



Graphene Flagship

Brand Guide

2020.12.04



Funded by
the European Union

About Graphene Flagship

The Graphene Flagship is research, innovation and collaboration. With wind in our sails and our direction mapped out, we help bring graphene innovation out of the lab and into commercial applications to benefit Europe. We are innovative, sustainable and goal oriented. We connect academia and industry on an unprecedented scale to generate economic growth, new jobs and new opportunities.

Table of Contents

4	<u>Introduction</u>	36	<u>Sharing Results</u>
8	<u>Symbol</u>	38	<u>Colours</u>
12	<u>Logotype</u>	41	<u>Typography</u>
18	<u>Co-branding</u>	47	<u>Infographics</u>
21	<u>Sub Brands</u>	54	<u>Photography</u>
27	<u>Communication Materials</u>	66	<u>Voice & Tone</u>
28	<u>Presentations</u>		
29	<u>Publications</u>		
34	<u>Trade Shows</u>		
35	<u>Event Guidelines</u>		

Introduction

The Graphene Flagship is research, innovation and collaboration.

Funded by the European Commission, the Graphene Flagship aims to secure a major role for Europe in the ongoing technological revolution, helping to bring graphene innovation out of the lab and into commercial applications. The Graphene Flagship gathers nearly 170 academic and industrial partners from 21 countries, all exploring different aspects of graphene and related materials. 

Bringing a diverse range of competencies together, the Graphene Flagship facilitates cooperation between its partners, accelerating the timeline for industry acceptance of graphene technologies. The European Commission's FET Flagships enable research projects on an unprecedented scale. With €1 billion budgets, the Graphene Flagship, Human Brain Project and Quantum Flagship serve as technology accelerators, helping Europe to compete with other global markets in research and innovation.

About the brand

Our brand represents ground-breaking research, innovation and collaboration taking place across Europe. It represents Friday night experiments, technological revolution, sustainable alternatives, international competition and teamwork.

We believe that the Graphene Flagship enables a **faster** commercialization of innovations, provides a **stronger** network and is **very flexible** through its combination of industrial partners and research organisations.

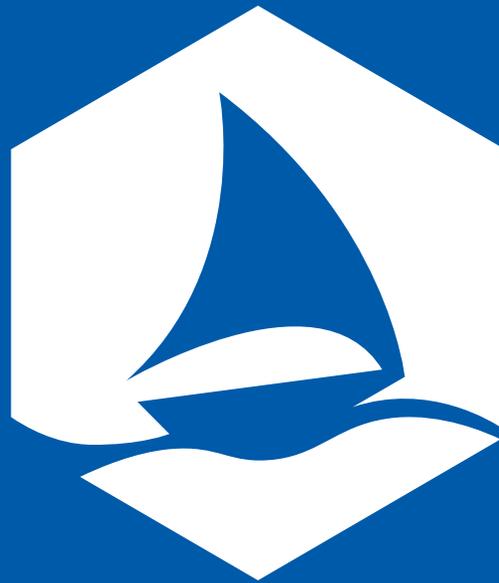
Just as graphene is:

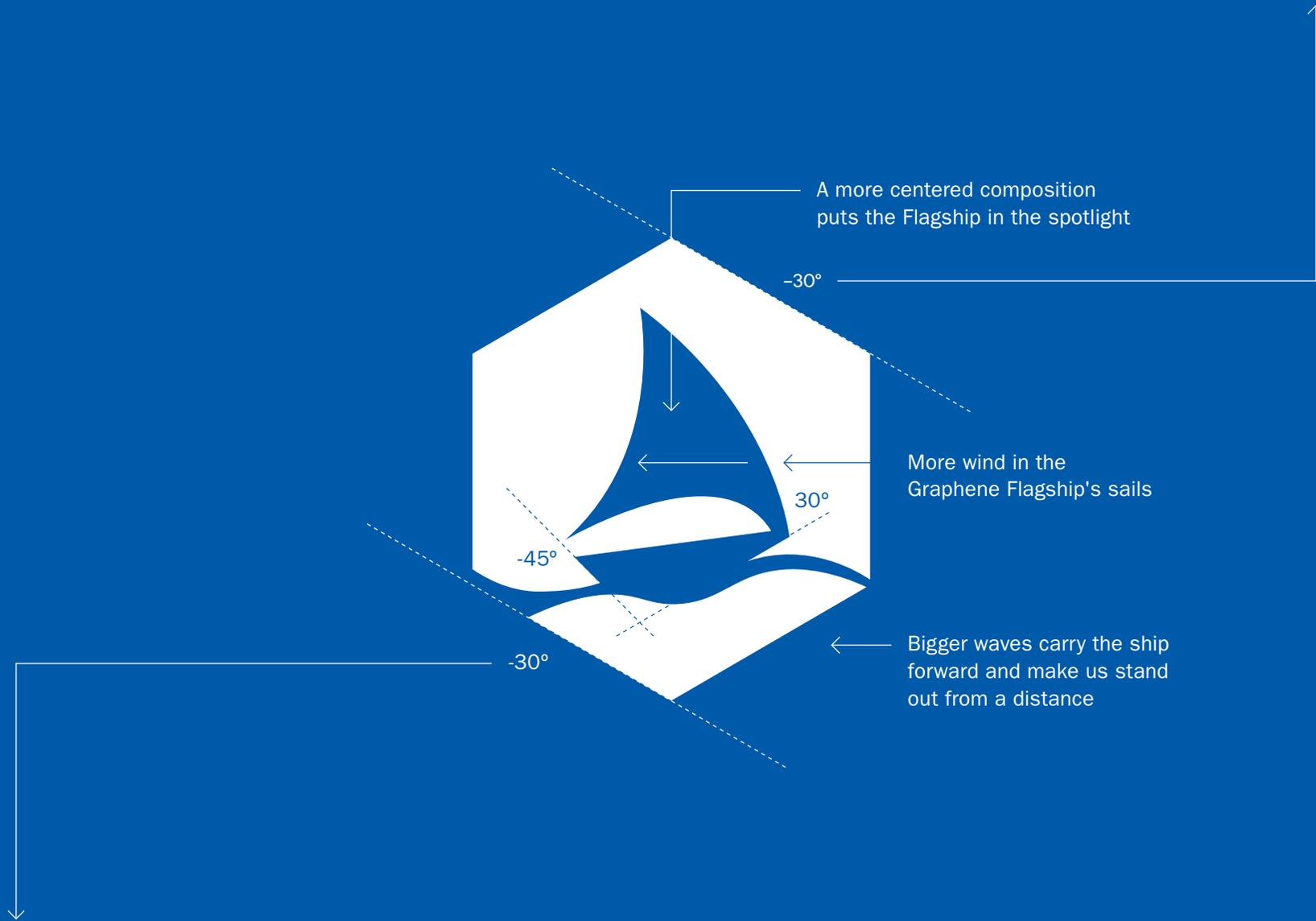
Faster (electron mobility is >70 times higher than in silicon)

Stronger (200 times stronger than steel)

Very flexible

Symbol







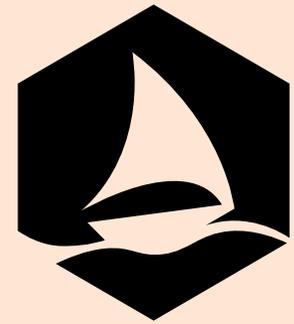
Symbol 1: White

[Download](#)



Symbol 2: Blue

[Download](#)



Symbol 3: Black

[Download](#)

Logotype



GRAPHENE FLAGSHIP





Logo 1: Blue and black

[Download](#)



Logo 2: White

[Download](#)



Logo 3: Black

[Download](#)

About the secondary logotype

The black logo is suitable when material will be printed in black and white or all other logos are black. In all other instances logo 1 or 2 should be used.

Logotype



APPLYING THE LOGO

The full logo, consisting of both the icon and the type logo together, are to be used as a single entity in all official communication.

Don't change the font of the logotype or the position of the text to be above or below the icon. Scale the logo proportionally according to its original size.



RECOMMENDED SIZE

A minimal width of 3.5 centimetres defines the smallest reproduction of the logo.

Icon



APPLYING THE ICON

The icon can be used in isolation as an exception only – e.g. on give-aways. Always consult Graphene Flagships' Dissemination Department first, before applying the icon separately.

Scale the icon proportionally according to its original size.



RECOMMENDED SIZE

A minimal width of 9 millimetres defines the smallest reproduction of the icon.





Logo spacing

The recommended free area around the logo ensures that the logo is represented consistently regardless of where it is exposed.



Logo combination European Commission on white background



Same combination with safe zone and centered allignment



When the Graphene Flagship logo is placed next to the EU emblem or any other logo, the two logos should be placed at the same baseline and share the same height as the Graphene Flagship wordmark.

Don't change the font of the logotypes or the position of the text to be above or below the icons. Scale the logos proportionally according to its original size.

Logo combination European Commission on white background



Same combination with safe zone and centered alignment



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Don't change the font of the logotypes or the position of the text to be above or below the icons. Scale the logos proportionally according to its original size.

Co-branding with partners and financiers



Same combination with safe zone and centered allignment



When co-branding the Graphene Flagship with partners and financiers, you should ensure that the space between the logos is consistently the same size. Similarly, the logos for the partners and financiers should be the same size as the Graphene Flagship's logo.

