

# CLINT

CLIMATE INTELLIGENCE

## CLINT WEBSITE, VISUAL IDENTITY AND LOGO

September 2021



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**Content of this report:** Initial package of the communication material, including the project logo, website, social media. This dissemination material from T9.2 will be continuously updated throughout the project.

**Availability:** This report is public.

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EU H2020 Project Grant #101003876

## Table of Contents

Table of Contents	3
EXECUTIVE SUMMARY	4
1. CLINT WEBSITE	5
2. CLINT LOGOS	8
3. CLINT SOCIAL MEDIA	9



## EXECUTIVE SUMMARY

The CLINT website, visual identity and logo comprise an initial package of the communication material. A progressively enriched information package will be made available in Task T9.2, reflecting the project brand, objectives, and expected results.

This deliverable contains a description of the CLINT logo, website, and social media accounts.



## 1. CLINT WEBSITE

The CLINT Project website (<https://climateintelligence.eu/>) is online and was designed to communicate the main information on the project. The website is implemented using Wordpress and it is organized into five main pages: Home Page (Figure 1), Project (Figure 2), Consortium (Figure 3), News & Events (Figure 4), and Outcomes (Figure 5), which will include deliverables, publications, software, datasets.

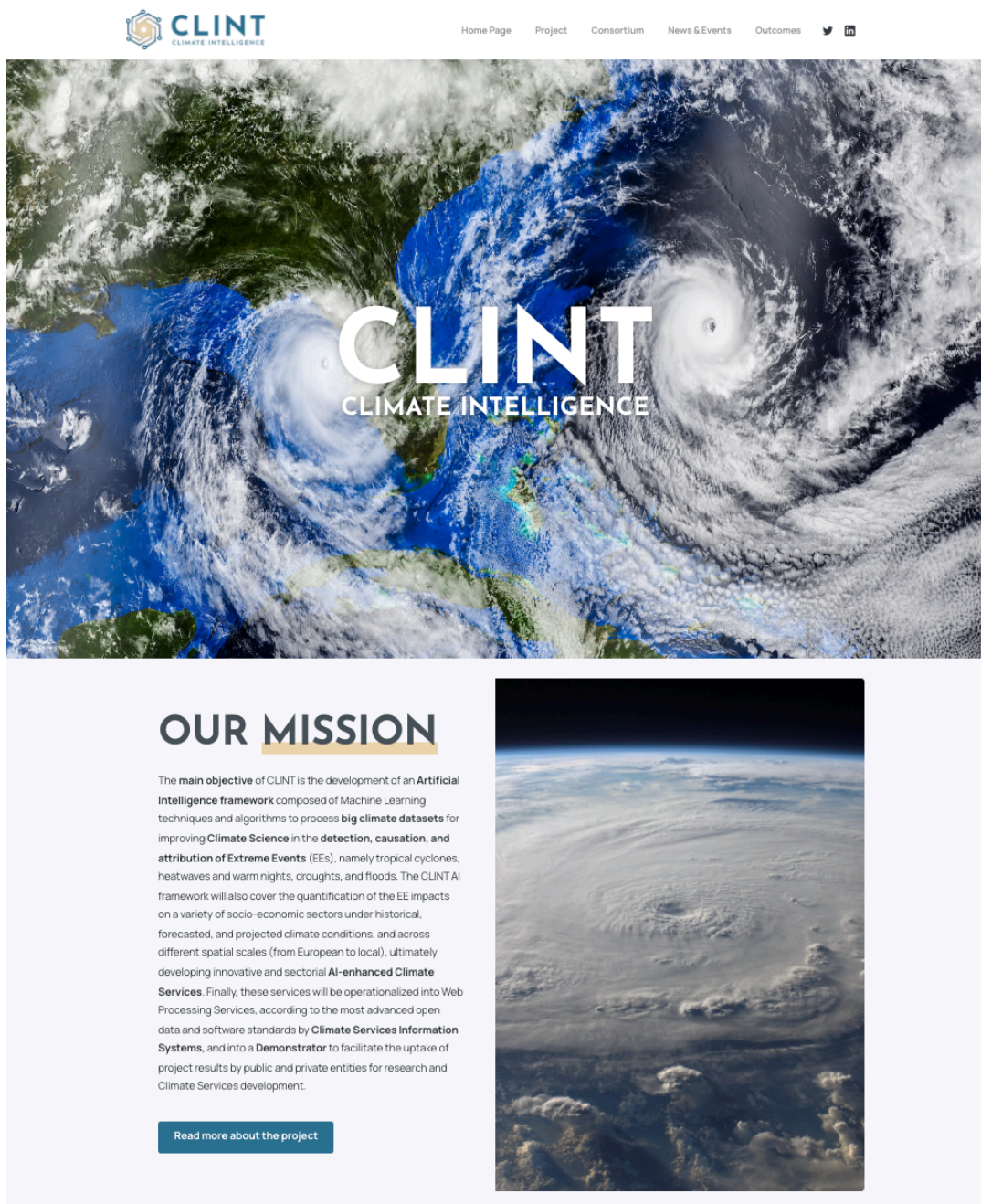


Figure 1 - CLINT project website (Home Page).

