

## SHIKIFACTORY100 – GRANT AGREEMENT Nº 814408

### D9.2 Project visuals and messaging

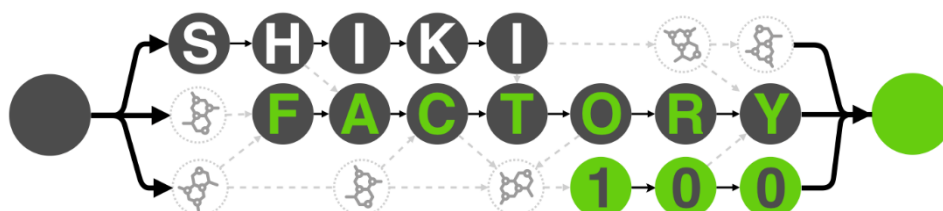
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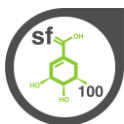
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Version [1.0]





## ABOUT THE SHIKIFACTORY100 PROJECT

The SHIKIFACTORY100 project aims towards the production of a universe of more than 100 high-added value compounds from the shikimate pathway, a hub in cell metabolism, through the development of an optimized shikimate chassis (based in 3 sub-hubs: Phe, Trp and Tyr) and the proposal and implementation of novel biosynthetic routes exploring enzyme promiscuity to introduce new pathways for the production of known and newly designed compounds. Further information about the project and the partners involved are available under [www.shikifactory100.eu](http://www.shikifactory100.eu).

### PROJECT COORDINATOR

**SILICOLIFE**

### PROJECT PARTNERS



### ABOUT THIS DOCUMENT

This report corresponds to deliverable D9.2 of the ShikiFactory100 project – Project Visuals and Messaging. It has been prepared by:

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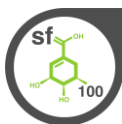
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## 1 EXECUTIVE SUMMARY

This deliverable (Deliverable 9.2: Project visuals and messaging) provides a clear overview of the visual elements that will conform the visual identity of the project. In addition, the document describes the key messages that the project consortium intends to transmit to the target audience.

The ShikiFactory100 project has designed and developed a series of visual features to shape a memorable identity for the project that help with the communication and dissemination of project results. These visual features include some design characteristics such as common font and colour scheme. In addition, several visual elements, such as the partners and funders logos and other graphics will be included in all communication material to contribute to the project's brand identity.

Furthermore, some visual communication elements were also designed to be used by the project partners throughout the duration of the project. These elements include a leaflet and a roll-up banner aimed to increase the visibility of ShikiFactory100 at conferences and trading fairs, and a few slides summarising the project, to be able to present a consistent view of the project at different events. Additionally, templates for internal and external documents such as deliverables, project catch-up meetings or meeting agendas, were also designed and distributed among partners.

The design of the project website is also described in this document. As the website will be a central point of access to project information and resources, its design is of paramount importance as it can either encourage people to keep exploring the website or leave. The website has been designed and developed by a specialised digital agency and its layout is modern and interactive.

Finally, the key messages that the ShikiFactory100 project aims to communicate to the different target audiences are listed in this document, as they will be used in some of the communication material mentioned above, and always in connection to the project visual elements.

## 2 INTRODUCTION

### 2.1 PROJECT OVERVIEW

The SHIKIFACTORY100 project aims towards the production of a universe of more than 100 high-added value compounds from the shikimate pathway, a hub in cell metabolism, through the development of an optimized shikimate chassis (based in 3 sub-hubs: Phe, Trp and Tyr) and the proposal and implementation of novel biosynthetic routes exploring enzyme promiscuity to introduce new pathways for the production of known and newly designed compounds.

### 2.2 PURPOSE OF THE DOCUMENT

The purpose of this document is to present all the visual elements that will be used to give visibility to the ShikiFactory100 project. In addition, the document details the key messages that will be used to explain the project to different stakeholders.

Furthermore, this document intends to serve as a guide for project partners regarding the use of visual elements and key messages.

### 2.3 LINKS TO OTHER WORK PACKAGES

The Dissemination and Exploitation Work Package (WP9), and in particular the project visuals and messaging, aim to increase the visibility of the project and therefore contribute to more efficient dissemination of the project results achieved in WP2-WP8. Furthermore, WP9 works closely with WP1 (management) to ensure that communication activities respond to the needs of the project.

Finally, all project partners (each of them responsible for a work package) will be encouraged to help communicating the project and its results.



Figure 1 Links of WP9 and the communication channels to other WPs.

