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BIODIVERSITY BUILDING BLOCKS FOR POLICY

D1.1 Promotional material

17/08/2023

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Project coordinator:	Dr. Quentin Groom, Agentschap Plantentuin Meise (MeiseBG)
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Key takeaway messages

- D1.1 details the creation of B3's promotional materials, visual identity and website which lay the foundation for successful communication and dissemination activities.
- B3's logo utilises three shades of green as a colour often found in nature and its cubic shape symbolises a key project result and represents the project's name.
- The initial promotional materials include a two-pager, an introductory presentation, an introductory video, a sticker, roll-up banners, online meeting backgrounds and document templates.
- B3's Style guide and visual elements enable the effortless creation of new promotional materials, which are in line with the project's overall visual identity.
- The project's website serves as a user-friendly branded platform which empowers users to learn more about B3's objectives, expected results and future activities, as well as obtain access to its latest results.

Executive summary

Deliverable D1.1 describes the comprehensive development of B3's promotional materials, visual identity, and website, serving as the cornerstone for the project's effective communication and dissemination activities. These have been developed based on B3's logo, enabling partners to promote the project in different contexts, such as in-person events or online knowledge exchanges within relevant networks. B3's website has been designed as an information hub introducing the project, providing updates about its progress and allowing users to access its latest results. Lastly, social media profiles have been established on X, formerly known as Twitter, LinkedIn and YouTube serving as additional communication and dissemination tools for B3.

Non-technical summary

The following report describes the materials which B3 produced in the first six months of its development in order to enhance its promotional and awareness-raising efforts. As the first step in this progress, the project designed an illustrative and easily recognisable logo. Based on it, a number of initial promotional materials were created to present the project's main objectives, results and activities. To provide partners with the tools to create their own project-branded materials, B3 developed a Style guide which lists the fonts, colours and visual elements utilised by the project. Reflecting B3's branding, the project's website was built as an informative platform introducing the project, providing updates on its progress, and granting access to its latest results. To further distribute its news, B3 established social media profiles on X, formerly known as Twitter, LinkedIn and YouTube, which also reflect the project's visual identity.

List of abbreviations

EC	European Commission
EU	European Union

1. Introduction

Tailored branding plays a pivotal role in the outreach activities of Horizon projects. It not only reinforces their distinct identity but also enhances recognition and builds trust among stakeholders. In light of that, starting from its early stages, B3 developed its dedicated visual identity, diverse promotional pack, and engaging website. Deliverable D1.1 provides an overview of the rationale behind their creation and their intended use.

2. Project logo

Underpinning B3's visual identity, materials and website, the project's logo was strategically designed to empower easy recognition and to visually represent B3's objectives. It incorporates three shades of green – a colour which is often found in nature, eliciting connections with biodiversity and environmental sustainability, as well as with the Green Deal Dataspace which the project is conceptualising. The logo's shape draws a parallel with B3's production of biodiversity data cubes, forming a visual metaphor that incorporates the Bs into a cube structure. It thus emphasises the project's commitment to supporting policymaking by standardising access to biodiversity data. To ensure B3's logo can easily be integrated into different media and materials, it is available in seven versions: horizontal with black or white text, vertical with black or white text, horizontal and vertical monochrome versions and a logomark without text (Fig. 1).

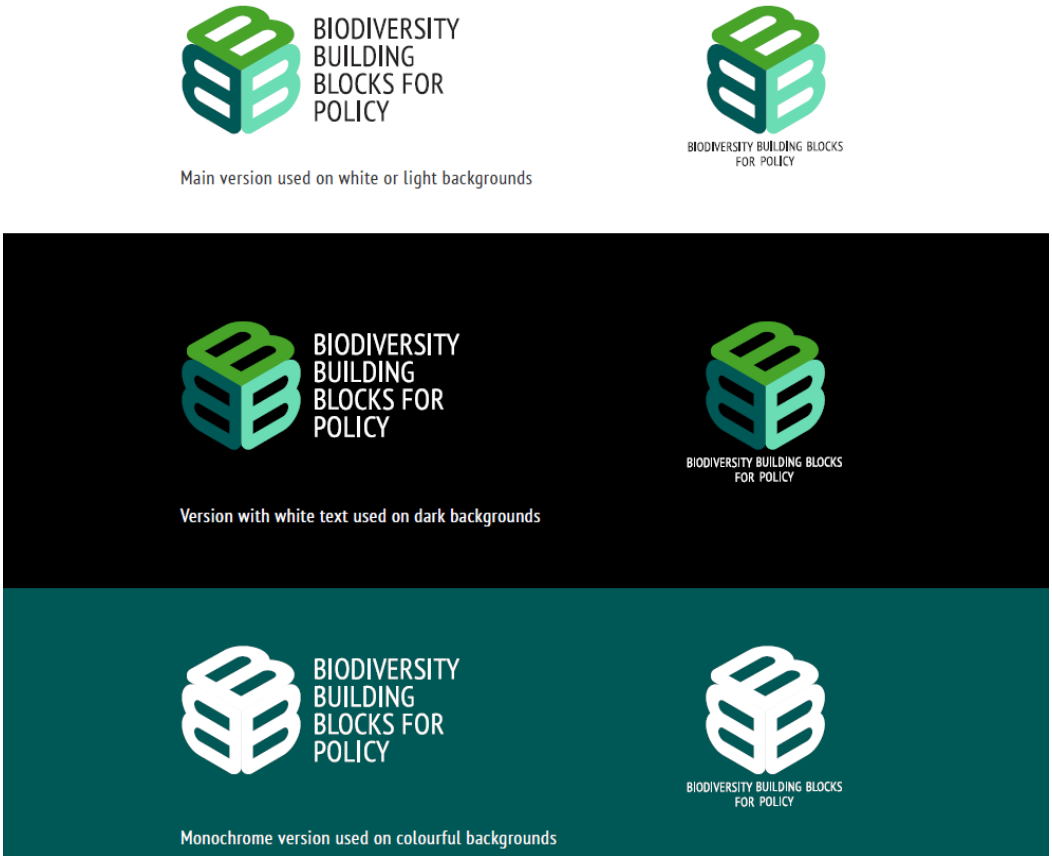


Figure 1: B3's logo

B3's logo serves as the foundation for all promotional materials, as well as the project's website and social media profiles, ensuring a uniform presence across all channels and materials. Moreover, it is utilised as a simple yet effective awareness-raising tool – a promotional sticker.

The logo has been shared with partners via B3's internal communication platform and is available on the project's website.

