A **TB**
ADVANCE

Visual Indentity
Guide

ADVANCE-TB

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Visual Identity Guide

COST Action ADVANCE-TB (CA21164) is a research network that offers opportunities for collaboration between clinicians, academic researchers from interdisciplinary backgrounds, industry and non-governmental organizations with the aim of advancing tuberculosis research.

The present Visual Identity Guide is designed to create a clear and recognizable ADVANCE-TB identity through a coherent and consistent use of the visual elements in all communication materials.

All members should follow these guidelines and use the designed communication material in all their communication activities related to the project.
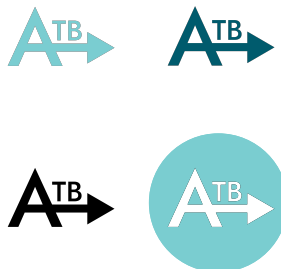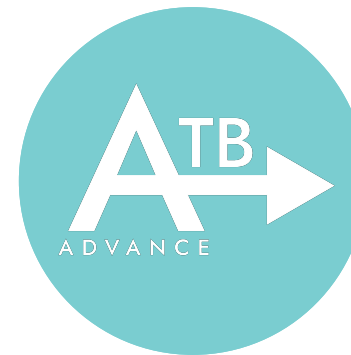
LOGO.

With an arrow as main component, the logo represents the advancement in TB research this Action aims to accomplish.

To preserve its style and design, the logo should not be altered in any way without previous agreement. Resizing should be done proportionally to keep the aspect ratio.

This is the "simplified" version of the logo. It can be used in the same way as the main one although we recommend it is used once the main one has been already introduced.

The Logo Package includes one colour versions.
These should be used, for example, to avoid many colours in the same design and over dark and photographic backgrounds.

TYPEFACE.

Jost is the characterizing typeface used in ADVANCE-TB logo and communication materials. All partners are recommended to use it in their presentations and documents.

Different weights are available:

Jost Thin

We will
mainly use:

Jost Light

Jost Regular

Jost Medium

Jost Semibold

Jost Bold

Jost Extrabold

Jost Black

Heavier ones may be used for titles and/or highlighting words.

Aa

Jost

Background

Tuberculosis (TB) was the leading cause of mortality from an infectious disease globally before Coronavirus Disease 19. The unprecedented pandemic is a major setback for TB programmes and its impact has been tremendous in terms of disruption of timely diagnostic and intervention services, drop in notification numbers, treatment interruptions, inadequate patient's treatment follow-up and increase in mortality. In order to mitigate this impact more efforts and resources have to be allocated. Currently, no COST Action exists to address the complexity of TB management, offering an advantage to this proposal. The ADVANCE-TB is a research network that offers opportunities for collaboration between clinicians, academic researchers from interdisciplinary backgrounds, industry and non-governmental organizations to achieve breakthroughs difficult to obtain by individual partners, allowing a better understanding of the underlying host-pathogen mechanisms, enabling the transfer of basic science into innovative applications and allowing product development and clinical validation.

The Action focuses on 1) developing best clinical practices and experimental standardization protocols, including harmonized biobanking procedures; 2) stimulating the development and optimization of products for diagnostic and therapy/monitoring; 3) disseminate knowledge and allow capacity-building through different types of workshops, training schools and short-term scientific missions, prioritizing early career investigators. The tasks are distributed in 4 working groups (WG). Briefly, WG1 will be focused on the characterization of patient's cohorts, WG2 will be devoted to the development and evaluation of novel diagnostic methods, WG3 will be centred on the design of novel therapeutical strategies and WG4 will be responsible for dissemination and communication activities.

COLOURS.

Core Palette

The identity colour of ADVANCE-TB is a slightly desaturated cyan.

This colour will be used as primary accent to highlight and/or create contrast such as in titles, backgrounds, icons, etc.
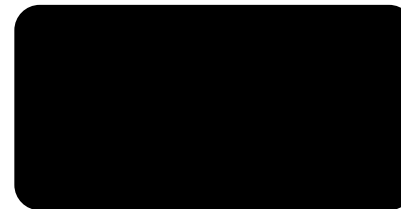
To maintain a clean and simple design, black and white will be the other two main colours used.

Black for text and white especially for backgrounds and text over dark.

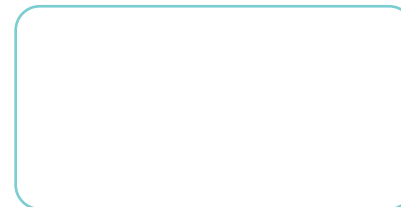### Cyan
HEX: #7ACDD0
RGB: 122, 205, 208
CMYK: 41, 1, 0, 18

Black
HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

White
HEX: #FFFFFF
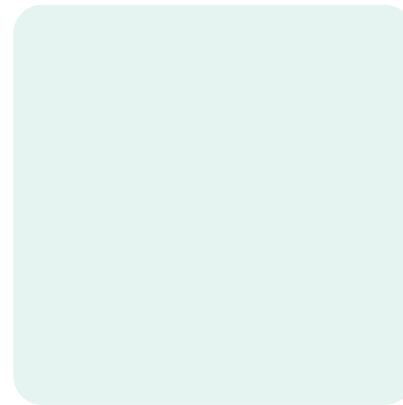RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Secondary Palette

Specially as accent colours and alternative backgrounds

Dark Cyan
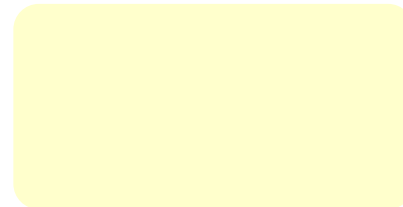HEX: #005C6D
RGB: 0, 92, 109
CMYK: 100, 15, 0, 57

