



TorPropel

Toroidal Propellers for Efficient and Sustainable Aviation

Deliverable Number	D5.1
Deliverable title	Website, project logo and social media
Lead beneficiary	BRU
Version	V1.0
Number of pages	11
Due date of deliverable	31/03/2025
Actual submission date	31/03/2025
Type	Report
Dissemination level	Public

GA number: GAP - 101187800

Start Date: 01/02/2025

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■ **Revision History of the Document:**

<i>Version</i>	<i>Date</i>	<i>Description of Modification</i>	<i>Authors</i>	<i>Reviewers</i>
V0.1	27/03/2025	First draft	Sadik Omairey, BRU	-
V1.0	28/03/2025	Revised document	-	Tsirikoglou, LMT Ntaflos, Tsirka, UOI



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1. Executive Summary

This deliverable, D5.1 – Website, project logo and social media, forms a core component of Work Package 5 (Dissemination, Exploitation and Communication) of the TorPropel project. Its main objective is to establish a unified and recognizable identity for the project, both visually and digitally, in alignment with the Horizon Europe programme’s requirements for communication and public engagement.

To achieve this, Brunel University London (BRU), as the lead beneficiary for this deliverable, designed and launched the official project website, created the LinkedIn Showcase page, and developed a bespoke logo and branding pack. These tools together enable consistent, high-quality dissemination of project activities, outcomes, and engagement with target audiences, including industry stakeholders, researchers, policymakers, and the general public.

The project website (<https://www.torpropel.com>) offers comprehensive content about the consortium, technical innovations, and progress updates. It is supported by the [LinkedIn page](#), which enhances visibility across professional networks. The logo, meanwhile, encapsulates the project’s themes of sustainability, aviation innovation, composite materials technology, and geometric uniqueness through its toroidal propeller motif.

In conclusion, the deliverable successfully establishes the project identity and the necessary professional communication channels for the project. Both enable the early dissemination activities, hence laying the foundation for future engagement, visibility, and impact as the project progresses.



2. Introduction

This deliverable presents the visual and digital identity of the TorPropel project, including the project website, LinkedIn Showcase page, and official logo. As outlined in WP5 (Dissemination, Exploitation and Communication), the creation of a professional, engaging identity is essential for supporting outreach, stakeholder engagement, and public visibility.

The digital and visual identity of a research and innovation project such as TorPropel is more than a branding exercise—it is a fundamental tool for creating credibility, fostering engagement with target audiences, and ensuring clarity of messaging. This deliverable outlines the strategic approach taken to develop and maintain the TorPropel identity throughout the project lifecycle, ensuring alignment with the Horizon Europe communication guidelines.

The identity and online presence have been designed to:

- Enhance the visibility and recognition of the project among stakeholders
- Support coherent communication across channels and partner institutions
- Serve as a digital repository for updates, outputs, and engagement

The early establishment of a professional project identity is particularly crucial for projects under the EIC Pathfinder programme, where interdisciplinary collaboration, stakeholder trust, and future scalability are key. A compelling online presence allows the consortium to communicate the value proposition of the innovation clearly, attract attention from potential collaborators, and ensure that outputs are accessible and traceable throughout the project's lifetime and beyond.

Furthermore, the assets developed under this deliverable serve not only dissemination purposes but are critical tools for exploitation and engagement. The website and branding elements are intended to mature with the project, supporting future activities such as pilot demonstrations, investor engagement, and cross-sector outreach.

This document provides an overview of the main assets created as part of Deliverable 5.1 and how they contribute to the project's impact and dissemination goals.



3. Project Website

The official website of the TorPropel project is available at: <https://www.torpropel.com> and first iteration can be seen in Figure 1. The website provides accessible, up-to-date information about the project's vision, objectives, innovations, and consortium members. It will also host:

- Partner profiles
- News and updates
- Dissemination material
- Contact details

The site structure will include:

- Home: Project summary and news highlights
- About: Vision, objectives, expected impact
- Innovation: Technical innovations and applications
- Consortium: Detailed pages for all 9 partner organisations
- News and Events: Announcements and updates
- Publications: Public type deliverables and scientific publications of TorPropel
- Contact: Coordinator and general project email

The website will also incorporate the visual identity of the project, using the logo, fonts, and colour palette consistently across all pages. Partners have dedicated space to showcase their roles, contributions, and innovations. News articles are structured by date, category, and tags, facilitating intuitive access to the latest updates.

The website is more than a dissemination platform—it is a dynamic interface for engaging the broader innovation ecosystem. Researchers, SMEs, industry stakeholders, funding bodies, and the general public can all find tailored content and materials, reinforcing the transparency and openness of EU-funded projects. The future inclusion of interactive elements such as embedded videos, visual infographics, and potentially live webinars is envisioned in future development phases.

