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Version 1.0

BMD
Biodiversity Meets Data

D7.1 Project branding, promotional materials and website

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Executive summary

Deliverable D7.1 outlines the development of key communication tools for the BMD project, including its branding, promotional materials, website, and social media channels. These elements form the foundation of the project's outreach and dissemination strategy. At the core of this identity is the BMD logo, designed to provide strong, recognisable branding across all channels — from printed materials and event visuals to digital platforms.

The project website acts as a central hub for information, offering regular updates, access to resources, and insights into project activities and progress. To further extend its reach, BMD has established dedicated profiles on Bluesky, LinkedIn, and YouTube, where content such as news, events, and videos is shared with a broader audience. Among the video content, a series of interviews with project partners has been produced. In these videos, representatives from the work packages introduce their work, explain their roles within the project, and reflect on the impact of their tasks. These interviews provide a personal and accessible way to communicate BMD's mission and serve as a valuable promotional tool on both the website and YouTube channel.

In the first six months, several materials were produced to support the project's promotional efforts. These include the development of the logo, a set of branded templates, and a comprehensive brand manual outlining the project's visual guidelines, including fonts, colours, and graphic elements. Together, the website, video content, social media presence, and branding resources ensure a clear, cohesive identity that supports communication and visibility throughout the lifetime of the project.

List of abbreviations

EU	European Union
PEDR	Plan of Exploitation and Dissemination of Results
SAP	Single Access Point
VRE	Virtual Research Environment
WP	Work Package

1. Introduction

A tailored visual identity is a key component of the BMD project's outreach strategy, supporting stakeholder engagement (WP1) by increasing the project's visibility, coherence, and credibility. Early in the project, a dedicated branding framework was developed, which includes the logo, brand manual, and a set of standardised templates such as deliverables and milestones, letterhead, meeting notes, and presentations. These branding materials define the project's core visual elements, including colour palette, typography, and layout guidelines, and provide a consistent foundation and clear standards for all project communications.

Building on this foundation, a suite of promotional materials was created to actively engage audiences and disseminate key messages. This promotional package includes the project website, banner, brochure, poster, one-pager, infographic, introductory presentation, and online meeting backgrounds. While the branding framework ensures visual consistency and recognisability across all outputs, the promotional materials serve specific communication goals such as raising awareness, presenting the project's objectives and results, and supporting outreach through both online platforms and in-person events.

Deliverable D7.1 details the purpose and intended use of each of these materials, demonstrating how the combined branding and promotional tools contribute to a coherent and effective communication strategy.

2. Branding materials

To support consistent and professional communication across the BMD project, a set of branding materials has been developed. All promotional materials are available on the Resources section of the project website, where they can be viewed or downloaded in ready-to-print formats for effective dissemination. These materials form the foundation of the project's visual identity and ensure that all partners present information coherently and recognisably. The branding materials include the BMD logo, a comprehensive brand manual, and a set of documents and presentation templates. Together, these tools help maintain visual consistency across all internal and external communication channels, strengthen the project's visibility, and support its overall dissemination strategy.
This section describes each of these materials and their role in reinforcing the identity of the BMD project.

2.1. Project logo

The BMD logo (Fig. 1) plays a central role in establishing the project's visual identity, enabling partners to promote the project consistently across a variety of contexts, such as in-person events or online knowledge exchanges within relevant networks.

Figure 1. Project logo

The logo features a stylised, symmetrical design with two contrasting halves: the left side suggests natural, organic forms, symbolising biodiversity across the three realms covered by the project (terrestrial, marine and freshwater), while the right side incorporates a network of nodes and lines, representing data, digital systems, and connectivity. This visual metaphor effectively communicates the project's core mission, bridging biodiversity and data. The gradient colour palette, moving from blue to green, reinforces the three realms covered by BMD. The modern, sans-serif font used for the "BMD" acronym and the subtitle "Biodiversity Meets Data" ensures clarity and legibility, particularly on small or low-resolution screens, while giving a contemporary appearance suitable for both scientific and public-facing materials. The logo is available in horizontal and vertical orientation in three colour schemes – full colour, black and white – to ensure it can seamlessly be integrated into different types of designs.

2.2. Brand manual

To illustrate the variety of elements and materials incorporated in the overall branding of BMD, the project developed a Brand Guidelines manual (Fig. 2), which is available in Annex 1 of this deliverable. It serves the purpose of acquainting partners with the visual identity's central elements in an informative manner, introducing them to the main aspects of the visual communication of BMD.
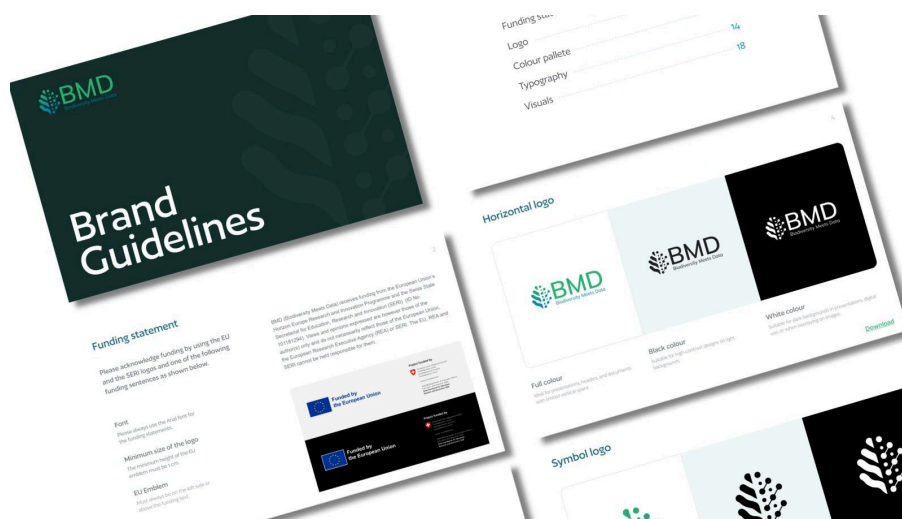

Figure 2. BMD's Brand Guidelines

The guide serves 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 the BMD logo, describes the project's colour palette and typography, and includes examples of already executed project materials. Furthermore, the guide provides partners with access to photos and other visual elements they can freely use to create their own BMD materials.

