



APPRAISE

Facilitating public & private security operators to mitigate terrorism scenarios against soft targets

D10.2 APPRAISE IDENTITY KIT

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EXECUTIVE SUMMARY

This deliverable details the key communication and dissemination tools that will be utilised throughout the APPRAISE project. The primary tool for raising visibility, whilst providing crucial information on the project, is the APPRAISE website. The website provides information on the project's consortium members, its background, concept, objectives, and the overall project structure. Further to this, it will provide user's access to the public deliverables, important documents, events, news, and updates relevant to their requirements.

An additional means of promoting APPRAISE, and for creating a robust community of engagement with scholars, practitioners, and other key players in this field, is social media. The APPRAISE Twitter channel has been created to aid our engagement and connectivity with LEAs, practitioners, and the wider public.

Finally, details of the specific communication and dissemination tools and activities that have been developed are described, along with illustrations of how they have been designed to the specific needs of the project. Branding guidelines are also provided for project partners to implement and utilise, this will ensure consistency of the APPRAISE brand.

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ABBREVIATIONS

LEAs	Law Enforcement Agencies
GDPR	General Data Protection Regulation
CMS	Content Management System
CVE	Common Vulnerabilities and Exposures

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1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This deliverable is the first of two deliverables under task T10.1 'Dissemination campaigns and awareness raising' and will be complemented by D10.1 Dissemination and Communication Plan [M6].

The main objective of this deliverable is to outline APPRAISE's unique visual identity that will be established from the outset of the project via the creation of a project logo, presentation templates, website, social media profile, and printed materials that together form the identity of the project.

This document defines the APPRAISE Identity Kit, a set of differing digital tools and methods that will be utilised throughout the lifecycle of the project to generate awareness and increase visibility.

Also discussed is the reasoning behind the design choices integrated into the development of a uniform online presence, and the dissemination materials that will create a coherent brand identity targeted to specific audiences highlighted in the stakeholder map. Stakeholder mapping and details of dissemination and communication activities will be expanded upon in deliverable D10.1 Dissemination and Communication Plan, due month 6.

1.2 INTENDED AUDIENCE

This deliverable has been classified as 'Public' and once approved by the European Commission will be visible on the project website for all stakeholders to view. Being a public deliverable, it is proposed that this document will provide transparency to the European Commission, the project's stakeholders, and the wider community in detailing exactly how the APPRAISE brand has been developed and how it will maintain and implement coherent visibility throughout the lifetime of the project.

1.3 STRUCTURE OF THE DOCUMENT

This document is structured as follows:

- Section 1: An overview of the document is provided.
- Section 2: The project logo is discussed.
- Section 3: The project website design, development and structure are discussed.
- Section 4: An introduction to the social media channels is given.
- Section 5: The intended dissemination materials designed for the project are discussed in turn.
- Section 6: The APPRAISE brand guidelines are presented.
- Section 7: A summary of the document is provided.

2 PROJECT LOGO

The logo is the central point for the APPRAISE brand and its identity and is to be used by all partners when presenting the project. The initial version of the logo was created during the proposal preparation phase and provided a consistent starting point for the remainder of the brand design.



Figure 1: APPRAISE logo icon

The logo's design enables instant recognition, it includes the project name 'APPRAISE' in a bold uppercase font and a dual colour icon of two hands shaking.

The icon has been designed to represent the integrated security approach of the project that will bring together public and private security operators to achieve the overarching goals of the project.

Multiple versions of the logo have been created that can be utilised depending on the users' requirements. For example, the logo can be used with and without the project tagline and in colour or greyscale for desired printing or digital needs.



Figure 2: APPRAISE Logo in colour and greyscale



Figure 3: APPRAISE Logo with tagline

3 PROJECT WEBSITE

The APPRAISE website will provide the first point of contact for many stakeholders' interest in the project and so has been designed in a manner that will reach all audiences.

The website contains all project related information including the project's aims and goals, information about project events and opportunities for stakeholders to contribute. Additionally, the website will go beyond the traditional web platform for project dissemination by providing a communications hub for the project's dissemination effort as well as access to digital copies of all publicly available materials such as videos, leaflets, infographics, documents, and visualisations.

