

D.D1.2.3 Internet Banners (Design)



The project has received funding from the LIFE Programme of the European Union under GA number LIFE19 ENV/GR/000100



DELIVERABLE D.D1.2.3 Internet Banners (Design)

PROJECT NUMBER	LIFE19 ENV/GR/000100
PROJECT TITLE	InnoVative photocatalytic paintS for healthy envirOnment and eNergy Saving
PROJECT ACRONYM	VISIONS
ACTION	D.1 Networking with Other Projects and Dissemination Planning & Execution
SUB-ACTION	D1.2 Dissemination Planning & Execution
DELIVERABLE	D.D1.2.3 Internet Banners (Design)
BENEFICIARY	Michopoulos I. & Ch. G.P. (EVOLUTION)
DATE	30/10/2020

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EXECUTIVE SUMMARY

The VISIONS project aims at upscaling innovative photocatalytic paint, improving the quality of the indoor environment while it will enable significant energy savings in buildings.

This document presents the design of internet banners in Greek and English version, in order to be displayed on internet, as described on D.D2.1 Internet Banners (Display).

EVOLUTION, by means of direct award, assigned an external contractor, the design of internet banners.

1. Introduction

This document is the deliverable “D.D1.2.3 Internet Banners (Design)” of the EU-funded project VISIONS, describing the design of internet banners, which will be presented on well-known and frequently visited websites.

1.1. Purpose of this document

This deliverable is part of the dissemination actions and presents the internet banners, aiming to disseminate the project through internet in the most efficient way. Online banners tool is the most effective way to be the project familiar to the public, while enhance project recognition. Internet banners can easily target the specific audience, as they are an excellent tool for dissemination through the most cost-effective way. The purpose of the dissemination is to deliver the appropriate messages on target audience. However, a banner can be effective only when it is designed creatively. This creative way of the design is presented on this document.

1.2. Structure of this document

The document is arranged into two main sections.

Section 1 of the document introduces the VISIONS project and explains the purpose of this document.

Section 2 presents internet banner, as designed in Greek and English version and analyses the design ideas and meanings.

Annex I accompany this deliverable and provides the English and Greek version of internet banner in gif format.

1.3. List of Beneficiaries

NCSR	National Center for Scientific Research DEMOKRITOS
AUTH	ARISTOTELIO PANEPISTIMIO THESSALONIKIS (Aristotle University of Thessaloniki – Special Account of Research Funds)
EVOLUTION	Michopoulos I. & Ch. G.P.
FORTH	Foundation of Research and Technology - Hellas
VITEX	YANNIDIS BROTHERS S.A. – INDUSTRIAL – COMMERCIAL – CHEMICAL –TECHNICAL AND HOTEL BUSINESS COMPANY HERMES

2. Internet Banner

2.1. Design of internet banner

EVOLUTION, by means of direct award, assigned an external contractor, the design of internet banner as presented below. The design team, based on the selection of the most effective size, components, buttons, frames, file formats, images and colours, designed the English and Greek version of internet banner, in gif format and dimensions 300x250 pixels.

English version



Greek version



2.2. Design meanings

The design team carefully studied the subject, the objectives and the expected results of the project, in order to have a complete view of it. The banner has been designed following the established graphic charter, and contains the project logo and a representative maxim - MOTTO "*Improve indoor air quality and save energy, using innovative photocatalytic paints*", aiming to reflect the idea, the purpose and the expected results of the project.

The LIFE logo is also presented on the banner accompanied with the refer of the received funding from the LIFE Programme of the European Union.

Annex I – Internet banner

The designed internet banner in gif format (English and Greek version).