



# Brand Guidelines

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OneSTOP seeks to minimise the introduction, establishment and spread of terrestrial invasive alien species. It will do so by integrating new detection tools with data dissemination methods, prioritisation models and stakeholder engagement.



# Funding Statement

Please acknowledge funding by using the EU logo and one of the following funding sentences as shown below:

OneSTOP receives funding from the European Union's Horizon Europe Research and Innovation Programme (ID No 101180559). Views and opinions expressed are 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.

## 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.



**Funded by  
the European Union**



**Funded by  
the European Union**



**Funded by  
the European Union**



**Funded by  
the European Union**

Logo

# Primary Logo

## Full Colour

Used as the preferred option in most cases, on a light or neutral background, when the brand needs to be represented with its full visual identity.

## Black Colour

Used for single-color printing, invoices, documents, engraving, or branding on surfaces where the full-color version is not applicable. Also suitable for designs requiring a clean and elegant look.

## White Colour

Ideal for dark or high-contrast backgrounds where the full-color logo does not stand out sufficiently. Often used in minimalist designs and overlays on images.

Full Colour



Black Colour



White Colour



# Vertical Logo

## Full Colour

Used as an alternative to the primary logo, especially in layouts where a wider format fits better. Best suited for placement in headers, footers, or areas with limited vertical space.

## Black Colour

Used for single-color printing, documents, engraving, or branding on surfaces where the full-color version is not applicable.

## White Colour

Ideal for dark or highly contrasting backgrounds, ensuring readability and brand consistency. Often used in overlays on images or when a subtle, elegant look is needed.

