



Optimal Construction Management & Production Control

## D9.5 – Project Website and visual identity

WP9 – DISSEMINATION, STANDARDISATION, EXPLOITATION

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## BIM2TWIN KEY FACTS

Project title	BIM2TWIN: Optimal Construction Management & Production Control
Starting date	01/11/2020
Duration in months	42
Call identifier (part)	H2020-NMBP-ST-IND-2020-singlestage
Topic	LC-EEB-08-2020 Digital Building Twins (RIA)
Fixed Keywords EC	-
Free keywords	Digital Twin; Graph database; BIM; IA; Machine Learning; Image recognition; process optimization; safety improvement
Consortium	17 organizations

## BIM2TWIN CONSORTIUM PARTNERS

	Partner	Country
1	CSTB: CENTRE SCIENTIFIQUE ET TECHNIQUE DU BATIMENT	FR
2	TECHNION: ISRAEL INSTITUTE OF TECHNOLOGY	IL
3	UNIVERSITY OF CAMBRIDGE	UK
4	TUM: TECHNISCHE UNIVERSITAET MUENCHEN	DE
5	INRIA: INSTITUT NATIONAL DE RECHERCHE EN INFORMATIQUE ET AUTOMATIQUE	FR
6	FIRA GROUP OY	FI
7	INTSITE LTD	IL
8	FUNDACION TECNALIA RESEARCH & INNOVATION	ES
9	ACCIONA CONSTRUCCION SA	ES
10	RUHR-UNIVERSITAET BOCHUM	DE
11	SPADA CONSTRUCTION	FR
12	UNIVERSITA POLITECNICA DELLE MARCHE	IT
13	UNISMART – FONDAZIONE UNIVERSITÀ DEGLI STUDI DI PADOVA	IT
14	ORANGE SA	FR
15	SIEMENS AKTIENGESELLSCHAFT	DE
16	IDP INGENIERIA Y ARQUITECTURA IBERIA SL	ES
17	AARHUS UNIVERSITET	DK

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## EXECUTIVE SUMMARY

The present deliverable describes the BIM2TWIN Project Website [www.bim2twin.eu](http://www.bim2twin.eu), specifies the actions that could be done by using this tool and outlines the expected influence of the spread of the project.

The BIM2TWIN Project Website is intended to be the primary showcase of the project towards external stakeholders. Its main purpose is to provide the visitor with all the necessary information to get a clear and effective overview of BIM2TWIN. At the same time, it will host all the publishable project results, during its development, as a constantly updated eye on the project. Finally, it will be the quickest and most effective method to get in touch with project coordinator or partners.

The Website will include up-to-date information of project results, specific news and events related to the project (seminars, meetings, webinars, ...), thanks to recurrent management and maintenance activities. Partners, stakeholders, and people interested in BIM2TWIN Project will use the website as a “first contact point” platform.

The conducted activities started from an initial brainstorming concerning the aim of the website, the overall content, the visual identity, the structure, and the audience targeted, basing on a deep and careful analysis of BIM2TWIN’s Grant Agreement. Specifically, the visual identity key features will be briefly presented in the core of this document.

The Project Website represents the first formal deliverable related to Dissemination, Exploitation and Communication activities, and wants to set the basis for promoting the BIM2TWIN project, its results and all the related activities. It is based on a fresh, eye-catching, clear interface, able to provide an enjoyable navigation to the visitor.



