



## Enhancing Copernicus Security Services – EU governmental crisis management hub for forced population displacement

### Website and Project logo, D13.1

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### WP13 – Communication, Dissemination, Training and Exploitation of initial project results - 1<sup>st</sup> period

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## D13.1 – Website and Project logo

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## Executive Summary

This deliverable, D13.1 - Website and Project Logo, provides an overview of THEIA’s branding and online presence strategy. It describes the development and implementation of the THEIA project logo, ensuring a strong visual identity for the project. The document also outlines the creation and management of THEIA’s official website and social media presence to enhance outreach and dissemination activities.

The THEIA project logo has been carefully designed to reflect the core themes of GeoAI, Earth Observation, and Security Applications. It features a stylized satellite, data-driven elements, and modern typography, reinforcing the project's innovative approach. Guidelines for logo usage, color scheme, and branding consistency are provided to ensure coherence across various communication materials.

Additionally, this deliverable highlights THEIA’s social media strategy, covering key platforms such as Facebook, X/Twitter, LinkedIn, and YouTube. The strategy focuses on engagement, content dissemination, and outreach to key stakeholders, including research institutions, policymakers, and industry experts.

Overall, this deliverable serves as a foundation for THEIA’s communication and dissemination efforts, ensuring a cohesive and professional presence across digital channels.



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## List of Acronyms/Abbreviations

Table 1: List of Abbreviations

Acronym / Abbreviation	Explanation
AI	Artificial Intelligence
CA	Consortium Agreement
EU	European Union
FRONTEX	European Border and Coast Guard Agency
GA	Grant Agreement
GeoAI	Geospatial Artificial Intelligence
GSH	Geosystems Hellas IT Kai Efarmogesgeoplirorforiakon Systimatou Anonimi etaireia
ICCS	Erevnitiko Panepistimiako Institutou Systimatou Epikoinonion Kai Ypologiston
MPL	MP Legal Papakonstantinou Evangelos
NATO	North Atlantic Treaty Organisation
QR code	Quick Response code
SATCEN	European Union Satellite Centre
WP	Work Package



## 1. Introduction

The THEIA Project aims to enhance Copernicus Security Services by integrating advanced GeoAI and Earth Observation technologies. Effective communication and dissemination play a crucial role in achieving the project's objectives, ensuring visibility and engagement with stakeholders. Through strategic branding and communication efforts, THEIA will establish a cohesive and recognizable presence, ensuring widespread awareness and adoption of its technological advancements.

The “D13.1 – Website and Project Logo”, is the first deliverable of WP13 which consists of the following tasks:

- **Task 13.1: Dissemination and high-impact collateral plan (Leader: ICCS)**
- Task 13.2: Initial exploitation plans and activities preparation (Leader: GSH)
- Task 13.3: Identification of IPR issues and patentable content (Leader: MPL)

### 1.1 Purpose and scope of the deliverable

This deliverable, “D13.1 - Website and Project Logo”, outlines the creation of the project's visual identity and online presence. The document describes the design and symbolism of the THEIA logo, ensuring a strong brand identity. Additionally, it details the development of the official project website and social media presence, which serve as key platforms for outreach, stakeholder engagement, and dissemination of project results.

### 1.2 Structure of the deliverable

This document consists of the following chapters:

- The executive summary of the deliverable.
- **Chapter 1** which includes a short description of D13.1 purpose, scope and structure of the deliverable.
- **Chapter 2** which provides an overview of THEIA’s Website.
- **Chapter 3** which presents THEIA’s Logo.
- **Chapter 4** which outlines THEIA’s Social media accounts.
- **Annex I** THEIA’s logo, project website and Social media accounts QR codes



### 1.3 References

- Project GA with No101190051.
- THEIA Partners CA



## 2. THEIA Website Development

The THEIA website ([Theia](#)) serves as the central hub for communication, dissemination, and stakeholder engagement. Designed with a modern, user-friendly interface, the website provides structured and accessible information to researchers, policymakers, industry professionals, and the general public.

