

● ○ ● Soils
SOLO for
● ● ○ Europe

D1.6: SOLO Platform, project website and social media profiles

Deliverable D1.6

15 February 2023

Author(s)

Nikolay Mehandzhiyski, Teodor Metodiev, Lybomir Penev, Teodor Georgiev, Pavel Stoev, Slavena Peneva, Daniel Mietchen

SOLO
Soils for Europe

This is an open access document distributed under the terms of the Creative Commons Attribution License ([CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.



Funded by the
European Union

Prepared under contract from the European Commission

Grant agreement No. 101091115
EU Horizon Europe Research and Innovation action

Project acronym: **SOLO**
Project full title: Soils for Europe
Start of the project: December 2022
Duration: 60 months
Project coordinator: Dr. Carlos António Guerra

Deliverable title: D1.6: SOLO Platform, project website and social media profiles

Deliverable n°: D1.6
Nature of the deliverable: Report
Dissemination level: Public

WP responsible: WP1
Lead beneficiary: Universität Leipzig

Citation: Mehandzhiyski, N., Metodiev, T., Penev, L., Georgiev, T., Stoev, P., Peneva, S., Mietchen, D. (2023). *D1.6: SOLO Platform, project website and social media profiles*. Deliverable 1.6 EU Horizon Europe.

Due date of deliverable: Month n°3
Actual submission date: Month n°3

Deliverable status:

Version	Status	Date	Author(s)
1.0	Draft	26 January 2023	Mehandzhiyski, Metodiev, Penev, Georgiev, Stoev, Peneva, Mietchen PENSOFT
1.1	Review	8 February 2023	Guerra iDiv
1.2	Final	15 February 2023	Mehandzhiyski, Metodiev, Penev, Georgiev, Stoev, Peneva, Mietchen PENSOFT

The content of this deliverable does not necessarily reflect the official opinions of the European Commission or other institutions of the European Union.

Table of contents

Preface	4
Summary	4
List of abbreviations	5
1 Project branding	5
1.1 Project logo	5
1.2 Brand Manual	7
1.3 Templates	7
2 Project website	8
3 Social media accounts	10
4 Outlook	11
5 SOLO Platform	11
5.1 One-stop login	11
5.2 Document templates	12
5.3 Collaborative authoring and editing	12
5.4 Topic groups for discussion	13
5.5 Internal invitations for review (pre-publication)	13
5.6 External invitations for review (pre-publication)	14
5.7 Publication of the document	14
5.8 Post-publication review	14
5.9 Outlook	15
6 Annex	15

Preface

Deliverable 1.6 describes the rationale and creation of the project's visual identity, SOLO's platform concept, project website and social media profiles. SOLO's branding materials and promotional tools are essential to the project's future communication and dissemination, while the project's platform will be a fundamental tool for the outputs of SOLO. The project's logo enables the easy identification of SOLO while also representing its aims and objectives. SOLO's style guide provides partners with guidelines on the application of the project's visual identity and supplies them with the tools to create impactful on-brand messages. The branded social media profiles are used to inform stakeholders about the project's objectives and activities in a visually aesthetic and easily understandable way. The project website is the main communication and dissemination platform for SOLO, which provides the main information, latest news and available outputs of the project. The SOLO platform concept outlines the structure of the tool which will be essential to the creation and publication of documents within the project. All latter channels will be updated with relevant information on a regular basis.

Summary

The following report provides a description of the visual identity, project website, social media profiles and SOLO platform concept created in the first three months of the project. This deliverable also elaborates on how the project branding and promotional tools will be implemented within the project, serving as the cornerstone for SOLO's future promotional and outreach activities. Furthermore, this report outlines the main functionalities of the SOLO platform which will be used to create, review and publish research papers within the project.

As a base for SOLO's graphic identity, a recognisable project logo was designed. Based on the project logo, a visual identity was created for the project. In order to ensure that the project's branding is used consistently and coherently among all project partners, a brand manual was created. The brand manual is a comprehensive overview of the elements composing the project's visual identity and provides instructions on how to use them in order for partners to have all necessary guidelines on how to create impactful materials.

