

Ref. Ares(2025)10387595 - 27/11/2025

EU FAW READY

D9.1 Project website launch and visual identity guide 27/11/25

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Funded by the European Union

EUFAWREADY receives funding from the European Union's Horizon Europe Research and Innovation programme under Grant Agreement No. 101212676.

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Prepared under contract from the European Commission
Grant agreement No. 101212676
EU Horizon Europe Research and Innovation Action

Project acronym: EUFAWREADY

Project full title: Enhancing Europe's readiness for managing fall armyworm, an invasive pest threat

Project duration: 1 June 2025 – 31 May 2029

Project coordinator: Anne-Nathalie Volkoff, INRAE

Call: HORIZON-CL6-2024-FARM2FORK-03

Deliverable title: D9.1 Project website launch and visual identity guide

WP responsible: WP9

Nature of the deliverable: Report

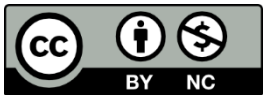
Dissemination level: Public

Lead partner: Pensoft Publishers

Recommended citation: APA

Due date of deliverable: 30/11/2025

Actual submission date: 27/11/2025



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Deliverable status:

Version	Status	Date	Author(s)
1.0	Draft	20.11.25	Bilyana Avtova, Nikolay Mehandzhiyski
1.1	Draft revision	26.11.25	Baptiste Dauphin, Rafaël Thorel, Anne-Nathalie Volkoff
2.0	Final version	27.11.25	Bilyana Avtova, Nikolay Mehandzhiyski

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1. Preface

Deliverable (D) 9.1 presents EUFAWREADY's brand manual and website, outlining the project's tailor-made visual identity which has the objective of ensuring a coherent and recognisable project image, supporting communication activities throughout the project's lifespan.

A core responsibility of Work Package (WP) 9 is not only the consistent and adequate communication of project activities but ensuring that said communication is executed in an attractive, easily digestible manner for all audiences. To support this, Pensoft has developed a set of communication materials, as well as a project website that has been tailor-made to best adhere to EUFAWREADY's needs.

2. Summary

EUFAWREADY's objective is to support the European Union (EU) in its preparedness for the potential outbreak of the fall armyworm (FAW). The project will do so by concentrating its efforts its three main pillars: learn, detect, and manage. Some of the project's core outputs are an IPM Toolbox and Plant Health Guidelines, to be developed in WP8. The project will also actively engage with stakeholders in order to better grasp the realities and needs across countries, working towards the fourth, hidden pillar: integrate.

One of the central objectives of WP9 "Communication, dissemination and knowledge exchange in order to maximise project impact", is ensuring that EUFAWREADY has a recognisable, coherent, and clear visual identity, supporting the effective communication and dissemination of results. To assist this, Pensoft has produced several communication and dissemination materials, and tools, such as a brand manual, promotional materials, and a dedicated project website.

The following document outlines these tools, and their use, as well as their planned integration into the project's communication strategy. Whilst the materials presented in this report reflect the work completed up to the deliverable's submission in Month 6 (M6), the document also acknowledges that as the project grows, new materials may be developed, and changes could be implemented within the website, to reflect EUFAWREADY's needs. Additional project pages are planned for inclusion at a later stage.

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3. List of abbreviations

EU	European Union
WP	Work Package
CD	Communication and Dissemination
PPT	PowerPoint
FAW	Fall armyworm
D	Deliverable

4. Brand manual

EUFAWREADY's brand manual is the project's visual identity guide, containing all key information and guidelines for the creation of project associated communication materials.

The brand manual acts as a reference point for consortium members, providing guidance in the creation of project-related materials, and ensuring consistency in the communication of deliverables, milestones, project outputs, presentations, documents, and promotional materials. Elements such as the logo, fonts, and colour palettes are accompanied with guidelines for their appropriate use.

EUFAWREADY's visual identity has been shared within the consortium, and is available for download on the project SharePoint, as well as in the Media Centre section of the project website.

The brand manual can be found in Annex 1.

4.1 Logo

EUFAWREADY's logo (Fig.1, 2, 3) was designed during the conception of the project and was already agreed upon by the project's start date. The design of the logo has been conceptualised in way to immediately suggest the project's subject matter – a correlation between an insect and maize. As a result, the logo can situate the viewer at a glance, offering an immediate sense of the project's overarching theme. The colours have also been chosen intentionally, with the yellow colour referring to maize crops, and green to the commitment of preventing the pest's outbreak but also minimising pesticide use and looking for more environmentally conscious ways to approach the threat (for example the use of natural enemies).

The brand manual provides different versions of the logo, the core one in the project's colours, and a monochromatic white one, to be used against darker or more colourful backgrounds for maximum

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accessibility. It indicates which colour logo is fit for what kind of backgrounds, and how to properly position it (Fig. 2, 3).



Figure 1: EUAFWAWERADY monochromatic logo



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Figure 2: EUFAWREADY monochromatic and coloured logo

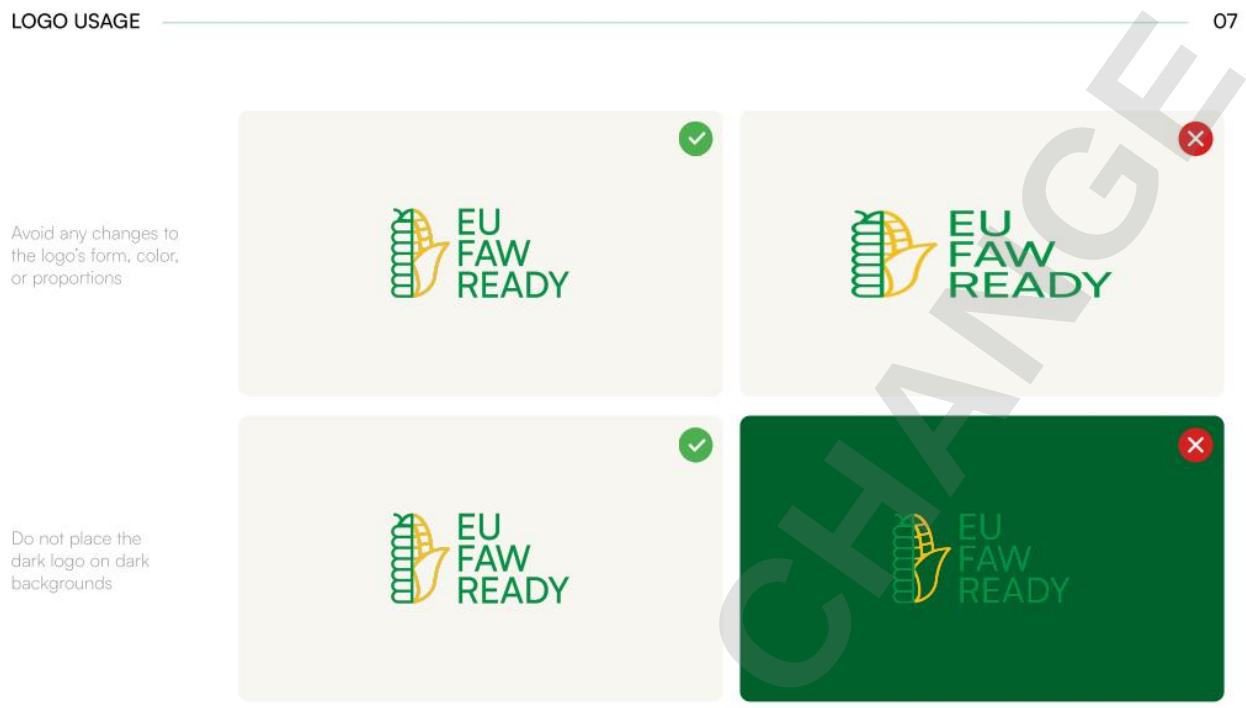


Figure 3: EUFAWREADY logo usage

4.2 Colours and typography

The brand manual presents the project's colour palette (Fig.4): green (#109448) is shown as the predominant and core project colour, with yellow (#F4BF19), pale blue (#C0E3D0), and light grey (#F7F6F1) following suit. Since the logo's immediate colours are green and yellow, they are treated as the primary colours for visual correspondence in the project, supported by the other two.

HEX codes, as well as RGB, and CMYK are provided for all colours, ensuring the use of correct shades.

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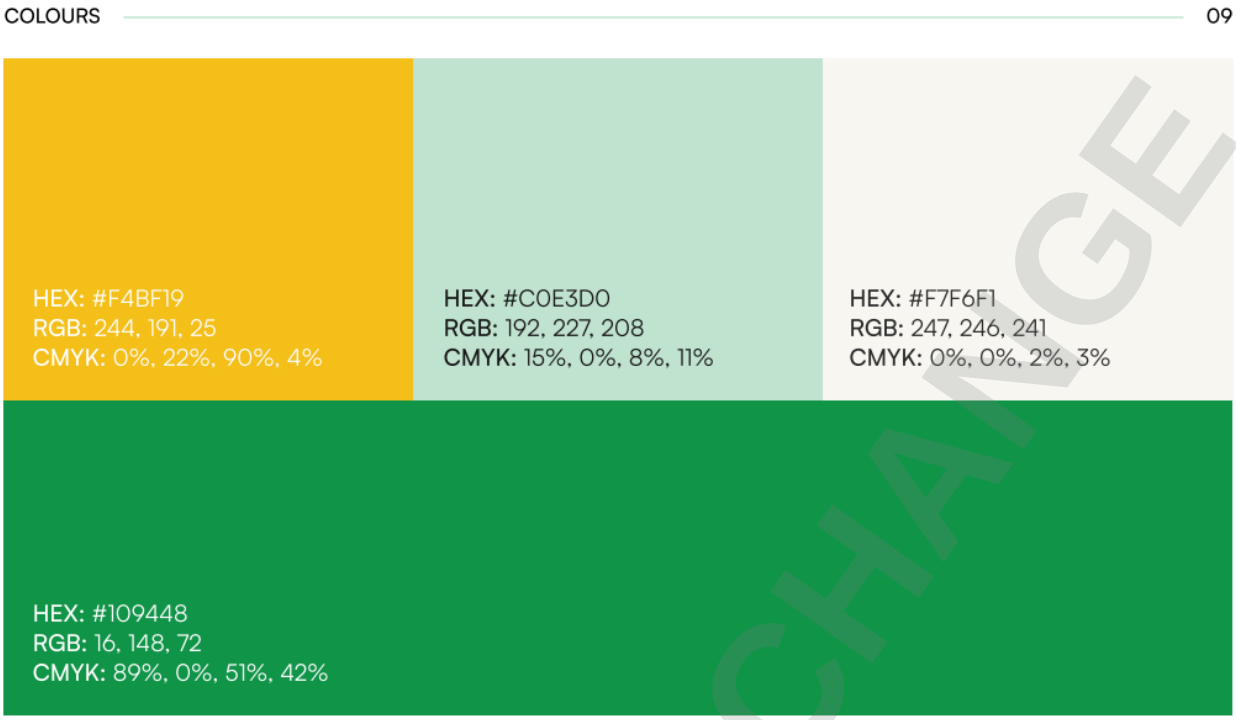


Figure 4: EUFAWREADY colours

The brand manual equally presents the project's chosen typography (Fig.5), outlining the correct font use for headings, and body text. EUFAWREADY will use the font "Satoshi" in all project communication materials.

