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MARKOPOLO

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Deliverable 21.2

Cluster web portal and visual identity

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Dissemination Level		
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ExpoHealthNet cluster

ExpoHealthNet

Deliverable 21.2 Cluster web portal and visual identity

Version 01

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Author(s)	Description	Date
Anastasiia Aksonova, Julia Goetz (EXPOSIM, accelCH)	Draft deliverable	05.09.2025
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Abbreviations

Abbreviation	Term
EHN	ExpoHealthNet
EC	European Commission
EU	European Union
D	Deliverable
NCD	Non-communicable diseases
WG	Working group
WP	Work Package

Executive Summary

Deliverable 21.2 reports on the development of the joint ExpoHealthNet (EHN) visual identity and web portal (expohealthnet.eu), designed to provide a unified communication framework for the ExpoHealthNet (EHN) cluster uniting seven projects on environmental stressors and non-communicable diseases.

The visual identity, prepared by EXPOSIM in consultation with all partners, establishes a consistent and recognisable style across the cluster. It includes the EHN logo, colour palette, font hierarchy, and guidelines for images and graphics. The identity conveys the cluster's mission by combining professional design with environmental and health-related themes, ensuring coherent use across reports, presentations, events, and dissemination materials. Templates and guidelines have been circulated to partners to support consistent application.

The web portal, coordinated by EXPOSIM, serves as the cluster's central online hub. Built on WordPress for flexibility and scalability, it integrates the EHN visual identity into its design and provides structured access to information on the cluster's mission, working groups, projects, events, news, and resources. The portal is hosted securely by accelCH, designed with accessibility and inclusivity principles, and structured to evolve as new results and outputs become available. Planned additions include a dedicated resources library, outputs repository, and newsletter subscription. Continuous monitoring with Google Analytics will track traffic, engagement, and reach, while content planning tools and partner templates ensure quality and consistency.

Together, the visual identity and web portal strengthen the visibility, coherence, and impact of ExpoHealthNet. They provide a unified entry point for stakeholders, facilitate joint dissemination and exploitation of results, and contribute to the cluster's long-term outreach and engagement strategy.

1 Introduction

Deliverable 21.2 presents the joint web portal and visual identity developed for ExpoHealthNet (EHN), the Horizon Europe cluster uniting seven projects investigating the role of environmental stressors in non-communicable diseases. The deliverable outlines the creation of a cohesive and recognisable visual identity, including the cluster logo, colour scheme, fonts, images and graphics and explains how these elements are integrated across communication and dissemination materials. It further details the development, structure and strategy of the dedicated web portal (expohealthnet.eu), which acts as the central online entry point to showcase the cluster's objectives, activities and outputs. Together, the visual identity and web portal provide a unified framework for visibility, stakeholder engagement and knowledge exchange across the cluster.

2 Visual identity

A visual identity is a collection of visual elements that serve to represent and differentiate a brand or project. The EHN visual identity has been created by EXPOSIM, accelCH and reviewed and approved by all cluster projects and includes the cluster logo, colour scheme as well as defined fonts and graphic elements to be used for all the EHN communication and dissemination material. Throughout the cluster, images and graphics are also used to illustrate and support the content shared. These will include photos taken during the cluster annual meetings, graphics created specifically for the cluster, stock images and technical visuals provided by the cluster partners. The created graphics and stock images follow a consistent style that can be easily associated with EHN, which consists of the use of simple icons and realistic stock images. accelCH has prepared and circulated comprehensive visual guidelines for cluster partners' reference.

Figure 1. EHN visual identity

2.1 Logo

The ExpoHealthNet logo is the primary visual identifier of the cluster. It combines a modern, clean wordmark with a graphic element inspired by the connectivity of the seven projects in one cluster.

Figure 2. EHN logo

The logo is available with or without a white background and in the following formats:

- eps, suitable for professional print applications, e.g., InDesign, Photoshop
- png, suitable for digital use
- white-scale logo version (for dark backgrounds)
- a separate favicon (logo icon).

To be visible, the logo must be at least 25 mm in width when printed in A4 and adapted in size for larger print formats. The cluster projects will take care not to distort the logo. It has been agreed that the logo must be used consistently across all materials, maintaining clear space around it and avoiding distortions, colour changes or unapproved alterations. The logo and visual identity have been included in the cluster's respective templates set up by accelCH (see Figure 3.):

- Word templates for deliverable reports, agenda and meeting minutes
- PowerPoint presentation.

