



OBSGSESSION

Observation of Ecosystem Changes
for Action

Deliverable D6.1 – Project branding and website

Lead Beneficiary: PENSOFIT

Author/s: Gabriela Popova, Nikola Ganchev, Slavena Peneva,
Kremena Kaleva

28/03/2024

Project funded by



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



Co-funded by
the European Union



UK Research
and Innovation

Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the EU nor the REA can be held responsible for them.

Prepared under contract from the European Commission

Grant agreement No.101134954

EU Horizon Europe Research and Innovation action

Project acronym: **OBSSGESSION**
Project full title: **Observation of Ecosystem Changes for Action**
Start of the project: January 2024
Duration: 48 months
Project coordinator: Petteri Vihervaara, Finnish Environment Institute, Syke

Deliverable title: [Project branding and website]
Deliverable n°: D6.1
Nature of the deliverable: [R]
Dissemination level: [Public]

WP responsible: WP6
Lead beneficiary: [PENSOFT]

Citation: Popova, G., Ganchev, N., Peneva, S. & Kaleva, K. (2024). *Project branding and website*. Deliverable D6.1 EU Horizon Europe OBSSGESSION Project, Grant agreement No. 101134954

Due date of deliverable: Month n°3
Actual submission date: Month n°3

Deliverable status:

Version	Status	Date	Author(s)/Reviewer
1.0	Draft	19 March 2024	Gabriela Popova PENSOFT
2.0	Review	22 March 2024	Maria Hällfors SYKE
3.0	Final	27 March 2024	Nikola Ganchev PENSOFT



Table of Contents

Preface	4
Summary	4
List of Abbreviations.....	4
1. Project branding.....	5
1.1 Project logo	5
1.2 Project sticker	5
1.3 Project corporate templates	6
1.4 Project brand manual.....	6
2. Project website	7
2.1 Social media channels.....	10
Conclusion	12
Annex	12



Preface

WP6 “Dissemination, multi-stakeholder outreach and synergies” has the mission to ensure the effective communication, dissemination and outreach of OBSEGSSION. This also includes developing a coherent and recognisable project identity to maximise the uptake of the OBSEGSSION results. In an effort to ensure the prominent promotion of the project across stakeholders and the general public, the Pensoft team leading WP6, produced a set of tools and materials as part of the branding collateral. The current report describes the tools in question, as well as their current and future implementation.

Summary

The communication efforts of OBSEGSSION kicked-off as soon as the project launched. However, to ensure proper visibility, a set of dissemination and branding tools and materials have been designed within the first three months of the project duration, ensuring broad visibility from an early stage. A project logo, social media channels and a landing page were established in time for the OBSEGSSION kick-off meeting in the end of January. These formed the backbone of the project branding and public recognition.

Document templates were also developed and made available to the consortium, in order to facilitate the creation and internal uptake of the project corporate identity for dissemination and reporting activities such as deliverable, milestone and presentation.

Social media accounts have been established in time for the launch of OBSEGSSION on X (formerly Twitter) and LinkedIn to ensure the widest possible uptake and outreach to stakeholders and other interested parties of project results, news and other announcements.

The sustainability of project results and impact will be secured through the development and maintenance of a public OBSEGSSION website for a total of 9 years – 4 years of the project duration and additional 5 years after the project has ended.

List of Abbreviations

WP	Work Package
EU	European Union



1. Project branding

1.1 Project logo

An OBSSGESSION logo (Fig. 1) has been designed to support the recognition of the project by external parties. It also served to shape the foundations of the project visual identity. The logo has been created through the collaborative efforts of the OBSSGESSION consortium and will be used as a backbone for the development of all communication and dissemination tools.



Figure 1. OBSSGESSION logo.

1.2 Project sticker

Following the logo design, a sticker (Fig. 2) has been created to ease the popularization of the project and to support the marketing collateral during virtual and on-site meetings, conferences and other events where OBSSGESSION is presented.



Figure 2. OBSSGESSION sticker.



1.3 Project corporate templates

OBSEGSSION's corporate templates have been designed as soon as the project kicked-off and ensure consistency when submitting a deliverable, milestone or a project presentation. To this end, the OBSEGSSION consortium has been provided with:

- A Deliverable report template
- A Milestone report template
- A PowerPoint presentation template

Each template is specifically tailored to reflect the structure of the respective document and incorporate the OBSEGSSION logo, colours and fonts. Further templates will be developed as per demand.

