



PLANETARY Health Cluster

FORMED BY



SPRINGS



Cluster Web Portal and Visual Identity

Deliverable 7.11



Projects GoGreen Next, Planet4Health, Mosaic, Springs, and Tulip have received funding from the European Union's Horizon Research and Innovation programme under Grant Agreement no. 101137209, 101136652, 101137398, 101137255, and 101136659 respectively. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union and neither the European Union nor the granting authority can be held responsible for them.

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SPRINGS


Based on the 5 projects' Grant Agreement, this common cluster communication and dissemination strategy corresponds to the deliverables listed below.

Project name	Deliverable number
SPRINGS	D6.6 Cluster: Web Portal and Visual Identity
PLANET4HEALTH	D4.3 Cluster: Web Portal and Visual Identity
TULIP	D7.6 Cluster: Web Portal and Visual Identity
MOSAIC	D5.1 Cluster: Web Portal and Visual Identity
GoGreen Next	D7.11 Cluster: Web Portal and Visual Identity

How to quote this document

Planetary Health Cluster (2025). Cluster Web Portal and Visual Identity

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1. Executive summary

This document provides an overview of the Cluster Web Portal and Visual Identity. The cluster was officially launched and presented on 3 July 3rd, 2024 in Brussels during a joint event with GoGreen Routes and their sister projects funded under SC5-14-2019 and the participation of the of the five sister projects funded under the Horizon Europe topic HORIZON-HLTH-2023-ENVHLTH-02-01 “Planetary health: understanding the links between environmental degradation and health impacts.” The five projects that form the Planetary Health Cluster are GoGreen Next, SPRINGS, PLANET4HEALTH, TULIP, and MOSAIC.

The website, first envisaged to be embedded within the web portal of the project responsible GoGreen Next, was amended to be a stand-alone gateway for the cluster. The effort was coordinated by GoGreen Next project partners, as the project was the first coordinator of the Planetary Health Cluster joint with Planet4Health. Working Group 3 participated in the creation of the visual identity for the Planetary Health Cluster, which was a collaborative effort with several iterations based on the co-created imagery with and subsequent revisions from the coordinators. All Cluster Members have been consulted and feedback was used during the preparation of the Cluster’s visual identity and the web portal.

The subsequent sections provide an overview of the Planetary Health Cluster Web Portal, it’s content and functionality, and the visual identity, including the logo design and usage.

