

Deliverable D7.1

Project Web presence



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TORNADO | foundaTion mOdelS for Robots that haNdle smAll, soft and Deformable Objects. The project funded under Grant Agreement No. 101189557 is supported by the EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA) HADEA.B – Digital, Industry and Space | B.2 – Digital



Project Information

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Service	HADEA/B/02
Starting Date	fixed date: 1 January 2025
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Project Website	https://tornado-horizon.eu/
Project Coordinator	Dr. George Bravos
Organisation	IOTAM INTERNET OF THINGS APPLICATIONS AND MULTI LAYER DEVELOPMENT LTD (ITML CY)
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Document Information

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Abbreviations

Abbreviation	Explanation
D	Deliverable
PO	Project Office
WP	Work Packages



Executive Summary

This deliverable is a brief report on the project's web presence, beginning with the visual identity of the project (including templates) that has been created for TORNADO and will be used throughout the project for dissemination activities.

The second section is dedicated to the process in which the partners were involved in defining the visual identity for the TORNADO project.

The deliverable also covers the implementation of the TORNADO website, which was set up during the first month of the project, including a description of the website's structure with screenshots of the main pages.

Additionally, the report addresses the creation of social media profiles and outlines the key principles defining the project's presence on these platforms.



1. Introduction

1.1. Purpose statement

This document initially provides an overview of the entire process and the options that were made available to choose the logo and the web site layout, then illustrates the definitive look and feel and the available social media layouts. The structure of the document is divided into 6 sections and 1 Annex.

1. Introduction - Provides the purpose of D7.1.
2. The decision-making process leading to the final versions of the logo, the website and key conceptual images.
3. The structure of the website, describing all currently available sections of the project website.
4. Social Media Profiles, introducing the 3 social media channels that have been selected and their look and feel.
5. Visual Identity, describing the logo, colour palette, fonts, images, graphic elements and templates.
6. Conclusion - Summarizes the purpose and expected outcomes of deliverable D7.1.
7. Annex 1 - Visual Identity Guidelines, explaining technicalities behind the visual identity and how each element should be used when communicating and disseminating results using official channels and templates.

1.2. Intended readership

This document is intended for both TORNADO consortium members and external project stakeholders. The document provides the project consortium and Project Office (PO) an overview of the project web presence: website & social media, together with the project visual identity elements – including templates - and a guide illustrating how to use logos, fonts, colours.

1.3. Contribution to WP7 and project objectives

The aim of the project web presence as part of the WP7, is to provide the framework that will support all project's online communication activities. The project web presence will give a harmonized visual identity (online and offline) to communicate and disseminate all project objectives. At a wider perspective, D7.1 will provide visual coherence to all WP7 foreseen dissemination & exploitation activities, give a visual representation whenever the consortium will have to engage the expanded stakeholder community, give an attractive framework to the exploitation process.

1.4. Relation to other WP and deliverables

The project web presence will support all communication and dissemination activities by providing the online environment (web site and social media) to be used to publish public result, announcements, news and any significant information about use cases and technical advancements. Furthermore, it provides the visual framework that will be inherited by project's social media and which kind of visual identity should be used whenever TORNADO work-packages communicate, publish or deliver project outputs.

Specifically, it allows WP3, 4 and 5 technical and scientific results to be communicated and disseminated in a harmonized and recognizable way.

2. Visual Identity

An integral part of developing the TORNADO project's web presence and all communication materials has been the definition and creation of its visual identity. This visual identity encompasses the logo, colour palette, fonts, images, graphic elements and templates, all carefully designed to ensure a cohesive and recognizable representation of the project across all communication channels.

Aim of the visual identity:

1. Communication and Recognition:

- It creates a unified and consistent visual language across all project materials, from presentations and deliverables to the TORNADO social media channel (LinkedIn) and website. This fosters easy recognition and memorability for the project, making it stand out from others.
- It helps communicate the project's values, mission, and goals through visual elements. For example, a clean and modern design might convey efficiency and innovation, while a playful and colourful style could represent accessibility and community engagement.

2. Credibility and professionalism:

- A well-designed visual identity portrays the project as organized, serious, and trustworthy. This is especially important for attracting funding, partners, and collaborators.
- It differentiates the project from its competitors and helps it establish a unique position within its field.

3. Engagement and User Experience:

- A visually appealing identity can make the project's materials more engaging and enjoyable to use. This can be crucial for attracting interest and encouraging participation.
- It can contribute to a positive user experience by guiding users through information and making content clear and easy to understand.

4. Building Community and Identity:

- A shared visual identity can help create a sense of community and shared purpose among project partner beneficiaries and stakeholders.
- It can foster emotional connection with the project's goals and values, building loyalty and support.

The TORNADO Visual Identity Guidelines (Annex 1) serve as a powerful tool for a project, enabling it to effectively communicate, engage its audience, and achieve its goals.

2.1 The Logo

As described in [section 3](#), based on the discussion with the partners, the NSB team optimized the logo, leading to the finalization of the official TORNADO logo, which was then integrated into all project templates. The final logo, in horizontal and vertical version, is this in Figures 1 and 2:



Figure 1. Horizontal logo



Figure 2. Vertical logo

2.2 The conceptual pictures

A specific in-depth analysis has been made for the search of the conceptual pictures. Starting from the project concept and the three use cases, key keywords were identified, leading to the selection of a set of image proposals to be submitted for partners' voting, as described in [section 3](#).

2.3 Templates

Beside the activities focused on the web presence, a set of templates for all the communication activities have been provided to the partners in the online shared folders: [General](#) > [TORNADO templates](#)
The consortium partners have at their disposal the following templates:

- [Deliverable](#)
- [Meeting Agenda](#)
- [Meeting Minutes](#)
- [Participants List](#)
- [PowerPoint Presentation](#)

The designed templates provide a guarantee to the visual consistency throughout the project duration.

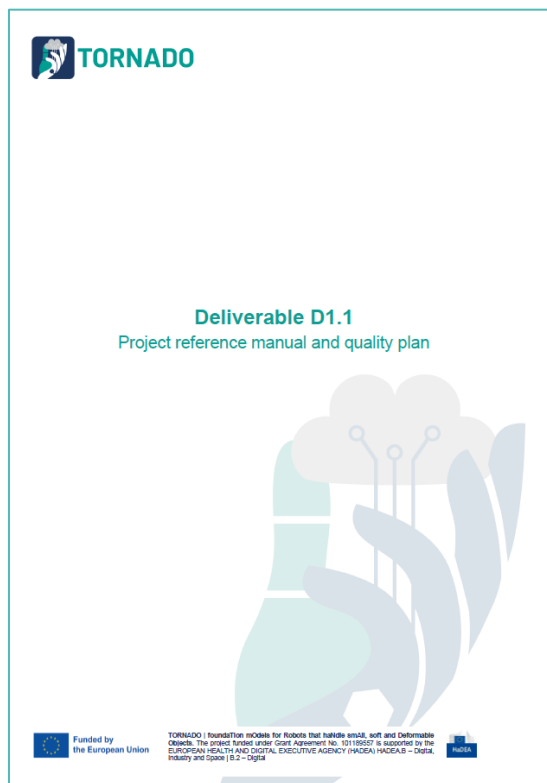


Figure 3. Deliverables template



Meeting Agenda Template | Title
short subtitle

Date	
Time	
Location / Virtual link	
Facilitator	
Attendees	
Other	

Meeting Objective
The main goals or outcomes expected from the meeting.

Agenda Items
Break down the main topics to be discussed.

Topic Title 1

- Name of the discussion point.
- Presenter/Owner – Who will lead the discussion for each item.
- Time Allotted – How much time is allocated for each topic.
- Description – A brief overview or context for the agenda item.

Topic Title 2

- Name of the discussion point.
- Presenter/Owner – Who will lead the discussion for each item.
- Time Allotted – How much time is allocated for each topic.
- Description – A brief overview or context for the agenda item.

Schedule

Time	Agenda items	Presenter
9.00-10.00	Topic title 1	
10.00-11.00	Topic title 2	

Supporting Documents
List any relevant files or materials to review before the meeting.

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HaDEA

Figure 4. Meeting agenda template



 **TORNADO**

Meeting Minutes Template | Title
short subtitle

Date	
Time	
Location / Virtual link	
Facilitator	
Attendees	
Apologies / Absent	
Other	

Agenda Overview
List the main agenda items discussed during the meeting.

Topic Title 1

- Name of the discussion point.
- Presenter/Owner – Who lead the discussion for the agenda item.
- Description – A brief overview or context for the agenda item.

Topic Title 2

- Name of the discussion point.
- Presenter/Owner – Who lead the discussion for the agenda item.
- Description – A brief overview or context for the agenda item.

Discussion Summary

Agenda Item	Discussion Summary	Decisions Made	Action Items	Responsible Partner	Deadline
Topic 1	Key points discussed	Decisions made	Tasks assigned	Partner responsible	Due date
Topic 2	Key points discussed	Decisions made	Tasks assigned	Partner responsible	Due date

Key Decisions
List any major decisions agreed upon during the meeting.

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Figure 5. Meeting minutes template

 **TORNADO**

Participants List
- Title of the meeting -

Date	
Time	
Location	

Full Name	Organization / Partner	Attendance Status	Signature

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Figure 6. Participant list template



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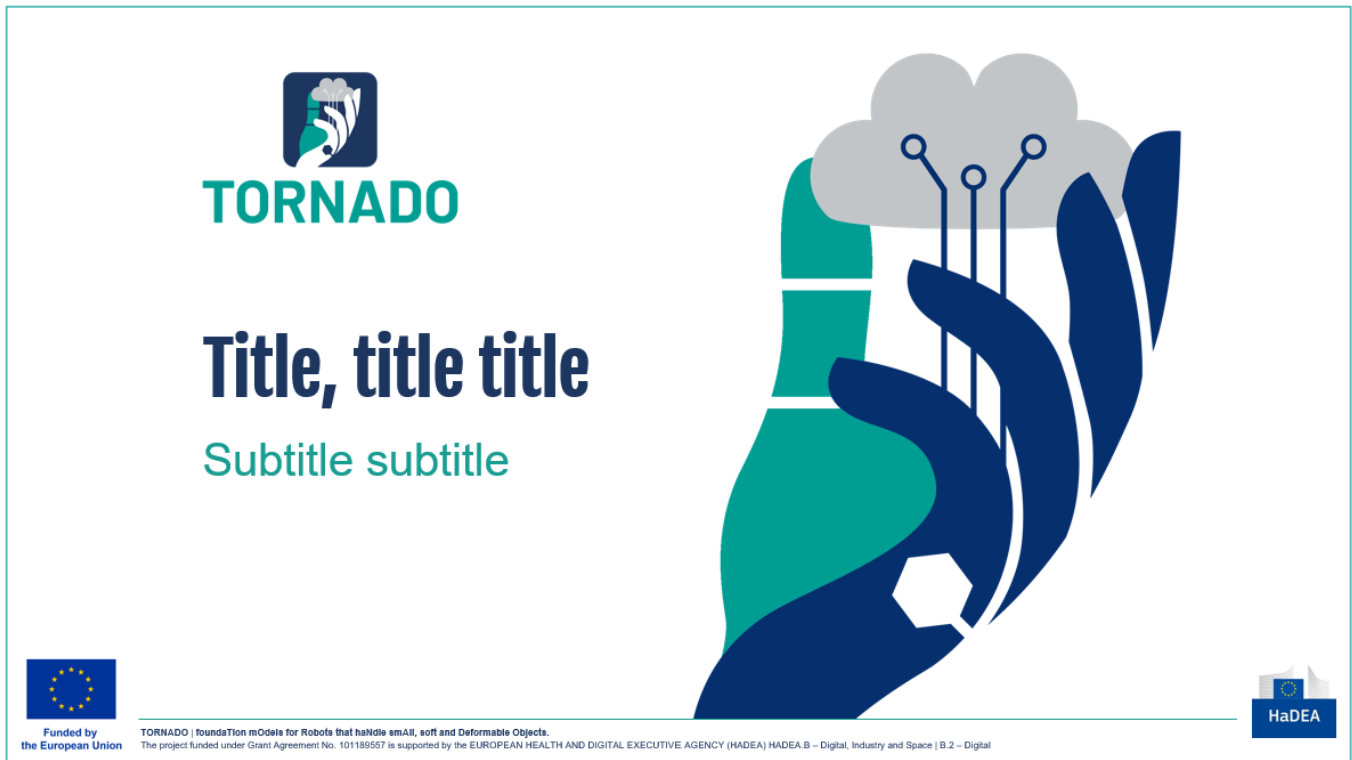


Figure 7. Powerpoint presentation template



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3. The decision-making process

The decision-making process for the visual identity of the TORNADO project was structured to collect and include as many partners' inputs as possible.

Three distinct proposals images were carefully prepared for:

1. the logo
2. website mock-up
3. key conceptual images.

To guarantee a democratic and transparent selection, an online voting system was implemented, allowing all partners to express their preferences and provide feedback. The most voted options were then refined based on the received suggestions, ensuring a cohesive and visually compelling identity for the project.

This approach not only fostered collaboration but also strengthened the alignment of the final design elements with the project's core vision and objectives.

3.1 Graphic proposal for the logo

The three design proposals for the logo were created before the Kick-Off Meeting to ensure that the final version could be presented at the Athens event.

