Project logo, marketing pack and website design and development

Deliverable D3.1

30 July 2021

Authors

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Pensoft Publishers Ltd.

BiCIKL

BIODIVERSITY COMMUNITY INTEGRATED KNOWLEDGE LIBRARY

This project receives funding from the European Union's Horizon 2020 Research and Innovation action under grant agreement No 101007492.

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Project coordinator:	Prof. Lyubomir Penev Pensoft Publishers
Deliverable title:	Project logo, marketing pack and website design and development
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Lead beneficiary:	Pensoft Publishers
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Version	**Status**	**Date**	**Author(s)**
1.0	Draft	26 July 2021	Pensoft
1.0	Submission	30 July 2021	Pensoft

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Summary

This document presents BiCIKL's recognizable visual identity, including the project logo, visual identity guide, brochure, poster, document, presentation templates and website design and functionality developed in the first three months. These materials will ensure that BiCIKL is communicated effectively and professionally with the aim to raise awareness and build a community from the start of the project.

The modern and user-friendly public website (bicikl-project.eu) provides an easy-to-navigate, continuously updated platform allowing fast access to general information about BiCIKL and its activities, operating on several levels. It also prominently features the participating project partners and Research Infrastructures and their extensive service portfolio.

1. Project logo and branding

1.1. Visual Identity Guide

A Visual Identity Guide was developed to provide all essential graphic guidelines and it serves as a reference for all project partners. It aims to ensure consistency and cohesion in the way the project and its outputs are presented through means of slides, project documents, promotional materials and others.

The Visual Identity Guide includes information about:

- BiCIKL logo
- Fonts
- Colour palette
- Visuals
- Project branding

The full version of the BiCIKL Visual Identity Guide is enclosed in Annex 1 of this deliverable.

1.2. Project logo

The project logo aims to help external audiences to easily identify the BiCIKL project. It conveys the idea of a gearwheel and a smooth transition of flows of information and data between differently coloured research infrastructures representing separate but connected entities. The cycle epitomises the core idea of the project: BiCIKL partners will solidify open science practices by providing access to data, associated tools and services at each stage of, and along the entire research and data life cycle (of biodiversity related disciplines).

The logo is the foundation of the project visibility by providing a corporate identity from the very start of the project. The logo is available to the consortium in different formats for branding of electronic and physical promotional materials.

For better visual representation across different settings l and marketing purposes of BiCIKL, the project logo was developed in two versions – a short horizontal version (Fig. 1) and a full horizontal version (Fig. 2), which includes the full name of the project. Each version could be used in colour, black, white or a mix of coloured and white modifications.

A variety of vector (.esp, .svg) and raster (.png, .gpg) formats was created to make sure partners can find a suitable version regardless of the type of material they need it for.

Fig. 1 *BiCIKL logo short horizontal version in colour, black, white and a mix of coloured and white modifications.*

Fig. 2 *BiCIKL logo full horizontal version in colour, black, white and a mix of coloured and white modifications.*

1.3. Project branding templates

At the very beginning of the project, a package of project branding templates was compiled to make sure all partners present the project in a consistent and recognisable way.

The set of templates includes the following documents:

- Deliverable report
- Milestone report
- Letterhead template for official project letters
- Two versions of a PowerPoint presentation (Fig. 3)

Fig. 3 *BiCIKL presentation templates.*

Each template is specifically tailored to the purpose and contents of the document it defines. The templates are well-formatted and easy to use by all partners. All the templates incorporate the BiCIKL project logo and the recommended document structure.

They also feature the required visual recognition of EU funding following the EU Visual Identity Manual.

The set of templates is available to download through Teamwork (the project management platform which the BiCIKL partners use to manage tasks, communicate internally and store files).

2. Marketing pack

Along with the project logo and website, the BiCIKL project brochure and poster were designed as an integral part of the branding pack. Both documents are available as ready to print electronic files (in PDF format) and will not be centrally printed, to save paper, storage and distribution costs.

2.1. BiCIKL poster

The poster (Fig. 4) is a combination of visual and textual introduction to the project's scope and the BiCIKL consortium. The poster features persuasive visual elements, along with bullet points of brief copy to capture the attention of the different target groups and increase project awareness.

After constructive discussions and improvements, based on consortium comments, the final version of the poster is available for downloading on Teamwork and the project website.

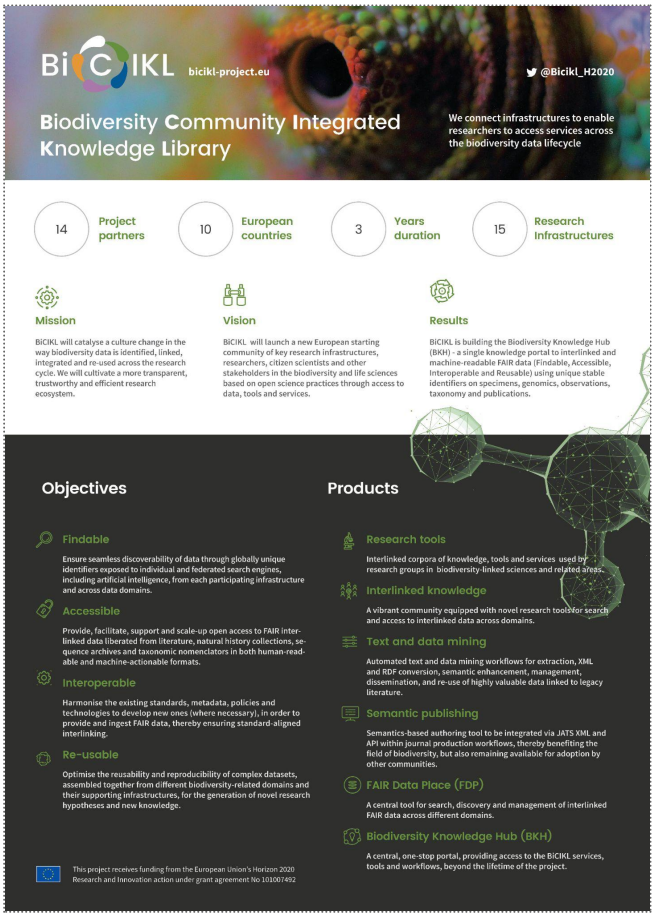


Fig. 4 *BiCIKL poster.*

2.2. BiCIKL brochure

An eye-catching brochure (Fig. 5), introducing the project's aim, objectives and project partners, and illustrating the expected outcomes with interactive icons was produced to complement the poster at conferences, meetings and stakeholder events (available on Teamwork and BiCIKL website).

