

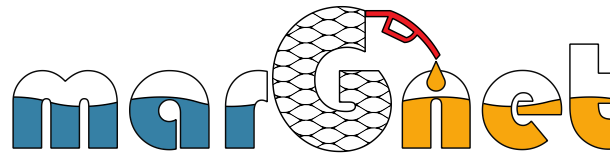


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## Mapping and recycling of marine litter and Ghost nets on the sea-floor

### marGnet



#### ***DELIVERABLE 2.1.3.***

#### ***Common brand and products***

<b>WP</b>	2
<b>Responsible PP</b>	BWI
<b>Author/s</b>	Jelena Basta
<b>Date</b>	March 2019, updated in August 2019.

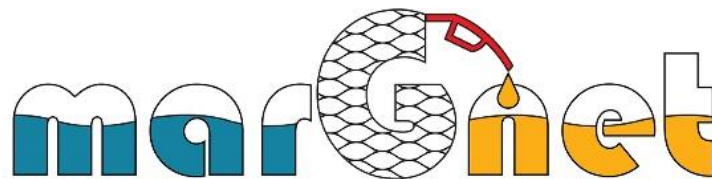
## INTRODUCTION

The marGnet project communication elements should be graphically coordinated in order to maximize their efficiency and to ensure the fulfilment of publicity obligations. This way, project's visual identity will be created making the project recognizable for the stakeholders and general public. Therefore, this guidelines with simple rules are prepared for all project partners to follow during the internal and external communication about the project.

## PROJECT LOGO

In February 2019 the logo of the 'marGnet' project was developed representing baseline for the project visual identity. The logo of the project symbolizes the main outcomes of the 'marGnet' project – ghost nets at the letter 'G' representing ALDFG and their transformation in to the marine fuels, where blue color symbolizes the sea and orange the second generation fuel. The logo is delivered in two forms – rectangular and rounded, allowing modification in the design for different media.

### 1. Rectangular form



### 2. Rounded form



As the main element of the 'marGnet' project visual identity, logo should be used on all project deliverables and promotion materials, according to the specification below:

**1. COLORS** – Orange: R251 - G174 - B23 [#fbae17]

- Blue: R27 - G129 - B161 [1b81a1]

- red: R237 - G28 - B36 [ed1c24]

**2. CLEAR SPACE & MINIMUM SIZE** – To ensure the prominence and the legibility of the identity, a clear space around the logo is required at all times. Minimum size of the logo should be not less than 1,5 cm in height and 5,8 cm in width in rectangular form and 2,2 x 2,5 cm in rounded form.

## **DELIVERABLES**

All project deliverables should have the same template for the cover page as described below:

- Cover page should have the European emblem (flag) at the top to acknowledge the support received from EASME/EMFF with the code of the project clearly shown
- Title of the project should be written in font – Calibri (Body), size 20, bold
- Rectangular logo of the project in size 2 – 3 cm height and 8 - 9 cm width
- Name and number of the deliverable - Calibri (Body), size 16, italic, bold
- Identification details – number of the WP, name of the responsible project partner organization, name of the author/s and the date of delivery

Project deliverables should be provided in the format of pdf document.

## **FONTS**

In the marGnet project deliverables recommended font to be used is Calibri.

## PROJECT PRESENTATIONS

For the official presentations of the project all the partners should use the same Power Point template presented below:

