



Deliverable 6.2: RIECS-Concept Digital and Visual Identity

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Work Package Leader: VILNIUS GEDIMINAS TECHNICAL UNIVERSITY

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for Excellent Citizen Science**

Project Acronym: RIECS-Concept

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Reviewers

Reviewer(s) name	Reviewer(s) organisation
Fermín Serrano Sanz	IBE
Elisabetta Marafioti	UNIMIB

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Acronym	Open form
EC	European Commission
HE	Horizon Europe
GA	Grant Agreement
CA	Consortium Agreement
PO	Project Officer
PC	Project Coordinator
WP	Work Package
WPL	Work Package Leader
PR	Periodic Reporting
CS	Citizen Science
PMO	Project Management Office
KIP	Key Impact Pathways
DECP	Dissemination, Exploitation and Communication Plan



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1. Introduction

1.1. Summary of the project

The RIECS-Concept project aims to conceptualise the European Research Infrastructure for Excellence in Citizen Science, which will leverage both citizens' resources (such as mobile phones, desktop computers, etc.) and existing scientific resources (citizen science platforms, data collections, existing RIs, etc.) and provide transversal services to the research community.

This proposal responds to the needs of citizen science actors (atomisation and interoperability issues, efficiency, etc) and lays the foundation for the world's first complete design of this nature. It sets a flagship pathway for citizen science, marking a significant leap forward for excellence in citizen science for the coming decades.

The RIECS-Concept project will produce two key outcomes: a conceptual design, a feasibility study, and a five-year implementation plan for the new research infrastructure. These outcomes will provide detailed insights into the diversity and maturity of the concept, considering technical, operational, societal, and environmental challenges associated with establishing the permanent and shared infrastructure. To gather project findings and community-based evidence, the consortium will conduct primary, secondary, and meta-analysis research involving various communities, themes, and scientific domains.

With a transversal and holistic approach, topics addressed include the catalogue of resources and best practices, gaps assessment, legal and ethical considerations, and sustainability and governance frameworks.

To substantiate how CS plays a central role when interconnecting domains with an example, we can see how CS-related policies from the three scientific areas chosen in this project –**climate change, health and environmental– observations** link to each other: the EU Green Deal strategy is looking for specific support and improved capacities for workers and households, while the report on integrating public health in European climate change adaptation policy emphasises the importance of actively involving civil society and citizens to participate in the design and implementation of fair transition policies, including through new participatory models. The consortium will cooperate with major national and international networks, co-organizing activities such as surveys and workshops to bring their related solutions and needs.

1.2. Objective of the document

Within the framework of the RIECS-Concept project, Work Package 6 (WP6) focuses on the dissemination, exploitation, and communication of research results to maximise the project reach and impact. This deliverable D6.2 is a reference document on visual identity material and guidelines for the RIECS-Concept consortium that maintains the integrity of the RIECS-Concept overall visual identity.

The objectives of the RIECS-Concept communication activities are described in D6.1 Dissemination, exploitation and communication plan, main of them include raising awareness about the project to a broad audience, facilitating engagement of the stakeholders, disseminating project developments to key stakeholders, and finally implementing and updating an appropriate online presence (website,



social media). The RIECS-Concept brand book, letterhead, roll-up, social media channels (LinkedIn, Facebook, X, Instagram and Bluesky), and website are tools developed to reach these objectives, and additional materials will be created during the project.

To further support project communication, the RIECS-Concept LinkedIn account and website will be the main sharing point for reaching stakeholders and target audiences. The website will be regularly updated to provide up-to-date progress of the project, present achievements, and announce upcoming activities. The LinkedIn account, followed by the rest of the social media accounts, will be used as a tool to expand outreach to stakeholders and share content and events of the project.

1.3. Structure of the document

The Deliverable 6.2 (D6.2) “RIECS-Concept digital and visual identity” is structured as follows:

- **Section 2** outlines the concept of RIECS-Concept visual identity.
- **Section 3** presents the brand book, with the logo and its variations, as well as the fonts and colour palette. The following subsections include the template layouts and digital visual identity, such as the project website, digital banners, and social media.
- **Section 4** presents the guidelines for acknowledging of EU funding and partners logo.



2. The Concept of the RIECS-Concept Visual Identity

2.1. The Approach of RIECS-Concept Visual Identity

According to the Grant Agreement (101188210) RIECS-Concept project aims to conceptualise and explore the feasibility of developing a new research infrastructure composed of both services – to be provided to the different citizen science communities (those typically offered by any research infrastructure like an evaluation for access, data aggregation, etc.) – and resources, including professional resources (citizen science platforms, data collections, federated computing and storage facilities, existing RIs, dedicated personnel, etc.) and citizens' resources (such as volunteers' mobile phones and desktop computers, affordable scientific kits, and personal knowledge).

The visual identity aims to strengthen and unify the visibility of the project. The emphasis of the visual identity lies on the inclusiveness, diversity, equal participation, trustworthiness of the engagement of the audiences and integrity, sustainability, and eco-approach of the activities and channels. Integrating systems and groups of society initiates the lifecycle of a unique research infrastructure connecting multiple efforts to consolidate citizen science throughout Europe and globally.

Sustainability and green communication will be promoted in the contents, materials, and channels, as well as in the way of producing the materials. Therefore, the visual identity materials are developed to be flexible and tailor-made based on individual needs while keeping the consistency of the identity. The balance between printed and digital materials will be encouraged. The printing will be recommended based on individual partners' and stakeholders' needs decentralised and eco-materials to be used.

Inclusiveness will be promoted in various dimensions, including gender, ethnicity, linguistic, socio-economic and sociocultural backgrounds, geographic location, educational levels, and accessibility for people with disabilities. Website and some materials used at the local and national levels will be recommended to be translated into the local language to increase the engagement of the stakeholders. The materials are developed to be easy to read to people with visual impairment and to be easy to read to those who have reading challenges.

Meeting the concept described in the proposal, the visualisation reflects the inclusiveness, integration and commitment to sustainable infrastructure of citizen science. Given the broad scope of the project, including physical, digital and social infrastructure, multiple scientific domains, sustainability considerations, community engagement and inclusion, as well as the psychological disposition of various stakeholders, the interlinkage of systems is presented in a symbolic visualisation allowing different stakeholders to see their interests reflected in the design and can convey deeper meanings and symbolism that resonate with the RIECS-Concept goals and values. The moderate colour palette, with main colours aligned with sustainability, presents a visual balance and alignment with the essence of the project.



3. The Visual Identity of RIECS-Concept

All the following visual materials, their resources and guidelines can be found at this link:
https://drive.google.com/drive/folders/1y7x_dlcG03ZipsY99SFQKr-T1SRzfGZ

3.1. Brand book

RIECS-Concept Brandbookd aims to establish a consistent and recognisable identity that aligns with the project objectives, values and potential impact.

The Brandbookd includes:

- A logo and visual identity characteristics (proportions, margins, font, colour palette) and proper use. It also suggests the main and additional variations of the logo.
- the adopted font for web and publishing content
- the digital banners for website and social media, different dimensions
- the layout of the deliverable and the instructions on how to adapt the layout to personal usage
- the layout for the letterhead
- the layout for the roll-up
- layout for the slides to be used on a dark and white background

The brand book will be updated when the layouts are updated during the project and when additional layouts are prepared.

3.1.1. Logo and Variations to be used

The logo is included in all project documentation (paper/printed or electronic), including any promotional materials related to RIECS-Concept. This final version of the project logo has been selected from several other options discussed with the consortium partners using several steps during M1-M2. The logo design gives flexibility in its usage depending on the different contexts and availability of the place. Following the finalisation of the logo, a graphical charter was created to provide the specific guidelines that must be followed for all purposes. The main logo is presented in Figure 1. Figure 2 presents the additional variations of the logo. The brand book shows guidelines concerning the logo size and colours, minimum clear space, straplines' alignment, and use of the logo against various backgrounds.

The logo symbolises collaboration, inclusivity, integration and infinitive commitment, capturing the essence of the RIECS-Concept project. The logo comprises recurring geometric shapes that give the impression of an interlocking ornament, a system, a unified mechanism, coherence and regularity. The interconnected patterns reflect social infrastructure, emphasising community and partnerships in citizen science. The abstract pattern represents data flow and integration, highlighting the digital infrastructure and the technological dimension. Deconstructing the segments of the logo, one can imagine a stylised figure of a man on foot. The repetition of this figure symbolises a social community.





Figure 1. The main logo of RIECS-Concept



RIECS
concept

RIECS
concept

Figure 2. Additional logos of RIECS-Concept

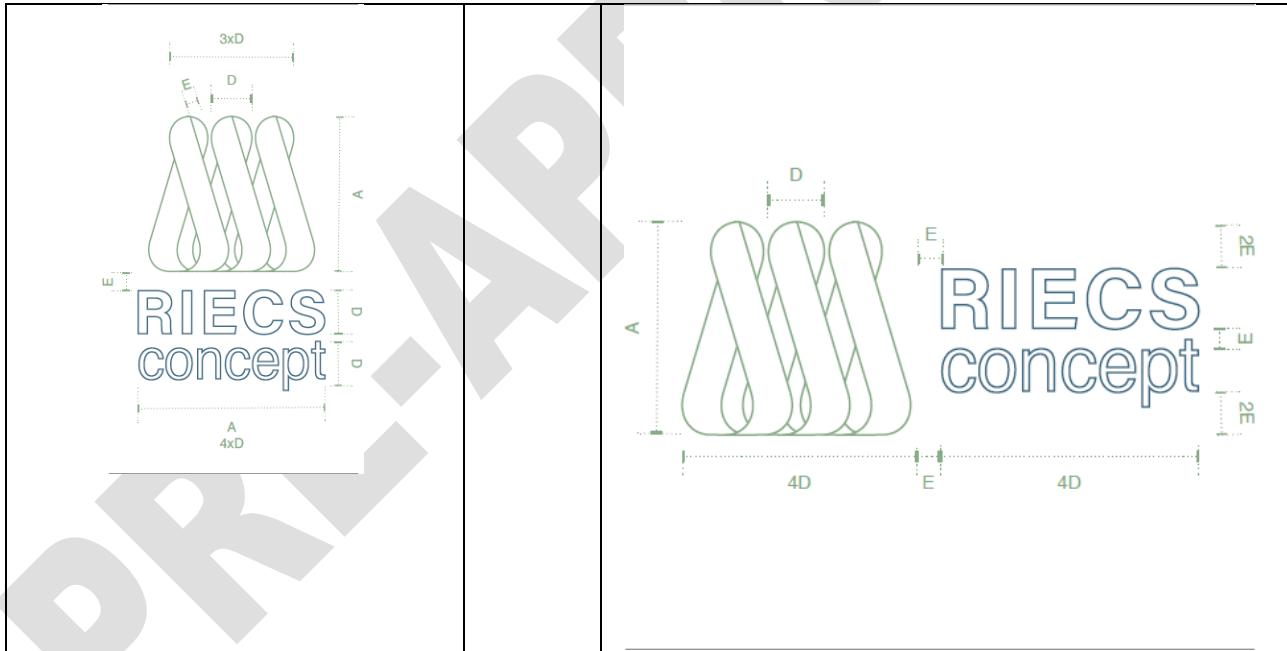


Figure 3. The dimensions of the logos.

3.1.2. Colour Palette

The colour scheme suggests the major colours for the logo and central visualisation (Figure 4), and the additional colours for the design details, background or minor design (Figure 5). The additional colours give the design flexibility and variety while maintaining the coherence of the brand aesthetics. The CMYK colour palette is to be used in printing, and the RGB colour palette is to be used in digital communication.



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	CMYK	RGB	#
"RIECS" lettering colour	86/78/44/41	44/50/76	#2c324c
"Concept" lettering colour	65/37/29/2	100/138/158	#648a9e
Ornament light colour	51/18/56/1	133/171/137	#85ab86
ornament dark colour	83/53/34/11	55/103/130	#376782

Figure 4. Major colours of the logo and design

	CMYK	RGB	#
5/22/0/0	234/203/226	#eacbe2	
The complementary (secondary) colours in the brandbook have been meticulously designed to complement the primary brand colour palette, thereby affording the design both flexibility and visual variety.	178/201/224	#b2c9e0	
29/13/4/0	243/237/211	#f3edd3	
These colours play a pivotal role in establishing clear hierarchies, differentiating between disparate content segments, and ensuring the maintenance of a coherent brand aesthetic across a range of communication media.			
4/4/18/0			

Figure 5. Additional colours for logo and visualisation design of RIECS-Concept



3.1.3. Fonts

The fonts used in the communication are Helvetica regular or Bold. The font is easy to use, available on any computer, and inclusive to audiences with visual impairments. The guidelines are presented in the figures below and more detail in the brand book.

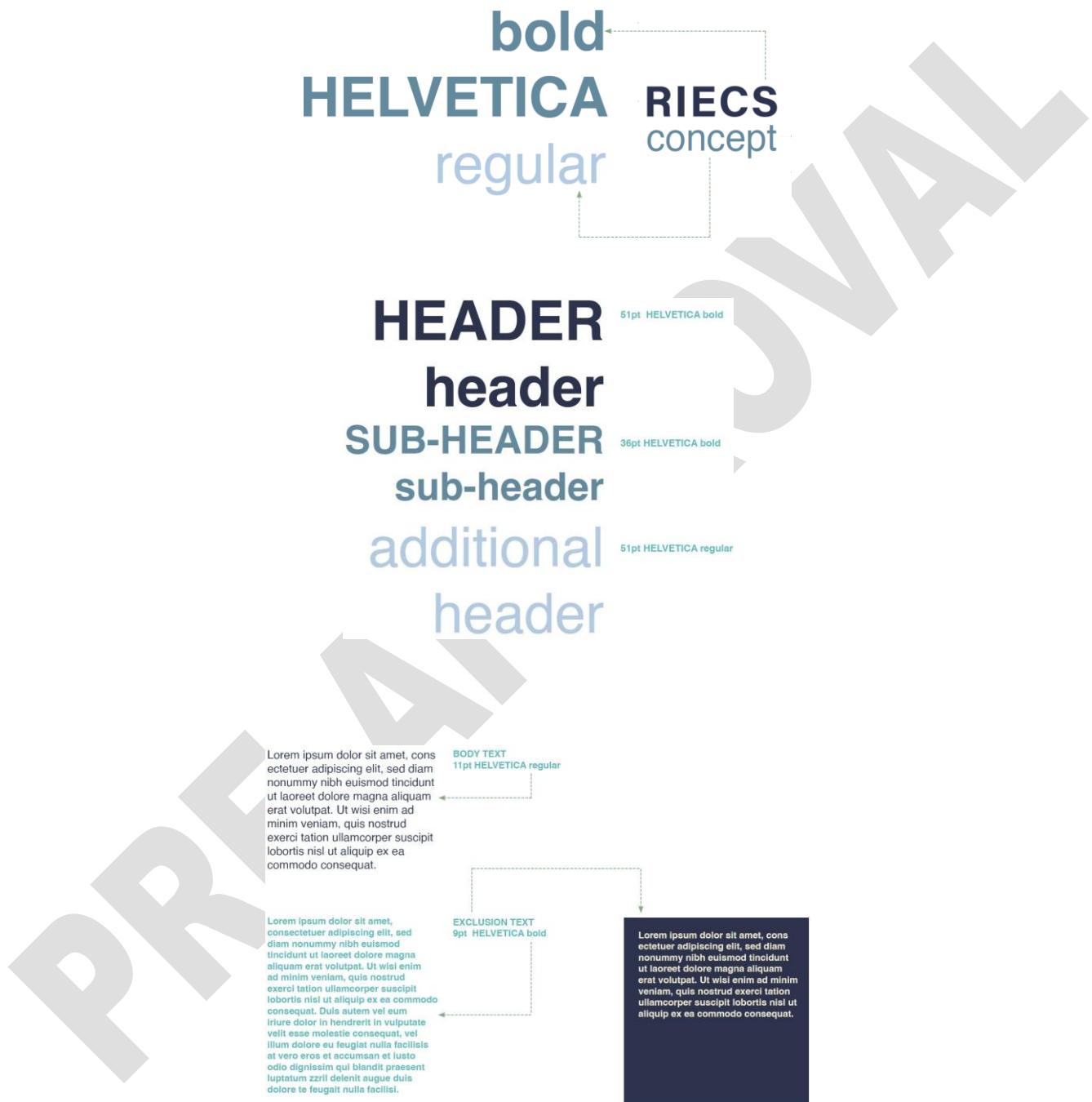


Figure 6. Font usage



3.2. Template Layouts

Based on the graphical layout guideline of the project, several templates (see brand book) have been created for different purposes, but mainly to unify the communication message and style and to ease the building of communication materials during the project.