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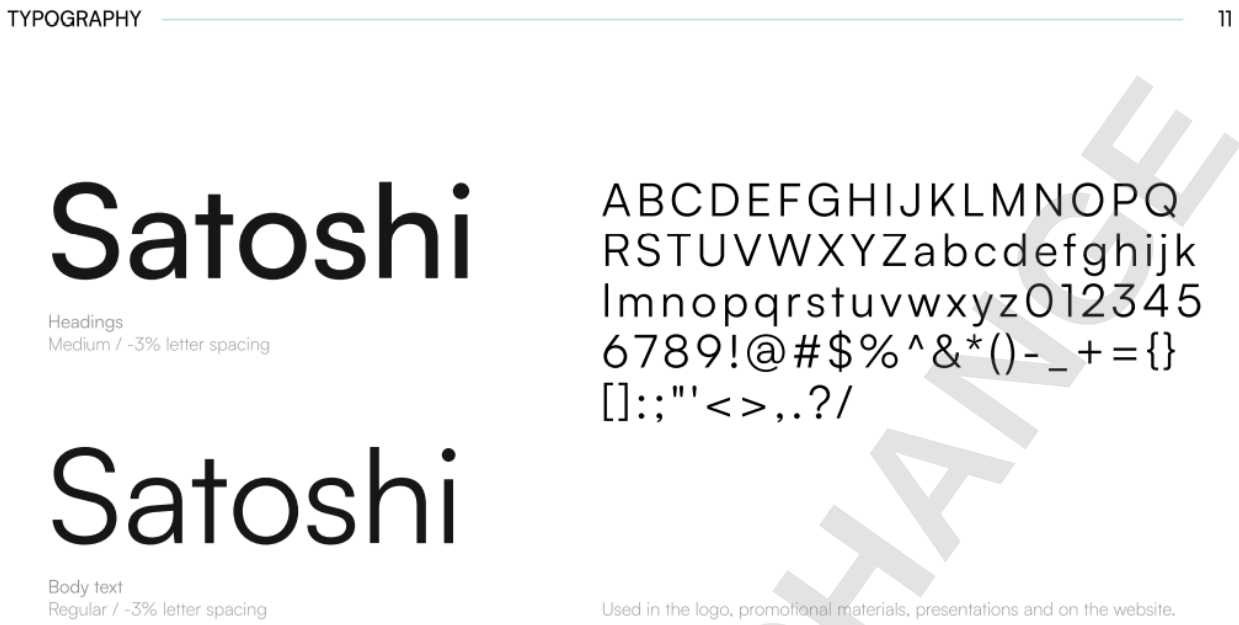


Figure 5: EUFAWREADY font

4.3 Funding statement

All EU funded and Horizon funded projects are obliged to disclose their funding. In order to facilitate that, the brand manual has provided a section advising partners on how to best do that by both providing the correct disclaimer to use for EUFAWREADY, and guidelines on how to use the EU's funding logo (Fig.6). In EUFAWREADY's case, the project equally receives funding from the Swiss State Secretariat for Education, Research, and Innovation (SERI), which has been incorporated accordingly within the funding statement. As per new regulations, the manual also indicates to sole use of the blue EU funding logo with yellow stars.

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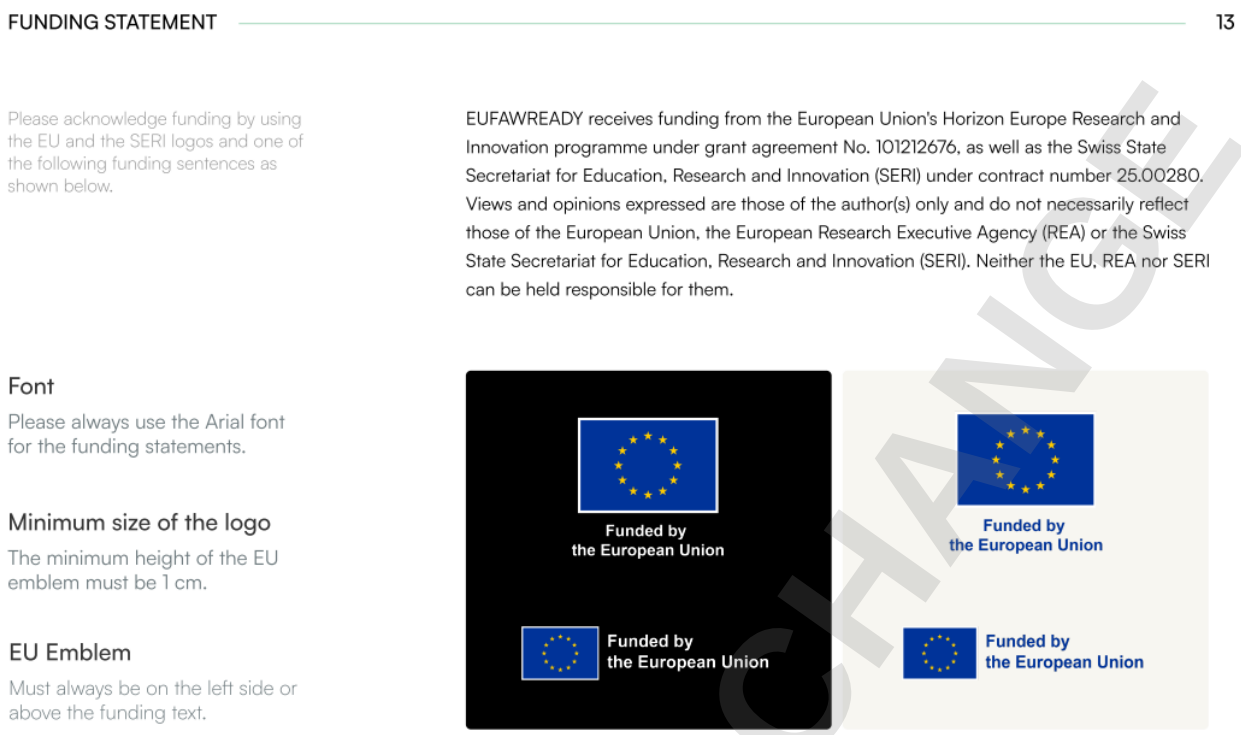


Figure 6: Funding disclaimer

4.4 Brochure

EUFAWREADY's has created two versions of its brochure (Fig.7), both in line with the project's visual identity. The brochure is a quick, portable and tangible source of information regarding the project's objectives, mission and structure. Partners are encouraged to disseminate it at relevant events, allowing for it to reach wide, international audiences.

The cover photos of both versions of the brochure belong to project partner CABI, namely Stefan Toepfer, and the corresponding photo credits have been included on the covers. Both brochures are available for download in the Media Centre section of the website.

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Figure 7: EUFAWREADY Brochures

4.5 Roll-up banners

The EUFAWREADY roll-up banners (Fig. 8) were developed in Month (M) 1 of the project and already present at the project's kick-off meeting in Montpellier, France. The banners are a predominantly visual promotional material, used to assert the project's presence at conference, meetings, and stakeholder events. Each banner contains a brief sentence introducing the project, its three pillars (learn, detect, manage), the EU funding disclaimer, and the project's social media accounts. The consortium's logos can be found at the bottom of the banners.

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Figure 8: EUFAWREADY roll-up banners

4.6 Website

EUFAWREADY has created a tailor-made website (www.eufawready.eu) which will be further discussed in detail in Chapter 7.

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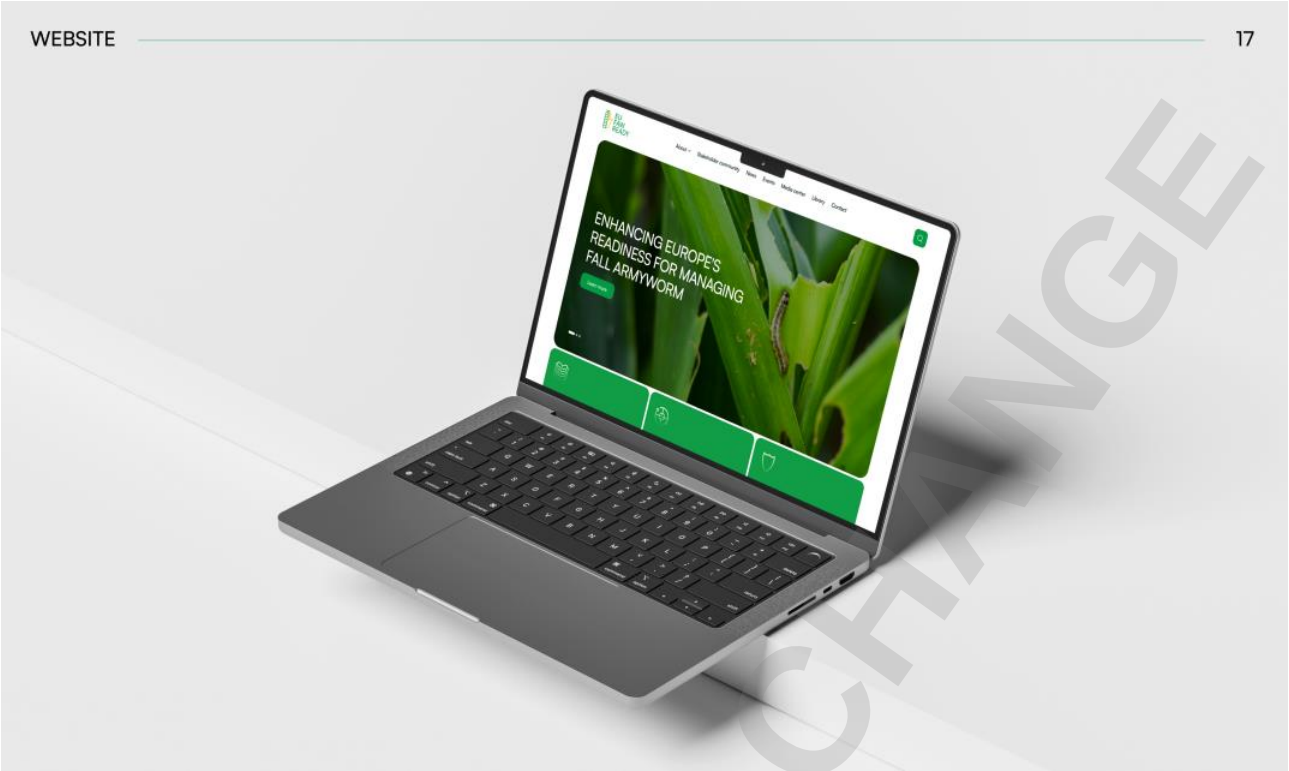


Figure 9: EUFAWREADY website

4.7 Images

The brand manual ends by proposing different images that are topically related to the project, in order to offer an idea of the kind of visuals that are encouraged to be used for presentations and other purposes. New images may be added to an image library as the project progresses.

