



BLUE MISSION BANOS

Supporting the Mission
Ocean Lighthouse in the
Baltic and North Sea Basins

Deliverable 1.2
Visual Identity Package

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HISTORY OF CHANGES

Version	Publication date	Changes
1.0	28.02.2023	Initial version



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ACRONYMS

BMB	BlueMissionBanos - Supporting the Mission Ocean Lighthouse in the Baltic and North Sea Basin
PP	Project Partners
VI	Visual Identity
PCDE	Plan for Communication, Dissemination and Exploitation
WP	Work Package



REFERENCES

1. https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf [accessed 20.02.2023].



EXECUTIVE SUMMARY

Deliverable 1.1 presents the Visual Identity Package, the first building block of the BlueMission-BANOS 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.



1. VISUAL IDENTITY PACKAGE

The Visual Identity package is the first output of BlueMissionBANOS (BMB) Task 1.3: Communication Strategy, incl. Stakeholder Database. It includes the following project communication products:

- Logo
- Website
- Microsoft PowerPoint & Word templates
- Visual identity guideline
- Social media channels

The Visual identity (VI) supports partners in better representing the project brand vis-à-vis multiple target audiences with a uniform approach. BMB's VI should be instantly recognisable and consistent across various communication platforms (website, social media, internal/external documentation, publications, roll-ups, flyers, and other produced project media).

The VI will be applied to all communication activities, including internal and external presentations, conferences, business networking events, workshops, technical meetings, online promotion, and academic dissemination. The materials will brand project activities effectively and catch the eye of target audiences to generate interest in the project.



1.1. LOGO

The project's primary graphic identity is the logo and should be visible in all BMB internal and external communication material. The logo should be used in all communications materials related to the project and every time the project is presented or introduced.

BMB's logo depicts a lighthouse from a zenithal perspective. The lighthouse projects a beam of light that guides and protects the oceanic ecosystem. The creative approach is based on reduced forms to achieve maximum visual impact.

Project partners (PP) will be provided with two logo versions. The "master logo" includes the project icon (the lighthouse from a zenithal view), the name of the project and the project's tagline.



Figure 1 BlueMissionBANOS Master Logo

The second version excludes the project's tagline to provide partners with a version for media with less available space.



Figure 2 BlueMissionBANOS Logo without tagline



1.2 VISUAL IDENTITY GUIDELINE

The VI Guideline explains the usage and the design rules required to communicate messages and outcomes of the BMB project via digital or printed media resources. This includes the usage of the EU emblem and disclaimer¹. All PPs should read, share, and apply the rules of the VI guidelines. The Plan for Communication, Dissemination and Exploitation (PEDC), due in project month 6, will further define the overall communication strategy. The VI Guideline is added to annexe 2.2 of this report.

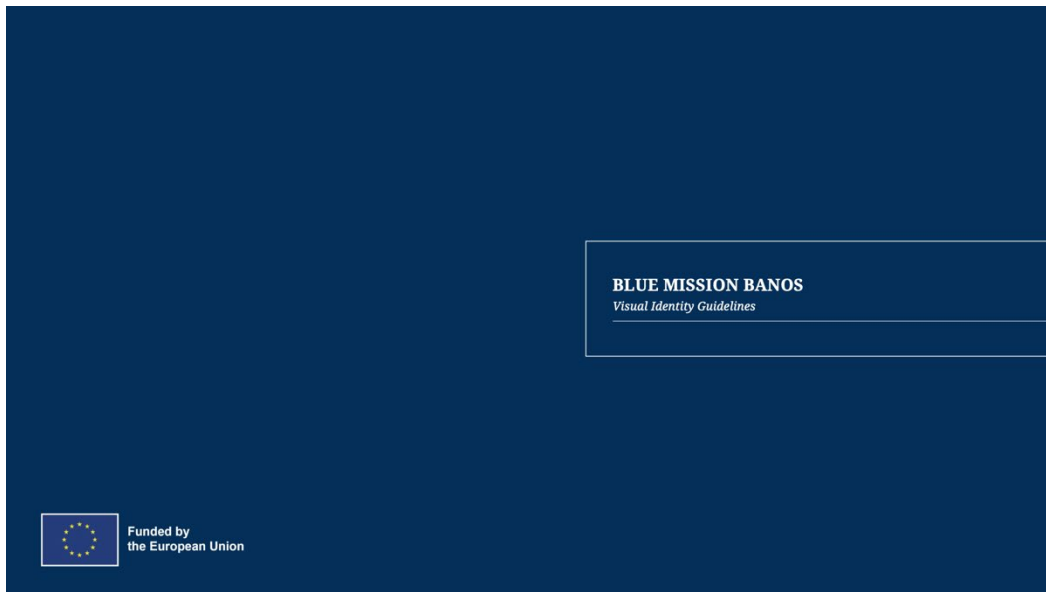


Figure 3 Visual Identity Guideline (attached in annexe 2.2)

1.3. WEBSITE

The project website (<https://bluemissionbanos.eu>) follows and enhances the project brand and uses visual elements to communicate it effectively. Further to BMB project information, the website includes relevant background information and links to the 'EU Mission: Restore our Ocean and Waters'. As the project progresses, the website will host the following:

1. Key outcomes (deliverables, reports, and media resources)
2. Project-related news and events (including calls-to-action for stakeholders)
3. Information about other Mission Ocean Lighthouses
4. BlueMissionBANOS Portal (developed in work package 6)

¹ https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf [accessed 20.02.2023].