## TABLE OF CONTENTS

<b>EXPLANATIONS FOR FRONT PAGE .....</b>	<b>2</b>
<b>VERSIONING.....</b>	<b>ERRORE. IL SEGNALIBRO NON È DEFINITO.</b>
<b>BIM2TWIN KEY FACTS .....</b>	<b>3</b>
<b>BIM2TWIN CONSORTIUM PARTNERS .....</b>	<b>3</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>4</b>
<b>TABLE OF CONTENTS .....</b>	<b>5</b>
<b>LIST OF FIGURES.....</b>	<b>6</b>
<b>LIST OF TABLES .....</b>	<b>7</b>
<b>ABBREVIATIONS .....</b>	<b>8</b>
<b>1 INTRODUCTION.....</b>	<b>9</b>
1.1 About BIM2TWIN .....	9
1.2 Deliverable 9.5 description.....	9
<b>2 PROJECT WEBSITE STRUCTURE.....</b>	<b>10</b>
2.1 SEO and Web Analysis .....	15
2.2 Visual Identity.....	15
2.3 Social Media .....	16
<b>3 CONCLUSION.....</b>	<b>17</b>



## LIST OF FIGURES

Figure 1 - Homepage header .....	12
Figure 2 - Homepage body.....	12
Figure 3 - Project partners (Homepage) .....	13
Figure 4 - Link to the “Contact” section (Homepage) .....	13
Figure 5 - “Project objectives” section.....	14
Figure 6 - "News and Events" section.....	14
Figure 7 - Contact form .....	15
Figure 8 - Link to Social Media .....	16



**LIST OF TABLES**

**Table 1 - Structure of the website..... 11**



## ABBREVIATIONS

CO	Confidential, only for members of the Consortium (including the Commission Services)
D	Deliverable
DEC	Dissemination, Communication, Exploitation
DoW	Description of Work
H2020	Horizon 2020 Programme
IPR	Intellectual Property Right
KPI	Key performance indicator
MGT	Management
MS	Milestone
O	Other
OS	Open Source





## 1 INTRODUCTION

### 1.1 About BIM2TWIN

BIM2TWIN is a 42-month EU-funded Horizon 2020 Project with the aim of building a Digital Building Twin (DBT) platform for construction management that implements lean principles to reduce operational waste of all kinds, shortening schedules, reducing costs, enhancing quality and safety and reducing carbon footprint. The key objective of the project is to develop a Digital Building Twin platform (DBT) able to provide situational awareness, with a comprehensive, holistic approach. This means that any stakeholder across the construction process is able to get a real-time representation of the status of everything happening on site and throughout the whole supply chain, thanks to a set of construction management applications.

The basic idea at the core of the BIM2TWIN project is to develop a platform able to represent the current status of products and processes through a Project Status Model (PSM). This model shall be populated by real-time monitored data from the site and the supply chain and should be able to manage and process all this data in an automated way, across the entire lifespan of the project. The information managed by the platform will be interpreted and used by construction managers, thanks to a decision support dashboard for forward planning and real-time control.

The platform will therefore stand as a junction between the monitored data flow and the information made available to the different stakeholders through construction management applications.

The BIM2TWIN consortium is a multidisciplinary collection of 17 partners spanning from construction companies to academics, Information and Technology firms, national building research centers, high-tech construction start-ups, engineering consultancies and innovation consultants.

### 1.2 Deliverable 9.5 description

BIM2TWIN's "Project Website and visual identity" is the second Deliverable related to WP9 about Dissemination and Communication activities, after D9.1 – First Communication and Dissemination Plan (CDP). As it will be diffusely explained in D9.2 – Second Communication and Dissemination Plan, the Website represents one of the main dissemination channels, able to easily reach a significant number of visitors willing to get a first approach to BIM2TWIN or be constantly updated.

WP9 has the objective of disseminating the technology developed during project evolution as widely as possible, providing envisaged end users or stakeholders with solid awareness of the potential of the project and maximizing exploitation opportunities for the partners. Of course, particular relevance is given to the protection of IPR knowledge, with the intent of preserving partners' intellectual property.

Deliverable 9.5 has been accomplished having clearly in mind all these premises. The project website has been intended to be the project's showcase, where informative content about the project finds a spot alongside punctually-updated project results and a contact point towards partners.