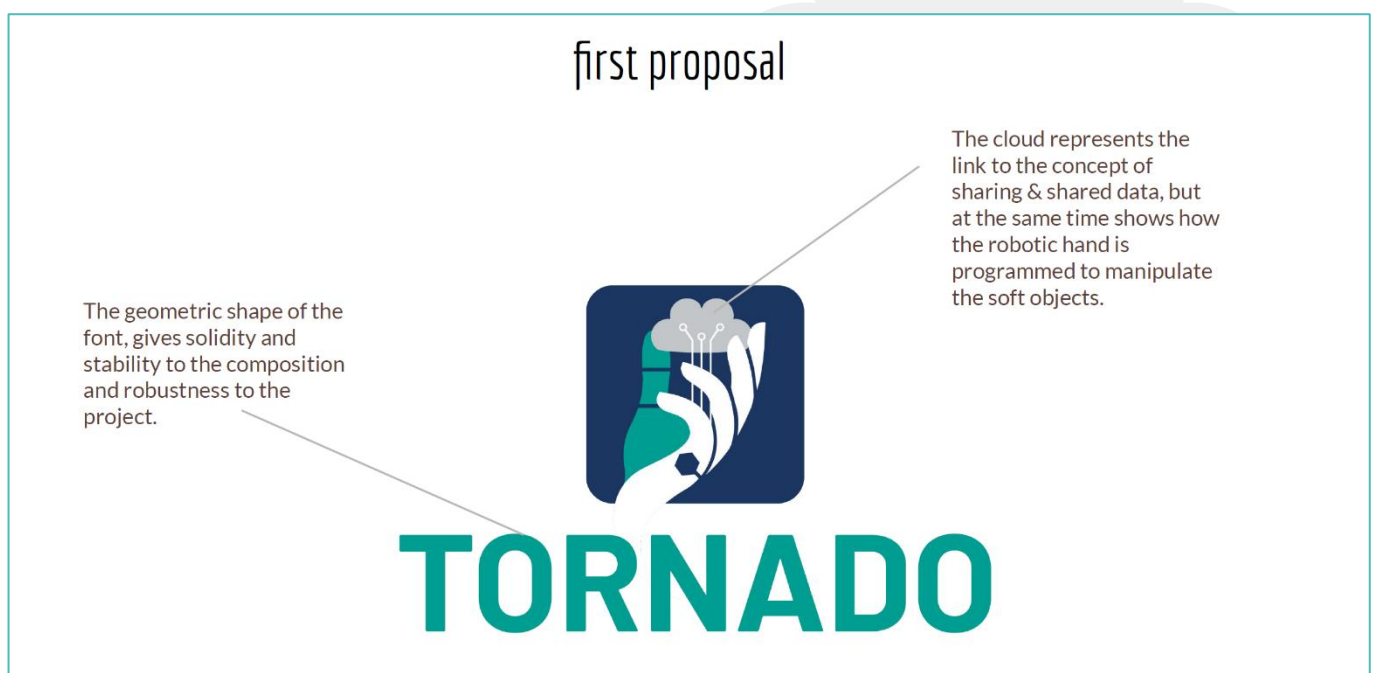


Figure 8. First logo proposal



second proposal

The geometric shape of the typeface gives solidity and stability to the composition, while the logo that embodies a friendly connection between robot and human.

The gear represents the technical area of the project.

The robot winks at the user and gives us the feeling of the connection between robot and human.



Figure 9. Second logo proposal

third proposal

The rounded shape of the character gives a welcoming feeling. Blue gives solidity to the design and to the project.

The cloud represents the link to the concept of sharing & shared data, but at the same time shows how the robotic hand is programmed to manipulate the soft objects.

The rounded line tells us about a project that tweaks data secure a better future state.



Figure 10. Third logo proposal

All partners were invited to vote and submit their ideas with the following results:

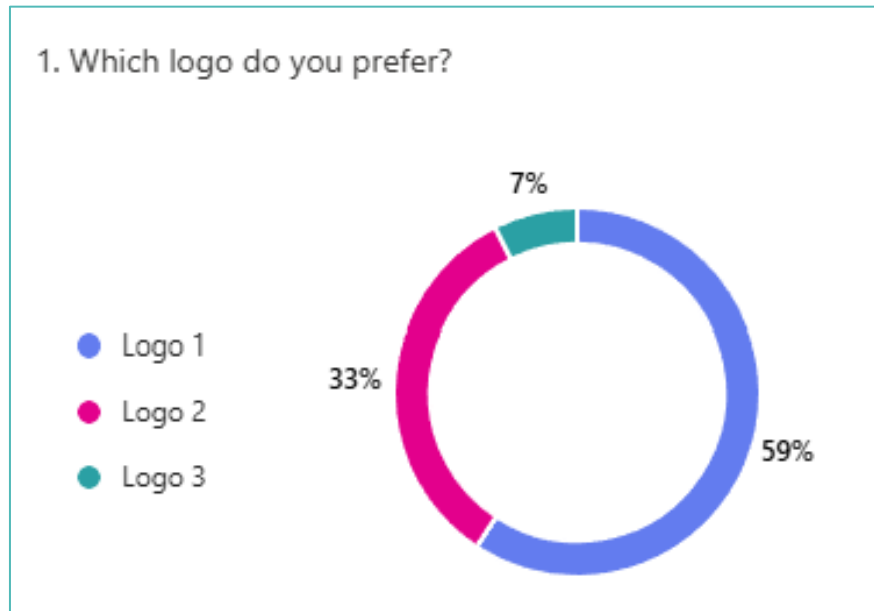


Figure 11. Result of the logo proposal vote

2. Comments and Suggestions:

tech / less human
smaller resolutions
finger gripper
style of the first logo
hand visualization
word TORNADO
use case
robotic hand
work
previous logo
Maybe we could use
logos are easier
font of logo
version of the logobetter
Icon and then text
nice work
logo No2
simpler logos

Figure 12. Comments and Suggestions for the logo proposal vote

3.2 Mock-up proposal for the website

With the logo already finalized, three website mock-up proposals were presented during the Kick-Off Meeting hosted by ITML in Athens:



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First proposal

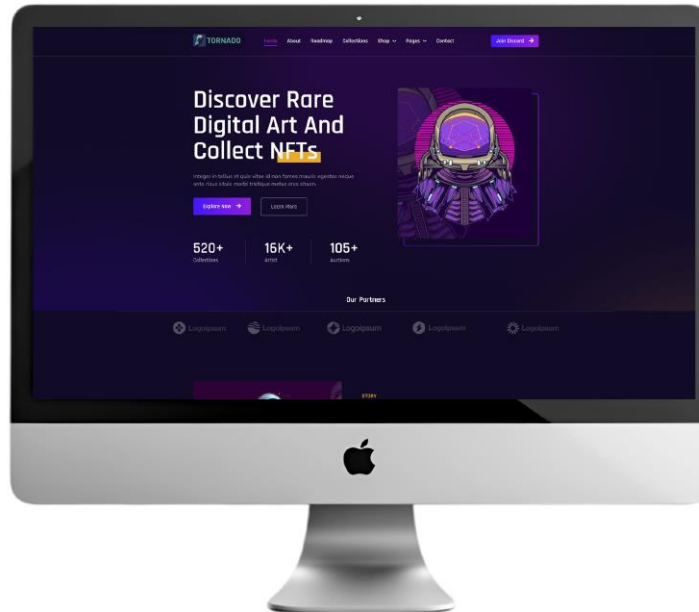


Figure 13. First proposal for website mock-up

Second proposal

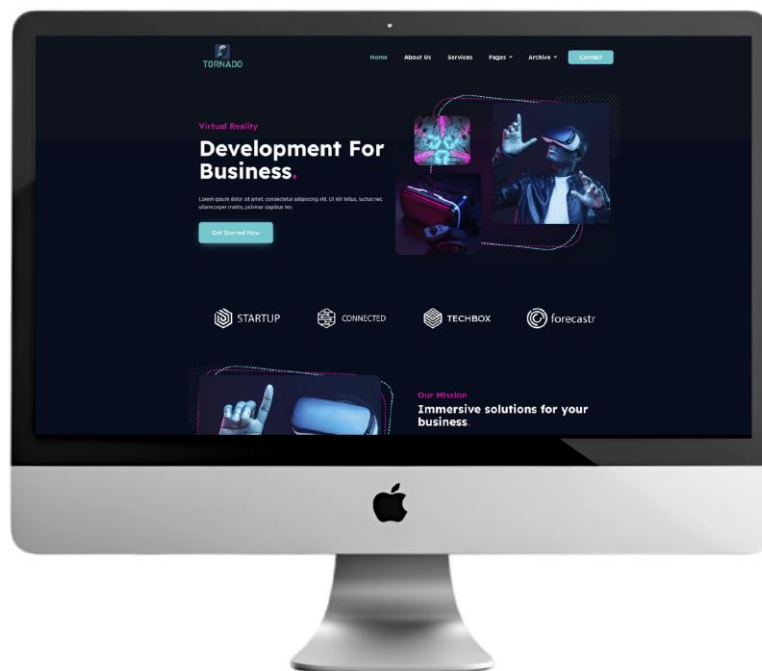


Figure 14. Second proposal for website mock-up



Third proposal

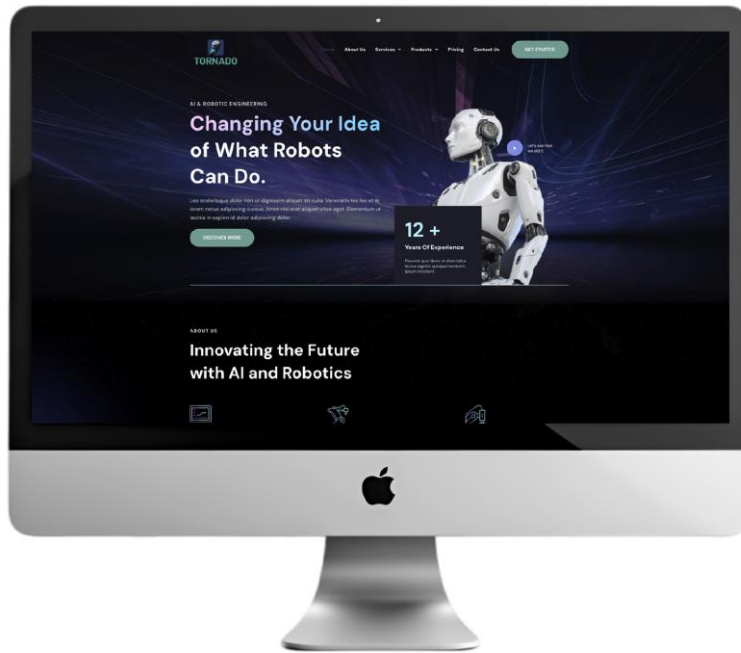


Figure 15. Third proposal for website mock-up

The consortium partners cast their votes via an online form, which also allowed them to provide feedback and give recommendations for the website's development. The third proposal received the highest number of votes and will be used to deploy the website:

1. Which mockup do you prefer?

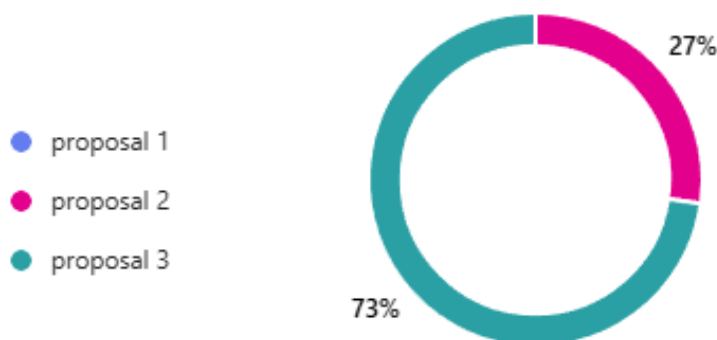


Figure 16. Result of the website mock-up vote



2. Comments and Suggestions:

4 Risposte

ID ↑	Nome	Risposte	Lingua
1	anonymous	I would prefer not to have a too dark website	Italiano
2	anonymous	Would it be an option to use a slightly lighter theme, as these seem quite dark.	Italiano
3	anonymous	I think the proposal has to show at least a robot, and the message has to address that the robot is going to help people in everyday activities	Italiano
4	anonymous	Consider harmony (or nice contrast) between the colors of logo and website ;-)	English (United Kingdom)

Figure 17. Comments and Suggestions for the website mock-up

During the website development process, attention has been paid to incorporate the feedback received. It was decided to retain the proposed background colour, as it is more suitable for a technology and digital innovation site. The black background was specifically chosen to enhance contrast, ensure readability, and create a sleek, modern look that aligns with the project's cutting-edge vision.

3.3 Proposals for conceptual images of the project

The same process was repeated for selecting the conceptual images. Here are the proposals and the voting results.

For the MAIN Image:

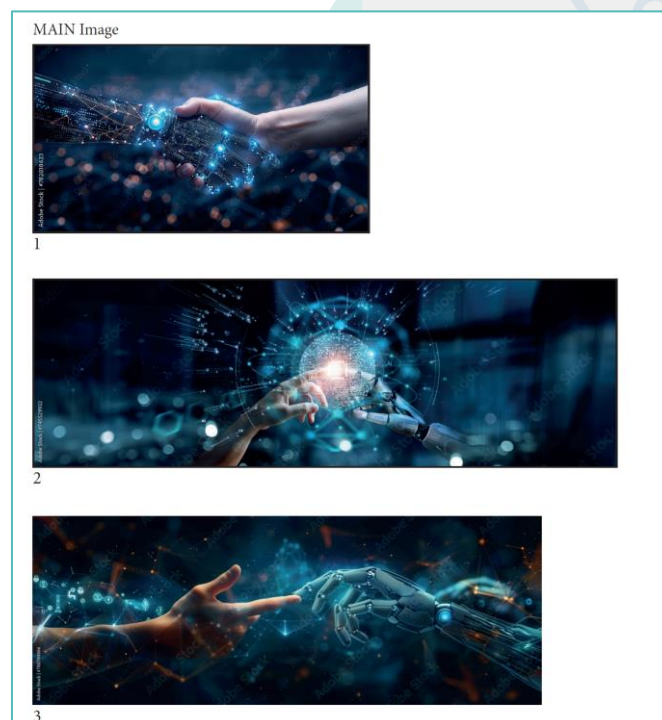


Figure 18. Main Image proposal



1. Which main project image do you prefer? This image will be added to the project's website's home page and as background image of our Power Point template. Additionally it will serve as "visual identity" of our social media presence.

