

Multi-Ideological Radicalisation Assessment towards Disengagement

MIRAD's website, brand image, and visual
identity kit

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Deliverable number	<i>D6.3</i>	
Deliverable Name	<i>Develop MIRAD's website, brand image, and visual-identity kit</i>	
Work Package	<i>WP6</i>	
Version	<i>0.1</i>	
Keyword list	<i>Communication, dissemination, visual identity</i>	
Licensing information	<i>N/A</i>	
Contractual Date of Delivery	<i>28 February 2022</i>	
Actual Date of Delivery	<i>28 February 2022</i>	
Type:	DEC: Websites, patents filing, press & media actions, videos, etc.	
Dissemination level:	CO: confidential, only for members of the consortium (including the Commission Services)	
Classification level	Unclassified	
Status	Version submitted to EC	
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1. MIRAD Project

1.1 MIRAD Overview

MIRAD's main goal is to build upon IRS (Individual Radicalisation Screening), a radicalisation risk assessment instrument previously developed during the R2PRIS project. The IRS is part of the Radicalisation Risk Assessment in Prisons Toolset (commonly known as RRAP), which was considered as promising practice in this field by the European Commission.

MIRAD intends to develop specific, add-on ideological-centred assessment sheets to the IRS, having in consideration two different extremist typologies (right-wing extremism and Islamist extremism), as well as the role of gender. MIRAD also aims to train practitioners from prison, probation, and non-governmental organisations via e-Learning and virtual-reality scenarios. In addition, the project also foresees the development of an instrument to assess the trustworthiness and capability of NGOs that work with extremist/radical individuals, which could later be used by prison and probation systems in EU.

The MIRAD project aims to enhance the efficiency of radicalisation disengagement and reintegration programmes, whilst in parallel raising awareness and promoting the joint implementation of risk assessment tools (i.e., the IRS).

- To attract, engage and collaborate with the key stakeholders of prison and probation service staff and NGOs professionals, MIRAD works towards 5 primary objectives
- To construct and pilot a methodological evaluation approach (and associated instrument) for ensuring the trustworthiness and capability of NGO's as non-institutional partners involved in disengagement and reintegration programmes – Linked to Impact 1
- To design and validate ideology-specific add-on sheets to the IRS, adequately adapted to the right-wing and Islamist extremism phenomena, so to enhance the assessment of inmates' risk of radicalisation, from individual vulnerabilities to a more advanced and deepened involvement with radical groups - Linked to Impact 2
- To build upon and complement previously developed capacity-building interventions on the use of risk-assessment instrument (i.e., the IRS tool), rolling-out training and learning on exit strategies for prison, probation and non-governmental professionals - Linked to Impact 3
- To provide innovative training offers in the field of radicalisation assessment, harnessing the benefits of by technological advances - Linked to Impact 4
- To design and promote the adoption cross-sectoral and inter-institutional collaboration models and protocols, drawing the different professional categories' attention to the central relevance of



inter-institutional collaboration for the efficiency of the disengagement programmes - Linked to Impact 5

1.2 Work Package Overview

Work Package 6 is entirely dedicated to dissemination, communication and outreach, ensuring all necessary preparatory arrangements for maximising the exploitation and mainstreaming of the project's results. WP6 intends to upscale the dissemination of project activities and results, guaranteeing the optimal visibility of the project's dissemination and mainstreaming activities, through:

- Development of the project's dissemination handbook
- Diffuse and share the project's objectives and underlying spirit (along with the current status of implementation and achievements) in national roundtables and international conferences and meetings, targeting judicial, prison and probation professionals
- Expanding the project's audience and the target groups interest in the MIRAD initiative, translated into new users of the project's outputs in new regions.



2. Brand Image & Visual Identity









2.1 Deliverable Summary

This deliverable focuses on the development and launch of the MIRAD website, the brand image and visual identity that will be used in Communication and Dissemination efforts of the MIRAD project (D6.3 Develop MIRAD's website, brand image, and visual-identity kit).

