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

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

Minimum clear space

aligned to the bottom of the wordmark
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.
Colours, typography, shapes... everything works together in perfect harmony to create a coherent visual identity and reinforce the brand.
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.
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.
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.).
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.
- Backgrounds must be neutral, not too busy and very luminous in order to enhance the focus on the people.
- Images should be:
  - fresh, luminous, bold
  - interactive, dynamic
  - warm, spontaneous, natural
  - can be shot from unusual angles and perspectives
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.
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.
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.
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).
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.
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 " 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.
The shape must always be placed on the opposite side of the logotype, top (A) or bottom (B).

The shape can move in height, always ensuring a minimum clear space of 2x (C) around the logotype.
Tone and editorial style guidelines will ensure consistent written communication across all tools.
INTRODUCTION

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.
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 demolarept eosam.
✗ Cost ✗ Cost Association
✗ Rovit aut qui reictatet aut pos nulpa qui quis ideligenim cumquia Cost sitium, odis demolarept 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 demolareptat eosam.
✗ Rovit aut qui reictatet aut pos nulpa qui quis — ideligenim cumquia — COST sitium, odis demolareptat eosam.

Numbers

> Always spell out whole numbers below 10 and numerals that start a sentence
✓ Three ✓ 33 ✓ Twenty-five COST Actions were approved yesterday.
✗ Three ✗ thirty-three ✗ 33

> Use figures for numbers above 10, ages and percentages (even less than 10).

✓ Berth 270000 ✓ 270000

> For large numbers use hyphen to connect word ending in “-y” to another word:

✓ Twenty-five COST Actions were approved yesterday.
✗ Twenty five COST Actions were approved yesterday.

Date and time

> Use the 24 hour clock.
✓ 13:00 ✓ 12 September 2016 ✓ 12/09/16
✗ 1 pm. ✗ 12 Sept. 16 ✗ 12-09-16

> 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
Examples of brand applications across various communication tools.
Dear Mr. Lorem Ipsum,

Subject: Lorem ipsum cum dolore

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Yours sincerely,

We look forward to seeing you soon.

Lorum Ipsum 049 Brussels/Brussels

19 September 2016

Name: Lorem Ipsum

Title: Lorem Ipsum
05 APPLICATIONS  STATIONERY  ENVELOPES

C4 (229 x 324 mm)

C5 (162 x 229 mm)

DL (110 x 220 mm)
05 Applications

Stationery

Business Cards

NAME LASTNAME

Job title - function

Avenue Louise 149  |  1050 Brussels, Belgium
T +32 (0)2 533 3803  |  F +32 (0)2 533 3890
name.lastname@cost.eu  |  www.cost.eu

Funded by the Horizon 2020 Framework Programme of the European Union
with compliments

European Cooperation in Science & Technology

Avenue Louise 149 | 1050 Brussels, Belgium
T +32 (0)2 533 3800 | www.cost.eu

210 x 100 mm
Growing ideas through networks

file at 45% of the original size
Growing ideas through networks

COST Association
Avenue Louise 149
1050 Brussels, Belgium
T +32 (0)2 533 3800
F +32 (0)2 533 3890
office@cost.eu
www.cost.eu

Funded by the Horizon 2020 Framework Programme of the European Union
Investing in Europe’s diversity

Annual Report 2015

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Funded by the Horizon 2020 Framework Programme of the European Union
Average annual budget of a COST Action: COST budget (from Horizon 2020 for a 7-year period)

Inclusiveness Target Countries or an Associated Country in connection with the EU Member Countries that fulfill the Horizon 2020 Widening Framework Programme.

Full Professor, J. Haber Institute of Catalysis and Surface Chemistry, Polish Academy of Sciences

The year in numbers

347
2,962
266
137,000
1,300,000

INTERNATIONAL ACTIONS

INTERNATIONAL ACTIONS

COST Actions on the basis of available returns to COST

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.

Pooling resources and creating dynamic research teams to promote mobility for young researchers and researchers from COST countries is another clear barrier in an environment where women make up 60% of university graduates in many countries.

