ALGAE TO FUTURE

A2F's vision is to lay the foundation for industrial microalgae production in Norway, utilizing natural resources and waste streams from existing production lines within agriculture, aquaculture and process industry.

Guidelines for Algae to Future´s visual profile

introduction

In Algae to Futures visual profile we introduce how the research project should be presented in practice on web and print. A2Fs visual profile is made as an exam project by master student, Veronika M. Jakobsson.

In addition to this profile I´ve fixed the logo that was already made, into correct colors and for different uses, photofiler, and examples for how the website and Facebook page could look. The animated figures on Facebook are not my work, but they are going to be used in an animation made by someone else for this project.

When making this visual profile I always had in mind to have an organic and moving design. Wanted the visuals to float like algaes do in water. Keeping the futuristic toutch in the logo to let it reflect on the modern thinking method behind this project.
Algaes is the future.

logo

The logo is based on the algae "Tetraselmis chuii" and the photosynthesis. Algae to future has one main logo and two secondary logo. If there is no room for the mail logo, the two secondary logos should be used. The logos comes in files formattet for print, web and smaller areas.
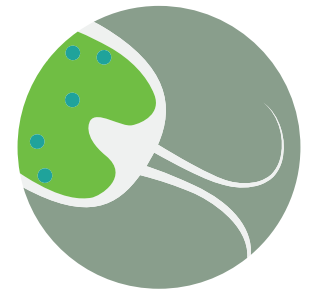
main logo

seconday logo vertical
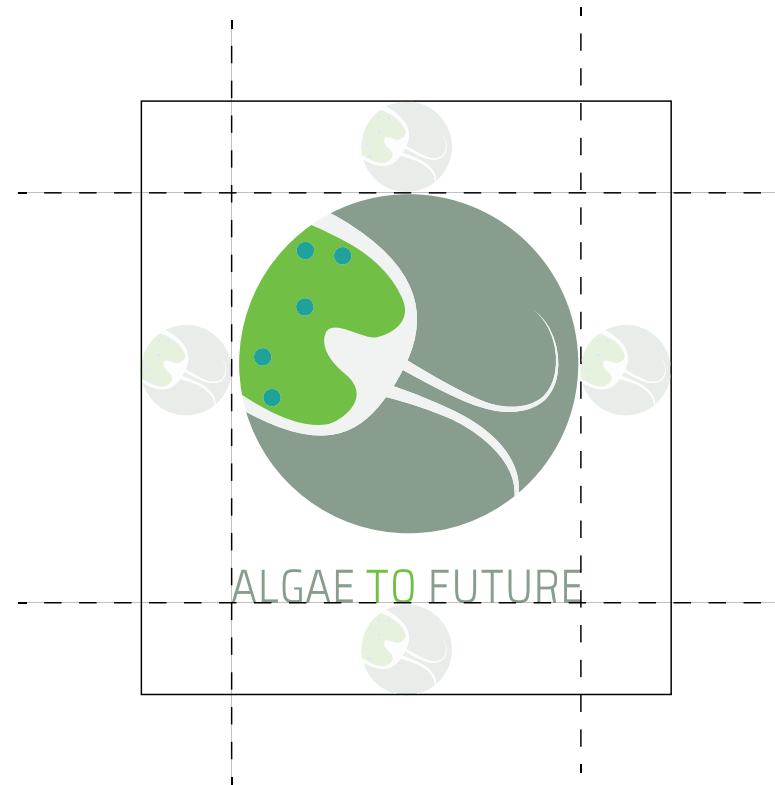

seconday logo horizontal

logo colors

negative

colored background

logo do´s and dont´s

Clear space helps the logo make an visual impact where its placed at any time. Elements should never be placed inside these security lines wich is the size of half of the brand mark.
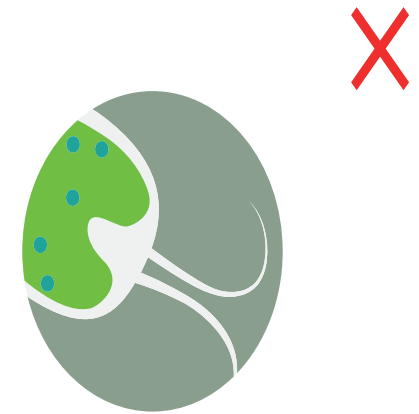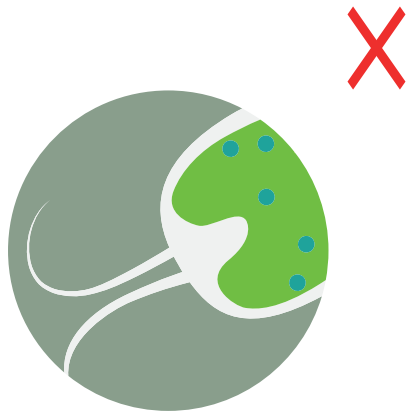
ALGAE TO FUTURE

