Establishing the European Geological Surveys Research Area to deliver a Geological Service for Europe

Deliverable

WEBSITE AND GRAPHICAL IDENTITY

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SUMMARY

This report is delivered as part of the Task 5.2 "Establish & maintain website and communication tools" of GeoERA Work Package 5, ""Communication, Exploitation and Dissemination of the results". It includes a description of a developed graphical identity which forms the basis for communication tools like website, documents, presentations, social media, etc. Included is also a description of the GeoERA logos.

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1 INTRODUCTION

An important part of the GeoERA Work Package 5, "Communication, Exploitation and Dissemination of the results" is to establish and maintain a website and to develop other communication tools. This report describes the developed tools including the website and the concept of sub-websites for the coming projects as well as other tools like templates and logos. The tools are based on a common graphical identity.

2   GRAPHICAL IDENTITY

In order to make all dissemination products of GeoERA commonly recognisable a graphical identity has been developed including a number of logos, text fonts and colours. These elements have been applied to templates for documents and presentations, examples of posters, leaflets, social media and the GeoERA website.

3 LOGO AND TEMPLATES

3.1 Logo

The GeoERA logo has been designed with the purpose of illustrating the four different themes of the programme: Geo-Energy, Groundwater, Raw Materials and Information Platform. It consists of four pieces of a puzzle each representing a theme. When the logo is used in relationship to the entire GeoERA programme – like in this report – all four pieces are coloured.

When the logo is used for one particular theme only the relevant piece is coloured and the three others are grey.

The four themes are illustrated in the following ways:

3.1.1 Groundwater

The piece shows a part of the earth starting at the surface with grass illustrating a field where human activity may influence the groundwater reservoir further below. The increasing water saturation with depth is illustrated by a brighter blue colour at depth.

3.1.2 Geo-Energy

The piece shows a part of the subsurface starting at some depth and with an increasingly clear red colour with depth illustrating the increasing temperature with depth. This is a reference to geothermal energy but also to the role of high temperatures at depth for other energy sources from the subsurface like fossil fuels.

3.1.3 Raw Materials

The piece shows a Sphalerite mineral which is the major ore of Zinc and widespread in Europe as well as around the world.

3.1.4 Information Platform

The Information Platform is illustrated by a blue brick with no reference to the subsurface but with zeros and ones indicating digital content.

3.1.5 Use of the logo

The logo in one of its forms is supposed to be present on all dissemination material from GeoERA and therefore it is included on all templates for documents and presentations as well as on the GeoERA website and social media.

3.2 Templates

A number of templates have been designed for documents (in Word) and presentations (in PowerPoint).

3.2.1 Document templates

The Word templates include
- Deliverable
- Call announcement
- Meeting agenda
- Meeting minutes
- Letter
- Scientific Report

More templates will be designed during the cause of the project. All templates are accessible on the intranet. At least the Deliverable template, the Meeting templates, and the Scientific Report template will at a later stage be designed in a version for each theme.

3.2.2 Presentation templates

Presentation templates have been designed for each theme as well as for the GeoERA as such. Examples are shown here:

Each template exists in a version for 4:3 screens and one for 16:9 screens.

4   WEBSITE

The GeoERA website (www.geoera.eu) has been launched in its first version. It will continuously be develop and updated during the course of the project as the users and the information they will need will vary through the different phases.

In this very first phase before the launch of the call for ideas most emphasis has been put on general information about what the GeoERA is expected to work on, the EC and national funding, who are involved (all partners and the Secretariat), description of the four themes, the coming calls procedures, events and other important dates and a facility to subscribe to a newsletter. General information presenting GeoERA from the perspectives of sustainable subsurface use and the added value of transnational/Pan-European applied geoscience information will also be highlighted.

GeoERA has established a twitter account and a LinkedIn account. Both of these are accessible from the website. This also applies for the GeoERA intranet where all working documents, plans, meeting minutes, guidelines etc. is available.

When the actual calls are announced the website will be used to give access to all related documents and details about the procedures for submitting proposals.

When the projects are selected each of them will have its own sub-website under the page of theme it belongs to. These sub-websites will be used to disseminate the project results including reports and other deliverables. The projects will be guided to design these sub-websites along the same graphical guidelines as the overall GeoERA website.

The Information Platform will use the GeoERA website as an entry point to the web GIS which will be developed to give access to all the data and information products that will be generated in the projects.