

Gravitate-Health

WP8 – Project management, collaboration agreements, communication & Dissemination

D8.2 eProject visual identity website, handles for external-facing media, LinkedIn, Twitter

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EXECUTIVE SUMMARY

Gravitate-Health is a digital health information project with a mission to equip and empower citizens as users with digital tools that make them confident, active, and responsive in their patient journey, enhancing access, understanding and adherence and driving improved health outcomes.

This report presents the **eProject visual identity, the website & social media handles for external-facing media (LinkedIn, Twitter)** and describes the visual identity of **Gravitate-Health** as it has developed and is projected through the webpage and social media.

It describes the visual identity and its components (logo, colour palette, fonts & images) and how they are used to develop the website of the **Gravitate-Health**.

All material generated throughout the project will be according to this **Gravitate-Health** identity and will be used by all partners of the consortium when communicating about **Gravitate-Health** inside or outside the consortium.

1 Gravitate-Health Visual Identity

The project logo follows.



Figure 1 Gravitate-Health logo – different versions

See also the Brand Manual in Appendix I.

1.1 Colour palette

The colour palette is modern and stylish. Green and blue, as characteristic colours of the medical world, are themselves two colours that transmit calmness, reassurance, and reconciliation. The tonality succession was studied to highlight the peaceful character, but at the same time the firm character of the brand identity.

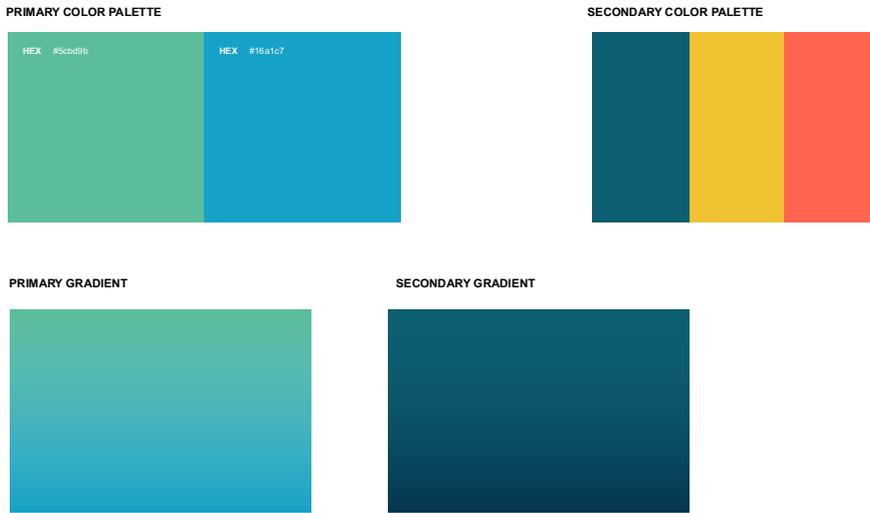


Figure 2 Gravitate-Health color palette

1.2 Typography

Typography is fundamental in the communication of a company or initiative. The careful use of typography strengthens the identity and ensures clarity and harmony. We selected Montserrat and Nunito Sans, fonts that give energy and professionalism without sacrificing readability.

1.2.1 Primary typography

Montserrat

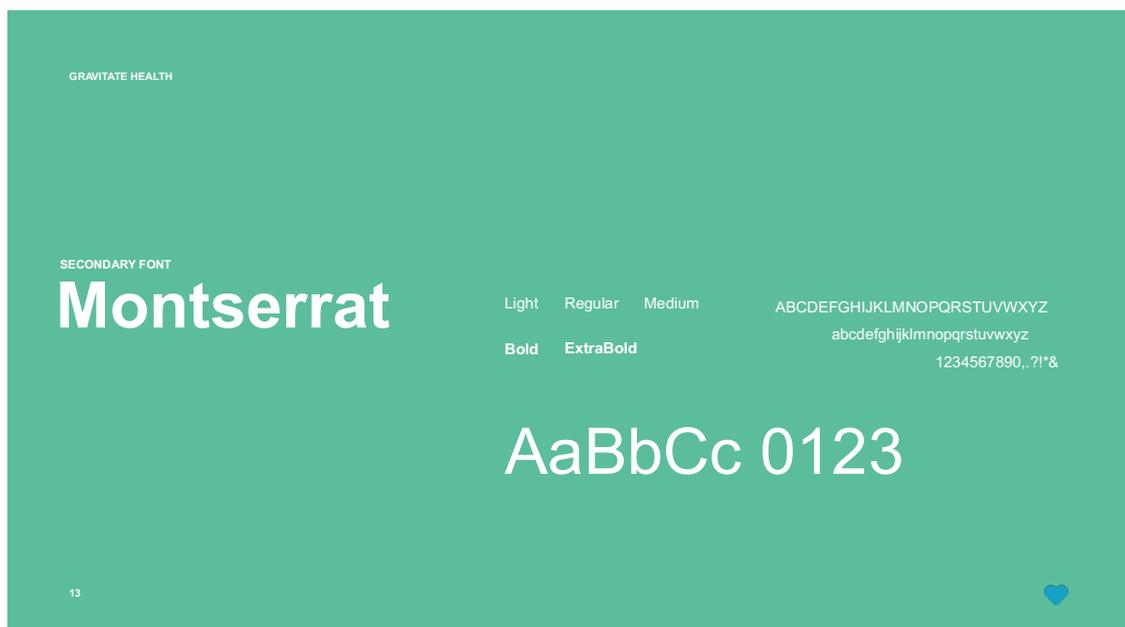


Figure 3 Gravitate-Health primary typography Montserrat

1.2.2 Secondary typography

Nunito Sans

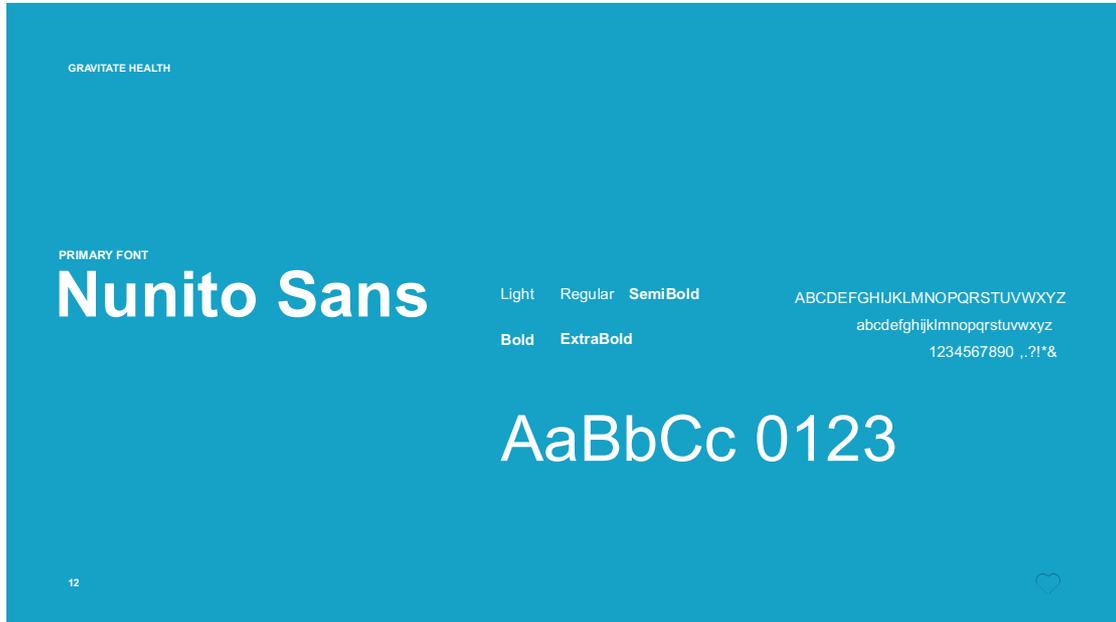


Figure 4 Gravitate-Health secondary typography Nunito Sans

1.2.3 Typographic Compositions

The visual identity system of Gravitate-Health uses the font Montserrat for the titles and Nunito Sans for the paragraphs. Below are the basic rules to comply with for the publishing products in order to guarantee always the functionality of the use and the effectiveness of the communication.

This is a big Headline

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Duis tempus gravida tortor,
ut semper dolor sodales sed.

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Duis
tempus gravida tortor, ut semper
dolor sodales sed. Etiam ac ipsum
a nisi auctor tempor.**

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Duis tempus gravida tortor, ut semper dolor
sodales sed. Etiam ac ipsum a nisi auctor tempor.
Pellentesque habitant morbi tristique senectus et
netus et malesuada fames ac turpis egestas.
Vestibulum at pellentesque justo. Fusce mi leo,
rhoncus at mi id, fermentum ultricies quam.

Figure 5 Gravitate-Health typographic compositions

1.3 Social Identity

Twitter and LinkedIn handles have been created for the project. These networks will be leveraged to communicate project announcements and developments in short bite-sized messages suitable for this type of media. As long as the project activities will evolve social media will be also key channels to reach out specific audience e.g., to engage in events, workshops and contests.

1.3.1 LinkedIn @GravitateHealth

LinkedIn is generally more business- and organization-oriented and so, in terms of intended target audience, it will be an effective platform from which to communicate with targeted stakeholders, as well as the scientific community and other European and IMI projects and initiatives in similar focus areas.

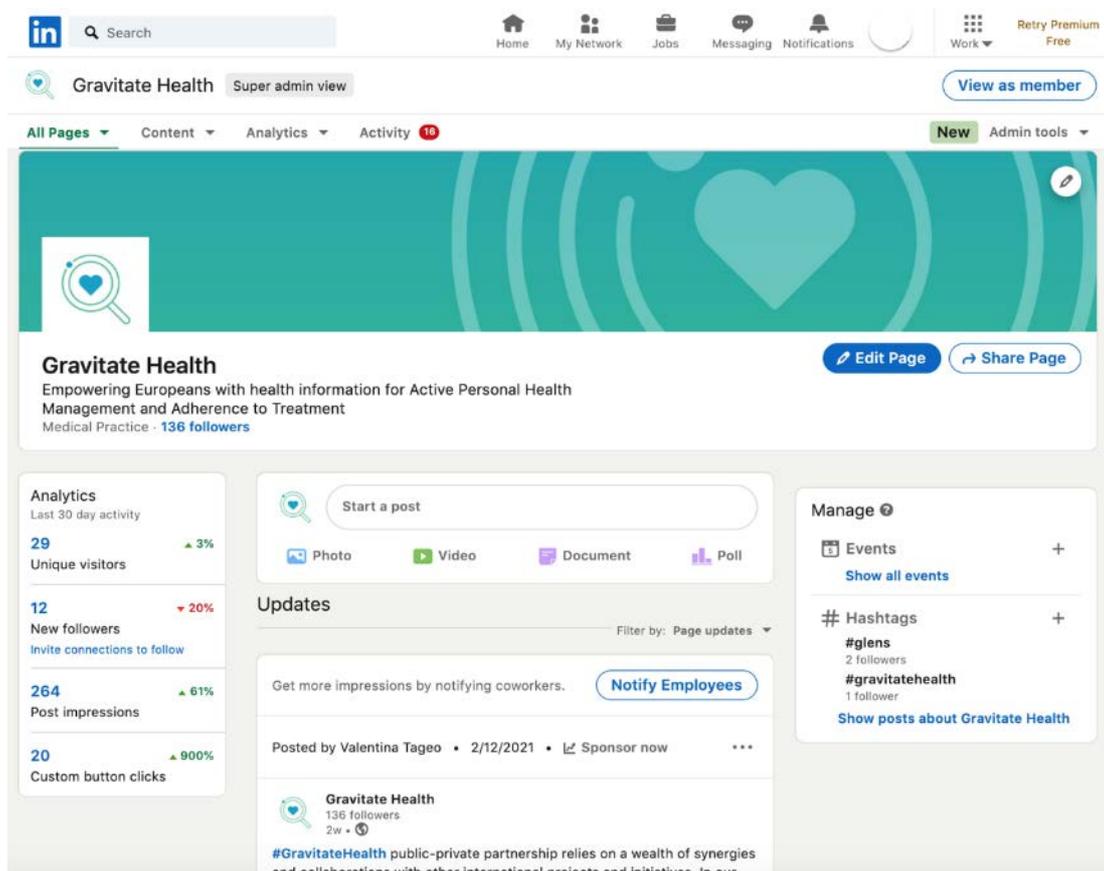


Figure 6 Gravitate-Health Homepage LinkedIn

1.3.2 Twitter @GravitateHealth

Twitter is aimed at all Gravitate-Health target audiences and will help to direct project blog posts and announcements to the target groups by using hashtags and handles relevant to the Gravitate-Health project and related areas. The official Gravitate-Health hashtag **#GravitateHealth** will be combined with the most popular hashtags related to

the project's topic such as *#IMI2* *#PatientEmpowerment* *#DigitalLiteracy* *#safemedication* *#digitalhealth* as well as project-specific hashtags such as *#Glens*.



Figure 7 Gravitate-Health Homepage Twitter

1.4 Image Style

An initial gallery of photographs has been elicited. The photographs are human centric, depicting healthcare professional and patient interaction and highlighting digital technology (Figure 8.). Also, images will be selected with a focus on independent living and every-day life “care-between-care” situations.



Figure 8 Gravitate-Health - Images of healthcare professionals & patients

The project’s images’ repository will be enriched according to the needs and specific purposes of the campaigns to be launched, with specific care to being inclusive and diverse.

1.5 PowerPoint Templates

A standard PowerPoint template has been produced and made available to all beneficiaries to be used to deliver presentations on the project inside and outside the consortium.

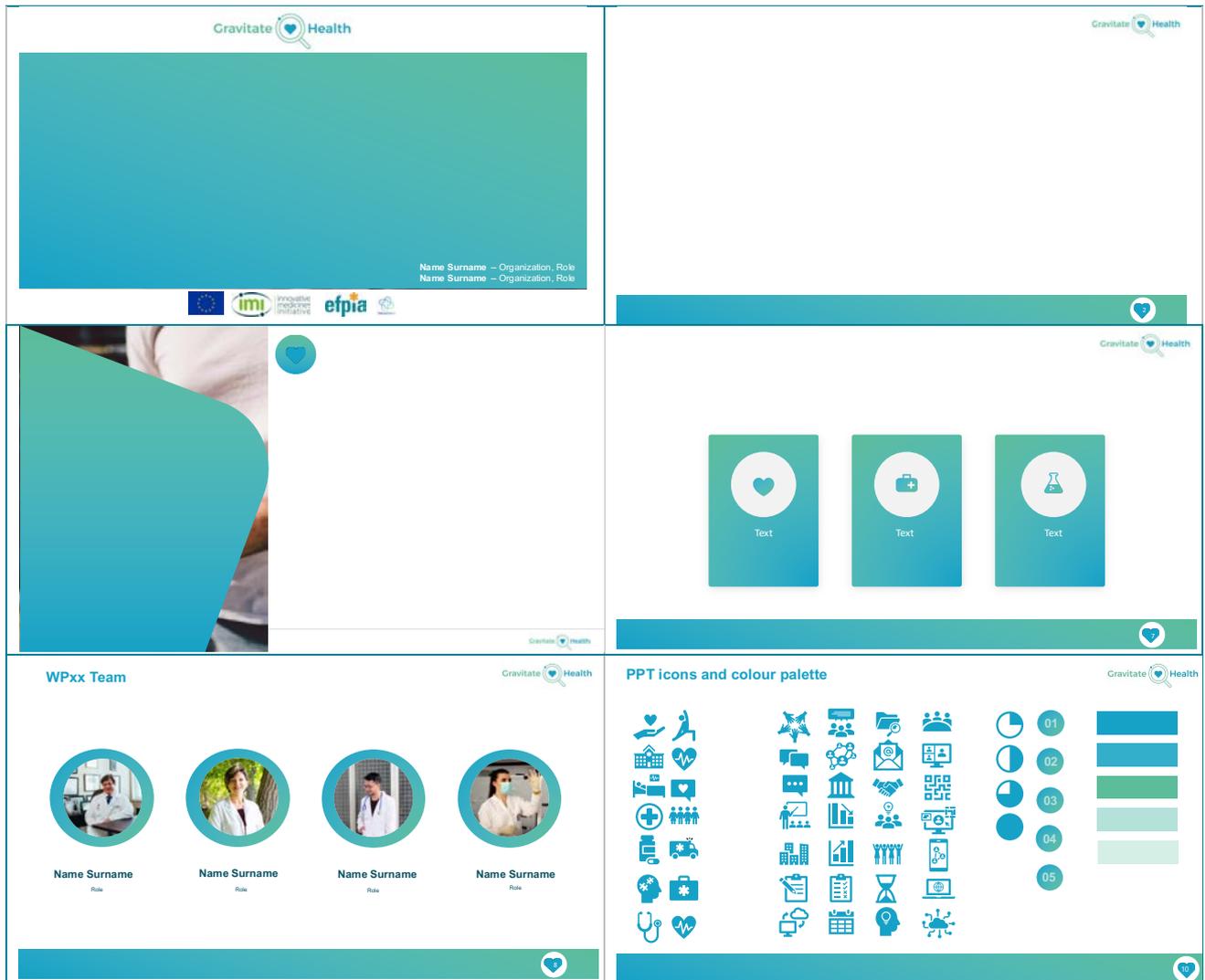


Figure 9 Gravitate-Health power point template

1.6 Design Assets

The design assets are prepared to be used throughout the project by all partners for official correspondence, Gravitate-Health project & concept promotion as well as events and functions.

