



Visual identity and project website

Deliverable 6.1

Authors: Andria Nicodemou, Marina Corradini



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About RESCUE

The RESCUE project will improve the knowledge and understanding on the climate and Earth system responses to climate neutrality and net-negative emissions. The project will pursue two overall objectives: 1) quantify the climate and Earth system responses to pathways achieving climate neutrality by carbon dioxide removal (CDR) deployment with and without temperature overshoot; and 2) assess the potential role of CDR in reducing net GHG emissions, as well as its potential environmental risks and co-benefits. RESCUE will expand existing knowledge on CDR methods to design a suite of new scenarios for global temperature stabilisation to achieve the first objective. New model developments will deliver improved climate projections with explicit representation of CDR portfolios for these scenarios. The analyses will be devoted to finding suitable pathways to climate neutrality considering multiple aspects of the Earth system response, including mean climate and extremes, sea-level rise, global carbon cycling, biodiversity, and ecosystem services. Particular attention will be paid to the reversibility of induced changes by comparing scenarios with and without temperature overshoot. The second objective will be achieved by analyses assessing various factors determining the overall effectiveness, impacts and co-benefits of CDR portfolios. These factors include CDR-specific CO₂ uptake, CDR-induced bio-geophysical climate feedbacks, CDR-derived non-CO₂ radiative forcers, and the interaction between socio-economic and environmental impacts (e.g. biodiversity). Moreover, a dedicated analysis will provide key criteria for developing a monitoring system for the effectiveness of CDR portfolio deployments and their potential side effects. Stakeholders will be closely engaged throughout the project to ensure policy relevance and final update of the results, which will be made freely available via existing climate services.

Executive Summary

This deliverable provides a comprehensive description of the visual identity and website of RESCUE, developed during the first six months of the project.

Keywords

visual identity, logo, branding, templates, website

1 Introduction

Designing of a visual identity for RESCUE is crucial for establishing a recognisable and coherent ‘brand’ for the project. It ensures consistency of the colours, typefaces and general look of all project material (such as presentations, reports, visuals, and communication/dissemination material), whether these are distributed within the consortium or to the project’s target audiences.

This is also used throughout the project website, which serves as the main platform where information on the project’s goals, results, and outputs can be found. The website aims to promote the visibility and maximise the impact of the research conducted in RESCUE, inform about the latest project findings, encourage a dialogue with different audiences (such as the scientific community and policymakers), as well as ensure the legacy of the project.

This deliverable (D6.1) provides a comprehensive description of the visual identity and website of RESCUE, developed during the first six months of the project (related to tasks 6.1.1 and 6.1.2). Consortium partners can refer to this deliverable, as well as the visual identity guide found in the internal project repository (wiki), in order to align all material produced according to the project ‘brand’.

2 Visual identity

The RESCUE visual identity was designed by a user experience expert, taking into consideration aspects such as the core missions, characteristics and audiences of the project. Basic accessibility requirements were also considered, such as selecting a colour-blind friendly palette. The process involved iterations to describe the project and its goals, and provide feedback.

In this section, the visual identity is described in detail, including the project logo, colour palette, typefaces and templates.

It should be noted that the logos, templates and visual identity guide are available to partners on the internal project repository (wiki).

2.1 Logo

The project logo was designed to resemble a cartoon image of the Earth enveloped by a life-saving buoy, pointing to the project name “RESCUE”, and the urgent need for research and action to tackle climate change and “rescue” the planet.

The logo is intended for use on all documents, reports, deliverables and other material produced in the project. Versions appropriate for use on light and dark backgrounds are available, as well as an icon for use when space is limited.



Figure 1. Project logo (for light and dark background).



Figure 2. Project icon (for light and dark background).

2.2 Colour palette

The colour palette selected for RESCUE mainly involves green and orange tones, with more pastel shades, resembling colours found in nature. This palette is used consistently throughout the website, templates and project material, and are shown in Figure 3.

