D7.1 – Project Website and Templates

Österreichische Nationalbibliothek

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Deliverable

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D7.1 – Project Website and Templates

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C	**Confidential, only for members of the consortium and the Commission Services**	

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Distribution

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1.0	May 3, 2013	Max Kaiser, ONB	Project Coordinator

Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1. Introduction

This deliverable describes the Europeana Creative project website and templates and explains their structure and purpose. Both the project website and the templates are based on the visual identity of the project, created by consortium partner Spild af Tid (SAT) working within the framework of the Europeana Brand Guidelines[1]. The annexes to this document comprise

(1) a presentation of the overall visual identity of Europeana Creative;
(2) a document outlining the structure and elements of the project website.

Screenshots from the current version of the project website are included in the document.

2. Visual Identity

See also Annex I.

SAT has worked within the framework of the Europeana Brand Guidelines to create a strong, engaging visual identity for the project. Taking the Europeana Brand Guidelines as a starting point, SAT introduced a new design element, the prism, to the visual language. The prism highlights the idea of bringing new perspectives to familiar materials or given topics and elements, which fits well the idea of creative re-use of content that is at the heart of the project. The prism consists of layers of images, patterns, colours and tints. On the one hand, layering different elements is widely used in the Europeana visual identity and thus a strong link to Europeana is established. On the other hand, the integration of the prism as a new design element opens up new possibilities and creates a strong sub-identity. The prism allows great variety and is used on the project website as well as in the various templates. SAT has chosen several colours from the Europeana Brand Guidelines to be used for the Europeana Creative project website and templates.

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[1] Europeana Brand Guidelines, available online at: http://pro.europeana.eu/web/guest/about/comms-tools/brand-guidelines; accessed April 29, 2013.

2.1   Project Logo

Fig. 1, fig. 2: Europeana Creative project logos

The project logo is based on the solid version of the Europeana logo. All three thought bubbles that comprise the project logo have been tinted differently to create a light and contemporary visual effect. The colour tinting is used both for the project logo and for the prism (25%, 50% and 75%). SAT has created black-and-white logos to be used on white or black background, as well as logos with six different colour backgrounds; the colours have been chosen from the Europeana Brand Guidelines.

2.2   Brand and Style Guidelines

The use of the logo and the general style guidelines are based on the Europeana Brand Guidelines and SAT's presentation of the visual identity for Europeana Creative (see Annex I). In case further specifications are needed, they will be made available to all partners via the project website and within the main working platform Basecamp.

3. Project Website

The project website is hosted on Europeana Pro and is available at www.europeanacreative.eu/ and http://pro.europeana.eu/web/europeana-creative. It is the project's central external communication and dissemination platform from which to reach the targeted stakeholder groups, such as cultural heritage professionals, creative industries, the European general public and others. The targeted stakeholder groups are defined in Part B.2.3 of the Description of Work and will be analysed in further detail in the dissemination plan including stakeholder analysis (D7.2, M6).

WP7 Lead EBN and all WP7 Task Leads have been discussing how:

- stakeholders can best be reached;
- the project website should be set up to reach this goal, whilst meeting their expectations and needs;
- clear branding can be achieved;
- a visually appealing website can be created.

The Executive Board has also been involved in these discussions.

Work on the project website is ongoing: Further subpages will be added as set out in Annex II, and the website will be regularly updated. As soon as first in-depth project results are available they will be communicated via a blog/news section, and a Twitter channel will be embedded (MS26, M5). The Austrian National Library (ONB) and European Business & Innovation Centre Network (EBN) will coordinate the setup of further subpages and the implementation of elements such as contact forms and Social Media. EBN, Platoniq, ONB and Europeana Foundation (EF), Task Leads in WP7, will contribute to updating the project website. Platoniq, T7.3 Lead (Continuous Outreach and Liaison) will play a key role in providing news items, key information and images.

3.1 Evaluation of Different Options

ONB and EBN have created a first website requirements document in which the following aspects were covered:

(1) communication strategy (to be defined);
(2) website objectives (Description of Work);
(3) general requirements;
(4) technical requirements;
(5) user requirements;
(6) website elements.

According to EF's new Business Plan, creative industries stakeholders are a key target group for EF. The Europeana Creative website shall attract new audiences to Europeana. This will be achieved through integration of the Europeana Creative website within the Europeana Pro infrastructure and thus also avoid contributing to a historical "graveyard" of project websites that

often occurs at the end of similar projects. There are advantages for the project afforded by using Europeana Pro, as it has an established audience and is already ranked very highly by search engines.

The pros and cons of four different options for a project website were evaluated by WP7 partners during a meeting in Copenhagen on April 3, 2013. The options were:

(1) To use Europeana Pro as it is.
(2) To create a Europeana Creative theme on Europeana Pro.
(3) To build a new theme for Europeana Pro.
(4) To create a website based on WordPress.

It was decided to choose option 2: To create a Europeana Creative website on Europeana Pro by modifying the design according to the Europeana Creative visual identity (SAT) and setting up subpages (Webtic). By choosing option 2, the potential for confusion and defragmented communication through the use of three different platforms (Europeana Pro, a separate project website, and the Open Culture Lab to be developed as part of WP1 in M12) is avoided.

3.2 Europeana Creative on Europeana Pro: Structure and Screenshots

The Europeana Creative project website provides information for the targeted stakeholders and also serves as a document repository for consortium partners.

The website currently presents:

(1) information on the general scope and objectives of the project;
(2) contact information;
(3) information on the consortium partners;
(4) project documents.

