Co-operation for the Convention on Biological Diversity

Report on website and project branding materials

Deliverable D5.1

09 May 2023

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Pensoft Publishers

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Preface

Deliverable 5.1 discusses the reasoning and establishment of CO-OP4CBD's visual identity, project website, and social media profiles. CO-OP4CBD's branding materials and promotional resources are critical to its future communication and dissemination, while the website will be a fundamental tool for the promotion of the project's outputs. The project's logo not only serves as an identifier for CO-OP4CBD but also reflects its goals and objectives. The style guide provides partners with instructions on how to use CO-OP4CBD's visual identity and equips them with the necessary tools to create effective and on-brand messages. Branded social media profiles are employed to inform stakeholders about CO-OP4CBD's goals and operations in a visually appealing and easily understandable manner. The project website is the primary platform for communication and dissemination, providing information on the project, the latest news, and available outputs. All of these channels will be regularly updated with relevant information.

Summary

This report outlines the creation of CO-OP4CBD's visual identity, project website and social media profiles during the initial six months of the project. Additionally, it provides insight into how the project's branding and promotional resources will form the foundation for future outreach efforts.

A recognizable project logo was designed to serve as the basis for CO-OP4CBD's graphic identity. From this logo, a visual identity was established for the project. To ensure consistency and coherence among all project partners, a brand manual was created as a comprehensive overview of the project's visual identity elements and instructions on their use. This manual will provide partners with the necessary guidelines to create impactful materials.

Initial project materials were created using CO-OP4CBD's logo and visual identity as a starting point. These materials include a PowerPoint presentation template that partners can utilise to engage with stakeholders and internal/external document templates for future reporting activities.

A project website, www.coop4cbd.eu, was developed and will serve as a dedicated branded platform for users to access the primary information on the project, the latest news, and available outputs. To preserve CO-OP4CBD's results after the project's completion, the website will remain active for four additional years. Additionally, two social media profiles have been established for CO-OP4CBD on Twitter and LinkedIn to share project results with a broader audience, engage with relevant stakeholders, and disseminate project-related news and events.

List of abbreviations

CBD	Convention on Biological Diversity
EU	European Union
WP	Work Package
PEDR	Plan for Exploitation and Dissemination of Results

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1 Project branding

Establishing a project brand is a crucial element for ensuring easy recognition and the development of consistent and coherent project materials, including a visually appealing website and social media accounts. CO-OP4CBD has a well-designed graphic identity that will allow for the creation of a strong and consistent project brand.

All items are available on the Teams of the project in General > Communication resources.

1.1 Project logo

Creating the project logo serves as the foundation for the overall visual identity of the project. The logo provides the colours and shapes that will be utilised across various materials generated within the project. CO-OP4CBD's logo was intentionally designed to allow for easy identification of the project while also visually representing the project's objectives. The colour scheme was thoughtfully selected to evoke specific associations that align with the project's goals.

The colours blue and green were selected not only for their direct correlation to biodiversity but also to represent the flag of the European Union as well as the logo of the Convention on Biological Diversity. Based on these central elements, WP5 created the project's logo (Figure 1).

Figure 1: CO-OP4CBD logo (main version)

To ensure the logo can be easily utilised across various materials, it was created in two different versions: one including the name of the project beneath the logo and one with the name of the project beside the logo (Figure 2). This will allow for a seamless and flexible usage of the logo across different contexts.

Figure 2: CO-OP4CBD logo (secondary version)

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1.2 Brand manual

The CO-OP4CBD's brand manual was developed with the objective of visually conveying the project's main concept and outputs to project partners and the general public. This manual includes guidelines for creating materials that effectively communicate the project's message and objectives, and provides all the necessary tools to maintain a consistent and coherent visual identity.

The brand manual serves as a reference point for creating various project materials, such as presentations, internal and external documents, and promotional materials, among others. It also defines the project's colour palette and typography, which must be used across all project materials to achieve a consistent visual identity when representing CO-OP4CBD (Figure 3).

Figure 3: CO-OP4CBD Brand manual (typography and colours)

The complete CO-OP4CBD Brand manual is enclosed in Annex 1 of this deliverable.

