MAMBO

MODERN APPROACHES TO THE MONITORING OF BIODIVERSITY

D7.1 Project identity, promotional materials pack and website running

21/02/2023

Lead beneficiary: Pensoft Publishers

Authors: Raya Chakarova, Pavel Stoev, Slavena Peneva

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1 Preface

This document is a deliverable for MAMBO project, funded under the European Union's Horizon Europe Research and Innovation Action under grant agreement No. 101060639.

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

2 Summary

The MAMBO project will develop, test and implement enabling tools for monitoring conservation status and ecological requirements of species and habitats for which knowledge gaps still exist. MAMBO brings together the technical expertise of computer science, remote sensing, social science expertise on human-technology interactions, environmental economy, and citizen science, with the biological expertise on species, ecology, and conservation biology.

D7.1 Project identity, promotional materials pack and website running outlines the main tenets of MAMBO's brand identity including the logo, corporate identity templates, and MAMBO-related photographs to use in communication and dissemination activities. This deliverable also outlines the main features of MAMBO's website and details the project's current promotional materials – brochure, poster, and a sticker. MAMBO's Visual Identity Guide is annexed to this deliverable.

MAMBO's communication team, i.e. Pensoft Publishers, sets forth a set of visual guidelines all MAMBO partners are advised to adhere to when communicating or disseminating about the project. Pensoft Publishers further maintains the website and designs the project's promotional materials throughout the project's duration.

3 Introduction

MAMBO is an EU-funded project aiming to create and test new tools for biodiversity monitoring so as to increase knowledge and capacity-building about Europe's flora and fauna and in this way, contribute to a clearer systematisation of the current state of biodiversity in Europe.

In relation to this, a streamlined and clean visual identity can help raise awareness about the project's existence, objectives, and added value to the European research landscape. By maintaining a visually coherent and temporally frequent presence online, MAMBO can ensure support of its goals and public interest in its developments throughout its duration.

The following document is an effort to define clear guidelines about MAMBO's brand identity and serve as a primary reference point for MAMBO project partners in their respective communication and dissemination activities on behalf of the project.

4 Project identity

MAMBO's visual identity is the cornerstone of all communication and dissemination activities. It ensures a streamlined and recognisable brand that boosts the legitimacy and reach of the project's results and other outputs. All elements of MAMBO's visual identity are outlined in a Visual Identity Guide, which is annexed to this deliverable. The Guide identifies the logo types and correct usage, the fonts, the project's colour palette as well as suggested shapes and images. It serves as the main reference point for the design of all promotional materials as well as for any communication and dissemination activities undertaken by both MAMBO's communication team and project partners.

4.1 Logo

The main element of the MAMBO visual identity is the logo, which determines the design of the overall project identity. MAMBO's logo was selected as a result of consultation with all MAMBO partners, who approved its final design. It has a clean and modern look and alludes to the main themes of the project (Fig. 1, 2, 3). The logo consists of the abbreviation of MAMBO –Modern Approaches to the Monitoring of BiOdiversity – and a visual element. The logo's non-textual element is in the shape of a leaf and in is a bright green colour to symbolise MAMBO's focus on biodiversity and nature more generally. MAMBO's aim to create new and innovative tools for biodiversity monitoring is reflected in the leaf veins, which are portrayed as electrical circuit pathways forming a coherent system. This points to MAMBO's intention to integrate advancements in technology and computer science with traditional biodiversity monitoring approaches.

It is important to note the logo must appear on all official MAMBO communications and may not be modified in any way. The list of figures below outline the correct usage of MAMBO's logo.

Fig. 1. MAMBO logo – without abbreviation (horizontal)

Fig. 2. MAMBO logo – with abbreviation (horizontal)

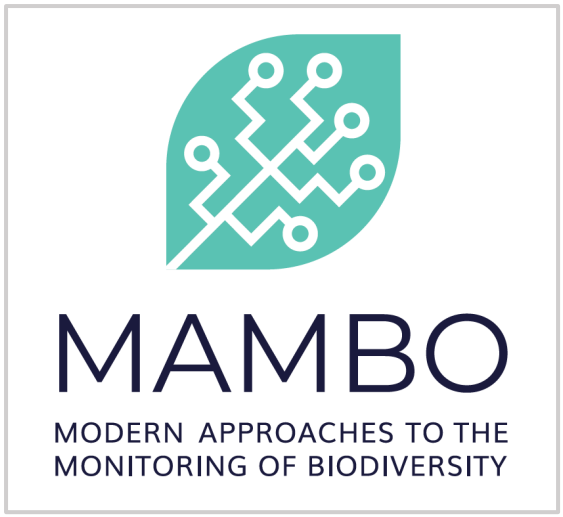


Fig. 3. MAMBO logo – with abbreviation (vertical)

Fig. 4. MAMBO logo – without abbreviation (vertical)

4.2 Templates

In line with the visual identity guidelines and with the requirements for reporting, MAMBO has a series of templates that can be used for various internal and external project tasks. MAMBO's project templates exist to ensure widespread project recognition at conferences, workshops, online publications, and other dissemination events by reflecting MAMBO's overall visual identity.

MAMBO currently has a PowerPoint presentation (Fig. 5), a milestone (Fig. 6) and deliverable (Fig. 7), as well as minutes (Fig. 8) templates. They should all be used in reporting tasks or minutes and presenting the project as they follow the project's brand identity.

Furthermore, a few mandatory elements should always be present on MAMBO's templates:

- MAMBO logo
- EU emblem/flag with accompanying text
- Funding disclaimer, which reads "Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the EU nor the EC can be held responsible for them."