2.3. Templates

Starting from the very beginning of the project, BMD project identity templates were designed to ensure all project partners produce consistent visual presentations of project-related outputs. These templates include:

- **Deliverable and Milestone**

These templates (Fig. 3) provide a structured and standardised format for official project documents. A consistent layout reinforces the credibility of the project and ensures key elements such as document titles, versioning, authorship, and disclaimers are always presented clearly and professionally.

Figure 3. Deliverable and Milestone templates

- **Google Slides/PowerPoint presentation**

The presentation template (Fig. 4) is essential for internal meetings, external events, and stakeholder engagement activities. By using a consistent design, including the project logo and colour scheme, the presentations effectively reflect the BMD brand while allowing flexibility in content layout. This consistency helps reinforce the project's identity during public speaking opportunities and collaborative sessions.

Figure 4. Presentation template

- **Letterhead**

The letterhead template (Fig. 5) provides a professional format for official correspondence, ensuring that all communication, internal or external, is associated with the BMD project. It includes key visual elements, maintaining a formal and credible appearance in all written exchanges.

Figure 5. Letterhead template

- **Meeting notes**

This template (Fig. 6) supports effective documentation of project meetings, ensuring consistency in structure and clarity of information. It includes placeholders for date, participants, agenda, discussion points, and action items, making it easier for partners to track progress and follow up on decisions made during collaborative work.

Figure 6. Meeting notes template

Each template was carefully designed and tailored to fit the content and functional requirements of its intended use. All templates incorporate the project's logo, colour palette, typography, visual identity elements and funding acknowledgements. They guide the essential information to be included, helping partners produce high-quality and uniform outputs that reflect the professionalism of the BMD project.

3. Promotional materials

Based on the logo's primary visual components, BMD developed a promotional pack that includes posters, a roll-up banner, online meeting backgrounds, and other promotional materials, which have been shared with partners and are available on the project's website.

3.1. Roll-up banner

To supply partners with materials which can be used to raise awareness at live events, BMD designed a project roll-up banner (Fig. 7). It serves as an attention-capturing visual aid, reinforcing the project's

identity. With its portability and ease of setup, it is especially suitable for building project recognition at events.

Figure 7. Roll-up banner

3.2. Online meeting backgrounds

BMD developed seven project-branded online meeting backgrounds (Fig. 8), which were shared with partners to promote the project during virtual interactions. The backgrounds were designed and tested for compatibility with Zoom and Google Meets, which are among the most used online meeting softwares from the consortium, supporting personal video background uploads.

Figure 8. Online meeting background

These resources elevate BMD's overall online presence by establishing a consistent project look, helping to leave a lasting impression on meeting attendees.

3.3. Infographic

BMD has created a professionally designed infographic (Fig. 9) that illustrates the functionalities and services accessible via the project's Single Access Point (SAP). This visual tool is intended for use at key events and stakeholder engagements to effectively communicate the project's outcomes in an easily understandable and visually compelling format, while maintaining alignment with the project's established visual identity. By enhancing clarity, the infographic supports better stakeholder understanding and promotes wider adoption of the platform. It has been integrated into the project's introductory presentation, ensuring consistent messaging across all communication channels.
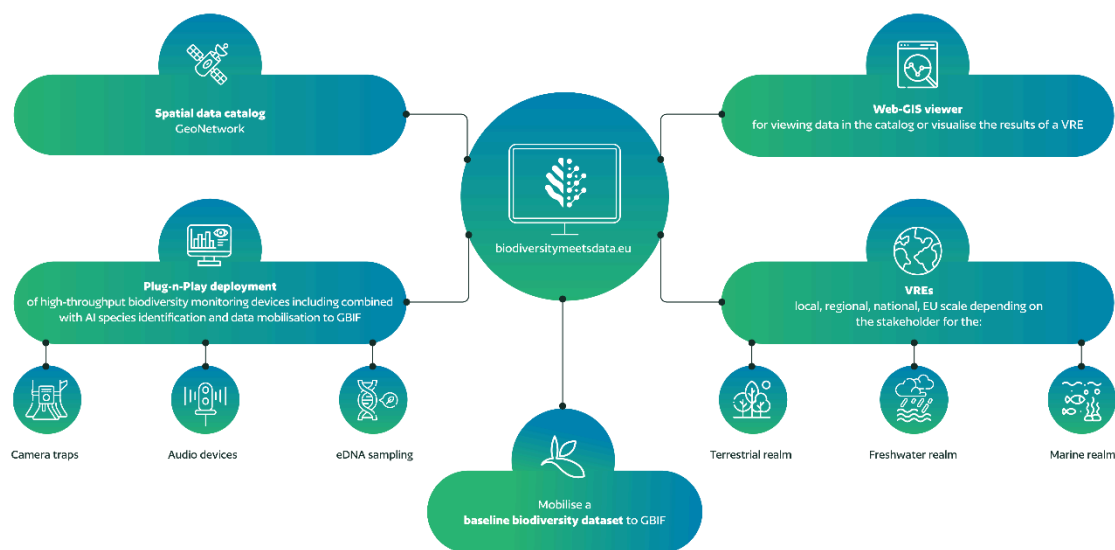
Figure 9. Infographic

3.4. Stickers

Using the project logo as the central design element, BMD has developed two distinctive project stickers (Fig. 10). These serve as a simple, versatile, and effective tool to amplify project awareness. Their visually appealing design leaves a memorable impression on recipients. The stickers have been distributed to project partners and are also readily available for download on the project's official website.

Designed in the shape of hexagons supporting standardisation, the stickers can be placed adjacent to one another, resembling puzzle pieces. This feature adds an interactive and visually intriguing element, further enhancing their appeal and encouraging collective use.

Figure 10. Stickers

3.5. Brochure

As part of the branding and outreach efforts for the BMD project, a brochure (Fig. 11) has been developed. The design follows the project's visual identity guidelines, incorporating the official project colours, typography, and logo.

Figure 11. Brochure

The brochure presents key information about the BMD project, including its duration, coordinating institution, project partners, official website, and social media channels. It outlines the project's main objectives and goals, with a focus on the development of the Single Access Point.

