



D7.1 RAINS visual identity and website

May 2025

Deliverable Information Sheet

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30/01/2025	Visual guidelines and website launched (DEC)
12/05/2025	Supplementary material provided (report)

¹¹ **Type** [1] R=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent filings, videos, etc.; **OTHER**=other_
Dissemination level [1] **PU**=Public, **CO**=Confidential, only for members of the consortium (including the Commission Services), **CI**=Classified

List of Acronyms

D&C plan	Dissemination and Communication Plan
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Keywords list

Agronomy, irrigation management, water management, water resources, water re-use, water scarcity, management, drought, water abundance, floods, irrigation, water management, biowaste, agriculture, farming, systems, water technologies, digitalization, solid water, reclaimed wastewater

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1. Executive summary

This document supports the RAINS visual identity and website that was launched in January 2025.

The project's visual identity website and are two core components of the RAINS project and are the first deliverable as part of WP7. The type of this deliverable is DEC, and as an additional material, this document outlines the respective elements of the RAINS landing page and presents the logo which serves as the basis for the visual identity of the project.

Additionally, the D7.2 RAINS Dissemination and Communication Plan (D&C plan I) was guiding this report which is the foundation on which the dissemination and exploitation of the project work, impacts and results are based on. D&C plan I defines the overarching communication and dissemination strategy and the Key Performance Indicators (KPIs) to ensure that key RAINS stakeholders are engaged and activated in an appropriate and timely manner, and the project creates synergies with other initiatives for a greater impact.

1.1. Project Overview

The RAINS project is tackling water scarcity and extreme weather conditions in EU agriculture by testing practical solutions like biofertilizers, improved soil water retention, and smart tools such as Optifangs-IA and WaterIQ. Working across demo farms in Greece and Spain, it aims to improve water efficiency by 50% on 12,700 hectares, support over 500 farmers, and save €6.1 billion, 244 million liters of water, and 35 tons of CO2 emissions by 2050.

Coordinated by SAV and comprising 17 partners from 6 countries, this 4-year (2024-2028) €4.8 million Horizon project contributes to an improved water efficiency and support farmers in transitioning to more sustainable irrigation systems.

2. Website

2.1. Introduction

The project website will function as the primary resource hub, and an interactive platform for all stakeholders and the public to access project developments and results including all public deliverables and D&C outputs including leaflets, posters, presentations, latest news, videos, newsletters and will serve as a platform for advertising events such as workshops and seminars. It will also serve as an online repository for all results and documents produced in the project, including deliverables planned for public dissemination and be a platform where research data will be simplified and visualised to facilitate the uptake of the project results. Traffic to and on the website will be monitored via Google Analytics digital dashboard.

Launched in M3, the website will be continuously updated throughout the project duration and new sections could be added as needed to highlight the work and results in an effective and user-friendly manner.

2.2. Website Objectives

The project website will be a public platform for visitors to see, learn about and visualise the added value of project materials and learn about RAINS results and impacts via videos, infographics, factsheets, interviews and other available communication materials. As the primary communication and dissemination platform, the website allows stakeholders, policymakers, and the media access to the project development and results, and to see the added value of the use of biodegradable polymers in horticultural and tree nursery settings.

In addition, the project's social media channels will lead back to the website for more traffic, with all public deliverables integrated on the website and promoted through the project's communication channels. The key aim of the website is to:

- Provide an online platform and communication tools for effective dissemination of the project's main activities, findings, processes and progress on results.

Delivered in M3, the RAINS landing page is hosted at <https://rains-project.eu/> and in the upcoming months, it will be updated as the project progresses by REVOLVE and the project partners.

Throughout June-September 2025, as content is developed and approved by the consortium, REVOLVE will create and include new pages, including press releases, event details, articles, partner profiles, work package updates, and additional features (for a timeline, see Figure 1).

