



# DeCrises

## D6.1 Project branding and online presence

31/07/2025

Author(s): Alexandra Korcheva, Eva Slavova, Slavena Peneva,  
Alexandra Ivanova, Monika Koumanska, Farid Karimi, Petteri  
Karjalainen



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



## Prepared under contract from the European Commission

Grant agreement No. 101177807

HORIZON Research and Innovation Actions

Project acronym: **DeCrises**

Project full title: **EU Decarbonisation in Times of Crises: Exploring Social Innovations and Enhancing an Equitable Twin Transition**

Project duration: 1 April 2025 - 31 March 2028

Project coordinator: University of Jyväskylä (JYU)

Call: HORIZON-CL2-2024-DEMOCRACY-01

Deliverable title: Project branding and online presence

Deliverable n°: D6.1

WP responsible: WP6

Nature of the deliverable: R – Document, Report

Dissemination level: Public

Licence of use: CC0

Lead partner: Pensoft

Recommended citation: Korcheva, A., Slavova, E., Peneva, S., & Ivanova, A, Koumanska, M., Karimi, F., Karjalainen, P. (2025). ***Project branding and online presence***. DeCrises project deliverable D6.1

Due date of deliverable: Month 4

Actual submission date: Month 4

### Deliverable status:

| Version | Status | Date         | Author(s)                                                                                    |
|---------|--------|--------------|----------------------------------------------------------------------------------------------|
| 1.0     | Draft  | 21 July 2025 | Korcheva, A.; Slavova, E., Pensoft                                                           |
| 2.0     | Draft  | 30 July 2025 | Korcheva, A., Slavova, E., Karimi, F., Karjalainen, P.                                       |
| 3.0     | Final  | 31 July 2025 | Korcheva, A., Slavova, E., Peneva, S., Ivanova, I, Koumanska, M, Karimi, F., Karjalainen, P. |



## Table of contents

|                                  |    |
|----------------------------------|----|
| Key takeaway messages.....       | 4  |
| Executive summary .....          | 4  |
| List of abbreviations .....      | 5  |
| 1. Project logo .....            | 6  |
| 2. Brand manual .....            | 8  |
| 3. Promotional materials.....    | 9  |
| 3.1 Project brochure.....        | 9  |
| 3.2 Project sticker.....         | 10 |
| 3.3 Project roll-up banner.....  | 10 |
| 3.4 Social media templates ..... | 11 |
| 4. Website .....                 | 12 |
| 5. Social media accounts .....   | 14 |
| 6. Outlooks .....                | 15 |
| Annex.....                       | 15 |



## Key takeaway messages

- Deliverable 6.1 describes the rationale and creation of DeCrises' branding manual, website and starter pack of promotional tools which are essential for the project's future communication and dissemination.
- DeCrises' logo enables the easy identification of the project and ensures the successful representation of its aim and objectives;
- The project's brand manual provides partners with guidelines on how to apply DeCrises' visual identity, ensuring they have the available tools to create impactful and on-brand messages;
- DeCrises' promotional materials and branded social media profiles inform stakeholders about the project's objectives and main activities in a visually appealing and easily digestible manner;
- The project's website serves as the central communication and dissemination platform for DeCrises, providing easy access to its main information, latest news and available outputs.

## Executive summary

This deliverable presents the key communication tools and visual identity developed for the DeCrises project during its first four months. It includes the project logo, branding manual, website, and a set of promotional materials designed to support DeCrises' communication and outreach activities throughout its duration.

A distinctive logo was created to reflect the project's themes and partner input, serving as the cornerstone of DeCrises' visual identity. To ensure consistency in how the brand is used across the consortium, a branding manual and an instructional guideline for visual communications were developed. These guidelines outline the visual elements of the project and provide clear instructions for creating materials that are professional, coherent, and aligned with the project's identity.

Based on this visual identity, a first set of outreach materials was produced. These include a brochure, roll-up banner, project sticker, social media profiles and templates, and a project presentation template to support engagement at public events. Templates for internal and external documents were also created to help partners with reporting and dissemination.

