



TechEthos Call for Offer – Web developer experienced with digital exhibition

FROM

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1. Introduction

Ecsite is a European Network of Science Engagement organisations based in Brussels. We are currently looking for web designers to digitalise a museum installation for an EU-funded project – TechEthos.

[TechEthos](#) is an EU-funded project that deals with the ethics of the new and emerging technologies anticipated to have high socio-economic impact. Three technology families have been identified as its focus area: [Digital Extended Reality](#), [Climate Engineering](#), and [Neurotechnologies](#).

TechEthos aims to facilitate “ethics by design”, namely, to bring ethical and societal values into the design and development of new and emerging technologies from the very beginning of the process. The project will produce operational ethics guidelines for three technologies for users such as researchers, research ethics committees and policymakers. To reconcile the needs of research and innovation and the concerns of society, the project has been exploring the awareness, acceptance and aspirations of academia, industry and the general public alike and is currently working to reflect them in the guidelines.

Six science centres and museums involved in the project as Linked Third Parties (LTPs) have been engaging their public in various activities, such as [science cafés](#) and [game workshops](#) to collect their awareness and attitudes towards the three technology families.

During the final year of the project, the many insights available from the process will be displayed using an [installation](#) that will be built and showcased for a minimum of two months by participating science centres and museums. In addition to the physical versions of the installation, we plan to display a digital version on the project website to reach a wider audience. The chosen contractor will be in charge of producing this digital version and maintain it until the end of the project (31st December 2023).

This document includes a project overview and a description of the tasks to be done and deadlines. Please feel free to email cboissenin@ecsite.eu with questions or comments

2. Brief and tasks to perform

Ecsite is looking for a company that would carry out the digitization of the installation in close cooperation with our team developing the installation. For this purpose, we need:

- The digitization of the installation

- Maintenance from October to December 2023 and correction of potential issues and bugs
- Adaptation of the visual identity into the web-design
- Website concept: architecture, technical aspects, screen mock-ups
- Integration of all the contents provided by Ecsite

3. Budget

The indicative budget for this job is 5.000 €.

4. Selection criteria and process

Proposals will be assessed based on the following criteria:

1. Price efficiency and effectiveness (40%)
2. Excellent understanding of the assignment (30%)
5. Clear and well-defined working process (30%)

The proposals will be reviewed by Ecsite.

6. Schedule

The result of the selection process will be given by 17th July 2023. The collaboration agreement will be signed in the following week at the latest.

Online installation – Digitisation and web design

- By 24th July 2023: Kick-off meeting with Ecsite
- 31st July 2023: Website concept delivered to Ecsite
- 11th August 2023: Architecture and technical aspects delivered to Ecsite
- 21st August 2023: Screen mock-ups delivered to Ecsite
- 25th August 2023: Validation by Ecsite
- 26th August to 1st October 2023: Development
- 2nd October 2023: Launch of the digital installation

Additional meetings will be organised to discuss and validate the different stages and proposals.

7. How to apply

The deadline to apply is 23.59 CEST on 12th July 2023.

In order to give us the possibility to assess the proposal, please prepare a single document in PDF format, considering the criteria set out in section 4, including:

- Your proposal (technical aspects and technology used)
 - o Methodology and project timeline with major tasks and milestones (to assess the process) (how to work together and how to work with the graphic designer)
 - o Budget by line item (to assess the process)
 - o Resources needed
- Portfolio indicating examples of similarly-complex projects (to assess the technical capability)

Please send the document at the following email: **cboissenin@ecsite.eu**

8. Annexes

- Annex 1: Concept of the installation
- Annex 2: Video teaser – Your Ethics Decide – TechEthos Installation
- Annex 3: TechEthos Brand Manual

Annex 1 – TechEthos Installation Concept

Version: 2

Date: 3/6/2023

The Installation's concept builds on a thorough understanding of targeted audience and expected impact on them. Further on, we identify building elements for the narrative and propose concrete structure that responds to expected impact based on engaged audiences. At the end, we also identify needed building elements that will be designed as visual and physical objects.

Audiences and expected impact.

Throughout the internal workshops, the project partners identified three main audiences:

- **Experts** like researchers and students, as well as practitioners like designers, engineers and developers. This audience already has some (or good) **pre-existing knowledge** about the specific technological family, especially technical. Consequentially, their main interests are **ethical considerations** on selected emerging technologies. In such a context, they are also **eager to share their opinion**.
- **Primary school teachers and pupils**. This audience is mainly driven by their interest in their **vocational development, expected to learn more and get inspired** about selected emerging technologies. They have **no (or very low) knowledge**.
- **General public** like families, youngsters, and adult non-experts. This audience is driven mainly by **attractive and engaging activities** that provide a **memorable experience**, as well as something that relates to their **everyday lives**.

Expected impacts:

- **Memorable experiences** on general public, to remember the TechEthos' main point.
- **Practical advice** for general public, to understand how emerging technologies relate to their everyday lives.
- **Empowerment** for all audiences to feel related to ethical design of new technologies.
- **Improved literacy** for all audiences to know more about specific emerging technologies.
- **Inspiration and motivation** for pupils, students and practitioners/experts to more actively engage with these technologies also from more ethical perspectives.

- **Encouragement** to think critically, especially for experts.

Narrative building elements.

To design an installation that would make an impact on the above audiences, we identified three narrative-building elements of the installation:

- **The overarching narrative** with the focus on “ethics by design”. With this we prioritise communicating **values** that underlie the development of new technologies, and not technologies as something technically neutral.
 - **Allowing critical thinking** on emerging technologies.
 - **Addressing responsible research and innovation.**
 - **Addressing a variety of impacts**, from people’s impact on development of these technologies as the way technologies impact their lives.
 - **Making it personal**, so that the presentation better relates to the audience.
 - **Opinion matters & leaving a mark** that gives voice to the visitors.
 - **Attractive design and punchy headlines.**
- **Introduction of technological families** with a focus on **promises and opportunities, as well as concerns and boundaries**. This scope provides an understanding of technologies also from more societal and environmental contexts.
 - **Opportunities and promises** that encourage visitors to learn more and get inspired.
 - **Concerns and boundaries** that support visitors in their critical considerations.
- **Scenarios** with a focus on a concrete memorable experience. In this way, presented technological considerations better relate to audiences’ personal experience or their everyday life.
 - Engaged relation with **people’s everyday lives.**
 - **Hands on interactions.**
 - **Locally related examples.**
 - Multiplicity of scenarios as **discussion starters.**

Installation narrative

Following the definition of these three elements, we propose the following structure of the installation narrative:

- **Headline message: Your ethics decide on new technologies.**

- By identifying the visitors with an opinion as main actor the installation, we call them out.
- In a manner to give them agency in development of new technologies, we remind them that their everyday **decisions** already contribute to the design of new technologies, as well as suggesting how to improve the impact of their decisions.
- With the focus on **ethics**, we remind them of values that underlie their decisions.
- Describing technologies: **Promises & Opportunities** and **Concerns & Boundaries**; Technologies are described through the established understanding of promises and opportunities, as well as the concerns and boundaries of selected technological subfields, like NLP for example.
 - **Promises** communicate the narrative from developers and companies.
 - **Opportunities** provide guidelines for vocational and career developments.
 - **Concerns** inform about hidden issues, especially societal, ethical or legal ones.
 - **Boundaries** provide a reality check as provided by experts.
- Scenarios: **Natural Language Processing** and **Climate Engineering**.
 - **Engaging objects, examples or experiences** of existing applications
 - **Artworks** addressing or demonstrating technologies; also, as a way of critical thinking
 - **Attractive visuals**, with maps, infographics, ...

The narrative will be communicated through headlines, statements, quotes, short texts, strong visuals like infographics, images and videos. Longer, more informative texts can be provided via QR codes linking the digital installation.

Installation building elements

Science centres shared their **conditions** for setting up the installation and **activities** associated with the installation. Despite their different requirements, we can identify some common properties:

- **Stand-alone or wall-based installation** will require **modular communication surfaces** applicable to different materials and structural elements (panels, wallpapers, windows, ...).
- Mainly **open spaces** that are **usually surrounded by other exhibitions** will require appropriate visual language, that **in a balanced way attracts the attention**.
- **Flexible and mobile design**, allowing individual setup on multiple locations.
- **Multilingual design**, for science centres with multilingual audiences.
- **Space for workshops and conferences**, hosting guest experts or other activities.
- **Interactive or hands-on exhibits**, mainly screen based ones, depends on the technology.
- **Guidelines for facilitators** on how to engage with visitors.

Proposed elements:

- **Printed communication surfaces** for the overall narrative and technology descriptions in a form of wallpapers, window applications or standalone panels. These surfaces take less space, while providing substantial attraction and visibility.
- **Standalone elements for screen and interactive works.** These elements provide a way to position screens and interactive experiences closer to the public.
- **Discussion corner** with tables and chairs will provide visitors opportunity to engage or discuss technology related issues—while they are resting on their walkthroughs.
- Additional elements, if required.

Required designs and templates:

- wallpaper design,
- window sticker design,
- standalone panels,
- screen stand,
- interactive screen stand.

Annex 2 – Video Teaser – Your Ethics Decide – TechEthos installation

The video can be accessed using this link:

<https://youtu.be/lhXJEZB0SIs>

you can either click it or copy it and pasted into your browser.

Annex 3 – TechEthos Brand Manual



TECHETHOS

FUTURE ○ TECHNOLOGY ○ ETHICS

Brand Manual



The TechEthos Project

TechEthos is an EU-funded project that deals with the ethics of the new and emerging technologies anticipated to have high socio-economic impact. The project involves ten scientific partners and six science engagement organisations and runs from January 2021 to the end of 2023.

