



Deliverable Reference : D4.1

Title : Project Website and identity Material

Confidentiality Level : PUBLIC

Lead Partner : Space Applications Services

Abstract : This document describes the process and result of the SCHUMANN outreach tasks dedicated to the preparation of the project's identity material and the Website.

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1 Introduction

1.1 Purpose and Scope

The purpose of this document is to outline steps taken to fulfil the requirements of deliverable D4.1: “*Project Website and Identity Material*” delivery. The focus is on describing the design process and outcomes. Additionally, it lists the electronic communications channels prepared for and preparation of content to establish a project identity of SCHUMANN for the wider scientific and potential end-user community. This document is describing the results of the initial set of outreach activities, as described in RD1.

1.2 Document Structure

In brief, the document is structured as follows:

Chapter 1	Introduction
Chapter 2	Outreach and Communication Objectives
Chapter 3	Project's Identity
Chapter 4	Project's Website
Chapter 5	Communication Channels
Chapter 6	Conclusions

1.3 Applicable Documents

AD1	SCHUMANN (Project 101082449) – Grant Agreement (October 2022)
AD2	SCHUMANN Consortium Agreement, version 2.1 (October 2022)

1.4 Reference Documents

RD1	Project Website and Identity Material, SCHUMANN-WP4-D4.1-SA_1.0.0
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1.5 Acronyms

EC	European Commission
EOF	European Operations Framework
ESA	European Space Agency
FSM	Functional Satellite Module
REA	Research Executive Agency
SCK	Satellite Construction Kit

2 Outreach and Communication Objectives

The purpose of good communications activities is to promote, engage and support advocacy for both the concept and product of the project. These cover:

- The concept of modular spacecraft and the associated shift of paradigm for satellite life cycle, and space ecosystem.
- The technology maturation for Functional Satellite Module (FSM), and more specifically the design, development and qualification of a refueling tank module.
- The Satellite Construction Kit (SCK) aiming at supporting future FSM developer to propose integrated modules, compatible with a full ecosystem.
- The identification of the progressive deployment and economical exploitation of the two main SCHUMANN developments

There is a need in the Horizon Europe Framework of funded projects to also promote the funding model and the activities of the European Commission to the European public.

For the SCHUMANN project, the explicit communication targets are:

- General Public (support for funding model/accountability for funding, spreading of future space technologies)
- Industry for promotion of product and concept, with a focus on the NewSpace sector
- Academic and Scientific Community
- EC, ESA, National Space Agencies and other frameworks (e.g. Perseus-X, EOF)
- Other projects with relevant scope and interest in SCHUMANN development
- Decision makers (drive support for space robotics investment and support), for the initiation of the paradigm shift and the rapid exploitation of project products in current space design as transition initiator

To achieve this, the project will use online, in person and ad hoc communication activities.

Online:

- Website (core element of online communication)
- Social Media (LinkedIn, Twitter, YouTube, ResearchGate)
- Newsletter

The online component is being prepared by Space Applications Services. Online elements are GDPR compliant and acknowledge European regulations regarding the use of online resources.

Face-to-face:

- Conferences (including branded handout materials)
- Visits to industry partners
- Networking opportunities

These activities will be carried out by all partners during the duration of the project.

Ad hoc:

There are always unforeseen opportunities to provide excellent communication and to promote the project. These will be handled and documented on an ad-hoc basis.

3 Project's Identity

As a first step, the project's identity material has been defined, in order to provide a strong and cohesive visual identity that represents the essence and values of the project. By crafting identity materials, the project not only establishes its unique presence but also builds trust, recognition, and a strong connection with its intended audience.

3.1 Color Palette and Fonts

A well-crafted color palette and font's selection set the tone and evokes specific emotions, creating a distinct visual language that resonates with the target audience. Defining them, also provide a consistent visual identity between all communications channels.

Blue based colors has been selected for its reference towards sky and space applications. The use of the green color adds contrast and provides more dynamism to the theme.

The font of the main titles (also applied to the logo) provides a clear visibility with a trust and confidence tone.

