

# EPPCN

## web&logo WG

### Report

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EPPCN meeting, CERN, 16 Nov 2023

# Outline

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## WEBSITE

1. What do we have now?
2. What would we like to achieve?
3. Some practical/technical questions
4. Content and structure:
  - a. What would we need as a minimum?
  - b. Can we come up with a first proposal, for discussion?

## LOGO

1. Our discussion
2. A proposal
3. Explanations & variations

# What do we have now?



EPPCN site

## EPPCN site

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Site Contents

### EUROPEAN PARTICLE PHYSICS COMMUNICATION NETWORK

The European Particle Physics Communication Network (EPPCN) is a network established by CERN Council in 2005 following the approval of the European strategy for particle physics. It is a network of professional communication officers from each Member and Associate States.

#### EPPCN's mandate:

- Strengthen communication between communications officers in the Member and Associate States;
- Sharing best practices and maximize benefit in the Member and Associate States;
- Offer constructive communications advice on long-term strategic issues to CERN Council based on consensus decisions made by the network;
- Prepare and implement communication activities based around the results from the LHC, and on future colliders.
- Propose, implement and monitor strategies designed to foster long-term support for fundamental sciences related to CERN's mission, and in support of the European strategy for particle physics.

## Members of EPPCN

<input type="checkbox"/> Country	Name	Institute	Contact
<input type="checkbox"/> Austria	Brigitte de Monte	OEAW	<a href="mailto:brigitte.de.monte@oeaw.ac.at">brigitte.de.monte@oeaw.ac.at</a>
<a href="#">Belgium</a>	Vacant		
<a href="#">Bulgaria</a>	Leandar Litov	University of Sofia	<a href="mailto:Leandar.Litov@cern.ch">Leandar.Litov@cern.ch</a>
<a href="#">Czech Republic</a>	Petra Köppl	Institute of Physics of the Czech Academy of Sciences	<a href="mailto:koppl@fzu.cz">koppl@fzu.cz</a>
<a href="#">Denmark</a>	Ian G. Bearden	Niels Bohr Institute, University of Copenhagen	<a href="mailto:bearden@nbi.ku.dk">bearden@nbi.ku.dk</a>
<a href="#">Finland</a>	Johanna Pellinen	University of Helsinki	<a href="mailto:johanna.p.pellinen@helsinki.fi">johanna.p.pellinen@helsinki.fi</a>
<a href="#">France</a>	Perrine Royole-Degieux	CNRS/IN2P3	<a href="mailto:royole@in2p3.fr">royole@in2p3.fr</a>
<a href="#">Germany</a>	Thomas Zoufal	DESY	<a href="mailto:thomas.zoufal@desy.de">thomas.zoufal@desy.de</a>
<a href="#">Greece</a>	Eleni T. Chatzichristou	European Research Council (ERC)	<a href="mailto:Eleni.CHATZICHRISTOU@ec.europa.eu">Eleni.CHATZICHRISTOU@ec.europa.eu</a>
<a href="#">Hungary</a>	Barbara Vizkelely	Wigner Research Centre for Physics	<a href="mailto:vizkelely.barbara@wigner.mta.hu">vizkelely.barbara@wigner.mta.hu</a>
<a href="#">Israel</a>	Ettay Nevo	Davidson Institute of Science Education	<a href="mailto:ettay.nevo@weizmann.ac.il">ettay.nevo@weizmann.ac.il</a>
<a href="#">Italy</a>	Eleonora Cossi / Antonella Varaschin	INFN Rome	<a href="mailto:eleonora.cossi@presid.infn.it">eleonora.cossi@presid.infn.it</a> / <a href="mailto:antonella.varaschin@presid.infn.it">antonella.varaschin@presid.infn.it</a>
<a href="#">Netherlands</a>	Vanessa Mexner / Martijn van Calmthout	Nikhef	<a href="mailto:v.mexner@nikhef.nl">v.mexner@nikhef.nl</a> / <a href="mailto:martijn.van.calmthout@nikhef.nl">martijn.van.calmthout@nikhef.nl</a>
<a href="#">Norway</a>	Hilde Lynnebakken	University of Oslo	<a href="mailto:hilde.lynnebakken@fys.uio.no">hilde.lynnebakken@fys.uio.no</a>
<a href="#">Poland</a>	Pawel Bruckman de Renstrom	Polish Academy of Sciences	<a href="mailto:Pawel.Bruckman.de.Renstrom@cern.ch">Pawel.Bruckman.de.Renstrom@cern.ch</a>
<a href="#">Portugal</a>	Catarina Espirito Santo	LIP	<a href="mailto:catarina@lip.pt">catarina@lip.pt</a>
<a href="#">Romania</a>	Adam Jinaru	IFIN-HH	<a href="mailto:adam.jinaru@cern.ch">adam.jinaru@cern.ch</a>
<a href="#">Serbia</a>	Slobodan Bubnjević	Institute of Physics, Belgrade	<a href="mailto:komunikacije@ipb.ac.rs">komunikacije@ipb.ac.rs</a>
<a href="#">Slovakia</a>	Ivan Melo	University of Zilina	<a href="mailto:melo@fyzika.uniza.sk">melo@fyzika.uniza.sk</a>
<a href="#">Spain</a>	Nuria Falcó	CPAN/CSIC	<a href="mailto:Nuria.Falco@ifc.uv.es">Nuria.Falco@ifc.uv.es</a>
<a href="#">Sweden</a>	Tutti Johansson Falk	Swedish Research Council	<a href="mailto:Tutti.JohanssonFalk@vr.se">Tutti.JohanssonFalk@vr.se</a>
<a href="#">Switzerland</a>	Angela Benelli	CHIPP	<a href="mailto:angela.benelli@cern.ch">angela.benelli@cern.ch</a>
<a href="#">United Kingdom</a>	Stephanie Hills	STFC	<a href="mailto:stephanie.hills@stfc.ac.uk">stephanie.hills@stfc.ac.uk</a>
<a href="#">APPEC</a>	Katrin Link	Karlsruher Institut für Technologie (KIT)	<a href="mailto:Katrin.Link@kit.edu">Katrin.Link@kit.edu</a>
<a href="#">CERN</a>	Ana Godinho	CERN	<a href="mailto:ana.godinho@cern.ch">ana.godinho@cern.ch</a>

