

# **D9.1**

## **Project Website & Project Branding**

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**Cork Institute of Technology (CIT)**  
**November 2020**



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This article reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains. (art. 29.5 Grant Agreement)

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## 1. Executive Summary

This deliverable, outlined as *D9.1 "Project Website and Project Branding"* in the Grant Agreement (GA), provides evidence of advances towards the achievement of project objectives by detailing the development and implementation of a consistent brand and website for ITFLOWS. This is the first deliverable within Work Package 9 (WP9) *Dissemination and Communication*.

In order to build a strong foundation for future communication activities, it is crucial that a set of branding tools be established within the first months of the project. Accordingly, a project logo, website and communications material were in development prior to the start of the project and finalised by month 3. These form the backbone of the project's identity and serve to raise awareness of the project.

The project's long-term impact will be ensured by maintaining an active presence on social media and sustaining strong engagement with stakeholders and the general public through the ITFLOWS social media channels. ITFLOWS accounts have been created on major social media channels Twitter and LinkedIn to ensure the widest possible impact and outreach of ITFLOWS results, news and events as well as to engage various interested parties in a virtual community.

## 2. Project Website

The ITFLOWS [website](#) is a critical supporting tool for facilitating ITFLOWS activities. The website is in the English language and has been designed and developed by the graphic design company [2b-creative](#). The Cork Institute of Technology (CIT), the Universidad Autónoma de Barcelona (UAB) and the Brunel University London (BUL) worked closely with the designer in delivering the final website which was finalised in month 3 as per the Grant Agreement (GA). The website was officially launched on 10<sup>th</sup> November 2020.

The dedicated ITFLOWS website acts as:

- A communication resource to promote the project, its objectives and partnership;
- A communication resource to update interested parties on progress, events, results and outcomes;
- A repository for key deliverables, reports and relevant recent statistics.

The website's contents will be maintained and continuously updated with new information and results throughout the project's lifetime. This will ensure the successful promotion of the project. It will sustain the interest of target audiences while also working to attract new users. The website will remain active for at least five years from the beginning of the project. Therefore, even after the project has concluded, the information and results will be reserved as a valuable public source of research information on the subject and for promoting the outputs of publicly funded research in the domain beyond the project's lifetime.

### 2.1 ITFLOWS Website Structure

A main focus when setting up the website was to present it to the audience in a clear and user-friendly way on both a desktop and mobile device, so that visitors can immediately get an overview of the project scope, using images, videos and short written contents.



Figure 1: ITFLOWS Website Homepage on a Desktop.

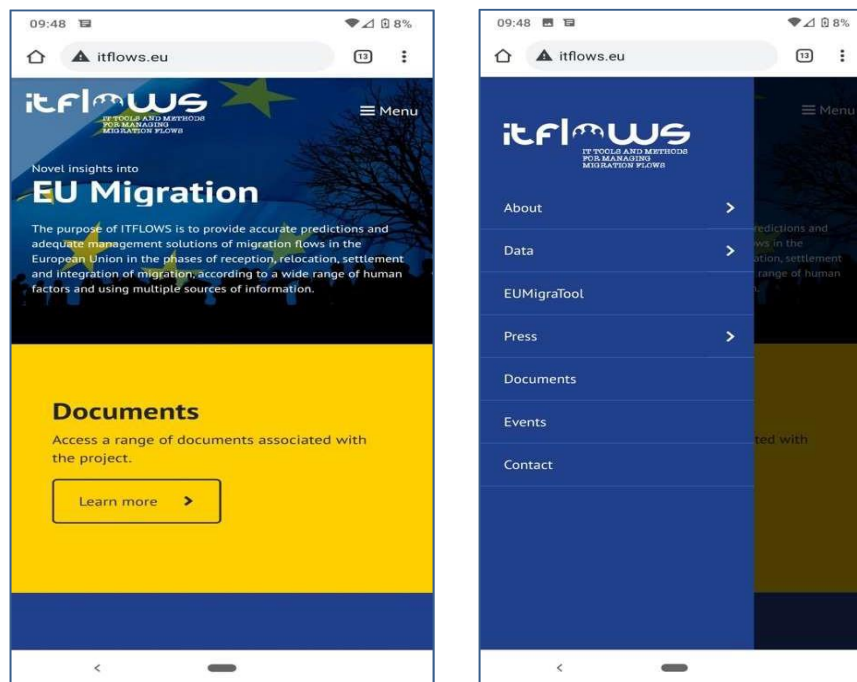


Figure 2: ITFLOWS Homepage and Menu on a Mobile device.

ITFLOWS website comprises the following areas:

- **Home:** The homepage contains introductory information about ITFLOWS, latest news from the project, and facts and figures on refugees and asylum seekers;
- **About:** details its main objectives and the challenges faced by the European Union and main stakeholders in the field of migration;
- **Project:** introduces the rationale of the project and its main objectives;

