SoftGrip

Functionalized Soft robotic gripper for delicate produce harvesting powered by imitation learning-based control

D7.1 Project Website and Promotional Material

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R = Document, report
DEM = Demonstrator, pilot, prototype
DEC = Websites, patent fillings, videos, etc.
ETHICS = Ethics requirement
ORDP = Open Research Data Pilot
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PU = Public
CO = Confidential, only for members of the consortium (including the Commission Services)

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EXECUTIVE SUMMARY

The SoftGrip "project website and promotional material" deliverable reports the design and management of the SoftGrip website (http://softgrip-project.eu/), as well as the description of the visual identity and corporate image of the project, the promotional material developed and the different internal communication tools that were set up for the Partners interaction. More specifically this deliverable describes:

- The elements useful to create the project visual identity to support the identification of SoftGrip: logo, colours, typeface, and imagery.
- The project website.
- The social network profiles and the internal communication tools to be used in the project, linked to the website.
- The promotional material such as brochure, banner, presentation, etc.

The official website is online, and the first release of the promotional material was designed. Both will be enriched and will grow in content as the project proceeds according to the expected results.

1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This deliverable describes the activities related to the creation of a visual identity and corporate image for the SoftGrip project through a compelling and attractive logo and clear messages on the SoftGrip value proposition. The project will be disseminated through a range of communication tools and material, such as a dedicated project website, promotional materials, social media and presentations. In particular, the SoftGrip website and social media are the main channels of the project supporting awareness of activities and providing real-time access to updated information about the project, increasing exposure and stimulating online engagement of targeted stakeholder communities.

1.2 STRUCTURE OF THE DOCUMENT

The document explains all the aspects related to visual identity and corporate image of the SoftGrip project. It is structured in the following sections:

- Description of the logo, colours, typeface, and imagery
- Description of the project website
- Description of the social media
- Description of the promotional materials
- Description of the internal communications tools

1.3 RELATION TO OTHER TASKS AND DELIVERABLES

This deliverable is part of WP7 "Dissemination & Exploitation" and Task 7.1 "Dissemination plan and communication tools" and it is closely related to deliverable D7.2 "Dissemination and Communication Plan", prepared to facilitate the common understanding of the aims of the dissemination activities and to give clear

measures and priorities on how to disclose the outcomes to the stakeholders. The website and promotional materials are considered the channels for Dissemination and Communication.

2 VISUAL IDENTITY AND CORPORATE IMAGE

Through a clear message on the SoftGrip value proposition, the visual identity and corporate image of the project were created. Representative colours and typography were chosen, and a compelling and attractive logo was designed. Dedicated communication tools were developed: website, social media, promotional materials (flyers, brochures, roll-up) and presentations.

2.1 LOGO, COLOURS, TYPEFACE, AND IMAGERY

2.1.1 LOGO

A logo was developed by SSSA during the first month of the project and it was discussed during the kick-off meeting and finally approved by the Consortium after minor revisions. The SoftGrip logo expresses the values and the basic approach of the project.

The design of the SoftGrip logo was conceived starting from the main purpose of the project: developing an innovative soft robotic gripper solution for the autonomous picking of delicate white button mushrooms. In this regard, it represents a stylized gripper that collects white button mushrooms by wrapping it and adapting to its shape in a soft manner. Straight, oblique and circular lines have been integrated to give the logo a modern and dynamic style (also included in the upper part of the letter "I" of the "SoftGrip" lettering).

The colour blue/green was chosen for representing the trust, dependability, power, and safety relation (blue tones) that characterize the innovative technology approach in the SoftGrip project. At the same time, the tones of green were chosen to underline the link to the concept of nature, freshness and ecology. In addition, the colour blue/green recalls the colour of water, i.e., a fluid element capable of adapting and modelling itself to the surrounding environment in a soft way as the soft robotic gripper will behave and be developed during the project. The white colour represents the delicate white button mushrooms, being the main focus of the project, and for which the innovative soft gripper solution will be developed. Finally, this colour can be easily combined with other cool colours like dark blue or black, or it can match other warm colours, as better explained in Section 2.1.2.

Figure 1 The SoftGrip Logo.

The logo was developed in several formats and sizes to be applied on the website, printed materials, etc. In this regard it was included in the website header, footer and it was used for the favicon. It has been designed to work equally well on white and black backgrounds.

Figure 2 The SoftGrip Logo on white and black backgrounds.

In addition, to emphasize the versatility of SoftGrip proposed solution that will enable the adoption of the technology by other fresh-food industries experiencing similar stringent handling requirements such kiwifruit and grapes, the logo was designed so that it can be easily adapted accordingly.