Full Colour



Black Colour

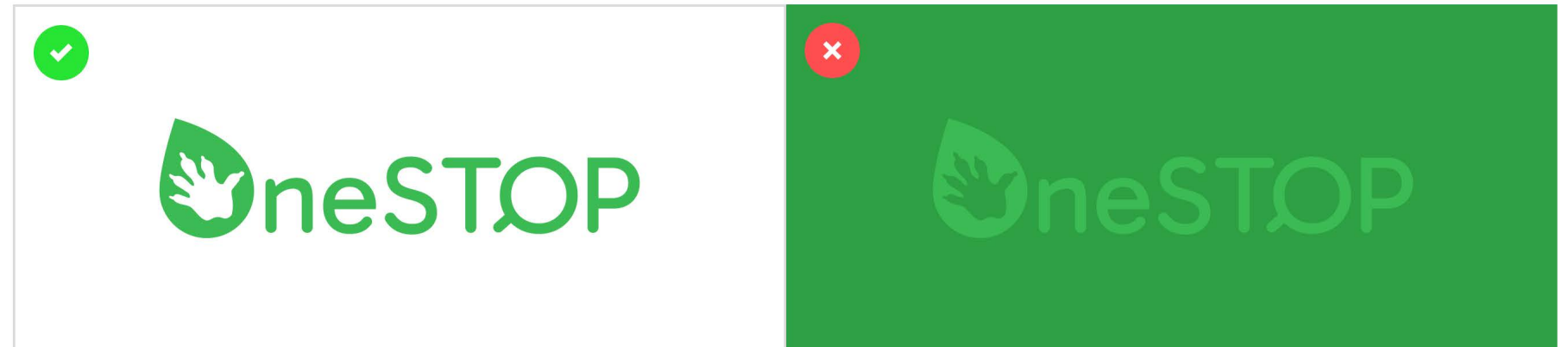


White Colour

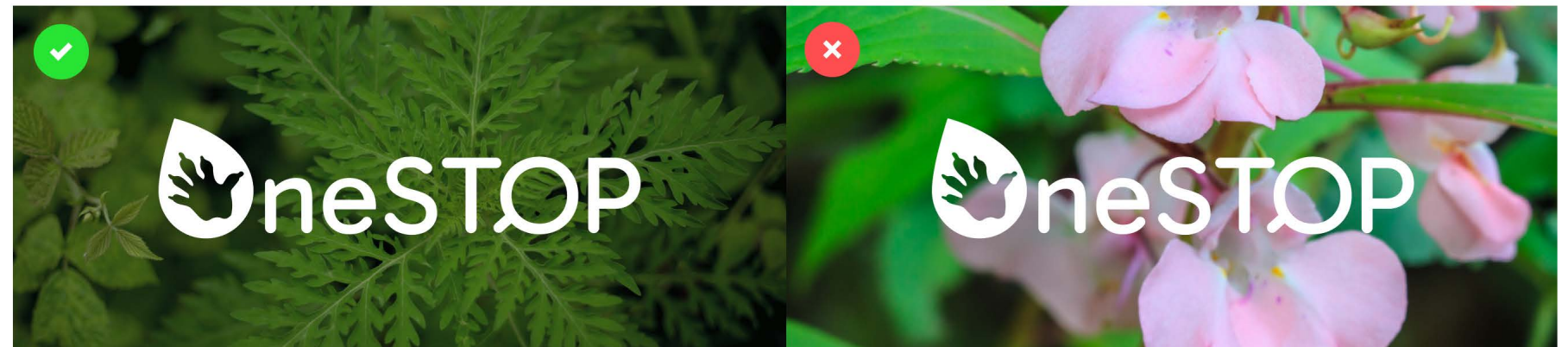


# Logo Usage

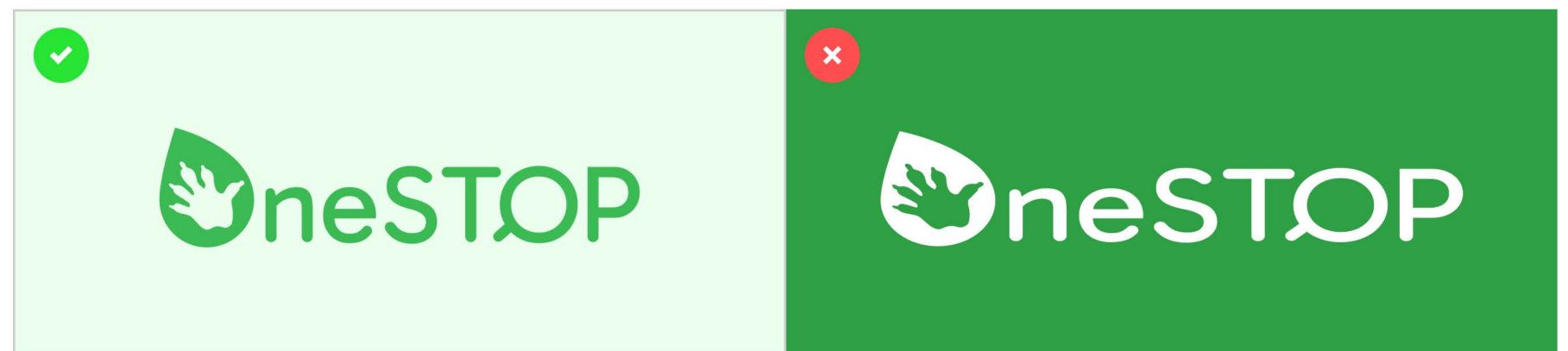
- ✓ Do place the logo over white backgrounds
- ✗ Don't place the Master logo over similarly toned backgrounds



- ✓ White Logo on clear photographic background
- ✗ Don't use on busy photographic backgrounds



- ✓ Do place the logo over light backgrounds
- ✗ Don't stretch, squeeze or rotate the logo



# Colour Palette

# Colour Palette

**#3CBB54**

CMYK: 68%, 0%, 55%, 27%

RGB: 60, 187, 84

**#1E513D**

CMYK: 63%, 0%, 25%, 68%

RGB: 30, 81, 61

**#E4EEE6**

CMYK: 4%, 0%, 3%, 7%

RGB: 228, 238, 230

**#329B46**

CMYK: 68%, 0%, 55%, 39%

RGB: 50, 155, 70

# Typography

## Font introduction

Satoshi is a modern and minimalist sans-serif font designed with a focus on readability and versatility. It combines balanced proportions and a clean design, making it ideal for digital projects by providing a professional and contemporary look.

# Satoshi

Used on the website

ABCĆDEFGHIJKLMNOPQR  
SŠTUVWXYZŽabcćdefghijkl  
mnopqrsštuvwxyzž1234567  
890‘?’“!”(%)[#]{@}/&\<-  
+÷×=>®©\$€£¥¢::,,.\*

## Font introduction

Gabarito is a modern sans-serif typeface characterized by its geometric structure, open forms, and friendly appearance. It blends clarity with warmth, making it highly legible while retaining a distinct personality.

