Deliverable 10.2
Project Branding Resources: Project Website, Project Logo, PPT Template, other suitable promotional material
28-02-2014
The COMMON SENSE project has received funding from the European Union’s Seventh Framework Program (Ocean 2013-2) under the grant agreement no 614155.

Acknowledgement

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1 AquaTT, Ireland.
EXECUTIVE SUMMARY

COMMON SENSE created a project brand by developing a project logo, of which the objective and function is to visually represent the identity and essence of the COMMON SENSE project. The recognition and perception of a brand is highly influenced by its visual presentation. A brand’s visual identity is the overall look of its communications. COMMON SENSE aims to achieve an effective visual brand identity by the consistent use of particular visual elements to create distinction, such as specific fonts, colours, and graphic elements. COMMON SENSE’s brand is implemented in its promotional material such as the PowerPoint templates, project factsheet, etc.

Objectives
The COMMON SENSE brand includes the logo, the PowerPoint templates to be used when presenting the project and its results and a project factsheet, a full-colour factsheet following the brand identity of the project (logo, characterising project colours, etc), with the objective to facilitate communication and dissemination of the project ensuring a widespread awareness to all stakeholders.

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INTRODUCTION

COMMON SENSE aims to achieve an effective visual brand identity by the consistent use of particular visual elements to create distinction. The brand will be implemented in all its promotional material and resources such as the project factsheet, website, PowerPoint templates, etc.

The purpose of branding a project is to establish an identity that conjures up a positive image and facilitates the dissemination and strategic external communication for the project for the full project duration resulting in increased awareness of the project, its objectives, partnership, activities and intended impacts. In terms of the COMMON SENSE branding, it will be used to communicate and expand the main objective of the project, that is supporting the implementation of European Union marine policies such as the Marine Strategy Framework Directive (MSFD) and the Common Fisheries Policy (CFP). The project has been designed to directly respond to requests for integrated and effective data acquisition systems by developing innovative sensors that will contribute to our understanding of how the marine environment functions. The branding tools developed for COMMON SENSE will help achieve this goal.

A portfolio of dissemination resources and tools has been developed to facilitate promotion and widespread awareness of the project including a project logo, branding guidelines, factsheet, PowerPoint template, and website. Throughout the project other opportunities for developing supporting branding tools will be investigated and pursued where appropriate. An example here would be other promotional items such as pens, notepads, stickies etc.
1 BRANDING RESOURCES

COMMON SENSE currently has the following dissemination tools (month 4. February 2014):

i. Logo
   a. Visual identity guide
ii. Website
iii. Factsheet
iv. PowerPoint Template

Deliverable 10.1, Dissemination & Exploitation plan, details the internal procedures for use of each of the COMMON SENSE branding resources including maximising exposure and tracking activities.

1.1 Logo

A specific project logo has been developed for project branding. The Concept forms a fish with the letters C and S and encloses it within a circular sensor like object (the full project title has not been included in the logo itself as it too long and would be too small to read when included). It provides a helpful link for the audience who might not be familiar with the project’s name.

The logo will be included in all project promotional material including the factsheet, website, etc.

Please see Annex I for the general COMMON SENSE logo.

A visual identity guide was also developed for use by the COMMON SENSE partners. It provides detail on the several different available file types of the logo, with each type described and allocated a specific use for example print version, screen version. The visual identity guide also gives details of fonts and colours required for optimum use of the logo.

Please see Annex II for the COMMON SENSE visual identity guide.

The logos as well as the visual identity guidelines are available to all partners through basecamp.

Acknowledgement of the funding received from the European Union shall be through the use of the EU flag with the following wording on each COMMON SENSE branded resource:

“The COMMON SENSE project has received funding from the European Union’s Seventh Framework Program (Ocean 2013-2) under grant agreement no 614155.”
1.2 Website

The website’s objective is to facilitate communication and dissemination of the COMMON SENSE project, ensuring widespread project awareness to all stakeholders and possible end users. The dedicated website will serve as a communication resource to promote the project, its objectives and partnership and to update interested parties on progress, results and outcomes and a repository for key deliverables.

The COMMON SENSE website structure follows Best Practice EU Project Website guidelines (http://ec.europa.eu/research/environment/pdf/project_website_guidelines_en.pdf) aiming for better quality, better visibility and higher user-friendliness of European project websites and includes general information about the project, its objectives, partnership, results, events, news and other useful links. A comprehensive search function is included and there is a separate intranet for the project (Basecamp), accessible through a link on the homepage. This web based collaborative workspace facilitates continuous project partner communication. COMMON SENSE outputs with a public status will be publicly available and accessible via the project website.

