IDEAL

INDOOR AIR QUALITY
HEALTH

Cluster web portal and visual identity

LEARN project

K-HEALTHinAIR project

Version 1.0

Final version

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EXECUTIVE SUMMARY

Cluster details

Cluster title	Indoor Air Quality and Health
Cluster acronym	IDEAL
Dates and duration	September 1st 2022 – August 31st 2026 (48 months)
Horizon Europe call	HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health
Number of projects	7

IDEAL's projects

PROJECT	TITLE	GA NUMBER
K-HEALTHinAIR	Knowledge for improving indoor air quality and health	101057693
SynAir-G	Disrupting Noxious Synergies of Indoor Air Pollutants and their Impact on Childhood Health and Wellbeing	101057271
LEARN	Evaluation on indoor air quality for children around Europe	101057510
TwinAIR	Indoor air quality for healthy living	101057779
InChildHealth	Identifying determinants for indoor air quality and their health impact in environments for children: measures to improve indoor air quality and reduce disease burdens	101056883
INQUIRE	Identification of chemical and biological determinants, their sources, and strategies to promote healthier homes in Europe	101057499
EDIAQI	Evidence Driven Indoor Air Quality Improvement	101057497

Cluster's aim

To optimise synergies, avoid overlaps and increase the impact of the projects selected for funding under the call HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health, the projects have formed a cluster. Common cluster activities include the following:

- Common cluster kick-off meeting of the six projects
- Annual cluster meetings and periodic report of joint activities
- Common dissemination and communication activities
- Thematic workshops/trainings on issues of common interest

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- Working groups on topics of common interest
- Advisory board

Document details

Deliverable Type	DEC —Websites, patent filings, videos, etc
Deliverable Title	Cluster web portal and visual identity
Name of project partners for this deliverable	LEARN (visual identity) and K-HEALTHinAIR (web portal)
Version	V1.0
Contractual delivery date	Month 9 (May 2023)
Actual delivery date	31 May 2023
Dissemination Level	Public
Purpose	This document addresses both the visual identity and the common web portal that have been developed for the IDEAL cluster, especially to be used in its communication and dissemination activities. Their main characteristics are presented, and the process of elaborating them is also covered. The deliverable has been created and validated in collaboration with the cluster's Working Group 3 for Communication and Dissemination.

Revision history

The following table describes the main changes done in the document since it was created.

REVISION	DATE	DESCRIPTION	AUTHOR (PROJECT)
V.0.1	2023.05.12	First draft, including the part about the visual identity	LEARN
V.0.2	2023.05.15	Including the part about the web portal	K-HEALTHinAIR
V.1.0	2023.05.19	Final version	LEARN

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1. INTRODUCTION

The **IDEAL cluster** brings together 7 projects funded under the Horizon Europe's call 'HORIZON-HLTH-2021-ENVHLTH-02-02: Indoor air quality and health' with the aim of optimising synergies, avoiding overlaps and increasing their impact.

'Cluster web portal and visual identity' is the second deliverable of the IDEAL cluster's **Working Group 3**, devoted to Communication and Dissemination. Lead by the projects LEARN and InChildHealth, this working group is committed to develop and implement communication and dissemination planning to ensure that all projects' results reach the appropriate audience and achieve the expected impacts. This includes:

- Monitor the impact of dissemination and adapting strategies and methodologies as deemed necessary.
- Define the roles and responsibilities of cluster partners to guarantee the smooth running of the dissemination activities in numerous areas.
- Coordinate with external stakeholders (patients, health care professionals, regulators, policy makers), as well as other related projects and institutions to ensure a high reach of communication activities.

On one hand, the **visual identity** provides a shared branding for the cluster, reflecting its scope and projects through visual language and elements that will be consistently used in every document, material or public display of the cluster, ensuring coherency and consistency.

On the other hand, the **web portal** provides a common platform that will be the heart of all online communication activities and channels, providing all public information and resources to anyone who might show interest in the cluster.

Both elements have been created based on the **'Common dissemination and communication strategy for the cluster'**, the first deliverable of its Working Group 3, which already included some objectives to follow, targets to reach and specific guidelines for both communication items.

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2. CLUSTER'S VISUAL IDENTITY

The IDEAL cluster's visual identity has been developed to reflect its **aims and values** in a homogeneous way, by graphic means, using the visual language and elements.

To this end, a **logo** and **Brandbook** have been developed and shared with all cluster members from all projects involved, together with **templates** for the main document formats (Word documents, PowerPoint presentations and Excel sheets). It is composed of a logo, a Brandbook and templates, all of which are described in this document and available for the European Commission or any other interested party upon request.

In order to transmit IDEAL's brand in a professional and homogeneous way, this visual identity and guidelines **must be followed** in all documents, materials and graphic representations of the IDEAL cluster, whether they are reflected in a digital file or in print. This includes all communication and dissemination channels and materials, as well as any deliverables or reports that must be handed in to the European Commission or made available to the public.

2.1 The process of developing the visual identity

The first element to be created was the **cluster's logo**. An initial brainstorming was made and the first options were developed around the concepts of air flow and health. Therefore, iconographic representations of air flow were approached, while the colour blue was selected to express air and health.

In this sense, the following draft versions were shared with the project coordinators:

Figure 1. First draft versions of IDEAL's logo

After their feedback, the logo was modified to incorporate the idea of an indoor environment.

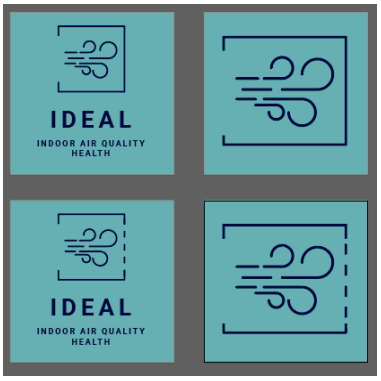

Figure 2. Second draft versions of IDEAL's logo

Finally, the project coordinators validated the final version of the logo, as shown in section 2.2.

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After the definitive logo was approved, a **Brandbook** was created to define guidelines for all graphic elements of IDEAL's visual identity: logo, colours, typography and iconography. All of which were based on the cluster's logo. This Brandbook was shared and approved by the leaders of the cluster's Working Group 3 for Communication and Dissemination, together with some suggested images.

The Brandbook guidelines were used later to create **templates** for all formats of documents: Word, Power Point and Excel. Once more, they were shared and approved by the leaders of the cluster's Working Group 3 for Communication and Dissemination.

Finally, all elements of the visual identity (logos, Brandbook and templates) were **shared** among all members of the IDEAL cluster and are currently being used in all the cluster's materials. They are available for all the members of the IDEAL cluster and can be delivered to the European Commission or any other interested party **upon request**. Their information is **described** in the following sections of this document.

2.2 IDEAL's logo

IDEAL's logo has been built as an **imagotype** that combines the following elements:

- An **isotype** that graphically represents air flow entering and exiting a space that is open on both sides. This reflects the indoor air quality and ventilation concepts.
- A **logotype** with the acronym of the cluster, "IDEAL", followed by its full title, "INDOOR AIR QUALITY HEALTH". Both written in the project's typography, Roboto.

The **main version** of the logo is the imagotype in positive mode, with elements in navy-blue colour over a background in aqua-blue colour.

Figure 3. IDEAL cluster's logo: main version

However, **alternative versions** have been developed in order to cover all graphic design needs, but they should only be used exceptionally:

- **Isotype version**: if included in a small size.
- **Negative version**: if placed over a dark background.
- **Monochrome versions**: when printing materials only allow one single colour, the logo must have a transparent background (over a photograph) or the logo is placed in a design with a different (and unmatching) visual identity, among other cases.

