

### D6.1 Visual identity, project branding and website

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### Key takeaway messages

- This deliverable takes stock of activities undertaken within WP6 to ensure the appeal and coherence of the FORSAID project's visual identity and all its constitutive elements.
- Serving as the foundation that informs the design of communication and promotional assets, the project logo incorporates visual elements directly tying into FORSAID's research focus, objectives and chosen methodology.
- A brand manual has subsequently been put together on the basis of those initial design choices in order to guide the creation of future outputs that are both consistent with each other and engaging when presented to diverse audiences.
- Several types of promotional materials have since been devised and produced. Those
  reflect not only the anticipated communication needs of the project, but also the
  preferences of consortium members as they navigate FORSAID'S forthcoming
  communication needs.
- FORSAID also benefits from its own online space the website <u>www.forsaid.eu</u>. It is meant to perform the function of both an evolving repository of information related to the project and a platform presenting said information in an appealing and user-friendly fashion.

### Summary

The pages to follow provide a comprehensive description of the assets developed as part of WP6's objective to devise and effectively deploy a distinct visual identity in support of the FORSAID project. In that sense, the design and structural components, the stylistic choices and the intended use are reviewed in the case of each individual communication or promotional tool or product.

At the onset, the need for an evocative and informative central image was acknowledged during the creation of a FORSAID logo. More than simply spelling out the name of the project, it is also meant to set the stage for key design choices such as the colour palette and the graphic illustrations of tools and species with relevance to the research work to be undertaken by the consortium in the future.

The next step in the process was the compilation of guidelines in FORSAID's brand manual. In addition to stipulating the parameters of the proper usage of the logo, this document also provided valuable context in terms of the colours, fonts and imagery that should accompany the project's outputs for the sake of consistency and accessibility.

With this foundation, a set of promotional materials was developed to service the communication and dissemination demands associated with any research project of FORSAID's scale and duration. The list includes a project poster, document templates, a virtual meeting background, an introductory presentation and a roll-up banner.

All these elements are meant to complement the online domain established for FORSAID, namely <a href="https://www.forsaid.eu">www.forsaid.eu</a>. The website has been designed as a hub at the disposal of both consortium members and any external users, be they stakeholders or members of the public, who wish to



discover more about the project's purpose, background, objectives and results. Accordingly, a multitude of dedicated sub-sections have been made available on the platform to allow ease of navigation and adequate output storage. The website will be subject to regular content updates as FORSAID enters the different phases of its implementation.

Finally and in recognition of social media as a crucial communication instrument, the consortium also agreed on the creation of three dedicated profiles for the project across the platforms LinkedIn, Bluesky and Threads. As with all other assets, those accounts exist in full accordance with the aforementioned stipulations on visual identity that were established for FORSAID.

### List of abbreviations

CP – Communication Plan PEDR – Plan for the Exploitation and Dissemination of Results



### 1 Project logo

The logo of FORSAID serves as the core design element underpinning the visual identity of the project, making it easily recognisable and aptly represented. All partner institutions within the research consortium took part in a collective brainstorming process for this logo. This resulted in a design that incorporates colours evoking associations with the project's subject matter – the green palette was specifically chosen as a reference to the forest biomes at the core of FORSAID's efforts.

Moreover, the co-creation of the logo involved a discussion on relevant graphic elements that should be incorporated into the final product. Ultimately, consensus was reached on three such designs: a satellite (denoting the harnessing of technological innovations), a cell (signifying research at the cellular level) and an insect (emphasising the focus on pest species). Incorporating all these considerations, the logo was finalised as part of WP6 (Figure 1).



Figure 1. FORSAID logo (coloured version)

In anticipation of eventualities wherein the logo would have to be placed in promotional materials of various styles, iterations of the product with alternative colouring were developed: a white version (Figure 2) and a black version (Figure 3).



