Fungateria

Deliverable 8.1/v.4
Website and Project Logo

Project Number: 101071145

Project Acronym: FUNGATERIA

Project title: Enlisting synthetic fungal-bacteria consortia to produce multi-cellular mycelium-based ELMs with computational capability

Project start: 01 November 2022

Project duration: 48 months

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DELIVERABLE FACTSHEET

Project Acronym | Number		FUNGATERIA | 101071145	
Deliverable Title:	Website and Project Logo		
Deliverable Description:	The project website will be operational by M2 and continuously updated thereafter across the duration of the project. The domain www.fungateria.eu will be procured. The project website will be a first port of call for external access to information relating to the project. The website will be a gateway to multimedia presentations, open software, hardware, research papers and SoMe channels and contains the social media links.		
Keywords:	Website, Project Logo, Social media, Communication		
Due Date:	M2	**Date of submission:**	17-11-2023
Month of Project:	M2	**Version/Status:**	v4
Dissemination level:	PU - Public	**Dissemination type:**	R – Report
Report leader:	Phil Ayres (KADK)	**Related WP task:**	T8.1
Editor(s):			
Partner Contributions:			
Final review and approval:	Phil Ayres (KADK)		

Document change history		
Date	**Authors**	**Description**
01-03-2023	Phil Ayres (KADK)	ELM Portfolio section added to website. SoMe figures updated. EIC logo updated
01-06-2023	Phil Ayres (KADK)	Updated information on SoMe Instagram channel, revised EIC ELMs Portfolio documentation following that provided by the ELM Portfolio Communication work-group.
17-11-2023	Phil Ayres (KADK)	Removal of ELM Portfolio logo section as instructed by EIC

PROJECT CONSORTIUM

	Name	Short Name	Country
1.	DET KONGELIGE DANSKE KUNSTAKADEMIS SKOLER FOR ARKITEKTUR, DESIGN OG KONSERVERING	KADK	DK
2.	VRIJE UNIVERSITEIT BRUSSEL	VUB	BE
3.	UNIVERSITEIT GENT	UGent	BE
4.	UNIVERSITEIT UTRECHT	UU	NL
5.	UNIVERSITETET I OSLO	UIO	NO
6.	UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL	UWE	UK

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EXECUTIVE SUMMARY

The graphic identity was presented to, and approved by, the project consortium at the kick-off meeting, held 16.11.2022. The web domain www.fungateria.eu has been registered and a project website developed and made public. The website is structured around key information categories related to the project description and objectives, project news, dissemination, the project consortium, press resources/records and key contact information. The website also links to the project social media channel on Instagram which has already attracted 159 followers since the first post, 2nd November 2022.

The website and social media channel will be proactively managed by the coordinating partner (KADK), ensuring frequent updates in addition to the development an additional section – Community Portal – as described in the scope of works.

A new section – EIC ELM Portfolio – has been added to the website, describing the aims and objectives of the portfolio initiative together with short descriptions and links to the websites of the projects comprising the ELM Portfolio. The content follows that provided by the ELM Portfolio Steering Committee and Communication workgroup.

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TABLE OF CONTENTS

Deliverable factsheet 2
Project Consortium 2
Executive Summary 3
1 Introduction 5
2 Project Graphic Identity 5
2.1 Design presentation 5
2.2 Chosen Graphic Identity 19
3 Website 20
3.1 EIC Acknowledgment 21
3.2 Social media links 21
3.3 ELM Portfolio 22
4 Conclusions 23

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1 Introduction

A strong graphic identity is seen to be a critical asset in the communication and dissemination of the project. As a 'first encounter' for many stakeholders, it is imperative that the graphic identity projects a professional, memorable and resonant image that entices further investigation.
Studio Daniel Siim – an external design studio – was commissioned by KADK in July 2022 to develop the graphic identity and website template for the project. Studio Daniel Siim has experience in producing graphic identities for EU projects having done so for the FET projects Flora Robotica and Fungal Architectures. This further commission provides an opportunity to develop a third member of a graphic family for projects that are focused on the intersection of biology with the built environment.

Figure 1. Previous graphic identities for EU funded projects by Studio Daniel Siim

2 Project Graphic Identity

A design brief for the project was developed in dialogue with Studio Daniel Siim. The brief included the design of a graphic identity comprising a logo and typeface element using the project shortname – Fungateria, together with the production of an extendable website template. The identity should allow for these elements to work together and independently to serve as various website and SoMe elements, but also for print in the case of project documents such as reports and deliverables. The identity should also aim to convey ideas of co-cultivation and synthetic biology through the combining of 'natural' and 'designed' traits within the graphic elements. A further design consideration was to make the identity exist independently yet have design traits that could allow association with graphic identities of previous projects.

2.1 Design presentation

The following slides are from a design presentation by Studio Daniel Siim from which the final graphic identity was chosen. The presentation was also shown to the project consortium at the kick-off meeting, 16.11.2022. The chosen identity was approved by the consortium at this meeting.

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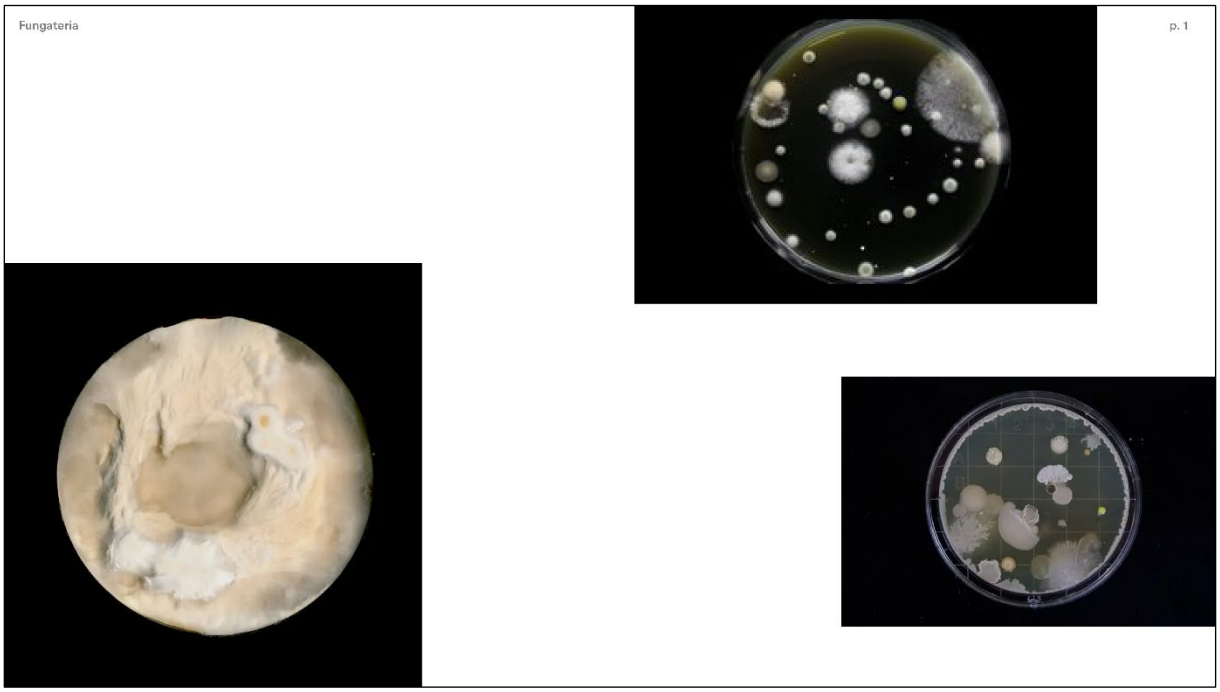
Visual Identity, 15.09.22



