

BRAND GUIDELINES · VERSION 1

BioInnovation Greece Brand Guidelines

Reference for the visual identity of BioInnovation Greece (BiG) and its programs.

HANDBOOK

Branding Identity and Palette, v1

PRIMARY COLOR

☐ Polynesian Blue #174D88

TYPEFACES

Arial · Lato · Source Sans 3

LAST UPDATED

October 2026

1. Purpose

These guidelines explain how the BioInnovation Greece identity is applied, from the logo and colors to social media posts and templates. Use them whenever you prepare material that carries the BiG name. Where the handbook is silent, this site gives recommended defaults and says so.

2. Contents



FOUNDATIONS

Logo & Symbol

Versions, clear space, misuse and co-branding.



FOUNDATIONS

Color

The palette and contrast ratios.

Aa

Arial
Lato
Source
Sans 3

FOUNDATIONS

Typography

Typefaces, type scale and interface elements.

BioInnovation Greece

BiG · BioSTART · BiG Forum

FOUNDATIONS

Naming & Language

How names are written, and Greek-language use.



COMMUNICATION

Social Media

Guidelines for writing and posting, with templates.

**BioInnovation
Greece Forum
2026**

PROGRAMS

BiG Forum

Forum logos, the open symbol and key visual.

A banner featuring the BioSTART logo. The word 'Bio' is in blue and 'START' is in red. The background is a gradient of blue and red with abstract geometric shapes.

BioSTART

PROGRAMS

BioSTART

Logo, colors, key visual and endorsement line.

ZIP

PPTX

DOCX

PDF

FILES

Templates & Files

Logo kit, templates, email signature and letterhead.

3. Core rules

1

Logo

Polynesian Blue, black or white only. Never recolor, stretch or add effects.

2

Symbol

Use the filled symbol. The open symbol is reserved for the Forum.

3

Color

Polynesian Blue `#174D88` leads. Other colors support it.

4 Typeface

Arial first. One typeface per design.

5 Names

Write them as shown, in Latin script. No Greeklish.

6 Programs

BioSTART always carries “by BioInnovation Greece”.

Questions, or files that are not listed: help@bioinnovation.gr

Logo & Symbol

The BioInnovation Greece mark pairs the “big” symbol with the wordmark. It comes in three color treatments only: primary blue, black or white.

1. Primary lockup



On light · Primary blue (default)



On Polynesian Blue · White



On dark and imagery · White



One-color print · Black

2. The symbol

The symbol carries the brand where space is tight: favicons, social avatars, app icons and badges. It is cut out of the circle, so the background shows through the letters. Always use the filled symbol. The open, outlined version of the symbol is reserved for the Forum and is never used elsewhere.



Blue · on light



Blue · on Mist



White · on Polynesian Blue



White · on black



Black · one-color print

3. Clear space & minimum size

Keep other graphics, text and edges away from the mark. As a working rule, leave clear space equal to half the height of the symbol on every side.



Symbol · 24 px on screen, 8 mm in print.

Full lockup · 120 px wide on screen, 25 mm in print.

4. What never to do

The mark is fixed artwork. Use the supplied files, not a redrawn copy.



Don't stretch or squash it.



Don't recolor it. Blue, black or white only.



Don't add shadows, glows or outlines.



Don't place the blue mark on busy or low-contrast backgrounds. Reverse it to white.



Don't use the open, outlined symbol. It is reserved for the [Forum](#). Everywhere else, use the filled symbol.



Never combine the outlined symbol with the BiInnovation Greece text. The only exception is the official Forum logos.

The handbook does not cover co-branding. The rules below are recommended defaults and should be confirmed before large print runs.

5. Principles

- **Equal footing.** Size the logos so they look the same height optically. A partner logo is never smaller than the BiG logo unless the partner has agreed to it.
- **Clear space.** Keep at least half the height of the BiG symbol between logos, and between each logo and the edge of the group.
- **One treatment.** On a dark or colored background, use the white version of every logo. On white, use the full-color or black versions. Do not mix.
- **Unaltered logos.** Never redraw, recolor, crop or add effects to a partner logo.

