



# Extracellular vesicles from a natural source for tailor- made nanomaterials

VES4US

## [D7. 1] Website and logo

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DISSEMINATION LEVEL		
PU	Public	<input checked="" type="checkbox"/>
PP	Restricted to other programme participants (including the Commission Services)	<input type="checkbox"/>
RE	Restricted to a group specified by the consortium (including the Commission Services)	<input type="checkbox"/>
CO	Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>



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## 1. EXECUTIVE SUMMARY

The present report describes the website ([www.ves4us.eu](http://www.ves4us.eu)) and the VES4US logo and delineates the motivation behind their concepts.

The VES4US website is the main Dissemination and Communication tool of the project, which will reflect news, advances, and results of the investigation of this project, and the rest of communication actions and the exploitation of the results. Therefore, its design, management, maintenance and generation of content are key activities. It will showcase the content of sections and defines the expected impacts for the project consortium and the final aim of the investigation of this project.

The website of VES4US is an informative page and a media hub for all the public interested in the subject of the project. According to this strategy, messages will be shaped and delivered in an effective manner using Digital Marketing strategies: SEO, creation of content and Social Media channels will be the three pillars to achieve the best results.

The VES4US logo is inspired by the spherical curves generated on a vesicle budding from the biological membrane (membrane vesiculation) by minimising the membrane (isotropic) bending energy. This figure represents the consortium activity on a very accurate way.

Also, the logo will allow in a unique way to be known by our target public because it clearly shows what this project is going to be about.

Obviously, the visual guidelines created with the logo have been applied in the website design and will be a constant during the whole project for the of the dissemination and communication materials and channels.



## 2. WEBSITE

### 2.1 INTRODUCTION

The VES4US platform has been created to serve as a project content management system. With this aim, the website provides the following content, guidelines and recommendations of the European Commission:

Main menu:

- ▶ Home (access)
- ▶ PROJECT – general information about the project: Description, Management Structure, Consortium and Education and Training.
- ▶ INNOVATION – general overview of the project with a language approach devoted to business and potential industrial partners and investors on the project results.
- ▶ MEDIA CORNER: Press releases, Resources, Newsletter, Gallery and Documents. All will be focused scientific and non-scientific public, general audience and media.
- ▶ EVENTS AND NEWS
- ▶ CONTACT

Footer:

- ▶ Appropriate acknowledgment and reference to the funding by European Union's Horizon 2020 Framework Programme.
- ▶ Privacy policy, cookie policy, terms and conditions in compliance with the EU General Data Protection Regulation (GDPR).
- ▶ Recent tweets widget.
- ▶ Subscription to our newsletter.



## 2.2 DISSEMINATION AND COMMUNICATION ACTIVITIES

VES4US aim is to develop a radically new platform for the efficient production and functionalisation of EVs, which will enable for their exploitation as tailor-made products in the fields of nanomedicine, cosmetics and nutraceuticals. A core aspect of the project is to focus vesicles from an identified natural source, which could constitute a more economically viable and sustainable source of EVs. This will allow the development of natural nanocarriers with unprecedented abilities for drug delivery in specific tissues such as brain, lung, skin, dendritic or tumour cells.

The VES4US website has been created with specific objectives, which respond to the communication and dissemination needs of the project. Amongst them, the most highlighted are the following:

- ▶ Maintaining a **dynamic website**, all kind of contents will be periodically updated. The website will count with technical articles, investigation papers, public deliverables, pieces of news and policies of the sector, initiatives related to the European Commission, events created by this project or other projects with the same objective, workshops, etc. With this methodology it will improve positioning in Google searchers, and while sharing the content through social networks and the newsletter, more visitors will be attracted to the website.
- ▶ The VES4US website is one of the **main communications and dissemination tools** of the project. To maximize the scope of the project, different strategies of digital marketing will be established.
- ▶ **SEO** – (Search Engine Optimization): the traffic of visits to the VES4US website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it. VES4US website will be SEO friendly and responds to the following standards. To generate traffic through search, VES4US website is focused on keywords like: extracellular vesicles, biotech, nutraceuticals, cosmetics, nanovesicles, natural derived cells.
- ▶ **Social networks**: the information hosted in the VES4US website, will be used in the social media channels in a way to increase visits and attract newcomers to the project.
- ▶ **Newsletter**: A **quarterly newsletter** will be distributed between the consortium and the public including achievements and innovations of the project that redirect to the website. Newsletter will be also uploaded to the website in a specific section just for them.
- ▶ **Link building**: It will be able to create synergies between the VES4US website and the partners' websites, as well as with other relevant agents of the sector, Horizon 2020 projects in the same field encouraging the exchange of links. Instruction to the rest of the partners will be offered with this aim.

## 2.3 TECHNICAL CHARACTERISTICS

### 2.3.1 FULL RESPONSIVE CONTENT WEBSITE

Responsive web design allows the VES4US website to be visible in all devices and platforms (desktops, tablets and phones).

The incorporation of the state-of-the-art techniques in design also creates a quick and intuitive user experience while browsing the website.

### 2.3.2 CMS WORDPRESS

This is the more used platform when creating the websites. It allows:

#### FLEXIBILITY

Every system needs to be able to handle custom demands from the customer without the development period extending to the extreme.

#### EASY TO USE

The website is easy to use. The website works and can be easily worked. Its completely customizable and maintainable by the customer concerning the content. None the less, it has a lot of resources that are easy reading, fact that invites the user of the webpage to stay browsing for a longer time.

#### PERFORMANCE

A website always needs to work properly. To guarantee a good performance we take all possible issues into account from the start. Everything needs to work as it should. And this website has the correct HTML and CSS to make the maintenance easy and the visualization attractive and practical.

### 2.3.3 IMAGES OPTIMIZED FOR BETTER LOAD TIME

Website compression makes it possible to reduce the file size of a web file to about 30% or less of its original size before these files get sent to the browser of a user.

This compressed file is then served to the browser of the user which decompresses it automatically to load the full original file in the browser again. Enabling compression is great for improving page speed because the visitors will need to download much smaller web files as the original ones when browsing web pages, which speeds up the download process of these files.

### 2.3.4 CONNECTION AND DATA EXCHANGE PROTECTED UNDER SSL CERTIFICATE

SSL stands for Secure Sockets Layer, this is a global standard security technology that enables encrypted communications between a web browser and a web server. It is utilized by 1 million online business and individuals to decrease the risk of sensitive information.

To create this secure connection, an SSL certificate is installed on a web server and serves to functions:

- ▶ It authenticates the identity of the website
- ▶ It encrypts the data that's being transmitted



### 2.3.5 SEO FRIENDLY SITE AND CONTENT

At a fundamental level, a SEO-friendly site is one that allows a search engine to explore and read pages across the site. Ensuring a search engine is the first step to establish VES4US visibility in the search engine results page.

A disclaimer with the information related to the GDPR compliance will be adhere the contact questionnaire and at the footer of the webpage. And the inclusion of data extracted from the website will be mention on the Data Management Plan developed by our partner Institute of Technology Sligo (ITS)

## 2.4 STRUCTURE OF THE WEBSITE

VES4US project is the main online tool to present and disseminate all the results and events under the framework of the project. It will be regularly updated by ZABALA to provide the latest news with the collaboration of all the partners, relevant results and breakthroughs.

The website is carefully designed to address the public and the people interested in the research activities this project is going to do, in the most effective way. It is the easiest way to ensure the visibility of the project for the EU as well for all the public.

VES4US website was designed as an interactive tool, as well as a training and learning one, for public information and communication among the partners and the people invested in the project. It will also be a repository for public documents, materials and useful information related to the project.