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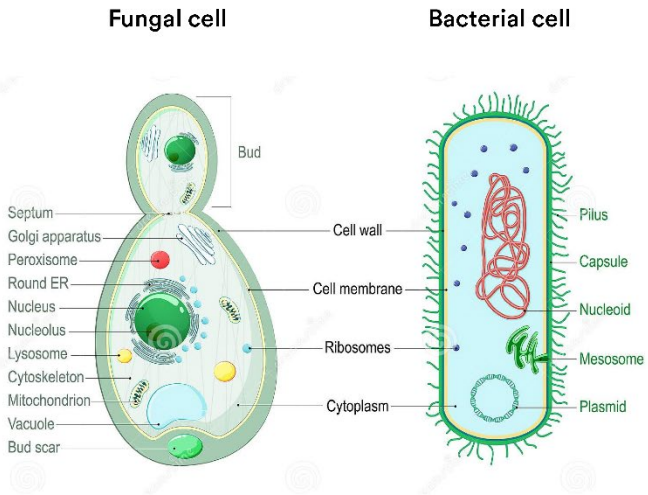
Fungateria p. 3



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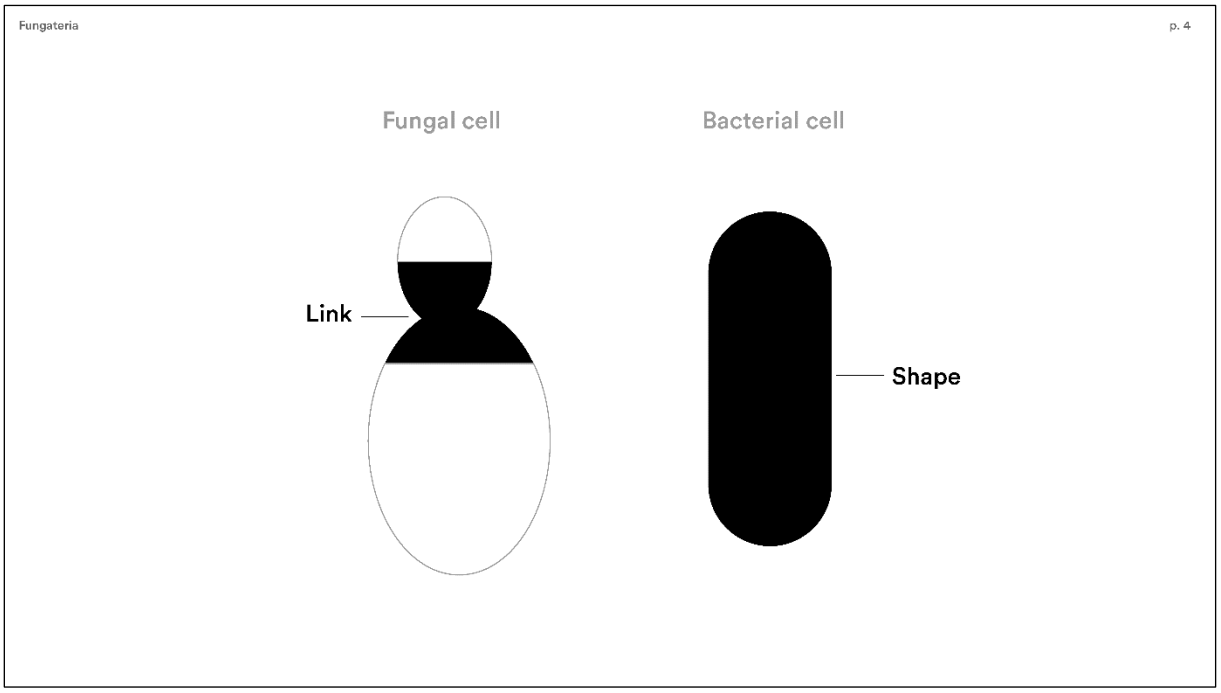