3.1 DESIGN AND CONTENT PREPARATION

Idea generation for the website stemmed from research into other EU projects and LEAs websites. This research, along with insight from the project logo, led to the amalgamation of 2 website propositions as seen below:

The designs were presented to the project consortium for consideration at the project kick-off meeting in August 2021, and design no. 2 was chosen as the final design.

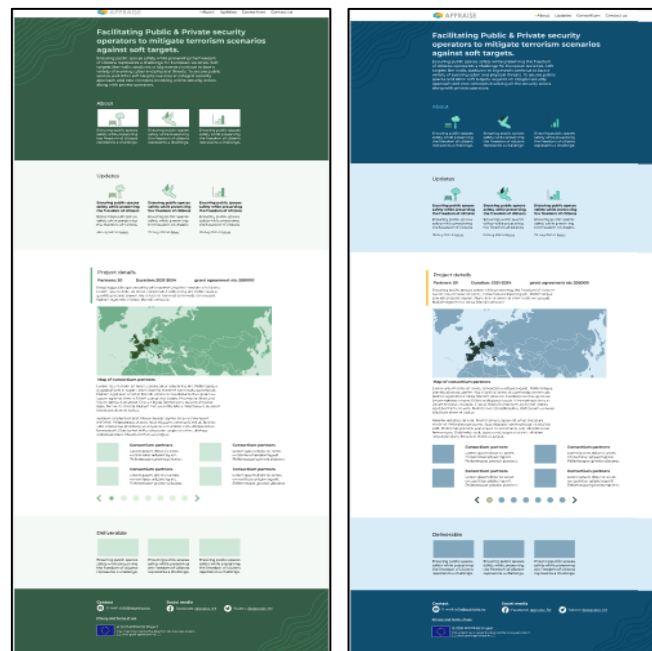


Figure 4: Website proposition no. 1 and no. 2

The overarching aim for the website is to present a clear and consistent overview of the APPRAISE project, with the ability to provide a regular flow of project updates and information through the implementation period and beyond.

To facilitate user navigation, the initial version of the website has been designed using a single page format. Additional sections and subpages will be created during the lifetime of the project and in line with the project's needs. Currently the website has the following structure:

- About
 - Subpage to – background, core concepts, approach and use cases
- Project details
- Consortium partners
- Updates – news, blogs, recent and forthcoming events
- Deliverables - two most recent listed on the homepage
- Related Projects
- Footer – privacy policy; funding declaration; contact us; social media links

3.2 TECHNOLOGY AND STRUCTURE

The APPRAISE website was built with a Content Management System (CMS) at its base. Using a CMS allows for users of the website to quickly add content, without needing to understand programming languages. It can also be built quicker as it usually provides a base template to build out from, however this can come at the cost of flexibility. A CMS will define the types of content that can be added and anything outside of the ordinary will need to be specially added. Three of the most popular CMS are WordPress, Joomla, and Drupal, each comes with their own situational use-cases and plugin systems to allow for more customisation. Drupal was chosen as the CMS for the APPRAISE website as it allows for easy creation of customised content types and pages designed specifically for those content types.

Security is a major factor in delivering any projects, but with APPRAISE project security will rightly be at the centre of the conversation throughout. With the APPRAISE website being one of the most prominent elements the project's public facing image, it is critical that its security is taken seriously inline any other project outputs.

When designing solutions whether through bespoke development or via off-the-shelf packages, it is an excellent start to focus on providers and approaches that are aligned with and following the guidance of these commonly cited organisations and resources. It is also good to focus on those signals or indicators that demonstrate good internal security cultures as well as having a good track record, being open to scrutiny (i.e., popular open-source solutions), and being organisationally mature.

