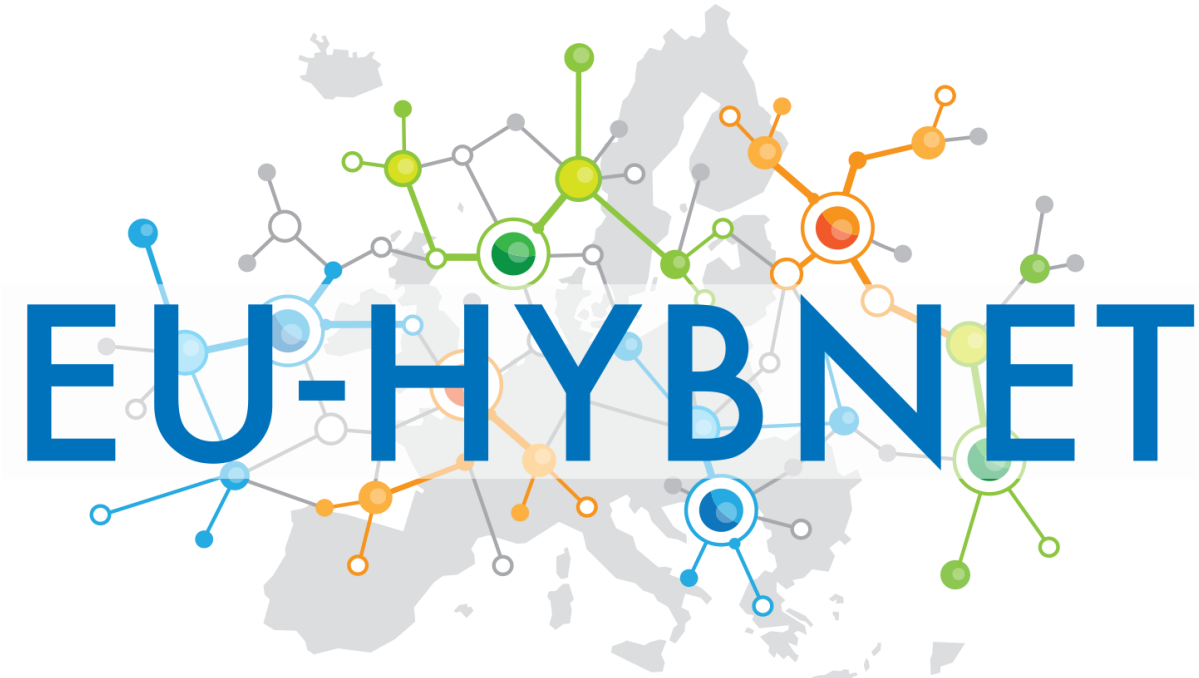

PROJECT LOGO, IDENTITY GUIDELINES, SOCIAL MEDIA AND WEBSITE

DELIVERABLE 5.8

Lead Author: Polish Platform for Homeland Security

Contributors : Laurea
Deliverable classification : PU

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D5.8 PROJECT LOGO, IDENTITY GUIDELINES, SOCIAL MEDIA AND WEBSITE

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1. INTRODUCTION

1.1 OVERVIEW

The EU-HYBNET (Empowering a Pan-European Network to Counter Hybrid Threats) project aims at enriching existing European networks countering hybrid threats, and ensuring long-term sustainability by building and maintaining networks and communication channels that will continue following the completion of the five-year project. This will be achieved by defining the common requirements of European practitioners and other relevant actors in the field of hybrid threats. Ultimately, this can fill knowledge gaps, deal with performance needs, and enhance capabilities or research, innovation and training endeavours concerning hybrid threats.

EU-HYBNET will monitor developments in research and innovation activities as applied to hybrid threats; so to indicate priorities for innovation uptake and industrialisation and to determine priorities for standardisation for empowering the Pan-European network to effectively counter hybrid threats.

EU-HYBNET will establish conditions for enhanced interactions with practitioners, industry, and academia for meaningful dialogue and for increasing membership in the network.

Finally, EU-HYBNET will foster increased capacity of European practitioners and other relevant actors in the field of hybrid threats – helping to build knowledge and encourage valuable exchange on countering hybrid threats. The project will create a basis for establishing effective synergies with existing European, national, and sub-national networks of practitioners and other actors countering hybrid threats.

1.2 STRUCTURE OF THE DELIVERABLE

The Description of Action (DoA) describes this deliverable as a publicly available report related to the project logo design, identity guidelines, developing social media accounts and launching a website for EU-HYBNET dissemination and communication activities.

The main objective of this document is to raise visibility of the EU-HYBNET project among multiple audiences at the European and global level.

This document includes the following sections:

- Section 1: Overview of the EU-HYBNET project along with WP5 main objectives
- Section 2: EU-HYBNET logo
- Section 3: EU-HYBNET identity guidelines
- Section 4: EU-HYBNET social media
- Section 5: EU-HYBNET website
- Section 6: Conclusions from this deliverable and future work

2. OVERVIEW OF THE EU-HYBNET PROJECT ALONG WITH WP5 MAIN OBJECTIVES

2.1 WP5 OVERWIEW

WP5 is dedicated to communication and dissemination activities. Its objective is to provide efficient communication during the project, supporting short and long-term success. In any project, dissemination is a fundamental activity to create project visibility and maximise the reach to various target groups. Therefore, a coherent strategy is required to help spread knowledge and information about the EU-HYBNET project among different target groups.

To support these efforts, WP5 will:

1. Produce a detailed communication and dissemination methodology describing the actions during the dissemination process. Moreover, this will outline the approach to planning, performing and reporting dissemination activities.
2. Allocate dissemination related responsibilities among EU-HYBNET partners.
3. Create a communication action matrix around each project milestone; defining WP partners' responsibility to communicate actions and deliverables related to each milestone.
4. Complete the external communication - e.g. project website, social media, press releases, project presentations and mailing lists, etc. All actions will be supported by uniform presentations, logos, brochures and other promotional material that are consistent with the branding and identity guidelines of EU-HYBNET.

The primary tool for communication and information sharing is the project website. The website shall support all efforts of the project and provide external stakeholders and interested parties with a source of information related to EU-HYBNET. For internal project communication, T5.2 will create an online platform that will host and contain a discussion forum enhancing the knowledge sharing, project planning and management of the project (support to WP1). For external communication, social media will be heavily used, specifically LinkedIn and Twitter.

T5.2 will also deliver press releases and newsletters in coordination with the project's WP and Task leaders. The timing of press releases will be connected to the milestones described in the project description of action (DoA), or when the consortium decides that additional press releases are required. To support all preceding activities, T5.2 will create project branding plans and materials; ensuring coherent presentation of the project, which will be supported by suitable imagery – increasing recognition of the project and its activities.