- **Consortium:** displays an interactive map to present the different project partners with a short overview of each of their main tasks;
- **Boards:** provides details on ITFLOWS boards. These are the Users Board, Expert Advisory Board, Policy Working Group, Ethical Board, Gender Committee and Steering Committee;
- **Data:** is comprised of three sections. 1. [Repository](#), this details the data sources we have used to date for this project. 2. [Visualisation](#), this provides a series of interactive visualisation maps and charts. These provide relevant, recent statistics from the Eurostat database extracted from ITFLOWS Deliverable 4.3. 3. [Glossary](#), this clarifies how the project defines certain terms referenced in its work, as grounded in the ITFLOWS project's Ethical Framework, which is couched within wider European and international human rights frameworks. See Figures 3 – 6 below;
- **EUMIGRATOOL:** provides an introduction to the tool and displays the initial design of the visualisation maps. Once the tool is created, this section will link to the EUMigraTool's interface;
- **Press:** features an embedded live Twitter feed from the project's active Twitter account @ITFLOWS1 and YouTube videos from our 'Meet our Partners Series' hosted on project coordinator UAB's YouTube account;
- **News:** features latest developments, events and relevant information from ITFLOWS;
- **Documents:** will be increasingly populated with publicly-distributable material such as journal articles, reports and policy papers;
- **Events:** details all ITFLOWS events (online and offline) and also relevant events related to ITFLOWS that partners may participate in;
- **Contact:** provides a means of contacting the project representative;

The public website also provides direct links to ITFLOWS social media accounts, as well as a newsletter subscription form and access to the Privacy Policy.

Data Sources					
This section provides a list of data sources that we've used to date for this project.					
Search: <input type="text"/>					
Source (organisation)	Hyperlink to the source (URL)	Coverage - destination (countries, regions)	Variable (glossary term)	Dimension (pull or push factor)	Purpose (how data is used)
ILO	<a href="#">View Source</a>	Worldwide	Food Security	push	
FAOSTAT	<a href="#">View Source</a>	Worldwide	Weather conditions	push	
IPC Food Security	<a href="#">View Source</a>	Africa, South America, Asia	Food Security	push	
ACLED	<a href="#">View Source</a>	Worldwide	Events	push	

Figure 3: ITFLOWS Data Sources

Data Visualisation Maps & Charts	
Select a figure from the menu below to view an interactive map or chart with the relevant data	
Figure 1: Numbers of recent immigrants, 2019	
Figure 2: Total annual immigration inflow in the EU	
Figure 3: Increase in percent in immigration from 2009 to 2019 and 2015 to 2019 excluding outlier (Malta)	
Figure 4: Total numbers of asylum applications, 2019	
Figure 5: Share of first-time asylum applications of population, 2019	
Figure 6: Share of first-time asylum applicants below 35 years of age of all asylum applicants, 2019	
Figure 7: Total immigration inflow and total asylum applications in the EU	
Figure 8: Percentage increase in asylum applications from 2009 to 2019 and 2015 to 2019	
Figure 9: Total number of resettled persons and resettled persons as a share of all asylum seekers, 2019	
Figure 10: Total number of first permits issued, 2019	
Figure 11: Number of first permits issued	
Figure 12: Total number of first permits issued by length	

Figure 4: ITFLOWS Data Visualisation page, where users can click into interactive maps and charts.



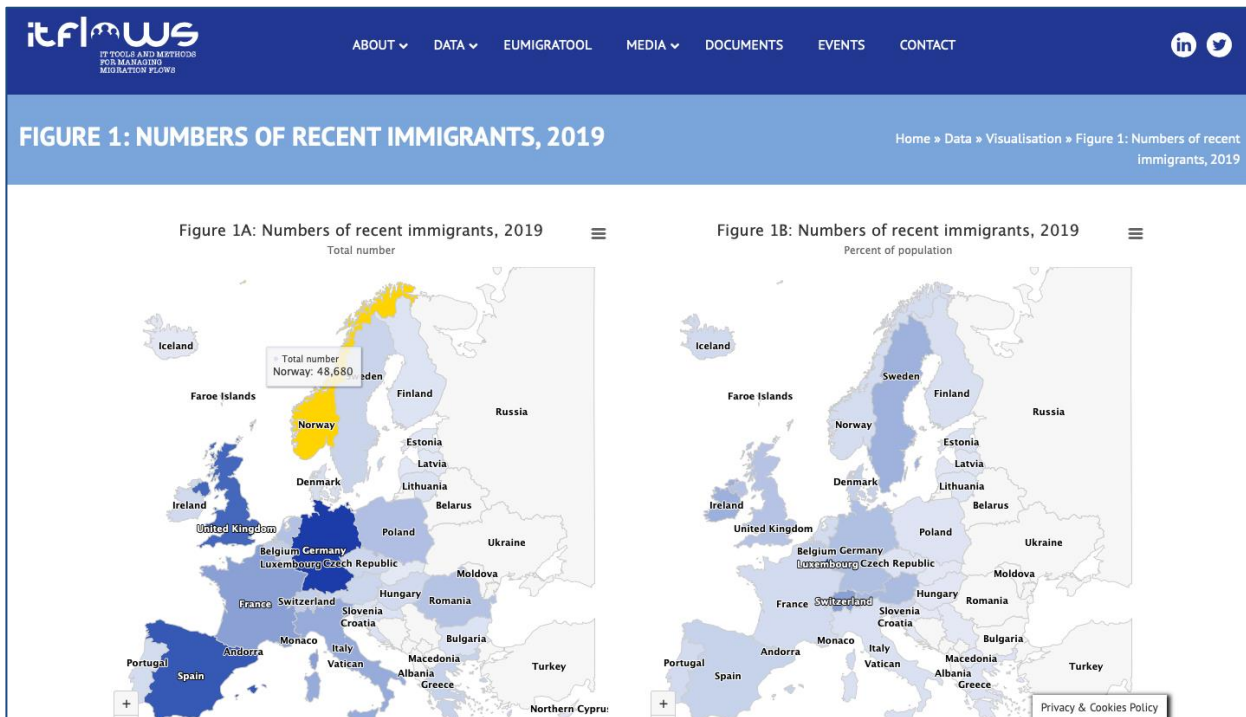


Figure 5: An example of an interactive map on the visualisation page of the website. Users can hover over each country, they will then be provided with relevant figures.