Since the purpose of the APPRAISE website is for disseminating publicly visible content, it falls directly into the content management system category which is where an existing system such as Drupal comes in. From the security standpoint in the selection of the appropriate platform, Drupal clearly aligns itself publicly with several of these elements described above: it focusses on the direct mitigation of the OWASP Top Ten Project (an overview of the top ten software security vulnerabilities), it prides itself on being formed through open source with a large contributor community, it demonstrates security features that are expected in modern websites (i.e. two-factor authentication, OpenID, granular access control), and focusses on the mitigation of the most relevant security threats of today (i.e. Cross-Site Request Forgery). On top of what it says, Drupal also shows a good track security track record of vulnerabilities detected when compared to its two main competitors, for example showing a lower level of recorded vulnerabilities over the previous two and ten years (CVE).

Beyond Drupal's own efforts, it is even more so critical that within the APPRAISE project these good security practices are applied to the development and operation of the APPRAISE website, regardless of what it is running under the hood. To be brief, this consists of ensuring the continuous review of the website and its deployment, ensuring privileged access is tightly controlled and reviewed, ensuring it is hosted in a secure environment by a competent technical team, and ensuring that it is kept up to date so that the fixes for any newly emerging vulnerabilities are quickly put in place.

3.2.1 HOME PAGE

The home page is the central figure of the APPRAISE website and acts as the landing page from external sources and provides the user with their initial impression of the project. The website displays most of the information on its landing page, it is simple, straightforward, and minimal and uses topographic lines throughout to represent the importance of public spaces in the project. The

prominent APPRAISE logo at the top of the page draws the eye and sits below a smaller logo that acts as a button to allow the user to return to the home page when visiting other sections of the site. A static menu header has been added to enable quick navigation to the different sections on the page and within the site as the content continues to expand, and uniquely designed iconography has been used to characterise the APPRAISE brand.



Figure 5: APPRAISE home page

3.2.2 ABOUT

This section swiftly summarises the need and requirement for the project with brief text and iconography so the user can quickly get to grips with the foundations of the project.

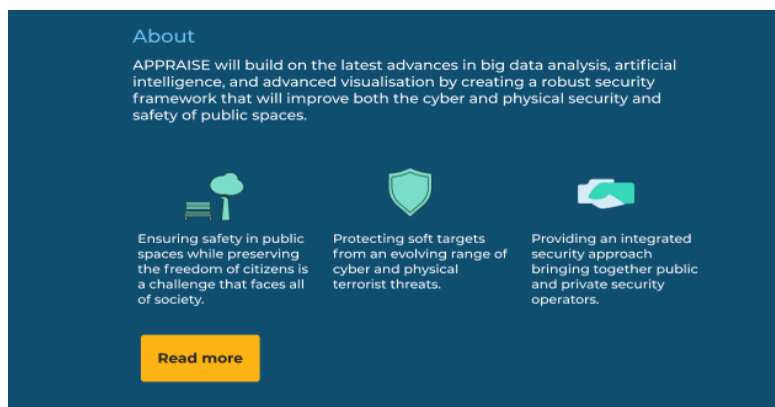


Figure 6: 'About' APPRAISE

The 'Read more' button navigates the user to a subpage to discover further information and learn in greater detail about the Background, Core concepts, Approach and Use cases that will be employed throughout the project.



Figure 7: Further project information

3.2.3 PROJECT DETAILS

This section provides an overview of significant project details in relation to the nature of the funding call, the number of consortium partners and their locations and project duration. For ease a map pinpointing the geographical spread of the partner's is also provided.

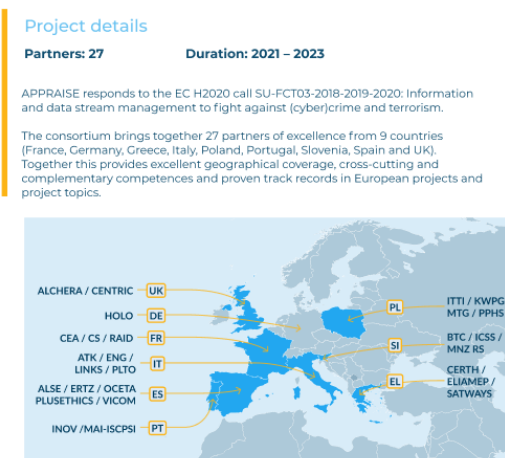


Figure 8: Project details

3.2.4 CONSORTIUM PARTNERS

The 'Consortium partners' section details the members of the consortium using a grid of 4 logos. Users can press the arrow to the right to scroll through and peruse each partner in turn and by clicking on the link directly below the logo the user is navigated to that partner's own website.



