D6.2 Visual identity materials: logo, templates, communication kits (leaflets, posters, roll-up banners)

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Abstract

This deliverable contains all the visual identity materials, such as logos, templates, offline communication kits and the explanation of these. It also reflects to the area of usage of every part of this package. This deliverable ensures that the complete visual identity material is available to partners in order to transfer a recognisable and coherent image of the project in all communication and dissemination activities.

Keywords

Visual ID, Logo, Templates, Roll-up banner, Leaflet

Information Table

PROJECT INFORMATION	
PROJECT ID	**869226**
PROJECT FULL TITLE	**Securing biodiversity, functional integrity and ecosystem services in DRYing riVER networks**
PROJECT ACRONYM	**DRYvER**
FUNDING SCHEME	**Horizon Europe**
START DATE OF THE PROJECT	**1st September 2020**
DURATION	**48 months**
CALL IDENTIFIER	**LC-CLA-06-2019**

DELIVERABLE INFORMATION	
DELIVERABLE No AND TITLE	D6.2 Visual identity materials: logo, templates, communication kits (leaflets, posters, roll-up banners)
TYPE OF DELIVERABLE [1]	DEC
DISSEMINATION LEVEL [2]	PU
BENEFICIARY NUMBER AND NAME	17 - Z5P
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WORK PACKAGE LEADER WP LEADER VALIDATION DATE	Zoltán Csabai (UP) 11/02/2021
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[1] Use one of the following codes:
R=Document, report (excluding the periodic and final reports)
DEM=Demonstrator, pilot, prototype, plan designs
DEC=Websites, patents filing,press & media actions, videos, etc.
OTHER=Software, technical diagram, etc.
ORDP : Open Research Data Pilot

[2] Use one of the following codes:
PU=Public, fully open, e.g. web
CO=Confidential, restricted under conditions set out in Model Grant Agreement
CI=Classified, information as referred to in Commission Decision 2001/844/EC.

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General introduction

Promoting the DRYvER project and its results to targeted audiences with the appropriate communication tools and channels is essential to maximize the impact of the project. In all type of communication, especially in outbound communication and dissemination, visuals are usually the most effective way to capture the attention of the audience and build project recognition. Visual identity involves all the communication tools and visual components that together represent how DRYvER is perceived by stakeholders, partners, and participants.

The way a project is presented visually is more than just design and colours. A consistent visual identity which is in connection with the background of a project can lead to more effective communication with the audience. This idea has been incorporated in the development of the visuals of DRYvER from the beginning, from the creation of the logo to the tiniest design elements of the website.

The logo package

The logo is one of the most important visual objects of the project. The project's logo was created in such a way that inside the letter 'D' there is a schematic figure of a stream network. The two colours of the logo symbolize two phases of intermittent streams. The yellow colour represents the dry phase, while the blue shows the flowing waters. The logo package consists of several different variations, such as grayscale, black and white versions, squared and vertical formats, and the letter 'D' alone is part of the package as well (Figure 1). All the logo versions are available in several different file formats (.ai, .cdr, .eps, .jpg, .pdf, .png, .svg, .tif).

The logo package can be downloaded from this MS TEAMS link for DRYvER members.

Figure 1. The logo of the DRYvER project (top to bottom: icon, horizontal, squared, vertical; left to right: coloured, greyscale, black and white)

Webpage

The webpage is one of the most important platforms of communication towards the broader public audience, where the non-scientific community can be addressed. The aim of the website is to provide information on all aspects of the project, such as objectives, management and organization structure, partners, metadata, and results. Dissemination is also much easier if the project has a well-functioning webpage, where results and findings are available.

The webpage is functional, although some parts are still currently under development. Most features are working as intended: pages providing information on the project's aims and structure, partners, and case studies, but these menu points are also continuously maintained and developed. The pages which are dealing with future results, data, and citizen science are all under construction for now due to the lack of material that could be communicated.

The website's current state is shown by the following screenshot (Figures 2-4) of the desktop and mobile versions.

