

D6.4 COMMUNICATIONS MATERIALS (V1)

MYSUSTAINABLEFOREST

Project no.	776045
Project title	MySustainableForest
Project acronym	MySustainableForest
Start date of project	1 November 2017
Duration of project	36 months
Deliverable	D05 - D6.4
Due date of deliverable	31/01/2018
Actual submission date	08/02/2018
Organisation name of lead	EFI
Contractor for this deliverable	EC REA
Dissemination level	Public

Code:	MSF D05 - D6.4
Version:	v1
Date:	08/02/2018
Internal code:	GMV 20462/18



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776045

TECHNICAL REFERENCES

Project Acronym	MySustainableForest
Project Title	Operational sustainable forestry with satellite-based remote sensing
Project Coordinator	Julia Yagüe GMV mjyague@gmv.com
Project Duration	1 Nov 2011 – 30 Oct 2020 (36 months)
Grant Agreement	N0 776045

Deliverable Number	D6.4
Dissemination Level	Public
Workpackage	WP6
Task	
Lead beneficiary	EFI
Contributing beneficiary (ies)	GMV, RAIZ, CFRI, UFE, FOESNA, FOAL, CNPF, MADERA+, FOR A.
Due date of deliverable	Month 3 31st January 2018
Actual submission date	08/02/2018

COPYRIGHT NOTICES

©2017 MY SUSTAINABLE FOREST CONSORTIUM PARTNERS. ALL RIGHTS RESERVED. MY SUSTAINABLE FOREST IS A HORIZON2020 PROJECT SUPPORTED BY THE EUROPEAN COMMISSION UNDER CONTRACT NO. 774652. FOR MORE INFORMATION ON THE PROJECT, ITS PARTNERS AND CONTRIBUTORS, PLEASE SEE THE MY SUSTAINABLE FOREST WEBSITE. YOU ARE PERMITTED TO COPY AND DISTRIBUTE VERBATIM COPIES OF THIS DOCUMENT, CONTAINING THIS COPYRIGHT NOTICE, BUT MODIFYING THIS DOCUMENT IS NOT ALLOWED. ALL CONTENTS ARE RESERVED BY DEFAULT AND MAY NOT BE DISCLOSED TO THIRD PARTIES WITHOUT THE WRITTEN CONSENT OF THE MY SUSTAINABLE FOREST PARTNERS, EXCEPT AS MANDATED BY THE EUROPEAN COMMISSION CONTRACT, FOR REVIEWING AND DISSEMINATION PURPOSES. ALL TRADEMARKS AND OTHER RIGHTS ON THIRD PARTY PRODUCTS MENTIONED IN THIS DOCUMENT ARE ACKNOWLEDGED AND OWNED BY THE RESPECTIVE HOLDERS. THE INFORMATION CONTAINED IN THIS DOCUMENT REPRESENTS THE VIEWS OF MY SUSTAINABLE FOREST MEMBERS AS OF THE DATE THEY ARE PUBLISHED. THE MY SUSTAINABLE FOREST CONSORTIUM DOES NOT GUARANTEE THAT ANY INFORMATION CONTAINED HEREIN IS ERROR-FREE, OR UP-TO-DATE, NOR MAKES WARRANTIES, EXPRESS, IMPLIED, OR STATUTORY, BY PUBLISHING THIS DOCUMENT.

DOCUMENT STATUS SHEET

Version	Date	Pages	Changes
v1	08/02/2018	20	First version of the document

TABLE OF CONTENTS

1. INTRODUCTION	6
1.1. PURPOSE.....	6
1.2. SCOPE.....	6
2. APPLICABLE AND REFERENCE DOCUMENTS	7
2.1. APPLICABLE DOCUMENTS	7
2.2. REFERENCE DOCUMENTS.....	7
2.3. TERMS, DEFINITIONS AND ABBREVIATED TERMS.....	7
3. CORPORATE IMAGE	8
3.1. NAMING	8
3.2. LOGO.....	8
3.2.1. COLOUR VARIATIONS.....	9
3.3. COLOUR CODING.....	10
3.4. FONTS	10
3.5. ACKNOWLEDGEMENT OF EU FUNDING	11
4. WEBSITE	13
5. DOCUMENT TEMPLATES	14
5.1. WORD TEMPLATE.....	14
5.1.1. COVER.....	14
5.1.2. HEADER AND FOOTER.....	15
5.1.3. STYLES.....	15
5.1.4. BACK COVER.....	16
5.2. POWERPOINT TEMPLATE	16
5.2.1. TITLE SLIDE.....	17
5.2.2. SECTION HEADER.....	17
5.2.3. CONTENT.....	18
5.2.4. LAST SLIDE	18
5.2.5. LAYOUTS.....	19

