



## LIFE PROMETHEUS

### PROMoting Elasmobranchs conservation THROUGH by-catch reduction, Ecotourism and alternative sUSTainable fisheries

#### DELIVERABLE 2.2

#### DEDICATED PAGE WEBSITE, BRAND IDENTITY MANUAL, AND BROCHURE

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D2.2: LIFE PROMETHEUS Dedicated page website	Security: public
WP2: Communication and Dissemination	Version: 1.0



## Summary

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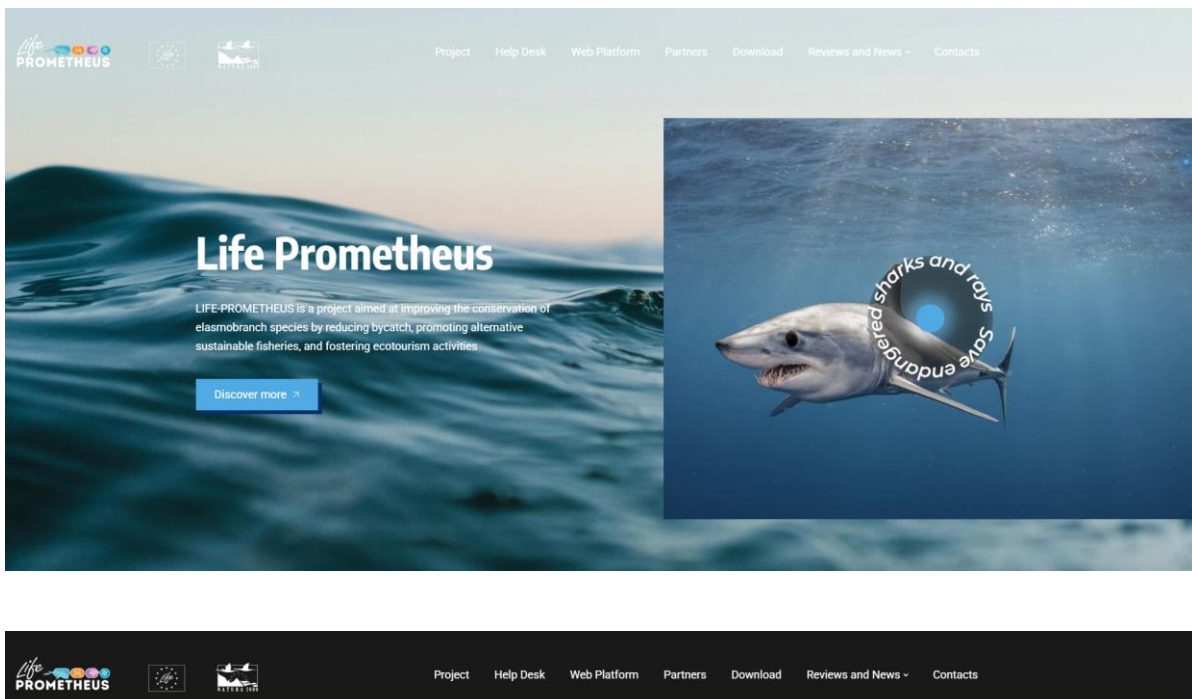


## 1. LIFE PROMETHEUS website

The dedicated page website is available at the following link:

<https://www.life-prometheus.eu/>

The following images represent some screenshots from the website.



### Bycatch Reduction and Technological Innovation

The LIFE-PROMETHEUS project is dedicated to **reducing bycatch of sharks and rays** in the **Mediterranean Sea** by implementing **electric and magnetic deterrent technologies** in **twelve biodiversity hotspots**. These innovative solutions help **fishers reduce bycatch**, ensuring a **sustainable fishing industry** while protecting endangered elasmobranch species. By integrating **marine conservation technology** with practical fishing strategies, the project supports a balance between **biodiversity protection** and **economic sustainability**.



