

A large, faint, light-green illustration of various leaves and branches, including a pine needle branch, serves as a background for the central text.

EUFORGEN
Communications in 2019 and 2020

Ewa Hermanowicz

15° Steering Committee meeting, 23 Nov 2020

Website

Fagus sylvatica

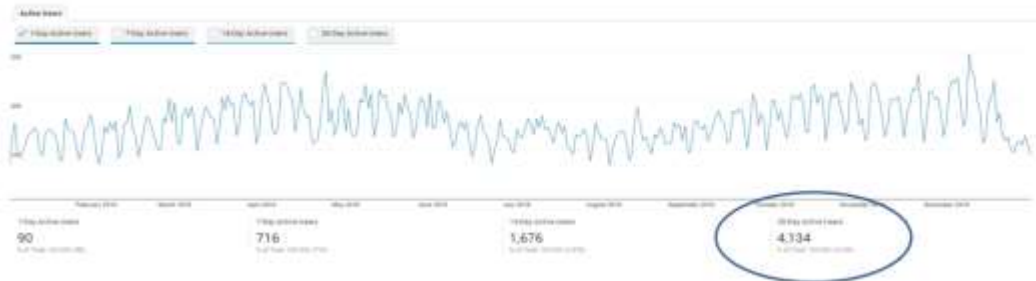
European beech

Home > Species > *Fagus sylvatica*



European beech (*Fagus* around 250 known in wood is highly appreciated for veneering and pulp. It further provides nourishment for various insects.

The European beech grows on favourable sites, beech shade.





Social media

Twitter/Facebook: #forestfacts campaign



EUFORGEN @EUFORGEN

[#Forestfacts](#)

The rapidly-growing Monterey pine (*Pinus radiata*) has become the most important [#timber](#) species in many countries outside of its native distribution range in [#America](#). Find out more: <http://bit.ly/2BFYcH3>
[#betterwithtrees](#) @GTTNetwork
pic.twitter.com/LeEhu5XwZ9



Reach a bigger audience

Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	4,200
Total engagements	66
Media engagements	18
Link clicks	17
Likes	14
Retweets	9
Detail expands	4
Profile clicks	3
Hashtag clicks	1



25th anniversary

Campaign

Tweet activity



EUFORGEN @EUFORGEN

EUFORGEN turns 25! We take the time to reflect on what we've done during a quarter of century and what's next
<http://www.euforgen.org/about-us/news/news-detail/happy-25th-anniversary-euforgen/> ...
#EUFORGEN25 pic.twitter.com/S4eilaWIXu



Reach a bigger audience

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Impressions	5,373
Total engagements	135
Likes	29
Link clicks	25
Media engagements	23
Retweets	19
Detail expands	17
Profile clicks	13
Hashtag clicks	8
Replies	1

- News story
- Blog post on the 'Resilience blog' of EFI
- Series of twitter and facebook posts
- Newsletter

Media engagement

Sound reporting workshop on the topic of bark beetle outbreaks



The Sound Reporting Co-lab (EFI Lookout Station) offered scientific and technical support for journalists to explore the complexity of science, the power of sound in our nature, and develop a science-based bioacoustics story.

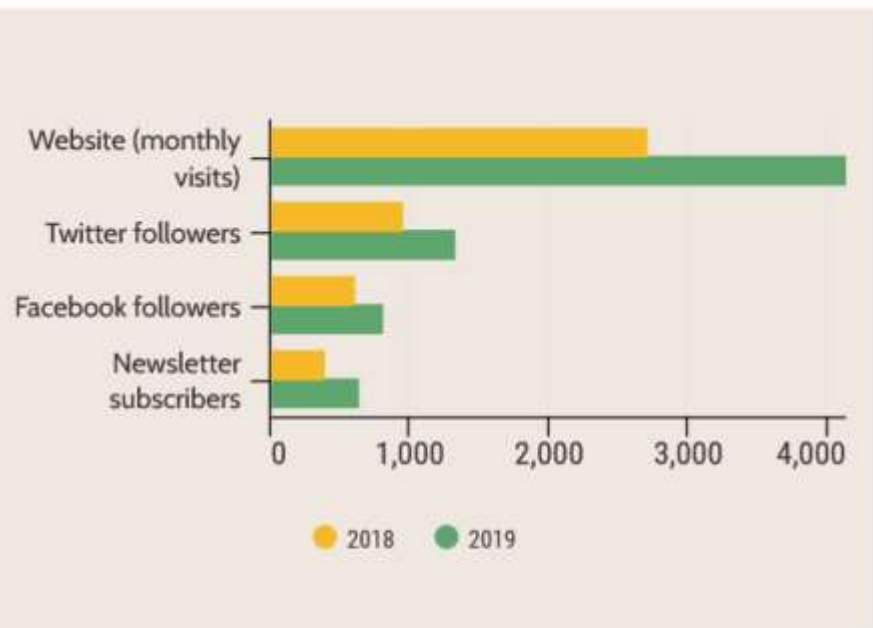
10 journalists/
6 media houses





Results

All communication activities rolled out as part of the Action Plan 2019 to implement the Communications Strategy led to increased interest and engagement in EUFORGEN's work by researchers, international organizations, forest-related associations policy-makers and journalists

