NEWSERA - Citizen Science as the new paradigm for Science Communication

Deliverable 6.3 NEWSERA Visual Identity

Revision: v1.3

DELIVERABLE DETAILS

Due date: June 30th, 2020

Actual submission date: July 21st, 2020

Project start date: January 1st, 2020

Duration: 36 months

Work Package concerned: WP6

Concerned work package leader: Lisa Lazzarato

Dissemination level:

PU: Public (must be available on the website)	☒
CO: Confidential, only for members of the consortium (including the Commission Services)	☐
Cl: Classified, as referred to in Commission Decision 2001/844/EC	☐

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Revision history:

revision	date	Contributor	Description
v1.0	26.06.2020	Lisa Lazzarato (Formicablu)	First Draft
v1.1	29.06.2020	Lisa Lazzarato (Formicablu)	Final Draft
v1.2	09.07.2020	Nora Salas Seoane (IBERCIVIS)	Review
v1.3	21.07.2020	Lisa Lazzarato (Formicablu)	Final version
	31.07.2020	Rosa Arias (Science for Change)	Final revision

STATEMENT OF ORIGINALITY

This deliverable contains original unpublished work except where clearly indicated otherwise.

Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

SUMMARY

The NEWSERA visual identity aims to provide an identifiable and unique look to the project, making it immediately recognizable in every dissemination and communication activities and materials. The power of visual communication is also well-known and fundamental to ensure a successful dissemination and communication plan.

The project's logo is the basis of the development of the visual identity, which encompasses a brand book containing guidelines for its implementation and template documents to be used in any project related activity.

The NEWSERA website, designed according to the visual identity, is the primary source of information about the project. Its present version describes the project's most relevant information and will then expand, according to the project development, hosting more and more content. The website will also represent the NEWSERA project's legacy, making available results, contents, and materials long after the project end.

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1. Introduction

This Deliverable describes the NEWSERA Visual Identity, as defined in Task 6.2 ("Visual identity and project website") of Work Package 6 "Dissemination and communication actions". It is related to Deliverable D6.2 ("Dissemination and Communication plan).

The visual identity here presented and the website design has been developed by Formicablu in collaboration with the graphic web designer Dario Valeri.

1.1 The NEWSERA project at a glance

The overall aim of NEWSERA is to unveil the potential of Citizen Science projects as a communication mechanism for science and technology. These initiatives can be highly engaging, raise awareness and educate in science, they can promote critical thinking and increase trust in science communication.

The project's methodology (Figure 1) include a central activity represented by the bottom up approach to co-design strategies for Citizen Science projects to improve their science communication. Core of these activities are the #CitSciComm Labs, that will be organized as a series of workshops involving Citizen Science projects representatives, science communicators, science and data journalists.
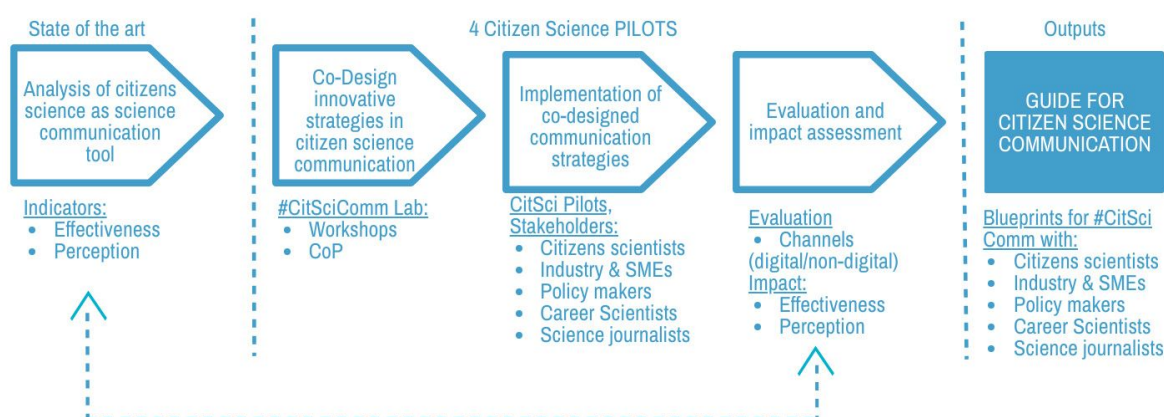

Figure 1. *Diagram of the NEWSERA methodology.*

The #CitSciComm Labs will design new and improved strategies of communication with quadruple helix stakeholder (citizens, academic scientists, policy makers, industry and SMEs).

2. Visual identity

The visual identity of NEWSERA, which makes the project and its dissemination and communication tools and materials easily identifiable, comprises the logo, the brand book and template layouts (letterhead, presentation, deliverable). It also includes the digital layouts used to build the website in coherence with the entire project identity. All the documents, together with font and instructions, have been uploaded in the shared Google Drive folder of the project.

