Project Title	SCAlable LAttice Boltzmann Leaps to Exascale
Project Acronym	SCALABLE
Grant Agreement No.	956000
Start Date of Project	01.01.2021
Duration of Project	36 Months
Project Website	www.scalable-hpc.eu

D7.2 – Creation of the communication tools

Work Package	**WP7 – Exploitation, Communication and Dissemination**
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Reviewed by	**Jérôme TEXIER (CS GROUP), Corentin LEFEVRE (Neovia)**
Approved by	**Management Board**
Due Date	**01.06.2021**
Date	**27.07.2021**
Version	**V1.0 - Approved**

Dissemination Level

X PU: Public

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Versioning and contribution history

Version	Date	Author	Notes
0.1	01.06.2021	Emilie GERMETZ (Neovia)	TOC and V0.1
0.2	08.06.2021	Jérôme TEXIER (CS GROUP)	Review with few updates
0.3	13.07.2021	Corentin LEFEVRE (Neovia)	Review – Editing comments
1.0	15.07.2021	Emilie GERMETZ (Neovia)	Updated version with website content
1.0 Approved	27.07.2021	Corentin LEFEVRE (Neovia)	Approved by Management Board with editing improvement

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TERMINOLOGY

Terminology/Acronym	Description
DoA	Description of Action
EU	European Union
SCALABLE	SCAlable LAttice Boltzmann Leaps to Exascale
HPC	High-Performance Computing
CoE	Centre of Excellence for Computing Applications
URL	Uniform Resource Locator
WP	Work Package

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Executive Summary

This deliverable presents the project branding and dissemination tools and channels set up for SCALABLE's communication purposes. This deliverable completes the document D7.1 "Initial Communication Plan".

The elements presented in this report include: the visual identity, the development of a website that communicates the progress and results of the project; representation through own - and project partner's - social media channels.

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1 Introduction

The SCALABLE project aims to achieve the scaling to Exa-performance of an industrial computational fluid dynamics software based on Lattice Boltmann methods, while breaking silos by together scientific computing world and industry.

Dissemination is crucial to the success of the project: it will help raise awareness of the project and its objectives, promote the building of relationships and attract people to the project and ensure that the project's results are communicated to defined audiences and the wider public.

The main purpose of the Dissemination work package (WP7) is to maximise the visibility of the project and to support the project's partners and scientists involved for dissemination purposes, as well as creating synergies among all different FETHPC, European Exascale projects and Centres of Excellence (CoEs). The work of WP7 is closely linked to the work done in the other WPs.

WP7 will support the other WPs by managing the relationships between SCALABLE and its various target audiences. WP7 is dependent on the collaboration from other WPs and internal communication is therefore of key importance. This document presents the visual identity and dissemination tools and channels for the SCALABLE project that should be updated by the WP7 dissemination team.

2 Visual Identity

A consistent visual identity will be used for all communication and dissemination activities. Templates for external communication and documents will be also provided.

As a result of this homogeneous and solid Branding strategy, the project aims at achieving the following outcomes:

- More effective memorisation and visual identification
- Improved recognition and acknowledgement across a broad range of recipients
- Strengthened loyalty and trust from the audience
- Sustain the overall message that SCALABLE wants to convey

2.1 Logo

The corporate image of the project started with the design of the logo agreed by all partners, as follows:

Figure 1 - SCALABLE Logo

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Figure 2 - SCALABLE Logo Icon

The logo includes the acronym of the project name "SCAlable LAttice Boltzmann Leaps to Exascale", paired with a gradient wave shape representing the computational fluid dynamics aspect of SCALABLE.

There are 6 versions of the logo in total: the positive full version (Fig.1) and icon one (Fig.2), which both exist in negative versions (in greyscale and white) as well for other backgrounds use, if required.

The use of the logo with **any color other than the SCALABLE corporate leaden blue is not permitted**.

