



i34BLUE GROWTH

green innovation for blue growth

Deliverable 6.1

Website & social media communication



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Introduction

I3-4-BLUE GROWTH Deliverable 6.1 is titled “Website & social media communication”, which is based on the presentation of communication platforms that are included in the project’s Communication toolkit.

This toolkit includes:

1. Logos;
2. Graphical identity guide, including fonts and colours;
3. Communication materials guide, including tagline and keywords;
4. Website and social media channels;
5. Microsoft PowerPoint template;
6. Roll-up.

The aforementioned materials are all presented in this document. The complete communication materials guide, graphical identity manual, and Microsoft PowerPoint template can be found, in this order, in the Annexes section of this document.

All documents, tools and materials are accessible to all members of the consortium, stored in a OneDrive folder created by the project’s leader.

Logos

The I3-4-BLUE GROWTH logos were designed to represent the two main value chains promoted in this project: Sustainable fisheries, aquaculture and valorisation of blue resources, and Renewable Marine Energy and maritime decarbonisation.

Elements representing the two subsectors of these value chains were graphically embodied in the logos by combining representations of fish, a wind turbine, and the sun (see Figure 1).



Figure 1 – I3-4-BLUE GROWTH project logos

Graphical identity guide

The graphical identity for the project was defined based on a combination of keywords representative of the goals of the project, to which a combination of four base images was attached in the form of a mood board (see Figure 2).

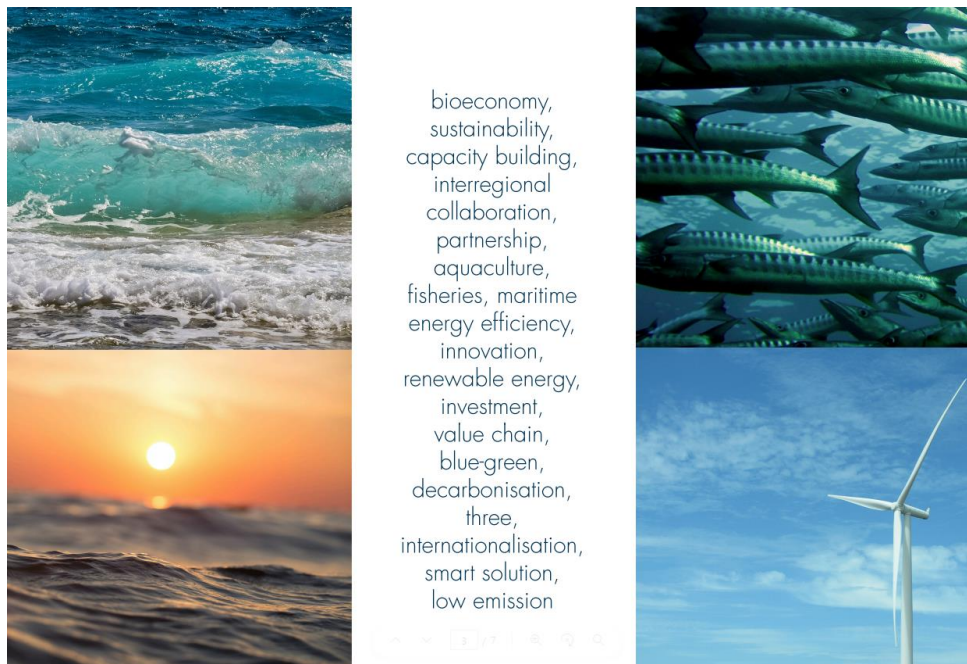


Figure 2 – Project mood board and keywords

The use of a combination of blue and orange as colours for the graphical identity of the project was meant to represent the ocean (blue) and technology (orange).

The complete graphical identity manual for this project can be found in the Annexes section of this document.

Communication materials guide

The communication materials guide for this project included a compilation of all tools to be used in all internal and external communications of the project.