Fig. 5. MAMBO PowerPoint presentation template

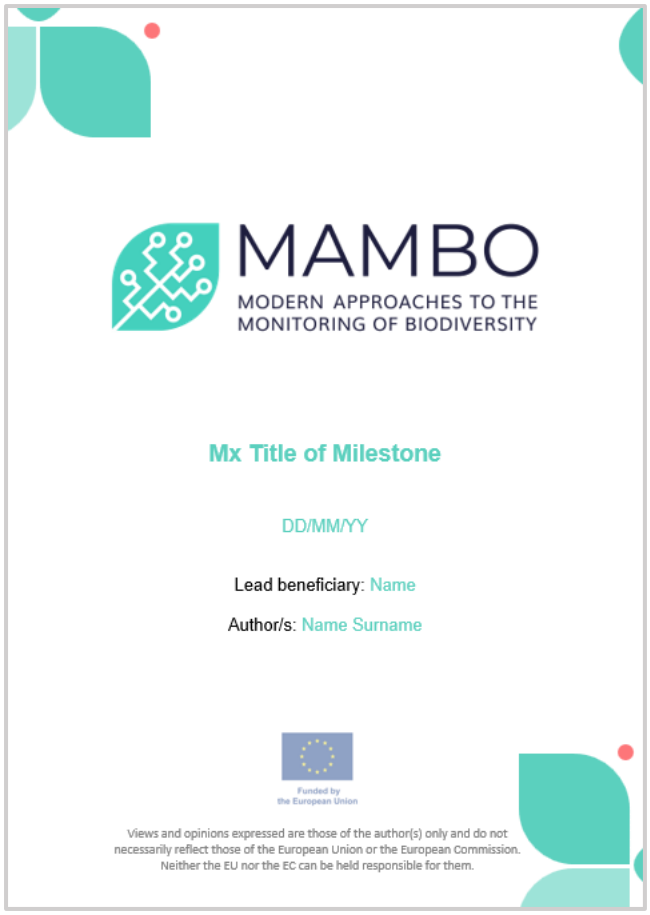


Fig. 6. MAMBO milestone template

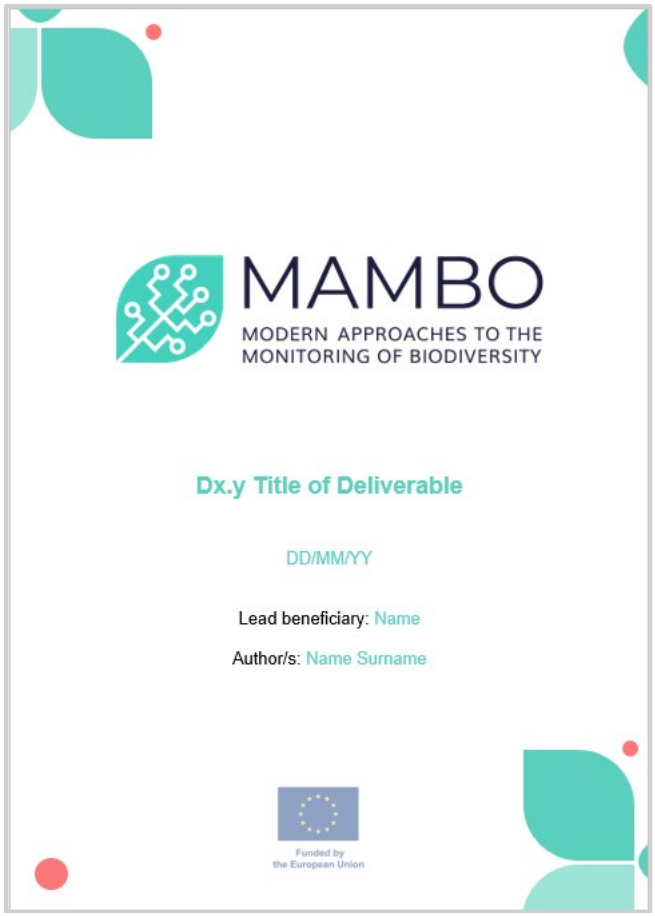
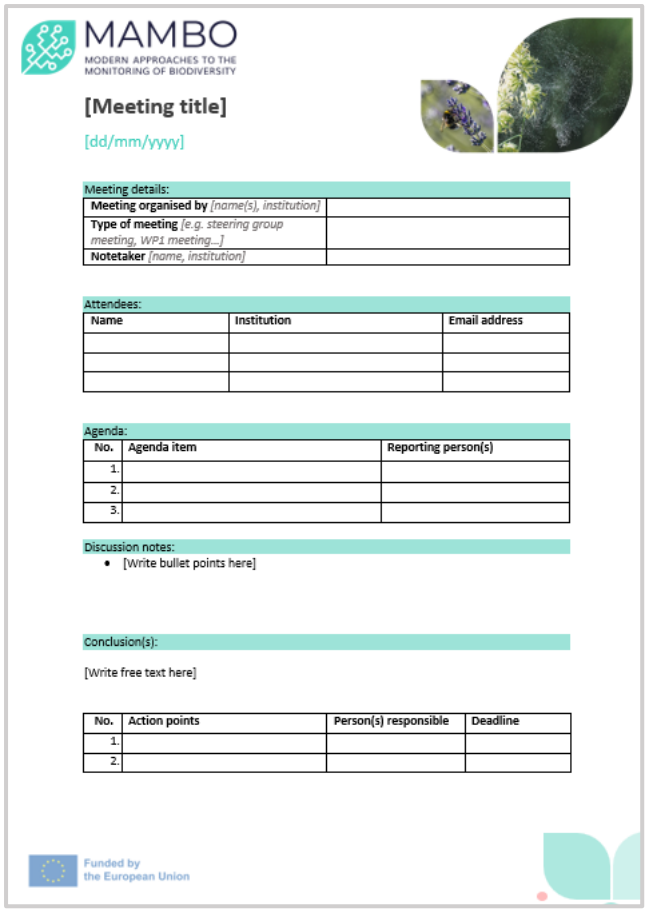


Fig. 7. MAMBO deliverable template



MAMBO
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[Meeting title]

[dd/mm/yyyy]

Meeting details:

Meeting organised by *[name(s), institution]*	
Type of meeting *[e.g. steering group meeting, WP1 meeting…]*	
Notetaker *[name, institution]*	

Attendees:

Name	Institution	Email address

Agenda:

No.	Agenda item	Reporting person(s)
1.		
2.		
3.		

Discussion notes:

- [Write bullet points here]

Conclusion(s):

[Write free text here]

No.	Action points	Person(s) responsible	Deadline
1.			
2.			

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Fig. 8. MAMBO minutes template

4.3 Images

Communication and dissemination activities often require the use of visual aid such as images or photographs. MAMBO has selected a set of different images (Image 1, 2, 3) showcasing European flora and fauna, which is the main subject of MAMBO's work in innovating tools for monitoring and coherent categorisation of biodiversity.

The images can be accessed at this Google Drive Folder or on the MAMBO SharePoint.

Image 1. Example of images to be used in MAMBO communication and dissemination

Image 2. Example of images to be used in MAMBO communication and dissemination

Image 3. Example of images to be used in MAMBO communication and dissemination

Furthermore, these images can be used in the recognisable shape of MAMBO, which is present in its templates and logo (Image 4, 5).