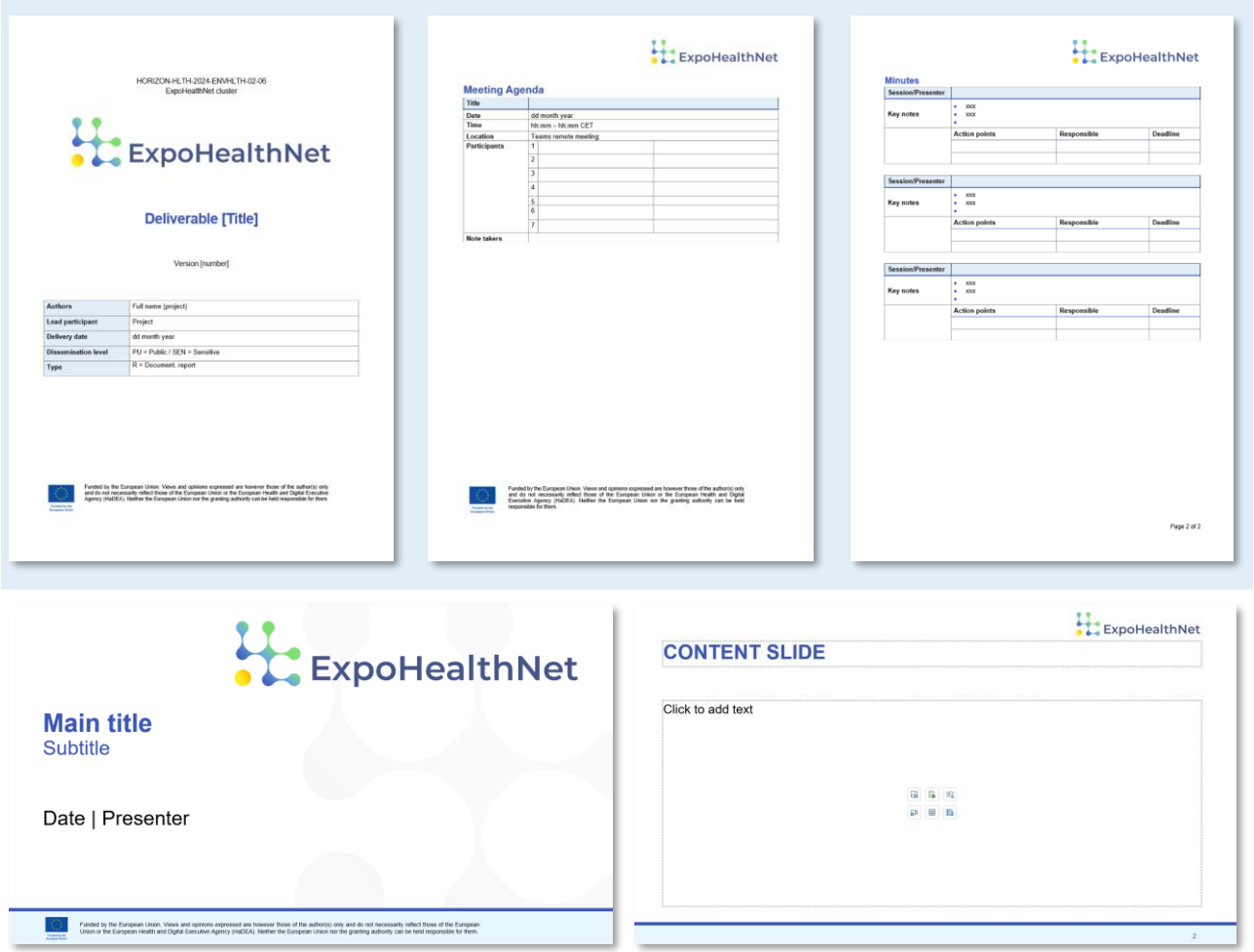

Figure 3. Screenshots of the available EHN templates

2.2 Colour guide and theme

The colour scheme of the ExpoHealthNet visual identity reflects the cluster's mission to address environmental stressors and health. A green and blue palette has been selected to symbolise sustainability, environment and wellbeing, while maintaining a professional and trustworthy tone. The main colours are complemented by neutral shades of grey and white to ensure clarity and balance across all materials.

Figure 4. The EHN colour palette

This combination provides flexibility for use in print and digital formats, guaranteeing accessibility and readability in both light and dark contexts. The consistent application of the colour theme across reports, presentations, the website and other communication tools strengthens the recognisability of the cluster and visually unites the seven projects.