There is also a links page which provides details on three projects which were funded under the same FP7 Oceans call as COMMON SENSE and with whom we will be interacting closely with. These projects are:

- **Sense Ocean** – Marine Sensors for the 21st Century
- **Schema** – Integrated in situ chemical mapping probes
- **Nexos** – Next generation, cost-effective, compact, multifunctional Web enabled ocean sensor systems empowering marine, maritime and fisheries management

The website will be maintained and updated on a regular basis during the lifetime of the COMMON SENSE project. The website will remain active after the project has finished, as a valuable public source of research information on the subject and promoting the outputs of publicly funded research in the domain.

The website address is [www.commonsenseproject.eu](http://www.commonsenseproject.eu).

Please see Annex III for a screen shot of the front page of the website.

1.3 Factsheet

A project factsheet has been developed at the start of the project, providing general project information as well as the challenge the project is addressing, the methodology and expected results. At each reporting period the factsheet will be updated with project results, highlighting particularly their contribution to societal challenges and their potential for future exploitation.

The factsheet is designed for double-sided print out on A4 paper. Best quality gives colour copy on at least 160 gsm paper (200 gsm is ideal). Partners are encouraged to distribute the factsheet through their networks and at relevant events.
The factsheet will be updated regularly during the project, in months 18, 30 and 38, in order to capture the latest progress, planned activities and results of the project.

Please see Annex IV for a screen shot of the front and back of the factsheet.

1.4 PowerPoint Template

A COMMON SENSE PowerPoint template has been developed for use at internal and external events when presenting the COMMON SENSE project and/or its outcomes.

Please see Annex V to view a screen shot of the PowerPoint template.

1.5 Other suitable promotional materials

Other promotional material will developed as and when required, e.g. fun gimmicks for a wider promotion of the project, depending on budget available.
2 ANNEX I: LOGO

3 ANNEX II: COMMON SENSE VISUAL IDENTITY GUIDE
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2.0 Common Sense Logo File Use

Below is a breakdown of the file extensions included in your logo suite and the proper use for each.

LOGO FILE FORMATS

**EPS**
EPS files are the preferred file formats. Because these are vector-based files, they are scalable and generally used in the best reproduction in print. They should be used in all professionally printed pieces.

**TIFF**
A good choice for Microsoft Word for other applications where the logo will be seen primarily in printed form.

**PNG**
PNG files are most-often used in digital media, such as threats and PowerPoint. They have transparent backgrounds so they are a good choice for use with white backgrounds.

**JPEG**
Use JPEG files in digital media, such as web and PowerPoint presentations with white backgrounds.

**AI**
The file is intended for professional designers to use as a reference from Illustrator when creating marketing pieces.

LOGO COLOUR MODELS

**CMYK**
These files are optimized for print applications. This usually is the easiest and best file format to use for print, especially in applications that will also include other brand elements.

**PMS**
Pantone® Matching System is a global standard for spot-colour matching in print applications. Only full colour logo versions are available in PMS colour model. These are a good choice for signage and viewpoint.

**Grey Scale**
For print applications with limited or no colour capability, use the shaded grey scale versions.

**Black**
For print applications with only spot-colour without colour capabilities.

**RGB**
RGB files are used in-screen applications of the logo, such as PowerPoint or the web.

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3.0 Logo Application Matrix

Below is a detailed matrix providing which logo to use by application. Any question about the logo usage should be directed to the Communications Officer.

<table>
<thead>
<tr>
<th>COMMON SENSE Logos</th>
<th>APPROVED USE</th>
<th>INAPPROPRIATE USE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GRADIENT LOGO</strong></td>
<td>All online and electronic applications</td>
<td>Embroidery</td>
</tr>
<tr>
<td><strong>FULL COLOUR LOGO</strong></td>
<td>Newspaper advertising</td>
<td>Any full-colour application</td>
</tr>
<tr>
<td><strong>SPOT COLOUR LOGO</strong></td>
<td>Spot colour advertising</td>
<td>Any full-colour application</td>
</tr>
<tr>
<td><strong>GREY SCALE LOGO</strong></td>
<td>Coloured prints, Classified Ads</td>
<td>Any spot colour or full colour application</td>
</tr>
<tr>
<td><strong>WHITE REV LOGO</strong></td>
<td>Newspaper advertising</td>
<td>Any full-colour application</td>
</tr>
</tbody>
</table>

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4.0 Colour Palette

In any case of use, it is essential to follow the colour palette laid out below.

