



# LIFE Climate Change Mitigation

## Deliverable E.1: Creation of project's logo

**LIFE CLIMATREE (LIFE14 CCM/GR/ 000635)**



**A novel approach for accounting and monitoring carbon sequestration  
of tree crops and their potential as carbon sink areas**

The **LIFE CLIMATREE** project “A novel approach for accounting and monitoring carbon sequestration of tree crops and their potential as carbon sink areas” (LIFE14 CCM/GR/000635) is co-funded by the EU Environmental Funding Programme **LIFE Climate Change Mitigation**.

**Implementation period:** 16.7.2015 until 28.6.2019

**Project budget:** Total budget: 1,931,447 €  
EU financial contribution: 1,158,868 €

**Participating Beneficiaries:**



UNIVERSITÀ DEGLI STUDI DELLA BASILICATA



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The current report presents the results from the implementation of Action E.1:  
“**Creation of project’s logo**”, of the LIFE CLIMATREE project.

## 1. Design process of LIFE CLIMATREE's logo

The creation of the project's logo is necessary in order to produce a discrete sign which will be recognizable and it will refer solely to the LIFE CLIMATREE project. This logo is used in the project's website, posters, leaflets, boards, reports and deliverables as well as in all dissemination activities.

During the implementation of this Action, several factors were taken into account. The LIFE CLIMATREE logo has:

- a strong, balanced image
- is distinctive in design, making it easy to see at a glance
- has graphic imagery that looks appropriate for the purpose of the project
- works well with the project name
- is done in an easy to read font
- communicates the project clearly
- looks good in black and white, as well as in color.

During the Kick-off meeting (7th – 8th of October 2015), a sheet with several questions was produced and distributed to the beneficiaries' representatives in order to incorporate the ideas and individual view of every one of them into the logo design process.



### Opinions about the LIFE CLIMATREE Logo

Dear partners,

One of the first deliverables of LIFE CLIMATREE is the creation of a logo specifically designed for the project. This is necessary in order to produce a discrete sign which will be recognizable and it will refer solely to the CLIMATREE project. This logo will be used in the project's website, posters, leaflets, boards, reports and deliverables as well as in all dissemination activities of the project.

As a result, your presence at the Kick off Meeting of LIFE CLIMATREE project provides an excellent opportunity to incorporate the ideas and individual view of every one of you at the Logo design process.

**Please spend a few minutes to answer the following questions:**

**1. With which 3 words would you describe the LIFE CLIMATREE project? (write 3 keywords)**

- 1.
- 2.
- 3.

**2. How do you think the project's logo should look like? (e.g. specific characteristics, colors)  
Feel free to express your creativity with a sketch!!!!**

Please note that your answers will be delivered to the Graphic Designer in order to design the most representative logo based on your Ideas, comments and suggestions.

## 2. Alternative designs of LIFE CLIMATREE's logo

The filled-in sheets collected during the Kick-off meeting were delivered to the graphic designer who created 5 alternative graphic designs of the project's logo. These alternative designs are presented below.



**Figure 1:** Alternative logo 1



**Figure 2:** Alternative logo 2



**Figure 3:** Alternative logo 3



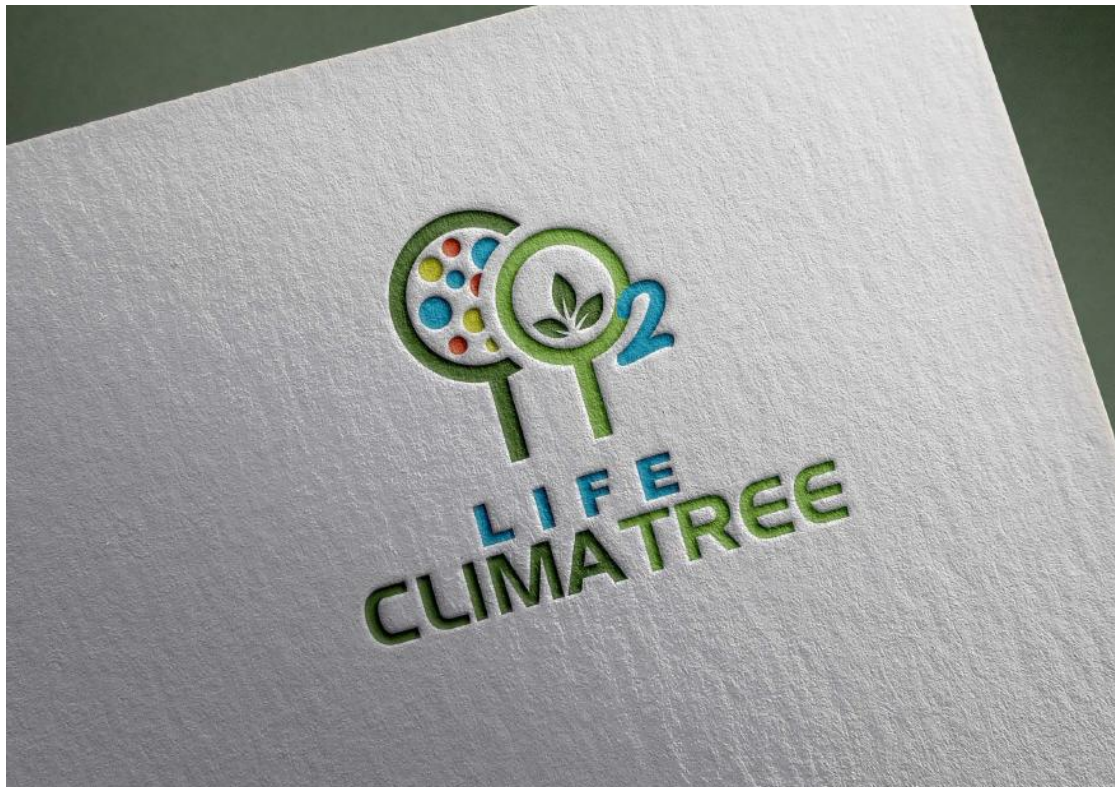
**Figure 4:** Alternative logo 4



### 3. Selected LIFE CLIMATREE's logo



**Figure 5:** Selected LIFE CLIMATREE's logo in color, and grayscale



**Figure 6:** Demo applications of LIFE CLIMATREE's logo