Image 4. MAMBO image in shape

Image 5. MAMBO image in shape

5 Website

MAMBO's website is the main communication tool of the project. It is maintained by MAMBO's communication team (Pensoft Publishers). The website is hosted at the following domain: www.mambo-project.eu for a period of five years, after which it will be maintained for five additional years.

The website serves as a one-stop-shop for all project materials and has the most up-to-date information about news and events relating to the project together with project outputs such as publication or datasets.

The website follows the guidelines set forth in the Visual Identity Guide and provides an easy-to-navigate interface about all MAMBO related information. Some of the pages on the website other than the homepage (Image 6) include demonstration sites (Image 7), project partners (Image 8), and library (Image 9).

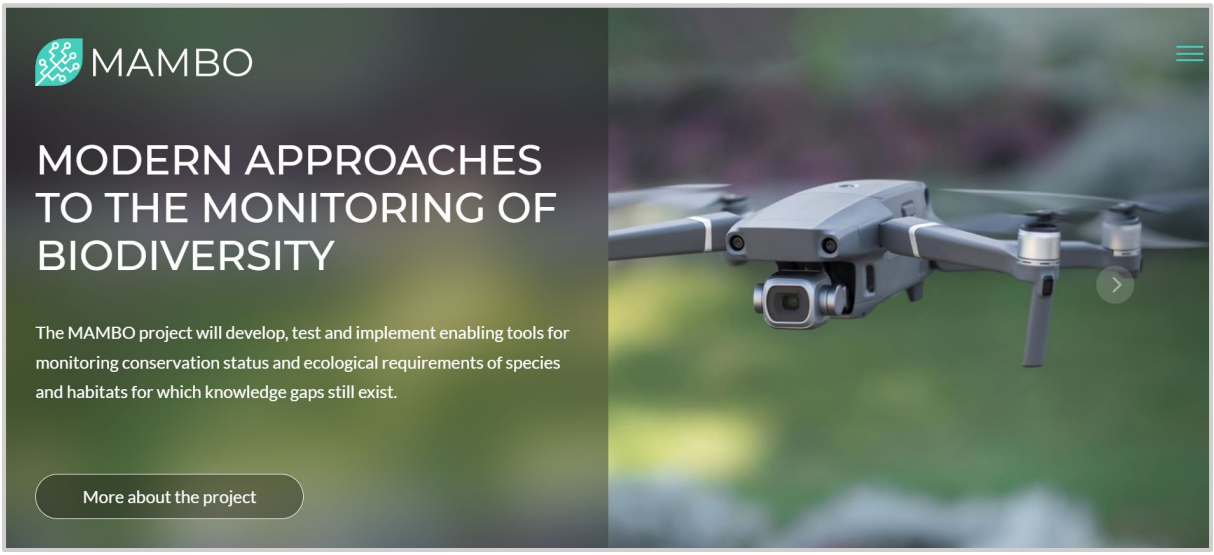

Image 6. MAMBO website homepage

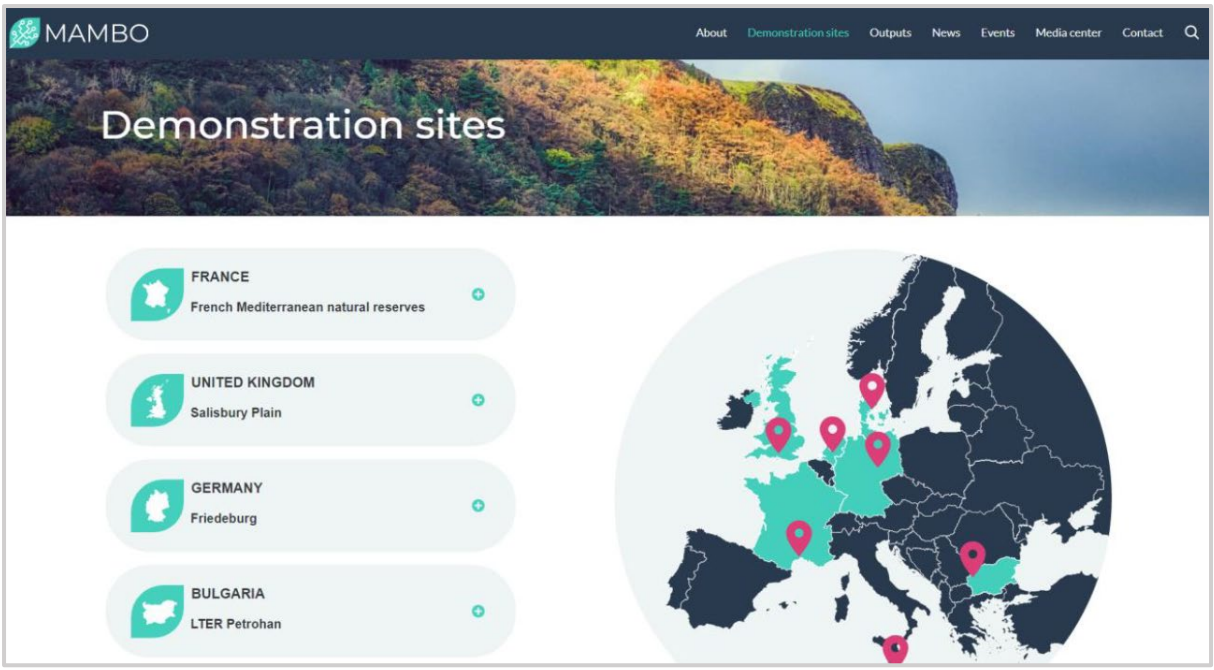

Image 7. MAMBO website Demonstration sites page

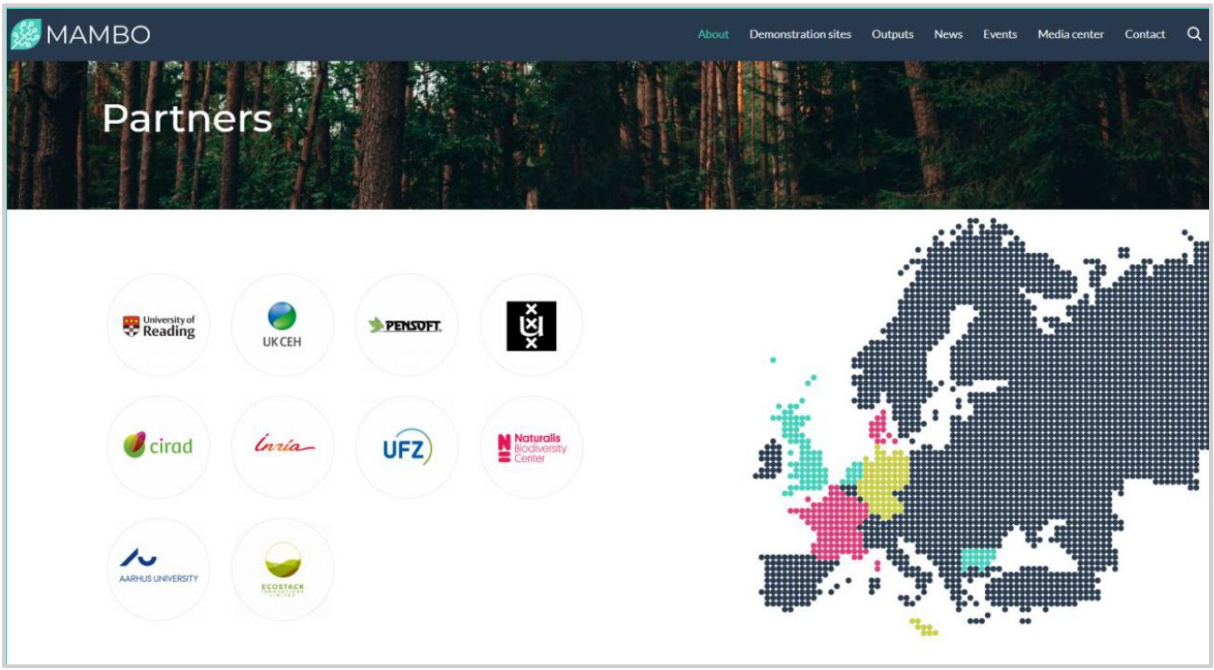

Image 8. MAMBO website Partners page