Using SOLO's logo and visual identity as a baseline, some initial project materials were created, including a PowerPoint presentation template which partners can use to present the project and engage with different stakeholders. Furthermore, internal and external document templates were created for future reporting activities, such as deliverables and milestones.

A project website was developed (www.soils4europe.eu) to be used as a dedicated branded platform which users can use to easily access the main information on the project, latest news and available outputs. In order to preserve SOLO's results after the project has ended, the website will last beyond the project's lifespan and be active for four more years after SOLO has concluded. Furthermore, two social media profiles have been set up for SOLO on [Twitter](#) and [LinkedIn](#) in order to share project results with a wider audience, engage with relevant stakeholders and inform the public on project related news and events.

Lastly, the SOLO platform will be a fundamental tool in the creation of the project's outputs. WP1 will develop and maintain a platform for the purposes of the SOLO project and beyond it that will be used for authoring, reviewing, publishing, hosting and archiving of documents created within the project. This will be attained by adapting the existing publishing and reviewing platform ARPHA, developed by Pensoft, which is an advanced tool, suitable for a range of research outputs, including open access journals, books, institutional documents and reports.

List of abbreviations

EU	European Union
WP	Work Package
PEDR	Plan for Exploitation and Dissemination of Results

1 Project branding

Project branding is a fundamental step in order for the project to be easily recognisable and to create consistent and coherent project materials, design a visually appealing website and social media accounts. SOLO has been provided with a well-designed graphic identity in order to create a strong and consistent project brand.

1.1 Project logo

The project logo is the backbone of the entire visual identity of the project, providing the colours and shapes that will be used on different materials created within the project. SOLO's logo was designed to enable easy identification of the project and to provide visual representation of the project's objectives. The logo's colour scheme was carefully selected in order to bring up specific associations that are relevant to the project. The colour brown was selected not only for its direct correlation to soil but also to represent wood which relates to different trees and plants that are directly suffering from the increasing soil degradation.

The visual elements of the logo consist of eight circles to represent each of the objectives of the EU Mission 'A Soil Deal for Europe'. Two of the circles are used as the letter "O" to complete the name of the project in order to represent that achieving the EU mission's objectives is the core mission of SOLO. Based on these central elements, WP1 created the SOLO logo (Figure 1).



Figure 1: SOLO logo (main version), designed by iDiv

In order to allow the seamless usage of the logo in different materials, it was developed in 2 different versions, with and without the full name of the project (Figure 2).



Figure 2: SOLO logo (short version)

Additionally, a modified version of the logo is available for each of the objectives (Figure 3) of each of the Think Tanks in WP2, which also overlap with the objectives of the EU Mission 'A Soil Deal for Europe'. The modified logos are all available in three colour schemes, including a main, monochrome and greyscale colour schemes.

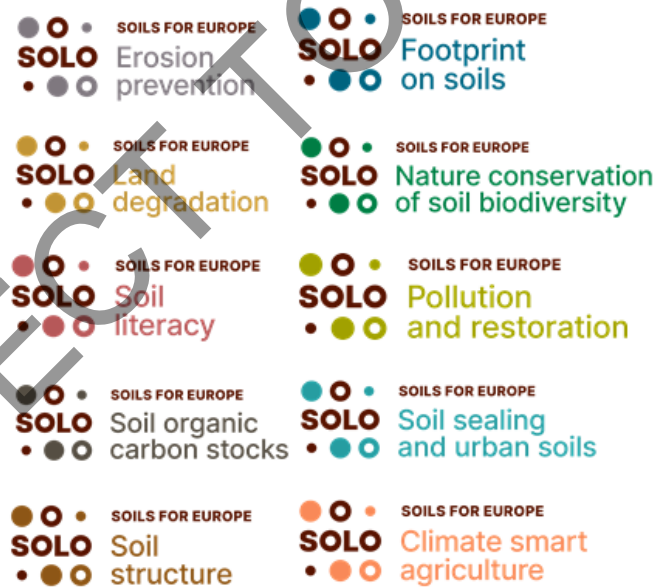


Figure 3: Individual logos for each of SOLO's Think Tanks

1.2 Brand Manual

The purpose of SOLO's brand manual is to inform the project partners and general public on the main concept and outputs of the project in a visually aesthetic manner. The brand manual provides guidelines for the creation of materials which bring up the project's message and objectives. Furthermore, it aims to provide project partners with all necessary tools to create impactful materials with consistent and coherent visual identity.