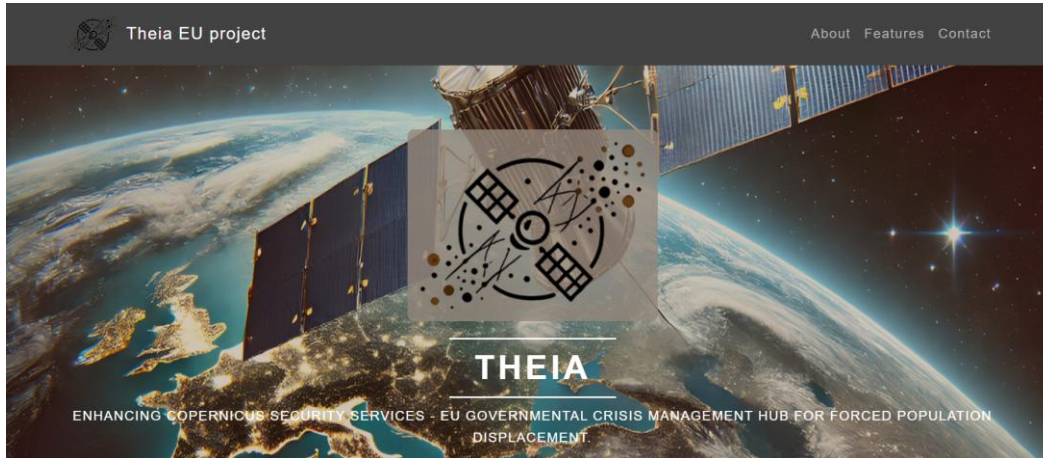


Figure 1: Theia Website front page

The homepage introduces users to THEIA’s mission and goals with a visually engaging design that integrates the THEIA logo and branding elements. The interface is responsive, ensuring optimal display across desktops, tablets, and mobile devices. The website follows a well-defined branding strategy that aligns with THEIA’s color scheme and logo design. The use of dark and earthy tones provides a sophisticated and professional appearance. High-quality images, including satellite visuals and AI-driven maps, reinforce the project’s focus on GeoAI and security applications.



Figure 2: Theia's website overview section



A dedicated section titled "In a Nutshell" highlights THEIA's impact, addressing pressing challenges such as population displacement, climate change, and security threats. This section outlines the integration of multi-temporal datasets, improved crisis management, and the sustainable coexistence of legacy and new-space solutions. It also emphasizes THEIA's wide range of end-users, including EU entities such as SATCEN, Frontex, Member State Ministries of Defense, Intelligence Agencies, Police Forces, and NATO, as well as potential Extra-EU national and supranational entities like the United Nations.