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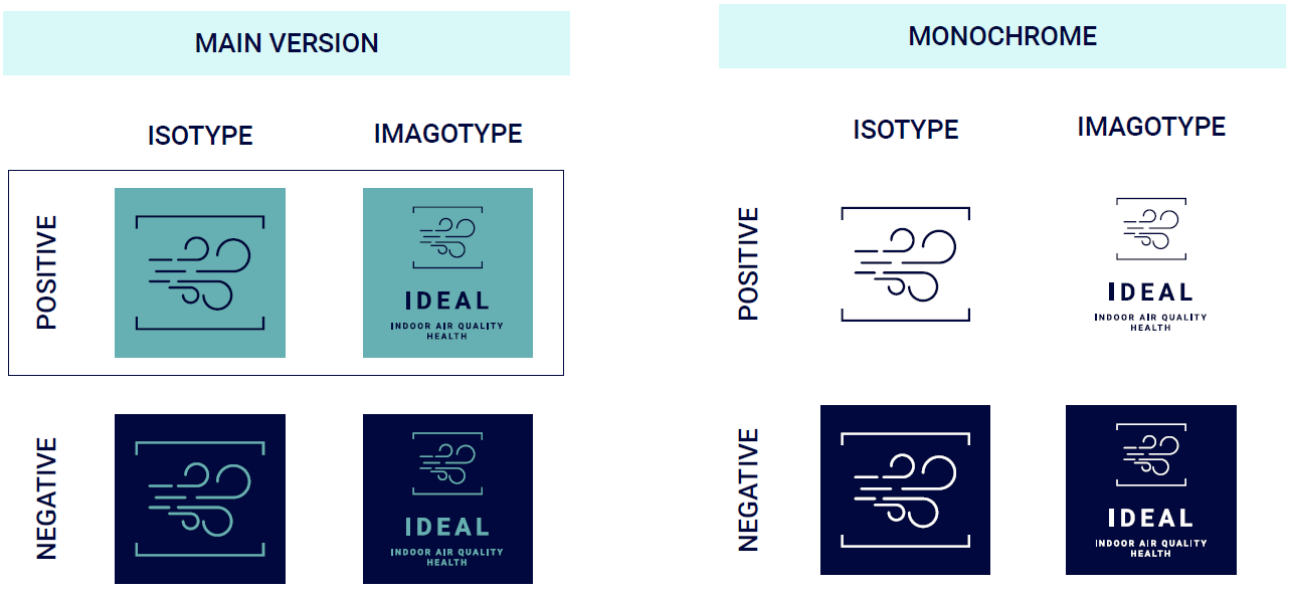

Figure 4 IDEAL cluster's logo: alternative versions

Moreover, the following guidelines must be met when referring to the IDEAL cluster:

- If the logo is displayed in a **small size**, the isotype will be the appropriate version to use, while the imagotype must be avoided.
- The cluster's acronym must always be written in **capital letters**: "IDEAL".
- The **bounded free space** around the logo must be respected, indicated as follows.

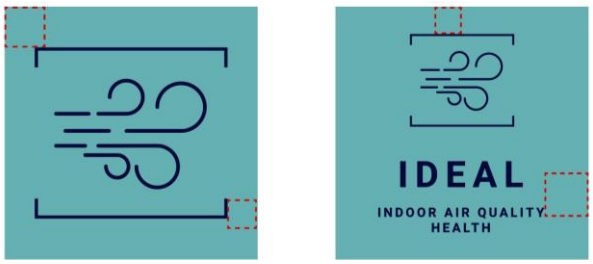

Figure 5. Bounded free space around IDEAL's logo

2.3 IDEAL's brand colours

Navy blue (#00083D) and aqua blue (#66AFB2) are the **primary colours** of the cluster, as used in the main version of its logo. As such, they must be used on the main graphic elements. They remind of fresh air, air flow and health.

To complement them, some **secondary colours** are also available: light blue (#D9F9F8), dusty lilac (#B266AF) and dusty blue (#6689B2). As desaturated, pastel colours, they keep harmony with the primary colours and contribute to evoking a sense of healthiness and etherity.

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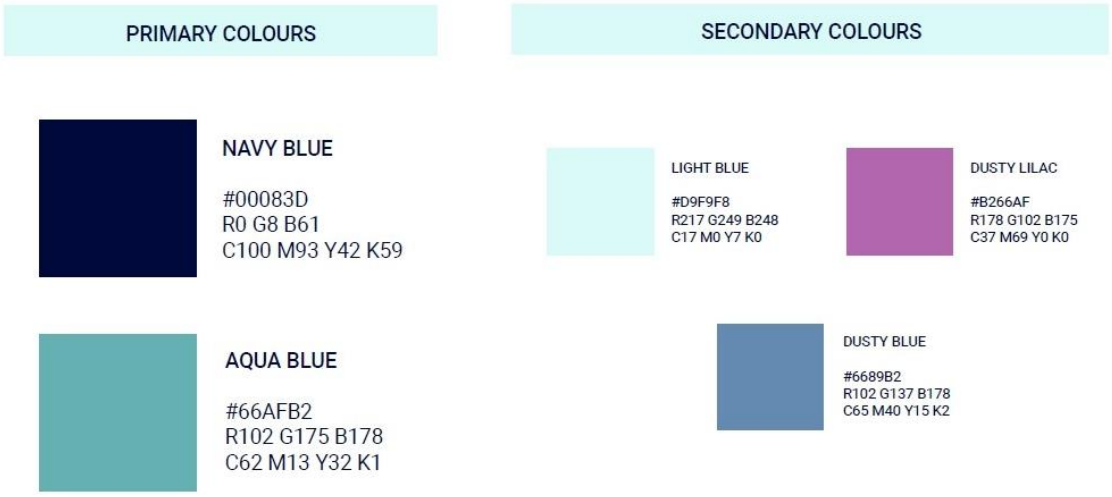

Figure 6. IDEAL's brand colours

2.4 IDEAL's brand typography

All texts must use the **Roboto typography family**, focusing on Roboto Bold and Roboto Medium for headlines, and Roboto Regular and Roboto Light for body text.

Text over a bright background should be written in navy-blue colour, whereas text over a dark background should be written in white or aqua-blue colour.

HEADLINES LEVEL 1	**Roboto Bold**	**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**
HEADLINES LEVEL 2	Roboto Medium	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789
BODY TEXT	Roboto Regular	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789
BODY TEXT ALTERNATIVE	Roboto Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Figure 7. IDEAL's brand typography

2.5 IDEAL's iconography

Icons should be bold and only slightly rounded. They don't need to be displayed with a shape framing them. If they are placed over a coloured background, the icons should be either white or navy blue.

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Figure 8. Examples of suitable icons

As for other **shapes**, they will preferably be non-rounded.

Figure 9. Examples of suitable shapes

Regarding **images**, they should be cool-toned, bright and slightly desaturated, and when possible, they should match the brand's colour range.