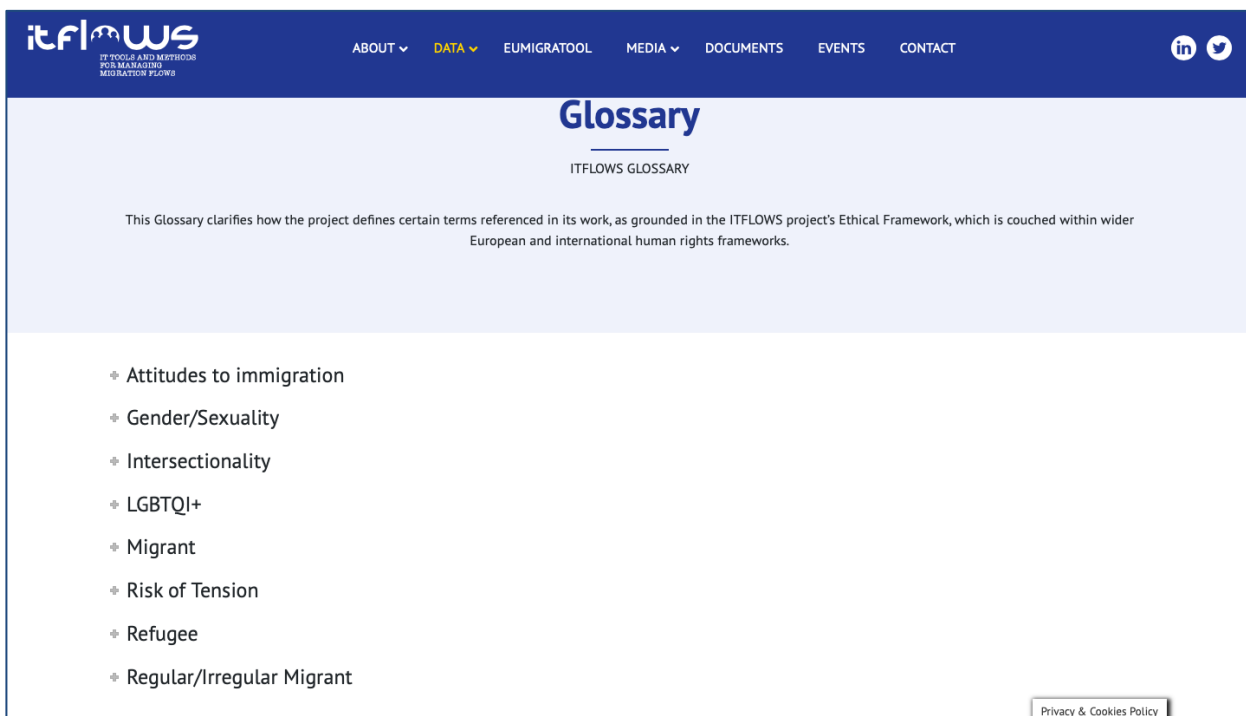


Figure 6: ITF|OWS Glossary Page

## 2.2 Technologies Used

The website is built on the PHP and MySQL-based Content Management System (CMS) WordPress. Statistics show that, as of November 2020, WordPress powers over 38% of the whole internet.<sup>1</sup> The range and quality of the available add-ons to the core system makes WordPress the ideal platform for a site requiring the adaptability and flexibility of ITFLOWS. Through using WordPress with this modular approach, the ITFLOWS website can easily turn in any direction or evolve into something different without losing legacy information or duplication of effort.

In addition to the WordPress core running on PHP and using a MySQL database, the site also employs the JQuery JavaScript library to provide some visual effects and motion. A number of third party Application Program Interface (API) calls are running on the site also, most notably Twitter, and HubSpot for integrated tracking of ITFLOWS newsletters via email.

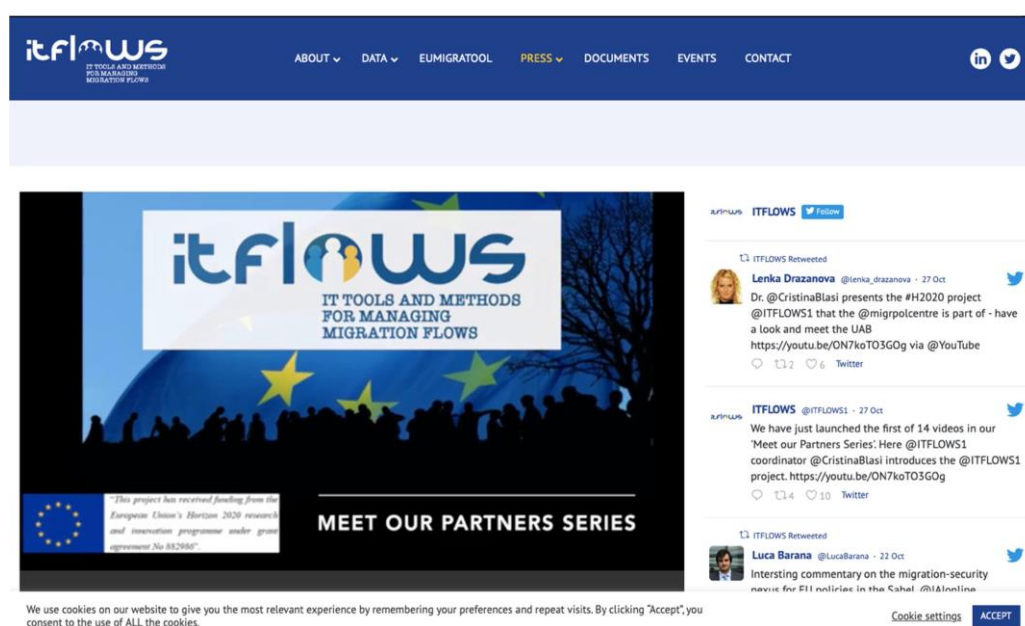


Figure 7: ITFLOWS Press page where ITFLOWS Twitter and YouTube videos are embedded.

