

D9.4 – MOLOKO logo, brochure and flyer

Project Information

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Project Coordinator	Stefano TOFFANIN (CNR)
Project Website	http://www.moloko-project.eu

Deliverable Information

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Dissemination Level

PU	Public	✓
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	



Document Log

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1.0	25/06/2018	Sara Attanà	First release
1.1	27/06/2018	Stefano Toffanin	General revision of the document
1.2	28/06/2018	Sara Attanà	Final release



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1 Executive Summary

Deliverable 9.4 is a report on MOLOKO logo, brochure and flyer, which are important elements to be used by the project consortium in order to reach a wide public and communicate project aims and objectives. MOLOKO logo identifies the project and it will be present on all the communication material related to the project; the brochure and the flyer are important communication tools to be used at conferences and events. It is possible to download these materials on MOLOKO's project website on the [Communication Kit](#) area as requested by the Project Officer.

2 MOLOKO logo

The logo was designed to help the external audience to easily identify MOLOKO project and contributes to the project visibility by providing a corporate identity from the very beginning of the project. Several versions of the logo (Figure 1) were designed by BEWARRANT and they were presented at the kick-off meeting. Each partner had the opportunity to choose the favourite one before the final approval. Version n.1 (Figure 2) was chosen. MOLOKO logo is a combination of text and image: it contains a pictogram which is used as a project's symbol (Figure 3) and as a favicon inside the project website. The official colour is grey, but also a white version (Figure 4 and Figure 5) was developed to be used on dark backgrounds. Indeed, the version reported on the website is the one on dark backgrounds.

Logo Proposals



Figure 1: Logo proposals: description of concept at the basis of each version is given



Figure 2: MOLOKO logo official version



Figure 3: MOLOKO symbol official version



Figure 4: MOLOKO logo white version



Figure 5: MOLOKO symbol white version

3 MOLOKO brochure

The MOLOKO brochure (Figure 6) is designed to capture the attention of the different target groups and increase the awareness of the project. It explains the rationale of the project: its objectives, the concept of the technology that will be developed and the expected results. The brochure was created to reflect the conceptual and visual design of the project logo and website and it was improved by Project Coordinator (CNR) and WP9 leader (QCR). MOLOKO brochure displays the EU emblem and Photonics21 logo with the text "Photonics Public Private Partnership" prominently together on the cover and the EU emblem with the project acknowledgment on the backside. The scientific and technological contents reported in the brochure are generated, shared and validated by the entire Consortium, with particular attention to the intellectual property protection.



Figure 6: MOLOKO brochure

4 MOLOKO Flyer

The MOLOKO flyer (Figure 7) was produced at the beginning of the project with eye-catching design and in 70x100 cm format to introduce the project at conferences and meetings. The flyer reflects the main MOLOKO design concept to keep the project branding consistent and to make the project easily recognizable. MOLOKO flyer displays the EU emblem and Photonics21 logo with the text "Photonics Public Private Partnership" prominently together.

MOLOKO
Multiplex phOTonic sensor for pLasmonic-based Online detection of contaminants in milk

THE PROJECT
 The main objective of the MOLOKO project is the manufacturing, implementation and validation of a self-managing, self-calibrating multiplexed integrated photonic sensor to be used as passive analytical biosensor for fast response on-line monitoring analysis of interest for security and quality within milk supply chain. In particular, the project aims at realizing an improved quantitative detection of up to 10 analytes among relevant safety parameters (e.g. antibiotics, i.e. penicillins, vancomycin, cloxacillin, fusidic acid, mupirocin) and lactical quality parameters (i.e. lactulose) and ensuring its implementation in a fully integrated optoelectronic on-chip sensor in the strategic checkpoints along the entire milk supply and value chain.

OBJECTIVES

- Manufacturing, implementation and validation of a self-managing and self-calibrating photonic sensor
- Fast response on-line monitoring of multiple interest for security and quality within the milk supply chain
- Multiplexed quantitative detection of up to 10 relevant food safety parameters and food quality parameters (antibiotics, toxins, artificial sweeteners)
- User friendly, reusable and highly integrated optoelectronic chip
- Market approval by direct comparison with respect to commercial available standard analytical methods and online biosensors
- Self-managing the safety and quality standards in the value chain of milk production and distribution directly by both the user or self-managing technical operations
- Ability to implement the detection on-line and/or over long milk process chains by coupling with an already existing on-line test technology of interest for monitoring the whole milk chain
- Cloud based traceability given that all measurements can be accessed and tracked continuously about the complete production and delivery chain

CONCEPT

Optoplasmonic module
 Analyte Antibody Functionalization
 Nanoplasmonic grating
 DFO cathode
 DFO organic stack
 GLET source/substrate and DFO anode
 GLET active layer
 Gate electrode and dielectric
 Chip substrate

Technology
 Microelectronics
 Sensors
 Electronics board
 4G
 Cloud-based traceability
 UWB service

ONLINE CONTROL IN MILK SUPPLY CHAIN

RAW MATERIAL → STANDARISATION → PROCESS CONTROL → END PRODUCT

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Figure 7: MOLOKO flyer