### 3 PROJECT VISUALS

#### 3.1 DESIGN FEATURES

All the communication elements described in Section 3.3 follow certain guidelines regarding the font and colour scheme used in order to contribute to the creation of the project’s visual identity. These design features are explained in more detailed in the subsections below:

##### 3.1.1 FONT

When technically possible, the same font was consistently used throughout the communication material items and project logos described in Section 3.3 and 3.2 respectively. Thus, the font ‘Avenir LT Std 55 Roman’ (Figure 2) was used for all the written text included in deliverables, presentations, leaflets, newsletters, etc. Regarding the project logos, the font Helvetica was used. Differences between these two fonts are negligible as both Helvetica and Avenir Roman present similar appearance: sans-serif style<sup>1</sup>, modern and easily legible.

A	B	C	D	E	F	G	H	I
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a	b	c	d	e	f	g	h	i
j	k	l	m	n	o	p	q	r
s	t	u	v	w	x	y	z	

Figure 2 Characters of the Avenir LT Std 55 Roman font.

##### 3.1.2 COLOUR SCHEME

Two main colours were chosen to represent the ShikiFactory100 project: dark grey and bright green. These colours are defined in terms of HTML, RGB, HSV and CMYK codes in Table 1, and will be consistently used in all visual elements and communication elements described in Sections 3.2 and 3.3.

Table 1 Colours used in the ShikiFactory100 project logos.

Colour Number	HTML code	RGB code	HSV <sup>2</sup>	CMYK <sup>3</sup>
1 (Grey)	 #4C4C4C	R: 76 G: 76 B: 76	0.00° 0.00% 30.00%	0, 0, 0, 70
2 (Green)	 #66CD0F	R: 102 G: 205 B: 15	93.00° 93.00% 43.00%	50, 0, 100, 20

### 3.2 VISUAL ELEMENTS

Following the design features described above, several visual elements were designed and developed and are described in the subsections below.

Additionally, a series of existing visual elements such as the funders emblem and the project partners' logos are also discussed below, as they are consistently used in the communication material items listed in Section 3.3.

#### 3.2.1 PROJECT LOGOS

SilicoLife, the project coordinator, designed two logos for the ShikiFactory100 project (see Figure 3). For the design, SilicoLife used draw.io and the flaticon.com icon collections for which they have a license.

- **Large logo.** This logo depicts the transition from fossil-based (grey) to bio-based (green) production of a wide range of compounds derived from aromatic amino acids. The logo also contains the full name of the project and aromatic compound shapes.
- **Small logo.** This logo intends to be used when, due to space restrictions, the large logo cannot be used. It depicts an aromatic amino acid and the short version of the project name (SF100).

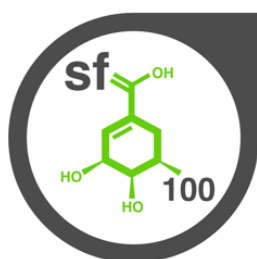


Figure 3 ShikiFactory100 project logos. Small logo (left) and large logo (right).

### 3.2.2 OTHER VISUAL ELEMENTS

Vital Technology Group, the digital agency in charge of the website development, designed some additional visual elements to be included in the website design. The ShikiFactory100 team decided to include these elements in some of the communication material items (i.e. leaflet and roll-up banner) to contribute to the creation of a brand identity for the project. These elements are:

- **Hexagon frames.** In the website, this hexagon shape was used to frame the hero images<sup>4</sup> that accompany key project messages at the home tab. This element has also been included in the project leaflet (Figure 4 left).
- **Molecule chains.** This element was included in the website's home tab and can be easily integrated in the background of other visual elements (Figure 4 middle).
- **Background icons.** As in the website, these elements have been used to cover part of the white background in both the project leaflet and roll-up banner (Figure 4 right).



Figure 4 Other visual elements: hexagon frame (left), molecule chains (middle) and background icons (right).



### 3.2.3 ACKNOWLEDGMENT TO FUNDERS

The project funders are acknowledged in all communication efforts, materials and deliverables to meet with the funder requirements. According to the H2020 Programme guidelines:

*“All communication related to the project (including electronic communication, using social media, etc.) all infrastructure, equipment or major results funded under the grant must:*

- a) *Display the EU emblem*
- b) *Include the text below (see Figure 5).”*

The EU emblem (Figure 5), must measure at least 1 cm in its shortest side to guarantee adequate visibility. When possible, these elements have been embedded in the footer of the documents to ensure their presence and visibility throughout the whole document.



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the grant agreement No [number].

Figure 5 EU emblem and required acknowledging text.

### 3.2.4 REFERENCE TO PROJECT PARTNERS

When applicable, communication elements also include a reference to the organisations involved in the project. To reference the project partners, the ShikiFactory100 project uses a cluster conformed by all the project partners logos (Figure 6).