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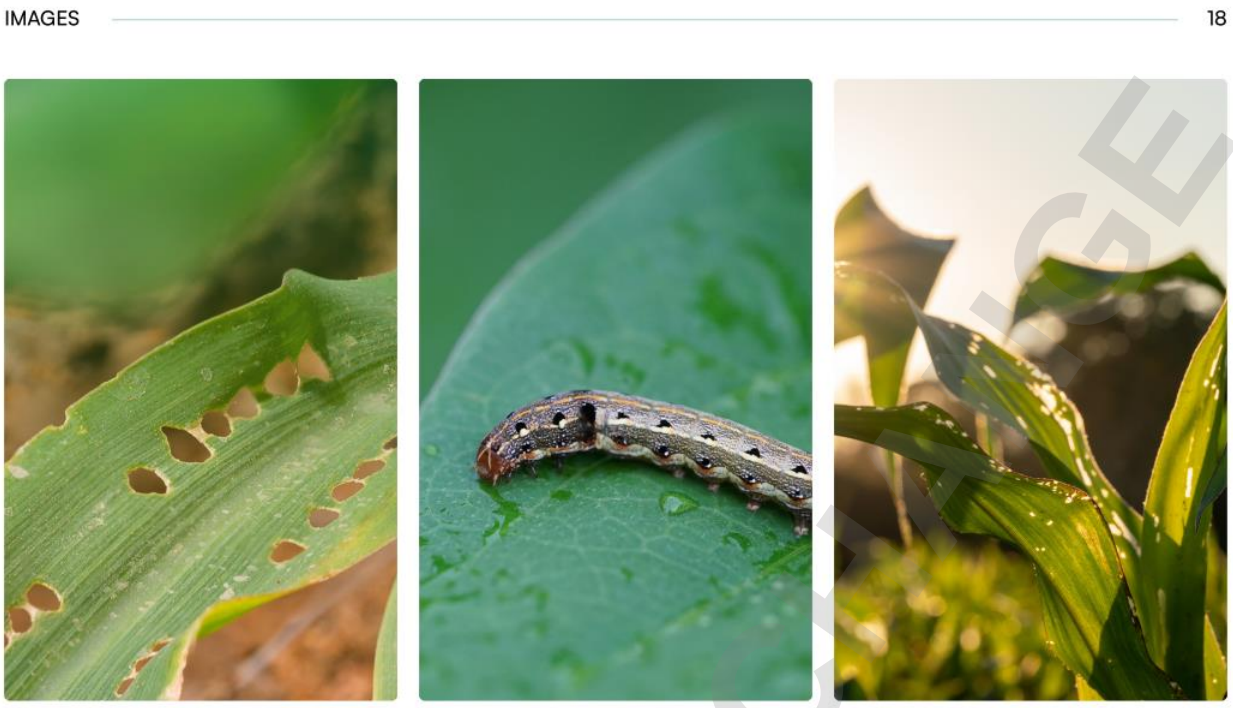


Figure 10: Images

5. Other promotional materials

Within the first six months of the project, a set of promotional materials aiming to attractively, coherently and comprehensively raise awareness about EUFAWREADY and its mission have been developed. Promotional materials developed within the scope of the project are shared with the consortium, so that all partners may use them accordingly in their communication activities and have equally been made available for download on the website. Two such materials were already presented in Chapter 4 – the project brochure (4.4) and roll-up banners (4.5). This section outlines the remaining materials.

5.1 Stickers

Experience has shown that providing project stickers is an attractive and productive way to communicate about your project. Project stickers are typically circulated at conferences, workshops, and stakeholder events, allowing to reach a wide and diverse audience. The EUFAWREADY sticker (Fig. 11), presenting the project logo, has already been disseminated at several external events.

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Figure 11: EUFAWREADY stickers

5.2 Virtual meeting backgrounds

As nowadays such a large of events, meetings, and workshops take place online, EUFAWREADY has developed a set of virtual meeting backgrounds (Fig. 12). These allows for partner to attend online events, and especially in the case of representing the project, maintain a professional appearance. The background can be used both for internal and external meetings.

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Figure 12: EUFAWREADY virtual meeting backgrounds

6. Templates

In order to further ensure the coherent and unified representation of the project in front of external partners, EUFAWREADY has developed templates for the consortium to use.

6.1 Document templates

To ensure consistency in the presentation of project outputs, apart from promotional materials, EUFAWREADY has created two document templates: one for deliverables and one for milestones (Fig. 13). Each template was created in accordance with the project's visual identity and made available on the project SharePoint, as well as on the website. The templates include a preliminary structure for the documents, the project logo, and the funding disclaimer.

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Figure 13: EUFAWREADY document templates

6.2 PowerPoint template

Equally, a PowerPoint presentation template (Fig. 14) has been created, to facilitate partners when making project related presentations, be it externally or internally. The template ensures a consistent and recognisable project identity, resulting in a cohesive presentation at any events.

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Figure 14: EUFAWREADY PowerPoint template

7. Project website

EUFAWREADY's official project website (www.eufawready.eu) acts as the project's central hub, hosting a project overview, news, updates, promotional materials, videos, podcasts, and anything else that has been produced within the scope of the project. The website will be maintained by WP9 and continuously updated with new project information as it comes. It has been designed in accordance with the brand guidelines, offering a user-friendly interface and easy get-around. The website ensures all audiences have an accurate and thorough understanding of the project and its activities.

7.1 Homepage

The website homepage (Fig. 15) presents a menu in the header, and a carousel of images with a "Learn more" button leading to the "Background" section (presented later in the document). The page outlines the project's three pillars (learn, detect, manage) with a brief introduction into each. A section "Latest news" is available below, featuring project updates, and the footer of the website contains a subscription link to the project's newsletter, the funding disclaimer, links to the project's social media channels, and the menu once again.

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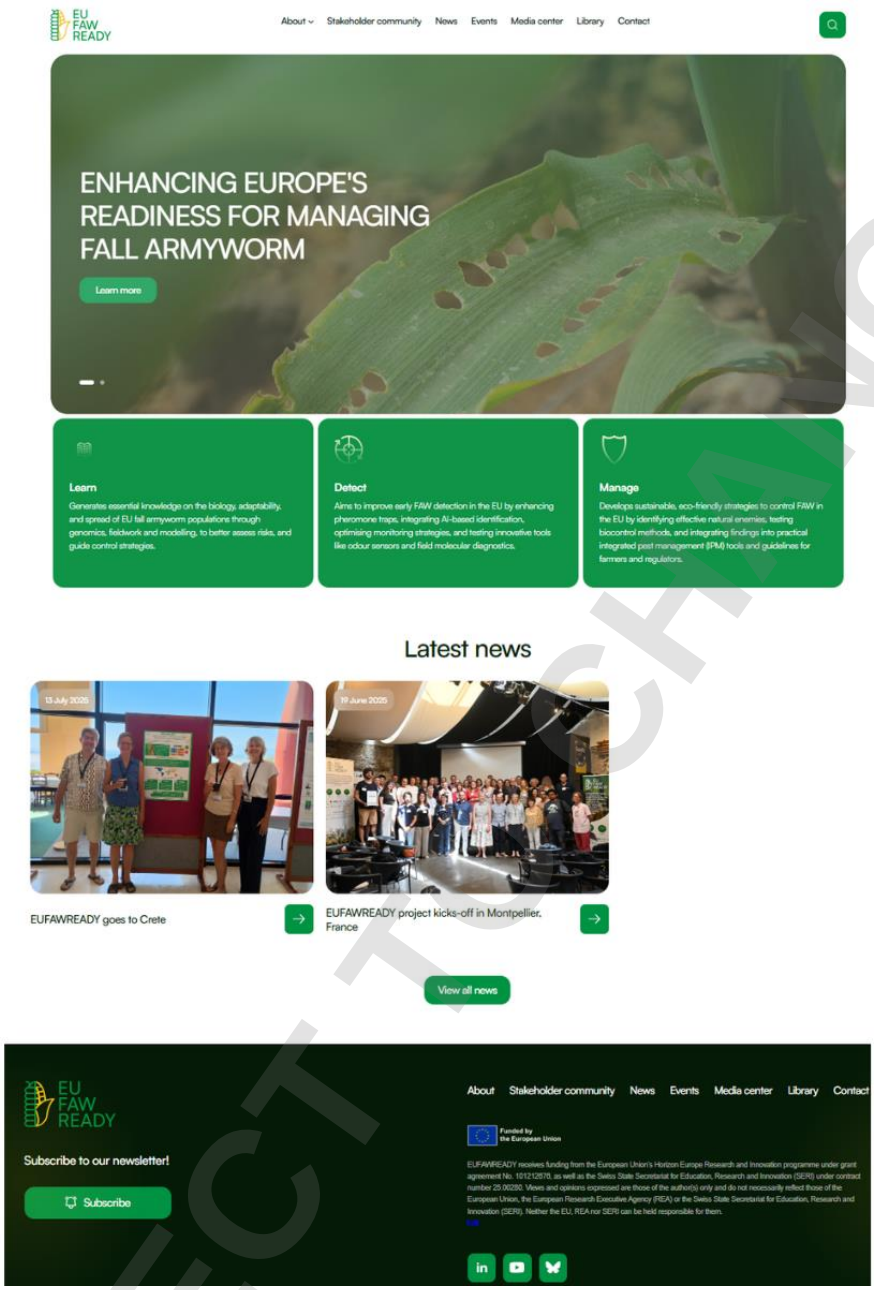


Figure 15: Website 'Homepage' section

7.2 About

The 'About' section in the header menu provides a drop-down menu leading to the following pages: "Advisory Board", "Background", "IPM Toolbox", "Work Packages", and "Partners".