### 2.2.1 Website Security and Privacy Policy

ITFLOWS is committed to ensuring the security and privacy of users' personal data. This includes several industry methods such as: strong password use, limiting

<sup>1</sup> See [https://w3techs.com/technologies/overview/content\\_management](https://w3techs.com/technologies/overview/content_management)

access to the server to a list of static IP addresses, monitoring access to the CMS and alerting admin to suspicious activity.

The [Privacy Policy](#) of the ITFLOWS website has its own dedicated page and can be accessed at the bottom right -hand corner of the website on all pages. It explains the reason for the processing of users personal data, details the way we collect, handle and ensure the protection of all personal data provided, how that information is used and what rights users have in relation to their personal data, in accordance with the General Data Protection Regulation.

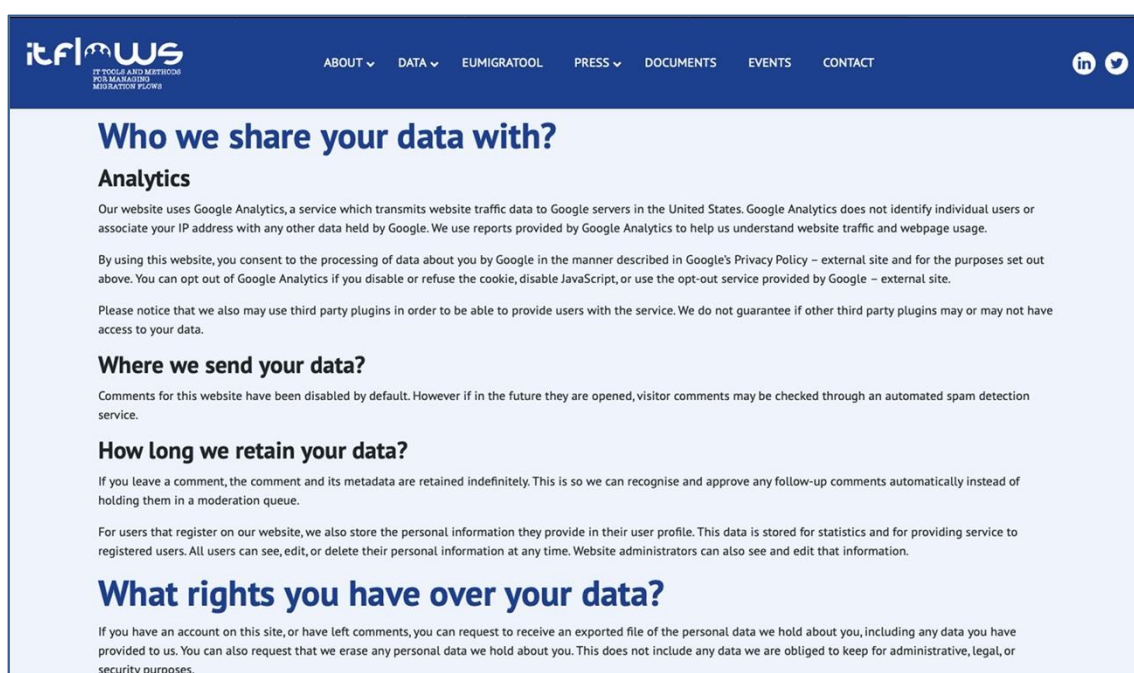


Figure 8: ITFLOWS Privacy Page

A cookies acceptance pop-up is also incorporated into the website. Cookies are small text files, which are saved on your computer, mobile phone or tablet. They allow the website to remember user actions and preferences (such as login, language, font size and other display preferences) so that users do not have to keep re-entering them whenever they come back to the site. Users can control and/or delete cookies as they wish.

### 2.2.2 Monitoring Traffic to the Project Website

Google Analytics will be used to track the number of visits and to analyse trends in

the behaviours of visitors to the project's website. This monitoring will be carried out throughout the project. Useful insights may be obtained, including how long visitors remain on the website, how many pages of the website visitors view and which content was most popular. The content and structure of the website may then be tailored to satisfy the interests of the website visitors, thus attracting additional traffic. Search engine optimisation is a key element in promoting traffic to a website. The website needs to be updated regularly with content which includes key tag words, which allow Google to prioritise websites based on the search words selected by users.

