D7.3 Visual identity, project branding and website

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Lead beneficiary: PENSOFT

Author(s): Anna Sapundzhieva, Cleo Orfanidou, Hans Verkerk, Katriina Pajari, Nikol Yovcheva, Sarah Adams, Slavena Peneva, Teodor Georgiev

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3.0	Final	29 November 2022	Sapundzhieva, A., Yovcheva, N., Peneva, S. & Georgiev, T. Pensoft Publishers

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Key takeaway messages

- Deliverable 7.3 describes the rationale and creation of ForestPaths' branding materials and promotional tools which are essential for the project's future communication and dissemination.
- ForestPaths' logo enables the easy identification of the project and ensures the successful representation of its aim and objectives.
- The project's brand manual provides partners with guidelines on how to apply ForestPaths' visual identity, ensuring they have the available tools to create impactful and on-brand messages.
- ForestPaths' promotional materials and branded social media profiles inform stakeholders about the project's objectives and main activities in a visually appealing and easily digestible manner.
- The project's website serves as the central communication and dissemination platform for ForestPaths, providing easy access to its main information, latest news and available outputs.

Summary

The following report describes the branding materials and promotional tools developed in the first three months of the project. The deliverable also elaborates on how they will be implemented within the project's communication and dissemination efforts, serving as the backbone of ForestPaths' future promotional and outreach activities.

As a foundation for the project's graphic identity, a distinguishable project logo was established for ForestPaths. Building on it, WP7 further developed ForestPaths' overall visual identity. To ensure its consistent and coherent use among project partners, a brand manual was prepared. This manual can be used as a reference point for the creation of future outreach materials. It represents a comprehensive overview of the elements composing the project's visual identity and provides guidelines on how to effectively employ them, ensuring partners have all the necessary information to create impactful and on-brand messages.

Based on the project's logo and visual identity, WP7 produced an initial marketing collateral consisting of a preliminary one-pager, social media templates and a ForestPaths introductory presentation which partners can use to present the project and engage with stakeholders at events. Document templates (internal and external) were also provided in order to facilitate the future dissemination and reporting activities of the project, such as milestone and deliverable reports and a PowerPoint presentation.

Next to that, a project website (www.forestpaths.eu) was designed as a dedicated branded platform providing easy access to the project's main information, latest news and available outputs. To ensure that ForestPaths' results are available via a long-lasting source, the website will outlive the project and it will be maintained for at least 5 years after its end, hosting the CANOPY policy support platform and the project's Policy Engagement Forum.

Lastly, ForestPaths accounts have been set up on three social networking sites – Twitter, LinkedIn and ResearchGate – in order to provide an outlet where the project can share its results, news and events and engage with relevant stakeholders online.

To ensure project members have easy access to the developed materials and can take full advantage of them, they have been made available on the ForestPaths Microsoft Teams channel.

List of abbreviations

EU   European Union
EC   European Commission

1 Project logo

ForestPaths' logo was strategically designed to enable the easy identification of the project and to ensure the successful representation of its aim and objectives. It was created through a multi-step co-design process involving all consortium members. The logo's colour scheme was carefully selected to bring up associations relevant to the project. Green was chosen not only for its direct relation to trees and forests but also due to its broader connotations of nature, environment and renewal. Yellow/orange was selected to represent the colour of wood, indicating that the scope of the project goes beyond forests.

As part of the co-design process, partners drew parallels between keywords and ForestPaths. These were used to pick the visual elements represented in the logo: a tree and a path with an arrow pointing upwards, symbolising the optimisation of forests' and the forest-based sector climate change mitigation potential and the desired uptake of the project's results. Based on these central elements, WP7 designed the final version of the ForestPaths logo (Figure 1).

Figure 1. ForestPaths logo (short vertical version)

In order to enable the seamless placing of the logo in different types of materials, it was developed in five main versions: short vertical (Figure 1), short horizontal (Figure 2), long vertical (Figure 3), long horizontal (Figure 4) and only the symbol without text (Figure 5).

Figure 2. ForestPaths logo (short horizontal version)

Figure 3. ForestPaths logo (long vertical version)

Figure 4. ForestPaths logo (long horizontal version)

Figure 5. ForestPaths logo (only symbol without text)

Additionally, each of the five main versions is available under three different colour schemes (green & orange, only black or only white [Figure 6]), amounting to a total of 15 logo options.

Figure 6. ForestPaths logo (monochrome colour scheme)

The ForestPaths logo represents the basis of all further promotional materials, as well as the project's website and social media accounts, thus ensuring consistent branding across all communication and dissemination tools and channels.

