




A European Cancer Image Platform Linked to Biological and Health Data for
Next-Generation Artificial Intelligence and Precision Medicine in Oncology

Deliverable D7.1: Visual identity, project website and EuCanImage video

Reference

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Project Coordinator Signature	

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Version log

Issue Date	Version	Involved	Comments
22/03/2021	V1	Pamela Zolda	1 st draft
29/03/2021	V2	Isabell Tributsch, Karim Lekadir	Review.
29/03/2021	Final	Isabell Tributsch, Karim Lekadir	Revised and corrected final version.

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Executive Summary

A visual identity has been successfully set up for the EuCanImage project. It includes the project logo, templates for presentations and the project video.

In addition, a project website (www.eucanimage.eu) has been created and a dedicated Twitter account (@EuCanImage) has been set up. The EuCanImage website serves as the central platform for all project-related public information and thus is a key communication instrument of the project during its lifetime and beyond. It will provide all dissemination material developed during the project and links to any publication made in relation to EuCanImage. The website will be further developed and regularly updated according to project progress and achievements. The Twitter account will be used to broadly disseminate project results and engage the general public and specific target audiences. This allows the partners to gather feedback on their results and achievements.

A first project video aims to introduce the project and raise awareness. The intended audience of the animation is the general public, i.e. a lay audience. The overall look is based on the EuCanImage logo and website. The video is accessible via the EuCanImage website and was uploaded on <https://www.youtube.com/watch?v=kPTdnJuJCJk&t=7s>.

1 Introduction

To support the project's outreach and dissemination activities a project logo and design elements, templates for presentations and posters, a project website and a project video have been developed.

This document provides an overview of the set-up and design of the project's visual identity and presents the EuCanImage website in a series of screenshots and images along with some brief information on the individual webpages. The concept and design of the first EuCanImage project video is introduced.

2 Visual Identity

The goal of EuCanImage is to build a highly secure, federated and large-scale European cancer imaging platform, with capabilities that will greatly enhance the potential of artificial intelligence (AI) in oncology. The EuCanImage platform will be populated with a completely new data resource totaling over 25,000 single subjects, which will allow to investigate unmet clinical needs. The imaging platform will be cross-linked to biological and health repositories through the European Genome-phenome Archive, allowing to develop multi-scale AI solutions that integrate organ-level, molecular and other clinical predictors into dense patient specific cancer fingerprints.

For the project logo the idea was to depict that the project collects images from hospitals/patients to train the computer to indicate, which image displays cancer and what the best treatment would be. Key words identified were: Big Data; radiomics; Artificial Intelligence; Image; well developed and validated solutions; better diagnosis.

Due to the complex nature of the project a logo design, that displays all objectives was found to be too difficult and the consortium decided to go for a simple logo in bright colours.



Figure 1: EuCanImage logo

This approach has also been followed to create several templates to be used for presentations, reports, and posters. The EuCanImage PowerPoint template was created along these lines:



Figure 2: EuCanImage PowerPoint Template: title slide



Figure 3: EuCanImage PowerPoint Template: Structure slide



Figure 4: EuCanImage PowerPoint Template: content slide 1



Figure 5: EuCanImage PowerPoint Template: content slide 2



Figure 6: EuCanImage PowerPoint Template: Thank you slide



3 Project Website

The website of the EuCanImage project has been set up and is now available under the following URL: www.eucanimage.eu.

An.eu domain was chosen in order to associate the project with its funding body, the European Union. The EU emblem and a statement on the project's Horizon 2020 grant number has been included in the website's footer.

The website design was initiated based on the EuCanImage logo. Every effort was made throughout the design process to create a clean, simple and intuitive design that allows users to easily and quickly find the information they want. For the homepage of the website parallax scrolling format has been implemented, as it allows users to simply scroll through all the main features of the website without having to navigate through a maze of separate pages.


The sections of the website include:

- Home page
- News
- Project Summary
 - About the project
 - Project video
 - Work Packages
 - Public Deliverables
- Partners
- Publications
 - Scientific Publications
 - Press & Media
- Contact

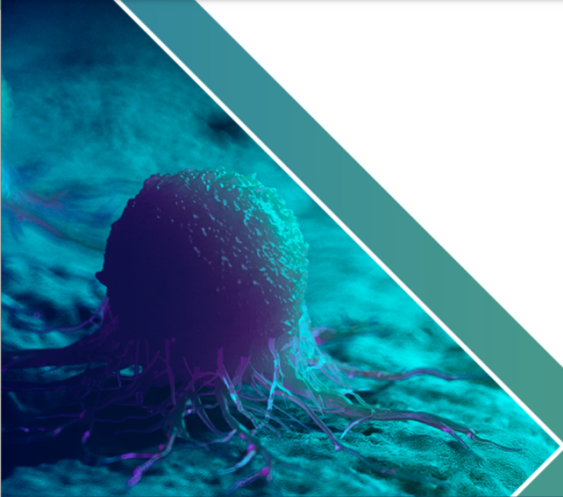
The project content related sections of website will be regularly updated according to project progress. It will serve as the central information system for all project-related information and communication activities throughout the project's lifetime and beyond.