3. Promotional materials

Based on the logo's primary visual components, B3 developed a promotional pack which includes a two-pager, introductory presentation, video, sticker, roll-up banners, online meeting backgrounds and document templates. The materials have been shared with partners via B3's internal communication platform and are available on the project's website.

3.1. Two-pager

To capture and represent its essence in a brief yet comprehensive manner, B3 designed a project two-pager (Fig. 2). It includes key details about the project's background, aim and approach in a reader-friendly format.

Figure 2: B3's two-pager

The two-pager provides stakeholders with a quick overview of B3, allowing them to appreciate the project at a glance. It can be shared digitally or in print, making it an easily accessible and versatile resource.

3.2. Introductory presentation

B3 prepared and distributed a project introductory presentation (Fig. 3) which provides details on the project's background, consortium and approach, as well as its main expected solutions and activities. The presentation briefly describes the data and evidence, workflows, and cloud computing environment B3 expects to produce. It also sheds light on the project's policy alignment work, its case studies and capacity-building activities.

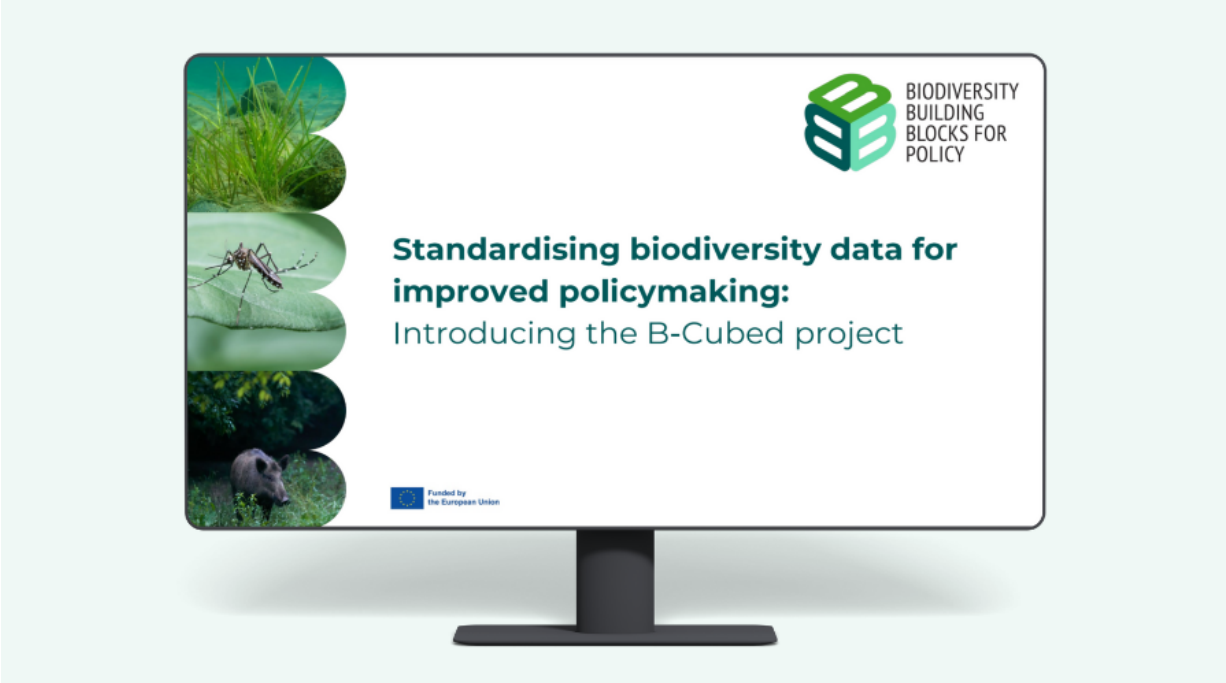


Figure 3: B3's introductory presentation

The presentation is available in an editable PowerPoint version which partners can personalise and tailor to their specific needs when presenting the project. In addition, it is accessible in a PDF format to support effortless sharing with stakeholders, ensuring widespread dissemination of project information. Thus, the presentation serves as an adaptable tool allowing partners to present the project in-vivo, as well as to promote it online.

3.3. Introductory video

B3 developed an introductory video (Fig. 4) that describes its essence to a wider audience. By combining B3's visual elements with audio narration, the video acts as an easily digestible material, enabling viewers to quickly grasp B3's vision. Its purpose is to provide a concise and visually compelling overview of the project, presenting its background, objectives, expected results, and future activities in an engaging manner. It can be shared across various platforms, such as the project's website and social media, as well as played by partners during events, fostering greater awareness of the project. The video is also prominently featured on the B3 website's homepage.

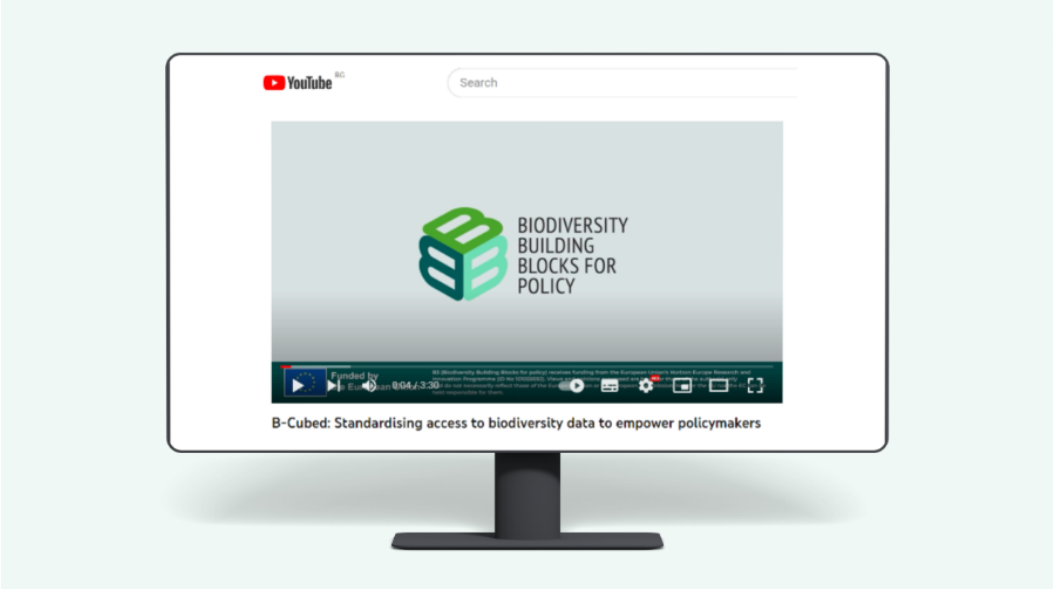


Figure 4: Opening screen of B3's introductory video

3.4. Sticker

Using its logo as the central element, B3 designed a project sticker (Fig. 5) which serves as a simple and versatile yet effective tool for amplifying awareness. With its aesthetic appeal, the sticker offers a tangible connection with the project, creating a lasting impression in the minds of recipients. In the context of B3 specifically, it also serves a dual purpose by not only promoting the project itself but also embodying its commitment to standardisation as the sticker aligns well with the hex stickers used for software packages. The sticker has been distributed to partners and can easily be downloaded from the project's website.