Additionally, the project's logo (Figure 1) will be used as a **promotional sticker,** presenting a simple and effective mechanism for building project awareness.

2 Brand manual

The purpose of ForestPaths' brand manual is to inform partners and the general public about ForestPaths through the combination of its central elements represented in a visually appealing way. It sets the tone for the project's future outreach activities and illustrates how to create materials which evoke the project's mission. It aims to guarantee that consortium partners can easily and consistently apply the project's visual identity and ensures they have the available tools to create impactful messages.

The manual safeguards the project's visual identity by serving as a reference point for the production of future materials, such as presentations, internal and external project documents, promotional materials and others. It provides instructions for the proper use of ForestPaths' logo based on a number of possible scenarios. It also describes the project's colour palette and typography, as well as includes guidelines on the type of photography and iconography which should be used when representing ForestPaths (Figure 7).
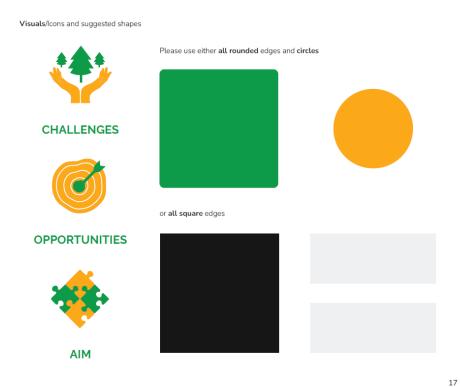
Figure 7. Brand manual (icons and suggested shapes)

The ForestPaths brand manual is enclosed in Annex 1 of this deliverable.

3 Promotional materials

3.1 One-pager

At the start of the project, WP7 produced a preliminary project one-pager, which outlines ForestPaths' main information, objectives and expected results (Figure 8). This promotional material was prepared prior to the establishment of the project's definitive visual identity, sparked by the great stakeholder interest in the project. Although ForestPaths did not have an established project branding at that stage, WP7 considered that it was essential to provide members with a material which they can use to announce the project's beginning in their networks. This enabled project members to take advantage of the created momentum and give an additional push to ForestPaths' awareness-raising stage.
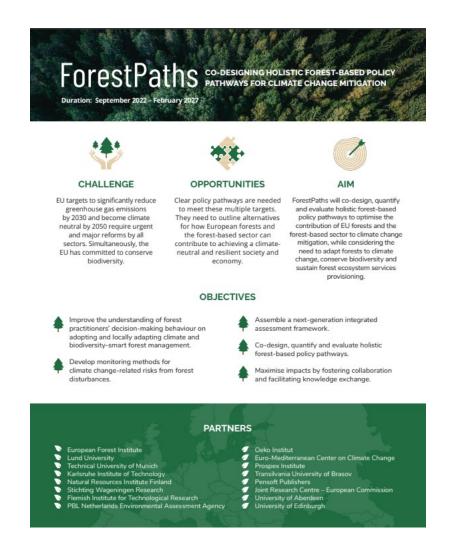
Figure 8. ForestPaths one-pager

The one-pager was published on the coordinator's website[1] and a printed version was made available to all partners during the project's kick-off meeting in Rotterdam. Several copies were distributed to each person in order to allow the one-pager's distribution among each member's relevant network and its display in each respective organisation.

3.2   Social media templates

In order to enable partners to announce ForestPaths' beginning on their social media channels, WP7 provided the consortium with three text versions for a social media post and website. The post briefly announces the beginning of the project and is written in a way that allows it to be personalised and shared via each member's personal communication channels. To provide additional information about the project, WP7 prepared a social media image which can be shared along with the drafted text (Figure 9). The image was also designed in month 1, prior to

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[1] https://efi.int/news/forestpaths-project-forest-based-policy-pathways-towards-climate-neutral-society-2022-06-13

the finalisation of the project's visual identity, which is why it follows the look and feel of the project's one-pager.

Figure 9. ForestPaths social media image

3.3   Document templates

Starting from the very beginning of the project, ForestPaths project identity templates were designed to ensure all project partners produce consistent visual presentations of project-related outputs. These templates include:

- PowerPoint presentation (Figure 10)
- Deliverable report
- Milestone report

They were designed in a tailored manner to guarantee they fit the content requirements of each respective document and the context in which it is used. The templates employ the project's logo, corporate colour palette, typography and visuals, as well as suggest the necessary information which is to be included in each document.
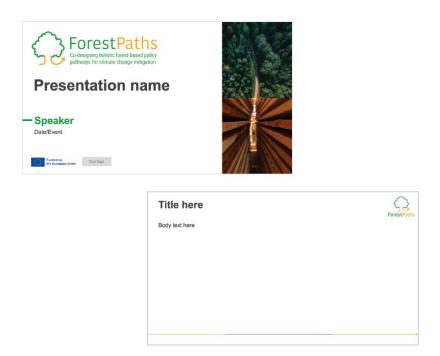
Figure 10. ForestPaths PowerPoint presentation

The PowerPoint template was provided in several versions. First, a preliminary design was made available to partners, so they can use coherent and impactful visuals during the project's Kick-off meeting. Based on the finalised visual identity of the project, a second version of the template was developed.

