DELIVERABLE

D7.1 – Web presence and periodic update

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Abstract (few lines):	This document describes the structure and type of contents in the actual Deliverable D7.1, which is the web page itself.

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Definitions, Acronyms and Abbreviations

Acronym	Title
C4D	Comp4Drones
EPS	Encapsulated PostScript format
JPEG	'Joint Photographic Experts Group' image format
PNG	Portable Network Graphics image format
RGB	Red-Green-Blue color standard
ToC	Table of Contents
UAV	Unmanned Aerial Vehicle
HLAB	High Level Advisory Board

Executive Summary

In this document, the structure and contents of the COMP4DRONES project web-page is described. It is also included in this document the procedure to be followed in order to periodically update the web-page.

1 Introduction

Deliverable D7.1 is the web-page for the project allocated in comp4drones.eu. In this document, the structure and contents of the web-page is described. It is also included in this document the procedure to be followed in order to periodically update the web-page.

In order to provide an overview of the overall visual identity and online presence for C4D, screenshots and images have been included in this brief report along with short descriptions of the website, social media, logo and templates that have been developed as part of the project's communication and dissemination efforts.

The visual identity and online presence comply with all communication requirements set forth by the European Commission. The funding source, Grant Agreement number and the public private partnership are mentioned on the website, and in the slide templates.

2 Visual Identity

A visual identity for the C4D project has been developed to ensure clear, consistent and recognizable brand for all communications. The C4D logo can be seen below:

The logo of the project features a modern typeface and a graphic replacing the letters C and P by a drone propeller image. Below to the wordmark the full title is displayed and between the images is displayed the number 4.

The colors used in the logo are grey for the text and green/dark green for the graphic:

Text:

RGB 139 / 146 / 154

Logo:

RGB 0 / 66 / 84

RGB 3 / 101 / 124

All versions of the C4D logo are also available in multiple formats for both print and web use (e.g. EPS-format for high quality printing, PNG-format for web use with transparency, JPEG-format for simple web use). The logo was made available to all partners

3 Online Presence

C4D's online presence enables and facilitates communication between the project and its target groups, and rapid dissemination of project information to a large, global audience.

3.1 Project Website

C4D's project website is located at www.compdrones.eu and offers information about the project and its results to various audience on a global level. The .eu domain was chosen in order to associate the project with its European nature. The EU flag, grant number and a statement on the project's Horizon 2020 funding have been included in the website's footer. The C4D website features a modern, bright, responsive design. The responsive design ensures accessibility not only from a computer, but also from mobile devices such as tablets and smartphones. The design follows, and completes, the visual identity of the project.

The header image of the home section of the website was chosen to give the website a technical image to a wide audience of users. The image displays the use of a drone.

4 Home page description

On this page we have a brief description of the project, a summary of the use cases and some counters that show an overview of the project in figures.

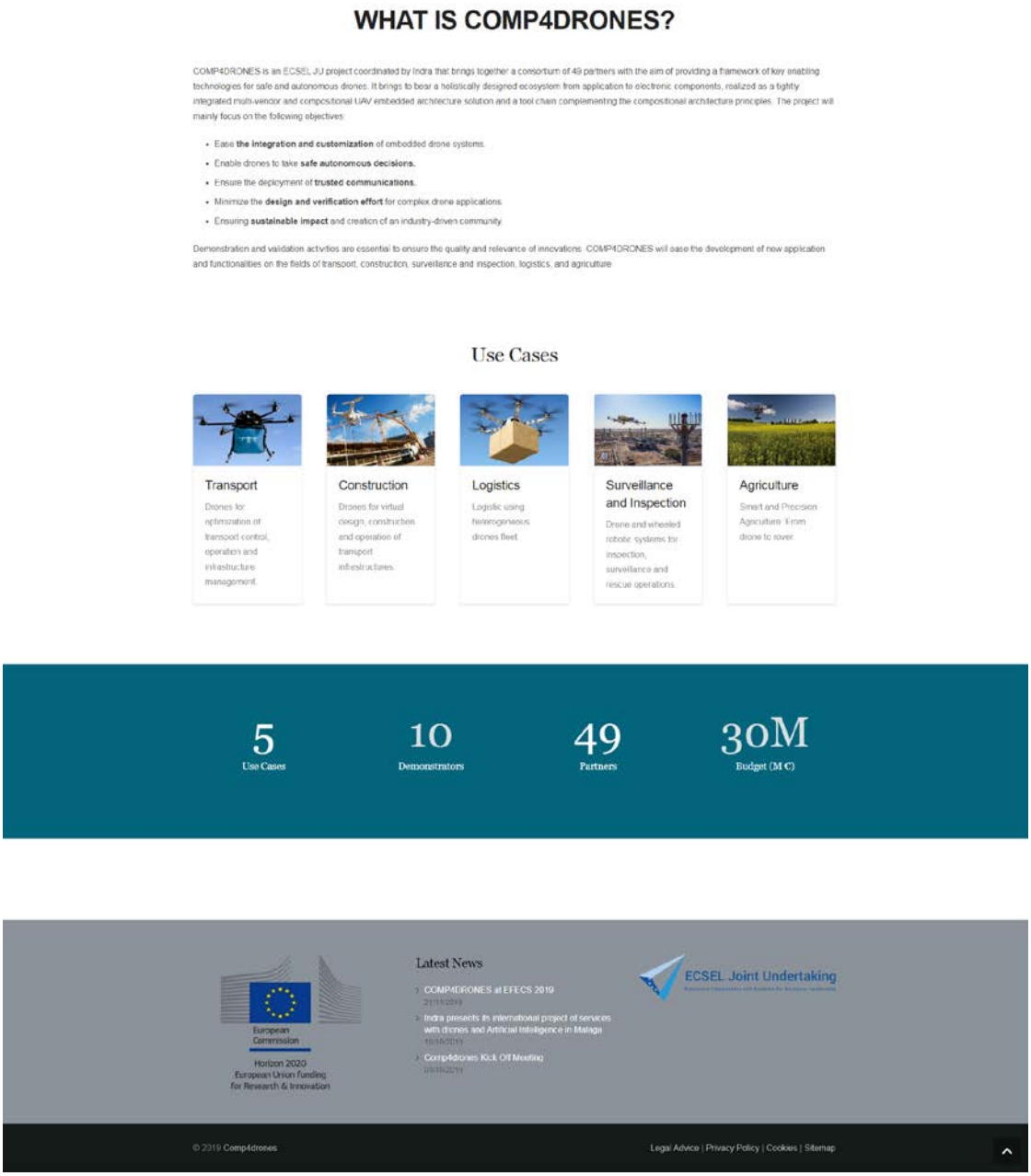

Figure 1: COMP4DRONES Home page

4.1.1 Overview

In this page an overview of the project is given.

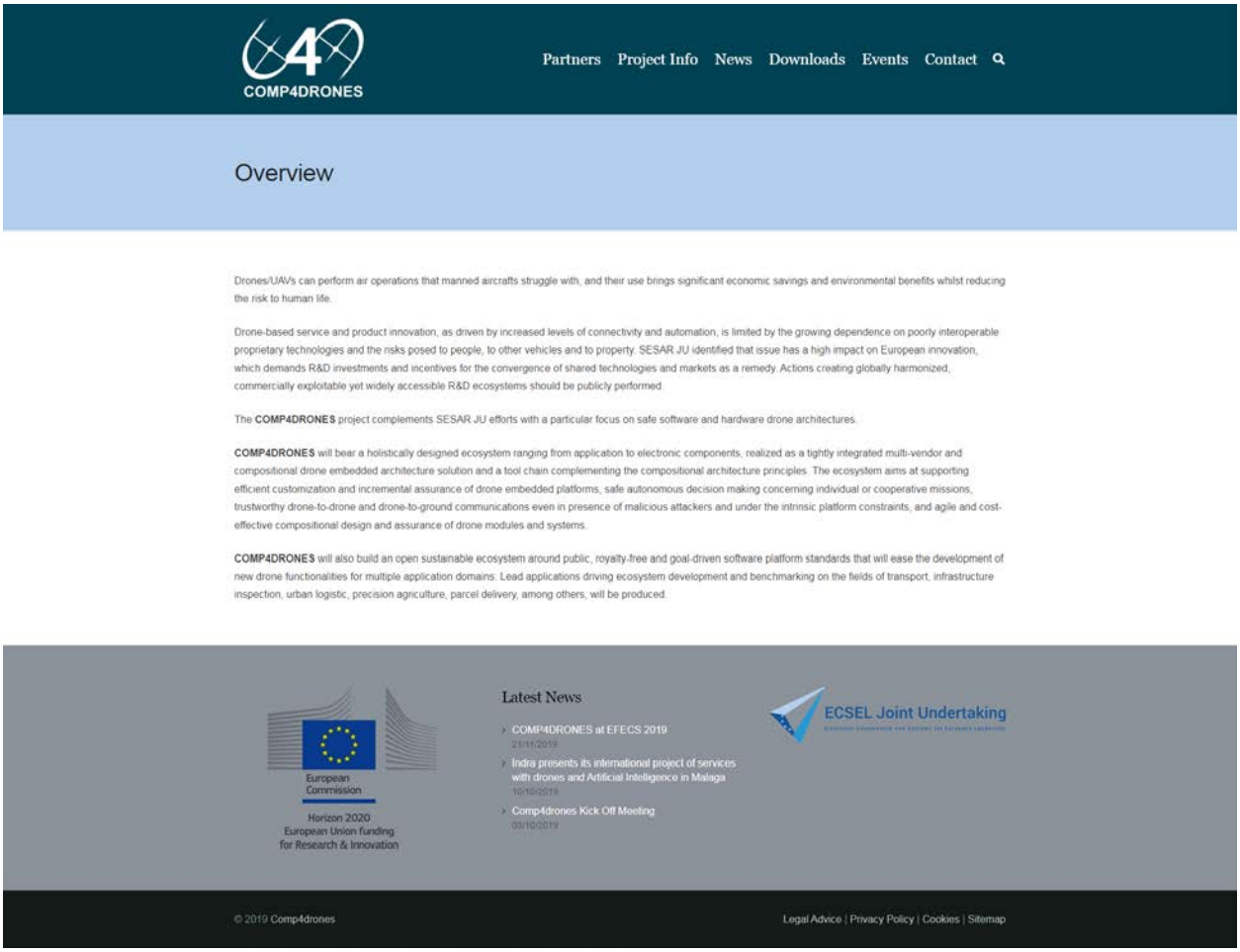

Figure 2: COMP4DRONES Overview

4.1.2 Partners section to identify location of partners and website.

In this page, a list of all participating partners (49) showing its country, its logo and a link to its web-page, is provided.