3.2.1. Letterhead

The RIECS-Concept letterhead will be used in the formal communication with official institutions (e.g. EC) and semi-formal communication with the stakeholders (media, Advisory Board or similar) if needed. Examples of usage might be brief notes, press releases, etc. The letterhead can be used in both digital and printed versions. The figures illustrate the template for official communication and semi-official communication.



Figure 7. Layouts for the letterhead



3.2.2. Layout of the Deliverable

The layout of the deliverable aims to make the visualisation of the project deliverables and reports consistent and ensure that they contain mandatory information. The figures below present the first page of the deliverable.

 <p>Deliverable X.X: Title of the Deliverable</p> <p>Project Title: Towards a pan-European Research Infrastructure for Excellent Citizen Science Project Acronym: RIECS-Concept</p> <p>Contract N° 101188210 Programme: Horizon Europe (HORIZON) Topic: Research infrastructure concept development HORIZON-INFRA-2024-DEV-01-01 Project start date: 01 January 2025 End date: 31 December 2027</p> <p><small>This project has received funding from the European Union's research and innovation programme Horizon Europe under the grant agreement No. 101188210. This document reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.</small></p>	<p>RIECS concept</p> <p>concept.riecs.eu</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Deliverable title</td><td></td></tr> <tr><td>Deliverable number</td><td></td></tr> <tr><td>Deliverable version</td><td>1.0</td></tr> <tr><td>Contractual date of delivery</td><td>XXXX/XX/2025</td></tr> <tr><td>Actual date of delivery</td><td></td></tr> <tr><td>Nature of deliverable</td><td>R</td></tr> <tr><td>Dissemination level</td><td>PU</td></tr> <tr><td>Work Package</td><td></td></tr> <tr><td>Task(s)</td><td></td></tr> <tr><td>Partner(s) responsible(s)</td><td></td></tr> <tr><td>Author(s)</td><td></td></tr> <tr><td colspan="2">Description</td></tr> <tr><td colspan="2">Key words</td></tr> <tr><td colspan="2">Reviewers</td></tr> <tr><td>Reviewer(s) name</td><td>Reviewer(s) organisation</td></tr> <tr><td></td><td></td></tr> <tr><td colspan="2">Version History</td></tr> <tr><td>Version</td><td>Date</td><td>Comments</td></tr> <tr><td>0.1</td><td>XX/03/2025</td><td>First draft for review</td></tr> <tr><td></td><td></td><td></td></tr> </table> <p>Copyright © Copyright 2025 RIECS-Concept This document may not be copied, reproduced, or modified, in whole or in part, for any purpose without prior written consent from RIECS-Concept. Any authorised use must include clear acknowledgement of the document's authors and the applicable copyright notices. All rights reserved.</p> <p><small>This project has received funding from the European Union's research and innovation programme Horizon Europe under the grant agreement No. 101188210. This document reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.</small></p>	Deliverable title		Deliverable number		Deliverable version	1.0	Contractual date of delivery	XXXX/XX/2025	Actual date of delivery		Nature of deliverable	R	Dissemination level	PU	Work Package		Task(s)		Partner(s) responsible(s)		Author(s)		Description		Key words		Reviewers		Reviewer(s) name	Reviewer(s) organisation			Version History		Version	Date	Comments	0.1	XX/03/2025	First draft for review			
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Version History																																												
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0.1	XX/03/2025	First draft for review																																										

Figure 8. Layout for the deliverable, front page and inside page.

The header of the deliverable uses the following main logo and website. In the footer, the following information is presented: the EU logo, the reference to the funding programme, the Grant agreement number, and the disclaimer.

The text is in Helvetica regular 11, the space between lines is 1.15, and the space before and after the paragraph is 12 pt.

The formatting of the headings: heading 1 – Helvetica Bold 20, heading 2 – Helvetica Bold 16, heading 3 – Helvetica Bold 16, heading 4 – Helvetica Bold 16.

A more detailed layout of the deliverable is attached in Annex X and presented in the brand book.



3.2.3. Layout of the Presentation

The presentation layout is prepared in three different colour palettes, and a set of slides is prepared for different scopes of information to be presented and the audience. The presentation includes a cover with the project logo, and the footer includes the following information: the EU logo, the reference to the funding programme, and the Grant agreement number.

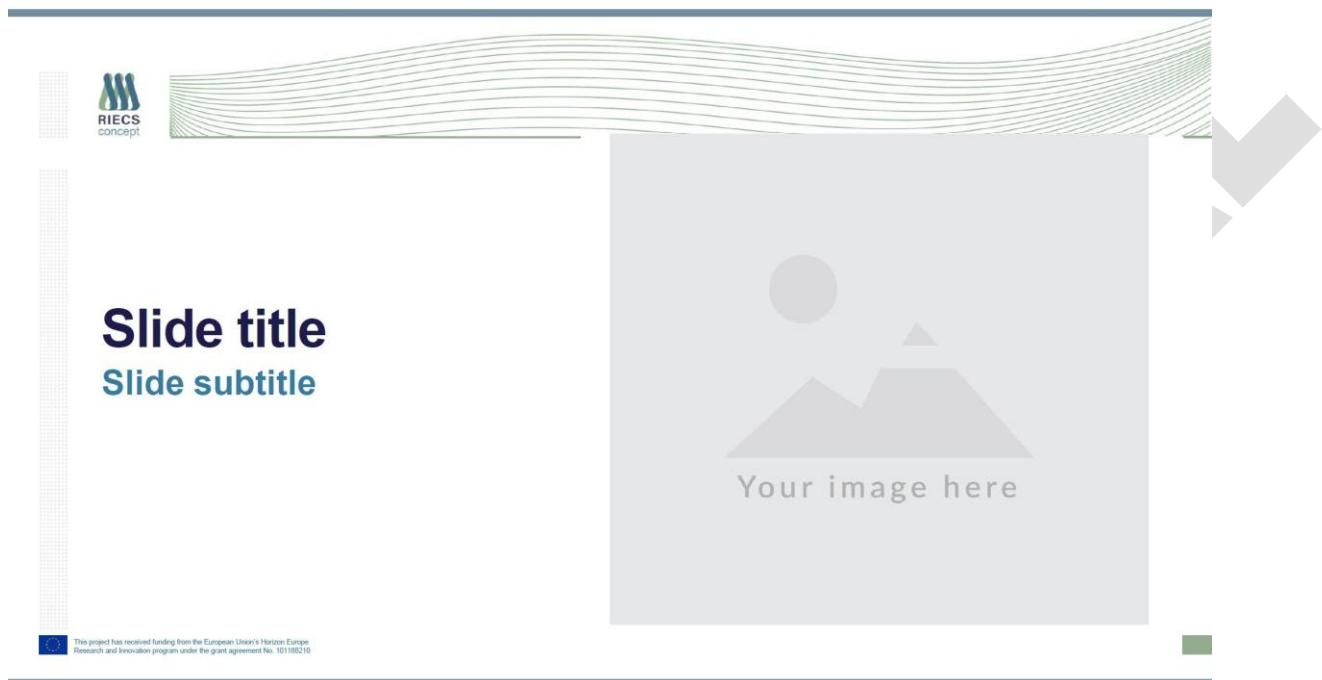


Figure 9. Layout of the presentation, white background.