1.3 Templates

As previously mentioned, consistency in visual identity across all project materials is crucial for effective project branding. Therefore, CO-OP4CBD has developed document and presentation templates for milestones, deliverables (such as the current document), and PowerPoint presentation template for all partners (Figure 4). The templates were created following the guidelines provided in the project's brand manual, which includes the recommended colour palette and fonts based on the project's logo. By using these templates throughout the project, CO-OP4CBD will maintain a cohesive visual identity.

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Figure 4: CO-OP4CBD document and presentation templates

2 Project website

The website of CO-OP4CBD (www.coop4cbd.eu) serves as a central hub for project partners and stakeholders, providing comprehensive project materials and information. As the primary communication tool for the project, it offers access to news, events, publications, promotional materials, and public deliverables for all stakeholders and the general public. The website's design adheres to the project's brand manual, incorporating the project logo and visual identity. User-friendly navigation features facilitate easy access to specific information and materials. The website's content is carefully curated to align with the project's mission and objectives, effectively communicating the purpose and impact of CO-OP4CBD for relevant stakeholders.

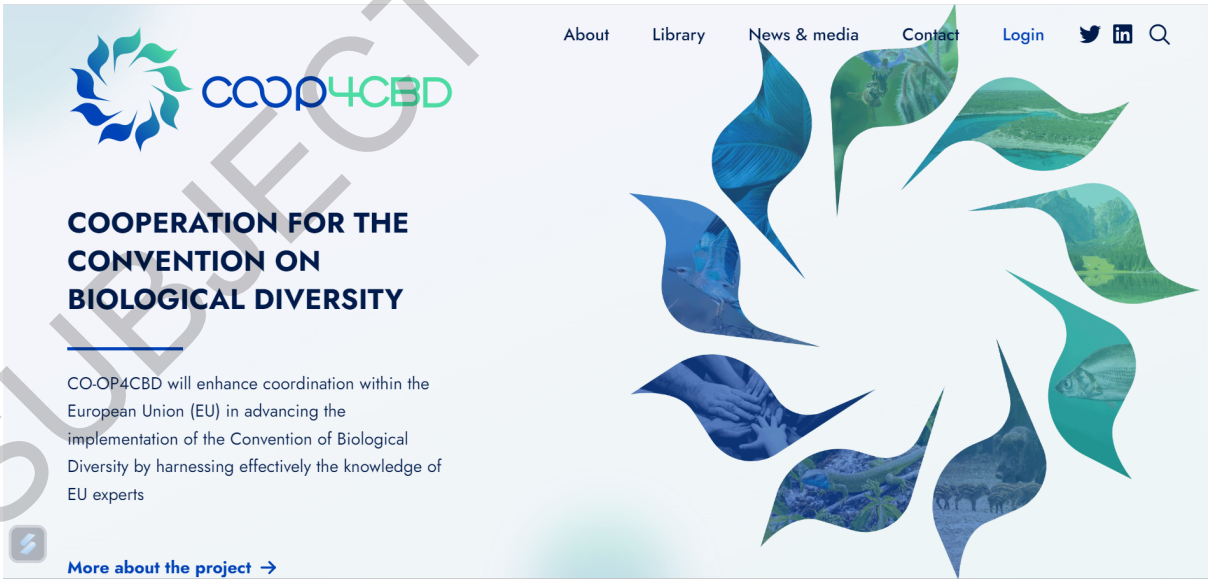

Figure 4: CO-OP4CBD's website homepage

CO-OP4CBD's website comprises the sections Homepage, About, Library, News, Media Centre, and Contact. The Homepage offers a concise overview of the project's objectives and expected results, along with the latest news and embedded feeds from Twitter and

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LinkedIn accounts of the project and of the CBD, which serves to underline the focus of the project on the relevant CBD processes. The About section provides detailed information about the project's mission, contextualising the need for CO-OP4CBD, outlining its ambitious objectives and work package activities. Additionally, it features a Partners segment that includes comprehensive information about each organisation involved in the project, including their team members.

