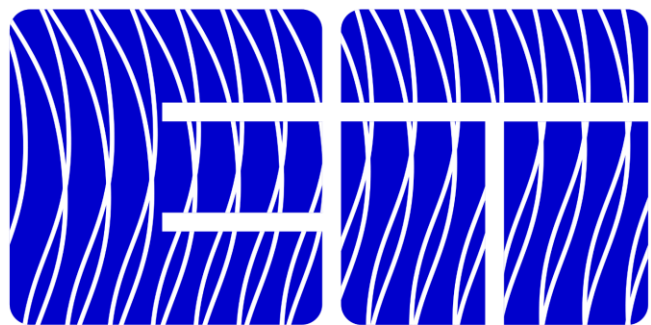




Funded by
the European Union



EINSTEIN
TELESCOPE

EINSTEIN TELESCOPE COMMUNICATIONS:

*NEW IMAGE, NEW WEBSITE,
NEW MOMENTUM*

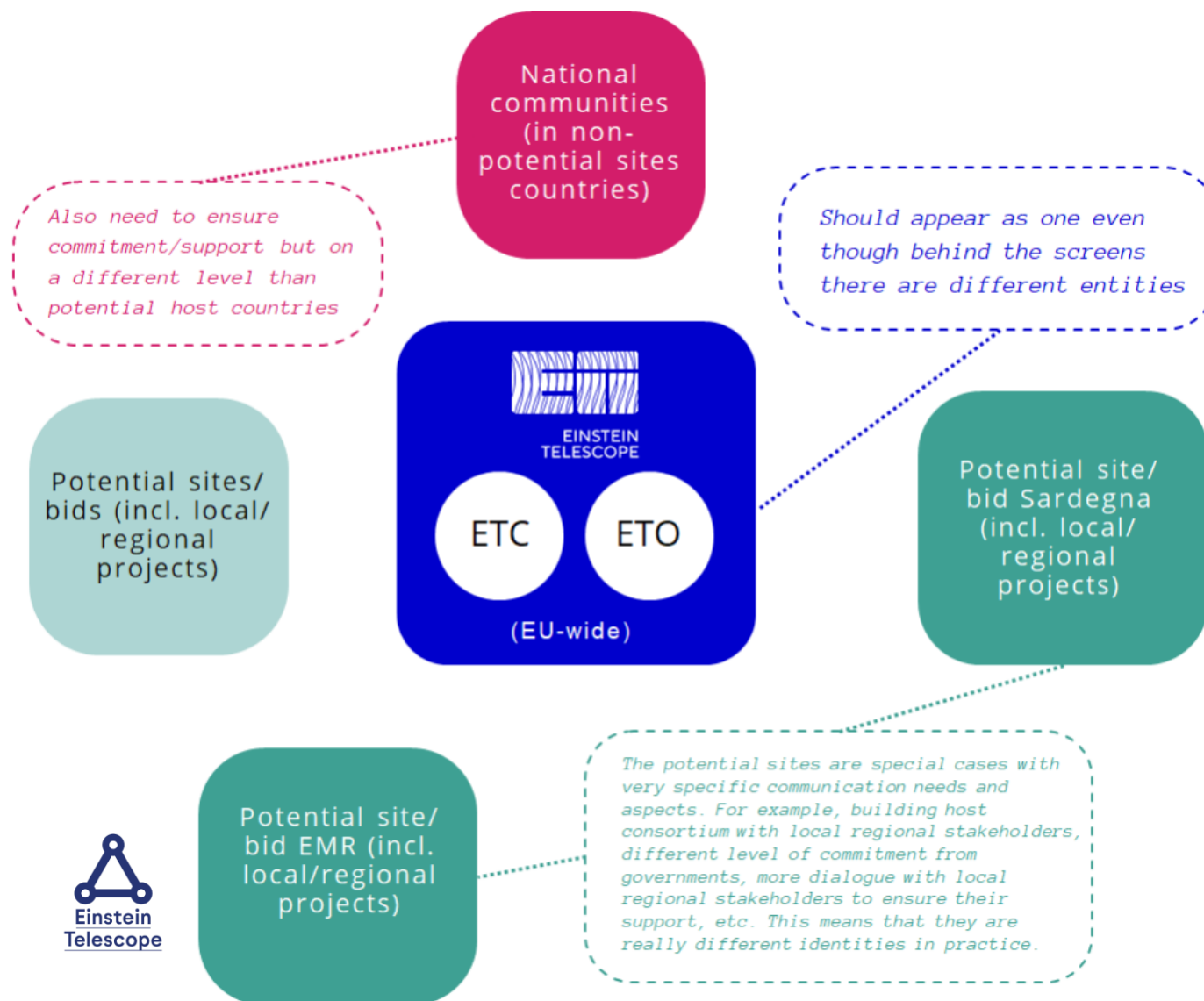
Yuliya Hoika on behalf of ET-PP (WP10)

