



Nature's integration in cities'
hydrologies, ecologies and societies

D5.2 Visual Identity and branding

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Table of Contents

1	Summary	4
2	Introduction	4
3	Visual identity guide	4
	3.1. Project logo	4
	3.2. Photos	5
4	Project corporate identity templates	6
5	Social media	7
	5.1. Twitter - @NICHES_project.....	7
	5.2. Facebook - @NICHESproject.....	8
6	Conclusion	8
7	Annex	10

1 Summary

The visual identity and branding of NICHES are designed to make the project recognisable along with all project outputs, both external – presentations, brochures, posters, policy briefs, and internal – deliverable, milestone, and Power Point templates. A visual identity guide is created with the purposes of ensuring that all partners apply the project visual identity in any dissemination or communication materials and activities, including in the creation of the project website. The guide consists of a logo, visual elements such as fonts and colours, and project templates. Furthermore, the NICHES social media channels are aligned with the project’s visual identity.

2 Introduction

The purpose of creating a visual identity is to inform viewers about the NICHES project through the combination of its central elements expressed in an easily digestible visual format. Visual design sets the tone for any given project and is created to evoke emotion in the viewer and thus, communicate its purpose. Through a consistent visual identity, the NICHES project can ensure it is recognisable and, in that way, attract attention and raise awareness about its aims and objectives to a large pool of stakeholders.

3 Visual identity guide

The visual identity guide’s purpose is to serve as a main reference point when designing brochures, banners, posters, stickers, and other information or promotion materials that can be produced on demand. The guide ensures the brand’s elements are used effectively and always look professional. This contributes to the uniform and recognisable visual identity that boosts the project’s image.

The visual identity guide is a document that outlines the different versions of the project logo, the suggested fonts, the colour palette, and images associated with the project and its content. The visual identity guide is annexed to this deliverable.

3.1. Project logo

The NICHES logo is designed to establish the visual identity and to reflect the key objectives of the project, i.e. urban sewage management through nature-based solutions (Fig.1-3). It is based on the abbreviation of the project – Nature’s integration in cities’ hydrologies, ecologies, and societies. The urban cityscape at the base of the logo indicates the city-centric aspect of the project as it focuses on the NICHES case-studies in Europe and the USA. The green middle section of the logo implies the usage of nature-based solutions as a conceptual frame of the project. Then, the uppermost wavy blue layer, together with the water drop, allude to the central position of water in the project’s set of objectives. The three colours are juxtaposed so as to distinguish between the different key elements.



3.1.1
Figure 1. NICHES logo – horizontal



Nature's integration
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Figure 2. NICHES logo – horizontal with abbreviation



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hydrologies, ecologies and societies

Figure 3. NICHES logo – vertical with abbreviation

3.2. Photos

A collection of photos related to the project's themes have been selected to use for all project related purposes (Fig.4,5). The images will be shared with all project partners to make dissemination and communication activities easier through visual materials. The project related photos, which are from the main NICHES case study cities – Berlin, Rotterdam, Barcelona, Sheffield, Boston and can be used for any promotional materials or activities.



Fig.4 Example – Rotterdam



Fig.5 Example – Barcelona

4 Project corporate identity templates

NICHES corporate templates are created for use in external and internal documentation of project progress or activities.

- Deliverable template
- Milestone template
- Power Point Presentation (Fig. 6)



Fig.6 Example – PowerPoint template

The templates consist of the logo of the project, acknowledgements as well as suggestions about the information that the respective documents are required to contain. All templates will be shared with project partners to guarantee uniformity of use.