All material ensures that the visual identity for Gravitate-Health is properly communicated “at a glance” and logos are appropriately used. Letterhead, web banners, events, conferences, webinars banners, leaflets etc.

1.6.1 Letterhead

Word file with Gravitate-Health logo, relevant fonts, and EU, IMI, EFPIA, & Datapharm logos in A4 size.



Figure 10 Gravitate-Health word template

1.6.2 Generic Web Banner and visuals

A generic web banner has been prepared in different dimensions: 650 x 400, 700 x 420, 1100 x 250, 300 x 300, 728 x 90 pixels. Furthermore, ad hoc visuals and gifs are being produced according to the project’s communication needs.



Figure 11 Gravitate-Health web banner



Figure 12 Gravitate-Health -GIF example for project website launch

1.6.3 Event and conference web banners

Similarly, event and conference web banners templates have been produced in different dimensions: 650 x 400, 700 x 420, 1100 x 250, 300 x 300, 728 x 90 pixels. Other sizes and different contents will be provided upon needs.



Figure 13 Gravitate-Health - Event and conference web banners templates

1.6.4 Flyer

A basic template for an A5 flyer has been produced. The content will be tailored according to needs and specific uses.

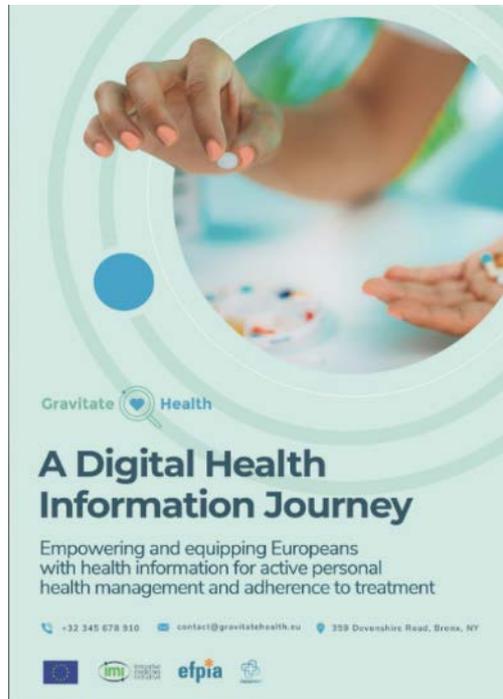


Figure 14 Gravitate-Health - Basic template for an A5 flyer.

1.6.5 Invitation

Prepared in dimension 21 X 21 cm.



Figure 15 Gravitate-Health invitation template

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1.6.6 Poster

Prepared in dimension 42 x 59.4 cm.



Figure 16 Gravitate-Health poster template

1.6.7 Other materials

Ecosystems event web banners and other flyers will be defined at a later stage according to needs.

2 Website www.gravitatehealth.eu

2.1 General Overview

The website is part of the Gravitate-Health brand. It is what it “projects” to the outside world. It is the reference point for the project, where everything that needs to get communicated outside the consortium will be found. All news related to the development of the project will be found on the website.

The consortium partners and their role in the project will be also promoted, and every partner will have a dedicated microsite with information about the tasks they are involved in and the link to their website. A map will be used to access the partners but also partner logos will lead to the respective partner microsite.

The website will be dynamic, and it will reflect the project as it gradually develops. Several areas will be developed later and the menu will change accordingly. It will be used not only to disseminate the news on the project development but also to serve some of the tasks of the project. Polls and surveys will be posted on Social Media (Twitter and LinkedIn), which will be used to attract visitors. The website is a means to build a community.

2.2 Webpage at official launch – landing page

At the official kick-off for the Gravitate-Health Project (*30th November 2020*) the landing page of <https://www.gravitatehealth.eu/> was presented with information content about the project’s mission, aims, outcomes, identity & budget of the project and reference to IMI. It featured the Gravitate-Health Logo, used the colour palette and selected photos according to the image style chosen. The official press release was also uploaded as well as a map of Europe showing the diversity of partners with their names, type of organisation and country of origin.

2.2.1 Landing page Screenshots

Screenshots of the landing page follow. The landing page is no longer accessible as it has been replaced by the official website, however backup copies have been kept for filing.

A revolving set of photos (slider, Figure 7.) was put at the top of the page (see also the screencast below):



screencast-www.gravitatehealth.eu-2021

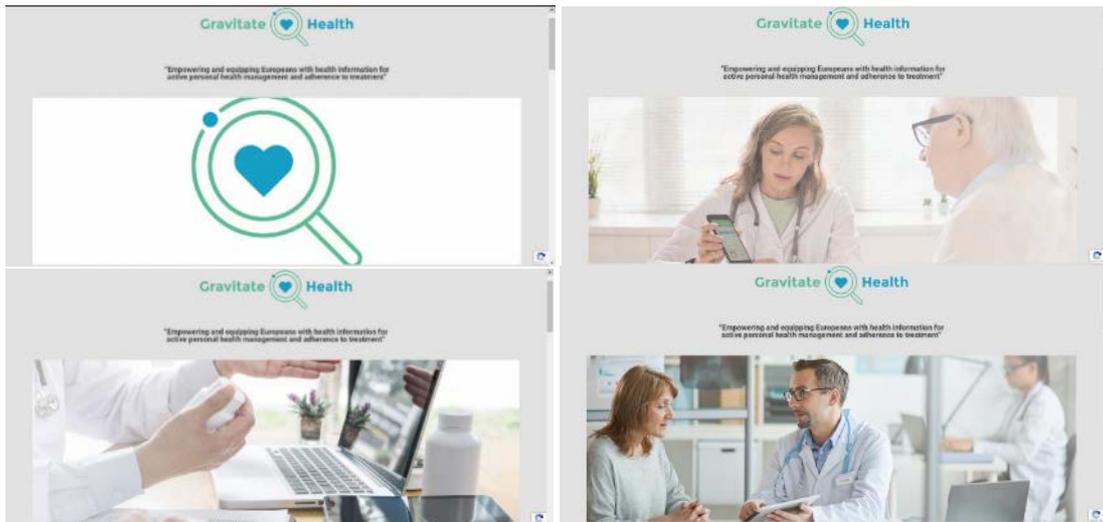


Figure 11 Gravitate-Health - Screenshots of top banner

2.2.1.1 Other Screenshots

The screenshots that follow depict the content. The press release was downloadable via a link. (see APPENDIX II for the pdf file)

GRAVITATE HEALTH IS AN INTEGRATED DIGITAL HEALTH INFORMATION PROJECT

The Gravitate Health mission is to equip and empower citizens with digital information tools that make them confident, active, and responsive in their patient journey, specifically encouraging safe use of medicines for better health outcomes and quality of life.

Our vision
engagement of citizens in their own health can only be achieved with access to actionable, understandable, relevant, reliable and evidence-based information that meets their specific needs, health context, and literacy level.

Our ambition
to provide a key piece to advance this vision: the Gravitate Lens (G-Lens), which focuses (but does not conceal or filter) approved electronic product information (ePI) content, and offers a route for patients to access trustworthy, up-to-date information that better meet their individual needs.

GRAVITATE HEALTH AIMS TO

- 1 – develop an integrated, digital, user-centric health information solution with two-way communication for the public so that health information from a set of trusted sources is available and understandable (such as package leaflet content) and EHR-IPS (International Patient Summary).
- 2 – promote adherence to treatment, safer use of medication (Pharmacovigilance), better health outcomes and quality of life through improved availability and understanding of health information from trusted sources & minimize risk through optimal use of available health information.

Gravitate Health will deliver

- an open source digital platform supporting G-Lens functionality, demonstrated in a number of testing scenarios, and
- a White Paper with recommendations on realistic strategies to strengthen access, understanding and future use of digital services like ePIs as a tool for Risk Minimization.

Gravitate Health services and G-lens will be developed and tested within the project, using an evaluation framework to test the efficiency, efficacy, and safety of Gravitate-Health services.

WHO WE ARE

The **Gravitate Health** is a **public – private partnership** with **39 members** from Europe and the US, co-led by University of Oslo (coordinator) and Pfizer (industry lead), funded by the Innovative Medicines Initiative (IMI) – a joint undertaking of the European Commission, the European Federation of Pharmaceutical Industries and Associations (EFPIA), IMI Associated Partners.

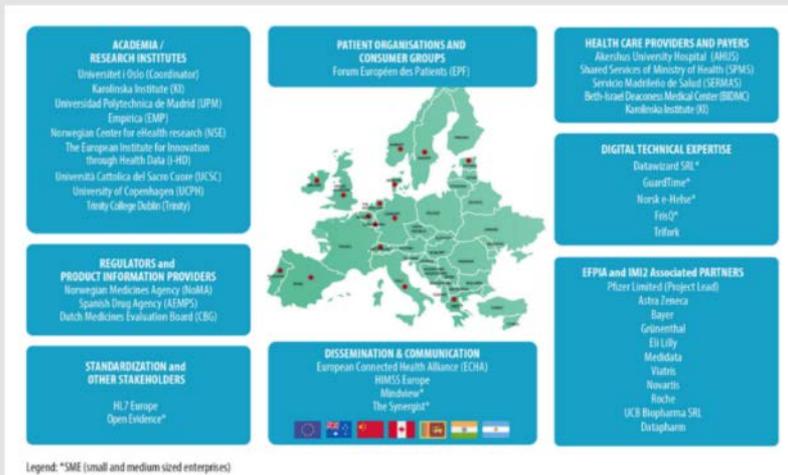
facts & figures

<p>★ Project launch</p> <p>Gravitate Health started on 01 November 2020</p>	<p>📅 Duration</p> <p>60 months</p>	<p>💰 Budget</p> <p>€18,5 Mio</p>
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Press Release

Read the [Press Release](#) of Nov. 16th 2020

Gravitate Health partners at a glance



About IMI

The Innovative Medicines Initiative (IMI) is Europe's largest public-private initiative aiming to improve health by speeding up the development of, and patient access to, innovative medicines, particularly in areas where there is an unmet medical or social need. IMI facilitates collaboration between the key players involved in healthcare research, including universities, the pharmaceutical and other industries, small and medium-sized enterprises (SMEs), patient organisations, and medicines regulators. It is a partnership between the European Union (represented by the European Commission) and the European pharmaceutical industry (represented by EFPIA, the European Federation of Pharmaceutical industries and Associations). For further information: www.imi.europa.eu

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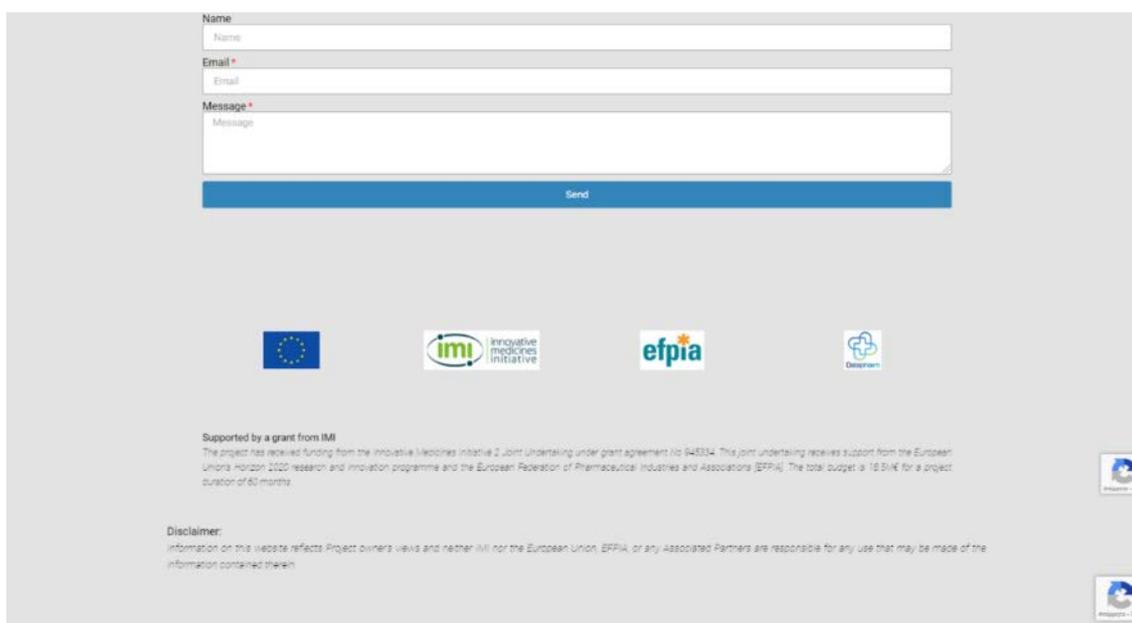


Figure 18 Screenshots from Gravitate-Health website

2.3 Webpage visual elements & Content Development

The corporate identity of Gravitate-Health is adopted throughout: typography, colour palette, and image style.

2.3.1 Visual Elements

Especially designed icons as symbols of activities and/or sections of the project provide a unique Gravitate-Health identity.

2.3.2 Fonts

The brand typography is used for the website (Fonts: Montserrat & Nunito Sans).

2.3.3 Photographs

The image style photographs are further branded with watermarked elements of the Gravitate-Health logo (G-lens).



Figure 19 Photographs branded with the G-lens watermark for the Gravitate-Health website.

2.3.4 Icons & Infographics - key word / WP

Icons and infographics are prepared by Datawizard and are incorporated accordingly. For every WP (work package), 1 to 8, a key word was chosen per WP, underlining the key feature in the project sections on the website: <https://www.gravitatehealth.eu/project-sections/>



Figure 20 Gravitate-Health WPs icons and key words.

2.3.5 Content Development

The MINDVIEW team used the kick-off material to prepare the content for the webpage. Where necessary the WP leads were consulted, and the content was appropriately edited. The website addresses all stakeholders of the health sector including the general public and the language used should be easy to understand. As the project evolves the content of the webpage will be also enriched to reflect the project's development.

2.3.6 Process of Work

The development of the website is an ongoing process with long-term planning and periodical feedback from launch forward. In collaboration with WP leads, the MINDVIEW team will set up a development process with a timeline connected to the project phases. An annual review will also be established.

In the coming months:

- In the partner section:
 - Partner's microsites (39 pages) will be developed to illustrate the role and contribution of every partner to the project.
 - An interactive map with all 39 partners pinned will connect to the partners microsites.
- The "Users Advisory Group" will be featured when finalized.
- The Ecosystems page will be developed when the corresponding contractual arrangements to agree upon and run external ecosystems' engagement activities will be finalised (spring 2021).
- Sections with "Legal and Ethical Advisory Board", and "International Advisory Board" members will be added, when boards are established.
- Dedicated pages will be developed for the events of the project, under "Activities" menu, i.e., hackathons and interoperability showcases. Also, third party events will feature on the Activities page (participation in conferences, workshops, webinars etc.).

2.3.7 Functionalities

A feature to register to the webpage *newsletter* will be added. Newsletters will be automatically created every time news articles are uploaded.

Videos and presentations will be uploaded and there will be a *search functionality* with key words and names.

The dedicated to the media area will be regularly updated to reflect the project progress (press releases, photos, banners, quotes, videos, short videos for social media, interviews, podcasts, etc....).

2.4 1st Version of Official Website

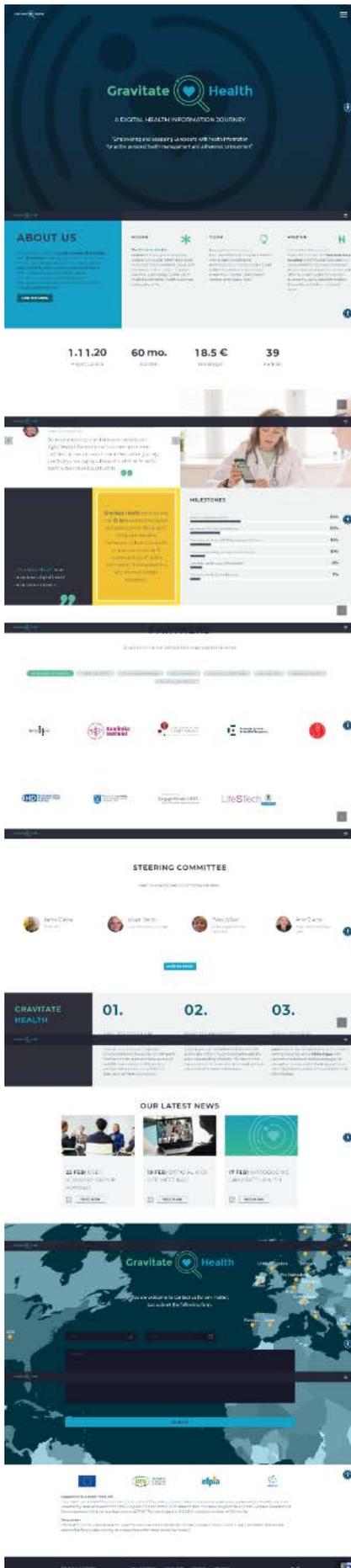
2.4.1 Homepage (25th February 2021)

Homepage and side menu: The Project, Partners, News, Media, Contact



Figure 21 Gravitate-Health - Homepage: open side menu with search window facilitates search and access to social media

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On the Homepage one gets an overview of the project, its main elements, and its contributors. The Homepage also interlinks with many of the inside pages through buttons.

