SafeTouch

D5.1 Website, project logo and social media

Rev: v1.0

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Authors	Aletta D'cruz (Martel Innovate B.V)
Reviewers	ALL
Abstract	This deliverable documents the initial communication infrastructure developed for the SafeTouch project. It presents the visual identity, official website, and social media setup, and establishes the tools and guidelines necessary to support early dissemination efforts and position SafeTouch for visibility and impact within the EU research and innovation ecosystem.
Keywords	Website, Logo, Social Media, Dissemination, Communication

Document revision history

VERSION	DATE	DESCRIPTION OF CHANGE	LIST OF CONTRIBUTORS
V0.1	11.06.2025	Final Version	Aletta D'cruz
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Nature of the deliverable:	R	
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SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/ EU-R	EU RESTRICTED under the Commission Decision No2015/ 444	
Classified C-UE/ EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
Classified S-UE/ EU-S	EU SECRET under the Commission Decision No2015/ 444	

* R: Document, report (excluding the periodic and final reports)
DEM: Demonstrator, pilot, prototype, plan designs
DEC: Websites, patents filing, press & media actions, videos, etc.
DATA: Data sets, microdata, etc
DMP: Data management plan
ETHICS: Deliverables related to ethics issues.
SECURITY: Deliverables related to security issues
OTHER: Software, technical diagram, algorithms, models, etc.

Executive summary

This deliverable, D5.1 *"Website, Project Logo and Social Media"*, presents the foundational communication assets of the SafeTouch project, laying the groundwork for a coordinated and professional dissemination strategy. Developed within Work Package 5 (Communication, Dissemination and Exploitation), these assets are essential for promoting project visibility, fostering early stakeholder engagement, and enabling the future dissemination of results.

SafeTouch aims to address a major public health challenge: the transmission of pathogens via contaminated surfaces in high-touch environments such as hospitals, care facilities, schools, and public transport. The project introduces a novel solution - iSafeTouch (iST) microfilm, an ultra-thin, intelligent material that performs rapid, energy-efficient self-disinfection through localised thermal activation. Integrated into everyday touchpoints and connected via a Smart Hygiene Grid (SHG), this innovation has the potential to transform hygiene standards across multiple sectors.

D5.1 documents three core communication components:

- A visual identity anchored by a logo that symbolises the separation of hot and sterile layers, a reference to SafeTouch's core technological principle. This identity is supported by a carefully selected colour palette, accessible typography, and branded templates for use across deliverables, presentations, and media outputs.

- The project website serves as the public gateway to the project. Currently featuring essential information on project objectives, partners, and updates, it will be progressively expanded with resources, pilot outcomes, and stakeholder materials as the project advances.

- A strategic social media presence, currently active on Mastodon and LinkedIn, with plans to launch a YouTube channel in a later phase. These platforms enable direct engagement with key audiences, including healthcare professionals, researchers, policymakers, and the general public.

These tools are designed not as isolated deliverables but as an integrated system that supports SafeTouch's broader communication and dissemination ambitions. While the full Dissemination and Communication Strategy (D5.3) is still under development, the outputs of D5.1 provide a solid operational and visual framework on which that strategy will build.

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Abbreviations

CAI Community-Acquired Infection

HAI Healthcare-Associated Infection

iST iSafeTouch Microfilm

SHG Smart Hygiene Grid

WP Work Package

EU European Union

GDPR General Data Protection Regulation

KPI Key Performance Indicator

1 Introduction

The SafeTouch project addresses a critical challenge in infection control: the widespread transmission of pathogens via contaminated surfaces, which contributes to a significant burden of healthcare-associated (HAIs) and community-acquired infections (CAIs) each year. Traditional disinfection methods like chemical, manual, and time-consuming often fall short in fast-paced, high-touch environments like hospitals, senior-care facilities, schools, and transit hubs.

Funded by the European Union's Horizon Europe research and innovation programme, SafeTouch champions a paradigm shift through its innovative iSafeTouch (iST) microfilm. This ultra-thin, flexible film embeds advanced thermal microheating and intelligent touch-sensing to trigger millisecond-scale self-decontamination at temperatures around 150 °C—instantly neutralising pathogens without chemicals and with minimal energy use.

The project further advances hygiene innovation by integrating iST units into everyday touchpoints like door handles and light switches, forming a Smart Hygiene Grid (SHG) - a connected ecosystem that enables real-time hygiene monitoring and facility-wide hygiene-level management. Pilot deployments in healthcare and senior-care settings will validate effectiveness, durability, and public acceptance.

