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SCIENCE-BASED INTEGRATED
FOREST MANAGEMENT
FOR CLIMATE MITIGATION

D6.4 Information material

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1.0	27.03.2023	Priscila Jordão	EFI	Final version

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Table of Contents

1. Executive Summary....3
2. Introduction....4
3. Visual Identity....5
Logo....5
Icon....5
Colours....6
Funding acknowledgement....6
Infographics....8
Social media....9
Photo imagery....9
4. Word and PowerPoint templates....11
5. Standard PowerPoint presentation....12
6. Flyer....13
7. Poster....14
8. Project presentation video....15
9. Website....16
Annexes....17

1. Executive Summary

This deliverable is a compilation of the information and marketing materials prepared by EFI to support the implementation of the INFORMA Communication and Dissemination Strategy, namely: the design of INFORMA's visual identity, a flyer, a poster, the project website, a project presentation video, templates, and a standard project PowerPoint presentation. A set of branding guidelines and a Glossary published on the project website are also included in the Annex.

2. Introduction

This deliverable presents a set of information materials prepared to support the INFORMA project consortium in its dissemination, communication and exploitation activities. The materials were designed to support project promotion in conferences, scientific congresses, webinars, fairs, online presentations, events with local, regional and national stakeholders, and digital communication activities in general.

The information materials includes: the design of the INFORMA visual identity, a leaflet, a poster, the project website, a project presentation video, Word and PowerPoint templates, and a standard project PowerPoint presentation.

Although they have been originally developed in English, all materials can be edited, translated and customised by project partners to better fit their individual needs. The project website, for instance, is already available in all the national languages of the INFORMA case studies.

All materials can be downloaded on the project internal communication platform (Microsoft Teams), and materials that are public have been published on the "Resources" section of the INFORMA website (e.g. standard PowerPoint presentation, flyer, poster, etc).

3. Visual Identity

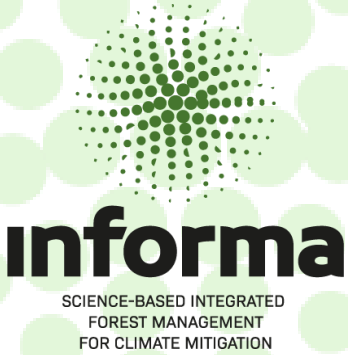
To ensure visual consistency across all INFORMA print and digital products shared with the project's target audiences, a visual identity has been developed.

Based on this visual identity, a set of materials has been and will continue to be created throughout the project's duration.

Logo

The project logo conveys the idea of knowledge sharing across a network of stakeholders. It also aims to resemble a tree seen from above. The design suggests movement in the rays of the circle, which conveys the idea of wind/air/atmosphere.

INFORMA horizontal logo



INFORMA vertical logo

Icon

To increase INFORMA's brand recognizability, the logo icon was placed icon on different online platforms such as Twitter and LinkedIn. It will also be used in the future in graphic materials.

Colours

The primary project colours are green (for graphic elements, headings, tables, etc) and black (for text), used as the main colours. The secondary colours are blue and yellow, used for smaller details and to complement the primary colours when needed (for subheadings, infographics, etc).

All project colour codes are detailed below.

Primary colours

COLOUR CODE

CMYK: 76% 32% 100% 19%
RGB: 69 117 46
Web: #45752e

COLOUR CODE

CMYK: 74% 65% 63% 81%
RGB: 29 29 27
Web: #1d1d1b

Secondary colours

COLOUR CODE

CMYK: 53% 0% 3% 0%
RGB: 109 217 253
Web: #6dd9fc

COLOUR CODE

CMYK: 24% 13% 89% 1%
RGB: 207 197 50
Web: #cfc532

Funding acknowledgement

In compliance with the Grant Agreement's Article 17.2, any communication activities related to the project (including in electronic form, via social media, etc) must:

(a) display the EU emblem and

(b) include the following text:

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under Article 17.2, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

A longer version of the funding acknowledgement sentence is also available to partners, as shown below:

Quality of information

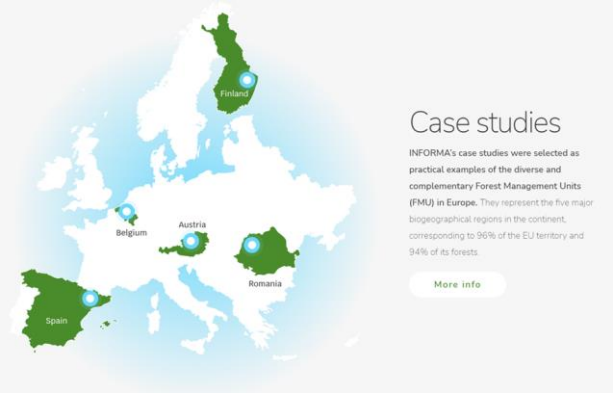
Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