Sub brands



Logo 1: Blue and black

[Download](#)



Logo 2: White

[Download](#)



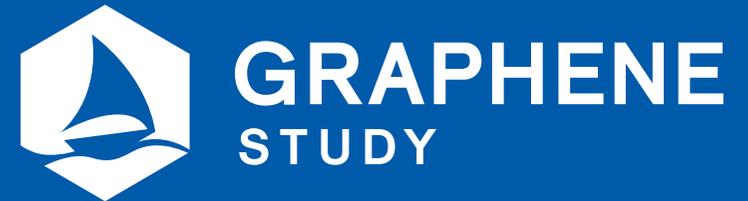
Logo 1: Blue and black

[Download](#)



Logo 2: White

[Download](#)



Logo 1: Blue and black

[Download](#)



Logo 2: White

[Download](#)



Logo 1: Blue and black

[Download](#)



Logo 2: White

[Download](#)



Logo 1: Blue and black

[Download](#)



Logo 2: White

[Download](#)

Communication Materials



**Graphene Flagship
Industry-Led Projects**

Developing new and improved products with integrated graphene or related materials (GRM)



GICE

Thermoelectric ice protection systems prevent dangerous ice accumulation on aircraft surfaces, and utilising graphene in these systems can increase efficiency without affecting aerodynamic properties.

The graphene-based thermoelectric ice protection system, GICE, is set to **advance the technology readiness of graphene in thermoelectric ice protection systems**, by developing three technology demonstrators for industrial partners, including Airbus and Sonaca.



GRAPHIL

The Graphene Flagship has invested in GRAPHIL, a project for the production of innovative filters for water purification.

With the collaboration of industrial partners Medica SpA, Polymem S.A and Icon Lifesaver, GRAPHIL addresses EU Sustainable Development Goal 6: Clean Water & Sanitation, through the removal of contaminants that are increasingly present in European water sources.



Thanks for listening!



[Link to Annual Reports](#)

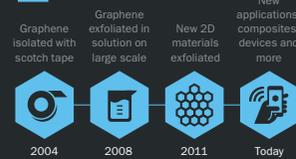


Top
Women in Graphene, organised by the Management Work Package, supports gender diversity in science by providing a support network for women working in the Graphene Flagship.
Image credit: Vesa Laitinen

Bottom
The Open Forum at Graphene Week presents a variety of perspectives on the Graphene Flagship's progress.
Image credit: Vesa Laitinen

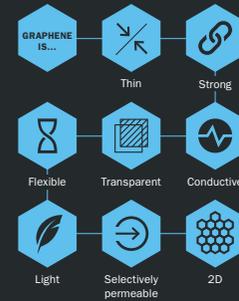
What is Graphene?

1 History



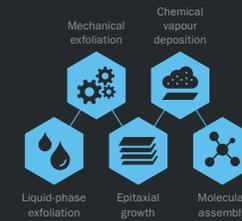
2 Properties

Graphene has a unique combination of properties that give it great potential in research and industry.



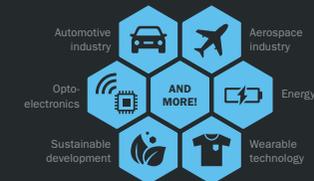
3 Production

Graphene can be produced through various different methods, each with its own perks.



4 Applications

Many areas of research and industry use graphene to enhance their products and develop new concepts.



GRAPHENE FLAGSHIP ANNUAL REPORT 2019

Production

Work Package Leader
Alex Jouvray, Aktron Ltd., United Kingdom

Work Package Deputy
Tamara Blanco, Airbus, Spain

Producing new materials for aerospace, fire protection, corrosion prevention and more

Our Work Package is largely made up of industrial partners who use graphene to develop and improve the performance of commercial products. This includes UV-C LEDs for water purification, coatings for copper wires to improve conductivity, new composites for fire protection in vehicles and buildings, and new materials for the aerospace industry. In particular, we produced and validated new materials for the Airbus A350 aircraft.

In addition to product development, our partners have significantly increased the production and distribution capabilities of graphene and layered materials for the entire Graphene Flagship. Our materials are made using standardised, quantified and certified methods to ensure we meet the levels of consistency and reproducibility required for product development.

BETTER THAN THE BEST. WITH REAL IMPACT

We run four key tasks, each addressing a different market. In each of them, graphene enhances the properties and performance of our products to the point that they exceed current state-of-the-art technology.

- **UV-C LEDs:** We exploit the conductive and optical properties of graphene to create a transparent electrode for UV-C LEDs, with improved efficiency, for water treatment and purification.
- **I-cables:** Copper wires are coated with graphene to improve both conductivity and corrosion resistance, extending their shelf life and enabling them to be thinner and lighter.
- **Aerospace materials:** Graphene enhances the impact resistance of construction materials for aircraft, like in the Airbus A350. After testing and upscaling, this could provide significant benefits to safety, fuel efficiency and weight reduction, which in turn will decrease the environmental impact.
- **Fire protection:** The coatings and structures we develop using graphene and layered materials can be used in both the automotive industry and in building construction. Not only do they provide fire protection, but they also have diagnostic fire sensing capabilities: a significant health and safety improvement compared to existing materials.

BREAKING INTO INDUSTRY

The Production Work Package's developments are mostly carried out by commercial organisations, such as our European partner companies Airbus, Aeronova and Grupo Antolin.

As such, all of our developments are industry-driven and contribute to the Graphene Flagship's goal of industrialisation. We make graphene on a much larger scale than in research and development, and all of our graphene producers are ISO certified. The graphene prepared by our partners is also subject to strict process control.

For example, the materials we manufactured for the Airbus A350 meet the manufacturing quality standards required for commercial aircraft. Furthermore, we are performing full-scale experimental bird impact tests to fully evaluate the durability of the graphene-reinforced structure under working conditions.

In terms of fire protection, we scaled up the production capability of our flame-retardant materials to an industrial level, making large volumes of composites and paints. In addition, validation tests were done according to international standards, and the high availability of our materials enables them to be used in a broader range of applications, subsequently raising the technology readiness level.

2019: A YEAR IN REVIEW

We performed more than 100 compression after impact tests on industrially relevant-sized samples of our aerospace materials. As little as 1.2% graphene and layered material can improve impact resistance by more than 9% compared to conventional laminate materials.



By applying graphene and layered materials to flame-retardant paints, we reduced the temperature of a standard steel frame, common in modern buildings, by over 150°C when exposed to fire. Finally, we successfully developed a new graphene growth process under atmospheric pressure to enhance the performance of copper wires. We demonstrated this using a batch processing tool, resulting in a ~1% increase in conductivity.

OUR VISION

In the next phase of the project, we will release more products, develop continuous quality control processes, and implement solutions for the integration of graphene into the mass market.

We will explore the use of graphene and layered materials for more applications in aerospace, such as structural health monitoring. We will also develop smart systems for industrial applications in pipes, tanks and reactors, with the potential to be used for corrosion protection, which today accounts for ~3.5% of the global GDP.

The four markets addressed by the Production Work Package. Graphene enhances the performance and properties of these products beyond the state-of-the-art.



In each of our products, graphene enhances the properties and performance to the point that they are better than current state-of-the-art technology."

Alex Jouvray



Left page
The materials we create are rigorously qualified and quantified in line with industry-certified standards

Bottom
Graphene Flagship scientists hard at work developing new materials for industry using graphene and layered materials. Image credit: Bedimensional Spa





Folder for Spearhead Projects, front and back.
By applying an enlarged top of a hexagon,
the front and back hold together.

THE GRAPHENE FLAGSHIP funds a number of Spearhead Projects, initiatives with well-defined, application-oriented objectives that are motivated by market opportunities. These Spearheads focus on a wide range of application areas, but all have the common goal of developing new or improved products with integrated graphene or layered materials.

"All of the spearhead projects have strong company involvement and are committed to producing industrial prototypes within two years, in order to spur interest among companies that are currently not involved with the Graphene Flagship."

Jari Kinaret
Graphene Flagship Director

GRAPHIL

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With the collaboration of industrial partners Medica SpA, Polymem S.A and Icon Lifesaver, GRAPHIL addresses EU Sustainable Development Goal 6: Clean Water & Sanitation, through the removal of contaminants that are increasingly present in European water sources.

G+BOARD

What does the car of the future look like? G+BOARD believes it will include a unique graphene-based dashboard, designed to improve automotive functionality, reduce production costs and decrease fuel consumption.

With the collaboration of industrial partners, including Avanzare Innovacion Tecnologica in Spain and Nanessa, Bioage SRL, SPAC SpA and automotive heavyweight, Centro Ricerche Fiat, in Italy, G+BOARD aims to create the dashboard of the future.

CIRCUITBREAKERS

Circuit breakers are safety-critical components, but the decomposition of greases used in conventional circuit breakers results in costly maintenance for businesses.

To tackle this problem, CIRCUITBREAKERS, led by industrial partners ABB, Nanessa and GraphMaTech AB, are developing a grease-free circuit breaker, using graphene's self-lubricating properties to save businesses huge maintenance costs.



METROGRAPH

The application market for photonic integrated circuits is rapidly growing, and photonic integration is set to be a dominant technology in high bandwidth communications.

METROGRAPH are developing a wide spectrum high capacity optical transceiver that uses one single technology, graphene photonics, across both the transmitter and receiver, to reduce the costs of photonics integration, and enable uptake in new sectors.

GBIRCAM

The graphene broadband infrared imager for camera systems (GBIRCAM) project is developing a camera that detects visible light (VIS), near-infrared (NIR), short-wavelength infrared (SWIR) and long-wavelength infrared (LWIR) in one single super pixel device, reducing the costs of broad-spectrum imaging.

The broad-spectrum capabilities enable detection beyond the human eye, for quick analysis of organic products, such as food and chemical composition, leading to vastly improved safety for food and pharmaceutical sectors among others.

AEROGRAFT

Keeping contaminants from reaching the passenger cabin of any aircraft is critical. AEROGRAFT is set to produce heatable aero-graphene foams, to reduce the cleaning time of aero-material filters, saving businesses huge sums of maintenance costs and downtime.

This project will explore the use of graphene-foam filters to remove contaminants from cabin air. Their unique qualities allow them to filter out germs which current HEPA filters are unable to eliminate.



GRAPES

Thanks to new thin-film technology, perovskites could bring increased efficiency at a lower cost to solar panel manufacturing. However, perovskites have high instability and low efficiency at large scales.