TechEthos aims to facilitate “ethics by design”, namely, to bring ethical and societal values into the design and development of new and emerging technologies from the very beginning of the process. The project will produce operational ethics guidelines for three to four technologies for users such as researchers, research ethics committees and policy makers. To reconcile the needs of research and innovation and the concerns of society, the project will explore the awareness, acceptance and aspirations of academia, industry and the general public alike and reflect them in the guidelines.

TechEthos receives funding from the EU H2020 research and innovation programme under Grant Agreement No 101006249. This deliverable and its contents reflect only the authors’ view. The Research Executive Agency and the European Commission are not responsible for any use that may be made of the information contained herein.



Table of Contents

- 1. Brand definition. 4
- 2. Logotype 5
 - 2.1 Logotype 5
 - 2.2 Versions 6
 - 2.3 Favicon 8
- 3. Visual System 9
 - 3.2 Typography 10
 - 3.3 Design elements 12
 - 3.4 Photographic treatment 14
 - 3.5 Usage examples 16
- 4. Applications 18
 - 4.1 Word document 18
 - 4.2 Power Point presentation 20
 - 4.3 Newsletter 22
 - 4.4 Factsheet 24
 - 4.5 Corporate web 26
 - 4.6 Social media. 30





1. Brand definition

TechEthos aims to shine a spotlight on ethics within the sphere of technology innovation.

In particular, it targets new and emerging technologies which raise complex ethical issues and are expected to have significant impacts on the economy and society within a five-to-ten-year horizon. With outputs and activities aimed at audiences from academia, industry and the general public alike, it needed a professional yet friendly look.

This style guide presents the communication and dissemination tools that will provide the project with a strong brand identity, both in print and online. It covers the project’s visual identity, composed of the logotype, colour palette and typography, and its application on a range of print and digital materials, highlighting the hierarchy and composition.

2. Logotype

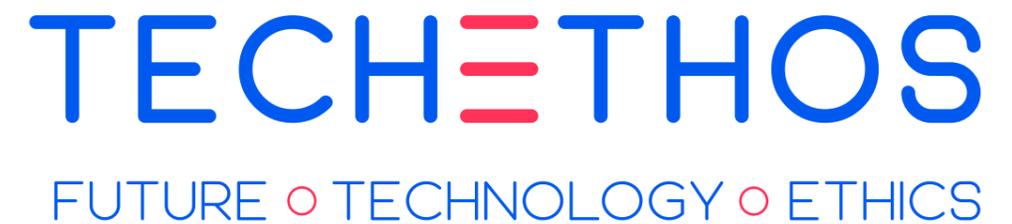
2.1 Logotype

The idea behind it is to remove the dichotomy often seen in the research and innovation community between technology and ethics and create a look that joins these two concepts together using the triple-line icon.

This versatile symbol has two strong connections: the sign in Mathematics to denote “if and only if” (i.e. meaning technology should be possible if and only if there is ethics) and the digital world, as it resembles the ‘hamburger’ navigation icon (i.e. TechEthos’ role in navigating the ethical challenges of emerging technologies). This provides a strong message to the field TechEthos is working in, allowing TechEthos to be not only recognisable but also focussed in the direction the project will be moving towards.

Tagline. ‘Future. Technology. Ethics.’ had gathered unanimity among partners since the proposal stage as a strong statement of the key elements behind TechEthos.

Main version with tagline
Used above white



File identifier:
2.1 TECHETHOS LOGO.svg





2.2 Versions

Main Versions

TECHETHOS
FUTURE ○ TECHNOLOGY ○ ETHICS

White and Fuchsia
Version used only when the logo is above the corporate blue

TECHETHOS
FUTURE ○ TECHNOLOGY ○ ETHICS

White and Blue
Version used only when the logo is above the corporate fuchsia

TECHETHOS
FUTURE ○ TECHNOLOGY ○ ETHICS

White
Version used on top of other colours

TECHETHOS
FUTURE ○ TECHNOLOGY ○ ETHICS

Greyscale
Version used for printed materials in non-colour

File identifier:
2.2.1 TECHETHOS LOGO.svg
2.2.2 TECHETHOS LOGO.svg
2.2.3 TECHETHOS LOGO.svg
2.2.4 TECHETHOS LOGO.svg

Versions without Tagline

TECHETHOS

Main version without tagline
Version used above white

TECHETHOS

White and Fuchsia
Version used only when the logo is above the corporate blue

TECHETHOS

White and Blue
Version used only when the logo is above the corporate fuchsia

TECHETHOS

White
Version used on top of other colours

TECHETHOS

Greyscale
Version used for printed materials in non-colour

File identifier:
2.2.5 TECHETHOS LOGO.svg
2.2.6 TECHETHOS LOGO.svg
2.2.7 TECHETHOS LOGO.svg
2.2.8 TECHETHOS LOGO.svg
2.2.9 TECHETHOS LOGO.svg



2.3 Favicon

Main versions



Main Favicon
Used on top of white colour or corporate blue



White
Version used on top of other colours



Greyscale
Version used for printed materials in non-colour

File identifier:
2.3 TECHETHOS FAVICON.svg
2.3.1 TECHETHOS FAVICON.svg
2.3.2 TECHETHOS FAVICON.svg

3. Visual System

3.1 Colour

A strong preference had emerged among partners on the use of blue, considering the professional audiences of the project. The fuchsia softens the intensity of the blue, adding a touch of originality.

Main Colours



Corporate Blue
RGB 0/89/239
#0059EF



Corporate Fuchsia
RGB 255/50/90
#FF325A

Complementary Colours



Corporate Grey
RGB 0/89/239
#0059EF



Black
RGB 255/50/90
#FF325A

Secondary Colours



Dark Blue
RGB 0/51/178
#0033B2



Light corporate Blue
RGB 77/137/244
#4D89F4



Light corporate Fuchsia
RGB 77/137/244
#4D89F4



Light corporate Grey
RGB 240/240/227
#F0F0ED

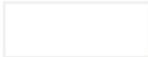


3.2 Typography

The font "Ubuntu" was selected as the typeface due to its simplicity and strong, distinguished look, allowing us to easily create hierarchy in text and documents.

To ensure correct use of the typographic range in Ubuntu, 4 typefaces in the same family are specified, Ubuntu Regular, Ubuntu Italic, Ubuntu Medium and Ubuntu Medium Italic.

Colours: In general five colours should be used for the texts: the Corporate Fuchsia for titles, the Corporate Blue for subtitles and highlights, black colour for body text, white for text on blue or fuchsia corporate colour and dark blue for hyperlinks.

	Corporate Blue RGB 0/89/239 #0059EF	Subtitles and highlights
	Corporate Fuchsia RGB 255/50/90 #FF325A	Titles
	Black RGB 255/50/90 #FF325A	Body text and bold
	White RGB 255/255/255 #FFFFFF	Text on blue or fuchsia corporate colour
	Dark Blue RGB 0/51/178 #0033B2	Hyperlinks

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ubuntu Regular
To be used for texts in general.

AaBb123

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Ubuntu Italic
To be used where necessary for example quotes, or emphasise words that have a special meaning.

AaBb123

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Ubuntu Medium
To be used for titles, subtitles and bold.

AaBb123

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Ubuntu Medium Italic
To be used where necessary for example quotes, or emphasise words that have a special meaning.

File identifier:
3.2 TECHETHOS FONT



3.3 Design elements

The logo will be accompanied by several star and circle icons and bars icons designed to decorate, highlight or separate sections in documents.

Star and circle icons to decorate



File identifier:
3.3.1 DESIGN ELEMENTS.svg

TECHETHOS

Welcome to Techethos

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

TECHETHOS

Welcome to Techethos

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

TECHETHOS

Welcome to Techethos

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

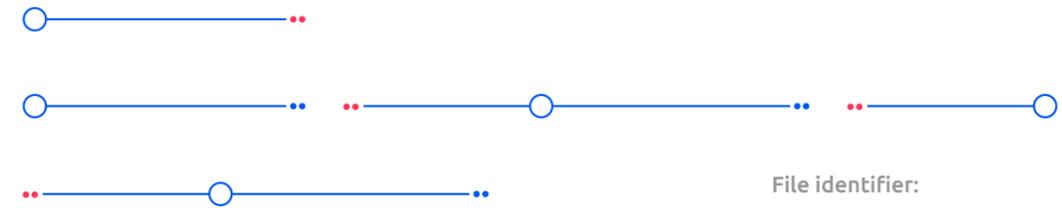
On white colour

Corporate Blue
RGB 0/89/239
#0059EF

On negative versions (on blue or fuchsia colours)

White
RGB 255/255/255
#FFFFFF

Bars to highlight or separate sections



File identifier:
3.3.2 DESIGN ELEMENTS.svg

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 molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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 molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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 molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.101006249.