2.1 Logo

A selection of three mockups was presented to partners during the Kick-off meeting in order to elicit a participatory selection. The logo was thus chosen by all partners, among three proposals (Figure 2), at NEWSERA Kick-off meeting (February 2020).
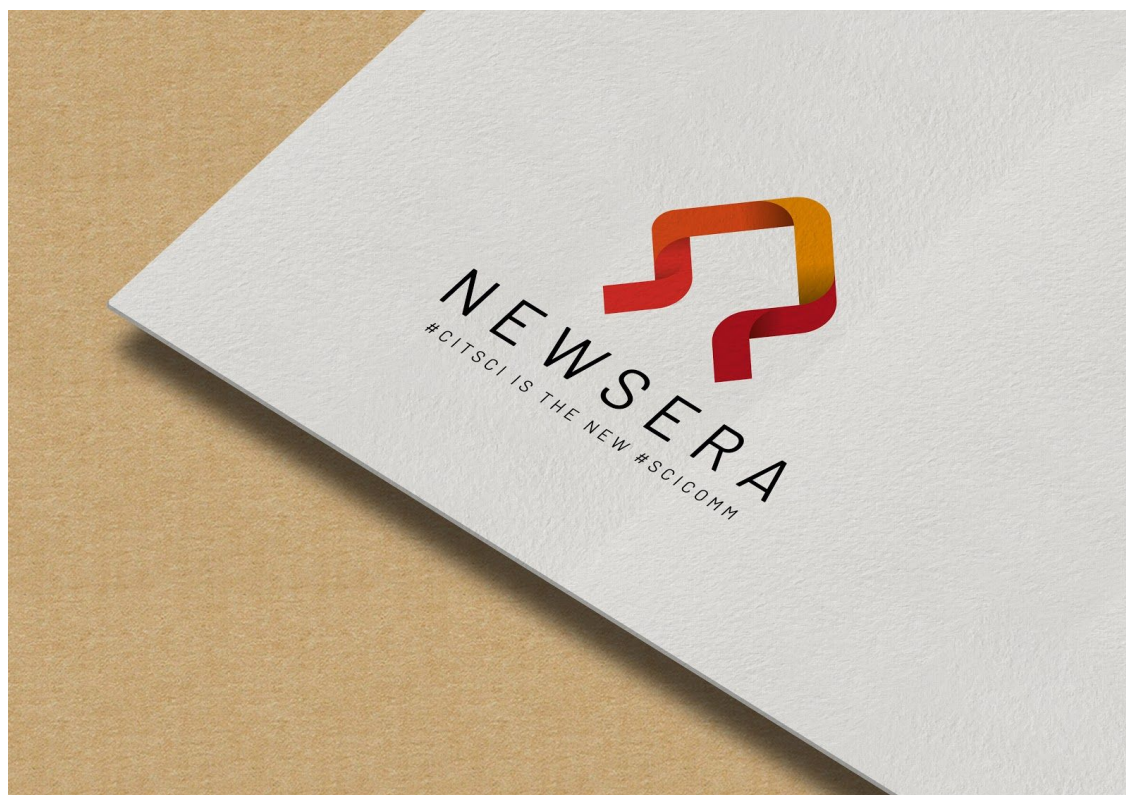

Figure 2. *Three logo proposals presented at the Kick-off meeting (above), mockup of the selected logo (below).*

The color palette of the chosen logo was then modified according to partners' suggestions and needs, resulting in the project's adopted logo (Figure 3). A horizontal version was also designed to guarantee the broadest flexibility of use (Figure 4) and a black and white version (Figure 5).

Figure 3. *The final NEWSERA logo.*

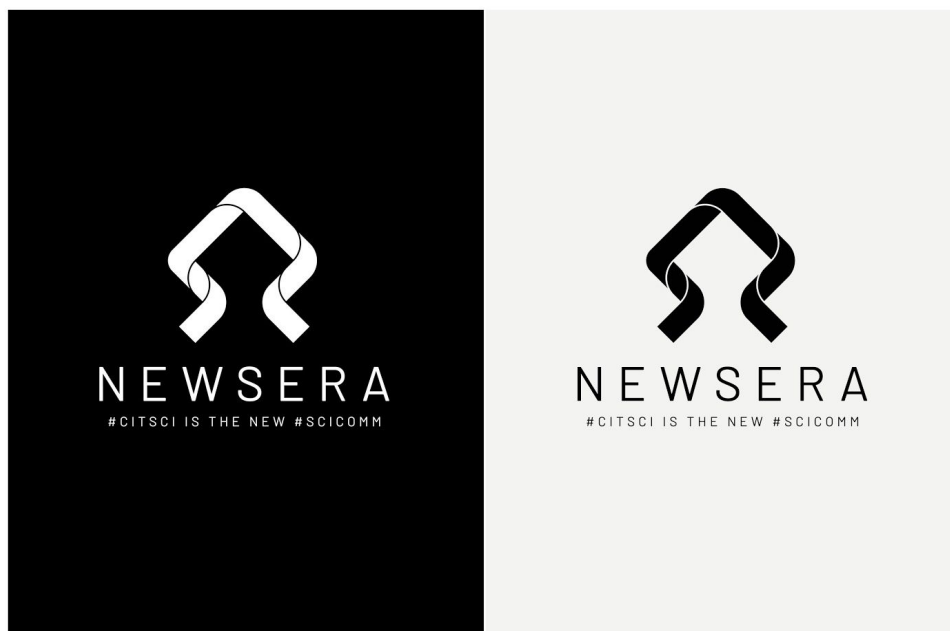**Figure 4.** *The horizontal version of the NEWSERA logo.*

