

EMODNET

European Marine Observation and Data Network

3 logotype proposals, 28 September 2009



Publications Office

EMODNET logotype – design brief

Request:

DG MARE wishes to develop a logotype for EMOD-net to be used on the current website, a possible future website, in connection with events and in presentations.

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Brief background:

Cross-border access to marine data is very important for maritime development – arguably even more important in relation to the sea than on land, as few issues studies in marine sciences are entirely local. (Examples: fish species do not have a ‘territory’ but move around in large areas, the majority of intercontinental transport goes via freight vessels across the oceans, climate changes affects the whole globe and are studied across sea basins, currents cut across oceans and impacts on local environments in different ways...). Scientists, regulators and commercial bodies need reliable observations and data if they are to contribute towards a sustainable development of the maritime economy.

For the moment, there are several problems with collection of data in Europe.

- ◇ Single purpose: most data collection is focused on meeting a specific need - as part of a regulatory requirement, for operational purposes or to further

scientific understanding.

- ◇ Usefulness of data: in practice many marine data, collected largely by public institutions, are still fragmented, of uncertain quality and difficult to assemble into coherent pictures. The property rights of many data are unknown or restrictive in terms of re-use. Partnerships dissolve when projects end and contractual obligations to deliver cease.
- ◇ Difficulty of contributing: there are few mechanisms for private companies and others to contribute to the common pool of data. Common standards and nomenclature are still not agreed; there are many bodies setting standards for data but none is recognised as primus inter pares. Joining data from different sources together is a challenge: each country classifies marine sediments differently. Synonyms, duplicate species names, separation of former species complicate the coherence and practical use of inventories of organisms. Measurement units can differ for the same variables, or the same parameters

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can be measured with different methods. In general there is only loose linkage between the different disciplines.

To improve availability of high quality data, the Commission has decided to create a new European Marine Observation and Data Network (EMODNET). This is part of the Integrated Maritime Policy.

An expert group is preparing the setup of this network. They have laid down the following basic principles:

- ◇ collect data once and use it many times
- ◇ develop standards across disciplines as well as within them
- ◇ process and validate data at different levels. Structures are already developing at national level but infrastructure at sea-basin and European level is needed
- ◇ provide sustainable financing at an EU level so as to extract maximum value from the efforts of individual Member States
- ◇ build on existing efforts where data

communities have already organised themselves

- ◇ develop a decision-making process for priorities that is user-driven
- ◇ accompany data with statements on ownership, accuracy and precision and
- ◇ recognise that marine data is a public good and discourage cost-recovery pricing from public bodies

The data to be collected under Emodnet covers the whole spectrum - bathymetry (water depth), geological (sediments), physical (waves, temperature etc), chemical (pollution etc), biology (species, biodiversity)

Deliverables:

- ◇ **one logotype** that can be used in different sizes and different versions (colour and black/white). Please note that as the logo will be used on the thematic website on Maritime Affairs (styleguide to be supplied when finalised)
- ◇ **one powerpoint template** that integrates the logotype. Please note that the powerpoint adaptation of the logo should not be 'bulky' - we want to have as much space as possible for content on the slides.
- ◇ **banner** for the DG Mare website

First steps:

- ◇ Kick-off meeting 3/9 2009.
- ◇ 3 logotype proposals 28/9 2009.

The following proposals can be seen as points of departure for further development. Once the final shapes, colours and typographic elements have been defined, the other deliverables will be created.

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Proposal 1: Observer

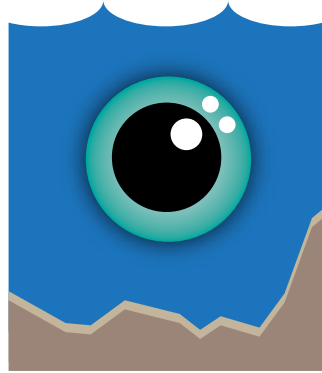
This proposal plays with the idea of an eye that represents living creatures in the seas. The eye also serves as a metaphor for observation.

The curve at the bottom can be seen both as the sea floor and as an example of statistical data output.



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and Data Network



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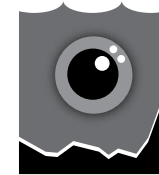
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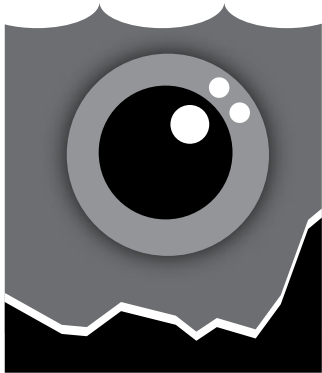
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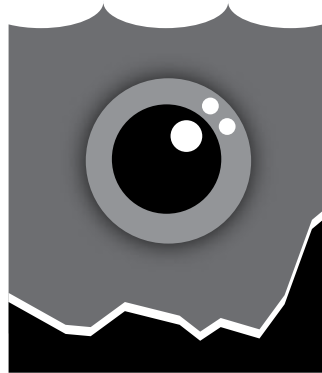
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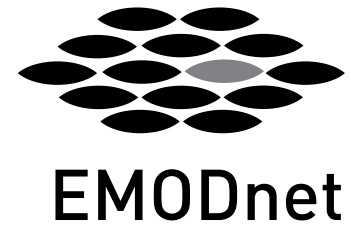
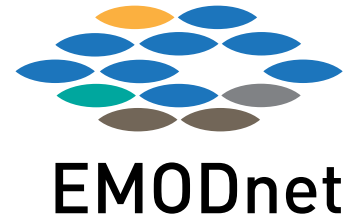
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Proposal 2: Network

This proposal is based on small structures that form a larger unit together. Like a school of fish, the waves of the ocean or a network of observatories.

The shapes can either form an 'e' or an eye – again referring to observatories.





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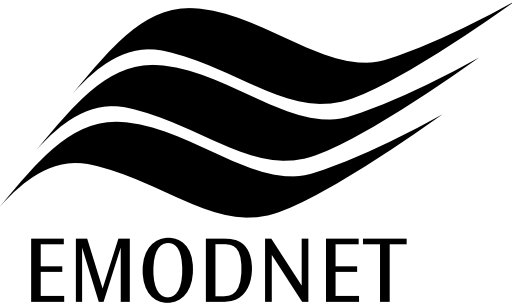
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Proposal 3: Waves

Three stylized waves that can be displayed in different shades of sea blue or in one colour.

Obviously, the waves refer to the sea and the marine environment, but together, they also form an E, linking to the name of the network.





These proposals represent three different solutions for the EMODNET logotype. The proposals are not final – shapes, colours and typography can and will be adapted to suit your needs once we have agreed on how to proceed.