



Bio Knowledge Agora: Developing the Science Service for
European Research and Biodiversity Policymaking

Connecting biodiversity knowledge and decision-making

D7.2. Visual identity, project branding and website

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LIST OF ACRONYMS AND ABBREVIATIONS

| Acronym / Abbreviation | Meaning / Full text |
|------------------------|----------------------------------|
| SSBD | Science Service for Biodiversity |
| SYKE | Finnish Environment Institute |
| WP | Work Package |





BACKGROUND: ABOUT THE BIOAGORA PROJECT

BioAgora is a collaborative European project funded by the Horizon Europe programme. It aims to connect research results on biodiversity to the needs of policy making in a targeted dialogue between scientists, other knowledge holders and policy actors.

Its main outcome will be the development of a Science Service for Biodiversity, the scientific pillar of the EU Knowledge Centre for Biodiversity. This new service will fully support the ecological transition required by the European Green Deal and the European Union's Biodiversity Strategy for 2030.

The BioAgora project was launched in July 2022 for a duration of 5 years. It gathers a Consortium of 22 partners, from 13 European countries, led by SYKE, the Finnish Environment Institute. Partners represent a diversity of actors coming from academia, public authorities, SMEs, and associations.

Funded by the European Union. BioAgora receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101059438.

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EXECUTIVE SUMMARY

This document is a deliverable of the BioAgora project, funded under the European Union's Horizon Europe research and innovation programme under the grant agreement No 101059438.

The aim of this document is to present the visual identity and project branding of the BioAgora project, as well as its website. These tools will be key for the communication and dissemination activities of the project.

NON-TECHNICAL SUMMARY

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Table of Contents

| | |
|---|-----------|
| 1. Visual identity and project branding..... | 8 |
| 1.1. Logo..... | 9 |
| 1.2. Brand manual | 10 |
| 1.3. Templates | 10 |
| 1.4. Images | 11 |
| 2. Website | 13 |
| 2.1. Goals | 13 |
| 2.2. Tree structure | 13 |
| 2.3. Design | 14 |
| 2.4. Content | 14 |
| Annex | 15 |





LIST OF FIGURES

| | |
|---|----|
| <i>Figure 1: Main logotype and security zone</i> | 9 |
| <i>Figure 2: Secondary logotypes</i> | 9 |
| <i>Figure 3: Cover pages of the Word and PowerPoint templates</i> | 10 |
| <i>Figure 4: Social media publication template</i> | 11 |
| <i>Figure 5: Image example – European landscape</i> | 11 |
| <i>Figure 6: Image example – European fauna</i> | 12 |
| <i>Figure 7: Tree structure of the website</i> | 13 |
| <i>Figure 8: Homepage of the BioAgora website</i> | 14 |

FINAL DRAFT





1. Visual identity and project branding

The design of a unique visual identity is an important step for any organisation or project as it allows for its quick recognition. It gives a sense of what are its objectives and motives. The branding contains a set of guidelines that will ensure a harmonized display of the identity.

For BioAgora, the following materials were developed, made available, and shared with the project partners:

- A logo
- A brand manual
- A deliverable template
- A presentation template
- A publication template for social media

The BioAgora Consortium partners are invited to use these items when disseminating the project and its results both internally and externally.

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1.1. Logo

The BioAgora logo consists of a symbol and the acronym of the project. The logo's colour scheme is in blue and green suggesting the centrality of biodiversity as an important component in the project. The 'ba' symbol is complemented with blue leaves symbolically representing shoots of a new organism.

The logo is available in different formats.

- A main logotype



Logotype security zone to be respected

Figure 1: Main logotype and security zone

- Secondary logotype



Figure 2: Secondary logotypes

The full logo should always be preferred, but when needed (e.g., the project's social media profile picture), the symbol can be used on its own.





1.2. Brand manual

A brand manual was also made available to the BioAgora Consortium. It presents the guidelines for a correct use of the project's logo, as well as its colours and fonts. The brand manual ensures a coherent use of the project's visual identity elements and their effective usability. This contributes to the uniform and recognisable visual identity that boosts the project's image.

The brand manual is the main reference point in the process of designing any promotional materials or conducting any outreach activities.

The brand manual is available on the project's SharePoint platform and is also annexed to this deliverable.

1.3. Templates

All templates were designed according to the BioAgora brand manual with the project's established colours and fonts.

Two document templates were made available to the BioAgora Consortium on the project's SharePoint platform:

- a Word template for the project's deliverables;
- a PowerPoint template for all presentations related to the project.

One common image was used to ensure a quick identification of the project.



