



**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## Deliverable 8.1

### Version of M-Cube Website online and Communication materials

#### Report Information

Title:	Version of M-Cube Website online and Communication materials
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#### Deliverable 8.1 (M2)

#### Project Information

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# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## Table of Contents

Executive summary .....	3
Introduction.....	3
Stakeholder analysis.....	4
1. M-CUBE Digital Strategy .....	5
1.1 Digital web news on the launching of M-CUBE project .....	5
1.1.1 The web news on the Institut Fresnel Website.....	8
1.1.2 The web news in English and Russian on ITMO website.....	9
1.1.3 The web news on MR COILS website .....	10
1.1.4 The web news on Multiwave website.....	10
1.2 Workpackages mailing lists .....	11
1.3 Creation of the M-CUBE website .....	12
1.3.1 A public section dedicated to the non-specialized public.....	12
1.3.2 A very practical intranet section with a secure access.....	13
1.4 M-CUBE templates for articles, conferences and workshops.....	15
1.5 M-CUBE social networks .....	15
2. M-CUBE Communication & Dissemination materials.....	18
2.1 M-CUBE graphical identity and materials .....	18
2.1.2 M-CUBE posters.....	18
<i>Marketing Posters</i> .....	19
2.1.3 M-CUBE leaflet.....	20
2.2 M-CUBE in the Aix-Marseille University journal .....	21
2.3 M-CUBE goodies.....	22

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## Executive summary

The present document is the Deliverable 8.1 of the M-CUBE FET-OPEN project, funded by the European Commission's Research Executive Agency under Grant Agreement n°736937. It addresses the work carried out in Work Package 8 "Exploitation, communication and IPR management" from January 1<sup>st</sup>, 2017 to April 28<sup>th</sup>, 2017. Although the overall objective of WP 8 is to deal with dissemination and communication in a larger sense, including the proper communication strategy of the M-CUBE project, the purpose of this deliverable is to report on the Website and communication materials created during the first months of the project.

## Introduction

"Exploitation, communication and IPR management" is one of the major pillars of M-CUBE project. As part of WP8, Task 8.1 is devoted to the creation of M-CUBE website and the communication tools and materials. The communication tools created by the Consortium are crucial for enhancing dissemination impacts on scientific communities, for communicating toward the general public and for motivating public engagement.

These tools encompass two main dimensions in order to maximize the impacts of M-CUBE upcoming activities and results. One dimension is communication between the partners, which means internal communication inside the consortium, between the workpackages, but also inside each workpackage. Another dimension is communication and dissemination toward outside the consortium to reach the public at large as well as scientific and industrial communities.

The objectives of WP8-Task 8.1 are listed below.

### Internal communication:

- Consolidation of a sense of community in the consortium;
- Providing tools for facilitating exchanges inside and between the workpackages.

### External communication and dissemination:

- Make sure that European MRI and MetaMaterials scientific communities, and beyond, are aware of M-CUBE project and of its progresses;
- Creation of communication materials to make M-CUBE objectives and results accessible to the general public;
- Dissemination and promotion of M-CUBE members' activities and upcoming results.

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## Stakeholder analysis

The work in the WP8 has started by doing a stakeholder analysis, with the goal of developing cooperation between the stakeholders and the project team.

Four categories of stakeholders were identified according to the support that they can provide to the project and the interest and requirements that they can demonstrate for the project results which will be made available during the four years implementation of the project.

Public sector stakeholders	Private sector stakeholders	General public stakeholders	Scientific communities
Policy makers M-CUBE Project Officer European Commission Academic M-CUBE partners	Non-Academic M-CUBE partners Potential industrial end-users and customers	People interested in medical imagery, MRI and medical diagnosis People interested in innovation in general	Physicians MetaMaterial experts MRI experts and Medical sector in general

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## 1. M-CUBE Digital Strategy

### 1.1 Digital web news on the launching of M-CUBE project

A web news has been created to announce the launching of M-CUBE project at the early beginning of the project. All the communication teams from the partner organizations have been mobilized before the starting date of the project to make sure that the web news could be published during the first weeks of the project. To this end, the partners' communication teams have been involved in the co-writing of the public announcement of the starting of M-CUBE project. They all agreed on publishing the same web news on the same days (during the third week of January 2017 exactly) and did their best to coordinate their efforts with the European project manager and Scientific coordinator expectations. The web news has been published in three languages: French, English and Russian.

