

Brand book

Brand strategy and identity,
logotype use norms and implementation
of the brand across different
communication tools.

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01

OUR BRAND

Our brand is more than just our logotype. It's our DNA. It represents who we are and what we stand for...

The European Cooperation in Science & Technology (short: COST) is operating in an increasingly competitive environment that makes it necessary to clearly position and differentiate itself from other research funding programmes and instruments, especially in the context of budget cuts and future funding challenges.

The creation of the COST Association offered a unique surge in momentum and increased the need and urgency to progressively professionalise communication practices by integrating marketing concepts. The variety of messengers in the broad COST network –staff, COST National Coordinators, COST Senior Officials, members of the Scientific Committee, COST Action members– makes it necessary to streamline messages and to create a stricter framework, ensuring more coherence and consistency, and as a result, a stronger impact.

The basis for creating coherence and consistency in communications implies taking a more strategic approach to communications. This is why the major initiative of 2015/2016 was the development of a brand strategy, involving a one-year process building on stakeholder feedback.

While a brand strategy is the basis for a coherent voice or communication strategy, the logotype and visual identity guidelines will ensure a consistent look and feel for the brand, and thereby, its recognition. The brand identity (the new graphic concept and its application) is based on the brand strategy.

Working together to communicate consistently is a powerful way to reinforce our brand.

This brand book is designed to help our brand ambassadors understand the different elements that compose our identity and to apply them consistently across all communication tools. The purpose of this brand book is to encourage, guide and support all the people using the COST visual identity.

CONTACT

For any questions about the brand book, the logotype or the use of different identity elements, please contact the Communications unit at communications@cost.eu.

The logotype, visual elements of the identity and different templates can be downloaded at www.cost.eu/visualidentity.

The brand concept, or manifesto, describes the idea behind a brand. It needs to be inspirational and easy to understand. It will accompany and introduce the brand strategy, which is traditionally straightforward.

Try to imagine...

Where would we be without Albert Einstein's wild spirit?
Or without Louis Pasteur's unplanned discoveries?
Or what if Galileo Galilei had never defied all odds by ignoring preconceived ideas?

For us at COST, it's clear: great theories come from unlimited thinking and the exchange of exciting ideas. Only in this way can we achieve a deeper understanding of the world we live in. That's why, since 1971, COST has been at the forefront of keeping European researchers connected.

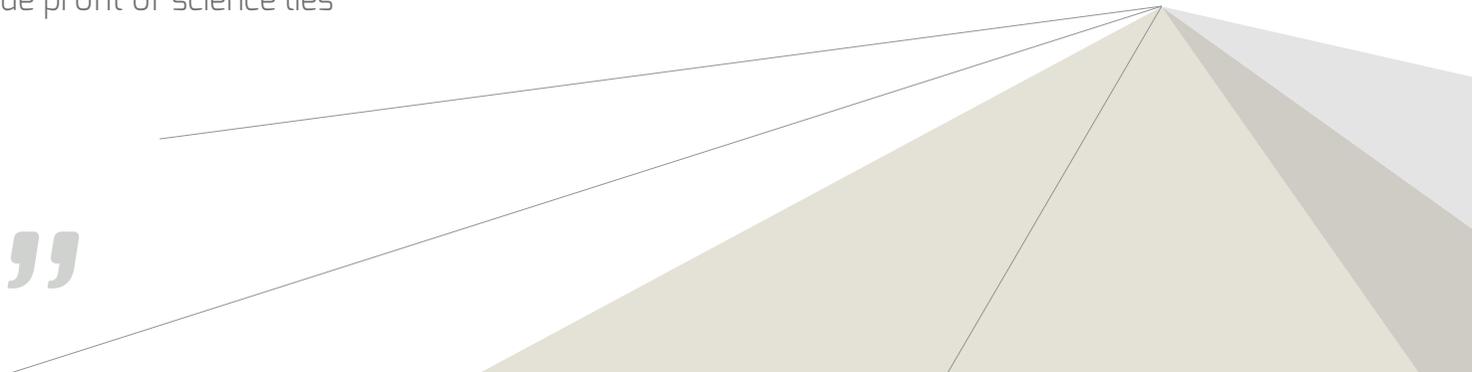
Now, more than ever, in a society where silo thinking and short-term profitability have a major influence, there is a desperate need for a space for unrestricted thinking, exploration and creativity. A space to unite those who are aware that the true profit of science lies in its contribution to society.

At COST, we want to unleash the full potential of science. We want to provide opportunities and resources to the young-minded, the audacious, the independent explorers of the unknown. We want to focus on new and inspiring concepts, free from predefined agendas.

The place in which science can thrive is still out there, waiting to be explored to the fullest.

Everything is possible. Knowledge should be shared, and everyone in Europe should get involved, especially those bright minds that are now left out. We owe it to society to let researchers think without limitations. It is time to take science back.

“ *Great theories come from unlimited thinking and the exchange of exciting ideas.* ”



01 OUR BRAND BRAND STRATEGY

A brand strategy is a reference document that defines what an organisation stands for and the promise it makes. Building a brand is a long-term process, engaging the entire organisation and drawing investment. A brand strategy can consist of various short statements.

Depending on the brand model and the specific organisational context, the structure of a brand strategy can be different. However, it will always answer the following questions...

vision

What is the deep conviction, belief or idea behind an organisation?

mission

What is the specific task the organisation embarks upon to achieve the vision?

proposition

What is the promise that the organisation makes towards its key audience(s)?

values

What are the principles guiding decisions, behaviours and beliefs?

Science is about people

The opportunity for science lies in creating an unlimited space where crossovers between ideas and people can change the world for the better.

The COST vision stresses the importance of people in science. In fact, COST does not fund research, but the networks connecting people. It funds the building of bridges between nationalities, cultures and generations, and the empowerment of individuals. This is reflected in the open, bottom-up and inclusive character of COST networks.

At the end of the day, science is essentially about people, not knowledge factories and data. It is about scientists' creativity, curiosity and courage. We need to create an environment that focuses on people, makes their ideas prosper, and encourages them to take initiatives. In the end, scientists are people, working for the benefit of society.



Creating spaces where ideas and people can grow without limits

COST is dedicated to providing the freedom and diversity that science needs in order for it to unleash its full potential.

Science is about empowering people and their ideas, according to the brand vision. Therefore, the opportunity for science lies in creating an unlimited space where crossovers between ideas and people can change the world for the better. COST is therefore dedicated to offering this space where people and ideas can grow without limits.

“ *The opportunity for science lies in creating an unlimited space where crossovers between ideas and people can change the world for the better.* ”



Unlocking the full potential of science

By empowering people and allowing them to interact and exchange knowledge, COST is unlocking the full potential of science.

When it comes to European scientists, there is great untapped potential: the disadvantaged who do not have access to research networks, but also young people and free thinkers. The hidden potential of those now on the sidelines cannot be overlooked if science is to unlock its full potential for humanity.

1. Embracing diversity

building bridges, crossovers

2. Open

easily accessible, open-minded, clear

3. Ingenious

creative, original

4. Human

kind, understanding, tolerant

5. Easy

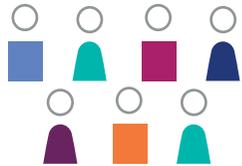
simple, smooth

The first two brand values are part of our DNA. The third, fourth and fifth are aspirational. The third implies researchers' curiosity, creativity, inventiveness and brilliance. The fourth and fifth are the more down-to-earth, as well as the most ambitious ones. COST is currently perceived as authoritative due to a governmental, top-down tone, and complicated in terms of procedures and processes. Our ambition is to make all interaction with COST easy at every level.



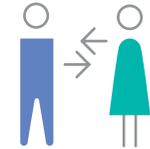
vision

Science is
about people



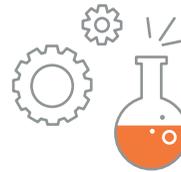
mission

Creating spaces where
ideas and people can grow
without limits



proposition

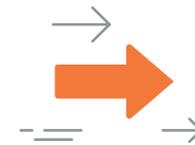
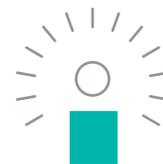
Unlocking the full
potential of science



values

Embracing
diversity
Open

Ingenious
Human
Easy



02 LOGOTYPE

Our logotype is the pillar of our identity, and must always be used in a consistent way in order to ensure brand recognition and awareness.



The logotype is composed of three key elements: the symbol **(A)**, the wordmark **(B)** and the baseline **(C)**. When these three parts are put together, they form the logotype, the main identifier of our brand.

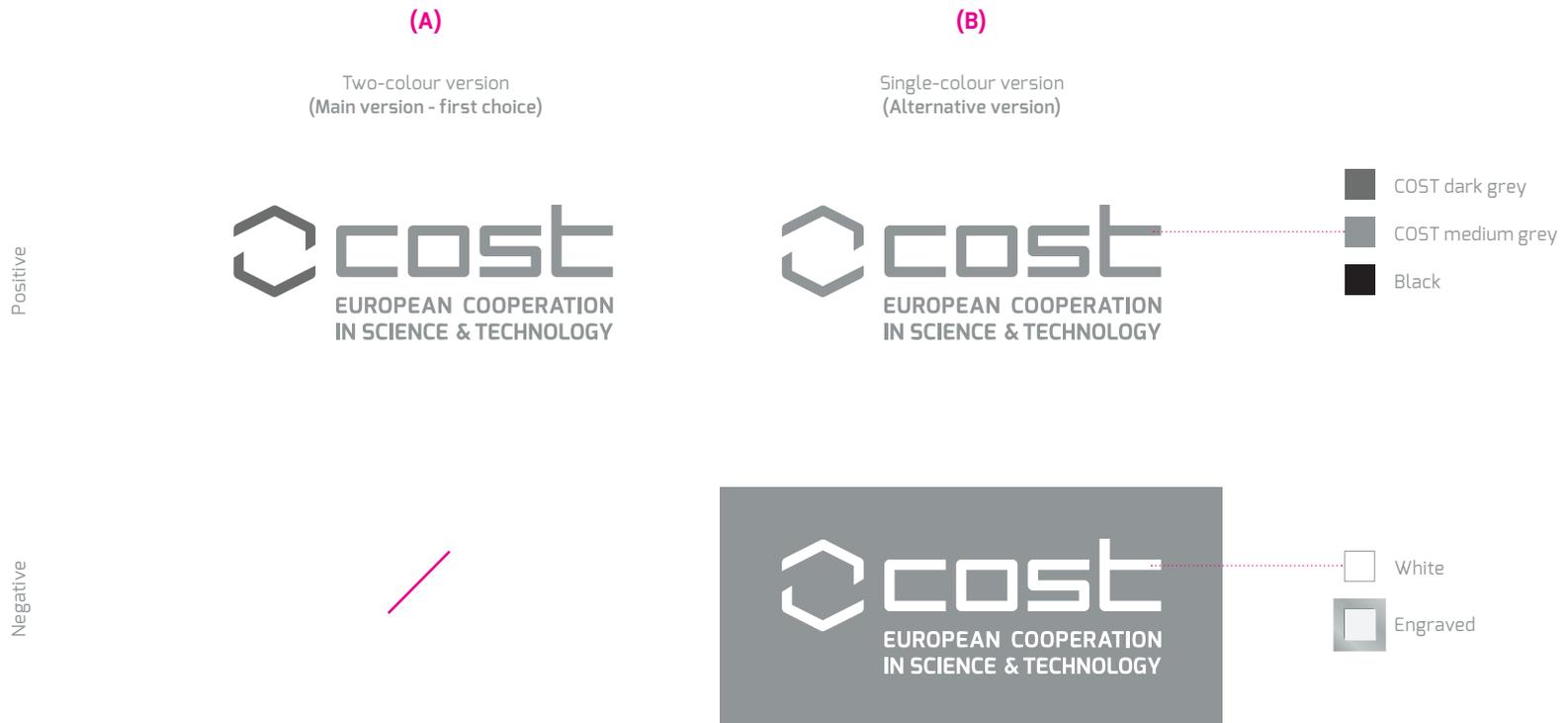
- > It is important that these three elements are always presented together, keeping their original proportions.
- > No alteration of the logotype or any of its elements is permitted.

- > The main version of the logotype is presented in two colours (dark + medium grey) over a white background.
- > White plays an important role, as it reinforces the presence of the logotype and its good visibility.
- > Always use the main version as the first choice among others.
- > Other colour variations are permitted to adapt to other tools or media (see next page).

Important!

Always use original artwork.
Do not create your own logotypes.

02 LOGOTYPE COLOUR VERSIONS



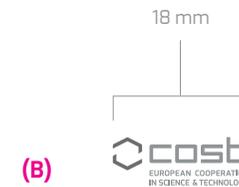
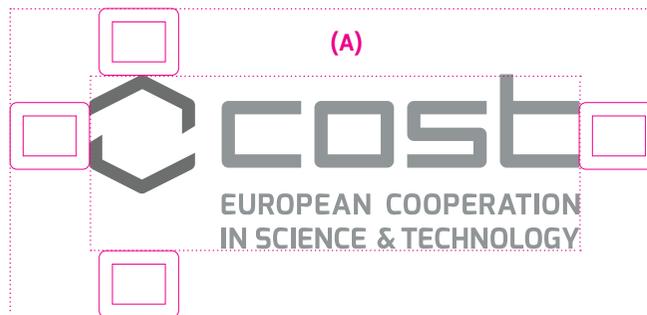
Colour alternatives offer different possibilities to apply the logotype in a consistent way in those cases where the symbol cannot be reproduced in its original main colour version.

- > As a reminder, always use the main version (A) as the first choice among others.
- > As an alternative, use the single-colour version (B) for those cases where printing is limited to only one colour (always at 100 %).

> The alternative version is also recommended for screen-printing on surfaces different from paper and for engraving or printing in white (in negative) on a coloured background.

- > Other colour versions are not allowed.

02 LOGOTYPE MINIMUM SIZE / CLEAR SPACE



A clear space and a minimum size for reproduction have been defined in order to guarantee the proper visibility of the logotype.

