



Project's branding: logo and aesthetics

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ABSTRACT:	This deliverable presents the branding of TRUSTparenCy that aims at creating a distinct identity of the project's communication and dissemination channels, i.e. social media, website, and presentation templates. The report presents the logo, general aesthetics and features contributing to the project's visual identity.
Keyword List:	Branding, logo, aesthetics, colour palette, fonts, mood, communication, recognisability

Consortium

	Role	Name	Short Name	Country
1.	COO	UNIVERSITETET I OSLO	UIO	NORWAY
2.	BEN	AARHUS UNIVERSITET	AU	DK
3.	BEN	SCIENCE OF SCIENCE LIMITED	SoS	UK
4.	BEN	STICHTING AMSTERDAM UMC	AUMC	NL
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13.	AP	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO	OSNL	NL

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1. Introduction

1.1. About the project

TRUSTparenCency is a three-year EU-funded project dedicated to the application of an informed, context-sensitive, collaborative, democratic, and transparent approach that will facilitate the development of interventions that increase reproducibility of research results. TRUSTparenCency's interventions will be designed not to act as static, irrelevant, and burdensome red tape, but rather as an adaptable plan of action that will facilitate RPOs, RFOs, learned societies, and publishers to promote reproducibility. Specifically, these types of institutions will be empowered to develop their own policy guidelines in the form of an action plan, the Reproducibility Promotion Plan (RPP), inspired by the [TIER2](#) and [SOPs4RI](#) projects, and build on the results of [IRISE](#) and [OSIRIS](#) projects. The result will be the formulation of a sequence of concrete steps to transfer the practices that promote reproducibility to their everyday work and to monitor their effectiveness with mechanisms customised to their specific needs.

Objectives

The project's main objectives are:

To EXPLORE: Create a state-of-the-art knowledge base on existing interventions on increasing reproducibility and map disparities in the level of attention paid to reproducibility across types of institutions, KPMs, and countries.

To ENGAGE: Establish specific cooperation measures and coordinated efforts across diverse types of institutions, KPMs, and countries in Europe and beyond.

To DEVELOP, VALIDATE, EQUIP: Co-develop a structured collection of practices that increase reproducibility and modular training materials adapted to the needs of RPOs, RFOs, and publishers

To DEVELOP, VALIDATE, EQUIP: Co-develop guidelines for RPPs, including policy guidelines and monitoring mechanisms adapted to the needs of RPOs, RFOs, and publishers.

To ENGAGE & DEPLOY: Create a Reproducibility Community as a central platform to boost communication, facilitate recruitment, and promote exploitation of TRUSTparenCency's outputs

1.2. About this deliverable

TRUSTparency's work development includes literature surveys and co-creation with groups of relevant stakeholders and potential end users. WP5 will provide visibility of the progress of the work and to the project's various outputs during the duration of TRUSTparency; in such capacity WP5 will connect the project with relevant stakeholders and user communities, targeting at boosting uptake of project results. Considering that TRUSTparency's dissemination and communication activities play a cardinal role in awareness-raising activities there is a strong need for the project to be backed by a powerful branding.

Main objective: This deliverable presents the branding of TRUSTparency that aims at creating a distinct identity of the project's communication and dissemination channels, i.e. social media, website, and presentation templates.

2. TRUSTparency Branding

2.1. Logo

The TRUSTparency logo is depicted in Figure 1 (Horizontal & Vertical orientation) and it will be the main distinctive feature of the project. It will be the most substantive element of the project's dissemination and communication activities.

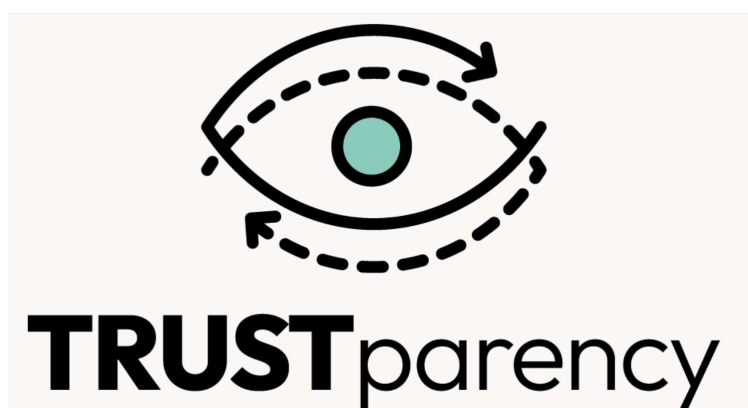


Figure 1: The TRUSTparency logo in horizontal and vertical orientations.