Europe-wide project on countering hybrid threats kick offs today

Press release
12 May 2020

EU-HYBNET (*Empowering a Pan-European Network to Counter Hybrid Threats*) was officially opened today in a virtual conference. The aim of the project is to develop a European network to detect, prepare for and counter hybrid threats. This five-year-long project is funded by the European Commission's Horizon 2020 Programme. The EU-HYBNET project consortium consists of 23 organisations representing 16 European countries.

The project is coordinated by Laurea University of Applied Sciences. Laurea is the leading provider of civilian security education in Finland. It has built a noticeable international and EU funded security project portfolio. At the moment Laurea is conducting 18 research projects, of which 14 are EU Commission funded. **Dr. Päivi Mattila,** director of University's *Coherent Security* strategic research area, is coordinating EU-HYBNET project.

Figure 1 Press Release Example from Project Kick-off

3. EU-HYBNET LOGO

The visual identity is well defined by the project's logo (created at the time of the proposal submission).

The logo of EU-HYBNET is simple, easy to understand and captures the essence of the project. The various dots and colours display the expanding network of stakeholders connected to hybrid threats. The growing network is placed over a map of the EU unrestricted by borders. Together, the design helps to demonstrate that the project is an EU focused initiative bringing together a variety of experts and actors connected to tackling the increasing hybrid threats. The colours chosen for the logo are bright and bold, symbolising hope and improvement. The following colours have become the guiding colours of the entire EU-HYBNET branding.

#0072bb	0, 114, 187
#26abe1	38, 171, 225
#0c9544	12, 149, 68
#8dc73e	141, 199, 62
#fcb140	252, 177, 64
#d7df22	215, 223, 34
#dcddde	220, 221, 222
#babbbd	186, 187, 189

Figure 2 EU-HYBNET logotype

The EU-HYBNET logotype should be included in all presentations and materials that are used for communication and dissemination activities carried out by the partners within the EU-HYBNET project. Besides, it should be present in documents submitted to the European Commission (e.g. deliverables), on the EU-HYBNET website and websites of each partner with a link to the project page.

4. EU-HYBNET IDENTITY GUIDELINES

Several supporting materials have been developed and produced to aid the visual representation of the project. These initial materials include items, such as letterhead, a project leaflet, roll-up, a generic project presentation and a deliverable template.

This chapter contains a brief description of each of the aforementioned materials, along with pictures. Naturally, the current materials will be continuously updated and enriched with new information and achievements throughout the lifetime of the project.

All dissemination materials will be publicly available on the EU-HYBNET website and will be stored in the project's Eduuni platform, which is used for internal purposes by all partners of the consortium.

4.1 EU-HYBNET GRAPHICS

In the process of developing the EU-HYBNET project proposal, materials and elements were created and were re-used in promotional materials related to the project. The graphics are available to all partners and can be used by them, where appropriate, when creating additional materials within the EU-HYBNET project. All graphic elements of the EU-HYBNET project are therefore consistent with each other and are building the project brand. A selection of the graphics are presented below, others can be seen in the annexes.:

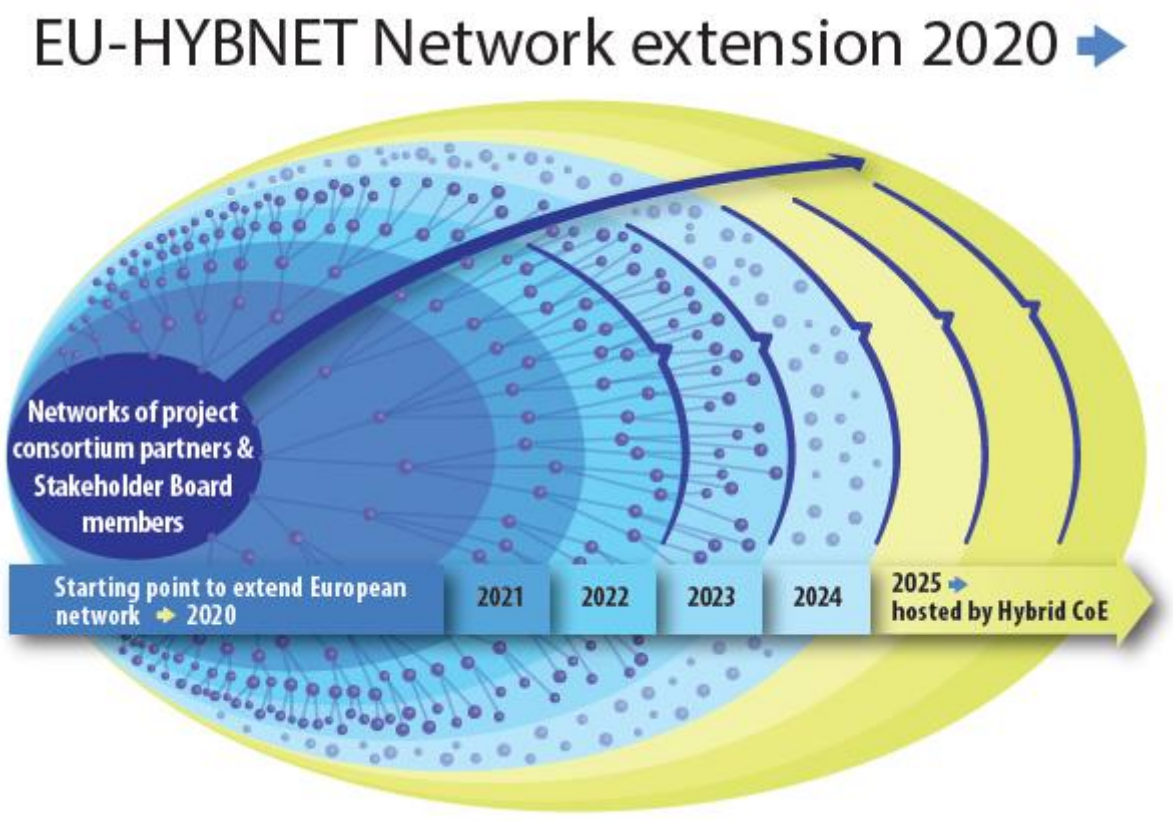


Figure 3 EU-HYBNET network graphic

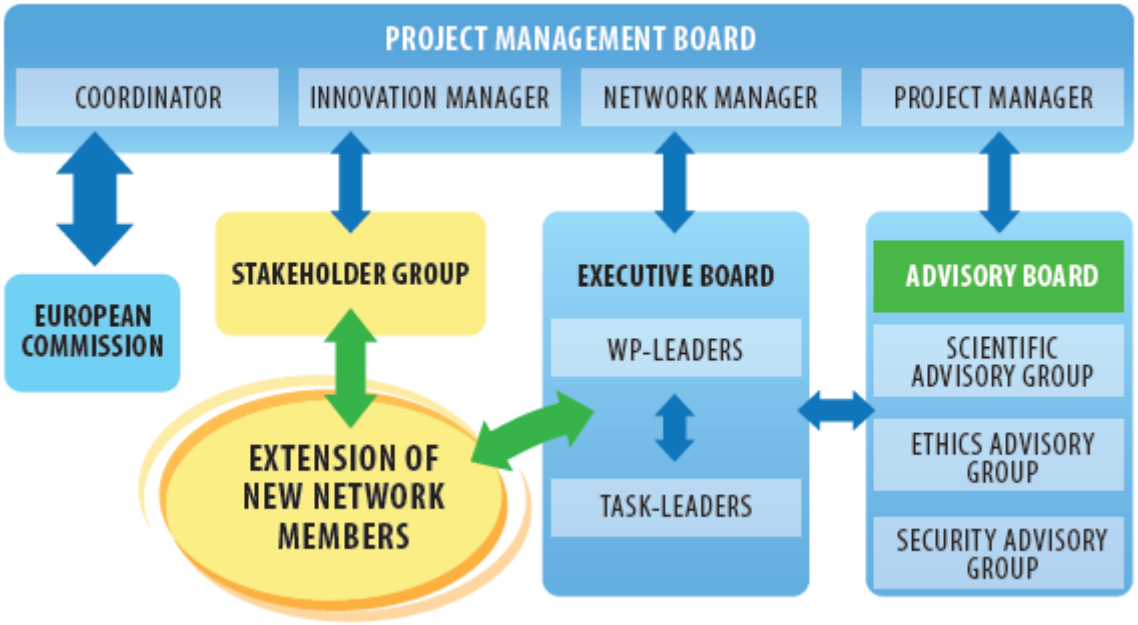


Figure 4 EU-HYBNET management board graphic

4.2 EU-HYBNET LETTERHEAD

An EU-HYBNET letterhead has been produced that enables external and internal communication to be easily identified as 'EU-HYBNET'. Furthermore, as the letterhead uses the same style and design of other project materials, it will assist in forging the project's identity. There are two variants of the design. One being plain for more formal communications such as printed letters. The other having, additional links to the social media platforms and website, is better suited to PDFs and electronic versions.

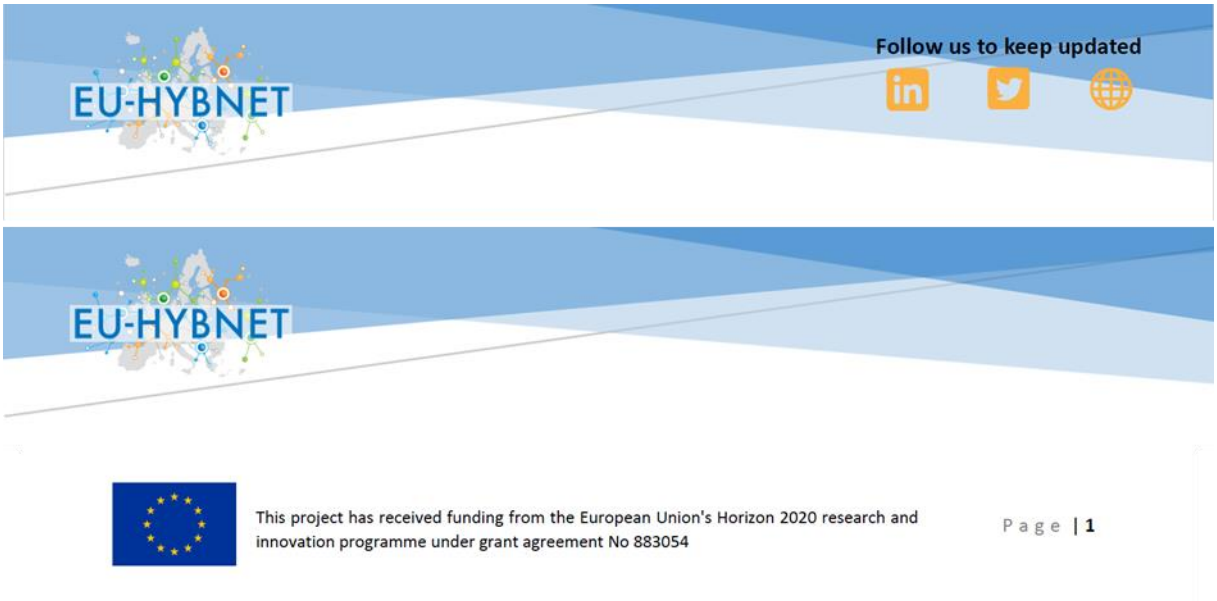


Figure 5 EU-HYBNET letterheads

4.3 EU-HYBNET LEAFLET

The first EU-HYBNET leaflet is a four-sided A5 document that presents, in a very accessible way, what the project is about, its general objectives, all consortium partners; plus, raises awareness of the EU-HYBNET network. It also includes EU-HYBNET's website and social media details.

Figure 6 EU-HYBNET leaflet

4.4 EU-HYBNET PRESENTATION TEMPLATE

The EU-HYBNET project partners decided to use a common generic presentation template, that can be used and adapted by all partners for internal and external meetings, conferences or presentations at events. The template for the PowerPoint presentation includes the initial slides with basic information about the project.

All slides can be modified by partners depending on the specific requirements; however, this template represents the standardised, and thus, the preferred layout of each presentation. It is recommended that partners prepare presentations related to the EU-HYBNET project in accordance with this template. The generic presentation template is shown in the following:

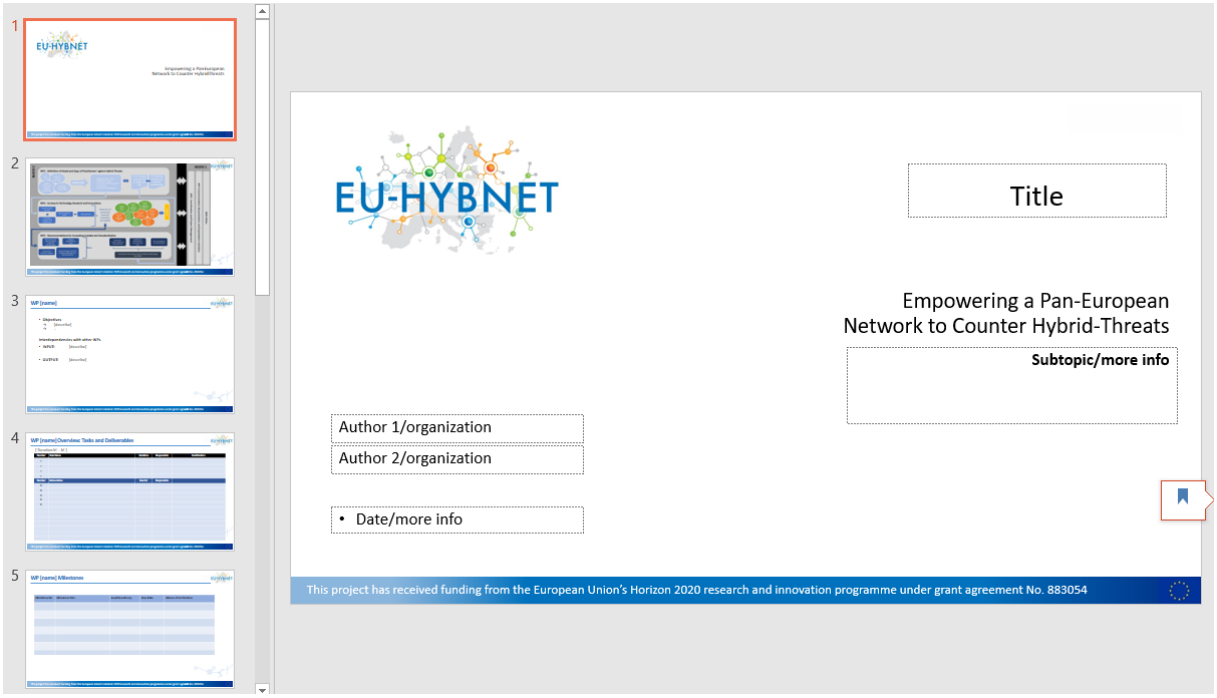
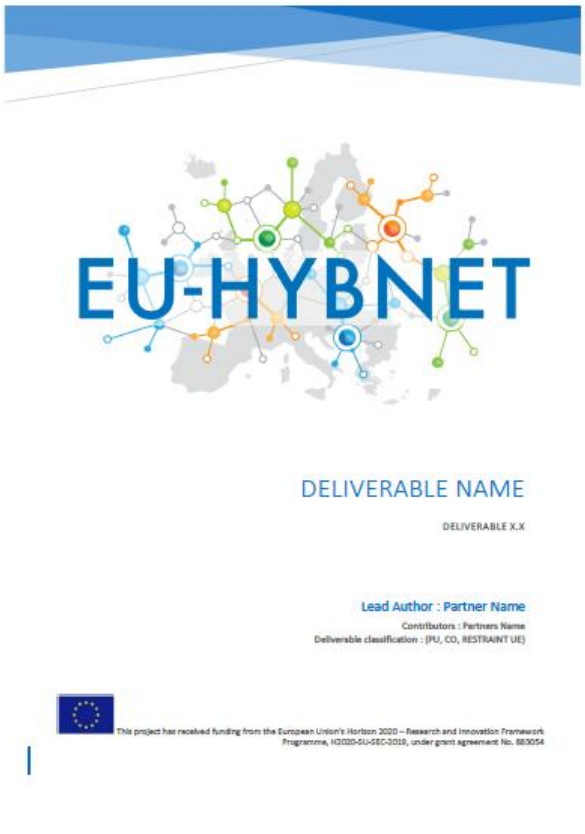


Figure 7 EU-HYBNET presentation template

4.5 EU-HYBNET DELIVERABLE TEMPLATE

One of the developed materials is a deliverable template that will be used by partners to prepare deliverables on specific tasks in accordance with the DoA. The structure of this template has been improved and unified in terms of colour and graphics, making it consistent with other EU-HYBNET promotional materials. The deliverable template is shown in the below:



EU-HYBNET

DELIVERABLE NAME

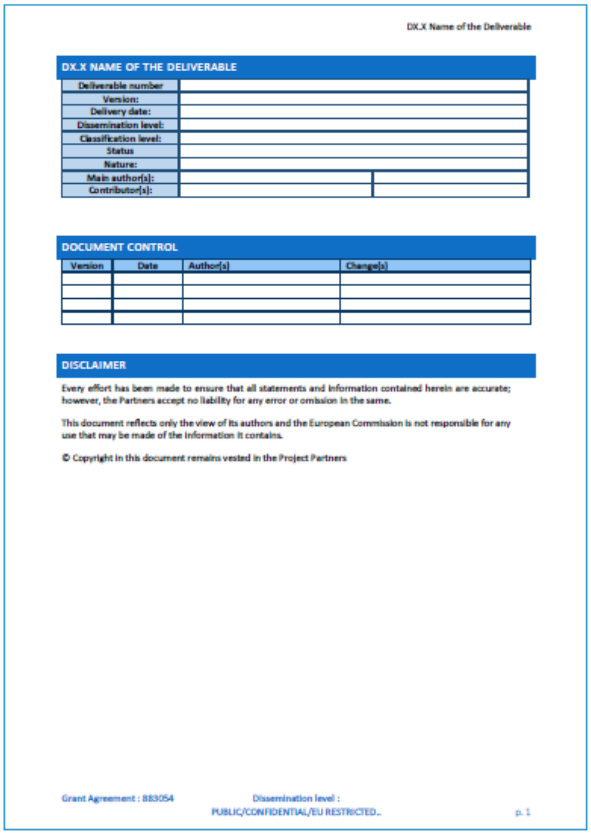
DELIVERABLE X.X

Lead Author : Partner Name

Contributors : Partners Name

Deliverable classification : (PU, CO, RESTRAINT UE)

This project has received funding from the European Union's Horizon 2020 – Research and Innovation Framework Programme, H2020-SU-SEC-2019, under grant agreement No. 883054



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DX.X NAME OF THE DELIVERABLE

Deliverable number	
Version:	
Delivery date:	
Dissemination level:	
Classification level:	
Status	
Nature:	
Main author(s):	
Contributor(s):	

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Version	Date	Author(s)	Change(s)

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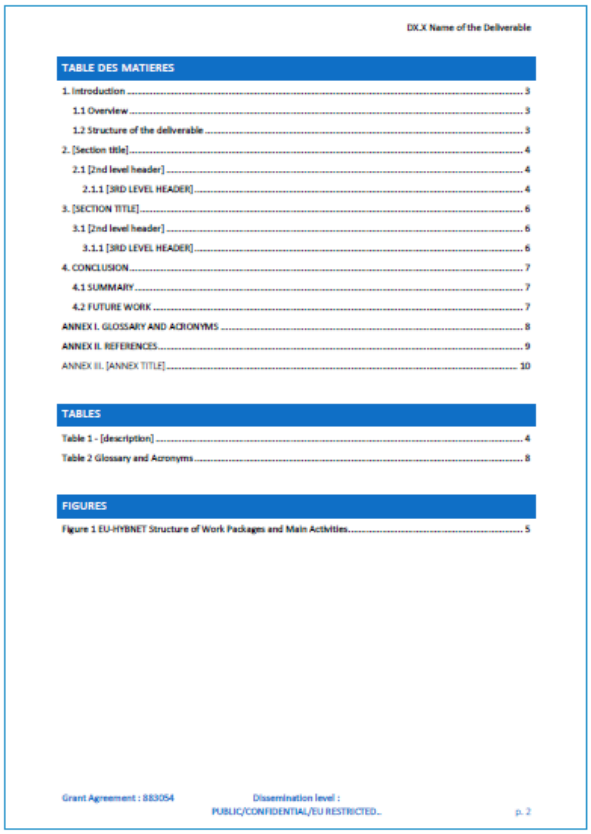
Grant Agreement : 883054 Dissemination level : PUBLIC/CONFIDENTIAL/EU RESTRICTED.. p. 1



