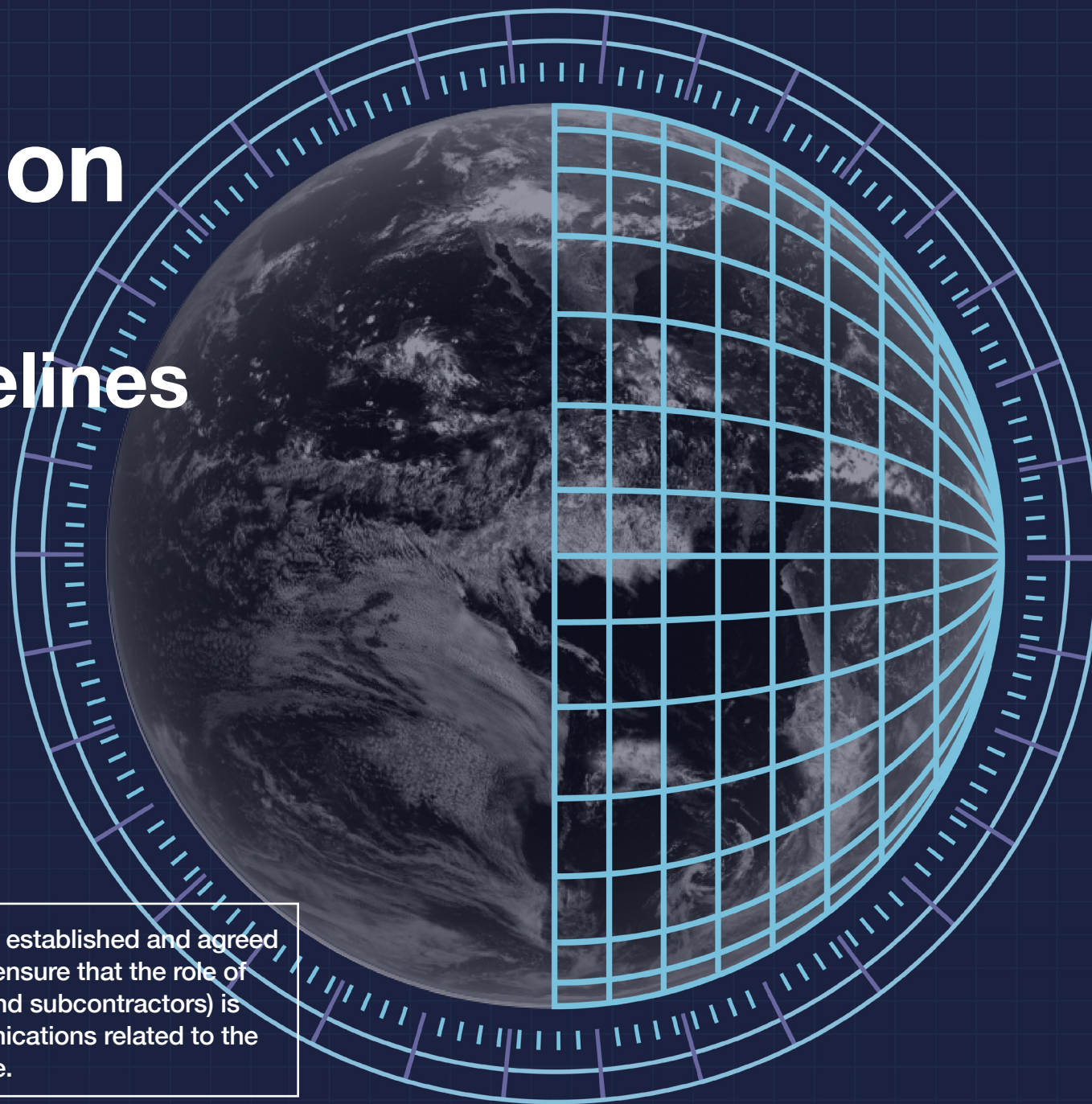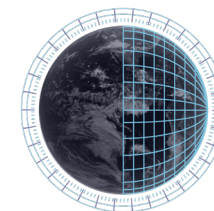# Destination Earth