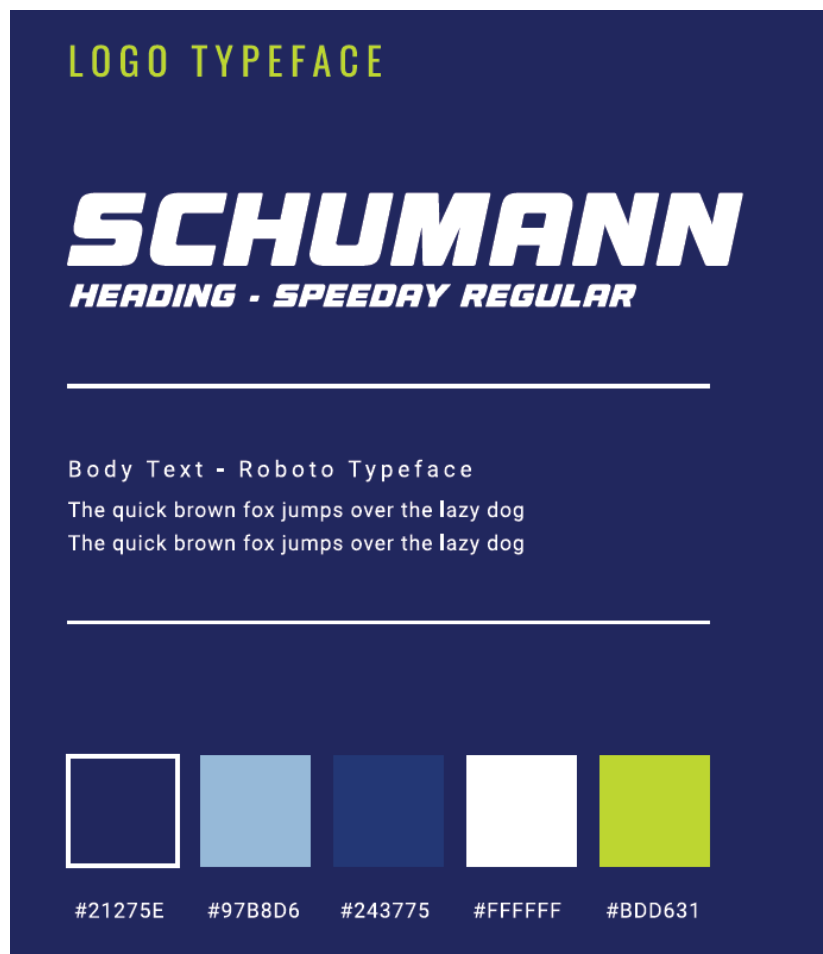


Figure 3-1: SCHUMANN color palette and font definition

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3.2 Project's Logo

The logo acts as a visual symbol, instantly recognizable and synonymous with the project's identity. The project logo has been prepared following an iterative design process, under the control of the Communication Team of Space Applications Services. It has then been provided to partners for final adjustment and approval.

The final version of the project Logo is represented in the Figure below. It represents an isometric view of a cube, evoking the concept of functional satellite module. The front and left faces provide a reference to modularity with stack of elements, with the front one being organized in a "S" shape, evoking the project's name first letter. The top face is either blue or colorized to provide contrast to the logo (e.g. when not associated with the project's name).



Figure 3-2: SCHUMANN Project Logo

As function of the needs, purpose and design constraints, several logo variations have been defined, as illustrated below, with different colors and relative placement (also with the project's name).