Figure 3 Possible variations of the SoftGrip Logo.

2.1.2 COLOURS

Starting from the main colour of the logo, a palette was created with the triadic method: choice of three colours from equidistant points on the chromatic disk (see picture below).
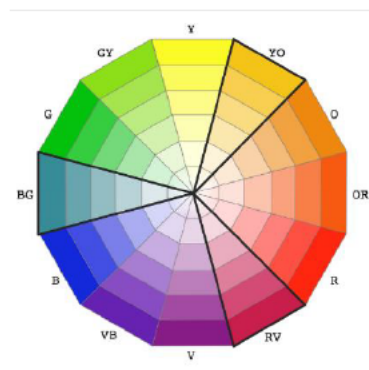

Figure 4 The chromatic disk.

In this way it was possible to give a creative and innovative character to the project thanks to the presence of the yellow/orange colour; while with the red/purple colour it attracts attention and communicates a feeling of energy and dynamism. Finally, a dark blue was chosen as the background colour. To increase the number of colours useful for the several graphic elements of the website and the rest of the promotional material, a second shade of each colour has been added.

Figure 5 The SoftGrip palette.

2.1.3 TYPEFACE

The *Google Font* "Arvo" was chosen for headlines. "Arvo" is a geometric slab-serif typeface family suited for screen and print. The flavour of the font is rather mixed, being nearly monolinear to enhance legibility.

Regular 400

SoftGrip. Functionalized Soft robotic gripper for delicate produce …

Regular 400 italic

SoftGrip. Functionalized Soft robotic gripper for delicate produce …

Bold 700

SoftGrip. Functionalized Soft robotic gripper for delicate produce …

Bold 700 italic

SoftGrip. Functionalized Soft robotic gripper for delicate produce …

Figure 6 "Arvo" Font.

The *Google Font* "Raleway" was chosen for subheads, body text and for the lettering "SoftGrip" of the project logo. "Raleway" is an elegant and very legible sans-serif typeface family.

Thin 100
SoftGrip. Functionalized Soft robotic gripper for delicate produce …

Thin 100 italic
SoftGrip. Functionalized Soft robotic gripper for delicate produce …

Extra-light 200
SoftGrip. Functionalized Soft robotic gripper for delicate produce …

Extra-light 200 italic
SoftGrip. Functionalized Soft robotic gripper for delicate produce …

Light 300
SoftGrip. Functionalized Soft robotic gripper for delicate produce …

Figure 7 "Raleway" Font.

In addition, to increase the compatibility of the internal communication tools such as the deliverable, report and presentation templates, the *Microsoft Arial* font was chosen as an alternative both for headlines, subheads, and body text.

2.1.4 IMAGERY

Based on the logo graphics and the colours chosen for the palette, evocative and representative graphic images were created. Three examples can be seen below.

Figure 8 One of the main images used for the website, promotional materials, and presentations.

Figure 9 One of the main images used for the website, promotional materials, and presentations.

Figure 10 One of the main images used for the website, promotional materials, and presentations.

2.2 WEBSITE

A dedicated SoftGrip public website was developed by SSSA. The website is the main front-end for the different target groups and the main hub for communication activities. The website provides information on project objectives, achievements, progress, results, and scientific outcomes of SoftGrip, and users can access multimedia and other dissemination contents.

The project website is also exploitable as a gateway to a private collaboration platform for the consortium partners. The principal interface for knowledge access, both internally and externally, is primarily achieved through the SoftGrip project website, which contains two main areas: (a) the public area and (b) the private area. The public area is available to anyone who needs information about the project and disseminating research results. In this area, public deliverables are also accessible. The private area is only available to registered partners (more information in Section 2.5.1).

Each partner is listed within the "Consortium" section with a dedicated web page which includes the logo, a brief introduction/profile of the organisation and the list of the people involved in the project.

The website will be continuously updated during the project lifetime and it will be maintained for a minimum of two additional years after the project end.

2.2.1 WEBSITE DOMAIN

The project website was created in the *softgrip-project.eu* domain. Considering future exploitation of results and sustainability of the project, the following additional domain(s) have been acquired: *softgrip-project.com; softgrip-project.org*. These domain(s) are redirected in the principal *softgrip-project.eu*. Associated to the main domain the email address *info@softgrip-project.eu* was created to reinforce brand and engagement with the project; this email address allows to interact to other organisations, entities, and the public. The emails received at *info@softgrip-project.eu* will be forwarded to the coordination team of the project.