The brand manual serves as a reference point for the creation of materials, such as presentations, internal and external documents, promotional materials and others. Furthermore, it describes the project's colour palette and typography which should be used in all materials created within the project to achieve consistent visual identity when representing SOLO (Figure 14).

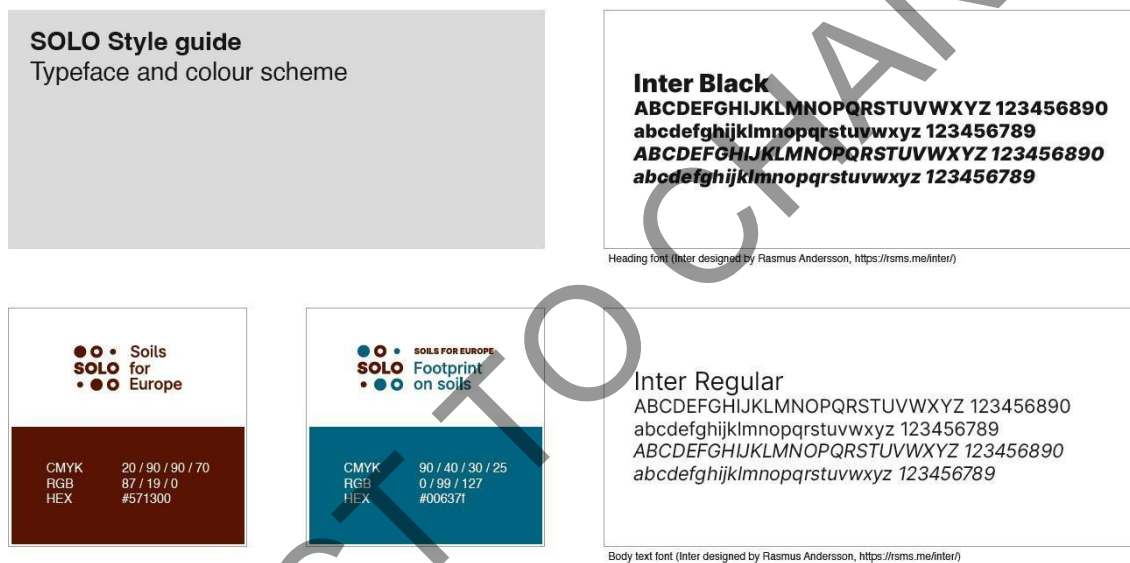


Figure 4: SOLO Brand manual (typography and colours)

The complete SOLO Brand manual is enclosed in Annex 1 of this deliverable.

1.3 Templates

As mentioned before, a consistent visual identity throughout all materials created within the project is an essential part of an effective project branding. Consequently, SOLO has created document templates for milestones and deliverables (such as the current document), as well as a PowerPoint presentation template for all project partners (Figure 5). The document and presentation templates were created based on the logo and the project's brand manual guidelines, using the recommended colour palette and fonts. The templates will be used throughout the whole project, creating a consistent visual identity of SOLO.



