



Deliverable 9.2

Presentation of visual identity and communication guidelines

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Document control sheet

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DOCUMENT HISTORY

Date	Version (n.)	Summary of changes
29/03/2021	1	Initial draft
29/03/2021	1.1	Final version

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EXECUTIVE SUMMARY

The present document is a Deliverable of the BIOMAC project (Grant Agreement No.: 952941). This Deliverable presents the visual identity of BIOMAC, including the logos, colour palette, templates, website, and brochure. Furthermore, this document outlines a comprehensive guideline for all the partners of the project when it comes to disseminating and communicating about BIOMAC through different platforms, ranging from social networks to online conferences and more.

VISUAL IDENTITY

A visual identity and branding are a crucial part of the BIOMAC Communication kit to clearly identify the project among others, thanks to an iconic project logo set and graphics, and an effective project website. The official font-family for all Word documents will be Bahnschrift SemiConde, whereas for PowerPoint presentation the correct font will be Calibri. The project logo has been confirmed and it is available in multiple high-resolution versions, according to the use partners wish to make or the graphic backgrounds where it is involved. It consists of the letter “b”, in blue (CODE: #003d7c), embedded in a turquoise (CODE: #51c0ad) circle. In addition, the other colours that will be part of the image and visuals of the project will be as presented in Figure 1:

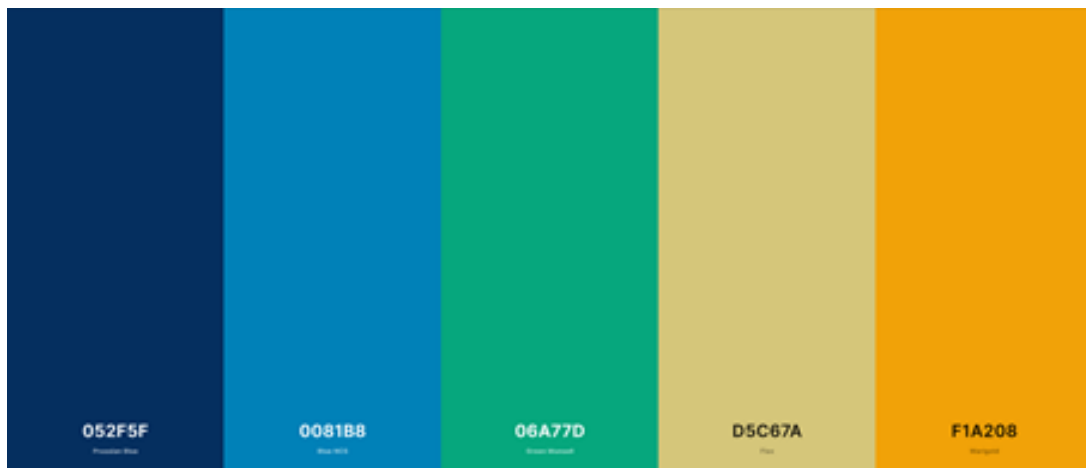


Figure 1 – BIOMAC colour palette

Logo



Figure 2 – BIOMAC square logo



Figure 3 - BIOMAC pictogram



Figure 4 - BIOMAC extended logo



Figure 5 - BIOMAC horizontal logo

As an initial dissemination and communication kit, partners will be provided with:

1. Basic PowerPoint presentation for dissemination events.
2. PowerPoint template.
3. Word template for Deliverables and Press Releases.
4. BIOMAC logo in “.jpg” and “.png” versions
5. An A0 poster template.
6. Roll-up for project initiatives and external events.

7. Project trifold flyer

The realization of the visual identity will be supplemented by the elaboration of a series of project brochures, targeting different stakeholder groups.



Figure 5 - Presentation template first slide



Figure 6 - Presentation template slide

Website

The project's website was designed by RDC bearing in mind the complexity of BIOMAC and its , and the result is intended to provide all the relevant information to a wide array of

final users ranging from researchers and scientists to the general public. The website includes contents to introduce nanomaterials, bio-based polymers and other materials that are at the heart of BIOMAC.

Here are some snapshots of the website:

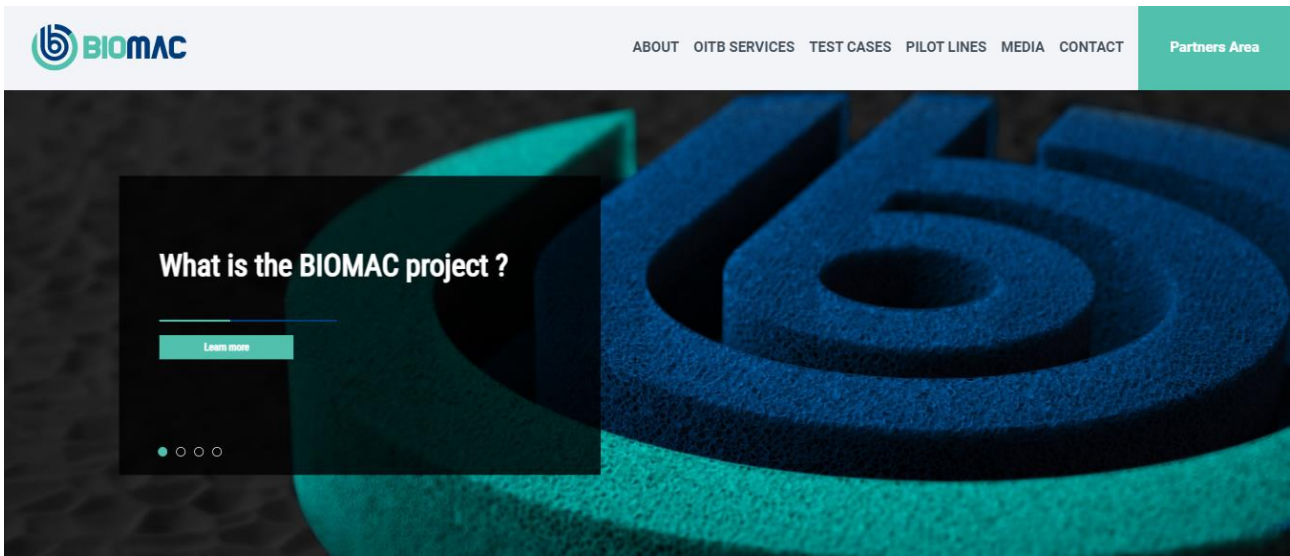


Figure 6 – Website landing page (1)