Figure 2. FORSAID logo (white version)



Figure 3. FORSAID logo (black version)

The design choices integrated into the logo are also meant to inform the development of all promotional materials to follow so that consistency in all branding activities is guaranteed.



### 2 Brand manual

The brand manual is a compilation of the central visual elements representing FORSAID's ambition, objectives and chosen instruments in a manner that appeals visually. In that sense, it serves as a guide in the preparation of further promotional materials that aptly represent the project and its activities. By design, it is meant to be at the disposal of all consortium partners in the context of their own communication, dissemination and exploitation efforts associated with FORSAID.

Examples of visual outputs that are to be based on the principles embedded in the brand manual include, among others, a project one-pager, a thematic sticker sheet and presentation and deliverable templates. The document instructs on the adequate usage of the logo, presents the colour palette and textual fonts chosen for the project and provides a library of images representative of the type of photographic elements most suited to be incorporated into future materials (Figure 4).

### Visuals

FORSAID's imagery blends forest landscapes with tech elements, showcasing innovation in pest detection and forest sustainability



Species & environment

Conditions & tech innovation

7

Figure 4: Brand manual (gallery of suggested photography)

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

### 3 Promotional materials



### 3.1 Project poster

The onset of the project saw the development of an introductory poster which serves to highlight the essential information vis-à-vis FORSAID (Figure 5). In that sense, it provides an introduction to the project, an overview of the main objectives, a categorisation of the digital solutions to be deployed and a list of the consortium members. Additionally, it lists the contact information of the project's coordinator and the social media account handles servicing FORSAID.

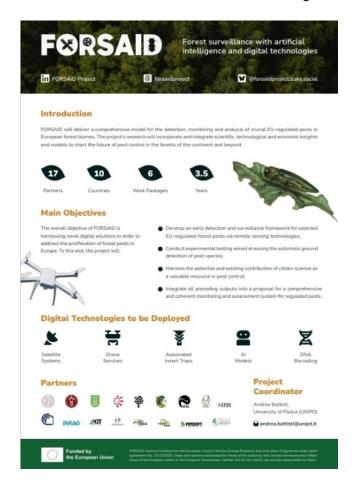


Figure 5: FORSAID poster

### 3.2 Document templates

Cognizant of the need for consistency and quality across the consortium when it comes to producing project outputs, the members responsible for WP6 devised three distinct template designs:

- PowerPoint presentation (Figure 6)
- Deliverable report
- Milestone report



The development of all three took into account the potential circumstances and requirements surrounding the outputs that would need to be produced over the course of the project. Accordingly, aforementioned elements such as the FORSAID logo, colour palette and visualisations were employed during the designing stage.



Figure 6: FORSAID PowerPoint presentation template

### 3.3 Virtual meeting background

Given the geographical spread of locales wherein members of the consortium are based across Europe, much of the project's coordination and external engagement has to take place online. Bearing this in mind as well as the need for visual cohesion in collective and individual FORSAID activities, WP6 members designed a virtual meeting background suitable for use in various online communication platforms (Figure 7).



Figure 7: FORSAID virtual meeting background



### 3.4 Introductory presentation

The consortium considers it to be essential for the project to be introduced in a succinct and impactful fashion to both internal and external audiences as it unfolds over time. The creation of an informative overview in the form of a presentation has therefore been a priority since the onset of FORSAID. Consequently, such an output has been developed, bearing the title "Forest Surveillance with Artificial Intelligence and Digital Technologies" (Figure 8).



Figure 8: FORSAID introductory presentation slide

Once again, the design has been executed in accordance with the established visual identity of the project. A key objective in the process was the maximisation of the content's appeal so as to ensure the effective deployment of the presentation in front of a wide variety of stakeholders and members of the general public. The final product therefore incorporates background information showcasing FORSAID's relevance, the mission statement of the project, its overall organisational structure, the key objectives and the implementation plan to see them through.

