



Operational Sensing Life Technologies for  
Marine Ecosystems

## Deliverable D6.2 – Project Branding and Website

31/03/2023

Lead Beneficiary: [Pensoft Publishers \(PENSOFT\)](#)

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## D6.2 Project branding and website

### Prepared under contract from the European Commission

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EU Horizon Europe Research and Innovation action

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Project full title: **operAtional seNsing lifE technologies for maRIne ecosystemS**  
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Project coordinator: Jaume Piera

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## Preface

This document is a deliverable for the ANERIS project, funded under the European Union's Horizon Europe Research and Innovation Action under grant agreement No. 101094924.

The aim of this document is to present the ANERIS branding, visual identity and website as key tools in the project's communication and dissemination activities.

## Summary

ANERIS is working to produce next-generation technology and methodology for marine life sensing and ecosystem research. In order to lay a solid foundation to the communication and dissemination efforts of the project, a collection of branding and visual-identity tools, as well as a project website must be developed within the first months of the project.

Within the first 3 months, a project website, visual identity guide (including logo, fonts, and visual elements), corporate PowerPoint and Zoom, as well as Milestone and Deliverable templates, printable poster and flyer, and dedicated social media channels were developed. The combination of these outputs will serve to create a coherent and appealing visual project identity, engage the public, and host project results. The website, social media and all templates are centered around the visual identity guide which provides a detailed description of fonts, colours and use of the logo.

## List of Abbreviations

EU	European Union
IR	Internal Repository



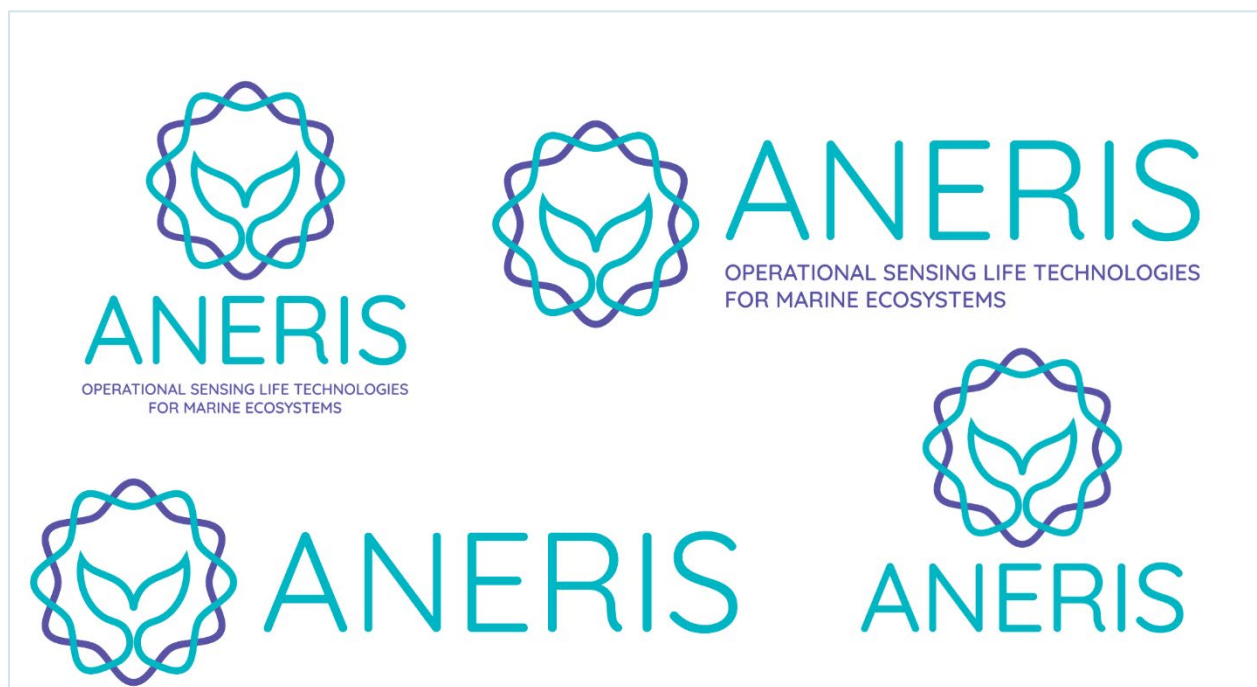
## 1. Visual identity guide

The visual identity guide (see Annex) contains important elements of project branding developed during the first 3 months of the project in order to set a solid foundation for future communication and dissemination work.