Figure 5: B3's sticker

3.5. Roll-up banners

To supply partners with materials which can be used to raise awareness at live events, B3 designed three versions of project roll-up banners (Fig. 6).

Figure 6: B3's roll-up banners

These serve as attention-capturing visual aids, reinforcing the project's identity. With their portability and ease of setup, they are especially suitable for building project recognition at events. By offering diverse options, the project aims to empower its members to select the roll-up banner which best aligns with the respective event or communicative purpose.

3.6. Online meeting backgrounds

B3 developed five project-branded online meeting backgrounds (Fig. 7) which were shared with partners to promote the project during virtual interactions. The backgrounds were designed and carefully tested for compatibility with Zoom and Google Meets due to their widespread popularity and their feature to support personal video background uploads for users with free accounts.

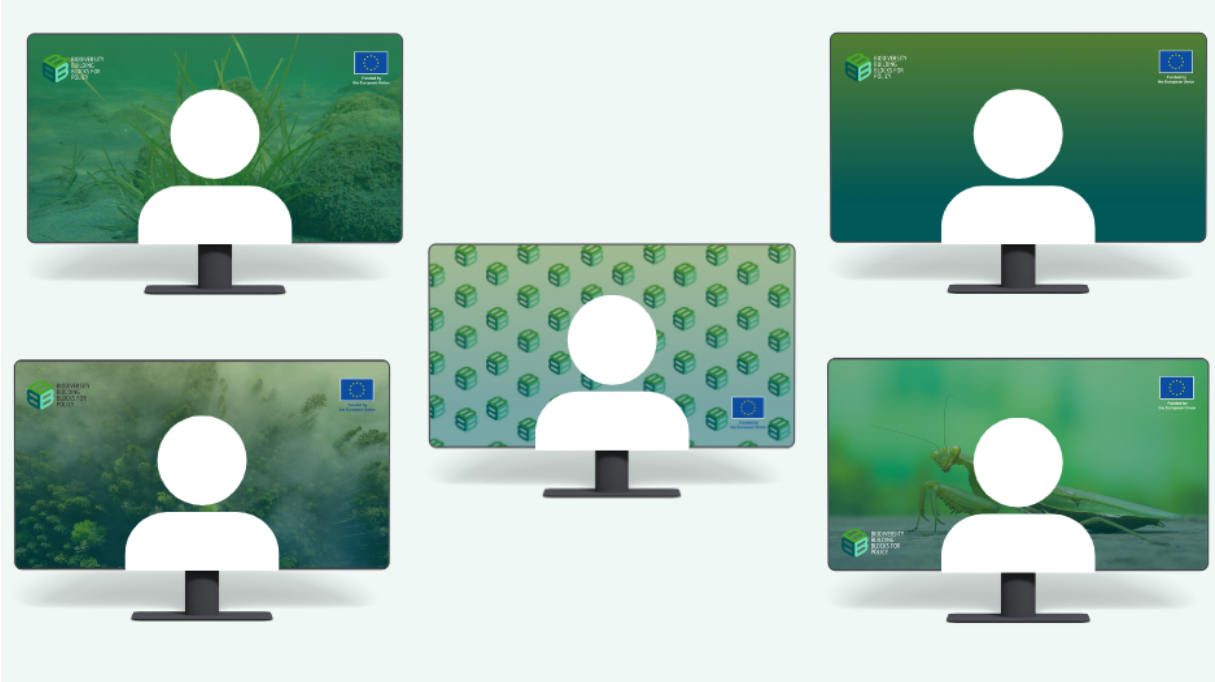


Figure 7: B3's online meeting backgrounds

These resources elevate B3's overall online presence by establishing a consistent project look, helping to leave a lasting impression on meeting attendees.

3.7. Document templates

B3 provided partners with project-themed templates (Fig. 8) to ensure uniform presentations of project outputs among all partners. These include a PowerPoint presentation, a deliverable report template and a milestone report template. Each material is tailored to meet the specific content requirements and contextual needs surrounding its use. Incorporating the project's logo, corporate colour palette, typography, and symbols, the templates offer cues on the information to be included in each document, such as key take-away messages and non-technical summary, in order to facilitate the reader's experience with the document. This standardised approach safeguards the project's consistency and reinforces its cohesive branding across all document types.

Figure 8: B3's document templates

4. Project visual elements

To empower project members to easily create their own promotional materials, B3 offers them a collection of suitable photos and icons (Fig. 9).

Figure 9: Examples of B3's visual elements

The photos were selected based on suggestions from the consortium to ensure the relevance of each species, as well as to confirm that each partner has a suitable photo for their respective research interests. Moreover, B3 developed icons to represent its main solutions and activities, such as policy alignment, training, biodiversity data cubes, and workflows, thus enhancing visual communication and understanding. Lastly, the project created several dynamic QR codes which can be included in partners' materials, inviting stakeholders to subscribe to B3's bi-annual newsletter and to visit its website.

5. Style guide

To illustrate the variety of elements and materials incorporated in B3's overall branding, the project developed a Style guide (Fig. 10), which is available in Annex 1 of this deliverable. It serves the purpose of acquainting partners with the visual identity's central elements in an informative manner introducing them to the main aspects of B3's visual communication.

