



D9.3 – LUMENS Web Page

Work Package 9 – Dissemination, Communication and
Knowledge Transfer (I)

Task 9.1 – Communication and Dissemination Strategy and
Actions

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ABBREVIATIONS AND ACRONYMS

WP	Work Package
RES	Renewable Energy Sources
EU	European Union

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EXECUTIVE SUMMARY

This deliverable provides a report on the LUMENS project identity and website, focusing on the activities developed to define the visual identity to be applied in the communication materials. Moreover, it also presents the structure of the LUMENS website.

LUMENS is an EU-funded project under the HORIZON-CL5-2024-D3-02 call focused on improving the competitiveness of RES plants to advance in the EU's decarbonisation targets.

The first section describes the LUMENS visual identity, which encompasses the project logo, promotional materials and document templates. The main goal of this visual identity is to make the project recognisable to the general public through its logo, colour palette and typography, which increases its visibility and coherence in the communication efforts by the consortium.

The LUMENS website is the main dissemination channel, reinforcing the project's visual identity and allowing anyone interested in the project to find more information about it. They will be able to learn more about the activities of LUMENS, its progress and updates and relevant events related to the project.

This deliverable is related to deliverable 9.1 Dissemination and Communication Plans and Actions, establishing the website as the main dissemination channel supporting the LUMENS LinkedIn and X and defining the visual identity to shape the communication materials of the project.

1 Visual Identity

1.1 Logo

The logo developed for LUMENS aims at the identification of the project in communication and dissemination materials, events and any other project activity. It includes the project acronym, “LUMENS”, which then can be read into *Leading Utility-scale RES Market Expansion towards Next-generation Energy Systems*. This acronym simplifies the name of the project, making it easier to remember and to pronounce.

Moreover, the logo represents the two key elements in the project: wind and solar energy. The first letter expands to create a windmill with a sun behind it. This showcases the energy resources used in the RES plants to which LUMENS is aimed at.



Figure 1. LUMENS logo



Figure 2. LUMENS logo with green background



Figure 3. LUMENS logo with orange background

1.1.1 Colour palette

To represent the LUMENS project, bluish green with an orange-yellow will be used, which work well with a white environment and different types of black and grey.

The use of Amber Yellow represents the light and electricity produced by the RES plants, while the Dark Cyan is more focused on showing the sustainability objectives of the project, working towards the net zero emissions goal set by the European Union. White and black allow for creating different graphic design options.

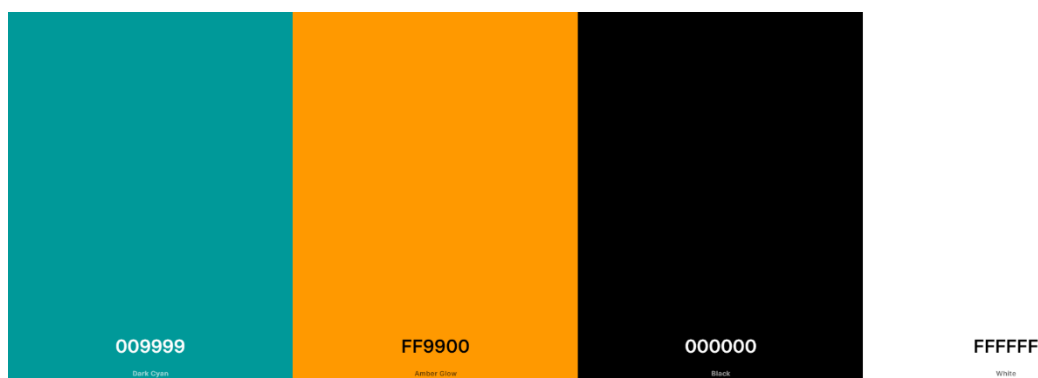


Figure 4. LUMENS colour palette

1.1.2 Typography

The Montserrat font was selected for LUMENS. It is a Sans Serif, geometrically designed font family, simple and versatile, with variable weights and suitable for digital and print media. It will be used in all the documents and communication materials and it can be downloaded in any operational system. If a system font is necessary, the use of Calibri is recommended.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,!@#\$%^&*(){}|\

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,!@#\$%^&*(){}|\

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,!@#\$%^&*(){}|\

Figure 5. LUMENS typography

1.2 List of communication materials

The logo and project identity will be used in the following communication materials (non-exhaustive list):