### 1.1. Logo

ANERIS's logo (Fig.1) was designed with the aim of creating a recognisable, memorable, and visually pleasing impression of the project. It was inspired by the purpose and methods of the project – featuring a double-stranded helix representing the genomic tools that will be utilised and developed, and a siren tail, signifying the focus on the marine biome. The siren tail is also a reference to the name of the project which spelled backward reads SIRENA.

Different versions of the logo were developed, with and without the project name abbreviation in order to fit in different contexts, backgrounds and materials (Fig.1).

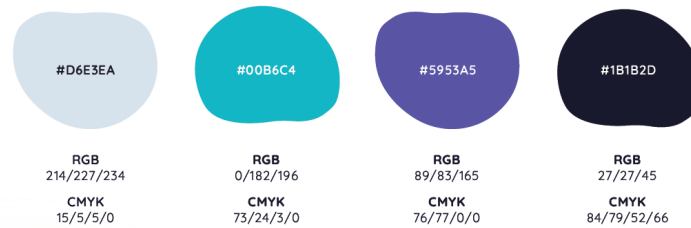


**Figure 1.** ANERIS Logos with and without project abbreviation

### 1.2. Colours & Fonts

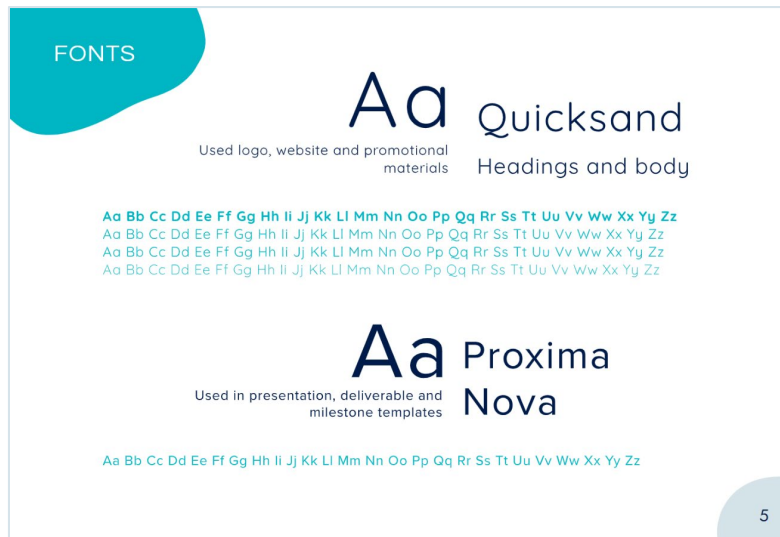
Blue, Black, White and Purple were selected for the project colour scheme used in the logo, website and various templates. The main colours can be seen on Fig 2.