2. Introduction

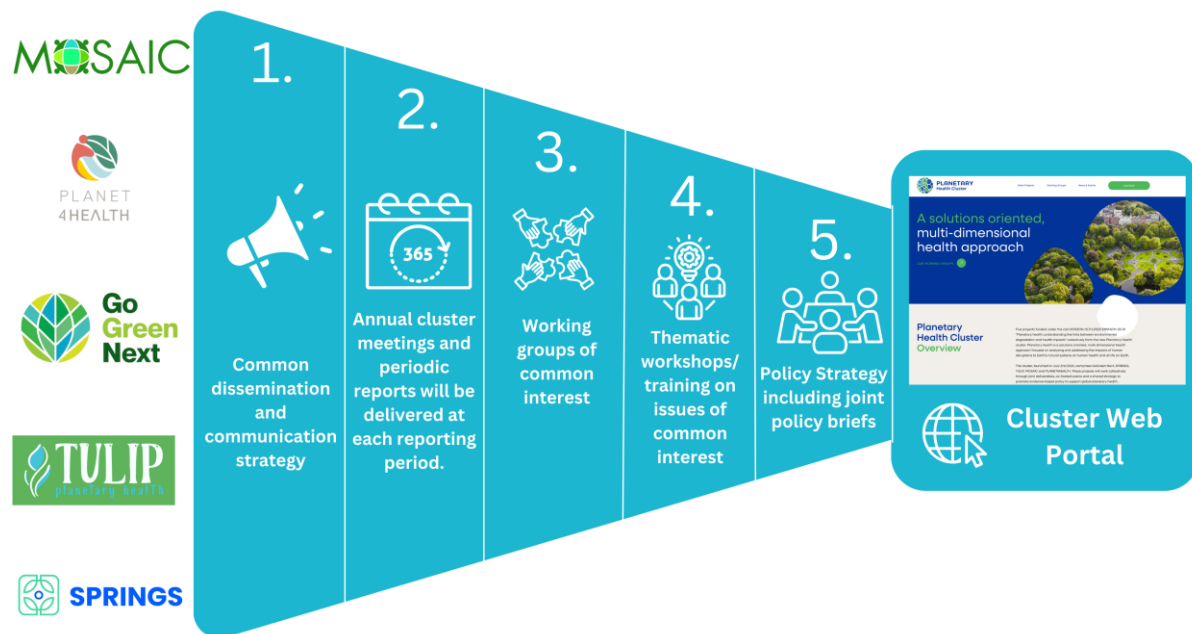
2.1. Purpose and scope

The website serves as the main communication and dissemination channel to inform stakeholders and the public on the cluster’s objectives, progress, and outputs. The Planetary Health Cluster website, visual identity and communication tools are designed to support the sister projects to achieve the following aims:

- Promote and disseminate environmental degradation and health research from a planetary health perspective
- Raise awareness and inform on health impacts of a degraded environment, costs and benefits of action and inaction
- Maximise communication and dissemination of results through each project’s networks
- Contribute to evidence-based decision-making and stronger EU and global policies
- Build capacity around climate change and health research.

The web portal has consequently as specific role in the overall communication of the Cluster activities as shown in the Figure below.

Figure 1: The key activities that the Cluster Web supports



3. Web Portal

3.1. Website Overview

The Planetary Health web portal is accessible at the following url <https://www.planetaryhealthcluster.eu>. It has been designed and implemented by GoGreen Next Coordinator, Maynooth University in WordPress, who will update it and maintain it throughout the timeline of the cluster.

The layout of the web portal is aesthetically aligned to resonate with the earth elements in the logo. It is designed to optimise viewing and interaction experience, always corresponding to the used device (pc, tablet, smartphone). The web portal automatically detects the device through which the user is visiting, adapting the layout to the viewing environment by using fluid, proportion- based grids, flexible images and CSS3 media queries. The web portal includes links to the Cluster's bespoke social media page (e.g. LinkedIn). A hierarchical design enables rapid access to brief information on the main page of the web portal and detailed information is given in the sub-pages accessed through the main page menu tabs. The web portal is Search Engine Optimization (SEO) friendly, and basic SEO practices have been applied (fixing of the meta elements, keywords, optimization for performance).

3.2. Website Structure

An elegant, informative and modern design has been implemented, so that easy and fast access is offered to all basic information about the Planetary Health Cluster. Following internal meetings among WG3 members the menu of the web and feedback from the coordinators of the sister projects, the emphasis was placed on optimising users' navigation and access to important information.

Table 1: Overview of the Website Structure (See Appendices for Samples)

Section	Content	Features
Banner	Logo, and tabs for sister projects, working groups, news and events and contact	Contact tab is larger for ease of access
Tag Line	The tag line 'A solutions oriented, multi-dimensional health approach' which conveys our vision.	The additional imagery structure resonates with the logo composition.
Overview	Summary of less than 100 words gives reader a rational for the cluster.	The brief content is written in a highly accessible manner.
Cluster Activities	A more technical description of the cluster tasks with five summaries of activities ranging from 16-62 words.	The visual structure is aligned with the logo composition.
Sister Projects	All five projects in the cluster are highlighted in a clear visual statement with a tab for further detail.	Each sister project page has further information and a direct link to the individual projects.
News	A carousel format enables multiple news items to be readily accessed.	News stories are designed to be brief features of 250-350 words to ensure they are reader friendly.
Join Our Community	Users can sign up to our newsletter to track our progress.	MailChimp software enables users information to link to a database for mailing.
End Banner	Logo, email and funding acknowledgement are provided with link to social media.	Customizable consent preferences are available in this section

3.3. Website “Look and Feel”

The graphical user interface was prioritized to include elements such as colours, shapes, layout, and typefaces which resonated with the logo design. The inclusion of natural elements in the designs, for example, mirror aspects of the logo.

3.3.1. Website Homepage

Figure 2: Sample from the homepage that highlights the naturalistic look and feel of the web-user interface.

