



## **D5.6 LAFERIA brand manual and website**

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## D5.6 LAFERIA Brand manual and website

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## D5.6 LAFERIA Brand manual and website

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## Table of Contents

<b>1</b>	<b>Preface</b>	<b>5</b>
<b>2</b>	<b>List of abbreviations</b>	<b>5</b>
<b>3</b>	<b>Key takeaway messages</b>	<b>5</b>
<b>4</b>	<b>Summary</b>	<b>6</b>
<b>5</b>	<b>Brand manual</b>	<b>6</b>
5.1	Logo	7
5.2	Colours and fonts	8
5.3	Visuals	9
<b>6</b>	<b>Promotional materials</b>	<b>9</b>
6.1	PowerPoint presentation template	9
6.2	Brochure	10
6.3	Roll-up banner	11
6.4	Document templates	12
6.5	Virtual background	13
6.6	Stickers	14
6.7	QR code	15
6.8	Social media header	16
<b>7</b>	<b>Website</b>	<b>17</b>
7.1	Current structure	17
7.2	Future updates	25
<b>8</b>	<b>Social Media channels</b>	<b>26</b>
<b>9</b>	<b>Outlook</b>	<b>27</b>
<b>10</b>	<b>Annex 1 - Brand manual</b>	<b>28</b>

## D5.6 LAFERIA Brand manual and website

### 1 Preface

This document is Deliverable 5.6 of the LAFERIA project, funded under the European Union's Horizon Europe's Research and Innovation Action under grant agreement No. 101181492.

The purpose of this document is to present the LAFERIA brand manual and website, aiming to establish the project's visual identity, ensuring coherent, and recognisable communication throughout the project's lifespan. One of the core objectives of work package 5 is to ensure that the project's activities are not only visible, but also easily understandable to a wide audience. In order to do so, Pensoft has developed a series of promotional materials, and a project website tailor-built for the needs and expected outcomes of the project.

### 2 List of abbreviations

D5.6	Deliverable 5.6
M	Month
EU	European Union
WP	Work package
CD	Communication and dissemination
PowerPoint	PPT

### 3 Key takeaway messages

- D5.6 Brand manual and website consists of the planning and the creation of LAFERIA's visual identity, promotional materials, and social media channels, all of which are key in the active communication of the project and its results.
- LAFERIA's brand manual serves as a guide into the visual identity of the project, including a project logo, typography, colour palette, and visuals, all of which are to be used for branding purposes.
- The initial pack of promotional materials includes several versions of the logo, a roll-up banner, project brochure, virtual background for meetings, social media header, QR-codes leading to the project's Linktree, and document templates (for Deliverables, and Milestones).
- The deliverable also presents LAFERIA's website which is a fundamental step in the communication of the project. The website will not only serve as hosting project materials, but also function as a showcase of the project's activities, including news, events, multimedia, and publications.

### 4 Summary

LAFERIA's mission is to support the EU's target for 10% coverage by high-diversity landscape features in agricultural areas across the European Union, in line with the Biodiversity Strategy for 2030. The project will do so by creating recommendations on how to promote the reintroduction of landscape features for various target groups, such as policy-makers and farmers.

One of the main objectives of WP5 "Stakeholder engagement, co-creation, and social transformation tools" is to ensure that LAFERIA has a recognisable visual identity and an effective uptake of project results. In this context, Pensoft Publishers has produced a set of communication and dissemination tools and materials, including a brand book (to ensure the consistency of the project's visual identity), various promotional materials, and a project website. The following report outlines these tools, detailing their use, and planned integration into the project's communication and dissemination strategy. The report presents materials that have been developed until the present moment (M6), acknowledging that as the project progresses new materials will be developed to adapt and best support LAFERIA's communication, and dissemination (CD) needs.

### 5 Brand manual

LAFERIA's brand manual is a visual identity guide containing all essential information and guidelines for the creation and use of LAFERIA-related visual materials. It serves as a reference point for all project partners, aiming to support them in the creation of any project-related visual materials, and ensuring a consistent and continuous presentation of the project outputs, including project deliverables, presentations, documents, and promotional materials. The brand manual includes versions of visual elements adapted for contrast with light and dark backgrounds, and a monochromatic version of LAFERIA's visual identity. The manual includes guidelines for the use of fonts, and colour palettes, as well as guidelines for the use of the funding statements.

The visual identity of the project has been communicated to all project partners, and is available to download in the project's designated [SharePoint](#), as well as in the website's internal repository, both of which are used for internal communication between consortium members.

LAFERIA's brand manual can be found in Annex 1 of this Deliverable.

## D5.6 LAFERIA Brand manual and website

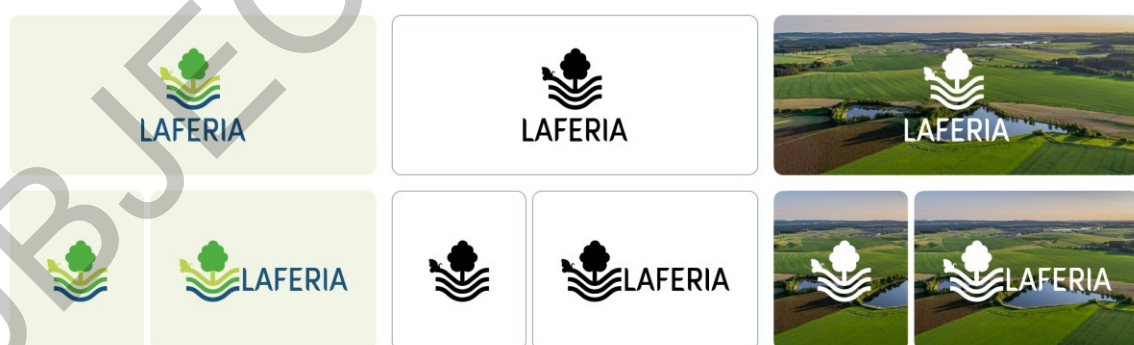
### 5.1 Logo

LAFERIA's logo (Fig.1) was designed in M1 of the project. During the project's online kick-off in January 2025, the consortium took part in an interactive activity involving a Word Cloud, where participants could provide input for visual elements, and colours that they would like to see in the logo. The current LAFERIA logo was selected through a majority vote from all partners.

The brand manual provides the logo in a colour version, as well as a monochromatic white one, which can be used against darker backgrounds, in order to have sufficient contrast, and visibility. The manual also indicates the correct use of the logo (e.g. white version against a darker background, coloured version against a white background, and reminding the user not to stretch or alter the logo's dimensions).

The visual elements of the logo have been carefully curated. Considering LAFERIA's area of work (the reintroduction of landscape features in agricultural areas) the logo presents a tree (one type of LF), three curved lines representing a body of water (another type of LF), as well as a butterfly, which is there to signal that the reintroduction of LF leads to a boost in biodiversity, providing habitats for animals. The three curved lines are also used to symbolise the project's three building blocks outlined in the grant agreement (environmental sciences, social sciences, strategy development).

