



## Visual Identity

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## Executive Summary

The objective of this Deliverable is to initially design and implement the visual identity of the CoE RAISE to support the dissemination and communication activities of the project. The Artificial Intelligence- and High-Performance-Computing-related, as well as the domain-specific developments of RAISE have a high innovation potential. It is hence the aim to propagate the gained knowledge towards academia and industry to exploit RAISE's results. This is best performed by utilizing various communication channels such as RAISE's website, Twitter, LinkedIn, ResearchGate, Facebook, Medium, and YouTube accounts. To reach the goals of Work Package 6 (Outreach and Services) of RAISE, a standardized visual identity for the logo, website, presentations, etc. is required. The design and its usage are described in a design manual.

## 1 Introduction

The major goals of Work Package (WP) 6 (Outreach and Services) are to

- accelerate the knowledge transfer to academia and industry,
- enable partners and their user communities having less developed expertise in the fields considered by RAISE to catch up with state-of-the-art technologies,
- map and thereby foster novel technologies in industry / Small and Medium-Sized Enterprises (SMEs) to advance Europe's competitiveness on the global market,
- and support the adoption of novel technologies by European industry, thus enhancing their competitiveness in global markets.

To reach these goals, it is necessary to communicate and disseminate information over a variety of communication channels. Therefore, various design activities fostering the visual identity of RAISE have been performed. A new logo has been designed to meet the CoE's requirements. It accounts for the change of the name of the CoE from the proposal stage (CoE AI- and Simulation-Based Engineering at Exascale – AISee) to the funded stage (CoE RAISE). A corresponding website, a LinkedIn, Twitter, Facebook, Medium, and YouTube account, as well as a ResearchGate project have been created. The website contains information on the project, the partners, the ongoing research etc. The social media channels will continuously be fed with updates and announcements of the project. Furthermore, templates for presentations have been created. To standardize the communication activities, it is necessary to provide RAISE's partners with a guideline on how to use the newly developed design. This is included in a brief design manual.

This document aims at summarizing the DEC activities of Task 6.3 (Dissemination and Communication). In the following, first the new logo and its usage is presented in Sec. 2. The Microsoft PowerPoint master is described in the subsequent Sec. 3. Finally, Sec. 4 and Sec. 5 provide information on the website and social media channels created for the CoE RAISE.

## 2 Logo of CoE RAISE

Due to trademark issues, the CoE had to be renamed from the proposal stage from CoE AI- and Simulation-Based Engineering at Exascale (AISee) to CoE RAISE (Research on AI- and Simulation-Based Engineering at Exascale) in the funded stage of the project. To account for this, a new logo had to be designed. The new logo is depicted in Figure 1.



Figure 1: CoE RAISE new logo.

The joint letters “A” and “I” emphasize the importance of the topic Artificial Intelligence (AI) in the project and the upwards pointing arrow indicates the advancement of the novel AI technologies towards exascale. The used font is **Co Headline Light**. The color scheme is listed in the following Table 1.

Color	CMYK values	RGB values
Light Blue	81-35-0-0	0-135-200
Dark Blue	96-70-0-0	20-80-160
Gray	0-0-0-80	87-87-87

Table 1: Color scheme of the CoE RAISE logo.

The colorful RAISE logo with the addition “Center of Excellence“ is supposed to be used for all upcoming activities of the project. If the background does not allow it, a black or white logo is available.

In case of a very small representation, where it is no longer possible to read “Center of Excellence“, it is recommended to work solely with the CoE RAISE logo, see Figure 2. In general, this should, however, be avoided in order to brand the actual logo.