GRAPES is set to make cost-effective, stable graphene-enabled perovskite panels. The project will play an essential role in improving Europe's uptake of solar energy projects by improving the stability and efficiency of this technology when deployed on a large scale.

AUTOVISION

Autonomous driving is the future, but is it safe? Current self-driving vehicles place passengers and other road users at an unacceptable risk when they operate autonomously in darkness or adverse weather conditions such as rain, fog and snow.

AUTOVISION is developing a new high-resolution image sensor that provides autonomous vehicles with essential data to eliminate the risks associated with autonomous driving in extreme conditions. In collaboration with industrial partners Aixtron in the UK and Veoneer in Sweden, this project will enable safe deployment of autonomous vehicles.

GreenBAT

Charging, range and cost are just some of the concerns regarding electric vehicle batteries. The Graphene Enabled High-Energy Batteries for Automotive Applications (GreenBAT) project will improve battery technology for electric vehicles, helping the EU achieve its ambitious sustainability goals.

Graphene Flagship industrial partners VARTA Micro Innovation, BeDimensional and Varta Microbattery are basing the battery technology on a patented graphene fabrication and silicon-graphene compounding processes.

GICE

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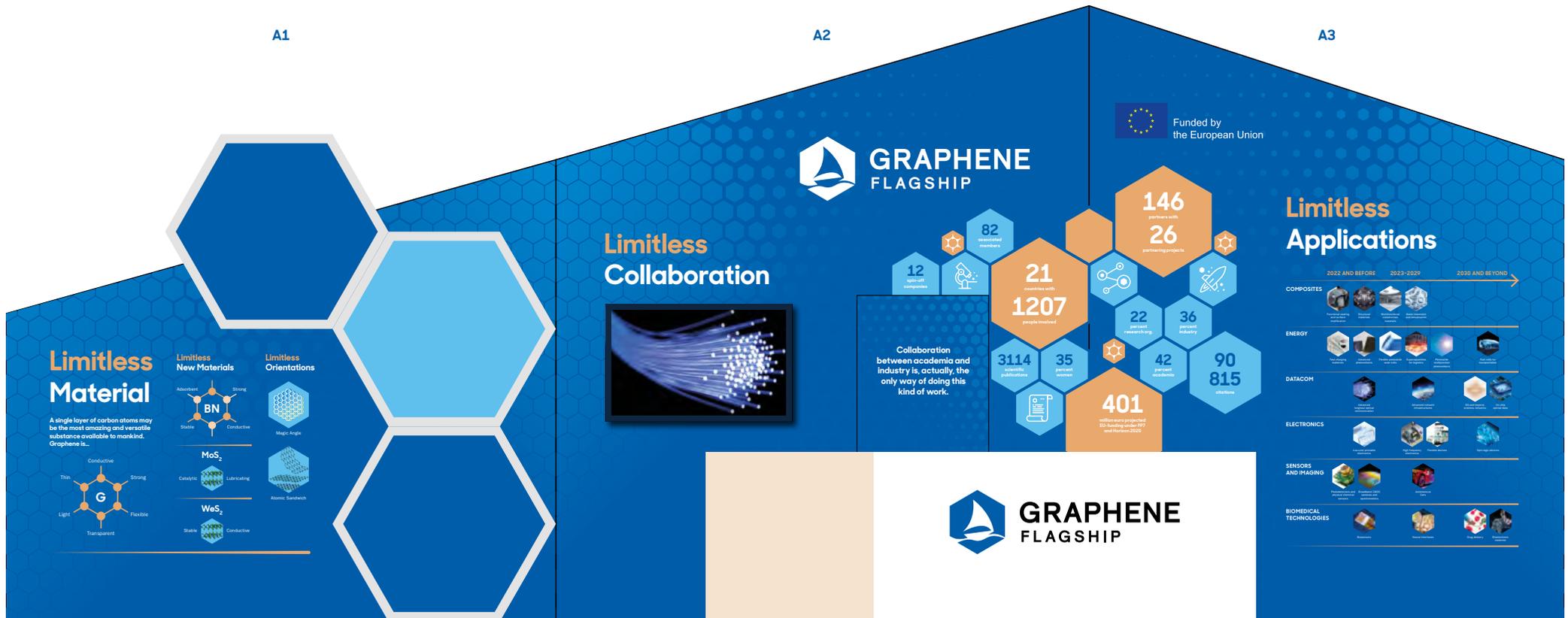
The graphene-based thermoelectric ice protection system, GICE, is set to advance the technology readiness of graphene in thermoelectric ice protection systems, by developing three technology demonstrators for industrial partners, including Airbus and Sonaca.

SafeGraph

Bringing any product to market requires regulation and legislation. But for new materials, like graphene, this authorisation pathway does not exist – yet.

SafeGraph aims to bring safe graphene-based products to market, based on regulatory compliance and standard practices. The regulatory consultancy companies Temas and the Swiss Federal Laboratories for Materials Science and Technology, Empa, both based in Switzerland, are joining forces to enable graphene's pathway to commercial application.

For more info visit
graphene-flagship.eu



Trade shows

Exhibition wall designs should introduce visitors to graphene, and the Graphene Flagship, and convey the message of the ground-breaking research and commercialisation it enables.



Why should you represent the Graphene Flagship at your event?

Regardless of the content of a Graphene Flagship event, it is an opportunity to promote all parts of the project, its research results and its mission. Therefore, coherent branding of the Graphene Flagship can

- **Make an impact** on external parties and spread awareness of the Graphene Flagship
- **Foster a sense of community** among Graphene Flagship partners
- **Create value** for the project and its partners by promoting the event as a Graphene Flagship service
- **Connect the event** more directly to the Graphene Flagship, while at the same time, emphasising the collaborative nature of the project

▣ **Finally**, events funded by the Graphene Flagship and the European Commission should properly acknowledge the source of their funding.

▣ **Read more about our event guidelines [here](#)**

Sharing Results

Sharing results

Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination and communication of results (in any form, including electronic) and any infrastructure, equipment and major results funded by the grant must:

(a) display the EU emblem and

(b) include the following text: “[This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No \[number\]](#)”.

The Graphene Flagship framework partnership agreement mandates green open access so that our results can be shared with the scientific community.

Our consortium agreement obliges partners to inform each other prior to publication. This timeline outlines the steps to properly acknowledge a grant, share a publication with other partners and make it available through open access channels.



Before publication Acknowledgements

Read more [here](#)



Publication



Within six months: Self-archiving

Read more [here](#)



Within six months: Open access

Read more [here](#)

Colours



FLAGSHIP

RGB: 0/90/170
CMYK: 100/60/0/0
HEX: #005aaa
Pantone: X



OCEAN

RGB: 95/190/235
CMYK: 60/5/0/0
HEX: #5fbee6
Pantone: X



SKY

RGB: 205/235/255
CMYK: 22/2/0/0
HEX: #cdebff
Pantone: X



GOLD

RGB: 215/150/90
CMYK: 18/45/70/0
HEX: #d7965a
Pantone: X



AMBER

RGB: 235/170/110
CMYK: 6/38/60/0
HEX: #ebaa6e
Pantone: X



SAND

RGB: 255/230/212
CMYK: 0/13/18/0
HEX: #ffe6d4
Pantone: X



CARBON

RGB: 20/30/35
CMYK: 20/0/0/95
HEX: #141e23
Pantone: X



GRAPHITE

RGB: 140/148/155
CMYK: 10/0/0/52
HEX: #8c949b
Pantone: X



STONE

RGB: 235/235/240
CMYK: 5/0/0/10
HEX: #ebeb0
Pantone: X

Typography

Research, Innovation and Collaboration



Headlines

Sharp Sans Display No.1

Bold

Funded by the European Commission, the Graphene Flagship aims to secure a major role for Europe in the ongoing technological revolution, helping to bring graphene innovation out of the lab and into commercial applications. The Graphene Flagship gathers nearly 170 academic and industrial partners from 21 countries, all exploring different aspects of graphene and related materials.

 **Body text**
ITC Franklin Gothic Std
Book

ABOUT US

The Graphene Flagship is Research, Innovation and Collaboration



The Graphene Flagship has proven very successful in taking fundamental research to applications.”

Jari Kinaret
Graphene Flagship Director

Funded by the European Commission, the Graphene Flagship aims to secure a major role for Europe in the ongoing technological revolution, helping to bring graphene innovation out of the lab and into commercial applications by 2023. The Graphene Flagship gathers nearly 150 academic and industrial partners from 21 countries, all exploring different aspects of graphene and layered materials.

TECHNOLOGY ACCELERATORS

Bringing diverse competencies together, the Graphene Flagship facilitates cooperation between its partners, accelerating the timeline for the industrial acceptance of graphene technologies. The European Commission’s FET Flagships enable research projects on an unprecedented scale: with €1 billion budgets, the Graphene Flagship, Human Brain Project and Quantum Flagship serve as technology accelerators, helping Europe to compete with other global markets in research and innovation.

The Graphene Flagship is a major European force propagating a revitalising technology shift in this era of increasing global competition.

 See next page
for fonts in use



→ ABOUT US

The Graphene Flagship is Research, Innovation and Collaboration ←

Pre headline

Sharp Sans Dispaly No.1
Bold (tracking 60)

Headline

Sharp Sans Dispaly No.1
Bold



→ The Graphene Flagship has
proven very successful in
taking fundamental research
to applications.”

Jari Kinaret ←

Graphene Flagship Director

Quote

ITC Franklin Gothic Std
Book

Legend

ITC Franklin Gothic Std
Demi and Book

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→ **TECHNOLOGY ACCELERATORS**

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Sub headline

Sharp Sans Dispaly No.1
Bold (tracking 60)

Body

ITC Franklin Gothic Std
Book



Note! These fonts are only used for printed material through design companies.