2.3 Font

The ExpoHealthNet identity uses a clear and professional typographic hierarchy:

- Montserrat Bold and Regular: The primary font for titles, headings and body text in visual and digital communication.
- Arial Regular: Used in official documents where system fonts are required, guaranteeing accessibility and compatibility across platforms.

2.4 Images and graphics

The visual identity emphasises the use of images and graphics that highlight environmental health and cross-disciplinary research. These include:

- Photography/stock images: Illustrative images of air pollution, urban and natural environments and scientific research in action.
- Graphics: Simplified icons and diagrams reflecting pollutants (air, noise, waste, light) and health outcomes (respiratory, cardiovascular, immune).

accelCH has shared the initial set of stock images for joint use as well as geometrical shapes to be used as supportive visual elements in the created designs. All visual material must align with the identity guidelines: images are to be high-quality, relevant to the cluster's mission and supportive of the overall green-blue theme.

3 Web-portal

As part of the cluster's communication and dissemination activities, the development of a dedicated web portal is led by accelCH from the EXPOSIM project. The website (expohealthnet.eu) plays a central role in providing open and structured access to information about the cluster, its objectives, ongoing activities under specific Working Groups (WGs) and details on each cluster project. Information on the results and the outcomes of the collaboration will be showcased once these become available. The website went live in July 2025.

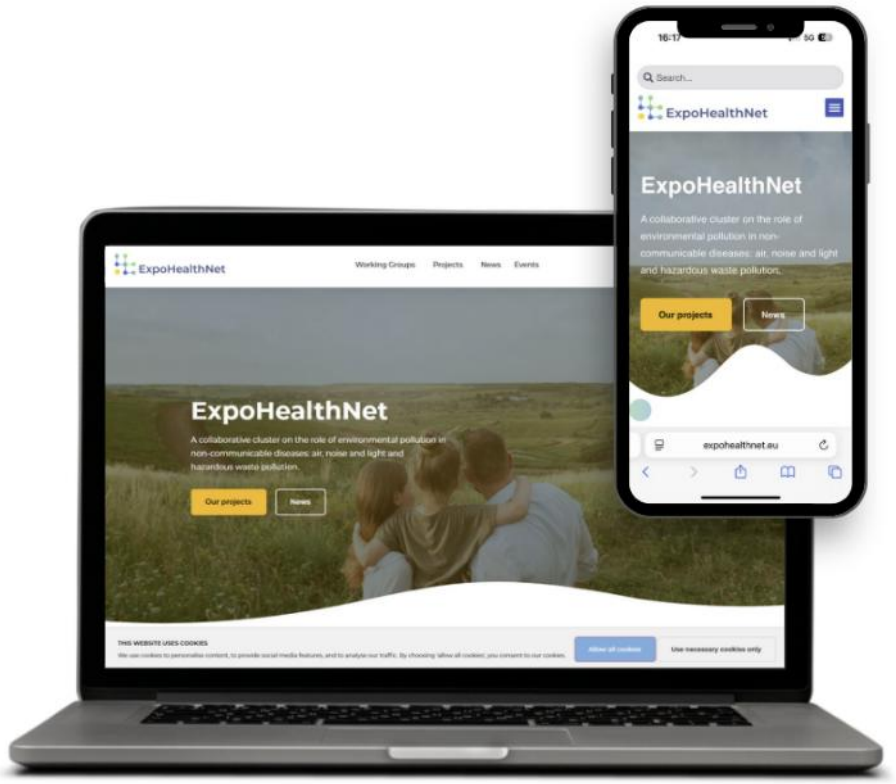

Figure 5. Screenshots of the EHN website

3.1 Strategy and goals

The ExpoHealthNet web-portal has been designed as the central online platform for the cluster, uniting seven Horizon Europe projects investigating the role of environmental stressors in non-communicable diseases (NCDs). Its main strategic goals are:

- **Visibility and outreach**: present the cluster as a collective initiative, ensuring that its objectives, activities and outputs are communicated clearly and consistently to policymakers, researchers, healthcare professionals and the wider public.
- **Knowledge exchange**: provide a centralised access point for project outputs, publications, events and news, thus facilitating the sharing of knowledge across the seven projects and with external stakeholders.
- **Community building**: act as a hub for fostering collaboration within and beyond the cluster by connecting researchers, policymakers, patient groups and industry.
- **Impact maximisation**: support dissemination, exploitation and communication by ensuring projects' results are visible, accessible and reusable, thereby enhancing the cluster's scientific, societal and policy impact.