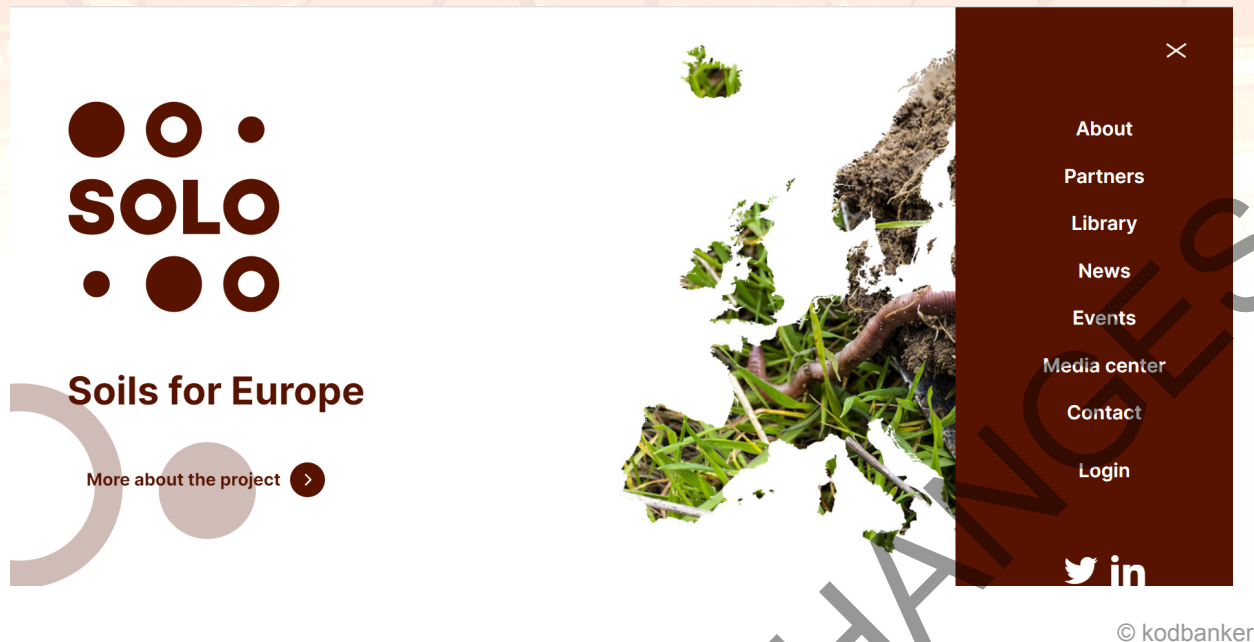
Figure 5: SOLO document and presentation templates

2 Project website

SOLO's website (www.soils4europe.eu) was designed to provide all available project materials and information under one roof to all stakeholders. The purpose of the website is to serve as the main communication tool of the project, making all project news, events, publications, promotional materials and public deliverables available to all stakeholders and the general public.

The website's design was created following the project's brand manual, reflecting on the project logo and visual identity. The website's structure is built to facilitate an easy navigation for users, providing them with clear clues on how to find specific information and materials.

The website's content was specifically selected to relate the project's mission and objectives and communicate clearly what SOLO will be doing and how it will help relevant stakeholders.



© kodbanker

Figure 6: SOLO’s website homepage

SOLO’s website has several sections, including Homepage, About, Results, Events, Library, News, Media Centre and Contact.

The Homepage provides a brief description of the project’s objective, its expected results, as well as highlighting the latest news along with the embedded feeds of the project’s Twitter and LinkedIn accounts. The About section of the website includes an overview of the project’s mission, providing background context to why SOLO is needed, the ambition objectives and work package activities of the project. Furthermore, it includes a Partners segment which includes information about each organisation and its team members.

Consortium

17 partner organisations across 11 EU member states and Norway

SOLO’s consortium comprises a European network of established professionals from the academic and non-academic fields from various backgrounds, who have agreed to work collaboratively to fulfill the objectives set by the EU Mission “A Soil Deal for Europe”. The initiative aims to create a shared research and innovation vision that will accelerate Europe’s trajectory towards sustainable soil management and restoration as part of a wider, green transition in rural and urban areas.

