

Deliverable 5.1

Website and project logo

WP5



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3	12.08.2024	Rita Lopes, SPI	Second Draft
4	22.08.2024	Denisa Mateus, SPI	Major revisions and final adjustments

DOCUMENT REVIEW

Reviewer	Date	Reviewer Name (Short Organisation Name)

Legal disclaimer

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ABBREVIATIONS

Abbreviation	Definition
DNA	Deoxyribonucleic Acid
EU	European Union
GA	Grant Agreement
SPI	Sociedade Portuguesa de Inovação
UC	Universidade de Coimbra
WP	Work Package

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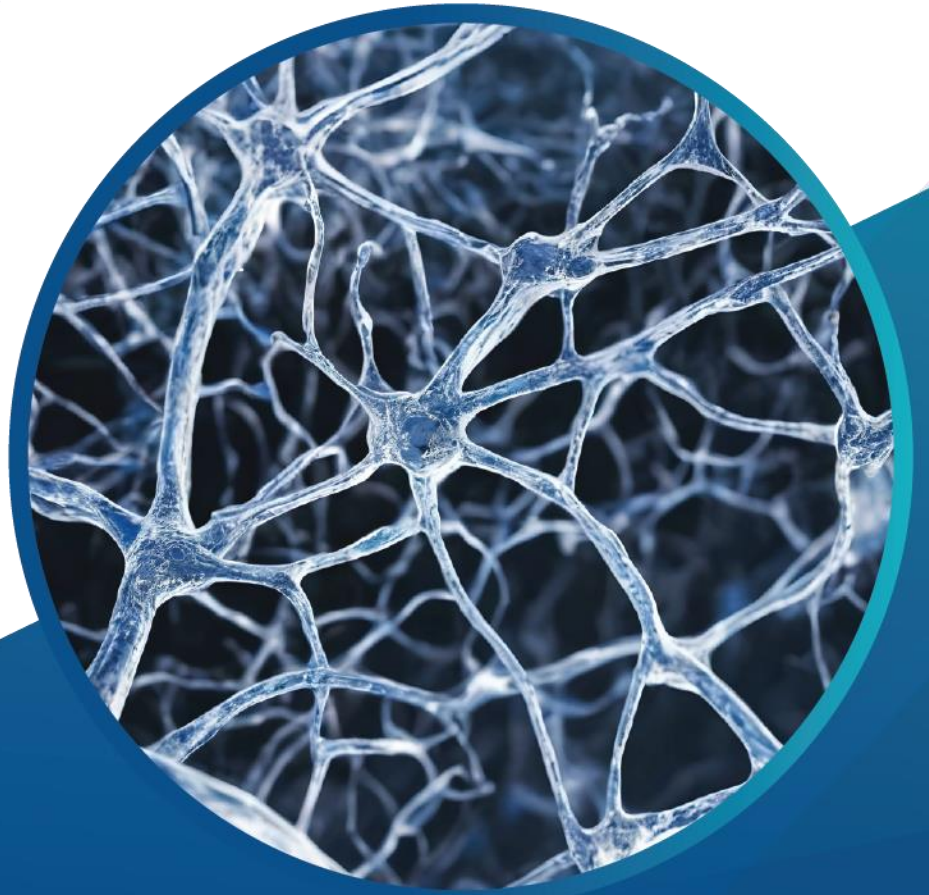
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Executive Summary

This document corresponds to the deliverable “D5.1 – Website and Project Logo” of the REGENERAR project, and is developed under Work Package (WP) 5 “Dissemination, Exploitation, Communication, Data Management, Follow-up”. This deliverable's main purpose is to detail the development of the project logo and the project website. The REGENERAR website (<https://regenerar.eu/>), which is the main communication and dissemination channel intended to reach all stakeholder groups, was developed to be aligned with the project's visual identity, ensuring a consistent image across all communication platforms of the project, including the social media accounts.

Sociedade Portuguesa de Inovação (SPI) is the main responsible for the development of the project logo, and implementation and maintenance of the REGENERAR Website. For this, the active contributions of all project partners will ensure the creation of a distinguished and unique project visual identity.