# What do we have now?

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- A very modest page
- More a space holder with just the list of contacts – something useful already, at least for us!
- Idea to have behind some kind of repository – many years work and presentations available on Indico  
*(no passwd)*

# What would we like to achieve?

---

1. Top-level priority: delegates / management of national / local organisations must know us.

Target audiences:

- Country delegates / organisations' management
- EPPCN members
- Media
- Particle Physics Community

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**Full name + Acronym + Logo? + Tagline? + Mandate**

*networking for particles*    *communicating particle physics*    *the particles' network*

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3. Should be « simple » – mostly static (for any dynamic content: make sure we have a good plan)
4. Country-specific info would be useful – a country page/tab, even if mostly collecting info/links

# Some practical/technical questions

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## **Where to host an EPPCN website?**

On CERN's website, IR site, Council pages?

.cern domain? *communication.network.cern* *eppcn.cern*

## **Which Content Management System?**

Use the same as the CERN ecosystem

User friendly: go away from Sharepoint/Indico

## **How/who will manage it?**

# Content: What would we need as a minimum?

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## External facing

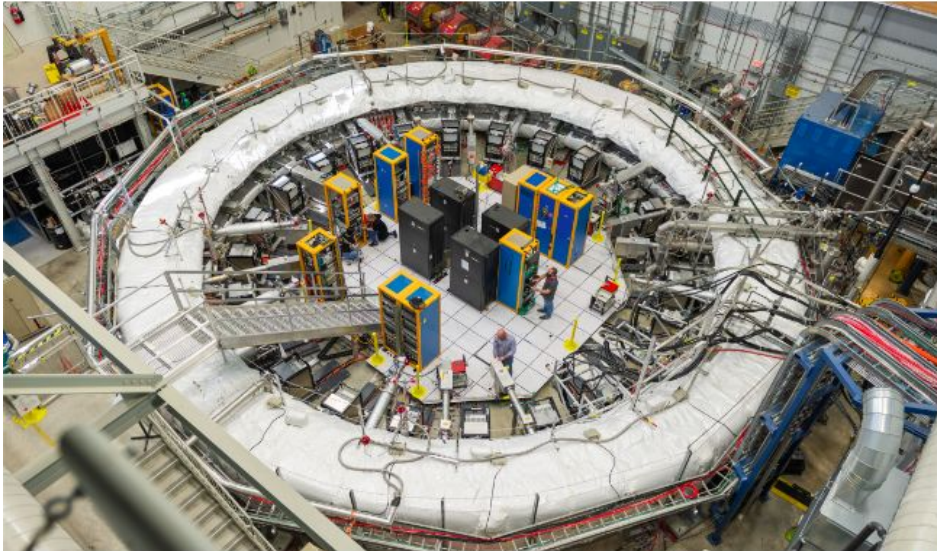
- Mandate and key documents
- Map and contacts - general and country specific
- Information on what we do and what's going on:  
Meetings WGs Tasks/Collabs/Campaigns
- Links to important resources and other fora (*Council, Interactions, IPPOG...*)

## Internal facing

Repository under password where we can import the history of documents and meetings

# Looking around

A communication resource from the **world's particle physics laboratories.**



## Muon g-2 doubles down with latest measurement, explores uncharted territory in search of new physics

Physicists now have a brand-new measurement of a property of the muon called the anomalous magnetic moment that improves the precision of their previous result by a factor of 2.