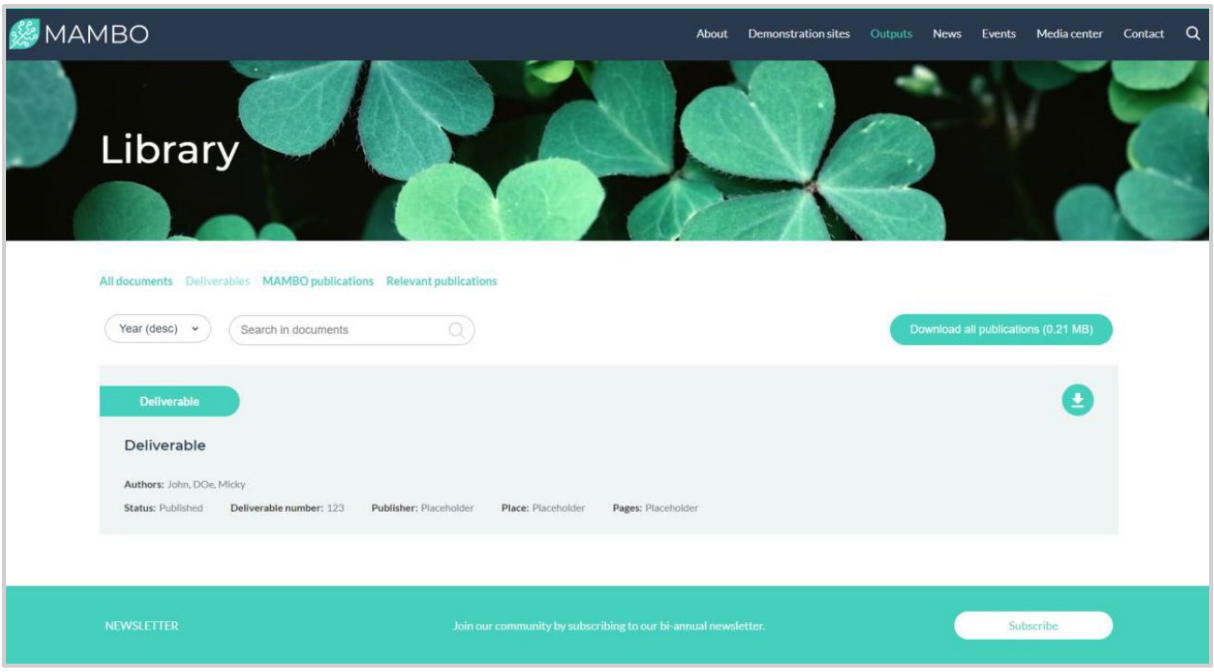

Image 9. MAMBO website Library page

The website has an easy navigation menu and contains links leading to MAMBO's social media accounts, newsletter, and other useful resources. For a more detailed overview of the MAMBO website, see *MS7.1 Project website launched*.

6 Promotional materials

Promotional materials are a valuable communication and dissemination tool as they present the project in an easily digestible and visually appealing way. These materials are initially created in a digital format and can be printed on demand with partners locally so as to be distributed at major events such as conferences, symposia, and so on. MAMBO currently has the following promotional materials: brochure, poster, and a sticker.

6.1 MAMBO brochure

A brochure is a folded double-sided promotional material mainly used in a print format. When folded, a brochure has six different pages. MAMBO's brochure is an easy-to-read material with a clearly defined structure that carries the most important information about the project's work plan, objectives, and consortium partners (Image 10).