The structure of this document is based on a core section, named "Project Website structure", presented in chapter 2. This section will describe in detail how the website is articulated in its pages and sections, its main features and functionalities. Moreover, some technical aspects will be briefly presented, as well as the visual identity that represented the first and constant

reference to build the website. Finally, a brief presentation of the linkage between the website and the social media profiles of the BIM2TWIN project will be provided.

## 2 PROJECT WEBSITE STRUCTURE

The implementation and development of the Website followed the path traced by an initial analysis concerning Website requirements, aims and expectations: with clear awareness about the final objectives, the website took shape, with focused and desired specification.

The Project Website is characterized by a direct and clear interface, with the intention of providing the visitor with an easily readable instrument, which goes straight to the point. Web-surfing wants to be pleasant, through intuitive pages and sections, with a modern “look and feel” experience.

The structure of the website, explained in detail in Table 1, addresses the need of a lean portal able to effectively present the BIM2TWIN project, to provide information about up-to-date project results and to represent a first contact point with the project partners.

Homepage	The Homepage represents the first access point to the entire BIM2TWIN website, acting as a primary showcase of the project. From the Homepage it is possible to get an overview of the project and its key features and main challenges. It also summarises some information explained more in depth in other specific website sections, such as consortium composition, latest news, and contact form. The footer of the Homepage (and all the other pages) hosts the EU disclaimer, providing the details about the project’s call and funding, and a spot to subscribe to the project newsletter.	
Project	Overview	This section is aimed at providing the user with a quick overview of the technological solutions to be implemented within the project. It will briefly describe the key features and primary technical aspects developed in BIM2TWIN.
	Technologies	This page provides a brief overview of all the different innovative solutions that BIM2TWIN aims to develop and implement and the methodology that will be followed to develop them.
	Objectives	This section briefly describes the objectives of the project and the envisaged results to be achieved, as well as the associated challenges.
	Pilots	The last page of the “Project” section presents the physical demo sites where BIM2TWIN’s solution will be tested on real scale and operating buildings, to demonstrate and measure the impacts of the project.
Partners	This section is dedicated to present the consortium partners involved in BIM2TWIN project. Each partner’s role and contribution in the project will be presented as well as their main expertise. Every partner’s description goes	



	along with company logo, a “read more” section and a hyperlink to the company’s website.	
Results	Publications	This page of the section “Results” will host scientific papers and partners’ publications, providing the user with the opportunity to download them and/or be redirected towards open access repositories hosting the documents.
	Deliverables	Public deliverables submitted in the framework of BIM2TWIN project development will be hosted in this section, providing the user with the opportunity to download them and/or be redirected towards open access repositories hosting the documents.
News & Events	The page reports brief indications of upcoming or recently past events related to BIM2TWIN. It will also contain any news concerning the project in terms of public wide appeal, as well as any partners’ activity related to BIM2TWIN dissemination.	
Media Corner	Resource	This page will answer the demand of a repository of publicly available and downloadable resources related to the BIM2TWIN project. The page will contain dissemination resources useful both for project partners and for general website users (press, general audience, etc.), for example project leaflet, poster, roll-up, templates, brochure, etc.
	Newsletter	This section will act as a repository of the issued project newsletters and will provide the user with the opportunity to subscribe to the project newsletter. It will be possible to download any release of the previously issued newsletters.
Contact Us	This page contains a contact form in order to provide the web visitor with an easy and straight method to contact project’s consortium for questions of interest.	

**Table 1 - Structure of the website**

Some pictures of the website are included below.





