



Brand Guidelines

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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.

BMD (Biodiversity Meets Data) receives funding from 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 those of the author(s) only and do not necessarily reflect those of the European Union, the European Research Executive Agency (REA) or SERI. The EU, REA and SERI cannot be held responsible for them.



Funded by

the European Union

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**



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Swiss Confederation

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Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

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.

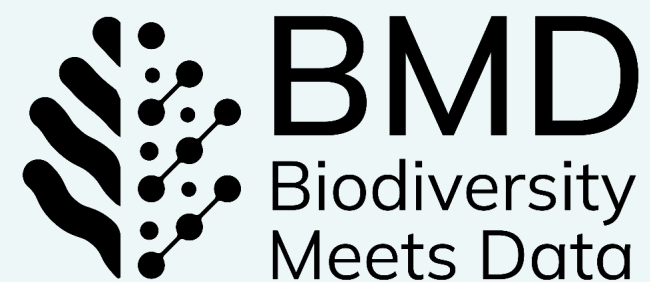
Vertical logo

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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.



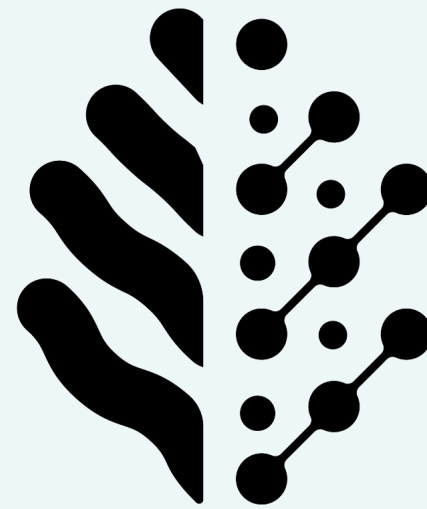
White colour

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



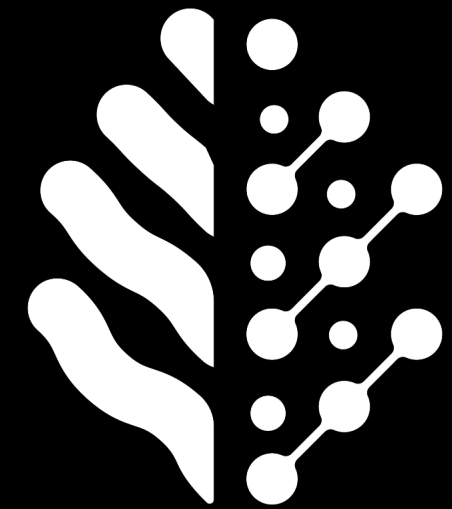
Full colour

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

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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

