

LIFE Climate Change Mitigation

Deliverable E.1: Creation of project's logo

LIFE CLIMATREE (LIFE14 CCM/GR/ 000635)



A novel approach for accounting and monitoring carbon sequestration of tree crops and their potential as carbon sink areas The **LIFE CLIMATREE** project "A novel approach for accounting and monitoring carbon sequestration of tree crops and their potential as carbon sink areas" (LIFE14 CCM/GR/000635) is co-funded by the EU Environmental Funding Programme **LIFE Climate Change Mitigation**.

Implementation period:

16.7.2015 until 28.6.2019

Project budget:

Total budget:	1,931,447€
EU financial contribution:	1,158,868€

Participating Beneficiaries:



University Research Institute u rban e nvironment h uman r esources Panteion University, Athens



ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ AGRICULTURAL UNIVERSITY OF ATHENS



UNIVERSITY OF WESTERN MACEDONIA



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The current report presents the results from the implementation of Action E.1: "**Creation of project's logo**", of the LIFE CLIMATREE project.

1. Design process of LIFE CLIMATREE's logo

The creation of the project's logo is necessary in order to produce a discrete sign which will be recognizable and it will refer solely to the LIFE CLIMATREE project. This logo is used in the project's website, posters, leaflets, boards, reports and deliverables as well as in all dissemination activities.

During the implementation of this Action, several factors were taken into account. The LIFE CLIMATREE logo has:

- a strong, balanced image
- is distinctive in design, making it easy to see at a glance
- has graphic imagery that looks appropriate for the purpose of the project
- works well with the project name
- is done in an easy to read font
- communicates the project clearly
- looks good in black and white, as well as in color.

During the Kick-off meeting (7th - 8th of October 2015), a sheet with several questions was produced and distributed to the beneficiaries' representatives in order to incorporate the ideas and individual view of every one of them into the logo design process.

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2. Alternative designs of LIFE CLIMATREE's logo

The filled-in sheets collected during the Kick-off meeting were delivered to the graphic designer who created 5 alternative graphic designs of the project's logo. These alternative designs are presented below.



<u>Figure 1:</u> Alternative logo 1



Figure 2: Alternative logo 2

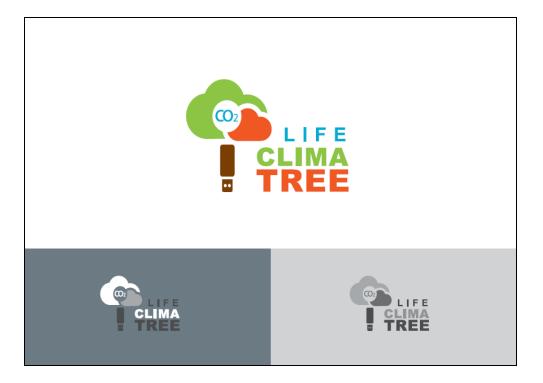


Figure 3: Alternative logo 3

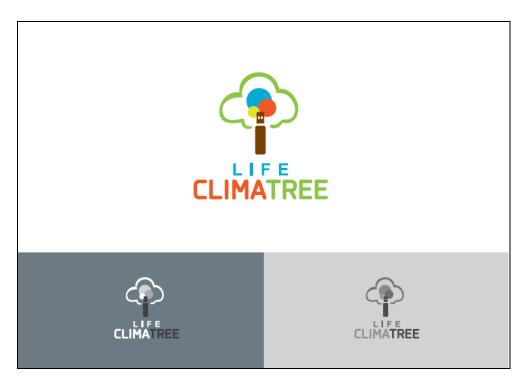


Figure 4: Alternative logo 4

3. Selected LIFE CLIMATREE's logo



Figure 5: Selected LIFE CLIMATREE's logo in color, and grayscale



Figure 6: Demo applications of LIFE CLIMATREE's logo