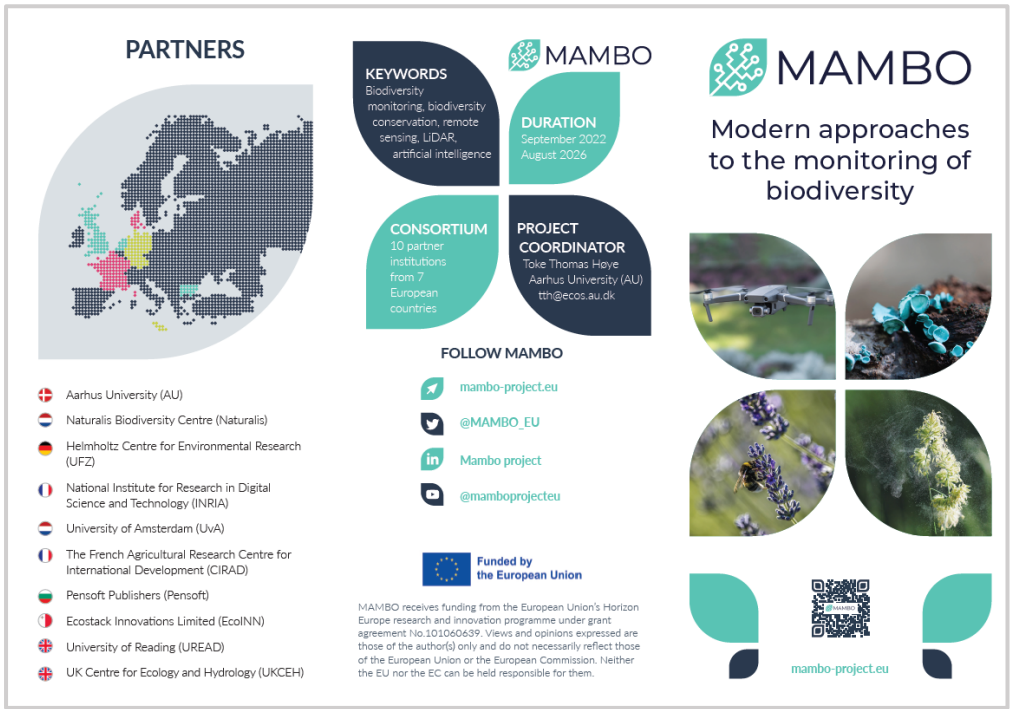

Image 10. Unfolded MAMBO brochure

6.2 MAMBO poster

MAMBO's poster carries similar information content-wise to a brochure. However, a poster is more reliant on visual elements and can be used in digital format as well as in print as it does not require folding. MAMBO's poster is an accessible and clear introduction to the project, also pointing to useful online resources relating to the project (Image 11).

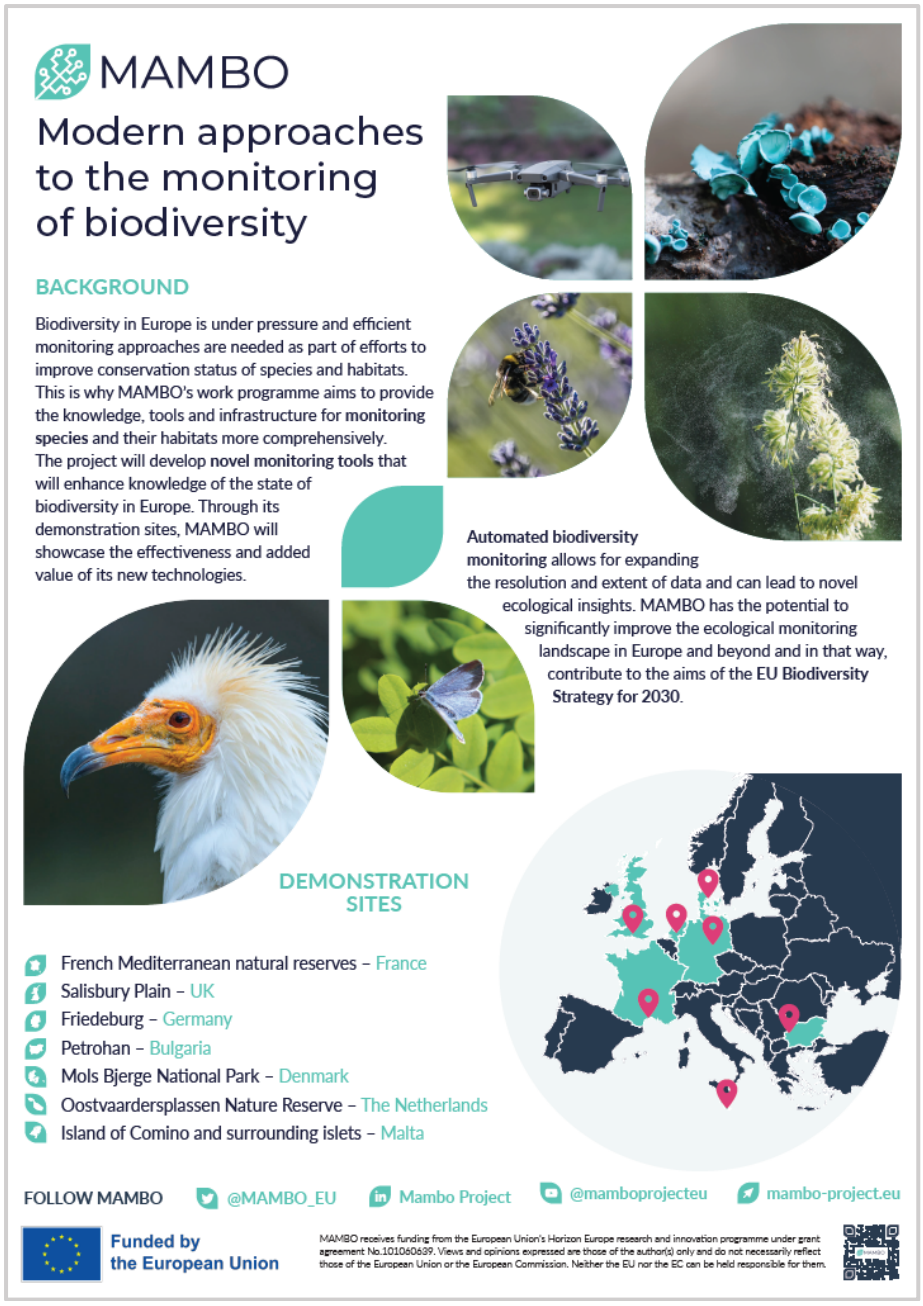

Image 11. MAMBO poster

6.3 MAMBO sticker

A sticker with the logo of MAMBO has been created, which features the project's logo and website domain (Image 12).

Image 12. MAMBO sticker

6.4 MAMBO QR code

All MAMBO promotional materials include a tailor-made QR code, which, when scanned, leads to the project's website (Image 13). MAMBO's QR code can be used by all project partners and is a standard feature of all current and future communication and dissemination materials.

Image 13. MAMBO QR code

7 Social media

Social media platforms are a valuable tool in communication and dissemination and allow for the creation of a community of interested audiences and valuable stakeholders for MAMBO. They provide easy access to keeping up with MAMBO's developments and progress and act also as a resource for announcing events, workshops, or news relevant for European biodiversity or more specifically for biodiversity monitoring.