- proposal 1
- proposal 2
- proposal 3

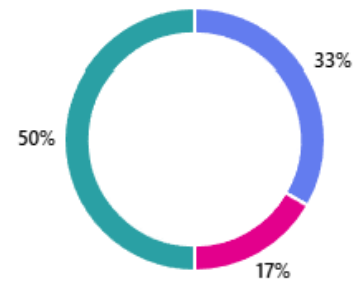


Figure 19. Result of the vote for the Main Image

The winner:



Figure 20. Winning Main Image



For the Use Case 1 | Gears Factory: Manipulation of small gears and flexible materials:

Use Case 1



1



2



3

Figure 21. Use Case 1 image proposal

2. Which use case image do you prefer?

- Use Case 1 - proposal 1
- Use Case 1 - proposal 2
- Use Case 1 - proposal 3

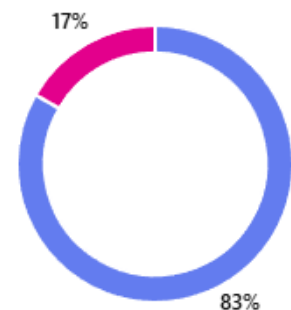


Figure 22. Result of the vote for the Use Case 1 image

The winner:



Figure 23. Winning Use Case 1 image



For the Use Case 2 | Hospital Environment: Assistance in palliative patient care

Use Case 2



1



2



3

Figure 24. Use Case 2 image proposal

3. Which use case image do you prefer?

- Use Case 2 - proposal 1 0
- Use Case 2 - proposal 2 4
- Use Case 2 - proposal 3 2

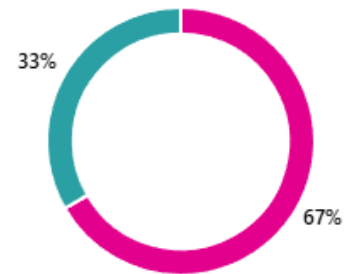


Figure 25. Result of the vote for the Use Case 2 image

The winner:

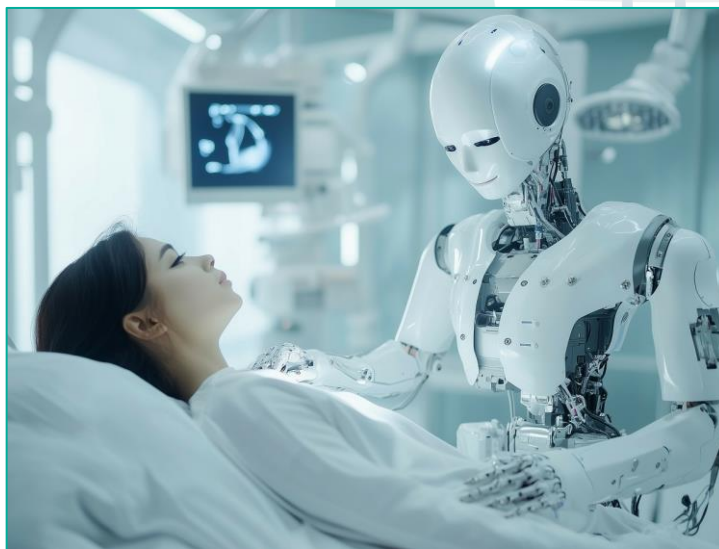


Figure 26. Winning Use Case 2 image

For the Use Case 3 | Plant Distribution Center: Product quality control and waste collection

Use Case 3



1



2



3

Figure 27. Use Case 3 image proposal

4. Which use case image do you prefer?

- Use Case 3 - proposal 1 5
- Use Case 3 - proposal 2 0
- Use Case 3 - proposal 3 1

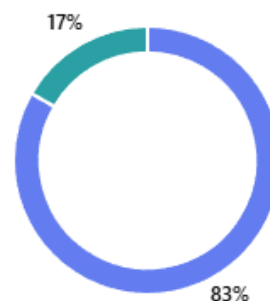


Figure 28. Result of the vote for the Use Case 3 image

5. Comments and Suggestions:

1 Risposte

ID ↑	Nome	Risposte	Lingua
1	anonymous	I would agree with Arash suggestion, the images are very nice looking, but perhaps simpler and more cartoon-like (tailored to the actual contents of the use-cases) would perhaps have greater impact.	English (United Kingdom)

Figure 29. Comments and Suggestions for the Use Case 3 image

The received suggestion will be considered during the creation of infographics and other descriptive graphic materials.

The winner:



Figure 30. Winning Use Case 3 image





4. Structure of the website

The TORNADO web page is set up under the domain <https://tornado-horizon.eu>, which has been reserved for 4 years. The webpage is hosted and maintained by the partner [NSBproject](#) following the dissemination guidelines defined in the [Consortium Agreement \(CA\)](#).

The structure, visible from the navigation bar (always visible – sticky header), is as follows:

1. [Home](#). Step into the future of robotics.
2. [About](#). The vision, the mission, the revolution.
 - Real-World Impact. Tech & Innovation. Explore the cutting-edge tech driving TORNADO.
 - Use Cases. See how TORNADO is transforming industries with real-world applications
 - A section detailing how the project aligns with Horizon Europe's digital transformation goals.
3. [Who we are](#). Meet the organizations behind the project.
4. [Resources & Insights](#). For the publication of papers, technical documentation, open-source tools & data, and project deliverables.
5. [What's On](#). News, events, and deep dives into robotics.
6. [Ask Us!](#) Got questions? Reach out to our team.

Attentions taken in the design and realisation of the [TORNADO website](#):

1. Modern and futuristic theme
 - a sleek, high-tech design with dynamic animations and interactive elements.
2. User-friendly navigation
 - a navigation bar on the header for easy access to key sections
 - search bar to quickly find content.
3. Engaging visuals
 - 3D animations of robots in action.
 - infographics explaining how TORNADO's technology works.
 - video demos of real-world use cases.
4. Interactivity & Community Engagement
 - a blog section for updates and expert insights.
 - a newsletter subscription for ongoing updates.
5. Language
 - English.
6. EU & Funding Visibility
 - a clear EU Horizon funding acknowledgment with logos.
7. Social Media Link – link to the project's social media profiles ([LinkedIn](#), [X](#), [Bluesky](#))

4.1 Homepage

Step into the future of robotics. Smarter, Faster, More Adaptive!

The main information on the homepage of the website provides the general description and objectives of the TORNADO project (Fig. 31), following the instructions described in the Grant Agreement “Article 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY”.

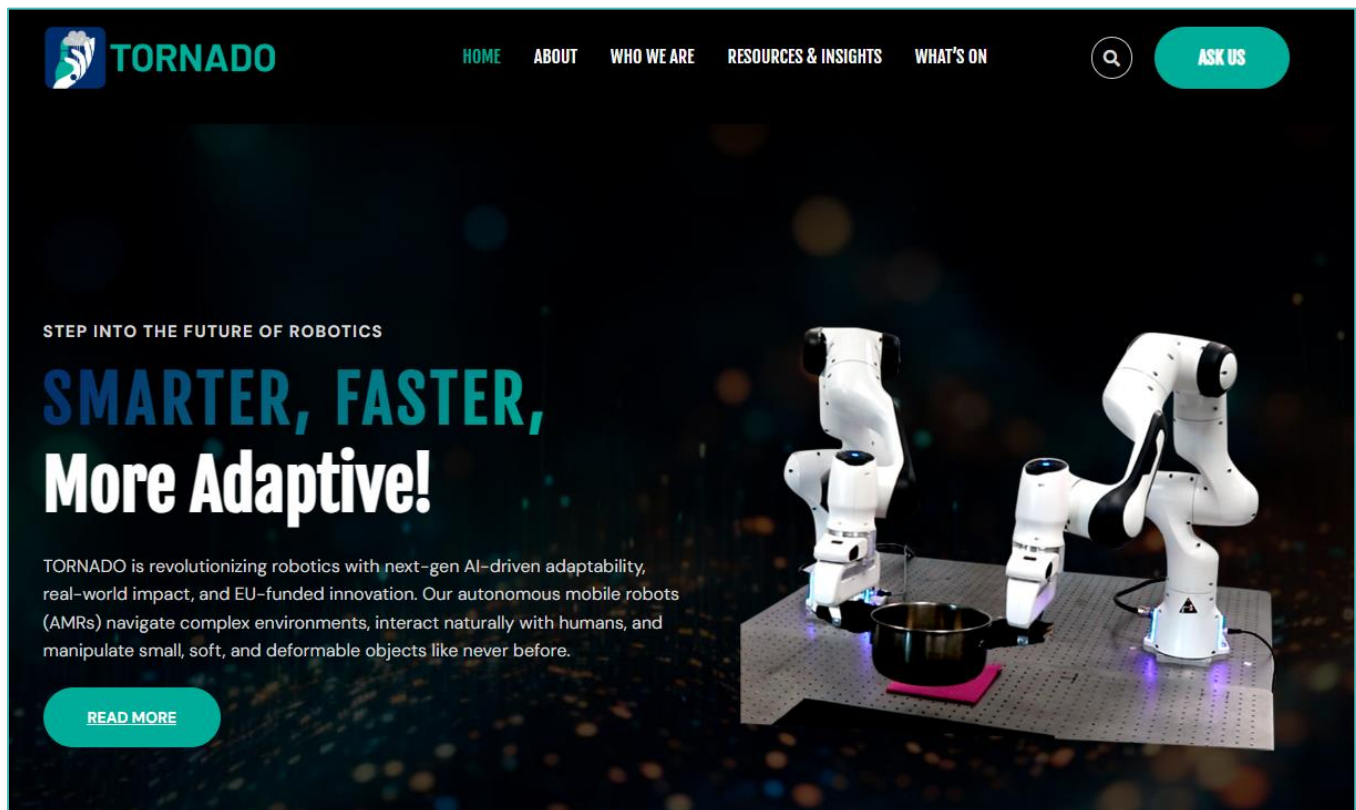


Figure 31. Main homepage image

The homepage, as well as all other included pages, contain the following items which are available regardless of the selected page (Figure 32):

- The logo and the short name of the project.
- Links to the Social Profiles.
- A link to a contact page for information.
- Links to the “data protection” cookie and privacy policy.
- The newsletter subscription form
- The image of the European and HADEA flags combined with the funding statement “TORNADO | foundaTion mOdelS for Robots that haNdle smAll, soft and Deformable Objects. The project funded under Grant Agreement No. 101189557 is supported by the EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA) HADEA.B – Digital, Industry and Space | B.2 – Digital”.



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D7.1 – Project web presence
Public (PU)

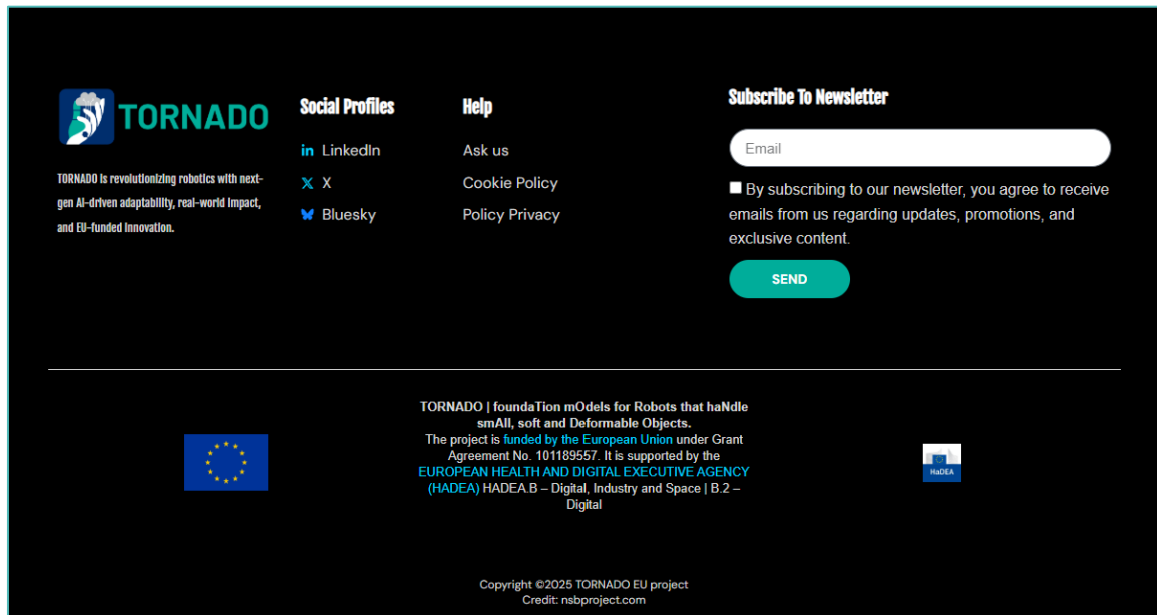


Figure 32. Website footer

In addition, the homepage contains a carousel of images describing some of the characteristic processes related to the project activities (Figure 33).