The communication strategy was to spread the same keywords and message about M-CUBE and H2020 FET-OPEN calls objectives on all partners' organizations websites in order to maximize the impacts of the digital web news and to reach as much people as possible.

All partners have respected the European commission obligations required by the Article 38 of the Grant Agreement in terms of promotion of the actions:

- ✓ They all have displayed the EU emblem and
- ✓ They all have included the following text : *"The project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 736937"*.

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

Please find the English version of the web news that all the partners used and adapted to their own websites and institutions:

## **MCUBE LOGO + IMAGE/PHOTO ILLUSTRATING THE PROJECT**

H2020 : LAUNCHING OF “M-CUBE” RESEARCH PROJECT

(MetaMaterials antenna for ultra-high field MRI)

The M-CUBE research project is coordinated by Aix Marseille University (AMU) and led by the Fresnel Institute and the Center for Magnetic Resonance in Biology and Medicine (CRMBM). M-CUBE has been selected by the European Commission and is funded for 4 years from the 1st of January, 2017.

M-CUBE project, entitled **MetaMaterials antenna for ultra-high field MRI**, is laureate of the “Future and Emerging Technologies-OPEN-1-2016-2017” European call for project. The FET-OPEN call is one of the H2020 programme’s most competitive calls. The success rate in the “Research and Innovation Action” category of this call is 4%. Only 22 projects have been selected from a total of 544 applications at the European level. It is worth noting that among the 22 laureates, 4 projects are coordinated by French universities.

FET-OPEN

FET-OPEN calls aim at funding collaborative projects from first class consortia that propose novel ideas for radically new technologies.

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/fetopen-01-2016-2017.html>

AMU coordinates the M-CUBE consortium which gathers 8 world-class academic actors and 2 very promising SMEs. M-Cube aims at changing the paradigm of High-Field and Ultra High-Field MRI antennas to offer much better insight of the human body and enable earlier detection of diseases and conditions. The main objective of the project is to go beyond the limits of existing clinical imaging using an MRI scanner and radically improve spatial and temporal resolutions on image quality. Indeed, current clinical use of High-field and Ultra High-Field MRI scanners is constrained by the lack of homogeneity of the resulting image and by constraints related to the Specific Absorption Rate (SAR) of the Radio Frequency (RF) fields associated with the magnetic resonance. To date, methods used to tackle image inhomogeneity and high SAR levels involve increasing the number of active RF antennas, which in turn renders these solutions both complex and expensive. The M-Cube solution relies on innovative systems using passive metamaterial structures to avoid multiple active elements. These systems are expected to make High-Field MRI fully diagnostically relevant for physicians. To achieve these results, the M-Cube consortium will develop a disruptive metamaterial antenna technology for high field and ultra high field MRIs. Physicists, medical doctors and industrial actors will work closely together for the duration of the project to create a “patient-centered” solution that will pave the way for more accurate diagnostics in

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

the context of personalized medicine and will enable the earlier detection of diseases and other conditions.

+ M-CUBE Scientific leaders are Dr Stefan Enoch, Director of Fresnel Institute, and Dr Redha Abdeddaim, Professor IUT AMU-Institut Fresnel.

**Box:**

Start Date: 01/01/2017

End Date: 31/12/2020

Duration: 48 months

EU contribution: 3,9 million euros

**Partners list / [CLICKABLE PARTNER LOGOS](#)**

*Academic partners*

Aix Marseille University, AMU, France : <http://www.univ-amu.fr/en>

French Alternative Energies and Atomic Energy Commission, CEA, France : <http://www.cea.fr/english>

Centre National de la Recherche Scientifique, Institut Langevin, France : <https://www.institut-langevin.espci.fr/home?lang=en>

Université Catholique de Louvain, UCL, Belgique : <https://www.uclouvain.be/en-index.html>

Université Medisch Centrum Utrecht, UMC, Pays-Bas : <http://www.umcutrecht.nl/en/-1>