DX.X Name of the Deliverable

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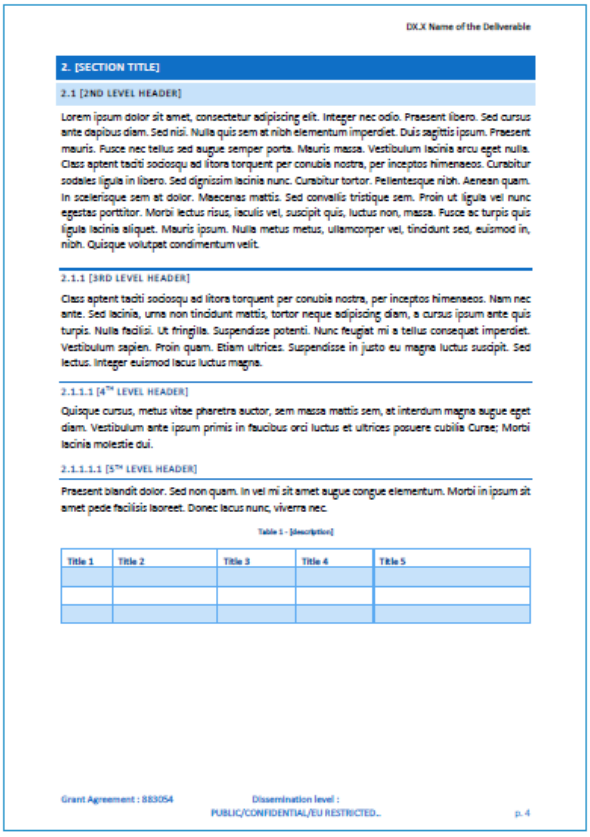

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2. [SECTION TITLE]

2.1 [2ND LEVEL HEADER]

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2.1.1 [3RD LEVEL HEADER]

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nam nec ante. Sed lacinia, urna non tincidunt mattis, tortor neque adipiscing diam, a cursus ipsum ante quis turpis. Nulla facilisi. Ut fringilla. Suspendisse potenti. Nunc feugiat mi a tellus consequat imperdiet. Vestibulum sapien. Proin quam. Etiam ultrices. Suspendisse in justo eu magna luctus suscipit. Sed lectus. Integer euismod lacus luctus magna.

2.1.1.1 [4TH LEVEL HEADER]

Quisque cursus, metus vitae pharetra auctor, sem massa mattis sem, at interdum magna augue eget diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacinia molestie dui.

2.1.1.1.1 [5TH LEVEL HEADER]

Praesent blandit dolor. Sed non quam. In vel mi sit amet augue congue elementum. Morbi in ipsum sit amet pede facilisis laoreet. Donec lacus nunc, viverra nec.

Table 1 - [description]

Title 1	Title 2	Title 3	Title 4	Title 5

Grant Agreement : 883054 Dissemination level : PUBLIC/CONFIDENTIAL/EU RESTRICTED.. p. 4

Figure 8 EU-HYBNET deliverable template

4.6 EU ACKNOWLEDGMENT

All EU-HYBNET communication and dissemination materials include the following acknowledgment:

> *"This project has received funding from the European Union's Horizon 2020 – Research and Innovation Framework Programme, H2020-SU-SEC-2019, under grant agreement No. 883054"* and contains the emblem of the European Union.

4.7 ROLL-UP BANNER

A standard 2M x 0.85M roll-up banner design has been created for the partners. The banner design can be printed locally and used to support the awareness-raising and dissemination activities of EU-HYBNET, particularly at events. The banner is simple and without too much detail. It has been designed in this way to capture attention from a distance. The banners shall be used to complement other materials at an event, such as leaflets and brochures and event booths rather than describing the project in detail.

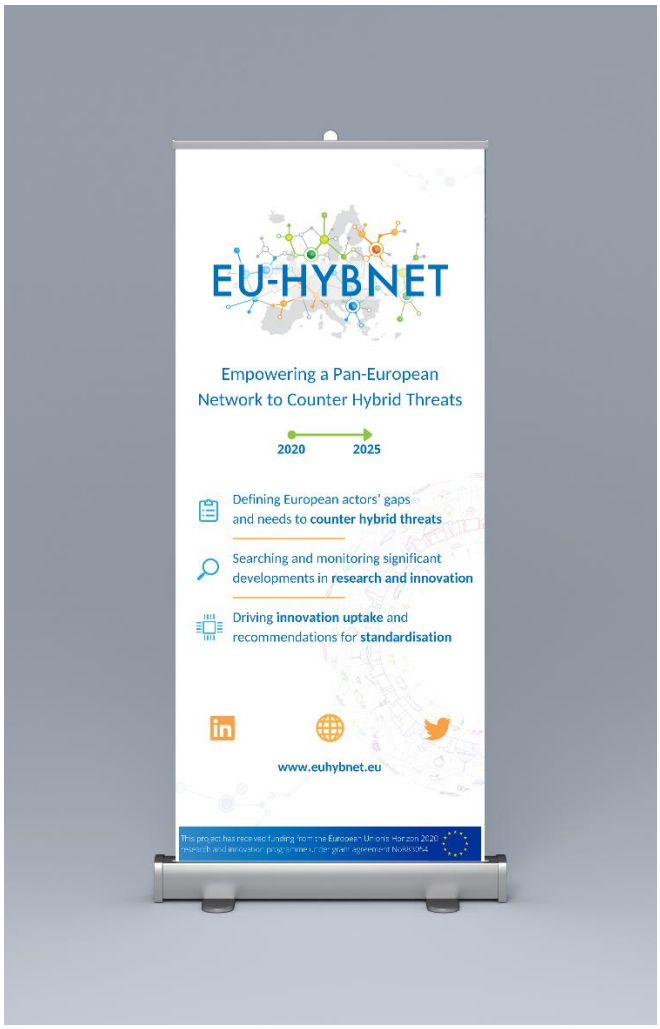

Figure 9 EU-HYBNET Roll-up Banner

5. EU-HYBNET SOCIAL MEDIA

Social media is a powerful strategy for all modern marketing, communication and dissemination plans. The free and open access means that coverage of a brand can grow exponentially as interest and credibility matures. The ease of implementation makes this a must-have requirement for most initiatives.

Having a proper social network and social media strategy is a crucial step in accessing the security actors and interested stakeholders. Two social media platforms, Twitter and LinkedIn, are in place and ensure a more concrete level of exchange, currently used for communication and dissemination activities.

