



BIOBORD  
PLATFORM

# BIOBORD OPERATING MODEL

## Guide 3: Communication Guide for Biobord Members

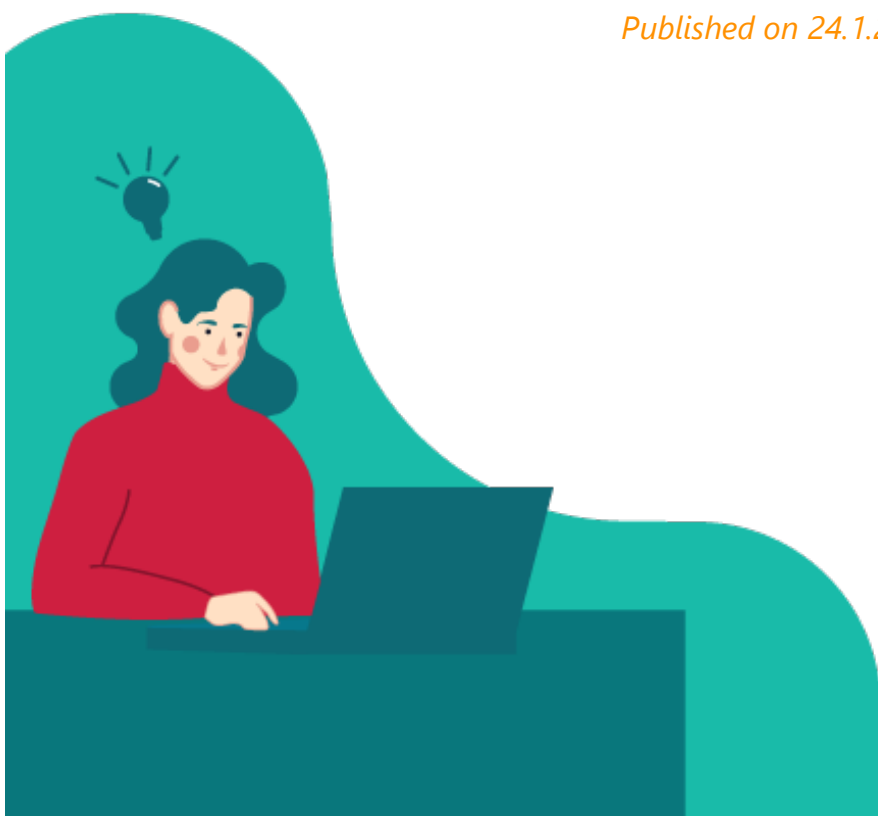
*Published on 24.1.2020*



 **Interreg**  
Baltic Sea Region



EUROPEAN UNION  
EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND



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## 1. Introduction

This guide provides information on Biobord platforms **Design and Communication guidelines**. You will get known to the basic elements of Biobord's visual look and communication targets. With this guide we want to make Biobord's communications more effective and clarify the purpose of our platform. This guide is for the Biobord Network Members, in the piloting phase represented by the RDI2CluB partners, and it should be applied by all members in all communication and marketing efforts related to Biobord piloting in 2020.

Biobord platform and its joint operating model for the network of bioeconomy innovation hubs has been developed in a user-centered, iterative design process involving piloting with end-users. This document represents the first version of a joint communication guide for the Biobord network to be used by the network in the second piloting round communication and marketing activities in spring 2020. The guide will be upgraded based on user feedback to establish a sustainable communication and marketing approach and brand for the Biobord network and platform.

All communication and marketing materials related to Biobord should represent the joint brand of Biobord to support the vision of the network and platform. Therefore, a unified visual outlook with typography, color palette, logo as well as shared communication and marketing materials has been developed. The visual outlook of the platform, including the characters and illustrations, are repeated in the communication materials to raise the recognizability of the brand. Furthermore, all communication and marketing of Biobord should carry the joint message of Biobord and the service promise our network offers for its users, although the message can be translated to regional languages.