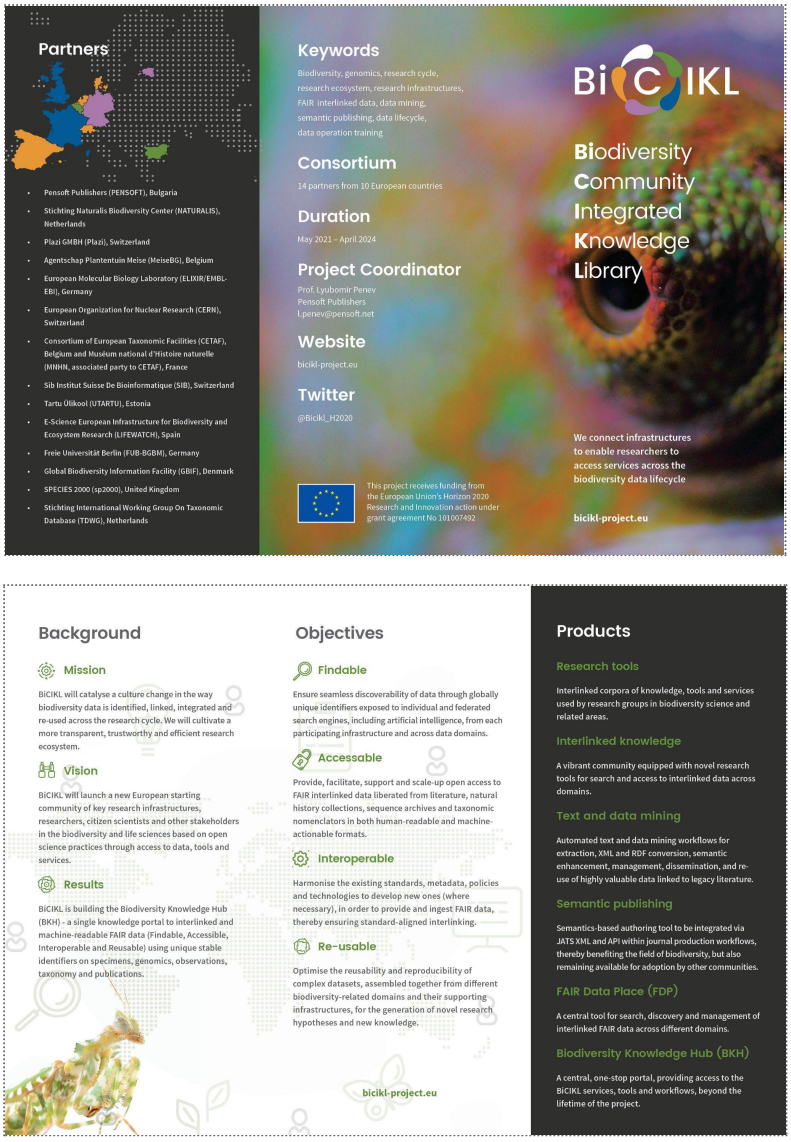


Fig. 5 *BiCIKL brochure*.

3. Project website

The official website of BiCIKL (bicikl-project.eu) was designed to act as an information hub about the project's vision, objectives, activities and results. The website serves as a principle public dissemination tool and already makes the first submitted public deliverables and materials available to a wider audience.

The website's easy-to-navigate main menu includes the following pages:

- Homepage

The Homepage (Fig. 6) aims to catch the attention of first-time visitors by summarizing the core essence of the project, participating Research Infrastructures, latest news and upcoming events.

BiCIKL's key numbers (14 partners from 9 European countries and 15 Research Infrastructures are involved in a 3 years project) are illustrated with interactive visual elements.

By featuring the Research Infrastructures on the Homepage, users can easily identify who stays behind the project.

The Latest Tweets and Social Media icons welcome website visitors to easily follow BiCIKL's Facebook and Twitter accounts.