3.4   ForestPaths introductory presentation

Since the initial stage of the project will involve the presentation of ForestPaths at several in-person and online events, it was considered vital for partners to have consistent and comprehensive material which they can use to present the project in an impactful manner. To this end, WP7 created the ForestPaths introductory presentation, titled "*Forest-based policy pathways towards a climate-neutral society: Introducing the ForestPaths project*" (Figure 11).

Figure 11. ForestPaths introductory presentation

The presentation was designed following the project's visual identity. Its goal is to capture the attention of different target audiences via its dynamic design and insightful content, focused mainly on what the project will deliver to relevant stakeholders. It elaborates on the rationale behind the project and how ForestPaths will optimise forests' and the forest-based sector's contribution to climate change mitigation and thoroughly describes the project's expected results and how they will be obtained, as well as their expected impact. Lastly, the presentation provides some general information about the project's structure, such as an overview of the partners and the work packages.

4 Project website

ForestPaths' official website (www.forestpaths.eu) was designed as a one-stop-shop where stakeholders can find all the available project materials and information in one convenient and easily accessible place. Its goal is to serve as the main communication and dissemination tool of the project, making ForestPaths' ongoing progress, latest news, relevant events, public deliverables, promotional materials and scientific publications available to all stakeholders and the general public.

The website's visual look reflects the project's logo and visual identity, so that it is easily recognisable to visitors (Figure 12). Its structure is built in a way that facilitates the user's experience on the website, providing it with clear cues on where and how to find each material. Lastly, the website's content was selected in a way that places ForestPaths' results in the spotlight, clearly showing what the project is doing and how it will help relevant stakeholders.
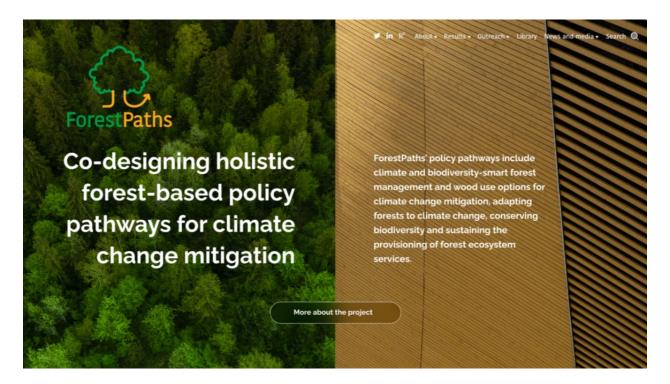
Figure 12. Design of the ForestPaths website homepage

The website contains several different sections – Homepage, About, Results, Outreach, Library and News and media. The Homepage briefly presents the project's main goal, provides access to its expected results and highlights the latest project news, along with embedded live Twitter and LinkedIn feeds. The About section provides detailed information about ForestPaths' under two pages: Project (background, ambition, objectives and work package activities) and Partners (interactive map of where project members are based, with concise information about each organisation and its team members who wished to share their information on the website [Figure 13]).
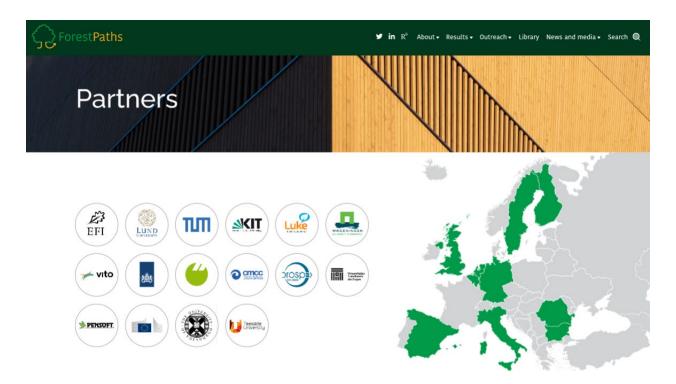
Figure 13. Design of the ForestPaths website partners' page

ForestPaths' main results are summarised in the Results section, which is divided into six pages: CBS management options, Policy pathways, CANOPY platform, Models, Data & tools and Maps. The Outreach section of the website focuses on another essential part of ForestPaths' work – its stakeholder engagement. The section includes four pages: Policy Engagement Forum, Policy labs (Figure 14), Demo cases and Training. These two sections will be regularly updated during ForestPaths' lifetime in order to reflect the progress made in each result and outreach activity.

