

## **Description of the logo**

Carbon capture and storage (CCS) has become a major issue in the wake of global warming and discussions on effective actions that have to be implemented to reduce the impact of industrial activities on the climate. There are different CCS approaches, however, and a principal aspect of my design was to visualize and transmit the “solidness” of the CarbFix project in the sense of precipitating solid CO<sub>2</sub> as carbonate underground, quite the contrary to the commonly encountered trapping of gaseous CO<sub>2</sub> in depleted oil/gas reservoirs. The fundamental difference lies in the physical state of the sequestered CO<sub>2</sub> with all implications as to long-term safety and reliability of these different CCS techniques.

Thus, the notion of solidity is a crucial feature distinguishing this project from other CCS plans and in order to visualize this key point a rectangle was placed in the centre of the logo. A filled rectangle conveys best this impression of hardness/strength of a solid phase quite in contrast to a gas. This element points evidently downwards and can be interpreted as representing the wells and the CO<sub>2</sub>-supersaturated fluid phase that is pumped underground. The subsequent carbon mineralization process is also insinuated by stark black letters. In order for the logo not to appear too static, however, I added a ring to the design. This ring has two functions: It depicts the surface that has to be intersected/drilled to get down to the repository and thus puts the tilted bar into context by giving it an orientation. At the same time the ring as well as the change in its width conveys movement to the logo. This dynamics is another essential feature of the CarbFix project as it includes not only a cooperation between industry and academia but between different countries and this cooperation entails a continuous flux of know-how and experimental results in order to find the best possible solution to this challenging project. As to the chosen colors, the green color is very typical of Icelandic moss and grey/black are ubiquitous colors in the volcanic countryside. Both colors are therefore intimately related to the storage environment of this pilot study, i.e., Icelandic basaltic rocks.

### **Marijo Murillo**

Graphic designer

E-mail: [marijomurillo@internet.is](mailto:marijomurillo@internet.is)