CrossGov

Coherent & Cross-compliant Ocean Governance for Delivering the EU Green Deal for European Seas

Deliverable 5.1

Website & Visual Identity Package

Funded by the European Union under the Grant Agreement Grant agreement ID 101060958. Views and options expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Grant Agreement number	101060958
Project title	CrossGov - Coherent and Cross-compliant Ocean Governance for Delivering the EU Green Deal for European Seas
Deliverable title	Website & Visual Identity Package
Deliverable number	5.1
Deliverable version	1
Contractual date of de-livery	09.11.2022 | 30.11.2022
Actual date of delivery	29.11.2022
Document status	Submission to coordinator
Document version	Version 2
Online access	Yes
Diffusion	Public
Nature of deliverable	Report
Work Package	5
Partner responsible	s.pro – Sustainable Projects GmbH
Contributing Partners	s.pro – Sustainable Projects GmbH
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Project Officer	Visual Identity, Communications, Logo, Social Media, Website
Abstract	Website & Visual Identity Package
Keywords	5.1

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Executive Summary

Deliverable 5.1 presents the Website and the Visual Identity Pack, which is the first building block of the CrossGov project communication strategy, including key products such as the logo and related visual identity, the website, social media channels, as well as templates for official project communications.

Introduction

CrossGov Task 5.1's first result is the present **Visual Identity Package**, which includes 1) the project logo, 2) a visual identity guide, 3) templates for Microsoft Word and PowerPoint, as well as 4) the CrossGov website**,** and 5) social media channels. These products are briefly presented below.

Project Logo

The project logo (figure 1) reflects the project's identity. The CrossGov project logo consists of three elements. The project acronym "CrossGov" and two additional "v's". The three "v's" are displayed in a visual form of a checkmark and in three different colours. The green checkmark stands for halting biodiversity decline, the yellow checkmark for progress towards zero pollution and nature-based climate adaptation and mitigation. The blue checkmark represents the focus on marine resources.

Figure 1 CrossGov Logo in horizontal and vertical format

The correct use of the logo and the visual identity is detailed further in the Visual Identity Guideline (Annex 1).

Project Website

The accessible project website (https://crossgov.eu) follows and enhances the project brand and uses visual elements to communicate it effectively (as shown in figure 2). A map and icons clarify the project's geographical and topical focus and point the viewer to key information. As the project develops, the website will host 1) key outcomes (deliverables, reports & scientific publications, and media resources), 2) project-related news and events, including calls-to-action for stakeholders, 3) information about the case study regions addressed, and 4) the Stakeholder Forum. Consequently, the website will be at the centre of the project's visual identity and dissemination.

Figure 2 Screenshots from CrossGov Website

PowerPoint and Word Templates

In line with the logo and the general project's visual identity, an accessible PowerPoint (Annex 2) and accessible Word template (used for this Deliverable) were designed and will be used by all project partners to communicate project results and compile project deliverables, ensuring professionalism and consistency of communications across different media.

Social Media

Two social media channels will support project communications, Twitter, and LinkedIn. While Twitter will serve as a broad, immediate communications tool featuring short news accompanied by visuals, e.g., to announce or report on events, or to share key findings and resources, the LinkedIn page will be used to speak more directly to the stakeholders and communities addressed by the project. Key findings from project deliverables will be shared to engage the community in discussions and gather a following for the project's LinkedIn page over time. LinkedIn can be also used to continue engagement after events through comment threads. The project's Twitter profile is available at https://twitter.com/crossgovproject. The LinkedIn page can be found at https://www.linkedin.com/company/crossgovproject The project website features social media buttons so that they can be found and accessed easily by users.

Next Steps

The Visual Identity Pack is shared with project partners and will be used for all project communications moving forward. Project partners will be invited to subscribe to the social media pages, like and tag them as appropriate, and a clear channel to share project-relevant communications with the social media admins will be created to make sure all relevant information is captured. In month 6 (February 2023), the Plan for dissemination exploitation communication will be delivered and present a clear structure and targets for communication, dissemination, and exploitation. It will be amended every 6 months to include the latest developments and feedback from all project partners.