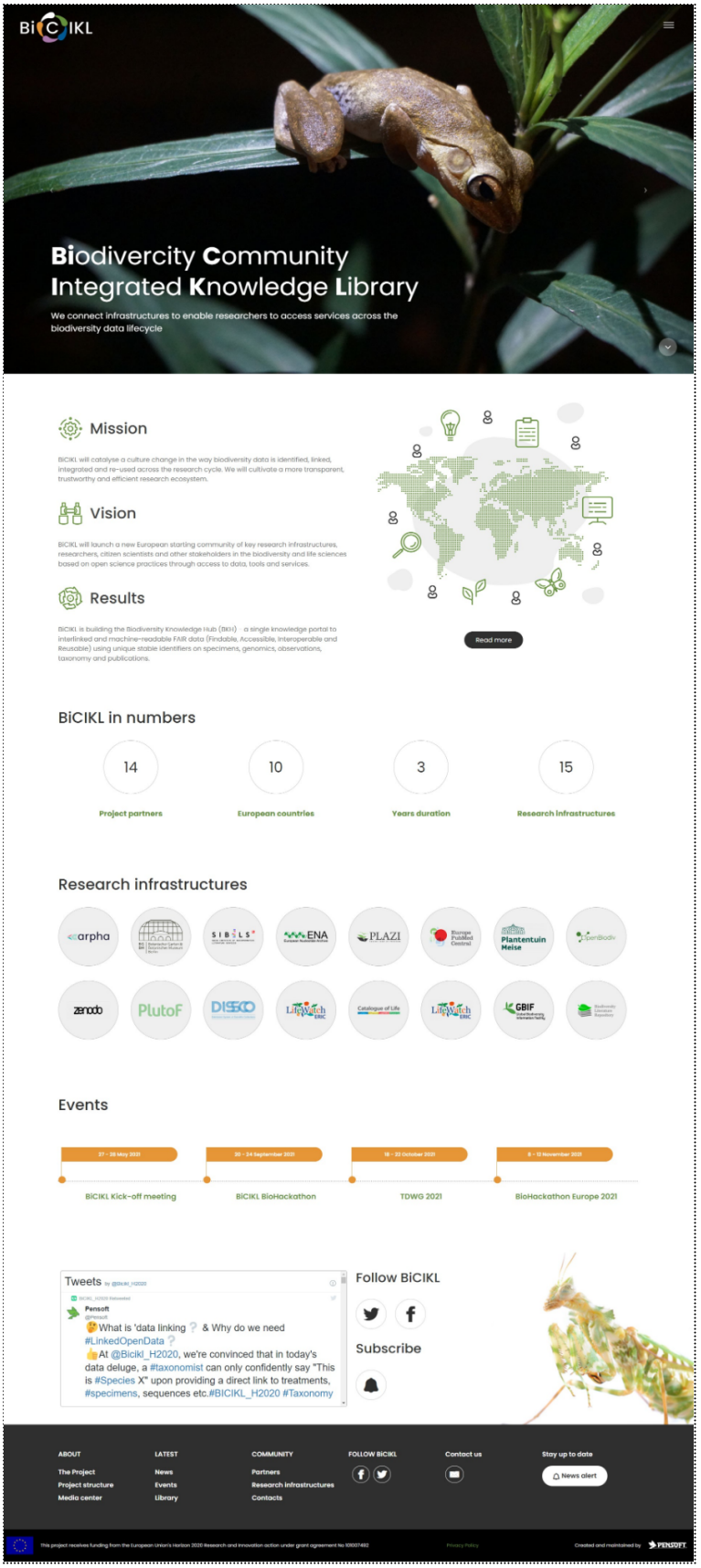


Fig. 6 *BiCIKL Homepage.*

- About

The About page (Fig. 7) further extends the information available on the Homepage, providing more details about the objectives, products, project structure and work packages.

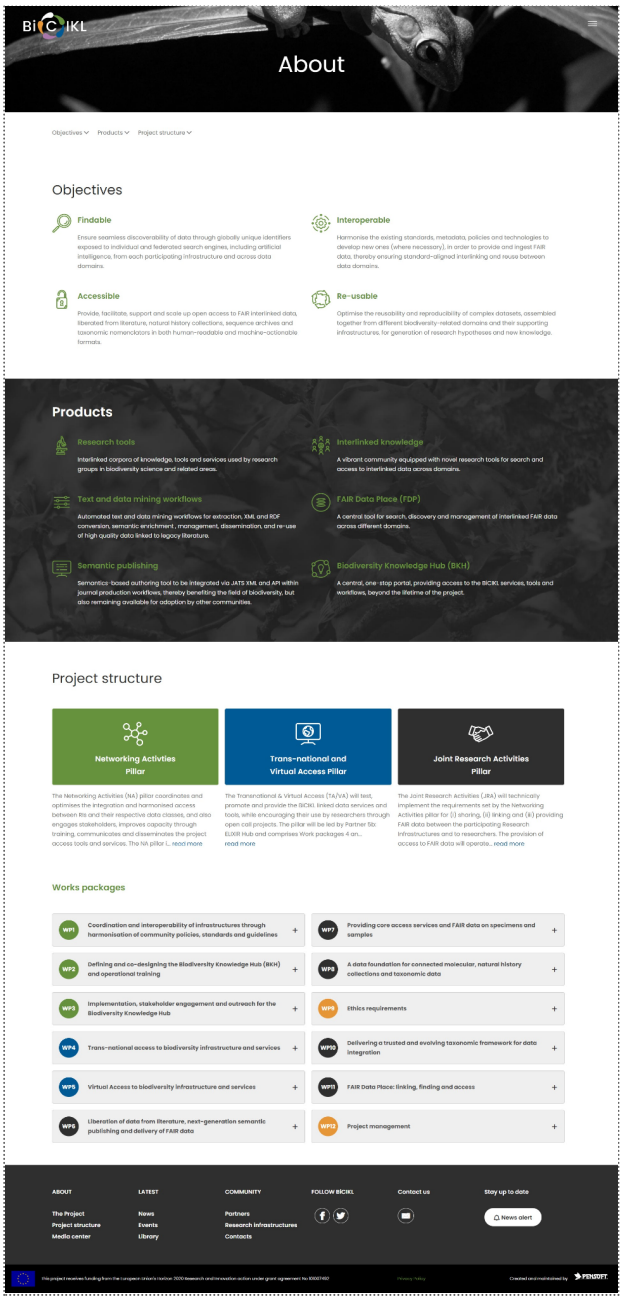


Fig. 7 *BiCIKL website About page.*

- Partners:

Partner's page (Fig. 8) lists all Project partners with their logos, descriptions of their organizations, roles in BiCIKL and links to their websites.

