



GENIALG

Acronym: GENIALG

Title: *Genetic diversity exploitation
for innovative macro-algal biorefinery*

Grant agreement n° 727892

Deliverable D.7.3: GENIALG Project Website, Leaflet and Dissemination Collateral

(December 2017)

Lead parties for Deliverable: AquaTT

Due date of deliverable: M6

Actual submission date: M12

Revision: v1

Project funded by the European Commission within the Horizon 2020 Programme (2014-2020)	
Dissemination Level	
PU Public	x
PP Restricted to other programme participants (including the Commission Services)	
RE Restricted to a group specified by the consortium (including the Commission Services)	
CO Confidential, only for members of the consortium (including the Commission Services)	

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Acknowledgement

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1. Summary

Objective(s):

The objective and function of the GENIALG branding resources is to visually represent the identity and the essence of the GENIALG project in order to make stakeholders or any other person/parties to recognise and understand the project objectives, activities and results. The recognition and perception of a brand is highly influenced by its visual presentation. A brand's visual identity is the overall look of its communications. It is something that people instantly recognise and associate with the project any time they see it, so it is important for project awareness. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colours, and graphic elements.

Rationale:

AquaTT designed a GENIALG brand, developed based on the different keywords characterising the GENIALG project, such as seaweed, algae, genetics and growth. The GENIALG branding resources include the name of the project, the logo, the PowerPoint templates to be used when presenting work or the results related to the project, a project poster template and a project factsheet, which includes information about the project. All resources will be updated if necessary and further resources will be developed over the course of the project in line with the description in the project Description of Action (DOA) as well as in response to project results and stakeholder requirements.

The GENIALG website is the main tool for promoting the project and disseminating the project's objectives, work plan and results to a wide audience including all stakeholders and possible end-users. The GENIALG website was developed following the [EU's best practice guidelines for project websites](#) and a main focus when setting up the website was to present it to the audience in a clear and user-friendly way. A comprehensive search function was included in the website structure and a separate workspace for project partners is accessible through a link on the website.

To ensure successful promotion of the project and to sustain the interest of the target audience and attract new users, the website's contents will be maintained, continuously updated and populated with new information throughout the project's lifetime. The website will remain active after the end of the project, for a period of five years, as a valuable public source of research information on the subject and for promoting the outputs of publicly funded research in the domain beyond the project's lifetime.

Branding, including website development, was finalised by the project due date of M6, June 2017, however this deliverable has been delayed in submission due to delayed feedback on the project factsheet.

Partner(s) involved in Deliverable production:

AquaTT (P2). WP Leader, Cliona Ní Cheallachain (Cliona@aquatt.ie) can be contacted for any queries in relation to the branding.



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2. Project Logo

At the start of the project, four draft branding identities were presented to the GENIALG partnership and the option to vote for the final logo was given, with one clear result, as shown below.

The branding is included in all project promotional material including the factsheet, website, etc. The GENIALG logo is constructed using a combination of bold lettering, colour choices and minimal illustration. It is minimal and features seaweed or “macro-algae” next to DNA strand. The logo resembles examination of the DNA strands of seaweeds symbolising the partners’ research into the genetic components of the seaweed in order to understand how to improve how they grow the seaweed.

The GENIALG logo can be seen below:

Primary logo – full colour



Primary logo – black



Primary logo – white



The logos can be requested from WP7 leader Cliona Ní Cheallachain (cliona@aquatt.ie). Guidance on how to use the logo can be found in the GENIALG Branding Guidelines (see Annex 1).



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3. PowerPoint Template

A GENIALG PowerPoint (Annex 2) template has been developed to use at internal and external events when presenting the GENIALG project and/or its outcomes. The template includes one cover slide where to include the title of the presentation and two different body slides.

4. Project Poster Template

A project poster template (Annex 3) has been designed and developed for GENIALG poster presentations. The poster is designed for printing on A0 paper in full colour.

5. Project Factsheet

A project factsheet (Annex 4) was designed to give the general audience an overview of the GENIALG project. The factsheet describes the project, its main objectives, themes, methodology, partnership, funding and expected results. It will be used to raise general awareness of the project. Partners are encouraged to distribute the factsheet through their networks and at relevant events.