Université Aalto-Korkeakoulusaatio, AALTO, Finland : <http://www.aalto.fi/en/>

Université nationale des Technologies de l'Information de Saint-Pétersbourg, ITMO, Russia : <http://en.ifmo.ru/en/>

Université Nationale d'Australie, ANU, Australia : <http://www.anu.edu.au/>

*Non-Academic partners*

Multiwave Technologies AG, Switzerland: <http://www.multiwave.ch/>

MR Coils BV, Netherlands: <http://www.mrcoils.com/>

**EC LOGO. The following sentence to be added:** *This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 736937*

To know more about M-CUBE, please contact: [jonathan.bartoli@univ-amu.fr](mailto:jonathan.bartoli@univ-amu.fr) / Jonathan BARTOLI, M-CUBE European Project Manager

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

Below some screenshots of the web news published on M-CUBE partners institutions websites, translated in three languages:

## 1.1.1 The web news on the Institut Fresnel Website

Home Page <http://www.fresnel.fr/spip/>

Institut Fresnel Website : M-CUBE Page <http://www.fresnel.fr/spip/spip.php?article1613>

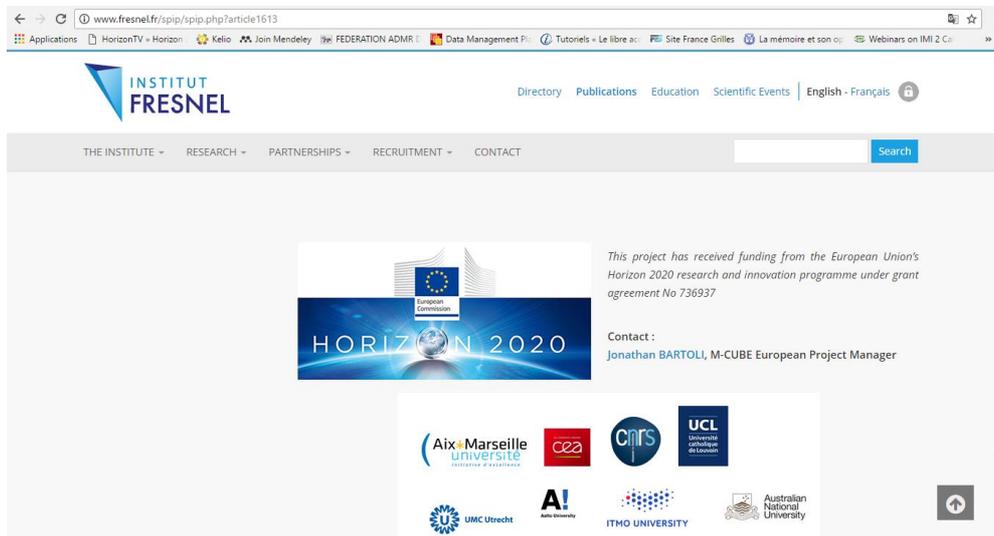
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**M-CUBE**  
MetaMaterials-MRI