Figure 6 Cluster of partner logos used in the different communication elements.

### 3.3 COMMUNICATION MATERIAL

Several elements were designed to help communicating the project, its aims and results. All these items include the visual elements described above and follow the design rules detailed in Section 3.1. All project communication items are discussed in the subsections below.

#### 3.3.1 TEMPLATES

A series of templates have been designed to homogenise the visual appearance of all documents generated by the project. As all the other elements described in this section, templates contribute to the creation of a visual identity for the project.

All templates include the common elements/characteristics described above (i.e. font, colour scheme and acknowledgement to funders) as well as the project logos. When applicable, templates also include reference to consortium partners. Two types of templates were developed:

- **Word templates** have been generated for: event agendas, minutes of meetings and project deliverables. As shown in Figure 8, Word templates include a gradient coloured line at the footers and headers. The headers also include the ShikiFactory100 small logo on its left side and the title of the document on the right side. The footers for even pages include a page number on the left side and the large project logo on the other side. The footers displayed in odd numbered pages include the EU emblem and the statement acknowledging funders shown in Figure 5. When the document contains several pages (i.e. deliverable reports) the front-page header includes the project moto: "ShikiFactory100 - Modular cell factories for the production of 100 compounds from the shikimate pathway."
- **PowerPoint templates** for internal and external presentations used to present project results were also developed (Figure 7). The headers and footers are very similar to those described for the Word templates. In this case the header always includes the project moto and a link to the project website.

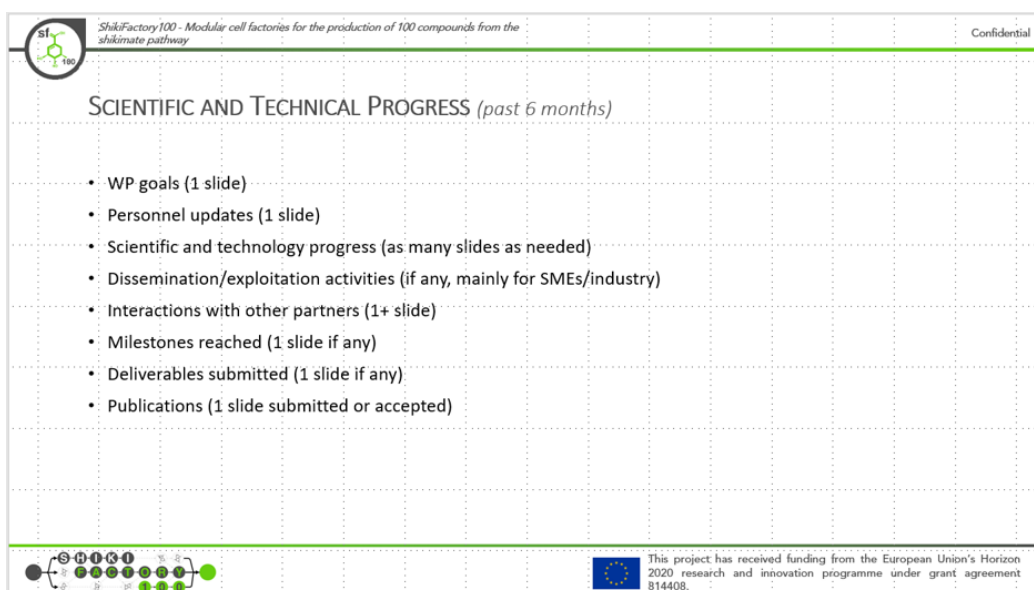


Figure 7 PowerPoint template for internal project presentations.

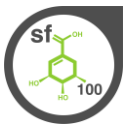


Figure 8 displays four word templates for project communication, arranged in a 2x2 grid. Each template includes a header with the ShikFactory100 logo and project title, a main content area, and a footer with the European Union logo and funding information.

**Top Left: Press Release Template**  
Header: PRESS RELEASE [EMBARGO UNTIL, RELEASE DATE] | ShikFactory100 - Modular cell factories for the production of 100 compounds from the shikimate pathway  
Content: [TITLE], Text..., [Chemical Structure], Figure 1 [replace large image of logo by relevant image for the press release and add caption]  
Footer: This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 814408.

**Top Right: Minutes of Meetings Template**  
Header: Confidential | ShikFactory100 - Modular cell factories for the production of 100 compounds from the shikimate pathway  
Content: SHIKIFACTORY100 – PROJECT GRANT N° 814408, MINUTES OF [MEETING NAME], DATE, TIME AND VENUE, PARTICIPANTS (table), MINUTES, Text..., ACTIONS table with columns ACTION, RESPONSIBLE, DEADLINE  
Footer: This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 814408.