- All documents related to the project, particularly those submitted to the European Commission such as deliverables, minutes of meetings or agendas.
- Project website
- PowerPoint presentations used in the dissemination activities carried out by the consortium
- Dissemination materials (leaflet, brochures, roll-up, etc.)
- Social media
- Physical or online events organised by LUMENS or those where the consortium participates

1.3 Templates

As mentioned before, all documents developed within the project framework and the work of the consortium must follow a specific template. These templates have been created to be used throughout the whole project's lifespan:

- Basic text template (Word)
- Letterhead template (Word)
- Deliverable template (Word)
- Presentation template (PowerPoint)



Figure 6. Basic text template



Figure 7. Letterhead template



D#.# - Deliverable Title

Work Package Number - Work Package Name
Task Number - Task Name
Submission date: Day Month Year

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Call	HORIZON-CL5-2022-03-01
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Status	Draft 1/5 / Draft 2/5 / Final	yyyy-mm-dd

DISSEMINATION LEVEL

DEN	Sensitive
PU	Public

VERSIONS

Date	Version	Author	Comment
yy-mm-yy	1.0		The first draft
	2.0		Updated version
	FINAL		Final and submitted version

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Figure 8. Deliverable template



Presentation title

Name of the organisation

Date, location

Logo of the partner

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Figure 9. Presentation template

2 Project website

2.1 Structure

CLERENS, as the Work Package 9 leader, has worked on the planning and development of the LUMENS website. An initial meeting with the consortium partners was held to present the website map that conveyed all the information relevant about the project and fulfil the dissemination needs and to receive feedback from them. The website has been built and implemented on the Wix platform by Lift Design, who are specialised in website design and visual identity. The text and structure have been defined by CLERENS and the graphics have been developed by Lift Design.

2.1.1 Introduction

This website is targeted to connect with stakeholders and general public who are curious to learn more about LUMENS, its scope and its work. It is the place where more information can be found about the aims and objectives of LUMENS, the role of each project partner and the foreseen work timeline, as well as the results achieved.

It will be frequently updated with information on the progress of the project, events relevant to LUMENS and news providing updates of the project and its consortium. The role of overseeing and updating this website will be on CLERENS as WP9 leader, who will also provide spaces for feedback and suggestions from partners on the news and other content that should be online on the website in the meetings held in the framework of the project. Some of this content would be the warming up events organised under WP4 or updates on the stakeholders' network.

2.1.2 Domain

The domain of the LUMENS website is www.lumens-project.eu and it is hosted on Wix as previously mentioned. This web hosts allows for the storage of the files and to make them accessible for visitors worldwide and it has a hosting plan included.

2.1.3 Graphic identity

The design of the website in Wix allows the use of the design tools of the platform. It is a powerful website editing tool which make the integration of graphic features possible, including background animations. The visual identity of LUMENS has also been implemented on the website, using the colour palette and the logo and focusing on the shades of green and yellow, as well as other undertones complimentary to them.

2.2 Content

Figure 10 shows a map of the website with all the content pages, including parent and child pages.

