CSLF-P-2009-03 28 May 2009



POLICY GROUP

Redesign of CSLF Website and Logo

Barbara N. McKee

Tel: +1 301 903 3820

Fax: +1 301 903 1591

CSLFSecretariat@hq.doe.gov

Carbon Sequestration leadership forum

CSLF-P-2009-03 28 May 2009



REDESIGN OF CSLF WEBSITE AND LOGO

Note by the Secretariat

Background

In November 2008, the CSLF Communications Task Force developed a strategy for communications and outreach that included updating the CSLF website to make it more user-friendly and to give it a fresh appearance. The redesign of the website resulted in a "new look" appearance for the CSLF logo. These changes were implemented at the beginning of March 2009. This paper provides a comparison of the old and new versions of the CSLF logo and a synopsis of the features of the updated CSLF website.

Action Requested

None.

CSLF Logo

Previous appearance of CSLF logo:





New appearance of CSLF logo:



Carbon Sequestration leadership forum www.cslforum.org



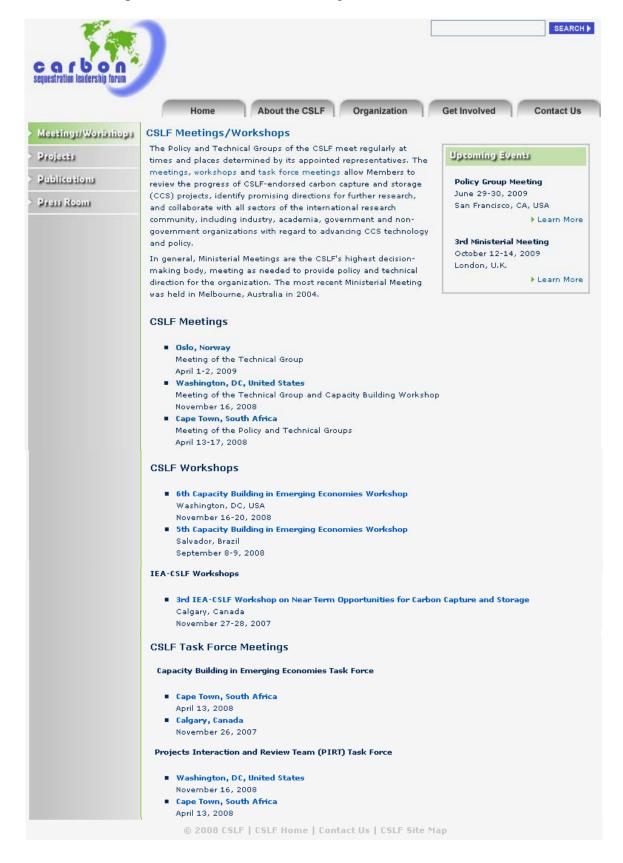
Home Page: http://www.cslforum.org/

The new Home Page has a fresh appearance and provides more direct ways for users to find documents and features of interest. It includes links to upcoming meetings and a summary of recent articles about CCS from world news sources.



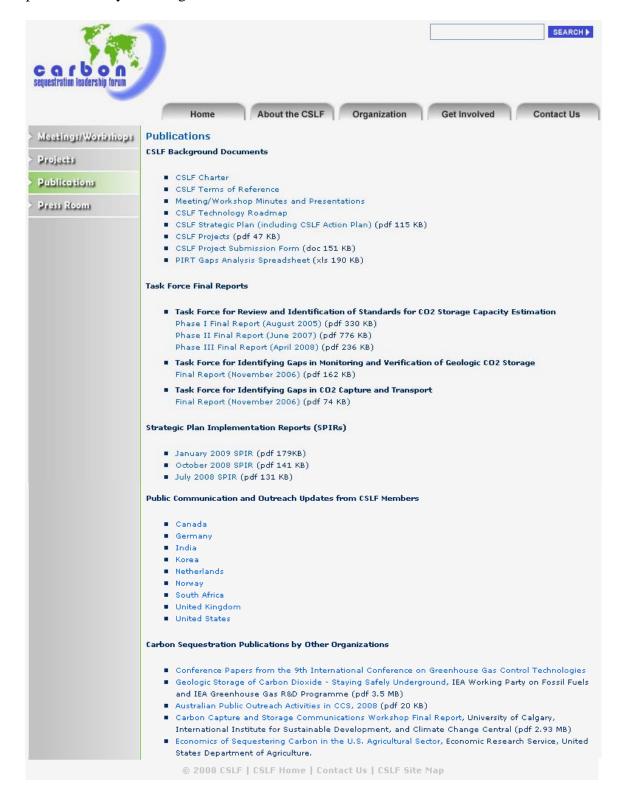
Meetings/Workshops Page: http://www.cslforum.org/meetings/