These included written materials that go as follows:

- Tagline: Green innovation for blue growth
- Subtext: Leading blue economy innovation ecosystem players to share their knowledge and build capacity and investment opportunities in two subsectors: aquaculture and fisheries, and renewable marine energy and decarbonisation, for a sustainable future.
- Keywords: bioeconomy, sustainability, capacity building, interregional collaboration, partnership, aquaculture, fisheries, maritime energy efficiency, innovation, renewable energy, investment, value chain, blue-green, decarbonisation, three, internationalisation, smart solution, low emission
- Hashtags: #I34BlueGrowth #SustainableBlueEconomy #bluegrowth #blueresources #energytransition #bluebioeconomy @EU_EISMEA #I3Instrument #SMEs

The complete communication materials guide for this project can be found in the Annexes section of this document.

Website and social media channels

Also included in the communication materials guide was a description of the website and social media channels (namely, LinkedIn page) for the project.

There are located in the following links:

- Website: <https://www.bluebioalliance.pt/i3-4-blue-growth/>
- LinkedIn: <https://www.linkedin.com/company/i3-4-blue-growth/>

A QR code was also created to facilitate the access to the project's website. This code can be found below.



Figure 3 – QR code linking to the project's website

Microsoft PowerPoint template

A Microsoft PowerPoint template was created in order to standardise all external communications for all partners and members of the consortium.

An example can be found below.



Figure 4 – Example of some of the slides designed for the Microsoft PowerPoint template created for the project

The complete Microsoft PowerPoint template for this project can be found in the Annexes section of this document.

Roll-up

Finally, a roll-up was also designed to award all partners and members of the consortium the opportunity to have a visually significant representation of the project to bring to all relevant events within the duration of the project.

The roll-up can be found below.



Figure 5 – Rollup for the project

Annexes



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Communication Materials and Tools

Ana Assis
communication@bluebioalliance.pt

February 2024

LOGOS



**i3⁴BLUE
GROWTH**



i3⁴BLUE GROWTH
green innovation for blue growth



**i3⁴BLUE
GROWTH**

COMMUNICATION MATERIALS

Tagline: "Green innovation for blue growth"

Subtext: "Leading blue economy innovation ecosystem players to share their knowledge and build capacity and investment opportunities in two subsectors: aquaculture and fisheries, and renewable marine energy and decarbonisation, for a sustainable future."

COMMUNICATION MATERIALS

Keywords:

bioeconomy, sustainability, capacity building, interregional collaboration, partnership, aquaculture, fisheries, maritime energy efficiency, innovation, renewable energy, investment, value chain, blue-green, decarbonisation, three, internationalisation, smart solution, low emission

Hashtags:

#I34BlueGrowth #SustainableBlueEconomy #bluegrowth #blueresources #energytransition
#bluebioeconomy

@EU_EISMEA #I3Instrument #SMEs

COMMUNICATION PLATFORMS



www.bluebioalliance.pt/i3-4-blue-growth



www.linkedin.com/company/i3-4-blue-growth

COMMUNICATION TOOLS

Please use in all communications, along with project logo and tagline:



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COMMUNICATION TOOLS

All communication materials and tools can be found in the

[Teams WP6 Comms folder](#)



bluebioalliance.pt/i3-4-blue-growth



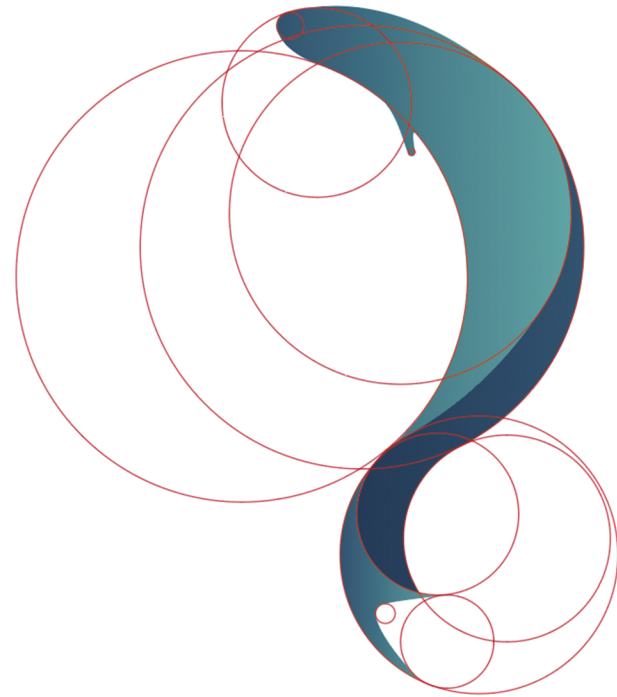
linkedin.com/company/i3-4-blue-growth



i34BLUE GROWTH
green innovation for blue growth

Green innovation for blue growth!