30.05.2025

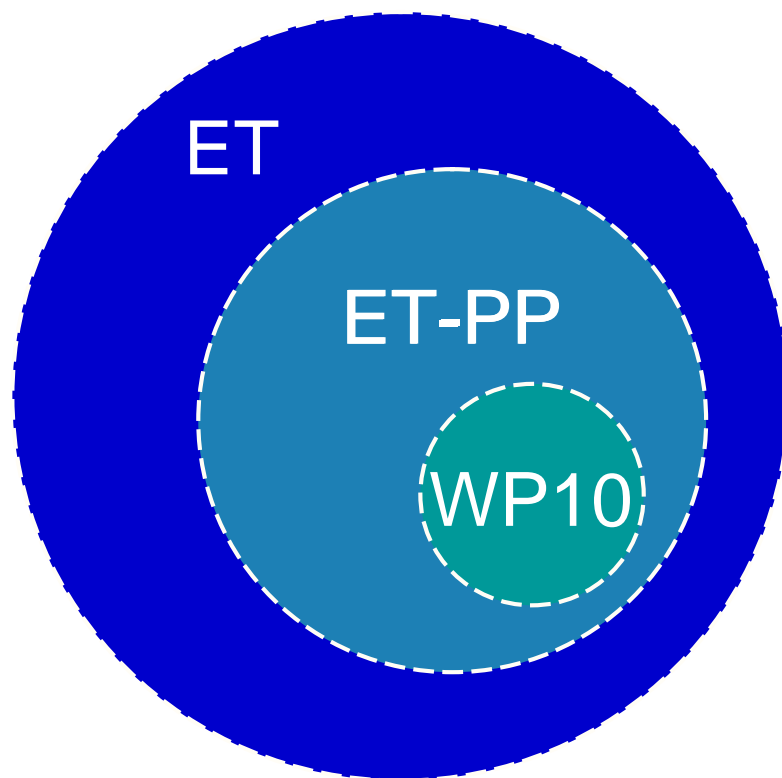
EINSTEIN TELESCOPE COMMUNICATION LANDSCAPE

THE EINSTEIN TELESCOPE COMMUNICATION LANDSCAPE

Source: ET Strategic Media and
Communication Plan (2024)



OUR TEAM



~20
people contribute

5
deliverables

~100
PM

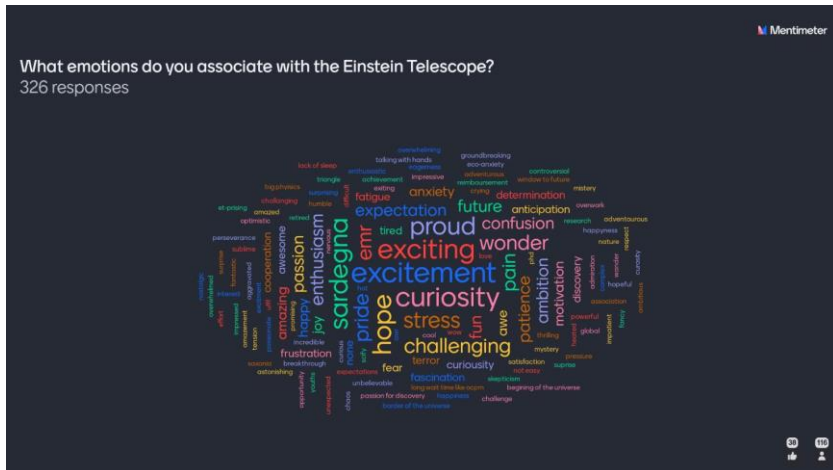
Einstein Telescope Preparatory Phase WP10:
Education, Outreach and Citizen Engagement



Coordinators:
Dorota Rosinska (UW)
Vincenzo Napolano (EGO)