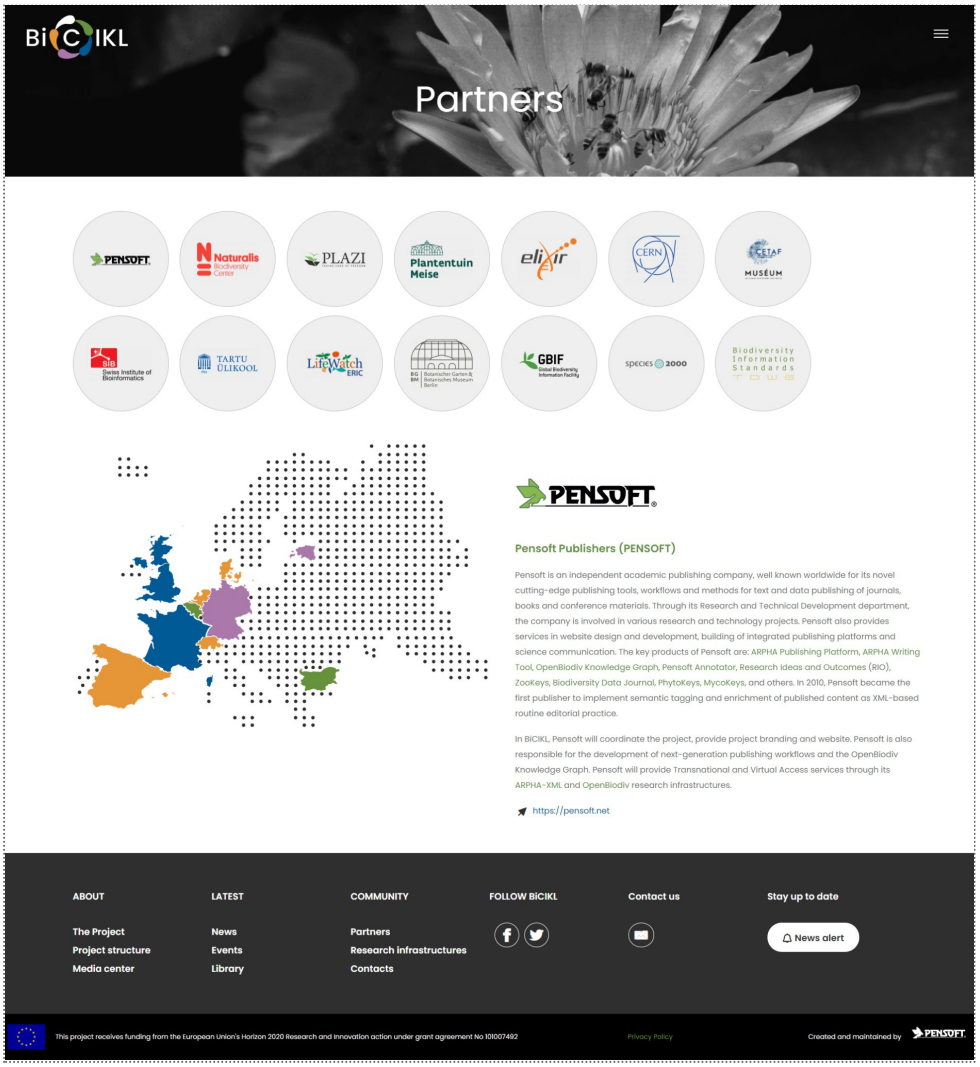


Fig. 8 *BiCIKL website Partners page.*

- Research infrastructures

To complement the information about RIs on the Homepage, a separate page was created with Research Infrastructures logos, descriptions and links to websites (Fig. 9) . On this page, the visitor can also make a difference about the access the RIs provide - Trans-national or Virtual Access.

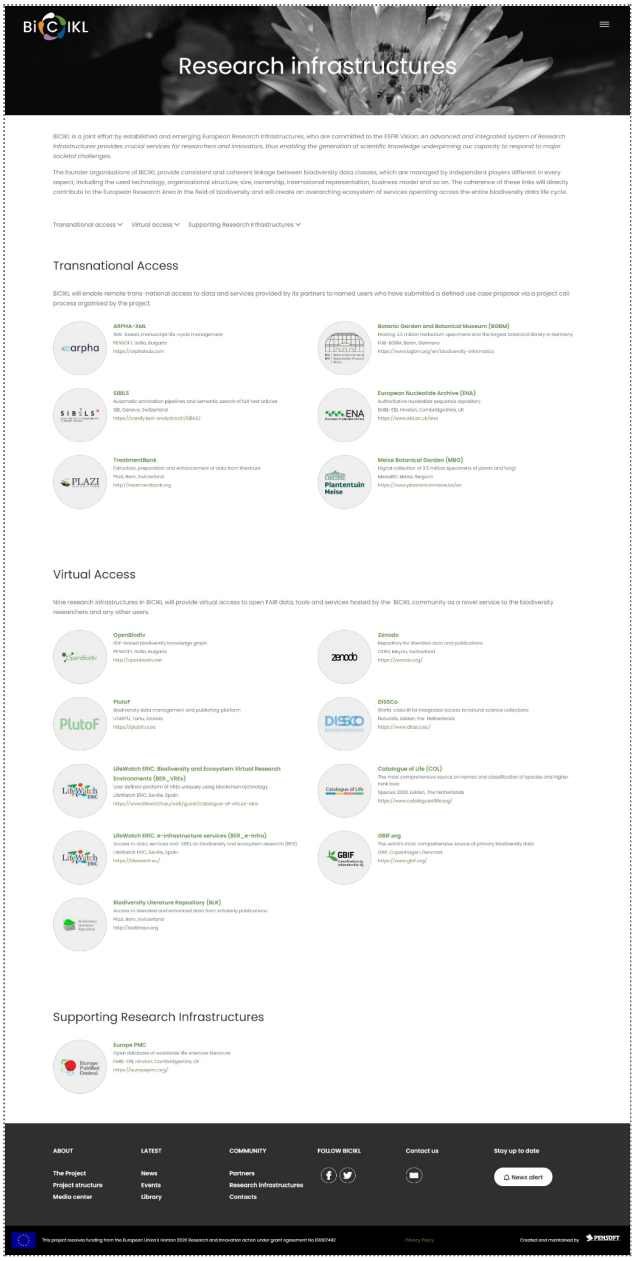


Fig. 9 *BiCIKL website Research Infrastructures page.*

- Library

The Library is dedicated to all BiCIKL publications, deliverables and other public documents of interest. In Month 12, it will evolve into the Beta version of the Biodiversity Knowledge Hub (MS8 Biodiversity Knowledge Hub prototype).

