

Dis  .eu

D4.3

Visuals and Branding Materials

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Type of Action	HORIZON-CSA
Topic	Disinformation Combating
Project start date	1st Dec 2022
Duration	36 months



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Abstract	This deliverable summarises and describes basic visual and branding materials for the DisAI project. Visuals and branding materials are an essential component for communicating the project goals and results from the initial phases of DisAI project. The deliverable consists of the descriptive document (this document) and a zipped archive file including all visual and branding materials assets.
Keywords	Communication, Dissemination

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1 Introduction

This document summarises the outputs of visuals and branding materials prepared for the DisAI project. This deliverable is a partial output of task T4.1 Communication, project website and social media incl. brand building (M1-M36), and contains the first batch (eventually initial versions) of selected visuals and branding materials that are necessary in the first months of the project. Other materials will be developed throughout the lifespan of the project according to the project's dissemination and communication needs.

The visuals and branding materials in this deliverable include:

- brand identity and visuals (incl. various templates);
- website;
- promotional materials (poster, roll-up, promo video).

The following sections provide brief descriptions of materials, associated file name(s) in the submitted zipped archive, and eventually URL to the material.

2 Brand Identity and Visuals

[Zipped](#) archive: subfolder *Brand Identity and Visuals*

Brand Identity and Visuals include two parts:

- [Brand book](#) (public access) - Brand Style Guide together with Logos and Fonts to use in communication
- [Templates](#) - 5 templates for documents used both internally and externally and one description (readme) file

Selected excerpts/examples

DisAI logo on the blue (#B2CDE9) background.



This document. Note that it was created using DisAI deliverable template.

3 Website

[Zipped](#) archive: subfolder *Website*

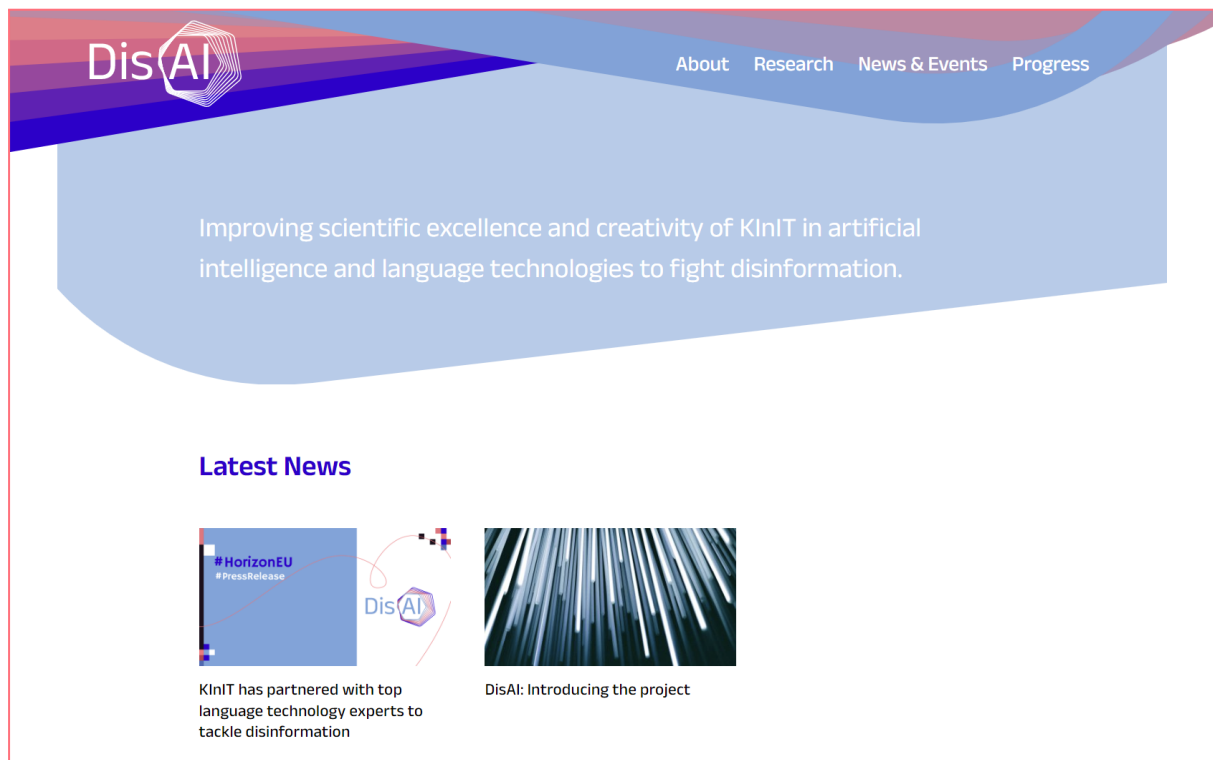
URL: <https://disai.eu> (website live URL)