The project logo was meticulously crafted to encapsulate the initiative's core values. The eye symbol embodies visibility, emphasizing the project's commitment to openness and clarity. Dashed lines within the design represent transparency, highlighting the importance of clear and open communication. The oval shaped arrows represent reproducibility. The choice of yellow as the primary color conveys trust, reflecting the project's dedication to building confidence among stakeholders. Collectively, these elements converge to create a visual identity that mirrors the project's mission to foster a transparent and trustworthy research ecosystem. Variations of the project's logo are depicted in Figure 2.

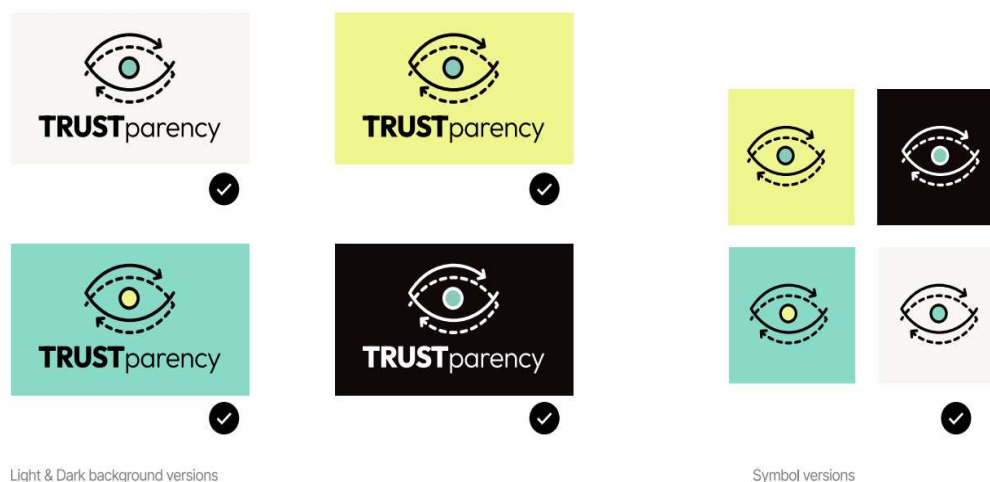


Figure 2: Variations of the TRUSTparency logo.

2.2. TRUSTparency colour palette

The colour palette of TRUSTparency is presented in Figure 3. The difference in the area covered by each colour reflects, in a semi-quantitative way, the prominence these colors must have in all TRUSTparency's dissemination and communication channels. The colour palette has been tuned to reflect and produce the "mood" that the TRUSTparency's beneficiaries have chosen for the branding, that is: openness, trust, transparency, and clarity, reflecting the project's dedication to building an open, transparent, and reliable environment for stakeholders and the wider community.

This mood is deeply connected to the principles that project seeks to promote. This "atmosphere" aims to establish a visual leitmotif that fosters a sense of cohesion across all communication and dissemination platforms of the Trustparency Project.

Additionally, the TRUSTparency's branding is accompanied by icons with shapes (Figure 4). This choice offers several key advantages: they are universally recognizable, simple, and timeless, ensuring a broad appeal across different cultures and contexts. Icons also allow for abstract representation of concepts, aligning better with a TRUSTparency's core values. This approach creates a flexible, clear, and cohesive visual identity that strengthens brand recognition and communicates the project's message effectively.



Figure 3: The colour palette of TRUSTparency.

