

D14.1-Project Website Report

Project Acronym	COLOURS
Project Title	Collaborative On-cloud Lab for the conservation and digital restoration of Coloured heritage collectionS
Grant Agreement Number	101233413
Call and Topic Identifier	HORIZON-CL2-2024-HERITAGE-ECCCH-01/ HORIZON-CL2-2024-HERITAGE-ECCCH-01-05
Funding Scheme	HORIZON Innovation Actions
Project Duration	36 Months [1 October 2025 – 30 September 2028]

Document Information			
Work Package No	WP14	Deliverable Number	14.1
Deliverable Name	Website		
Type	DEC —Websites, patent filings, videos, etc		
Due Date	M2		
Version	1.0	Status	
Dissemination Level	UP - Public		
Lead Partner	FBC		
Contributors	FBC, CNR		
Keywords	Project Website; Dissemination; ECCCH; Visibility		

Abstract	This report provides a description and confirmation of the COLOURS project's public website and logo. As a central dissemination tool, the website is the primary channel to present the project's objectives, innovative tools, and commitment to the ECCCH to stakeholders and the public. It confirms compliance with all EU visibility and integration requirements.
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Version	Release date	Summary of changes	Authors - Institutions
1.0	30/11/2025	Final	FBC, CNR

Project information

Project start date: 1 October 2025

Project Duration: 36 months

Project website: <https://colours-eccch.eu/>

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COLOURS Consortium

No.	Short Name	Institution Name	Country
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2	FhG	FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV	Germany
3	FORTH	IDRYMA TECHNOLOGIAS KAI EREVNAS	Greece
4	NTNU	NORGES TEKNISK-NATURVITENSKAPELIGE UNIVERSITET NTNU	Norway
5	FBA	FUNDINGBOX ACCELERATOR SP ZOO	Poland
6	FBC	FUNDINGBOX COMMUNITIES SL	Spain
7	ECE	ERASMUS CENTRE FOR ENTREPRENEURSHIP BV	Netherlands
8	ZVKDS	JAVNI ZAVOD REPUBLIKE SLOVENIJE ZA VARSTVO KULTURNE DEDISCINE	Slovenia
9	BCS	Brakebush Bories	Germany
10	GMB	GALERIA MESTA BRATISLAVY	Slovakia
11	MIC	MINISTERO DELLA CULTURA	Italy

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1. Executive Summary

This report confirms the successful completion and deployment of **Deliverable D14.1 Website** at the start of the project. The website is an essential tool for project coordination, community engagement, and maximising impact, in line with the objectives of WP14: *Impact generation, end-users' engagement*.

The **COLOURS** project aims to make a major contribution to the digital transition of cultural heritage conservation and restoration by developing integrated colour analysis and restoration tools tailored to diverse artefacts. The public website immediately reflects this mission, establishing our presence and supporting our collaboration goals.

The website is publicly accessible at the following address: colours-eccch.eu

2. Website Design and Compliance

The COLOURS website was designed as an attractive and informative digital showcase that adheres strictly to the branding and compliance rules of the Grant Agreement and the ECHOES Co-Branding Guidelines.

2.1. Project Logo and Branding

The project logo has been finalised and implemented on the website.



The logo's central element is a **vibrant, multi-segmented colour wheel**, representing the project's core focus on colour as a key element of cultural heritage. The colour segments resemble a palette or restoration chart, vividly communicating our mission to provide advanced digital tools for colour analysis and digital restoration, functioning as an intellectual "colour picker" for restorers and creators.



The upper right segment breaks down into digital pixels or squares, symbolising the **digital transition** that COLOURS is driving in the heritage sector. This illustrates the application of high-precision computational and predictive technologies to the preservation of cultural heritage colours.

The official logo uses a co-branded format featuring the **ECHOES symbol** immediately followed by a separating line and the **COLOURS logo**. This design choice is compliant with the ECHOES Communication Guidelines, ensuring the separation of brands, respect for visual proportions, and alignment of the ECHOES symbol's colour to the COLOURS visual identity for harmony.



Our primary colour palette is built around two core tones: dark blue and light blue, which embody the brand's reliability, clarity, and modern character. These



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colours should dominate key identity elements such as the logo, typography highlights, and main backgrounds.