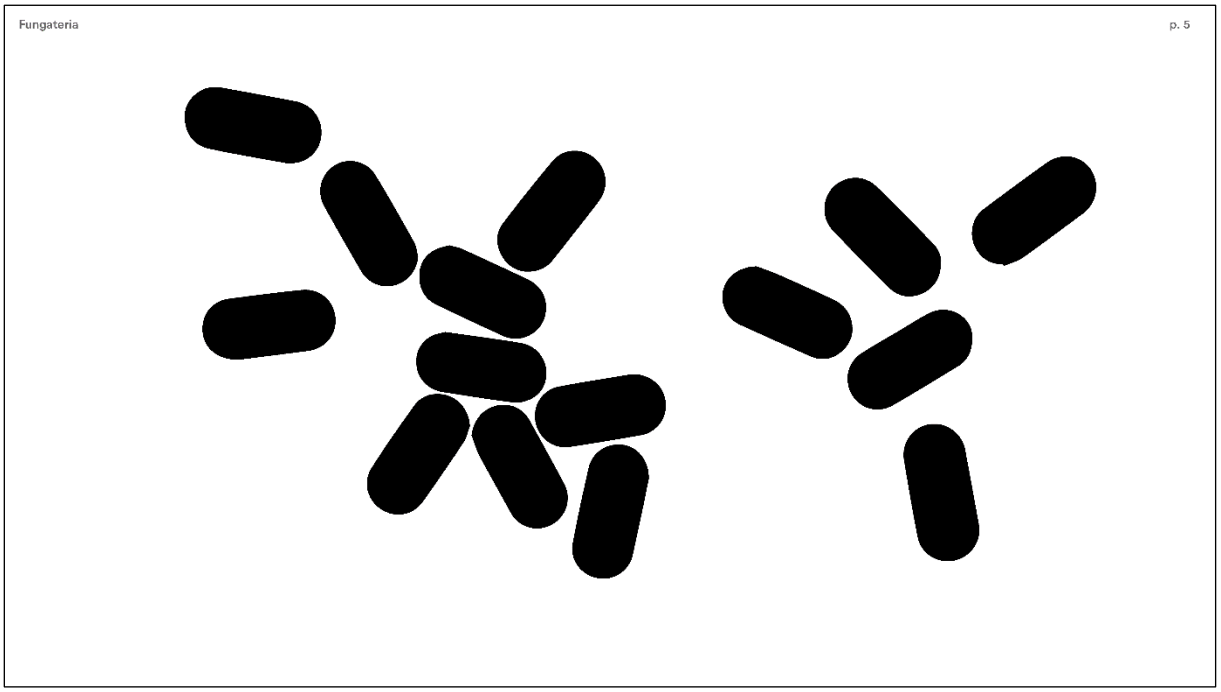

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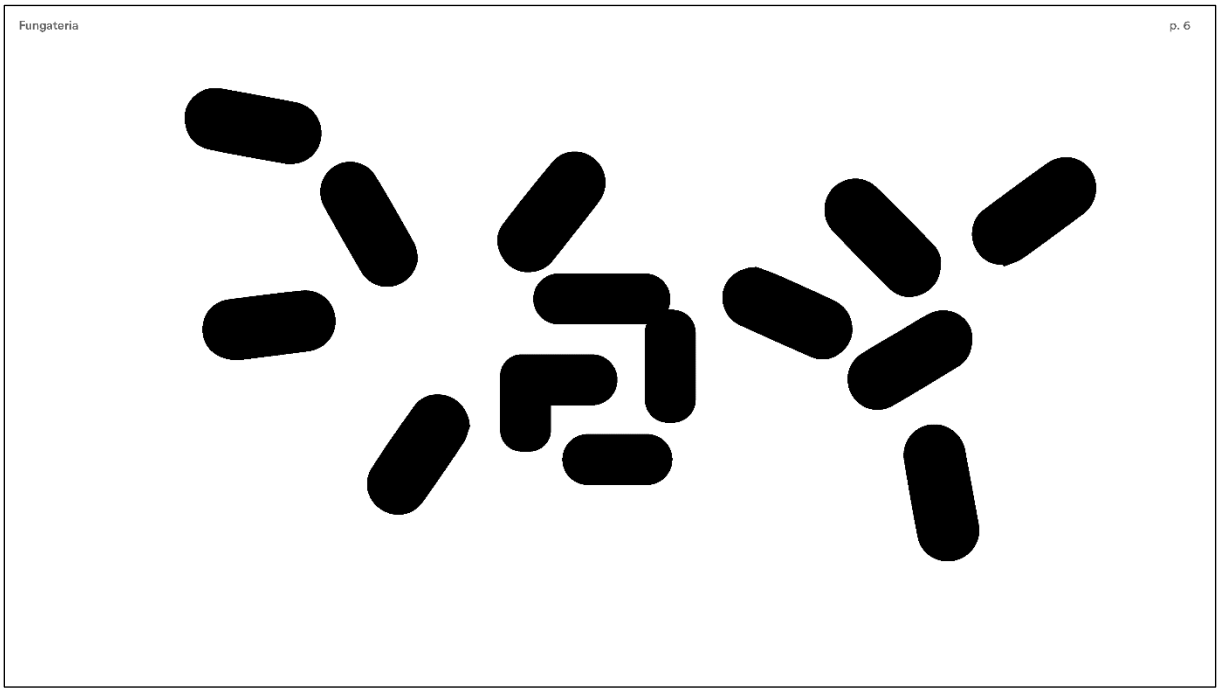

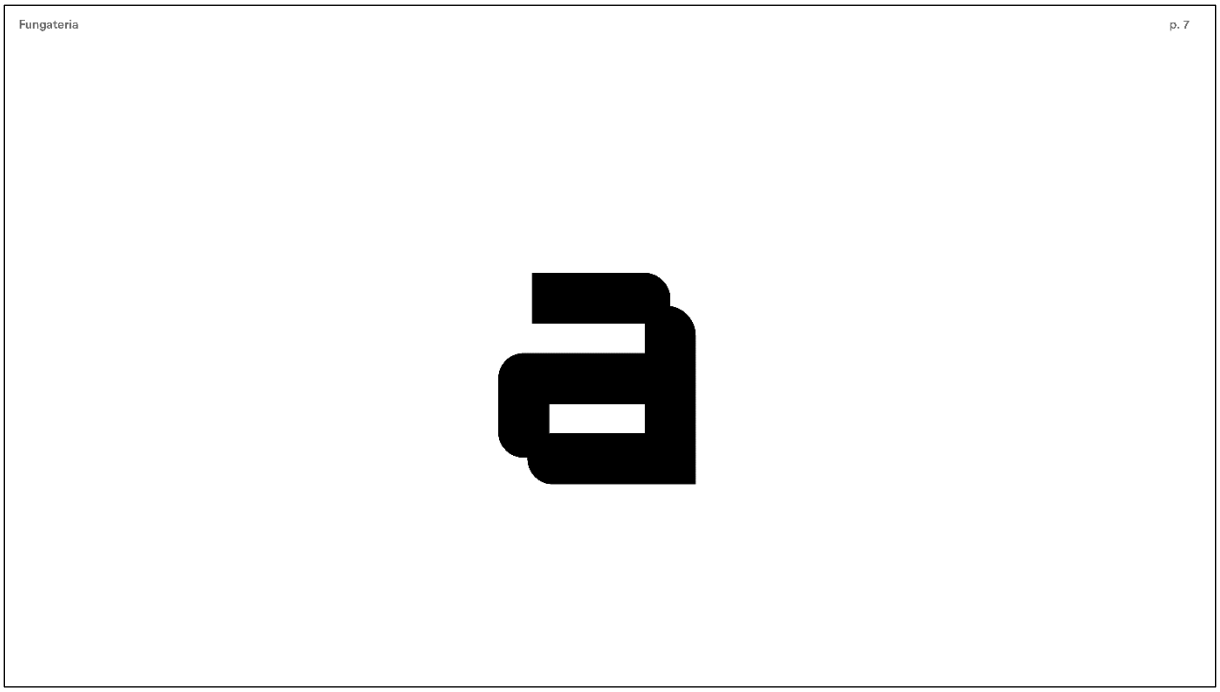

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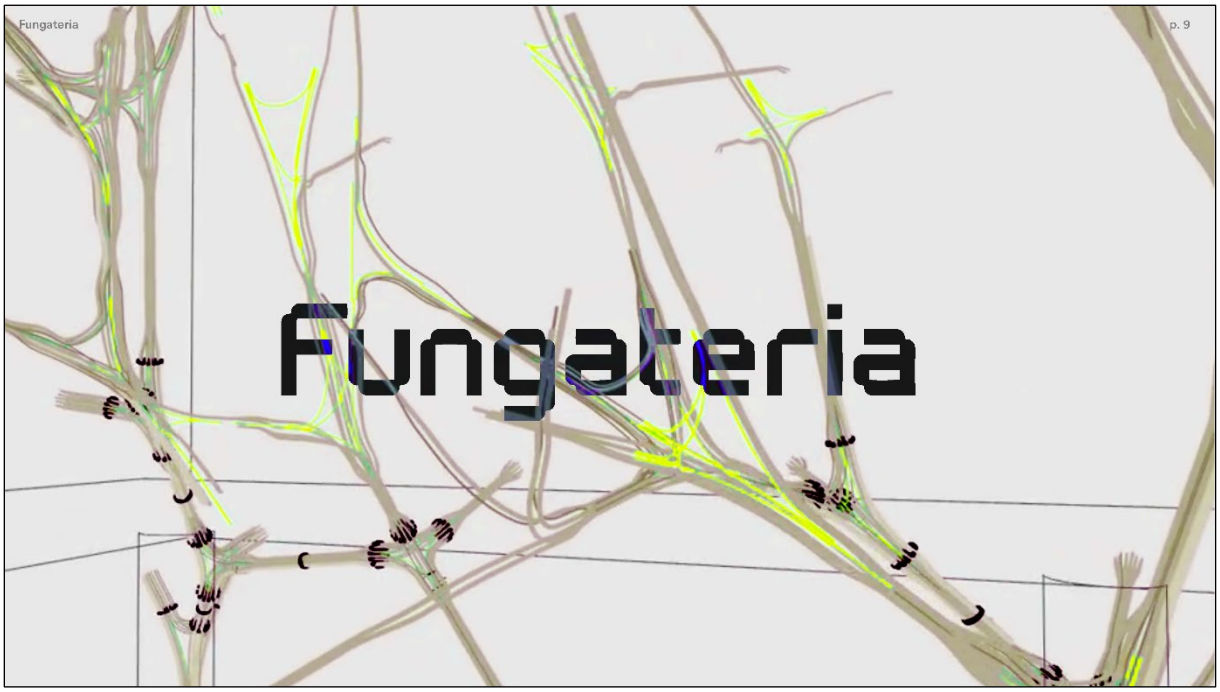