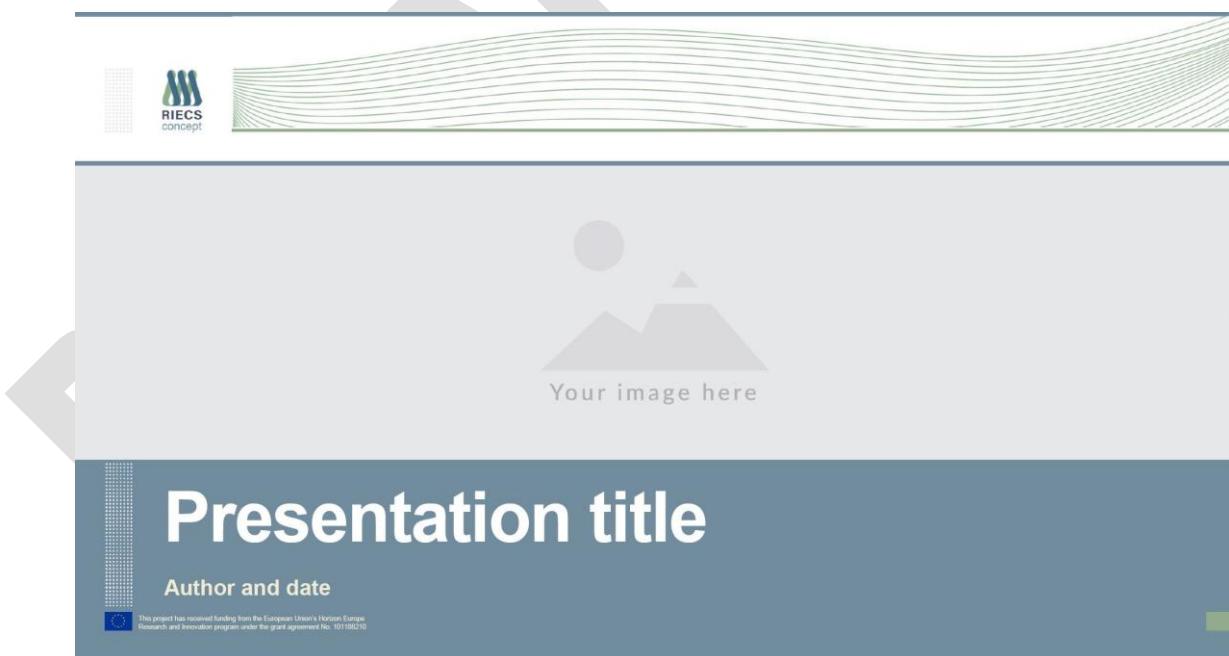


Figure 10. Layout of the presentation.



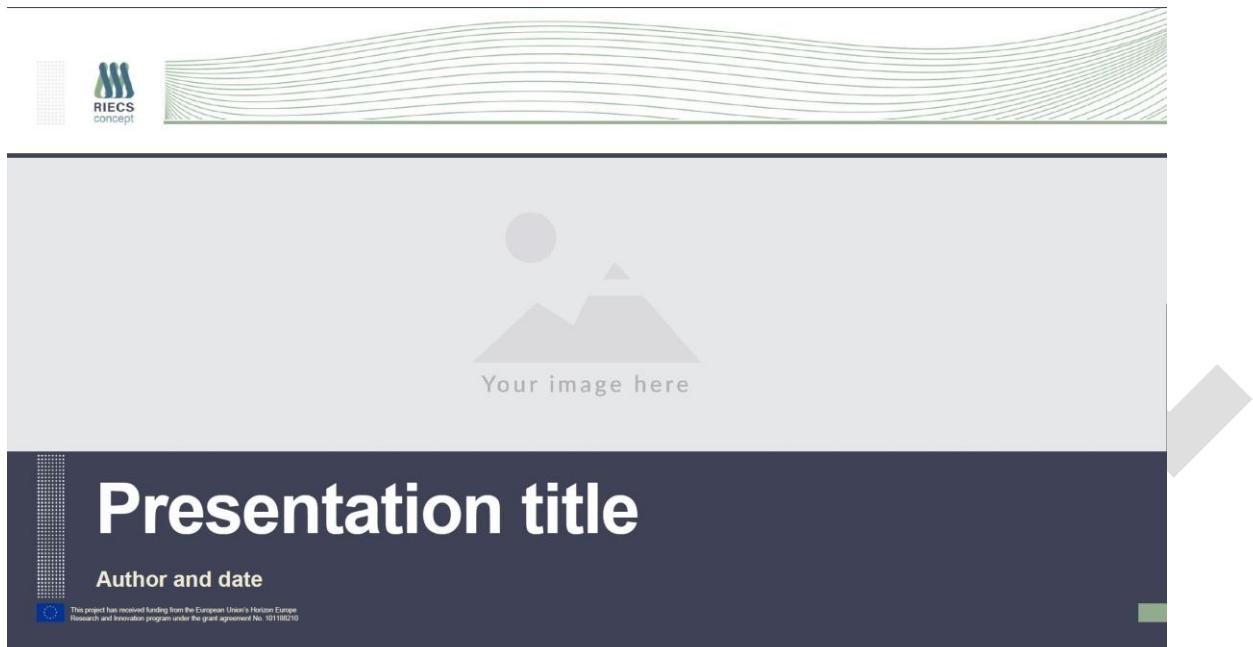


Figure 11. The layout of the presentation has a dark background.

The initial project presentation will be prepared and work as a template to be regularly updated. This information will include the project idea and concept as well as the funding and will serve as the basis for any presentation to ensure the consistency of the project representation. Consortium partners will adapt it according to the specific needs of the event and target audience. The basic project information (including the project's funding and affiliation logos) will be displayed on all occasions.

The digital complete version of the layout of the presentation will be available to all the partners online.

3.2.4. Roll-up

A roll-up banner is created to strengthen the visibility of RIECS-Concept in the partner and the events organised by consortium partners or hosted by relevant stakeholder organisations and other interested parties. The poster is consistent with the project visual identity. Contact details, social media channels, and all consortium partners' logos are presented towards the bottom. The roll-up does not disclose too much information, as it serves as a teaser that encourages people to visit the website or start following the project account on social media.

The size of the RIECS-Concept project roll-up banner is 85 cm x 200 cm. The banner is portable and has a retracting mechanism built from aluminium or other materials to ensure easy portability and setup. Also, RIECS-Concept invites people to use eco-friendly banners as a popular eco-friendly option.

The RIECS-Concept project poster includes six elements:

- the logo and title of the project,
- the aim of the project
- the addressing to the audience
- partners' logos



- the project contact details, internet website and social media channels.
- EU logo and reference to the funding programme

The digital version of the RIECS-Concept roll-up banner is available for download to the partners. When it is not used in the events, partners will be encouraged to print it and ensure it stands in a place with good visibility in the institution.

3.3. Digital Visual Identity

3.3.1. Project Website

The project website will function as the main hub and a key tool for all relevant information and news about the project. It will engage the stakeholders in events and discussions and share the process and outputs. The website will present the objectives, expected impacts, and key outcomes of the project.

The website will be updated and improved as the project progresses. Therefore, some web pages and sections can be removed, moved, and added. By the end of the project, the website is meant to work as a digital archive and showcase for the project.

The domain of the project website is concept.riecs.eu. The domain name containing the .eu extension refers to the European origin. The structure of the domain refers that the *concept* is a part of the umbrella initiative called *RIECS*.

The website with static and dynamic information is created as clear and accessible as possible, reflecting the inclusive approach of RIECS-Concept. The light design uses contrasting colours to distinguish the text from the background, making reading easier for visually impaired audiences. The header of the project website uses light colours in the background to guide the audience through the website content. The colour scheme of the website is directly in line with the project logo and the overall visual identity of the project. The official language of the website is English. However, with the inclusive approach, the main information of the website will be developed in a multilingual manner. The EU funding acknowledgement is set in the footer of the website and appears on all the web pages. Additional pages can be added as the project progresses to reflect updates and milestones addressing the needs of the stakeholders. Webpages can also be re-arranged to reflect the RIECS-Concept needs more adequately.

Home Page

The homepage is designed to make an immediate impact and encourage engagement with minimal clicks. It will provide a clear, user-friendly overview of the RIECS-Concept project, with straightforward access to current participation opportunities in the co-design process, based on what actions are open at the time. The page will also include essential project details, news, social media links, partner information with logos and website links and people involved, and funding acknowledgements. Additionally, newsletter subscription will be prominently featured, ensuring easy visibility and access for all visitors, tailored to their interests and the stage of the project.

About RIECS-Concept



The drop-down menu, under the About button, consists of four main web pages: (1) About – general information about the project, (2) Objectives, (3) Methodology, and (4) Impact.



About RIECS-Concept

RIECS-Concept (TOWARDS A PAN-EUROPEAN RESEARCH INFRASTRUCTURE FOR EXCELLENT CITIZEN SCIENCE) – an initiative to build a strong foundation for the future of Citizen Science in Europe!

