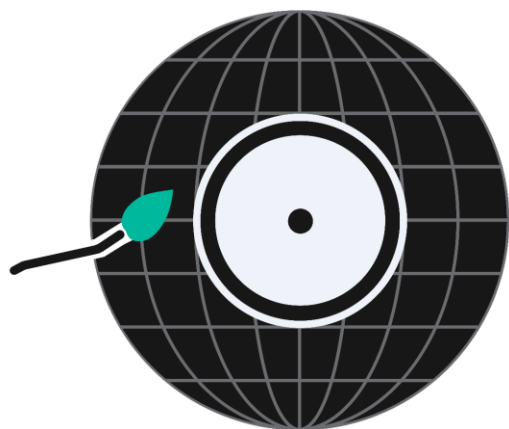




CON CERTO

Deliverable 7.1 – Report on project branding and website

Lead Beneficiary: Pensoft Publishers

Author/s: Raya Ganeva, Gabriela Popova

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Project full title: Improved CarbOn cycle represeNtation through multi-sCale models and Earth obseRvation for Terrestrial ecOsystems

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Duration: 48 months

Project coordinator: Manuela Balzarolo

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Subject to change

Preface

CONCERTO's WP7 "*Communication, dissemination and synergies*" is tasked with ensuring wide visibility and outreach of project results to all relevant stakeholders. This includes the creation of a coherent project visual identity and a dedicated website. The aim of this document is to present CONCERTO's branding and website as a key tool in the communication and dissemination activities of the project.

Summary

CONCERTO aims to improve our understanding, monitoring, and modelling of the terrestrial carbon cycle (CC) to reduce uncertainty in Earth system models (ESMs) and support policy-relevant climate mitigation strategies. By creating a collaborative scientific framework, the project brings together European experts and institutes to advance key research areas related to ecosystem carbon uptake and its representation in climate models.

To ensure widespread dissemination and accessibility of project results, a dedicated CONCERTO project website will be developed. This website will serve as a central hub for sharing project outputs, news, scientific publications, announcements, and consortium activities. It will also link to all of CONCERTO's social media channels and online repositories (e.g., Zenodo) and will host project branding and promotional materials such as brochures and logo.

To maximise the impact and long-term availability of CONCERTO's findings, the project website will remain online for at least five years beyond the project's duration. This will facilitate the continued uptake of project results by researchers, policymakers, and other stakeholders, supporting ongoing advancements in Earth system modelling and climate research.

List of Abbreviations

CC – Carbon cycle
EMS – Earth system models
EO – Earth observation
DA – Data analysis
ML – Machine learning
LAI – Leaf area index
LSM – Land surface models
WP – Work package

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1. Brand identity guide

The Brand identity guide (see Annex 1) contains essential elements of the project's branding, developed within the first three months of CONCERTO. It establishes the foundation for the project's outreach activities and guides the created materials that reflect its mission. The guide ensures that consortium partners can consistently and effectively implement the project's visual identity, equipping them with the necessary tools to produce compelling and impactful communications.

By serving as a reference point, the manual protects CONCERTO's visual identity to produce future materials, including presentations, internal and external project documents, promotional content, and other dissemination outputs. It outlines the proper use of the CONCERTO logo across various applications and provides specifications on the project's colour palette and typography. Additionally, it offers guidance on the types of imagery that should be used to represent CONCERTO, ensuring a cohesive and professional visual identity throughout the project's lifespan.

1.1. Logo

CONCERTO's logo (Fig.1) was designed to create a recognisable, memorable, and visually appealing representation of the project. The design reflects the project's focus on the terrestrial carbon cycle, incorporating elements inspired by Earth system modelling, data assimilation, and remote sensing technologies. The logo symbolises the integration of innovative scientific methodologies and collaborative research efforts central to CONCERTO's mission.

To ensure versatility across various applications, different versions of the logo were developed, including both coloured and monochrome variations. This allows the logo to be effectively used on different backgrounds and materials while maintaining consistency in the project's visual identity.



Figure.1: CONCERTO's logo versions in colour and in black and white.

1.2. Colours and fonts

The palette reflects CONCERTO's focus on Earth's carbon cycle — deep blues and greens represent land and ocean systems, while bright highlights represent the clarity and precision CONCERTO brings to climate modelling and policy solutions.

