



SMART OPTICAL
AND ULTRASOUND
DIAGNOSTICS
OF BREAST CANCER

Project title: Smart Optical and Ultrasound Diagnostics of Breast Cancer

Grant Agreement: 731877

Call identifier: H2020-ICT-2016-1

Topic: ICT-29-2016 Photonics KET 2016

Deliverable 6.2: Visual identity and online presence

Leader partner:	Beneficiary 8, EIBIR
Author(s):	Peter Gordebeke
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Dissemination level:	Public



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1. Introduction

The SOLUS project was submitted to the H2020-ICT-2016-1 call, topic ICT-29-2016 “Photonics KET 2016” and is funded by the Horizon 2020 research and innovation program. SOLUS applies core photonic technology and addresses the call’s biophotonics topic on advancing imaging for in-depth disease diagnosis.

In order to provide an overview of the overall visual identity and online presence for SOLUS, screenshots and images have been included in this brief report along with short descriptions of the website, social media, logo and templates that have been developed as part of the project’s communication and dissemination efforts.

The visual identity and online presence comply with all communication requirements set forth by the European Commission and Photonics21. The funding source, Grant Agreement number and the Photonics21 public private partnership are mentioned on the website, and in the slide templates.

2. Visual identity

A visual identity for the SOLUS project has been developed to ensure clear, consistent and recognisable brand for all communications. The SOLUS logo can be seen below:



The logo of the project features a modern typeface and a graphic replacing the letter O. Next to the wordmark the full title is displayed. This briefly but effectively summarises SOLUS’s overall topic and goal to members of all target groups. The use of optical and ultrasound techniques is indicated, and that these are applied in the field of breast cancer diagnostics. The colours used in the logo are black for the text and a yellow-green (hexadecimal #ddde49 / CMYK 20,0,81,0) for the graphic.

The graphic, displayed below, is a representation of the breast, and features a smaller circle in the center, which represents a lesion/tumour. Waves aimed towards the center represent the light- and soundwaves used to image and characterise the breast lesion.



The project logo and visual elements are available to the entire consortium in multiple formats for easy and quick use. In addition to the full logo, a “wordmark only” version (displayed below) is available for situations in which space is constrained, or the tagline is not necessary due to redundancy reasons. The graphic is also available by itself.



All versions of the SOLUS logo are also available in multiple formats for both print and web use (e.g. EPS-format for high quality printing, PNG-format for web use with transparency, JPEG-format for simple web use). The logo was made available to all partners.

In order to ensure widespread project recognition at conferences, workshops and other dissemination events, PowerPoint templates have been prepared. These are tied to the visual style of the logo. It consists of four slide designs, and various layout options. It includes a cover slide, a general slide, a slide that can be used as a cover slide for different chapters/sections of a presentation, and a final slide.

Slides with general information about SOLUS and the partners are also available to all partners on Teamwork, an internal online collaborative platform, where all partners can securely share documents, and view an interactive version of the Description of Action (for more information on the Teamwork platform, please see Deliverable D6.1).

All communication and dissemination activities will be carried out using this visual identity. This includes all print and digital media, ranging from folders with background information and the project website to scientific posters and social media.

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SOLUS



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SOLUS

3. Online presence

SOLUS's online presence enables and facilitates communication between the project and its target groups, and rapid dissemination of project information to a large, global audience.

3.1 Project website

SOLUS's project website is located at www.solus-project.eu and offers information about the project and its results to various audience on a global level. The .eu domain was chosen in order to associate the project with its European nature. The EU flag, grant number and a statement on the project's Horizon 2020 funding have been included in the website's footer.

The SOLUS website features a modern, bright, responsive design. The responsive design ensures accessibility not only from a computer, but also from mobile devices such as tablets and smartphones. The design follows, and completes, the visual identity of the project.

For the homepage of the website a single-page scrolling format was chosen as it allows users to simply scroll through all the main features of the website without having to navigate through separate pages. This takes into account the growing number of users from mobile devices. To benefit users of traditional, non-touchscreen devices, the site will scroll and navigate itself, once a link is clicked.

The website includes the project's overall aims and objectives, as well as information on each work package and how it contributes to the overall goals of SOLUS. An overview and profile of all project partners is provided, with links to the partners' website for more information.

The header image on the home section of the website was chosen to give the website a technical yet medical image to a wide audience of users. The image displays the use of an ultrasound probe on a medical phantom while various graphs from measurements are displayed on a computer screen.

Public project deliverables and reports, press items and other dissemination material will be made available for download on the website. If possible due to copyrights, scientific publications will also be made available.

The website will be regularly updated according to project progress.