Brand guidelines

Version 2.0 – June 2025

The following guidelines have been established and agreed with the European Commission to ensure that the role of all ECMWF partners (contractors and subcontractors) is accurately presented in all communications related to the Destination Earth (DestinE) initiative.
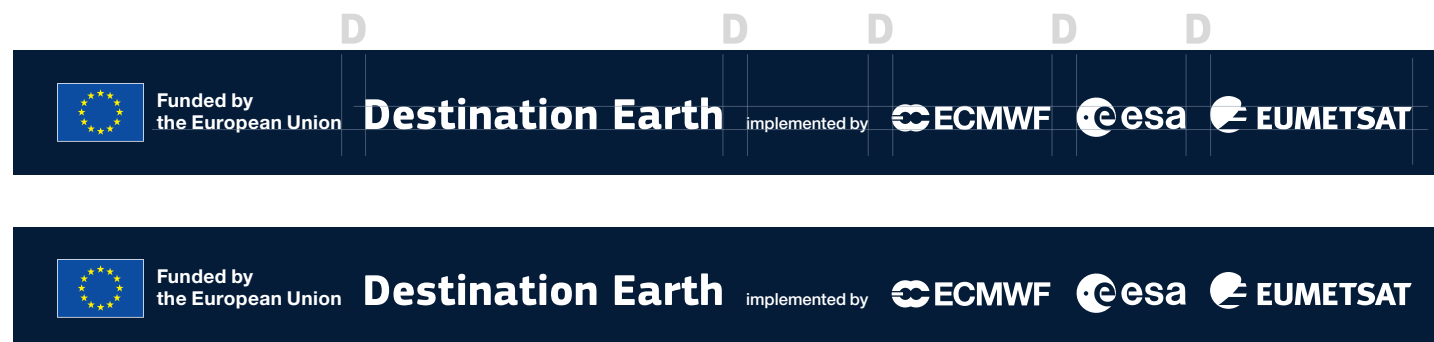
1. Logo line (EU acknowledgement)

Implementing the Destination Earth visual with the logo of partnering organisation

Unless the European Commission requests or agrees otherwise, all communication regarding partnering organisations and the Destination Earth initiative should ensure that it is clear that Destination Earth receives funding from the European Union by displaying the EU emblem, followed by the text "Funded by the European Union", followed by the Destination Earth logo and followed by the text "implemented by" followed by the logos of the partnering organisations.
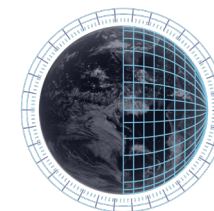
Logo line – positive

Funded by the European Union **Destination Earth** implemented by ECMWF esa EUMETSAT

Funded by the European Union **Destination Earth** implemented by ECMWF esa EUMETSAT

Logo line – negative

Funded by the European Union **Destination Earth** implemented by ECMWF esa EUMETSAT

Funded by the European Union **Destination Earth** implemented by ECMWF esa EUMETSAT

In both cases the base of the text "Destination Earth", "implemented by" and the text elements of the three partnering organisation's logos should all align with the base of "the European Union". Horizontal spacing between elements should be equivalent to the width of the "D" of "Destination Earth".

1. Logo line (EU acknowledgement) – continued

Line 1: The base of "Destination Earth" should align with the base of "the European Union" text. Horizontal spacing between elements should be equivalent to the width of the "D" of "Destination Earth".
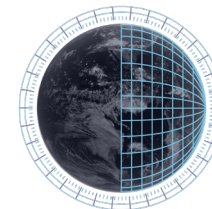
Line 2: The base of the text "implemented by" and the text elements of the three partnering organisation's logos should all align. Vertical space between the base of "Destination Earth" and the top of the partnering logos should be equivalent to the height of the "D" of "Destination Earth".

Logo line, 2 lines – positive

Logo line, 2 lines – negative

2. ECMWF – DestinE Boilerplate and Acknowledgements

As mentioned in the Communications Guidelines (section 3.), acknowledgements and boilerplates are required on different materials depending on the applications. These are listed below:

1. EU full boilerplate

"Destination Earth is a European Union-funded initiative launched in 2022 aimed at creating a digital replica of the Earth system by 2030. It is jointly implemented under the leadership of Directorate-General Communications Networks, Content and Technology (DG CNECT) by three entrusted entities ECMWF (responsible for the Digital Twins and Digital Twin Engine), ESA (responsible for the Core Service Platform), and EUMETSAT (responsible for the Data Lake)."