6. Project Brand Guidelines

The GENIALG brand guidelines (Annex 1) offer the means by which all partners in GENIALG can achieve the prescribed standards of presentation. The document includes information on the different project logos (typeface used, colour palette, when to use the different logos and how to use them correctly). It will be updated with guidelines for using the project PowerPoint template and poster template. Correct usage of the EU acknowledgement that must be included with all dissemination relating to foreground is also included in the guide.

7. Project Website

The dedicated GENIALG website will play multiple roles:

- A communication resource to promote the project, its objectives and partnership.
- A communication resource to update interested parties on progress, events, results and outcomes and a repository for key deliverables
- A location for customised tools and services to support the operation of the project.

The website will also make appropriate use of Web 2.0 tools such social networking sites (e.g. Facebook, Twitter, etc.), video and photo sharing sites (e.g. YouTube, Vimeo, etc.), blogs and podcasts, etc. These tools will be linked to and integrated into the GENIALG project website throughout the course of the project.

Website Address: www.genialgproject.eu

Website Structure

[HOME](#) [ABOUT](#) [CONSORTIUM](#) [NEWS](#) [EVENTS](#) [MEDIA](#) [LINKS](#) [CONTACT](#)



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GENetic diversity exploitation for
Innovative Macro-ALGal biorefinery



What is GENIALG?

Seaweed, or "macro-algae", has long been recognised as a valuable source of diverse bioactive compounds and has great potential to be used in pharmaceuticals, nutraceuticals and functional foods. However, until now, seaweed has been underexploited in Europe due to the challenges of expanding seaweed biomass production: costs need to be reduced, scales of production need to be increased, quality improved, and seaweed biomass needs to be successfully refined into multiple useful products. If these issues can be addressed, seaweed biomass production could become more economically and environmentally sustainable.

The Horizon 2020 Blue Growth project GENIALG is the first industry-driven project bringing together pioneering companies in large-scale integrated European biorefineries and experts in seaweed cultivation, genetics and metabolomics to boost the seaweed industry.

GENIALG will boost the Blue Biotechnology Economy in Europe by designing high yielding seaweed cultivation systems. GENIALG will increase the production and sustainable exploitation of two high-yielding species of European seaweed biomass: the brown alga *Saccharina latissima* (also known as Sugar Kelp) and the green algae *Ulva rigida* (often called Sea Lettuce).

Latest News [See all](#)

Postdoctoral research position available at Roscoff Marine Laboratory

Deadline for applications: 4th July 2018

[Read more](#)

Interreg funded Phd opportunity at SAMS

Full PhD title: "Industrial wastewater bioremediation using algae for bioenergy production". Deadline for application: 22nd June 2018

[Read more](#)



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Innovative Macro-ALGal biorefinery

Home **About** Results Consortium Media News Events

Project Overview

GENIALG at a Glance

Title	GENetic diversity exploitation for Innovative Macro-ALGal biorefinery
Programme	H2020-BG-2016-1
Instrument	Innovation Action
Total Budget	€12,224,237.50
EC Contribution	€10,885,817.25
Duration	January 2017 – December 2020 (48 months)
Coordinator	Centre National de la Recherche Scientifique (CNRS), France
Consortium	19 partners, six countries

The Challenge

Seaweed, or "macro-algae", has long been recognised as a valuable source of diverse bioactive compounds and has great potential to be used in pharmaceuticals, nutraceuticals and functional foods. However, until now, seaweed has been underexploited in Europe due to the challenges of expanding seaweed biomass production: costs need to be reduced, scales of production need to be increased, quality improved, and seaweed biomass needs to be successfully refined into multiple useful products. If these issues can be addressed, seaweed biomass production could become more economically and environmentally sustainable.

Project Objectives

The overall objective of the GENIALG project is to boost the European Blue Economy by designing high-yielding seaweed cultivation systems. GENIALG aims to increase the production and sustainable exploitation of two high biomass yielding species of European seaweed: the brown alga *Saccharina latissima* (also known as sugar kelp) and the green seaweed *Ulva rigida* (often called sea lettuce).

What will GENIALG do?

GENIALG is the first industry-driven project bringing together pioneering companies in large-scale integrated European biorefineries and experts in seaweed cultivation, genetics and metabolomics to boost the seaweed industry.