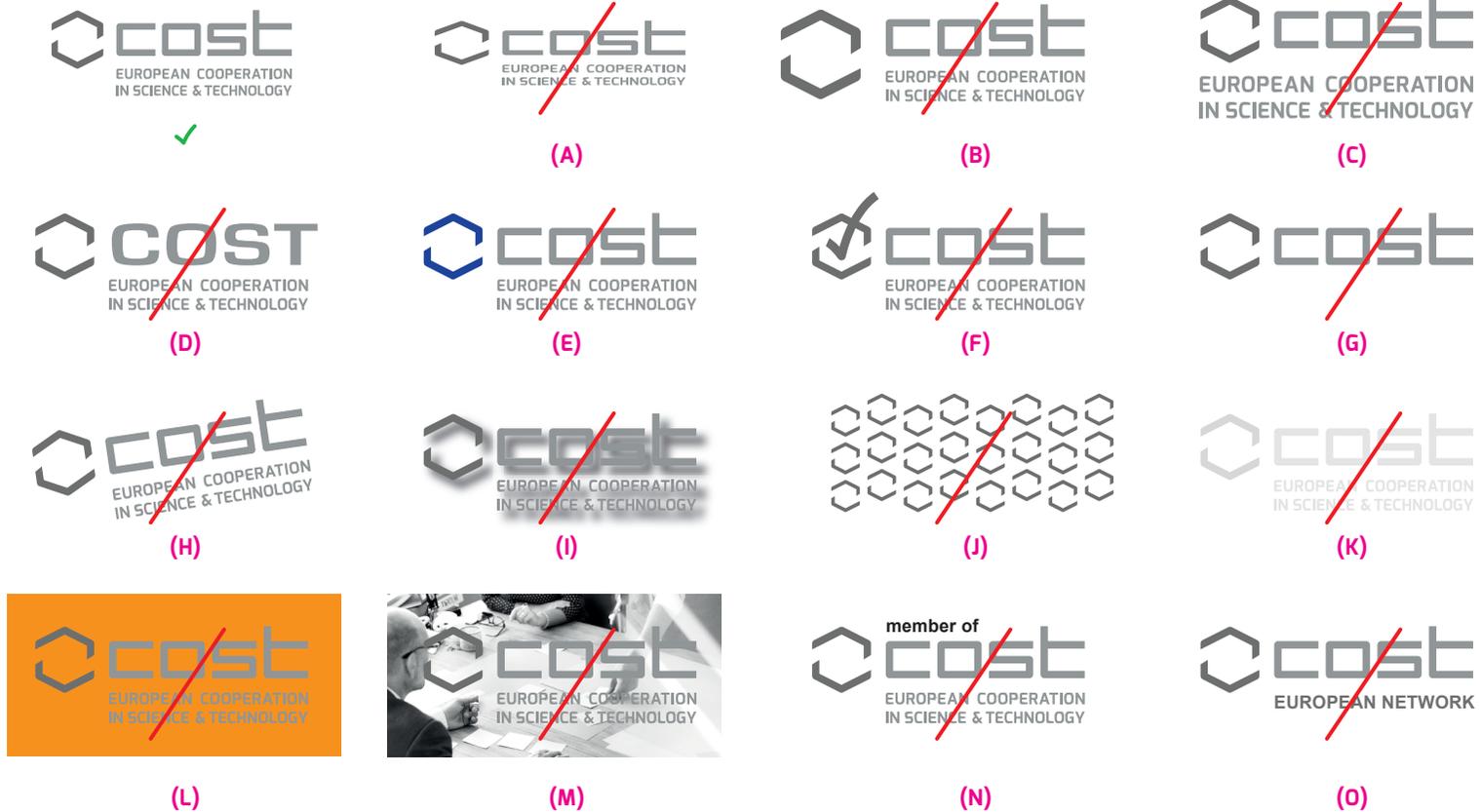
The **clear space (A)** is an imaginary area around the logotype that should always remain clear of text, other logotypes, images or any other visual element that might compromise the logo's legibility.

- > The clear space equals the letter "□" as represented in the illustration.

A **minimum size** for the logotype has been defined to guarantee its legibility on various communications material.

- > The minimum size for the logotype with the baseline **(B)** is 18 mm.
- > Always maintain proportions when reducing the logotype.
- > When measuring, always take the letter "□" from the wordmark as reference.

02 LOGOTYPE DON'Ts

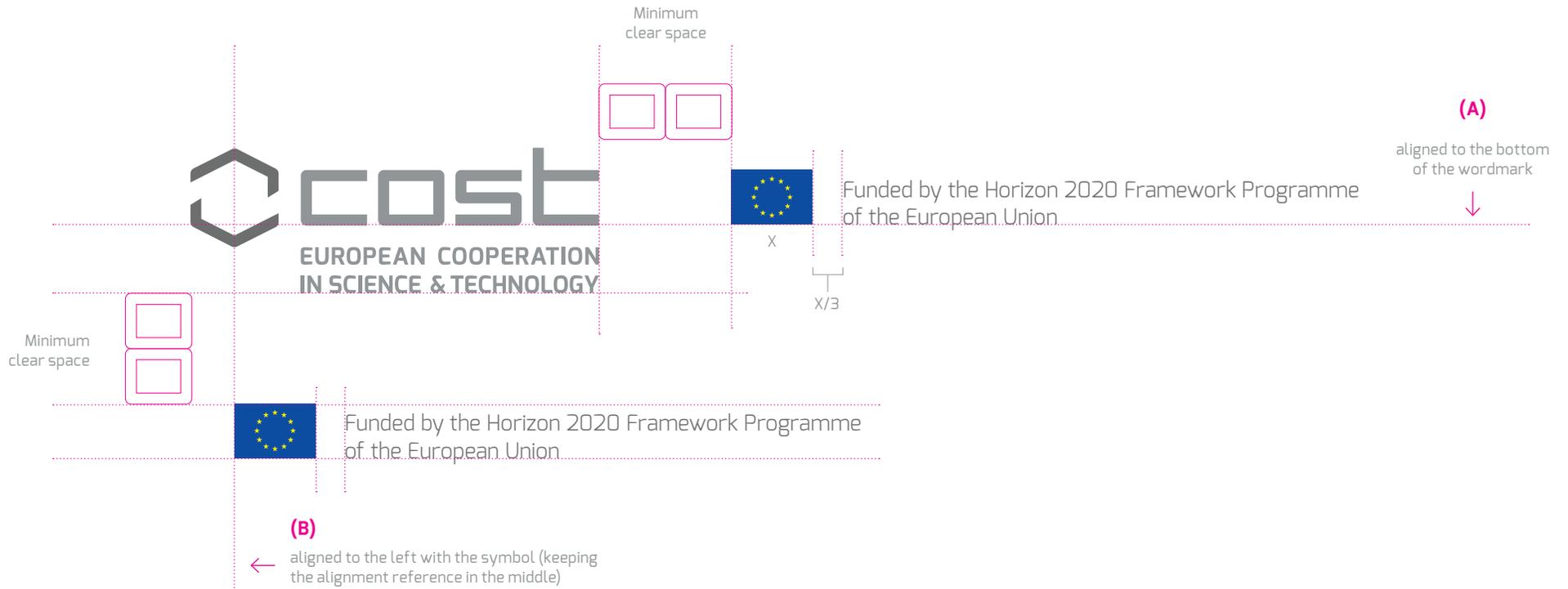


The components of the logotype are placed in a fixed relationship and should never be altered or modified in any way.

The logotype must be easily recognised. Always use original artwork and avoid creating unofficial versions of the logotype through one of these common mistakes:

- > Don't stretch the logotype **(A)** or modify the proportions **(B)** **(C)** of any of its components.
- > Don't change the typography **(D)**.
- > Don't change the colour **(E)**.
- > Don't alter or play with the symbol of the logotype **(F)**.
- > Don't add or remove any elements of the logotype **(G)**.
- > Don't rotate the logotype **(H)**.
- > Don't add effects to the logotype **(I)**.
- > Don't create patterns with the logotype **(J)** or use it as a decorative element.
- > Don't use the logotype as a watermark **(K)**.
- > Don't use the main version of the logotype over coloured or photographic backgrounds that interfere with its legibility **(L)** **(M)**.
- > Don't add any texts to the logotype **(N)**.
- > Don't modify the baseline of the logotype **(O)**.

02
LOGOTYPE CO-BRANDING
EU FRAMEWORK PROGRAMME



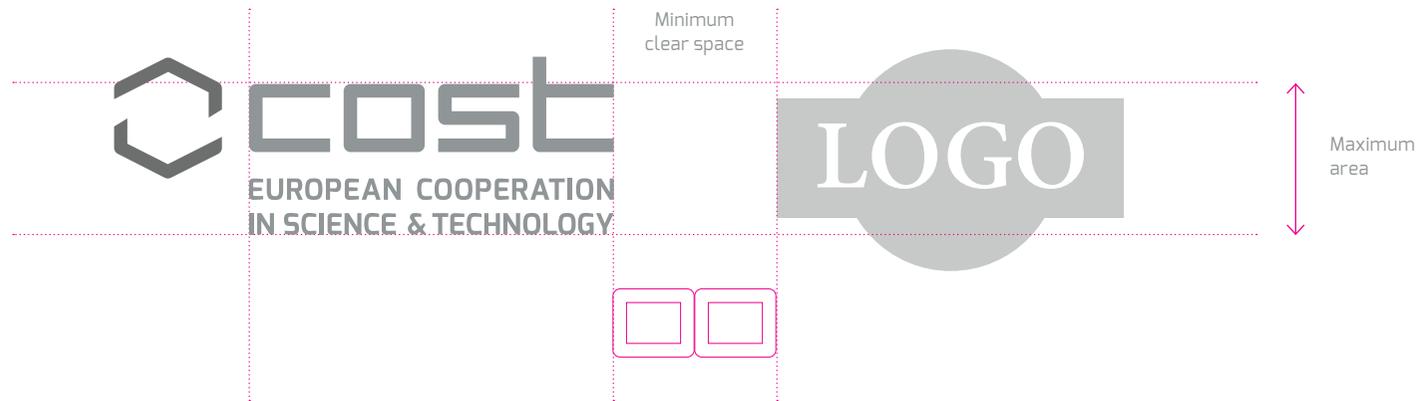
A co-branding signature has been created to ensure how to visually represent the partnership between COST and the EU Horizon 2020 Framework Programme.

► This signature includes the EU emblem, accompanied by the text: "Funded by the Horizon 2020 Framework Programme of the European Union" written over two lines.

► Always respect the defined positioning of the COST logotype and the EU Framework Programme signature, as shown in the illustration above.

► When displayed together, the EU Framework Programme signature can be aligned horizontally **(A)** or to the left **(B)**, maintaining a predominant position of the COST logotype (left or top of the signature).

► It is important to respect the defined minimum clear space (2x ) between both logotypes to guarantee proper legibility.



Example



When the COST logo is featured alongside other institutions' logos, these rules apply:

- > The COST logotype is clearly displayed, placed in a visible space (left or top of other logotypes).
- > The two logos should be optically equal in size, trying to balance the visual weight; the main part of the other logotype should not exceed the maximum area.

- > It is important to respect the defined minimum clear space (□x2) between both logos to guarantee the proper legibility.
- > If possible, use the other logotype in its greyscale or monochrome version.
- > Always use the main version of the COST logotype.

03 GRAPHIC ELEMENTS

Colours, typography, shapes... everything works together in perfect harmony to create a coherent visual identity and reinforce the brand.

03 GRAPHIC ELEMENTS

COLOUR PALETTE

(A)
Neutral
colours



**COST
DARK GREY**
CMYK 55 45 45 20
RGB 115 115 115
737373
PMS 424
3M 100-038
Traffic grey



**COST
MEDIUM GREY**
CMYK 40 30 30 10
RGB 155 155 155
989898
PMS 424 - 65%
3M 100-605
Medium grey



**COST
LIGHT GREY**
CMYK 20 15 18 0
RGB 210 210 205
D2D2CD
PMS 424 - 30 %



**COST
WARM GREY**
CMYK 18 15 25 2
RGB 215 210 195
D7D2C3
PMS 7534

(B)
Vivid
colours



**COST
DARK BLUE**
CMYK 100 90 20 10
RGB 45 55 120
2D3778
PMS 287



**COST
BLUE**
CMYK 65 45 0 0
RGB 110 130 190
6E82BE
PMS 2718



**COST
VIOLET**
CMYK 65 100 35 15
RGB 105 35 100
692364
PMS 7657



**COST
FUCHSIA**
CMYK 32 100 32 5
RGB 150 30 100
961E64
PMS 234



**COST
ORANGE**
CMYK 0 65 85 0
RGB 225 120 60
E1783C
PMS 1575



**COST
GREEN**
CMYK 80 0 40 0
RGB 0 175 170
00AFAA
PMS 3265

Colours are a key element of our identity. They bring the brand to life.

- > The colours that define the identity of COST are classified in two categories: neutral and vivid.
- > Neutral colours **(A)** are basic colours that are used in the logotype. They also give support and help to enhance vivid colours.

> Vivid colours **(B)** help us reinforce the idea of diversity, adding a dynamic touch to the communication tools.

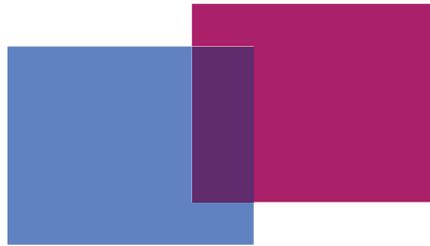
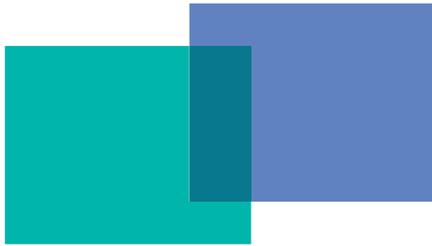
> Always ensure that colours are correctly implemented by choosing the right colour reference for the right communication tool.

> Use CMYK for printing (default colours, the best choice for all paper-print purposes).

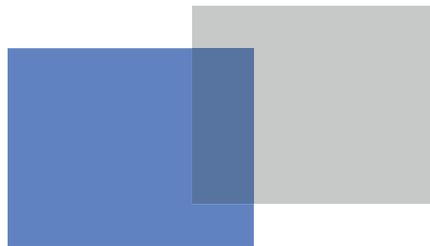
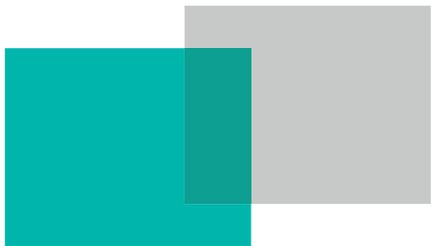
> Use RGB and # hex for screen and digital applications.