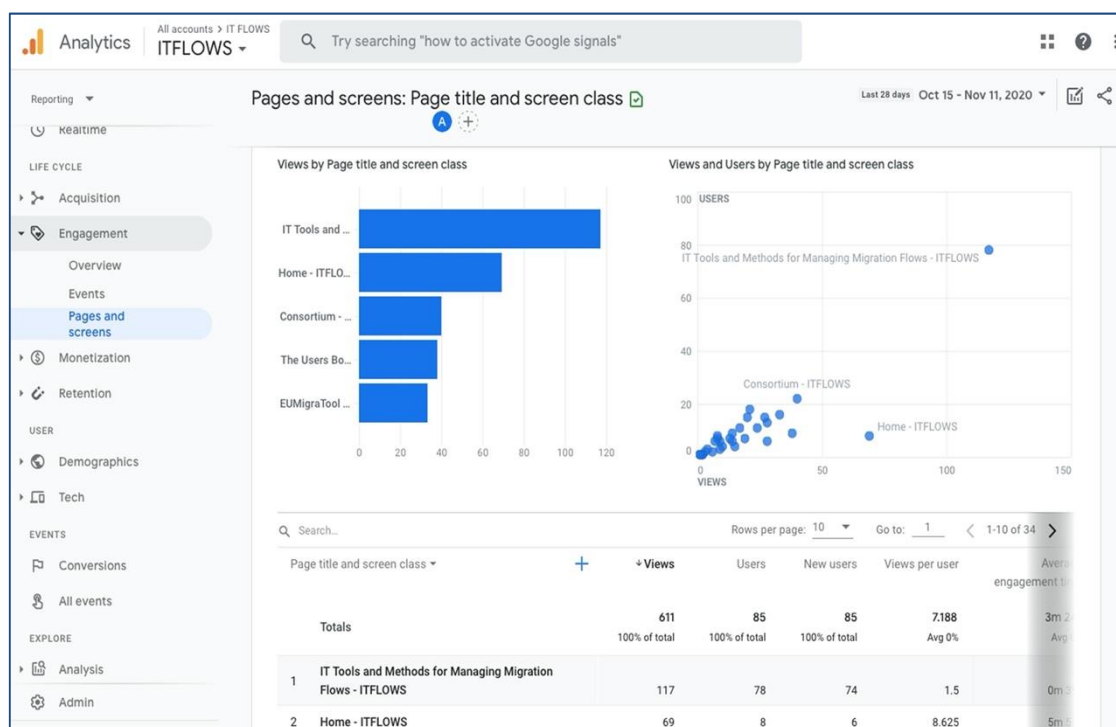


Figure 9: ITFLOWS Google Analytics Account

### 3. Project Branding

Since July 2020 in advance of the project's start date in September, the project's brand design has been developed, finalised and approved by project partners through the conducting of an online survey. This survey can be found in Appendix 3. To make ITFLOWS a visible and recognisable venture, graphic design company 2b-creative created the branding for ITFLOWS material.

Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colours and graphic elements. The final logo contributes to the project's visibility by providing brand identity from the very beginning of the project. ITFLOWS logo is a modern shape utilising the space between the people graphic/icon and text which can be shown on its own or with the accompanying strapline text. The human figures are in different colours for the purpose of celebrating human diversity, and the colours chosen (blue and yellow) coincide with the colours of the EU flag.



*Figure 10: ITFLOWS Logo with and without the accompanying strapline text*

All communication material, such as presentation templates, newsletters etc. will incorporate the logo and abide by the brand guidelines. Further information on the logo can be found in the “Brand Guidelines” in Appendix 1.

All communication materials published by ITFLOWS will include an acknowledgement of funding received from the European Union, displaying the EU emblem. Furthermore, any dissemination of results will include a disclaimer which states that: *“This article reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains. (art. 29.5 Grant Agreement).”*

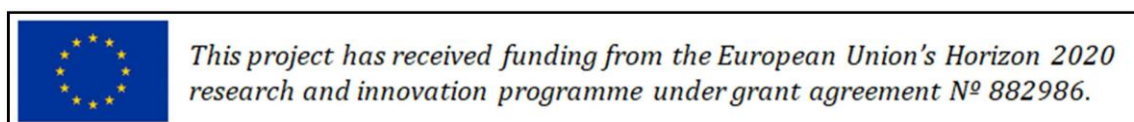


Figure 11: Acknowledgement of funding received from the European Union

### 3.1 Electronic Newsletter

An electronic newsletter will be produced for ITFLOWS subscribers. The newsletters will be issued every six months for the duration of the lifetime of the project, beginning in February 2021. It will detail the latest project developments and any upcoming relevant events. A template is provided in Appendix 3. A newsletter subscription button is embedded on the website homepage to allow users to subscribe.

