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# D6.1 Project website, project logo and project visual identity

## Document information

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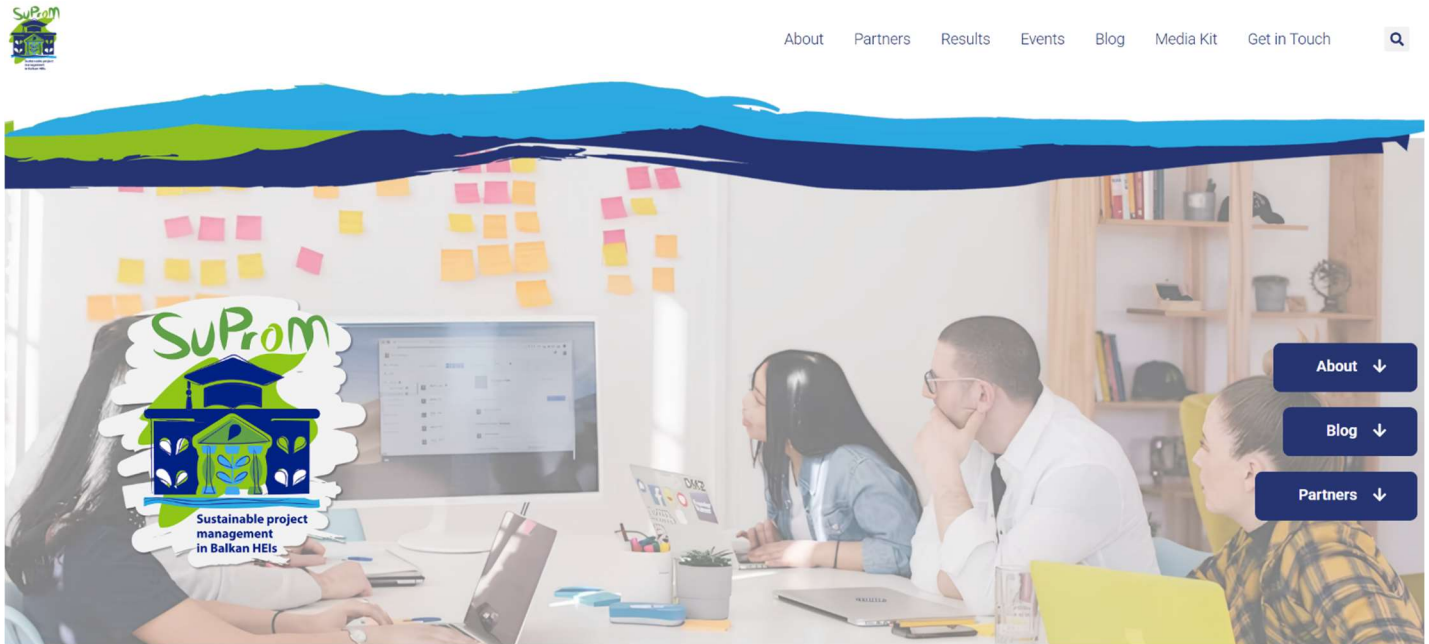
# 1 Introduction

This document aims to present the main dissemination materials of the SuProM project, including the project website, its monitoring and maintenance, the project logo, and the overall visual identity.

Since dissemination is a transversal task, its channels and materials will be developed throughout the project. This document refers to what was already developed in month 3.

## 2 Project website

The SuProM project has its online presence through its own website, available at [www.suprom-project.eu](http://www.suprom-project.eu). The website displays main information about the project, its outcomes, and results. It is the main reference for dissemination purposes.



The SuProM homepage contains a brief description of what SuProM is about, its overall objective, the project partners, the link to social networks (Linkedin and Facebook), the EU emblem and disclaimer, and the Creative Commons licence.

Scrolling down the homepage are the three most recent news items, describing key moments or achievements in the project.

From the homepage, users can easily navigate around the site using the menu at the top of the page:

- The 'About' page gives a more detailed description of the project, its specific objectives, duration, programme and number.
- The 'Partners' page displays all the logos of the partners involved, which can be clicked on to access the institutional websites of each organisation.
- The 'Results' page contains the most significant results achieved by the project, i.e. the training realised or the materials processed.
- The 'Events' page provides information on trainings, conferences, meetings that have taken place as part of the project or in which the project is mentioned.

- The 'Blog' page can collect any information that the partners consider relevant to share with a wider audience. It can be information strictly related to the project or related fields, but of interest to the public visiting the SuProM website.
- The 'Media Kit' page contains the visual identity and branding materials as they are developed.
- The 'Get in touch' page indicates the contact info ([info@suprom-project.eu](mailto:info@suprom-project.eu)) for general inquiries, so that stakeholders can get in touch with the project team to learn more about it, engage, and request support/advice. A form is available on this page to write directly via the site and linked to the project e-mail address.

