

Branding for successful bio-communication

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INTRO

CNR IAS and the "Accademia di Belle Arti di Palermo" collaborated in the work frame of the "Information, dissemination and communication system of the Biodiversity Observatory of Sicily" project, a synergistic interaction between science and art.

1- SCIENTIFIC DISSEMINATION

The researchers held **biodiversity seminars** to the Academy students, involving 19 professorships, aiming to increase the knowledge degree and awareness on the biodiversity, thus **stimulating their creativity**.

2- BRANDING

One of the main activities carried out during this collaboration was the conceptualization and designing of the Biodiversity Observatory brand, with the representation of biodiversity as the main briefing.

The branding is a representation of the environment with the use of different animal silhouettes as a symbol of biodiversity. The elements are arranged on a spiral grid suggesting movement, a current that raises deep, nutrient-rich waters to the ocean surface.

Extremely evocative and appealing, the logotype has become an integral part of the Observatory's identity, and it's been profusely applied over the years on communication and divulgative materials, website, exhibitions, and memorabilia.

OSSERVATORIO DELLA BIODIVERSITÀ REGIONE SICILIA



Inspiration



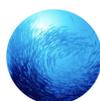
Biodiversity



Nautilus



Golden spiral



Vortex

Pictogram development



Grid construction



3- CITIZEN SCIENCE

The Academy students presented the 13 brand projects to students of 9 primary and secondary schools.

The winning proposal was chosen between 13 projects by popular vote, with the participation of more than 800 students and CNR researchers.

Involving such a large number of students and their social groups (family, friends, and etcetera) meant giving the citizens a leading role in an important activity.

Participation of the public in the creation of the graphic identity of a key structure in their territory resulted in a dramatic increase of sensitization on the biodiversity and environmental cause. Moreover, it involved a large participation of the territory in the activities of scientific divulgation in the following years. Since December 2015 to August 2018 we had 2966 visits.