- News

The News section on the BiCIKL website will play a fundamental role in keeping people informed about project updates, achievements and opportunities.

- Events

The Events page features a calendar of events organized by BiCIKL or BiCIKL-involved events. Visitors could find more details like image, description, links to presentations, etc. for BiCIKL- organised events through a dedicated page for each event.

- Media center

The Media center (Fig. 10) is a central place where all outreach materials (e.g. logo, brochure, poster, press releases etc.) are made available and can be freely downloaded.

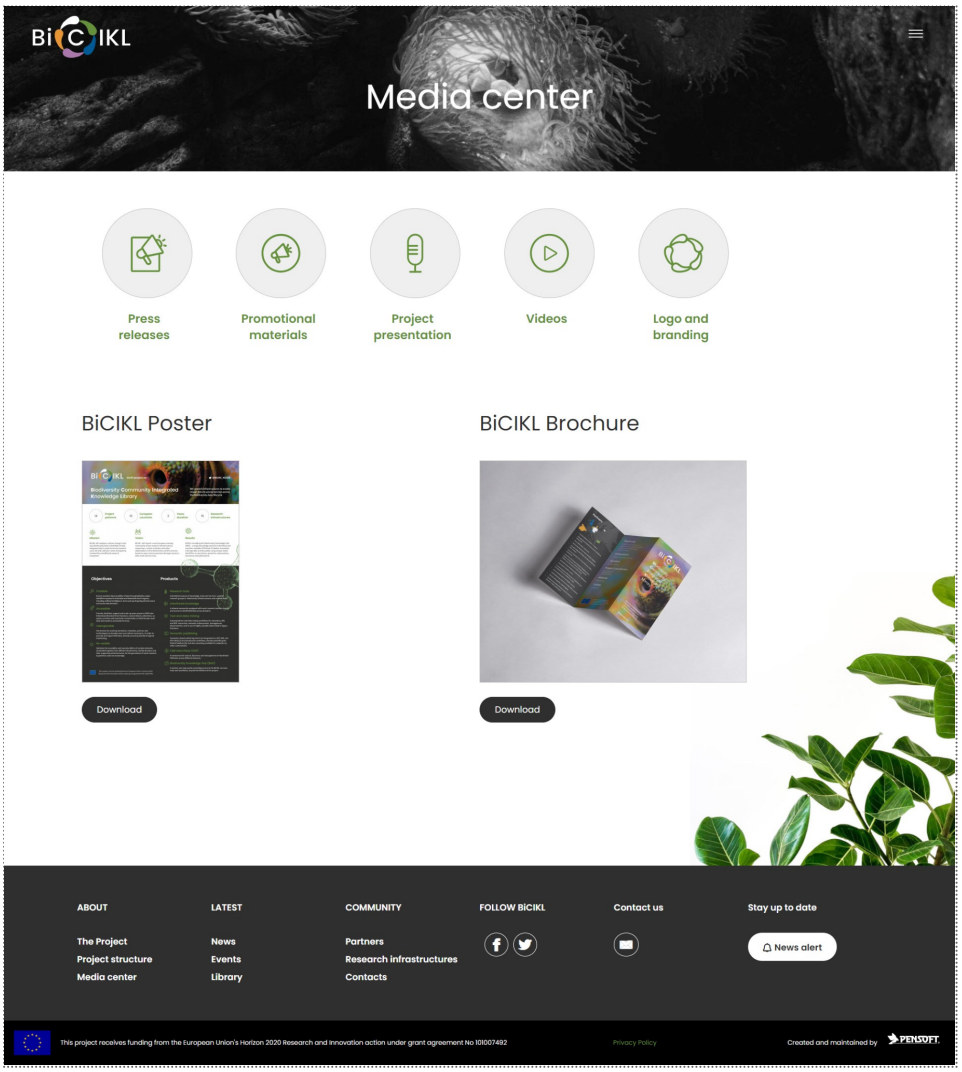


Fig. 10 *BiCIKL website Media center page.*

- Contacts

The contact details of the Project Coordinator and Project Manager are available on the Contacts page.

4. Conclusions

Deliverable 'D3.1 Project logo, marketing pack and website design and development' describes the purpose and creation of project identity, promotional materials and website. The Visual Identity Guide of BiCIKL was integrated into the project's website and promotional materials to create an engaging environment for the facilitation of the main communication and dissemination outputs of the project. Created at the beginning of the project, all elements of the visual identity of BiCIKL will be used during and beyond the project lifetime.