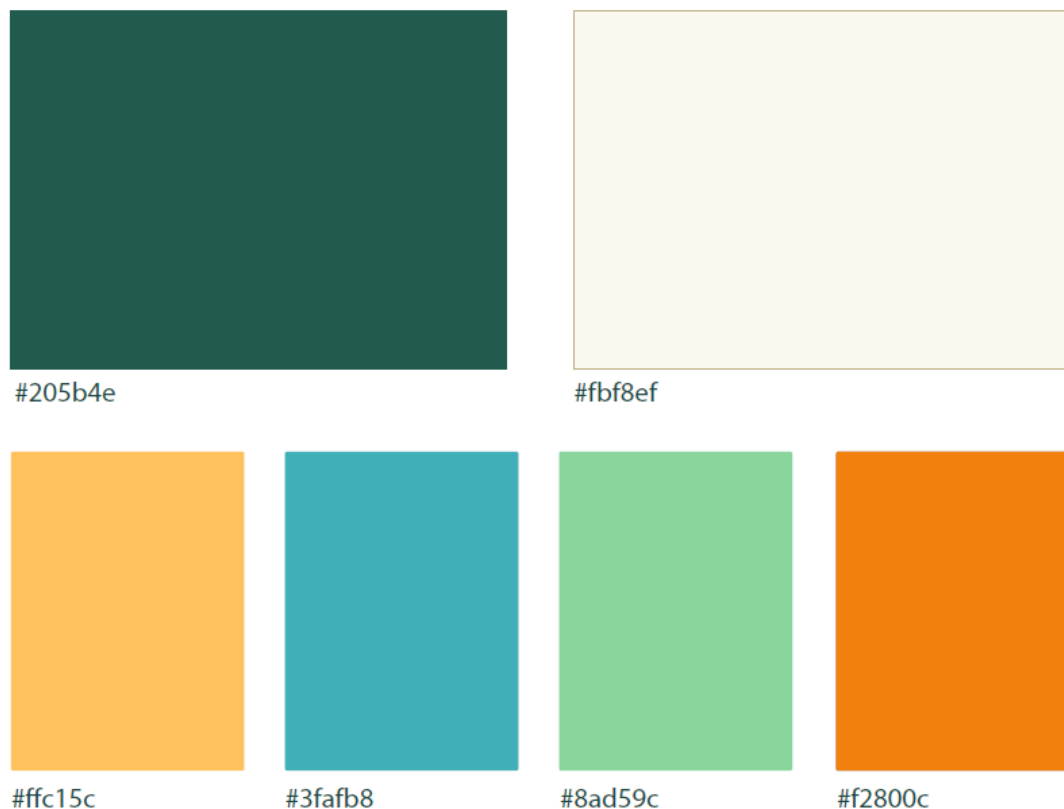


Figure 3. Colour palette used in RESCUE.

2.3 Typography

The different typefaces and fonts used in the RESCUE website and material are presented in Figure 4. These include Josefina Sans and Source Sans pro.

NULLA VITAE ELIT
LIBERO PHARETRA
AUGUE.

Cras mattis conse etur purus sit amet
fermentum. Etiam porta sem malesuada magna
mollis euismod. Maecenas sed diam eget risus
varius blandit sit amet non magna. Fusce

Josefina Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source sans pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 4. Typefaces used in RESCUE.

2.4 Templates

A number of templates were prepared for deliverables, milestones, meeting minutes and PowerPoint presentations, which are available to the project partners through the project's internal repository (wiki). These templates will be used by all partners for material related to the RESCUE project. The templates available to partners include among others:

- Deliverable
- Milestone
- Meeting minutes
- Powerpoint presentation

Examples of these templates are presented in Figure 5 and 6.

No	Description	Month	Leader	Participants
x.1				
x.2				
x.3				
x.4				
x.5				

Figure 5. Template for presentations.



RESCUE

Deliverable Title

Deliverable X.X

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DX.X Running title | 1

Figure 6. Template for deliverables.

2.5 Figures and CDR icons

A number of figures presenting key aspects of the project, originally appearing in the project proposal, were adapted according to the visual identity to be used as needed, such as on the website. An example is shown in Figure 7.