The following series of screenshots provide an overview of the website:



**EUCAN
IMAGE**

HOME NEWS PROJECT PARTNERS PUBLICATIONS CONTACT



EuCanImage

Towards a European cancer imaging platform for enhanced Artificial Intelligence in oncology.

EuCanImage will build a highly secure, federated and large-scale cancer imaging platform, with capabilities that will greatly enhance the potential of Artificial Intelligence in oncology.


[READ MORE](#)

News

Get the latest news about the EuCanImage project!

We will periodically share news on research developments, publications, presentations and more.

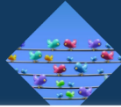
[NEWS ARCHIVE](#)



Two new articles

19/2/21


[Read more »](#)



Follow us on Twitter

15/10/20

[Read more »](#)



Kick Off Meeting

13/10/20


[Read more »](#)

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept", you consent to the use of ALL the cookies. However you may visit Cookie Settings to provide a controlled consent.

[Cookie settings](#) [ACCEPT](#)

Figure 7: Top section of EuCanImage website incl. cookie preferences pop-up





HOME NEWS PROJECT PARTNERS PUBLICATIONS CONTACT

EuCanImage

Enhancing the potential of Artificial Intelligence in cancer research

EuCanImage will build a highly secure, federated and large-scale European cancer imaging platform, with capabilities that will greatly improve capabilities of artificial intelligence (AI) in oncology. Firstly, the EuCanImage platform will be populated with a **completely new data resource** totaling over 25,000 single subjects, which will allow to investigate unmet clinical needs e.g., the detection of small liver lesions and metastases of colorectal cancer, or estimating molecular subtypes of breast tumours and pathological complete response. Secondly, the cancer **imaging platform will be cross-linked to biological and health repositories** through the European Genome-phenome Archive, allowing to develop multi-scale AI solutions that integrate organ-level, molecular and other clinical predictors into dense patient specific cancer fingerprints.

Facts and Figures

Name:	A European Cancer Image Platform Linked to Biological and Health Data for Next- Generation Artificial Intelligence and Precision Medicine in Oncology
Acronym:	EuCanImage
Start Date:	October1, 2020
End Date:	September 30, 2024
Project Coordinator:	Dr. Karim Lekadir (University of Barcelona)
Consortium:	20 partners from 11 countries
Total funding:	€ 9 994 358,50

Context

Currently, nearly all cancer treatments are guided based on human expertise and medical

Figure 8: Page with project description



About the project

EuCanImage will build and demonstrate a GDPR-compliant and scalable platform for leveraging large-scale, high-quality and interoperable cancer imaging datasets adequately linked to biological and health cancer data. The platform will integrate advanced capabilities and new standards to develop and validate integrative decision support systems for precision oncology with increased clinical trust and adoption. The project consortium is an experienced and ambitious academic-industrial-clinical partnership, with a proven track record in data management, responsible data sharing, cancer imaging research, and AI for personalised medicine.

The key objectives are to:

Objective 1: Build a FAIR (Findable, Accessible, Interoperable, Re-usable) cancer imaging platform linked to biological and health repositories for integrated multi-scale AI in clinical oncology.

Objective 2: Provide comprehensive and user-friendly data curation, annotation, and hosting tools, as well as training material, to promote future data deposition and scalability of the platform.

Objective 3: Build a multi-centre and multi-scale AI development platform for cancer imaging by leveraging the unique expertise of consortium members in radiomics, distributed learning and interpretable AI.

Objective 4: Build an AI assessment and benchmarking

Figure 9: About section with project objectives

Work Packages

The project is divided into eight work packages with their own theme.

[FIND OUT MORE](#)


Public deliverables

We're making our research findings available free of charge for readers and are providing open access to public deliverables and reports.

[ACCESS OUR RESULTS](#)

Figure 10: Page with video, list of Work Packages, public deliverables that will be updated as the project progresses




HOMENEWSPROJECTPARTNERSPUBLICATIONSCONTACT

News


Get the latest news about the EuCanImage project!

We will periodically share news on research developments, publications, presentations and more.


[NEWS ARCHIVE](#)



Two new articles
19/2/21
[Read more >](#)



Follow us on Twitter
15/10/20
[Read more >](#)



Kick Off Meeting
13/10/20
[Read more >](#)

Figure 11: News section with latest news posts, which are then linked to more detailed reports. A link to the news archive is provided.



Partners

Our multidisciplinary consortium combines the expertise of [20 partners from 11 countries](#). It includes major universities, research institutes, and industry partners.

EuCanImage is advised by a number of [international scientists](#).

Figure 12: Partners section with dots to identify the location of the partners. A link leads to the description of each partner, as depicted in Fig.13. A link to a list of External Advisory Board members is also included in this section



UNIVERSITAT DE BARCELONA (UB), *Spain*



UNIVERSITAT DE
BARCELONA

The University of Barcelona (UB) is one of the oldest universities in Spain and the largest university in Catalonia. It has over 60,000 students and 5,000 researchers, as well as 340 graduate and 48 doctorate programs in 16 faculties (including mathematics, informatics, medicine and biology). UB is particularly interested in fostering international relations and, for many years, has managed an average of 150 European projects per year. This project will be carried out by the research team of the Artificial Intelligence in Medicine Lab at the University of Barcelona (BCN-AIM), which is an essential part of the Department of Mathematics and Computer Science. The research team has an established track record in coordination and participation in national, European and international projects on data science and AI (e.g. EuCanImage, euCanSHare, EarlyCause, LONGITOOLS).