MAMBO is present on the following social media platforms: Twitter (Image14), LinkedIn (Image 15), and YouTube (Image 16).

Image 14. MAMBO Twitter profile

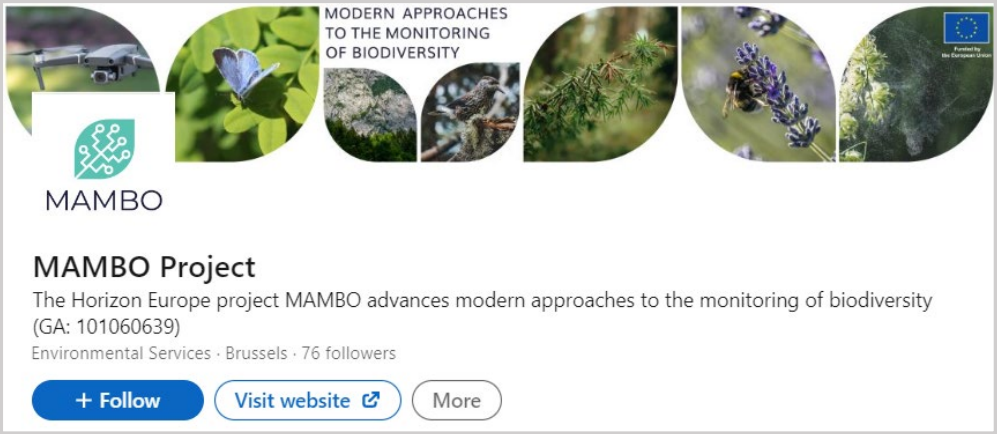

Image 15. MAMBO LinkedIn profile

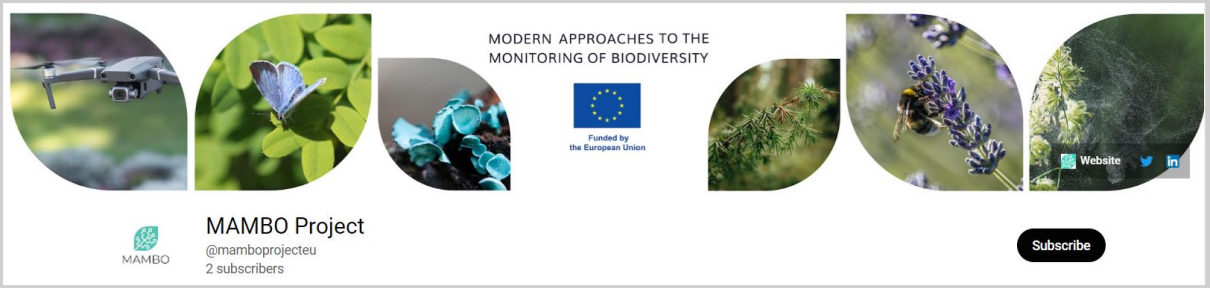

Image 16. MAMBO YouTube profile

MAMBO's social media platforms adhere to the project's branding, which increases the recognisability of the project and streamlines the visual aspect of all communication and dissemination activities MAMBO undertakes.

MAMBO's social media platforms also feature the mandatory acknowledgement elements:

- MAMBO logo
- EU emblem/flag with accompanying text
- Funding disclaimer, which reads "Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the EU nor the EC can be held responsible for them."

8 Conclusion

In conclusion, MAMBO's *D7.1 Project identity, promotional materials pack and website running* presents the project's visual identity, its website, and initial promotional materials pack and offers it as a main reference point for MAMBO partners to use in various communication and dissemination activities.

By adhering to the guidelines set forth and using the resources outlined in this deliverable, MAMBO will increase the public's awareness and interest in the project's progression and developments, which will boost its impact on the current state of European biodiversity monitoring approaches.

MAMBO

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www.mambo-project.eu

Project partners

AARHUS UNIVERSITY

Naturalis Biodiversity Center

UFZ

University of Reading

Inria

PENSOFT

UK CEH

cirad

ECOSTACK INNOVATIONS LIMITED

9 Annex – MAMBO Visual Identity Guide

MAMBO

Visual Identity Guidelines

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Logo
3

Colour palette
5

Fonts
7

Visuals
10

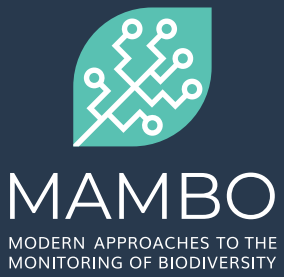
Promotion
16

Logo/short

Logo/horizontal/white – to be used on dark or colour backgrounds

Logo/full version

Logo/full white – to be used on dark backgrounds



R – 69
G – 209
B – 189

C – 61
M – 0
Y – 36
K – 0

R – 251
G – 161
B – 25

C – 0
M – 38
Y – 100
K – 0

#c8ce45

R – 200
G – 206
B – 69

C – 26
M – 7
Y – 90
K – 0

#dd3e78

R – 221
G – 62
B – 120

C – 8
M – 90
Y – 27
K – 0

#eff5f5

R – 239
G – 245
B – 245

C – 5
M – 1
Y – 2
K – 0

#fc7d7d

R – 252
G – 125
B – 125

C – 0
M – 65
Y – 40
K – 0

MAMBO logo – Montserrat 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

Fonts to be used in professionally designed promotional materials.

Heading 1 – Montserrat

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

Heading 2 – Lato 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

Body – Lato

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
Bold 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
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
Light 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

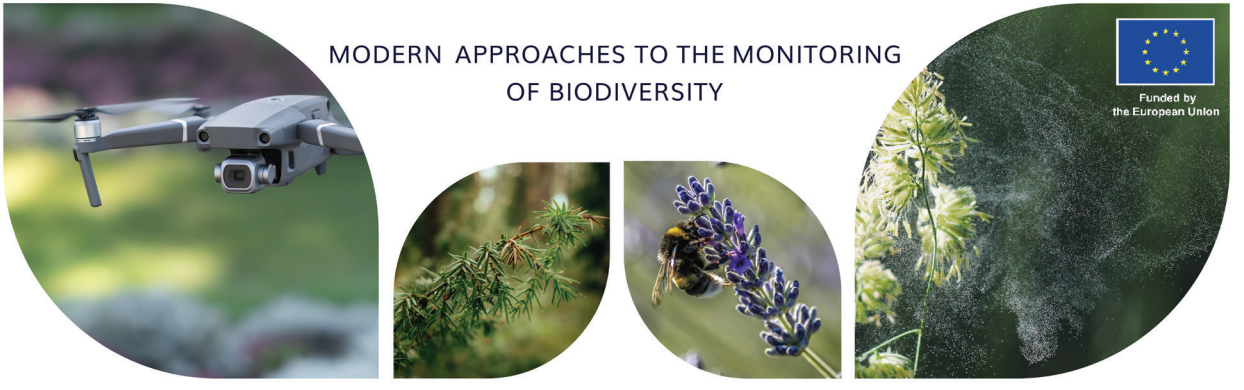
Only one simple font (Arial Microsoft) to be used by project partners in Office templates (including project deliverables).

