

## D4.3. Corporate image

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1.0	31/10/2020	R	Final version

\* Milestones names include abbreviations/terms as follows:

- Draft (D): describes planned contents and main structure of the different sections. Document is between 0% - 50% completed.
- Intermediate (I): document is approximately between 50% - 100% completed. It is the previous step before it could be released.
- Released (R): document is 100% completed, reviewed and authorized for release by the partner responsible of the deliverable or the WP leader.

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## 1. Introduction

This document presents the logotype and other corporate image of the visuAAL project in order to be used in the website, reports, presentation, brochures, and any other dissemination and communication outcome related to the project. This corporate image should create an easy identifiable image of the project among the research community and other stakeholders.

The different elements of the corporate image presented in this document are available to all the partners in a shared storage system.

## 2. Logotype

The logotype is the image which represents the project brand as well as identifies and should foster visuAAL immediate recognition by the stakeholders. For these reasons, choosing the appropriate logo's colour, shape and size is a critical decision because of it will represent visuAAL project's name for future years.

Designing a good logo is not a simple task as it requires a clear idea about the concept and main values of the brand that should be highlighted at first. To sum up: the more appropriate logo we choose, the more likely we are to improve the understanding of the aims of the project by the desired target groups at a glance.

The list of keywords that were chosen when working with the designers were: we chose as starting point in our creative design process were: care, assistive technologies, camera, video, monitoring, elderly. After several iterations with the designers the chosen logotype is:



This logotype incorporates these keywords, with the hand expressing care and support, the circles reminding a camera and its diaphragm, and the silhouettes of older people in the centre being monitored.

The final logo development includes different colour models, and file formats (PNG, EPS, PDF, AI).



### 3. Colours

The designers have also specified a colour set as part of the corporate image. These colours will be employed in all the dissemination and communication outcomes.