### Sustainable Fisheries and Alternative Practices

LIFE-PROMETHEUS promotes **sustainable fisheries** by encouraging the **harvesting of Invasive Alien Species (IAS)** as an alternative to overfishing native sharks and rays. By shifting fishing efforts toward **IAS management**, such as **lionfish and blue crabs**, the project helps protect **marine biodiversity** while creating **new economic opportunities for fishers**. Identifying **critical fishing zones** and **seasonal patterns**, the project also assesses the **economic benefits of bycatch reduction techniques**, ensuring long-term adoption of **eco-friendly fishing practices**.



### Sustainable Tourism and Community Engagement

The project promotes **sustainable marine tourism** by supporting **shark and ray conservation efforts** in **key aggregation sites** across the Mediterranean. By developing **responsible ecotourism activities**, such as **diving with sharks and rays**, LIFE-PROMETHEUS provides **alternative income sources for fishers**, reducing reliance on harmful fishing practices. Public awareness campaigns encourage **shark-free seafood choices** and the **consumption of invasive species**, engaging consumers, businesses, and tourism operators in **marine conservation efforts**.

## Have Any Questions?

What is the main goal of the LIFE-PROMETHEUS project? ^

LIFE-PROMETHEUS is dedicated to protecting elasmobranch species (sharks and rays) by reducing bycatch, promoting sustainable fisheries, and encouraging eco-friendly marine tourism in the Mediterranean.

How does the project support fishers in transitioning to sustainable practices? v

Where is LIFE-PROMETHEUS being implemented? v

How can the public contribute to marine conservation through the project? v



### LIFE PROMETHEUS Presents Sustainable Fisheries Strategies at Workshop for Recreational Fishers in Limassol

Limassol, Cyprus, March 6, 2025 - The LIFE PROMETHEUS project, coordinated by the Università

[Learn More](#)

### LIFE PROMETHEUS Leads Workshop on Sustainable Fisheries for Small-Scale Fishers in Limassol

Limassol, Cyprus, March 5, 2025 - The LIFE PROMETHEUS project, coordinated by the Università Politecnica

[Learn More](#)

### LIFE PROMETHEUS Presented at the Greek Parliament: Addressing the Lionfish Invasion in the Mediterranean

Athens, Greece, February 4, 2025 - The LIFE PROMETHEUS project, coordinated by the Università Politecnica

[Learn More](#)

### LIFE PROMETHEUS Participates in LIFE EU SHARKS Event with Fishermen in San Benedetto del Tronto

San Benedetto del Tronto, Italy, January 25, 2025 - The LIFE PROMETHEUS project, coordinated

[Learn More](#)

### LIFE PROMETHEUS at SPA/RAC Workshop on Blue Crab Management in the Mediterranean

Rome, Italy, January 23, 2025 - The LIFE PROMETHEUS project, coordinated by the Università

[Learn More](#)

### LIFE PROMETHEUS Hosts Workshop on Elasmobranch Conservation for Recreational Fishers in Limassol

Limassol, Cyprus, November 20, 2024 - The LIFE PROMETHEUS project, coordinated by the Università

