

CORPORATE IDENTITY

January 2025

The LIST Graphic Charter defines the elements of its visual identity, its logo and the rules of use. It contributes to create and reinforce the image of the institute to the public, its staff and its partners.

It is an essential guide for anyone who uses the LIST visual identity and who must therefore ensure that the rules are respected and that the identity is protected against abuse.

LUXEMBOURG
INSTITUTE OF SCIENCE
AND TECHNOLOGY



LOGO

DESCRIPTION

The logo consists of three elements: the name, the acronym LIST and the symbol. The first two elements are positioned on either side of a vertical line. On the left, the full name of the institute allows the acronym on the right to be deciphered.

The black typography is thick and serious to give the logo a strong stability, which is further reinforced by the use of capital letters.

The symbol represented by a sphere offers different levels of interpretation. First of all, the sphere symbolises the earth, LIST's ambition for international influence and its dynamism. The multiple lines that make up the sphere refer to the different priority areas, the networking of skills, and the socio-economic impacts of innovation. The red and blue colours are present to assert the Luxembourgish identity of the institute.

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LOGO

EXCLUSION ZONE

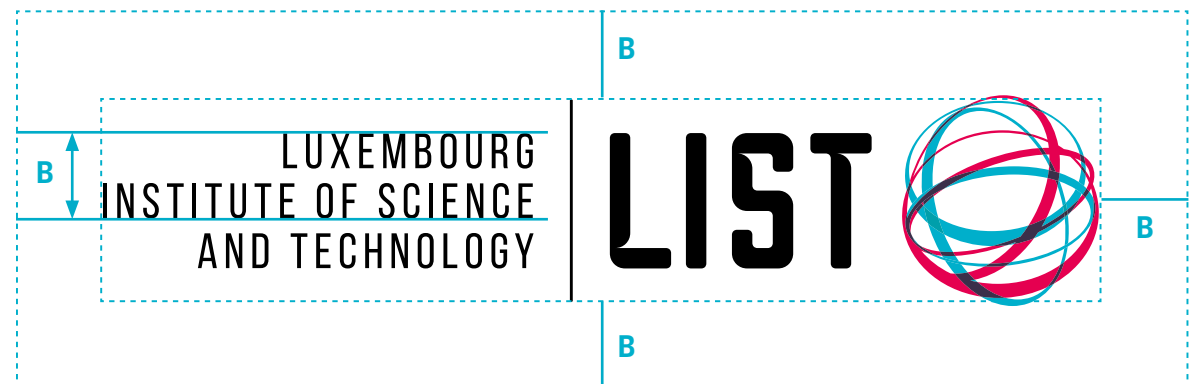
The exclusion zone is an area that must remain empty all around the logo, in order to establish the logo, but also to protect its visibility and legibility in the layout.

No graphic, photographic or textual elements should therefore penetrate this zone.

This zone is equivalent to B.

B being equal to the height of two lines of the name.

The exclusion zone must be respected in all uses with the possible exception of signage. The space between the logo and the edge of the substrate can then be reduced.



LOGOTYPE

SIZE OF USE

The minimum size for use of the logo is defined as 8 mm high.

For use in A4 format, the height of the logo must not exceed 18 mm.

In the case of a poster or other A3 format, the maximum size allowed is 26 mm.



LOGO

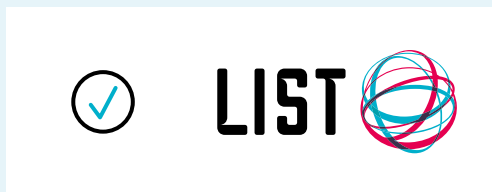
PROHIBITION

In order to ensure the correct use of the logo for optimum recognition by the public, it is imperative that certain details concerning the use of colours, sizes and provisions for each type of application be respected.

The following are some examples of uses that are strictly prohibited.

EXCEPTIONS

It is however possible to use in certain cases the short variant of the logo not containing the complete denomination, i.e. only the acronym LIST and the sphere as below. Its use will follow the same rules as those established for the logo with full name..



Place the sphere on the left



Change the overall colour of the logo



Invert the elements



Change the colours of a part of the logo



Remove the transparent areas of the sphere



Distort the logo



Play on the opacity of the logo



Tilt the logo or 1 element of the logo

LOGO

USE

(CO-BRANDING)

The logo will always evolve on a white background.

The only exceptions to this rule are if the logo is used in co-branding or if LIST has the right to decide that a graphic concept can exceptionally deviate from this rule.

However, as long as the logo is used on a coloured background, the sphere may not be used in colour under any circumstances.

On a light background, the logo must imperatively be used in its positive monochrome version, i.e. all in black.

On a dark background, the negative version in full white must be used.

If the logo is used on a coloured background or superimposed on a photo, for example, care must be taken to ensure that there is sufficient contrast between the background and the logo to allow good legibility. If necessary, a dark or light gradient should be added to accentuate the contrast, depending on the situation.



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LOGO

BLACK AND WHITE VERSIONS

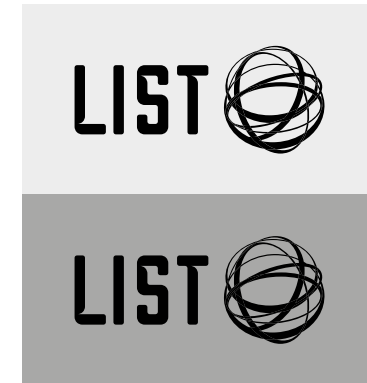
As explained earlier (page 6), the logotype should be used on a white background.

