



**Multi-sensing tool
for Minimally Invasive Surgery**

D2.1

**PROJECT WEBSITE
AND PROMOTIONAL MATERIAL**



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¹ Please indicate the type of the deliverable using one of the following codes:

R = Document, report

DEM = Demonstrator, pilot, prototype, plan designs

DEC = Websites, patents filing, press & media actions, videos

DATA = data sets, microdata

DMP = Data Management Plan

² Please indicate the dissemination level using one of the following codes:

PU = Public

SEN = Sensitive

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1. Introduction

1.1 Purpose of the document

The PALPABLE deliverable "Project website and Promotional material" includes all the essential information about the project website, the different elements that constitute its brand visual identity (logo, colours, typeface), as well as all the promotional collateral (poster, brochure, newsletter) that will communicate its mission and disseminate its results to the PALPABLE target audiences. Another important aspect of this deliverable is the presentation of the different social media platforms (LinkedIn, Twitter, YouTube), where PALPABLE will have a consistent, informative presence throughout its four-year course.

As this report is submitted, the official website is live, the project's brand visual identity has been formulated, the social media accounts have been established, and the first version of the promotional material has been created.

1.2 Structure of the document

This deliverable provides a general overview of the elements that make up the PALPABLE brand identity and the encompassing dissemination and communication efforts that will promote its research purpose, technical developments and product outcomes.

Therefore, the document is divided into the following sections:

- Presentation of the PALPABLE brand visual identity
- Presentation of the project website
- Presentation of the social media channels
- Presentation of the project's promotional material

1.3 Relation to other tasks and deliverables

The D2.1 deliverable is part of WP2 "Dissemination & Exploitation", active throughout the 4-year duration of the project. It is linked to deliverables D2.2: Dissemination, Communication and Exploitation Plan, D2.3: Intermediate Dissemination, Communication and Exploitation Report and D2.5: Final Report on Dissemination, Communication and Exploitation.

2. Logo, Colour Palette and Typeface

2.1 Logo

TWI Hellas created various project logos in the project's early beginnings with different designs and colour palettes (Figure 1).

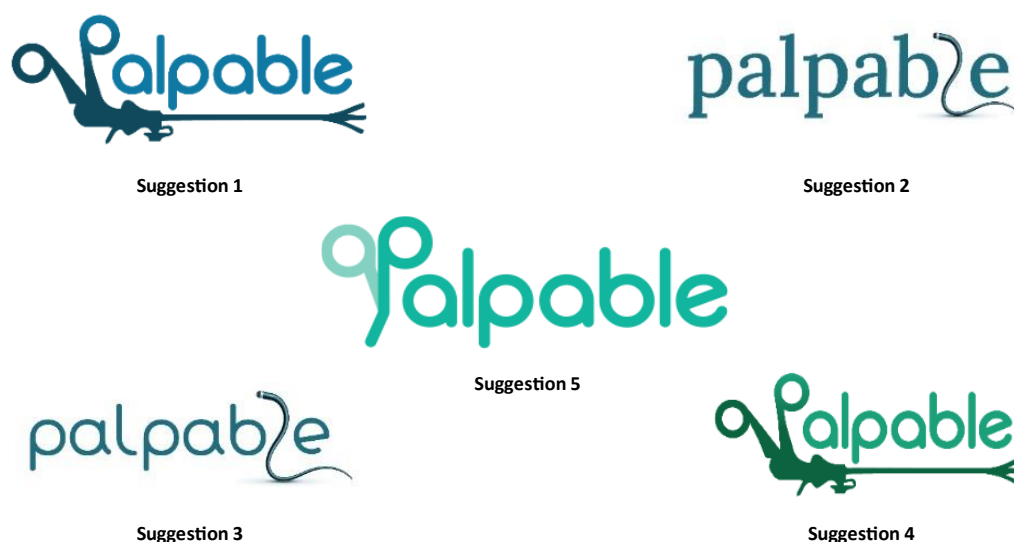


Figure 1 - PALPABLE logo suggestions

The chosen logo by the consortium was suggestion no. 5, decided during the kick-off meeting. Afterwards, the logo underwent a minor revamp regarding colour hues and intensity (Figure 2).