This deliverable, part of Work Package 5 (Communication, Dissemination and Exploitation), presents the foundational communication toolkit for SafeTouch, detailing:

- Brand identity, including logo design and visual templates

- The official website as an accessible hub for project updates, publications, and stakeholder resources

- Social media set-up, to foster ongoing community engagement and dialogue

These elements establish the bedrock for ongoing outreach, stakeholder engagement, and impact-driven dissemination. The initiative will evolve as the project progresses, with scope for regular updates, policy alignment, and expanding engagement through upcoming WP5 deliverables.

2 SafeTouch Project Identity

A strong and coherent visual identity is essential to ensure the SafeTouch project is instantly recognisable across all communication channels and stakeholder touchpoints. The SafeTouch branding is designed to reflect the project's commitment to safety, innovation, and public health, while also communicating trustworthiness, scientific excellence, and technological maturity.

2.1 Logo Design and Visual Identity

The SafeTouch logo was developed to align with EU visual identity standards, incorporating a clean aesthetic and a colour palette that reflects the project's key components: health, technology, cleanliness, and trust. The design predominantly uses cool colours to evoke cleanliness and technology, complemented by warm tones to represent the heating mechanism that helps achieve our objective.

The final logo features:

- Abstract, layered shapes that represent the separation of hot and sterile layers on a surface; symbolising the project's core innovation in self-disinfecting smart materials.

- A typography that is both modern and readable, reflecting the project's scientific and technological edge.

- A layout that ensures good scalability and legibility across digital and print formats

FIGURE 1: THE SAFETOUCH LOGO

Colour Palette:

- **Primary: Shades of Blue** - Blue is traditionally associated with trust, science, and cleanliness, making it an ideal foundation for a project focused on safety and hygiene. It also reflects the project's technological rigour and its alignment with high standards in healthcare and scientific innovation.

- **Secondary: Warm Shades of Red, Orange, and Yellow** - These warmer hues reference the thermal activation at the heart of the SafeTouch technology; representing heat, energy, and transformation. The warm palette also suggests alertness, urgency, and proactive protection, underscoring the project's commitment to preventing infections in high-risk environments.

FIGURE 2: KEY ELEMENTS OF THE SAFETOUCH LOGO

2.2 Typography

Typography plays a central role in maintaining a cohesive and accessible visual identity across all SafeTouch communication materials. The selected fonts reflect the project's dual emphasis on scientific credibility and public clarity, ensuring that content is legible, modern, and professional in both digital and print formats.

- **Main Titles and Headings:** The primary typeface for titles is Barlow, a contemporary, geometric sans-serif font that combines a modern look with high readability. Its clean lines and structured appearance convey innovation, technical precision, and forward-thinking design. All variants of Barlow (Regular, Bold, Extra Bold, etc.) may be used as appropriate for hierarchy and emphasis.

SafeTouch

Main Titles

Barlow
All variants as needed

Aa Lorem ipsum dolor sit amet,
consectetuer adipiscing elit

FIGURE 3: FONT BARLOW FROM THE SAFETOUCH TYPOGRAPHY

- **Body Text and General Use:** For continuous reading and supporting content, Noto Sans has been selected as the main font. Designed for clarity across multiple languages and character sets, Noto Sans is highly legible and accessible on both screen and paper.

Read Text

Noto Sans
All variants as needed

Aa Lorem ipsum dolor sit amet, consectetuer 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. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

FIGURE 4: FONT NOTO SANS FROM THE SAFETOUCH TYPOGRAPHY

- **Fail-safe Font for Deliverables and Presentations:** In cases where custom fonts are unavailable (e.g., in MS Word or PowerPoint templates shared across diverse platforms), Calibri is used as a fallback. As a system font widely available across devices, Calibri ensures consistency and compatibility without compromising readability.

Fail safe font *(for deliverables and presentations)*   Calibri

All variants as needed

A^a

Lorem ipsum dolor sit amet, consectetuer 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.
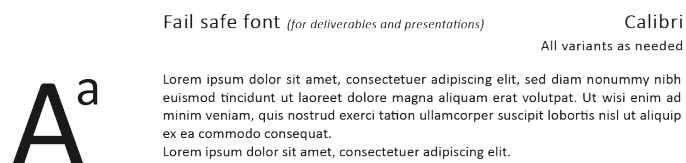Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

FIGURE 5: FONT CALIBRI FROM THE SAFETOUCH TYPOGRAPHY

Together, these fonts establish a clean, modern, and inclusive typographic identity for SafeTouch, supporting both its scientific foundations and its broader public engagement mission.