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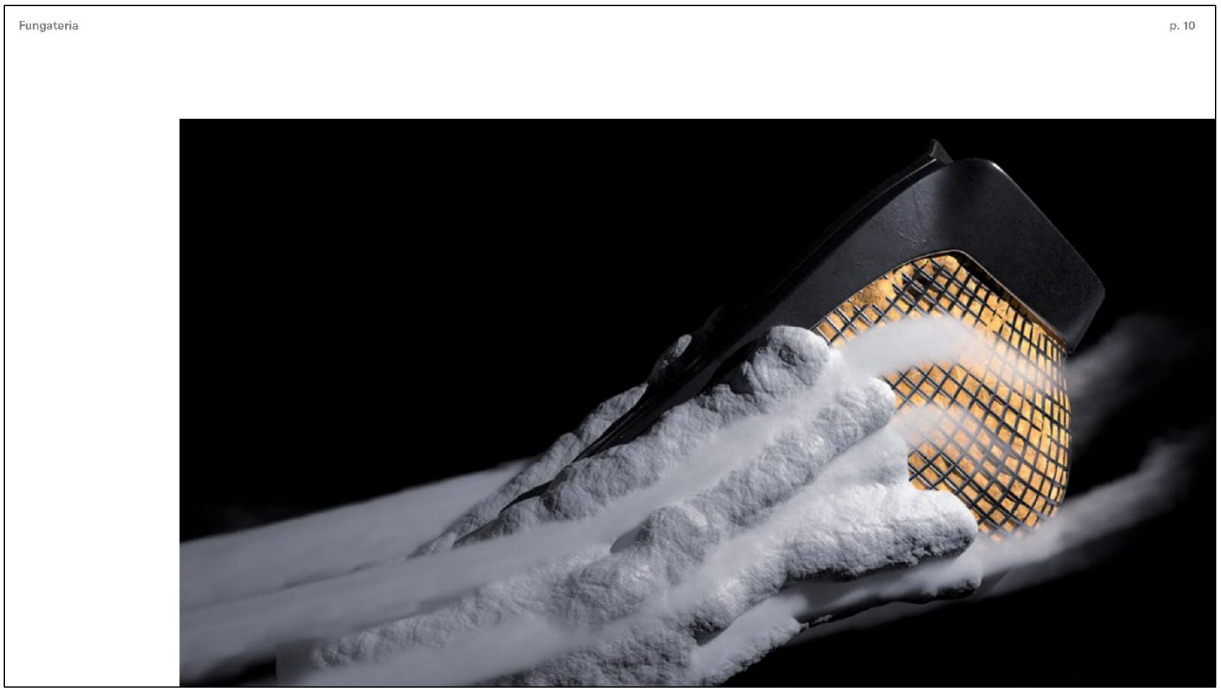

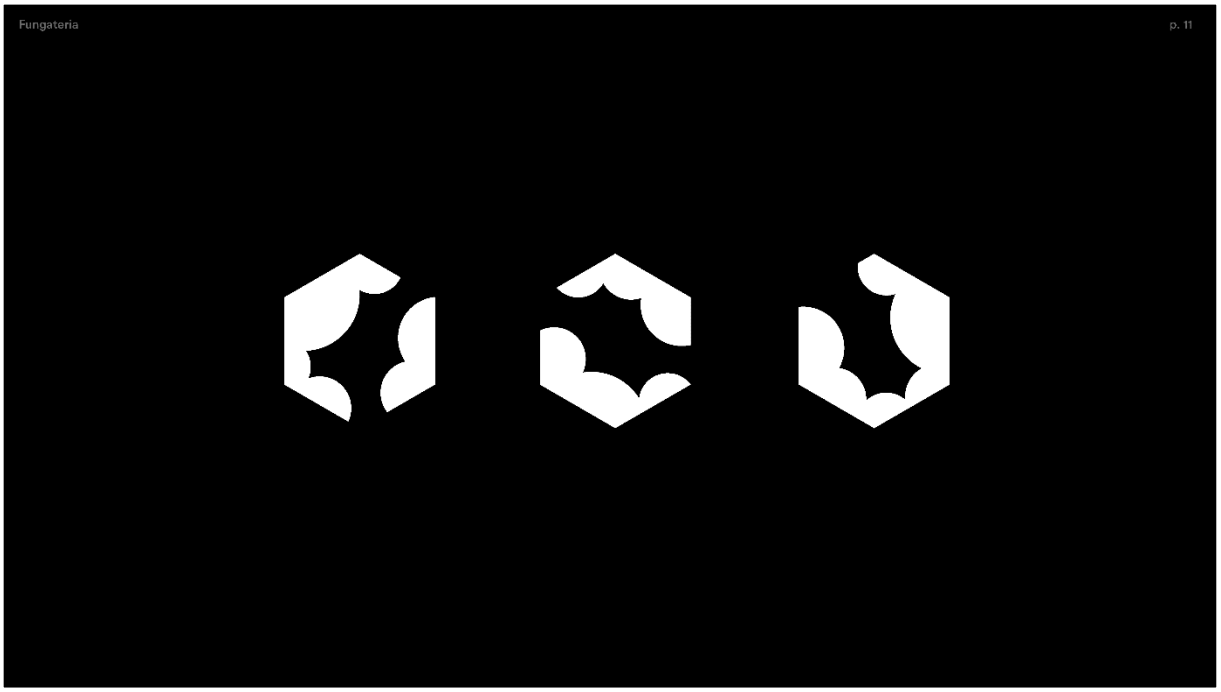

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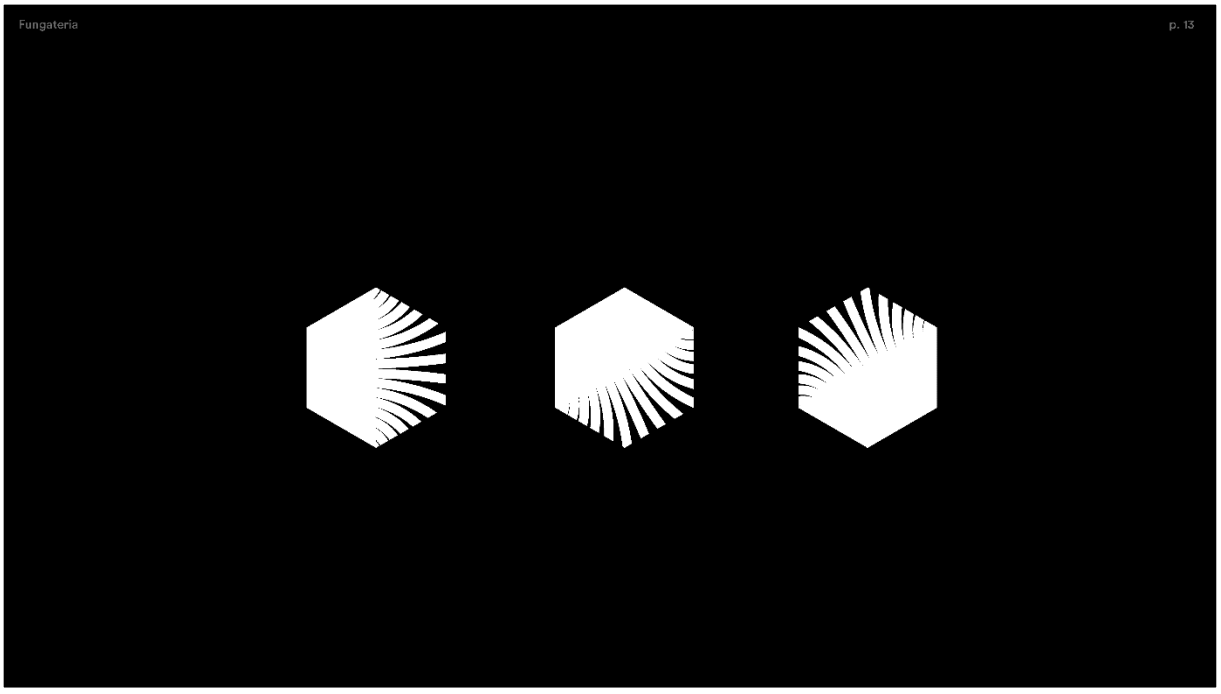