In a co-branding situation, in a greyscale layout, please use the logotype in its monochrome version.

On a grey background with a value of 50% black or less, use the positive monochrome logotype in 100% black.

On a grey background with a value of more than 50% black, please use the negative (white) version of the logotype.

Please ensure that the contrast is sufficient to ensure the legibility of the logo.



In a co-branding situation



In a co-branding situation

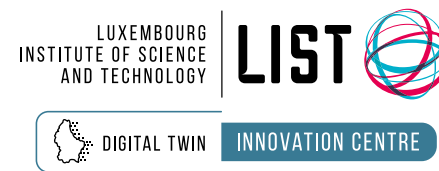
SUB-BRANDING

INNOVATION CENTRES

The logotype will evolve without exception on a white background, like the original.

Sub-brand logos are created to unambiguously express the link between LIST and the innovation center, created as part of LIST.

Adaptations of the LIST logo are strictly limited to the needs of the Institute and **it is strictly forbidden to create a logo** for an entity originating from LIST **without prior agreement of the General Management and the Marketing and Communication Department.**



COLOURS

LOGO

The logo is composed of **three primary colours**.

The 4 colour version (CMYK) is preferred for all printed materials. The RGB version is preferred for all digital use.

The use of Pantone colours is possible for merchandising purposes, but is not recommended.

APPLICATIONS

6 secondary colours have been defined to complement the layout of print and digital media and to bring more variation to the colour palette:

- a light blue which is 15% of the blue of the logotype
- a dark blue
- a light grey
- green-grey
- a light verdigris
- a violet (a mixture of red and primary blue)

Light blue and light grey can be used, among other things, for the representation of the sphere (in "multiply" mode), backgrounds or frames.

(see examples on the following pages)

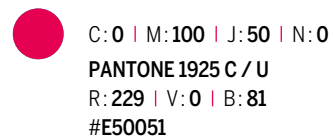
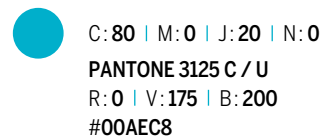
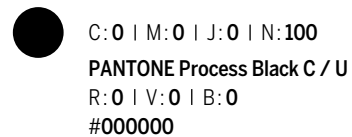
Dark blue can be used for titles, subtitles, quotes, etc.

Red is reserved for small touches of colour or to draw attention to something important. Use sparingly.

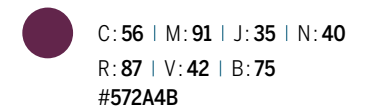
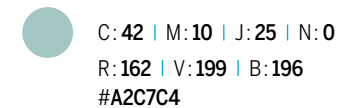
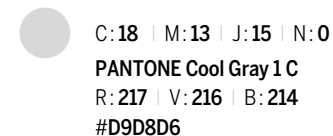
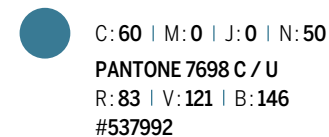
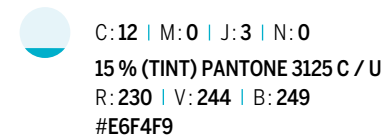
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primary colours



secondary colours



TYPOGRAPHY

USAGE

There are two main typographies in the different LIST layouts.

The first typeface is **Bebas Neue Bold**, which will be **used only in capitals** in headings, titles, subheadings, headlines, the signature, etc.

The second is **Benton Sans** in its **Condensed** variant, of which there are several weights. Here we will only use Condensed Book, Condensed Medium and Condensed Bold in regular or descriptive text.

Arial Regular and Bold is to be used by default in Microsoft Office documents, such as Word or Powerpoint, etc. as well as in web applications.

TAGLINES
HEADINGS/SUB-HEADINGS
HEADLINE PHRASES, ETC.

Running text

MS Office
and Internet

BEBAS NEUE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!(«-»)ÀÈÉÊË

Benton Sans Condensed Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!(«-»)ÀÈÉÊË

Benton Sans Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!(«-»)ÀÈÉÊË

Benton Sans Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!(«-»)ÀÈÉÊË

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!(«-»)ÀÈÉÊË

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!(«-»)ÀÈÉÊË

EXAMPLES OF APPLICATION

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STATIONERY

ADMINISTRATIVE SET

This is the logo used on the various documents of the administrative set.

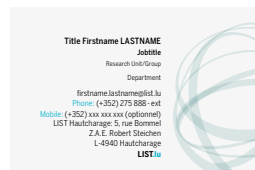
The logo is placed in the upper left-hand corner to make room for the contact details at the bottom of the page.

Whatever the medium, the logo is always 14.5 mm high and 13 mm from the edges.

business card front side



business card back side



letterhead



compliment card



SPECIFICATIONS

LETTERHEAD & CONTINUATION

The following are the measurements for the layout of official letters.

The left margin is 52 mm (text aligned with the logo line), the right margin is 22 mm. All other specifications are in the attached illustrations.

Font: Arial 10 pt

Information to be highlighted : Arial Bold 10pt

margins to be respected for letters on letterhead and continuation sheets



ADMINISTRATIVE SET

ENVELOPES

Three envelope formats are shown here, but other formats can of course be added, with or without windows.

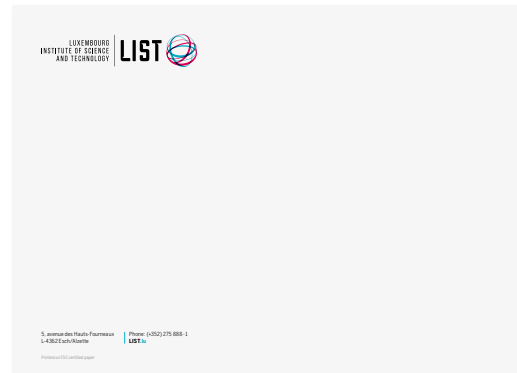
Regardless of the envelope format, the height of the logo (14.5 mm) and its distance from the edges (13 mm) are fixed.