Arial

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
Bold 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
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
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

Calibri

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
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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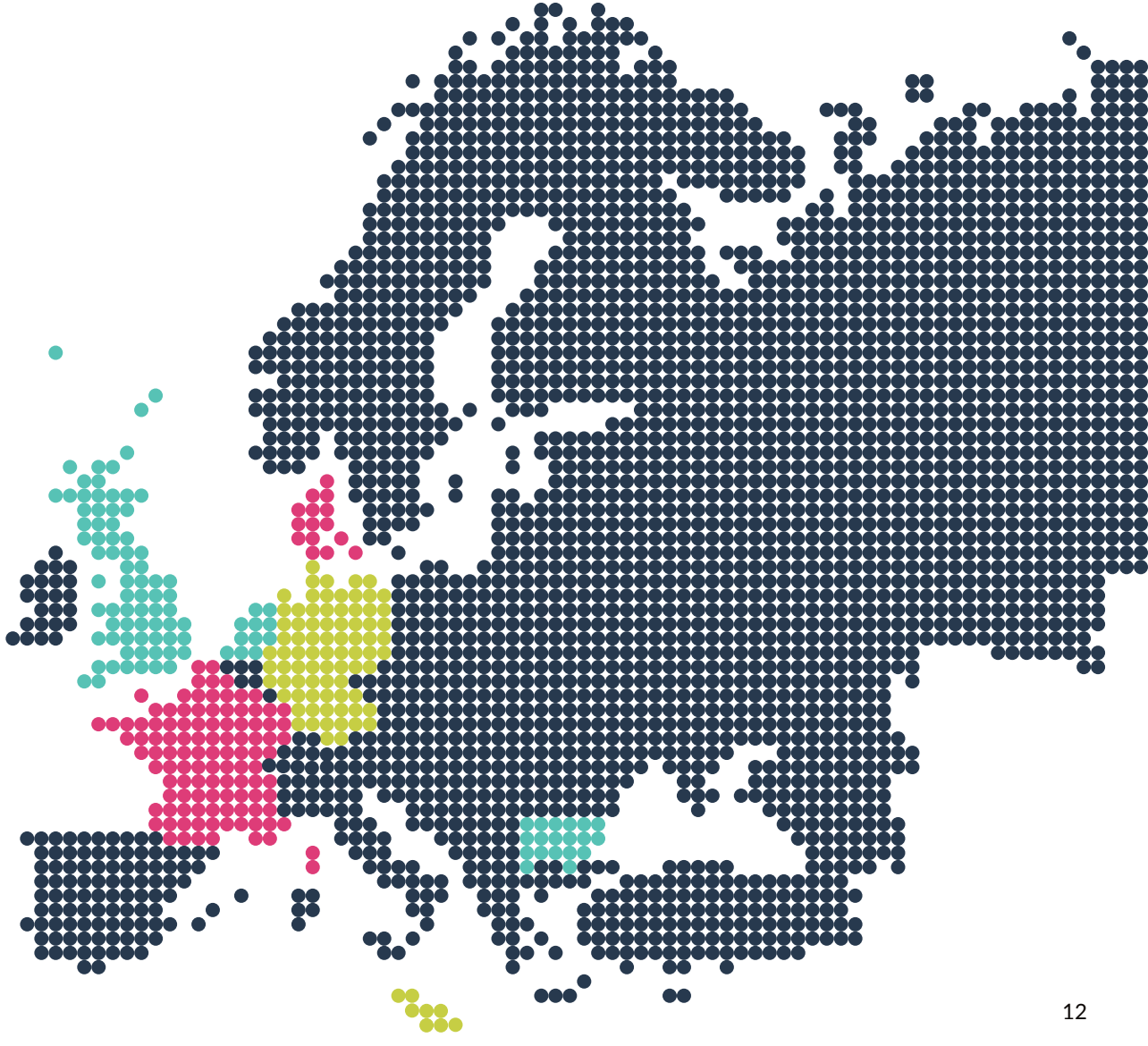
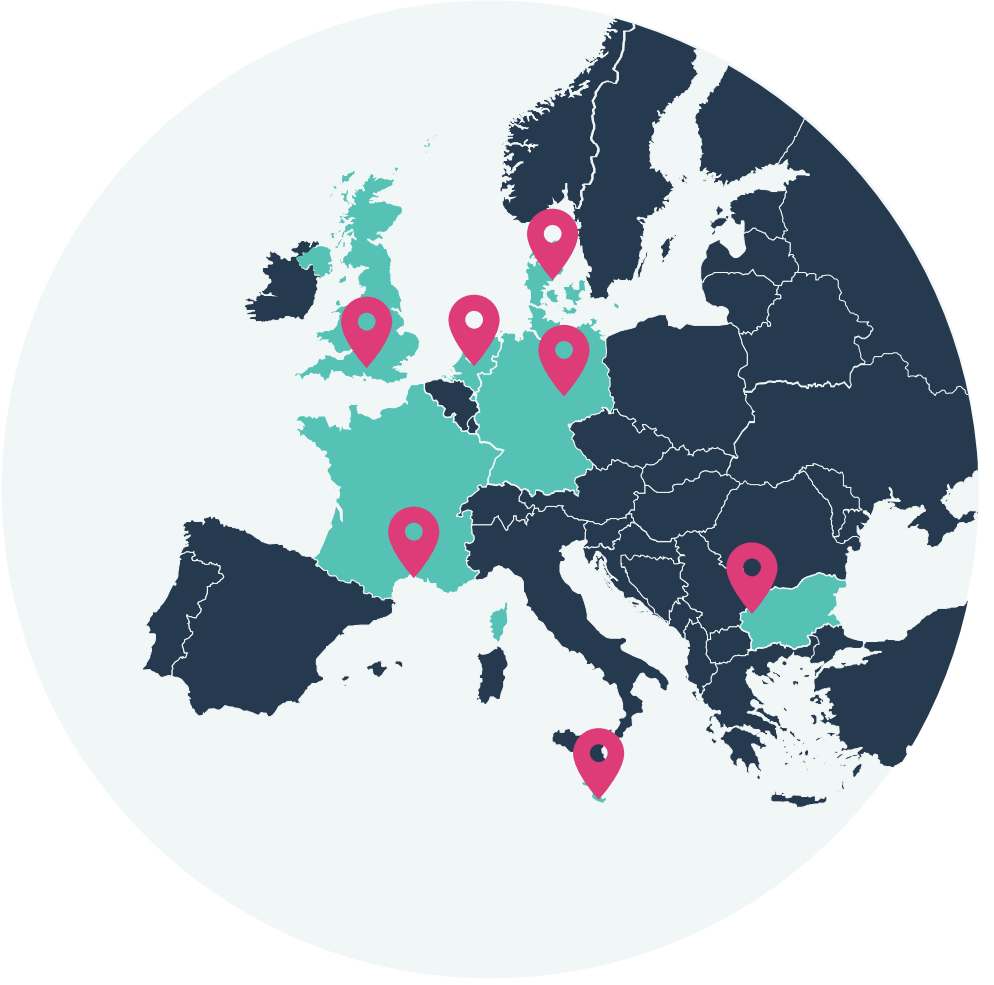
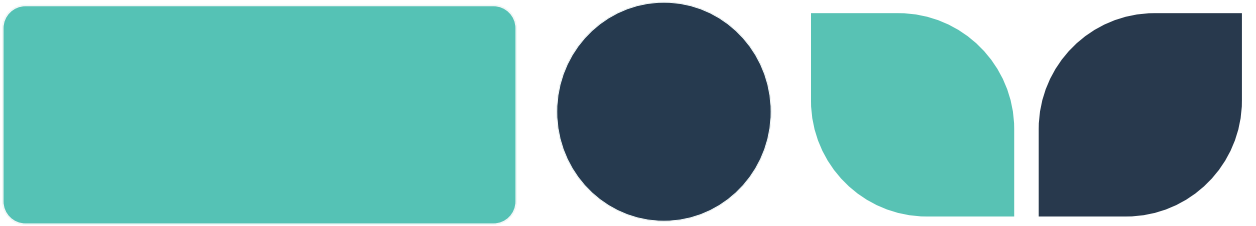
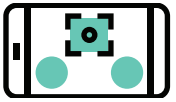