ABOUT US

The Graphene Flagship is Research, Innovation and Collaboration



Headlines

Arial Bold

Sub headlines

Arial Bold (tracking 60)

Body and figure text

Arial Regular

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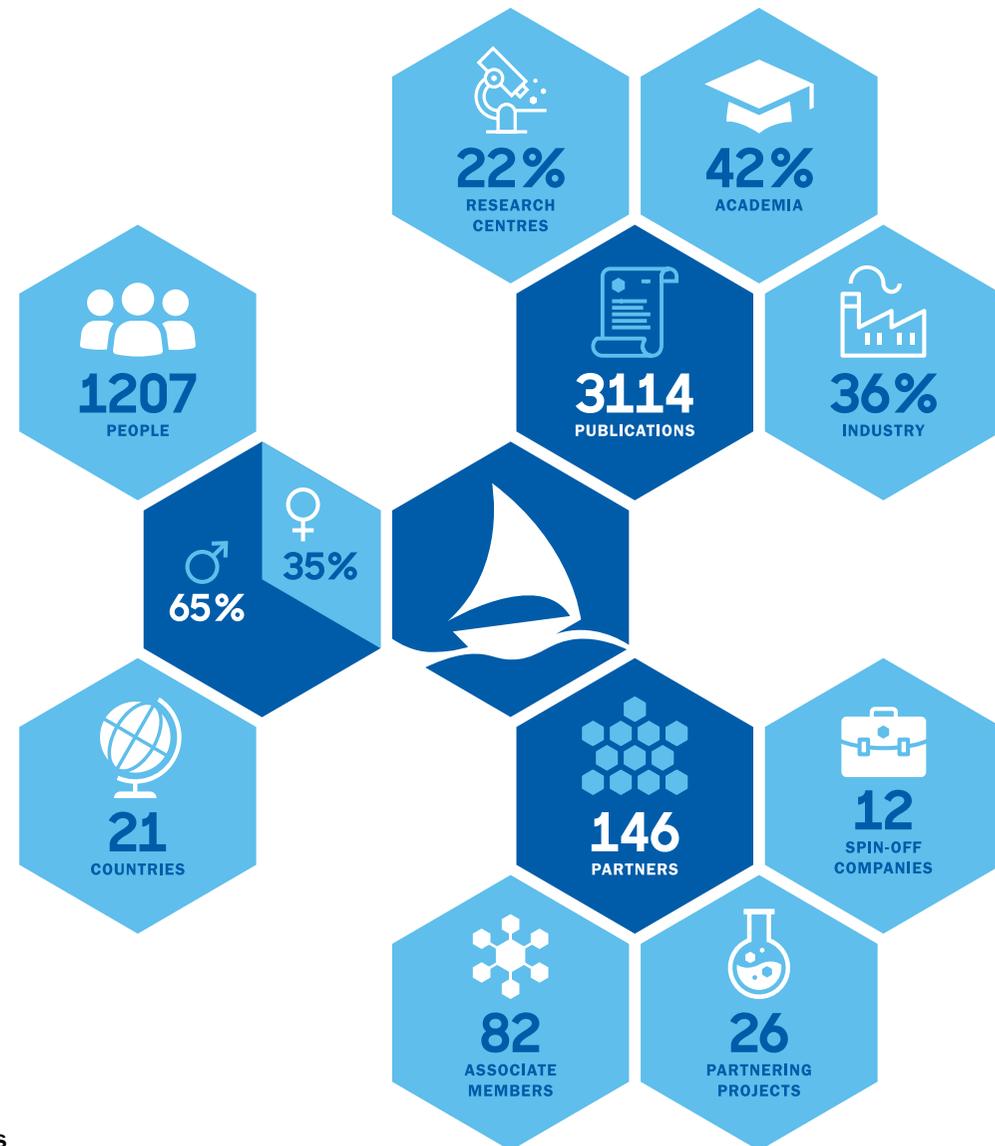


Arial is the font used for the communications materials not produced through design companies.

Infographics

Infographics

The infographics for the Graphene Flagship are a combination of line art and filled objects. Together, they form an expression that is easy to understand and complements the text in an educational way. They always use single colours, from the Graphene Flagship colour palette, with lighter or darker shades to introduce visual distinction.

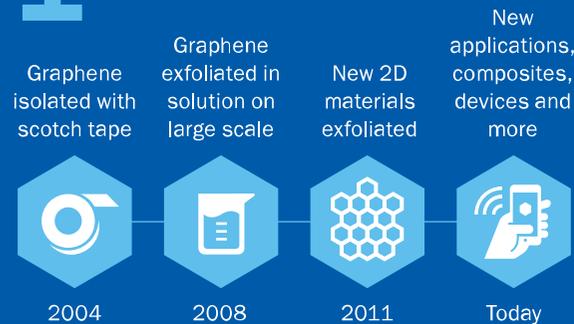


Stats

Statistics presented with the help of infographics are more easily described and at the same time airs the text around.

What is Graphene?

1 History



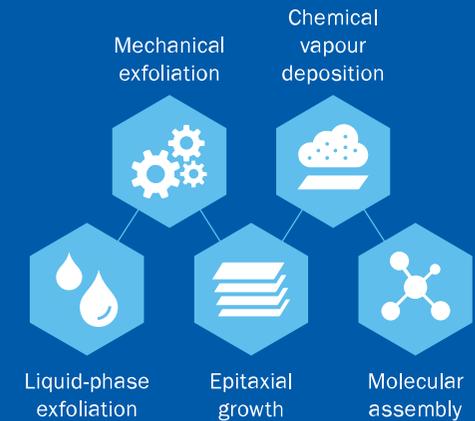
2 Properties

Graphene has a unique combination of properties that give it great potential in research and industry.



3 Production

Graphene can be produced through various different methods, each with its own perks.

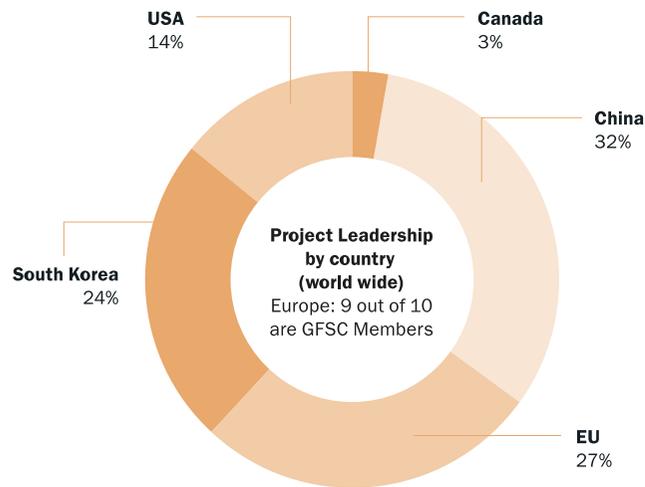


4 Applications

Many areas of research and industry use graphene to enhance their products and develop new concepts.



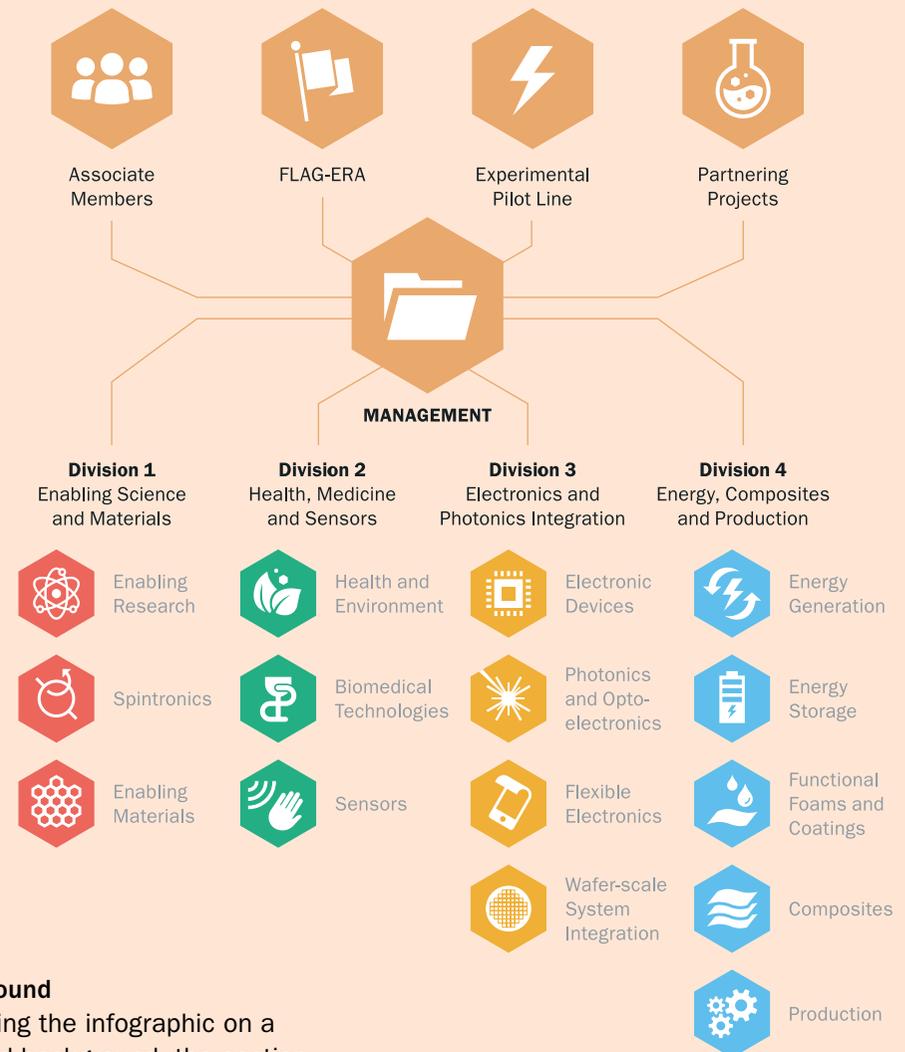
Infographics with description
The infographics are often supported by shorter describing texts in the font ITC Franklin Gothic.