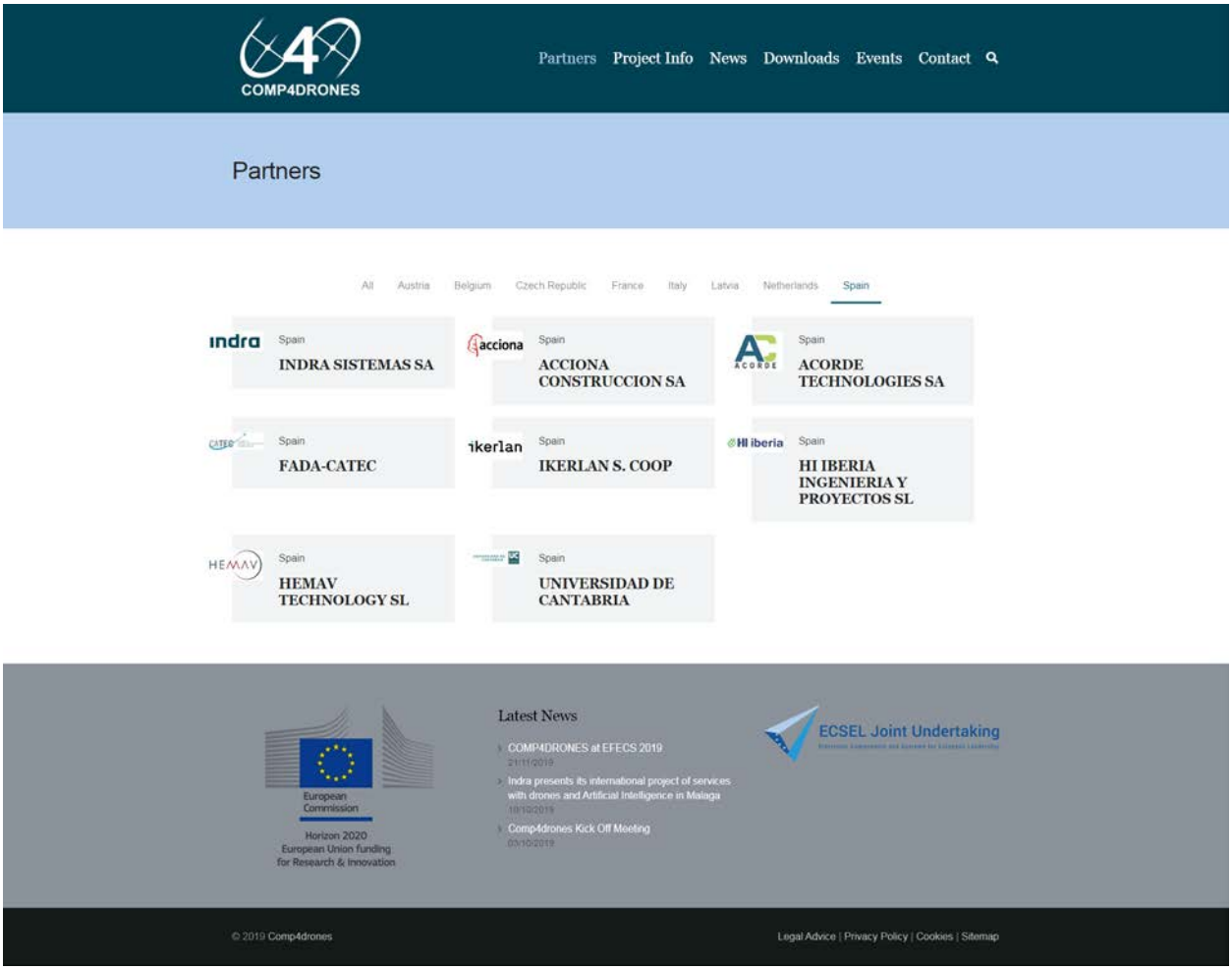

Figure 3: COMP4DRONES Partners page

4.1.3 Experts

The experts section indicates the High Level advisory Board (HLAB) members that have joined the project to provide their feedback. Experts section to identify location of experts and website. More experts will be included since it is expected to have between 6 and 8 organizations providing feedback.