Figure 2 - Final PALPABLE logo

2.2 Colour Palette

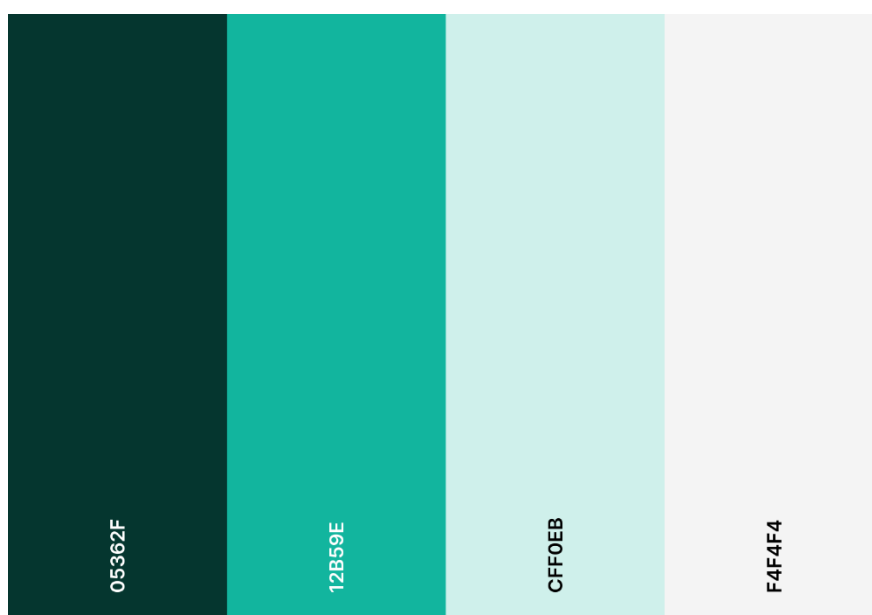


Figure 3 - PALPABLE colour palette

The darkest hue, "Dark Green", with HEX colour code #05362f, combines primarily green with red and blue. This colour represents life, therapy, renewal, and versatility that the Palpable project aims to embody.

The leading PALPABLE hue, "Keppel", with HEX colour code #12B59E, is mainly green. It is a hue that symbolises technology, transparency and is related to the future. The above attributes characterise PALPABLE since the project aims to develop technologies pivotal for the medical field of minimally invasive surgery (MIS) with significant economic and health benefits for patients and healthcare institutions.

The lighter shade in the palette is a green one with blue undertones called "Mint Green" (#cff0eb). This hue signifies health, wellness and growth and carries positive emotional connotations like making people feel secure and calm.

Completing the PALPABLE palette, a shade of white, "White Smoke" (#F4F4F4)) will work as the background colour to the project's website and promotional material. This light grey hue signifies success, modernity, agelessness, and cutting-edge technological innovation.

2.3 Typeface

The neo-grotesque sans-serif typeface family Roboto is the chosen typeface family for the PALPABLE project website. (Figure 4)

Due to its geometrical form and open curves, it is friendly to readers. As Google describes it, the font is made to be "modern, yet approachable".