The SCALABLE logo and templates are based on the following colour scheme:

Leaden blue		CMYK 41,19,0,35	RGB 98,134,166	HEX #6286A6
Black		CMYK 0,0,0,0	RGB 0,0,0	HEX #000000
Vermilion red		CMYK 0,74,82,8	RGB 234,60,41	HEX #EA3C29

3 Dissemination tools and channels

3.1 Website

The SCALABLE website (http://www.scalable-hpc.eu/) has a central role in the dissemination activities as it is the main online platform providing a key source of information. The information on the website will be updated regularly with the most critical outputs and deliverables, as well as with any relevant project activities-related content aiming to provide frequent traffic to the website over the lifetime of the project. Content will be collected regularly from all work packages.

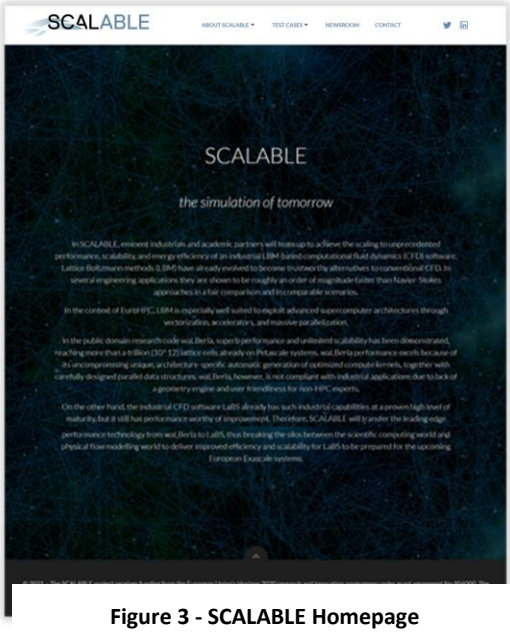

Figure 3 - SCALABLE Homepage

The platform will use visitor's statistics monitoring system from Google Analytics. The results will be included in the periodic project report deliverables. This information will help to improve the content and structure of the site, as well as obtaining more information on the target

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audience. The website will be designed to adapt in a smart and responsive way to different devices.

The initial SCALABLE landing page was created on M1, January 2021, of the project. A second iteration phase for further development of the official website is expected to be completed by May 2021.

3.2 Social Media

Social media is a core element of SCALABLE communication, especially to follow ongoing developments and to connect to different stakeholders. SCALABLE will make use of social media channels and professional networks such as Twitter and LinkedIn in order to build a stronger and highly engaged SCALABLE community. These accounts will relay all SCALABLE activities as well as those from the project partners' organisations, and HPC-related activities and events. These account will also share the relevant information communicated by the EC as well as call for papers of conferences addressed to the SCALABLE target audiences. Furthermore, the main partners who have their own social media will also be a good channel to disseminate the SCALABLE activities.

The official SCALABLE social media handles are:

- @scalable_hpc on Twitter
- Company/scalable-hpc on LinkedIn

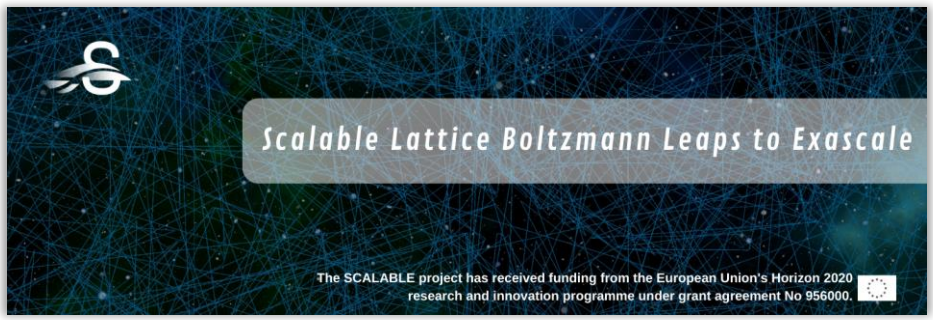

Figure 4 - Social media banner

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