

EO-MINERS

Earth Observation for Monitoring and Observing Environmental and Societal Impacts of Mineral Resources Exploration and Exploitation

Visual Identity

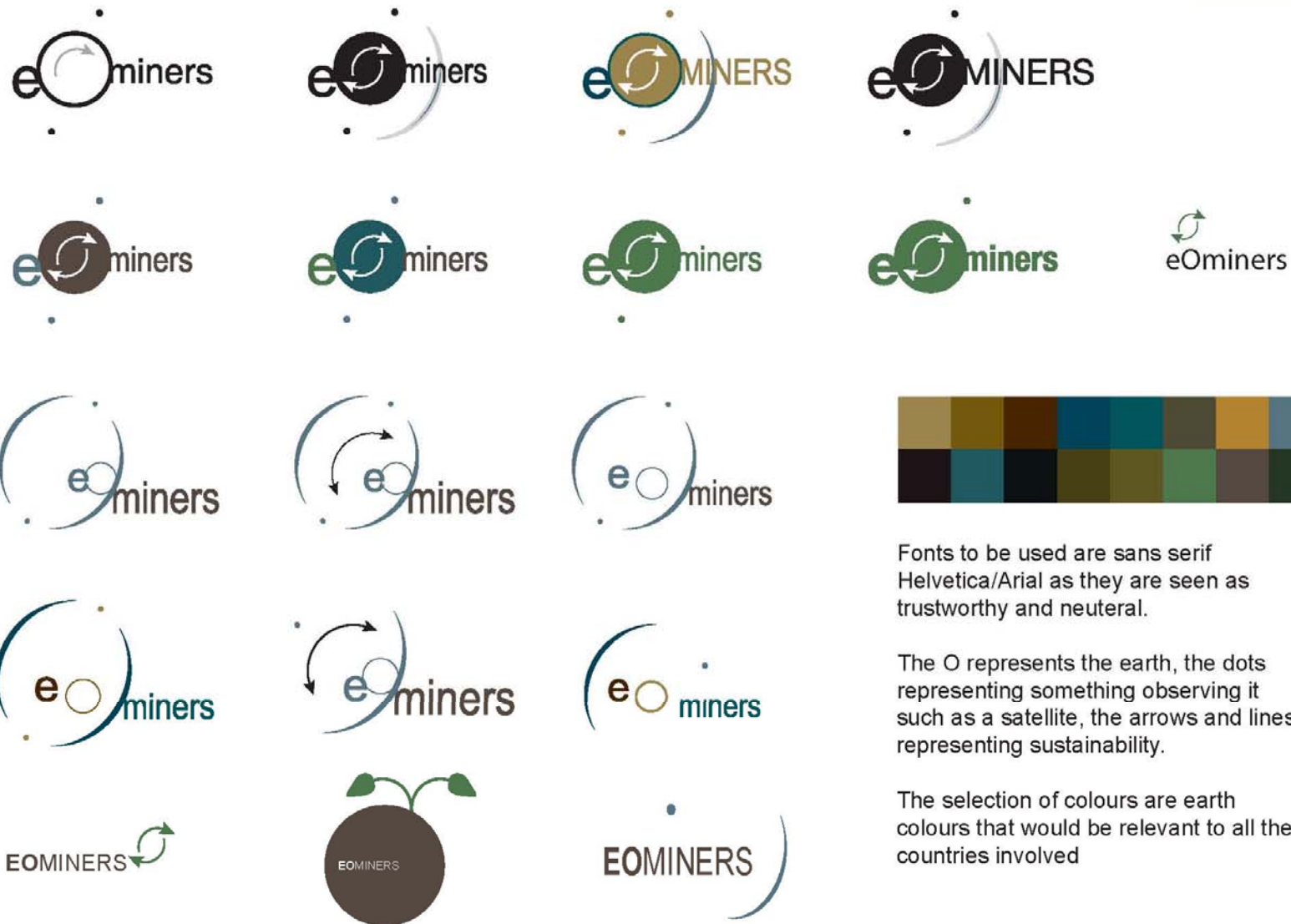
Horst Hejny, MIRO

Visual Identity

EO-MINERS visual identity comprises:

- Logo
- General template for printed matters (leaflets, brochures, proceedings, etc)
- Intro for videos
- Template for slideshows (PowerPoint)
- Related template for website design
- Report format and template
- Template for minutes of meetings
- ???

Logo



Fonts to be used are sans serif
Helvetica/Arial as they are seen as
trustworthy and neutral.

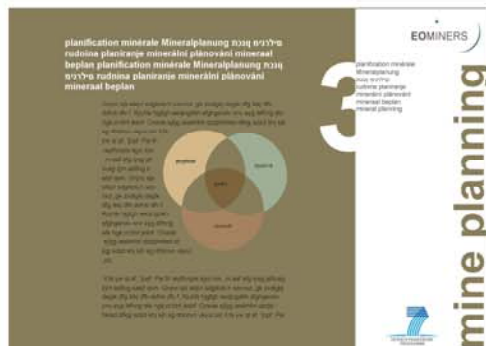
The O represents the earth, the dots
representing something observing it
such as a satellite, the arrows and lines
representing sustainability.

The selection of colours are earth
colours that would be relevant to all the
countries involved





General template for printed matters



These two visuals are based on the layers inside the earth and are in a basic form as they need to be explored further, to enable the creation of a strong visual identity for EO Miners. The three top layers would be used to represent the three trialogue audiences and carried through to the website.