The colours can be seen in Fig. 2:

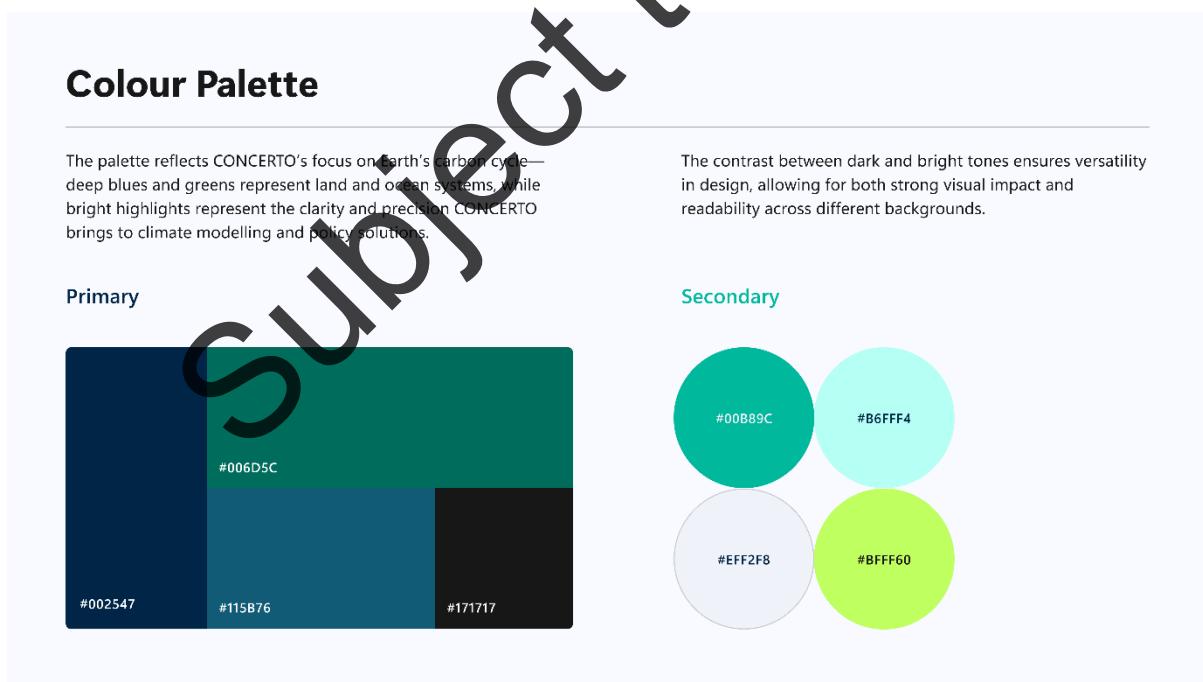


Figure. 2: CONCERTO's colour scheme (taken from the Brand identity guide)

Segoe Bold (Fig. 3) was selected as a font for use in the logo, website and promotional materials, while *Segoe Regular* (Fig. 4) was selected as a font for deliverables, milestones and presentations:



Figure. 3: *CONCERTO's font* (taken from the Brand identity guide)

