



Visual identity and project website

Deliverable 4.5

Authors: Andria Nicodemou (BSC), Ilaria Vigo (BSC) and Isadora Jimenez (BSC)



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About 4C

Climate-Carbon Interactions in the Coming Century (4C) is an EU-funded H2020 project that addresses the crucial knowledge gap in the climate sensitivity to carbon dioxide emissions, by reducing the uncertainty in our quantitative understanding of climate-carbon interactions and feedbacks. This will be achieved through innovative integration of models and observations, providing new constraints on modelled carbon-climate interactions and climate projections, and supporting Intergovernmental Panel on Climate Change (IPCC) assessments and policy objectives.

Executive Summary

The purpose of deliverable 4.5 is to develop the visual identity and website of the 4C project. This report summarises the outputs of the work carried out. A visual identity guide with details on the design elements, logo, colour scheme and typefaces to be used in all project materials is provided in this document, as well as templates for reports, presentations and minutes. In addition, this report contains a detailed description of the project website (www.4c-carbon.eu), which was launched on 30 March 2020, and its content. Deliverable 4.5 ensures the creation of a coherent and recognisable image for 4C, as well as promotes the visibility of the research and latest findings of 4C through the project website. This will allow the project to reach a range of relevant audiences and inform scientific assessments on climate change, such as the IPCC assessment reports.

Keywords

Visual identity, project website, climate-carbon interactions, carbon budget, carbon cycle, near-term prediction, climate projections

1 Introduction

The purpose of deliverable 4.5 is to develop the visual identity and website of the 4C project. The visual identity guide allows the creation of a coherent and recognisable image for 4C throughout all communication materials within the consortium, and communication aimed at all target audiences, including the scientific community, decision- and policymakers, the media and the general public. The project website aims to promote the visibility of the research conducted in 4C, make the latest findings available to a range of relevant audiences and inform scientific assessments on climate change, such as the IPCC assessment reports.

The following tasks are included in D4.5:

- Design of visual identity (including design elements, logo, colour scheme and typefaces to be used in all project materials);
- Design of templates for reports, presentations and minutes;
- Design of website containing the project description and its various outputs, including public reports, general project updates, publicly available datasets, news, and other communication and dissemination materials.

2 4C branding

In this section, the visual identity designed for the 4C project is described in detail, including the project logo in different formats, the colour palette and typefaces used throughout the website and communication materials, and an overview of templates.

2.1 Logo

The 4C project logo in different formats (jpg, png and vectorial format) has been designed, and is available for the whole consortium through the document repository. The logo, icon and other brand elements are presented in Figures 1 and 2.



Figure 1. Logo on white and dark background.

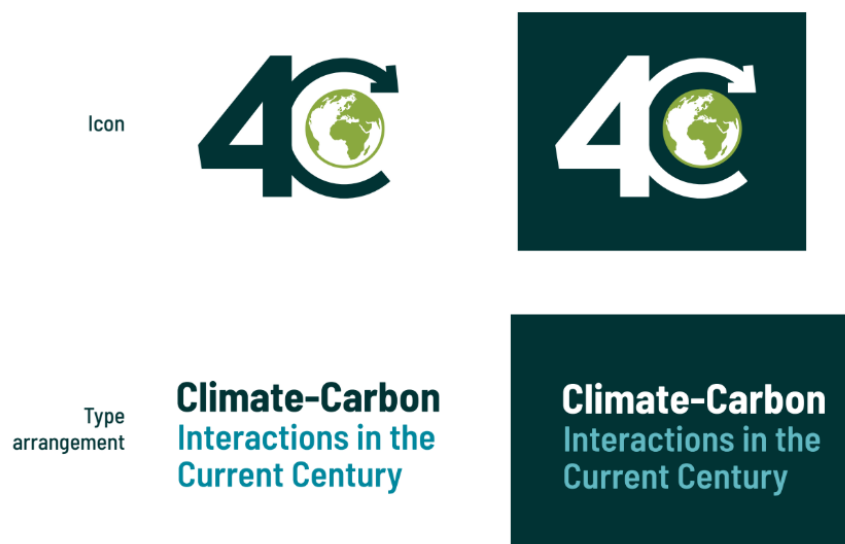


Figure 2. Icon and type arrangement.