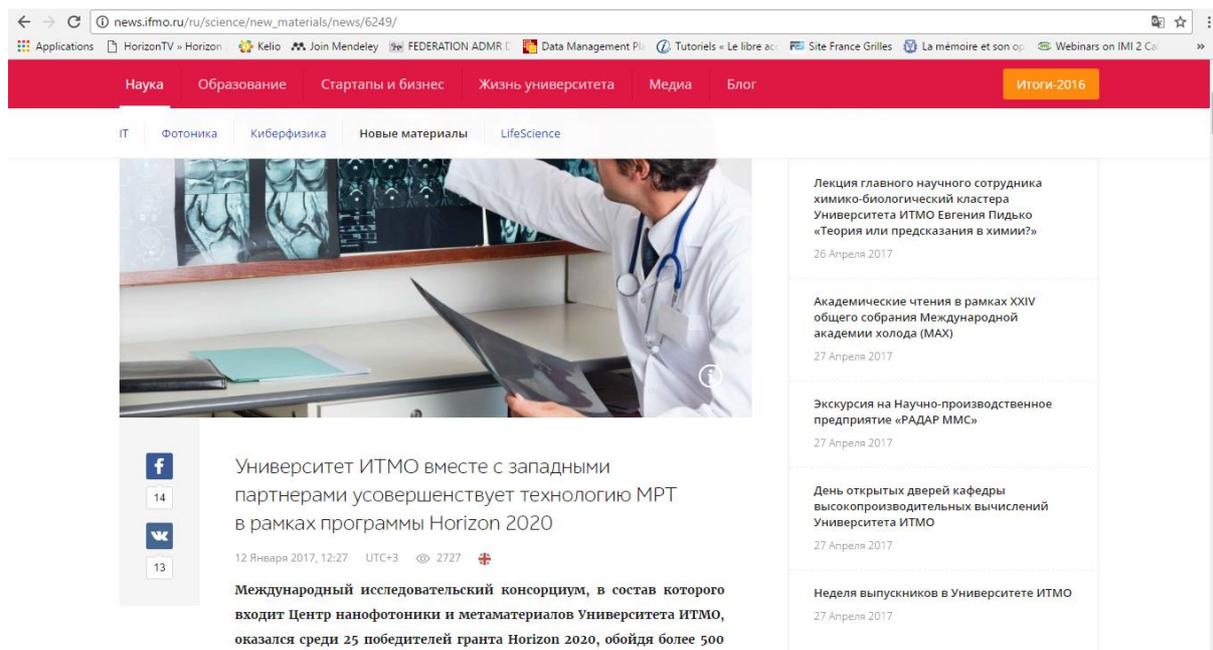
# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI



## 1.1.2 The web news in English and Russian on ITMO website

[http://news.ifmo.ru/ru/science/new\\_materials/news/6249/](http://news.ifmo.ru/ru/science/new_materials/news/6249/)

On April the 26<sup>th</sup> 2017, this web news has been watched and read 331 times in the English version and 2727 times in the Russian version.



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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## 1.1.3 The web news on MR COILS website

<http://www.mrcoils.com/participation-in-m-cube-grant/>

The screenshot shows a web browser window with the URL <http://www.mrcoils.com/participation-in-m-cube-grant/>. The page title is "PARTICIPATION IN M-CUBE GRANT". Below the title, there is a navigation breadcrumb: "Home / Uncategorized / Participation in M-CUBE Grant". The main content area features the M-CUBE logo and a text block that reads: "MR Coils participates in a European granted project called M-CUBE (M<sup>2</sup>: MetaMaterials antenna for ultra-high field MRI). This is coordinated by Aix Marseille University (AMU) and led by the Fresnel Institute and the Center for Magnetic Resonance in Biology and Medicine (CRMBM) together with 8 world-class academic actors and another very promising SME. The main objective of the project is to go beyond the limits of existing clinical imaging using an MRI scanner and radically improve spatial and temporal resolutions on image quality. The M-Cube solution relies on innovative systems using passive metamaterial structures to avoid multiple active elements. Physicists, medical doctors and industrial partners will work closely together for the duration of the project to create a patient-centred solution that will pave the way for more accurate diagnostics in the context of personalized medicine and will enable the earlier detection of diseases and other conditions. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 736937". To the right of the main text, there is a "RECENT POSTS" section with three entries: "Vacature HR Manager", "Participation in M-CUBE Grant", and "Meet Kevin & Bob". At the bottom of the page, there is a European Union flag logo.

## 1.1.4 The web news on Multiwave website

<http://www.multiwave.ch/news/mucube-research-project/>

The screenshot shows a web browser window with the URL <http://www.multiwave.ch/news/mucube-research-project/>. The page title is "Multiwave is part of consortium awarded a € 3.9 million European Union grant for research in metamaterial MRI antennas". The article is dated "Jan 20, 2017". The main text reads: "The M-CUBE research project, entitled MetaMaterials antenna for ultra-high field MRI, aims at changing the paradigm of High-Field and Ultra High-Field MRI antennas to offer much better insight of the human body and enable earlier detection of diseases and conditions." Below the text, there is a blue box containing the M-CUBE logo and the text "M-CUBE MetaMaterials-MRI". To the right of the box, there is a text block that reads: "The M-CUBE project is a laureate of the 'Future and Emerging Technologies-OPEN-1-2016-2017' European call for projects. The FET-OPEN call is one of the most competitive calls of the H2020 program with a success rate of 4%. The project is funded for 4 years starting 1 January 2017. The main objective of the project is to go beyond the limits of existing clinical imaging using an MRI scanner and radically improve spatial and temporal resolutions on image quality. Indeed, current clinical use of High-field and Ultra High-Field MRI scanners is constrained by the lack of homogeneity of the resulting image and by constraints related to the Specific".