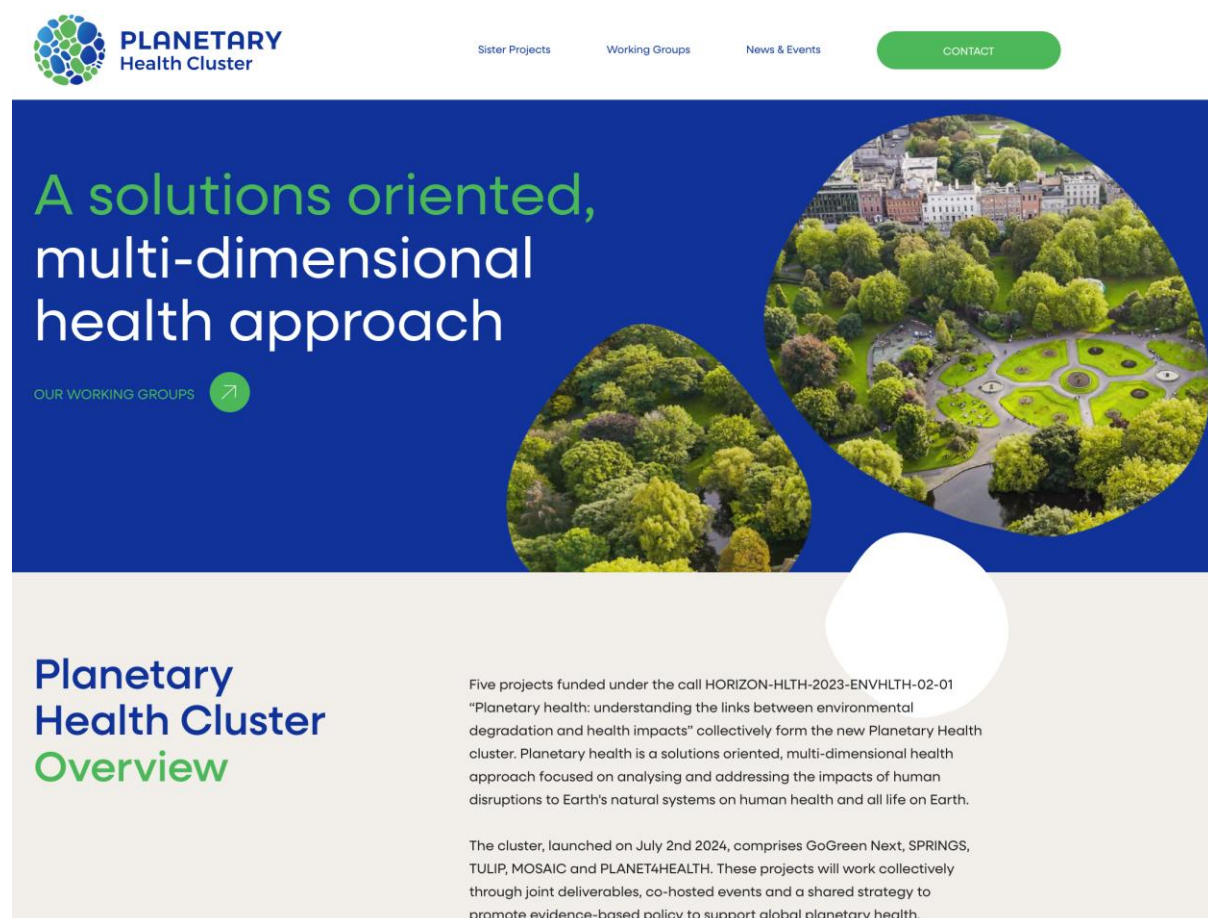
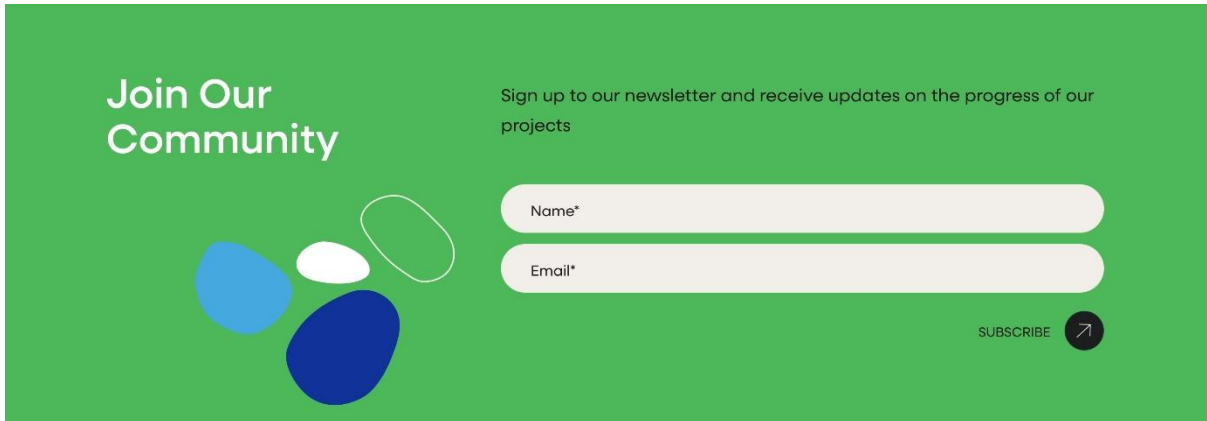


