



PROJECT ACRONYM

CUPIDO

PROJECT TITLE

Cardio Ultraefficient nanoParticles for Inhalation of Drug prOducts

Deliverable 10.1

Visual Identity Kit

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1. Executive summary

The project visual identity has been defined during the first months of the project and comprises a project logo, a color palette, font, and an archive of reference pictures. The visual identity has been already applied to all the promotional material developed so far: typographic (poster, folders) as well as digital (website, social media, presentation template).

Any other visual material that will be developed in the future will adhere to the visual identity.

Key deliverable achievements:

1. Development of a visual identity (logo, colors, images);
2. Application of the visual identity to the communication material.

2. Cooperation between participants

CUPIDO visual identity was developed by IN, in collaboration with the project coordinator, CNR (Daniele Catalucci) and it was revised and approved by the project partners. Since the very first months of the project the visual identity has been used by all the partners.

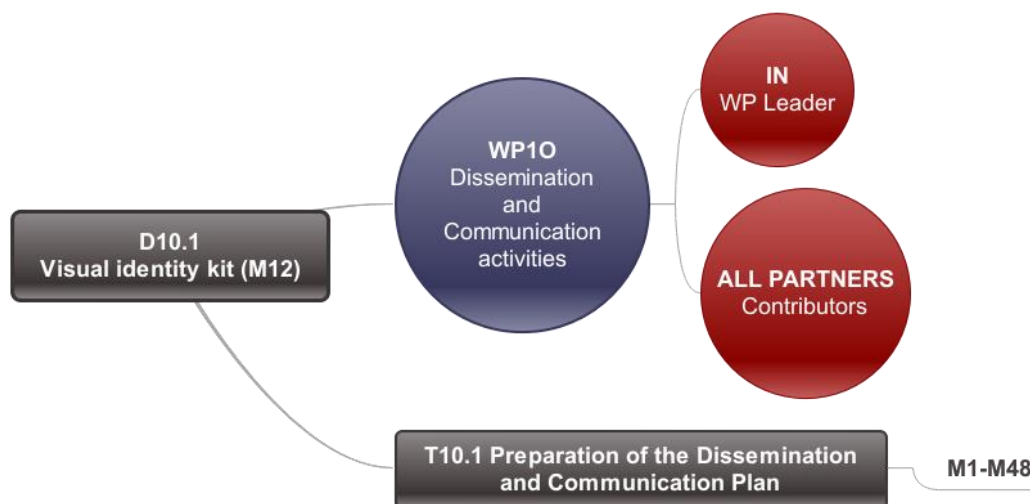


Figure 1. Partner's contribution to the preparation of this document.



3. Visual Identity Kit

3.1. Visual identity

The visual identity is formed by all the visible elements of the project, such as color, shape, typography, etc. Altogether they convey a symbolic meaning that complements the written message. Such visual identity enables CUPIDO to build a coherent reputation and to make a visual statement about itself. In this way, the project becomes recognizable at a glance, allowing people that get to know CUPIDO on one channel to easily recognize it in other media. Indeed, a coherent use of the visual identity across all the channels reinforces the credibility of the project, transforming into a unique strong entity.

The visual identity has also a key role in strengthening the internal communication, allowing all the partners, which belong to several institutions, to identify with the project and perceive it as a whole.

CUPIDO visual identity was developed by IN, in collaboration with the project coordinator, and presented at the Kick-off meeting at M1. Since then, it was further developed and adopted in all the communication channels used so far. The visual identity is constantly updated with new material and for now it is composed by:

3.1.1. Typography & color palette

The typography for CUPIDO is the font Fira Sans, freely available in several weights and in italics. This font will be used for headlines and it will pair with Roboto in body text. The color palette has been built around two colors: a dark red to recall the heart and a typical green for the heartbeat line.

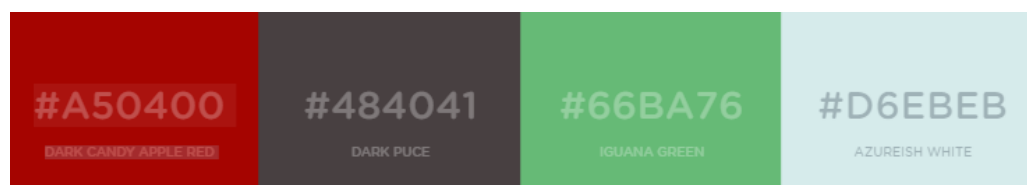


Figure 2. Typography and color palette for CUPIDO.

3.1.2. Project logo

The logo is composed by the name of the project and a standalone and intuitive icon that summarize the main concept behind CUPIDO: nanoparticles that can reach the heart. The logo features all the elements described above.



