

E1: website, social media and visual identity

Anda Zālmane LSFRI «Silava» information officer 24.10.2019.

LIFE OrgBalt, LIFE18 CCM/LV/001158

EU LIFE Programme project

"Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland"

























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



Visual identity













Corporate design

- Document templates:
 - Word
 - Powerpoint grey and blue
 - Participants list
- Colour codes
- Font Ubuntu (instructions available)
- In Google Drive: <u>lifeorgbalt@gmail.com</u>, password: Transformators_1



«3 whales»

























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

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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?



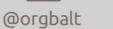
Thank you for attention!

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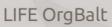


















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