


Towards a better EMODnet visual identity

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Visual Guidelines

“Corporate visual identity plays a significant role in the way an organization presents itself to both internal and external stakeholders. In general terms, a corporate visual identity expresses the values and ambitions of an organization, its business and its characteristics.”

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Indicator 7.2


- Current visual elements
 - Logo usage
 - Font usage
 - Webportal header
 - Footer structure
 - Policy Privacy
 - Main menu
 - Responsiveness
- Assessed every 3 months within the periodic reporting
- Compiled by TRUST-IT

... and the winner is...

3/27/2018


To be compliant or not to be compliant? the visual harmonisation score

7.2 Visual Harmonisation score	Date ⁴	Portal	Visual harmonization score ⁵	
Harmonisation elements	Description		Score ⁶ (3 1 0)	Trend (+ - =)
Logo usage	subtotal		/12	
Logo position	Thematic logo at the top left of the home page EMODnet standard logo (White) is placed on the footer			(+ - =)
Logo type	Each portal has to use its thematic logo. See visual guidelines			
Logo size	The logo has the minimum size (100px wide for simple version, 300px for thematic version) and an exclusion area.			
Logo url	Thematic logo at the top left of the home page links to the specific portal EMODnet compact at the footer links to the Central Portal			

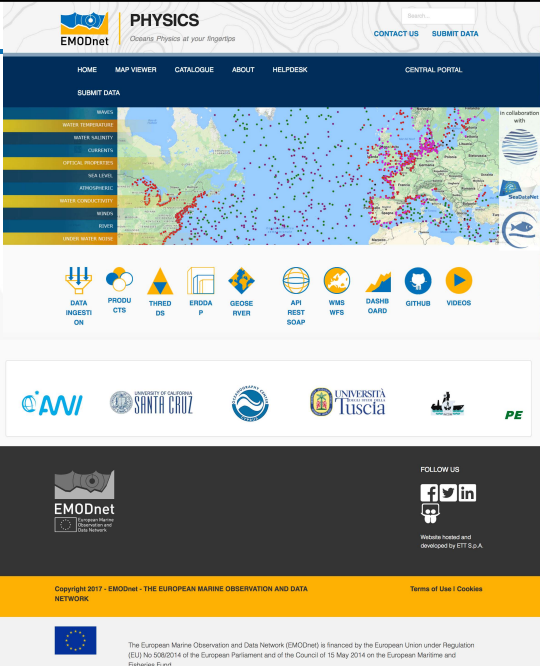


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EMODnet Physics



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The screenshot shows the EMODnet Physics website interface. It features a navigation menu with 'HOME', 'MAP VIEWER', 'CATALOGUE', 'ABOUT', 'HELPOESK', and 'CENTRAL PORTAL'. A central map displays data points over a geographical area. Below the map are various service icons including 'DATA INGESTION', 'PRODUCTION', 'THREDDS', 'ERDDAP', 'GEOSERVER', 'API REST SOAP', 'WMS WFS', 'DASHBOARD', 'GITHUB', and 'VIDEOS'. The footer includes logos for partner institutions like AVI, Santa Cruz, and Università Tuscia, along with social media links and copyright information for 2017.



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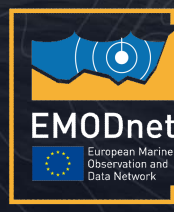
What's in store for 2018

- Secondary menu
- Service structure (e.g. Map viewer layout, etc.)
- The updated guidelines will be presented at the next Steering Committee

Keep up with the good job... You could be the next winner!

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