6. Layouts



Side by side · Divided by a thin vertical rule. Order follows who hosts: the host first.



Stacked with a label · For narrow formats. Set the label in Arial regular, 12 to 14 pt.



Partner logo

(white)

On Polynesian Blue · All logos in white.

Supported by

Partner

Partner

Partner

Partner

Partner band · For several partners, use one row at the bottom of the page, equal heights, on a white or one-color strip.

7. Programs

- **BioSTART.** Always carries “by BiInnovation Greece”. Partners appear in a separate band, never inside the endorsement line.
- **BiG Forum.** Partners and sponsors appear in the partner band, in white on the key visual.

8. Mistakes to avoid

Unequal size. One logo much larger than the others.

Mixed colors. A full-color partner logo next to a white BiG logo.

Crowding. Logos closer together than the clear space.

Color

One primary color, three supporting blues and three accents. Click any swatch to copy its hex value.

1. Primary · Polynesian Blue

The brand color. It carries the logo, primary actions, links and key data points.

2. Supporting blues

Surfaces, headings and highlights that sit alongside the primary.

3. Accents

Use sparingly, for emphasis and data, not as large fills or body text.

4. Logo colors

The logo is only ever Polynesian Blue, black or white.

5. Usage & contrast

Ratios below are computed from the palette against WCAG 2.1. Body text needs 4.5 : 1 or better.

8.6 : 1

White on Polynesian Blue · AAA

10.7 : 1

White on Deep Blue · AAA

6.7 : 1

Polynesian Blue on Mist · AA

4.7 : 1

Sky Blue on Deep Blue · AA

6.7 : 1

White on Brick Red · AA

6.2 : 1

Black on Ochre · AA

7.8 : 1

Deep Blue on Pale Lime · AAA

8.6 : 1

Polynesian Blue on white · AAA

Avoid: white text on Sky Blue (2.3 : 1) or white text on Ochre (3.4 : 1). Use Deep Blue or black text on those fills.

Typography

Arial is the primary typeface. Lato is the secondary and Source Sans 3 the alternative, for consistent branding across platforms.

1. Typefaces

PRIMARY

Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

SECONDARY

Aa

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ALTERNATIVE

Aa

Source Sans 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

2. Type scale

The handbook defines four heading levels. These sizes are a recommended web starting point.

Heading 1 · 44

Where biotech meets Greece

Heading 2 · 32

Building the Greek bioeconomy

Heading 3 · 24

Forum 2025

Heading 4 · 18

Connecting founders, science and capital

Body · 16

Body text is set in Arial at 16 px with a line height of 1.6. Keep line length near 60 to 70 characters and use Deep Blue or near-black ink for contrast.

3. CSS stack

```
font-family: Arial, "Helvetica Neue", Helvetica, sans-serif; /* primary */
font-family: Lato, Arial, sans-serif; /* secondary */
font-family: "Source Sans 3", Arial, sans-serif; /* alternative */
```

4. Interface elements

For web pages, forms and dashboards.

Buttons

Primary

Secondary

Primary on dark

Secondary on dark

Badges

Member

Forum 2025

New

Pending

Closed

Inputs

Full name

Organization

Stats

00

Placeholder metric

00

Placeholder metric

00

Placeholder metric

Cards & callouts

Card title

Cards sit on white with a one-pixel Mist-gray border and a 10 px radius.

Callout. A Polynesian Blue rule on a pale surface for notes and guidance.

Naming & Language

How the organization and its programs are written in text, the standard description, and use in Greek-language material.

Name forms and writing conventions on this page are recommended, based on how the names appear in the logos and on bioinnovation.gr. They are not part of the handbook.