3

Cluster of related projects

A number of projects and initiatives are ongoing in the areas of Research Ethics and Research Integrity. Together, they have established a core cluster that will meet regularly and work together with the following aims:

Exchange experiences and knowledge

Align future plans and act in synergy for activities and events

Prepare Policy Papers concerning the technologies relevant to the project

Our approach

TechEthos addresses the growing ethical challenges and expectations regarding new technologies by:

Scanning

the technology horizon to identify 3-4 emerging technologies carefully selected by our team for their potential socio-economic impact on our societies and challenging ethical issues

Analysing

each of these technologies in terms of ethics, policy and legal implications and societal awareness and acceptance with academia, industry and the general public alike

Enhancing

ethical and legal frameworks and operational guidelines to support the research community in integrating ethics concerns and societal values into research protocols and technology design

On white colour

Corporate Blue
RGB 0/89/239
#0059EF

Corporate Fuchsia
RGB 255/50/90
#FF325A

On blue colour

Corporate Fuchsia
RGB 255/50/90
#FF325A

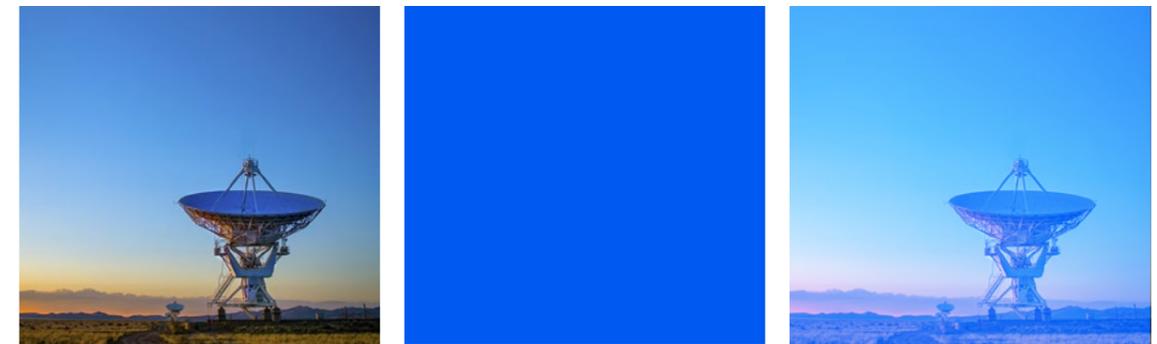


3.4 Photographic treatment

The images will be treated with a touch-up of colour. A corporate colour must be placed in a layer below the original image, it should be in blending mode: screen

This retouching can be done with any program of the Adobe package, although the best tool would be Adobe Photoshop.

	<p>Corporate Blue RGB 0/89/239 #0059EF</p>	<p>Main colour</p>
	<p>Corporate Fuchsia RGB 255/50/90 #FF325A</p>	<p>Secondary colour</p>
	<p>Black RGB 255/50/90 #FF325A</p>	<p>In cases where there is text on top of the photo and it cannot be seen well, a layer with 25% black will be added on top.</p>



Original photo with screen effect + Corporate Blue = Result image treatment



Original photo with screen effect + Corporate Fuchsia = Result image treatment



25% Black + Original photo with screen effect + Corporate Blue or Fuchsia = Result image treatment

3.5 Usage examples

General overview for type and design elements applications:

Format

DIN A4 / 210 mm x 297 mm

Typography and design elements

HEADER:

A. Favicon + Ubuntu Regular - 10 pt

BODY:

B. TITLE: Ubuntu Medium - 22 pt

C. SUBTITLE: Ubuntu Medium - 16 pt

D. HIGHLIGHT: Ubuntu Regular - 13 pt

E. BODY TEXT: Ubuntu Regular - 10,5 pt

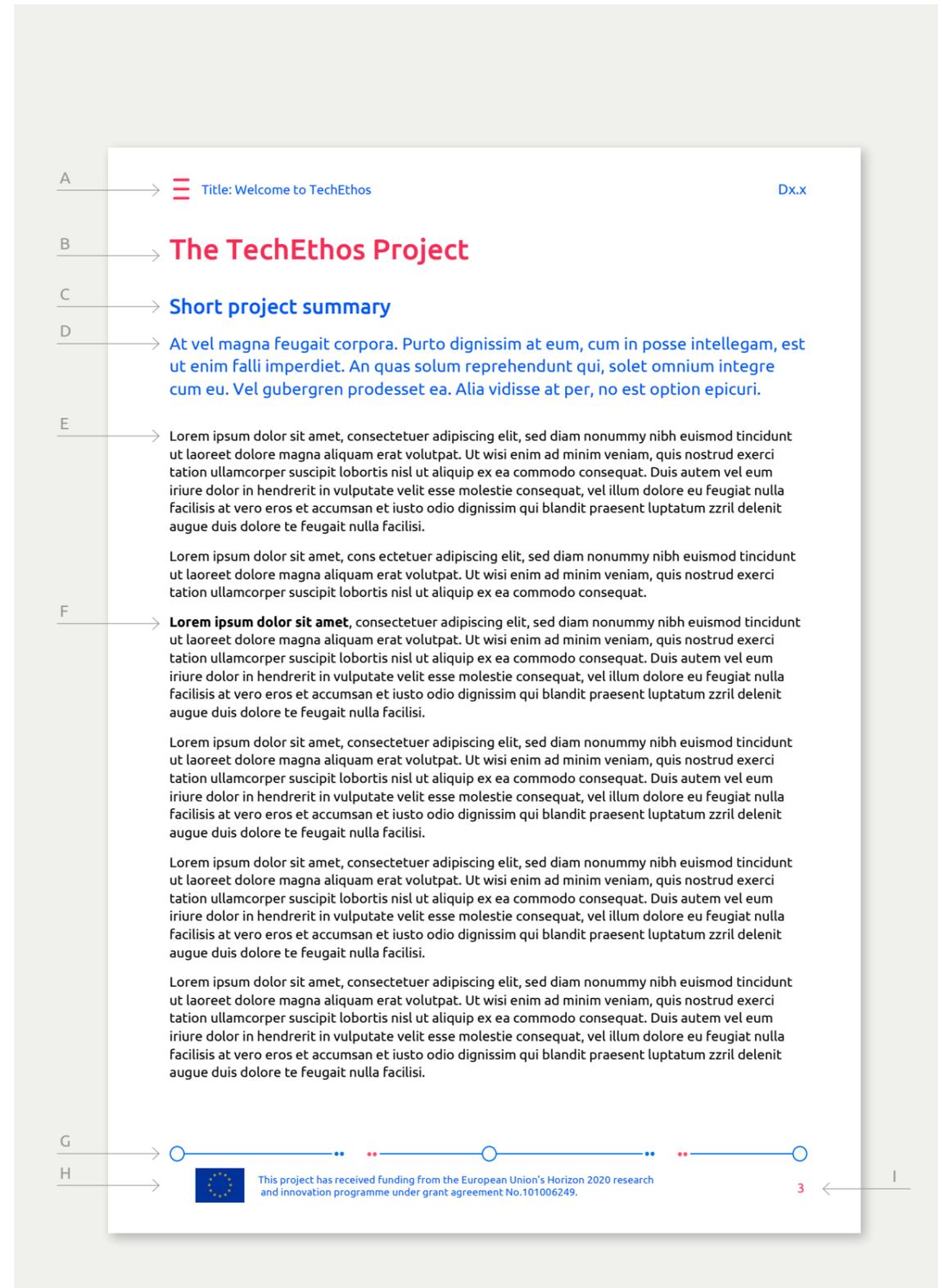
F. BOLD BODY TEXT: Ubuntu Medium - 10,5 pt

FOOTER:

G. LONG BAR

H. DISCLAIMER: EU flag + Ubuntu Regular - 8pt

I. PAGE NUMBER: Ubuntu Regular - 10pt



4. Applications

4.1 Word document

An editable deliverable template (in .dotx file format) was prepared, keeping in mind the specific needs of EU-funded project deliverables (e.g. EU flag, funding and responsibility disclaimers).

