



## **HiSEA DELIVERABLE 8.3**

### **A PROJECT IDENTITY AND SPECIFIC PROJECT WEBSITE**

**WORK PACKAGE NUMBER: 8**

**WORK PACKAGE TITLE: MARKETING, COMMUNICATION AND VISIBILITY**



<b>HiSea Project Information</b>	
<b>Project full title</b>	High Resolution Copernicus-Based Information Services at Sea for Ports and Aquaculture
<b>Project acronym</b>	HiSea
<b>Grant agreement number</b>	821934
<b>Project coordinator</b>	Dr. Ghada El Serafy
<b>Project start date and duration</b>	1 <sup>st</sup> January, 2019, 30 months
<b>Project website</b>	<a href="https://hiseaproject.com/">https://hiseaproject.com/</a>

<b>Deliverable Information</b>	
<b>Work package number</b>	8
<b>Work package title</b>	Marketing, Communication and Visibility
<b>Deliverable number</b>	8.3
<b>Deliverable title</b>	A Project Identity and Specific Project Website
<b>Description</b>	A corporate identity for the HiSea project and dedicated website detailing the project
<b>Lead beneficiary</b>	Agora Partners
<b>Lead Author(s)</b>	Dan Gerstenfeld
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## 1. Executive Summary

This deliverable D8.3 refers to task 8.3 (Development of project identity (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 describes the development of the HiSea website accessible to everyone and the deployment of an internal platform. The public facing website will be a portal for information about the project targeted to all potential stakeholders. It will be updated continuously throughout the project lifetime with input from all partners and will be maintained for a certain period beyond the project as well. The extranet is a private online site that functions as a shared repository of project documents and information. This area is accessible via a username and password and is intended to facilitate efficient communication and collaboration among project partners.

## 2. Project Identity

A number of actions were taken to create a specific HiSea project identity. The purpose of the identity is to generate awareness and interest in the project activities. The identity is presented via an attractive logo, project templates for PowerPoint presentations, documents and deliverables as well as a specific project website. The project has a clear corporate identity which illustrates the key concepts including the type of work to be performed and the stakeholder groups to be targeted by the project outcomes. The concept includes:

- 1- Development of a platform to provide services for stakeholders who can benefit from knowledge regarding seawater quality,
- 2- Use of advanced satellite-based information and other data sources to provide these services,
- 3- Primary focus on the stakeholders in the port and aquaculture industries.

These aspects of the concept are presented in the logo which is an integral part of the website the project letterhead and presentation templates.





## 2.1 Logo

The project has a project logo (Figure 1) since the first day of operation to generate the project identity as early as possible. It clearly illustrates the project acronym HiSea, the layers of the sea with a focus on the aspect of ports and aquaculture.



Figure 1: HiSea logo

## 2.2 Project Templates

The templates include the logo, the full name of the project and space for the partner identity as well (Figure 2). The template intends to create a unified look for all presentations, documents and deliverables of the project.



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Figure 2: HiSea Presentation Templates

## 2.3 Project Letterhead

This deliverable is presented on the project letterhead. Besides the logo on the top left, it includes two types of vessels- cargo ships and fishing boats, associated with ports and aquaculture targeted by the project. The footer includes the EU Flag and the details of the EU grant which supports the HiSea project.

## 3. Specific Project Website

### 3.1 External Website

As part of the dissemination efforts of the HiSea Project, a dedicated website for the project has been established at the following address: <https://hiseaproject.com/>



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The home page shown below (Figure 3) includes the logo, project images and main messages.



Figure 3: HiSea website home page

The site complies with EU regulations (Figure 4).