## D6.2 Project branding and website



**Figure 2.** ANERIS Colour scheme (taken from visual identity guide)

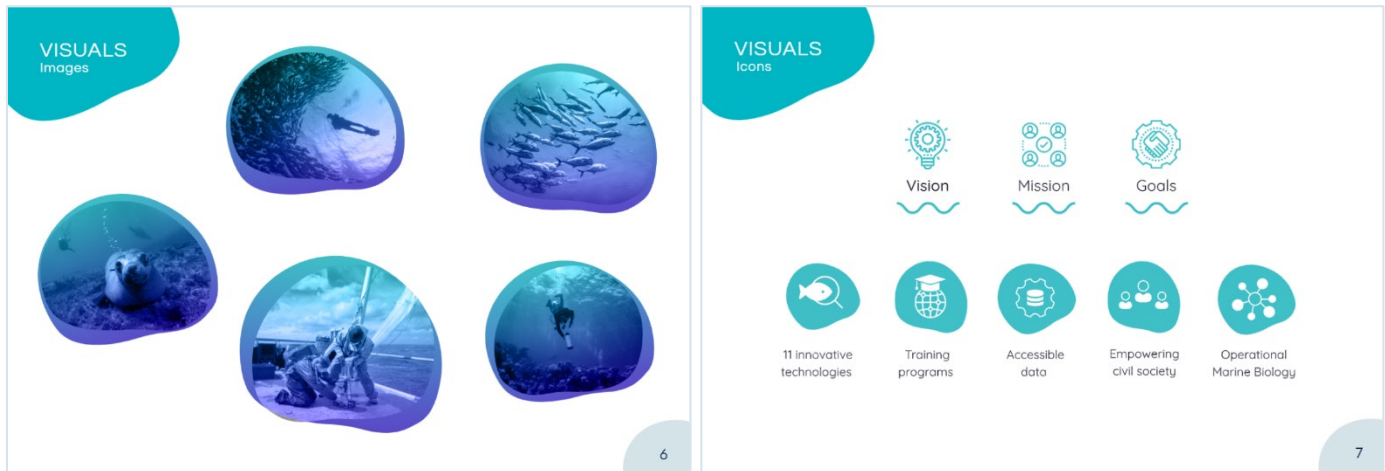
*Quicksand* (Fig 3) was selected as font for use in the logo, website and promotional materials, while *Proxima Nova* (Fig 3) was selected for use in presentations, and other templates.



**Figure 3.** ANERIS Fonts (taken from visual identity guide)

### 1.3. Visual elements

The visual identity guide presents some relevant visual elements for use in presentations and branding materials (Fig.4)



**Figure 4.** ANERIS Visual elements (taken from visual identity guide)

## 2. Templates & Promotional Materials

Templates (Presentation, Deliverable, Milestone) and Promotional Materials (Poster, Brochure, Sticker, USB drive) were developed for use by the consortium.

### 2.1. Templates

ANERIS templates are created for use in external and internal documentation of project progress or activities. The Deliverable, Milestone, and Presentation templates (Fig.5) include instructions for font size, referencing, and formatting.



Figure 5. ANERIS Administrative templates (Deliverable, Milestone & Presentation)

## 2.2. Promotional Materials

ANERIS Promotional materials were developed for distributing among the consortium during the project kick-off meeting and in all future events with ANERIS Participation. The following promotional materials were developed:

- **ANERIS Stickers** (Fig.6) – the ANERIS sticker holds the design of the project's logo and has been specifically designed to support the overall presentation of ANERIS during in-person events.
- **ANERIS Brochure** (Fig.7) – The brochure contains a short summary of the ANERIS work packages, alongside the vision, mission and goal of the project. It is designed as an accessible introduction of the project at in-person events.
- **ANERIS Poster** (Fig. 8) – Similar to the brochure, the poster contains basic information of the project and is suited for hanging around conferences and other in-person events.

- **ANERIS Roll-up banner** – The roll-up banner is a large, attention-grabbing promotional material ideal for conferences, workshops and seminars. The ANERIS roll-up is yet being design, however, will be made available on the project’s website as soon as it has been finalised.