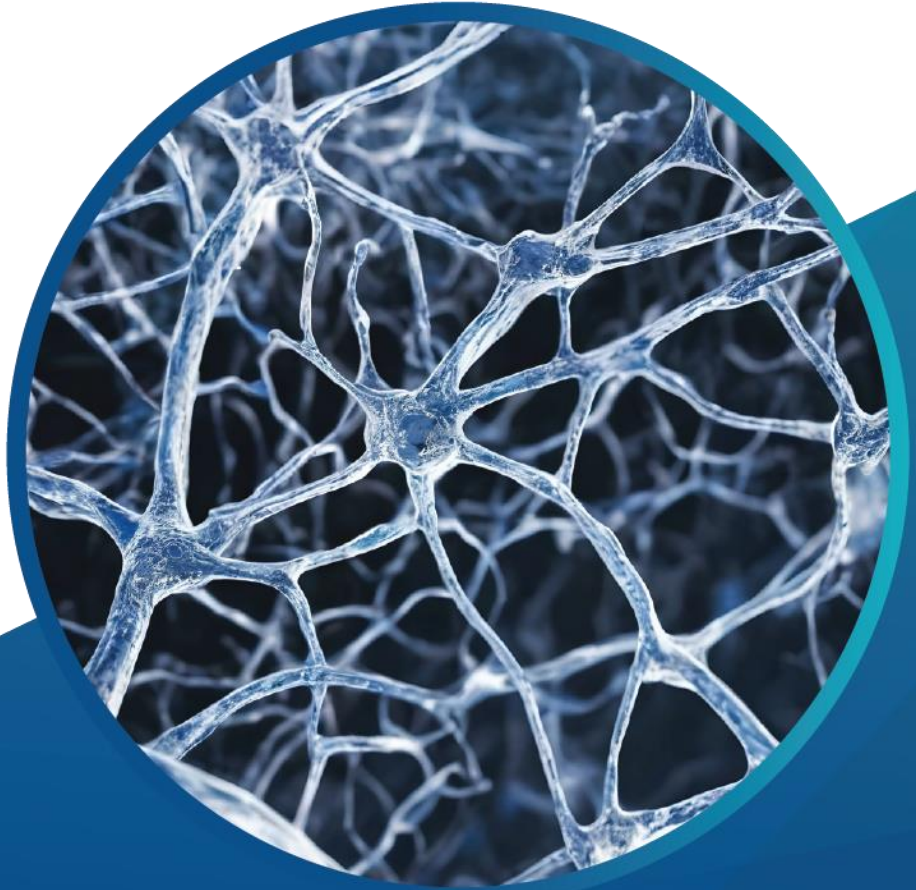
Chapter 1

Introduction

1. Introduction

The central nervous system has a limited capacity for self-repair. Therefore, technologies to replace lost neurons after an injury, including stroke or neurodegenerative diseases, are of great need. The project REGENERAR aims to develop a non-viral delivery formulation (up to TRL4) for brain reprogramming after injuries. In addition to scientific advances, REGENERAR objectives include engaging health value chain stakeholders, preparing the transition to innovation, developing a roadmap for the technology upscaling and stimulating business opportunities, and advancing the knowledge and education in the cellular reprogramming field.

REGENERAR will disseminate and communicate the project, main activities and results, and achievements to a broad audience of stakeholders. To enhance the external communication efforts, the REGENERAR consortium has created the project's visual identity to ensure a clear, consistent and recognisable image of the project. All visual identity elements, including colours, forms, and typography, focus on neuroscience and genetic research, while also conveying a sense of trust, innovation, and scientific advances. The REGENERAR website (<https://regenerar.eu/>), which intends to be the main hub to share project-related information with all stakeholder groups, was developed to be aligned with the project's visual identity, ensuring a consistent image across all communication platforms of the project, including the social media accounts and other communication materials, such as newsletters, flyers, and others.



Chapter 2

Project Logo

2. Project Logo

2.1 Logo development

The logo is a central piece of the visual identity of the project. It is much more than just a visual symbol. A well-designed logo creates a strong, positive first impression, which can draw people's attention. For the REGENERAR project Logo, the composition elements considered to guarantee the success of the development included:

Colours

Light blues and greens are colours commonly used in medical branding for their soothing and reassuring qualities. Blue is a colour commonly associated with trust, intelligence and science, making it a fitting choice for a scientific project. For REGENERAR, a modern blue colour palette was selected based on the colours commonly related to the health sector, which uses shades of blue as its representative colour. Moreover, the Blue Gradient (ranging from light to dark) adds depth and dimension, suggesting advances and innovation.

Format and Forms

The development of the REGENERAR logo was prioritised to include different visual elements related with the field of the project. With a focus on neuroscience and genetics, the logo was thought to integrate and combine graphic elements like neurons and DNA. A clean and modern design with universally recognised elements would ensure the logo is recognisable and appealing to a broad audience, from the scientific community to the general public.

Typography

The Bold Sans-serif Font was selected for the project name due to its simplicity and straightforward design, making it easily readable in digital and print media. Sans-serif fonts are often associated with modernity and simplicity, reflecting the cutting-edge nature of the research. The emphasis and strength of the boldness of the font convey a sense of strength and confidence in the project's advances to the research field.



2.2 REGENERAR official Logo

The REGENERAR logo (Figure 1) was designed to be easily understood by the public, aligning with the project's aim to communicate complex scientific concepts in an accessible manner. The Neuron is the central element of the logo, indicating the project's main focus on neuroscience. Its stylised representation with branching dendrites suggests complexity and connectivity, which are key aspects of neural networks and brain function. The axon extension through the dotted line transitioning into a DNA strand indicates the connection between neuroscience and genetics, highlighting the project's interdisciplinary approach. The double helix structure of DNA is universally recognised as a symbol of life and genetic information, reinforcing the project's genetic research aspect. By integrating these elements, the logo effectively conveys the project's focus on cutting-edge research in neuroscience and genetics.