The DeCrises website ([www.decrises.eu](http://www.decrises.eu)) was launched as a central platform to share project updates, results, and resources. It will remain available for at least five years after the project ends, ensuring long-term access to its outputs.

In addition, DeCrises has established profiles on LinkedIn and Instagram to promote news, events, and findings, and to engage with relevant audiences online. Other



## D6.1 Project branding and online presence

platforms may be added following the development of the project's upcoming communication and dissemination plan.

All materials are easily accessible to project partners via the DeCrises Microsoft Teams channel, supporting their use in future communication activities.

### List of abbreviations

EU European Union

EC European Commission

REDR Plan for Exploitation and Dissemination of Results



## 1. Project logo

DeCrises' logo was strategically designed to enable the easy identification of the project and to ensure the successful representation of its aims and objectives. It was created through a multistep co-design process involving all consortium members. The logo's colour scheme was carefully selected to bring up associations relevant to the project and to be aligned with the branding requirements and colour scheme of the coordinating institution of the project. Blue was chosen for its relation to both policymaking and the EU's signature blue colour, but also as a colour often presenting policy-related output. Red/orange was selected not only to align with the coordinating institution's branding, but also to provide an analogue for the accelerated pace of technological change, transformational pressure for twin transitions, and signalling alertness, action and attention, indicating that the project addresses highly relevant topics for the efficient handling of crises. The combination of the two colours in the DeCrises logo aims to support the overall impression of the project's aims to enhance democratic governance in times of crises.

The shape of the logo indicates interdependence as a central theme in governance and twin transitions (circular shape of the logo), and technology as the foundation of efficient twin transitions (elements).

As part of the co-design process, partners were surveyed about a variety of project logos developed for DeCrises, each of which represented a particular aspect of the project. Based on the partners' opinions, and after voting by all project partners, WP6 designed the final version of the DeCrises logo (Figure 1).



**Figure 1: DeCrises logo (vertical version)**



In order to enable the seamless placing of the logo in different types of materials, it was developed in three main versions: vertical (Figure 1), horizontal (Figure 2), and only the symbol without text (Figure 3), and a corresponding black and white version of each (example of which is displayed in Figure 4).



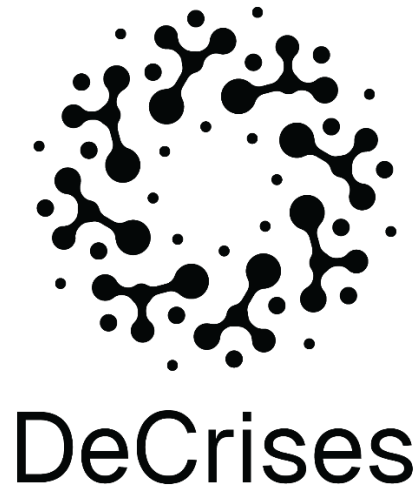
**Figure 2: DeCrises logo (horizontal version)**



**Figure 3: DeCrises logo (symbol only)**

Additionally, each of the two main versions and the stand-alone symbol is available under two additional colour schemes (only black or only white, Figure 4), amounting to a total of 9 logo options, providing the opportunity for a rich variety and in the creation of project promotional materials in a visually consistent manner.

The DeCrises logo represents the basis of all further promotional materials, as well as the project's website and social media accounts, thus ensuring consistent branding across all communication and dissemination tools and channels.



**Figure 4: DeCrises logo (monochrome version, vertical black)**

Additionally, the project's logo (Figure 1) was used as a basis for the initial project promotional sticker, presenting a simple and effective mechanism for building project awareness.