Figure 3: Sample of the join our community under the 'Contact' tab that highlights the naturalistic look and feel of the web-user interface.



Join Our Community

Sign up to our newsletter and receive updates on the progress of our projects

Name*

Email*


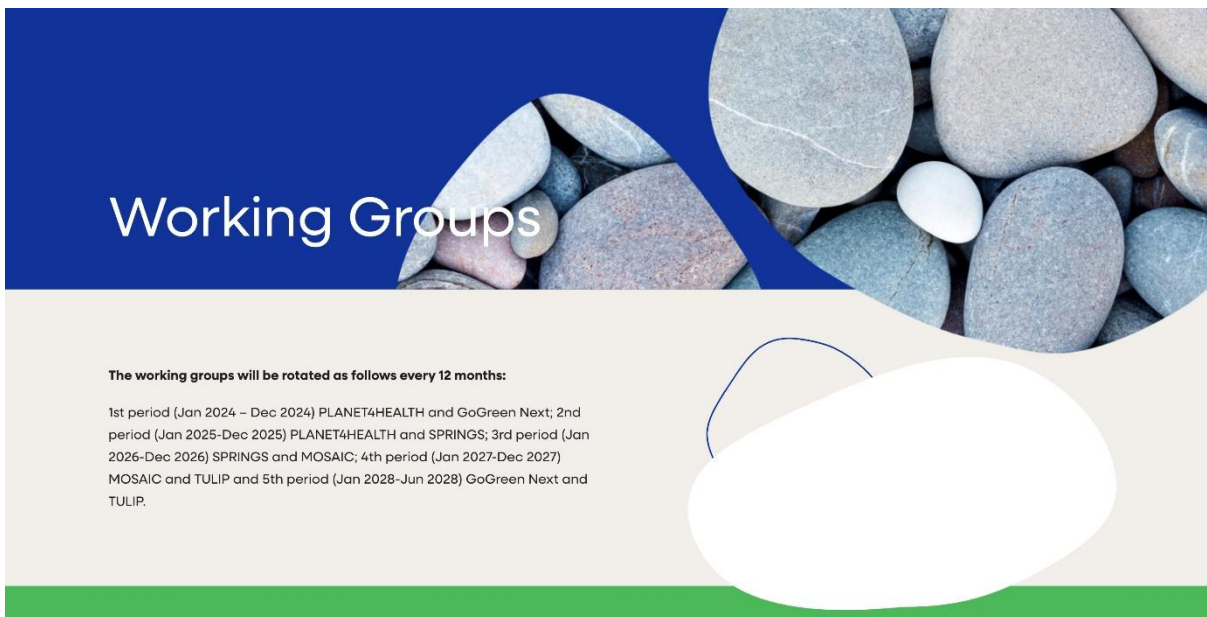
SUBSCRIBE 

Figure 4: Sample of the Working Groups sections that highlight the naturalistic look and feel of the web-user interface.



Working Groups

The working groups will be rotated as follows every 12 months:

1st period (Jan 2024 – Dec 2024) PLANET4HEALTH and GoGreen Next; 2nd period (Jan 2025-Dec 2025) PLANET4HEALTH and SPRINGS; 3rd period (Jan 2026-Dec 2026) SPRINGS and MOSAIC; 4th period (Jan 2027-Dec 2027) MOSAIC and TULIP and 5th period (Jan 2028-Jun 2028) GoGreen Next and TULIP.