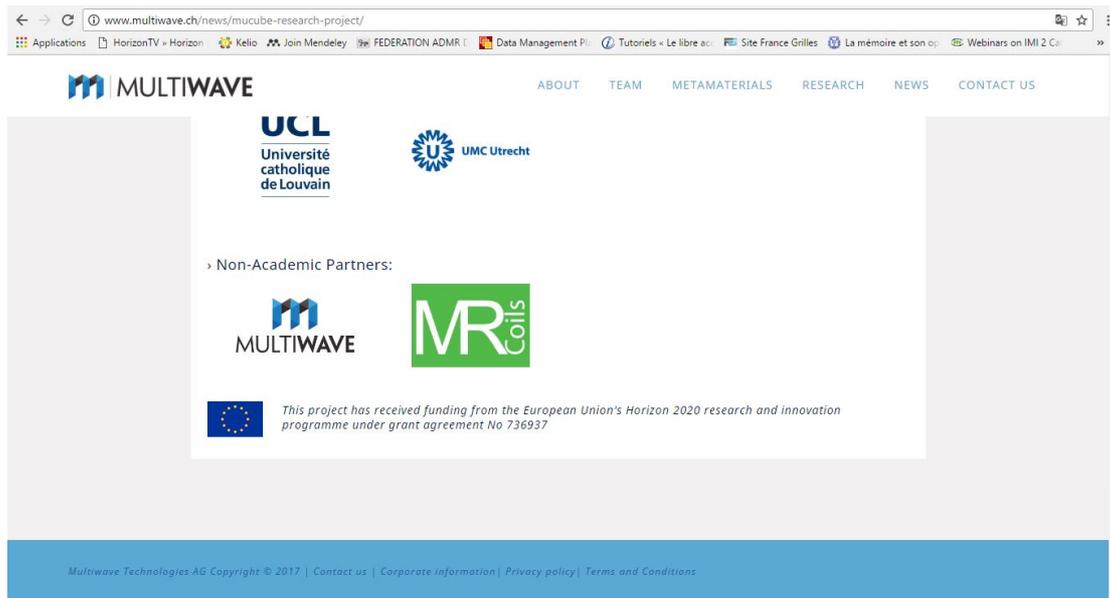
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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI



## 1.2 Workpackages mailing lists

Mailing lists have been created for each workpackage as part of digital tools set up by the management team, as follows:

WP1 : [mcube-ethics@fresnel.fr](mailto:mcube-ethics@fresnel.fr) ; WP2 : [mcube-management@fresnel.fr](mailto:mcube-management@fresnel.fr) ; WP3 : [mcube-resonators@fresnel.fr](mailto:mcube-resonators@fresnel.fr); WP4 : [mcube-surface@fresnel.fr](mailto:mcube-surface@fresnel.fr) ; WP5 : [mcube-3dMeta@fresnel.fr](mailto:mcube-3dMeta@fresnel.fr); WP6 : [mcube-MRI-application@fresnel.fr](mailto:mcube-MRI-application@fresnel.fr) ; WP7 : [mcube-invivo@fresnel.fr](mailto:mcube-invivo@fresnel.fr); WP8 : [mcube-dissemination@fresnel.fr](mailto:mcube-dissemination@fresnel.fr)

These mailing lists ensure that the workpackage leaders and the workpackage members share the same level of information inside each workpackage, stimulate interactions and minimize the loss of information related to the implementation of tasks. As the scientific coordinator and the European project manager are registered in every list, it enables them to be aware of each workpackage activities in addition to the regular Steering Committee and operational meetings.