Format

DIN A4 / 210 mm x 297 mm

Cover

A. TITLE: Ubuntu Medium - 26 pt

B. SUBTITLE: Ubuntu Medium - 16 pt

C. DISCLAIMER: EU flag + Ubuntu Regular - 8pt

Lists and tables

L. TITLE: Ubuntu Medium - 22 pt

M. LIST: Ubuntu Regular - 10,5 pt

N. TABLE TITLE: Ubuntu Medium - 12 pt

O. TABLE SUBTITLE: Ubuntu Medium - 10,5 pt

P. TABLE BODY TEXT: Ubuntu Regular - 10 pt

Text

D. TITLE: Ubuntu Medium - 22 pt

E. HIGHLIGHT: Ubuntu Regular - 13 pt

F. BODY TEXT: Ubuntu Regular - 10,5 pt

G. QUOTE: Ubuntu Medium - 12 pt

H. QUOTE AUTHOR: Ubuntu Medium italic - 10,5 pt

I. HEADING 2: Ubuntu Medium - 16 pt

J. HEADING 3: Ubuntu Medium - 4pt

K. PAGE NUMBER: Ubuntu Regular - 10 pt

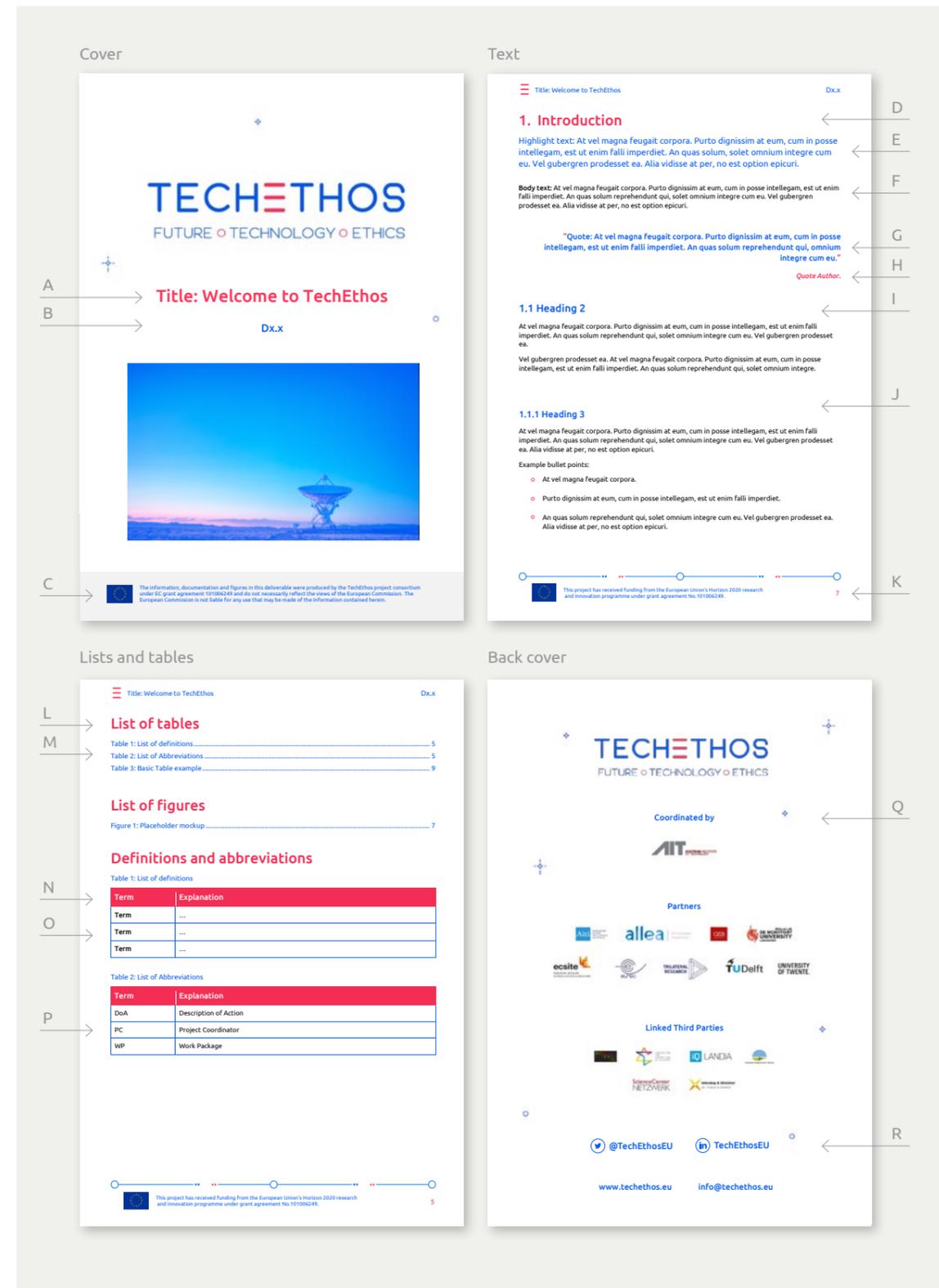
Back cover

Q. Ubuntu Medium - 13 pt

R. Ubuntu Medium - 15 pt

File identifier:

4.1 TECHETHOS WORD TEMPLATE.dotx



4.2 Power Point presentation

An editable presentation template (in .potx file format) was prepared, keeping in mind the specific needs of the project.

Format

16:9

Cover

- A. HEADER: Ubuntu Medium - 14 pt
- B. HEADER: Ubuntu Regular Italic - 12 pt
- C. TITLE: Ubuntu Medium - 44 pt
- D. SUBTITLE: Ubuntu Regular- 20 pt
- E. DISCLAIMER: EU flag + Ubuntu Medium and Regular - 10pt

Main hierarchy text

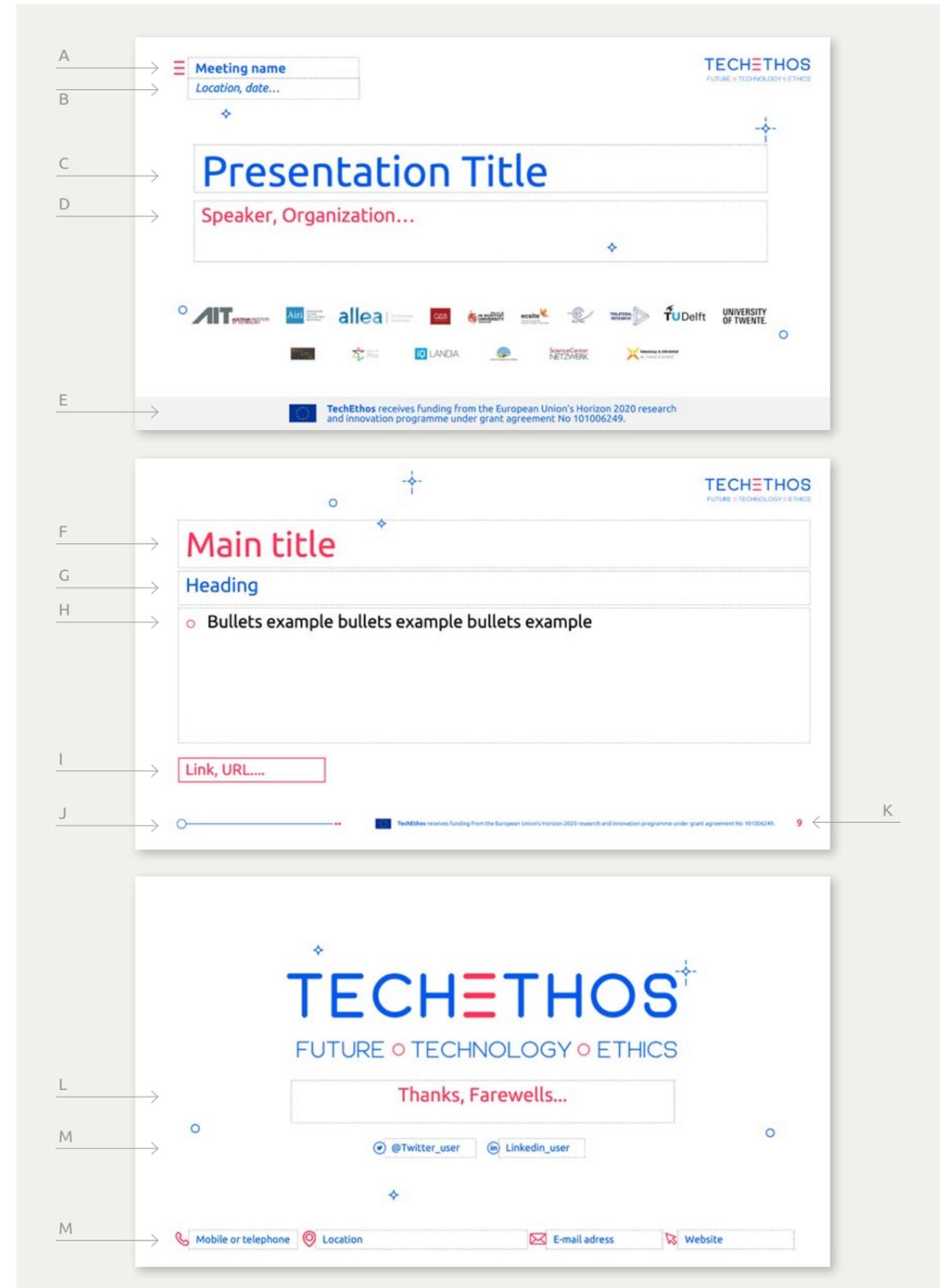
- F. TITLE: Ubuntu Medium - 36 pt
- G. HEADING: Ubuntu Regular - 20pt
- H. BODY TEXT: Ubuntu Medium - 18 pt
- I. BUTTON: Ubuntu Regular - 16 pt
- J. DISCLAIMER: EU flag + Ubuntu Medium and Regular - 6 pt
- K. PAGE NUMBER: Ubuntu Medium - 10pt

Back cover

- L. ACKNOWLEDGEMENTS: Ubuntu Regular - 20 pt
- M. INFORMATION: Ubuntu Regular - 10,5 pt

File identifier:

4.2 TECHETHOS PRESENTATION.potx



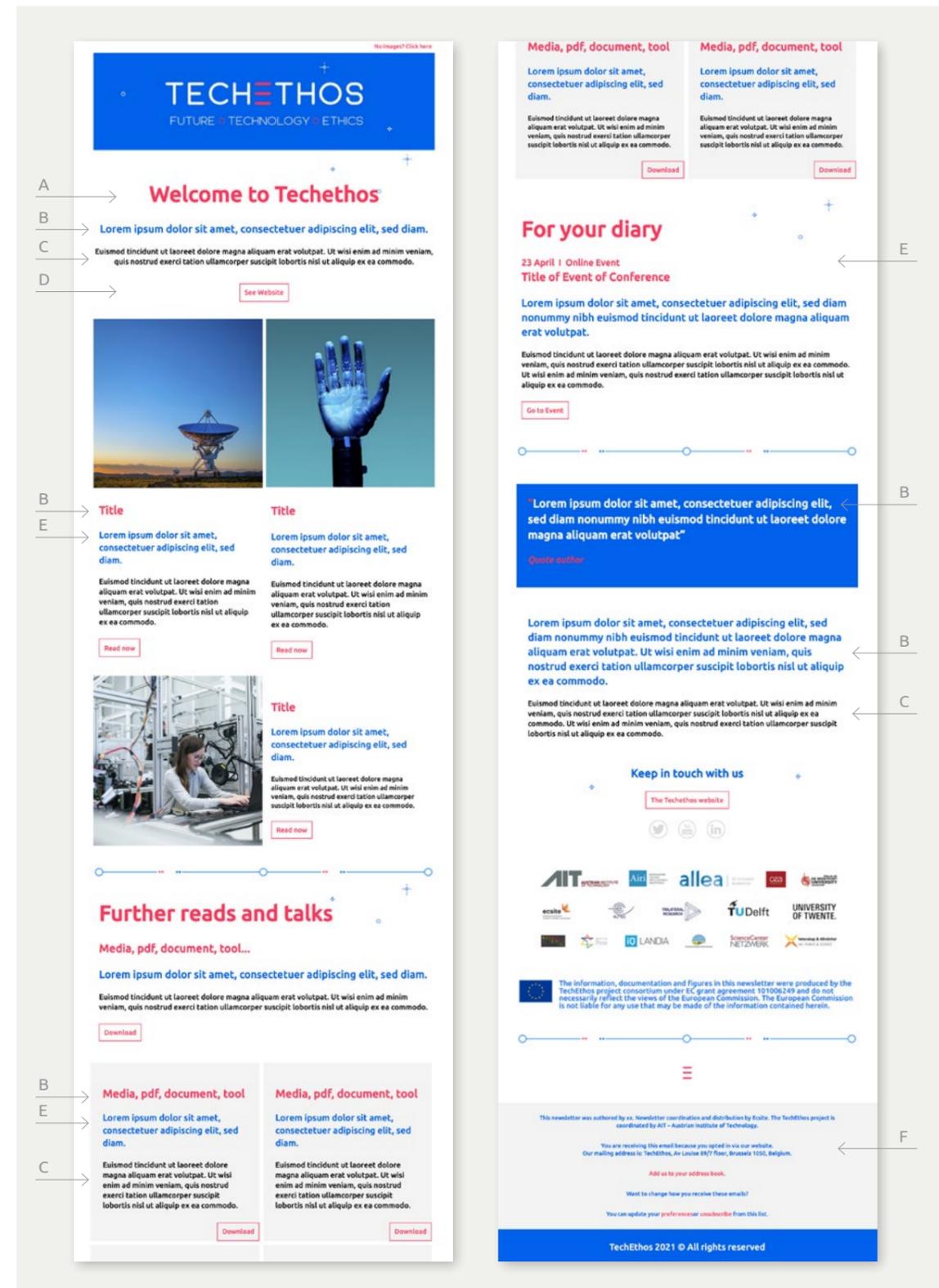
4.3 Newsletter

The needs identified for the newsletter campaign template were: a main banner section including TechEthos logo, vertical and horizontal sections for articles, a panel for a quote, share buttons for social media, and dedicated sections where partners' logos and the EU flag, and the funding and responsibility disclaimer could be featured. The newsletter design was created directly in the emailing platform chosen for the project needs, [Moosend](#).

Format

Newsletter desktop view

- A. TITLE: Ubuntu Medium - 36 pt
- B. SUBTITLE: Ubuntu Medium - 20 pt
- C. BODY TEXT: Ubuntu Regular - 16 pt
- D. BUTTON: Ubuntu Regular - 12 pt
- E. HIGHLIGHT: Ubuntu Medium - 18 pt
- F. FOOTER: Ubuntu Regular - 10 pt



4.4 Factsheet

Modular and very visual design for this factsheet template. The structure combines text headlines, icons and photos.

Format

DIN A4 / 210 mm x 297 mm

A. TITLE: Ubuntu Medium - 14 pt

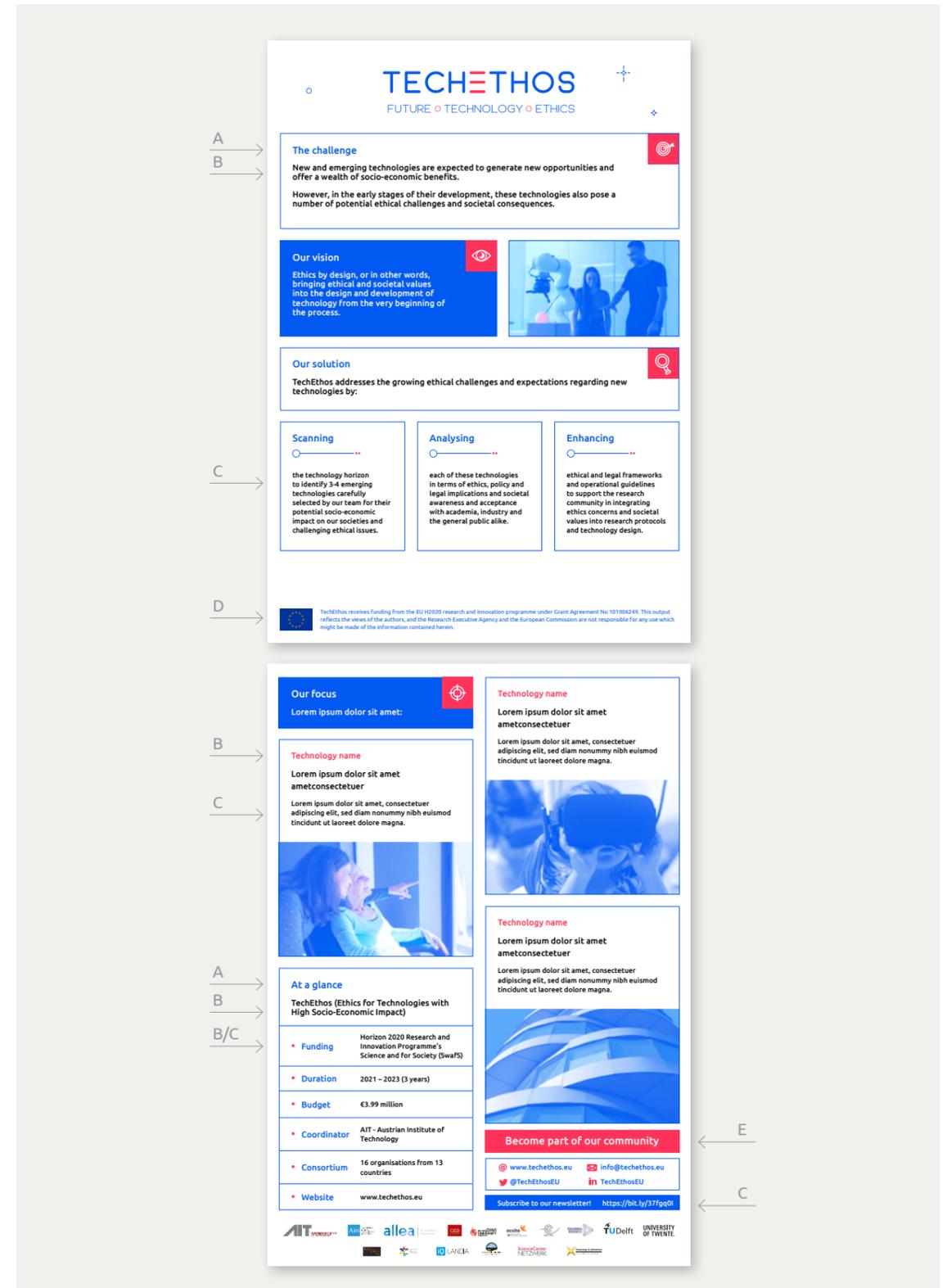
B. HIGHLIGHT: Ubuntu Medium - 12 pt

C. BODY TEXT: Ubuntu Regular - 10 pt

D. DISCLAIMER: EU flag + Ubuntu Regular - 18 pt

E. CALL TO ACTION: Ubuntu Medium - 15 pt

File identifier:
4.4 TECHETHOS FACTSHEET.indd / idml



4.5 Corporate web

The web design has a strong visual character and uncluttered feel. A grid composition that enhances usability in terms of dividing different pieces of content within blocks, whilst also incorporating key functionalities for each section is at the heart of the homepage.