2. EU light boilerplate

"Destination Earth is a European Union funded initiative and is implemented under the leadership of DG CNECT by ECMWF, ESA, and EUMETSAT."
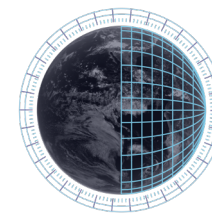
3. ECMWF Acknowledgement Text

"This activity is supported by ECMWF for Destination Earth."

4. Disclaimer

"Funded by the European Union. Views and opinions expressed are those of the author(s) and do not necessarily reflect those of the European Union, the European Commission, or ECMWF. Neither the European Union, the European Commission, nor ECMWF can be held responsible for them."

5. EuroHPC

"We acknowledge the EuroHPC Joint Undertaking for awarding this project strategic access to the EuroHPC supercomputers NAME, hosted by ORGANISATION (LOCATION) through a EuroHPC Special Access call."
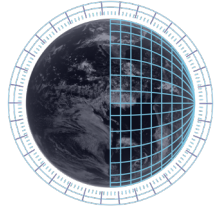
2. ECMWF - DestinE Boilerplate and Acknowledgements - Applications

Material from ECMWF Contractors and Subcontractors	Full Logoline	EU Boilerplate	EU Light Boilerplate	ECMWF Boilerplate	Disclaimer	EuroHPC Boilerplate
Press Releases	✕	✕		✕		
Web Article (news, …)		✕		✕		
Communication Videos	✕		✕	✕		
Simulations Videos	✕		✕	✕		✕
Posters / Fact-sheets	✕	✕		✕		✕
PowerPoints	✕					
Reports / Papers	✕	✕		✕	✕	
Event Material (roll-ups, banners, …)	✕					

3. Applications examples

3.1. Press Release

DESTINATION EARTH

Contractor
Logo

PRESS RELEASE

Ipsum primis in faucibus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ac felis efficitur, facilisis sem vitae, porttitor ex. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Donec ac sem ante. Integer eu gravida ante. Praesent quam lorem, condimentum eu euismod ut, consequat ut ante

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Destination Earth is a European Union-funded initiative launched in 2022 aimed at creating a digital replica of the Earth system by 2030. It is jointly implemented under the leadership of Directorate-General Communications Networks, Content and Technology (DG CNECT) by three entrusted entities ECMWF (responsible for the Digital Twins and Digital Twin Engine), ESA (responsible for the Core Service Platform), and EUMETSAT (responsible for the Data Lake).

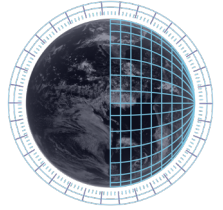This activity is supported by ECMWF for Destination Earth.

Funded by the European Union **Destination Earth** implemented by **ECMWF** **esa** **EUMETSAT**

3. Applications examples

3.3. Communications Video Intro and Outro

Video Intro

Video Outro

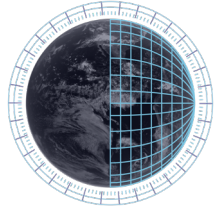# 3. Applications examples

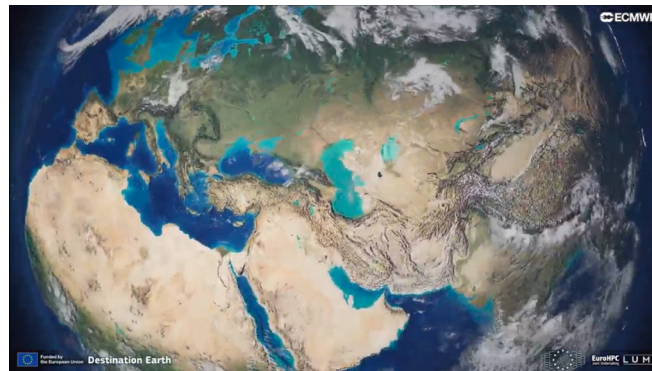## 3.4. Simulations. Video Intro, Content and Outro

Example:

Video Intro

Video Content

Video Outro