The brochure includes a dedicated section inviting individuals to get involved, reflecting the project's strong focus on stakeholder engagement. Integrated QR codes lead directly to more detailed project information and an online form for stakeholder participation. This approach increases accessibility and encourages interaction with the project.

3.6. One-pager

A one-pager (Fig. 12) has been created as part of the BMD project's branding and communication materials, designed to present a concise overview of the project's key results and outcomes. The front side focuses on the main scientific and technical developments of the project, including the Virtual Research Environments (VREs) and the Single Access Point, highlighting BMD's contributions to data mobilisation, harmonisation, and accessibility. The back side is dedicated to stakeholder engagement, emphasising the project's stakeholder-driven approach in which input from relevant communities shapes each stage of development. To encourage active participation, the one-pager includes a QR code that links directly to the online stakeholder involvement form, providing easy access for individuals and organisations interested in contributing to the project.
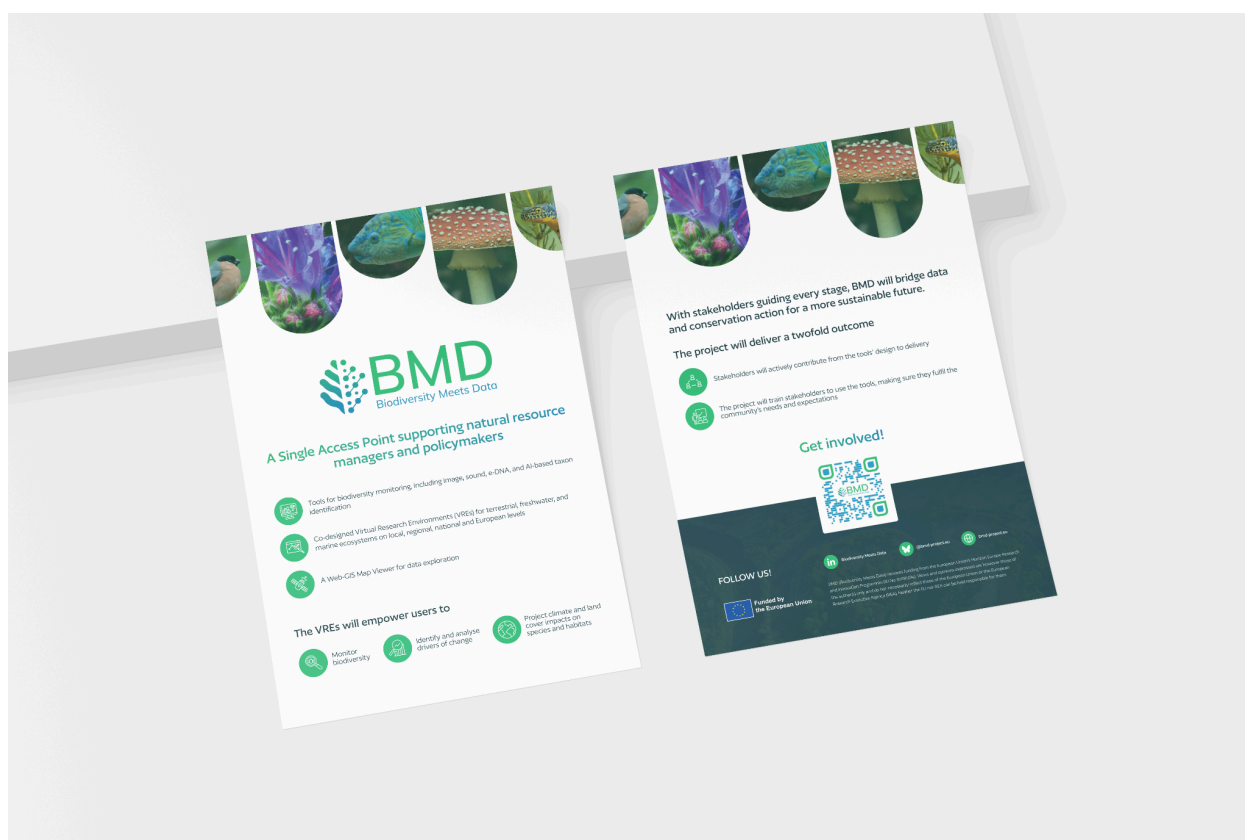

Figure 12. One-pager

Social media channels and the official website are included to encourage further exploration of the project.

3.7. Poster

A lectern poster (Fig. 13) was created with a clean and impactful design that reflects the BMD project's visual identity. It features the official logo, project colours, and consistent typography, ensuring a professional and recognisable appearance. The logo is prominently placed to maximise brand visibility in public settings, making the poster an effective tool for use at events, conferences, and meetings. It includes the project's social media channels to encourage ongoing connection and visibility, along with a QR code linking directly to the stakeholder involvement form.

Figure 13. Poster

3.8. Video Interviews

As part of BMD's promotional and outreach strategy, a series of video interviews (Fig. 14) with project partners from the participating institutions has been produced. In these short videos, partners introduce their work packages, explain their roles within the project, and describe how their tasks contribute to the overall goals of BMD. The interviews provide a personal and accessible way to communicate the project's mission, helping to humanise complex scientific topics and increase public engagement. These videos are available on the BMD YouTube channel and are also featured on the project website, where they serve as dynamic and informative content for both stakeholders and the general public. By showcasing the people behind the project and highlighting the collaborative nature of BMD, the interviews support the project's visibility, credibility, and connection with its target audiences.