2.2 Colour palette

The colour palette selected for the 4C project includes several blue tones and some warmer red, orange and yellow tones. These colours are used consistently throughout the website, templates and all communication material, and are presented in Figure 3.

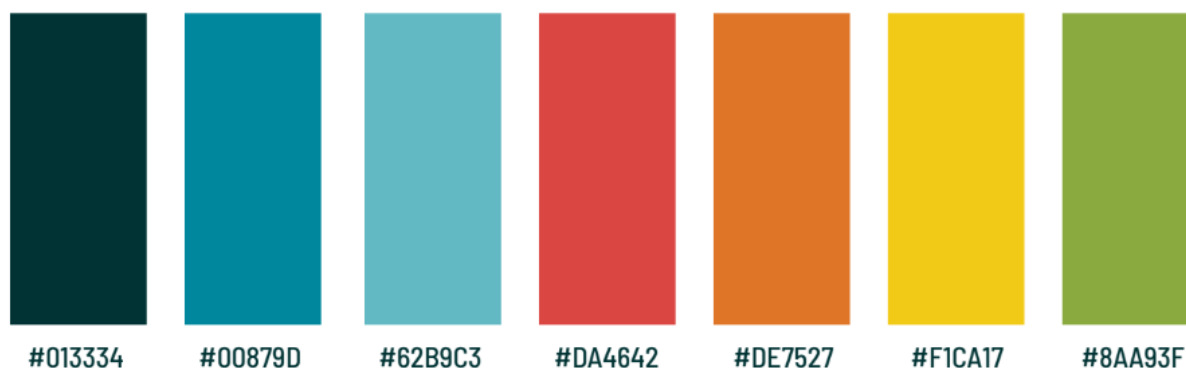


Figure 3. Colour palette used in 4C, including the colour codes.

2.3 Typography

The different typefaces and fonts used in the 4C website and communication material are presented in Figure 4. These include Barlow Condensed (SemiBold), Barlow SemiCondensed (Thin) and WEB Libre Franklin. In addition, project reports (e.g. deliverables) are provided in Arial (size 10).

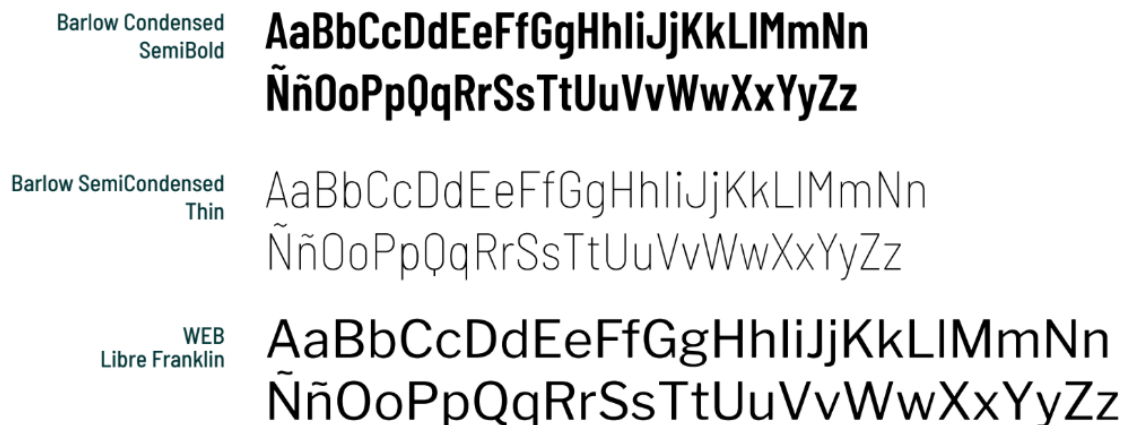


Figure 4. Typefaces for 4C communication material.

2.4 Templates

The design of the project's visual identity also involved the creation of templates for deliverables, minutes and PowerPoint presentations, which are available to the whole consortium. These templates are intended for use by all partners when preparing any 4C-related materials. Examples of these templates are presented in Figures 5-7 below.

4C Climate-Carbon Interactions in the Current Century

Deliverable Title

Deliverable X.X

Authors:



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 DX.X Running title | 1

Figure 5. Template for deliverable reports.