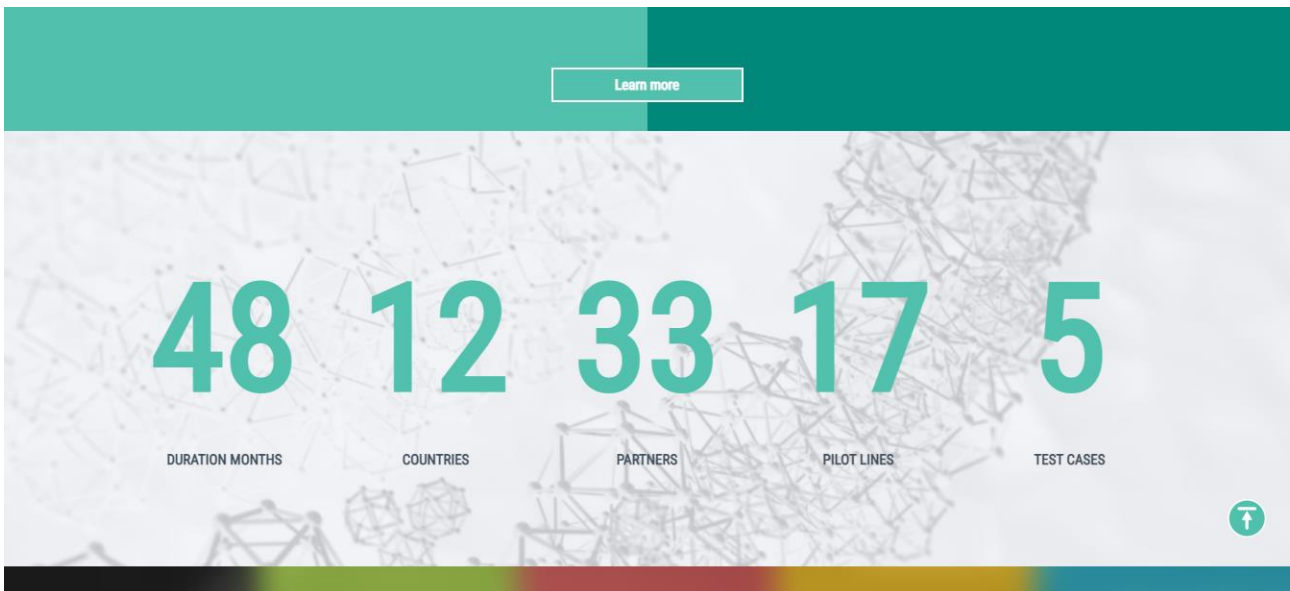


Figure 7 – Website landing page (2) - Infographic

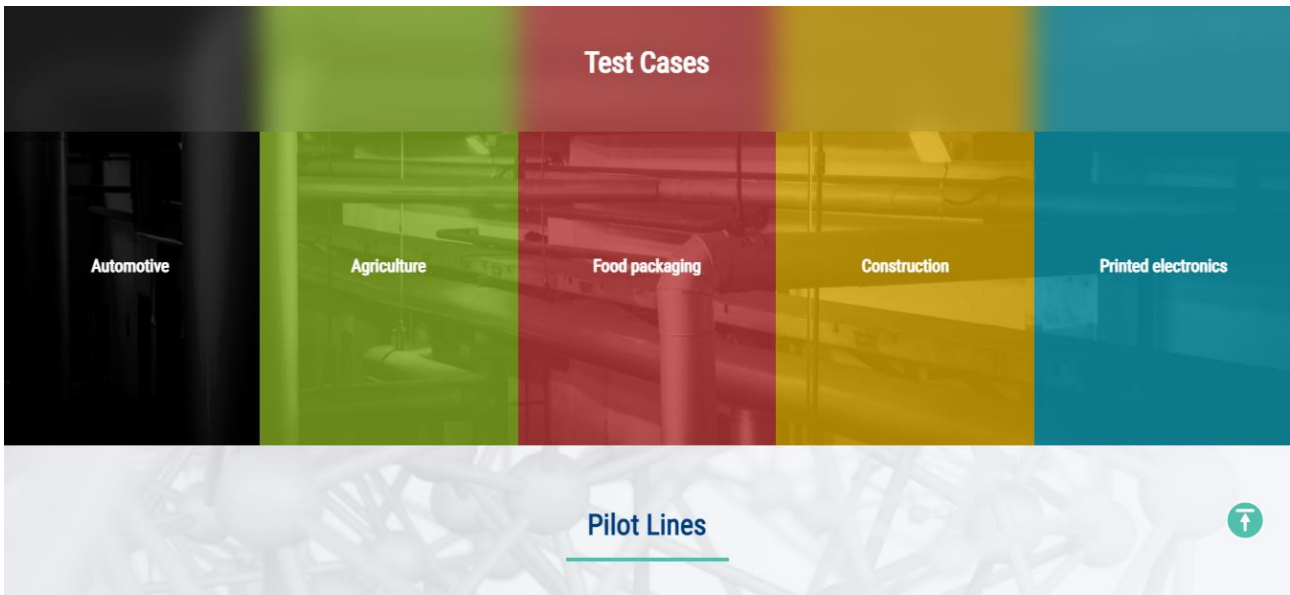


Figure 8 – Website landing page (3) – Test Cases

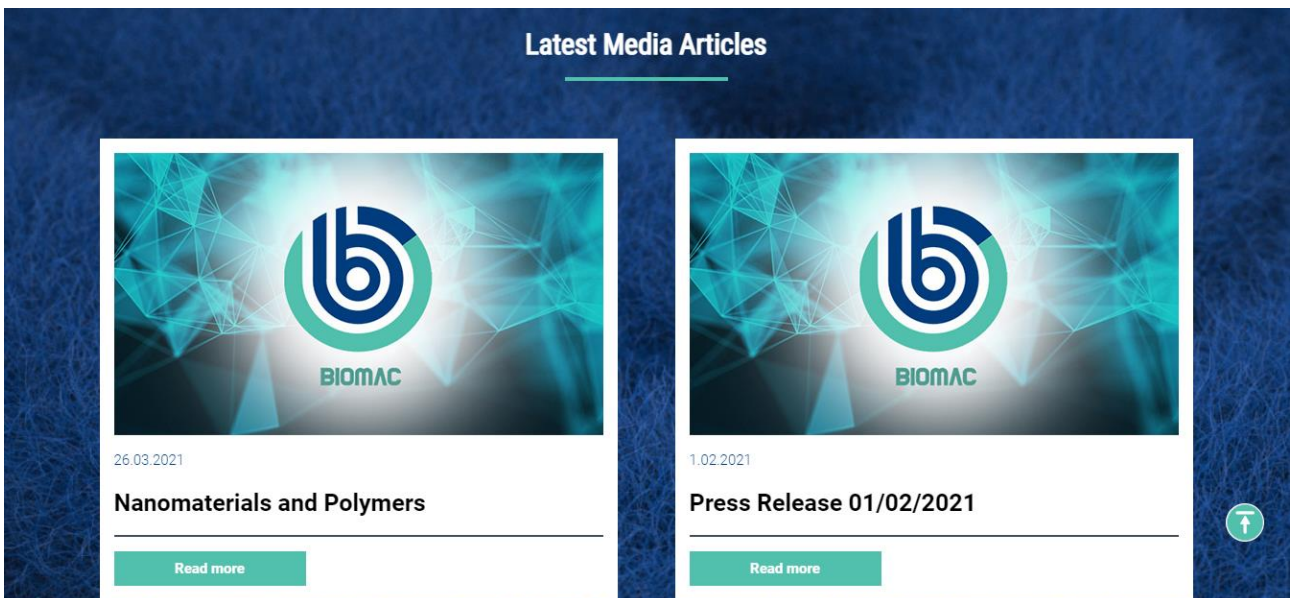


Figure 9 – Website landing page (4) – News

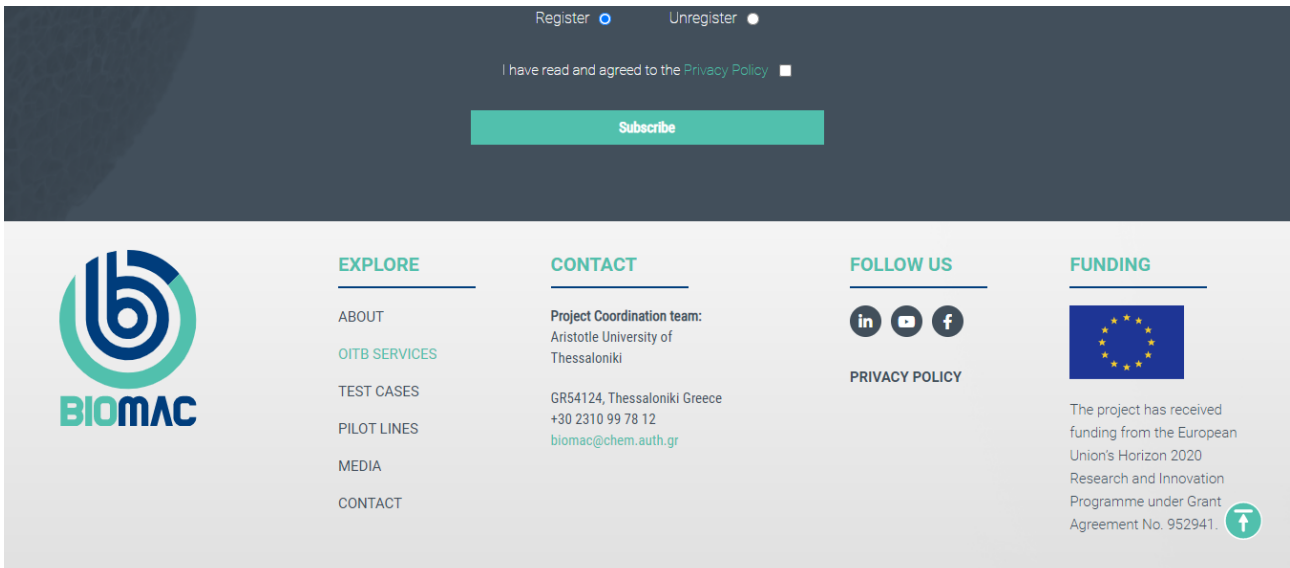


Figure 10 – Website landing page (5) - Footer

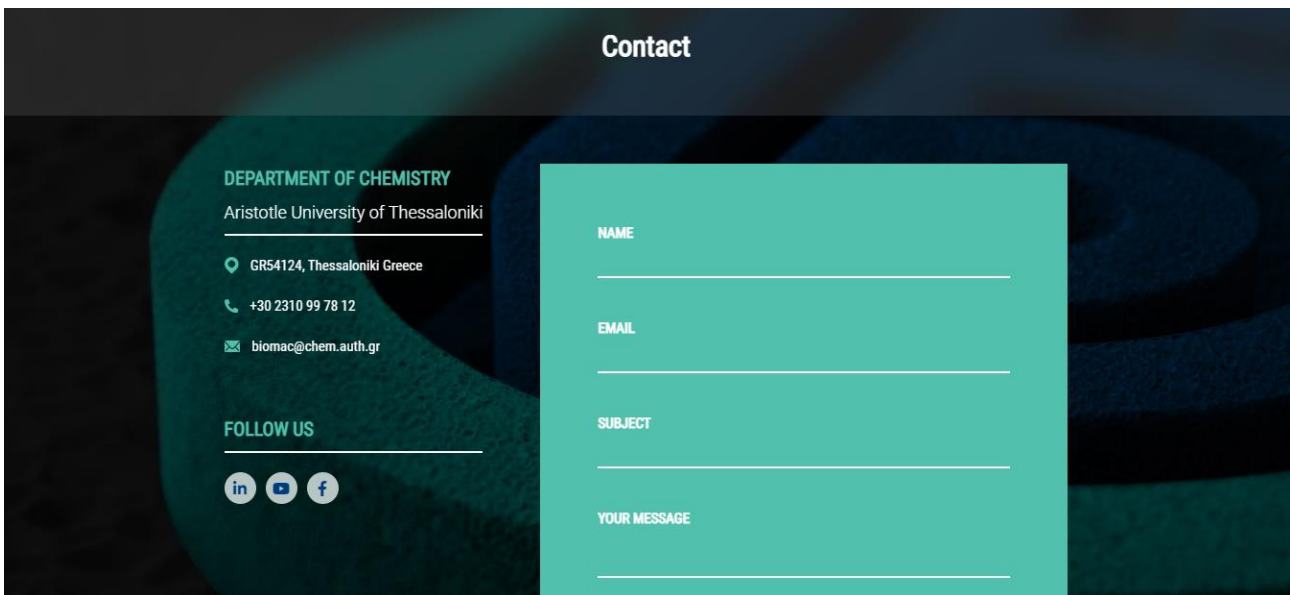


Figure 11 – Website contact page

Brochure