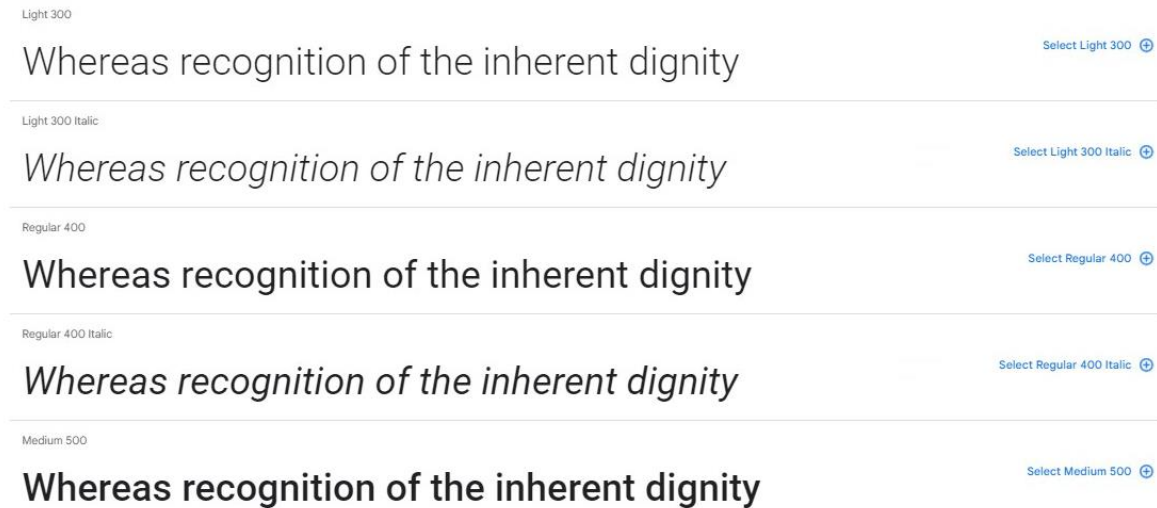


Figure 4 - PALPABLE typeface family

3. Website

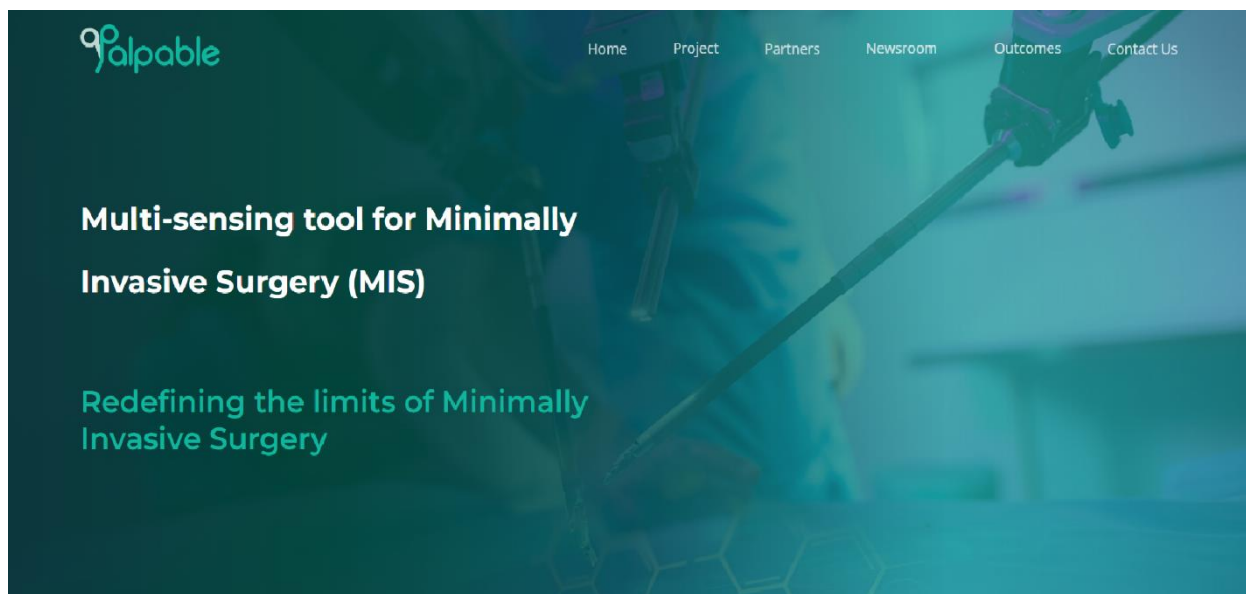


Figure 5 - PALPABLE home page

The project website has been designed and developed by the project coordinator, TWI Hellas, in agreement with the whole consortium. This online space will function as the project's base, where its visual identity, mission, objectives, and technologies are to be showcased.

The website will also pose as the communication centre for progress updates, event attendances, important publications, results and milestones worth mentioning around the Horizon Europe project. Additionally, public deliverables, and promotional multimedia material, from videos and presentations to posters and newsletters, will be available to website visitors. All these different communication and dissemination activities will be used to draw the attention of targeted audiences by publicising valuable information about the project activities throughout the four-year period.

Finally, the website will be updated regularly to keep up with the various project activities and developments and provide a solid foundation for future exploitation after the project fulfils its course.

3.1 Website Domain

The website has been built in the **palpable-project.eu** domain. Furthermore, to facilitate the project's future viability, three additional domains have been purchased; **palpableproject.eu**, **palpable-project.com** and **palpableproject.com**, which are redirected to the main website domain.

3.2 Website Development

React (also known as React.js or ReactJS) is a prevalent, open-source JavaScript library for creating user interfaces and websites. On the PALPABLE website, React is used as a front-end JavaScript framework. The choice of React was based on the fact that it is lightweight in terms of both file size and operation speed, making it an excellent choice for fast web applications and websites. The website also has UK English as its standard language.

3.3 Website Sitemap

The PALPABLE website intends to offer insight into the project's mission and activities by designing a responsive and user-friendly web space. As seen below in Figure 5, the sitemap includes information about the project and is easy to navigate.

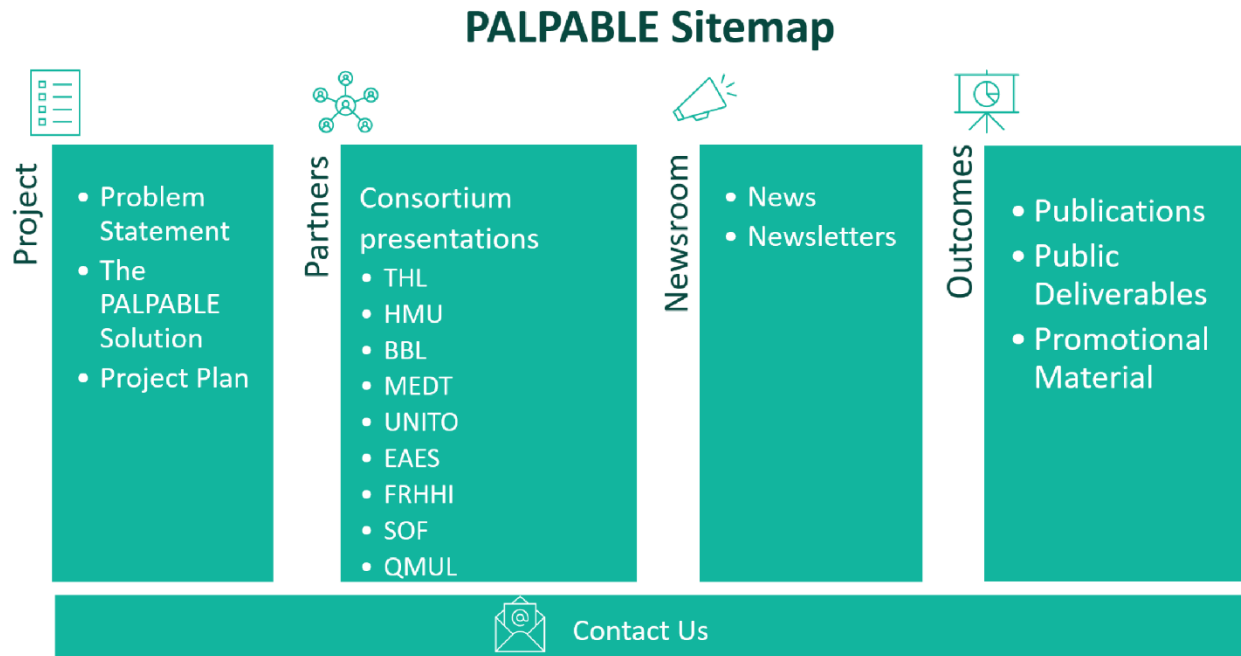


Figure 6 - PALPABLE sitemap

In the section below, the different web pages of the project website are presented and broken down regarding their purpose of existence. On all the pages, the EU funding acknowledgement appears in the footer.