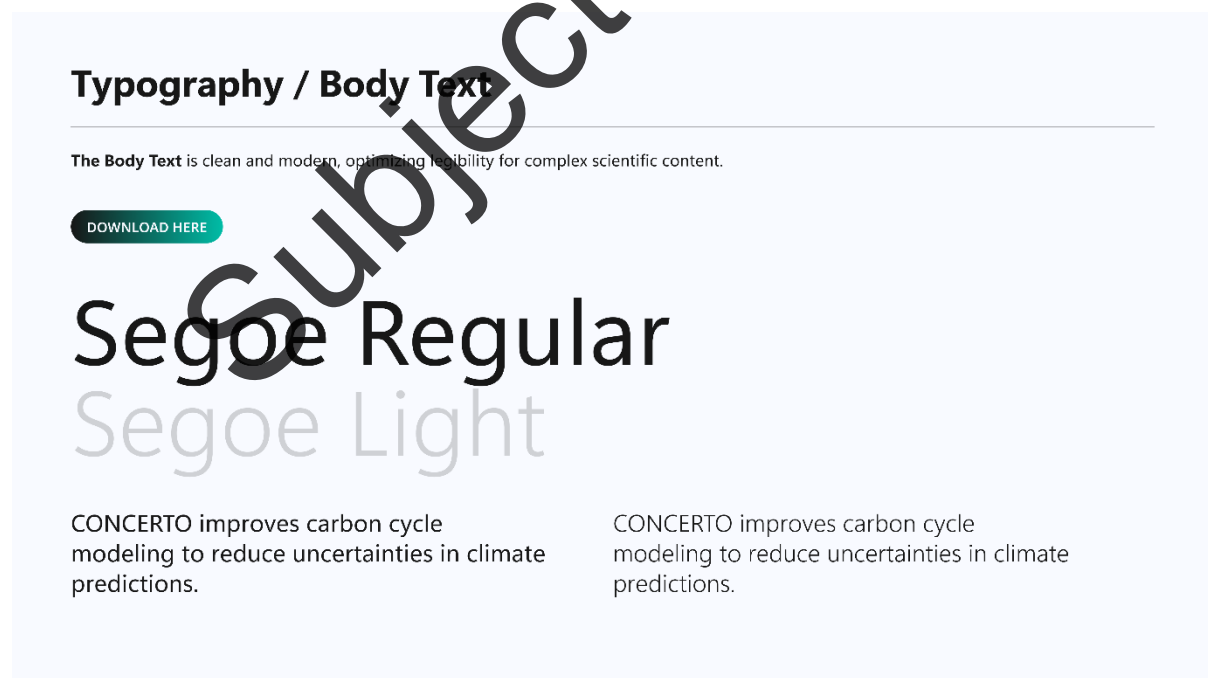


Figure. 4: *CONCERTO's font* (taken from the Brand identity guide)

2. Template and promotional materials

Templates (deliverable, milestone, presentation) and promotional materials (poster, roll-up banner, stickers) were developed for use by the consortium.

2.1. Templates

CONCERTO 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. They were designed in a tailored manner to guarantee they fit the content requirements of each respective document and the context in which it is used. The templates also employ the project's logo, corporate colour palette, typography and visuals.

Subject to change



Figure 5: CONCERTO's templates (Deliverable, Milestone, Presentation)

2.2. Promotional materials

Project-specific promotional materials were developed for distribution among the consortium during the project kick-off meeting and in all future events with CONCERTO's participation.

CONCERTO stickers (Fig. 6) were specifically designed to support the overall presentation of CONCERTO during in-person events, presenting a simple and effective mechanism for building project awareness.

A cohesive **marketing collateral** will be developed to enhance the project's presence across various touchpoints, including roll-up banners, brochures, posters, and event-specific materials. These elements will serve as an engaging representation of the project, reinforcing its messaging during in-person meetings. Additionally, existing materials can be translated into partners' national languages, ensuring broader accessibility and fostering deeper connections with local stakeholders. This approach provides an impactful way to expand project's recognition. To align with the project's ecological goals, all materials will also be made available online through the project's website, providing a sustainable and accessible way to engage with key audiences.



Figure. 6: CONCERTO's sticker

3. Website and social media

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

3.1. Website

As a main communication tool and a portal for all CONCERTO-derived results, the project website will ensure:

- general dissemination of project goals, structure and results,
- community link with other EU Horizon projects,
- regular and interactive events.

The project website is hosted at www.projectconcerto.eu and is based on the guidelines highlighted in the visual identity guide. The landing page (Fig. 9) has a modern design and showcases some of the topics CONCERTO will work on.

Subject to change



Figure. 9: CONCERTO's website homepage

The "About" section features background information regarding the project and its goals, as well as a general outline of the planned actions (Fig. 10).