Fig. 3: Homepage

Contact

Project Coordination

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Europeana Foundation
Koninklijke Bibliotheek
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2595 BE Den Haag
The Netherlands
E-mail: breandan.knowlton@kb.nl
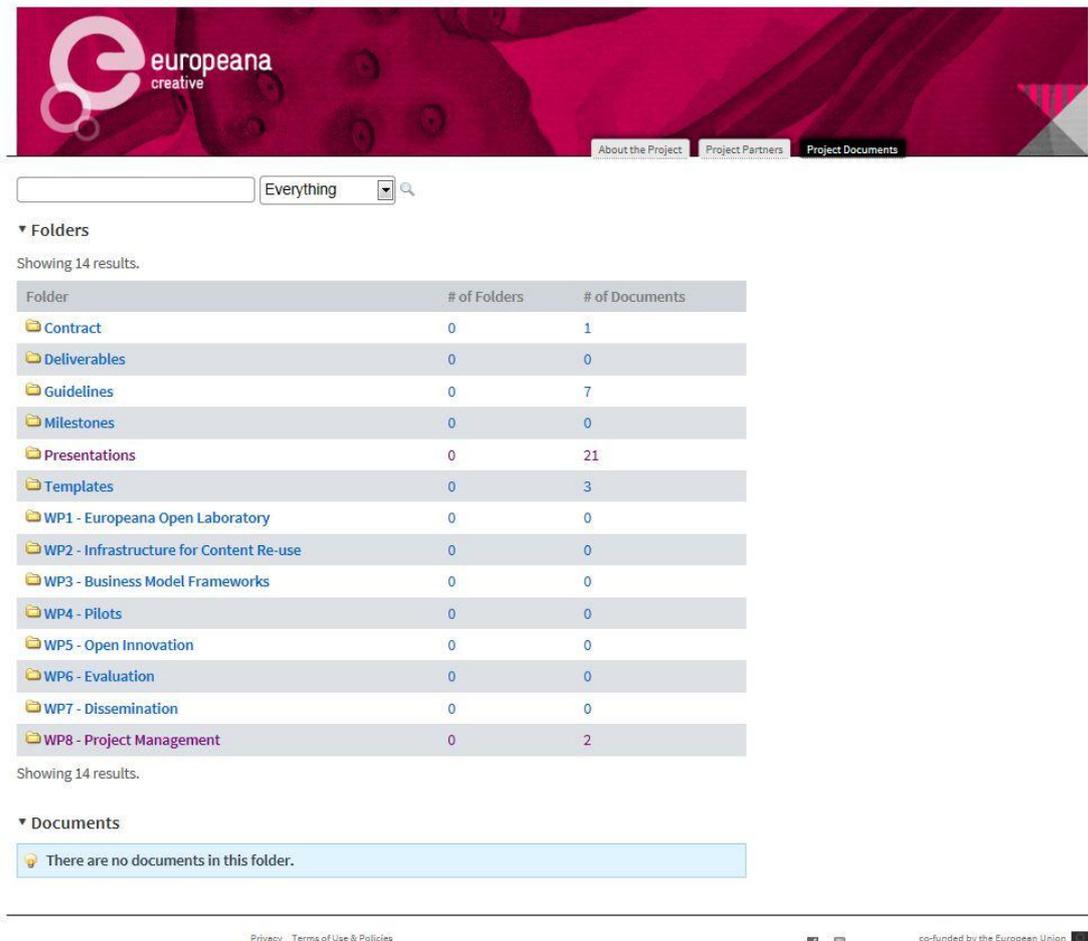
There are no blogs.

RSS (Opens New Window)

Privacy   Terms of Use & Policies   co-funded by the European Union

Fig. 4: Contact information

Fig. 5: Project partners

Fig. 6: Project documents

Fig. 7: Projects on Europeana Pro

Fig. 8: Europeana Creative in the projects overview on Europeana Pro

The final website will comprise the following subpages or sections:

- Homepage
- About Europeana Creative
- Pilots
- Challenges
- News & Events
- Get Involved: Re-use Data and Provide Data
- Project Documents

For more details, see Annex II.

Guidelines how to upload content on Europeana Pro, which is based on the Liferay CMS platform, have been provided by EF (Europeana Professional Community Document Editor Guidelines[2]). Further assistance (1) to the implementers of the website, WEBtic, and (2) to the partners responsible for updating the website, EBN, Platoniq and ONB, will be ensured by EF.

3.3 Next Steps

WEBtic and SAT, assisted by EF as far as the Liferay CMS platform is concerned, and supported by ONB and EBN who are responsible for the overall coordination, will create further subpages in May 2013. The website will be regularly updated, according to the content and news available and according to the need to communicate certain outcomes, to announce certain events and so forth, in order to provide more in-depth information and reach out to the targeted stakeholder groups. This is strongly linked to the communication strategy and plan (T7.1) and to the dissemination plan (D7.2).

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[2] Europeana Professional Community Document Editor Guidelines, available online at: http://pro.europeana.eu/documents/858566/1593031/Getting+started+with+Europeana+Professional; accessed April 29, 2013.

4. Templates

See also Annex I.

To create a strong relation to the Europeana brand, the Europeana MS Word and MS PowerPoint templates are used as a basis and only slightly modified by integrating the prism, using specific colour schemes and by choosing images that are considered visually appealing to stakeholders in the creative industries.

4.1 Word Templates

SAT has used the Europeana MS Word templates as a model to create the design for the Europeana Creative MS Word templates for agendas, minutes and other MS Word documents. The header of the templates reflects the visual identity created by SAT for the project (logo and colours used).

4.2 PowerPoint Template

SAT has used the Europeana MS PowerPoint template as a model to create the design for the Europeana Creative MS PowerPoint template. The content slides and the twelve chapter slides reflect the visual identity of the project (logo, images and colours used). Raspberry red has been chosen as the principle colour (first slide, last slide, arrows for enumerations/lists).

4.3 Deliverable, Milestone and Reporting Templates

SAT has modified the design of the templates created by ONB for deliverable and milestone documents and implemented design elements based on the Europeana Creative visual identity **(see also Annex I)**. These MS Word templates are more complex than the general MS Word templates used in Europeana Creative and will be finalised by the beginning of May. They will be used for all deliverables and milestones as of May 2013.