The website will be at the core of the project's dissemination.

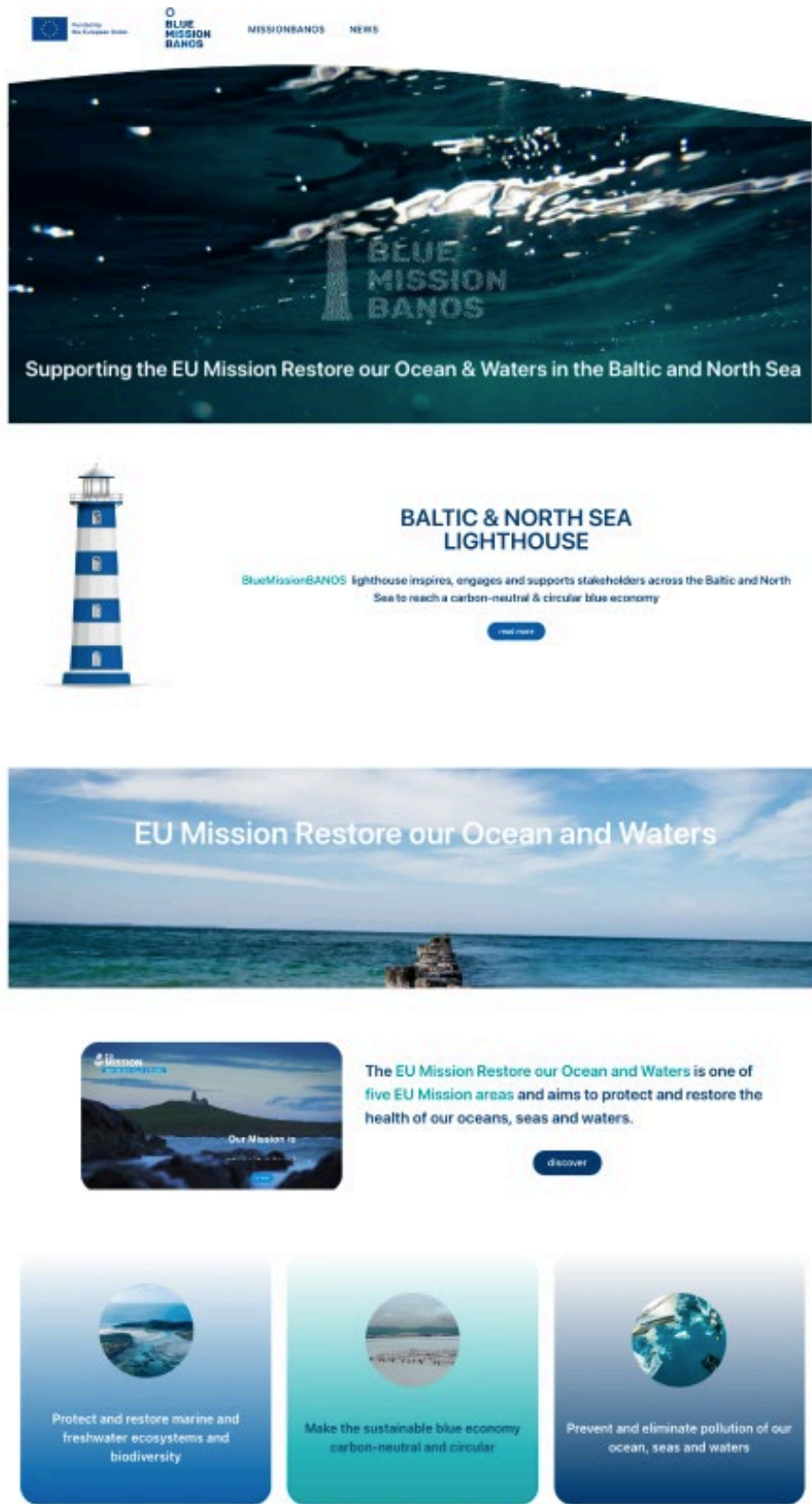


Figure 4 BlueMissionBANOS Website (<http://bluemissionbanos.eu>)



1.4. MICROSOFT POWERPOINT AND WORD TEMPLATES

In line with the logo and the general project's visual identity, a PowerPoint (attached in annexe 2.1) and Word template (used for this deliverable) was designed and will be published on the internal communication channel. It will be used by all PPs to communicate project results and compile project deliverables, ensuring professionalism and consistency of communications across different media.

