

## LIFANA

Lifelong Food and Nutrition Assistance

AAL-Call-2017-013

Start date: 1 May 2018

Duration: 30 months



# D4.1 “MEDIA KIT AND WEBSITE”

**Document type<sup>1</sup>:** O  
**Dissemination level<sup>2</sup>:** PU  
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**Partners involved:** LIST, FhP  
**Authors:** Christoph STAHL (LIST)

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<sup>1</sup> L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

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## Consortium

<b>Participant n°</b>	<b>Participant organisation name</b>	<b>Participant short name</b>	<b>Organisation type</b>	<b>Country</b>
1 (Coordinator)	Luxembourg Institute of Science and Technology	LIST	Research	Luxembourg
2	Luxembourg Institute of Health	LIH	Research	Luxembourg
3	Associação Fraunhofer Portugal Research	FhP	Research	Portugal
4	Sonae Center Serviços II, S.A.	SONAE	Company	Portugal
5	Santa Casa da Misericórdia do Porto	SCMP	End-user	Portugal
6	Gociety Solutions	GOC	Company	Netherlands
7	Unie KBO	KBO	End-user	Netherlands
8	cereneo Schweiz AG	CER	Company	Switzerland

## Acknowledgements

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# INTRODUCTION

This document gives an overview of the logos to be used to represent the project, the partners, and funding agencies, in all external communication. The logos and materials are made accessible through the shared OneDrive folder. Besides the logos, a poster for the project has been provided, that includes all partner logos and clip arts. The LIFANA logo and the clip-arts have been licensed for use in the project by LIST, but the standard license for the clip-arts doesn't allow sharing or multiple users.

The project will disseminate regular news through the existing communication structures of the partners and their own corporate identities, so that we see no need for a dedicated newsletter template besides the provided LIFANA logo.



# LOGOS

## The LIFANA Logo

The LIFANA logo (Figure 1) has been created by the Web-design company designmatic.com and purchased by LIST to be used for the project. It is available as PDF, JPEG and PNG files.



*Figure 1: LIFANA logo.*

The font name used for the logo is “Average Sans”, and it is recommendable to use the same font for the text in flyers and other material, as shown in Figure 2. This font has been developed by Google and accessible here under the Open Font License (OFL):

<https://fonts.google.com/specimen/Average+Sans>

The OFL allows the licensed fonts to be used, studied, modified and redistributed freely as long as they are not sold by themselves.

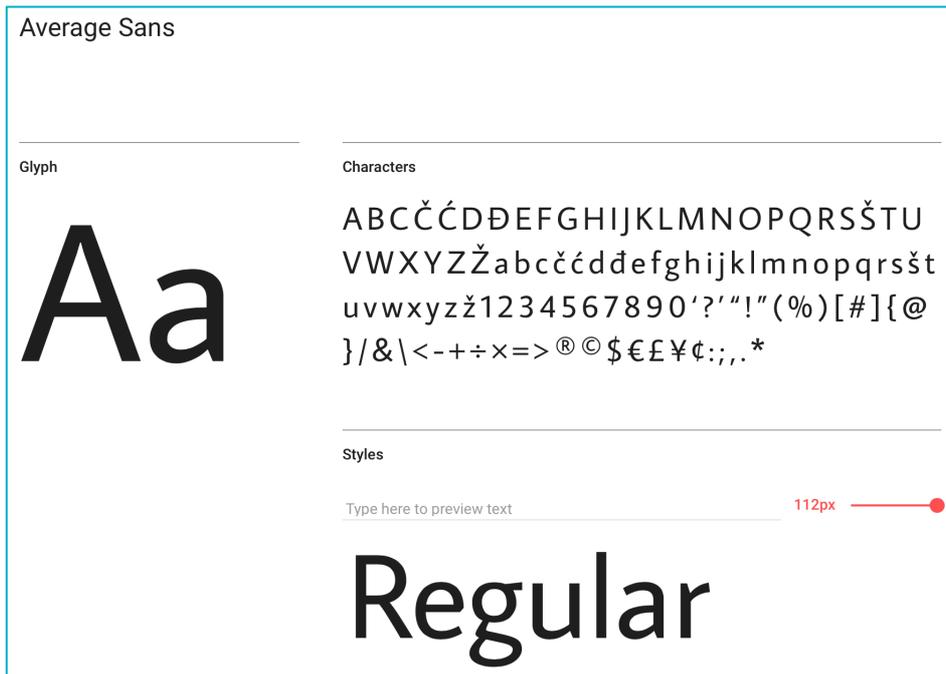


Figure 2: Font Average Sans

## Partner Logos

The following table gives an overview of the available logos and formats. In general, scalable vector formats (svg, pdf, eps, ppt) should always be preferred over fixed-resolution bitmaps (png, jpg, gif) to make sure that no artifacts are visible in print products. However, some logos are only available as bitmaps, but with sufficient resolution even for large width, e.g. on a poster. In general, a minimum resolution of 300dpi is encouraged for print products.

