FORCOAST

Earth Observation Services For Wild Fisheries, Oystergrounds Restoration And Bivalve Mariculture Along European Coasts

PROJECT DELIVERABLE REPORT

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Deliverable Title: Project Identity and Specific Project Website
Author(s): Deltares
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FORCOAST Project Information	
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Project acronym	FORCOAST
Grant agreement number	870465
Project coordinator	Ghada El Serafy, Deltares
Project start date and duration	1st November 2019, 30 months
Project website	https://forcoast.eu/

Deliverable Information	
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Deliverable title	Project Identity and Specific Project Website
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Executive Summary

This deliverable D7.1 refers to task 7.1 (Development of project identity). It comprises the creation of a corporate identity to the project in order to ensure a common graphic line. The material produced to fulfil this goal consists of:

- A website that will be updated throughout the course of the project;
- Social media presence in different channels for dissemination purposes;
- A logo that transmits to the observer a clear idea of the sectors FORCOAST is targeted to;
- Presentation template, in order to make the project recognisable when presented in public;
- Deliverable template to keep report consistency;
- A leaflet that works as introductory dissemination material.

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1 Introduction

The achievement of a specific project identity along an appealing common graphic line for the entirety of the project was approached from different angles that together provide integrity to the project. The first action was to define a graphic design scheme, different shades of blue are used as predominant colour palettes in the different materials, representing the FORCOAST link with the ocean environment. The established graphic designed is used internally (i.e. reporting) and, more importantly, publicly so the viewers can relate the project with its marine environment nature. The logo, website, templates and leaflet follow the aforementioned design line and are explained in more detail in subsequent points.

2 Project Identity

2.1 Logo

The project logo (Figure 1) was one of the first elements to be designed since it acts as the first visual contact of FORCOAST. It was designed accounting for the three major fields FORCOAST is present in, as the project title reads: wild fisheries, oystergrounds restoration and bivalve mariculture. They are represented in the logo in the same order, depicting three icons that identify those three sectors. Above the iconography, the project acronym 'FORCOAST' completes the logo.

Figure 1: FORCOAST logo

2.2 Project Templates

2.2.1 Deliverable Templates

Standardized templates are used for every deliverable, including this one. It is characterized by the cover page that features the established colour scheme, a header and footer on every page with the FORCOAST logo on the top left corner, the deliverable number on the top right corner and the EU flag and the details of the EU grant supporting the FORCOAST project.

2.2.2 Presentation Templates

The presentation templates include the project name with its logo as well as the title of the presentation, the name of the presenter, organization and logo (Figure 2). At the bottom, the EU flag with the FORCOAST EU grant support is displayed in every slide.
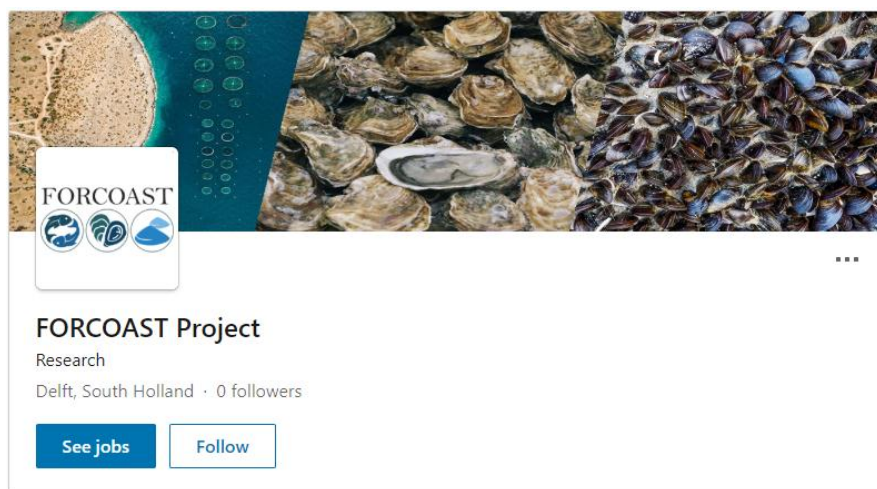
Figure 2: FORCOAST presentation template

2.3 Social Media

FORCOAST is already present in different social media channels, which will make the project more reachable and visible to a broader audience. The two main platforms where FORCOAST updates about the project, related events and news will be made are LinkedIn and Twitter.