1.4 Project brand manual

In an effort to ensure consistency in the development of various communication and dissemination materials across the consortium, an OBSEGSSION brand manual (Fig. 3) was established in M3 of the project's duration. The manual contains detailed information for the consortium members on how each visual element of the project is to be used, including:

- Logo
- Colours
- Fonts
- Templates
- Visuals
- Branding/Acknowledgement

The full brand manual is attached in the ANNEX.



Brand Book



Figure 3. Cover page of the OBSSGSSION brand manual.

2. Project website

Serving as the main information hub for the project's aims, goals, activities and results, the OBSSGSSION public website (www.obssgession.eu) (Fig. 4) was established in time for the project's kick-off meeting in the end of January 2024 and further developed by M3 of the project's duration. The website is to be used as the main source for sharing information, such as project public deliverables, research papers, news pieces and other newsworthy announcements. Moreover, the page contains easily accessible information about the OBSSGSSION consortium, pilot areas, main objectives and more.

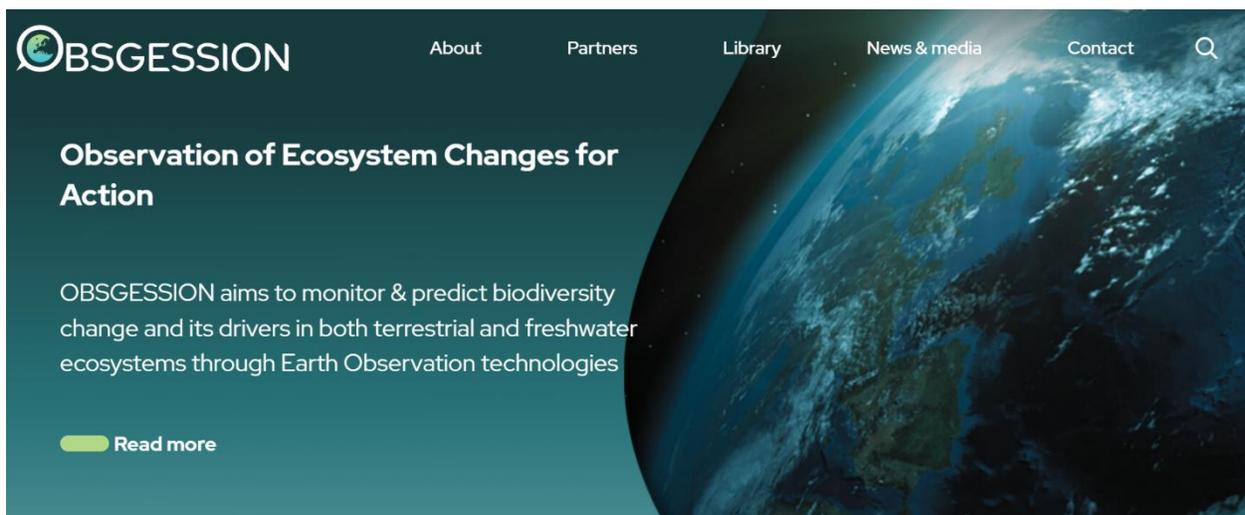


Figure 4. OBSSGSSION website - Home page.

Being a one-stop-shop for all project-derived results, the website contains a number of sections, presenting different project background information, contact details, publications, etc. It will be updated on a regular basis, in order to ensure continuous engagement of the users.

The main pages of the OBSSGSSION website are the following (Fig. 5-7):

- **Home page:** Highlights information about OBSSGSSION and its' mission, vision and goals. A slider with the latest project news is also available, accompanied by information about the consortium members and links to social media.
- **About:** This section goes into details about the project, including the whole OBSSGSSION rationale, the individual work packages and their connection to one another.
 - **Partners:** Within this subsection, the users are presented with a list of all the partner institutions in OBSSGSSION, their expertise and contribution to the project. Additionally, an insider section to each organization will be made available, showcasing the team participating in OBSSGSSION.
 - **Case studies:** The Case Studies subsection highlights the projects demonstration sites, the goals and objectives of these and the specific aims that will contribute to the overall project outcomes.