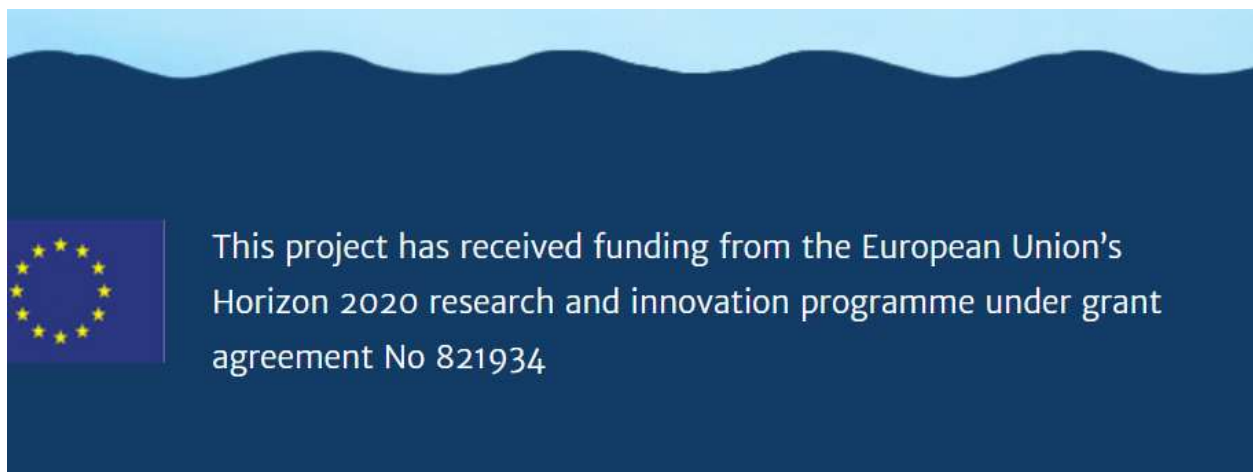


Figure 4: EU regulation as from the HiSea website homepage

The website has a clear graphic language, which is used also for all other promotional materials prepared by the project. The site provides information about the project in a number of sections as follows: About: <https://hiseaproject.com/about-us/overview/>



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Project vision: <https://hiseaproject.com/about-us/vision/>

Partners: <https://hiseaproject.com/about-us/partners/>

The HiSea platform: <https://hiseaproject.com/the-platform/overview/>

It has a special section dedicated to news and events. These include

Press releases: <https://hiseaproject.com/news-events/press-releases/>

Media Coverage: <https://hiseaproject.com/news-events/media-coverage/>

Events: <https://hiseaproject.com/news-events/events/>

### 3.2 Internal Platform

A private internal website using the OwnCloudIn platform has been established for the project in collaboration with Task1.2 Establish communication flow and methods. This additional internal platform has been setup and used to share preliminary results and internal documents (e.g. working papers, deliverables progress, calendar of events) among the project partners and the European Commission Officers (as required). The chosen platform, namely **OwnCloud**, makes data accessible on all devices updates the materials on an ongoing and automated basis for users with access (username/password). The system is organized with a structure in which all participants can upload and download information in an organised fashion – categorizing it according to the different WPs and tasks (see Figure 5).



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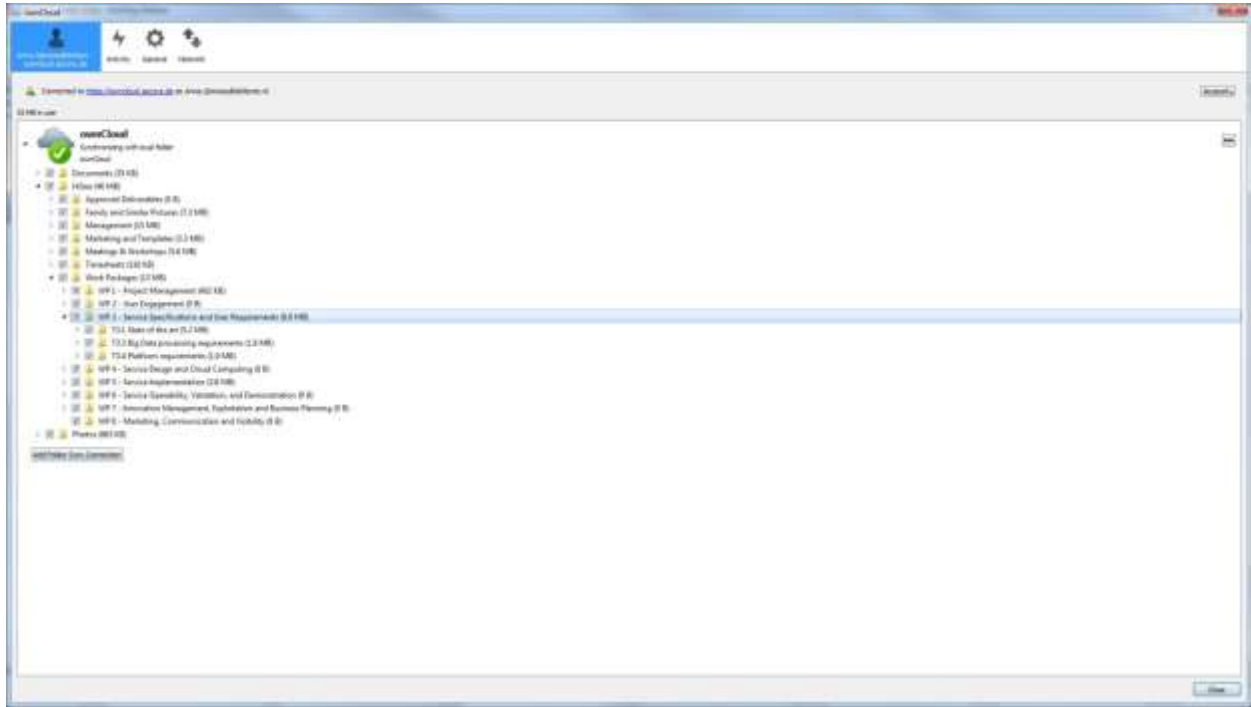