UB is the Project Coordinator, leads the implementation of the integrated AI development platform in WP5, and contributes to the AI assessment platform in WP6, in particular for estimating uncertainty and addressing AI errors. UB also participates to the design, implementation and iterative testing of the AI solutions for the clinical use cases in WP2.

Figure 13: Partner page for UB

EUCAN IMAGE HOME NEWS PROJECT PARTNERS **PUBLICATIONS** CONTACT

Publications

Find all press publications, media, and our scientific publications here.

View our research results

Our scientific publications are published free of any restrictions on access. View our scientific publications and our public reports.

[READ MORE](#)

Press and media

Download all our promotional materials, such as flyers and folders, and read our press releases.

[READ MORE](#)

Figure 14: The publications section. By clicking on "read more" the user is taken to a page with online repositories for open access publications, press material, and other media.





HOME NEWS PROJECT PARTNERS PUBLICATIONS CONTACT

Research results

We're making our research findings available free of charge for readers and are providing open access to published papers and reports. The list will be updated as the project progresses.

Title	Author(s)	Journal	Date	DOI
Non-invasive imaging prediction of tumor hypoxia: A novel developed and externally validated CT and FDG-PET-based radiomic signatures	S. Sanduleanu et.al	Radiotherapy and Oncology	1 November 2020	10.1016/j.radonc.2020.10.016
Prognostic and Predictive Value of Integrated Qualitative and Quantitative Magnetic Resonance Imaging Analysis in Glioblastoma	M. Verduin et. al	Cancers	10 Februray, 2021	10.3390/cancers13040722

Figure 15: Publications page with a file repository of open access articles



EUCAN
IMAGE

HOME

NEWS

PROJECT

PARTNERS

PUBLICATIONS

CONTACT

Press and media

Download all our promotional materials, such as flyers and folders, and read our press releases.

Item	Link
EuCanImage Logo	DOWNLOAD
EuCanImage on CORDIS	Link
EuCanImage: Next-generation artificial intelligence in oncology	Link
PM receives major grant "EuCanImage" from the EC on AI for medical images	Link
EuCanImage: EuCanImage – A European Cancer Image Platform Linked to Biological and Health Data for Next-Generation Artificial Intelligence and Precision Medicine in Oncology	Link

Figure 16: Press and media page with promotional material and press releases.



Contact

If you have additional questions or would like to receive more in-depth information on EuCanImage, don't hesitate to get in touch with us!



Karim Lekadir
Dr. Karim Lekadir is the Director of the Artificial Intelligence in Medicine Lab at the Universitat de Barcelona (BCN-AIM) and the Project Coordinator of EuCanImage. He chairs the EuCanImage consortium and leads the project in scientific and technical aspects.



Isabell Tributsch
Isabell Tributsch is a project manager at University of Barcelona and is responsible for the overall management of the EuCanImage project.



Send us a message

Your Message

Your Name

Your email address

☐ Sign up for the newsletter

☐ I agree to the [privacy policy](#). *

☐ I'm not a robot



SEND

Figure 17: The contact section with details of the coordinator and project manager as well as contact form, sign up for newsletter and agreement to privacy policy.



EuCanImage is a 4-year research project building a European cancer imaging platform that will enhance the potential of Artificial Intelligence in oncology.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952103





Figure 18: Website footer with EU emblem and funding sentence, as well as a button to follow the project's Twitter account (@EuCanImage).

4 EuCanImage Video

The WP7 workplan foresees to produce two project videos (M6 and M24). The first video was aimed to be a short 2D animation to introduce the project and raise awareness. The intended audience of the animation is the general public, i.e. a lay audience. The overall look is based on the look and feel of the logo and website. A gender balanced approach (e.g. equal number of female and male scientist images) was applied.

The video is accessible via the EuCanImage website and was uploaded on <https://www.youtube.com/channel/UCZ2OPRESnoyZ2uZuNXNUI4w>.

Video Development Process

A short script detailing the general aims of EuCanImage was presented to and discussed with WP7 members:

EuCanImage Video Script

Currently, nearly all cancer treatments are guided based on human expertise and medical images. These images are typically stored locally in each hospital. Central cancer image collections with open access generally don't exist yet in Europe. Imagine what we could achieve by combining image collections with open access?

The goal of the EuCanImage project is to build a highly secure, large-scale and federated European cancer imaging platform, with capabilities that will greatly enhance the potential of artificial intelligence (AI) in oncology.

The EuCanImage platform will include 25,000 new datapoints for research to improve the detection of small liver tumours and metastases of colorectal cancer, and for estimating subtypes of breast tumours for planning the correct treatment. The platform we're building will be cross-linked to existing biological and health databases. This allows the development of AI solutions that integrate different types of data, including genetic, molecular and biochemical, into dense patient-specific "cancer fingerprints".

