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**The European Centre of Excellence for Engineering
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D7.1

Website, Corporate Design and Templates



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List of abbreviations

CoE	Centre of Excellence
ETP4HPC	European Technology Platform for High Performance Computing
GDPR	General Data Protection Regulation
HLRS	High-Performance Computing Center Stuttgart
HPC	High-Performance Computing
PRACE	Partnership for Advanced Computing in Europe
SEO	Search engine optimization
SMEs	Small and medium-sized enterprises

Executive Summary

This document is the first deliverable of work package 7: Awareness, Impact Creation and Outreach of the EU-funded Centre of Excellence EXCELLERAT. As opposed to the deliverable D7.2: Initial Dissemination and Collaboration Plan, it is considered a stand-alone document that will not be updated.

This work package is concerned with the effective communication of the exploitable results of the project, and support establishing EXCELLERAT as a principal contact for mainly European industrial and academic players in the field of engineering with potential use of High Performance Computing (HPC).

This first deliverable D7.1: Website, Corporate Design and Templates will explain the ideas behind the corporate identity and design of EXCELLERAT as well as the implementation of the project website. For these activities this document describes the general objectives, the current implementation, tools and the future development.

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1 Introduction

The CoE for Engineering Applications EXCELLERAT aims to boost HPC for engineering to exascale and thus enable the engineering industry to use highly scalable codes leading to increased competitiveness. In order to help establish EXCELLERAT as a principal hub for industrial and academic players in the field of engineering with potential use of HPC, the website and other communication materials of the project shall raise awareness about the services and expertise of EXCELLERAT among its stakeholders.

In this document, the development and purpose of the of the EXCELLERAT brand identity and its implementation in relevant communication and documentation material is described. Also, the setup and purpose of the website as focal point of information is explained in this deliverable. Finally, the deliverable gives an outlook to future development.

2 Corporate Identity

The EXCELLERAT CoE aims to implement an ambitious communication strategy. In order to ensure that all communication measures can be clearly traced back to EXCELLERAT, creating a corporate identity is the first step for integrated communication. The EXCELLERAT corporate identity pursues the following targets:

- Allow recognition
- Create awareness
- Transmission of values
- Help project partners identify with the EXCELLERAT brand

The corporate identity includes visual elements such as logo (see chapter 2.2) and colour (see chapter 2.3), as well as values and the materials in which the corporate design will be implemented.

2.1 Brand development

The main goal of EXCELLERAT is to maximizing the scalability of important codes for high-tech engineering to ever larger computing architectures and supporting the technology transfer that will broaden their use within the industrial environment. When thinking about values, attributes, and ambitions that should be connected to the EXCELLERAT brand, the following keywords were identified:

- Scalability
- Exascale
- Rationality
- Straightforwardness
- Speed
- Progress

These thoughts have been implemented in all further aspects of the graphic development of the EXCELLERAT brand, such as the colour scheme and the logo.

2.2 Logo Development

The EXCELLERAT logo consists of the word mark 'EXCELLERAT' and a figurative mark, which consists of fourteen squares. Both can be used together or separately.



Figure 1: Earlier attempt on Logo

Earlier attempts of the logo have proven the figurative mark to be hardly visible on light backgrounds. Also, the wordmark felt disconnected from the figurative mark. Therefore, it was decided that the logo would use more expressive colours to stand out from the background and make both design elements connect.



Figure 2: Logo Final version

The EXCELLERAT word mark is the acronym of its extended claim: ‘The European Centre of Excellence for Engineering Applications’. The font style used for the logo is called ‘Quantico Bold’.

The figurative mark offers multiple interpretation opportunities. With the squares’ corner points narrowing down towards the vanishing point, fast acceleration can be abstracted. With the impression of three-dimensionality, the visual mark can appear like a skyline of skyscrapers from a bird's-eye view. Both possibilities support the projects’ values stated above.

2.3 Colour Scheme

The main colours in the EXCELLERAT colour scheme consist of a blend of dark blue tinted with green which can be described as petrol blue. To soften these two rather bold colours, a light blue tone has been included in the main colour palette.

To avoid high contrast between the three main colours and other design materials, the background of the website has been set to a more conservative greyish tone. All font colours are in black.