Leading blue economy innovation ecosystem players share their knowledge to build capacity and investment opportunities in two subsectors: aquaculture and fisheries, and renewable marine energy and decarbonisation, for a sustainable future.





bioeconomy,
sustainability,
capacity building,
interregional
collaboration,
partnership,
aquaculture,
fisheries, maritime
energy efficiency,
innovation,
renewable energy,
investment,
value chain,
blue-green,
decarbonisation,
three,
internationalisation,
smart solution,
low emission





i34 BLUE GROWTH
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vertical



**i34 BLUE
GROWTH**

horizontal

Color Palette

RGB

002, 056, 089

CMYK

99%, 88%, 49%, 17%

HEX

#023859

PANTONE

7463 C

RGB

002, 083, 115

CMYK

98%, 71%, 45%, 5%

HEX

#025373

PANTONE

P 117-16 C

RGB

003, 127, 140

CMYK

97%, 34%, 48%, 0%

HEX

#037F8C

PANTONE

2231 C

RGB

010, 166, 166

CMYK

95%, 0%, 46%, 0%

HEX

#0AA6A6

PANTONE

P 124-7 C

RGB

217, 112, 89

CMYK

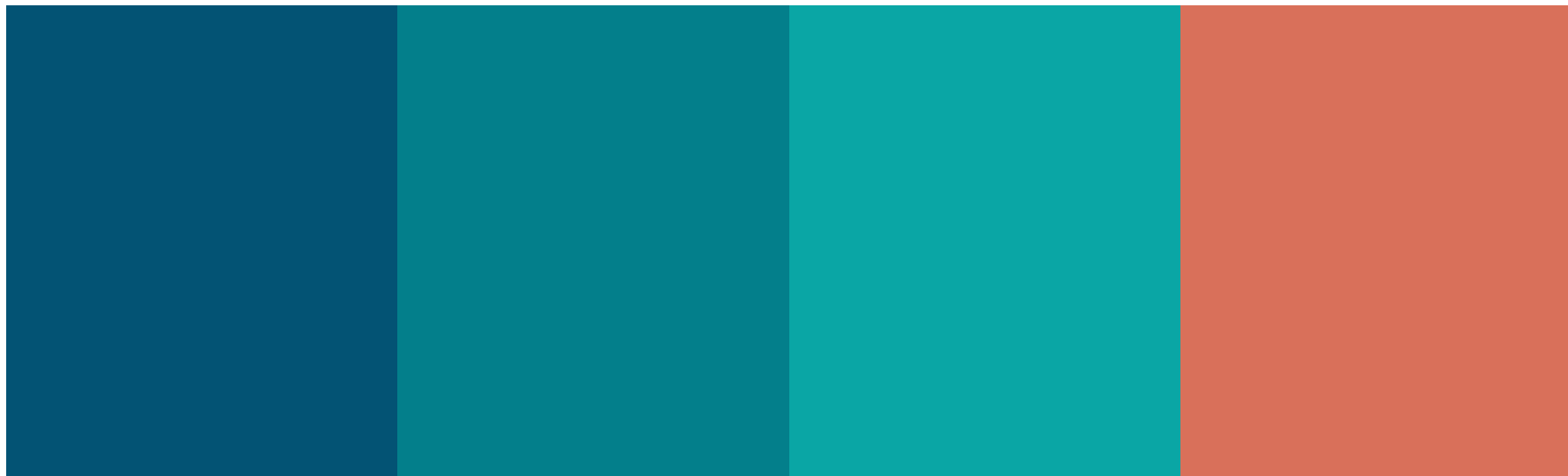
1%, 75%, 65%, 0%

HEX

#D97059

PANTONE

2448 CP



Font Family

Futura Condensed ExtraBold

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Futura Std Light



i3⁴BLUE
GROWTH



i3⁴**BLUE GROWTH**

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TEXT. LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