GENIALG will combine available knowledge in seaweed biotechnology with reliable eco-friendly tools and methods to scale up current small cultivation seaweed operations.

The technical and economic feasibility of producing large and sustainable volumes of high-quality *S. latissima* and *U. rigida* seaweed biomass will be demonstrated in several European regions, to capitalise on the commercial potential of nutrient rich seaweed compounds.

Two pilot pre-industrial seaweed biorefinery plants will provide vital seaweed compounds for a wide range of products such as cosmetics, pharmaceuticals, food and feed ingredients, fine and specialty chemicals, additives and blends such as gels, as well as precursors for biodegradable plastics.

GENIALG will closely monitor the environmental conditions and their associated biodiversity at the seaweed farms to measure the impact of the crop species and their provision of additional services to these ecosystems.

Expected results and impact

By enhancing the supply of high-quality seaweed biomass, it will be possible to deliver a range of diverse seaweed-derived chemical compounds for existing and new applications to meet rising market demand.



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Consortium

Consortium

The GENIALG consortium consists of 19 partners from six different countries, coordinated by the Centre National de la Recherche Scientifique (CNRS), France.

GENIALG is the first industry-driven consortium bringing together pioneering companies in large-scale integrated European biorefineries, and experts in seaweed cultivation, genetics and metabolomics to improve the seaweed industry by selecting high-value strains. Bringing together these selected experts collectively provides the knowledge, competence, skills and facilities needed for ensuring the achievement of project objectives and the successful delivery and application of project results.

Please click on the partner's name for further details.

Latest News

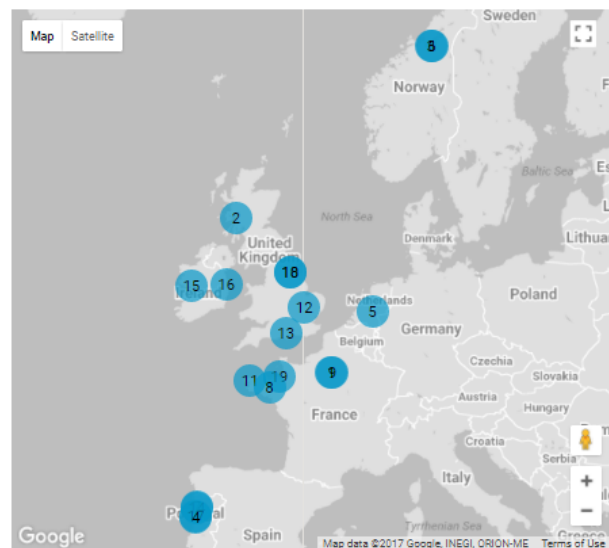
[See all](#)

Postdoc Vacancy: QTL mapping and relationships between crops and natural populations in the kelp *Saccharina latissima*

A two-year postdoctoral research position is available immediately at the Roscoff Marine Laboratory, UMI "Evolutionary Biology and Ecology of Algae" in France.

[Read more](#)

- | | |
|--|---|
| 1 Centre National de la Recherche Scientifique (CNRS) | 2 The Scottish Association for Marine Science (SAMS) |
| 3 Seaweed Energy Solutions AS | 4 ALGApplus Produção e Comercialização de Algas e Seus Derivados Lda |
| 5 Stichting Wageningen Research | 6 SINTEF Ocean |
| 7 Instituto de Ciência e Inovação em Engenharia Mecânica e Engenharia Industrial (INEGI) | 8 Amadéite SAS |
| 9 ALGAIA | 10 University of York |
| 11 Lessonia | 12 IOTA Pharmaceuticals Ltd |
| 13 Biome Technologies plc | 14 Centro Interdisciplinar de Investigação Marinha e Ambiental (CIIMAR) |
| 15 National University of Ireland, Galway | 16 AquaTT UETP CLG |
| 17 Universidade de Aveiro | 18 Biorenewables Development Centre Ltd |
| 19 C-Weed Aquaculture SARL | |



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News

Latest News



Postdoctoral research position available at Roscoff Marine Laboratory

Deadline for applications: 4th July 2018

[Read more](#)



GenialG co-ordinator CNRS publish paper on the role of marinas in the evolution of edible seaweed Wakame

The paper, written by Frédérique Viard and IDEALg Work Package 2 researchers, explains that, rather than farms, it is marinas who are the most important factor in the evolution of this new kelp species introduced along the French coast of the English Channel.