The following series of screenshots will provide an overview of the website's main scrolling page and some of the main subpages:

- Latest news posts, which are then linked to more detailed news reports
- About section with links to a page with work packages descriptions and a results repository which will contain all public deliverables
- Page with results repositories listing public deliverables which will be updated as the project progresses
- Partners section to identify location of partners. Each country has separate page with description of each partner, see below.
- clicking read more the user is taken to a page with online repositories for open access publications and press material.
- Press & publications page with file repositories. Open access articles will be added as available
- The Contact section with details of the scientific coordinator and the project coordinator. All messages sent via the message function are sent directly to the email account of the project coordinator
- Website footer contains EU emblem and statement on funding source.

SMART OPTICAL AND ULTRASOUND DIAGNOSTICS OF BREAST CANCER



SOLUS

INNOVATION IN THE DIAGNOSIS OF BREAST CANCER USING ULTRASOUND AND DIFFUSE OPTICS.

The SOLUS project aims to develop a new multimodal imaging system which can classify breast cancer detected by mammography screening, in a non-invasive manner, and significantly improve the ability to differentiate between benign and malignant tumours. Invasive procedures, such as biopsies, are currently carried out in an unnecessarily high number of cases. SOLUS can help avoid such unnecessary biopsies by improving the characterisation of lesions in the breast.

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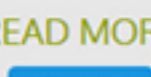
LATEST NEWS



PUBLIC LAUNCH OF SOLUS

Innovation in the diagnosis of breast cancer using ultrasound and diffuse optics.

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ABOUT THE PROJECT

SMART OPTICAL AND ULTRASOUND DIAGNOSTICS OF BREAST CANCER

SOLUS is a four-year, trans-disciplinary collaborative research project. It brings together highly-experienced engineers, physicists and radiologists to develop an innovative imaging system which combines cutting-edge developments in diffuse optics, ultrasound and shear wave elastography for high-specificity diagnosis of breast cancer.

WORK PACKAGES

The project is divided into eight work packages responsible for the various aspects and stages of the development and validation of the new SOLUS device.

[READ MORE](#)