Figure 5. *The black and white versions of the NEWSERA logo.*

The logo evokes the quadruple helix stakeholders (citizen scientists and society, academic scientists, policy makers, industry and SMEs) through four segments, strictly intertwined. The quadrangular form is open at the bottom, recalling the bottom-up approach adopted in NEWSERA project. Besides the inspiration that moved the graphic designer, the logo abstraction leaves open the way to many suggestions and is original and unique.

The logo includes a payoff ("#CITSCI IS THE NEW #SCICOMM") that integrates the visual message providing primary keywords of the project research topic.

2.2 Brand book

A brand book containing the guidelines for proper use of the logo and visual identity was designed and shared within the consortium. The brand book (Figures 6-12) illustrates the logo characteristics (proportions, margins, font, color palette) and proper use.

The brandbook also presents the adopted font for web and publishing content (Figure 12), Work Sans. This family font is licensed under the Open Font License and is freely available on the Google Font library (Works Sans).

Figure 6. *Cover page of NEWSERA brand book*

Figure 7. *Logo proportion*

NEWSERA

#CITSCI IS THE NEW #SCICOMM

Logo Margins

In all formats, the logo
should be surrounded by
white space equivalent
to the height of the main
lettering.

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NEWSERA
#CITSCI IS THE NEW #SCICOMM

NEWSERA
#CITSCI IS THE NEW #SCICOMM

Figure 8. *Logo margins.*

Palette

CMYK 69 17 3 0	CMYK 63 0 19 0	CMYK 62 0 46 0	CMYK 63 0 65 0
RGB 67 168 219	RGB 83 191 209	RGB 100 189 161	RGB 101 185 123
HEX #43a8db	HEX #53bfd1	HEX #64bda1	HEX #65b97b

Figure 9. *NEWSERA colour palette.*

Correct usage

For a correct usage of the logo, don't add color to the lettering, change proportions, stretch or rotate the logo.

Dependending on the available space, it's possible use a vertical or horizontal version

Figure 10. *Use and misuse of the logo.*

Logo font

Barlow Medium
abc def ghi jkl mno pqr stu vwx yz
ABC DEF GHI JKL MNO PQRS TUV WXYZ
123456789

Barlow Regular
abc def ghi jkl mno pqr stu vwx yz
ABC DEF GHI JKL MNO PQRS TUV WXYZ
123456789