The DRYvER project's website can be accessed through the following domain:

https://www.dryver.eu/

Figure 2. Left: the desktop view of the index page of the project's website; Right: the mobile view of the 'Organization' page of the project's website (both on 30/01/2021)
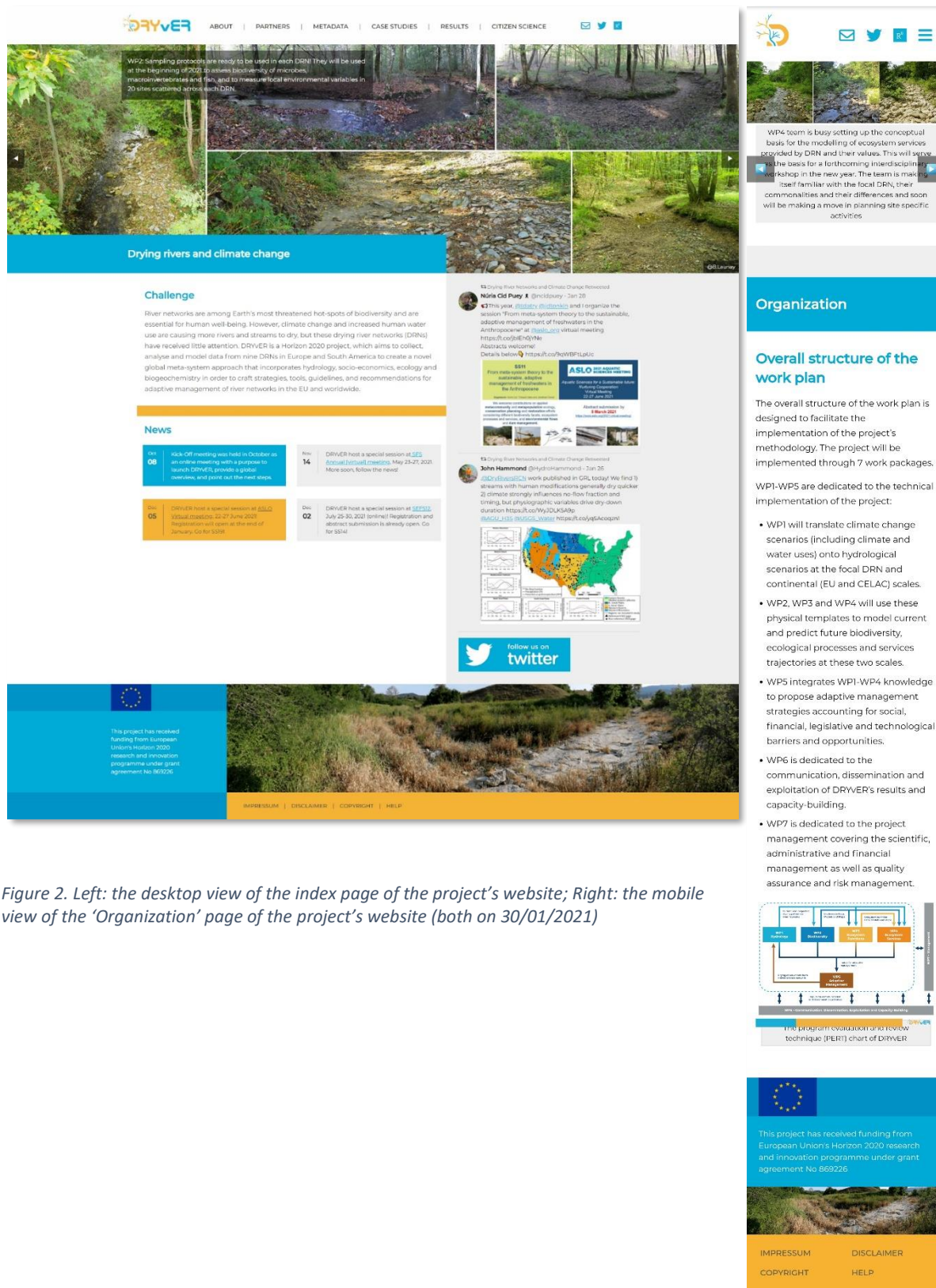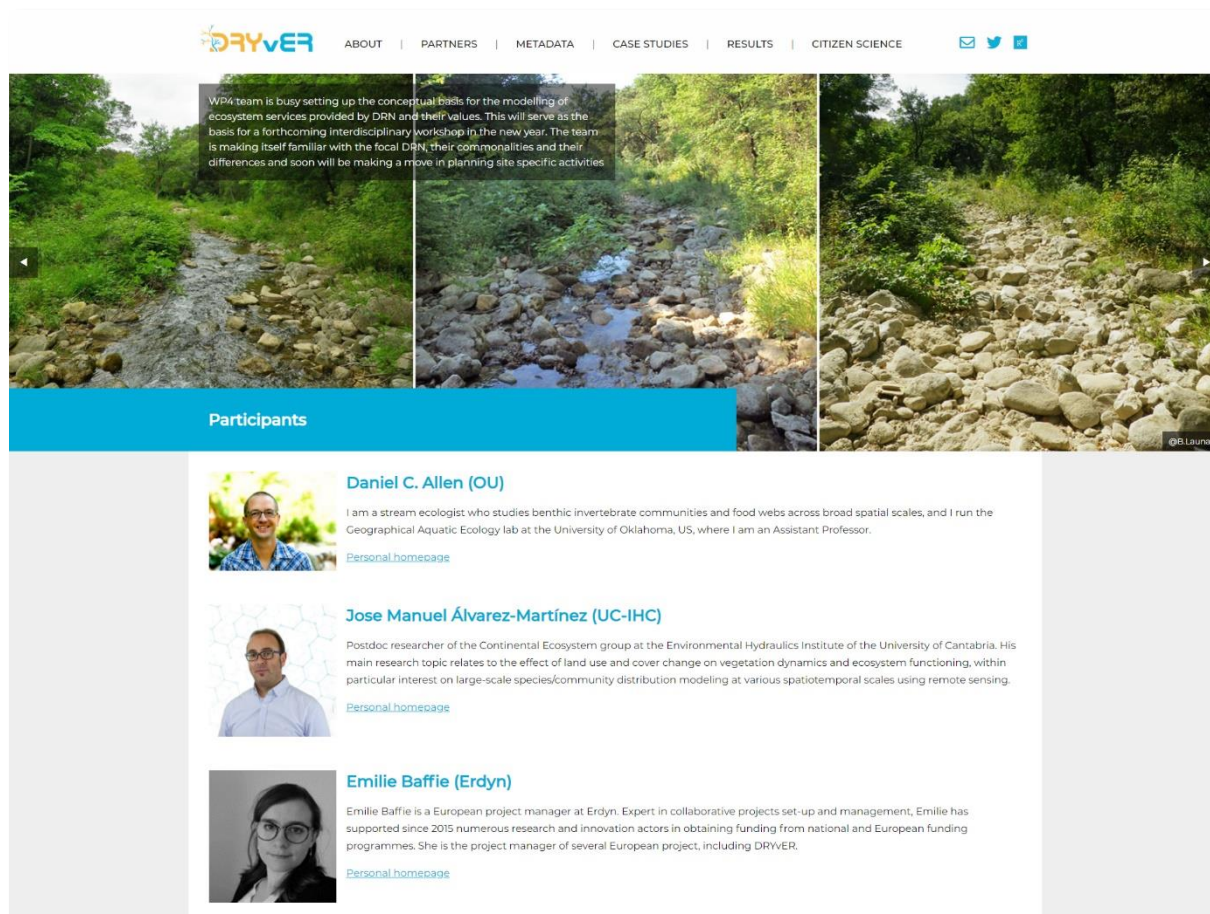
Figure 3. The top section of the 'Participants' page of the project's website (desktop view on 30/01/2021)