1.5. SOCIAL MEDIA

Social media channels, specifically Twitter (www.twitter.com/missionbanos) and LinkedIn (www.linkedin.com/company/missionbanos) will support project communications. 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 also be used to continue engagement after events through comment threads. The project website features social media buttons so users can find and access them easily. All PPs should follow the social media channels of BMB with their personal account and inform their communications team to follow the project on an institutional basis.

1.6. 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. A Microsoft Teams channel will be created to share project-relevant communications to be posted on social media to ensure all relevant information is captured. In month 6 (May 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.



2. ANNEXES

2.1 POWERPOINT TEMPLATE





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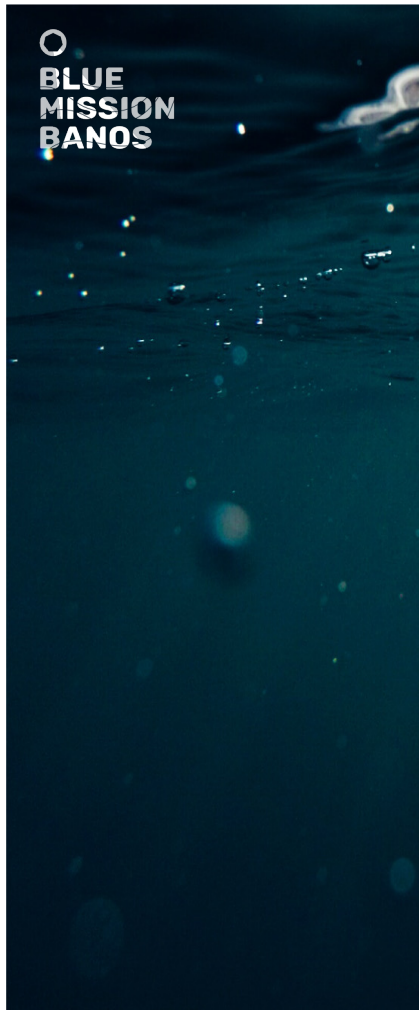


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Overview

1.Point 1



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Overview

1.Point 1





HEADLINE Single Line Double Line

Subtitle

Event, date, presenter



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HEADLINE Single Line Double Line

Subtitle

Event, Date, Presenter



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HEADLINE Single Line Double Line

Subtitle

Event, date, presenter



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A lighthouse with a white body and a red band, situated on a rocky cliff overlooking the ocean. The sky is dramatic with dark, heavy clouds. The lighthouse is illuminated, and there are some buildings at its base.

01.

HEADLINE Single Line Double Line

Lorem ipsum



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01.

HEADLINE Single Line Double Line

Lorem Ipsum



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01.

HEADLINE Single Line Double Line

Lorem Ipsum



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HEADLINE Single Line Double Line



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HEADLINE Single Line Double Line

Single Line Subtitle



HEADLINE Single Line

Subtitle

*“ Ut non metus consecetur, finibus ex at,
convallis nibh. Aliquam pretium tortor ac
venenatis sodales. Fusce nec tortor vel lectus
tempor porta nec a purus. Vestibulum pulvinar
varius lorem a ornare.”*



HEADLINE Single Line Double Line

Lorem Ipsum



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Single Headline

Subtitle

Title

1. Text

Title

1. Text



Title	Title
<p>Vestibulum pulvinar varius lorem a ornare. Aliquam tellus est, vel erat id, accumsan posuere tellus. Ut non metus consectetur, finibus ex at, convallis nibh.</p> <p>Ut non metus consectetur, finibus ex at, convallis nibh. Aliquam pretium tortor ac venenatis sodales vestibulum purus.</p>	<p>Ut non metus consectetur, finibus ex at, convallis nibh. Aliquam pretium tortor ac venenatis sodales. Cras vestibulum purus at posuere imperdiet. In sectetur, dui a sagittis dignissim, massa sapien tempus justo. <i>Vestibulum pulvinar varius lorem a ornare.</i> Aliquam tellus est, vel erat id, accumsan posuere tellus. Ut non metus consectetur.</p>



Headline Single

Subtitle

01.