The project has a live hosted web site with the following first-level structure:

- Main page / Landing page – basic project information
- About – detailed information about the project (overview), consortium, funding and objectives & expected impacts
- Research – overview of the research component and publications
- News & Events – news and information about events
- Progress - information about the progress and outputs of the project, incl. meetings, deliverables, dissemination, timeline

Selected excerpts/examples

Screenshot of the main page:



Portion of the About subpage:



The screenshot shows a portion of the DisAI website's 'About' subpage. At the top, there is a navigation menu with 'About', 'Research', 'News & Events', and 'Progress'. Below this is a secondary menu with 'Project Overview', 'Consortium', 'Funding', and 'Objectives & Expected Impacts'. The main content area is divided into three sections: 'Funding', 'Objectives', and 'Expected Impacts'. The 'Funding' section describes the Twining scheme. The 'Objectives' section lists goals like improving scientific excellence and strengthening research management. The 'Expected Impacts' section details focus areas like disinformation combating and raising the reputation of KInIT. At the bottom, there are social media icons for Twitter, Facebook, LinkedIn, and YouTube, along with ResearchGate and RSS Feed News. A European Union logo and funding text are also present.

4 Promotional Materials

[Zipped](#) archive: subfolder *Promotional Materials*

Promotional Materials include poster, roll-up and promotional video:

- Poster – digital poster to be used at any presentation, online call, as a background, etc.
- Roll-up – a (physical) banner to visually display information and attract the attention of attendees at the project events.
- Promo video – promotional video introducing the DisAI project to be included in the DisAI website and used for other promotional activities, e.g., on social networks. Full quality video available also on [Youtube](#).

Selected excerpts/examples

Digital poster



Printed roll-ups at the Kick-off meeting



Screenshots from promotional video

We joined forces with German DFKI, Greek CERTH and Danish University of Copenhagen ...





DFKI
Deutsches
Forschungszentrum
für Künstliche
Intelligenz GmbH




CERTH
CENTRE FOR
RESEARCH & TECHNOLOGY
HELLAS






UNIVERSITY OF
COPENHAGEN

6

Strengthening KI/IT's competencies will be achieved by building capacity in three focus areas:



1. Multilingual Language Technologies 
2. Multimodal Natural Language Processing 
3. Trustworthy Artificial Intelligence 

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Appendix A: Zipped file structure

\D4.3 Visuals and Branding Materials\

Brand Identity and Visuals\

Brand Book (Guide, Font, Logos)\

Brand Book Guide, Font and Logos

Templates\

Templates for documents and slides

Templates.url

Pointing to the [live \(cloud\) versions](#) of templates

Templates README.pdf

Summary with template usage instructions

Promotional Materials\

Digital-Poster.png

Digital poster file

Roll-up.png

Roll-up file

Promo-video-SD.mp4

Promotional video 480p version

Promo-video-HD - YouTube.url

Hyperlink to the video published on [YouTube](#)

Website\

Website.url

Hyperlink to the live website at <https://disai.eu>

D4.3 Visuals and Branding Materials.pdf

This file