



EUROPA

LASER-DRIVEN UNIVERSAL
RADIO-ISOTOPE PRODUCTION
ACCELERATOR

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About EUROPA

EUROPA envisions an innovative Artificial Radioisotope (ARI) production facility based on laser-plasma acceleration (LPA), leveraging its versatility to produce innovative radiopharmaceuticals for diagnosing and treating a wide range of cancers. For the first time, EUROPA intends to demonstrate that LPA can produce ARIs with sufficient activity (in Bq) and quality for medical research. This enables compact, easy to-deploy ARI production units suitable for deployment in hospitals, offering a wide range of ARIs.

Nuclear medicine is increasingly favored for cancer diagnosis and treatment, due to far fewer side effects than chemotherapy. However, it requires extensive preclinical investigations to study a broad array of ARIs to treat various types of cancer. Currently, ARIs are produced by a limited number of nuclear reactors and accelerators that cannot meet the rising demand for novel isotopes in nuclear medicine. LPA offers a highly versatile source of radiation (gamma rays) and particles (ions and neutrons) across a broad energy spectrum, making it a promising approach for generating the moderate activity levels required for innovative radiopharmaceutical applications.

To demonstrate this potential, EUROPA focuses on two innovative pairs of theranostic ARI: $^{61}\text{Cu}/^{67}\text{Cu}$ and $^{43}\text{Sc}/^{47}\text{Sc}$. The project aims to optimize LPA mechanisms to enhance the yield of accelerated particles within the desired energy range, while developing dedicated detectors to support proof-of-concept experiments for radioisotope production.

Furthermore, EUROPA investigates ways to increase the laser repetition rate, thereby improving the average particle current – an essential step toward transitioning from scientific proof to technological application. Bringing together top experts in radiopharmaceuticals, LPA physics, nuclear science, and high-intensity lasers, EUROPA could offer a disruptive, scalable ARI production technology, compact, easy to operate and dismantle, unlocking new applications and markets.

The consortium consists of [IMT Atlantique](#) (as coordinator), [CNRS](#), [CEA](#), [University of Bordeaux](#), [University of Strathclyde](#), [IFIN-HH](#), [Laserlab-Europe](#) (affiliated entity: [FV Berlin](#)), [CLPU](#), [GSI](#), [Thales](#), [Amplitude](#) and [Focused Energy](#).

Executive summary

This deliverable presents the communication and dissemination tools developed for the EUROPA project during its initial phase. A visual identity, project website and LinkedIn account were established by Month 2 to support the project's visibility, stakeholder engagement and dissemination activities.

The document describes the development of the project logo and visual identity, the launch of the EUROPA website as the main communication platform, and the creation of the LinkedIn account to share project news, events and results. Together, these elements provide a coherent and recognisable public presence for the project and establish the foundation for future communication, dissemination and exploitation activities throughout the project duration.

1 Introduction and objectives

In order to ensure an effective communication, dissemination and exploitation of the results of the EUROPA project and to reach a wide audience, a visual identity and project website have been created by month two. The main objective of the visual identity is to establish and convey a coherent image and brand recognition leading to an optimal presentation and recognition of the project.

The project website is the main communication and dissemination platform of the EUROPA project and enables the different target groups to be informed about the project's objectives as well as its news and outputs, and provides information about the project partners. The website thus systematically increases the public visibility of EUROPA and, consequently, of its results.

As an important part of the communication activities, a social media account on LinkedIn has been created to increase the visibility of the project and to disseminate its news.

2 Visual identity

The visual identity of the EUROPA project was developed at the start of the project in order to maximise the impact of the dissemination and communication activities. Its overall aim is to create a clearly identifiable and easy to recall image of the project to support communication and dissemination activities, such as publications and all types of written as well as visual communication about ongoing and completed research activities.

The project's visual identity consists of the project logo, colours, fonts and templates that are to be used on all communication and dissemination materials representing the project.

The design of the logo was guided by the following principles:

- Symbolic representation of the content of the project with a focus on the following elements: atom, laser flicker, caduceus
- The colours blue and red were selected due to their frequent use in the healthcare sector and their common association with reliability, calmness, safety, well-being, and care.

The logo (see Figure 1) will be used in all communication materials (press releases, presentations, written deliverables, etc.) to increase the visibility of the project. Depending on where the logo will be used, there are several versions available, as shown in Figure 2 and 3.



Figure 1 – EUROPA logo



Figure 2 – EUROPA logo if displayed smaller than 6 cm



Figure 3 – Negative version of the EUROPA logo

The chosen primary colours and corresponding hex codes are indicated in Figure 4. The colours are an important part of the visual identity and support the idea of an easily identifiable logo. Moreover, the primary colours are used in the design of the website and will be used in all communication materials.



#0075bf

#a9110c

Figure 4 – EUROPA primary colours

3 Website

The EUROPA website (<http://www.europa-project.eu>) is one of the project's main tools for overall project communication, dissemination and exploitation as it is usually the first point of contact for anyone interested in the project.

