

Glycotwinning Visual Identity Manual



Funded by
the European Union



UK Research
and Innovation

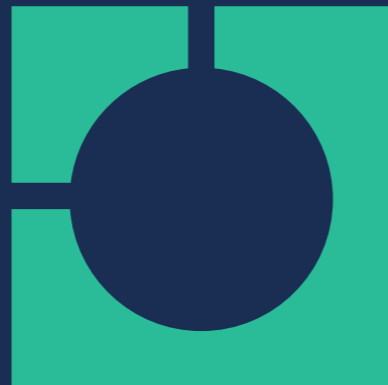
The visual identity system of the GLYCOTwinning organisation is based on the graphic exploration of the coding used by researchers to identify and visually structure Glycans.

The richness of the geometric language already used is transported to the institutional field. It allows the generation of different elements that support and frame content while playing a leading role in various compositions, either strictly graphic or in conjunction with text.

The system is built around four different shapes, framed and crossed by connectors. The infinite articulations are tangible to the entity's universe.

Versatility is guaranteed in order to develop interesting visual objects, control the hierarchisation of the information blocks and, at the same time, allow the sender and the message to be recognised.

Logo





Variations and safety areas

Main Version
Minimum 10 mm height when printed.



Logo Bar Version 1
Minimum 10 mm height when printed.



Logo Bar Version 2
Minimum 10 mm height when printed.



Alternative version
For specific cases where it is not possible to use the other versions.
Minimum 5 mm height when printed.



Do not apply:

With transformations.

With colour changes.

Without contrast with the background.

Without respecting the margins.

With modifications.