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Fungateria p. 14

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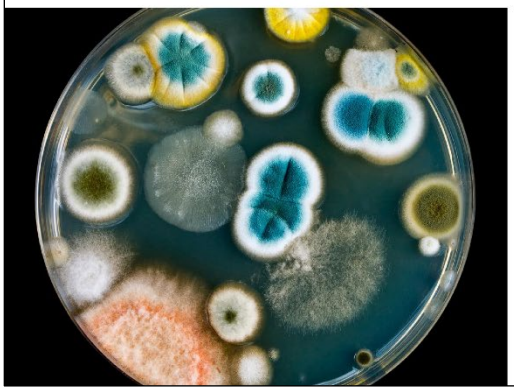

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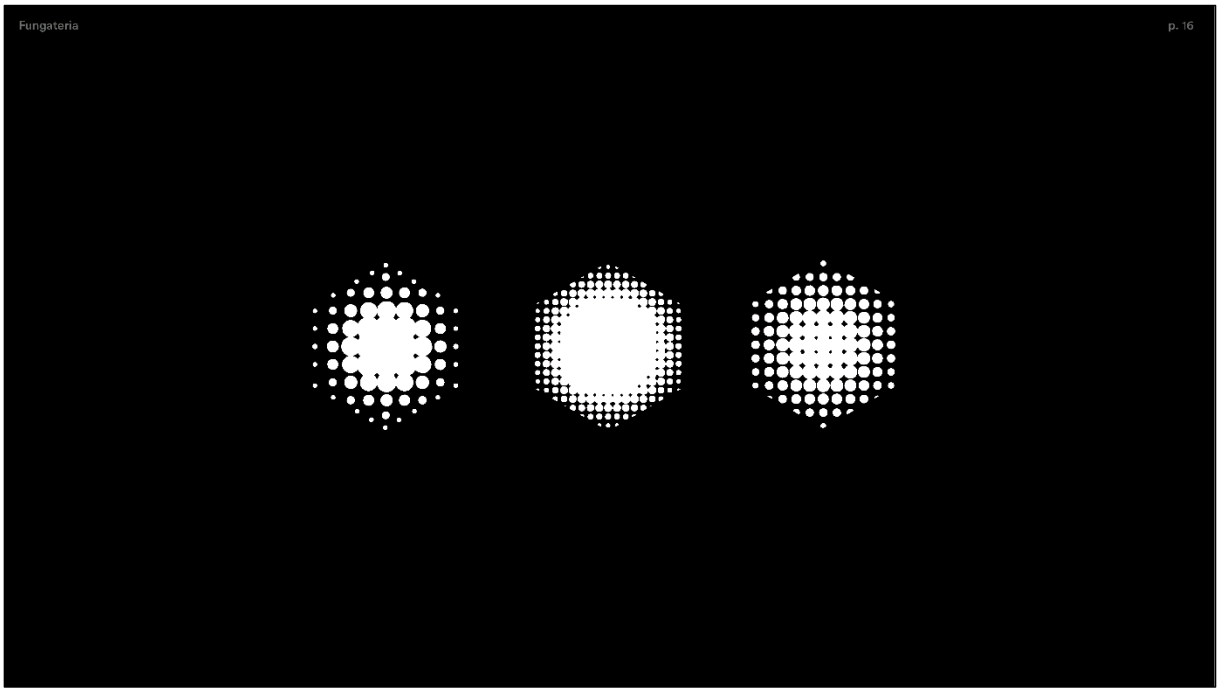

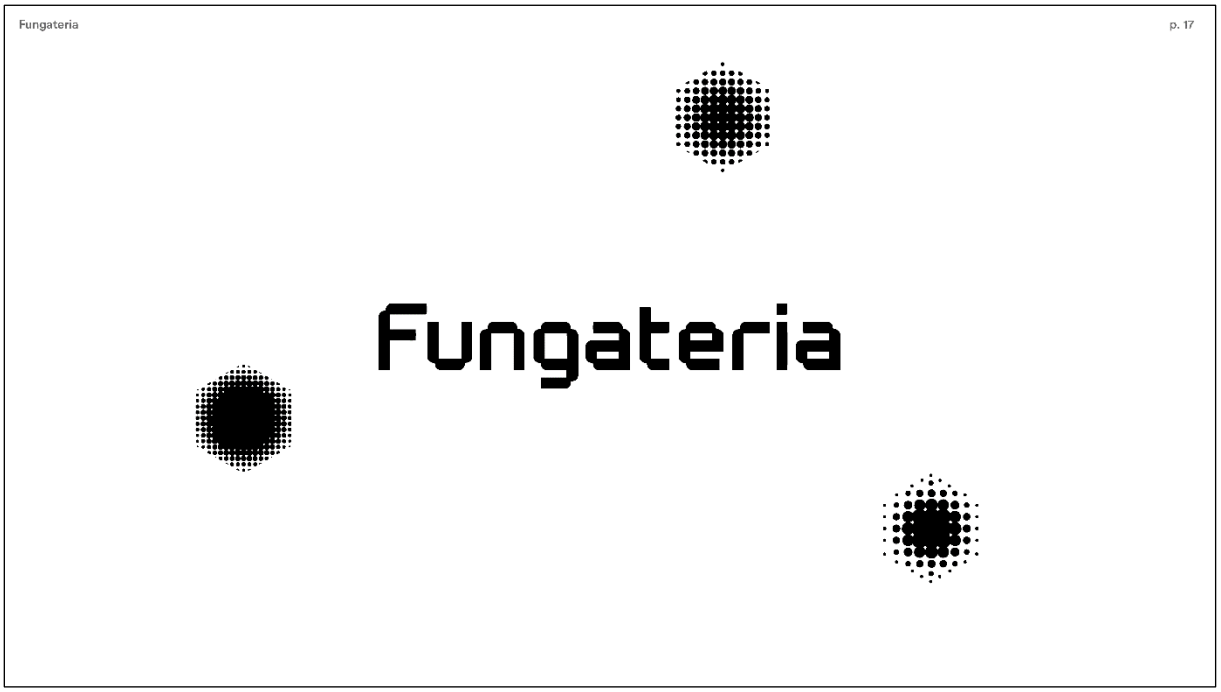

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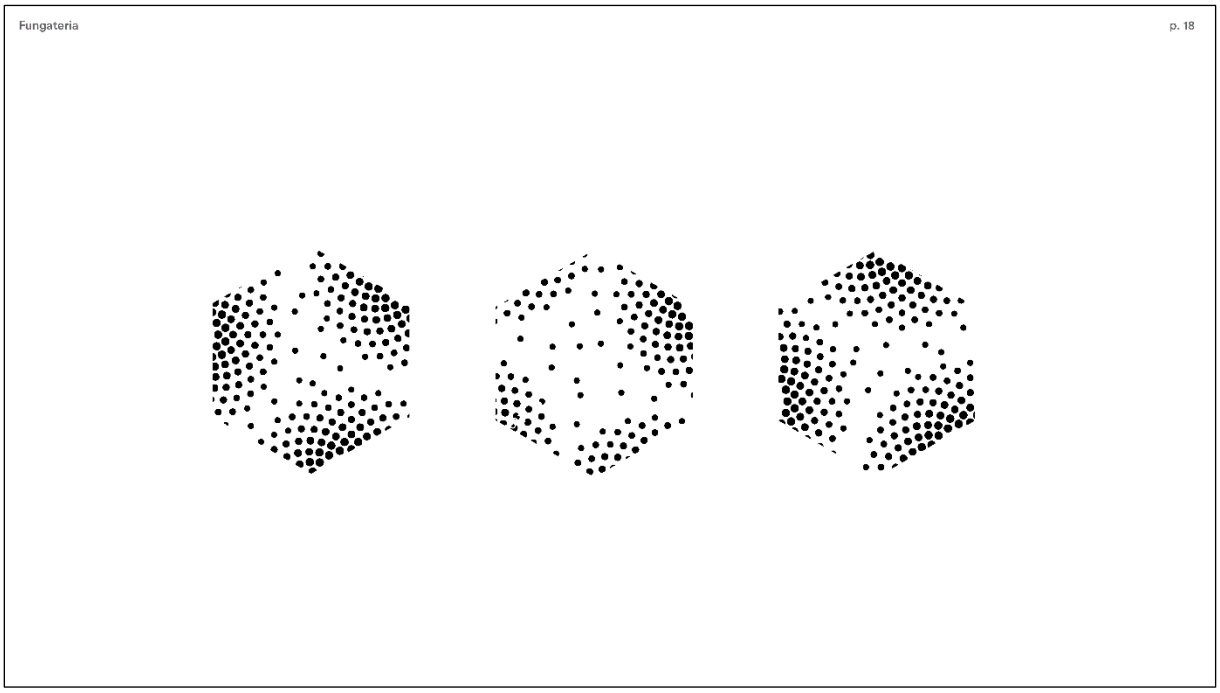