LIST OF TABLES AND FIGURES

Table 2-1. Applicable Documents	7
Table 2-2. Reference Documents.....	7
Table 3-1. MySustainableForest Logo features	10
Table 3-2. MySustainableForest branding References	11
Figure 3-1. Concept evolution of MySustainableForest Logotype.....	8
Figure 3-2. MySustainableForest logotype	9
Figure 3-3. MySustainableForest Logotype versions	9
Figure 3-4. MySustainableForest Logotype colour coding.....	10
Figure 3-5. MySustainableForest Logotype Fonts.....	11
Figure 4-1. MySustainableForest website representation.....	13
Figure 5-1. MySustainableForest Word document front page	14
Figure 5-2. MySustainableForest Word document header	15
Figure 5-3. MySustainableForest Word document footer	15
Figure 5-4. MySustainableForest Word document styles	15
Figure 5-5. MySustainableForest Word document back cover.....	16
Figure 5-6. MySustainableForest PowerPoint document title slide	17
Figure 5-7. MySustainableForest PowerPoint document section header	17
Figure 5-8. MySustainableForest PowerPoint document content slide	18
Figure 5-9. MySustainableForest PowerPoint document last slide	18
Figure 5-10. MySustainableForest PowerPoint document layouts.....	19

1. INTRODUCTION

1.1. PURPOSE

In this document are developed the communications materials that are going to be used throughout all project development, by tailoring it to the features of each format. It has been set up an ad-hoc corporate branding for MySustainableForest project that embraces resources related to videos, European press releases, newsletters, brochures, international scientific papers, dissemination articles, website, articles, factsheets, and presentations, among others.

It also contains a definition of the project's visual identity and standard guidelines for the reproduction of such image across the outputs generated by consortium members in all the outreach actions.

All the communication tools are available for all consortium partners and shall serve as support and guidance for all of them.

1.2. SCOPE

This document is structured according to the following chapters:

- Chapter 1, defines the purpose of the document within the project.
- Chapter 2, recalls applicable and reference document to the present deliverable.
- Chapter 3, provides the details relative to the project's logo.
- Chapter 3, looks into the project's written documentation template.
- Chapter 4, describes the project's graphic presentations template.

2. APPLICABLE AND REFERENCE DOCUMENTS

2.1. APPLICABLE DOCUMENTS

The following documents, of the exact issue shown, form part of this document to the extent specified herein. Applicable documents are those referenced in the Contract or approved by the Approval Authority.

Table 2-1. Applicable Documents

Ref.	Title	Code	Version	Date
[AD.1]	Grant Agreement N° 776045—MySustainableForest	Ares(2017)5215 238	1.0	25/10/2017

2.2. REFERENCE DOCUMENTS

The following documents, although not part of this document, amplify or clarify its contents. Reference documents are those not applicable and referenced within this document. They are referenced in this document in the form [RD.X]:

Table 2-2. Reference Documents

Ref.	Title	Code	Version	Date
[RD.1]				

2.3. TERMS, DEFINITIONS AND ABBREVIATED TERMS

Acronym	Full term
CFRI	HRVATSKI SUMARSKI INSTITUT
CNPF	CENTRE NATIONAL DE LA PROPRIETE FORESTIERE
EFI	EUROPEAN FOREST INSTITUTE
FOAL	FOREST OWNERS ASSOCIATION OF LITHUANIA
FORESNA	ASOCIACION FORESTAL DE NAVARRA
GMV	GMV AEROSPACE AND DEFENCE SA
UFE	MENDELOVA UNIVERZITA V BRNE

3. CORPORATE IMAGE

3.1. NAMING

The branding procedure of MySustainableForest has comprised the creation of a range of necessary elements to make easy identifying and positioning the project.

The first one is the very name itself; each word of the project name is singled out in order to elicit the reader. MySustainableForest begins with the word “My” which impels the individual to personally get involved in the project’s cause, for instance, by caring for forests production in a more technological and advanced way. This word also represents an ownership sign, meaning not only rights, but also liabilities to make a respectful use of natural resources. The word “Sustainable” remains that the project is dealing with something somehow sensible, limited, fragile and finite that we should care for. Finally, the word “Forest” highlights the scope of the application in place.