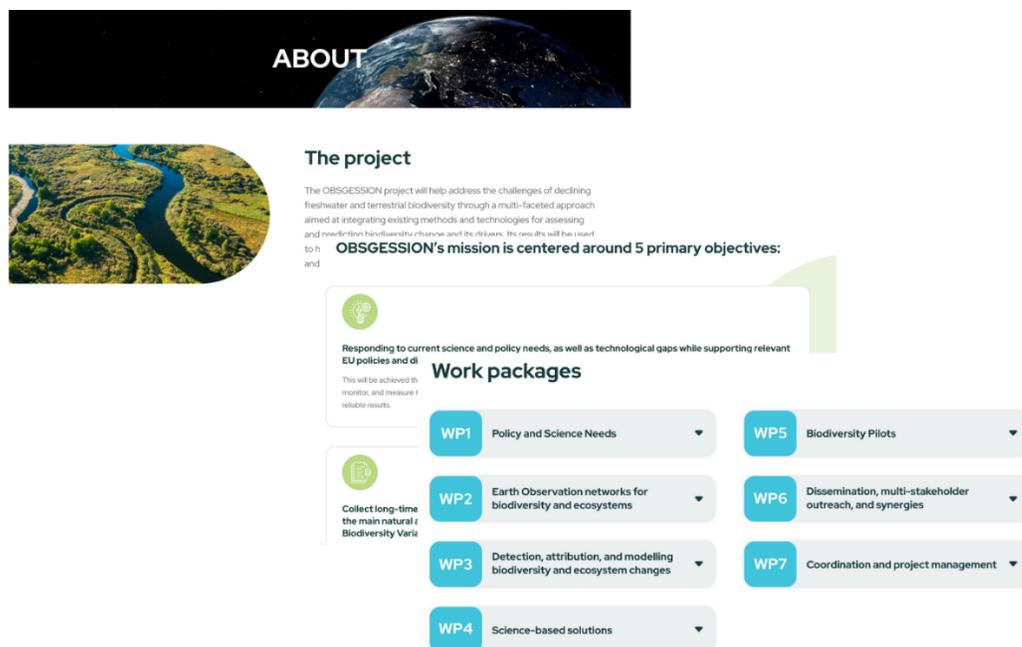


Figure 5. The OBSSGSSION website's About section.



- **Library:** all public deliverables and scientific publications produced in OBSEGSSION will be stored in the online library. Search filters for easily navigating relevant articles, deliverables or project-derived articles will also be available.
- **News & media:** This section combines a couple of subsections, namely news items dedicated to showcasing the achievements of OBSEGSSION, important announcements, attendance at events and other newsworthy outcomes. The users are also presented with a list of all the promotional materials of the project, including the logo, brochure, poster, video materials, press releases and newsletters. All material is available for download. Whenever new material has been produced it will be uploaded to the website.