2.2 Elements

2.2.1. Colour Palette

Based on the logo, the colour palette will be used as the foundation of all additional graphical material for the project:

COLOUR PALETTE		PRIMARY/DARK			
					
HEX		#005380	#248dc6	#97cc76	#fbd33c
RGB		0, 83, 128	36, 141, 198	151, 204, 118	251, 221, 60
CMYK		98, 69, 27, 10	78, 33, 4, 0	44, 0, 71, 0	3, 9, 87, 0
					
		SECONDARY/LIGHT			
					
HEX		#d3d3d3	#a6e4ff	#c1e0ad	#fff1b6
RGB		211, 211, 211	166, 228, 255	193, 224, 173	255, 241, 182
CMYK		16, 12, 13, 0	31, 0, 0, 0	25, 0, 40, 0	1, 3, 34, 0

2.2.2. Logo & Monochrome Versions

Below is the logo of which the colour palette was based on, as well as the monochrome versions to it:





Main logotype



Monochrome version1



Monochrome version2



2.2.3. Video Call Background

The following image was created as the official project background to be used for video calls.



2.2.4. Font Type

The font type for project documents is 'Calibri' since it is readily available on most computers and word applications:



2.2.5. Leaflet

Below is a general leaflet that was proposed to the consortium:

2.2.6. Roll-up banner

3 versions of the roll-up banner were created which will be used interchangeably throughout the project's duration:



2.3 MIRAD Website

The MIRAD website – www.mirad-project.eu - serves as the face of the project and is one of the main channels to support the communication and dissemination of information and results of the MIRAD project. The site has been created to cover the main aspects of the project that might interest the general public and those seeking a comprehensive introduction to the project. The site includes graphics and elements that will be re-used, where appropriate, within the project.

Visual elements have been created to be used over the 18-month duration of the MIRAD project. This deliverable contains a general overview of the MIRAD website and its main pages. More information regarding these points is referenced in the deliverable 6.2 - Dissemination Plan.

2.3.1 Website management System

The MIRAD website is a custom created Content Management System (CMS) developed on the widely recognized WordPress platform. The project website uses the domain www.mirad-project.eu. The site is also compatible with Mobile and Tablet devices. The WordPress platform is currently the world's most



popular CMS powering around 43% of all websites on the internet. It has full content management capabilities, a 'must have' requirement to allow the MIRAD team to update content throughout the project. The many extensions and plugins available on WordPress allow for flexibility in the sites design.

2.3.2 Project Website Structure

The structure of the MIRAD website is divided into six separate sites including the home

page. The website main menu bar has been agreed with the whole consortium. Accordingly, the

MIRAD page contains the following elements:

- **Home Page (Landing Page)** – brief description of MIRAD, Objectives, Key Impacts, News section
- **About MIRAD** – MIRAD project description, Work Package involvement, Expected Outcomes, Our Partners
- **Training** – Page indicated as '*under construction*' as there was no training carried out yet at the writing of this deliverable
- **News** - a subpage to post project news and updates
- **Resources** - Page indicated as '*under construction*' as there were no resources available to publicly display on the site at the writing of this deliverable
- **Contact**

The general layout of the website is displayed below, where the content area will be section in which the content of each page will be displayed:

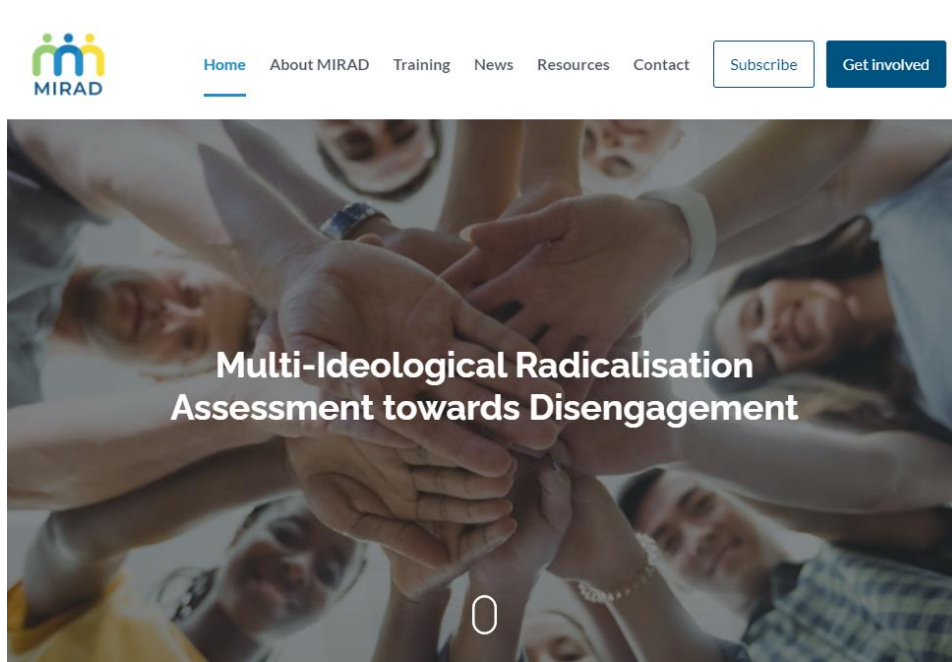


General Website Page Layout



2.3.2.1 Home Page

The MIRAD home page is the first page users see. Therefore, it is important that this website captures attention and provides a clear message and purpose. The use of strong visual graphics, distinct messaging, supported by complementary typography are key factors to make this page effective. The home page is a general page and presents the MIRAD project at a glance, highlighting the main features of the project, main objectives, key impacts and other information, including the acknowledgment of EU funding.



MIRAD Homepage

2.3.2.2 About MIRAD Page

The “About MIRAD” page represents the top of a new page on the website and dives deeper into the details about the project itself. The page comprises of these sections:

- About MIRAD Project
- Work Package Involvement
- Expected Outcomes
- Our Partners





About MIRAD project

MIRAD's main goal is to build upon IRS (Individual Radicalisation Screening), a radicalisation risk assessment instrument previously developed during the R2PRIS project. The IRS is part of the Radicalisation Risk Assessment in Prisons Toolset (commonly known as RRAP), which was considered as promising practice in this field by the European Commission.

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'About MIRAD' page

[2.3.2.3 Training Page](#)

This page displays all relevant information about pending, ongoing and completed trainings within the MIRAD project.

[2.3.2.4 News Page](#)

This page will be dedicated to informing the public on the MIRAD project activities and latest achievements.

[2.3.2.5 Resources Page](#)

This page contains documents, booklets, and other files that are openly available to the public.

[2.3.2.6 Contact Page](#)

The last page on the MIRAD website is the "Contact" page, which displays key contact details and allows users to have a direct way of communication with MIRAD consortium. A contact form is available here, which requires the name of the sender, e-mail, subject and message. The site also contains direct e-mail contacts to the MIRAD Project Management Office, MIRAD Communication & Dissemination Manager.

[2.4 MIRAD Magazine 'e-zine'](#)

One of the communication and dissemination channels in addition to the website is the project newsletter. The option of subscribing to the newsletter is available on the website – "Subscribe". A FORMOBILE newsletter will be sent by email at least every three months (each quarter) to all partners, project target groups and other interested stakeholders with the aim of providing general information on

the project, its progress, achieved milestones and outcomes. Each newsletter will also be available on the website on the "Downloads" page and the "Newsletters" button ready for download in PDF format.

3. Conclusion

This deliverable briefly presents the MIRAD communication and dissemination channels, which consist of the website, visual brand kit to be used for additional promotional material on social media and the project's online magazine 'e-zine'. The content will be provided by all partners in support for the C&D Team headed by the Polish Platform for Homeland Security (PPHS). The role of the website is to give interested parties a high-level overview of the FORMOBILE project. In addition, it is a central hub for all findings and materials of the project to be disseminated - when applicable. The website was registered under the domain www.mirad-project.eu, which was launched in February 2022. The content of the website will be constantly updated to reflect the project as it progresses.