OUR MILESTONES: NEW VISUAL IDENTITY

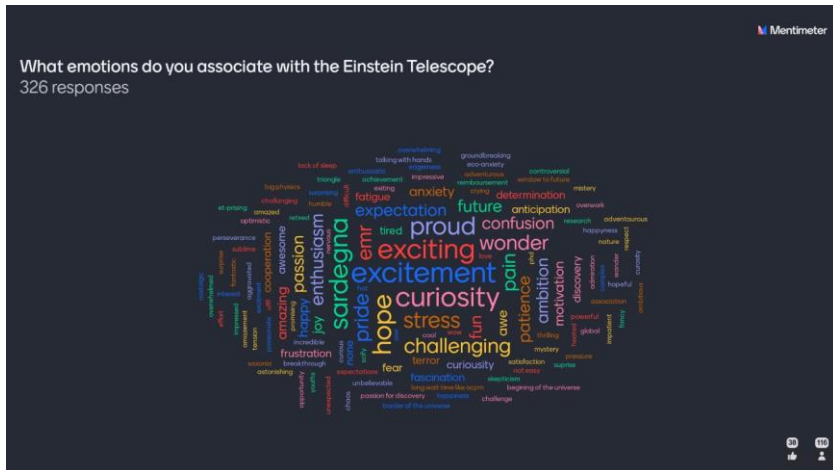
NEW VISUAL IDENTITY



CREATION



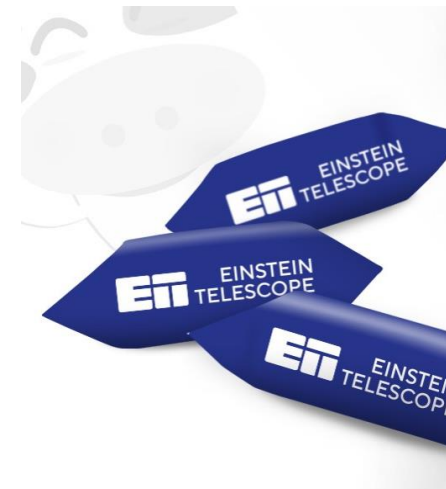
NEW VISUAL IDENTITY



CREATION

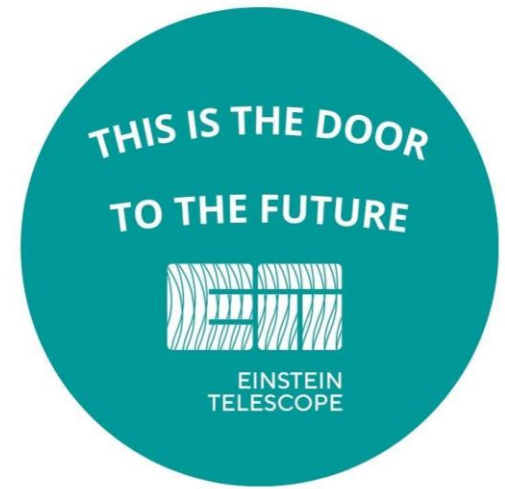
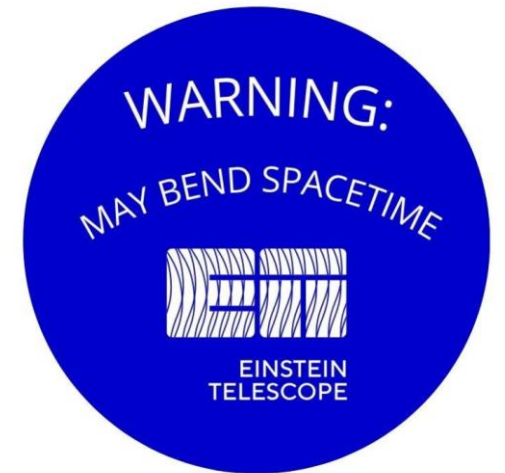
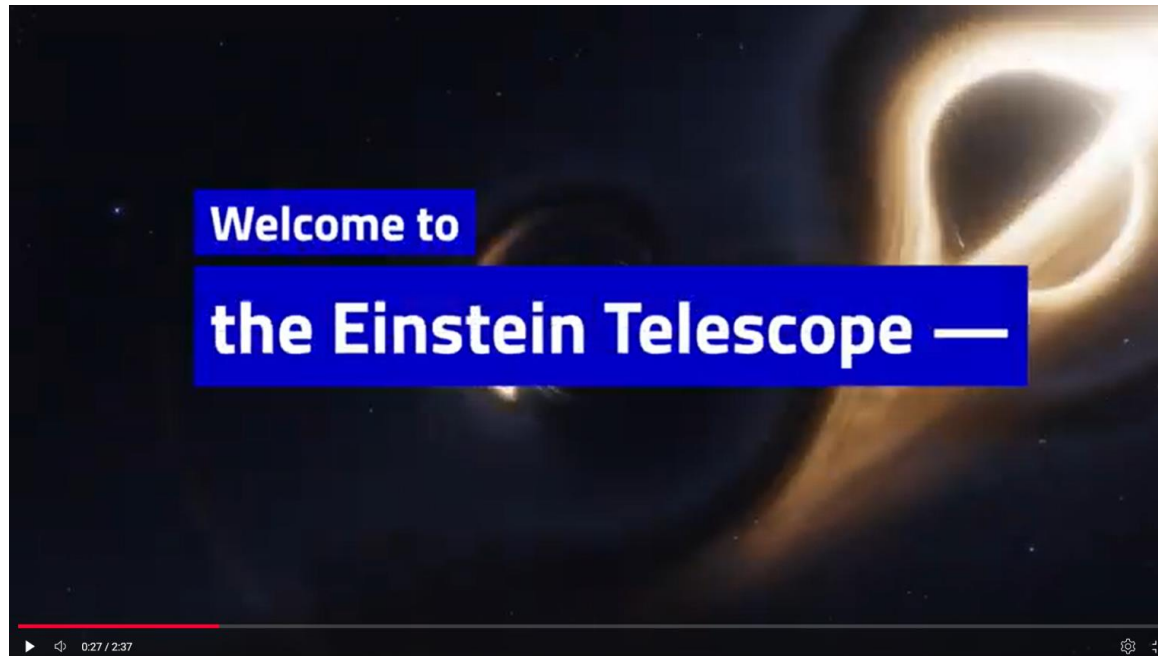


IMPLEMENTATION



NEW VISUAL IDENTITY: MATERIALS

You can see them during this Symposium:
video, stickers, brochures



NEW VISUAL IDENTITY: BRANDBOOK

Visual Identity ≠ Decoration — It's Strategy

- Consistency builds recognition
- Professional credibility
- Efficiency for teams
- Brand equity protection
- Scalability

Einstein Telescope Brand Identity Guidelines

Design by Cristina Chiappini

2024

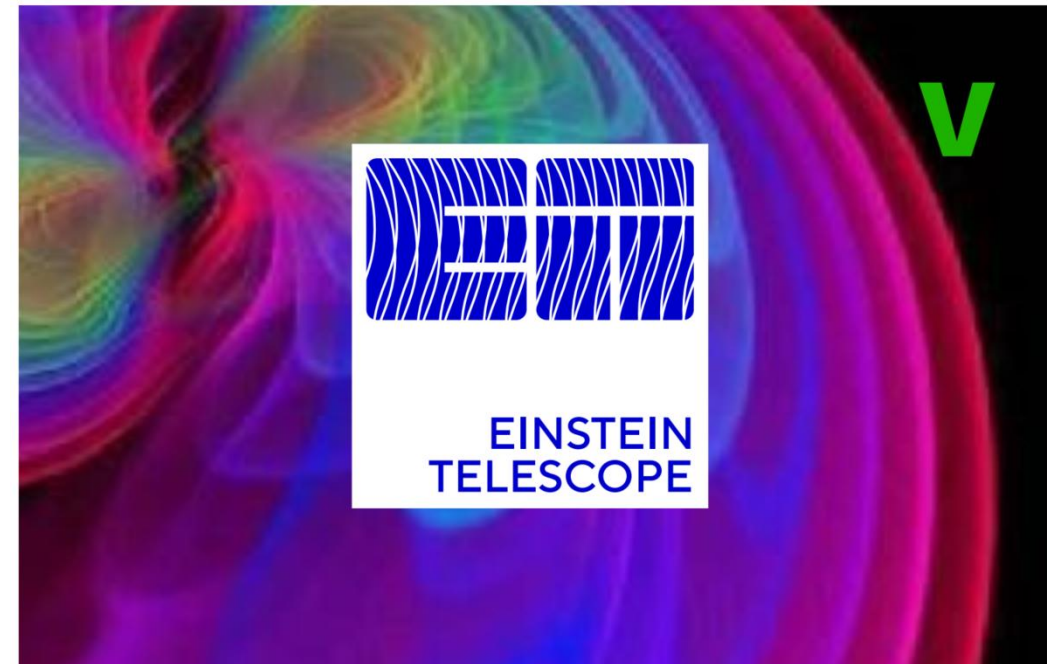
NEW VISUAL IDENTITY: BRANDBOOK

What's wrong here?



