



Brand Identity Guidelines

June 2026



Funded by
the European Union

Introduction

The OCEOMICS brand identity is essential for communicating the project's vision and impact consistently. To ensure a strong and recognisable presence, these guidelines should be followed whenever using the project logo, typography, colours, and visual assets across all communication materials—including presentations, publications, posters, promotional materials, digital platforms, and social media.

These guidelines are designed to create a consistent visual identity that reflects OCEOMICS' commitment to advancing marine bioprospecting through the integration of artificial intelligence, computational tools, and biotechnology. A coherent brand strengthens the project's credibility, reinforces collaboration among partners, and helps communicate complex scientific concepts in a clear, engaging, and accessible way to diverse audiences.

As OCEOMICS evolves throughout its lifetime, these guidelines may also develop to accommodate new communication needs and dissemination activities. If you require additional resources, clarification, or adaptations for specific applications, please contact the OCEOMICS Dissemination, Communication & Exploitation team to ensure alignment with the project's visual identity and communication strategy.

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The logo - Main

The OCEOMICS main logo reflects the project's commitment to advancing marine biodiversity through innovation, digital technologies, and biotechnology. It represents the integration of computational science and marine bioprospecting while reinforcing OCEOMICS' mission to discover novel marine bioactive compounds for sustainable, high-value cosmetic applications.

When to use OCEOMICS' main logo?

- Use on official documents, reports, presentations, website headers, project deliverables, and communication materials.
- Recommended for high-visibility applications such as posters, banners, roll-ups, press releases, event materials, and social media graphics.
- As it includes the complete project name, it should be used whenever sufficient space is available to maximise brand recognition and ensure clear project identification.

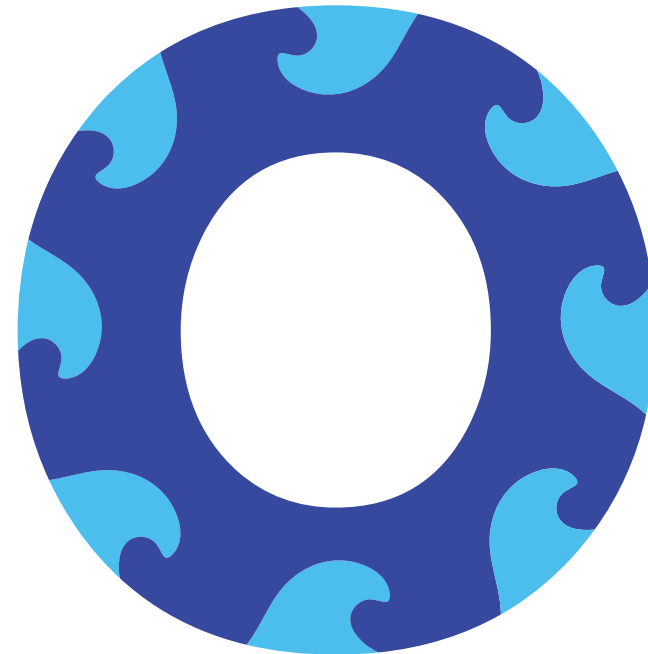


The logo - Submark

The OCEOMICS submark is a simplified version of the main logo, designed to maintain a strong and consistent visual identity across smaller formats. It provides a recognisable brand element while ensuring clarity and legibility in space-limited applications.

When to use OCEOMICS' submark?

- Best suited for applications with limited space, such as profile pictures, social media icons, website favicons, and app icons.
- Use on internal documents, presentation watermarks, or as a secondary logo once the main brand has been introduced.
- Ideal for branded merchandise, promotional items, and other small-format applications where the full logo cannot be displayed clearly.