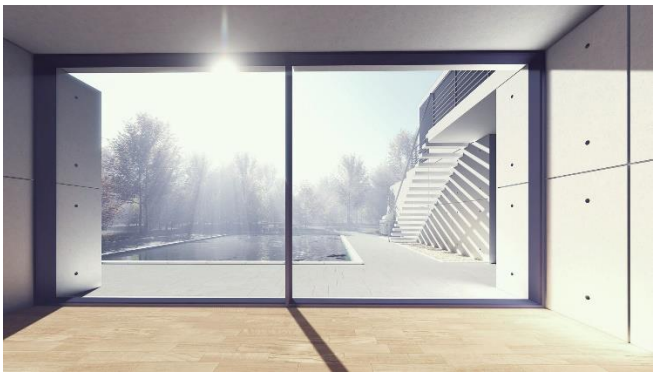

Figure 10. Example of a suitable image

2.6 Horizon Europe requirements

As stated on the Horizon Europe Grant Agreement, it is mandatory that both the **EU flag and funding statement** are placed on every public communication material produced by the IDEAL cluster.

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Figure 11. EU flag and funding statement

It is mandatory on every public communication material produced by the IDEAL cluster:

- Same place on every page.
- Ideally as part of the frame which appears on all sections of a website.

The **flag** must be at least 1 cm hight and the bounded free space around it must be respected:

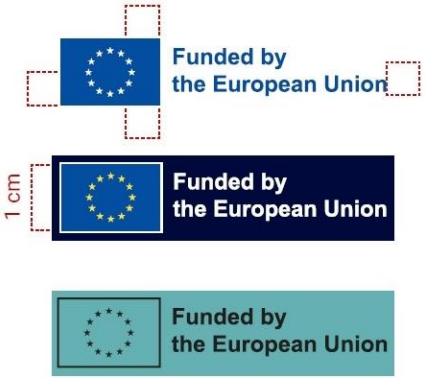

Figure 12. How to display the EU flag

The following **disclaimer** must also appear on every material produced by the cluster:

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More information about these Horizon Europe requirements can be found at:
https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

2.7 Logos of the cluster projects

It is not necessary to include all the project logos in every cluster document or material. It is only mandatory to include the cluster's logo, together with the EU flag and emblem, as stated previously.

However, in case you need to include the logos of all individual projects that take part in the cluster, they must be smaller in size than the cluster logo, following this example:

Figure 13. Logos of the cluster projects

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2.8 IDEAL templates

Some templates have been created for the main formats of documents that might be needed in the IDEAL cluster: Word documents, Power Point presentations and Excel sheets.

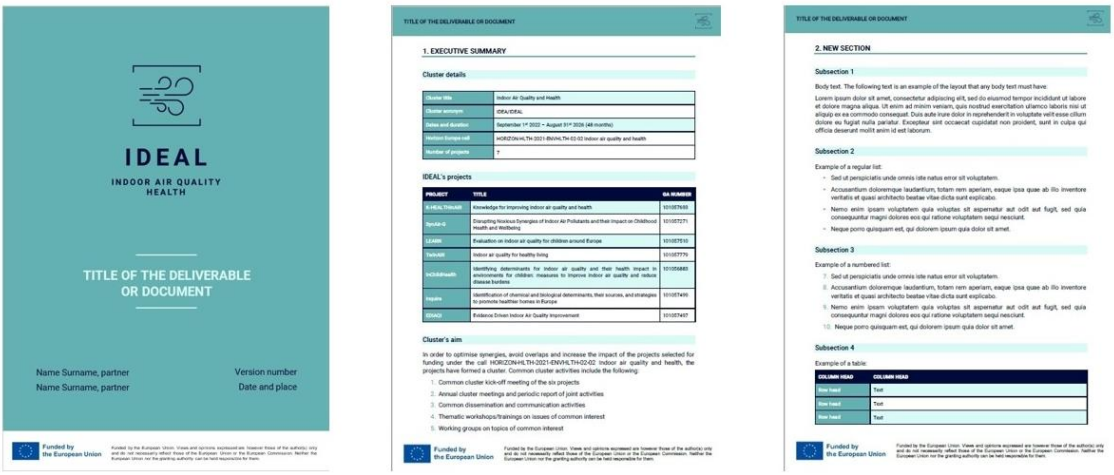

Figure 14. IDEAL's Word template

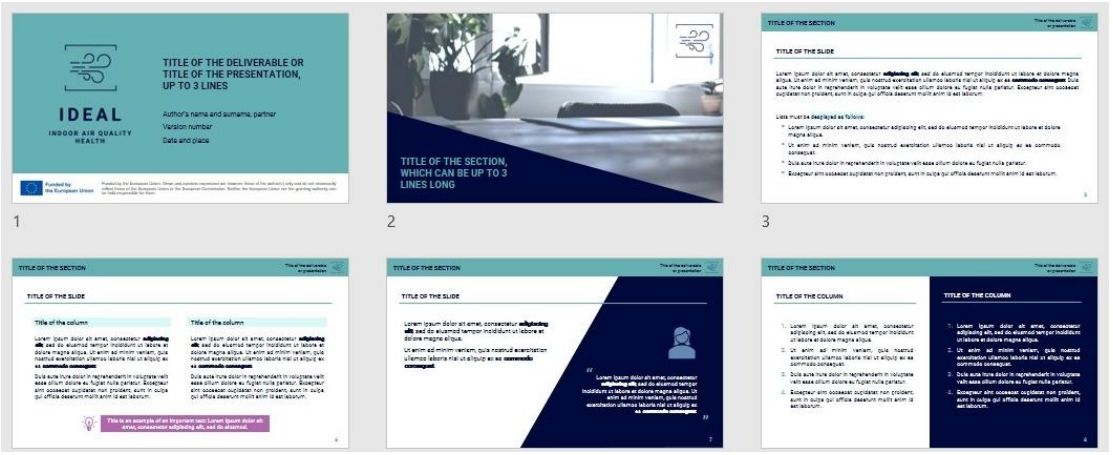

Figure 15. IDEAL's Power Point template

TITLE OF THE TABLE

COLUMN HEAD1	COLUMN HEAD2	COLUMN HEAD3	COLUMN HEAD4	COLUMN HEAD5	COLUMN HEAD6
ROW HEAD	Text	Text	Text	Text	Text
ROW HEAD	Text	Text	Text	Text	Text
ROW HEAD	Text	Text	Text	Text	Text
ROW HEAD	Text	Text	Text	Text	Text

TITLE OF THE TABLE

COLUMN HEAD		COLUMN HEAD		COLUMN HEAD	
SUB HEAD1	SUB HEAD2	SUB HEAD3	SUB HEAD4	SUB HEAD5	SUB HEAD6
Text	Text	Text	Text	Text	Text
Text	Text	Text	Text	Text	Text
Text	Text	Text	Text	Text	Text

Figure 16. IDEAL's Excel template

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3. CLUSTER'S COMMON WEB PORTAL

3.1 The cluster's website

The IDEAL cluster website, which can be found on the following web address: https://www.idealcluster.eu/, is the main communication channel for showcasing the cluster to its stakeholders and the wider public. The IDEAL website will collect all the online communication and dissemination materials and actions of the cluster. It will be customized in order to effectively provide information to stakeholders in a user-friendly way, ensuring that all projects' results reach the relevant audiences and achieve the expected impacts.

The website has been developed by K-HEALTHinAIR using CMS WordPress (last version) and the advance block 'Divi' theme so that the backend will be easily accessible and modifiable by the administrator user. The site uses the Divi builder which is a visual drag and drop page builder. This gives enhanced control over design and layout of site content without editors or administrators needing to be HTML or programming experts. The website is hosted by K-HEALTHinAIR in a professional hosting correctly scaled to the needs and throughout the lifetime of the cluster.

The website will be developed over time, following the progress of cluster activities and outputs. It includes essential elements to communicate about the project (projects, partners, news, events, etc.).