> Use Pantone® (PMS) reference for solid colours.

(A)



(B)



Colours can be combined in order to reinforce the idea of dynamism and movement.

> Colour combinations may include two colours **(A)** or a single vivid colour and light grey **(B)**.

> The suggested colour combinations are:

- Green / blue
- Blue / fuchsia
- Fuchsia / orange

> When overlapping colours, make sure to apply a multiply effect on the object (on Adobe Illustrator or InDesign) in order to bring out the transparency effect.

> Always refer to the COST colour palette.

> The use of other colours is not permitted.

(A) Main typography

Exo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123
abcdefghijklmnopqrstuvwxyz0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123
abcdefghijklmnopqrstuvwxyz0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123
abcdefghijklmnopqrstuvwxyz0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123
abcdefghijklmnopqrstuvwxyz0123

(B) Secondary typography

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123***

Typography is an integral part of the COST visual identity. The chosen typography must be used whenever possible.

- > The main typography (A) is the Exo family. Exo is a contemporary geometric sans serif typeface that tries to convey a technological/futuristic feeling, while keeping an elegant design.

> Exo is a complete font family that comes in different weights, both in regular and italic versions.

> Always choose Exo as the default font when using the COST visual identity across communication tools such as corporate publications (brochures, leaflets, posters, ...).

> It is also recommended to use Exo across online tools (website, newsletter, etc...).

> Choose the secondary typography (B) when the main typography cannot be used.

> Arial must be used when drafting MS Office documents (Word documents, PowerPoint presentations, etc.).

03 GRAPHIC ELEMENTS

IMAGERY



It is very important to carefully consider the right style for the visuals used in our communication. Images can be selected from an image bank or from an existing photo library, taking into account a few important criteria:

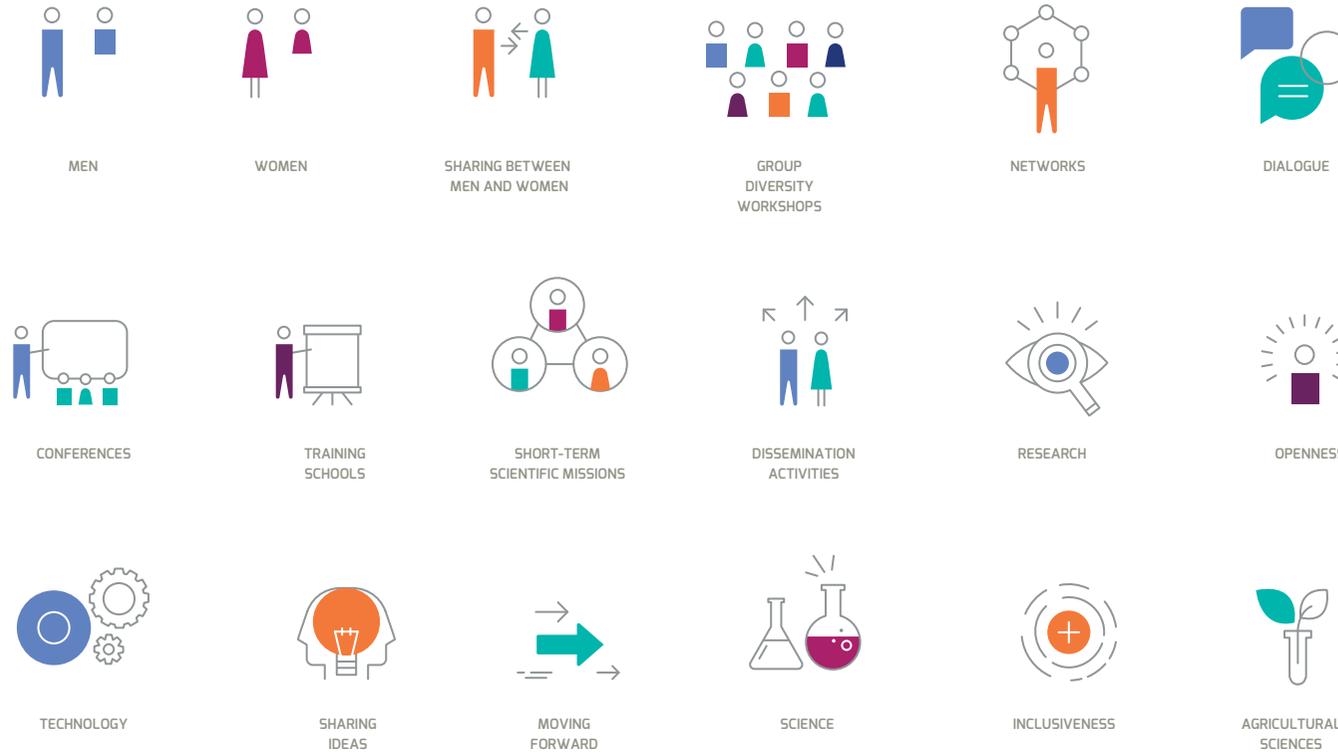
- > Photography must always be used in black and white, striving for strong contrast.
- > White should be predominant; avoid dark images.

> Photographs must convey the idea of exchange, networking, engaged interaction between different people (multi-cultural and multi-gender), always reinforcing the concepts of diversity, openness and inclusiveness.

- > Images should be:
 - fresh, luminous, bold
 - interactive, dynamic
 - warm, spontaneous, natural
 - can be shot from unusual angles and perspectives

> Backgrounds must be neutral, not too busy and very luminous in order to enhance the focus on the people.

03 GRAPHIC ELEMENTS PICTOGRAMS



Pictograms are symbols that convey a message in a simple and catchy way.

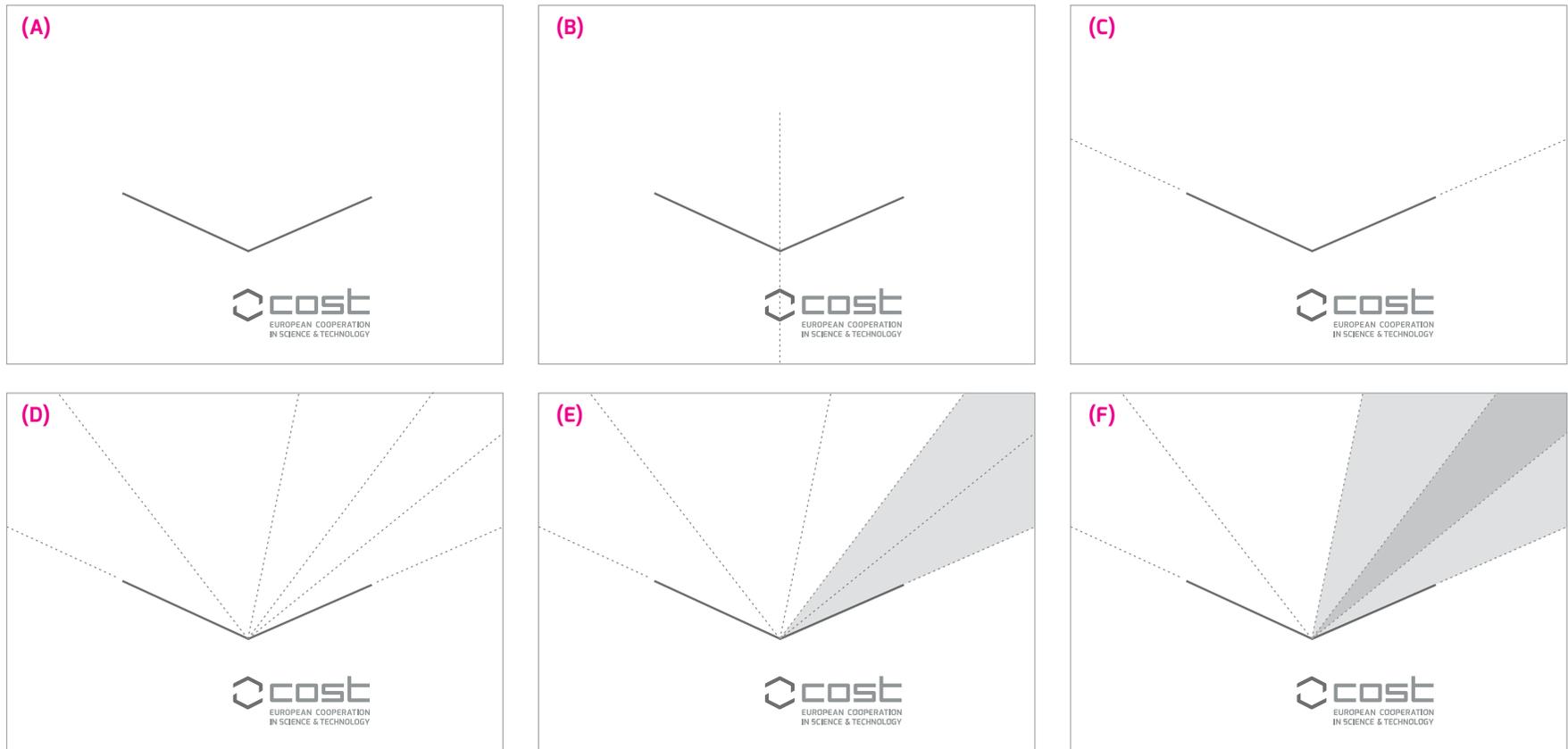
> Pictograms must be simple and clear. Their objective is to visually reinforce the main values and concepts of our brand.

> A specific style for pictograms has been defined through the use of coloured shapes and grey lines in order to keep a consistent and homogeneous look.

> Pictograms can be used across different communication tools.

> Pictograms help us better visualise information. A library of pictograms has been created to be widely used across all communication tools.

GRAPHIC LINE
INTRODUCTION



It is very important that our brand is visually represented through a unique and dynamic graphic line that reinforces messages across all communication tools.

The concept behind the graphic line of COST is sharing the idea of:

- > Starting a **dialogue (A)**
- > Being a facilitator, a **guide (B)**
- > Broadening, expanding, growing, opening, **widening (C)**
- > Finding richness through **diversity (D)**
- > Connecting the dots and enabling **networking (E)**
- > Creating a **dynamic** platform accessible to all **(F)**



A graphic line is mostly defined when there is a consistent use of the graphic elements that form the identity (logotype, colours, shapes, ...).

The graphic line of COST is built along these elements:

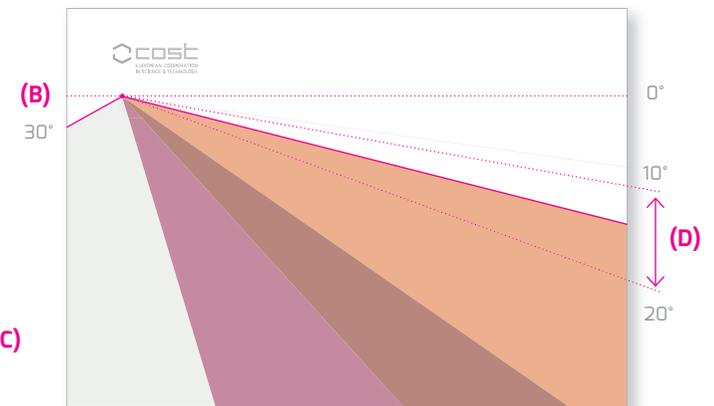
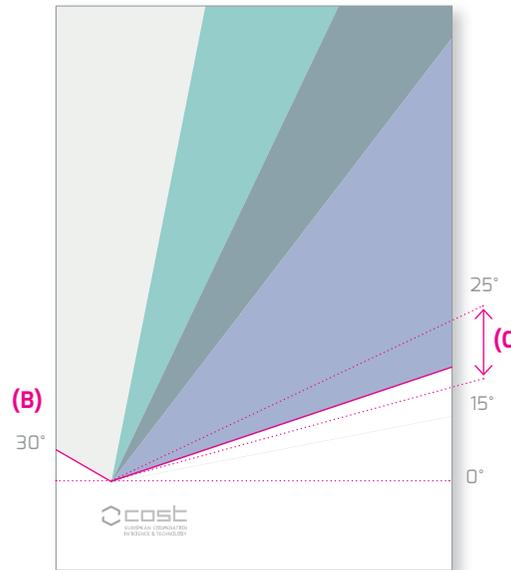
> **Logotype (A)**: is the main identifier of the brand and should always be present in the layout.

> **Shape (B)**: overlying shapes in different angles to enhance the idea of movement.

> **Lines (C)**: used to reinforce the dynamism of the shapes and to highlight something.

> **Colours, typography, pictograms and visuals**, previously explained, are also important aspects of the identity, and must be used as explained in this brand book.

03
**GRAPHIC
 ELEMENTS** GRAPHIC LINE
 SHAPE



The shape adds a unique look and feel to the graphic line and reinforces the concepts of dynamism, openness and exchange.

- ▶ The overall shape is composed of three overlaying shapes that help create a dynamic effect.
- ▶ The shape's summit is the **focal point (A)** where shapes and lines must converge.

▶ The focal point must always face the symbol of the logotype, in order to emphasise the concept of dialogue and openness.

- ▶ The boundaries of the overall shape are set by two main angles:
 - the angle on the **left (B)** is always at 30° from the horizontal axis, both in portrait and landscape formats.

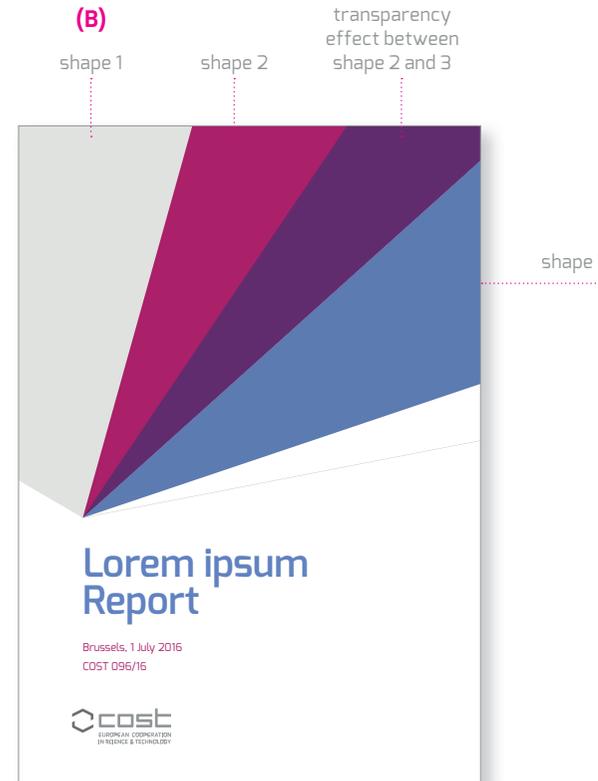
• in **portrait** formats, the angle on the **right (C)**, can be set anywhere between 15° and 25° from the horizontal axis.