> *"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them."*

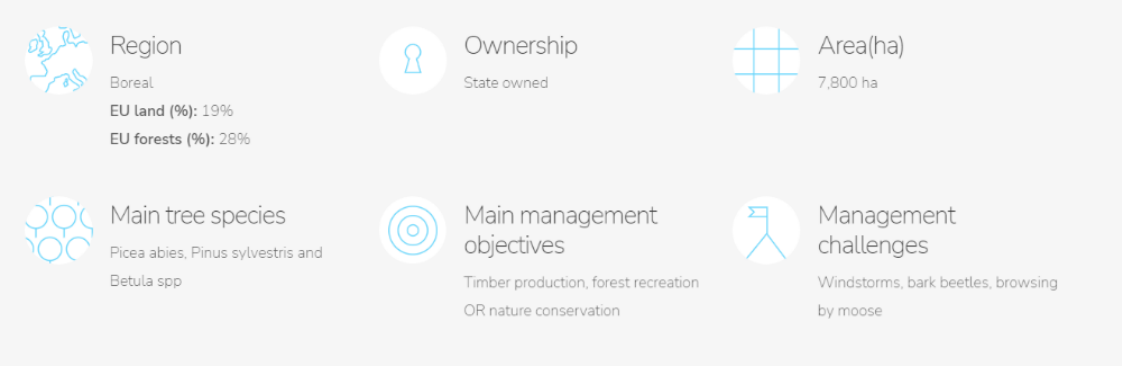
Infographics

One of the project's main communication approaches is to use eye-catching infographics to convey complex information and stand out in a dense communication environment. Three infographics were developed so far to illustrate the project objectives, case study areas, and the key facts around INFORMA's case studies.

Project objectives infographic



Case studies map



Case studies key facts

These graphics are on display on the project website and standard PowerPoint presentation, being available for use in other communication materials. In the future, other infographics will be developed for important project outputs and promotional videos.

Social media

On social media, publications are adjoined by eye-catching webcards and other visual materials such as GIFs and short videos that make the content more appealing and easier to visualize.

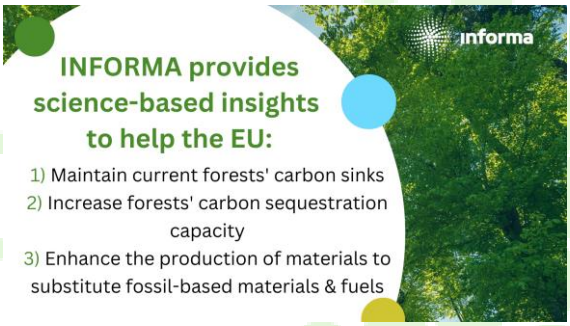


Photo imagery

Photos used as part of project deliverables and communication materials should not only depict uninhabited forests but also people and human-nature interactions, exemplifying the idea of sustainable forest management. Other themes that should be represented are the use of technology in forest management and the conservation of biodiversity.

Some examples of photos that reinforce the narrative of the project are shown below:

Credit: Adobe Stock

4. Word and PowerPoint templates

For visual consistency, Word and PowerPoint templates have been prepared in accordance with the visual identity presented above.

The Word template contains pre-set font styles, a cover page and document version history for deliverables, a content disclaimer and the EU funding acknowledgement, styles for tables and reference lists, among other features. It will also be used as a basis to develop a template for technical reporting.

The PowerPoint template consists of a simpler layout for use in internal project meetings and documents. A more elaborate template has also been developed for presentations at external events (see the item below "Standard PowertPoint presentation").

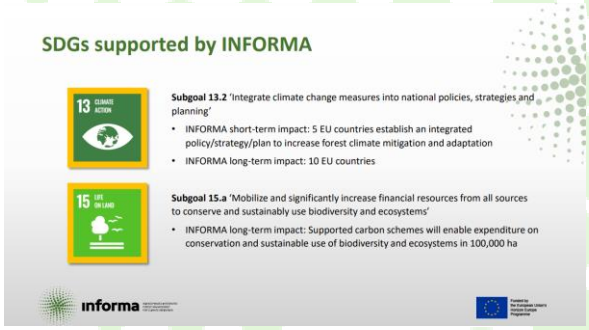
INFORMA Word template and reporting template

INFORMA PowerPoint template

5. Standard PowerPoint presentation

The standard PowerPoint presentation was developed to support project partners in presenting the main aspects of the project at external events. It contains 13 pre-prepared slides introducing the project objectives, case studies, Work Package structure, intended impacts, consortium member organisations and a list of challenges faced by the EU's forests.

