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Lifelong Food and Nutrition Assistance
AAL-Call-2017-013
Start date: 1 May 2018
Duration: 30 months

D4.1 “MEDIA KIT AND WEBSITE”

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Authors: Christoph STAHL (LIST)

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¹ L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario
² PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)
Consortium

<table>
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INTRODUCTION

This document gives an overview of the logos to be used to represent the project, the partners, and funding agencies, in all external communication. The logos and materials are made accessible through the shared OneDrive folder. Besides the logos, a poster for the project has been provided, that includes all partner logos and clip arts. The LIFANA logo and the clip-arts have been licensed for use in the project by LIST, but the standard license for the clip-arts doesn’t allow sharing or multiple users.

The project will disseminate regular news through the existing communication structures of the partners and their own corporate identities, so that we see no need for a dedicated newsletter template besides the provided LIFANA logo.
LOGOS

The LIFANA Logo

The LIFANA logo (Figure 1) has been created by the Web-design company designmatic.com and purchased by LIST to be used for the project. It is available as PDF, JPEG and PNG files.

![LIFANA Logo](image)

*Figure 1: LIFANA logo.*

The font name used for the logo is “Average Sans”, and it is recommendable to use the same font for the text in flyers and other material, as shown in Figure 2. This font has been developed by Google and accessible here under the Open Font License (OFL):

[https://fonts.google.com/specimen/Average+Sans](https://fonts.google.com/specimen/Average+Sans)

The OFL allows the licensed fonts to be used, studied, modified and redistributed freely as long as they are not sold by themselves.
Partner Logos

The following table gives an overview of the available logos and formats. In general, scalable vector formats (svg, pdf, eps, ppt) should always be preferred over fixed-resolution bitmaps (png, jpg, gif) to make sure that no artifacts are visible in print products. However, some logos are only available as bitmaps, but with sufficient resolution even for large width, e.g. on a poster. In general, a minimum resolution of 300dpi is encouraged for print products.

Table 1: Available formats for partner logos.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>bitmap</th>
<th>transparent</th>
<th>eps</th>
<th>svg</th>
<th>pdf</th>
<th>ppt</th>
<th>Source/comments</th>
</tr>
</thead>
<tbody>
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<td>400x515</td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td></td>
<td>designmantic,.ppt manually created</td>
</tr>
<tr>
<td>LIST</td>
<td>945x200</td>
<td>x</td>
<td></td>
<td></td>
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<td>LIST</td>
</tr>
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<td></td>
<td>x</td>
<td></td>
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<td></td>
<td>LIH</td>
</tr>
<tr>
<td>Fraunhofer</td>
<td>3274×977</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
<td>FhP</td>
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<tr>
<td>SONAE MC</td>
<td>3543×709</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SONAE</td>
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<tr>
<td>Contiente</td>
<td>300x300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SONAE</td>
</tr>
<tr>
<td>Santa Casa</td>
<td>2577x940</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
<td>Santa Casa, guidelines apply, permission required</td>
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<td>Society</td>
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<td></td>
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<td>-</td>
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<td>KBO</td>
</tr>
<tr>
<td>cereneo</td>
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<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>
Santa Casa provides an Identity Manual that describes how to use their logo. Documents that use their logo need to be approved by Santa Casa.

The following Table 2 gives an overview of all logos.

<table>
<thead>
<tr>
<th>Logo</th>
<th>Size</th>
<th>Approved</th>
<th>Source</th>
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<td>x</td>
<td>CMU, Nicola Filizola</td>
</tr>
<tr>
<td>EU</td>
<td>2363 x 1576</td>
<td>x</td>
<td>European Commission, online</td>
</tr>
<tr>
<td>FNR</td>
<td>1109 x 268</td>
<td>x</td>
<td>Official logos</td>
</tr>
<tr>
<td>ZonMW</td>
<td>570 x 133</td>
<td>x</td>
<td>Official logos</td>
</tr>
<tr>
<td>FCT</td>
<td>1240 x 1181</td>
<td>x</td>
<td>Official logos</td>
</tr>
<tr>
<td>Switzerland</td>
<td>2560x826</td>
<td>x</td>
<td>Wikipedia</td>
</tr>
</tbody>
</table>

1) Santa Casa provides an Identity Manual that describes how to use their logo. Documents that use their logo need to be approved by Santa Casa.

Guidelines

The logo of Santa Casa comes with guidelines how to use it, regarding dimensions and spacing.

