



I-CISK
HUMAN CENTRED CLIMATE SERVICES

Deliverable D6.2

I-CISK website, internal communication package, visual identity
and logo

January 2022





Innovating Climate services through Integrating Scientific and local Knowledge

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Executive Summary

This report presents the digital presence and visual identity of the I-CISK project. The digital and visual identity outlines the various elements that constitute the digital presence of the project, including the project website and social media accounts, while the visual identity outlines the common look and feel to be used within that digital presence as well as to establish project branding in publications and presentations. An overview of what constitutes the digital presence and visual identity is provided, as well as guidelines on the templates that are available for project reports and presentations.

Table of Contents

Executive Summary	i
Table of Contents	ii
List of Figures.....	iii
List of Tables	iv
Glossary	v
1 Introduction.....	1
2 Digital Presence	2
2.1 Project website	2
2.2 Social media accounts	3
2.3 Internal communication package	4
3 Visual identity.....	6
3.1 I-CISK Logo	6
3.2 Colour scheme	7
3.3 Word template for project reports, deliverables	7
3.3.1 Word Styles.....	7
3.3.2 Fonts and font size and colour	7
3.3.3 Language.....	7
3.4 PowerPoint template for presentations.....	7

List of Figures

Figure 1 Impression of the I-CISK home page (under development)	2
Figure 2 Impression of the web-site page dedicated to the Living Labs	3
Figure 3 Profile page of the I-CISK Twitter account (@icisk_eu).....	4
Figure 4 Impression of the start-up page and overview of the contents of the I-CISK Research Drive	5
Figure 5 Full version of the I-CISK logo	6
Figure 6 Title Slide of the presentation template.....	8
Figure 7 Standard slide layout of the presentation template	8

List of Tables

Table 1	I-CISK Logos.....	6
Table 2	I-CISK Colour Codes	7

Glossary

Acronym	Definition
API	Application Programming Interface
C3S	Copernicus Climate Change Service
CDS	Climate Data Store
CEMS	Copernicus Emergency Management Services
CMIP	World Climate Research Programme's Coupled Model Intercomparison Project
CORDEX	Coordinated Regional Climate Downscaling Experiment
CS	Climate Services
CSIS	Climate Services Information Systems
DRR	Disaster Risk Reduction
GEO	Group on Earth Observations
GEOSS	Global Earth Observation System of Systems
GUI	Graphical User Interface
IPCC	Intergovernmental Panel on Climate Change
LL	Climate Services Living Labs
NHMS	National Hydro-meteorological Service
MOOC	Massive Open Online Course
OGC	Open Geospatial Consortium
S2S	Sub-seasonal to Seasonal
TRL	Technology Readiness Level
UNCCD	United Nations Convention to Combat Desertification
UNDRR	United Nations Office for Disaster Risk Reduction
UNFCCC	United Nations Framework Convention on Climate Change
WCRP	World Climate Research Programme
WFD	Water Framework Directive
WMO	World Meteorological Organization

1 Introduction

The I-CISK project, “Innovating Climate services through Integrating Scientific and local Knowledge” in full, is a four-year research & innovation project that started in November 2021. The main objective of the project is to contribute the development of a next-generation of Climate Services (CS) that innovates currently applied methods through a social and behaviourally informed approach to co-producing CS with citizens, decision makers and stakeholders to meet their climate information needs at spatial and temporal scale relevant to them.

A key part of a research and innovation project is communication and dissemination of the project and its results to a range of audiences, including those who may be interested in the project or may (directly or indirectly) benefit from its results. The project has an established communication and dissemination strategy, which is outlined in a separate publication to this one (Deliverable D6.1: Communication and dissemination strategy and plan). Additional to the external website, an internal communication package is also presented in this report which details the mechanisms used for internal communication, noting that the data management plan (Deliverable D7.2: Data Management Plan) provides details on how data is managed and curated within the project. In this report, which accompanies the establishing of the digital presence of the project, we present the elements that constitute the digital presence, as well as the visual identity of the project. The latter establishes a project branding, or a common look-and-feel to reports and presentations made within the context of the project, helping this stand out as a research project.