If there is an ATR code on a C5 envelope, this will take the place of the logo because the code is not used.

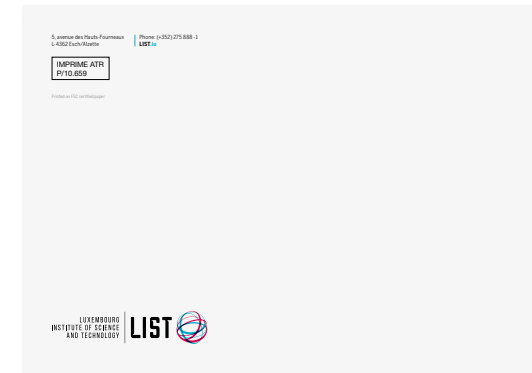
The ATR code takes the place of the logotype as it must be placed in the upper left-hand corner.

The coordinates are also added in this position and precede the ATR code. The logo is thus repositioned in the lower left-hand corner.

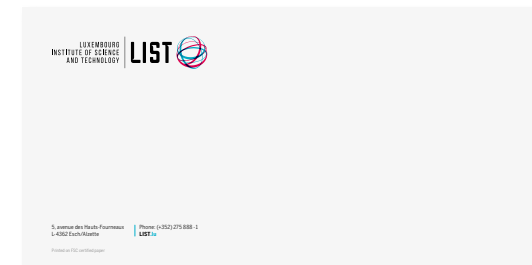
C5 envelope



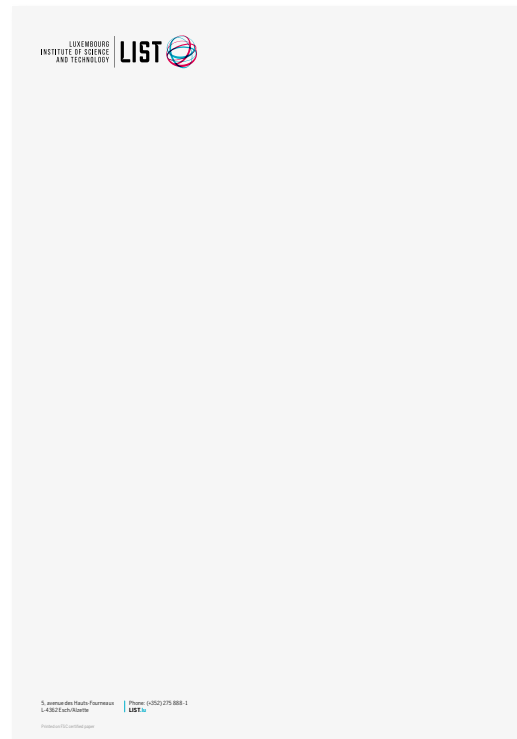
C5 ATR envelope



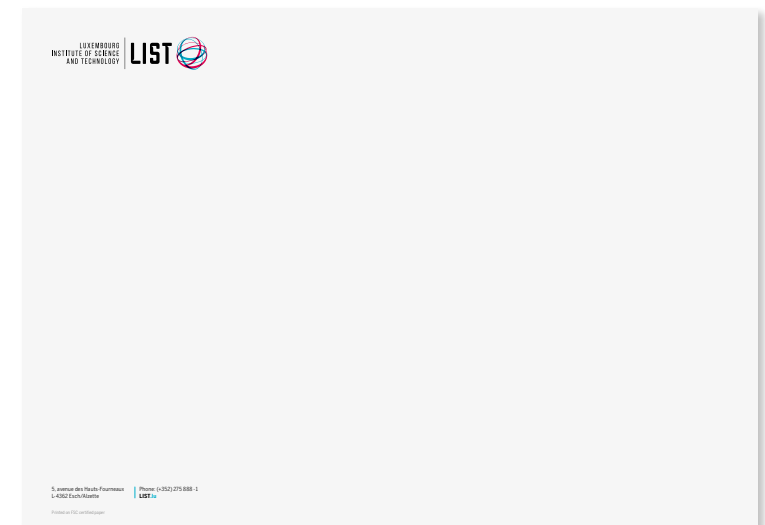
US envelope



C4 envelope



C4 envelope



ADMINISTRATIVE SET

STATIONERY AND BADGES

– Notepads

The logo will be located at the top right of the page, on a white background

On the cover, most of the page is in light blue and the sphere is inlaid in monochrome and in transparency ("Multiply" mode)

On the inside pages, a light blue band in which a fragment of the sphere is inlaid in monochrome and transparency recalls the visual identity.

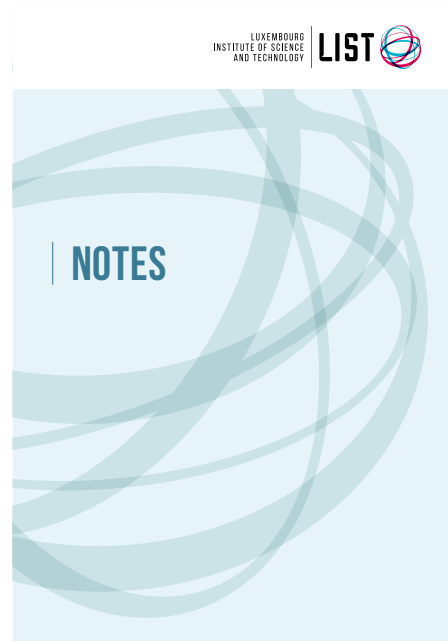
– Transmission form

The transmission form and other administrative documents, excluding envelopes, work on the same principle.