The Logo - Coloured Versions

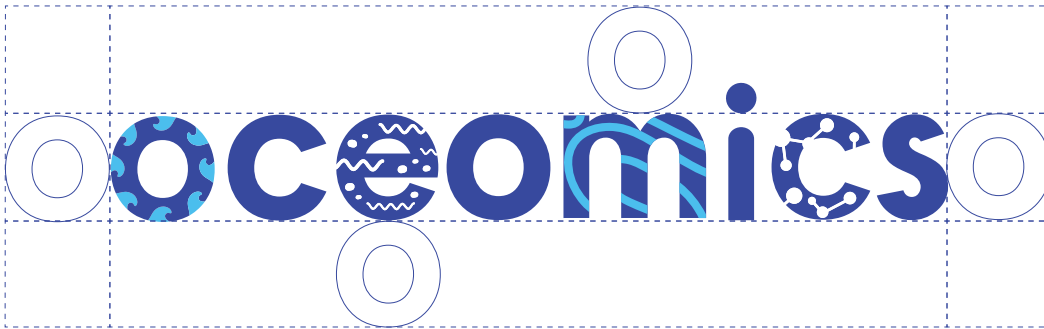
The **OCEOMICS** logo and **submark** are available in full-colour, positive, and negative versions to ensure optimal visibility across different backgrounds and communication materials. Always use the version that provides the highest contrast and preserves the integrity of the visual identity.



The Logo - Safe Area

Minimum size and safe area.

SAFE AREA



Keep a clear space around the logo equal to the height of the designated reference unit shown in the diagram.

This minimum exclusion zone ensures the logo remains legible and visually distinctive across all applications.

MINIMUM SIZE

To preserve clarity and readability, do not reproduce the logo below the minimum sizes indicated.



Logo: 20 mm / 60 px

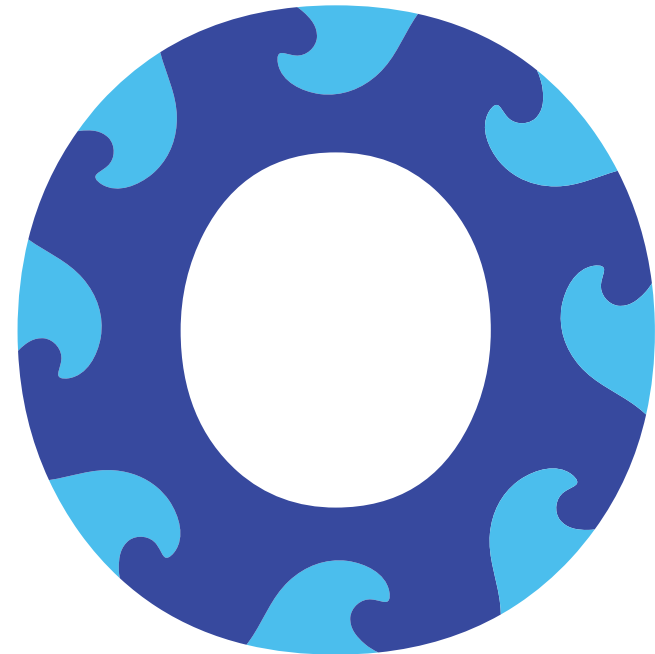
Submark: 10 mm / 30 px

Main Icon

The OCEOMICS icon is a simplified visual element that captures the project's identity in a compact and recognisable form. Inspired by the connection between marine biodiversity, biotechnology, and digital innovation, it serves as a distinctive brand asset across a wide range of communication materials.

When to use OCEOMICS' main icon?

- Use as a visual element in presentations, promotional materials, and digital communications.
- Ideal for social media graphics, website features, and branded assets where a simple, recognisable symbol is preferred.
- Can be used as a supporting graphic to strengthen the OCEOMICS visual identity while maintaining consistency across all communication channels.



Main Icon - Usage

Do

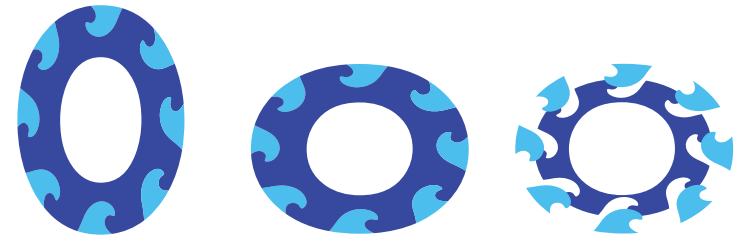


Used as a decorative element or watermark.