Figure 14. Design of the ForestPaths website policy labs' page

The website's Library section will host the project's public deliverables, as well as the scientific publications resulting from ForestPaths. Lastly, the News and media section will present the latest project news in an engaging and informative manner and will make available or free to download all project outreach materials (press releases, newsletters, promotional materials, videos and logo).

ForestPaths' website also provides direct links to the project's social network profiles on Twitter, LinkedIn and ResearchGate, as well as a newsletter subscription form and contact details.

5 Social media accounts

Project profiles were created on Twitter and LinkedIn in order to increase the project's visibility and raise awareness about ForestPaths. These will be used to share the project's latest news, activities and results. The two profiles were created to reflect the project's visual identity and thus ensure a branded presence of the project on Twitter and LinkedIn. The logo is used as a profile icon and the header consists of the project's name and EU logo placed on an image depicting the canopy of a forest, referencing the future CANOPY policy support platform (Figure 15).
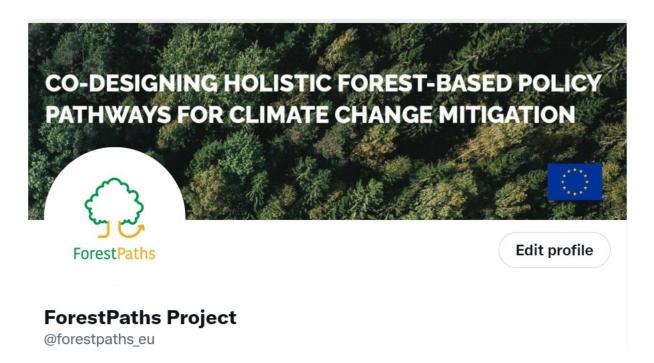
Figure 15. ForestPaths Twitter account

WP7 also created a "ForestPaths Project" on ResearchGate in order to allow project members to collaborate and share their relevant work, thus presenting ForestPaths' results in context.

6 Outlook

To ensure the project's materials and tools evolve with ForestPaths, WP7 will continue to create new promotional materials, such as a brochure, poster, roll-up banner, infographics and videos. Additional materials strengthening the project's visual communication will be designed on demand when the project has made important progress, when key project results become available and when the project is highly disseminated at an event. Such strategic decisions about ForestPaths' awareness raising will be thoroughly described in D7.1 Communication Plan (CP), Plan for the Exploitation and Dissemination of Results (PEDR). Lastly, WP7 will update the ForestPaths' website on a regular basis by providing new information about its latest results and by building new pages if needed.

7 Annex

7 Annex

ForestPaths

Visual Identity Guidelines

Logo

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Colour palette

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Fonts

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Visuals

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Promotion

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ForestPaths

ForestPaths
Co-designing holistic forest-based policy
pathways for climate change mitigation

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#009B49

R – 0
G – 155
B – 73

C – 85
M – 13
Y – 100
K – 1

#fba919

R – 251
G – 161
B – 25

C – 0
M – 38
Y – 100
K – 0

#2f7549

C – 82   R – 47
M – 31   G – 117
Y – 85   B – 73
K – 19

#72bf44

C – 60   R – 114
M – 0   G – 191
Y – 100   B – 68
K – 0

#f47920

C – 0   R – 244
M – 65   G – 121
Y – 100   B – 32
K – 0

#c9a928

C – 23   R – 201
M – 29   G – 169
Y – 100   B – 40
K – 1

#191919

C – 73   R – 24
M – 67   G – 24
Y – 65   B – 24
K – 79

#eceded

C – 6   R – 237
M – 4   G – 237
Y – 4   B – 237
K – 0

ForestPaths – Kohinoor Bangla

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

Co-designing holistic forest-based policy pathways for climate change mitigation – Roboto Condensed Regular

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

Fonts to be used in professionally designed promotional materials.

