



# athena

gender equality to unlock  
research potential

## 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



CONSULTA EUROPA  
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Jožef Stefan Institute, Ljubljana, Slovenia



Uniwersytet  
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w Kielcach



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VIRTUTE ET SAPIENTIA



ULPGC  
Universidad de  
Las Palmas de  
Gran Canaria

ENR  
COMPAGNIE NATIONALE DU RHÔNE



INSTITUTE FOR  
RESEARCH IN SOCIAL  
COMMUNICATION SAS



UNIVERSITY OF RUSE  
"ANGEL KANCHEV"



Gobierno de Canarias  
Consejería de Economía,  
Conocimiento y Empleo  
Agencia Canaria de Investigación,  
Innovación y Sociedad  
de la Información



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FRCT  
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 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

<b>Project Acronym</b>	ATHENA
<b>Project Title</b>	Implementing gender equality plans to unlock research potential of RPOs and RFOs in Europe
<b>Project Number</b>	101006416
<b>Instrument</b>	CSA - Coordination and support action
<b>Topic</b>	SwafS-09-2018-2019-2020 - Supporting research organisations to implement gender equality plans
<b>Project Start Date</b>	01/02/2021
<b>Project Duration</b>	48 months
<b>Work Package</b>	WP7 Dissemination and communication
<b>Task</b>	Task 7.2 Project visual identity and promotional materials and Task 7.3 Project website, social media and newsletter
<b>Deliverable</b>	D7.2 Project visual identity and website
<b>Due Date</b>	30/06/2021
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<b>Author (s)</b>	Carolina Bettencourt, Gisela Nascimento, Luz Paramio
<b>Reviewers</b>	Steering Committee

<sup>1</sup> 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

<b>WP</b>	Work package
<b>D</b>	Deliverable
<b>CSA</b>	Coordination and support action
<b>RFO</b>	Research Funding Organisation
<b>RPO</b>	Research Performing Organisation
<b>GEP</b>	Gender Equality Plan
<b>PU</b>	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.



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*Figure 1- ATHENA logotype (colour version)*

### 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

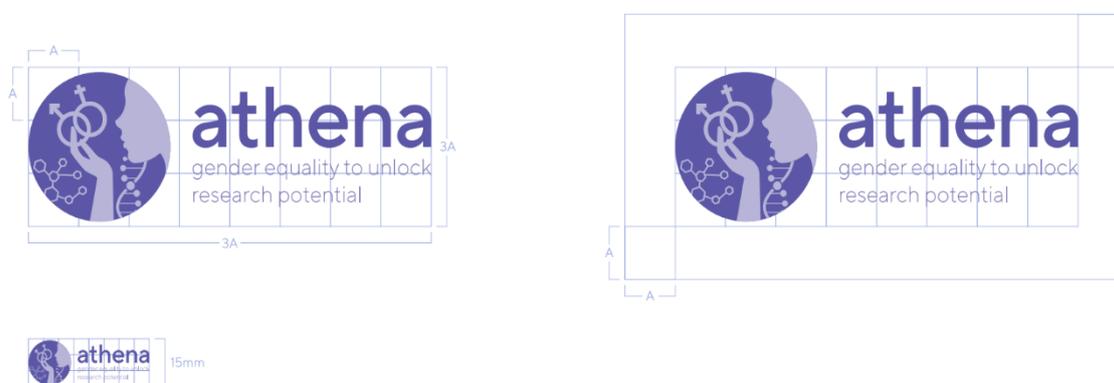


Figure 2- ATHENA logotype (construction and proportions)



## 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)



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## 2.1.6 Examples of logo application



Figure 5 - ATHENA logotype (examples of logo application)