Graphs & tables

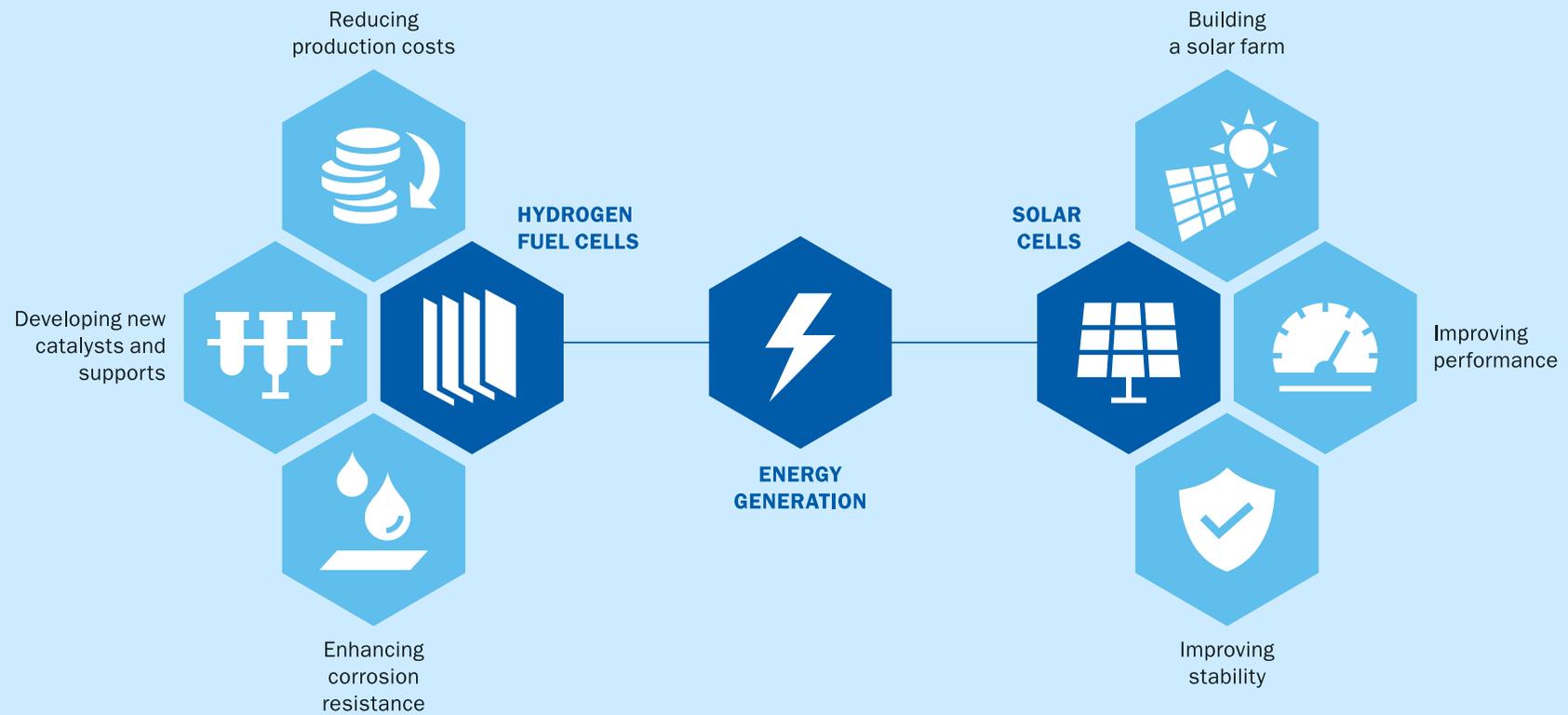
Instead of using different colours in graphs and tables, use the same colour but in different hues to create a calmer and more harmonious colour scheme.

The **Management Work Package** coordinates every area of the Graphene Flagship, including each research division and all of our Partnering Projects.

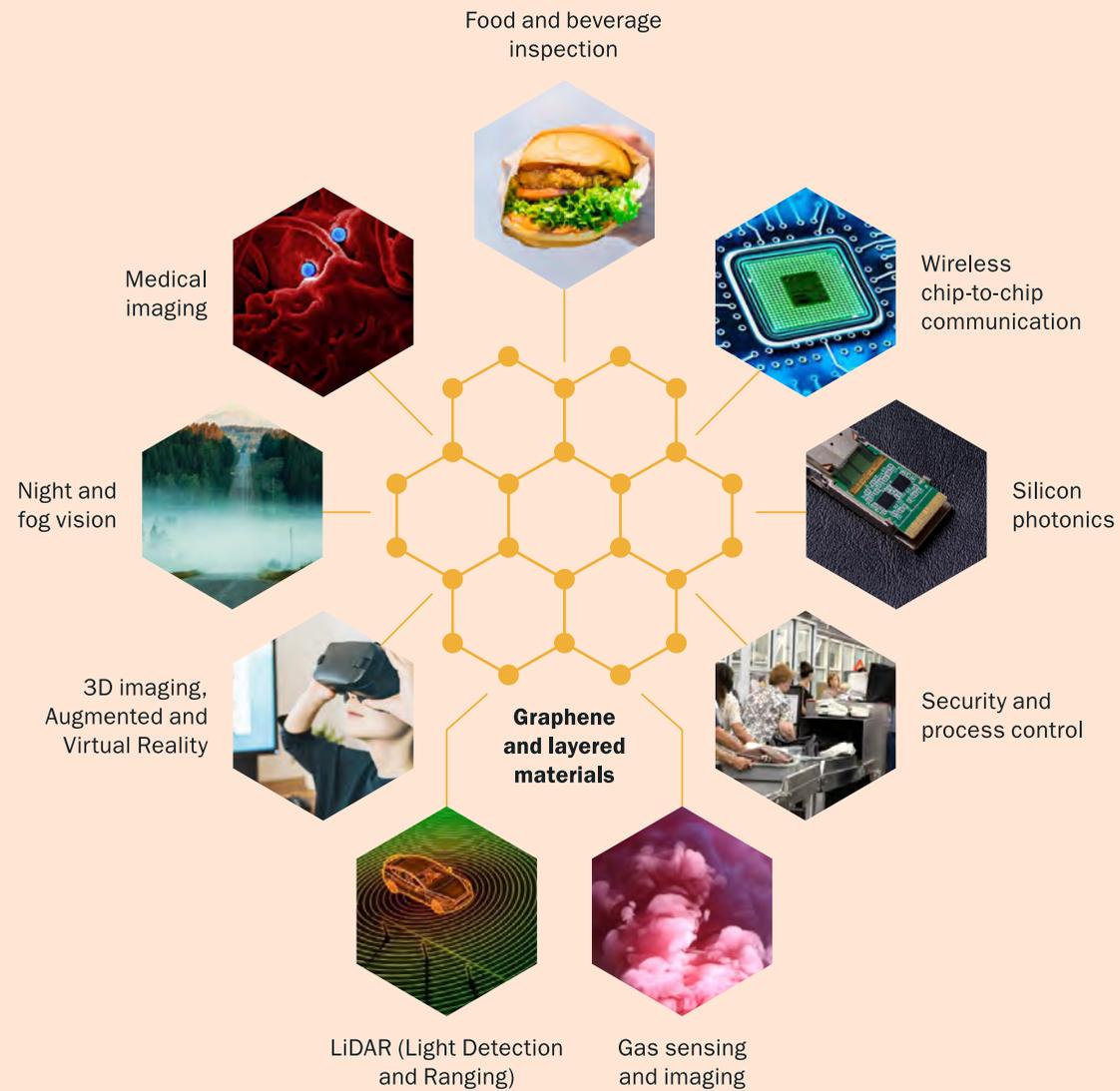


Background

By putting the infographic on a coloured background, the section is naturally separated from the text surrounding it.



Colouring
By using stronger and softer colours from the palette, the most important parts in the infographic can be highlighted.



Photos in infographics

A combination of photos and line art can be used in the infographic to create a more vivid and dynamic expression.

Photography

Photos

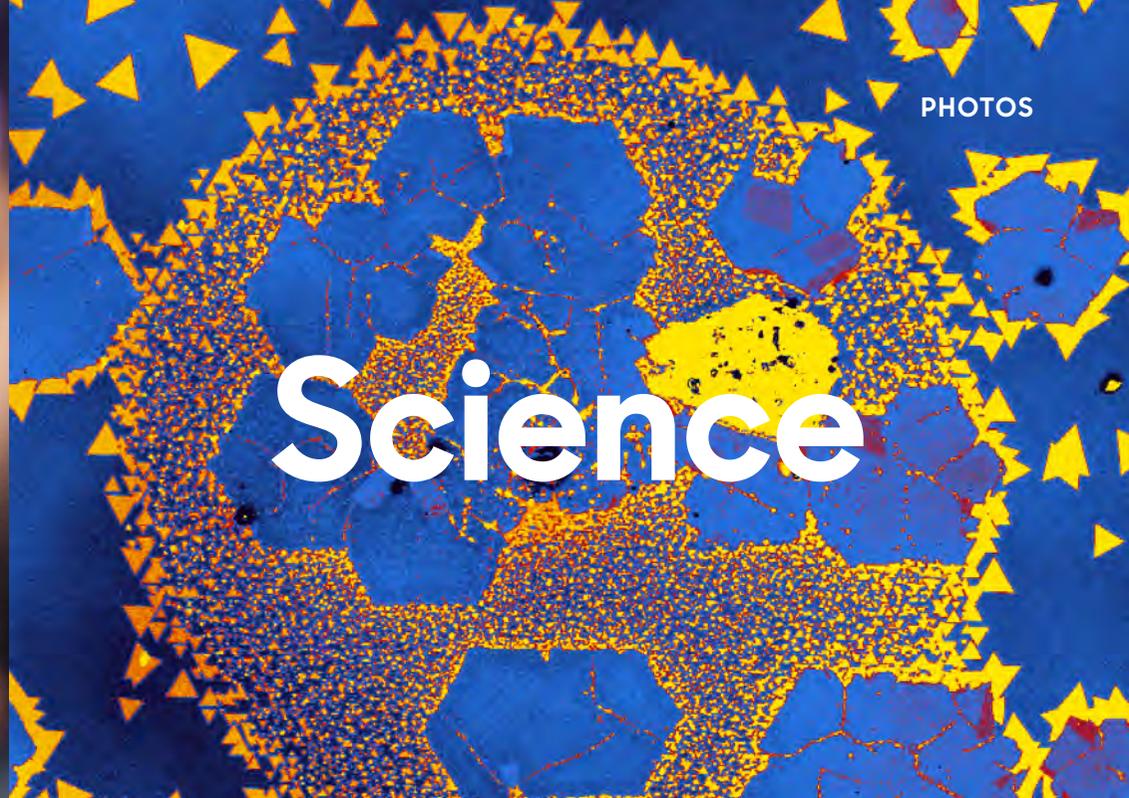
The photo material used to showcase the Graphene Flagship should express activity, interaction and human presence, while simultaneously communicating professionalism and scientific excellence.