Feedback on the guide is welcomed continuously under the 'Biobord Network Lounge' of the Biobord Forum. In addition, specific feedback on the visual outlook and brand will be collected and analyzed as a part of the Biobord piloting.

Please make sure the content you post related to Biobord is appropriate. It is prohibited to post harmful content towards any person or groups, confidential information on any party, personal information on any party or party member, anything violating local or international laws. Please follow copyright laws.

## 2. Typography

On Biobord platform, we use two fonts Lato and Rubik that have been integrated to the ready Office - templates for your convenience. Rubik is for headings and Lato is our main font. In word documents, it is recommended to use Lato regular in size 11, or 10.5 as applied in the Word -templates. If you are unable to download this font, please use Calibri

Lato and Rubik are both available on Google Fonts. They are easily downloadable and widely used fonts. You can download Lato and Rubik from links below:

- <https://fonts.google.com/specimen/Lato>
- <https://fonts.google.com/specimen/Rubik>


### 2.1 Instructions on Downloading fonts

To download the font from Google Fonts at e.g. <https://fonts.google.com/specimen/Lato>

**First**, click on the "Select this font" -button on up right of the font introduction

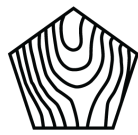


**Second**, a small window will pop up in the right corner below. Click once to open it.

A dark grey rectangular pop-up window with a thin horizontal line on the right side. It contains the text "1 Family Selected" in white.

1 Family Selected

**Third**, click on the "download" -button



## 1 Family Selected

Your Selection [Clear All](#)



Rubik

EMBED

CUSTOMIZE

Load Time: Fast

### Embed Font

To embed your selected fonts into a webpage, copy this code into the <head> of your HTML document.

**STANDARD** @IMPORT

```
<link href="https://fonts.googleapis.com/css?family=Rubik&display=swap" rel="stylesheet">
```

### Specify in CSS

Use the following CSS rules to specify these families:

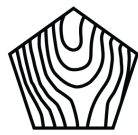
```
font-family: 'Rubik', sans-serif;
```

For examples of how fonts can be added to webpages, see the [getting started guide](#).

The "download" -button is located in the right corner



**Fourth**, the file will be downloaded as a zip-file. Open it and install each mode of the font.



## 2.2 Main Font, Lato

### Lato Regular

abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

### Lato Bold

abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

### Lato Italic

abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

### Lato Light

abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

### *Lato Light Italic*

*abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?*

### *Lato Bold Italic*

*abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?*

### Lato Hairline

abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

### *Lato Hairline Italic*

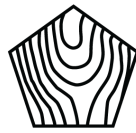
*abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?*

### Lato Black

abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

### *Lato Black Italic*

*abcdefghijklmnopqrstuvwxyzåö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?*



## 2.3 Second Font, Rubik

Rubik Regular

Abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

**RubikBold**

**Abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?**

*Rubik Italic*

*Abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?*

RubikLight

Abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

*Rubik LightItalic*

*abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?*

***RubikBoldItalic***

***abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?***

RubikMedium

abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

*RubikMedium Italic*

*abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?*

RubikBlack

abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?