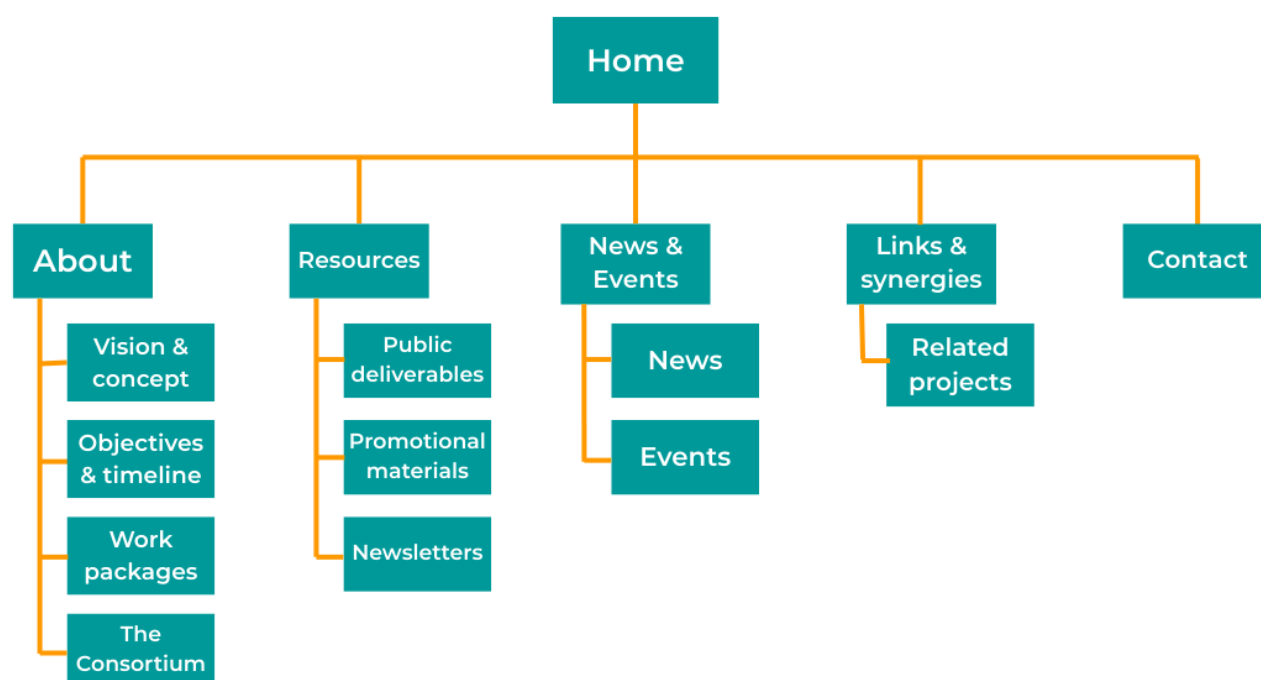


Figure 10. LUMENS website structure

2.2.1 Homepage

The homepage is a scroll-down page with content preview of other sections of the website. This includes: project description, upcoming events, most recent news and contact form. These previews also content a link to the correspondent reference page.

It also includes a header that will be present on all the pages that has a menu leading to other sections of the website, and a footer with a project disclaimer and links to the social media pages.

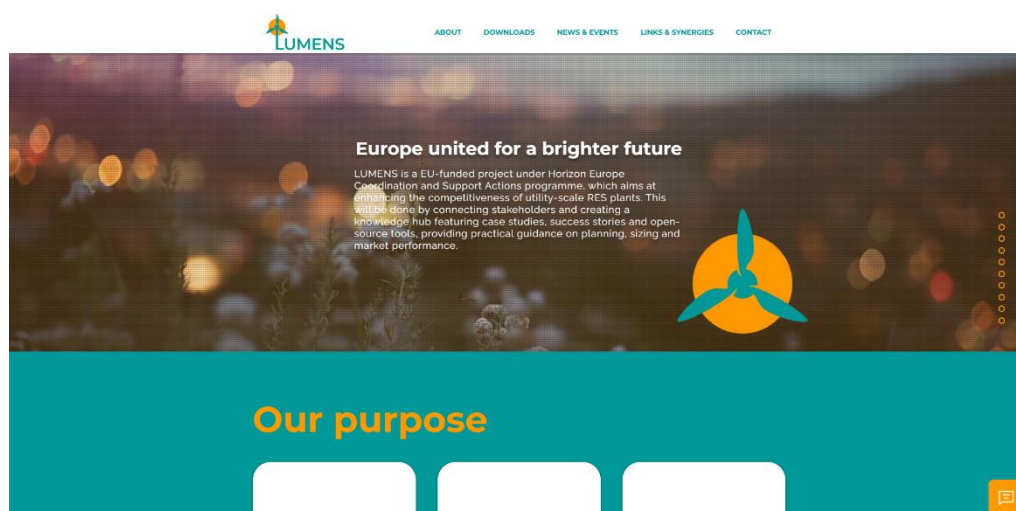


Figure 11. LUMENS website homepage

2.2.2 About

This section provides general information on the project, including the project vision, concept, objectives, the Consortium's organisational structure and a timeline of the activities foreseen to take place throughout the project.

2.2.2.1 Vision and concept

This section highlights the vision and overall goal of the project.

2.2.2.2 Objectives and timeline

Here the specific actions to achieve LUMENS goals are highlighted. It also gives a brief overview of the project, highlighting the main tasks to be completed at which point of the project duration.