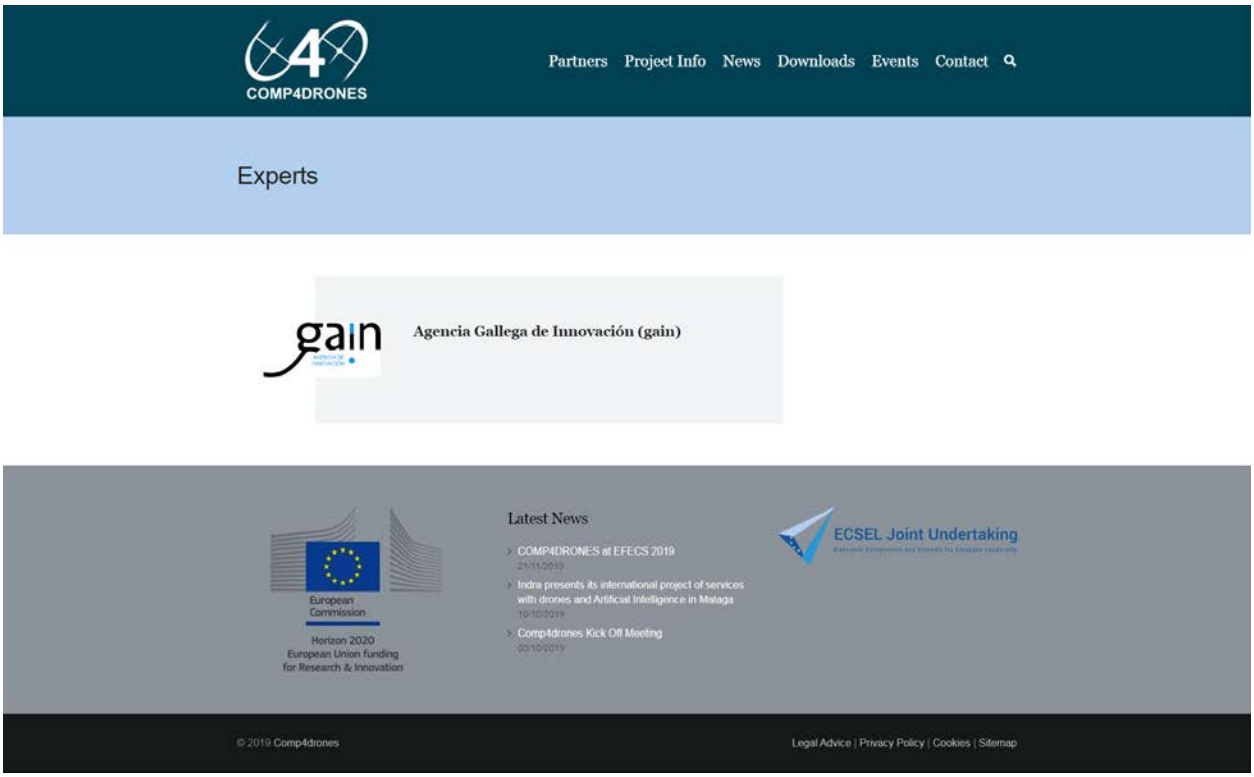

Figure 4: COMP4DRONES Experts page

4.1.4 Work Packages

Project Work Packages are highlighted here including a summary and short description. Pubic deliverables will be available for any interested person in the download section.