Figure 1: REGENERAR official logo.

The logo's overall composition demonstrates balance and harmony, since the logo is well-balanced, with the neuron's sprawling form on the left, balanced by the project name and DNA helix on the right. This harmony reflects the project's goal of achieving balanced and comprehensive research outcomes. Moreover, the forward movement transmitted through the progression from the neuron to the DNA helix aligns with the project's mission of advancing scientific knowledge and innovation in neuroscience and genetics.



The logo will be used in all communications of the project and is available in two versions: colourful and white (Figure 2). The official logos produced for the project may not be modified.



Figure 2: REGENERAR official logos in colourful and white versions.

Before the selection of the official logo, the SPI partner produced different logo versions, as shown in Table 1. Versions were developed with the key contributions and suggestions of all partners. Through voting, the partners selected the logo of their preference (Figure 3), with the one with the most votes being chosen as the official project logo (Figure 2).



Table 1: Different logo versions produced before the final version.

Option 1	Option 2
	
Option 3	Option 4
	
Option 5	Option 6
	
Option 7	Option 8
	



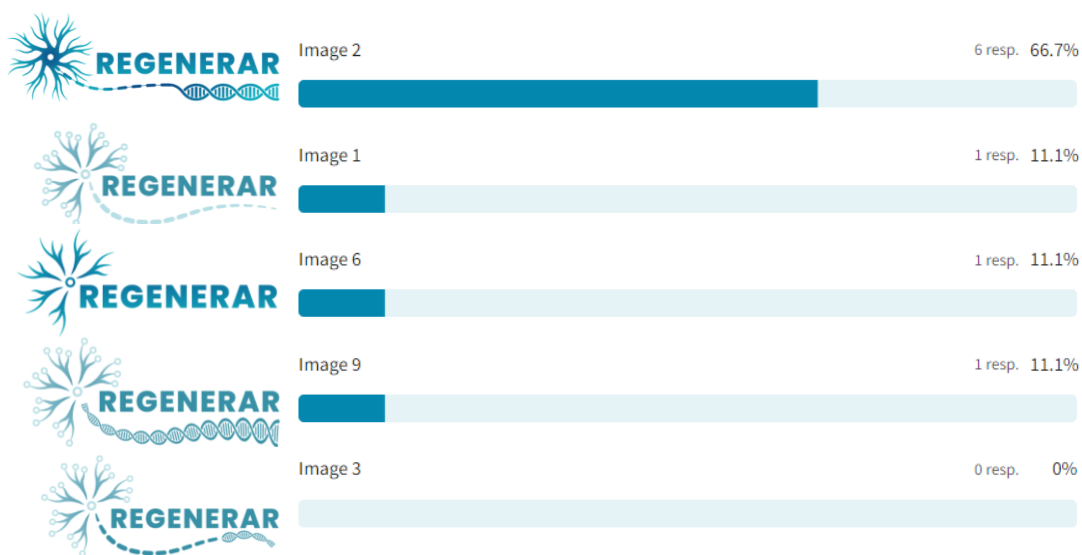
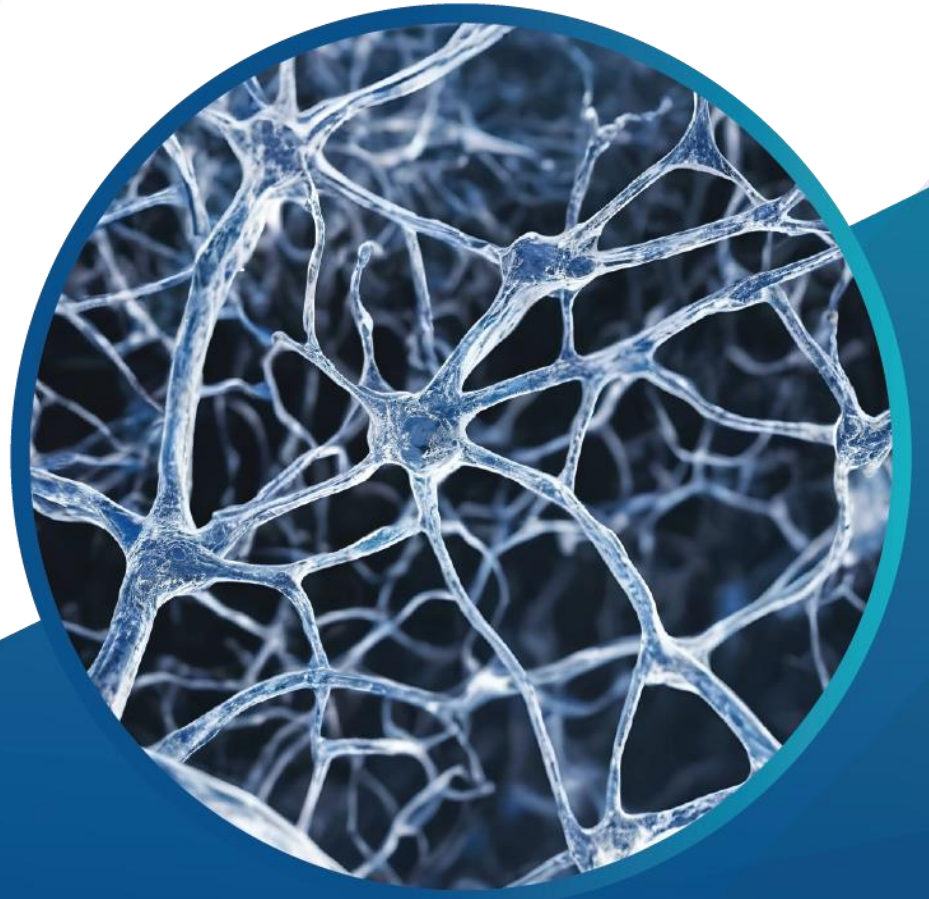