Figure 14. Video interview with the project coordinator

3.9. Introductory presentation

A comprehensive introductory presentation (Fig. 15) has been developed to support consistent and impactful communication of BMD's objectives, structure, and expected results. It includes a full set of slides outlining the activities of each work package, key project outputs, and a QR code linking directly to the stakeholder engagement form. Designed for adaptability, the presentation can be used as a complete package or customised by selecting specific slides, allowing for flexible use across different contexts. This resource has been made available to all consortium members to facilitate effective representation of the project at events, meetings, and outreach activities.
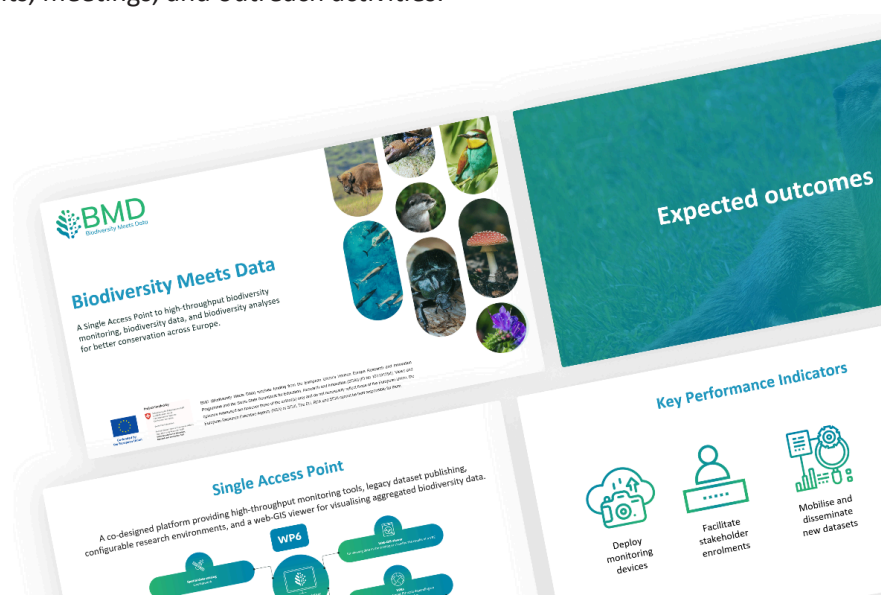

Figure 15. Introductory presentation

3.10. Branded notebooks

As part of BMD's promotional materials, branded notebooks (Fig. 16) were created to support visibility and awareness-raising at stakeholder-focused events. Featuring the project's logo and colour scheme, the notebooks serve as a practical and recognisable item that reinforces BMD's identity while providing recipients with a useful resource. These materials are to be distributed at key events, including the Nature FIRST Conference held at Ouwehands Dierenpark, the LifeWatch ERIC Biodiversity & Ecosystem eScience Conference in Heraklion, Greece, and WP1 stakeholder engagement events.

Figure 16. Branded notebooks

4. Website

The BMD website (bmd-project.eu) (Fig. 17) has been developed as a centralised, branded platform to support the project's online communication and dissemination activities. It serves as a comprehensive showcase of the project's key results, including data access, mobilisation and capture, data harmonisation, data storage, visualisation and computing, as well as Virtual Research Environments. The website also provides direct links to the project's Single Access Point and a wide range of resources such as news updates, publications, deliverables and milestones, newsletters, project videos, and training materials.

A landing page for the website was created from the very first day of the project to ensure stakeholders can find information on BMD early on. The website includes an automatic translation function, offering accessibility in English, French, Spanish, and German. It has been designed as a highly dynamic platform,

with images animated in a continuous loop and various visual elements that incorporate motion. These features are used to enhance user engagement and create an immersive browsing experience. The interactive design elements help to draw attention to key content and contribute to a modern, visually appealing presentation of the project.

The primary aim of the website is to offer stakeholders seamless and user-friendly access to all BMD knowledge bases. To achieve this, the navigation structure prioritises access to content and resources over general project information, allowing users to locate relevant materials quickly and intuitively. The site is structured into several clearly defined sections: Homepage, About, Key Results, Single Access Point, Get Involved, News, and Resources.

The Homepage is thoughtfully designed as a highly visual and engaging entry point that effectively captures visitors' attention through the use of biodiversity images. The layout expertly balances aesthetics with functionality, clearly communicating the project's mission while prominently featuring the latest updates and relevant news. The design ensures that the organisations involved in the project are immediately visible, reinforcing credibility and partnership strength. Additionally, the inclusion of a newsletter subscription link facilitates ongoing updates reception, making the Homepage a strategic and impactful gateway to the BMD project.
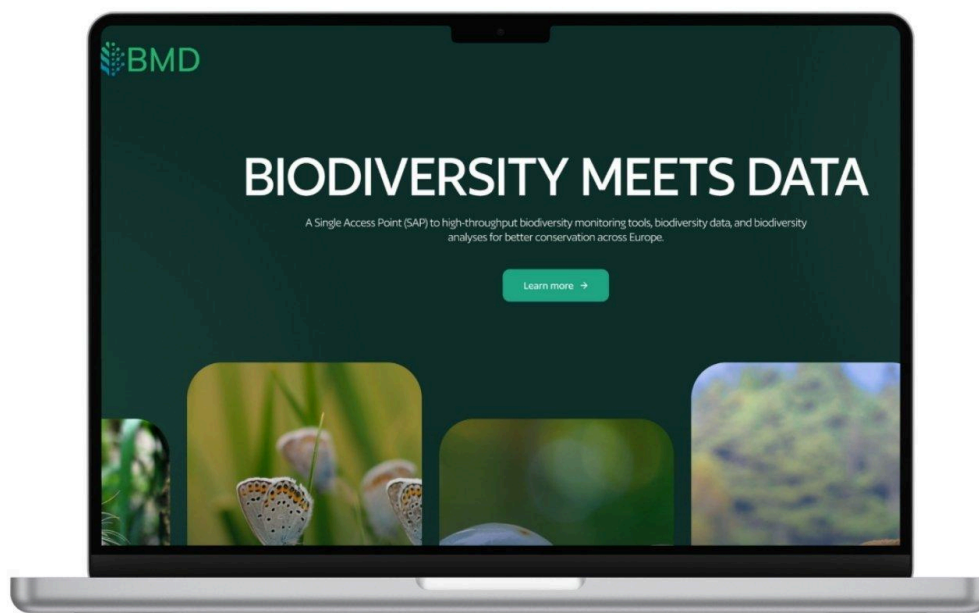

Figure 17. Homepage of the BMD website

The menu of the website is placed in a sidebar rather than in the traditional top header. This approach maintains a clean and uncluttered interface by reducing the number of visible links on the main page while keeping navigation intuitive and accessible. To reduce the need for multiple subpages and to improve user flow, tabbed sections are used within single pages. Each tab generates a unique URL, allowing users to share direct links to specific sections without having to navigate through the entire site.