The new open call evaluation system stipulates that when funding and resources - as Inclusiveness Target Countries (ITC) receive through Horizon 2020 for the benefit of ITCs. COST strives to eliminate these barriers through policy and funding.

COST Actions have provided a clear opportunity to interested researchers. 5 years of special significance for young researchers and the real-life scenarios of today’s Internet of Things – a network of around 500 researchers and industry representatives who connected sensors and carry-on devices or implants that monitor people’s health.

The short-term scientific missions are a great help in overcoming mobility barriers in research and academia, providing valuable opportunity to not only exchange ideas and results but also to promote academic and cultural diversity.

COST has been critical for my career by building connections with peers around Europe. COST is being the same for my career.

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INTERNATIONAL ACTIONS

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COST Actions on the basis of available returns to COST

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.

Pooling resources and creating dynamic research teams to promote mobility for young researchers and researchers from COST countries is another clear barrier in an environment where women make up 60% of university graduates in many countries.

The new open call evaluation system stipulates that when funding and resources - as Inclusiveness Target Countries (ITC) receive through Horizon 2020 for the benefit of ITCs. COST strives to eliminate these barriers through policy and funding.

COST Actions have provided a clear opportunity to interested researchers. 5 years of special significance for young researchers and the real-life scenarios of today’s Internet of Things – a network of around 500 researchers and industry representatives who connected sensors and carry-on devices or implants that monitor people’s health.

The short-term scientific missions are a great help in overcoming mobility barriers in research and academia, providing valuable opportunity to not only exchange ideas and results but also to promote academic and cultural diversity.

COST has been critical for my career by building connections with peers around Europe. COST is being the same for my career.

The year in numbers

347
2,962
266
137,000
1,300,000

More than half of the global river network is composed of intermittent rivers and ephemeral streams (IRES), which are expanding in response to climate change and increasing water demands. After years of obscurity, the science of IRES has recently blossomed and is now recognized that IRES support a unique high diversity, provide essential ecosystems services and are functionally part of river networks and groundwater systems. However, they lack protective and adequate management, which jeopardizes the water resource on the global scale. The COST Action CA15113 “Science and Management of Intermittent Rivers and Ephemeral Streams” (SMIRES) has the goal to establish a research network for synthesising the fragmented and recent research on IRES, and translating this into science-based, sustainable management of river networks. They will conduct research workshops to synthesise and address key challenges in IRES science, support research exchange and educate young researchers as well as combined researcher-stakeholder workshops that will translate improved knowledge into tangible tools and guidelines for protecting IRES and new awareness of their importance and value in societal and decision-making spheres. The Action will be organized into six working groups to address 6) occurrence, distribution, drivers and vulnerability of IRES; 5) synergies in IRES research at the European scale; 4) biomonitoring the ecological status of IRES; 3) interaction of aquatic and terrestrial spheres. This Action will be organised into six working groups to address: 1) occurrence, distribution, drivers and vulnerability of IRES; 2) effects of flow alterations on IRES functions and ecosystem services; 3) interaction of aquatic and terrestrial spheres. This Action will be organised into six working groups to address: 1) occurrence, distribution, drivers and vulnerability of IRES; 2) effects of flow alterations on IRES functions and ecosystem services; 3) interaction of aquatic and terrestrial spheres. This Action will be organised into six working groups to address: 1) occurrence, distribution, drivers and vulnerability of IRES; 2) effects of flow alterations on IRES functions and ecosystem services; 3) interaction of aquatic and terrestrial spheres. This Action will be organised into six working groups to address: 1) occurrence, distribution, drivers and vulnerability of IRES; 2) effects of flow alterations on IRES functions and ecosystem services; 3) interaction of aquatic and terrestrial spheres. This Action will be organised into six working groups to address: 1) occurrence, distribution, drivers and vulnerability of IRES; 2) effects of flow alterations on IRES functions and ecosystem services; 3) interaction of aquatic and terrestrial spheres. This Action will be organised into six working groups to address: 1) occurrence, distribution, drivers and vulnerability of IRES; 2) effects of flow alterations on IRES functions and ecosystem services; 3) interaction of aquatic and terrestrial spheres. This Action will be organised into six working groups to address: 1) occurrence, distribution, drivers and vulnerability of IRES; 2) effects of flow alterations on IRES functions and ecosystem services; 3) interaction of aquatic and terrestrial spheres. This Action will be organised into six working groups to address: 1) occurrence, distribution, drivers and vulnerability of IRES; 2) effects of flow alterations on IRES functions and ecosystem services; 3) interaction of aquatic and terrestrial spheres. This Action will be organised into six working groups to address: 1) occurrence, distribution, drivers and vulnerability of IRES; 2) effects of flow alterations on IRES functions and ecosystem services; 3) interaction of aquatic and terrestrial spheres.
Austrian researchers benefiting from COST