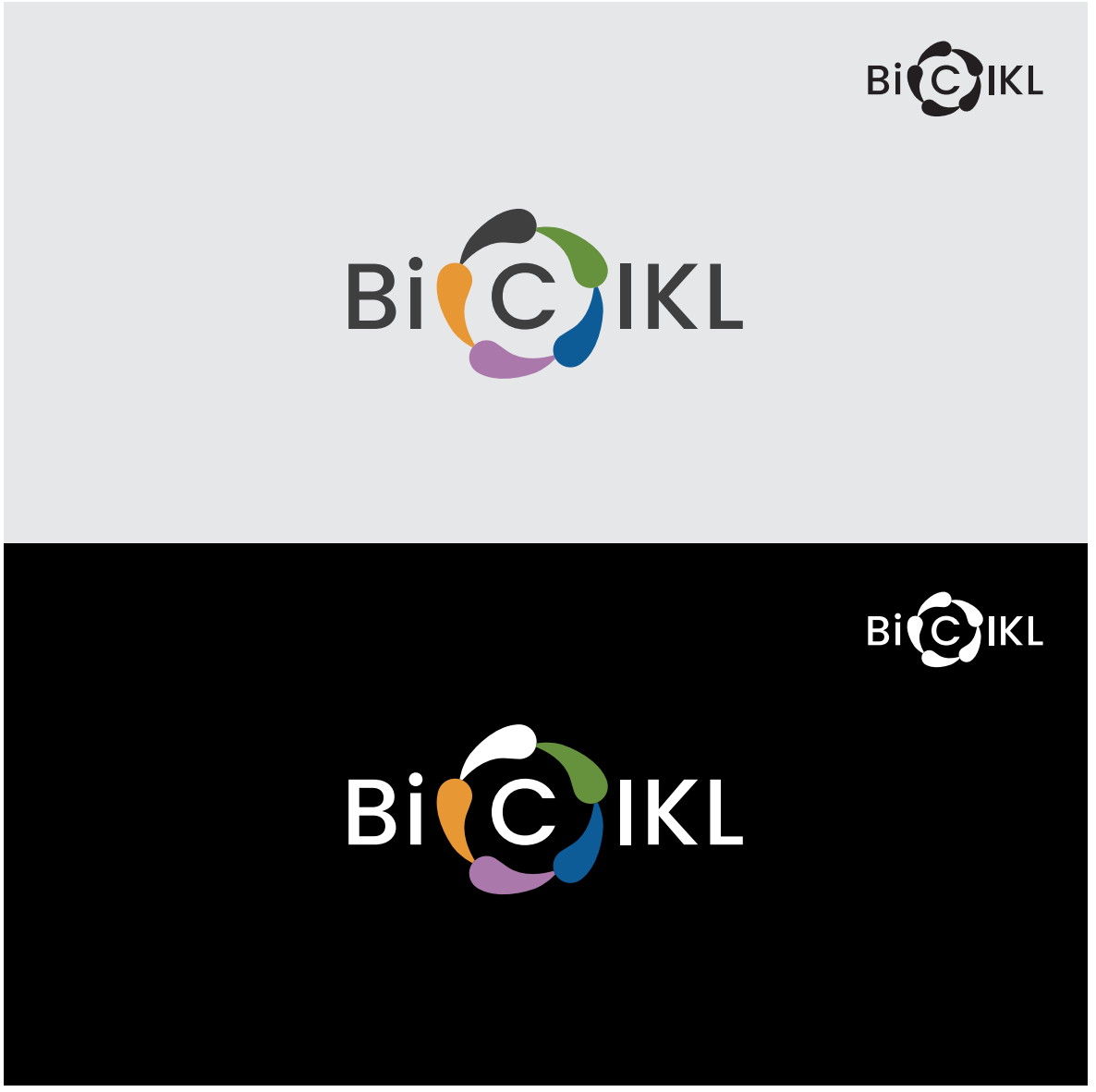
5. Annexes

Annex 1. Visual Identity Guide

BiCIKL

Visual Identity Guide

Contents



Logo

Logo / full version

LOGO FONT

Poppins Bold

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

Poppins Regular

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

Poppins Light

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

BODY FONT

Source Sans Pro Bold

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

Source Sans Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Y asfdy Zz

Source Sans Pro Light

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

Source Sans Pro Italic

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

Summary

BiCIKL will initiate and build a new European starting community of key research infrastructures in biodiversity and life sciences, solidifying open science practices through provision of access to data, associated tools and services at (1) each separate stage of, and (2) along the entire research cycle. BiCIKL will provide for the first time seamless access, linking and usage tracking of data within a network of links between the different data classes, ultia→ species → analytics → publications → biodiversity knowledge graph → re-use. BiCIKL will also provide new methods and workflows for an integrated access to harvesting, liberating, linking, and re-using of sub-article-level data (specimens, material citations, samples, sequences, taxonomic names, taxonomic treatments, figures, tables) extracted fromliterature.

The added value of the new community over the sum of the existing services, besides the improved access at each stage of the data and research life cycle, will be the provision of a single knowledge broker, the Biodiversity Knowledge Hub (BKH), to interlinked, machine-readable, Findable, Accessible, Interoperable and Reusable (FAIR) data connecting specimens, genomics, observations, taxonomy and publications. The existing services provided by the participating infrastructures will be expanded through the development and adoption of shared/common/ interoperable domain standards which will liberate and enhance the flows of data and knowledge across these domains. Looking forward and through incorporating lessons learned from the joint research activities and feedback from the access provided to researchers, BiCIKL will make possible the establishment of next-generation scholarly practices entirely based on open data and open science principles. The novel tools and workflows developed for extraction, FAIRification, management and re-use of data extracted from literature, and those that provide prospective, data- and narrative-integrating publishing, can be used in its generic form in domains beyond biodiversity.

Primary Colours

HEX: #404040

R: 64

B: 64

G: 64

HEX: #64913c

R: 100

B: 145

G: 60

HEX: #005a96

R: 0

B: 90

G: 150

Secondary Colours

HEX: #aa78aa

R: 170

B: 120

G: 170

HEX: #e69637

R: 230

B: 150

G: 55

HEX: #e8e8e8

R: 232

B: 232

G: 232

Colour coding

Mission

BiCIKL will catalyse a culture change in the way biodiversity data is identified, linked, integrated and re-used across the research cycle. We will cultivate a more transparent, trustworthy and efficient research ecosystem.