7.2.1 Advisory Board

The 'Advisory Board' section (Fig. 16) presents EUFAWREADY's Scientific Advisory Board. Profile cards of each member can be found, providing their photo, title, and short biography.

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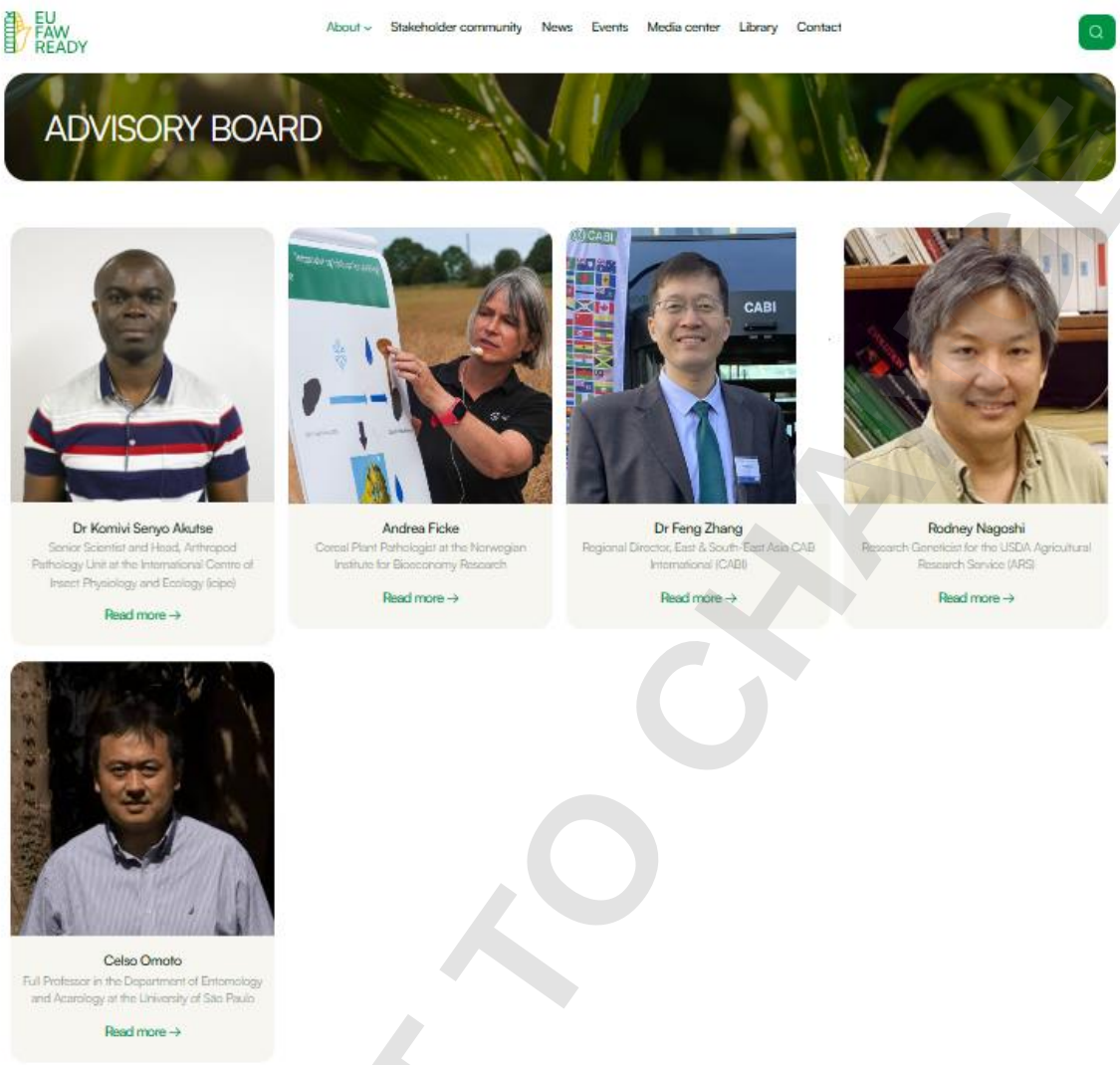


Figure 16: Website 'Advisory Board' section

7.2.2 Background

The 'Background' section of the website (Fig.17) is where the audience can gather the most fundamental information surrounding the project's context. It offers information into the background of the fall armyworm (FAW) outbreaks in Africa and Western Asia, detailing the potential threat should it spread across Europe. Finally, the page contains a paragraph outlining the project's mission, followed by a section of all project objectives.

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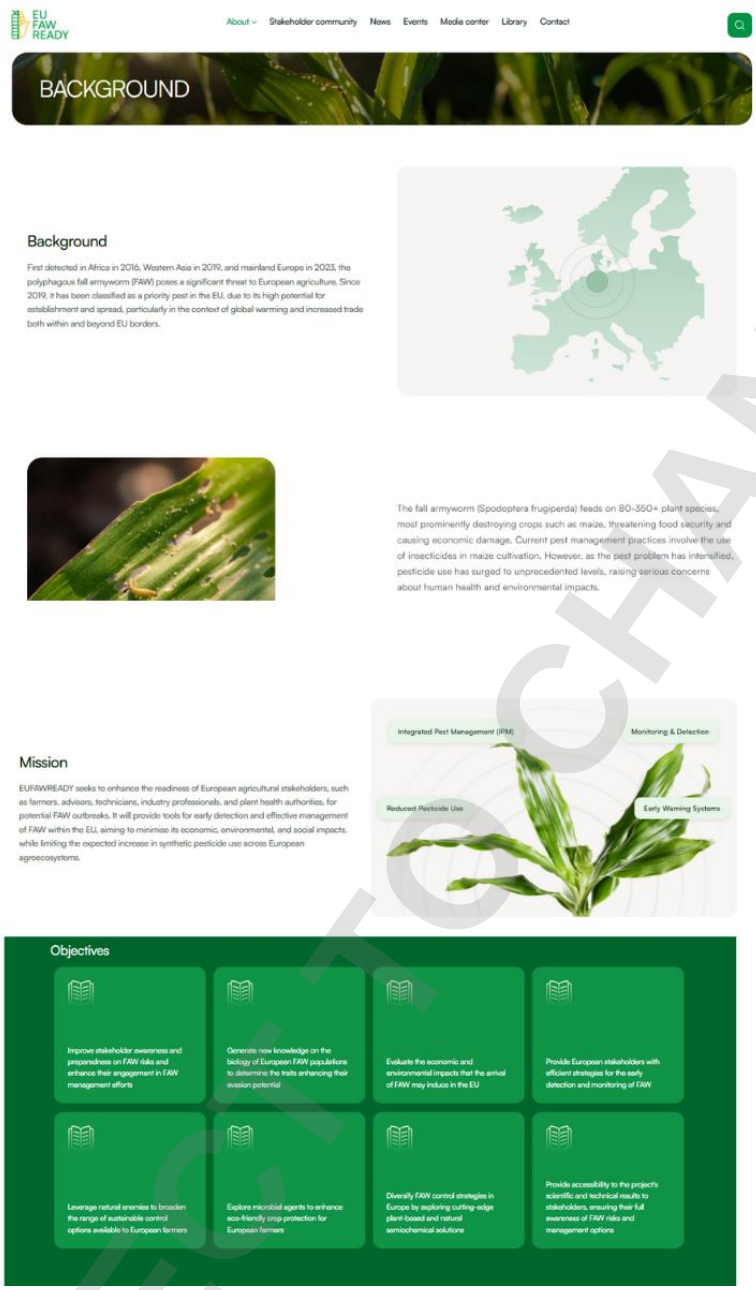


Figure 17: Website 'Background' section

7.2.3 IPM Toolbox

The 'IPM Toolbox' page (Fig. 18) provides a peak into what is expected of EUFAWREADY's IPM Toolbox and is the designated place for this project result. When the toolbox is ready it will be made available on this page, accompanied by any new relevant information that might arise surrounding its creation and use.

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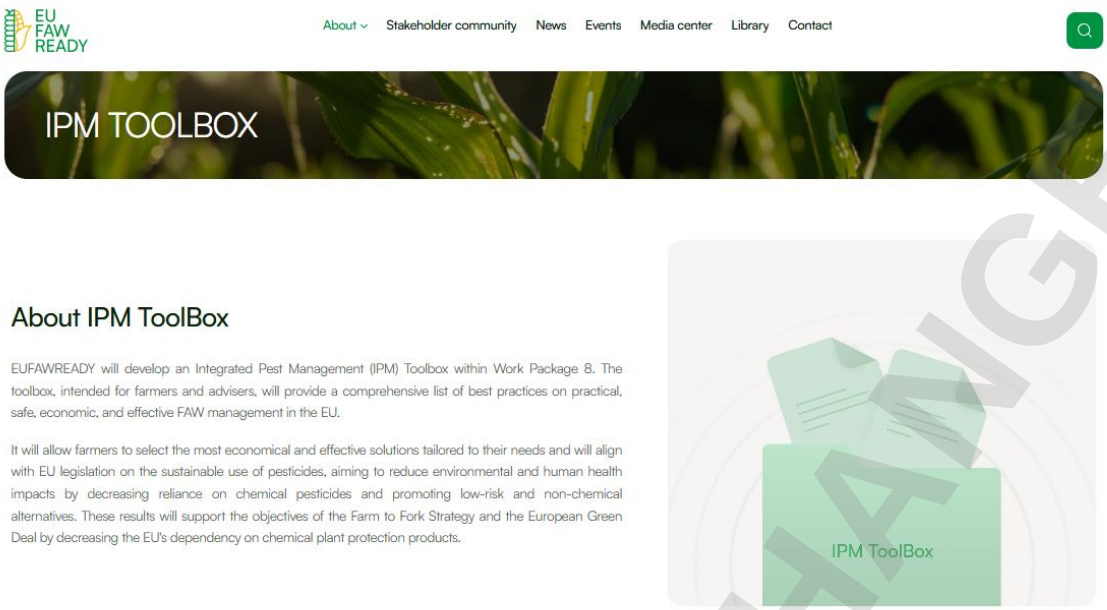


Figure 18: Website 'IPM Toolbox' page

7.2.4 Work Packages

The 'Work Packages" page (Fig. 19) presents a diagram of the interaction between the WPs, detailing how they feed into each other. Below, there is a list of all WPs which provides an overview of each WP's mission and objectives. There is also an option to click on the person leading each WP, thus opening a sort of profile card, showing which organisation they work at, their photo, and a short biography.