Figure 9: Consortium partner logos

3.2.5 UPDATES

The 'Updates' section will provide a regular source of information for users to access important news, blog posts and events that have taken place, or that can be contributed to, that are relevant to the project. Icons are used to represent the differing types of content that has been posted.

Users can click the title of the item for more information, or they can view all posted updates by clicking on the 'Updates' title above the section and in the page header. This section will provide a vital source of up-to-date information on the status of the project and relevant news from the security domain.



Figure 10: Project updates

3.2.6 DELIVERABLES

The 'Deliverables' section will provide a list of all public deliverables that will be submitted throughout the project lifetime. They will be uploaded to the website only when they have fully been approved by the European Commission. By clicking the deliverable title users can directly view the deliverable, made accessible through a link to the CORDIS system.

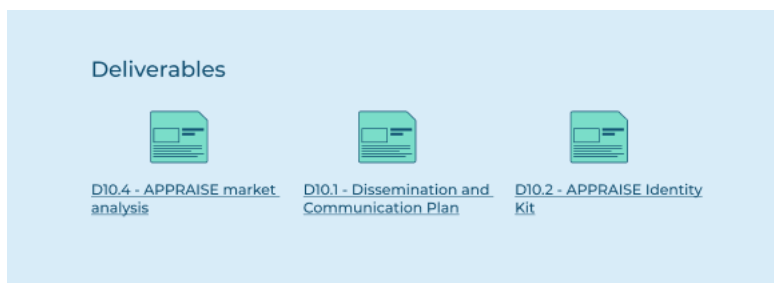


Figure 11: Project deliverables

3.2.7 RELATED PROJECTS

The 'Related projects' section displays the names, logos and a website link to projects closely related to APPRAISE and the 'Related projects' title is clickable to navigate the user to the full list of related



Figure 12: Related projects

projects. As additional related projects are established this list will expand enabling users to familiarise themselves with further projects also funded through the European Union of a similar nature, the projects listed below are for illustration purposes only.

3.2.8 PRIVACY POLICY

As required under privacy and GDPR regulations a Privacy Policy has been incorporated into the project website. Users will also be notified of the policy through a pop-up when first entering the website and asked to 'accept' or 'decline' to the use of cookies on the site.

3.2.9 FOOTER

Key information is located in the footer of the project website. The footer includes the EU funding declaration alongside the EU flag logo, a central email address whereby users can contact the project directly and open the social media configuration options for Social Media (e.g. Twitter and LinkedIn).

From the footer the user can also access information on the website owner, Terms of Use and Privacy Policy and information on the use of web analytics within the website. For consistency and transparency this footer will be mirrored on all pages of the website as it expands.

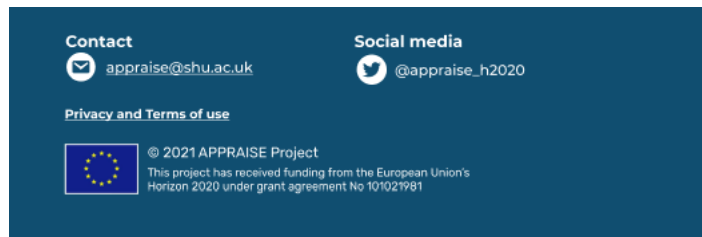


Figure 13: Website footer information

3.2.10 MAINTENANCE

The website is hosted within a docker container which allows for easy upgrades and easy backups to ensure that the data is kept safe during required software updates. Monitoring software will be used to make sure an alert is generated if the website becomes inaccessible and inform those able to investigate any issues. Content will be added to the website as and when it is required, deemed appropriate or when requested by partners of the project.

4 SOCIAL MEDIA

Social media can be a very effective tool for raising visibility especially when disseminating to a diverse target audience and may provide the first point of access for many of the interested parties with the project.

For this purpose, APPRAISE has established a Twitter account that can be accessed directly from the project website. The project aims to establish a strong social media presence on Twitter which will be used to connect and engage with relevant end users, promote the project's results, and drive leads to the project website.

