The Culture Collection of Algae and Protozoa

BRAND GUIDELINES



Brand identity



THIS IS THE PRIMARY LOGO FORMAT.



- 1. On white
- 2. On CCAP BG
- 3. Black only Only to be used on single colour designs (eg black and white newspaper job listing).
- 4. White only

Use on top of photos (eg on a promotional stand). If the white logo is not legible on top of the image, use a colour overlay to darken the image.

Dual branding

The full CCAP logo should always be used with dual branding. This should never be smaller than the logo/logos adjacent.









Culture Collection of algae & protozoa



Typography

HEADING

Nunito Light Sentence case - ie only capitalise the first letter (unless referring to a name or place) Tracking -10 Kerning - Optical

Sample of text used in heading

SUB HEADING

Brown ST ALL Caps - ie capitalise full heading

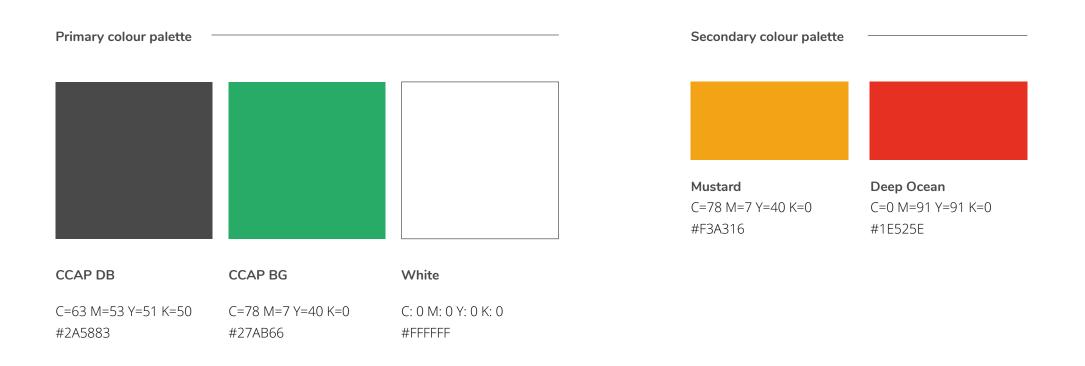
BODY COPY

Nunito light, Nunito Regular or Open sans (Semi-Bold and Italic also available) Sentence case

SAMPLE OF TEXT USED IN HEADING

Sample of text used in body text. Sample text. Sample of text used in body text.

Colour palette



Photography general



Photography should always be engaging and honest. The brand identity relies on realistic imagery, shot on location, in as natural a manor as possible.

The images should be of a crisp resolution and captured in sharp focus.

Ensure images have been cropped to help bring the viewer's attention to an area of interest.

Examples can be seen opposite and on the following page.

The only posed photos are news images and for social media.

Photography people



Brand examples





WHAT IS THE CULTURE COLLECTION OF ALGAE & PROTOZOA?

The Culture Collection of Algae and Protozoa (CCAP) is a Biological Resource Centre located within the Scottish Association for Marine Science (SAMS) campus near Oban on the scenic west coast of Scotland. All CCAP staff are SAMS employees.

CCAP is supported by the Natural Environment Research Council (NERC) as a National Capability service (nerc.ukri.org/research/sites/ Ve support researchers and usinesesacross the world with nowledge about the taxonomy nd cultivation of algae and protozoa nd provide starter cultures and rowing media to a wide range of ustomers.

Some of our cultures go back to the (920s, when our founder, Professor (rnst Georg Pringsheim (pictured), vionecred algal cultivation technique n Praque, the UK and Goettingen.

OUR PRODUCTS

CCAP provides users in the scientific and business community with the following services, available from www.ccap.ac.uk:

- Living starter cultures
 (algae, protozoa and cyanobacteria)
- including 350+ axenic strains
- Culture media
- Algal/protistan culturing advice
- Taxonomy and molecular sequencing
- Cryopreservation
- Patent deposit service
- Confidential/safe deposit service

FOLLOW US ON INSTAGRAM: @CCAPOBAN

OUR SERVICES

We also offer a range of scientific services:

- Axenicity (purity) testing
- Bioinformatic data
- DNA extracts
- Advice on Access and Benefit
 Sharing (Nagoya Protocol)
- Training
- Pigment and lipid screening
- Culture optimisation
- Algal mass cultures
- Contract research and consultancy
- Algal culture kit for schools

EMAIL US: CCAP@SAMS.AC.UK



PATENT DEPOSIT

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CASE STUDY

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CONFIDENTIAL DEPOSIT

CASESTUDY

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Europe's most diverse collection of live algae, cyanobacteria and protists supporting research and life science industries

- Living starter cultures
- Culturing advice
- Taxonomy & molecular sequencing
- Bioinformatics data
 Training

service

Confidential deposit

- Cryopreservation
 Contract re
- Patent deposit service
- Contract research
 & consultancy

Visit our online catalogue: www.ccap.ac.uk

CONTACT US

E: ccap@sams.ac.uk T: +44 (0) 1631 559 268

KEEP IN TOUCH Insta: @ccapoban Twitter: @CCAP_Oban







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