Please use either **all rounded**, **circles** and the **mambo leaf**

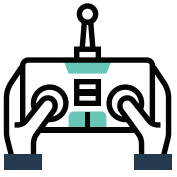




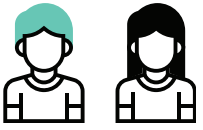
Develop, evaluate and integrate image and sound recognition-based AI solutions for EU biodiversity monitoring from species to habitats.

Develop, test, and deliver high spatial resolution regional EU habitat maps and site-specific habitat condition metrics.

Promote the standardised calculation and automated retrieval of habitat data using deep learning and remote sensing.

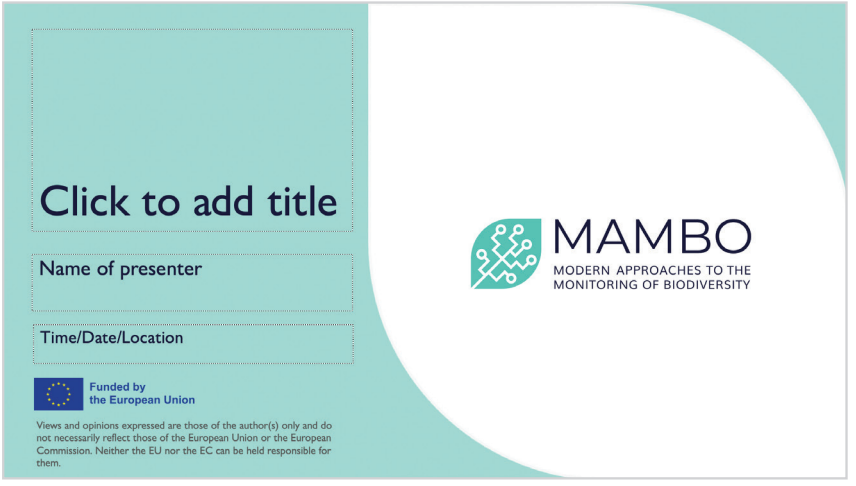


Co-design MAMBO's novel ecological monitoring tools with researchers, policy makers, citizens, and other stakeholders, evaluate their costs and benefits.



Build a new global community of practice for the development and application of these cutting-edge technologies through proof-of-concept implementation across the EU.

Test existing tools in combination with MAMBO's new technologies that will contribute to an integrated European biodiversity monitoring system with potential for dynamic adaptations.


Click to add title
Name of presenter
Time/Date/Location
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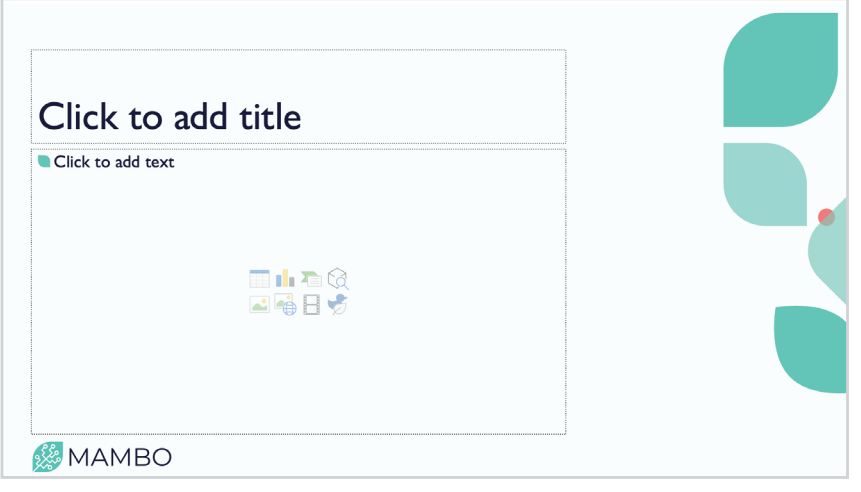
Click to add title
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