
OCEANIDS

User-driven applications and tools for Climate-Informed Maritime Spatial Planning and integrated seascape management, towards a resilient & inclusive Blue Economy

D6.1 – Website and project logo

WP6 – Communication, Dissemination, and Exploitation of project results



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Due Date

31.01.2024

Delivery Date

31.01.2024 [M2]

Re-submission

28.11.2025 [M24]

Type

DEC — Websites, patent filings, videos, etc.
--

Dissemination Level

PU: Public

Keywords

Website, Logo, Dissemination

Document History

Version	Date	Description	Reason for Change	Distribution
0.1	25.01.2024	First Draft	-	MetisBaltic
0.2	29.01.2024	Second Draft	-	MetisBaltic
0.3	30.01.2024	Final Draft	Final corrections	GSH
0.4	31.01.2024	Final Draft	Final corrections	MetisBaltic
0.5	31.01.2024	Submission	Final Submission	GSH
0.6	25.11.2025	Revision after review	Comments after Review meeting	MetisBaltic
0.7	28.11.2025	Re-submission	Re-submission	GSH

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Executive Summary

This document is intended to give an overview of Deliverable D6.1 “Website and Project Logo” of the OCEANIDS project. It presents the final version of the project website, the project logo, and the key design material developed within Work Package 6 “Communication, Dissemination, and Exploitation”. The website is fully developed, operational and publicly accessible, and its structure, technical setup and visual identity can be considered finalised. In line with good practice for EC-funded projects, the website content (e.g., news, events, results and dissemination material) will be regularly updated throughout the project’s lifetime, but this does not affect the final status of Deliverable D6.1. The main focus of the OCEANIDS website is to provide a comprehensive overview of the project, showcasing information regarding the consortium, the vision of the project, the pilot sites, news and the main events that the OCEANIDS consortium aims to attend and disseminate the progress and its results. Moreover, it includes all the social media accounts created for the OCEANIDS project.

Publishable summary

This document aims to provide an outline of the website utilized for publicly presenting the OCEANIDS project. The content featured on the website is a collaborative effort, with dissemination partner MetisBaltic overseeing input collection and coordination contributions from all OCEANIDS project partners. The technical setup and design realization are executed by MetisBaltic.



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Table 1. List of Acronyms/Abbreviations

CAP	Climate Adaptation Planning
CC	Climate Change
CMS	Content Management System
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
HTTP	Hypertext Transfer Protocol Secure
IP	Internet Protocol
IPR	Intellectual Property Rights
ISMS	Information Security Management System
PHP	Hypertext Preprocessor
REA	Research Executive Agency
SEO	Search Engine Optimization tool
URL	Uniform Resource Locator
VM	Virtual Machine
WP	Work Package



1. Introduction and scope

Coastal regions are often characterised by strategic socio-economic assets (i.e., linked to tourism, fisheries, harbours, and shipyards). This makes coasts particularly sensitive to Climate Change (CC) impacts, which primarily expose infrastructure and local population. Human activities are also responsible for additional pressures on coastal ecosystems, often generating more immediate impacts than those expected from CC by aggravating existing vulnerabilities. The need for CC adaptation in coastal areas is evident and is predicted to become progressively more significant over time due to the grim long-term forecasts of climate variables. Coastal area adaptation strategies should be iterative and dynamic, due to the evolving dynamics of coastal territorial systems. Furthermore, CC adaptation measures should consider local ecology, economy, society, politics, and technology. Therefore, the definition of Climate Adaptation Planning (CAP) must consider specific local socio-economic contexts.

The OCEANIDS project aims to develop the tools and applications that enable a more resilient and inclusive society in coastal regions via better-informed and integrated seascape management. The central concept is to collect, harmonize, and curate existing climate data services, making data accessible, reusable, and interoperable for developing local adaptation strategies. This collected information is displayed on the OCEANIDS website and will be continuously disseminated in the best possible way.

The role of WP6 “Communication, Dissemination, and Exploitation of project results” is to communicate widely the progress, achievements, and results through multiple channels, to produce and update the dissemination and exploitation plan, and to produce a business model, a business plan and a marketing plan. WP6 consists of the following tasks:

- **Task 6.1: “Dissemination, Communication and high impact collateral” [M1-M32]**
- Task 6.2: “Liaising with other EU projects, initiatives, and lessons learned: Defining the role of OCEANIDS in the EU Mission” [M1-M32]
- Task 6.3: “Exploitation plans, IPR management business models and post-project sustainability” [M1-M32]

This document is the report presenting the Website of the OCEANIDS project. It is one of the outputs of **Task 6.1 “Dissemination, Communication and high impact collateral”**, and represents the first deliverable of the WP6. The following sub-sections present the scope and objectives and the structure of the document.



1.1 Scope and objective of the deliverable

The main objective of Deliverable D6.1 “Website and Project Logo” is to present the finalised OCEANIDS project website, the official project logo and the core design material that supports the project’s visual identity. The website is finalised in terms of structure, technical implementation and design, and is fully operational and publicly accessible. During the project’s implementation period, its content (such as news, events, publications and dissemination material) will be continuously enriched and updated to reflect ongoing activities and results. This deliverable documents the main features, layout and functionalities of the website and provides an overview of the visual identity elements that will be used consistently in all communication and dissemination activities. The website’s work represents the OCEANIDS project and provides information for the general public, experts in the field as well as non-experts, related or sister EU (European Union) projects, other EU research programs, and relevant authorities. It supports the exchange of information within and outside the project. It also displays the ongoing status and results of the project.

1.2 Structure of the deliverable

This document consists of the following chapters:

- **Chapter 1** includes the Introduction, main scope and structure of the deliverable.
- **Chapter 2** presents the general information regarding the OCEANIDS Website.
- **Chapter 3** provides information regarding the description of the Technical Work.
- **Chapter 4** includes information regarding the Google Analytics tool.
- **Chapter 5** presents the SEO, Search Engine Optimization tool.
- **Chapter 6** presents the OCEANIDS Logo and its variations.
- **Chapter 7** demonstrates the colour palettes for the Logo, General use, and the Website.
- **Chapter 8** presents the illustrations and icons for the OCEANIDS project. This material will be included in detail in the brand book.
- **Chapter 9** summarises the conclusions of this deliverable.



2. Website of OCEANIDS Project

2.1 OCEANIDS Domain name

The OCEANIDS project's website is accessible through a dedicated URL at www.OCEANIDS-project.eu. The selection of this domain name is purposeful, closely aligning with the project's identity and its European context. 'OCEANIDS-project' directly reflects the project's name, OCEANIDS, establishing an immediate and clear association for those seeking information about the project. Including the '.eu' top-level domain emphasizes the project's connection to the EU, emphasizing its continental reach and significance.

Integrating the project name into the domain name is a strategic choice, boosting the website's visibility in search engine results. This facilitates easier discovery and access to information for interested individuals. Additionally, including the term 'project' in the domain name distinguishes the site as explicitly dedicated to the OCEANIDS project, preventing confusion with other websites bearing similar names or domains. This meticulous approach to domain selection ensures that the website is the authoritative source for all matters related to the OCEANIDS project.

2.2 Hosting Provider

The server that the website is hosted on is a Cloud VM powered by Hetzner infrastructure (**Figures 1, 2 and 3**). Hetzner Online is certified by DIN ISO/IEC 27001. The ISO 27001 certificate, an internationally recognized standard for information security, certifies that Hetzner Online GmbH and Hetzner Finland Oy have established and implemented an appropriate information security management system (ISMS). The specifications of the VM are the following:

Server OS: Linux

Web server: Nginx 1.25.x

Site language: PHP 8.x

DB server: MariaDB 10.11.x





Figure 1. Hetzner website

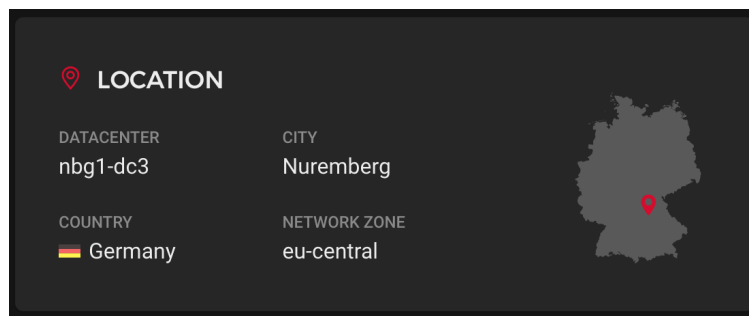


Figure 2. Server Location

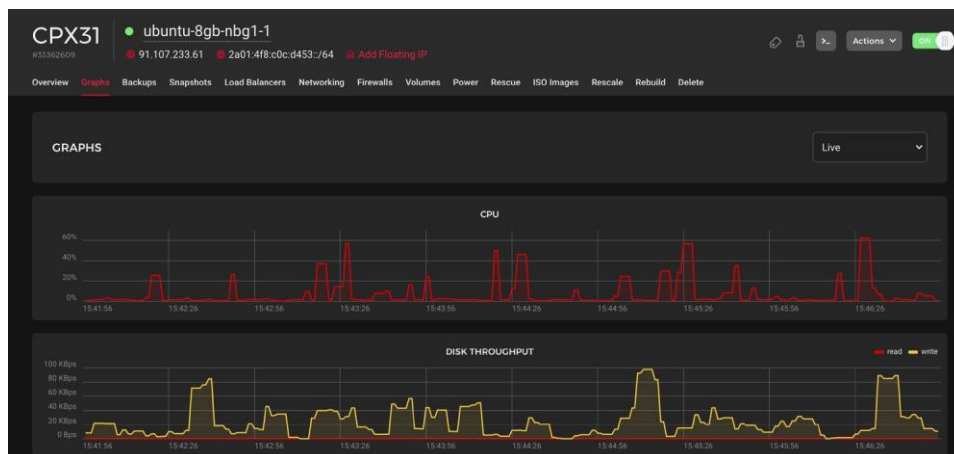


Figure 3. Server graphs

2.3 Content Management System (WordPress)

The site was designed using WordPress¹ (the current WordPress version is 6.4.x²) (**Figure 4**) which is the most popular free and open-source Content Management System (CMS). Its main features are:

- Flexibility
- User-friendliness
- Media management
- Quick installation and upgrade
- PHP language³
- User management
- Simplicity of operations
- Easy theme system

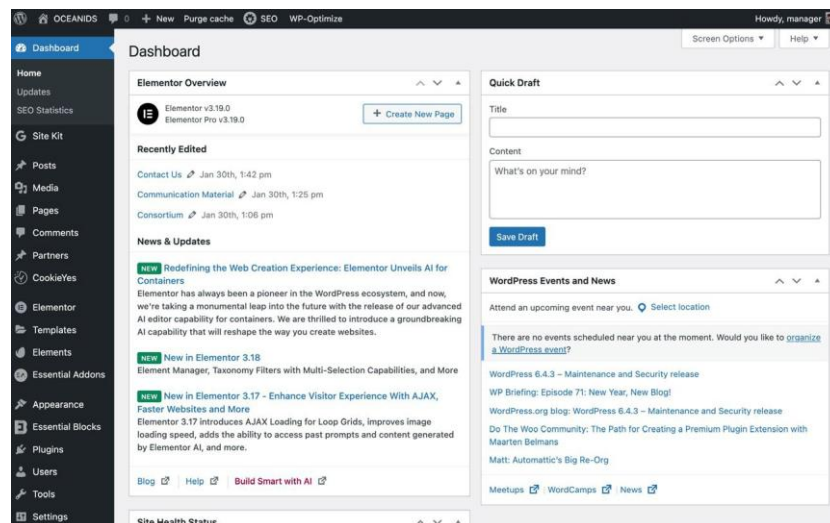


Figure 4. WordPress main dashboard

2.4 Themes

The theme used for the creation of the site is "Hello Elementor"⁴ (**Figure 5**) which is a lightweight boilerplate minimalist theme that works natively with the Elementor page builder extensions. It allows flexibility and ease of use in building and maintaining responsive mobile-friendly websites.

¹ <https://wordpress.org/about/>

² <https://wordpress.org/download/releases/6-4/>

³ <https://www.php.net/>

⁴ <https://el.wordpress.org/themes/hello-elementor/>

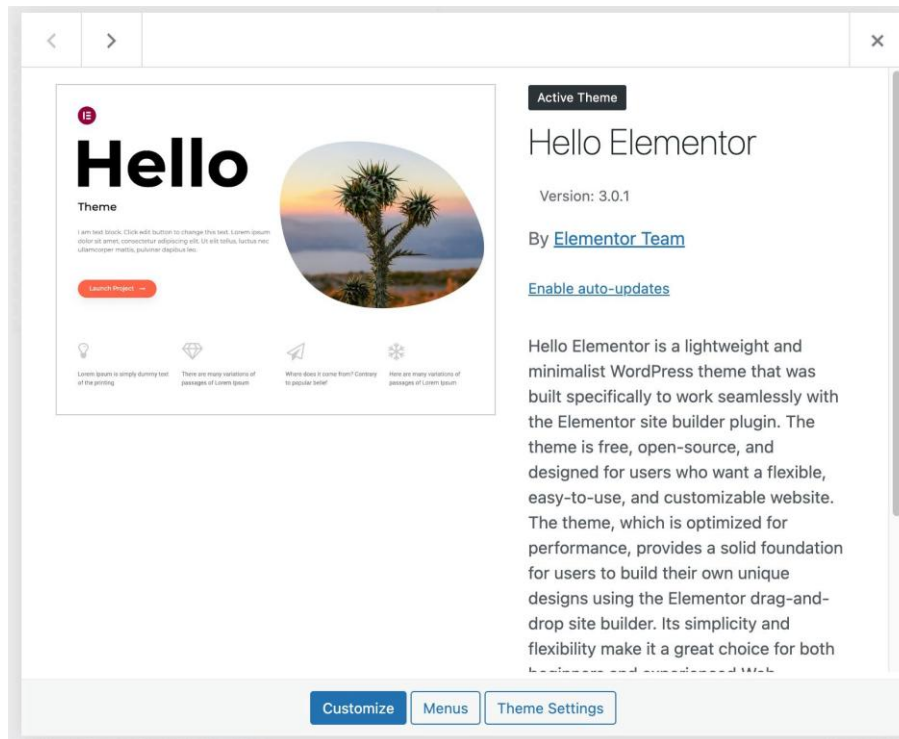


Figure 5. OCEANIDS main WordPress theme

2.5 Plugins

Plugins are used to extend the functionality of WordPress. In the OCEANIDS website plugins were used for the following reasons:

- Power and flexibility (creation of new content types and data fields, e.g. Partners)
- Security (login limit plugins) (**Figure 6**)
- SEO / Analytics
- Page speed (caching plugins)
- Accessibility (the "One Click Accessibility" plugin⁵)

⁵ <https://wordpress.org/plugins/pojo-accessibility/>

2.6 Security

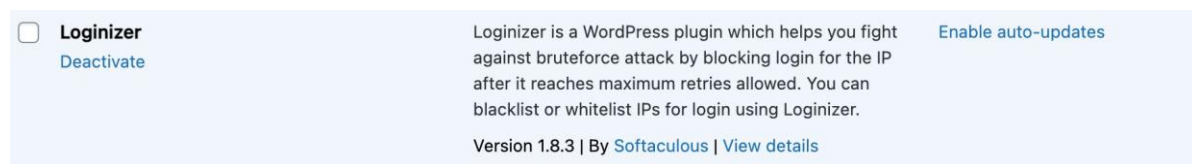
For OCEANIDS security is divided into two main parts:

- **Server Security**

The server that is hosting the OCEANIDS website is an Ubuntu Linux VM under the secure cloud network of Hetzner and uses the HTTPS protocol for security. The Hypertext Transfer Protocol Secure (HTTPS) is the secure version of the HTTP protocol. The server is running the latest/secure versions of the web server (Nginx⁶) database server (MariaDB) and programming language (PHP). It is ensured that this software is always up to speed with security updates.

- **Application Security**

Plugins for WordPress security, are also used to protect it from Brute force attacks (blocking login for the IP after it reaches maximum retries allowed).



Loginizer
Deactivate

Loginizer is a WordPress plugin which helps you fight against bruteforce attack by blocking login for the IP after it reaches maximum retries allowed. You can blacklist or whitelist IPs for login using Loginizer.

Version 1.8.3 | By Softaculous | [View details](#)

[Enable auto-updates](#)

Figure 6. Loginizer plugin

⁶ <https://www.nginx.com/>

3. Description of technical work

The official website of the OCEANIDS project, accessible at www.OCEANIDS-project.eu, was launched during the project's second month [M2]. This website is a vital platform for coordinating internal project activities and disseminating information to external stakeholders, experts and non-experts, providing easy access to all parties interested in OCEANIDS progress and initiatives.

Throughout the project's duration, the website will be continuously updated with the latest developments. These updates will include project news, meeting summaries, event highlights, and insights into ongoing research and development efforts. Additionally, the website will host downloadable materials such as scientific publications and dissemination materials related to the project.

The OCEANIDS website also features links to our social media channels, YouTube and [LinkedIn](#). These links strengthen our online presence and offer additional channels for engaging with a broader audience, encouraging community interaction, and showcasing the project's achievements.

The OCEANIDS website is designed to be a comprehensive and user-friendly platform, regularly updated to support the dissemination of project information and engagement with our diverse audience. Please refer to the following sections for a detailed overview of the website's contents and related information.

3.1 Project's website design

The design of the Project OCEANIDS website seamlessly reflects the distinctive brand identity inspired by the project's logo and depiction of the ocean and coastal elements. The predominantly blue and white colour scheme reflects the project's emphasis on clarity, innovation, and precision. Variations of blue, often associated with water, the sea, and freshness, create a calm and confident atmosphere for the website. In contrast, white creates a clean, uncluttered layout that promotes easy navigation and readability. Overall, the website design integrates these colors with graphic elements inspired by the project logo and ocean motifs, creating a visually cohesive and engaging online platform that embodies the innovative essence of the OCEANIDS project.

In general, the website layout is based on a responsive template, ensuring seamless adaptation and resizing across various devices such as desktops, tablets, and mobile phones. This enables optimal viewing and interaction, making it comfortable for users to read, navigate, resize, pan, and scroll. The design is compatible with various devices, providing a consistent and user-friendly experience across different screen sizes and platforms.



3.2 Website content

The content on the public website is directly derived from the project's activities and information from the GA (Grant Agreement) document. It offers comprehensive details about the project, collated from dissemination efforts and discussions among consortium members. The website serves the dual purpose of informing the general public and project members. Its intended audience includes experts in the field, as well as non-experts, public authorities, industry representatives, researchers, and members of the public.

