

Work package 5: communication and outreach

IDEAAL European project

Objectives of the Work Package 5

- ▶ Supporting WP2, 3 and 4 actions to optimize their effects
- ▶ Raising the visibility of GANIL and partners
- ▶ Exploring new communication tools

Tasks of the Work Package 5

Task 1

- Towards members and funding partners

Task 2

- Towards academics and industrial users

Task 3

- Towards the layman

Task 4

- Towards press

Work package 5 deliverables

D5.1

Information tools
for industrial users
(M24)

D5.2

Annual international
conference for
GANIL users (M36)

D5.3

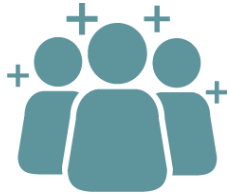
New website and
newsletter for
academic users
(M24)

D5.4

Online and printed
tools for
dissemination of
information to the
general public (M30)

D5.5

Press kit



Two recruitments since our last meeting



Analyst/web developer: Maxime Depincé



Graphic designer: Pauline Rouxel

Status of task 1 - funders and members

- ▶ Communication tools to support the research of new funders and sponsors
- ▶ In progress: validation of a common template - more than 50% of the contents written by collaborators
- ▶ Promotion of local, national and international scientific and technical joint projects
- ▶ Transversal action: highlighting of partnerships in documents and news published on websites
- ▶ Summary activity report sent to members and funding partners
- ▶ To be sent in 2018: 2017 activity report from GANIL key indicators

Status of task 2 - users

- ▶ Annual international conferences for the community
 - ▶ EURORIB in May 2018 (Giens, France)
 - ▶ GANIL community meeting in 2018 (Caen, France)
 - ▶ Next Colloque in 2019
- ▶ Newsletter for users
 - ▶ First newsletter sent in January 2018
 - ▶ Ongoing: improving the edition tool and Newsletter #2
- ▶ Upgrade of the GANIL-SP2 users web site
 - ▶ Presentation of the status by Maxime

New users website - Plan

- Interviews
- Summary of interviews
- Proposal
- Discussions
- Developing
- Tests

New users website - Plan

- ✓ Interviews
- ✓ Summary of interviews
- **Proposal**
- Discussions
- Developing
- Tests

Status of task 2 - users

▶ Summary activity report sent to users

▶ 2018: 2017 activity report from GANIL indicators

▶ Dedicated tools for industrial users and prospects (WP4)

▶ 2018: new webpage for industrial users and industrial applications on the users website
Participation in WNE 2018

Status of task 3 – general public

▶ New printed and online tools for general public and pupils

Promotion of research careers (technical, administrative and scientific): a brochure to be distributed during scientific mediation events with teachers and pupils – template in progress

Brochure for children: content and budget in progress

Digital interactive screens in GANIL (general public and scientific contents): budget and requirements specifications in progress