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## 2.1.7 ATHENA Typography

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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**  
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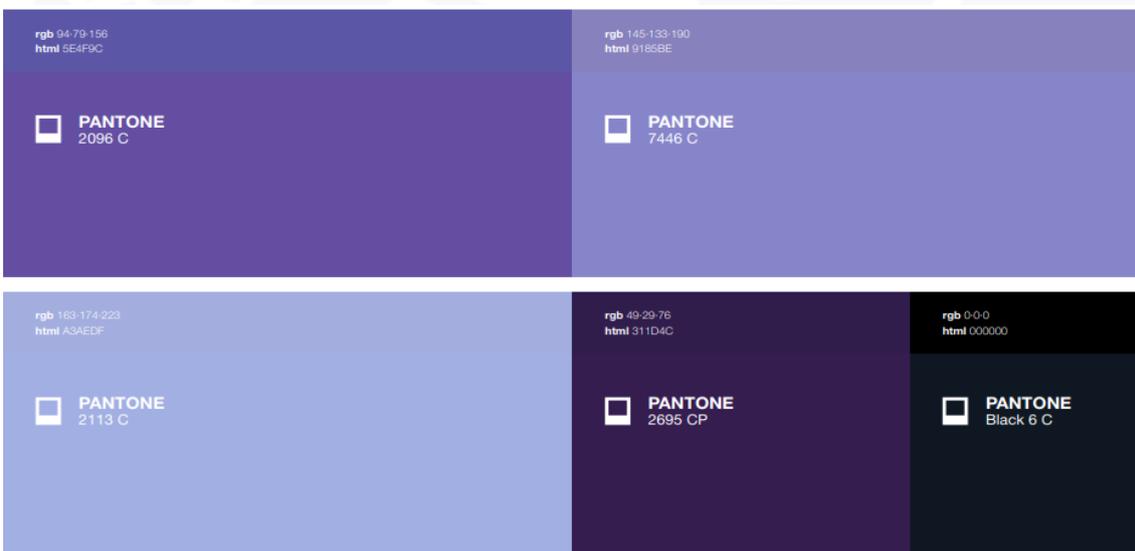


Figure 6- ATHENA Typography

## 2.2 ATHENA documents templates

### 2.2.1 Word document



Figure 7- ATHENA Word document template

### 2.2.2 PowerPoint presentation



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The figure displays three slides from the Athena Equality EU Project template. The top slide is a title slide with the Athena logo, a placeholder title 'Title Example replace it', a subtitle 'A SUBTITLE CAN BE ADDED', a photograph of a woman and a man in a lab, the website 'athenaequality.eu', and a European Union funding logo. The middle slide is a content slide with a vertical 'Short Title' label on the left, a 'Bigger Title or description...' header, placeholder text, and logos for Athena and the EU. The bottom slide is a thank-you slide with a vertical 'Short Title' label on the left, the text 'Thank you for your attention!', and a grid of partner logos including Consulta Europa, ULPGC, Institute for Research in Social Communication SAS, Gobierno de Canarias, and others.

Figure 8- ATHENA Powerpoint template



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## 2.2.3 Flyer

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**athenaequality.eu**

Logos: CONSULTA EUROPA, Jozef Stefan Institute, Ljubljana, Slovenia, UK, Uniwersytet Zielon Krolakowski w Krakowie, UNIVERSITATEA DIN BUCURESTI, ULPGC, Universidad de Las Palmas de Gran Canaria, ENR, COMMISSION NATIONALE DE RECHERCHE, INSTITUTE FOR RESEARCH IN SOCIAL COMMUNICATION SAS, UNIVERSITY OF REISE "ANGEL KANCHEV", Gobierno de Canarias, GOVERNO DOS AÇORES, FRCT.

Logo: European Union. Text: This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006416

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Logos: CONSULTA EUROPA, Jozef Stefan Institute, Ljubljana, Slovenia, UK, Uniwersytet Zielon Krolakowski w Krakowie, UNIVERSITATEA DIN BUCURESTI, ULPGC, Universidad de Las Palmas de Gran Canaria, ENR, COMMISSION NATIONALE DE RECHERCHE, INSTITUTE FOR RESEARCH IN SOCIAL COMMUNICATION SAS, UNIVERSITY OF REISE "ANGEL KANCHEV", Gobierno de Canarias, GOVERNO DOS AÇORES, FRCT.