Figure 1 - Homepage header

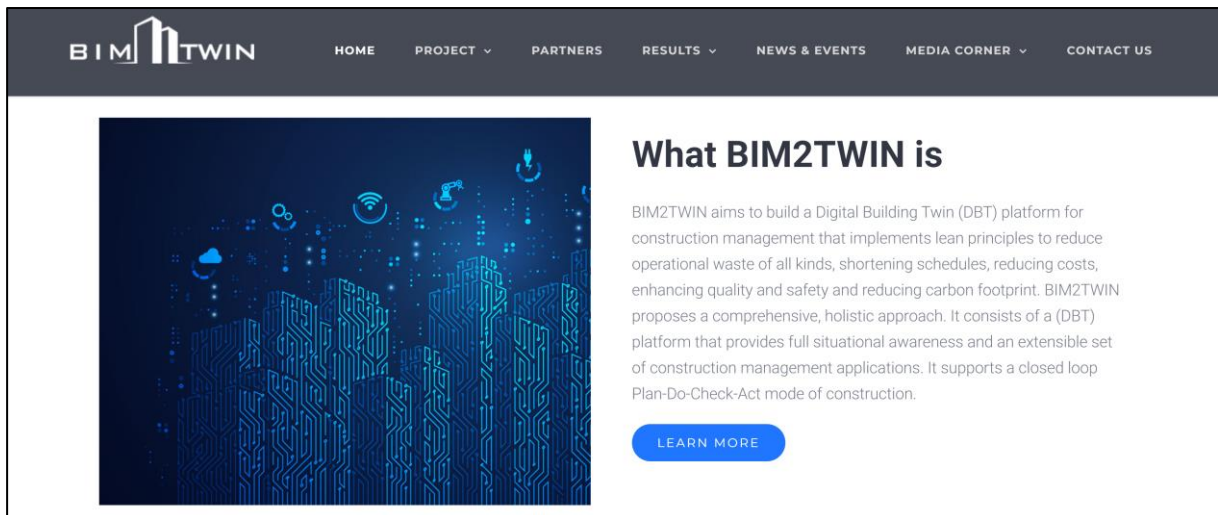


Figure 2 - Homepage body



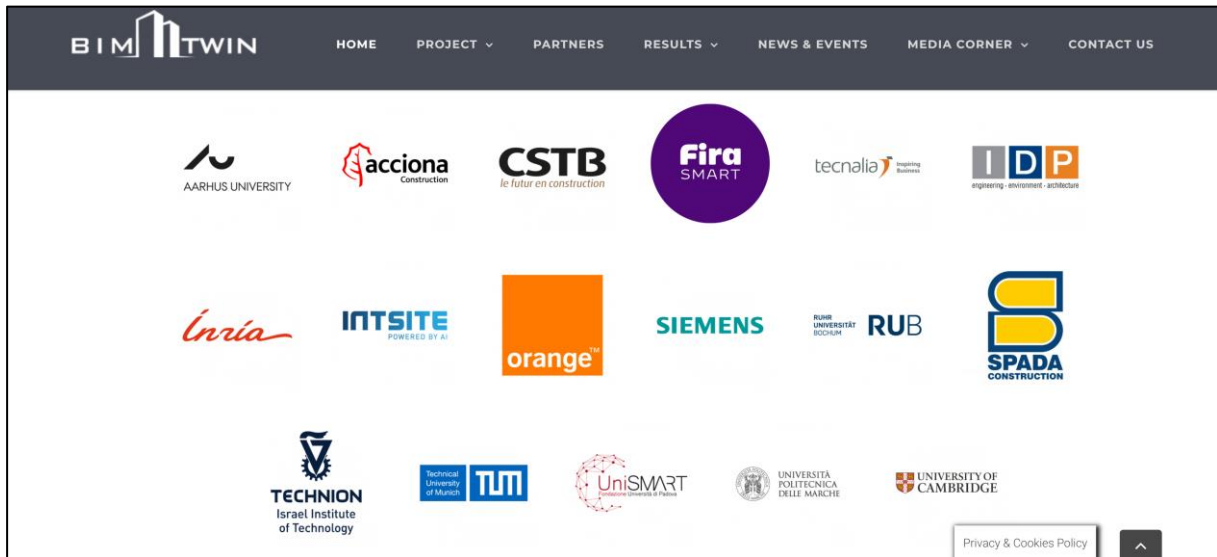


Figure 3 - Project partners (Homepage)