The structure and design of the website used during the lifetime of VES4US might be modified to be adapted to needs and the future outcomes of the project. This is the VES4US website structure:

### 2.4.1 MENU

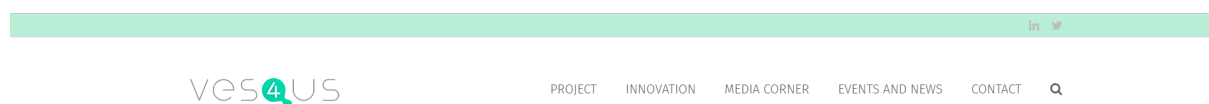


Figure 1 Menu bar from the webpage

### 2.4.2 HOME

The homepage is designed to attract the attention of the viewer with the first visual impact. The users get an overview of the project and of the whole consortium. The project logo is clear and visible, and everything is designed with the same colours theme. In this first page the user will find a short and sharp description of the project (What is VES4US), a clear presentation of the 4 main objectives of the project (OBJECTIVES), the project partners in the consortium with a location map (LOCATION MAP) and the latest news and recent tweets (RECENT NEWS).

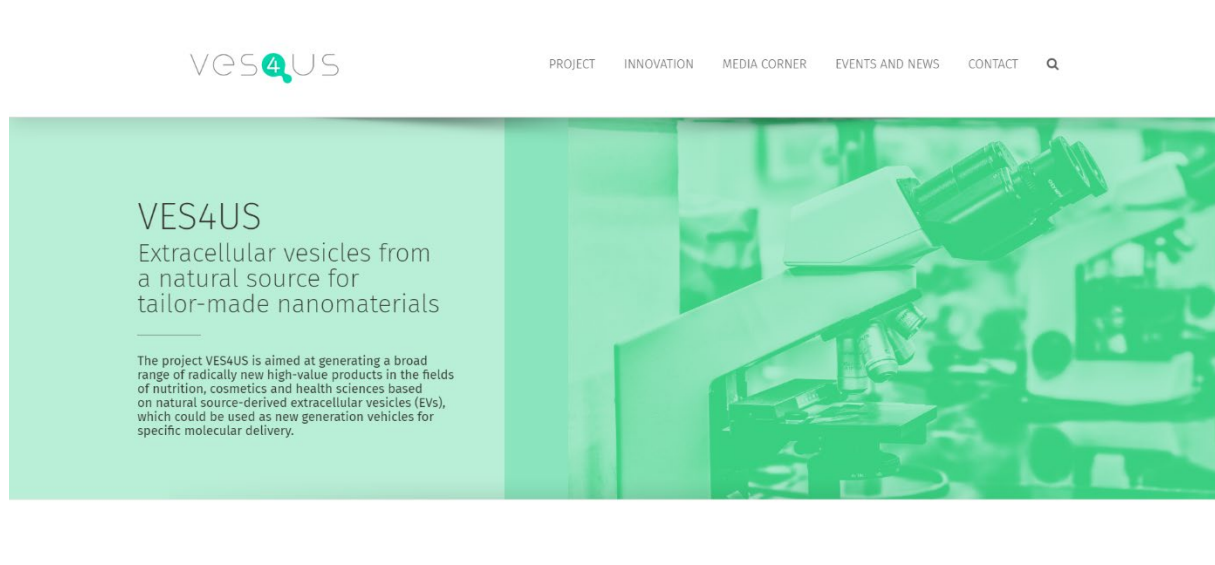


Figure 2 Website Homepage



Figure 3 Website Homepage What is VES4US

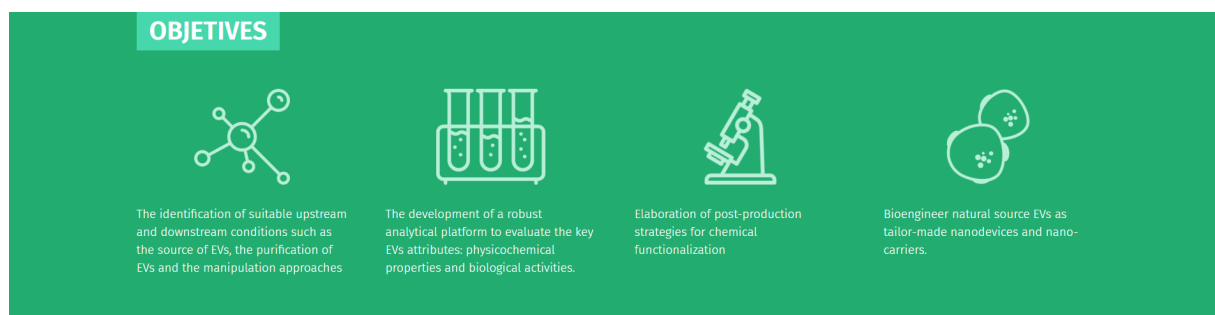


Figure 4 Website Homepage Objectives



Figure 5 Website Homepage Location Map

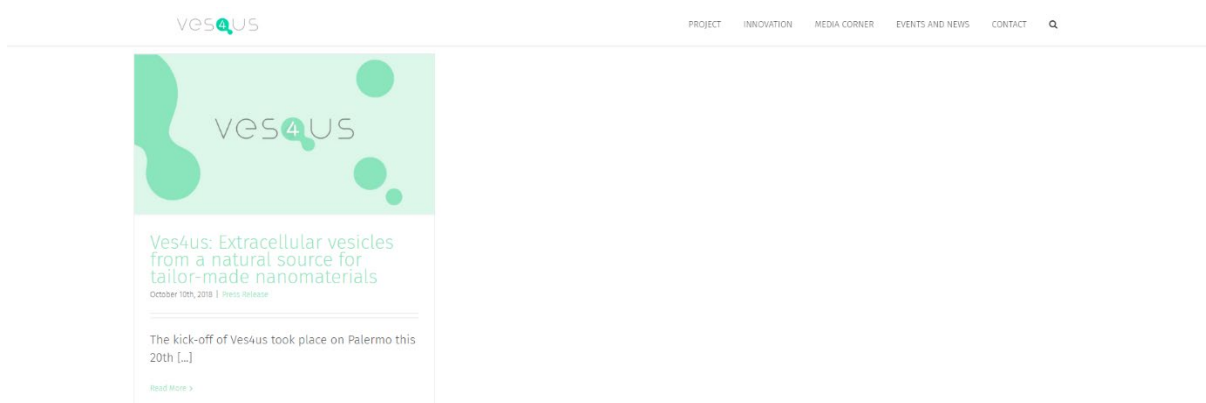


Figure 6 Website Homepage News

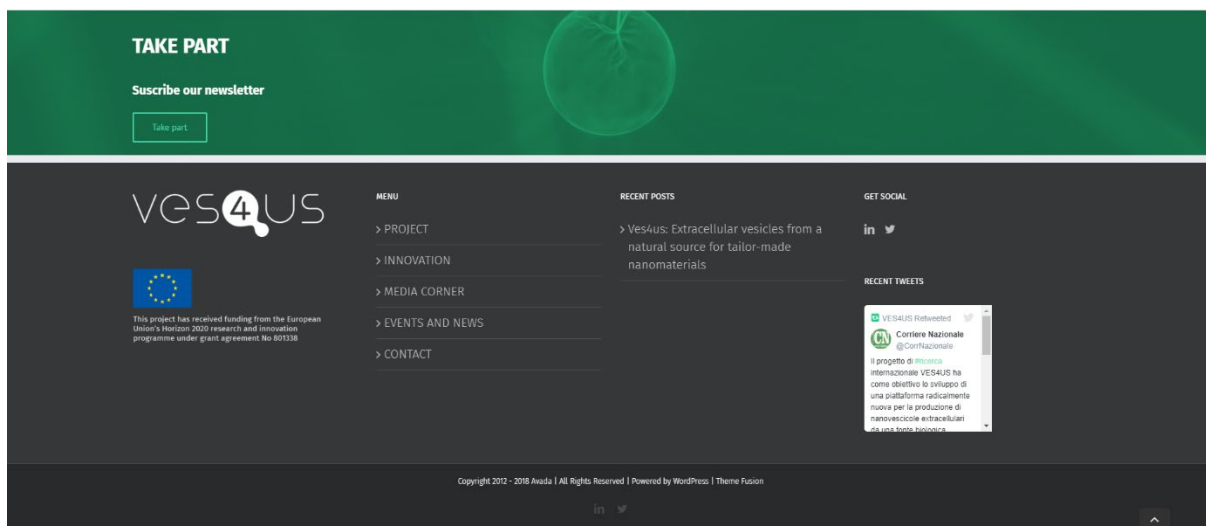


Figure 7 Website Homepage Footer

The reference to Horizon 2020, the FET-Open Programme of the European Commission and the fulfilment with the GDPR is shown on every page of this website in the footer.