▶ Virtual visit of GANIL

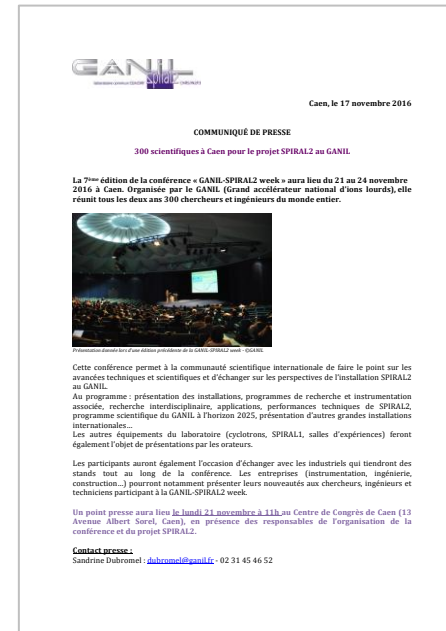
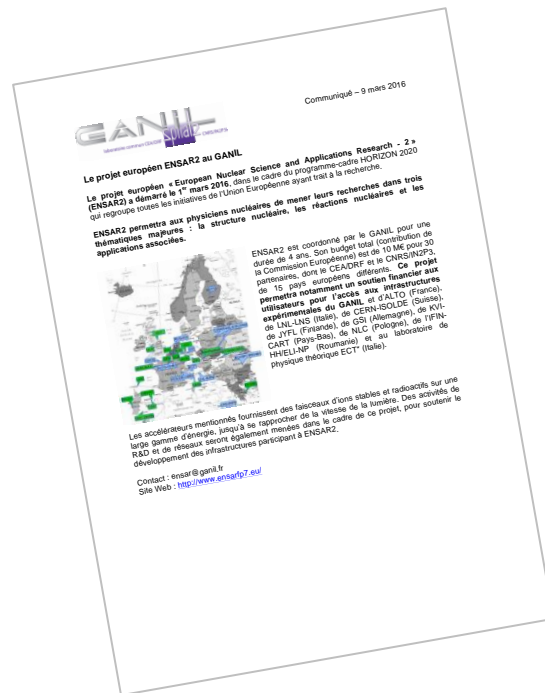
▶ In progress: new meeting with CIREVE in May to confirm the feasibility

New possibility if not: updating of the current online virtual visit with a private company

Status of task 4 - medias

Press area on GANIL website with press releases and contacts

2018: dedicated area on the new website



Formalisation of the existing GANIL graphic identity

▶ A common framework for tools design

▶ Objective: harmonisation of the communication tools to make GANIL communications more homogeneous

Graphic harmonization between the communication media



REDEFINE GANIL'S GRAPHIC IDENTITY

- Starting point: current printed booklet > Create identity guidelines
- Goal: Explain how to use the logo, colors and fonts > Create a communication easy to identify
- Bring more cohesion and consistency between the different media (printed and online)

03 | UNIVERS CHROMATIQUE

La gamme de GANIL se compose de deux couleurs principales, complétée par des couleurs secondaires qui peuvent être utilisées librement.

COULEURS PRINCIPALES



CMJN :
C 93
M 100
J 200
N 15

RVB :
R 59
V 37
B 104
#3824B7

CMJN :
C 0
M 70
J 100
N 0

RVB :
R 258
V 182
B 100
#E03907

COULEURS SECONDAIRES



CMJN :
C 50
M 31
J 5
N 0

RVB :
R 148
V 121
B 183
#95266

CMJN :
C 22
M 22
J 0
N 0

RVB :
R 208
V 200
B 229
#C0C0E5

CMJN :
C 0
M 0
J 0
N 0

RVB :
R 100
V 99
B 99
#666666

CMJN :
C 0
M 0
J 0
N 0

RVB :
R 237
V 237
B 237
#E0E0E0

02 | UNIVERS TYPOGRAPHIQUE

Afin d'harmoniser les documents, deux typographies ont été sélectionnées.

COMMUNICATION

Bourgeois est le typographe utilisé pour les différents supports de communication avec les styles de police suivants :

> Bourgeois Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

> Bourgeois Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

> Bourgeois Medium Italique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

> Bourgeois Medium Condensed Italique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

05 | Charte graphique

BUREAUTIQUE & WEB

En bureautique et pour le web, la typographie utilisée est ARIAL, dans toutes ses grasses en capital et bas de casse.

> Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

> Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

> Arial Italique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

> Arial Bold Italique

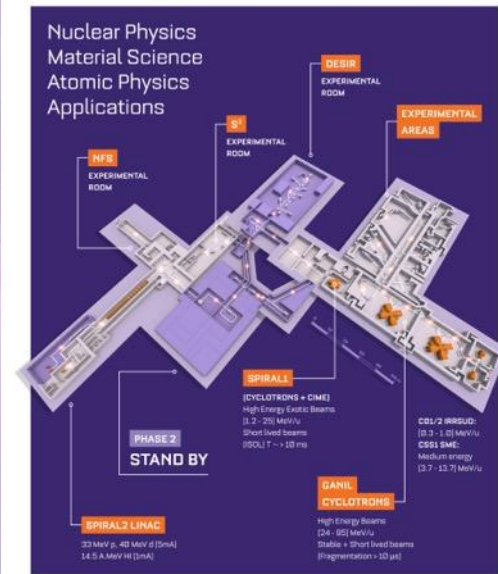
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