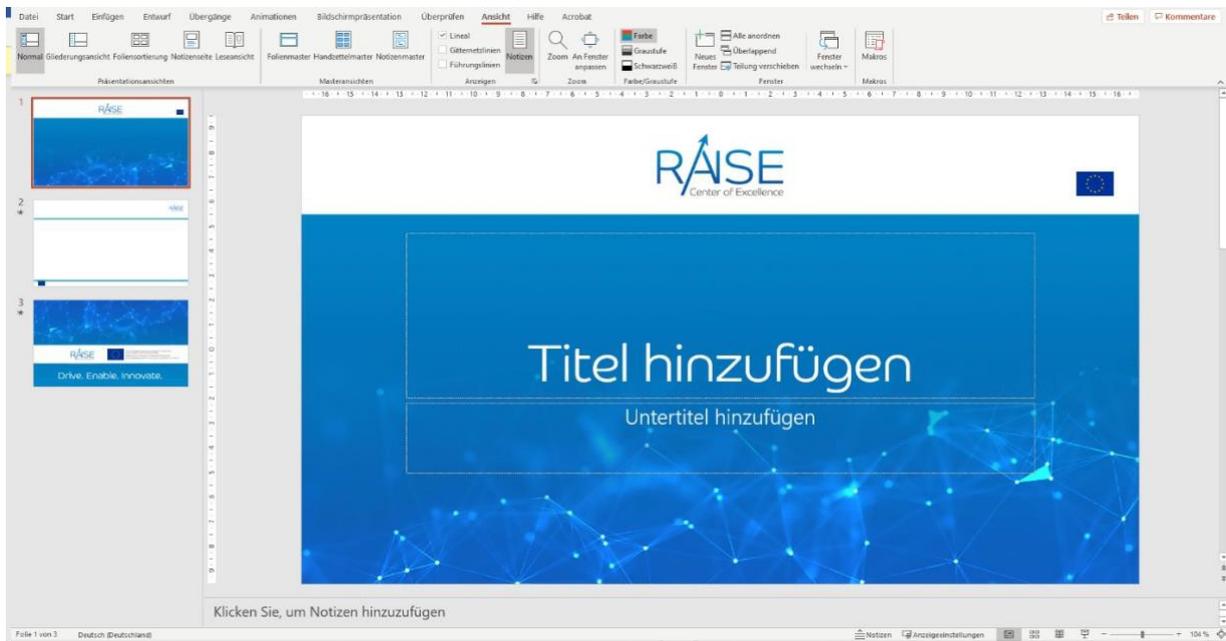
Figure 2: CoE RAISE logo – for small representation.

The various logo versions are available for download for the project partners on the Basic Support for Cooperative Work (BSCW) server hosted at the Forschungszentrum Jülich (FZJ) site<sup>1</sup> (subfolder CoE RAISE – Templates and Corporate Design – Logos etc.).

<sup>1</sup> BSCW server Jülich <https://bscw.zam.kfa-juelich.de>

### 3 PowerPoint Master

The PowerPoint template, see Figure 3, is available for download for the project partners on FZJ's BSCW server (subfolder CoE RAISE – Templates and Corporate Design – Logos etc.).



**Figure 3: The CoE PowerPoint Master.**

The file consists of three sections: the title page, the content, and the closing slide, which always contains the reference to the EU. The EU flag is visible on every slide.

To increase the recognition value, the color scheme of the slides and texts are in line with those of the new logo, which is placed on all pages.

## 4 RAISE's website

A new website<sup>2</sup> (<https://www.coe-raise.eu>) has been created for the project using the Wix web design suite<sup>3</sup>. The website is subdivided into the main categories listed in Table 2 and shown in Figure 4.

Category	Purpose
<i>Home</i>	This is the top-level website, which can anytime be reached by clicking the CoE RAISE logo. It holds general information as well as the latest news.
<i>News</i>	General and specific news on the WPs 1-6 will be posted in this section.
<i>About</i>	Contains sub-webpages with more details on the CoE, i.e., on the <i>Partners</i> , <i>Work Packages</i> , and the <i>Milestones &amp; Deliverables</i> .
<i>Research</i>	Holds sub-webpages on RAISE's <i>Use Cases</i> , <i>AI at Exascale</i> , <i>Reference Codes</i> , and on RAISE's <i>Publications</i> .
<i>Network</i>	Contains information on the continuously growing RAISE <i>Network</i> starting at the partner's sites.
<i>Services</i>	Links to the sub-webpages <i>Service Portal</i> and <i>Training</i> . This section will continuously be updated in the course of the project with new services and courses offered by and through the CoE.
<i>Events</i>	Lists the latest and relevant AI-, High-Performance Computing (HPC), and High-Performance Data Analytics (HPDA) <i>Events</i> offered by the CoE and externally.
<i>Media</i>	This is the entry point for the <i>Social Media</i> channels of the CoE and for available <i>Downloads</i> .