The new "Meetings/Workshops" page includes information on past CSLF meetings, CSLF Workshops, and CSLF Task Force meetings.



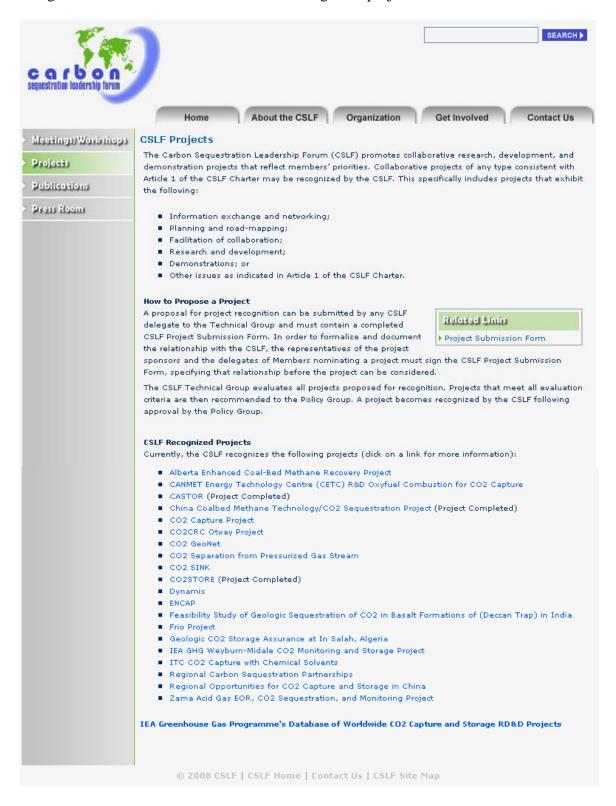
Publications Page: http://www.cslforum.org/publications/

The new "Publications" page includes CSLF Background Documents, Task Force Final Reports, CSLF Strategic Plan Implementation Reports (SPIRs), Public Communication and Outreach Updates from CSLF Members, and links to carbon sequestration publications by other organizations.



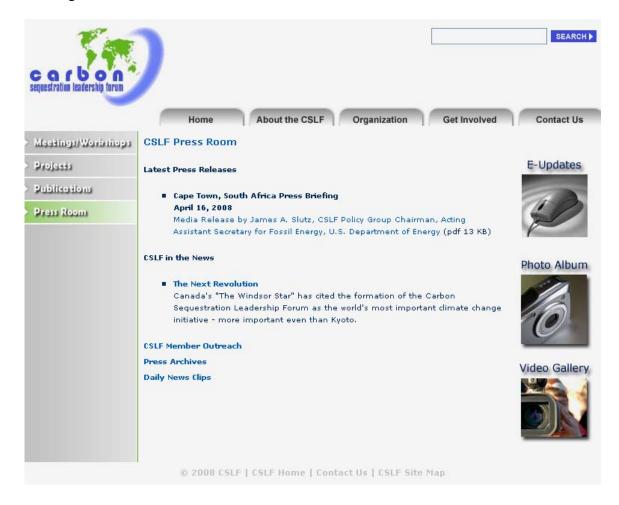
Projects Page: http://www.cslforum.org/projects/

The new "Projects" page includes information on how to propose a project for CSLF recognition and details about all 20 CSLF-recognized projects.