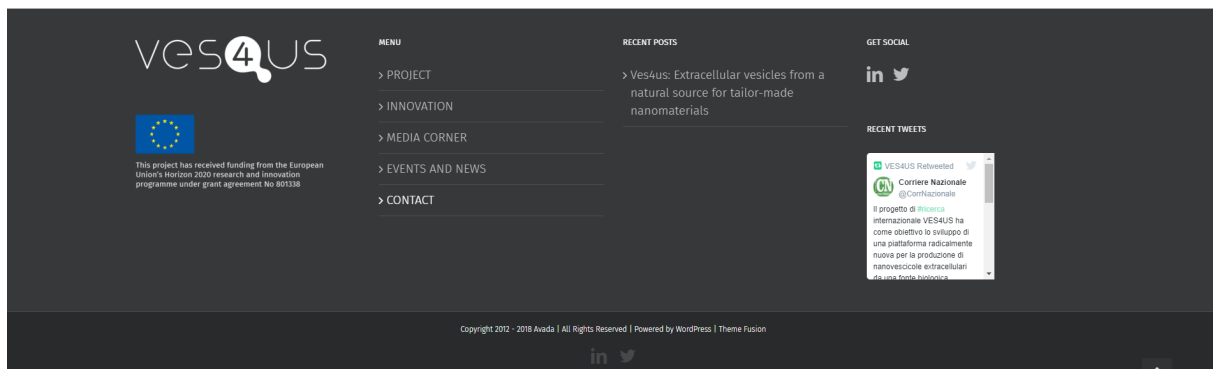


Figure 8 European Union Disclaimer

### 2.4.3 THE PROJECT

This part is where the project it's explained in detail. It distributes itself in different topics:

- ▶ Description
- ▶ Management Structure
- ▶ Consortium
- ▶ Education and Training

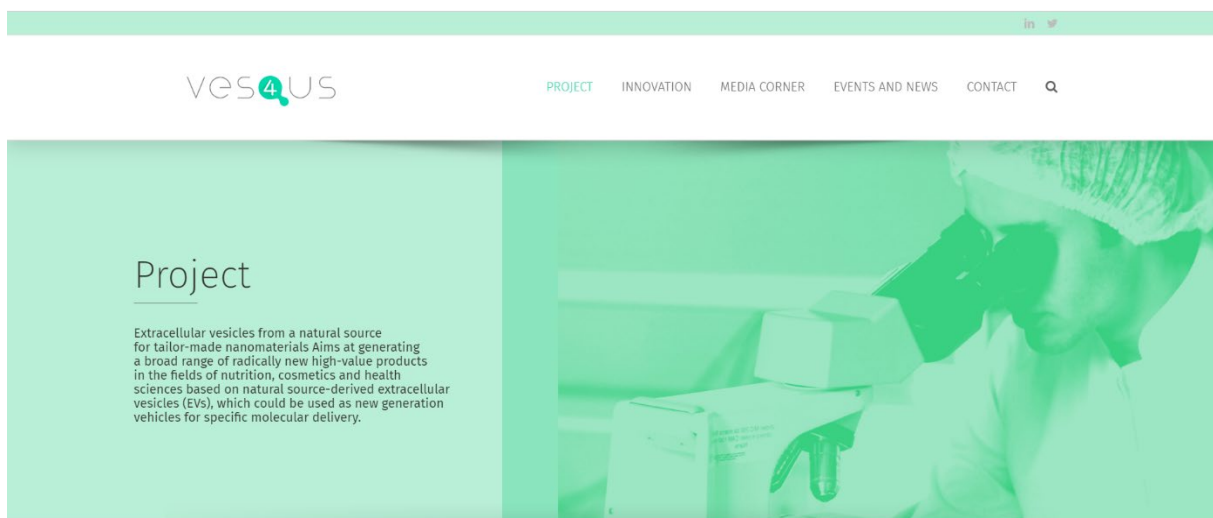


Figure 9 Project introduction

#### 2.4.3.1 DESCRIPTION

This section provides a full description of the project and its main objectives in a more focused way, laying out the details that were missed in the general description found in the main homepage.



## DESCRIPTION

VES4US: Extracellular vesicles from a natural source for tailor-made nanomaterials

Extracellular vesicles (EVs) are cell-derived, membranous particles that mediate intercellular communication by transferring biomolecules such as proteins and RNAs. The discovery of EVs as natural biocarriers and inter-species communication means has raised great interest in the drug delivery field. EVs intrinsically possess many attributes of a drug delivery vehicle, since these particles are well tolerated in the body, have long circulating half-life, are internalised by recipient cells and are able of crossing the blood brain barrier. Native and drug-loaded mammalian cell-derived EVs have recently been developed and are contributing to the expanding research field known as "cell-free therapy". Despite these promising progresses, translational applications are currently hampered by the lack of suitable processes for the isolation, characterisation and functionalisation of EVs.

The main aim of VES4US is to develop a radically new platform for the efficient production and functionalisation of EVs, which will enable for their exploitation as tailor-made products in the fields of nanomedicine, cosmetics and nutraceuticals. A core aspect of the project is to focus vesicles from an identified natural source, which could constitute a more economically viable and sustainable source of EVs. This process will allow the development of natural nanocarriers with unprecedented abilities for drug delivery in specific tissues such as brain, lung, skin, dendritic or tumour cells. VES4US is endorsed by prominent industrial stakeholders with strong interests in market-oriented innovation.

The actively emerging field of EV-based research and industrial/clinical translation will significantly profit from the proposed VES4US innovation of focusing on natural nanovesicles; the new knowledge created will influence the biomedical landscape of the future both within and outside the European Union.



Figure 10 Description of the project

### 2.4.3.2 WORK PACKAGES

This section is focused on explaining the importance of the work packages and its main goal and key results. . Also provides a visual infographic where the interrelation of the work packages and the work flow is represented in a more visual way.



Figure 11 Work packages infographic

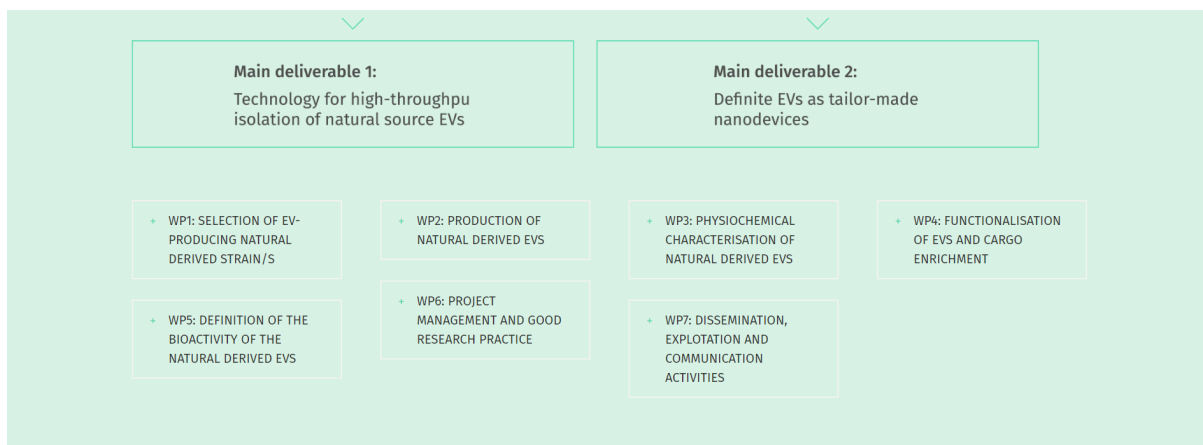


Figure 12 Work packages infographic 2

### 2.4.3.3 CONSORTIUM

This section provides a list of all partners taking part in the project linking to their short descriptions and websites. Every partner is briefly described in terms of research quality and groups participating in VES4US project, as well as their main contribution and leaderships in the work plan.

