

LIFE PINNACARE

LIFE24-NAT-ES-PINNACARE/101216239



RESPONSIBLE UCV

PARTICIPANT 1..... CSIC

PARTICIPANT 2..... IOPR

PARTICIPANT 3..... LMU

PARTICIPANT 4..... UAEGEAN

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PARTICIPANT 8..... UMU

PARTICIPANT 9..... UNIZD

PARTICIPANT 10..... AqP

INDEX

1. ABSTRACT	1
2. PARTICIPANTS OF THE LOGO DESIGN	2
3. DESCRIPTION OF THE LOGO CREATION PROCESS	3
4. CONCLUSIONS	4



1. ABSTRACT

The LIFE24-NAT-ES-PINNACARE/101216239 project is an implementation and improvement of different previous projects at both European and national level in respective EU countries. The LIFE PINNACARE project brings together universities and technology centers from Spain, France, Germany, Italy, Greece, and Croatia and benefits from the presence of the best experts working on fan mussel conservation worldwide, who together have produced hundreds of influential scientific publications and innovations related to fan mussel conservation. Its objective is the conservation of the fan mussel (*Pinna nobilis*), a critically endangered bivalve mollusk. The protozoa *Haplosporidium pinnae* and *Mycobacterium* sp. are considered to be the milestone that brought the species to the brink of extinction, but it is now believed that a previous widespread infection by a picornavirus was the main factor that caused mass mortality by weakening the species' immune system.

For all these reasons, the shape of the fan mussel and the logo of the previous LIFE PINNARCA project (LIFE20-NAT/ES/001265), developed with the contribution of the European Union's LIFE Program, have been taken as the basis. At the end, what is fundamental for the protection and recovery of the species is the dissemination of the problem together with the participation of citizens and the different sectors involved, with a special emphasis on environmental improvement and the creation of synergies with other ecological conservation initiatives at the national and international level.

A good way to raise public awareness and disseminate the results is to design a recognizable logo for the species, which will serve to better identify the PINNACARE project. In basic terms, the logo is a character, a personified image that becomes a symbolic representation of a brand or even a European project, as is our case.

The objective of this deliverable **was to create a logo design that would become the European image of the "LIFE PINNACARE" project**, achieving a sign of identification for the project, which will be used as a complement in the dissemination of project information through different channels: written documents, scientific articles, T-shirts, posters, websites, social networks, etc.

2. PARTICIPANTS OF THE LOGO DESIGN

The following entities and organizations belonging to the countries (Spain, Germany, Croatia, France, Italy and Greece) participated in the project:

1. FUNDACION UNIVERSIDAD CATOLICA DE VALENCIA SAN VICENTE MARTIR (UCV)
2. AQUARIUM PULA D.O.O (Aquarium Pula)
3. UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II (UNINA)
4. SVEUCILISTE U ZADRU (UNIZD)
5. LUDWIG-MAXIMILIANS-UNIVERSITAET MUENCHEN (LMU MUENCHEN)
6. PANEPISTIMIO AIGAIUO (UAEGEAN)
7. AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS (CSIC)
8. UNIVERSIDAD DE ALICANTE (UA)
9. INSTITUT DE RECERCA I TECNOLOGIA AGROALIMENTARIES (IRTA - CERCA)
10. INSTITUT OCEANOGRAPHIQUE PAUL RICARD (IOPR)
11. UNIVERSIDAD DE MURCIA (UMU)

3. DESCRIPTION OF THE LOGO CREATION PROCESS

It is clear that the new logo must reflect the species to be protected, so that it is fully recognisable both to experts in the field of bivalves and to anyone in the general public with a minimum knowledge of marine species.

On the other hand, it must incorporate ideas from previous national and European projects. For this reason, it has been decided to use the logo from the last European project funded by LIFE as a starting point and add a double asterisk symbolising the continuation of this emblematic Mediterranean species.

The process of selecting the idea and design for the logo is shown below:

Logo of LIFE PINNARCA starting project:



Logo of LIFE PINNACARE selected (different background):



Below are links to the project logo designed in JPG/PNG/PDF formats with blue and white backgrounds, available for direct download in high quality.

- White background
<https://drive.google.com/file/d/1wkrrn0ukA4I61xmP2vhr0FcLk5gmXNrHX/view?usp=sharing>
- PDF
<https://drive.google.com/file/d/1bltp7SdudWi1p5B55p4MhmWDgJ7O294Z/view?usp=sharing>
- Transparent background (PNG)
<https://drive.google.com/file/d/1cLhrePzU1aXAc5QMRX5ctUqNelaOYi16/view?usp=sharing>
- Blue letters
<https://drive.google.com/file/d/1MxtHoKVoxPa6rfM3O7HqrUOvE2lyxfMM/view?usp=sharing>
- Blue background
https://drive.google.com/file/d/1ogmyoqAxQ8swYbJH8uW2_9WpZR14BvP/view?usp=sharing

4. CONCLUSIONS

We have successfully designed a logo that represents the species we are protecting, *P. nobilis*, in a coherent, simple, schematic, and easily recognizable way.

The logo is available in the most commonly used formats so that it can be used in different publications or presentations.

In addition, the quality of the logo ensures high-quality printing.