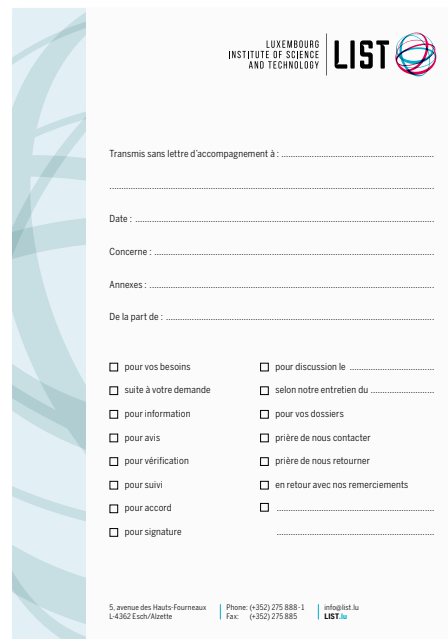
– Other examples of applications

- Identification badges
- Visitor badges

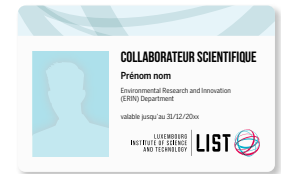
notepads



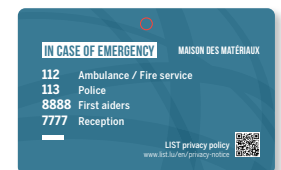
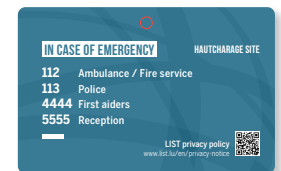
transmission form



Identification badges



visitor badges

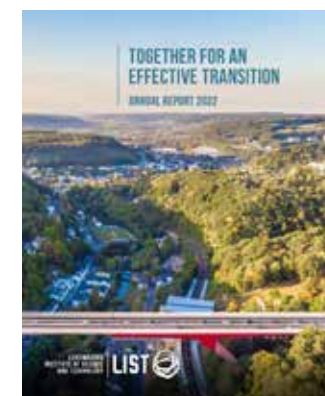
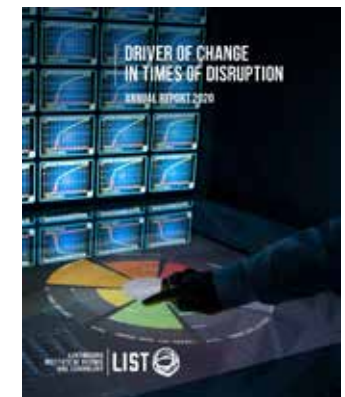


STRATEGIC DOCUMENTS

ANNUAL REPORTS

Documents to be downloaded at the following address

<https://www.list.lu/en/media/annual-financial-reports/>



STRATEGIC DOCUMENTS

ANNUAL REPORTS

inside pages

KEY FIGURES 2023



2023 IN RETROSPECT

NATURAL RESOURCES & AGRICULTURAL MANAGEMENT

EXPLORING FUNGUS RESISTANT GRAPEVINE CULTIVARS

LET researchers at the Institut für Weinbau are studying fungal-resistant grapevine cultivars in the vineyard, which reduce the need for chemical treatments in vineyards. These cultivars, resistant to downy mildew, powdery mildew, and other fungal diseases, are being bred by the researchers. Additionally, they are also working in cooperation with the winegrowers to test the cultivars in the vineyard. The researchers are also working on the development of a new grapevine cultivar that is resistant to downy mildew and powdery mildew.



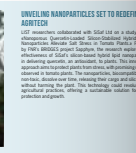
HIGHLIGHTING ALARMING DECLINE IN EUROPEAN GRASSLAND BUTTERFLY NUMBER

A report published by LET researchers reveals a concerning decline in the number of grassland butterfly species in Europe. The researchers found that the number of butterfly species in Europe has declined by 20% since 1990. This decline is particularly alarming as butterflies are a key indicator of biodiversity and ecosystem health. The researchers are working to identify the causes of this decline and to develop strategies to protect and restore grassland butterfly populations.



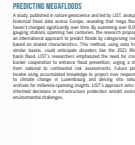
UNVEILING NANOPARTICLES SET TO RELIEVE ABORTION

LET researchers, in collaboration with the Institut für Weinbau, have developed a new method for relieving abortion. The researchers have developed a new method for relieving abortion using nanoparticles. These nanoparticles are designed to target the cells that are responsible for the abortion process. The researchers have shown that these nanoparticles are effective in relieving abortion and are safe for use in humans.



PREDICTING MEADOWS LOSS

A study published in Nature GeoScience and led by LET, predicts that the loss of meadows in Europe will reach 50% by 2050. This loss is a major concern as meadows are a key habitat for many species of plants and animals. The researchers are working to identify the causes of this loss and to develop strategies to protect and restore meadows.



ENVIRONMENTAL HEALTH

Climate change, urbanization, chemical pollution, and disruption to ecosystems, including biodiversity loss, pose a significant impact on human health and well-being. Climate change is expected to increase the frequency and intensity of extreme weather events, leading to increased mortality and displacement. Urbanization is leading to increased air pollution and heat stress, which can exacerbate existing health conditions. Chemical pollution is leading to increased exposure to toxic substances, which can cause a range of health problems. Disruption to ecosystems is leading to the loss of many species, which can have a cascading effect on the environment. The researchers are working to identify the causes of these problems and to develop strategies to protect and restore the environment.