Figure 11. *Typography used in the logo lettering.*

Secondary Font

Work Sans it's the font used to realize web and publishing content

Work Sans Extrabold

Titles

abc def ghi jkl mno pqr stu vwx yz ABC DEF GHI JKL MNO PQRS TUV WXYZ 123456789

Work Sans Regular

Paragraph

abc def ghi jkl mno pqr stu vwx yz ABC DEF GHI JKL MNO PQRS TUV WXYZ 123456789

NEWSERA BRANDBOOK   7
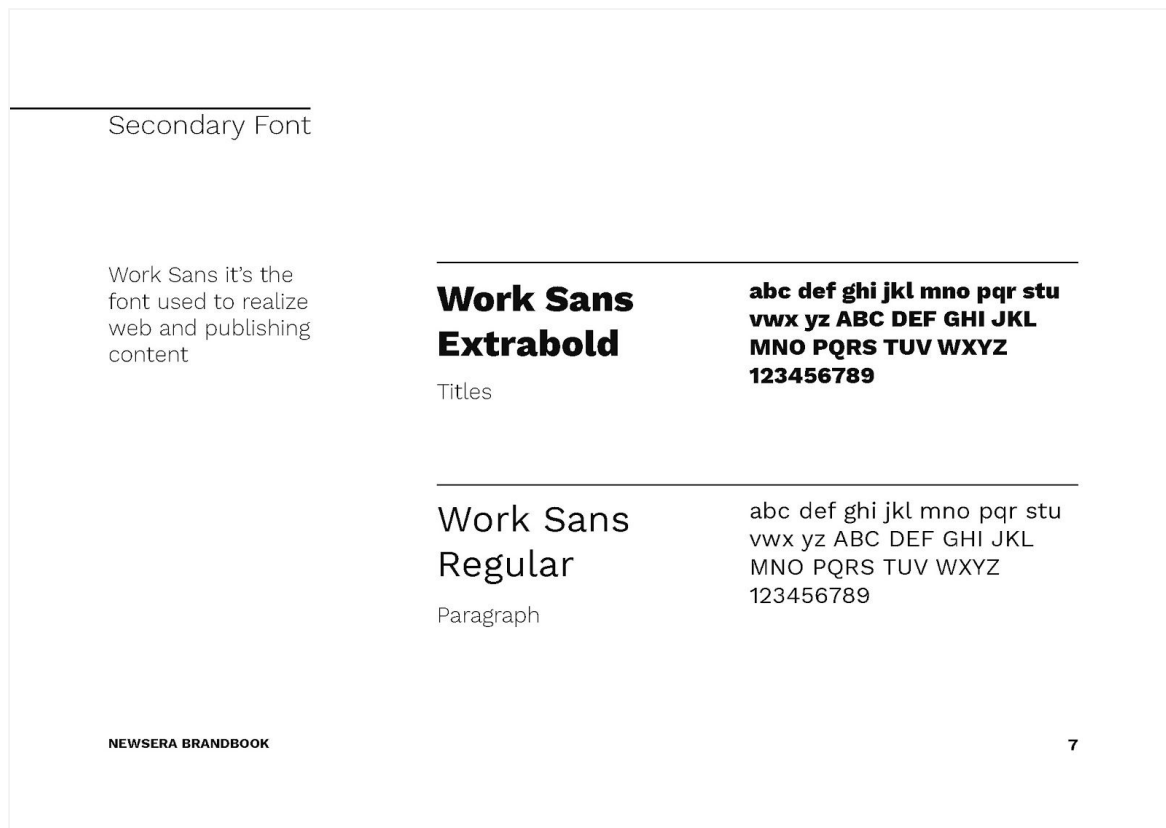
Figure 12. *Typography adopted for web and publishing content.*

2.3 Template layouts

A set of template layouts were created to harmonize the dissemination and communication materials of the project according to a coherent aesthetic direction.

The templates have been designed using Google Suite apps (Docs, Slides) to facilitate collaborative working and avoid system/software compatibility issues. A pdf version of the template is always provided for reference to partners, together with tips for use.

2.3.1 Deliverable template

The following figures illustrate some pages of the deliverable template: cover and first page (Figure 13), which contain mandatory information; a page presenting the heading styles of the template to be used for titles and sample table (Figure 14).

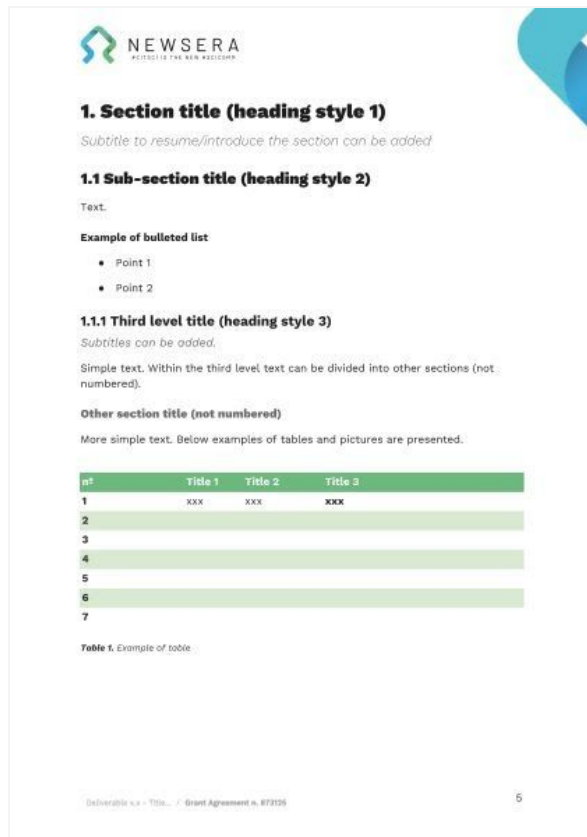**Figure 13.** *Cover and first page of the deliverable template.*

Figure 14. *Heading styles and table example of the deliverable template.*

2.3.2 Letterhead template

The NEWSERA letterhead will be used for sending digital/printed official communication on behalf of the project (brief notes, press releases, etc.). The Figure 15 illustrates the template.

Figure 15. *NEWSERA letterhead template.*

2.3.3 Presentation template

The following figures (Figure 16-19) illustrate the template designed for presentations.