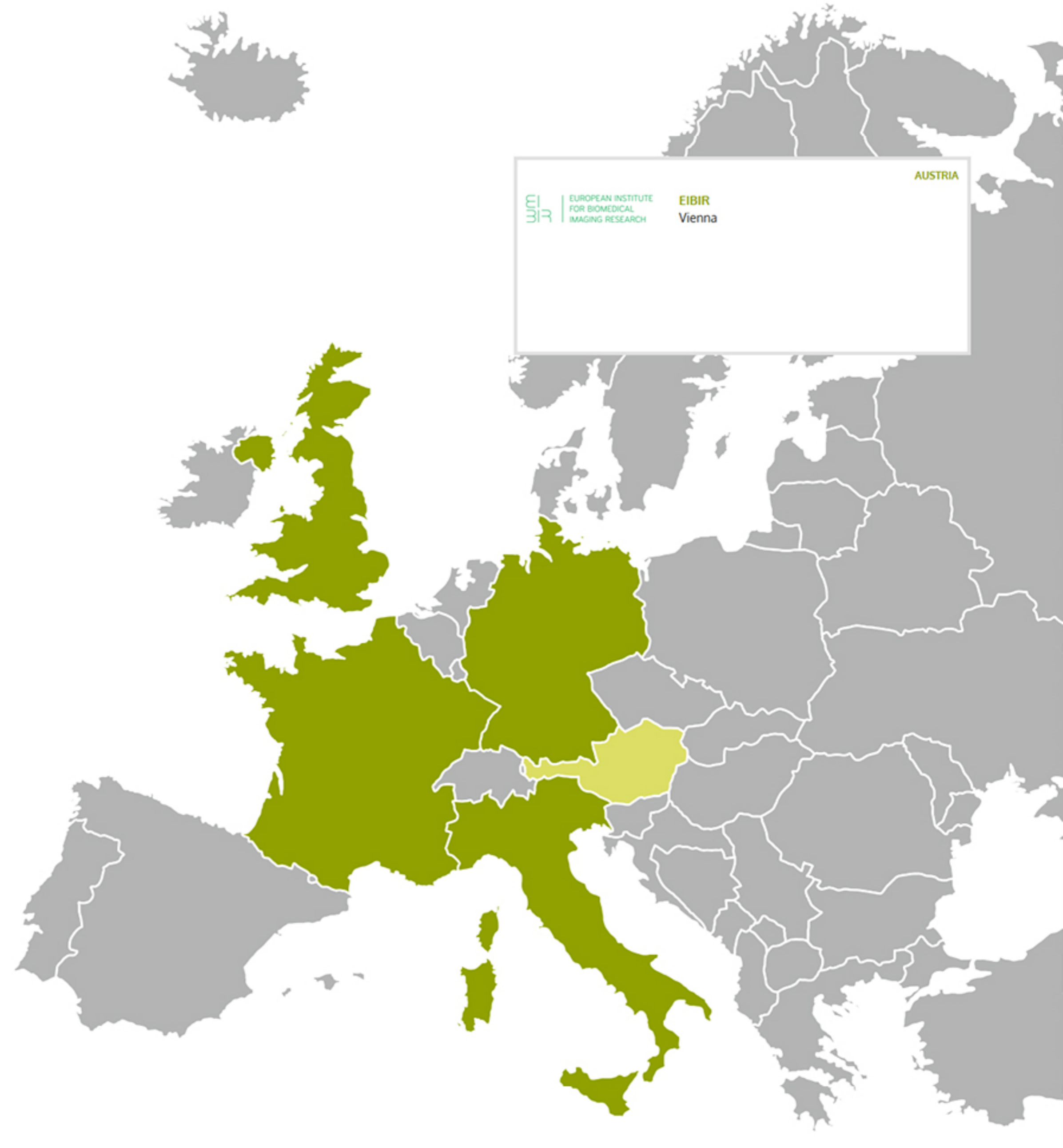
RESULTS AND DELIVERABLES

We're making our research findings, and some data available free-of-charge for interested readers and are providing open access to published papers and reports.

[READ MORE](#)

THE SOLUS CONSORTIUM

Our multidisciplinary consortium combines the expertise of nine partners from five European countries. It includes major universities and research institutes, industry partners and a clinical partner. To find out more about our consortium and its scientists, click on the country on the map below and the individual partner logos to the right.



PRESS, MEDIA AND PUBLICATIONS

You can find all our press publications, media, research results and public data here.

PRESS AND MEDIA

Download all our promotional materials, such as flyers and folders, and read our press releases.

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OUR RESEARCH RESULTS AND DATA

Our research is published free of any restrictions on access. View our scientific publications and our public reports. Certain data is also shared and available to all.

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CONTACT

SOLUS welcomes inquiries from the public. If you have any questions about our research or the SOLUS device we're developing, feel free to contact us using the form below.



PAOLA TARONI

PROJECT COORDINATOR

Paola Taroni is a professor of physics at the Department of Physics of POLIMI. She is the project coordinator of SOLUS and leads the project in scientific aspects. Her research focuses mainly on the development of laser systems for time-resolved spectroscopy and imaging, and their applications in biology and medicine with specific attention to the translation of novel techniques to the clinical use.



PETER GORDEBEKE

PROJECT MANAGER

Peter Gordebeke is a project manager at the European Institute for Biomedical Imaging Research, and leads the project management of SOLUS. He has done research in RNA biology in both academic and industry settings, and has past experience in project management of clinical studies, and EU-funded research.

SEND US A MESSAGE

YOUR MESSAGE

YOUR NAME

YOUR EMAIL ADDRESS

[SEND](#)

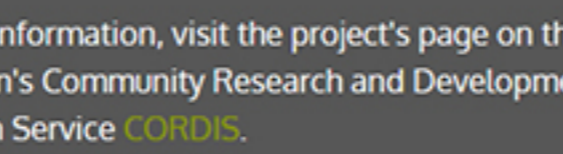
SOLUS
The SOLUS project is a collaborative research effort, developing a non-invasive and easy-to-operate multi-modal imaging system for high-specificity diagnosis of breast cancer. The system combines optical tomography and ultrasound in a low-cost, point-of-care medical device.

LEGAL
The SOLUS project is an initiative of the Photonics Public Private Partnership. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731877. WWW.PHOTONICS21.ORG.
For more information, visit the project's page on the European Commission's Community Research and Development Information Service CORDIS.

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WWW.EIBIR.ORG

LEGAL INFO



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SOLUS

**INNOVATION IN THE DIAGNOSIS OF BREAST CANCER USING
ULTRASOUND AND DIFFUSE OPTICS.**

The SOLUS project aims to develop a new multimodal imaging system which can classify breast cancer detected by mammography screening, in a non-invasive manner, and significantly improve the ability to differentiate between benign and malignant tumours.

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LATEST NEWS



PUBLIC LAUNCH OF SOLUS

Innovation in the diagnosis of breast cancer using ultrasound and diffuse optics.

[READ MORE](#)



ABOUT THE

DEVELOPMENT OF NOVEL COMPONENTS AND SUBUNITS

WORK PACKAGE 1

This Work Package (WP) will develop new single-photon detectors, compact laser systems and fast timing circuits for building an integrated smart optode. The latter will be incorporated in ultrasound probes for combining optical tomography and ultrasound elastography for the classification of breast lesions. WP1 will lead to:

- Time-gated single-photon detector with wide active area dedicated to diffuse optics.
- Compact laser system based on an integrated driver for fast-pulsed laser diodes.
- Fast timing circuit for acquiring the distribution of photons arrival times.
- Smart optode, integrating the laser system, the fast-gated detector and the timing electronics.