• in **landscape** formats, the angle on the **right (D)**, can be set anywhere between 10° and 20° from the horizontal axis.

03
GRAPHIC ELEMENTS GRAPHIC LINE
SHAPE



shape 1
shape 2
transparency effect between shape 2 and 3
(A)



(B)
shape 1
shape 2
transparency effect between shape 2 and 3
shape 3

The content of the shape needs to be placed as shown:

> CASE A

- shape 1 photo/visual **(A)** -background layer-
- shape 2 colour 1 -between 1st and 3rd shape-
- shape 3 colour 2 -front layer -

> CASE B

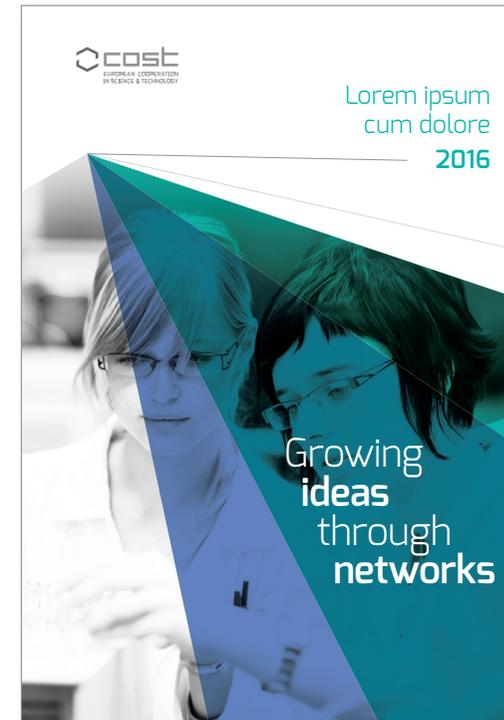
- shape 1 light grey 50% **(B)** -background layer -
- shape 2 colour 1 -between 1st and 3rd shape-
- shape 3 colour 2 -front layer -

- > When shape 1 contains a photo or visual **(A)**
- shapes 2 and 3 are filled with plain colour at 100% and **both** must apply a multiply effect in order to bring out the transparency effect.

- > When shape 1 is filled with light grey at 50% **(B)**
- shapes 2 and 3 are filled with plain colour at 100%. **Only shape 3** must apply the multiply effect to the object in order to bring out the transparency effect (we do not recommend applying a multiply effect on shape 2 over shape 1 filled with grey).

03 GRAPHIC ELEMENTS

GRAPHIC LINE LINES



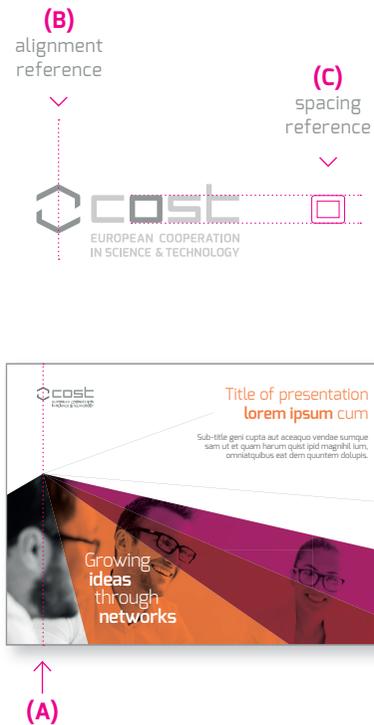
Lines are used to reinforce the dynamism of the graphic line. They can also help highlight or point at something, emphasize a title or a quote, or just add a bit of movement to the composition.

- > Lines must always be used at 0.3 pt in medium grey.
- > Limit the use of lines to max. 3 lines per page.

> Lines don't have a specific angle. They can move around, always keeping the rotating point at the focal point.

> Lines are to be placed only on white backgrounds. Placing the lines over coloured shapes might lead to poor visibility.

03
GRAPHIC ELEMENTS
GRAPHIC LINE USAGE



There are general rules explaining the use of the graphic line elements and their relationship when used in a brochure, ad, etc.

- > The **main axis** of the layout should always be on the left margin **(A)**. The logotype, the focal point of the shapes and lines and occasionally texts, must converge at this virtual guide.

- > The logotype must always be positioned to the left (top or bottom), taking into account the alignment reference of the logotype in the middle of the symbol **(B)**.

- > Always take the "□" from the logotype as the spacing reference **(C)** to set margins and clear spaces. The size of the symbol is the size of the logo, which also depends on the layout used.

- > White **(D)** is an important aspect of the graphic line, as it reinforces and guarantees clear messages.

04 TONE & EDITORIAL STYLE

Tone and editorial style guidelines will ensure consistent written communication across all tools.

Tone

If COST were a person, what would we sound like?

Overall, we strive for a human tone. COST empowers people so that they unleash their creativity and ideas. The tone can vary, depending on the context and the audiences:

- Serious –yet not governmental, top-down– when talking about the need for research networks and for creating open spaces where Europe's scientists can grow and feel empowered.
- Celebratory, when it comes to researchers' achievements or networking opportunities within COST networks.

Editorial Style

The way in which we share our tone

Written communication is most powerful when our language is clear and direct: no lengthy sentences, no jargon, expressing ideas in short sentences.

In order for the COST brand to stand out across all channels, we need one voice and clear, concise and easily understandable messages, no matter our users' background. This goes hand in hand with our values: openness and human.

British English is our standard for written communication.

Our editorial style is generally based on the Associated Press (AP) standard style and our own list of concepts.

04

TONE & EDITORIAL STYLE

STYLE EXAMPLES

COST

- > COST is an acronym and should never be used without having first mentioned the full name, at the beginning.
- > "COST" must always be written in upper case in titles, inside a body text or when used in combination with other words such as Actions, Member States, Association, etc...

✓ COST ✓ COST Association

✓ Rovit aut qui reictatet aut pos nulpa qui quis ideligenim cumquia COST sitium, odis demolorept eosam.

✗ Cost ✗ Cost Association

✗ Rovit aut qui reictatet aut pos nulpa qui quis ideligenim cumquia Cost sitium, odis demolorept eosam.

Abbreviations and symbols

- > Write contractions without a full stop.

✓ Dr Mr am pm ✗ Dr. Mr. am. pm.

- > Avoid the use of ampersands in text.

✓ Science and technology

✗ Science & technology

- > Use Em dashes in text without space before or after and limit its use to two appearances per paragraph.

✓ Rovit aut qui reictatet aut pos nulpa qui quis —ideligenim cumquia— COST sitium, odis demoloreptat eosam.

✗ Rovit aut qui reictatet aut pos nulpa qui quis — ideligenim cumquia — COST sitium, odis demoloreptat eosam.

Numbers

- > Always spell out whole numbers below 10 and numerals that start a sentence
- > Use figures for numbers above 10, ages and percentages (even less than 10).
- > For large numbers use hyphen to connect word ending in "-y" to another word:

✓ Three ✓ 33 ✓ Twenty-five COST Actions were approved yesterday.
✗ 3 ✗ thirty-three

- > Separate thousands with a space rather than using a comma

✓ 320 000 ✗ 320,000

Date and time

- > Use the 24 hour clock.
- > Do not abbreviate the month or year.
- > Use the format day, month, year and separate using a space. For cases with restricted space use the format 00/00/00 separated by a slash.

✓ 13:00 ✓ 12 September 2016 ✓ 12/09/16
✗ 1 pm. ✗ 12 Sept. 16 ✗ 12-09-16

Please follow the rules illustrated on this page in order to encourage consistency across COST's written communications.

- > collection date
no capitals
no acronym
- > COST Action
"A" in capital letter
- > COST Excellence and Inclusiveness policy
"E" in capital letter
no acronym
- > COST open call
no capitals
no acronym
- > COST Member States
"M" and "S" in capital letters
no acronym
- > COST National Coordinators
"N" and "C" in capital letters
acronym: CNC
- > Committee of Senior Officials
"C", "S" and "O" in capital letters
acronym: CSO
- > COST Scientific Committee
"S" and "O" in capital letters
no acronym
- > early career investigators
no capitals
no acronym
- > European Research Area
"E", "R" and "A" in capital letters
acronym: ERA
- > Executive Board
"E" and "B" in capital letters
no acronym
- > Former scientific domains
no capitals
no acronym
- > Inclusiveness Target Countries
"I", "T" and "C" in capital letters
no acronym
- > short-term scientific missions
no capitals
no acronym
- > training school
no capitals
no acronym
- > Management committee
"M" in capital letter
no acronym
- > Memorandum of Understanding
"M" and "U" in capital letters
no acronym
- > Widening
"W" in capital letter only in context of policy
- > President of the COST Association
"P" and "A" in capital letters
no acronym
- > Vice-President of the COST Association
"V", "P" and "A" in capital letters
no acronym
- > Director of the COST Association
"D" and "A" in capital letters
no acronym

05 APPLICATIONS

Examples of brand applications
across various communication tools.

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first page

following page



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the original size



05
APPLICATIONS STATIONERY
ENVELOPES

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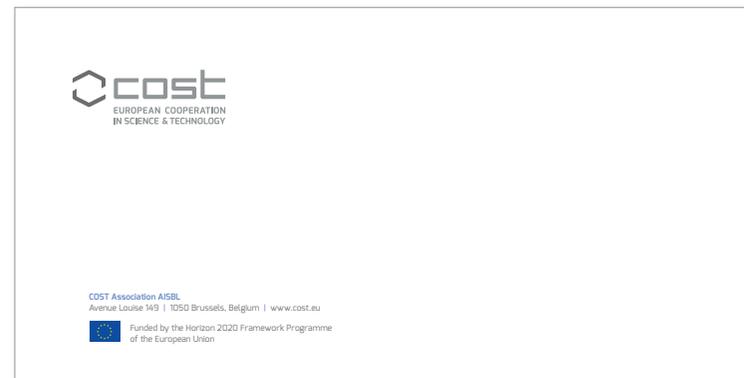


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C5 (162 x 229 mm)



DL (110 x 220 mm)



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APPLICATIONS STATIONERY
BUSINESS CARDS

recto



file at 100%

verso



05
APPLICATIONS STATIONERY
COMPLIMENTS CARDS

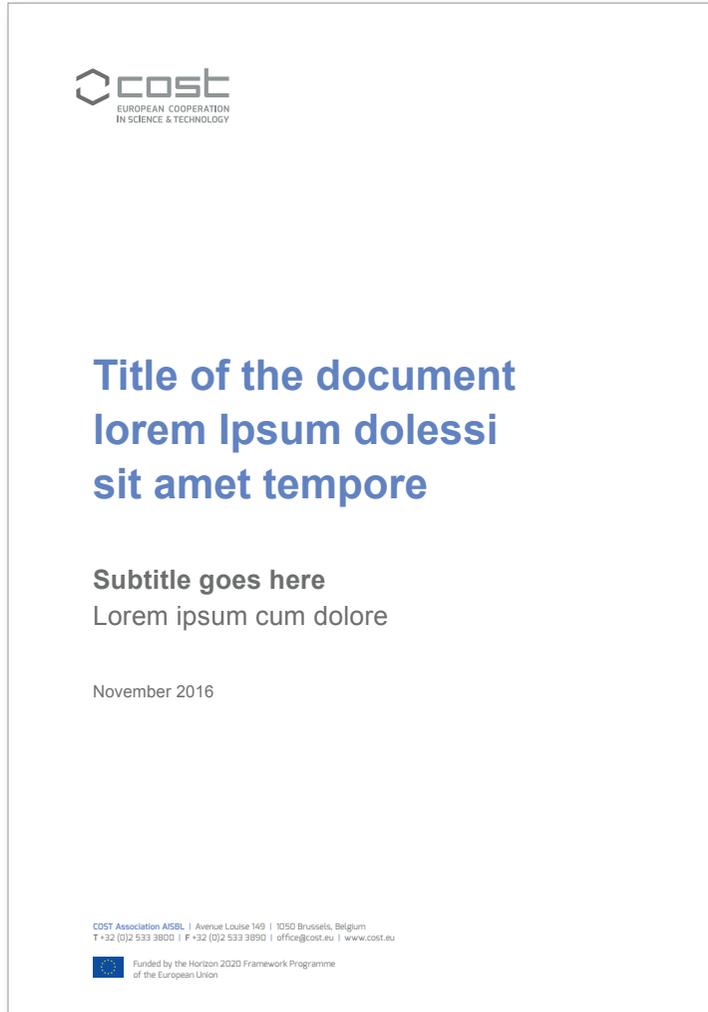
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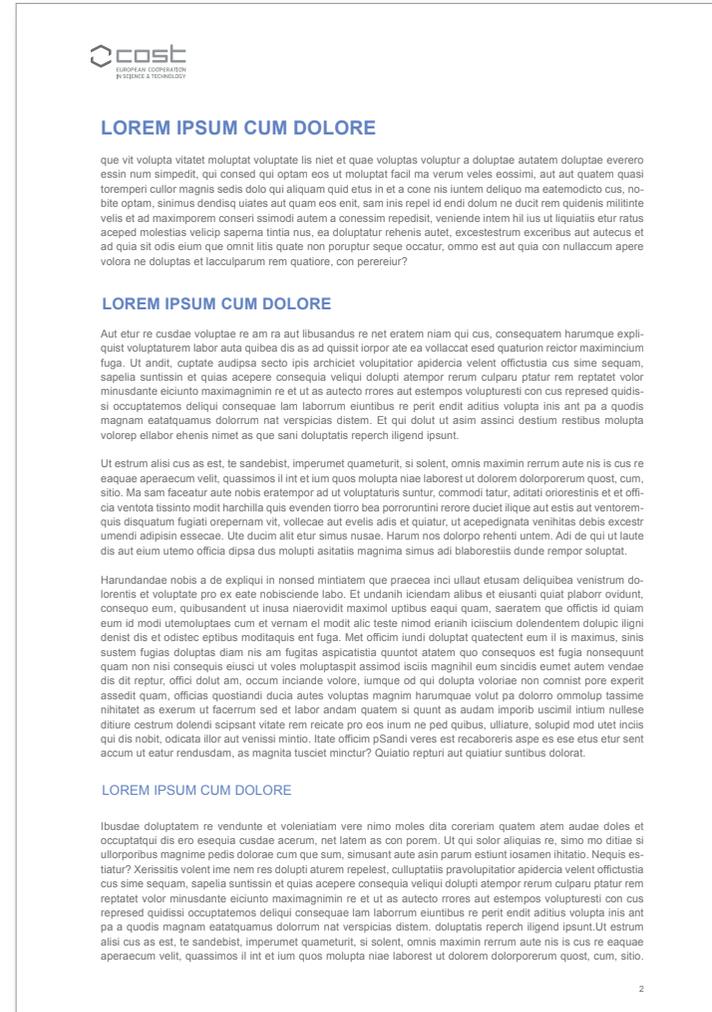
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first page