**Figure 6. ANERIS Sticker**



**Figure 7. ANERIS Brochure**



**Figure 8. ANERIS Poster**

### 3. Website & Social Media

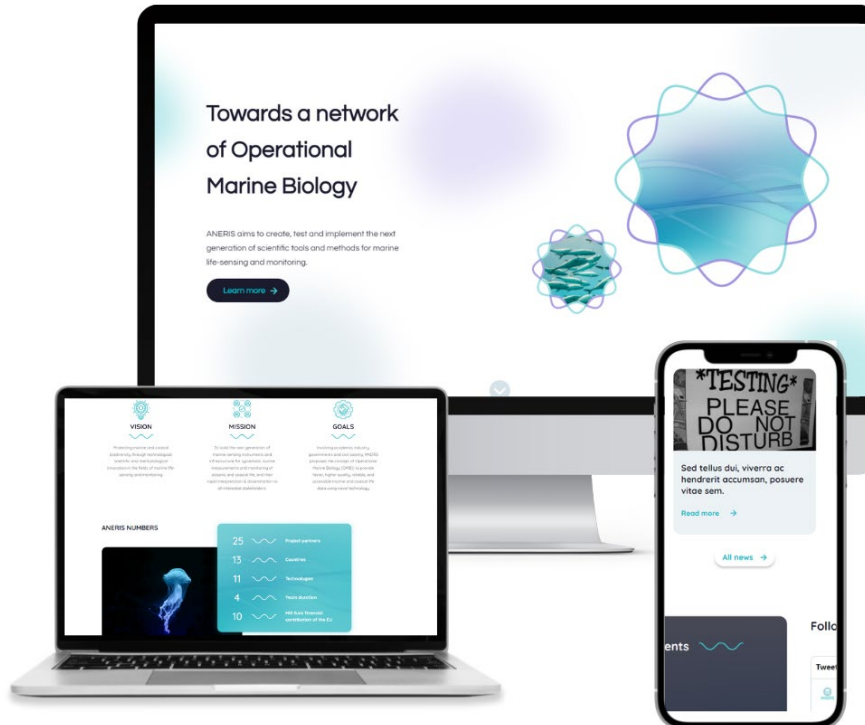
The ANERIS website and social media channels are the principal way of communicating and disseminating project outputs, news and events. Their aim is to provide an aesthetically pleasing and user-friendly way for a wide audience to engage with ANERIS.

#### 3.1. Website

As a main communication tool and a portal for all ANERIS-derived results, the project website will ensure: i) general dissemination of project goals, structure and results; ii) secure storage in online libraries; iii) community link with other EU Horizon projects; iv) regular and interactive events. The project website is hosted at [www.aneris.eu](http://www.aneris.eu) and is based on the visual guidelines highlighted in

## D6.2 Project branding and website

the visual identity guide. The landing page (Fig. 9) is bright and open, featuring a short description of Operational Marine Biology. Further down are the ANERIS vision, mission and goals, as well as project numbers, latest news, upcoming events and social media activity.



**Figure 9.** ANERIS Website Landing page

The “About” section features background information regarding the project and its goals, as well as a general outline of the planned activities and technologies (Fig.10). A brief summary of each work package can also be found at the bottom of the page.



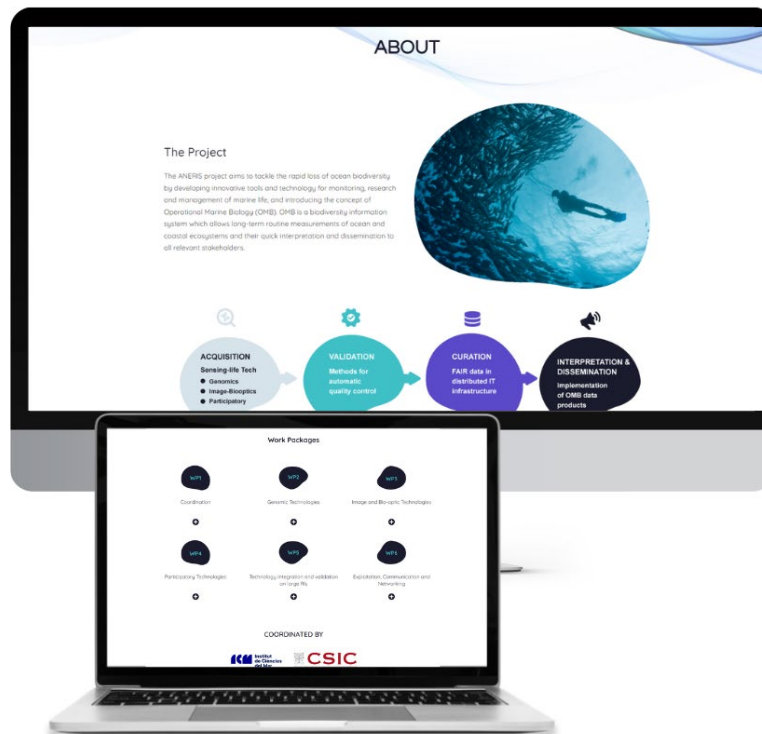


Figure 10. ANERIS About page

Additionally, the website features the following sections:

- **Partners** – an interactive map with the headquarters of the consortium partners, as well as a short description of each partner, their role in the project, and a link to their website.
- **Library** – an open repository for public project documents, publications, deliverables and outputs, as well as relevant scientific literature.
- **News** – a place for all news related to ANERIS such as job openings, participation in events, new project developments or outputs.
- **Events** – an interactive calendar including events (conferences, workshops, etc.) in which ANERIS takes part in as organizer, participant or guest.
- **Media Center** – hosts ANERIS promotional materials, gallery, videos, newsletter, and other media outputs.
- **Contact** – features the ANERIS contact email address ([project@aneris.eu](mailto:project@aneris.eu)).