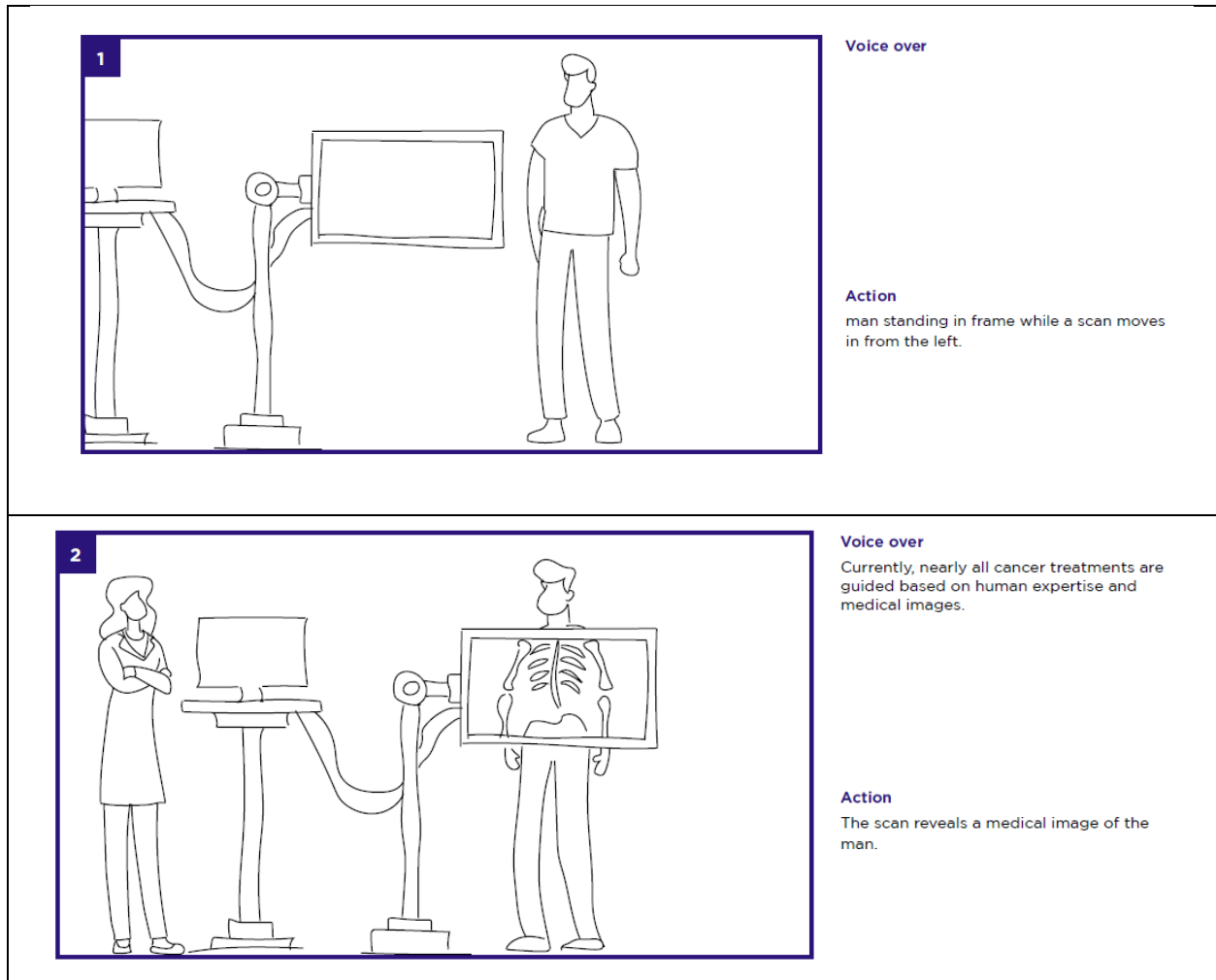
To deliver this platform, we will build upon several key European initiatives in high-quality data sharing for personalised medicine research, including Euro-BioImaging and the European Genome-Phenome Archive. Furthermore, we're working together with The Cancer Imaging Archive, a well-established cancer imaging repository in the US. This allows us to leverage their unique years-long experience in cancer imaging storage, curation and management.

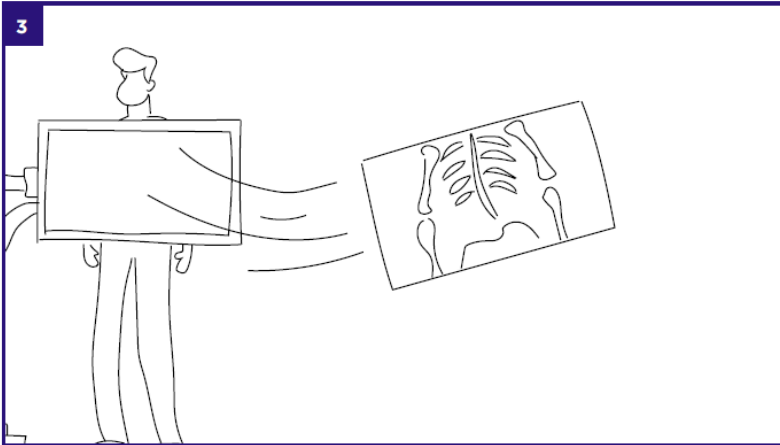
Our close collaboration between world-renowned experts in cancer research, AI and bioethics will establish necessary guidelines for developing standardised, trusted and transferable decisions support systems in future clinical oncology.