The RIECS-Concept project aims to conceptualize the European Research Infrastructure for Excellence in Citizen Science that will leverage both citizens' resources (such as mobile phones, desktop computers, etc) and scientific existing resources (citizen science platforms, data collections, existing research infrastructures, etc.) and will provide transversal services to the research community.

Figure 12. The first webpage of RIECS-Concept

Scientific areas

The 'Scientific Areas' webpage presents three areas of the research focus: climate change, health and environmental observations. More scientific areas will be added if RIECS-concept expands its scope during the project.

News and blog

This section will include news, stories, interviews, publications, blogs, and other communication activities. It will be interactive with social media and updated during the project activities.

Events

This section will first present the calendar of the events. The events will be presented on two separate pages: (1) co-creation events and (2) synergies. The first webpage is dedicated to the activities and events organised by the consortium. The second page is dedicated to synergy-related activities, cooperation with relevant projects, and the events organised by the third party to disseminate the project concept and results to the target audiences.

Outputs

This page presents all the outputs and downloadable results of the project. The outputs will be presented on five web pages: (1) reports and guidelines, (2) deliverables, (3) policy briefs, and (4) press releases. The web pages can be adapted to meet the needs of the stakeholders and the audiences. The downloadable files will be available in PDF format or another easy-to-use format.

Contact

This page is meant to enable website visitors to contact the project coordinator. They can send their inquiries by providing required details such as name and surname.

Social media



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The links to the social media are in the footer of the website.

Overall, the RIECS-Concept website follows modern web design principles and focuses primarily on usability, accessibility, and straightforward navigation. Posting several news items with appropriate keywords frequently improves search engine optimisation. Design updates and improvements are anticipated in the coming months.

3.3.2. Digital Banners and Icons

Digital banners and icons will be used in the diverse digital communication activities performed throughout the project. The project digital banners will follow the branding colours, fonts, and design details. The banners will be created in different dimensions and resolutions to be used for different purposes. The banners will be available in two options: with and without the EU logo and reference to the funding programme.

The layouts presented are examples of different formats. The varieties of banners will be created according to necessity and adapted to the specific situation during the project.



Figure 13. Layout of the digital banner, 16:9.



Figure 14. Layout of the digital banner, 3:1.



Figure 15. Layout of the digital banner, 4:3

3.3.3. Social Media

The RIECS-Concept project strategically utilises a variety of platforms, each selected for its ability to effectively reach different segments of our audience. RIECS-Concept aims to maximise the visibility and impact of its content across diverse audience groups.

The following accounts are created on Facebook, Instagram, X, LinkedIn, and Bluesky.

Instagram: <https://www.instagram.com/riecsconcept/>

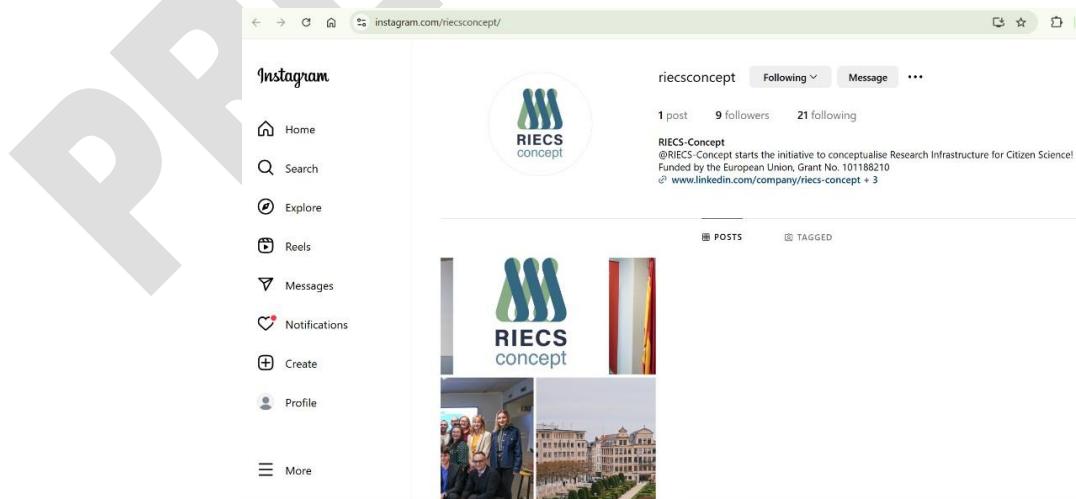


Figure 16. The Instagram main page, date 19th March, 2025.



X: https://x.com/RIECS_Concept

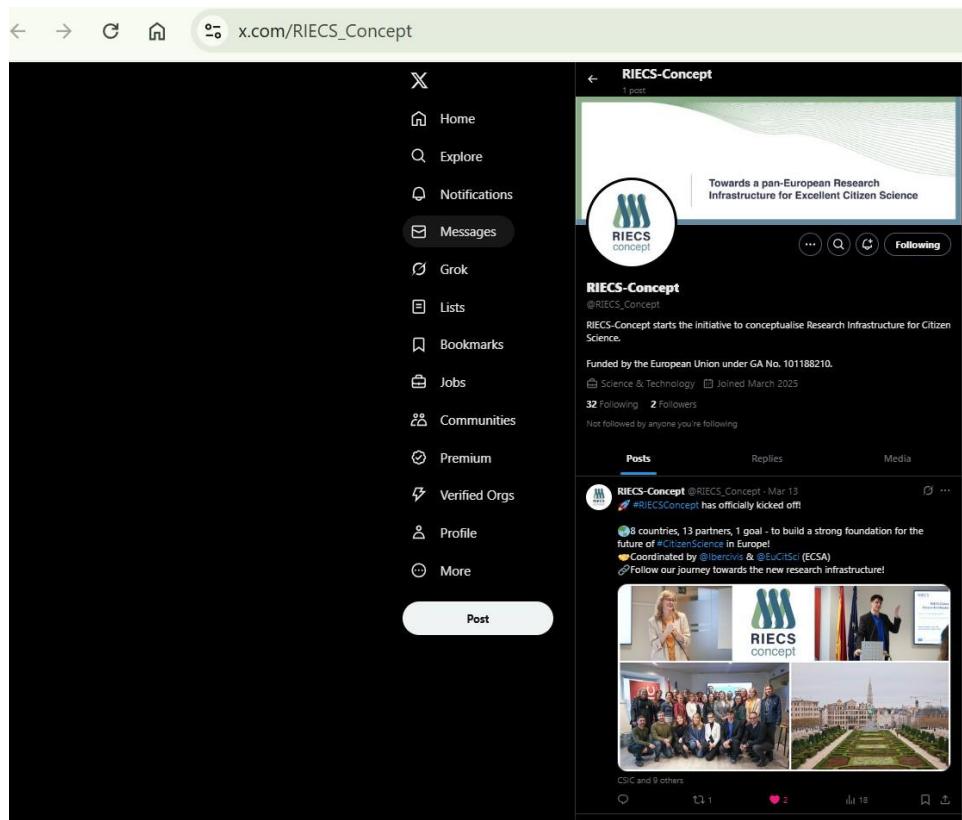


Figure 17. The X account main page, date 19th March, 2025.

Facebook: <https://www.facebook.com/profile.php?id=61572894387384>

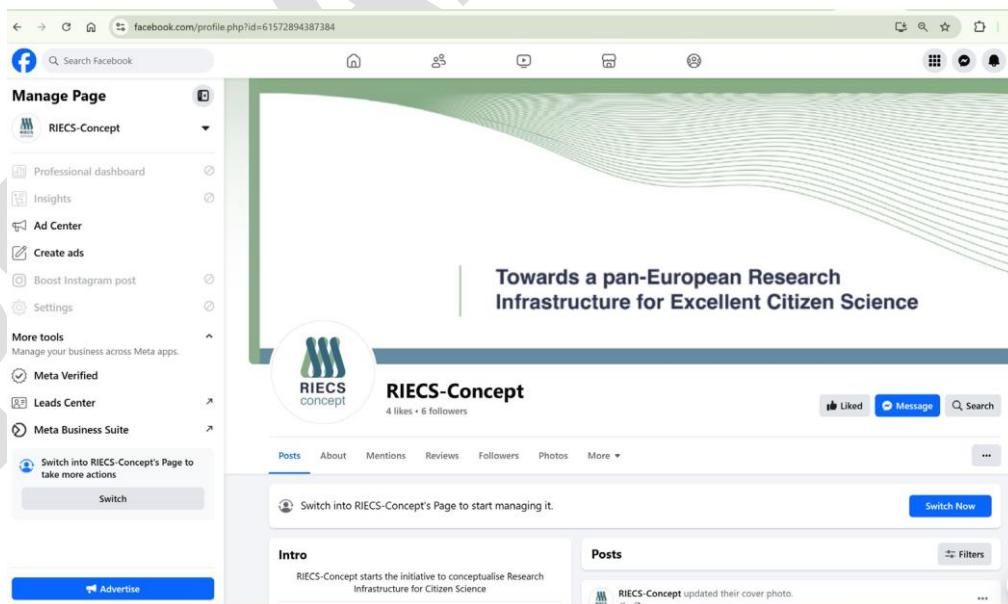


Figure 18. The Facebook account main page, date 19th March, 2025.