Meetings



Science



Staff





Interaction



Industry



Products

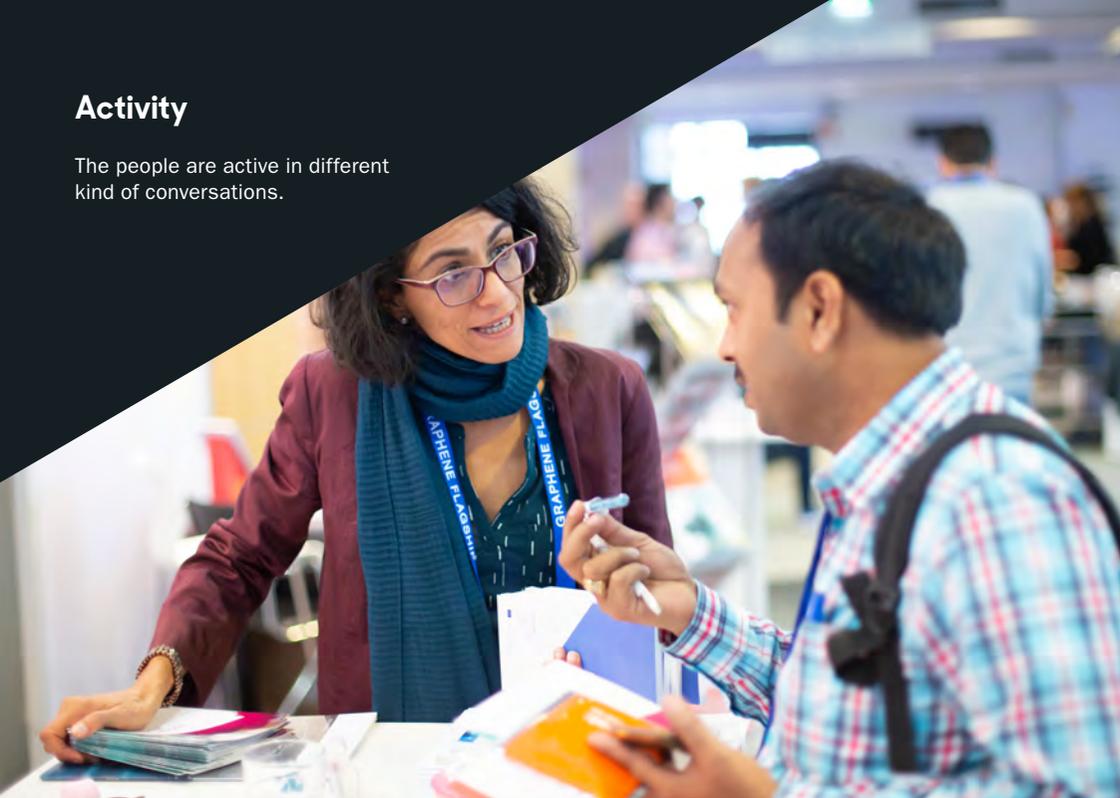
People

The photos of people within the Graphene Flagship should communicate commitment, warmth and sincerity. The photo material should be dynamic and strive to mediate the diversity in the organisation.



Activity

The people are active in different kind of conversations.



Networking

The people are engaged in networking and creating new contacts.



PEOPLE

Portrait

The person being portrayed feels sincere and professional.



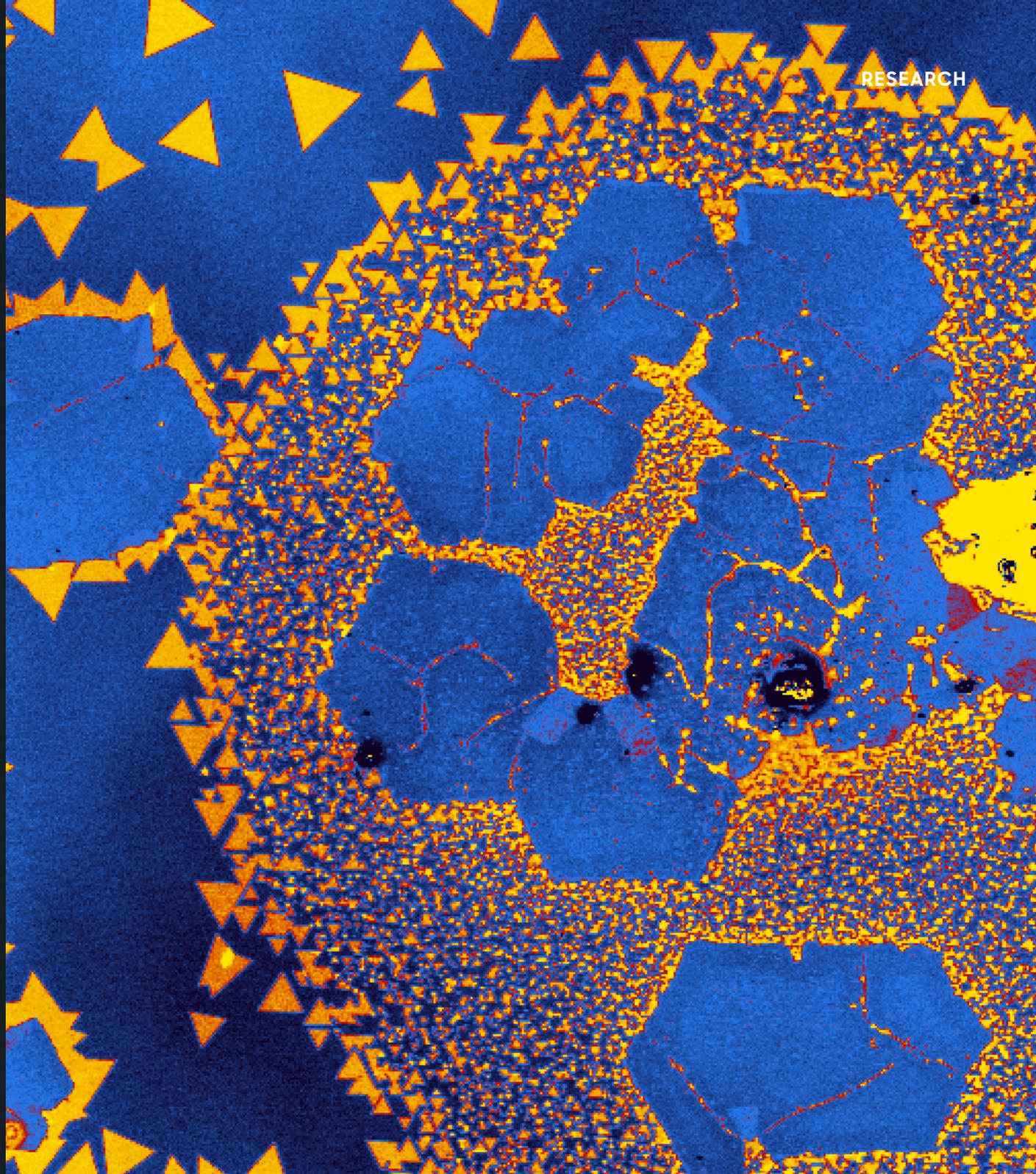
Group

The group photos can be relaxed and spontaneous.



Research

Images and photos representing the research activity within the Graphene Flagship should radiate a high level of scientific quality while still being educational and easy to understand.



Visualisation

Visualisations can be used to highlight and accentuate a scientific concept.