3.3 Website structure

The OCEANIDS project's website is designed to offer seamless navigation and easy access to a wide range of information organized into the following key sections:

3.3.1 Website header – menu

The header menu is a fundamental element of the website's design, serving as the primary navigation tool that directs visitors through the site's content. Its consistency is present across all pages ensuring a seamless and user-friendly experience, allowing users to explore different site sections easily.

The OCEANIDS project website header (**Figure 7**) is thoughtfully crafted for intuitive navigation and includes the following menu items:

- **Home.** This link leads users to the main page of the OCEANIDS website, providing an overview of the project and its primary focus areas.
- **Project.** This crucial section describes the OCEANIDS project, including its mission, and objectives. Additionally, it includes sub-menu links for more detailed information on the project's scientific and technological objectives.
- **Consortium.** Provides details about the project partners and end users, showcasing their diverse range of skills. Each entry includes a brief description of the partner's main role within the project, along with links to their official websites for additional information about the organization if desired.
- **Pilot sites.** This section provides short and clear information about the project test sites where data will be collected and the planned actions of the project will be integrated.
- **News.** This section is devoted to blog posts and articles highlighting the latest achievements, updates, and developments within the project.
- **Dissemination.** This part includes scientific publications, dissemination materials, and public deliverables.
- **Media.** Here you can find all project-related photos and videos.
- **Contacts:** Essential for those wishing to communicate with the project team, this section includes a contact form.

This menu structure ensures a comprehensive and user-friendly navigation experience, enabling visitors to easily access detailed information about the project, its progress, and how to engage with or follow its developments.

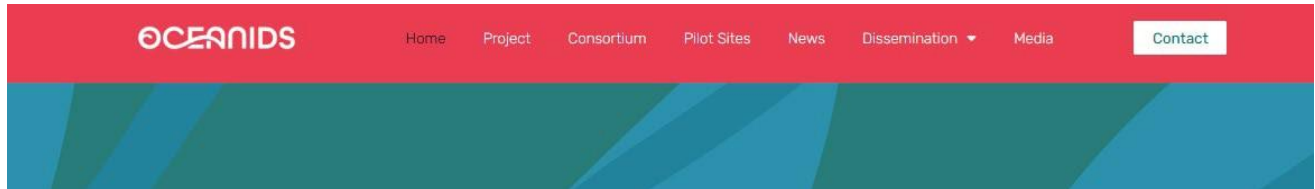


Figure 7. Website Menu Tab

3.3.2 Home page section

Home is dedicated to welcoming visitors and providing an overview of the OCEANIDS project's mission and primary objectives as well as main facts about the project, for instance, project duration, number of project partners, and others (**Figures 8, 9 and 10**).

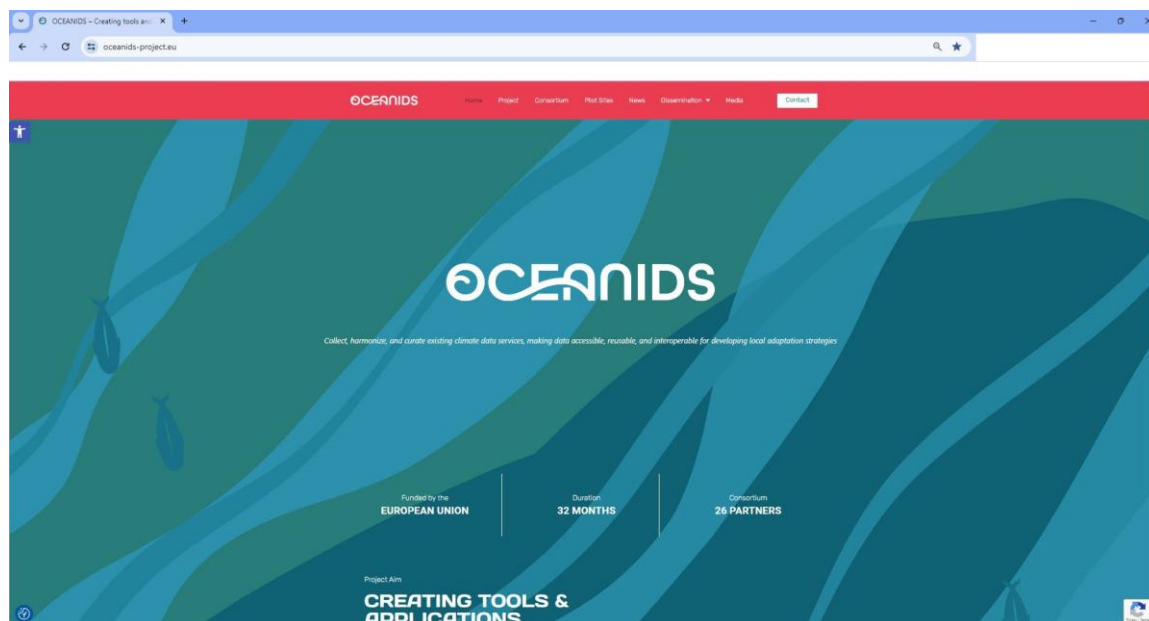


Figure 8. Website Home page



Figure 9. Home page (1)



DIALOGUE BETWEEN CITIZENS AND STAKEHOLDERS

State of the Art practices for social engagement for effective diffusion of the project results to general audiences

Objectives ->

Figure 10. Home page (2)



3.3.3 Project page section

This section provides information on the project's short overview. While giving precise information about project strategic objectives and scientific & technological objectives, see **Figures 11** and **12**.

Learn About The Aim And Objectives

ABOUT THE PROJECT

PROJECT AIM

OCEANIDS stands for creating tools and applications driven by users. These tools focus on Climate-Informed Maritime Spatial Planning and integrated seascape management, all aiming to contribute to a resilient and inclusive Blue Economy.

The overall project objective is to develop the tools and applications that enable a more resilient and inclusive society in coastal regions via better-informed and integrated seascape management.

The central concept is to collect, harmonize, and curate existing climate data services, making data accessible, reusable, and interoperable for developing local adaptation strategies.

STRATEGIC OBJECTIVES

- SO #1**
Improve access to existing data and services via applications related to CC-induced impacts on the coastal region
- SO #2**
Create beyond State-of-the-Art re-usable information tools tailored to users' needs
- SO #3**
Novel climate services, fully integrated in operational EU infrastructure, to be further used by the Mission
- SO #4**
Providing a data-exchange framework that will allow efficient flow and validation of data from both local and central sources
- SO #5**
Demonstrate the OCEANIDS tools and application by 12 end users in 7 EU different regions, ensuring vulnerable and challenged regions are represented

Figure 11. Project page strategic objectives



Figure 12. Project page scientific & technological objectives

3.3.4 Consortium page section

The consortium's collaboration brings together a diverse set of skills, expertise, and resources, ensuring a comprehensive approach to tackling the challenges posed by climate change in coastal areas. This segment offers insights into the driving force behind the project. In this section, the users will discover the project map showcasing all participating countries, along with brief descriptions of each partner's role, logo, and a link to their respective websites for further details (**Figure 13**).