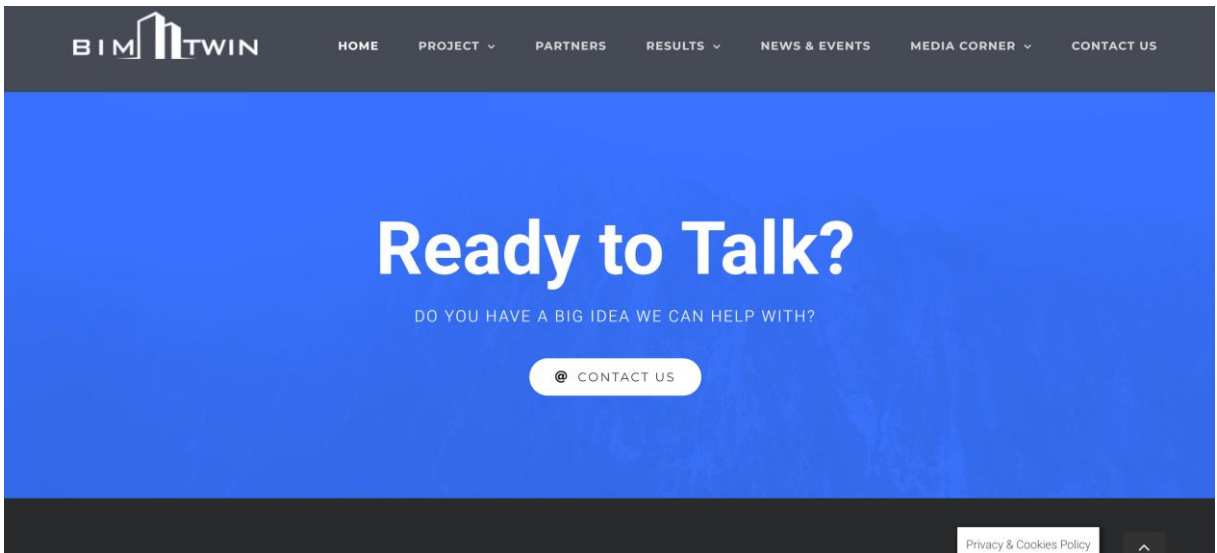


Figure 4 – Link to the “Contact” section (Homepage)