✓

✗

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ALGAE **TO** FUTURE

ALGAE TO FUTURE

ALGAE TO FUTURE

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ALGAE **TO** FUTURE
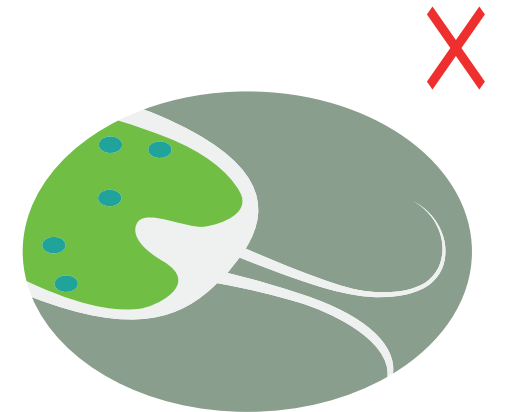
ALGAE **TO** FUTURE

ALGAE **TO** FUTURE

colors

Green, grey green and blue green are Algae 2 Futures main colors. These are used in the logo and elements. Algaes are single microorganisms.

Photosynthesis gives the algae a clear green color. Photosynthesis is based on the fundamental biological processes that create life. All the colors of the A2F project are complementary colors that express this.

CMYK: 60/0/100/0
RGB: 117/184/41
Hex: #75b728
Pantone: 376 U

CMYK: 46/24/44/7
RGB: 148/163/143
Hex: #093a38e
Pantone: 5635 U

CMYK: 79/15/43/1
RGB: 0/156/153
Hex: #09b99
Pantone: 3272 U

Hello, world!

A2F brings Algae to the Future by integrating Fundamental Algae Research and Applied Industrial Practices. A2F envisages that the knowledge and technology platform provided by the project will create a viable microalgae industry as a part of the new Norwegian bio economy within the next 10 to 15years.

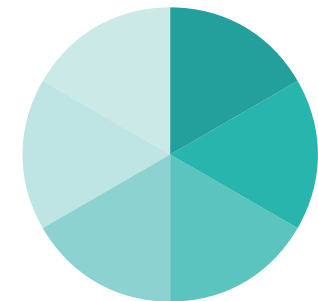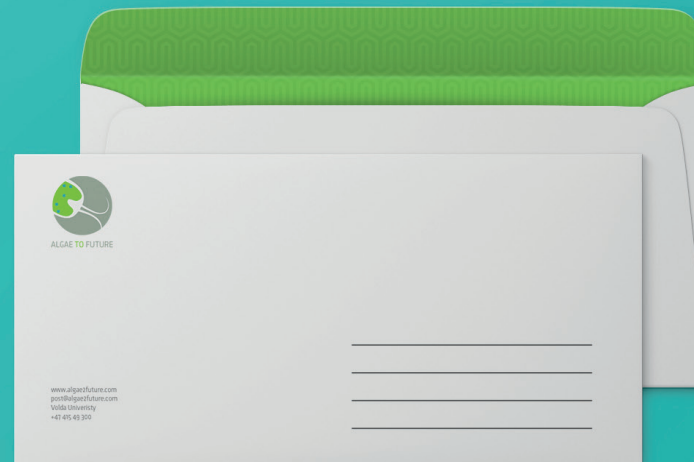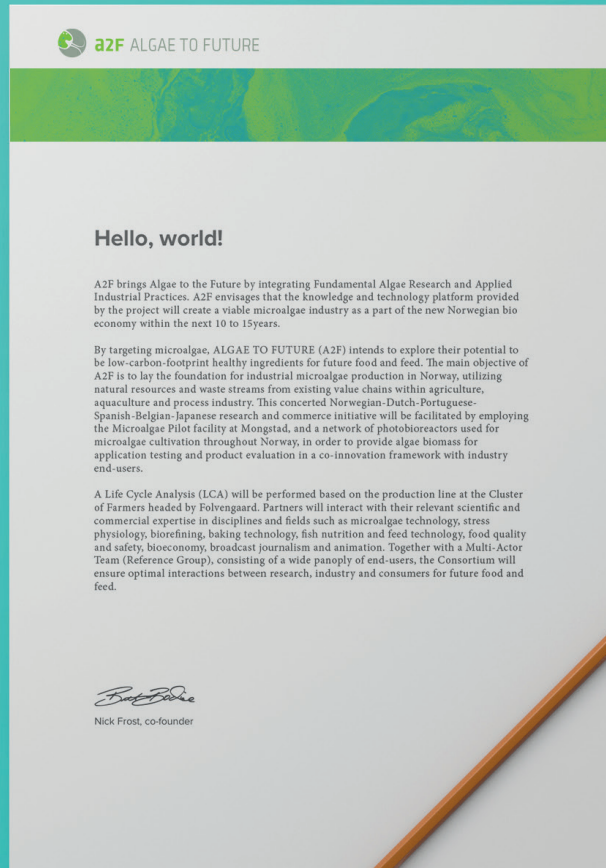By targeting microalgae, ALGAE TO FUTURE (A2F) intends to explore their potential to be low-carbon-footprint healthy ingredients for future food and feed. The main objective of A2F is to lay the foundation for industrial microalgae production in Norway, utilizing natural resources and waste streams from existing value chains within agriculture, aquaculture and process industry. This concerted Norwegian-Dutch-Portuguese-Spanish-Belgian-Japanese research and commerce initiative will be facilitated by employing the Microalgae Pilot facility at Mongstad, and a network of photobioreactors used for microalgae cultivation throughout Norway, in order to provide algae biomass for application testing and product evaluation in a co-innovation framework with industry end-users.