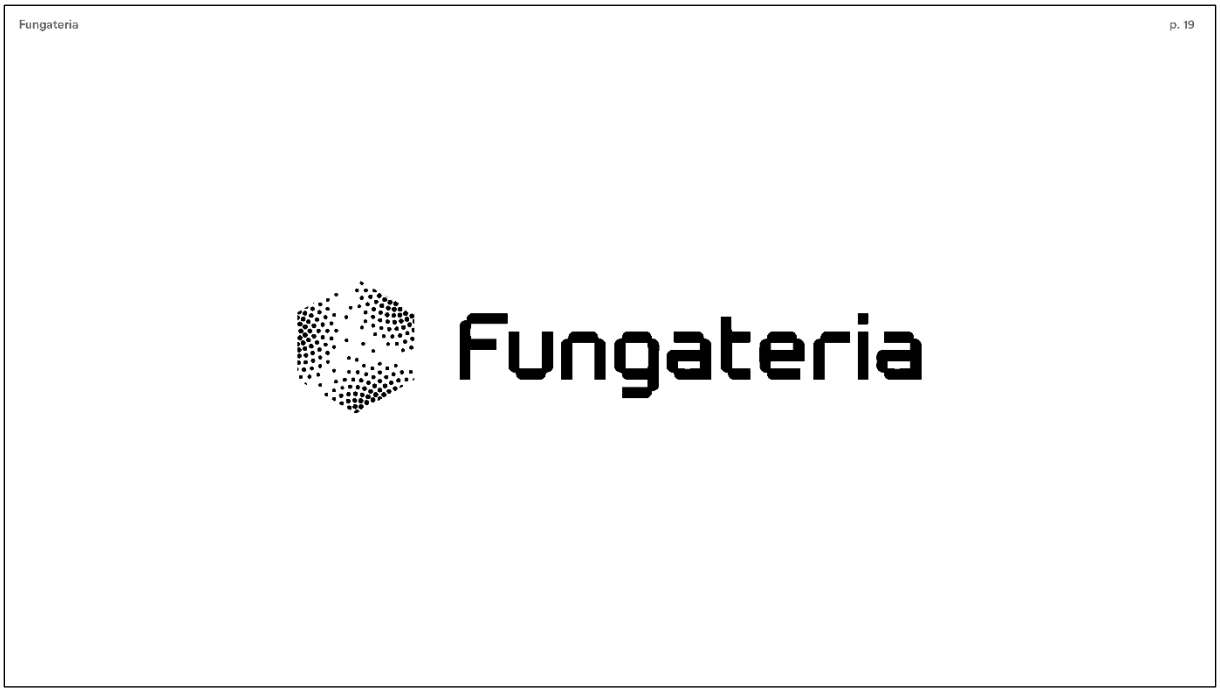

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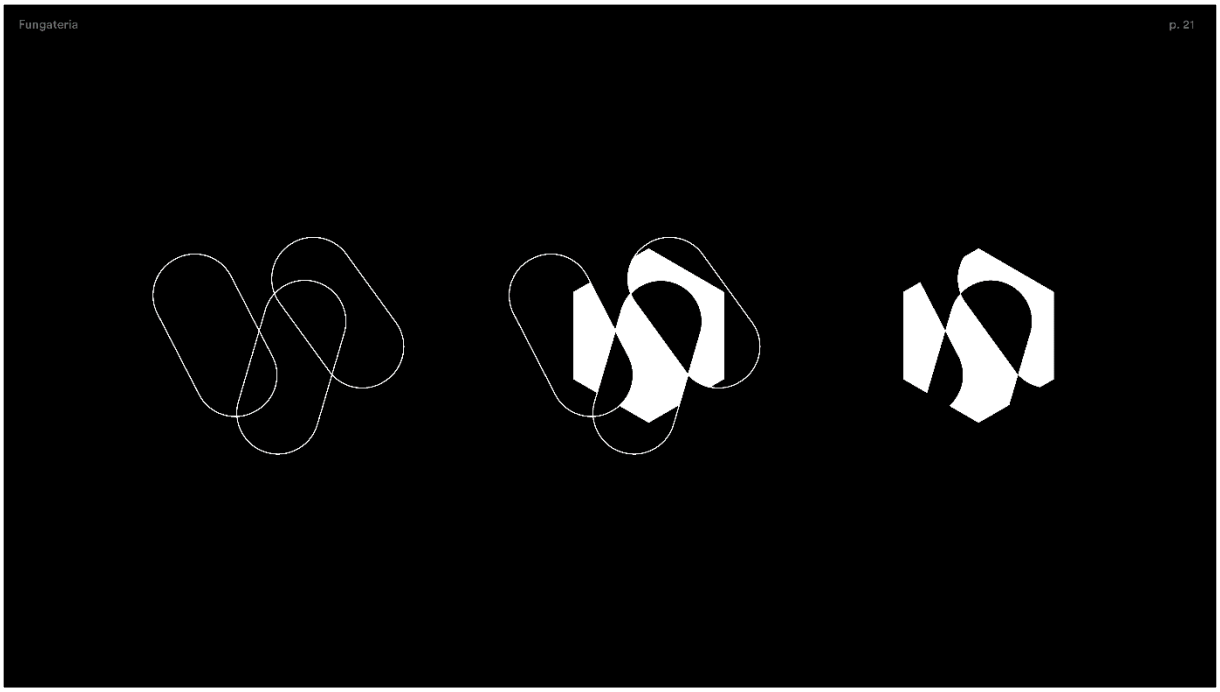