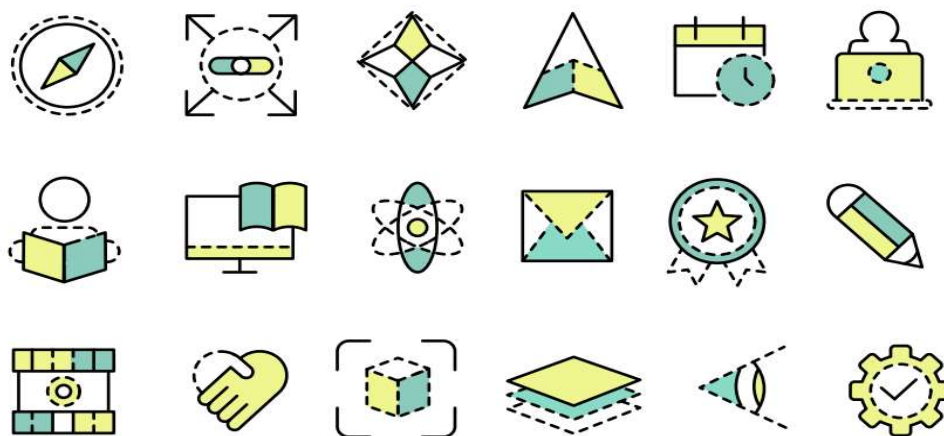


Figure 4: Shapes and icons of the TRUSTparenCy branding

2.3. TRUSTparenCy typography

A successful selection and use of typography boosts brand personality and ensures clarity and harmony in all TRUSTparenCy communications. Figure 5 depicts the typographic elements to be applied in all dissemination and communication activities of the project.

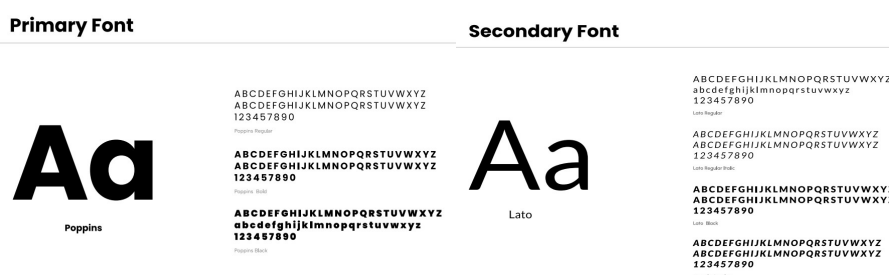


Figure 5: The primary (left) and secondary (right) typography of TRUSTparenCy

3. Applying TRUSTparenCy branding

3.1 TRUSTparenCy website

The TRUSTparenCy website has the domain name trustparenCy-project.eu. It serves as the central hub for the project's online dissemination, linking to social media channels like blue sky (in the upcoming days) and LinkedIn. The website's homepage will provide easy access to these social media pages, ensuring smooth navigation and visibility. The website's design was developed before the official start of the project in close collaboration with the coordinating team. The TRUSTparenCy website launched in March 2025. Below, we showcase a series of screenshots from the project's website.

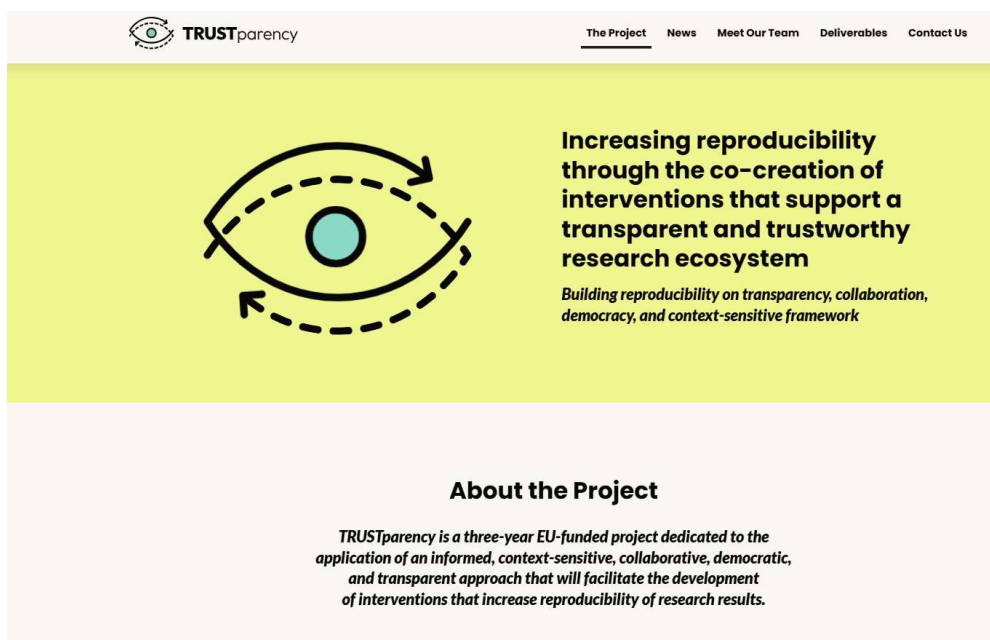


Figure 6: This is the upper part of the website's front page. It contains the most concise form of information about TRUSTparency and some details (About the Project) but still high-level.

