



"la Caixa" Foundation

Brand Application Manual  
for *Bilateral Agreements and Projects*  
*Selected* in the CaixaResearch Health  
and CaixaImpulse Innovation Calls

CaixaResearch

# Let's add *value* together, let's *communicate* together

One of the pillars of "la Caixa" Foundation's **CaixaResearch** programme is to share with society the results of research, its application and the benefits brought by projects for society. Today, more than ever, research and innovation are essential for human progress and the health of the future.

**The network of CaixaResearch Researchers** is made up of internationally renowned scientists and doctors who are leaders in their fields.

At CaixaResearch we want to communicate your projects and results **to the whole of society** and, to do so, we need your involvement and collaboration.

Please let us know in advance of **any communication or promotional action or activity** (scientific publications, conferences, seminars, presentations, websites, social media posts, brochures, press releases, etc.) you are planning to carry out.

**This Brand Application Manual for Bilateral Agreements and Projects Selected in CaixaResearch Research and CaixaImpulse Innovation Calls** provides information on how to publicise the support provided by CaixaResearch and "la Caixa" Foundation in your communication and promotional materials.



Joan Gavalda (project leader), Jana Basas and Xavier Gomis. ThermoShot™ - FlashShot™ project: "A New Technology against Antimicrobial Resistant and Biofilm infections" (VHIR).

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## **Brand**

The elements that make up the brand and basic guidelines for its use are set out below.

The "la Caixa" Foundation logo should appear in the different communication and promotional materials.

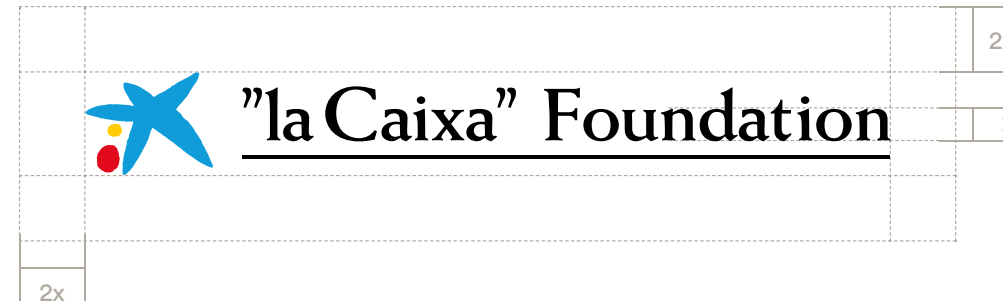
# Brand Logo

In these graphics, neither the composition nor the size/distance ratio between the symbol and logo may be changed. Any increase or decrease in size must be proportional.

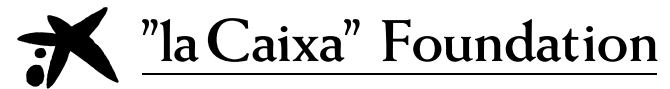
A buffer zone is required around the whole of the logo's graphic design, as marked by the dashed line, with widths in multiples of the "x" constant.

This space may not be occupied by any other graphic, photographic or typographic element.

## Colour



## Monochrome



## Colour

Only the traditional colours of "la Caixa" can be used for the corporate unit. The blue may vary depending on whether it is placed on a white or black background.

<p>BLACK CM 0   0   0   100 RGB 0   0   0 HEX/HTML #000</p>	<p>PANTONE 299 C CMYK 100   0   0   0 RGB 0   158   224 HEX/HTML #009EE0</p> <p>ON WHITE</p>	<p>PANTONE 292 C CMYK 70   0   0   0 RGB 0   187   233 HEX HEX/HTML #1BBBE9</p> <p>ON BLACK</p>
<p>WHITE CMYK 0   0   0   10 RGB 255   255   255 HEX/HTML #FFF</p>	<p>PANTONE WARM RED CMYK 0   100   100   0 RGB 266   0   26 HEX/HTML #E2001A</p>	<p>PANTONE 123 C CMYK 0   20   100   0 RGB 255   204   0 HEX/HTML #FFCC00</p>