For quarterly financial reports and quarterly narrative reports the ONB Project Office has created templates and has distributed them to all partners. The final project logo will be integrated within these templates for all quarterly reports after the first reports have been submitted and sent to ONB by all partners.

VISUAL IDENTITY FOR EUROPEANA CREATIVE

In this design concept our aim is to explicit the idea behind the Europeana corporate logo since it fits very well the message to the target groups that Europeana Creative is all about being creative. In addition to the logo adjustments we have developed a new identity element created from existing Europeana design elements.

The purpose of the new element is to make a strong, significant subidentity that differentiates itself from other Europeana projects. Furthermore the new element adds a highly modern twist to the design.

PROJECT LOGO

The Europeana corporate logo is built upon the idea of *generating new ideas* and is formed from the combination of thought bubbles. This is indeed an essential key message to the Europeana Creative target groups according to the mission statement for the project as a whole: to encourage creative re-use of culture. To make the idea of thought bubbles even clearer we tinted the colour of the bubbles

to create a both floating, light and contemporary visual expression. By using the three different tints the idea of *development* and *ripples ind the water*, intensifing for each step, is clarified and elucidated in a very simple way. The colour tinting is already introduced in the Europeana guidelines (specified as 25%, 50% and 75%).

LOGO USE

Logo with 6 different colour backgrounds. All colours are from
the Europeana brand guidelines.

A NEW GRAPHIC ELEMENT: THE PRISM

From the use of existing Europeana identity elements we created a new graphic element based on the idea of a prism. The prism motif highlights the idea of adding new perspectives on given topics and creating different layers of interpretations – an ideal message to the target groups.

The prism consists of layers of images, patterns, colors and tints and can be made in many different variations. The concept of creating layers of graphic elements is already a widely used grip in the Europeana corporate identity.