[WORK PACKAGE 1](#)[WORK PACKAGE 2](#)[WORK PACKAGE 3](#)[WORK PACKAGE 4](#)[WORK PACKAGE 5](#)[WORK PACKAGE 6](#)[WORK PACKAGE 7](#)[WORK PACKAGE 8](#)

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DELIVERABLES

On this page we will share our public deliverables and other public reports, as they become available and the project receives the permission from the Commission to publish them. We will always alert interested parties through our news section and social media ([TWITTER](#)) as well.

Deliverable

Definition of paradigms representing exemplary breast lesions cases

D2.1

Available

March 2017

Benchmark configuration and data assessing functional working of acquisition and processing hardware and software on the mockup system

D3.5

Year 3

Authorization for the clinical use of the multi-modal optical/US prototype

D3.6

Year 3

Design of multi-modal phantoms for DOT-US

D4.1

June 2017

Definition of protocols for system characterization

D4.2

November 2017

Definition of procedures for routine tests

D4.3

Year 2

Performances assessment of optode components

D4.5

Year 2

Performance assessment of the single optode

D4.6

Year 3

Performance assessment of DOT with US priors

D4.7

Year 3

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PRESS AND MEDIA

The results of the SOLUS Project will have a significant impact on breast cancer diagnosis and treatment. As a result, keeping all stakeholders informed and up-to-date is also a key aim of the project and a range of press and dissemination material will be created at each stage of the project to announce the latest results.

Name	Date	File
Public launch press release	2017-02-28 22:21:30	SOLUS PRESS RELEASE 1 - INNOVATION IN THE DIAGNOSIS OF BREAST CANCER.PDF

PUBLICATIONS

During the course of its four-year research period, SOLUS researchers will publish scientific articles and every effort will be made to make these available on an open-access basis.

Below is a list of publications related to the SOLUS Project which will be updated as the project progresses.

POLIMI

Politecnico di Milani

Politecnico di Milano (POLIMI) is one of the largest universities in Italy (1,400 faculty staff and 38,000 students), and is acknowledged in Europe as a high-level technical school for engineering.



POLITECNICO
MILANO 1863

POLITECNICO DI MILANO

MICRO PHOTON DEVICES

SAN RAFFAELE HOSPITAL

POLIMI has extensive experience in collaborative research projects and is the top university in Italy for projects funded in FP7, with 280 funded projects (53 as project coordinator) and 9 ERC grants, with 26% success rate on submitted proposals (EU average 21%). In H2020, 96 projects have been funded and 10 ERC grants awarded so far.

POLIMI is also active in supporting IP transfer from academia to industry. Since 2000, more than 100 startups were spun off/out of POLIMI, and more than €80 million turnover generated during incubation. In 2014, more than 40 companies were founded (83% remain operative companies). POLIMI is 9th in the

3.2 Social media

Next to the project website, the establishment of the online presence for SOLUS also includes profiles on social media platforms. In order to engage with social media users, a SOLUS twitter account has been set up and is managed by EIBIR. The @SOLUS_H2020 twitter account will also be used in conjunction with the @eibir_biomed account to announce and promote the new SOLUS project website and all future updates.

Social media allows the target audience to follow the project, and interact with it directly, and creates a more direct link with the general public that might be reached less effectively through other specific channels. Partners are also asked to use their institutional social media to promote SOLUS. To increase visibility of the project social media advertising campaigns, such as Thunderclap or other crowd speaking platforms, will be employed to tie in with relevant regional or global events such as Breast Cancer Awareness Month (every October) and boost SOLUS' visibility during this period. Furthermore, regular periodic updates with information tailored to all target audiences will be shared via social media.

The online and social media presence facilitates two main purposes: 1) communication and dissemination of the project achievements to the general public, identified stakeholders, target groups and end users, and 2) provide a platform for early career researchers and the involved research teams to collaborate smoothly.

Buttons have also been added throughout the SOLUS project website to invite users to follow SOLUS on Twitter. The press and communications offices from the all the large academic partners have been made aware of SOLUS' social media presence and will be asked to support promotion of the SOLUS twitter account and website via their own social media channels.



The SOLUS project

@SOLUS_H2020

Joined January 2017

TWEETS

2

MOMENTS

0

Edit profile

Tweets

Tweets & replies



Pinned Tweet



The SOLUS project @SOLUS_H2020 · 41m

#H2020 project SOLUS will develop a multimodal imaging system for better #BreastCancer #diagnostics solus-project.eu @Photonics21



The SOLUS project @SOLUS_H2020 · 41m

Just launched our project website! Visit solus-project.eu #launch

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1.33M Tweets