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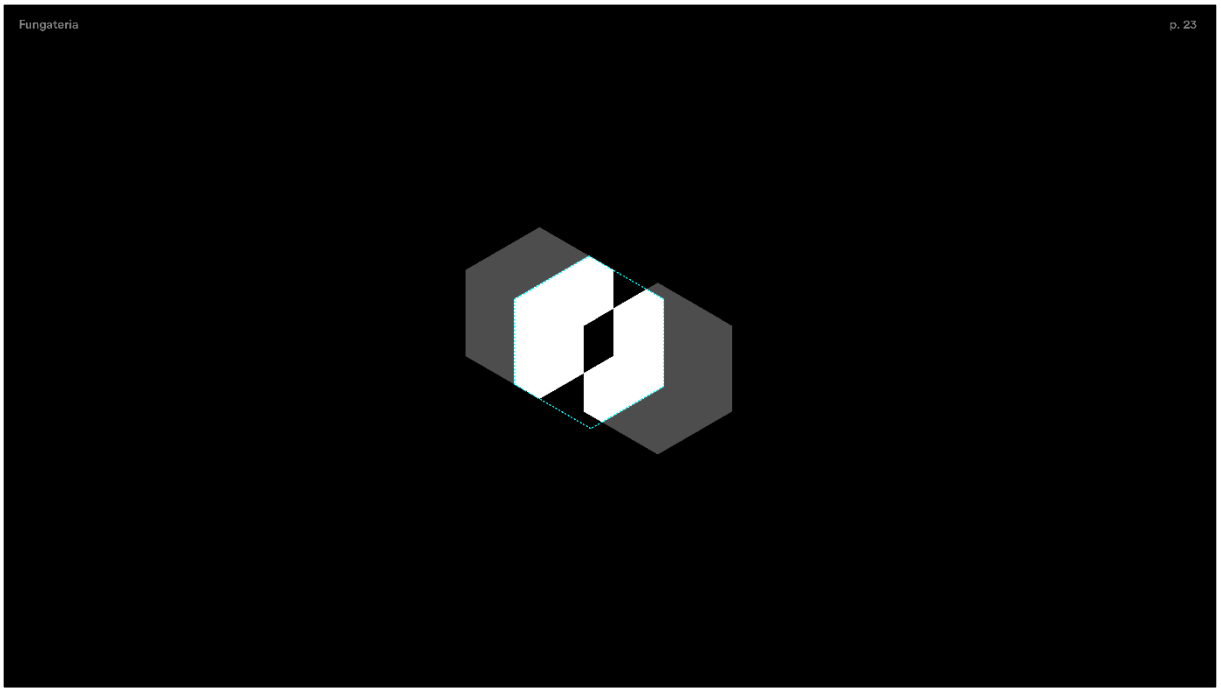

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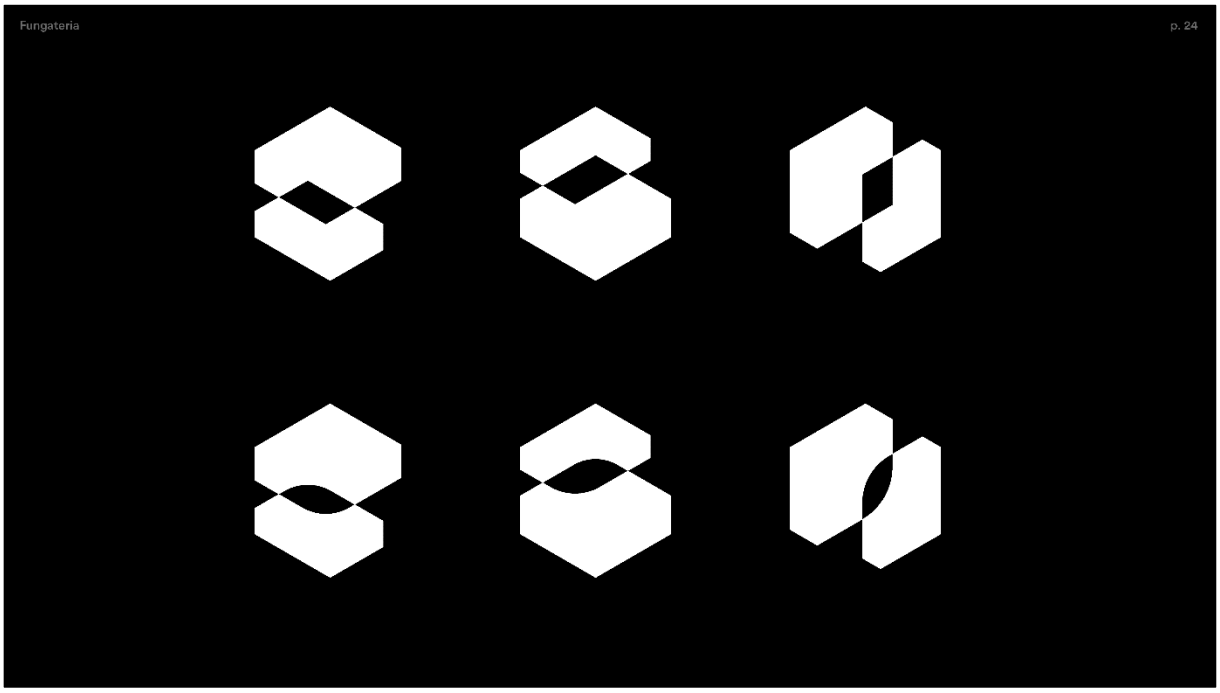

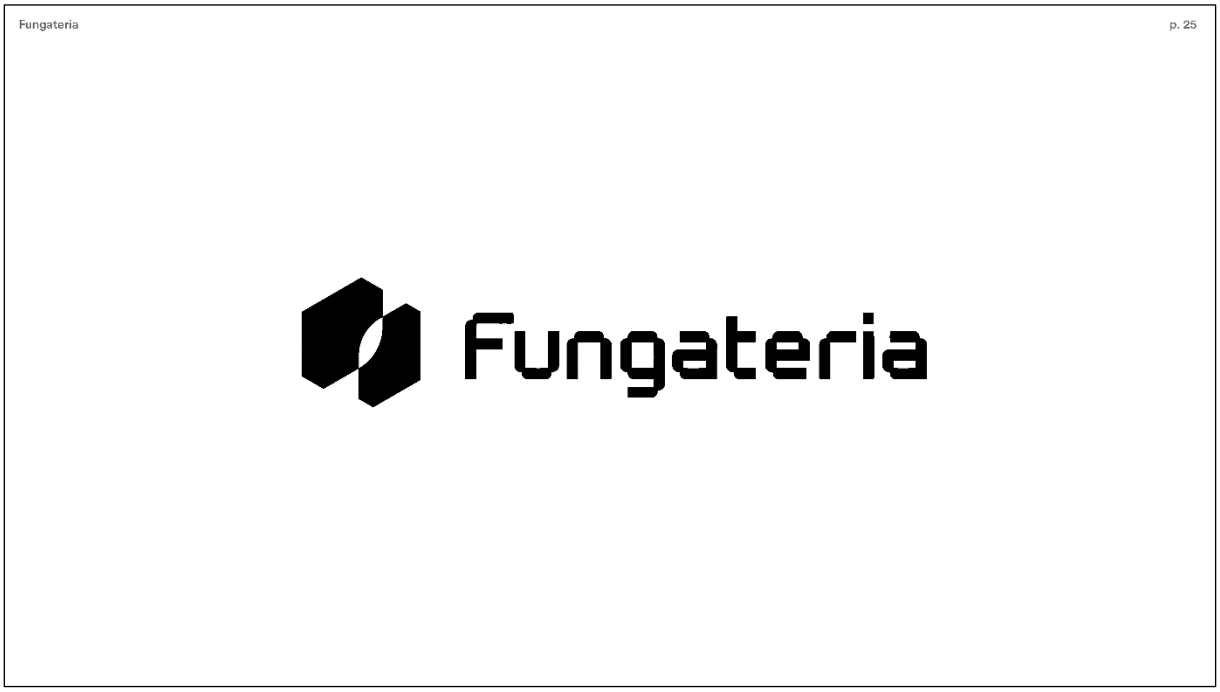

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2.2 Chosen Graphic Identity

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3 Website

The domain www.fungateria.eu was registered April 2022 and is hosted by an EU (DK) provider. The website structure is organised around key information categories defined in a navigation menu that link to landing pages. Certain landing pages have their own local navigation menu linked to specific page sections. The design goals of the website are to be communicative through visual media as much as text, and informative about the project and context for the lay person. Focus is placed on accessibility and legibility achieved through an uncluttered layout and clear navigation.