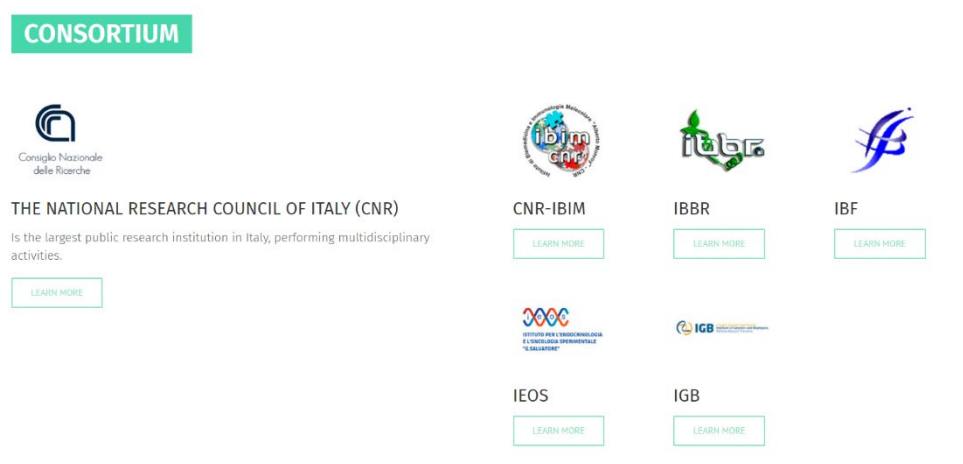


Figure 13 Consortium descriptions

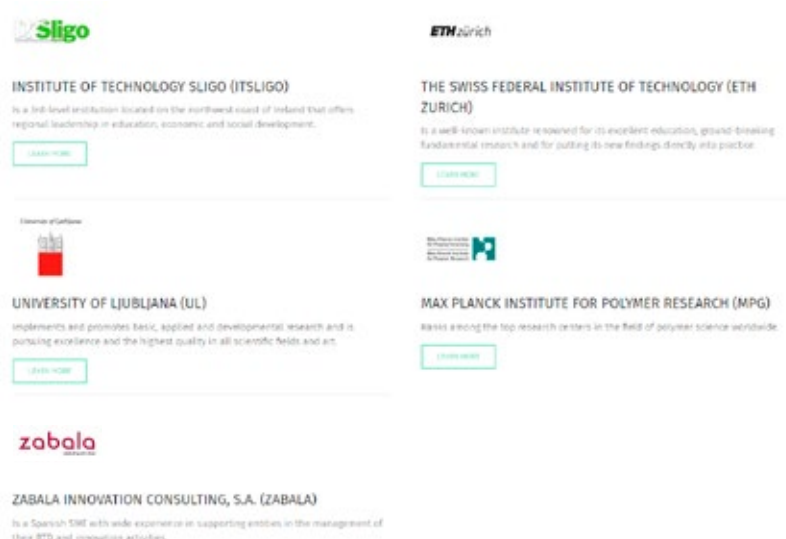


Figure 14 Consortium descriptions

## 2.4.4 INNOVATION

This section is going to be focused on providing a tailored explanation of VES4US approach and results in a way to raise awareness to the industrial part. Potential industrial partners or potential customers interested in the project results will find here an infographic of the project highlighting the main project results and achievements.

In this section we will include information related to the advisory board of this project and a “take part” button with the disclaimer with the GDPR of the website content for anyone interested in becoming a stakeholder of VES4US.