Table 1 - PALPABLE home page

Home					
Palpable in a nutshell	Partners	Latest News	Newsletter Subscription Form	Contact	EU project info

Table 2 - PALPABLE project page

Project Page		
Problem Statement	The PALPABLE solution	Project Plan
Description of the targeted problem in the healthcare industry	The project's contribution to solving that problem	Analysis of the objectives and technologies to be developed

Table 3 - PALPABLE consortium page

Consortium Page			
TWI Hellas	Hellenic Mediterranean University	Medtronic Iberica	University of Turin
The European Association of Endoscopic Surgery	Fraunhofer Heinrich Hertz Institute	Bendabl	Sofradim Production
	Queen Mary University of London	University of Essex	

Table 4 - PALPABLE newsroom page

Newsroom
News
<p>News and important updates will be featured in this section, such as:</p> <ul style="list-style-type: none"> • Project Updates • Project Milestones • Publications • Event Presentations • Dissemination material • Demos
Newsletters
<ul style="list-style-type: none"> • All project newsletters gathered in one place for easy access for everyone.

Table 5 - PALPABLE outcomes page

Outcomes
<ul style="list-style-type: none"> • Public Deliverables Project reports and other documents will be stored in this section so that the public can access them. • Publications This section will keep track of the PALPABLE research journey in the form of journals, conference presentations, research posters, invited talks and colloquia, as well as magazines, press and media coverage. • Promotional Material This section will include brochures, posters and any other promotional material about PALPABLE

Table 6 - PALPABLE contact us

Contact Us
This section contains a contact form so that interested parties will be able to get in touch with the consortium.

3.4 Website Security, Monitoring and Content Management

The technical support and maintenance of the PALPABLE website has been TWI Hellas' responsibility since its creation. New content will be uploaded there as well as technical and downtime issues will be prevented or resolved. Moreover, the website's performance will be monitored using a web analytics tool to measure essential KPIs like the number of visitors.

Last, Search Engine Optimisation (SEO) techniques will be implemented to gain extra visibility and help the website rank better in Google. A GDPR-compliant cookie policy has been arranged on the website.

4. Social Media Platforms

The PALPABLE project will utilise social media to inform the world about its purpose of existence and ongoing technological work. By employing social networking (LinkedIn), microblogging (Twitter) and content-sharing (YouTube) platforms during the project, the consortium aims to raise the possibility that the targeted technical and scientific audiences will follow PALPABLE and maximise its potential impact. The partners will also share social media posts and videos to help the project get exposed to their respective networks.

To stay relevant in the online community, the selected social media accounts will be consistently populated with new content around development news, publications, conference participations and important sector news from peer research institutions, universities, stakeholders, manufacturers, and policymakers. The different posts, videos and visuals will be developed and supported by the consortium.