The European project manager and the Institut Fresnel communication team keep these mailing lists updated as needed, in coordination with the workpackage leaders.

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## 1.3 Creation of the M-CUBE website

M-CUBE website has been released and is accessible through the following URL:  
<http://www.mcube-project.eu/>

M-Cube website is hosted in the Institut Fresnel secured data centers. To enhance the website referencing on the various internet browsers (googlechrome, internet explorer and Mozilla firefox), we have bought the following hosting domain names: mcube-project.eu, mcube-project.com and mcube-project.fr.

M-CUBE website is a key tool for disseminating project news, events and results toward the scientific communities. It is also crucial to target the general public in order to promote the societal benefits of M-CUBE technologies and experimentations for the European citizen. To this end, we have chosen a user-friendly approach to facilitate the navigation of laypersons. Moreover, the website graphics choices are respectful of color-blind persons.

Two main distinct areas have been designed in the website:

**1.3.1 A public section dedicated to the non-specialized public**, explaining in simple terms the objectives of the project and the 8 workpackages descriptions. This section includes the presentation of the 10 involved scientific teams, the jobs offers for PhD and Post-docs, the main events, news and outreaches. The public articles, reports and the open data repository are also accessible in this section as well as the M-CUBE social networks (Blog, Twitter, Youtube and Fabebook).



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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

The screenshot shows the M-CUBE website interface. At the top, there is a navigation bar with the URL 'mcube-project.eu'. Below this is a banner for the 'H2020 EUROPEAN FET-OPEN PROJECT' featuring the European Union flag. The main content area is divided into several sections:

- FEATURED POSTS:** A grid of two posts. The left post is titled 'H2020 : Launching of "M-Cube" research project' and includes a news icon. The right post is titled 'KICK-OFF MEETING 27-28 FEB. 2017 MARSEILLE' and includes an events icon.
- STATISTICS:** A box on the right side lists project metrics: 10 PARTNERS, 8 UNIVERSITIES, and 2 SMEs. It also shows the project timeline: START 01.01.2017 and END 31.12.2020.
- KEYWORDS:** A list of terms including Medical engineering, Diagnostic tools, Metamaterials, Magnetic resonance imaging, Functional mri, Antenna, Radio frequency system for mri, Homogeneity of magnetic fields, Ultra high fields, and High impedance surface...
- LAST VIDEO:** A section for a video titled 'Les métamatériaux de l'optique aux...'.

1.3.2 A very practical intranet section with a secure access (individual login and password) for all partners very useful to ensure a good communication between the partners and inside the workpackages. This private section provides all the useful EC legal documentation (such as the Grant Agreement, the financial guidelines, EC timesheets, reporting tools, etc... but also the Consortium Agreement) and the useful communication materials for conferences and workshops (such as the logo in various formats, posters, leaflet, powerpoint template, word document template, etc). It is very helpful for sharing common digital data and resources. The partners can also find in this area the meetings content: agenda; minutes; presentations, photos and signed attendance list. The private space enables also to archive all the reports and deliverables expected by the EC, in addition to the compulsory upload on EC Sygma platform. The intranet encompasses also an online conversation tool for facilitating internal communication between the teams.

The European project manager and the Institut Fresnel communication team have the access rights to the back office and keep the M-CUBE website updated regularly.

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

The screenshot shows a web browser window with the URL `mcube-project.eu/espace-client/conversations/mes-conversations`. The page header features the M-CUBE logo and the title "MetaMaterials antenna for ultra-high field MRI". A navigation menu includes "THE PROJECT", "PARTNERS", "PUBLICATIONS", "NEWS", "EVENTS", "JOBS", "BLOG", and "VIDEOS". The breadcrumb trail is "Home > Customer Area > Chat > My Conversations". The main heading is "MY CONVERSATIONS". A sub-navigation bar includes "Dashboard", "Chat", "Files", "Pages", "My account", and "Search". The "Chat" tab is active. A conversation card is visible with the title "First conversation", a date of "April 4, 2017", and a "REPLY" button. A sidebar on the right shows "Archives" with a list for "2017" and "Started By" with the name "ob\_admin".