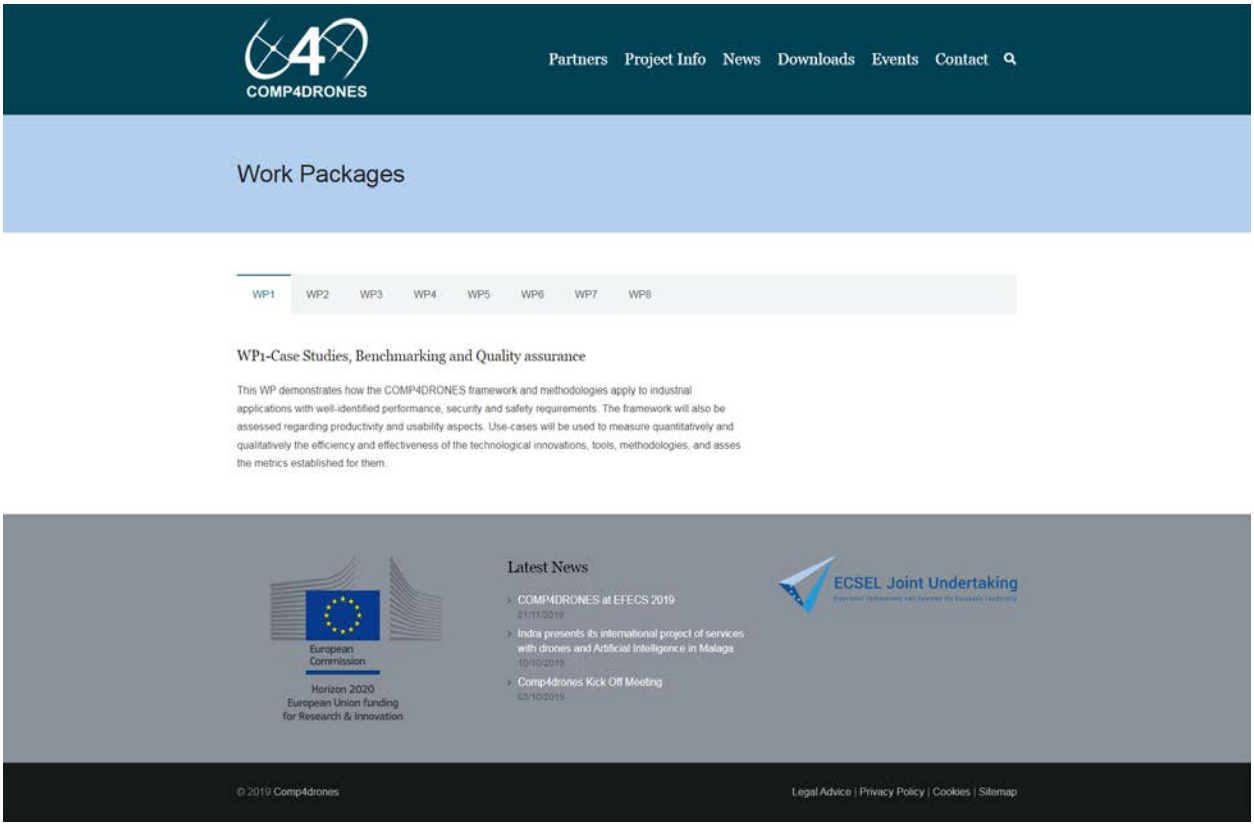

Figure 5: COMP4DRONES Work Packages page

4.1.5 News

Latest news posts are included here, which are then linked to more detailed news reports, pictures and videos.

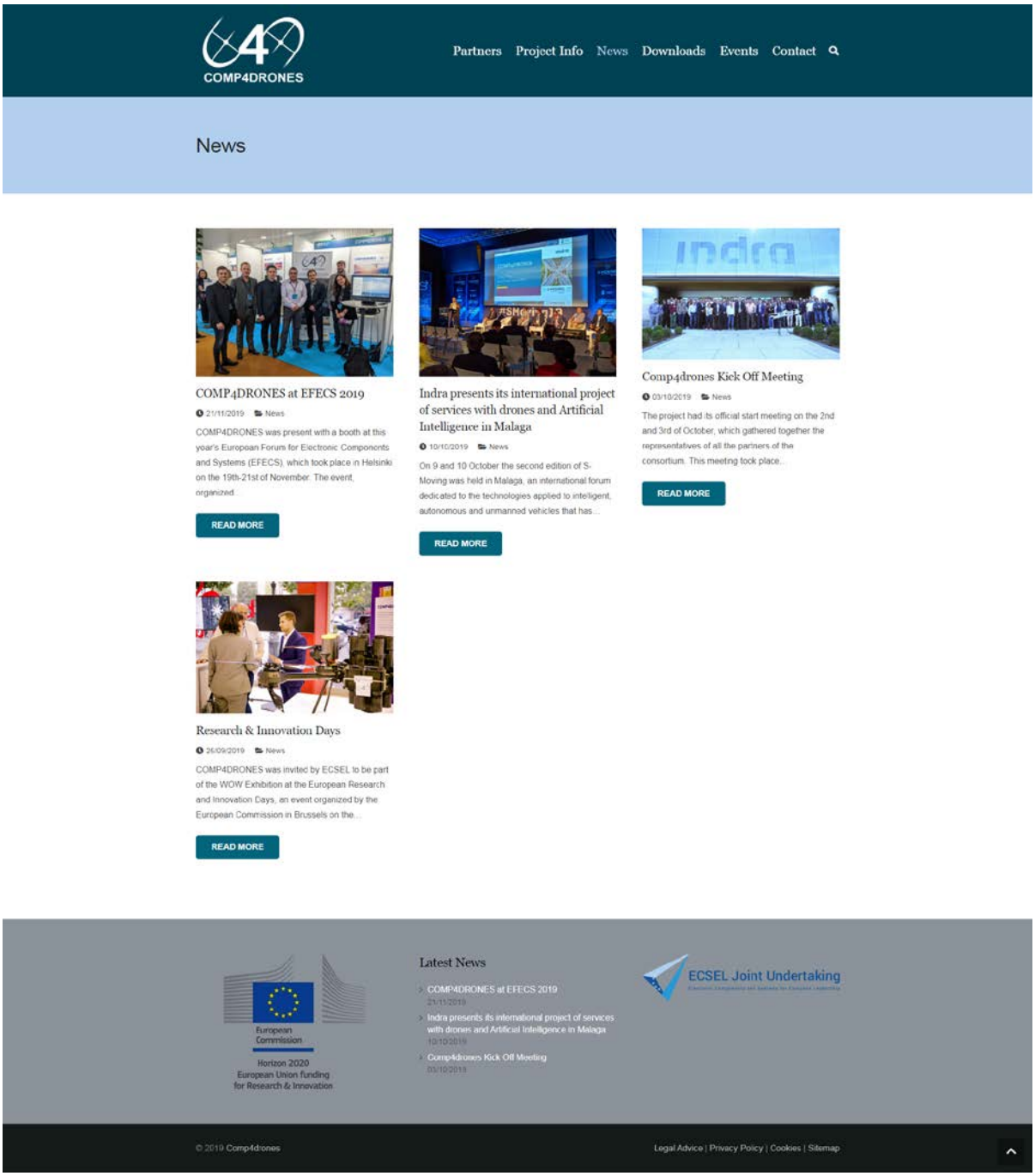

Figure 6: COMP4DRONES News page

4.1.6 Downloads page

Public project deliverables, presentations and other dissemination material will be made available for download on the website. If possible due to copyrights, scientific publications will also be made available.