4.1 LinkedIn

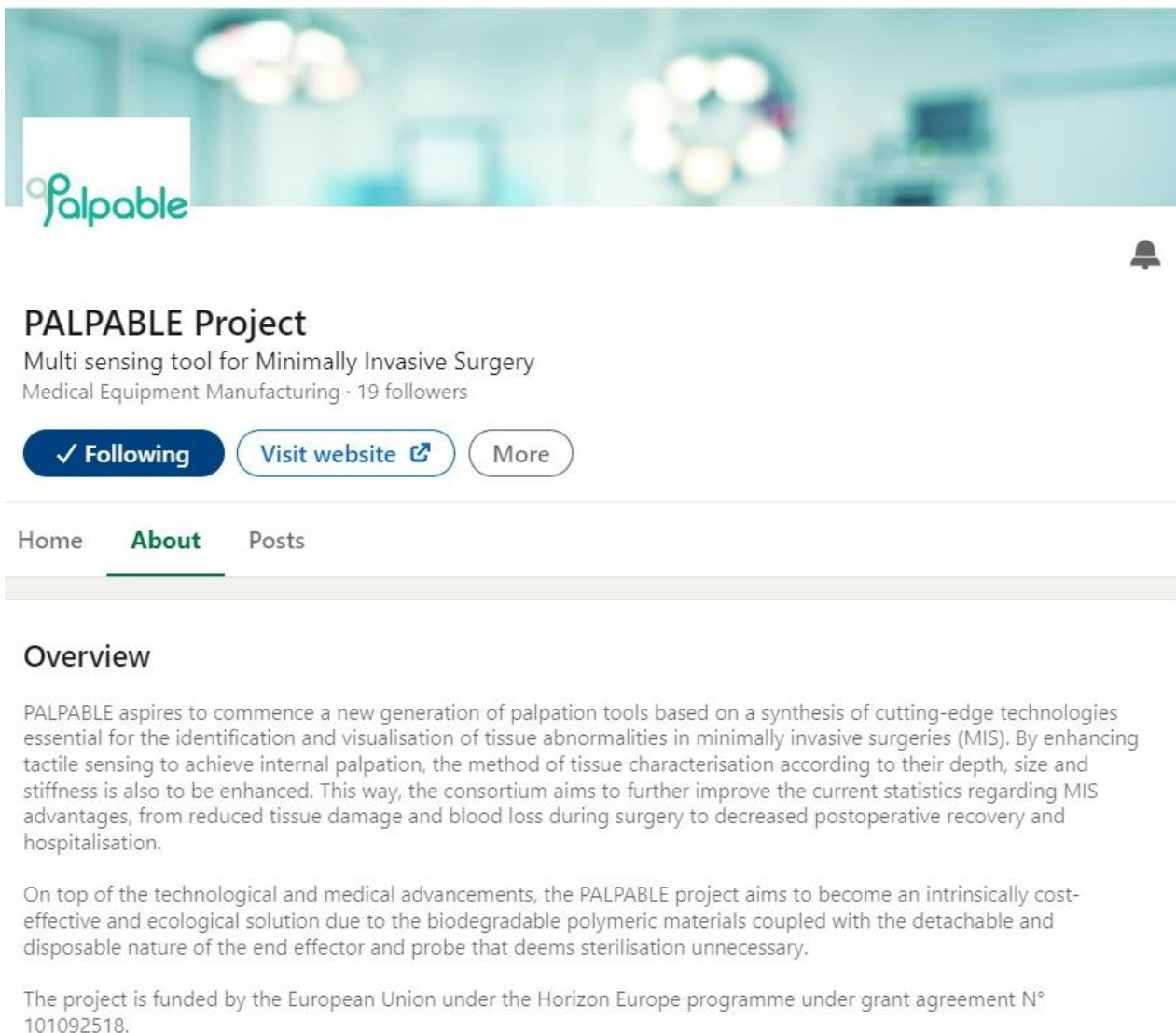


Figure 7 - PALPABLE LinkedIn Page

LinkedIn is the no1 professional social networking platform suitable for career advancement, business ventures, as well as innovations in science, technology, economy, and sustainability. As expected, research projects found a fitting place in this platform and fertile ground to come in contact with peer initiatives, industry players, technology, scientific and medical communities. In this context, the project's LinkedIn account (<https://www.linkedin.com/showcase/palpable-project/>) intends to draw attention to the evolving minimally invasive surgery (MIS) field and the benefits that stem from bringing innovative new tools that can enable new functionalities in it.

4.2 Twitter



Figure 8 - PALPABLE Twitter Page

Twitter is the ultimate microblogging platform that poses as an online diary. It is widely used by research institutions and technology companies while reaching out to young demographics. The PALPABLE Twitter account (<https://twitter.com/palpableproject>) will seek extra exposure to the research medical community and the industrial world by selecting the right hashtags to help the project content travel further into the social media platform.

4.3 YouTube

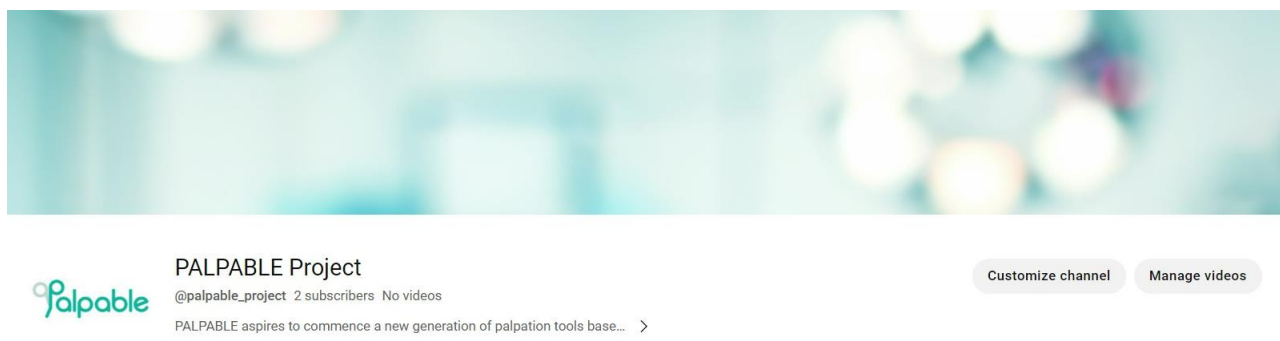


Figure 9 - PALPABLE YouTube Channel

YouTube is the ultimate audiovisual content-sharing platform; thus, the PALPABLE project account (https://www.youtube.com/@palpable_project) will host material, from demos and presentations to use cases and workshop videos. For extra exposure, all the videos on YouTube will become part of news pieces on the official PALPABLE website and be shared on the project's LinkedIn and Twitter accounts.

5. Promotional Material

5.1 Newsletters

The project progress will be communicated to key stakeholders via digital newsletters that will be issued regularly, corresponding to the respective project updates. Arrangements have been made to link the PALPABLE website with the platform Mailchimp to monitor the newsletters' subscribers. The website follows GDPR processes and does not ask for extra information apart from email addresses through the subscription form on the home page. This way, all interested parties will be able to receive the latest updates around the PALPABLE research developments.