The screenshot shows a web browser window with the URL `mcube-project.eu/espace-client/fichiers/mes-fichiers`. The page header features the M-CUBE logo and the title "MetaMaterials antenna for ultra-high field MRI". A navigation menu includes "THE PROJECT", "PARTNERS", "PUBLICATIONS", "NEWS", "EVENTS", "JOBS", "BLOG", and "VIDEOS". The breadcrumb trail is "Home > Customer Area > Files > My Files". The main heading is "MY FILES". A sub-navigation bar includes "Dashboard", "Chat", "Files", "Pages", "My account", and "Search". The "Files" tab is active. The main content area displays a grid of file cards, each with a "1 FILE" indicator and a title: "Partners Guidelines", "Presentation Template Doc", "Presentation Powerpoint Template", "Poster Marketing", "Poster KickOff", and "Leaflet". A sidebar on the right shows "Categories" with a list: "Communication Tools", "Kick-Off", and "Legal documentation".

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## 1.4 M-CUBE templates for articles, conferences and workshops

A Powerpoint template has been designed. This way, all the researchers involved in M-CUBE can use the same graphical identity during conferences and workshops. They are free to adapt the template to their own institutions requirements but are compelled to use it as long as they do presentations related to M-CUBE projects.



A Word document template has also been created. It is actually the one used for writing this deliverable.

## 1.5 M-CUBE social networks

### 1.5.1 YouTube: <https://www.youtube.com/channel/UCbauUyFGSFcVRRk6MfBBajA>

M-CUBE YouTube channel has been created and will be fed all along the project by the permanent staff and recruited people. PhDs and Post-docs will be strongly encouraged to upload new content. Professors will be also encouraged to add their own courses video or talks in conference on Metamaterial and MRI.

M-CUBE YouTube channel will be a good way to give a free access to the general public to top level on-line courses and conferences. We are also expecting that PhD and Post-doc students create original and innovative contents to introduce MetaMaterials and 7T MRI societal stakes and benefits to the general public.

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

1.5.2 Facebook: [https://www.facebook.com/pg/h2020fetopen/posts/?ref=page\\_internal](https://www.facebook.com/pg/h2020fetopen/posts/?ref=page_internal)



M-CUBE Facebook will enable the consortium to use social networks and bring a more interactive communication tool at the service of the consortium. It will ease the exchange of information, photo and the interactions with the public in general.

**1.5.3 Twitter:** M-CUBE Twitter account has been also created to facilitate very short messages and quick exchanges of data, especially links toward articles and major progresses of the projects. It will also be useful to promote M-CUBE events or events in which all M-CUBE members will be involved in.



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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

1.5.4 Blog: <https://mcubeproject.wordpress.com/>

**M-CUBE blog** has been created in order to enable the scientists involved in M-CUBE project to popularize their experimentations and results to the general public. The articles will be written in a more journalistic way than a scientific one and will encourage public comments directly on the blog. Hence, M-CUBE could facilitate interactions with the public. Once again, PhDs and Post-docs will be strongly encouraged to write down new articles. This will be included in their M-CUBE activities and objectives as well as the scientific ones.

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## 2. M-CUBE Communication & Dissemination materials

### 2.1 M-CUBE graphical identity and materials

#### 2.1.1 M-CUBE logo

Graphic, typographic and colorimetric choices have been led by the will to create a simple, understandable logo at a glance. The choice of the “M” inside a cube has been quite obvious for us as it is very evocative and did not exist before we created it.

3 variations have been designed: 2 vertical ones, among them one with a white background and a second one with a blue background and 1 horizontal one.



#### 2.1.2 M-CUBE posters

A strong visual identity has been created to promote M-CUBE project. We needed visual elements that represent at the same time the disruptive approach of M-CUBE, the main topics addressed (MRI and the entire body) and to deliver an innovative project sensation.

That is the reasons why the black and oil blue colors have been chosen, surrounded by light effects. The dynamic effect of the visual identity lays also on the choice of the position of relevant images: two MRI images have been positioned, one at the center of the poster, and a second one on the down left. Another very representative image of the project is the entire see-through body which symbolizes the power of 7T MRI images M-CUBE project is expected to produce at the end of the project.