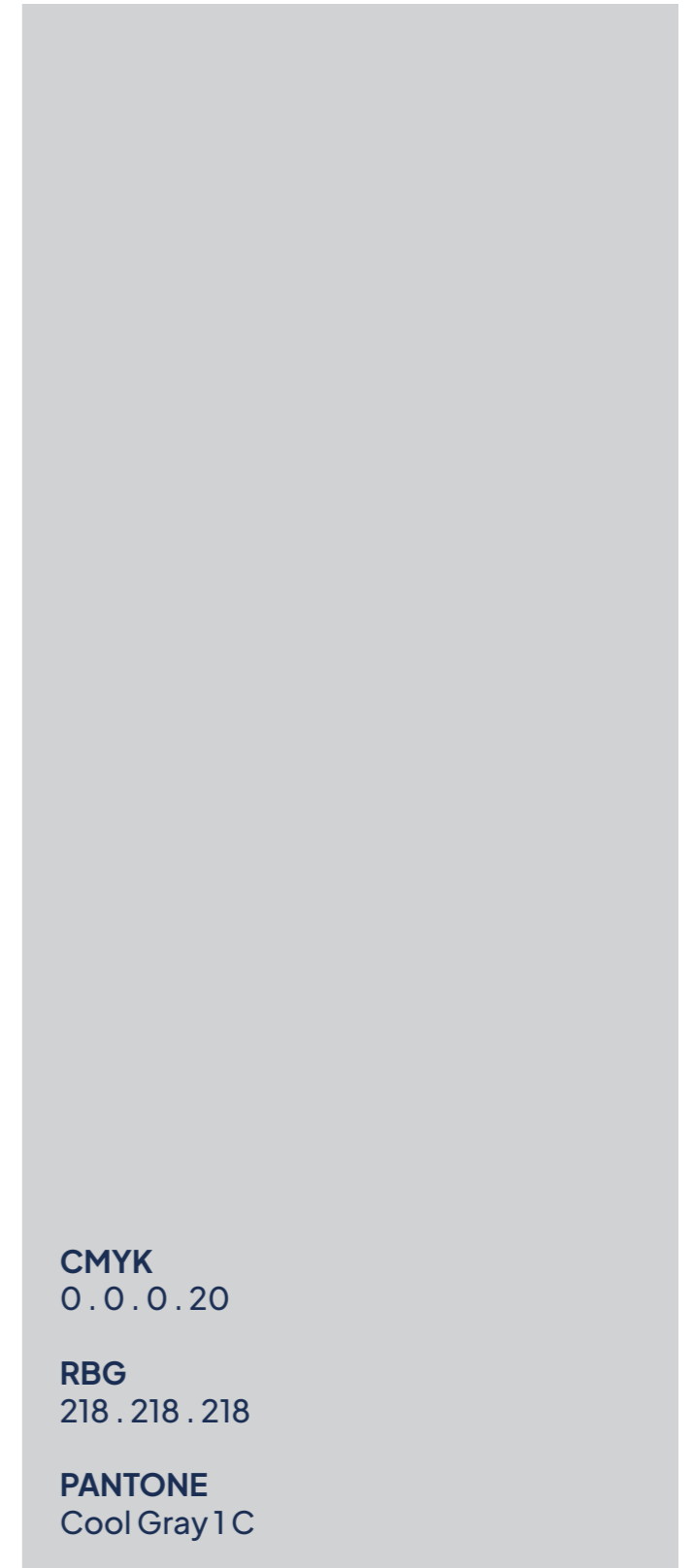
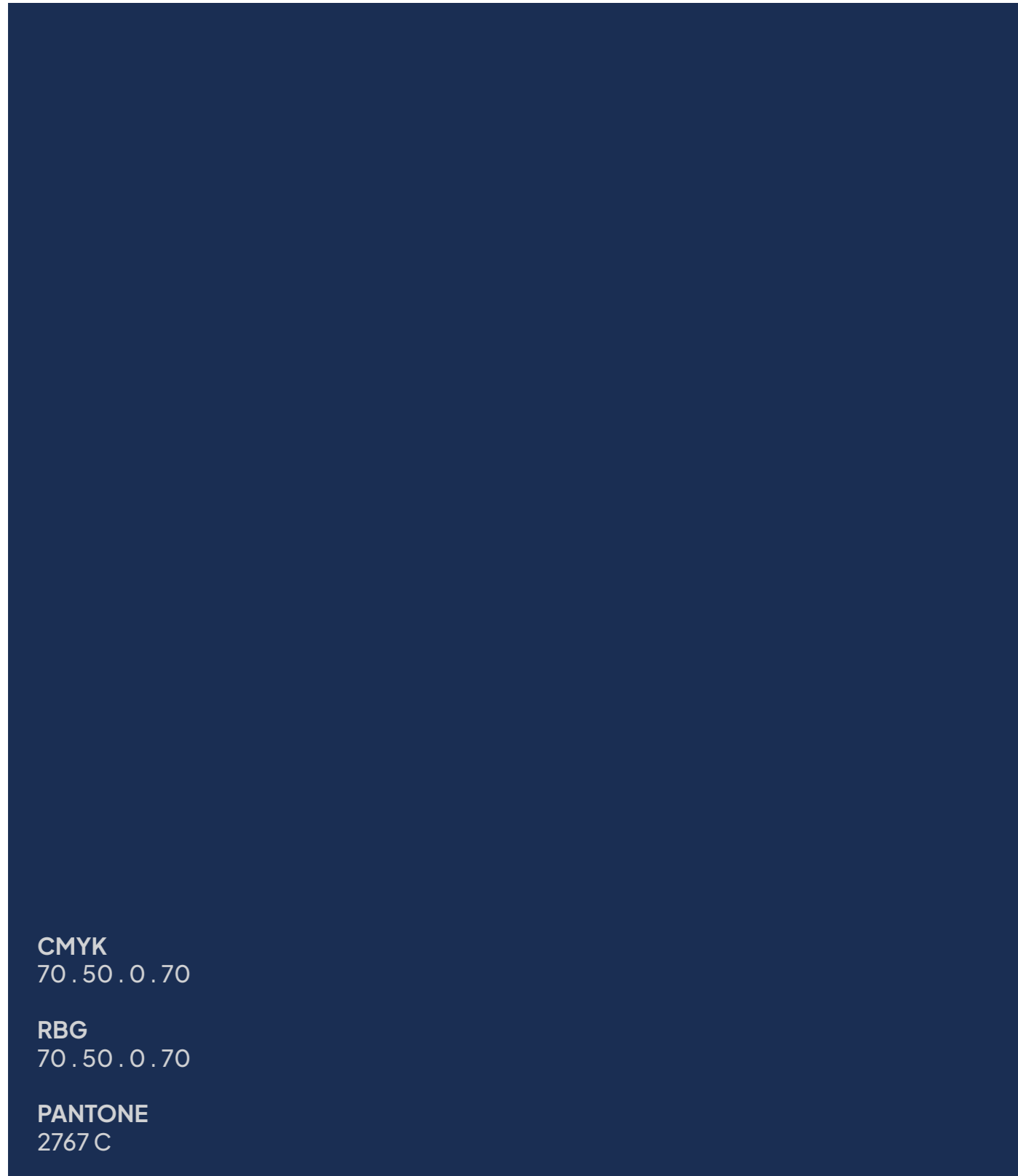
Disproportionately to other content.