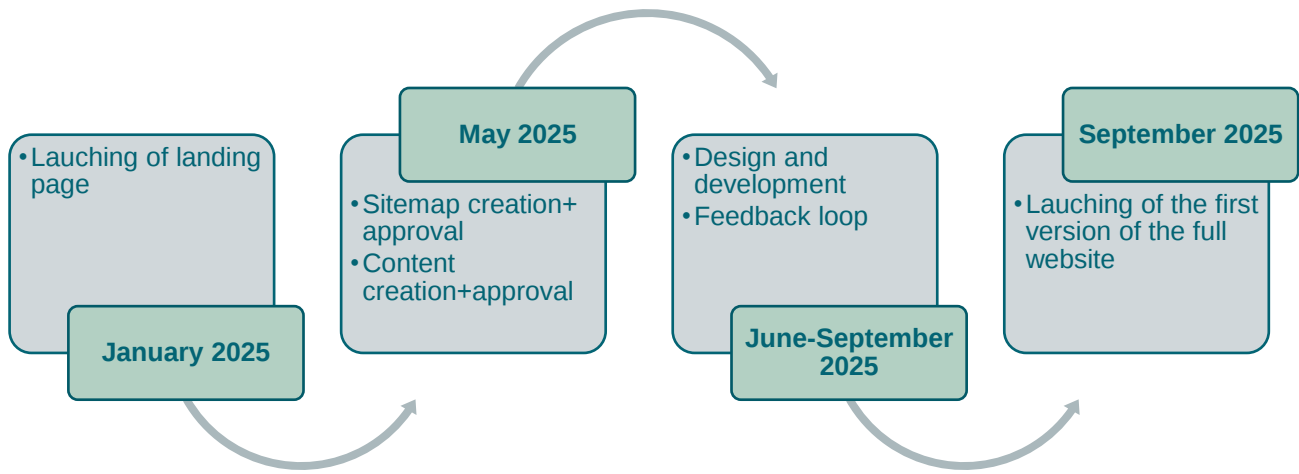


Figure 1 Timeline outlining the stages of the RAINS first version of the full website development