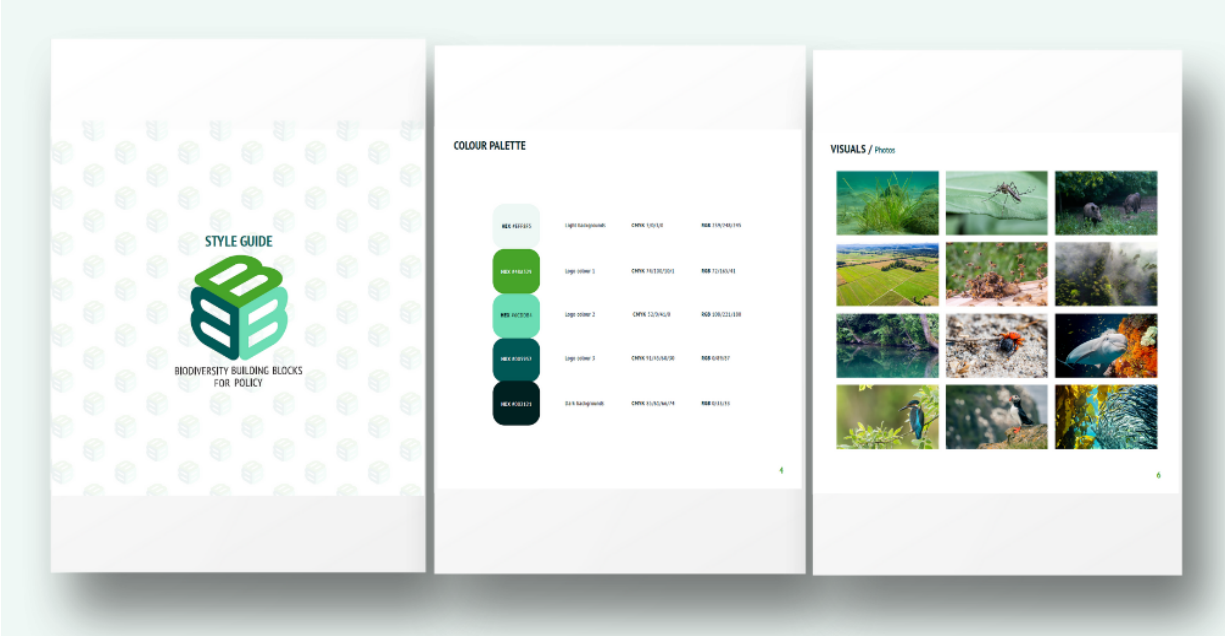


Figure 10: Contents of B3's Style guide

The guide lays the groundwork for the creation of future materials that convey B3's style. It equips consortium members with the necessary tools to apply the project's visual identity effectively in order to deliver consistent and impactful messages.

6. Project website

B3's website (www.b-cubed.eu) has been designed as a centralised branded platform which facilitates the project's online communication and dissemination. Its design has been developed based on B3's visual identity, ensuring easy recognition by visitors (Fig. 11). The website's main goal is to provide stakeholders with effortless access to all of B3's materials in a user-friendly manner. Its menu offers clear cues on where users can locate different project information, divided into sections – Homepage, About, Solutions, Activities, Library, and News & Media.

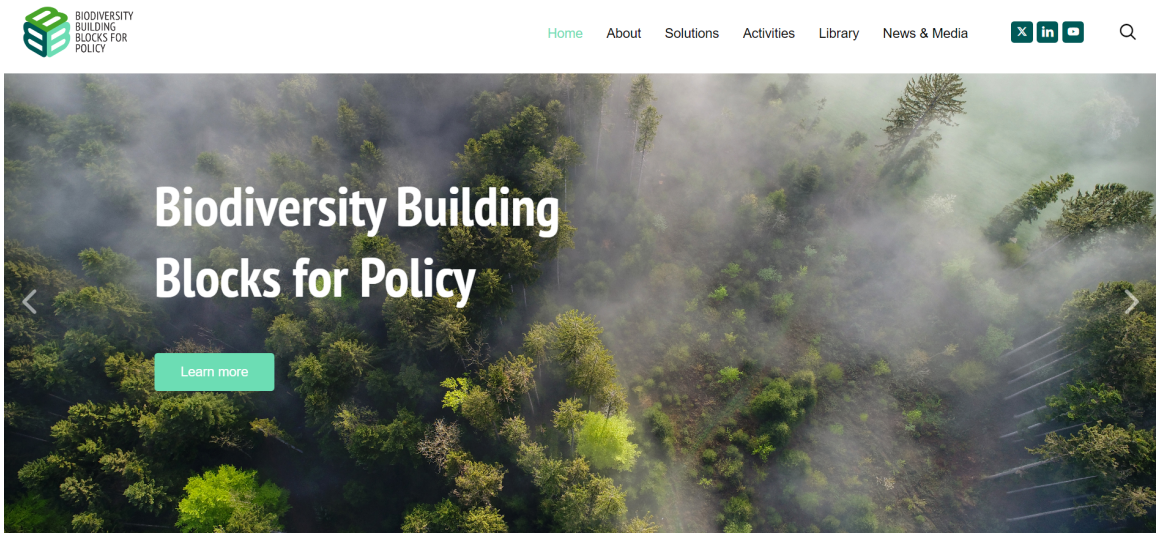


Figure 11: Homepage of B3's website

The Homepage serves as a brief introduction to B3, showcasing the project's introductory video and strategically placing the spotlight on its expected results and activities (Fig. 12). This approach puts the emphasis on the information with the highest value to stakeholders. The Homepage also highlights the latest project updates and provides a subscription link for B3's newsletter.

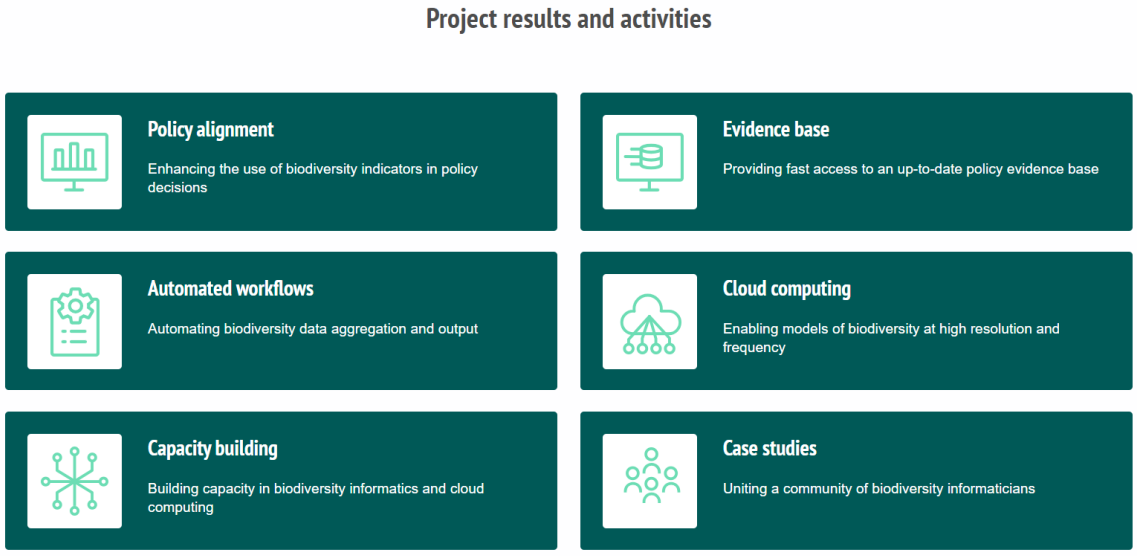


Figure 12: B3's results and activities featured on the website's Homepage

The About section presents information about B3, divided into two pages. The Project page briefly presents the project's background, vision, objectives, and work packages (Fig.13), while the Partners page includes the geographical distribution of project members, along with a short

introduction about each organisation and its team members who expressed interest in sharing their information on the website.