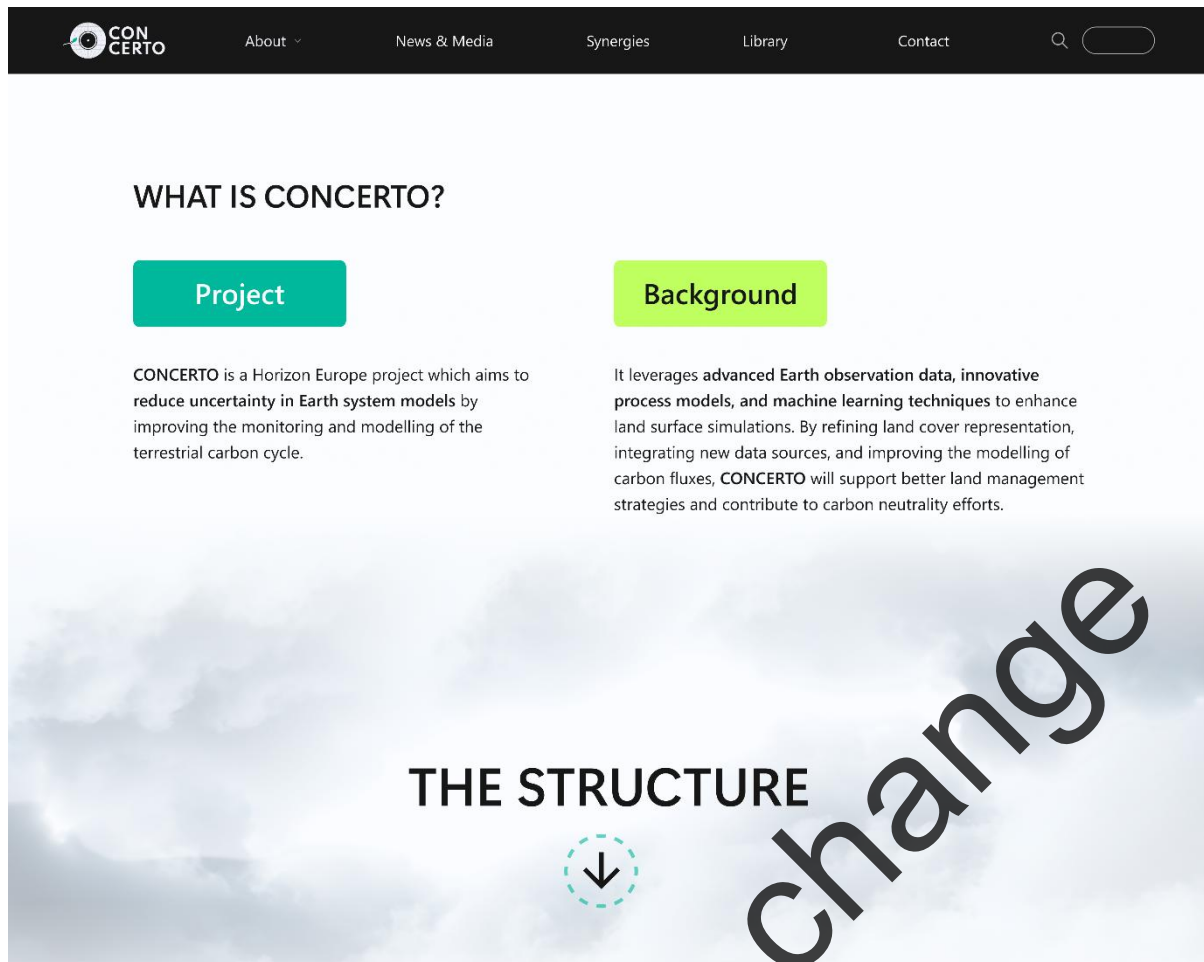