Each strategic channel is managed by the C&D team and updated regularly to keep all parties notified about progress in the individual work packages and the project as a whole. The C&D team also use the platforms to share content that is related to the 'Hybrid Threats' domain. By sharing this content as well as information connected directly to the projects increases the chance for engaging stakeholders that are interested in the topics of the project, but not necessarily the EU project itself.

Both platforms will be used to promote events before, during and after – helping to keep the followers up to date with the activities of the EU-HYBNET team.

5.1 TWITTER

A Twitter account, called EU-HYBNET project (www.twitter.com/euhybnet) has been created before the Kick-off-meeting at M1. The main objective is to share and promote EU-HYBNET activities with interested stakeholders. The Twitter medium is conducive for frequent updates and latest news. Thus, it is extremely helpful for creating interest in the events and live activities completed by the project.

Figure 10 EU-HYBNET Twitter account homepage

To support social media activities, hashtags (#) and mentions (@) are used, where appropriate. The hashtags most commonly used include:

- #euhybnet
- #hybridthreats
- #h2020
- #EU

To enhance the efforts and best utilise the time spent on Social Media, it is important to increase the audience size and network connected to EU-HYBNET. The intention is to provide valuable and useful content related to the topic of EU-HYBNET. To maintain EU guidelines for content impartiality, the aim is that shared and disseminated materials should be agnostic but still remain relevant for practitioners and researchers.

5.2 LINKED IN

With the same objective a LinkedIn profile (www.linkedin.com/company/49171370/) was also created in M1 :

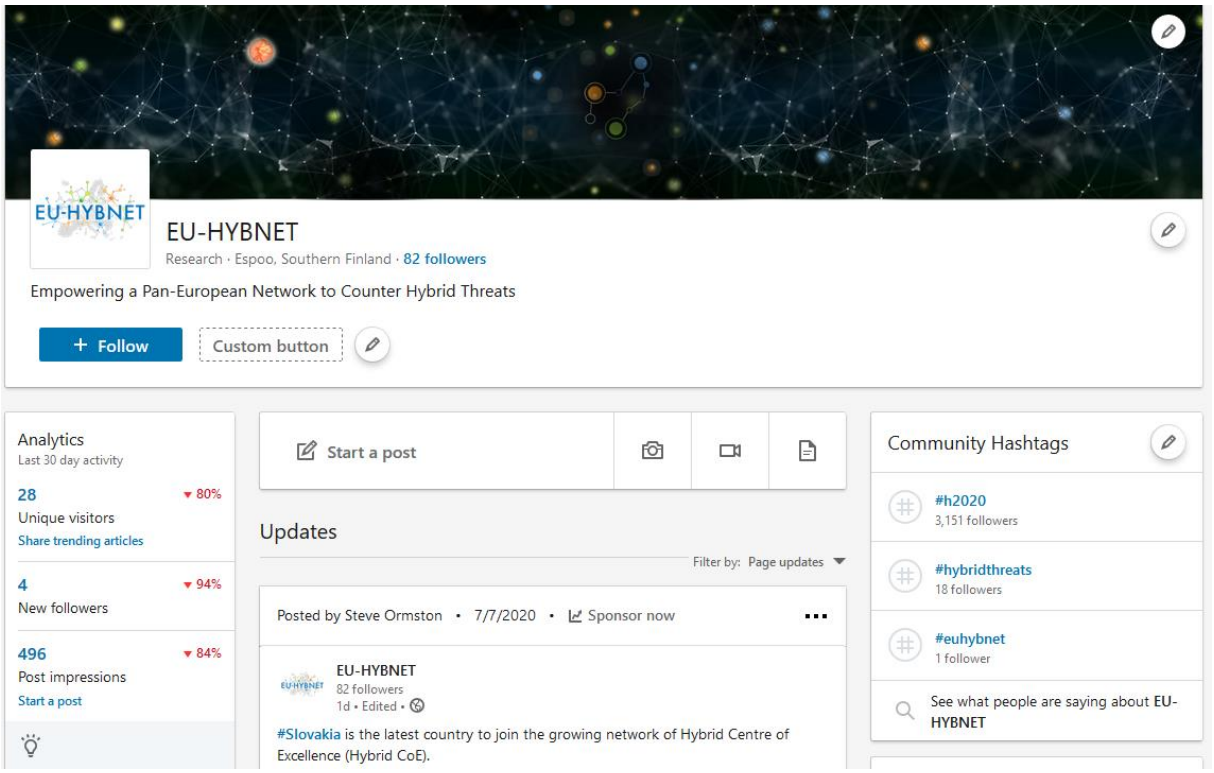

Figure 11 EU-HYBNET LinkedIn account homepage

LinkedIn is widely accepted as one of the most professional networking tools and can contribute to the EU-HYBNET's communication and community building efforts. The proper function of the platform is to increase the project's "visibility" not only within the EU but also outside of the continent. As a result of the audience and the possibilities of creating longer content. LinkedIn favours more detailed posts and offers a great way to provide additional information about EU-HYBNET to its followers.

6. EU-HYBNET WEBSITE

The EU-HYBNET website is the primary channel to support the communication, dissemination of information and results of the EU-HYBNET project.

From M3, EU-HYBNET will have its own dedicated website (www.euhybnet.eu), to be seen as both a promotional and information tool. Its establishment is crucial in terms of communication as such a tool has an impact on the visibility and enhances stakeholders' engagement as it will be widely accessible.

The website will maintain the same graphical identity as the communication tools which are used within EU-HYBNET, like social media platforms - Twitter and LinkedIn and the various dissemination materials referenced above. The website is meant to be modern and present an attractive style. Google Analytics (GA) will be added by Laurea, who is responsible for establishing and maintaining the website. GA provides valuable insights into the performance of the site and will help highlight the areas that are most frequently accessed by users. This information will be useful to help determine which C&D efforts

are most successful and yield the best output. The site will also be compatible with mobile devices and tablets; maximising the number of users that can consume the content.

Whenever necessary, the content of the website will be updated to share the relevant upcoming events, the latest news of the main achievements of EU-HYBNET. The website will also host the publicly available resources and deliverables that are of interest to the public.

The website is expected to go live by the end of July 2020 (M3). As of now the website is work in progress hence all information contained in this chapter: design and architecture is subject to change in the future.

6.1 DESIGN AND ARCHITECTURE

The website follows the dissemination guidelines for a uniform design and to be in line with other marketing materials. It is designed following best practices of modern web-development, user experience and security while reflecting the project's objectives; plus, it is easy to navigate making it suitable across multiple demographics.