2.2.2 DESIGN AND DEVELOPMENT OF THE SOFTGRIP WEBSITE

The website has been designed with dynamic content management and web publishing tools. SSSA is responsible for developing, hosting and managing the website. The website was developed using Open Source technologies (PhP environment); the interface and overall technical operation and functionalities of the website was designed using Joomla as the Content Management System (CMS) publishing platform. Primary Language for the website is UK English.

The *Macro* Multipurpose Creative Joomla Template (https://www.joomshaper.com/joomla-templates/macro) was chosen for its features: responsive, dynamic, multimedia, visual impact, easy-to-use. In addition, *Macro* template has a clean and modern design, and it is able to meet the requirements of the project. The minimalist style and mobile friendly design of current template make the website more usable and attractive.

The design of the SoftGrip website includes the following pages.

HOME PAGE

The Home page of the SoftGrip project provides an overview of the entire website such as information about the project, partners, latest news, and upcoming events related to the project.

The Home page of the website is depicted in the figure below.

Figure 11 Home page of the SoftGrip Website.

Home Page Content	
SoftGrip Logo and **Menu**	
Slideshow	Three representative images and messages of the project.
Mission	The main message and vision of SoftGrip project.
Features of the Soft Robotic Gripper	Brief description of the eight main features of the soft robotic grippers.
Partner Logos/ Consortium	List of the partners' logo linked to the partner's institutional page.
Some Project Numbers	Number of partners; number of countries; duration; funding.
Latest News and Media	The latest news related to the SoftGrip, relevant publications, advancements, achievements, etc.

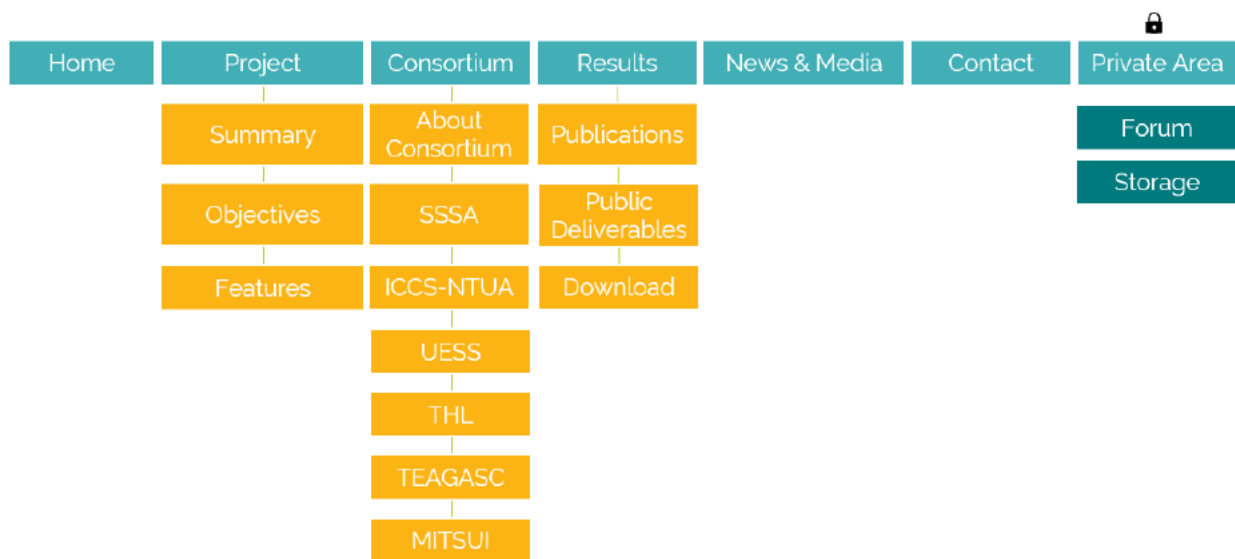|	
Social media links	Links to the SoftGrip social media pages.
Footer	SoftGrip logo; contact; coordinator and project information; project management; the EU emblem together with acknowledgment of EU funding "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 101017054".

Figure 12 Website Menu.

SUB-PAGES

Project	
Summary	Short description of the purpose of the SoftGrip Project.
Objectives	List of the four main objectives of the SoftGrip Project.
Features	Description of the eight main features of the soft robotic gripper.

Consortium	
About the Consortium	Short description of the SoftGrip Consortium; list of the partners' logo linked to the partner's institutional page.
SSSA	The SSSA logo with link on SSSA website; a brief introduction of SSSA; the list of the people involved in the project.
ICCS-NTUA	The ICCS-NTUA logo with link on ICCS-NTUA website; a brief introduction of ICCS-NTUA; the list of the people involved in the project.
UESS	The UESS logo with link on UESS website; a brief introduction of UESS; the list of the people involved in the project.
THL	The THL logo with link on THL website; a brief introduction of THL; the list of the people involved in the project.
TEAGASC	The TEAGASC logo with link on TEAGASC website; a brief introduction of TEAGASC; the list of the people involved in the project.
MITSUI	The MITSUI logo with link on MITSUI website; a brief introduction of MITSUI; the list of the people involved in the project.

