



D1.1 Branding

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Key takeaway messages

- Deliverable D1.1 details the creation of OneSTOP's visual identity, promotional materials and website, which lay the foundation for successful outreach activities.
- OneSTOP's logo utilises vivid green, a colour often found in nature, and its paw-shaped "stop-like sign" within a leaf represents the project's name.
- Logos were also designed for the project's Living Labs (LL) to support their visual representation, depicting each LL country and its stakeholder engagement activities.
- Using the logo, OneSTOP created "Brand Guidelines" (Annex 1), simplifying the development of new materials. This document ensures consistency with the project's visual identity by specifying suitable colour palettes, typography and imagery.
- A multilingual marketing pack was designed, including corporate templates, a brochure, an introductory presentation, online meeting backgrounds, a roll-up banner and stickers.
- The project's website serves as a user-friendly, branded platform that allows users to explore OneSTOP's objectives, resources, and anticipated outcomes across its four key pillars—detection, dissemination, prioritisation and socio-political action—and its Living Labs.

Executive summary

Deliverable D1.1 outlines the development of OneSTOP's visual identity, website and promotional materials, forming the foundation for the project's communication and dissemination efforts. The project's visual identity is built upon its existing logo, ensuring a cohesive identity across all materials and channels. An initial multilingual marketing pack has been created, including corporate templates, a brochure, an introductory presentation, online meeting backgrounds, a roll-up banner and stickers. These materials will support engagement with stakeholders and potential users throughout the project's duration. OneSTOP's website serves as a central information hub, offering an introduction to the project, sharing progress updates and providing access to its latest results. Finally, social media profiles have been created on Bluesky, LinkedIn and YouTube.

Non-technical summary

The following report outlines the materials produced by OneSTOP during the first four months of its development to support awareness-raising efforts. As an initial step, the project designed a distinctive and easily recognisable logo. Logos were also developed for each of the project's Living Labs. Building on this, several promotional materials were created to showcase the project's main objectives, results and activities. To equip partners with the necessary tools to produce their own project-branded materials, OneSTOP developed Brand Guidelines detailing the fonts, colours and visual elements used by the project. In line with OneSTOP's branding, the project's website was created as an informative platform, introducing the project, providing progress updates, and offering access to its latest results. To further spread its updates, OneSTOP established social media profiles on Bluesky, LinkedIn, and YouTube, all reflecting the project's visual identity.

List of abbreviations

EU	European Union
EC	European Commission
IAS	Invasive Alien Species
LL	Living Labs





1. Introduction

A strong visual identity is important for European projects as it helps establish recognition and foster trust, thus increasing stakeholder engagement. This is particularly important for OneSTOP, which places a significant emphasis on engaging external audiences through its Living Labs. Creating a brand that instils trust among these external groups is therefore essential. From the outset, OneSTOP developed a distinctive brand, a suite of promotional materials and an informative website to enhance its outreach efforts. Deliverable D1.1 outlines the rationale behind these elements and their role in the project's overall communication strategy.

2. Logos

OneSTOP's visual identity, materials and website are built around a carefully designed logo that enhances recognition and reflects the project's objectives. On one hand, the logo incorporates elements that symbolise a leaf within which there is a raccoon footprint and, on the other hand, a magnifying glass. This combination represents the idea of stopping the spread of terrestrial invasive alien species (IAS) by utilising novel detection methods. To ensure flexibility across different formats and media, the logo is available in multiple versions making it adaptable for various communication and dissemination activities (Fig. 1). OneSTOP's logo serves as the foundation for all promotional materials, as well as the project's website and social media profiles, ensuring a uniform presence across all channels and materials.



Figure 1: OneSTOP logo

Additionally, individual logos were created for each of the five LLs, along with a unified logo representing all the labs. These reflect the concept behind the main logo and incorporate elements representing each of the five countries (Belgium, Finland, Portugal, Romania, and the United Kingdom). Each logo also features an added "people" aspect within the magnifying glass, symbolising the Living Labs' focus on stakeholder engagement.





3. Brand Guidelines

oneSTOP

Brand Guidelines

Satoshi
Used on the website

ABCDEF GHIJ KLMNOPQR
SSTUVVWXYZzabccdefghijkl
mnopqrsstuvwxyz1234567
890 ? ' ! " % (#) [@] & \ < -
+ = * < > < @ \$ % & ' , .