The "About" tab includes information on the project's objectives, mission. It provides a clear description of each work package and its specific roles in delivering the project's outcomes. Finally, it introduces the people and organisations involved in the project. This includes the logos and names of all partner institutions, links to their websites, and features photos and short biographies of individual team members. The section also highlights the members of the advisory board, recognising their role in providing strategic guidance throughout the project.

The "Key Results" tab is focused on presenting the core technical and scientific outcomes of the project. It includes information on high-throughput biodiversity monitoring and AI taxon identification services, covering tools such as camera traps, audio devices, and eDNA, as well as efforts related to biodiversity baseline and legacy data mobilisation and the data catalogue. It also details spatial, temporal, and taxonomic data harmonisation, data storage, visualisation and computing infrastructure, and the development of Virtual Research Environments. These pages are more text-oriented and designed to be informative and comprehensive.

A specific tab is dedicated to the Single Access Point. In its initial stage, the page presents information about what the SAP will be. Once the system is fully developed, this tab will redirect users to the operational platform hosted at www.biodiversitymeetsdata.eu.

Recognising stakeholder engagement is essential for the success of the BMD project, the website has been designed to make participation straightforward and inviting. The "Get Involved" tab explains how interested parties can contribute to the project and participate in upcoming training opportunities.

The "News" section is designed to be regularly updated with articles that highlight publications, events, synergies, project updates, and press releases. By gathering all updates in a dedicated and easily accessible tab, the website helps keep the community informed and engaged with ongoing developments throughout the project.

The final section, "Resources," acts as a library for all key materials produced by the project. It will include deliverables and milestones, BMD publications, and relevant external publications. It also provides access to newsletters, videos, and a variety of project-related materials. These are divided into categories: brand kit, promotional materials, technical materials, and information on relevant initiatives and collaborations.

This structure supports the project by ensuring accessibility, clarity, and engagement. It allows users to efficiently find information, explore results, and get involved. The combination of visual appeal, functional design, multilingual access, and content-rich sections makes the website an effective tool for dissemination, stakeholder interaction, and long-term visibility of the BMD project.

5. Social media accounts

To raise awareness of BMD and increase its visibility, project profiles have been established on Bluesky (@bmd-project.eu) and LinkedIn (Biodiversity Meets Data) (Fig. 18). To extend BMD's presence further,

an automation tool is used to ensure that posts published on Bluesky are automatically shared on Mastodon as well. Presenting a consistent and branded vision, these channels reflect BMD's overall visual identity. The project's logo is used as the profile picture, while the header incorporates the project's visual identity and the EU funding acknowledgement. These platforms are actively used to promote the project's latest news, activities, and results. BMD has also established its channel on YouTube ([@BiodiversityMeetsData](#)) (Fig. 14).
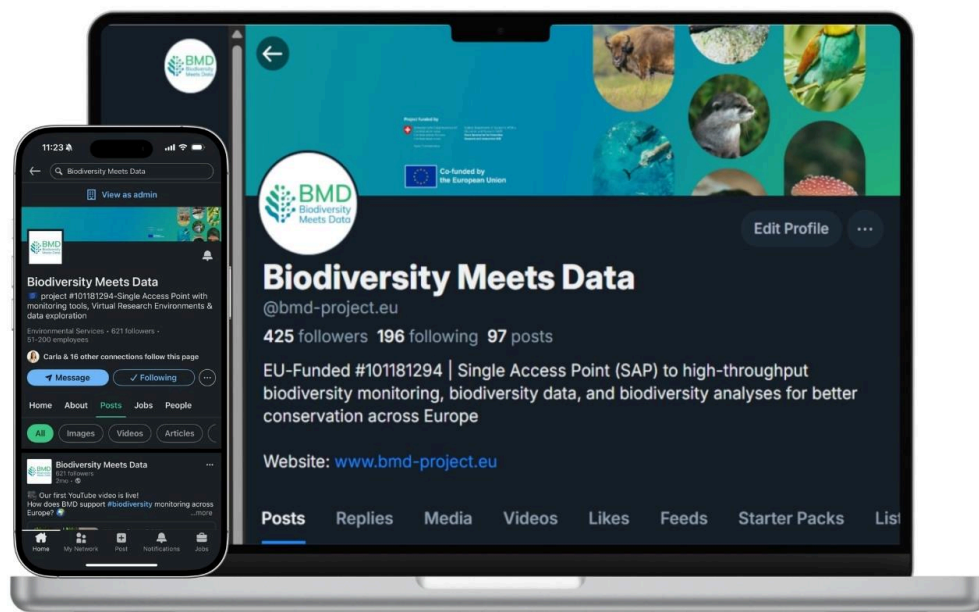

Figure 18. Social media channels

6. Outlook

BMD will continue to create new and varied promotional materials to support the project's development, outreach, and long-term impact. Materials may include brochures, infographics, videos, posters, and slide decks to suit different target audiences such as policymakers, researchers, industry stakeholders, and the general public.

Regular updates will be shared via the project's website and social media channels, while communication efforts will also support project events, including conferences, workshops, and public engagement activities. Coordination with project partners will ensure consistency in messaging and maximise visibility across channels.

Further details regarding the communication strategy, promotional materials, and use of channels are outlined in D7.2 Communication Plan (CP) and Plan for Exploitation & Dissemination of Results (PEDR).

7. Annex

BMD
Biodiversity Meets Data

Brand Guidelines

Table of contents

Funding statement

Please acknowledge funding by using the EU and the SERI logos and one of the following funding sentences as shown below.

Font

Please always use the Arial font for the funding statements.

Minimum size of the logo

The minimum height of the EU emblem must be 1 cm.

EU Emblem

Must always be on the left side or above the funding text.

Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

**Funded by
the European Union**

Project funded by

Schweizerische Eidgenossenschaft
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Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

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Download

Logo

Horizontal logo

Full colour

Ideal for presentations, headers, and documents with limited vertical space.