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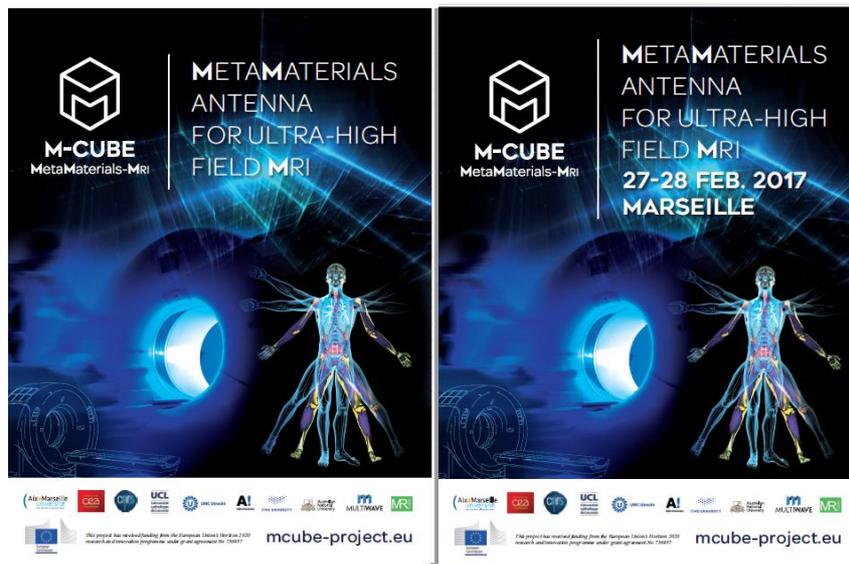
**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## Marketing Posters

A generic M-CUBE poster has been created which has been adapted for the Kick Off meeting: the same version with the place and date of the Kick Off meeting added below the project title.

The posters measures 60\*80 cm. 150 copies of the generic poster have been printed and distributed to all partners in order to be sure that each of them has 10 to 15 copies for promoting M-CUBE project in the various events they are involved in the beginning of the first months of the project. 50 copies of the Kick-Off meeting poster have been printed, either used during the Kick-Off meeting or distributed to the partners to keep memory of the event in their own institutions.



**Scientific Poster:** A scientific poster describing the main scientific objectives and activities, and the interactions between the workpackages and partners has still to be created.

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**M-CUBE**  
MetaMaterials-MRI

# METAMATERIALS ANTENNA FOR ULTRA-HIGH FIELD MRI

## 2.1.3 M-CUBE leaflet

A 8 fold leaflet have been created. It measures 21\*39,5 cm (when opened) and 21\*9,9 cm (when closed). The leaflet has been printed in 100 copies. The main idea with this communication material is that each partner can promote M-CUBE project as much as possible with all the key figures and information gathered in one useful document. All the partners can use it when they participate to local or international events (conferences, seminars, workshops, etc).

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## 2.2 M-CUBE in the Aix-Marseille University journal

M-CUBE management team has already started to mobilize also paper communication tools. As an example, the consortium has published a two pages article in the Aix-Marseille University institutional journal called "La Lettre d'AMU". We have published the article in the section "La Science pour Tous" ("Science for everybody") of the edition of January 2017 in order to promote the launching of this FET-OPEN project. 5 000 copies of "La Lettre d'AMU" are published every month. This journal is mainly read by the professors and the students of Aix Marseille University. Some copies have been given to the partners during the Kick-Off meeting in Marseille.



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MetaMaterials-MRI

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## 2.3 M-CUBE goodies

In order to create and reinforce the M-CUBE sense of community, we have created several goodies as shown in the Kick Off table photo below: cups (108 copies), notebooks (100), pens (100) and shirts for men (60 copies) and women (20 copies) with different sizes.



These goodies have been offered to all the partners and M-CUBE members that have participated in the Kick-Off meeting. They are also offered to each PhD and Post-Docs recruited in the project as a welcome gift. We will fabricate new copies of each of them according to the needs of the project all along the 4 years.

The European commission emblem and the sentence mentioning that the project is funded by the EC have been positioned in each goody.

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