Colour Palette

#3CB371
CMYK 40, 50, 20, 10%
RGB 60, 180, 112

#E6F2FF
CMYK 40, 50, 20, 70%
RGB 228, 238, 252

#E6E6FA
CMYK 40, 50, 20, 70%
RGB 228, 228, 252

#3CB371
CMYK 40, 50, 20, 10%
RGB 60, 180, 112

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D1.1 Branding

These guidelines help partners understand the key components of the visual identity, enabling them to create project-branded materials independently. In addition to outlining the appropriate typography, colour palettes and imagery, the guidelines provide links to accessible resources, such as fonts, available materials and images. Furthermore, the guide includes instructions for properly incorporating the European Union funding statement.

The images featured in the Brand Guidelines and promotional materials are based on a consortium-wide consultation, during which partners identified the most relevant examples from the list of invasive alien species of Union concern.

4. Promotional materials

Building on the logo's core visual elements, OneSTOP created a promotional package that includes corporate templates, stickers, online meeting backgrounds, a roll-up banner, a brochure and an introductory presentation. These materials are translated into Dutch, Romanian, Finnish and Portuguese to accommodate the languages of the project's LLs. The entire promotional pack is shared with all project partners via EMDESK and external users will be able to access it on the [project's website](#).

4.1. Corporate templates

OneSTOP provided partners with project-branded templates (Fig. 4) to ensure consistency of project outputs. These include a presentation (in PowerPoint and Google Slides format), as well as deliverable and milestone report templates (in Word and Google Docs formats). They are designed to meet specific content requirements and contextual needs. Additionally, a single-page document template was created to support the Living Labs' activities with event sign-up forms. Featuring the project's logo, corporate colour palette, typography and symbols, the templates guide users on key content elements, such as take-away messages and non-technical summaries, enhancing readability. This standardised approach maintains consistency and strengthens the project's cohesive branding across all document types.



Figure 4: OneSTOP corporate templates





4.2. Stickers

OneSTOP designed two versions of a sticker, using its logo as the focal point (Fig. 5). This simple, versatile and visually appealing tool effectively raises awareness while incorporating the popular hexagonal shape to promote standardisation. It was distributed during the project's kick-off meeting and external users will be able to access it on the [project's website](#).



Figure 5: OneSTOP stickers

4.3. Online meeting backgrounds

Five backgrounds were designed to represent the project during online meetings (Fig. 6).