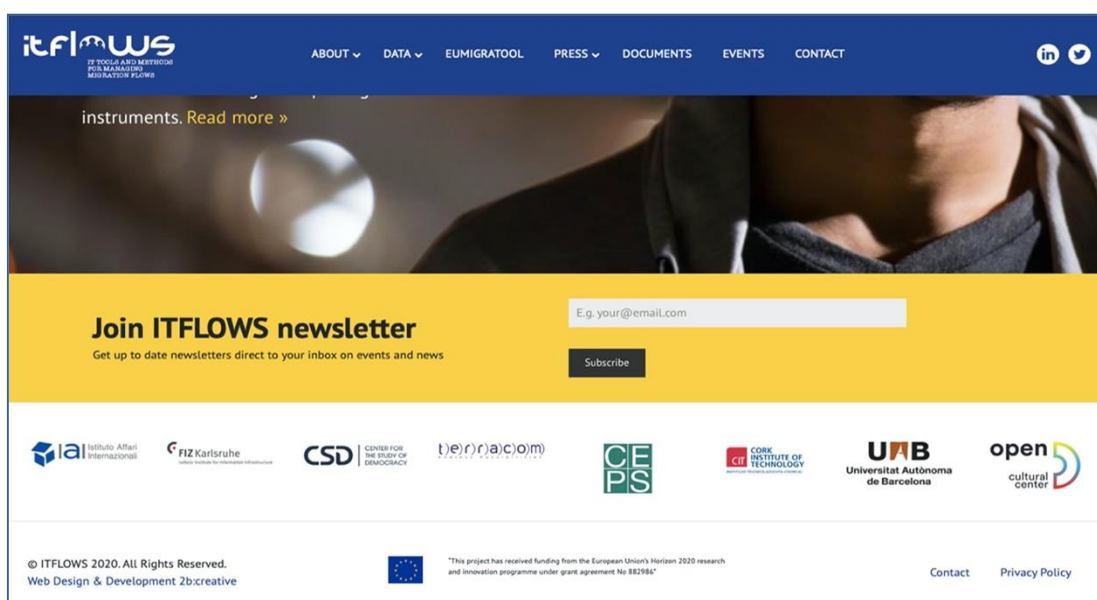


Figure 12: ITFLOWS Website Newsletter Subscription button.



The newsletter will be sent via the dedicated third-party platform HubSpot (an inbound sales and marketing platform), which enables an email sign-up process that is compliant with the general data protection regulation (GDPR). A HubSpot Plugin was therefore incorporated into the website. Linking the newsletter subscription form with HubSpot means that our mailing list will always be synchronised. Users can subscribe by entering their email address and will have the option to unsubscribe at any point.

## 3.2 Templates

All ITFLOWS outputs will benefit from the corporate design in order to harmonise the visuals of the materials and to provide the reader with a fast-visual recognition that the material is part of ITFLOWS.

Standardised templates for communication and dissemination and also project reporting purposes have been created. They have been made available to all partners and are easily accessible on our dedicated ITFLOWS account on Microsoft TEAMS. These include:

- PowerPoint presentation template
- Deliverable report template
- Milestone report template

The templates incorporate the European flag, project logo, a point of contact as well as suggesting what information is necessary to include in the specific document. Templates are included in Appendix 4-6.

## 3.3 Project Infographics

Two infographics for online dissemination and press release purposes were developed. These detail ITFLOWS purpose and the EUMigraTool (EMT) respectively. They are included in Appendix 7 and 8. Both infographics provide links to ITFLOWS social media channels Twitter, LinkedIn and the ITFLOWS website.

### 3.4 Social Media Branding

ITFLOWS seeks to engage a wide audience through the use of social media networks. Once the ITFLOWS design was consolidated (August 2020), social media tools such as Twitter and LinkedIn were launched. This has contributed to ensure an active and dynamic visibility of the start of the project, its developments, and the establishment of contacts and links with other projects and individuals.



Figure 13: ITFLOWS Twitter Account (@ITFLOWS1)

Posts are shared to support the flow of news and content is added continuously. These are mostly managed by UAB, CIT and CEPS researchers, who are in constant contact with the rest of the ITFLOWS consortium to ensure that all relevant information is promptly shared.

As for today, 18 November 2020, the Twitter account has already 188 followers and the LinkedIn page has 126 followers. We expect to reach our minimum commitment of 500 followers on Twitter by next year (2021).



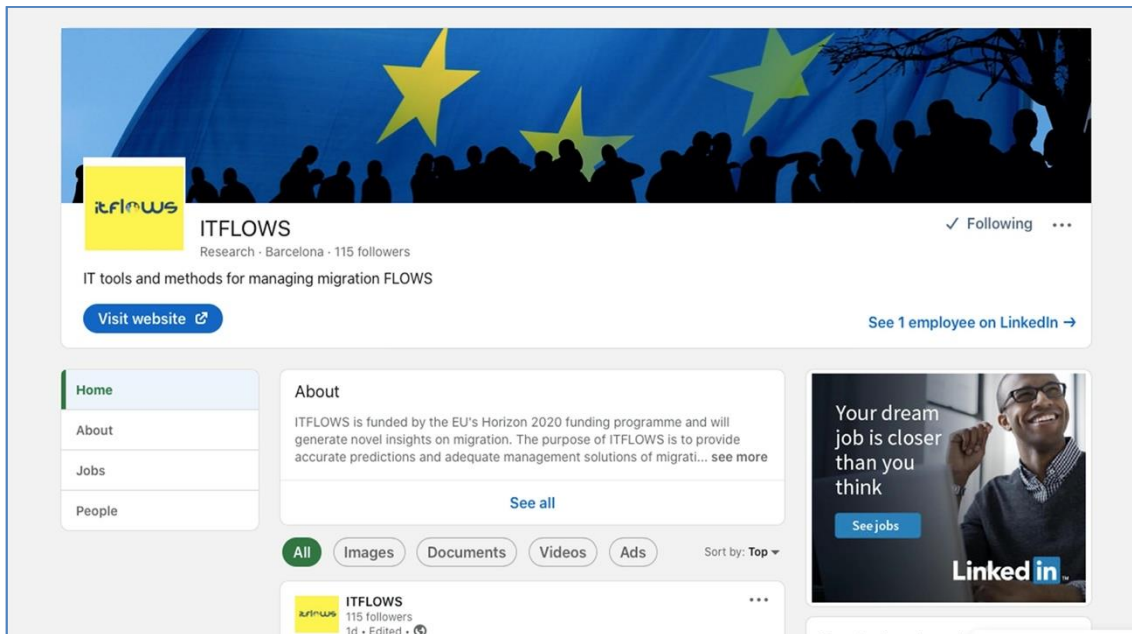


Figure 14: ITFLOWS LinkedIn Account

## 4. Conclusion

Deliverable **D9.1 *Project Website and Project Branding*** describes the development and creation of the project's identity in the form of its logo and website. The objective and function of the ITFLOWS branding is to visually represent the identity and the essence of the ITFLOWS project to allow various stakeholders to recognise and understand the projects objectives, activities, and results.