Table 2: Major categories on RAISE's website.



Figure 4: Top-level categories as shown on each webpage.

At the bottom of each webpage, links lead to a *Contact* form, to the *Imprint*, the *Privacy Policy* information, as well as to the *Social Media* channels of the CoE (see. Sec. 5). Figure 5 shows the corresponding footer.

<sup>2</sup> CoE RAISE website <https://www.coe-raise.eu>

<sup>3</sup> Wix <https://www.wix.com>



Figure 5: Footer on each webpage.

In the following, example screenshots of the various categories listed in Table 2 are given.

#### 4.1 Website examples “News”

The *News* section contains all latest news published by the CoE. An example is shown in the following Figure 6. An editorial plan foresees that each month a news article is posted to the website. Every second month the news article presents a highlight of a single WP, with permuting WP numbers. On the other months, more general news on the CoE will be published.



Figure 6: News section on the CoE RAISE website.

#### 4.2 Website examples “About”

The section *About* is subdivided into the sub-categories *Partners*, *Work Packages*, and *Milestones & Deliverables*.

For each of the full partners and the involved third parties, a sub-webpage has been created holding general information on the corresponding partner and its role in the project. The following Figure 7 shows an example from FZJ.



Figure 7: Partner description of Forschungszentrum Jülich on RAISE's website.

The WPs are listed on an overview webpage. From there, links lead to the individual WP descriptions. Figure 8 shows a corresponding example for WP 3 (Compute-Driven Use-Cases towards Exascale), led by RWTH Aachen University (RWTH). The corresponding webpages also contain a table with the individual tasks (not shown here).

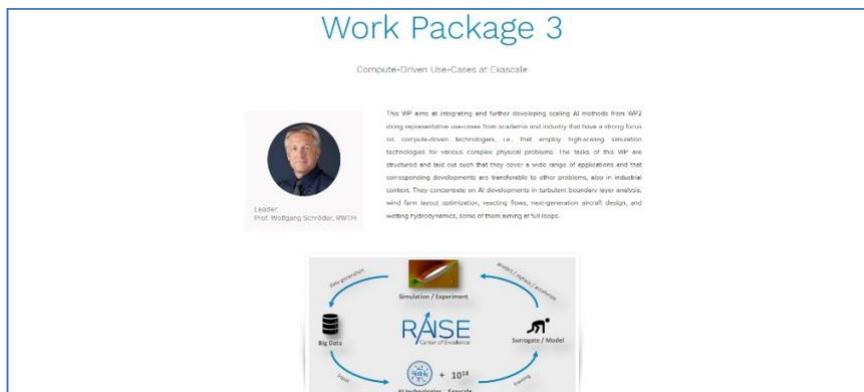


Figure 8: Work package 3 description on RAISE's website.

The sub-webpage *Milestones & Deliverables* holds the eponymous information. It should be noted that only the public Deliverables are listed here.

### 4.3 Website examples “Research”

The section *Research* is subdivided into the categories *Use Cases*, *AI at Exascale*, *Reference Codes*, and *Publications*.

The use cases of RAISE are important components and hence dedicated websites presenting the individual use cases have been created. That is, an overview page, see Figure 9, leads to the use cases of WP 3 (AI for turbulent boundary layers, AI for wind farm layout optimization, AI for data-driven models in reacting flows, Smart models for next-generation aircraft engine design, and AI for wetting hydrodynamics) and WP 4 (Event reconstruction and classification at the CERN HL-LHC, Seismic imaging with remote sensing - oil and gas exploration and well maintenance, Defect-free metal additive manufacturing, and Sound engineering).

