



**Revolutionizing Spatial Biology with a cutting-edge
Multi-Scale Imaging platform**

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WP 5

D5.7: Website and Logo

Lead Beneficiary: Laserlab-Europe AISBL (LLE)

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Table of Contents

About nanoSCAN	1
1 Introduction and objectives	2
2 Visual identity	2
3 Website	4
4 Social Media	6
5 Conclusion	7

List of figures

Figure 1 – nanoSCAN logo	3
Figure 2 – Negative version of the nanoSCAN logo	3
Figure 3 – Black and white version of the nanoSCAN logo	3
Figure 4 – nanoSCAN primary colours	3
Figure 5 – Screenshot of the front page of the nanoSCAN website	5

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About nanoSCAN

The nanoSCAN project aims to transform tissue analysis with a novel 3D spatial biology platform that provides crucial insights into cellular and tissue functions. Spatial biology visualizes the interaction of molecules with their 3D environment, which is essential for cell and tissue screening. However, most spatial biology imaging technologies, based on wide-field microscopy, have limited spatial resolution and insufficient molecular profiling. A major obstacle to quantitative tissue imaging progress is the lack of a single instrument that can cover various complementary scales from tissue to molecule with high speed, high throughput, and high accuracy.

To address these limitations, we propose to develop a new imaging platform, the SAFe-nSCAN, which combines multi-scale optical microscopy solutions, from structured illumination microscopy for rapid cell and tissue inspection and classification to single-molecule localization microscopy techniques for deeper and higher nanoscopic 3D information over preselected regions.

The consortium consists of academic partners who will develop the technology, a non-profit association that will facilitate beta testing and promote the technology, and an SME that will collaborate with a new start-up company to manufacture chips and bring molecular resolution spatial biology to the market.

1 Introduction and objectives

This deliverable provides the description of the visual identity and website created for the nanoSCAN project. It is part of WP 5 “Market launch and strategy” and an essential part in fulfilling one of the WP’s main objectives: “Manage effective dissemination and communication to various target audiences”.

To reach the above-mentioned objective, a visual identity, a website and social media accounts have been created at the beginning of the project. These measures will ensure:

- to establish and convey a coherent image and brand recognition
- to enable the different target audiences to be informed about nanoSCAN
- to reach a wide audience
- to increase the public visibility of nanoSCAN and its results
- an effective exploitation of nanoSCAN

As a next step, the Dissemination and Exploitation Plan will be developed to further identify the project’s target audiences and define concrete communication activities. This plan (D5.1) will be delivered in month 6.

2 Visual identity

The visual identity of the nanoSCAN project was developed at the start of the project in order to maximise the impact of the dissemination and communication activities. Its overall aim is to create a clearly identifiable and easy to recall image of the project to support communication and dissemination activities, such as publications and all types of written as well as visual communication about ongoing and completed research activities.

The project’s visual identity consists of the project logo, colours, fonts and templates that are to be used on all communication and dissemination materials representing the project.

The design of the logo was guided by the symbolic representation of the content of the project with a focus on the following key words: cell, tissue, structured light.

The logo (see Figure 1) will be used in all communication materials (press releases, presentations, written deliverables, etc.) to increase the visibility of the project. Depending on where the logo will be used, there are several versions available, as shown in Figure 2 and 3.



Figure 1 – nanoSCAN logo

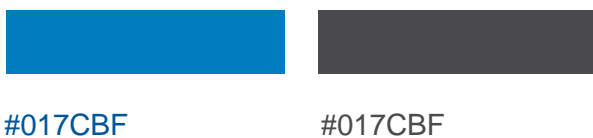


Figure 2 – Negative version of the nanoSCAN logo



Figure 3 – Black and white version of the nanoSCAN logo

The chosen primary colours and corresponding hex codes are indicated in Figure 4. The colours are an important part of the visual identity and support the idea of an easily identifiable logo. Moreover, the primary colours are used in the design of the website and will be used in all communication materials.



#017CBF

#017CBF

Figure 4 – nanoSCAN primary colours

3 Website

The nanoSCAN website (www.nanoscan-project.eu) is one of the project's main tools for overall project exploitation, dissemination and communication, as it is usually the first point of contact for anyone interested in the project.

The design of the website reflects the main principles of usability, clarity, and simplicity in order to provide the general public, stakeholders and interested end users with easy access to information about the nanoSCAN project. The website operates using WordPress with the Kubio editor, which is a visual drag and drop page builder. It is fully responsive, allowing smooth user navigation from tablets and smartphones. The website will be continuously maintained and updated by LLE, as new results and actions related to the project emerge.

The website provides an overview of the nanoSCAN project, including its objectives, project partners and information on the performed research. Project outputs will also be promoted in the news section of the website. Links to the project's social media channels are provided.

The look of the nanoSCAN website is currently as shown in Figure 5 and follows the visual identity of the project. The main page provides a brief summary of the nanoSCAN project, including project numbers and an overview of all project partners. It will also display the latest project news.