Figure 16. *Cover page of presentation template.*

Figure 17. *Sample page of presentation template.*

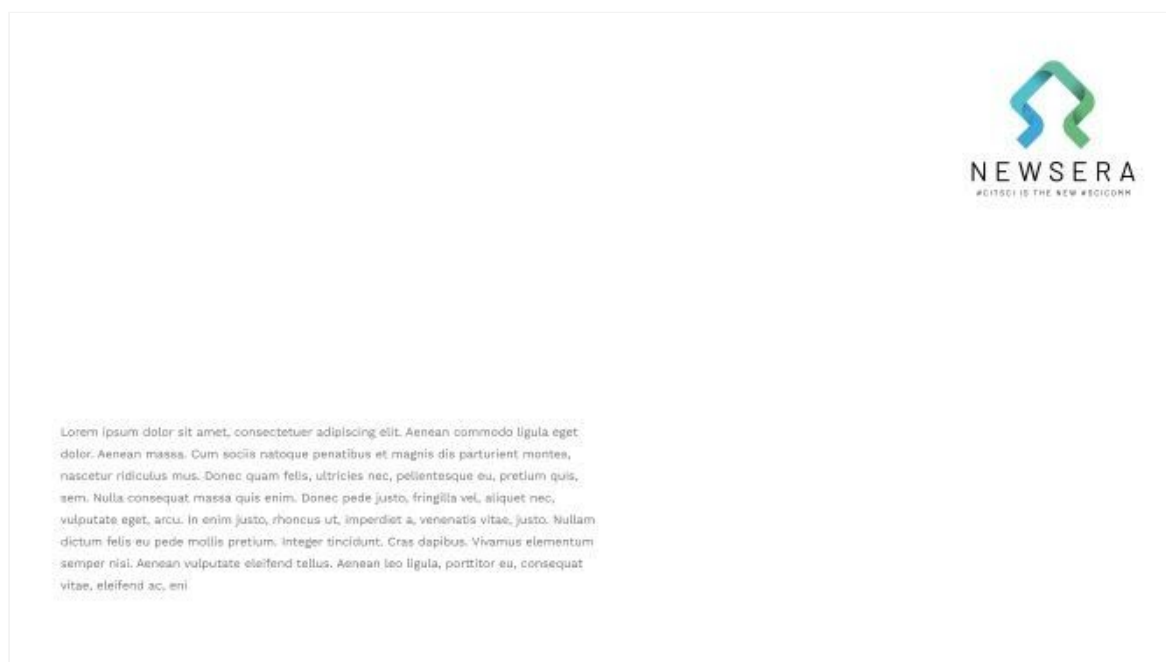**Figure 18.** *Sample page with photo of presentation template.*

Figure 19. *Sample page with text of presentation template.*

2.4 Acknowledgement of EU funding

According to the EU commission guidelines[1], the EU emblem and reference to EU funding must be included in all dissemination and communication activities of the project (Figure 20). It must be displayed in a way that is easily visible for the

public and with sufficient prominence (taking also into account the nature of the activity or object).

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873125

Figure 20. *The acknowledgement of EU funding to be included in all the dissemination and communication activities of NEWSERA project.*

3. Project website

The NEWSERA project website (https://newsera2020.eu) was published in May 2020 (M5 of the project), and its post-project online availability will be guaranteed for at least two years. It has been designed following the visual project identity and the best practice in terms of usability and responsiveness. The working language of the website is English.

3.1 Objectives

The website is the primary source of information regarding the project and will be regularly updated throughout its duration. It has the following main objectives:

- provide information about project goals and objectives
- present the project partners
- present the #CitSciComm Labs
- offer information about the general context of the project
- present related EU projects
- provide coverage of project activities, actions and events
- publish the public project materials and deliverables

3.1 Structure

The present website structure includes the following pages:

1. **Home**
2. **Project**
    1. About the project
    2. Workplan
    3. Partners
3. **Labs**

1. About the Labs
2. Citizen Scientists and society at large
3. Academic scientists
4. Policy makers
5. Industries and SMEs
4. **Context**
1. Citizen Science
2. Related projects
5. **News**
6. **Contacts**

The addition of the "Deliverables" page is planned for the near future within the "Project" section, and also the creation of a YouTube shortcut as soon the project channel is active. Other pages (hosting results, policy briefs, etc.) will be added during the project development, according the dissemination and communication needs.