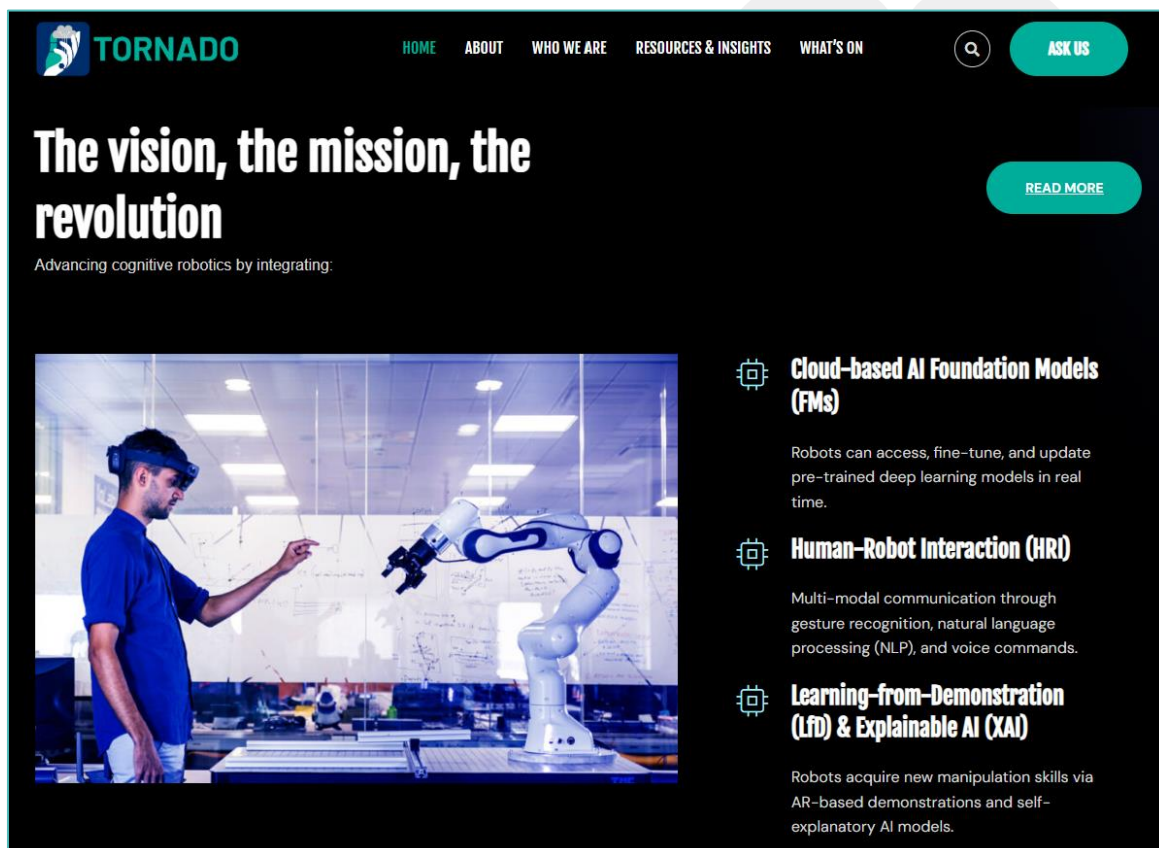


Figure 33. Project activity image



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It is still possible that the website would undergo slight visual changes. However, the general structure will stay the same, with the following sections:

- About TORNADO
- TORNADO in numbers
- TORNADO Goals
- The Technology Behind TORNADO
- TORNADO consortium
- Sign in - biannual project newsletter
- Footer

4.2 About

The vision, the mission, the revolution.

This page provides an overview of the project's objectives, its focus on advanced technologies for sustainable development, and its contributions to addressing climate change. It highlights the collaboration between partners and outlines the project's key goals, methodologies, and impact in the field of Horizon 2020 (Figure 34).

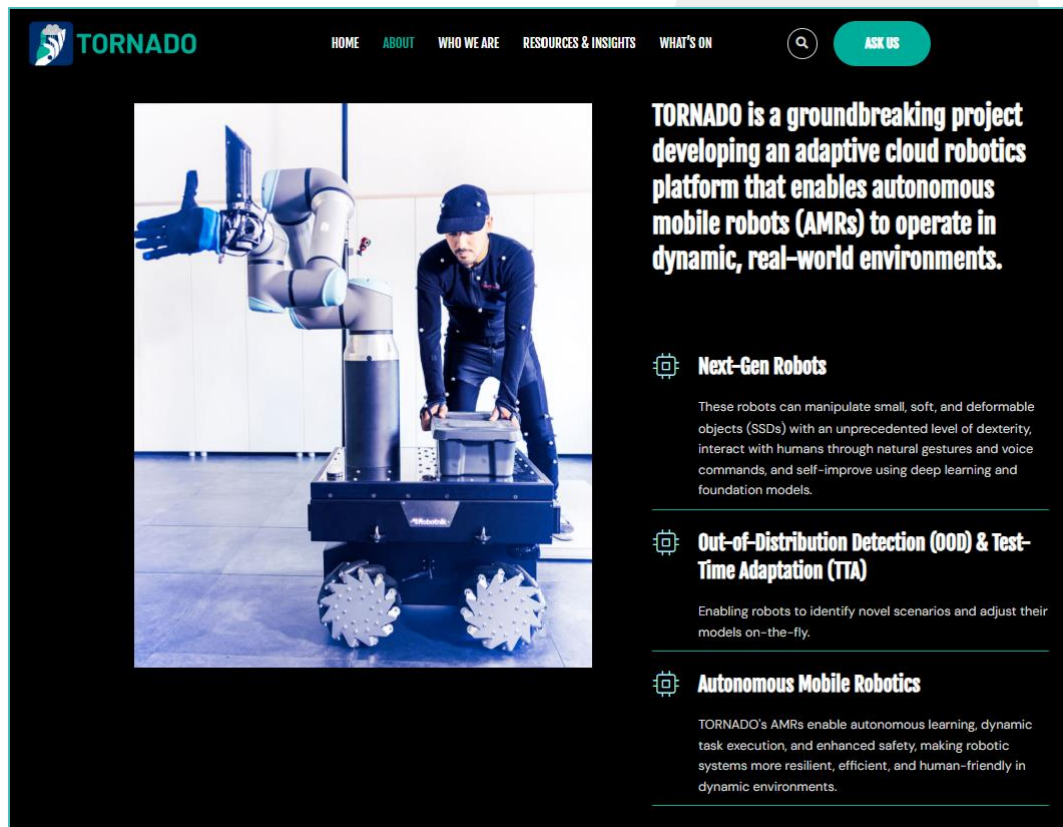


Figure 34. About page



4.3 Who We Are

Meet the organizations behind the project. Discover our expertise in next-gen robotics development.

This page of the TORNADO project introduces the consortium of partners involved in the project. It highlights the expertise and roles of each partner, showcasing their commitment to the project's objectives in advancing sustainable technologies and addressing climate change. The page emphasizes the collaborative nature of the project and the collective effort toward achieving its goals (Figure 35).

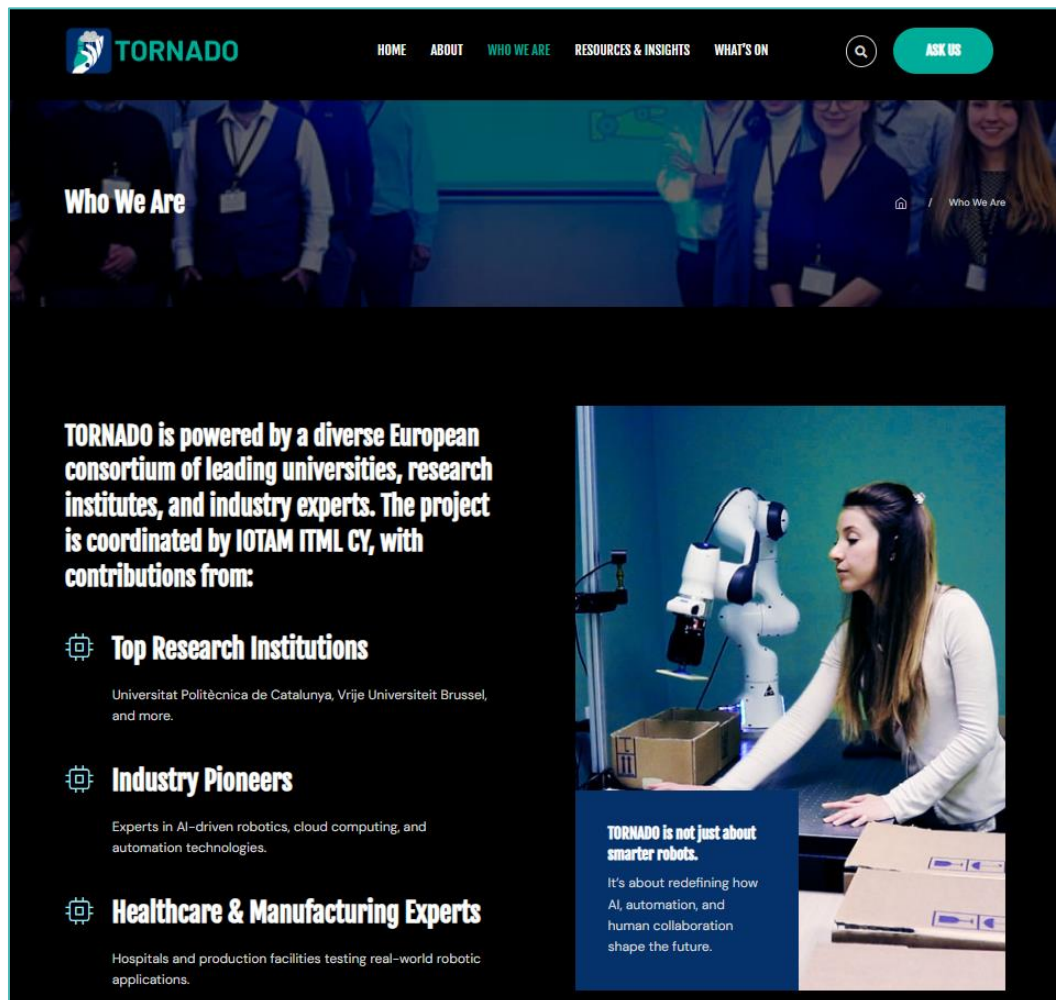


Figure 35. Who we are page



4.4 Resources & Insights

Papers, reports, technical documentation and deliverables.

Our goal is to share knowledge and drive innovation in robotics and AI.

This page offers a collection of valuable materials, including research reports, case studies, and other resources that provide insights into the project's progress and results. It serves as a hub for sharing knowledge and findings that contribute to the advancement of sustainable technologies (Figure 36).

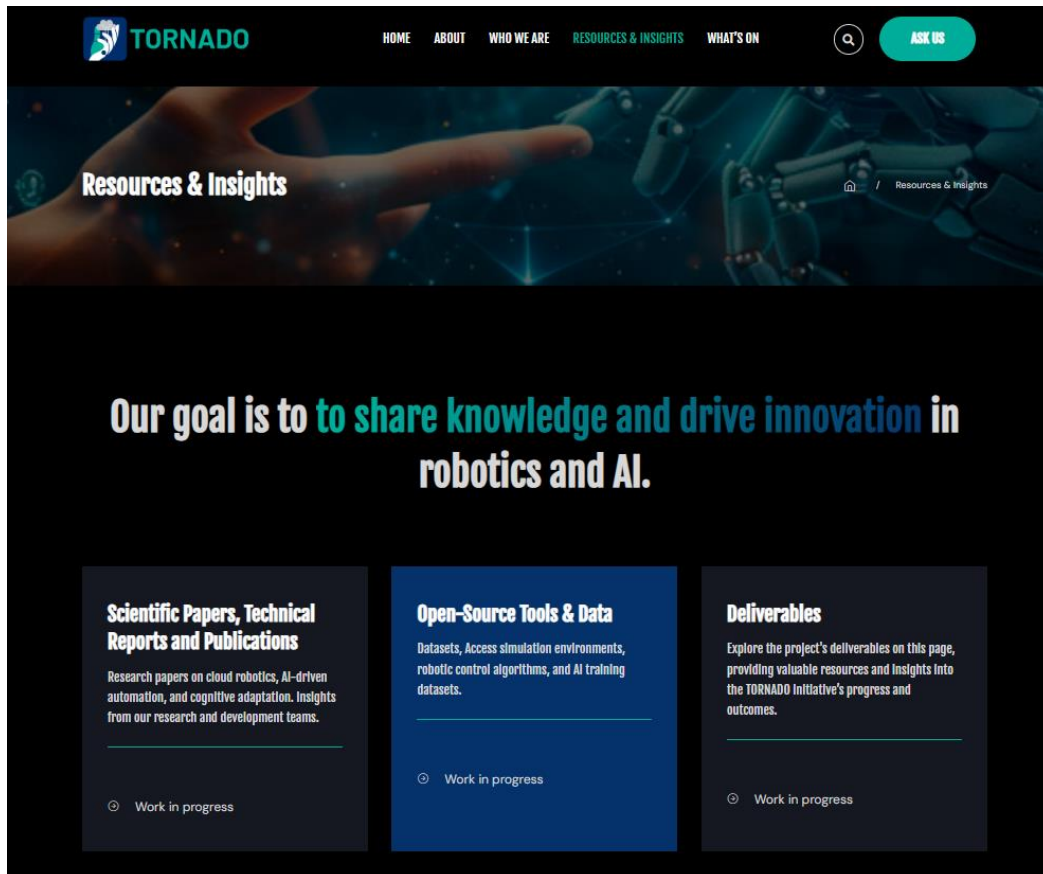


Figure 36. Resources & Insights page

4.5 What's On

News, events, and deep dives into robotics. Follow our journey as we redefine robotics for a smarter, more adaptable future.

This page contains project generic information and provides regular updates on the progress of the project. News entries are typically made after general meetings, use case meetings, major demonstrations or when results of particular significance have been achieved.

News entries are intended to show that the project is "alive" and active, and to provide insights into recent project activities. Each entry consists of a short paragraph summarizing the event or result achieved (Figure 37).

On this page you can find:

- Project Announcements – Key milestones, breakthroughs, and insights.
- Latest Developments – Research breakthroughs, tech updates, and new collaborations.
- Upcoming Events – Conferences, workshops, and public demonstrations.
- Spotlight Articles – Expert discussions on AI, robotics, and digital transformation.