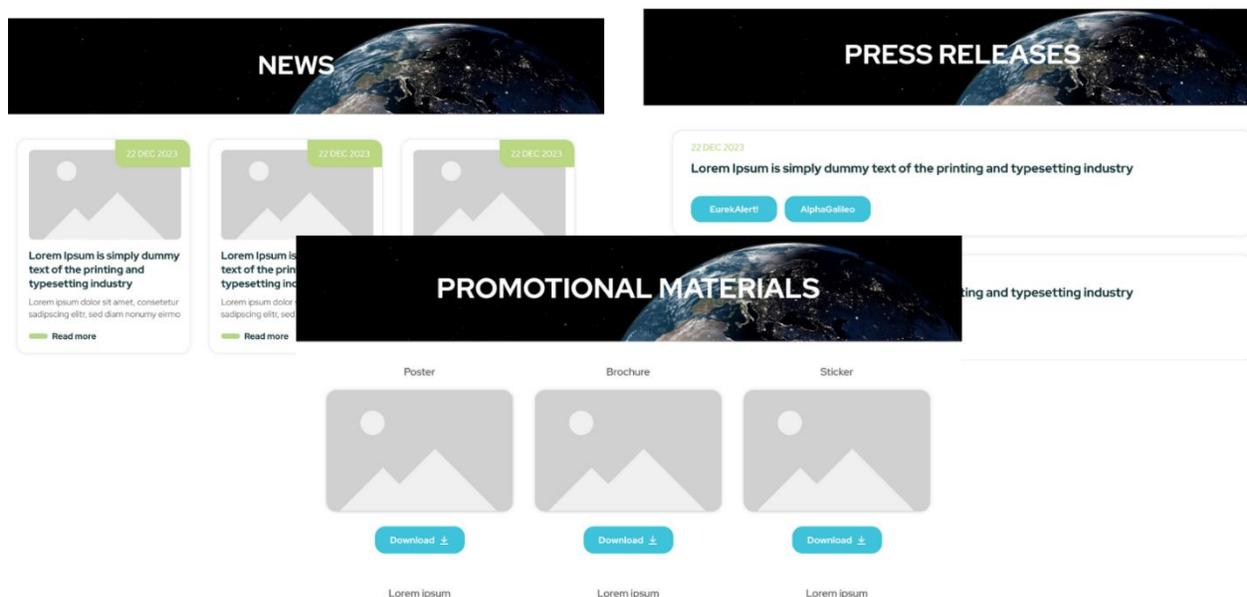


Figure 6. OBSEGSSION News & media section. (N.B. The screenshots are done prior to the launch of the website and show temporary materials, which will be replaced as soon as the webpage is fully functional).

- **Contact:** This section provides information and contact for the relevant contact people of the project's coordination team.



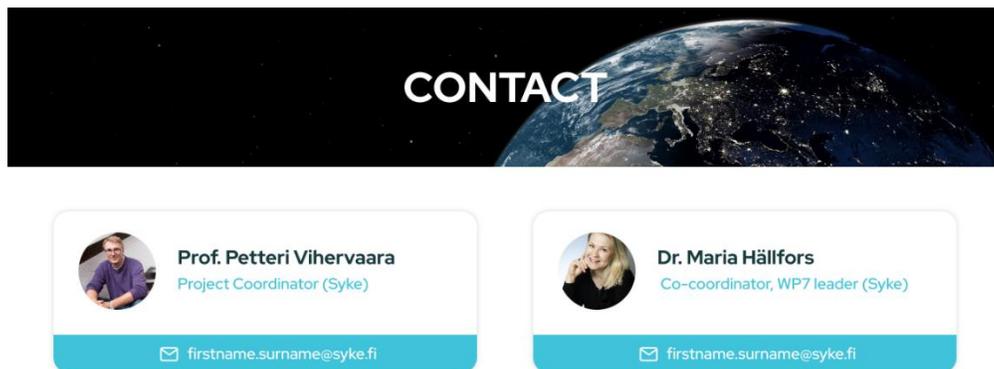


Figure 7. The OBSSGESSION website's Contact page.

The webpage provides direct links to the OBSSGESSION social media channels, as well as a form for subscribing to the project's newsletter.

2.1 Social media channels

Supporting the overall communication actions of the project, social media channels were established early on in the project's duration to enhance online visibility and wider outreach. Accounts on X (previously Twitter) and LinkedIn were created as these two are proven to be the most used tools for broad communication within the scientific community.

- **X:** This channel allows for short, target-specific and broad communication. Due to it being popular among a large number of users, it is deemed useful for the purpose of establishing and maintaining broad and sustainable engagement. The OBSSGESSION account (Fig. 8) can be located through the handle [@obsgession](#). Developed in time for the project's kick-off meeting in late January 2024, the account already enjoys 100 followers and 34 project-derived posts.





Figure 8. OBSSGSSION's profile on X.

- LinkedIn: The second social media channel that the project uses is LinkedIn (Fig. 9). Being used for sharing professional outputs by a large number of users, including such in the industry and business sectors, LinkedIn will be especially useful when sharing target-specific outputs, directed to policy and industry representatives. OBSSGSSION can be reached through the handle [OBSSGSSION_HorizonEurope](#). Established simultaneously with the X account, the LinkedIn profile has gathered 48 followers so far.