Black colour

Suitable for high-contrast designs on light backgrounds

White colour

Suitable for dark backgrounds in presentations, digital use, or when overlaying on images.
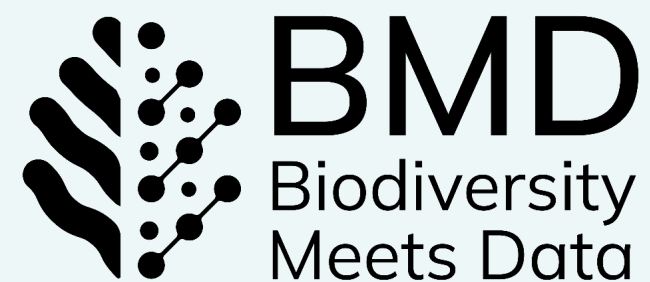
Download

Vertical logo

Full colour

Used in promotional materials, presentations, and documents. Works best on light backgrounds.

Black colour

Use on light or minimalistic backgrounds when color is not suitable.

White colour

Ideal for dark or textured backgrounds where color may not be visible.

Symbol logo

Full colour

Used independently in social media or in spaces with limited space.
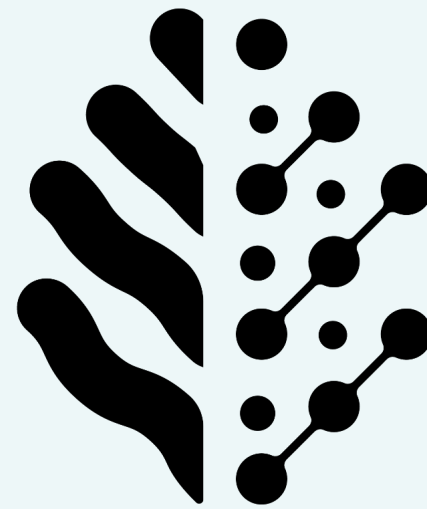
Black colour

Perfect for light backgrounds. Ideal for documents and official materials.
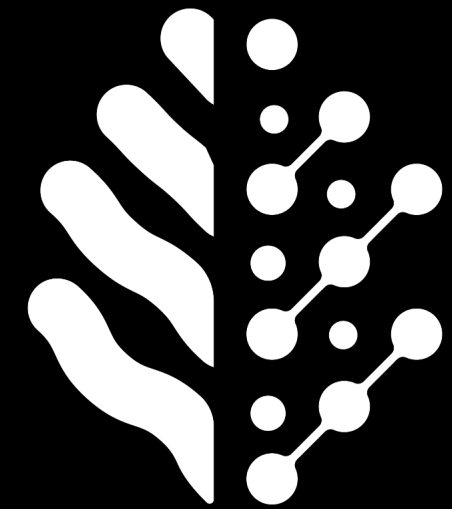
White colour

Best used on dark backgrounds or in places where the logo needs to stand out subtly.

Logo usage

Clear space

Ensure there is adequate space around the logo to maintain its visibility and integrity. The minimum clear space should be at least the height of the logo.

Logo usage

Do not alter the logo

Never modify, distort, or change the color of the logo.
This includes stretching, rotating, or adding effects.
The logo must always appear as provided.