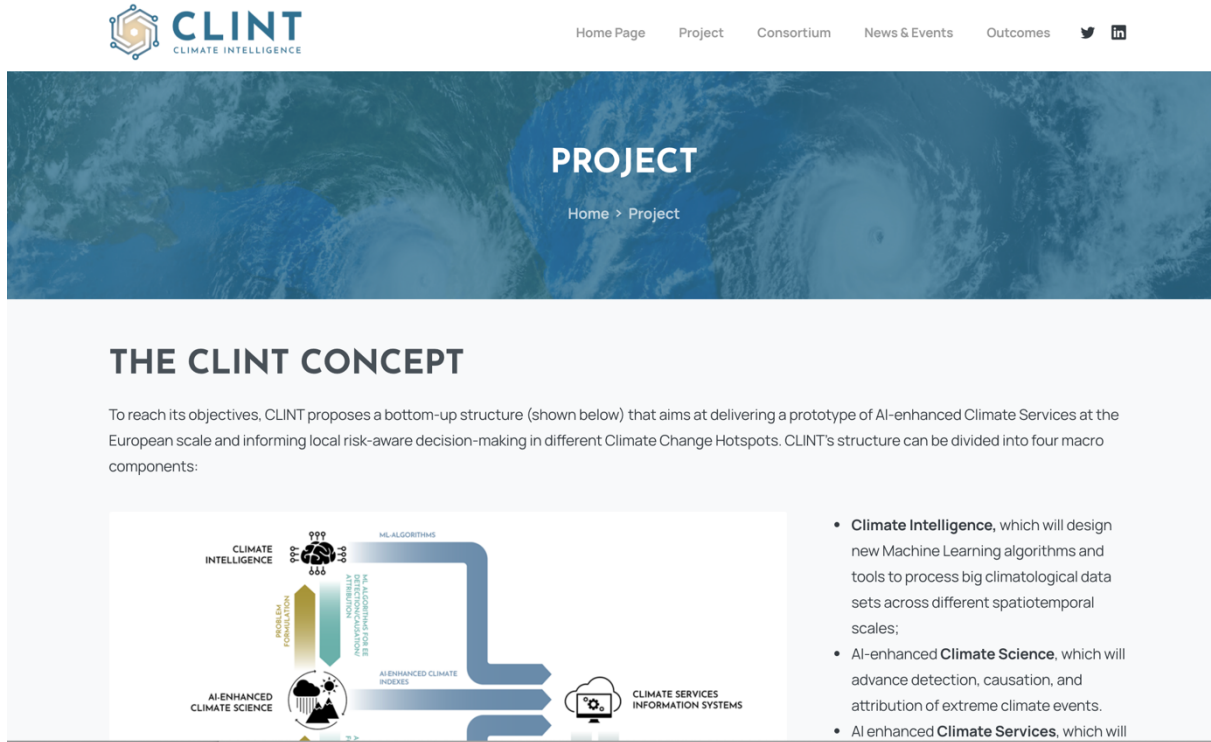


Figure 2 - CLINT project website (Project page).