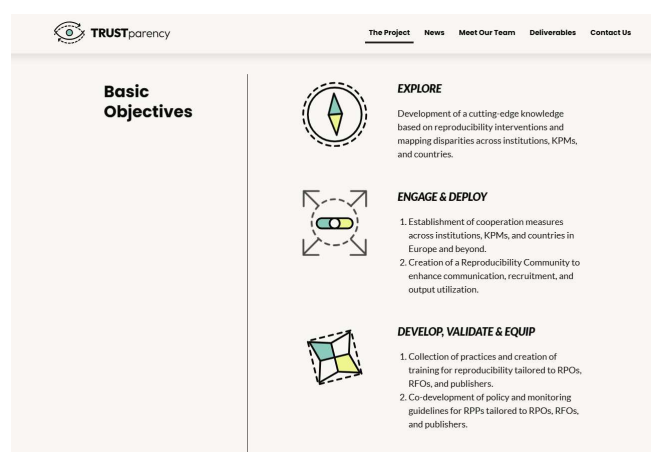


Figure 7: This part of the front page contains information about the objectives of TRUSTparency.

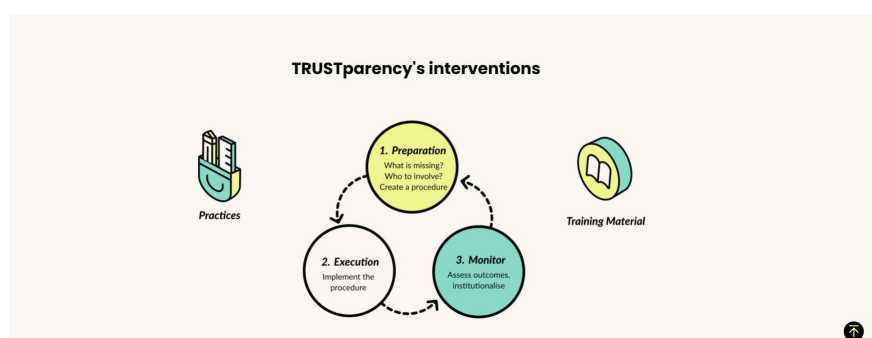


Figure 8: This section includes the main information about the TRUSTparency interventions.

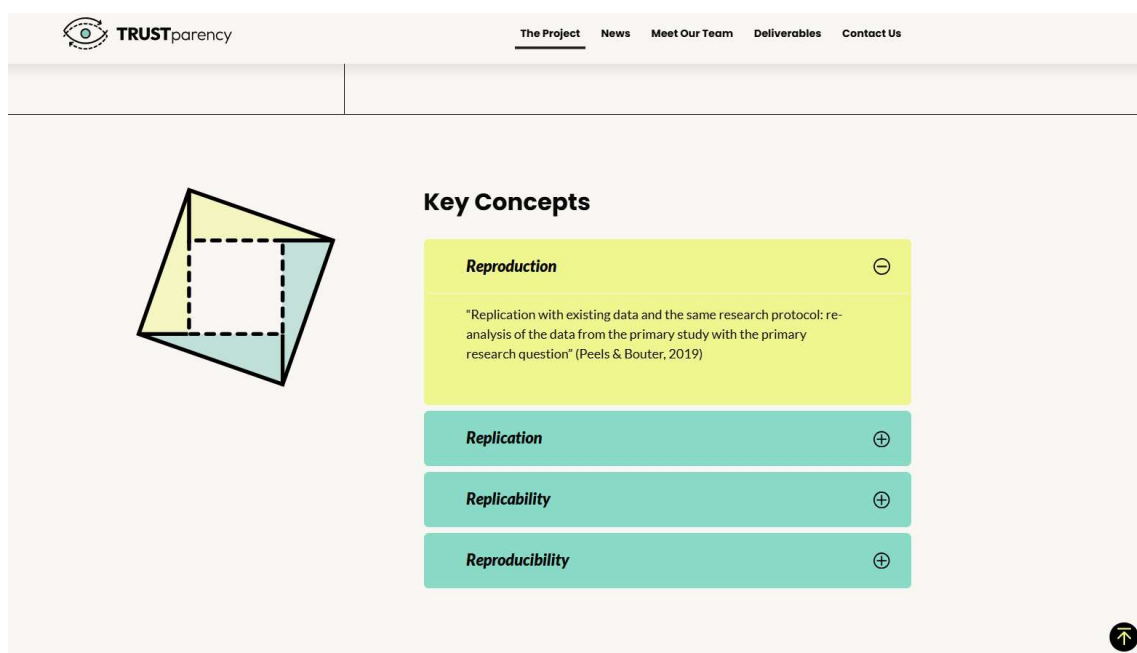


Figure 9: The TRUSTparenity consortium is aware that the European audience may not be fully aware of the terminology around the trust in science. This part of the website will explicate in a simple language a number of concepts that are necessary for the work of TRUSTparenity to be understandable from the wide audience.