# Gabarito

Used in promotional materials / Headings

ABCĆDEFGHIJKLMNOPQRS  
ŠTUVWXYZŽabcćdefghijklm  
nopqrsštuvwxyzž1234567890  
‘?’“!”(%)[#]{@}/&\<-  
+÷×=>®©\$€£¥¢:;,.\*

## Font introduction

Work Sans is a contemporary sans-serif typeface designed with digital legibility in mind. Optimized for on-screen reading, its open counters, generous spacing, and clean letterforms make it an excellent choice for body copy across web and mobile platforms.

# Work Sans

Used in promotional materials / Body Text

ABCĆDEFGHIJKLMNOPQR  
SŠTUVWXYZŽabccdefghij  
klmnopqrsštuvwxyzž1234  
567890‘?’“!”(%)[#]{@}/  
&\<-+÷×=>®©\$€£¥¢::,.\*

# Living Labs

## Introduction

OneSTOP is establishing a network of five Living Labs across Europe to test and demonstrate innovative IAS detection and monitoring methods. These labs will provide real-world environments for piloting new methodologies while actively involving local stakeholders and the public.

Each Living Lab is guided by a core learning community of diverse stakeholders, ensuring a co-creative and transparent approach. Through hands-on engagement, structured meetings, and collaborative decision-making, these labs shape the future of IAS management in varied socio-economic and climatic conditions.



