



Deliverable 7.1: Website, logo and social media



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Disclaimer:

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1 Project logo

1.1 Objectives

The creation of a good logo is a key element for the communication and exploitation activities of European projects. It is indeed a central element in creating an identity around the project and allows it to be recognised and remembered effectively.

Consortium members are expected to use the project logo in all the different project activities (website, conferences, workshops...).

We defined a logo around some key structuring principles. Firstly, we wanted to create a logo that was aesthetically pleasing, simple and sober so that it would be easy to use and effective. We also wanted a logo that would be understood quickly by the stakeholders (specialised scientists, professionals of the technologies used) and that would simply express the central concepts of the project.

1.2 Technical features

The logo contains two main elements:

1. The J letter:

- a. It represents the J of Josephine, of course, but is also a reminder of the main physical concept behind this technology, i.e. the Josephson Junctions (JJs) and associated Josephson effects.
- b. **The floating cap** of the J: it is a common graphic representation of superconductivity, which is a set of physical properties observed in certain materials where electrical resistance vanishes and magnetic fields are expelled from the material.

2. The outline:

- a. **SQUID shape**: JJs are the building block of more complex circuits. The simplest is the Superconducting Quantum Interference Device (SQUID), a superconducting loop with one or two JJs.
- b. **Double arrows**: a reminder of both Cooper Pairs and the alternating electrical current.

Blue seemed like the perfect colour at the crossroad of Europe and Science. From this logo, a styled version of the name of the project has been created.



2 Website

2.1 Objectives and website management

The JOSEPHINE project website fulfils several objectives:

1. To ensure the effective **dissemination of results** within the project
2. To **communicate** about the overall work of the consortium
3. To promote the **online seminar series** of the project
4. To present the **virtual lab tours**

As this will be our main communication channel, we will take great interest in it. It will be **regularly updated** throughout the project by the management team (the Scientific Coordinator and the European Project Manager) in discussion with the whole consortium, in order to improve it collegially.

The website will target different audiences (researchers, stakeholders and general public). It will not be used for internal consortium information exchanges to guarantee the confidentiality of the exchanged data. This will be further explained in the Data Management Plan (D1.4 – Month 6).

2.2 Domain name and server

The website for the JOSEPHINE project can be found on the internet with the following url address:

<https://www.josephine-project.eu>

The website is hosted on a CNRS server, guarantying its security.

2.3 Content

For the time being, the website menu items are:

- Home Page
- About the project
 - o Project Presentation
 - o Public deliverable and reports
 - o Latest news
- Consortium:
 - o Presentation of each partner.
 - o *It is planned to add the virtual lab tours on these pages*
- Publications
- Seminars and events

There is also a contact form. The content of the website is meant to be regularly updated, and adapted depending on the needs of the consortium.



Josephine

Towards a new neuromorphic computing paradigm:

100x faster

10x more compact

and with key novel capabilities



About the project

LEARN MORE

Screenshot of the home page of the website

Navigation: About the project | The Consortium | | Publications | Seminars and events

Upcoming seminars and events

- 06 November 2024
Josephine Seminar Series | JSS #1
The consortium is proud to present a series of seminars called Josephine Seminars, in which consortium members, as well as external guests working on topics [...] ...
11h00 - 12h00
[View Details >](#)
- 05 February 2025
Josephine Seminar Series | JSS #2
The consortium is proud to present a series of seminars called Josephine Seminars, in which consortium members, as well as external guests working on topics [...] ...
11h00 - 12h00
[View Details >](#)

Screenshot of the seminars page



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3 Social Media

As agreed in the Grant Agreement, the dissemination and communication activities are to be accompanied by Tweets via a dedicated account: **@JosephineEurope**.

Specific messages, dedicated to the professional communities (scientists, stakeholders, institutions) will also be posted on professional social networks like ResearchGate and LinkedIn. These messages will be published via the accounts of the labs, beneficiaries and researchers of the project, since their networks are already developed and connected to hundreds of other researchers. Thus, their posts will invite target audiences directly to the website of the project, that remains the main tool for dissemination and communication.