[Read more](#)



Interreg funded Phd opportunity at SAMS

Full PhD title: "Industrial wastewater bioremediation using algae for bioenergy production". Deadline for application: 22nd June 2018.

[Read more](#)



New Post-doc opportunity on algal-bacterial interactions

An exciting post-doc opportunity on algal-bacterial interactions is being offered by Station Biologique de Roscoff, France.

[Read more](#)

Categories

Clear Filters

Seaweed

Tags

Clear Filters

GENIALG Twitter Feed

GENIALG @GENIALG_EU
Talking about a #seaweed revolution in Europe at the 1st @Seaweed4Health conference in Galway, Ireland - so much #potential for the #BlueEconomy



Jun 25, 2018

GENIALG Retweeted

Sander van den Burg @sander_vdburg

Is seaweed safe or do we need more regulations? Our survey on seaweed, food safety and the environment is still open. Let us know your thoughts:



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Events

AquaFarm

15th-16th February 2018, Pordenone-Italy

The second edition of the International conference and exhibition dedicated to the technologies, products and best practices of sustainable production of fish will take place on the 15th and 16th of February 2018 at the Exhibition Center of Pordenone, Italy. Aimed at professionals, the 2018 event will cover topics across Mediterranean aquaculture, sustainable fisheries, algae cultivation as well as indoor and vertical farming systems.

To find out more about this event, visit <http://www.aquafarm.show/?lang=en>

10th Euro-Global Summit on Aquaculture & Fisheries

5th-6th March 2018, Paris-France

The 10th Euro-Global Summit on aquaculture & fisheries will be organised around the theme *Impeccable growth of the aquaculture & fisheries sector*. This international platform brings together industry, academia, researchers, innovators and regulators who will be presenting and discussing current topics including salmon aquaculture, sustainable aquaculture, recirculating aquaculture systems, fishing technology, aquatic physiology to name only a few.

To find out more about this event, visit <https://aquaculture-fisheries.conferenceseries.com/>

Oceanology International

13th-15th March 2018, London-UK

Now in its 49th year, Oceanology International is the leading ocean technology marine science exhibition and conference. The conference offers structured networking opportunities in which suppliers and buyers can establish relationships and secure business on a global scale.

To find out more about this event, visit <https://www.oceanologyinternational.com/>

GIA2018: 5th International Symposium on Genomics in Aquaculture

21st-23rd March 2018, Albufeira-Portugal

The Genomics in Aquaculture symposium (GIA) series of symposia have become a solid forum for presentation and discussion of the most recent advances in this area. Covering farmed fish and shellfish species as well as new species with aquaculture potential such as microalgae, the 2018 event will cover topics such as nutrition and growth, stress and immune response, reproduction and breeding and toxicology and environmental impact.

To find out more about this event, visit <http://www.gia2018.com/>

Seafood Expo Global

24th-26th April 2018, Brussels-Belgium

Seafood Expo Global features more than 1,850 exhibiting companies from 79 countries. As the largest seafood trade fair, this is a great opportunity for a professional seafood buyer to meet and do business with seafood suppliers from around the world.

Categories

Clear Filters

Seaweed

Tags

Clear Filters

Latest News

See all

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Deadline for applications: 4th July 2018

[Read more](#)

