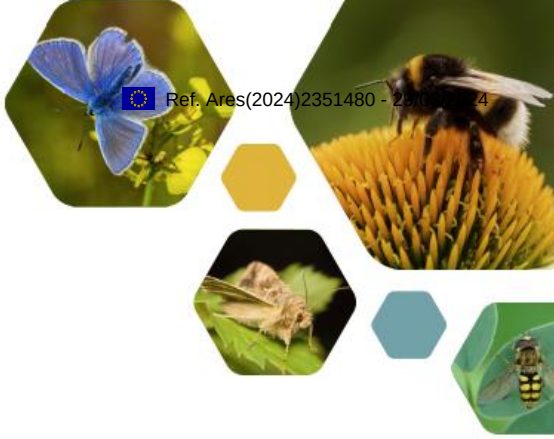

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WildPosh

D7.1 Project branding and website

20 March 2024

Lead beneficiary: Pensoft Publishers (PENSOFT)

Author/s: Monika Novkova, Teodor Metodiev, Slavena Peneva, Kremena Kaleva

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Prepared under contract from the European Commission
Grant agreement No. 101135238
EU Horizon Europe Research and Innovation Action

Project acronym:	WildPosh
Project full title:	Pan-European assessment, monitoring, and mitigation of chemical stressors on the health of WILD pollinators
Project duration:	01.01.2024 – 31.12.2027 (48 months)
Project coordinator:	Prof. Denis Michez, University of Mons (UMONS)
Call:	HORIZON-CL6-2023-BIODIV-01-1
Deliverable title:	Project branding and website
Deliverable n°:	D7.1
WP responsible:	WP7 Communication, knowledge exchange and impact
Type of the deliverable:	Report
Dissemination level:	Public
Lead beneficiary:	Pensoft
Due date of deliverable:	M3
Actual submission date:	20.03.2024

Deliverable status:

Version	Status	Date	Author(s)
1.0	Draft	06.03.2024	Novkova, Metodiev, Peneva, Kaleva PENSOFT
1.1	Review	08.03.2024	Reverté Saiz, Michez UMONS
1.2	Final	20.03.2024	Novkova, Metodiev, Peneva, Kaleva PENSOFT

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Preface

This document is a deliverable for the WildPosh project, funded under the European Union's Horizon Europe Research and Innovation Action under grant agreement No. 101135238.

The aim of this document is to present the WildPosh branding, visual identity and website as key tools in the project's communication and dissemination activities.

Summary

WildPosh is a multi-actor, transdisciplinary project whose overarching mission and ambition are to significantly improve the evaluation of the risk to wild pollinators of pesticide exposure, and enhance the sustainable health of pollinators and pollination services in Europe. To lay a solid foundation for the communication and dissemination efforts of the project, a collection of branding and visual identity tools, as well as a project website will be developed within the first months of the project.

Within the first three months, a project website, visual identity guide (including logo, fonts, and visual elements), corporate PowerPoint, Milestone and Deliverable templates, printable poster and two-pager, stickers and dedicated social media channels were developed. These outputs will create a coherent and appealing visual project identity, engage the public, and host project results. The website, social media and all templates are centred around the visual identity guide which provides a detailed description of fonts, colours and use of the logo.

List of abbreviations

EU	European Union
IR	Internal Repository

1 Visual identity guide

The visual identity guide (see Annex 1) contains important elements of project branding developed during the first three months of the project. It sets the tone for the project's future outreach activities and illustrates how to create materials which evoke the project's mission. It aims to guarantee that consortium partners can easily and consistently apply the project's visual identity and ensures they have the available tools to create impactful messages.

The manual safeguards the project's visual identity by serving as a reference point for the production of future materials, such as presentations, internal and external project documents, promotional materials and others. It provides instructions for the proper use of the WildPosh logo based on several possible scenarios. It also contains the project's colour scheme and typography, as well as the type of images which should be used when representing WildPosh (Fig. 4).

1.1. Logo

WildPosh's logo (Fig.1) was designed with the aim of creating a recognisable, memorable, and visually pleasing impression of the project. It was inspired by the purpose and methods of the project – featuring icons of different wild pollinators and a Florence flask. Given that WildPosh builds on the recently concluded PoshBee project, the logo is intentionally designed to resemble the one of PoshBee.

Different versions of the logo were developed, with and without colours in order to fit different backgrounds and materials:

Figure 1: *WildPosh Logos in colour and in black and white.*

1.2. Colours and fonts

Orange, Blue, Green and Black were selected as primary colours for the project colour scheme used in the logo, website and various templates. The main colours can be seen on Fig. 2:

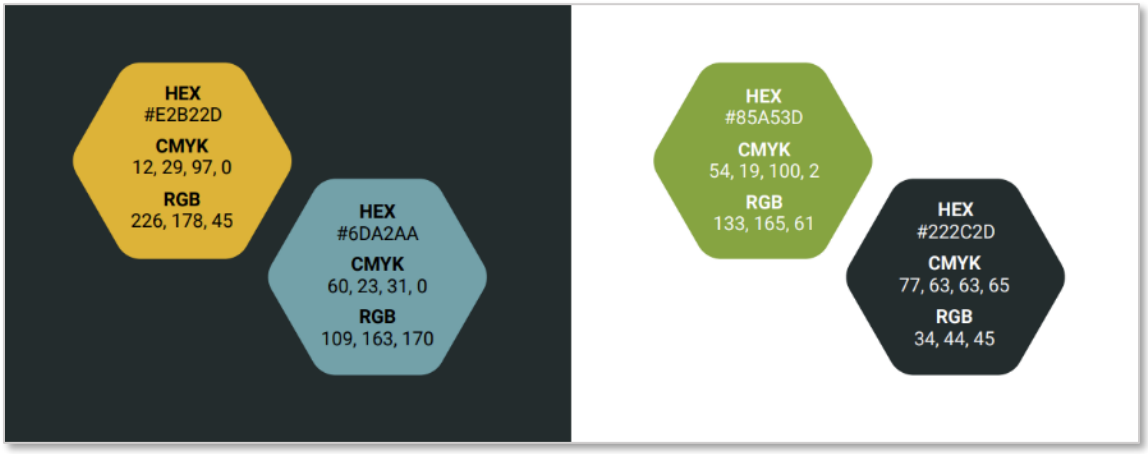

Figure 2: *WildPosh colour scheme (taken from the visual identity guide).*

Comfortaa was selected as font for use in the logo, website and promotional materials, while *Montserrat* and *Arial* (Fig. 3) were selected as fonts for deliverables, milestones and presentations:

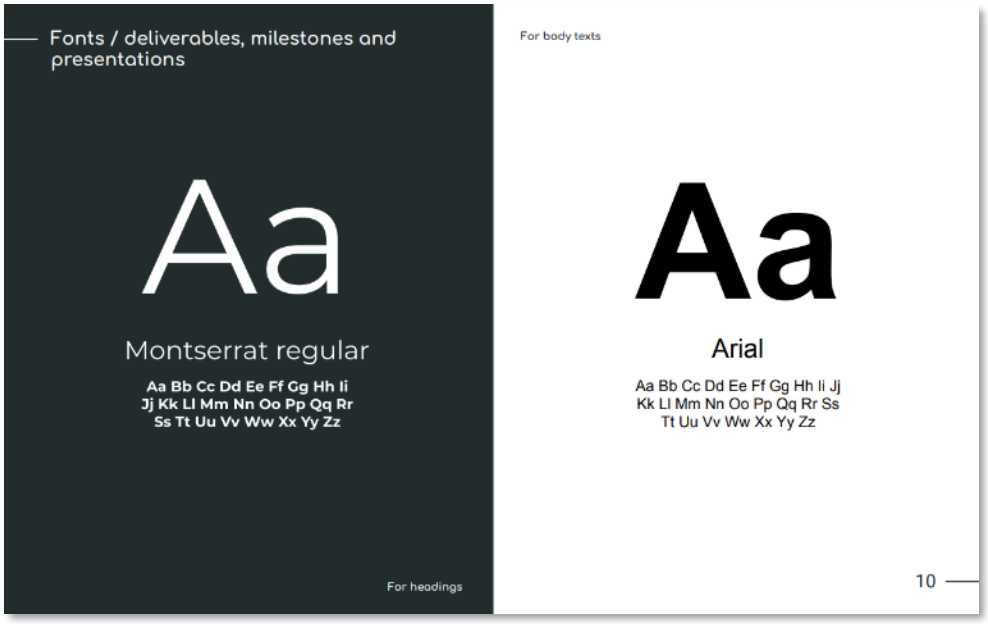

Figure 3: *WildPosh fonts (taken from the visual identity guide).*

1.3. Visual elements

The visual identity guide presents relevant visual elements for use in presentations and branding materials (Fig. 4).

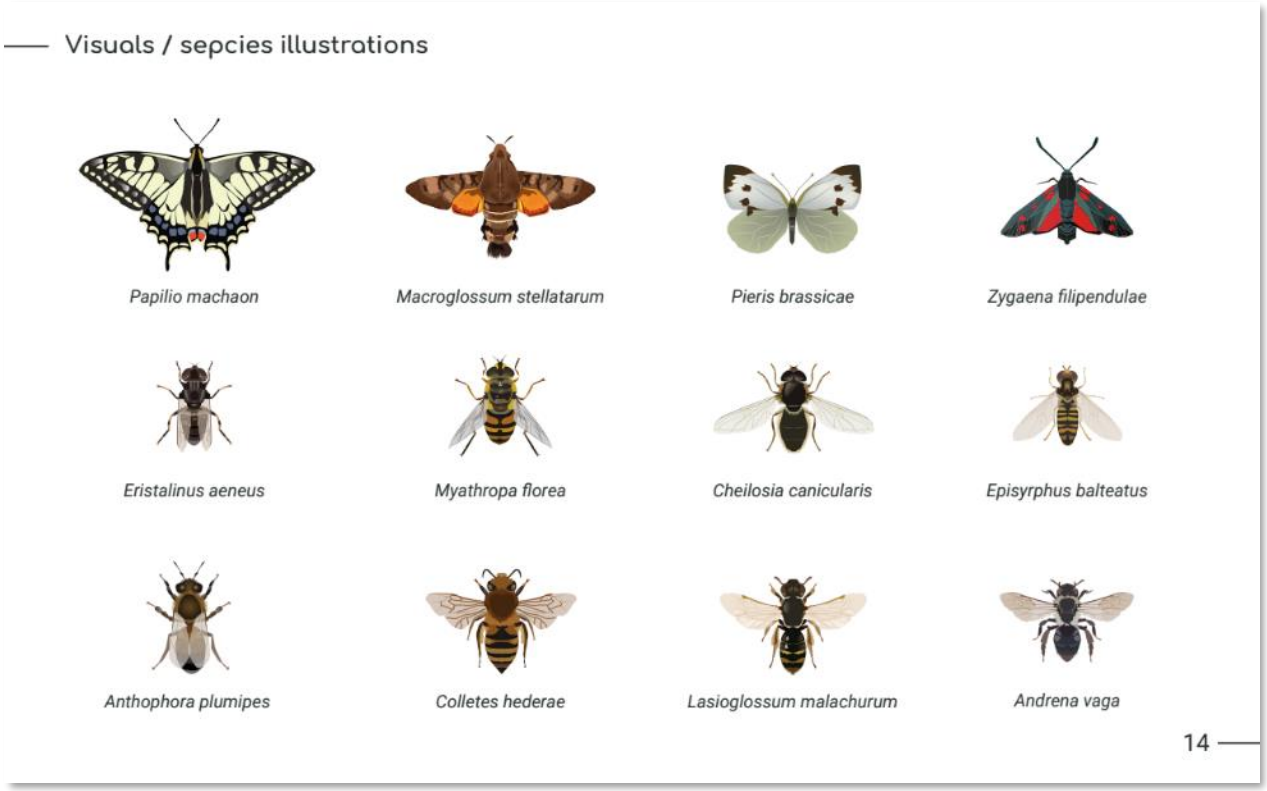

Figure 4: *WildPosh visuals (taken from the visual identity guide).*

2 Templates and promotional materials

Templates (Presentation, Deliverable, Milestone) and Promotional Materials (Poster, Two-pager, Sticker) were also developed for use by the consortium.

2.1 Templates

WildPosh templates are created for use in external and internal documentation of project progress or activities. The Deliverable, Milestone, and Presentation templates (Fig. 5) include instructions for font size, referencing, and formatting. They were designed in a tailored manner to guarantee they fit the content requirements of each respective document and the context in which it is used. The templates also employ the project's logo, corporate colour palette, typography and visuals.