Small over a photo.

Don't



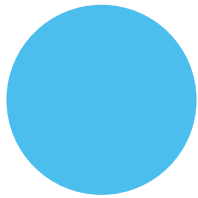
DO NOT change proportions or distort the icon in any way.

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DO NOT use the icon and the OCEOMICS wordmark in any other way than the official logo shown on page 04 of this guide.

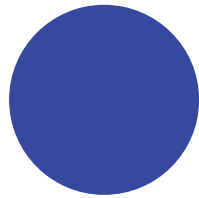
Colours

The OCEOMICS colour palette meets all communication needs while ensuring a consistent and recognisable visual identity.



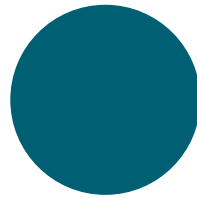
Sky Blue

HEX: #4BBEED
RGB: 75, 190, 237
CMYK: 61, 5, 0, 0



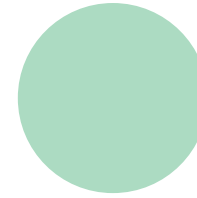
Deep Blue

HEX: #37499E
RGB: 55, 73, 158
CMYK: 91, 84, 0, 0



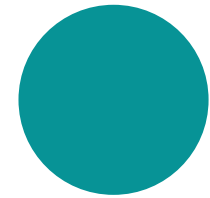
Marine Teal

HEX: #015F73
RGB: 1, 95, 115
CMYK: 93, 52, 41, 18



Seafoam Green

HEX: #ACDBC2
RGB: 172, 219, 194
CMYK: 33, 0, 29, 0



Ocean Teal

HEX: #079396
RGB: 7, 147, 150
CMYK: 82, 23, 42, 2

Typography 1

Use the fonts **Cal Sans (headings)** and **Century Gothic (for body text)** across all OCEOMICS communication materials to ensure a consistent and professional visual identity.

The Future of Marine Biotechnology

Cal Sans – Regular – 30 pt

The Future of Marine Biotechnology

Cal Sans – Regular – 24 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

1234567890 #*%&@

Century Gothic – Regular – 14 pt

[Download Cal sans](#) [Download Century Gothic](#)

Typography 2

When the recommended typefaces are not available, OCEOMICS communications should use **Poppins (for headings)** and **Open Sans (for body text)** to maintain a consistent and professional visual identity.

The Future of Marine Biotechnology

Poppins – Bold – 30 pt

The Future of Marine Biotechnology

Poppins – Bold – 24 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

1234567890 #*%&@

Opens Sans – Regular – 14 pt

Messages for the project

WHAT OCEOMICS IS

OCEOMICS — Ocean Computational Exploration and Analytics for the Novel Bioactive Molecules' Discovery and Their Exploitation in Cosmetics — is a Horizon Europe Innovation Action that aims to establish a new approach to marine bio-prospecting by integrating digital technologies and biotechnological tools.

The project combines marine bioprospecting, genomic-based computational screening, artificial intelligence, metabolic engineering, bioproduction and purification processes to discover, characterise, optimise, scale up and demonstrate new marine bioactive compounds and combinations for cosmetic applications. These compounds will be investigated for their potential use in formulations with anti-inflammatory, skin barrier-supporting and UV-protecting effects.

Coordinated by AINIA, OCEOMICS brings together 12 partners from Europe and New Zealand with expertise in marine research, biotechnology, computational sciences, , process development, sustainability assessment and industrial application. The project will run from 1 June 2026 to 31 May 2030 and has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101291290.

INTERNATIONAL COLLABORATION

OCEOMICS strengthens collaboration between European and New Zealand partners to expand access to marine biodiversity and complementary expertise.

By connecting experts from the northern and southern hemispheres, the project creates a framework for scientific and industrial cooperation in marine biotechnology.