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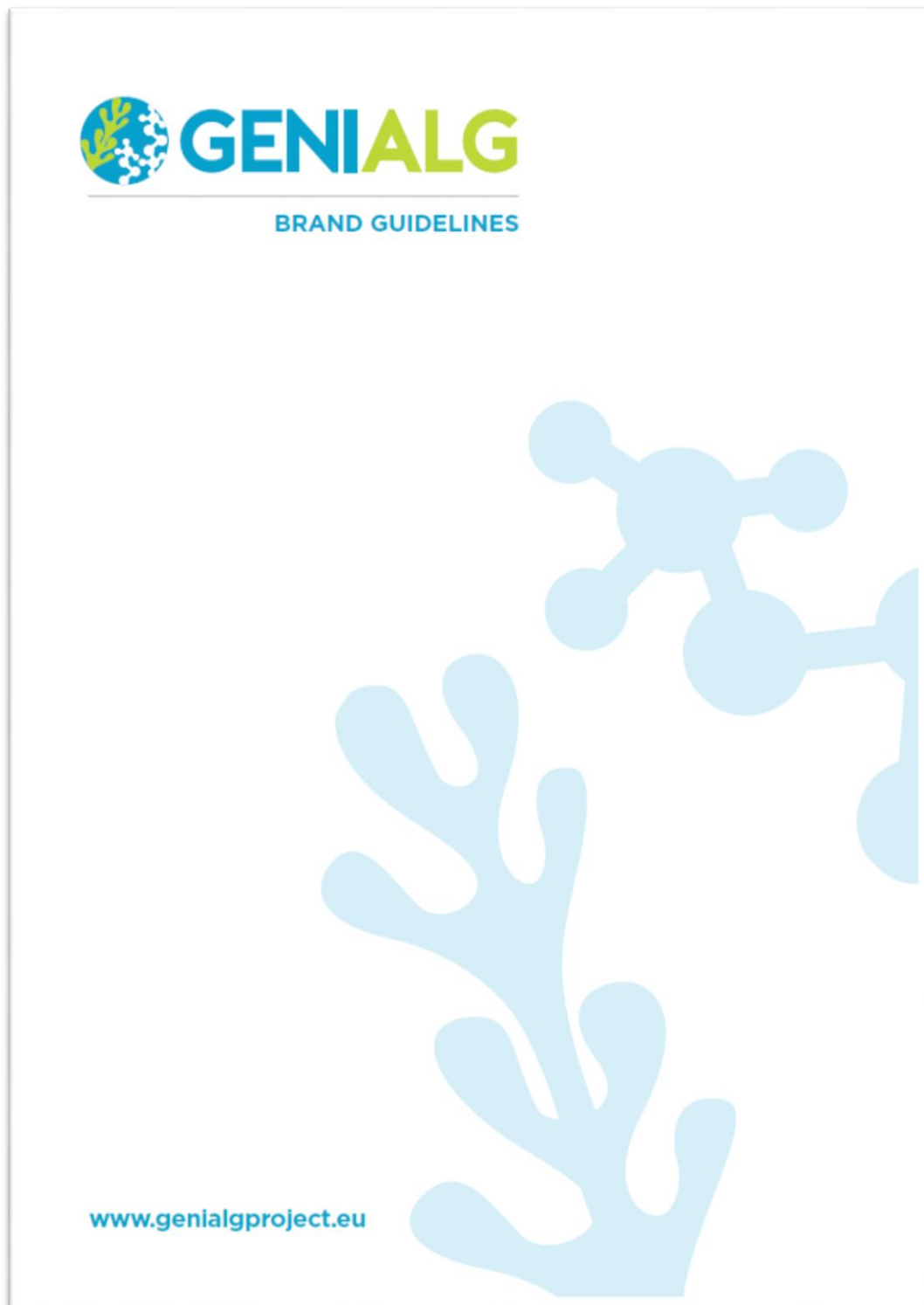
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Annex 1

GENIALG Brand Guidelines



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INTRODUCTION

Brand Guidelines

The brand guidelines set out in this manual for **GENIALG** offer the means by which all partners in **GENIALG** can achieve the prescribed standards of presentation.

All partners are requested to follow these guidelines.

For any queries regarding the implementation of the **GENIALG** brand guidelines, please contact **Tanja Callis**, AquaTT Project Officer (tanja@aquatt.ie).



LOGO



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PRIMARY LOGO

The **GENIALG** Logo is constructed using a combination of rounded bold lettering, harmonious colour choices and illustration.

Always use the artwork provided and adhere to guidelines provided within this document when using the logo in any format. Pay particular attention to the minimum clear space required and instructions for pairing the logo with photography.



Primary Logo - Universal Use



ONE COLOUR LOGO

The one colour version logos are intended for applications that are restricted in colour, such as fax, memo etc. or any time it is not possible to use colour printing techniques.



Black Logo



White Logo



CORRECT USAGE OF LOGO

Colour Background Variations

The preferred background for the GENIALG logo is always white, but there will be some instances where the logo needs to be used over a colour other than white. In this case, you may have to use either the white or black version of the logo.