Light Cyan
HEX: #E6F4F1
RGB: 230, 244, 241
CMYK: 6, 0, 1, 4

Soft Orange
HEX: #EAB49A
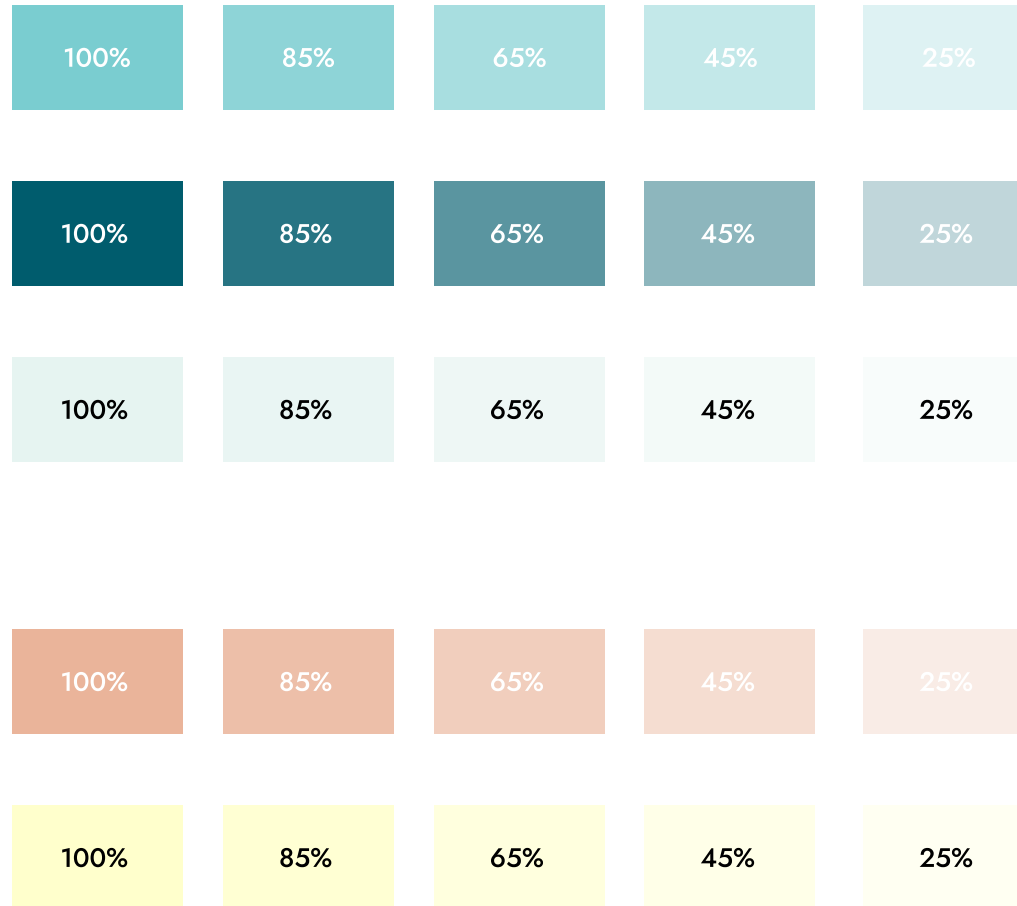RGB: 234, 181, 154
CMYK: 0, 23, 34, 8

Pale Yellow
HEX: #FFFFCC
RGB: 255, 255, 204
CMYK: 0, 0, 20, 0

Only use when in need of further visual support
after using the other colours

The following colours may be used with different degrees of transparencies if needed:

100%	85%	65%	45%	25%
100%	85%	65%	45%	25%
100%	85%	65%	45%	25%
100%	85%	65%	45%	25%
100%	85%	65%	45%	25%

When choosing a colour, please follow the order of priority

Apart from the given examples, when and where to use each colour should be evaluated depending on the situation but always trying to keep it as clean and simple as possible.

COST GUIDELINES.

Being a COST Action, besides following our own ADVANCE-TB Visual Identity Guide, we need to follow the one set by COST.

We will send you the files and information which you can also find here: https://www.cost.eu/about/visual-identity/

FILE TYPES GUIDE.

To help you through the different file types and color codes, here is a small guide:

= for web use   = for print use*

.SVG

Scalable Vector Graphics are ideal for websites and apps as they can be infinitely scalable without getting pixelated.

.PNG

These files can support a transparent background and maintain a good quality. They are optimized for the screen. PNG does not support CMYK and therefore is not recommended for printing.

.JPG

Commonly seen for photographs. Often has smaller file size than PNG but may display a worse quality and does not allow transparent backgrounds. As it supports CMYK, it can be used for printing, although we recommend choosing PDF files whenever possible.

.PDF

This file type is the most common and preferably used in printing. Very versatile due to it's universal file format. Can also be used to display documents on the web.

RGB
Red, Green, Blue

This colour format is specific for digital applications. RGB creates more vibrant colours that are not achievable through printing.

HEX

A six-digit combination of letters and numbers that represent an RGB colour. For web design use.

CMYK
Cyan, Magenta, Yellow, Black

Consists of the four basic colours for printing. This is the colour format that is to be used for any print product such as brochures, flyers, posters, etc.

*We highly recommend contacting the printer in order to establish their file requirements.

This guide will be available in the ADVANCE-TB website together with the logo files and other communication material, such as flyers and banners.

Should this guide change, all members will be informed and a new document will be made available together with the updated required files.

If you have any questions regarding this guide, please <u>contact us</u> or our <u>design team</u>.