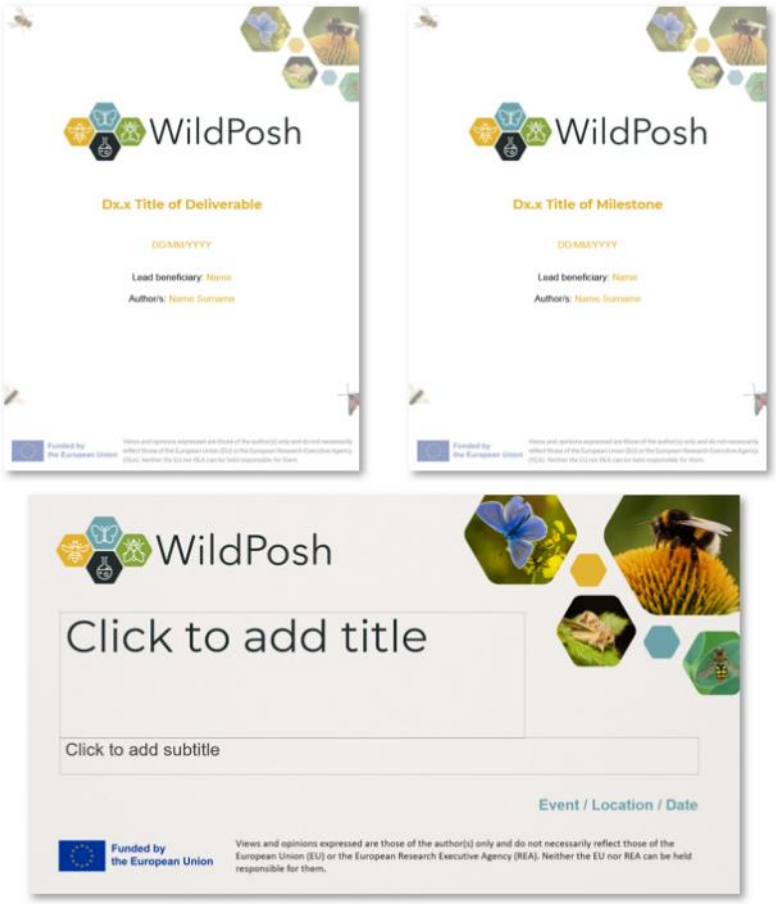

Figure 5: *WildPosh templates (Deliverable, Milestone, Presentation).*

2.2 Promotional materials

Project-specific promotional materials were developed for distributing among the consortium during the project kick-off meeting and in all future events with WildPosh participation. The following promotional materials were developed:

- **WildPosh Stickers** (Fig. 6) – the WildPosh sticker holds the design of the project's logo and has been specifically designed to support the overall presentation of WildPosh during in-person events, presenting a simple and effective mechanism for building project awareness.
- **WildPosh Two-pager** (Fig. 7) – The two-pager contains a general overview of WildPosh, a summary of the work packages, alongside the vision, mission and goal of the project. It is designed as an accessible introduction to the project at in-person events.
- **WildPosh Poster** (Fig. 8) – Similar to the two-pager, the poster gives an overview of the most important information of the project and is suited for hanging around conferences and other in-person events.
- *WildPosh Roll-up banner* – The roll-up banner is a large, attention-grabbing promotional material ideal for conferences, workshops and seminars. The

WildPosh roll-up is yet to be designed, however, it will be made available on the project website.