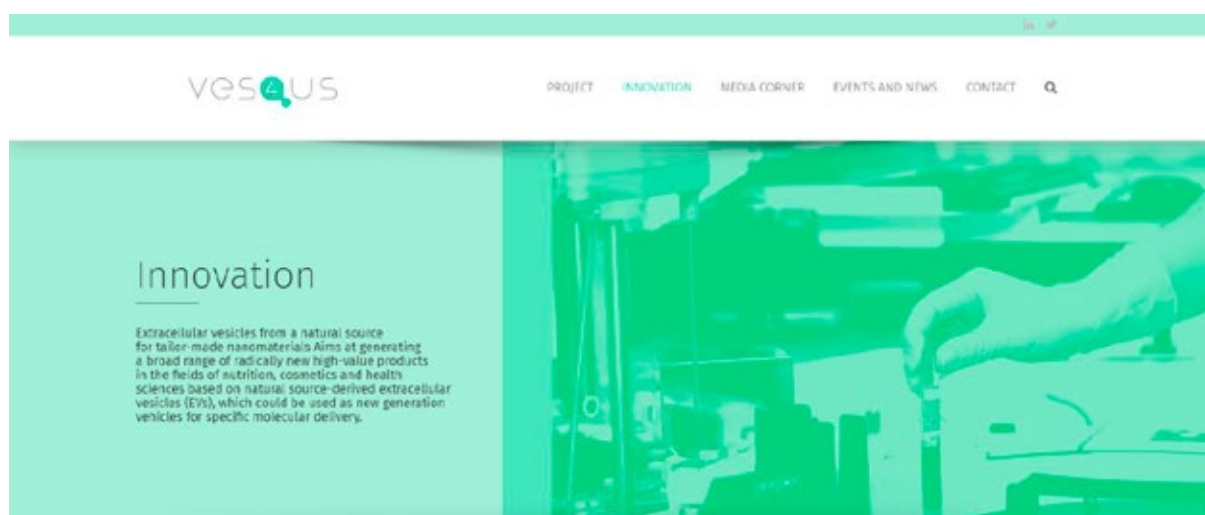


Figure 15 Innovation description

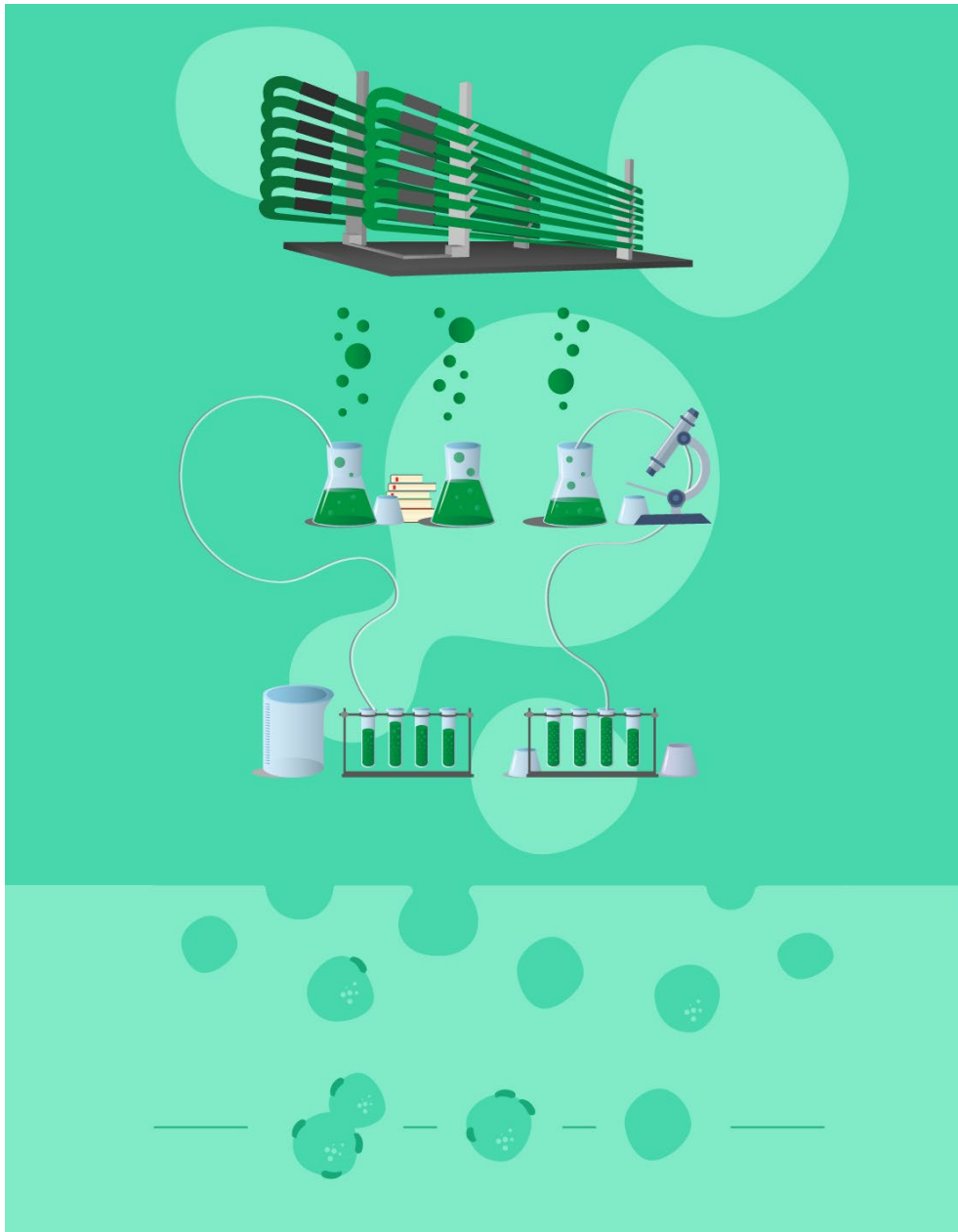


Figure 16 Infographic explaining the project

VES4US aims at creating a fundamentally new bioprocessing approach to generate and functionalise EVs from a renewable biological source using state-of-the-art technologies that have emerged in recent years as potent signal transducers, and cell-cell communicators. EVs will be loaded with specific cargoes directly in isolated EVs or by the modulation of producer cells. Membrane engineering for targeting purposes is expected to allow generating vesicle carriers with unprecedented abilities for delivery in specific tissues such as, brain, lung, skin, dendritic or tumour cells.

This innovative research will focus on developing natural derived cells biotechnology to translate fundamental work outputs into market-led opportunities relevant to the nanomedicine, cosmetic and nutraceuticals sectors. It is anticipated that VES4US results could replace less societal accepted animal-derived pharmaceuticals or chemical liposomes, as future vehicles for targeted drug/active compound delivery, influencing health and human wellbeing. The biotech industry generates millions of euros of revenue and sustains a sizeable work force, VES4US will undertake high risk and high gain foundation work for future internationally excellent research by promoting natural derived EVs with deep knowledge of specific sectorial needs. Industrial stakeholders could be a direct beneficiary of VES4US and potentially invest in the technology developed especially for follow-on work with bioengineered of this nanovesicles.

Not only the cosmetics or bio industry will be affected, an aspect of the implementation of the principle of Smart Economy is the commitment towards the training of a highly qualified workforce to meet the future needs of the European society and develop a knowledge-based economy. This approach of developing human capital for the future will be embraced with the recruitment of high calibre postgraduate students and staff and the translation of research aspects into undergraduate education. A career development plan will be realised for each recruited Postdocs and PGs. This will be realised for example via research-based learning and the embedding of VES4US outputs in some teaching components of science programmes delivered at the partner institutions.

Figure 17 Innovation part text

#### 2.4.4.1 EDUCATION AND TRAINING

Because VES4US is highly interdisciplinary and involves teams from different institutes covering different research fields including Aquatic Biological Sciences, Nanomedicine, Green Chemistry, Physical Chemistry, Genetics, Biochemical Engineering, Biotechnology, Biophysics, Microfluidics, Nanotechnology among others, this project has a commitment towards the training of a highly qualified workforce to meet the future needs of the European society and develop a knowledge-based economy. This section will generate interest in the professionals eager on learning more about the work it been done during the research of this project. Also, this section will promote the job positions generated in the project and the open materials for training purposes.

#### EDUCATION AND TRAINING

VES4US is highly interdisciplinary and involves teams from different institutes covering different research disciplines including Aquatic Biological Sciences, Nanomedicine, Green Chemistry, Physical Chemistry, Genetics, Biochemical Engineering, Biotechnology, Biophysics, Microfluidics, Nanotechnology among others. This project has a commitment towards the training of a highly qualified workforce to meet the future needs of the European society and develop a knowledge-based economy.

Training and exchanges via staff and student travel among the consortium members will be encouraged to genuinely improve the interdisciplinary methodology. These measures will enhance cooperation and synergy between the consortium members. Detailed actions (training plan) will be undertaken to improve the interdisciplinary methodology and the scientific cross-fertilisation amongst the partners by training staff and students of each participant institution for targeted collaborative experimentation. This will be realised by visits to host institutions and the organisation of 'hands-on' workshops on specific thematic during the yearly meetings.

VES4US wants to go a step forward in the quality generation and management of research and will apply a Quality management system compatible to UNI EN ISO 9001:2015 and OECD GLP standards. This quality plan for the management of procedures will include personnel training on Standard Operating Procedures (SOP) to control major experimental activities for harvesting, manipulating, storing, characterising and treating EVs, as well as for key related activities.

VES4US will also aim at promoting public engagement (short-term) by involving students from schools to contribute to simple experiments at STEM focused or Open Day events which are annually organised on the premises of some of the partner institutions within VES4US (short-term).

As a next step in contributing to the EV field, VES4US in collaboration with academic and industrial partners, we will investigate the potential and suitability of developing a module on natural source-derived EVs on an educational massive open online course (MOOCs).

Figure 18 Education and training explanation

#### 2.4.5 MEDIA CORNER

This section consists in different subsections which documents are all downloadable.

- ▶ Press Releases.
- ▶ Resources
- ▶ Newsletter
- ▶ Gallery
- ▶ Documents

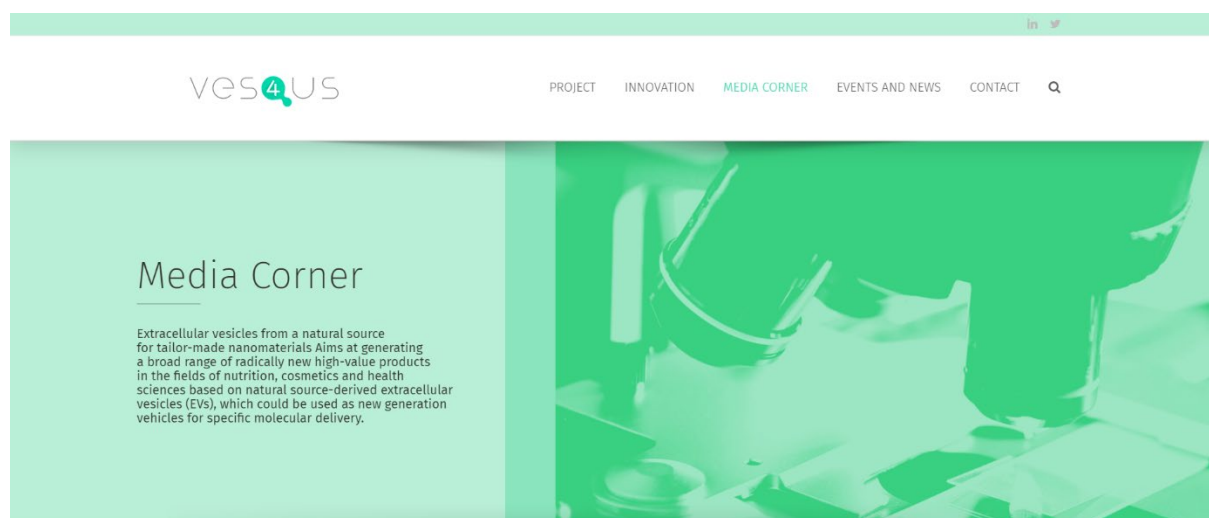


Figure 19 Media corner homepage



#### 2.4.5.1 PRESS RELEASES

In this section you can find the press releases made by the project consortium. Posting the press releases made, it is a way of showing the work progress that is being done.