FIGHTING CYANOBACTERIAL BLOOMS THANKS TO CITIZEN PARTICIPATION

Cyanobacterial blooms are a major environmental and public health problem. These blooms are caused by the overgrowth of cyanobacteria in freshwater bodies. They can produce toxins that are harmful to humans and animals. The researchers are working to identify the causes of these blooms and to develop strategies to prevent and control them. Citizen participation is a key part of this effort. The researchers are encouraging citizens to report any sightings of cyanobacterial blooms and to take steps to prevent them from spreading.



HOW WE CREATE A DIALOGUE BETWEEN SCIENCE & SOCIETY



STRATEGIC DOCUMENTS

ANNUAL REPORTS DIGITAL VERSION

<https://annual-report2021.list.lu/>

Available only from the 2021 report onwards

LIST ANNUAL REPORT 2023

CATALYST OF CHANGE

DOWNLOAD THE PDF REPORT

DOWNLOAD THE PDF REPORT

KEY FIGURES 2023

| | | | | | |
|-----|------|----|-----|------|----|
| 710 | 34 % | 60 | 120 | 79 % | 93 |
| | | 33 | | 24 | |

BREAKDOWN BY TYPE OF PARTNERSHIPS IN PROGRESS IN 2023 BY PARTNER TYPE

NETS, ROBOTS, LIVES AND THE ENVIRONMENT

BENCHMARK PLAYS

R&D

INTELLECTUAL PROPERTY

TECH ADVANTAGE

TECH ADVANTAGE

TECH ADVANTAGE

IN THE LAB

A PARTNER TO BUSINESSES AND PUBLIC AUTHORITIES

| | | | |
|-----|-----|-----|----|
| 402 | 150 | 133 | 85 |
|-----|-----|-----|----|

DIVERSITY & INCLUSION

LIST TECHDAY 2023

PRESS

PRESS RELEASE

For autonomous use by editorial staff, the model document has been created in MS Word format and exists in 3 different language versions: French, English and German

PRESS INVITATION

This standard document (INDD) also exists in 3 different language versions: French, English and German

PRESSEMITTEILUNG



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PRESS RELEASE



23 October 2020 Contact Adam WALDER Phone +352 275 888 2276 E-mail adam.walder@list.lu

COMMUNIQUÉ DE PRESSE



JJ mois AAAA Contact Prénom NOM Tél. +352 275 888 -1 E-mail prenom.nom@list.lu

MUSAERRO DOLORIA QUE CUM NON PORERIAM

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Qui nus mint facem volor rem lacur, velignis et fuga. Et volor reghis enticocti omnt, cupilatur, unt maxm fugitit ximporro min posa con perspennam diti num enia quo ex eaquis qualitinet occuscia sam, corest omni corecupias nonet et por ealetrum as cus explacupta inis aute nienimus estrum et ut pratur acia que nimus, ipsandam nobistibus cum sed quo ommodioro ius, silberum ea dolora dolenis eium nihil etur? Sed molorum esseque venunt restrum fuga. Xerum nest omnis es modi audande resper eheneet aectem eum eossi qui nobis mo el ex exaus et et adis ut apperet oribus illemet alit aut que sam eum autet fugias doluptatus rehendi, tem undandendi veribus earibus, nem quassped mi, suantir re delame cumquo blabo. Ulpa eat rem fuga. Quae nonserio coreum quaectus et aut essunt.

Lest, voluptia cullate vel inuverum rem cum repreptas non core, unt.

Resti optat voluptatet est, volorit lam ad essincto conseni hitur re ex et volor sim ent aut a sundia nonsed exerior ehenture consed quosist parundandi alique pores nam ni aut que est estis et auda sus.

Nem estrum auflecto enia dolor senimet lam venatur, nonsequo id exerovit explautate molorrupia aut exped etus eat aut quatlandus sed et lab igentio. Abo maioribusam, venditam aut ma num corest adimilit, coraribusas suntuia qualia seruptas dendelorem simo occumen esiectet untium sanhilatem hicia alltestat omnis delest occu seque sit que platin estiat vellam, vitas et arum, cus in nimporr ovidel in nam vel et aut eaqa ut excepel ibusda volentemqui blacerum quis aut exeri ut laccumet que alium que ni aut quanto quid ut acea eum doluptit omimmasdant, sequidella vendi voleto ita beaqui corum fuga. Mempersperum qui sequunt dolor aut modi andi qualia quatuas sim eium dolero quossequi qui iperimuae cupitibus.

Nat lantia nullacea is sum que millit, qui ra cus solupta tatur?

Se rerum cus, sant alligent, sitis rehendo ma conse solupta eperum ra que odipsam qui cus estionsed ut plit, es sin nus, corruptios incium facere int dit audeastrum simus nem voluptat quoditit aut fugiate nos il et volore ninincta et la deris idi qui que pre volore voloritast volore nemolorum imi, accatur iscpaspied maximin tustium exernal occatis equi bea sum evenis dolenis modi in re parum andit quantum quatae velles sinctos vent vere dictore, essam nust uluptat es si il is doluptatur a appendia quas voluptat.