Figure 6: *WildPosh sticker.*

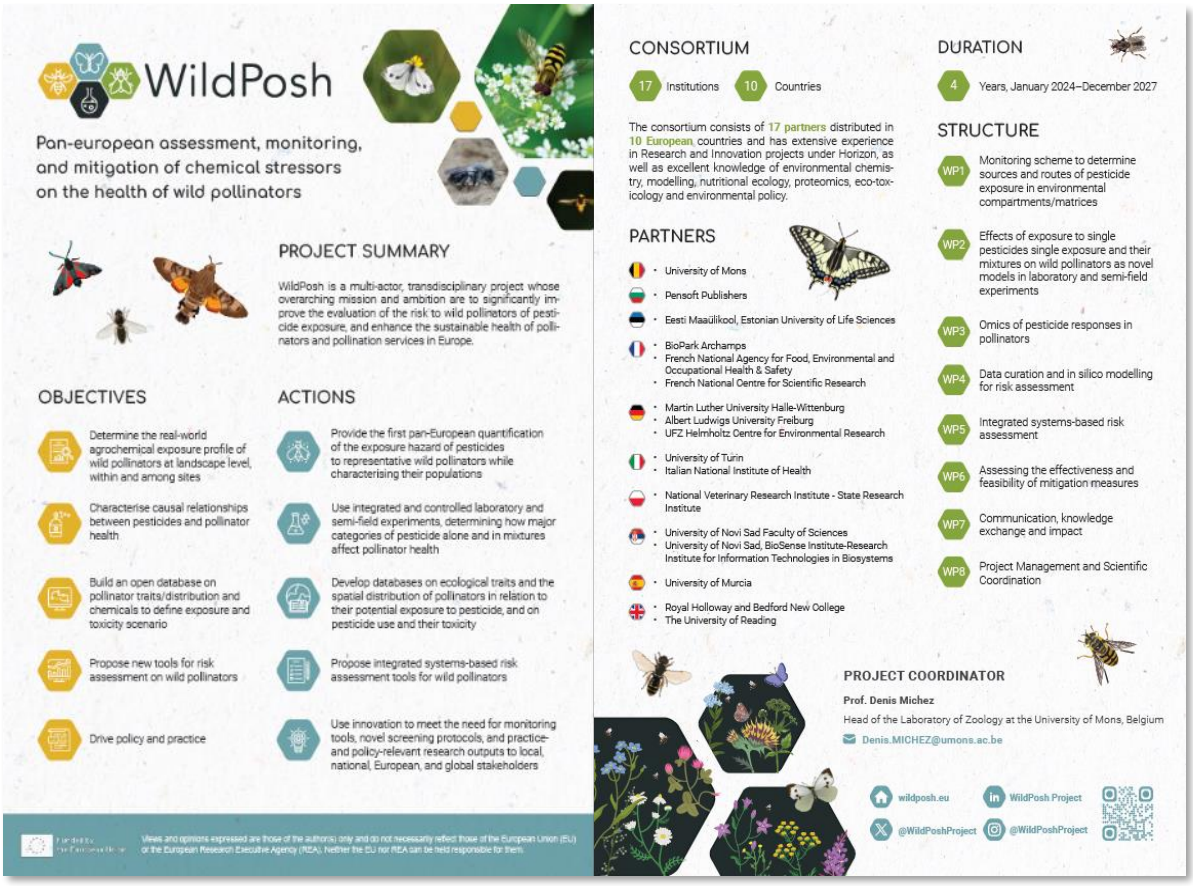

Figure 7: *WildPosh two-pager.*

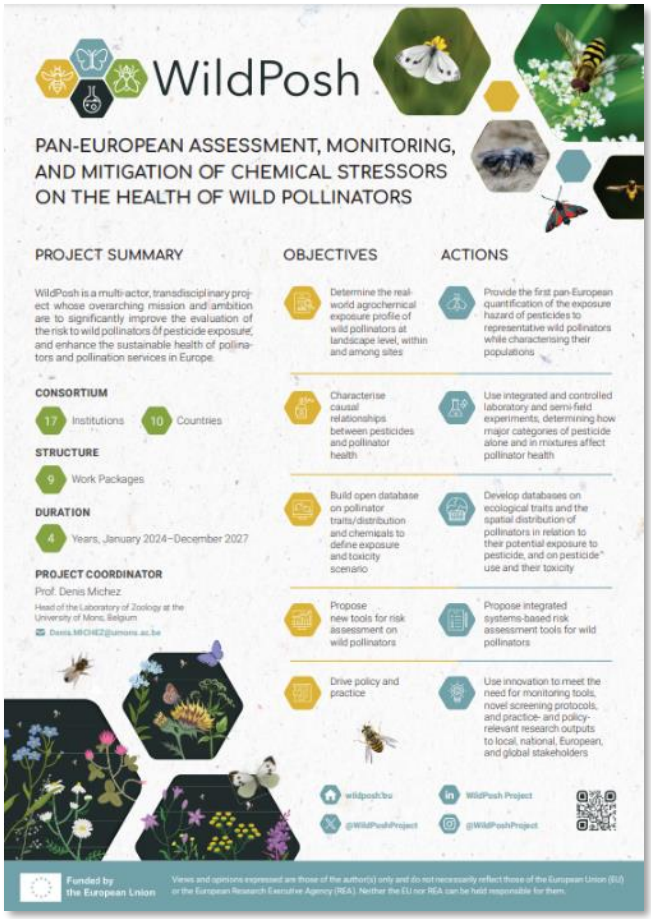

Figure 8: *WildPosh poster.*

3 Website and social media

The WildPosh website and social media channels are the principal way of communicating and disseminating project outputs, news and events. Their aim is to provide an aesthetically pleasing and user-friendly way for a wide audience to engage with WildPosh.

3.1 Website

As a main communication tool and a portal for all WildPosh-derived results, the project website will ensure:

- general dissemination of project goals, structure and results;
- secure storage in online libraries;
- community link with other EU Horizon projects;
- regular and interactive events.

The project website is hosted at www.wildposh.eu and is based on the visual guidelines highlighted in the visual identity guide. The landing page (Fig. 9) has a modern design and showcases some of the species WildPosh will work with.

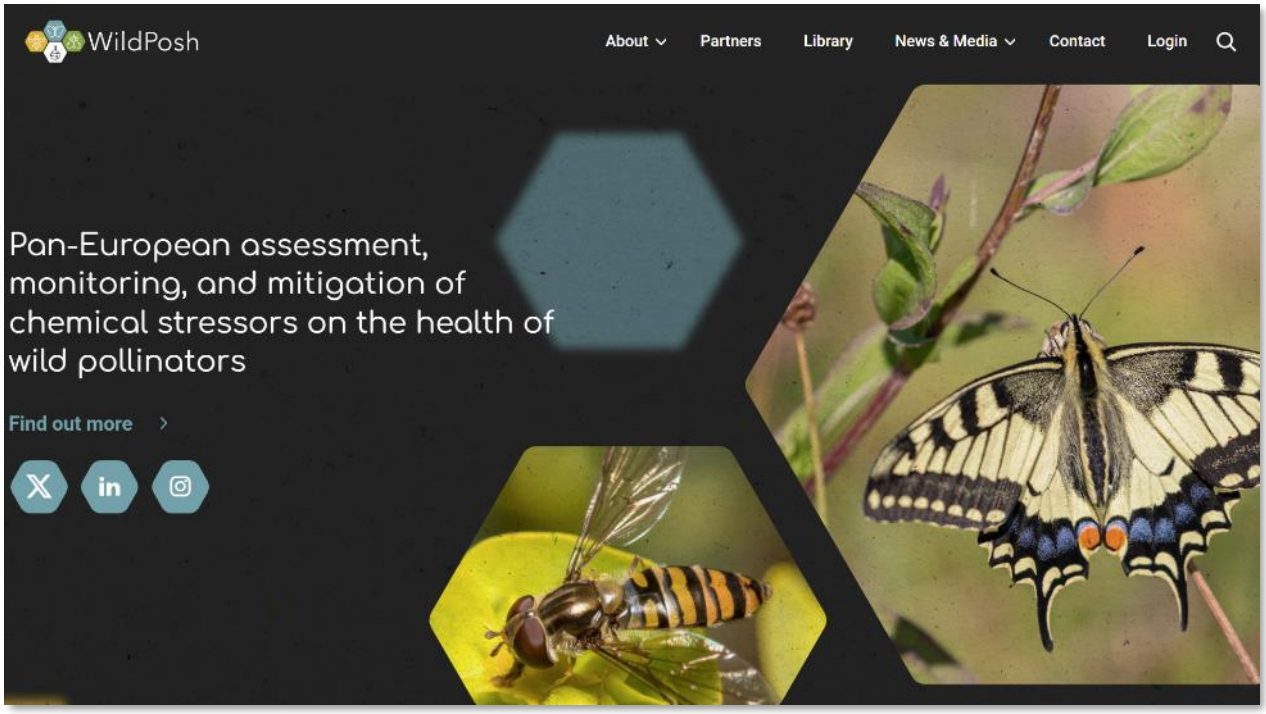

Figure 9: *WildPosh website homepage.*

The “About” section features background information regarding the project and its goals, as well as a general outline of the planned actions (Fig. 10). A brief summary of each work package can also be found at the bottom of the page.