[Read More](#)

# Looking around

CERN Accelerating science

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International Particle  
Physics Outreach Group

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About

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A photograph of a woman in a white shirt presenting to an audience in a lecture hall. A large screen behind her displays a slide with a woman's portrait. The audience is seated in rows, and the room has wood-paneled walls.

Explore the foundations  
of the universe!



<https://ippog.org/about>



# Looking around

[Home](#)[About ▾](#)[Science policy ▾](#)[Activities ▾](#)[Events ▾](#)[Media ▾](#)[Business](#) [Jobs](#)

3D dipole integration  
at the Large Hadron  
Collider

*More about CERN*



# A first proposal, for discussion

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(LOGO)

*Highlight: recent News/Event/Media appearance (rotating over members?)*



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- Date/place

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- A few lines:  
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HL-LHC

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SoMe

EPPSU/FCC?

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Landing page  
with useful  
Links

- CERN and  
MS press  
offices

- links to info  
on current "hot  
topics"

Highlight: recent News/Event/Media appearance (rotating over members?)

# A first proposal, for discussion

HOME ABOUT MEETINGS WORKING GROUPS MEDIA MEMBER STATES LINKS & RESOURCES FOR MEMBERS

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Collection of  
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and contacts

Press + VIP  
visits

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DOCUMENTS

GALLERY

LINKS:

- Council
- CERN press
- Interactions
- IPPOG
- EPPS

*Highlight: recent News/Event/Media appearance (rotating over members?)*

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Landing page with useful Links

- CERN and MS press offices
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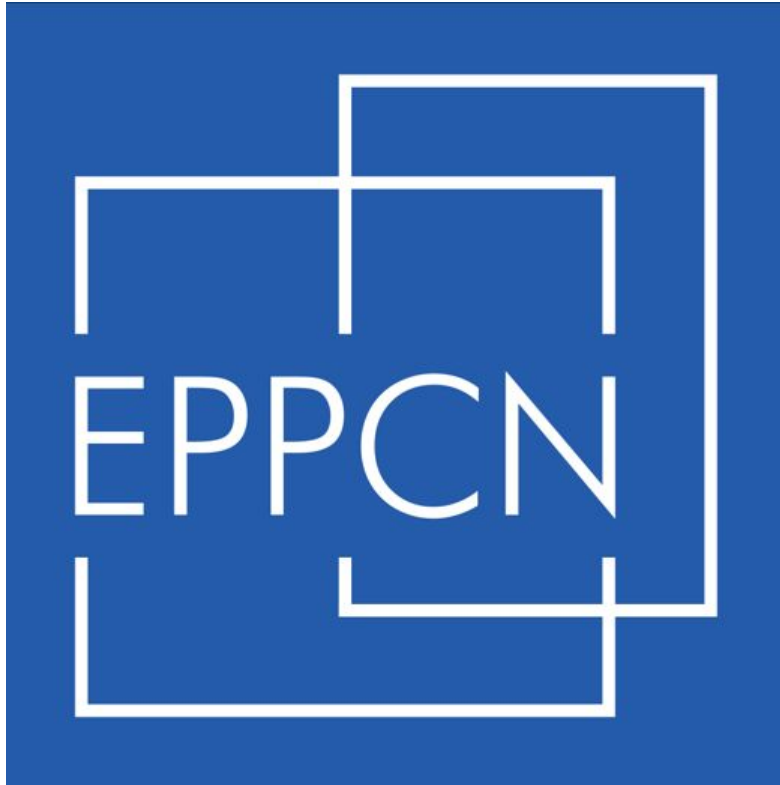
- Links to Indico agendas?
- Country reports?
- Reports to Council?