MySustainableForest concept and project gathers a series of key words, linked to the forestry sector: earth, forests, green culture, information technologies, satellite observations, environmental management, sustainability, wood production industries, personal involvement and corporate responsibility.

The project’s written name emphasizes the letters M, S and F while its logo representation is separated.

3.2. LOGO

A logo is a recognizable and distinctive graphic design, stylized name, unique symbol, or other feature for identifying a specific message in a quick, intuitive and fast manner.

The concept behind the logo has experienced an evolution and several reviews, under the premise of a modern, accurate, minimal and technological style. Preliminary designs are shown in Figure 3-1 below.



Figure 3-1. Concept evolution of MySustainableForest Logotype

The MySustainableForest project’s logo has been developed to serve the overall communications strategy. Therefore, several elements have been taken into account, such as target audiences, objectives, focus areas, key messages and communication channels.

MySustainableForest image identity has been branded by the logo with the aim of ensuring quick and strong recognition of the project, in all external and internal communications. It is composed of the reduced nomenclature, an abstract view of the Earth surrounded by a satellite, and a descriptive tagline.

The chosen final version of the project’s logo is shown in Figure 3-2 below. It depicts an inner circle, representing planet Earth, covered by different iconographies which represent various forest types worldwide. Representing a variety of forests is important since products developed by the consortium for better forest management shall be applicable to forest with different species composition. The logo’s picture is completed by an outer circle, meaning the orbit of an Earth observation satellite which embraces the earth’s forests.

Its horizontal design facilitates the readability, keeping harmony between the logo elements while focusing on the name of the project.



Figure 3-2. MySustainableForest logotype

3.2.1. COLOUR VARIATIONS

A design catalogue has been released which contains different colour usages. The logo can be displayed in two green colour ranges or in black and white (positive and negative), with black background or with coloured background (in the tone of the logo, see Figure 3-3).

The guidelines and different formats of the logo are contained in Annex II. In order to ensure visual and corporate identity, templates for different uses (deliverables, meeting minutes and PowerPoint presentations) have been produced and distributed to the consortium partners.



Figure 3-3. MySustainableForest Logotype versions

The selection of this logo is not only based on aesthetic grounds, but it also meets a number of assessment criteria a good logo should satisfy.

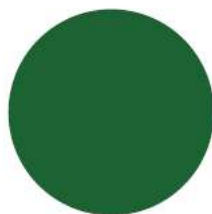
Table 3-1. MySustainableForest Logo features

Logo features	Criteria met
Readability and ability to stand out in different contexts (e.g. colour, black and white, and negative versions)	✓
Good performance both in small and big dimension	✓
Potential to evolve into other graphic materials (e.g. a graphic layouts for brochure, postcards, newsletters, website that are clearly inspired by the logo)	✓
Ability to convey the project's topic	✓
Uniqueness and ability to differentiate from other existing logos	✓

3.3. COLOUR CODING

Two specific colour tone of green has been selected to replicate the official logo, its adaptations and any other corporate material.

These dark and light green colours emphasize the purpose of reflect the variety of forests worldwide described in point 3.2.



CMYK. 86 36 100 30
 RGB. 30 99 50
 #1e6332



CMYK. 35 3 100 0
 RGB. 178 204 53
 #b2cc35

Figure 3-4. MySustainableForest Logotype colour coding

3.4. FONTS

The visual identity is also influenced by the used fonts. MySustainableForest logotype contemplates two font styles; these are Fira Sans and Corporate S. Both typographies have been chosen to meet the necessary criteria of legibility and are distinguished by the colours mentioned above.

They are sans serif typographies and they have different widths (bold and regular), in order to give a hierarchy of logo elements.

Fira Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Corporate S regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890



Figure 3-5. MySustainableForest Logotype Fonts

3.5. ACKNOWLEDGEMENT OF EU FUNDING

Any dissemination activities and publications released by MySustainableForest will (i) specify that the project has received Community research funding and (ii) display the European emblem.

For acknowledging the EU funding and branding EU, the EU flag and a reference text must be used. The following branding references have been developed for MySustainableForest (Table 3-2).