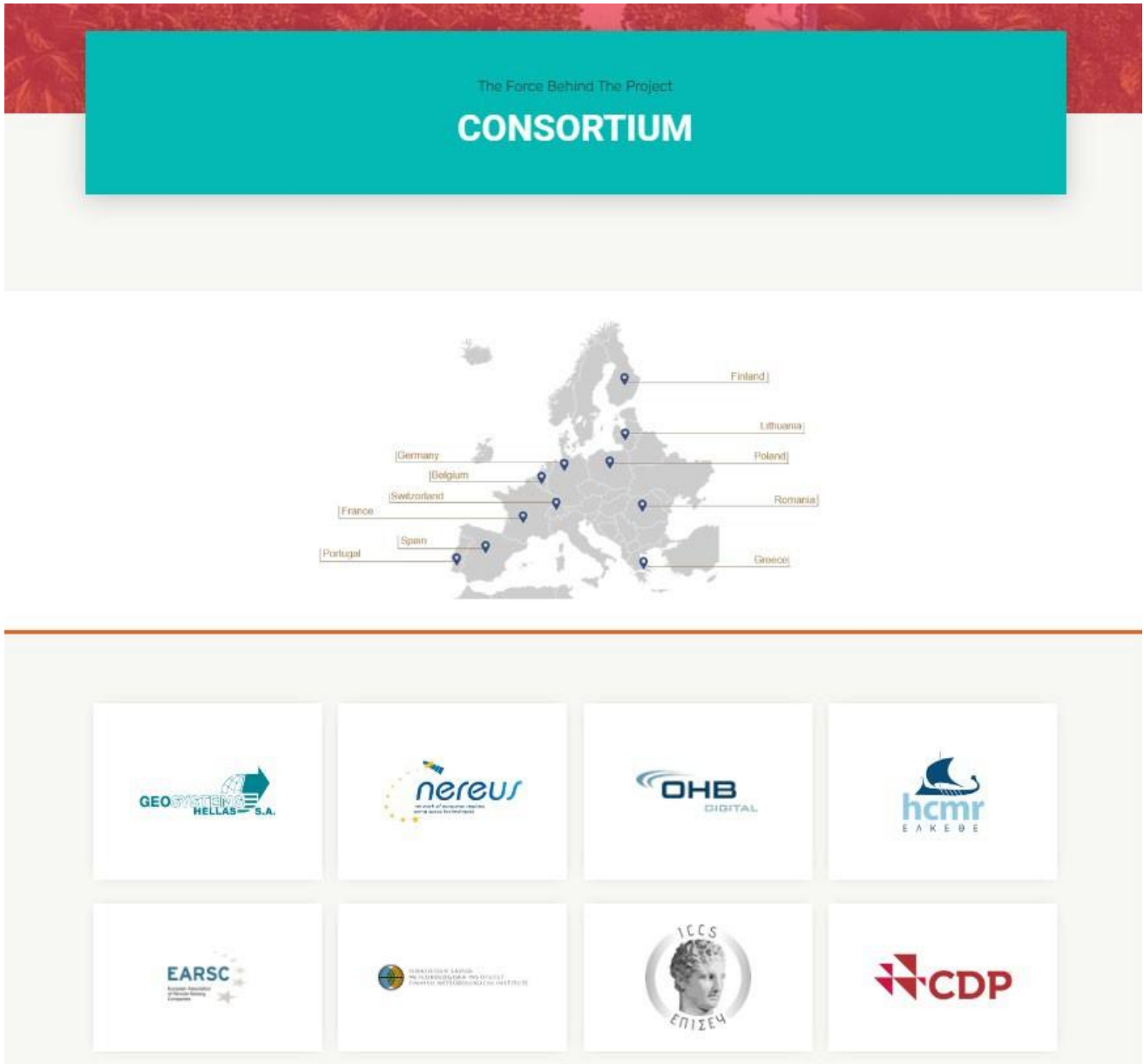


Figure 13. Consortium page

3.3.5 Pilot Sites section

This section provides information about OCEANIDS-selected pilot cases in different European coastal areas, including the Bretagne Region, Azores, Malaga City, Crete region, Greek islands, and Coastal Finland. These areas are experiencing various impacts related to CC, presenting both hazards and opportunities, such as increased tourism in boreal regions. The project considers these pilot cases ideal for implementing and achieving its objectives and goals with OCEANIDS solutions (**Figure 14**).

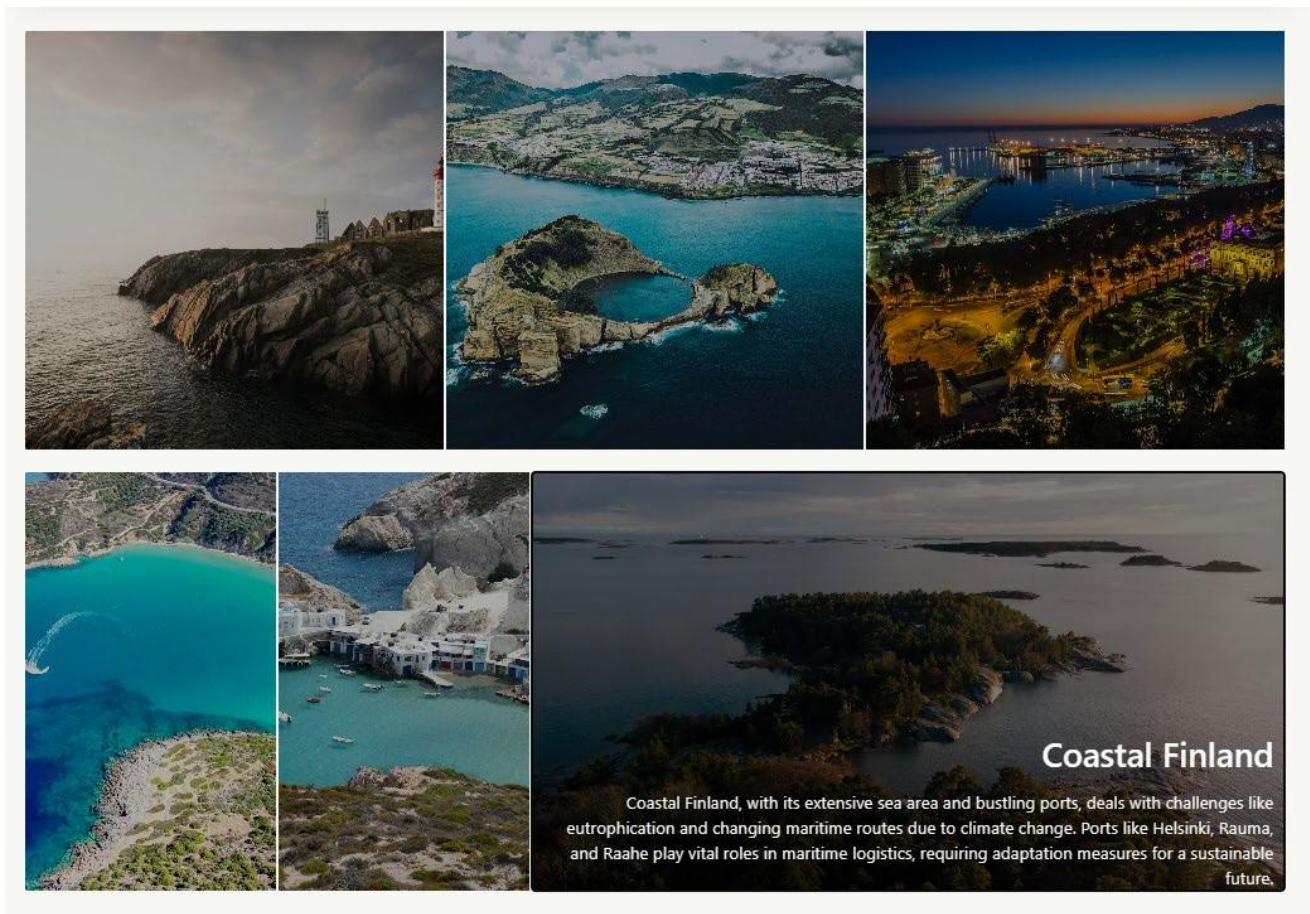


Figure 14. Pilot sites page

3.3.6 News page section

This section offers the latest updates on the project's most noteworthy news, covering participation in diverse events and conferences. It features an integrated calendar showcasing essential dates for the project, including upcoming events that the project may be involved in, either actively or passively, along with meetings or conferences crucial to the project's progress. Currently, it includes news about the recent project kick-off meeting and a calendar with upcoming events potentially related to the project (Figure 15).

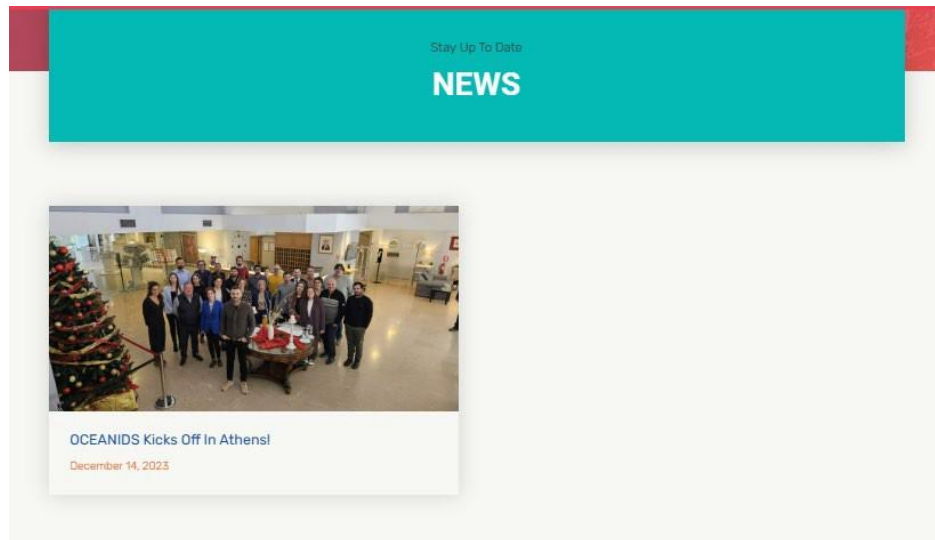


Figure 15. News page

3.3.7 Dissemination page section

This section will function as a valuable repository for:

- Scientific Publications: A compilation of academic papers and research articles generated by the project.
- Dissemination Material: Various informational resources like posters, leaflets, and other materials crafted to raise awareness and understanding of OCEANIDS' progress.
- Public Deliverables: Accessible outcomes and outputs showcasing the tangible achievements of the project.

More specifically there will be a description of the project Work Packages with their tasks reflecting results and deliverables that are for the public (**Figure 16**).