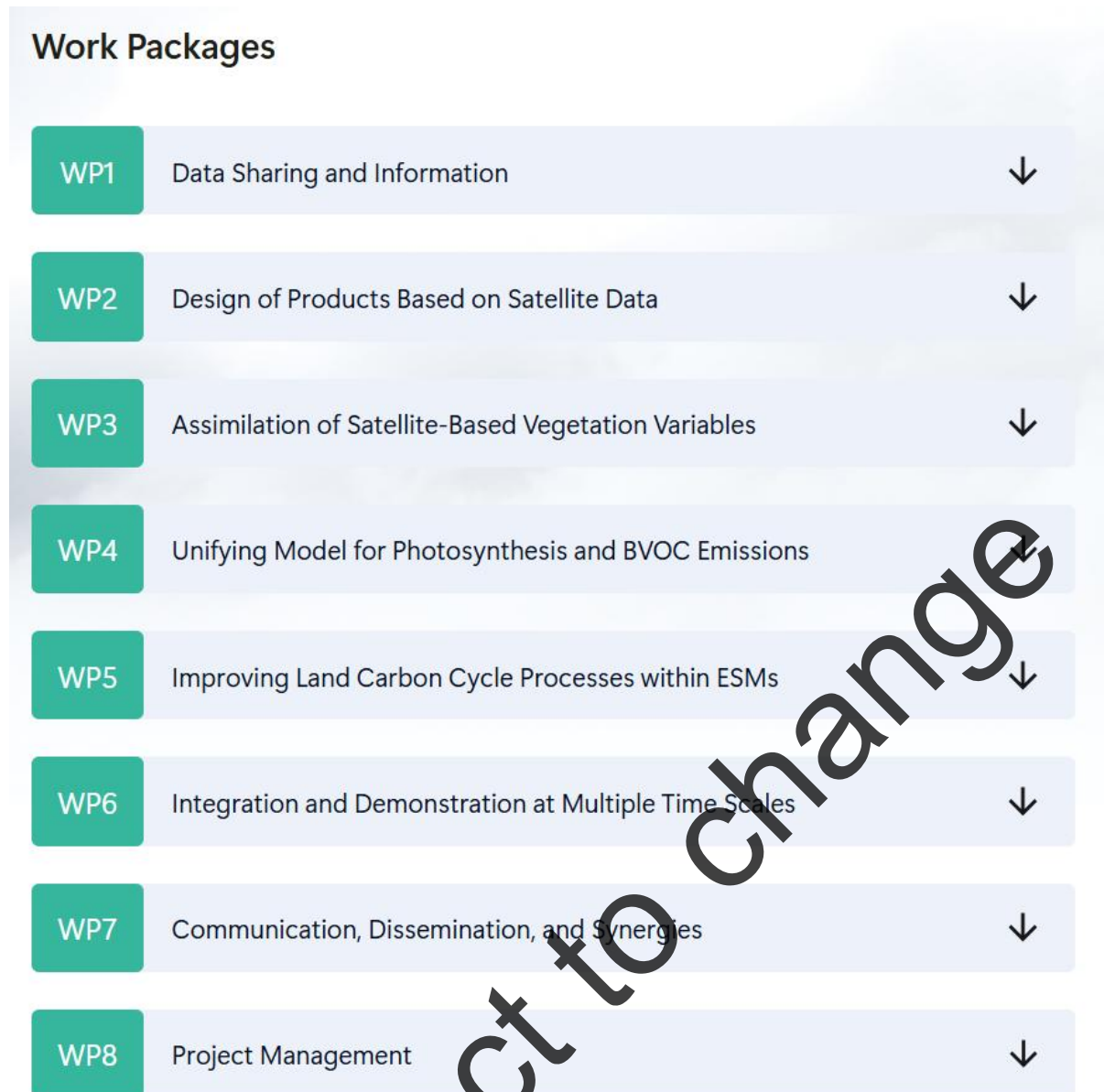