Table 3-2. MySustainableForest branding References

Ref No.	Label	Content
1	MySustainableForest Logo	 <p>My Sustainable Forest</p> <p>Earth observation services for silviculture</p>
2	Acknowledgement of EU Funding	This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 776045
3	EU Flag	
4	Acknowledgement of MySustainableForest Project for dissemination- scientific publications	The result presented in this paper is part of the MySustainableForest project (https://mysustainableforest.com/). This project has received funding from the European Union’s Horizon 2020 Research and Innovation programme under Grant Agreement No 776045

Ref No.	Label	Content
5	Acknowledgement of MySustainableForest Project for general communication purposes with media: press releases, project presentations and other media contacts	MySustainableForest is coordinated by GMV Aerospace and developed in coordination with 10 other partners: the Portuguese Forest and Paper Research Institute (RAIZ), the Croatian Forest Research Institute (CFRI), the University Forest Enterprise (UFE) of Mendel University in Brno, the Forestry Association of Navarre (FORESNA), the Forest Owners Association of Lithuania (FOAL), the French National Forestry Ownership Center (CNPF), Madera Plus company (MADERA+), Föra and the European Forest Institute (EFI).
6	Acknowledgement of MySustainableForest project for communication (press releases, technical literature papers and publications)	The information reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

4. WEBSITE

Regarding the purpose of opening a bidirectional channel of communication and provide a platform of continuing information, it has been designed and subsequently implemented an official website for the project.

Currently, this website provides basic information about the project and the partners who shape the consortium, it is headed by an earth observation satellite image which defines the main singularity of the project at a glance.

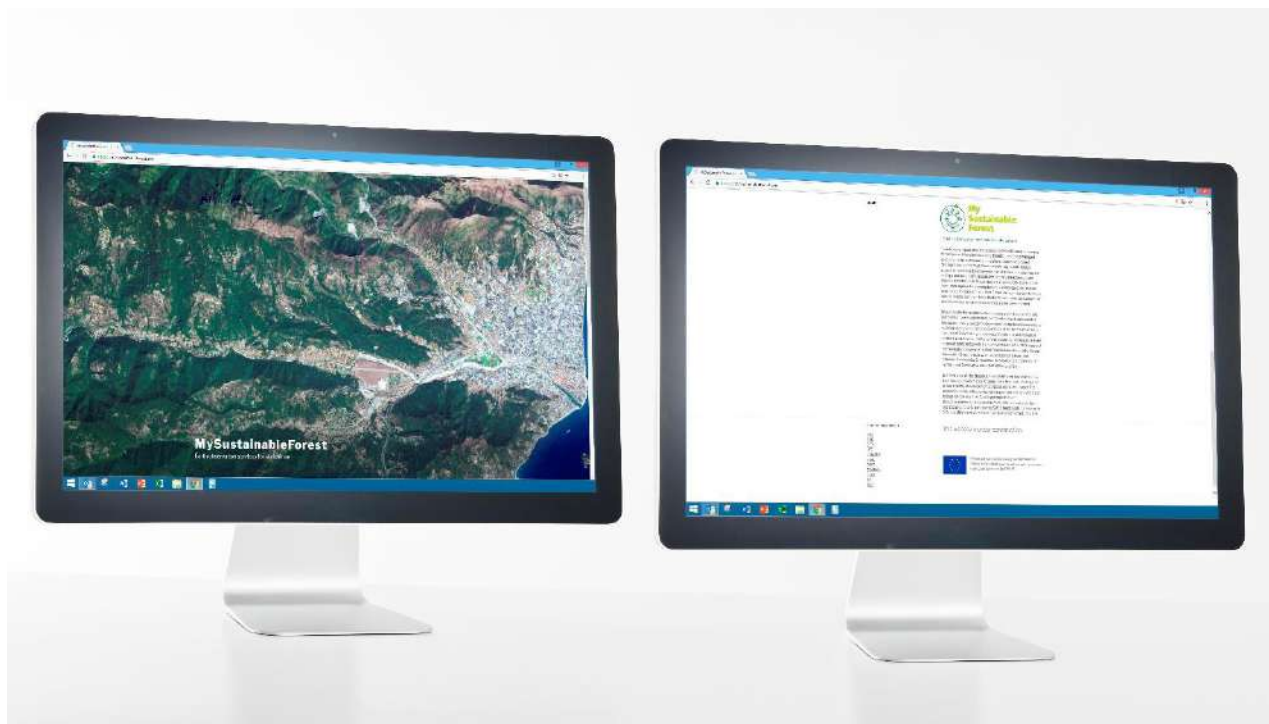


Figure 4-1. MySustainableForest website representation

The aim is feeding this media with content throughout the project development, so that it will gather the outputs, breakthroughs and milestones, as well as events and news related to MySustainableForest.