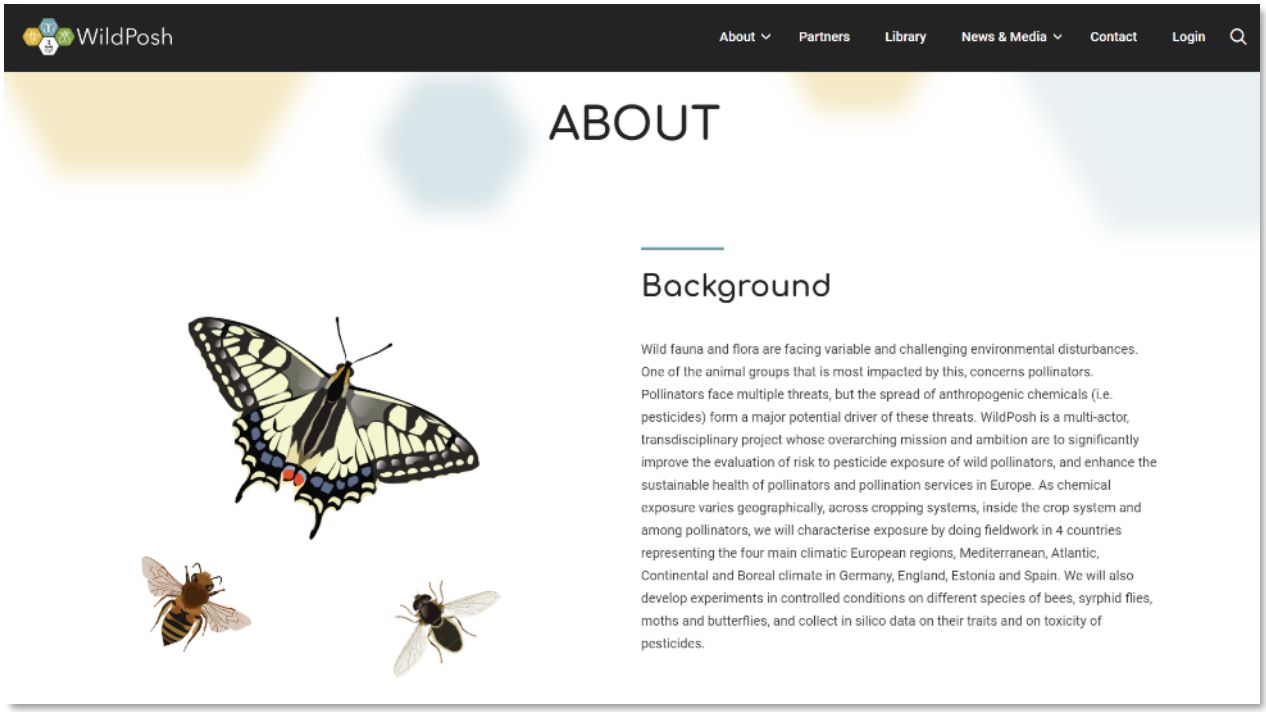

Figure 10: *WildPosh website "About" page.*

Additionally, the website features the following sections:

- **Partners** – a short description of each partner, their role in the project, and a link to their website;
- **Library** – an open repository for public project documents, publications, deliverables and outputs, as well as relevant scientific literature;
- **News** – a place for all news related to WildPosh such as job openings, participation in events, new project developments or outputs;
- **Events** – an interactive calendar including events (conferences, workshops, etc.) in which WildPosh takes part in as organiser, participant or guest;
- **Media Centre** – hosts WildPosh promotional materials, gallery, videos, newsletter, and other media outputs;
- **Contact** – features the contact details of Prof. Denis Michez, project coordinator, and Dr. Sara Reverté Saiz, project manager.

Finally, the website features a Login tab, which gives consortium members access to an internal repository. The project's internal repository and communication platform are available only to project partners upon login (Fig. 11). Once the user has logged into their profile, they are provided access to the WildPosh mailing module, list of other registered users and storage area. The WildPosh IR features project administrative documents, Deliverables and Milestones, document templates, meeting documents, and reporting forms (Fig. 12).