PRISM
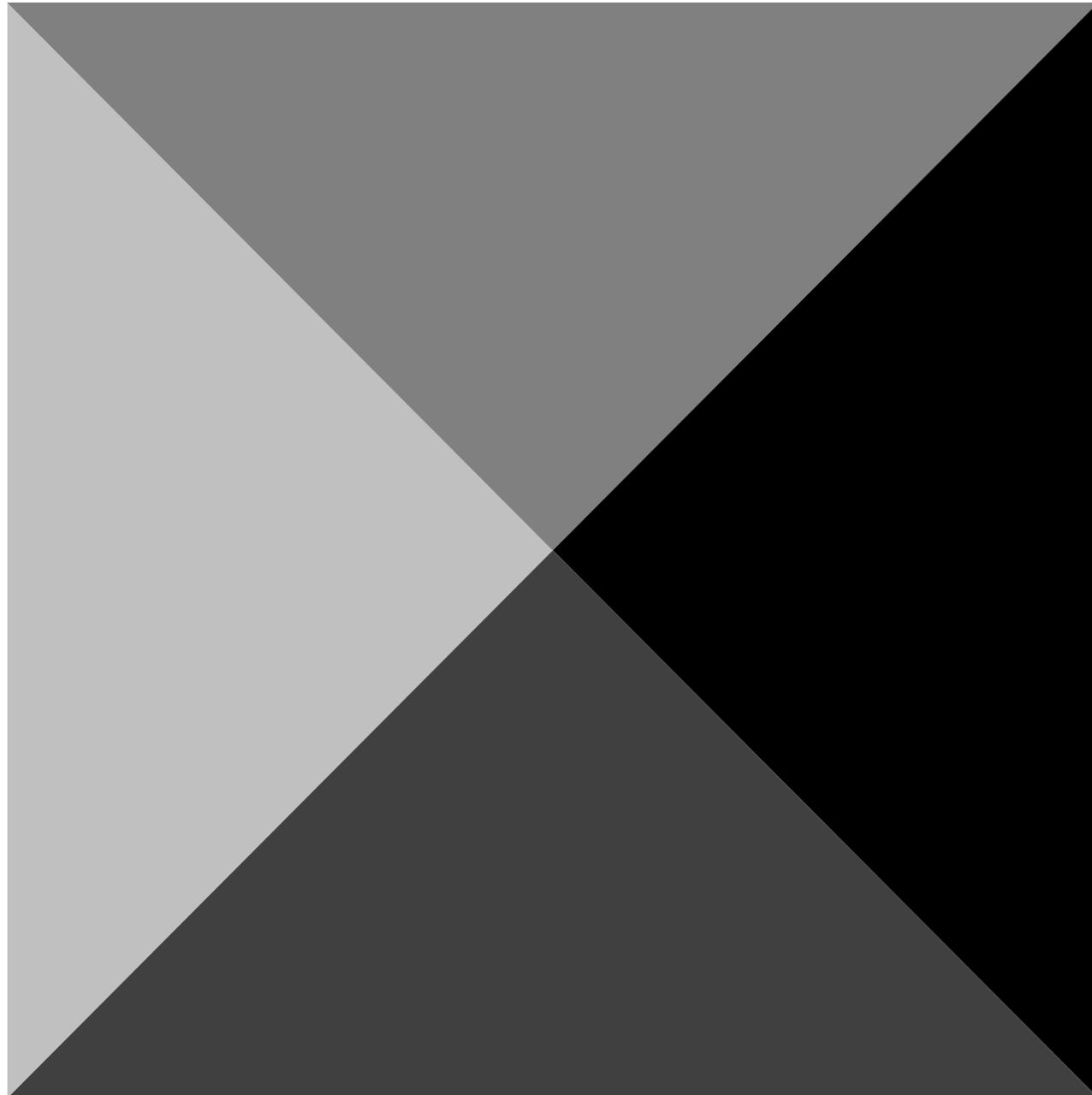

PRISM VARIATIONS

DESIGN FOR TEMPLATES

The overall thought behind the template design for Europeana Creative is to keep the existing Europeana content slides as they are. By doing so we create a strong brand relation to the Europeana Corporate Identity. Specifically we avoid introducing the users for a new communication tool but stick to the structure and content frame that communicators within the Europeana organization already know. At the same time we meet the criteria for eco-friendly printing options as is already thought into the Europeana brand guidelines. And finally the programming behind the existing templates can be reused as much as possible. The image selection consists of photos/illustrations/patterns from the Europana content. The idea behind the selection is to find images that are visually appealing to the creative target groups. We have strived to create a diversification of both old and more modern motivs to support the message that Europeana content consist of not just historical but also contemporary cultural heritage material.
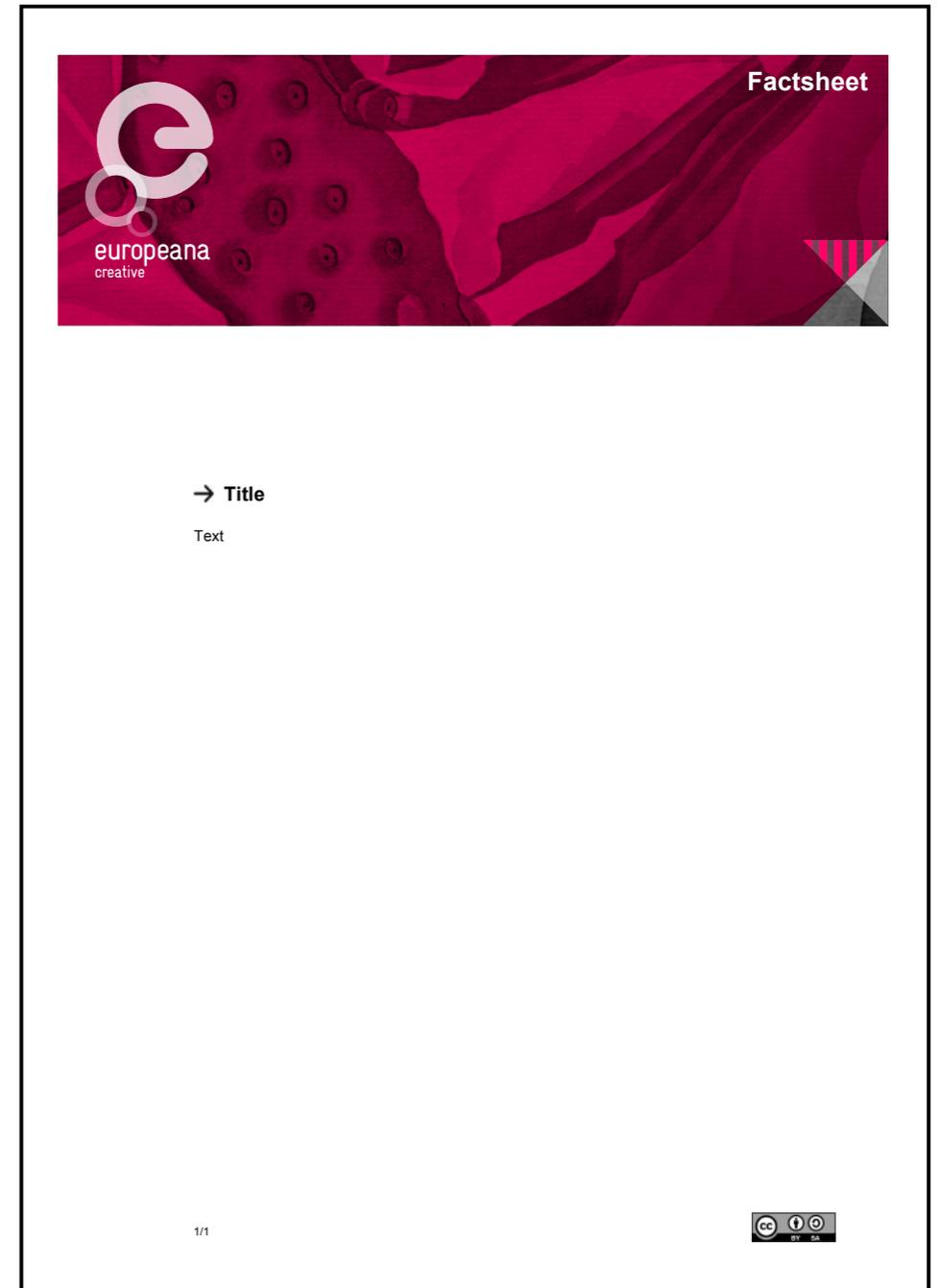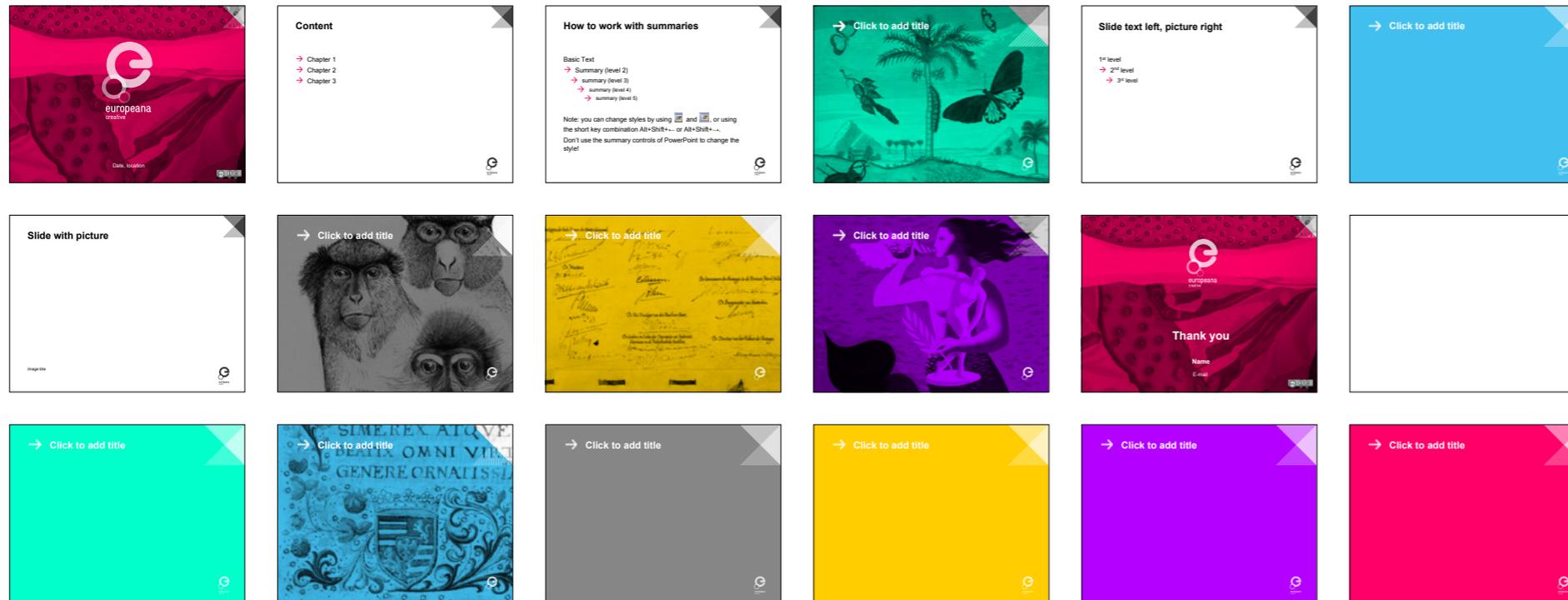
DESIGN FOR POWERPOINT TEMPLATE