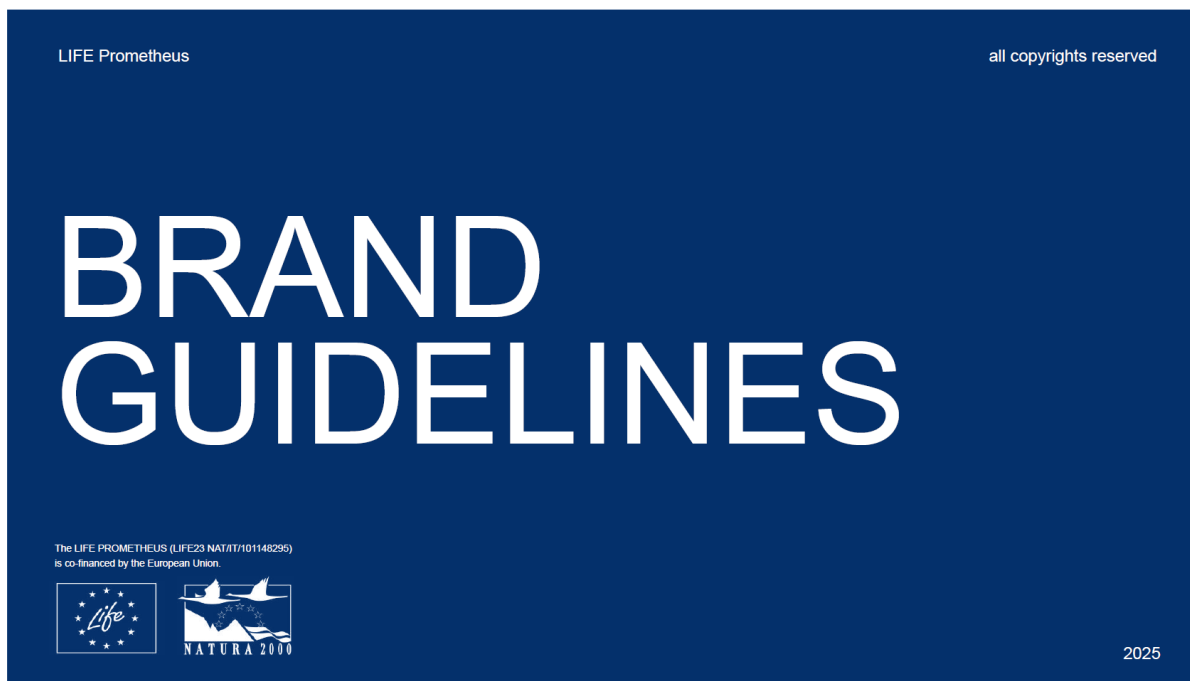
[Learn More](#)



## 2. Brand Identity Manual

The purpose of this manual is to provide a comprehensive guide to maintaining brand consistency and proper use of the logo associated with the project. This document will be distributed to all partners and stored on the project cloud to ensure uniformity across all initiatives, dissemination materials, and communication platforms.

The Brand Identity Manual is reported here below.



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2025

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LIFE Prometheus

# MISSION

Our mission is to protect and restore the delicate balance of underwater ecosystems through innovative conservation efforts, research, and education. We aim to tackle critical threats such as pollution, overfishing, and habitat destruction while advocating for policies that support marine sustainability. Through awareness campaigns and transformative projects, we are committed to preserve the incredible biodiversity of the underwater world for generations to come.

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01

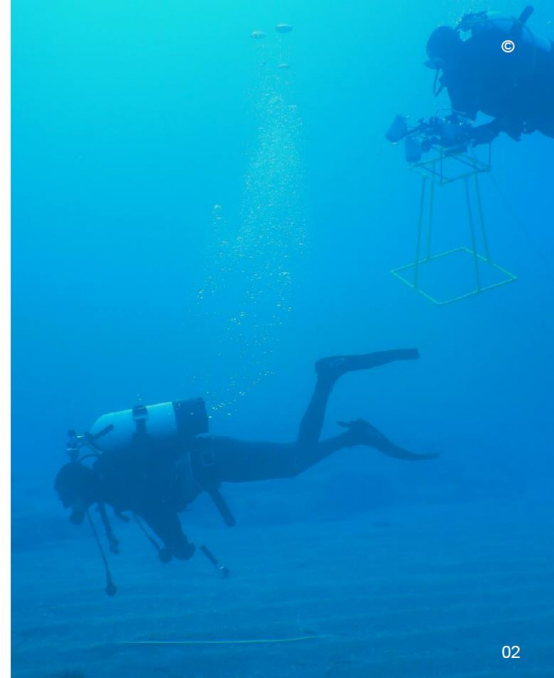


The Life PROMETHEUS (LIFE23 NAT/IT/101148295) Project, coordinated by UNIVPM, is 60% co-financed by the EU LIFE+ Funding Programme

LIFE Prometheus

# VISION

Our vision is to conserve marine species and habitat, we are especially fighting for the protection of sharks and rays. We envision a future where marine ecosystems are resilient, sustainable, and free from human induced threats. By fostering harmony between humanity and the under water world, we aspire to inspire global respect and stewardship for marine life, ensuring the preservation of our oceans for the benefit of all species and future generations.