- ABOUT US (Mission, Vision, Ambition)
- Key characteristics (launch, budget, duration, number of partners)
- Quotes - messages from Project Leads
- Milestones
- PARTNERS in groups per type (academia/communication/regulators..)
- STEERING COMMITTEE
- Aims
- LATEST NEWS
- CONTACT Form on a map background that features all partners locations

2.4.2 Project Identity

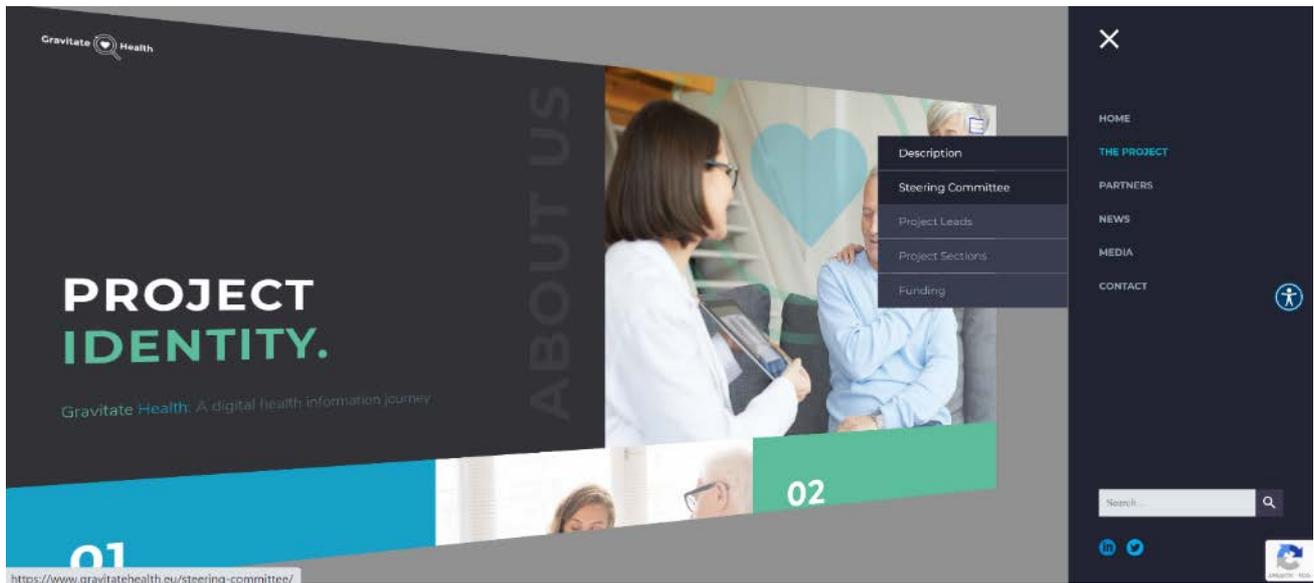
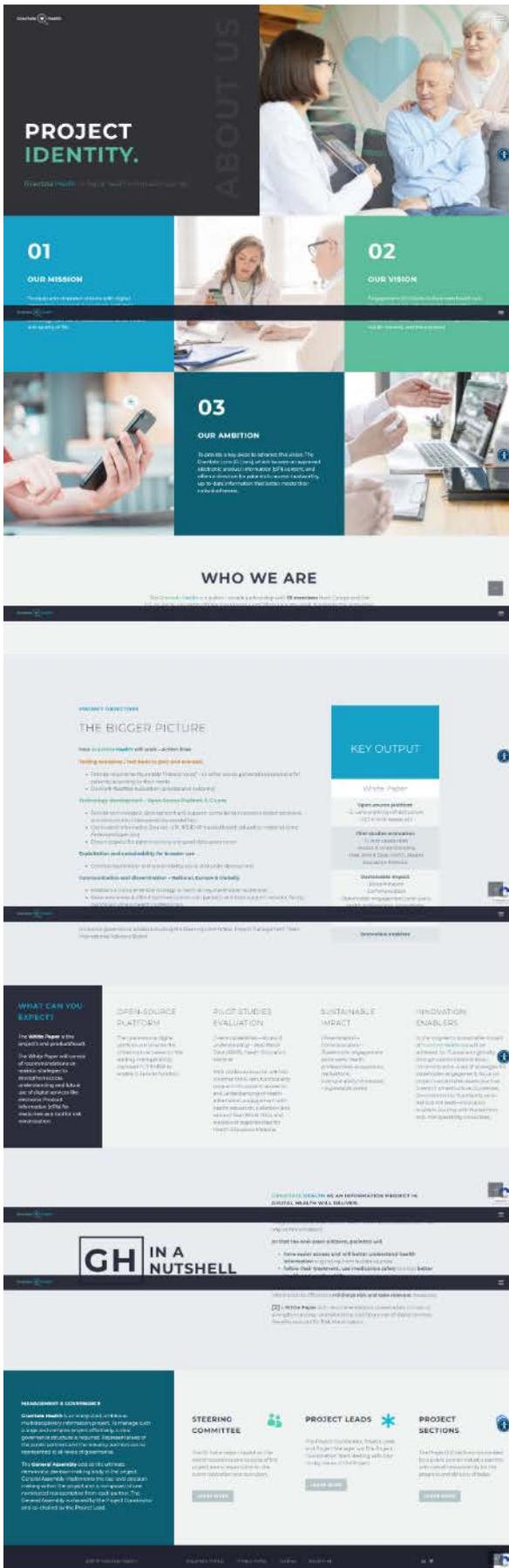


Figure 22 Gravitate-Health - Right-side Menu and Sub-menu (under "THE PROJECT": Steering Committee, Project Leads, Project Sections)



The Project

- o Description - Project Identity: photo to assist patients

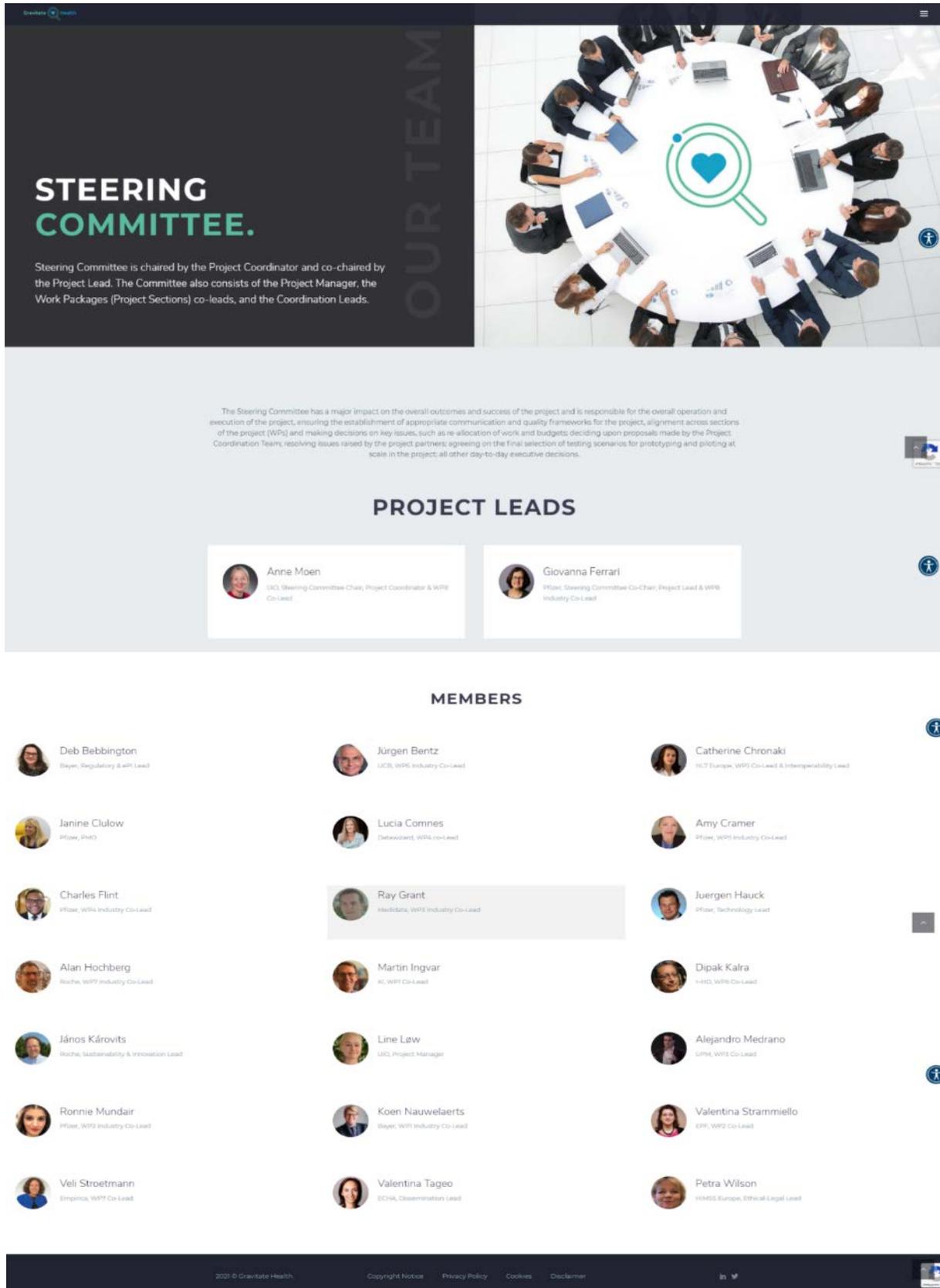
- o Mission – Vision – Ambition

- o WHO WE ARE- Reference to the consortium

- o KEY OUTPUT

- o EXPECTATIONS

2.4.3 Steering Committee



STEERING COMMITTEE.

Steering Committee is chaired by the Project Coordinator and co-chaired by the Project Lead. The Committee also consists of the Project Manager, the Work Packages (Project Sections) co-leads, and the Coordination Leads.

The Steering Committee has a major impact on the overall outcomes and success of the project and is responsible for the overall operation and execution of the project, ensuring the establishment of appropriate communication and quality frameworks for the project, alignment across sections of the project (WPs) and making decisions on key issues, such as re-allocation of work and budgets deciding upon proposals made by the Project Coordination Teams; resolving issues raised by the project partners; agreeing on the final selection of testing scenarios for prototyping and piloting at scale in the project; all other day-to-day executive decisions.

PROJECT LEADS

Anne Moen
 UKI, Steering Committee Chair, Project Coordinator & WP Co-Lead

Giovanna Ferrari
 Pfizer, Steering Committee Co-Chair, Project Lead & WP Industry Co-Lead

MEMBERS

- Deb Bebbington**
Bayer, Regulatory & API Lead
- Jürgen Bentz**
UCB, WP5 Industry Co-Lead
- Catherine Chronaki**
HCT Europe, WP5 Co-Lead & Interoperability Lead
- Janine Clulow**
Pfizer, PMO
- Lucia Comnes**
Takeda/Novartis, WP4 co-Lead
- Amy Cramer**
Pfizer, WP5 Industry Co-Lead
- Charles Flint**
Pfizer, WP4 Industry Co-Lead
- Ray Grant**
HeadData, WP5 Industry Co-Lead
- Juergen Hauck**
Pfizer, Technology Lead
- Alan Hochberg**
Roche, WP5 Industry Co-Lead
- Martin Ingvar**
KI, WP1 Co-Lead
- Dipak Kalra**
HHS, WP5 Co-Lead
- János Károvi**
Roche, Sustainability & Innovation Lead
- Line Lew**
UCI, Project Manager
- Alejandro Medrano**
UMH, WP5 Co-Lead
- Ronnie Mundair**
Pfizer, WP5 Industry Co-Lead
- Koen Nauwelaerts**
Bayer, WP5 Industry Co-Lead
- Valentina Strammello**
EPI, WP5 Co-Lead
- Veli Stroetmann**
Empirica, WP7 Co-Lead
- Valentina Tago**
ECHA, Dissemination Lead
- Petra Wilson**
HMGS Europe, Ethical/Legal Lead

Figure 23 Gravitate-Health Steering Committee

2.4.4 Steering Committee member page (bio)

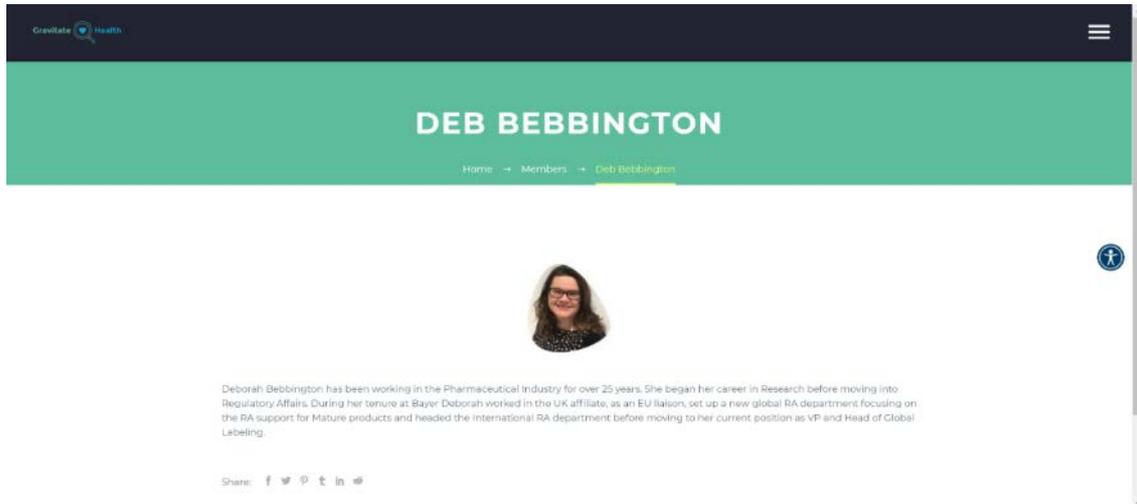


Figure 24 Gravitate-Health Steering Committee member page

2.4.5 Project Leads

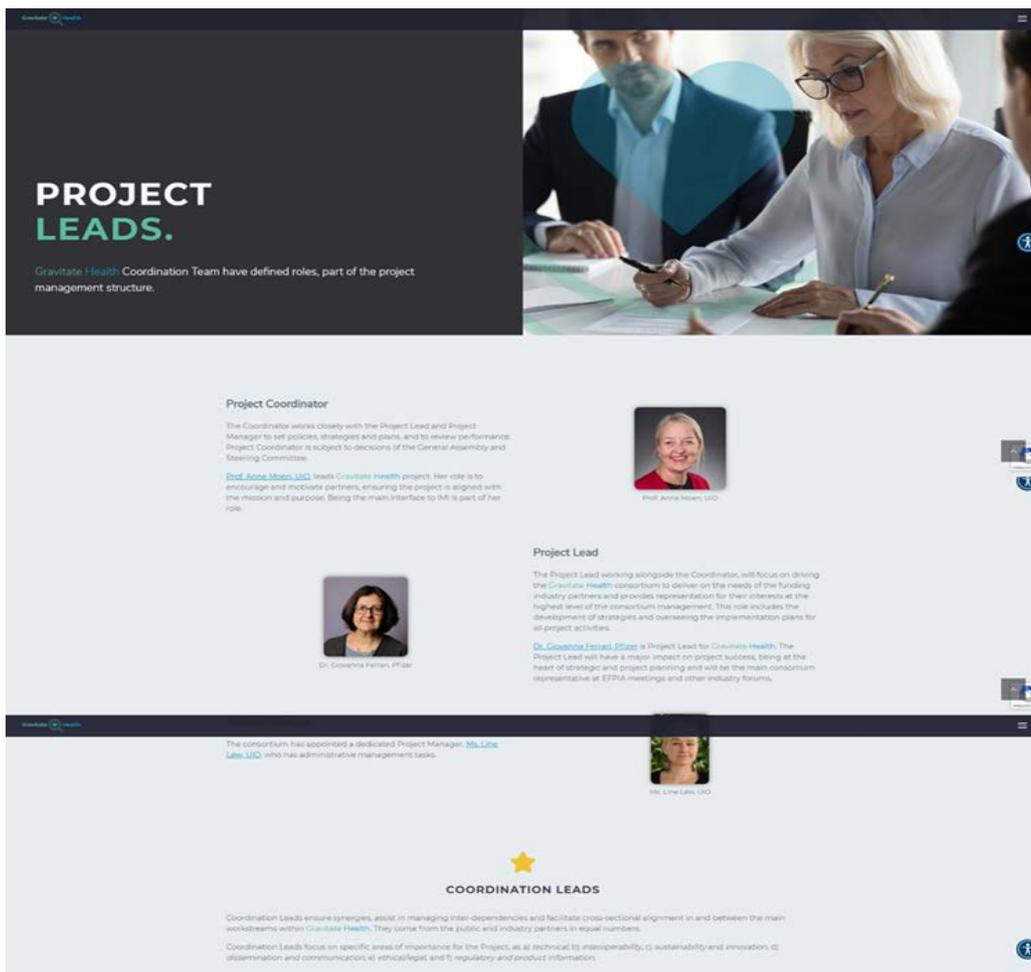


Figure 25 Gravitate-Health Coordinator and Project Lead

2.4.6 Project Sections



The description of the work packages (WP), called project sections, in simplified language with their symbol and “one word” that characterises its essence of work. The WP is also kept.