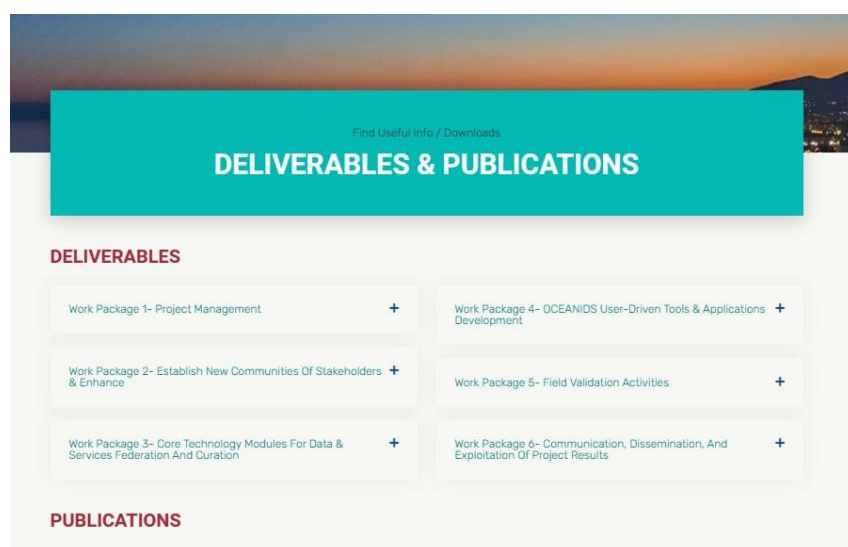


Figure 16. Deliverables & publications

This part of the website also has a specific section dedicated to dissemination & communication material such as the project brand book kit and logo package (**Figure 17**).

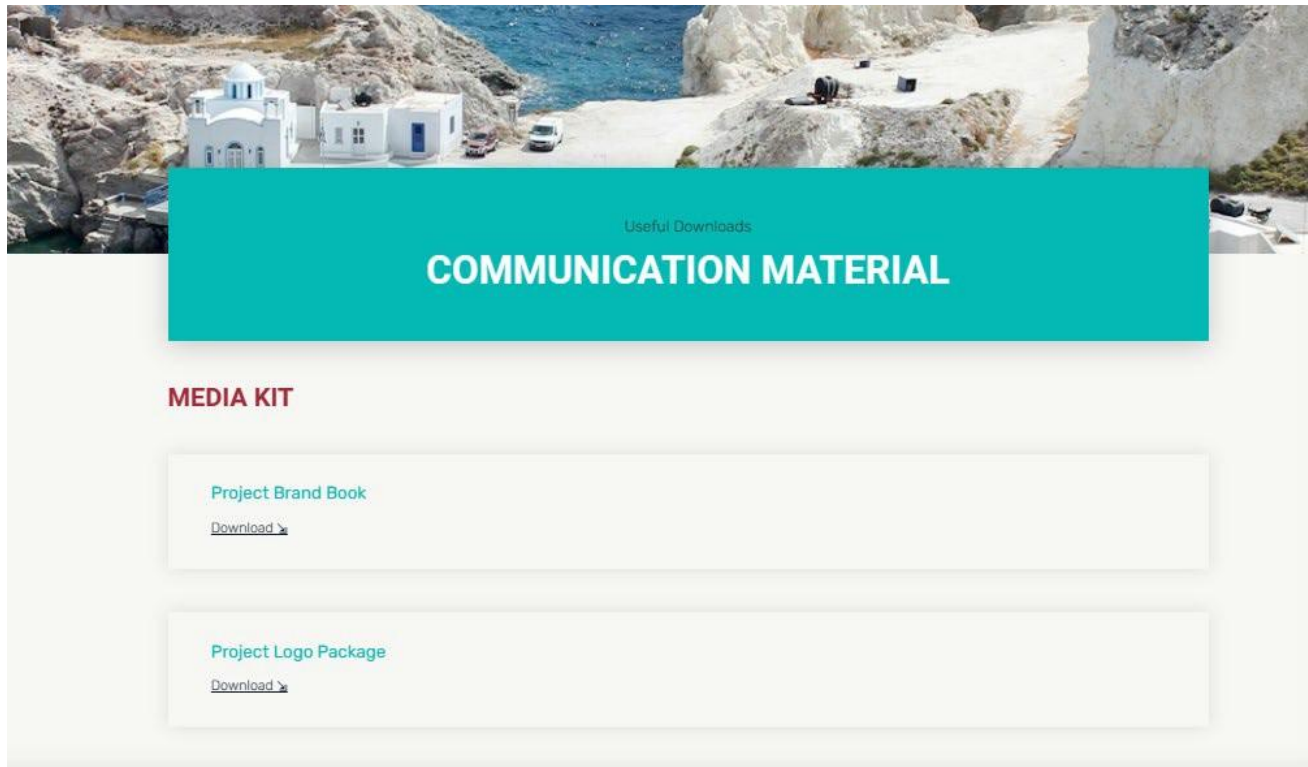


Figure 17. Communication material

3.3.8 Media page section

This section is designed for showcasing project photos and videos (**Figure 18**). Currently, it features a delightful photo gallery capturing moments from the project's inaugural meeting in Athens, along with a brief video highlighting the most memorable moments from the event. As the project progresses, users shall expect to see more detailed kick-off videos and additional video episodes added to this section.

PHOTOS

Kick-Off Meeting Photos

Photos from the Kick-Off meeting which took place in Berlin



VIDEOS

Project Kick-Off Video



Figure 18. Media page

3.3.9 Contact page section

This section offers essential details about the organization leading the project coordination and provides a contact form for interested parties to contact the coordination team (**Figure 19**).

Need More Information?

CONTACT US

Full Name Phone

Email Subject

Message

[Send →](#)

Ask Us Anything

CONTACT US FOR MORE DETAILS.

PROJECT COORDINATOR

GeosystemsHellas(GSH)

GeosystemsHellas S.A. was established in 2009 and based in Greece.

Commercial projects: Earth Observation, BigData–DataFusion MachineLearning / Deep Learning techniques. Participates in numerous commercial and R&D national and European projects.

Leading Team:

Betty Charalampopoulou - CEO
Eirini Marinou- Project Manager, Geologist/MSc Geophysicist
Christos Kontopoulos- CTO - Remote Sensing & Photogrammetry Engineer

PHONE

+xxxxxxxx

EMAIL

info@oceanids-project.eu

Figure 19. Contact page

3.3.10 Website footer

The footer of the OCEANIDS website serves as a vital component of web design, offering consistent access to essential information across all pages (Figure 20). Here, funding acknowledgements are prominently featured, emphasizing transparency and credibility within the project. This section provides due recognition to the sources of financial support, aligning with EC standards of disclosure and bolstering trust with the audience by affirming the project's legitimacy and backing.

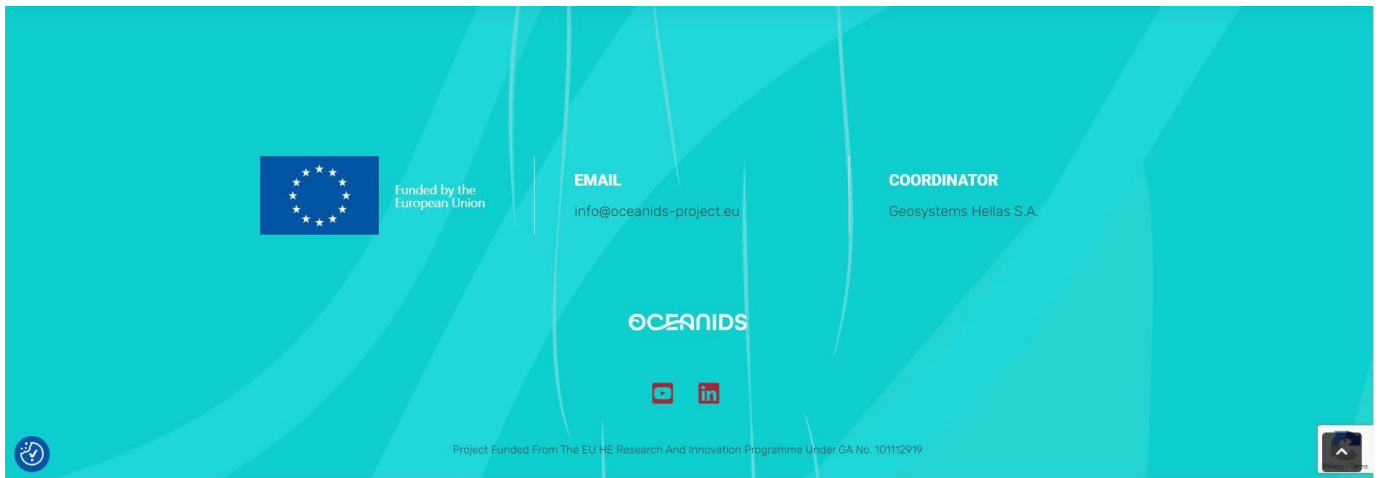


Figure 20. Website footer

3.3.11 Website newsletter subscription

Each section adjacent to the footer has a subscription form for the project newsletter (**Figure 21**). Subscribing ensures visitors receive updates on the latest project developments, insights, and breakthroughs. We see this as an invaluable tool for engaging a wider audience and informing interested parties and communities about project-related climate change news and activities.