#### 2.4.5.2 RESOURCES

In RESOURCES you can find the VES4US brand resources and useful templates to download.

- ▶ Logo and visual guidelines.
- ▶ Roll-up design.
- ▶ Posters.
- ▶ Infographics.
- ▶ Templates of the project.
- ▶ Other specific campaigns with resources and material.

#### 2.4.5.3 NEWSLETTER

A quarterly newsletter is going to be launched putting out feelers of the news that are going to be posted on the website and highlighting the main outcomes of the project, the newsletter is going to be found in this section in a pdf. version to download.

#### 2.4.5.4 GALLERY

In this section pictures of the consortium and the events that VES4US will attend to are posted. All photos will be described with a headline and a short paragraph in a way to let people get into context and are order by Day-Month-Year.

#### 2.4.5.5 DOCUMENTS

In this section you will find public documents with the main outcomes and results achieved by VES4US project. This will allow visibility and transparency for the project.

- ▶ Public documents
- ▶ Deliverables
- ▶ Scientific papers
- ▶ Scientific communications

#### 2.4.6 EVENTS AND NEWS

In this section news and events of interest will be posted. News and events are always going to be up to date with the main outcomes and the related material useful for the consortium and the community of people interested in the project.

Periodically or two times a month we will try to release a piece of news and for that we will count with the help of the project consortium.

The events and pieces of news published in this section will be based on the future advances of the project in the research of extracellular vesicles, deliverables, meetings and events partners organise or attend to, workshops, pieces of news related to FET-Open and events they organise, politics and new strategies de EC generates related to the theme of the project, events other projects related to VES4US assist, and pieces of news about the value chain of the research field.



Every partner has the obligation of allowing the other member of the consortium know, the pieces of news they generate this being: the attendance to an event or workshop, the publication of a science paper or anything that could be useful to the communication plan of this project. The website will be up to date by posting at least to pieces of news per month.

The internal proceedings of VES4US will be described in the Dissemination and Communication Plan deliverable.



Figure 20 Events and news homepage



Figure 21 View of the piece of news, normal

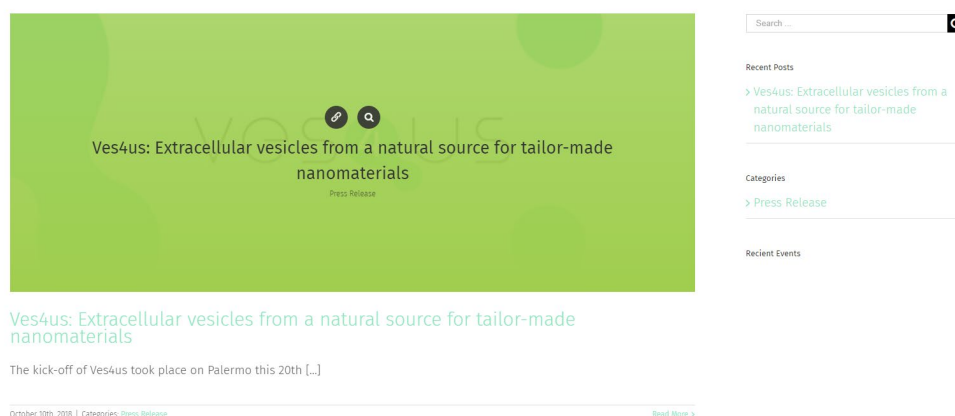


Figure 22 View of the piece of news when you click it

## 2.4.7 CONTACT

In the CONTACT section a form with the GDPR consent will be available for the community of the project to get in touch with the researchers and the consortium and ask anything they could have in mind.

Figure 23 Contact form

## 2.5 MEASURING RESULTS

Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reaching the community of the project and spreading the news about the results that may be. Monitoring and analytics will be incorporated on the web and social media of VES4US digital marketing and communication processes, as a source of essential information for monitoring key indicators.

Visits to the website will be measured and evaluated with the use of statistics integrated with Google Analytics. This is the best tool for personalized views and graphs about type of users, geographical precedence, origin of web traffic, most visited sections, etc.

Google Analytics gives a wealth of information about VES4US website performance metrics, but very simply put it, it shows us the following:

- ▶ How much traffic is coming to the site.
- ▶ Where the traffic is coming from.
- ▶ What visitors are doing once they are on the site.

This analysis will be developed every three months for the website and the social media channels.

Analytics works by tracking 'tags', which are a small piece of JavaScript code that are installed on every page of the website for Analytics to work properly. This data is then collated and shown in a 'report' page in the Google Analytics' admin interface.

The report contains these data:

- ▶ Visits: The total number of visits, including both new and returning visitors. A returning visitor would be counted twice or more, depending on how many times has visited the page. If we want to know only the new visitors, then we would measure "absolute unique visits".
- ▶ Page views: The total number of pages views.
- ▶ Bounce Rate: The percentage of visitors who leave site without viewing a second page. I.e. they click the 'back' button, type a new URL or close the window or session time-out. A good bounce rate is below 20%, a 30% rate is standard and anywhere over 50% would suggest rethinking the page and find why so many people are leaving the page at first sight.
- ▶ %New visits: The percentage of visitors who are new; the difference between the final percentage of visitors who are new and the 100%, are the people who return.

Also, Google Analytics includes an overview of where in the world are the visitors located, languages they speak, and the platforms they are using to look at your page.

Other popular applications in this field will be used to combine with the KPI's in social media channels. The combination of all these tools will allow having a complete view of the evolution of the project in social networks.

The evolution of the indicators will be revised, and the main results of the communication actions will be reported in the "Final Communication Report", including for instance the following indicators:

- ▶ Number of visitors to the website.
- ▶ Number of followers in social media accounts.
- ▶ Number of newsletter receptors.
- ▶ Socio-demographic data studies of the website visitors.
- ▶ Information requests.
- ▶ Engagement indicators.

This helps quantifying the results obtained and define the upcoming milestones which will improve the quality of the communication.

### 3. LOGO

The brand proposal for VES4US is inspired by the spherical curves generated by the budding of a vesicle from the biological membrane (membrane vesiculation) by minimising the membrane (isotropic) bending energy by minimising the membrane (isotropic) bending energy. This figure represents the consortium activity on a very accurate way, indeed the shape matches the modelling of a membrane vesiculation mathematically derived by VES4US partners (Aleš Iglič and Veronika Kralj-Iglič University of Ljubljana).



Figure 24 VES4US Logo

#### 3.1 CONSTRUCTION AND PROPORTION

This is the natural layout of the VES4US brand and must be used whenever its reproduction allows it. To determine the proportion, positioning and distance of the elements, 1/8th of the square generated by the 'e' letter.



Figure 25 Construction and proportions of the VES4US logo

#### 3.2 SAFE ZONE

This is the minimum distance that the VES4US brand must maintain with other elements in the graphic application, such as, for example, margins, menus, texts, images, other brands, etc. To determine the proportion, positioning and distance of the elements, 1/8th of the square generated by the e letter.



Figure 26 Save zone of the VES4US logo

### 3.3 REDUCED BRAND OPTION

This is the reduced version of the VES4US brand. This version can be used when the application is too small for using the main version properly. It also can be used for creating graphic resources such as textures, merchandising, tv supers, etc



Figure 27 Reduced Brand Option of the VES4US logo

#### 3.3.1 CONSTRUCTION AND PROPORTION

To determine the proportion, positioning and distance of the elements, 1/4th of the square generated by the symbol. The symbol can be rotated on angles of 45° to fit the graphic application.