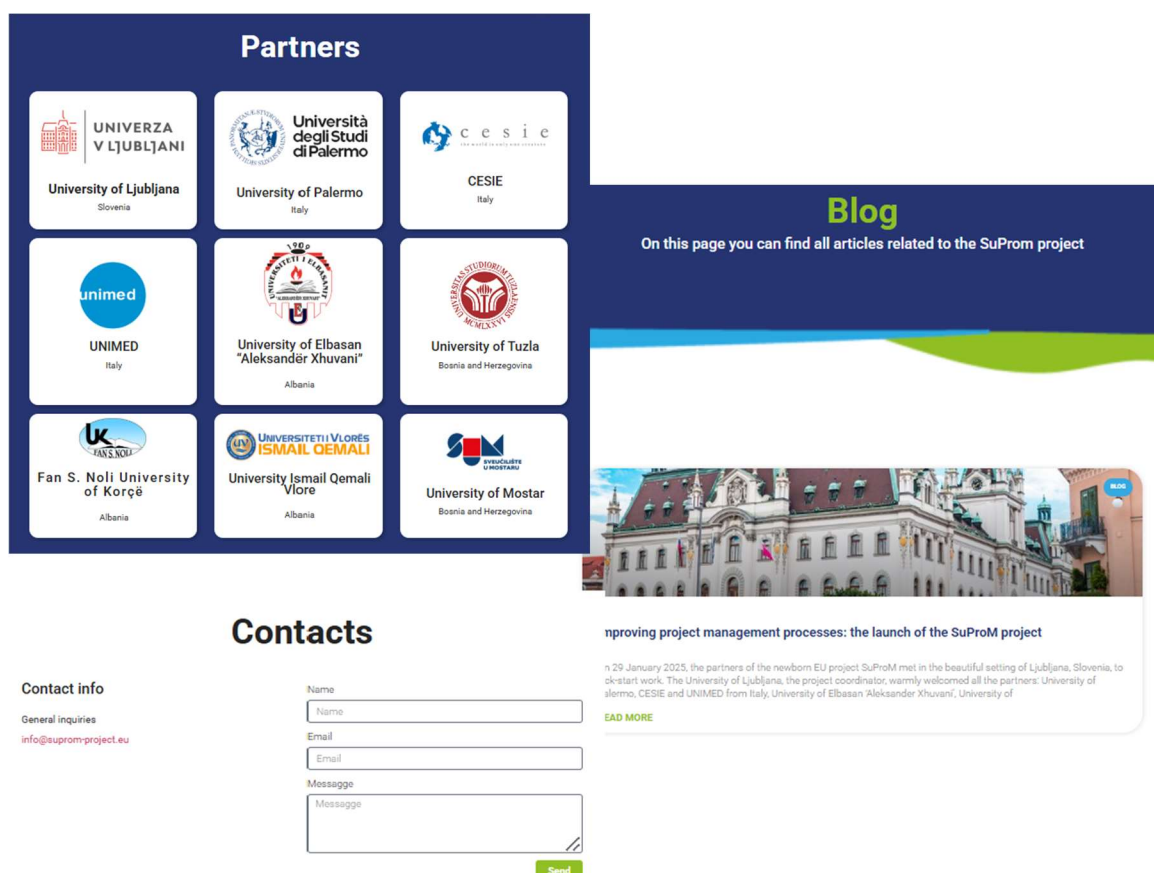


The project website is in English for ease of access of information.

The website is regularly updated and the number of accesses monitored. To this end, the Matomo web analytics application is installed as a plug-in in order to track online visits on the website and display data for dissemination reports.

This structure refers to the month of March 2025 when this document is drafted and submitted. Minor changes are possible according to the needs of the project, after consultation between the partners.

Some pictures from the website:



## 2.1 Monitoring and maintenance of the project website

The SuProM project website will be regularly updated at key stages throughout the project lifecycle. These updates will coincide with major project activities and milestones, including partner meetings (January 2025 in Ljubljana, November 2025 in Elbasan, September 2026 in Palermo), training sessions in Albania and Bosnia and Herzegovina (both scheduled for November 2025), and the release of significant project outcomes such as the process management gap analysis under WP3 (June 2025), and pilot courses under WP4 and WP5 (Spring and Autumn 2026).

Beyond these scheduled updates, the website will function as a dynamic communication tool, sharing news, publications, announcements of upcoming events, and other relevant content to engage a broader audience interested in the SuProM project.

Website maintenance and technical updates will be managed by UNIMED, the leader of WP6. The creation and curation of content will be a collaborative effort involving all project partners to ensure relevance, accuracy, and inclusivity.

To support engagement tracking and transparent reporting, the Matomo web analytics platform was integrated into the website in March 2025. This tool collects data on website traffic, enabling the project to assess visibility and reach. Traffic statistics will be included in both mid-term and final project reports, offering valuable insights into dissemination performance. Matomo will continue to operate for five years following the project's conclusion, supporting long-term impact assessment and sustainability.



### 3 Project logo

In January 2025, UNIMED sent an invitation to the project partners to vote on the logo.