Google Analytics will be integrated to the website, to track and analyze its traffic and visitors' behavior, in order to inform KPI monitoring and guide the Cluster towards optimizing visitors' experience.

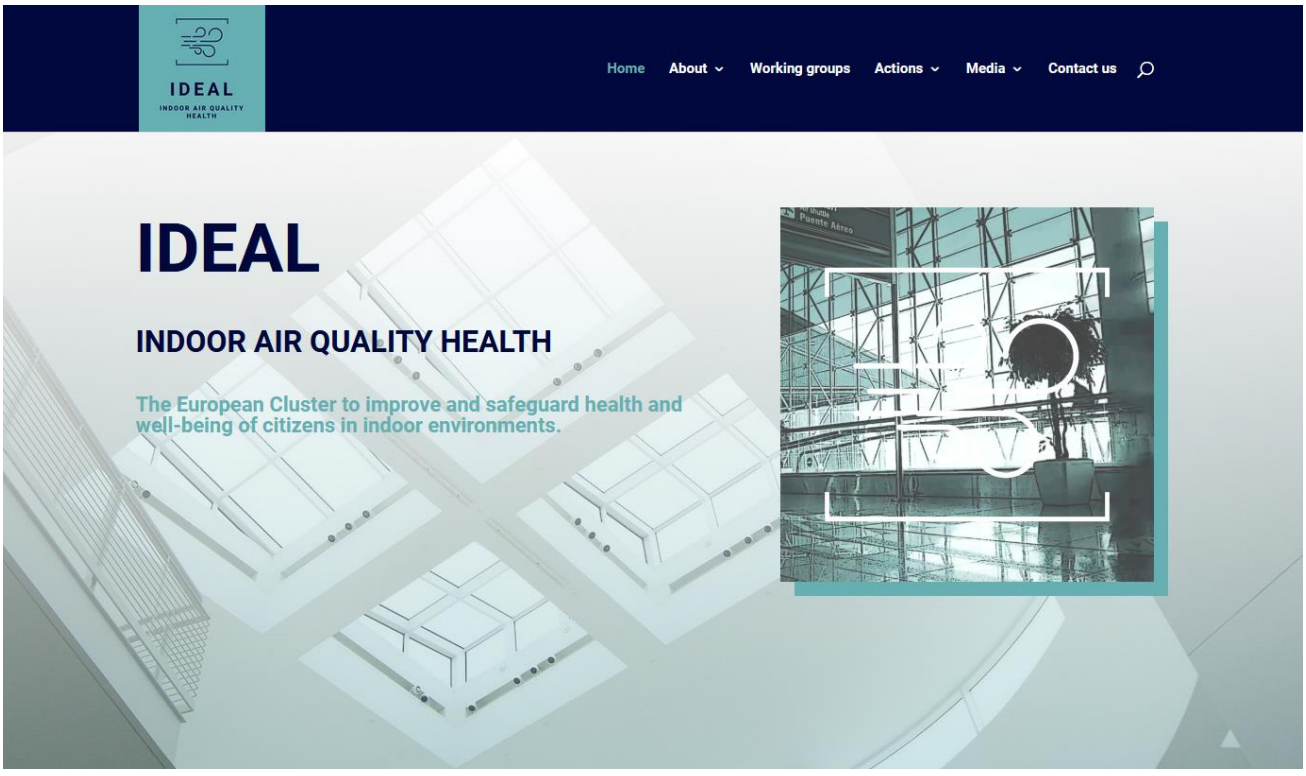

Figure 17. IDEAL Cluster website, home page

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Following website publication, the process of SEO optimisation has just commenced. A number of plugins will be used to enhance SEO positioning, including All In One SEO, Super Caché and Smush. Loading time, meta-descriptions, titles, URLs and ALT tags will all be taken into account in optimising SEO.

The website benefits from a number of security features. Recaptcha from Google (not visible) has been installed to avoid malware, particularly entering through the 'Contact' form. The all–in-one security plugin has also been installed to enhance security. All the components of the web: core, themes and plugins, will be kept updated during the life of the cluster in order to guarantee the security and functionality of the systems. This is in addition to standard security features provided by the server company.

The website will be integrated with the Google Analytics service in order to be able to analyze its traffic and number of visits, and to be able to evaluate the scope and impact of the cluster.

3.2 Website structure

The website is fully responsive, and its architecture is as follows:

- Home
  - Introductory text
  - Latest news and events
  - Contacts form and newsletter form
- About
  - Concept
  - Projects:
    - EDIAQI project
    - InChildHealth project
    - Inquire project
    - K-HEALTHinAIR project
    - LEARN project
    - SynAir-G project
    - TwinAir project
  - International Advisory Board
- Working Groups
  - WG1. Science translation for policy and practice.
  - WG2. Data analysis / management and protection.
  - WG3. Communication & Dissemination.
  - WG4. Guidelines.
  - WG5. Sensors.
  - WG6. Health Outcomes.
  - WG7. In-vitro models.
- Actions

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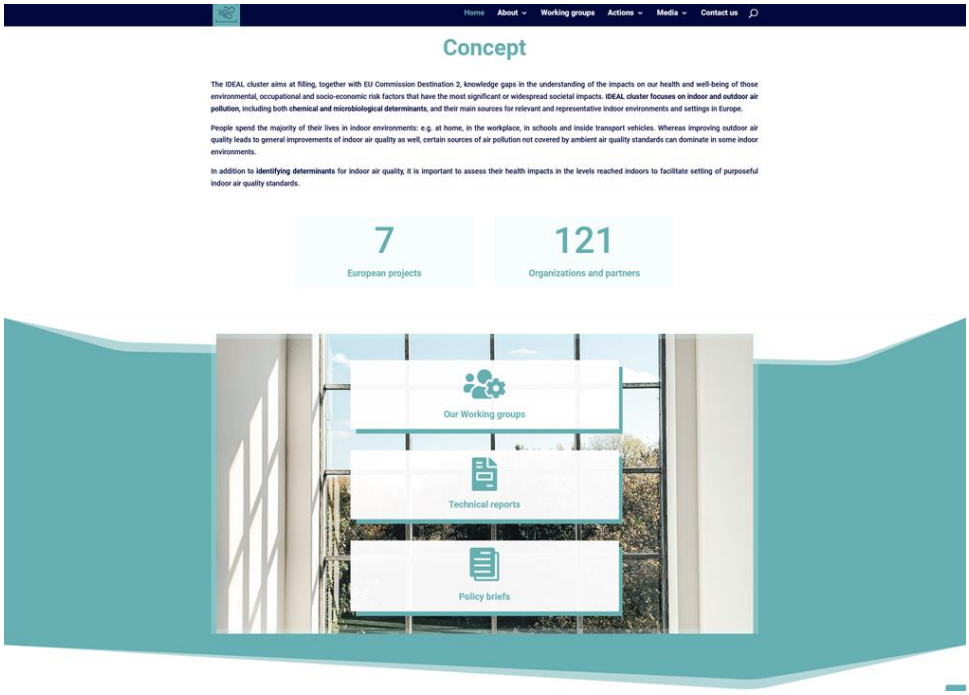
- Annual Cluster meetings
- Workshops
- Technical Reports
- Policy Briefs

- Media
  - Cluster Brochure
  - News & Events
  - Newsletter
  - Press Release
  - Communication Kit
- Contact us

Below is the description of the website pages.