**Bottom Left: Odd Page of Report Deliverable Template**  
Header: [D(X.X)] [NAME OF THE DELIVERABLE]  
Content: 2 INTRODUCTION (Text), 2.1 PROJECT OVERVIEW (Text), 2.2 PURPOSE OF THE DOCUMENT (Text), 2.3 LINKS TO OTHER WORK PACKAGES (Text)  
Footer: 5 | This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 814408.

**Bottom Right: Even Page of Report Deliverable Template**  
Header: [D(X.X)] [NAME OF THE DELIVERABLE]  
Content: 3 METHODOLOGY, 4 RESULTS, 5 CONCLUSION, 6 ANNEXES, 7 REFERENCES  
Footer: 6 | [Chemical Structure]

Figure 8 Word templates for press releases (top left), minutes of meetings (top right), odd page of report deliverable (bottom left) and even page of report deliverable (bottom right).



### 3.3.2 WEBSITE

As the website will be a central point of access to project information and resources, its structure and design are of paramount importance as it can either encourage people to keep exploring the website or leave. The project website has been developed by a digital agency – Vital Technology Group – and it was launched in June 2019.

In regard to the structure, the website, in English, provides an overview of the project objectives, tracks its progress and present relevant results of individual work packages in near real time. The website has two main parts:

- **A public access domain** which intends to provide an overview of the project objectives and to disseminate results of general interest. Public project deliverables, as well as project news and information about project progress and project partners, will be available on the website. Furthermore, the website will also be used to promote project workshops, consultations and other activities.
- **A secure area** which will only be accessible to consortium members via password-protected login. This internal project website provides internal communication channels between partners for document sharing and data exchange. It also hosts confidential project deliverables and other project documents in a document library. Additionally, a calendar page will inform consortium members of upcoming project events.

Figure 9 shows the ShikiFactory100 website blueprint:

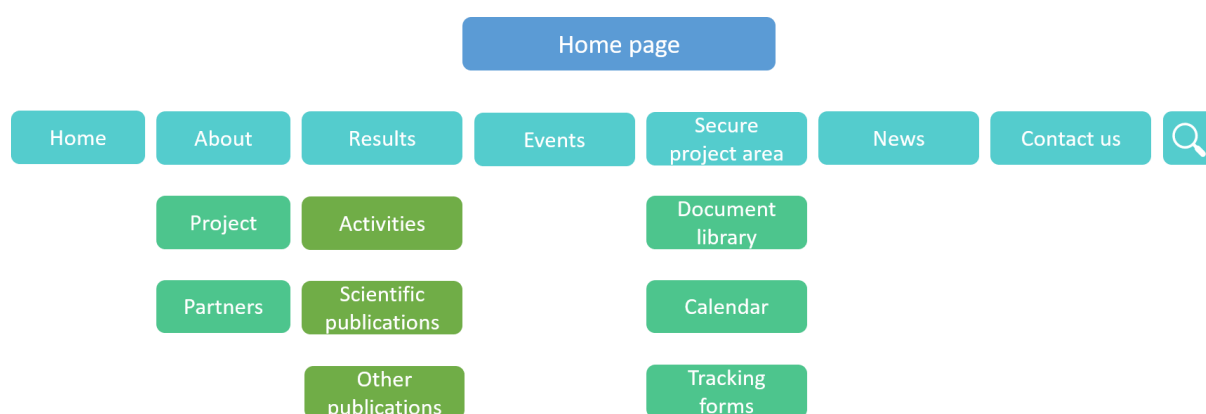


Figure 9 Expected blueprint of the ShikiFactory100 website. In red, main website tabs; in dark orange, sub-tabs; and in light orange, sub-sections within a tab (not sub-tabs).

Regarding the visual design, the project team provided website developers with clear guidelines about colour scheme and font. In addition, some of the elements that the developers created for the website have been integrated in other visual elements, to contribute to the creation of project visual identity. These elements added by the developers are described in more detail in Section 3.2.2.

As mentioned above, the website design and visual elements are key to create a good first impression of the project. Therefore, a lot of effort has been put towards the development of a modern and appealing home tab that is also interactive and easy to navigate. The home tab design can be seen in Figure 10 and Figure 11, or in [www.shikifactory100.eu](http://www.shikifactory100.eu).



Figure 10 Screenshot of the home tab of the ShikiFactory100 website ([www.shikifactory100.eu](http://www.shikifactory100.eu)).