2.2.2.3 Work Packages

This section shows the overall structure of the work plan within the project, including which partner is responsible for each WP and the WP leader with its contact details.

2.2.2.4 Consortium

The Consortium section presents all the project partners involved in the project, including their logo and a short description of their activities, as well as what is their role in LUMENS.

2.2.3 Resources

This includes all the project materials which are publicly available within the framework of the project. These resources will also be available for downloading for the users. The materials included in this section are public deliverables, promotional materials and newsletters.

2.2.3.1 Public deliverables

This section makes available for users the public deliverables and reports submitted to the European Commission once they have been approved.

2.2.3.2 Promotional Materials

In this section users are able to view and download all the communication and dissemination materials of LUMENS. This includes leaflets, roll-up, brochures, etc.

2.2.3.3 Newsletters

The "Newsletters" section showcases the bi-annual newsletters sent out by the project, which include updates and news related to LUMENS. Once a newsletter is sent out, it will be included in this section.

2.2.4 News and events

This section is divided into two main pages: one focused on project-related news and updates, and another one to list upcoming events, either open to the general

public or just limited to the consortium. These events will be of interest for the stakeholders visiting the website.

2.2.4.1 News

Under this section users are able to find all the latest news involving the project and the consortium.

2.2.4.2 Events

It provides an overview of the events coming up, either available to the LUMENS stakeholders and general public or just to the consortium, such as General Assemblies where attendance is not possible to external people to the project, but it can still read about the outcomes.

2.2.5 Links and Synergies

Under this section, users can find information about other projects linked to LUMENS. In the future, this section can also be expanded if the consortium considers that more information should be available here.

2.2.5.1 Related projects

In the deliverable 9.1 Dissemination and Communication Plan (DCP) and Actions, several related projects to LUMENS were identified, including [HarvREST](#), [PSIONIC](#), [EMERGE](#) and [WENDY](#). These projects are included on the section with a link to their respective website.

2.2.6 Contact

In the contact section, users are able to fill in a contact form and the request will be received in an inbox managed by CLERENS. This section also allows user to subscribe to the bi-annual LUMENS newsletter.

2.3 Privacy and Cookie Policy

LUMENS privacy and cookie policy for the website ensures that the personal data of users is processed according to the GDPR rules (General Data Protection Regulation). More information is available on the [CLERENS website](#).

2.4 Website Analytics

The statistics of the LUMENS website will be monitored through the in-built analytics tool in Wix and the Google Analytics platform. This will allow to keep track of the performance of the website and adjust the communication strategy accordingly. As mentioned before, the personal data of users will be processed according to the GDPR rules.

Google Analytics provides the opportunity to compliment the information already provided by Wix to analyse different parameters of website performance. These results will be shared with the Consortium in the corresponding meetings to support discussions on how to increase the project's outreach.

2.5 Website timeline

The LUMENS website will be live on 31 January 2026 and the content will be uploaded progressively.

By M4, we will have the homepage ready and the About section, with the Vision and Concept, Consortium and Work Packages subsection ready. The Objectives and Timeline subsection will be developed during M5, together with the News and Events section, which will be filled with the relevant information up to the moment.

The Downloads section will start to have content at the end of M5, when the first newsletter will be sent out and the promotional materials described in D9.1 Dissemination and Communication Plan and Actions made available. Deliverables will be available once they are approved by the European Commission.

The section Links & Synergies will be updated during M6, with the work that will be carried out in Task 9.2 Networking and synergies with former and on-going projects and initiatives. There will be information about the projects related to LUMENS where synergies will be developed.



CONCLUSION

The visual identity of LUMENS will be used throughout its whole lifespan as it will be used in all the communication and dissemination materials of the project. It must be respected by all the consortium partners and external providers that might be involved in developing new materials. Furthermore, if there are any questions regarding its application, partners are encouraged to contact CLERENS to ensure the correct implementation.

The LUMENS website will be used to disseminate project's information and results, as well as any relevant update and events. CLERENS will be in charge of regularly updating the website with the support of the consortium, who will be encouraged to share inputs and materials for it.

A more in-depth explanation of the communication and dissemination strategies can be found on deliverable 9.1 Dissemination and Communication Plan and Actions.



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