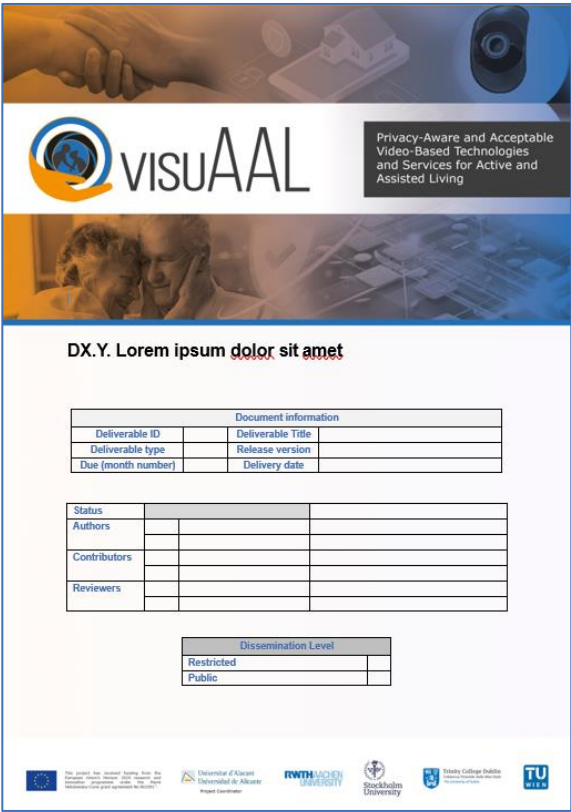


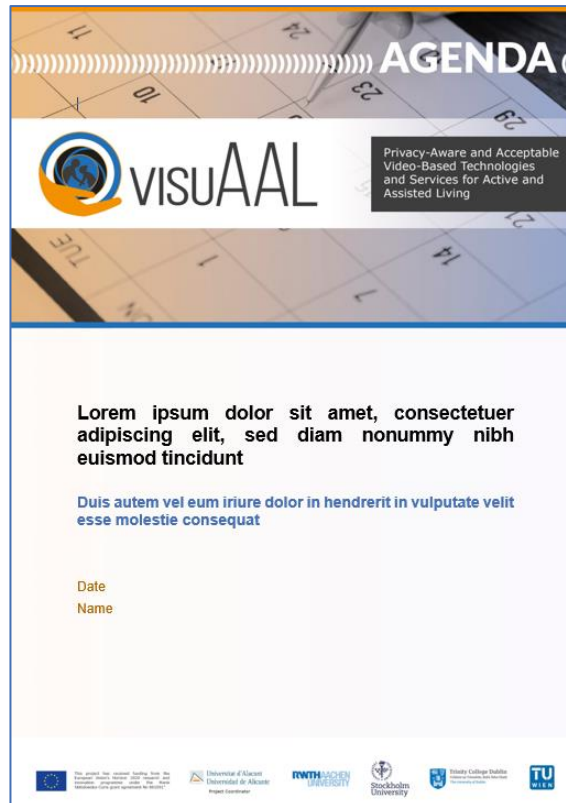
4. PowerPoint presentation template



5. Word document template

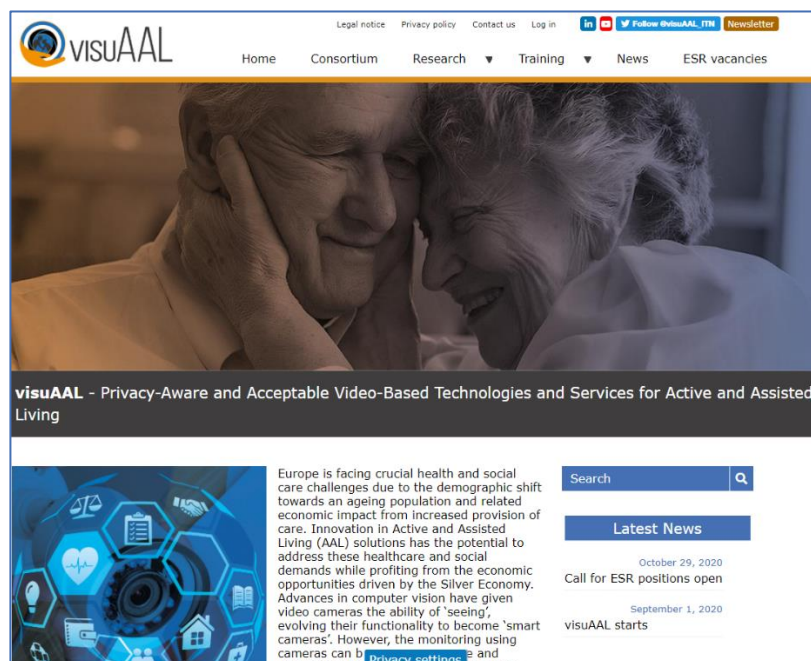
Different adaptations of this template will be used in reports, deliverables, agenda and minutes for meetings.





## 6. Website template

An initial design of the website was also carried out. This design has been adapted to create the website.



More information about the website and images with the design of each webpage can be found in Deliverable D4.2. Website and profiles in social networks.

## 7. Project brochure

**visuAAL – Privacy-Aware and Acceptable Video-Based Technologies and Services for Active and Assisted Living** is a four-year (2020-2024) Marie Skłodowska-Curie Action (MSCA) Innovative Training Network (ITN), funded under the Horizon 2020 programme.

Europe is facing crucial health and social care challenges due to the demographic shift towards an ageing population and related economic impact from increased provision of care. Innovation in Active and Assisted Living (AAL) solutions has the potential to address these healthcare and social demands while profiting from the economic opportunities driven by the Silver Economy. Advances in computer vision have given video cameras the ability of 'seeing', evolving their functionality to become 'smart cameras'. However, the monitoring using cameras can be seen as intrusive and violating rights to privacy, because of the concern that raw video images could be observed by unauthorised viewers or stored for inappropriate use. Acceptance of such technologies is also low because they create a sense of Orwellian 'Big Brother' surveillance.

The aim of visuAAL is to bridge the knowledge gap between users' requirements and the appropriate and secure use of video-based AAL technologies to deliver effective and supportive care to older adults managing their health and wellbeing. visuAAL will seek to increase awareness and understanding of the context-specific ethical, legal, privacy and societal issues necessary to implement visual systems across hospital, home and community settings, in a manner that protects and reassures users; outputs will stimulate the development of a new research perspective for constructively addressing privacy-aware video-based working solutions for assisted living.