The same concept was used to create the BIOMAC online brochure, a double-sided digital version of the document, that intends to present the project and its main aspects to wide public. It includes a description of BIOMAC, as well as its objectives, key figures and a clickable “Contact Us” link.

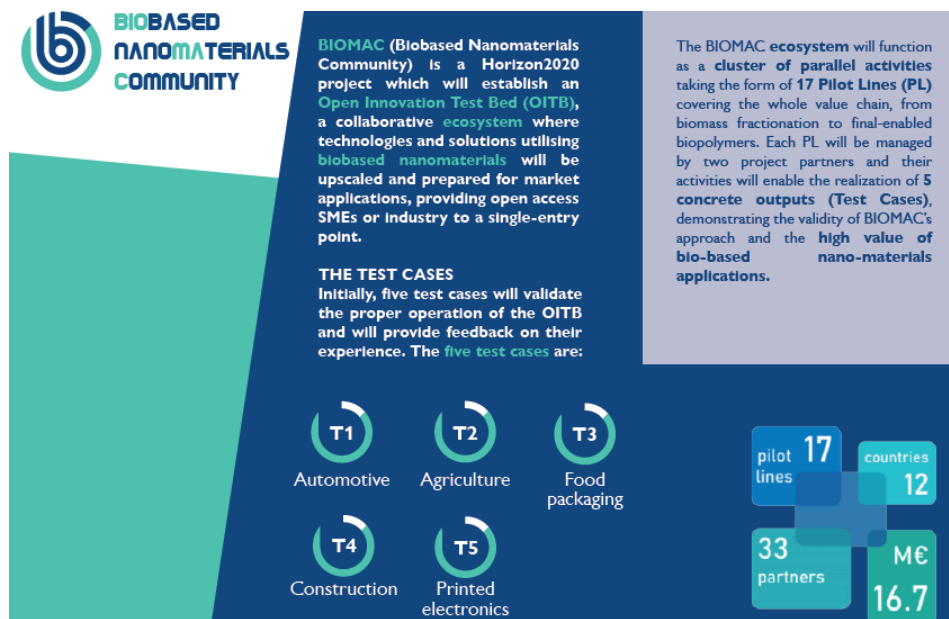


Figure 12 – Brochure Front

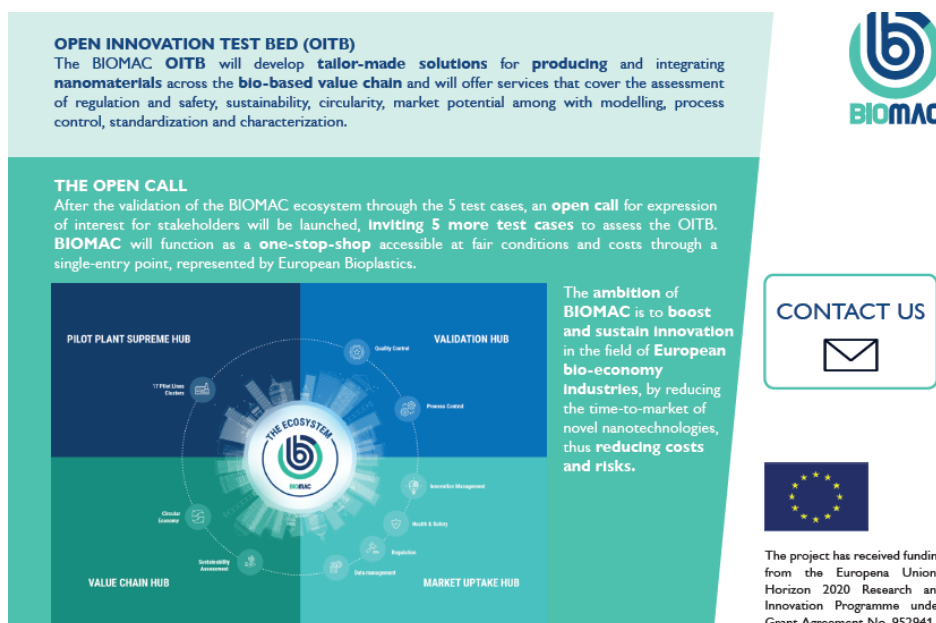


Figure 13 – Brochure Back

Tools and activities for dissemination

The project website will be the main reference tool for the project dissemination and communication. The menus available will allow users to browse the key information on the project, the activities planned, the Open Call, partners involved, latest news and more. Social media channels will be launched together with the website, while additional instruments like newsletters, videos and webinars will be used and shared in the upcoming months. All these means are essential to disseminate the articles and publication produced by the project.