3.3.2. Cluster activities

Figure 5: Sample of the information on Cluster activities that highlights the naturalistic look and feel of the web-user interface



3.3.3. Website Sister Projects

Figure 6: Sample of the SPRINGS project information on the Cluster Web Portal.



The screenshot shows the 'Project SPRINGS' page on the Planetary Health Cluster website. The header includes the Planetary Health Cluster logo and navigation links: 'Sister Projects', 'Working Groups', 'News & Events', and a green 'CONTACT' button. The main heading is 'Project SPRINGS' with a 'BACK TO ALL PROJECTS' button. Below this is a 'Project Overview' section with a paragraph about the project's focus on diarrheal diseases and climate change. To the right, there are sections for 'Team Involved' (listing 15 partners), 'Lead Partner' (Amsterdam UMC(NL)), and 'Mission' (describing the project's focus on microbial water quality and climate impacts). At the bottom, the 'SPRINGS' logo is displayed, featuring a green square icon with a stylized plant and the word 'SPRINGS' in blue.

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Health Cluster

Sister Projects Working Groups News & Events CONTACT

Project SPRINGS

BACK TO ALL PROJECTS

Project Overview

SPRINGS (Supporting Policy Regulations and Interventions to Negate aggravated Global diarrheal disease due to future climate Shocks) is investigating the interplay between shifting weather patterns, environmental changes, and the spread of diarrheal pathogens. By combining pathogen data with climate projections, we seek to enhance understanding of the factors influencing diarrheal spread and to predict future scenarios. Ultimately, we aim to facilitate informed decision-making and the implementation of targeted interventions to reduce the burden of diarrheal diseases in the face of climate change.

Team Involved

The project comprises 15 partners in Europe, Africa and the USA.

Lead Partner

Amsterdam UMC(NL)

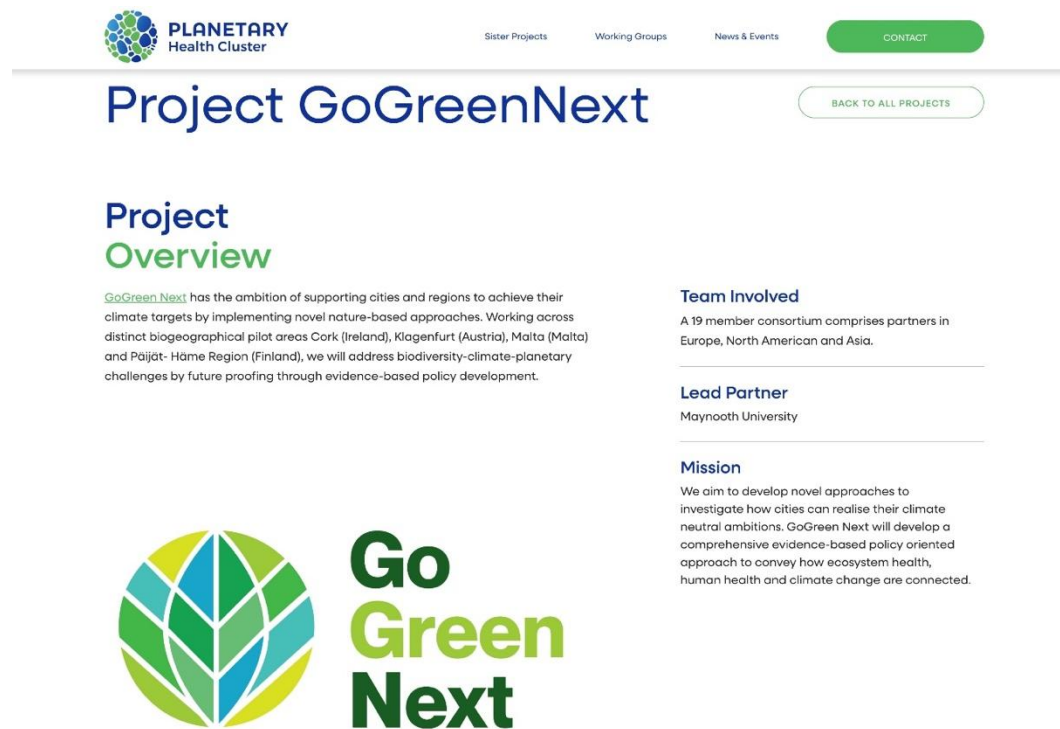
Mission

SPRINGS focuses on studying microbial water quality and quantity, using surveillance and modelling to understand how climate impacts health. SPRINGS studies interactions between climate and human-ecological systems to assess risks like flooding and drought on waterborne diseases. The work will inform improved surveillance and risk assessment tools.