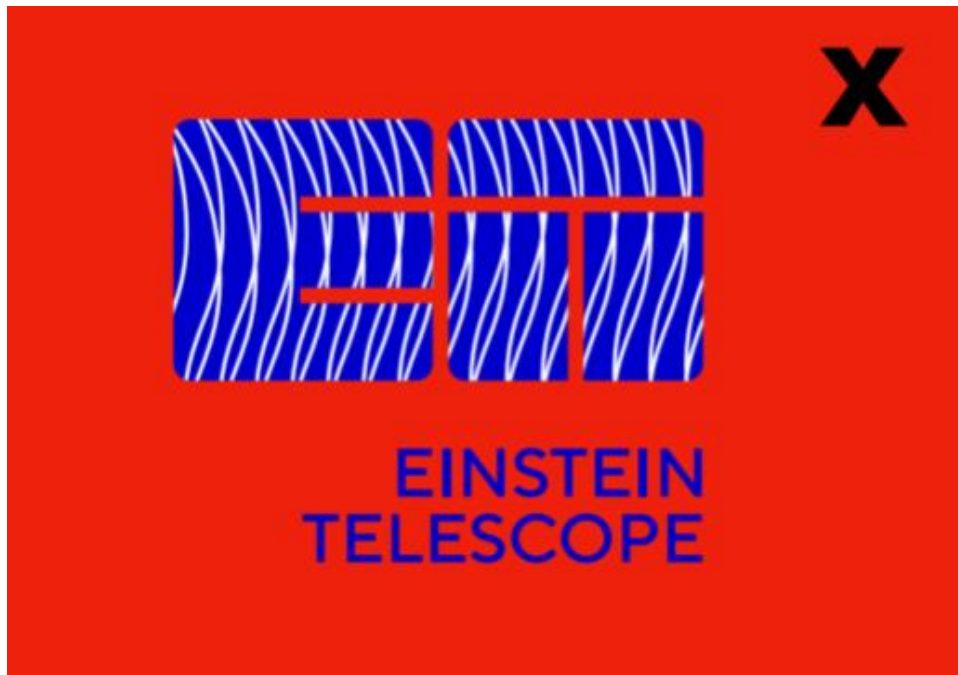
NEW VISUAL IDENTITY: BRANDBOOK

What's wrong here?



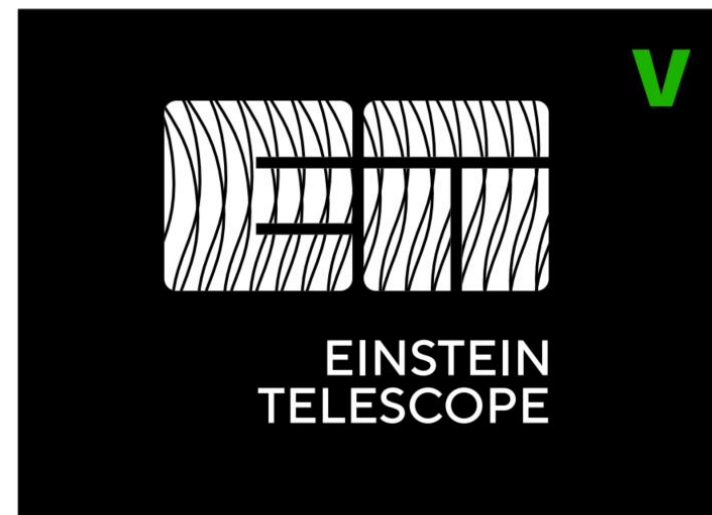
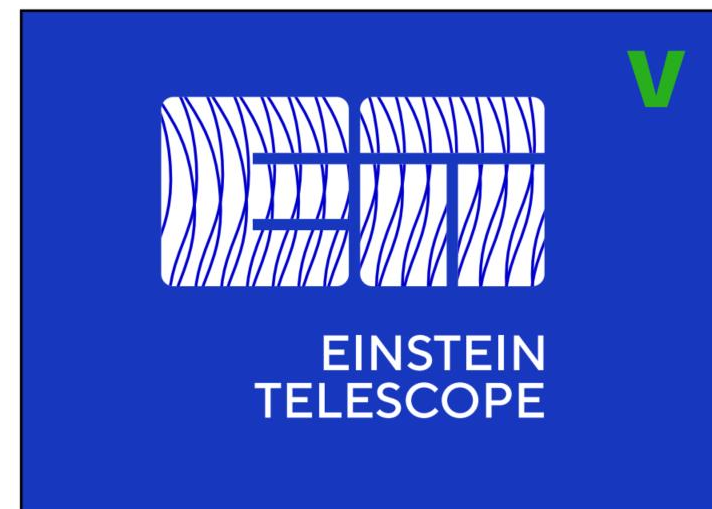
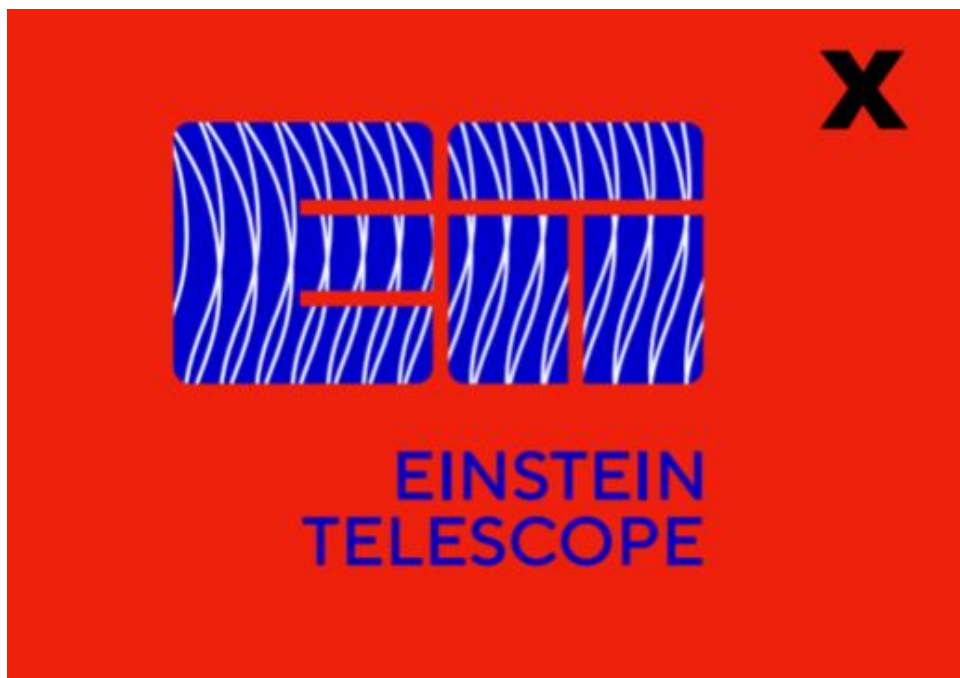
NEW VISUAL IDENTITY: BRANDBOOK

What's wrong here?