Single Line

Single Line

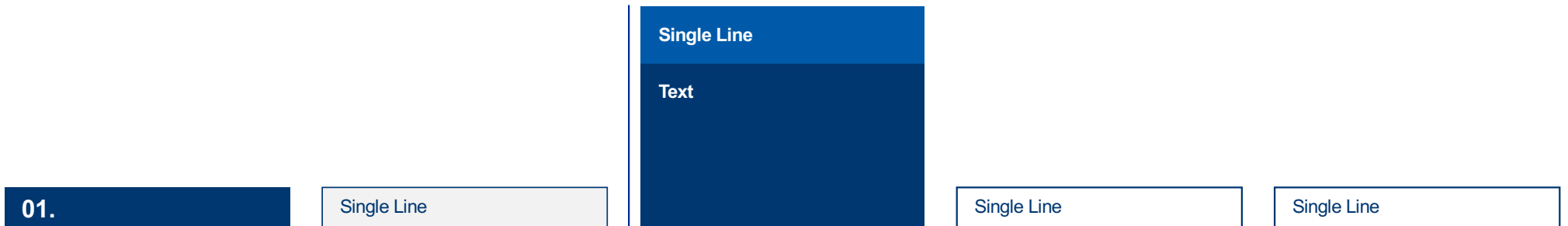
Single Line

Single Line



Headline Single

Subtitle



Headline

Subtitle

01. Title	02. Title	03. Title	04. Title
a. Text	a. Text	a. Text	a. Text
b. Text	b. Text	b. Text	b. Text
c. Text	c. Text	c. Text	c. Text
d. Text	d. Text	d. Text	d. Text
e. Text	e. Text	e. Text	e. Text
f. Text	f. Text	f. Text	f. Text



Headline

Subtitle

	CATEGORY A	CATEGORY B	CATEGORY C
CATEGORY A	Placeholder	Placeholder	Placeholder
CATEGORY B	Placeholder	Placeholder	Placeholder
CATEGORY C	Placeholder	Placeholder	Placeholder
CATEGORY D	Placeholder	Placeholder	Placeholder
CATEGORY E	Placeholder	Placeholder	Placeholder



Headline

Subtitle

01.

Title

Aenean ut augue in ipsum
vulputate pretium. Phasellus et
porta magna. Duis lorem ex

02.

Title

Praesent rhoncus nec velit sed
egestas. Morbi sodales elit in
pellentesque tempor.

03.

Title

Termentum ut, tempus ac odio.
Nam fermentum ultrices odio
sit amet mattis. Integer a quam.

04.

Title

Cursus eu ligula et, fermentum
iaculis est. Aliquam leo purus,
ornare vitae massa id.

05.

Title

Proin ac purus ut sem
pellentesque vehicula at a
diam. Proin lacus .

06.

Title

condimentum, accumsan diam
in, consetetur nulla
suspendisse fermentum.