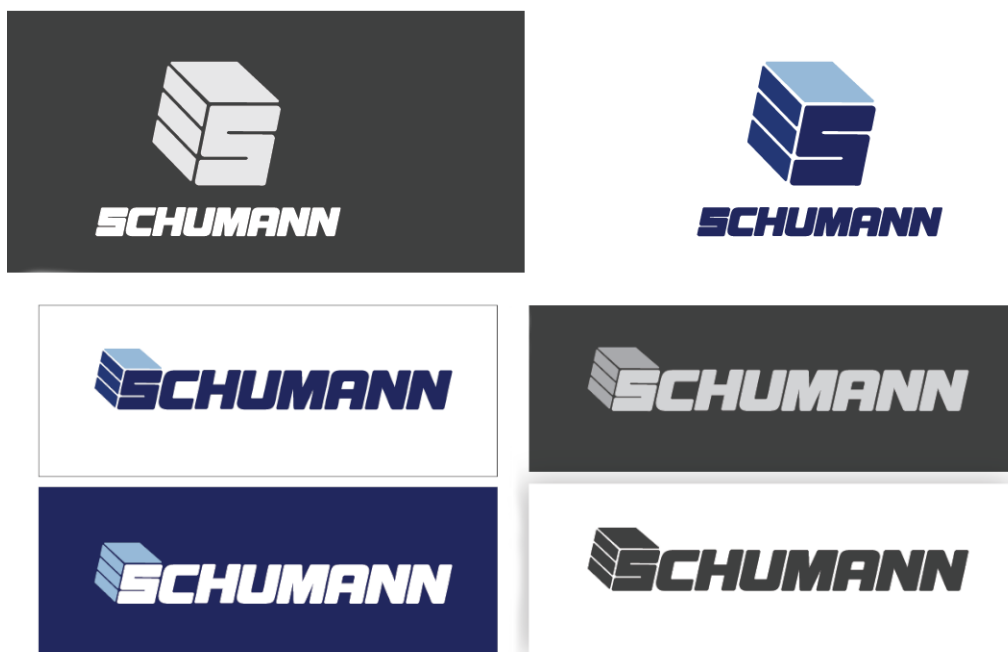


Figure 3-3: Logo variations

4 Project's Website

4.1 Purpose

The project website is the main tool and mechanism to facilitate the sharing and exchange of research activities with external parties. In order to attract interest and support, it will be used to reach out technical and non-technical stakeholders, providing information about the goals and objectives of the project, the expected project outcomes and the Consortium Team. It will also serve as a communication support to share the updates on the progress of the work and the results, and communicate important news and events related to the project life. It will also offer the opportunity to enter in contact with the Consortium, through a contact form. Finally, the website will be used as a sharing platform for dissemination of reports, publications and data to help to increase the impact of the work.

The website is also used, after the completion of the project, to secure post-project's presence on the web, and guarantee contact accessibility.

4.2 Development Process

The project website theme and backend has been prepared by the external supplier Weichie, under the supervision of the Space Applications Services Communication Team.