## 2. Brand manual

The purpose of DeCrises' brand manual is to inform partners and the general public about DeCrises through the combination of its central elements represented in a visually appealing way. It sets the tone for the project's future outreach activities and illustrates how to create materials which efficiently promote the project's mission and results. It aims to guarantee that consortium partners can easily and consistently apply the project's visual identity and ensures they have at their disposal the available tools to create impactful messages in a brand coherent manner. The manual safeguards the project's visual identity by serving as a reference point for the production of future materials, such as presentations, internal and external project documents, promotional materials and others. It provides instructions for the proper use of DeCrises' logo based on a number of possible scenarios. It also describes the project's colour palette and typography, as well as includes guidelines on the type of photography and iconography which should be used when representing DeCrises.

The DeCrises brand manual is enclosed in Annex 1 of this deliverable. The project brand manual is to be also updated with new elements upon the development of the project itself, thus ensuring a wide variety of elements and features to support the communication and dissemination of project results.



## D6.1 Project branding and online presence

### 3. Promotional materials

#### 3.1 Project brochure

A project brochure which outlines DeCrises' main information, objectives, mission and vision was prepared at the beginning of the project's duration. This promotional material aims to serve as an introductory promotional material for awareness raising and gaining stakeholder interest in the project. The promotional brochure aims to enable project members to take advantage of the start of the project and give a push to DeCrises' initial awareness-raising stage.



Figure 5: DeCrises promotional brochure (foldable)

The format of the DeCrises brochure is a foldable promotional material which is much more compact and easier to handle compared to other traditional promotional material formats, such as A4 one-pagers. Apart from the main information and the tailored DeCrises infographic explaining the structure and objectives of the project, the brochure



also features the main channels for communication with which audiences should engage, as well as the project QR code leading up to the project website.

The promotional brochure's role in DeCrises promotional materials is one of the initial promotional material, setting the scene for project awareness raising, as well as the following promotional materials that are going to focus on concrete project results at a later stage of the project.

### 3.2 Project sticker

The project sticker was created at the very beginning of the project and delivered to project partners at the kick-off meeting of the project. The sticker is a compact and interactive promotional material offering rapid awareness raising about the project and referring to the project website. The project sticker comprises a stylised version of the project logo. The sticker follows the latest trends in this type of promotional materials, drawing the attention of the audience with its unconventional shape.



**Figure 6: DeCrises project sticker**

### 3.3 Project roll-up banner

A dedicated project roll-up banner was developed to complement the initial project promotional materials starter pack. This type of promotional material is widely applicable in the context of different events, ensuring an engaging visual element conveying the key messages of the project in a concise and attractive manner.