Logo: European Union. Text: This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006416

Figure 9- ATHENA flyer templates



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## 2.2.4 Brochure

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**athenaequality.eu**



+351 000 000 000

yourmail@domain.com

yourmail@domain.com




## GENDER EQUALITY TO UNLOCK RESEARCH POTENTIAL

**athenaequality.eu**



#GENDEREQUALITY2021

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**athenaequality.eu**

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Figure 10- ATHENA brochure templates

## 2.2.5 Poster



Figure 11- ATHENA poster templates



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## 2.2.6 Roll-up

**athena**

**GENDER  
EQUALITY  
TO UNLOCK  
RESEARCH  
POTENTIAL**

CONSULTA EUROPA UNIVERSITATEA DIN BUCURESTI UNIVERSITATEA DE LAS PALMAS DE GRAN CANARIA UNIVERSITY OF BUSE 'ANGEL KANEVSKI' GOBIERNO DE CANARIAS GOVERNO DCC AGORES FRCT

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athenaequality.eu

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**GENDER  
EQUALITY  
TO UNLOCK  
RESEARCH  
POTENTIAL**

CONSULTA EUROPA UNIVERSITATEA DIN BUCURESTI UNIVERSITATEA DE LAS PALMAS DE GRAN CANARIA UNIVERSITY OF BUSE 'ANGEL KANEVSKI' GOBIERNO DE CANARIAS GOVERNO DCC AGORES FRCT

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101056416.

athenaequality.eu

Figure 12- ATHENA roll-up templates



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## 2.2.7 Newsletter

ISSUE  
**01**  
July 2021

# Monthly Newsletter

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**IN THIS ISSUE**

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NEWSLETTER ISSUE 01 | PAGE 1/4



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NEWSLETTER ISSUE 01 | PAGE 4/4

Figure 13- ATHENA newsletter templates

## 3. Website

The dedicated ATHENA project website – [www.athenaequality.eu](http://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