Table Style

Single Subtitle

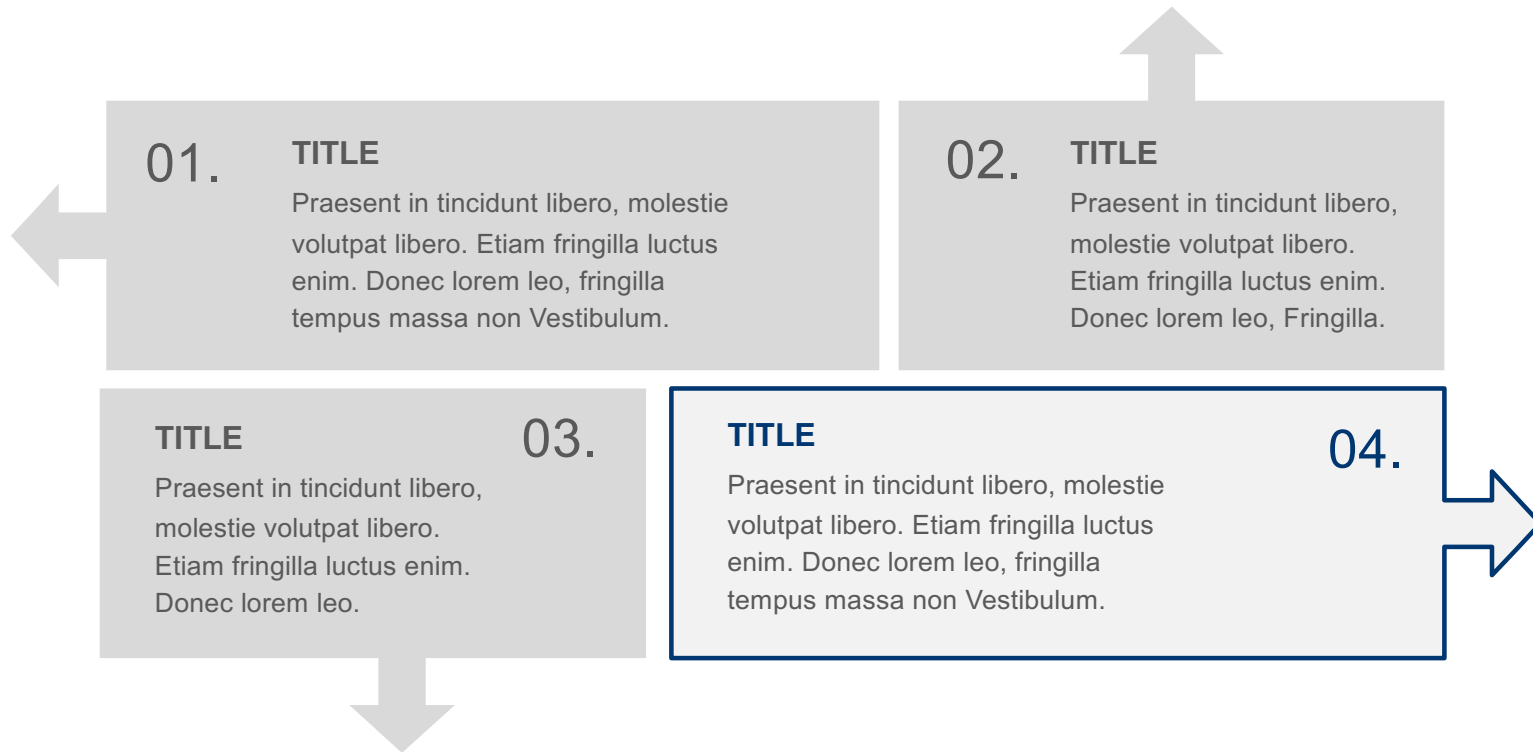
SINGLE LINE

Nullam pellentesque id mauris vitae condimentum. Etiam quis diam quis purus suscipit ultricies. Ut sodales placerat turpis, nec semper magna bibendum accumsan. Quisque vel convallis nisl. Fusce egestas turpis egestas, porta ante id, cursus eros. Nulla auctor lacus vel posuere volutpat. Sed elementum bibendum vehicular maecenas amet tincidunt felis fringilla id.

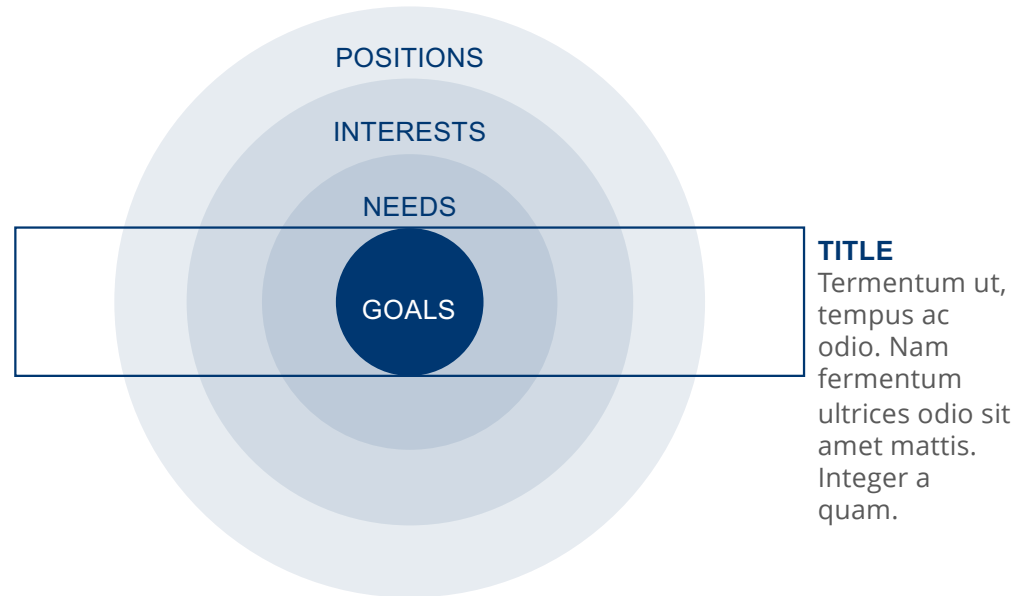
 Content Title Text Text Text 90 	 Content Title Text Text Text 100 	 Content Title Text Text Text 70 
---	--	---