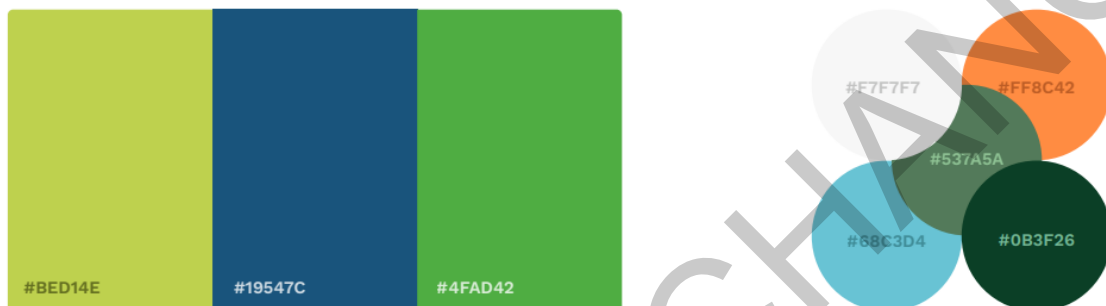
#### THE LOGO



**Figure 1:** LAFERIA's logo

### 5.2 Colours and fonts

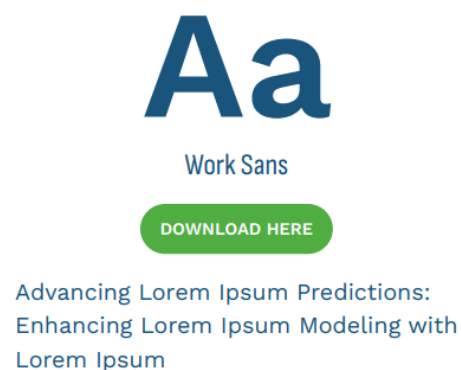
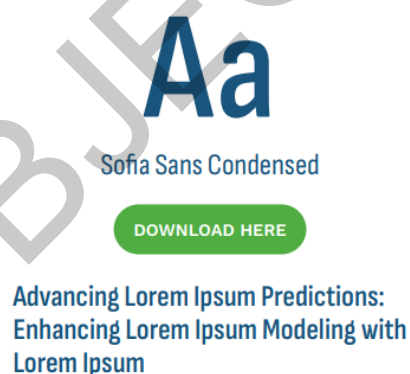
LAFERIA's brand manual introduces the project's three primary colours, used in the logo (and once again relating to the three main building blocks). The manual also presents five secondary colours, used only in the website and promotional materials. HEX codes for all colours are provided, so that partners can be secure in their use.



**Figure 2:** LAFERIA's primary and secondary colours

The brand manual also outlines the project's chosen typography, presenting a font for headings, and a font for body text. Both fonts can be downloaded directly from the manual.

- Sofia Sans Condensed: to be used for headings
- Work Sans: to be used for body text



**Figure 3:** LAFERIA's fonts



## D5.6 LAFERIA Brand manual and website

### 5.3 Visuals

The brand manual also offers a section titled “Visuals”, where consortium members can download relevant to LAFERIA images, should they need them for presentations or any other visual material.

#### VISUALS

DOWNLOAD HERE



**Figure 4:** LAFERIA Visuals

## 6 Promotional materials

A key component of the project’s communication responsibilities is making project information easily accessible and digestible to all audiences. Therefore, initial promotional materials whose objective is to introduce LAFERIA to a wider audience have been created. These materials are available online for digital use, both in the project’s SharePoint internal repository, and directly on the project’s website. They can also be printed on demand, and distributed amongst partners, to ensure their use at external, as well as project-related events, such as conferences, seminars, workshops, etc. All materials have been developed with the approval and oversight of the coordination team before being shared with the rest of the consortium.

### 6.1 PowerPoint presentation template

WP5 also produced a designated LAFERIA PowerPoint (PPT) presentation template, which is currently available on SharePoint, and will be made available on the Internal Repository. The intention of the PPT template is to ensure that when all project partners lead project-related presentations at

## D5.6 LAFERIA Brand manual and website

events, external or internal, they stay in line with the project's visual identity, further familiarising external parties with it.



**Figure 5:** LAFERIA's PowerPoint presentation template

### 6.2 Brochure

Staying consistent with the project's visual identity presented in the brand manual, a brochure was created with the aim of summarising the mission and main objectives of the project. The brochure will be distributed at various conferences, workshops, and meetings, and will be made available for download in the [Media Centre](#) section of the website.



**Figure 6:** LAFERIA brochure

### 6.3 Roll-up banner

LAFERIA's roll-up banner (Fig.7) was developed in order to assert and enrich the project's presence at conferences, meetings, and stakeholder events. It is a largely visual material, with some short text presenting the project briefly. The three aforementioned building blocks are also represented. The lines between the blocks have been blurred in order to visually suggest their interconnectedness. The project partners' logos are at the bottom of the banner, as well as a QR code leading to LAFERIA's Linktree.



**Figure 7:** LAFERIA roll-up banner

### 6.4 Document templates

To ensure consistency in presenting project outputs beyond just promotional materials, LAFERIA has developed project-themed document templates (Fig.8), available for use by all partners. These include a Deliverables and Milestones template respectively, each crafted to meet the requirements of such a document. The templates each incorporate LAFERIA's logos, colour palette, typography, and symbols, ensuring consistent representation of the project across all areas.

## D5.6 LAFERIA Brand manual and website



**Fig 8:** LAFERIA document templates

### 6.5 Virtual background

As progressively more and more events take place online in the form of webinars, or alternatively, events are led in a hybrid format, allowing for speakers to attend from a distance, LAFERIA has created a virtual background for online meetings (Fig. 9). This background can be used by all partners for internal, and external meetings alike.



**Figure 9:** LAFERIA virtual background

### 6.6 Stickers

Providing project stickers which can be disseminated at all kinds of events has proven to be an effective approach, reaching a wide and diverse audience. A sticker with the LAFERIA logo has been developed (Fig. 10), and already distributed amongst partners during the kick-off meeting in February 2025, as well as several other external project meetings with relevant subject matter. The sticker also provides the domain of the website.



**Figure 10:** LAFERIA sticker

### 6.7 QR code

LAFERIA's QR codes (Fig. 11) offer access to all LAFERIA online spaces, such as the project website and the project's social media channels, with one quick step: scanning the tailor-made code via a mobile device. This makes the project's main online communication channels quickly accessible from any place. The QR code is a standard feature adapted into all communication materials.





**Figure 11:** LAFERIA QR codes

## 6.8 Social media header

In order to ensure that the project is recognisable, a social media header (Fig.12) has been produced for the project's social media channels, Bluesky and LinkedIn.