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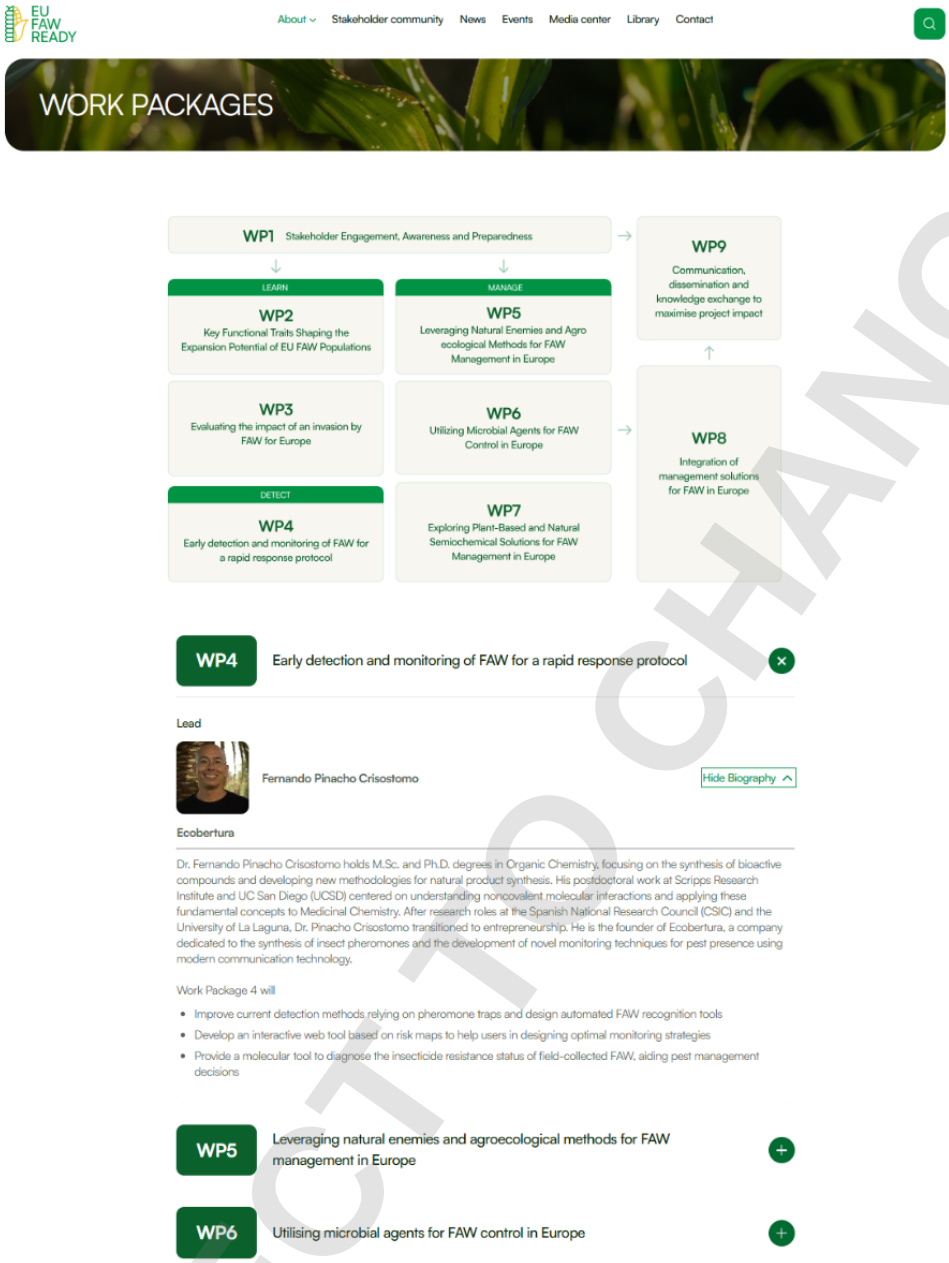


Figure 19: Website 'Work Packages' page

7.2.5 Partners

The partners (Fig. 20) section of the website provides an overview of the project consortium. Each organisation is listed with a brief description, and upon clicking on it an additional profile card appears, revealing the lead team member of said organisation (Fig. 21). In this way, the viewer essentially receives an overview of the General Assembly members.

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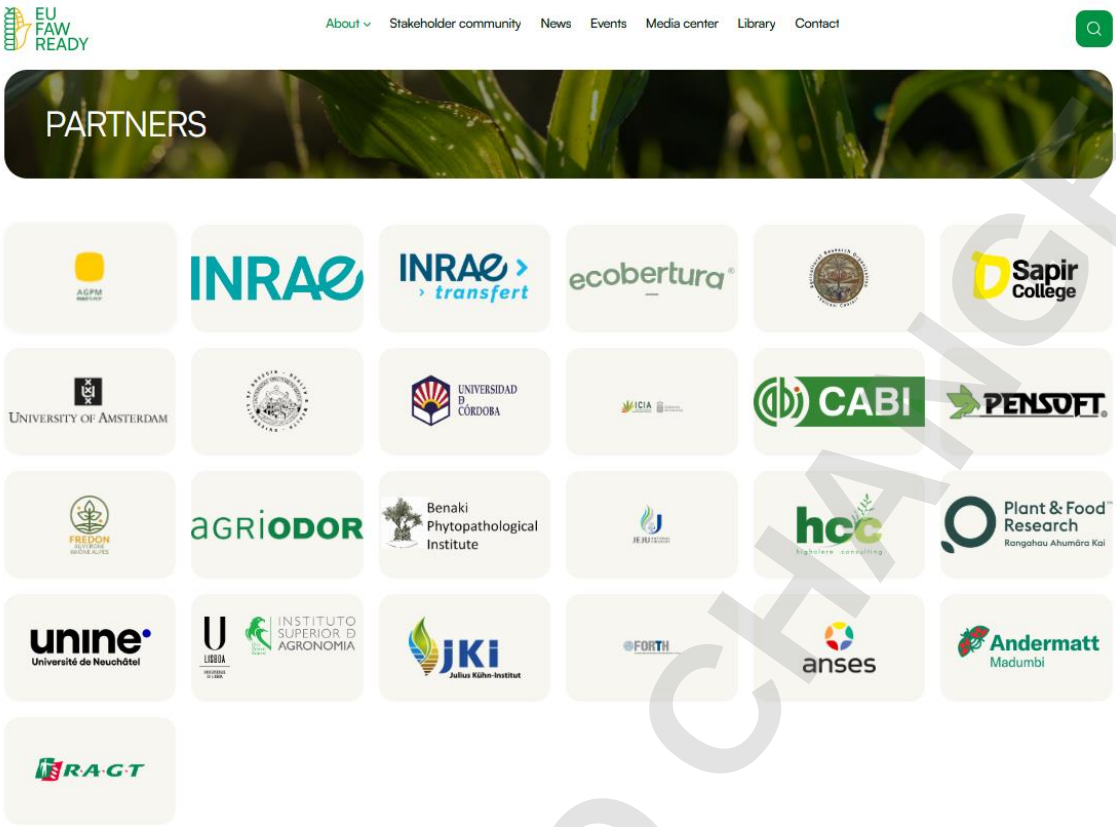


Figure 20: Website 'Partners' section

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Figure 21: Website 'Partners' section, Lead profile card

7.3 Stakeholder Community

The Stakeholder Community section of the website (Fig.22), once fully functional, will act as a space where interested parties can subscribe to the community. Once stakeholders register and should they consent to being featured on the website, it will provide an overview of the number of stakeholders in the community, as well as their geographical location.

In its current state, the page provides information into the community, as well as the stakeholder survey developed in WP1, which is GDPR compliant and hosted on EU Survey, and subsequently joining the private LinkedIn group. At a later date the survey link will be replaced with a subscription to the stakeholder community, which will also be GDPR compliant and informing audiences how their information will be used and features. Members will be accepted manually upon their registration in the Stakeholder Community.

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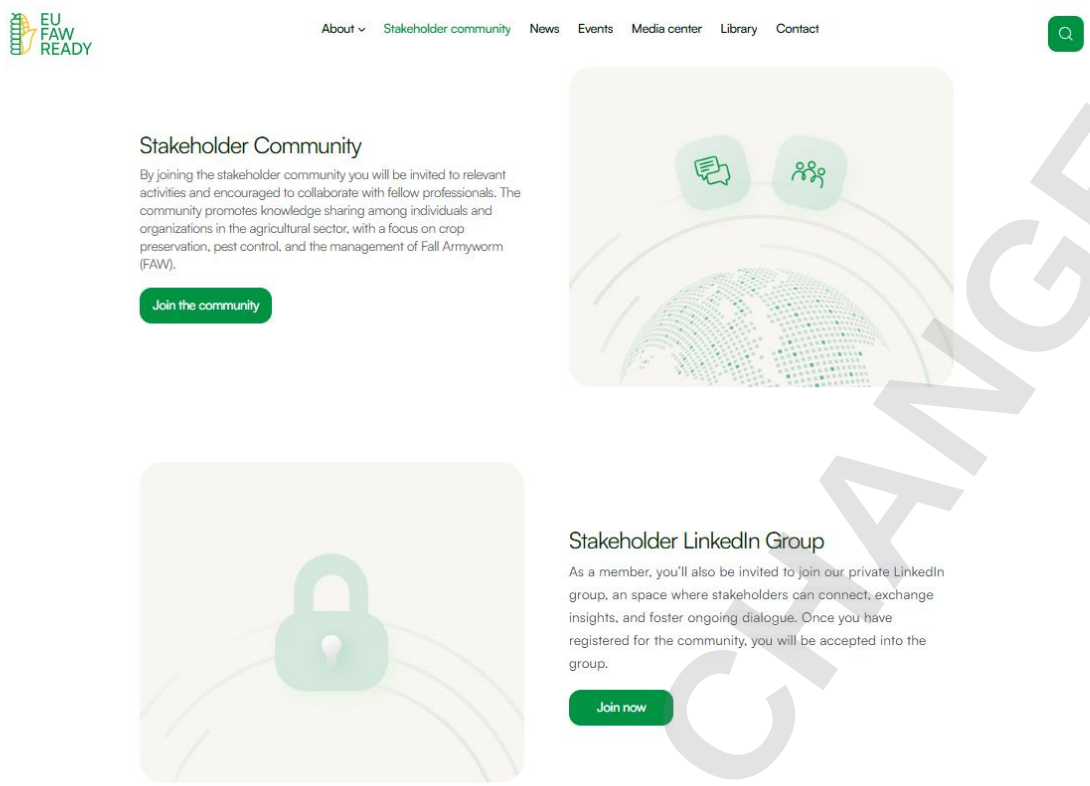


Figure 22: Website 'Stakeholder Community' section

7.4 News

The News section of the website (Fig.23) is where viewers can find all relevant project updates and news. Any consortium meetings, stakeholder workshops, project presentations at external events, new campaigns, open surveys and more, will be featured in the form of a news article. The use of photos to accompany the news articles will be done with the approval of those featured in them.