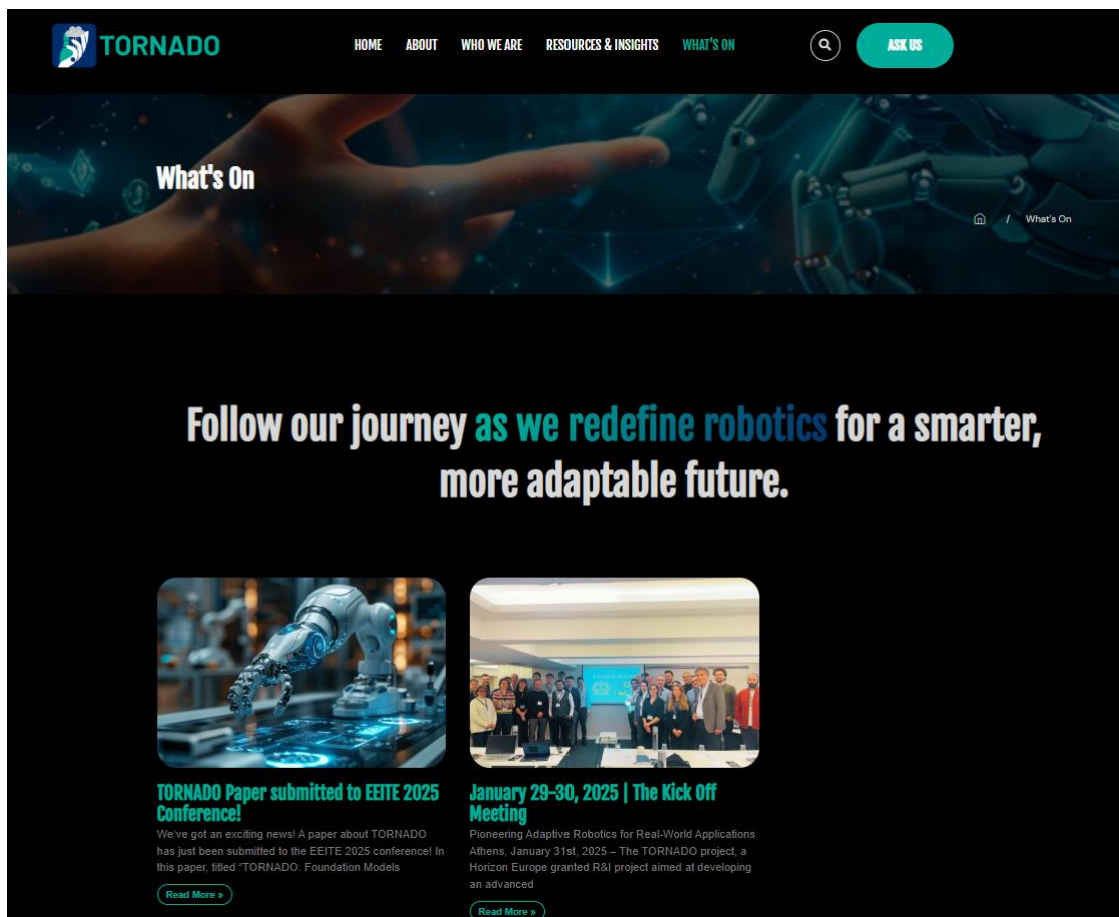


Figure 37. What's on page

4.6 Ask Us!

Got questions? Reach out to our team.

The "Ask Us" shows the contact information to give the entry point for anyone who is interested in the project and its results (Figure 38).

This page encourages visitors to reach out with any inquiries about the TORNADO project. To streamline communication, a dedicated email address, **contact@tornado-horizon.eu**, has been created, offering a direct line for questions, feedback, or more information.

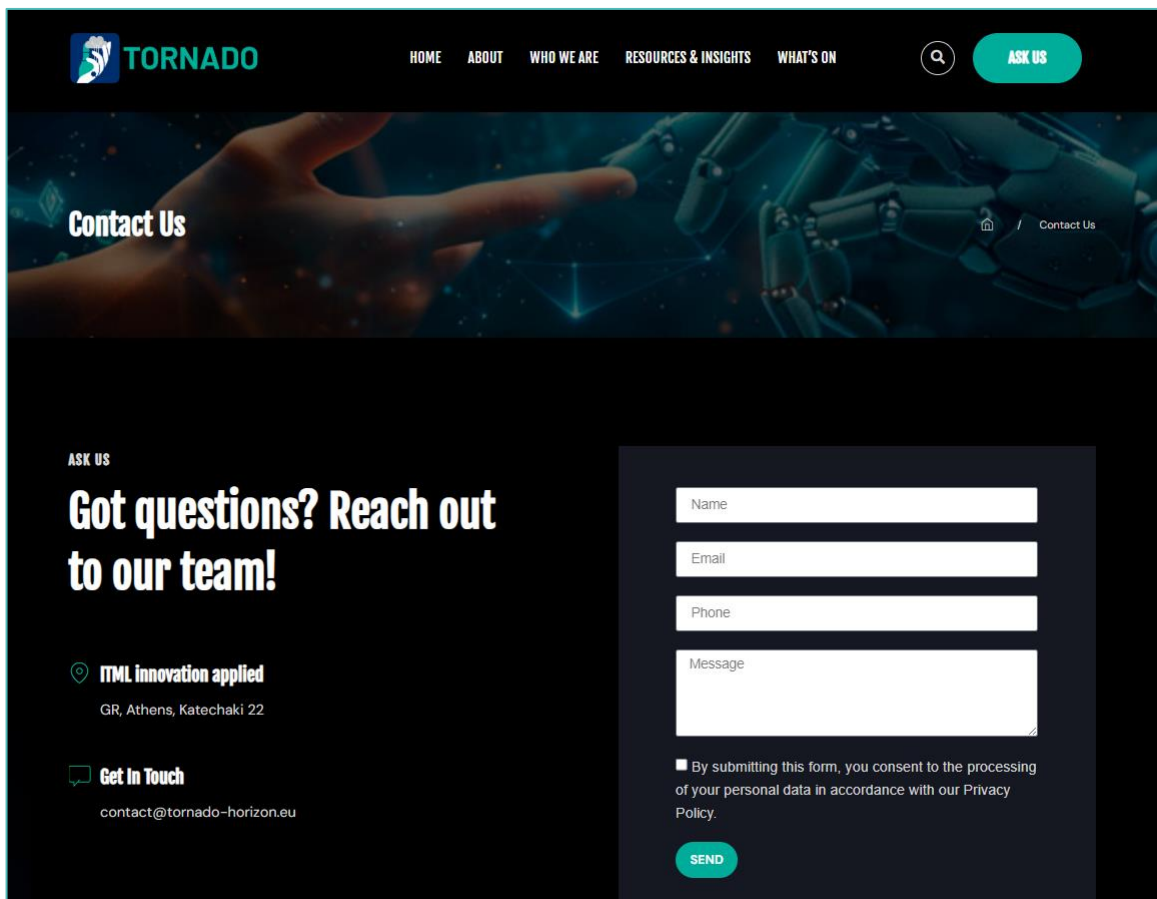


Figure 38. Ask us page



4.7 Intended use of the website

The <https://tornado-horizon.eu/> domain is the first entry point of access to key insights, showcasing and explaining the TORNADO project:

- **First impressions matter** | A well-designed website allows the partners to present the project in a professional and engaging way, attracting potential stakeholders and the general public.
- **Clear information** | The website should clearly explain your project's objectives, methodology, expected outcomes, and potential impact. This helps everyone understand the TORNADO work and its significance.
- **Disseminate results** | Share research findings, publications, news, and events related to the project. This ensures transparency and promotes the value of your work. Facilitate collaboration and engagement:
- **Connect with interested parties** | Provide contact information and encourage interested individuals and organizations to reach out. This facilitates new potential collaboration.
- **Build a community** | Foster a sense of community around your project by offering forums, discussion boards, or social media integration. This encourages engagement and feedback.
- **Attract future investors** | While not the primary goal, a well-maintained website can showcase your project's successful execution and increase your chances of securing future funding for the follow-up of the project.

Overall, the TORNADO website is a valuable tool for:

- **Transparency and accountability** | Publicly sharing information demonstrates accountability and transparency to the funding body and the public.
- **Impact maximization** | Reaching a wider audience increases the project's impact and potential benefits.
- **Sustainability** | Well-maintained websites ensure project information remains accessible even after the project concludes.

The main audiences are end-users and associated enterprises, and academics and technology providers, and the information provided on the site will attempt to satisfy both commercial and technical interests. As such, the site does not have any interactive elements such as a chat or forum. A newsletter feature has been anchored to the website to push updates to our target groups.

However, the website is not intended to be static for the duration of the project. Instead, the information available on the website will grow continuously.

Updates are planned as follows:

- **The News & Events page will be the most active section of the web pages.** News entries are planned for every general meeting that has taken place, for major demonstrations, whenever important technical results have been achieved and also to announce major presentations of the TORNADO project, e.g. when the project partners are exhibiting at a trade fair or organizing a dedicated workshop at a scientific conference.
- **The Resources page will be updated whenever new public material has been generated.** The update cycles will strongly depend on the type of dissemination activities that have been done. After issuing of a press release by partners in several countries, we expect that new articles will

appear over a period of a few weeks, while there may be other periods in the project with less activity. Not all the dissemination material will necessarily be stored directly on the web page. Most notably, this includes videos, open access publications and public data sets.

In accordance with the open access rules, publications and public data sets will be stored in a repository and links to the repository will be provided in the web page where appropriate.

The <https://tornado-horizon.eu/> domain is reserved for a period of 4 years starting at the beginning of the project.

The page will be maintained during this period, including also important events related to the TORNADO project that happened after the 42 months lifetime of the project. Indeed, the website will be maintained for an additional period of at least 6 months after the end of the project.

This will also support the long-term advertising of the project results to promote their use and sustainability.



5. Social Media Profiles

Templates were designed for social media channels, where LinkedIn is planned as the main platform. The template is then adapted to the other social profiles (Figure 39).

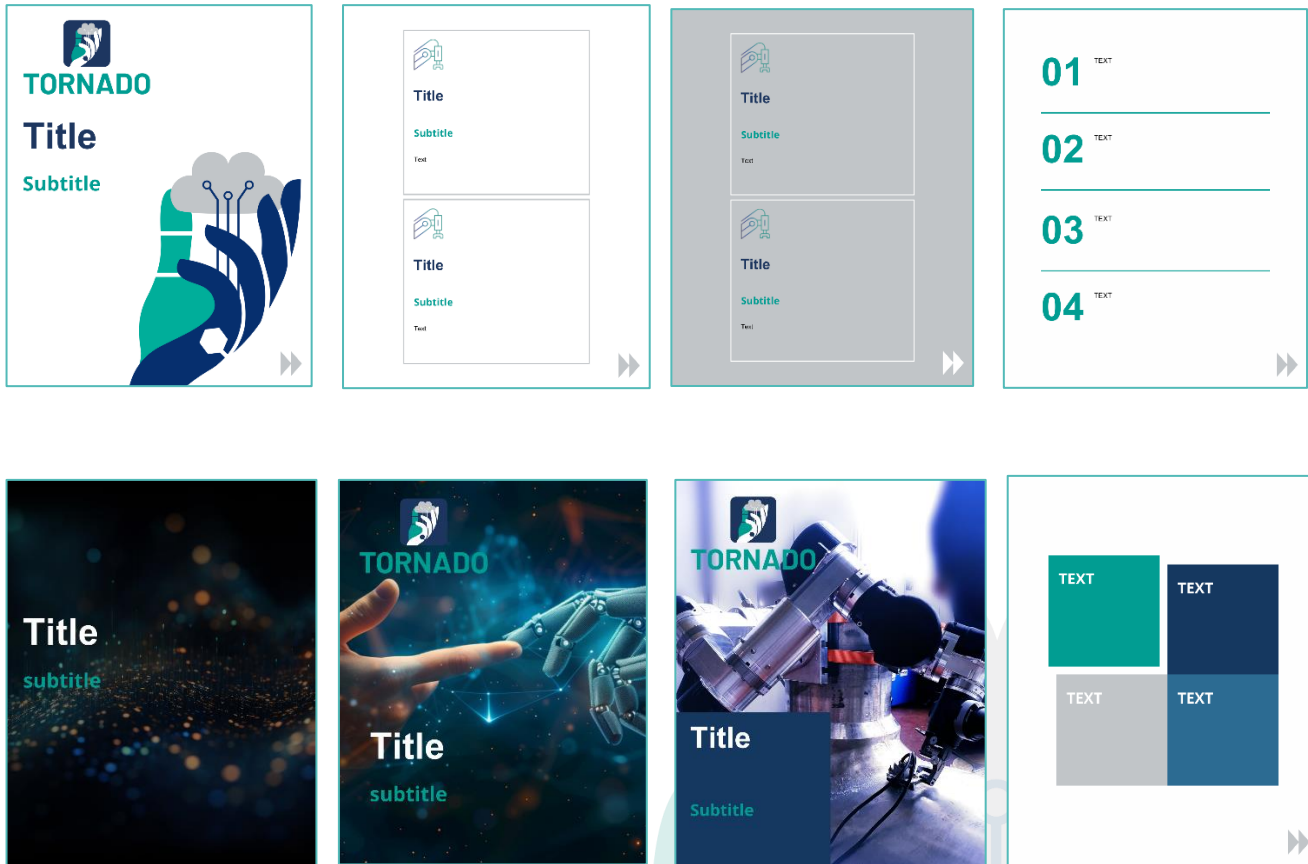


Figure 39. Carousel templates for social profiles

5.1 LinkedIn

The presence of the TORNADO project on LinkedIn is crucial as it provides a platform to showcase its innovative approach, engage with industry professionals, and foster meaningful collaborations that can drive its success and visibility within the global network.

