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SLIMFIT

SMART LOGIC-IN-MEMORY FOR THE INTERNET OF THINGS



D1.1 VISUAL IDENTITY, PROJECT WEBSITE AND SOCIAL NETWORK ACCOUNTS

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EXECUTIVE SUMMARY

This deliverable summarizes the concept of the SLIMFIT project visual identity, the web-page and the social media accounts.

CONTENTS

1	DESIGN OF THE PROJECT VISUAL IDENTITY	4
2	DESIGN OF THE PROJECT WEB-SITE.....	5
3	SOCIAL MEDIA ACCOUNTS.....	6

1 DESIGN OF THE PROJECT VISUAL IDENTITY

SLIMFIT’s identity is defined by its Logo and colour codes, that are the base for the web-site design as well as for the document templates. The SLIMFIT Logo is depicted in Figure 1-1. The Logo is based on a schematic drawing of a network of interconnected objects, inspired by the concept of the Internet of Things (IoT). The acronym of the project is styled to highlight the memristive element, chosen as a replacement for the letter “I”, giving reference to the development of a memristive computational unit for the IoT, which is the core idea of the project. Moreover, the two dots of the two letters “I” in the acronym are made to be coincident with nodes of the network in the background, allowing the viewer to catch our vision: to integrate the high energy efficiency of the memristive computation in the IoT domain.



FIGURE 1-1: LOGO OF THE SLIMFIT PROJECT

The color codes to be used in our dissemination activities were defined as follows (in RGB):

Green:	112-173-71
Grey (medium):	191-191-191
Grey (light):	236-236-236
Blue:	0-102-204

The project identity has been further defined in terms of templates for the main documents that will be exchanged: PowerPoint presentations, Deliverables, Reports, etc. These templates have been made available to all partners by means of a shared folder. As an example, the style of the word documents can be appreciated in the deliverable at hand.

2 DESIGN OF THE PROJECT WEB-SITE

The project web-site serves as the main starting hub to disseminate information and material about the project and its development, and acts in connection with the social media chosen to engage the academic and industry community on this topic. The goal is to promote and report about news, events, meeting, conferences or any other opportunity for happenings or contacts that can ignite the creation of a fabric for the exchange and sharing of ideas and feedbacks that lead to the success of the project.

The web-site of the SLIMFIT project was created in October 2023 and now can be reached at:

<https://www.slimfit.unimore.it/>

The web-site aims at promoting the project, its partners, activities such as workshops/trainings and competences, to share information about results and to provide a list of project-related publications. The website was designed to achieve a twofold target: to foster the interest about the topics addressed by the project and to provide useful information to insiders. As such, it was structured to be clear in the contents and captivating and easy to use when browsing.

The upper portion of the homepage of the SLIMFIT web-site is depicted in Figure 2-1.



FIGURE 2-1: UPPER PORTION OF THE HOMEPAGE OF THE SLIMFIT WEB-SITE

The remainder of the page provides an at-a-glance description of the project. So far, besides the homepage there are three sub-pages that are dedicated to a detailed project description that includes a list of the partners and related contact points, a page listing the project results in terms of publications and other achievements, and a page in which dissemination news are reported.

The website will be updated regularly. That is, throughout the project timeline it is planned to further add useful information as pdf files or links.

3 SOCIAL MEDIA ACCOUNTS

A few social media accounts have been open in order to engage the academic and industry community on the project’s topic. The social networks chosen for this purpose are [Facebook](#) and [LinkedIn](#). The pages can be reached via the respective links reported above.

Both pages are styled in accordance to the project’s visual identity and bear the logo as the cover image. This can be appreciated, as an example, in Figure 3-1 where a screenshot of the header of the LinkedIn page. At the same time, an ad-hoc email address was opened to manage the aforementioned accounts and to act as the main inbox of the project for external contributors and stakeholders. The address is info.slimfit.project@gmail.com.



FIGURE 3-1: SNAPSHOT OF THE SLIMFIT LINKEDIN PAGE