The design of the website reflects the main principles of usability, clarity, and simplicity in order to provide the general public, stakeholders and interested end users with easy access to information about the EUROPA project. The website operates using WordPress with the Kubio editor, which is a visual drag and drop page builder. It is fully responsive, allowing smooth user navigation from tablets and smartphones. The website will be continuously maintained and updated by LLE-AISBL, as new results and actions related to the project emerge.

The website provides an overview of the EUROPA project, including its objectives, project partners and information on the performed research. Project outputs will also be promoted in the news section of the website. A link to the project's social media channel is provided.

The look of the EUROPA website is currently as shown in Figure 5 and follows the visual identity of the project. The main page provides a brief summary of the EUROPA project, including project numbers and an overview of all project partners. It also displays the latest project news and upcoming events.

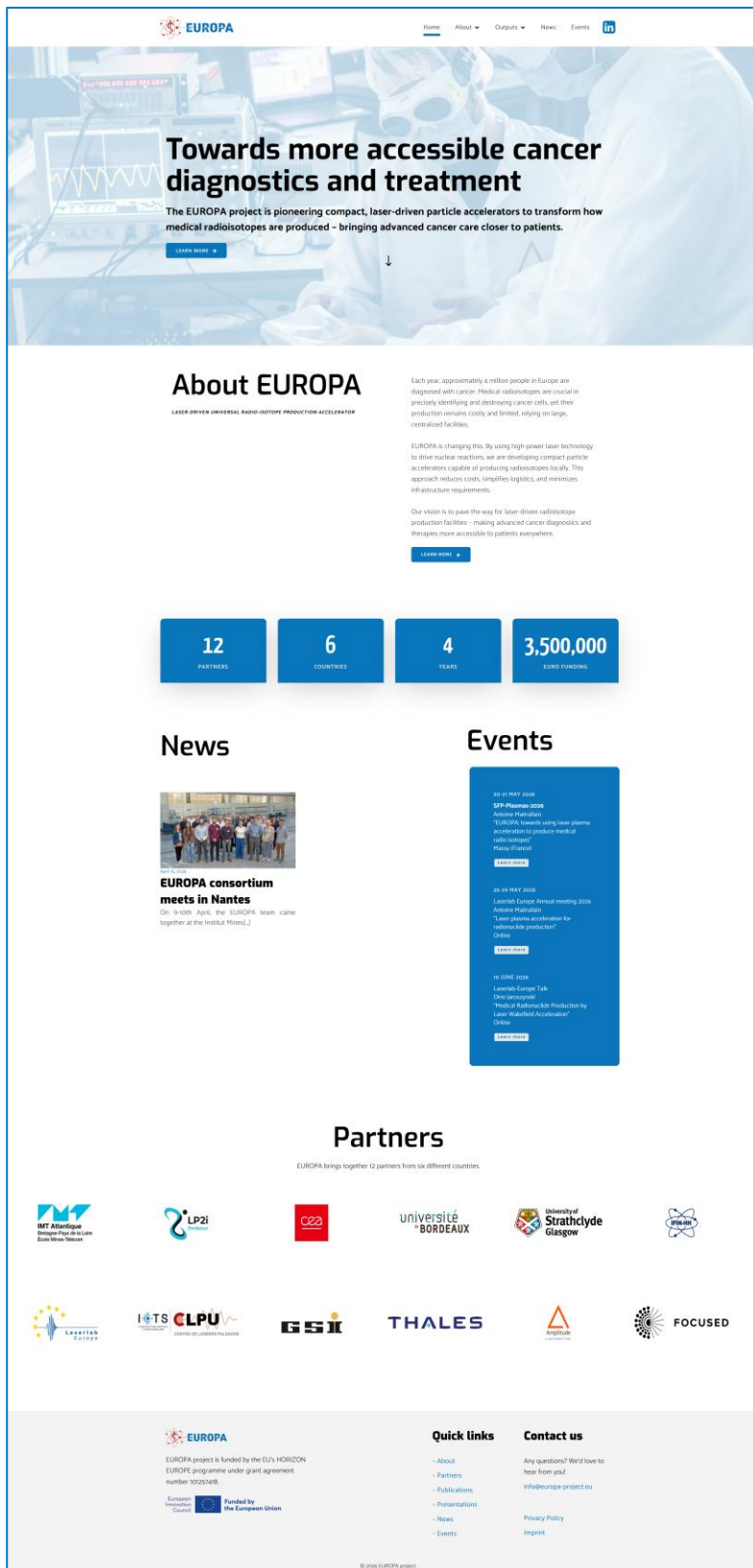


Figure 5 – Screenshot of the front page of the EUROPA website

The EUROPA website has a number of subpages designed to communicate the different aspects of the project to a wide audience. The subpages are as follows:

- **ABOUT** (Our project, Objectives, Impact, Workplan, Partners): A general description of the project, its vision and challenges as well as objectives are presented here. An overview of the project partners is given, with links to their websites for further information.
- **OUTPUTS** (Publications, Presentations, Deliverables, Resources): This section will contain all scientific publications, presentations, publicly available deliverables and resources for download (e.g logos, templates).
- **NEWS, EVENTS**: This section will provide any news and events related to the EUROPA project.