**Figure 12:** LAFERIA social media header

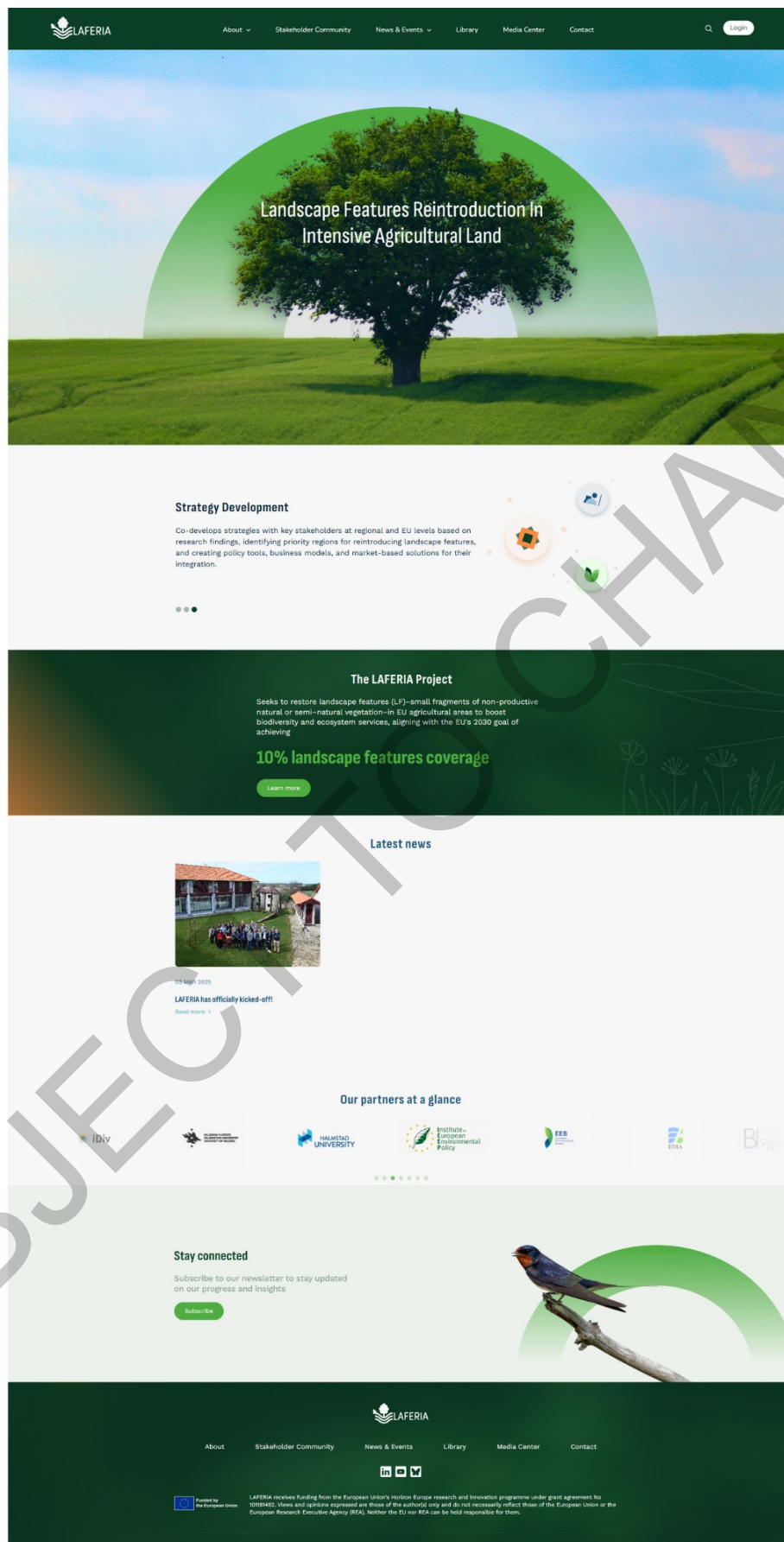
## 7 Website

LAFERIA's official project website ([www.laferia-project.eu](http://www.laferia-project.eu)) acts as a centralised hub for all project materials, activities, developments, goals, results, and outputs. Maintained by WP5, the website is kept up-to-date on LAFERIA news, to ensure that all audiences have an informed, and comprehensive overview, encouraging continued interest. In line with the brand manual guidelines, the website features a user-friendly interface with intuitive navigation. The footer includes links to LAFERIA's social media profiles, a newsletter subscription form, and selected website pages. The website's media centre also offers access to the project's promotional materials, logo, and brand manual.

### 7.1 Current structure

LAFERIA's **homepage** (Fig.13) includes introductory information about the project's mission, its three building blocks, and a section disclosing the latest news.

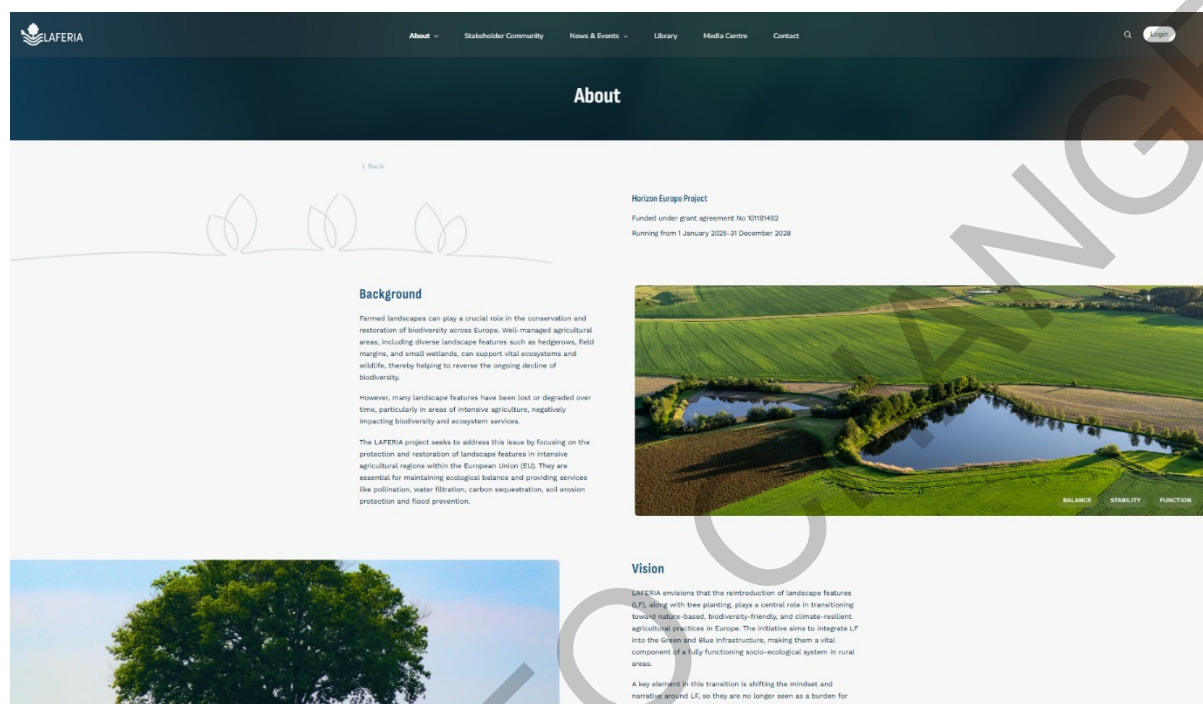
## D5.6 LAFERIA Brand manual and website