2.3 Project Templates

FIGURE 6: A MOCK-UP OF THE SAFETOUCH PRESENTATION TEMPLATE

To support consistent and professional communication across all project activities, a suite of SafeTouch-branded templates has been developed and made available to all consortium partners.

A PowerPoint presentation template has been designed for use in external events, stakeholder meetings, scientific conferences, and internal project sessions. It incorporates the SafeTouch visual identity, including logo, colour palette, and typography, ensuring that all slide decks are immediately recognisable as part of the project.

For the production of project deliverables, a standardised Word document template has been created. This ensures consistency in formatting, structure, and branding across all official reports submitted to the European Commission, and facilitates streamlined collaboration and document versioning among project partners.

A Press Release template has been created on the occasion of the first Kick-Off Press Release. This template will be used for all future media communications and public announcements, maintaining a consistent tone and layout while allowing for flexibility in messaging and formatting based on the target audience.

All templates are stored in the project's shared collaboration platform and will be updated periodically if needed to reflect evolving communication needs or feedback from consortium partners.

3 SafeTouch Website

The SafeTouch website (https://safetouch-project.eu/) is a key component of the project's communication and dissemination strategy. It serves as a central hub for presenting project goals, showcasing developments, sharing results, and engaging with target audiences, including researchers, healthcare professionals, policymakers, and the general public. The website reflects the project's mission to promote safe, hygienic interaction with public and shared surfaces through a technology-driven, human-centred approach.

FIGURE 7: A MOCK-UP OF THE SAFETOUCH WEBSITE

3.1 Purpose and Strategic Objectives

The website has been developed to fulfil the following core objectives:

- Provide a public-facing entry point to the project for external audiences

- Communicate the vision, scope, and expected impact of SafeTouch

- Publish project news and updates, including milestones, publications, and events

- Support stakeholder engagement by making project materials, deliverables, and results freely accessible

- Serve as a knowledge-sharing platform, hosting key resources such as white papers, policy briefs, and pilot outcomes

- Reinforce transparency and accountability, in line with Horizon Europe principles

3.2 Website Structure and Navigation

The SafeTouch website is an evolving platform that will be progressively enriched with new content and sections as the project advances. While the current version provides core information about the project's aims, consortium, and news, additional pages such as those dedicated to pilot sites, resources, and stakeholder engagement will be developed and added over time in coordination with WP leaders and content providers.

This phased approach ensures that the website remains dynamic, relevant, and aligned with the project's communication milestones.

Currently, the website features the following pages:

- Home – A dynamic landing page introducing SafeTouch, featuring the project's tagline, objectives, recent updates, and partner logos

- About – A detailed overview of the project's rationale, objectives, methodology, and expected impact

- Consortium – Profiles of project partners, highlighting the multidisciplinary nature of the consortium

- News – Updates on project progress, key milestones, workshops, and events

- Contact Us – A standard contact form and project coordination information, ensuring open channels of communication

3.3 Maintenance and Updates Strategy

The website is maintained by the WP5 lead partner Martel, with support from all consortium partners. Regular updates will include:

- News posts and milestone highlights

- Uploads of public deliverables and relevant publications

- Event announcements and registration pages

An editorial calendar will be developed to ensure a steady flow of updates and alignment with broader dissemination efforts.

4 Social Media Presence

Social media is a key pillar of the SafeTouch communication and dissemination strategy, offering a dynamic and accessible means of engaging with diverse stakeholder groups, sharing project developments, and fostering dialogue around hygiene innovation, digital touch technologies, and public health.

As such, we have established an active presence on various popular social media platforms, including Mastodon, LinkedIn, and YouTube, all integrated within the project website. All accounts are aligned with the project's visual identity and communication tone, ensuring a coherent brand presence across platforms.