Magenta serves as an accent colour, used sparingly to draw attention to important details, calls to action, or small visual highlights. Together, these primary colours ensure a strong, cohesive, and recognisable brand presence across all applications.

The brand's typeface is Verdana, chosen for its high legibility, simplicity, and versatility across both digital and print environments. Its clean and modern style reinforces message clarity and ensures accessible communication in all formats. Verdana should be used for headings, subheadings, and body text to maintain visual consistency throughout all brand materials. Its weights should be applied hierarchically, prioritising readability and a cohesive typographic structure.

2.2. Critical Compliance Checks

The website fully integrates all mandatory elements stipulated in the Grant Agreement and the ECHOES Communication Guidelines:

Compliance Requirement	Status	Verification Detail
EU Visibility	COMPLIANT	The European emblem (flag) and the funding statement "Funded by the European Union" are prominently and correctly displayed.
Project Integration / URL	COMPLIANT	The website utilises the mandatory domain structure: colours-eccch.eu . This URL structure and the co-branding directly link COLOURS to the broader Cultural Heritage Cloud initiative.
Disclaimer	COMPLIANT	The full, mandated disclaimer is visible: "Funded by the European Union. Views and opinions expressed are however, those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them".

ECCCH Website Layout	COMPLIANT	The website structure adheres to the visual consistency requirements of the echoes-eccch.eu website, including placement of the logo, horizontal menu, and social media links.
Dedicated ECCCH Page	COMPLIANT	A dedicated page, accessible via the main navigation menu, provides a brief description of the Cultural Heritage Cloud initiative and links to echoes-eccch.eu .

3. Website Structure and Content

The website is structured to provide clear, high-level access to all core project information:

Section Name	Purpose and Key Content
Home	Presents the core mission: Safeguarding cultural heritage through integrated digital colour analysis and the promotion of interdisciplinary collaboration.
The Project	A detailed overview of the primary objectives, including developing the hybrid collaborative environment, predictive restoration technologies, and tools for enhancing public engagement.
Consortium	Features the 10 beneficiaries and the Coordinator, highlighting the diverse expertise in heritage science, technology development, and innovation management.
Social Media	Direct links to COLOURS' social media channels to facilitate continuous dissemination, announcements, and stakeholder dialogue.
Contact	A simple contact mechanism to allow stakeholders and the general public to directly reach the project coordination for inquiries.

The website will evolve dynamically in line with the project's progress, and additional content will be incorporated as appropriate, for example upon the launch of the FSTP activities.

COLOURS: Revolutionising Heritage Restoration with Digital Tools

Using AI-powered analysis and collaborative hybrid spaces, the EU-funded COLOURS project will deliver an integrated toolkit for simulating restoration outcomes, providing heritage professionals with a practical solution to make confident conservation decisions for coloured artifacts.

[ABOUT THE PROJECT](#)

Rediscovering History in Full Colour

Europe's cultural heritage is a treasure trove of vibrant history, but the original colours of frescoes, sculptures, and ancient textiles are often faded or lost to time. Restoration decisions are complex and frequently irreversible, highlighting a critical need for tools that can predict outcomes and build consensus among experts before physical work begins.

Our Vision

Our vision is to transform the practice of cultural heritage restoration by placing **colour at the centre of an innovative digital framework**. We are developing advanced tools and collaborative environments to analyse, simulate, and visualise restoration outcomes, enabling more precise and sustainable conservation strategies for Europe's most precious artefacts.

These tools will be fully integrated into the **European Collaborative Cloud for Cultural Heritage (ECCCH)** to ensure they are accessible and scalable for all stakeholders.

Our Core Objectives

The COLOURS project is structured around four key objectives:



Build a Collaborative Environment

We are creating a hybrid digital space where conservators, curators, and scientists can meet and interact with 3D digital twins of artefacts in real-time, no matter where they are located.



Develop Predictive Restoration Tools

We are adapting and implementing AI-powered tools that allow experts to forecast and simulate various restoration strategies.



Create Tools to Assist Restoration

Our project will deliver a suite of digital tools that assist, document, and optimise the physical restoration process itself.



