divided into 3 main columns: the left for a sub menu, the middle for content and the right one for linkage to the consortium partners. In the upper left corner of the page the link to the contact details of the project Coordinator as well as the link to the legal notice about the page are provided.

The present structure of the website which has been reviewed and accepted by all consortium partners is presented in figure 6.
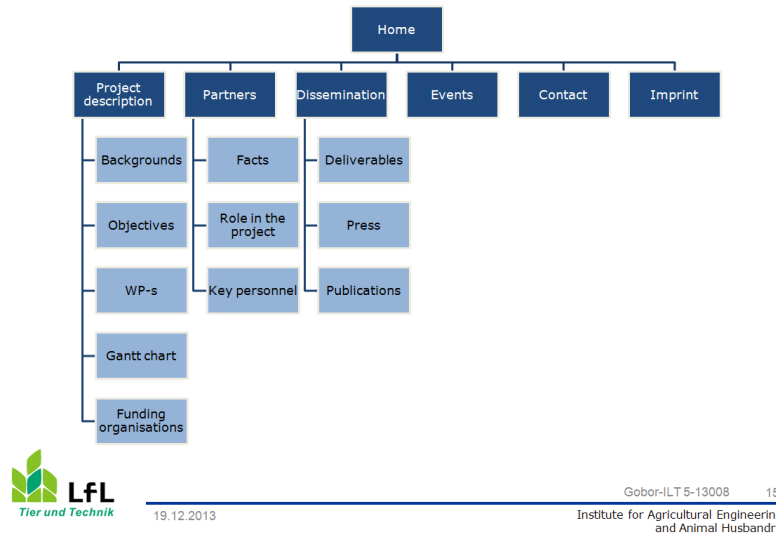
Figure 6 Structure of the i-LEED internet page (status: March 2014)

Figure 7 Overview of the i-LEED website: Home (top-left); Partners (bottom-left); Project description (middle); Dissemination (top-right); Events (bottom-right))

3.1.1   Home

The home or index page of the website serves as the main entry point to the site and gives the basic information to public stakeholders about the project funding and overall goals of the ICT-AGRI. Furthermore, links to the databases in which information about the project are available are provided. The logos of the ICT-AGRI and 7th Framework Programme for Research and Technical Development are evident and can be used as links to the corresponding websites.

As well as on the entire webpage, at the left side of the home page, the following submenus are included:

- i-LEED Project
- Project description
- Partners
- Dissemination
- Events

It is intended to include the latest news considering the project to the home page following chronological order starting with the most recent one.

3.1.2   Project description

Indicates the backgrounds, objectives, work packages, timetable how the basic goals of the project will be reached and the official start of the project. Furthermore, the funding organisations of the project are listed.

3.1.3   Partners

On this page the i-LEED Consortium is presented. This area shows the basics facts about each partner organisation of the consortium, gives a short overview of their role and tasks and a list of key personnel involved in the project.

3.1.4   Dissemination

On this page download of all public deliverables of the project work packages (WP) will be provided.

Also, the page contains information about press reports considering the project and the list of publications originated within the frame of the i-LEED project. The visitors will be able to view the citation details of the paper and the abstract of the publication.

3.1.5   Events

On this page the project related events will be summarised containing information about the project results relevant to public stakeholders.

3.2   Implementation and Accessibility

The technical basis for the i-LEED website and the above mentioned features is built based on the web content management system imperia 9, which allows separating the con-tent elements of the website from its design and structure.

The underlying idea regarding the implementation was to develop a webpage page which provides the relevant information about the project already in the first phase of the project. The Website will be continuously extended with additional features, step by step, as required.

Since end of January 2014 the website is fully accessible.

4 Conclusions

Well planed activities in the field of public relations are important part for disseminating the information considering idea, status and results of the i-LEED project. The first step included a design of a project logo which will be common to all accompanying materials, in order to be recognizable by the public.

Development of an informative webpage in the early phase of the project was also important. The goal was to provide the most important information and related activities and events within the project to the wide public, as well as to allow download of the public deliverables to the stakeholders.

The logo and the internet page of the project should support the branding of the i-LEED identity and enhance the public interest to the activities and results of the project. Thus, we believe will also increase the impact the specified target groups.