



Deliverable 7.1 Visual Identity Pack



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Executive Summary

Deliverable 7.1 presents the Visual Identity Pack, which is the first building block of the BlueBioClusters project communication strategy, including key products such as the logo and related visual identity, the website, and social media channels, as well as templates for official project communications.

Introduction

BlueBioClusters Task 7.3'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 BlueBioClusters website, and 5) social media channels. These products are briefly presented below.

Project Goals and Key Messages

BlueBioClusters has the goal to incentivise the blue bioeconomy, and the opportunities it presents for European coastal communities. The project will focus on innovative business models based on circular, local value chains, digitalisation, and ecosystem services that can boost the creation of new jobs and livelihoods for lower-educated people while transforming remote, rural areas into vital, sustainable places to live.

The project will focus on identifying circular value chains, refining methodologies, and creating tools and opportunities to empower start-ups, companies, and policymakers in the 9 targeted European regions to advance blue innovation. It will create a long-lasting impact by engaging directly with hundreds of regional actors to stimulate collaboration and positive change, thereby also contributing to sustainable regional development and the EU Green Deal. BlueBioClusters will enhance the services of already existing blue bioeconomy clusters across Europe, actively engaging stakeholders from both the public and private actors, thus strengthening the socio-political uptake of the blue bioeconomy.

The project will have a highly collaborative, inclusive, and support-oriented focus. Engagement and empowerment in the field of the blue economy will be at its core. The project's tagline "Coastal Regions in Transition to the Blue Bioeconomy", expresses the dynamism of the activities proposed and points to positive change. Clear and consistent project key messages will be developed in the Plan for the Dissemination, Exploitation and Communication (PDEC, due in month 6), and will include:

- Start-up and SME support and empowerment
- Blue sustainable value chains
- Blue bioeconomy acceleration
- Technology transfer and innovation
- Matchmaking, community building
- Stakeholder engagement, collaboration, and synergies
- Sustainable innovation and transformation
- Knowledge exchange
- New enterprises and biobased business models in European coastal regions
- Cross-regional collaboration
- Blue clusters and communities of practice

Project Logo

The project logo (figure 1) reflects the project's identity and visually tells its story. Over the logo's tagline are 9 dots in different shades of blue/green. They represent the nine regions addressed by the project: 1) Lithuania, 2) Estonia, 3) Sweden, 4) Belgium, 5) Scotland, 6) Iceland, 7) Norway, 8) France, and 9) Portugal. The colour shading represents their facing similar challenges but being unique microcosmos. The wave represents the blue sector and the transition towards a sustainable blue bioeconomy. There are 13 overlapping bubbles of

different colours inside the wave, representing the 13 project partners that will work together to reach the project's goals. The logo is available in a horizontal and vertical format to allow for easy use in different publications.



Figure 1: BlueBioClusters Logo in horizontal and vertical formats

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://bluebioclusters.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, and media resources), 2) project-related news and events, including calls-to-action for stakeholders, 3) information about the regions addressed, and 4) the Blue BioTechnology Interactive Portal. Consequently, the website will be at the centre of the project's visual identity and dissemination.

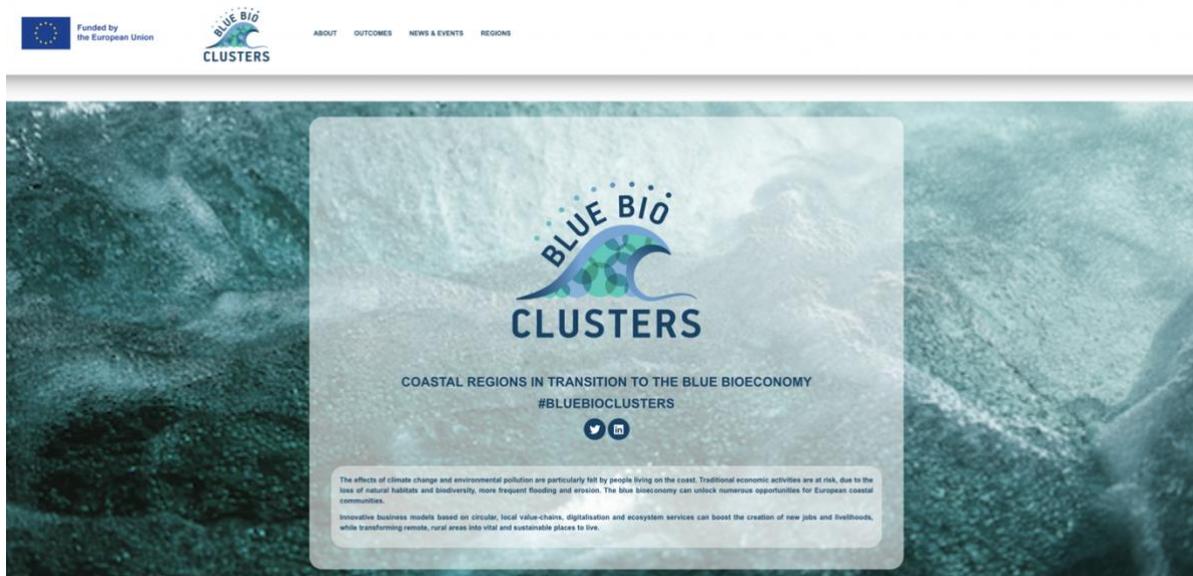




Figure 2: Screenshots from BlueBioClusters Website

PowerPoint and Word Template

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/bluebioclusters>. LinkedIn page can be found at <https://www.linkedin.com/company/bluebioclusters/>. 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 (January 2023), the PDEC 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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VISION & LOGO DEVELOPMENT

GUIDELINE

INTRO

LOGO

01 VERSIONS

02 SIZE

03 USAGE

04 COLOURS

05 TYPOGRAPHY



VISION & LOGO DEVELOPMENT

VISION

Our vision for BlueBioClusters' brand identity is to reflect the inclusive and supportive initiative, which will increase the uptake of sustainable blue bioeconomy business opportunities in European coastal regions, support companies and citizens including low-income populations, and contribute to regional development and the EU Green Deal, enhancing the services of blue bioeconomy clusters across Europe to both public and private actors.