5 Social media

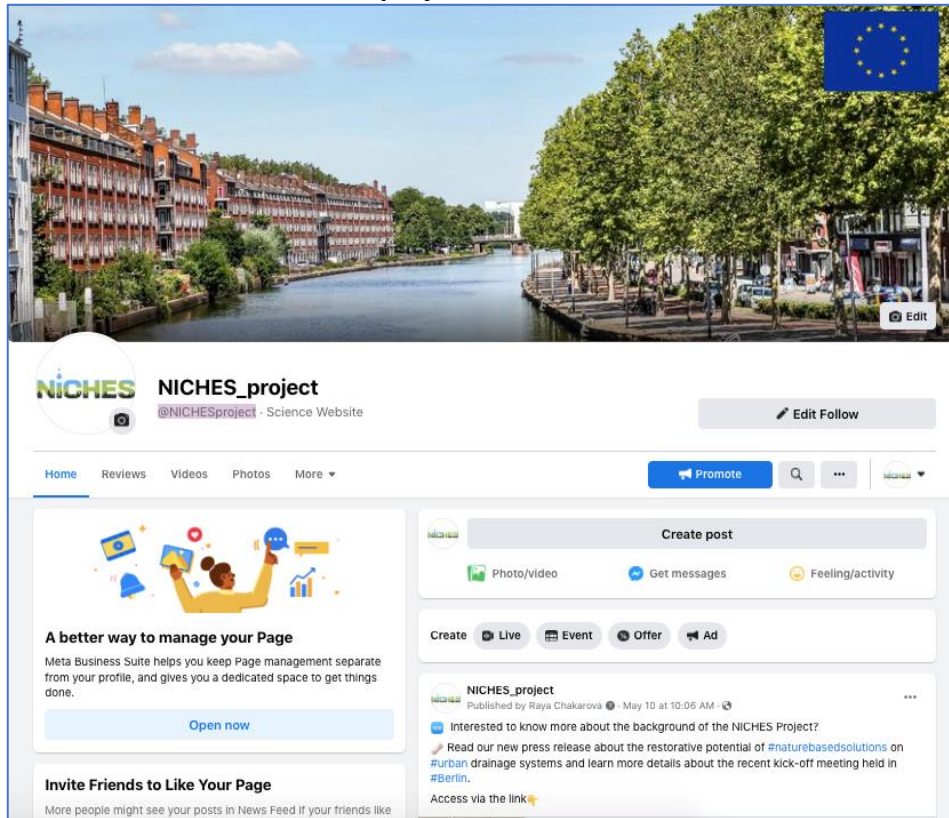
The purpose of the NICHES social media channels is to share relevant information about the project development throughout the years of its duration and about any future events or workshops as well as publish any relevant information related to NICHES. This way the project reaches a larger audience and raises awareness about the dangers of and solutions to urban sewage overflow events, which ensures the wider uptake of results. So far, NICHES has presence on two social media platforms – Twitter and Facebook.

In terms of visuals, the platforms use the official NICHES logo as a profile icon. The header images are the cities from the project's images with the EU logo superimposed for acknowledgement purposes.

5.1. Twitter - @NICHES_project



5.2. Facebook - @NICHESproject



6 Conclusion

The ideation and design of NICHES visual identity is described in Deliverable 5.2 “Visual identity and branding.” The report explains the purpose of a visual identity guide and its use in numerous promotional materials and activities as well as for the design of the NICHES website. The specifics of the NICHES logo are outlined together with an indication of the images that can be used throughout the project duration. The templates for administrative use – Deliverable, Milestone, and PowerPoint templates – are outlined above and will be shared with all NICHES partners. The social media visual identity is defined, detailing the principles behind the profile icon and header image. The visual identity of NICHES is created to be used in any future promotional materials or activities.



<http://niches-project.eu/>

Project partners



7 Annex



Nature's integration in cities'
hydrologies, ecologies and societies

Visual Identity Guide

Contents

Logo	3
Fonts	6
Colour palette	8
Visuals	9

Logo



Logo / Full version horizontal



Nature's integration
in cities' hydrologies,
ecologies and societies



Nature's integration
in cities' hydrologies,
ecologies and societies

Logo / Full version vertical



Nature's integration in cities'
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Fonts / Logo

Basement Grotesque Black

A B C D E F g h i j K L M n o p q r s
t u v w x y z

Aileron Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Fonts / Headings and body

Headings

Raleway Extra Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Body

Raleway Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Colour palette

R 165 G 190 B 90

#a5be5a

#66B0F2

R 102 G 176 B 242

R 42 G 48 B 51

#2a3033

#dedede

R 222 G 222 B 222

Visuals



Photo by: RockYourCradle | pixabay.com



Photo by: Kevin Andre | unsplash.com



Photo by: Riccardo Orlando | unsplash.com