3.3 HOME

The “Home” page contains a section presenting the concept of the IDEAL Cluster; links to sub-pages featuring the Cluster’s individual Working Groups (WGs), Technical reports and Policy briefs to be published, as well as a section presenting all the projects-members of the Cluster, with links to their Home pages. Links to the Cluster’s social media channels (Twitter, LinkedIn) are included in the end of the page.



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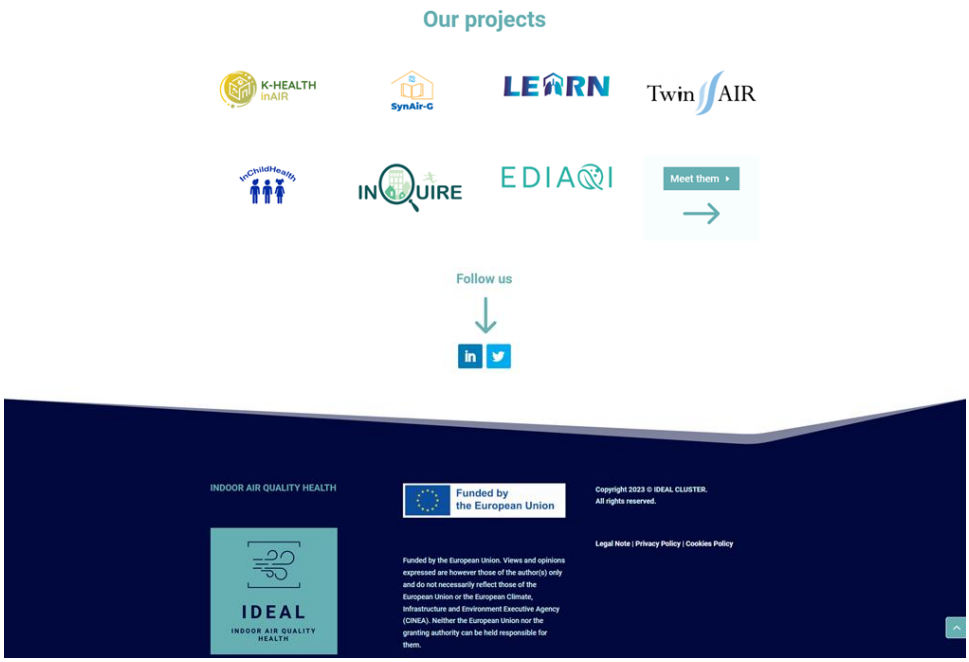

Figure 18. IDEAL Cluster website, HOME menu

3.4 ABOUT

From the "About" page, website's visitors can navigate through the projects that are part of the cluster and can get informed about the members of the International Advisory Board.

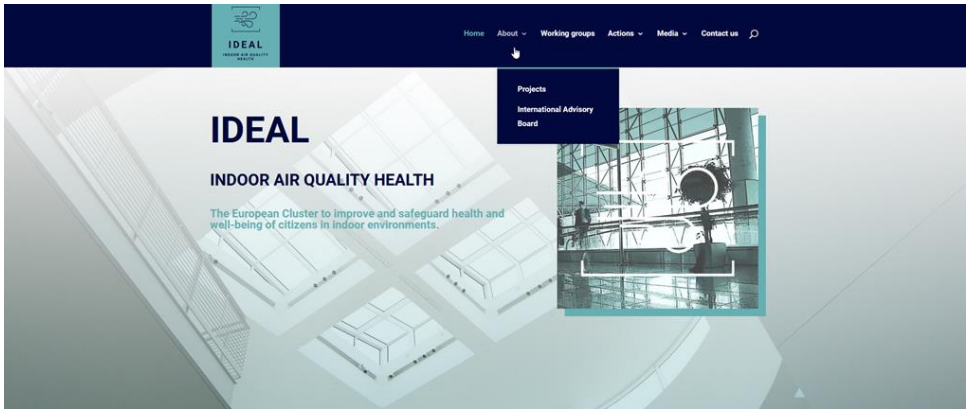

Figure 19. IDEAL Cluster website, ABOUT menu items

3.4.1 PROJECTS

The "Projects" page features the 7 EU funded projects in the topic of Indoor Air Quality and Health which are part of the IDEAL cluster. A tile is dedicated to each project, containing each individual project's logo (linked to their Home page), a brief description for each project, and a button-link to their individual websites.

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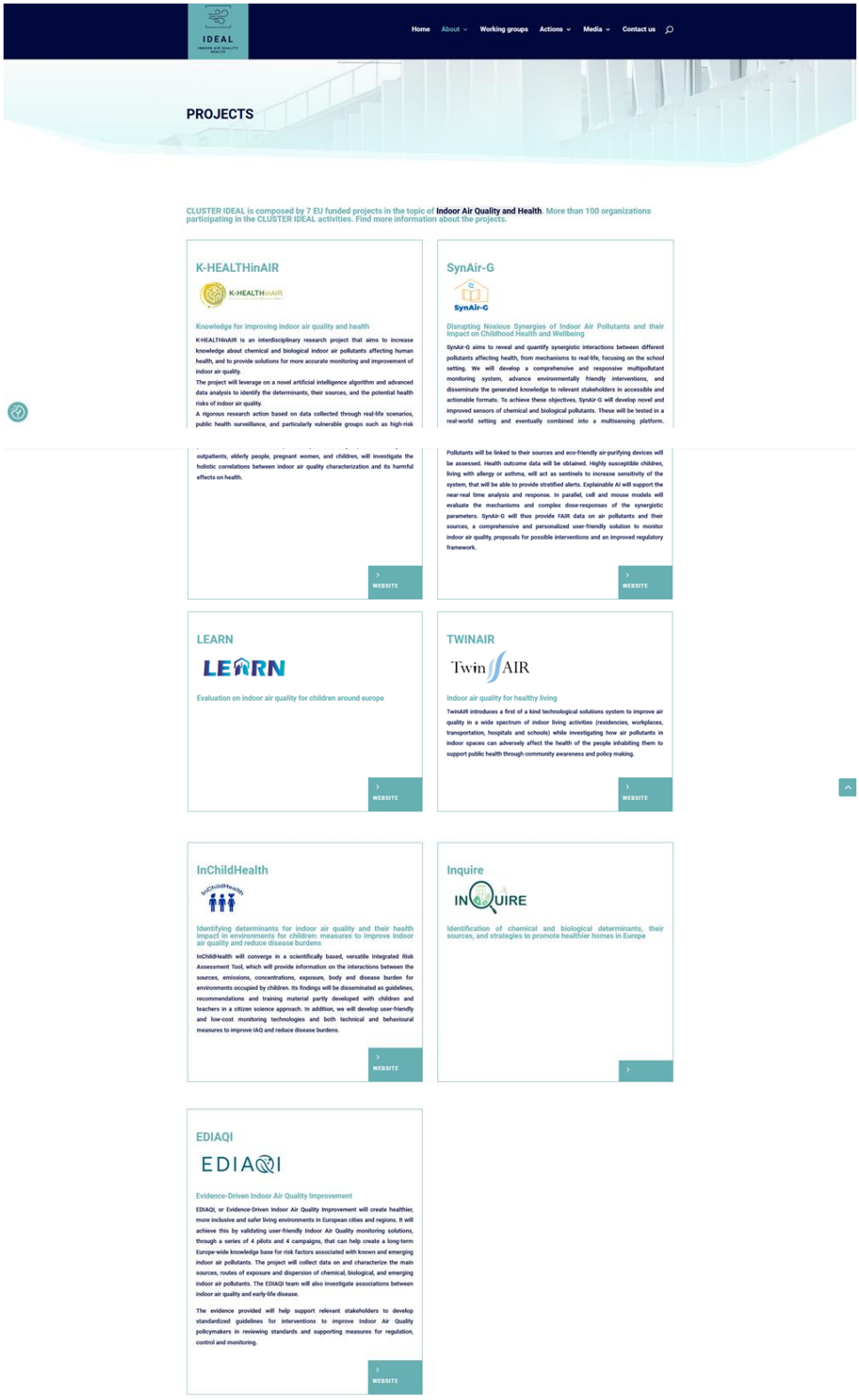

Figure 20. IDEAL Cluster website, ABOUT: PROJECTS menu

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3.4.2 INTERNATIONAL ADVISORY BOARD

This page will present the members of the International Advisory Board. The members of the Advisory Board have already been chosen and contacted in order to provide their consent for the publication of their profiles and contact details in this page.