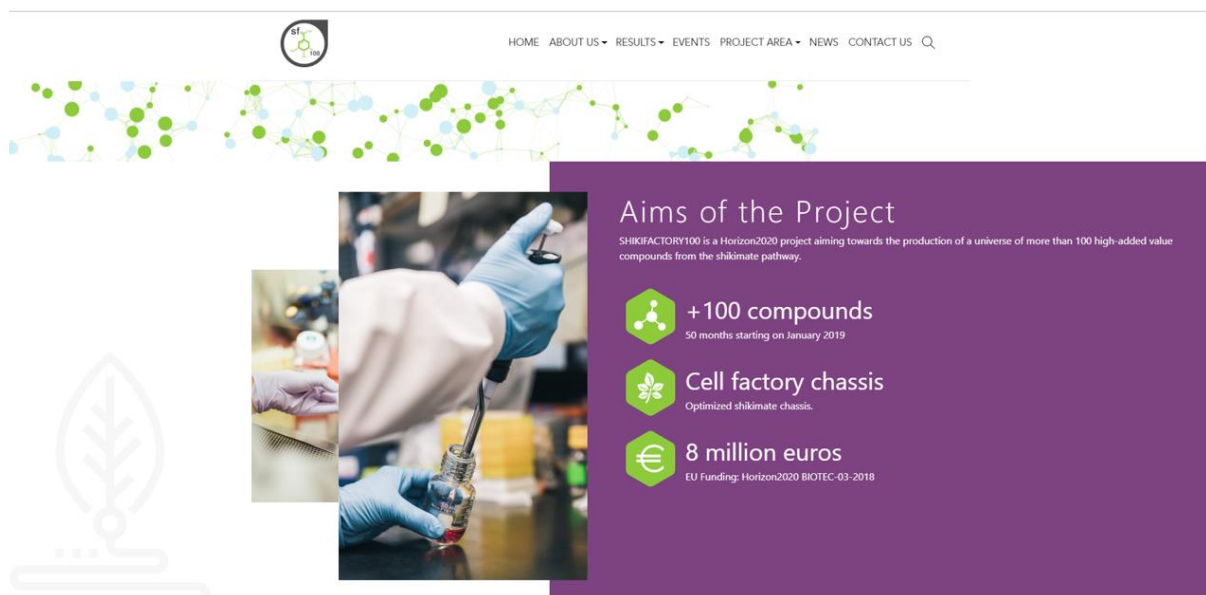


Figure 11 Screenshot of the home tab of the ShikiFactory100 website ([www.shikifactory100.eu](http://www.shikifactory100.eu)). These elements appear when scrolling down from the screenshot displayed in Figure 9.

### 3.3.3 LEAFLET

A leaflet (in digital form) explaining the project aims was designed and made available in the project website. This flyer can be printed by project partners to be used and distributed at conferences and other events.

The project leaflet (Figure 12 and Figure 13) consists of three sections of information with information in the front and back of these sections. The leaflet is made by making two folds in an A4 sheet of paper. The exterior sections of the leaflet (Figure 12) contain general information about the project such as a brief description of activities, the partners involved and links to website and social media profiles. The interior sections (Figure 13) describe the three major vectors of the projects (discovery, design and implementation, and validation) and the key activities that these entitle.

Regarding the design and visual elements, leaflet's header contains a similar gradient coloured line to the one described for the Word templates, and the small project logo. Additionally, some of the visual elements designed by the website developers were also included (i.e. the molecule chains, and the background grey icons), in order to create a visual identity for the project.



Figure 12 Exterior part of the ShikiFactory100 leaflet.