1. Names

USE	WRITE	DO NOT WRITE
Organization	BioInnovation Greece	Bioinnovation Greece, Bio-Innovation Greece, BIG
Short form	BiG, after the full name has appeared once	BIG, Big
Legal name	BioInnovation Greece A.M.K.E. (Non-profit Civil Partnership)	Use only in contracts, legal footers and official letters
Annual forum	BioInnovation Greece Forum 2026, or BiG Forum 2026	The Big Forum
Competition	BioSTART	Biostart, BioStart, BIOSTART
Endorsement line	by BioInnovation Greece	by BiG, in BioSTART material

2. Standard description

Use this text for press releases, partner decks, event pages and social media profiles. It is taken from the Mission page of bioinnovation.gr. Have changes approved before reusing a different wording.

Short

BiInnovation Greece (BiG) is a non-profit organization dedicated to promoting and advancing the biotechnology ecosystem in Greece.

Long

BiInnovation Greece (BiG) is a non-profit organization dedicated to promoting and advancing the biotechnology ecosystem in Greece. Its primary mission is to foster innovation and development in the biotech and life sciences sectors by facilitating collaboration between academia, industry, and government. By supporting research, startups, and technology transfer, BiInnovation Greece aims to position Greece as a global leader in biotechnology.

Tagline

The Biotech Ecosystem Catalyst

3. Writing conventions

- **American English.** bioinnovation.gr uses American spelling, for example “program” and “organization”. Follow it in English-language material.
- **Dates.** Write the month first and spell it out, as on the main site: October 1–4, 2026.
- **Capitalization.** Capitalize names exactly as in the table above, including in headlines. Do not set names in all capitals for emphasis.
- **Tone.** Plain, factual and specific. State what the organization does and for whom.

4. Greek-language material

- **No Greeklish.** Do not write Greek in Latin letters, for example “Texnopolis”. Use Greek letters with accents, or the standard English form of the name (“Technopolis”).
- **Typefaces.** Arial, Lato and Source Sans 3 all include Greek letters, so the approved typefaces apply unchanged.

- **Logo.** Use the same logo files in Greek-language material. The logo is not translated.
- **Names.** Keep BioInnovation Greece, BiG, BioSTART and BiG Forum in Latin script. The handbook does not define a Greek form of the organization's name. Until one is approved, do not create one.

Social Media

How to write, design and publish posts for BioInnovation Greece on LinkedIn and Instagram, with the profile images and templates to use.

Sections 1 to 7 apply to everyone who posts for the organization. Guidance beyond the handbook is recommended.

1. One post, one message

Before opening a design tool, answer three questions in one sentence each. If you cannot, the post is not ready.

1. **What is it?** The single thing the post is about.
2. **When and where?** The date, time and place, if there is an event.
3. **What should the reader do?** One action only: register, read, apply or share. Add one link.
 - Put the message in the headline of the image, in 10 words or fewer.
 - Put the same key facts in the caption as text. Do not rely on the image alone.
 - Do not combine several announcements in one post. Publish each separately.
 - Put the most important point in the first line of the caption. Platforms cut long captions after a few lines.

2. Language and names

- **No Greeklish.** Do not write Greek in Latin letters. Write Greek in Greek letters, with accents, or write the standard English form of the name.
- **One language per post.** For a bilingual audience, publish two posts or put the English text first and the Greek text after it. Do not alternate within a sentence.
- **Names exactly as written.** Use the forms on the [Naming & Language](#) page. Check the spelling of every person, company and place against their own website.
- **Hashtags.** Use three to five, at the end of the caption. Capitalize each word (#BiGForum2026) so screen readers can read them. Use the English spelling, never Greeklish.

- **Emoji.** Rarely, and never in place of a word.