In this visualization we follow the building of slides as they appear in the existing Power Point template on the Euopeana Pro website. We suggest a variation of 12 chapter slides based on colors picked from the the color scheme in the Europeana brand guidelines. The chapter slides consist of 6 pure color slides and 6 slides with a color/image layer. It is entirely up to the template user how to choose between the different chapter slides. The template is presented in real size format in a separate pdf. The raspberry red color is used as a "primary" color when opening and ending the Power Point presentation and also for the arrow icon on the content slides.

We are doing so in purpose of creating a color hierarchy as a tool to make a strong identification across online and offline communication platforms.

EUROPEANA CREATIVE POWERPOINT TEMPLATE

EUROPEANA PRO POWERPOINT TEMPLATE

Spild af Tid ApS
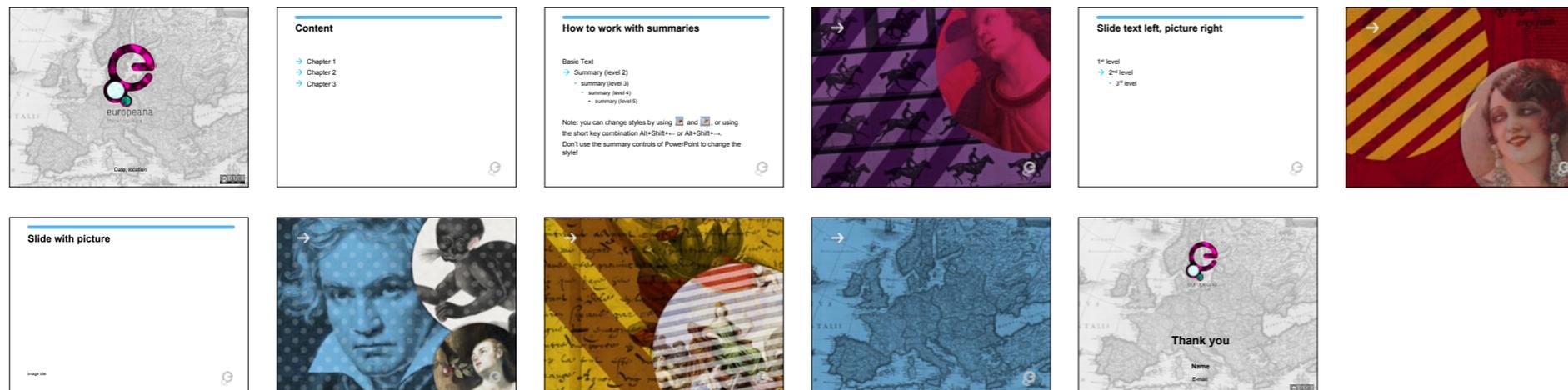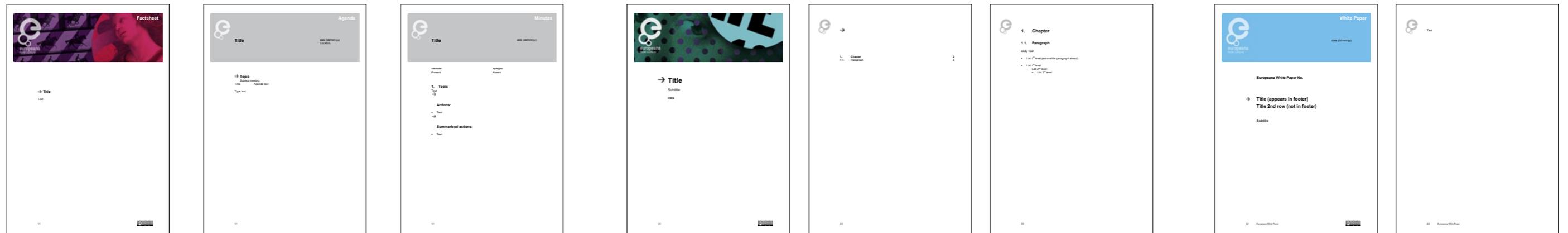
DESIGN FOR WORD TEMPLATES A

We have designed the five A4 templates represented on the Europeana Pro website: Fact sheet, Agenda, Minutes, Handbook and White Paper. We reuse images from the PowerPoint image selection and suggest using colors for the Agenda and Minutes instead of the grey tone use in the existing templates – simply to put in more "identity" on the two templates.