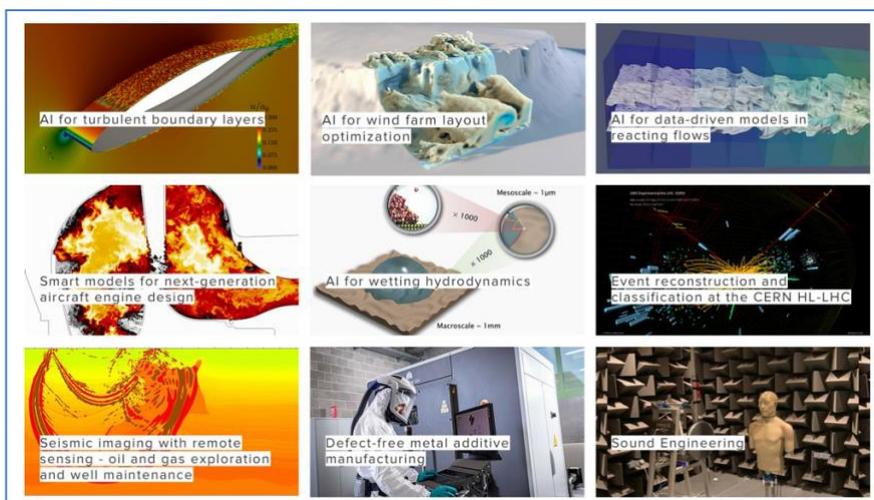


Figure 9: Use-case overview webpage.

Figure 10 shows an example taken from the use case AI for wind farm layout optimization, led by the Barcelona Supercomputing Center (BSC) in WP 3.



Figure 10: Exemplary use case description on RAISE's website.

Novel AI technologies are developed along these use cases towards exascale. As *AI at Exascale* is one of the key topics of the CoE RAISE, it deserves a separate webpage including a description of the methodologies to be developed, how they go hand-in-hand with the use cases, and how they will be integrated into a joint software framework. An excerpt from this website is shown in the following Figure 11.



Figure 11: Website on AI at Exascale.

The use cases utilize various existing simulation or HPDA software, which will be used in the project as reference codes. For the major software tools used in RAISE, a separate website has been created under the category *Reference Codes*. An example website containing information on BSC's simulation code Alya<sup>4</sup>, is presented in Figure 12.

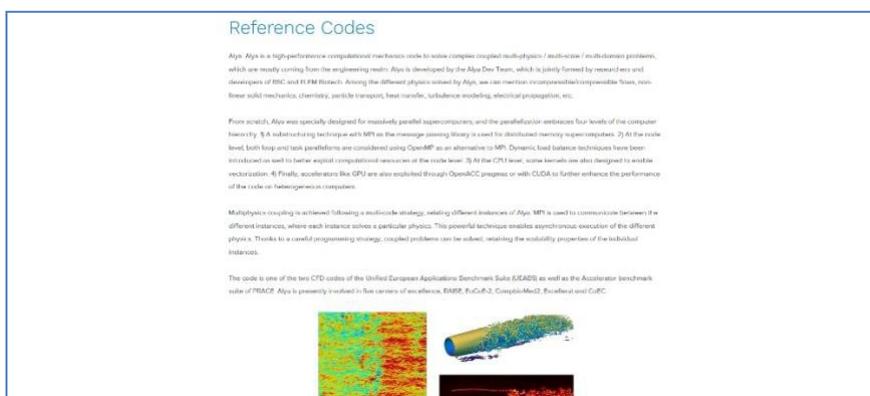


Figure 12: Reference code website for Alya from BSC.

<sup>4</sup> Alya <https://www.bsc.es/research-development/research-areas/engineering-simulations/alya-high-performance-computational>