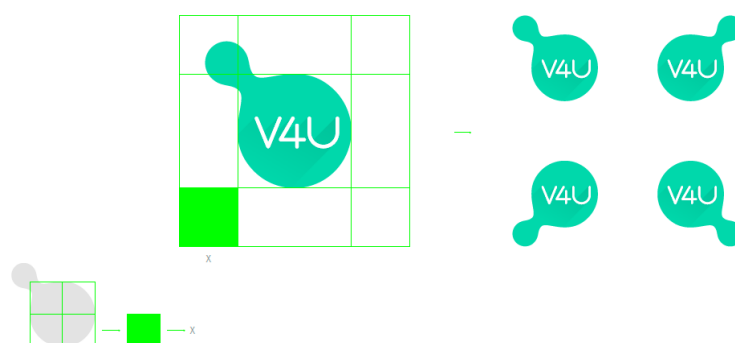


Figure 28 Proportions of the reduced brand option of the VES4US logo

### 3.4 MAIN COLORS

There are four main colours for the reproduction of the brand:

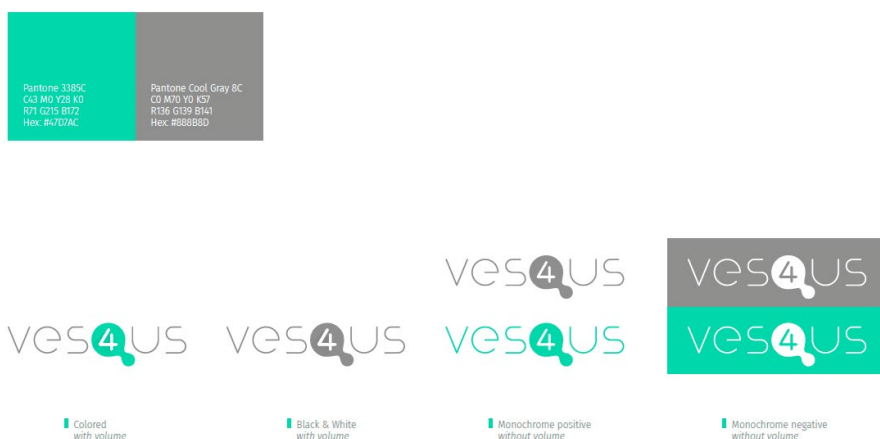


Figure 29 Main colours of the logo

### 3.4.1 SECONDARY COLOURS

Secondary colours can be used in those cases in which complex information needs to be shown and the main colours are insufficient. A good example of this is graphs. Secondary colours make the information clearer and add energy and warmth to the document. Furthermore, secondary colours will help us to define the hierarchy of contents better making their communication more effective.

Where to use secondary colours:

- Information graphs and highlighted information.

Other potential uses for secondary colours:

- Internal communication, user interface and advertising campaigns.

C0 M97 Y50 K0 R224 G0 B77 PANTONE 1925C #E0004D	C0 M8 Y70 K0 R253 G215 B87 PANTONE 121C #FDD757	C57 M2 Y0 K0 R65 G182 B230 PANTONE 298C #41B6E6
90%	90%	90%
80%	80%	80%
70%	70%	70%
60%	60%	60%
50%	50%	50%
40%	40%	40%
30%	30%	30%
20%	20%	20%
10%	10%	10%

Figure 30 Secondary colours of the VES4US logo

### 3.5 APPLICATIONS

The nature of the brand enables its versatile integration in any type of graphic element whenever its contrast and legibility are guaranteed.

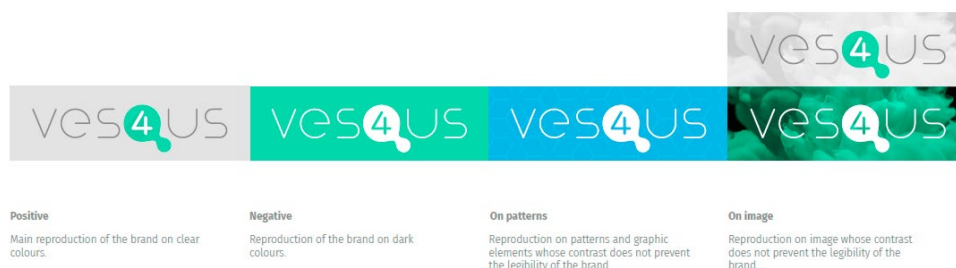


Figure 31 Applications of the logo

### 3.6 UNACCEPTED VARIANTS

Here are some examples of brand interpretations that do not comply with the regulations. They are examples that should be avoided.

- ▶ The brand should not be deformed.
- ▶ The layout of the logo and the symbol should not be modified.
- ▶ The font of the brand should not be changed.
- ▶ Effects should not be applied to the brand (such as drop shadows or bevels)
- ▶ High contrast colours should not be used for the reproduction of the brand.
- ▶ The brand should not be applied on backgrounds that hinder its legibility.

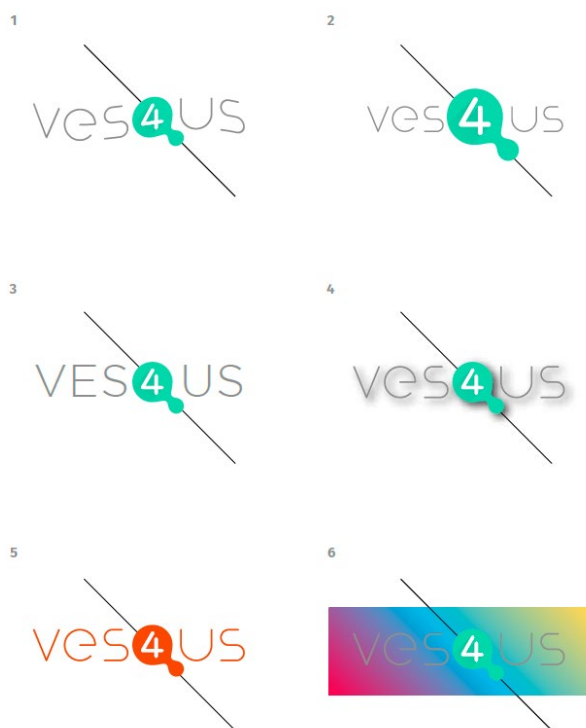
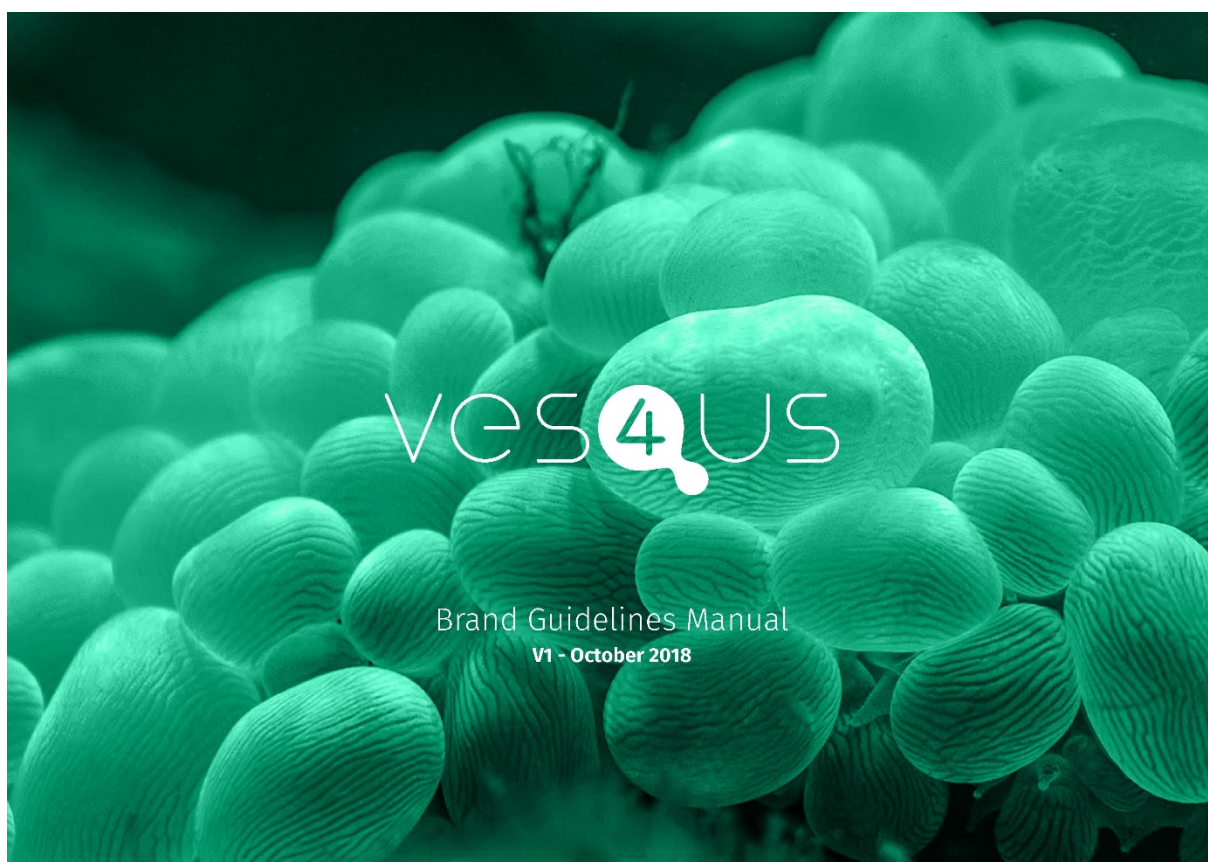