## EUROPEANA CREATIVE WORD TEMPLATES

EUROPEANA PRO WORD TEMPLATES

DESIGN FOR WORD TEMPLATES B.1

We have designed 4 detailed A4 templates based on material developed by ONB: Agenda, Minutes, Milestone and Deliverable. Agenda and Minutes follow the colors defined for the Agenda and Minutes in "Design for Word templates A".
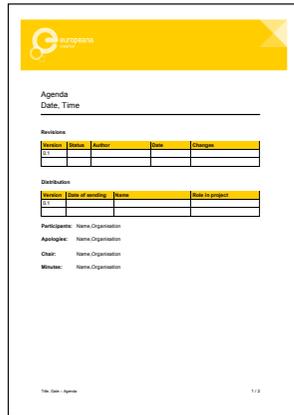
EUROPEANA CREATIVE WORD TEMPLATES: AGENDA & MINUTES
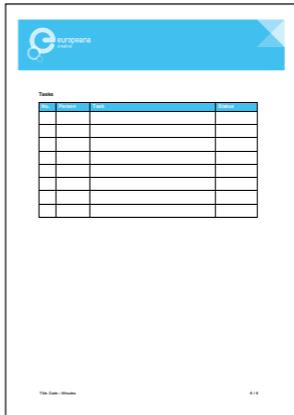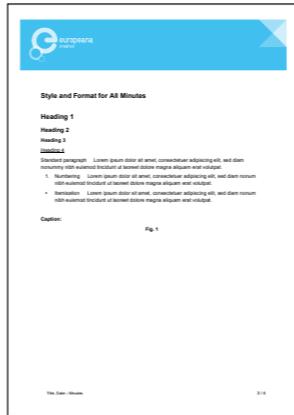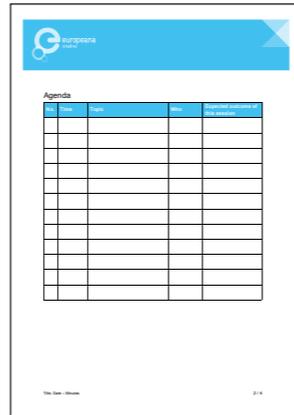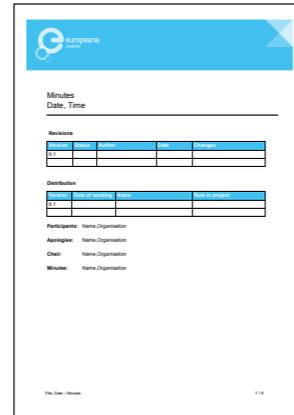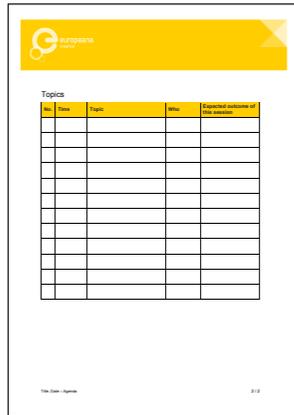
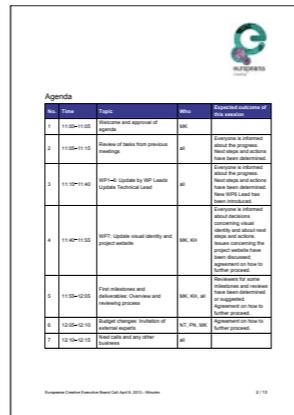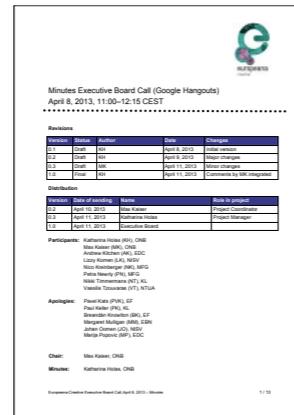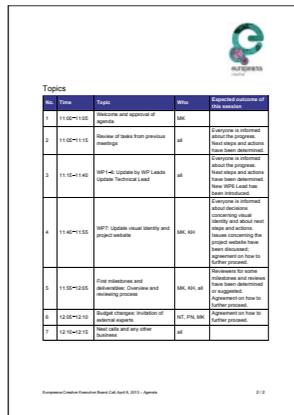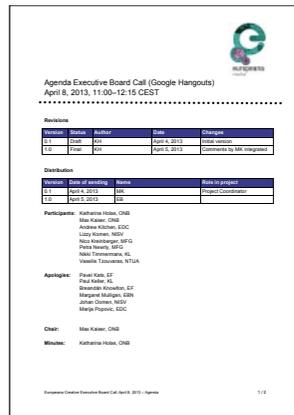## WORD TEMPLATES FROM ONB: AGENDA & MINUTES
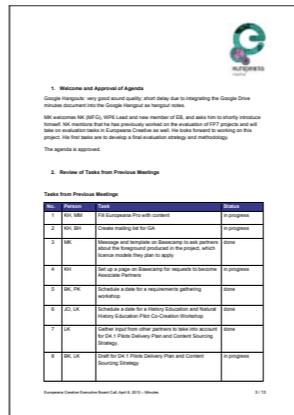
DESIGN FOR WORD TEMPLATES B.2

The detailed Milestone template differs from the Europeana Pro templates regarding the co-branding logo on top right. The best way to handle this is to leave out the colored banner on top to avoid color clashes and a bad representation of the co-branding logo. The raspberry red is used for the template as it is being used in more solemn communication contexts.