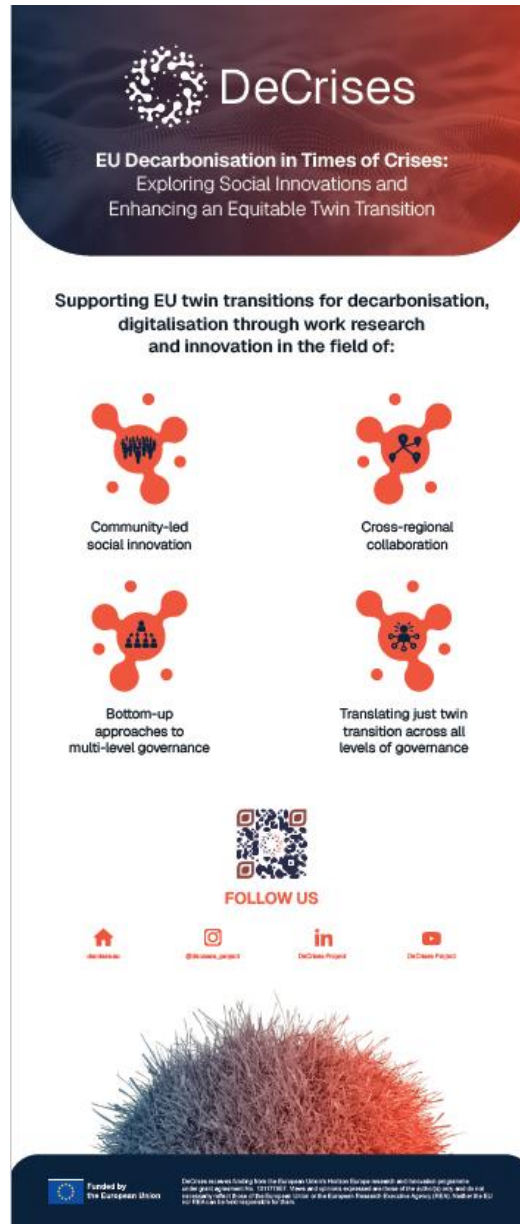
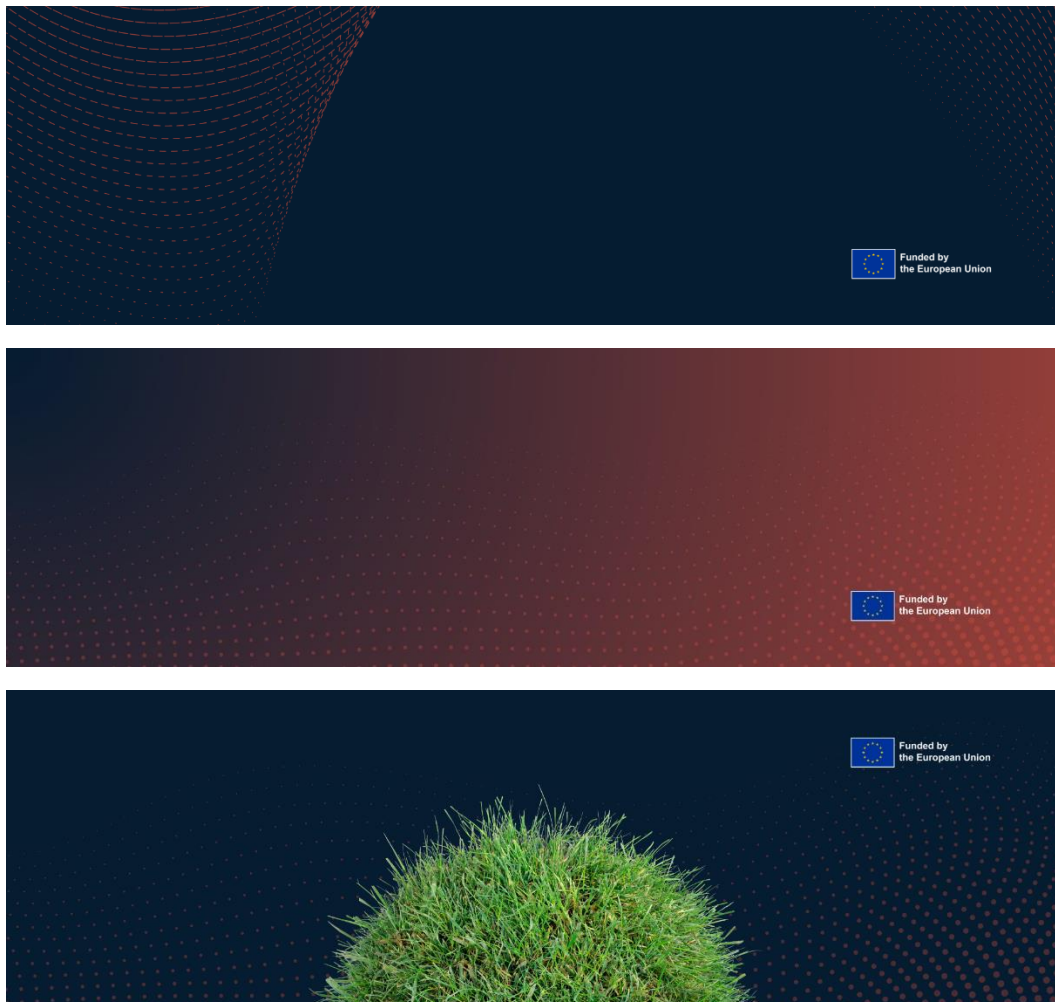


Figure 7: DeCrises roll-up banner

### 3.4 Social media templates

In order to enable partners to announce DeCrises' beginning on their social media channels, WP6 provided the consortium with three versions of a social media profile banner. The banner features the project logo and the required EU funding statement, providing the opportunity for customisation of the personal and professional profiles on social media of the partners.