Figure. 10: CONCERTO's website homepage

A summary of each work package can also be found at the bottom of the page (Fig. 11).



Work Packages		
WP1	Data Sharing and Information	↓
WP2	Design of Products Based on Satellite Data	↓
WP3	Assimilation of Satellite-Based Vegetation Variables	↓
WP4	Unifying Model for Photosynthesis and BVOC Emissions	↓
WP5	Improving Land Carbon Cycle Processes within ESMs	↓
WP6	Integration and Demonstration at Multiple Time Scales	↓
WP7	Communication, Dissemination, and Synergies	↓
WP8	Project Management	↓

Figure 11. CONCERTO's website page

Additionally, the website features the following sections:

- **Partners** – 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 & Media** – a place for all news related to CONCERTO, such as job openings, participation in events, new project developments or outputs,
- **Contact** – features the contact details Manuela Balzarolo, project coordinator, and Sara Totaro, project manager.

As the project develops, new web pages and sections will be added to the website as needed.

3.2. Social Media

CONCERTO 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 CONCERTO and will enable the project to reach and engage the widest possible audience.

So far, CONCERTO is on two social media platforms (Fig. 12):

- Bluesky - [@projectconcerto.eu](https://bsky.app/profile/@projectconcerto.eu)
- LinkedIn – [CONCERTO Project](https://www.linkedin.com/company/concerto-project)

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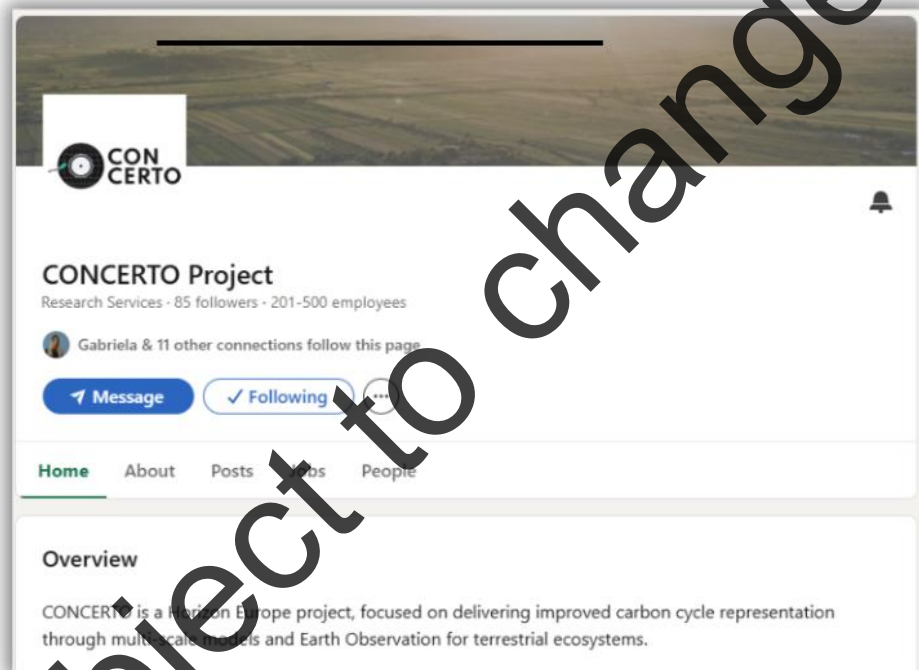


Figure. 12: CONCERTO's social media accounts

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 CONCERTO logo as a profile picture, and a simple visual element as a header image.

Annex

Brand Guidelines



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Presentation Templates

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Correct Variations

Monochromatic Version

Subject to change

Brand Logo

03



Use of Logo

3.1

On a dark colored background or on an image, the logo will be used in its light version. It must not be stretched, distorted or used with different colors of the charter

[DOWNLOAD HERE](#)



Colour Palette

04

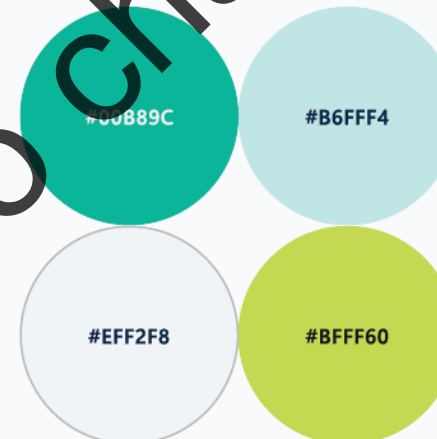
The palette reflects CONCERTO's focus on Earth's carbon cycle—deep blues and greens represent land and ocean systems, while bright highlights represent the clarity and precision CONCERTO brings to climate modelling and policy solutions.

Primary



The contrast between dark and bright tones ensures versatility in design, allowing for both strong visual impact and readability across different backgrounds.

Secondary



Typography

05

The typography combines strength and clarity, with a structured logo font, balanced headings, and a modern body text—ensuring readability while reinforcing CONCERTO's scientific and collaborative identity.

CON CERTO

Innovative
Frameworks for
Carbon Neutrality

About Us

Mission

Vision

Goal

Earth system models (ESM) show diverging estimates of ecosystem carbon (C) uptake which drives persistent uncertainty about future climate and limits the realisation of policy mitigation goals. The CONCERTO project aims to strengthen the European research ecosystem by creating an innovative scientific collaborative framework that enhances our understanding, monitoring, and modelling of the terrestrial cycle (CC). This leads

Typography / Headings

5.1

The **Headings Font** balances an impactful presence with readability, creating a strong yet approachable look.