Results	
Publications	List of SoftGrip publications in Journals, Conferences etc.
Public Deliverables	List of WPs and free download public deliverables.
Downloads	Dissemination materials such as the SoftGrip brochure that can be downloaded by visitors.

News & Media	Latest news and media contents.
News, events, publications and latest updates related to the SoftGrip project.	

Contact	Contact information and contact form for public inquiries.

A classic contact page, with a form to fill, leading the website visitors to the project coordinator.

The contact form complies with GDPR, and collected information are not used for commercial purposes or communicated to third parties.

Private Area (only available to registered Partners)	
Forum	Customized collaboration platform (more information can be found in the section 2.5.1).
Storage	All documents related to the project (more information can be found in the section 2.5.1).

2.2.3 WEBSITE BACK-UP, AND SECURITY, MONITORING, AND CONTENT MANAGEMENT

SSSA is responsible for the technical support and maintenance of the website after its launch. The SoftGrip website will be continuously updated with new contents and tracked to avoid technical problems and downtime. The project website will be monitored using web analytics tools (Google Analytics) to identify the quantitative/qualitative KPIs such as website's visits, unique visitors, time per visit, traffic source and other key metrics. Search Engine Optimization (SEO) techniques will be implemented to gain visibility (expected more than 7,000 visits within to the project timeframe).

Backups of the system installation and content will be done regularly: once a day and once a month by the provider ARUBA. In addition, a full manual backup will be made whenever substantial content or changes are made.

Security updates to the operative system as well as all used software systems will be applied regularly. Finally, a privacy and cookies policy GDPR compliant has been arranged on the website.

2.3 SOCIAL MEDIA

Social media will be utilized to increase visibility of SoftGrip, facilitate the dissemination of the project progress and results and drive traffic to the project website as the main hub for all dissemination activities. In this regard, accounts have been created in the following social media: *LinkedIn*, *Twitter* and *YouTube*.

These pages will be continuously updated with new contents, publishing multimedia and visual contents that will be developed by the Consortium and by sharing contents from research institutions, universities,

stakeholders, manufactures that develop similar research lines, in order to achieving >1,000 "followers" and >300 "comments" in the different social networks.

2.3.1 LINKEDIN®

LinkedIn® is a social network specifically designed for career and business professionals to connect. The SoftGrip LinkedIn® account (https://www.linkedin.com/showcase/softgrip-project) aims at engaging with a professional public in networking, discussions and to disseminate project results. SoftGrip will share relevant news posts in LinkedIn® and show the innovative soft robotic gripper solution for the autonomous picking of delicate white button mushrooms as a representative case study also to increasing the adoption of the technology by other fresh-food industries.

2.3.2 TWITTER®

Twitter® is a "microblogging" system that allows you to send and receive short posts called tweets and registered users can post, like and retweet tweets. The SoftGrip Twitter® account (https://twitter.com/projectSoftGrip) aims to reach a wider audience also by using relevant strong hashtags to spread information around project developments and publications.