- 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**

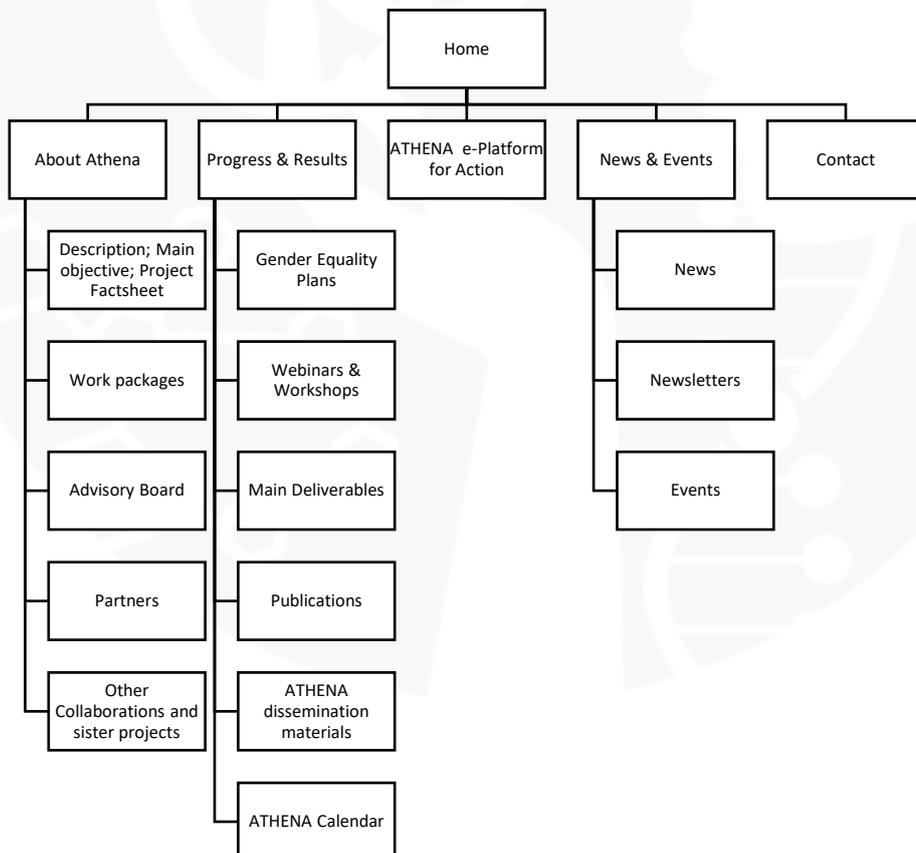


Figure 14- Website content tree



## 3.3 List of web images captures

### 4.3.1 Front / Landing page (Home)



Figure 15- Front / Landing page (Home)



### 4.3.2 About ATHENA

**athena**  
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Home About ATHENA Progress & Results ATHENA a Platform for Action News & Events Contact

**ONE OF THE MAIN OBJECTIVES OF EUROPE'S SOCIETIES IS THE ELIMINATION OF ALL TYPES OF DISCRIMINATION ASSOCIATED WITH GENDER.**

Despite a high number of highly skilled female graduates, there is still very few of them embracing a research career. With almost 60% of women graduates in EU, only one third of the EU's researchers are women. In this context, ATHENA project aims at removing barriers to the recruitment, retention and career progression of female researchers; address gender imbalances in decision making processes and generate a cultural change needed to avoid future gender bias and discriminatory practices through the implementation of Gender Equality Plans (GEPs) in 6 Research Performing and 2 Research Funding organisations. These targeted organisations belong to Central Eastern EU countries and EU outermost regions that show some of the lowest Gender Equality indexes in the EU.

Thanks to the implementation of the GEPs, ATHENA will contribute to unlocking the research potential of these organisations thus improving the overall performance of the European Research Area and helping to close the innovation divide by avoiding the waste of talent and inefficient use of skilled women from weaker regions of the EU. To ensure systemic institutional change, ATHENA will first conduct an assessment of procedures and practices already in place in partner RPOs and RFOs, together with an analysis of the national legislation and policy frameworks. In parallel, it will put in place a participatory process aimed, on one side, to understand the needs and the preferences of the stakeholders and, on the other side, to train them with regard to selected topics related to gender. Based on these two approaches GEPs will be drafted, implemented and monitored in each partner organisation.