EUROPEANA CREATIVE WORD TEMPLATE: MILESTONE
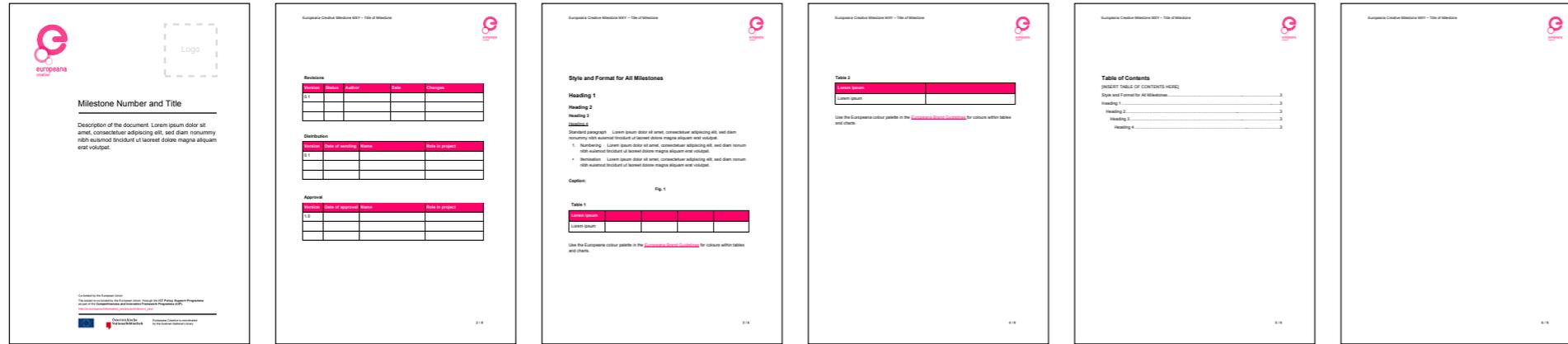
WORD TEMPLATE FROM ONB: MILESTONE
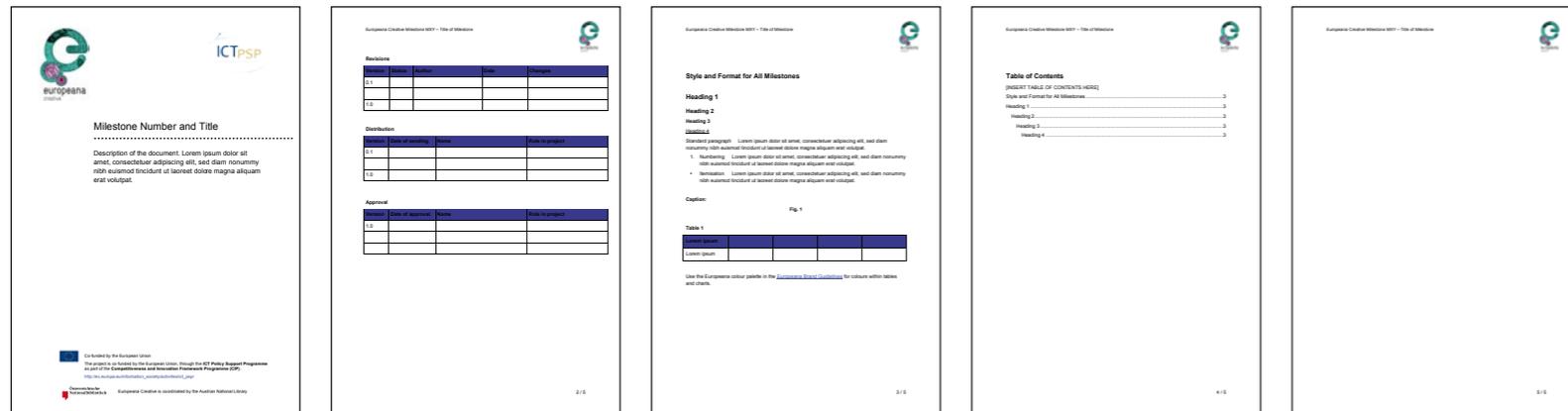
DESIGN FOR WORD TEMPLATES B.3

The detailed Deliverable template differs from the Europeana Pro templates regarding the co-branding logo on top right. The best way to handle this is to leave out the colored banner on top to avoid color clashes and a bad representation of the co-branding logo. The raspberry red is used for the template as it is being used in more solemn communication contexts.