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Linkedin: <https://www.linkedin.com/company/riecs-concept/>

The LinkedIn main page for RIECS-Concept. The profile picture is a stylized 'M' logo. The page title is 'Towards a pan-European Research Infrastructure for Excellent Citizen Science'. It shows 92 followers and 1 post. A post from 'RIECS-Concept' discusses the official kick-off in Brussels. There is also a section for ads.

Figure 19. The LinkedIn main page, date 19th March 2025.

Bluesky: <https://bsky.app/profile/riecs-concept.bsky.social>

The Bluesky account main page for RIECS-Concept. The profile picture is a stylized 'M' logo. The page title is 'Towards a pan-European Research Infrastructure for Excellent Citizen Science'. It shows 8 followers and 14 following. A post from 'RIECS-Concept' discusses the project's start in Brussels. The sidebar includes options for Home, Search, Notifications, Chat, Feeds, Lists, Profile, and Settings.

Figure 20. The Bluesky account main page, date 19th March, 2025.



4. Acknowledgement of EU Funding and Partners Logo

According to the EU Commission guidelines, the EU emblem and a reference to EU funding must be included in all dissemination and communication activities of the project (Figure 21). It must be displayed in a way that is easily visible to the public and with sufficient prominence (considering the nature of the activity or object). The most up-to-date guidelines of the EU funding, including the logo, can be found online in the Horizon Europe Portal or the project online Drive.

4.1. Acknowledgement of EU Funding

When displayed with another logo, the EU emblem must have appropriate prominence.



**Funded by
the European Union**

Figure 21. EU logo with the reference to the funding, vertical.



**Funded by
the European Union**

Figure 22. EU logo with the reference to the funding, horizontal.

The acknowledgement of the EU funding in scientific publications should be presented in the following way:

This study is based on research carried out in project RIECS-Concept, which the HORIZON EUROPE Framework Programme funded, Grant Agreement 101188210.

The acknowledgement of the EU funding in social media is presented upon the possibility. The EU funding reference and grant agreement number are indicated on the home page of the account.

The acknowledgement of the EU funding in the newsletters prepared by the project is presented in the following:



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This project received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101188210.

The acknowledgement of the EU funding in the project reports, the deliverables, and other materials:



This project has received funding from the European Union's research and innovation programme Horizon Europe under grant agreement No. [101188210](#). This document reflects only the author's view, and the Commission is not responsible for using the information it contains.

4.2. Partners Logo

Partners' logos are used following the institutional visual branding guidelines and maintaining overall visual consistency.

All the logos are used in the same hierarchy, showing the equal participation of all the partners in the project.



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5. Conclusions

We have presented a comprehensive outline of the RIECS-Concept project's Digital and visual identity offers a detailed plan for communication materials, branding, and online presence. It covers key components like the logo, colour palette, fonts, and template layouts for various purposes, ensuring a consistent and recognisable identity. The website and social media platforms are strategically employed to maximise visibility, engagement, and outreach.

Regular updates and refinements to the digital identity and communication strategies will ensure that the project remains adaptable and responsive to stakeholder needs as the project progresses.

PRE-APPROVAL



Annex – Brand book

Attachment available in this link: https://drive.google.com/file/d/1koTPTV-KKSZjdILLuoFvVCl9Z0er0E/view?usp=drive_link

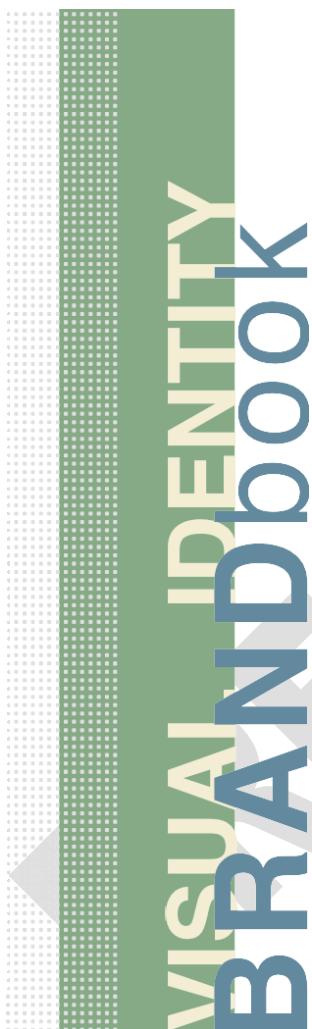
PRE-APPROVAL





RIECS
concept

PRIV



APPROVAL

RIECS
concept

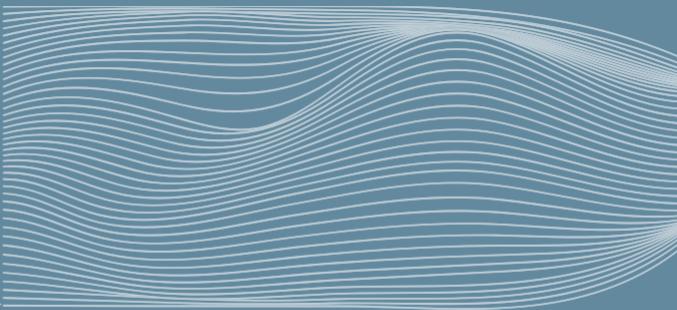
Conceptualizing
a Pan-European
Research Infrastructure
for Citizen Science

what's inside?

main & additional logos
construction & composition
colour schemes
typography system

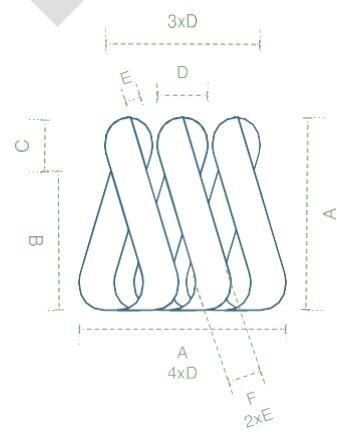
main logo

The Brandbook establishes precise guidelines concerning the dimensions, colouration, and positioning of the primary logo in official documentation. It also delineates the authorised and proscribed modifications to the logo. The implementation of these guidelines is instrumental in preventing erroneous usage of the logo and in maintaining the brand's uniform professional presentation in all formal settings.