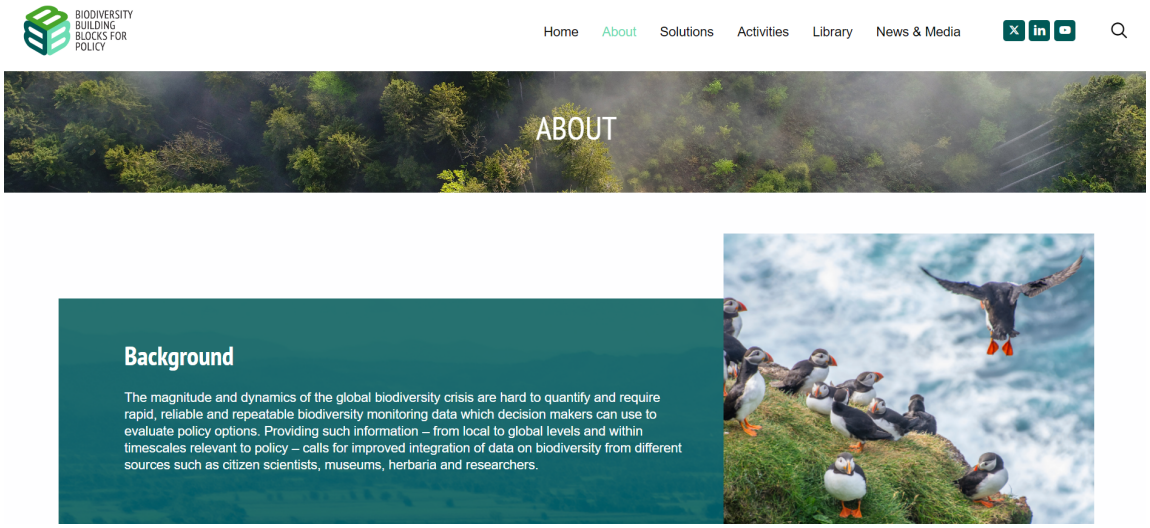


Figure 13: B3's About page

B3's main expected results are summarised in the Solutions section, which includes three pages – Data & evidence, Workflows and Cloud computing. The Activities section is dedicated to the project's stakeholder efforts and it also encompasses three pages – Policy, Capacity building and Training. Each page from these sections briefly presents the respective result or activity and provides a timeframe for when they will become available (Fig. 14). The sections will regularly be updated throughout B3's duration to accurately depict the progress achieved in each respective page.

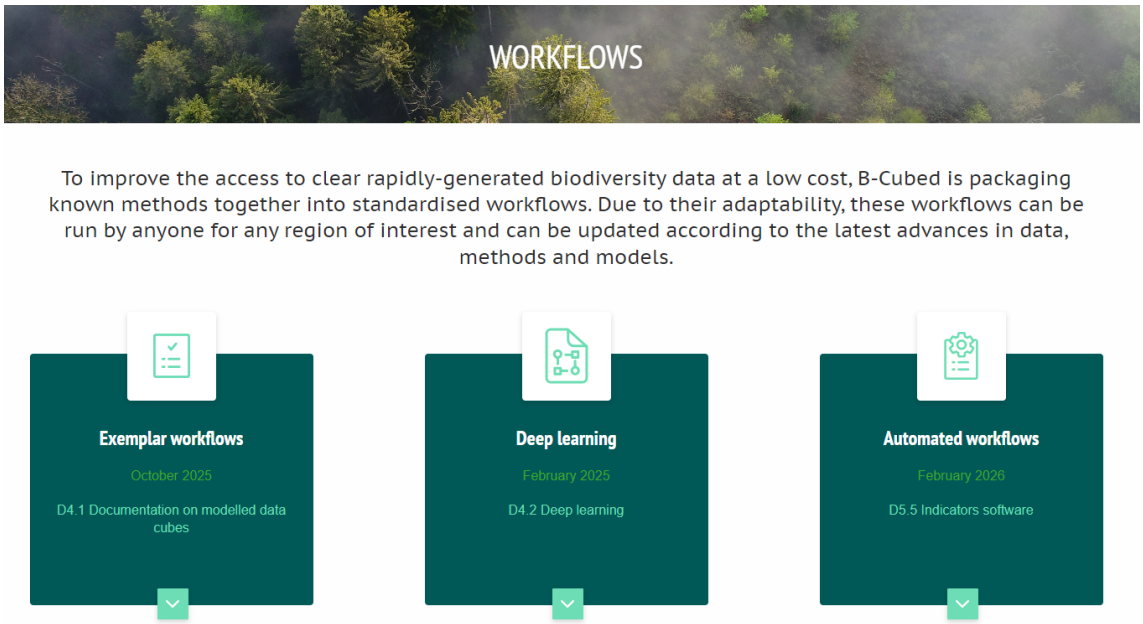


Figure 14: B3's Workflows page

The website's Library section acts as an archive for B3's public deliverables and scientific papers, as well as publications created outside of the project's framework but relevant to its research. The News & Media section presents the latest project news in engaging yet informative formats, such as news items, press releases, newsletters, project materials and videos. B3's website also includes convenient direct links to the project's social media profiles on X, formerly known as Twitter, LinkedIn and YouTube, along with a newsletter subscription form and contact details.

7. Social media accounts

To raise awareness of B3 and increase its visibility, project profiles have been established on X (@BCubedProject) and LinkedIn (B-Cubed Project). Presenting a consistent and branded vision, they reflect B3's overall visual identity. The project's logo is employed as a profile picture, while the header incorporates B3's name and the EU funding image (Fig. 15). These platforms are utilised to promote the project's latest news, activities, and results. B3 also established its channel on YouTube (@B-CubedProject) where it shares and stores its collection of videos.