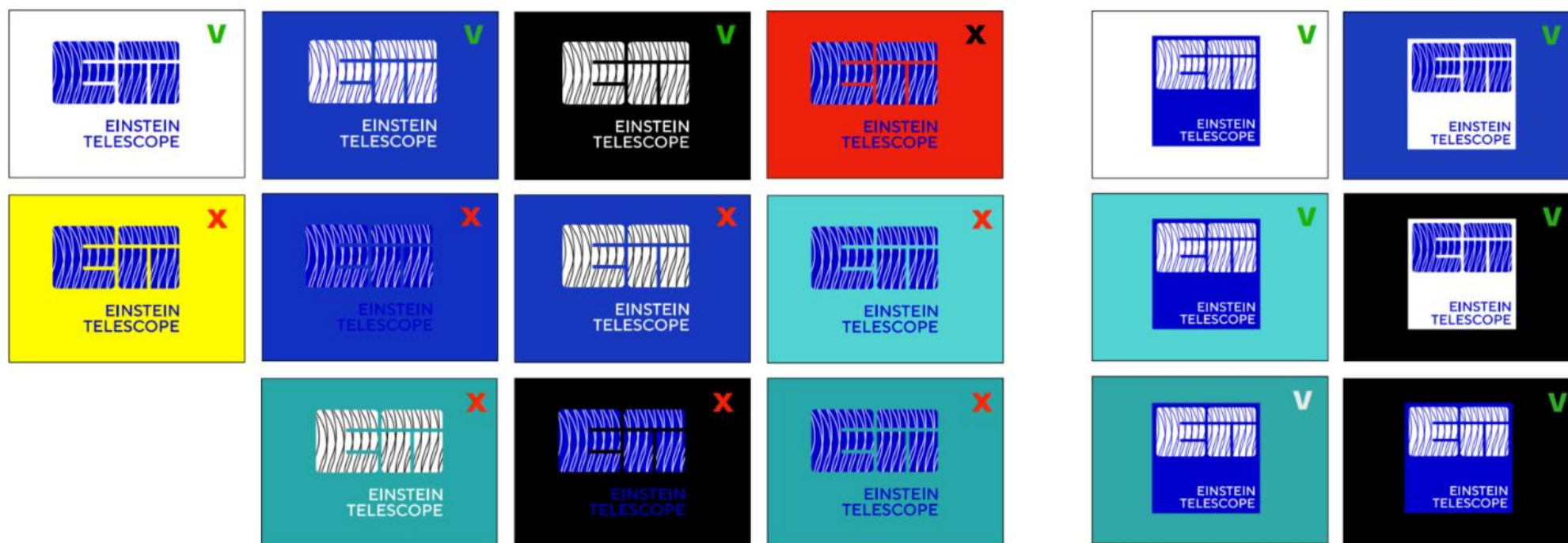
NEW VISUAL IDENTITY: BRANDBOOK

What's wrong here?



NEW VISUAL IDENTITY: BRANDBOOK

More examples - in the BrandBook (available on Wiki / ET page)



EINSTEIN TELESCOPE NEW VISUAL IDENTITY

Consistency builds recognition

- Adopt the refreshed look
- Check the Brandbook for details
- Pick the right logo version
- Grab the files on the Wiki
- Need help? Ping the Communications team



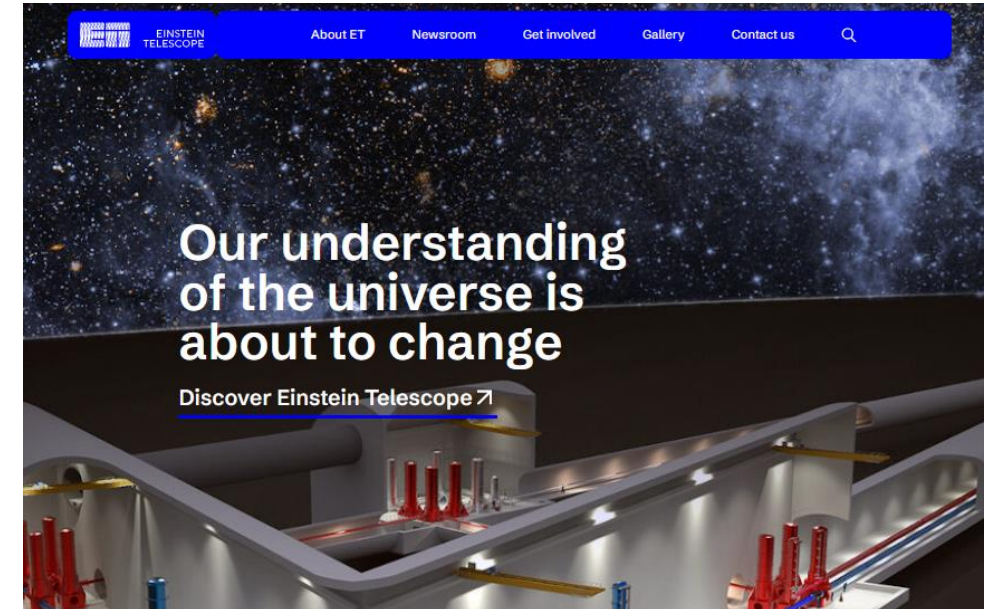
et_comm@astrouw.edu.pl

OUR MILESTONES:
NEW SUPRANATIONAL WEBSITE

Website

A bit of history

- Web developer selected through a competitive process (UW)
- Working group established within ET-PP WP10
- Website launched in test mode (October 2024)
- Content reviewed by WP10 members (by mid-February 2025)
- Dedicated review panel appointed by ET-PP Coordinator Mario Martinez, including external experts (LIGO, CERN)
- Findings from review implemented, website made ready for publication: a small group from WP10, led by head of ETO comm office