Whether the logo is being used in full colour, black or white, please ensure that the logo is always legible and there is sufficient contrast between all the elements. Below is a guide on usage.



Correct
The full colour logo is only fully visible on a light background.



Incorrect
The full colour logo is not fully visible on a dark background.



Correct
The white logo is only fully visible on a dark background.



Incorrect
The black logo is not fully visible on a dark background.



Correct
The black logo is only fully visible on a light background.



Incorrect
The white logo is not fully visible here on a light background.



CORRECT USAGE OF LOGO (CTD.)

Photographic Background Variations

The preferred background for the GENIALG logo is white, but in some cases it is necessary to use the logo over photography. In all cases, it is important to ensure that all elements of the logo are clearly visible. Below is a guide on usage.



Correct
The full colour logo is fully visible on a light image.



Incorrect
The full colour logo is not fully visible on a dark image.



Correct
The white logo is fully visible on a dark image.



Incorrect
The black logo is not fully visible on a dark image.



Correct
The black logo is fully visible on a light image.



Incorrect
The white logo is not fully visible on a light image.



CORRECT USAGE OF LOGO (CTD.)

Clearance Space

Clearance space is the area surrounding the logo that should be kept free of other graphical elements. You should allow sufficient space around the logo.

The minimum required space to use around the logo is the height of the icon part of the logo.



Clearance space



CORRECT USAGE OF LOGO (CTD.)

Minimum size

The **GENIALG** logo can be increased to any size you require however the minimum size the logo should be displayed at is 30mm in width. Where possible, the logo should not be used below this size as legibility will be compromised.



Minimum size
= 30mm width



INCORRECT USAGE OF LOGO

What not to do

Never recreate elements of the artwork. Do not modify elements or alter colours. Please adhere to the guidelines below.

✘ Do not distort logo



✘ Do not modify colours



✘ Do not rearrange elements



✘ Do not add elements



✘ Do not use elements alone



✘ Do not modify proportion



TYPEFACES

Primary – Gotham (Graphic Design Use Only)

Gotham is the primary **GENIALG** typeface. This simple, modern font helps communicate ideas clearly and confidently. It is highly legible in both print and digital communications. It is available in a range of weights: from light to bold.

Gotham is primarily used for print design. For internal documents (such as Microsoft Office applications), use the alternate typefaces on the following page.

Gotham Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

www.genialgproject.eu

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

www.genialgproject.eu

Secondary – Calibri (Internal Use)

Calibri is the secondary **GENIALG** typeface. This font is intended for internal use. Calibri reflects the clean look of the primary typeface and should be used whenever possible within Microsoft Office applications i.e. Word, Powerpoint, Excel etc.

Calibri is packaged with all Microsoft and Macintosh computers.

Calibri Regular can be used for all standard communication materials e.g. letters/faxes/reports/emails etc.

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”



COLOUR PALETTE

Print

The CMYK values are required when preparing materials for professional print jobs.

In-office printing will provide varied results depending on equipment and as a result, 100% colour accuracy cannot be expected.

Web

The RGB values are required when preparing materials for the web.

It is important to note that the calibration of monitors, desktop printers and projection equipment can vary. Please adhere to the RGB values provided to ensure consistency across all materials for the web.

<p>GENIALG Light Green</p> <p>C 33 M 0 R 183 Y 100 G 212 K 0 B 51</p>	<p>GENIALG Light Blue</p> <p>C 87 M 0 R 0 Y 10 G 174 K 3 B 214</p>
<p>GENIALG Dark Blue</p> <p>C 91 M 41 R 0 Y 27 G 126 K 0 B 161</p>	<p>GENIALG Dark Green</p> <p>C 0 M 18 R 54 Y 99 G 157 K 0 B 111</p>





www.genialproject.eu

Designed and
Developed by
AquaTT

www.aquatt.ie



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Annex 2

GENIALG PowerPoint Template



Presentation Title

Subtitle/Name/Date



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Heading

Body Text

- Bullet Point 1
- Bullet Point 2
- Bullet Point 3



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Presentation title

Contact details

Phone: 01 XXX XXXX



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[@GENIALGproject](https://facebook.com/GENIALGproject)

Contact Us



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Annex 3

GENIALG Poster Template (Option 1)

Heading

Subheading

Body text



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Contact Us



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GENIALG Poster Template (Option 2)



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Annex 4

GENIALG Project Factsheet



www.genialproject.eu



THE CHALLENGE

Seaweed, or "macro-algae", has long been recognised as a valuable source of diverse bioactive compounds and has great potential to be used in pharmaceuticals, nutraceuticals and functional foods. However, until now, seaweed has been underexploited in Europe due to the challenges of growing seaweed industrially. For economically and environmentally sustainable production: costs need to be reduced, scales of production need to be increased, quality needs to be improved and the seaweed needs to be successfully refined into multiple useful products. If these issues can be addressed, seaweed biomass production could become more economically and environmentally sustainable.