Figure 3. CUPIDO logo.



3.1.3. Archive of images

IN, in collaboration with all the partners, has collected some pictures belonging to the fields of nanotechnology, cardiology, pharma, etc. This archive might grow with time when new pictures that are considered adapted will become available.

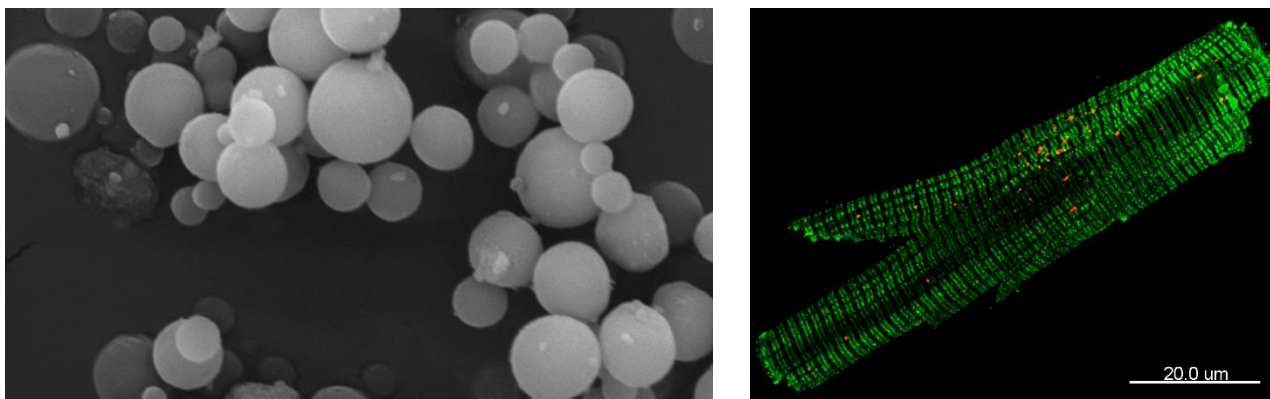


Figure 4. Some of the images provided by the Consortium.

In addition, IN has created a simple illustration that visualizes the journey of the nanoparticles to the heart and has collaborated with a 3D rendering studio (Ella Maru Studio) to create two images that will illustrate the penetration of the nanoparticles into the myocardium and the inhalation of the micro particles. Such illustrations have been recently made available to all the partners and they will be added to the future communication and dissemination material.

