## D5.5 – Website and project logo

Version 1.2

## Document Information

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| Author | Mireia Cos (BSC) |
| Contributors | |
| Reviewers | Cristina  Durán (FrontWave), Oscar Calderón (ICL) |

# Change Log

| Version | Description of Change |
|---------|----------------------|
| V1.0 | Initial draft for internal review |
| V1.1 | Revision |
| V1.2 | Review Meeting suggestions implemented and additional formal review |

# Table of contents

# 1. Executive Summary

This report summarises two communication actions that have been carried out these first months of the QUSTom project lifetime. On the one hand, it shows the logo of the project in all forms and formats needed and, on the other hand, it presents the first version of the website with the description of its style and all its structure including the menu tabs, pages, etc. In addition, the link and pictures of the website can be also found in this report.

This deliverable is necessary to achieve all project objectives and milestones successfully, although is strictly linked to milestone 2.

# 2. QUSTom logo

The main image of the project is the design of the logo in horizontal and vertical formats:



***Figure 1.** QUSTom horizontal logo.*



***Figure 2.** QUSTom vertical logo.*

The logo is based on two main colours (Figure 3) and the image next to the project's name symbolises a breast with small white balls that indicate the tumour cells. This image fully defines what the project is about and it shows the idea of deepening the study and diagnosis of breast cancer. In addition, it also includes the project's name using the Avenir Next font.

***Figure 3.*** *QUSTom corporate colours.*

The QUSTom logo will be included in all documentation related to the project and should be ideally used in colour. There are also versions in white and black to be applied with coloured backgrounds, if needed. All versions of the logo can be downloaded from the Branding Material section of the website.



***Figure 4.*** *Black versions of the QUSTom logo.*



***Figure 5.*** *White versions of the QUSTom logo.*

# 3. QUSTom website

The QUSTom website (https://www.qustom-project.eu/) plays a central role in the project's dissemination and communication strategy. It currently has all the information about the project, its objectives, workplan and partners, so all users can access and see what the project is about. In addition, the website also has other important sections such as publications, public deliverables, news and events, among others, which will be updated as information becomes available to be uploaded.

Regarding the style of the website, it completely follows the font and colours defined by the logo so all communications materials can have a meaning together.

## 3.1 Web menu

Figure 6 shows the menu of the website with all the tabs and sub-tabs.