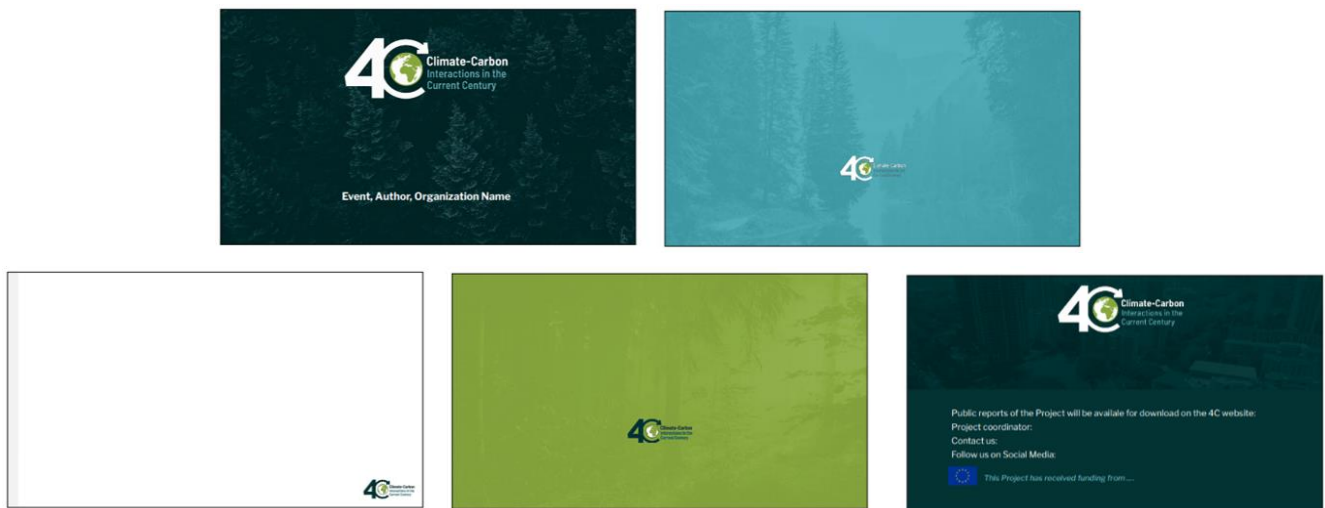


Figure 6. Templates for PowerPoint presentations.

Meeting #1, 26 February 2019

Attendees	Names

Meeting Agenda

1. Sed ut perspiciatis unde omnis iste natus error sit
2. Quis autem vel eum iure reprehenderit qui in ea voluptate
3. Sed ut perspiciatis unde omnis iste natus error sit

Item	Minutes	Actions
1.		
2.		
3.		

Pending Actions

Sed ut perspiciatis unde omnis iste natus error sit

No	Actions	Resp	Creation Date	Status

4C Climate-Carbon Interactions in the Current Century

(Page right with open box) No. Referrable table

Figure 7. Template for minutes.

2.5 Application examples

The logo, typography and colour palette defined in the 4C visual identity guide will also be used in any 4C merchandise and other materials (such as leaflets) developed throughout the four years of the project. Some application examples are presented in Figure 8.



Figure 8. Examples of application of 4C visual identity.

3 Project website

3.1 Overview

The purpose of the public 4C website is to make available to a wide audience information about the project, including details on the scientific background, the project objectives and the research conducted as part of the project. In addition, the website will provide updates on the project outcomes, such as news, public reports and deliverables, datasets, related events, and other communication and dissemination materials. The website aims to increase the visibility of the project and its results, reaching a wide range of target audiences.

3.2 Base technology and maintenance

The 4C website was launched on Monday 30th of March 2020, and can be accessed on: www.4c-carbon.eu. The website was developed in Drupal 8 Open Source CMS and is hosted on the BSC web server. Website maintenance, security, updates and user administration will be overviewed by the BSC, as the work package coordinator (WP4). Administrator rights have also been granted to other partners (including UNEXE), who will be responsible for uploading content to the website together with the BSC. The 4C website is currently live and responsive (i.e. it is accessible through smartphones or tablets).