5.2 Brochure and Poster

The PALPABLE brochure and poster aim to inform potential stakeholders, such as the scientific, healthcare and technological communities. At the same time, both promotional materials employ attractive visuals to achieve greater exposure to a broader audience. In particular, they include the project's mission, objectives, and EU funding acknowledgement, as well as the project technologies summarised and the presentation of the different consortium partners. Moreover, both the brochure and poster share all the possible contact points from the PALPABLE website to the social media channels (LinkedIn, Twitter, YouTube).



Figure 10 - PALPABLE foldable brochure (side A)



Figure 11 - PALPABLE foldable brochure (side B)



Multi-sensing tool for Minimally Invasive Surgery (MIS)

Redefining the limits of Minimally Invasive Surgery

Palpable

Project Mission

PALPABLE intends to become a frontrunner in the European healthcare industry by making breakthroughs in photonic, multi-sensing systems and soft robotics devices. The project can become the perfect robotic ally for the healthcare sector by...

- offering surgeons better access to visualising tissues and identifying their properties during minimally invasive surgeries (MIS).
- ensuring a shorter and improved postoperative period for the patient.
- exploiting the manufacturing method and elements of the probe that can help the project scale up to support the growing healthcare needs in Europe.

Project Technologies

- A thin, pneumatically actuated end-effector with proprioceptive sensing.
- A sensorised probe capable of distributed tactile sensing.
- A non-planar photonics circuit for haptic sensor array interrogation.
- A distance-sensing module.
- A stiffness profile reconstruction algorithm.

Consortium






 This project has received funding from the European Union's Horizon Europe programme under Grant Agreement N°101092318.

Figure 12 - PALPABLE poster

5.3 Presentation Template

Project presentation templates were designed to ensure that all documents produced have the same design and consistency with the project's image. They are created to be used as the basis for PALPABLE presentations in various contexts, from project meetings to conferences and workshops to innovation launches. Taking into serious consideration the Horizon Europe programme, the acknowledgement of European funding is permanently embedded in the slides.

Below, the Heading/Closing Slides and examples of designed presentation slides can be found.



Figure 13 - PALPABLE Presentation Template - Heading Slide

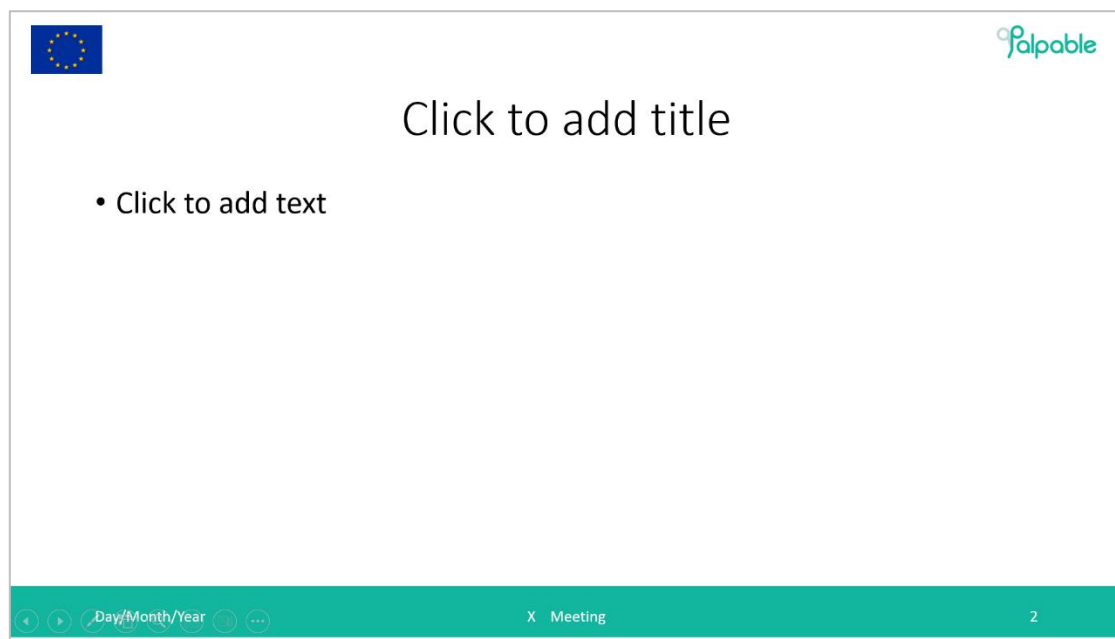


Figure 14 - PALPABLE Presentation Template - Content Slide (Variation 1)

