



E1: website, social media and visual identity

Anda Zālmāne
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EU LIFE Programme project
“Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland”

LIFE OrgBalt, LIFE18 CCM/LV/001158



Latvia University
of Life Sciences
and Technologies



E1: Activities, deliverables, deadlines

Activities	Deliverables	Milestones	Deadlines
Task 1: project website and social media accounts	-	Project website and social media accounts developed and published	31.12.2019
Task 3: corporate design and visual identity	-	Corporate design and visual identity developed	31.12.2019



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Visual identity



Corporate design

- **Document templates:**
 - Word
 - Powerpoint – grey and blue
 - Participants list
- **Colour codes**
- **Font – Ubuntu (instructions available)**
- **In Google Drive: lifeorgbalt@gmail.com, password: Transformers_1**

«3 whales»



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The project “Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland” (LIFE OrgBalt, LIFE18 CCM/LV/001158) has received funding from the LIFE Programme of the European Union and the State Regional Development Agency. www.orgbalt.eu

The information reflects only the LIFE OrgBalt project beneficiaries’ view and the European Commission’s Executive Agency for Small and Medium-sized Enterprises is not responsible for any use that may be made of the information contained therein.

Project website: www.orgbalt.eu

- **Contents:**
 - Project objectives, activities, results
 - Partners, LIFE program
 - Informative and educational materials
 - Events – photos, presentations for download
 - «News» section – face of the project
- Partners are welcome to participate in content creation
- Website main version in English. + Latvian. Other languages needed? (Partners responsible for content)
- Partners have access to content management system (local languages)
- Target: 10 000 sessions
- Website available - till 2028 (project + 5 years)
- Information about the project in partners' websites

Social media accounts

- **@orgbalt**
- **Facebook, Youtube, Twitter, Instagram, LinkedIn – for general public**
- **Researchgate.net – for research related information**
- **Targets:**
 - **Facebook 200 followers**
 - **Twitter 200 followers**
- **If anything to share – please inform**
- **For discussion: ENG + LV. Several accounts?**

Thank you for attention!

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