- WP1 – listening
- WP2 – engagement
- WP3 – motor to gear
- WP4 – end-user tools
- WP5 – glue
- WP6 – evaluation
- WP7 – sustainability
- WP8 – coordination & governance

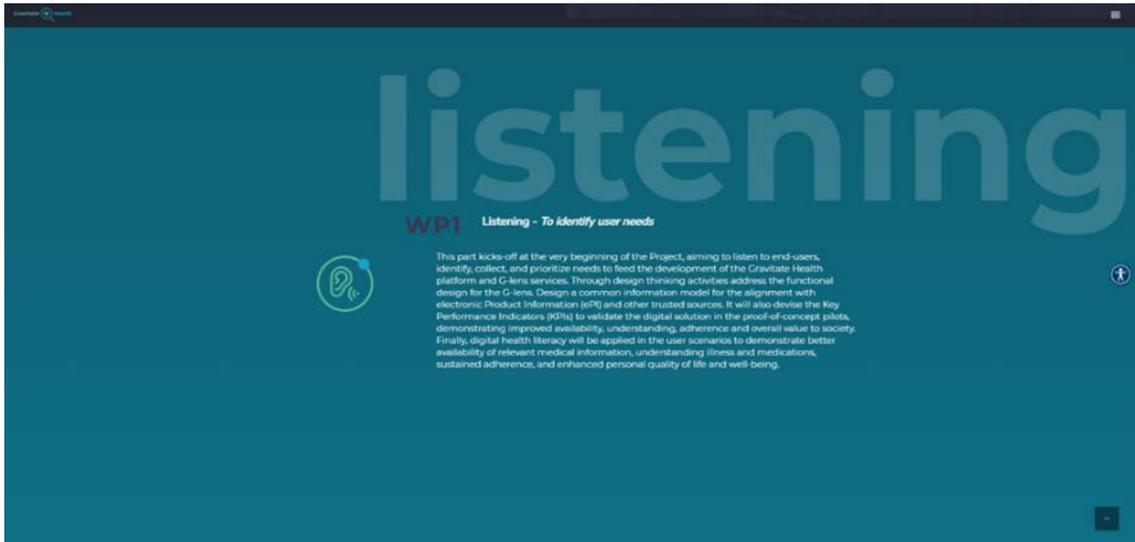


Figure 26 Gravitate-Health - A zoom-in on WPI description

2.4.7 Funding

The standard statement of acknowledgement of funding (plus associated logos) as per the Quality Management Plan is included, as well as IMI information.

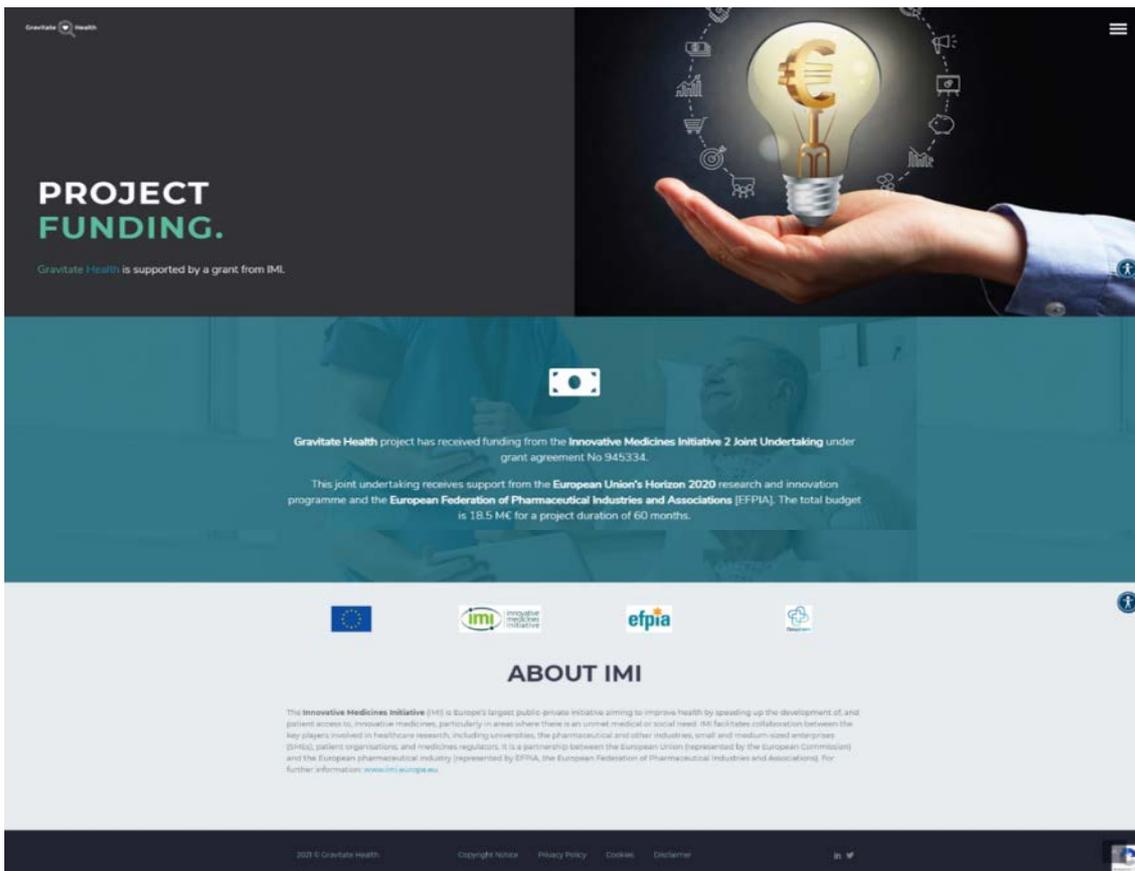
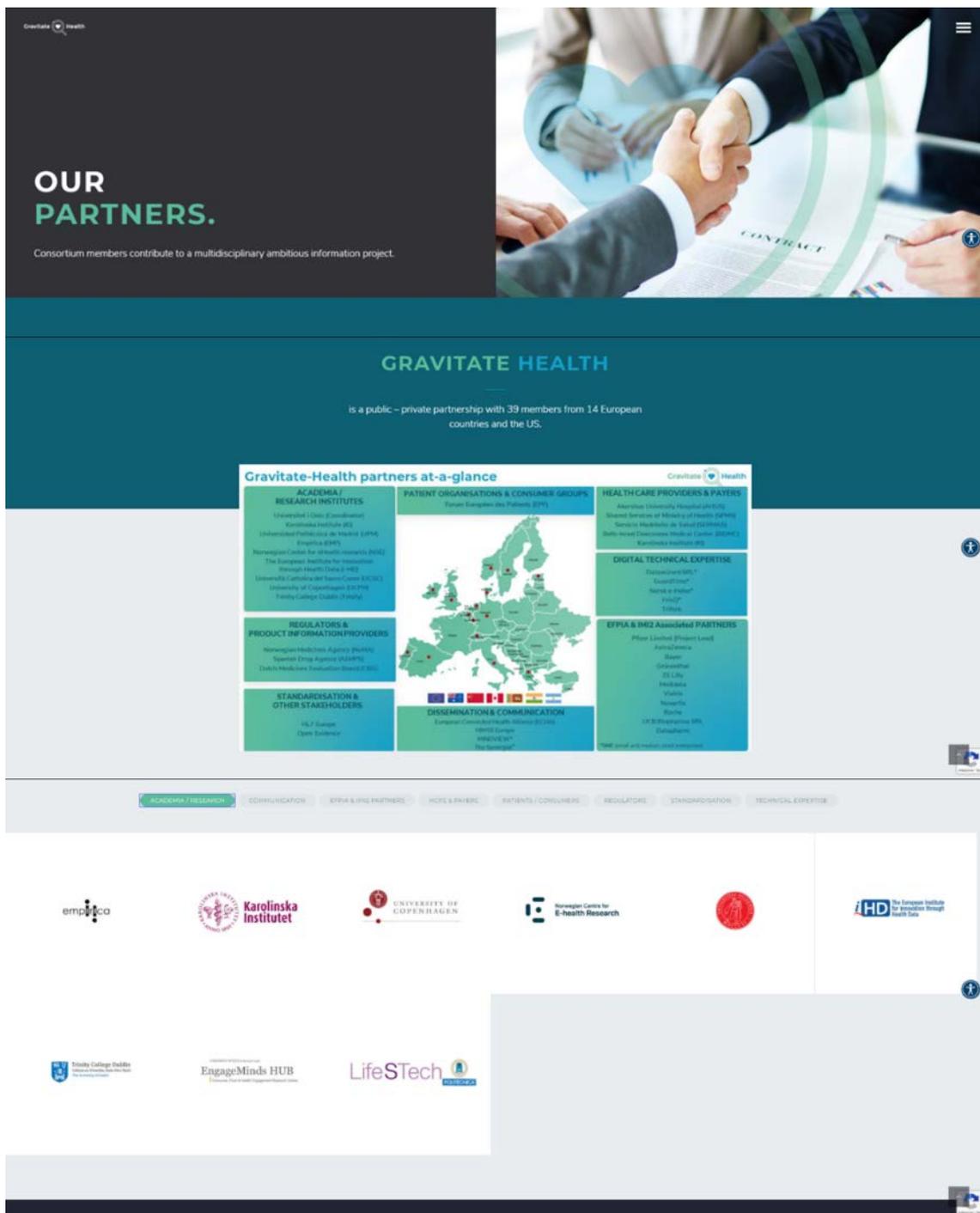


Figure 27 Gravitate-Health project funding

2.4.8 Partner section

This section will be further developed in the next few months. An interactive map will be built and a microsite per partner.

At this stage, partners' logos can be viewed by category in the partner map; Academia / Research, Communication, EFPIA & IMI2 Partners, HCPs & Payers, Patients / Consumers, Regulators, Standardisation, Technical Expertise.



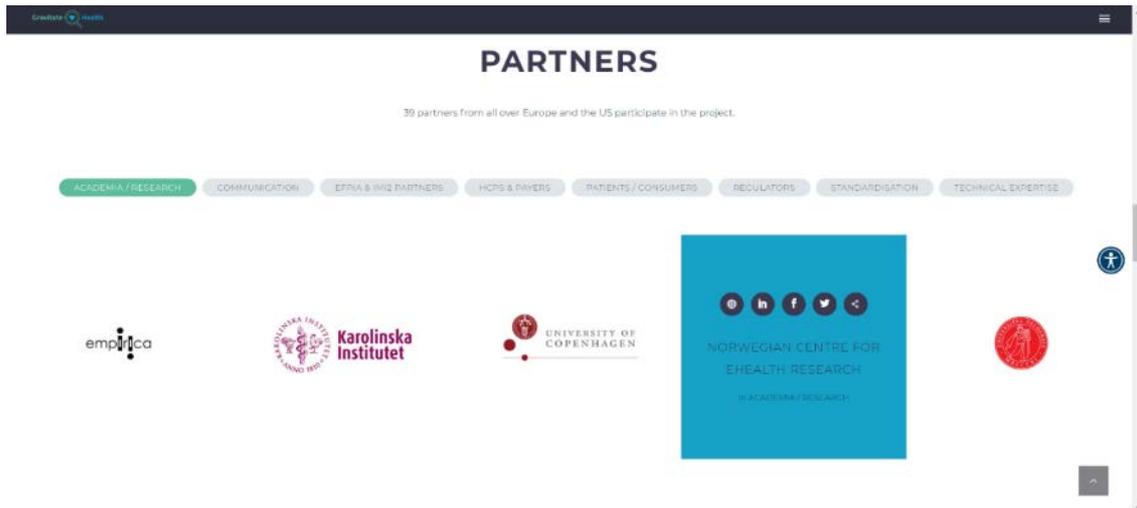


Figure 28 Gravitate-Health partners - When putting the cursor over a logo, the colour changes and one may access the partner's website and social media

2.4.9 Our News section

The News section is found on the Homepage and is also accessed from the main menu. The latest announcement comes always first and one always sees the latest three. All news will be kept on the webpage for the whole duration of the project.

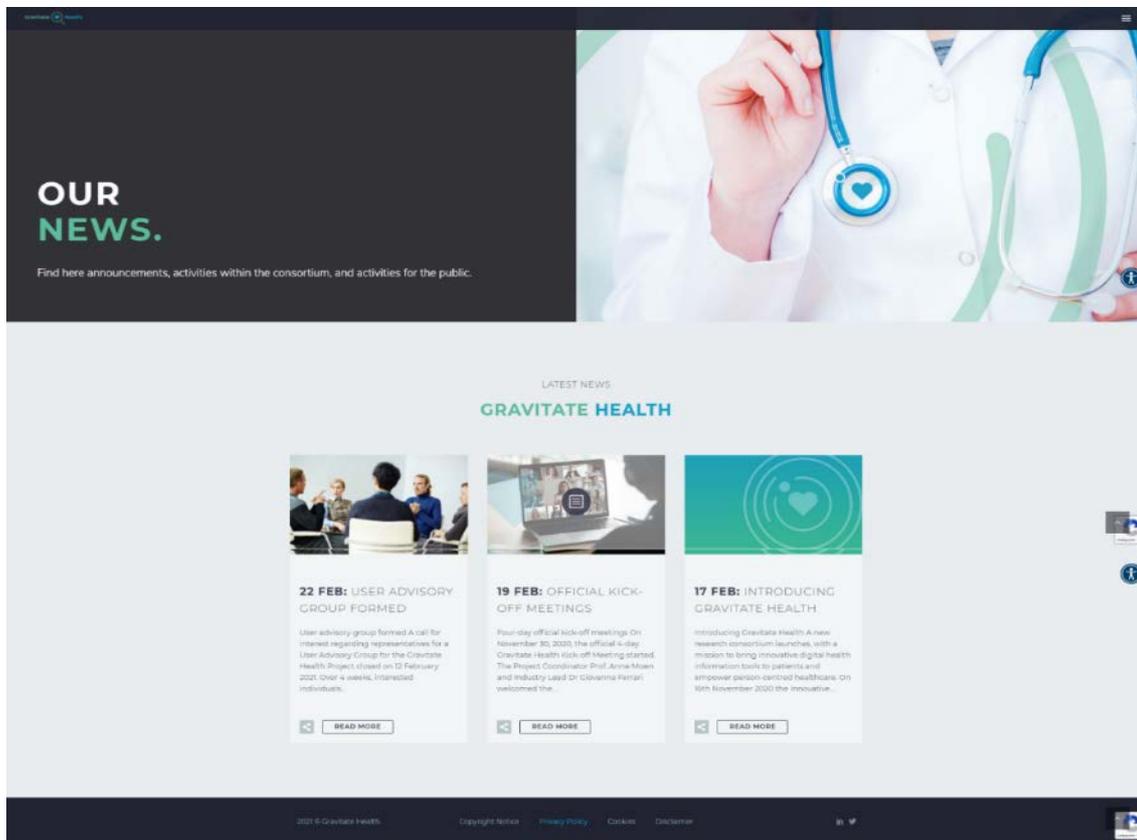
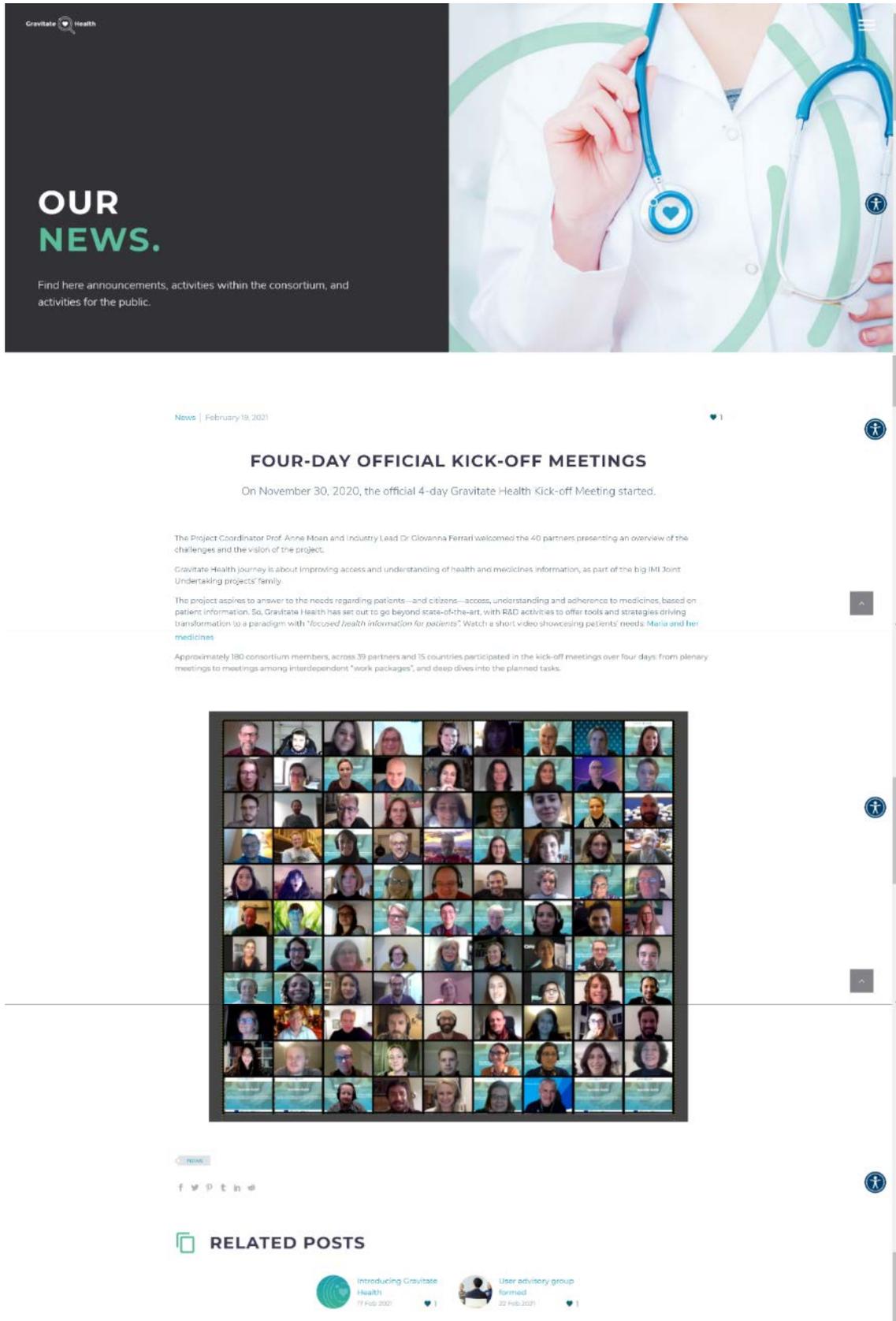