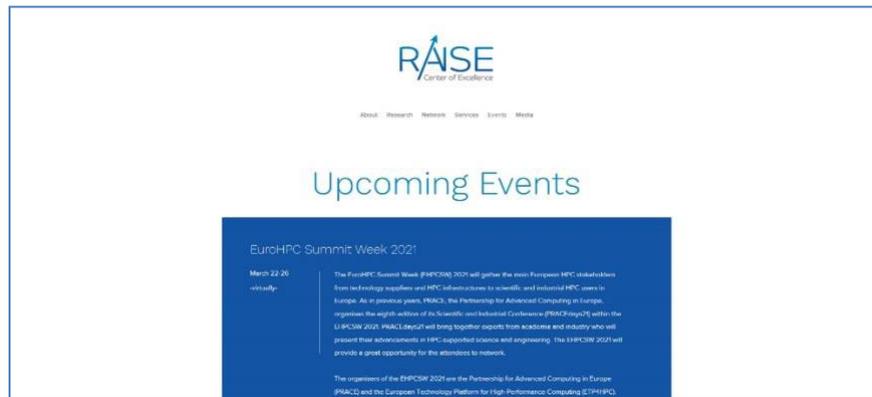


Figure 15: Events webpage on the CoE RAISE website.

#### 4.7 Website example “Media”

The *Media* sub-webpage is the portal to RAISE’s *Social Media* channels, and to a *Download* area. The corresponding webpage is shown in Figure 16.

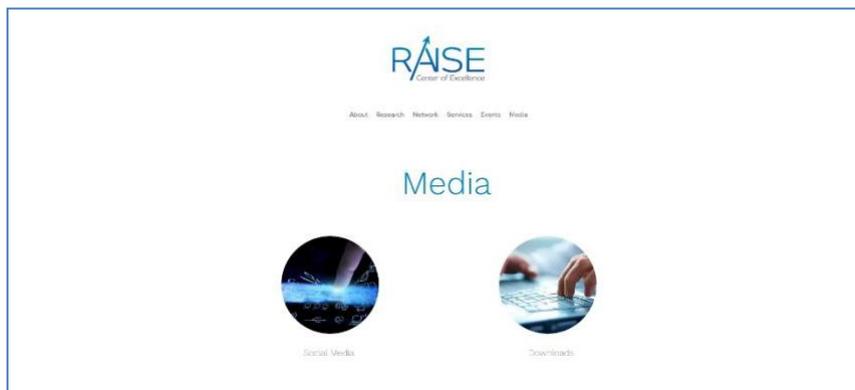


Figure 16: Media webpage on the CoE RAISE website.

## 5 Social media

Social media accounts have been created on various platforms for which in the following the profiles are presented. It is planned to feed the social media channels LinkedIn, Twitter, and Facebook with small updates on a daily basis, if possible. Therefore, a document collecting short news feeds will be placed on the BSCW server. Contributions are expected from all partners.

### 5.1 LinkedIn

On LinkedIn, a company with the name CoE RAISE has been created<sup>5</sup>. The corresponding profile header on LinkedIn is depicted in Figure 17.