**Figure 13:** Homepage of LAFERIA's website

## D5.6 LAFERIA Brand manual and website

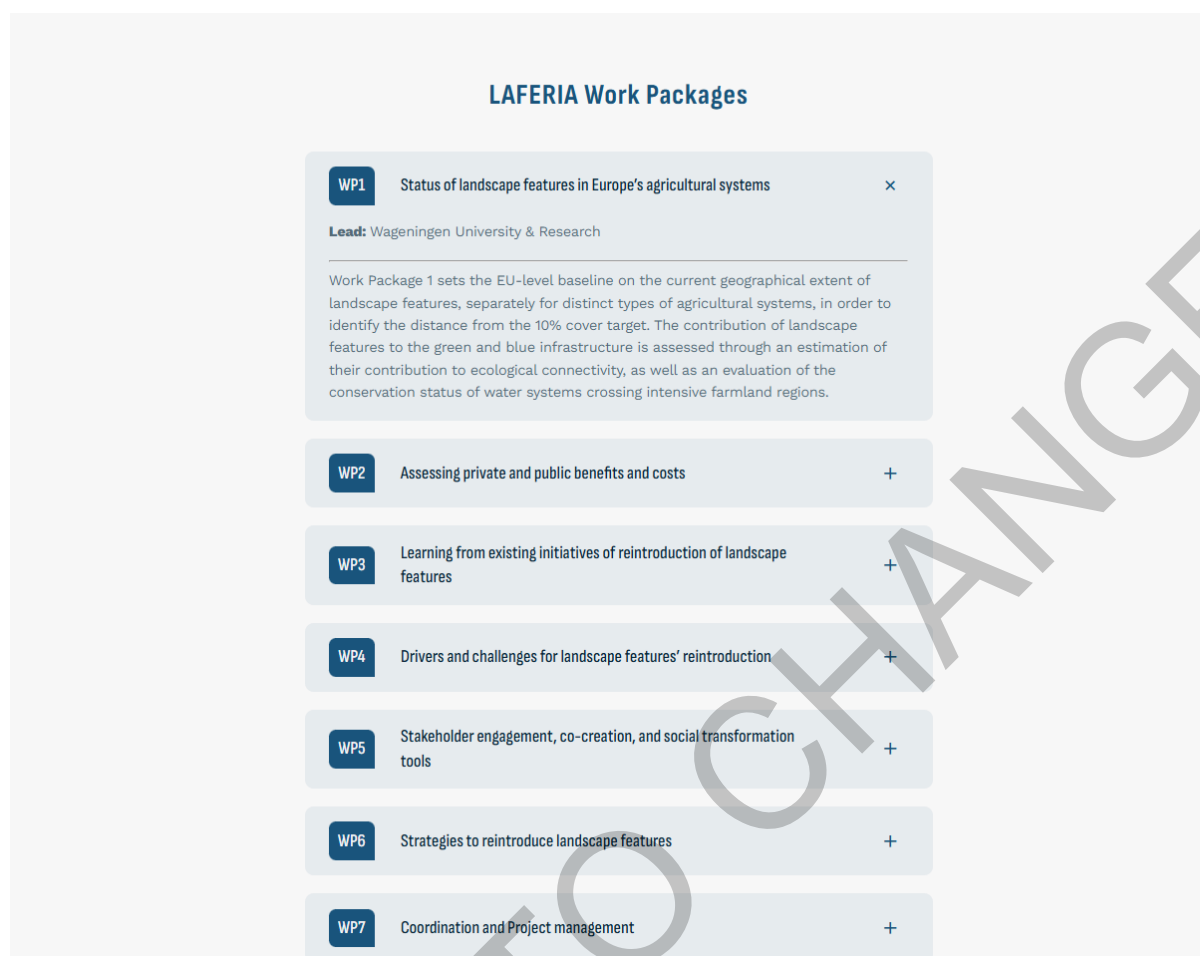
The **About** section is separated into several sections. It opens by presenting LAFERIA's 'Vision', 'Background', and 'Objective' (Fig. 14). Later on, the project's specific objectives are showcased (Fig. 15), followed by a list of all the work packages (Fig. 16).



**Figure 14:** LAFERIA About page: Background, Vision, Objective



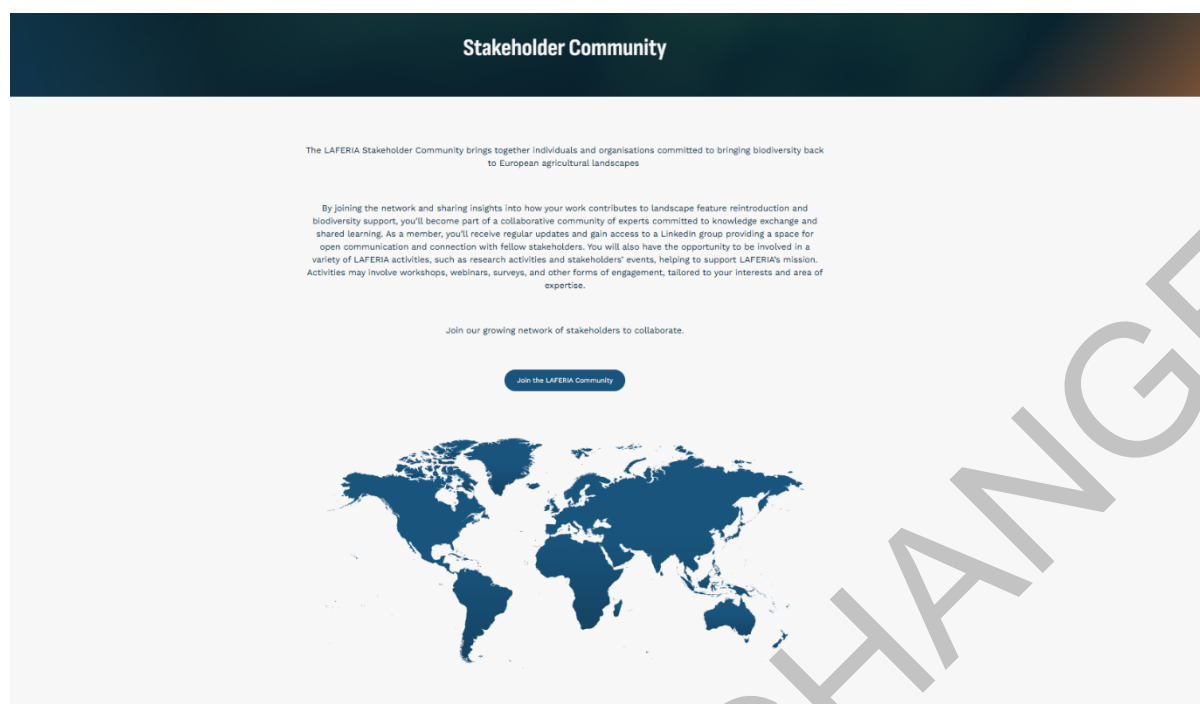
**Figure 15:** LAFERIA About page: Specific objectives



**Figure 16:** LAFERIA About page: Work packages

LAFERIA's Stakeholder Community page, once fully functional, will provide an overview of LAFERIA's stakeholders. The page provides a short introduction to what it means to be a part of LAFERIA's Stakeholder community. This is accompanied by a world map which will be coloured according to the regions where LAFERIA has stakeholders, providing information on their numbers, as well as the individual stakeholders (organisation, and country).