2025

02

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# BRAND PERSONALITY



Our personality reflects a balance of authority and approachability, inspiring action while fostering a sense of shared responsibility for the oceans.

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03



Logo - Primary Logo

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04

Logo - Primary Logo

©



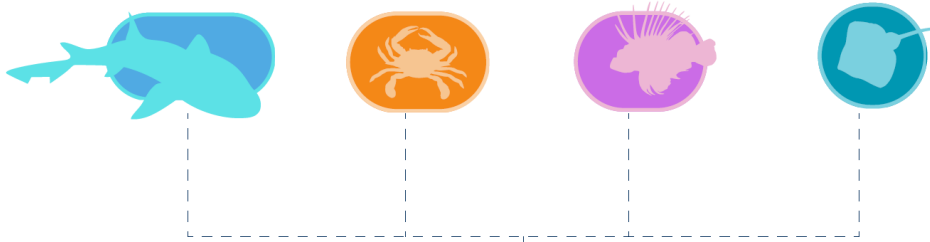
2025

05



Logo - Icons

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The four icons represent four underwater creatures that showcase the incredible diversity of marine life.

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06

Logo - Logo Structure

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07



Tagline - Statment Guidelines

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This tagline statement should be present in every brand promotional material.

01  
The LIFE PROMETHEUS (LIFE23NAT/IT/101148295) is co-financed by the European Union.

02  
Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

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07

Logo - Monochrome Variations

©



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Typography - Primary Typeface ©

**INTRO RUST BASE**  
**INTRO RUST**  
**INTRO**  
**AA**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 ,: \$ ^ ? >

BASE  
 ROUNDY

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Typography - Primary Typeface ©

**ARIAL FONT**  
**ARIAL**  
**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890  
 ,: \$ ^ ? >

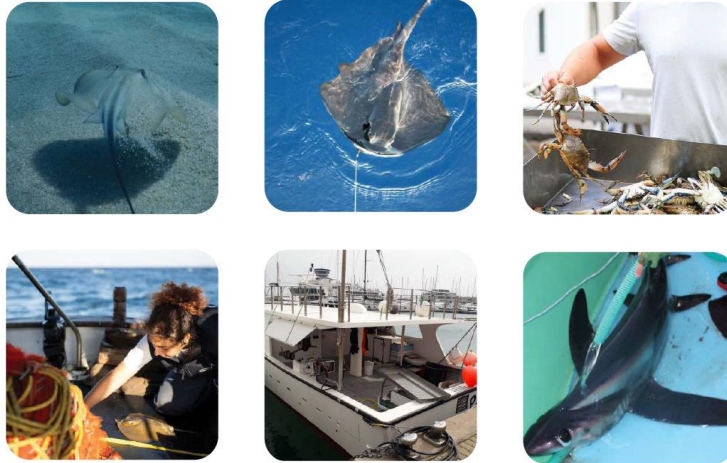
REGULAR  
 ITALIC  
 BOLD

2025 11

Blue Marine	Soft Blue	Carrote Orange	Light Magenta	Bondi Blue
<p>C: 100%</p> <p>M: 85%</p> <p>Y: 33%</p> <p>K: 17%</p> <p>R: 4</p> <p>G: 48</p> <p>B: 107</p> <p>HEX: 04306B</p>	<p>C: 65%</p> <p>M: 19%</p> <p>Y: 0%</p> <p>K: 0%</p> <p>R: 80</p> <p>G: 170</p> <p>B: 227</p> <p>HEX: 50AAE3</p>	<p>C: 0%</p> <p>M: 55%</p> <p>Y: 94%</p> <p>K: 0%</p> <p>R: 244</p> <p>G: 136</p> <p>B: 23</p> <p>HEX: F48817</p>	<p>C: 42%</p> <p>M: 62%</p> <p>Y: 0%</p> <p>K: 0%</p> <p>R: 203</p> <p>G: 108</p> <p>B: 230</p> <p>HEX: CB6CE6</p>	<p>C: 79%</p> <p>M: 20%</p> <p>Y: 25%</p> <p>K: 3%</p> <p>R: 0</p> <p>G: 151</p> <p>B: 178</p> <p>HEX: 0097B2</p>
	<p>C: 56%</p> <p>M: 0%</p> <p>Y: 18%</p> <p>K: 0%</p> <p>R: 92</p> <p>G: 225</p> <p>B: 230</p> <p>HEX: 5CE1E6</p>	<p>C: 3%</p> <p>M: 27%</p> <p>Y: 47%</p> <p>K: 0%</p> <p>R: 246</p> <p>G: 197</p> <p>B: 145</p> <p>HEX: F6C591</p>	<p>C: 5%</p> <p>M: 38%</p> <p>Y: 0%</p> <p>K: 0%</p> <p>R: 237</p> <p>G: 182</p> <p>B: 212</p> <p>HEX: EDB6D4</p>	<p>C: 52%</p> <p>M: 0%</p> <p>Y: 15%</p> <p>K: 0%</p> <p>R: 122</p> <p>G: 208</p> <p>B: 223</p> <p>HEX: 7AD0DF</p>