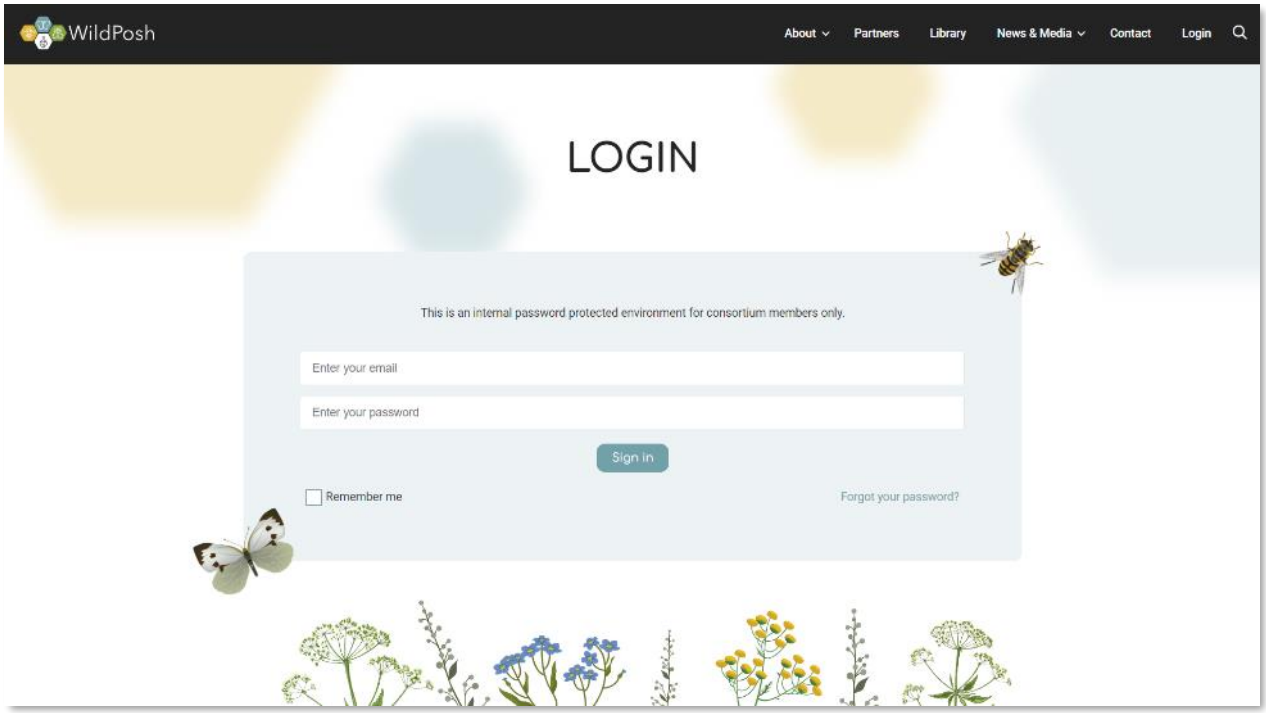

Figure 11: *WildPosh website internal repository.*

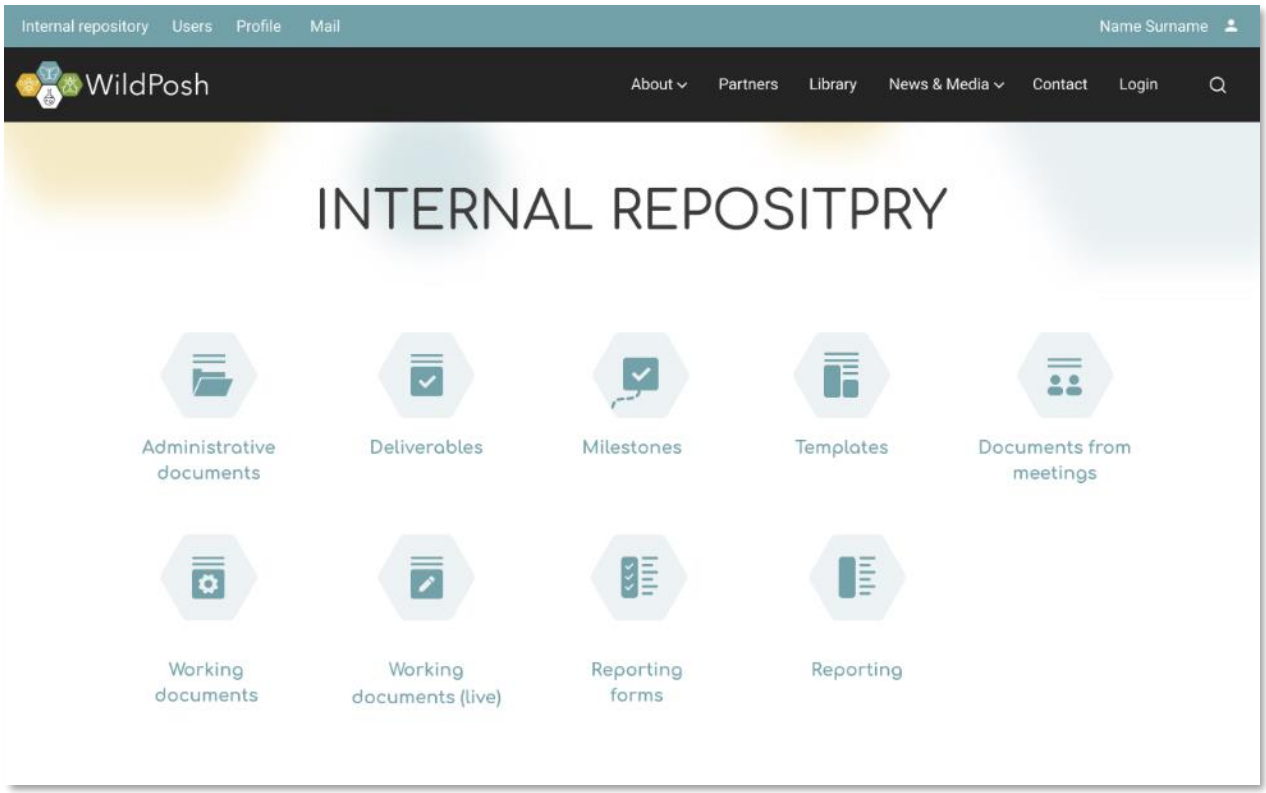

Figure 12: *WildPosh website IR features.*

As the project develops, new web pages and sections will be added to the website as needed.

3.2 Social media

WildPosh Social media outlets serve as one of the primary communication tools of the project. They are used to share relevant information about new project developments throughout the project duration, as well as about any events, workshops, news or publications. Making use of social media will maximise the online visibility of WildPosh and will enable the project to reach and engage the widest possible audience.

So far, WildPosh is on three social media platforms (Fig. 13):

- X / Twitter - @WildPoshProject
- LinkedIn – WildPosh Project
- Instagram - @wildposhproject

At a later stage of the project's duration, a YouTube channel will be developed, once relevant video outputs are present. In terms of appearance, all three accounts use the WildPosh logo as a profile picture, and a simple visual element as a header image (Fig. 13).

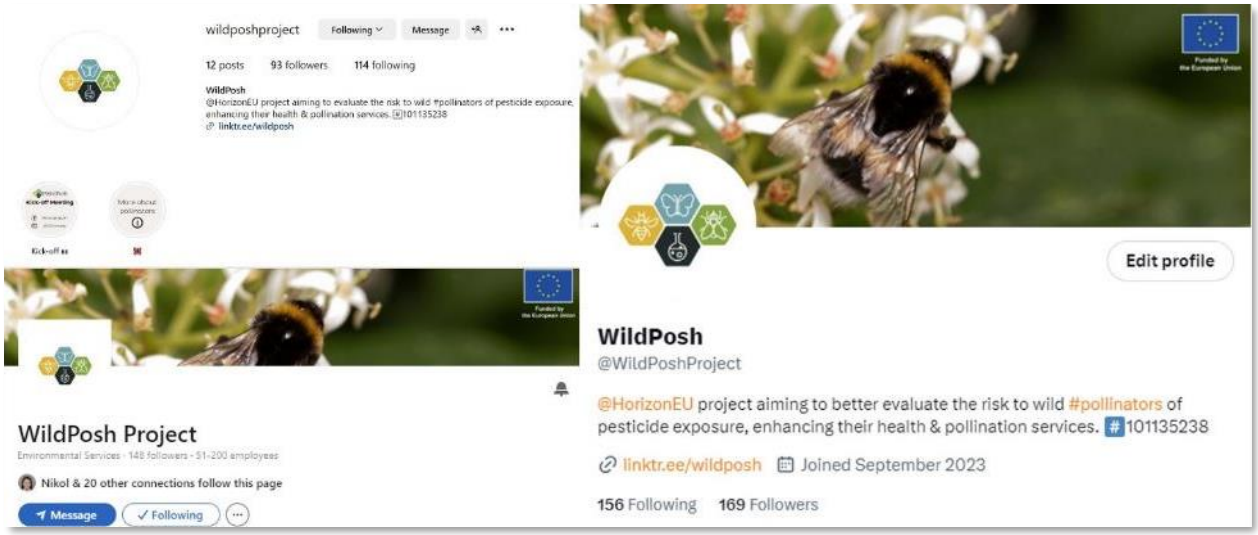

Figure 13: *WildPosh on Instagram, X and LinkedIn.*

4 Conclusion

Overall, the project branding and website were all inspired by the wild pollinator diversity theme of the project, creating a consistent, engaging and memorable visual identity. This deliverable outlines the project logo, colour scheme and fonts, visual elements, administrative templates, promotional materials, website and social media and the thinking behind them. Together, all these elements will serve as a base for communication, dissemination and exploitation of project results and engaging the public in project developments.