Figure 5: OwnCloud HiSea home page

### 3.2 Blog

The project has an active blog, which brings relevant stories about the project and related issues. All events such as participation in conferences and workshops will be presented on the blog. For example, details on the HiSea project presentation at [Blue Energy Lab event](#) hosted by the Valencia Port Authority on February 21 of 2019 can be found here as depicted in Figure 6.

The blog can be found at this URL: <https://hiseaproject.com/blog/>.



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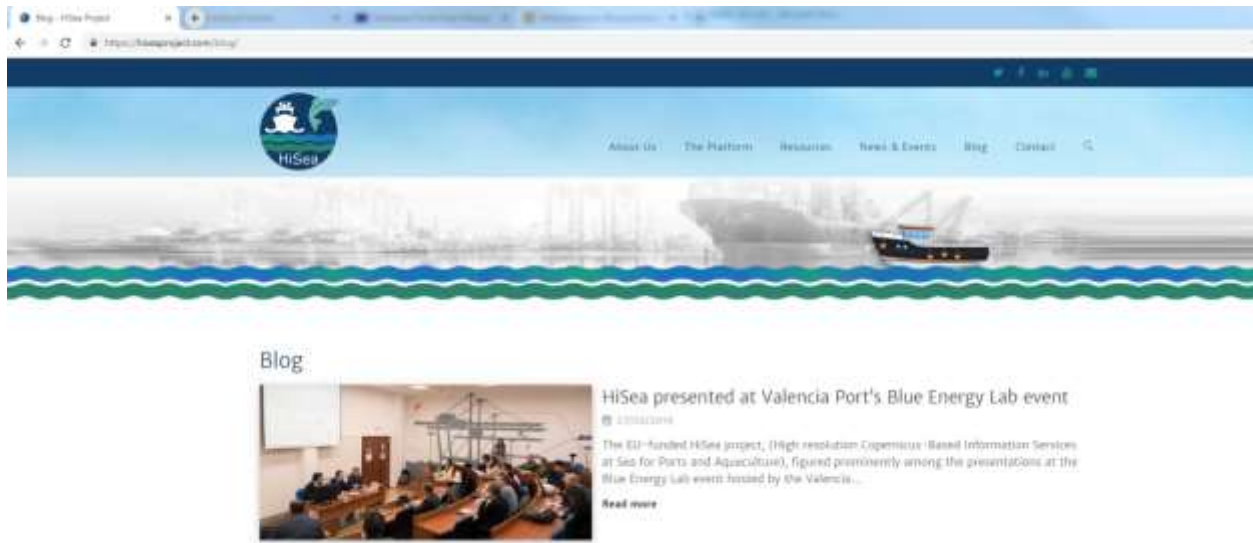


Figure 6: HiSea blog

### 3.3 Social Media

In addition, HiSea is very active on social media. By creating profiles on popular social networks such as Facebook, Twitter, LinkedIn and YouTube, the project intends to broaden the circle of active contacts with different stakeholders and increase the visibility of project events. In collaboration with Task 8.4: Production of marketing materials for a target audience a social media presence will help to ensure wider marketing and reaching more target audiences. Moreover, social media serves to drive traffic to the HiSea website. The project is already active on the following platforms:

*Twitter*

<https://twitter.com/HiSeaProject>

*Facebook*

<https://www.facebook.com/HiSeaProject>

*LinkedIn*

<https://www.linkedin.com/company/13034800/admin/>

*YouTube*

<https://www.youtube.com/channel/UCCJ67sBZ2iznnV16tlC8zUQ>



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