Microscope

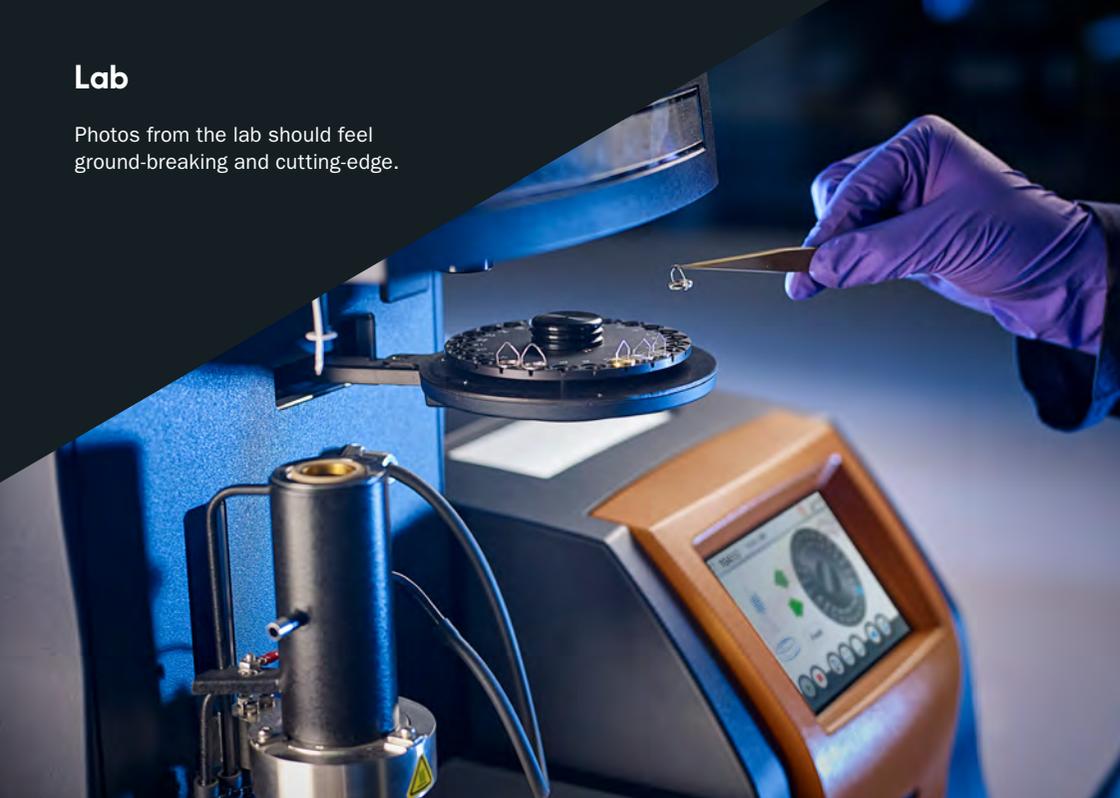
Microscopic images are important for making the research foundation visible.



RESEARCH

Lab

Photos from the lab should feel ground-breaking and cutting-edge.



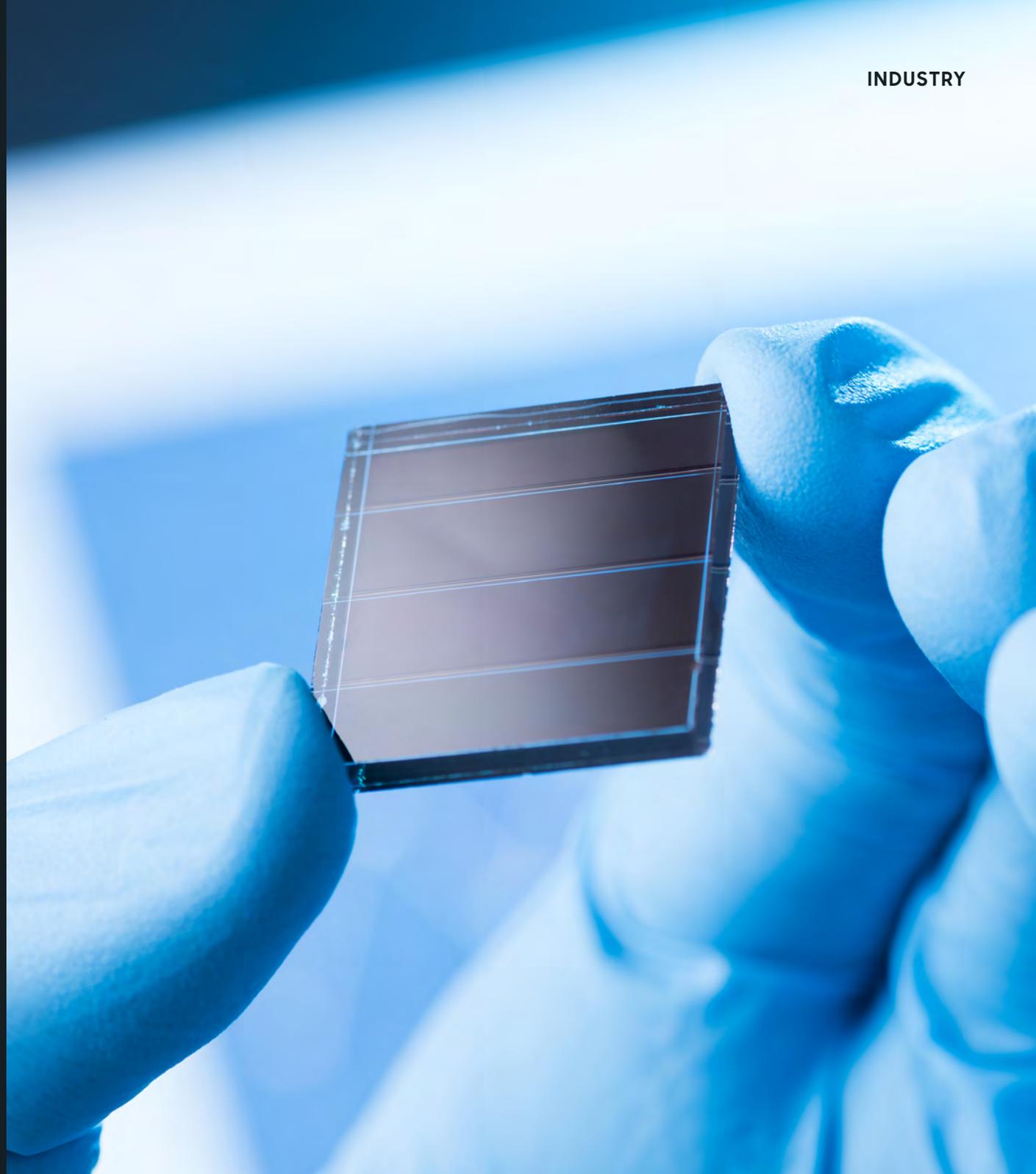
Work in progress

Scientists in their working environment are contributing with the human aspect of science.



Industry

Photos from industry should express a technologically advanced level of research, and communicate, where appropriate, that Graphene Flagship projects & products are close to being marketable.



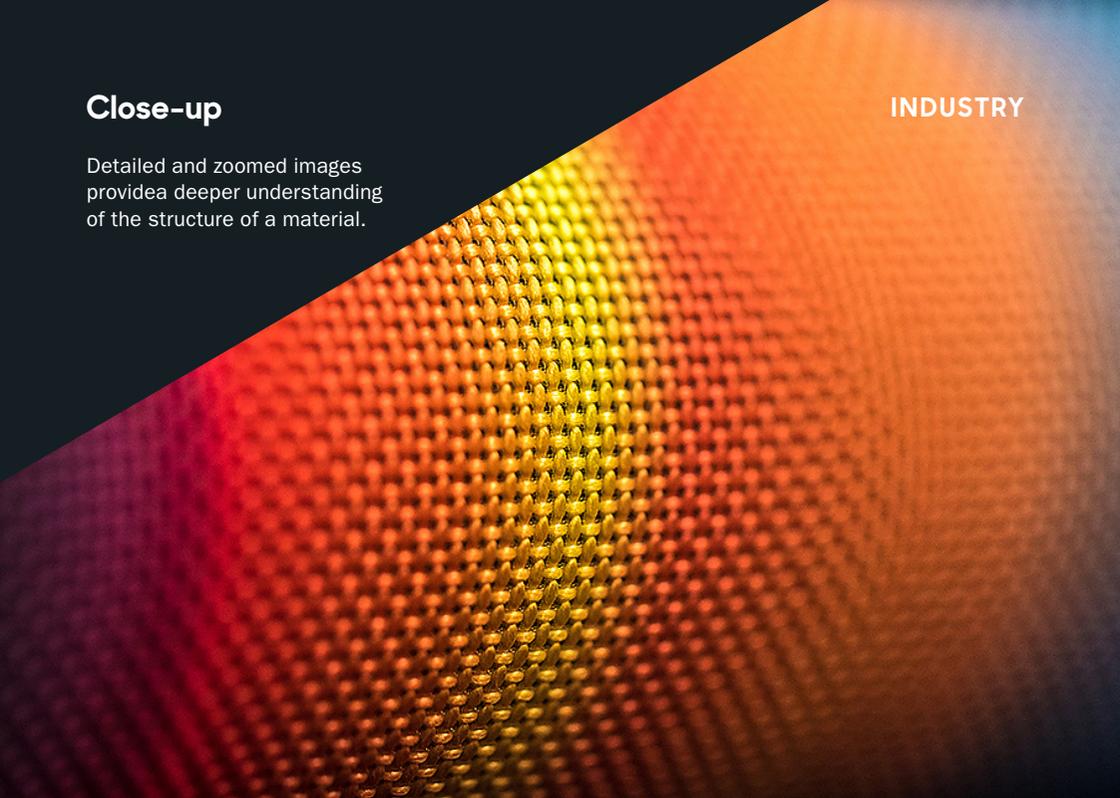
Human

The photos should show examples of human interaction.



Close-up

Detailed and zoomed images provide a deeper understanding of the structure of a material.



INDUSTRY

Context

The application photographed in its context contributes with a richer idea of the final result.