The following table summarizes this set of activities:

Dissemination activity	What	Expected impact
Project website	Website design, set-up and running (for technical and nontechnical audience)	Increased awareness of the BIOMAC project and its scope
Printed material	Creation of material to be distributed during events	Attract interest of industry, including SMEs in the Ecosystem
Presence in social media (SM)	Twitter, LinkedIn; posts published on specialized blogs;	Attract interest of industry and connect with stakeholder pages and accounts in SM
Videos posted in website, YouTube	Realisation of professional videos to be put on the website and YouTube channel	Attract interest of industry (mainly SMEs) and investors by showcasing BIOMAC
Press releases	Press releases to promote BIOMAC, its Ecosystem, the Open Call, accomplishments	Increase awareness of the BIOMAC Ecosystem and its capacities
Participation in events	Participation to sector events to spread awareness about BIOMAC	Liaison with stakeholders and present the BIOMAC Ecosystem

Ecosystem web platform	Creation and launch of the BIOMAC Ecosystem platform	Presentation of Ecosystem services and terms, acceptance of requests as SEP
BIOMAC conference	Organisation of the BIOMAC conference, inviting all stakeholders to attend, promoting the solutions developed within the project	Establishment of a biannual conference in the field of bio-based nanomaterials
Workshops/training/stakeholders events	Organisation of sectoral events, targeting different groups of stakeholders to optimize the dissemination strategy	Increase awareness of BIOMAC technologies and success stories
Online journal	Articles and scientific publications in peer reviewed journals	Presentation of new technologies, success stories to stakeholders

Online communication and dissemination activities will intensively use factsheets and infographics focussing on specific aspects of the project, for instance the test cases, future results, who will benefit from the project, as well as brief descriptions of the topics (biomasses, nano-enabled bio-based materials, and more) for users not familiar with such matters. The use of the previously mentioned tools will facilitate the comprehension of the project and will be channelled via website, newsletters, social media, etc.

EVENTS

The promotion of the BIOMAC project will also be carried out by organizing different kinds of events (conferences, workshops, presentations) as well as through direct participation of partners to national and EU events related to biomaterials, nanomaterials and more. Suggested events will be chosen among those periodically promoted by relevant organizations and platforms, or under national/EU funded projects, and also by partners of the consortium. For the last year of the project, a BIOMAC-dedicated event will be organised to further disseminate the results of the project and of the Ecosystem, as well as to create continuity for BIOMAC after its end.

You can find below an initial list of selected events to be monitored in 2021 and eventually to take part to:

Name	Date	Location	Deadline	Link
European Biomass Conference and Exhibition (EUBCE) 2021	26-29 April 2021	Online + Marseille, France	/	https://www.eubce.com/
EuroNanoForum 2021	5-6 May 2021	Online	/	https://euronanoforum2021.eu/
Nanotech France 2021	23-25 June 2021	Paris, France	/	https://www.setcor.org/conferences/nanotech-france-2021
EUROMAT 2021	12-21 September 2021	Graz, Austria	31 January 2021	https://www.euromat2021.org/

European Conference on Green and Sustainable Chemistry (EuGSC) 5th Edition	26-29 September 2021	Thessaloniki, Greece	TBC	https://5eugsc.org/
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COMMUNICATION GUIDELINES

During the kick-off meeting of the project, WP9 leaders also presented a set of guidelines to help all partners interested in presenting BIOMAC in the most effective and clear way possible, and to maximise the outcome of the communication strategy.

With this purpose in mind, we invite all partners to:

1. Notify EUBIA in advance whenever presenting BIOMAC in any online or physical event.
2. Notify EUBIA and RDC if you wish to make a post and/or publish news on the BIOMAC's channels.
3. Notify EUBIA if you find an event that is considered to be relevant for the objectives of BIOMAC.
4. Share BIOMAC's website and social media (once they are ready) with all your relevant networks, maximising the outreach of BIOMAC.
5. Always use the provided logos and templates for all PowerPoint presentations, Word documents and other means.

In addition, we encourage the use of the keywords and hashtags listed below for all social media posts, documents, presentations, etc.

<i>Keywords</i>	<i>Hashtags</i>
BIOMAC	#biomac
bacterial nanocellulose (BNC)	#biobased
bioproducts	#biomass
biomass	#bionanomaterials
biomaterials	#biopolymers
bio nanomaterials	#bioproducts
biobased	#circulareconomy

bioeconomy	#nanomaterials
bioplastics	#sustainability
biopolymers	#bioeconomy
cellulose nanocrystals (CNC)	#bioplastics
circular economy	#nanocellulose
industrial sustainability	#openinnovationtestbed
innovation ecosystem	#polymers
research development and innovation (RD&I)	#polymericmaterials
open innovation test bed	
nano structured bio-based materials (NBM)	
nanofibrillated cellulose (NFC)	
nanocellulose	
nanolignin (NL)	
nanomaterials	
polymers	
polymeric materials	
waste flow reduction	