Profile link: <https://www.linkedin.com/showcase/tornadohorizon/>



TORNADO

TORNADO-GA 101189557
D7.1 – Project web presence
Public (PU)

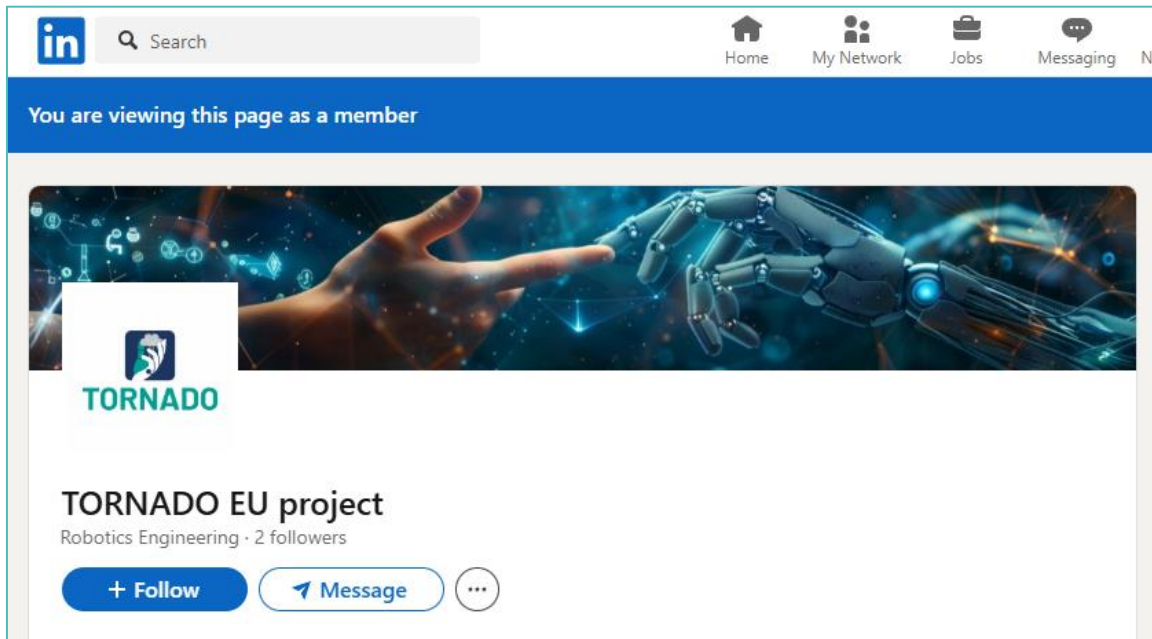


Figure 40. TORNADO LinkedIn page

5.2 X

Having the TORNADO project on X is essential for reaching a broader, more diverse audience, enabling real-time updates, fostering interactive discussions, and creating a dynamic space to build a strong community around its objectives and innovations.

Profile link: <https://x.com/tornadohorizon>

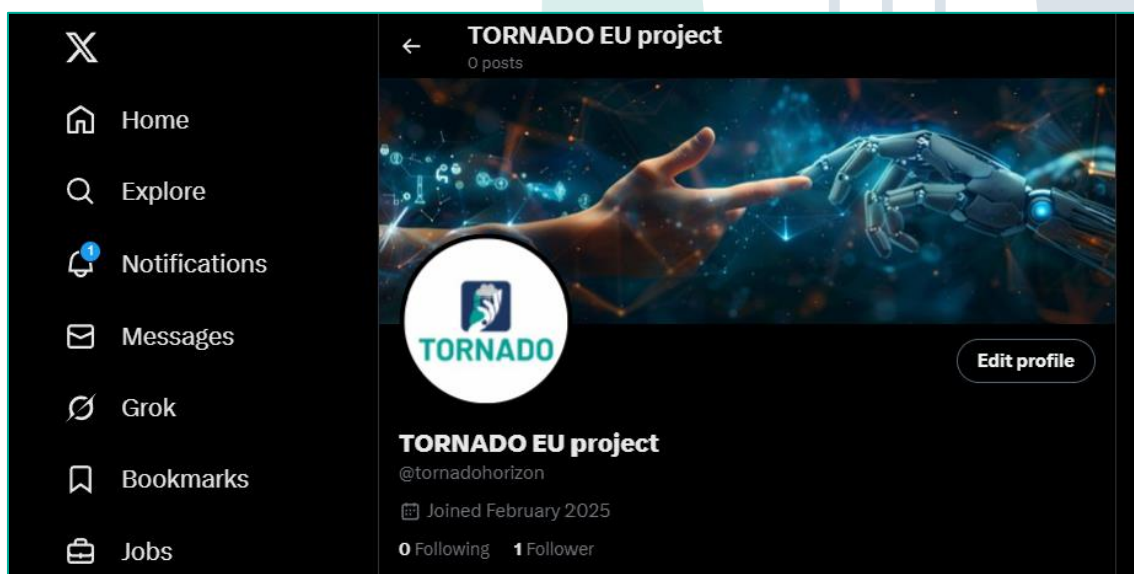


Figure 41. TORNADO X page



Funded by
the European Union

TORNADO | foundaTion mODEls for Robots that haNdle smAll, soft and Deformable Objects. The project funded under Grant Agreement No. 101189557 is supported by the EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA) HADEA.B – Digital, Industry and Space | B.2 – Digital



5.3 Bluesky

The presence of the TORNADO project on Bluesky is valuable as it taps into the platform's innovative, decentralized nature, allowing for more direct and open engagement with a forward-thinking community while embracing the future of digital communication.

Profile link: <https://bsky.app/profile/tornadohorizon.bsky.social>



Figure 42. TORNADO Bluesky page



6. Conclusions

In conclusion, the TORNADO project website, located at <https://tornado-horizon.eu/>, serves as a central hub for sharing key information with consortium partners, the general public, industry professionals, the research community, and other relevant stakeholders.

Two sections of the website, "What's On" and "Resources & Insights" will be regularly updated to provide short reports on significant events, project results, and major dissemination activities, as well as offering access to papers, reports, and technical documentation.

In parallel, the project's social media channels will be consistently updated to reflect the progress of the project, highlight key events, and share thematic insights.

All communication materials, including templates and the complete communication kit, are available to project partners on the project's SharePoint ([General](#) folder).



Annex 1: Visual Identity guidelines





TORNADO

Visual Identity Guidelines

March 2025



1.0 Logo, general information and how to use

1.1 Introduction

This document is intended to **guide** the Tornado Project consortium in creating a **unified brand identity**. The final scope, to maintain a brand identity, is to guarantee the **internal and external visibility of the project**, to improve the image and strengthen the identity.

This guide has been created for anyone who designs or prepares communication materials, whether internal or external partners.

While partners are allowed to be flexible, these rules define a visual identity system indicating the graphic components and the correct and uniform way to use.

All partners working in the project are free to produce and manage the content aligned with the content strategy identified by the consortium.



1.2 The logo

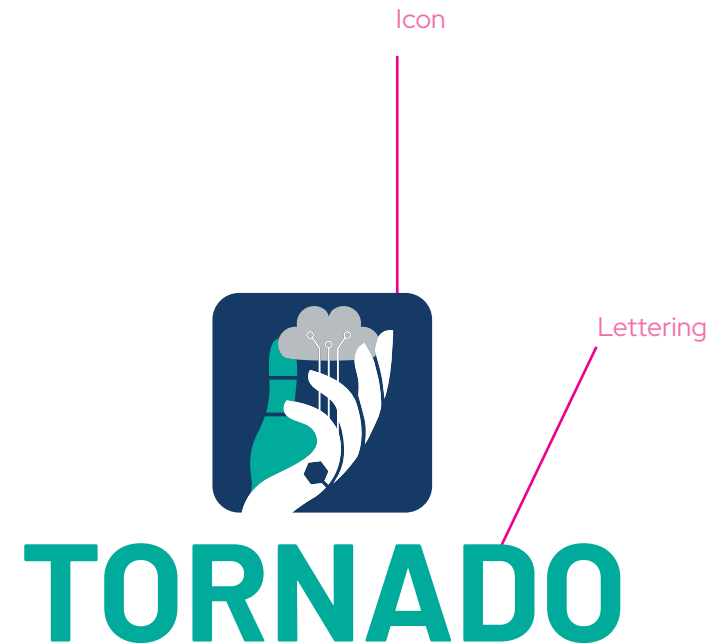
The logo is composed of the following elements:
icon and lettering. The two elements must **not be separated** or changed in position and proportion, except for the cases provided for in these guidelines.

The ICON

The icon represents a robotic hand with a cloud. The cloud represents the link to the concept of sharing & shared data, but at the same time shows how the robotic hand is programmed to manipulate the soft objects.

The LETTERING

The geometric shape of the font gives solidity and stability to the composition and robustness to the project.



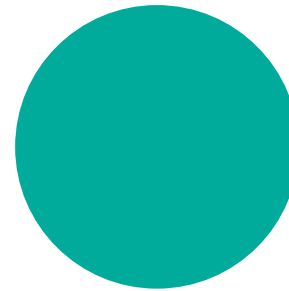
1.5 Horizontal version

When the logo cannot be used in the main version, it can be used in horizontal version.



1.3 Colour version

The coloured logo represents the original version: It is the main version and should be preferred wherever possible. This version of the logo may only be reproduced from the original files and according to the instructions presented in these guidelines, to avoid any risk of misuse and alteration.

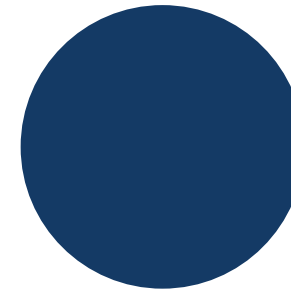


PANTONE 3275 C

C=76
M=0
Y=48
K=0

R=0
G=174
B=154

#00ae9a

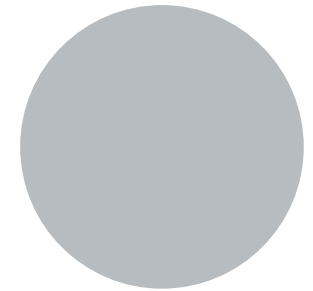


PANTONE 294 C

C=100
M=86
Y=32
K=15

R=6
G=47
B=110

#062f6e



PANTONE 428 C

C=28
M=18
Y=18
K=1

R=193
G=197
B=200

#c1c5c8

1.4 Single-colour version

Whenever it is not possible to use the logo in colour, it can be used in a single colour: white, black or in the colours of the original logo.



1.5 Area of respect

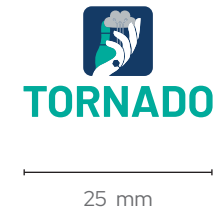
To ensure a correct reading of the logo, it is important to maintain the **distance between the logo and other elements**.

Here you will find the exact distances to be kept from typographic elements and graphic elements.



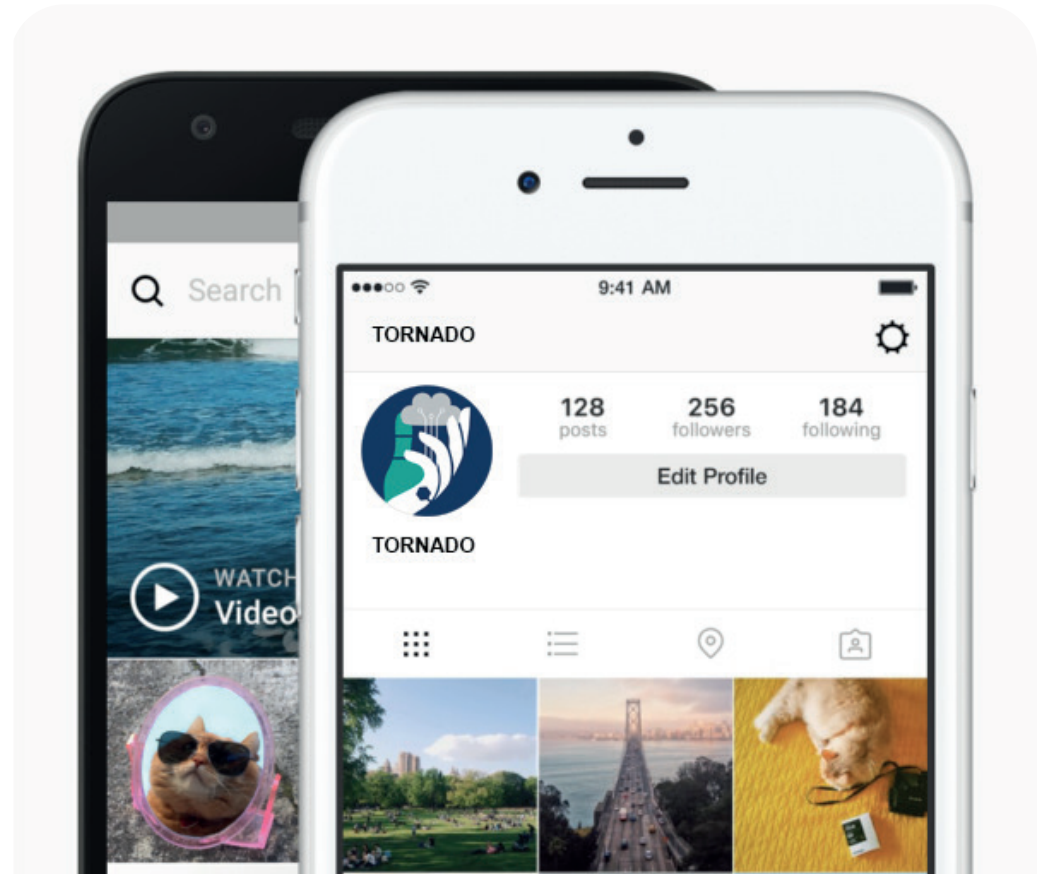
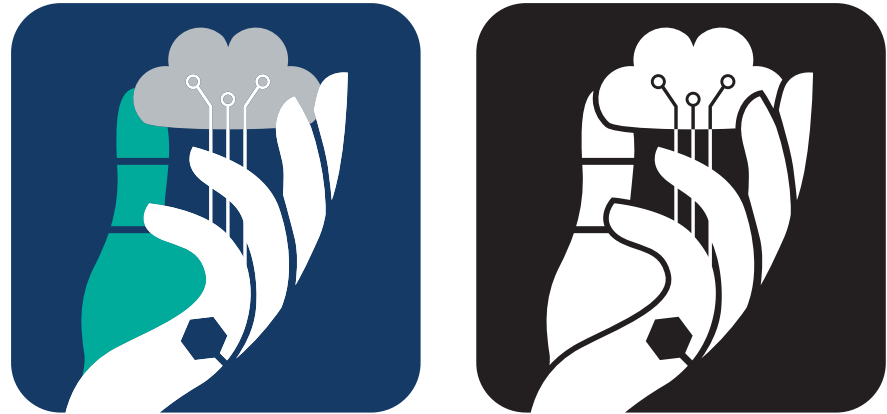
1.6 Minimum size

The minimum size of the logo to remain legible on a white background is 25 mm wide.