Newsroom

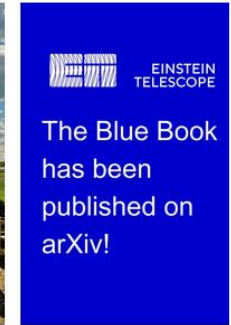


News
Events
Press review



13 MAY 2025

European Commission officer visits Einstein Telescope official candidate regions



20 MARCH 2025

The ET Blue Book has been published



16 MARCH 2025

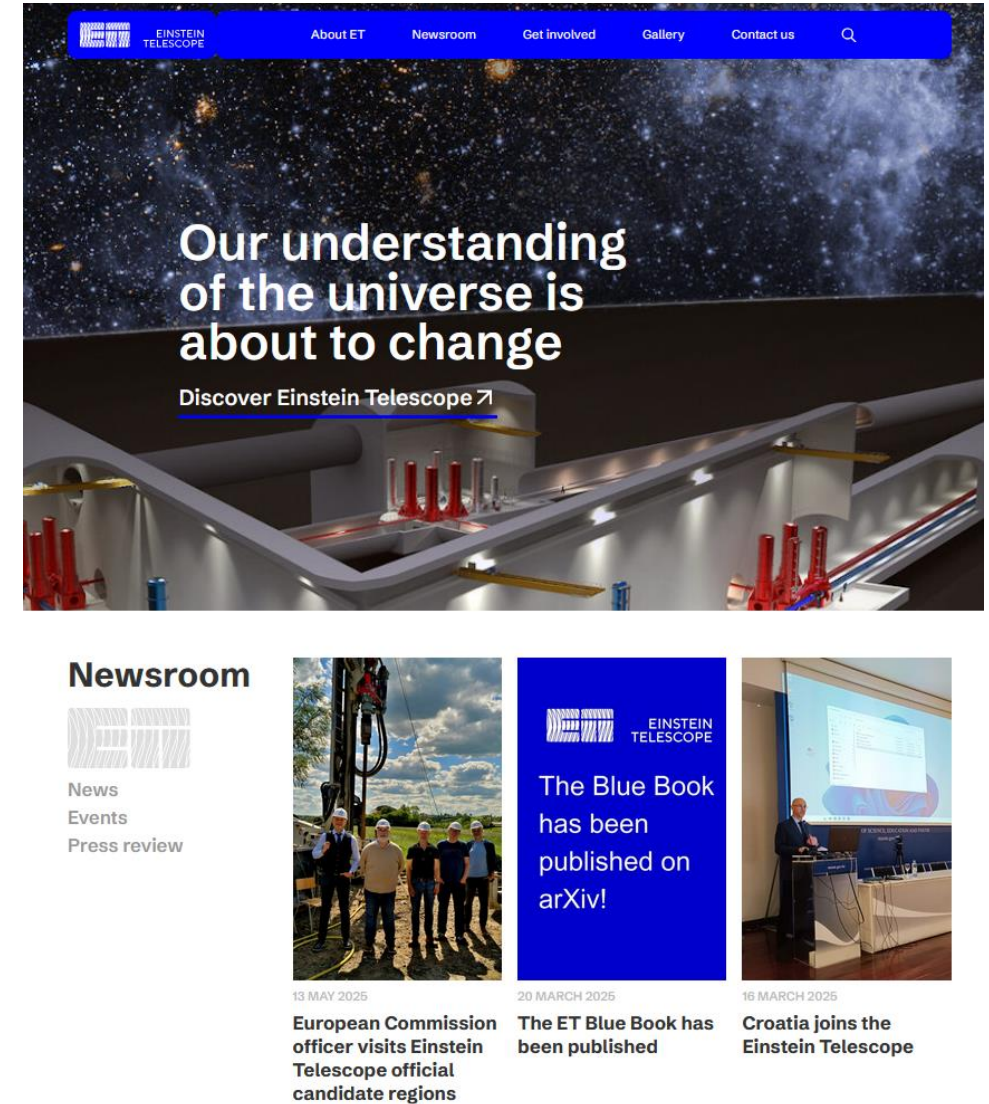
Croatia joins the Einstein Telescope

Website

A bit of history

Live from 11 April 2025:
<https://einsteintelelescope.eu>

- Highlights the collective efforts of the ET community, including ETO and ETC.
- Provides **transnational** updates and news about the Einstein Telescope. This includes and goes beyond ETO and ETC.
- Offers **neutral** coverage of developments at potential host locations, ensuring balanced representation until the site decision is made.