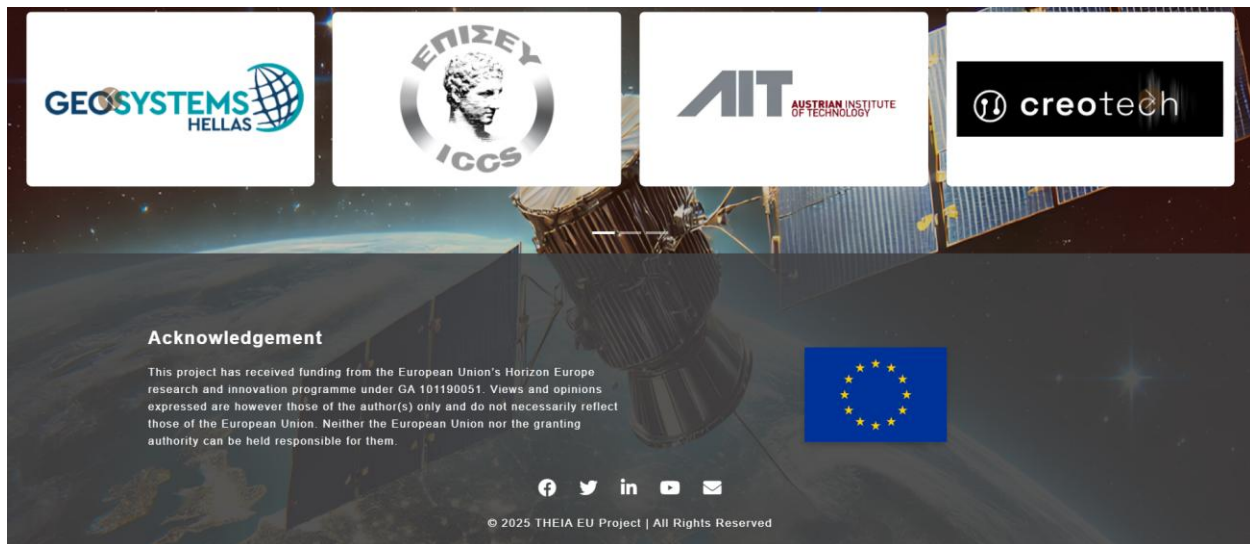


Figure 3: Website consortium and Acknowledgement section

The website includes a dedicated Acknowledgement Section recognizing funding from the EU's Horizon Europe program under GA 101190051. It explicitly states that the views and opinions expressed belong solely to the authors and do not necessarily reflect those of the European Union. Additionally, it highlights that neither the EU nor the Granting Authority is responsible for the content. This section also showcases the logos of consortium partners, reinforcing the collaborative nature of the THEIA project. The European Union emblem is prominently displayed, ensuring compliance with funding acknowledgment requirements. Furthermore, users can visit THEIA's official social media accounts by simply clicking on the corresponding icons displayed on the website.

The THEIA website will continue to evolve throughout the project's lifecycle. A **News & Updates** section will be created to provide the latest project developments, research outputs, and upcoming events. Moreover, the website will also feature a Public Deliverables and Publications repository, where stakeholders can access downloadable reports and official documentation in order to maximize its outreach and impact.



### 3. THEIA Project Logo

This chapter presents details of the development of the **THEIA project logo** which is a critical element in establishing the project’s visual identity and communication strategy. The logo serves as a recognizable emblem of THEIA’s mission in the domains of GeoAI, Security, and Space Research.



Figure 4: THEIA's project logo

#### 3.1 Concept & Symbolism

The THEIA logo visually encapsulates the project’s core themes:

- **Satellite Representation:** The logo features a stylized satellite, symbolizing THEIA’s focus on Earth Observation and Security Applications.
- **Data Particles & Signals:** The scattered dots and connecting lines illustrate data processing, AI-driven analytics, and machine learning capabilities, reflecting the GeoAI aspect of the project.
- **Curved Typography:** The word "THEIA" is prominently displayed in an innovative, bold font, reinforcing a futuristic and high-tech identity.



- **Tagline "GeoAI for Security"**: This reinforces the mission of the project, emphasizing its role in security-related AI applications.

## 3.2 Color Scheme

The color scheme consists of brown and black tones that symbolize a blend of technology and earth-based monitoring, maintaining a professional and cutting-edge aesthetic. Moreover, black-and-white and grayscale versions are available for specific use cases.

## 3.3 Logo Usage Guidelines

The logo must be used consistently across all official THEIA communications, presentations, reports, website, and social media platforms. It should always be accompanied by the EU emblem and funding acknowledgment.

### 3.3.1 File Formats & Versions

To ensure adaptability across multiple platforms, the logo is available in the following formats:

- **Vector Formats:** SVG, AI, EPS – For scalability and high-resolution printing.
- **Raster Formats:** PNG, JPEG – For digital media and documentation.

### 3.3.2 Placement & Branding Recommendations

The logo should maintain clear spacing from other visual elements to enhance its visibility. It must adhere to minimum size requirements to maintain readability. Avoid modifying, distorting, or altering the official logo design in any way.



## 4. Social Media Presence

The THEIA project maintains a strong online presence through various social media platforms to ensure **effective outreach, engagement, and dissemination** of project activities.

### 4.1 Official Social Media Accounts

The following social media platforms are used to share project updates, achievements, and relevant information.