Figure 32 Unaccepted variants of the VES4US logo



## Index

VES4US is a project funded by the FET-Open Call of the Horizon2020 Programme of the European Commission which goal is to develop a radically new platform for the efficient production and functionalisation of EVs. This will enable for their exploitation as tailor-made products in the fields of nanomedicine, cosmetics and nutraceuticals.

The contents of this manual offer the necessary tools and guidelines to ensure coherence and consistency in the presentation of the VES4US brand, as well as illustrative examples of how we can establish and maintain its visual identity.

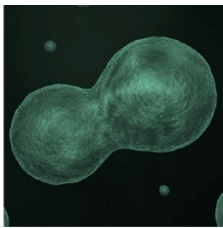
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## Brand

### The Concept

The brand proposal for VES4US is inspired by the spherical curves generated on a vesicle during a cellular meiosis.

This figure is highly recognizable by the science community and represents the cluster activity on a very accurate way.



+

Science  
Biology  
Research  
Cellular

=

VES4US

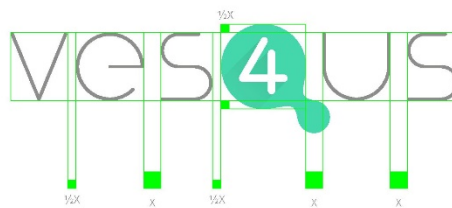
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## Brand

### Construction & proportion

This is the natural layout of the VES4US brand and must be used whenever its reproduction allows it.

To determine the proportion, positioning and distance of the elements, 1/8th of the square generated by the **e letter**.



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## Brand

### Safe Zone

This is the minimum distance that the VES4US brand must maintain with other elements in the graphic application, such as, for example, margins, menus, texts, images, other brands, etc.

To determine the proportion, positioning and distance of the elements, 1/8th of the square generated by the **e** letter.



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## Brand

### Reduced brand option

This is the reduced version of the VES4US brand.

This version can be used when the application is too small for using the main version properly.

It also can be used for creating graphic resources such as textures, merchandising, tv supers, etc



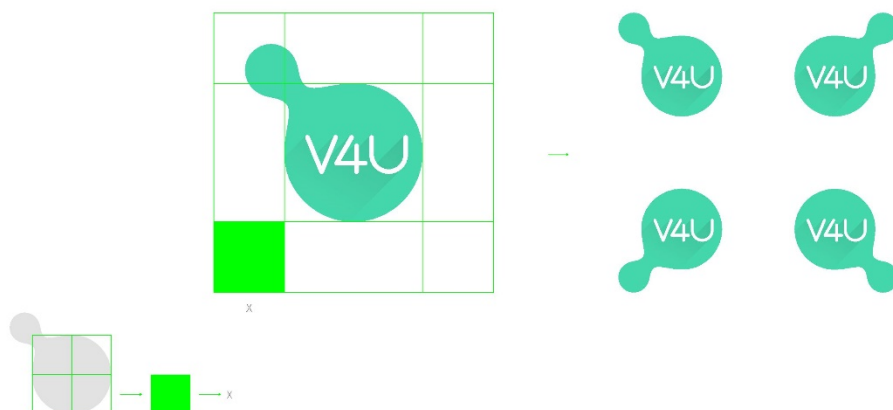
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## Brand

### Reduced brand option

To determine the proportion, positioning and distance of the elements, 1/4th of the square generated by the **symbol**.

The symbol can be rotated on angles of 45° to fit the graphic application.

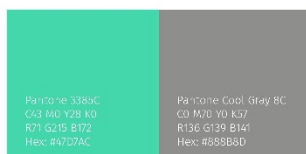


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## Colors

### Main Colors

These are the four main colours for the reproduction of the brand.



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 801338 [D7. 1] Website and logo

## Colours

### Secondary Colours

Secondary colours can be used in those cases in which complex information needs to be shown and the main colours are insufficient. A good example of this is graphs. Secondary colours make the information clearer and add energy and warmth to the document.




Furthermore, secondary colours will help us to define the hierarchy of contents better making their communication more effective.

#### Where to use secondary colours:

Information graphs and highlighted information

#### Other potential uses for secondary colours:

Internal communication, user interface and advertising campaigns

		
C0 M97 Y50 K0 R224 G0 B77 PANTONE 1925C #E0004D	C0 M8 Y70 K0 R253 G215 B87 PANTONE 121C #FDD757	C67 M2 Y0 K0 R65 G182 B230 PANTONE 298C #17B6E6
65%	55%	55%
80%	75%	75%
72%	72%	72%
65%	65%	65%
57%	57%	57%
40%	40%	40%
30%	30%	30%
20%	20%	20%
10%	10%	10%

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## Reproduction of the Brand

### Application

The nature of the brand enables its versatile integration in any type of graphic element whenever its contrast and legibility is guaranteed.



#### Positive

Main reproduction of the brand on clear colours.

#### Negative

Reproduction of the brand on dark colours.

#### On patterns

Reproduction on patterns and graphic elements whose contrast does not prevent the legibility of the brand.

#### On image

Reproduction on image whose contrast does not prevent the legibility of the brand.

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 801338 [D7. 1] Website and logo

#### Reproduction of the Brand

### Unaccepted Variants

Here are some examples of brand interpretations that do not comply with the regulations. They are examples that should be avoided.

- 1 The brand should not be deformed.
- 2 The layout of the logo and the symbol should not be modified.
- 3 The font of the brand should not be changed.
- 4 Effects should not be applied to the brand (such as drop shadows or bevels)
- 5 High contrast colours should not be used for the reproduction of the brand.
- 6 The brand should not be applied on backgrounds that hinder its legibility.



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#### Corporate Graphic Elements

### Corporate Typography

The **Fira Sans font family** is standardised as corporate typography for VES4US communication.

Any font weight can be considered for using as long the weights selected keeps an optimal contrast inbetween.

Light for common text  
Bold for highlighted text and titles

The full family of the Fira Sans can be downloaded and used with any commercial purpose from Google Web Fonts.

> [fonts.google.com/specimen/Fira+Sans](https://fonts.google.com/specimen/Fira+Sans)

#### Backup font

Fira Sans Light

*Fira Sans Light Italic*

**Fira Sans Bold**

***Fira Sans Bold Italic***

— Arial Regular

— *Arial Regular Italic*

— **Arial Bold**

— ***Arial Bold Italic***

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## Images

The use of photographs in the visual contents created for the brand is standardised.

The leitmotiv of the images used should be focused on the concept explained in the page 3 of this manual, reflecting science research and biomolecular patterns.

The images may be edited in the brand's colours described on the page 8 and 9 of this manual.