SPRINGS

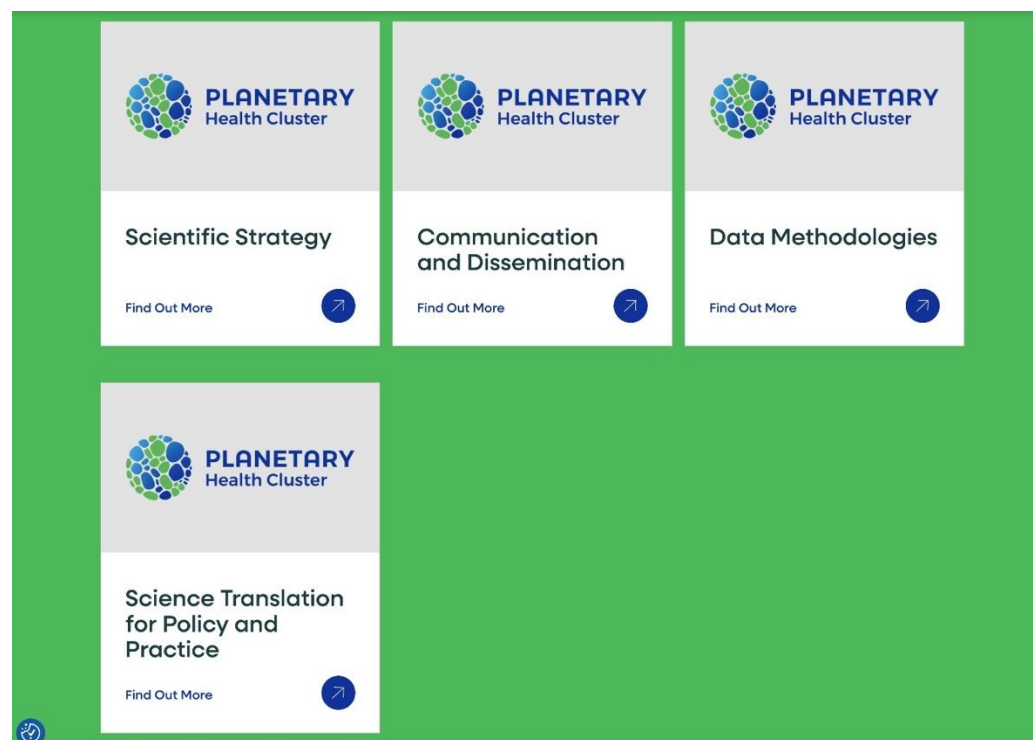
Figure 7: Sample of the GoGreen Next project information on the Cluster Web Portal.



The screenshot shows the 'Project GoGreenNext' page. At the top, there's a navigation bar with links for 'Sister Projects', 'Working Groups', 'News & Events', and a 'CONTACT' button. Below the navigation bar, the page title 'Project GoGreenNext' is displayed, with a 'BACK TO ALL PROJECTS' button. The main content area is titled 'Project Overview' and contains a paragraph about the project's ambition to support cities and regions in achieving their climate targets. To the right, there are sections for 'Team Involved' (listing a 19-member consortium), 'Lead Partner' (Maynooth University), and 'Mission' (aiming to develop novel approaches to investigate how cities can realise their climate neutral ambitions). At the bottom, there is a large graphic with the 'Go Green Next' logo, which features a stylized green leaf design.

3.3.4. Website Working Groups

Figure 8: Samples the visual outline to access information on the four working groups.