GANIL NEWSLETTER

Header newsletter

GANIL SPIRAL2 FACILITY

Nuclear Physics
Material Science
Atomic Physics
Applications



Poster

USEFUL CREATIVE TOOL TO COORDINATE ALL THE COMMUNICATION

- **COLORS** > Ganil's color range is made up with 4 main colors (3 shades of purple / orange)
- **TYPOGRAPHY** > 2 fonts have been selected: Bourgeois for Communication media / Arial for Office software and Web design
- Recent examples of media using this identity (New header for the newsletter / Poster showing Spiral2 facility)

WORKSHOP

APRIL 04-05, 2017

**PRE-PAC
FAZIA DAYS MEETING**

Guesthouse | GANIL

BEAM SCHEDULE | RUN 3

NOVEMBER 24 - DECEMBER 03, 2018

**EXPERIMENT: E667
124Xe 18/37/39+
4 MeV/A, 6e9 pps7**

Spokepersons: **C. Schmitt & M. Rejmund**

Experimental room G1

FORUM

FEBRUARY 21, 2018 | 10:30-12:30 AM

**PRÉSENTATION DES
PROJETS DU RÉEXAMEN
DE SÛRETÉ (RXS) DU GANIL**

L. Olivier, B. Rannou, M-H. Moscatello, F. Sobrio, M. Jean, X. Hulin

Guesthouse | GANIL

SEMINAR

MARCH 07, 2018 | 03:30 PM

**RELATIVISTIC NUCLEAR FIELD THEORY:
RECENT DEVELOPMENTS ON PROTON-NEUTRON
RESPONSE AND FINITE TEMPERATURE**

E. Litvinova

Western Michigan University & National Superconducting Cyclotron Laboratory, Michigan State University

