# European Reference Networks websites
## *Basic guidelines*

## Introduction

All ERNs are invited to set-up and manage their **own public websites**, to promote their activities and share background information with (possible) partners, patients, media and other stakeholders. A professional and attractive website should be the cornerstone of your network's external communication. The **ERN coordinators are responsible** for developing these websites and overseeing their content.

In terms of structure, content and look-and-feel, the networks are invited to take the **guidelines** of this document into account. A more detailed web management handbook (developed specifically for the Commission's portal) with technical, editorial and graphic advice is available here http://ec.europa.eu/ipg/index_en.htm (*in particular the tabs "Writing for the web" and "Usability" are relevant for ERN webmasters).*

## Structural guidelines

### 1. Web address

ERNs are encouraged to reserve their **own domain name** (URL) using the name of their network (e.g. www.vascern.eu, www.genturis.eu, www.ern-rnd.eu).

### 2. Language

All websites need to be fully available in **English**. Where feasible and appropriate, the ERNs may offer (parts of) the information in other languages. DG SANTE's communication toolkit (http://ec.europa.eu/health/ern/toolkit_en) includes translations of the basic presentation materials (general flyer, factsheet of each network) into all EU languages (and Norwegian).

The Commission cannot provide translations of network-specific web content.

## Content guidelines

### 1. Content structure

The ERN websites should contain (at a minimum) pages with the following information:
- "**ABOUT**": general description of the network

- "**NETWORK PARTNERS**": overview of the network members and partners (incl. patient representatives), with web links
- "**ACTIVITIES**": overview of the activities of the network: mapping the pathologies covered by the network and summarising the main activity areas (treatment, research, training, etc)
- "**CONTACT**": contact details of the coordinator

Other pages with more details about the network and its activities can be added to this structure.

At the bottom of the homepage the following **reference to the European Commission** should be made:

*"xxx is one of the 24 European Reference Networks (ERNs) approved by the ERN Board of Member States. The ERNs are co-funded by the European Commission. For more information about the ERNs and the EU health strategy, please visit http://ec.europa.eu/health/ern"*

The contact page should include a more detailed **disclaimer**:

*"xxx is a European Reference Network (ERN) approved by the ERN Board of Member States. The ERNs are co-funded by the European Commission. For more information about the ERNs and the EU health strategy, please visit http://ec.europa.eu/health/ern*

*The content on this website represents the views of the network and is its sole responsibility; it can in no way be taken to reflect the views of the European Commission or any other body of the European Union."*
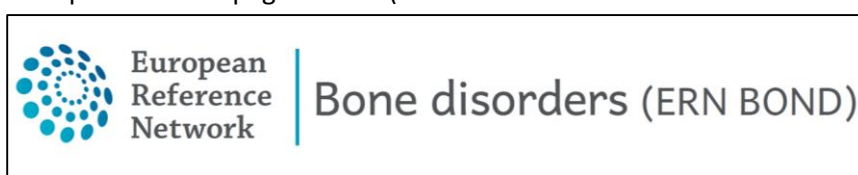
## 2. External content

The following content is published (or will be published) centrally; ERN websites can directly link to these central sites without duplicating the content:

- *on the **Commission website** (http://ec.europa.eu/health/ern):* general information on the ERNs, the Commission strategy, the list of approved ERNs, call for new ERNs, etc.
- *on the **public layer of the ERN Collaborative Platform:*** transversal outcomes of the ERN activities *(under construction)*
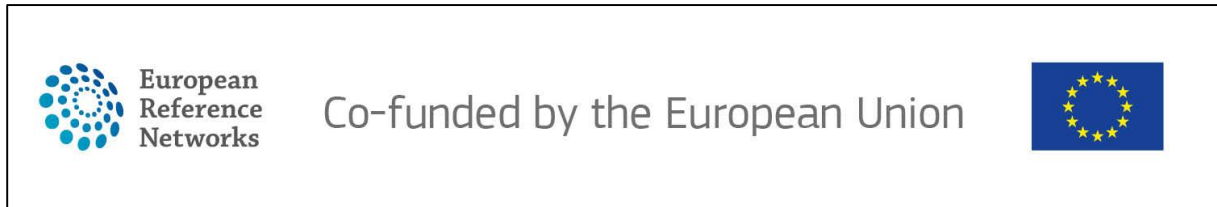
### Visual guidelines

The website should be clearly **branded with the ERN visual, the name and the acronym** of the network, ideally in the upper left corner of the screen. For the names, please refer to the list in the *Extended Logo User Guide*. ERNs are advised not to develop their own logos, to avoid graphical overload or confusion.

Example of a homepage header (more banners can be found in the online toolkit):

At the bottom of the homepage, as well as on the contact page, the **ERNs visual** should be added. Next to this, the **EU flag** should be put, combined with the text "Co-funded by the European Union".

Example of a homepage footer



To guarantee visual coherence with the other ERN communication tools, the following **graphical elements** can also be used in the development of the website:

- font for the ERN name in the header: Andika (http://software.sil.org/andika)
- standard fonts for the content of the webpages: Verdana, Arial, Tahoma, Calibri or Trebuchet
- standard background colour: white
- standard text colour: black and dark blue (R:3 - G:77 - B:144)
- standard colour for text boxes, lines and other graphical elements: dark blue (R:3 - G:77 - B:144) and turquoise (R:0 - G:154 - B:191)

A set of general (multilingual) ERN **web illustrations** is available on DG SANTE's communication toolkit (http://ec.europa.eu/health/ern/toolkit_en).

All webpages should be readable on mobile devices and comply with the standard rules on **web usability**.

## Contact and support

For all questions on ERN content and branding: sante-ern@ec.europa.eu
For technical support in hosting websites: support@ern-net.eu