Here's an overview of our social media channels:

Mastodon

Mastodon has been selected as a decentralised, open-source platform well-suited to European research and innovation projects. The SafeTouch Mastodon account (@SafeTouch_EU) was launched in preparation for the project kick-off meeting in May 2025 and serves as a dynamic channel for sharing project news, milestones, and relevant developments in hygiene innovation and smart surface technologies.
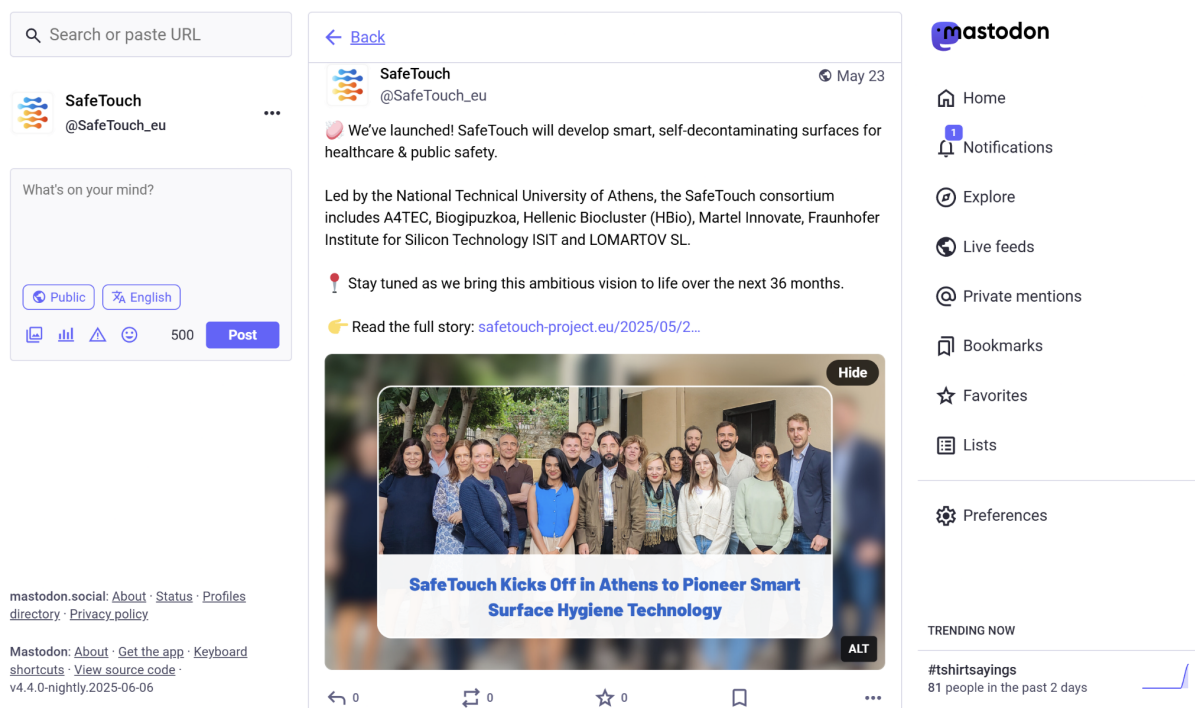

FIGURE 8: SCREENSHOT OF THE SAFETOUCH MASTODON PAGE

LinkedIn

LinkedIn plays a key role in reaching multiple target audiences for SafeTouch, including healthcare professionals, research and industry stakeholders, public health authorities, and policymakers. The SafeTouch LinkedIn page was launched in May 2025 alongside the Mastodon account, aligning with the broader roll-out of the project's online presence.

