



# FORGENIUS

## Improving access to FORest GENetic resources Information and services for end-USers

### *Deliverable D7.1*

### Website with related channels

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**Workpackage leader:** EFI

**Deliverable leader:** EFI

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<b>Dissemination Level</b>	
<b>PU</b> Public	<b>PU</b>
<b>CI</b> Classified, as referred to Commission Decision 2001/844/EC	
<b>CO</b> Confidential, only for members of the consortium (including the Commission Services)	

Research and Innovation action: GA no. 862221

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## 1 Summary

This report summarises activities and outputs relating to task 7.1 of establishing the FORGENIUS communication channels and building the audiences and partnerships within and beyond the consortium. It articulates how the logo and basic communications package, including website and social media channels were established.

The work will help to easily recognize all the communication activities, products and deliverables developed by the project. The outputs will be used in the communication channels (website, social media, internal communication between partners, publications and newsletters) of the FORGENIUS project.

## 2 Introduction

Deliverable 7.1 “**Website with related channels**” corresponds to the Task 7.1 “Implementing the Communication Strategy” of WP7.

WP7 aims at facilitating knowledge sharing and communication among the different groups of the FORGENIUS target audience. These stakeholder groups have been identified in the Communications Strategy and include: EUFGIS focal points and national authorities responsible for the management of Genetic Conservation Units, forest scientists and policy makers, forest managers, breeders, nurseries, crop scientists handling *in situ* collections of domesticated relatives of wild trees, conservationists beyond the forestry community and beyond Europe, educators, forest owners and civil society.

Task 7.1 puts the communication strategy into practice by establishing the communication channels, and building the audiences and partnerships within and beyond the consortium. The main digital communication channel is the project website which features all project-related information and the following products: project’s outputs and deliverables, briefs and leaflets as well as links to social media channels.

The project logo and basic communications package (templates for presentations, reports, posters regularly updated) have been developed as part of this task.

## 3 Results

### 3.1 Logo and basic communication material package

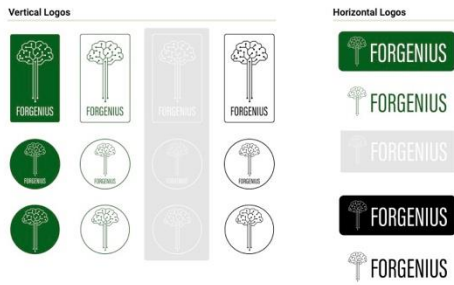
The project has developed a comprehensive communications package that includes: identity guidelines; logo; typography; colours; banners (for website, social media and newsletter); templates (word document, power point, brief, publication and flyer); infographics (to be used on the website and social media), and icons for the different project work packages.

The logo represents and combines two elements: a tree, with fractals represented as branches on the crown, and a “cloud” of information, represented by the tree canopy or “crown” with nodes linking different its parts, as this project will increase the amount and quality of data in, the European Forest Genetic Resources Information System (EUGIS). The “trunk” of the logo represents the flow of information between the users and the new tools developed by the project. The logo, typography and identity guidelines are shown in figure 1.

The colours designed for the project combine green (related to natural resources) and purple (related to technology). The “Roboto” font is used as the typography for general use. Inspired by the “Matrix” movie, an image was prepared, including elements related to the project (trees leaves, DNA helixes, etc.) and is used as a banner of the website and social media and other material (see figure 1-5).



There are 17 options for the logo, always prioritising white over green



1-1

Wordmark



WP Icons



1-2

Colors

Primary color

**PANTONE 2427 C**

HEX: #035F1D  
 RGB: 3,95,29  
 CMYK: 97, 0, 69, 63  
 HBS: 137, 97, 37  
 HSL: 137, 94, 19  
 LAB: 35, -39, 30

Recommended colour references for use in publications, websites and social networks

Tints	Armory	Colds	Shades	Accents
579468	1C3E35	14403E	034F18	1A2766
81AF9E	315C4F	193649	023F13	5F3058
ABCAB4	487A89	1F2854	02300F	5E0344
D5E4D9	5B9883	24215F	01200A	AE1818