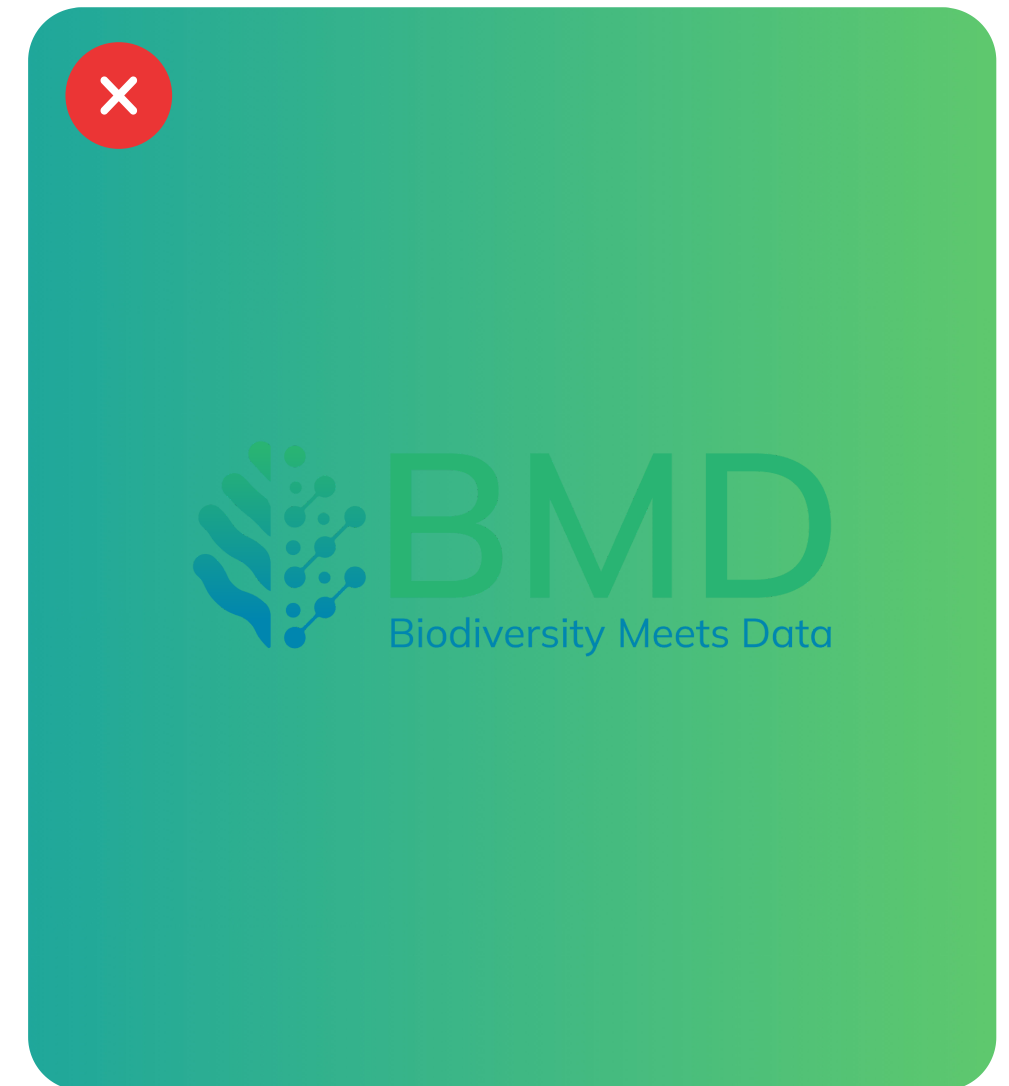
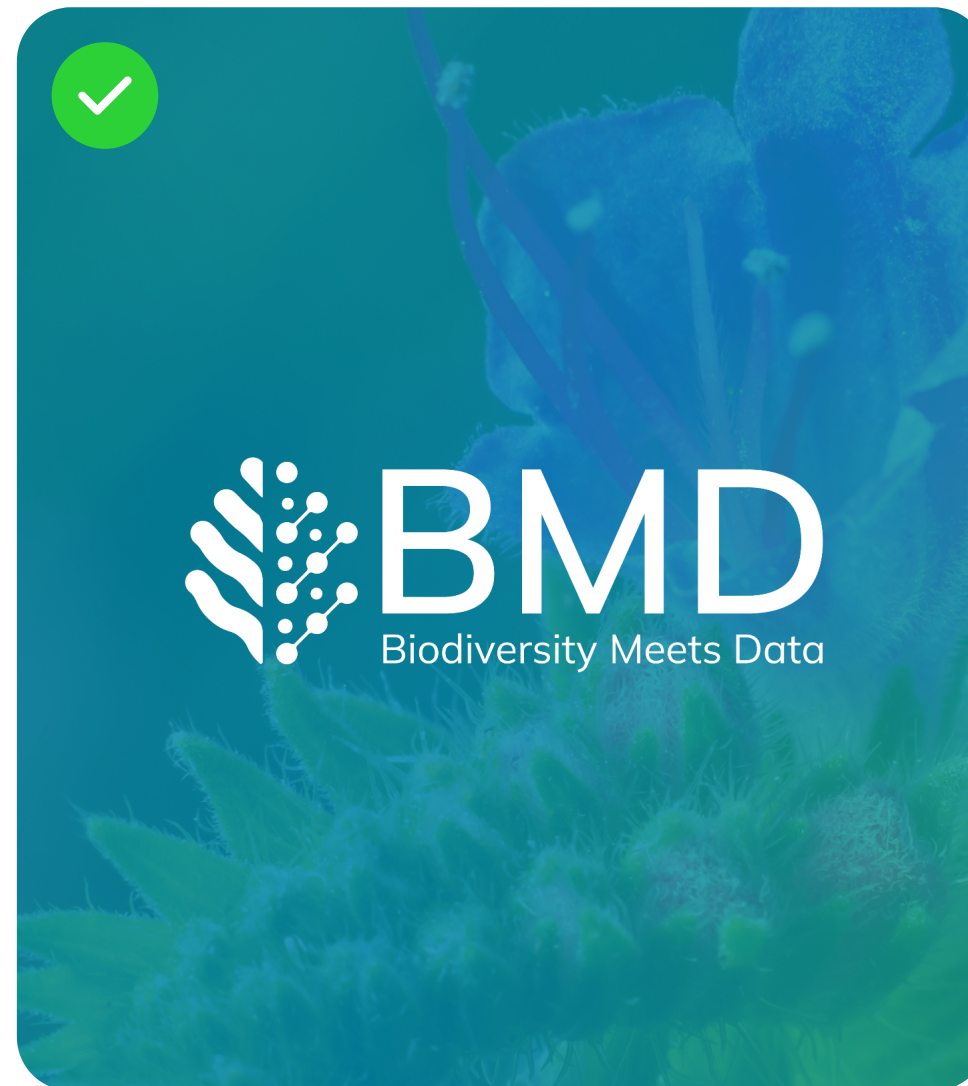
Never modify, distort, or change the color of the logo. This includes stretching, rotating, or adding effects. The logo must always appear as provided.