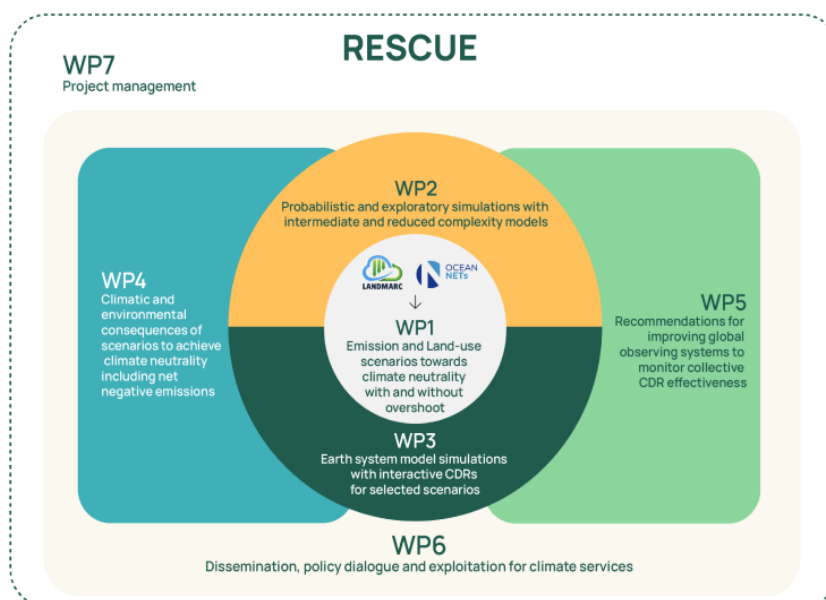


Figure 7. Figure presenting the different Work Packages (WP).

During the project's kick-off meeting, the partners also expressed interest in developing a set of icons representing the carbon dioxide removal (CDR) types investigated in the project. This will ensure consistency of the icons used during the project's lifetime and provide a coherent identity to RESCUE's research. The icons appear on the project website and are available to project partners.

The first version of the CDR icons is shown in Figure 8, although these might be adapted as needed during the project.

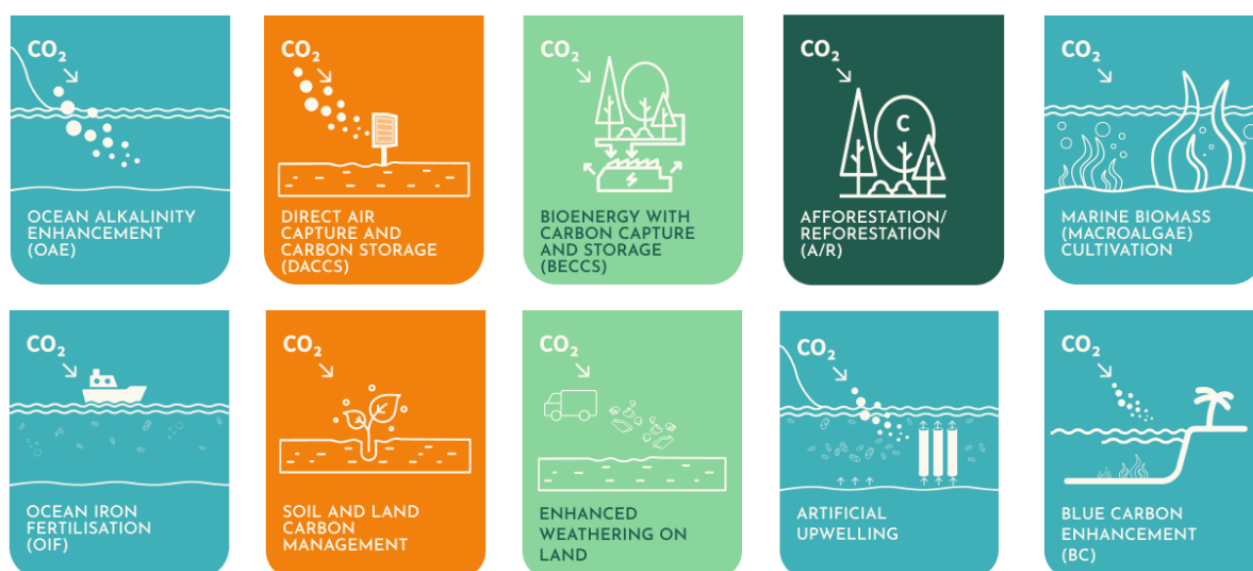


Figure 8. Carbon dioxide removal icons designed for RESCUE.

3 Project website

3.1 Overview

The purpose of the RESCUE website is to increase the visibility of the project, as well as to present the project and its goals, and the results achieved. The website is tailored to a wide range of target audiences, including: scientific community, policymakers and decision-makers, climate services community, civil society, journalists, media and project partners (more details on the target audiences can be found in Deliverable 6.2).