Without COST, my academic contacts and research results would suffer to a great extent. Thanks to COST, I advanced many scientific results and scientific interactions in my field of research.

Alice Ludvig, Political Scientist, BOKU
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.

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

Professionals that work with neurotransmitters such as dopamine and serotonin could not be too far away from 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 proven constructs that might play a role in the brain,” says Professor Rona Ramsay, University of St. Andrews. “This is the payoff for decades of x-ray crystallography work on molecular structures. Machine learning also allows for the reprofiling of existing drugs which have not been tested for new biological diseases.”

Professor Ramsay chaired COST Action CM1103, 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 enzymes/hydrolases and serotonin in the synapses for longer and an anti-oxidant to prevent damage caused by dying brain cells,” she said. “If we can hit the ‘kill switch’ we can ‘rewire’ the brain.”

The potential of dirty drugs is a particularly attractive aspect of the research. “We also very proud that 50% of our network was female at the outset – not many Actions in chemistry can say that!”

Almost half of participants were from COST Inclusiveness Target Countries, which Professor Ramsay describes as a particularly ‘interesting’ aspect of the network. “This is very important for labs like ours and big step forward for my career.”

For the network is currently finalising an e-book of its research results and many of its members continue to collaborate. Members from Spain, the UK and Germany are developing a triple-combination 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 to design compounds that help prevent neuropsychiatric development and neurorepair. Each student also receives a 3-5-month 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 Action CM1103
Société du COST | B-1249 Brussels, Belgium
E-mail: secretariat@cost.eu | T +32 (0)2 533 3800 | www.cost.eu
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 bottom-up approach
- Open to all fields of science and technology
- Excellence in science and technology
- Public and private sector

Growing ideas through networks

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

COST in numbers in 2016
- 36 COST countries
- 20 out of 36 = 69% Member countries
- 1 Cooperating country

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 third year duration.
- Both lead to dynamic and productive networks of researchers, engineers and scholars across countries, generations and gender.
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 (10:30-12:00).

Growing ideas through networks

file at 45% of the original size
Why become a COST Expert?

You have the opportunity to:
• Contribute to the evaluation of COST Open Call proposals;
• Participate in the assessment of Action outcomes;
• Take part in the assessment of COST strategic activities.

You will also:
• Gain insight into the latest scientific and technological developments partnered by COST research and scientific communities.

how does it work?

As an independent external expert, you guarantee the excellence and the overall quality of the proposal. You work remotely on the evaluation of the scientific and technological challenges addressed by the proposal, and assess the impact and added value of the actions to tackle these challenges.

Fill in COST Expert online registration form at www.cost.eu/experts

More on COST Experts

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Get involved!
Become a COST Expert

Experts from all scientific areas are welcome!

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More on COST Experts

www.cost.eu/experts
New homepage look and feel.

Logotype main version (180 px length).

Carousel of images on homepage including graphic line and key messages (935 x 300 px)
05 APPLICATIONS

DIGITAL MEDIA

SOCIAL MEDIA

> Facebook

Growing ideas through networks

Cover photo
851 x 315 px

Logotype photo
180 x 180 px
Growing ideas through networks

Cover photo
2560 x 1440 px

Logotype photo
250 x 250 px
APPLICATIONS
DIGITAL MEDIA
SOCIAL MEDIA
> Twitter

Growing ideas through networks

Cover photo
1500 x 500 px

Logotype photo
400 x 400 px
05 APPLICATIONS DIGITAL MEDIA SOCIAL MEDIA

> Google+

Cover photo
1080 x 608 px

Logotype photo
250 x 250 px

Growing ideas through networks
05 APPLICATIONS

DIGITAL MEDIA

SOCIAL MEDIA

> Linkedin

Cover photo
1000 x 425 px

Logotype photo
400 x 400 px
Original HTML templates are available upon request.
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.