1.7 Simplified version

This simplified version only uses the icon.
This version is intended for use on social networks
and for very specific solutions, such as very small
objects with very limited space.

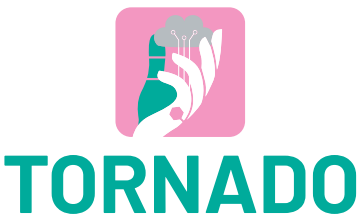


1.8 Logo on images

The logo may be used on images: using the original colour version whenever the background of the image is very light and contrasts effectively with the colours of the logo. On dark backgrounds it is preferable to use the negative version.

The position and version of the logo to be inserted should be assessed based on the overall composition.



1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

1.9 Incorrect use of the logo

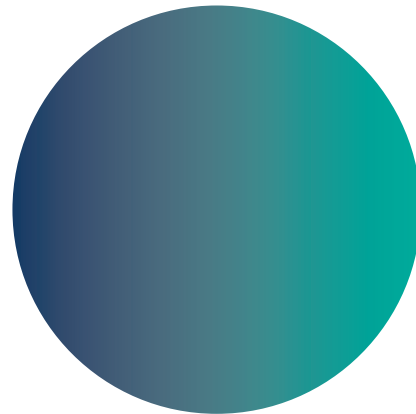
Incorrect use of logo:

1. apply a frame thread to the logo
2. deform the logo horizontally
3. deform the logo vertically
4. insert the logo in a box
5. rotate the logo
6. use a different font for the logotype
7. alter the proportions between the mark and logotype
8. change the colour of the logo elements
9. superimposing elements on the logo
10. alter the design of the logo

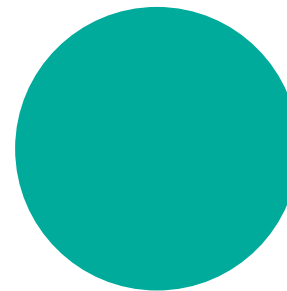
2.0 Graphic guidelines and layout

2.1 Graphics palette

The primary colour palette is based on the three colours used in the logo. For the graphic production of institutional materials, we have added one melting colour. Here are the codes useful for the main playback systems.



Primary Palette

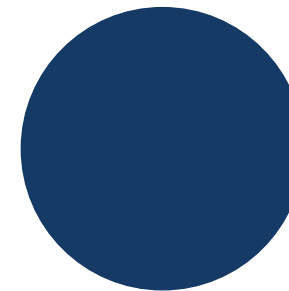


PANTONE 3275 C

C=76
M=0
Y=48
K=0

R=0
G=174
B=154

#00ae9a

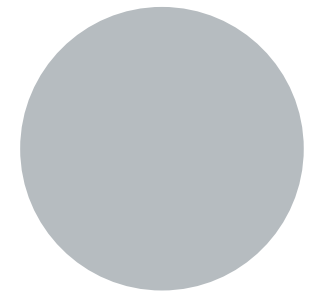


PANTONE 294 C

C=100
M=86
Y=32
K=15

R=6
G=47
B=110

#062f6e



PANTONE 428 C

C=28
M=18
Y=18
K=1

R=193
G=197
B=200

#c1c5c8

2.2 Font

For all publications, the preferred fonts are:

- **Fjalla One** font family,
to be exclusively used in the logo and on the website;
partners are not required to download it.
- **Arial** font family,
to be used for all text.

The chosen fonts belong to Google fonts and can be
downloaded free of charge from the site
<https://fonts.google.com/>

Tornado Project 2024 | Fjalla Bold

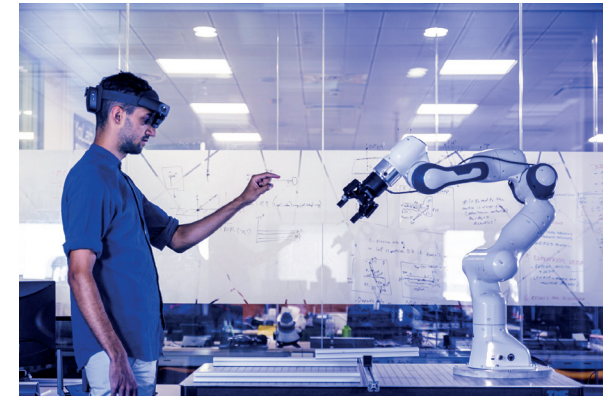
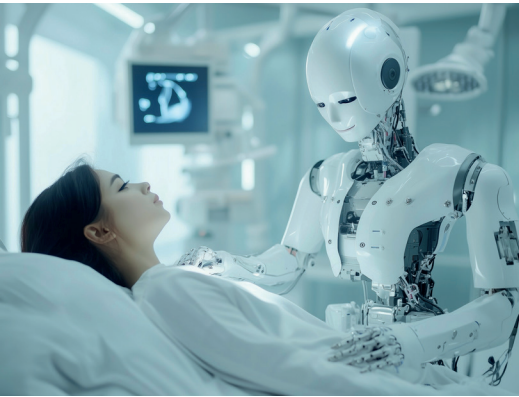
Tornado Project 2024 | Arial Bold

Tornado Project 2025 | Arial Bold Italic

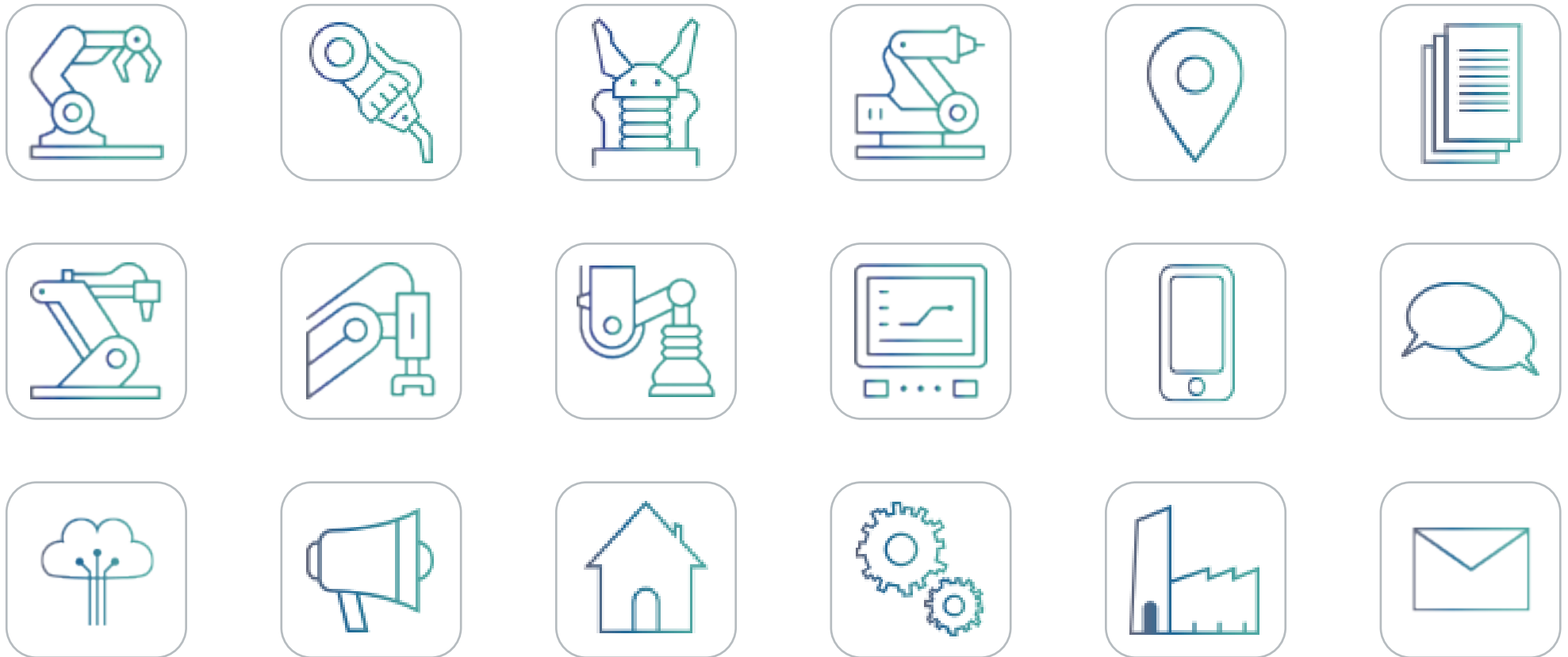
Tornado Project 2025 | Arial Italic

Tornado Project | Arial Regular

2.3 Conceptual pictures



2.4 Icons



2.5 Business Card

Clean lines and clear elements also for business cards.



2.6 Letterheads

The letterheads proposed is clear:
The title and the subtitle are readable
and can usefully divide the text.

Please note that the footer text is always
required in all templates:

*TORNADO | foundaTion mOdelS for Robots that haNdle smAll, soft
and Deformable Objects. The project funded under Grant Agreement
No. 101189557 is supported by the EUROPEAN HEALTH AND DIGITAL
EXECUTIVE AGENCY (HADEA) HADEA.B – Digital, Industry and Space |
B.2 – Digital*

accompanied by the European and HADEA logos.

The footer is available as a graphic image
on the project SharePoint.







TORNADO | foundaTion mOdelS for Robots that haNdle smAll, soft and Deformable Objects. The project funded under Grant Agreement No. 101189557 is supported by the EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA) HADEA.B – Digital, Industry and Space | B.2 – Digital





TORNADO-GA 101189557
 Public (PU)
 D1.1 – Project reference manual and quality plan

Project Information

Project number	
Project name	
Project acronym	
Call	
Topic	
Type of action	
Service	
Starting Date	
Project duration	
Project Website	
Project Coordinator	
Organisation	
Email	

Document Information

Deliverable No	
Deliverable Name	
Work Package No	
Lead Beneficiary	
Type	
Dissemination level	
Due Date (month)	
Author(s)	
Contributor(s)	
Reviewer(s)	
Version	
Date of Submission	

Document History / Partners' Contribution

Version	Date	Author/ Reviewer	Contributions / Summary of changes	Level of Confidentiality (PU or SEN)



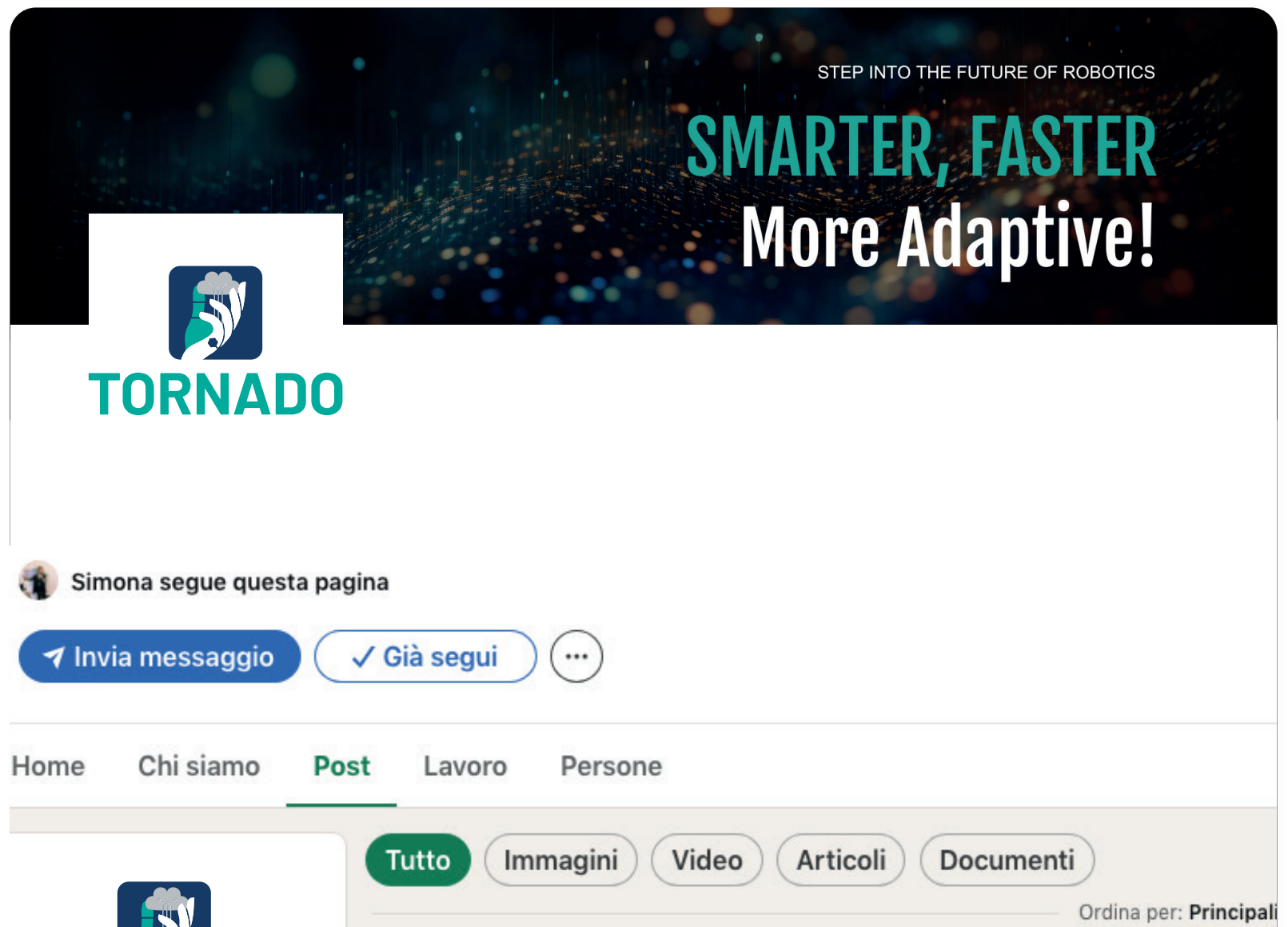
TORNADO | foundaTion mOdelS for Robots that haNdle smAll, soft and Deformable Objects. The project funded under Grant Agreement No. 101189557 is supported by the EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA) HADEA.B – Digital, Industry and Space | B.2 – Digital



