# D7.2 Project visual identity and website

**Acronym:** ATHENA

**Title:** Implementing gender equality plans to unlock research potential of RPOs and RFOs in europe

**Grant Agreement n°** 101006416

# Version history

| Version | Date | Comments / Changes | Author/ Reviewer |
|---------|------|--------------------|--------------------|
| 0.1 | 23/07/2021 | 1st draft version sent to Steering Committee for comments | Carolina Bettencourt Gisela Nascimento |
| 1.0 | 27/07/2021 | 2nd draft version with SC comments | Steering Committee |

# Document Information

| | |
|---|---|
| **Project Acronym** | ATHENA |
| **Project Title** | Implementing gender equality plans to unlock research potential of RPOs and RFOs in Europe |
| **Project Number** | 101006416 |
| **Instrument** | CSA - Coordination and support action |
| **Topic** | SwafS-09-2018-2019-2020 - Supporting research organisations to implement gender equality plans |
| **Project Start Date** | 01/02/2021 |
| **Project Duration** | 48 months |
| **Work Package** | WP7 Dissemination and communication |
| **Task** | Task 7.2 Project visual identity and promotional materials and Task 7.3 Project website, social media and newsletter |
| **Deliverable** | D7.2 Project visual identity and website |
| **Due Date** | 30/06/2021 |
| **Submission Date** | 28/07/2021 |
| **Dissemination Level[1]** | PU |
| **Deliverable Responsible** | Regional Fund for Science and Technology (FRCT) |
| **Version** | 1.0 |
| **Status** | Final |
| **Author (s)** | Carolina Bettencourt, Gisela Nascimento, Luz Paramio |
| **Reviewers** | Steering Committee |

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[1] PU= Public, CO=Confidential, only for members of the Consortium (including the Commission Services), CL=Classified, as referred in Commission Decision 2001/844/EC

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# Acronyms and Abbreviations

| WP | Work package |
|---|---|
| D | Deliverable |
| CSA | Coordination and support action |
| RFO | Research Funding Organisation |
| RPO | Research Performing Organisation |
| GEP | Gender Equality Plan |
| PU | Public |

# 1. Introduction

This report summarizes the elements of the visual identity of the ATHENA project and the structure of the website and it is divided into three main categories: Introduction, Project Visual Identity and Website.

The objective of the project visual identity is to ensure a coherent and harmonized recognition of the project. In this way, the following material has been produced during the first phase of the ATHENA project. The goals of the dissemination materials are to create awareness about the project and its specific area of work, promote the project results to the different defined target groups and to address the widest possible audience.

The website will be an important communication channel to promote the project and its objectives and update interested parties on progress, results and outcomes.

# 2. Project visual identity

The project visual identity includes the layout of promotional material such as logo, flyers, brochures, posters, roll-up, banner, power point presentation, word template and newsletter, etc. All promotional materials will be published in English and translated by the partners in their respective languages (Bulgarian, Croatian, Czech, Italian, Polish, Portuguese, Romanian, Slovenian, Slovak and Spanish).

## 2.1 Logotype

The logotype will be used during the whole life of the project in all communication and dissemination materials.



*Figure 1- ATHENA logotype (colour version)*

www.athenaequality.eu

### 2.1.1 Concept

For the development of the logotype, a contest in the ATHENA universities was launched among students and professors that were asked to provide insights and/or examples of the project logo. The overall objective of the logo contest was to engage and create awareness to the students of the gender issues in science and its constraints in research careers.

The logo chosen to identify the ATHENA project reflects some of the aspects linked to the concept of equality between women and men, a fundamental value of the European Union and vital to its economic and social development. It is represented in this case by various elements related to the thematic, such as a woman silhouette, gender symbols for male and female and research environment. All these elements have been arranged in a dynamic set that conveys the project concept.

### 2.1.2 Guidelines for graphic identity

According to the guidelines of the ATHENA logo competition, the chosen logo proposal is aligned with the project thematic. The image has aesthetic quality and is stimulating, motivating and effective in communicating the phenomenon or concept of gender equality.

### 2.1.3 Construction and proportions



*Figure 2- ATHENA logotype (construction and proportions)*

## 2.1.4 Chromatic composition



*Figure 3- ATHENA logotype (chromatic composition)*

## 2.1.5 Not allowed uses



Do not deform.          Do not change the colour.          Do not alter the proportions.