#### 4.1.1 Facebook

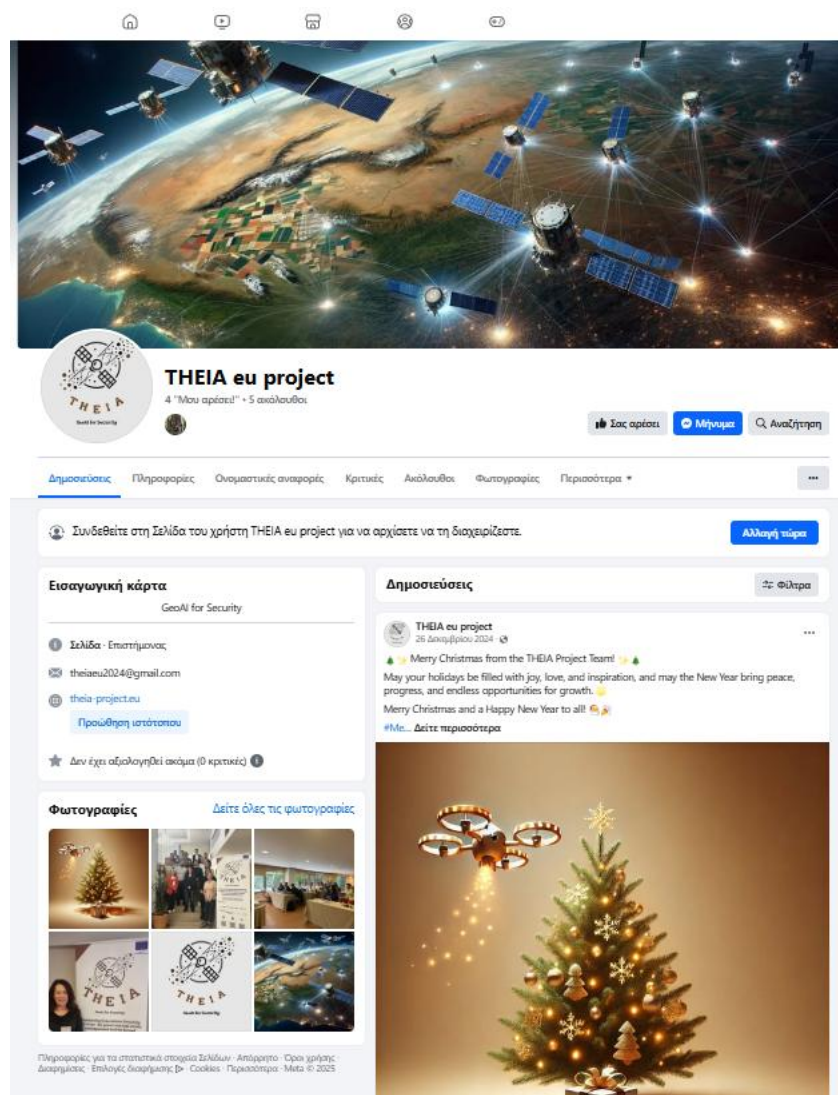


Figure 5: THEIA's Facebook account

Facebook provides general project updates, community engagement, and event promotions.



### 4.1.2 X/Twitter

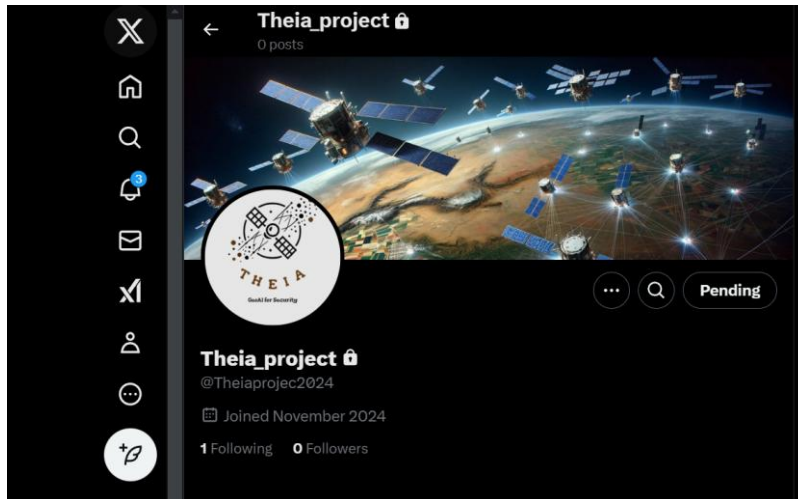


Figure 6: Theia's X/Twitter account

X/Twitter uses for real-time updates, announcements, and interaction with stakeholders.