### 3.5 Roll-up banner

Prior to the kick-off meeting of the project, consortium members requested the creation of an informative roll-up banner that would be displayed at the event. This first version incorporated a graphic representation of FORSAID's six work packages and their associated subtasks. After the meeting, the initial design was improved upon using the aforementioned visual identity elements as they became available. In addition to the content established before, the final product also features a brief introduction of the project along with a list of all consortium partners (Figure 9).





Figure 9: FORSAID roll-up banner

### 4 Project website

The website of FORSAID (<a href="www.forsaid.eu">www.forsaid.eu</a>) is the official online gateway for the project, serving as a repository of all the data relevant to or produced as a result of the consortium's efforts. When it comes to communication and dissemination activities, this is the central hub directly connecting users to the information they need for a complete understanding of the project, its implementation and its results. In this context, WP6 is meant to ensure that all relevant news, deliverables, scientific publications and promotional materials can be found in this one-stop-shop on the World Wide Web.

Visually, all the previously mentioned parameters set by the project's design elements have been met and expanded upon to create a striking and insightful final product (Figure 9). A user-friendly interface ensures ease of access and navigation throughout the visitor's experience with the site, allowing them to find and harness the information they seek with speed and precision. Content-



wise, an emphasis is placed on the variety of technological solutions which will be deployed in pursuit of the project's objectives, showcasing the crucial role of innovation in the work of the consortium.



Figure 9: Design of the FORSAID website homepage

In addition to the homepage which contains a concise and visually engaging overview of the project, the website hosts the following main sections:

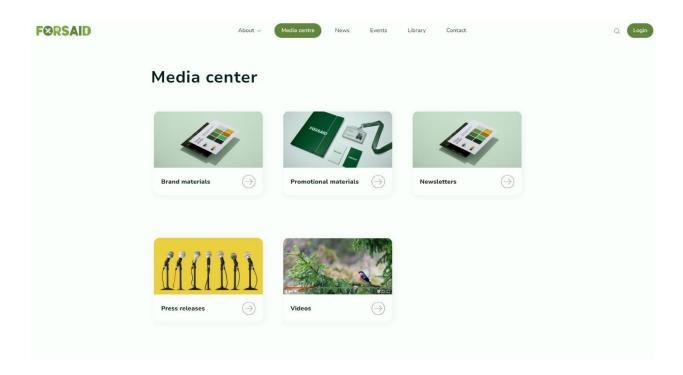
• "About": Here, the stage is set for presenting the context and basic structure underpinning FORSAID and its consortium. Four sub-pages fulfil this function. "Background" outlines the necessity for the project and its aspiration to address the issues that have given rise to it. "Objective" aims to introduce the methodological approach whereby innovative pest control in Europe's forests is to be pursued. "Partners" (Figure 10) lists the member organisations of the consortium with brief summaries of their operational focus. Finally, "Work Packages" singles out the project's interrelated phases of implementation, making sure that the path to realisation is laid out with clarity.





Figure 10: Design of the FORSAID website "Partners" page

• "Media centre" (Figure 11): This is a repository of all the essential branding and promotional materials as well as upcoming newsletters, press releases and videos.





### Figure 11: Design of the FORSAID website "Media centre" page

- "News" and "Events": Two sections, which will regularly be updated with all the relevant news surrounding the project and all forthcoming events of interest throughout FORSAID'S implementation, will also be included.
- "Library": All scientific publications and technical outputs that have been conceived as part of the various work packages will be compiled in this section.
- "Contact": Finally, a page containing the contact information of the project coordination team has also been put in place.

The website will also include an internal password-protected environment for the exclusive use of consortium members interacting with each other and project content.

### 5 Social media accounts

Engagement on social media is essential to the success of communication and dissemination efforts surrounding FORSAID. To that end, three distinct accounts were created on the platforms LinkedIn (Figure 12), Bluesky (Figure 13) and Threads (Figure 14). The logo and its associated visual identity were used in the creation of those profiles to ensure coherence with all other aforementioned assets. Photographs of an intact tree bark were utilised as a cover image for the accounts on LinkedIn and Bluesky, signifying the project's focus on forest plant health.