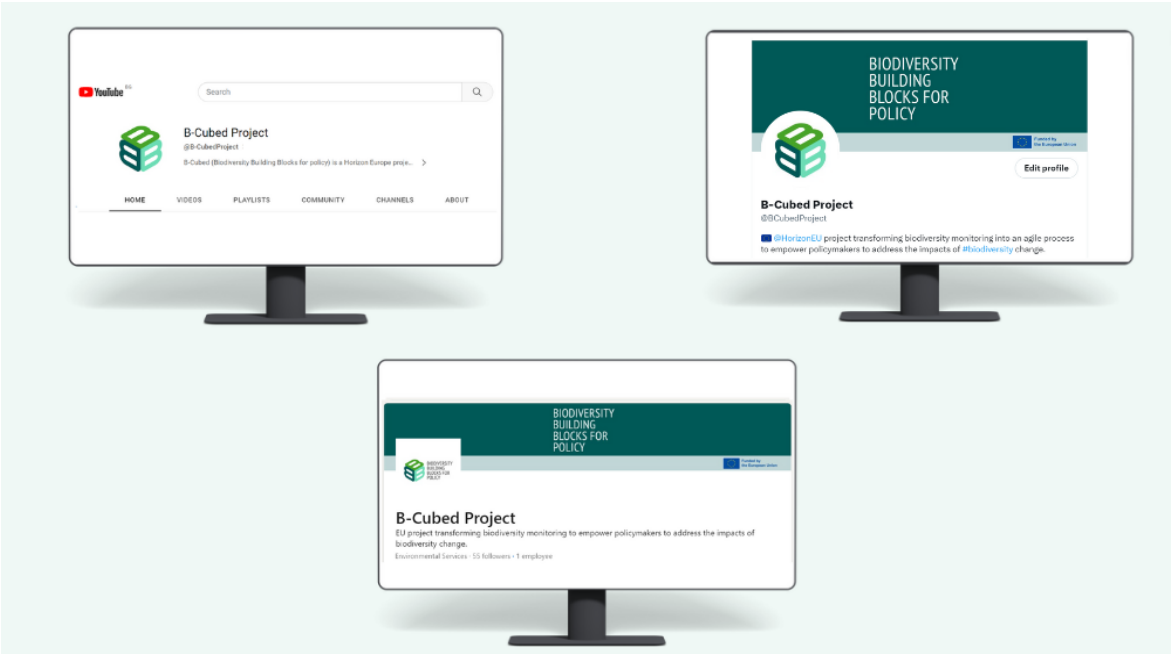


Figure 15: B3's social media accounts

8. Outlook

When new project information arises or important results become available, B3 will develop new promotional materials illustrating its development. In addition, regular updates will be shared via the project's website and social media channels. More information about the planned use of B3's promotional materials and communication channels can be found in *D1.2 Plan for Exploitation, Dissemination and Communication*.

9. Annex

STYLE GUIDE

BIODIVERSITY BUILDING BLOCKS
FOR POLICY

CONTENT

3 Logo

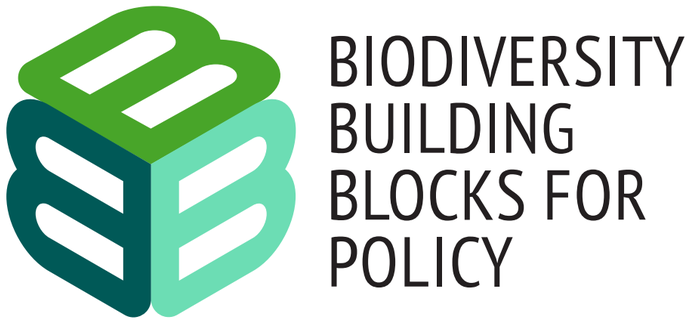
4 Colours

5 Fonts

6 Visuals

9 Branding

LOGO



Main version used on white or light backgrounds

Version with white text used on dark backgrounds

Monochrome version used on colourful backgrounds

COLOUR PALETTE

HEX #EFF8F5	Light backgrounds	**CMYK** 5/0/3/0	**RGB** 239/248/245
HEX #48A529	Logo colour 1	**CMYK** 74/100/10/1	**RGB** 72/165/41
HEX #6CDDB4	Logo colour 2	**CMYK** 52/0/41/0	**RGB** 108/221/180
HEX #005957	Logo colour 3	**CMYK** 91/45/60/30	**RGB** 0/89/87
HEX #002121	Dark backgrounds	**CMYK** 85/61/66/74	**RGB** 0/33/33

FONTS

Used in logo, website and promotional materials for headings

Aa

PT Sans Narrow

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
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

Used in website and promotional materials for longer texts

Aa

PT Sans

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
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

Used in presentation template

Aa

Montserrat

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
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

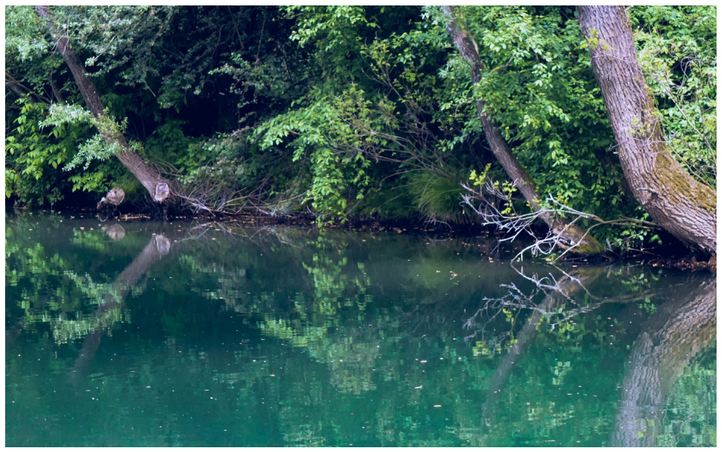
Used in deliverable and milestone template