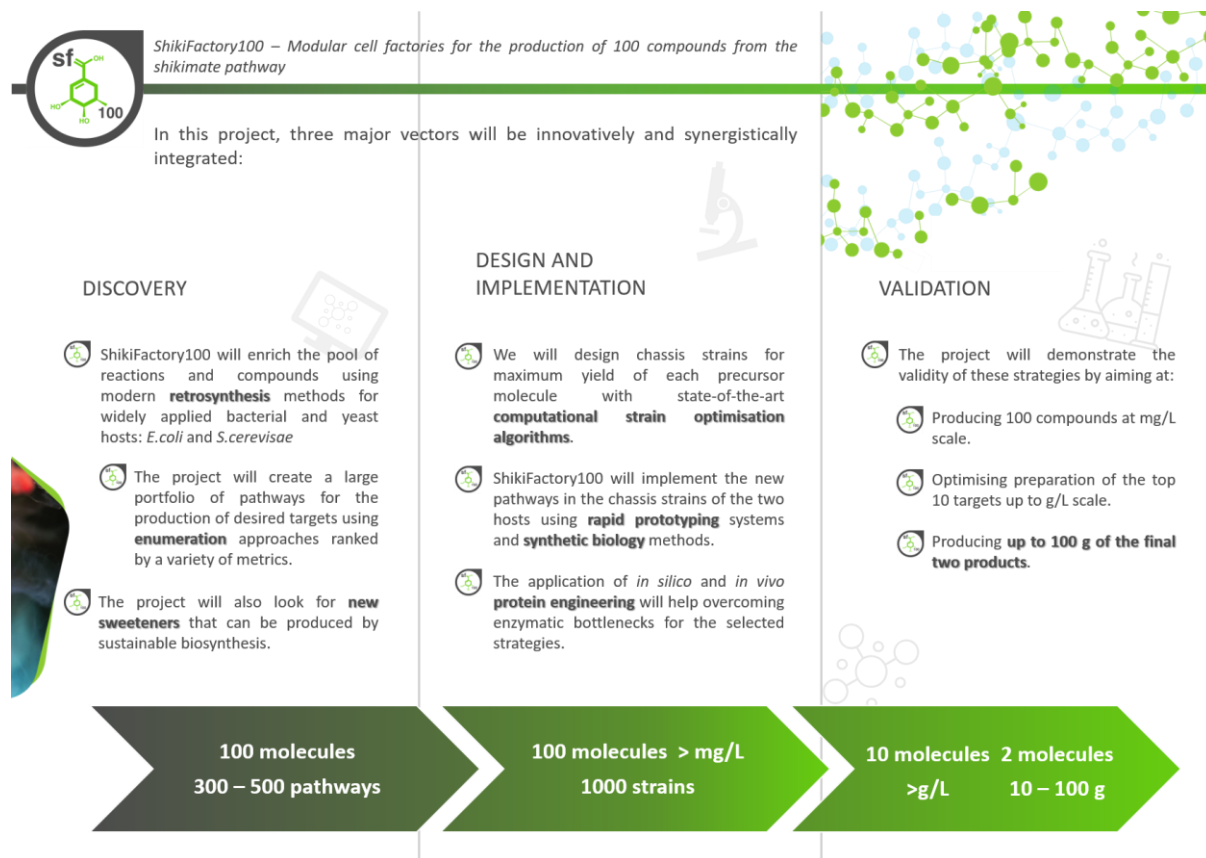


Figure 13 Interior design of the ShikiFactory100 leaflet.

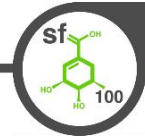
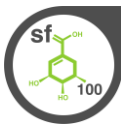
### 3.3.4 ROLL-UP BANNER

A roll-up banner describing the main aims of the project was designed and made publicly available on the project website. This roll-up banner could be printed by project partners to be displayed at conferences and other events. If printed, the roll up banner dimensions will be 80 cm wide by 210 cm long.

As shown in Figure 14, the header and footer of the roll-up banner are very similar to those use in the above-described document templates. Additionally, some of the visual elements added by the website developers were also integrated in the roll-up banner to contribute to consistency and the creation of a visual identity. The roll-up banner contains some key information about the project, links to the project website and the social media profiles and reference to project partners.

### 3.3.5 PROJECT PRESENTATION

The project coordinator, SilicoLife, summarised the basic information about the project and its objective in two PowerPoint slides (Figure 15). These slides could be used and adapted by all project partners to give an overview of the project at conferences and events.



ShikiFactory100 – Modular cell factories for the production of 100 compounds from the shikimate pathway

SHIKIFACTORY100 is a H2020 project aiming towards the production of 100 high-value added compounds from the shikimate pathway.



The new compounds will find applications in **food, pharma and cosmetics.**

ShikiFactory100 will enrich the pool of reactions and compounds using modern **retrosynthesis** methods for widely applied bacterial and yeast hosts: *E.coli* and *S.cerevisiae*.

We will design chassis strains for maximum yield of precursor with state-of-the-art **computational strain optimisation algorithms.**



ShikiFactory100 will implement the new pathways in the chassis strains of the two hosts using **rapid prototyping** systems and **synthetic biology** methods.

The project aims at preparing the top 10 targets at g/L scale and producing **up to 100g of the final 2 products.**



FOLLOW US:



[www.shikifactory100.eu](http://www.shikifactory100.eu)



@shikifactory100



Shikifactory100



PROJECT COORDINATOR

**SILICOLIFE**

PROJECT PARTNERS



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 814408.

Figure 14 Roll-up banner for the ShikiFactory100 project.