As part of the long-term communication strategy, the website will be regularly updated with:

- Project milestones and deliverables



- Public reports and scientific publications
- Event participation and presentation materials
- Press releases and insights

Future expansions of the site may include:

- An embedded media library for project videos, animations, and webinars
- A mailing list or newsletter signup form

Brunel University London (BRU) led the website's content structure, wireframing, coordination with the development team, and editorial control. Maintenance responsibilities and update workflows have been defined to ensure the site evolves in parallel with project progress. Additionally, BRU will continually analyze website traffic, visitors, and followers' trends, such as time spent on the website, interesting tabs, number of document downloads (where applicable), and their geographical location.

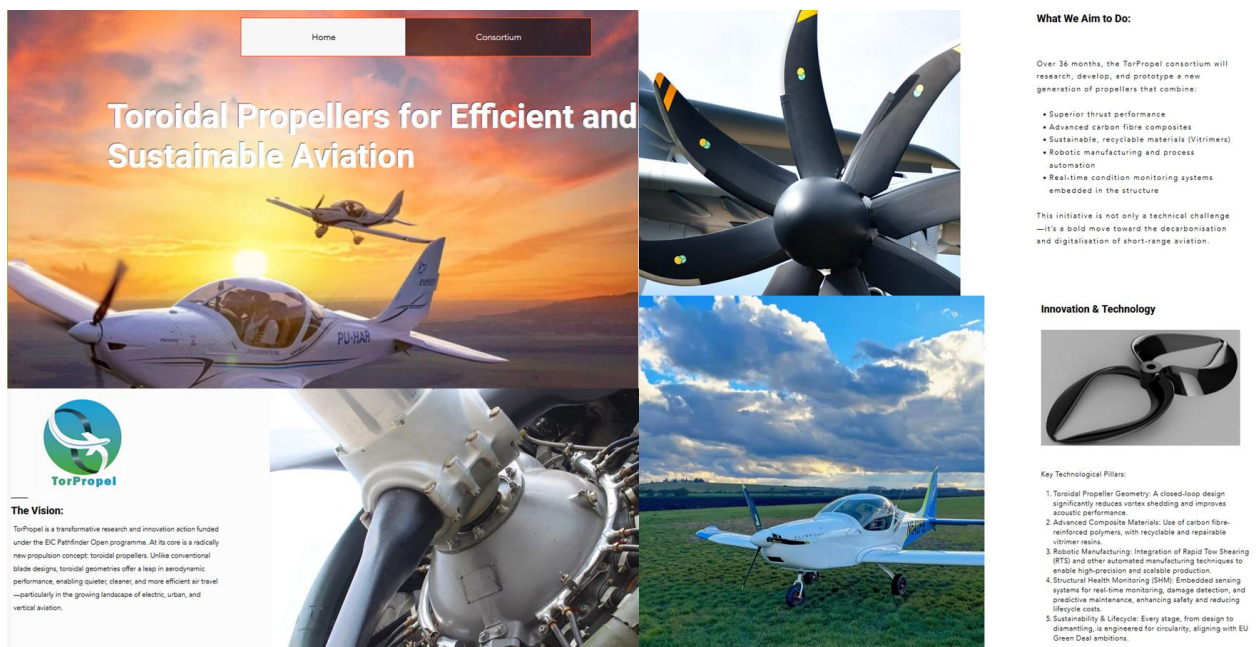


Figure 1. A screenshot of the first iteration of the project website.



4. Social Media Presence

In line with the dissemination strategy, a LinkedIn Showcase page has been created to maximise outreach and industry engagement: <https://www.linkedin.com/showcase/torpropel>

The page will be actively used to:

- Share progress updates and events
- Disseminate publications and milestones
- Promote TorPropel presence at conferences and workshops
- Reach industry professionals, researchers, and policymakers

The LinkedIn page acts as a key engagement hub for external stakeholders, allowing for real-time interaction with project updates and developments. Through targeted content strategies, the platform will showcase the project's innovations, highlight partner achievements, and provide a space to connect with the wider scientific, industrial, and regulatory communities.

Consortium partners are encouraged to:

- Follow the page and enable notifications
- Share posts through their institutional and personal accounts
- Tag the page in relevant event announcements and achievements
- Coordinate joint posts for maximum amplification

Regular content types will include:

- Spotlight posts on project milestones and deliverables, an example is shown in Figure 2 below.
- Profiling of consortium partner organisations
- Visual snippets from labs, events, or prototype testing
- Articles and whitepapers authored or co-authored by the consortium



TorPropel

37 followers
2w • 🌐

We are thrilled to announce the successful Kick-off Meeting of [TorPropel](#), an ambitious [#research](#) initiative focused on advancing [#aerospace](#) [#propulsion](#) through [#toroidal](#) [#propellers](#). With a strong consortium of leading industry players, academic institutions, and research organisations, we are working together to enhance efficiency, reduce noise pollution, and promote sustainable aviation solutions.

