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D5.3 Project website and corporate identity

ECOINFLOW - Energy Control by Information Flow

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Organisation name of lead contractor for this deliverable: **InnovaWood**

www.ecoinflow.com

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Summary

This deliverable, D5.3 describes the ECOINFLOWO website and corporate identity. Web presence is a central element in the dissemination activities of the project. A common Corporate Design ensures that all the project communication is linked to the aims of the ECOINFLOW project, it increases the impact of the communication and provide guidance for the understanding of the project information.

The public website described here hosts generic information on the project and its objectives, to capture the interest of the broad public. This document describes the structure, the content and the update process for the ECOINFLOW website as well as the elements of the project corporate identity.

Table of Contents

Summary	3
WEB design and content.....	5
Technical implementation.....	6
3.1 Hosting.....	6
3.2 Server Environment	6
3.3 Back-up and Security	6
3.4 Search engine optimisation and visitor statistics	6
Corporate Design identity	6
2.1 Project logo and colours.....	7
2.2 Templates.....	7

WEB design and content

The ECOINFLOW website (www.ecoinflow.com) includes two separate sections:

- i) a **public area** intended for dissemination and network purposes; and
- ii) a **restricted area** intended for consortium partner communication, internal file storage and sharing purposes. This area is intended to support day-to-day activities of the consortium, to facilitate exchanges of results and the organisation of consortium meetings. It contains the WPs pages, meeting and general management page. The WPs pages include the WP description and list of the related deliverables and documents.

The public area of the ECOINFLOW website is meant to present the project to the general public. The ECOINFLOW website used the approved colours/schema and more in-depth information. The chosen look and feel is in line of the overall corporate identity.

A simple menu (Home, About, Industry, News, Results, Partners, Contact, and Intranet) and login area are included in the website layout. This main public page is accessed from the original domain address: www.ecoinflow.com.

This public area of the ECOINFLOW website has been regularly updated.



Figure 1. ECOINFLOW website public and restricted area.

Technical implementation

The website is built on Dot Net Nuke Platform, is a web content management system based on Microsoft .NET. DotNetNuke uses a three-tier architecture model with a core framework providing support to the extensible modular structure.

The website is supported by Chrome, Firefox, Internet Explorer and Safari. Older releases of browsers, in particular, the Internet Explorer, are also supported.

3.1 Hosting

The website is hosted by Tempus Technologies (<http://www.tempus.ie/>).

3.2 Server Environment

The tools used to host the project specific content, in the case of the ECOINFLOW website, are as follows:

- DNN 7 web development platform
- PHP 5.3.x (server scripting language)
- MySQL (databases)

3.3 Back-up and Security

The active web sites and email are backed up once a day every day and 7 backups are saved by Tempus Technologies

MySQL data is backed up daily as well by other procedures and saved at the root of the FTP server.

3.4 Search engine optimisation and visitor statistics

The website has been optimised for indexing by search engines. Search engine optimisation (SEO) includes use of meta tags, keywords, semantically correct HTML, links to the site from partner websites, a site map, etc.

Page visits are registered and regularly analysed for average stay time, bounce rate, geographic location and other parameters.

Corporate Design identity

The Corporate Design identity for the projects is based on the same principals like those for the companies or commercial brands. It relates to the appearance and visibility of a project to the outside world: working material, used terminology, identification with the project, etc. The benefit is a clear visibility, identification and association of a project with certain initiatives, (positive) results, objectives, etc.

The Corporate Design gives ECOINFLOW a strong and clear image. As a consequence target groups and key actors are more likely to remember and recognise the project. It creates a strong connection to the overall project.

The Corporate Design will set standards for the local dissemination such as:

- The design framework of local print products or presentations
- The use of the project logo itself as well as project designs for any occasion

Corporate behaviour in the framework of ECOINFLOW facilitates development of ECOINFLOW into an easy recognisable brand and makes it visible to the outside world.

Furthermore Corporate Design will act as a tool for local dissemination.

Elements of the Corporate Design will be:

- The different logo-elements, how to use and where to place them
- The corporate colours and how to include them
- The structure of design products, templates and fonts to use

2.1 Project logo and colours

The ECOINFLOW logo formed one of the important parts of the project corporate identity. The logo consisted of the project acronym, a graphical element and three colours. The graphical component represented $\frac{3}{4}$ of a saw blade, accompanied by the project acronym, which alludes to the main project users in sawmill industry. The logo included the following colours: blue, green and gray. During the project, two additional variations of the logo were designed: The SawEnMS handbook logo and the SawBenchmark tool logo.



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Figure 1. ECOINFLOW logos. Colour schemes

Logo colours:

gray (CMYK 17-11-13-0, RGB 219-220-219)

green (CMYK 48-6-71-0 RGB 152-190-105)

blue (CMYK 75-152-205 RGB 42-152-205)

2.2 Templates

Within ECOINFLOW several templates have been designed, which are available for download from the ECOINFLOW internal website under Intranet main page.

The templates can be divided into five categories:

1. PowerPoint Template.
2. Newsletter Template.
3. Several templates for internal use and management: deliverables, minutes, dissemination template.
4. Brochure layout.
5. Roll-up banner layout.

For templates look and feel see D5.2 Communication and dissemination plan Annex ECOINFLOW Templates and Dissemination material layouts.