LinkedIn also supports SafeTouch's dissemination goals by driving traffic to the website and helping establish the project as a credible contributor to conversations around infection prevention, smart materials, and sustainable innovation.
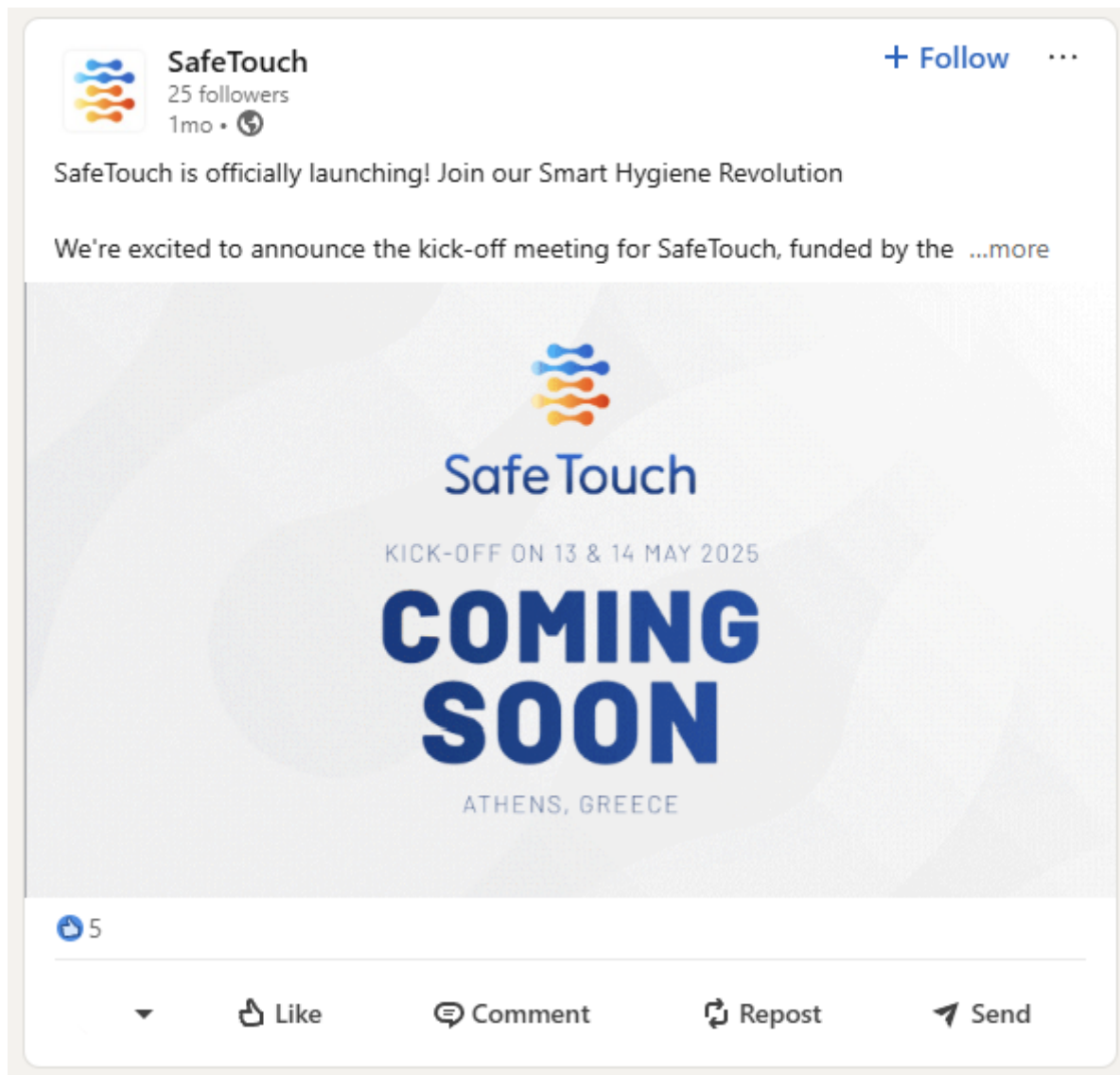

FIGURE 9: SCREENSHOT OF A POST FROM THE SAFETOUCH LINKEDIN PAGE

YouTube (Planned)

YouTube is planned as a key visual storytelling platform for the later stages of the project. Once content such as pilot site footage, technology explainers, or stakeholder interviews becomes available, SafeTouch will launch its dedicated channel to expand its outreach through engaging video formats.

5 Dissemination Synergies

The SafeTouch website, visual identity, and social media presence developed in this deliverable form the initial building blocks of the project's broader communication and dissemination framework. While these tools represent standalone outputs in their own right, they are also designed to support the future implementation of a more comprehensive dissemination strategy to be defined in Deliverable D5.3 Dissemination and Communication Strategy.

5.1 Preparing the Groundwork for the Dissemination Strategy

As the SafeTouch Dissemination and Communication Strategy is currently under development, the materials and channels established in D5.1 serve as preparatory infrastructure. They are designed to ensure that once the plan is formalised, the project can immediately deploy its key messages and content across a well-structured, branded, and public-facing communication ecosystem.

These tools:

- Establish a clear, recognisable visual identity for the project from the outset

- Enable early engagement with target audiences via social media and the website

- Provide a foundation for publishing project outputs, event updates, and pilot-related insights

- Facilitate partner contributions and cross-promotion with institutional and project networks

The full dissemination strategy will build on these assets, expanding their use and integrating them into a targeted and measurable outreach approach.

5.2 Preliminary Monitoring and KPIs

While full performance tracking and KPI definitions will be addressed in the forthcoming Dissemination and Communication Strategy, a light-touch monitoring approach is already in place to evaluate the early performance of the tools introduced in D5.1.