Consortium Members:

[University of Ioannina](#)
[Aristotle University of Thessaloniki \(AUTH\)](#)
[Technical University of Munich](#)
[iCOMAT](#)
[CIDETEC](#)
[GMI AERO](#)
[Brunel Composites Centre \(BCC\) \(Brunel University of London\)](#)
[Limmat Scientific AG](#)
[Evektor Group](#)

This marks the beginning of an exciting journey to revolutionise next-generation aviation technologies! Stay tuned for updates on our research, development, and milestones.



Figure 2. TorPropel's KoM, the first project post on social media.

Analytics from the LinkedIn page will be periodically reviewed to assess engagement, identify high-performing content, and refine messaging strategies.

As mentioned earlier, all partners are encouraged to follow, share, and tag the TorPropel page to increase visibility.



5. Project Logo and Branding

A dedicated TorPropel logo has been designed to visually represent the essence of the project's mission and core themes. The logo was conceptualised and developed by Brunel University London and reflects four key elements listed below and shown in Figure 3:

Sustainability: The green and blue gradient background symbolises a clean Earth and clear skies.

Aviation: A stylised white aircraft silhouette is central to the design, clearly linking the project to the aviation sector.

Toroidal Propeller Geometry: The looping, ring-like shape wrapped around the aircraft captures the distinct geometry of the toroidal propeller being developed.

Advanced Composites: The textured band forming the toroid mimics the layered fibre structure of composite materials.

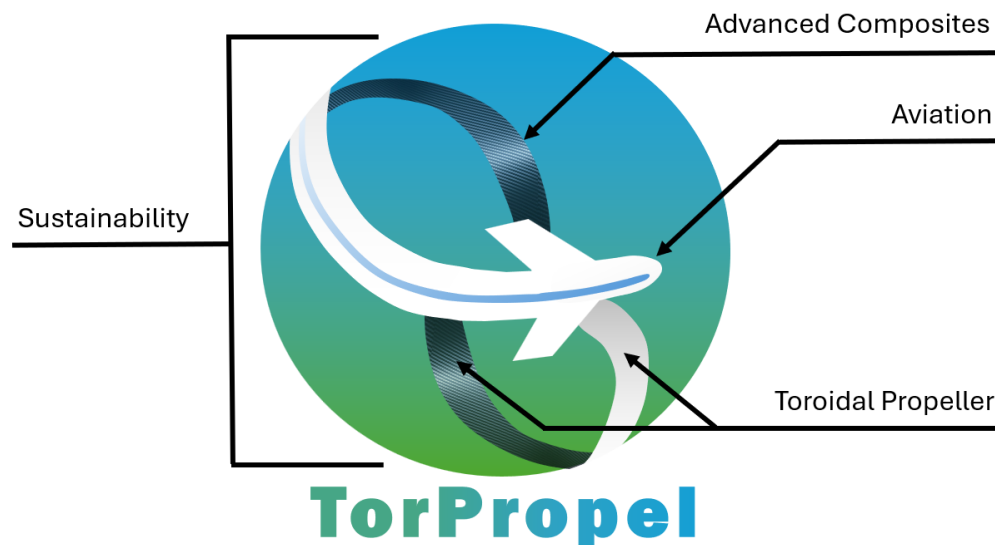


Figure 3. The four elements of Torpropel's project logo.

The logo embodies the innovation, environmental vision, and engineering ambition of the TorPropel project. Feedback on the logo was gathered from all consortium members prior to final approval to ensure broad alignment and representation.

The design further aims to unify the project's diverse technological threads under a single visual identity that is instantly recognisable and scalable for multiple uses—whether in print or digital formats. The colours were carefully chosen not only for aesthetic appeal but to convey harmony



between high-tech advancement and ecological responsibility. The flowing toroid gives a sense of movement, adaptability, and progress—key themes embedded in the project’s mission.

The logo is already in active use across the website, LinkedIn Showcase page, templates for presentations and deliverables that have been produced by UOI, and it will be used in all public-facing communications.

6. Conclusions

This deliverable demonstrates the completion of D5.1 – Website, project logo and social media, fulfilling the communication requirements of WP5 for M2 of TorPropel. The tools developed—website, LinkedIn page, and branding materials—will support ongoing dissemination and exploitation activities throughout the project lifecycle.

The visual and digital identity of TorPropel is now established and will be expanded with content, media, and results as the project progresses.