This document contains two parts. We first present the project’s digital presence. This includes the website & social media accounts). The project branding is then presented, including logos and colour schemes to be used as well as templates made available for the developing of project reports and presentations.

2 Digital Presence

2.1 Project website

The project website (www.icisk.eu) forms the main element of the digital presence and is a key entry for communication about the project and its results to a wide range of audiences. The website outlines the project; its ambition, objectives and approach, and provides information on the partners participating in the project and contact details. Additionally, the website provides viewers updates on project activities and news, including dynamic elements such as a blog, as well as providing access to project results. The web-site has also been designed to provide ample room to the living labs as well as a section dedicated at the outcomes and impacts of the project. The figures below outline some of the main pages of the website as it has been initially launched (note that minor design changes may still be implemented).

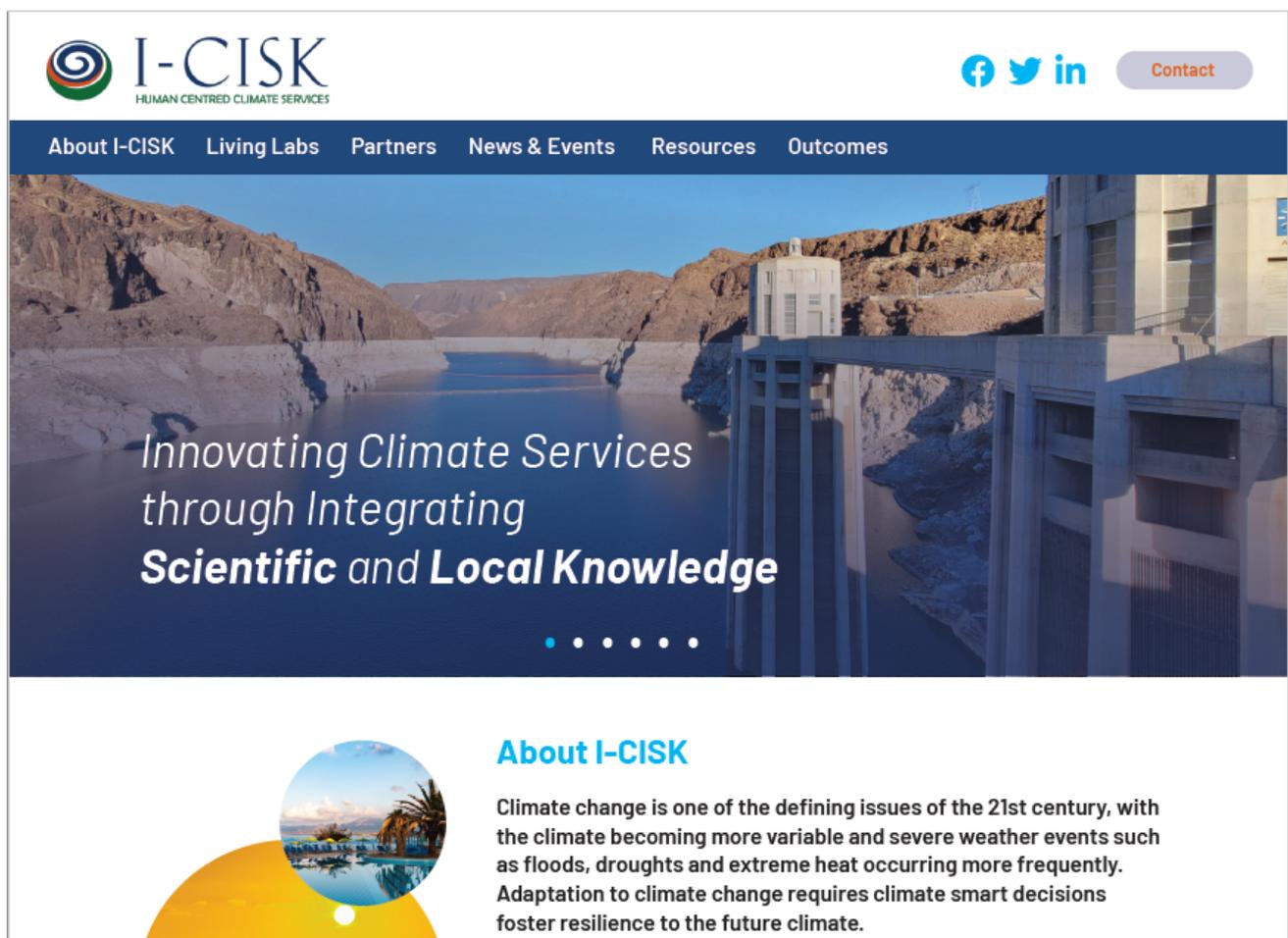
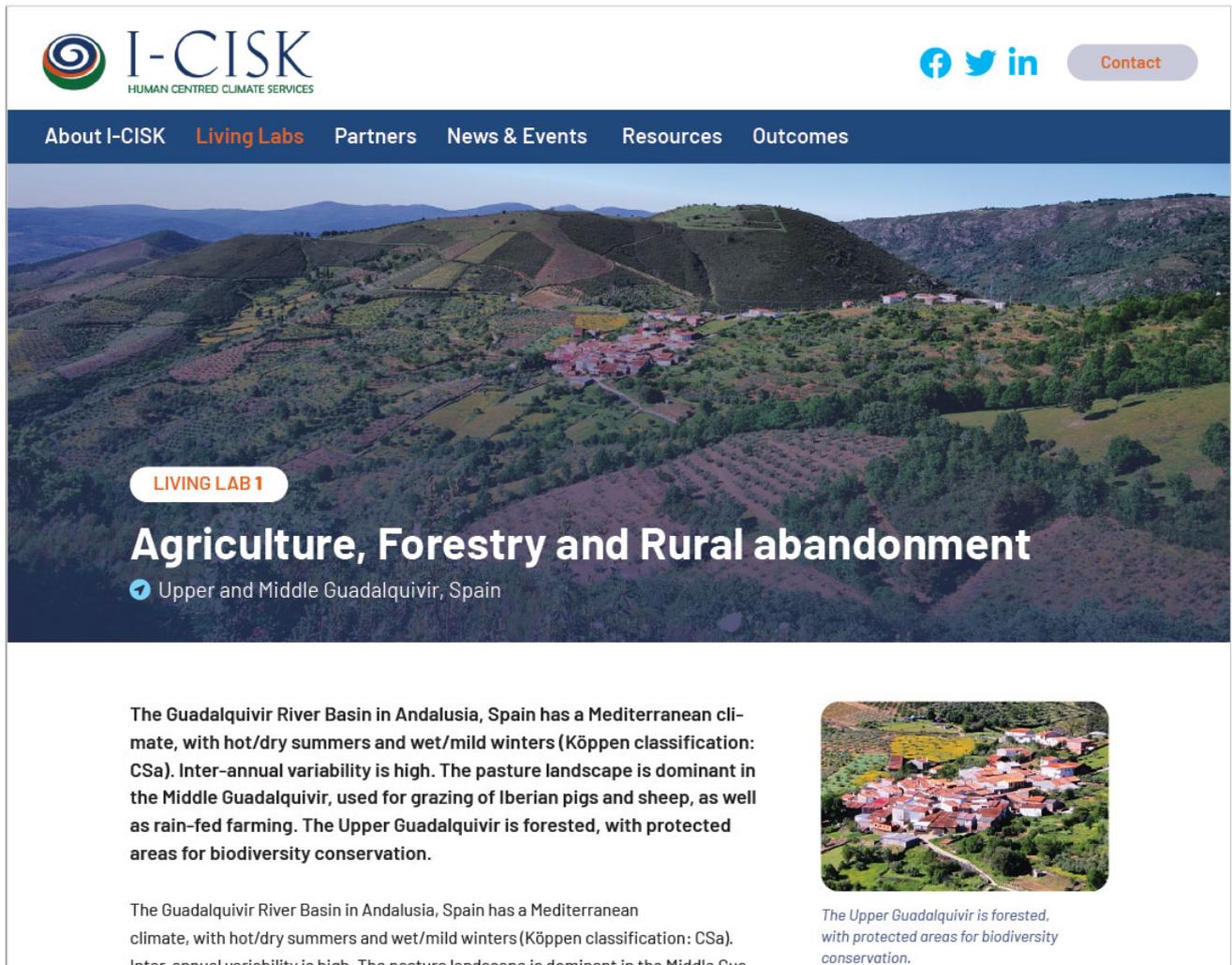