A Life Cycle Analysis (LCA) will be performed based on the production line at the Cluster of Farmers headed by Folvengaard. Partners will interact with their relevant scientific and commercial expertise in disciplines and fields such as microalgae technology, stress physiology, biorefining, baking technology, fish nutrition and feed technology, food quality and safety, bioeconomy, broadcast journalism and animation. Together with a Multi-Actor Team (Reference Group), consisting of a wide panoply of end-users, the Consortium will ensure optimal interactions between research, industry and consumers for future food and feed.

Nick Frost, co-founder

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a2F
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fonts

The font that is used in the logo is also used in headlines for different publications and is called Coli Condenced.

For places with a lot of text the font Minion Pro should be used. This is a classic and light readed font that is suitable for a big amount of text.

Aa

Clio Condenced

Light
qwertyuiopåasdfghjklzxcvbnm
QWERTYUIOPÅASDFGHJKLZXCVBNM
1234567890

Regular
qwertyuiopåasdfghjkløæzxcvbnm
QWERTYUIOPÅASDFGHJKLØÆZXCVBNM
1234567890

Italic
qwertyuiopåasdfghjkløæzxcvbnm
QWERTYUIOPÅASDFGHJKLØÆZXCVBNM
1234567890

Medium
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QWERTYUIOPÅASDFGHJKLZXCVBNM
1234567890

Bold
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QWERTYUIOPÅASDFGHJKLØZXCVBNM
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Minion Pro

Regular
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QWERTYUIOPÅASDFGHJKLØÆZXCVBNM
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Semibold
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QWERTYUIOPÅASDFGHJKLØZXCVBNM
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Bold
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QWERTYUIOPÅASDFGHJKLØZXCVBNM
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Bold italic
qwertyuiopåasdfghjklzxcvbnm
QWERTYUIOPÅASDFGHJKLZXCVBNM
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web fonts

For web we use the font Roboto which is a Google font, that makes it work inn all browsers. It has a good readability and is available in different weights. We also use Coli Condenced for headlines etc.

Aa

Clio Condenced

Light
qwertyuiopåasdfghjklzxcvbnm
QWERTYUIOPÅASDFGHJKLZXCVBNM
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QWERTYUIOPÅASDFGHJKLØÆZXCVBNM
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Italic
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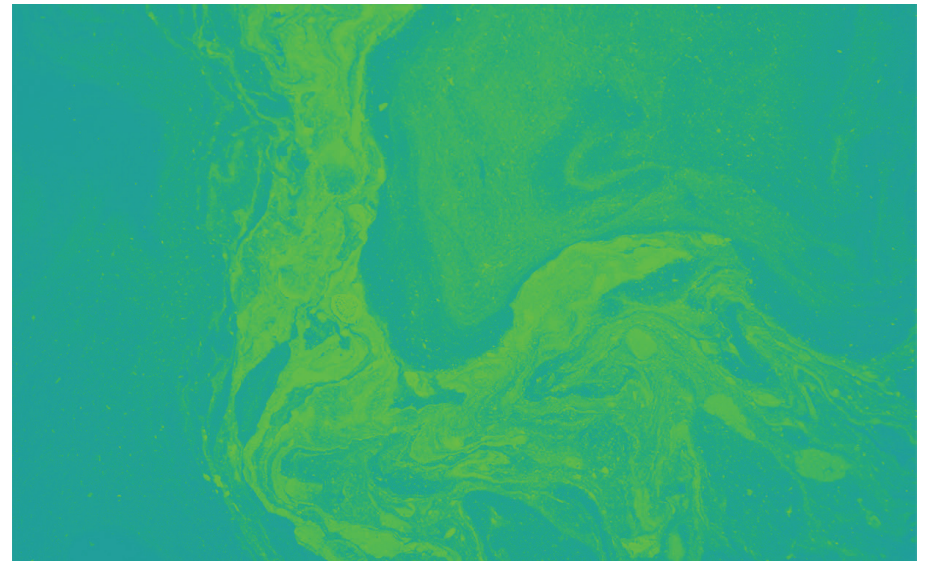*QWERTYUIOPÅASDFGHJKLØÆZXCVBNM*
1234567890