National Resources Institute Finland

University of Leipzig

Pesticide Action Network

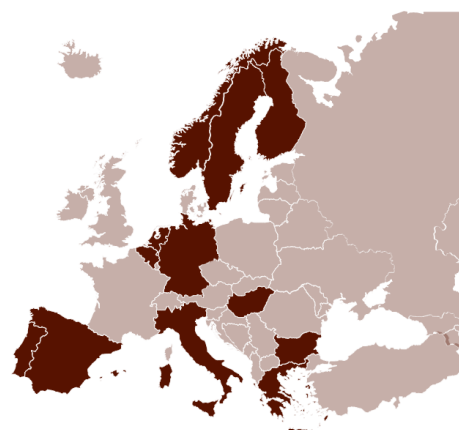


Figure 7: SOLO's website "Partners" page

The Library section of the website will host the scientific publications written within the project, as well as all public deliverables for SOLO. The website's News section will host all project news about project results, achievements, publications, events and more. The Contact section will provide the contact details of the project coordinator. Lastly, the Media section will be a repository of all media materials produced within the project, including the project logo, promotional materials, project templates, videos, images and more.

SOLO's website also provides links to the project's social media accounts in Twitter and LinkedIn, as well as a subscription button for the project's newsletter.

3 Social media accounts

Social media accounts in Twitter and LinkedIn were created in order to raise awareness about SOLO and increase the project's visibility. The main purpose of the accounts is to share the latest project news, results, achievements and events. The profiles were created in line with the project's visual identity ensuring a consistent branded presence across social media. The profile pictures of both accounts is the logo of the project, while the banners are specifically designed for SOLO, including a photo of different coloured soils, the name of the project and the EU flag with a disclaimer of the project's funding (Figure 17).



Figure 8: SOLO Twitter account

4 Outlook

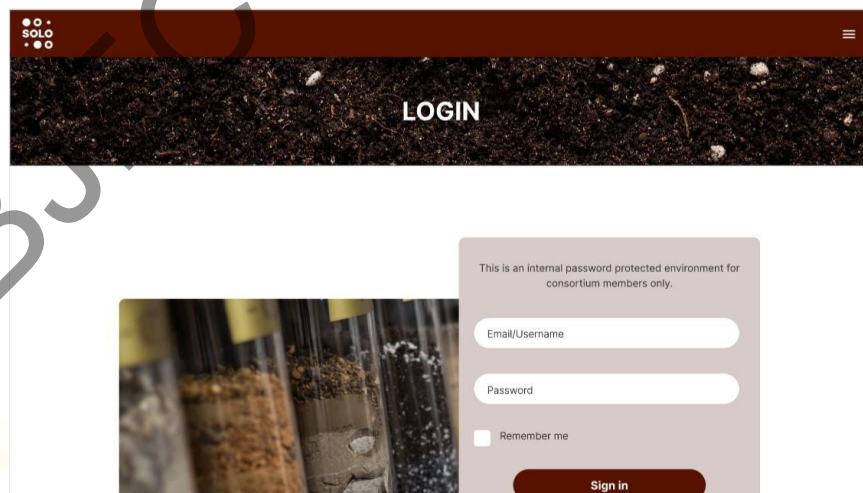
WP1 will continue to create promotional materials, such as brochures, banners, posters, leaflets in order to ensure that the project materials and tools will grow with SOLO. Additional materials which strengthen the project's visual communication will be created on demand when there is important progress within the project, results become available or the message of the project will be presented at an event. Such strategies for raising awareness of the project will be described in D1.1 - SOLO's Plan for Exploitation and Dissemination of Results (PEDR). Finally, WP1 will make updates to the website on a regular basis by providing the latest news and results, and building new pages if needed.

5 SOLO Platform

WP1 will develop and maintain a platform for the purposes of the SOLO project and beyond it, that will be used for authoring, reviewing, publishing, hosting and archiving of documents (i.e. reports) created within the project. This will be attained by adapting the existing publishing and reviewing platform [ARPHA](#), developed by Pensoft Publishers, which is an advanced tool, suitable for a range of research outputs, including open access journals, books, institutional documents and reports. The SOLO platform design will be created by following the guidelines of the project's brand manual and will be consistent with the visual identity of the project. The platform will be an easy to use tool which will support the outputs of the project with multiple functions.