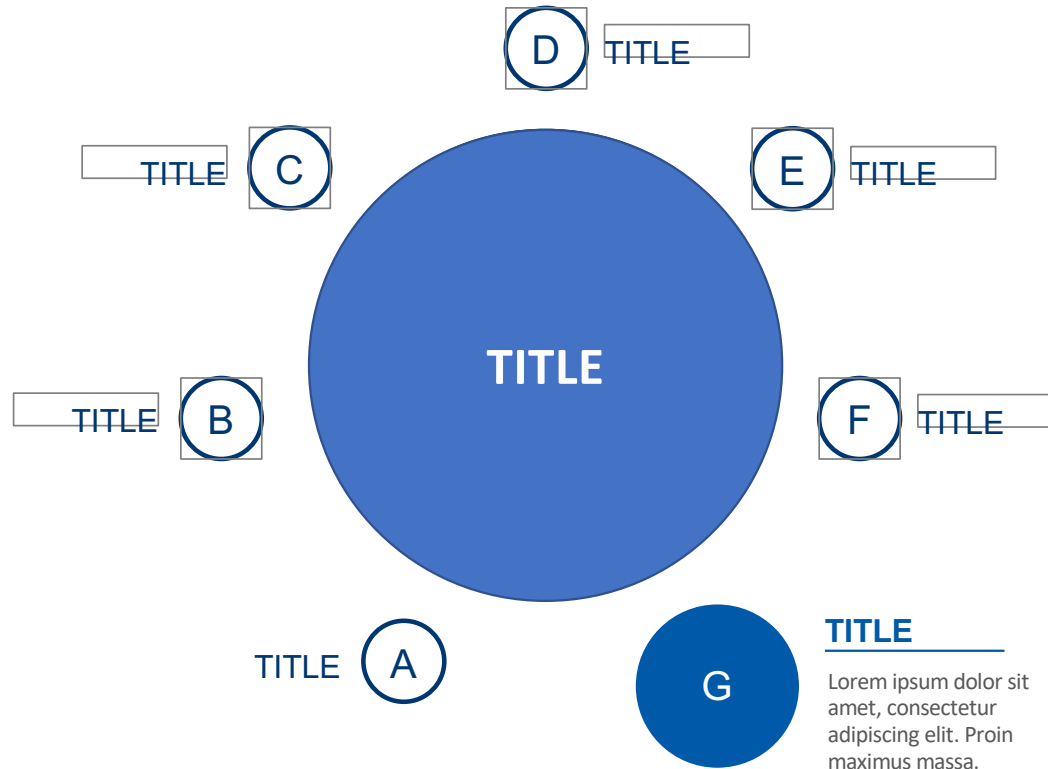
Headline



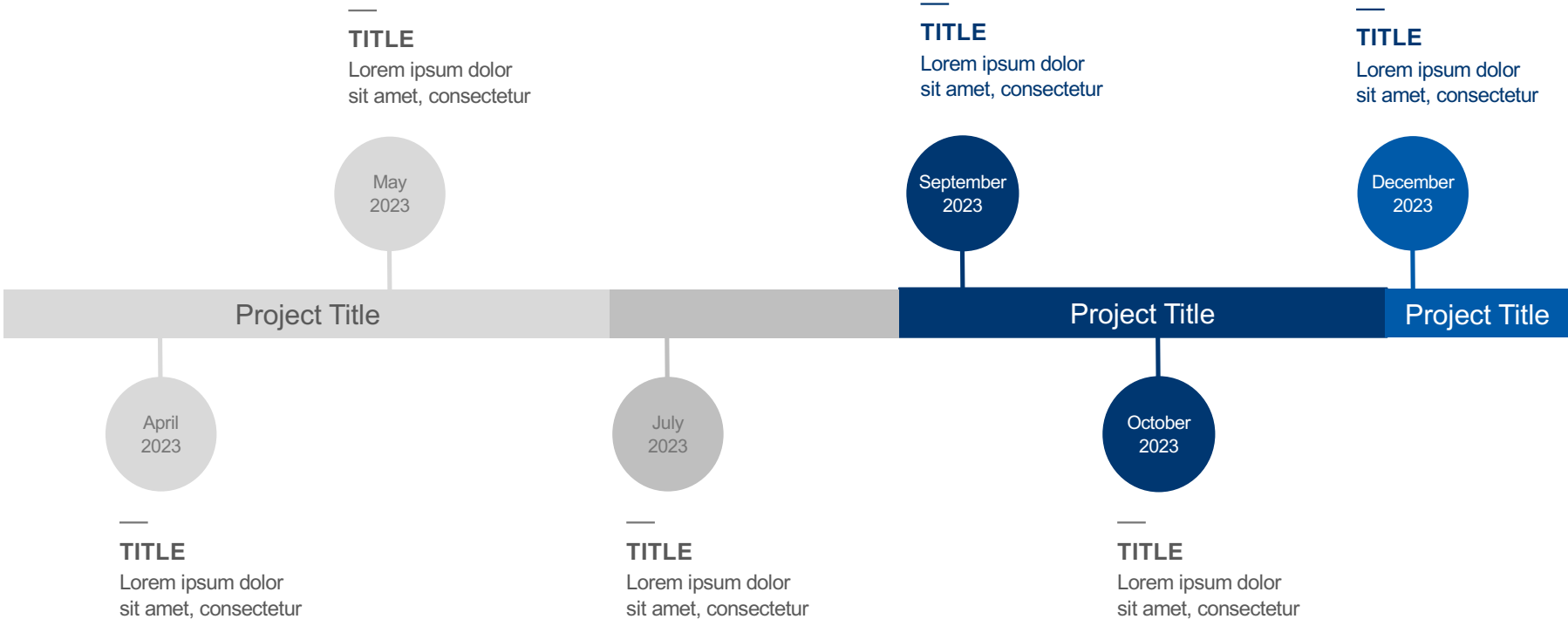
Headline



Headline



Headline



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**BLUE
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30 MIN

