OLEUM: Advanced solutions for assuring authenticity and quality of olive oil on a global scale

DELIVERABLE 7.2

Title: Project identity and website
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LEAD BENEFICIARY
European Food Information Council (EUFIC)
Nina McGrath - Food Safety Projects Manager
Sofia Kuhn – Head of Communications

OTHER BENEFICIARIES
All OLEUM partners

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<td>Restricted to other programme participants (Including the Commission Services)</td>
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1. Executive Summary
This deliverable D7.3 refers to task 7.2 (Development of the project identity and website (M1-4)). It summarises the development of the project’s corporate identity and graphic charter, including the logo and communication templates. These will ensure a common graphic/visual line to be easily recognised among external stakeholders.

It also explains the development of the website. The public facing website will be a portal for information about the project. The extranet is a private area to enhance communication and sharing between project partners.

2. OLEUM project identity & logo
The OLEUM project logo (Figure 1) was developed based on themes of the project:

- Olive oil is key (rather than the olive itself)
- The importance/value of high quality products
- Protection/guarantee against fraud
- Consumer perception and trust in olive oil products, reputation
- Europe & the Mediterranean

Figure 1. Final OLEUM project logo

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This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 635690.
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Upon briefing an external agency, four logo options were prepared (Figures 2, 3 and 4 show the proposals that were not selected). Following an iterative process with several rounds of feedback with the coordinator, Figure 1 was selected as the most representative of the project concept. The project logo was finalised on 8th November 2016.

The bottle in the centre of the image symbolises the high-quality olive oil which is at centre of the project. The shield represents protection and guardianship of the quality and authenticity of the olive oil, which reflects the main objective of the OLEUM project (Advanced solutions for assuring authenticity and quality of olive oil at a global scale). The symmetrical shape of logo was chosen to evoke the feelings of stability and trust. The blue colour of the shield was chosen to represent the colour of the traditional tasting glass used during sensory analysis of olive oil.

In discussion with the coordinator, a tagline for the project was developed for greater impact: Better solutions to protect olive oil quality and authenticity.

Based on the developed logo, a full graphic charter for the project was developed (see annex 1).

3. Templates

The graphic charter and logo were the point of reference for designing the communication templates (Word and PowerPoint – see Figure 5). The templates aim to achieve a consistent project identity within the consortium as well as awareness and recognition among external stakeholders. The project logo, EU flag graphic and funding disclaimer (contract number) is displayed on all templates.

All project partners are encouraged to use the templates in all communication about the project.
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Figure 5. Screenshot of developed templates (PowerPoint slides, Word document)

A graphic for including the project logo in an email signature has also been created for use when appropriate. It can be hyperlinked to direct email contacts to the project’s website (Figure 6).

Figure 6. Example application of the OLEUM logo in email signature
4. External website

The external website is accessible to everyone. It is the main information resource of the project (describing project objectives, research areas, outcomes and partners and so on).

OLEUM public website has been registered at: www.oleumproject.eu.

A website was developed to be aligned with the OLEUM identity with a fresh, professional clean look (Figure 7). The website went live on the 9th February 2017 and contained information about the OLEUM project (including aims, expected outcomes, partners, social media links & live feed, a news section and contact information). The iterative process to develop the content of the website (feedback on texts, design and images) together with the coordinator and dedicated OLEUM communications working group took longer than anticipated. In discussion with the coordinator, it was agreed to delay the launch of the website until the content was approved by all partners involved in the Communication Working Group.

Additional pages/links have been developed in anticipation of future OLEUM activities and outcomes (including project dissemination materials, scientific publications, summary of project results, OLEUM Network, OLEUM Databank.) These pages/links will be published as and when the materials/deliverables are finalised throughout the duration of the project. Additional content will be developed and the website will be updated regularly throughout the duration of the project with the help of all partners.

The website will be hosted for the duration of the project, plus three years after completion of the project. It will coordinated by EUFIC.
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Figure 7. Screenshot of OLEUM website homepage

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5. Internal platform

Basecamp was selected as the internal platform (restricted area), designed and used to share project documents (e.g. working papers, deliverable reports, calendar of events) and results amongst project partners. The Multi-Stakeholder Advisory Board and European Commission officers will also be given access to the extranet.

Basecamp is a project management software. It is a functional and user-friendly tool that allows internal communication among the whole project, groups within (e.g. at WP level), or even between individuals. The calendar (schedule) is being used to track internal and external events relevant for OLEUM. It is also a repository of documents. It is possible to reply and add attachments straight from email without the need to log-in to simplify sharing of documents between partners.

Figure 8. Screenshot of the OLEUM internal platform

Annex 1: OLEUM graphic charter

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