Without referring to approval by GLYCOTwinning.

Colours

On supports that allow the application of colour, we use three cool, rational and calculated colours.

An unsaturated blue that serves as the main base, a green full of colour, which is particularly noticeable in digital, and a light grey that doesn't break the contrast with the base blue.



Typography

The typeface chosen is a clean, neutral neo-grotesque. The connection to the graphic elements should be secondary and serve functionally and contemporarily the purpose of readability.

Plus Jakarta Sans has also different versions for certain characters, which makes it possible to introduce variation and dynamism when there's the need for the text to stand out from the figurative.

GLYCOTwinning is a capacity-building network with the ambitious goal to provide a breakthrough in the research of the **Applied Biomolecular Sciences Unit, NOVA University Lisbon (UCIBIO-NOVA)**, from chemistry to microbiology, immunology and biomedicine.

To achieve excellence, UCIBIO-NOVA needs further synergies, to be acquired through networking with topclass partners: **Imperial College, LUMC and CICbioGUNE.**

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0123456789

Plus Jakarta Sans Light

abcdefghijklmnopqrstuvwxyz
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0123456789

Plus Jakarta Sans Medium

abcdefghijklmnopqrstuvwxyz
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Plus Jakarta Sans Medium Italic

abcdefghijklmnopqrstuvwxyz
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0123456789