2.3.3 YOUTUBE®

YouTube® channel of SoftGrip will be created, where videos produced within the course of the project will be uploaded, e.g. videos on SoftGrip use cases and demonstrating the benefits of the SoftGrip platform. The videos will also be available on the project website.
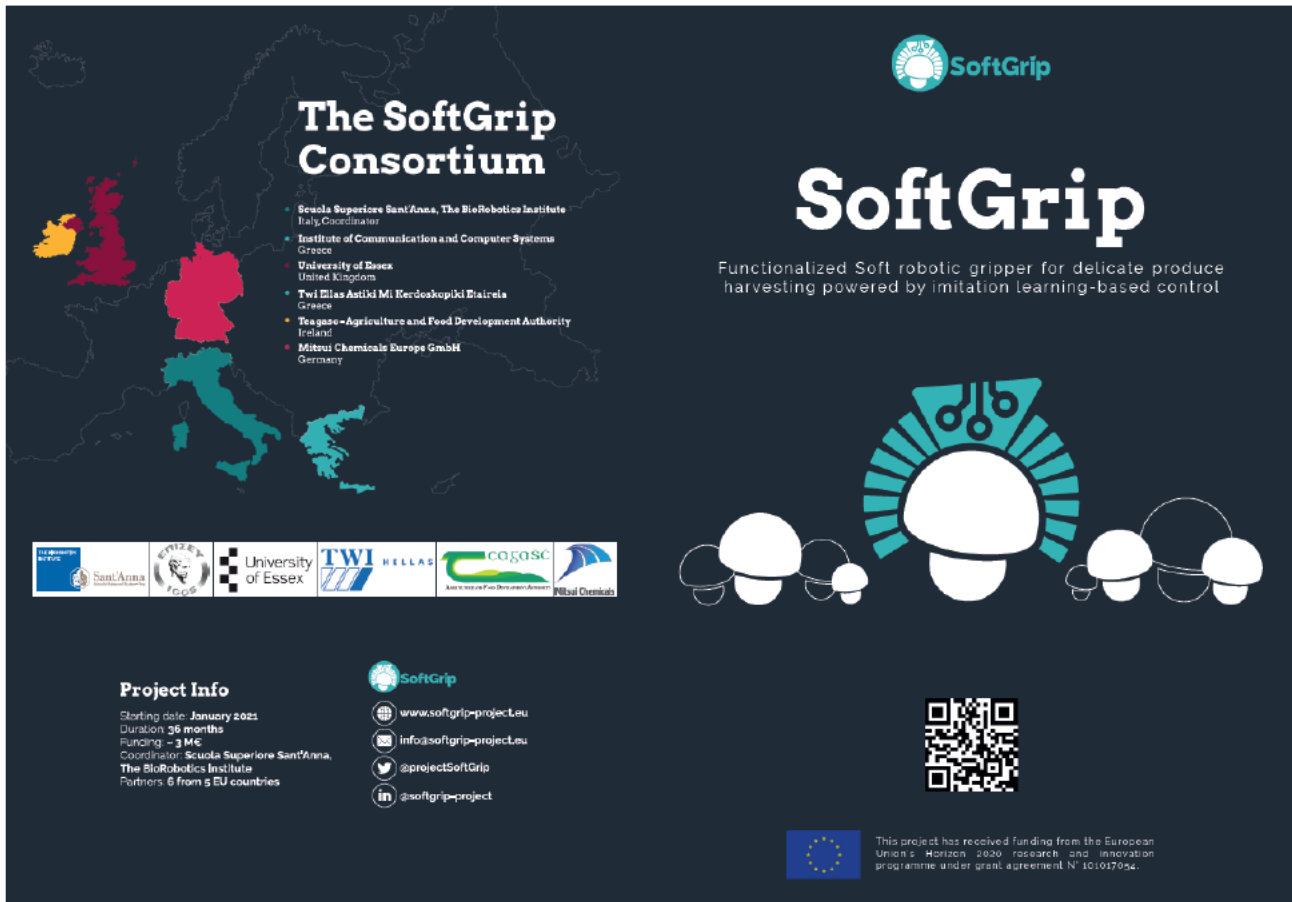
2.4 PROMOTIONAL MATERIALS

A first version of appealing promotional material such as a brochure and a banner were developed. These materials will be updated in time including recent project outputs. It is available in printed and electronic format: the printed material will be distributed in occasion of public events, while electronic copies will be used for online outreaching; the brochure will be disseminated through each partners' network with their communication channels.

2.4.1 BROCHURE AND FLYER

A first release of the SoftGrip brochure was designed to provide a general and attractive overview of the project and can be seen in the following figure. It includes brief information on the objectives in clear language that reaches a wide range of potential stakeholders. In addition, it provides contact information of the project, the website address, and social media links, where more complete information can be found.

Figure 13 Exemplary design of the SoftGrip Brochure

Summary

Labour costs often represent up to 50% of total production costs in the fresh food industry. The EU-funded SoftGrip project will introduce a self-actuating soft gripper for the autonomous picking of delicate white button mushrooms.

SoftGrip Project came into existence to bring about a technological shift to the fresh food industry. The implementation of Artificial Intelligence innovation and robotic automation can facilitate delicate harvesting, boost production, and decrease labour costs for European SMEs in the mushroom farming sector. The intelligent soft gripper, having embedded sensing and actuation while equipped with skill-transfer capabilities by imitation, aims to become an economically viable, easily scalable, and environmentally friendly solution that will revolutionise the world of fungiculture and the soft fruit market at large.

Objectives

01 Research and develop **low-cost, soft robotic grippers** having **built-in actuation, sensing and embodied intelligence that enable safe-grasping, adaptability** to object shape, and grasping **versatility** for reliable and efficient picking of mushrooms.