5.1 One-stop login

Once a user has registered on the SOLO project website (Figure 18), their registration will be automatically transferred to the SOLO platform. When a registered user logs in on the project website, they will be able to access the platform via a link/button without having to register twice. This function aims to facilitate the user experience of project partners working with the SOLO platform.



© Solidmaks

Figure 9: SOLO website login page

5.2 Document templates

Once a user is logged in the SOLO platform, they can start creating different types of documents. In order to make the process easier and the output consistent, the SOLO platform will have a number of templates for document types (Figure 19 as an example of a few) available for users to choose from (reports, articles and others). Once a user chooses the template they want to use, they can start working on the specific document with all the necessary tools and functions at their disposal.

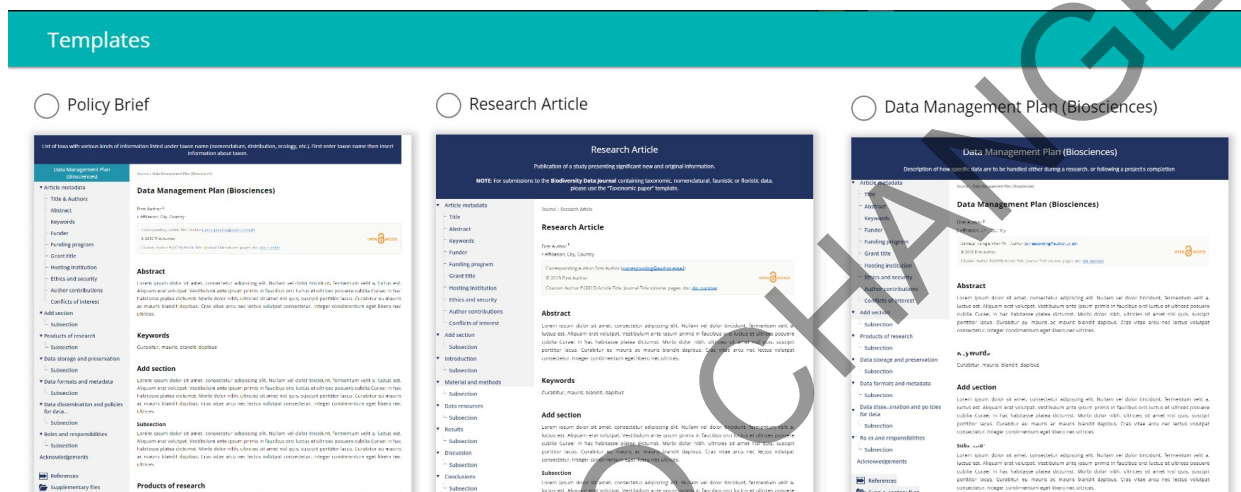


Figure 10: SOLO platform template function concept based on ARPHA writing tool

5.3 Collaborative authoring and editing

The SOLO platform will have two options when it comes to creating documents. Firstly, the documents can be developed directly in the [ARPHA Writing Tool](#) (Figure 20), using the document templates available for users. Alternatively, the documents can be developed in different environments (e.g. Google docs), however at the point of submission for review they need to be uploaded into the tool to benefit from the innovative and rich reviewing, editorial and publishing environment of ARPHA.