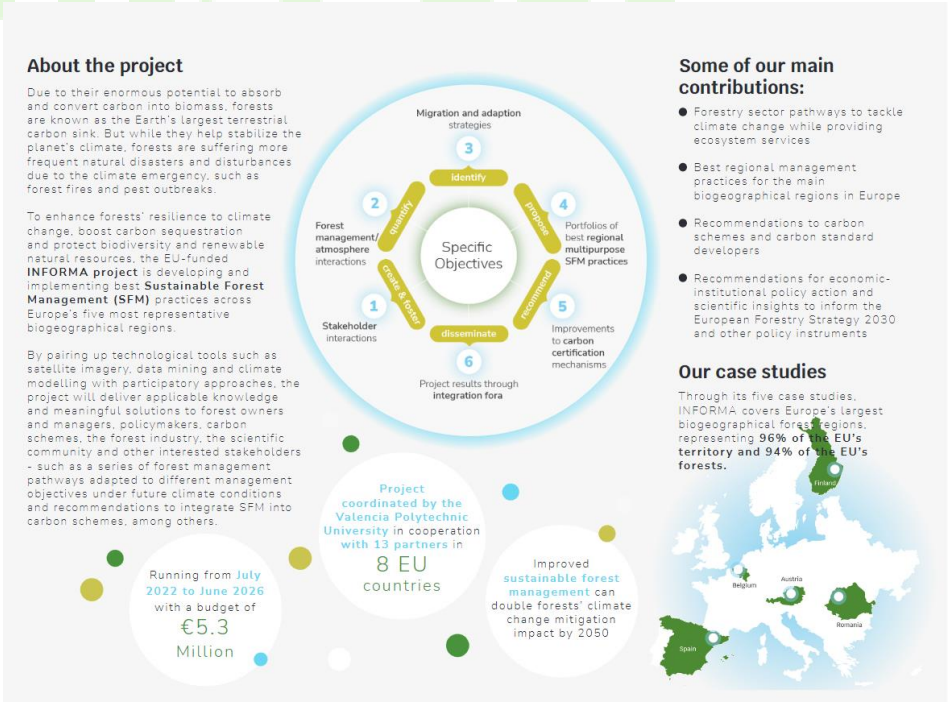
The presentation can be accessed on the project website in English and Spanish. An editable version is also available to partners via Microsoft Teams.



6. Flyer

A flyer was developed in printable and digital formats for promotional purposes. The printable version is a tri-fold brochure which is folded twice over the middle section of an A4 size paper, making six panels of the brochure. Because it was designed in an A4 size, it can be printed with any printer, but also professionally in a printing shop, which allows for flexibility depending on the available budget for communication of different events, partners, etc.

The digital version is available in a PDF format and can be downloaded from the project website, annexed to e-mails, presentations, etc. A version in Spanish was also developed.



7. Poster

A roll-up poster has been designed with INFORMA's main branding elements (project logo, photo imagery, EU funding statement, partner logos, etc) and key facts and figures for display at conferences, fairs, project meetings, trainings, etc.

It has been already translated into Spanish and printed for display at the 4th Forestry Congress of the Valencian Region, held on 10-11 November 2022 and attended by UPV project partners.

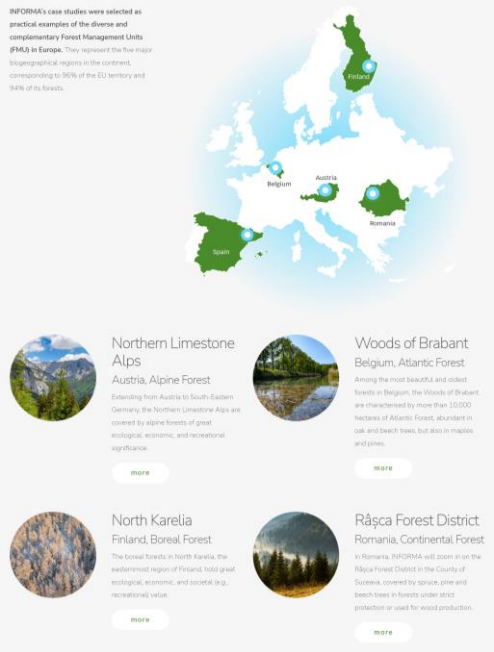
The roll-up can be viewed and downloaded from the project website in English and Spanish. Translation to other languages will also be considered in the future and prepared by EFI at the request of other partners.