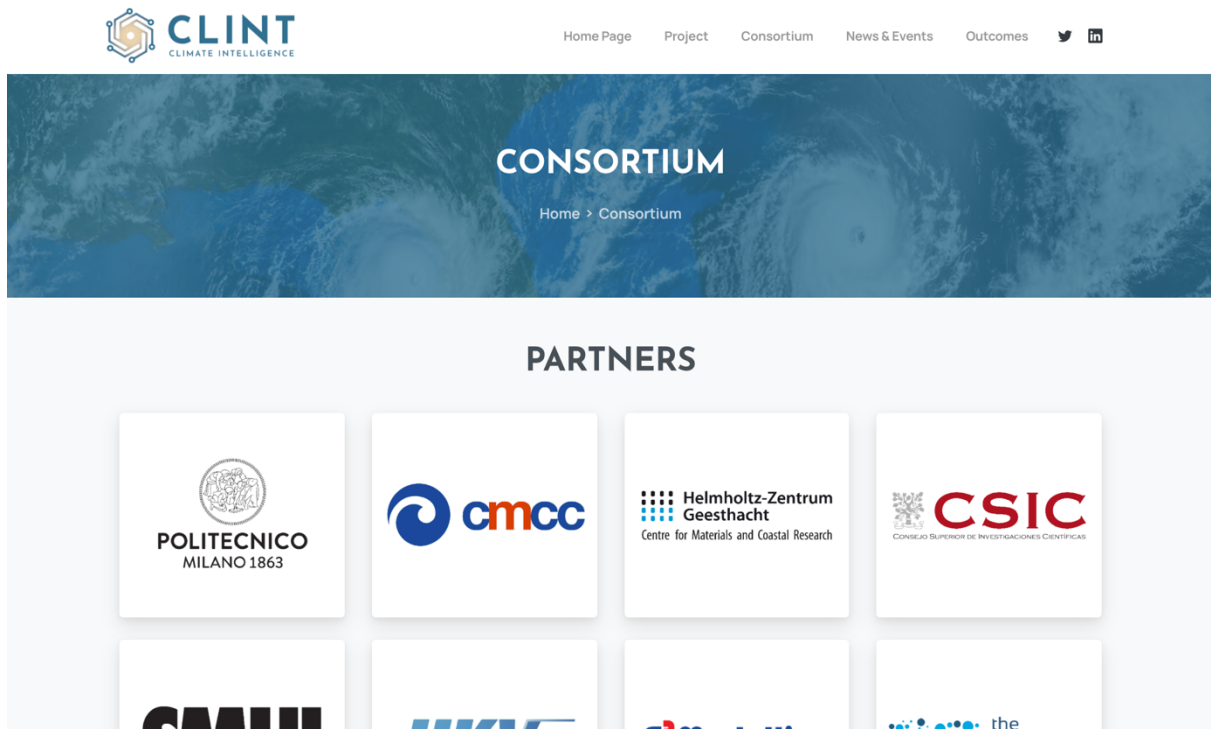


Figure 3 - CLINT project website (Consortium page).

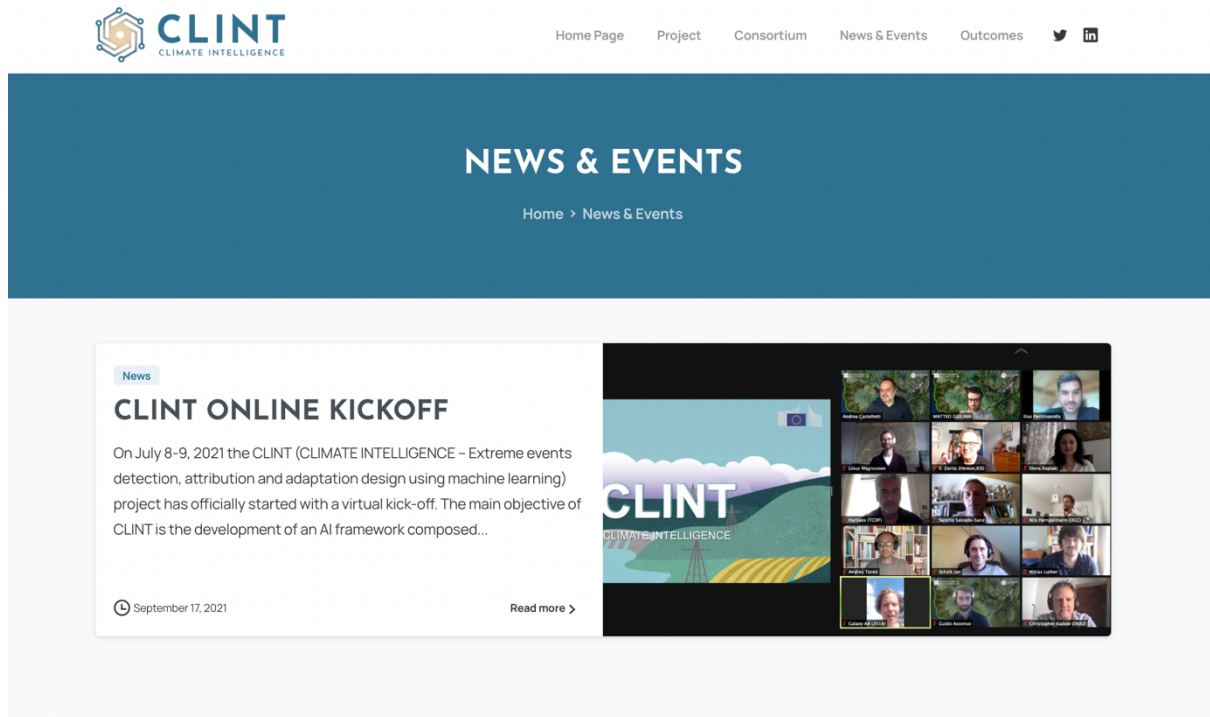


Figure 4 - CLINT project website (News & Events page).