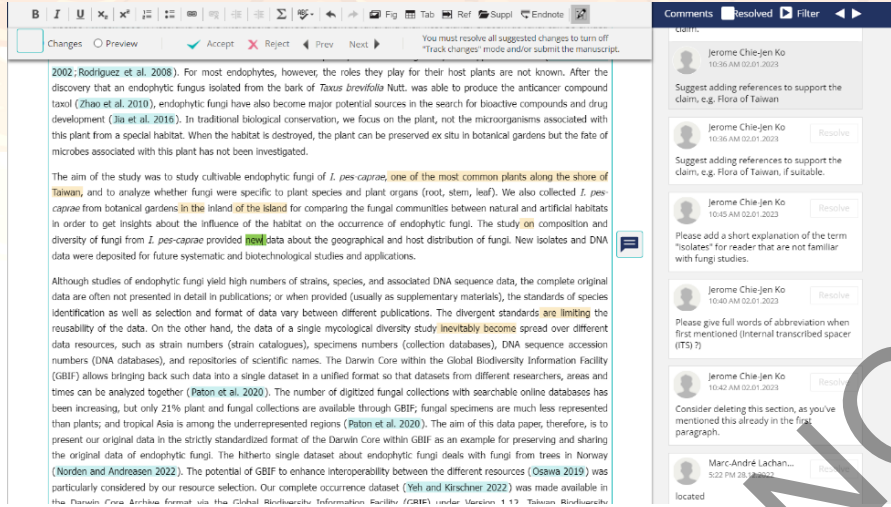


Figure 11: SOLO platform collaborative authoring and editing function concept based on ARPHA writing tool

5.4 Topic groups for discussion

The users will be assigned to one or more of 8 topics of discussion (corresponding to the [Soil Mission Objectives](#)) that will be available on the SOLO platform. The topic groups can be used for communication purposes (e.g. group emails or simple discussion forum) or informing the group about a new document available for reviewing. The discussions can happen in two independent environments: (1) within the ARPHA Writing Tool during the either authoring or review process, and (2) within the topic groups in the SOLO website.

5.5 Internal invitations for review (pre-publication)

Once a user submits a draft document for review, he or she needs to select one of the topics in the platform. After that, an automatic invitation for review will be sent to all of the other users assigned to this particular topic (Figure 21). The invitation will be in the form of a link sent via email that will forward the invited users to the review stage of the document.

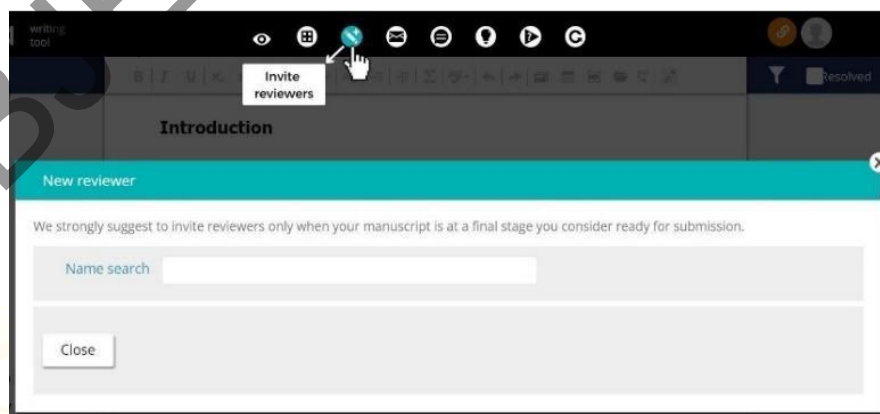


Figure 12: SOLO platform invitation for internal review function concept based on ARPHA writing tool

5.6 External invitations for review (pre-publication)

The second or a parallel stage of the review process is the invitation of people outside the consortium to review the documents (Figure 22). The public invitation for peer review will include a straightforward access to the document - they will have an easy way to register/login to the platform by clicking at the link provided in the review invitation. The functionality needed to be built to provide this service will be a subject of additional discussion.