8. Project presentation video

The project presentation video was developed for display at conferences, webinars, events, and uploaded to YouTube so it can be embedded on project partner websites and shared on social media. It outlines the key messages describing the project's most important goals, expected outcomes and involved partners, ending with the EU funding acknowledgement statement.

Produced by EFI's communication team, the video has a duration of 3 minutes and uses visuals, keywords, interviews with project participants and storytelling to create a compelling narrative around the project in a "reportage" style.

9. Website



For the INFORMA website (https://informa-forests.eu/), a clean, colourful and dynamic layout was developed in cooperation with an external design agency specialised in the WordPress Content Management System.

Heavy text blocks were avoided and a combination of boxes highlighting key facts and appealing photos has been utilised. A bar at the top of the main menu enables the user to access the content in the national languages of the project's 5 case studies.

The main menu is divided into the following sections:

- **About us**
  - **About the project**: key project facts and figures and a series of questions and answers on Sustainable Forest Management under climate change
  - **Project objectives**: an animated infographic detailing INFORMA's general and specific goals
  - **Work packages**: a list of INFORMA's WPs and their main objectives
  - **Our partners**: logos and links to the websites of INFORMA's partner institutions
  - **Coordination team**: short bios of INFORMA's team at UPV
- **Case studies**
  - **All case studies**: An animated map pinpointing the INFORMA case studies, summarising key information and providing links to their dedicated pages
  - **North Karelia**: demo description
  - **Northern Limestone Alps**: demo description
  - **Râsca Forest District**: demo description
  - **Segre-Rialb Basin**: demo description
  - **Woods of Brabant**: demo description
- **News & Events**

  - **News & Events**: News items and event listings, link to subscribe to the INFORMA newsletter
  - **Press corner**: compilation of media hits mentioning the project
- **Resources**: this section gathers where scientific publications, presentations, communication materials, tools and guidelines, deliverables and policy briefs
- **Glossary**: definition of key project terms compiled by the Scientific Committee
- **Contact us**: e-mail contacts from the coordination team

The website was developed and populated by EFI with the support of all partners, particularly the case study managers who provided input for their dedicated pages and translated the content into their national languages.

Annexes

I: Glossary of Terms

A compilation of terms related to forest areas, forest management, forest functions, forest structure and disturbances agreed upon by the INFORMA Scientific Committee. The Glossary provides clarity on key terms to facilitate information exchange and the forthcoming work of the project consortium, serving also as orientation for external researchers and other stakeholders interested in the project.

II: Branding guidelines

This set of guidelines was developed to provide a practical set of tips to the INFORMA partners on how to apply the project's colour codes and use the project logo.

informa SCIENCE-BASED INTEGRATED FOREST MANAGEMENT FOR CLIMATE MITIGATION

Funded by the European Union's Horizon Europe Programme

INFORMA GLOSSARY OF TERMS

Contents

DEFINITIONS **2**

1. Regarding FOREST AREA *2*

- BIOGEOGRAPHICAL REGION 2
- STUDY REGION 3
- FOREST MANAGEMENT UNIT 4
- FOREST PATCH 5
- FOREST STAND 6

2. Regarding FOREST MANAGEMENT *7*

- MANAGED FOREST 7
- UNMANAGED FOREST 8

3. Regarding FOREST FUNCTION *10*

- PRODUCTION FOREST 10
- PROTECTION FOREST 11
- RECREATIONAL FOREST 12

4. Regarding FOREST STRUCTURE *13*

- STAND DEVELOPMENTAL STAGES 13
- PRIMARY FOREST 14
- OLD-GROWTH FOREST 15

5. Regarding FOREST DISTURBANCES *16*

- DISTURBANCE PATCH 16
- UNDISTURBED PATCH 17
- LEGACY 18

REFERENCES **19**

DEFINITIONS

1. *Regarding FOREST AREA*

❖ BIOGEOGRAPHICAL REGION

- **Abbreviation or acronym (if available or frequently used): BR**
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Biogeographische Region
  - **BE:** Biogeografisch gebied; Région biogéographique; Biogeographische Region
  - **DE:** Biogeografische Region
  - **ES:** Región biogeográfica; regió bioeogràfica; eskualde biogeografikoa; rexión bioxeográfica
  - **FI:** Luonnonmaantieteellinen alue
  - **FR:** Région biogéographique
  - **NL:** Biogeografisch gebied
  - **RO:** Regiunea biogeografică

- **Definition**: In INFORMA, the BIOGEOGRAPHICAL REGION (BR) refers to the selected areas of relatively homogeneous ecological conditions with common characteristics. These are:

  (1) Boreal

  (2) Alpine

  (3) Atlantic

  (4) Continental

  (5) Mediterranean

❖ STUDY REGION

- **Abbreviation or acronym (if available or frequently used):** SR
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Studienregion
  - **BE:** Studiegebied; région d'étude; Studienregion
  - **DE:** Studienregion
  - **ES:** Región de estudio; regió d'estudi; aztertzeko eskualdea; rexión de estudo
  - **FI:** Tutkimusalue
  - **FR:** Région d'étude
  - **NL:** Studiegebied
  - **RO:** Regiunea de studiu

- **Definition**: In INFORMA, the STUDY REGION (SR) refers to the aggregated area within the corresponding biogeographical regions:

  (1) Northern Limestone Alps, Austria (Alpine)

  (2) Brabantse Wouden, Belgium (Atlantic)

  (3) Northern Karelia, Finland (Boreal)

  (4) Carpathian Mountains, Râșca Forest District, Romania (Continental)

  (5) Segre-Rialb Basin, Spain (Mediterranean)

❖ FOREST MANAGEMENT UNIT

- **Abbreviation or acronym (if available or frequently used):** FMU

- **Translation into the official national languages of the participating EU members:**
  - **AT:** Waldbewirtschaftungseinheit
  - **BE:** Bosbeheereenheid; waldbewirtschaftungseinheit; unité de gestion forestière
  - **DE:** Waldbewirtschaftungseinheit
  - **ES:** Monte - Unidad de Gestión Forestal, Mont - Unitat de Gestió Forestal; Monte - Baso Kudeaketa Unitatea; Monte - Unidade de Xestión Forestal
  - **FI:** Metsätalousyksikkö
  - **FR:** Unité de gestion forestière
  - **NL:** Bosbeheereenheid
  - **RO:** unitate de producție

- **Definition**: In INFORMA, a FOREST MANAGEMENT UNIT (FMU) refers to a defined area of mainly forested land that forms a single administrative entity for planning and management purposes. Management units are the basis of management plans, projects and actions. They may be further divided into smaller divisions, such as patches and stands (see definitions below). They themselves may be part of a larger administrative unit.

❖ FOREST PATCH

- **Abbreviation or acronym (if available or frequently used):** FP
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Waldversuchsfläche
  - **BE:** Bosvlek; parcelle de forêt; Waldversuchsfläche
  - **DE:** Waldversuchsfläche
  - **ES:** Cantón; cantó; baso kantonamendua; cantón
  - **FI:** Metsänkäsittelyalue
  - **FR:** Parcelle de forêt
  - **NL:** Bosvlek
  - **RO:** unitatea de gospodărire (SUP/SG)

- **Definition**: For the purpose of INFORMA project, a FOREST PATCH (FP) refers to a forest area that is a candidate for inclusion, or that has been included, in the INFORMA Forest Management Platform. A forest patch, preferably larger than 50 ha, can consist of several forest stands of different age classes, and thus of different forest developmental stages, but under the same forest management regime. Furthermore, it is homogeneous in terms of species composition and site conditions.

❖ FOREST STAND

- **Abbreviation or acronym (if available or frequently used): FS**
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Bestand
  - **BE:** Bosopstand; peuplement forestier; Bestand
  - **DE:** Bestand
  - **ES:** Rodal; rodal; basoko harmaila; rodal
  - **FI:** Metsikkö
  - **FR:** Peuplement forestier
  - **NL:** Bosopstand
  - **RO:** arboret

- **Definition**: In INFORMA, a FOREST STAND (FS) refers to a community of trees possessing sufficient uniformity in composition, age, arrangement or condition to be distinguishable from adjacent stands, and forming the smallest silvicultural or management entity. Forest stands are the measurement unit for modelling in INFORMA context and will preferably have an extent of more than 1 ha, if possible, but in any case, more than 0,25 ha.

2. *Regarding FOREST MANAGEMENT*

❖ MANAGED FOREST

- **Abbreviation or acronym (if available or frequently used):** MF
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Bewirtschafteter Wald
  - **BE:** Beheerd bos; forêt gérée; Bewirtschafteter Wald
  - **DE:** Bewirtschafteter Wald
  - **ES:** Bosque gestionado; bosc gestionat; baso kudeatua; bosque xestionado
  - **FI:** Hoidettu metsä
  - **FR:** Forêt gérée
  - **NL:** Beheerd bos
  - **RO:** Pădure gestionată

- **Definition**: In INFORMA, a forest area is considered as MANAGED FOREST (MF) when a certain silvicultural regime is applied to the area, including some recurrent management interventions such as planting, thinning or harvesting. Also, extensively managed systems with thinning frequencies of less than once per decade in older stands are considered managed. Alternative management activities, like grazing/pasturage or NTFP harvesting, should also be considered.