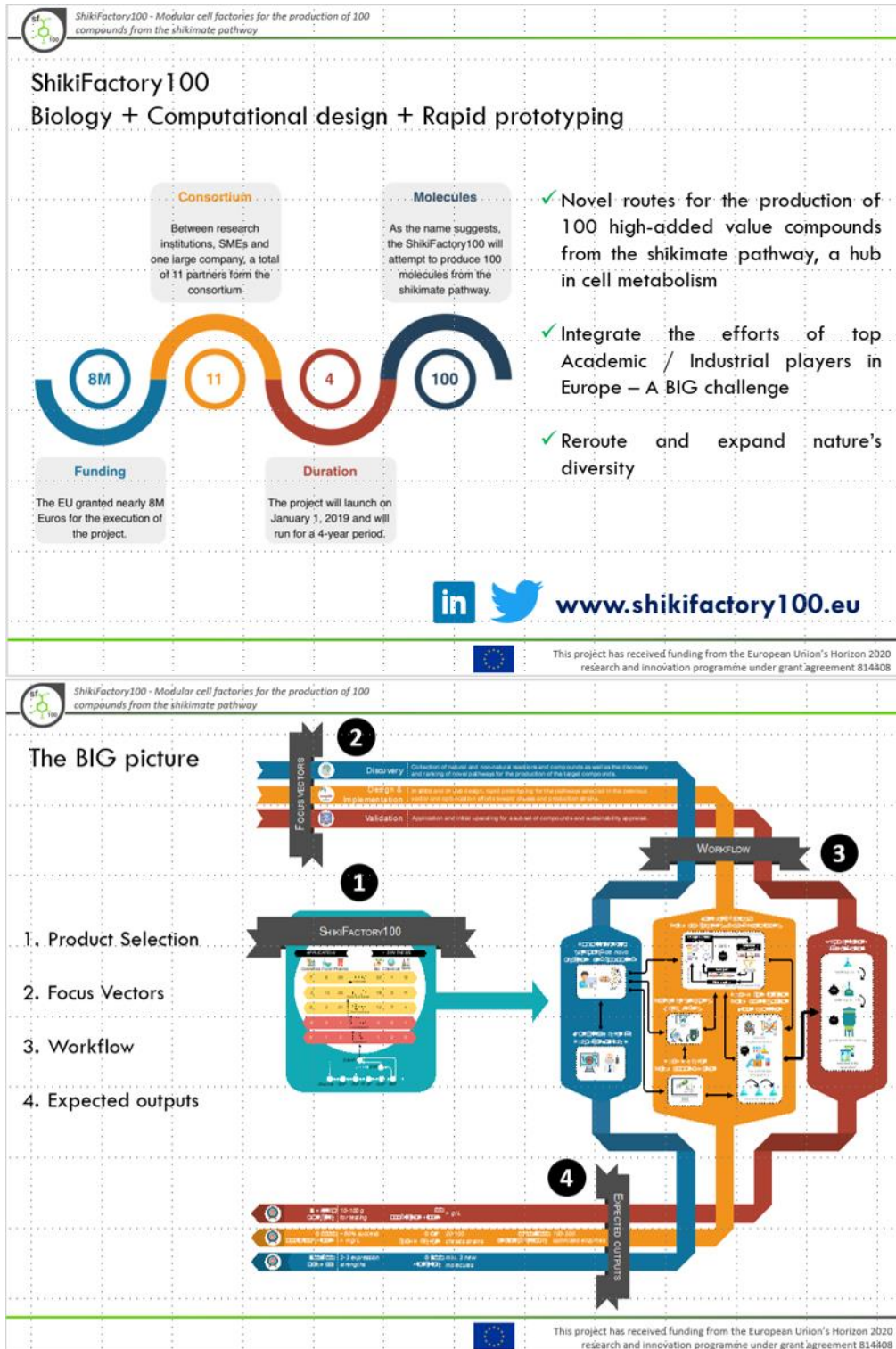
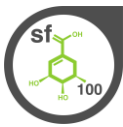


Figure 15 Introductory slides about the ShikiFactory100 project.



## 4 PROJECT MESSAGING

The following memo has been selected as general key message of the project 'ShikiFactory100 – Modular cell factories for the production of 100 compounds from the shikimate pathway'.

A series of key messages have also been developed and are aimed to communicate specific content to particular audiences.

### What is ShikiFactory100?

- **Key message 1a:** ShikiFactory100 is an EU funded project which will produce a universe of more than 100 high value-added compounds from the shikimate pathway with applications in cosmetics, food and pharma. This will contribute to the transformation of conventional harsh industrial processes and products into environmentally friendly bio-based ones and therefore the project will play a part in reduction of carbon emissions and dependency on fossil fuels.
- **Key message 1b:** ShikiFactory100 is an EU funded project that will enable the environmentally friendly production of high-performance cosmetics, food and pharmaceutical ingredients. The project will produce a universe of more than 100 compounds using a series of biochemical reactions.