In addition to Twitter, the project aims to establish a LinkedIn account. LinkedIn is an appropriate social media channel for the project as it is frequently used by professionals to connect with business or work-related contacts. The creation of the group will support the growth of an APPRAISE community of specialists, end-users, and public authority professionals. Over the coming months the project partners will engage with, and invite, their own contacts to increase the visibility of the project on the platform. An update on the account will be provided in the Dissemination plan due in M6.

To ensure consistency it has been agreed that all planned dissemination and communication via social media will be managed by the WP10 lead CENTRIC. Appropriate approval procedures will also be established and described in the Dissemination action plan in M6.

4.1 TWITTER

The APPRAISE Twitter account will play a vital role in its contribution to the growth in visibility and prominence of the project to the platform's varying users (end-users, academics, key players, and members of the public). It will also act as a fundamental source of news, project information, progress

and create and open exchange between the project and its key stakeholders. The aim is to connect with related projects, key institutions and academics working in the security field to create a robust community of followers.

The APPRAISE twitter account can be accessed here: https://twitter.com/appraise_h2020



Figure 14: APPRAISE Twitter account

5 DISSEMINATION MATERIALS

Raising the visibility of the project through dissemination activities will be an ongoing task that will involve all partners of the consortium. With such a large number of partners involved, it is vital to establish a standardized approach to the projects brand identity with guidelines on implementation from the very beginning.

A solid project identity has now been established for APPRAISE and this has been reflected in all communication and presentation materials as outlined further in the sections below. A project identity kit including templates and digital assets has been created to provide the partners with a collection of resources intended to support their dissemination and communication activities. All dissemination materials can be amended and updated as desired for example, at an event or conference, however they will require approval before they can be released into the public realm. As previously mentioned, approval procedures will be outlined in the Dissemination action plan in M6.

5.1 POWERPOINT PRESENTATION TEMPLATE

A comprehensive PowerPoint presentation template has been devised to fulfil an array of presentation requirements for the project such as images, data, tables etc. The template is a set of 24 slides that partners will utilise when presenting the project to an audience for example, at events, conferences, workshops, or meetings.

A few examples of the differing types of slides can be seen below:

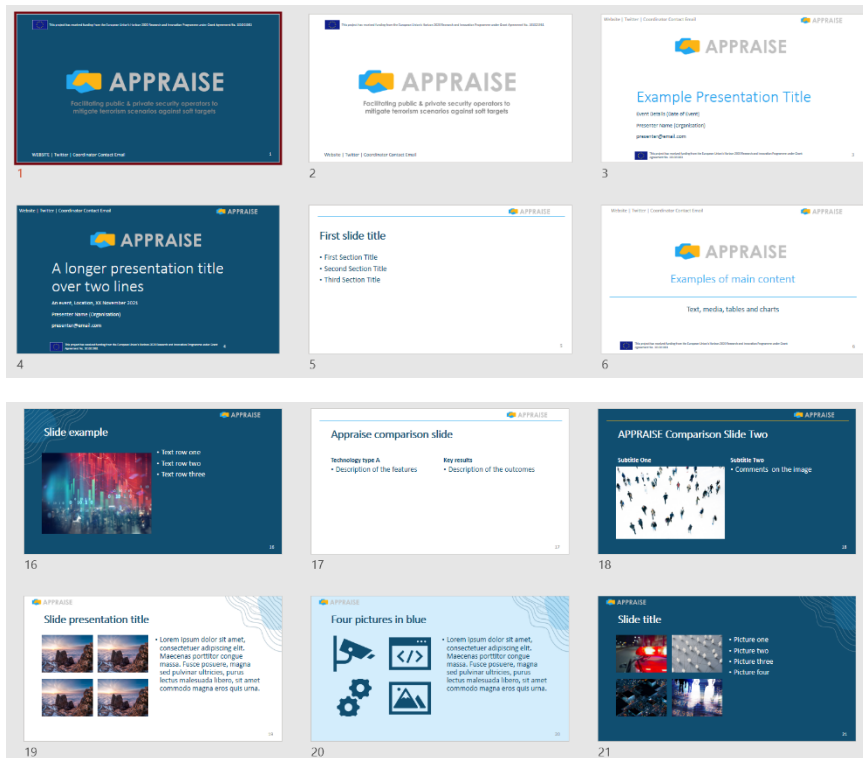


Figure 15: PowerPoint presentation template – example slides

5.2 A4 FLYER

An A4 leaflet template has been designed to provide a brief overview of the project and will be used as an affordable medium that can be printed or displayed digitally that will be an effective method of disseminating condensed information.