The portal aligns with the cluster's mission to maximise synergies, avoid overlaps and increase the overall scientific and policy relevance of its outputs.

3.2 Implementation process

The web portal was implemented under the coordination of accelCH with input from all cluster members. The process followed three main stages:

1. **Design and set-up**: Based on the ExpoHealthNet visual identity, the site was built on a WordPress CMS for flexibility, ease of updates and long-term sustainability. The design incorporates the cluster logo, colour palette and fonts to ensure consistency with other communication materials.
2. **Content population**: Initial content was prepared, drawing from the cluster's "Modalities for implementation" document and the individual project descriptions. Each project contributed its profile webpage. The News and Events pages were structured into dedicated sections for regular updates.
3. **Review and launch**: The draft version was reviewed by representatives of all seven projects to ensure accuracy and inclusiveness. The official launch was timed to coincide with the start of major dissemination activities, such as the first cluster annual meeting in Barcelona in September 2025, hosted by the ClimAir project, maximising visibility from the outset.

The development process followed a user-centred design methodology, prioritising clarity, accessibility and future scalability. The content architecture was outlined in close collaboration with communication leads and project representatives from all involved cluster projects to ensure alignment with the shared strategy and visibility goals. The EXPOSIM communication team has circulated all necessary set-up material for feedback and input with the cluster projects. The site was developed using a modular structure to allow ease of navigation and progressive content expansion over the project lifecycle. The actual development phases included:

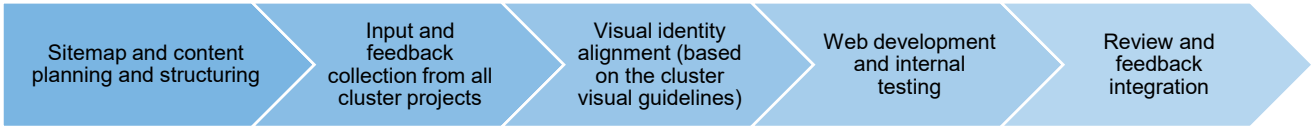

Figure 6. Development phases of the website

3.3 Hosting, accessibility and inclusivity

The domain expohealthnet.eu was established and is managed by accelCH, securely hosted on their web server. The site was configured using the WordPress content management system (CMS) and the "Elementor" plugin, a leading platform for constructing WordPress websites. This tool incorporates an intuitive visual builder, allowing the creation of professional and precise websites. Additionally, it provides adaptable and professional layouts, along with various supplementary plugins to incorporate interactive features and tailor the website to the project's requirements. It also includes responsive designs, ensuring that the website adjusts seamlessly to different screen sizes.

Accessibility has been addressed from the outset. The web portal design includes:

- Clear text hierarchy and contrast ratios
- Alt-text for images and icons
- Mobile responsiveness

Content is written in clear and concise British English, following plain language principles to ensure inclusiveness.

3.4 Structure and content

Each page of the EHN website has been structured with a clear objective to present the cluster's mission, partners, research progress and outputs in a coherent and user-friendly way. The content strategy reflects both the need for scientific credibility and accessibility to wider audiences, with dedicated pages for projects' visibility, news updates, event promotion and open research outputs. As a dynamic platform, the website will evolve alongside the cluster, ensuring that new results, events and dissemination materials are continuously integrated.

Table 1. Overview of the EHN website pages and the objectives of each page

Page	Objective
Home	To introduce ExpoHealthNet, highlight its mission and showcase the cluster of seven projects. Includes a banner with the title/subtitle, a short introductory paragraph, project boxes linking to individual websites, key statistics, latest news snippets and the EU funding acknowledgement.
Working Groups (3 subpages: Policy and Practice, Data and Protection, Communication and Dissemination)	To explain the role of each of the three thematic working groups, their objectives, key activities, target audiences and contact information. Designed as a resource for policymakers, researchers, data experts and communication professionals, ensuring clarity on how the cluster coordinates efforts across different domains.
Projects	To present an overview of all seven participating projects and provide direct links to their websites. The objective is to strengthen visibility, showcase the breadth of the cluster and connect users to detailed project-specific information.
Individual Project Pages	To provide a dedicated space for each of the seven projects, including title, logo, description, coordinator, partners and links to their websites and social media. Designed to give a consistent and recognisable format for all projects within the cluster.
Events	To offer a centralised calendar of past and upcoming events across the cluster. Includes scientific conferences, workshops, webinars and meetings. The objective is to facilitate participation, showcase cluster engagement and provide visibility for both project-hosted and relevant external events.
News	To provide regular updates about project milestones, publications, events and achievements across the cluster. Designed as a dynamic content space to keep stakeholders informed and maintain engagement.
Resources *(planned)*	To host newsletters, brochures, flyers, videos and other dissemination materials. Will expand as the materials become available. The objective is to create a single access point for stakeholders to explore the outputs of the cluster.
Toolbox/Outputs *(planned)*	To serve as a repository of scientific outputs and tools generated by the cluster projects (e.g., policy briefs, datasets, toolboxes). This page will be established once the first tangible results are available.
Newsletter subscription *(planned)*	To provide a dedicated space for stakeholders to subscribe to the cluster's joint newsletter, ensuring regular outreach and wider dissemination.