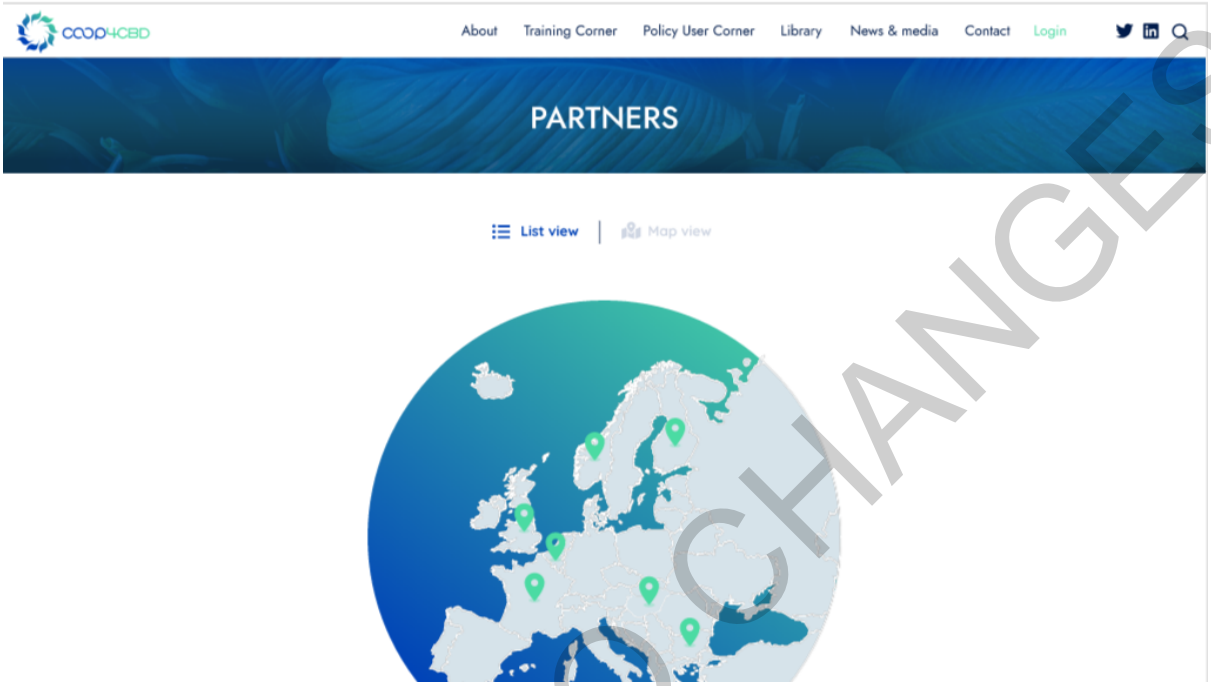

Figure 5: CO-OP4CBD's website Partners page

The News section of the website will serve as a central hub for all updates on project results, achievements, events, and more. The Contact section will provide contact details for the project coordinator. Additionally, the Media section will serve as a repository for all project-related media materials, including the project logo, promotional materials, templates, videos, images, and more.

The project calendar available on the website integrates events and important dates under three main categories: events organised by the project, events organised by external organisers to which the project participates, as well as relevant events from the CBD events calendar. The intention is to provide a one-stop-shop timeline of events relevant to the project and its main stakeholders.

CO-OP4CBD's website also includes links to the project's social media accounts on Twitter and LinkedIn, as well as a subscription button for the project's newsletter, offering stakeholders easy access to stay updated on project developments.

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3 Social media

To promote CO-OP4CBD and enhance its visibility, official social media accounts were established on Twitter and LinkedIn. These accounts serve as platforms for sharing the latest project news, results, achievements, and events. The profiles were meticulously crafted to align with the project's visual identity, ensuring a consistent and branded online presence. The profile pictures for both accounts feature the project's logo, while the banners are specifically designed for CO-OP4CBD, showcasing a photograph of soils in different colours, the project's name, and the EU flag, accompanied by a disclaimer acknowledging the project's funding (Figure 6).