Vision

BiCIKL will launch a new European starting community of key research infrastructures, researchers, citizen scientists and other stakeholders in the biodiversity and life sciences based on open science practices through access to data, tools and services.

Results

BiCIKL is building the Biodiversity Knowledge Hub (BKH) - a single knowledge portal to interlinked and machine-readable FAIR data (Findable, Accessible, Interoperable and Reusable) using unique stable identifiers on specimens, genomics, observations, taxonomy and publications.

Findable

Ensure seamless discoverability of data through globally unique identifiers exposed to individual and federated search engines, including artificial intelligence, from each participating infrastructure and across data domains.

Accessible

Provide, facilitate, support and scale-up open access to FAIR interlinked data, liberated from literature, natural history collections, sequence archives and taxonomic nomenclators in both human-readable and machine-actionable formats.

Interoperable

Harmonise the existing standards, metadata, policies and technologies to develop new ones (where necessary), in order to provide and ingest FAIR data, thereby ensuring standard-aligned interlinking.

Re-usable

Optimise the reusability and reproducibility of complex datasets, assembled together from different biodiversity-related domains and their supporting infrastructures, for the generation of novel research hypotheses and new knowledge.

Research tools

A vibrant community equipped with novel research tools for search and access to data interlinked across domains.

Interlinked knowledge

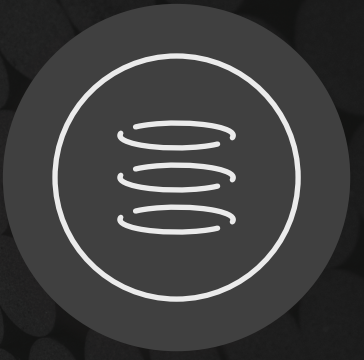
Interlinked corpora of knowledge used by research groups in biodiversity science and related areas.

Text and data mining workflows

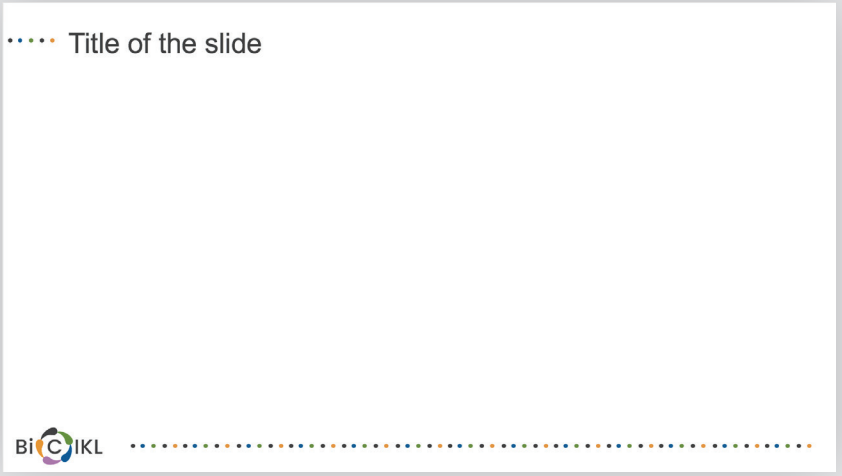
Automated text and data mining workflows for extraction, XML and RDF conversion, semantic enhancement, management, dissemination, and re-use of the huge amount of highly valuable data linked to the Linnean names of species, accumulated in the legacy literature.

Journal production workflows

Semantics-based journal production workflows for the community but also as a seed for adoption by other communities.




BiCIKL
Biodiversity Community Integrated Knowledge Library
Title of the presentation
Presenter
Event/Date/Location
This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101007492


Title of the slide
BiCIKL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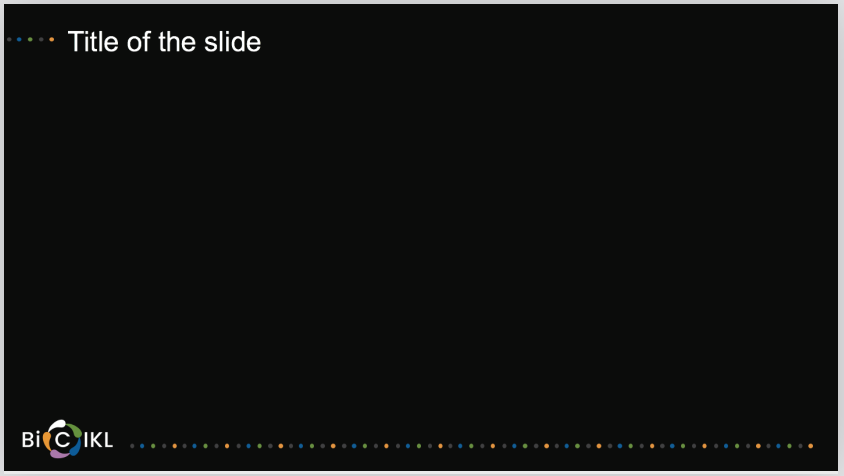
Title of the slide
BiCIKL