## Colour combinations

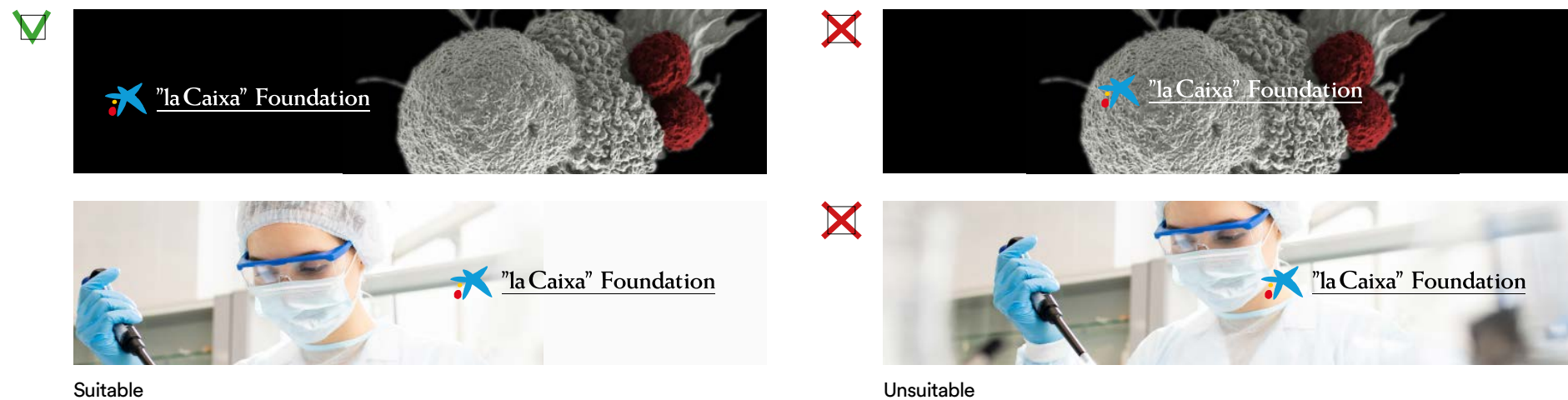
Whenever possible, the logo should be on a white background. When this is not possible, it should be placed on a black or grey background. Under no circumstances may the logo's background be another colour.



## Placement on images

When the logo is placed on an image, areas with visual noise should be avoided and the location with the best contrast should be chosen.

Conflicts between the motif of the photograph and the logo must be avoided.



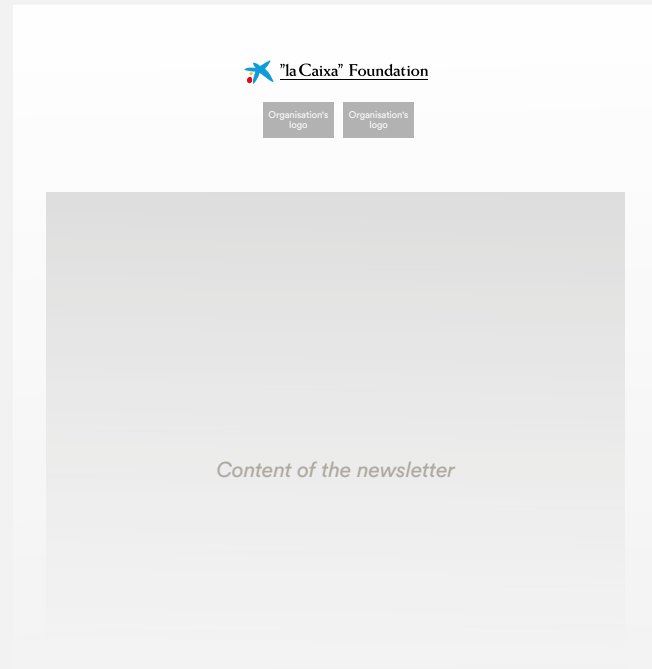


## **Applications**

The following are examples of **the different applications.**



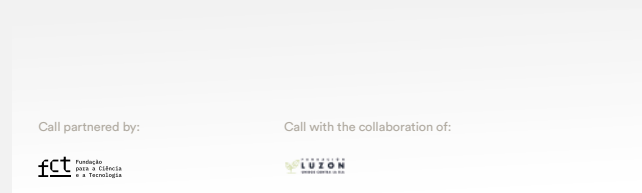
## Digital Emails promoting an activity



### Footer



For projects selected in the **CaixaImpulse Health Innovation Call**, the Criteria BioVentures / Caixa Capital Risc logo must also be included. The FCT logo must also be included in projects supported by the FCT.

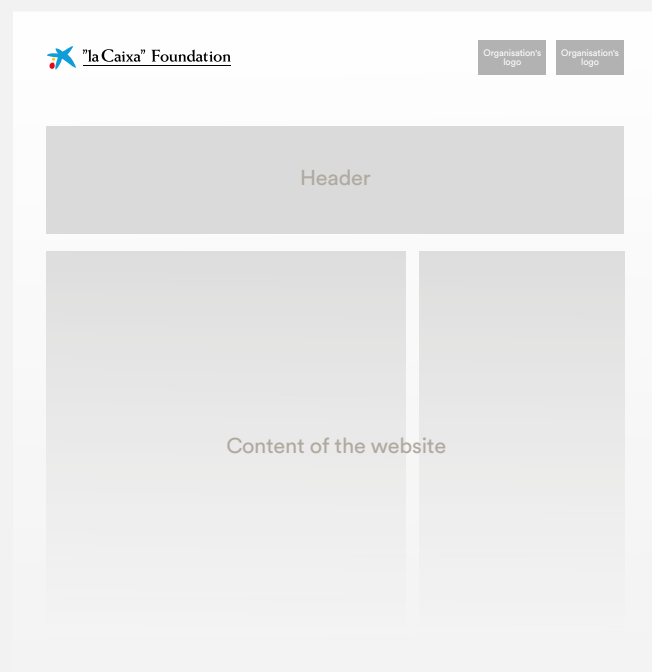


The FCT logo must also be included for projects selected in the **CaixaResearch Health Research Call** that receive support from the FCT.

Projects supported by the Luzon Foundation for ALS research should also include its logo.

## Digital

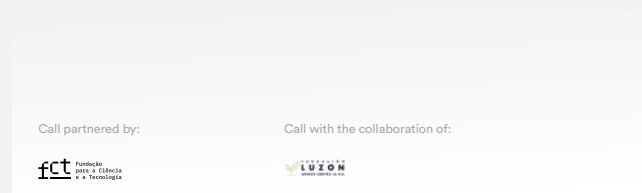
### The project's own website



#### Footer



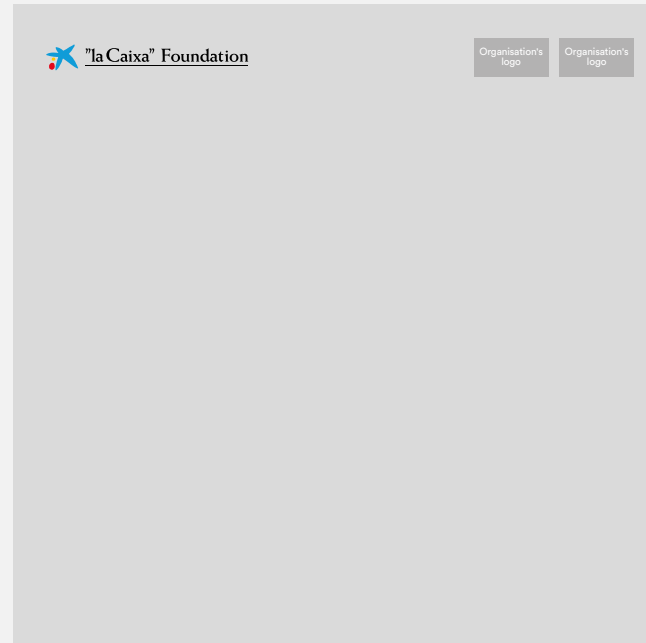
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## Digital Banner in 1:1 format

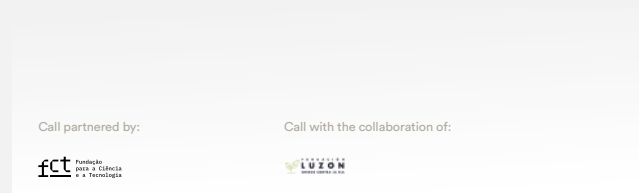


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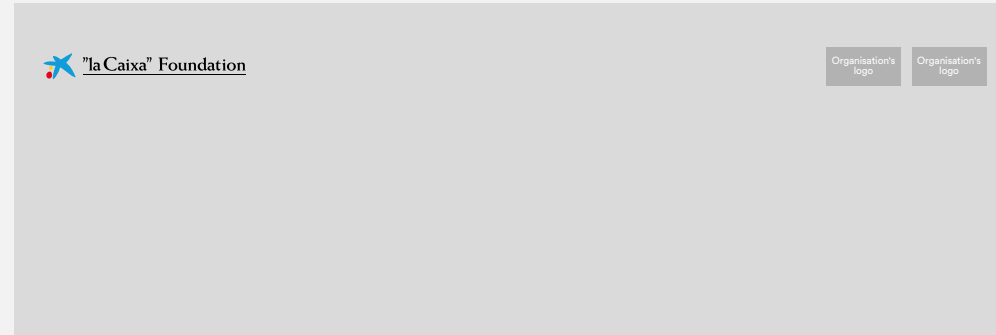
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## Digital Banner in landscape format



### Footer



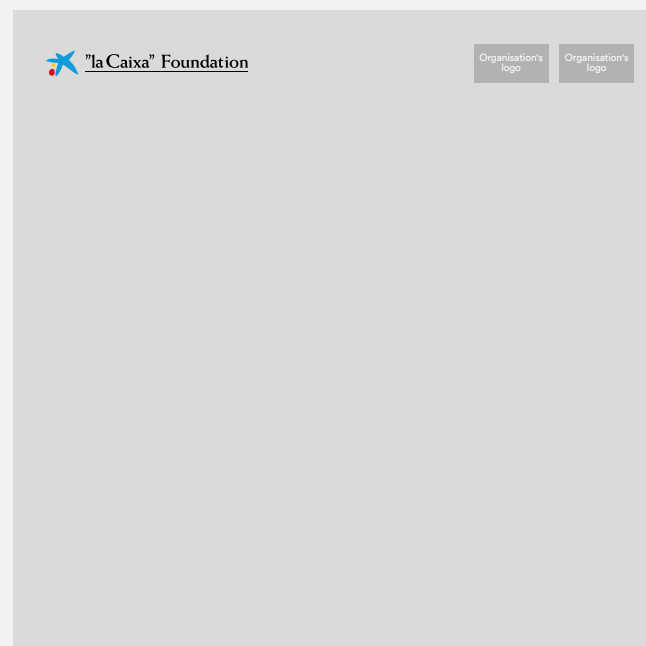
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## Digital Social media card in 1:1 format



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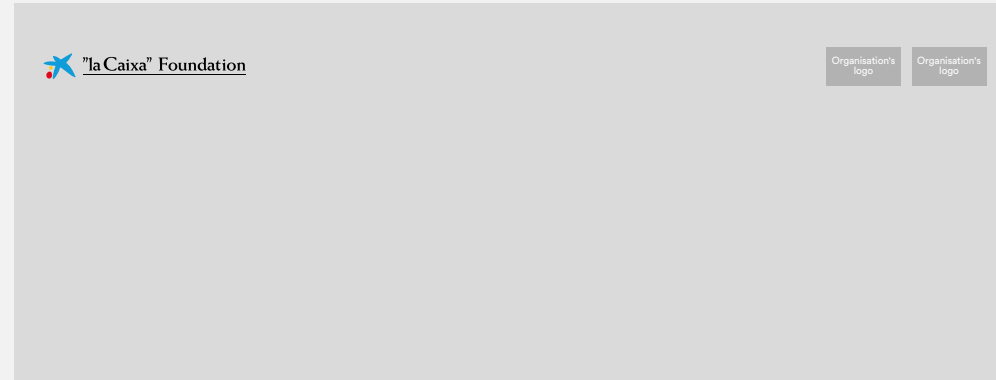
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Projects supported by the Luzon Foundation for ALS research should also include its logo.

## Digital Social media card in landscape format



### Footer



For projects selected in the **CaixaImpulse Health Innovation Call**, the Criteria BioVentures / Caixa Capital Risc logo must also be included. The FCT logo must also be included in projects supported by the FCT.