❖ UNMANAGED FOREST

- **Abbreviation or acronym (if available or frequently used):** UF
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Unbewirtschafteter Wald
  - **BE:** Onbeheerd bos**;** forêt non gérée; Unbewirtschafteter Wald
  - **DE:** Unbewirtschafteter Wald
  - **ES:** Bosque no gestionado; bosc no gestionat; kudeatu gabeko basoa; bosque non xestionado
  - **FI:** Hoitamaton metsä
  - **FR:** Forêt non gérée
  - **NL:** Onbeheerd bos
  - **RO:** Pădure fără intervenții silviculturale
- **Definition**: In INFORMA a forest area is considered as an UNMANAGED FOREST (UF) when preferably at least 50 (but depending on the region 20) years of zero-management has been applied. Unmanaged forests may include primary forests, unmanaged forest reserves, unmanaged forests after conversion or transition from other land uses (e.g. agriculture), or abandonment (i.e. non-management) of forest after a large disturbance event such as wildfires or windstorms or other socioeconomical drivers.
- **Categorization:** In INFORMA, unmanaged forests are subdivided into four categories:

a) Primary forest: a naturally regenerated forest of native species that has been left unmanaged for long periods of time (at least 100 years), and that shows no indications of human-induced disturbance or management (wood harvesting, including firewood, grazing/pasturage and non-timber forest products (NTFP) harvesting or collecting) and the ecological processes are not significantly disturbed.

b) Unmanaged reserve: This category includes previously managed forests, often old-growth forests, where management was discontinued by any active decision or socioeconomic reasons.

c) Unmanaged after disturbance: a forest that regenerated after a large disturbance event and where no management interventions have been performed since the disturbance.

d) Abandoned non-forest land: this category includes spontaneous forest development after another land use was phased out, such as agriculture or grazing.

In fact, categories a and b represent together late-successional unmanaged forests, while the categories c and d form together early-successional unmanaged forests.

3. *Regarding FOREST FUNCTION*

❖ PRODUCTION FOREST

- **Abbreviation or acronym (if available or frequently used):** PROD
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Wirtschaftswald
  - **BE:** Productiebos; Forêt de production; Wirtschaftswald
  - **DE:** Wirtschaftswald
  - **ES:** Bosque de producción; bosc de producció; ekoizpen basoa; bosque de produción
  - **FI:** Metsämaa
  - **FR:** Forêt de production
  - **NL:** Productiebos
  - **RO:** Pădure cu funcții de producție

- **Definition**: In the context of the INFORMA project, a PRODUCTION
- (PROD) forest refers to a forest which is predominantly managed for providing timber and non-timber forest products.

❖ PROTECTION FOREST

- **Abbreviation or acronym (if available or frequently used):** PROT
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Schutzwald
  - **BE:** Bescherming bos; Forêt de protection; Schutzwald
  - **DE:** Schutzwald
  - **ES:** Bosque de protección; bosc de protecció; babes basoa; bosque de protección
  - **FI:** Suojametsä
  - **FR:** Forêt de protection
  - **NL:** Bescherming bos
  - **RO:** Pădure cu funcții de protecție

- **Definition**: In the context of the INFORMA project, a PROTECTIVE (PROT) forest refers to a forest which is predominantly managed for reinforcing the inherent ecological processes, thus providing ecosystem services such as clean water and air, pollination, erosion control, etc.

❖ RECREATIONAL FOREST

- **Abbreviation or acronym (if available or frequently used):** RECR
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Erholungswald
  - **BE:** Recreatief bos; Forêt récréative; Erholungswald
  - **DE:** Erholungswald
  - **ES:** Bosque de recreo; bosc recreatiu; aisialdirako basoa; bosque recreativo
  - **FI:** Virkistyskäyttömetsä
  - **FR:** Forêt récréative
  - **NL:** Recreatief bos
  - **RO:** Păduri cu rol recreativ și social

- **Definition**: In the context of the INFORMA project, a RECREATIONAL (RECR) forest refers to a forest which is predominantly managed for cultural purposes, such as recreation, landscape beauty, spirituality and/or cultural identity.