Aa

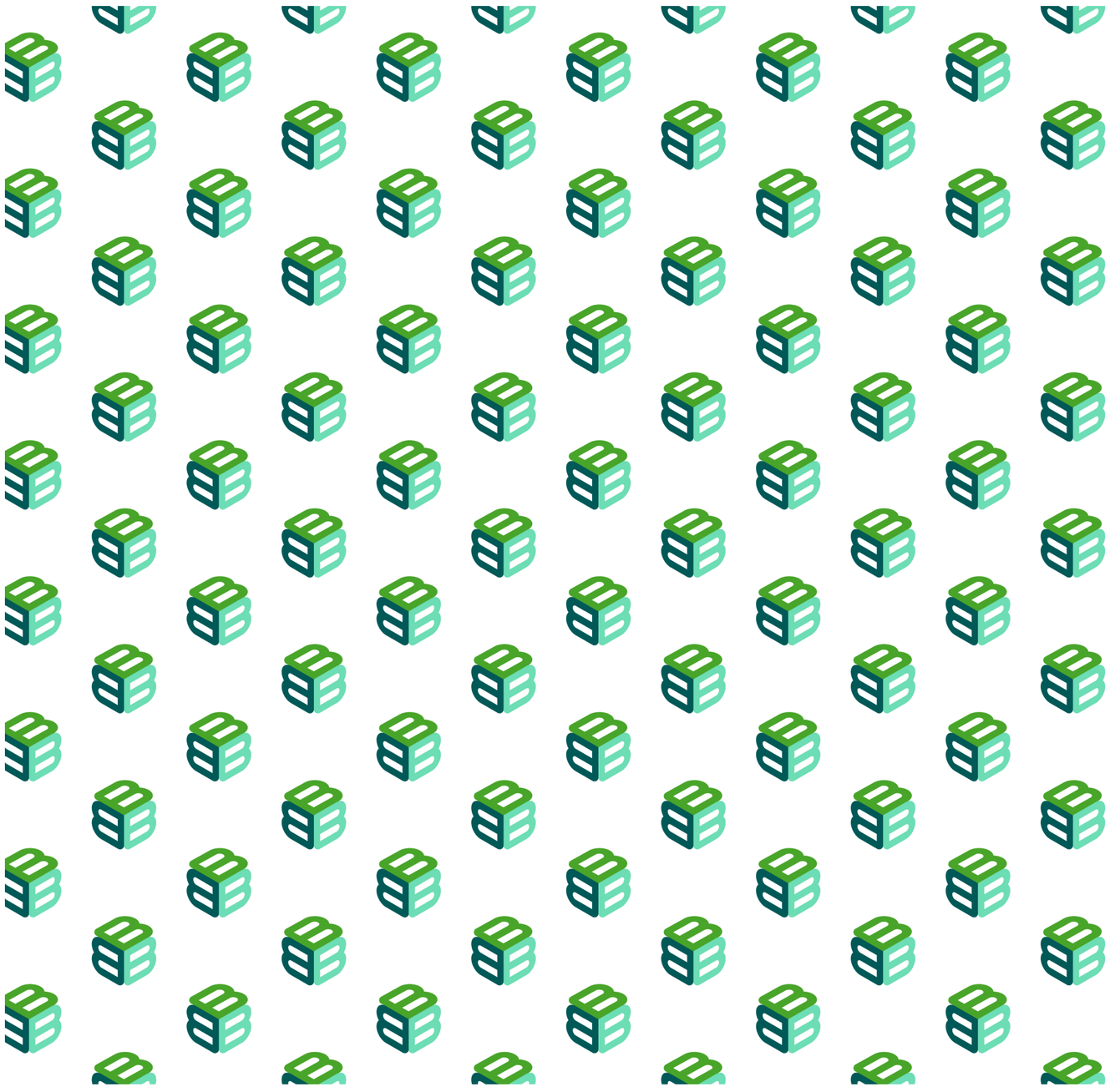
Arial

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
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

