

DELIVERABLE

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D8.1 Website and Project Logo

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1. EXECUTIVE SUMMARY

This document contains the description of the project logo and the website of the BioMembrOS project, the logic behind each of these items, the design choices and how they will be used. As related items, also the BioMembrOS colour scheme and the social media channels that have been established and are linked to the webpage are shortly described.

Goals were: First, to create a project logo as crucial part of the visual identity of BioMembrOS, that is easily recognizable and is built up with elements that refer to main features of the project. The logo will be used as a symbol of the project and be present in all communication items. Second, to establish a project website that acts as landing page of the project, gives information on the project, partners and objectives and acts as a public repository for project news items, media contents, newsletters, publications, and project updates. The public deliverables will also be accessible via the project's website.

The BioMembrOS logo has been created, agreed on by the consortium and is available for use in different formats on the project cloud. The BioMembrOS website is already online in its main structure, provides links to social media channels and is being extended with content elements.

2. KEYWORD LIST

Logo

Webpage

Biomimetic membranes

Artificial respiration

Artificial organs

EIC Pathfinder Open

Horizon Europe

Dissemination

Deliverable

3. Introduction

This document reports on the creation of the logo and website for the BioMembrOS project, the logic behind each of these items, the design choices and how they will be used. As related items, also the BioMembrOS colour scheme and the social media channels that have been established and are linked to the webpage are shortly described.

The project partner TUW, leader of the communication and dissemination activities of the project, has taken the lead in this activity with the support of all partners.

4. Target groups

The target audience are stakeholders, companies and decision makers in the field of membrane technology, artificial respiration and artificial organs in general, the academic community, and the general public.

5. Project logo

The BioMembrOS logo design, the cornerstone of the project's visual identity, is shown in Figure 1:



Figure 1: BioMembrOS logo

The elements of the logo refer to the characteristics of the project: 'Bio' indicates the biomimetic approach, 'Membr' stands for 'membrane' and 'S' for 'support'. The 'O' for 'organ' is indicated by the symbol representing the cross section of a membrane fiber with surface structuring and flow inside, the delicate lines indicate a mesh as used for CFD calculations.

The logo must appear on all official communications and may not be modified in any way. The BioMembrOS logo is available on the project cloud in multiple formats for both print and web use (i.e. EPS format for high quality printing, PNG-format for web use with transparency, JPEG-format for simple web use).

Different logo designs were generated by TUW and discussed internally, then the use of the logo was discussed and agreed on by all partners during the BioMembrOS Kick-off meeting.

6. Colour scheme

For a consistent appearance of all BioMembrOS related communication a colour scheme was defined, see Figure 2. The same colours are used in the logo.

In general, these colours should be given preference wherever colours are used in project documentation or other communication material.

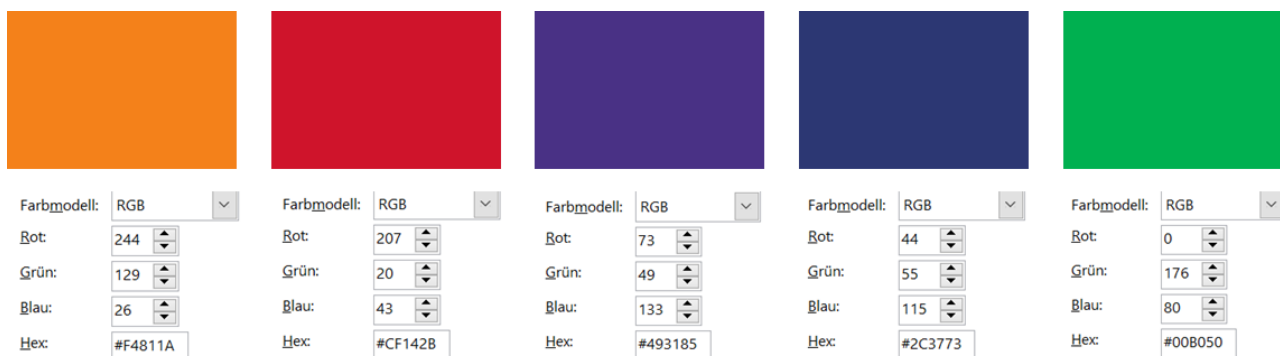


Figure 2: BioMembrOS colour scheme

7. Webpage

The BioMembrOS website is a key channel to provide information on the project and its activities and to disseminate the project contents and at the same time a communication tool to promote the project and its visibility.