## D5.6 LAFERIA Brand manual and website



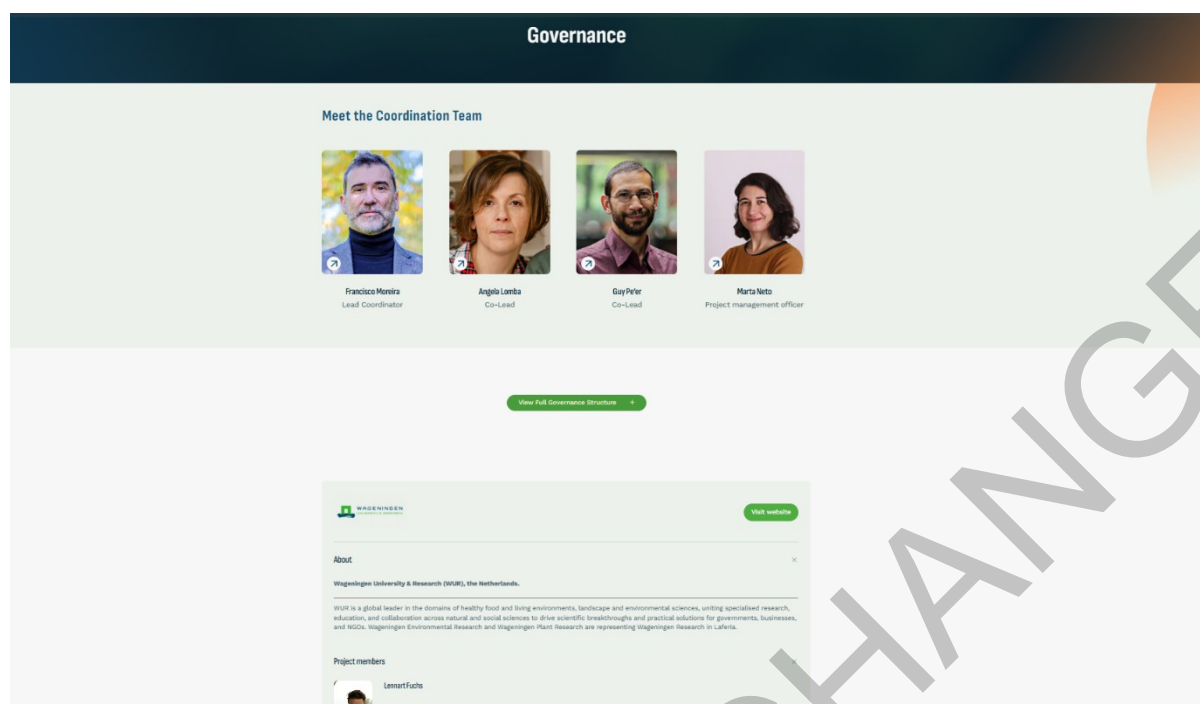
**Figure 17:** LAFERIA's stakeholder community page

The **LAFERIA Governance** page, available in the "About" drop-down menu, provides an overview of the entire LAFERIA consortium, including governance bodies such as the project's coordination team, executive committee, and general assembly.

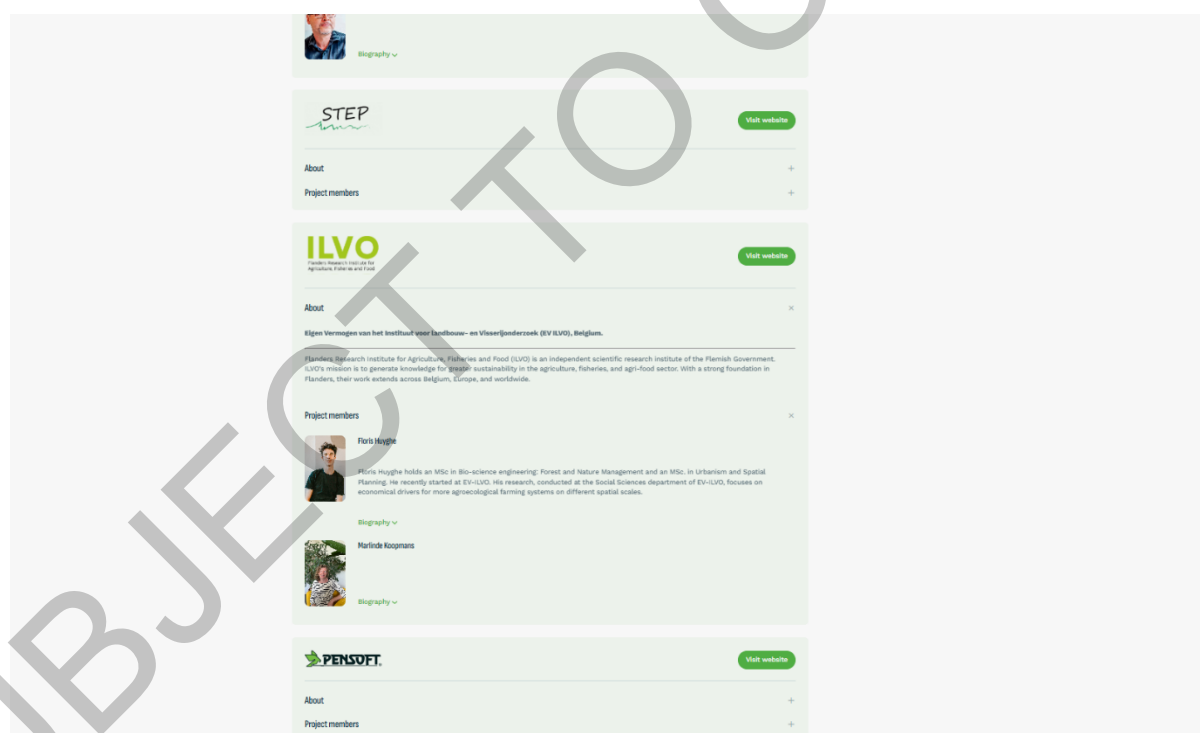
Each partner organisation is listed here with a brief description, and a link to its official website. When expanded, individual profiles of each member are also available, including a photograph and a short biography.

At a later stage, a "Strategic Advisory Board" page providing profiles for the members of LAFERIA's Strategic Advisory Board will also be available in the "About" drop-down menu.