***RubikBlack Italic***

***abcdefghijklmnopqrstuvwxyzääö ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ 1234567890,-!?***

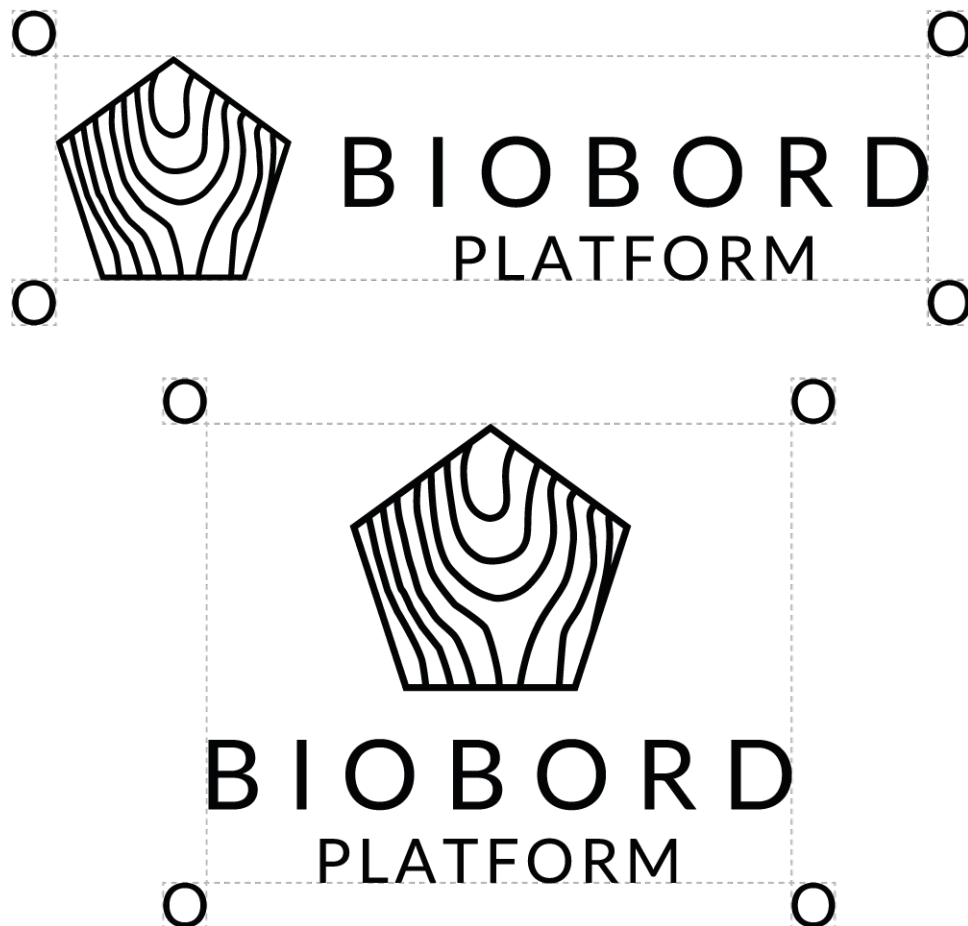
### 3. Biobord Logo

The main layouts of Biobord's logo and how to place the logo on backgrounds and photos are presented in this section of the Guide.

The logo versions are available for the Biobord network members under the resources in the cabinet 'Shared communication resources for Biobord brand' under the 'Biobord Network Lounge' cabinet. The logos are tagged 'Biobord'.

#### 3.1 Framing of the Logo

Frame the logo using the size of letter "o" from the word "platform". The letter "o" references the size of the frame which needs to be empty when placing the logo.



**Figure 1: Framing Biobord Logo**



## 3.2 Examples of Using the Logo

In Figures 2-7, you can find examples of the correct ways of using the Biobord logo.



**Figure 1: Colored logo on white background**



**Figure 2: Black logo on white background**



**Figure 3: White logo on colored background**



**Figure 4: White logo on dark background**



**Figure 5: White logo on a dark background photo**



**Figure 6: Black logo on a light background photo**

### 3.3 Incorrect Ways of Using the Logo

In Figures 8-11, you can find examples of incorrect ways of using the logo which should be avoided.



**Figure 8: Colored logo on black background**



**Figure 9: Don't use black logo on a colorful background**



**Figure 10: Example of incorrect use of logo with resized logo segments**

As demonstrated in Figure 10, it is not allowed to resize parts of the logo.



**Figure 11: Examples of incorrect use of logo with wrong color choices.**

As demonstrated in Figure 9, you should avoid the following uses of logo:

- Don't modify logo's colours; you are allowed to use shared logos, but do not edit or modify the colours or segments of the logo in any way (shape, placement or colour)
- Avoid using the colourful logo version on photos, you should use either black or white versions of the logo in connection to photos.