Figure 29 Gravitate-Health website – News section

If one clicks on READ MORE, access to the full article is available. Example follows:



Gravitate Health

OUR NEWS.

Find here announcements, activities within the consortium, and activities for the public.

News | February 19, 2021

FOUR-DAY OFFICIAL KICK-OFF MEETINGS

On November 30, 2020, the official 4-day Gravitate Health Kick-off Meeting started.

The Project Coordinator Prof. Anne Moan and Industry Lead Dr. Giovanna Ferrari welcomed the 40 partners presenting an overview of the challenges and the vision of the project.

Gravitate Health Journey is about improving access and understanding of health and medicines information, as part of the big IMI Joint Undertaking projects' family.

The project aspires to answer to the needs regarding patients—and citizens—access, understanding and adherence to medicines, based on patient information. So, Gravitate Health has set out to go beyond state-of-the-art, with R&D activities to offer tools and strategies driving transformation to a paradigm with "focused health information for patients". Watch a short video showcasing patients' needs: [Maria and her medicines](#)

Approximately 180 consortium members, across 39 partners and 15 countries participated in the kick-off meetings over four days: from plenary meetings to meetings among interdependent "work packages", and deep dives into the planned tasks.

RELATED POSTS

- Introducing Gravitate Health 17 Feb 2021
- User advisory group formed 22 Feb 2021

Figure 30 Gravitate-Health - News article – Inside page

2.4.10 Information for media

On the Media Section, one may find information and complementary visual material, as well as the project’s press releases and announcements for the public.

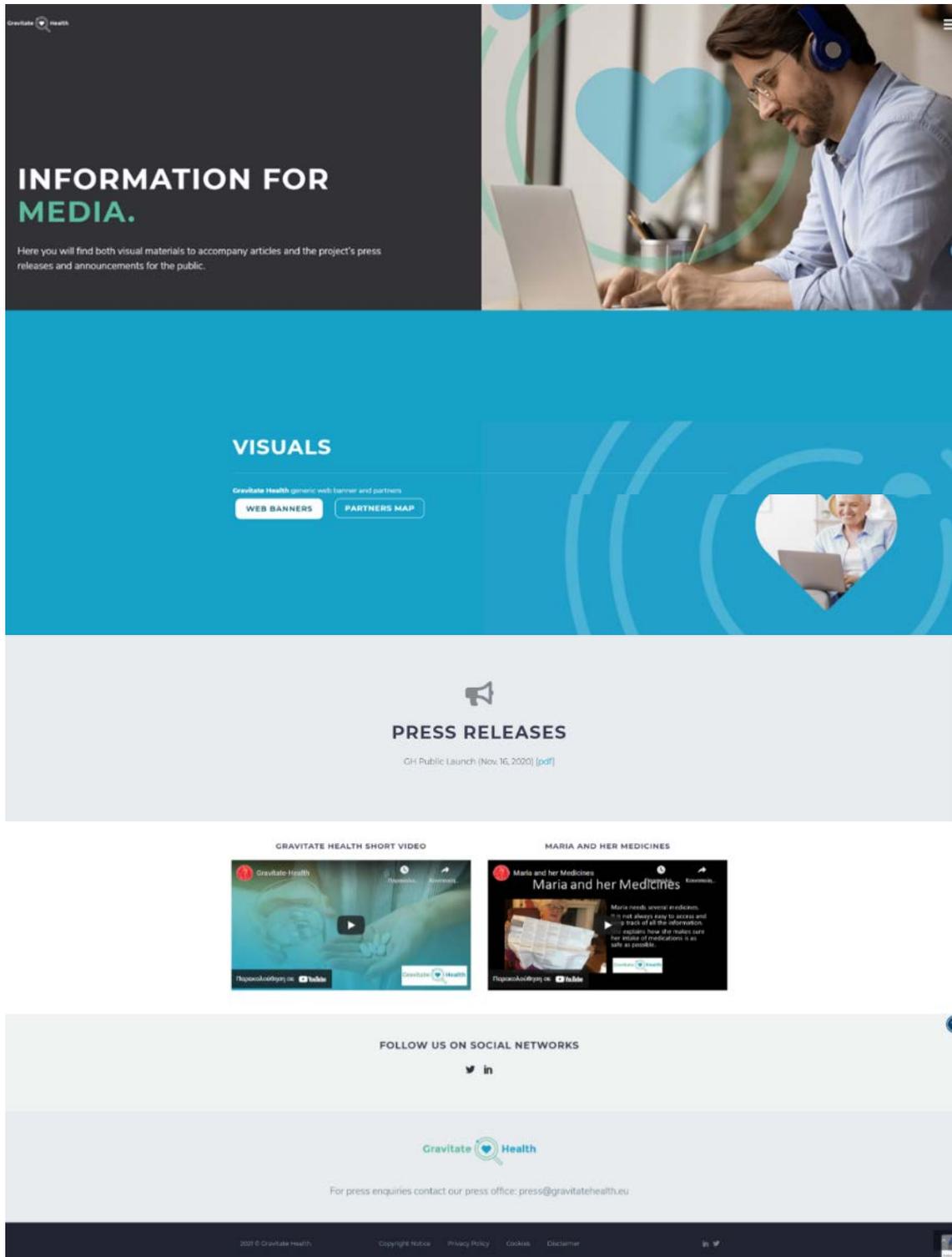


Figure 31 Gravitate-Health website – information site for media

2.4.11 Downloadable visuals

The visuals that can be downloaded are Gravitate-Health generic banners of various sizes as well as the videos for the social media. More materials will be developed at a later stage.



Figure 32 Gravitate-Health - Branded generic web banners at different sizes with logos, project motto and key message

2.4.12 Contact

Two generic email addresses are provided to visitors, and a Contact Form, as well as links to the official Social Media accounts of the Project (Twitter & LinkedIn).

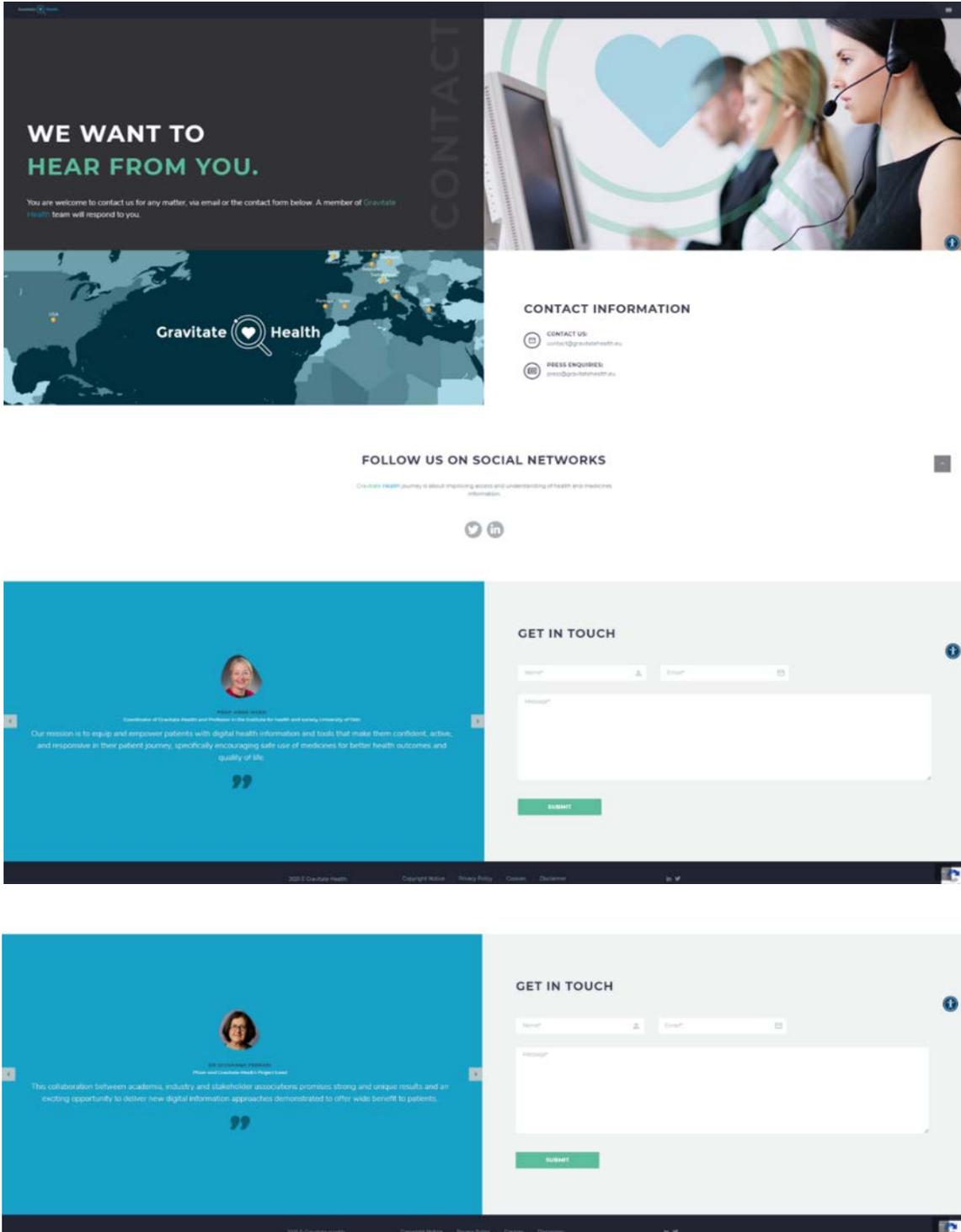
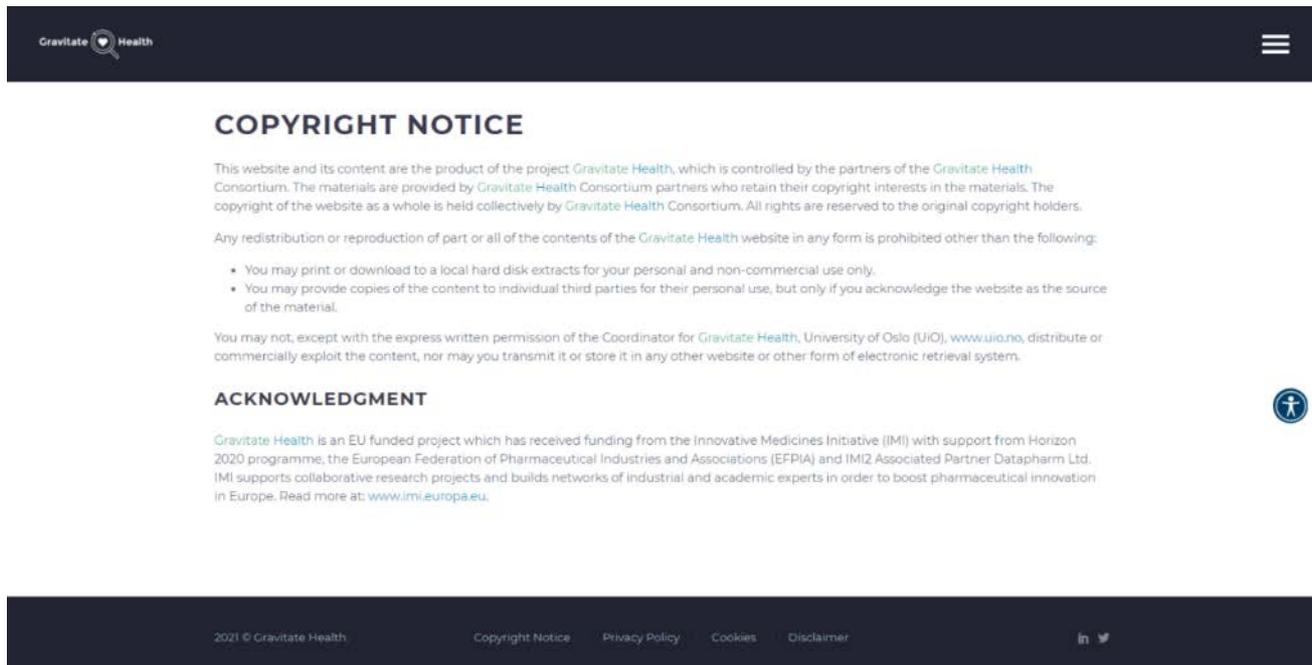


Figure 33 Gravitate-Health Coordinator and Lead quotes are featured to add a personal touch on the page

2.4.13 Copyright notice



The screenshot shows the 'COPYRIGHT NOTICE' page on the Gravitate-Health website. The page header includes the Gravitate Health logo and a hamburger menu icon. The main content area is titled 'COPYRIGHT NOTICE' and contains the following text:

This website and its content are the product of the project Gravitate Health, which is controlled by the partners of the Gravitate Health Consortium. The materials are provided by Gravitate Health Consortium partners who retain their copyright interests in the materials. The copyright of the website as a whole is held collectively by Gravitate Health Consortium. All rights are reserved to the original copyright holders.