Initial focus areas include:

- Website activity: page views and visitor trends

- Social media growth: follower numbers, reach, and interaction rates across Mastodon and LinkedIn

- Partner uptake: use of templates and branding in external communications

These indicators will help inform the design of the full dissemination strategy and ensure continuity between early communication efforts and long-term outreach goals.

6 Conclusion and Next Steps

This deliverable has outlined the foundational communication tools established at the outset of the SafeTouch project, including the project website, visual identity, and social media presence. These elements provide the essential infrastructure for raising awareness, supporting stakeholder engagement, and promoting SafeTouch's mission to transform infection control through smart, self-disinfecting touch surfaces.

The development of a recognisable and coherent visual identity ensures brand consistency across all communication materials and partner interactions. The launch of the project website offers an accessible, central platform for presenting SafeTouch's objectives, progress, and outputs. Meanwhile, the project's presence on Mastodon and LinkedIn enables early-stage engagement with relevant communities and lays the groundwork for broader outreach and ecosystem visibility.

As the project moves forward, these assets will be continuously expanded and updated. Key next steps include:

- Further development of website content, particularly around pilot activities, publications, and stakeholder resources

- Refinement of the social media content plan and increased partner contributions to amplify reach

- Preparation and release of Deliverable D5.3 Dissemination and Communication Strategy, which will define SafeTouch's overarching strategy for stakeholder engagement, impact creation, and knowledge dissemination

- Ongoing monitoring of website and social media performance to inform adjustments and maximise visibility

Together, these efforts ensure that SafeTouch communicates not just a technological innovation, but a clear and compelling narrative about the role of touch in a safer, healthier, and more responsive digital society.

SafeTouch

Appendix A: SafeTouch brand manual

Brand guidelines
v1.2 / May 2025

SafeTouch

Introduction
What to expect

A brand identity allows you to recognize a consistent look and feel across all outlets (digital and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.

This document lists and explains the visual identity elements of the project SafeTouch. These are rules and values to help you create and compose visual designs using its identity.

Example of Safetouch's brand identity on its website and LinkedIn account.

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Logo

Main use

Icon

Safe zone

Minimum size

110 px
38.8 mm

36 px
12.7 mm

© Safetouch 2025-2027

Logo

Horizontal

Safe zone

Minimum size

36 px
12.7 mm

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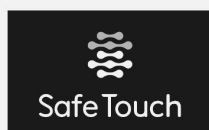
© 2025-2027 SafeTouch

 SafeTouch
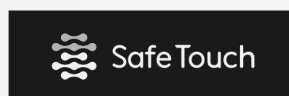
Logo

Main - B&W Positive

Horizontal - B&W Positive

Main - B&W Negative

Horizontal - B&W Negative

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Do's and Don't

Basic instructions on how to use the logo
and its variations over different types of backgrounds.

Do – Good contrast

Don't – Not enough contrast
Bussy backgrounds
Stretched logo

© Safetouch 2025-2027

European
Innovation
Council

**Funded by
the European Union**

SafeTouch

Typography

Main Titles

Barlow
All variants as needed

Aa

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit

Get the font: https://fonts.google.com/specimen/Barlow

Read Text

Noto Sans
All variants as needed

Aa

Lorem ipsum dolor sit amet, consectetuer 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. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Get the font: https://fonts.google.com/noto/specimen/Noto+Sans

Fail safe font *(for deliverables and presentations)*

Calibri
All variants as needed

Aa

Lorem ipsum dolor sit amet, consectetuer 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. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

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Color

RGB for web and digital, CMYK for print media

Main colors
#2265CD
RGB: 34, 101, 205
CMYK: 83, 63, 0, 0

#0B3C80
RGB: 11, 60, 128
CMYK: 100, 86, 21, 7

#0BBAFB
RGB: 11, 186, 251
CMYK: 50, 8, 5, 0

#A6E6FE
RGB: 166, 230, 254
CMYK: 30, 0, 0, 0

Secondary colors

#E13100
RGB: 225, 49, 0
CMYK: 7, 93, 100, 1

#F84C00
RGB: 248, 76, 0
CMYK: 0, 84, 100, 0

#FFD640
RGB: 225, 214, 64
CMYK: 1, 14, 85, 0

#FFEEB1
RGB: 225, 238, 117
CMYK: 1, 4, 36, 0

Monochromatic gradients allowed

Black & white for text
Avoid pure black or pure white

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SafeTouch

Acknowledgement

Following the guidelines from EC, all the projects should use the EC recognition statement. Please see the examples.

Full version:

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Short version:

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Thank you

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mario.ame@martel-innovate.com