LOGO DEVELOPMENT

The logo consists of three elements: 1) the wave, 2) circles in the body of the wave and 3) nine dots over the wave forming a „comb”. The latter illustrates the 9 regions where the project activities will be focused, and where the development of the blue bioeconomy will be promoted. The growing blue wave shows the project's increasing impact on the blue bioeconomy over time. The circles in the wave vary in size, shape, and colour, and partly overlap. This illustrates the different consortium partners, who are active in different fields and sectors but pull together towards the same goal. The overlap stands for the “common ground” that allows partners to join forces and empower the wave's growing trajectory.



INTRO

GOAL

The BlueBioClusters Visual Identity (VI) will help the partners better represent the BlueBioClusters 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

Coastal regions in transition to the blue bioeconomy | #bluebioclusters

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 BlueBioClusters 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, engineers, business development experts, 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)

EMBLEM FOR MEDIA



Funded by
the European Union



EMBLEM WITH FUNDING STATEMENT



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VERSIONS



MASTER LOGO HORIZONTAL



MASTER LOGO VERTICAL



MASTER LOGO CIRCLE

SIZE

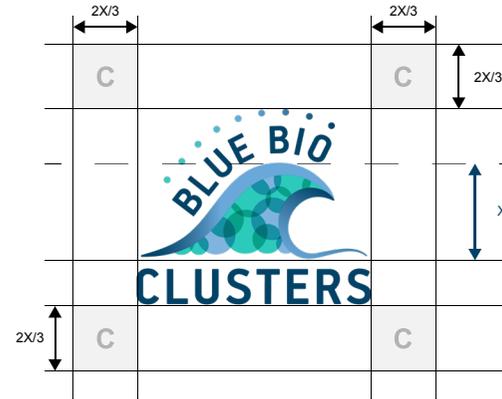
SPACE

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

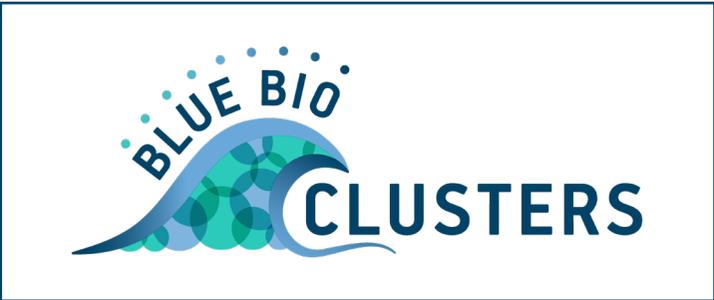
No graphic element (image, object, writing, etc.) can be placed in this area.

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.



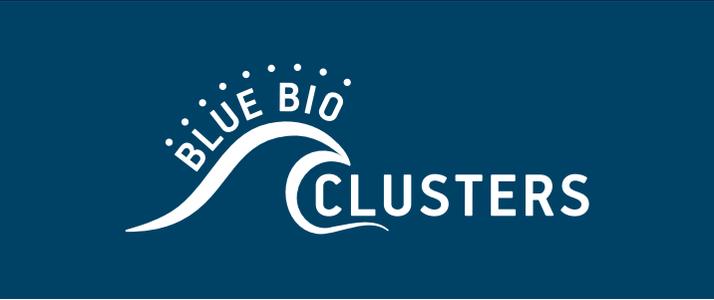
LOGO USAGE



MASTER LOGO

primary
horizontal, vertical
white

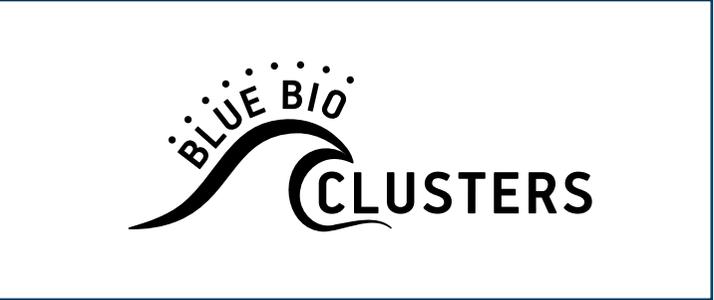
**USE
LOGO VERSIONS
BACKGROUND**



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**



LOGO CIRCLE

social media and other account
vertical
white, dark

**USE
LOGO VERSIONS
BACKGROUND**

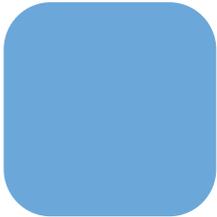
COLOURS & TYPOGRAPHY

COLOUR

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



CMYK 100 - 75 - 37 - 24
RGB 1 - 66 - 102
WEB # 014266



CMYK 57 - 22 - 1 - 0
RGB 106 - 168 - 217
WEB # 6aa8d9



CMYK 71 - 0 - 40 - 0
RGB 8 - 194 - 176
WEB #08c2b0

TYPOGRAPHY

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

HEADING

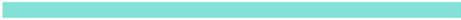
Arial (Bold)
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
&e'(\$e !ca)-^\$u`,,;:=
<>°_`*%+/. ?
0123456789

CONTENT

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



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