### 3.4 Other Logos

In the RDI2CluB piloting phase and during the project lifetime, always remember to apply the Interreg BSR programme logos and the EUSBSR Flagship label in accordance with the RDI2CluB Communication Guide when developing communication and marketing materials.

The Interreg BSR programme logos and the EUSBSR Flagship label are applied in the shared communication materials where relevant for your assistance.

### 3.5 Use of Logo

Use of logo is necessary in all communication and marketing materials related to Biobord network and platform including:

- [Presentations](#)
- [Leaflets and brochures](#)
- [Posters and roll-ups](#)
- [Descriptions of Biobord and/or its services on organisation's website](#)

The use of logo is possible also in small promotional items and videos posted on Biobord, if partners are planning such.

## 4. Main Messages and Slogans

### 4.1 Biobord Slogans

Main slogan of the Biobord network and platform is **'Biobord - Connecting Bioeconomy Developers'**. This is the simple mission statement accompanied by the more in-depth description as presented below in 4.2.

The network has also selected an inspirational slogan that can be used in the communication materials. This slogan is **'Biobord – Innovation is in Our Nature'**.

### 4.2 Biobord Mission Statement

The main content of the Biobord Mission Statement should be unified in all communication about Biobord by the network members. The text can be used in parts and summarized, but there should be no contradictions to the joint mission statement published on Biobord. The statement is applicable during the RD12CluB project's Biobord piloting round 2.

*By 2030, the world will need 50% more food, 45% more energy, and 30% more water. The solution is bioeconomy that is based on the sustainable use of renewable resources as well as circular economy models. Bioeconomy utilizes clean technologies that enable the efficient use of natural resources and nutrients, while ensuring biodiversity and supporting climate change mitigation.*

*Our mission is to bring together bioeconomy developers to a joint table to solve global and local challenges with bioeconomy innovations. Biobord connects bioeconomy innovation networks around the Baltic Sea Region to share ideas, find partners and work together to create business opportunities in bioeconomy. Together we build knowledge and raise awareness on sustainable and viable bioeconomy business potential in Baltic Sea Region.*

*Biobord is a place for you, if you are interested in viable and sustainable biobased business and networking with bioeconomy developers around the Baltic Sea Region. Find people with shared interests, team up and get support from our network of bioeconomy experts to build your business or launch your innovation to the markets.*

*Our growing network has been initiated by the following regions around Baltic Sea that specialize in bioeconomy:*

- *Central Finland*
- *Hedmark County in Norway*



- *Świętokrzyskie Voivodeship in Poland*
- *Vidzeme in Latvia*
- *Estonia*

*Together we are piloting Biobord.eu as a meeting, co-working and innovation forum for bioeconomy developers with a passion for rural viability and sustainability.*

*Join our journey and share your experiences with us to help us develop the Biobord.eu platform. We are piloting the platform as a part of RDI2CluB project in 2019-2020 to improve our service based on the user experiences.*

## 4.2 Biobord Service Promises for User

The main content of the Biobord service promises for the user should be unified in all communication about Biobord by the network members. The text is not to be used in the exact form, but there should be no contradictions to the public service promises on Biobord. This content is applicable during the RDI2CluB project's Biobord piloting round 2.

### 4.2.1 Open Biobord Forum Service Promise

**Open Biobord Forum** is a networking, matchmaking and teambuilding area for bioeconomy developers to find new opportunities, expertise and partners.

*Whether you are looking for help with your business idea or partners to a research pilot, this is a forum for you. Look for and share timely announcements on funding opportunities and possibilities of getting involved in projects, pilots, networks and ventures.*

*In the 'Open Biobord Forum', you can search for new contacts. If you are looking for expertise, partners or talented professionals for a project or business venture, just post a topic where you describe what you are looking for. You are also welcome to share your expertise and introduce yourself at the Forum.*

*For solving your business challenges with fresh ideas, new technologies and innovation, you are also welcome to post your call for innovation. The growing network of bioeconomy developers may just entail the right solution for you – or we may jointly establish a group to solve it. In case you have no luck right away, no worries. Our Biobord Staff will be in contact with you and help you in your quest.*