Figure 6: CO-OP4CBD Twitter account

4 Outlook

WP5 will continue to develop promotional materials, such as brochures, banners, posters, and leaflets, to ensure that CO-OP4CBD's project materials and tools grow in tandem with the project's progress. Additional materials that reinforce the project's visual communication will be created as needed, particularly during important milestones, availability of results, or presentation of the project at events. Details of these awareness-raising strategies will be outlined in D5.2 - CO-OP4CBD's Plan for Exploitation and Dissemination of Results (PEDR). Additionally, WP5 will regularly update the website with the latest news and results, and create new pages as necessary to keep stakeholders informed.

5 Annex

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Style Guide

COOP4CBD

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CONTENTS

3 Logo

4 Colours

5 Fonts

6 Visuals

9 Branding

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HEX #EFF2F8	Light backgrounds	**CMYK** 4/2/0/0	**RGB** 239 242 248
HEX #4BDBA3	Primary colour green	**CMYK** 60/0/51/0	**RGB** 75/219/163
HEX #0042B7	Primary colour blue	**CMYK** 94/81/0/0	**RGB** 0/66/183
HEX #001B4B	Dark backgrounds	**CMYK** 100/92/36/45	**RGB** 0/27/75

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JOST

Aa

Used in website and promotional materials

Headings

Body text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Proxima Nova

Aa

Used in presentation, deliverable and milestone templates

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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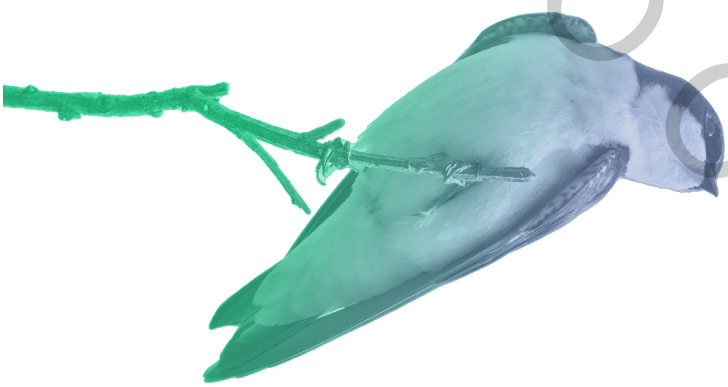
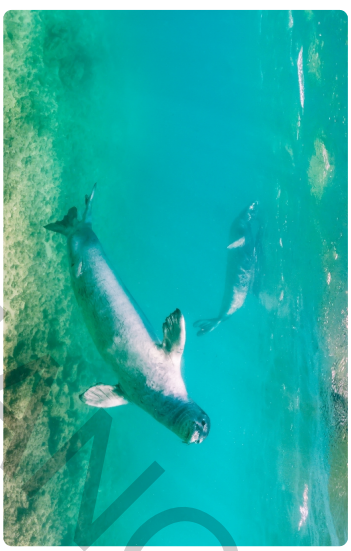
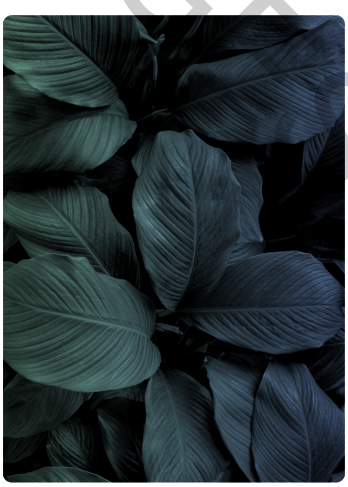
VISUALS / Images