**Figure 8: DeCrises social media banners**

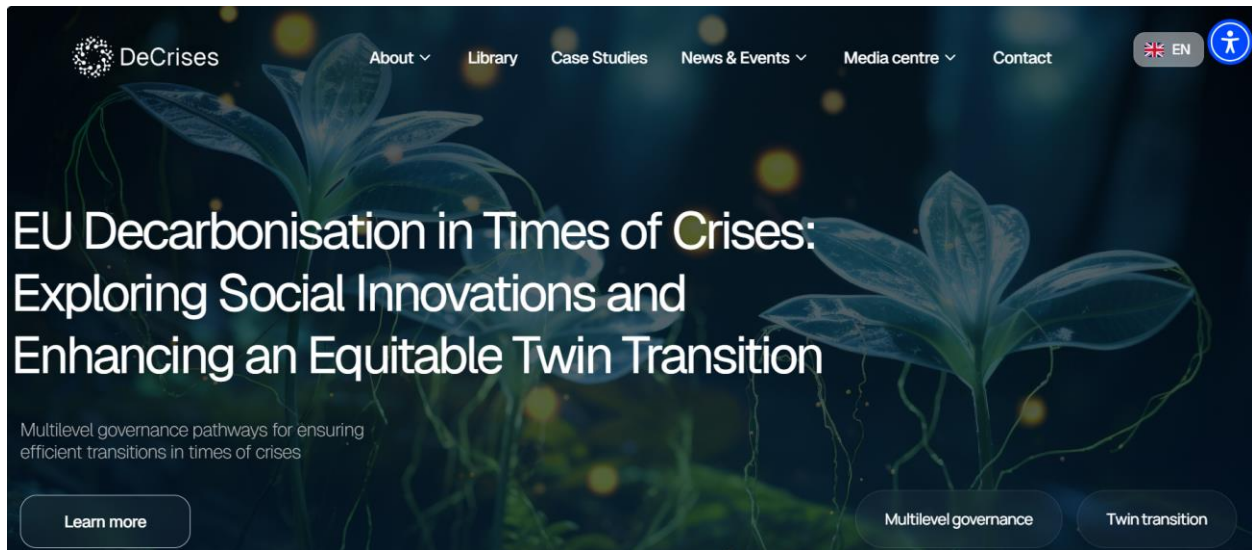
In addition, at the initial phase of the project, tailored introductory campaigns on social media have featured designed visualisations of project partner institutions in the project brand colours. Furthermore, the branded campaign visual elements also are made available at the disposal of partners on the project shared space.

## 4. Website

DeCrises' official website ([www.decrises.eu](http://www.decrises.eu)) was designed as a one-stop-shop where interested users and stakeholders can find all the available project materials and information in a single, convenient, and easily accessible place. Its goal is to serve as the main communication and dissemination tool of the project, making DeCrises' ongoing progress, latest news, relevant events, public deliverables, promotional materials and scientific publications available to all stakeholders and the general public.



The website's visual look reflects the project's logo and visual identity, incorporating also a colour scheme that is relevant to both the EU and the coordinator institution's main brand colours. Its structure is built in a way that facilitates the user's experience on the website, providing it with clear cues on where and how to find each material. Lastly, the website's content was selected in a way that places DeCrises' results in the spotlight, clearly showing what the project is doing and how it will benefit relevant stakeholders.



**Figure 9: DeCrises website front page banner**

The website contains several different sections – Homepage, About, Library, Case Studies, News and Events, Media Centre and Contact. The Homepage briefly presents the project's main goal, provides access to its expected results and highlights the latest project news, along with embedded newsletter subscription opportunity and links to social media channels. The separate sections of the website consist of relevant subsections and present the overall goals of the project and the respective means through which interested parties can get engaged with DeCrises. The website is available in both desktop and mobile versions.