Enhance Public Engagement

We aim to make the restoration process more transparent and exciting for the public using immersive storytelling and mixed reality (AR/VR).

4. Website Deployment and Next Steps

The project website is fully functional and ready for continuous operation throughout the project duration (36 months).

- **Deployment and Hosting:** The website is deployed and hosted to ensure accessibility from any platform or device.
- **Future Updates:** The website platform is designed for dynamic content updates. This ensures that public deliverables will be uploaded, partner details will remain current, and all news and project results will be disseminated efficiently, supporting the detailed plans of **WP14** and **WP15** for impact generation and exploitation.

5. Annexes

1. Brand Book

BRAND BOOK



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Introduction

The logo's central element is a **vibrant, multi-segmented colour wheel**, representing the project's core focus on colour as a key element of cultural heritage. The colour segments resemble a palette or restoration chart, vividly communicating our mission to provide advanced digital tools for colour analysis and digital restoration, functioning as an intellectual "colour picker" for restorers and creators.

The upper right segment breaks down into digital pixels or squares, symbolising the **digital transition** that COLOURS is driving in the heritage sector. This illustrates the application of high-precision computational and predictive technologies to the preservation of cultural heritage colours.

The ECHOES symbol is to be used consistently across all media to maintain brand recognition. All communication and dissemination materials and channels, both online and offline, must include the ECHOES symbol, with the sole exception of social media.



The combination of dynamic forms and a vibrant palette symbolises the bridge between past and present, showing how technology and research allow us to restore life and authenticity to ancient art. This symbol communicates precision, creativity, and respect for history—core values of our brand.

Clear space

In order to ensure the correct legibility, recognition, and visual hierarchy of the logo, **a minimum clear area is established that must remain free of any graphic, typographic, or photographic elements.**

No external element may encroach upon this safety perimeter. Failure to comply with these guidelines compromises the visual integrity of the brand and its correct application across any medium.



Primary colours

Our **primary colour palette** is built around two core tones: **dark blue and light blue**, which embody the brand's reliability, clarity, and modern character. These colours should dominate key identity elements such as the logo, typography highlights, and main backgrounds.

Magenta serves as an **accent colour**, used sparingly to draw attention to important details, calls to action, or small visual highlights.

Together, these primary colours ensure a strong, cohesive, and recognisable brand presence across all applications.

#292929

#30316d

#428fd2

#cc3366

#ffffff

Secondary colours

Secondary colours **complement** the primary palette and allow the brand’s visual expression to expand without losing consistency. Their use should be **strategic and moderate**, applied mainly to supporting elements such as backgrounds, graphics, illustrations, or visual accents.

These colours **should never replace** the primary tones in key identity elements; instead, they reinforce clarity, hierarchy, and the brand’s overall personality.



#f3b046	#f3b046	#F3B046	#EC6435
#5dc7d5	#53b6d4	#3069bc	#f3b046

Typography

The brand’s primary typeface is **Verdana**, chosen for its high legibility, simplicity, and versatility across both digital and print environments. It’s **clean and modern style** reinforces message clarity and ensures accessible communication in all formats.

Verdana should be used for **headings, subheadings, and body text** to maintain visual consistency throughout all brand materials. Its weights should be applied hierarchically, prioritising **readability** and a **cohesive** typographic structure.