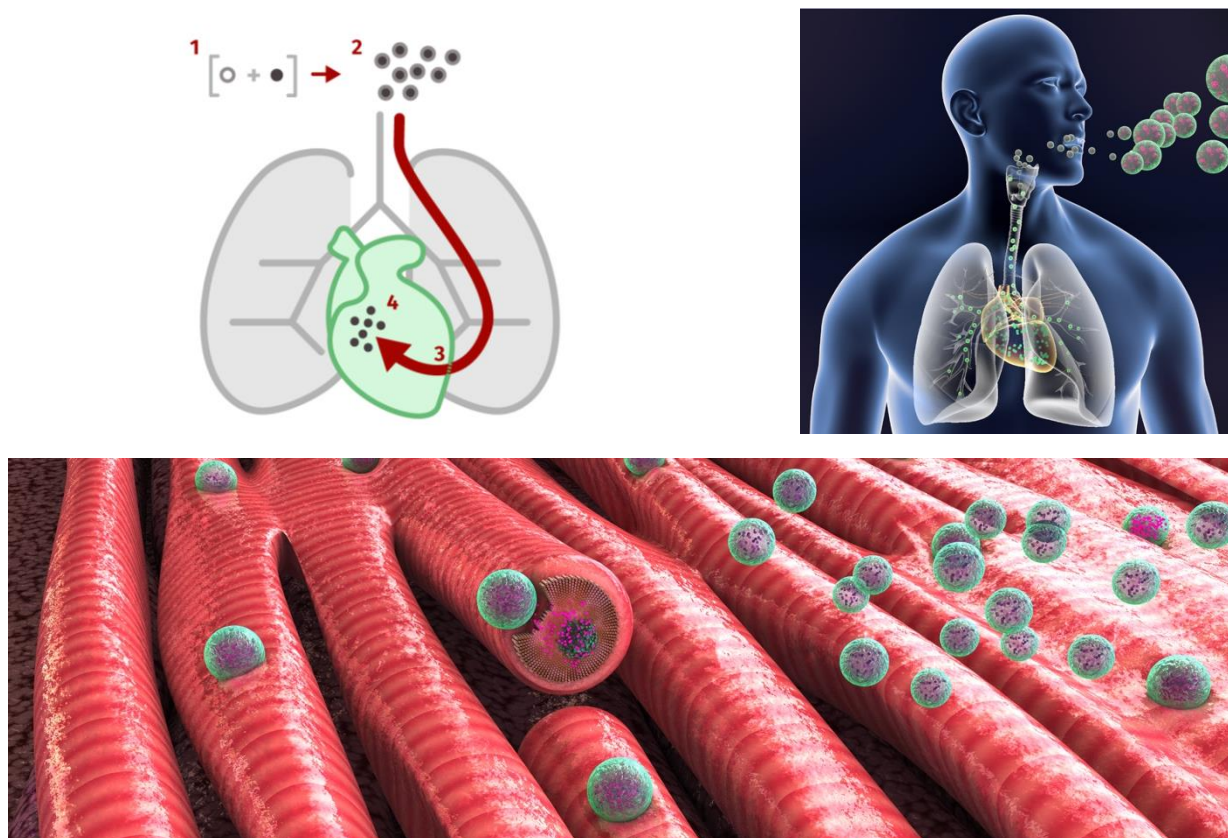


Figure 5. IN illustration and the two 3D renderings from the Ella Maru Studio.



3.2. Applications of the visual identity to the communication material

The visual identity has been applied to all the communication material developed so far:

3.2.1. Project poster & roll-up

The project poster (A1 format) will be used to introduce CUPIDO to the scientific community and to other stakeholders. It can be used by the partners during conferences or technical meetings and it has been conceived to serve as a stand-alone overview as well as a complement to other posters developed by partners regarding their specific role in the project. The roll-up instead provides only a generic overview to CUPIDO and it can be used in fairs or exhibitions.

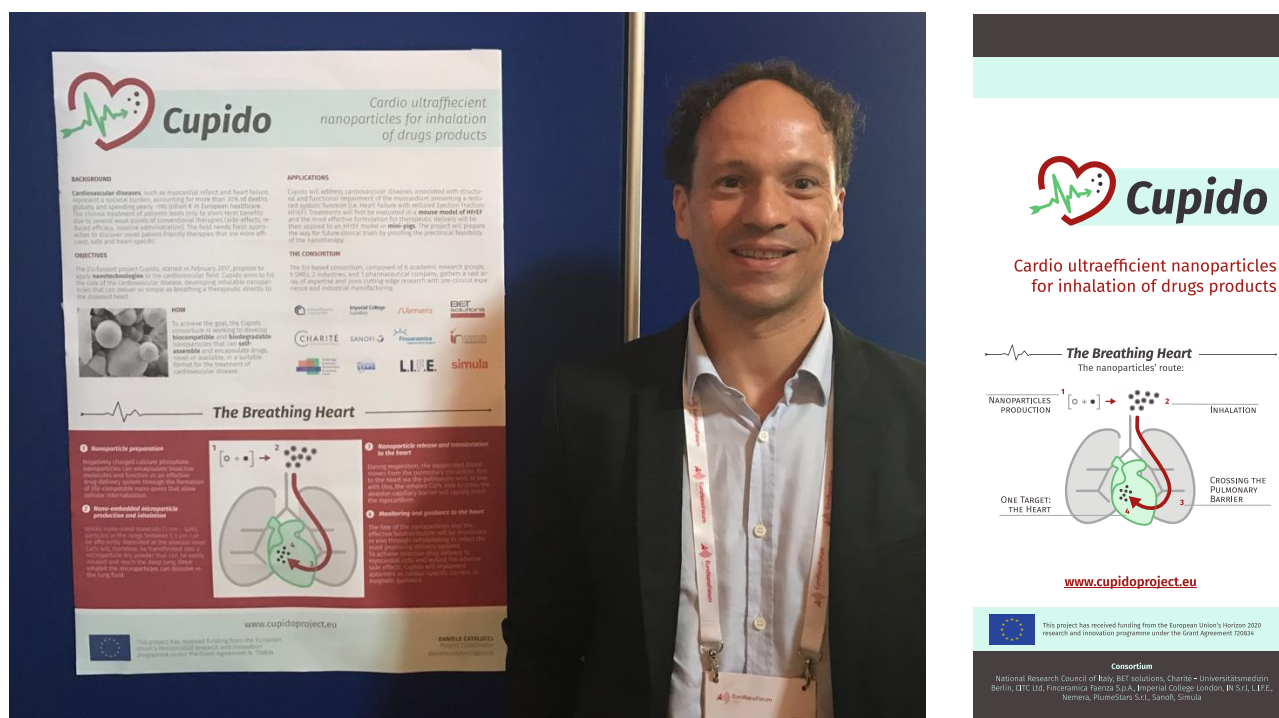


Figure 6. The CUPIDO poster presented by the project coordinator at the EuroNano Forum 2017, and the CUPIDO roll-up.