The design is minimal and simplistic, being suited to the broad target audience and yet remains engaging to users via dynamic content for a richer user experience. The background design reflects the network connections of the project at first glance, giving the impression of the project and the network

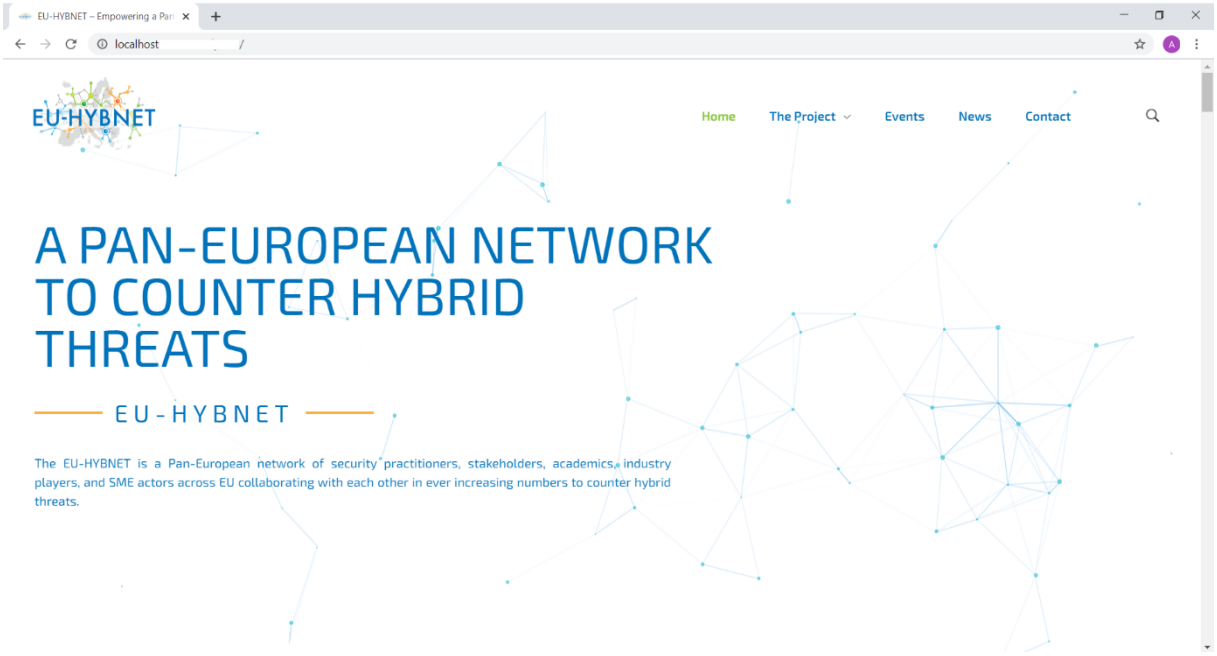

Figure 12 Front page of EU-HYBNET website - work in progress.

The website will remain Laurea's responsibility for the project duration. Once the project ends the responsibility may be transferred to another agreed partner.

The architecture of the website is a work in progress and is expected to receive more changes as the project progresses with new results and needs.

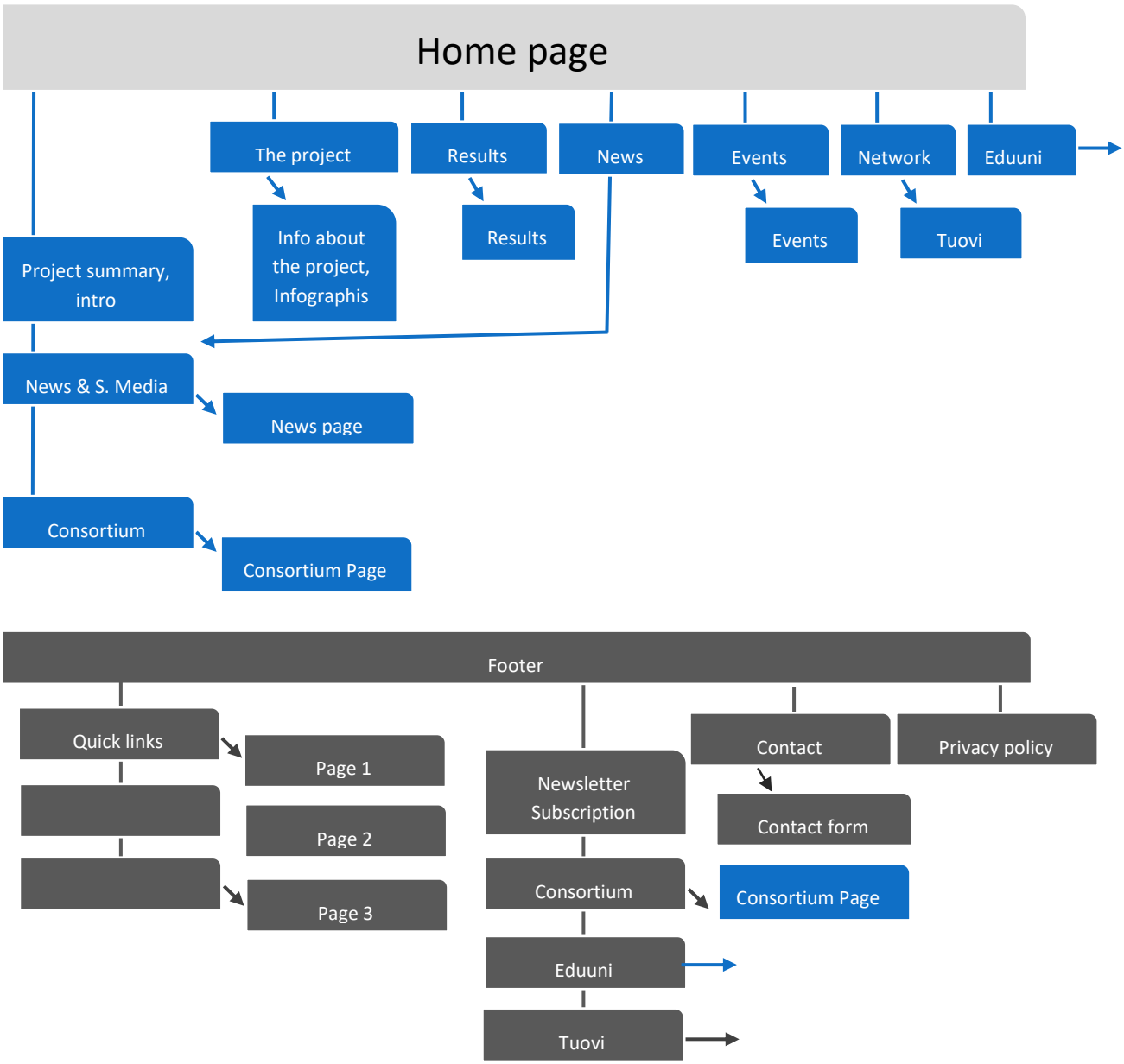

Figure 13 Preliminary architecture of the website.