4. *Regarding FOREST STRUCTURE*

❖ STAND DEVELOPMENTAL STAGES

- **Abbreviation or acronym (if available or frequently used):** SDS
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Bestandsentwicklungsstadien
  - **BE:** Opstandsontwikkelingsstadia; les stades de développement des stands; Bestandsentwicklungsstadien
  - **DE:** Bestandsentwicklungsstadien
  - **ES:** Estrato forestal; estrat forestal; baso-geruza; estrato forestal
  - **FI:** Metsän kehitysvaiheet
  - **FR:** Les stades de développement des stands
  - **NL:** Opstandsontwikkelingsstadia
  - **RO:** Etapele de dezvoltare ale arboretului

- **Definition**: The different STAND DEVELOPMENTAL STAGES (SDS) used within INFORMA are:

  a) Young = top height < 130 cm

  b) Thicket = top height > 130 cm, DBH 0-10 cm

  c) Pole = DBH 10-20 cm

  d) Mature = DBH > 20 cm

❖ PRIMARY FOREST

- **Abbreviation or acronym (if available or frequently used): PF**
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Urwald
  - **BE:** Oerwoud; forêt primaire; Urwald
  - **DE:** Urwald
  - **ES:** Bosque primario; bosc primari; baso primarioa; bosque primario
  - **FI:** Luonnontilainen metsä
  - **FR:** Forêt primaire
  - **NL:** Oerwoud
  - **RO:** Pădure primară

- **Definition**: In INFORMA a PRIMARY FOREST (PF) is defined as a naturally regenerated forest of native species that has been left unmanaged for long periods of time (at least 100 years), and that shows no indications of human-induced disturbance or management (wood harvesting, including firewood, grazing/pasturage and NTFP harvesting or collecting) and the ecological processes are not significantly disturbed.

❖ OLD-GROWTH FOREST

- **Abbreviation or acronym (if available or frequently used):** OGF
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Altbestand
  - **BE:** Matuur bos; forêt ancienne; Altbestand
  - **DE:** Altbestand
  - **ES:** Bosque maduro; bosc madur; baso heldua; bosque maduro
  - **FI:** Vanha metsä
  - **FR:** Forêt ancienne
  - **NL:** Matuur bos
  - **RO:** Pădure seculară

- **Definition**: In INFORMA, an OLD-GROWTH FOREST (OGF) is defined as a forest containing a considerable amount of large old trees and often also large deadwood. It is not primary because there are indications of past or present forest management (wood harvesting, including firewood, grazing/pasturage and NTFP harvesting or collecting), agricultural use, or any other human intervention.

5. *Regarding FOREST DISTURBANCES*

❖ DISTURBANCE PATCH

- **Abbreviation or acronym (if available or frequently used):** DP

- **Translation into the official national languages of the participating EU members:**
  - **AT:** Waldstörungsfläche
  - **BE:** Verstoringspatch; parcelle perturbée; Waldkatastrophenfläche (Waldstörungsfläche)
  - **DE:** Waldkatastrophenfläche (Waldstörungsfläche)
  - **ES:** Zona de perturbación; zona de pertorbació; asaldura-eremua; zona de perturbación
  - **FI:** Luonnontuhoalue
  - **FR:** Parcelle perturbée
  - **NL:** Verstoringspatch
  - **RO**: Zonă cu perturbări (disturbanțe)

- **Definition**:

  In INFORMA, a DISTURBANCE PATCH (DP) refers to a contiguous area affected by a single disturbance event, including a wildfire, windstorm, bark beetle or defoliating moth attack, or severe drought.

❖ UNDISTURBED PATCH

- **Abbreviation or acronym (if available or frequently used):** UDP

- **Translation into the official national languages of the participating EU members:**
  - **AT:** ungestörte Waldfläche
  - **BE:** Niet verstorende patch; patch de non perturbation; ungestörte Waldfläche
  - **DE:** ungestörte Waldfläche
  - **ES:** Zona sin perturbación; zona sense pertorbació; trabarik gabeko zona; zona sen perturbacións
  - **FI:** Metsäalue jolla ei ole esiintynyt luonnontuhoja
  - **FR:** Patch de non perturbation
  - **NL:** Niet verstorende patch
  - **RO:** Zonă fără perturbări (disturbanțe)

- **Definition**:

  In INFORMA, an UNDISTURBED PATCH (UDP) refers to a contiguous area that has not been affected by one or more disturbance events, including wildfires, windstorms, bark beetle or defoliating moth attacks, or severe droughts.