Link

<https://www.techethos.eu/>

A. Favicon

B. Home page menu

C. Header with logo, and a series of banner images and taglines to capture the main ideas behind the project.

D. Project website filtering system

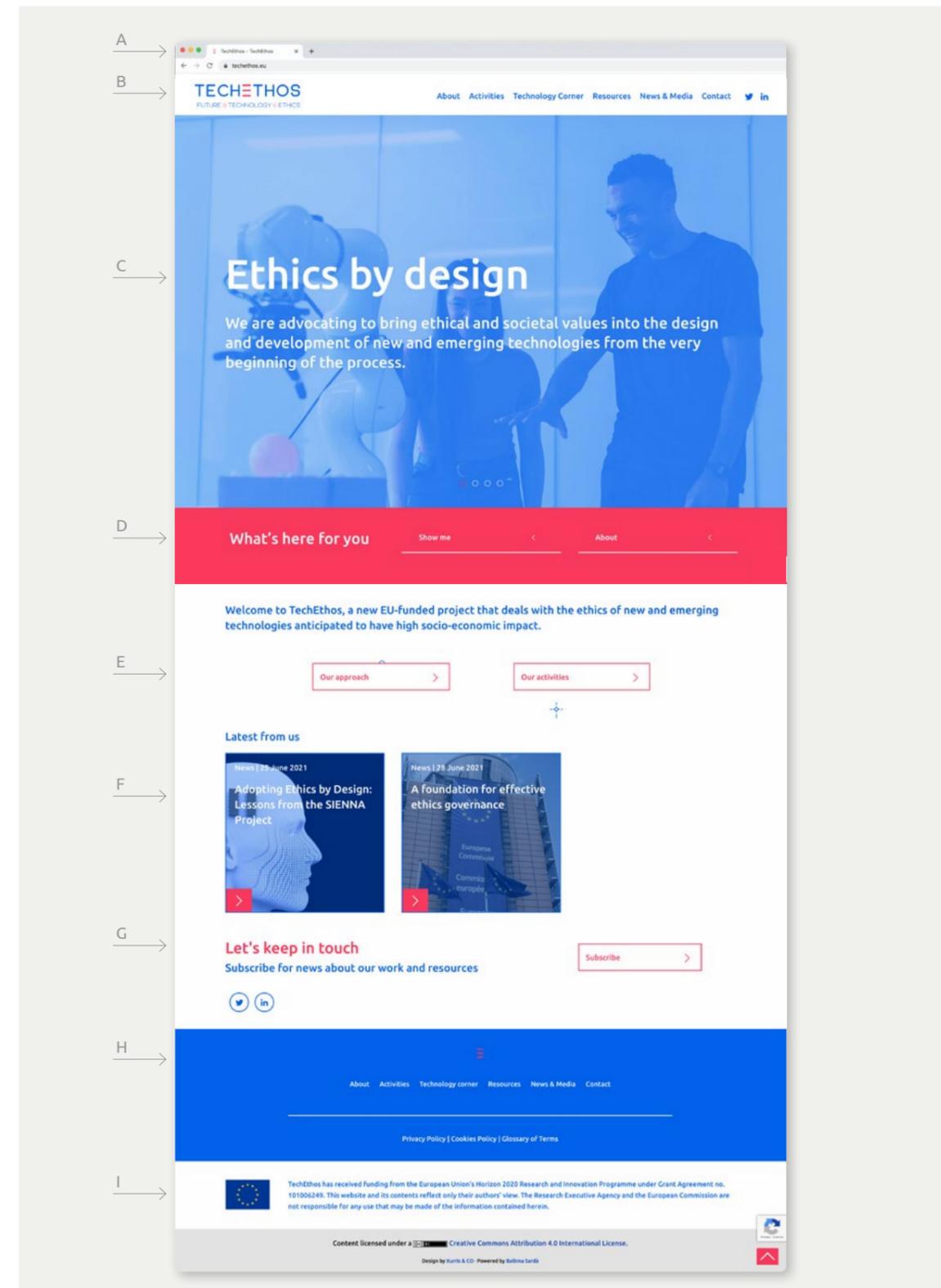
E. Quick actions buttons to take users to key project information

F. Latest from us, including news/events in a tile format

G. Let's keep in touch' block

H. Website menu breakdown

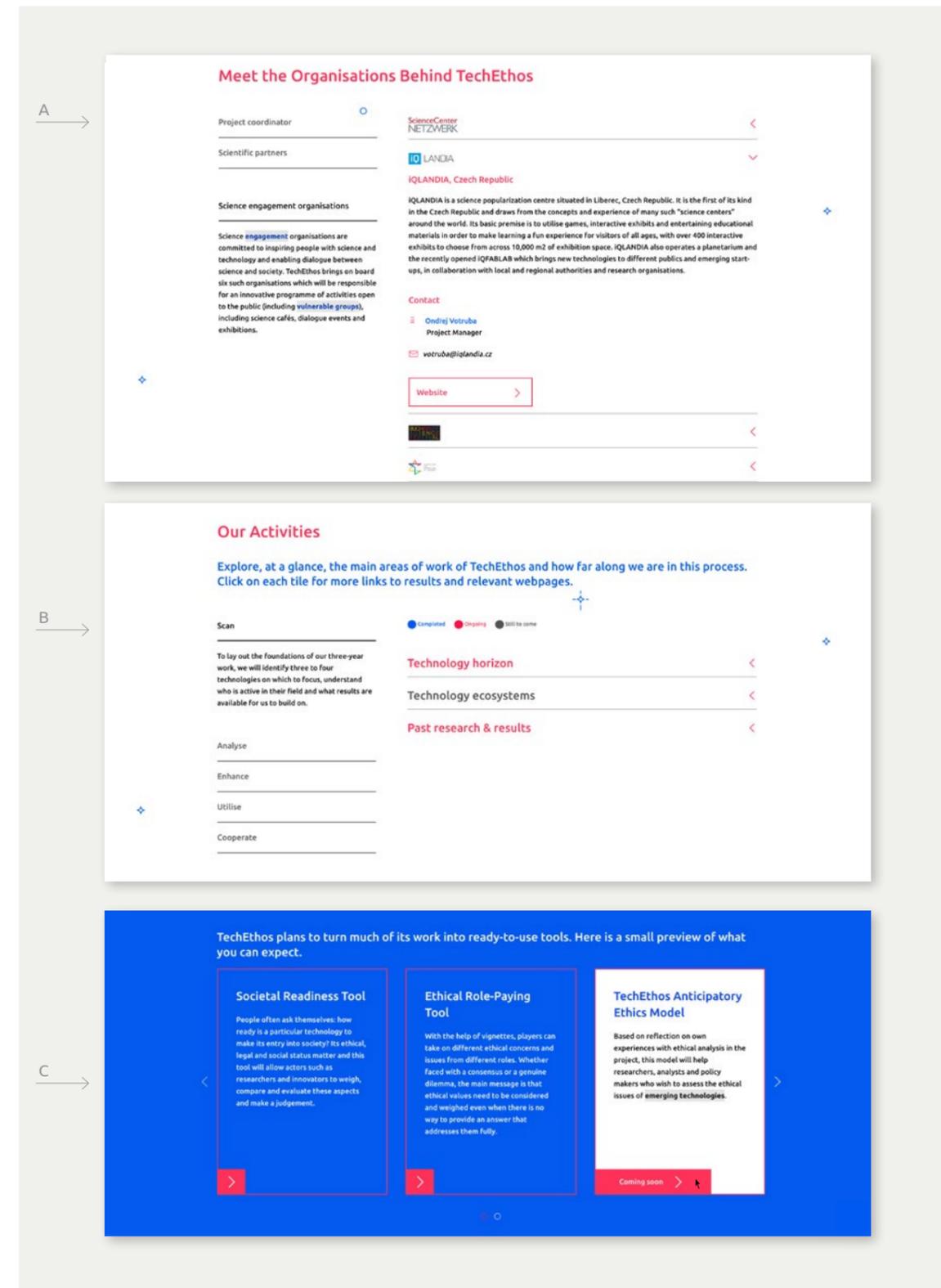
I. EU disclaimer



A. An accordion design has been used throughout the website where pages are at risk of being text heavy. The accordion feature allows users to close large sections of text when the sections are no longer needed. It also provides instant structure.

B. A colour coding system has been utilised for the Activities page allowing users to quickly become aware of what has already happened in the project, what is currently being worked on and what is still to come.

C. A carroussel system with highlighted text in a red frame. When you click on the arrow, the coming soon button appears and the box is highlighted in white.