4.1.7 Events

A Project Calendar with past and future events related have been included in order that targeted audience can identify events where COMP4DRONES will participate.

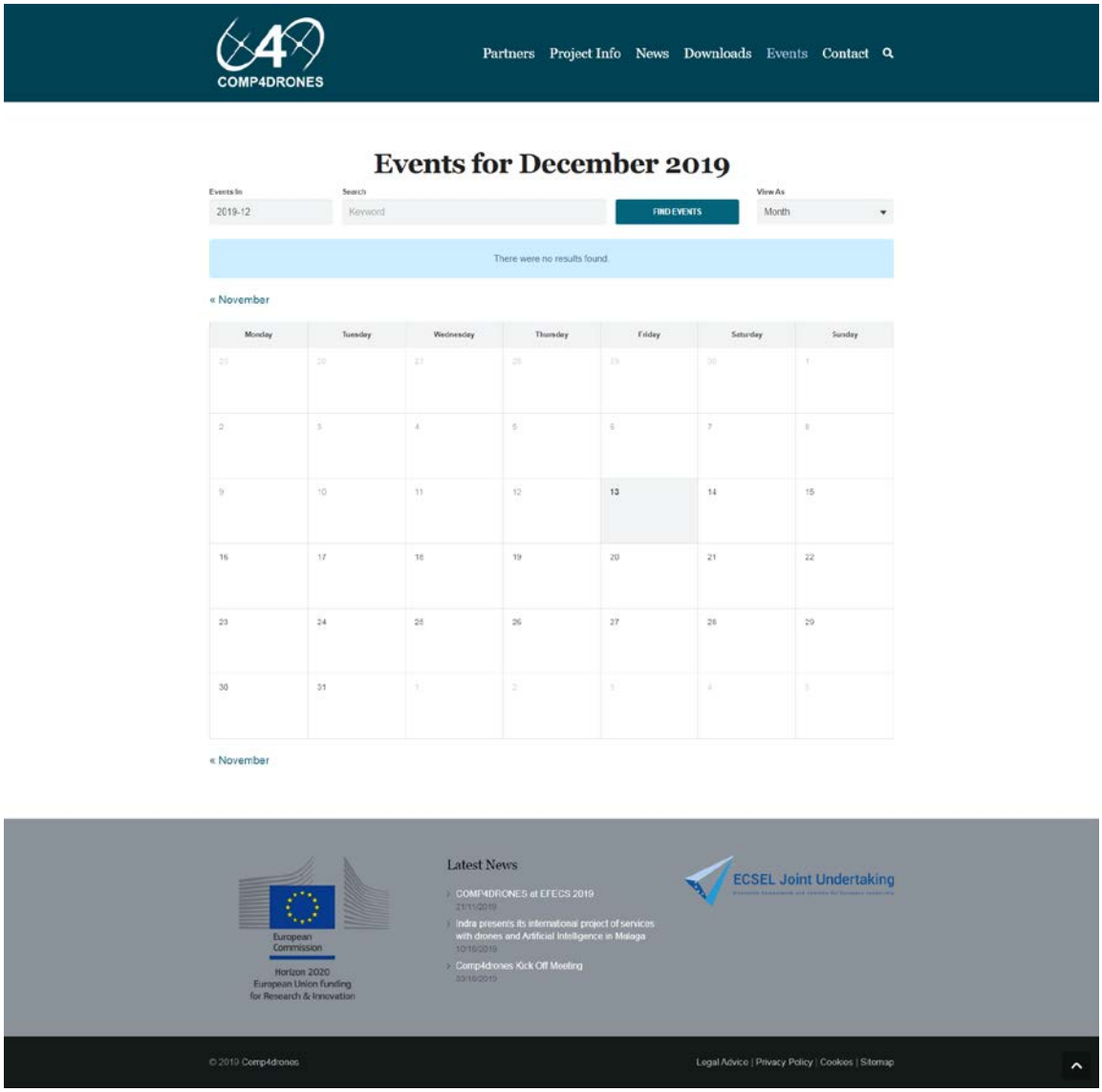

Figure 7: COMP4DRONES Events page

4.1.8 Contact section

The Contact section with details of the project leader. All messages sent via the message function are sent directly to the email account of the project leader.