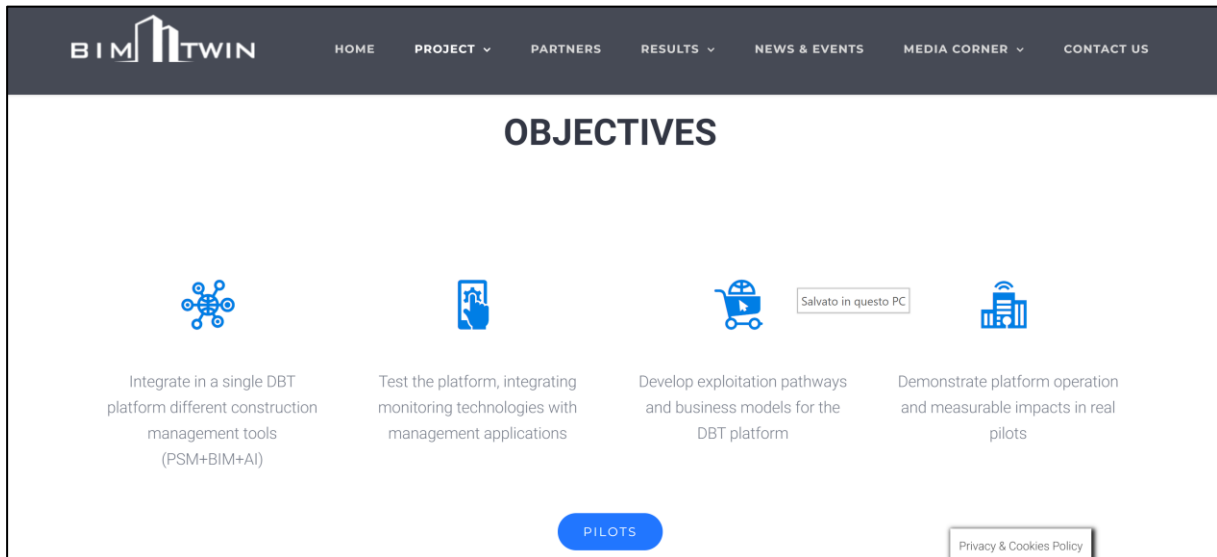


Figure 5 – “Project objectives” section

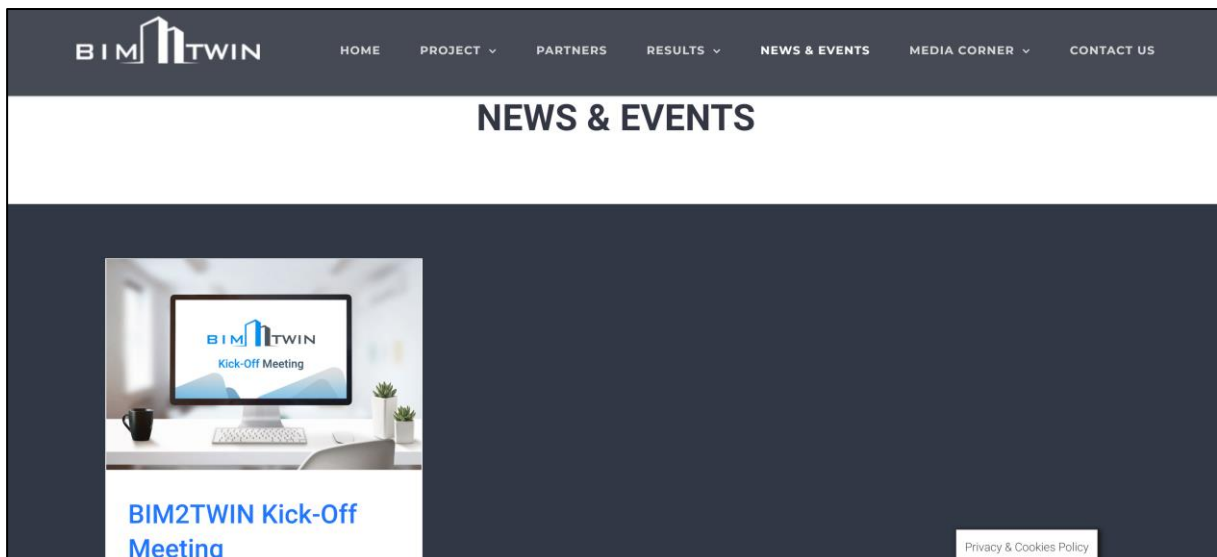


Figure 6 - "News and Events" section



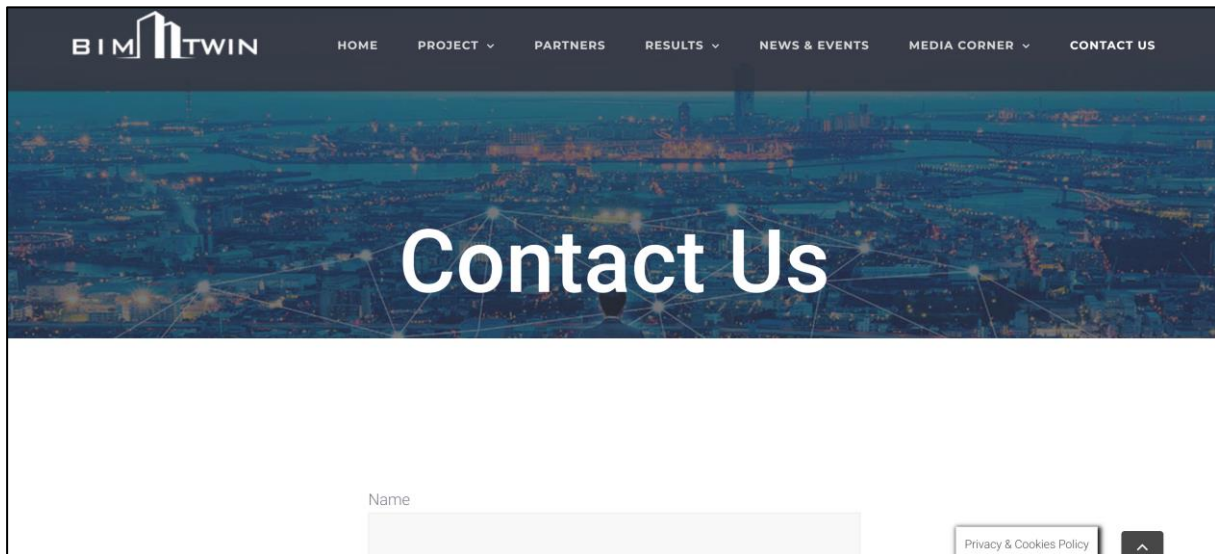


Figure 7 - Contact form

## 2.1 SEO and Web Analysis

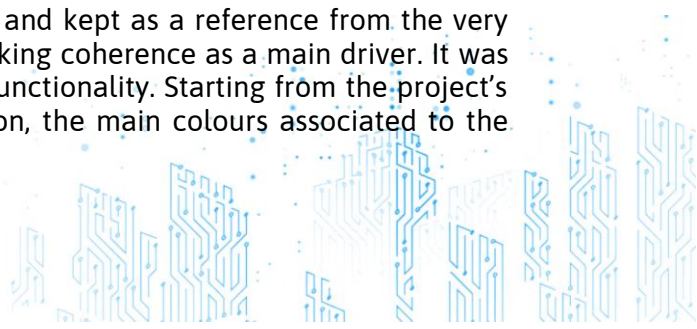
Before publishing the BIM2TWIN website, a SEO (Search Engine Optimization) study has been implemented in order to optimize the quality and quantity of the activities connected with the project and to answer the search of the users. Through this preliminary activity, search engines should be able effectively access and index-link the project website pages, in relation to the visitor's query. As a direct consequence, the implementation of the website content has kept into account these considerations and specific technical attention has been put in this regard. Moreover, the Project Consortium was actively engaged to maximise the effectiveness of these operations: all the partners were asked to link the project website in their corporate websites. The overall objective of SEO activities is to make the BIM2TWIN project website more visible and more easily accessible.

Furthermore, a web analytics tool has been associated to the project website, in order to track visitors' activities and interactions – of course in compliance with GDPR pre. The primary reason is to collect reliable data to be confronted against Dissemination KPIs and evaluate the project's impact and visibility. Secondly, user-profiling activities could be implemented, in order to drive key content to the relevant stakeholders.

## 2.2 Visual Identity

The visual identity of a project is everything expressing information in terms of imagery and graphical material, useful to convey specific messages about the project itself. It includes logo, colours, design, style, website interface, text font, for example. The visual identity lies under any communication actions, online and offline, needing a visual content – basically every communication activity.

BIM2TWIN project's visual identity was implemented and kept as a reference from the very early stage of the project's website development, seeking coherence as a main driver. It was built around the concepts of clarity, immediacy and functionality. Starting from the project's logo, implemented at the time of proposal submission, the main colours associated to the



project were identified: a particularly bright blue (RGB index: 0, 126, 229; HEX #007EE5) and a contrasting dark grey (RGB: 061, 070, 077; HEX #3D464D)

All the visual and graphical elements of the website, such as pictures, illustrations, graphics, stuck to the concept mentioned above, with a coherent and recognizable style, modern and minimal. In particular, the chosen pictures are aimed at providing in a simple way some key messages of BIM2TWIN, such as data management, digitalization and construction management.