Seven versions were proposed and are available at the following link:  
<https://docs.google.com/forms/d/e/1FAIpQLScIIFFIF7neL9e5mmNIN2ipNpL7ug-aUKl4mkaDCODJ7vv-8g/viewform>

Logo #3 received the most votes, but some requests for changes were discussed among the partners and implemented by UNIMED until the final result was reached.

UNIMED did not want to limit the decision to a numerical vote, and also opened the discussion to the quality of the logo, so that everyone would feel best represented by the logo that will represent the project throughout its course.

The final logo, shown below, depicts a university whose pillars are made up of columns of leaves, a symbol of sustainability.

In the background is a floating body in the form of a stylised human figure with a hand reaching out to support the project. The letter 'o' represents the head of the stylised human figure.



The logo is used on all project-related materials, among others: internal documents, deliverables, minutes, website, social media, press releases, visual identity and branding materials, presentations.

## 4 Project visual identity

On the basis of the project proposal and in addition to the project website and logo, the partners explored the visual identity to be developed in the project and decided on the following:

- Templates (ppt, report/minutes, agenda, deliverables)
- Roll-up of the project
- Poster of the project
- Flyer of the project
- Social media (Linkedin and Facebook)

The primary aim of promotional items is to amplify SuProM's reach and deepen connections with the project's audience.

The Media Kit is made available on the project website once materials are developed:

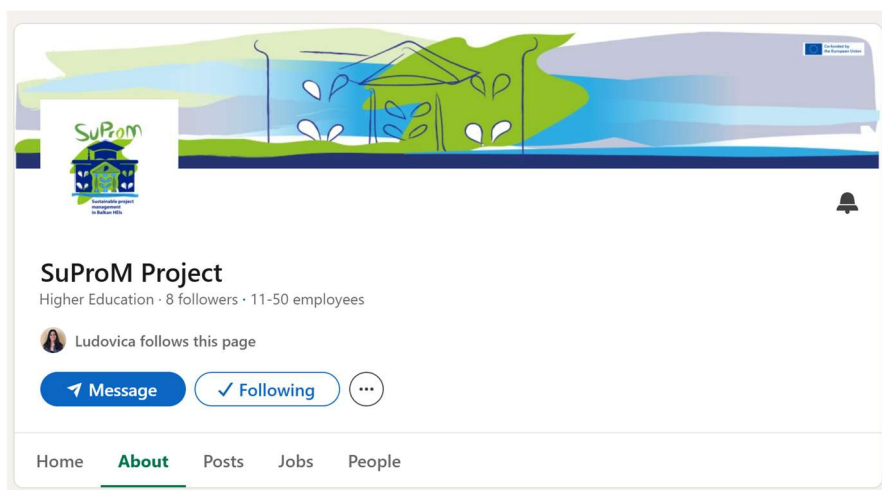
<https://www.suprom-project.eu/media-kit/>

Partners are requested to use the project Grant Agreement number in all the external communication and dissemination materials, together with the EU emblem and disclaimer.

Use of social media contributes to establishing a continuous interaction with project stakeholders, and maintaining public engagement with the project, for keeping regular interest towards project initiatives and events and for sharing key achievements. Social networks will be managed by UNIMED with the support of partners in the production of contents.

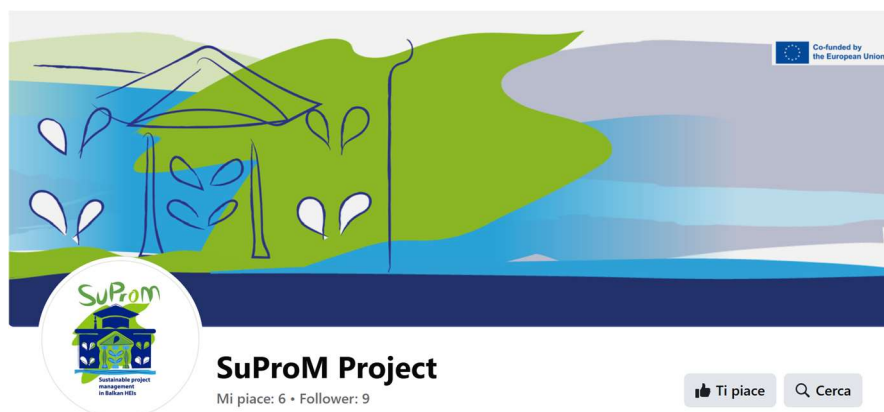
A LinkedIn account is available at:

<https://www.linkedin.com/company/suprom-project/about>



A Facebook account is available at:

<https://www.facebook.com/people/Suprom-Project/61573138731112>



Lastly, supplies for training will be made ready for use in order to ensure an efficient management of the sessions and high-quality capacity-building.

In particular, the following materials will be produced:

- 400 project leaflets;
- 200 project folders;
- 200 pencils.



## Get in touch



[info@suprom-project.eu](mailto:info@suprom-project.eu)



[www.suprom-project.eu](http://www.suprom-project.eu)

## Project # 101177983

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## Social Media