Partners
Pensoft Publishers (PENSOFT), Bulgaria
Stichting Naturalis Biodiversity Center (NATURALIS), Netherlands
Plazi GMBH (Plazi), Switzerland
Agentschap Plantentuin Meise (MeiseBG), Belgium
European Molecular Biology Laboratory (ELIXIR/EMBL-EBI), Germany
European Organization for Nuclear Research (CERN), Switzerland
Consortium of European Taxonomic Facilities (CETAF), Belgium and Muséum national d'Histoire naturelle (MNHN, associated party to CETAF), France
Sib Institut Suisse De Bioinformatique (SIB), Switzerland
Tartu Ülikool (UTARTU), Estonia
E-Science European Infrastructure for Biodiversity and Ecosystem Research (LIFEWATCH), Spain
Freie Universität Berlin (FUB-BGBM), Germany
Global Biodiversity Information Facility (GBIF), Denmark
SPECIES 2000 (sp2000), United Kingdom
Stichting International Working Group On Taxonomic Database (TDWG), Netherlands
Keywords
Biodiversity, genomics, research cycle, research ecosystem, research infrastructures, FAIR interlinked data, data mining, semantic publishing, data lifecycle, data operation training
Consortium
14 partners from 10 European countries
Duration
May 2021 - April 2024
Project Coordinator
Prof. Lyubomir Penev
Pensoft Publishers
l.penev@pensoft.net
Website
bicikl-project.eu
Twitter
@Bicikl_H2020
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BiCIKL
Biodiversity
Community
Integrated
Knowledge
Library
We connect infrastructures to enable researchers to access services across the biodiversity data lifecycle
bicikl-project.eu


Background
Mission
BiCIKL will catalyse a culture change in the way biodiversity data is identified, linked, integrated and re-used across the research cycle. We will cultivate a more transparent, trustworthy and efficient research ecosystem.
Vision
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Ensure seamless discoverability of data through globally unique identifiers exposed to individual and federated search engines, including artificial intelligence, from each participating infrastructure and across data domains.
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bicikl-project.eu
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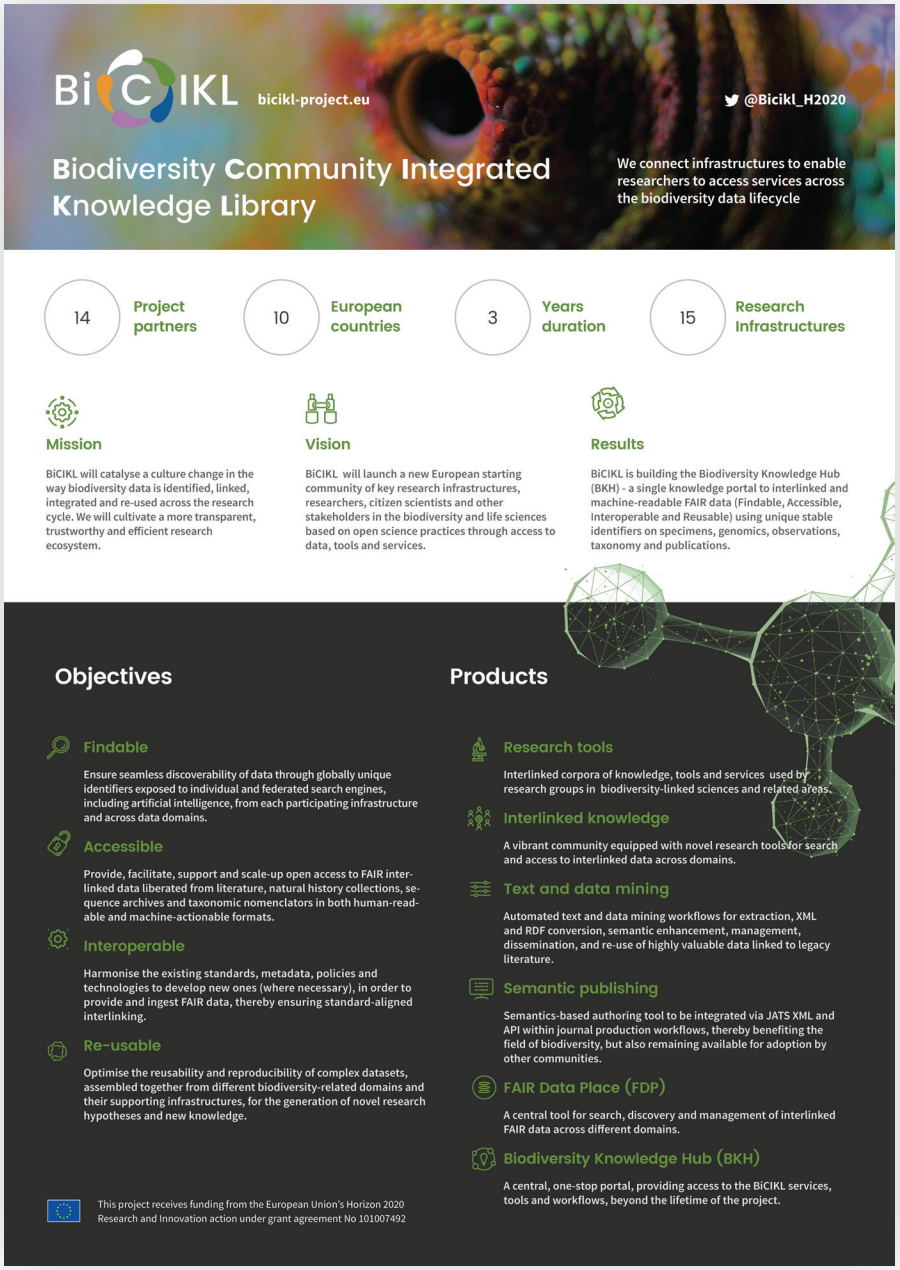
Semantic publishing
Semantics-based authoring tool to be integrated via JATS XML and API within journal production workflows, thereby benefiting the field of biodiversity, but also remaining available for adoption by other communities.
FAIR Data Place (FDP)
A central tool for search, discovery and management of interlinked FAIR data across different domains.
Biodiversity Knowledge Hub (BKH)
A central, one-stop portal, providing access to the BiCIKL services, tools and workflows, beyond the lifetime of the project.


BiCIKL
bicikl-project.eu
@Bicikl_H2020
Biodiversity Community Integrated Knowledge Library
We connect infrastructures to enable researchers to access services across the biodiversity data lifecycle
14
Project partners
10
European countries
3
Years duration
15
Research Infrastructures
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