The font chosen for all the written communication was “Asap”, a freely accessible Google Font, particularly clear and easy-to-read, but at the same time captivating and modern.

### 2.3 Social Media

In parallel with the construction of the Website, also social media presence has been implemented for the BIM2TWIN project. After a preliminary discussion with the consortium, it has been decided to create LinkedIn and Twitter profiles. They will be mainly used to disseminate the project’s News & Events and main technical updates or achievements and, to do so, they will be constantly updated.

Social media profiles was built in coherence with the visual identity described above.

Social media references have been included in the project website, from which it is possible to directly reach the relevant pages by simply clicking on the social media logos (see Figure below).

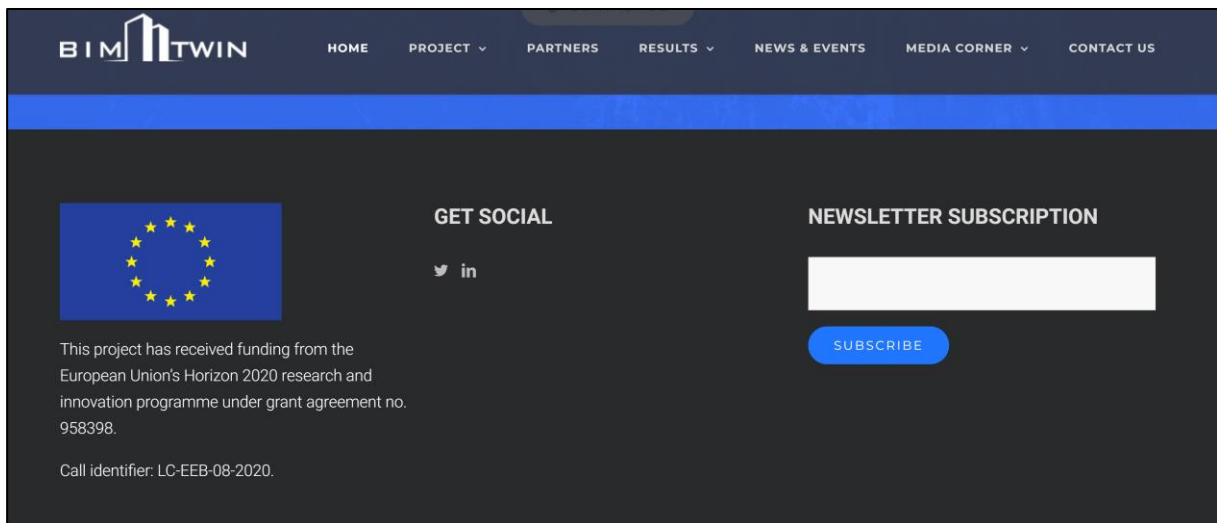


Figure 8 - Link to Social Media





### 3 CONCLUSION

In this document, a brief presentation of BIM2TWIN Project Website was given, with specific concern to its final structure, starting from initial requirements and objectives to be targeted and the visual identity which put the roots of its implementation. Periodical feedback from project coordinator and proactive partners involved in DEC activities had led to the submitted version that (must be pointed out) is not rigid, definitive and invariable: BIM2TWIN Project Website will be constantly updated with new contents, improved and enhanced, with the purpose of representing an effective instrument of dissemination.

The aim of the website is multiple: primary landing place for any user willing to know about BIM2TWIN; updated showcase for project results; to give indication about BIM2TWIN related news, events, publication; to host a standard “media kit” for press use and resources for public use; to be the touch point towards project coordinator and partners.

BIM2TWIN website will hopefully funnel many necessities that finally hark back to one main demand: disseminate project features, potential and results.

Website URL: <http://www.bim2twin.eu>