3.3 Target audience

The website will share knowledge and updates on the project, and is directed to the following target audiences:

- 4C project partners
- Carbon cycle and climate-carbon interaction researchers
- General scientific community
- EU decision- and policymakers
- IPCC authors, in order to inform IPCC assessment reports

- Intergovernmental organisations
- Other related international projects, such as the Global Carbon Project, and H2020-funded projects, such as VERIFY and CONSTRAIN
- Media and journalists
- General public

3.4 Website architecture

The 4C website consists of six public sections and an additional section available only to partners. These sections can be accessed through the main menu at the top of the website. The page content will be regularly updated and further developed throughout the project, with new content added to the site at least once a month (news articles, press releases, events etc.). The main navigation menu and related subsections are listed below:

1. **HOME PAGE:** This includes an image slideshow at the top banner, clickable icons of the main research lines, project highlights (quotes), latest news, partner logos, the option to subscribe to the project mailing list, twitter timeline and contact information of the project coordinator.
2. **4C PROJECT:** This section describes the main purpose of the project (**About**), scientific **Background** and **Objectives**. It also provides information on the **Consortium** partners and main **Team** involved in the project.
3. **RESEARCH:** This section describes the main research lines of 4C, based on the four specific project objectives. These include details on the research conducted related to the **Current Carbon Cycle**, **Near-term Prediction** and 21st century **Climate Projections**, as well as information on the **Dissemination** strategy and activities of the project.
4. **RESOURCES:** In this section, the **Public Deliverables**, **Journal Publications** related to the project, publicly available **Datasets** and **Outreach Resources** will be available to the website visitors and updated as new project outcomes are released.
5. **LATEST NEWS:** The pages in this section include the following: **Project News**, where news articles on project updates and results are released (at least once per month); **Events**, where all upcoming and past events where the 4C project partners participate are announced; and **Photo Gallery**, where images from 4C events, workshops and conference participation are published.
6. **CONTACT:** In this page, a contact form is available, through which all users and target audiences can send questions related to the project.
7. **PARTNER AREA:** This section is only available to the project partners. 4C partners can login to the private partner area of the project, where documents, deliverables, templates, visuals, work package details and other related information are available.

Please note that some of these sections (e.g. Photo Gallery, Outreach Resources) will initially be hidden, and will become available later in the project as new content is released. The homepage and screenshots of the navigation menu of the 4C website are shown in Figures 9 and 10.