Highlight: recent News/Event/Media appearance (rotating over members?)

# EPPCN LOGO Discussion

- **DO WE NEED A LOGO?** Three meetings and dozens of arguments for and against.
- **CONCLUSION:** *We need simple logo but also memorable and visually accessible*
  - The logo will help to make it easier to understand immediately what EPPCN means / who we are
  - The logo will help overcome the problem of challenging acronym EPPCN
- The logo should show that EPPCN connects the worlds of media and particle physics. The logo should indicate the connection with CERN

# EPPCN LOGO Final proposal

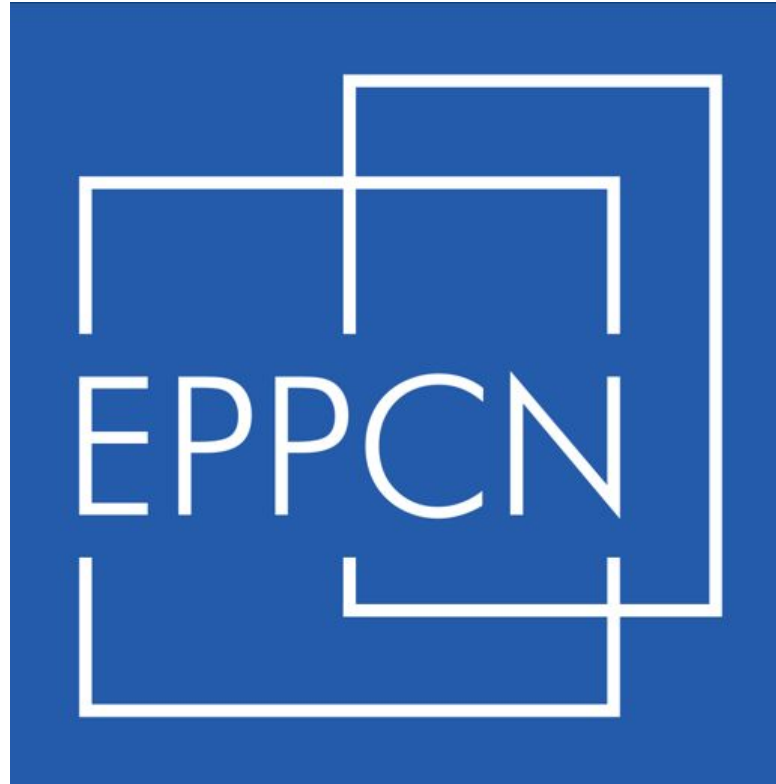


The EPPCN logo, a composition of a white square against a bold blue backdrop, stands as a visual testament to the fusion of particle physics and media communication