### What is the shikimate pathway?

- **Key message 2a:** The Shikimate pathways involves a series of steps in which intermediate compounds are transformed into aromatic amino acids which, in turn, are intermediates in the production of other compounds.
- **Key message 2b:** The Shikimate pathway involves a series of biochemical reactions occurring inside certain living organisms (e.g. bacteria or yeast) to produce valuable compounds such as amino acids.

### What are cell factories?

- **Key message 3:** A cell factory is a living microorganism (i.e. bacteria and yeast) than can be used for the production of cosmetics, food and pharmaceutical products.

### What are the main project objectives?

- **Key message 4:** The ShikiFactory100 project will:
  - o Develop 300-500 novel pathways for the biosynthesis of over 100 compounds derived from the Shikimate pathway.
  - o Validate the biological production (in g/L) of 10 selected molecules with top performance strains.
  - o Produce 10-100 g of two key molecules for testing in different applications.

### What is the market value and potential applications of the new molecules?

- **Key message 5:** The ShikiFactory100 project focusses on molecules with approved use in pharma, cosmetics and food applications. The individual market of many of these compounds exceeds 200 million dollars or even 1 billion in specific cases.

### What are the scientific impacts of the project?

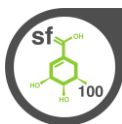
- **Key message 6:** The expected scientific breakthroughs from the ShikiFactory100 project directly address the key technical challenges currently associated with cell factories. ShikiFactory100 will:
  - o Develop microbial chassis strains to overcome the regulatory bottlenecks of the shikimate pathway which lead to limited availability of aromatic precursors and inefficient approaches.
  - o Create new gene/enzyme libraries for biotechnological production at industrial level, which are the moment are scarce.
  - o Will develop standardised procedures for the development of novel pathways for the production of known and newly designed compounds, which at the moment lack of standardisation and lead to limited approaches.

### What are the broader impacts of the project?

- **Key message 7:** at a societal point of view, the project will contribute to the transformation of conventional harsh industrial processes and products into environmentally friendly bio-based ones, which will:
  - o Reduce dependency on fossil resources, reinforcing the feasibility of the EU climate change policy targets for 2020.
  - o Reduce carbon emissions and pressure on water and land resources.
  - o Contribute to the creation of highly qualified jobs in the short term and manufacturing jobs in the medium term with the industrialisation of the resulting technologies.
  - o Provide health benefits by producing a bio-based sweetener with low effect on gut microbiota.

### What has been hampering the production of compounds and processes targeted by shikifactory100?

- **Key message 8:** The chemical complexity of many aromatic amino acid derivatives makes the chemical production processes very difficult or impossible to implement. In cases where these compounds can be extracted from plants, the low concentration of compounds make extraction, and the subsequent cost of the compounds expensive.



### How are the project aims going to be achieved?

- **Key message 9:** The project team will use retrosynthesis techniques for the development of new synthesis routes, perform rapid prototyping of novel pathways, and will carry out a sustainability appraisal and risk assessment of key molecules.

### Why are you focusing on the shikimate pathway?

- **Key message 10:** The shikimate pathway holds a very significant commercial interest, with many compounds associated with multi-million euros global market pools.



## 5 CONCLUSION

This deliverable (Deliverable 9.2: Project visuals and messaging) intends to provide a clear overview of the visual elements and key messages that will conform the identity of the project.

The ShikiFactory100 project has designed and developed a series of visual features and elements that help with the communication and dissemination of project results including common characteristics such as font, colour scheme and project logos. In addition, some visual communication elements were also designed such as a leaflet and a roll-up banner. Additionally, templates for internal and external documents such as deliverables, project catch-up meetings or meeting agendas, were also designed and distributed among partners. The design of the project website is also described in this document. As the website is the a central point of access to project information and resources, its design is of paramount importance as it can either encourage people to keep exploring the website or not.

The key messages that the ShikiFactory100 project aims to communicate to the different target audiences are also listed in this document, as they will be used in some of the communication material mentioned above, and always in connection to the project visual elements.

All these visual elements and key messages are aimed to increase the visibility of ShikiFactory100 at conferences and trading fairs, and to contribute to an effective communication and dissemination of the project results. Therefore, all project partners are expected to make use of the visual elements prepared in order to maximise the project communication and dissemination impact.

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<sup>1</sup> Sans-serif fonts do not use extending features known as serif (small lines) at the end of the strokes.

<sup>2</sup> Hue Saturation and Value.

<sup>3</sup> CMYK: Cyan, Magenta, Yellow and Key.

<sup>4</sup> Hero images are those located in a prominent place of a website and are one of the first elements that visitors encounter.