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

<div>#0086AF</div> <div>RGB: 0, 135, 176</div> <div>CMYK: 100%, 23%, 0%, 31%</div>	<div>#2AB474</div> <div>RGB: 42, 180, 116</div> <div>CMYK: 77%, 0%, 36%, 29%</div>	<div>#E3F2F6</div> <div>RGB: 225, 240, 245</div> <div>CMYK: 8%, 2%, 0%, 4%</div>
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Secondary colours

<div>#0D969C</div> <div>RGB: 12, 149, 156</div> <div>CMYK: 92%, 4%, 0%, 39%</div>	<div>#142F2B</div> <div>RGB: 20, 47, 43</div> <div>CMYK: 57%, 0%, 9%, 82%</div>	<div>#20A683</div> <div>RGB: 32, 166, 131</div> <div>CMYK: 81%, 0%, 21%, 35%</div>
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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 ! @ # \$ % ^ & * () - _ + =
{ } [] : ; " ' < > , . ? /

Mulish

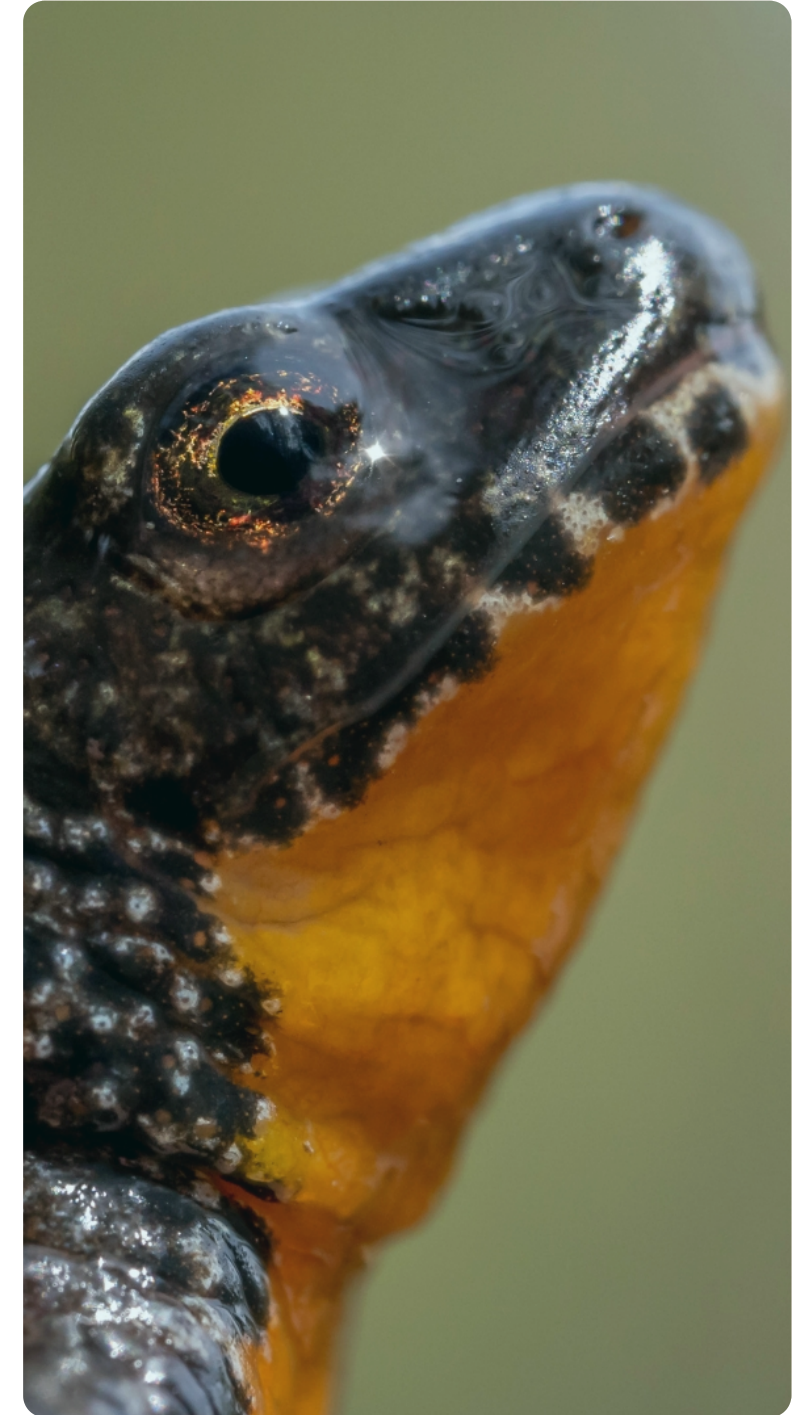
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z a b c d
e f g h i j k l m n o p q r s t u v
w x y z 0 1 2 3 4 5 6 7 8 9 ! @
\$ % ^ & * () - _ + = { } [] : ; " '
< > , . ? /

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 ! @ # \$ % ^ & * () - _ + =
{ } [] : ; " ' < > , . ? /

Visuals





* Please use these photos solely for your promotional activities related to BMD, and refrain from any commercial exploitation or use outside the project.

Meeting backgrounds



Roll-up banner







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!





Funded by the European Union



Biodiversity Meets Data



@bmd-project.eu



bmd-project.eu

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Presentation template



Letterhead template




Meeting notes template











Biodiversity Meets Data

A Single Access Point to high-throughput biodiversity monitoring, biodiversity data, and biodiversity analyses for better conservation across Europe.





Co-funded by the European Union

Project funded by
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Sveits Forbundsstat
Federal Department of Economic Affairs,
Education and Research, SRS
State Secretariat for Education,
Research and Innovation (SERI)

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Expected outcomes

Single Access Point

A co-designed platform providing high-throughput monitoring tools, legacy dataset publishing, configurable research environments, and a web-GIS viewer for visualising aggregated biodiversity data.




Spatial data catalog
GeoNetwork


WP6
Web-GIS viewer
for viewing data in the catalog or visualise the results of a VRE

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


Key Performance Indicators



Deploy monitoring devices



Facilitate stakeholder enrolments



Mobilise and disseminate new datasets