02 Research and develop the engineering and blending of **novel materials** that offer precise tuning of important material properties, safe interaction with the food elements, have minimum impact on the environment and provide robust and maintenance-free production over a many cycles of operation.

03 Research and develop a set of **accelerated continuum mechanics modelling algorithms** that will facilitate sophisticated **model-based control schemes.**

04 Research and develop **advanced cognition capabilities** of the soft gripper through a **learning by demonstration** framework.

Features of the Soft Robotic Gripper

Soft To perform inherently safe grasping of fragile and pressure sensitive objects

Food-safe All materials used for the soft gripper will be food safe according to the EU food-safe directives

Intrinsic Sensing SoftGrip will employ new manufacturing techniques to embed deep into the soft material sensing elements

Imitation Learning-based Advanced robotic control and machine learning algorithms for learning by demonstration will be implemented

Self-repair The challenge is to design the self-healing material without compromising the mechanical properties such as strength and stiffness

Recyclable All materials used for the soft robotic gripper will be recyclable based on chemical recycling processes

Embodied Intelligent The functionalities of the soft gripper will be translated into physical intelligence

Low Cost The soft gripper mechanism will be a practical, low-cost, and scalable solution

Figure 14 Exemplary design of the SoftGrip Brochure

2.4.2 BANNER AND POSTER

A first concept of the SoftGrip banner, that can be seen from the figure below, was designed to be printed and exhibited in occasion of fairs, conferences, or any event participated or organized by the Partners, in order to catch the attention of the visitors and to describe the objectives of the project, as well as its basic features and contacts.

Figure 15 Exemplary design of the SoftGrip Banner

2.4.3 PRESENTATION

A template format for presentations was developed as an essential support for sharing information relative to the project. It was shared with all Partners also to support the public image and branding of the project. The template is designed for use in a range of possible scenarios - from innovation launches to academic conferences and project meetings. A variety of formats and layouts are provided in the Master Slides and acknowledgement to European funding is always embedded in the slides. Below the Heading Slide and an example of developed layout are shown.

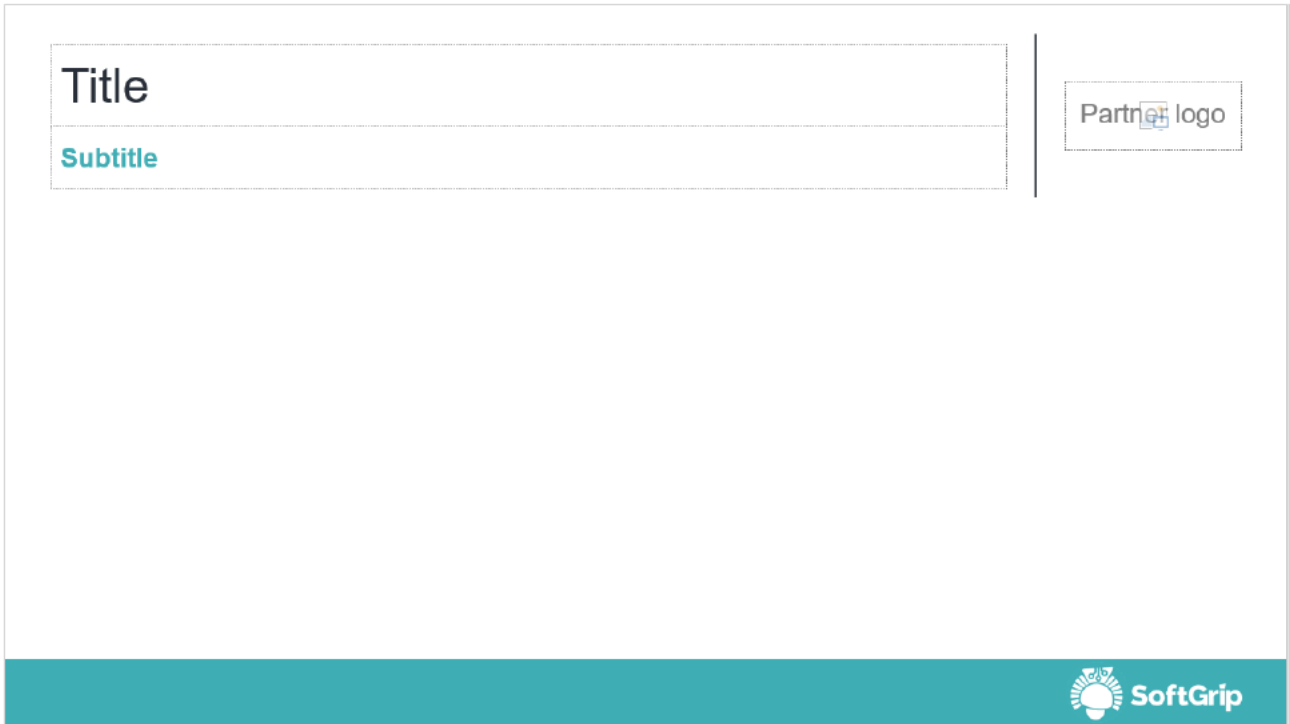**Figure 16 The SoftGrip Presentation Template – Heading Slide.**