Figure 3: Cover pages of the Word and PowerPoint templates

Lastly, a publication template for social media was created to harmonise the visuals for all BioAgora's social media posts. The text and image can be updated to feature the current project news. The publication template is in a PowerPoint format.



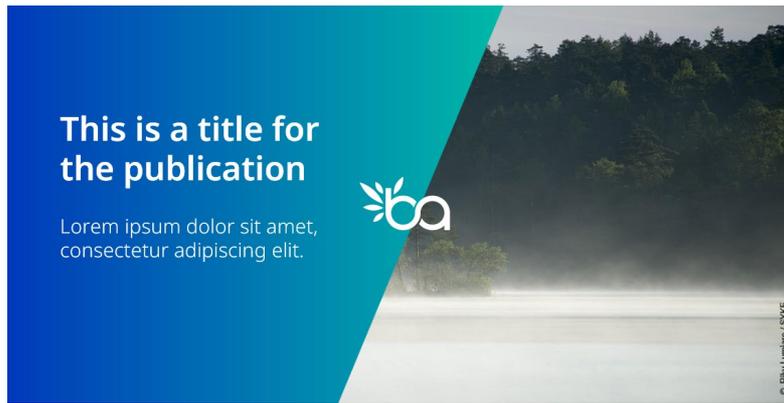


Figure 4: Social media publication template

1.4. Images

A collection of photos related to BioAgora’s themes have been selected to use for all project related purposes (Fig.5, 6). The images are shared with BioAgora’s Consortium on the project’s SharePoint and are available to use for all activities in communication and dissemination requiring the use of visuals. The images depict European landscapes as well flora and fauna.

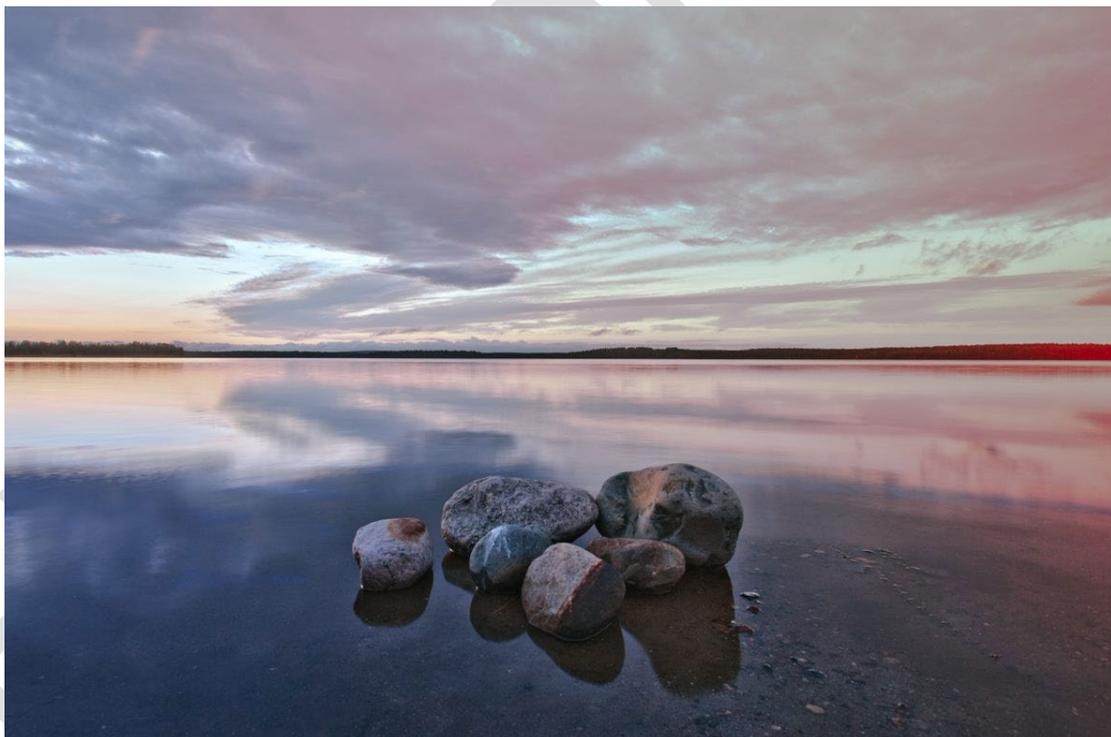


Figure 5: Image example – European landscape





Figure 6: Image example – European fauna

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2. Website

The BioAgora website was designed as the primary tool for the communication and dissemination activities of the project.