The two colours most commonly employed are the CS BRICK (PMS 7607) and the CS GREEN (PMS 7472). Use the accent colours of Beige and Grey sparingly for maximum impact.

<table>
<thead>
<tr>
<th>COMMON SENSE PRIMARY COLOURS</th>
<th>COMMON SENSE ACCENT COLOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS BRICK (PMS 7607)</td>
<td>CS GREEN (PMS 7472)</td>
</tr>
<tr>
<td>C-17</td>
<td>C-1</td>
</tr>
<tr>
<td>M-69</td>
<td>M-3</td>
</tr>
<tr>
<td>Y-58</td>
<td>Y-22</td>
</tr>
<tr>
<td>K-5</td>
<td>K-0</td>
</tr>
<tr>
<td>R-198</td>
<td>R-253</td>
</tr>
<tr>
<td>G-104</td>
<td>G-241</td>
</tr>
<tr>
<td>B-96</td>
<td>B-205</td>
</tr>
<tr>
<td>CS BRICK (PMS 7499)</td>
<td>CS GREY (PMS 877)</td>
</tr>
<tr>
<td>C-1</td>
<td>C-45</td>
</tr>
<tr>
<td>M-3</td>
<td>M-34</td>
</tr>
<tr>
<td>Y-22</td>
<td>Y-30</td>
</tr>
<tr>
<td>K-0</td>
<td>K-7</td>
</tr>
<tr>
<td>R-253</td>
<td>R-94</td>
</tr>
<tr>
<td>G-241</td>
<td>G-189</td>
</tr>
<tr>
<td>B-205</td>
<td>B-191</td>
</tr>
</tbody>
</table>

5.0 Branding Don’ts

Below are graphic examples of ways the Common Sense logo should not be used.

- Don’t place the logo over a distracting background or photograph.
- Don’t place the logo flush to any edge.
- Don’t crop or cut the artwork in any way.
- Don’t use a JPEG or TIFF for other the format that doesn’t support transparency when placing the logo on a colored background or photograph that it causes the back to fit it in with the line.
- Don’t disassemble the logo.
- Don’t stretch the logo either horizontally or vertically always scale it proportionally.
- Don’t use low resolution logos for print applications. Always be sure to match the resolution with the application you are using.
- Don’t resize the logo or create unauthorized versions of it.

Common Sense Visual Guidelines: VI January 2014

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5 ANNEX IV: FACTSHEET:

THE CHALLENGE
Marine ecosystems are integral to key environmental functions which support life on Earth, including climate regulation, prevention of erosion, and absorption of carbon dioxide. The oceans also contribute to economic activities resulting in prosperity, social well-being and quality of life. However, many marine environments, including some of those EU member territories, face increasing challenges, such as loss of biodiversity and habitats, pollution, and the impacts of climate change. For Europe, increasing environmental interest and awareness in both public and private sectors is a strategic objective for sustainable development and for ensuring continuity of economic activities. To achieve this and to improve EU competitiveness, new technologies and methods for monitoring the marine environment are required.

WHAT WILL COMMON SENSE DO?
The COMMON SENSE project has been designed to develop innovative, cost-effective sensors that will increase the availability of standardized data on: autophagy; concentrations of heavy metals; microparticulate fraction within marine litter; underwater noise; and other parameters such as temperature and pressure. Such sensors will improve marine data management, which will be beneficial for predicting marine climate, weather and environmental conditions, protecting marine life, mitigating changes to the marine environment due to human activities and promoting advancement of marine science. Sensors currently used for these purposes are costly, of small size, and not interoperable with existing ocean observation systems.

HOW WILL IT DO IT?
COMMON SENSE will develop prototypes of in-situ new generation sensors and integrate these sensors into different marine platforms in order to reduce significant sampling and monitoring costs. The new generation sensors will be able to share data with existing and new observing systems and will be compatible with the Global Ocean Observing System (GOOS) and the Global Earth Observation System of Systems (GEOSS). The project will also develop a data management platform which will help to protect the marine environment and enable the sustainable use of European marine waters.

WHY IS COMMON SENSE IMPORTANT?
Under the Marine Strategy Framework Directive (MSFD), EU Member States are expected to assess the overall status of their marine environments and to put in place the necessary measures to achieve Good Environmental Status (GES) by 2020. Member States must implement cost-effective monitoring programmes in order to achieve MSFD monitoring objectives, as well as other European marine and environmental policies such as the Common Fisheries Policy (CFP). Through the development of automatic, low maintenance and efficient sensors, the tools provided by the COMMON SENSE project will support effective monitoring of our waters and so help protect the marine environment in Europe, enabling a sustainable use of them.
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