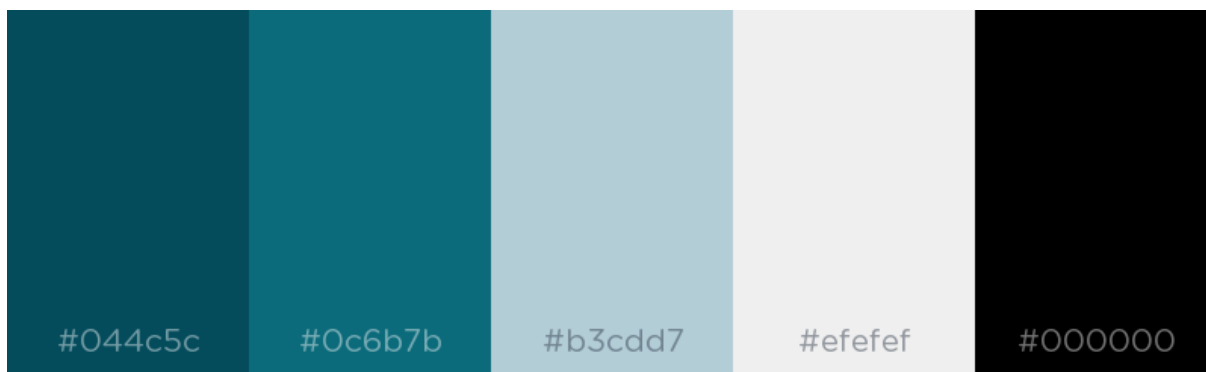


Figure 3: Colour pattern used for EXCELLERAT dissemination materials

Colours trigger emotional connections. The chosen colour palette therefore contains symbolic and psychological meaning. With blue and green appearing as mixed colours, both have to be taken into consideration: while blue is the colour of trust and responsibility, green represents balance, harmony and growth.

The mixed colour petrol blue is often used as wall colour in a home environment for its calming, profound, and down-to-earth appearance. As a too excessive use of the darker colour might appear overwhelming, these shades are only used sporadically in the logo and smaller design elements and not throughout extended areas.

As the goal of the EXCELLERAT CoE is to provide industrial and academic users with services to upscale their applications, the foundation of these future collaborations is trust. Therefore, to use the colour petrol blue and blue in the EXCELLERAT design elements seemed to be a good fit for the transmission of the project's values.

2.4 Templates

As stated above, an important aspect of the EXCELLERAT corporate design is the identification of the project partners with the brand. This is best achieved by providing them with consistent material to use when representing the brand externally.

Within WP7, one task was to develop templates for Deliverables and Presentations (see Figure 4 and Figure 5). As the logo is already very expressive, the remaining design elements for these documents were decided to be rather clean and straightforward. Both templates use the logo and rectangles of different width including the three shades of blue. While in the presentation template the three-coloured bar can be found in the footer section of all slides, it is placed in the header section of the cover page of the deliverable template.