Figure 3: Voting results for the selection of REGENERAR's official logo.





Chapter 3

Website structure and content

3. Website structure and content

The REGENERAR website (<https://regenerar.eu>), the central communication hub of the project, was designed to function as an efficient platform to communicate the project and its advances to all stakeholders. The website started with the creation of a landing page, which was officially online at - <https://regenerar.eu> - on the 18th of March, 2024. Since then, modifications have been made to implement the project's official website.

The website enables redirecting visitors to other communication platforms of the project, namely the social media (with links to):

- LinkedIn: <https://www.linkedin.com/company/regenerar-eu/about/>
- X (former Twitter): <https://x.com/RegenerarEU>
- YouTube: <https://www.youtube.com/@REGENERAREU>

The REGENERAR website has been carefully tailored to meet the needs of various stakeholder groups, including the scientific and research community, medical and healthcare professionals, policymakers, EU healthcare institutions and authorities, pharma industry representatives, patients' associations, media, and civil society. The website features a modern, accessible, intuitive, and responsive design to ensure usability from both computers and mobile devices.

SPI is the partner responsible for the development and maintenance of the website, with the contributions of all project partners, namely in selecting information and providing updates on results, data, publications, news, and events.

3.1 Main structure

The website is designed to be user-friendly, providing visitors with a clear understanding of the project's goals, scope, and ongoing activities. The structure ensures that essential information is easily accessible, fostering transparency and engagement with the project's audience.

3.1.1 Home page

Considering the importance of the Home Page its structure provides a clear and comprehensive overview of the project. The header includes a navigation bar with the following subsections (Figure 4):



- "Home" – contains key information about the project, including an overview, objectives, summary, and essential data such as start/end dates, number of partners and countries, total budget, and duration;
- "About us" – includes information about the project itself;
- "Outcomes" – includes all the communication and public dissemination materials that will be developed throughout the project;
- "News & Events" – contains the advancements and all news of the project;
- "Contact Us" – enables the stakeholders to keep in touch with the coordinator and the consortium.

Below the header was included a "Main Banner" showcasing the primary goal of REGENERAR with an engaging background of a neuron illustration. The text "What is REGENERAR's goal?" is prominently displayed along with a brief description and a "Read More" button for further details. In the "sub-banner" there is an additional tagline emphasising the name of the project: "Improving the Effectiveness and Safety of Cell Reprogramming in Brain Regeneration" (Figure 4).



Figure 4: REGENERAR home page – header.

Scrolling down there is the section "About the Project" which features a stylised brain graphic to the left and a detailed description of the project on the right. The text explains briefly the significance of the project in addressing brain injuries, the collaborative nature of the project, and the objectives aimed at advancing neurological treatments. The page also includes key information on project numbers -



start/end dates, number of partners and countries, total budget allocated, and project duration. Bellow, the News & Events subsection is dedicated to the latest news and events of the project, featuring an image and a brief description of the event (Figure 5). After the News & Events are the partners' institutional logos.