Finally, the website features a **Login** tab, which gives consortium members password-protected access to an internal repository. The internal repository contains a mailing module with separate mailing lists for easy communication and organization between consortium members. Its functionality is further discussed in Deliverable *D1.2 Project Management Portal*.

## D6.2 Project branding and website

As the project develops, new tabs will be added to the website as needed, such as “ANERIS Technologies” and “ANERIS Citizen Science”

### 3.2. Social Media

ANERIS Social media outlets serve as one of the primary communication tools of the project. They are used to share relevant information about new project developments throughout the project duration, as well as about any events, workshops, news or publications. Making use of social media will maximise the online visibility of ANERIS and will enable the project to reach and engage the widest possible audience in order to (1) contribute to the citizen science activities of the project and (2) spread awareness about the importance of marine ecosystem monitoring and the innovative technologies of ANERIS. So far, ANERIS has presence of three social media platforms:

- Twitter - [@ANERISproject](#)
- LinkedIn – [ANERIS Project](#)
- Instagram - [@aneris\\_project](#)

At a later stage of the project’s duration a YouTube channel will be developed, once relevant video outputs are present.

In terms of appearance, all three accounts use the ANERIS logo as profile picture, and a simple visual element as header image (Fig.11)

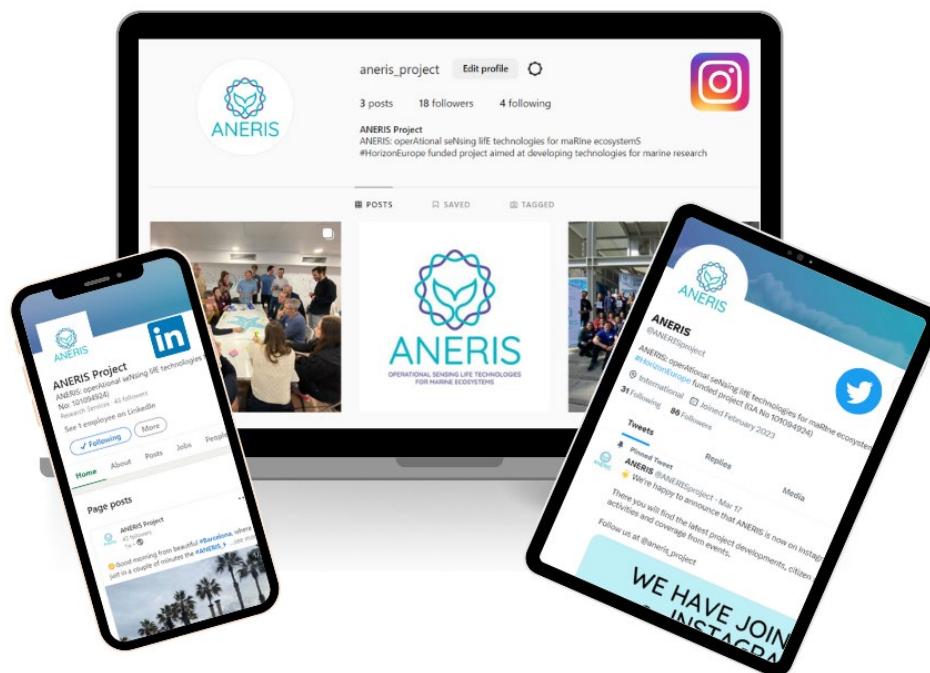


Figure 11. ANERIS Social Media accounts

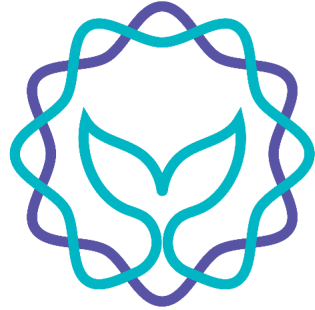


## 4. Conclusion

Overall, the project branding and website were all inspired by the marine theme of the project, creating a consistent, engaging and memorable visual identity. This deliverable outlines the project logo, colour pack and fonts, visual elements, administrative templates, promotional materials, website and social media and the thinking behind them. Together, all these elements will serve as a base for communication, dissemination and exploitation of project results, recruitment of citizen science participants and engaging the public in project developments.