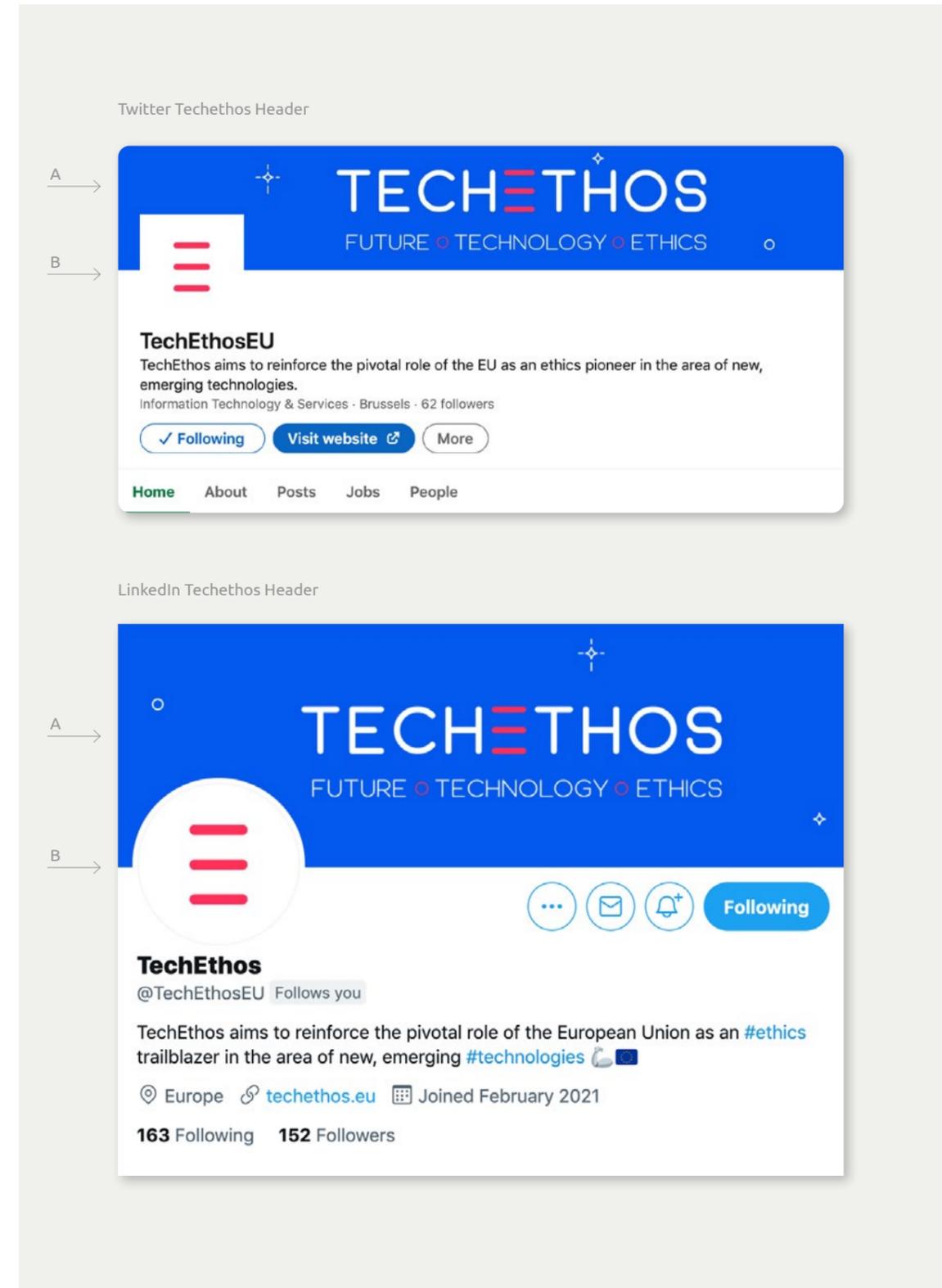
4.6 Social media

Social media channels

The TechEthos [Twitter account](#) and [LinkedIn company page](#) were set up on 29 March 2021. This launch coincided with the visual identity, as social media design elements were produced to fit each platform's design. Notably, the three-line "E" icon is used as the profile picture and the logo with the tagline is used as the banner image.

A. IMAGE COVER: 2.2.1 TECHETHOS LOGO.svg

B. FAVICON: 2.3 TECHETHOS FAVICON.svg



Social media templates

The project needed editable social media templates that could allow us to achieve a coherent visual look on the project's Twitter and LinkedIn accounts, accommodating for the use of both pictures and text. We have four iterations of the editable social media template, suitable for different purposes:

- **Event post** – This template is suitable for social media posts highlighting an upcoming event. It utilizes the colours of TechEthos as filters overlaying project images, creating a strong visual identity

Format

1024 x 512 px

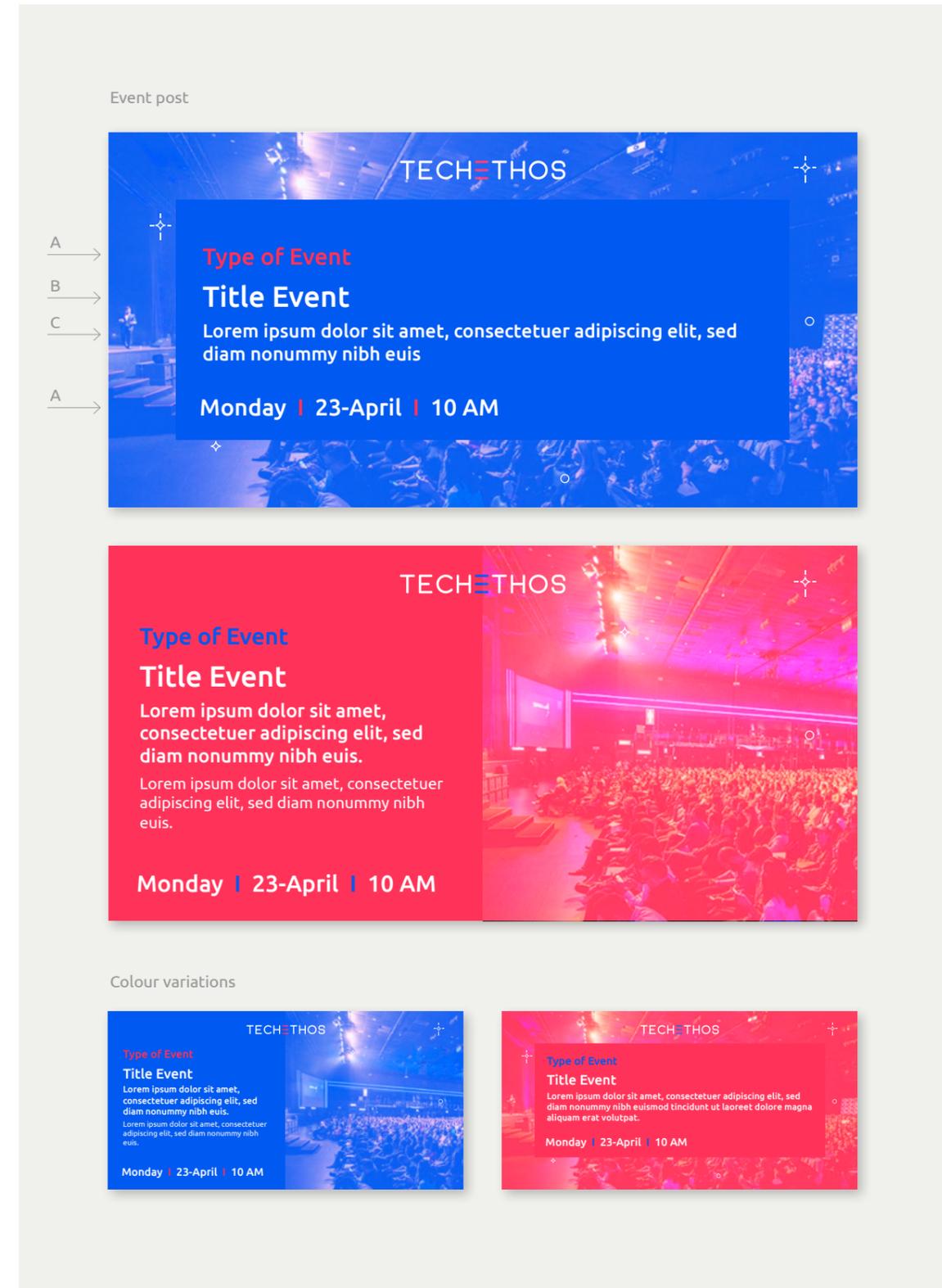
A. SUBTITLE: Ubuntu Medium - 32 pt

B. TITLE: Ubuntu Medium - 40 pt

C. BODY TEXT: Ubuntu Medium - 26 pt

File identifier:

4.6.1 TECHETHOS POST DESIGN - EVENT.indd / idml



Social media templates

- **Text post** – template to share longer pieces of text using hierarchical headings.

Format

1024 x 512 px

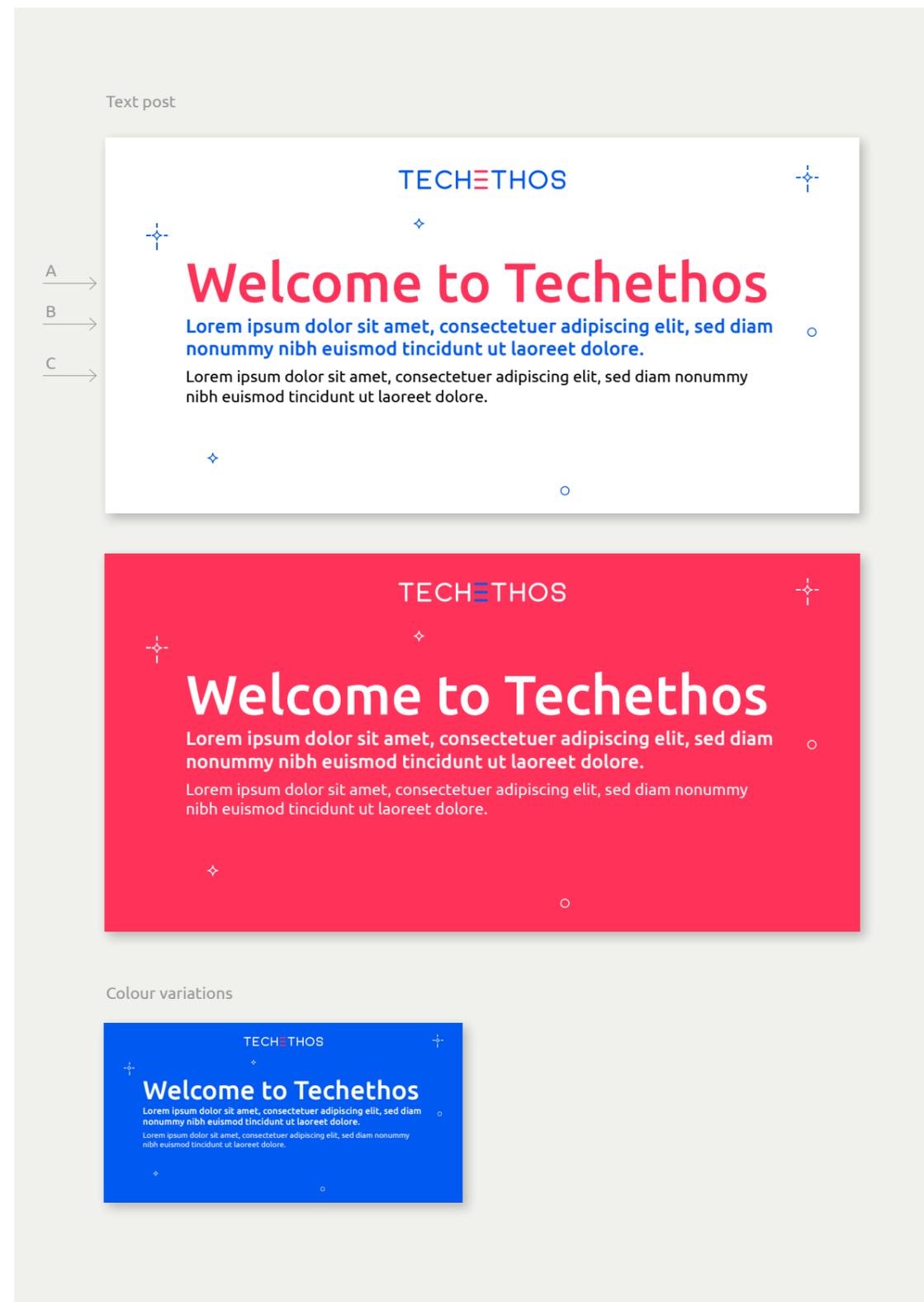
A. TITLE: Ubuntu Medium - 75 pt

B. SUBTITLE: Ubuntu Medium - 26 pt

C. BODY TEXT: Ubuntu Reglar - 22 pt

File identifier:

4.6.2 TECHETHOS POST DESIGN - TEXT.indd / idml



Social media templates

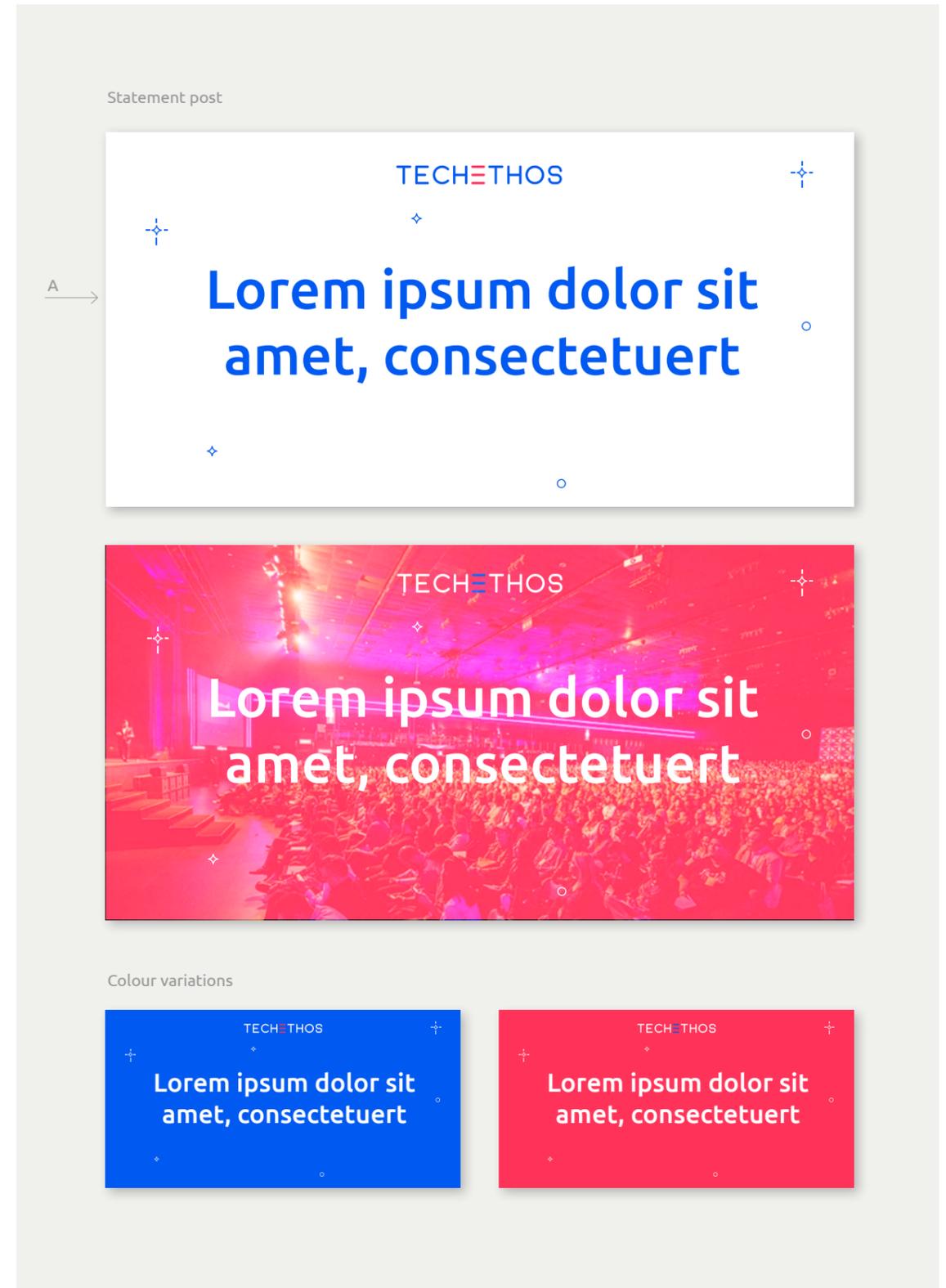
- **Statement post** – This design highlights a statement to capture attention

Format

1024 x 512 px

A. SUBTITLE: Ubuntu Medium - 75 pt

File identifier:
4.6.3 TECHETHOS POST DESIGN - STATMENT.indd / idml



Social media templates

Quote post – post template highlighting a quote from a news article/event.

Format

1024 x 512 px

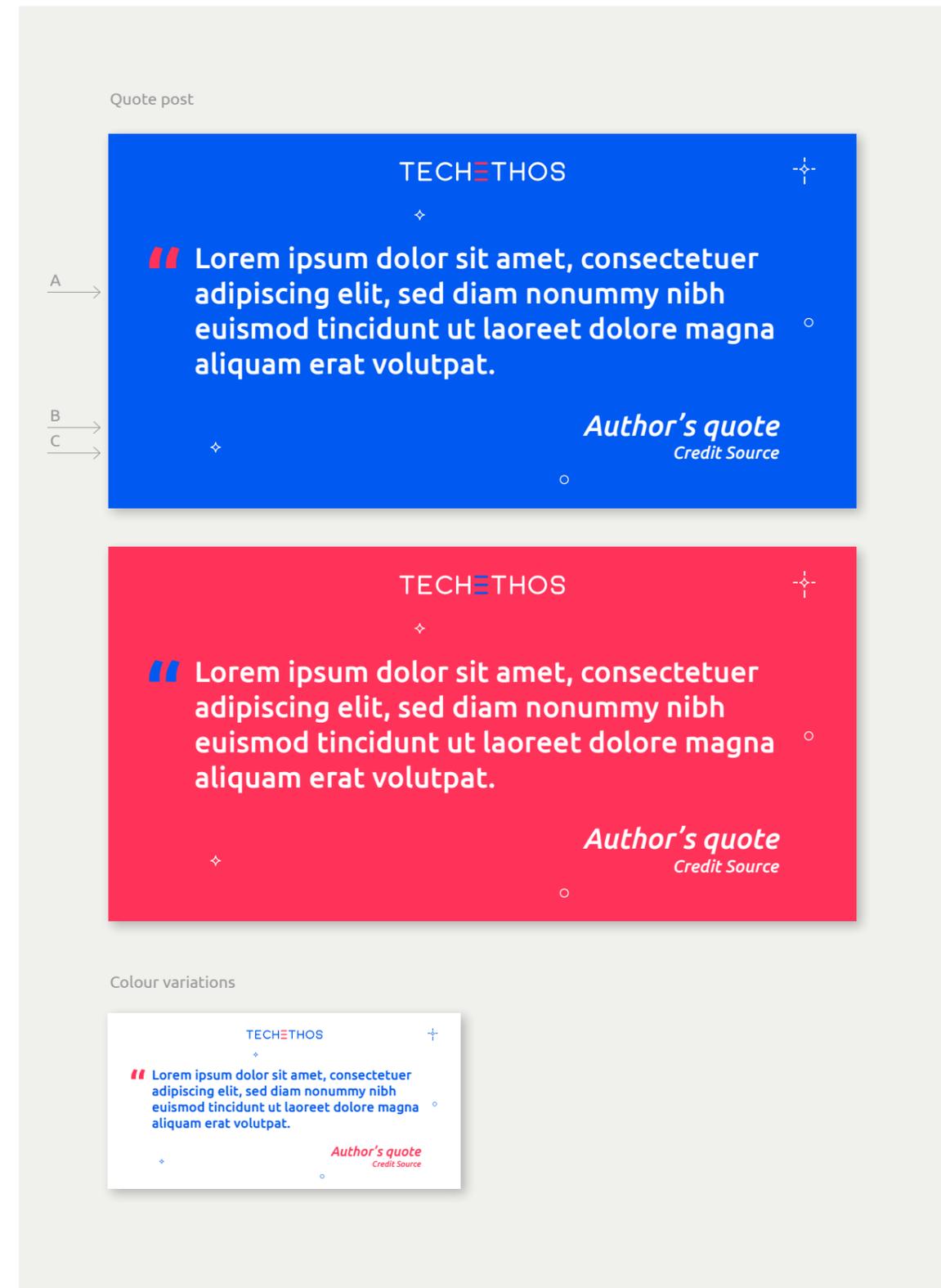
A. QUOTE: Ubuntu Medium - 40 pt

B. AUTHOR QUOTE: Ubuntu Medium Italic - 40 pt

C. CREDIT SOURCE: Ubuntu Medium Italic - 24 pt

File identifier:

4.6.4 TECHETHOS POST DESIGN - QUOTE.indd / idml



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