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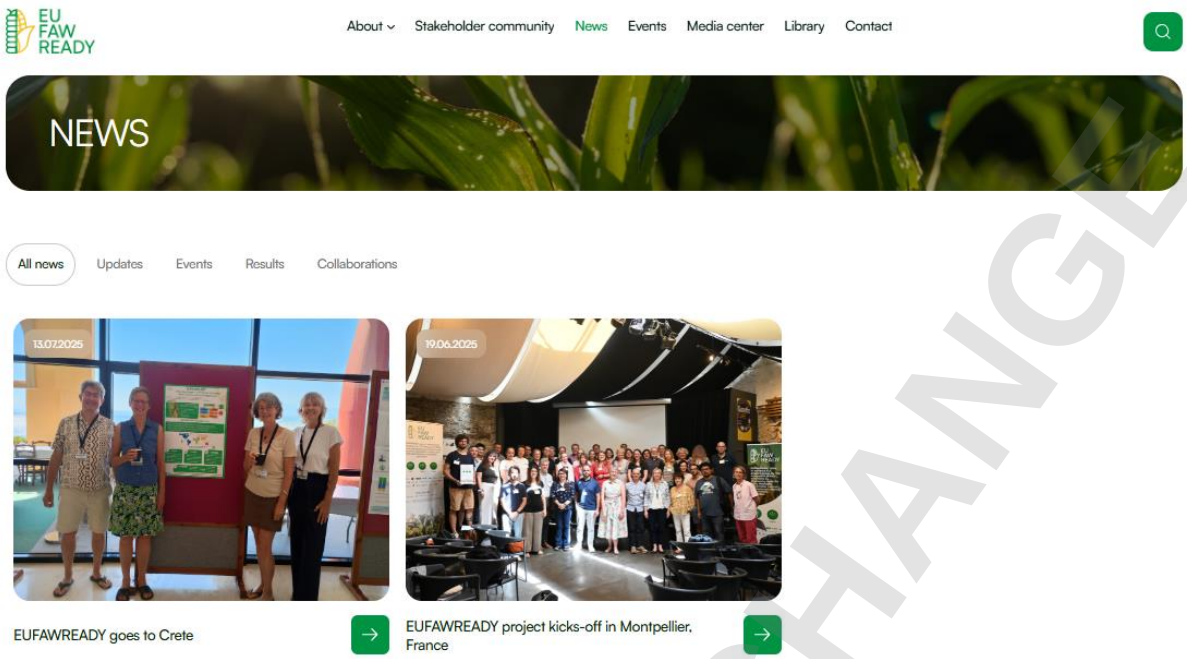


Figure 23: Website 'News' section

7.5 Events

The Events section (Fig. 24) of the website showcases EUFAWREADY-relevant events. Its primary objective is to give an overview of any project events, such as consortium meetings and stakeholder workshops, but can also occasionally feature external but relevant events.

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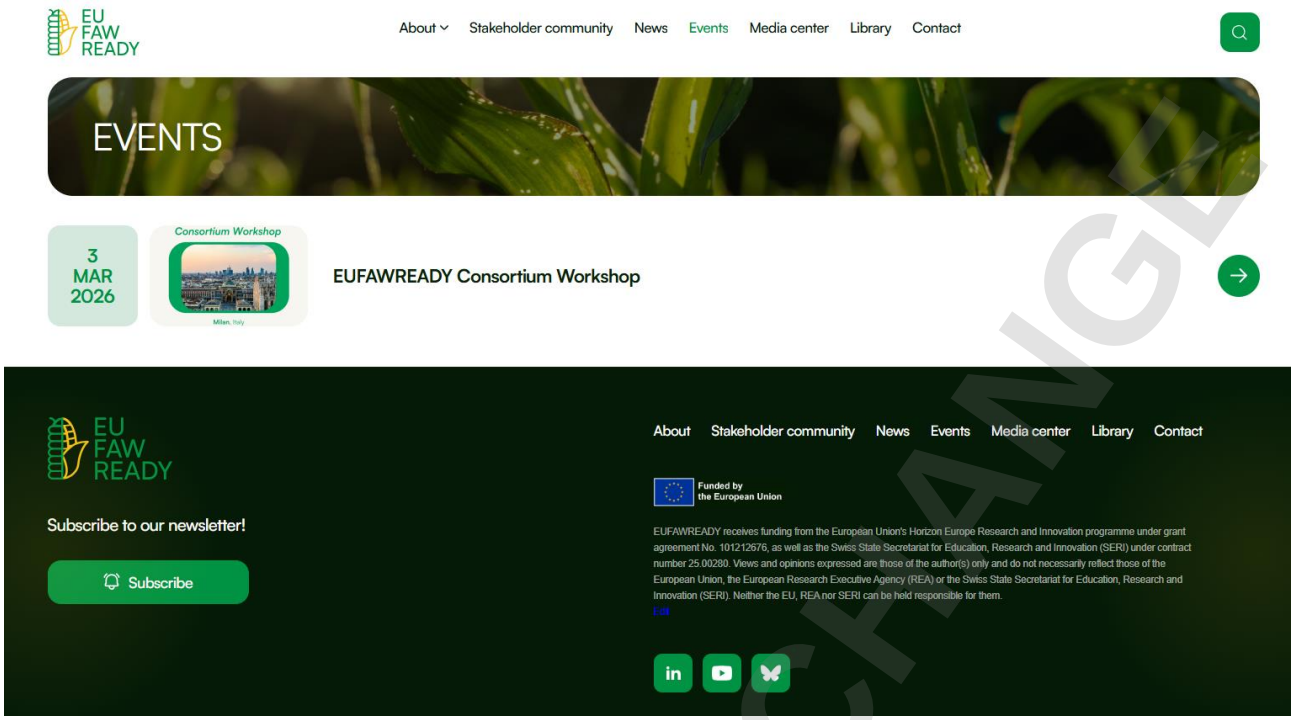


Figure 24: Website 'Events' section

7.6 Media Center

EUFAWREADY's Media Center (Fig. 25) is a key part of the website. The project's Brand Kit and Promotional Materials can both be found there and are available for download. Additionally, any project newsletters, videos, or podcasts will be made available upon their creation.

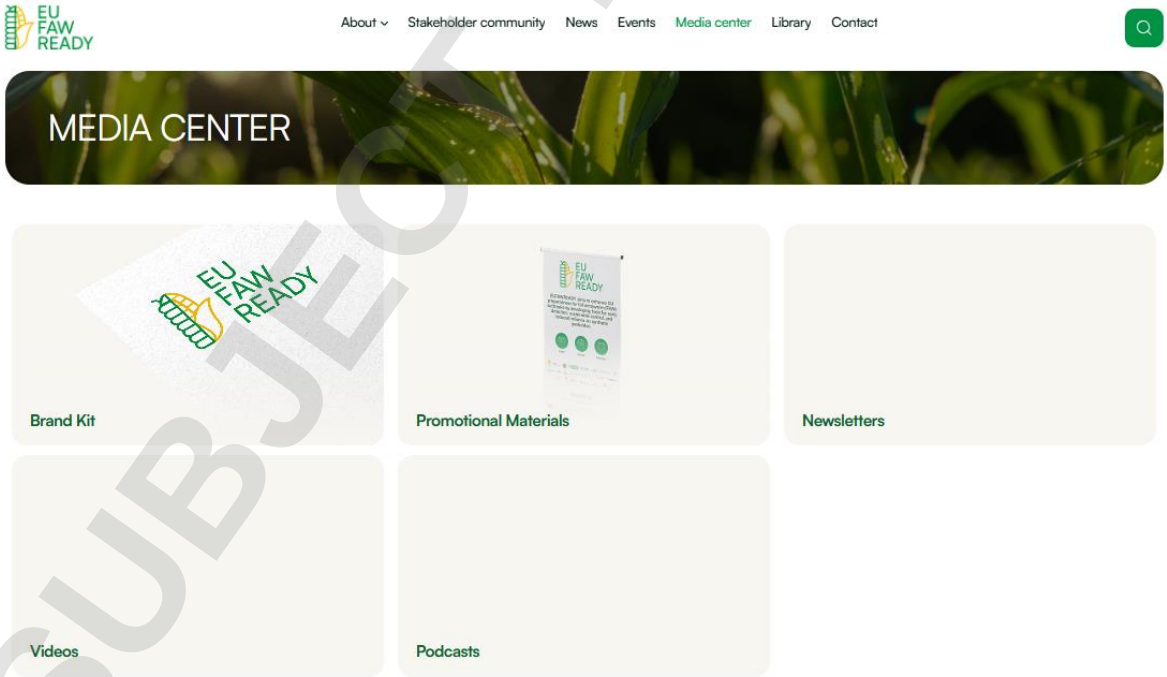


Figure 25: Website 'Media Center' section

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7.7 Library

All project produced public deliverables, peer-reviewed articles, scientific publications and project results in the form of reports will be made available in the website Library (Fig. 26).