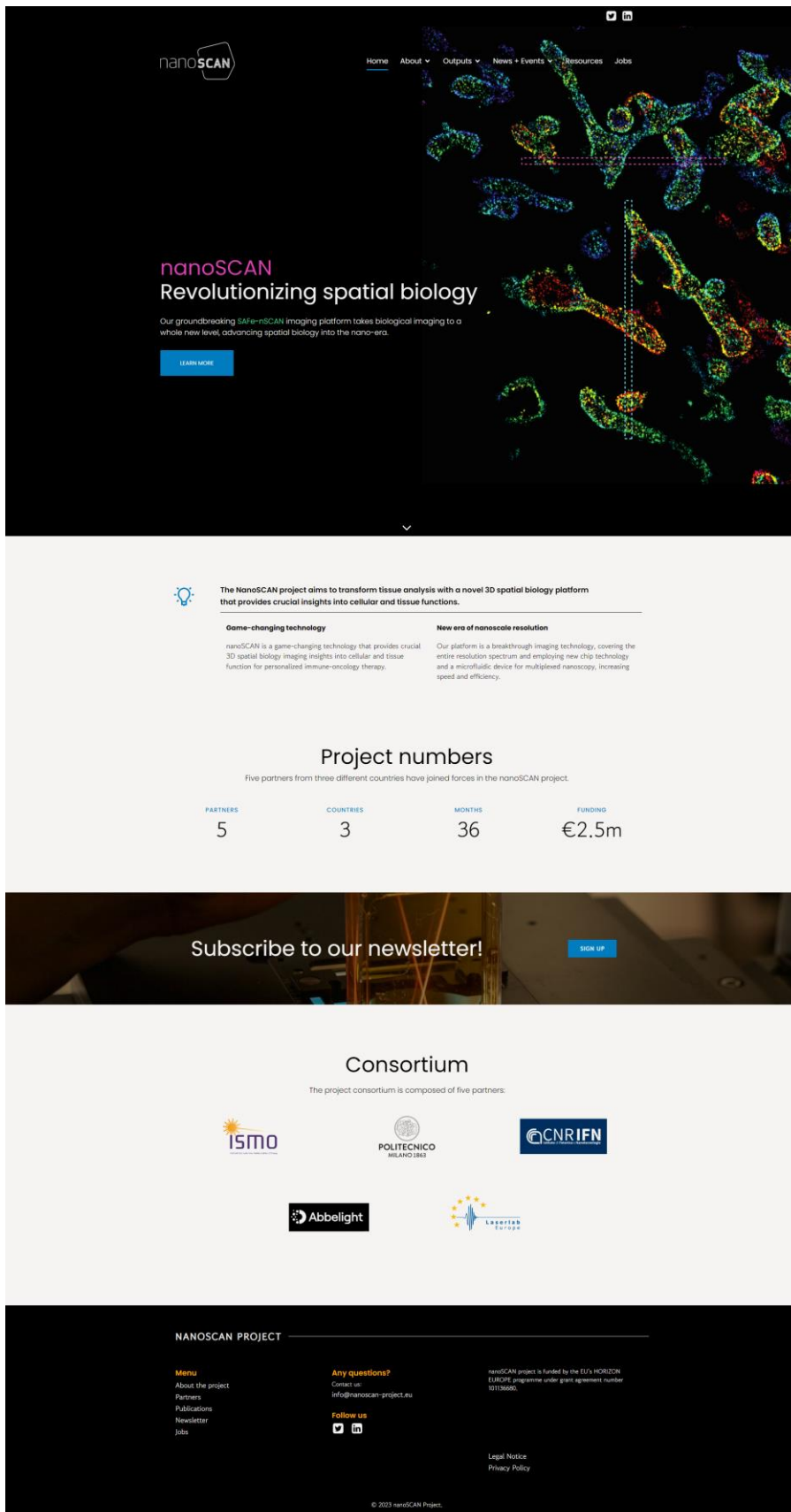


Figure 5 – Screenshot of the front page of the nanoSCAN website

The nanoSCAN website has a number of subpages designed to communicate the different aspects of the project to a wide audience. The subpages are as follows:

- **ABOUT** (Our goal, Meet the partners): A general description of the project, its vision and challenges as well as objectives are presented here. An overview of the project partners is given, with links to their websites for further information.
- **OUTPUTS** (Publications, Deliverables): This section will contain all scientific publications, posters and presentations as well as all publicly available deliverables.
- **NEWS+EVENTS** (News, Newsletter, Events): This section will provide any news and events related to the nanoSCAN project. It also includes a form to subscribe to the project's newsletter.
- **RESOURCES:** This menu item will provide access to all dissemination materials related to the project (logo, templates, etc.).
- **JOBS:** Job vacancies related to the project from the partners will be published here.

The footer is fixed on all pages and displays a short version of the menu, the social media icons, a link to the privacy policy statement and legal notice as well as a statement and logo acknowledging the funding received from the EU.

4 Social Media

Social media play an important role in raising awareness of the nanoSCAN project among target audiences and in enabling participation and interaction. To this end, LLE has set up a Twitter account at [@nanoSCANproject](#) and a LinkedIn account at [linkedin.com/company/nanoscan-project](https://www.linkedin.com/company/nanoscan-project).

Both social media accounts will be used to announce news and events as well as job vacancies, thus allowing for further communication of relevant project updates, increasing the public visibility of the project and enabling direct communication with the target audience. In addition to the nanoSCAN social media accounts, the accounts of the project partners will be used to further disseminate the content of the project.

5 Conclusion

This document describes the first steps in the communication, exploitation and dissemination activities of the nanoSCAN project. It provides a detailed overview of the project's visual identity, website and social media accounts that have been created to be used throughout the project. With their development, a sound basis for further dissemination and exploitation activities has been set already at the beginning of the project. The current state of the website and social media accounts is considered as a starting point and will evolve over the course of the project, reflecting its progress, results and achievements.