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Coming soon

Segoe Bold

Segoe SemiBold

**Advancing Climate Change Predictions:
Enhancing Carbon Cycle Modeling with
CONCERTO**

Advancing Climate Change Predictions:
Enhancing Carbon Cycle Modeling with
CONCERTO

Subject to change

Typography / Body Text

5.2

The **Body Text** is clean and modern, optimizing legibility for complex scientific content.

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Coming soon

Segoe Regular

Segoe Light

CONCERTO improves carbon cycle modeling to reduce uncertainties in climate predictions.

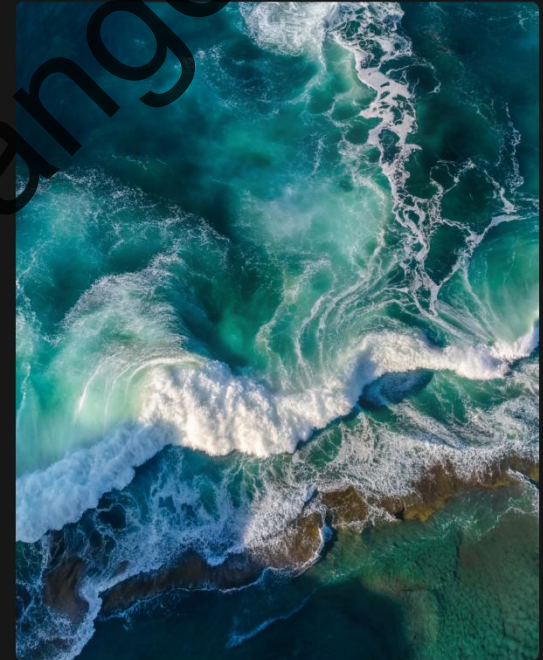
CONCERTO improves carbon cycle modeling to reduce uncertainties in climate predictions.

Subject to change

Visuals

06

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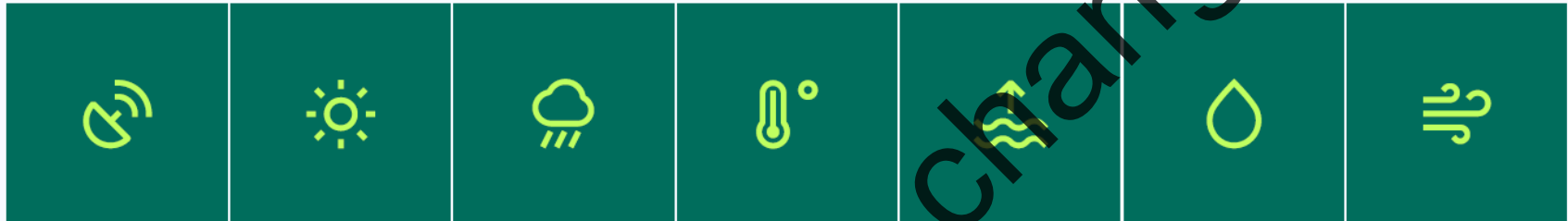


Iconography

07

Opt for a clean, geometric style for the icon set, focusing on minimal detail to ensure clarity and consistency.

Environmental & Climate Science



Sustainability & Policy



Presentation Templates

08

Use the presentation templates to maintain a consistent and professional look by applying the brand's colors, typography, and icons. Ensure clear hierarchy, balance text with visuals, and utilize white space for readability and engagement.

[DOWNLOAD HERE](#)

Coming soon



Funding Acknowledgement

09

Please acknowledge funding by using the EU logo and one of the following funding sentences as shown below:



CONCERTO receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101185000. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the EU nor CINEA can be held responsible for them.



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For dark backgrounds please use
the version with white letters



Font

Please always use the arial font for the funding statements

EU emblem

Must always be on the left side or above the funding text

Minimum size of the logo

The minimum height of the EU emblem must be 1 cm

[DOWNLOAD HERE](#)

Coming soon