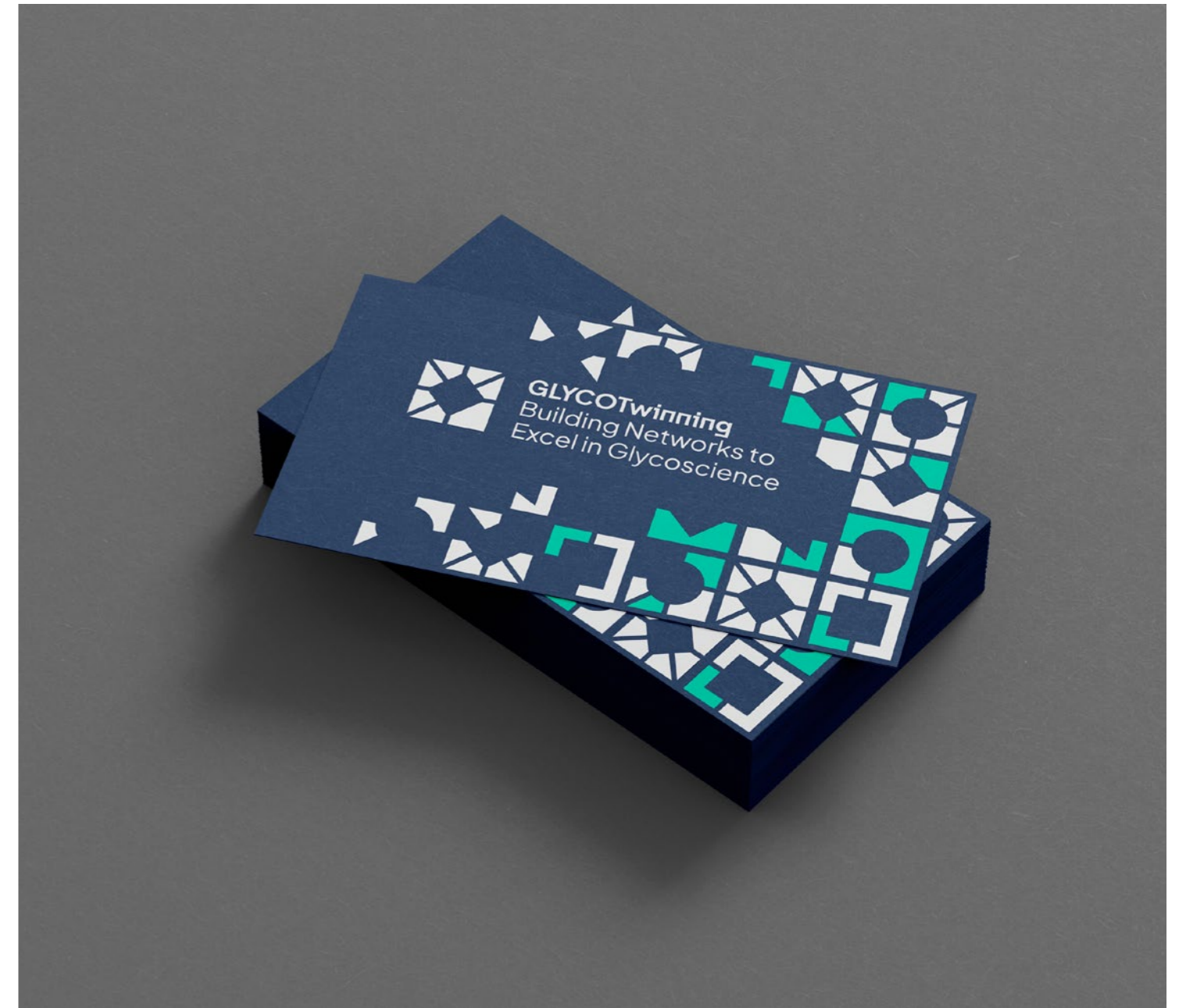
Plus Jakarta Sans Bold

Variations of characters

aaaa
ee
ff
ggg
hhh
ii
jjj
kk
lll
mmm
nnn
pp
qq
rrr
tt
uuu
yyy

Applications

Applications on physical supports and digital media always make use of the base elements to introduce dynamism and ensure graphic impact in each piece.



Business cards





A4 Envelopes and Letter Sheets

GLYCOTwinning
Building Networks to
Excel in Glycoscience

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+351 999 915 915
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Professor Filipa Marcelo
Largo da Torre, 000
2829-516 Caparica,
Portugal

Subject: GLYCOTwinning brings synergy and multidisciplinary

Dear Professor Filipa Marcelo

GLYCOTwinning brings synergy and multidisciplinary in cutting-edge scientific methodologies: glycan microarrays, advanced electrophoresis, High-Resolution Mass Spectrometry and Nuclear Magnetic Resonance, to decode sugar recognition by glycan-binding proteins involved in disease. Through GLYCOTwinning, UCIBIO-NOVA will reinforce its research capacity, expanding its current R&D+I profile to dissect glycan-protein interactions, from the atomic and molecular levels to the cellular context, boosting the development of innovative glycan-based tools, diagnosis, and therapies.

Furthermore, GLYCOTwinning will integrate its objectives in a project that explores glycan-protein interactions of the human microbiome in colorectal cancer, validating a GLYCOTwinning ToolBox, creating new knowledge, innovation and opening new research avenues for the widest dissemination and exploitation, with long term scientific and societal impact.

GLYCOTwinning brings synergy and multidisciplinary in cutting-edge scientific methodologies: glycan microarrays, advanced electrophoresis, High-Resolution Mass Spectrometry and Nuclear Magnetic Resonance, to decode sugar recognition by glycan-binding proteins involved in disease. Through GLYCOTwinning, UCIBIO-NOVA will reinforce its research capacity, expanding its current R&D+I profile to dissect glycan-protein interactions, from the atomic and molecular levels to the cellular context, boosting the development of innovative glycan-based tools, diagnosis, and therapies. Furthermore, GLYCOTwinning will integrate its objectives in a project that explores glycan-protein interactions of the human microbiome in colorectal cancer, validating a GLYCOTwinning ToolBox, creating new knowledge, innovation and opening new research avenues for the widest dissemination and exploitation, with long term scientific and societal impact.