Together, the different pages of the ExpoHealthNet web portal create a comprehensive and interactive environment to showcase the cluster's work and impact. The modular set-up allows for the future addition of a Toolbox/Outputs page once the first research results are available, as well as a dedicated newsletter subscription section to strengthen long-term outreach and stakeholder engagement.

Social media links, contact email address, funding acknowledgement and privacy and cookie policies were also integrated onto the web portal.

This structure was designed to meet the needs of both expert stakeholders (e.g., researchers, policymakers) and non-specialist audiences (e.g., general public, media), ensuring accessibility and usability across different user groups.

3.5 Analytics and evaluation

The performance and impact of the ExpoHealthNet web-portal will be continuously monitored by accelCH using **Google Analytics**. Among all indicators, the following ones will be tracked closely:

- **Website traffic**: number of unique visitors, returning visitors, and total page views.
- **Engagement metrics**: average session duration, bounce rate, and downloads of key resources.
- **Geographic reach**: visitor location data to assess international visibility and policy relevance.
- **Referrals**: analysis of traffic sources, including social media, project websites and external links.

Regular evaluation will help identify which content resonates most with the target audiences and will inform adjustments to the communication strategy. Results will be shared with the cluster partners in dissemination reports.

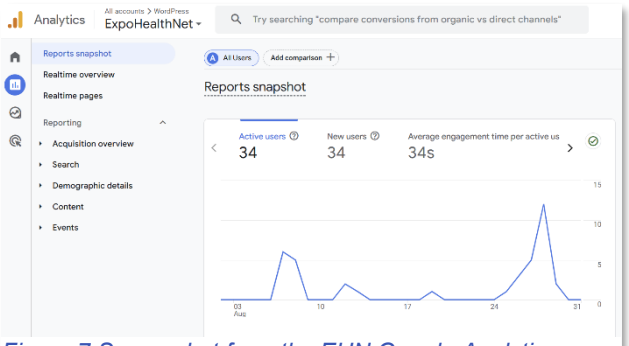

Figure 7.Screenshot from the EHN Google Analytics page

In line with Horizon Europe requirements, KPIs will be defined for the abovementioned indicators. The evaluation will ensure that the web portal effectively contributes to the overall impact of the cluster.

To ensure a structured and coordinated approach to the cluster's online communication, accelCH set up a dedicated website content planning file, which is being integrated with the existing social media content planning file. This combined planning tool enables alignment between the cluster's web and social media presence, ensuring consistent messaging and cross-promotion across channels. In addition, dedicated file collectors were created for events hosted by individual projects or relevant to the cluster as a whole. These ensure that all upcoming and past events are systematically captured and reflected on the website, providing visitors with a comprehensive overview of ExpoHealthNet's activities. To maintain quality and consistency, accelCH also provided clear instructions to the cluster communications teams on the required format for news pieces prepared by individual projects by sharing a tailored template. This covers length, style and accompanying visuals, supporting partners in producing accessible content. As a result, news articles will be regularly published on the website in a coherent and professional way, enhancing the visibility of cluster activities and outputs and ensuring joint work on the cluster updates content.

4 Conclusion

The development of a joint visual identity and the launch of the ExpoHealthNet web portal strengthens the EHN cluster's communication and outreach activities. By ensuring consistency in design and messaging, the visual identity reinforces the recognisability and credibility of the cluster, while the web portal serves as a central entry point for all external communication cluster activities. By integrating dynamic content, cross-project updates and media assets, it:

- Supports cross-project visibility and coherence
- Facilitates knowledge exchange and stakeholder engagement
- Encourages media interest and broader public outreach
- Provides a single, accessible information source for the cluster's results.

The web portal is also intended to host joint dissemination products such as a cluster brochure, newsletters, policy briefs and individual projects' tools over time, thus contributing to long-term visibility of the cluster.