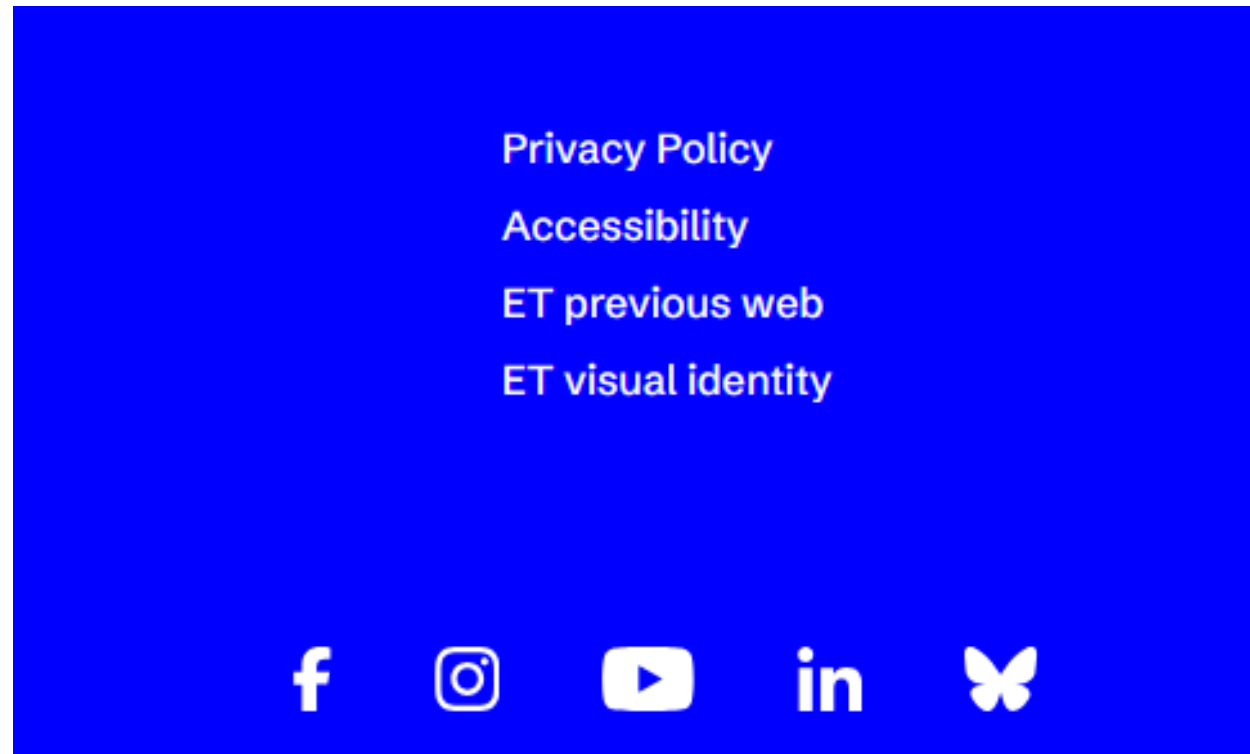
Website

What can be found on the page now?



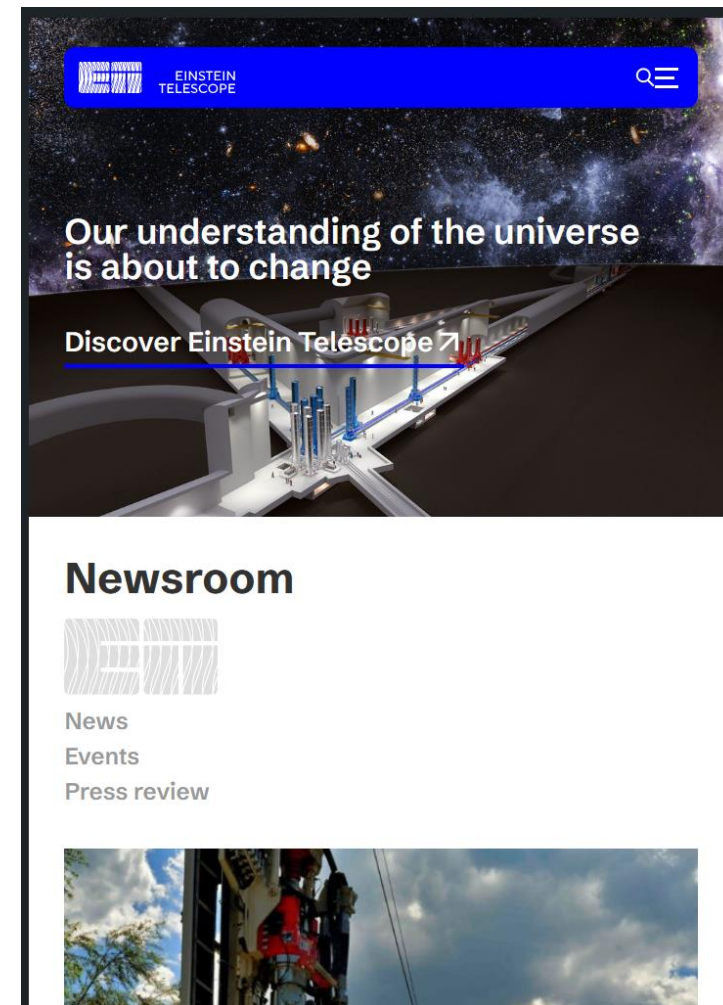
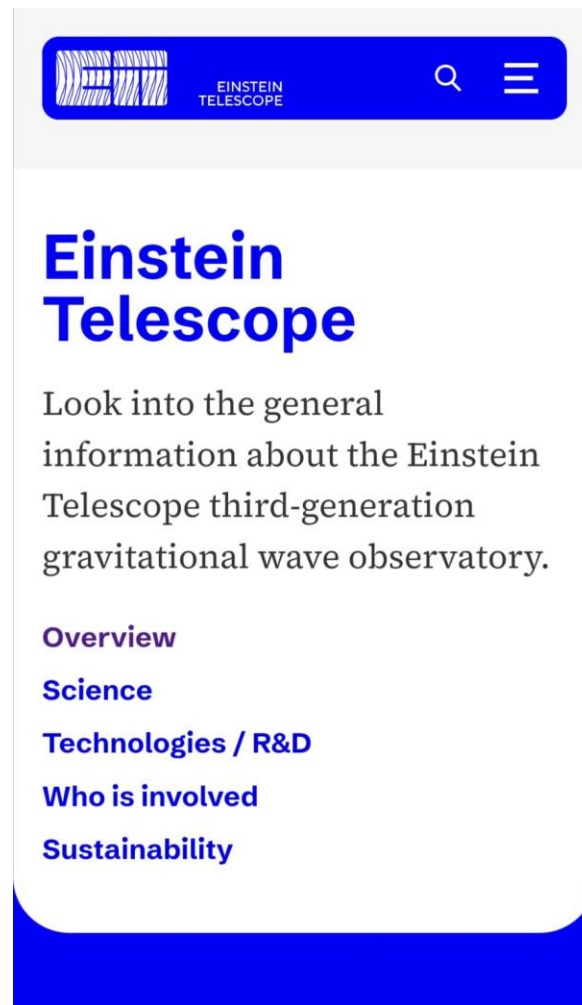
Website

What can be found on the page now?