DO NOT WRITE	WRITE
Texnopolis	Technopolis (Technopolis City of Athens)
Athina	Athens, or Αθήνα in Greek text
Ellada	Greece, or Ελλάδα in Greek text
#Texnopolis	#Technopolis

3. Design basics

RULE	WHAT TO DO
Typeface	One family, Arial, in every design. Use regular and bold only. Never mix several fonts, and never use decorative or handwritten fonts.
Text size	On a 1080 px wide image, headlines at 80 px or larger and no text smaller than 36 px. At that size text is about 13 px on a phone. If you have to zoom to read it, it is too small. If it does not fit, cut words, do not shrink the text.
Amount of text	A headline, one or two short lines of detail and one action. Move everything else to the caption.
Contrast	White text on Polynesian Blue or Deep Blue. Deep Blue or black text on light colors. Never place text directly over a detailed photograph.
Margins	At least 80 px from every edge. For stories, keep text 250 px away from the top and bottom.
Colors	Only colors from the palette . Blue leads and the other colors are small accents.

RULE	WHAT TO DO
Logo	Use the supplied templates and logo files. Do not stretch, recolor, crop or add effects. See Logo & Symbol .

4. Images

- **Real photographs.** Use real people, laboratories, events and places connected to the organization, not generic stock images of molecules or glowing networks.
- **Quality.** At least 1080 px on the short side. Do not enlarge small or blurry images.
- **Permission.** Do not publish photographs of identifiable people without their permission. Credit photographers.
- **Alt text.** Describe every image that carries meaning, in one sentence.

5. Example

The same event, posted two ways. The weak post is invented to show common mistakes.

Texnopolis 1-4 Oct!!!

BIG forum, come all and learn

Speakers from many countries will talk about biotech, investment and the future of Greece. More details will be posted soon on our page so stay tuned and follow us for updates.

Avoid · Greeklish, three typefaces, text too small to read, no clear action, no logo.

BiG Forum 2026

October 1–4 · Technopolis City of Athens

Register at forum.bioinnovation.gr

Better · One message, one typeface, large text, the date and place, one action, the logo in its place.

6. Accounts and approval

- **Check before publishing.** A second person checks names, dates, links and spelling. Spelling mistakes in names are the most common error.
- **Only confirmed information.** Do not announce speakers, partners, dates or numbers until they are confirmed.
- **Organization accounts.** Post from the organization's accounts, not from personal accounts. Keep passwords out of chats and email, and turn on two-factor authentication.
- **Replies.** Answer questions and comments within one working day, politely and factually. Do not argue in public. Pass sensitive messages to the board.
- **Mistakes.** If a published post has a mistake, correct it quickly. If the facts were wrong, say so in the correction.

7. Checklist before you publish

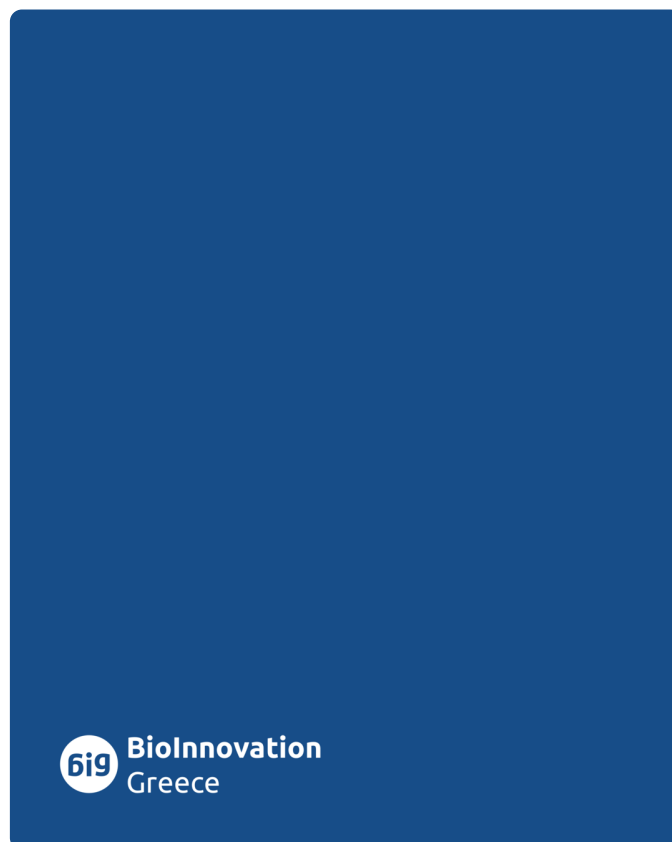
- ☐ The post has one message and one action.
- ☐ All text is in correct English or Greek, with no Greeklish.
- ☐ Names, dates, times and places are checked.
- ☐ One typeface, nothing smaller than 36 px on a 1080 px image.
- ☐ Text is easy to read against its background.
- ☐ The logo is from the templates and is unaltered.
- ☐ Photographs are sharp, permitted and have alt text.
- ☐ The caption has the key point first, one link and three to five hashtags.
- ☐ A second person has looked at it.