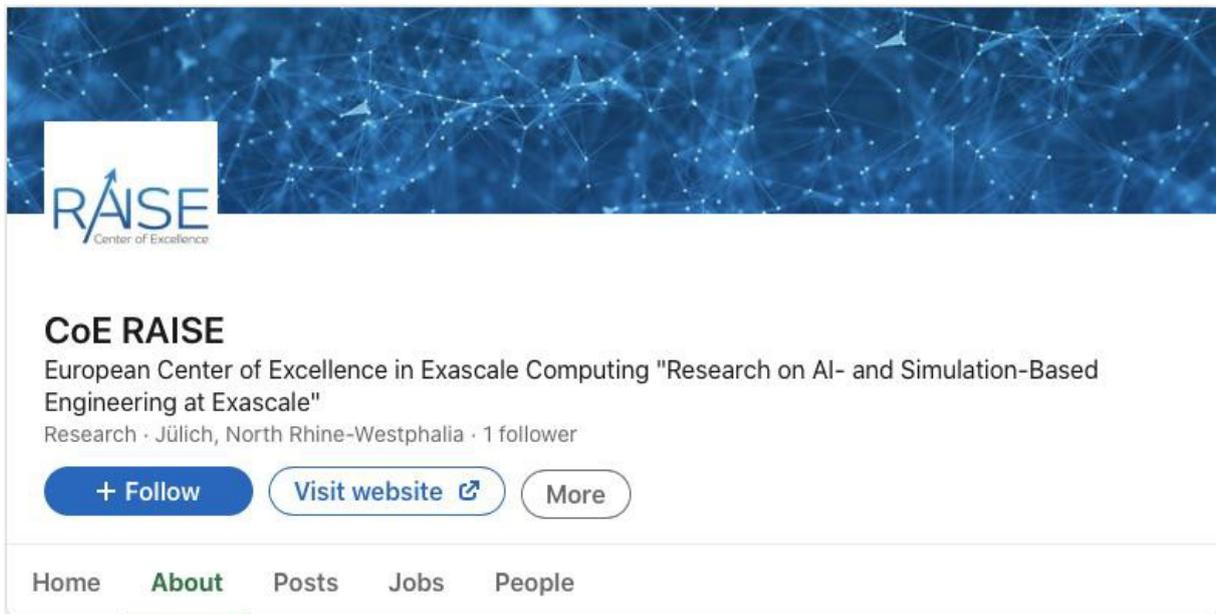


Figure 17: LinkedIn profile of the CoE RAISE.

### 5.2 Twitter

Similar to the LinkedIn profile, a Twitter account @CoeRaise, has been created. It is accessible via Twitter's website<sup>6</sup>. Figure 18 shows the corresponding profile.

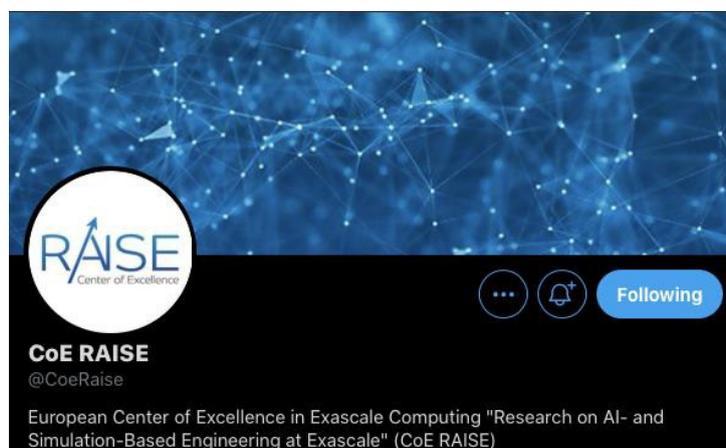


Figure 18: Twitter account @CoeRaise for the project.

<sup>5</sup> CoE RAISE LinkedIn <https://www.linkedin.com/company/coe-raise>

<sup>6</sup> CoERaise Twitter <https://twitter.com/CoeRaise>

### 5.3 ResearchGate

A project has been created on ResearchGate, see Figure 19. It is accessible via ResearchGate's website<sup>7</sup>. Papers authored by the member of the CoE and ResearchGate will be assigned to the project.

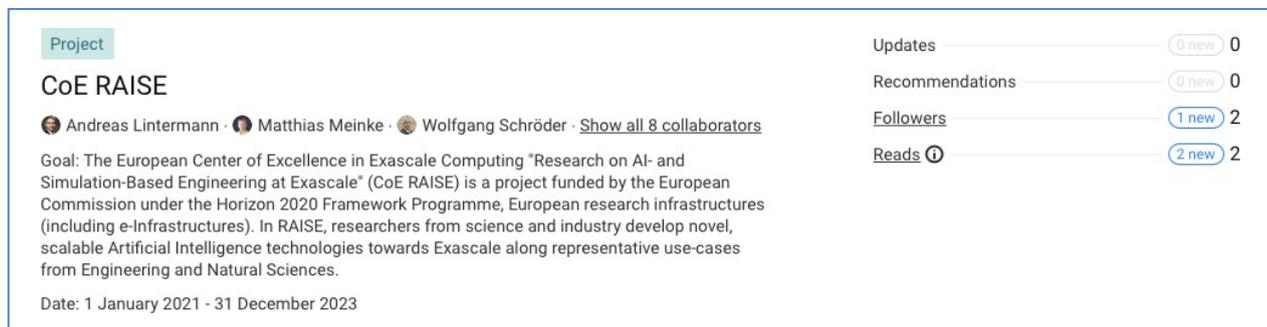


Figure 19: New project CoE RAISE on ResearchGate.

### 5.4 Facebook

On Facebook<sup>8</sup>, a company page with the name CoE RAISE has been created. Figure 20 shows the header of the account.