Depending on the paper format, the following sizes are specified:
• Less than A5: 20 mm wide
• A5: 30 mm wide
• A4: 40 mm wide
• A3: 50 mm wide
• Outdoor dimension: 500 mm

A protective area must be secured around the entire 5 mm logotype. In the protection area there can not be any other graphic element.

We will apply the same guidelines for sizes and spacing to all partner logos.

Licensed graphics and clip-arts

The following stock images were licensed by LIST from iStockphotos to be used in LIFANA. The graphics can be used by LIST to create content for the project, but the standard license doesn’t allow sharing or distribution of the licensed image source.
Figure 3: Generic kitchen background image, used for website and poster.

Figure 4: Clip-arts used for the LiFANA diagram and poster.
Figure 5: Set of avatar images, used to illustrate Personas.
LIFANA Poster

For the presentation of the project at the AAL Forum 2018, a poster has been designed that can serve as template for other publications as well. It includes the logos of the AAL association, the EU flag, all funding agencies and partners. It also includes a licensed background image showing vegetables and a tablet computer on a wooden desk, which can be reused for other publications. The clip-arts used in the diagram are also licensed and available.
Deliverables

The template for deliverables is based on the standard template for LIST reports, with a specific title page and AAL and EU logos in the header.
WEBSITES

For the website, a domain has been registered by LIST (www.lifana.eu) that is easy to remember.

LIFANA at LIST research projects pages

Currently, the domain refers to the LIST project page of LIFANA, hosted by LIST. It is available in English and French language and gives information about the inspiration, innovation and impact of the project, and lists all partners and funding agencies. It also provides a flyer to download as pdf. This page will also be archived and hosted by LIST after the project ends.

LIFANA
Lifelong Food and Nutrition Assistance

INSPIRATION

Many elderly suffer from malnutrition that can cause (or be caused by) chronic health conditions, such as diabetes type 2, high blood pressure, cardiovascular diseases, stroke or even osteoporosis. Through appropriate adjustments in their diets, on the basis of personalized nutritional advice from nutritionists, the burden of established diseases as well as the risks of developing further conditions can be diminished.

In this context, the LIFANA project aims to reduce the effort of daily food-related tasks for end-users and their support persons by integrating the meal-recommendations with recipe databases, grocery delivery services and smart shopping lists.

INNOVATION

The objective of LIFANA is to develop and evaluate a software application called the LIFANA Nutrition Solution that supports healthy nutrition through all phases of ageing, from active seniors to elderly users and patients in need of daily care. It will recommend meals for a whole week based on the user’s preferences, such as culture, taste, and budget, but more importantly on personal advice provided by professional nutritionists. The objective is to provide advice that are nutritionally appropriate on their own and that the user likes. Depending on the individual address and situation of the user, the package will further support shopping tasks for self-cooking, coordination of shopping tasks with informal carers, such as family members, and grocery delivery services.

This project integrates software components for meal recommendation and shopping assistance, as provided by LIST and Fraunhofer Portugal, into the GoLivePhone mobile application that addresses the needs of elderly users. It is developed and distributed by our SME partner GoLivePhone from The Netherlands. As a project partner, LIST contributes its WiPfood platform, which includes microservices for: (i) natural language processing of ingredient lists with detection of synonyms, (ii) a knowledgebase of 651 defined food ingredients and their class hierarchy, and (iii) tools for data quality assessment of food-product information and information extraction.

IMPACT

Individual meal recommendations based on personal advice from professional nutritionists and integrated with decision support in the supermarket will assist the users to change their eating habits in order to maintain a healthier lifestyle. LIFANA also addresses socio-economic aspects by taking advantage of promotional offers from retailers. In Switzerland, the LIFANA Solution will be adapted by our clinical B2B partner Cereneo to connect discharged patients at home with nutritionist for nutrition advice.

The project team expects significant improvement of well-being and a reduced rate of malnutrition during the field trial with 200 participants in three countries. The project business partner GoLivePhone intends to make the results of the project LIFANA widely available as additional module in their existing GoLivePhone software suite as soon as possible after the project ends.

Research domains

* IT

SHARE THIS PAGE:
LIFANA project website

The project website is maintained and hosted by LIST, but meant to be independent and to represent the whole consortium. It is designed using the TYPO3 content management system and includes background information about the project and its architecture, and a timeline of events during the project. The media section provides all public dissemination material.