Follow EuCanImage to find out how imaging data and data sharing can contribute to the fight against cancer through artificial intelligence.



The script was shared with WP7 members for feedback and a story board was created accordingly.



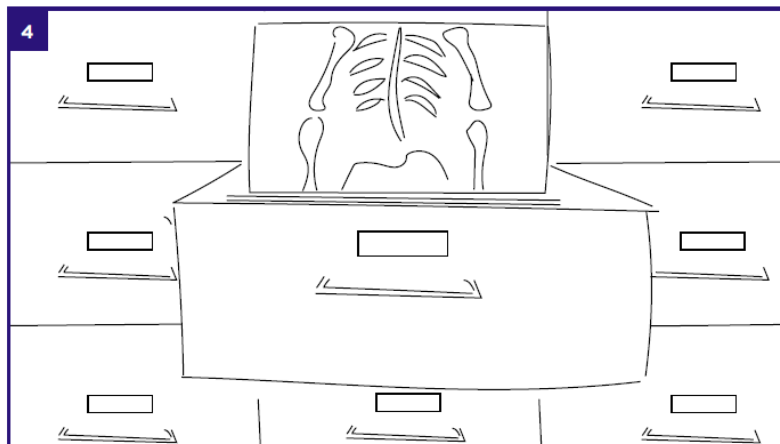


Voice over

These images are typically stored locally in each hospital.

Action

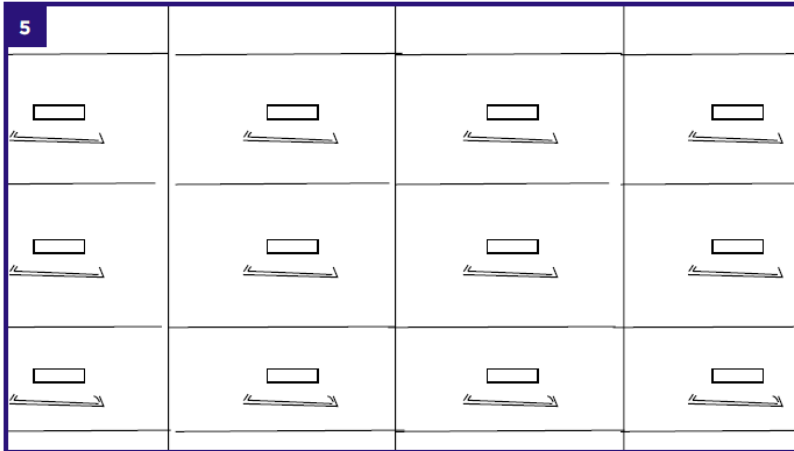
The picture moves out of the monitor and moves down out of the frame



Voice over

Action

A line of filing cabinets with one open drawer moves in from the bottom of frame.

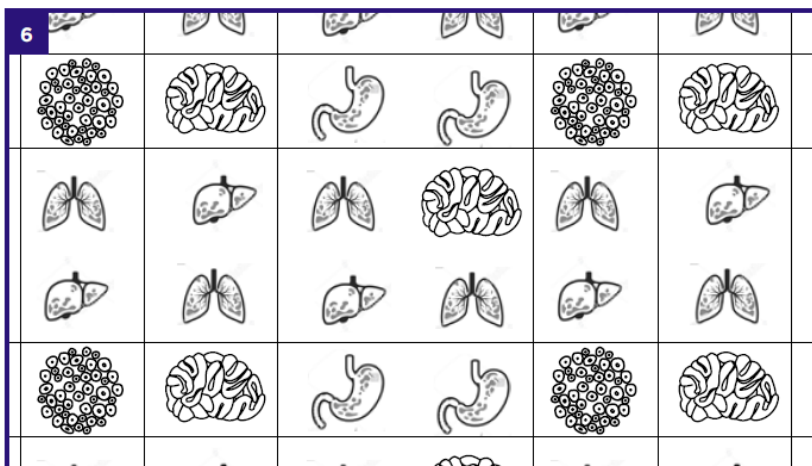


Voice over

Central image collections with open access generally don't exist yet.

Action

The drawer closes and camera zooms out, revealing a big filing cabinet

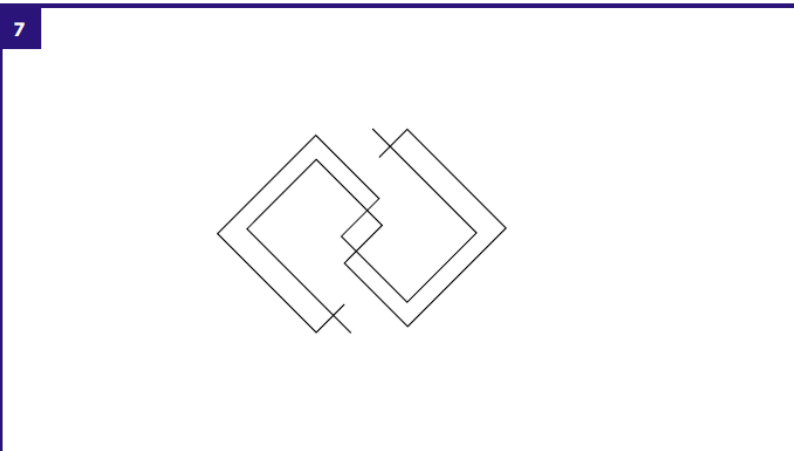


Voice over

Imagine what we could achieve by combining image collections with open access?