The website is an accessible dialog channel with all End-users and its domain is www.mysustainableforest.com.

5. DOCUMENT TEMPLATES

The following templates aim to ensure homogeneity across MySustainableForest related-publications. Consortium partners are encouraged to use the project document template and branding for all dissemination materials, both internal and external to the project.

5.1. WORD TEMPLATE

The Word template is composed by:

- A cover (see 5.1) which includes relevant data of the project, project partners' logos, EU-funding acknowledgement, MySustainableForest logo and title.
- Inner pages (see 5.2) with a header including project's logo, code of the document, date, version and page number; and a footer with the title of the document.
- A collection of styles (see 5.3) to format the paragraphs according the project visual guidelines.
- A back cover (see 5.4) which includes the project logo, the website address and the EU-funding acknowledgement.

5.1.1. COVER



Figure 5-1. MySustainableForest Word document front page

5.1.2. HEADER AND FOOTER



Figure 5-2. MySustainableForest Word document header



Figure 5-3. MySustainableForest Word document footer

5.1.3. STYLES

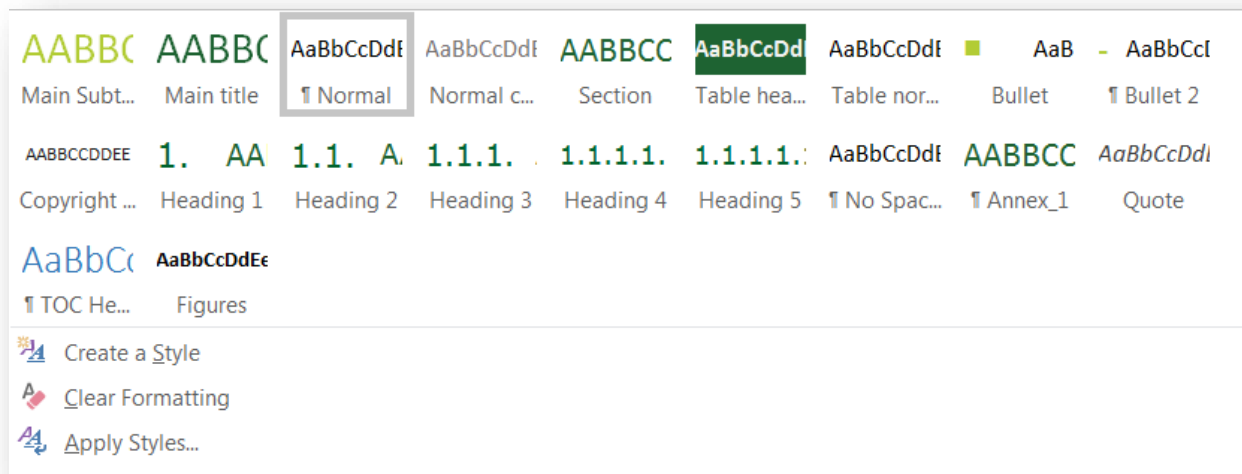


Figure 5-4. MySustainableForest Word document styles

5.1.4. BACK COVER



Figure 5-5. MySustainableForest Word document back cover

5.2. POWERPOINT TEMPLATE

The PowerPoint template is composed by:

- Title slide (see 4.1), including project's logo, EU-funding acknowledgement, website address, and text boxes for title and other information.
- Section header (see 4.2), including project's visual, and text boxes for titles and other information.
- Content slide (see 4.3), including green footer, slide number and different layout combinations.
- Last slide (see 4.4), including project's logo, EU-funding acknowledgement, website address, and text boxes for contact information and any other information.
- Collection of layouts (see 4.5) to adjust and show the content in the best possible way.