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MISSION

GOAL

OBJECTIVES

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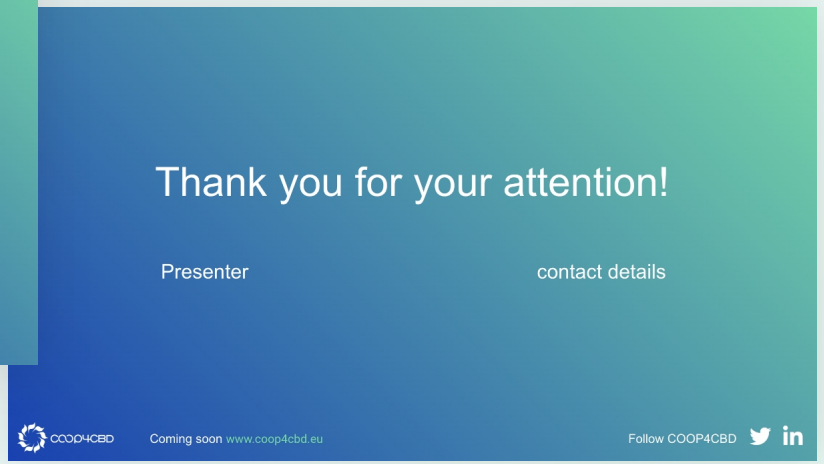

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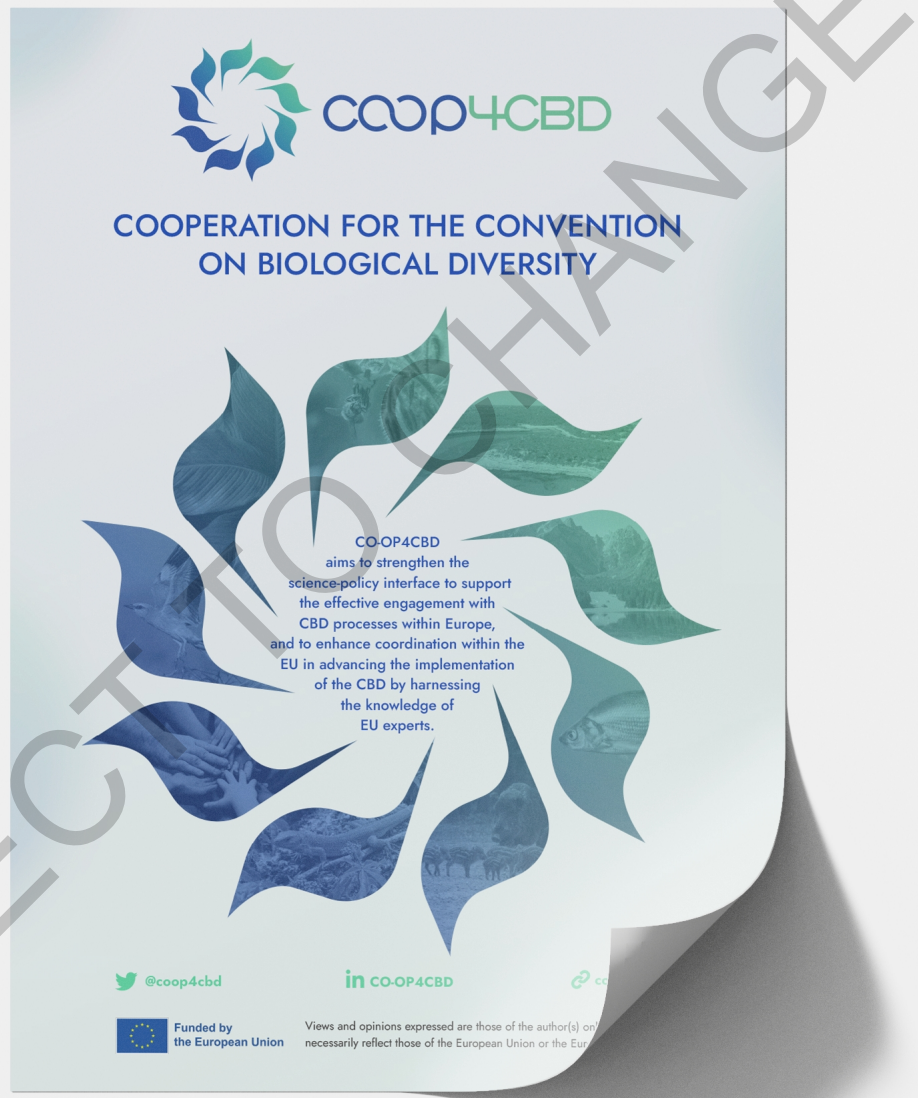

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