The project website has been set-up from the very beginning of the project and has been launched in January 2024. It aims at making the project's information publicly available, offering easy access from anywhere in the world and working as a strong dissemination tool addressing all target groups. It informs about the scope and objectives of the project and will be progressively populated with contents covering articles, events and news, and provide access to public deliverables.

The website is managed by TUW. Its registered domain is <https://biomembros.eu>. (snapshot shown in Fig. 3). For generation of the contents the content management system Wordpress is used, with theme Ocean WP was chosen and the builder Elementor. The homepage is available from every device (smartphone, tablet, desktop) and it will be maintained for at least five years after the end of the project. This will increase the impact of the project, making the results widely available and remaining a hub for knowledge exchange on the platform technology being developed in the BioMembrOS project.

The website is structured as follows:

- a landing (**home**) page with key information about the project and consortium;
- a **header** for all pages containing menu tabs and the BioMembrOS logo;
- a **footer** for all pages displaying the acknowledgment of EU funding and disclaimer and links to the social media channels
- 6 main sections (accessible via the menu tabs in the header):

Project - Consortium - Events - News - Dissemination - Contact

The BioMembrOS homepage will be further developed along the project in cooperation with the DEC (Dissemination and Exploitation Committee) in order to provide a most efficient and effective information and communication tool for the BioMembrOS project and beyond.