8. Profile images and templates

Both platforms crop the profile image to a circle. Use the blue avatar on both so the accounts are recognized as one organization. Each post template carries the logo at the bottom left, leaving the rest free for the headline.



Profile image · 1080 × 1080



Portrait post · 1080 × 1350



Story · 1080 × 1920



LinkedIn banner · 1584 × 396

ASSET	SIZE	NOTES
Profile image	400 × 400	The avatar. Shown as a circle in feeds.
LinkedIn banner	1584 × 396	Keep the logo centered and text out of the outer 15 percent of each side.

ASSET	SIZE	NOTES
Feed post	1080 × 1350 (4:5) or 1080 × 1080	Portrait is the default. Use square for short statements.
Story	1080 × 1920 (9:16)	Keep text 250 px away from the top and bottom.
Link preview	1200 × 627	Blue background, white logo, one short headline.

Platform sizes change from time to time. Check the platform help pages before a major campaign.



Profile image

1080 × 1080

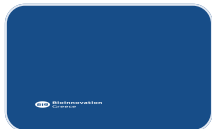
PNG



LinkedIn banner

1584 × 396

PNG



Portrait post

1080 × 1350

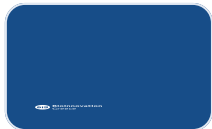
PNG



Square post

1080 × 1080

PNG



Story

1080 × 1920

PNG



All versions

White versions and program templates

ZIP

PROGRAMS

BiG Forum

The BioInnovation Greece Forum has its own logos. They use the open, outlined symbol, which is reserved for the Forum, and a purple edition number that changes each year.



Key visual · Blueprint background with the white stacked logo

1. Logos

Each logo pairs the open symbol with “forum” in bold and the edition number in purple. Use the artwork as supplied and never retype it.



Horizontal · Blue, on light



BioInnovation
Greece forum
2026

Stacked · Blue, on light



BioInnovation
Greece forum
2026

Stacked · White, on Polynesian Blue



BioInnovation
Greece *forum* 26

Stacked, short form · White with “26”

2. The open symbol

Reserved for the Forum. The open, outlined symbol appears only in the Forum logos. All other BiG material uses the filled symbol.

Never pair the open symbol with the standard BioInnovation Greece wordmark, and never use the Forum logos without the edition number.

3. Color



Forum Purple was sampled from the supplied artwork. Confirm the exact value with the design source.

Contrast. Purple on white is 4.5 : 1, enough for large display text. Purple on Polynesian Blue is only 1.9 : 1, so keep the edition number large and never set body text in purple.

4. Key visual

A blueprint of interlocking gears and circles, in fine pale lines on Polynesian Blue with a soft purple glow at the centre. It is used full bleed, with the white stacked logo on top and nothing else crowding the centre.



5. Downloads

The logos are PNG files. Vector versions are held in the Forum source files.



Horizontal · Blue

Transparent PNG

PNG



Stacked · Blue

Transparent PNG

PNG



Stacked · White

Transparent PNG

PNG



Stacked short form · White
Transparent PNG

PNG



Key visual background
2000 × 1333, WebP

WEBP

BioSTART

BioSTART is the competition program of BioInnovation Greece. It has its own wordmark and a blue-to-red key visual, and it always carries the BioInnovation Greece endorsement.