Modify

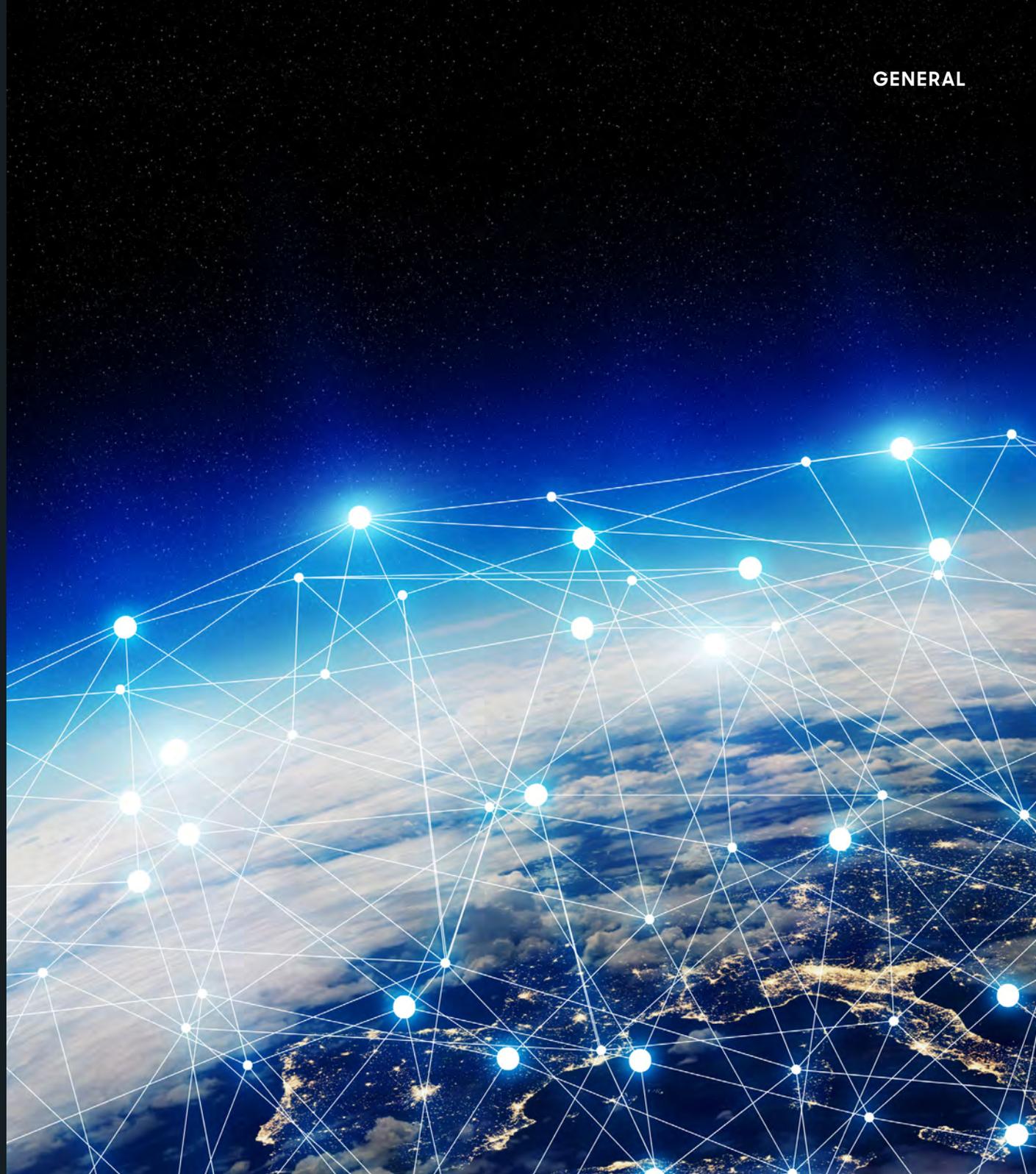
The photos can be modified to create a more expressive communication.



General

General images can be more emotionally communicative as opposed to descriptive images of actual scientific results. These images offer Graphene Flagship to address broader issues such as sustainability.

Try to highlight partner's products/models when choosing photos. For example, try to choose Airbus over Boeing planes since Airbus is a partner.



Climate

Powerful pictures of nature address the urgent issue of sustainable awareness in all activities.



Composition

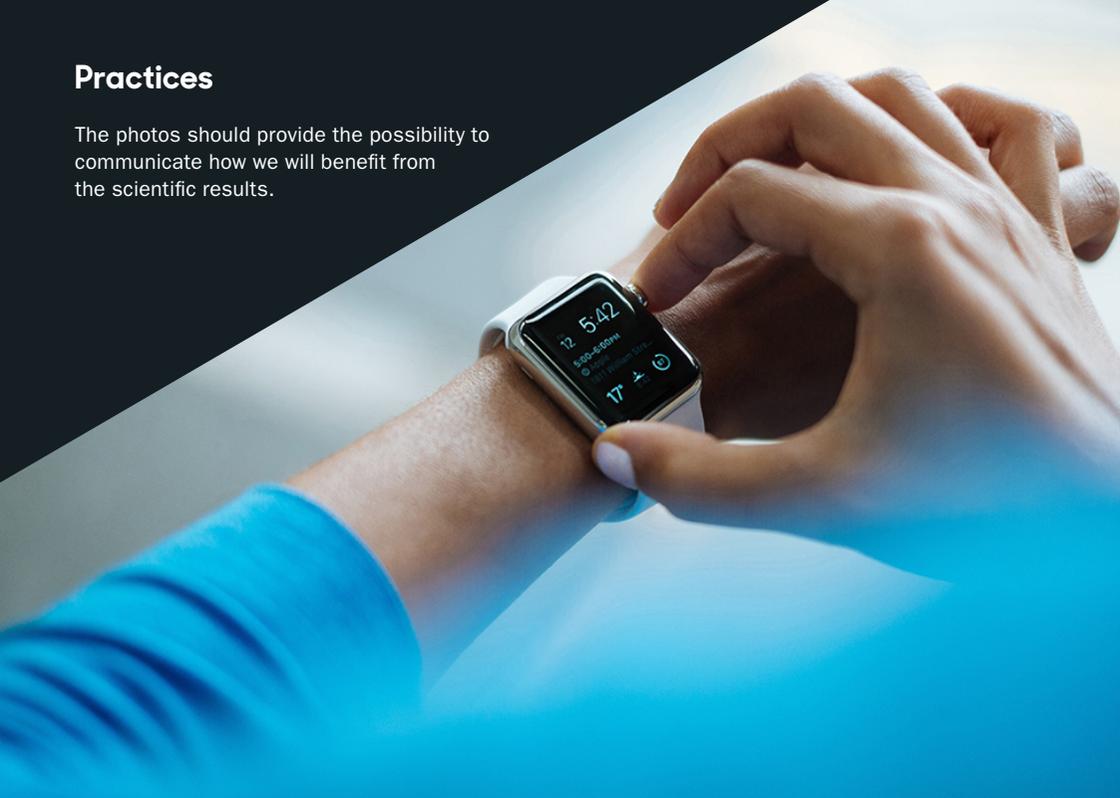
Photos should either have an interesting composition from the start or be cropped.



GENERAL

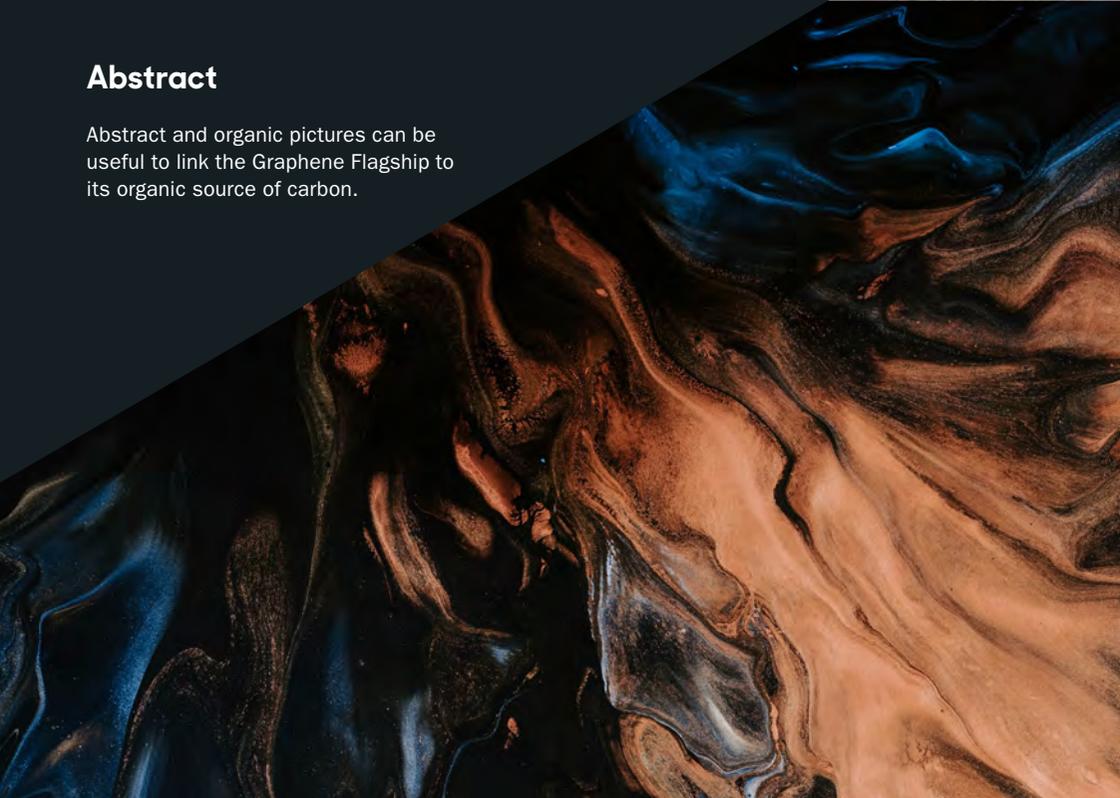
Practices

The photos should provide the possibility to communicate how we will benefit from the scientific results.



Abstract

Abstract and organic pictures can be useful to link the Graphene Flagship to its organic source of carbon.



Voice & Tone

The Graphene Flagship's voice

The Graphene Flagship's voice is accessible, informative, trustworthy and inclusive. We aim to speak with expertise and clarity. We seek to inform. For this reason, we choose to use clear and concise language that everyone can understand – providing clear instructions to our partners and easy access to the latest graphene breakthroughs to all those who are interested.

Our voice is

- ◆ Informative
- ◆ Genuine
- ◆ Inclusive
- ◆ Clear
- ◆ Concise
- ◆ Approachable

► Read more about our **language guidelines** [here](#)

Thanks!

If you have any questions or thoughts,
contact us at info@graphene-flagship.eu

graphene-flagship.eu