Special attention is provided to the DeCrises case studies, with a dedicated webpage featuring an interactive map of the case studies, and summaries of each case study.

The DeCrises project website has taken into account the necessary conditions for securing personal data in accordance with the EU regulations on data protection. Also, an accessibility policy and accessibility tool have been implemented to the website, as well as translation into several languages (the national languages of the project partners French and Spanish), thus ensuring a wider reach and support towards multi-lingual audiences. The initial DeCrises translation into national languages is provided through the utilisation of an automatic translation tool, but the latter is to be replaced in the

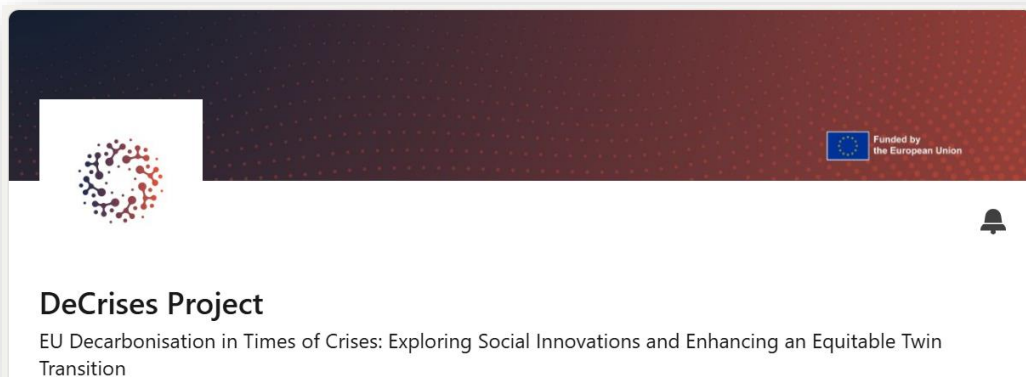


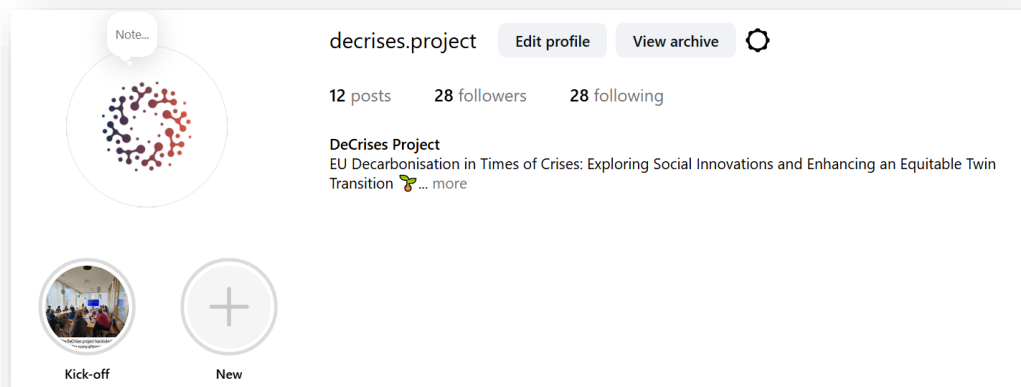
upcoming months by customized translations of the main content of the project website proofread by native speakers with the related language skills with the support of the project partners. The customised translation is to be provided for the fundamental and permanent content of the project website. New permanent content on the website is to be translated and approved by native speakers as well. Regular content publishing (such as news articles) is to be in a single language, the latter being clearly indicated for each content piece.

## 5. Social media accounts

Project profiles were created on LinkedIn, Instagram and YouTube in order to increase the project's visibility and raise awareness about DeCrises. These will be used to share the project's latest news, activities and results. The two profiles were created to reflect the project's visual identity and thus ensure a branded presence of the project on these two social media platforms. The logo is used as a profile icon and the header consists of the project's name and EU logo placed on a background that reflects the project's visual identity and containing the necessary funding statement.