BREAK



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**THANK YOU FOR YOUR
ATTENTION**



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THANK YOU FOR YOUR ATTENTION



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2.2 VISUAL IDENTITY GUIDELINE



BLUE MISSION BANOS

Visual Identity Guidelines



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BLUE MISSION BANOS / *Visual Identity Guidelines*

<i>The Project</i>	02.
<i>About the Visual Identity Guideline</i>	03.
• <i>Goal</i>	
• <i>Use Cases</i>	
• <i>Users</i>	
<i>EU Emblem</i>	04.
<i>Isologo</i>	05.
• <i>Construction</i>	06.
• <i>Typography</i>	07.
• <i>Proportion</i>	08.
• <i>Colour Palette</i>	09.
• <i>Use of Color</i>	10.
• <i>Safe Readability - ContainerVersion</i>	12.
• <i>Application Examples</i>	13.
• <i>Forbbiden Uses</i>	14.



The Project

BlueMissionBANOS has the ambition to act as an efficient facilitator and knowledge broker to inspire, engage, and support stakeholders from politics, industry, science and the public across the BANOS area to channel resources effectively towards the Mission Ocean objectives. The BMB consortium gathers some of the most active research institutes, networks/clusters and funding agencies from the Baltic and North Sea sea-basin. Capitalizing on their past and ongoing activities, BMB partners will work with existing governance structures from regional up to transnational level within the BANOS area to:

- Design an effective, transparent, mutually-reinforcing interplay between them
- Support citizen engagement initiatives to align with the Mission's objectives
- Accelerate the deployment of solutions through innovation and demonstration cycles
- Develop a consistent monitoring framework to assess Mission performance including definitions of baselines, key performance indicators and sources/methods to capture and analyze the relevant data supported by a digital, interactive portal showcasing projects and services relevant to Mission deployment)
- To maximize the effectiveness of available public and private funding opportunities and achieve critical mass for action, activities will be coordinated and communicated within BMB; including Lighthouse project demonstrators, as well as with EU structures and EU-wide projects

Objective

The overarching objective of BlueMissionBANOS is to inspire, engage and support all relevant stakeholders across the BANOS area to take the necessary actions to make the Blue Economy carbon-neutral and circular by 2030, whilst eliminating pollution and restoring ecosystems and biodiversity of the Baltic and North Sea.



Goal

Blue Mission Banos 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.)

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 Blue Mission Banos internal and external communication material. 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 organizations in the project partnership and their respective employees.

These include researchers, engineers, business development experts, and administrative and communications teams. The Visual Identity will be used to communicate internally with other partners, as well as externally with other organizations.

Emblem for Media



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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 with Funding Statment



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Isologo



Isologo + Tagline

References



Complete Version: Isologo + Tagline



Isologo Construction

The idea shows a representation of the lighthouse, from a zenithal view. From its position it projects the light that guides and protects the oceanic ecosystem.

The creative direction was based on a modern approach with reduced forms aiming to achieve a visual impact.

Light House
The Project
The Guidance



Light
Direction
Observation



Sea Texture
Environment
Sea Ecosystem



Main typeface

**BLUE
MISSION
BANOS**

BLUE
MISSION
BANOS

Modification Examples

A A E E
N N B B

Rubik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&'()*=?&

Tagline typeface

**Supporting the Mission
Ocean Lighthouse in the
Baltic and North Sea Basins**

Rubik Semi bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Complementary typeface

Rubik Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rubik Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rubik Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rubik Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Main Typeface

The Blue Mission Banos's isologo was created from the Rubik typeface family, in its bold variable. This typeface was taken as a base and then adjusted in its forms to reduce hardness and better accompany the essence of the brand message.

The tagline "Supporting the Mission Ocean Lighthouse in the Baltic and North Sea Basins" is as well the Rubik font in its Semibold variant.

Only the main variables are shown here. You can download the complete family font from Google Fonts at the link below:

<https://fonts.google.com/specimen/Rubik?query=rubik>

Alternative Typeface

Arial is the alternative typeface for any document created using MS Office programmes, e.g. Word, PowerPoint, Excel as well as for any email or electronic signature.

Arial should only be used where the document being worked on will eventually be sent to an end user unlikely to have Rubik installed on their PC.



Proportions

A minimum size has been carefully established to ensure the logo is reproduced correctly at small sizes. The minimum size for printing and digital use must not be less than the width indicated below.

Whenever possible, it is recommended to use the non-tagline version for small sizes.