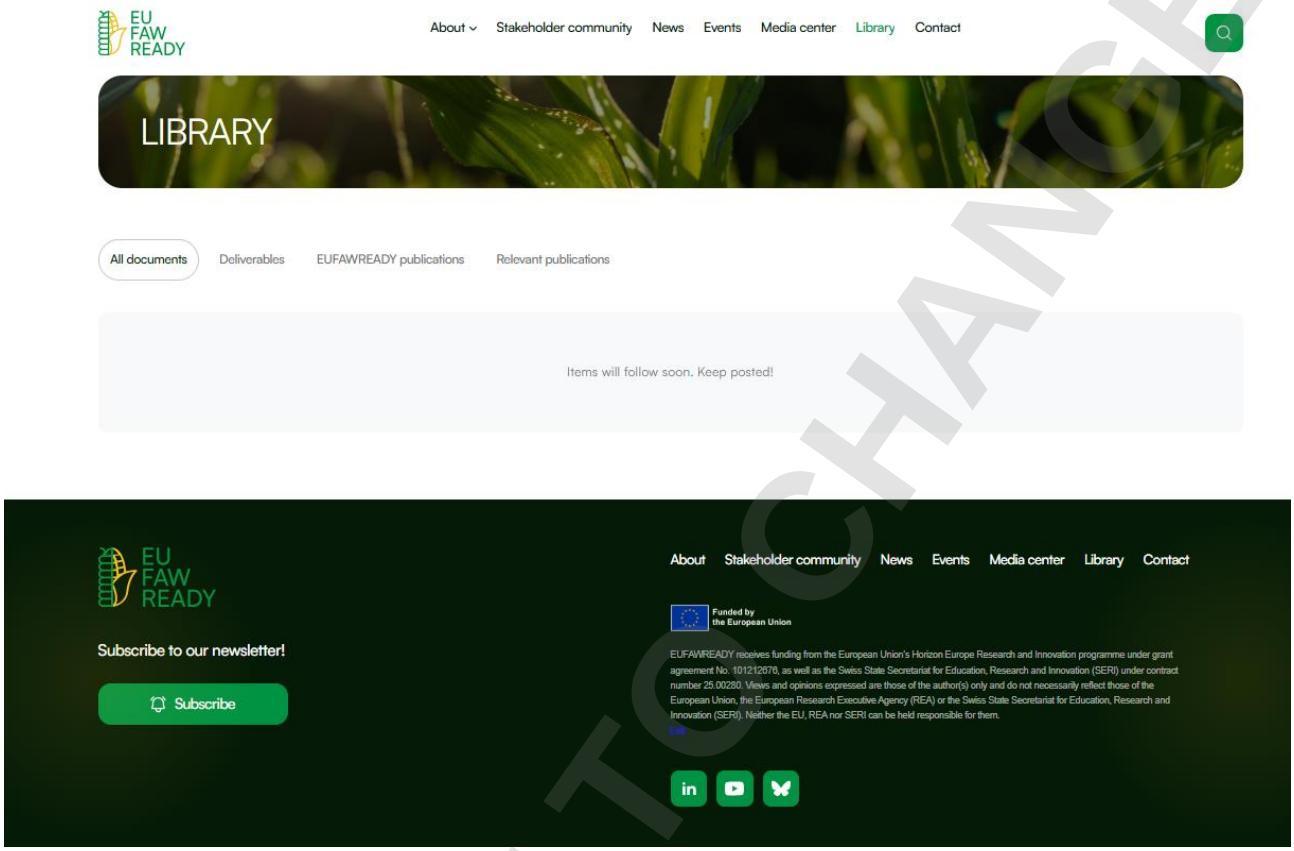


Figure 26: Website 'Library' section

7.8 Contact

Finally, the website has a contact page presenting Anne-Nathalie Volkoff, EUFAWREADY's coordinator. A project specific email address has been created and linked (Fig.27).

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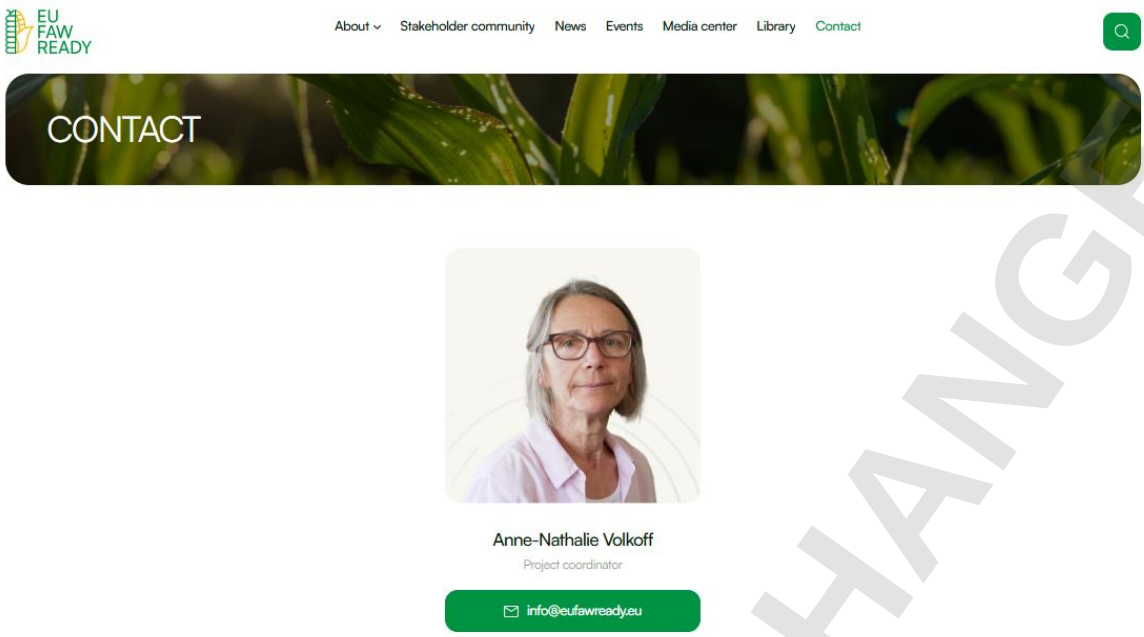


Figure 27: Website 'Contact' page

8. Social media channels

Utilising social media channels is a key element of EUFAWREADY communication strategy. Project profiles have already been created across platform (Fig. 28), namely LinkedIn, Bluesky and YouTube, as it is expected that these platforms will help the project reach a diverse audience across countries, and support engagement and impact. They will also serve as a quick way of communicating relevant project updates, news and activities.

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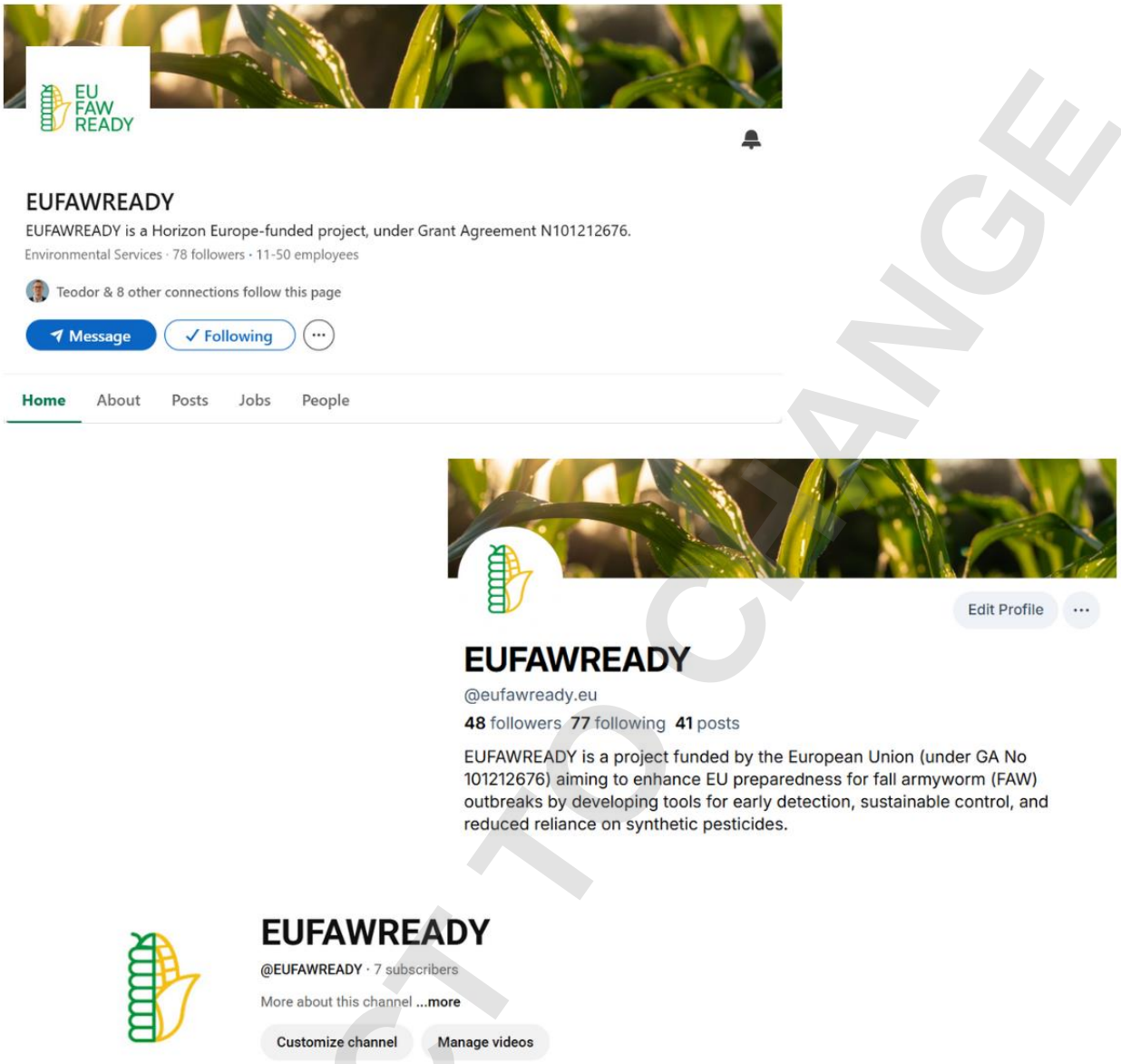


Figure 28: EUFAWREADY social media channels

9. Outlook

Deliverable 9.1 gives an overview of EUFAWREADY's brand manual, website, promotional materials and social media channels. All indicated elements of the project's visual identity will remain in use throughout its lifespan. As the project progresses new promotional materials will be made, and changes or additions to the website are feasible.

Following the visual identity outlined in this deliverable, and utilising the concurrent promotional materials, and communication tools, will support the project's cohesive and visually attractive

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presentation. A thoughtfully designed identity, website, and supporting materials are essential to amplifying the project's overall impact.

10. Annex



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OUR MISSION

EUFAWREADY seeks to enhance the readiness of European agricultural stakeholders, such as farmers, advisors, technicians, industry professionals, and plant health authorities, for potential FAW outbreaks. It will provide tools for early detection and effective management of FAW within the EU, aiming to minimise its economic, environmental, and social impacts, while limiting the expected increase in synthetic pesticide use across European agroecosystems.