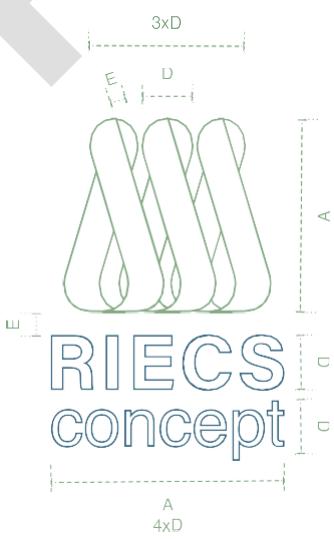


main logo Ornament

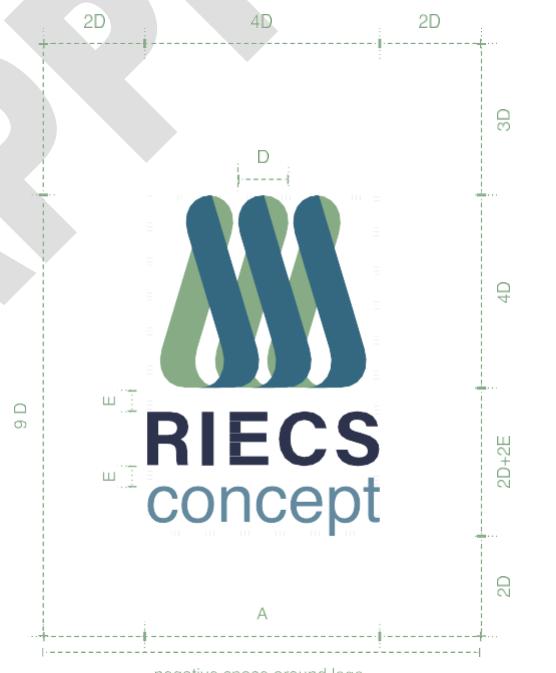


The main logo is an essential element of the visual identity, and as such, its use is mandatory in all official documents to ensure a consistent and recognisable brand image. Official documents, such as contracts, invoices, authorisations, internal and external communication documents, and official letters, must reflect a common visual language; therefore, the use of the logo is obligatory.

main logo construction



main logo composition



modul grid system

main logo
Typography

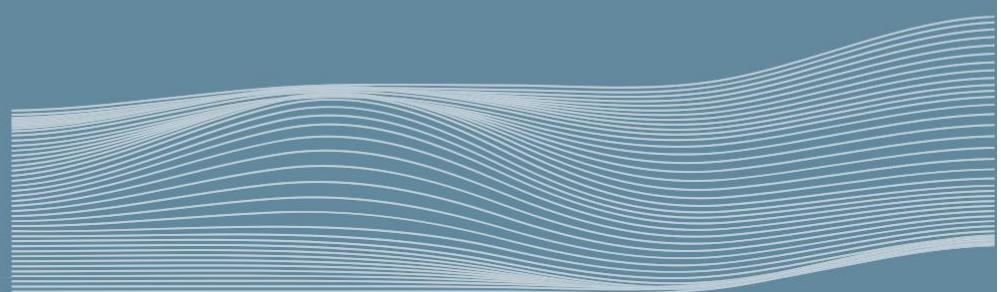
RIECS

Helvetica Bold

concept

Helvetica Regular

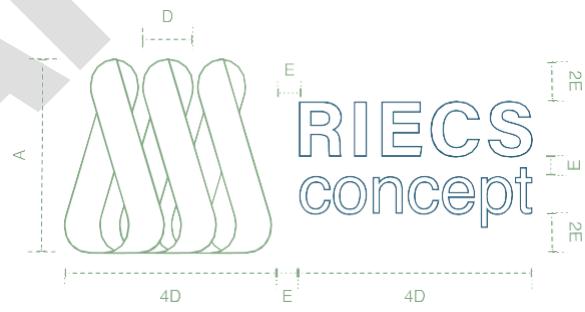
additional logo



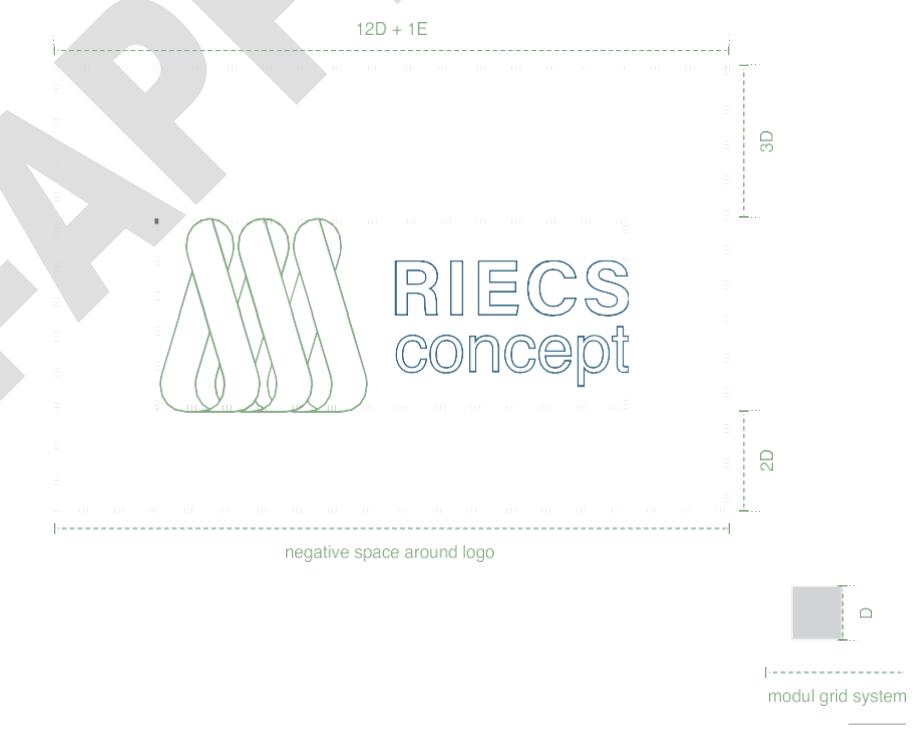
An additional logo constitutes an alternative graphic expression of a brand that is employed in specific situations where the utilisation of the primary logo may be restricted or impractical. A supplementary logo is used when the primary logo is not suitable, or when its legibility is compromised due to spatial constraints, and a simplified or alternative version is employed. It can be used as app icons, social media profile pictures, promotional souvenirs and small print products, etc.



additional logo construction



additional logo composition



additional logo
typographical

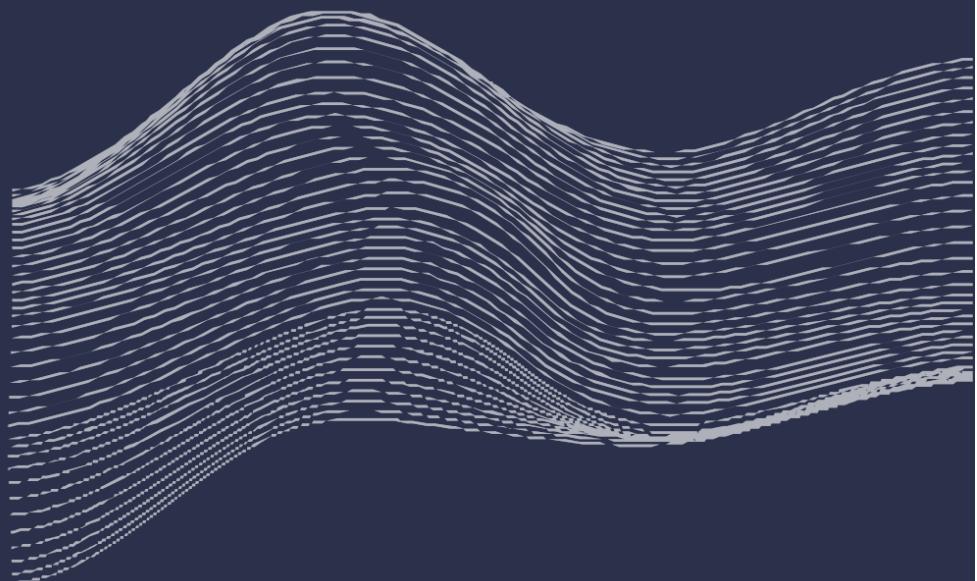
RIECS
concept

In circumstances where the utilisation of a graphic logo mark (icon or symbol) is deemed unnecessary or its application is restricted due to spatial, stylistic or technical constraints, the employment of a typographic version of the logo may be considered. This approach is particularly pertinent for brands whose typographic element is sufficiently strong and distinctive, to the extent that it can be recognised even in the absence of additional visual components. The utilisation of the logo's letters, in isolation, can be employed in confined or limited spatial dimensions where the implementation of a comprehensive logo incorporating a graphic symbol would prove overly complex or result in a compromise in clarity. This is often the case in small print products such as pens, business cards, embroidered clothing or accessories, where visual minimalism is necessary to maintain clarity and brand recognition.

additional logo typographical



colour scheme



Colours represent a fundamental aspect of a brand's visual identity, thus necessitating clear and consistent definition within the brandbook. Established colour schemes facilitate the maintenance of a cohesive corporate image across diverse communication channels, encompassing print and digital media, as well as physical products and promotional materials.