Messages for the project

WHAT THE PROJECT DOES

OCEOMICS will develop an integrated innovation pathway for the discovery and production of novel marine bioactive compounds with potential cosmetic applications.

The project will explore marine biodiversity and apply computational methods, including biosynthetic gene cluster discovery and prediction, to identify promising bioactive molecules. Artificial intelligence and genomic-based screening will support the prioritisation of candidates with potential relevance for cosmetic uses.

THE OCEOMICS APPROACH

OCEOMICS connects ocean biodiversity, artificial intelligence, machine learning and biotechnology in a single innovation pathway.

The project brings together expertise in marine research, biotechnology, computational sciences, process development, sustainability assessment and industrial application.

This multidisciplinary approach is designed to accelerate the identification, optimisation, validation and scalable development of sustainable cosmetic bioactives.



Messages for the project



SUSTAINABILITY AND SSBD

OCEOMICS applies Safe and Sustainable by Design principles from the start of the innovation process.

This approach aims to ensure that new marine-derived bioactives are developed with attention to scientific robustness, environmental responsibility, sustainability and safety considerations for workers and end users; considering the life cycle of the solution; from the raw materials extraction to its end of life.

WHY IT MATTERS

Marine environments hold significant but still underexplored potential for the development of sustainable natural products with unique properties.

However, conventional bioprospecting can be slow, complex and dependent on trial-and-error approaches. OCEOMICS aims to help overcome these limitations by using artificial intelligence, machine learning and other data-driven methods to improve how promising bioactive compounds are identified, evaluated and produced.

By combining ocean biodiversity, computational science and biotechnology, the project can contribute to more targeted, efficient and sustainable biodiscovery pathways for future cosmetic ingredients.

Messages for the project: Specific Audiences

Cosmetics industry	OCEOMICS aims to support sustainable cosmetic innovation by discovering, optimising and demonstrating new marine-derived bioactive compounds and combinations with potential anti-inflammatory, skin barrier-supporting and UV-protecting effects.
Marine biotechnology and bio manufacturing companies	OCEOMICS combines marine bioprospecting, genomic-based computational screening, AI, metabolic engineering and scalable bioproduction to support the development of future blue biotechnology applications.
Researchers and academia	OCEOMICS will advance knowledge at the intersection of marine biodiversity, genomic analysis, artificial intelligence, biotechnology and Safe and Sustainable by Design approaches.
Sector professionals	OCEOMICS provides a practical example of how artificial intelligence, machine learning and other digital tools can be integrated, alongside biotechnology into marine biodiscovery workflows to make the identification, In vitro and ex-vivo validation, and production of bioactives more targeted and efficient.
Policymakers and regulators	OCEOMICS will generate evidence and recommendations to support responsible marine biotechnology, sustainable bioprospecting, SSbD implementation and innovation aligned with safety and sustainability considerations.
EU projects, platforms and infrastructures	OCEOMICS seeks synergies with related EU initiatives and blue biotechnology networks to exchange knowledge, strengthen collaboration and amplify sustainable marine biodiscovery results.
Civil society and environmental NGOs	OCEOMICS promotes a responsible approach to marine biodiversity by exploring sustainable bioproduction routes and reducing pressure on marine ecosystems through biotechnology-based alternatives.
General public	OCEOMICS explores how marine biodiversity, artificial intelligence and biotechnology can help develop more sustainable ingredients for future cosmetic products.

EU Disclaimer

All communications related to EU-funded projects must include the following disclaimer.

For OCEOMICS, the "Funded by the European Union" emblem must be displayed in accordance with the European Commission's communication and visibility guidelines.

You may use different language versions of the EU disclaimer as required.



**Funded by
the European Union**

MINIMUM HEIGHT



NOTE: In addition to the EU disclaimer, external project documents should include the following statement:

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

[Read all about the EU emblem rules here](#)

Contact

For any questions regarding these Brand Identity Guidelines, please contact the OCEOMICS Dissemination & Communication Team:

Innovarum Communication Team:

communication@innovarum.es



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Thank you!