2

2.7

Social header LinkedIn



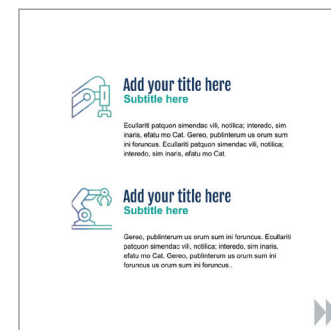
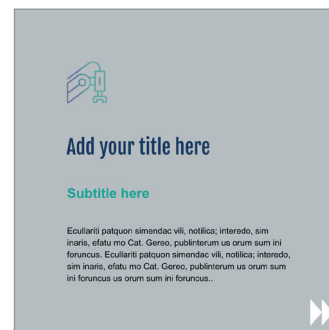
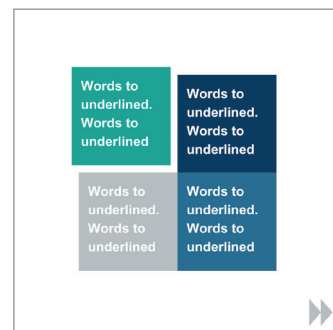
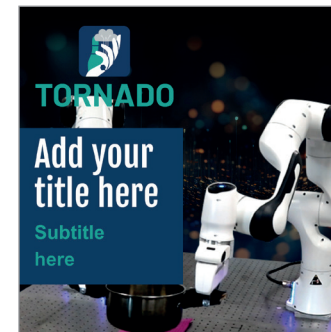
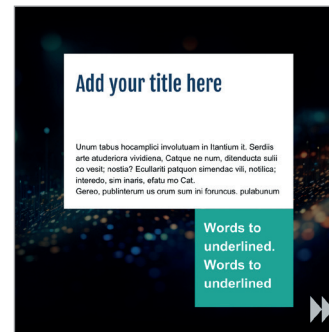
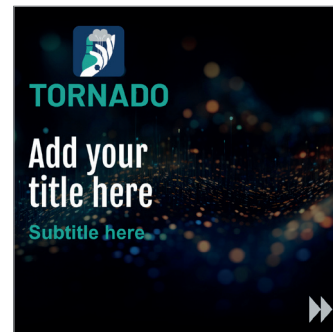
2.8

Graphic Sets for Social Media Profiles

(square versions)

The graphic for the social network can use all the graphic elements created for the other graphic materials.

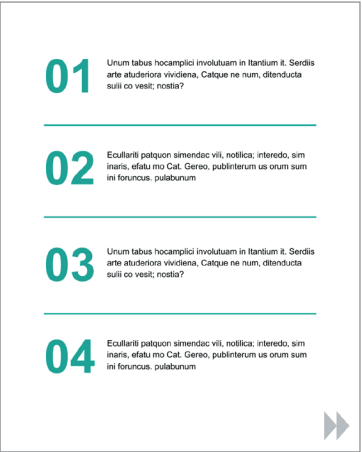
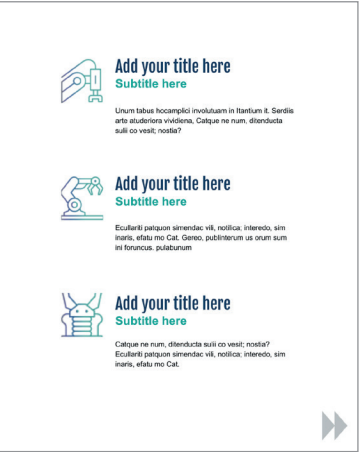
The same colours and fonts, if necessary, can be mixed by the social media manager according to the content to be shared.



2.9

Graphic Sets for Social Media Profiles

(rectangular versions)



3.0 PowerPoint Slide show

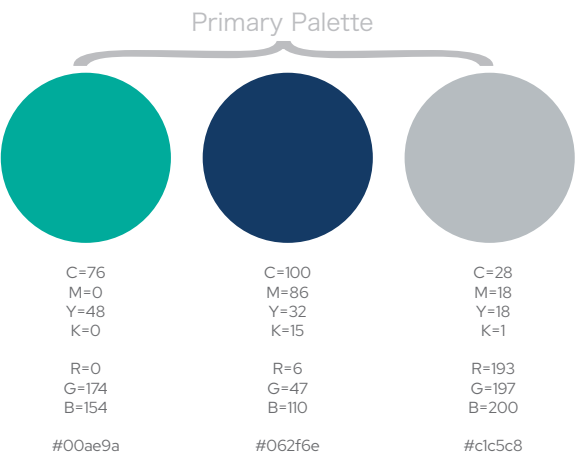
3.0 PowerPoint Presentation

A graphical layout for PowerPoint slideshow has been stored on sharepoint which can be personalised with your text and photo.

You will find four cover page layouts and some layouts for explanatory slides.

By following the graphic instructions, you can design a slide any way you like.

To preserve the brand identity, the colours, font (Arial) and all graphic elements must be respected.



Cover title	Cover title Green #009d92 /blue #1a3661 / white Fjalla - 37 pt
Cover subtitle	Subtitle 1 Green #009d92 Arial - regular -24 pt
Slide title	Slide title Green #009d92 /blue #1a3661 / white Fjalla - 29,5 pt
Slide box title	Slide box title Green #009d92 /blue #1a3661 / white Fjalla - 16,5 pt
Box Subtitle	Box subtitle Green #009d92 Arial - regular -11,5 pt
Text, text	Text Black Arial - regular - 8 pt or 10 pt

3.1 Presentation Covers

4 versions

Cover title

Green #009d92 / blue #1a3661 / white
Fjalla - 37 pt

Subtitle 1

Green #009d92
Arial - regular -24 pt

Footer with EU references

(EU flag and references are included in the database)



3.2 Presentation

Text-only slide

Slide title
Green #009d92 / blue #1a3661 / white
Fjalla - 29,5 pt

Text
Black
Arial - regular - 10 pt

Footer with EU references
(EU flag and references are included in the database)

Header with title
of event, date, slide title



CHAPTER TITLE
Subchapter title

Title, title title

Borrum experum aut odit exera accaes non nimolup tiurest, quunda inveriit aut ma aces et minctaqi doloria dolest accum quostrum aut et, accus, omni ut lab ius et, que lant invelestio occus dolor repelite volorum id ut. Borrum experum aut odit exera accaes non nimolup tiurest, quunda inveriit aut ma aces et minctaqi doloria dolest accum quostrum aut et, accus, omni ut lab ius et, que lant invelestio occus dolor repelite volorum id ut.



Funded by
the European Union

TORNADO | foundation mOdeIs for Robots that hANdle smaIl, soft and Deformable Objects.
The project funded under Grant Agreement No. 101189557 is supported by the EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA) HADEA B – Digital, Industry and Space | B.2 – Digital



CHAPTER TITLE
Subchapter title

Title, title title

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Borrum experum
aut odit exera
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exera accaes
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experum aut odit
exera accaes

Borrum experum
aut odit exera
accaes non

Exeraorrum
experum aut odit
exera accaes



Funded by
the European Union

TORNADO | foundation mOdeIs for Robots that hANdle smaIl, soft and Deformable Objects.
The project funded under Grant Agreement No. 101189557 is supported by the EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA) HADEA B – Digital, Industry and Space | B.2 – Digital



CHAPTER TITLE
Subchapter title

Title, title title

01

Borrum experum aut odit exera accaes non nimolup tiurest, quunda inveriit aut ma aces et minctaqi doloria dolest accum quostrum aut et, accus, omni ut lab ius et, que lant invelestio occus dolor repelite volorum id ut. Borrum experum aut odit exera accaes non nimolup tiurest, quunda inveriit aut ma aces et minctaqi doloria dolest accum quostrum aut et, accus, omni ut lab ius et, que lant invelestio occus dolor repelite volorum id ut.

02

Borrum experum aut odit exera accaes non nimolup tiurest, quunda inveriit aut ma aces et minctaqi doloria dolest accum quostrum aut et, accus, omni ut lab ius et, que lant invelestio occus dolor repelite volorum id ut. Borrum experum aut odit exera accaes non nimolup tiurest, quunda inveriit aut ma aces et minctaqi doloria dolest accum quostrum aut et, accus, omni ut lab ius et, que lant invelestio occus dolor repelite volorum id ut.



Funded by
the European Union

TORNADO | foundation mOdeIs for Robots that hANdle smaIl, soft and Deformable Objects.
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26

3.3 Presentation

Text and icons slide

Slide title

Green #009d92 / blue #1a3661 / white
Fjalla - 29,5 pt

Slide box title

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Fjalla - 16,5 pt

Text

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Arial - regular - 8 pt

Footer with EU references

(EU flag and references are included in the database)

Header with title
of event, date, slide title

TORNADO

CHAPTER TITLE
Subchapter title

Title, title title

Borum experum aut odit exera accaes non nimolup tiurest, quunda invertit aut ma aces et mintaquí doloria dolest accum quostrum aut et, accus, omni ut lab ius et, que lant invelatio occus dolor repelite volorum id ut.

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TORNADO | foundation mOdeIs for Robots that hAbilitate smaII, soft and Deformable Objects.
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TORNADO

CHAPTER TITLE
Subchapter title

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3.4 Presentation

Text and photos slide

Slide title

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Fjalla - 29,5 pt

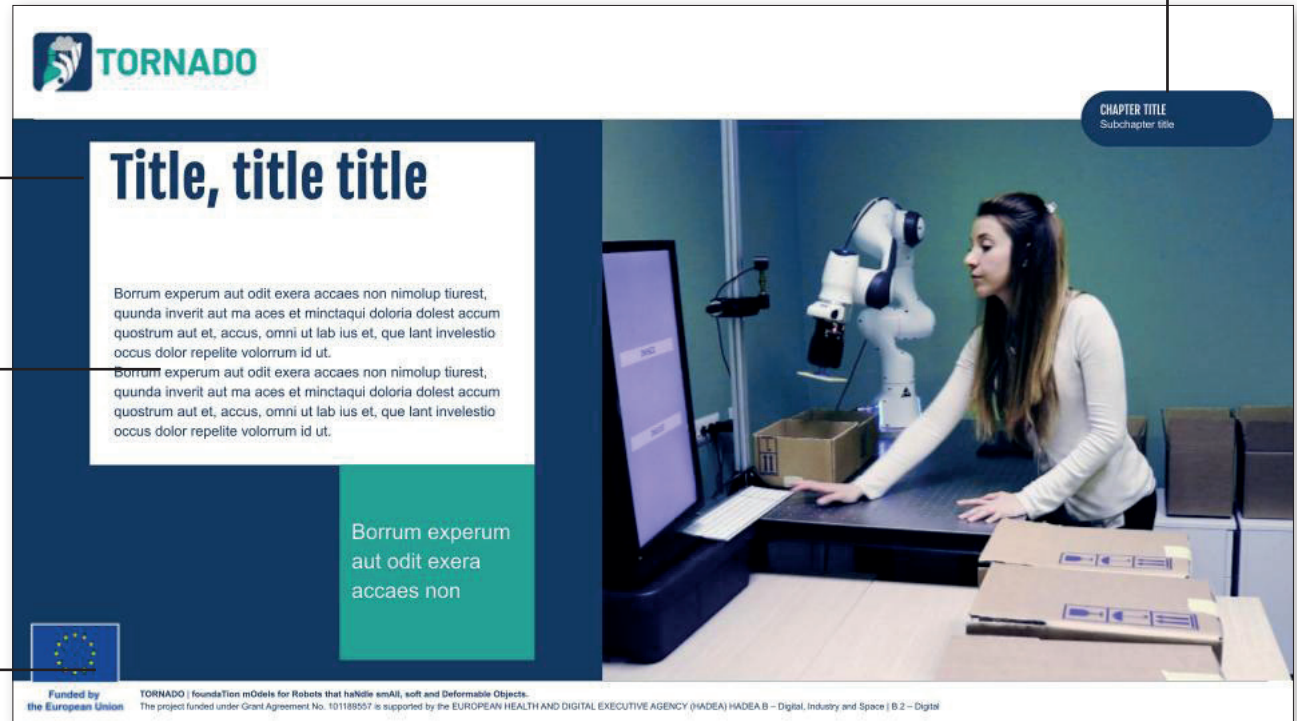
Text

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Arial - regular - 8 pt

Footer with EU references

(EU flag and references are
included in the database)

Header with title
of event, date, slide title



3.5 Presentation

Logos slide

Cover title

Green #009d92 / blue #1a3661 / white
Fjalla - 37 pt

Footer with EU references

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Title, title title



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4.0 Gadget

4.1 T-shirt