SOCIAL MEDIA GUIDELINES

Social Media Posts

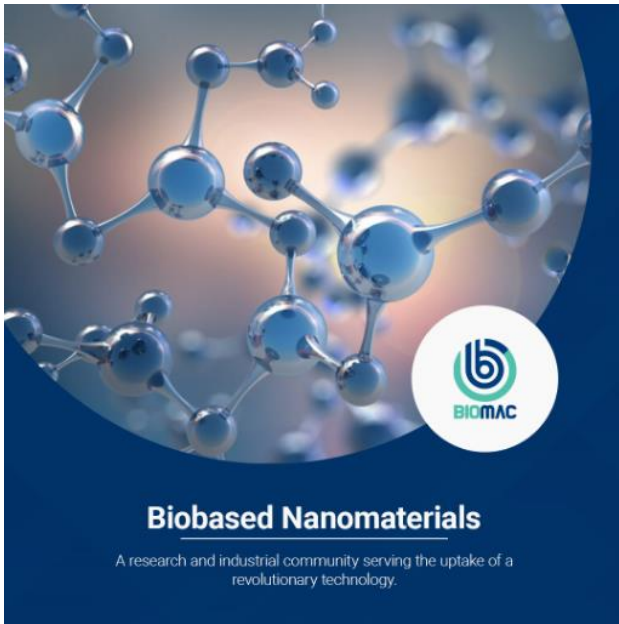


Figure 7 - Social media post sample (1)

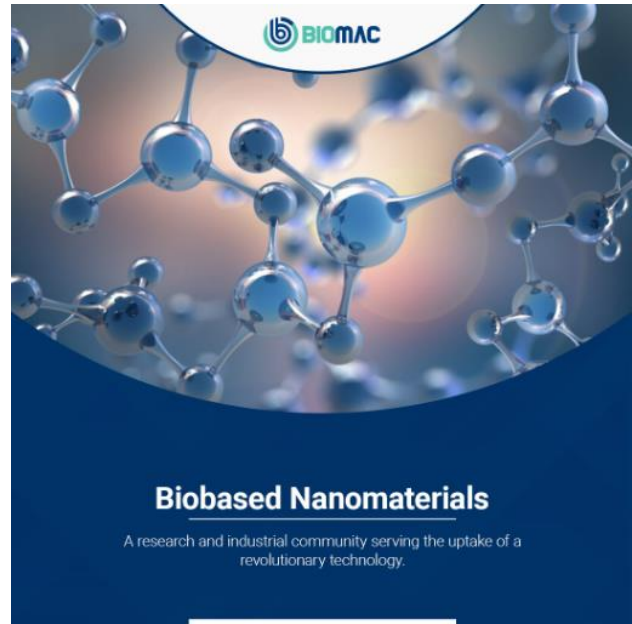


Figure 8 - Social media post sample (2)

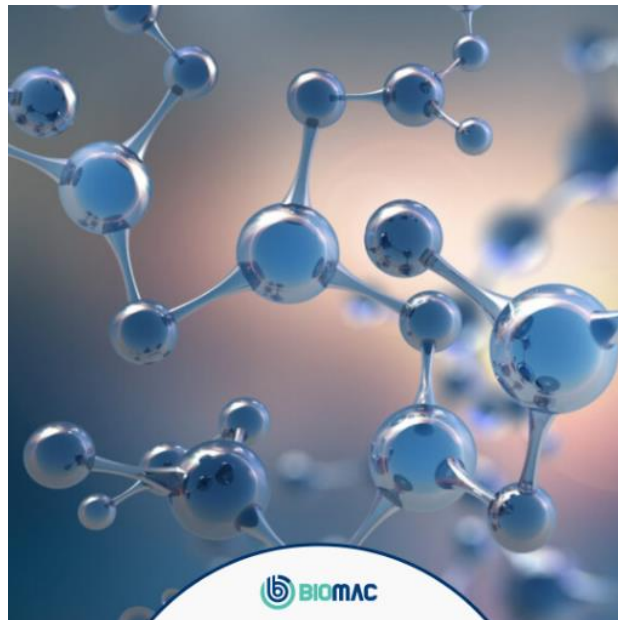


Figure 9 - Social media post sample (3)

Social Media Posts Preview

Desktops and Laptops

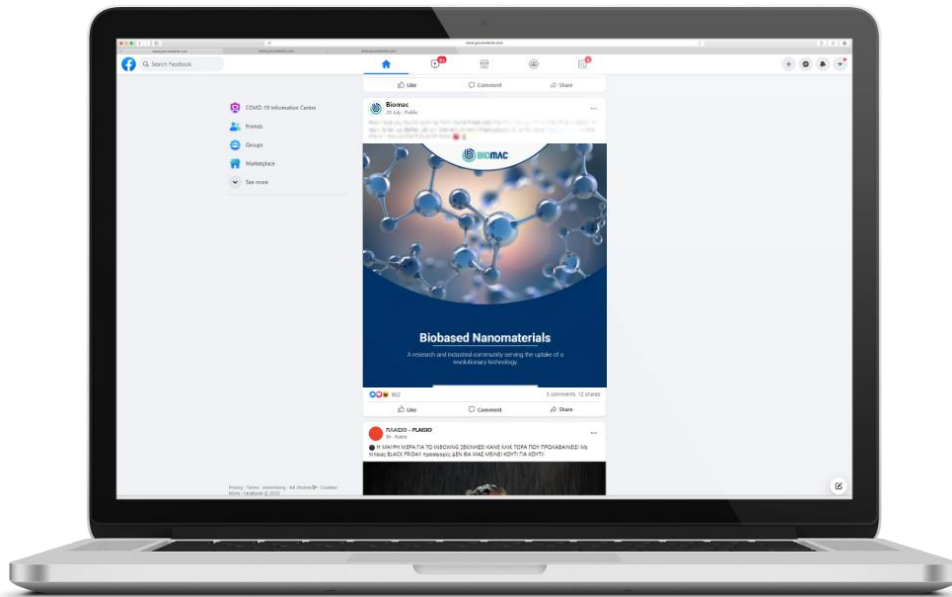


Figure 10 - Social media post preview on a laptop

Smartphones and tablets



Figure 11 - Social media post preview on a smartphone

Services Categories

Pilot Plant Supreme Hub



Figure 12 - Pilot plant supreme hub sample posts

Market Uptake Hub



Figure 13 - Market uptake hub sample posts

Validation Hub



Figure 14 - Validation hub sample posts

Value Chain Hub



Figure 15 - Value chain hub sample posts

Color Guide

Primary Colors



Blue (#003D7C)