Action

closed filing cabinet cuts to visible scans/ images, zooming out to reveal a big image collection.



Voice over

Action

lines start drawing in..



8



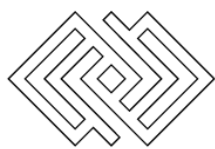
Voice over

The goal of the EuCanImage project is to...

Action

...revealing the full logo

9



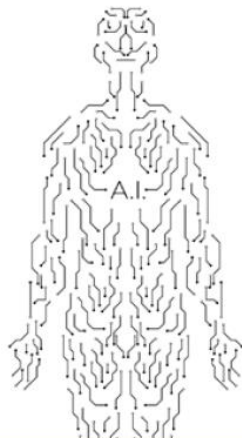
- ✓ Highly secure
- ✓ Large scale
- ✓ Federated

Voice over

...build a highly secure, large-scale and federated European cancer imaging platform,

Action

10



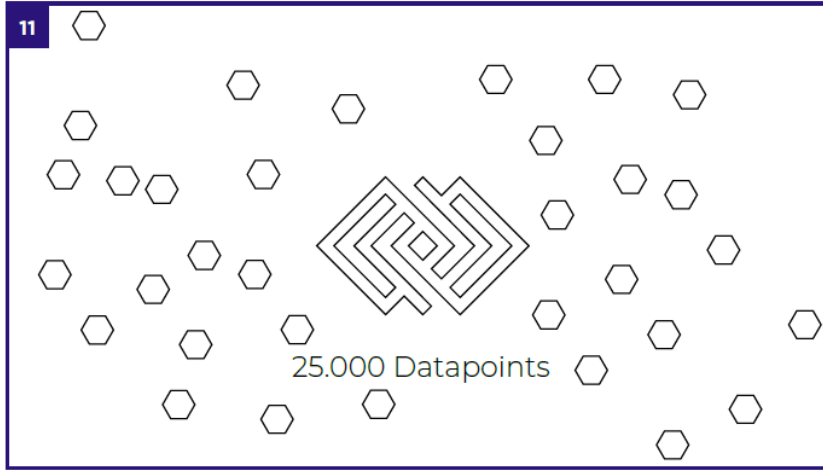
Voice over

with capabilities that will greatly enhance the potential of artificial intelligence in oncology.

Action



11



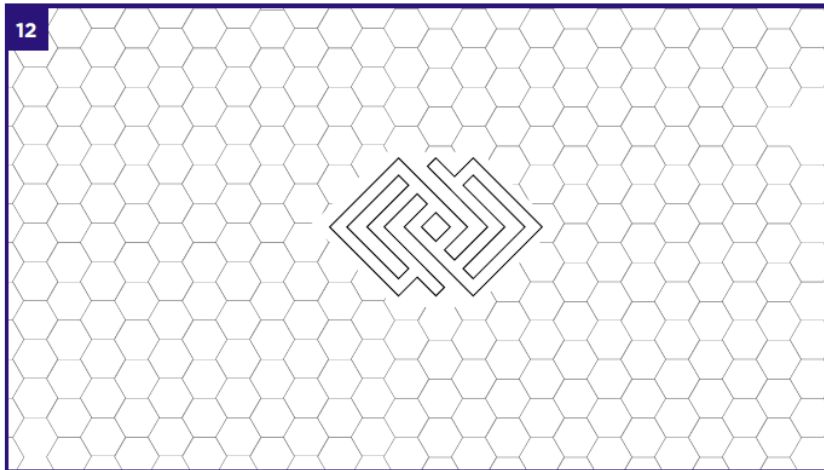
Voice over

The EuCanImage platform will include 25,000 new datapoints for research to improve the detection of ...

Action

hexagons form around the shape of the logo, with the text 25.000 datapoints counting from 0 to 25000