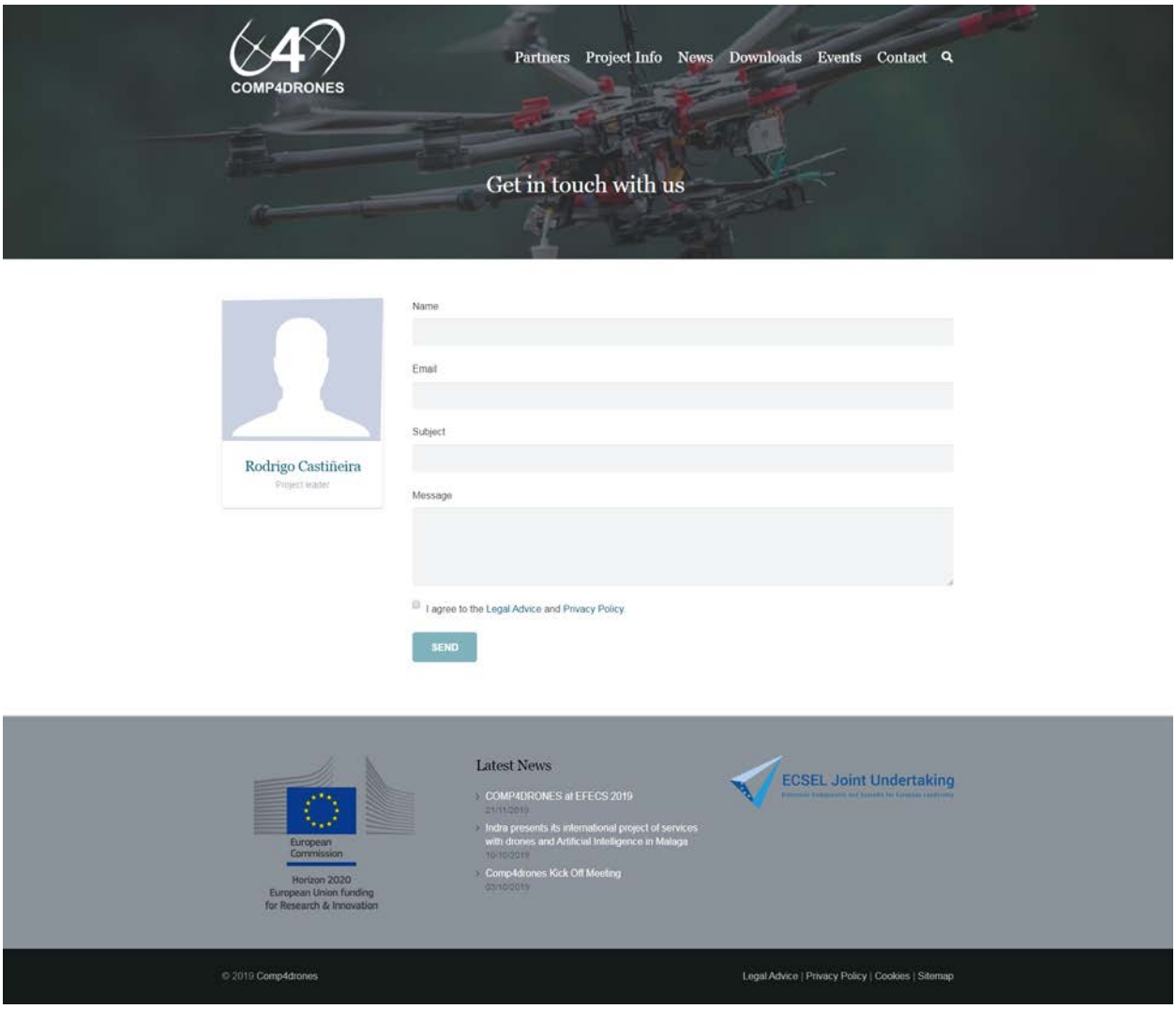

Figure 8: COMP4DRONES Contact page

4.1.9 Website footer.

Website footer contains EU emblem and statement on funding source. And includes the latest news in order that you can jump to this section from any page of the website.

Figure 9: COMP4DRONES Footer section

4.1.10 Analytics

In order to assess the impact of the website and the different sections, it has been set up the traffic analytics tool that is made using **Google Analytics**. Google Analytics is a free analytics tool that gathers data about web traffic. We use Google Analytics on the website to collect more detailed analytics and better understand your page visitors.

4.1.11 Legal requirements

In order to meet European legal regulation it has been generated three sections that inform users of the website policy on three aspects:

- **Privacy Policy**: is meant to help you understand what information we collect, why we collect it, and how you can update, manage, export.
- **Legal Advice**: that collects the data of its administrators and demonstrates that its activities are governed by current law
- **Cookies Policy**: user needs to know and accept explicitly that Cookies and other forms of tracking are being used.

5 Periodic update

The website will be regularly updated according to project progress to show to the community the results and finding of the project.

5.1 Update Procedure

Any change to be made will be sent directly to University of Cantabria (current contacts point: Antonio Jenaro with copy to Eugenio Villar and Adrian Irala). The partner generating the piece of information will sent to Antonio Jenaro all the material need to prepare the publication.