The website will also include updates on the project advances, such as news, public reports and deliverables, scientific publications, related events, and communication and dissemination material.

3.2 Development and maintenance

The first version of the RESCUE website was launched on 27 February 2023, and the site is available at:

www.rescue-climate.eu

The website prototype was built by a user experience expert on Figma, and the website was then developed using CMS Plone, Python, Javascript and CSS. The site is hosted on the BSC web server, and its maintenance, security, updates and user administration will be overviewed by the BSC.

Regular updates to the website will be carried out as needed to upload project news, publications, communication material and other new content. The website will remain live throughout the project duration, and for 5 years after the project completion, to ensure the project legacy, and that the knowledge generated can be easily accessed.

3.3 Website architecture

The RESCUE website consists of five main sections, and an additional ‘Contact’ section to make it easy for visitors to connect with the project and get the information they need. Different pages within each section can be accessed through dropdown menus at the top of the website. The website content will be regularly updated during the project’s lifetime, as needed.

The main navigation menu and related subsections are listed below:

- **HOME PAGE:** This includes an image banner at the top of the page, clickable icons of the carbon dioxide removal types investigated in the project, the latest project news, and a ‘contact us’ button. The homepage of the RESCUE website is shown in Figure 9.
- **ABOUT US:** This section describes the scientific background of the project, its objectives and desired outputs, as well as the consortium partners involved.
- **RESEARCH:** This section describes the different research topics investigated in RESCUE, with a particular focus on carbon dioxide removal technologies. There is a dedicated page describing the research conducted in each work package of the project, except for WP2 and 3 that are described in the same page. The different page titles (subject to later updates) are shown below:
 - Climate neutrality scenarios [WP1]
 - Climate projections [WP2 & WP3]
 - Earth system response [WP4]
 - Improving observations [WP5]
 - Dissemination & policy [WP6]
- **RESOURCES:** Scientific publications, public deliverables, and educational material (including infosheets, videos, and other outreach resources) will be made available in this section to the website visitors and updated regularly. A page on the PROVIDE Dashboard is also included in this section, which will include information on the project outputs to be incorporated into the dashboard, as well as a link to access it.
- **PROJECT NEWS:** In this section, upcoming events, news, and milestones on the RESCUE project and its outputs are showcased.

- **CONTACT:** In this page, a contact form is available, through which all users and target audiences can send questions related to the project.
- **Other features:** A link to the internal project wiki is included at the bottom of the website, for easy access to project partners. Other sections also include the Privacy Policy of the website.