This aim will be achieved by providing a transdisciplinary and cross-sectoral combination of training, non-academic placements, courses and workshops on scientific and complementary skills. This holistic training to 15 high achieving early stage researchers (ESRs) will be facilitated by the consortium, a community of researchers and industrial partners from different fields (computer science, engineering, healthcare, law, business, sociology) and other stakeholders (users, policy makers, public services).

As a result of this, visuAAL will seek to offset the 'Big Brother' perception towards the use of visual systems by increasing the understanding of user acceptance towards new visual based technologies and services. Scientific and technical innovations emanating from visuAAL will seek to have significant impacts on the health and wellbeing of older adults, their families and other stakeholders by allowing older adults to remain independently at home supported within their communities. The outcome of this will be to improve market reach for future visual support health systems.

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### 15 Research projects

- ESR 1**  
Perceptions of personal privacy in health monitoring technologies (in different users)  
RWTH Aachen University (RWTH), Germany
- ESR 2**  
(Dis)Trust in medical technologies and medical support considering (severe) health decisions  
RWTH Aachen University (RWTH), Germany
- ESR 3**  
Acceptance of artificial intelligence in health-related contexts  
RWTH Aachen University (RWTH), Germany
- ESR 4**  
Video-based AAL technologies and colliding legal frameworks  
Stockholm University, Sweden
- ESR 5**  
Video-based AAL technologies and balancing of interests  
Stockholm University, Sweden
- ESR 6**  
"Digital twins" as a way to help ensure legal compliance of video-based AAL technologies  
Stockholm University, Sweden
- ESR 7**  
Use of camera systems to support home-based multiple chronic disease (multimorbidity) self-management  
Trinity College Dublin, Ireland
- ESR 8**  
Application of behavioural change theory to the design, development and implementation of camera systems to support home-based multiple chronic disease (multimorbidity) self-management  
Trinity College Dublin, Ireland
- ESR 9**  
Personalisation of self-management education/training for individuals with multiple chronic health conditions (multimorbidity) using visual based data  
Trinity College Dublin, Ireland
- ESR 10**  
Behaviour modelling and life logging  
TU Wien, Austria
- ESR 11**  
Algorithmic governance for active assisted living  
TU Wien, Austria
- ESR 12**  
AI for dementia care  
TU Wien, Austria
- ESR 13**  
Privacy preservation in video-based AAL applications  
Universidad de Alicante, Spain
- ESR 14**  
Context recognition for the application of visual privacy  
Universidad de Alicante, Spain
- ESR 15**  
Perceptions of personal safety and privacy in frail elderly, disabled people and their caregivers in the context of video-based lifelogging technologies  
Universidad de Alicante, Spain

### Beneficiaries

- RWTH Aachen University | Germany  
Chair of Communication Science, Human-Computer Interaction Center
- Stockholm University | Sweden  
The Swedish Law and Informatics Research Institute (IRI)
- Trinity College Dublin | Ireland  
The Trinity Centre for Practice and Healthcare Innovation, School of Nursing and Midwifery
- TU Wien | Austria  
Computer Vision Lab
- Universidad de Alicante | Spain  
Department of Computing Technology

### Partner organisations

- AIT Austrian Institute of Technology | Austria
- Anyvision (UK) Ltd | United Kingdom
- Association for the Advancement of Assistive Technology in Europe | Austria
- Associazione Italiana per l'Assistenza Agli Spaziosi Provincia di Bologna | Italy
- Caritas Diocesana de Coimbra (Portugal)
- Copvis | Austria
- Dundalk Institute of Technology | Ireland
- ECHIAliance | Ireland
- emvision | Germany
- IBM Ireland Limited | Ireland
- IR3Calia | Spain
- Leberhilfe NRW e.V. | Germany
- Stiftelsen för vårdsinformation | Sweden
- Universidade Católica Portuguesa | Portugal

More information about the brochure can be found in Deliverable D4.4. Programme booklet and presentations.

## 8. Other corporate material

Other material such as folders, promotional posters, roll-ups, certificate templates for workshops will be designed using this corporate in the image in the future when needed.

## Disclaimer

This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No.861091. This document reflects the views only of the authors, and the European Union cannot be held responsible for any use which may be made of the information contained therein.”



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