Heading 1 – Raleway – 22pt
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

Heading 2 – Clear Sans Bold 16 pt

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

Body – Nunito 11 pt

Bold: 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
Bold italic: 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
Light: 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
Light Italic: 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

Only one simple font (Arial Microsoft) to be used by project partners in Office templates (including project deliverables).
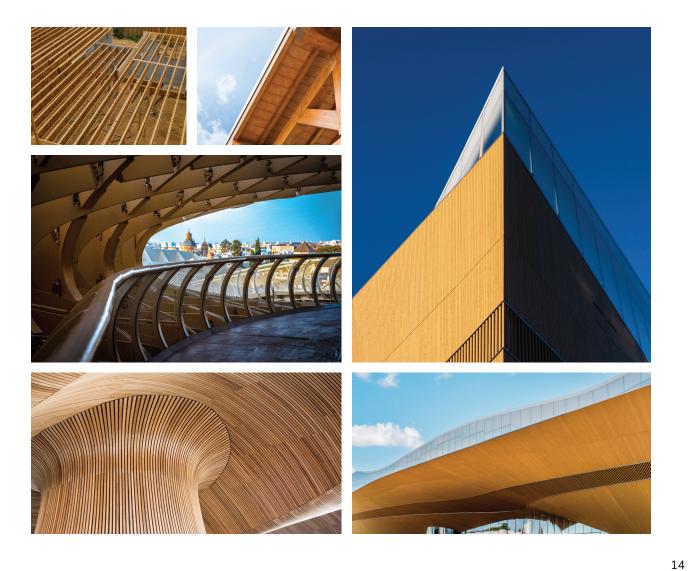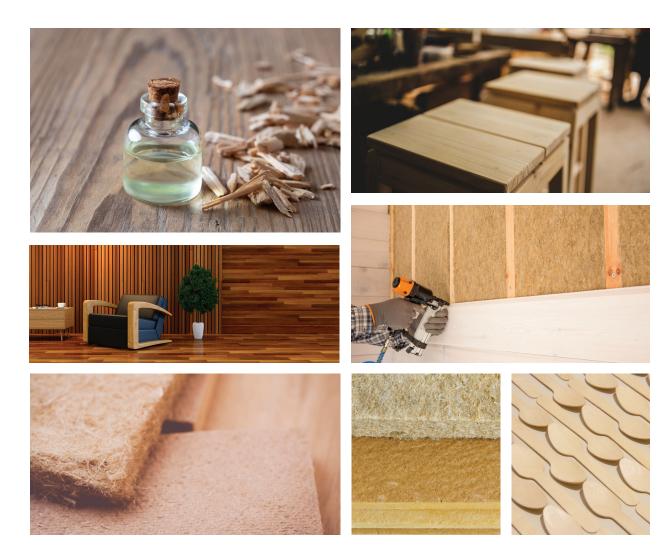
ARIAL

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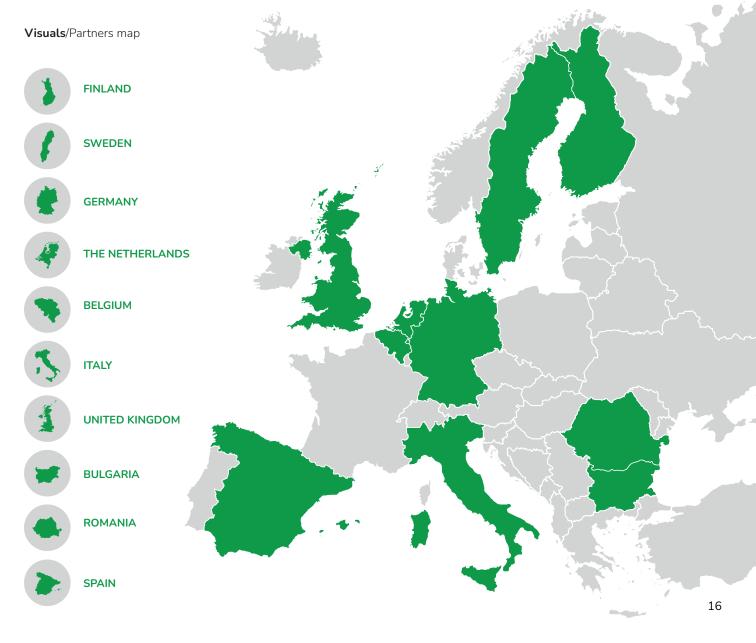*Italic: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Co-designing holistic forest-based policy pathways for climate change mitigation

FINLAND

SWEDEN

GERMANY

THE NETHERLANDS

BELGIUM

ITALY

UNITED KINGDOM

BULGARIA

ROMANIA

SPAIN

16

CHALLENGES

OPPORTUNITIES

AIM

Please use either **all rounded** edges and **circles**

or **all square** edges

CBS management options

Policy pathways

CANOPY platform

Maps

Models

Data & tools

Demo cases

Policy labs

Policy engagement forum