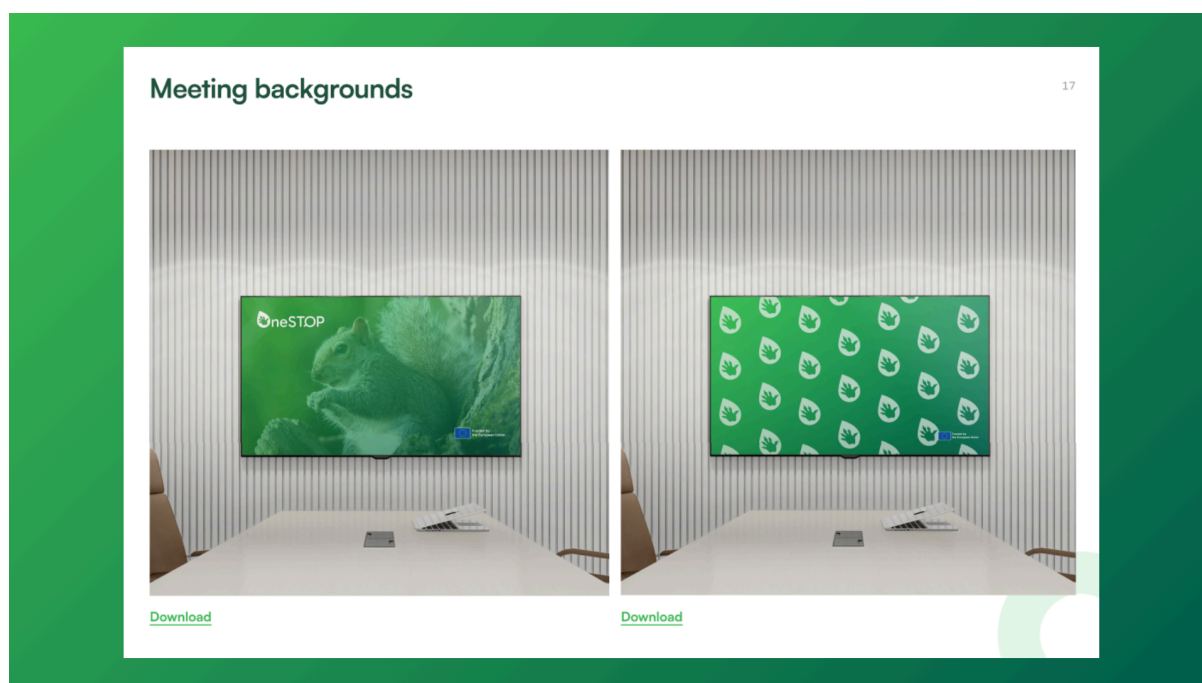


Figure 6: OneSTOP's online meeting backgrounds





Designed for seamless use on Zoom and Google Meet, these backgrounds are fully compatible with upload features, even for users with free accounts. These backgrounds reinforce OneSTOP's digital presence by maintaining a cohesive visual identity in online interactions.

4.4. Roll-up banner

To equip partners with effective materials for raising awareness at live events, a roll-up banner was designed (Fig. 7). Its portability and ease of setup make it ideal for increasing project visibility at in-person events. The roll-up banner was first used during the project's kick-off meeting in Ispra, Italy.



Figure 7: OneSTOP roll-up banner

4.5. Brochure

To concisely present the project, OneSTOP created a brochure. It outlines the key information about the project's background, four pillars and Living Labs in a clear and accessible format (Fig. 8). The brochure is available in both digital and print formats.





Figure 8: OneSTOP brochure

4.6. Introductory presentation

OneSTOP's introductory presentation provides an overview of the project's background, consortium and expected outcomes. It presents a concise breakdown of each pillar and highlights the role of the Living Labs. The presentation is available as a ready-to-share PDF and an editable version, allowing partners to tailor it to their specific needs.

5. Additional visual elements

In addition to the promotional materials described above, partners have access to a variety of visual resources to support their communication and stakeholder engagement efforts.

5.1. Guidelines on Gender Dimension and Promotion of Equality, Diversity and Inclusion

A dedicated leaflet was designed to guide partners in integrating gender dimensions and promoting equality, diversity, and inclusion within OneSTOP. This resource outlines key definitions and concepts, provides practical steps to ensure inclusivity in project activities and offers additional references for further reading.

5.2. Living Lab materials

Beyond the project-wide materials, additional resources will be developed as needed to support the Living Labs in their activities, such as the LL posters, stickers and event sign-up forms that have already been created. Furthermore, translations of project-wide materials will be made available in the languages of the Living Labs where relevant.

5.3. #IntroducingOneSTOP interviews

Interviews were recorded during the kick-off meeting. They offer insights into the project's overarching goals, its four key pillars, the Living Labs, and OneSTOP's collaboration with the





European Alien Species Information Network. They are released as a short video on the project's [YouTube channel](#), with selected snippets later compiled into an introductory video.

5.4. Images

To support partners in creating their own promotional materials, OneSTOP offers a collection of high-quality photos, icons and a QR code. These resources are available for download in the Brand Guidelines and can be incorporated into materials as needed (Fig. 9).