### 4.2.2 Biobord On Stage Service Promise

**Biobord on Stage** provides you information about the online events of Biobord Network. The events are announced in this discussion area. After the event, the materials are shared

*and discussion on outcomes may continue under the event topic. Events include 'Hubs on Stage' -events hosted by the Biobord network members, as well as tailored events for bioeconomy developers to network and find connections.*

**Hubs on Stage** is an online event that brings the regions of the Biobord network to the stage with their specific cases. The hubs will take turns in hosting this 60-minute event during September 2019- June 2020. Hosting region can share their best practices or introduce new initiatives to the network. The event should contain an interactive section with development questions for the network. The event can also be used for getting feedback for a development plan or idea.

*Joint in and get to know new contacts and competences from the network. 'Hubs on Stage' is taking place every second Tuesday of the month at 3.00 pm FI/LV/EE time and 2.00 pm NO/PL time. The specific event announcement will be shared under this category.*

**Would you like to get on stage?**

*The stage is open for bioeconomy companies looking for information on and contacts to the Baltic Sea markets. Whether you are looking for international partners or thinking about starting exporting venture, we'll assemble an expert panel to hear your case and give you feedback and guidance on the way forward.*

*'On Stage' events are 45 -60 minutes online events with a 15-20 minutes presentation from the company following feedback and discussion with the invited panellists. Currently, our pool of experts is focusing on Finland, Norway, Poland, Latvia and Estonia.*

*Send us a private message via Biobord to describe your case and we'll help you to set up an 'On stage' event for you within 30 days. We will also jointly agree whether the event is open or limited access.*

#### 4.2.3 Biobord Network Actions Service Promise

**Biobord Network Actions** is for international co-operation in bioeconomy development.

*The forum is for planning joint and implementing international actions for boosting bioeconomy development and innovations. In addition, we welcome all Biobord users to share their best practices, experiences & knowledge on bioeconomy with the international network.*

*Biobord network is using this forum for implementation of the Joint Action Plans of the network. Join us in the on-going actions, follow our results and propose new ideas!*



## 5. Color Palette of Biobord

The color palette for Biobord is individually designed to fit with platforms visual look and support the brand.

The color palette is integrated in the shared communication and marketing materials of Biobord network, including the Office templates for Biobord communication. In addition, the color palette should be adapted to all other communication and marketing materials on Biobord network and platform.



Turquoise	Minty green	Orange	Yellow
HEX #006975	HEX #00c5b3	HEX #ff9000	HEX #ffcf11
RGB (0,105,117)	RGB (0,197,179)	RGB (255,144,0)	RGB (255,207,17)

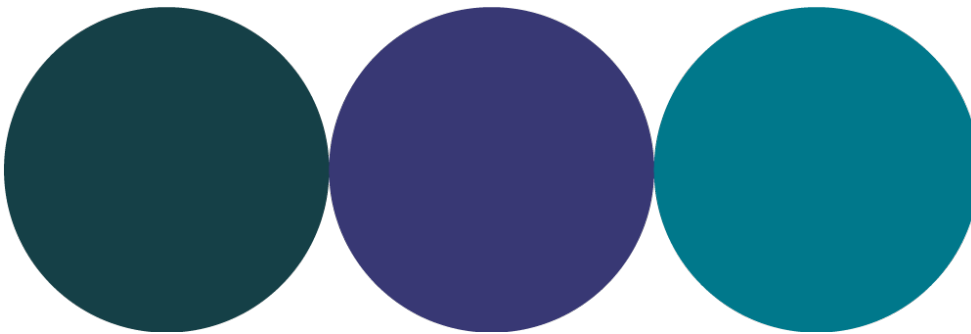
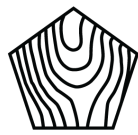
**Figure 12: Primary colors of Biobord**

Texts in Word documents are written mainly in basic Black (#000000), so documents are readable. In

PowerPoint documents, text can be either basic Black (#000000), basic White (ffffff) or Turquoise (#006975).