LinkedIn (Figure 3): https://www.linkedin.com/company/forcoast/

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870465.

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Figure 3: FORCOAST LinkedIn home page

Twitter (Figure 4): https://twitter.com/forcoast_eu

Figure 4: FORCOAST Twitter home page

2.4 Project Leaflet

Figure 5 shows the first leaflet produced to promote the FORCOAST project. On it, brief information about the project is provided in a small space, with the intention of making it easily accessible to a large number of potentially interested stakeholders.

The leaflet colour scheme consists of different shades of blue, in accordance with the project identity and dissemination elements.

The leaflet is composed of three parts. The top part shows the project logo and displays three pictures representing the three project targeted sectors in the same order of appearance in the project name and logo, from left to right. The intention of depicting the three project sectors is to make the reader associate the project identity with the sectors that can be improved by the implementation of the foreseen FORCOAST services.

In the lower-middle part of the leaflet the full title of the project is displayed, along with a brief description of FORCOAST, its goal and who is involved in it. All this information is presented in a simple yet concise way to give a first overview of the project and create a first impression in the reader where the key elements are well defined.

Lastly, at the bottom of the leaflet a footer is placed with the FORCOAST website address, Twitter and LinkedIn accounts, and contact information (info@forcoast.eu) where people can forward their comments or questions about the project. Below, the EU flag is depicted along with the FORCOAST EU grant support information.

Figure 5: FORCOAST first leaflet draft

2.5 Specific Project Website

A dedicated website for the FORCOAST project has been created as one of the main tools for dissemination of the project activities, it has been established in the following address: https://forcoast.eu/