Visuals- Images

©





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Applications- Letterhead & Envelope

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Applications- Business card

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Applications- Brochure

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Applications- Pins

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Applications- Totebag

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Applications- Stickers



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Applications- Cap

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Applications- T-shirt

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2025



### 3. Brochure

Project brochures will be prepared in 10,000 copies in colour and will be printed on recycled paper: 2,000 in English and the rest in the partner's languages. The brochures will be distributed at the national level at i) natural science museums; ii) touristic and diving offices; iii) sportfishing clubs and shops; iv) Coast Guard territorial offices; v) fish gross-market; vi) workgroups/meetings with stakeholders (e.g., scientific congresses and schools).

The transnational team led by UNIVPM and in partnership with institutions from Italy, Spain, France, Greece and Cyprus is undertaking a collaborative effort to promote the conservation of sharks and rays in the Mediterranean Sea.

LIFE PROMETHEUS will contribute to the EU Biodiversity Strategy for 2030 (a core part of the EU Green Deal) by also complying with one of the objectives of the EU Nature Restoration Plan, "The by-catch of species is eliminated or reduced to a level that allows species recovery and conservation", through the knowledge, monitoring, and conservation of elasmobranch populations.

With this aim, the main lines of action and the expected results are the followings:

- A. reduction of by-catch of endangered elasmobranchs by using electro-magnetic deterrents and alternative fishing practices
- B. promotion of sustainable fisheries targeting Invasive Aline Species (IAS) instead of elasmobranchs
- C. promotion of sustainable diving tourism for elasmobranchs conservation and protection of aggregation areas

**PROJECT COORDINATOR**  
Emanuela Fanelli (UNIVPM)

Promoting elasmobranchs conservation through by-catch reduction, ecotourism and alternative sustainable fisheries.  
LIFE23 NAT/IT/101148295 LIFE PROMETHEUS 01/10/2024-30/09/2029  
Total budget: € 7,179,996  
EU Grant: € 4,302,597





## WHERE ?

LIFE PROMETHEUS is a transnational project, involving Italy, Spain, France, Cyprus and Greece, and focusing on 12 different project areas (PAs) in the European waters of the Mediterranean Sea.

## WHAT ?

LIFE PROMETHEUS aims to improve the conservation status of 15 shark and ray species, which is classified as vulnerable (VU), endangered (EN) and critically endangered (CR) in the IUCN Red List

LIFE PROMETHEUS®

## HOW ?

LIFE PROMETHEUS applies a multi-faceted approach which foresees:

- 🔊 the use of electro-magnetic deterrents to reduce the by-catch and alternative fishing strategies including the upscale of a "Shark free" Ecolabel;
- 🐟 the development of alternative sustainable fisheries to elasmobranchs fishery when they are target species, including the shift to invasive alien species fishery, contributing to mitigate alien species invasion;
- 👤 the implementation of responsible ecotourism for some species in their aggregation areas.

CO-FUNDED BY THE EUROPEAN UNION

## WHO?

### 8 main target species



### 7 accessory species