Multi-abstract

**Implementation of GEPs in research organisations**

Figure 16- About ATHENA

### 4.3.3 Progress & Results

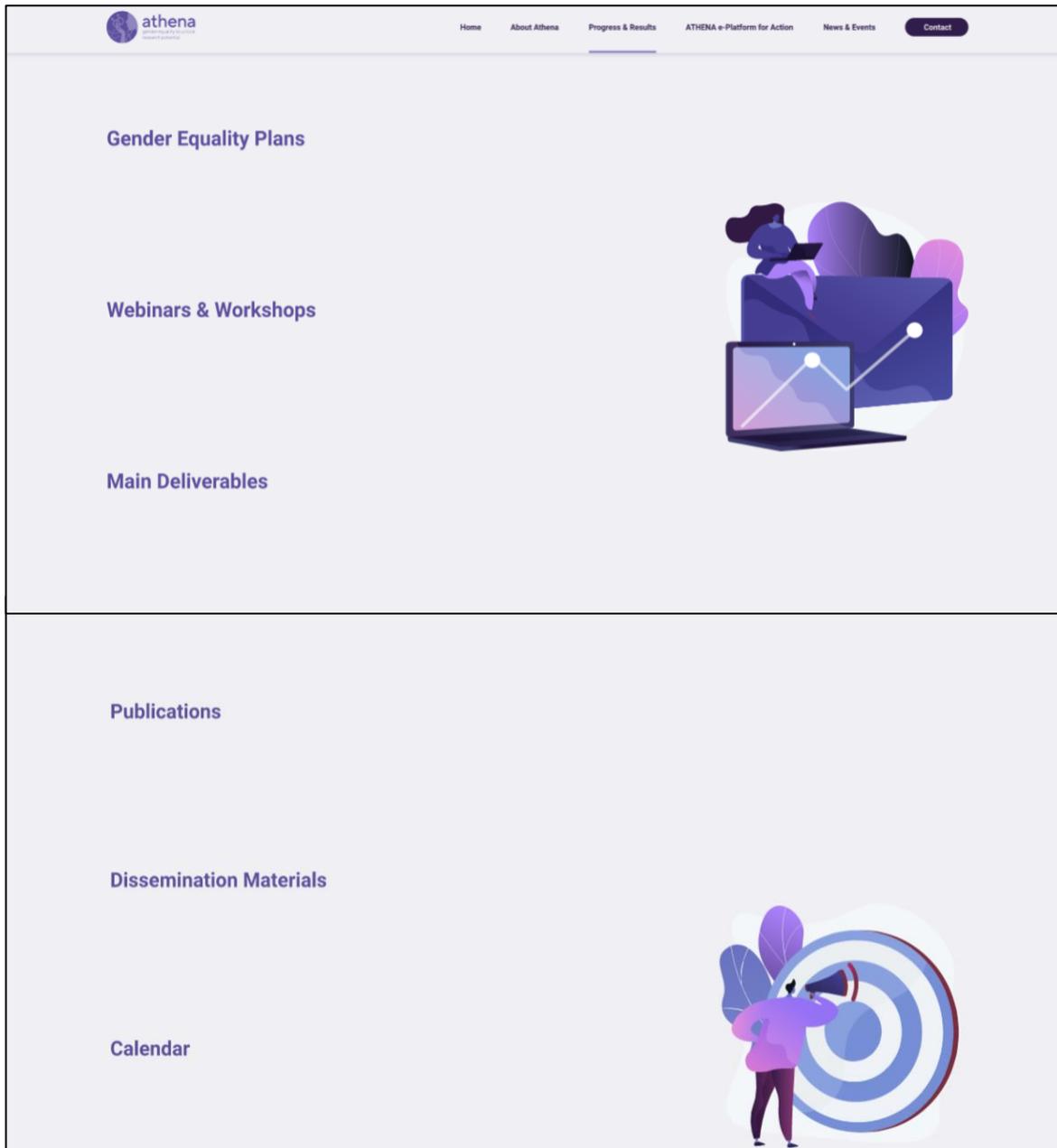


Figure 17- Progress & Results



## 4.3.5 News & Events

The screenshot displays the Athena website's News & Events page. At the top, there is a navigation bar with links for Home, About Athena, Progress & Results, ATHENA e-Platform for Action, News & Events, and Contact. The main content is divided into three sections: News, Newsletters, and Events.

**News Section:** This section features three news items. The first item is titled "ATHENA final logo inspired by the insights of a student of the Angel Kanchev University of Ruse, Bulgaria" and is dated July 19, 2021. The second item is titled "Sed consectetur ornare iaculis. Curabitur pulvinar ultricies nulla id ultrices. Nunc at massa non nunc ..." and is dated May 20, 2021. The third item is titled "Aenean pulvinar dui vehicula nisi pellentesque porttitor. Proin non semper risus. Nullam mattis mauris ..." and is dated January 17, 2021. A "View All" button is located below these items.

**Newsletters Section:** This section features a featured issue titled "Monthly Newsletter" for July 2021, labeled as "ISSUE 01". To the right of the featured issue is a list of "IN THIS ISSUE" items, numbered 1 through 6, each with a short paragraph of placeholder text. A "Read" button is located below the featured issue.

**Events Section:** This section features three event items. The first item is titled "In quis dui at quam blandit convallis." and is dated July 19, 2021. The second item is titled "Sed consectetur ornare iaculis." and is dated May 20, 2021. The third item is titled "Curabitur pulvinar ultricies nulla id ultrices." and is dated January 17, 2021. A "View All" button is located below these items.

Figure 18- News & Events

## 3.4 Technical specifications

The website of the Athena project ([www.athenaequality.eu](http://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.

It 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