12



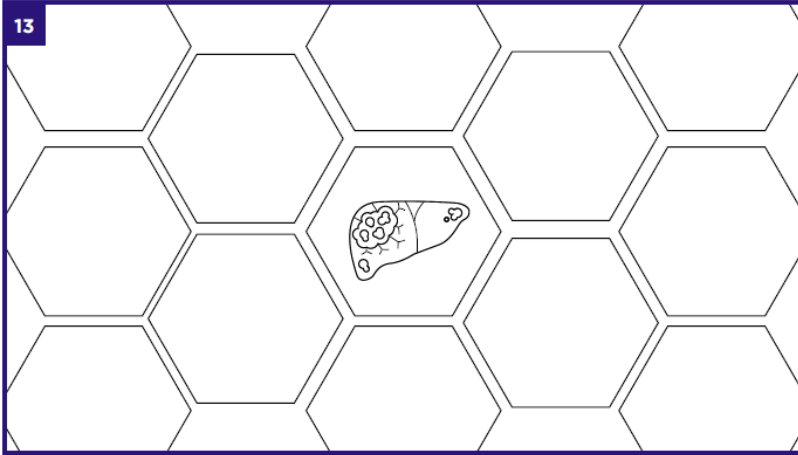
Voice over

Action

The screen fills with linking hexagons. Representing all datapoints



13



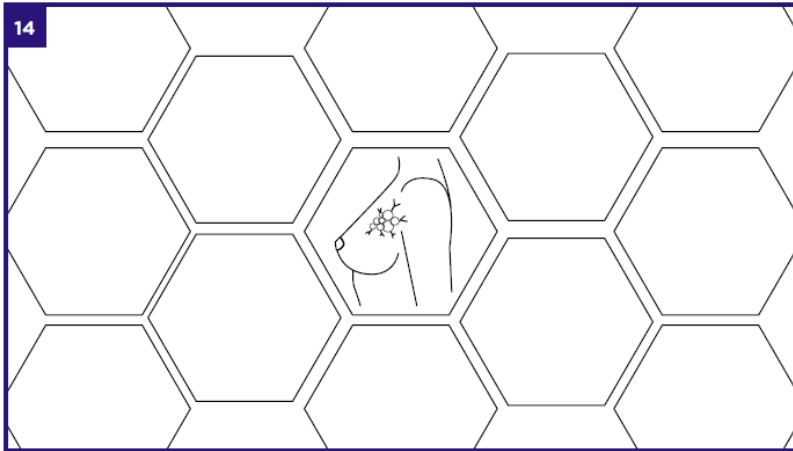
Voice over

small liver tumours and metastases of colorectal cancer,

Action

Zoom in on a small part of the data-points. In the center hexagon an icon appears representing a small liver tumour

14



Voice over

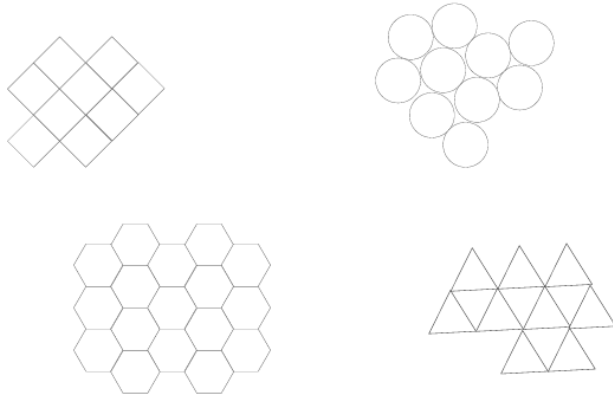
and for estimating subtypes of breast tumours for planning the correct treatment.

Action

Camera pan to another datapoint, revealing an icon representing a breast tumor.



15



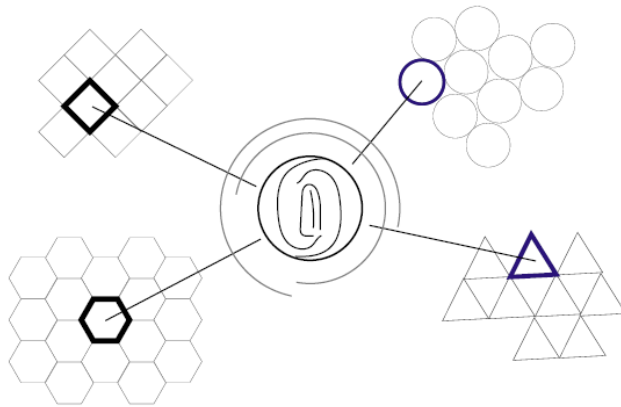
Voice over

The platform we're building will be cross-linked to existing biological and health databases.

Action

Zoom out, revealing the EuCanImage honeycomb in relation to other datasets. Each dataset consisting of it's own form-factor.

16



Voice over

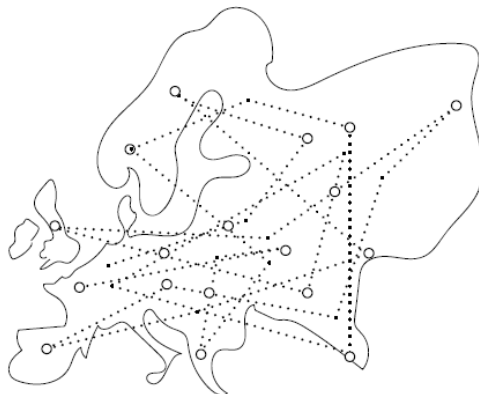
This allows the development of AI solutions that integrate different types of data, including genetic, molecular and biochemical, into dense patient-specific "cancer fingerprints".

Action

From all different datasets, one shape is highlighted and have a line drawn to the center, forming a fingerprint.

