



Fast Gated Superconducting Nanowire Camera for Multi-Functional Optical Tomograph

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WP 7

D7.1: Website and Project Logo

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About fastMOT

Traditionally, the monitoring of organs and deep body functional imaging is done by ultrasound, X-Rays (incl. CT), PET or MRI. These techniques only allow for very limited measurements of functionality, usually combined with exogenous and radioactive agents. In this project we are developing an innovative light sensing solution, a fast gated, ultra-high quantum efficiency single-photon sensor, to enable multi-functional deep body imaging with diffuse optics.

The new type of sensor is based on superconducting nanowire single-photon detectors that have shown to be ultra-fast and highly efficient. However, until now the active area and number of pixels has been limited to micrometres diameter and tens of pixels. We are using a combination of new techniques to overcome this limit and scale to 10,000 pixels and millimetre diameter.

In addition, we are developing new strategies for performing TD-NIRS and TD-SCOS to use this new light sensor optimally with Monte-Carlo simulations. We will implement the new light sensor in an optical tomograph and achieve a 100x improvement of SNR compared to using existing light sensors. With our Multifunctional Optical Tomograph we will be able to image deep organ and optical structures and monitor functions including oxygenation, haemodynamics, perfusion and metabolism.

1 Introduction and objectives

In order to ensure an effective exploitation of the fastMOT project and to reach a wide audience, a visual identity and project website have been created. The main objective of the visual identity is to establish and convey a coherent image and brand recognition leading to an optimal presentation and recognition of the project.

The project website is the main communication and dissemination platform of the fastMOT project and enables the different target groups to be informed about the project's objectives, its news and outputs, and provides information about the project partners. The website thus systematically increases the public visibility of fastMOT and, consequently, of its results.

As an important part of the communication activities, two social media accounts (LinkedIn and Twitter) have been created to increase the visibility of the project and to disseminate its news.

2 Visual identity

The visual identity of the fastMOT project was developed at the start of the project in order to maximise the impact of the dissemination and communication activities. Its overall aim is to create a clearly identifiable and easy to recall image of the project to support communication and dissemination activities, such as publications and all types of written as well as visual communication about ongoing and completed research activities.

The project's visual identity consists of the project logo, colours, fonts and templates that are to be used on all communication and dissemination materials representing the project.

The design of the logo was guided by the following principles:

- Symbolic representation of the content of the project with a focus on the following key words: brain, body, light, pixels, tomography
- The colours green and blue have been chosen as traditional design colours in the healthcare sector as they are associated with reliability, calmness, safety and well-being

The logo (see Figure 1) will be used in all communication materials (press releases, presentations, written deliverables, etc.) to increase the visibility of the project. Depending on where the logo will be used, there are several versions available, as shown in Figure 2 and 3.



Figure 1 – fastMOT logo



Figure 2 – Negative version of the fastMOT logo



Figure 3 – Black and white version of the fastMOT logo

The chosen primary colours and corresponding hex codes are indicated in Figure 3. The colours are an important part of the visual identity and support the idea of an easily identifiable logo. Moreover, the primary colours are used in the design of the website and will be used in all communication materials.



#005599

#33aa66

Figure 4 – fastMOT primary colours

3 Website

The fastMOT website (www.fastmot.eu) is one of the project's main tools for overall project exploitation, dissemination and communication, as it is usually the first point of contact for anyone interested in the project.

The design of the website reflects the main principles of usability, clarity, and simplicity in order to provide the general public, stakeholders and interested end users with easy access to information about the fastMOT project. The website operates using WordPress with the Kubio editor, which is a visual drag and drop page builder. It is fully responsive, allowing smooth user navigation from tablets and smartphones. The website will be continuously maintained and updated by LLE, as new results and actions related to the project emerge.

The website provides an overview of the fastMOT project, including its objectives, project partners and information on the performed research. Project outputs will also be promoted in the news section of the website. Links to the project's social media channels are provided.

The look of the fastMOT website is currently as shown in Figure 2 and follows the visual identity of the project. The main page provides a brief summary of the fastMOT project, including project numbers and an overview of all project partners. It will also display the latest project news.