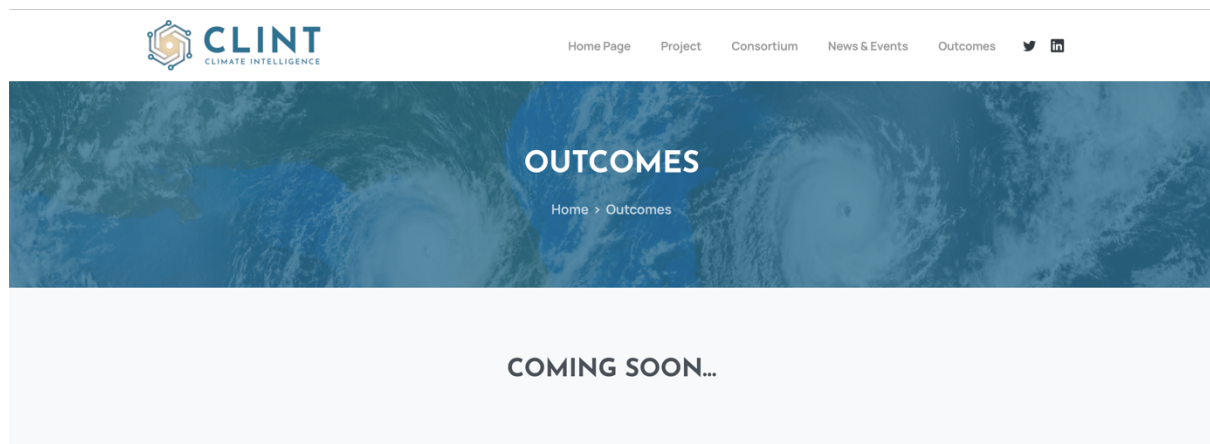


Figure 5 - CLINT project website (Outcomes page).

The website will be instrumental for multiple objectives, such as disseminating a “brand identity” for the CLINT Project, informing about the main project objectives and research questions, sharing the project outcomes, involving and engaging the end-users, broadcasting and sharing news about project activities.



## 2. CLINT LOGOS

The vertical and horizontal versions of the CLINT logo are reported below in Figure 6. The colours of the logos use the palette illustrated in Figure 7; besides, additional versions were designed using only white, black, and blue colour, respectively (see Figure 8). The font used in the logo is Josefin Sans Bold (Primary) and Josefin Sans Regular (Secondary).



Figure 6 - CLINT logo (left - vertical version, right – horizontal version).

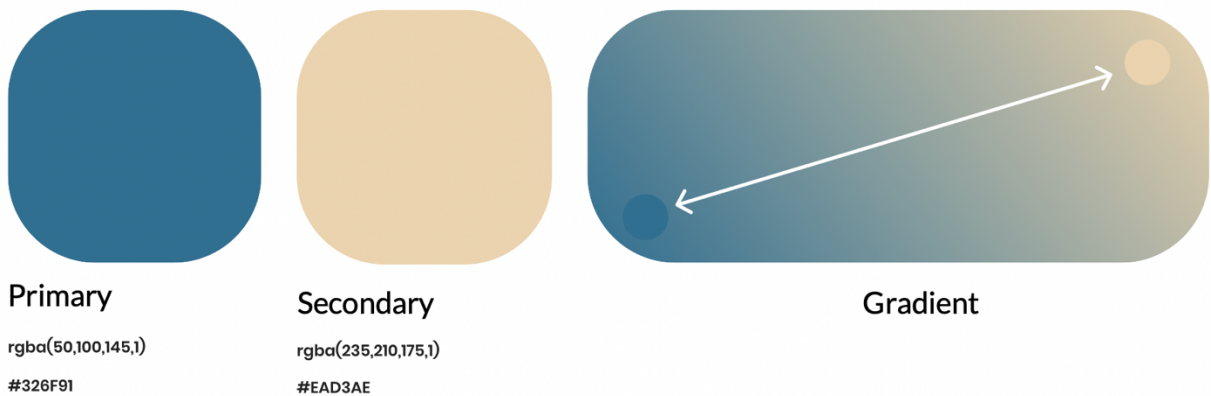


Figure 7 - CLINT logo colour palette.



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Figure 8 - Alternative versions of CLINT logo.

### 3. CLINT SOCIAL MEDIA

Besides the official website, social media extensions have been set up on both Twitter ([@CLINTH2020](#), see Figure 9) and LinkedIn ([Clint Climate Intelligence](#), see Figure 10). The CLINT social media will facilitate the communication of the project-related activities to a wide external audience and promote the visibility of the project on these two widely used social channels, which are linked in the Home Page of the website (see Figure 1).



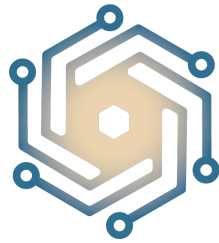
Figure 9 - CLINT Twitter account.



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Figure 10 - CLINT LinkedIn profile.



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