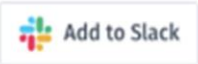
Deliverable **D9.2 *Communication & Dissemination Strategy*** to be delivered in month 8 will provide further information detailing ITFLOWS dissemination and communication strategy regarding the website and the development of the approach to social media and how this will be done in line with ITFLOWS established brand image.

Appendices

Appendix 1: Survey for Logo

ITFLOWS LOGO

by [redacted] • 3 months ago • Print



Please vote on your preferred logo

	Logo Page 1	Logo Page 2
16 participants	✓ 2	✓ 14
<div><div></div>Enter your name</div>	<div></div>	<div></div>
<div><div></div>[redacted]</div>	<div>✓</div>	<div></div>
<div><div></div>[redacted]</div>	<div></div>	<div>✓</div>
<div><div></div>[redacted]</div>	<div></div>	<div>✓</div>
<div><div></div>[redacted]</div>	<div></div>	<div>✓</div>
<div><div></div>[redacted]</div>	<div></div>	<div>✓</div>
<div><div></div>[redacted]</div>	<div></div>	<div>✓</div>
<div><div></div>[redacted]</div>	<div></div>	<div>✓</div>
<div><div></div>[redacted]</div>	<div></div>	<div>✓</div>

## Appendix 2: Brand Guidelines



### Brand Guidelines



#### 1.1 Brand Guidelines

Included in this document are a set of brand guidelines that should aid in the implementation of the design assets provided.

These guidelines are to be used in-house and are equally applicable for both web & print based media. It is important these guidelines should be followed as closely as possible to ensure clear brand communication.

If you have any questions regarding the content of this document then please do not hesitate to contact us at

[info@2b-creative.com](mailto:info@2b-creative.com) or [martin@2b-creative.com](mailto:martin@2b-creative.com)

## 2.1 Logo with strapline

The ITFLOWS logo/mark is a modern shape utilising the space between the people graphic/icon and text which can be shown on its own in future.

Here we've shown the logo on both the primary color and black.



## 2.2 Logo/mark without it's strapline



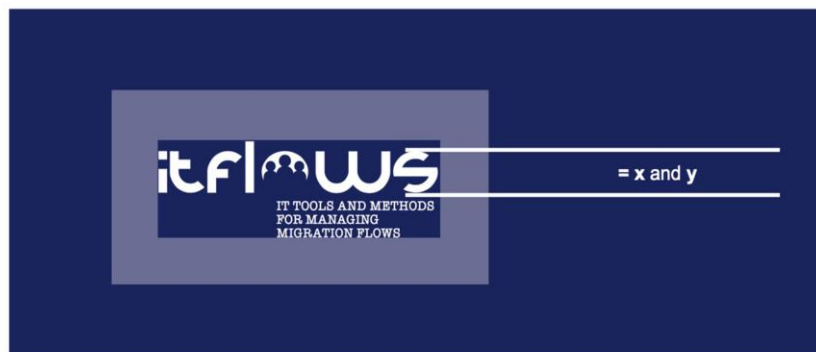
### 2.3 Minimum Size

The logo has been designed to reproduce at a minimum height of 30 mm. On the web the minimum size of the logo is 30 pixels deep. There is no maximum reproduction size of the logo.



### 2.4 Isolation area

The logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The safe area is defined below.



### 3.1 Colours

Pantone Reflex Blue is a colour of strength, making it the colour of power.

Pantone Yellow brings text and images to the foreground. Use it as an accent color to stimulate people to make quick decisions.

Pantone 2716 as a second accent colour should be used sparingly.



**Pantone  
Reflex Blue**

Web:  
#001378  
RGB:  
R=0 G=19 B=120  
CMYK:  
C=100 M=88 Y=10 K=2



**Pantone  
Yellow**

Web:  
#66bc29  
RGB:  
R=254 G=211 B=0  
CMYK:  
C=0 M=17 Y=100 K=0



**Pantone  
2716**

Web:  
#839EE0  
RGB:  
R=131 G=158 B=224  
CMYK:  
C=49 M=25 Y=1 K=0

### 4.1 Primary Font

The aim of the design was to create a neutral typeface that had great clarity, no intrinsic meaning in its form, and could be used on a variety of projects.

**Myriad Pro Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@

1. **Header**  
Font-Size: 69px  
Leading: 69px  
Tracking: 0px

2. **Sub-Header**  
Font-Size: 18px  
Leading: 21px  
Tracking: 0px

3. **Body-Copy**  
Font-Size: 10px  
Leading: 12px  
Tracking: 0px



The hierarchy refers to the order of importance of the fonts. This document for example uses the following hierarchy

## 4.2 Font Hierarchy

1. **Header**  
Font-Size: 69px  
Leading: 69px  
Tracking: 0px
2. **Sub-Header**  
Font-Size: 18px  
Leading: 21px  
Tracking: 0px
3. **Body-Copy**  
Font-Size: 10px  
Leading: 12px  
Tracking: 0px