Annex 1

Visual Identity Guide

Brand Book

WildPosh

wildposh.eu

Contents

3 Logo

7 Colours

9 Fonts

11 Templates

12 Visuals

16 Branding

Logo / horizontal use

To be used on dark backgrounds

To be used on light backgrounds

Logo / vertical use

WildPosh

To be used on dark backgrounds

To be used on light backgrounds

WildPosh

Logo / monochrome

To be used on coloured backgrounds

To be used on coloured backgrounds

Funding Acknowledgment

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Detailed information here

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:

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Co-funded by the European Union

Funded by the European Union

Co-funded by the European Union

Funded by the European Union

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.

Colours / primary

HEX
#E2B22D

CMYK
12, 29, 97, 0

RGB
226, 178, 45

HEX
#6DA2AA

CMYK
60, 23, 31, 0

RGB
109, 163, 170

HEX
#85A53D

CMYK
54, 19, 100, 2

RGB
133, 165, 61

HEX
#222C2D

CMYK
77, 63, 63, 65

RGB
34, 44, 45

Colours / secondary

HEX
#F2EEE7

CMYK
4, 4, 7, 0

RGB
242, 238, 231

HEX
#EAB1B1

CMYK
6, 35, 21, 0

RGB
234, 177, 177

HEX
#3E3A75

CMYK
90, 90, 25, 10

RGB
62, 58, 117

HEX
#1A5258

CMYK
90, 55, 55, 30

RGB
26, 82, 88

Aa

Comfortaa 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

Comfortaa 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

For headings

For body texts

Aa

Roboto 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

Roboto 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 regular

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 headings

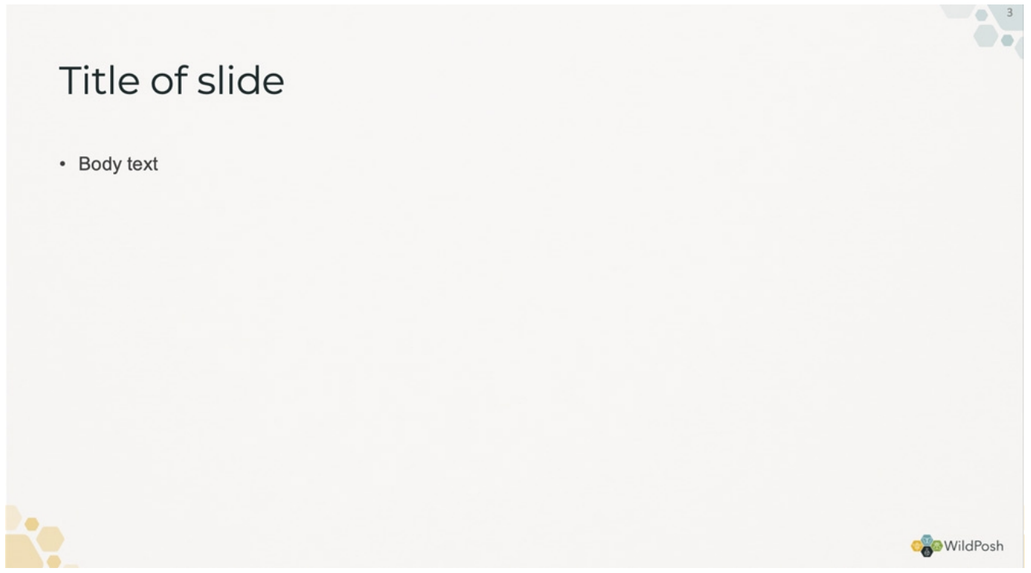
For body texts

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

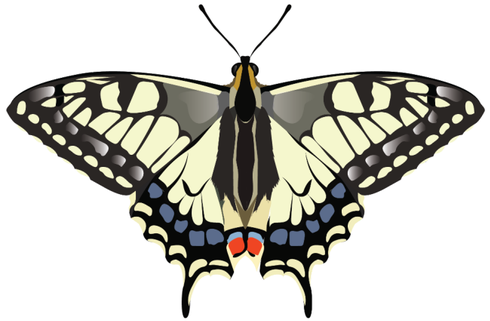
Templates/ presentation



Visuals / backgrounds

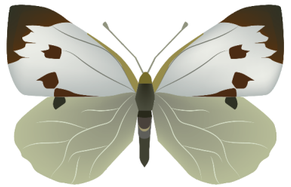
Visuals / general illustrations

Visuals / sepcies illustrations

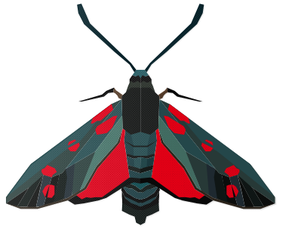


Papilio machaon

Macroglossum stellatarum



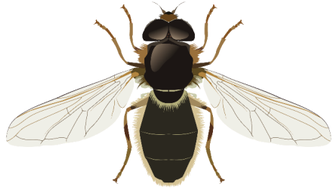
Pieris brassicae



Zygaena filipendulae

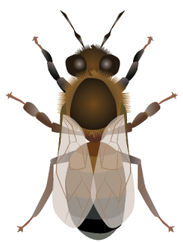
Eristalinus aeneus

Myathropa florea



Cheilosia canicularis

Episyrphus balteatus



Anthophora plumipes

Colletes hederae

Lasioglossum malachurum

Andrena vaga

Objectives

Determine the real-world agrochemical exposure profile of wild pollinators at landscape level, within and among sites

Characterise causal relationships between pesticides and pollinator health

Build open database on pollinator traits/ distribution and chemicals to define exposure and toxicity scenario

Propose new tools for risk assessment on wild pollinators

Drive policy and practice

Actions

Provide the first pan-European quantification of the exposure hazard of pesticides to representative wild pollinators while characterising their populations

Use integrated and controlled laboratory and semi-field experiments, determining how major categories of pesticide alone and in mixtures affect pollinator health

Develop databases on ecological traits and the spatial distribution of pollinators in relation to their potential exposure to pesticide, and on pesticide use and their toxicity

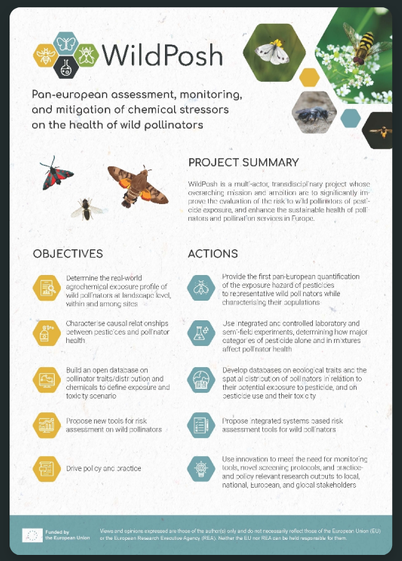
Propose integrated systems-based risk assessment tools for wild pollinators