Apic tem re volerenti fugia digdam ispani, con est ad quisic bero quides, cum conseque cum compelis et ventur aut alit eocam sunt earibusantis et odis aborenimus doloreperio. Et magnisti unt, isquodi quo opti soles in dolorep udisque modi et elit adipendi dolore caepudia nonsece ptalem orersperorae volupic to blat omnihit aborem dolupti nam cus archillabor si rernam ipsa sapictessi cullicu dus verferati as re, nonsequam rimpos mi, excess voluptatur sa ius evocquis doluit eatur mi, sunt, nument etur, optas mollescopium et endaecum sum landandi odit everfer itatiquas sam, seque dolo explaborem net fuga.

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Maison de l'Innovation | L-4362 Esch-sur-Alzette | Fax: +352 275 885 | communications@list.lu

PRESSEINLADUNG

PRESS INVITATION

INVITATION À LA PRESSE

GENT. MOD EUM INCIPIT EICIAE SANT MOLENDIA CUPTIONSEQUI DI OPTA- TIUSCIM HARUNTIBUS CON RAEPERI ATATAT

Madame, Monsieur,

Nous avons le plaisir de vous inviter à la conférence de presse bitionsequi odist laborepe pratur, necustrum verspietur recus renitatem quidella quid quo molore voluptas perchicmi, cumet que occum, fecat.

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La conférence de presse aura lieu en langue française :

Jour Mois Année à heure
au siège de LIST
5, avenue des Hauts-Fourmeaux
L-4362 Esch-sur-Alzette

Veuillez s'il vous plait confirmer votre présence par email vendredi 30 novembre au plus tard.

Veuillez agréer, Madame, Monsieur, l'expression de nos sentiments les meilleurs.

Président du Conseil d'Administration



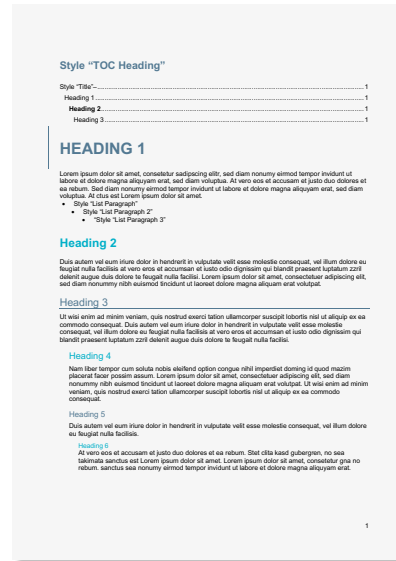
Belval Innovation Campus | 5, avenue des Hauts-Fourmeaux | Tel. +352 275 8881 | www.list.lu
Maison de l'Innovation | L-4362 Esch-sur-Alzette | Fax: +352 275 885 | communications@list.lu

DOCUMENT TEMPLATES

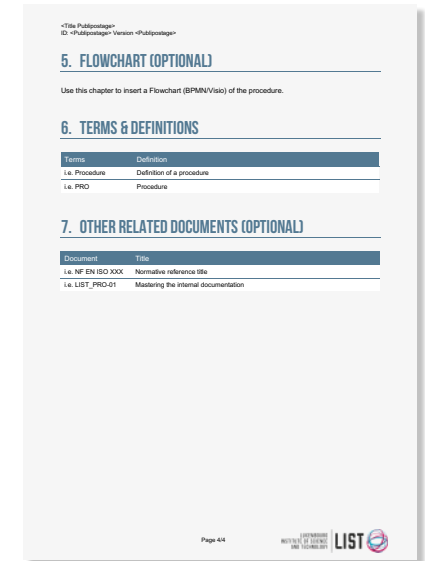
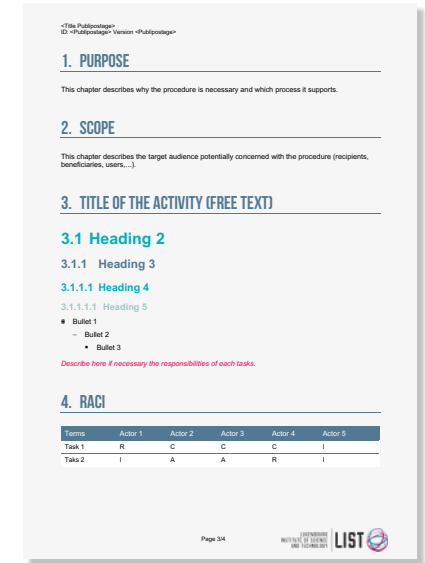
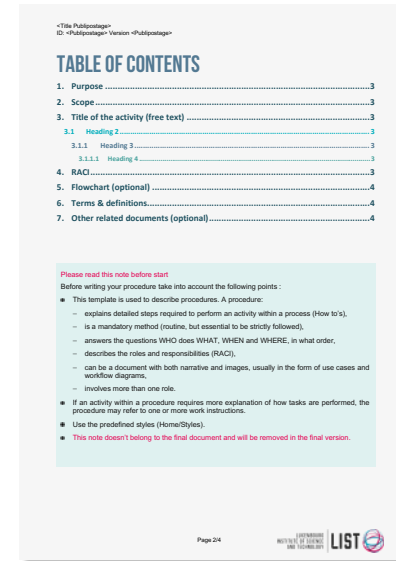
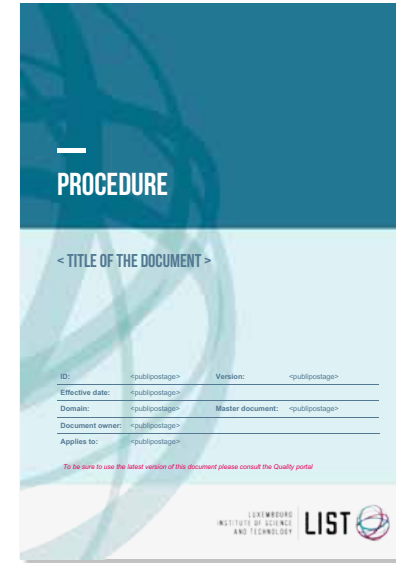
WORD