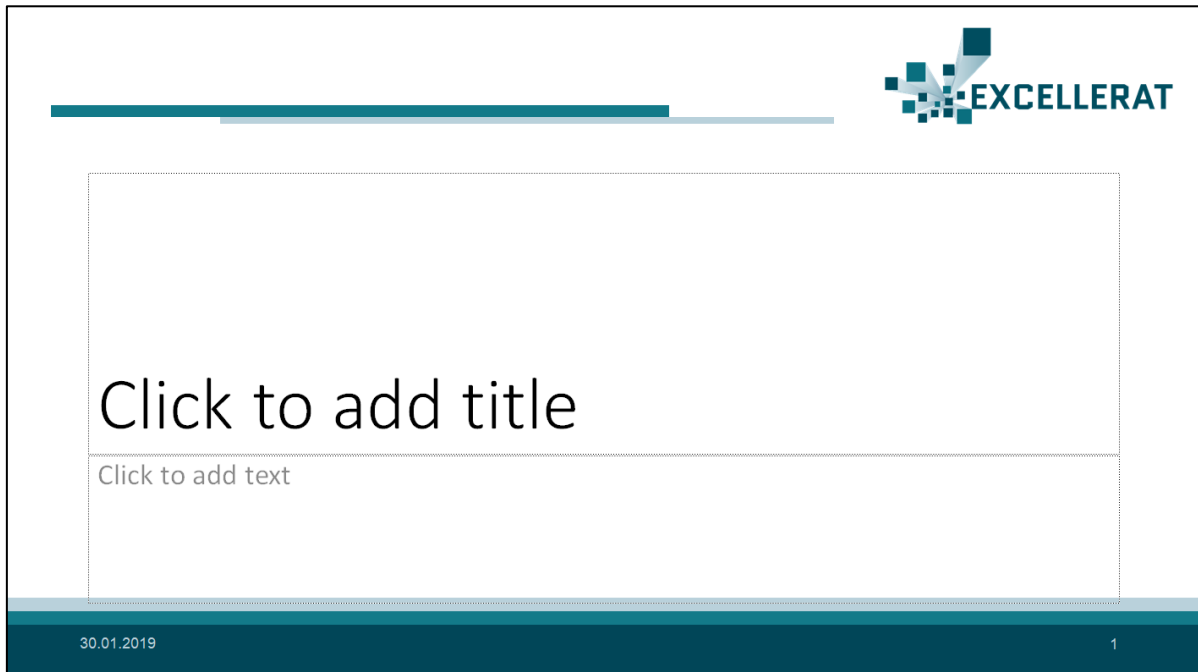


Figure 4: EXCELLERAT presentation slides template

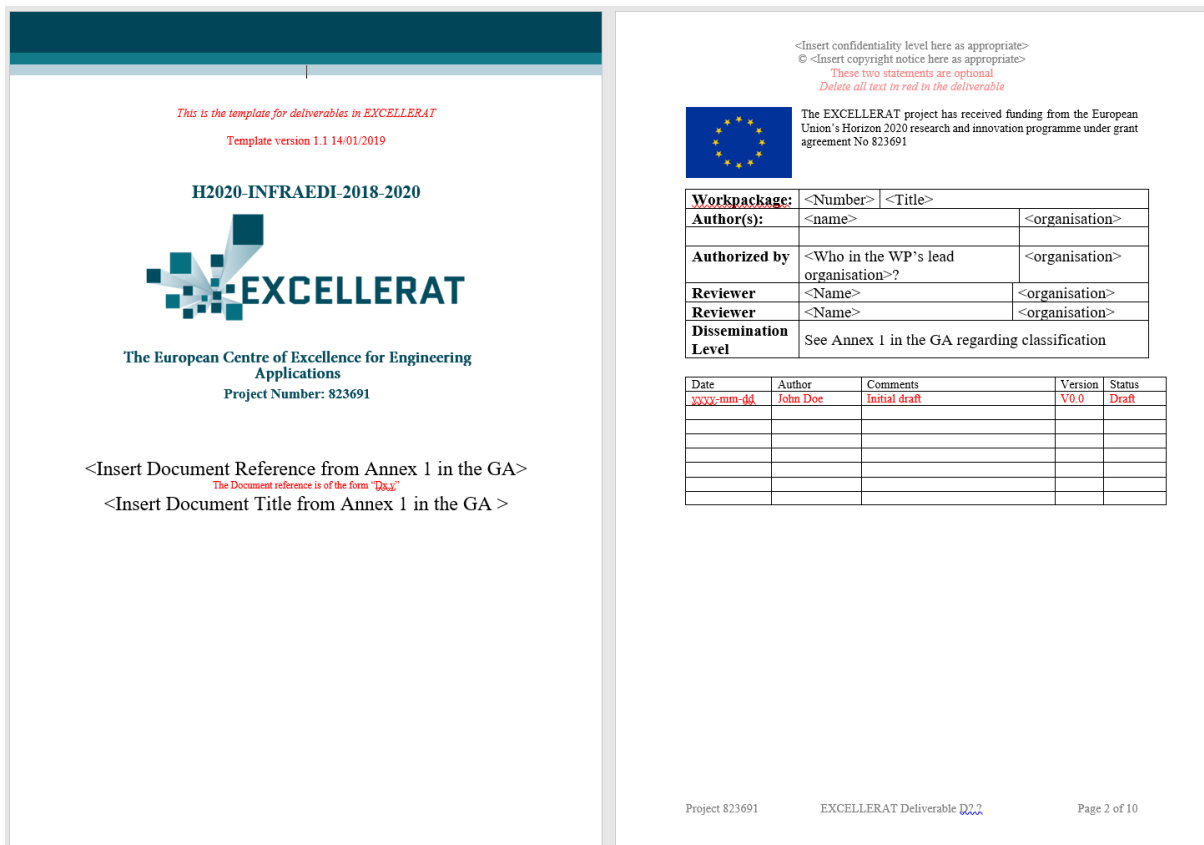
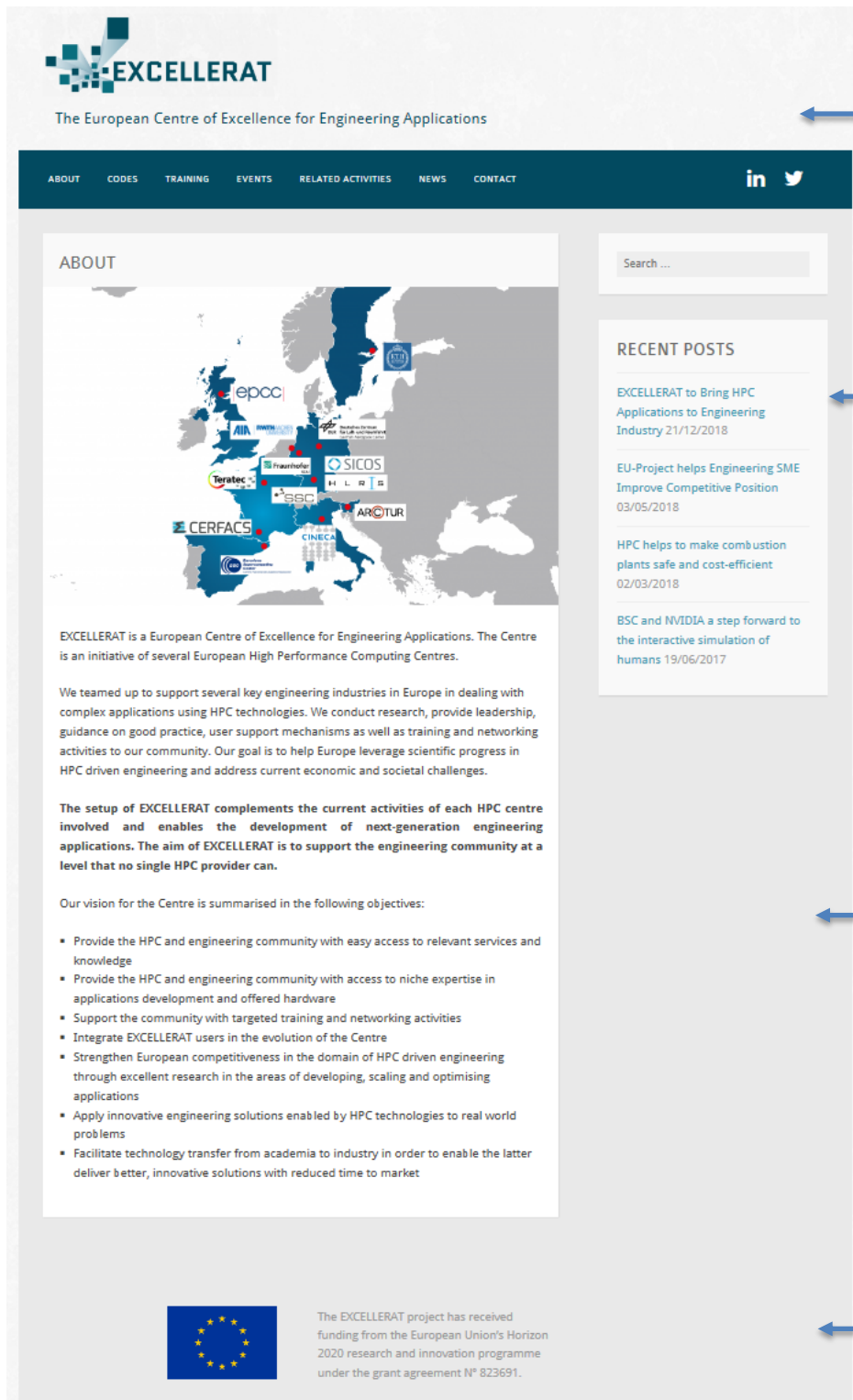


Figure 5: EXCELLERAT Deliverable template

The deliverable template also gives the project partners direction regarding line spacing, font, lists, and gives examples of IEEE Bibliography style in order to ensure consistent citation.

3 Website



The header area of the website contains the Logo and the main menu navigation including links to the EXCELLERAT social networks.

The sidebar links to recent updates in the news-section.

The “About” section of the main menu gives an introduction to the participating partners in EXCELLERAT and a short overview on the mission and vision of the centre of excellence.

The footer section of the website informs on EU funding.

Figure 6: EXCELLERAT homepage snapshot

The EXCELLERAT Website [1] is accessible through the URL: <https://excellerat.eu> and uses a customized WordPress template to enable simple content management. The website’s main purpose is to give visitors an idea of how the engineering industry can benefit from the improved scalability of codes, using EXCELLERAT services in real-world use cases.