***Figure 6.*** *QUSTom website menu.*

### 3.1.1 Home page

In Figure 7 we can see a picture of the final home page with all the information it will contain in the future. Currently the home page includes a description of the project and the most important information about objectives, workplan and partners. There are three sections that are not yet available in the home page: the results, since the communication team will include them during the project lifetime, as well as the news and events carrousel since there is currently only one news item and no events have been yet uploaded. This both last sections will be available soon.
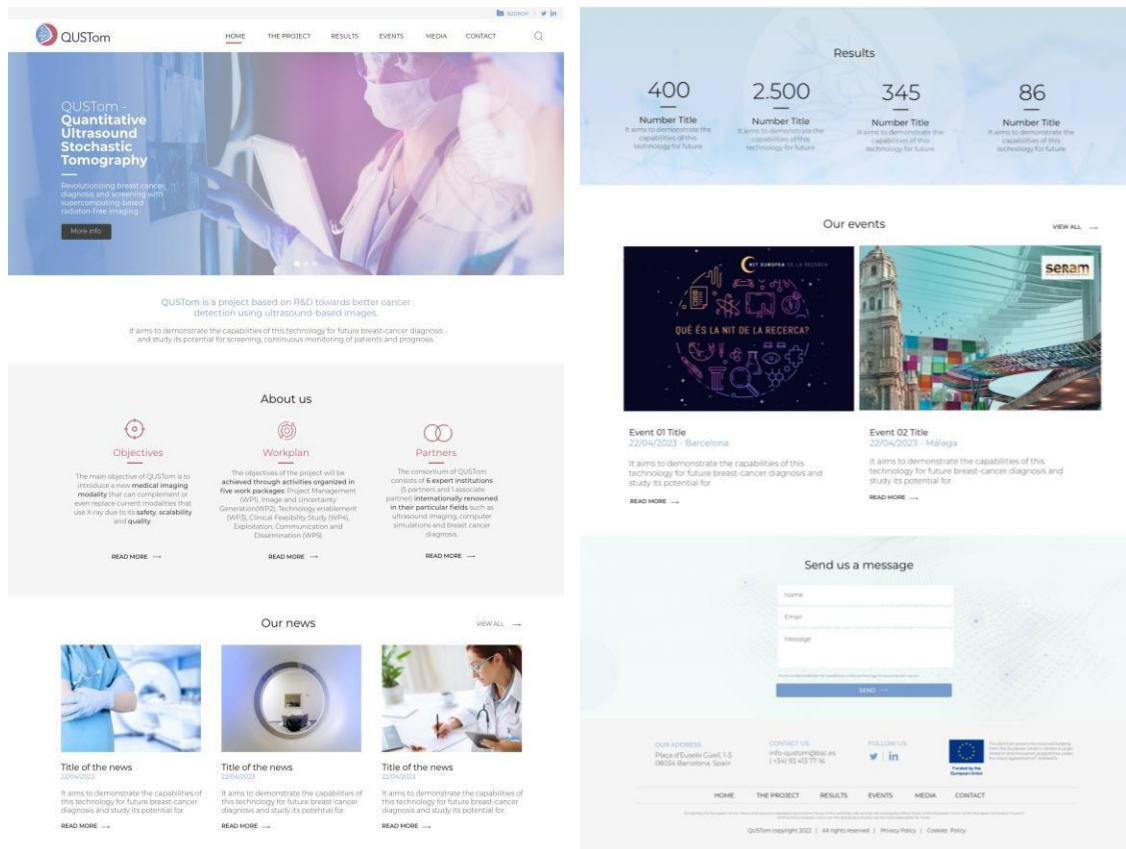
***Figure 7.*** *QUSTom future home page.*

Finally, at the end of the page there is a contact form and, in the footer we can find all the contact information (address, e-mail and telephone number) as well as the social media icons, the acknowledgement sentence of the project next to the EU logo and at the very end the mandatory sentence we must include in all our communication materials according to the European Commission. In addition, we will soon include a sentence acknowledging UKRI, since it is funding for the contribution from the associate partner of the project, Imperial College London.

### 3.1.2 The Project

The Project tab includes three pages: objectives, workplan and partners.

- Objectives: this page includes a description of the project as well as the main objectives and a picture of the QUSTom team.

- Workplan: this page summarises all the work packages of the project and it includes an infographic to show how the project is structured.

- Partners: this page shows the 6 partners of the project with its logos and the link to their respective websites.

### 3.1.3 Results

The Results tab will contain information about the project outcomes. First of all, there will be a Success stories page with all the most important achievements of the project in a news item format. Moreover, the Publications page will also be included under results to show all the published papers of the project in Open Access. And finally, there will be a page to add all the public deliverables of the project.

### 3.1.4 Events

The Events page have also a presence in the main menu of the website and will soon include all the events organised by the project and also those in which the partners will participate, such as conferences, workshops or seminars.

### 3.1.5 Media

Under the Media tab there will be three individual pages:

- News: all the general and technical news of the project will be uploaded in this section. Currently there is only the QUSTom press release but the plan is to have a piece of news every month.

- In press: this page will include all the press impacts of the project during its lifetime with the link of the media. Currently there are only the press impacts of the first press release.

- Branding Material: in this page users can download the QUSTom logo and soon they will be able to find the poster and brochure of the project.

### 3.1.6 Contact

Finally, the last tab of the QUSTom website menu is the Contact tab that it takes users directly to the home page contact form.

## 4. Conclusions

This document has presented two of the most communication tools we have developed in this two month of the project's lifetime: the logo and the website.

On the one hand, the logo will be the main image of all the communication materials that will be developed in the future and, on the other hand, the website

will play a very important role since it will be the main communication channel of the project. For all these reasons, it is crucial that we keep updating the website so users can find new information about the project, its progress and results.