2.3. Content

2.3.1. Landing page

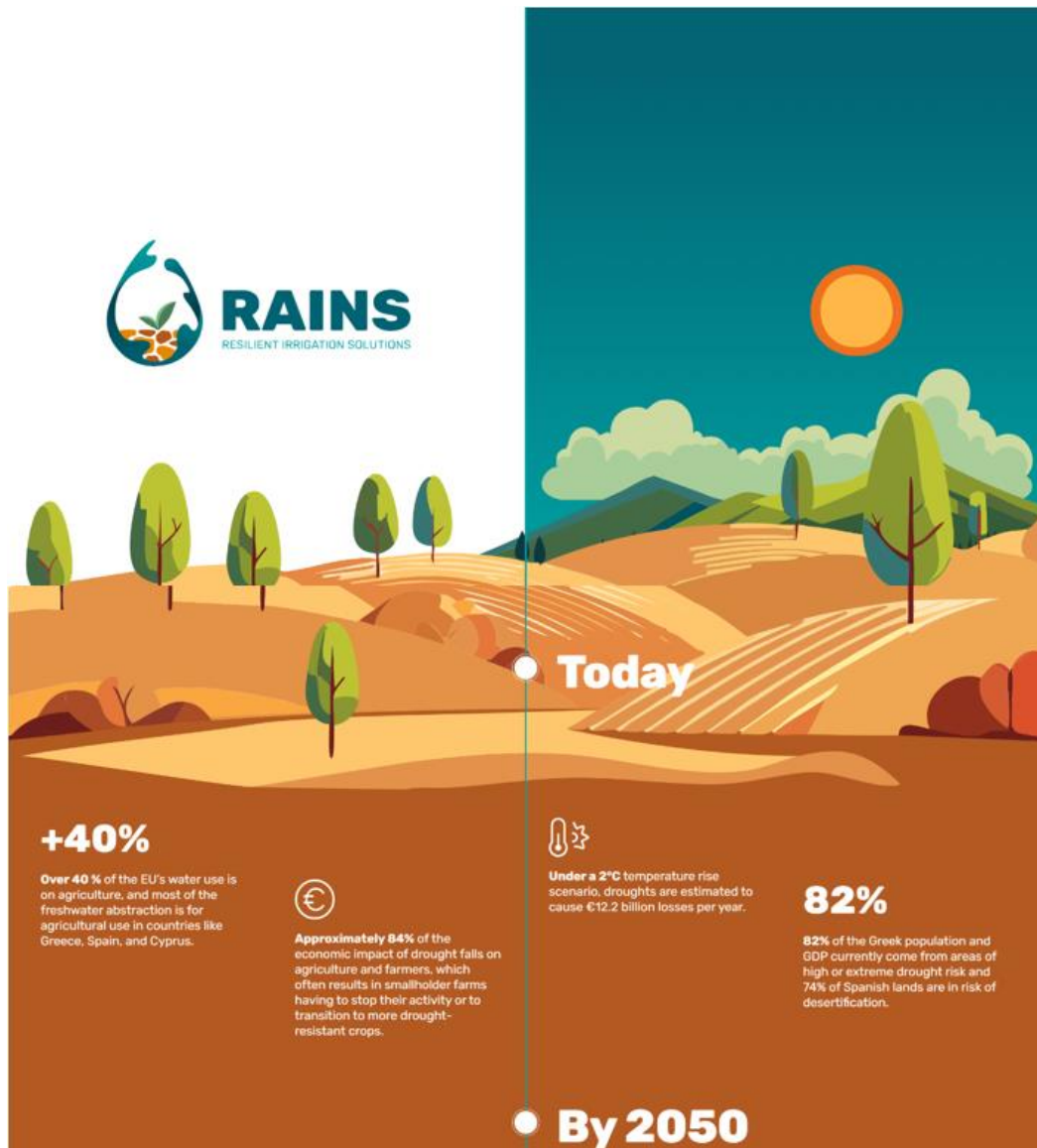


Figure 2 RAINS landing page – screenshot

The aim of the landing page is to present an engaging and concise introduction to the project, while aligning with EU funding visibility and communication standards.

The objectives of the RAINS landing page are to:

1. **Present the purpose of the project:** The tagline serves as a clear, memorable phrase that summarizes the project's goal or impact.
2. **Briefly outline the mission:** The golden paragraph is at focus, offering a summary that explains the project's importance, scope, and key objectives for a non-technical audience.
3. **Showcase Partnerships and Collaborative Reach:** Displaying all partners' logos highlights the collaboration that will take place throughout the project, builds credibility, and signals the expertise of the consortium.
4. **Possibility to receive news on the project:** A link to the project's LinkedIn page has been added to the landing page as well as a newsletter sign-up form, which is linked to HubSpot, and which allows visitors to receive regular updates on the project.
5. **Fulfil EU Visibility Requirements:** The landing page is visually aligned with EU branding guidelines, particularly regarding logos, layout, and acknowledgment of funding, ensuring transparency and uniformity across EU-funded projects.

The page includes:

- Tagline, golden paragraph
- Number of facts and statistics to highlight the urgency of action needed
- Access to the project's LinkedIn page & sign-up link to the RAINS newsletter
- List of consortium partners and their corresponding logos with hyperlinks to the website
- EU funding disclaimer

2.3.2. Homepage

The homepage will be an all-in-one hub linking all pages of the website, facilitating easy navigation, drive traffic back to the project's social media channels as well as to encourage subscriptions to the newsletter. It will present all the key information of the project which will be aligned with the project's visual identity (see **Error! Reference source not found.**)

Below all the essential elements are listed that will be an integral part of this page:



- Project logo, image, project graphics, tagline, social media icons and navigation menu
- Golden paragraph and objectives
- Upcoming events
- Press coverage
- Newsletter subscription link
- The EU emblem and disclaimer
- Privacy and data policy
- Contacts of project coordinator and communications manager

2.3.3. About page

This page will include more detailed information on the project activities, such as work packages, as well as present the consortium more in-depth. This page will include:

- Project description
- Objectives
- Members of the consortium
- Project resource links

2.3.4. What's on?

2.3.4.1. Events

This page will promote upcoming event related projects, integrating project-specific agendas, links to registrations into the corresponding events websites as well as serve as a repository for past events that are relevant to the subject matter. There will be two categories to distinguish between 1) events hosted by the project and 2) external events.

2.3.4.2. News

Latest updates, articles, and announcements on the project's progress and related topics of interest. This section will keep visitors informed about recent developments and achievements within the consortium and its extended network. A 'block' set up will make the page easily customisable and can help in distinguishing between press coverage and press releases as well as additional articles relevant to the project.

2.3.4.3. Newsletter

This page will host all past newsletters as well a newsletter sign-up which will be integrated via banners and clickable links. This will activate a pop-up form to be filled in by the user.

2.3.5. Resources

A repository of public project deliverables and publications, audiovisual materials, additional resources such as factsheets, image bank, videos and visual identity kit and published newsletters. This section will offer insights into the resources generated throughout the project's duration.

2.3.6. Footer

The footer of the website will appear on all pages and includes:

- Project logo
- The EU emblem and disclaimer
- Contact details for project coordinator and communication coordinator
- An expanded navigation menu
- Links to social media channels.
- Link to the privacy policy

2.3.7. GDPR

The website is GDPR-compliant, and all visitors and newsletter subscribers can easily access the privacy policy and terms of use. The website will be continuously updated throughout the project duration and is monitored via Google Analytics.