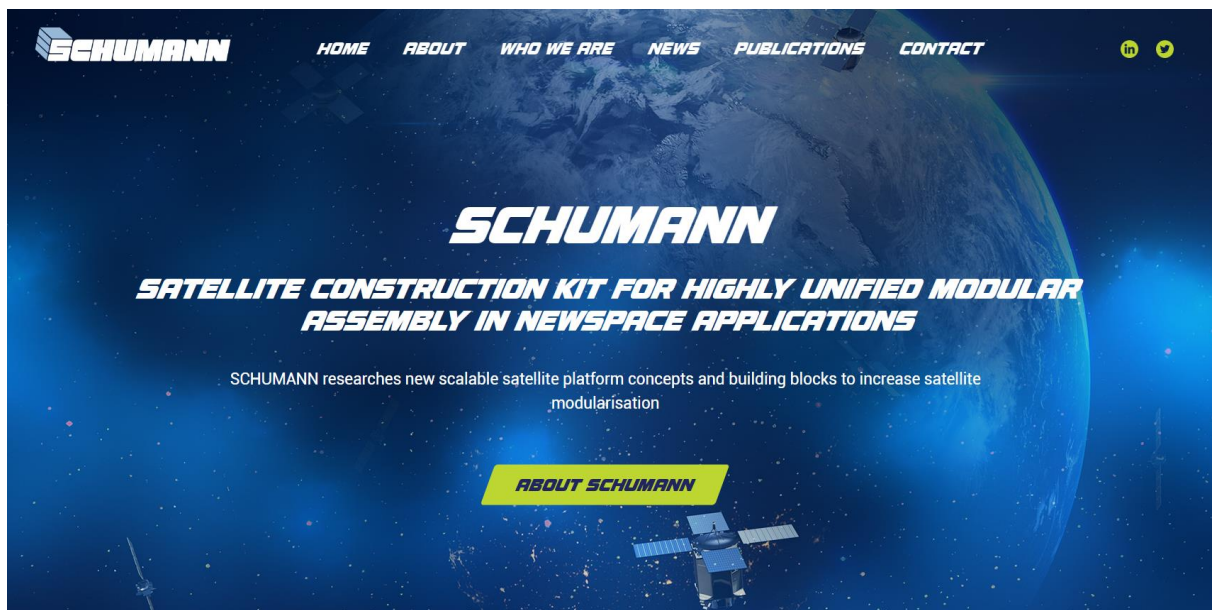


Figure 4-1: SCHUMANN Project's website front page

The website is a scrolling style, which suits mobile devices as well as desktops. The links both take visitors to separate pages, but also directly and dynamically redirect them to different modules on the homepage. The website includes the following modules/pages:

- **Front Page:** is the entrance door to the website, providing a link to the other modules, general high level information on the project and a summary of the recent news
- **About:** provides more specific description of the project's objective, methodology and schedule
- **Who we are:** describes the consortium, with a short introduction of each partner and a link to their respective website

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- **News**: list the recent news and events in the project, with a link to each News details
- **Publications** : provides the list of public documents, deliverables, advertising material and scientific publication produced by the project
- **Contact**: gives the opportunity to visitors to send a message or request to the Consortium

All pages include the top menu, with link to the different pages and social medias (Twitter and LinkedIn). On the bottom, we can find the acknowledgement to the European Commission and the Contact Form.

The design prioritizes visual and images to ensure that the complexity of the project is conveyed in an approachable, inspiring manner. The color scheme, logos and fonts follow the project's identity defined above.

The project website is hosted by Space Applications Services and can be visited through the following address:

<https://www.horizon-schumann.eu/>

5 Communication Channels

The following media were selected for their importance in terms of relevant audience reaching:

5.1 Twitter

Twitter will be used to share brief updates, news and events from the project in (almost) real-time. It can also be used to engage relevant conversations with other organizations and developers, as well create links with other relevant and related contents. Twitter has the possibility to amplify the reach of the research project by encouraging others to share and engage with project updates and content.

https://twitter.com/SCHUMANN_EU



Figure 5-1: SCHUMANN Twitter Page

5.2 LinkedIn

LinkedIn will be used to showcase the project team's expertise, and to share information about the project and its progress with other researchers, policymakers, and stakeholders. In another approach than Twitter, LinkedIn can be used for professional networking and to build relationships and connect with potential customers and other professionals in relevant fields. It will also be used to shared project events and updates of the project to increase the communication impact (not everybody is connected to Twitter).