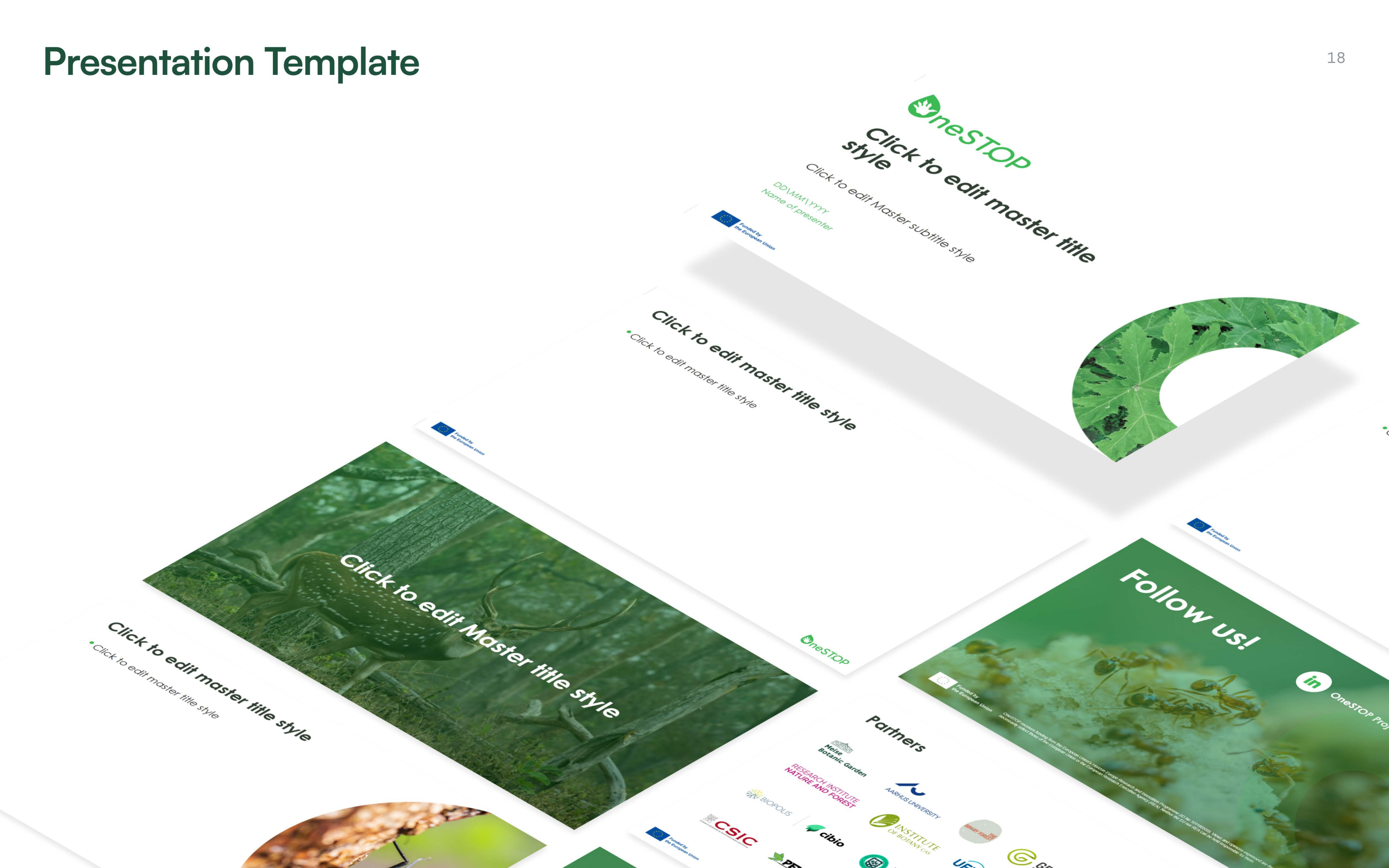
# Visuals

# Meeting Backgrounds



# Presentation Template

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# Deliverable & Milestone Templates



# Promotional Materials







# Images & Icons



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




LIVING LAB  
UNITED KINGDOM




# INVASIVE NON-NATIVE SPECIES DETECTION AND MONITORING IN WARWICKSHIRE AND COVENTRY

## Do you want to be involved in testing AI cameras and eDNA?

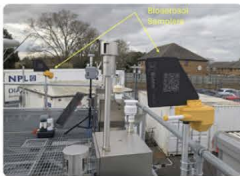
Join the OneSTOP Living Lab! We are currently looking for people who are interested in testing out these novel technologies in real-world environments and give us feedback and suggestions for possible improvement of their use. Let us know if there are particular non-native species or sites you are interested in.



Light trap detecting insects with AI camera.




Car-mounted camera can automatically detect invasive species. We want to try it on boats as well.




eDNA air filter system. We are trying this at the 2025 City Nature Challenge.

## Do you want to be involved in citizen science projects?

Join the OneSTOP Living Lab! We will be organising citizen science events focused on gardens as areas for early detection of many non-native species. Have your say on species target groups and/or support our events.








## What does participation in the Living Lab involve?

The Living Lab starts now and runs until June 2028. There are two options for participation:

- 1 You can participate in the core Living Lab stakeholder group which will meet about once or twice a year to plan and organise the Living Lab activities. The group will also identify key species and sites for testing.
- 2 Be involved in specific activities of the Living Lab. We will keep you updated and invite you to contribute to planned activities and events of the Living Lab.









## The OneSTOP Living Lab Network

### 5 Living Labs

- Uusimaa, Finland
- Coventry, United Kingdom
- Brussels, Belgium
- Porto, Portugal
- Constanta, Romania






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## How to join the Living Lab

Just send an email to Katharina Dehnen-Schmutz at Coventry University:  
[ab6340@coventry.ac.uk](mailto:ab6340@coventry.ac.uk)



The diagram illustrates the Living Lab ecosystem. At the center is a circle labeled 'COVENTRY LIVING LABS'. Surrounding it are four main groups: 'Public actors' (Long term perspective & regulatory role), 'Users' (Target group & behavioural definers), 'Private actors' (Practical know-how & resources), and 'Knowledge institutes' (Expertise & scientific substantiation).

## What is the OneSTOP project?

### OneSTOP (OneBiosecurity Systems and Technology for People, Places and Pathways)

is a research project aiming to improve the detection and monitoring of invasive non-native species. It does this by developing and testing novel technologies, improving data and workflows, policies and awareness raising to minimise the introduction, establishment and spread of invasive non-native species.

The project is funded by the EU's Horizon Europe funding scheme and has 19 partners, including Coventry University in the UK and the Centre for Ecology and Hydrology (UK CEH). The Coventry Living Lab will operate across Warwickshire, Solihull and Coventry as part of a network of five country-specific Living Labs across Europe.

[onestop-project.eu](https://onestop-project.eu)