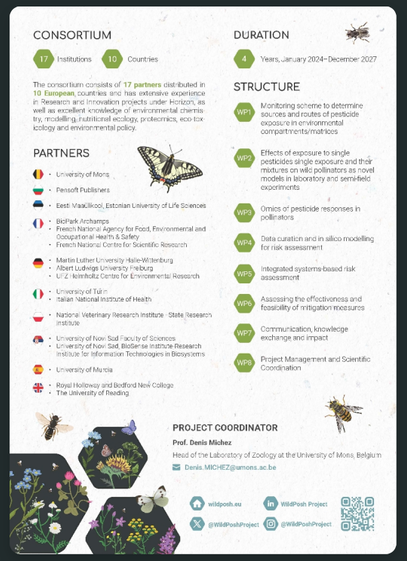
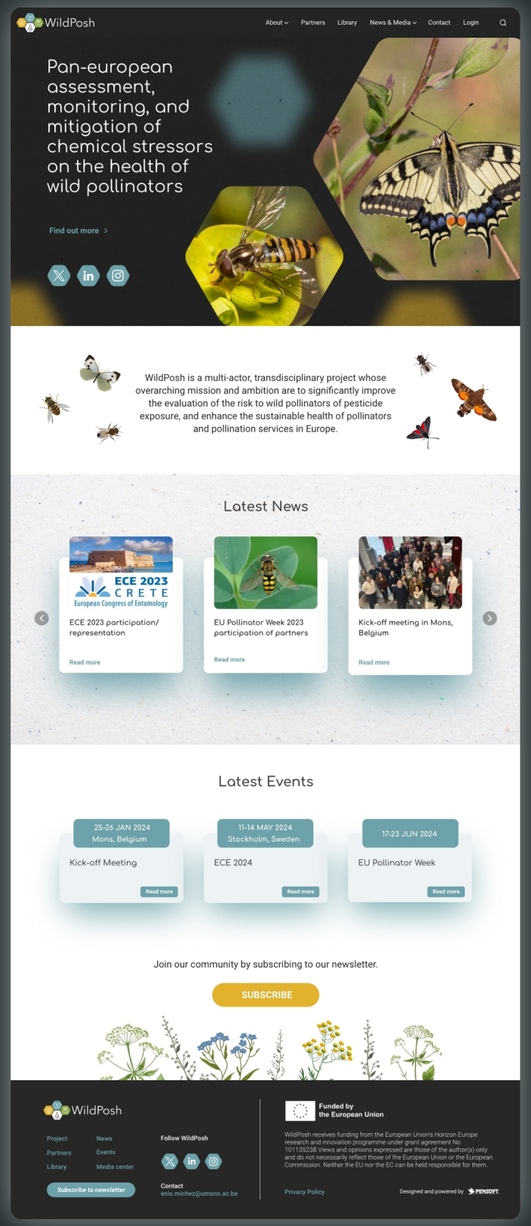
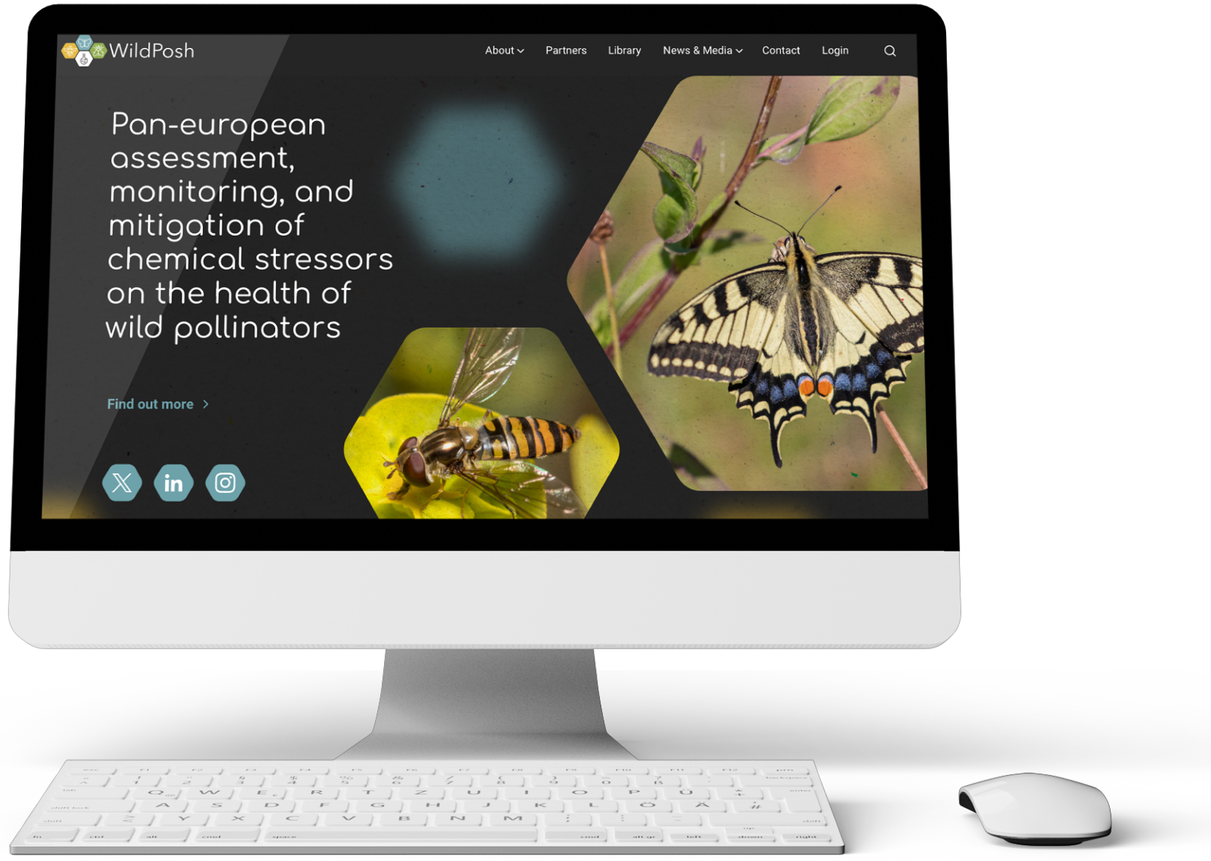
Use innovation to meet the need for monitoring tools, novel screening protocols, and practice- and policy-relevant research outputs to local, national, European, and global stakeholders

Branding/ sticker

Branding/ poster

Branding/ two pager





Branding/ website