The FORCOAST website contains public domain information such as a description of the project in the home page (Figure 6), project members , work packages explanation and description of the eight different pilot sites, including illustrativepictures. Furthermore, there are sections for public deliverables and publications that will be updated as such material is produced. Lastly, in the news and events section, information about the involvement of FORCOAST in different events is displayed, along with relevant news related to the project evolution, results and impact. All these elements can be accessed via the website top menu which can be seen in Figure 6. With this approach, the FORCOAST website will stay as the main source of obtaining updated information about the project.
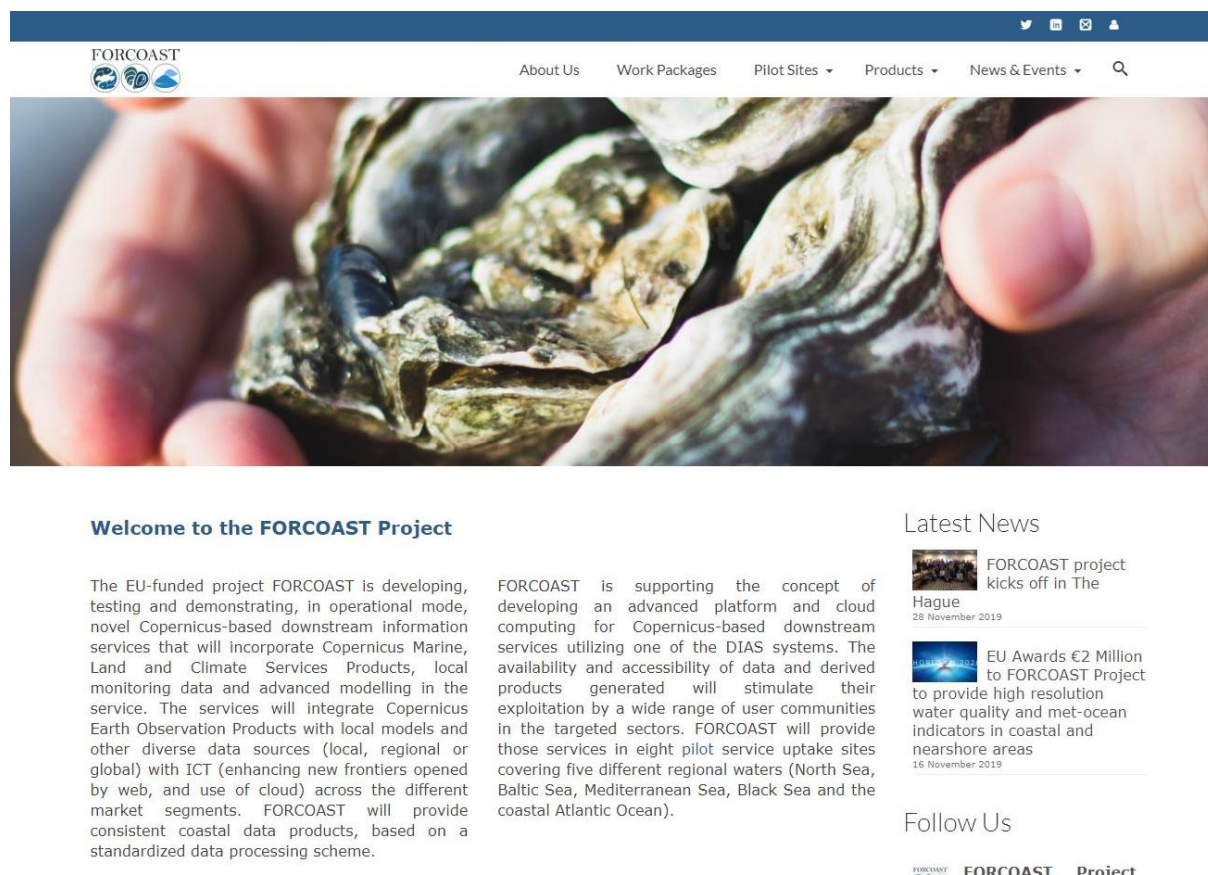

Figure 6: FORCOAST website home page

The different website sections are available via the top menu, some of them being:

- Partners: https://forcoast.eu/about-us/
- Work Packages: https://forcoast.eu/work-packages/
- Pilot sites: https://forcoast.eu/pilot-sites/
- Deliverables: https://forcoast.eu/products/deliverables/
- News and Events: https://forcoast.eu/news-events/
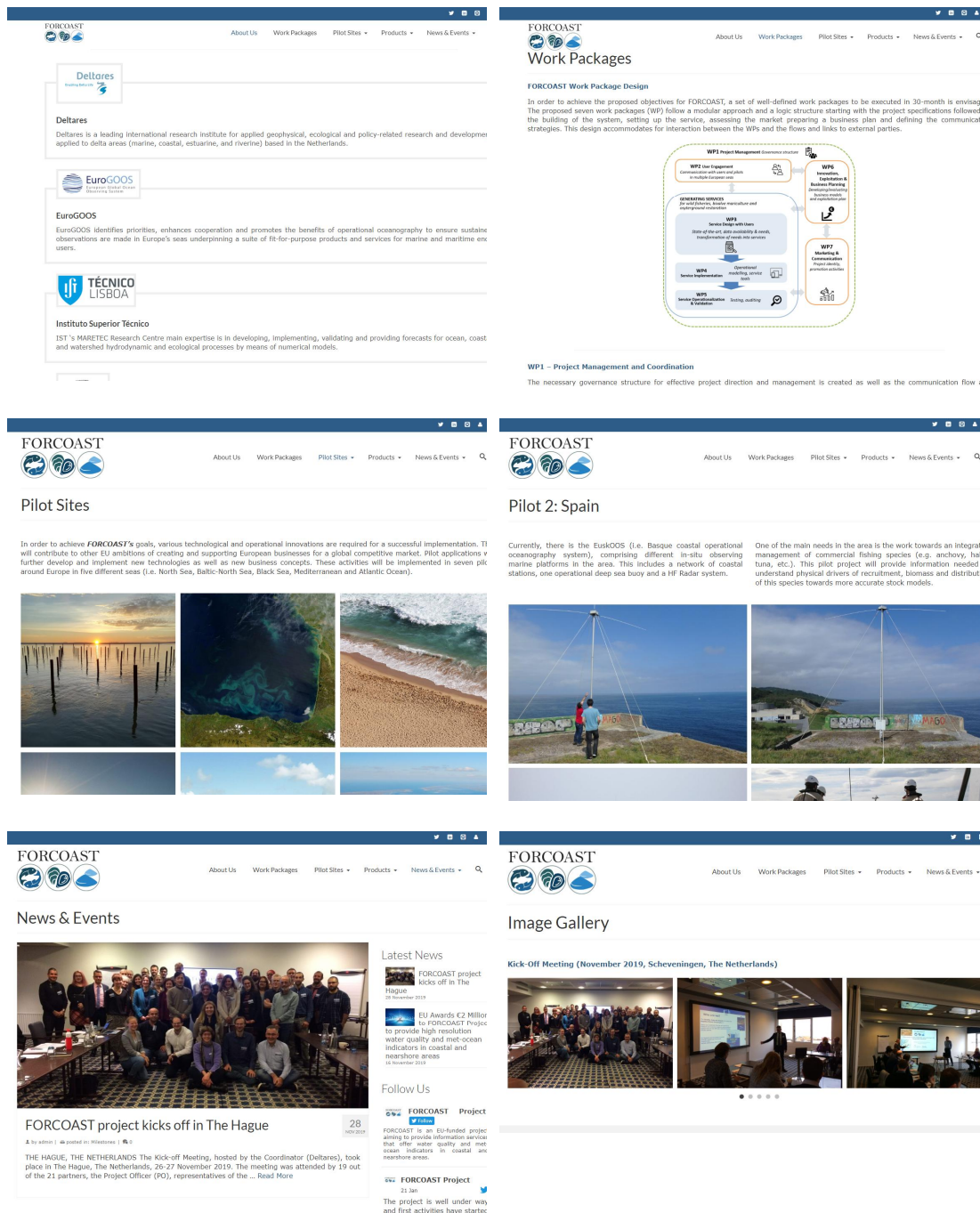- Image Gallery: https://forcoast.eu/image-gallery/

Figure 7: Various FORCOAST website sections

At the bottom of each page information about EU grant support is displayed, as well as links to Privacy Policies, Disclaimer, General Terms and Conditions and Cookies Policies to review how the user information is treated. (Figure 8).

Figure 8: EU grant information and links on user information at the website footer