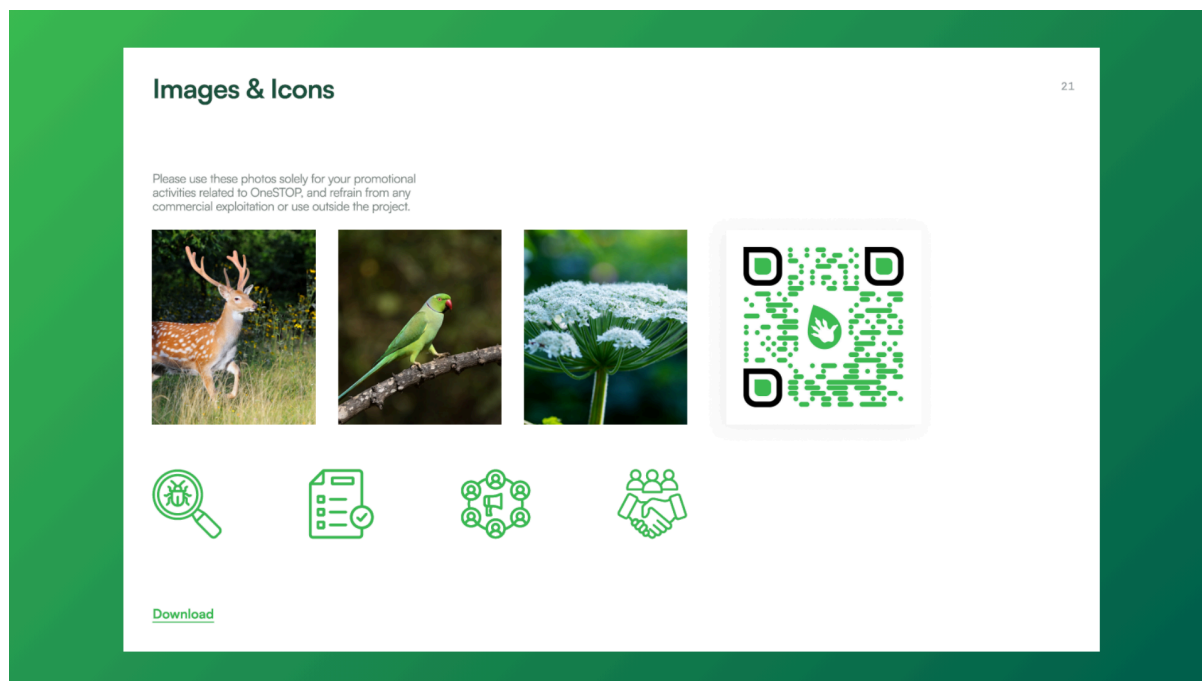


Figure 9: Examples of OneSTOP's images

6. Project website

OneSTOP's website (onestop-project.eu) serves as a centralised platform designed to streamline the project's online communication and dissemination. Aligned with OneSTOP's visual identity, the website ensures easy recognition and a cohesive user experience (Fig. 10). The intuitive menu structure clearly guides visitors to key sections, including About, the four project pillars—Detection, Prioritisation, Dissemination and Socio-Political Action—the Living Labs and Resources. The homepage highlights OneSTOP's key expected outcomes, organised into four distinct categories: Detection, Prioritisation, Dissemination and Socio-political Action. Each category links to a dedicated page with an overview of the respective pillar. These sections will be regularly updated throughout the project's duration to reflect ongoing progress. OneSTOP's website also provides direct links to its social media profiles, along with a newsletter subscription form and contact details. Additionally, a built-in translation function allows users to access content in widely spoken languages and those relevant to the Living Labs.



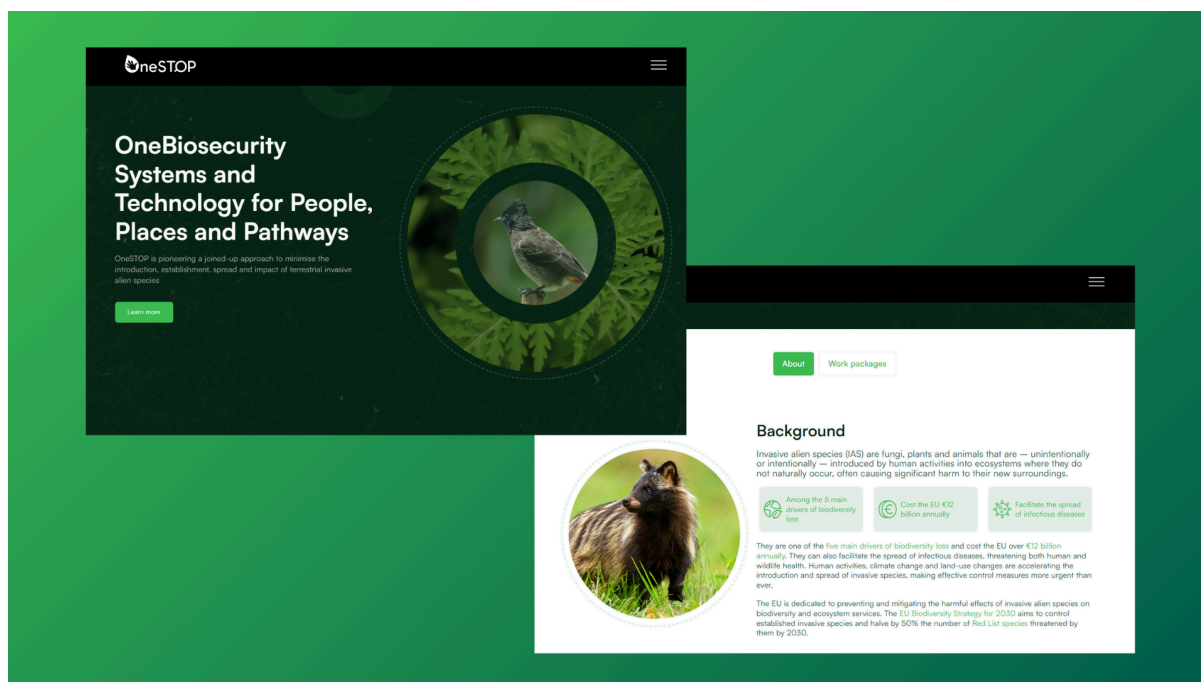


Figure 10: OneSTOP website

To monitor website performance, OneSTOP uses Matomo Analytics. This open-source, privacy-focused analytics software complies with the General Data Protection Regulation. All data is securely stored on an EU-based server and is not shared with third parties. Anonymised data is used to improve the website's visibility and online presence. Matomo operates without using cookies on OneSTOP's website.