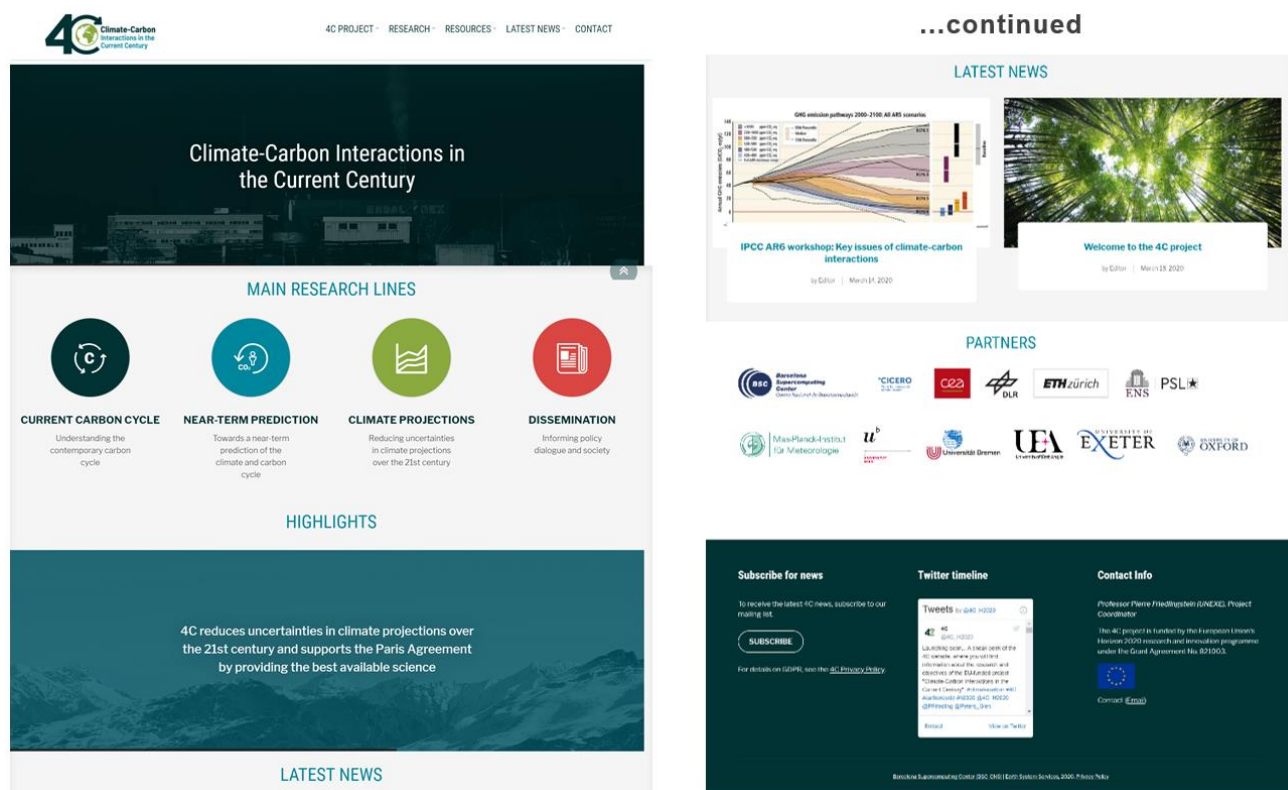


Figure 9. Images of the homepage of 4C website (www.4c-carbon.eu).

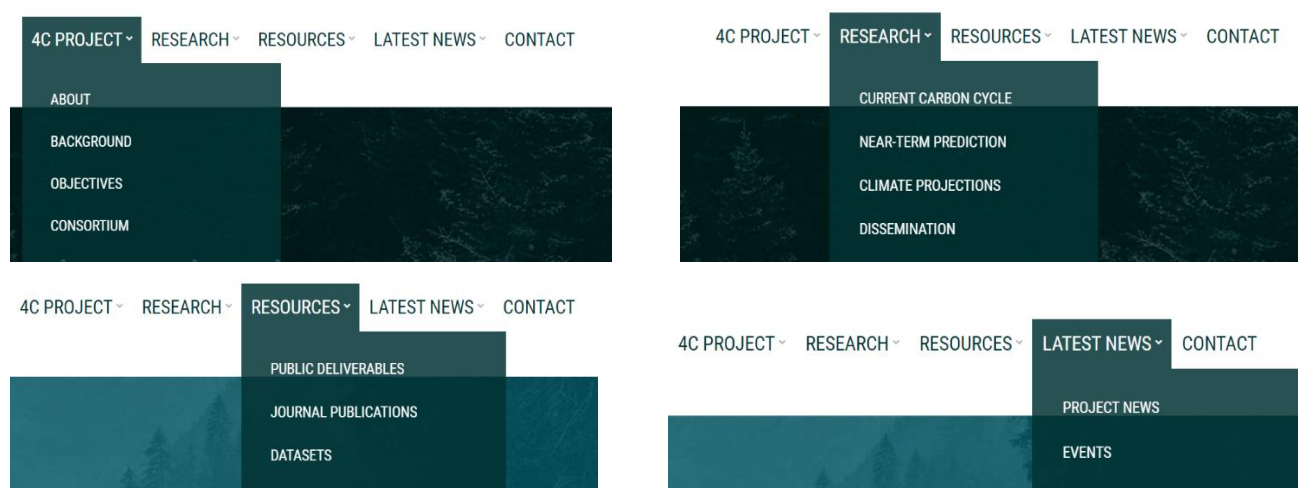


Figure 10. Screenshots of the navigation menu of 4C website.

3.5 Images

The images used in the website banners and different sections include the following:

- Images and graphs adapted from published research papers and reports (e.g. IPCC reports)
- Images available in free stock image databases, such as Unsplash
- Images purchased from stock image websites, if needed
- Photos taken by partners during events etc.

Examples of the images used in banners and different sections of the 4C website are shown in Figure 11.



Figure 11. Images used in 4C website.