## 5. Annex

### Visual Identity Guide



# ANERIS

OPERATIONAL SENSING LIFE TECHNOLOGIES  
FOR MARINE ECOSYSTEMS

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Logo

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Colours

5

Fonts

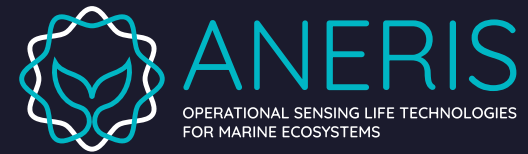
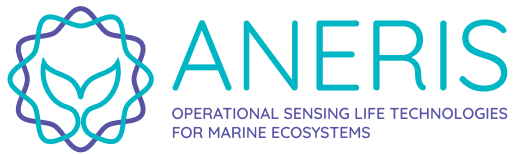
6

Visuals

9

Branding

# LOGO



# COLOURS

#D6E3EA

**RGB**  
214/227/234

**CMYK**  
15/5/5/0

#00B6C4

**RGB**  
0/182/196

**CMYK**  
73/24/3/0

#5953A5

**RGB**  
89/83/165

**CMYK**  
76/77/0/0

#1B1B2D

**RGB**  
27/27/45

**CMYK**  
84/79/52/66

# FONTS

Aa

Quicksand

Used logo, website and promotional materials

Headings and body

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

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

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

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

Aa

Proxima

Used in presentation, deliverable and milestone templates

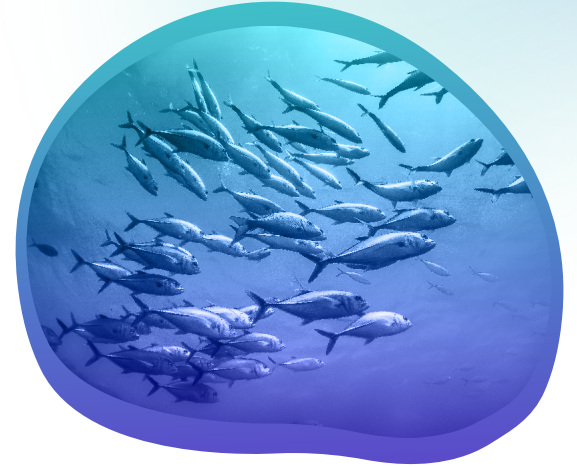
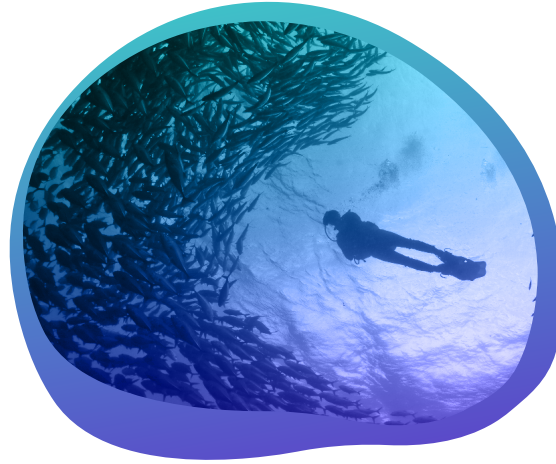
Nova