following page

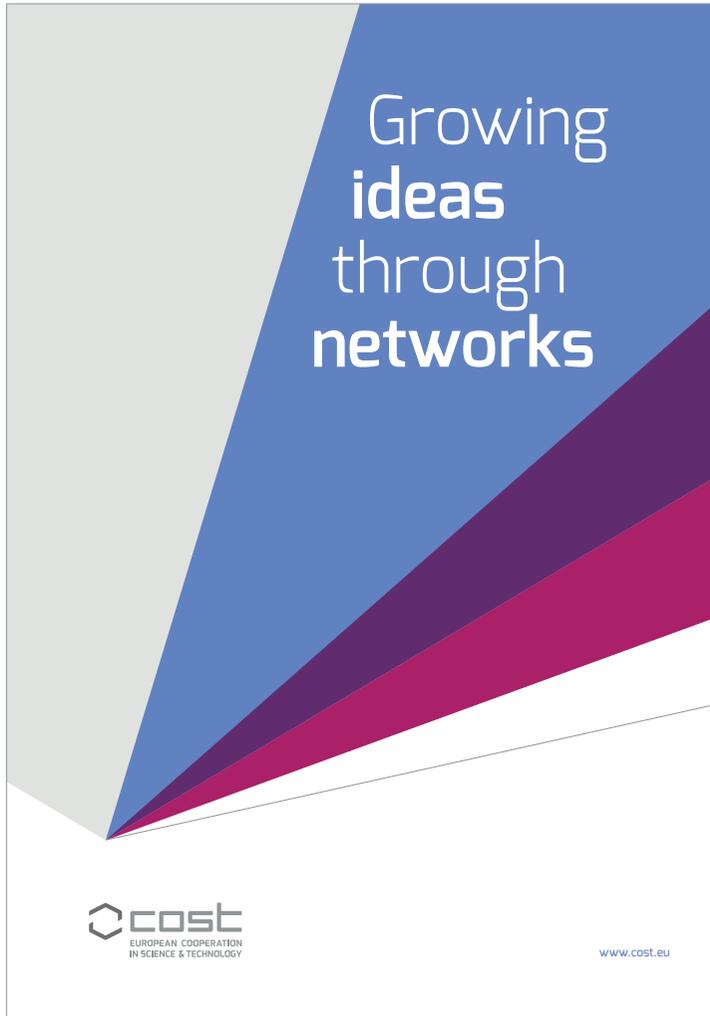


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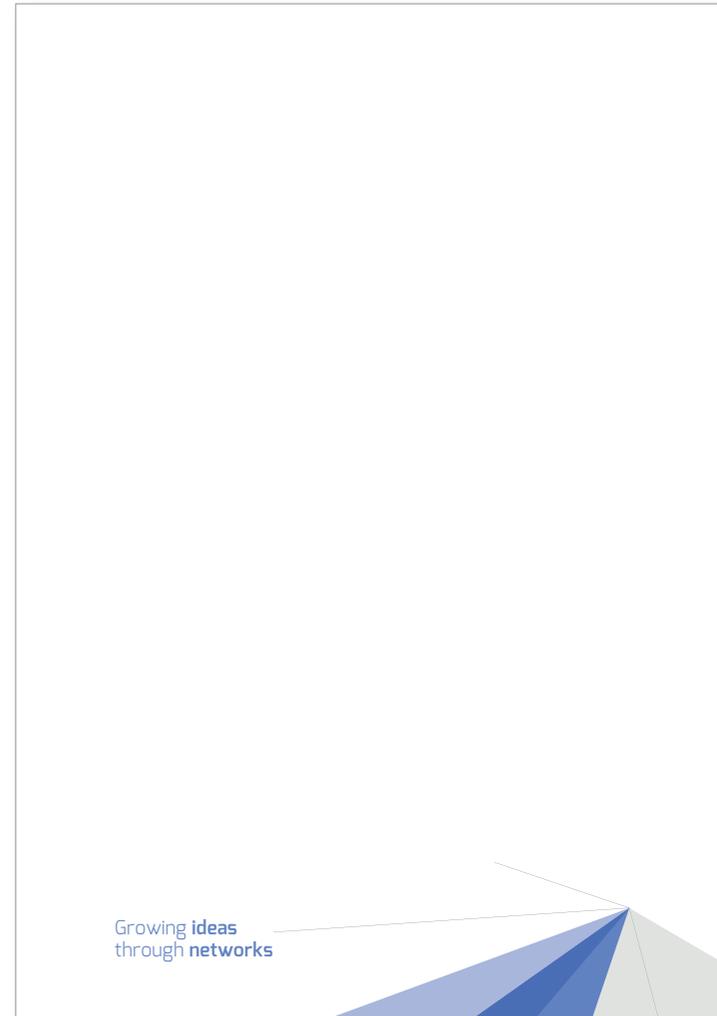
05
APPLICATIONS STATIONERY
NOTEPAD

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cover



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interior pages



05
APPLICATIONS COMMUNICATIONS MATERIAL
BROCHURE

A4 (210 x 297 mm)
cover

back cover



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A4 (210 x 297 mm)
cover

back cover



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the original size

24

As the age and gender distribution in COST activities illustrates, COST is a good platform for young researchers and female scientists. The picture is even more accentuated in COST Inclusiveness Target Countries.

Participation in COST activities by age group and gender

COST Inclusiveness Target Countries | Other COST Member Countries

Female researchers in COST activities

10 621

410

2011 2012 2013 2014 2015

Female researchers' participation in COST activities has gone up 150% over the last five years.

East Balkans
All Balkan states of Germany and Bulgaria's North-Western District

“ COST Actions have provided a unique opportunity to initiate and continue international cooperation. It seems of special significance for young researchers who do not have big grants on their own. Moreover, availability of such funds is of exceptional importance for the countries of Central and Eastern Europe which provide limited governmental funding for R&D activities.”

“ COST Actions are the best available instrument to foster cooperation between groups across Europe. The procedures for applying and running the Action have minimal bureaucracy. It allows young researchers to initiate their career in an international environment (short-term scientific missions), which is vital for inclusiveness Countries. COST has been the origin of many research projects and fruitful cooperation.”

Full Member: Italian Ministry of Culture and European University Public Academy of Sciences

25

Investing in Europe's diversity

“ The short-term scientific missions are a great help to promote mobility for young researchers and students, providing a valuable opportunity to visit top institutions and carry out cutting-edge research.”

Julia Velina, PhD student, University of Paris

01 Breaking down barriers

COST has identified those Member Countries that face the greatest obstacles to research - those that have limited access to knowledge, infrastructure, funding and resources - as Inclusiveness Target Countries (ITC). The list of COST ITCs can be consulted at: www.cost.eu/about-us/structure/itc-countries

COST policy is tailored to address these challenges by bringing out excellence in science and technology Europe-wide, clearing away obstacles, by creating cooperation opportunities for researchers, engineers and scholars from all COST Member Countries.

“ Gender is another clear barrier in an environment where women make up 52% of university graduates in Europe but only 20% of full professors. This represents a serious barrier to the advancement of the science and technology community career ladder to be.”

02 Tools for diversity

COST strives to overcome these barriers through policy and financial commitment.

“ COST is committed to spending half of the funding it receives through Horizon 2020 on the benefit of ITCs. This commitment is manifested in funding for COST Action activities that hold leadership by encouraging researchers from ITC countries to take more active roles, benefit or contact COST Actions or merge COST Actions.”

The new open call evaluation system stipulates that when proposals receive similar scores, the specific committee can give a preference to proposals that have a stronger strategy for reaching out to less connected institutions and involving younger researchers.

Georgina Guebara, Assistant Professor, UNIC Valencia

“ COST has been critical for my career, by building a network connecting me to all leading scientists in my research area. COST is doing the same to my PhD students today, motivating them to stay in Bulgaria but also to work on the state-of-the-art in the field.”

Georgina Guebara, Assistant Professor, UNIC Valencia

26

The year in numbers

347 Running Actions

2 962 short-term scientific missions

266 training activities

45 000 researchers involved

€137 000 Average annual budget of a COST Action

€300 MILLION COST budget (from Horizon 2020 for a 7-year period)

Member Countries' participation in an Action's core group

Member Countries' participation in any COST Action activity

“ The latest studies show that smartphones alone will represent around 80% of the total mobile data traffic. European researchers are now building faster and more robust networks, testing the standards for the 5th generation of mobile communications, or 5G. These networks are expected to change the way people communicate and do business, and will bring along new functionalities and services with considerable economic and social benefits. So our work is expected to become available in 2020.”

“ The best thing about being part of a COST Action? We're all colleagues here, learning from one another.” says Action leader Prof. Narcis Carleson (Universitat Politècnica de Valencia).

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“ The best thing about being part of a COST Action? We're all colleagues here, learning from one another.” says Action leader Prof. Narcis Carleson (Universitat Politècnica de Valencia).

27

Defining tomorrow's Internet of Things

In an ever more connected world, mobile communications need more bandwidth and more energy to keep up with the growing demand for ultra-fast, high-quality internet services.

“ The best thing about being part of a COST Action? We're all colleagues here, learning from one another.” says Action leader Prof. Narcis Carleson (Universitat Politècnica de Valencia).

“ The best thing about being part of a COST Action? We're all colleagues here, learning from one another.” says Action leader Prof. Narcis Carleson (Universitat Politècnica de Valencia).

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“ The best thing about being part of a COST Action? We're all colleagues here, learning from one another.” says Action leader Prof. Narcis Carleson (Universitat Politècnica de Valencia).

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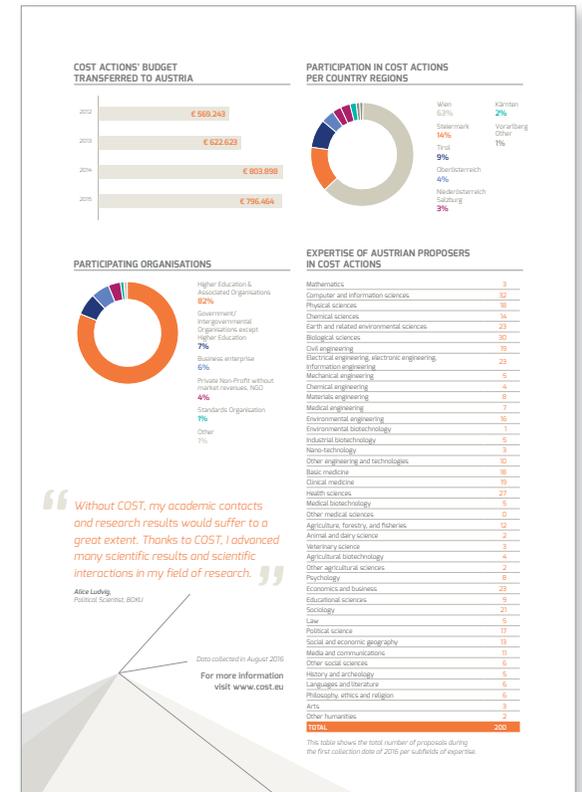


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 the original size

interior pages



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 recto

verso



Final Action meeting,
 Istanbul, 2016

Targeting brain chemistry to beat disease

Diagnosing and treating neuropsychiatric disorders are among the biggest challenges in modern medicine. While the brain is highly complex, scientists have been learning more about how it works – and what happens when things go wrong.

Lupta vollaute autet porest, utenda solor sitatis eum hariam
 alictesti blaccatur si odiscipsum lab ipsam aecupidit vero estrum.



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 the original size

For many brain diseases, including Alzheimer's disease and epilepsy, there are no medicines, or existing therapies do not work for all patients.

Proteins that affect neurotransmitters such as dopamine and serotonin could hold the key to finding new treatments. Thanks to advances in big data and medicinal chemistry, scientists can screen thousands of molecules in the search for promising new drug candidates.

"Computational chemistry offers an opportunity to look for untapped potential by searching for protein structures that might play a role in the brain," says Professor Rona Ramsay, University of St. Andrews. "This is the payoff for decades of crystallography work on molecular structures. Machine learning also allows for the repurposing of existing drugs which have not been tested for certain neurological diseases."

Professor Ramsay chaired COST Action CMI103, which brought together chemists and biologists to focus on brain diseases where new therapies are needed. One of the areas she has been exploring is the potential of "dirty drugs" – molecules that interact with several targets in the brain.

"We can now design drugs to hit specific targets. In Alzheimer's, for example, we are developing drugs to keep acetylcholine, dopamine and serotonin in the synapses for longer; add an anti-oxidant to prevent damage caused by dying brain cells; then add a metal to 'mop up' oxidants which would otherwise cause problems," explains Professor Ramsay.