The footer is fixed on all pages and displays a statement and logo acknowledging the funding received from the EU, quick links, contact details, and a link to the privacy policy statement as well as the legal notice.

4 Social Media

Social media play an important role in raising awareness of the EUROPA project among target groups and in enabling participation and interaction. To this end, the consortium has decided to focus on the information sharing and interaction on LinkedIn, as this network gathers representatives from the different target groups identified.

The LinkedIn account [linkedin.com/company/europa-project/](https://www.linkedin.com/company/europa-project/) will be used to announce news and events as well as job vacancies, thus allowing for further communication of relevant project updates, increasing the public visibility of the project and enabling direct communication with the target audience. In addition to the EUROPA LinkedIn account, the Social Media accounts of the project partners will be used to further disseminate the content of the project.

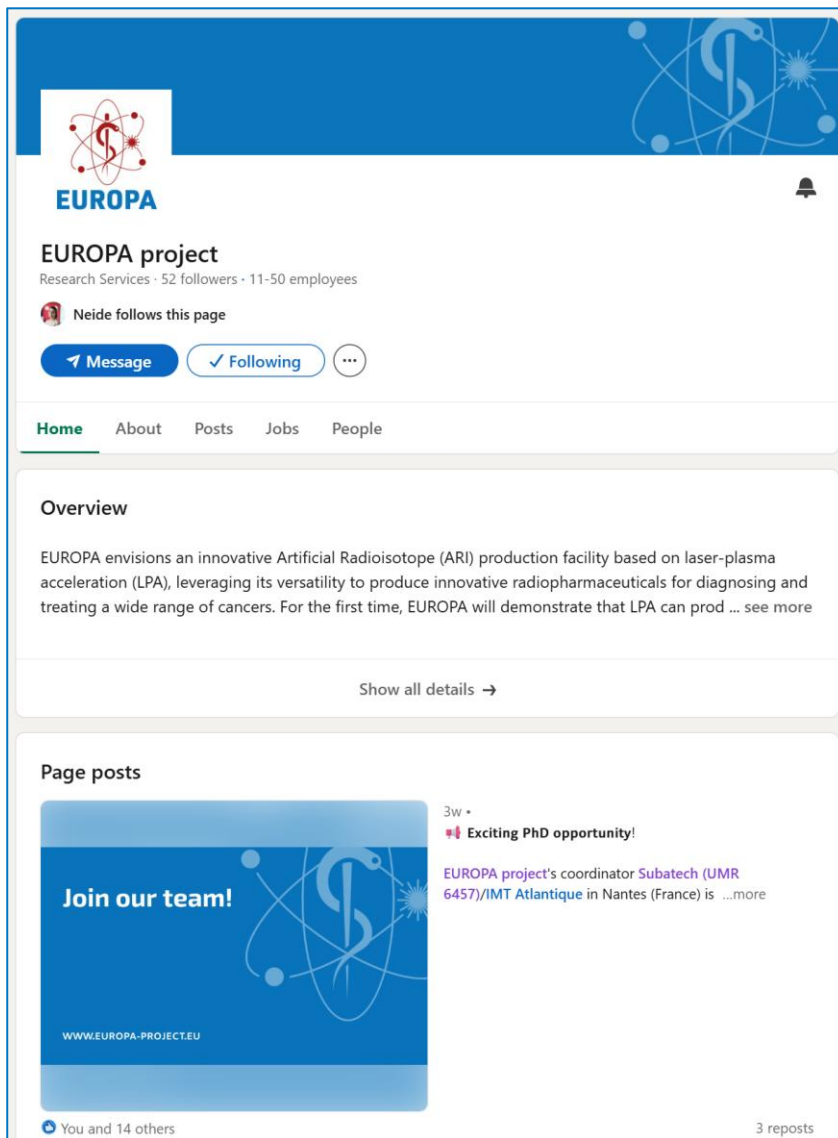


Figure 6 – EUROPA’s LinkedIn profile

The information that are included in the website will also be shared and advertised by the EUROPA LinkedIn account as well as by the social media accounts of the consortium partners, also covering additional social networks.

5 Conclusion

This document describes the first steps in the communication, exploitation and dissemination activities of the EUROPA project. It provides a detailed overview of the project's visual identity, website and social media account that have been created to be used throughout the project. With their development, a sound basis for further communication, dissemination and exploitation activities has been set already at the beginning of the project. The current state of the website and social media account is considered as a starting point and will evolve over the course of the project, reflecting its progress, results and achievements.