7. Social media accounts

To enhance awareness and visibility, OneSTOP has established official profiles on Bluesky ([@onestop-project.eu](https://bsky.app/profile/@onestop-project.eu)) and LinkedIn ([OneSTOP Project](https://www.linkedin.com/company/onestop-project)). These platforms maintain a consistent and branded visual identity, featuring the project's logo as the profile picture and a header displaying its name alongside the EU funding image. They serve as key channels for sharing the latest project news, activities, and results (Fig. 12). Additionally, OneSTOP has created a YouTube channel ([@OneSTOP-project](https://www.youtube.com/channel/UC...)) to showcase its video content.



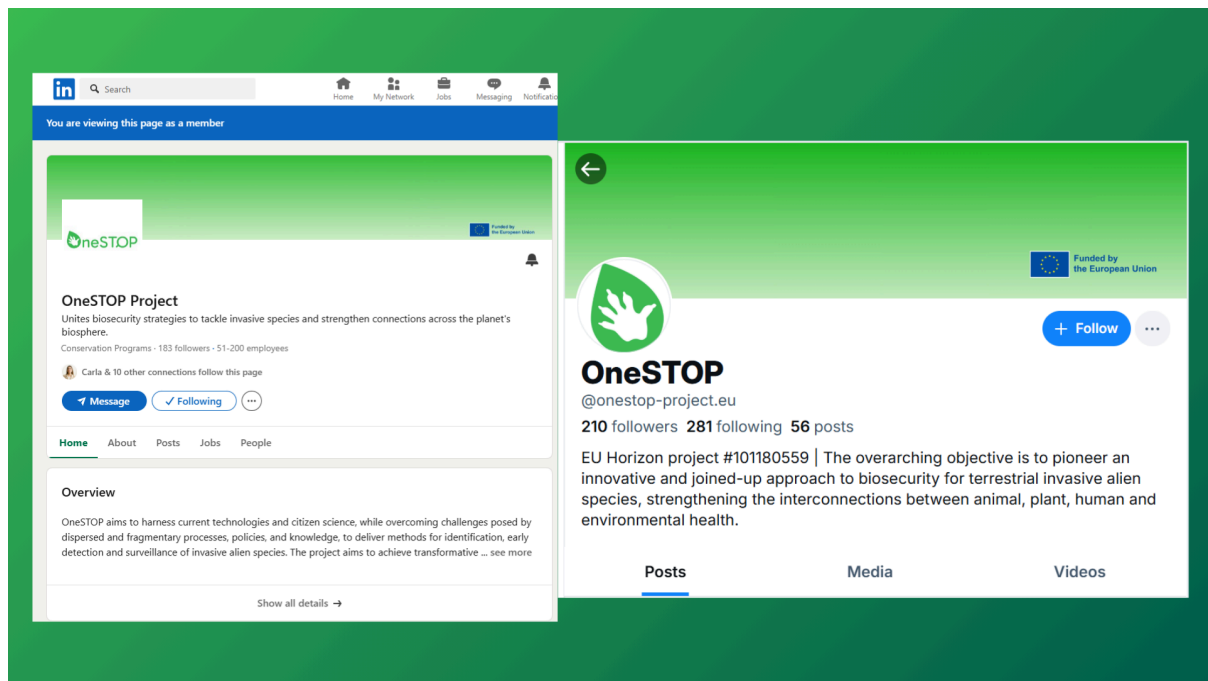


Figure 12: OneSTOP (LinkedIn and Bluesky) social media accounts

8. Outlook

As new project developments or significant results emerge, OneSTOP will update its promotional materials to highlight its progress. Additionally, tailored resources will be created as needed for the project's Living Labs and to raise awareness of invasive alien species through infographics, online visualisations and informational packs. Regular updates will be shared via the project's website and social media channels. Further details on the planned use of OneSTOP's promotional materials and communication strategies can be found in D1.2 Plan for Exploitation, Dissemination, and Comms.