A domain name was purchased in order to create a unique URL for the project. The website was officially launched during the BioAgora’s kick-off meeting in November 2022 and is available at the following web address: www.bioagora.eu

2.1. Goals

Through the BioAgora website, the aims are to:

- Raise awareness of BioAgora’s objectives;
- Inform about the project’s progress and results;
- Promote the Science Service for Biodiversity as the main outcome of the project;
- Engage Europe’s biodiversity research and policy community.

2.2. Tree structure

In order to reach these goals, the tree structure presented in Figure 7 was developed.

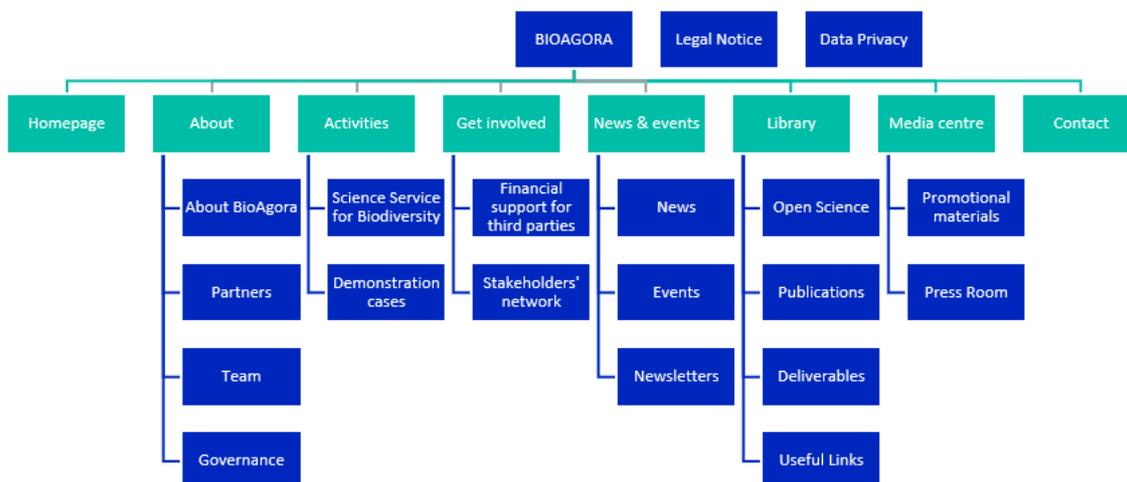


Figure 7: Tree structure of the website





2.3. Design

Based on this structure, the website was designed to feature the distinct visual identity of the project. Developed in a smart and intuitive way, it serves as the main source of information about the project's aims, work plan, current progress, and ways to get involved. All relevant files such as publications and deliverables will be uploaded on the website, in line with the project's open-access policy. Links to BioAgora's social media platforms (Twitter, LinkedIn, and YouTube) are displayed at the top of each page for easy access.

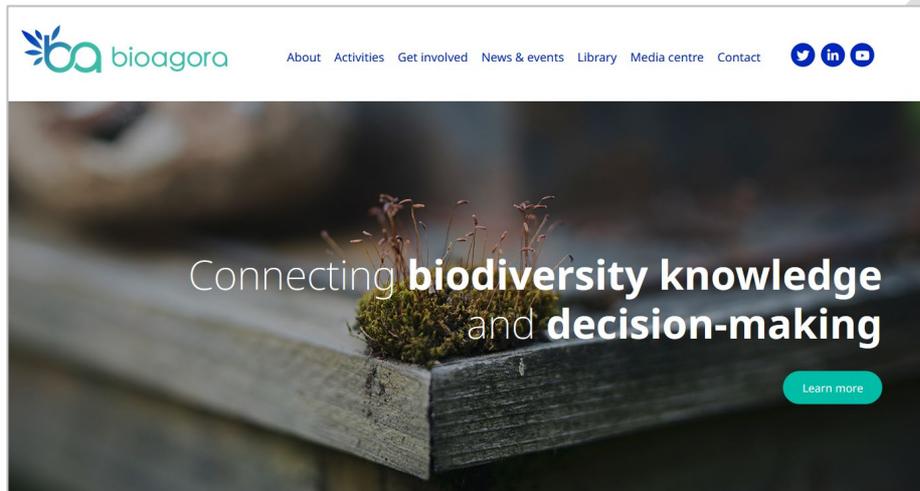


Figure 8: Homepage of the BioAgora website

2.4. Content

The content for each page was carefully written by the communication and coordination teams. It contains all necessary information about the project at the moment of publication.

As the project progresses, the content of the website will evolve. More information and resources will be made available. Two sections in particular will be regularly updated: the News and Events pages.

The website will be maintained and kept updated as part of WP7 activities.





Annex

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