Medium
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QWERTYUIOPÅASDFGHJKLZXCVBNM
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Bold
qwertyuiopåasdfghjklzxcvbnm
QWERTYUIOPÅASDFGHJKLØZXCVBNM
1234567890

Roboto

Light
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QWERTYUIOPÅASDFGHJKLØÆZXCVBNM
1234567890

Regular
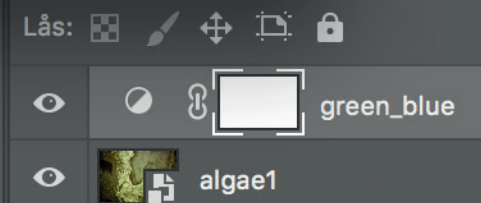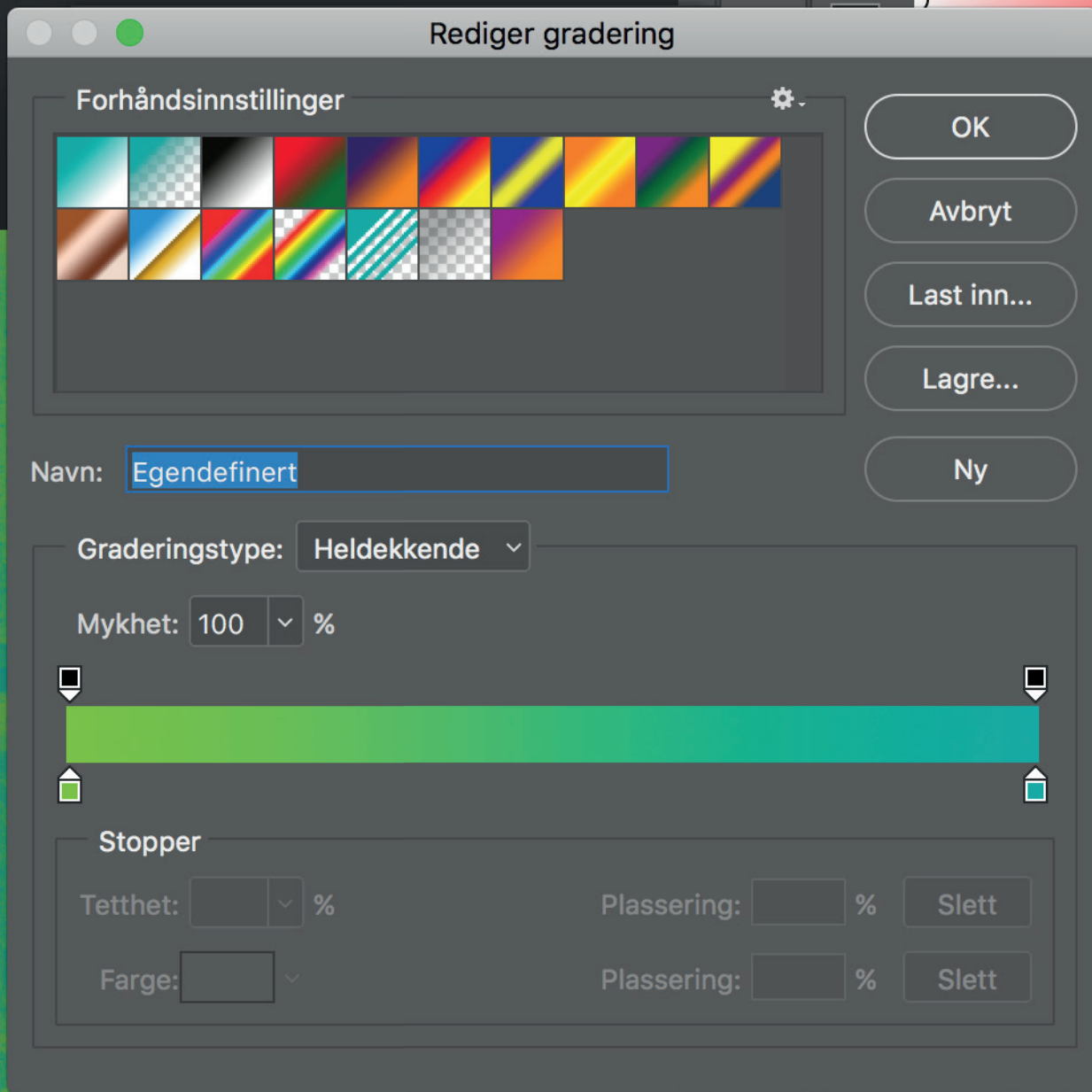qwertyuiopåasdfghjkløæzxcvbnm
QWERTYUIOPÅASDFGHJKLØÆZXCVBNM
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Italic
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Bold
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QWERTYUIOPÅASDFGHJKLØÆZXCVBNM
1234567890