### 1. HEADER

**Myriad Pro Bold**  
**ABCefg123!@**

### 2. SUB-HEADER

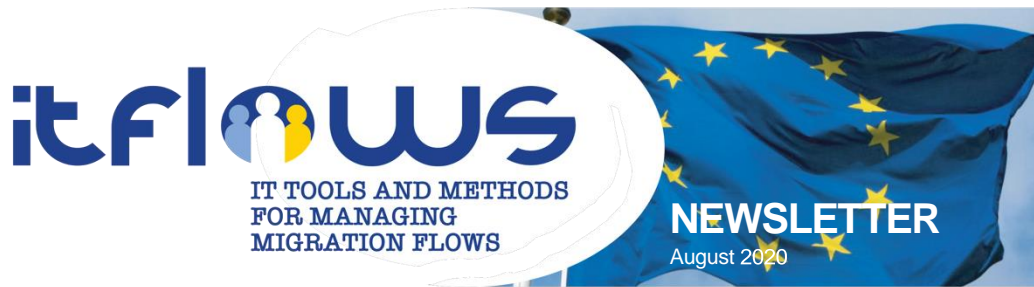
Myriad Pro Regular  
ABCDEFGHIKLabcdefghijkl1234567890!@

### 3. BODY-COPY

Helvetica Neue 55 Roman  
ABCDEFGHIKLabcdefghijkl1234567890!@



## Appendix 3: Newsletter Template



## EDITORIAL

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.*

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**Editor:**

Mr Smith

## PEOPLE ARE ON THE MOVE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mo lestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.



**Produced By:**

Mrs Smith

**Editor:**

Mr Smith

**Articals By:**

MOg Smith

SSmith





This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 882986

## Appendix 4: PowerPoint Template



## Appendix 5: Deliverable Template

<div><div></div><div><p>IT TOOLS AND METHODS FOR MANAGING MIGRATION FLOWS</p></div></div>	
<div><div>DELIVERABLE TITLE</div><div>Subtitle</div></div>	
<div><div>Author(s) Institution Month/Year</div></div>	
	<p><i>"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 882986".</i></p>

Deliverable N°

itflows



Deliverable Factsheet	
Title and number	Deliverable title (D.XX) **
Work Package	WPX
Submission date	
Author(s)*	Surname(s), Name**
Contributor(s)*	Surname(s), Name (if necessary)**
Reviewers*	Surname(s), Name / Surname(s), Name**
Dissemination level	
Deliverable type	

\* Please, include (in brackets) the acronym of the Institution the person belongs to.

\*\* To be filled out by the author.

Version Log			
Issue Date	Version n°	Author	Change
DD/MM/YYYY	v0.1	Surname, Name	First version sent for review.

\* This table will be filled out by authors, reviewers and coordinator in each stage of the peer review process. If necessary, add more rows.

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Deliverable N°

itflows

**FORMAT GUIDELINES (delete once the Deliverable is completed)**

**Text:** 12 Cambria font and 1.5-spaced, including references. **Footnotes:** Included at the bottom of each page, 10-pt. Cambria (single-spaced).

**Paragraph alignment:** Justified

**List of abbreviations:** Included in the form of list or table, after the table of contents.

**References/citations:** in the body of the text, indicating the author's surname and the year of publication (Aleinikoff 2017) / (Campos, *et al.* 2019).

**Executive Summary<sup>1</sup>****Table of Contents****Abbreviations****1. Introduction**

- 1.1 Objective and scope
  - a. XXX
  - b. XXX
- 1.2 Background material
- 1.3 ...

**2. (Section)<sup>2</sup>****3. (Section)****4 (Section)****5. Conclusion****6. References****(Annex)**

**References format**

All references should comply with the following format (in alphabetical order).

**Books**

Blasi Casagran, Cristina (2016): Global data protection in the field of law enforcement: An EU perspective, Routledge. Taylor & Francis Group, Oxfordshire, UK, June 2016, 264 p., ISBN-10: 1138655384.

**Book chapters**

Casanovas, P.; Rodríguez-Doncel, V.; González-Conejero, J. (2016) "The Role of Pragmatics in the Web of Data", in Capone, A.; Poggi F. (Eds.) Pragmatics and Law. Practical and theoretical perspectives. Dordrecht, Heidelberg: Springer, 2016, pp 293-330.

**Journal articles**

Hoffman, Michael. "The Youth and the Arab Spring: Cohort Differences and Similarities". Middle East Law and Governance, vol. 4 (2012), P.168-188.

**Electronic publications**

Jitsumori, M. (2010). Do animals recognize pictures as representations of 3D objects? Comparative Cognition & Behavior Reviews, 5, 136-138. Retrieved from <http://psyc.queensu.ca/ccbr/index.html>

**Use *et al.* to cite a work signed by more than two authors**

Use letters (a, b, c, etc.) to refer to citations of different works by the same author published in the same year (Packard, 2009a).

## Appendix 6: Milestone Template





## Appendix 7: Infographic (ITFLOWS Purpose)

**itflows**  
IT TOOLS AND METHODS  
FOR MANAGING  
MIGRATION FLOWS

**OBJECTIVES**

- Provide accurate predictions on migration
- Provide policy solutions for the management of migration and integration of refugees in the EU
- Propose solutions for reducing potential conflict/tensions between migrants and EU citizens

**KEY FACTS**

- 36 Months
- 14 EU Partners
- 8 Countries involved
- 1 Technological Tool (EMT)

**EUMIGRATOOL (EMT)**

The EMT is a solution-oriented tool with two main functions:

- a) predicting migration flows
- b) detecting risks of tensions related to migration.

**STAY TUNED!**

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 @ITFLOWS1  
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## Appendix 8: Infographic (ITFLOWS EUMigraTool)