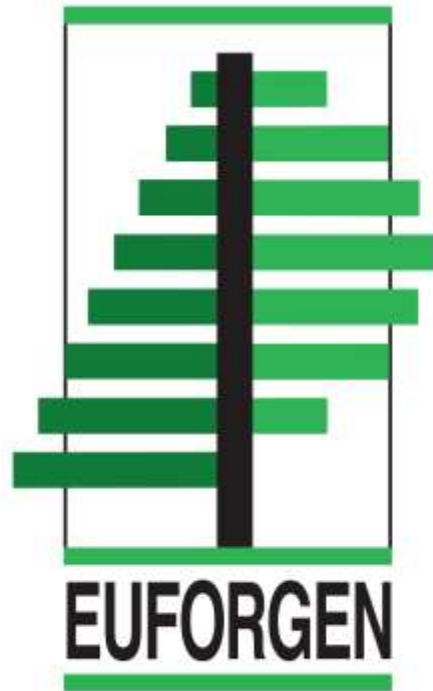


The 2020 highlight





This is the EUFORGEN logo as you know it...



...and this is the **NEW EUFORGEN** logo!



EUFORGEN

Refreshing the logo

Lighter and more versatile



The refreshed version of the logo maintains the overall concept, but corresponds to the modern trends and is suitable for social media



BEFORE



AFTER

The logo guidelines

The application guidelines presents various versions of the logo and its application on the whole range of products for which new templates are available



Different versions

Logo with Full-name

The logo with full-name has two variations - horizontal and vertical - depending on the needs.

VARIANTS



Logo with Tagline

The logo with tagline "Towards resilient and sustainable forests" is horizontal and vertical and can be used when the size not prevents it from being legible.

VARIANTS



EUFORGEN

Towards resilient and sustainable forests



EUFORGEN

Towards resilient and sustainable forests



EUFORGEN

Towards resilient and sustainable forests

Color palette and typography

Typography

WORDMARK AND TAGLINE TYPEFACES

The EUFORGEN Wordmark typeface:

INTERSTATE REGULAR COMPRESSED

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+{}:"|<>?[]';\/,.

The EUFORGEN full-name "EUROPEAN FOREST GENETIC RESOURCES PROGRAMME" and tagline "Towards resilient and sustainable forests" typeface:

INTERSTATE LIGHT CONDENSED

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+{}:"|<>?[]';\/,.

Colours

The main colours are two shades of green. Black is used mainly for typography.

PRIMARY COLOURS AND GREEN PALETTE



PANTONE 361 C
C72 / M0 / Y88 / K0
RGB: 70 / 174 / 76
HEX #45ad4b



PANTONE 343 C
C89 / M43 / Y71 / K36



PANTONE 342 C
C94 / M32 / Y72 / K23
RGB: 0 / 105 / 84
HEX #006953



PANTONE 562 C
C86 / M29 / Y55 / K16



PANTONE 343 C
C98 / M0 / Y67 / K0

PANTONE 359 C
C43 / M0 / Y60 / K0



Logo placement on products

Logos Placement

The EFI logo always goes on the back cover or at the end of the publications.

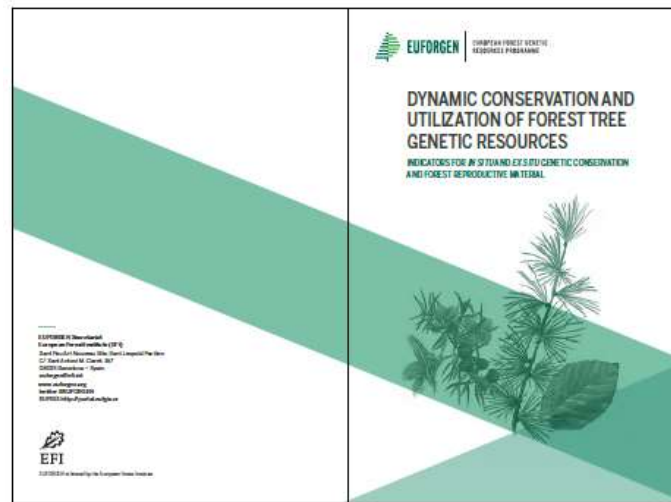
TRIFOLD - BROCHURE



B5 Template

The EFI logo goes always on the back cover or at the end of the products. Below the front and back cover template for the B5 format publication.

PUBLICATIONS - FRONT AND BACK COVER





EUFORGEN

EUROPEAN FOREST GENETIC RESOURCES PROGRAMME

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EFI

EUFORGEN is hosted by European Forest Institute

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