background

There are two background Algae to Future uses. There are two different gradient masks to choose from. Either green and blue green or blue green and green. The filter comes in a zipped file.

Rediger gradering

Forhåndsinnstillinger

OK

Avbryt

Last inn...

Lagre...

Navn: Egendefinert

Ny

Graderingstype: Heldekkende

Mykhet: 100 %

Stopper

Tetthet: % Plassering: % Slett

Farge: Plassering: % Slett
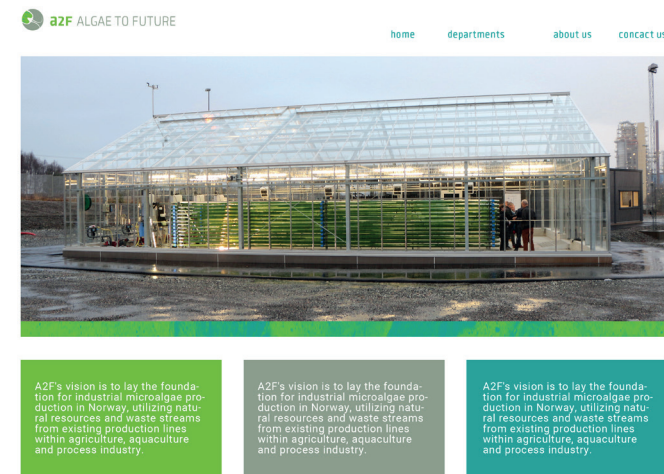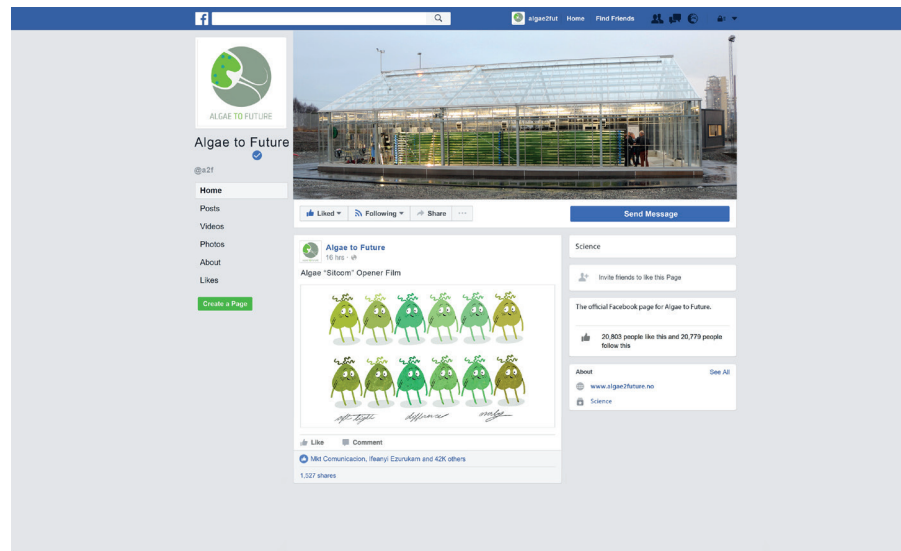
Lås:

green_blue

algae1

example identity in use

The color palette should always be used. Pictures and movies is to prefer on social media, because it catches the attention of the users, and the more heavy reading should be on the website.