<https://www.linkedin.com/company/schumann-project-horizon-eu/>

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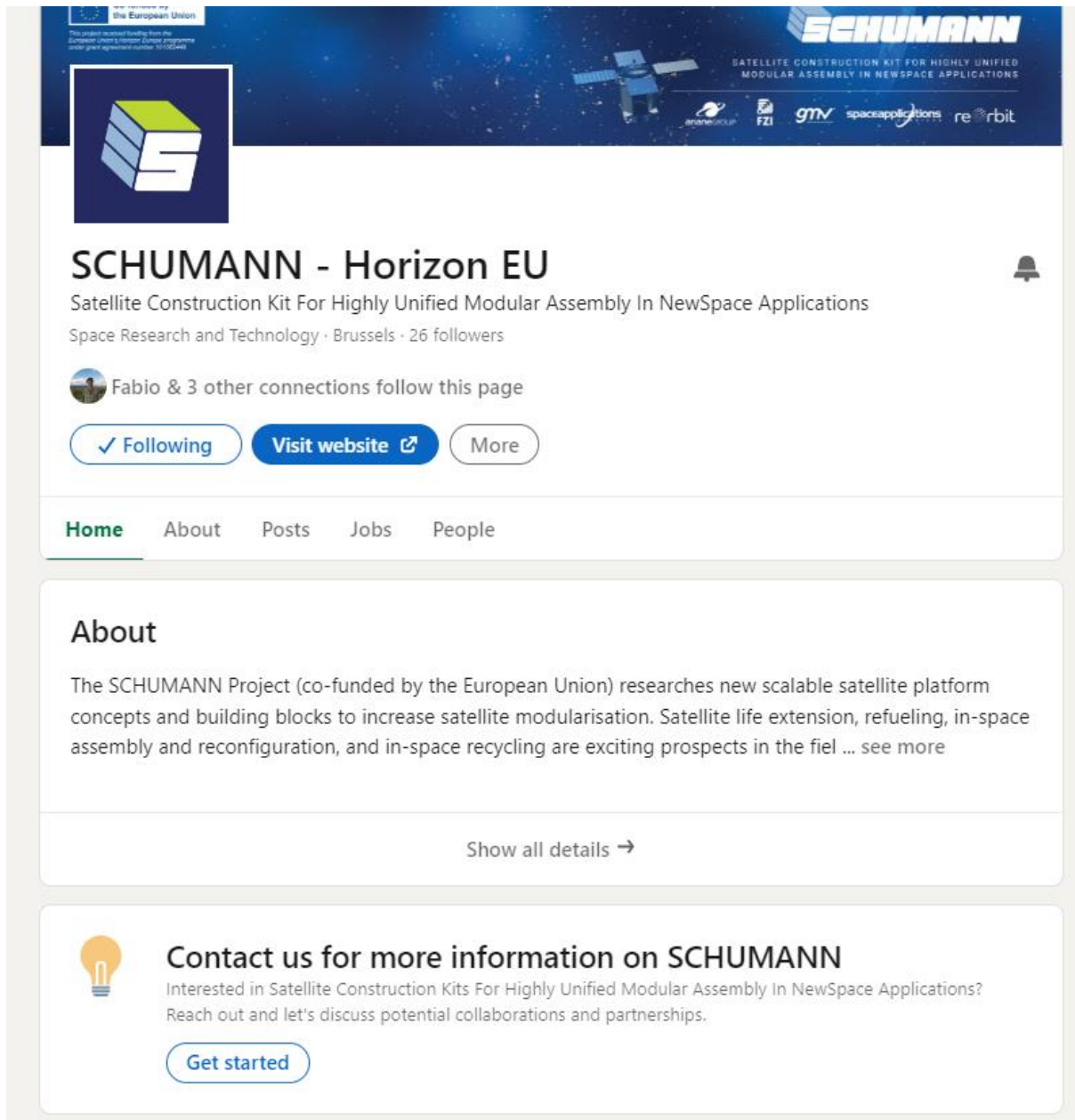


Figure 5-2: SCHUMANN LinkedIn page

5.3 YouTube

YouTube channel will mostly be used to share videos content related to the research project, including potential recording of presentations and project results. Individual partner's channels will be used for the publication of the project results.

5.4 Research Gate

There was the plan to propose a Research Gate project page for SCHUMANN. However, since April 2023, this feature has been removed from the site (<https://www.researchgate.net/researchgate->

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[updates/retiring-projects](#)). The new plan will be then to ask each project involved partner to actively refer their dissemination contribution through their own account. As Coordinator, SpaceApps will follow the evolution of the platform and react to any further feature update that could support dissemination at the project level.

6 Conclusions

The deliverable described the production and implementation of the Project identity material, project website and Social Medias. All these channels are now fully active and will be updated according to the Dissemination and Communication Plan RD1.

The monitoring of the use and impact of these communication channels will be documented in the Dissemination and Communication reports at M14 and M24.

End of Document