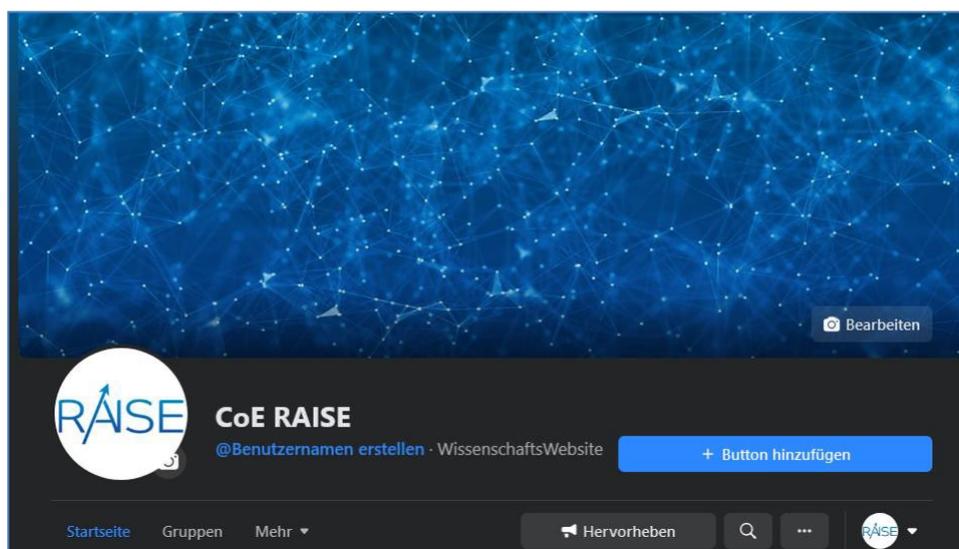


Figure 20: New project CoE RAISE on Facebook.

### 5.5 Medium

CoE RAISE is also represented on the online publishing platform Medium. It is accessible via Medium's website<sup>9</sup>. Figure 21 shows the *About* section of the corresponding profile.

<sup>7</sup> CoE RAISE ResearchGate <https://www.researchgate.net/project/CoE-RAISE>

<sup>8</sup> CoE RAISE Facebook <https://www.facebook.com/CoERAISE2021>

<sup>9</sup> CoERaise medium [https://medium.com/@raise\\_info](https://medium.com/@raise_info)

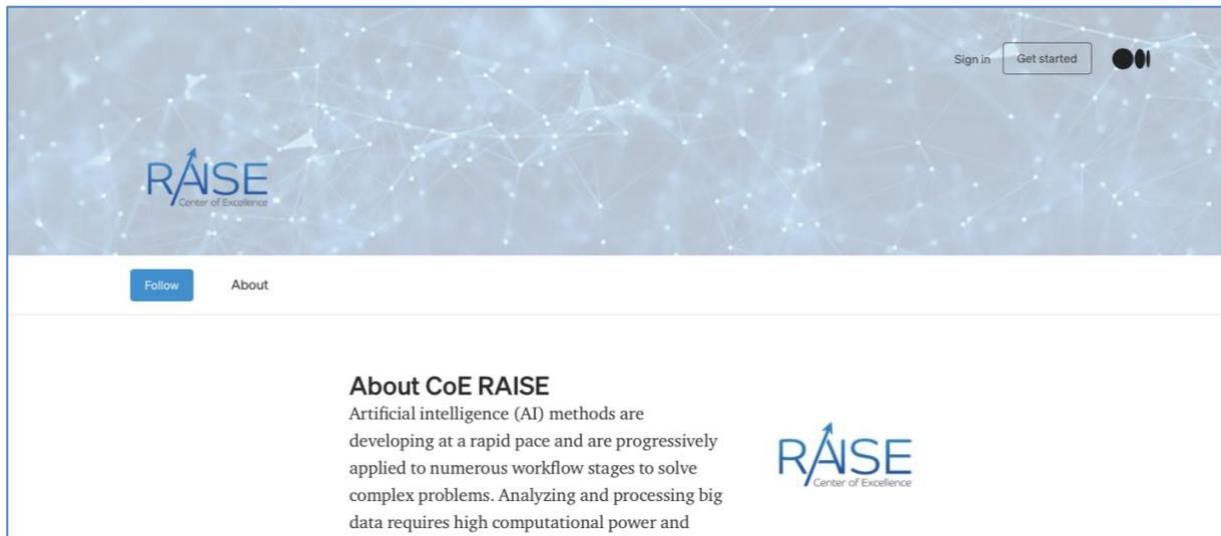


Figure 21: New CoE RAISE Medium profile.