The above screenshots depict the initial version of the TRUSTparenity website. As the project becomes more mature, the progress and results will be featured in specifically-designed sections. As a result, the website will go through a series of updates, to reflect the progress of the project.

TRUSTparenity website is hosted in NTUA's server, and it will be maintained there for three years after the end of the project, as described at the Grant Agreement. Additionally, the website:

- is responsive, meaning that it adapts to different devices without affecting the website's format.
- is accessible, being built in accordance, where possible, with the [web content accessibility guidelines](#).
- includes search engine optimisation (SEO) best practices, with its content and code structured for optimal search engine understanding.

Websites that are responsive, accessible, and include SEO best practices rank higher in Google search results. One can measure these factors using tools like [PageSpeed Insights](#).

3.2 TRUSTparenity social media

The social media channels will be Blue Sky and LinkedIn. Blue Sky is going to be utilised for both dissemination and communication purposes, while LinkedIn is going to be utilised for dissemination purposes. Despite the fact that both platforms do not provide enough flexibility for substantive branding, WP5 leaders have used all available means to customise the mood in both cases. Figure 10 presents the application of TRUSTparenity branding in LinkedIn. The use and choice of specific social media platforms will be monitored on a continuous basis throughout the project, as to examine the adequacy and capacities of the platforms to reach the project's objectives.

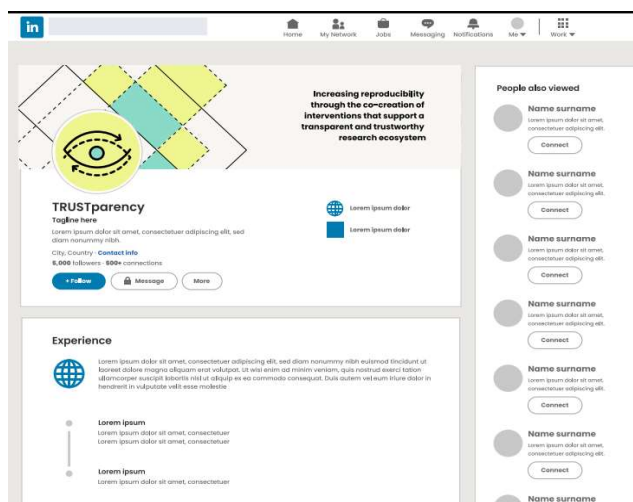


Figure 10: TRUSTparenCy LinkedIn page

TRUSTparenCy 's social media channels will remain active for three years after the end of the project.

3.3. TRUSTparenCy power point template

Figure 11 presents the power point template of TRUSTparenCy. This template is important, since all presentations on TRUSTparenCy (e.g. conferences, workshops, cluster meeting dissemination events, engagement events, public communication events) will be based on those specific slides.