When using printing techniques with low quality (eg: screenprinting), it is recommended to use the logo at a larger size.

Clear Space

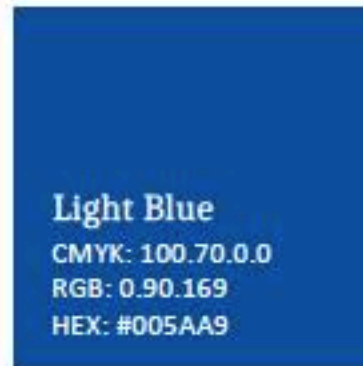
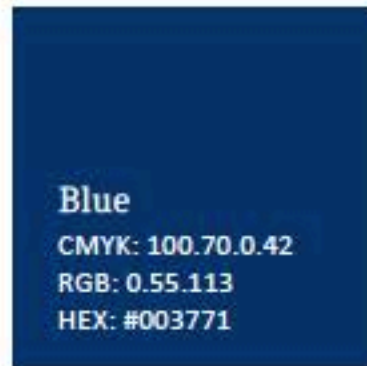
The clear space has been established to ensure visibility and impact of the logo.

Maintaining the clear space zone between the logo and other graphic elements such as type, images and other logos ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

Wherever possible, leave even more space around the logo than required by the minimum indicated for maximum impact.

Color

Positive Version



Negative Version



Black

Positive Version



Colour Palette

The Blue Mission Banos colours are a distinct and crucial part of the identity and make the brand instantly recognizable. When applied consistently, the colors provide a strong visual link across various materials and communications.

Use of colours not specified within this brand report is forbidden.

Solid black version should be replaced whenever possible with 90% black.

Core Colour Palette

The colors are specified for offset printing on white paper (CMYK) and for use on screen and web (RGB & Hexadecimal).

When reproducing the colours on different material (eg: signage), always make sure the colour visually matches these approved colors.

Positive Version


**BLUE
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**BLUE
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Negative Version


**BLUE
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BANOS**


**BLUE
MISSION
BANOS**

**Supporting the Mission
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Positive Version



**Supporting the Mission
Ocean Lighthouse in the
Baltic and North Sea Basins**

Negative Version

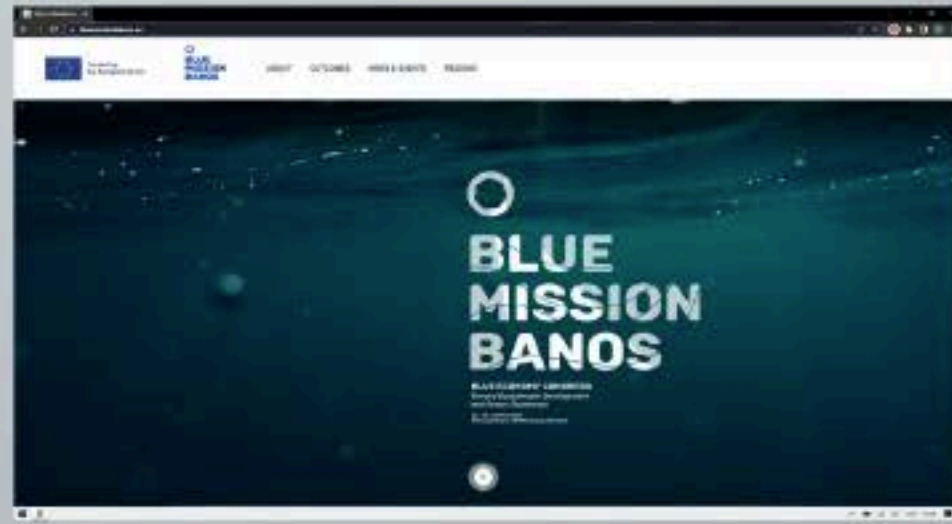


**Supporting the Mission
Ocean Lighthouse in the
Baltic and North Sea Basins**



Container Version

There are situations in which the background designs can compromise the legibility of the brand. To ensure its contrast, a version of the logo has been created on a container rectangle in its different versions to be used according to need.





DO NOT change the aspect ratio of the logo.



DO NOT infringe on the free space of the logo.



DO NOT change the colours of the logo.



DO NOT place the logo on a background using an inappropriate version.



DO NOT place the logo in a low resolution.



DO NOT apply an effect to the logo.



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Baltic and North Sea Basins

DO NOT change the position of the logo's elements.



Supporting the Mission
Ocean Lighthouse in the
Baltic and North Sea Basis

DO NOT change any Typeface of the logo.

Don't's

Do use the logo according to the guidelines already set within this report brand.

On the left are shown a selection of possible scenarios as an example of where the brand uses are incorrect. Please pay attention.

Remember that any alterations to the shapes and colours of the symbol and typeface is forbidden.



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