Figure 1 Impression of the I-CISK home page (under development)



I-CISK
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Facebook Twitter LinkedIn Contact

About I-CISK **Living Labs** Partners News & Events Resources Outcomes

LIVING LAB 1

Agriculture, Forestry and Rural abandonment

Upper and Middle Guadalquivir, Spain

The Guadalquivir River Basin in Andalusia, Spain has a Mediterranean climate, with hot/dry summers and wet/mild winters (Köppen classification: Csa). Inter-annual variability is high. The pasture landscape is dominant in the Middle Guadalquivir, used for grazing of Iberian pigs and sheep, as well as rain-fed farming. The Upper Guadalquivir is forested, with protected areas for biodiversity conservation.

The Upper Guadalquivir is forested, with protected areas for biodiversity conservation.

Figure 2 Impression of the web-site page dedicated to the Living Labs

2.2 Social media accounts

Additional to the website, the digital presence of the project comprises social media accounts on mainstream social media platforms. These social media platforms facilitate broadcasting news items about the project and engaging with the climate services community of research and practice. Our social media strategy focuses on two widely used platforms for communication within professional communities; Twitter, LinkedIn and ResearchGate. To develop our visibility on platforms such as Facebook, our communication strategy (see also Deliverable D6.1: Communication and Dissemination Strategy) is for project partners to use personal Facebook accounts, especially in countries where Facebook is prolific in professional communication. Our experience shows that a dedicated Facebook page for the project is not effective. Social media accounts have been created within the following platforms (account handle or name provided):

Twitter: @icisk_eu

LinkedIn: <https://www.linkedin.com/in/icisk-#####/>

ResearchGate: <https://www.researchgate.net/project/I-CISK-Innovating-Climate-Services-through-integration-of-Scientific-and-Local-Knowledge>



Figure 3 Profile page of the I-CISK Twitter account (@icisk_eu)

2.3 Internal communication package

The I-CISK project brings together thirteen partners who will collaborate closely throughout the project, exchanging data and documents. To facilitate internal project communication a dedicated internal communication package has been established.

To ensure that project information is securely stored and managed, I-CISK has established this internal communication package within the SURF Research Drive Environment. SURF is the collaborative organisation for IT in Dutch education and research, and Research Drive is a facility that has been established by SURF to facilitate internal collaboration and communication within collaborative project teams. This cloud-based service (developed using the open source OneCloud system) is fully GDPR compliant. Further details are provided in deliverable D7.2 Data Management Plan. The instance of research drive used by I-CISK has been established within the institutional Research Drive instance of VU Amsterdam, and is only accessible to the partners of the consortium (access is managed by the project coordination team).

The structure of the Research Drive instance created for the I-CISK project includes:

- Dedicated space for each work package to exchange documents and data
- Markdown editor (WIKI style) to enable internal communication
- Jupyter Notebooks
- Project management documentation, including key documents (Grant Agreement, Consortium agreement and amendments), contact details.
- Project resources, including templates for reports and presentations, images, logos etc.