Minty green, Orange and Yellow can be used for highlighted texts.

The secondary colors features in Figure 13 are included in Office themes in e.g. tables and smart art. They can be used to compliment the main theme colors.



Dark cyan	Violet	Dark teal
HEX #154047	HEX #383874	HEX #00788b
RGB (21,64,71)	RGB (56,56,116)	RGB (0,120,139)

**Figure 13: Secondary colors of Biobord**

The color palettes for Biobord are included in each shared Office theme. You can find Biobord's colors from **fonts section > color selector > theme's colors**.

## 6. Biobord in Social Media

All Biobord users are encouraged to use their social media sites, and the sites of their networks and partners, to share the content from Biobord forum and to encourage more users to sign in and join the network activities.

### 6.1 Sharing Biobord Forum Topics in Social Media

Biobord Forum enables sharing the topics directly to Facebook and Twitter via 'Share' function. With the direct weblink of the topic, you are also able to share the topic in other social media, such as LinkedIn. Sharing your topic, or an interesting topic from a network member, you can help to gain visibility to your matchmaking call at 'Open Biobord Forum', event on 'Biobord On Stage' or joint action plan at 'Biobord Network Actions'.

#### 6.1.1 Recommended Hashtags

Please use the hashtag **#Biobord** when sharing a topic from the Biobord forum.

To connect with the specific category or service, please use **#OpenBiobordForum**, **#BiobordOnStage** or **#BiobordNetworkActions**.

To attract the interest of the followers, it is also recommended to use common thematic hashtags, such as **#Bioeconomy**, as well as your organization's and region's tags.

#### 6.1.2 Recommended Illustrations

When you share your topic in social media, kindly be aware that the pictures posted in the topic can appear in the social media post. In the absence of pictures in the topic, you may choose to use the joint social media frames for 'Open Biobord Forum', 'Biobord On Stage' or 'Biobord Network Actions' to make your social media post more interesting and attractive.

The Biobord social media frames include optimized pictures for Facebook (also suitable for LinkedIn and Instagram) and Twitter for topics in three categories - 'Open Biobord Forum', 'Biobord On Stage' and 'Biobord Network Actions'. These social media frames are available for the Biobord network members under the resources in the cabinet 'Shared communication resources for Biobord brand' under the 'Biobord Network Lounge' cabinet. The social media frames are tagged 'Biobord'.

## 6.2 Social Media Channels of Biobord

RD12CluB project's Facebook and Twitter (@RD12CluB) provide the main social media channels for Biobord network during the project lifetime until the end of September 2020. After the closure of the project, the RD12CluB social media channels administrated by JAMK University of Applied Sciences will change their name and profile into 'Biobord'. The aim is to keep the gained followers and to transition to long-term communication model servicing all Biobord users, instead of a single project, in the future.

Already during the RD12CluB project, the Biobord administrators of JAMK University of Applied Sciences will follow all social media communication under hashtag #Biobord (and @rdi2club) will help to share these posts with the RD12CluB followers.

## 7. Shared Communication and Marketing Assets

All shared communication and marketing assets are available for the Biobord network members under the resources in the cabinet **'Shared communication resources for Biobord brand'** under the **'Biobord Network Lounge'** cabinet. The shared communication and marketing assets are tagged **'Biobord'**.

All listed materials are available by JAN 31, 2020.

For more information, kindly contact Diana Pitkanen, Service Design and Communication Specialist of RDI2CluB, email [diana.pitkanen@jamk.fi](mailto:diana.pitkanen@jamk.fi).