Any redistribution or reproduction of part or all of the contents of the Gravitate Health website in any form is prohibited other than the following:

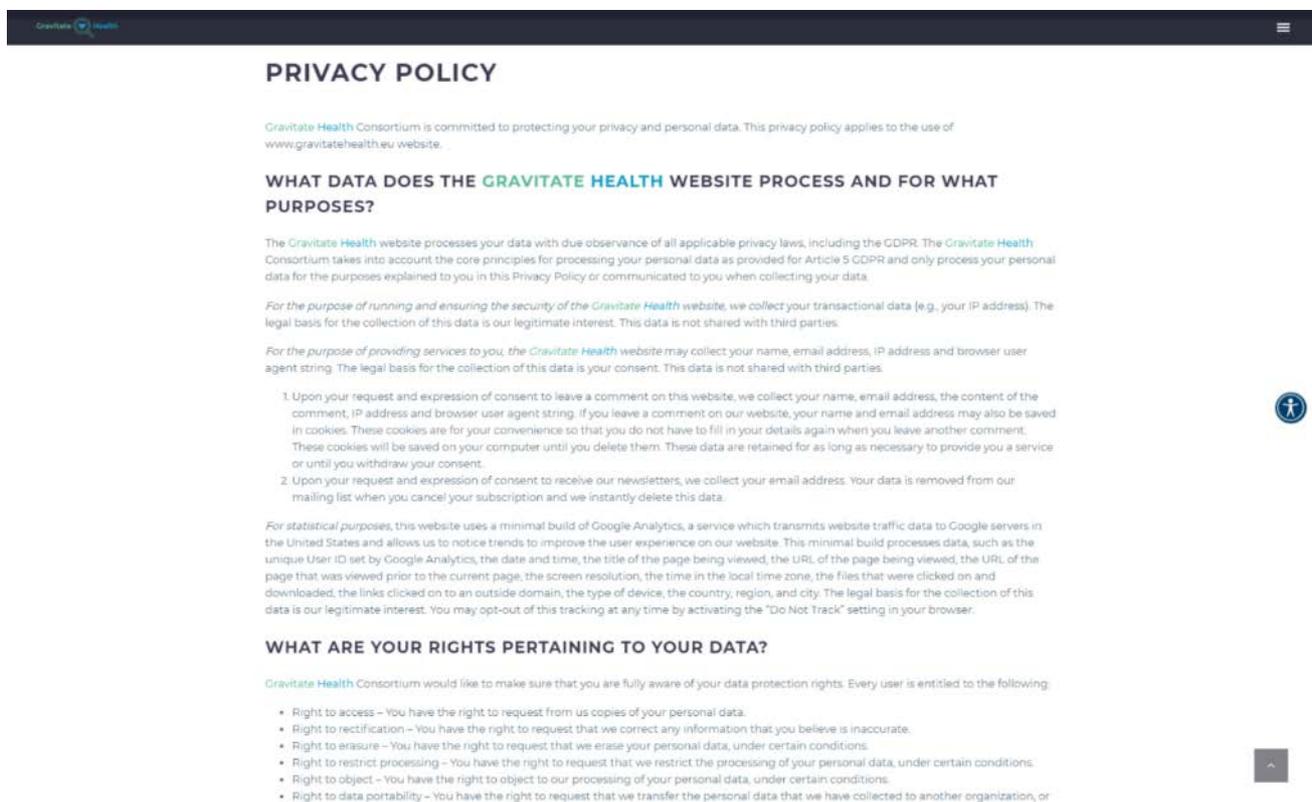
- You may print or download to a local hard disk extracts for your personal and non-commercial use only.
- You may provide copies of the content to individual third parties for their personal use, but only if you acknowledge the website as the source of the material.

You may not, except with the express written permission of the Coordinator for Gravitate Health, University of Oslo (UJO), www.uio.no, distribute or commercially exploit the content, nor may you transmit it or store it in any other website or other form of electronic retrieval system.

The page also includes an 'ACKNOWLEDGMENT' section, a footer with copyright information (2021 © Gravitate Health), and navigation links for Copyright Notice, Privacy Policy, Cookies, and Disclaimer, along with social media icons for LinkedIn and Twitter.

Figure 35 Gravitate-Health website – copyright notice

2.4.14 Privacy Policy



The screenshot shows the 'PRIVACY POLICY' page on the Gravitate-Health website. The page header includes the Gravitate Health logo and a hamburger menu icon. The main content area is titled 'PRIVACY POLICY' and contains the following text:

Gravitate Health Consortium is committed to protecting your privacy and personal data. This privacy policy applies to the use of www.gravitatehealth.eu website.

WHAT DATA DOES THE GRAVITATE HEALTH WEBSITE PROCESS AND FOR WHAT PURPOSES?

The Gravitate Health website processes your data with due observance of all applicable privacy laws, including the GDPR. The Gravitate Health Consortium takes into account the core principles for processing your personal data as provided for Article 5 GDPR and only process your personal data for the purposes explained to you in this Privacy Policy or communicated to you when collecting your data.

For the purpose of running and ensuring the security of the Gravitate Health website, we collect your transactional data (e.g. your IP address). The legal basis for the collection of this data is our legitimate interest. This data is not shared with third parties.

For the purpose of providing services to you, the Gravitate Health website may collect your name, email address, IP address and browser user agent string. The legal basis for the collection of this data is your consent. This data is not shared with third parties.

- Upon your request and expression of consent to leave a comment on this website, we collect your name, email address, the content of the comment, IP address and browser user agent string. If you leave a comment on our website, your name and email address may also be saved in cookies. These cookies are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will be saved on your computer until you delete them. These data are retained for as long as necessary to provide you a service or until you withdraw your consent.
- Upon your request and expression of consent to receive our newsletters, we collect your email address. Your data is removed from our mailing list when you cancel your subscription and we instantly delete this data.

For statistical purposes, this website uses a minimal build of Google Analytics, a service which transmits website traffic data to Google servers in the United States and allows us to notice trends to improve the user experience on our website. This minimal build processes data, such as the unique User ID set by Google Analytics, the date and time, the title of the page being viewed, the URL of the page being viewed, the URL of the page that was viewed prior to the current page, the screen resolution, the time in the local time zone, the files that were clicked on and downloaded, the links clicked on to an outside domain, the type of device, the country, region, and city. The legal basis for the collection of this data is our legitimate interest. You may opt-out of this tracking at any time by activating the "Do Not Track" setting in your browser.

WHAT ARE YOUR RIGHTS PERTAINING TO YOUR DATA?

Gravitate Health Consortium would like to make sure that you are fully aware of your data protection rights. Every user is entitled to the following:

- Right to access – You have the right to request from us copies of your personal data.
- Right to rectification – You have the right to request that we correct any information that you believe is inaccurate.
- Right to erasure – You have the right to request that we erase your personal data, under certain conditions.
- Right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.
- Right to object – You have the right to object to our processing of your personal data, under certain conditions.
- Right to data portability – You have the right to request that we transfer the personal data that we have collected to another organization, or

The page also includes a footer with copyright information (2021 © Gravitate Health) and a small navigation icon.

Figure 36 Gravitate-Health website – Privacy policy

2.4.15 Accessibility

A UserWay solution (widget) is installed to ensure advanced website accessibility for people with disabilities and ensure ADA compliance.

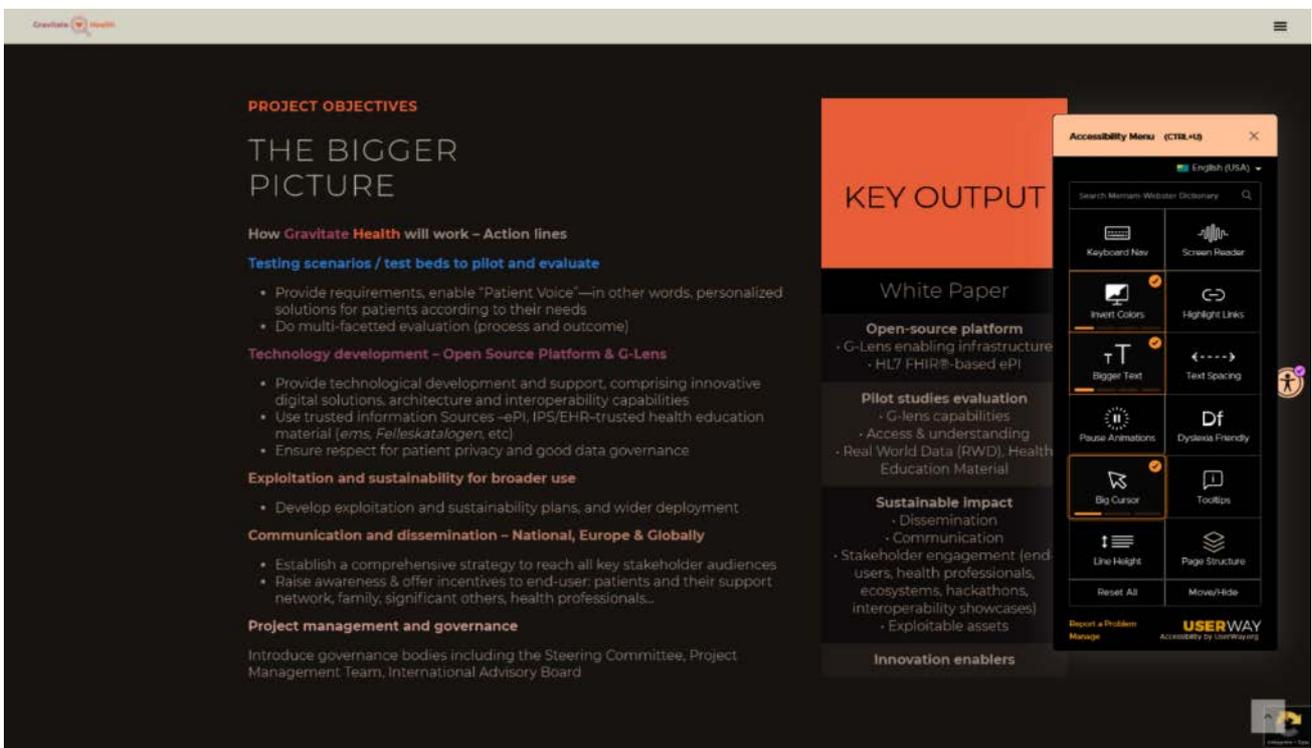


Figure 37 Gravitate-Health website: Contrast, colours, and font size may change. A screen reader can be activated

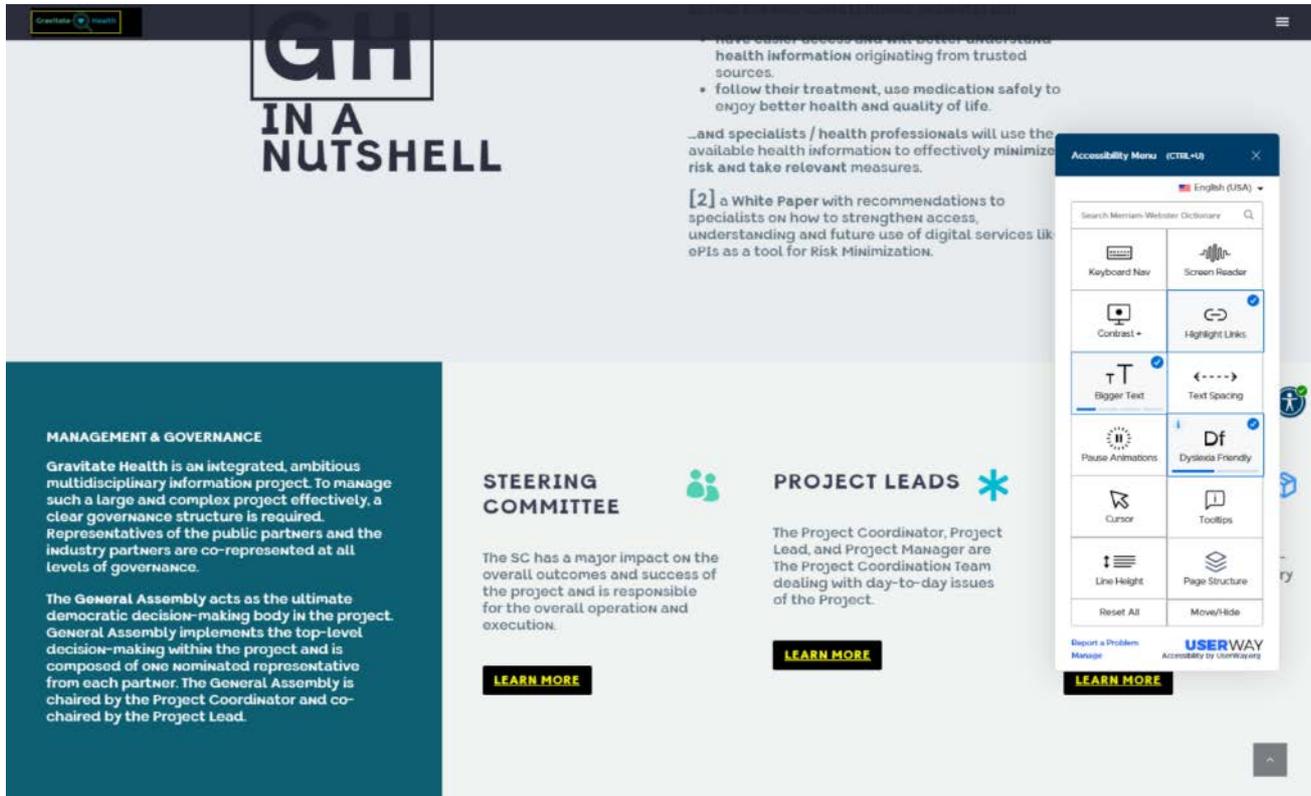


Figure 38 Gravitate-Health website: Highlighted links, bigger text, and dyslexia friendly features

2.5 Future Versions of Website

The website is dynamic and it will develop according to the needs of the project. During the annual review plans will be re-evaluated to always cover future needs.

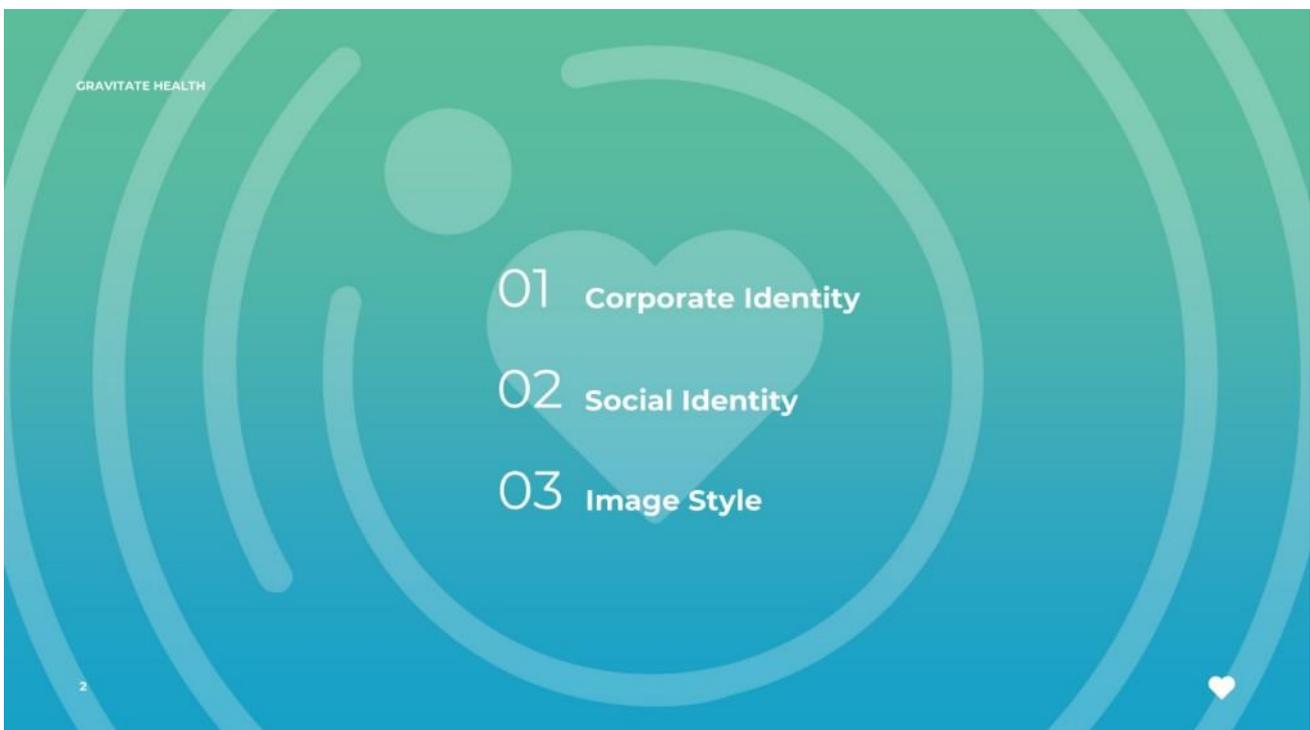
Table 1. Website MENU for Year 1 & Year 2

THE PROJECT	PARTNERS	ACTIVITIES	NEWS	MEDIA	MULTIMEDIA	CONTACT
<ul style="list-style-type: none"> - Description - Project Leads - Timeline - Work packages (8) - Funding - International Advisory Board 	Interactive Map => Microsite / Partner (39) [#]	Events / Meetings [2 nd year:] - Hackathons - Interop. Showcase - Recruitment * tags	Actions Milestones Announcements Surveys /Polls *tags	-Press Releases Visual ID - Project logo with Guidelines - Web banners - Various templates Press Office contact	- Presentations in events - Videos in social media - Photo gallery	-For the public -For stakeholders -For Press

CONCLUSIONS

The Project visual identity is presented as it is developed in the first few months of the Gravitate Health project: The website is in its launch phase, as well as Gravitate-Health social media, with the purpose to publicise and promote the project and its activities and thus help create a community, to assist the realization of its mission.