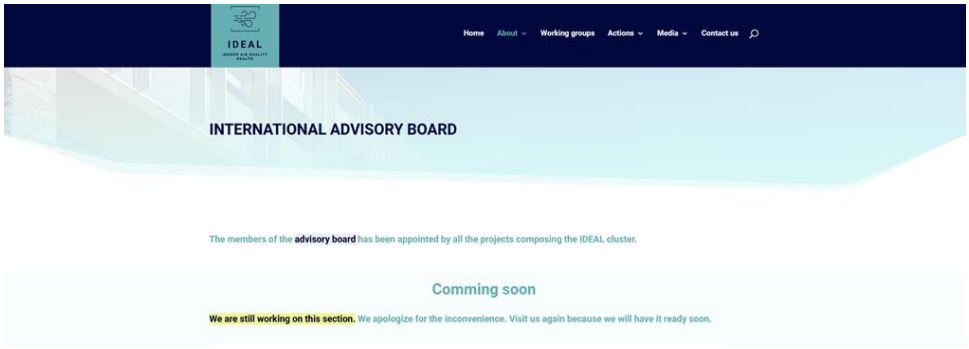

Figure 21. IDEAL Cluster website, ABOUT: INTERNATIONAL ADVISORY BOARD menu

3.5 WORKING GROUPS

The “Working Groups” page shows the 7 Working Groups (WG) created on practical topics, which are:

- WG1: Science translation for policy and practice (SynAirG, K-HEALTHinAIR).
- WG2: Data analysis / management and protection (TwinAir, INQUIRE).
- WG3: Communication and Dissemination (InChildHealth, LEARN).
- WG4: Guidelines (SynAir-G).
- WG5: Sensors (INQUIRE).
- WG6: Health outcomes (SynAir-G).
- WG7: In-vitro models (LEARN).

This page presents more information about each WG and the contact details of the projects leading each of them:

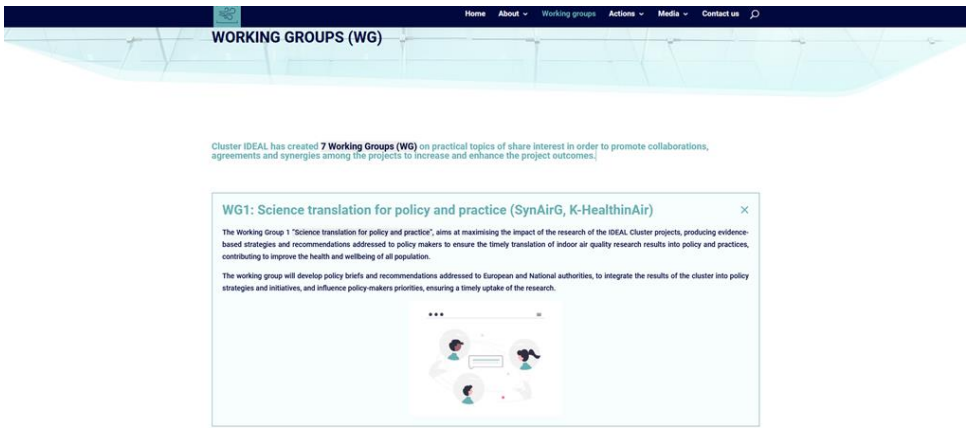

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Figure 22. IDEAL Cluster website, WORKING GROUPS menu

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3.6 ACTIONS

From the “Actions” menu item, the following items are accessible: Workshops, Annual Cluster meetings, Technical reports and Policy briefs.

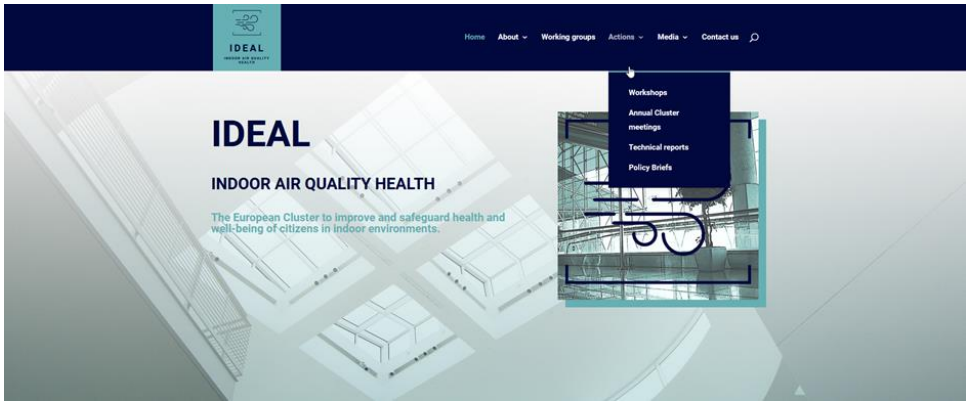

Figure 23. IDEAL Cluster website, ACTIONS menu items

3.6.1 WORKSHOPS

The “Workshops” page features the thematic workshops which will be held in the context of the scientific strategy defined for the IDEAL cluster. At least 4 workshops will be organised. Currently the page is under construction since no workshop has been organised yet.

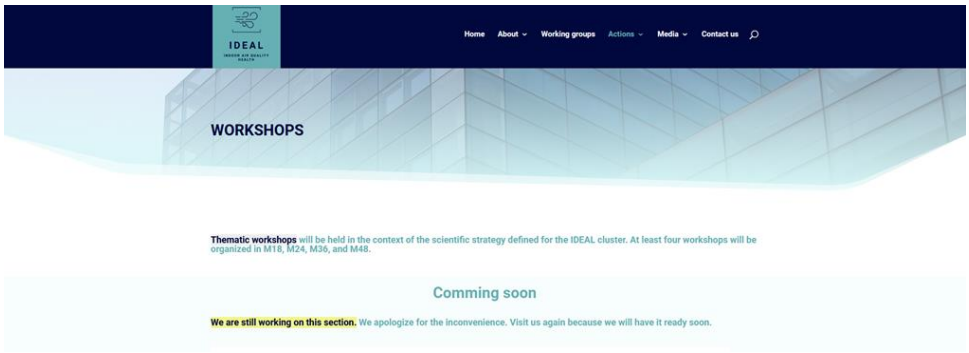

Figure 24. IDEAL Cluster website, ACTIONS: WORKSHOPS menu

3.6.2 ANNUAL CLUSTER MEETINGS

The “Annual Cluster meetings” page will present the face-to-face meetings to be organized on a yearly basis. The page contains a post for the kick-off meeting of IDEAL Cluster Launch.