### 7.1 Biobord Logos

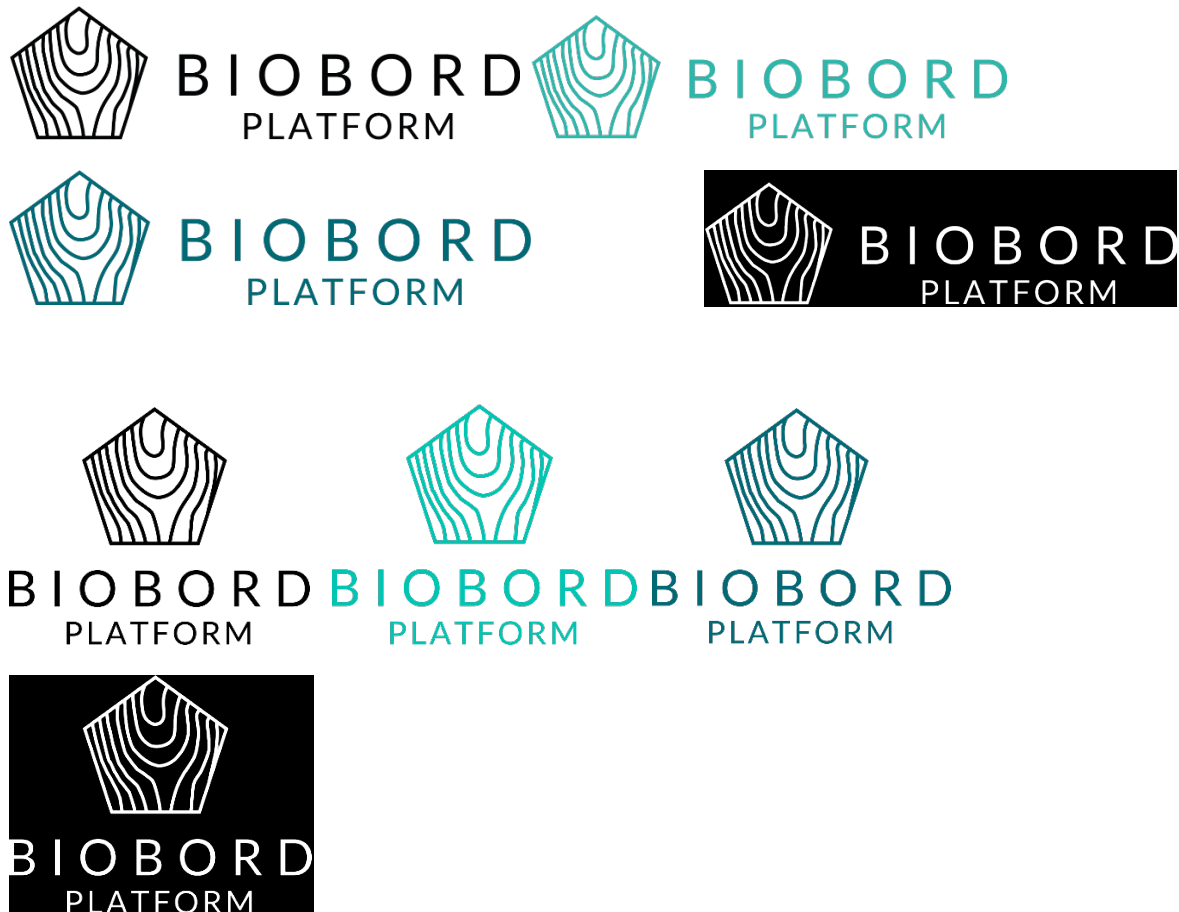


Figure 14: Example of all logo forms

The shared Biobord logo's for marketing purposes include side and top versions of the logo in four different colours. If you need logo in the vector version for design of prints, please contact Diana Pitkänen.

## 7.2 Biobord Social Media Frames

We have a variety of social media frames readily adjusted for Facebook, Twitter and LinkedIn which can be used when sharing something from Biobord in social media.

The recommended photo sizes for social media are (width/height)

- Twitter 600 X 335 pixels
- Facebook 500 X 261 pixels
- LinkedIn 1200 X 628 pixels



**Figure 15: Example of Social media frame for Facebook**

## 7.3 Office Templates

- Word – template for report
- Word – template for invitation or agenda
- PowerPoint – template for presentation

## 7.4 Marketing Materials

- Biobord roll-up template
- Biobord e-brochure