Appendix I. Gravitate-Health Brand Manual



GRAVITATE HEALTH

**Visual
Asset
Kit**

Scarica le risorse utili per comunicare
con il nostro brand

Scarica il kit

3



Gravitate Health

CORPORATE IDENTITY

GRAVITATE HEALTH

Logo



5



GRAVITATE HEALTH



6



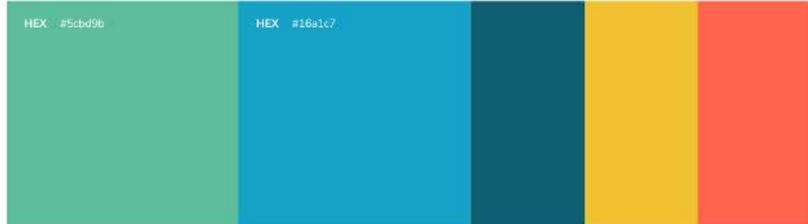
GRAVITATE HEALTH

Color Palette

La palette color è moderna ed elegante. Il verde e l'azzurro, come colori antonomastici del mondo medical, sono di per sé due colori che comunicano calma, rassicurano e riconciliano. L'alternanza di tonalità è stata studiata per mettere in risalto il carattere pacifico, ma allo stesso tempo deciso dell'identità del Brand.

PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE



7



GRAVITATE HEALTH

Gradient

PRIMARY GRADIENT

SECONDARY GRADIENT



8



GRAVITATE HEALTH

Typography

La tipografia è fondamentale nella comunicazione di un'azienda. L'uso attento della tipografia ne rafforza l'identità e assicura chiarezza e armonia. Abbiamo selezionato montserrat e Nunito Sans, font che donano energia e professionalità nell'intera comunicazione aziendale.

01 Primary Typeface

Montserrat

02 Secondary Typeface

Nunito Sans

10



GRAVITATE HEALTH

SECONDARY FONT

Montserrat

Light Regular Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold ExtraBold

abcdefghijklmnopqrstuvwxyz

1234567890,?!*%&

AaBbCc 0123

12



GRAVITATE HEALTH

PRIMARY FONT

Nunito Sans

Light Regular **SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold ExtraBold

1234567890.,!*&

AaBbCc 0123

11



GRAVITATE HEALTH

Typographic

S

Comps

Il sistema di identità visiva di Gravitate Health utilizza le font **Montserrat** per le titolazioni e **Nunito Sans** per i paragrafi. Di seguito le regole di base per i prodotti editoriali da rispettare per garantire sempre funzionalità d'uso ed efficacia comunicativa.

13

This is a big Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tempus gravida tortor, ut semper dolor sodales sed.

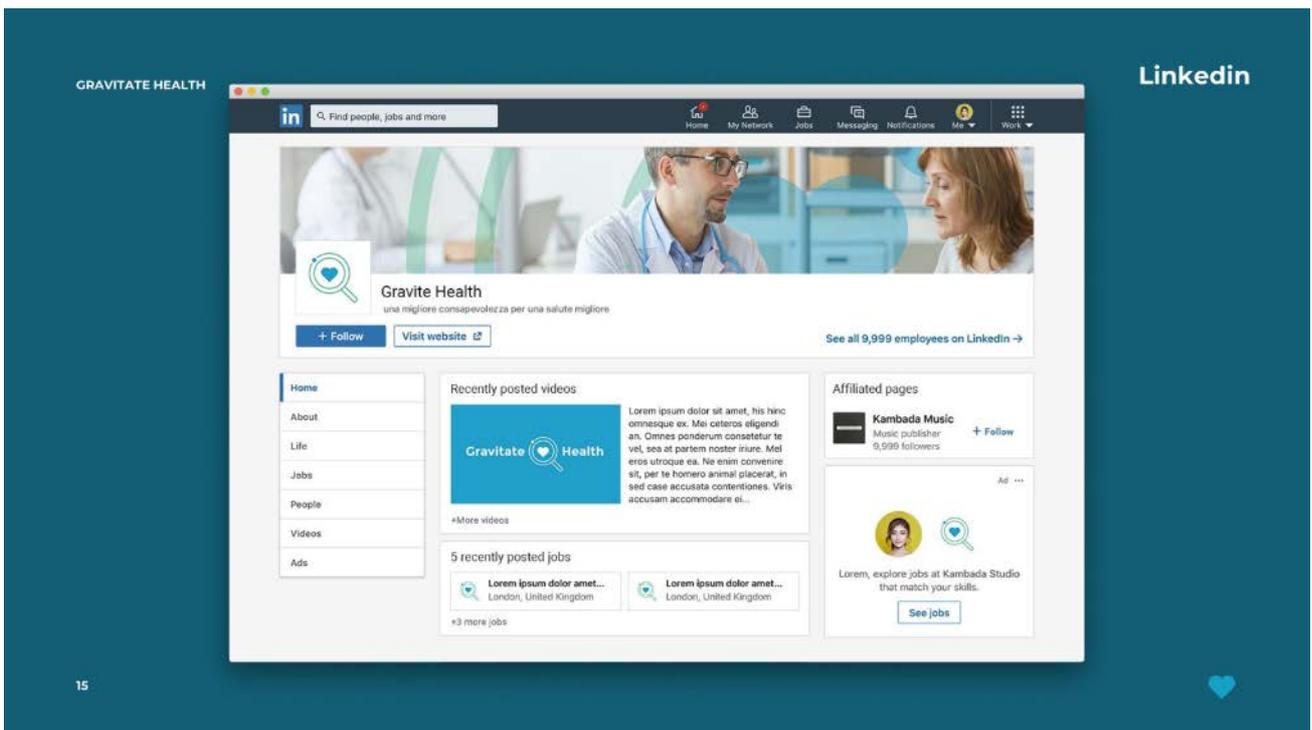
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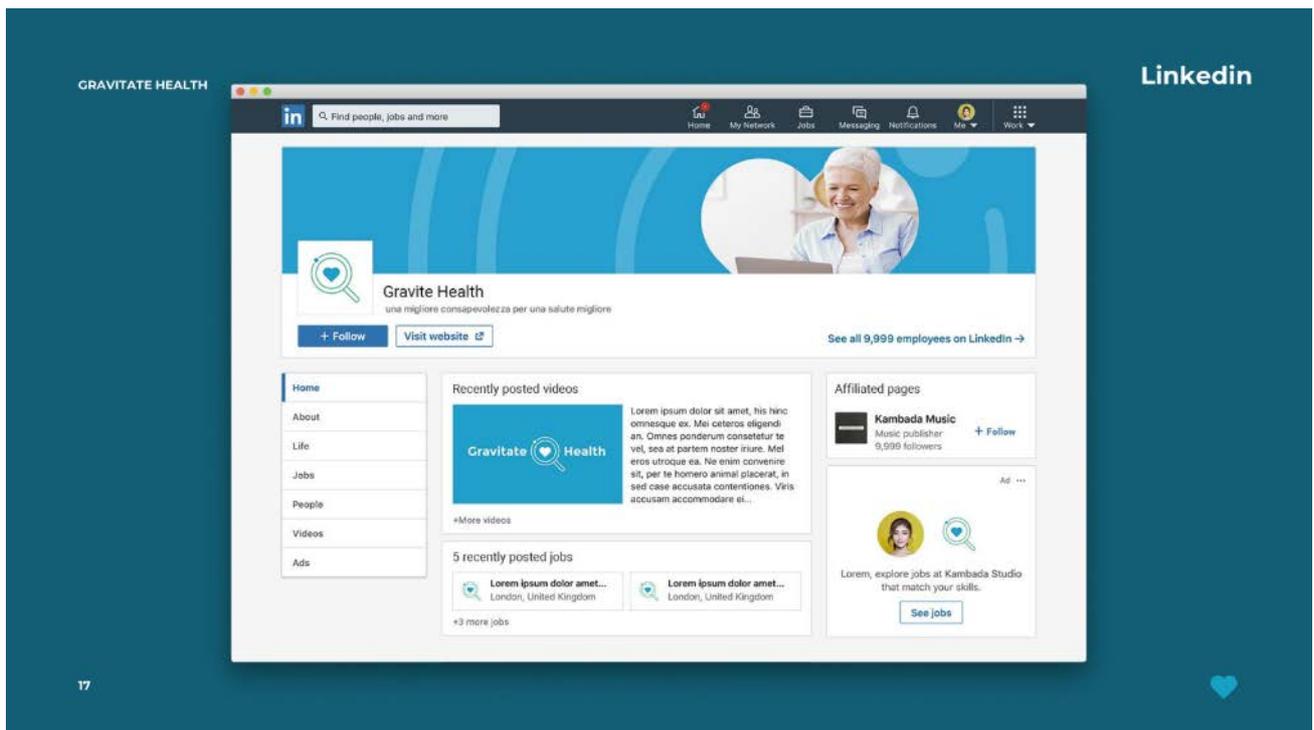
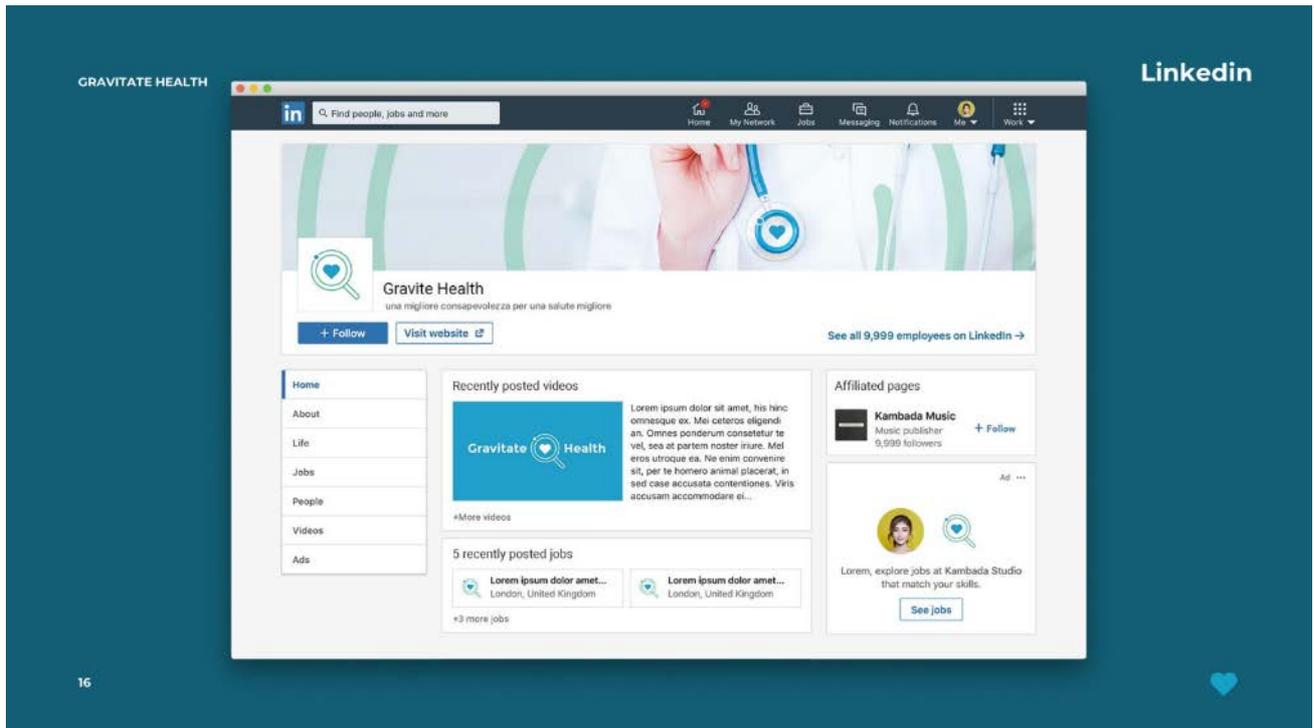
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tempus gravida tortor, ut semper dolor sodales sed. Etiam ac ipsum a nisi auctor tempor. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum at pellentesque justo. Fusce mi leo, rhoncus at mi id, fermentum ultricies quam.