To achieve this, multidisciplinary networks have to design molecular structures and test them in brain cells and animal models. **Participants in the network have filed a patent on one potential treatment and plan to move forward with a view to clinical development.**

Other participating groups have collaborated on a **technique which enables them to measure electrical firing in the brain and monitor changes in the levels of neurotransmitters** – opening the door to a deeper understanding of the brain. The network also led to **new strategies for treating epilepsy, a novel way to assess new compounds in animals, and an original theory on how dopamine neurotransmitters are oxidised.**

The biggest value of this COST Action, according to Professor Ramsay, arose from **partnerships between academics and the valuable exposure to other disciplines that it offered younger researchers.**

This is echoed by Dr Katrina Nikolic, University of Belgrade, Serbia, who uses computer programs to design new compounds. "Our collaboration with organic chemists in Spain, Germany and the UK allowed us to test compounds which could become drugs for Alzheimer's disease," she said. "This is very important for labs like ours and a big step forward for my career."

Almost half of participants were from COST Inclusiveness Target Countries, which Professor Ramsay describes as a particularly "enriching" aspect of the network. **"I'm also very proud that 50% of our network was female at the outset – not many Actions in chemistry can say that!"**

The network is currently finalising an e-book of its research results and many of its members continue to collaborate. Members in Spain, the UK and Germany are developing a three-in-one compound that can target three brain receptors linked to Alzheimer's disease in a single drug. Members from Italy and Turkey are running an EU-funded project training 12 PhD students in neuroscience research, focusing on neurodegeneration, neurotherapeutics development and neurorepair. Each student also receives 3-5 months training on cutting-edge technology within a company from the industry.

“ *Our collaboration with organic chemists in Spain, Germany and the UK allowed us to test compounds which could become drugs for Alzheimer's disease. This is very important for labs like ours and a big step forward for my career.* ”

Dr Katrina Nikolic,
 University of Belgrade

COST Association AISBL
 Avenue Louise 145 | 1050 Brussels, Belgium
 T +32 (0)2 533 3600 | F +32 (0)2 533 3690
 www.cost.eu



900 x 1400 mm



Growing ideas through networks

COST is an intergovernmental organisation supporting the collaboration of nationally funded science and technology research through the creation of networks. Also known as **COST Actions**, these networks allow scientists to grow their ideas by sharing them with their peers and thereby give impetus to their research, career and innovation.

What are COST Actions?

- Pan-European networks of researchers and scientists
- Science and technology driven: scientists define the content of their action (bottom-up)
- Open to all fields of science and technology (including humanities and social sciences), focusing on excellence
- Academia, industry, public and private sector laboratories in one team
- Inclusive: inviting researchers from all COST countries to contribute with their knowledge and experience
- Expanding nature: with members from at least five COST countries at the start; open to new members during the four year duration

Geographical coverage

COST currently has 36 Member Countries and one Cooperating State, Israel. Near Neighbour Countries and International Partner Countries are welcome to participate.

36 COST Member Countries

20 (out of 36) COST Inclusiveness Target Countries

1 COST Cooperating State



COST Actions feature two main characteristics: Openness and Inclusiveness

Openness stands for the opportunity to join ongoing COST Actions, while inclusiveness reflects the will to actively engage scientists from less connected research communities, young investigators and women in science with their peers.

Both lead to dynamic and productive networks of researchers, engineers and scholars across countries, generations and gender.

COST in numbers in 2016

€ 300m	€ 130.000	45.000	2.524	367	340	5
<small>COST budget from Horizon 2020 for a 7-year period</small>	<small>Average annual budget of a COST Action</small>	<small>European researchers involved in running COST Actions</small>	<small>Short-term scientific missions (SSM) within COST Actions</small>	<small>Training Schools within COST Actions</small>	<small>Running COST Actions</small>	<small>Min. number of COST countries to start a COST Action</small>

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IN SCIENCE & TECHNOLOGY

 COST is supported by the EU Framework Programme Horizon 2020
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 @COSTprogramme
www.cost.eu

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the original size

05
APPLICATIONS COMMUNICATIONS MATERIAL
ADVERTISEMENT

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**Growing ideas
through networks**

The European Cooperation in Science and Technology (COST) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

At this year's European Innovation Summit, our focus will be on measuring and boosting research impact, looking at the next EU framework programme for research and innovation beyond 2020. Join us at the [Mid-term Review and post 2020 preparations](#) session on Tuesday, 15 November (9:00-11:00).

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 @COSTprogramme
www.cost.eu

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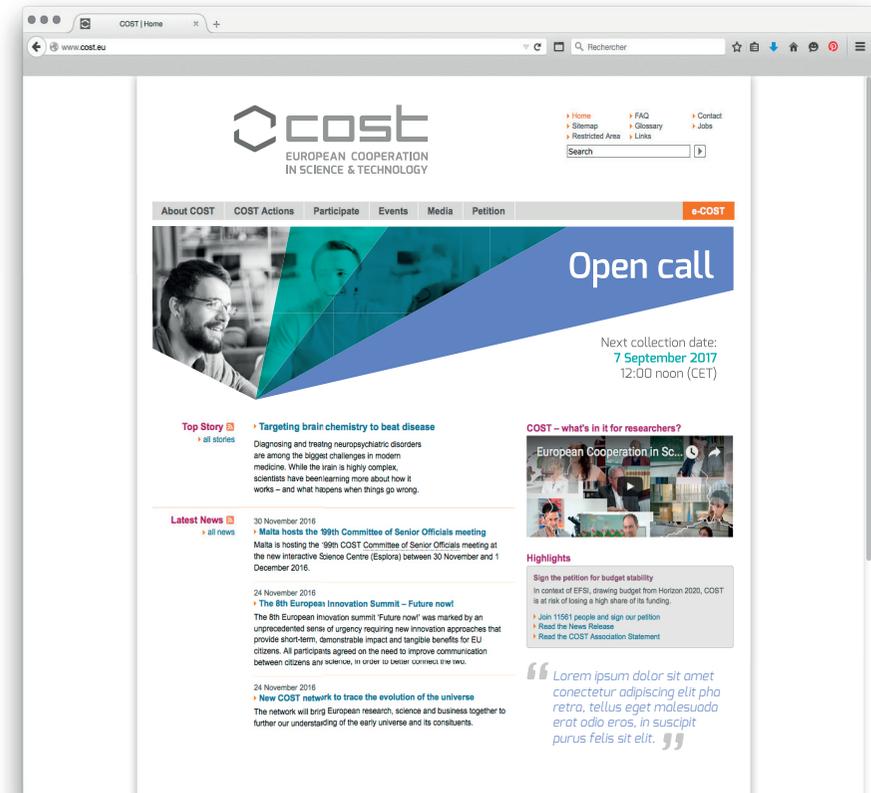
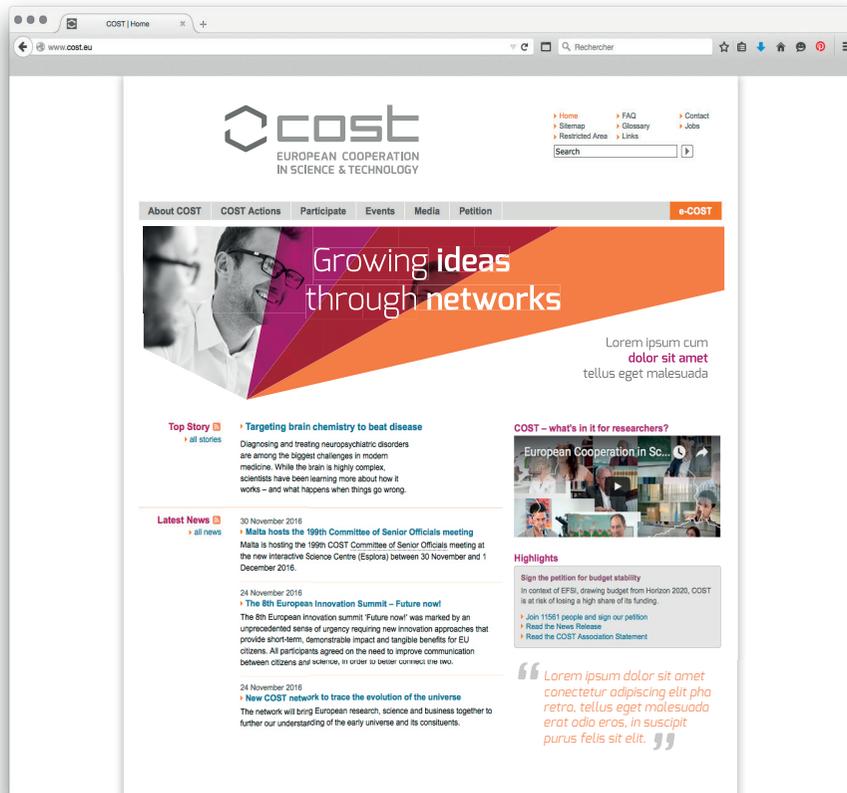
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APPLICATIONS DIGITAL MEDIA
WEBSITE

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- > Logotype main version (180 px length).
- > Carrousel of images on homepage including graphic line and key messages (935 x 300 px)

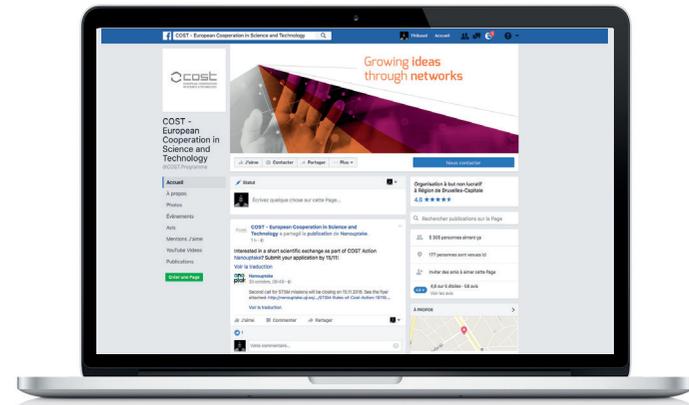


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APPLICATIONS DIGITAL MEDIA
SOCIAL MEDIA
> Facebook

Cover photo
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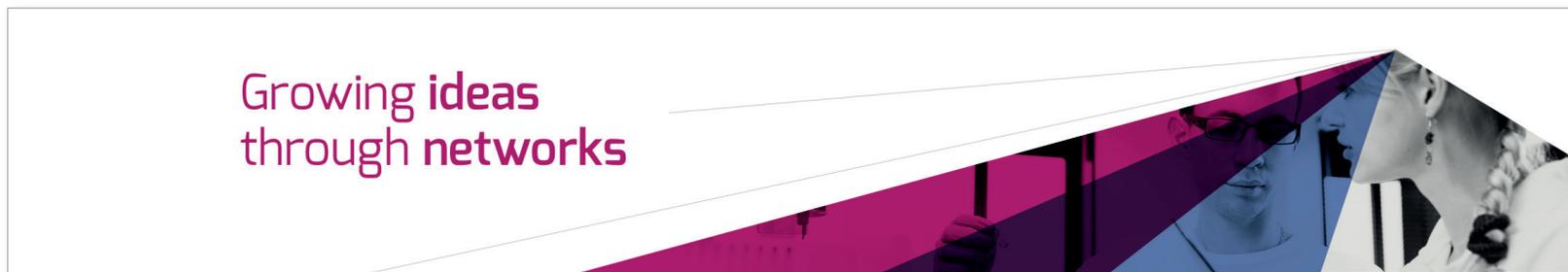


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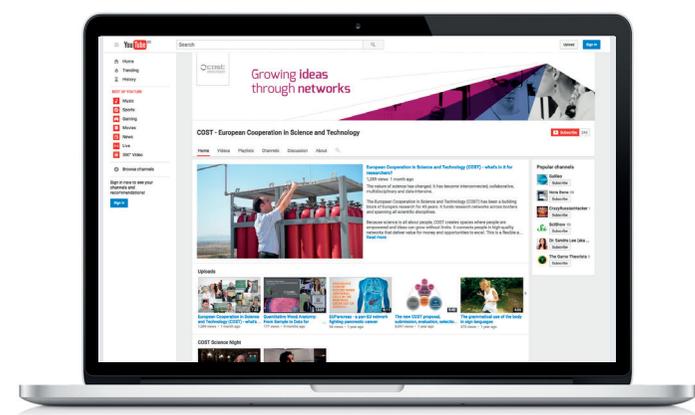
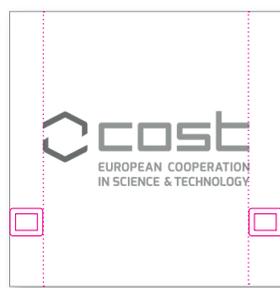


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APPLICATIONS DIGITAL MEDIA
SOCIAL MEDIA
> Youtube

Cover photo
2560 x 1440 px



Logotype photo
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05
APPLICATIONS DIGITAL MEDIA
SOCIAL MEDIA
> Twitter

Cover photo
1500 x 500 px



Logotype photo
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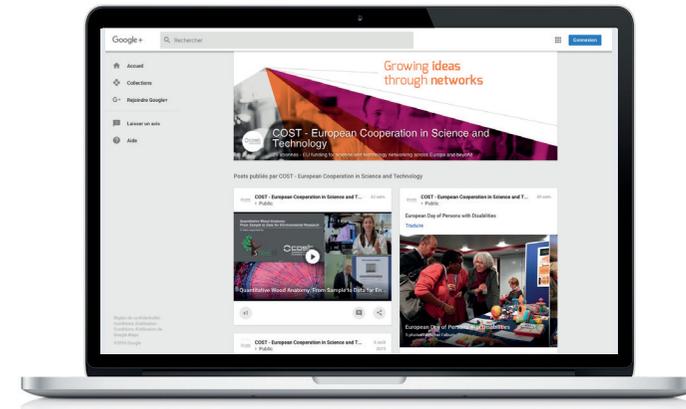


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APPLICATIONS DIGITAL MEDIA
SOCIAL MEDIA
> Google+

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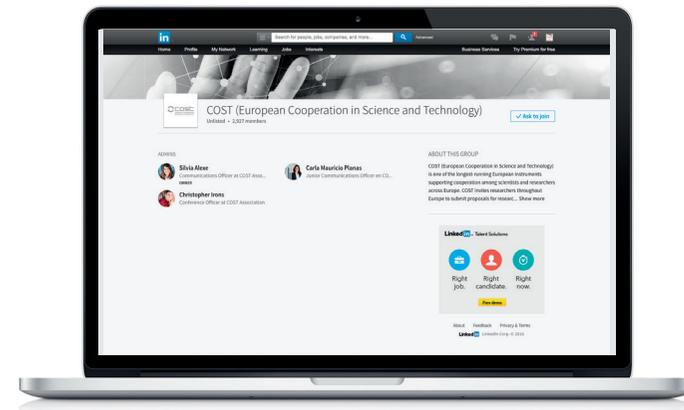