Aa

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
¿?¡!@#%&()=-+€

Aa

Verdana Bold

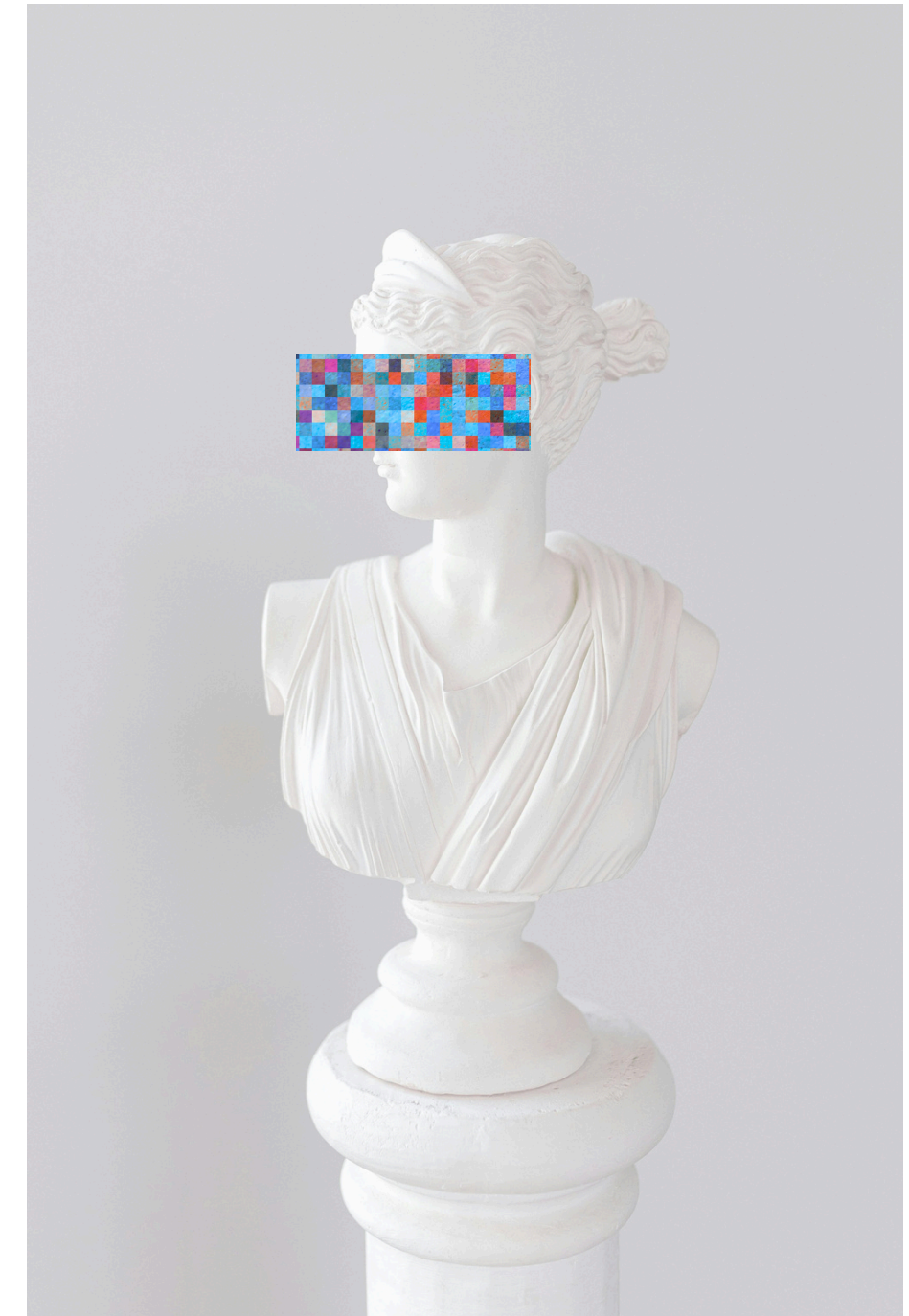
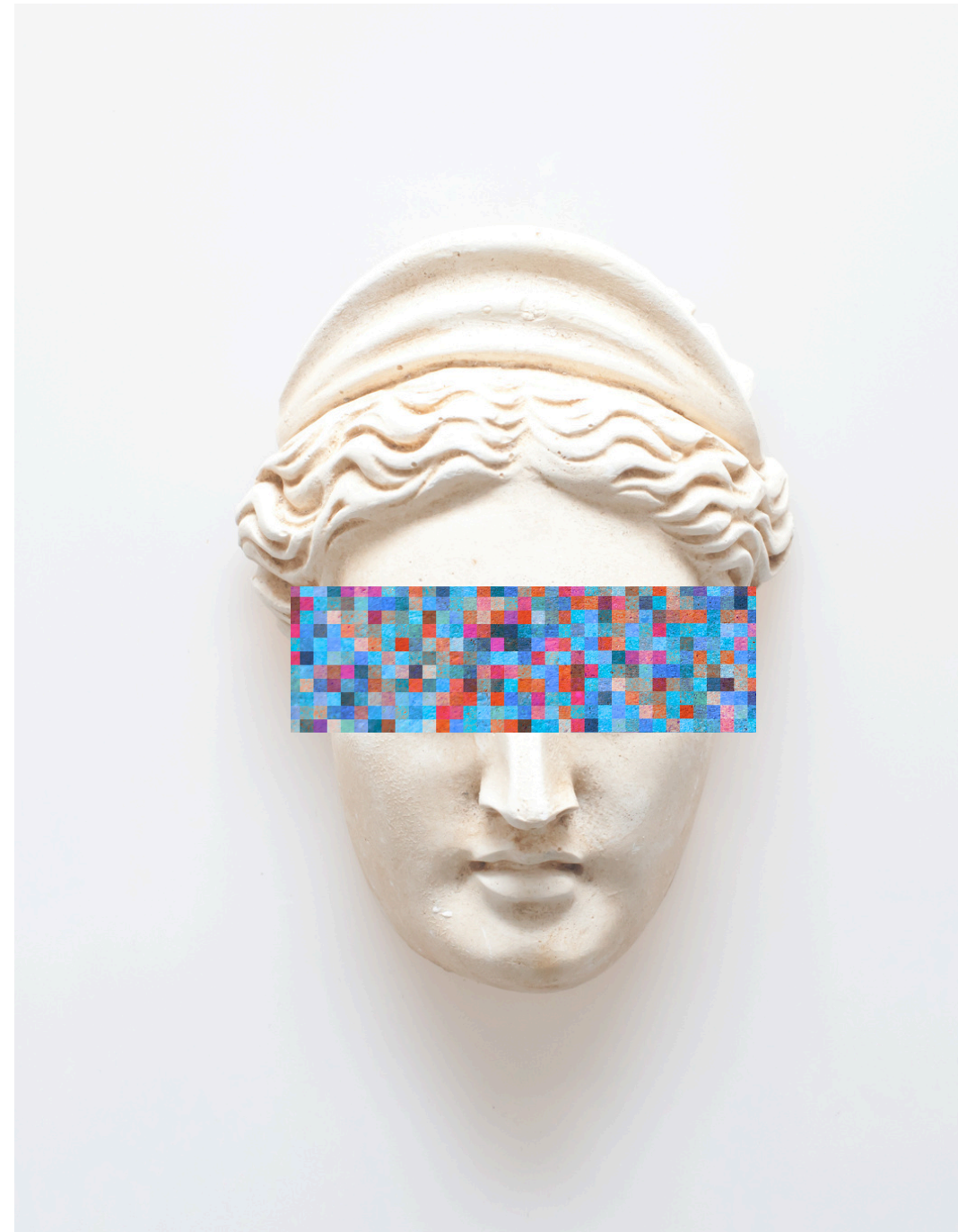
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
¿?¡!@#%&()=-+€