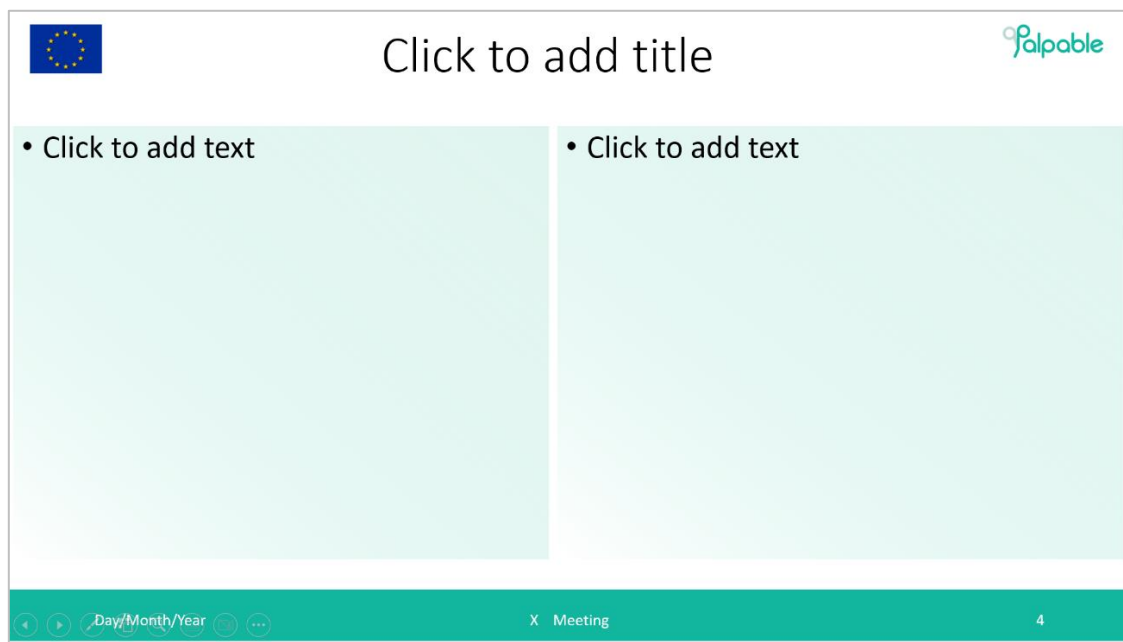


Figure 15 - PALPABLE Presentation Template - Content Slide (Variation 2)



Figure 16 - PALPABLE Presentation Template - Closing Slide

5.4 Deliverable Template

A template format for project deliverables was also created, as seen below.

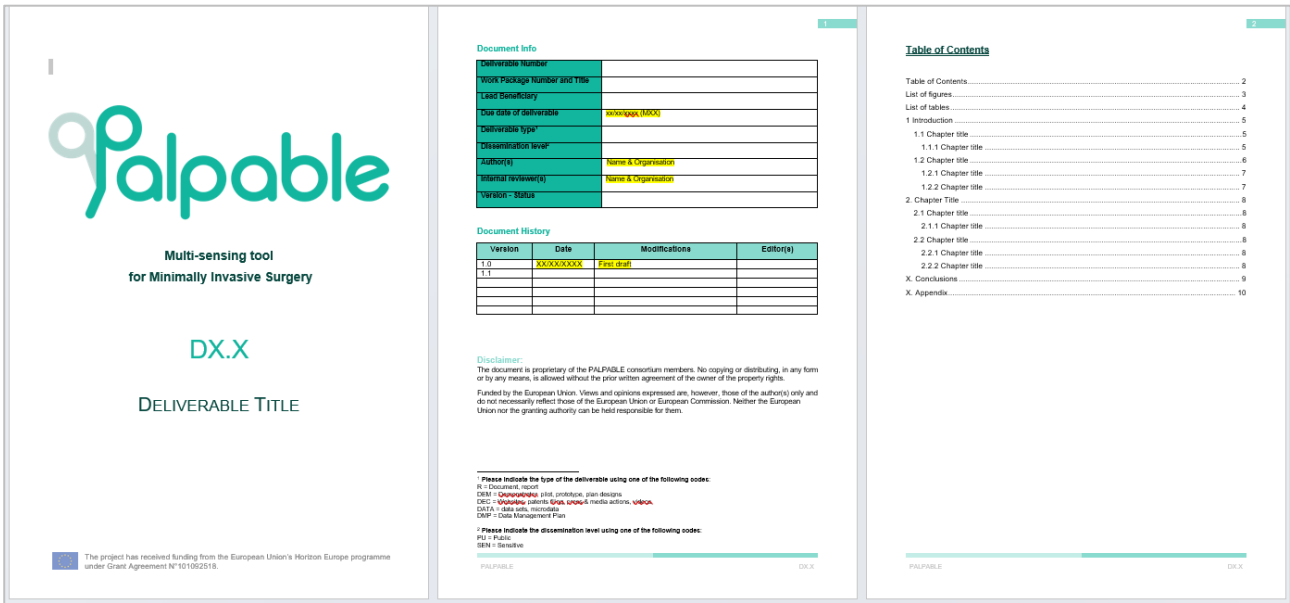


Figure 17 - PALPABLE Deliverable Template Sample Pages (a)