Figure 12: FORSAID LinkedIn account





Figure 13: FORSAID Bluesky account

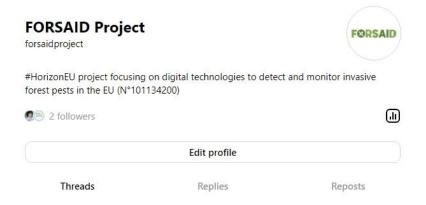


Figure 14: FORSAID Threads account

### 6 Outlook

The aforementioned assets comprise a non-exhaustive list of promotional and communication materials that are to be produced within the project's timespan. As FORSAID's results grow in number, scope and sophistication, new products will be developed and disseminated across stakeholder networks and the general public. Such steps will be detailed in the forthcoming updates of the Communication Plan (CP) and the Plan for the Exploitation and Dissemination of Results (PEDR) in M23 and M38.



- 7 Annex
- 7.1 Project brand manual



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- 03 Brand logo
- 07 Visuals
- 04 Use of logo
- 08 Presentation templates
- 05 Colour palette
- 09 Funding statement
- **06** Fonts

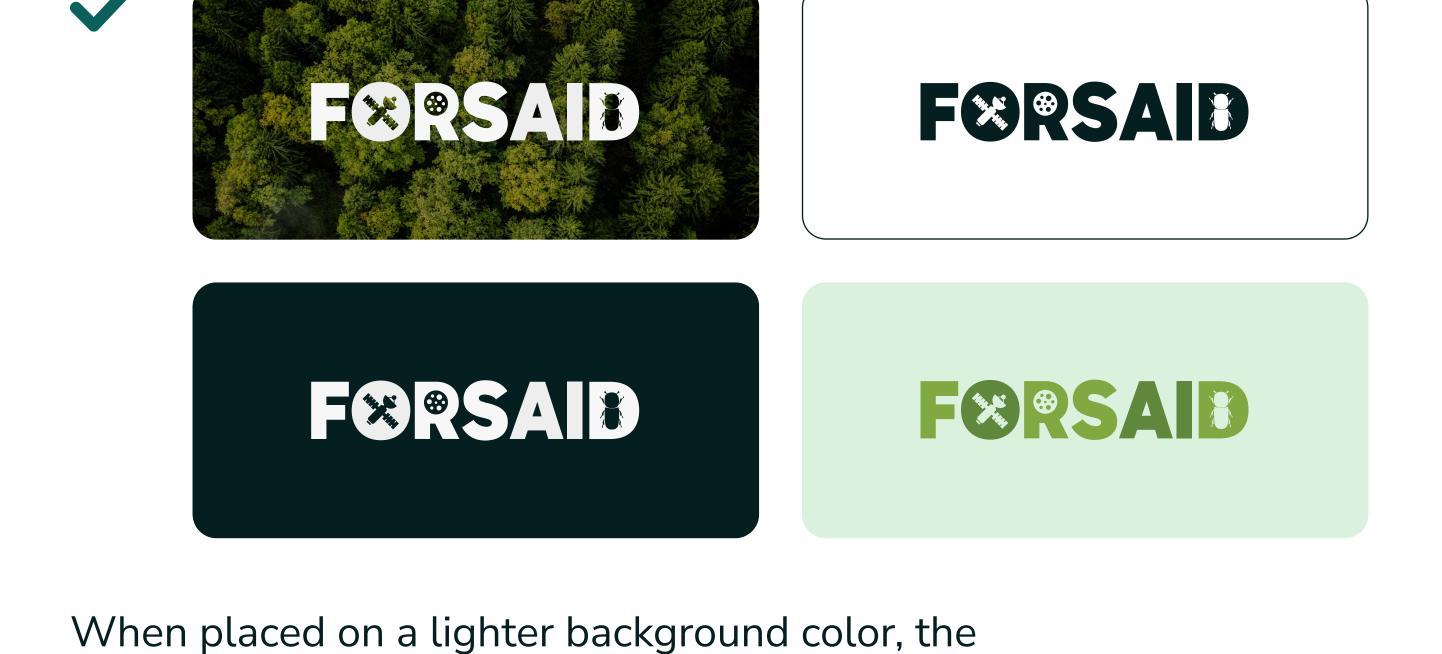
# Brand logo



### Use of logo

the logo will be used in its light version. It must not be stretched, distorted or used with different colors of the charter

On a dark colored background or on an image,





FERSAIB

FORSAID SAIB

logo will be used in a darker shade to ensure





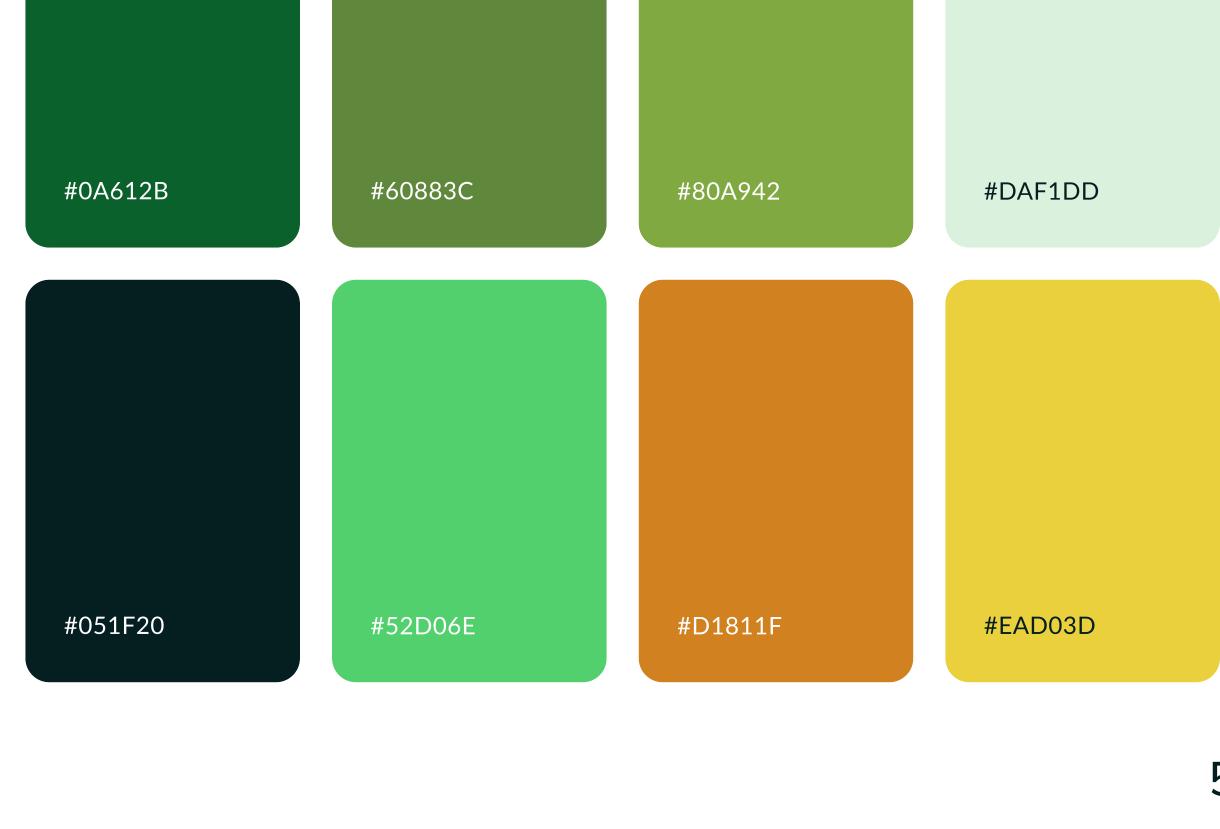
Secondary

smooth contrast

The palette balances natural, calming tones with a modern

touch, reflecting FORSAID's mission of environmental

protection through technology



### Fonts

Gresmako

Regular

Exploring the Future of Forest

Sustainability

### Aa / Body text

Nunito Sans

SemiBold Light Regular

Medium

Bold **ExtraBold** 

By combining science, technology, and stakeholder involvement, we aim to protect these essential ecosystems for future generations...