Table 1: Available formats for partner logos.

Organisation	bitmap	transparent	eps	svg	pdf	ppt	Source/comments
LIFANA	400x515	x			x	x	designmantic, .ppt manually created
LIST	945x200	x	x				LIST
LIH	1908x614	-	-	-			LIH
Fraunhofer	3274x977	+	-	-			FhP
SONAE MC	3543x709	-	-	-			SONAE
Continente	300x300						SONAE
Santa Casa	2577x940	x	-	x			Santa Casa, guidelines apply, permission required <sup>1)</sup>
Gociety	3366x1020	-	-	-			GOC
KBO-PCOB	1499 x 380	-	-	-			KBO
cereneo	750x236	x	x				



AAL	3500x2480					CMU, Nicola Filizola
EU	2363 x 1576			x		European Commission, online
FNR	1109x268	x	x			Official logos
ZonMW	570 x 133	x	x			Official logos
FCT	1240 x 1181					Official logos
Switzerland	2560x826	x		x		Wikipedia

1) Santa Casa provides an Identity Manual that describes how to use their logo. Documents that use their logo need to be approved by Santa Casa.

The following Table 2 gives an overview of all logos.

Table 2: Overview of all available logos.


## Guidelines

The logo of Santa Casa comes with guidelines how to use it, regarding dimensions and spacing.

Depending on the paper format, the following sizes are specified:



- Less than A5: 20 mm wide
- A5: 30 mm wide
- A4: 40 mm wide
- A3: 50 mm wide
- Outdoor dimension: 500 mm

A protective area must be secured around the entire 5 mm logotype. In the protection area there can not be any other graphic element.

We will apply the same guidelines for sizes and spacing to all partner logos.



## Licensed graphics and clip-arts

The following stock images were licensed by LIST from iStockphotos to be used in LIFANA. The graphics can be used by LIST to create content for the project, but the standard license doesn't allow sharing or distribution of the licensed image source.



Figure 3: Generic kitchen background image, used for website and poster.