Prioritize the use of the green-background and white-tree logo

1-3

Typography

Used in the Logo:

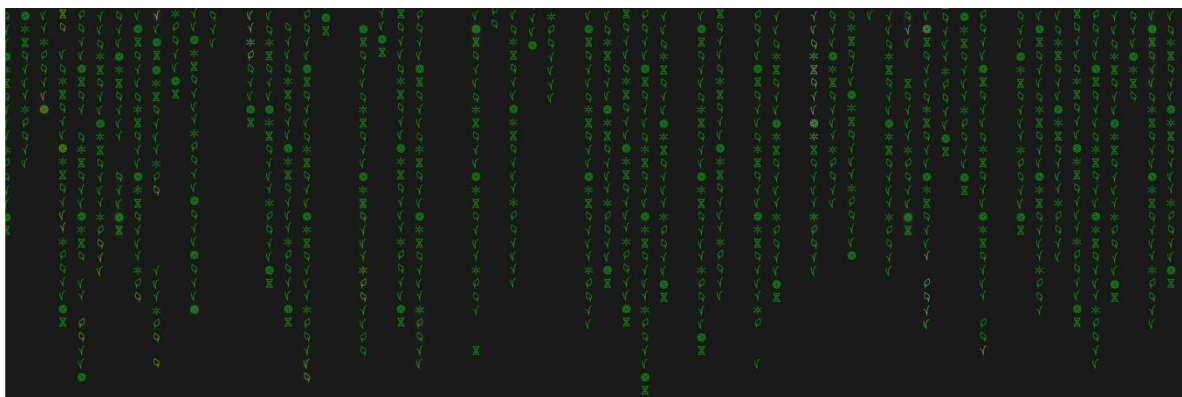
The FORGENIUS Wordmark typeface:  
 Acumin Variable Concept  
 Extra Condensed Medium  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@![]\*\*\$%&/()=?;{}  
 1234567890@![]\*\*\$%&/()=?;{}

The FORGENIUS Tagline typeface:  
 Acumin Variable Concept  
 Extra Condensed Medium  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@![]\*\*\$%&/()=?;{}  
 1234567890@![]\*\*\$%&/()=?;{}

For publications, websites and social networks:

Roboto font family  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@![]\*\*\$%&/()=?;{}  
 1234567890@![]\*\*\$%&/()=?;{}

1-4



1-5

Figure 1: Logo and identity guidelines for the FORGENIUS project.

3.2 The FORGENIUS Website

The website is the main online communication tool of FORGENIUS project. It is the public information repository, in a continuous process of actualization and integral to the project. The image and the design of the website was developed based on the elements of the logo. It



includes: the logo itself, the banner, infographics, the colours and typography. The website includes a news section with articles and blogs on the progress and outcomes of the project, which are shared through social media and newsletters.

The website was developed using Typo3 software. TYPO3 is open-source software under the GNU General Public License, an enterprise-content-management system that delivers lightning-fast web-pages.

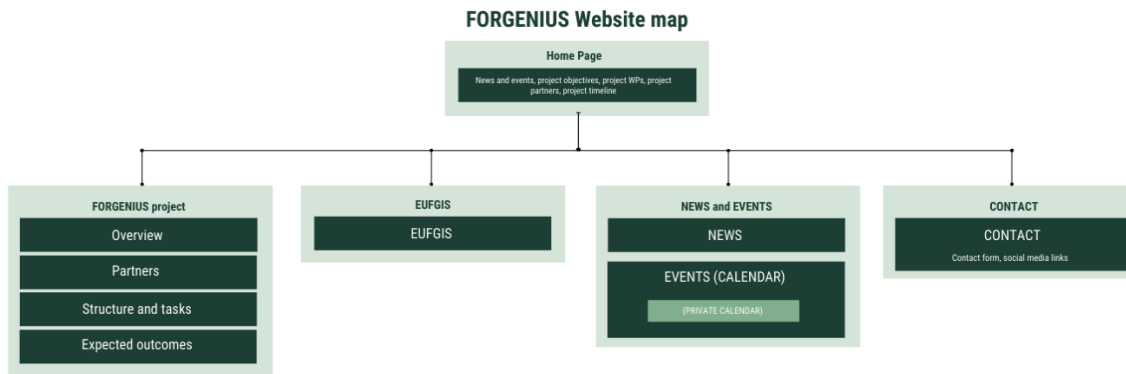


Figure 2: FORGENIUS' website map.