❖ LEGACY

- **Abbreviation or acronym (if available or frequently used):** L
- **Translation into the official national languages of the participating EU members:**
  - **AT:** Erbe
  - **BE:** Erfenis; heritage; Erbe
  - **DE:** Erbe
  - **ES:** Legado; llegat; ondarea; legado
  - **FI:** Perintö
  - **FR:** Héritage
  - **NL:** Erfenis
  - **RO:** Moștenire

- **Definition**: For the purpose of INFORMA project, the LEGACY (L) of a forest area refers to a collection of natural and human-induced past events in the forest area that have long-lasting and large impacts on the future forest development and structure. This includes, among others, periods of intensive management or past agricultural or grazing use, large wildfires, windstorms, flooding, pest attacks and disease infections.

REFERENCES

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BRAND GUIDELINES

informa

SCIENCE-BASED INTEGRATED
FOREST MANAGEMENT
FOR CLIMATE MITIGATION

WHY THESE GUIDELINES?

To ensure INFORMA's branding consistency, we have prepared these branding guidelines. INFORMA's identity should be recognised not only by project members but also external people such as forest management stakeholders.

NEED HELP OR HAVE QUESTIONS?

If you need specific material (flyer, poster, template, etc.) feel free to contact:
Gabriela Rueda
(gabriela.rueda@efi.int)

COLOUR CODE

Main colours

#45752e

#1d1d1b

Supporting colours

#6dd9fc

#cfc532

#ffffff

FONT (for graphic material only)

Nunito Sans extra bold

Nunito Sans semi bold

Nunito Sans extra regular

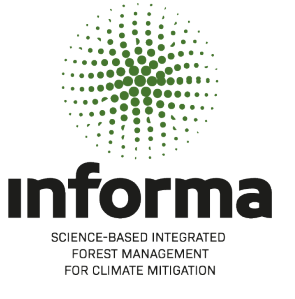
Nunito Sans italic

Nunito Sans extra light

HOW TO USE THE LOGO

The same principles apply when using the horizontal version of the logo and the project icon.

YES



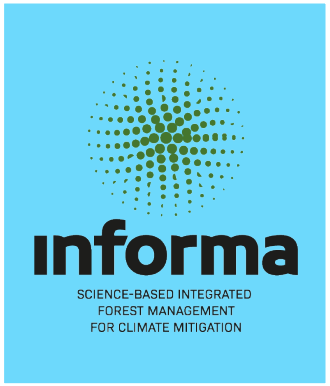
Logo in colour /
White or light grey background

Logo in white/ Dark green or any other contrasting background colour

Logo in black / White or contrasting colour background

Logo in white/ Contrasting photo as background

NO



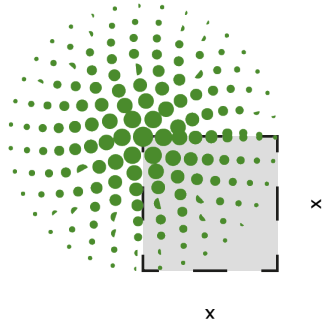
Logo in colour / Colour background

Logo in colour/ Any photo as background

LOGO/ ICON GUIDELINES

Please make sure to always leave some space around the logo. This ensures that the logo stands from the content around it.

When increasing or decreasing the size of the logo, please always do this proportionally. Do not expand the logo only from one side.



The logo and the icon's exclusion zone is equal to half the height of the icon (marked as × in the diagram).

LOGO/ ICON VERSIONS

There are two logo versions. You are free to use whichever you prefer. We recommend the following:

Horizontal logo: recommended for visual material like videos, flyers, and PPT presentations.

Vertical logo: Preferably use when horizontal space is limited.

Project icon: Can be used as profile picture on social media or when the logo is repeatedly shown, like PPTs.

Horizontal logo

Vertical logo

Project icon

COLOUR CODES

These are colour references that you can use for digital documents as well as printing material.

The grandients shown are suggestions, they can vary depending on the context.

Main colours

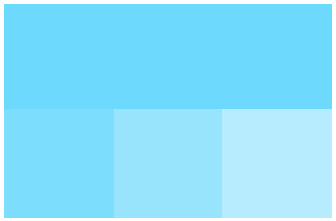
COLOUR CODE

CMYK: 76% 32% 100% 19%
RGB: 69 117 46
Web: #45752e

COLOUR CODE

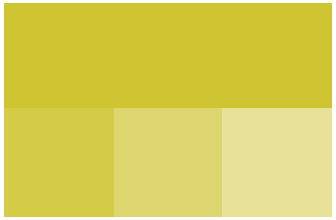
CMYK: 74% 65% 63% 81%
RGB: 29 29 27
Web: #1d1d1b

Supporting colours



COLOUR CODE

CMYK: 53% 0% 3% 0%
RGB: 109 217 253
Web: #6dd9fc



COLOUR CODE

CMYK: 24% 13% 89% 1%
RGB: 207 197 50
Web: #cfc532