3. Logo

The visual identity of the project will differentiate RAINS from other projects working on irrigation systems that aim to tackle water scarcity in Europe. It comprises the logo, icon, and slogan. The logo will be the visual messenger of the project and will be reflected in all the communication materials:



Figure 3 RAINS logo

The icon of the RAINS brings focus to elements evoking soil structure bringing attention to the power of harnessing nutrients, irrigation and efficient water management in order to reduce the impact of droughts as well as unpredictable weather patterns.

The slogan (also known as the tagline) is an actionable statement representing the goal of the project:

RESILIENT IRRIGATION SOLUTIONS

Figure 4 Tagline of the RAINS project



An icon was created which can be used when there is a lack of space, or it is more optimal to represent the project:

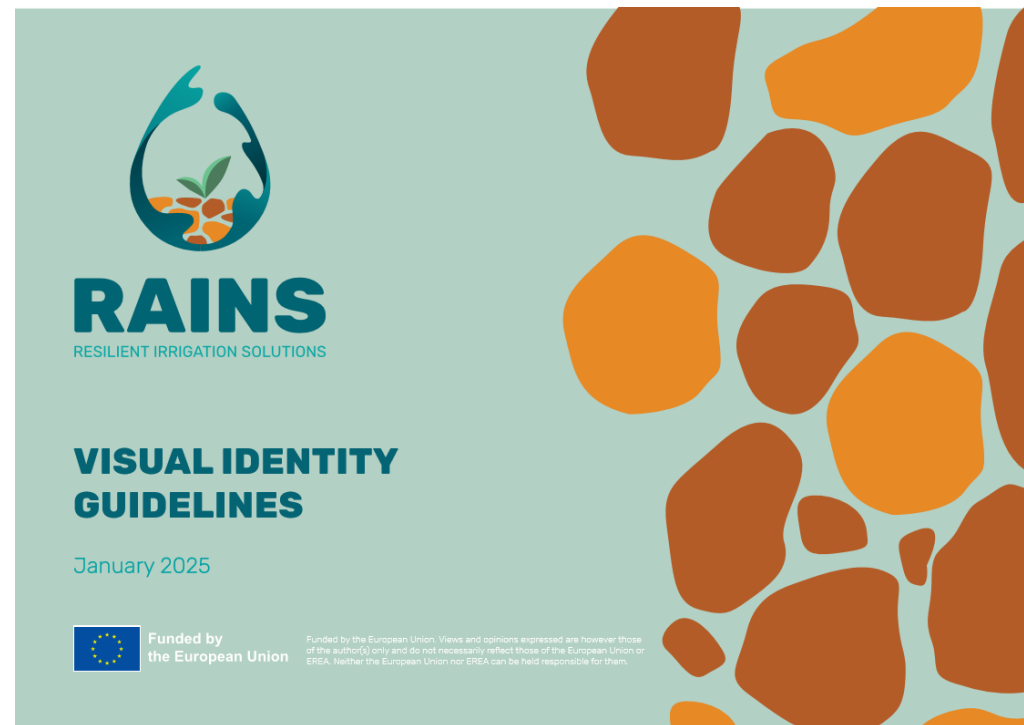


Figure 5 RAINS icon

The icon is utilised on social media platforms as account profile photos and other communication materials as needed. A comprehensive guide on the correct usage of the logo, tagline, and the project colour scheme can be found in the Visual Guidelines (see Annex A)

4. Annex

Annex A Visual Identity Guidelines



INTRODUCTION

The RAINS visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the RAINS team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the RAINS team.

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THE LOGO

About the logo and its meaning

Rationale

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

The RAINS project aims to demonstrate innovative solutions for the urgent need for water-efficient and soil-friendly irrigation and fertilization systems.

By highlighting water scarcity, RAINS brings focus on soil health and how it improves land resistance to water scarcity and water abundance.

The logo brings focus to elements evoking soil structure bringing attention to the power of harnessing nutrients, irrigation and efficient water management in order to reduce the impact of extreme events today.



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THE LOGO

Logo colour variations



Fullcolour positive

This is the default version of the logo, **to be used on white or light backgrounds.**



Fullcolour negative

For use on darker coloured backgrounds and photographs. Be careful that the logo needs to stand out against the background.



Dark aqua

For use on monochrome layouts or documents, or when the colour versions of the logo do not sufficiently stand out against the background.



Black

For use on black and white layouts or documents, **on dark backgrounds,** or when the colour versions of the logo do not sufficiently stand out against the background.