Alpha | GANIL

PHD DEFENSE

FEBRUARY 09, 2018 | 10:00 AM

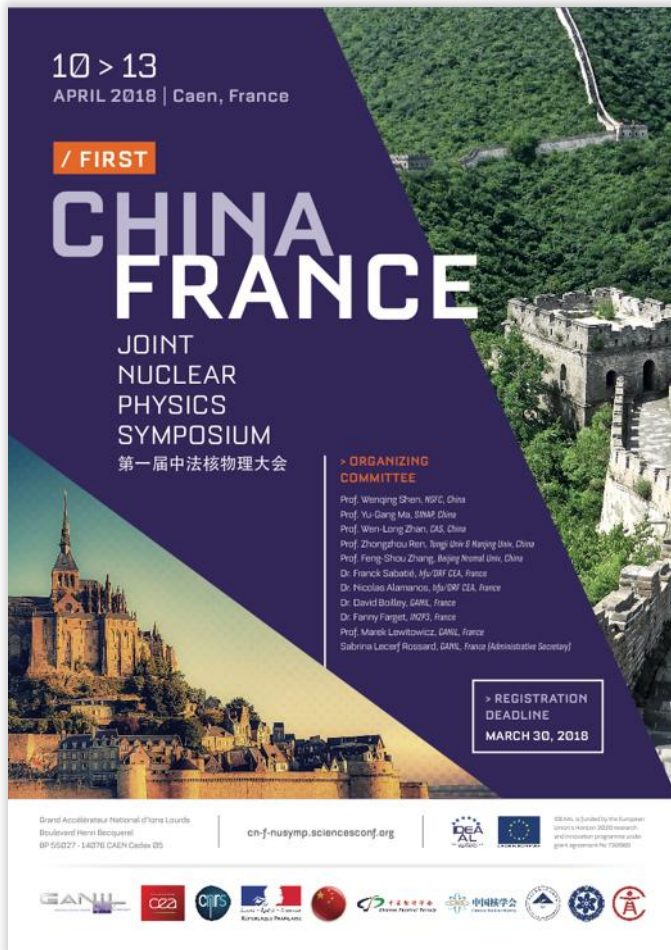
**ÉTUDE DE L'ISOSPIN
DANS LES COLLISIONS
40,48CA+40,48CA À 35 AMEV**

Quentin FABLE

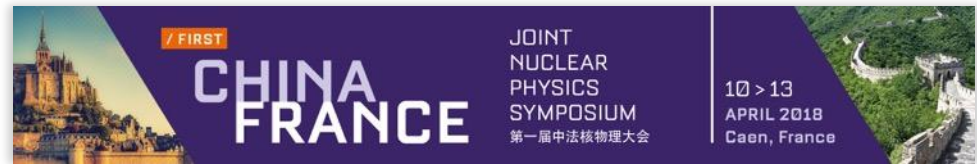
Gilles Iltis room | LPC

BETTER DISSEMINATION OF INFORMATION INSIDE GANIL

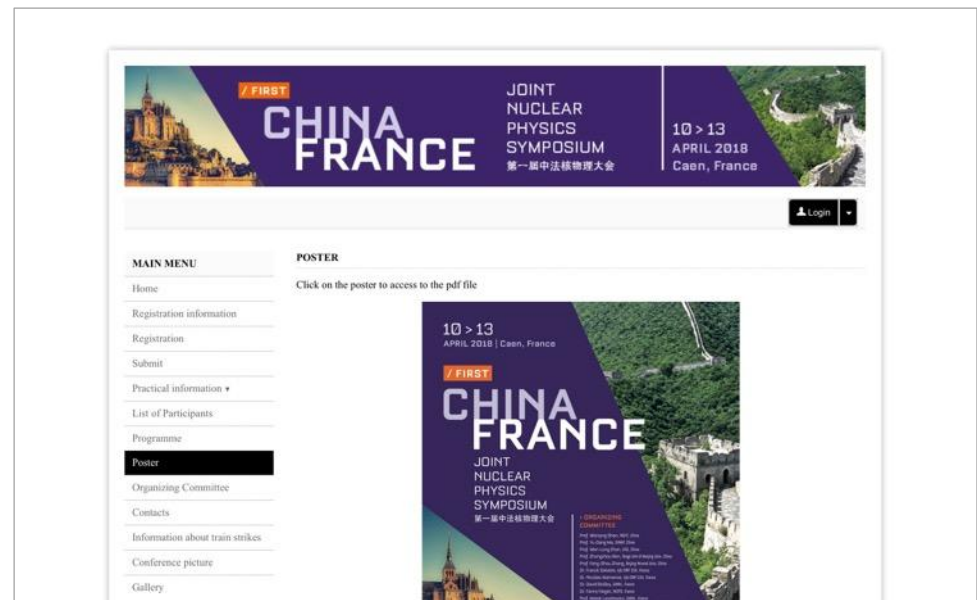
- New layout to present information on the screens
- Simple design, a unique way to organize the content for all slides
- New color coding for each category (Workshop, Beam Schedule, Forum, Seminar, Phd Defense)



Poster (A3)