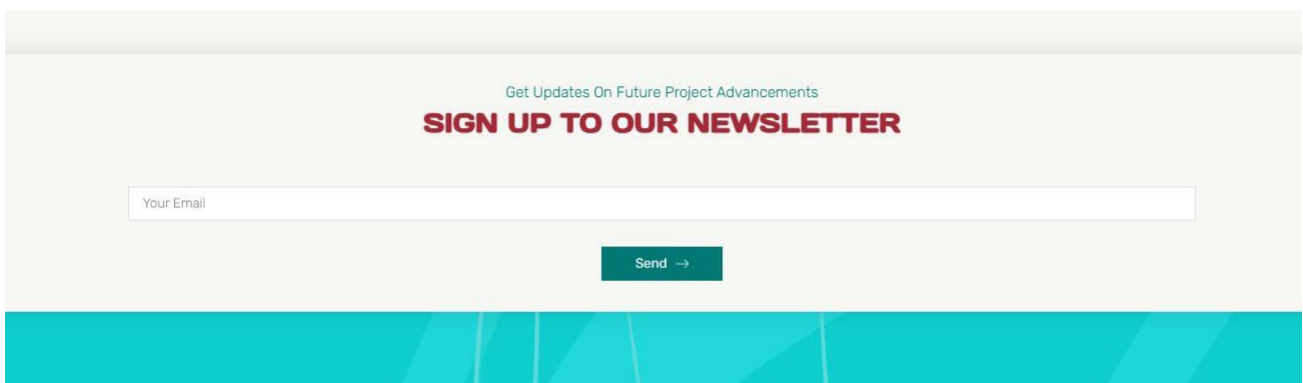


Figure 21. Newsletter subscription

3.4 Website Accessibility Tools

The OCEANIDS website incorporates accessibility features (**Figure 22**) aligned with the principles of the Web Content Accessibility Guidelines (WCAG 2.1). Through the integrated accessibility tool, users can adjust the website to meet a range of visual and readability needs, including:

- adjustable font size
- high-contrast and negative-contrast modes
- grayscale mode
- light background option
- link underlining for improved visibility
- readable-font mode for enhanced legibility

These features ensure that the site remains usable for a broad audience, including visitors with visual or perceptual impairments, and follow good practice for public-facing EU project websites.

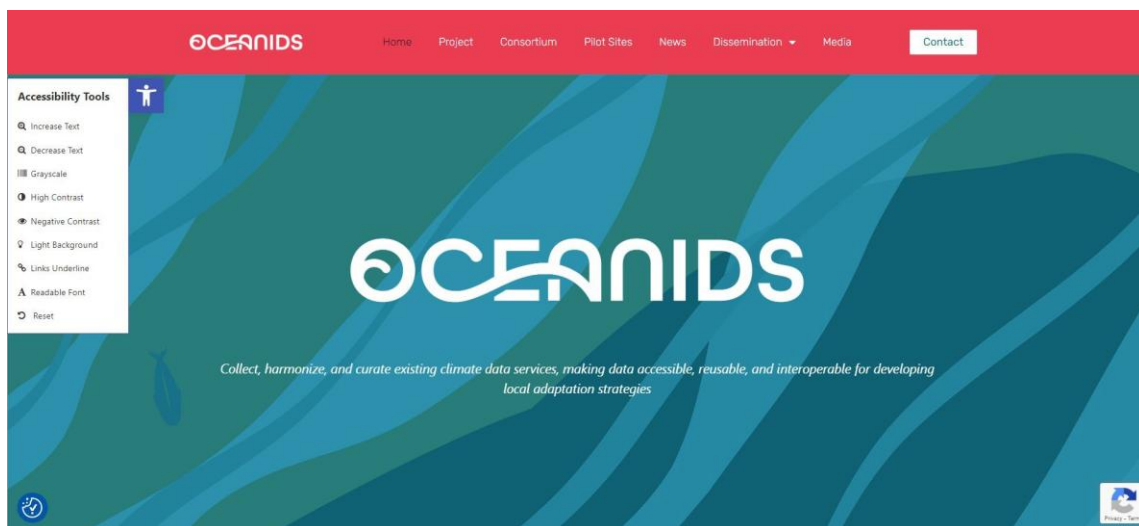


Figure 22. Website accessibility tools



One Click Accessibility

[Settings](#) | [Toolbar](#) | [Customize](#) | [Deactivate](#)

The One Click Accessibility toolbar is the fastest plugin to help you make your WordPress website more accessible.

Version 2.1.0 | By [One Click Accessibility](#) | [View details](#)

Figure 23. One-Click Accessibility



3.5 GDPR and privacy/cookie compliance

The OCEANIDS website operates in full alignment with the project's data-protection procedures and the principles of the EU General Data Protection Regulation (GDPR). A dedicated Privacy Policy explains what personal data is collected, for which purpose, how long it is stored, and the rights of users regarding access, rectification, and deletion, in close collaboration with WP1.

A cookie banner is implemented to inform visitors of tracking technologies and to obtain explicit consent before activating cookies and analytics tools. Google Analytics is configured with IP anonymisation, and no personally identifiable information is collected.

Newsletter subscriptions and contact forms rely on explicit, GDPR-compliant opt-in consent, mirroring the data-processing approach. Submitted data is stored securely and accessed only by authorised WP6 personnel.

3.6 Website maintenance, ownership and sustainability plan

The OCEANIDS website is designed as a long-term communication and dissemination asset for the project. In line with the commitments outlined in WP6, the consortium ensures that the website is created early in the project and maintained throughout the project duration, providing continued access to public results, key outputs and project information.

Deliverable D6.1 therefore not only presents the website and visual identity, but also outlines the approach **for its sustained maintenance** and technical management during the project's lifetime, as well as the process for transferring ownership and long-term stewardship to the Coordinators after project completion. This ensures that the website remains functional, secure and accessible beyond the end of the project, supporting the long-term visibility of its outcomes.

3.6.1 Ownership and responsibilities

The management of the OCEANIDS website is shared across the consortium, with clear roles assigned for domain administration, content provision and post-project stewardship. **METIS**, as WP6 leader, oversees the technical and editorial management of the platform during the project, while partners contribute and validate content related to their activities. After project completion, ownership and responsibility will be transferred to the coordinators (**GSH**). The table below summarises these responsibilities:

Table 2. Ownership and responsibilities

Aspect	Responsibility	Details
Domain/Infrastructure	METIS (during project) → GSH (post-project)	METIS hosts the domain and website during the project period. After project closure, the website and domain responsibilities will be transferred to GSH.
Content	All Partners (Coordinated by METIS)	Content is collaboratively produced, with each partner responsible for the accuracy/timeliness of information related to their activities and results. METIS coordinates content collection, editorial review, and publication.
Post-Project	GSH	Following the transfer, GSH becomes the full administrative and technical owner, ensuring long-term hosting and maintenance of the site.

3.6.2 Website Maintenance Activities

The maintenance of the OCEANIDS website follows a structured approach during the project and in the five years after its completion. While active updates take place throughout the project's lifetime, the post-project phase focuses on ensuring continued accessibility, integrity of information, and technical stability of the platform. The activities across both phases are summarized in the table below:

Table 3. Website Maintenance Activities

Phase	Duration	Key Activities
Project Lifetime	M1 – M32	<p>Active Updates: Publishing news, events, meeting summaries, and pilot highlights. Updating project description, consortium, pilot sites, and deliverables. Uploading public deliverables, communication materials, and media.</p> <p>Monitoring: Basic performance, security, accessibility, and visitor analytics. Regulatory compliance (privacy/cookie policy).</p>
Post-Project	After project end	GSH will host, maintain and update the site as needed. METIS will perform the technical handover (backup, files, domain transfer). No decommissioning is foreseen; the website will remain online under GSH management.

3.6.3 Long-term archiving and end-of-life strategy

In accordance with the Grant Agreement, the OCEANIDS website must remain publicly accessible for at least five years after the end of the project. Following the Coordinators' decision, the consortium has agreed to extend this obligation beyond the minimum requirement. Once all project obligations are fulfilled at the end of the project, the website will be transferred to Geosystems Hellas (GSH), who will assume full ownership and responsibility for its continued operation.

GSH has confirmed that they are willing to maintain the website for an open-ended period, without limiting its availability to the five years stipulated in the Grant Agreement. This ensures long-term visibility of project results, tools, and communication assets, supporting sustained outreach to stakeholders well beyond the mandatory timeframe.

To support this transition, a structured and secure handover process will take place immediately after the project ends:

1. Full Backup and Preparation of Transfer Package

METIS will prepare a complete backup of all website components, including:

- WordPress core installation
- Theme, plugins, and custom configurations
- Media files (uploads, visuals, videos)
- Database
- Server-side settings relevant for deployment

This package will be delivered to GSH to enable full restoration on their hosting infrastructure.

2. Transfer of Domain Administration

Once GSH confirms their hosting environment is ready:

- GSH will provide the necessary nameserver details
- METIS will update the domain's nameservers to point to GSH's hosting provider
- After DNS propagation (typically 24–48 hours), the live website will redirect to the new server
- If required, the domain ownership will also be transferred so GSH can manage renewals and administrative rights

3. Migration and Restoration on GSH Infrastructure

On GSH servers, the restoration steps include:

- Uploading the website files
- Importing the database
- Adjusting configuration files (e.g., wp-config.php)
- Re-establishing SSL certificates, email routing, and redirects
- Ensuring compatibility with modern PHP (8.3.x+) and WordPress requirements

METIS can provide guidance during the migration process. After successful transfer, METIS will delete all project-related website backups stored on its infrastructure.

Potential Technical Considerations

- DNS changes may require 24–48 hours
- SSL certificates must be reconfigured on GSH hosting
- Any custom server settings (e.g., redirects, cron jobs) must be recreated
- GSH will take full responsibility for future updates, maintenance, and content adjustments

In line with the Grant Agreement, the OCEANIDS website will remain publicly accessible for at least five years after the project ends. Through the agreed transfer of ownership to Geosystems Hellas (GSH), this period will be extended beyond the mandatory minimum, ensuring that the platform continues to operate and support long-term visibility of project results for five years and potentially significantly longer, depending on GSH's internal resources and strategic priorities.