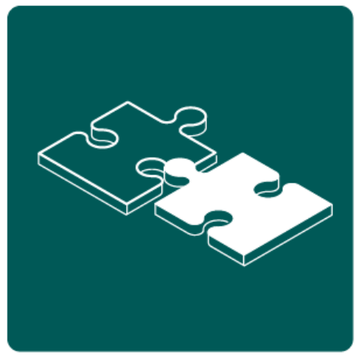
VISUALS / Photos



VISUALS / Elements

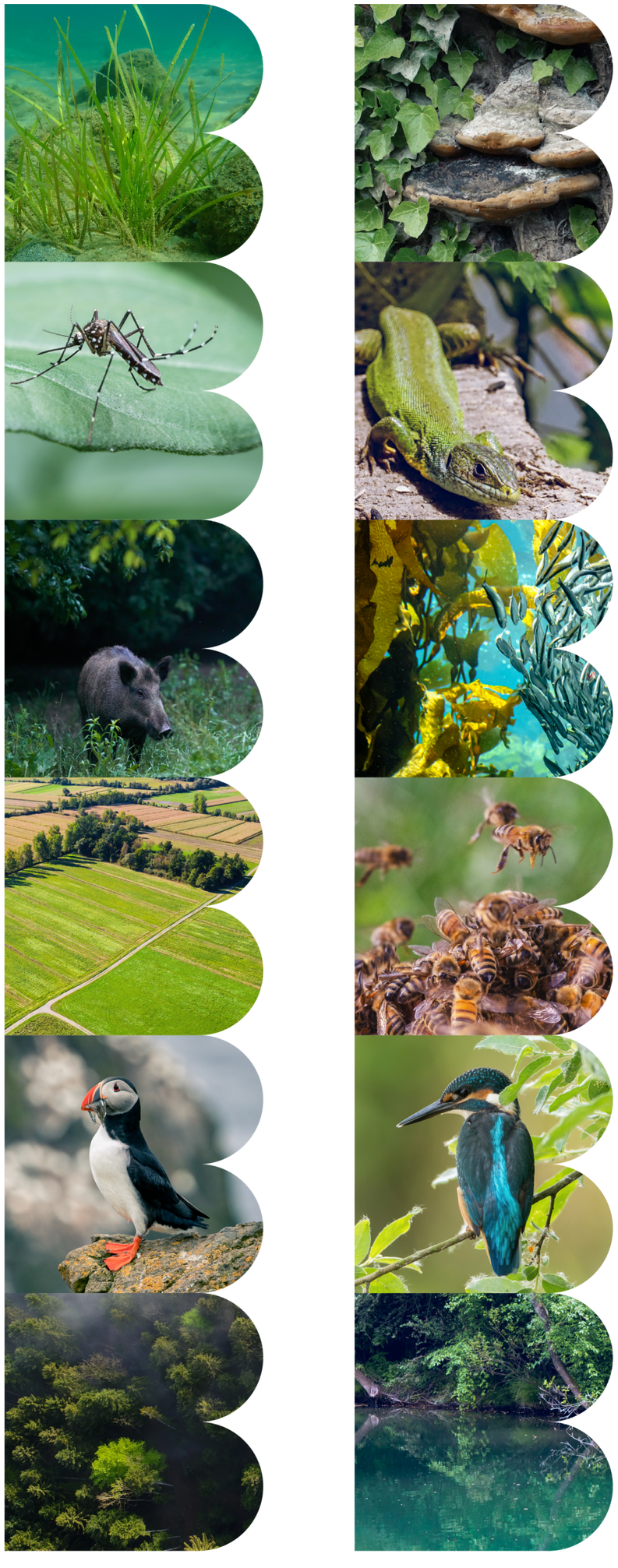


Challenges



Opportunities

Aim



VISUALS / Icons

Policy alignment

Evidence base

Automated workflows

Cloud computing

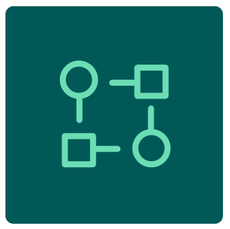
Capacity building

Case studies

FAIR data

Informed policy

Model-ready datasets


Adaptable workflows

Free tools

Exemplar workflows

Species occurrence cube

Suitability cube

Dissimilarity cube

Network invasibility cube

Phylogenetic indicators

Impacts of alien taxa indicators

Robustness indicators

Automated workflows

Deep learning

European biodiversity initiatives

International science-policy convergence

Tutorials

Training and support

Regional indicators in Europe

Biological invasions in South Africa

Stakeholder-driven case study

Global and continental biodiversity change

BRANDING / Presentation template

BIODIVERSITY BUILDING BLOCKS FOR POLICY

CHALLENGES

The global biodiversity crisis requires rapid, reliable and repeatable biodiversity monitoring data which decision makers can use to evaluate policy.

OPPORTUNITIES

Such information – from local to global level and within relevant timescales – calls for an improved integration of data on biodiversity from different sources.

AIM

B-Cubed is standardising access to biodiversity data, empowering policymakers to proactively address the impacts of biodiversity change.

b-cubed.eu

@BCubedProject

B-Cubed Project

Subscribe to our bi-annual newsletter

Funded by the European Union

B3 (Biodiversity Building Blocks for policy) receives funding from the European Union's Horizon Europe Research and Innovation Programme (ID No 101059592). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the EU nor the EC can be held responsible for them.

APPROACH

B-Cubed aims to transform biodiversity monitoring into an agile and responsive process by:

Policy alignment

Working closely with existing biodiversity initiatives to identify and address policy needs.

Evidence base

Providing fast access to pre-aggregated and modelled biodiversity data and standardised biodiversity indicators responsive to the addition of new data.

Automated workflows

Packaging known methods together into standardised workflows that can be run by anyone for any region and can be updated.

Cloud computing

Enabling models that allow researchers to configure and calculate species occurrence cubes on demand in a cloud computing environment.

Capacity building

Developing a number of guidelines, training programs and activities to train a new generation of data scientists.

Case studies

Demonstrating the effectiveness of its solutions in four case studies, varying in geographic extent, biodiversity richness and data availability.

PARTNERS

- Meise Botanic Garden
- Global Biodiversity Information Facility
- Research Institute for Nature and Forest
- University of Bologna
- Justus Liebig University Giessen
- Ovidius University of Constanța
- South African National Biodiversity Institute
- Stellenbosch University
- Pensoft Publishers
- Martin Luther University of Halle-Wittenberg
- French Institute for Research in Computer Science and Automation
- University of Aveiro
- La Trobe University

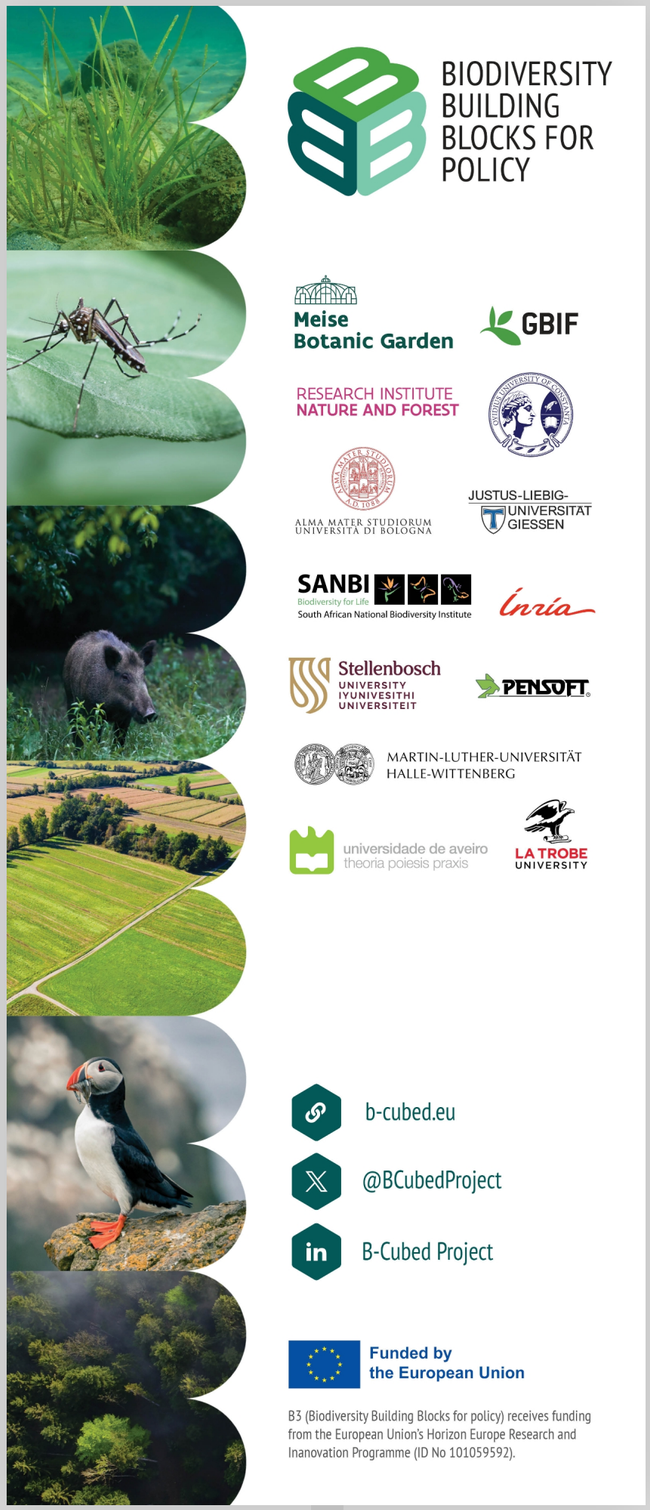
PROJECT COORDINATOR

Dr Quentin Groom
Meise Botanic Garden

DURATION

1 March 2023 – 31 August 2026

BRANDING / Roll-up banners



BRANDING / Sticker