### 4.1.3 LinkedIn

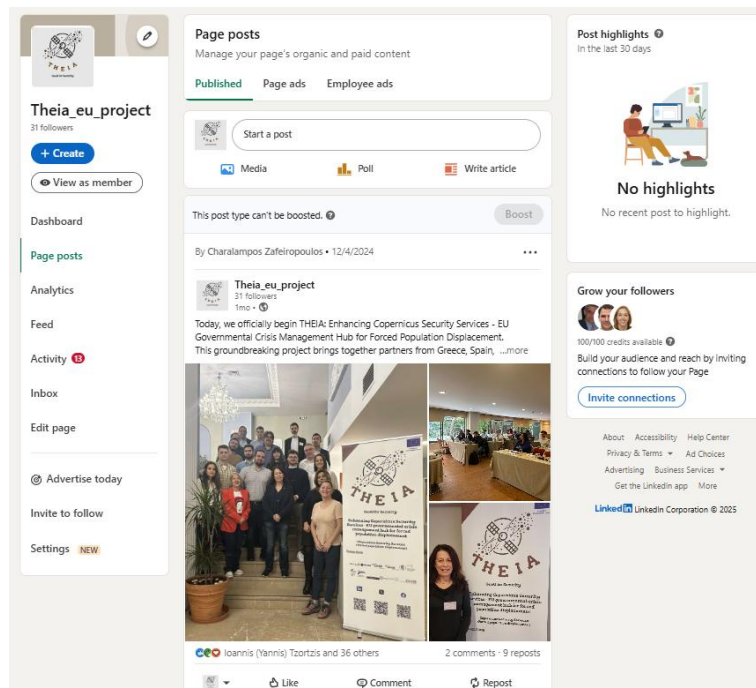


Figure 7: THEIA's LinkedIn account

LinkedIn targets professionals, industry experts, and policymakers through in-depth discussions and networking.



#### 4.1.4 YouTube

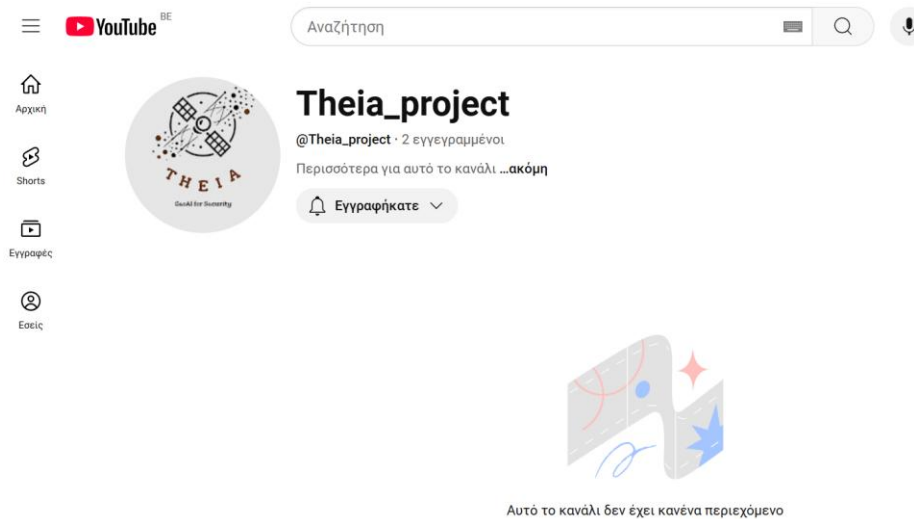


Figure 8: THEIA's YouTube account

YouTube hosts video content such as project introductions, tutorials, and recorded events.

#### 4.2 Content Strategy

The social media strategy includes regular posting of project milestones, news, and upcoming events. Through social media THEIA can succeed and enhance, at a later stage, engagement with the research community, industry stakeholders, and policymakers by the creation of video content and infographics. To facilitate the interaction with the followers, THEIA will introduce Q&A sessions, polls and initiate discussions on the respective social media. Lastly, THEIA social media accounts will utilize the project hashtags for better visibility.

#### 4.3 Branding and Consistency

The profile and cover images on all social platforms must include the official THEIA logo. Moreover, social media posts should follow a consistent visual style and messaging tone aligned with THEIA's objectives. Lastly, all THEIA's posts must acknowledge EU funding and relevant partners when applicable.



## 5. Conclusion

The THEIA project logo, website, and social media presence are key components of the project's communication and dissemination strategy. The logo establishes a strong visual identity, the website acts as the central hub for information and engagement, and the social media platforms facilitate outreach, knowledge sharing, and stakeholder interaction.

The logo, branding guidelines, website, and social media strategy will be continuously updated and optimized to ensure effective communication and maximum visibility of THEIA's progress and outcomes.



# ANNEX

Project logo, website and social media



**Project Logo:**





**Social Media Accounts:**



[THEIA eu project](#)



[LinkedIn](#)



[X](#)



[Theia project - YouTube](#)

**Website URL:**

[Theia](#)

**EU Emblem:**



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