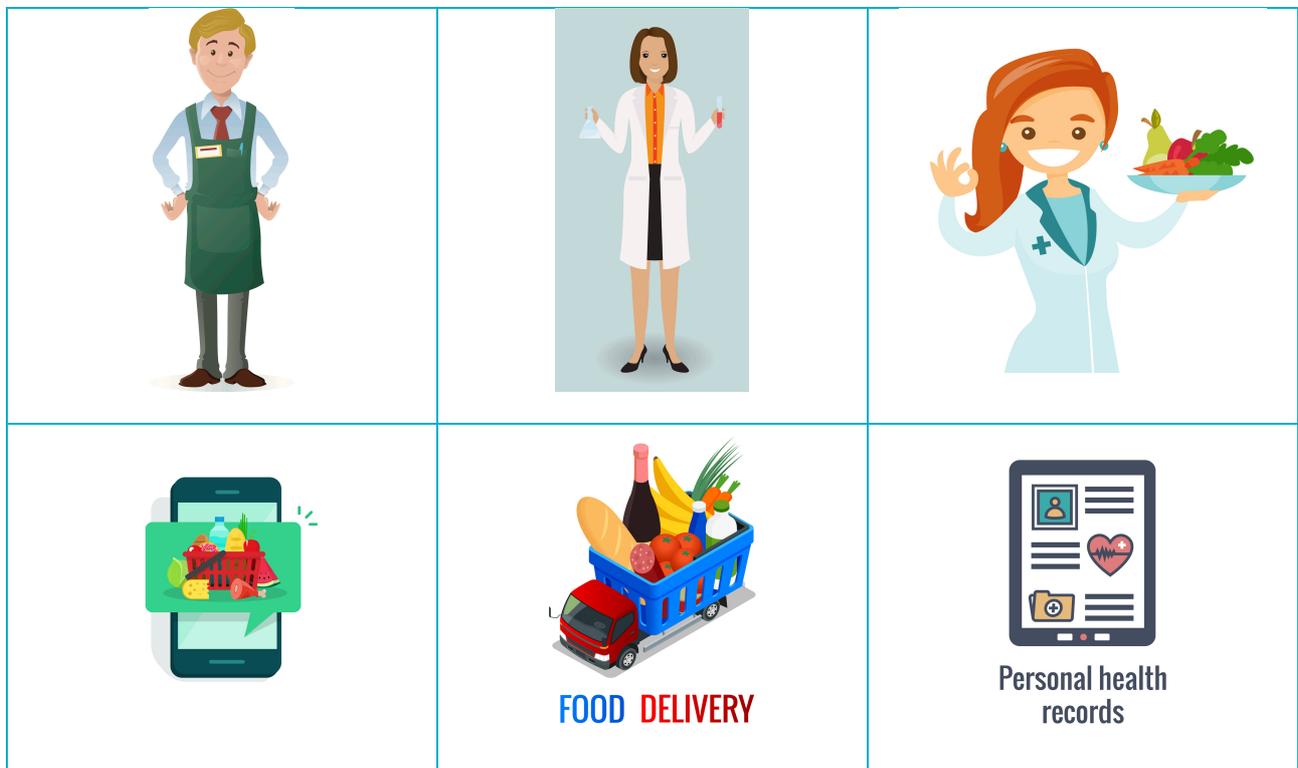


Figure 4: Clip-arts used for the LIFANA diagram and poster.



Figure 5: Set of avatar images, used to illustrate Personas.



# TEMPLATES

## LIFANA Poster

For the presentation of the project at the AAL Forum 2018, a poster has been designed that can serve as template for other publications as well. It includes the logos of the AAL association, the EU flag, all funding agencies and partners. It also includes a licensed background image showing vegetables and a tablet computer on a wooden desk, which can be reused for other publications. The clip-arts used in the diagram are also licensed and available.

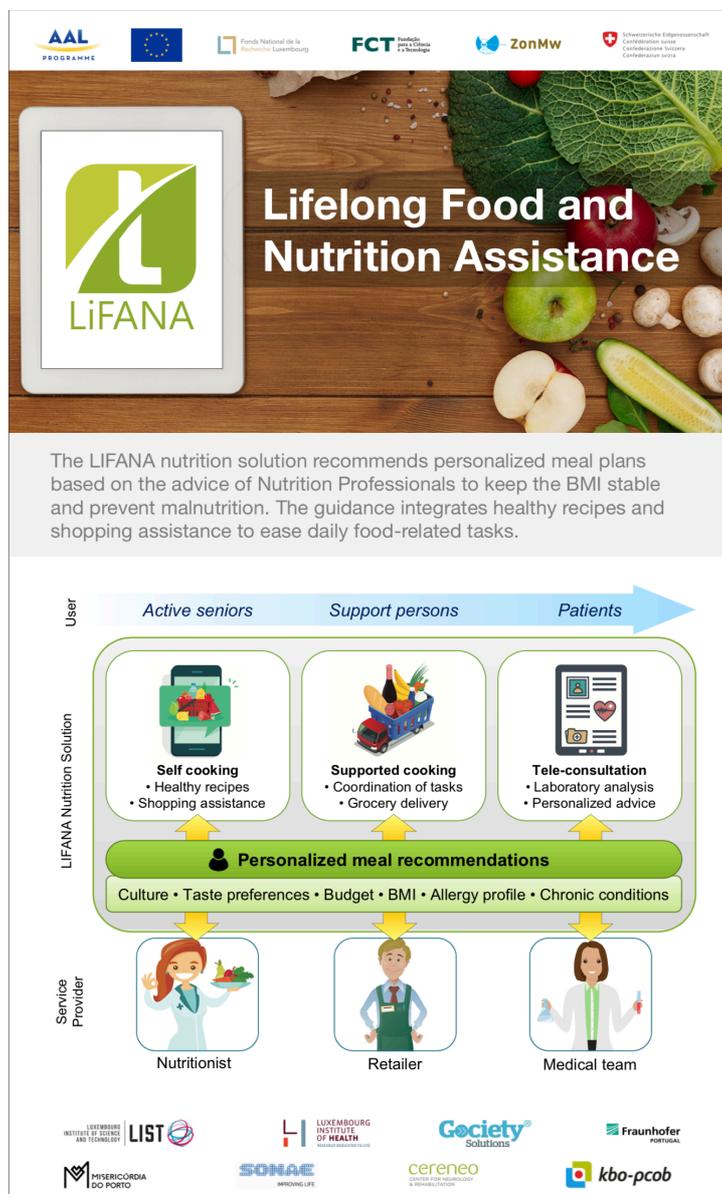


Figure 6: LIFANA Poster designed for AAL Forum 2018.



## Deliverables

The template for deliverables is based on the standard template for LIST reports, with a specific title page and AAL and EU logos in the header.

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# WEBSITES

For the website, a domain has been registered by LIST ([www.lifana.eu](http://www.lifana.eu)) that is easy to remember.