Welcome to I-CISK Research Drive

Editor Side By Side Preview

I-CISK Research Drive

Introduction

This collaborative data and document sharing environment has been set up for use by the I-CISK project consortium partners, as well as accredited 3rd party users. This collaborative environment is intended to be used to share data between partners, as well as working collaboratively on documents, data analyses. ResearchDrive provides a secure environment, compliant with GDPR.

Note: For guidelines on how this environment is to be used and managed, as well as the procedures around data governance, please refer to the project's data management plan.

Contents

1. Project Data (Open Access)
2. Project Data (Restricted Access)
3. Project Documentation & Resources (logos, templates, grant/consortium agreement, etc)
4. Work Package 1: The Living Labs
5. Work Package 2: Co-design Framework
6. Work Package 3: Scientific and Local knowledge integration
7. Work Package 4: Human-Climate feedbacks
8. Work Package 5: The I-CISK climate services
9. Work Package 6: Dissemination and Communication
10. Work Package 7: Project coordination

Help!

Useful information on ResearchDrive can be found on these [Wiki pages](#)

For a quick reference on using the Markdown editor, please refer to this [cheat sheet](#)

Figure 4 Impression of the start-up page and overview of the contents of the I-CISK Research Drive

3 Visual identity

3.1 I-CISK Logo

The I-CISK logo consists of three interlocked spirals in the shape of a globe, but also representing a cyclonic weather pattern.



Figure 5 Full version of the I-CISK logo

There are several versions of the logo available, which can be used in different publications. All versions are available as a vector drawing developed using Adobe Illustrator, from where these can be exported at required resolutions. Note that other variations of the logo than those provided can easily be created as required from the Adobe Illustrator source files. All images and Adobe Illustrator files listed below can be found on project resources section of the I-CISK ResearchDrive.

Table 1 I-CISK Logos

Logo Name	Suggested usage	Available Files	Image (reduced size)
Full Logo	Documents showing large size logo	icisk_logo_full.ai icisk_logo_full.png	
Simple Logo	Reduced size logo where sub-header not readable	icisk_logo_simple.ai icisk_logo_simple.png	
Text only		icisk_logo_text.png	
Icon only		icisk_icon.png	
Full logo	Full logo with white rectangle back-ground	icisk_logo_rectangle.png	
Monochrome Colour 1			
Monochrome Colour 2			
Rectangle Colour 1			
Rectangle Colour 2			
Rectangle Colour 3			

3.2 Colour scheme

The I-CISK colour scheme contains three basic colours; Blue, Green and Orange. These signify water and ecosystems (e.g. forests and agriculture), but also the colour of earth, with a tendency to the orange colour associated to drought. Blue and green are the most used colours, with the orange colour used sparingly. The font colour for normal text against a white background is black. Fonts set in either the green or the blue base colours should be white.

The colour codes are outlined in [Table 2](#). Note these are identified web colours (ref: Adobe Illustrator).

Table 2 I-CISK Colour Codes

Colour	RGB Code	Hex Code	CMYK Code
Blue	0 – 51 – 102	#003366	100% - 87% - 33% - 23%
Green	0 – 102 – 51	#006633	90% - 34% - 100% - 27%
Orange	204 – 51 – 0	#cc3300	14% - 93% - 100% - 4%

3.3 Word template for project reports, deliverables

To ensure a high level of consistency and project-branding, all project reports and deliverables should be developed using the Word project templates (the template can be found under the Project Resources section of the I-CISK ResearchDrive and has also been applied in this report).

3.3.1 Word Styles

The template contains several pre-defined styles for Normal text as well as headers (recommended to use up to three levels). Styles have also been defined for table and figure captions, as well as report title and headers not included in the table of contents.

3.3.2 Fonts and font size and colour

All styles in the template use Calibri font. This is a standard sans-serif font normally available in Word. For standard text (Normal Style) the font size is 11. Level 1 headers have a font size of 16pts; Level 2 headers have a font size of 12 pts; and level 3 headers have an 11pt font size.

Level 1 & 2 headers use a bold type-face. All headers are dark blue (RGB: 0; 51; 102).