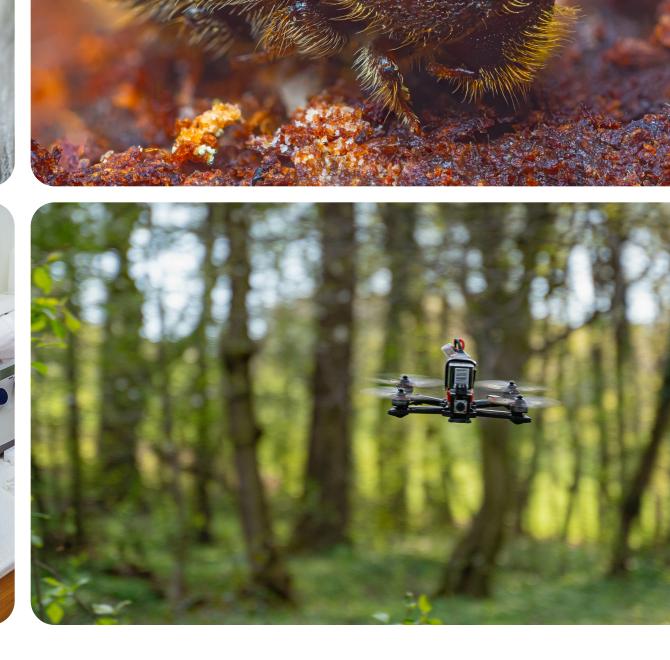
## Visuals

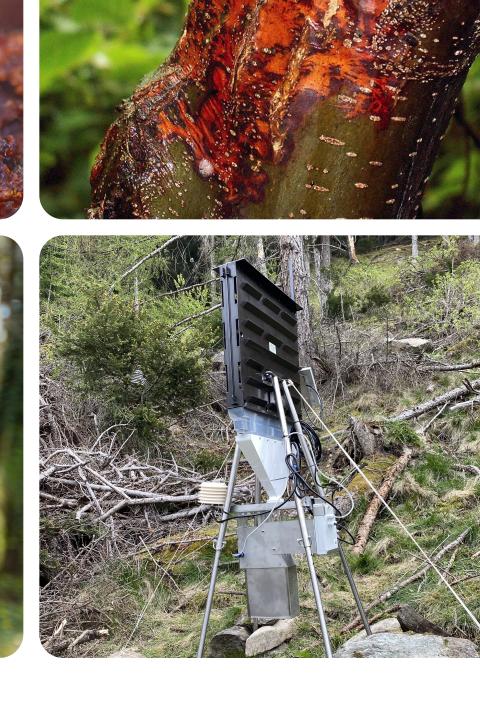
Species & environment

FORSAID's imagery blends forest landscapes with tech

elements, showcasing innovation in pest detection and





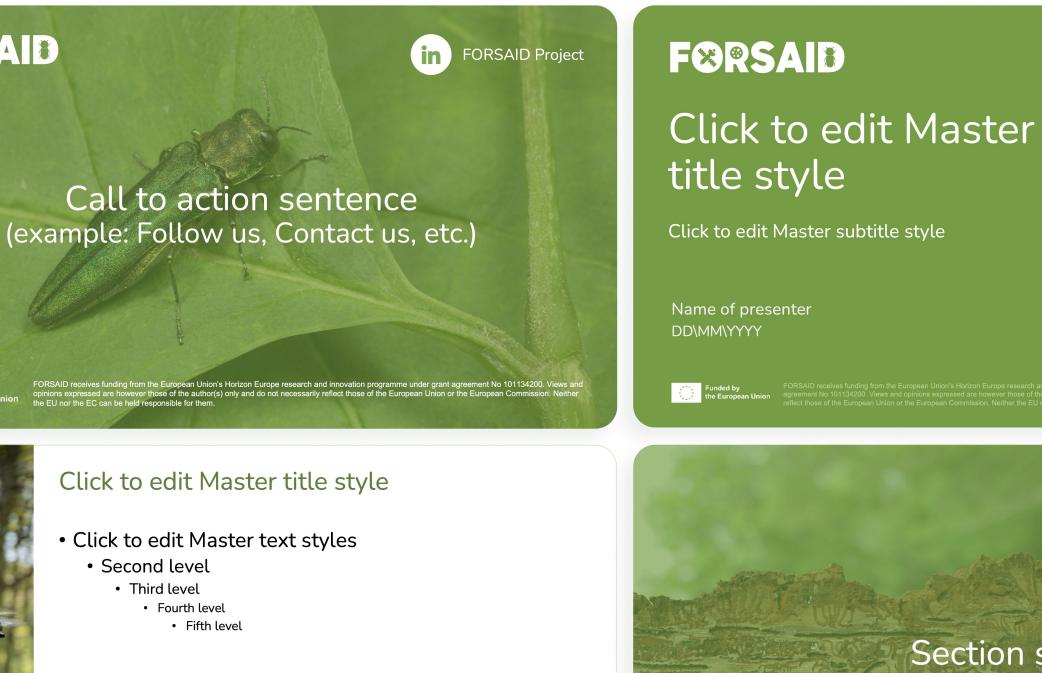


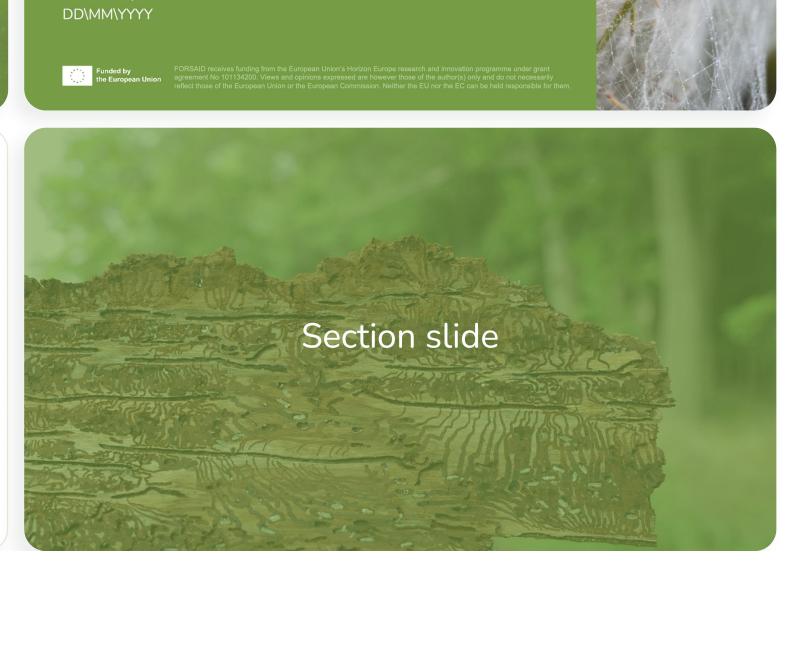
forest sustainability



# Templates

**F®RSAID** 





Custom presentation

templates created to support

FORSAID's mission with

cohesive design elements

Presentation templates

### Click to edit Master title style Click to edit Master text styles Second level

Please acknowledge funding by using the EU

FORSAID receives funding from the European Union's Horizon Europe research and

innovation programme under grant agreement No 101134200. Views and opinions

expressed are those of the author(s) only and do not necessarily reflect those of the

European Union or European Research Executive Agency (REA). Neither the EU nor

REA can be held responsible for them.