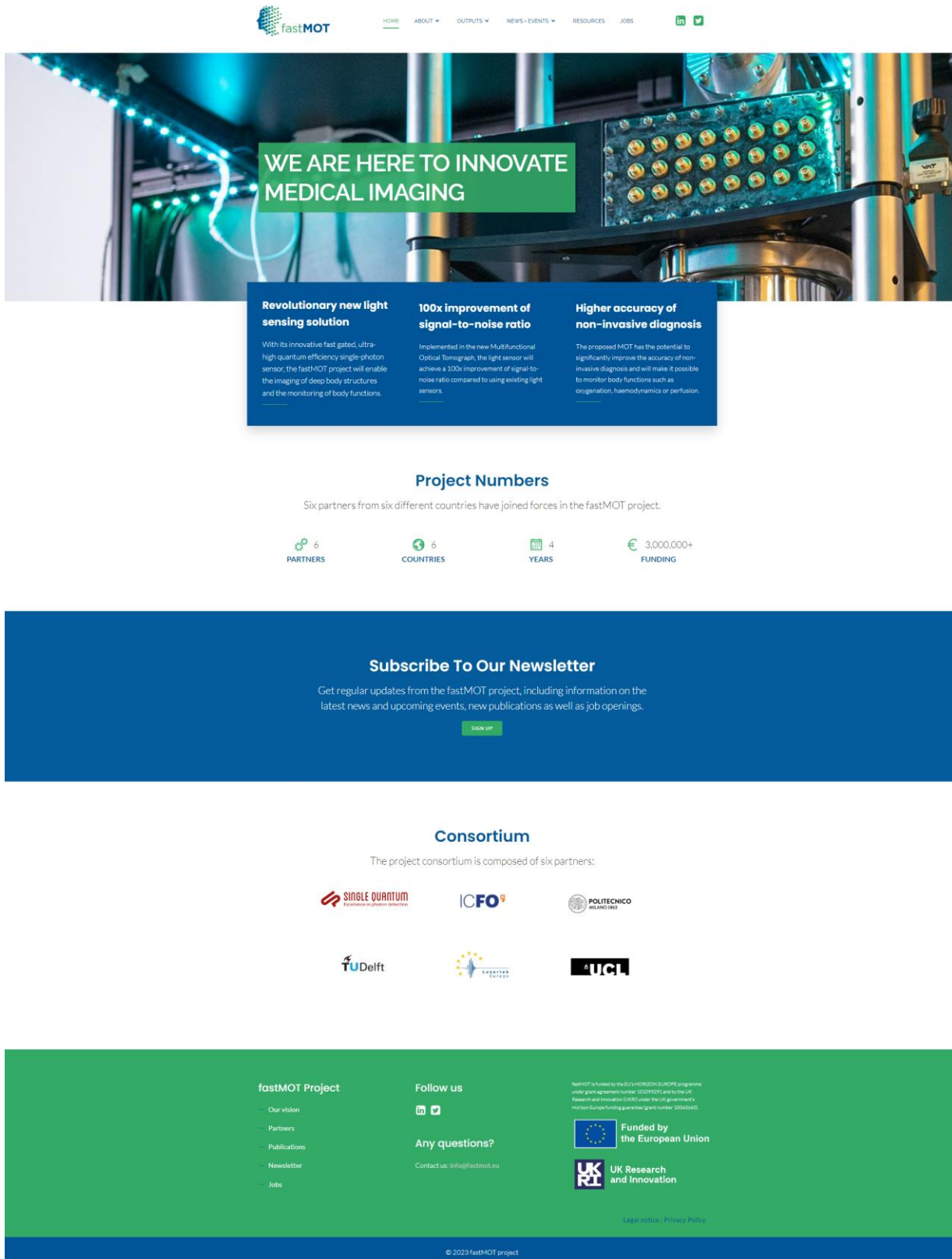


Figure 5 – Screenshot of the front page of the fastMOT website

The fastMOT website has a number of subpages designed to communicate the different aspects of the project to a wide audience. The subpages are as follows:

- **ABOUT** (Our vision, Meet the partners): A general description of the project, its vision and challenges as well as objectives are presented here. An overview of the project partners is given, with links to their websites for further information.
- **OUTPUTS** (Publications, Deliverables): This section will contain all scientific publications, posters and presentations as well as all publicly available deliverables.
- **NEWS+EVENTS** (News, Newsletter, Events): This section will provide any news and events related to the fastMOT project. It also includes a form to subscribe to the project's newsletter.
- **RESOURCES**: This menu item will provide access to all dissemination materials related to the project (logo, templates, etc.).
- **JOBS**: Job vacancies related to the project from the partners will be published here.

The footer is fixed on all pages and displays a short version of the menu, the social media icons, a link to the privacy policy statement and legal notice as well as a statement and logo acknowledging the funding received from the EU and UKRI.

4 Social Media

Social media play an important role in raising awareness of the fastMOT project among target audiences and in enabling participation and interaction. To this end, LLE has set up a Twitter account at [@fastMOT_project](https://twitter.com/fastMOT_project) and a LinkedIn account at [linkedin.com/company/fastmot-project/](https://www.linkedin.com/company/fastmot-project/).

Both social media accounts will be used to announce news and events as well as job vacancies, thus allowing for further communication of relevant project updates, increasing the public visibility of the project and enabling direct communication with the target audience. In addition to the fastMOT social media accounts, the accounts of the project partners will be used to further disseminate the content of the project.

5 Conclusion

This document describes the first steps in the communication, exploitation and dissemination activities of the fastMOT project. It provides a detailed overview of the project's visual identity, website and social media accounts that have been created to be used throughout the project. With their development, a sound basis for further dissemination and exploitation activities has been set already at the beginning of the project. The current state of the website and social media accounts is considered as a starting point and will evolve over the course of the project, reflecting its progress, results and achievements.