(several combinations are shown here during the voice over)

17



Voice over

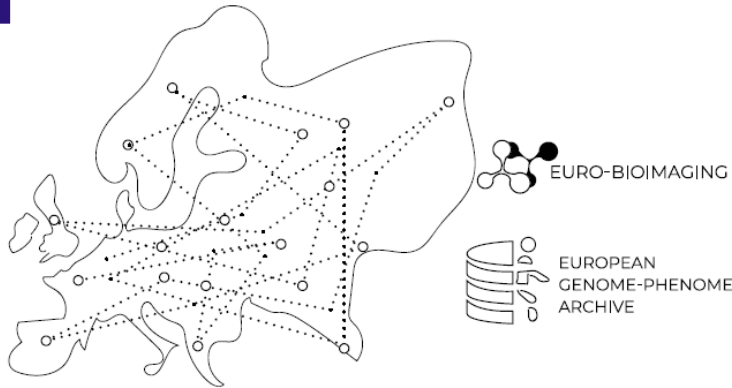
To deliver this platform, we will build upon several key European initiatives in high-quality data sharing for personalised medicine research,

Action

Map of Europe draws into the frame. With different points being established. Between these points, lines will be connected to show data sharing.



18



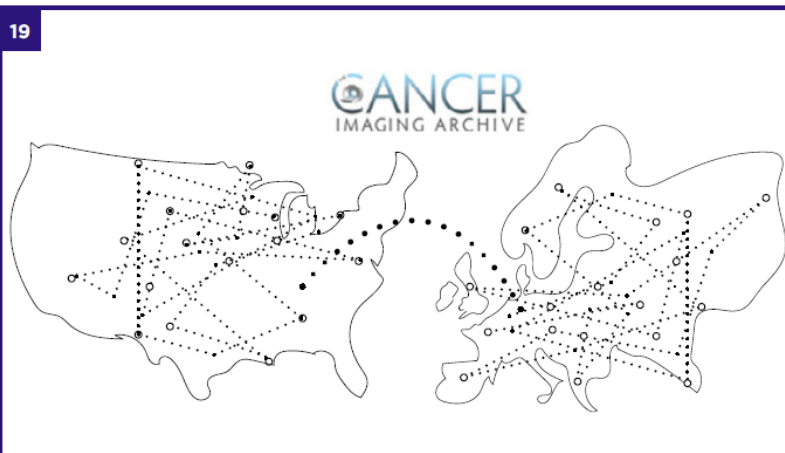
Voice over

including Euro-BioImaging and the European Genome-Phenome Archive.

Action

Logos for euro bio imaging and the european genome phenome archive are shown.

19



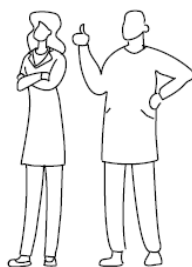
Voice over

Furthermore, we're working together with The Cancer Imaging Archive, a well-established cancer imaging repository in the US. This allows us to leverage their unique years-long experience in cancer imaging storage, curation and management.

Action

Map zooms out, to reveal the U.S. to have a similar system. A line is drawn between Europe and the U.S. with the Cancer imaging archive logo in the middle.

20



Cancer Research

Voice over

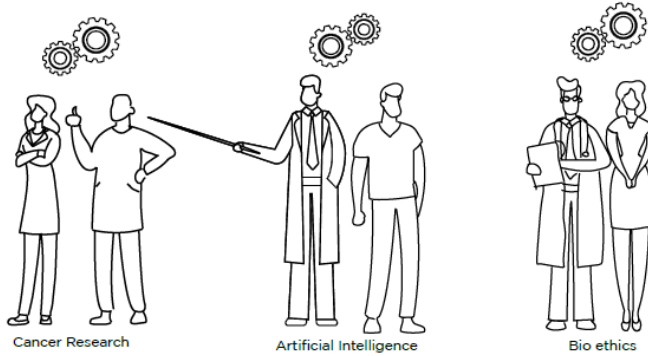
Our close collaboration between world-renowned experts in cancer research,

Action

Group of experts appear in screen, representing the cancer researchers.



21



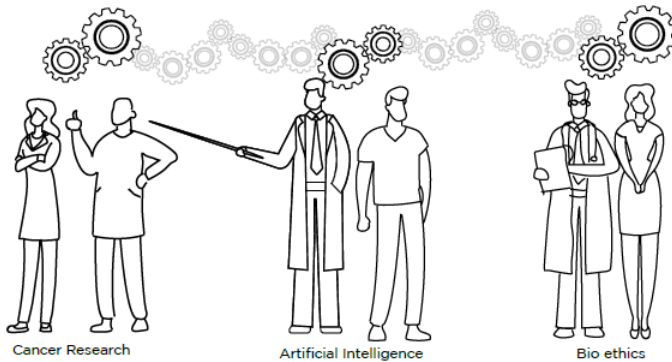
Voice over

AI and bioethics will establish necessary guidelines for developing standardised, trusted and transferable decisions support systems in future clinical oncology.

Action

Characters for Ai and Bioethics are added

22



Voice over

Action

Above the experts, turning gears are visible and are connecting to each other, functioning as one big system

23



<http://eucanimage.sowieso.biz/>

Voice over

Follow EuCanImage to find out how imaging data and data sharing can contribute to the fight against cancer through artificial intelligence.

Action

EuCanImage logo animates in and the URL appears.