5.2 Upcoming sections

As a consequence of this procedure new sections could be needed and added to the current structure of the web-page. Some of the identified sections are:

- **Use Case / Demonstrators Section**: In order to show specific information (videos, pictures, etc.)
- **Observatory:** In order to share related information to the drone ecosystems
- **Training:** In order to share information for the drone community

6 Social Media

Buttons have also been added throughout the C4D project website to share the news in the main social networks. The press and communications offices from the all the large academic partners have been made aware of C4D social media presence and will be asked to support promotion of the C4D twitter account and website via their own social media channels.

7 Sitemap

This is a sitemap for the key pages and categories of posts on C4D Project website.

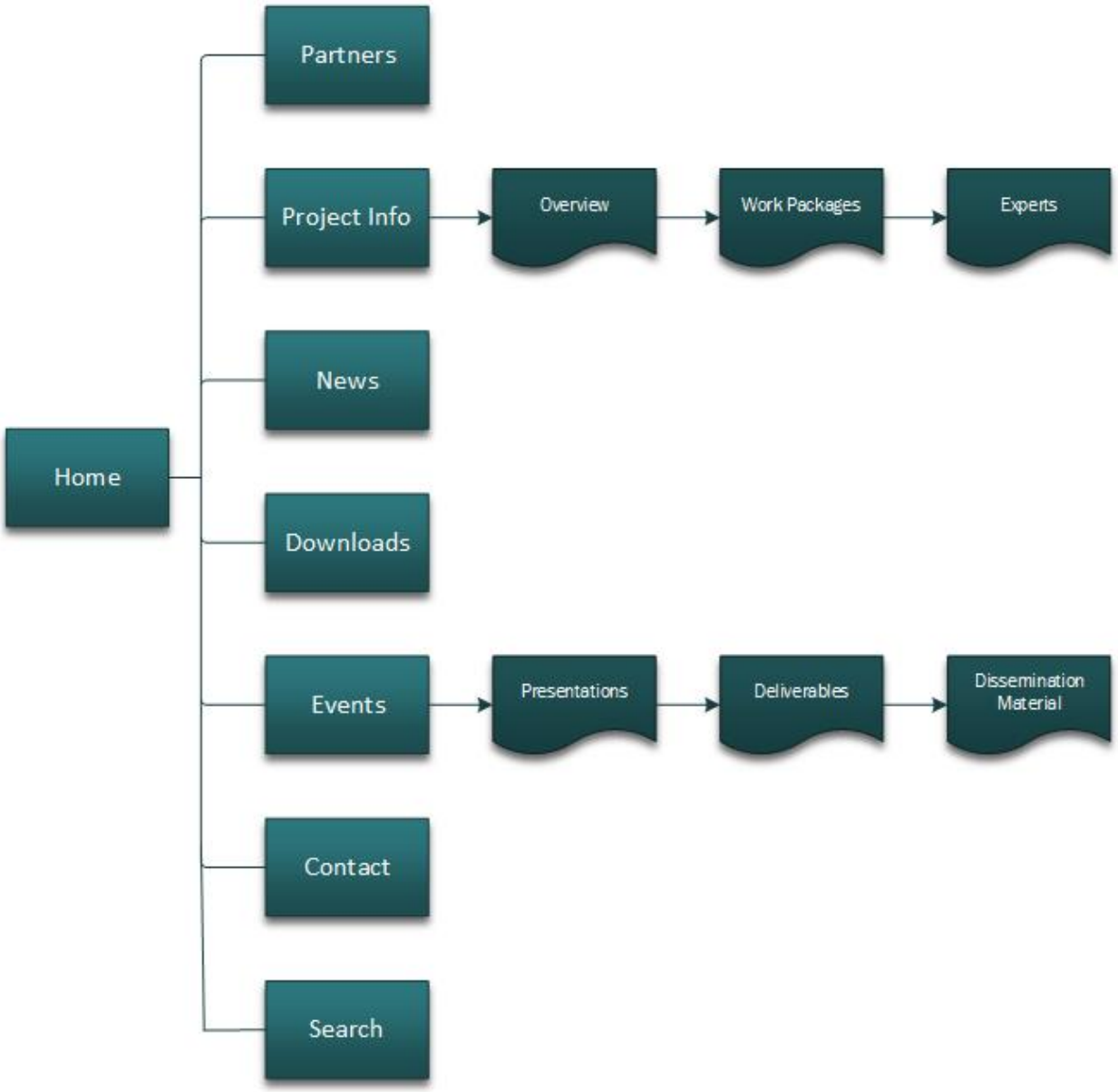

Figure 10: COMP4DRONES Sitemap

8 Conclusions

In this Report, a description of the structure and initial contents of the Comp4Drones web-page is made. As required, the web-page (comp4drones.es) provides publicly available information about the project, its objectives, the partners involved, the expected results and the impact the results will have on the targeted industries. The web-page will be periodically updated with news and recent results from the project. Additional pages will be added whenever needed. The policy for this periodic update has been defined. Public deliverables will be made available for download. Additionally, the web-page allows to share the news in main social networks, such as twitter and LinkedIn.