The **homepage** is structured in five content blocks, that offer a brief but informative presentation of the project, providing link to other pages for further details. The **first block** (Figure 21) presents the overall aim of NEWSERA project. It will host the official project video when available (M12), as illustrated in the graphic web proposal (Figure 22).
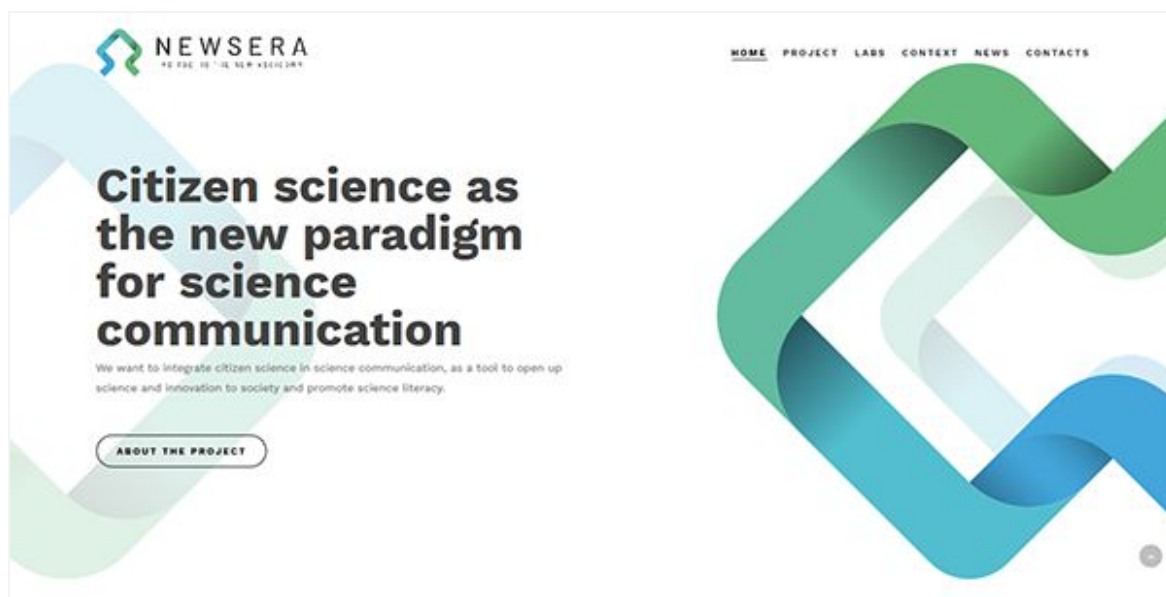

Figure 21. *Screenshot of project homepage presenting the first content block: NEWSERA overall aim.*
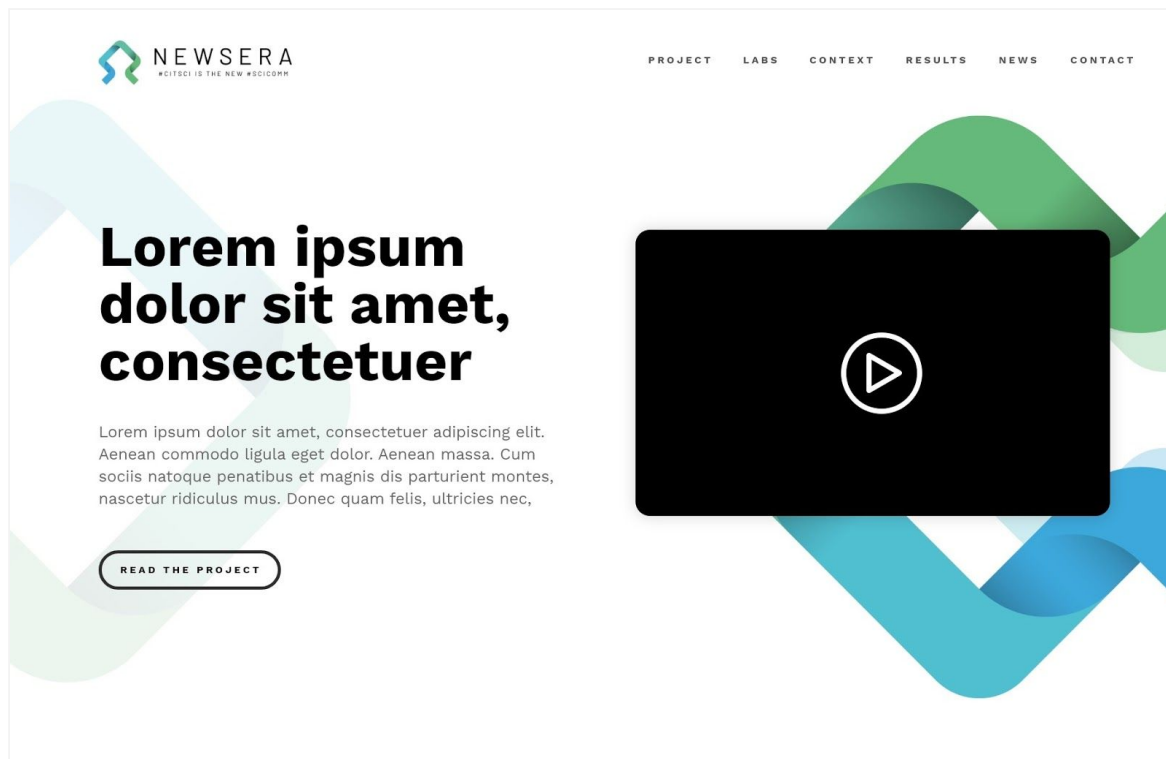
Figure 22. *Homepage layout proposal for the first block content, featuring the official project video.*