Website

Mobile and tablet version



Website

Next steps

Strengthen
community,
support all ET
stakeholders

High-profile
site; manage
content
carefully

Launch first -
more
features and
pages
coming

Shared tool -
stakeholder
contributions
welcome

Transnational
content
strategy and
work flows
development

Performance monitored, goals checked regularly

OUR MILESTONES: SOCIAL MEDIA

SOCIAL MEDIA



EinsteinTelescope



einstein.telescope



EinsteinTelescopeEU




einsteintelelescope.bsky.social



einstein-telescope

SOCIAL MEDIA

We strive to maintain balance and serve as a neutral source of credible information




Einstein Telescope is 😊 feeling wonderful.

Published by Yuliya Hoika

· July 25, 2024 · 🌐

To achieve the sensitivity needed for the future ET, we need incredibly quiet measuring equipment. Not only the mirrors must be stationary, but even the atoms in the mirror layers must barely move! This requires cooling the equipment to around -260C ❄️ without producing the vibrations that most cooling technologies do...
Tricky task? Read how engineers involved with the ET are addressing it: <https://buff.ly/4cRUbOz>
#einstein telescope #Cooling #et_observatory #et_tech... See more





Einstein Telescope is in Trieste.

Published by Yuliya Hoika

· October 2, 2024 · 🌐

Today, the Einstein Telescope was presented at the Big Science and Business Forum in Trieste, one of Europe's leading industrial events.
The presentation was delivered by:
🌟 Antonio Zoccoli, President of INFN - Istituto Nazionale di Fisica Nucleare
🌟 Stan Bentvelsen, Director of National Institute for Subatomic Physics - Nikhef
R... See more





Einstein Telescope is 😊 feeling happy.


Published by Yuliya Hoika

· April 2 · 🌐

🧪🌟 The Archimedes experiment – the first ever hosted at the #SARGRAV laboratory in the former Sos Enattos mine – is now fully constructed and preparing for its first measurements.
🧠 Archimedes is a cutting-edge quantum gravity experiment designed to explore the interaction between electromagnetic vacuum fluctuations and gravity. In other words, it's trying to weigh the vacuum – a bold step into one of the most mysterious areas of modern physics. While it directly tests condit... See more

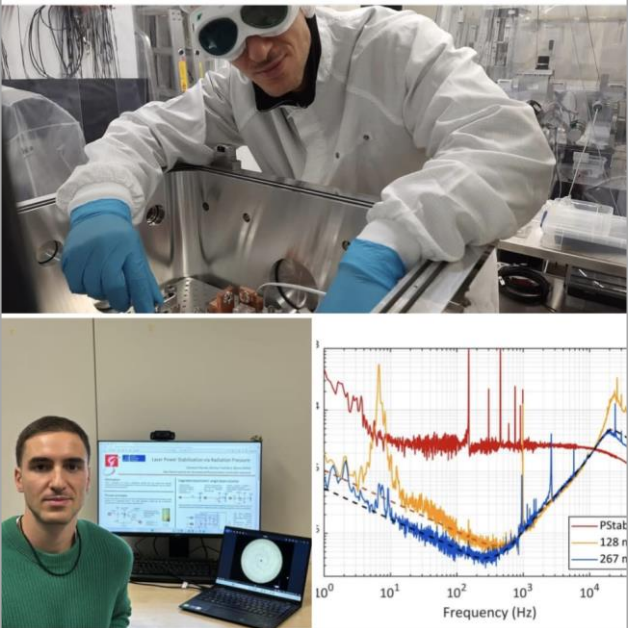


#ET_young



Einstein Telescope is 😊 feeling young.
Dec 5, 2024 · 🌐

🌟 At the recent annual ET meeting, the organizers awarded four young researchers for their o... See more



[See insights and ads](#)

Boost post

You, LISA Mission + 42

1 comment 7 shares

Like

Comment

Send

Share



Einstein Telescope
641 followers
1w · 🌐

Meet Ghada Mahmoud - an early-career systems engineer helping turn the [Einstein Telescope](#) from concept to reality. ...more



You and 51 others


6 comments · 3 reposts

Like

Comment

Repost

#womenInSTEM




Einstein Telescope
Published by Yuliya Hoika
February 11 · 🌐

🌟 Happy International Day of Women and Girls in Science! 🌟

How amazing is it that women scientists around the world have shaped our understanding of the universe? From pioneering research to groundbreaking discoveries, their contributions are truly awe-inspiring❤.

Women involved in the [Einstein Telescope](#) are making monumental contributions to our project. Engaged and motivated, they are not only breaking barriers in the realm of [#gravitationalwaves](#) but also doing so with ... See more



[See insights and ads](#)

Boost post

WHAT'S NEXT?

SUPRANATIONAL COMMUNICATION: WHAT'S NEXT?

- ET-PP WP10 has kickstarted and developed the foundation for communication of the Einstein Telescope and is now focusing on the last two deliverables (outreach repository and Mentorship & Training Programme for early career researchers).
- The organisation of communication will transition into a long term sustainable organisation. ETO (communication department) and ETC (Standards and Services Board, Communications and Education Committee) will have key roles in this. There will be conversations about this and workflows will be set up.

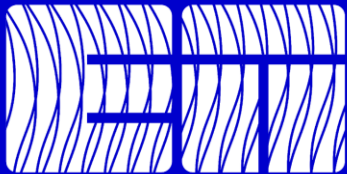
SUPRANATIONAL COMMUNICATION: WHAT'S NEXT?

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Now that the **basics are in place,
we can start collecting **stories**!**

Ideas and input are welcome!

Thank you!



EINSTEIN
TELESCOPE

Email address

et_comm@astrouw.edu.pl