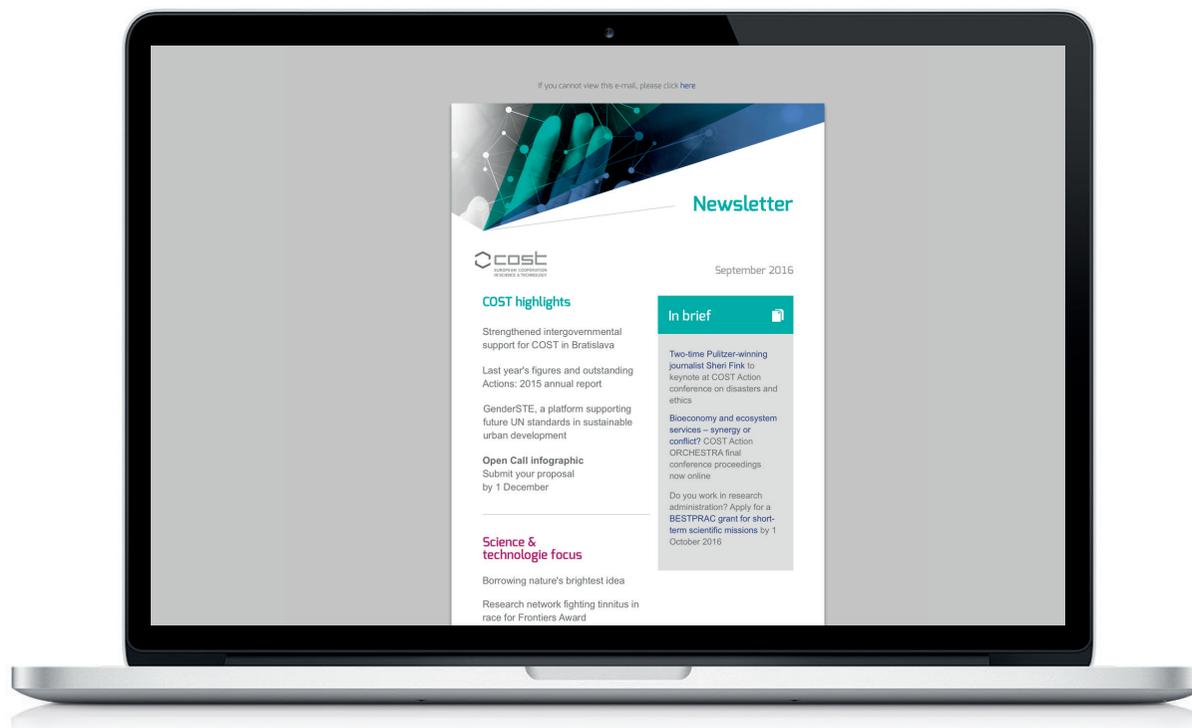
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APPLICATIONS DIGITAL MEDIA
SOCIAL MEDIA
> LinkedIn

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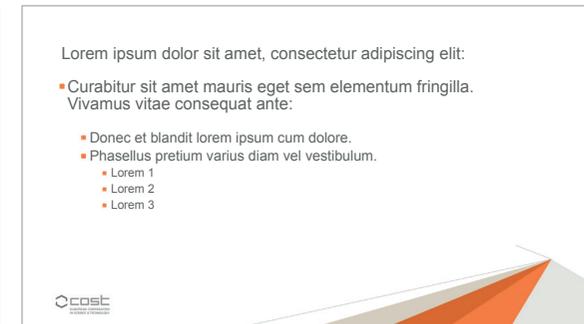
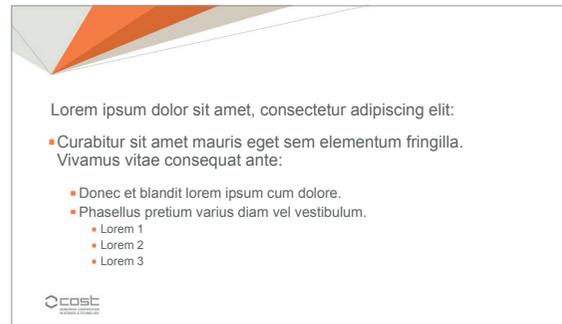




> Original HTML templates are available upon request.



PowerPoint template 16:9
(2560 x 1440 px)



> Available in two formats:

- 16:9 (1920 x 1080 px)
- 4:3 (1096 x 822 px)

> Different themes by colour combinations:

- Orange / fuchsia
- Blue / fuchsia
- Green / blue

> Original Microsoft PowerPoint templates are available upon request.



PowerPoint template 4:3
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05

APPLICATIONS PROMOTIONAL ITEMS

BAG / PORTFOLIO / LANYARDS



APPLICATIONS PROMOTIONAL ITEMS

BOOKMARK / PEN / USB KEY / MINTS

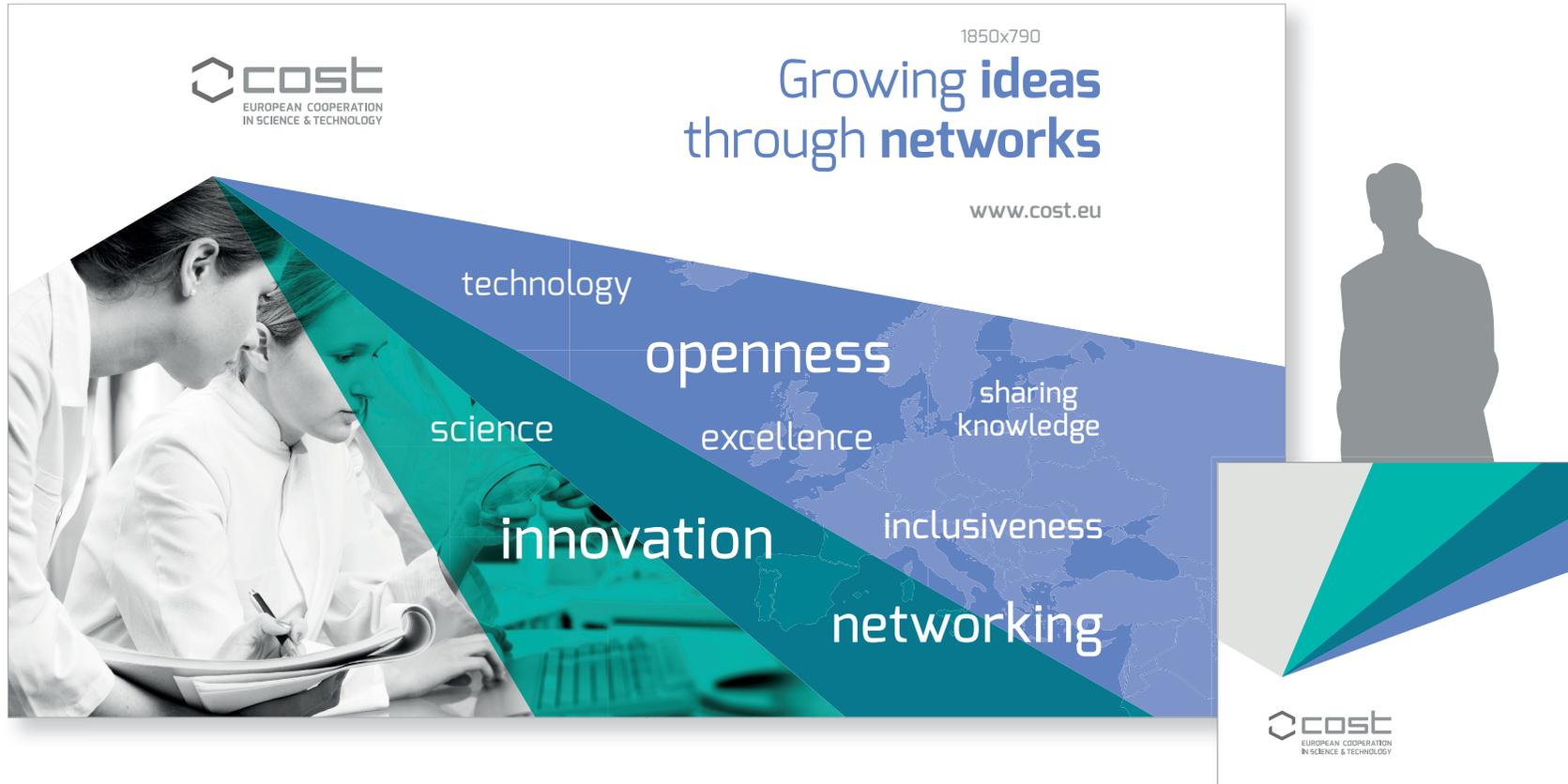


05
APPLICATIONS EVENTS
ROLL-UP BANNERS

2000 x 850 mm



4032 x 223 mm



1850 x 790 mm



Mark de Boevere
Managing Director,
Pulsemaster (SME),
The Netherlands

“ Industry needs to cooperate with academia just like in COST networks. Over there, knowledge transfer and getting results to industry happens in real time. ”



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Dr Ana Milojević
Assistant Professor,
Faculty of Political Sciences,
Belgrade University,
Serbia

“ All COST Actions are about getting people together. I collaborated with many excellent scholars, which I believe is one of the strongest points of COST. ”



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IN SCIENCE & TECHNOLOGY



Dr Julius Georgiou
Associate Professor,
Faculty of Engineering,
University of Cyprus

“ Excellence is kind of contagious. It really helps if you work with someone who is good and you see how other people in the field work. ”



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IN SCIENCE & TECHNOLOGY



Dr Lara Pajewski
Researcher,
Engineering Department,
"Roma Tre" University,
Italy

“ I always say that I have learnt more in these 3 years in COST than I would have in 10 years of my career. ”



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IN SCIENCE & TECHNOLOGY

05
APPLICATIONS EVENTS
BADGES

85 x 55 mm



Special cover
A4 (210 x 297 mm)
first page

A4 (210 x 297 mm)
first page



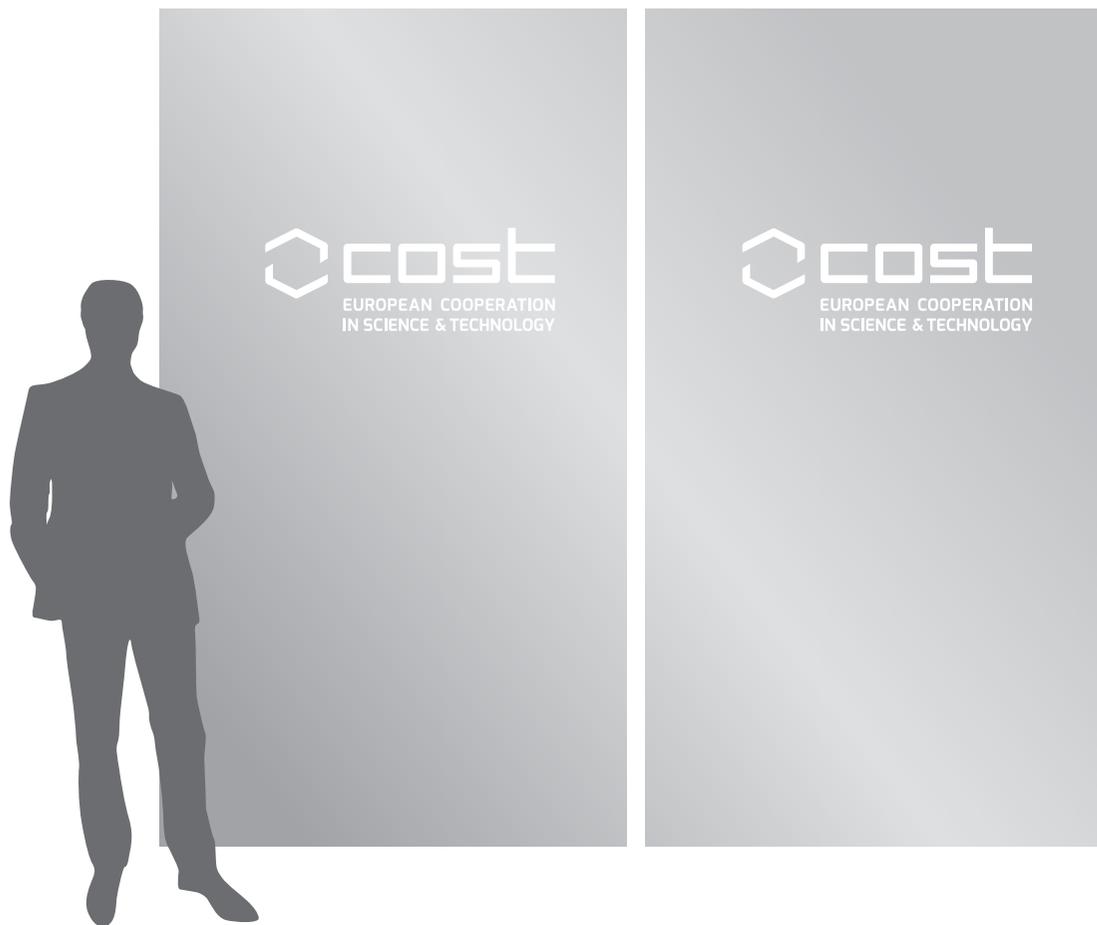
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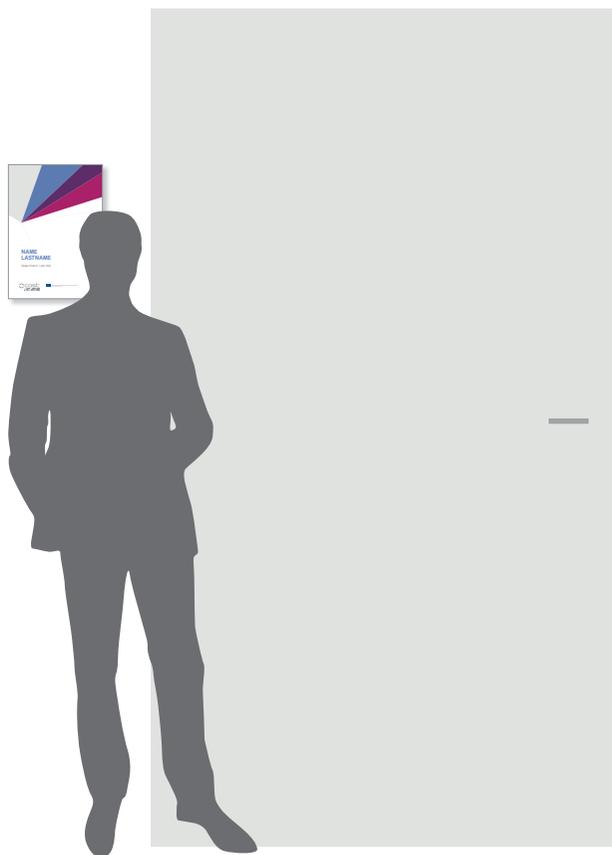