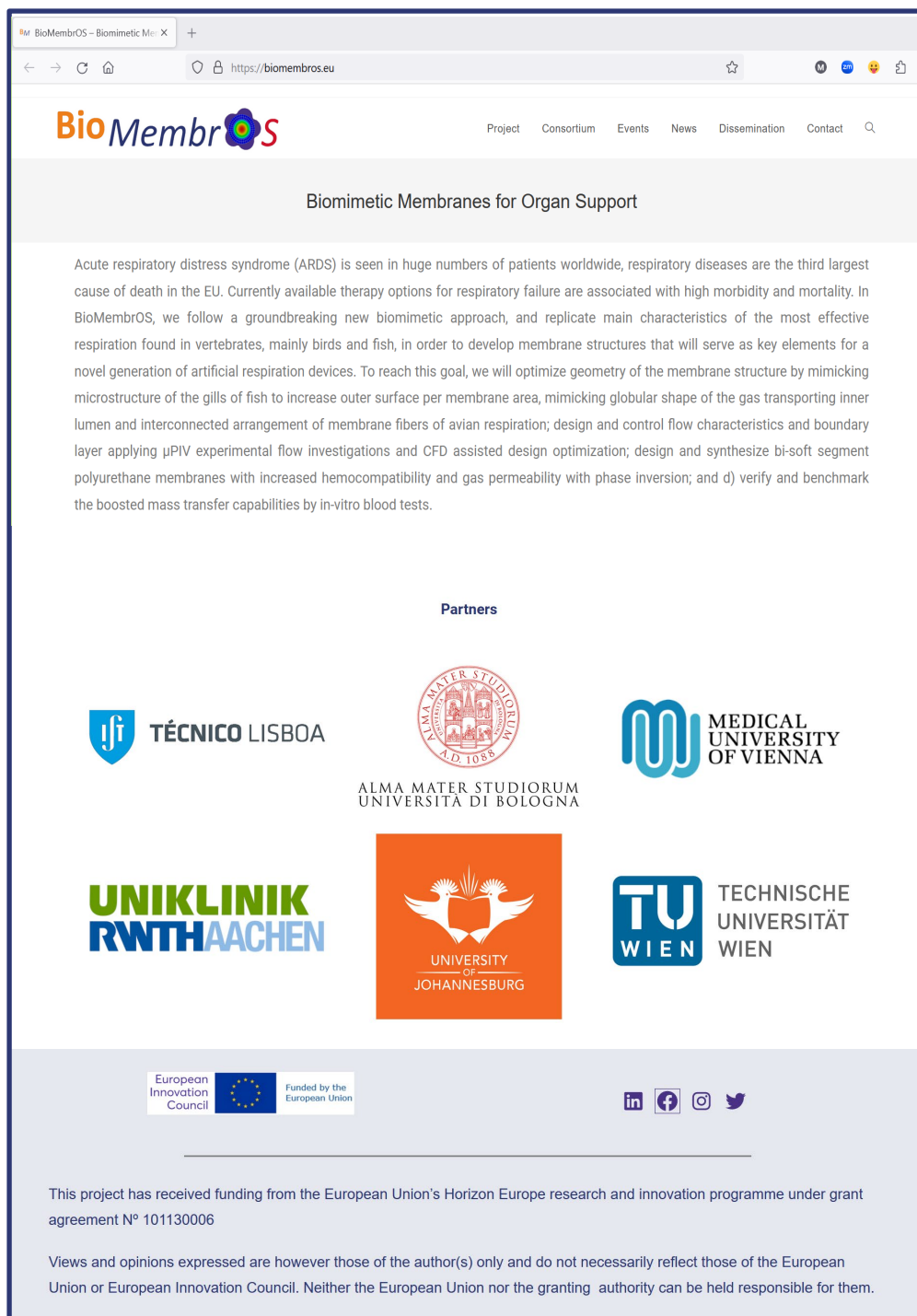


Figure 3: Snapshot of the landing page of the BioMembrOS website

8. Social media presence

Currently, BioMembrOS is present in the following social media channels:

- **LinkedIn** <https://www.linkedin.com/company/biomembros/>

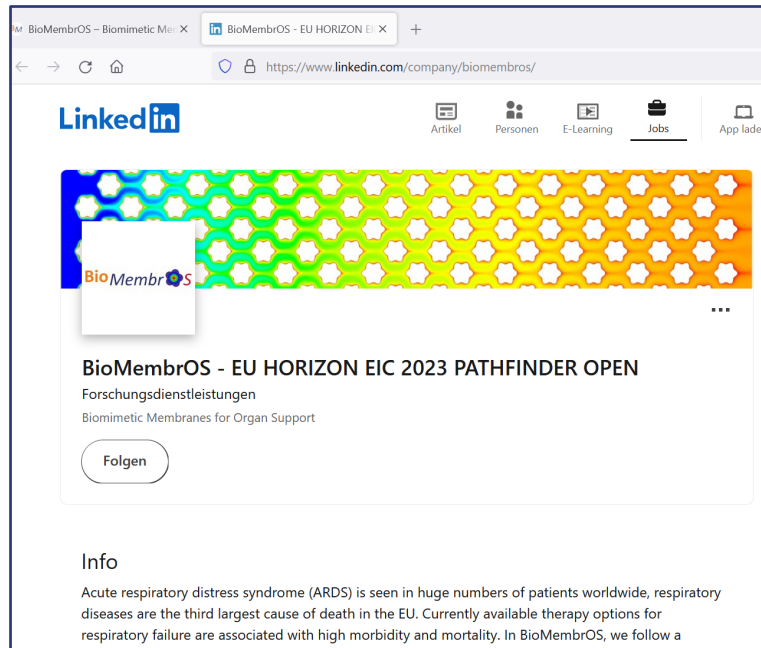


Figure 4: Snapshot of BioMembrOS page on LinkedIn

- **X** <https://twitter.com/BioMembrOS>

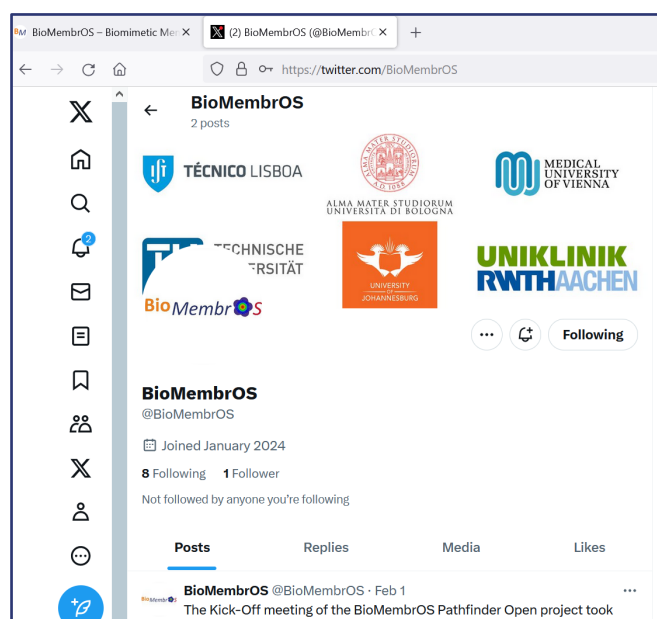


Figure 5: Snapshot of BioMembrOS page on X (Twitter)