Tirquaz (#51C0AD)



Ice White (#EEF1F3)

Category Colors



Pilot Plant Supreme Hub (#01356A)



Market Uptake Hub (#4EC0C2)



Validation Hub (#006CB8)



Value Chain Hub (#00886D)

Font Guide

Primary Font

Roboto Bold



Figure 16 - Primary font "Roboto Bold"

Roboto Light



Figure 17 - Primary font "Roboto Light"

Image / Video Export Guide

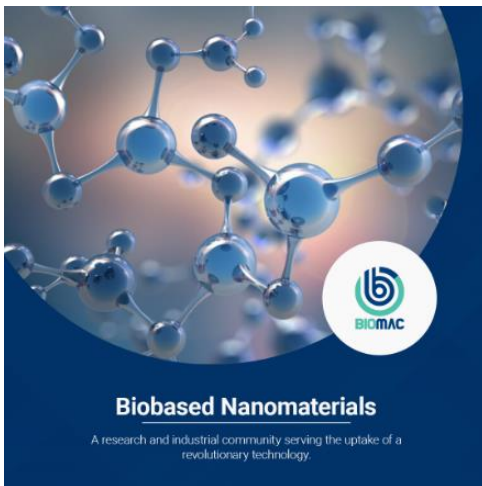


Figure 18 - Image export sample

All images should be:

- Square 1:1 (1080 x 1080 pixels)
- Exported as .png files

All videos should be:

- Square 1:1 (1080 x 1080 pixels)
- Exported as H264 (.mp4 at 24fps or higher)

Posts Dimensions

All posts should be on a 1:1 aspect ratio (1080 x 1080 pixels)

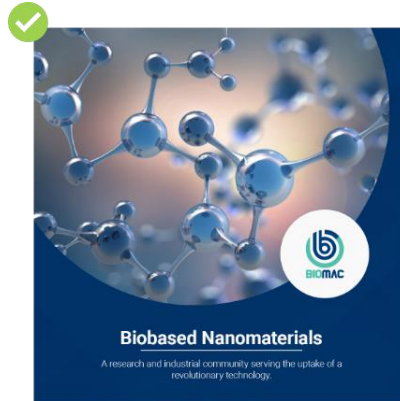


Figure 19 - Sample post with proper aspect ratio

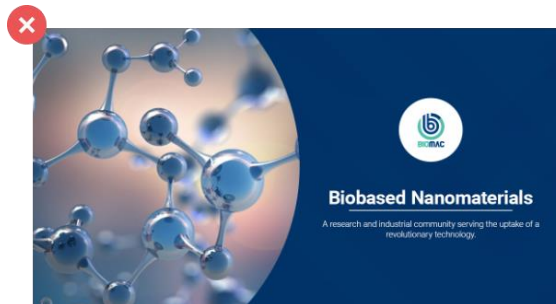


Figure 20 - Sample post with incorrect aspect ratio (1)

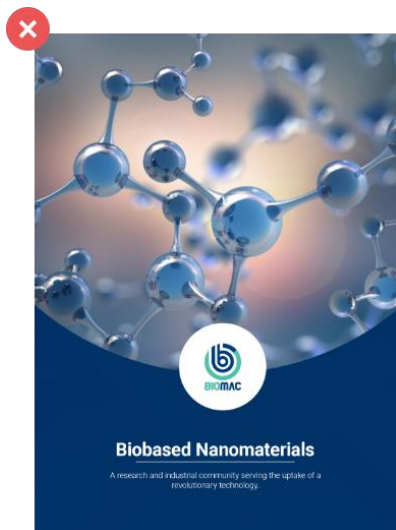


Figure 21 - Sample post with incorrect aspect ratio (2)

Background Color

The background color of the posts can be flexible but it should never be completely white (#FFFFFF).

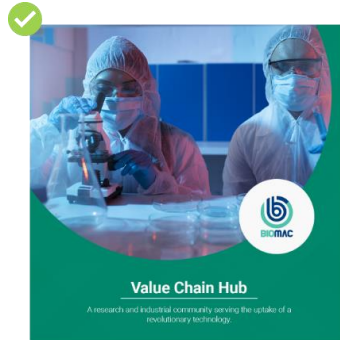


Figure 22 - Sample post with proper background color (1)

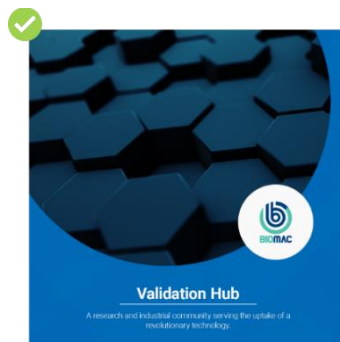


Figure 23 - Sample post with proper background color (2)

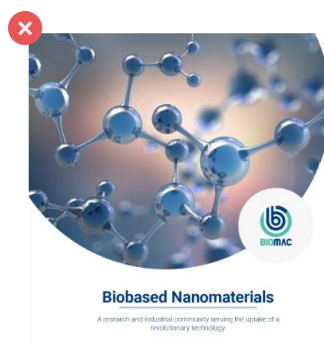


Figure 24 - Sample post with incorrect background color

White color blends with the social media apps interfaces and makes the posts less visible.

Fonts and Typography

The title should be bold with a font size between 42pt and 54pt.

The subtitle should be light with a font size between 24pt and 28pt.