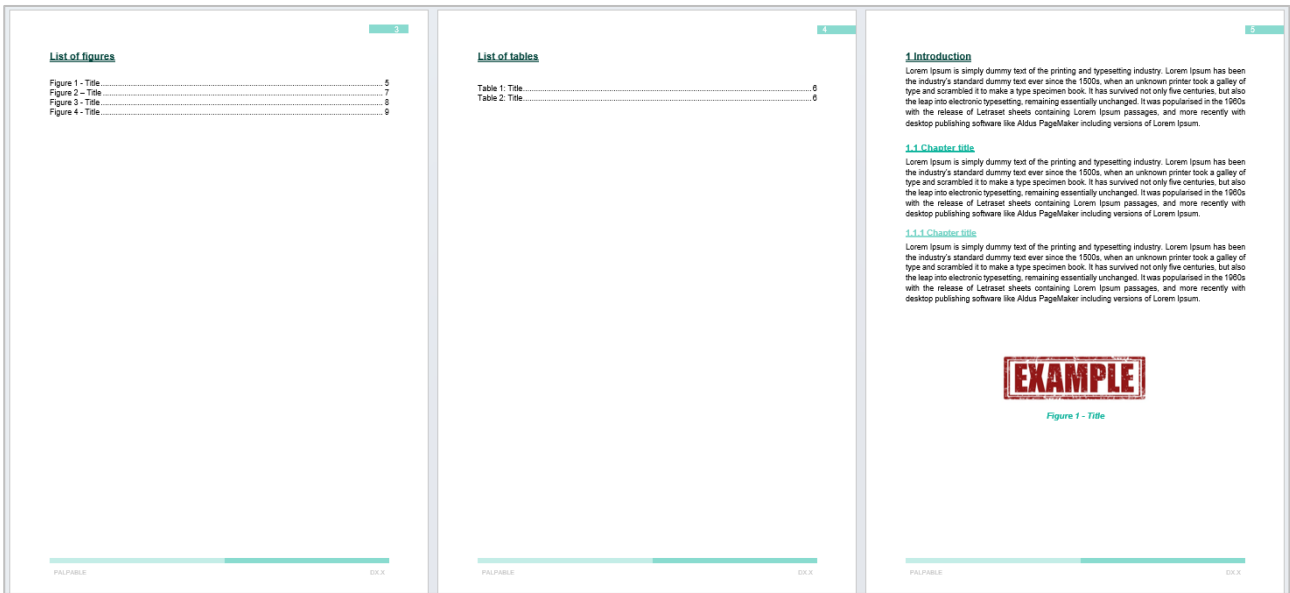


Figure 18 - PALPABLE Deliverable Template Sample Pages (b)

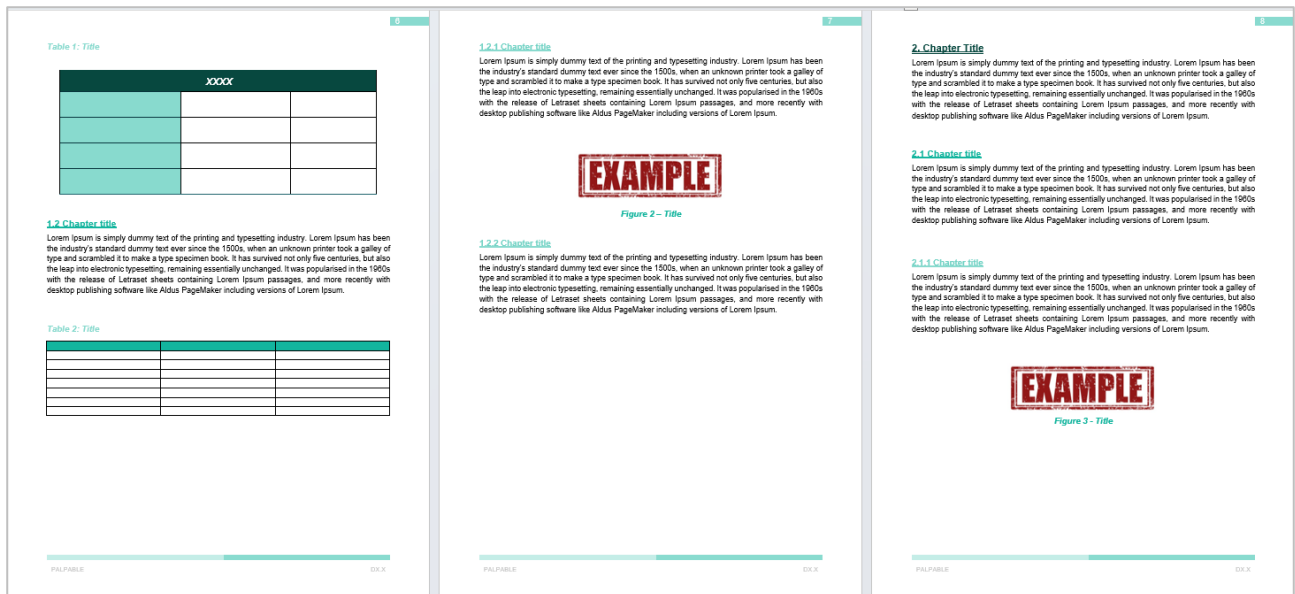


Figure 19 - PALPABLE Deliverable Template Sample Pages (c)

6. Conclusions

This deliverable marks the branding beginning for the PALPABLE project. By putting together its brand identity from its visual representation (designing the logo to deciding on its colours and typeface) to building its first promotional material (poster, brochure), the consortium aims to solidify the project's public image and thus spread its mission more effectively. Throughout the project's course, new material will be created according to the respective communication and dissemination needs, and required alterations will be made to the existing ones and this deliverable as well.

The PALPABLE website intends to be an information centre for all the target audiences and stakeholders. It will provide updates on project results, publications and public deliverables while offering the ability to interact with the consortium and subscribe to the newsletters throughout the project. Lastly, the project website will be closely linked to the project's social media platforms (LinkedIn, Twitter, YouTube) since updates, milestones, new promotional material, events and publications will be shared there. The social media platforms will also host consortium info and industry news that could pose as conversation starters for interesting online discussions or establishing ties with the targeted communities.