To be used on light backgrounds

**Co-funded by** 

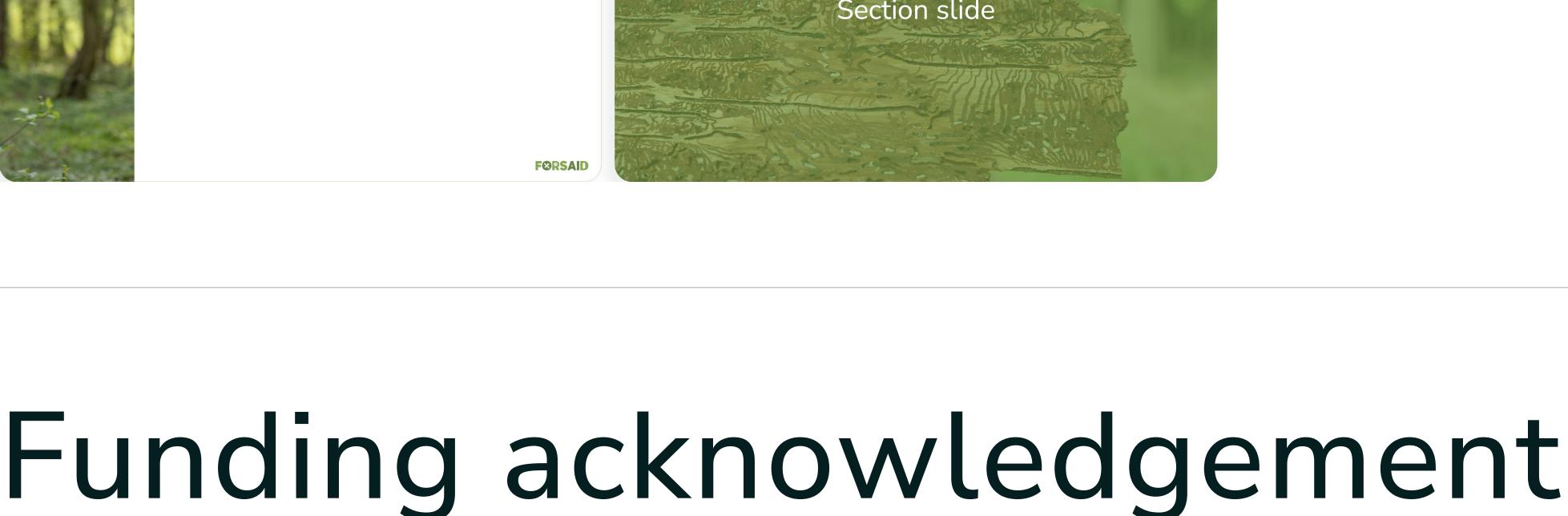
the European Union

logo and one of the following funding

sentences as shown below:

the European Union

**Funded by** 



**Co-funded by** 

the European Union

**Font** 

EU emblem Must always be on the left

for the funding statements

Please always use the arial font

side or above the funding text FORSAID receives funding from the European Union's Horizon Europe research and FORSAID receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101134200. Views and opinions innovation programme under grant agreement No 101134200. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the expressed are those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the EU nor European Union or European Research Executive Agency (REA). Neither the EU nor Minimum size of the logo REA can be held responsible for them. REA can be held responsible for them. The minimum height of the EU emblem must be 1 cm

Detailed information <u>here</u>

To be used on dark

Funded by

the European Union

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innovation programme under grant agreement No 101134200. Views and opinions

expressed are those of the author(s) only and do not necessarily reflect those of the

European Union or European Research Executive Agency (REA). Neither the EU nor

REA can be held responsible for them.

backgrounds

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