PROJECT OBJECTIVES

The overall objective of the **GENIALG** project is to boost the European Blue Economy by designing high-yielding seaweed cultivation systems. **GENIALG** aims to increase the production and sustainable exploitation of two high biomass yielding species of European seaweed: the brown alga *Saccharina latissima* (also known as sugar kelp) and the green seaweed *Ulva rigida* (often called sea lettuce).

AT A GLANCE

PROJECT TITLE: GENetic diversity exploitation for innovative macro-ALGal biorefinery (GENIALG)

PROGRAMME: H2020-BG-2016-1

INSTRUMENT: Innovation Action

TOTAL BUDGET: €12,224,237.50

EC CONTRIBUTION: €10,885,817.25

DURATION: January 2017 - December 2020 (48 months)

COORDINATOR: Centre National de la Recherche Scientifique (CNRS), France

CONSORTIUM: 19 partners from six countries

WEBSITE: www.genialproject.eu



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WHAT WILL GENIALG DO?

GENIALG is the first European level industry-driven project bringing together pioneering companies in large-scale integrated European biorefineries and experts in seaweed cultivation, genetics and metabolomics to boost the seaweed industry.

GENIALG will demonstrate the technical and economic feasibility of producing large and sustainable volumes of high-quality *S. latissima* and *U. rigida* seaweed biomass, by combining available knowledge in seaweed biotechnology with reliable eco-friendly tools and methods.

To capitalise on the commercial potential of nutrient rich seaweed compounds, **GENIALG** will set up two pilot pre-industrial seaweed biorefinery plants. These will provide vital seaweed compounds for a wide range of products such as cosmetics, pharmaceuticals, food and feed ingredients, fine and specialty chemicals, additives and blends such as gels, as well as precursors for biodegradable plastics.

GENIALG will also assess the ecological impacts and environmental benefits of large scale seaweed cultivation, to address social acceptability of large scale integrated seaweed biorefineries.

EXPECTED IMPACT

Responding to a rising market demand for seaweed-derived chemical compounds, **GENIALG** will enhance the supply of high-quality seaweed biomass in Europe. Larger and more sustainable stocks of seaweed will improve the range of seaweed products with commercial potential.

GENIALG expects to contribute to the European Blue Economy by strengthening the economic

competitiveness of the European seaweed industry. Boosting the seaweed industry will create new jobs, upskill employees, and facilitate growth and investment in the Blue Economy. At the same time, **GENIALG** will ensure environmental sustainability by addressing issues such as maritime space competition and social acceptability.



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PROJECT PARTNERS

FRANCE

- 1 ALGAIA
- 2 Amadéite SAS
- 3 Centre National de la Recherche Scientifique (CNRS)
- 4 C-Weed Aquaculture SARL
- 5 Lessonia

IRELAND

- 6 AquaTT UETP CLG
- 7 National University of Ireland, Galway

NORWAY

- 8 Seaweed Energy Solutions AS
- 9 SINTEF Ocean

PORTUGAL

- 10 ALGApus Produção e Comercialização de Algas e Seus Derivados Lda

- 11 Centro Interdisciplinar de Investigação Marinha e Ambiental (CIMAR)
- 12 Instituto de Ciência e Inovação em Engenharia Mecânica e Engenharia Industrial (INEGI)
- 13 Universidade de Aveiro

THE NETHERLANDS

- 14 Stichting Wageningen Research

UNITED KINGDOM

- 15 Biome Technologies plc
- 16 IOTA Pharmaceuticals Ltd
- 17 The Scottish Association for Marine Science (SAMS)
- 18 Biorenewables Development Centre Ltd
- 19 University of York



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