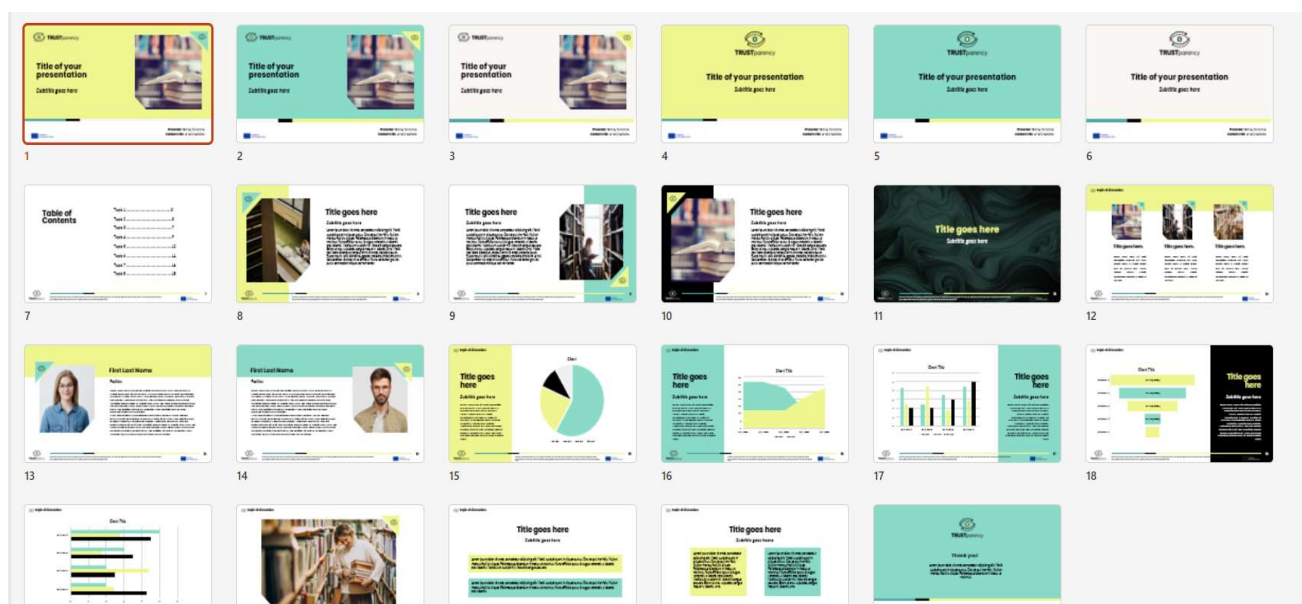


Figure 11: TRUSTparenCy branding as applied to the powerpoint presentation.

3.4. TRUSTparenCy poster template

Figure 12 presents the poster template of TRUSTparenCy. Since the poster will be featured at numerous conferences and events dedicated to showcasing and disseminating the project's results, significant emphasis was placed on preserving the integrity of the project's visual identity. Careful consideration was given to

ensuring that all design elements align with the project's core values, fostering recognition and reinforcing its message across diverse audiences and platforms.

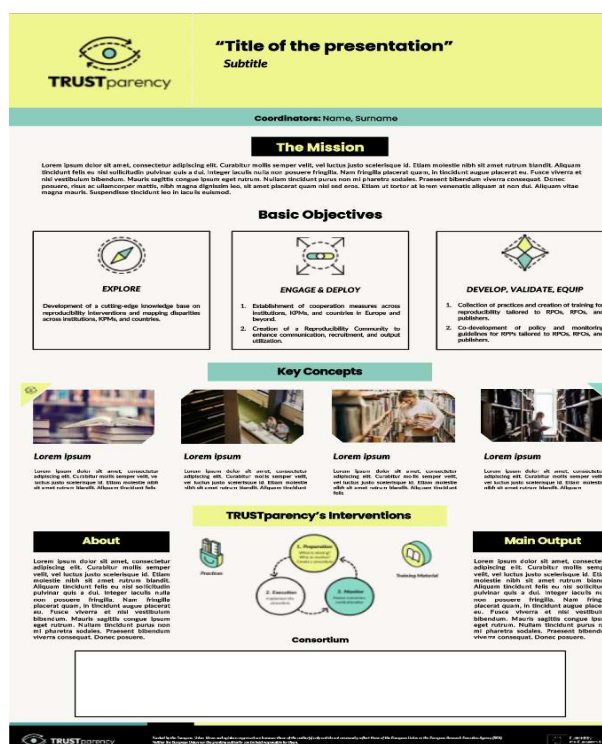


Figure 12: TRUSTparenCy branding as applied to the poster.

3.5. TRUSTparenCy deliverable template

Figure 13 presents the deliverable template of TRUSTparenCy. Special emphasis has been put not only at providing a placeholder for all needed information, but also to produce an aesthetically appealing result, since almost all TRUSTparenCy deliverables are public. In this respect they are not going to play the role of purely technical reports, but also of an additional means of dissemination and communication.

Figure 13: TRUST_{parentcy} branding as applied to the deliverable template.

The NTUA team have started augmenting the website content. Below there is a list of action points that are going to be applied within the next four months.

- Create a section dedicated to the 'mother' projects of TRUSTparenCy to showcase its epistemic basis.
- Get in touch with the curators of the Embassy of Good Science platform. This is a platform that acts as a hub for the results of EU-funded projects, mostly Coordination and Support Actions, that deal with Research Ethics and Research Integrity-related challenges. The first aim is to create, at the Initiatives part Community section, a placeholder for some baseline information of TRUSTparenCy. As progress will be made TRUSTparenCy deliverables are going to be featured at the Repository part of the Initiatives section.

No deviations from the DoA.