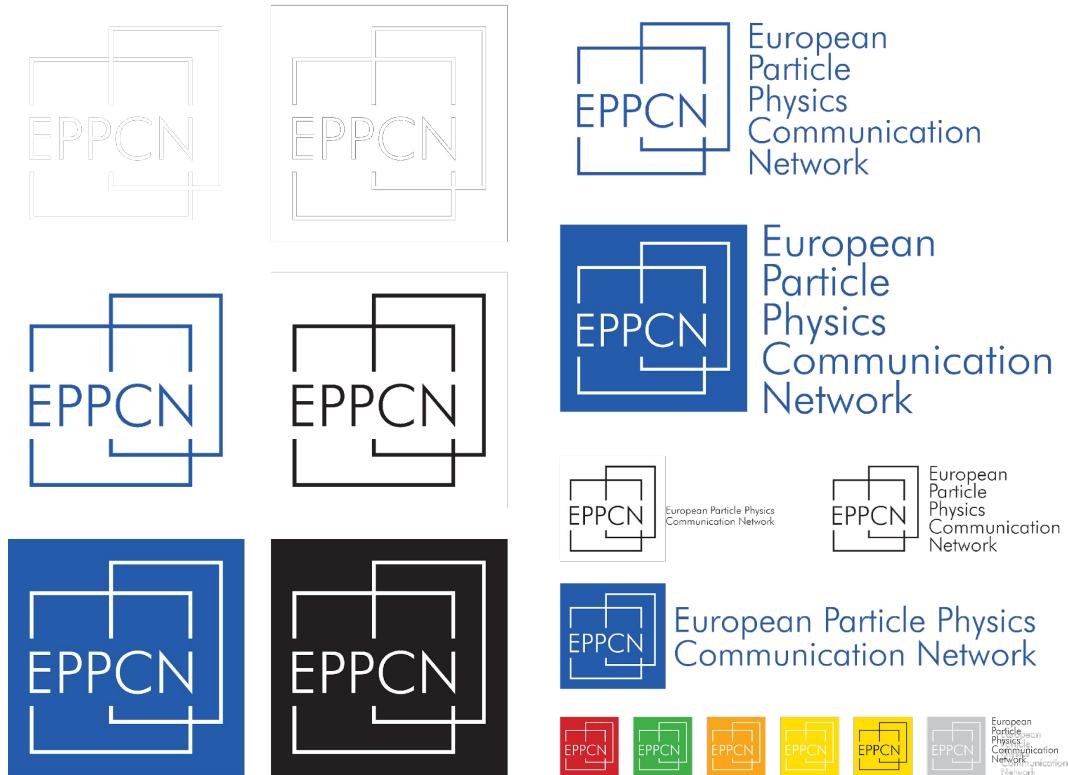
# EPPCN LOGO Explication

In the heart of the square, the letters "EPPCN" come to life, where "EPP" and "CN" emerge distinctly, forming a harmonious relationship within the structure.



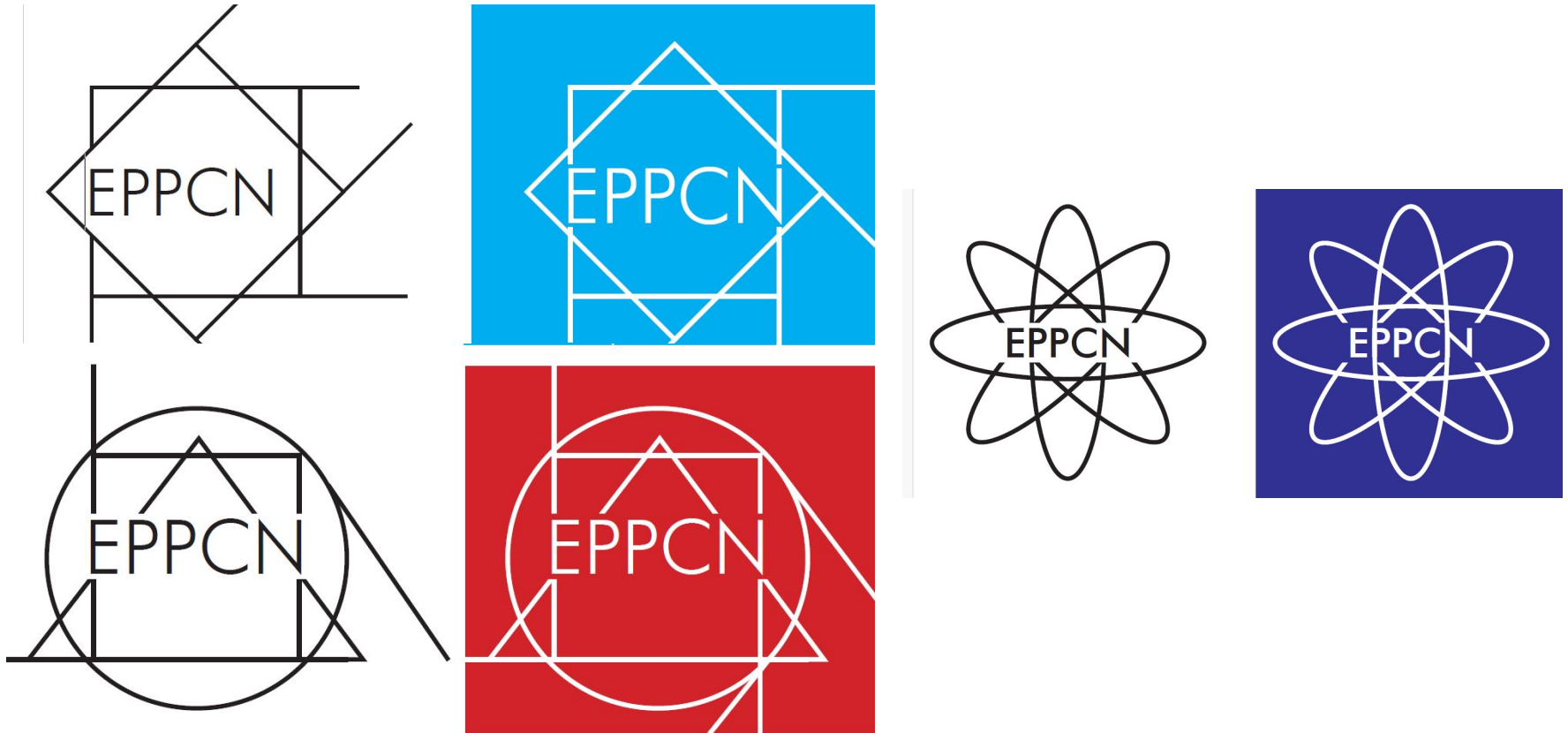
Adjacent to the square, a rectangular shape intersects (proportioned as an A4 paper), symbolizing the realm of media and communication