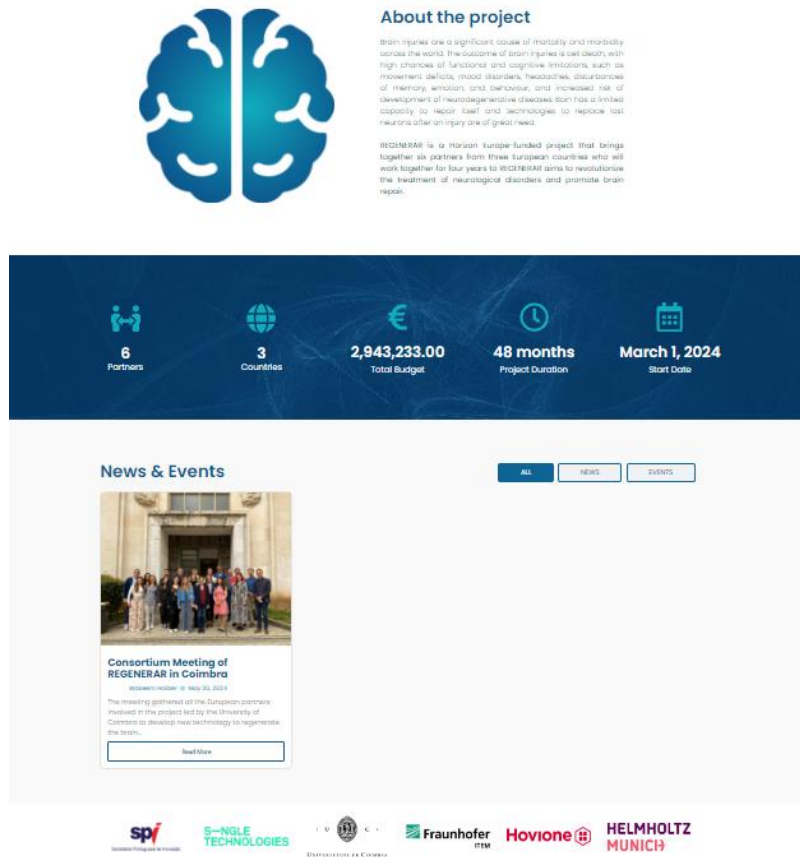


Figure 5: REGENERAR home page – middle section.

The footer contains the Project Coordinator's contact, a section to subscribe to the newsletter, links to social media accounts and the EU disclaimer (Figure 6). The header and the footer give relevance to the REGENERAR logo, which is a permanent element throughout the navigation on the website (Figure 7).





Figure 6: REGENERAR home page – footer.

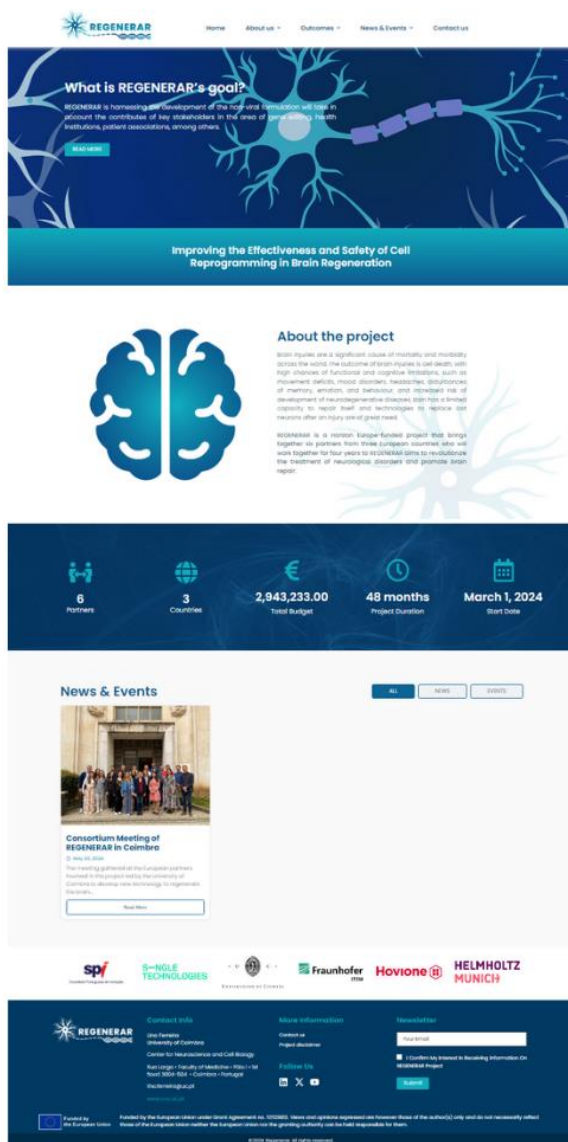


Figure 7: REGENERAR full home page.



3.1.2 About Us page

The “About Us” section is divided into 4 subsections: “The Project”, “Objectives”, “Work Packages” and “Team”. The subsection “The project” contains information about the project and its main goals. The subsection “Objectives” lists the objectives of the project (Figure 8).