3.3.3 Language

The default language is English (United Kingdom).

3.4 PowerPoint template for presentations

A PowerPoint template has been developed for use in presentations by project partners to be used in communication and dissemination activities. This has been developed using the wide-screen format, applying I-CISK colour scheme. The template has purposefully been chosen to include only four basic layouts; (i) A title page, (ii) a content slide with text, (iii) a content slide with text and a figure, (iv) a final slide. Additional layouts can be easily created to extend these basic layouts to meet the needs of the individual presenter.

The fonts used in the PowerPoint template use the Calibri sans-serif font as applied also in the Word template. The default language used for presentations English (United Kingdom).

The template can be found under the Project Resources section of the I-CISK ResearchDrive

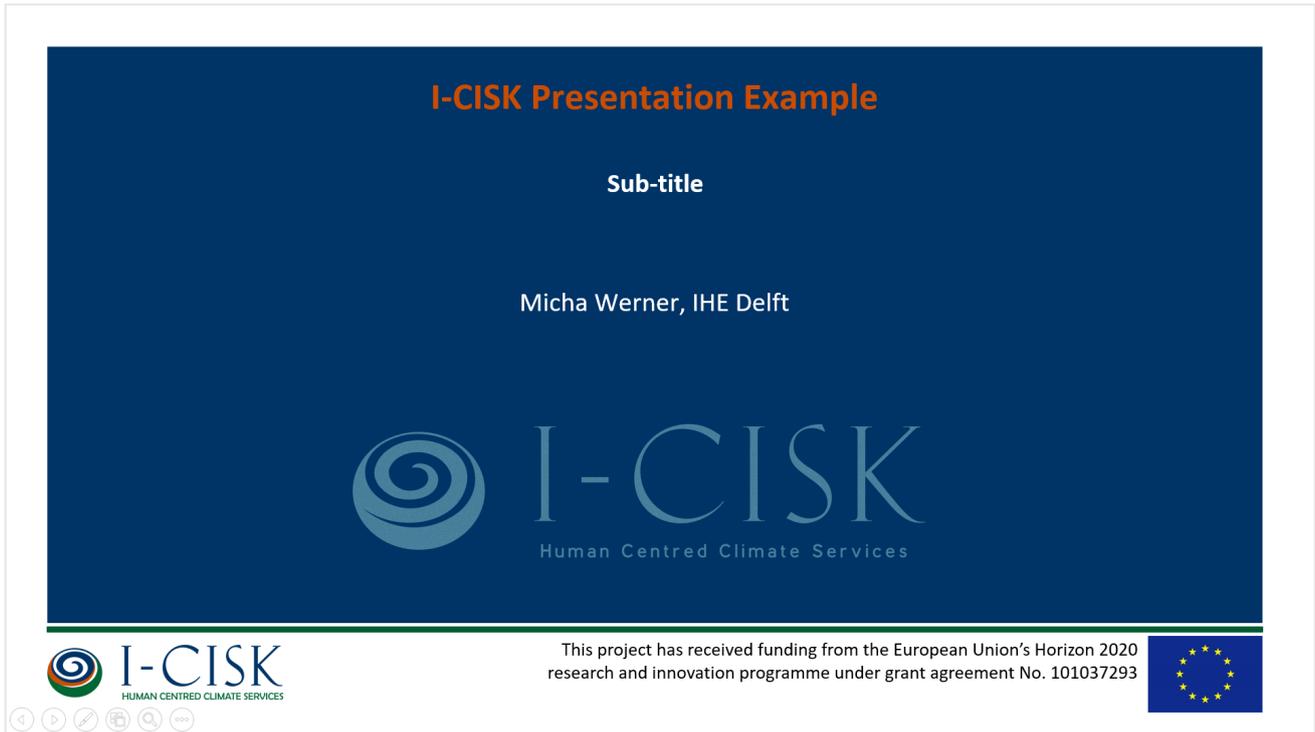


Figure 6 Title Slide of the presentation template