- Standard document template
- procedure template

standard document template



procedure template



DOCUMENT TEMPLATES

COVER PAGE EXAMPLE

Author Name
Position title
Other contact information

—
Date



section head



POWERPOINT

Here are some examples of slide designs

MASTER LAYOUT OPTIONS

introduction

Click to insert source



table of contents

- 01 this is a section title text placeholder and text is lower-cased Arial Bold
- 02 keep titles short but with enough info for readers to skim and understand the structure
- 03 this is a section title text placeholder and text is lower-cased Arial Bold
- 04 these text fields are on a master so you can have up to four sections



TABLE

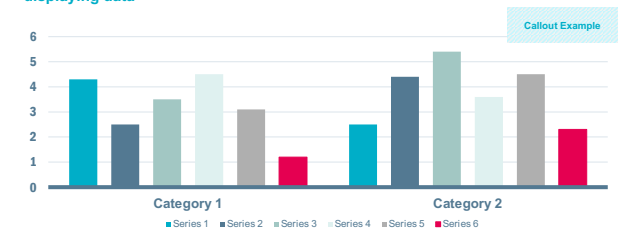
displaying data

| table header | table header | table header |
|------------------------------------------------------------|------------------------------------------------------------|------------------------------------------------------------|
| This is a text block where you can tab across and add copy | This is a text block where you can tab across and add copy | This is a text block where you can tab across and add copy |
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COLUMN CHART (MULTI-CATEGORY)

displaying data



CORPORATE PRESENTATION

PPT SLIDE SHOW

Corporate slide set prepared and made available to all LIST collaborators (extract)

OUR 6 SITES

- 1 LIST Belval (Headquarters)
- 2 LIST Maison des Matériaux
- 3 LIST Belvaux
- 4 LIST Foetz
- 5 LIST Hautcharage 1 (Labs)
- 6 LIST Hautcharage 2 (Offices)

Luxembourg

DE

BE

FR

LIST

26

OUR VALUES

1. Focus on people
2. Excellence in all we do
3. Passion for impact
4. Commitment to our stakeholders
5. Responsible and independent research
6. Sustainable by design

LIST

R&D PROJECTS IN PROGRESS IN 2021

- 106 national competitive projects
- 49 transnational European projects
- 170 collaborative projects & partnerships
- 1 international competitive project
- 7,49% of income from services
- Σ 432 total of R&D projects & contracts

LIST

COMMUNICATION CAMPAIGN

"EXCELLENCE FOR IMPACT"

EVENTS

- Rollups (850 or 1000 x 2100 mm)
- "Expolink" System (2000 x 2000mm)

Expolink



Rollups



COMMUNICATION CAMPAIGN

ADVERTISEMENTS

For advertisements, a large, good quality photo illustrating the field or theme should be preferred.

The slogan (in BEBAS Neue) should preferably be placed between 2 "hyphens", as illustrated opposite, placed at the top left of the page.

A "punchline" specifying the theme can be added between the 2nd dash and the URL, as shown opposite.

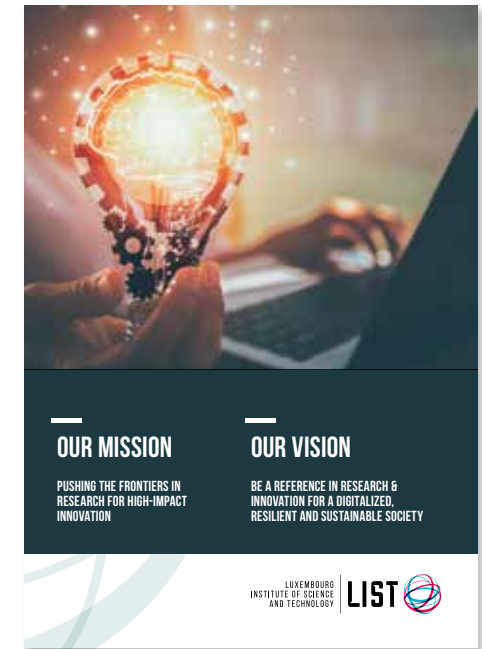
However, if the superimposed text is more readable on the bottom left of the page, depending on the image chosen, this option can also be used (see example on next page). The common rule is to favour the legibility of the text and avoid hiding the most interesting part of the photo.

The logo should preferably be placed at the bottom right of the page, in the footer, on a white background. In the footer, there is also a piece of the LIST sphere in a tone-on-tone green-grey.