## D5.6 LAFERIA Brand manual and website



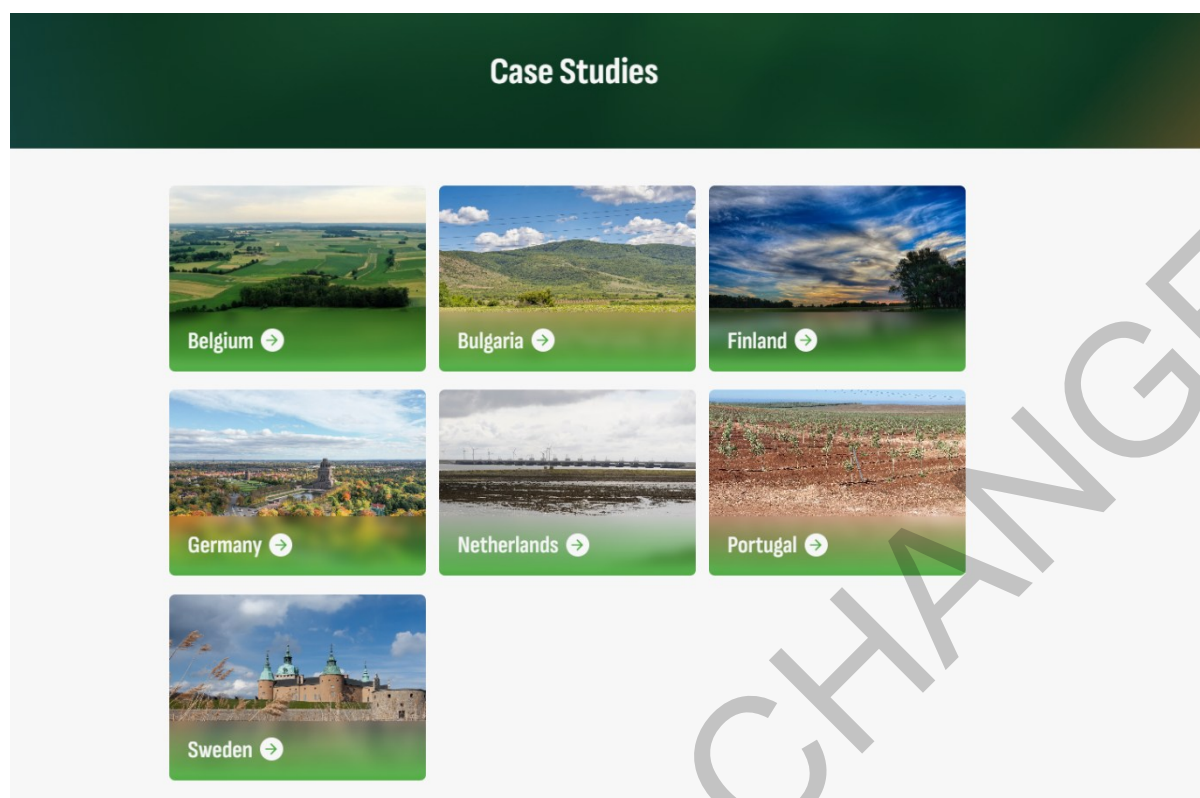
**Figure 18:** LAFERIA Governance page



**Figure 19:** LAFERIA governance page

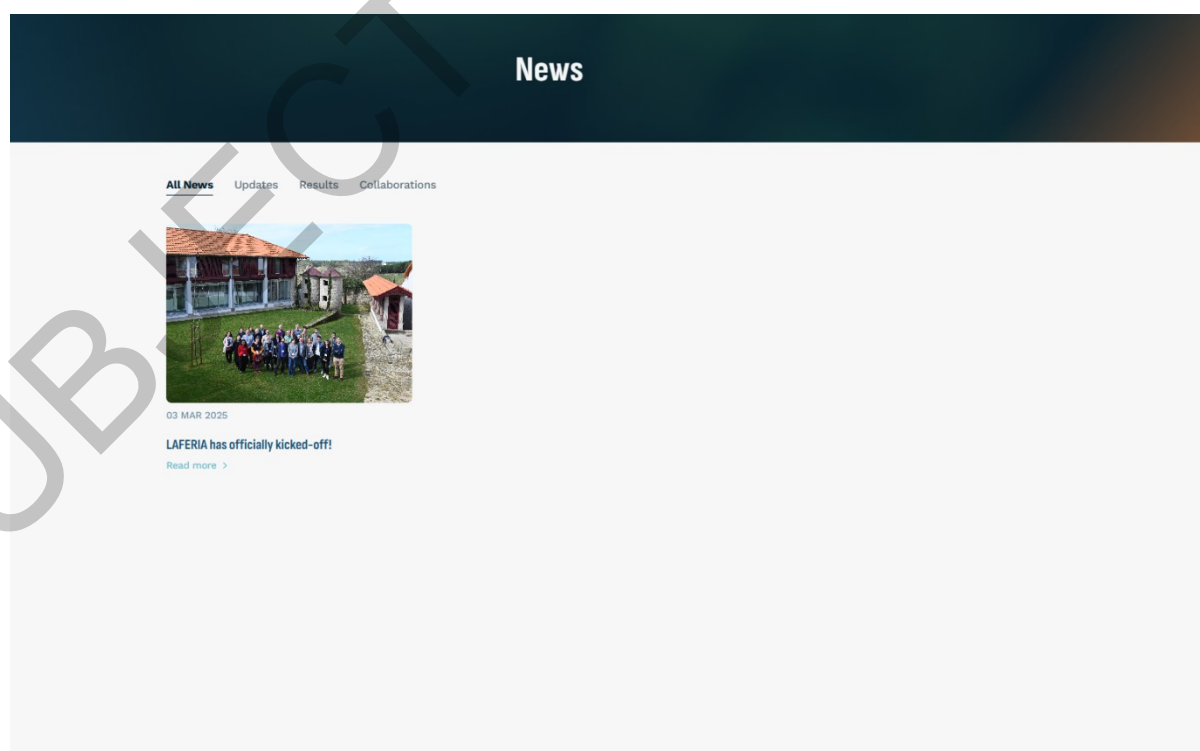
The **LAFERIA Case Studies page**, available in the “About” drop-down menu, provides an overview of LAFERIA’s case studies. Each case study leads to its own individual page, which will be updated accordingly to its development, and progress.



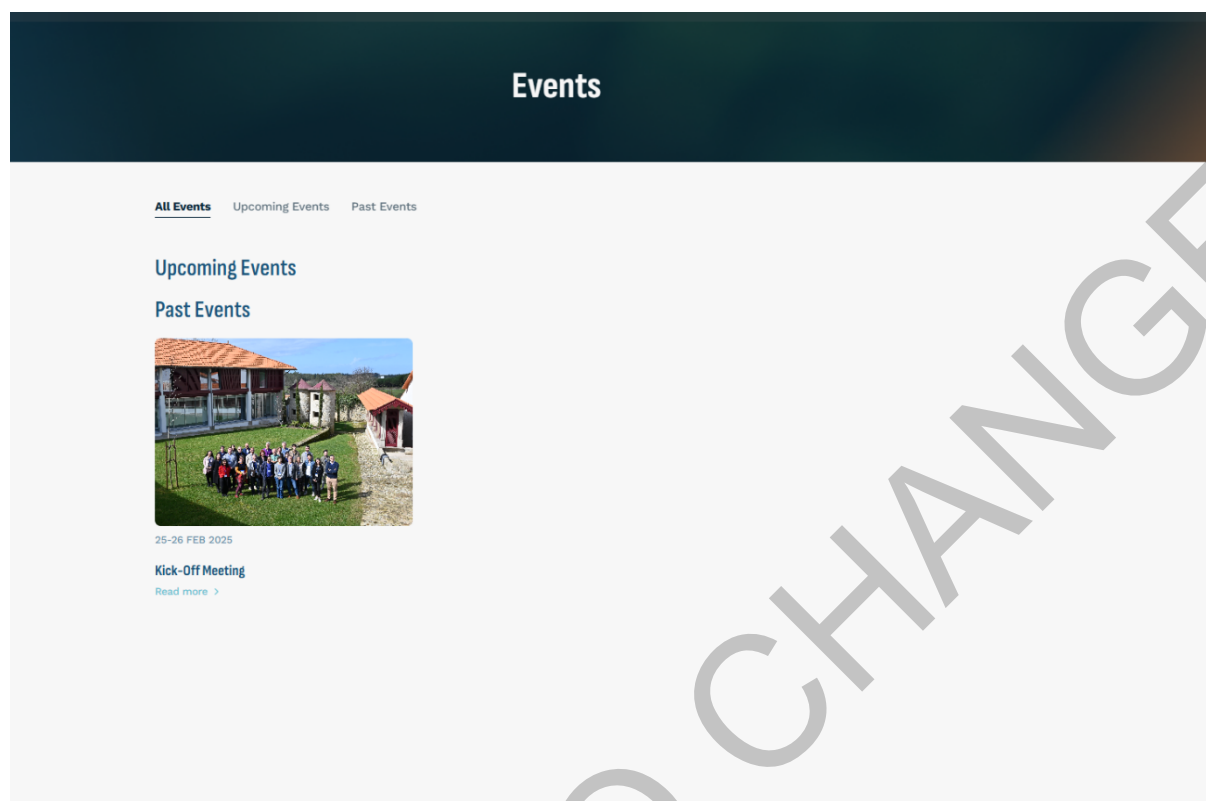


**Figure 20:** LAFERIA case studies page

The **News & Events** drop-down menu provides access to two separate pages – news, and events. Each page will feature the latest LAFERIA-related news, and events, as well as, occasionally, external events that are thematically linked to LAFERIA’s mission.