Figure 25 - Sample post with proper fonts and typography

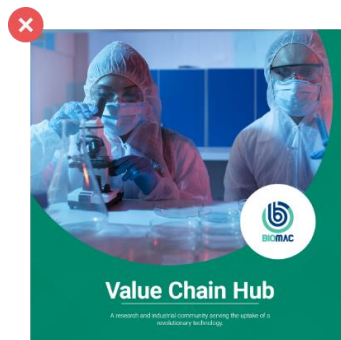


Figure 26 - Sample post with incorrect fonts and typography (1)

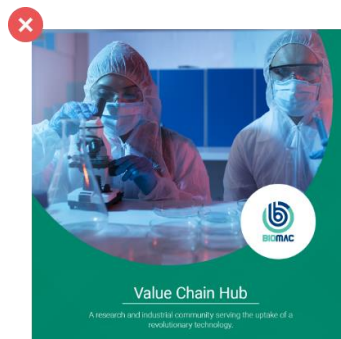


Figure 27 - Sample post with incorrect fonts and typography (2)

The recommended font sizes apply only if the post is designed at 1080 x 1080 pixels. In any other case, the font size should be adjusted proportionally.

Logo Guide (size)

Horizontal Logo

When the horizontal logo is used, it should be 203 x 60 pixels with a descent amount of negative space around it.

*Approximately half of the logo's icon



Figure 28 - Horizontal logo spacing guide



Figure 29 - Sample post with proper logo



Figure 30 - Sample post with incorrect logo

Vertical Logo

When the vertical logo is used, it should be 210 x 140 pixels with a descent amount of negative space around it.

*Approximately half of the logo's icon



Figure 31 - Vertical logo spacing guide



Figure 32 - Sample post with proper logo

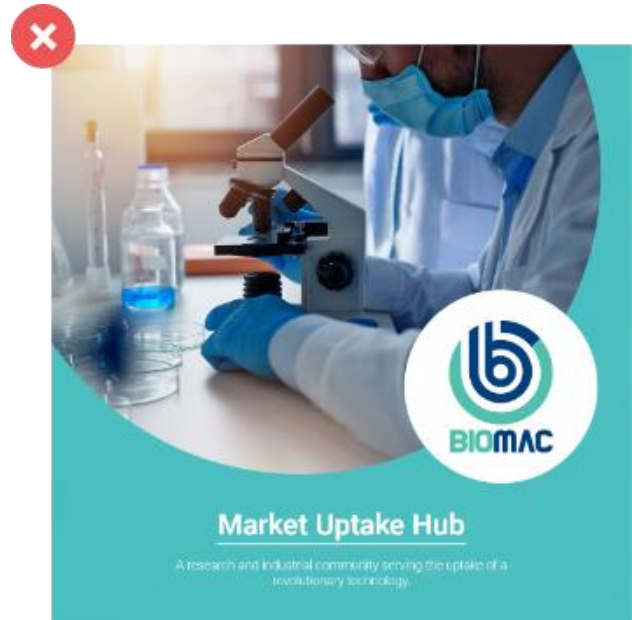


Figure 33 - Sample post with incorrect logo

The recommended logo sizes apply only if the post is designed at 1080 x 1080 pixels. In any other case, the logo size should be adjusted proportionally.

Logo Guide (colour and position)

The logo should always have its own dedicated space in the post, and it shouldn't be on top of colourful images.

Also, it should be used in its original colours ■ #51C0AD and ■ #003D7C.

Using it in a solid form should be avoided.

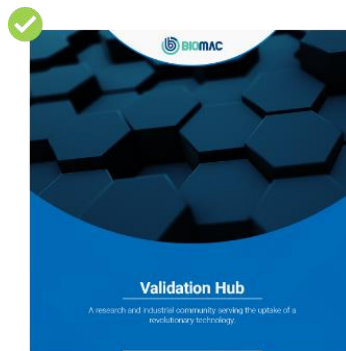


Figure 34 - Sample post with proper logo

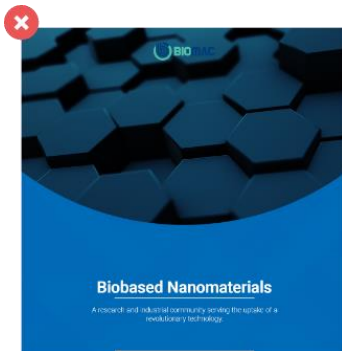


Figure 35 - Sample post with incorrect logo (1)

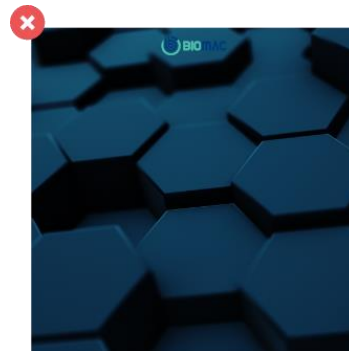


Figure 36 - Sample post with incorrect logo (2)

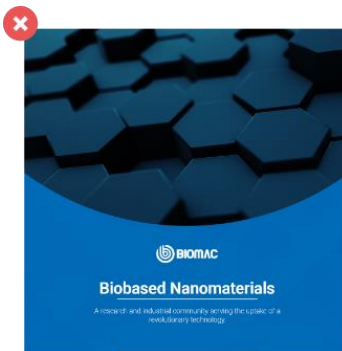


Figure 37 - Sample post with incorrect logo (3)

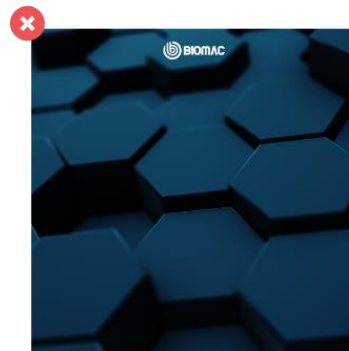


Figure 38 - Sample post with incorrect logo (4)