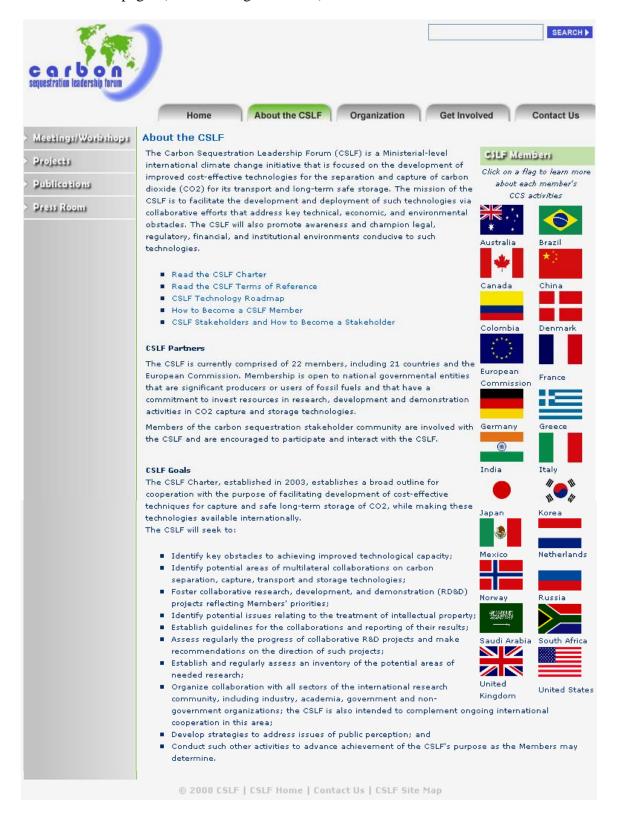
Press Room Page: http://www.cslforum.org/pressroom/

The new "Press Room" page includes latest CSLF press releases, links to articles in the world press about the CSLF, an archive of documents from press briefings held at CSLF meetings, and an archive of recent articles about CCS from world news sources.



About the CSLF Page: http://www.cslforum.org/aboutus/

The new "About the CSLF" includes a mission statement, goals of the CSLF, and links to CSLF Member pages (note: the flag is the link).



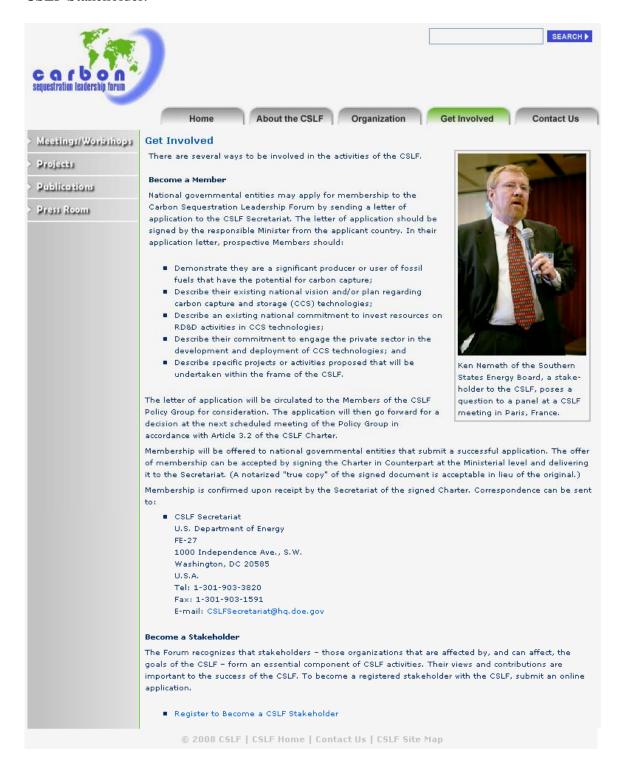
CSLF Organization Page: http://www.cslforum.org/organization/

The new "CSLF Organization" page includes a description and diagram of the CSLF structure, and links to pages that describe the function, responsibilities, and areas of activity for the Policy Group and the Technical Group.



Get Involved Page: http://www.cslforum.org/getinvolved/

The new "Get Involved" page includes information on how national governmental entities can apply for CSLF Membership and how organizations can register to become a CSLF Stakeholder.



CSLF NEWS: http://www.cslforum.org/pressroom/newsclips_archives.html

The "CSLF NEWS" service provides links to news articles from around the world related to carbon capture and storage technology. A brief summary of these news articles, as well as links to the full text versions, will be posted daily on the CSLF website and a daily email will be sent to all subscribers when new articles are available.

