**PROJECT ACRONYM**
**CUPIDO**

**PROJECT TITLE**
**Cardio Ultraefficient nanoParticles for Inhalation of Drug prOducts**

# Deliverable 10.2
# Visual Identity

## Table of Revisions

| REVISION NO. | DATE | WORK PERFORMED | CONTRIBUTOR(S) |
|---|---|---|---|
| 1 | 05/12/2019 | First Draft | Michela Candotti |
| 2 | 09/12/2019 | Revision | Daniele Catalucci |
| 3 | 04/01/2020 | Revision | CCG |
| 4 | 21/01/2020 | Revision | IPR Team |
| 5 | 22/01/2020 | Formatting | Paulina Piotrowicz |

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# 1. Executive summary

The project visual identity was defined during the first months of the project (logo, color palette, font, and an archive of reference pictures) and presented in the first version of this deliverable (D10.1, due at M12). The same visual identity was applied to all the promotional material developed, both typographic (poster, folders) as well as digital (website, social media, presentation template). Here we present the update of the visual identity, which is limited to an extended color palette and the inclusion of more images useful for the project.

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

**Key deliverable achievements**:

1. Inclusion of more images linked to the project (illustrations, stock images and 3D renderings);

2. Application of the updated visual identity to the communication material.

## 2. Cooperation between participants

CUPIDO visual identity was developed within the first months of the project and updated by IN, in collaboration with the project coordinator, CNR (Daniele Catalucci). It was revised and approved by the project partners and by the Communication Core Group. Since the very first months of the project, the visual identity and the relative project material have been used by all the partners.

## 3. Visual Identity Kit

### 3.1. Visual Identity

The project visual identity presented in D10.1 (M12) is still in use in the project. However, few updates have been made to include more visual content to freshen up the look on digital channels. In particular we included:

- The **illustration** developed within the CUPIDO Communication Workshop by the illustrator Alessandro Bonaccorsi (Italy). These images, that have a more informal tone, have been mainly used for social media like Twitter and on typographic material for general public.

- Some **stock pictures** that could relate to CUPIDO topics. These images have been used as cover pictures for several project news as well as footage pictures in the project video interview.

- Some **images extracted from the official CUPIDO 3D video**. These 3D renderings have been very effective also in printed material.

Figure 1 Examples of new images included in the project visual identity.

The color palette for the digital channels has also been revised to soften strong colors on screen. The new palette can be found in the Figure below.

Figure 2 New color palette for digital channels.

## 3.2. Applications of the visual identity to the communication material

New typographic material, featuring the new images, has been created for specific events attended during the last year (see also D10.16 Building Communities):

- **Three A6 postcards** to be used as flyers. The postcards have on side one of the images extracted from the video and on the other side the logos of the Consortium.



Figure 3 Design of the three A6 postcard for CUPIDO, the right-bottom image is the back page with the Consortium overview.

- **Four mini puzzle-cards**, especially suited for events with kids, that can be combined to form the CUPIDO logo. These cards feature the cartoon-like illustrations that represent 4 key-features of CUPIDO project.



Figure 4 Some of the typographic material brought at the EuroNanoForum in June 2019.

- **One totem** to be used as large banner at events.

- **One scientific poster** developed in collaboration with CNR-ISTEC and CNR-IRGB to be used at scientific conferences. The poster, presented by our partner Lorenzo Degli Esposti from CNR-ISTEC, received the best poster award at the 30th Annual Conference of the European Society for Biomaterials, held from September 9 to 13, in Dresden, Germany.

Figure 5 The CUPIDO totem (left) and scientific poster (right).

- **A3 infographic poster** to be displayed at exhibitions and fairs. The poster illustrates the steps of the nanoparticle journey, locates them in the lung-heart axes and highlights the transformation from micro- to nanoparticles. Most of the graphics have been taken from the 3D video.
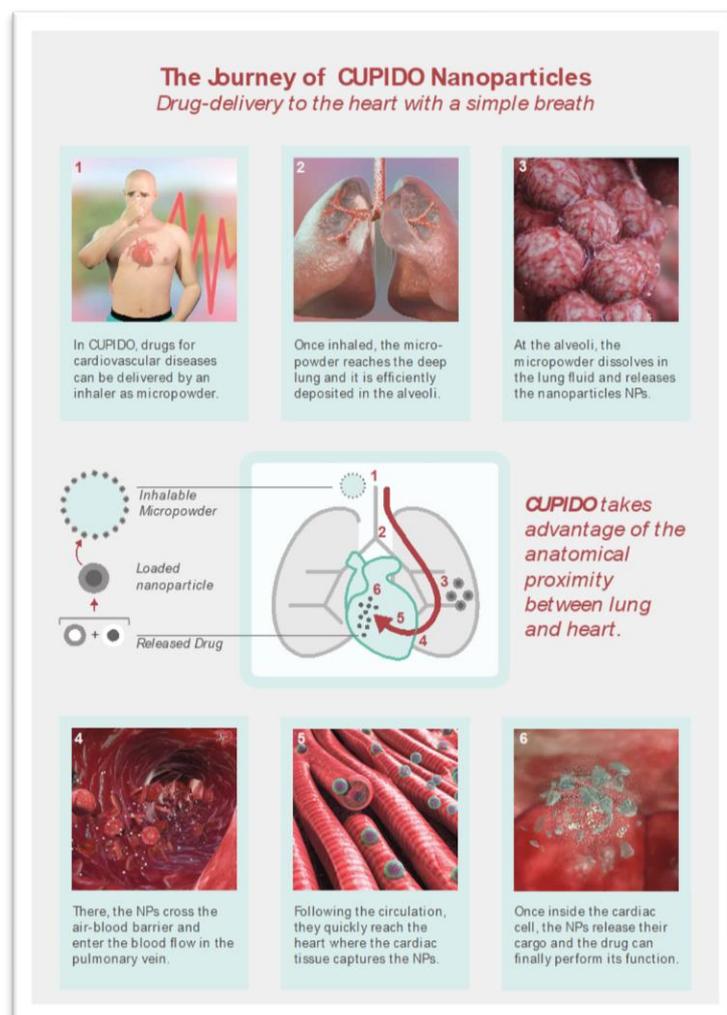


Figure 6 The A3 infographic poster displayed at the EuroNanoForum (June 2019) and at the New Scientist Live (October 2019).

## 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:

**Cupido**   www.cupidoproject.eu

www.twitter.com/cupido_project