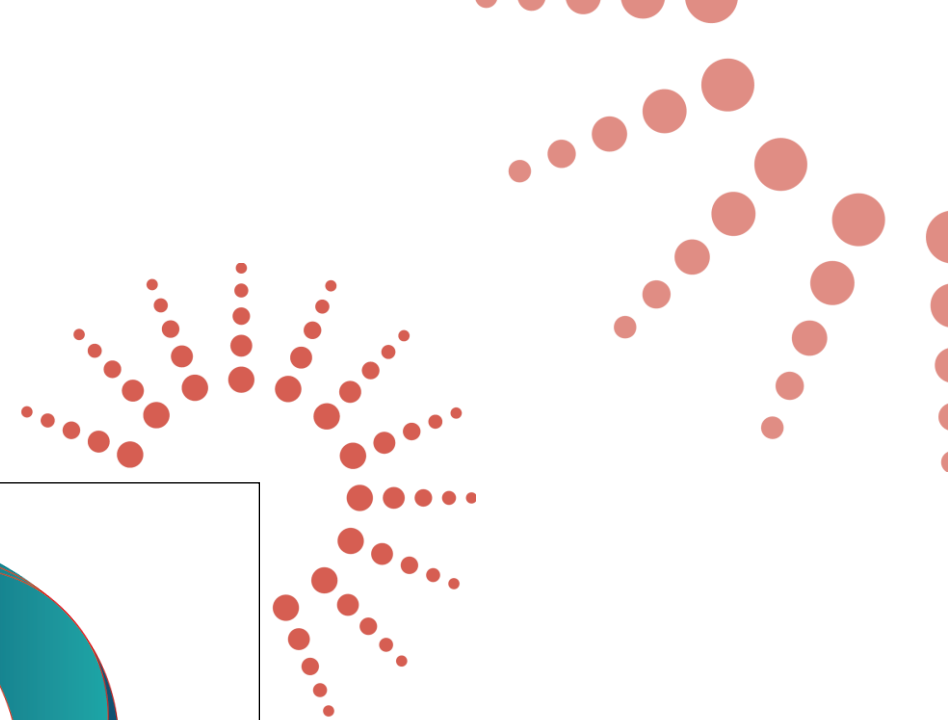
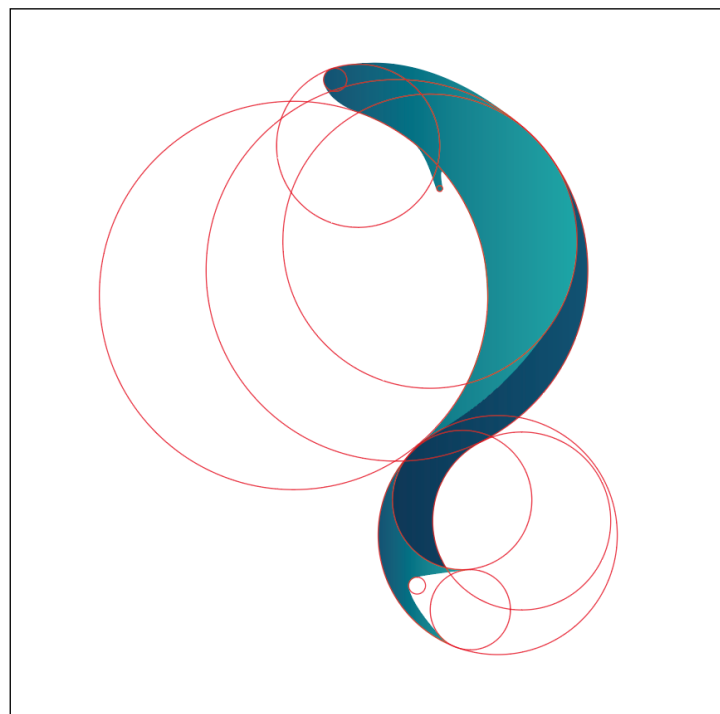
TEXT. LOREM IPSUM

1.1 Lorem ipsum, consectetur adipiscing elit, sed do eiusmod tempor...

1.2 Lorem ipsum, consectetur adipiscing elit, sed do eiusmod tempor...

1.3 Lorem ipsum, consectetur adipiscing elit, sed do eiusmod tempor...

TEXT. LOREM IPSUM



TEXT. LOREM IPSUM





bluebioalliance.pt/i3-4-blue-growth



linkedin.com/company/i3-4-blue-growth