



DIGYMATEX

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1 Executive Summary

This deliverable 6.1 refers to task 6.1 Development of project identity. It summarises the development of the project's corporate identity and graphic charter, including the logo and communication templates. These will ensure a common graphic/visual line to be easily recognised among external stakeholders.

The deliverable also describes the development of the project website. The public facing website will be a focal point for information about the project, targeted at all potential stakeholders. It will be continuously updated throughout the project lifetime with input from all partners and will be maintained for a certain period beyond the project as well.

1.1 Project Identity

A number of actions were taken to create a specific DIGYMATEX project identity. These include creating the DIGYMATEX logo, letterhead, deliverable template and project website.

The project has a clear corporate identity that illustrates the key project concepts.

- 1- Provide clear evidence on how digital maturity impacts Information and Communication Technologies (ICT) behaviour of children at the ages of 9–16
- 2- Apply an inter-disciplinary, multi-method approach by integrating and connecting expertise, methods and knowledge from different research areas such as business management, psychology, sociology, neuroscience, media and information systems.
- 3- Develop innovative tools to benefit various stakeholders, including children, parents, school administrators and teachers, scientists, the business sector and policy makers.
- 4- Establish a comprehensive taxonomy, which will inform relevant stakeholders and practitioners of the long-term effects of ICT on child behaviour. The consortium will offer concrete solutions that will contribute to a safer and more beneficial use of digital technologies by children to formulate recommendations in support of national and European policies in this field.

In addition to the website, which has been live since the beginning of the project, the consortium is using its corporate identity via the project letterhead and presentation templates for presentation at conferences and other communication and dissemination activities.

Logo

The project has had a project logo, since the first day of operation.



Figure 1. Project logo

The project logo includes the human shadow of a child and surrounding colours representing the digital world surrounding children in the digital area.

Project Templates



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Figure 2. Project template

1.2 Specific Project Website

As part of the dissemination efforts of the DIGYMATEX project, a dedicated website for the project has been established at the following address: <https://digymatex.eu/>



Figure 3: Project Website

The site complies with EU regulations.



Figure 4: Project Disclaimer

The website has a clear graphic language, which is also used for all other promotional materials prepared by the project.

The site provides information about the project as follows:

About us tab provides an overview of the project: <https://digymatex.eu/about-us/overview/>

Related Projects featuring other related projects that received H20220 funding <https://digymatex.eu/about-us/related-projects/>

Partners are listed within the About us tab at: <https://digymatex.eu/about-us/partners/>

Outputs being created in the project are described: <https://digymatex.eu/outputs/>

Resources tab provides relevant information and news about the topic: <https://digymatex.eu/resources/>

The **News & Events** tab includes **Press releases**: <https://digymatex.eu/news-and-events/press-releases/>

Media coverage of the project: <https://digymatex.eu/news-and-events/media-coverage/>

Events section lists the project's events: <https://digymatex.eu/news-and-events/events/>

Blog

The project publishes blogs on a regular basis, which present accomplishments of the project and information on related issues

<https://digymatex.eu/blog/>

Social Media

In addition, DIGYMATEX is very active on social media. The project is already active on the following platforms:

Twitter

<https://twitter.com/digymatex>

Facebook

<https://www.facebook.com/digymatex>

LinkedIn

<https://www.linkedin.com/company/digymatex/>*Description.*