3.1 Navigation

About

The “About” section of the website is set as the website’s landing page, roughly describing the project’s purpose and placing a European map describing where all partners are located. Furthermore, four submenu-points give further information on the project:

- **Expertise:** Explaining six areas of expertise in which the founding centres have long-term experience.
- **Community:** Describing audiences that EXCELLERAT aims to reach.
- **Industries:** Describing key industries which benefit from EXCELLERAT services.
- **Partners:** Introduce all EXCELLERAT project partners

Codes

The seven codes brought into EXCELLERAT by selected project partners are the most important asset of the project. They are introduced via a drop down selection in the code menu, informing on developer, application area and linked companies.

Training

Conveying the importance of HPC to the industry is of utmost importance to EXCELLERAT. Therefore, the Centre of Excellence promotes training activities relevant to the industry conducted by project partners, such as HLRS, or other relevant bodies, such as PRACE. In addition, this menu is used to provide website visitors with access to freely available training material.

Events

The event calendar shows all relevant events that EXCELLERAT members organise or participate in, such as workshop attendance or organization, conference presentations, networking events, or meetings with interest groups.

Related Activities

This menu and submenus link to related bodies such as the (ETP4HPC) and other industrial and academic initiatives, as well as to related research projects and specific programmes for SMEs.

News

In the news section blog-articles are being published that deal with developments and achievements within the project and explain possible application areas of the EXCELLERAT services through partners’ success stories.

Contact

The contact-menu gives contact details of EXCELLERAT project-coordinator Dr. Bastian Koller.

Social Media-Buttons

The website links directly to the EXCELLERAT LinkedIn and Twitter pages via icon-implementation in the main menu section of the website. The Social channels are of vital importance in reaching out to interest groups and raise awareness. Therefore, both the social

channels and the website are visibly linked to each other, as social campaigns and news and event promotions directly link to the website.

3.2 Tracking and Analytics

Under consideration of the (GDPR) that came into force in May 2018, the EXCELLERAT websites and social channels will use web-based tools to evaluate communication effectiveness and optimize outreach.

3.2.1 Search Engine Optimization (SEO)

A WordPress plugin has been installed in order to make sure that basic SEO-principles are being considered in each post. With the help of a simple traffic-light-system (see Figure 7) in the backend of the CMS, SEO-factors such as title length, meta descriptions and redirection are being monitored and evaluated.

Tags	SEO
—	TG D I F A R
CFD, Cloud, HPC, SME, Water Turbine	TG DG I F A R
Combustion, HPC, simulation	TG DG I F A R
GPU, HPC, Multiphysics, NVIDIA, simulation	TG DG I F A R

Figure 7: SEO-tool to optimize readability and retrievability via search engines

3.2.2 Web-Analytics

The WordPress Plugin Slimstat Analytics [2] has been downloaded in order to evaluate the success of the EXCELLERAT website. Renouncing the collection of data through cookies and the storage of IP-addresses, the tool is fully compliant with GDPR-principles. Among the relevant metrics to track are:

- Site visits
- Bounce-rate
- Referring Domains
- Visiting countries
- Search terms

3.2.3 Social Media Analytics

Although the Social Media Analytics is not directly related to the EXCELLERAT website, it plays an important role in the overall success-evaluation of EXCELLERAT dissemination activities. The two social networks EXCELLERAT uses – Twitter [3] and LinkedIn [4] – have analytics tools implemented which will be used for the evaluation of social media communication effectiveness. Relevant metrics to consider are:

- Followers
- engagement rate
- shares

- likes
- comments
- link-clicks

4 Future Development

The visual identity will remain unchanged for the duration of the project and beyond. It will be consequently applied to all support material related to the project, such as flyers, posters and Twitter Cards. Of course, the website will be further enriched, as the project goes along, with regular blogging entries, success stories and regular calendar updates. Other dissemination channels of EXCELLERAT will also be subject to continuous adaptations. However, this is part of the overall communication and dissemination strategy will be outlined in the following deliverable D7.2: Initial Dissemination and Collaboration Plan, which will be submitted in M3 of the project's runtime.

5 References

- [1] EXCELLERAT project, <https://www.excellerat.eu>
- [2] Slimstat Analytics tool, <https://de.wordpress.org/plugins/wp-slimstat/>
- [3] EXCELLERAT Twitter, https://twitter.com/HLRS_HPC
- [4] EXCELLERAT LinkedIn, <https://linkedin.com/company/excellerat>