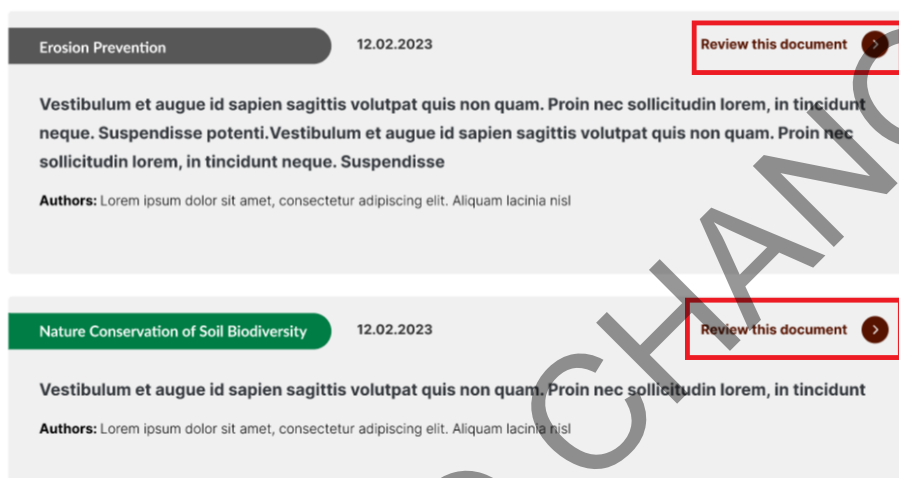


Figure 13: SOLO platform invitation for external review function

5.7 Publication of the document

Once the external reviewers have completed the review process within a certain time frame, the document will go back to the author who can then submit for publication a revised version of the manuscript (Figure 23). If the external reviewers don't submit their suggestions within the time frame, the document will go back to the author without a review. All reviewers who have submitted reviews through the system will be acknowledged through notification emails upon publication. The authors/editors will also be able to include all reviewers in the Acknowledgments section of the document.

5.8 Post-publication review

Once the document is published, it can be a subject of post-publication reviews. If the authors decide, they can publish a second version of the document that includes the post-publication reviews.

5.9 Outlook

The SOLO platform will facilitate communication between the WPs as well as guaranteeing that options, decisions and priorities are disseminated throughout the project. The platform will also warrant an easier communication of intermediate outputs, generate topical discussions and increase the participation of relevant stakeholders inside or outside the consortium, in an open review process of all outputs of the project. Ultimately, the SOLO platform will reduce stakeholder fatigue and enhance their contribution to the project outputs.

6 Annex

Brand manual

SUBJECT TO CHANGES

SOLO Style guide
Main logo and variations



Monochrome version for bright backgrounds



Monochrome version for dark backgrounds



Scalability



Sublogo



Logo without claim

SOLO Style guide

Sublogos



SOLO Style guide

Typeface and colour scheme

Inter Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456890
abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456890
abcdefghijklmnopqrstuvwxyz 123456789

Heading font (Inter designed by Rasmus Andersson, <https://rsms.me/inter/>)

SOILS FOR EUROPE
SOLO for
Europe

CMYK 20 / 90 / 90 / 70
RGB 87 / 19 / 0
HEX #571300

SOILS FOR EUROPE
SOLO Footprint
on soils

CMYK 90 / 40 / 30 / 25
RGB 0 / 99 / 127
HEX #00637f

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456890
abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456890
abcdefghijklmnopqrstuvwxyz 123456789

Body text font (Inter designed by Rasmus Andersson, <https://rsms.me/inter/>)

SOILS FOR EUROPE
SOLO Soil sealing
and urban soils

CMYK 70 / 0 / 30 / 20
RGB 38 / 157 / 161
HEX #269da1

SOILS FOR EUROPE
SOLO Erosion
prevention

CMYK 5 / 15 / 0 / 60
RGB 127 / 120 / 127
HEX #7f787f

SOILS FOR EUROPE
SOLO Soil organic
carbon stocks

CMYK 0 / 10 / 25 / 80
RGB 85 / 78 / 67
HEX #554e43

SOILS FOR EUROPE
SOLO Nature conservation
of soil biodiversity

CMYK 80 / 0 / 80 / 35
RGB 0 / 125 / 68
HEX #007d44

SOILS FOR EUROPE
SOLO Pesticide pollution
and restoration

CMYK 20 / 0 / 100 / 35
RGB 161 / 161 / 0
HEX #a1a100

SOILS FOR EUROPE
SOLO Land
degradation

CMYK 7 / 33 / 81 / 24
RGB 193 / 148 / 53
HEX #c19435

SOILS FOR EUROPE
SOLO Soil
structure

CMYK 15 / 55 / 90 / 45
RGB 141 / 86 / 22
HEX #8d5616

SOILS FOR EUROPE
SOLO Soil
literacy

CMYK 15 / 70 / 50 / 20
RGB 181 / 88 / 89
HEX #b65859