The **second block** (Figure 23) presents the latest news and redirects to "News" page, that is organized according a blog style. The news are about the project advancement, results, but also about citizen science general topic.
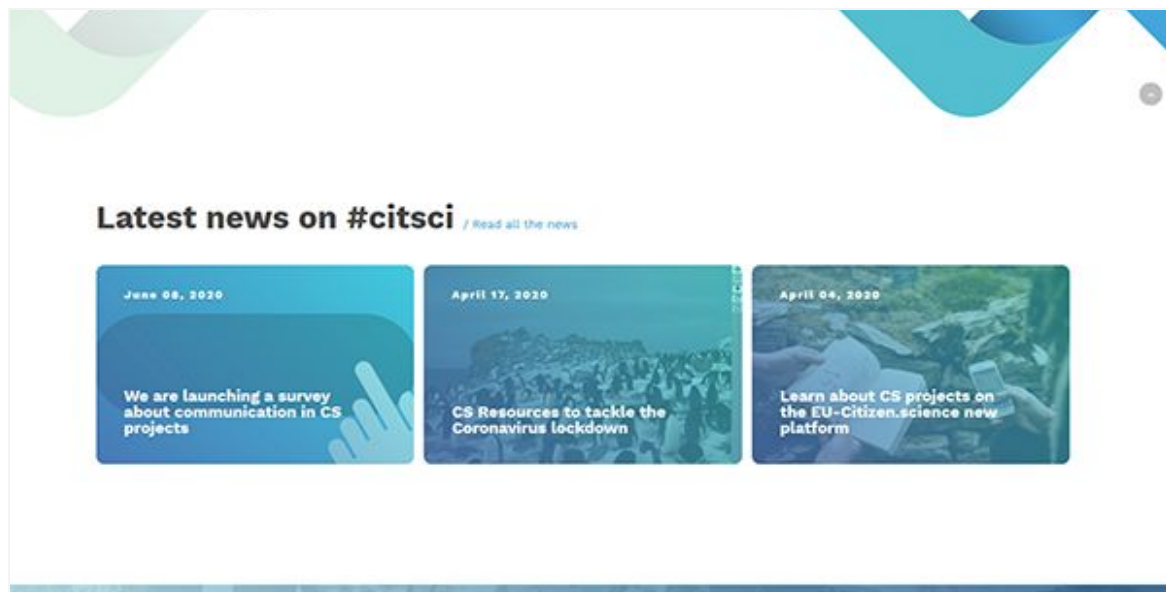

Figure 23. *Screenshot of project homepage presenting the second content block: the news.*

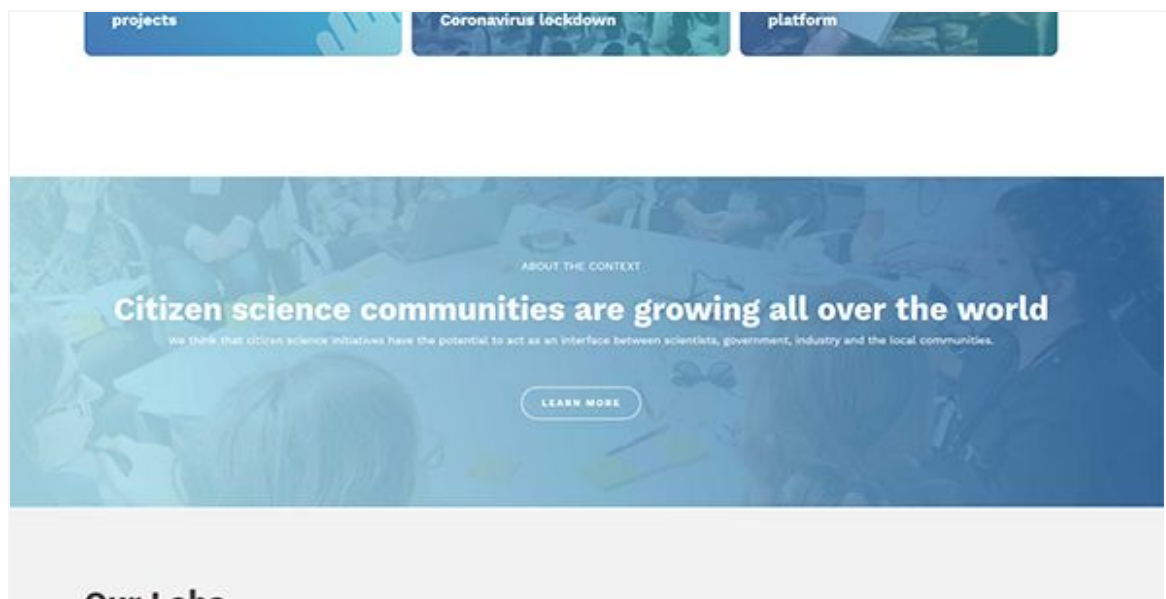The **third block** (Figure 24) introduces the context of the project, citizen science.