4 Website analytics

The OCEANIDS project website incorporates Google Analytics to drive its dissemination and communication strategies (**Figure 24**). Through the analysis of visitor demographics, behavioural patterns, and engagement metrics, our communication managers will gain invaluable insights. These insights will inform strategic decisions, enabling us to tailor content, outreach activities, and user engagement effectively. Google Analytics also functions as the official measurement tool for the project's website KPI, which targets 5,000 unique visitors by Month 32. The analytics dashboard enables continuous tracking of progress toward this KPI and ensures that data on website reach can be consistently reported and used to guide the project's communication strategy under WP6. Additionally, the collected analytics support the preparation of comprehensive reports for the European Commission, providing tangible evidence of the website's reach, impact, and alignment with the project's overarching goals and compliance requirements.

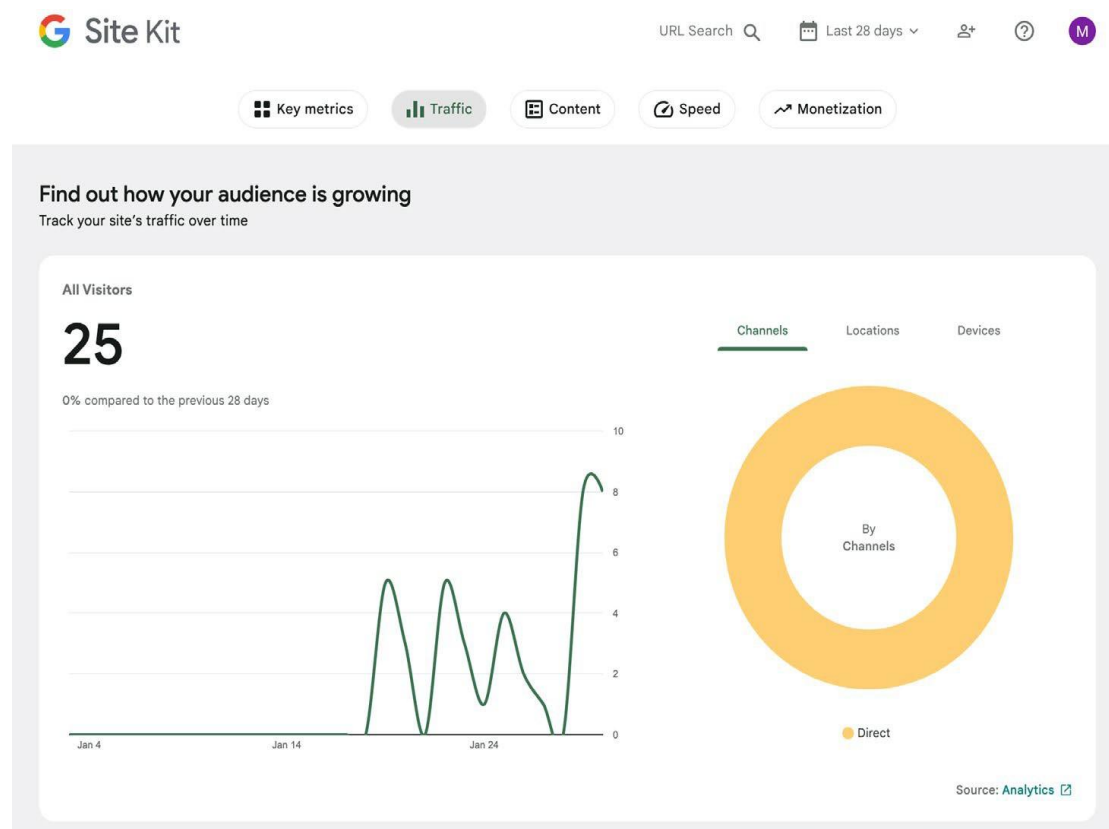


Figure 24. Google SiteKit dashboard

5 Website Search Engine Optimization

To enhance the online visibility and reach of the OCEANIDS website, various **SEO (Search Engine Optimization)** strategies will be implemented. These strategies will ensure that the website ranks well on search engine results pages, attracting more visitors and effectively disseminating information about the project. Key SEO strategies may include:

Keyword Optimization: Relevant keywords related to ocean monitoring, coastal management, and climate change adaptation will be identified and strategically integrated into the OCEANIDS website content and meta descriptions. This optimization will enhance search engine ranking for targeted terms and improve visibility to users searching for related information.

Quality Content: Our Dissemination and Communication team will curate informative, engaging, and regularly updated content about the OCEANIDS project. By providing high-quality content, we aim to attract visitors and encourage other websites to link back to ours, thus bolstering our SEO efforts.

Mobile Optimization: The OCEANIDS website will be optimized for mobile devices, featuring a responsive design that ensures seamless navigation across different screen sizes. This optimization is essential for improving user experience and complying with search engine preferences for mobile-friendly websites.

Page Load Speed: To enhance user experience and search engine ranking, we will optimize the website's loading speed by implementing techniques such as image compression, browser caching, and code minimization. Faster loading times contribute to better user engagement and higher search engine rankings.

URL Structure: We will implement a clear and logical URL structure for the OCEANIDS website, facilitating efficient crawling by search engines and enhancing user experience. A well-structured URL also contributes to improved visibility and accessibility for users.

Social Media Integration: The OCEANIDS website will be integrated with social media platforms to promote its content and engage with a wider audience. Social media links and sharing options will be strategically placed to increase visibility and drive traffic to the site.

By implementing these SEO strategies, the OCEANIDS website will enhance its search engine visibility and accessibility to individuals interested in coastal monitoring, climate change adaptation, and related research initiatives.



6 OCEANIDS Project Logo

The OCEANIDS project logo is essential for building and strengthening the brand identity of our endeavour. Serving as the visual representation of our project, the logo captures the essence of OCEANIDS' innovative methods for enhancing coastal and ocean environment safety and protection. It is essential to mention that the OCEANIDS acronym was inspired by ancient Greek water nymphs, daughters of Oceanus and Tethys, charged by Zeus with the task of safeguarding the young.

6.1 Official OCEANIDS Logo

6.1.1 Full colour logo

The OCEANIDS project logo, depicted in **Figure 25**, embodies simplicity and readability, ensuring strong brand recognition and memorability. The logo's simplicity also symbolizes the project's core value of monitoring ocean waves and coastal areas through simple graphic elements such as letters and colours. The letter "O" represents the ocean and its waves, while "C" supports this imagery and symbolizes the coast. The changing colours also convey this message, with blue representing the sea and waves transitioning to beige, reflecting sand and coastal regions.



Figure 25. Full colour OCEANIDS Logo

6.1.2 Full colour logo with Tagline

The OCEANIDS Logo can be used individually as illustrated in **Figure 26**, or along with its Tagline depending on the context.



Figure 26. Full colour OCEANIDS logo with Tagline (title of the project)

6.1.3 Monochromatic Logo

Images and design materials with monochromatic themes are easier to remember due to their simplicity (**Figure 27**). Compared to an image with a busier design or a neutral colour scheme, one with vivid colours is easier for our brains to retain and recall.



Figure 27. Monochromatic logo – White, Black and Blue

6.1.4 Monochromatic Logo with Tagline

When incorporating a monochromatic theme with a compelling tagline (**Figure 28**), the overall design not only enhances simplicity for better recall but also provides a cohesive and visually impactful identity.



Figure 28. Monochromatic logo with tagline

6.2 Variations of the OCEANIDS logo

Apart from the original logo, there are also some variations, for instance in vertical format, to ensure compatibility with several partners' organization branding requirements such as conferences, festivals, journals etc.

6.2.1 Full colour logo – Big wave

In this rendition, the logo displays a larger wave, creating a powerful and impactful visual impression (**Figure 29**).



Figure 29. Full colour logo – Big wave

6.2.2 Full colour logo with Tagline – Big wave

Featuring the full-colour logo alongside a tagline, this version highlights the commanding presence of the big wave, adding a dynamic and memorable element to the design (**Figure 30**).



User-driven applications and tools for
Climate-Informed Maritime Spatial Planning
and integrated seascape management,
towards a resilient & inclusive Blue Economy

Figure 30. Full colour logo with Tagline – Big wave

6.2.3 Monochromatic logo – Big wave

This iteration showcases the logo in a monochromatic palette with a larger wave, conveying a bold and streamlined visual identity (Figure 31).



Figure 31. Monochromatic logo – Big wave

6.2.4 Monochromatic colour logo with Tagline – Big wave

A monochromatic adaptation featuring the logo with a tagline, emphasizing the impactful silhouette of the big wave in a singular colour scheme (Figure 32).



Figure 32. Monochromatic colour logo with tagline – Big wave

6.2.5 Full colour logo – Small wave

This version presents the logo featuring a smaller wave, offering a distinctive visual interpretation (**Figure 33**).



Figure 33. Full colour logo – Small wave

6.2.6 Full colour logo with Tagline – Small wave

A variant showcasing the full-colour logo with a tagline, where the smaller wave adds a unique and recognizable touch to the design (**Figure 34**).



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Figure 34. Full colour logo with Tagline – Small wave

6.2.7 Monochromatic logo – Small wave

This version presents the logo with a smaller wave in a monochromatic scheme, exuding simplicity and coherence in its visual representation (Figure 35).