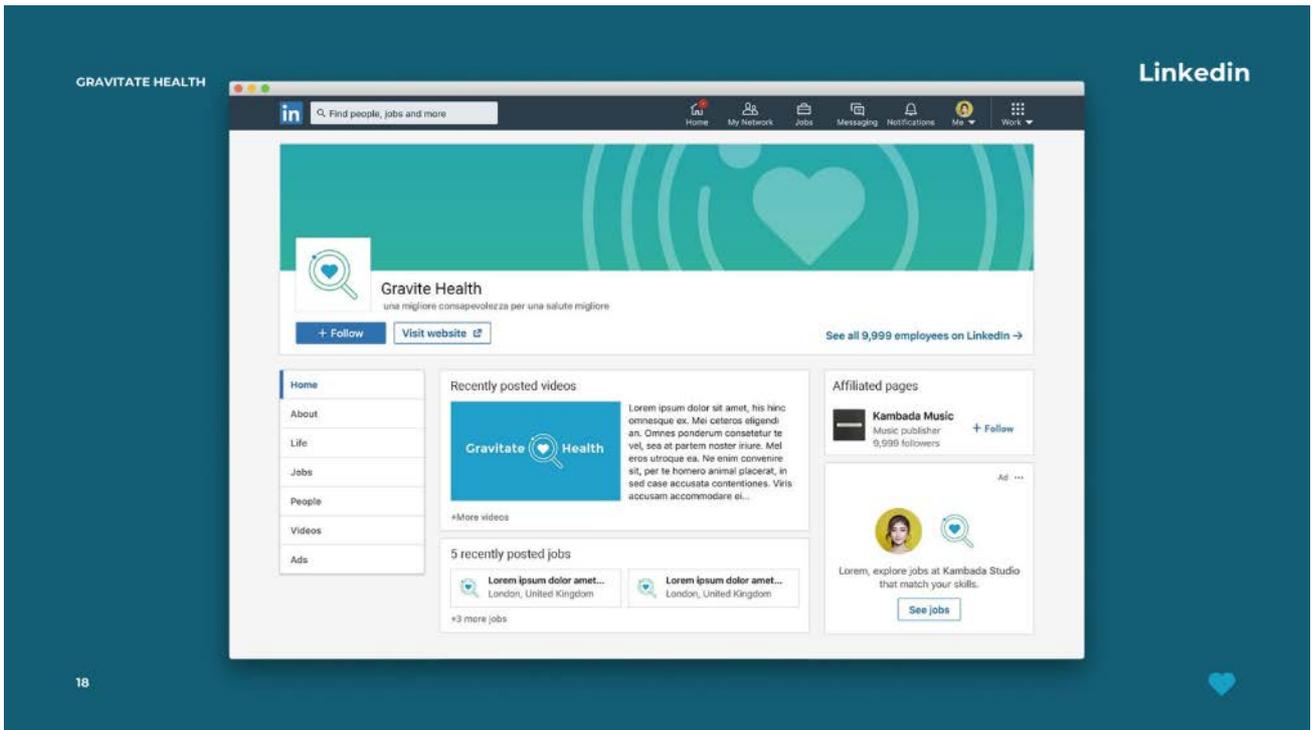


Gravitate Health

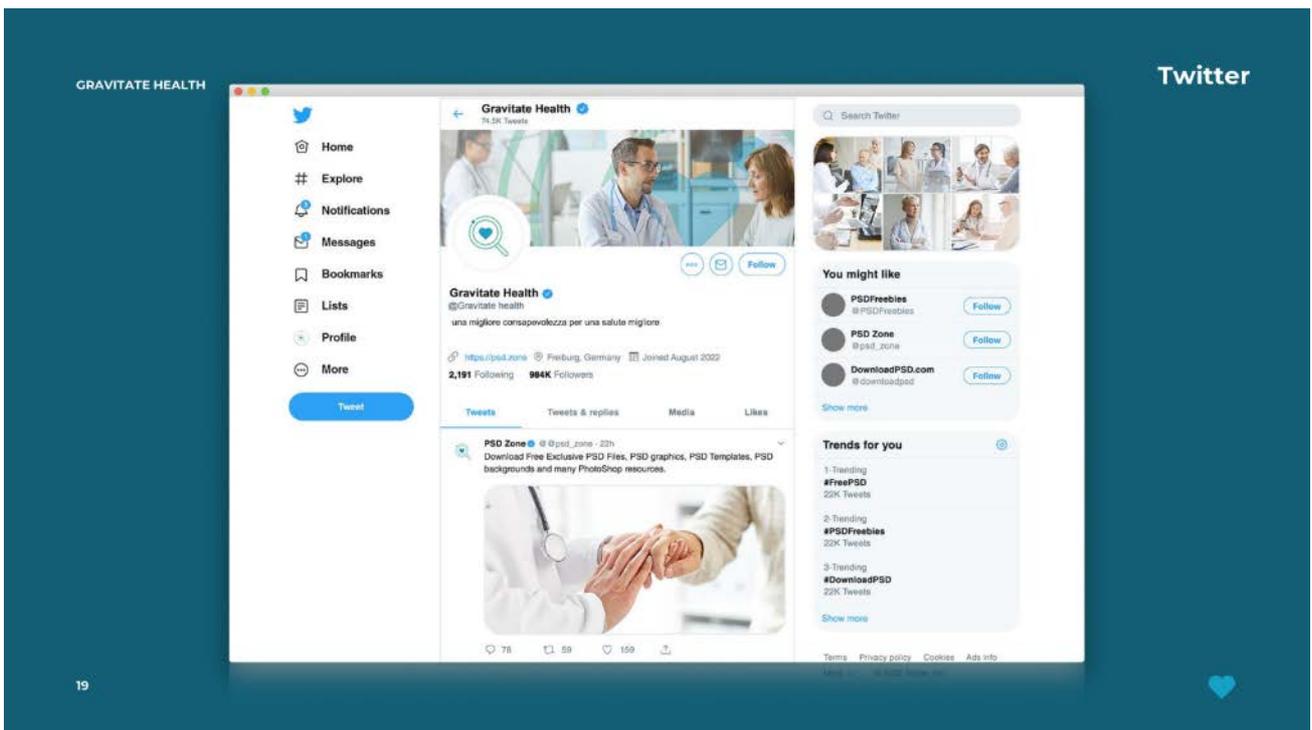
SOCIAL IDENTITY



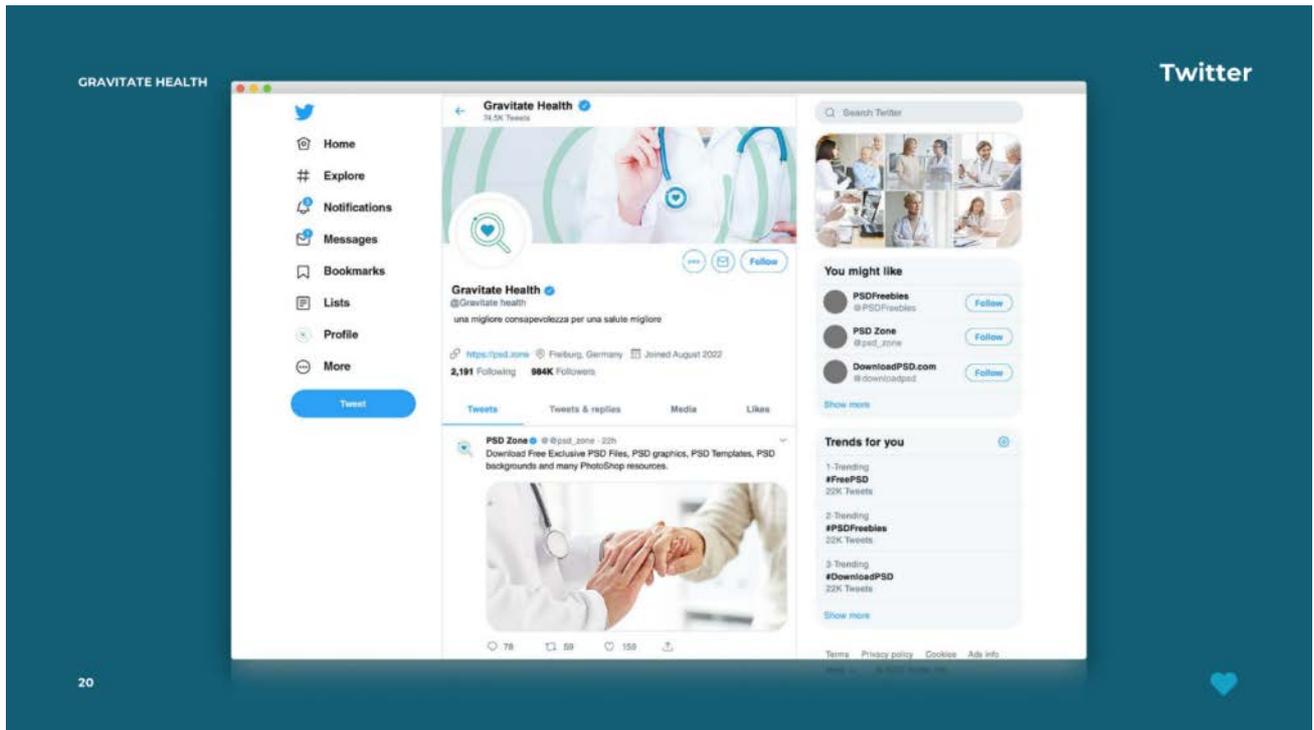


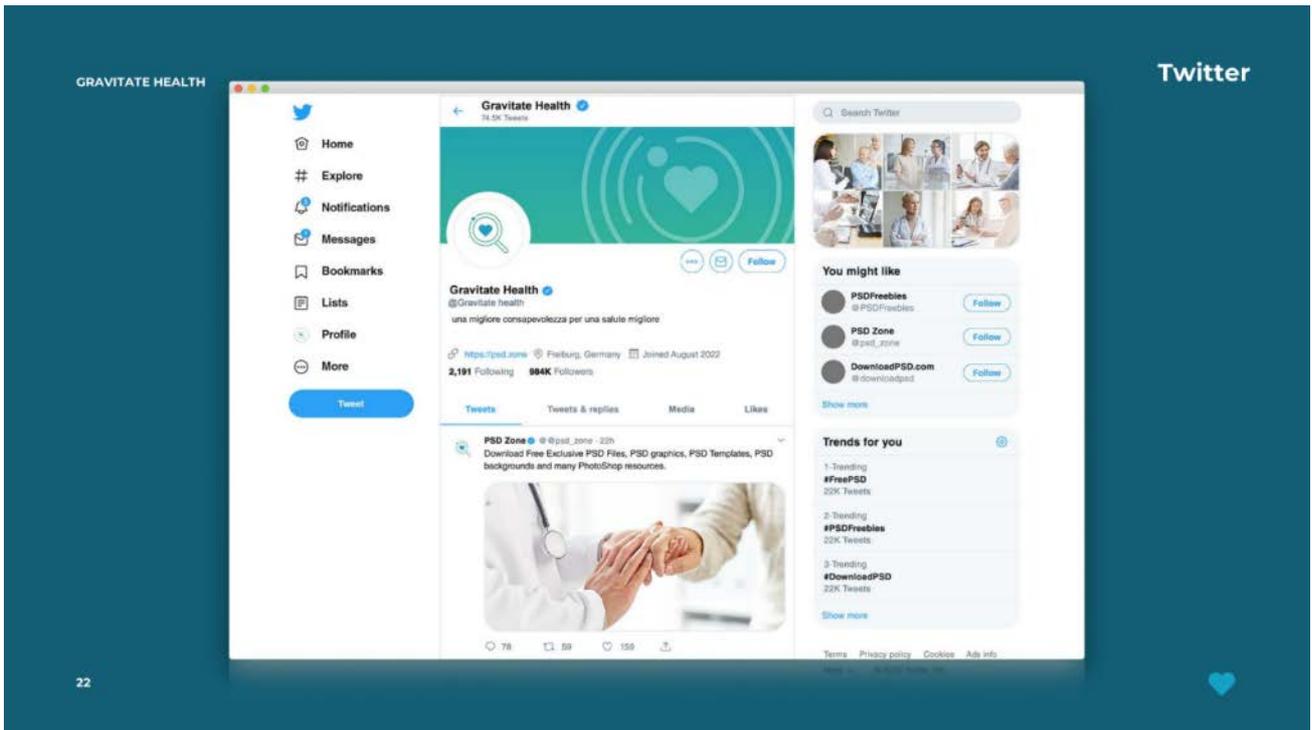


18



19





Gravitate Health
IMAGE STYLE

GRAVITATE HEALTH



**Image
Styles**

24



GRAVITATE HEALTH



**Image
Styles**

25



Appendix II: Launch Press Release



PRESS RELEASE

GRAVITATE-HEALTH

«Empowering and Equipping Europeans with health information for Active Personal Health Management and Adherence to Treatment»

Introducing Gravitate - Health – A new research consortium launches, with a mission to bring innovative digital health information tools to patients and empower person-centred healthcare.

DATE 16th November 2020

Today, the Innovative Medicines Initiative (IMI) launches a 5-year worldwide research project - **Gravitate-Health**, that aims for improved access and understanding of health information, for safe use of medicines, risk minimization and improved quality of life.

39 leading partners from civil society, academia and industry in 15 countries have joined forces to develop novel, patient-focussed healthcare information tools that will offer citizens timely access to trustworthy, relevant information about medicines, based on the assertion that the engagement of patients in their own health relies on actionable, understandable, relevant, reliable and evidence-based information that meets their specific needs, health context, and literacy level. This unique public – private strategic partnership is co-led by the University of Oslo (public partner coordinator) and Pfizer (industry lead).

Safe use of medication and adherence to treatment are significant public health challenges where understanding, access to accurate information, capabilities to comprehend, and trust play major roles. OECD estimates that around 200,000 premature deaths annually in Europe relate to poor medication adherence, which may cost as much as 125 billion € each year in avoidable hospitalization, emergency care and adult outpatient visits¹. Empirical studies of information flows in health care show lack of interoperability and broken chains of activity which complicate information sharing. Medication information can be fragmented, unavailable or not used, so introducing risks of which the user may be unaware, for example risk of errors in use that can lead to adverse events, disability, and even death.

Medicinal product information is subject to strict regulation and scientific validation procedures; it plays a pivotal role in assisting health care professionals when prescribing and dispensing the medicine, and informs patients and consumers about its safe use. Currently, patients primarily receive this information in the form of a paper leaflet provided with their medicine. This presents a range of practical challenges to access and understanding: the content of the leaflets may not be readily understandable or indeed relevant to the needs of

¹ OECD/European Union (2018), Health at a Glance: Europe 2018: State of Health in the EU Cycle, OECD Publishing, Paris/European Union, Brussels, https://doi.org/10.1787/health_glance_eur-2018-en.

many patients, is typically presented in small font sizes and may not reflect the most up-to-date information due to long production timescales for product packaging. These problems are likely to be aggravated by aging, multimorbidity and chronic diseases, with many patients needing to refer to multiple paper leaflets for different medicines.

Making regulator-approved medicinal product information from a trusted authorized source digitally available to patients and healthcare professionals is fundamental to support the digital transformation of healthcare across the EU, which will in turn offer significant public health benefits. It brings new opportunities to address shortcomings in the current patient information paradigm by allowing for ease of access to trustworthy content, speed of update, accessible formats, the ability to better personalize content to the needs of the individual and also to link with other health information systems, e.g. electronic health records.

To advance on this journey and address current challenges, Gravitate-Health will develop and test an integrated, digital, user-centric health information solution seeking to demonstrate tangible improvements in availability and understanding of health information from a set of trusted sources, starting with regulator-approved medicinal product information and the Electronic Health Record International Patient Summary (EHR-IPS). The main outputs will be an open source digital platform supporting G-Lens functionally, and a White Paper with recommendations on realistic strategies to strengthen access, understanding and future use of digital services like electronic product information (ePI) as a tool for risk minimization.

By developing electronic tools to improve access of patients and healthcare professionals to information on medicines Gravitate-Health aligns its goals with the relevant recommendations from the European Commission (COM(2017) 135 final) and the European Medicines Agency's subsequent action plan to improve the product information for the EU (EMA/680018/2017).

The Action seeks to demonstrate that such improvement translates to higher levels of adherence to treatment, safer use of medication (Pharmacovigilance), and better health outcomes and quality of life, and to develop new and deeper insights into how use of available health information can be optimized to act as effective risk minimization measures. Patient voice and human touch are at the heart of Gravitate-Health. Broad patient and stakeholder engagement underpin the planned work and will drive the technology development through the life of the project.

“Our mission is to equip and empower patients with digital health information and tools that make them confident, active, and responsive in their patient journey, specifically encouraging safe use of medicines for better health outcomes and quality of life,” said Prof Anne Moen, coordinator of Gravitate-Health and Professor in the Institute for health and society, University of Oslo.

Gravitate-Health Project Lead, Dr Giovanna Ferrari of Pfizer, added: *“This collaboration between academia, industry and stakeholder associations promises strong and unique results and an exciting opportunity to deliver new digital information approaches demonstrated to offer wide benefit to patients.”*

Supported by a grant from IMI

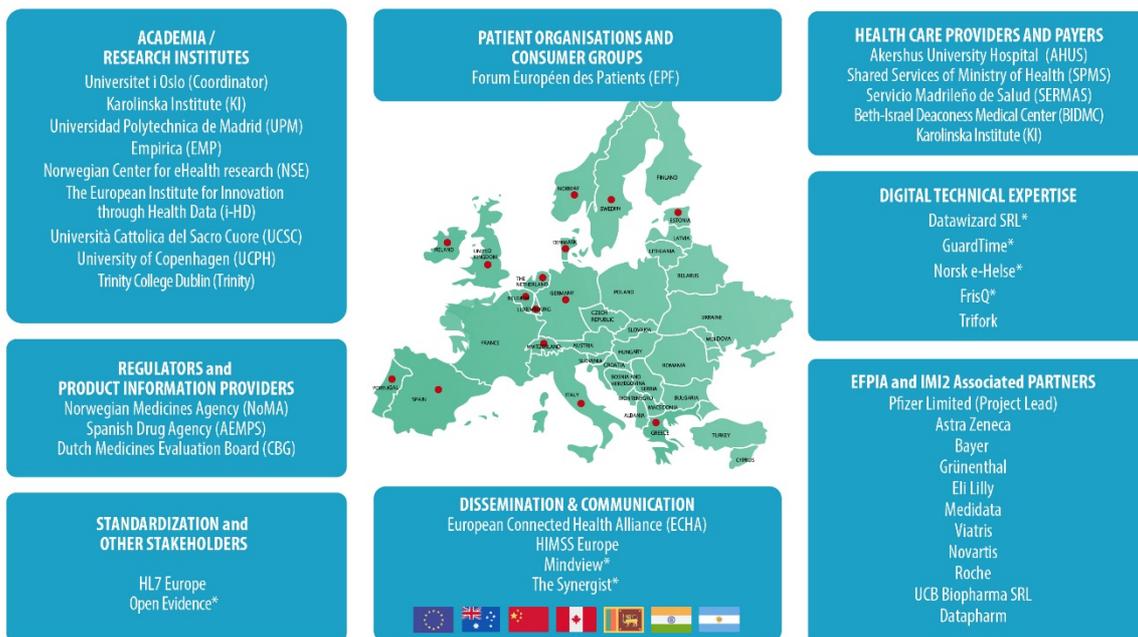
The project has received funding from the Innovative Medicines Initiative 2 Joint Undertaking under grant agreement No 945334. This joint undertaking receives support from the European Union's Horizon 2020 research and innovation programme and the European Federation of Pharmaceutical Industries and Associations [EFPIA]. The total budget is 18.5 M€ for a project duration of 60 months.



Project facts

- **Project acronym:** Gravitate-Health
- **Start date:** 01 November 2020
- **Duration:** 60 months
- **Budget:** €18,5 Mio
- **Coordination:** University of Oslo, Prof Anne Moen
- **Project Lead:** Pfizer Ltd, Dr. Giovanna Ferrari

Gravitate-Health partners at a glance



Legend: *SME (small and medium sized enterprises)

Norway	Universitet i Oslo (Coordinator) Norwegian Centre for eHealth Research Akershus Universitetssykehus Norsk e-Helse AS Statens Legemiddelverk
United Kingdom	Pfizer Limited (Project Lead) Eli Lilly and Company Limited MDSOL Europe Ltd Datapharm Limited
Sweden	Karolinska Institutet FrisQ Holding AB AstraZenica AB
Denmark	Københavns Universitet Trifork Public A/S
Belgium	HL7 Europe Forum European des Patients The European Institute for Innovation through Health Data The Synergist UCB Biopharma SRI
Italy	Datawizard SRL

	Università Cattolica del Sacro Cuore
Spain	Universidad Politécnica de Madrid Open Evidence Servicio Madrileño de Salud Agencia Española de Medicamentos y Productos Sanitarios
Germany	empirica Gesellschaft für Kommunikations-und Technologieforschung mbH HIMSS Europe GmbH Bayer Aktiengesellschaft Grünenthal GmbH
Ireland	Trinity College Dublin European Connected Health Alliance Mylan IRE Healthcare Limited
The Netherlands	Colleege ter Beoordeling van Geneesmiddelen
Greece	MINDVIEW Business Consulting and Research limited
Portugal	Serviços Partilhados do Ministério da Saúde, E.P.E.
Estonia	Guardtime OÜ
Switzerland	Novartis Pharma AG F. Hoffmann – La Roche AG
USA	Division of Clinical Informatics at Beth Israel Deaconess Medical Center

About IMI

The Innovative Medicines Initiative (IMI) is Europe's largest public-private initiative aiming to improve health by speeding up the development of, and patient access to, innovative medicines, particularly in areas where there is an unmet medical or social need. IMI facilitates collaboration between the key players involved in healthcare research, including universities, the pharmaceutical and other industries, small and medium-sized enterprises (SMEs), patient organisations, and medicines regulators. It is a partnership between the European Union (represented by the European Commission) and the European pharmaceutical industry (represented by EFPIA, the European Federation of Pharmaceutical Industries and Associations). For further information: www.imi.europa.eu.

DISCLAIMER: *The present press release reflects the authors' view and neither IMI nor the European Union, or EFPIA, re responsible for any use that may be made of the information contained herein.*

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