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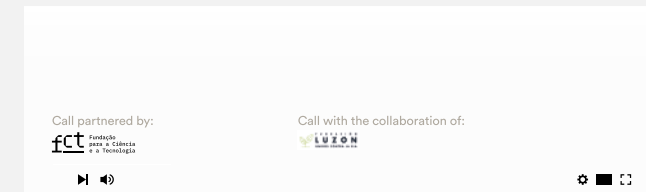
## Digital Introductory screen for audiovisual works



### Footer



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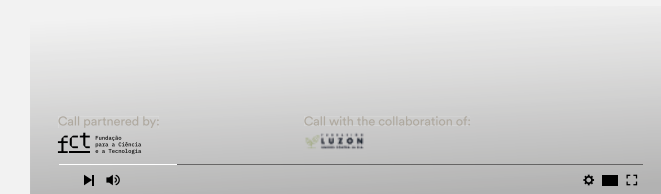
## Digital Content screen for audiovisual works



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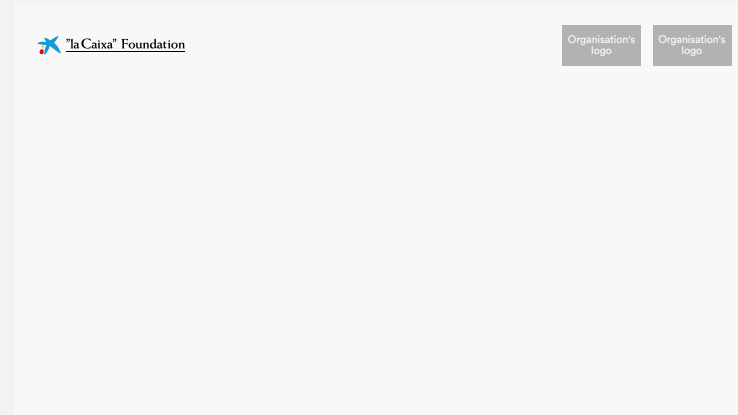


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## Digital Presentations: PPT and other formats

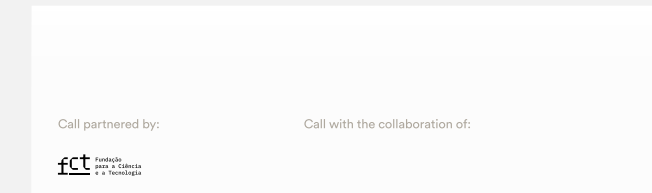


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For projects selected in the **CaixaImpulse Health Innovation Call**, the Criteria BioVentures / Caixa Capital Risc logo must also be included. The FCT logo must also be included in projects supported by the FCT.

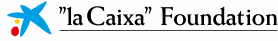


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## Publications Press releases

Organisation's logo



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Barcelona, Junio 2021 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse semper, sem ac pulvinar lacinia, nunc ligula vulputate nisi, id auctor diam nisi at mi. Vivamus auctor tristique enim vel placerat. Cras risus felis, vehicula et sagittis sit amet, pretium in lectus. Vivamus et tortor malesuada, rhoncus enim non, fermentum nunc. Vestibulum justo lectus, dapibus et maximus non, pulvinar sit amet tortor. Pellentesque ultricies augue ac libero ultricies feugiat. Sed sagittis diam consequat diam lacinia, eu luctus mi auctor. Pellentesque id tempor nunc, vitae scelerisque magna. Nam rhoncus nisi nec mi pulvinar, quis vestibulum arcu lobortis. Donec nec dolor elit. Sed eget dolor tempor, gravida orci non, dictum tortor.

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Call with the collaboration of:



Call partnered by:

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Call partnered by:

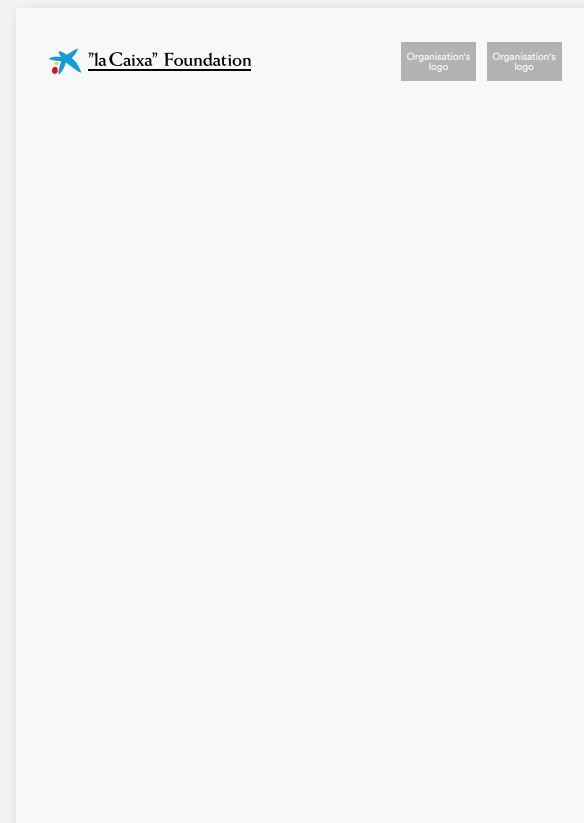
Call with the collaboration of:

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Projects supported by the **Luzon Foundation for ALS research** should also include its logo.