Figure 4. The top section of the 'Case studies' page of the project's website (desktop view on 30/01/2021)

Roll-up banner

The roll-up banners are essential parts of conferences. They are attention catching tools and also provide necessary information on the objectives of the project. These roll-up banners ensure the project's recognition by current and future stakeholders and professional audience in international conferences or at a local meeting. A well-designed roll-up may be crucial in these events because it is often the first impression that the audience is facing in connection with the project. It can also bring a nice touch to special sessions at conferences which are hosted by the DRYvER. A projected outlook of the DRYvER roll up is shown on Figure 5.

Figure 5. The project's roll-up banner (left) and its projected outlook (right)

Leaflet

The leaflet is versatile tool in communication of the project's most important aims, objectives, and working methods, and later results. It provides information to the broad (scientific and non-scientific) public audience in an easily understandable and concise way. The first DRYvER project's leaflet was designed as a two-page trifold brochure in A4 format (Figure 6). More leaflets will follow this when results will be available. The future leaflets will aim to provide insights into the most important findings and outcomes of the project as well as will serve as a promotion tool for the Citizen Science activities. All brochures will be made available for download on the project website.

Figure 6. The design of the project's leaflet as a two-page trifold brochure in A4 format

Templates

The uniform visual appearance of DRYvER deliverables, presentation, and documents are ensured through a variety of template files. These document templates are also containing the obligatory materials, for example the DRYvER logo, the EU flag, and the information on EU funding. Deliverable and document templates have been created in .docx, .dotx, and .odt formats, while presentation templates are available in .pptx, .potx, and .odp formats.

Video chat background

Two DRYvER theme designed backgrounds were created for video chat/online conferencing purposes. The usage of these backgrounds will ensure a more homogeneous visual appearance of DRYvER participants in case of online events, such as meetings and conferences. It has been created in both 4:3 and 16:9 ratios. Some versions of the preliminary design are shown in Figure 7.

Figure 7. Different versions of the preliminary design of the DRYvER video chat backgrounds (top: 4:3 ratio; bottom: 16:9 ratio)