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p. 01. 10



Briefs





Sample Brochure





Publication example





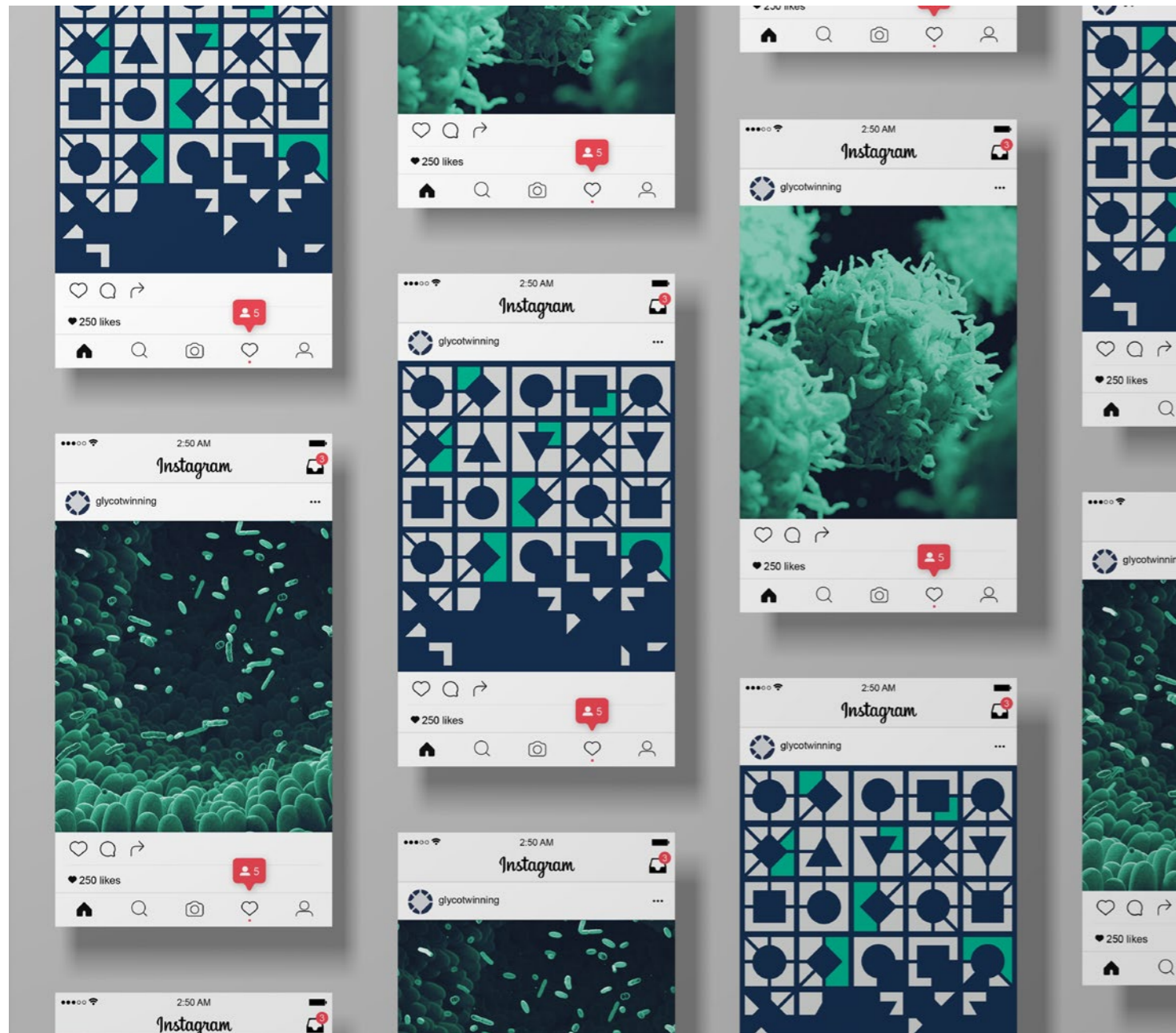
Postcards in horizontal and vertical format





Outdoor posters





Digital behaviour





Tote bags and T-shirts



ID Cards, Pins and Lanyards



Posters and rollups





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