## LIFANA at LIST research projects pages

Currently, the domain refers to the LIST project page of LIFANA, hosted by LIST. It is available in English and French language and gives information about the inspiration, innovation and impact of the project, and lists all partners and funding agencies. It also provides a flyer to download as pdf. This page will also be archived and hosted by LIST after the project ends.

**LUXEMBOURG INSTITUTE OF SCIENCE AND TECHNOLOGY LIST**

RESEARCH COOPERATIONS INSTITUTE CAREER MEDIA CENTRE CONTACT Q FR EN

Home > Research > Projects > Lifelong Food and Nutrition Assistance

# LIFANA

Lifelong Food and Nutrition Assistance

### INSPIRATION

Many elderlies suffer from malnutrition that can cause (or be caused by) chronic health conditions, such as diabetes type 2, high blood pressure, cardiovascular diseases, stroke or even osteoporosis. Through appropriate adjustments in their diets, on the basis of personalized nutritional advice from nutritionists, the burden of established diseases as well as the risks of developing further conditions can be diminished.

In this context, the LIFANA project aims to reduce the effort of daily food-related tasks for end-users and their support persons by integrating the meal-recommendations with recipe databases, grocery delivery services and smart shopping lists.

### INNOVATION

The objective of LIFANA is to develop and evaluate a software application called the LIFANA Nutrition Solution that supports healthy nutrition through all phases of ageing, from active seniors to elderly users and patients in need of daily care. It will recommend meals for a whole week based on the user's preferences, such as culture, taste, and budget, but more importantly on personal advice provided by professional nutritionists. The objective is to include dishes that are nutritionally appropriate on their own and that the user likes. Depending on the individual abilities and situation of the user, the package will further support shopping tasks for self-cooking, coordination of shopping tasks with informal carers, such as family members, and grocery delivery services.

The project integrates software components for meal recommendation and shopping assistance, as provided by LIST and Fraunhofer Portugal, into the GoLivePhone® mobile application that addresses the needs of elderly users. It is developed and distributed by our SME partner Gocietly Solutions® from The Netherlands. As the project leader, LIST contributes its WikiFood platform, which includes microservices for (i) natural language processing of ingredient lists with detection of synonyms, (ii) a knowledgebase of 651 defined food hypersensitivity-related substances and a food-class hierarchy, and (iii) tools for data quality assessment of food-product information and information extraction.

### IMPACT

Individual meal recommendations based on personal advice from professional nutritionists and integrated with decision support in the supermarket will assist the users to change their eating habits in order to maintain a healthier lifestyle. LIFANA also addresses socio-economic aspects by taking advantage of promotional offers from retailers. In Switzerland, the LIFANA Solution will be adapted by our clinical B2B partner Cereneo to connect discharged patients at home with nutritionists for nutrition advice.

The project team expects significant improvement of well-being and a reduced risk of malnutrition during the field trials with 280 participants in three countries. The project business partner Gocietly Solutions intends to make the results of the project LIFANA widely available as additional module in their existing GoLivePhone software suite as soon as possible after the project ends.

Research domains

- IT

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### PROJECT FLYER

DOWNLOAD PDF FLYER

### PARTNERS

- Luxembourg Institute of Health (LU)
- Fraunhofer Portugal (PT)
- SONAE (PT)
- Santa Casa da Misericórdia do Porto (PT)
- Gocietly Solutions (NL)
- Unie KBO (NL)
- CERENEO (CH)

### FINANCIAL SUPPORT

- AAL Joint Programme
- Fundação para a Ciência e a Tecnologia - FTC (PT)
- ZonMw (NL)
- State Secretariat for Education, Research and Innovation - SERI (CH)

Project co-financed by the European Union



## LIFANA project website

The project website is maintained and hosted by LIST, but meant to be independent and to represent the whole consortium. It is designed using the TYPO3 content management system and includes background information about the project and its architecture, and a timeline of events during the project. The media section provides all public dissemination material.

**TYPO3 CMS**  
UNIFY PACKAGE

ABOUT LIFANA ▾ PROJECT TIMELINE ▾ MEDIA ▾ CONTACT ▾

**LIFANA**

Welcome to LIFANA

NEWS: [Register for free and join the field trials of the project!](#)

The goal of the AAL project LIFANA is to develop and evaluate a smartphone app called the **LIFANA Nutrition Solution** that supports healthy nutrition through all phases of ageing, from active seniors to elderly users and patients in need of daily care. The app will recommend meals for a whole week based on the user's preferences, such as culture, taste, and budget, but more importantly on personal advice provided by professional nutritionists. The objective is to include dishes that are nutritionally appropriate on their own and that the user likes.

Our partners

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