<https://www.instagram.com/biomembros/>

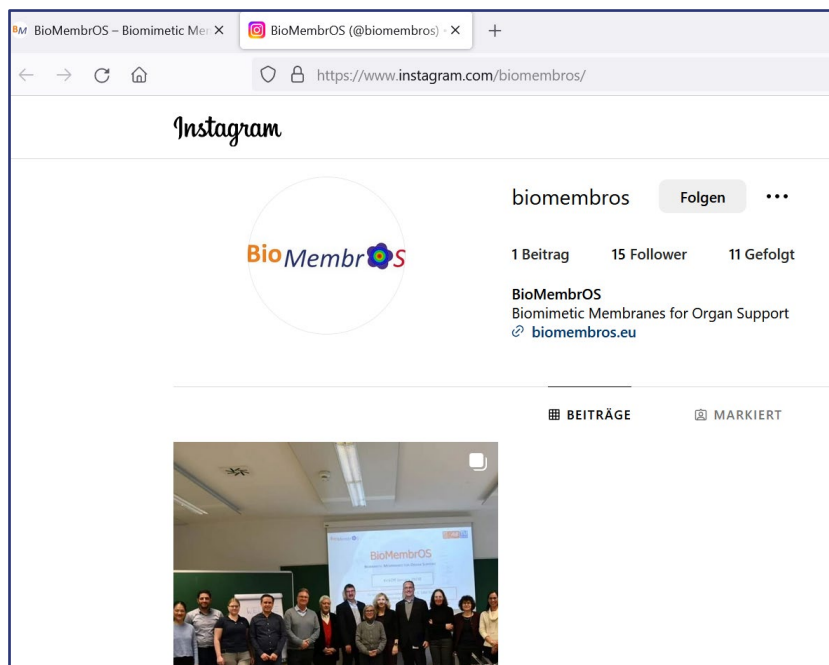


Figure 6: Snapshot of BioMembrOS page on Instagram



<https://www.facebook.com/people/Biomembros/61555820709804/>

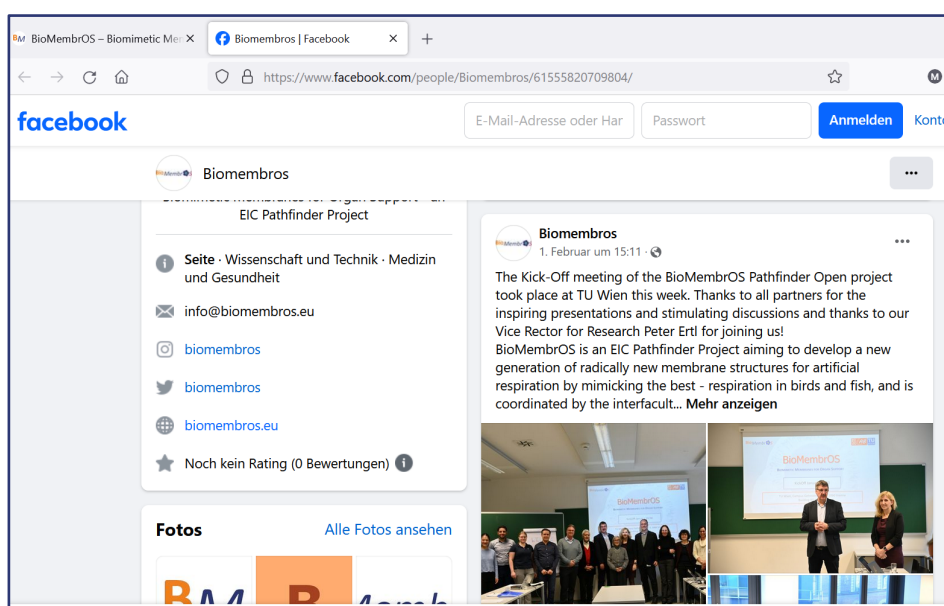


Figure 7: Snapshot of BioMembrOS page on facebook

9. Discussion

From the very beginning of the project, the logo and colour scheme give the BioMembrOS project its unique visual identity; the Webpage is a vital tool to create awareness among target audiences and support a broad range of activities and objectives across the project.

10. List of figures

Figure 1: BioMembrOS logo

Figure 2: BioMembrOS colour scheme

Figure 3: Snapshot of the landing page of the BioMembrOS website

Figure 4: Snapshot of BioMembrOS page on LinkedIn

Figure 5: Snapshot of BioMembrOS page on X (Twitter)

Figure 6: Snapshot of BioMembrOS page on Instagram

Figure 7: Snapshot of BioMembrOS page on facebook