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# DELIVERABLE REPORT

Project Acronym: **KELP-EU**

## Deliverable 5.1 - Project Website and Project Branding

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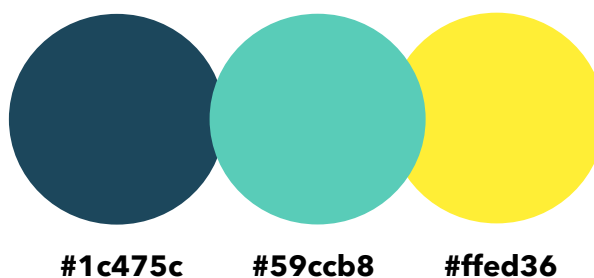




## Deliverable 5.1: Kelp-EU Website and Project Branding

### General Branding

Colours - suggestion to use the navy, green and yellow in the existing Oceanium palette so there is some differentiation from the three shades of blue used in the Oceanium logo



**Font** - standard Sharp Sans font on the website, and the *Sharp Sans Display No 1 Bold Italic* for the logo.

**Logo** - Oceanium explored iterations using *Sharp Sans Display No 1*, a font used for Oceanium's Kelp The World branding.



The second logo has been chosen as the final option. The third logo will be used in an instance where there is a dark background.



## Kelp-EU Website

### Web pages

The KELP-EU pages live on the [www.oceanium.world](http://www.oceanium.world) website, and will appear in the dropdown menu as 'KELP-EU project'. This leads to the KELP-EU landing page.

### Total pages (4):

1. **KELP-EU landing page** - all other pages link off this
2. **About KELP-EU page**
  - o Link to *Project Factsheet*
  - o Project summary details including grant number
  - o Why this project matters
  - o How it will deliver for Europe
  - o Summary of *Work Package Objectives*
3. **Deliverables page**
  - o List of public deliverables - links to the documentation as and when deliverables are complete
4. **Project Results page** - this will be published at the end of the project

Pages will also link to email contact and Oceanium news.

### Domain for the site

The web address for the KELP-EU project will be [www.oceanium.world/kelp-eu](http://www.oceanium.world/kelp-eu)

### Screenshots





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Kelp-EU

## ABOUT THE PROJECT

Name of the project: Kelp-EU  
Funding beneficiaries: Oceanium Ltd  
Location: Scotland  
Website: [oceanium.world](http://oceanium.world)  
Social media: [LinkedIn](#)  
Duration: 18 months  
EU contribution: 2.1m Euro  
Grant number: GA101038311 – EMFF-BEW-2020



## KEY OBJECTIVES

There are key objectives for each work package:

### 1. Project management

Work package objectives:

- Ensure that Kelp-EU meets technical quality, time, and cost requirements
- Report to EMFF
- Identify and manage risks, and manage budgets

### 2. Development of sustainably farmed seaweed supply chain

Work package objectives:



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**Kelp-EU**

## PROJECT DELIVERABLES

The Kelp-EU project consists of five work packages that will be delivered by Oceanium over an 18 month period from October 2021 to March 2023.

We will be reporting all of our progress below, so watch this space!



## KELP-EU PROJECT DELIVERABLES DOCUMENTS

**WORK PACKAGE 1 - Project management** 

**WORK PACKAGE 2 - Development of sustainably farmed seaweed supply chain** 


DELIVERABLE 2.2 - Summary of EU seaweed industry landscape analysis

DELIVERABLE 2.4 - Summary of assessing impact of location and seasonality

DELIVERABLE 2.6 - Summary of work to develop sustainable seaweed supply chain

DELIVERABLE 2.8 - Summary of work to scale seaweed harvest

DELIVERABLE 2.9 - Report on EU sustainably farmed seaweed industry

**WORK PACKAGE 3 - Scale-up of seaweed processing and demonstrator bio refinery site identification and design** 

**WORK PACKAGE 4 - Development of seaweed products** 

**WORK PACKAGE 5 - Project exploitation** 