Figure 17 The SoftGrip Presentation Template – Content Slide

In addition, a standard presentation was created to be used as a basis for explaining the SoftGrip project by the Consortium. It consists of a few slides that summarize and describe the objectives of the project, introduce the consortium, report the main project information and contacts.
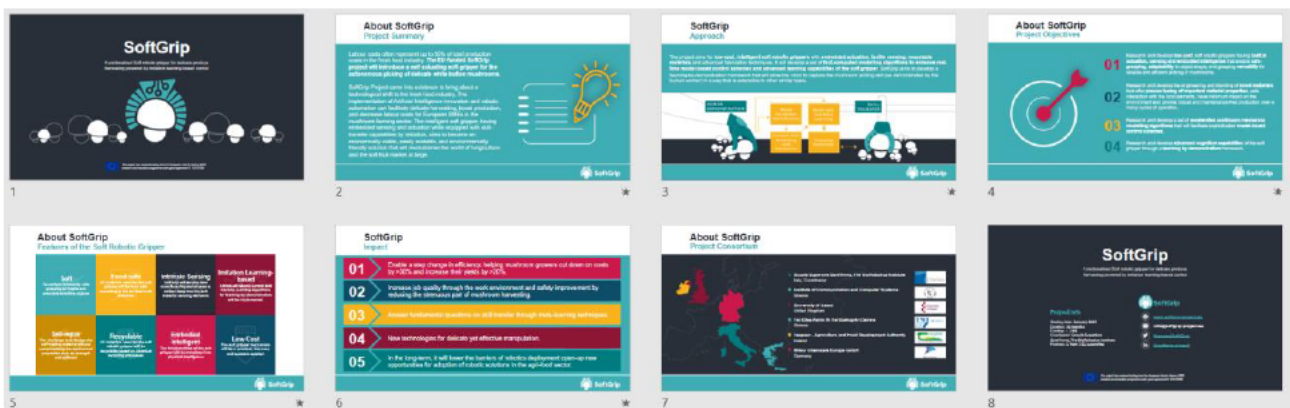

Figure 18 The SoftGrip Standard Presentation

2.4.4 DELIVERABLE TEMPLATE

A template format for deliverables was also developed and it is shown here below.
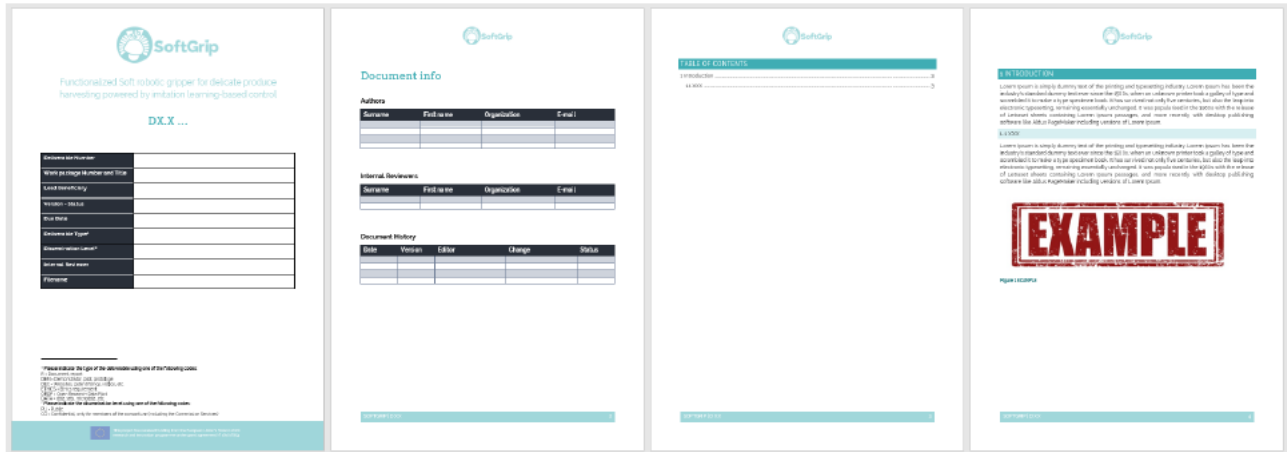

Figure 19 The SoftGrip Deliverable Template.