# EPPCN LOGO Variations/mockup



Author:  
Vladimir  
Stankovski

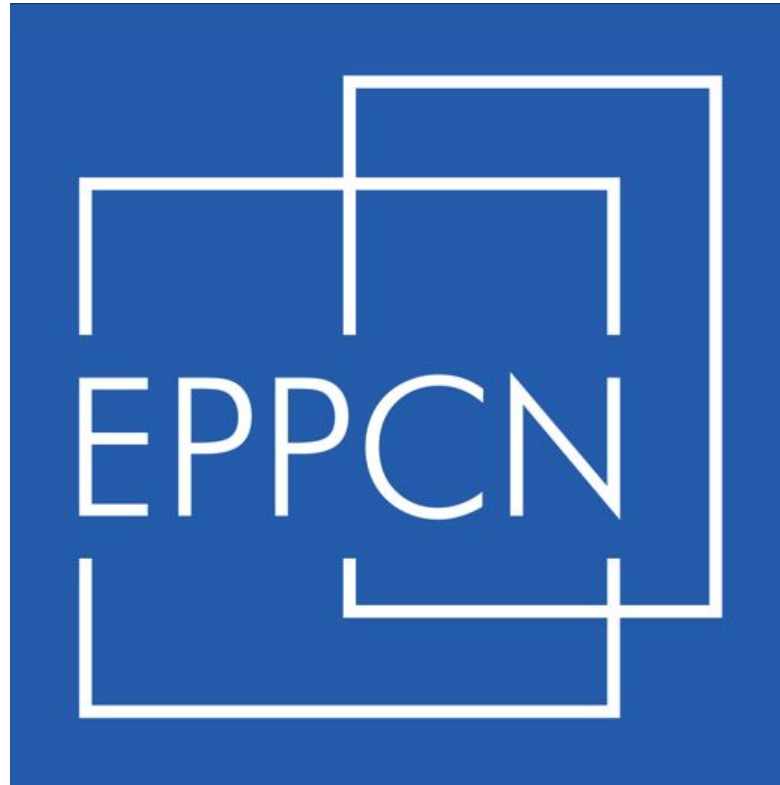
# EPPCN LOGO Development – previous solutions



# EPPCN LOGO Development – previous solutions



# EPPCN LOGO Final proposal



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Thank you!

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