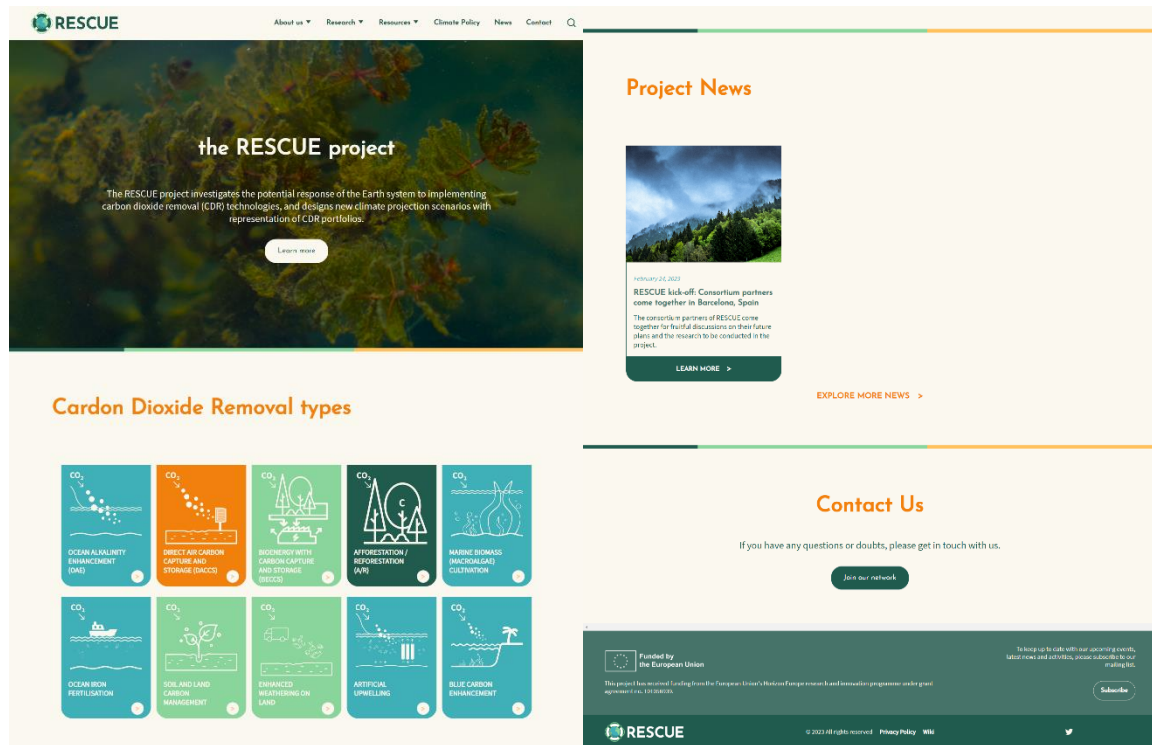


Figure 9. Homepage of RESCUE website.

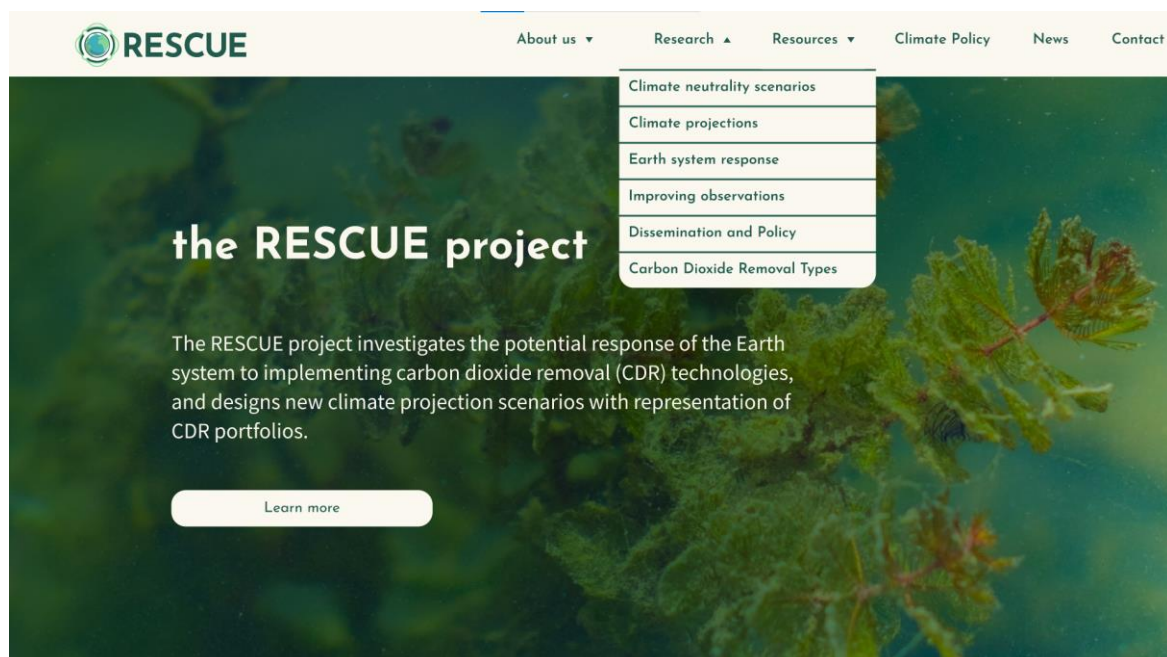


Figure 10. Prototype showing other sections of the website.

3.4 First version and future releases

The first version of the website released in February 2023 includes the home page and contact page, as well as the general look-and-feel of the site. A second release of the RESCUE website is expected in March-April 2023, which will involve most of the sections described above.

Further sections will be developed during the project's lifetime according to the user needs. For example, a section on Climate Policy is envisioned to be added in subsequent months, where policy briefs and other policy-related content will be gathered and made available to the project's target audiences. Other potential sections to be developed in the future consist of a showcase of related projects, initiatives, and organisations aligned with RESCUE research lines and objectives.