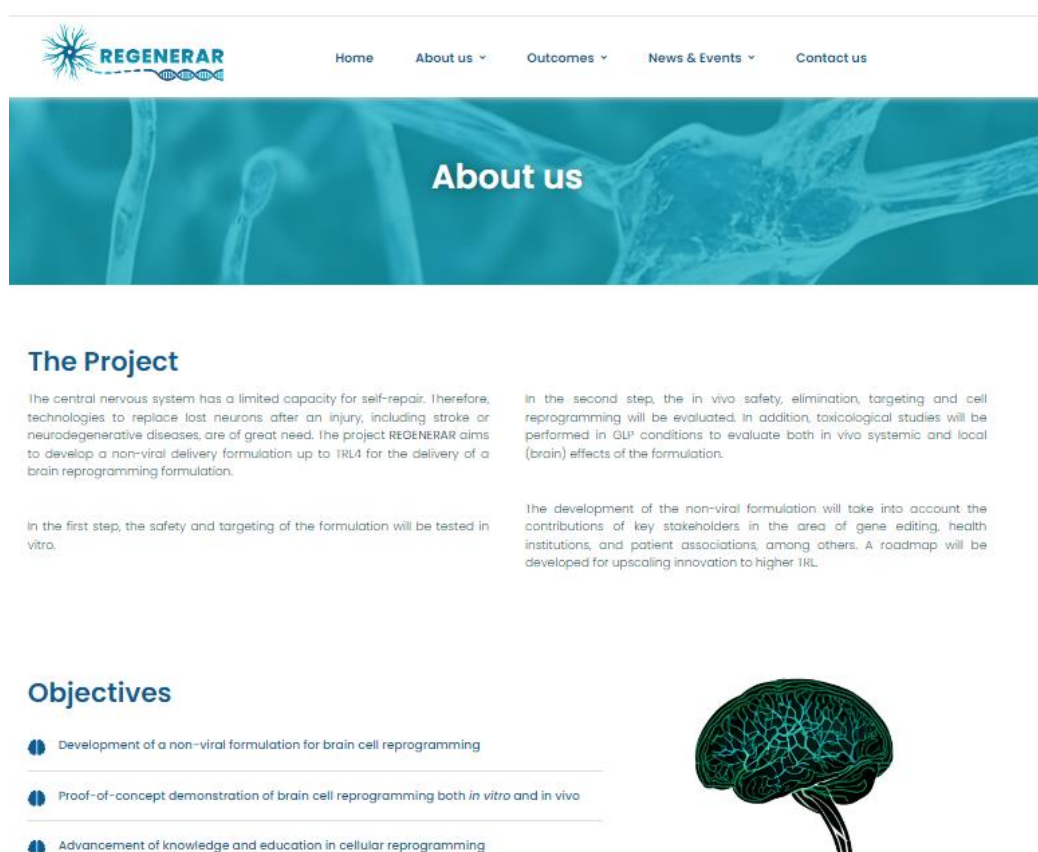


Figure 8: "About Us" section with information about the project and its objectives.

In the “In progress” subsection, there is a progress bar indicating the estimated development status of each Work Package (WP) and a board summarising the objectives of each WP (Figure 9).



Figure 9: About US" section with information about the work packages and their progress.

At the end of the page, there is the subsection "Team" which includes a map showing the locations of all six partners in Europe (Figure 10) and a brief description of the work developed by each one.

Team

The consortium includes six partners from three European Member states, including 2 academic institutions (UC, Portugal and HMGC, Germany), 1 research institute (Fraunhofer Institute, Germany), 1 biotech SME (SINGLE, Sweden), 1 large company (Eunice Costa, Hovione, Portugal) and 1 project management company (SPI, Portugal).

Consortium partners have expertise in different fields, including brain drug delivery protein production and epigenome editing, production of nanoparticles under GLP conditions, spatially resolved transcriptomics, and safety and toxicity studies.



Figure 10: Partner's office location in Europe.

3.1.3 Outcomes page

This page features the dissemination materials, deliverables, publications and videos developed by the consortium. REGENERAR communication and dissemination materials produced, including flyers, roll-up, open-access scientific publications, and newsletters will also be showcased here. Additionally, the project video will be included in this section. Two publications of the project have already been added to the website (Figure 11).