Approval



Approval



colour scheme logo colour

	CMYK	RGB	#
"RIECS" lettering colour	86/78/44/41	44/50/76	#2c324c
"Concept" lettering colour	65/37/29/2	100/138/158	#648a9e
Ornament light colour	51/18/56/1	133/171/137	#85ab86
ornament dark colour	83/53/34/11	55/103/130	#376782



colour scheme

additional colour

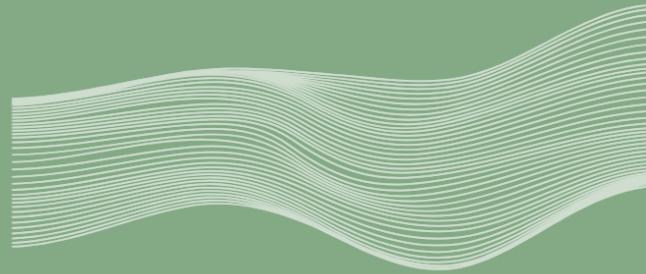
CMYK	RGB	#
5/22/0/0	234/203/226	#eacbe2
29/13/4/0	178/201/224	#b2c9e0
4/4/18/0	243/237/211	#f3edd3

The complementary (secondary) colours in the brandbook have been meticulously designed to complement the primary brand colour palette, thereby affording the design both flexibility and visual variety.

These colours play a pivotal role in establishing clear hierarchies, differentiating between disparate content segments, and ensuring the maintenance of a coherent brand aesthetic across a range of communication media.

typography system for large-format graphic design work

The establishment of clearly defined typographic rules has been demonstrated to facilitate the creation of a unified style, enhance the readability of information, and fortify brand recognition.



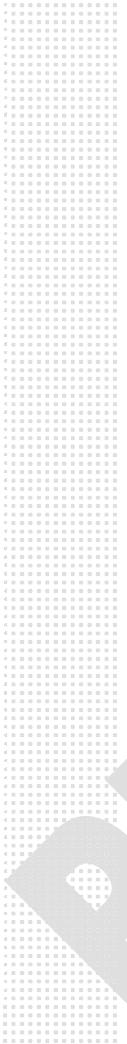
typography system

HELVETICA

bold

regular

RIECS
concept



typography system

HEADER

header

SUB-HEADER

sub-header

additional

header

51pt HELVETICA bold

36pt HELVETICA bold

51pt HELVETICA regular

typography system

Ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

BODY TEXT
11pt HELVETICA regular

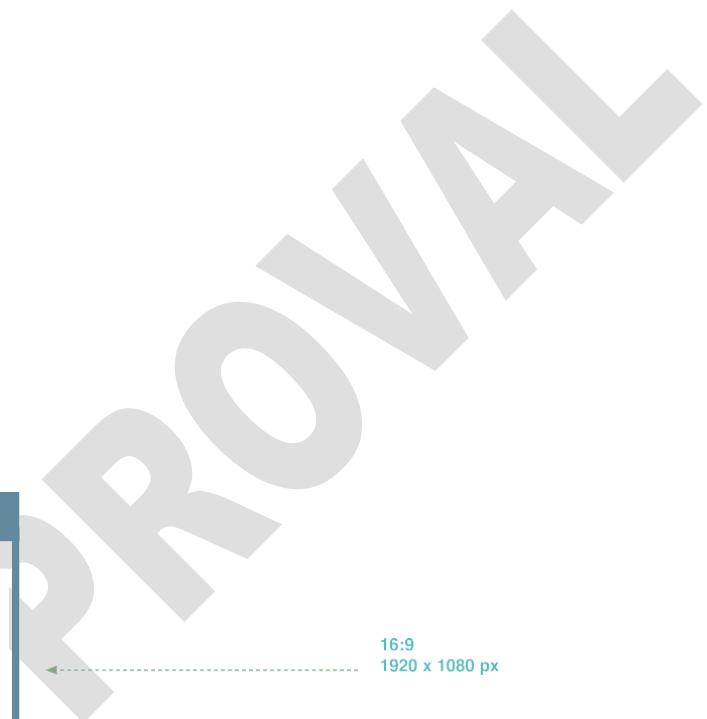
EXCLUSION TEXT
9pt HELVETICA bold

Ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

social media banners

without the EU flag

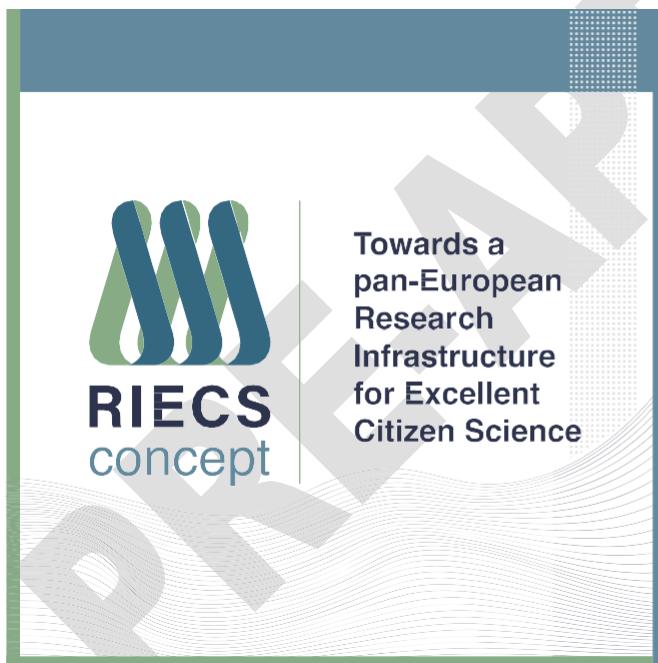
EU AL



16:9
1920 x 1080 px



1.91:1
1200 x 628 px



APPROVAL

1:1
1080 x 1080 px



Towards a pan-European
Research Infrastructure
for Excellent Citizen Science

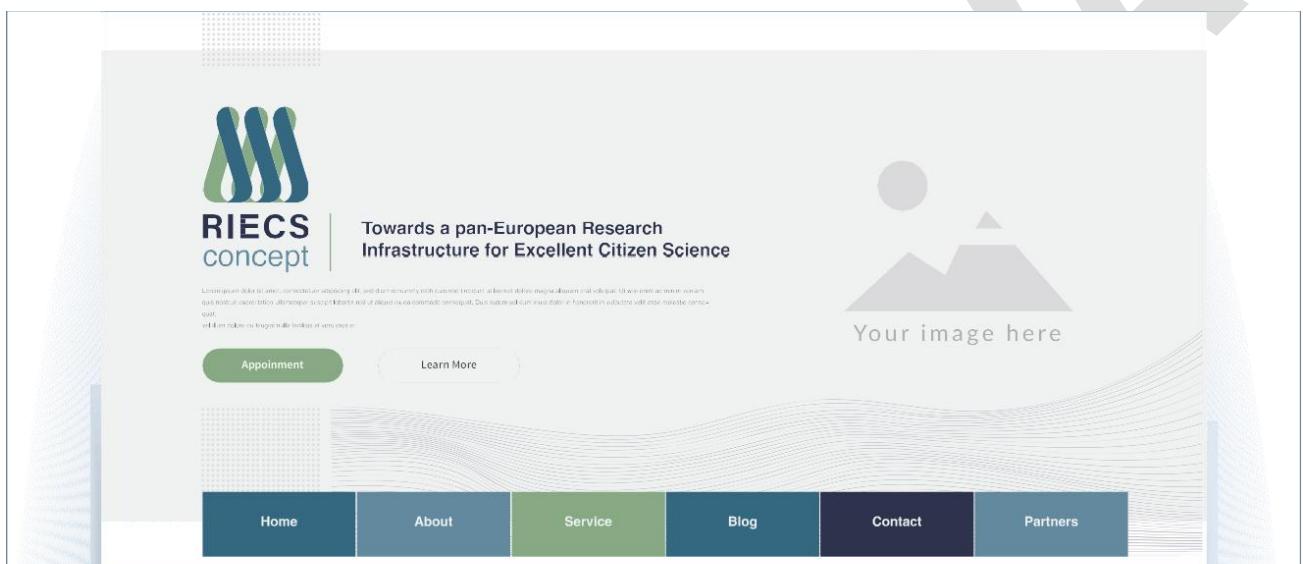
4:3
1200 x 900 px



4:1
1584 x 396 px



3:1
1500 x 500 px





PREVIEW

VIEW