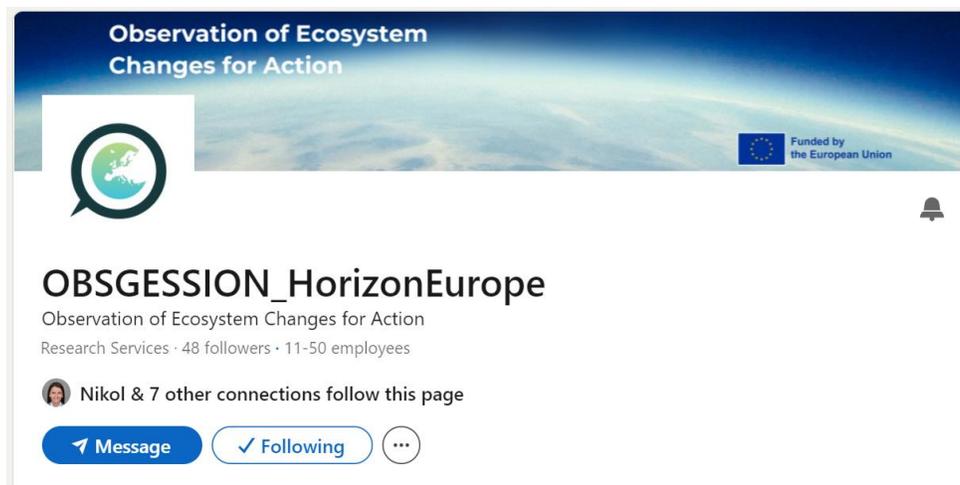


Figure 9. OBSSGSSION's profile on LinkedIn.



The creation of a YouTube channel is also foreseen for when the project starts developing video materials. This is envisaged for the upcoming months of the OBSSGESSION duration, but no earlier than M6.

Conclusion

The deliverable D 6.1 "Project branding and website" outlines the conceptualisation and development of project identity and website. The document provides an understanding of the objectives behind various dissemination methods. With the aim of sharing project outcomes with stakeholders and the wider audience via diverse communication platforms, a suite of promotional materials has been generated within the first months of the project. To uphold a coherent project image and ensure that relevant target audiences remain well-informed, the dissemination team will regularly update the project website and produce promotional materials reflecting the latest project developments. Additionally, OBSSGESSION will heavily leverage digital communication tools over traditional printed materials to minimise its ecological footprint. In instances where printed media (such as brochures, flyers, etc.) are necessary, OBSSGESSION will prioritise the use of recycled and environmentally friendly materials, thereby emphasising the project's commitment to a sustainable circular bioeconomy.

Annex



Brand Book



obsession.eu

Contents

- 3 Logo
- 7 Colours
- 8 Fonts
- 11 Templates
- 11 Visuals
- 13 Branding

Logo / horizontal use



To be used on dark backgrounds

To be used on light backgrounds



Logo / vertical use



To be used on dark backgrounds

To be used on light backgrounds



Logo / monochrome



To be used on coloured backgrounds

To be used on light backgrounds



Funding Acknowledgment



**Co-funded by
the European Union**

Or



**Funded by
the European Union**



**Co-funded by
the European Union**

Or



**Funded by
the European Union**

To be used on dark backgrounds

To be used on light backgrounds

Please acknowledge funding by using the EU logo and one of the following funding sentences as shown below:



**Co-funded by
the European Union**

OBSGSESSION receives co-funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101134954. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor REA can be held responsible for them.



**Funded by
the European Union**

OBSGSESSION receives co-funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101134954. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor REA can be held responsible for them.



**Co-funded by
the European Union**

OBSGSESSION receives co-funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101134954. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor REA can be held responsible for them.



**Funded by
the European Union**

OBSGSESSION receives co-funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101134954. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor REA can be held responsible for them.

Font

Please always use the arial font for the funding statements.

EU emblem

Must always be on the left side or above the funding text.

Minimum size of the logo

The minimum height of the EU emblem must be 1 cm.

[Detailed information here](#)

Colours



HEX
#EBEFFF0

CMYK
7, 3, 4, 0

RGB
235, 239, 240



HEX
#46C4D6

CMYK
63, 0, 16, 0

RGB
70, 196, 214



HEX
#B8D881

CMYK
31, 0, 64, 0

RGB
184, 216, 129



HEX
#173A3D

CMYK
87, 59, 60, 52

RGB
23, 58, 61

Aa

Red Hat Display 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

Red Hat Display 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

[Download font](#)