2.5 INTERNAL COMMUNICATION TOOLS

Several tools have established to ensure an effective internal communication among all the Partners in the Consortium.

2.5.1 WEBSITE PRIVATE AREA

As mentioned in the previous section, the website contains a private area devoted to the exchange of information and the sharing of documents. The accessibility is based on a username/password system. Each username and password are communicated separately to each partner. The private area consists of two sections explained below.

STORAGE

In this area documents related to the project, such as confidential deliverables, working documents, promotional material, communication tools (logo, presentation template, etc.) will be stored and made available to the whole Consortium.

FORUM

The SoftGrip Forum is a customized collaboration platform developed with the aim of maximizing the sharing of the information and establishing internal discussions on different technical aspects of the project. The aim of the SoftGrip Forum is to share information, to work together, to facilitate the discussion on specific topic, and to optimize the problem-solving process. For each category, all partners will be able to post any questions

and comments. We are expecting that the most of these questions could be clarified by other partners using the forum itself, but also to promote the organization of further face-to-face meetings.
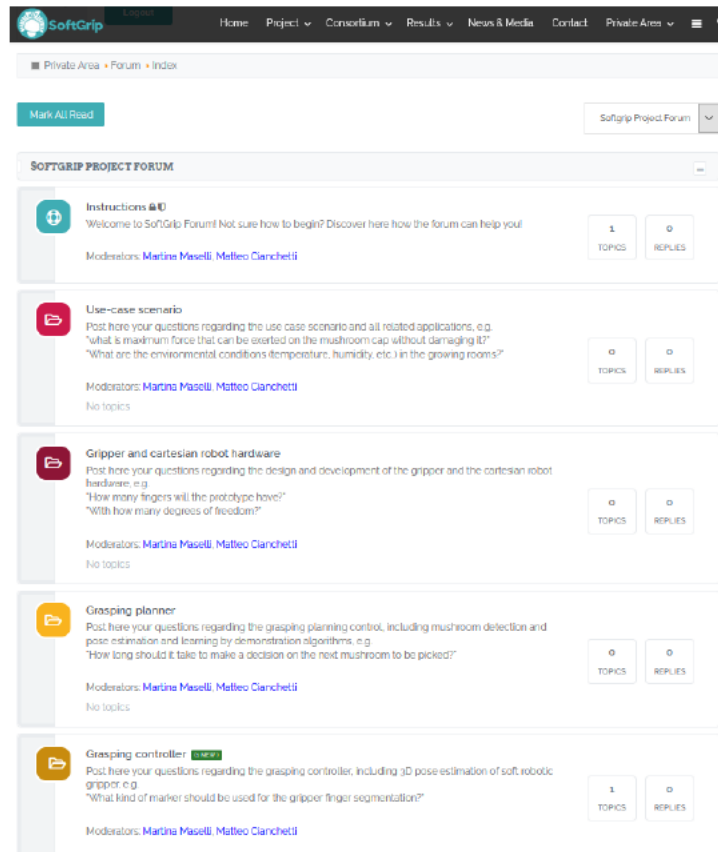

Figure 20 The SoftGrip Website private area: "Forum".

2.5.2 MAILING LIST

Four main mailing lists were created in order to ensure an efficient intra-consortium communication: (i) all@softgrip-project.eu (all people involved in the project), (ii) pi@softgrip-project.eu (all PIs and possible co-PIs), (iii) pi_admin@softgrip-project.eu (all PIs with the administrative staff reference of each partner), (iv) research@softgrip-project.eu (all people that are actively working on the project).

2.5.3 VIDEO CONFERENCE TOOL

The *Zoom* platform (https://zoom.us/) has been selected as the main videoconference system to hold virtual meetings, workshops and teleconferences.

3 CONCLUSIONS

The visual identity and corporate image of the SoftGrip is crucial to support the public image and branding of the project. Therefore, special attention was paid to the choice of the palette, the typeface and to the creation of the logo and imagery to provide clear messages on the SoftGrip value proposition. These elements were used for the development of all the promotional material, the project website and social media pages.

The SoftGrip website has been set up to provide a public online showcase of the project, an overview of the project, up-to-date information on project results, public deliverables, and publications, etc. Furthermore, it works as a platform for interaction and communication between the partners thanks to the forum created within the private area. It is linked to social networks (LinkedIn, Twitter and YouTube) and, thanks to the SEO techniques implemented, it will be possible to improve visibility also for increasing and stimulating online engagement of targeted stakeholder communities.