The screenshot shows a grid of four working group cards. Each card features the Planetary Health Cluster logo at the top, followed by the group name: 'Scientific Strategy', 'Communication and Dissemination', 'Data Methodologies', and 'Science Translation for Policy and Practice'. Below each name is a 'Find Out More' link and a circular icon with an upward-pointing arrow. The cards are set against a green background.

Figure 9: Sample of the detail on one working Group 3: Communication and Dissemination.

Communication and Dissemination

[BACK TO ALL PROJECTS](#)

Project Overview

The Communication Working Group aims to promote and disseminate research on environmental and human health from a planetary health perspective, raise awareness and inform on health impacts of environmental challenges and their impact on human health. The group will share the outputs and activities of the Cluster's working groups and projects.

The Communication and Dissemination cluster will endeavour to harmonise communication and dissemination activities as much as possible to maximise the impact. Key outputs will be the website, social media presence, cluster brochure and quarterly newsletter.

Launched

Launched on July 2nd 2024, in Brussels and initially led by SPRINGS and GOGREEN NEXT projects

Deliverables

Early deliverables are common web portal, visual identity and communication and dissemination plan

Next Meeting

The next major meeting is to be held in Brussels in June 2025



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Health Cluster

Figure 10: Sample of information on key outputs relating to working Group 3: Communication and Dissemination.

Key Output

The deliverables include a Common web-portal developed by GoGreen Next who will develop and host it throughout the lifetime of the cluster. GoGreen Next also developed a visual identity for the cluster. The social media communication will be led by SPRINGS in cooperation with the sister projects. Similarly, the cluster brochure will be developed by Planet4Health X. Newsletters will be circulated quarterly and the lead for this will rotate across the projects. All outputs will be developed in cooperation with the Communication and Dissemination Working Group.

The working group will also support the organisation of the cluster's workshops, the promotion and dissemination of the Cluster's joint policy briefs and scientific strategy.

3.3.5. Website News and Events

Figure 11: Sample of news items on the Cluster Web Portal.



3.3.6. Website Contact

Figure 12: Sample of the contact page on Cluster Web Portal.

Contact Us

To stay in the loop with the latest news from within the Planetary Health Cluster, please sign up to our newsletter for regular updates. If you have an enquiry or would like more information about what we do, please fill out our contact form.