ANNEXES

VISUAL IDENTITY GUIDELINE

2022

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LOGO DEVELOPMENT

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ABOUT THE PROJECT

GOAL

The CrossGov Visual Identity (VI) will help the partners better represent the project brand among multiple target audiences with a uniform approach. The VI should be instantly recognisable and consistent across multiple communication platforms (website, social media, internal/external documentation, publications, roll-ups, flyers, etc.)

SLOGAN

Coherent & Cross-compliant Ocean Governance for Delivering the EU Green Deal for European Seas

USE CASES

The VI will be applied to all communication activities, including internal and external presentations and conferences, business networking events, workshops, technical meetings, online promotion as well as academic dissemination. The materials will “frame” the content of the project activities or be used to catch the eye of target audiences to generate interest in the project.

The logo is the project’s main graphic identity and should be visible in all CrossGov internal and external communication material. This includes documentation (e.g. meeting minutes, presentations, publications, website items, press releases, etc.) The logo should not be used in communications materials not relevant to the project activities, such as partner activities outside the project.

USERS

The users of this guide include organisations in the project partnership and their respective employees. These include researchers, and administrative and communications teams. The VI will be used to communicate internally with other partners, as well as externally with other organisations.

EU EMBLEM

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

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LOGO VERSIONS

MASTER LOGO HORIZONTAL

MASTER LOGO VERTICAL

MASTER LOGO CIRCLE

LOGO SIZING

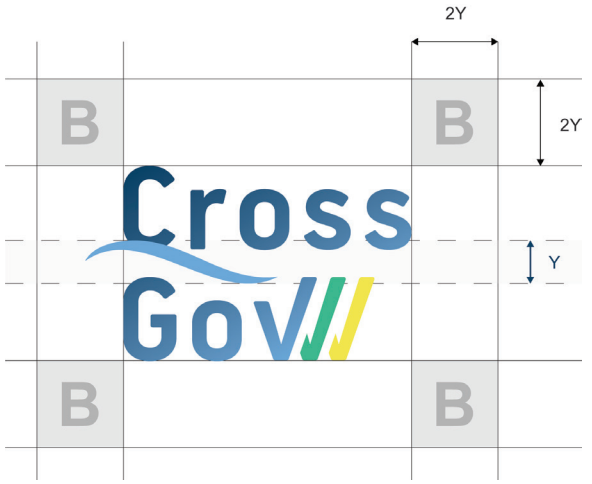
SPACE

To avoid disturbing the reading of the logotype, a white space has been created. The spaces A and B are defined through the relation of the distance represented by the x and y respectively.

No graphic element (image, object, writing, etc.) can be placed in this area.

MINIMUM SIZE

The use width must not be less than 60 mm. Use the square version of the logo if you have less than 30 mm width available.



LOGO USAGE

MASTER LOGO

primary
horizontal, vertical
white only

▶ *USE*
▶ *LOGO VERSIONS*
▶ *BACKGROUND*

LOGO WHITE | MONOCHROME

master logo not visible enough
horizontal, vertical
dark

▶ *USE*
▶ *LOGO VERSIONS*
▶ *BACKGROUND*

LOGO BLACK | MONOCHROME

for printing in black colour
horizontal, vertical
white only

▶ *USE*
▶ *LOGO VERSIONS*
▶ *BACKGROUND*

CIRCLE LOGO

social media and other account
vertical
white, dark

▶ *USE*
▶ *LOGO VERSIONS*
▶ *BACKGROUND*

COLOURS & TYPOGRAPHY

PROJECT PALETTE

The logo colours are the main project colours, likely to be used in the documentation.

CMYK: 100, 75, 37, 24
RGB: 5, 67, 102
Web: 014266

CMYK: 57, 22, 1, 0
RGB: 106, 168, 217
Web: 6AA8D9

CMYK: 7, 4, 82, 0
RGB: 243, 228, 78
Web: F4E44E

CMYK: 70, 2, 58, 0
RGB: 69, 182, 142
Web: 46B78E

FONT FAMILY

The chosen font type for CrossGov communication is Arial. This standardised font of the Microsoft Office packages should be available to all CrossGov partners to ensure a uniform typeface across all communication formats.

HEADING

Arial (Bold)
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
&e'(§e !ca)-^$u`,;:=
<>°_¨*%+/. ?
0123456789

CONTENT

Arial (Regular)
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
&e'(§e !ca)-^$u`,;:=
<>°_¨*%+/. ?
0123456789

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CrossGoV

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