The template has been devised in Microsoft Publisher so it can be simply updated by all partners to reflect new information and different stages of the project, an initial version of the leaflet will be included in D10.1 Dissemination and Communication Plan, due month 6.

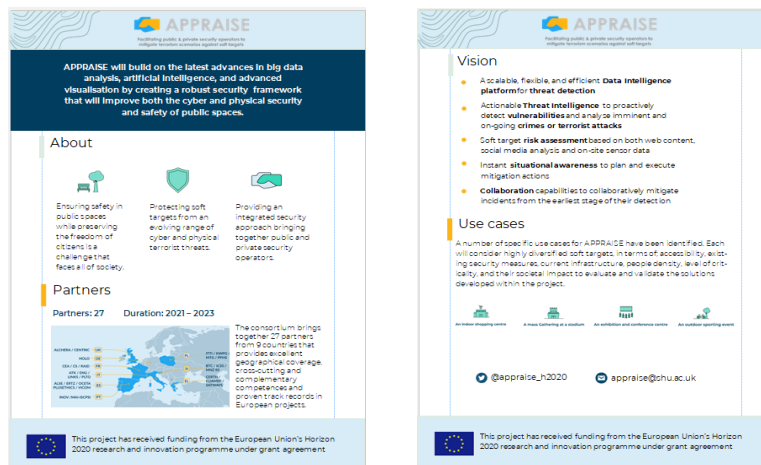


Figure 16: A4 flyer template

5.3 ROLL-UP PROMOTIONAL BANNER

Roll-up banners are an easy to transport, versatile communication tool that will be used to attract our target audience to our stands at exhibitions and events but can also be used in offices or other spaces to raise project visibility. Two versions of an APPRAISE roll-up promotional banner have been designed and will be provided to the partners. These templates can be amended by partners and printed locally as required.



Figure 17: Roll-up banner templates

6 BRAND IDENTITY AND GUIDELINES

Brand guidelines have been developed to ensure consistency in the look and feel amongst all project dissemination materials. The guidelines will be distributed to project partners as an 'Identity kit' with raster and vector formats that can be used where required. The guidelines summarize the colour scheme and fonts used for APPRAISE dissemination materials and examples of the iconography style.

6.1 COLOUR SCHEME AND FONT



Figure 18: APPRAISE colour scheme

The three main colours applied within the APPRAISE brand are blue (primary), yellow (secondary), and green (tertiary). The blue and yellow colours were chosen to represent the integrated partnership between the public and private sector and the green was chosen to represent facilitation.

The typeface used throughout is Montserrat, a geometric, sans-serif has been chosen for its simple, clean distinctive style that is inspired by urban signage.

— [Montserrat] family
Body text font

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
123456789

Figure 19: APPRAISE typeface

6.2 ICONOGRAPHY

The unique iconography created for the APPRAISE brand is simple in shape but easily recognisable and transferable amongst the dissemination and communication materials. The icons are all the same colour of green which has been used to symbolise one of the core values of APPRAISE, facilitation.



Figure 20: APPRAISE iconography

7 CONCLUSION

In this document the essential foundations that have been put in place to enhance the visibility of the APPRAISE project have been summarised. These foundations will grow and develop throughout the lifetime of the project but fundamentally provide a robust model for consortium members to follow.

It is worth noting that the website and social media channels now require additional attention, by adding engaging content and updates such as news and events as the project evolves, we can ensure that the APPRAISE project receives the recognition it requires and deserves. Timelines detailing the

nature of these updates along with the scheduling of other dissemination activities will be specified in deliverable D10.1 Dissemination and Communication Plan, due month 6.