For body texts

Aa

Red Hat Display 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

Red Hat Display 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

— Fonts / deliverables,
milestones and
presentations

Aa

Montserrat medium

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

For body texts

Aa

Arial

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

Templates/ presentation



OBSGSESSION Observation of Ecosystem Changes for Action

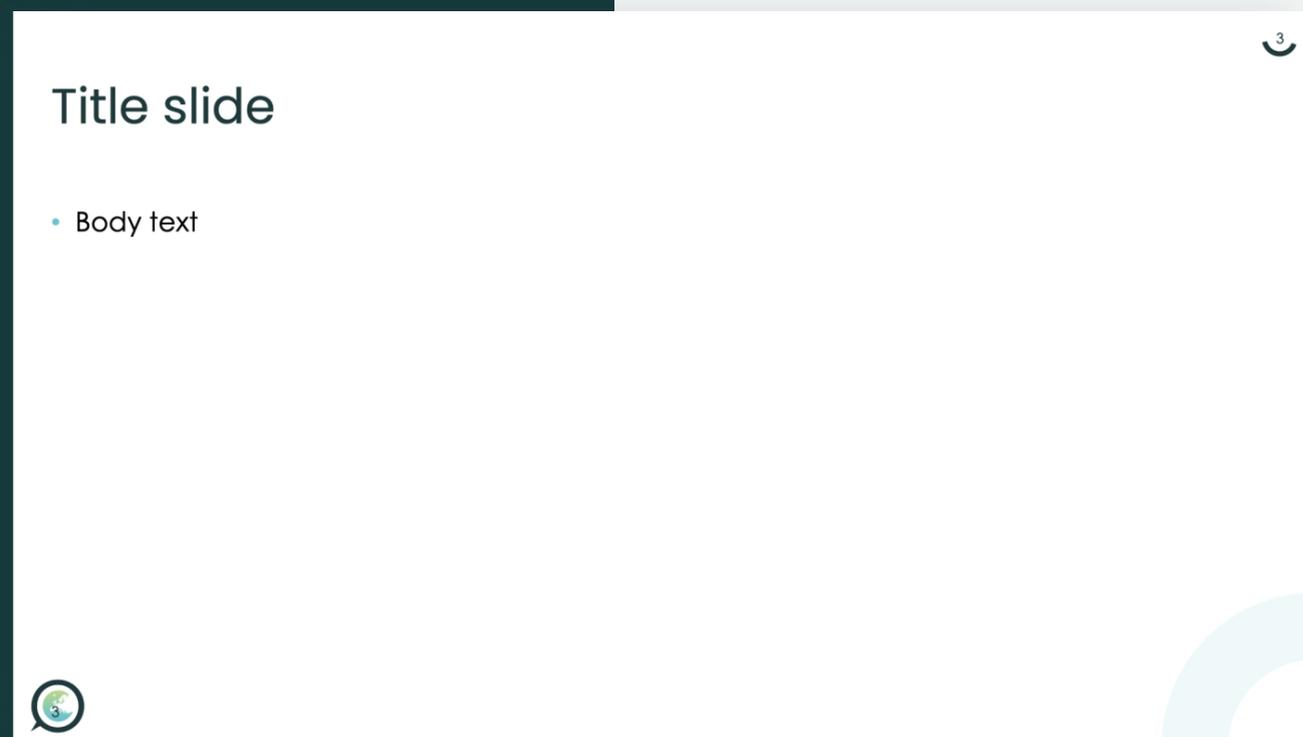
Title of the presentation

Presenter / Institution Your logo here

Date/Place/Event

Funded by the European Union UKRI UK Research and Innovation Project funded by Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra

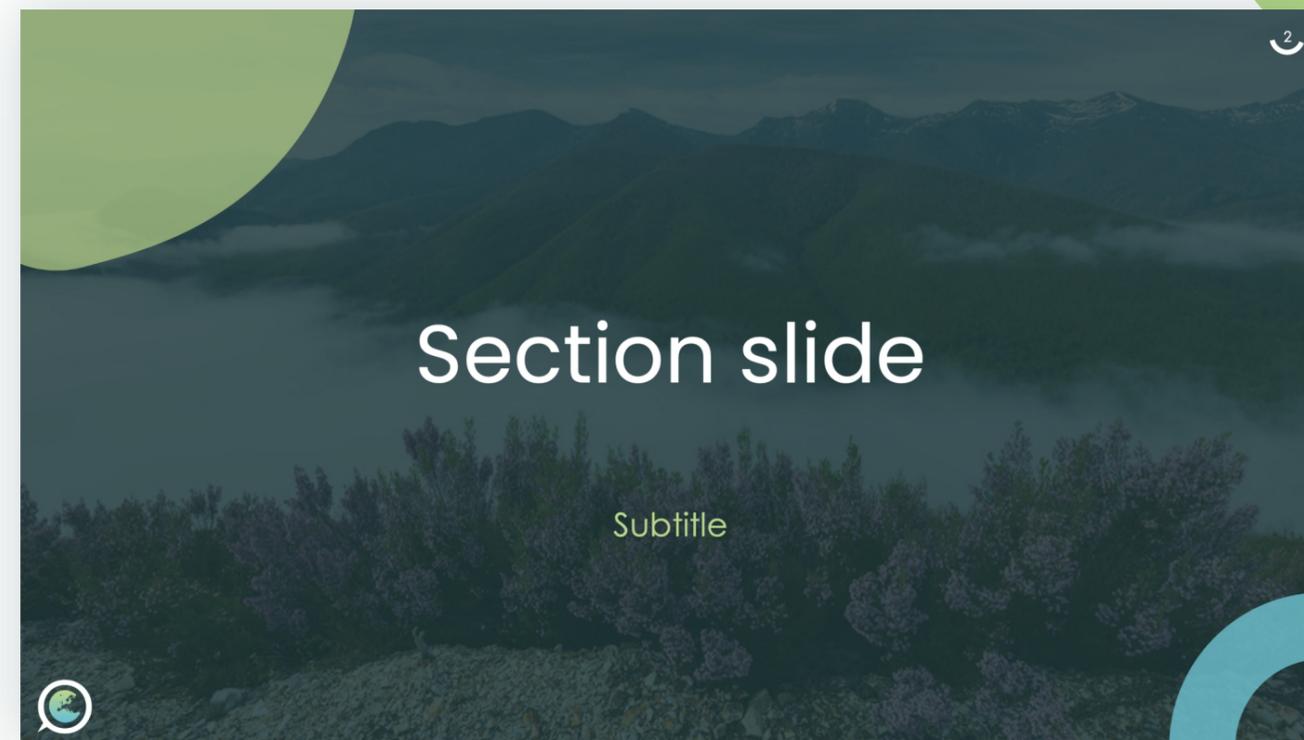
obsession.eu



Title slide

- Body text

obsession.eu



Section slide

Subtitle

obsession.eu



Thank you

Presenter contacts

obsession.eu @obsession_ OBSGSESSION_HorizonEurope

Funded by the European Union

OBSGSESSION receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101134954. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the EU nor the European Research Executive Agency (REA) can be held responsible for them.

Visuals / icons



Responding to current science and policy needs, as well as technological gaps while supporting relevant EU policies and directives related to biodiversity



Collect long-time Earth Observation, airborne, citizen science, and in-situ data to assess the impact of the main natural and human-derived pressures on ecosystems, and use it to develop Essential Biodiversity Variable (EBV) indicators and models



Create science-based solutions for planning and prioritising conservation and restoration actions while accounting for uncertainties.

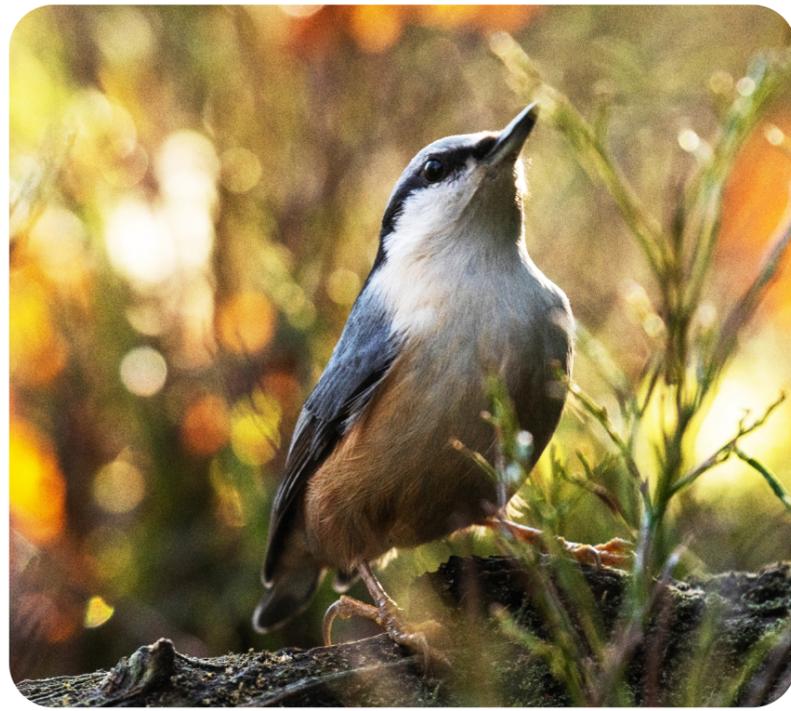


Share findings and promote state-of-the-art research and policy support for biodiversity conservation and restoration.



Understand the current and long-term dynamics of terrestrial and freshwater

Visuals / photos





Branding/ website