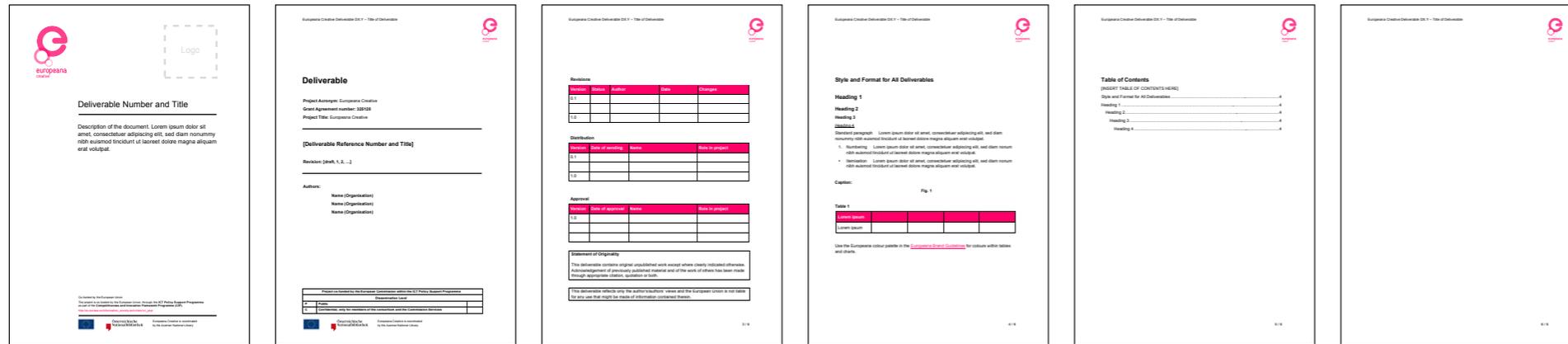## EUROPEANA CREATIVE WORD TEMPLATE: DELIVERABLE

WORD TEMPLATE FROM ONB: DELIVERABLE
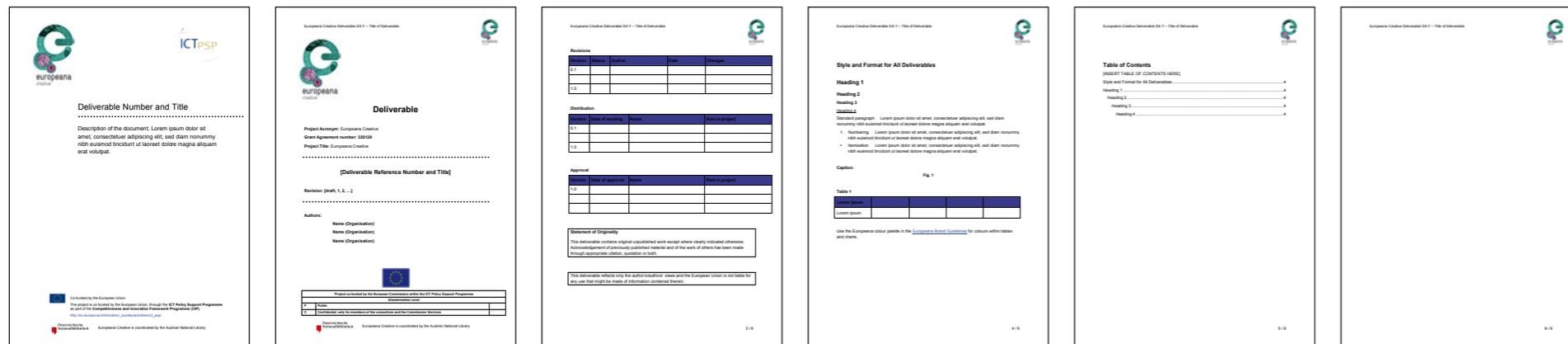
Annex II: Structure of the Europeana Creative Project Website

Elements on every page:

- Header: Europeana Creative banner
- Footer: Rights disclaimer, privacy policies, contact details
- Navigation bar on the left (Europeana Creative only?)

(1) Homepage

Elements of this page:

- Europeana Creative logo (top left, home button) *(image)*
- The project in a nutshell: two or three lines of text on the project and targeted audiences *(text)*
- Featured element: big image with caption or short text; this should be the main element on this page *(image & text)*
  Link: Image shall be linked to (4) News & Events section.
- Buttons: Follow us on Twitter, LinkedIn, etc. *(image)*
  Link: Buttons shall be linked to Europeana Creative accounts.
- Button: Get involved / Join us / Participate *(image)*
  Link: Button shall be linked to (5) Get Involved: Re-use Data and Provide Data section.

(2) About Europeana Creative

Elements of this page:

- Short project summary *(text)*
  Links: Information that further project documents can be found in (6) Project Documents section.
- List of partners *(text)*
  Links: Partner names shall be linked to external websites.
- Information on EC funding with logo *(text & image)*
- Information on Europeana with logo (info box?) *(text & image)*
  Link: Logo shall be linked to Europeana.eu.
- Contact details (project management, dissemination / press enquiries, Europeana Foundation, Open Culture Lab) *(text)*

(3) Pilots & Challenges

Elements of this page:

It would be great if SAT could come up with a clever solution to structure this page: for instance, along the lines of the thematic colour columns to separate the different elements, as suggested in the website design concept.

- Short presentation of the themes *(image & text)*
- Short presentation of the pilot applications *(text & images)*
- Short presentation of the challenges *(text & images).*
  Link to (4) News & Events section.
  Link to (5) Get Involved section.

(4) News & Events
+ Archive

Elements of this page:

(1) Blog with possibility to use tags and colour schemes
(2) Other elements such as social media and events calendar

- Blog entries to announce events and present news; five blog items on one page *(text & images)*
- Blog archive (button and link to a separate page?)
- Social media: embedded Twitter stream, RSS feed (Labkultur.tv video files could be integrated in blog entries)
- Events calendar *(calendar tool?)*
- Optional: Information on newsletter, sign-up form *(text & form)*

(5) Get Involved: Re-use Data & Provide Data

Elements of this page:

Page should have two main sections (different colour schemes/boxes?):
(1) Are you a business working in the creative industries? Access data, expert advice, etc. here. (2) Are you a cultural heritage institution? Upload content and define the conditions for re-use here.

- Brief information on how to re-use data in Europeana Creative *(text) Link to general Europeana Pro Re-use Data section, later also to Open Culture Lab.*
- Brief information on how to provide data in Europeana Creative *(text) Link to general Europeana Pro Provide Data section, later also to Open Culture Lab.*
- Brief information on Extended Europeana Licensing Framework *(text)*
- Brief information on Open Culture Lab *(text) Link to Open Culture Lab (later).*
- Contact information and contact form (content provider or creative industries stakeholder or other; interest) *(text & form)*

(6) Project Documents

Elements of this page:

Document storage *(files)*

- Milestones
- Deliverables
- Contract
- Guidelines
- Templates
- Presentations
- WP folders
- Other documents