Figure 24. *Screenshot of project homepage presenting the third content block: citizen science.*

The **fourth block** presents in a visually impactful way #CitSciComm Labs (Figure 25). Direct links to single Lab pages (which has to be updated according the final set up of the Labs, which is under development) are provided.
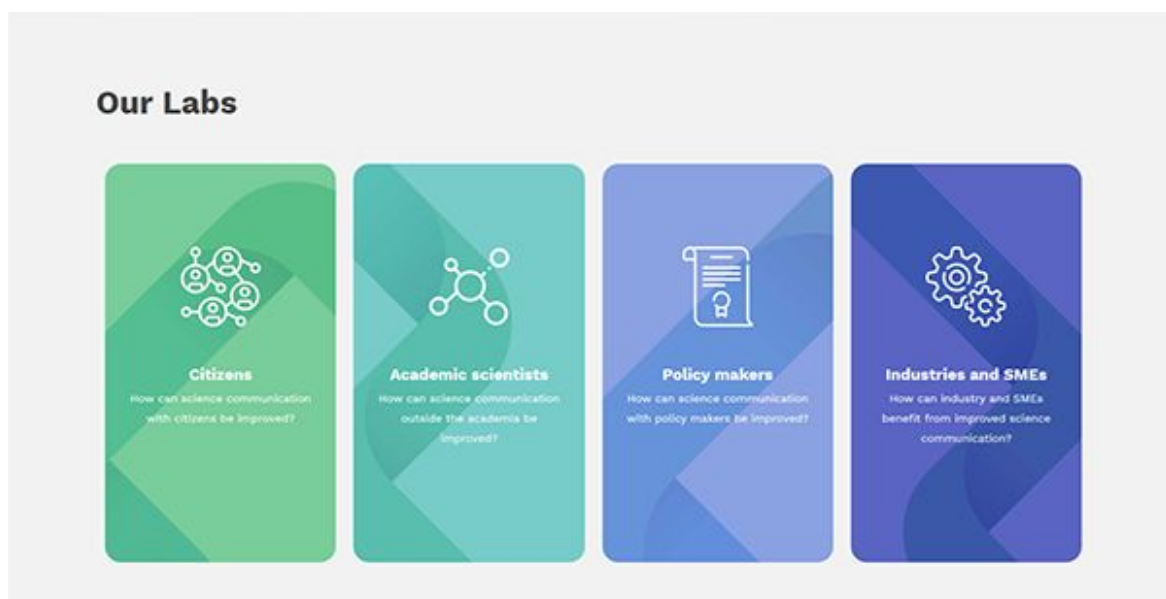

Figure 25. *Screenshot of project homepage presenting the fourth content block: the co-creation Labs.*

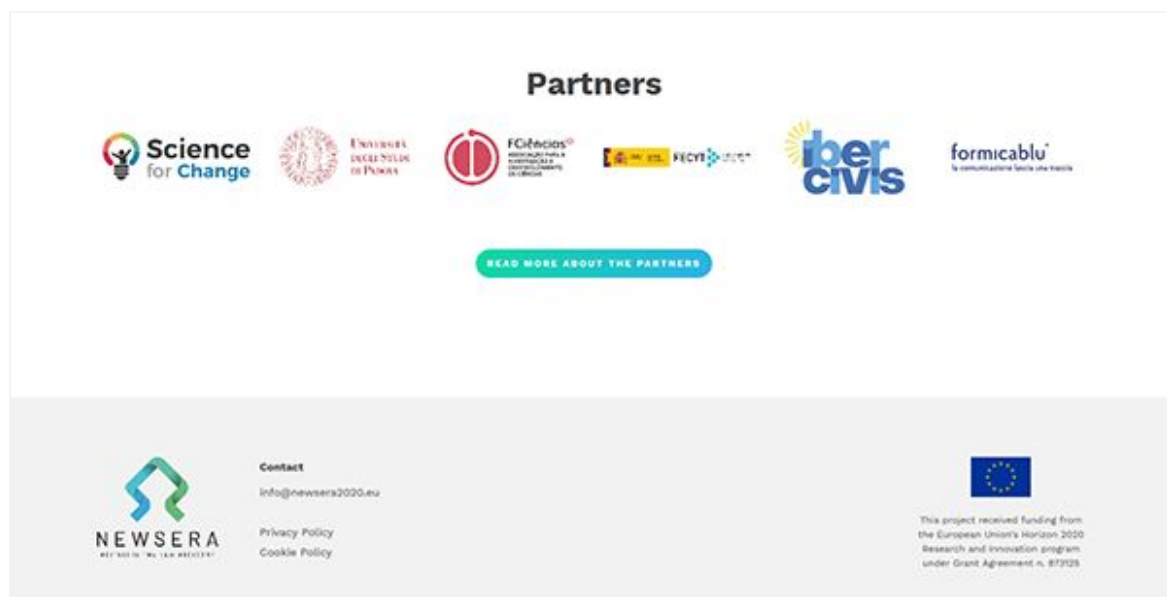Finally the **fifth block** offers an overview of the project partners (Figure 26).

Figure 26. *Screenshot of project homepage presenting the fifth content block: NEWSERA partners.*