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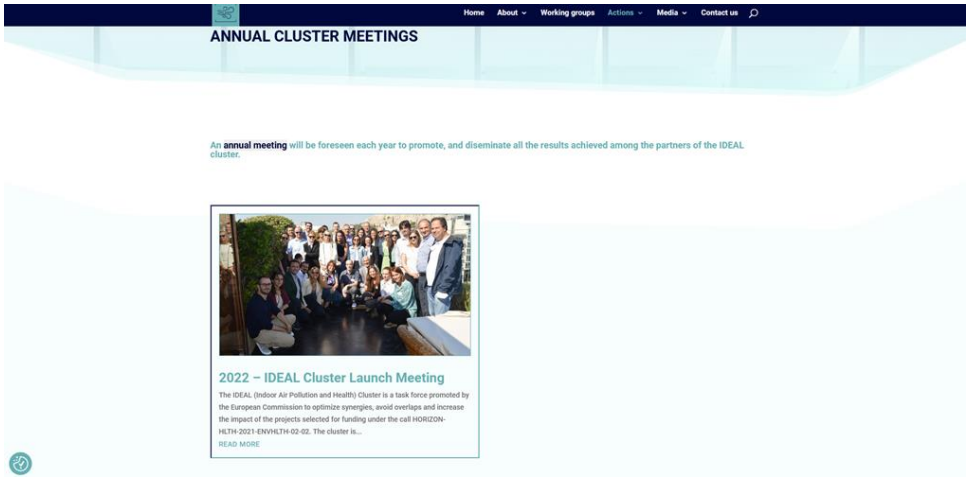

Figure 25. IDEAL Cluster website, ACTIONS: ANNUAL CLUSTER MEETINGS menu

3.6.3 TECHNICAL REPORTS

The "Technical reports" page will contain the technical reports developed within the IDEAL cluster. Currently there are not technical reports so the page is still under construction.

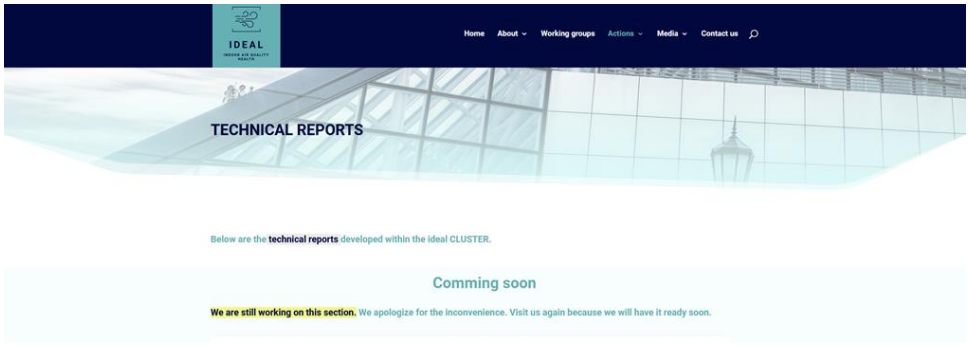

Figure 26. IDEAL Cluster website, ACTIONS: TECHNICAL REPORTS menu

3.6.4 POLICY BRIEFS

The 'Policy briefs' page will show how the results of the IDEAL cluster could contribute to policy strategies and initiatives, focusing on the scientific translation of indoor air quality research into policy and practice and on maximising the impact of the individual projects' findings and results.

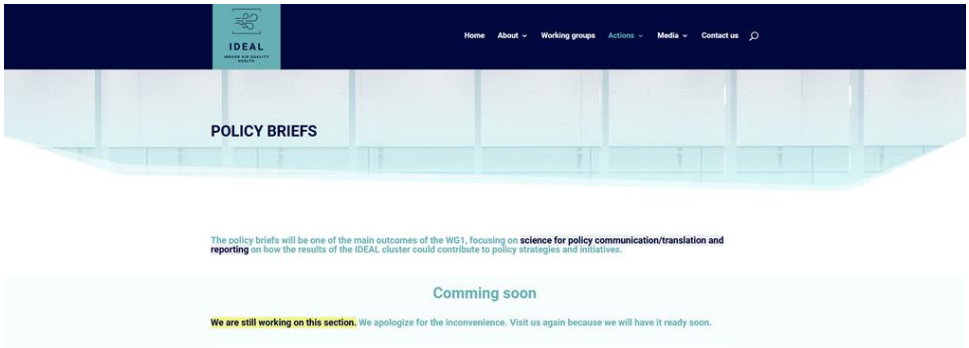

Figure 27. IDEAL Cluster website, ACTIONS: POLICY BRIEFS menu

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3.7 MEDIA

From the “Media” menu item, the following sections are accessible: Custer Brochure, News & Events, Newsletter and Communication kit, allowing the visitor to learn more about the IDEAL cluster.

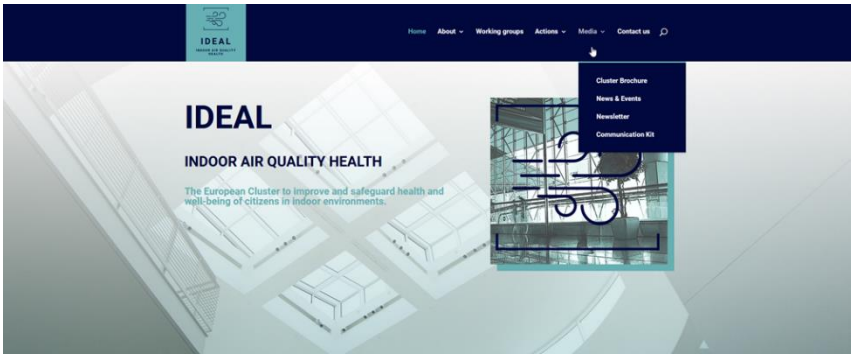

Figure 28. IDEAL Cluster website, MEDIA menu items

3.7.1. CLUSTER BROCHURE

The “Cluster brochure” page shows the brochure available for download or view.

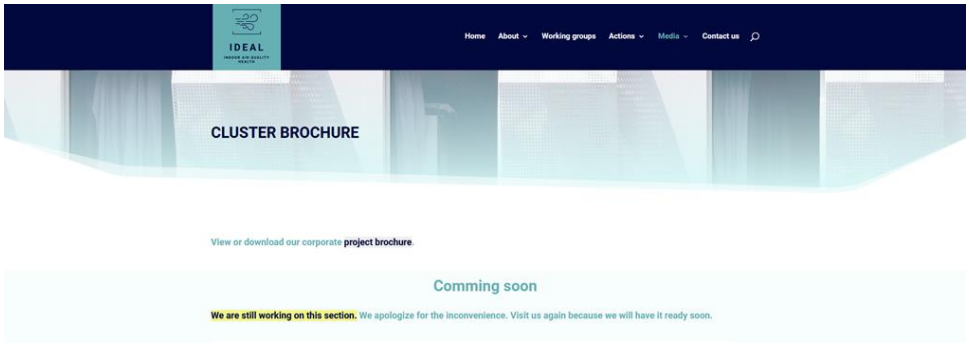

Figure 29. IDEAL Cluster website, MEDIA: CLUSTER BROCHURE menu

3.7.2 NEWS & EVENTS

The “News and Events” page allows the visitors to find news, events, and updates about the IDEAL cluster.

Figure 30. IDEAL Cluster website, MEDIA: NEWS & EVENTS menu

3.7.3 NEWSLETTER

From the “Newsletter” page, visitors can subscribe to the newsletter of the project.

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The newsletter will be designed through an email marketing software, Mailchimp, which will allow to develop and manage a contact list, always following the GDPR principles and guidelines, create the email's layout and send the campaigns out, in an easy and efficient way.