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APPLICATIONS SIGNAGE
ENTRANCE

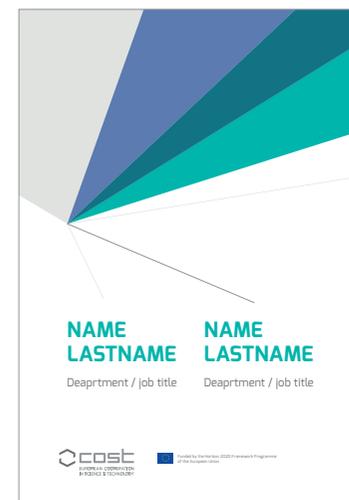
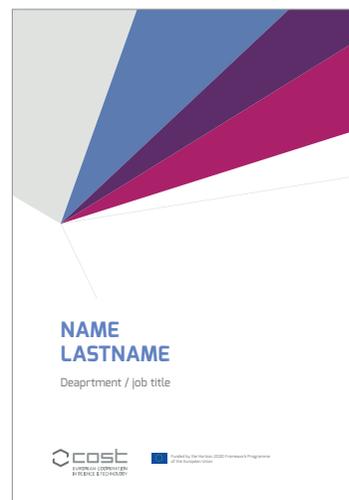


► Frosted vinyl for glass doors
500 mm length

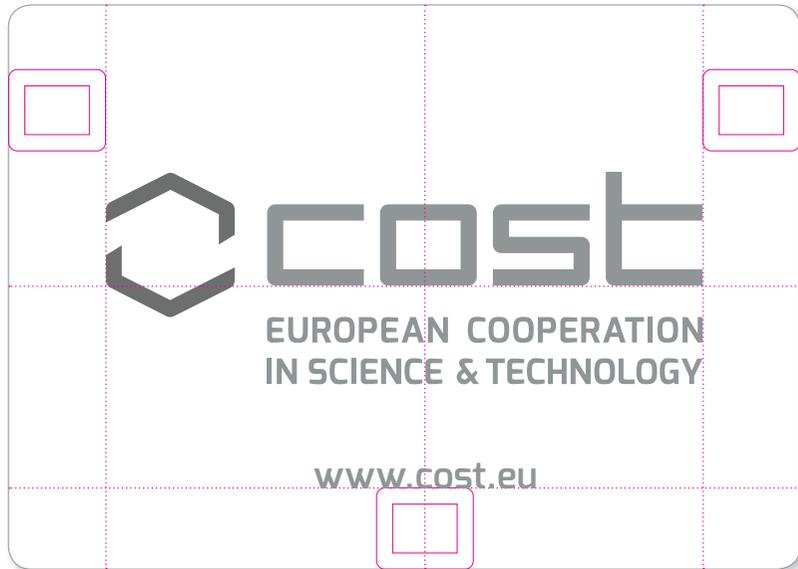
05
APPLICATIONS SIGNAGE
DOOR SIGNAGE



> Door sign (A4 210 x 297 mm)



A4 sticker
210 x 297 mm



A5 sticker
148 x 210 mm



06 GUIDELINES FOR ACTIONS

Co-branding rules are important in order to acknowledge COST as the funding source.



(C) This article/publication is based upon work from COST Action < insert name of Action or initials >, supported by COST (European Cooperation in Science and Technology).

(E) www.cost.eu

(D) COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

It is important to reinforce the presence of the COST brand throughout the Actions' different communication tools, such as: brochures, flyers, posters, websites, videos, articles in scientific journals, books, etc.

All of the above, if funded by COST, need to acknowledge COST as the funding source through the use of a signature block, taking into account the following elements:

> COST logotype (A) used as a co-branded signature with the EU emblem (B) and text "Funded by the Horizon 2020 Framework Programme of the European Union". For more information about the usage of these two elements, please refer to chapter 01 (p 18).

> The acknowledgment text (C) needs to include the title of the Action.

> The boilerplate (D) featuring a description of COST.

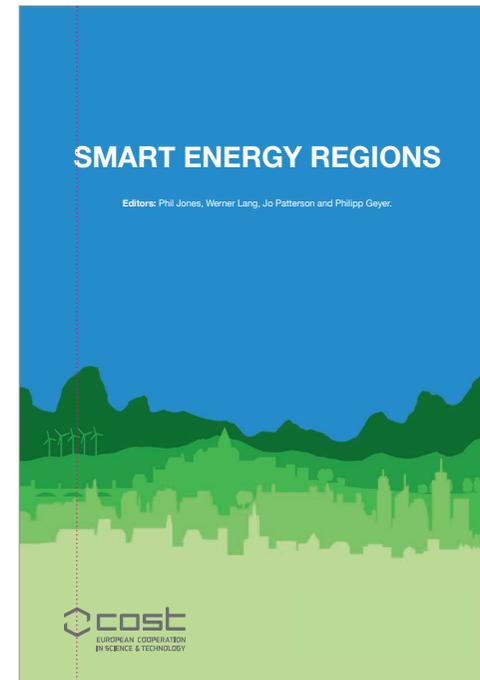
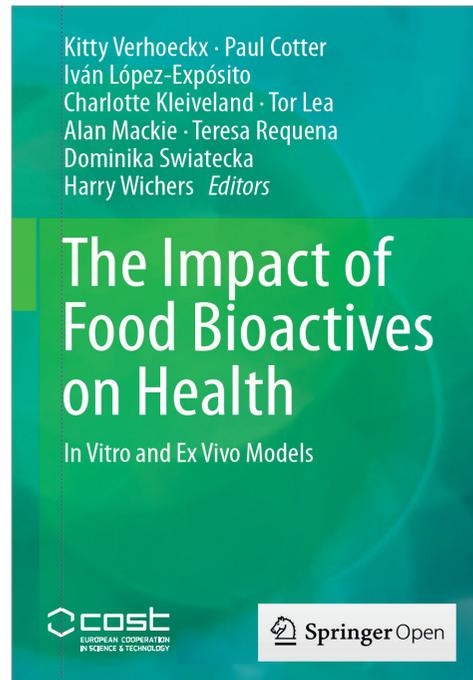
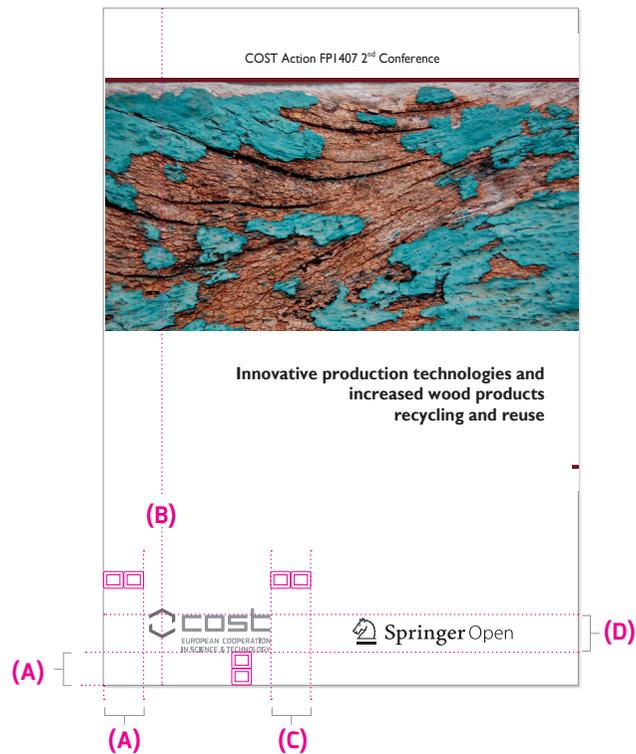
> A reference to the COST website (E).

> Please also refer to the EU emblem guidelines: <http://eacea.ec.europa.eu/about/logos/eu-emblem-rules-hr.pdf>

06 CO-BRANDING
 GUIDELINES
 FOR ACTIONS

	(A) COST logotype	(B) EU emblem + text	(C) Acknowledgment	(D) Boilerplate	(AE) Website
Brochures	✓	✓	✓	✓	✓
Flyers	✓	✓	✓	✓	✓
Posters	✓	✓	✗	✗	✓
Websites	✓	✓	✗	✓	✓
Videos	✓	✓	✓	✓	✓
Articles in scientific journals	✗	✗	✓	✗	✓
Books	✓	✓	✓	✓	✓

► Please acknowledge COST as the funding source following this table.



For scientific publications, follow these co-branding rules:

- > Logotype
 - 45 mm (length) on A4
 - 30 mm (length) on A5
 - always placed on the left side

- > Use the publication's margins as long as the logotype keeps a minimum clear space of  x 2 with the left and the bottom edges (A).
- > Logotype alignment at the center of the symbol (B) to the left margin.
- > Logotype clear space with other logotypes (C)  x 2.

- > Use the main version of the logotype on white backgrounds.
- > Use the single-colour version of the logotype in white for dark-coloured backgrounds.
- > Use the single-colour version of the logotype in dark grey for light-coloured backgrounds.

- > Follow logotype co-branding rules on p 18-19 (D).
- > Avoid placing the logotype over complicated backgrounds that might have a negative impact on proper readability.



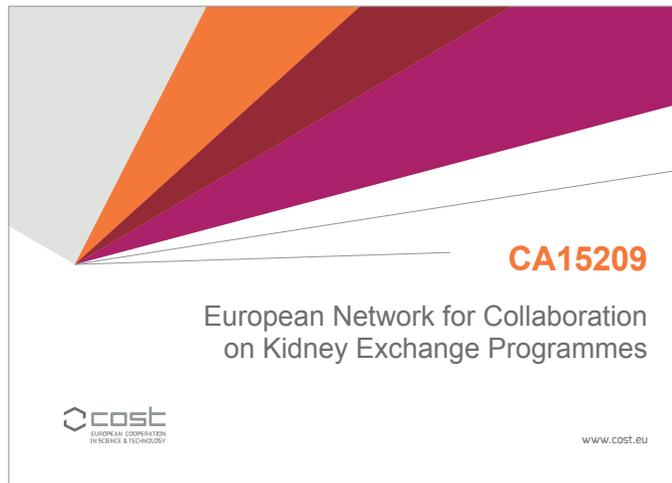
- > Logotype
 - 45 mm (length) on A4
 - 30 mm (length) on A5
 - always placed on the left side
 - main version
- > The signature block with its different elements can be added at the top or bottom of the page.

- > In all cases, the logotype must keep its defined clear space of  x 2 (A), in relation to other logotypes, texts or page edges.
- > Logotype alignment at the center of the symbol (B) to the left margin.
- > Follow logotype co-branding rules on p 18-19.

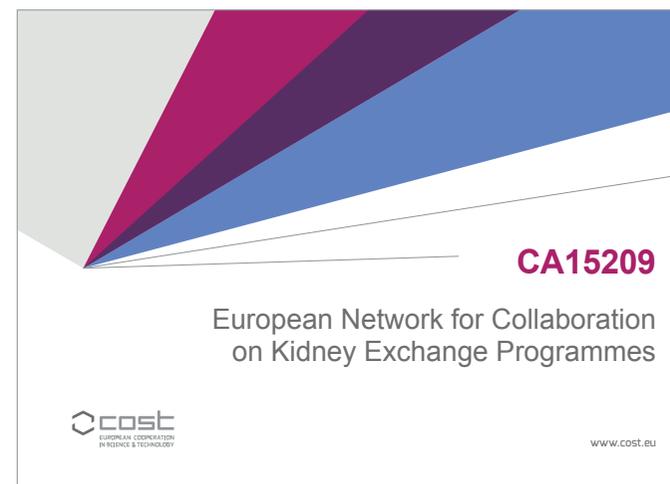
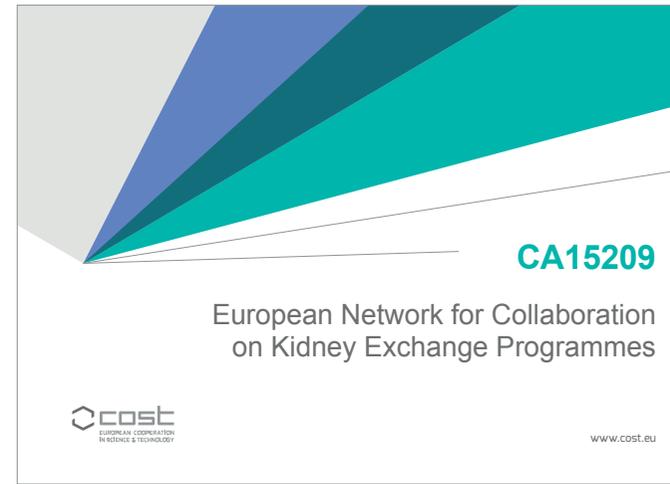
- > Avoid placing the logotype over complicated backgrounds that might make it difficult to read.
- > Acknowledge COST as the funding source, adding the elements previously described in this chapter (p 74).

06 STATIONERY FOR COST ACTIONS
GUIDELINES
FOR ACTIONS

A4 sticker
297 x 210 mm



> Original PDF templates with editable text fields are available for download on the COST website.



06 STATIONERY FOR COST ACTIONS

GUIDELINES FOR ACTIONS

A4 sticker
40 x 180 mm



► Original PDF templates with editable text fields are available for download on the COST website.



For any questions about the guidelines or the use of COST corporate identity elements in particular, please contact the Communications unit at communications@cost.eu.



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