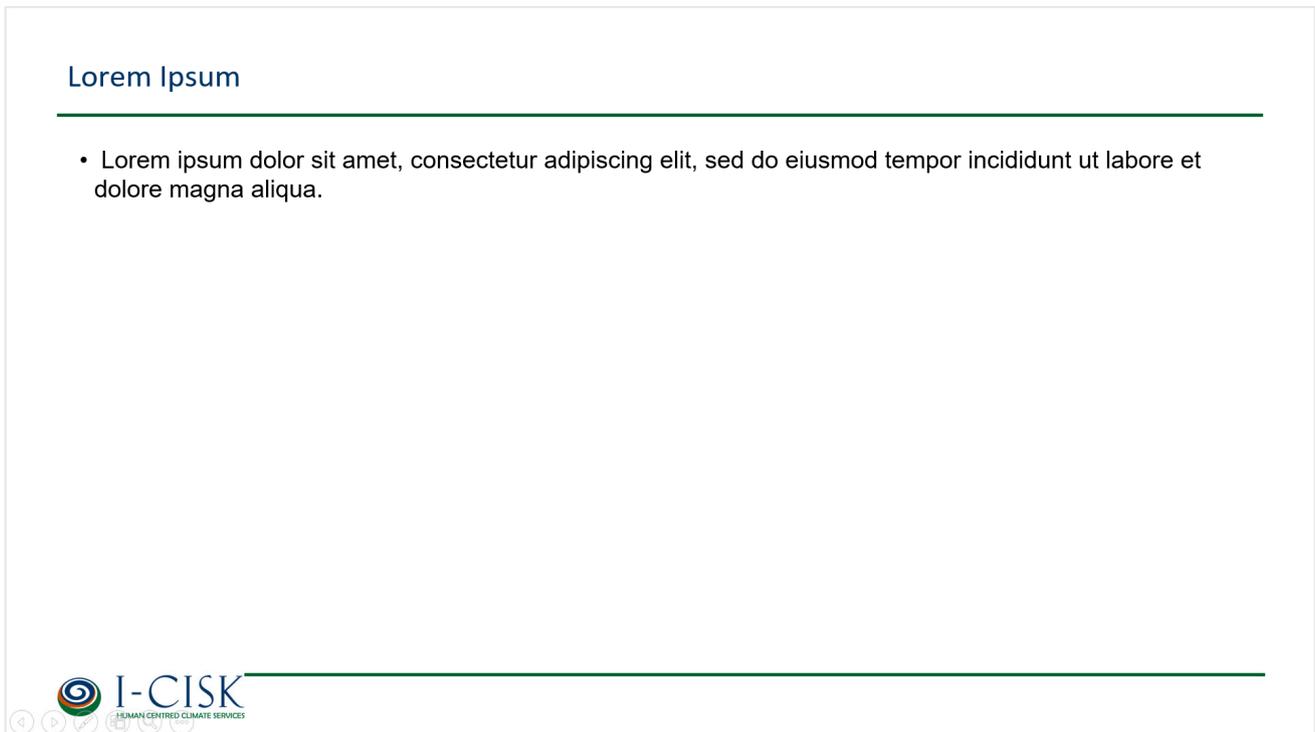


Figure 7 Standard slide layout of the presentation template



I-CISK

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Colophon:

This report has been prepared by the H2020 Research Project “Innovating Climate services through Integrating Scientific and local Knowledge (I-CISK)”. This research project is a part of the European Union’s Horizon 2020 Framework Programme call, “Building a low-carbon, climate resilient future: Research and innovation in support of the European Green Deal (H2020-LC-GD-2020)”, and has been developed in response to the call topic “Developing end-user products and services for all stakeholders and citizens supporting climate adaptation and mitigation (LC-GD-9-2-2020)”. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101037293.

This four-year project started November 1st 2021 and is coordinated by IHE Delft Institute for Water Education. For additional information, please contact: Micha Werner (m.werner@un-ihe.org) or visit the project website at www.icisk.eu