Advertisement



Advertisement "Mission / Vision"



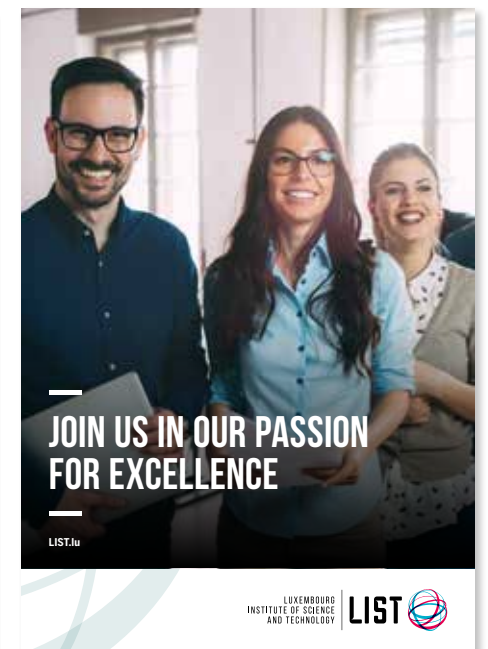
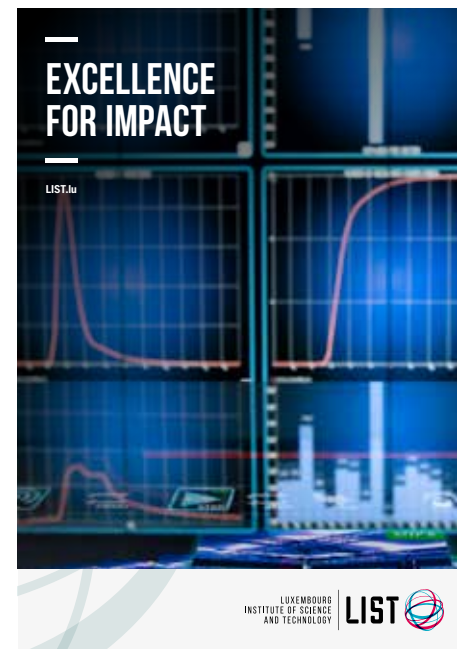
Advertisement with punchline



COMMUNICATION CAMPAIGN

ADVERTISEMENTS FOR SPECIFIC DOMAINS / TOPICS

Examples of application

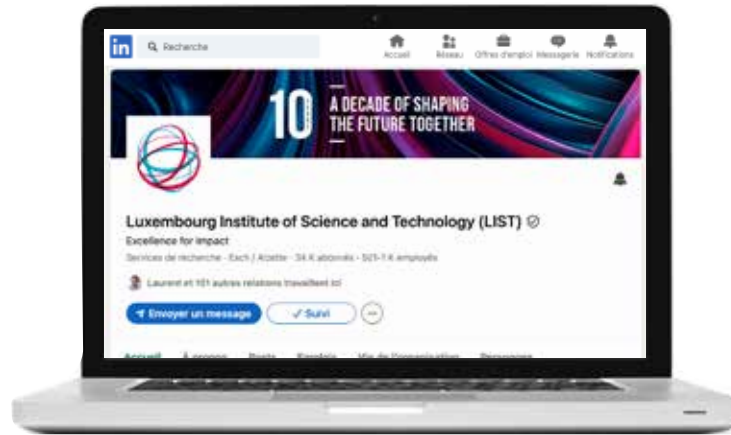
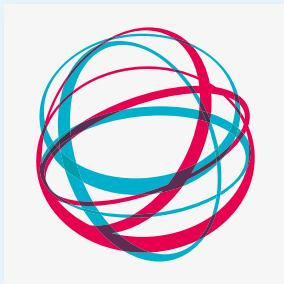


SOCIAL MEDIA

"CORPORATE" PAGES

- LinkedIn
- YouTube
- Twitter
- Facebook
- Instagram

Profile picture



SIGNAGE



VEHICLES

Body colour preferably white or light grey metallic



SIGNAGE

BUILDINGS

- Belval (Maison de l'Innovation)
- Belval (Maison des matériaux)
- Belvaux
- Foetz
- Hautcharage 1
- Hautcharage 2 (ESTRA)



ANNEX



LUXEMBOURG
INSTITUTE OF SCIENCE
AND TECHNOLOGY



COLOURS

LIST RGB COLOR THEME

MS office : Powerpoint, Excel, Word

| | | | | | | | | | | |
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|  |  |  |  |  |  |  |  |  |  |  |
| R=242 G=242 B=242 | R=232 G=231 B=231 | R=191 G=227 B=240 | R=219 G=228 B=235 | R=202 G=248 B=254 | R=255 G=199 B=219 | R=236 G=244 B=243 | R=191 G=227 B=225 | R=239 G=239 B=239 | R=230 G=204 B=223 | R=208 G=224 B=234 |
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| R=217 G=217 B=217 | R=198 G=195 B=195 | R=133 G=202 B=226 | R=183 G=202 B=214 | R=156 G=242 B=253 | R=255 G=143 B=182 | R=218 G=233 B=231 | R=142 G=206 B=202 | R=223 G=223 B=223 | R=205 G=152 B=191 | R=161 G=192 B=212 |
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| R=191 G=191 B=191 | R=140 G=134 B=134 | R=46 G=155 B=193 | R=148 G=175 B=194 | R=121 G=237 B=252 | R=255 G=86 B=146 | R=199 G=221 B=220 | R=71 G=161 B=156 | R=207 G=207 B=207 | R=181 G=101 B=159 | R=115 G=161 B=191 |
|  |  |  |  |  |  |  |  |  |  |  |
| R=166 G=166 B=166 | R=80 G=76 B=76 | R=23 G=77 B=97 | R=62 G=91 B=109 | R=56 G=128 B=139 | R=172 G=0 B=61 | R=106 G=165 B=160 | R=35 G=81 B=78 | R=131 G=131 B=131 | R=65 G=31 B=56 | R=40 G=68 B=87 |
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| R=127 G=127 B=127 | R=44 G=42 B=42 | R=9 G=31 B=39 | R=41 G=60 B=73 | R=35 G=86 B=93 | R=114 G=0 B=40 | R=68 G=113 B=109 | R=14 G=32 B=31 | R=87 G=87 B=87 | R=44 G=21 B=38 | R=26 G=46 B=58 |