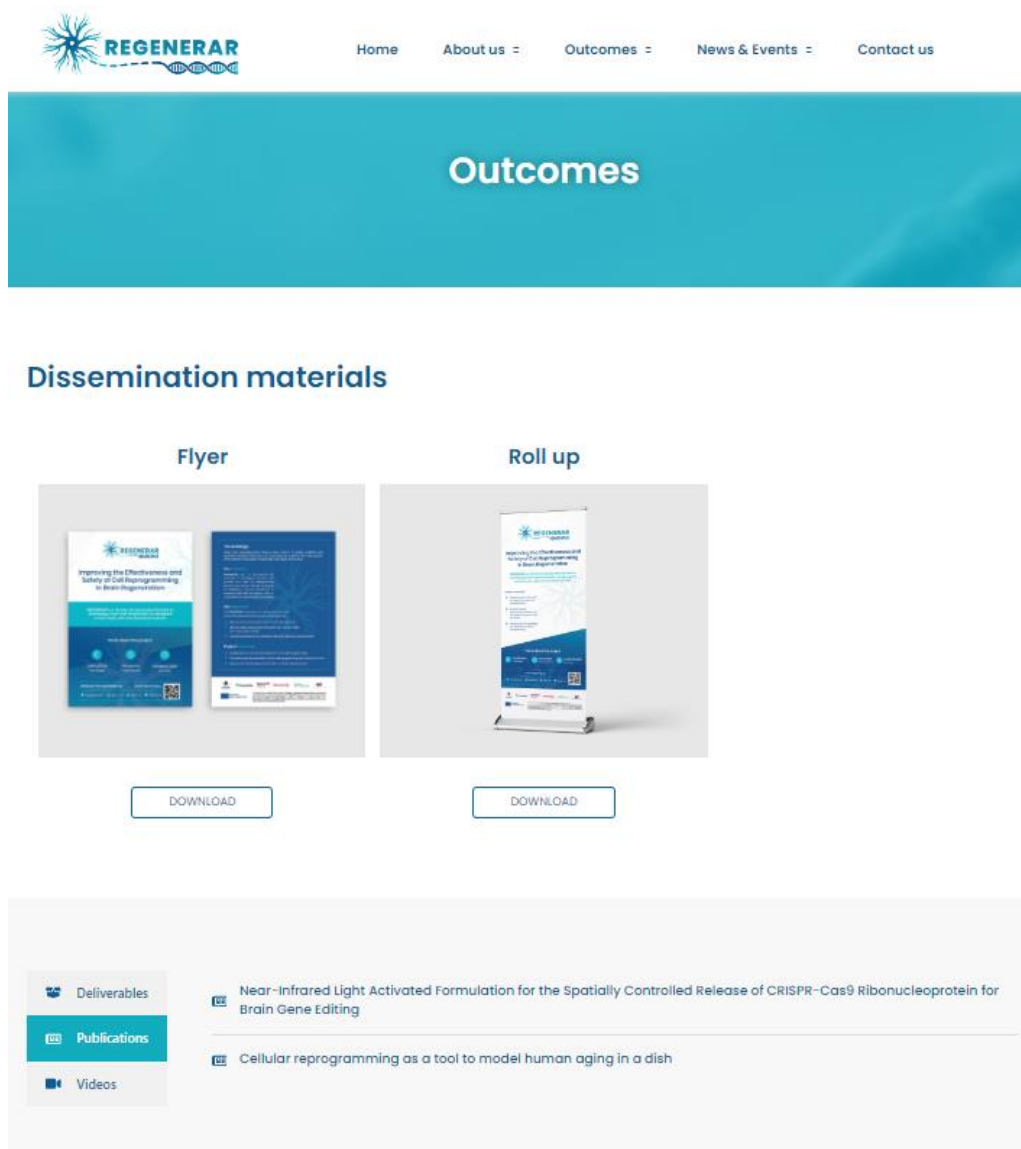


Figure 11: Outcomes section.

3.1.4 News & Events page

This subsection is organised chronologically, with the latest updates appearing first. Clicking on each news image brings up a pop-up window containing the full post, complete with text and accompanying visuals. The first news was already uploaded and it's about the kick-off meeting of the project, as seen in Figure 12.

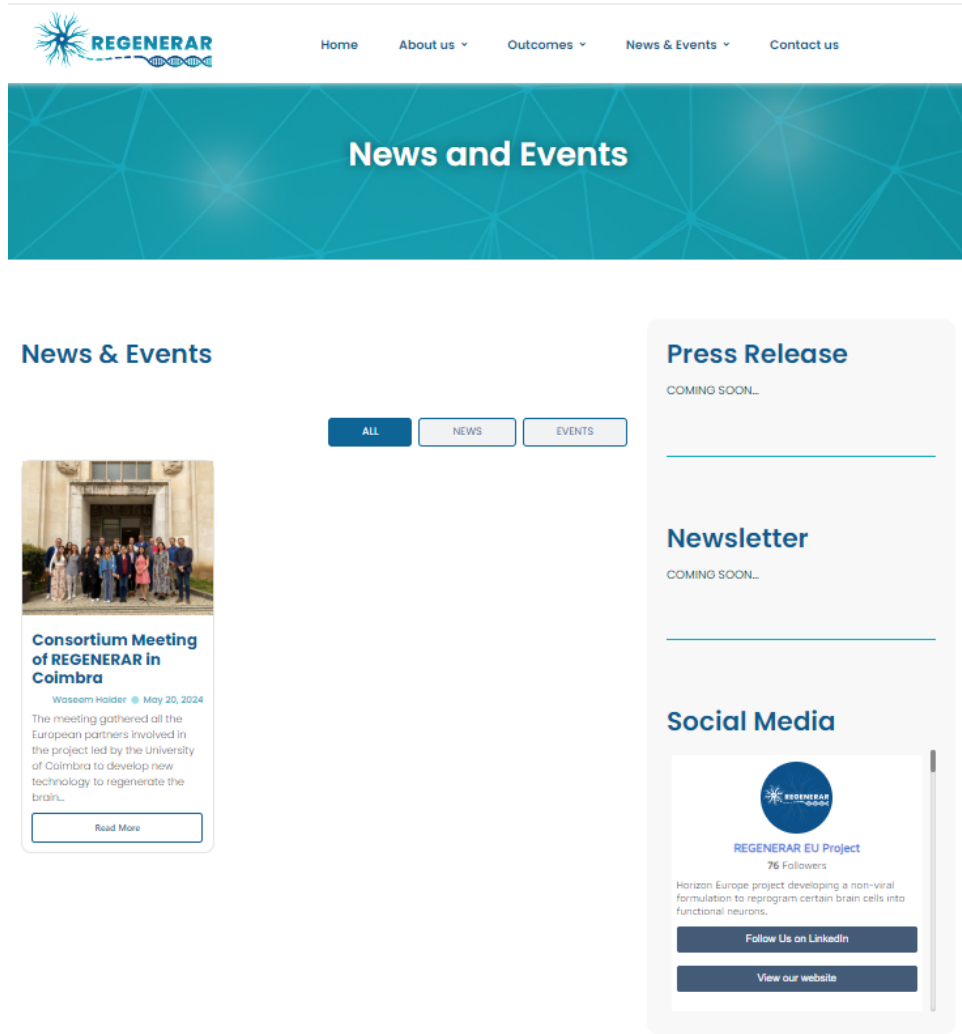


Figure 12: News & Events subsection.