The social media handles of DeCrises are as follows: for LinkedIn and YouTube – DeCrises Project; for Instagram - @decrises.project. These handles are duly enlisted on all project communication channels, including the project website, promotional brochure and roll-up banner.





**Figure 10: DeCrises social media account profiles**

Based upon the established stakeholder groups within the project's Plan for Exploitation and Dissemination of Results (REDR), additional social media profiles and project channels might be created in order to meet the needs of stakeholder engagement.

## 6. Outlooks

To ensure the project's materials and tools evolve with DeCrises, WP6 will continue to create new promotional materials, such as poster, infographics and videos. Additional materials strengthening the project's visual communication will be designed on demand when the project has made important progress, when key project results become available and when the project is highly disseminated at an event. Such strategic decisions about DeCrises' awareness raising will be thoroughly described in D6.2 Plan for Exploitation and Dissemination of Results (REDR). Lastly, WP6 will update the project website on a regular basis by providing new information about its latest results and by building new pages if needed.

## Annex

### DeCrises Initial Brand Guidelines



DeCrises

# BRAND GUIDELINES

# TABLE OF CONTENTS

|            |    |
|------------|----|
| LOGO       | 02 |
| COLORS     | 07 |
| TYPOGRAPHY | 09 |

LOGO



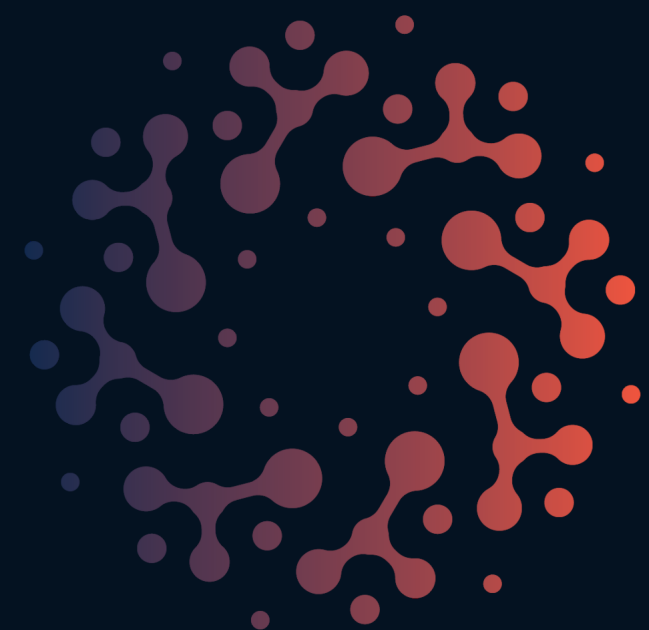
# LOGO USAGE

Do not alter the logo



Do not place the dark logo on dark backgrounds





DeCrises



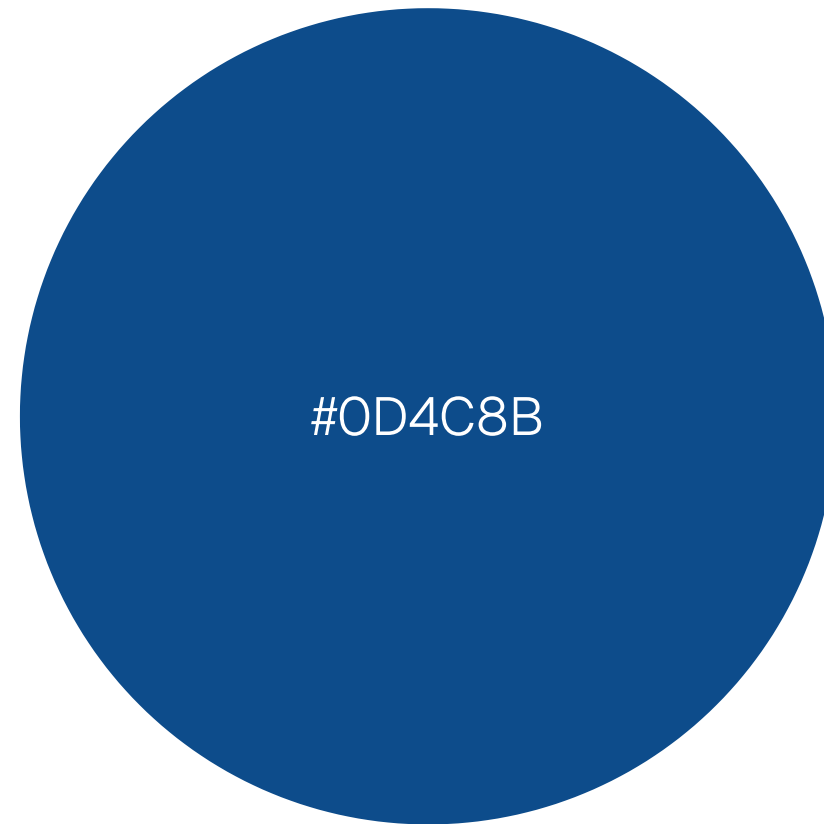
DeCrises



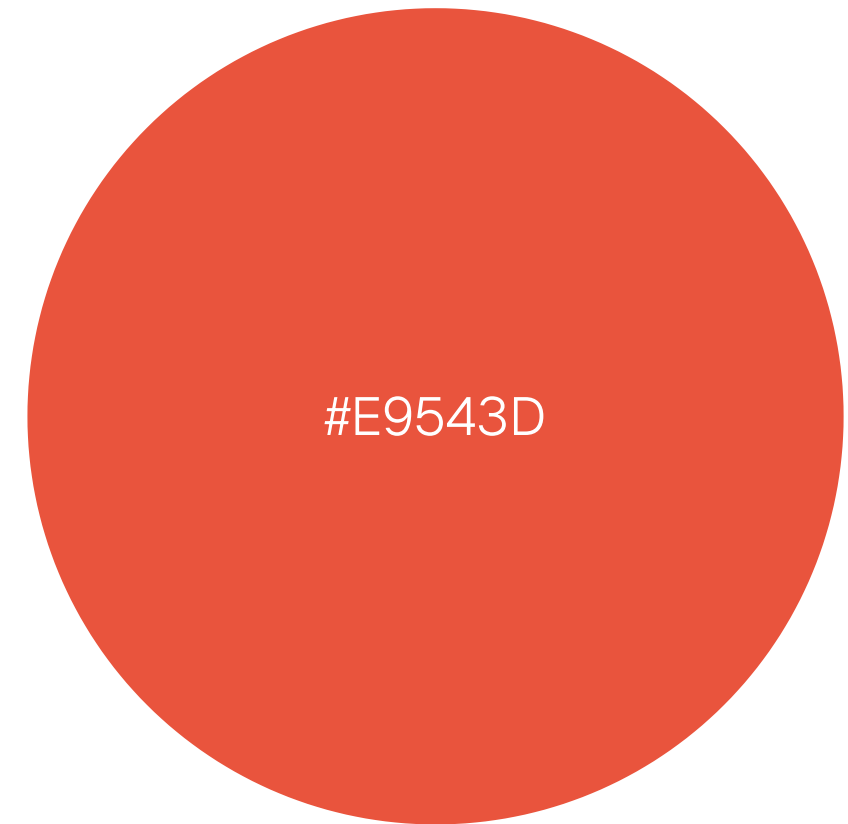
COLORS



RGB 5, 29, 50  
CMYK 90%, 42%, 0%, 80%



RGB 13, 76, 139  
CMYK 91%, 45%, 0%, 45%



RGB 233, 84, 61  
CMYK 0%, 64%, 74%, 9%

**TYPGRAPHY**

## Geist

Light

Aa

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

Medium

Aa

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

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

Semibold

Aa

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