The FORGENIUS website map is presented in Figure 2. The **Home Page** presents a project summary; a timeline of activities; and an infographic describing the different WPs and the project partners. The **main menu** contains another four links: **the FORGENIUS project**, **EUFGIS**, **News and Events** and **Contact**.

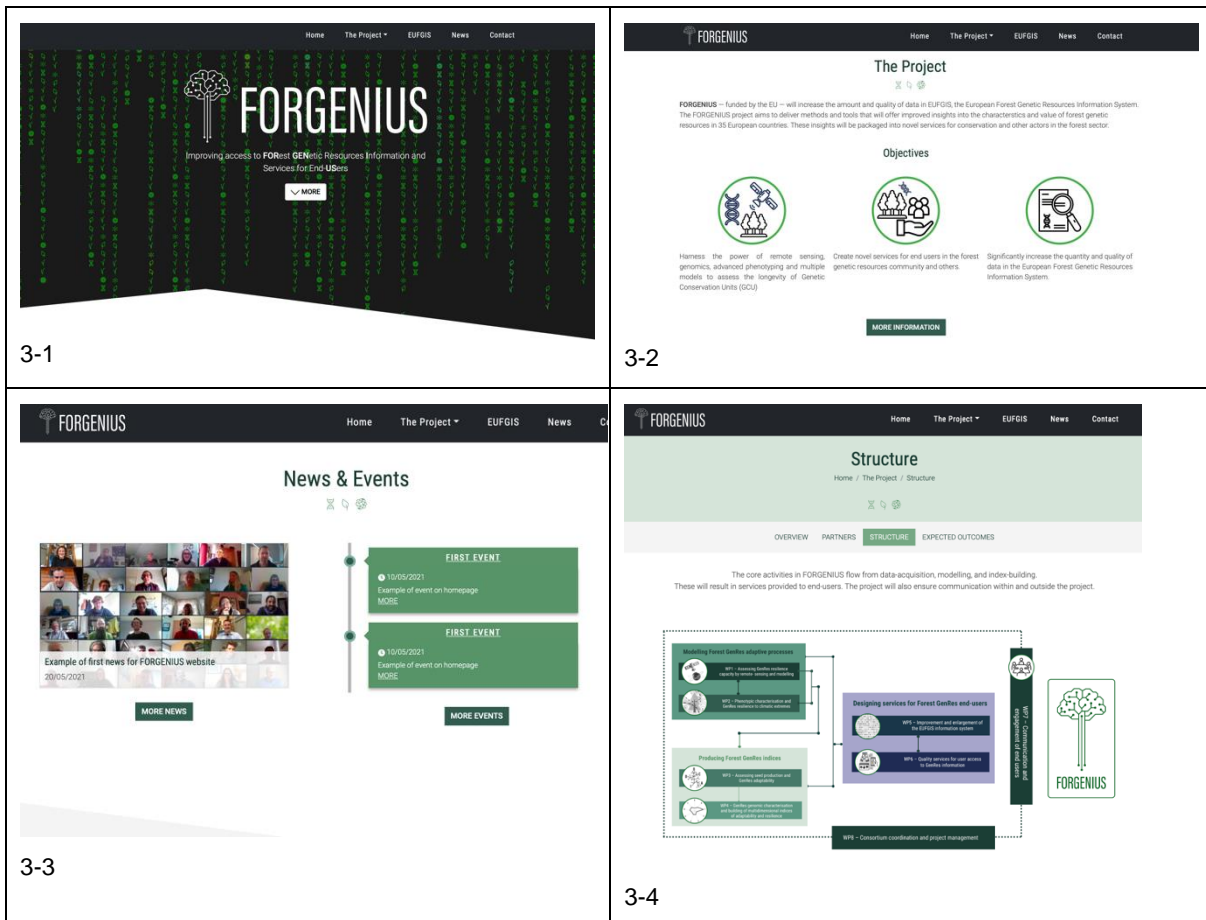


Figure 3: Screen shoots of the FORGENIUS project website.