3.1.5 Contact us page

This section contains the institutional contacts of the coordinator (telephone, e-mail and address location). If visitors have any questions, feedback, or concerns about the project, they are free to contact the project coordinator's team through any of the provided channels. Visitors also have the option of contacting the consortium by sending a message directly on the form of the website (Figure 13).

More information

We value your feedback and inquiries. If you have any questions, or suggestions, or would like to discuss any matter with us, please feel free to reach out.

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Send us a message

Your Name

Your Email

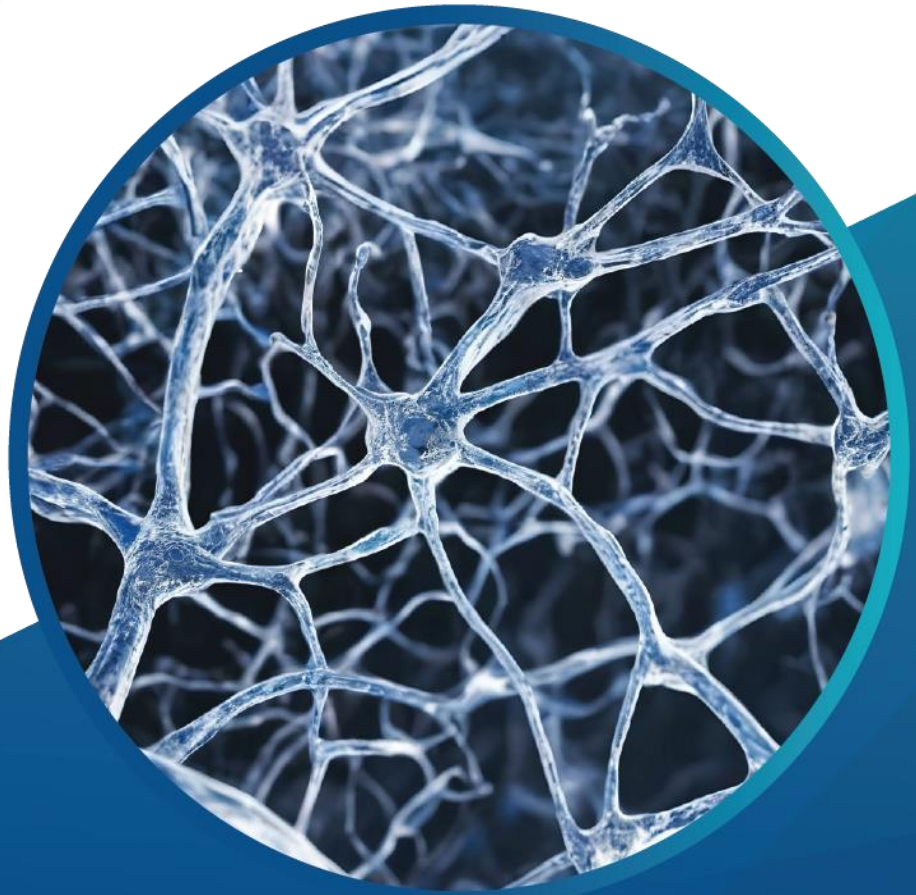
Subject

Your Message (Optional)

Submit



Figure 13: Subsection "Contact Us".



Chapter 4

Conclusion

4. Conclusions

A comprehensive visual identity for the project has been created to ensure a clear, consistent, and recognisable brand for all communications, reflecting the project's mission and objectives. This identity is meticulously designed with graphic elements that emphasise project focus on neuroscience and genetics while conveying a sense of trust, innovation, and progress.

At the heart of the REGENERAR project's visual identity is the official logo, which features a simple neuron with an axon ending in a DNA strand. This design symbolically captures the core objective of the REGENERAR project: reprogramming brain cells into functional neurons. By integrating these elements, the logo effectively communicates the project's focus on advancing neuroscience genetics.

REGENERAR website, the main communication hub of the project, has been meticulously tailored to function as an effective platform for communicating the project, main results and news to all stakeholder groups, including the scientific and research community, medical and healthcare professionals, policymakers, EU healthcare institutions and authorities, pharma industry representatives, patients' associations, media, and civil society. Through a tailored design, the website ensures that all relevant groups are kept informed and engaged with the project's advancements. The website is being updated with new content and adjustments are being introduced to improve some sections. The website will remain online for three years after the project's lifetime.