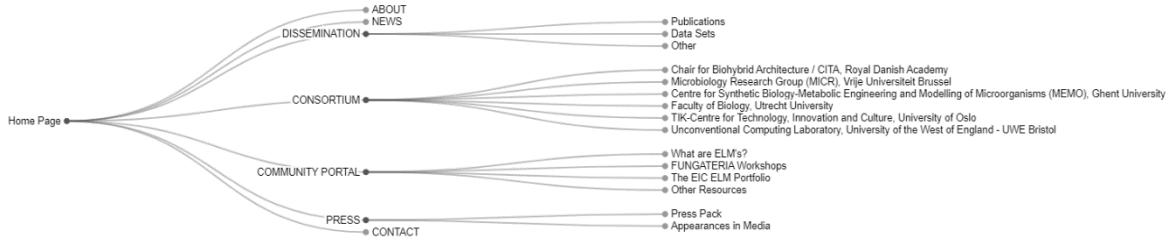

Figure 2. Fungateria website structure

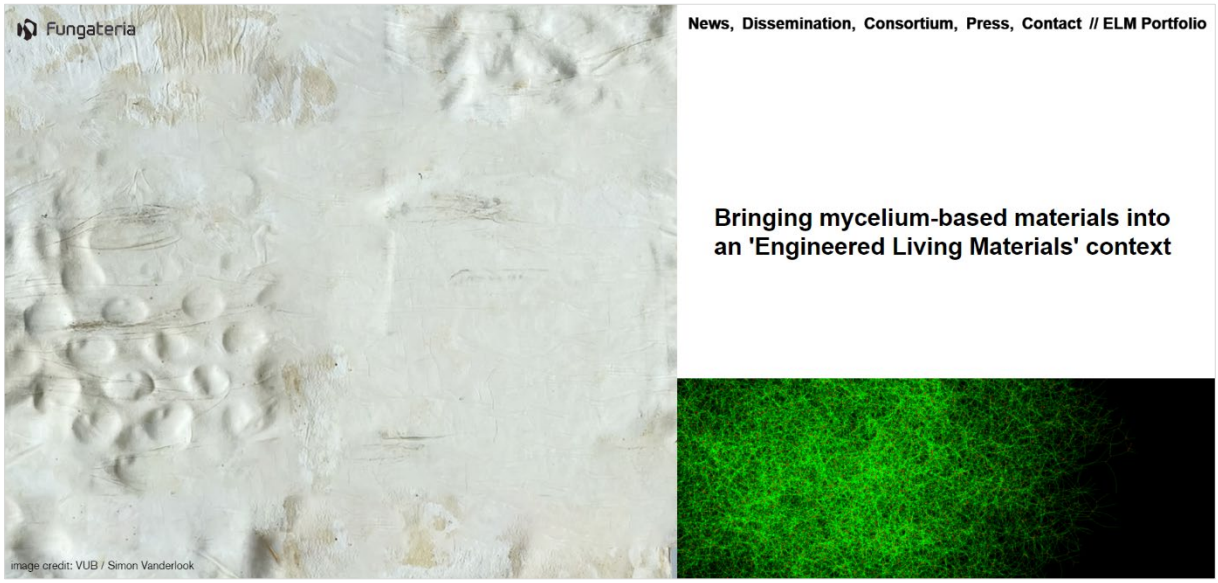

Figure 3. Fungateria website - homepage

The website can be experienced via this link – www.fungateria.eu

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3.1 EIC Acknowledgment

Acknowledgement of EIC funding, is located in the website footer that appears on each page of the website. The logo has been updated since v1 of this deliverable.

Figure 4. Fungateria website footer

3.2 Social media links

The website provides clear links to the project social media channel @fungateria_eic on Instagram. This channel was activated in October 2022 and is managed by the project coordinator. Since the first post on the 2nd November 2022, the account has attracted 159 followers.

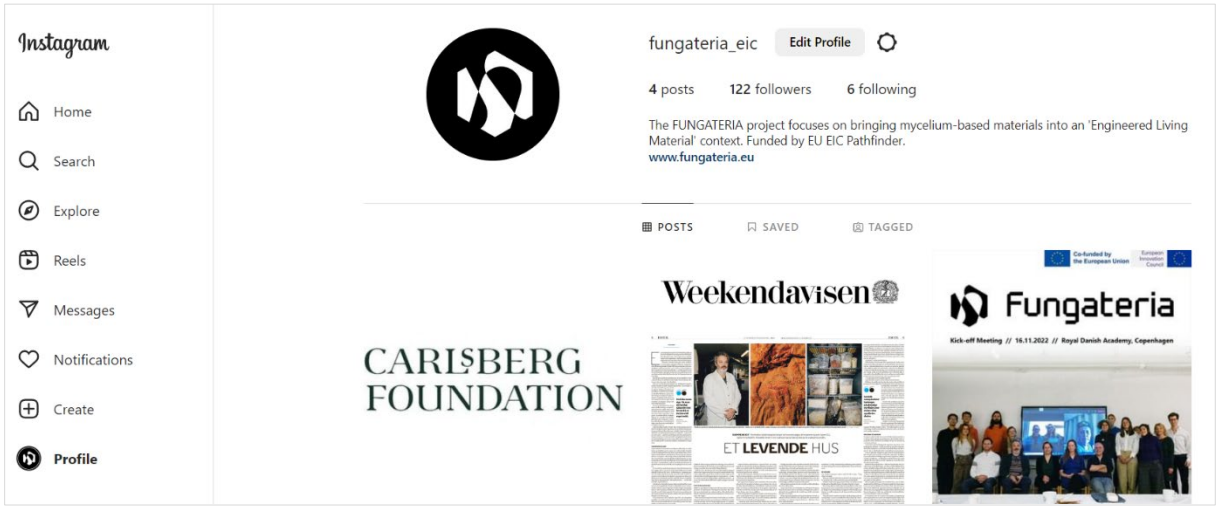

Figure 5. screenshot from the @fungateria_eic instagram account

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3.3 ELM Portfolio

An ‘EIC ELMs Portfolio’ section has been added to the website. Navigation to this section has been added to the main navigation menu (Fig. 6).

Figure 6. ELM Portfolio added to the navigation menu

The landing page provides a common short description, developed and approved by the ELMs Portfolio Steering Committee and Communication work-group, of the aims and objectives of the Portfolio together with short descriptions and links to the websites of the projects comprising the ELMs Portfolio (Fig.7).

Figure 7. EIC ELMs Portfolio landing page

In the Fungateria DoA, we describe the development of a ‘community portal’ (D8.3) dedicated to science and research in ELM and designed to allow anyone interested will be able to find information about up to date studies on ELM. We propose that the ELM Portfolio section acts as the basis for this community portal, which will be further developed. This will place higher focus on the Portfolio and its activities and allow the Portfolio to be contextualised as a European leader within the broader community of ELM research. Features to be added later:

- Portfolios News
- Examples of PORTFOLIO Activities
- CALL TO ACTION button (join portfolio or help promoting to directs to a contact form)]

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4 Conclusions

A graphic identity has been developed that, we believe, successfully satisfies the given brief and conveys, in abstract yet legible terms, core traits of the Fungateria project within the context of Engineered Living Materials. The graphic identity has been incorporated within a website layout and the website is publicly accessible. A social media channel has been activated on Instagram and has already attracted 159 followers since the first post on the 2nd November 2022.

A new section – EIC ELM Portfolio – has been added to the website, describing the aims and objectives of the portfolio initiative together with short descriptions and links to the websites of the projects comprising the ELM Portfolio. The content follows that provided by the ELM Portfolio Steering Committee and Communication workgroup.

The implemented website and SoMe channel have already gained traction as vehicles for outward looking communication. The structural and graphic design lay foundations for ease of contribution (updates in the form of news, papers, etc) and future development (additional sections).

End of document

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