*Figure 4- ATHENA logotype (not allowed uses examples)*

# 2.1.6 Examples of logo application



*Figure 5 - ATHENA logotype (examples of logo application)*

www.athenaequality.eu

## 2.1.7 ATHENA Typography

**TT NORMS PRO**

Thin *Italic* SMALL
ExtraLight *Italic* SMALL
Light *Italic* SMALL
Regular *Italic* SMALL
Medium *Italic* SMALL
**Bold** *Italic* SMALL
**ExtraBold** *Italic* **SMALL**
**Black** *Italic* **SMALL**
**ExtraBlack** *Italic* **SMALL**

A B C D E
F G H I J
K L M N O
P Q R S T
U V W X Y

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetuer elit, sed diam nonummy nibh euismod tincidunt.

Arial

Regular
*Italic*
**Bold**
***BoldItalic***

Aa
0123

**rgb** 94·79·156
**html** 5E4F9C

⬜ **PANTONE**
2096 C

**rgb** 145·133·190
**html** 9185BE

⬜ **PANTONE**
7446 C

**rgb** 163·174·223
**html** A3AEDF

⬜ **PANTONE**
2113 C

**rgb** 49·29·76
**html** 311D4C

⬜ **PANTONE**
2695 CP

**rgb** 0·0·0
**html** 000000

⬜ **PANTONE**
Black 6 C
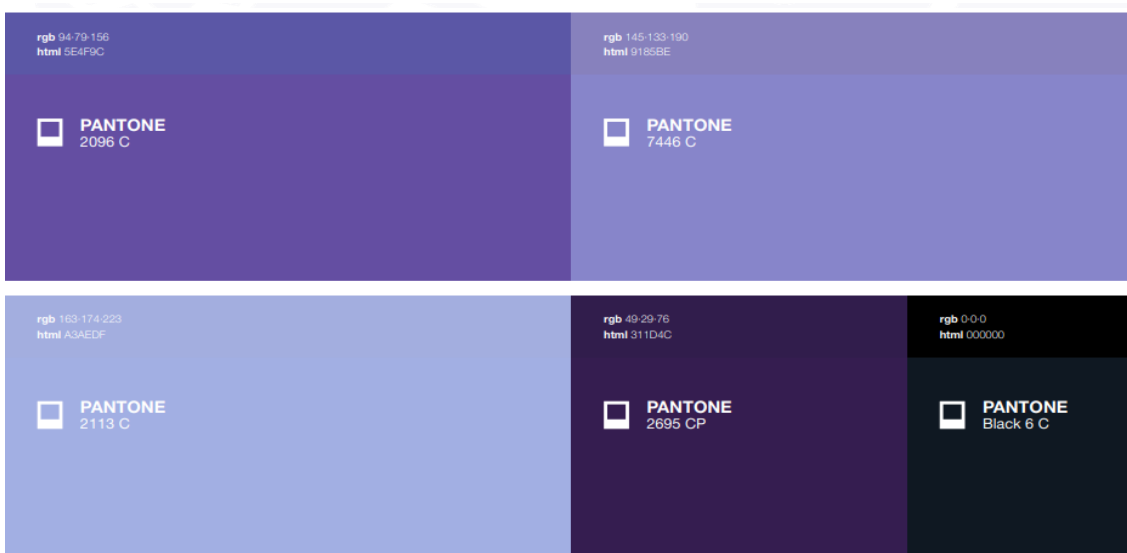
*Figure 6- ATHENA Typography*

## 2.2 ATHENA documents templates

### 2.2.1 Word document



*Figure 7- ATHENA Word document template*

### 2.2.2 PowerPoint presentation

Figure 8- ATHENA Powerpoint template

### 2.2.3 Flyer



*Figure 9- ATHENA flyer templates*

## 2.2.4 Brochure

*Figure 10- ATHENA brochure templates*

www.athenaequality.eu

## 2.2.5 Poster



*Figure 11- ATHENA poster templates*

## 2.2.6 Roll-up



*Figure 12- ATHENA roll-up templates*

www.athenaequality.eu

## 2.2.7 Newsletter

Figure 13- ATHENA newsletter templates

# 3. Website

The dedicated ATHENA project website – www.athenaequality.eu plays multiple roles:

— An important communication channel providing information on the development and implementation of GEPs in research organizations;
— A communication resource to provide standard project information covering objectives, partners, work packages, progress and results;
— A repository to update information about the gender equality audit carried out under WP2 on provisions regulations and laws gender equality existing in partner countries;
— A group of links to other EU-funded projects focusing on gender equality issues and to the social media pages of the project;
— A resource to integrate the ATHENA e-Platform for Action developed under WP6.