Figure 35. Monochromatic logo – Small wave

6.2.8 Monochromatic colour logo with Tagline – Small wave

A monochromatic interpretation featuring the logo with a tagline, where the smaller wave maintains a distinctive and memorable aesthetic in a single colour tone (Figure 36).



Figure 36. Monochromatic colour logo with Tagline – Small wave

6.3 Typography

The font used for the logo is All Round Gothic.⁷ All Round Gothic is a font family inspired by classic sans serif fonts. This font is a structured geometric sans but also creates a sweet and cute atmosphere by removing unnecessary stems.

The Tagline that appears in the Logo, represents the name of the project and its font is UnivaNova⁸. This font has many similarities with Helvetica. It's a geometric sans serif font family manufactured by Fontastica. Contains 8 weights from Hairline to Heavy with matching slopes. The typeface is inspired by some of the original Swiss design-based branding projects. Univa Nova is a perfect choice for graphic design, text presentation, web design, print and display use. The typeface can be an amazing option for beautiful branding, logo/logotype design projects, marketing graphics, banners, posters, signage, corporate identities as well as editorial design. Adding extra letter spacing for the Caps will make this font perfect for minimal headlines and logotypes as shown in promo images here.

⁷ <https://fonts.adobe.com/fonts/all-round-gothic>

⁸ <https://befonts.com/univa-nova-font-family.html>



7 OCEANIDS colour palette

7.1 OCEANIDS logo palette

The foundational colors of white and black are complemented by the pallet present in the logo, establishing a consistent and cohesive project identity. The colors of the logo are meticulously chosen to symbolize the pallet color of the ocean and the grounded tones of the Earth, creating a meaningful representation within the OCEANIDS project identity. For the full-colour logo and the logo variations, the colour palette is as demonstrated in **Figure 37**.



Figure 37. Project logo colour palette

7.2 OCEANIDS general colour palette

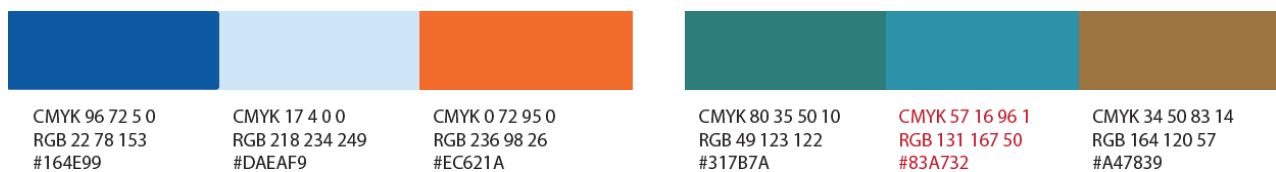


Figure 38. OCEANIDS colour palette

7.3 OCEANIDS website colour palette

Building upon the essential colors of white, black, and the logo pallet, additional colors have been thoughtfully introduced to enhance color contrast and maintain a harmonious visual theme throughout the OCEANIDS website (**Figure 39**).

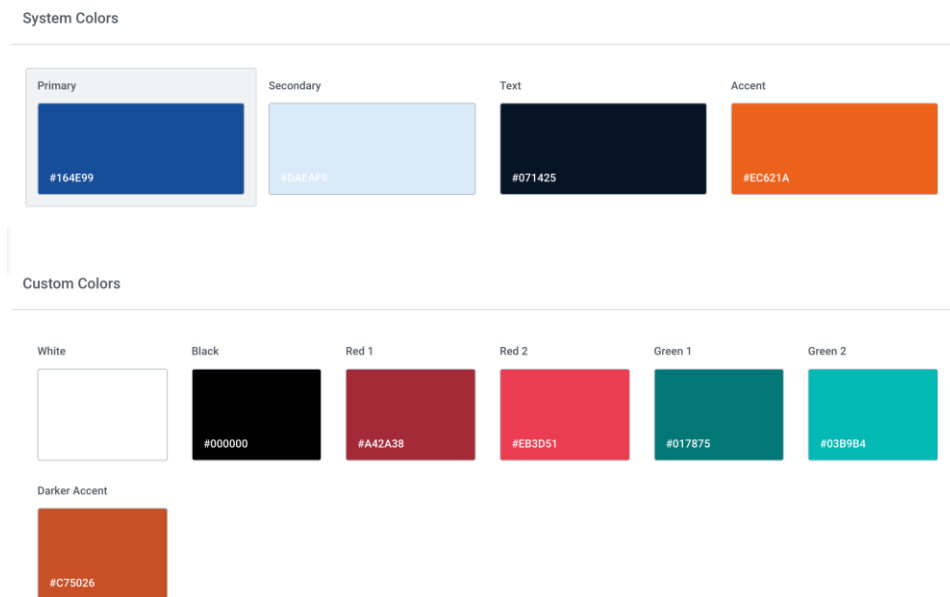


Figure 39. OCEANIDS website colour palette

8 OCEANIDS Key Visual designs

The project logo will also have accompanying visualizations (see **Figures 40, 41** and **42**), which will be included in the so-called project brand book. Below are both accompanying illustrations, icons and additional elements that together will form the overall style of the project. They are used in the design of the project page and will be used later in other related deliverables, documents, and activities. The logo and its accompanying image establish the visual storyline of the project and maintain a uniform and identifiable theme across various platforms and materials. This strengthens the overall impact and visibility of the OCEANIDS brand.

8.1 OCEANIDS illustrations

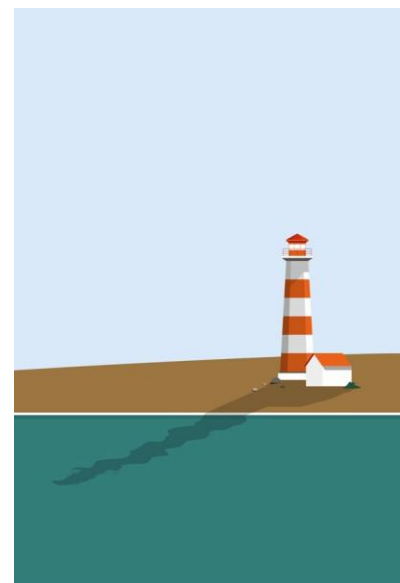


Figure 40. Accompanying illustrations (1)

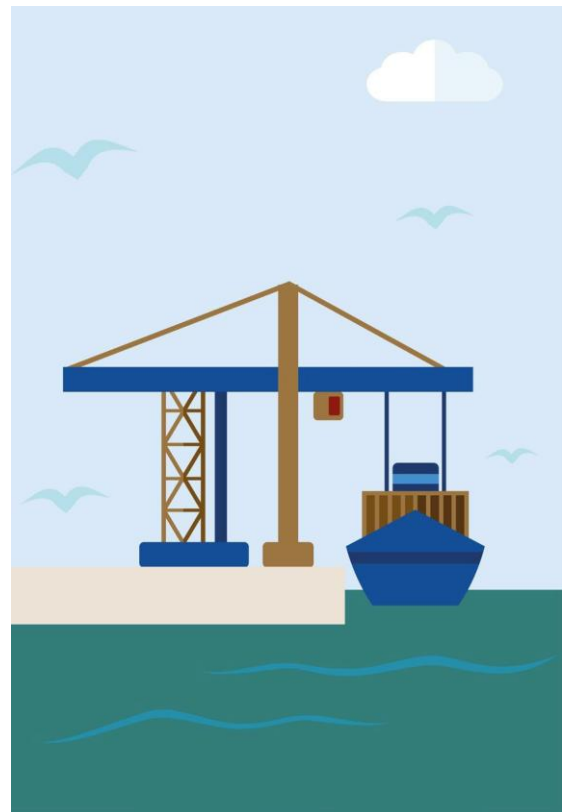


Figure 41. Accompanying illustrations (2)

8.2 OCEANIDS Icons

The following icons play an important role in the project's visual language, providing representative symbols that reinforce the OCEANIDS brand identity. Incorporated into the project's brand book, these icons contribute to a unified and visually impactful design language across various mediums and materials, ensuring a consistent and recognizable visual presence.



Figure 42. Accompanying illustrations (3)

9 Conclusions

The OCEANIDS project's website is an easily accessible and user-friendly online hub for the public. Designed with a focus on intuitive navigation and the delivery of informative content, it has become a go-to destination for those interested in our initiatives. Technologically advanced, the website is constructed on a cutting-edge framework, with its backend components consistently updated to ensure peak performance and security.

The website and visual identity presented in this deliverable fulfil the requirements of Deliverable D6.1 "Website and Project Logo" as defined in Annex 1 of the Grant Agreement. Specifically, the project website has been registered, hosted and launched under a dedicated domain; the main sections (project overview, objectives, consortium, pilot sites, news, dissemination materials, media and contact) are implemented and publicly accessible; the official OCEANIDS logo, colour palette and typography are established and consistently applied; and essential tools for analytics, search engine optimisation, accessibility, data protection and cookie compliance have been configured. On this basis, D6.1 can be considered finalised and fully compliant, with further work focused on routine content updates and the publication of new project results.

Overall, the OCEANIDS website is a central platform for disseminating information and is pivotal in the project's strategic planning and communication efforts. It fosters efficient collaboration and facilitates the exchange of information among project partners, empowering them to fulfil their roles and publicly present their findings effectively. Beyond simply showcasing ongoing achievements and progress, the OCEANIDS website underscores the project's dedication to transparency, engagement, and the widespread sharing of knowledge.



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