Logo usage

Appropriate backgrounds

The logo should be placed on backgrounds that allow for maximum visibility and clarity. Use the black or white version of the logo on dark or light backgrounds, respectively.
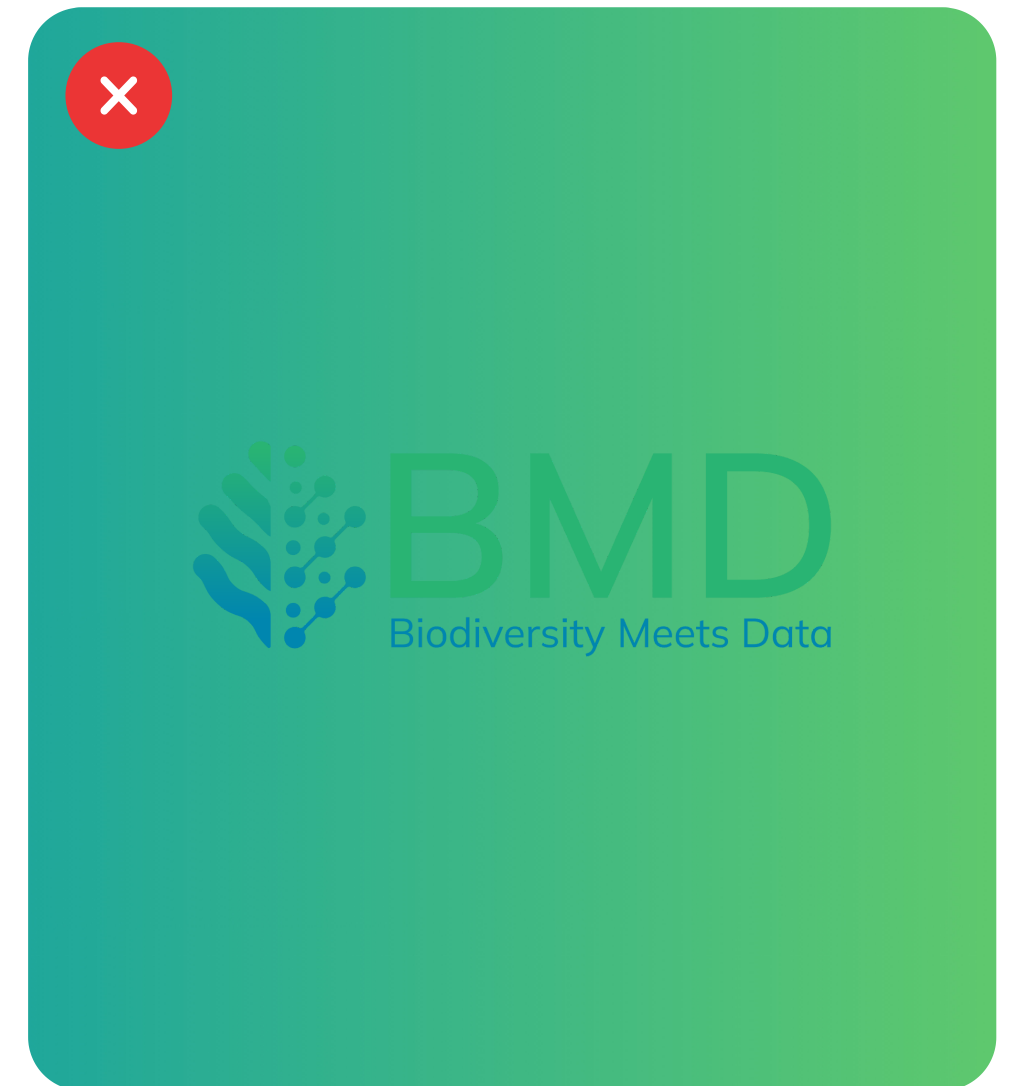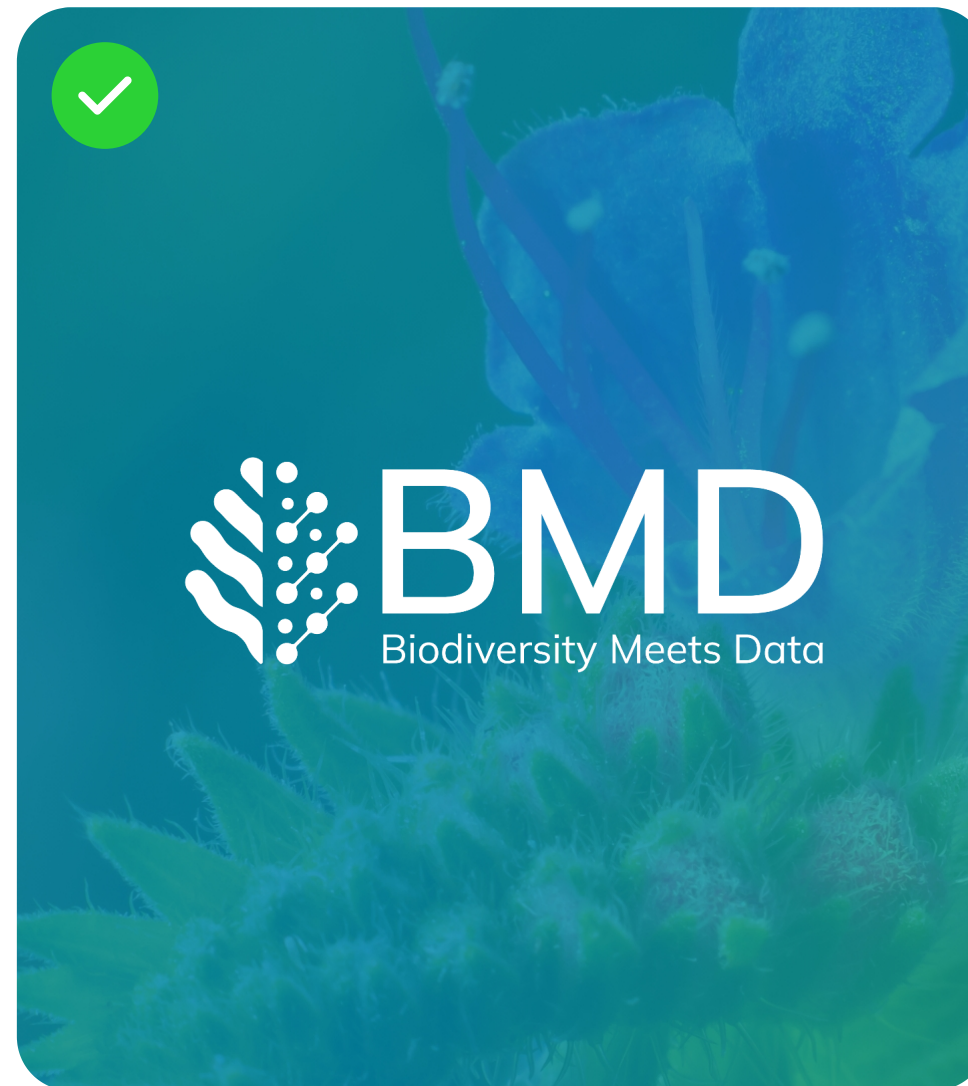
Colour
Palette

Primary colours

#0086AF

RGB: 0, 135, 176
CMYK: 100%, 23%, 0%, 31%

#2AB474

RGB: 42, 180, 116
CMYK: 77%, 0%, 36%, 29%

#E3F2F6

RGB: 225, 240, 245
CMYK: 8%, 2%, 0%, 4%

Secondary colours

#0D969C

RGB: 12, 149, 156
CMYK: 92%, 4%, 0%, 39%

#142F2B

RGB: 20, 47, 43
CMYK: 57%, 0%, 9%, 82%

#20A683

RGB: 32, 166, 131
CMYK: 81%, 0%, 21%, 35%

Typography

Author

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z a b c d e f g h i j k l
m n o p q r s t u v w x y z 0 1 2 3 4
5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ + =
{ } [ ] : ; " ' < > , . ? /

Used on the website and promotional materials

Download font

Mulish

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z a b c d
e f g h i j k l m n o p q r s t u v
w x y z 0 1 2 3 4 5 6 7 8 9 ! @
$ % ^ & * ( ) - _ + = { } [ ] : ; "
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Used for the logo