EUFAWREADY BRAND GUIDELIES

04 LOGO



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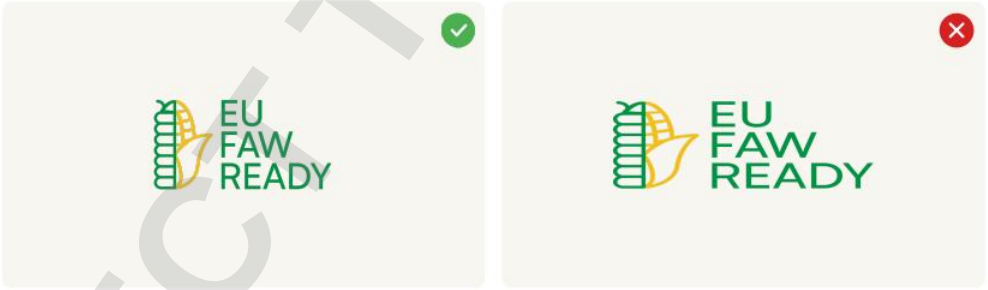
LOGO 06



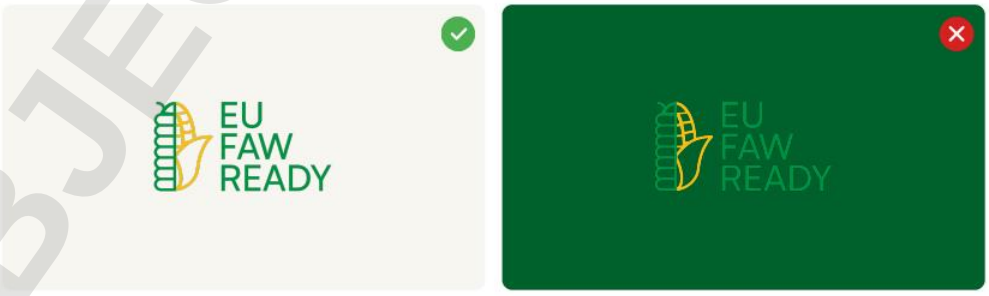


LOGO USAGE 07

Avoid any changes to the logo's form, color, or proportions



Do not place the dark logo on dark backgrounds



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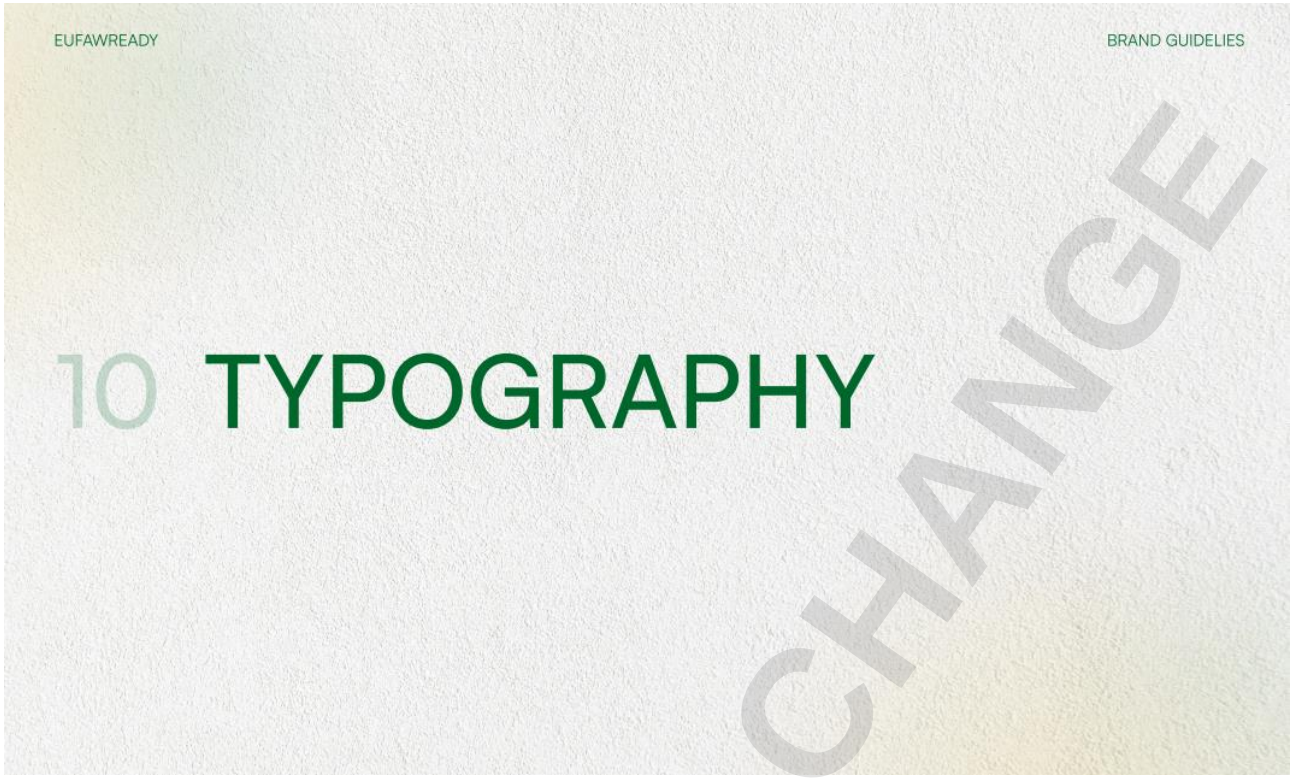
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HEX: #F4BF19
RGB: 244, 191, 25
CMYK: 0%, 22%, 90%, 4%

HEX: #C0E3D0
RGB: 192, 227, 208
CMYK: 15%, 0%, 8%, 11%

HEX: #F7F6F1
RGB: 247, 246, 241
CMYK: 0%, 0%, 2%, 3%

HEX: #109448
RGB: 16, 148, 72
CMYK: 89%, 0%, 51%, 42%



SUBJECT TO CHANGE

Satoshi

Headings
Medium / -3% letter spacing

ABCDEFGHIJKLMNOPQ
RSTUVWXYZabcdefghijk
lmnopqrstuvwxyz012345
6789!@#$%^&*()-_+={}
[]:;"'<>,.?/

Satoshi

Body text
Regular / -3% letter spacing

Used in the logo, promotional materials, presentations and on the website.

EUFAWREADY BRAND GUIDELIES

12 FUNDING STATEMENT

SUBJECT TO CHANGE

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

EUFAWREADY receives funding from the European Union's Horizon Europe Research and Innovation programme under grant agreement No. 101212676, as well as the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 25.00280. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union, the European Research Executive Agency (REA) or the Swiss State Secretariat for Education, Research and Innovation (SERI). Neither the EU, REA nor SERI can be held responsible for them.

Font

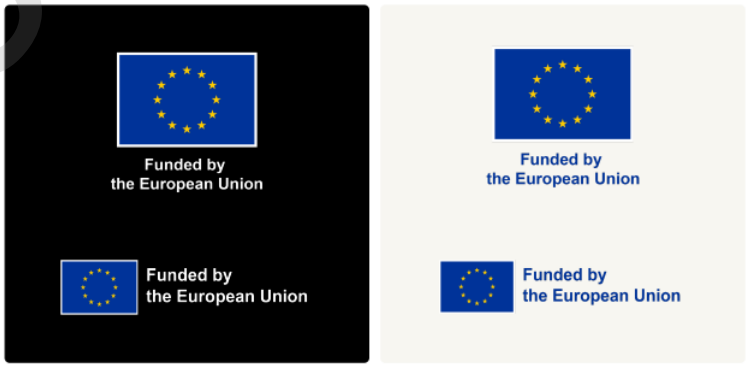
Please always use the Arial font for the funding statements.

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.



EUFAWREADY BRAND GUIDELIES

14 VISUALS

SUBJECT TO CHANGE

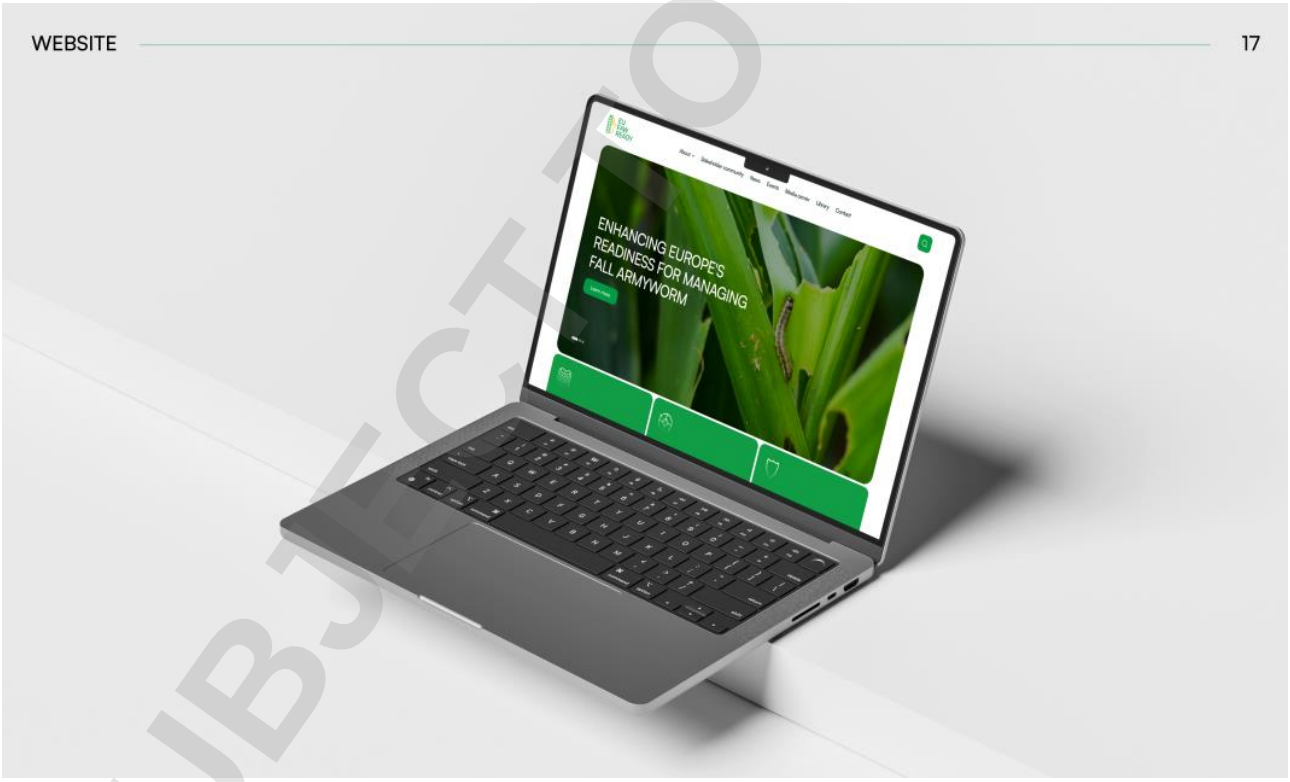
BROCHURES 15



ROLL UP BANNERS 16



WEBSITE 17



SUBJECT TO CHANGE

IMAGES 18





SUBJECT TO CHANGE