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05

APPLICATIONS

PROMOTIONAL ITEMS

BAG / PORTFOLIO / LANYARDS
05 APPLICATIONS PROMOTIONAL ITEMS BOOKMARK / PEN / USB KEY / MINTS

Growing ideas through networks
Growing ideas through networks

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

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

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.

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

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.

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

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

Dr Lara Pajewski  
Researcher, Engineering Department, "Roma Tre" University, Italy
Frosted vinyl for glass doors
500 mm length
05 APPLICATIONS SIGNAGE

DOOR SIGNAGE

> Door sign (A4 210 x 297 mm)
05 APPLICATIONS  
SIGNAGE  
STICKERS / VINYLs
Co-branding rules are important in order to acknowledge COST as the funding source.
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](http://eacea.ec.europa.eu/about/logos/eu-emblem-rules-hr.pdf)

### Brand book COST
**06 CO-BRANDING GUIDELINES FOR ACTIONS**

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).
## CO-BRANDING

### GUIDELINES FOR ACTIONS

<table>
<thead>
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<th>(A) COST logotype</th>
<th>(B) EU emblem + text</th>
<th>(C) Acknowledgment</th>
<th>(D) Boilerplate</th>
<th>(AE) Website</th>
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> 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 $\Box \times 2$ 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) $\Box \times 2$.

- 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.
**ACKNOWLEDGEMENTS SECTION**

The Impact of Food Bio-Actives on Gut Health

In Vitro and Ex Vivo Models

Kitty Verhoeckx

Editors-in-Chief

Paul Cotter • Iván López-Expósito
Charlotte Kleiveland • Tor Lea
Alan Mackie • Teresa Requena
Dominika Swiatecka • Harry Wichers

Editors

In Vitro and Ex Vivo Models
Bio-Actives on Gut Health

The Impact of Food

Preface

The book is the final product of the InfoGest FA1005 COST Action. InfoGest is an international network of experts on "Improving Health Properties of Food by Sharing our Knowledge on the Digestive Process". The specific objectives of the network are to:

- Compare existing digestive models, harmonize the methodologies and propose guidelines for performing new experiments.
- Validate or test models in vitro in vivo (oral aliment and human).
- Identify the bioactive compounds that are released in the pre-digestion phase and their interactions with the gut flora.
- Determine the effect of these compounds on human health.
- Determine the effect of the matrix structure on the bioavailability of food nutrients and functional activities.

InfoGest is supported for 4 years (June 2011–May 2015) by European COST (European Cooperation in Science & Technology) and involves more than 40 food companies (large groups as well as SMEs). InfoGest has released several articles and opinion papers on the topic of food digestion and the development of in vitro digestion models for food. It has also established an international standardisation of more than 40 digestion models suitable for food—an international consensus. Food & Function 5:1113–1124. It has also started the International Symposium of the European Society of Gastrointestinal Motility in 2012 and the European Society of Gastrointestinal Motility in 2013. It was organized by COST (European Cooperation in Science & Technology) is a funding agency for research and innovation that connects research initiatives across Europe and around the globe. It is supported by COST (European Cooperation in Science & Technology) is a funding agency for research and innovation that connects research initiatives across Europe and around the globe. It is supported by COST (European Cooperation in Science & Technology) is a funding agency for research and innovation that connects research initiatives across Europe and around the globe. It is supported by COST (European Cooperation in Science & Technology) is a funding agency for research and innovation that connects research initiatives across Europe and around the globe.

Avoid placing the logotype over complicated backgrounds that might make it difficult to read.

Follow logotype co-branding rules on p 18-19.

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

- 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.
A4 sticker
297 x 210 mm

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

- INSERT ACTIONS CODE
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- INSERT ACTIONS CODE
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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.