Within the **FORGENIUS project menu** there are sub-menus to four pages: (i) **overview**, (ii) **partners**, (iii) **structure** and (iv) **expected outcomes**. Each page content is described below:

- i) **Overview:** page with static information, including project background, description and objectives.
- ii) **Partners:** page with static information. It includes a short description of each of the partners, their logo and links to their communication channels (website and social media).
- iii) **Structure:** page with static information. It includes a description of the structure of the project (see figure 3-4) and a short description of each WP and its deliverables.
- iv) **Expected outcomes:** page with static and dynamic information. This page includes the main expected outcomes of the project and it will be periodically updated while during the project. The results will be included here, and if needed sub-pages can be created with further information.

Within the **EUFGIS** section a short description and a link to the EUFGIS portal (<http://www.eufgis.org>) is included. This is a page with static information. The outcomes from the project directly related with EUFGIS will appear on this page once they are completed.

The next menu tab is “**News and events**”, and it includes two submenus: “**News**” and “**Events**”. The page “**News**” is a dynamic page, and it presents all the news and articles related to the project that are published on the website. This page presents news posts about activities of the project, publications, workshops, etc. Each news post will include: a photo or infographic, text (500-600 words), links to related information and classification of the type of the post (event, publication, etc).

A public calendar of events (D7.2) is presented on the page “**Events**”. It is a dynamic page, permanently updated with events. The calendar of events for sharing knowledge with stakeholders is available on the following link: <https://www.forgenius.eu/forgenius-calendar/>. It describes all the pertinent events inside and outside the FORGENIUS framework that are held during the project period. A submission form is available from the FORGENIUS website (<https://www.forgenius.eu/forgenius-calendar/calendar-submission-form/>) which allows project partners to submit information about upcoming events that could serve as an opportunity for collaboration and dissemination of FORGENIUS’ activities and results. The website also includes a private page with a list containing all the calendar events which project partners and other relevant stakeholders can attend and thus harness potential collaboration opportunities and share knowledge.

The FORGENIUS website will evolve as the project evolves and new needs identified.

### 3.3 Social Media channels

A twitter account has been created for the project ([https://twitter.com/FORGENIUS\\_EU](https://twitter.com/FORGENIUS_EU) ) where all the project related information will be shared. It will also serve as an interaction tool with other partners for project related actions. The main purpose of the twitter account is to inform the relevant stakeholders about the current project activities.

The twitter account mainly targets a science audience and related project partners, and in addition to the text will include infographics, photos, and videos, amongst other items. Where possible, all the visual material will be shared including the logo and branding colours of the project.

The logo is presented in square format to fit the twitter icon format. For the project banner and in accordance with the corporate branding image already agreed for the website, the image, shown in the figure 4, will be used.





Figure 4: FORGENIUS' twitter page.

The hashtags to mark the content related to the project are: (i) #FORGENIUS, when talking about the project, and (ii) #IAMFORGENIUS when partners talk about their role and activities related to the project.

## 4 Conclusions

A full package of communication identity, material and channels has been developed in order to fulfill the objective of Task 7.1 “Implementing the Communication Strategy” of WP7. The logo and basic communication material will help to easily recognize all the communication activities, products and deliverables developed by the project. It will be used in the communication channels (website, social media, internal communication between partners, publications and newsletters) of the FORGENIUS project.

## 5 Partners involved in the work

Design and development of the website – Newtvision

Design and content (coordination) – EFI

Design and content – all partners