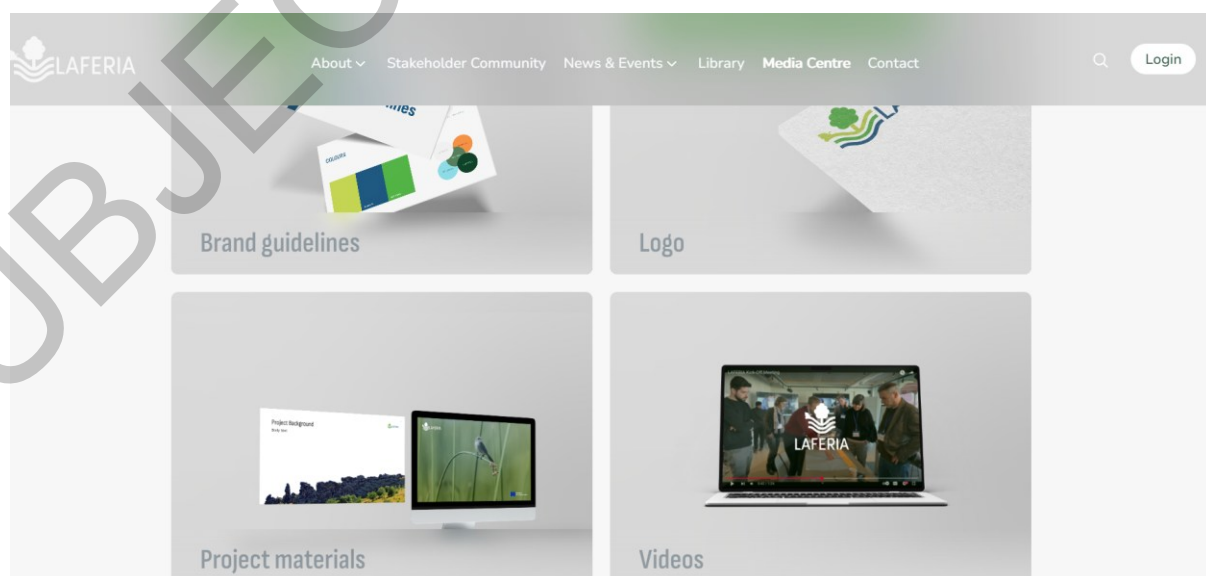


**Figure 21:** LAFERIA News page



**Figure 22:** LAFERIA events page

LAFERIA's **Library** provides access to all LAFERIA publications, whilst the **Media Centre** hosts LAFERIA's logo, brand manual, videos, podcasts, and other promotional project materials (such as the brochure, and roll-up banner) which are accessible, and downloadable where applicable. The podcasts section is currently not visible, as no podcasts have been created yet, but will become active once the first podcast episode is available.

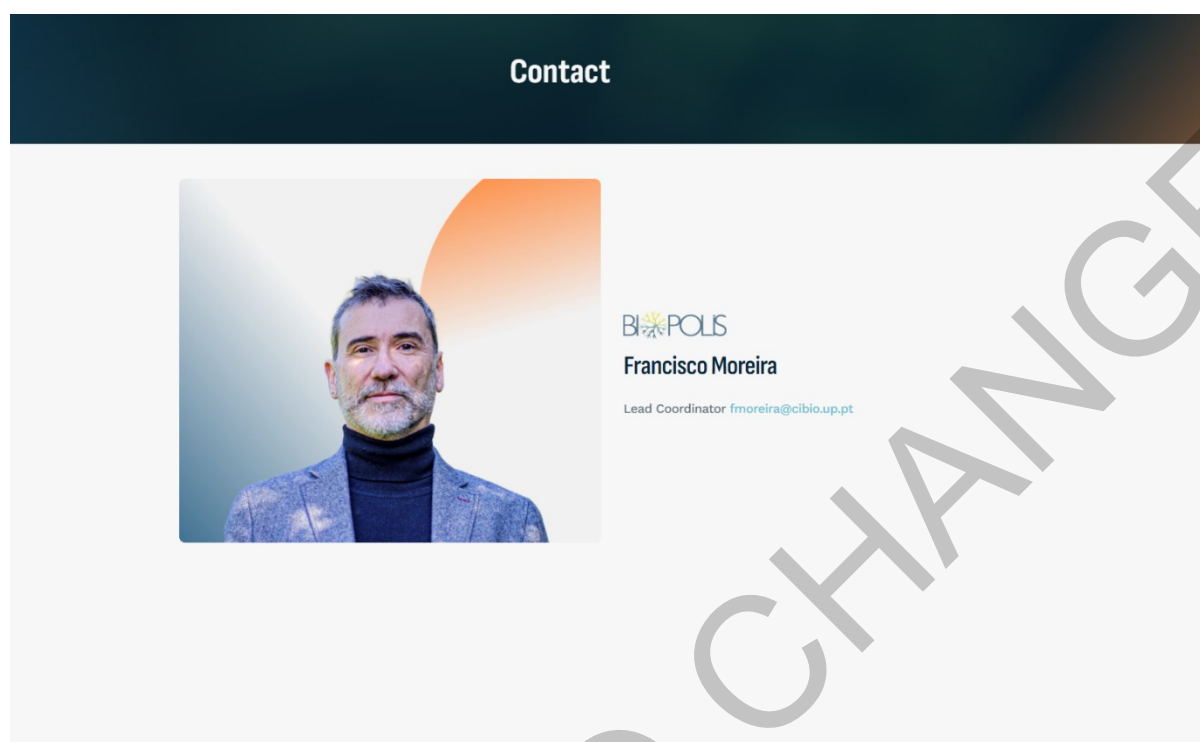


**Figure 23:** LAFERIA media centre



## D5.6 LAFERIA Brand manual and website

The **Contact** page provides the contact information of the project coordinator, Francisco Moreira.



**Figure 24:** LAFERIA contact page

Additionally, it is worth noting that the website also hosts an **Internal Repository** – a password-protected space, exclusive to LAFERIA’s consortium. The internal repository will host important internal LAFERIA information such as mailing lists, deliverables, templates, documents from meetings, and reporting forms.