The public project website is visually attractive and informative to facilitate continuous project partner communication. New visual media and dynamic outreach products are and will be used on the website.

## 3.1 Key features

Key features of the website include:

**Home**
— Images & synthetic phrase of the Athena Project; Grant Agreement number and funding; links to social media pages of the project, including also news; newsletters and events

— Section to subscribe the Athena newsletters.

**About Athena**
— Mini-description of the Athena Project and representative images; main objective (Implementation of GEPs in research organizations) and project factsheet
— Work Packages (WP1-WP7 with description available)
— Advisory Board (photos and description)
— Partners (logos and description)
— Other Collaborations and sister projects

**Progress & Results**
— Gender Equality Plans
— Webinars & Workshops

www.athenaequality.eu

— Main Deliverables
— Publications
— ATHENA Dissemination Materials
— ATHENA Calendar

**ATHENA e-Platform for Action**
To be developed by WP6 Sustainability strategy to ensure replication of GEPs and project results

**News & Events**
— News
— Newsletters
— Events

**Contact**
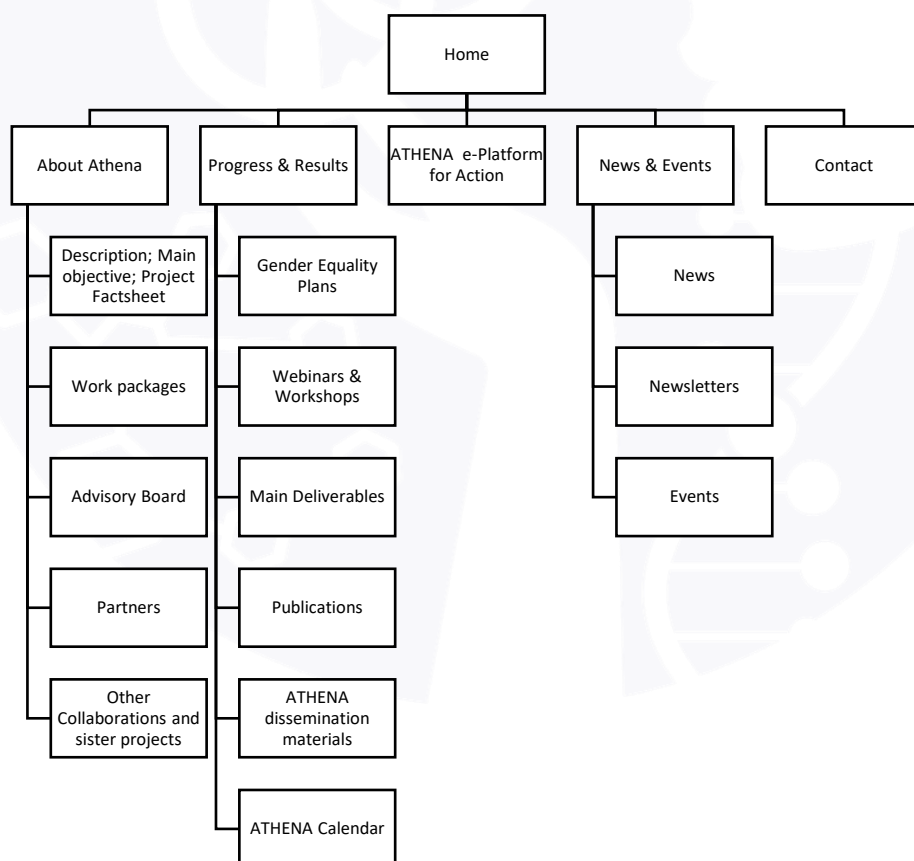(Address, telephone and e-mail)

## 3.2 Content tree



*Figure 14- Website content tree*

# 3.3 List of web images captures

## 4.3.1 Front / Landing page (Home)



*Figure 15- Front / Landing page (Home)*

www.athenaequality.eu

## 4.3.2 About ATHENA



*Figure 16- About ATHENA*

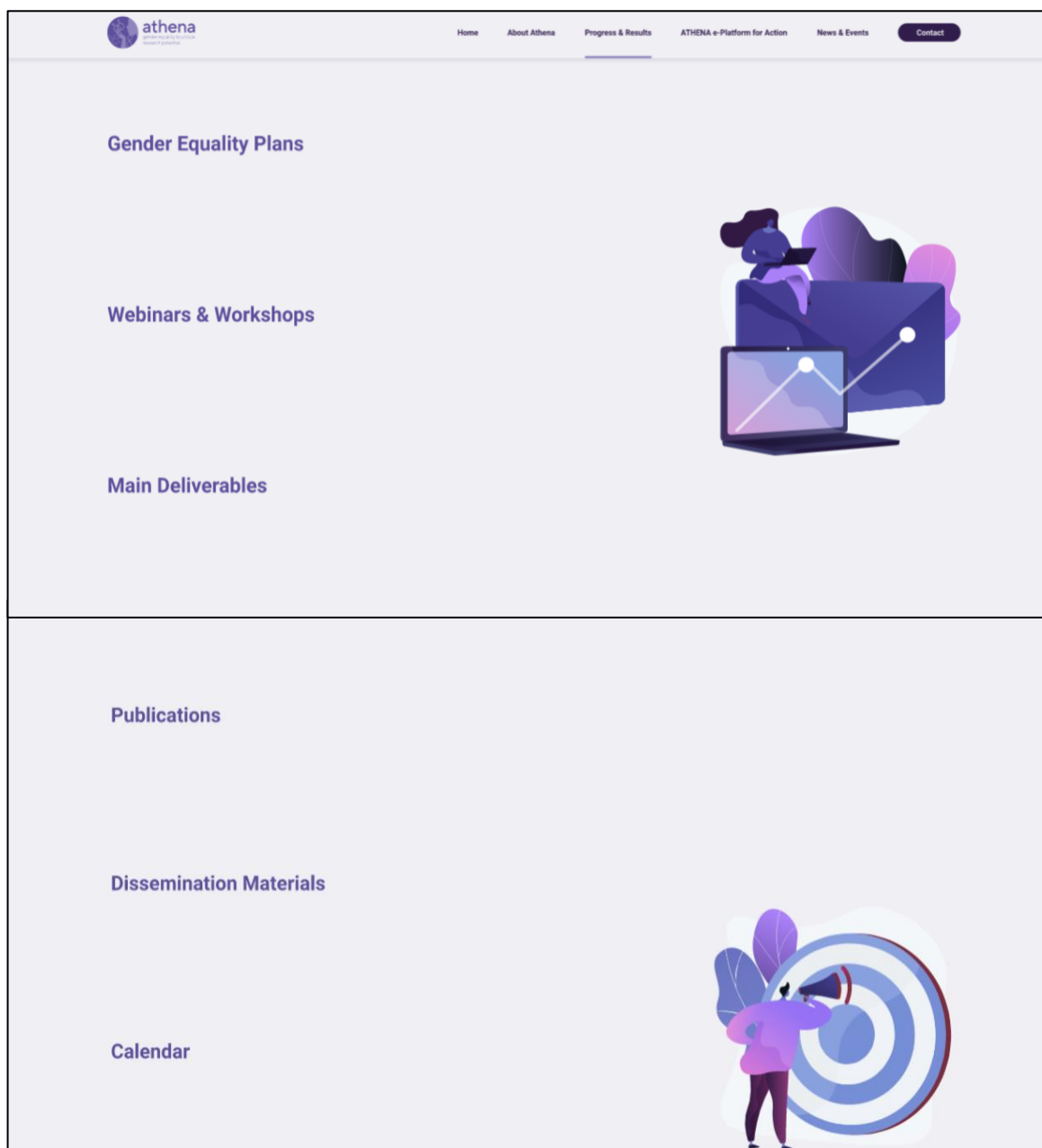### 4.3.3 Progress & Results



*Figure 17- Progress & Results*

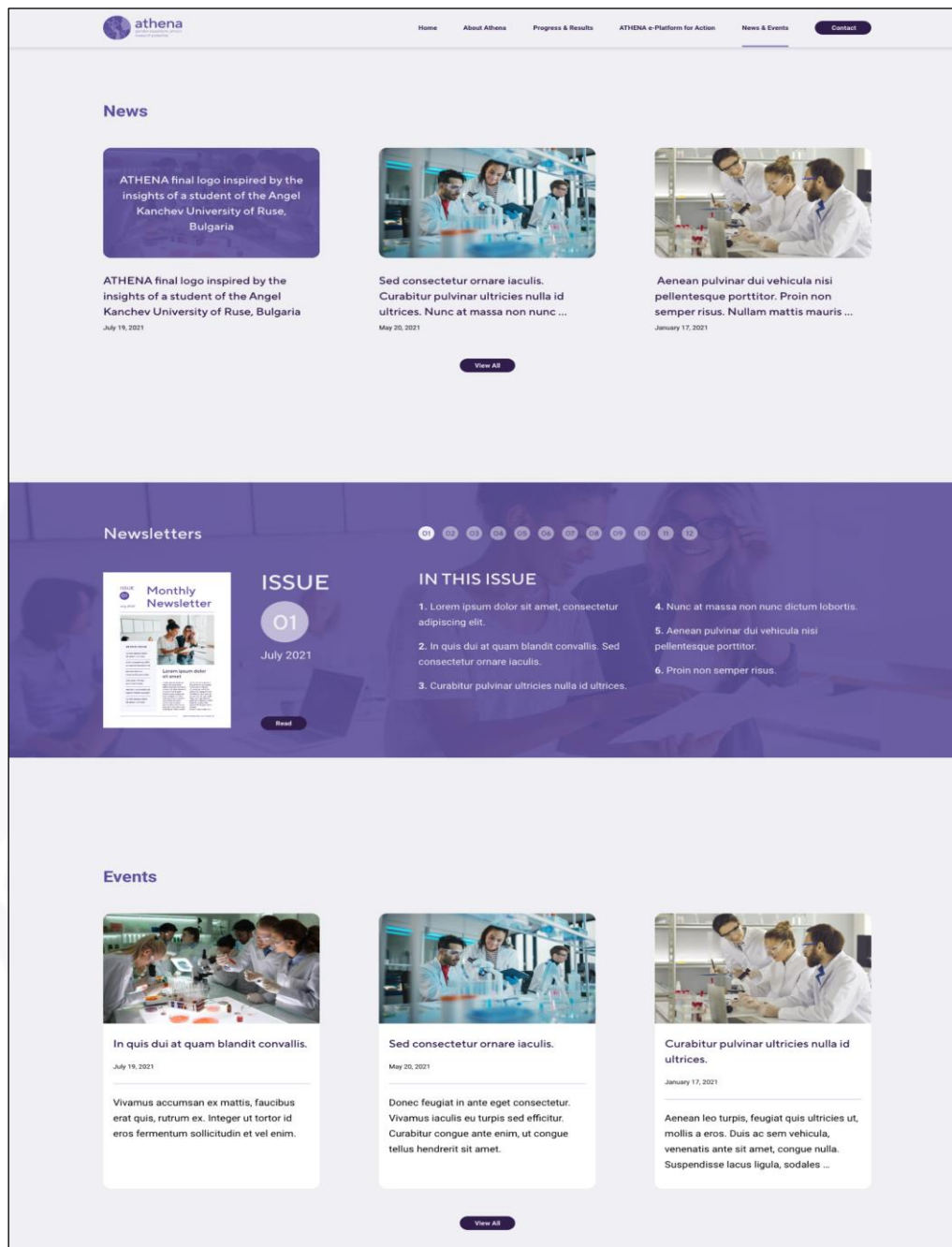www.athenaequality.eu

## 4.3.5 News & Events



*Figure 18- News & Events*

# 3.4 Technical specifications

The website of the Athena project (www.athenaequality.eu ) is developed with a content manager, or better known as CMS. Wordpress was chosen for this development due to its ease of management and use, as well for the huge community that supports it.

Is was designed using responsive design so it can adapt properly to any device (mobile, tablet or desktop). It's compatible with the recent versions of the most used browsers available.

# 3.5 Development timeline

**- July 22, 2021 -** Delivery and validation of designs: Front/Landing (Home), About ATHENA, Progress & Results, ATHENA e-Platform for Action, News & Events

**- August, 2021 -** Development of the ATHENA website: Front/Landing (Home), About ATHENA, Progress & Results, ATHENA e-Platform for Action, News & Events