Download font
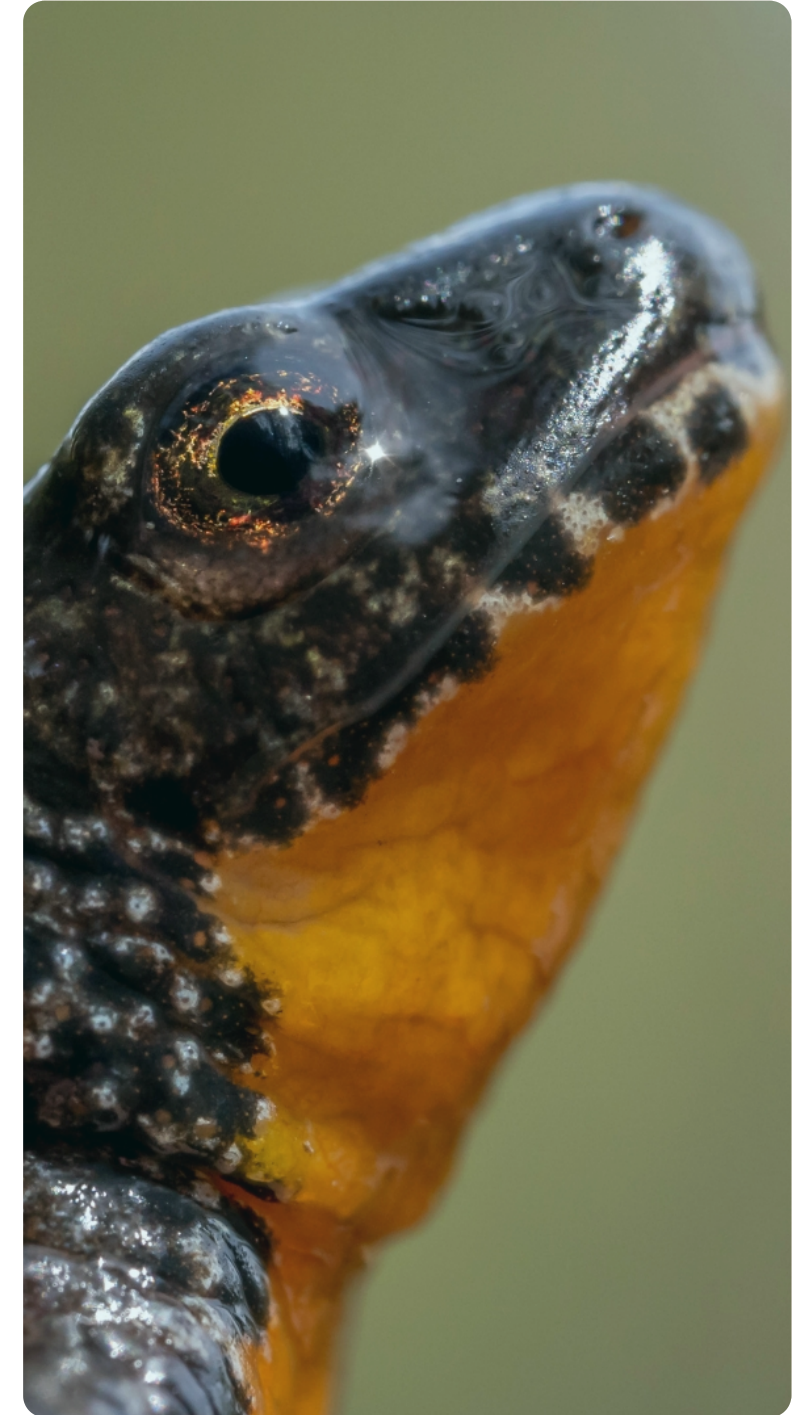
Typography

Calibri

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z a b c d e f g h i j k l
m n o p q r s t u v w x y z 0 1 2 3 4
5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ + =
{ } [ ] : ; " ' < > , . ? /

Used In Deliverables, Milestones And Presentations

Visuals

Images

Download

Meeting backgrounds

Download

Roll-up banner

Download

BMD
Biodiversity Meets Data

A Single Access Point supporting natural resource managers and policymakers

- Tools for biodiversity monitoring, including image, sound, e-DNA, and AI-based taxon identification

- Co-designed Virtual Research Environments (VREs) for terrestrial, freshwater, and marine ecosystems on local, regional, national and European levels

- A Web-GIS Map Viewer for data exploration

The VREs will empower users to

- Monitor biodiversity
- Identify and analyse drivers of change
- Project climate and land cover impacts on species and habitats

With stakeholders guiding every stage, BMD will bridge data and conservation action for a more sustainable future.

The project will deliver a twofold outcome

- Stakeholders will actively contribute from the tools' design to delivery
- The project will train stakeholders to use the tools, making sure they fulfil the community's needs and expectations

Get involved!

FOLLOW US!

in Biodiversity Meets Data

@bmd-project.eu

bmd-project.eu

Funded by
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BMD (Biodiversity Meets Data) receives funding from the European Union's Horizon Europe Research and Innovation Programme (ID No 101181294). 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 (REA). Neither the EU nor REA can be held responsible for them.

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Lectern poster

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Presentation template

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Letterhead template

Meeting notes template

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Stickers

QR Code

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Brochure

WHO ARE WE
14 international partners from
11 countries

Naturalis Biodiversity Center (NATURALIS)

Royal Botanic Garden Edinburgh (RBGE)

Meise Botanic Garden (MeiseBG)

Helmholtz Centre for Environmental Research

e-Science European Infrastructure for Biodiversity
and Ecosystem Research (LifeWatch ERIC)

Pensoft Publishers (PENSOFT)

The European Land Conservation Network
(Eurosite)

University of Tartu (UTARTU)

Stichting Catalogue of Life (COL)

The International Hellenic University (IHU)

The Senckenberg Nature Research Society (SGN)

The Environment Agency Austria (EAA)

The National Research Council (CNR)

SIB Swiss Institute of Bioinformatics (SIB)

BMD
Biodiversity Meets Data

PROJECT COORDINATOR
Niels Raes
Naturalis Biodiversity Center
✉ niels.raes@naturalis.nl

DURATION
1 March 2025 – 28 February 2029

FOLLOW US
🐦 @bmd-project.eu in @Biodiversity Meets Data

WEBSITE
🏠 bmd-project.eu

Project funded by

Co-funded by
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the European Union's Horizon Europe Research and
Innovation Programme and the Swiss State Secretariat
for Education, Research and Innovation (SERI) (ID No
101181294). Views and opinions expressed are however
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BMD
Biodiversity Meets Data

bmd-project.eu

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Spatial data catalog
GeoNetwork

Web-GIS viewer
for viewing data in the catalog or visualise the results of a VRE

Plug-n-Play deployment
of high-throughput biodiversity monitoring devices including combined with AI species identification and data mobilisation to GBIF

biodiversitymeetsdata.eu

VREs
local, regional, national, EU scale depending on the stakeholder for the:

Camera traps

Audio devices

eDNA sampling

Terrestrial realm

Freshwater realm

Marine realm

Mobilise a
baseline biodiversity dataset to GBIF

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