## 5.6 YouTube channel

CoE RAISE's YouTube channel<sup>10</sup> will be used to disseminate information in video format. The channel will mainly be fed with material from workshops or seminars, e.g., presentations given by CoE internal and external speakers at RAISE workshops, promotional videos, or recorded conference contributions. The subsequent Figure 22 shows a screenshot of RAISE's YouTube channel.

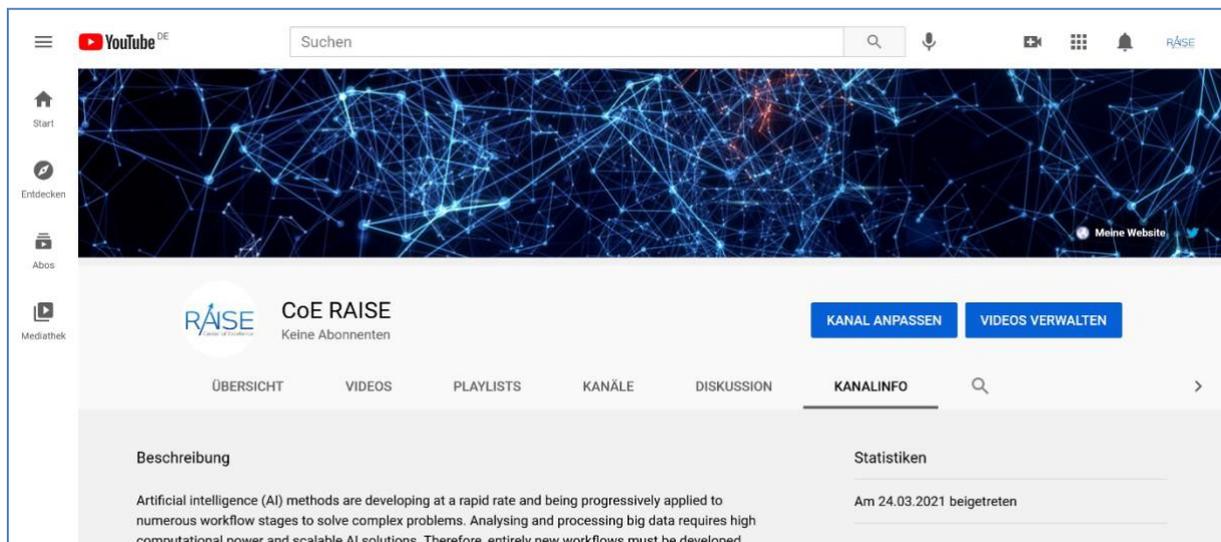


Figure 22: CoE RAISE's YouTube channel.

<sup>10</sup> CoE RAISE YouTube <https://www.youtube.com/channel/UCAdIZ-v6cWwGdapwYxdN7dg>

## List of Acronyms and Abbreviations

AI	Artificial Intelligence
AISee	AI- and Simulation-Based Engineering at Exascale; renamed to RAISE
BSC	Barcelona Supercomputing Center
BSCW	Basic Support for Cooperative Work
CoE RAISE	European Center of Excellence in Exascale Computing “Research on AI- and Simulation-Based Engineering at Exascale”
CYI	The Cyprus Institute
EC	European Commission
EU	European Union
FZJ	Forschungszentrum Jülich
HPC	High-Performance Computing
HPDA	High-Performance Data Analytics
PMT	Project Management Team
RAISE	see CoE RAISE
RWTH	RWTH Aachen University
SMEs	Small and Medium-Size Enterprises
WP	Work Package