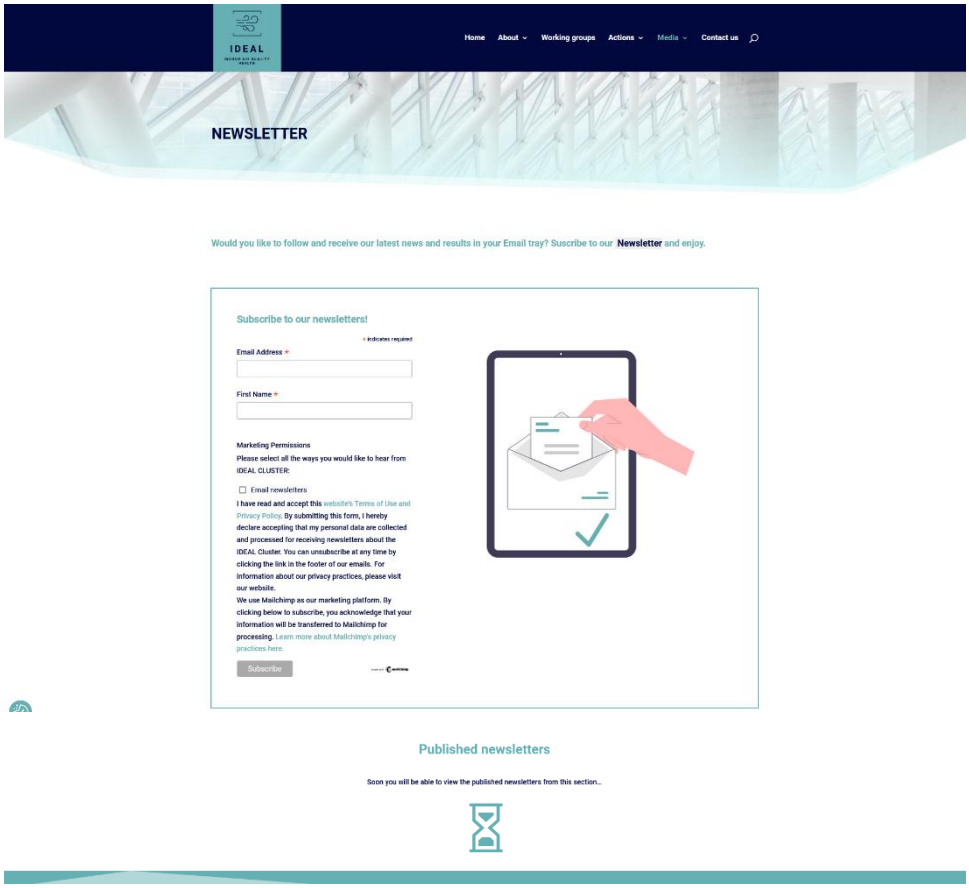
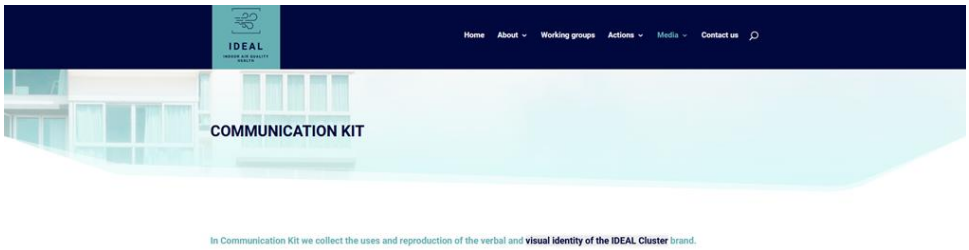


Figure 31. IDEAL Cluster website, MEDIA: NEWSLETTER menu

3.7.4 COMMUNICATION KIT

The "Communication kit" page includes the logo and the band book of the cluster. Later, the rollup and the poster of the cluster will be available in this page.



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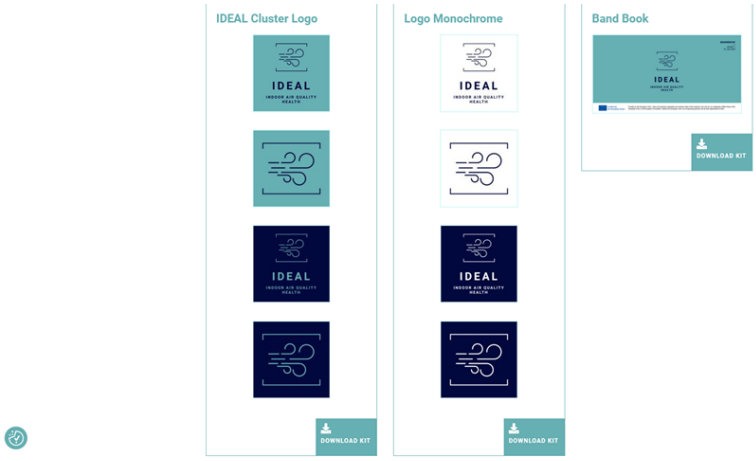

Figure 32. IDEAL Cluster website, MEDIA: COMMUNICATION KIT menu

3.8 CONTACT US

The “Contact us” page contains a contact form for queries or more information that any visitor may want to ask for.

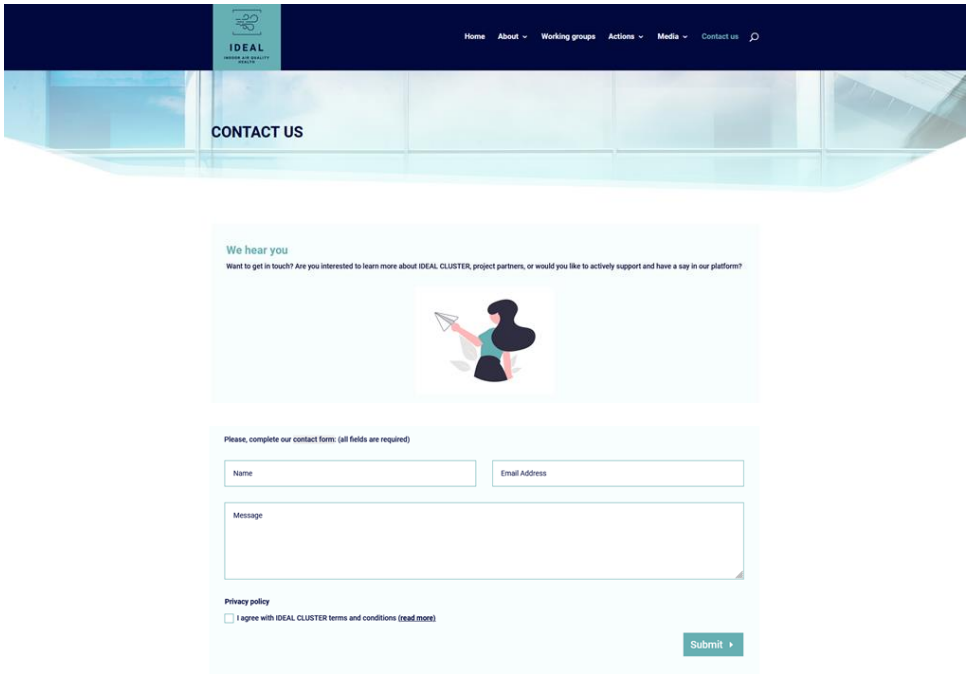

Figure 33. IDEAL Cluster website, CONTACT US menu

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