Imagery

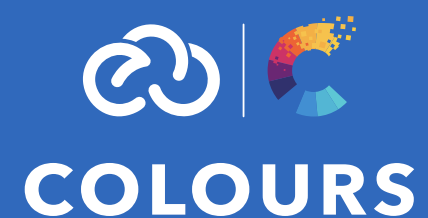
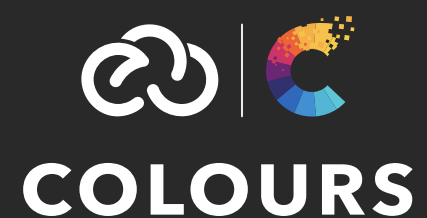
Our visual style is built on **clean, minimalist compositions**. We use sculptures and art pieces, blending them with a pixelated layer of colour—one that can only be revealed through the COLOURS.

This creates a striking **contrast** between the traditional and the contemporary.



Background colours

The background colour should always be chosen with the **logo's legibility** and **contrast** in mind. Use the positive version of the logo on light backgrounds and the negative version on dark backgrounds, ensuring maximum visual clarity. Selecting the appropriate version helps maintain a **consistent and easily recognisable brand** presence across all applications.



Background negative & positive

There will be times when the logos need to be shown in positive or negative (**white or black**). These would be the available options.





THANK YOU

THANK
YOU