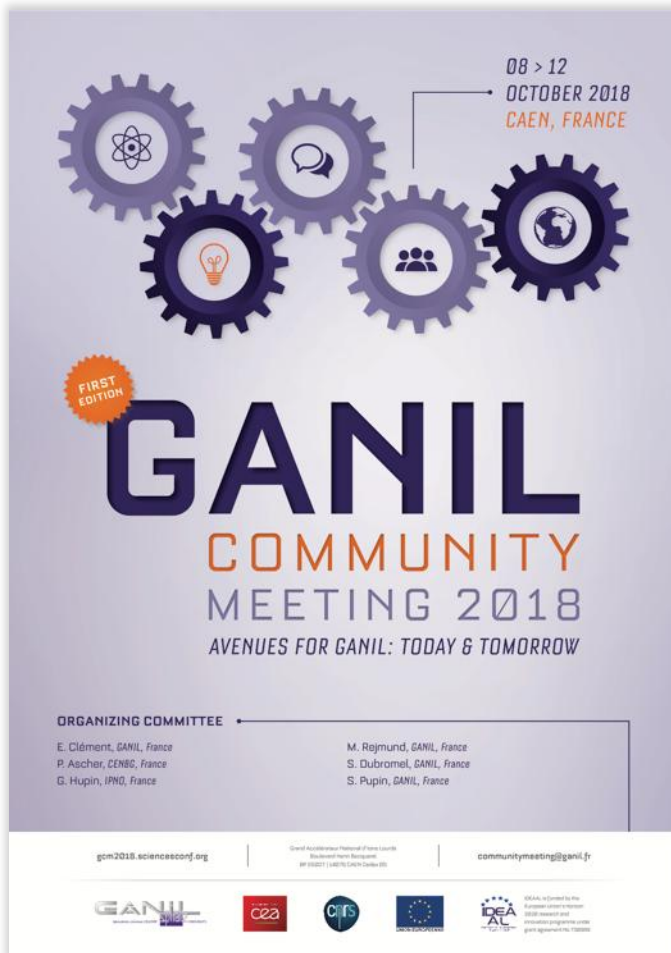
Website Header



Overview

PROMOTE INTERNATIONAL EVENTS > First China France Joint Nuclear Physics Symposium

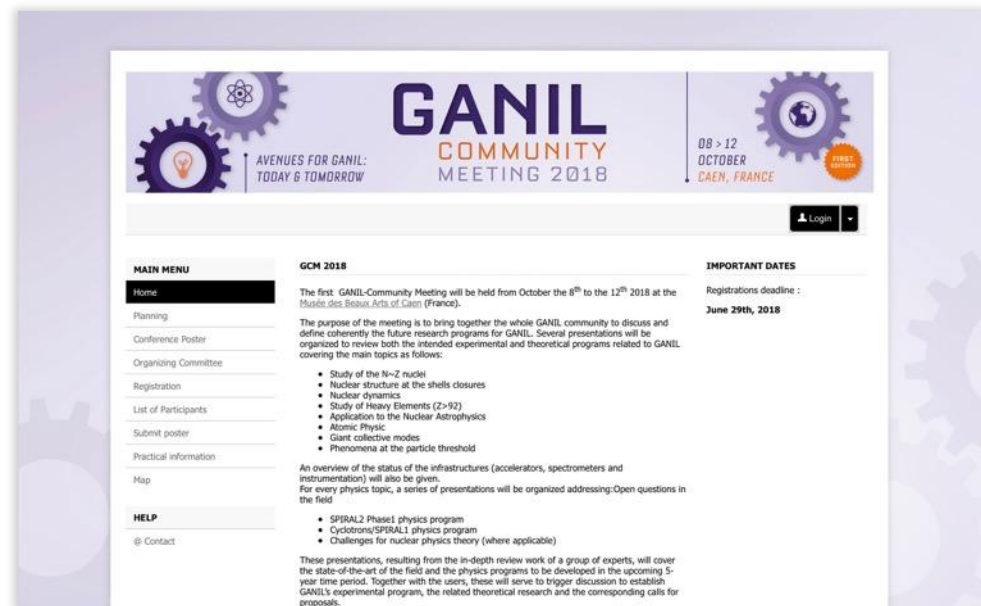
- Creation of printed and online media according to the graphic identity
- Committee request: Illustrate the collaboration between the countries through emblematic places (Mont Saint-Michel / Great Wall of China) > advertise the event with a clear design



Poster (A2)



Website Header



Overview

PROMOTE INTERNATIONAL EVENTS > First Edition of the Ganil Community Meeting

- Create a strong and attractive identity for this particular event / Recognize the Ganil identity
- Main concept to transpose > The meeting is about exchanging ideas & working together to define the future research programs
- Design simple vector elements to show some features of the meeting

▶ Thank you for
your attention ◀