### 7.2 Future updates

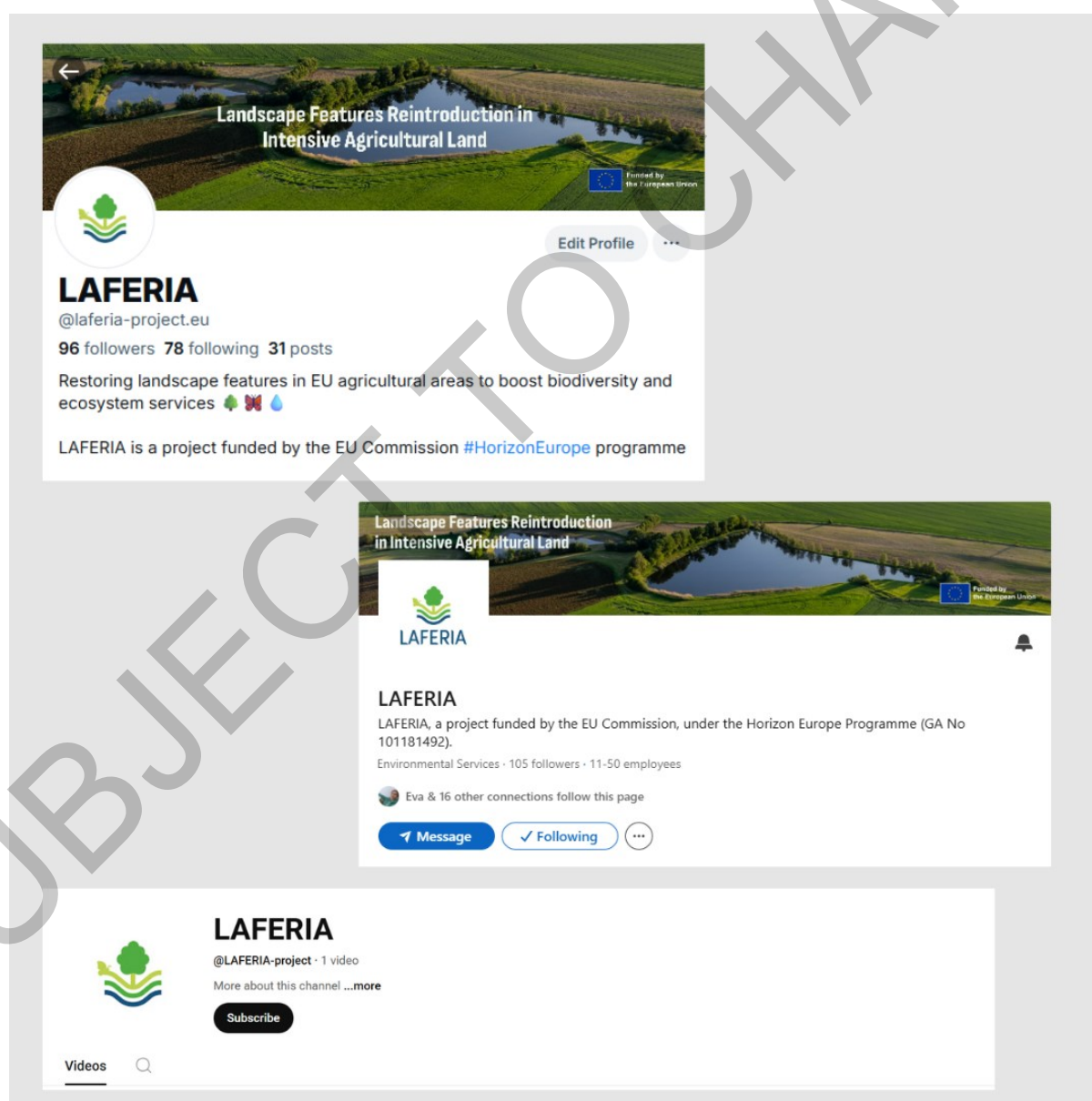
The following is a non-exhaustive list of planned updates for the website:

- A Strategic Advisory Board (SAB) page, which will be accessible through the “About” drop-down menu. The page will feature a profile of each member of the SAB, with a photo, and biography approved by the corresponding individual.
- The Internal Repository will be fully functional once all profiles for all consortium members have been created.
- Sections which are currently empty, as no content has yet been generated, will be populated with relevant content. This includes the Events page, and the Podcasts page.

### 8 Social Media channels

Social media platforms are a crucial part of LAFERIA's communication and dissemination activities, allowing for the project to reach a wider audience, and establish a pan-European community interested in its topic, research, and results.

In order to raise awareness of LAFERIA's mission, and activities, project profiles (Fig. 25) have been established on Bluesky (@[laferia-project.eu](https://bsky.app/profile/laferia-project.eu)) and LinkedIn (LAFERIA). They provide a fast, and easy overview of LAFERIA's activities, such as events, workshops, outputs, and other project-related news. A YouTube channel (Fig.25) has also been established (LAFERIA-project) where all project-related videos will be shared and stored.



**Figure 25:** LAFERIA social media channels

### 9 Outlook

LAFERIA's D5.6 Brand manual and website presents the development of LAFERIA's brand manual, promotional materials, website, and social media channels. Built within the first six months of the project, all elements of the visual identity of LAFERIA will be used throughout, and beyond the project's lifespan. By following the visual guidelines outlined in the Brand manual and utilising the resources provided in this deliverable, LAFERIA will enhance public awareness and engagement with the project's progress and developments, thereby increasing its impact on the current state of landscape features in Europe.

10 Annex 1 – Brand manual



# Brand Guidelines

## CONTENTS

Logo	_____	3
Fonts	_____	4
Colours	_____	5
Templates	_____	6
Visuals	_____	7
Project materials	_____	8
Funding	_____	9

THE LOGO

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Please always use the logo as indicated below



Please keep the logo proportions and colour schemes



FONTS

Headings / Body

Aa

Sofia Sans Condensed

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Enhancing Lorem Ipsum Modeling with  
Lorem Ipsum

Aa

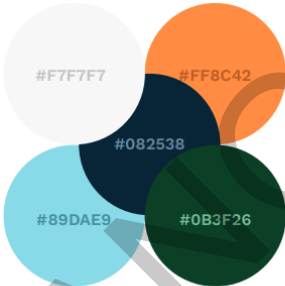
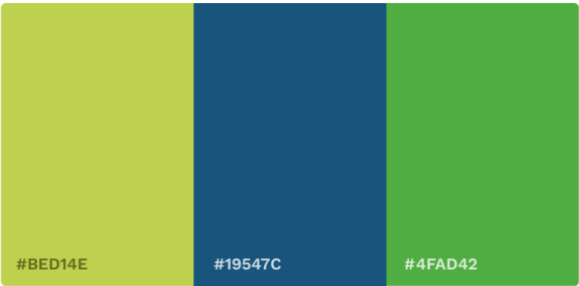
Work Sans

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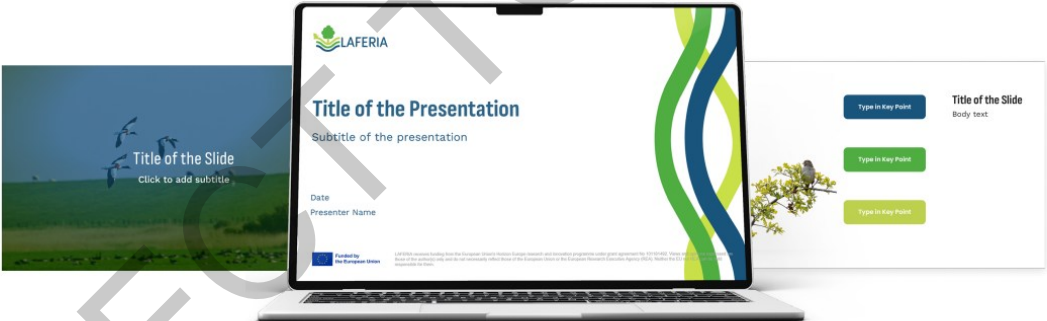
COLOURS

Primary / Secondary



TEMPLATES

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VISUALS

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PROJECT MATERIALS

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Roll-up banner

Brochure

### PROJECT MATERIALS

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Sticker



Online meeting backgrounds

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#### 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

For dark backgrounds please use the version with white letters