White

For use on monochrome layouts or documents, **on dark backgrounds,** or when the colour versions of the logo do not sufficiently stand out against the background.

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THE LOGO

Minimum size and safe area

Minimum sizes

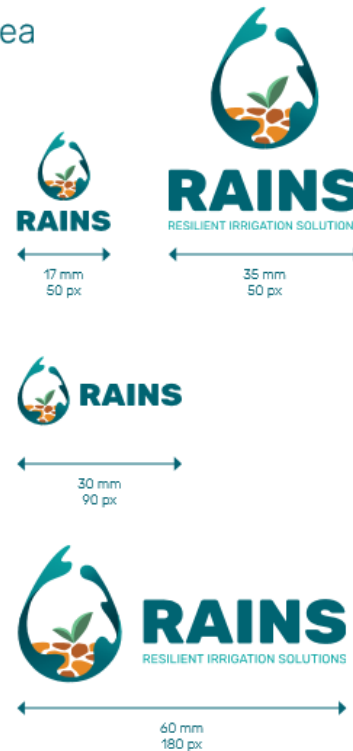
The minimum size is indicated by the width of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

Stacked logo

- **Without tagline**, the width of the logo should never be smaller than 17 mm in print or 50 px in digital media.
- **With tagline**, the width of the logo should never be smaller than 35 mm in print or 100 px in digital media.

Inline logo

- **Without tagline**, the width of the logo should never be smaller than 30 mm in print or 90 px in digital media.
- **With tagline**, the width of the logo should never be smaller than 60 mm in print or 180 px in digital media.



Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum safe area is equal one and a half times the cap-height of the logo text.



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COLOURS

The project has an extended colour palette to meet all communication needs



Dark aqua
CMYK: 91 / 48 / 43 / 17
RGB: 3 / 100 / 116
HEX: #036474



Aqua
CMYK: 79 / 14 / 39 / 0
RGB: 0 / 163 / 164
HEX: #00A3A4



Mist
CMYK: 30 / 7 / 24 / 0
RGB: 179 / 208 / 196
HEX: #B3D0C4



Pine
CMYK: 83 / 42 / 82 / 39
RGB: 34 / 85 / 58
HEX: #22553A



Lime
CMYK: 33 / 12 / 99 / 0
RGB: 184 / 192 / 57
HEX: #B8C039



Burnt Pink
CMYK: 25 / 100 / 26 / 1
RGB: 189 / 13 / 112
HEX: #BD0D70



Sienna
CMYK: 23 / 69 / 94 / 14
RGB: 179 / 90 / 34
HEX: #B35A22



Orange
CMYK: 7 / 54 / 100 / 0
RGB: 232 / 137 / 28
HEX: #E8891C



Yellow
CMYK: 4 / 14 / 82 / 0
RGB: 245 / 211 / 77
HEX: #F5D34D



Light yellow
CMYK: 1 / 0 / 38 / 0
RGB: 255 / 247 / 176
HEX: #FFF7B0

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MESSAGES

Tagline and golden paragraph to describe the project

Tagline

Resilient Irrigation Solutions

Golden paragraph

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

The RAINS project aims to demonstrate innovative solutions for the urgent need for water-efficient and soil-friendly irrigation and fertilization systems.

By highlighting water scarcity, RAINS brings focus on soil health and how it improves land resistance to water scarcity and water abundance.

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TYPOGRAPHY

The typeface used for RAINS communications is Rubik

RESILIENT IRRIGATION SOLUTIONS

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

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Rubik ExtraBold

Rubik Medium

Rubik Regular
Minimum font size for body text: 9pt

Rubik Light
Minimum font size for body text: 9pt

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TYPOGRAPHY

When the recommended typeface is not available, RAINS communications are to use the system font Arial

RESILIENT IRRIGATION SOLUTIONS

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

The RAINS project aims to demonstrate innovative solutions for the urgent need for water-efficient and soil-friendly irrigation and fertilization systems.

By highlighting water scarcity, RAINS brings focus on soil health and how it improves land resistance to water scarcity and water abundance.

Arial Bold

Arial Regular
Minimum font size for body text: 9pt

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ADDITIONAL BRANDING

Other logos and mentions to include in RAINS communications

As a EU funded project, RAINS communication activities and products must also include the European Union logo and following disclaimer:



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CONTACT

For any questions regarding these guidelines, please contact the communication partner:

Contact person

Dorottya Kalo
Communication Coordinator, REVOLVE
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THANK YOU



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