In order to integrate the different dissemination activities, at the top right corner of the website there are links to the FORCOAST project twitter (https://twitter.com/forcoast_eu), LinkedIn (https://www.linkedin.com/company/forcoast/) and a contact email (info@forcoast.eu) for the website visitors as a direct information source where they can forward their queries and comments. As a last element in the top right corner area, there is a link to a login area restricted to FORCOAST members only (Figure 9).
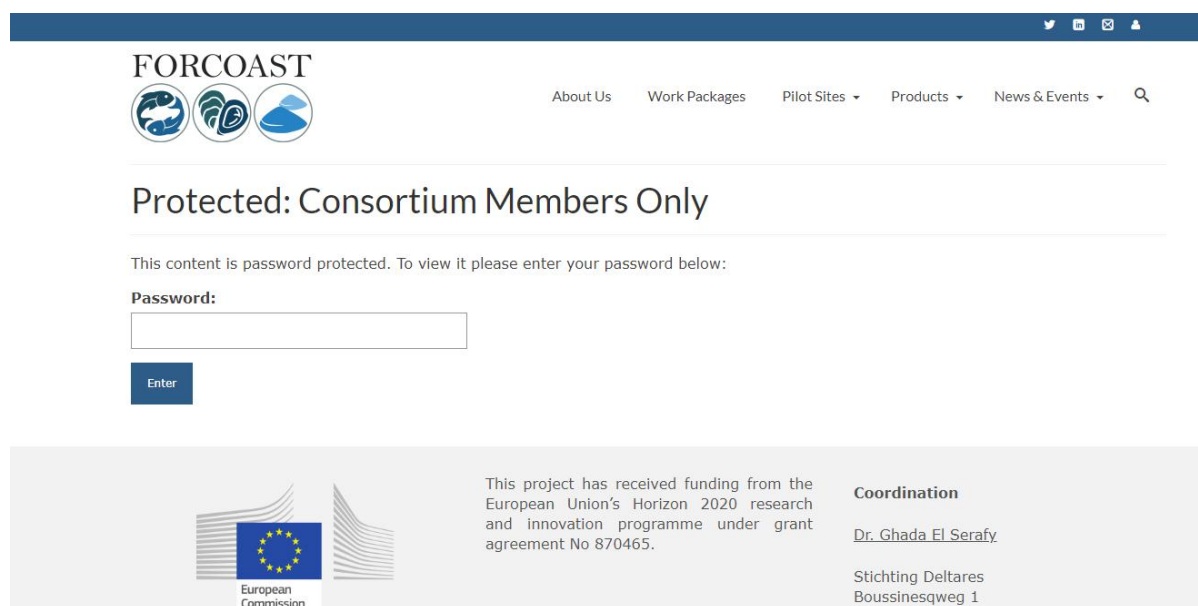

Figure 9: Website login area

This login area exclusive for members of the consortium gives access to the internal communication tools as well as useful links and FORCOAST material downloads.

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The FORCOAST website is adapted for mobile use (Figure 10) allowing for a clear disposition of its elements, making navigation via smartphones a suitable option. Every website feature is present in the mobile format, from the different sections to the links.
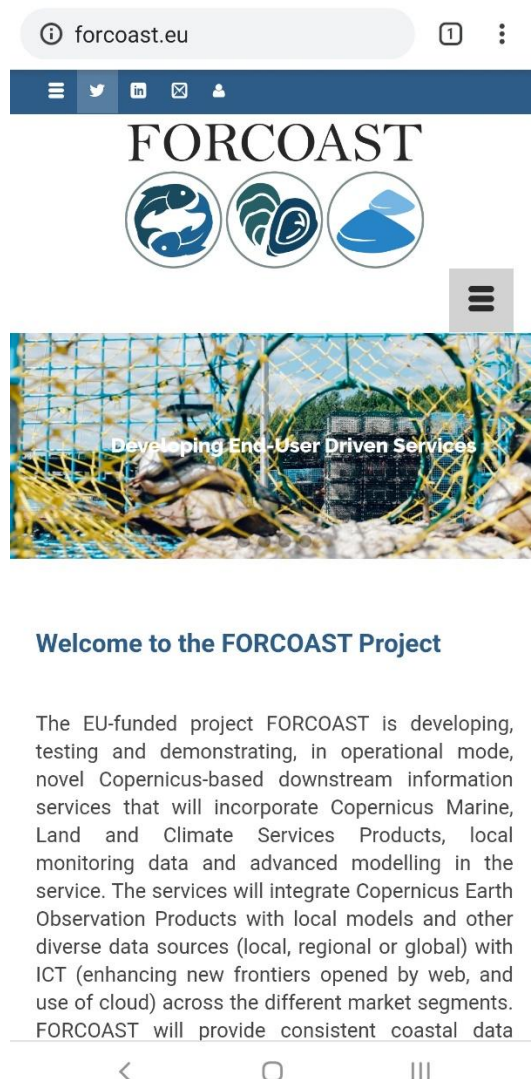

Figure 10: Mobile website version home page