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



# VISUALS

Images



# VISUALS

Icons



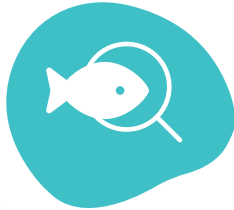
Vision



Mission



Goals



11 innovative technologies



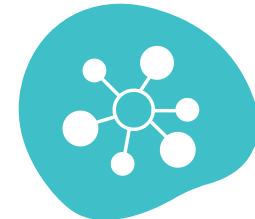
Training programs



Accessible data



Empowering civil society



Operational Marine Biology



# VISUALS

Partners map



# BRANDING

## Presentation Template



Title of slide: Proxima Nova Regular – Size 24 – Colour – #001B4B  
Subheadings: Proxima Nova Bold – Size 18-16 – Colour – #001B4B  
Body text: Proxima Nova Regular – Size 18-12 – Colour – #000000

# BRANDING

Brochure





# BRANDING Poster





## ANERIS

OPERATIONAL SENSING LIFE TECHNOLOGIES FOR MARINE ECOSYSTEMS

**VISION**

Protecting marine and coastal biodiversity through technological innovation in the fields of marine life-sensing and monitoring.

**MISSION**

To build the next generation of marine-sensing instruments and infrastructure for systematic routine measurements and monitoring of oceanic and coastal life and their rapid interventions & dissemination to all interested stakeholders.

**GOAL**

Involving academia, industry, governments and civil society, ANERIS proposes the concept of Operational Marine Biology (OMB) to provide faster, higher quality, reliable and accessible marine and coastal life data using novel technology.

**BACKGROUND**

Several anthropogenic and climatic factors are responsible for the ongoing marine ecosystem degradation and rapid loss of ocean biodiversity. In order to help control, minimize and reverse this negative trend, we need better monitoring research and management tools, as well as the involvement and support of the public and all interested stakeholders.

**The ANERIS project will contribute to the efforts against biodiversity loss by:**

- Developing 11 innovative technologies for marine life-sensing using genomic, participatory, imaging and bio-optic tools.
- Developing training programs for the operation of new technologies for academic, governmental and industry stakeholders.
- Introducing the concept of **Operational Marine Biology (OMB)** for long-term routine measurements of our oceans.
- Supporting governments by providing improved **observational systems and accessible data** for environmental management.
- Empowering civil society** through participative technologies, citizen science and collaborative networks.

**DURATION**  
January 2023 - December 2026

**PROJECT COORDINATOR**  
**Jaume Pera**  
Spanish National Research Council (CSIC)  
Institute of Marine Sciences (ICM-CSIC)

**CONTACT**  
project@aneris.eu

**CONSORTIUM**  
25 Partner organizations from 13 countries in Europe and the Mediterranean Basin

**WORK PACKAGES**

- WP1 - Coordination
- WP2 - Generic Technologies
- WP3 - Image and Bio-optic Technologies
- WP4 - Participatory Technologies
- WP5 - Technology Integration and Validation on large fish
- WP6 - Exploitation, Communication and Networking

**ANERIS Project Statistics:**

- 25 Project partners
- 13 Countries
- 11 Technologies
- 4 Years duration
- ~10 Mill Euro financial contribution of the EU

**ANERIS Project**

#ANERISProject

aneris\_project

aneris.eu



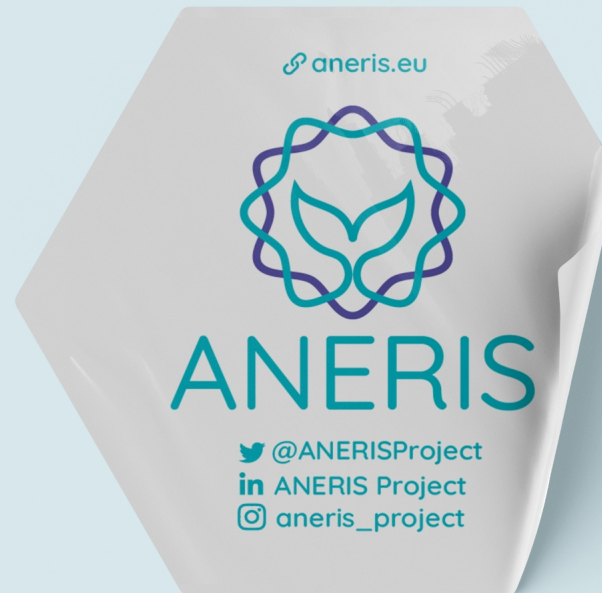
# BRANDING Templates





# BRANDING

Sticker



# BRANDING

Folder