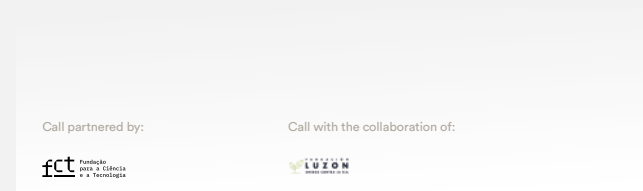
## Publications Brochures/Posters



### Footer



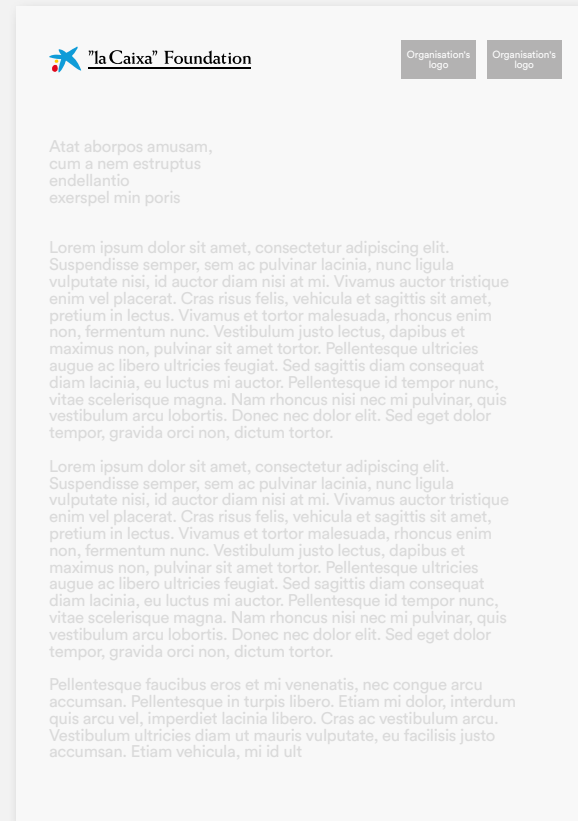
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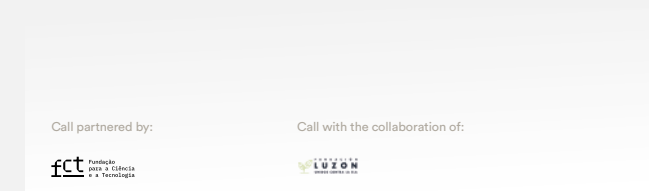
# Publications Documents



## Footer



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## Guidelines

The following guidelines need to be taken into account in order to raise the profile of the support received from "la Caixa" Foundation's CaixaResearch.

The logo of "la Caixa" Foundation must be included in **all communication materials and activities** arising from your project(s) supported by "la Caixa" Foundation's CaixaResearch.

Any scientific paper or article published as a result of CaixaResearch's support must contain the following text, together with its project code.

For projects selected in the **CaixaResearch Health Research and CaixaImpulse Health Innovation Calls**:

*"The project that gave rise to these results has received funding from "la Caixa" Foundation under the grant agreement <your project code>"*

This text must be applied to any other application, infrastructure, scientific equipment or intellectual property generated by the project supported by CaixaResearch.

Any communication and promotional materials, and also any scientific articles, where our logos are applied **must be sent in advance** to your Project Manager at "la Caixa" Foundation, as well as to the **Graphic Application Guidelines** via the following email address: [marca@fundacionlacaixa.org](mailto:marca@fundacionlacaixa.org), in order to validate the correct application of the **Brand Application Manual for Bilateral Agreements and Projects Selected in CaixaResearch Research and CaixaImpulse Innovation Calls**.

Researchers at work in the IrsiCaixa laboratories





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"la Caixa" Foundation