3.2.2. Project folder & presentation template

During the project meeting, the visual identity is used in all the communication material (folder, presentations, etc.) to allow the partners to perceive the project as a unique identity.

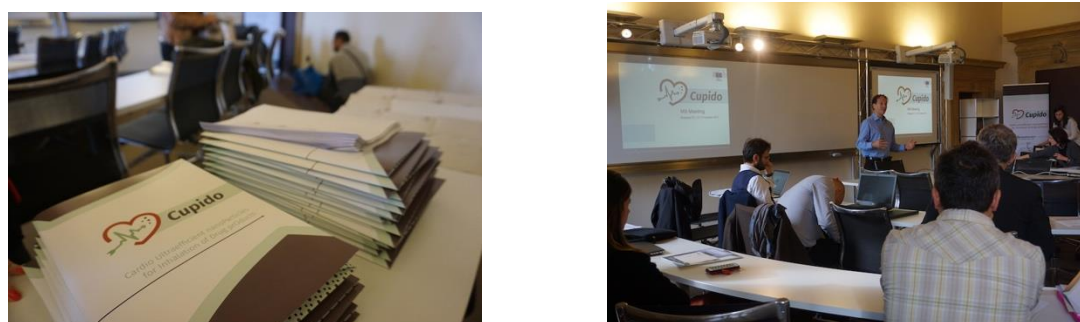


Figure 7. The CUPIDO folders and presentations used during the M9 Project Meeting.



3.2.3. Web-based communication

All the digital communication should also follow a coherent style dictated by the visual identity. In this regard, the social media and the website have been structured to include the logo, the color palette and the other visual elements.

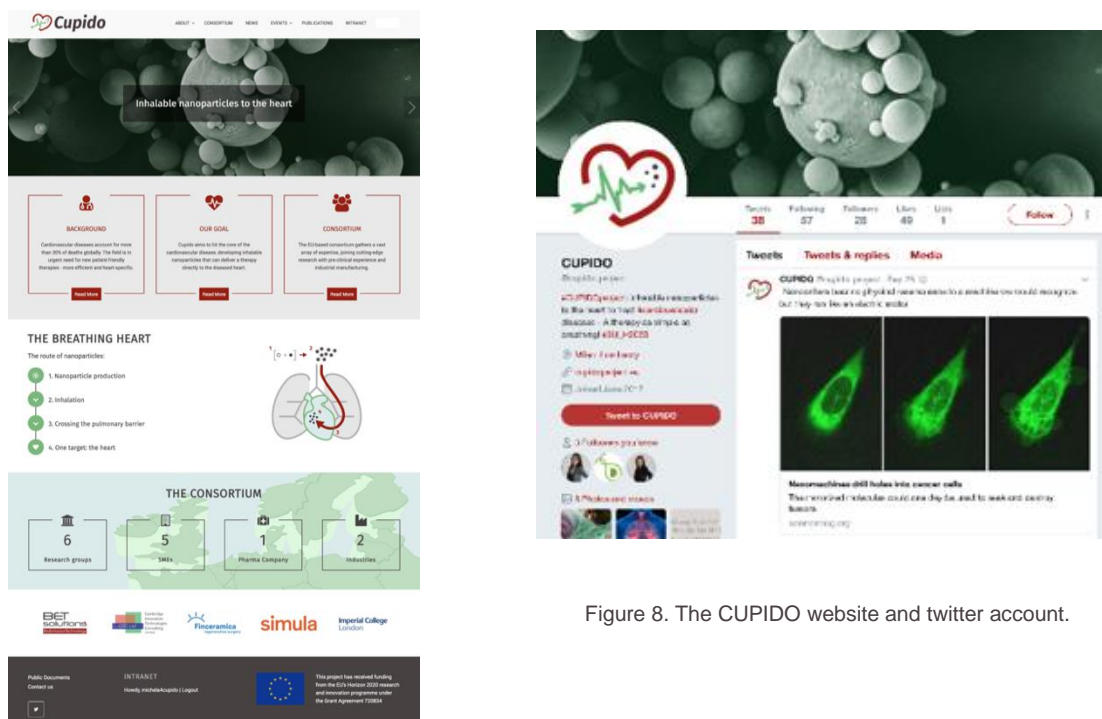


Figure 8. The CUPIDO website and twitter account.

4. Conclusions

The visual Identity presented here has been already successfully applied to both typographic and digital materials developed so far by the project. It will also be included, whenever possible, in all the other visual materials. All the partners are encouraged to use it whenever they communicate or disseminate the project.

For updated information on CUPIDO activities and dissemination, please visit:



www.cupido-project.eu



www.twitter.com/cupido_project