6.2. SECURITY AND MAINTENANCE

Laurea is responsible for securing the website directories and hosting server, which is managed by a reputable Finnish company. All servers of Website and upcoming Innovation Arena provided by Laurea are residing in Finland. The website is built following web development best-practices in security. To name a few: we will establish frequent backup and update strategy, file integrity scanners, spam and bot filters, anti-malware, Auto IP blocking of visitors performing suspicious activity on the site, live monitoring of suspicious activities, firewall rules, setup and content security policies, password policies, traffic encryption, DDoS prevention, secure headers, XSS security and many more.

GDPR compliance – A link to the privacy policy will be provided as a pop-up banner to the users to read before accessing the website. This will inform the user of the data we gather, any tracking performed and the cookie policy. The user will have the choice to continue using the site under the set conditions or navigate away.

An agreement policy will be prepared and the visitors will be informed on the reasons we collect any information and how this information will be used, as in the case with newsletter subscriptions, contact forms and registration to platforms. Visitors will have the right to request to know the data we hold on them and for its destruction upon request. However, some data of offending visitors, performing suspicious actions on the website, may be held for security and forensic purposes.

7. EU-HYBNET INNOVATION ARENA

Innovation Arena (IA) is scheduled for delivery in month five (M5) of the project and is currently in the planning stage. The design of the IA is expected to also follow the project dissemination material. The same colours will be used as in the website and the print materials. The design will be minimalistic. The user experience will also be taken into consideration and the aim is that visitors will not need additional support in order to effectively use the platform. Anyone familiar using social media platforms will quickly adapt to using the IA. The simplistic approach was selected following the dissemination plan and the wide selection of users in the project's target audience.

Laurea is responsible for developing/providing the Innovation Arena as well as its maintenance throughout the duration of the project. After the project ends, the responsibility will be transferred to European Centre of Excellence for Countering Hybrid Threats - Hybrid CoE.

The IA servers will be located in Finland and the platform will be hosted on a dedicated secure server. The Innovation Arena is planned to be closed for public use and content will be accessible only to registered users. A privacy policy and agreement governing the storage and use of visitor and user data will be written and all users will have the possibility to agree to it upon registration. The IA will be GDPR compliant and registration will not proceed further without such an agreement.

With regards to safeguards and security as with the public website, best practices will be followed and server and directory safeguards will be implemented. More information on safeguards can be provided by contacting Laurea.

The main use cases of the IA will be as illustrated in the figure (IA use cases) below:

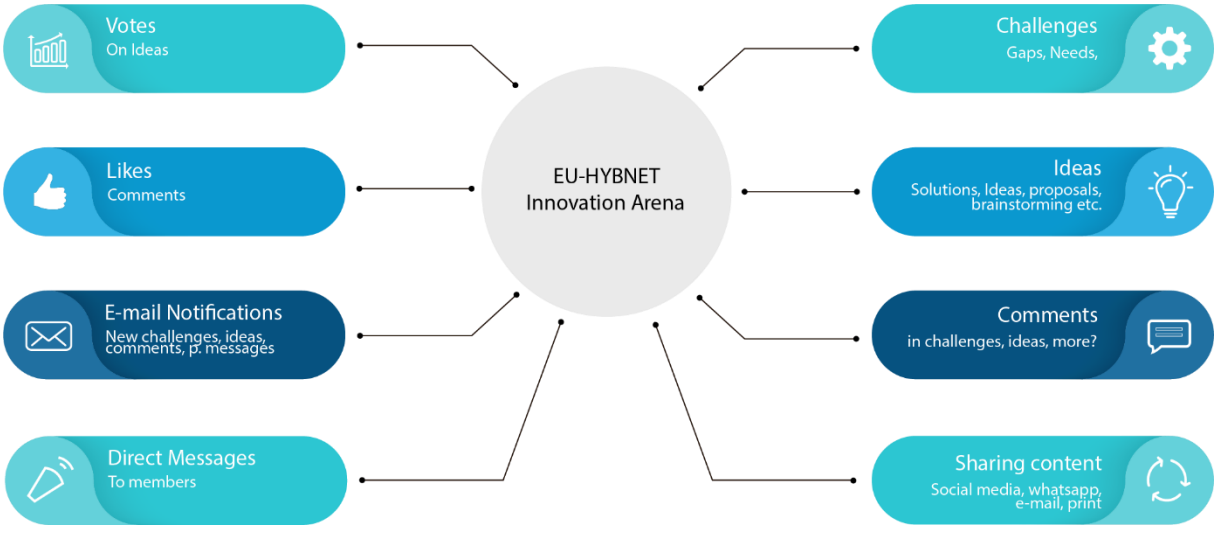

Figure 14 Innovation Arena use Cases

In short, by building an on-line Innovation Arena (IA) Platform the project provides an arena for project partners, (esp. practitioners) and those who will join via the project to the European Network against Hybrid Threats, to announce their needs for new innovations (technical and social/non-technical). In addition, in IA those project and network members (especially industry, SMEs, academics) who may provide possible solutions to announced innovation needs may tell about their solutions and what is reasonably expected, and according to which timetable. The project will use the IA discussion between those who need and those who may deliver innovations (technical and social) in Work Package WP3 and WP2 for their research and analysis activities in order to find the most promising and potential innovations that answer to practitioners' needs and can be recommended to the standardisations process.

8. CONCLUSION

8.1 SUMMARY

This deliverable briefly presents EU-HYBNET's initial dissemination efforts and supporting strategies. Moreover, it includes details of the branding and identification tools such as logotype, identity guidelines and communication and dissemination channels, which consist of the website and social media platforms. These channels will be operated by the EU-HYBNET Communication and Dissemination team, while the content will be provided by all partners. The C&D team will heavily rely on the strategic partner – Hybrid CoE - to help define which topics related to Hybrid Threats should be emphasised and shared throughout the networks.

8.2 FUTURE WORK

WP5 aims to evolve the contents of the Communication and Dissemination materials; matching the needs of the partners and the updates that develop through the project. Feedback and ideas for improvements will also be captured and assessed throughout the initiative in an effort to better position the EU-HYBNET project within the Hybrid Threats ecosystem.

In the same vein, statistics and analytics will be gathered and reviewed regularly to determine which materials are most useful and fruitful for raising awareness and interest in the project. Future improvements will be made to align with these insights, helping to maximise the impact of the project.

ANNEX I. GLOSSARY AND ACRONYMS

Table 1 Glossary and Acronyms

Term	Definition / Description
DoA	The Description of Action
EU	European Union
EU-HYBNET	Empowering a Pan-European Network to Counter Hybrid Threats
GA	Google Analytics
TL	Task Leader
WP	Work Package

ANNEX II. REFERENCES

EUHYBNET A5 Leaflet Draft_Web Version Final_V1

EUHYBNET Roll-up Draft V3 (Final_)85cmx200cm

EU-HYBNET_Word Template_Official

EU-HYBNET_Word Template_ Informal_SM

Graphics

EU_HYBNET_logo

EU_hybnet_process+content

EU_hybnet_projectmanagement

EU_hybnet_network_