E: info@planetaryhealthcluster.eu

Name*

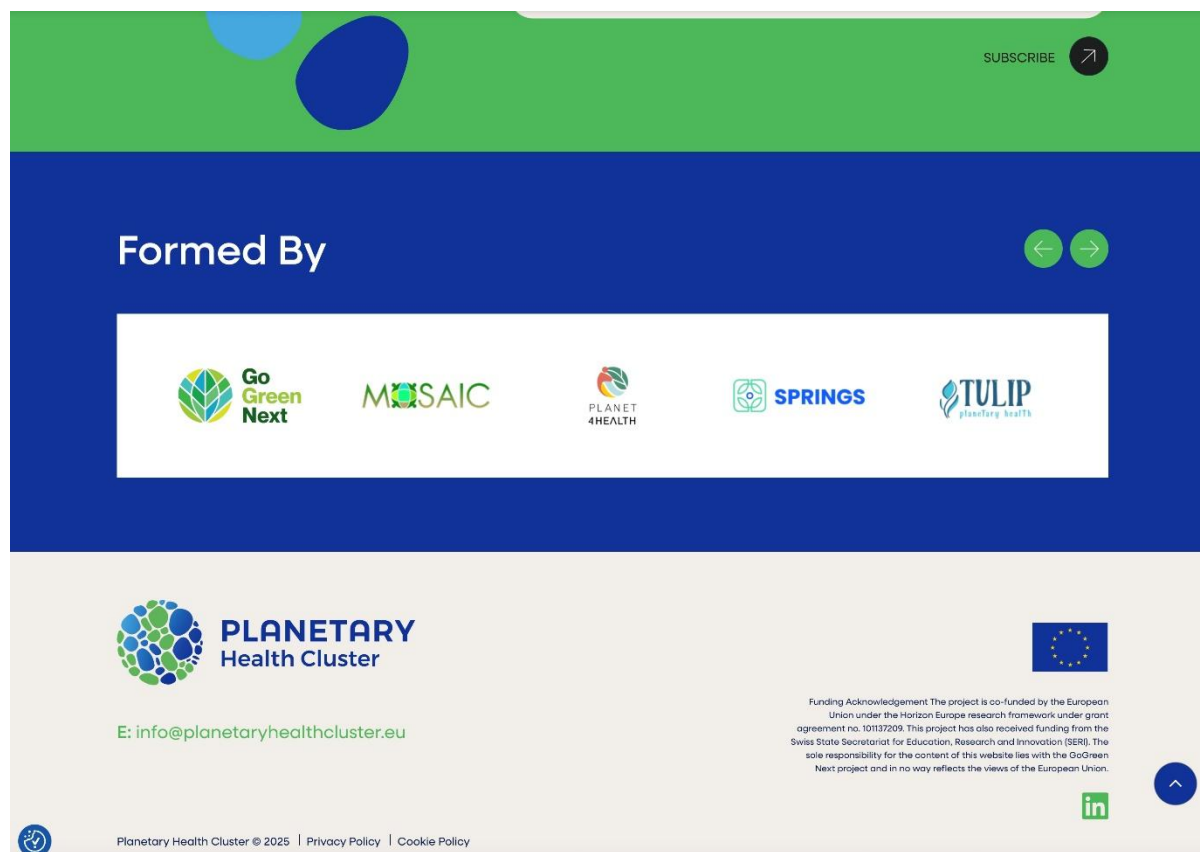
Company Name

Email*

Phone*

3.3.7. Funding Acknowledgements

Figure 13: Sample of the acknowledgement of funding on the Cluster Web Portal.



3.4. Content Management

Key updates from each cluster project that will be published on the website will include project achievements, project events, cluster activities and deliverables, and relevant events for the community. Each project will submit 4 news article per year, relating to their individual project, through an online form managed by GoGreen Next, who will then publish the content on the website.-This will ensure a balance of news from each project on the cluster website and news section.

Articles about the cluster and the partners responsible for drafting the news posts will be discussed and agreed upon at the monthly WG3 meeting. GoGreen Next will publish the articles, as the lead partner managing the website. Tracking of number of visits, country of origin, duration of visits, pages most visited, links clicked, document downloads will be conducted and reported periodically.

3.5. Target audiences

This Deliverable 7.10 Cluster -Common Dissemination and Communication Strategy for the Cluster provides details on the target audiences, how they will benefit from the Cluster's

outputs, which key message should be directed to them and what is the desired behaviour after they have been reached out to.

4. Visual Identity

4.1. Visual identity

A Planetary Health Cluster brand was considered necessary to support the messages being communicated as “one voice”, representing all the projects in the cluster. A workshop was held by GoGreen Next, who was responsible for its design, with working Group 3 to co-create the design with graphics experts. After this process and feedback from the project coordinators consensus was reached on the final version.

The thinking underlying the concept was based on an earth theme that spoke of the ‘Blue Planet’ which included green space, a key area of study across the sister projects. The elements of the logo retain a natural feel and the spaces between elements are designed to represent the knowledge gaps that the efforts of the planetary health cluster will fill through their collective enquiry. The specific colour of the EU flag was used to highlight the European dimension to the sister projects.

Three formats based on the logo use were designed and versions of the logo in PNG and EPS format were made available to all projects.

Figure 14: Master logo



Figure 15: Horizontal logo





4.2. Colour Palette

The colour palette is indicated below, with two shades of blue and green being used. Special care must be taken in the reproduction of these colours for both print and digital application.

Figure 16: Logo colour palette

Primary Colour Palette

EU Blue	Blue	Green
CMYK 100 80 0 0 RGB 3 78 162 HEX #034ea2	CMYK 68 17 0 0 RGB 57 168 223 HEX #39a8df	CMYK 70 0 88 0 RGB 77 184 90 HEX #4db85a

In addition, the typography chosen for the templates is the typeface Montserrat. Montserrat is contemporary and easy to read and well suited for a wide range of visual communications.

Figure 17: Montserrat typeface

Montserrat
 AaBbCcDd
 1234567890€@&

Montserrat Family

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat Semi Bold

Montserrat Bold

4.3. Communication templates

Templates to be used by all partners when presenting the Cluster have been designed.

Word



Figure 18: Deliverable word template

PowerPoint



Figure 19: Powerpoint presentation template



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Title Cluster Web Portal and Visual Identity

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