5.2.1. TITLE SLIDE



Figure 5-6. MySustainableForest PowerPoint document title slide

5.2.2. SECTION HEADER

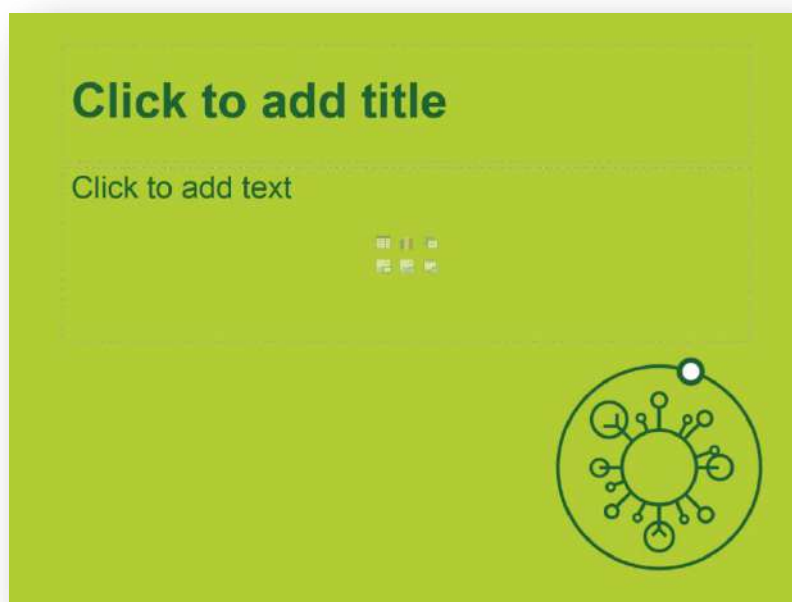


Figure 5-7. MySustainableForest PowerPoint document section header

5.2.3. CONTENT

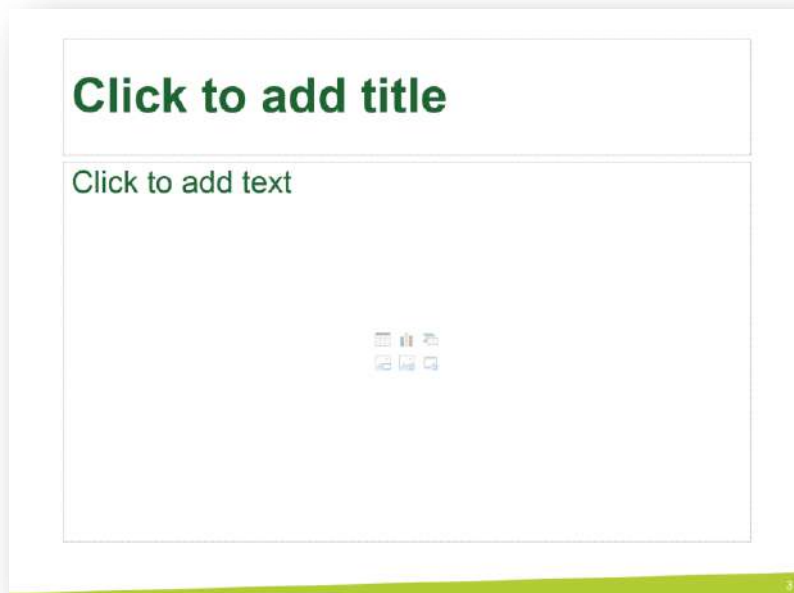


Figure 5-8. MySustainableForest PowerPoint document content slide

5.2.4. LAST SLIDE



Figure 5-9. MySustainableForest PowerPoint document last slide

5.2.5. LAYOUTS

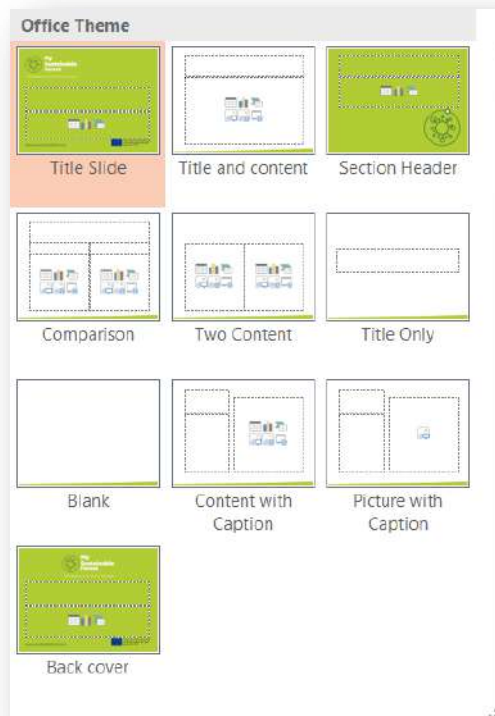


Figure 5-10. MySustainableForest PowerPoint document layouts

END OF DOCUMENT



Earth observation services for silviculture



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776045

www.mysustainableforest.com