KEY VISUAL · 2025 EDITION

How the cover is built

1. **Gradient.** Polynesian Blue at the top left, running into Brick Red at the right and bottom, with a dark red corner.
2. **Facets.** Soft translucent triangles in the lower half, white at low opacity.
3. **Ribbon.** A white band, fading to clear on the right, carries the full-color BioSTART logo about 13 percent from the top.
4. **Title.** White Arial: year and name in bold, the descriptor in regular, left-aligned.
5. **Endorsement.** “by” and the white BioInnovation Greece logo, directly under the title.
6. **Call to action.** A QR code with “BioSTART Competition” sits at the bottom right.

Placeholder only. Use the real QR code from the competition team.

1. Logo

The BioSTART wordmark is two colors: “Bio” in Polynesian Blue and “START” in Brick Red. Both come from the BiG palette. On dark or gradient backgrounds it is all white.

The image shows the BioSTART wordmark logo. The word "Bio" is in a dark blue color (Polynesian Blue) and "START" is in a dark red color (Brick Red). The font is a bold, sans-serif typeface. The logo is centered within a white rectangular box with rounded corners.

On white or the ribbon · Full color (default)



BioSTART

On Polynesian Blue · White



BioSTART

On Mist · Full color



BioSTART

On the key visual gradient · White

Set the logo with clear space of at least the height of the letter “B” on every side, and at no less than 120 px wide on screen. Use the supplied files; never retype the wordmark.

2. Color



Key visual gradient, from top left to bottom right:

```
linear-gradient(160deg, #174D88 0%, #245089 38%, #6A5379 62%, #A33630 85%, #6B1411 100%)
```

Keep text in the blue half. White on Polynesian Blue is 8.6 : 1 and on Brick Red 6.7 : 1, but the purple mid-tones in between are weaker. Place long text over the blue area or on a solid panel.

3. Endorsement by BioInnovation Greece

BioSTART is always presented as “by BioInnovation Greece”. Set the word “by” in white Arial regular, followed by the white BiG logo at about 30 percent of the page width on a cover, and keep the pair on one line.

by  **BioInnovation**
Greece

Correct · White on the gradient

by  **BioInnovation**
Greece



Don't switch to the blue logo on the key visual; it loses contrast.

4. Typography

Titles use Arial, the primary BiG typeface. The year and program name are bold; the descriptor (“Competition”) is regular, at the same size.

2025 BioSTART Competition

5. Do and don't

Do

Use the full-color logo on white and the white logo on blue or the gradient. Keep the ribbon, title and endorsement left-aligned on one margin. Leave generous empty space in the gradient.

Don't

Recolor “Bio” or “START”. Put the color logo on the red area or on photographs. Add outlines or shadows. Use BioSTART without the BioInnovation Greece endorsement on program material.

6. Templates

Each template has the ribbon with the logo and the “by BioInnovation Greece” endorsement in place. Add the title, photo or QR code on top.



Portrait post · 1080 × 1350



Story · 1080 × 1920



Square post · 1080 × 1080



LinkedIn banner · 1584 × 396

7. Downloads



Cover template

1448 × 2000, A4 portrait

PNG



Portrait post

1080 × 1350

PNG



Square post

1080 × 1080

PNG



Story

1080 × 1920

PNG



LinkedIn banner

1584 × 396

PNG



Key visual background

1448 × 2000, no logo

PNG



Logo · Full color

2400 px wide

PNG



Logo · White

2400 px wide

PNG

The logo consists of the word "BioSTART" in a sans-serif font. "Bio" is in blue and "START" is in red.

Logo · Full color
Vector

SVG

The logo consists of the word "BioSTART" in a sans-serif font, all in white.

Logo · White
Vector

SVG

Templates & Files

Logos, templates, the email signature and the letterhead. Use the files as supplied.

1. Complete kits

Everything in one file. Each kit contains a README with the core usage rules.



Logo kit

BiG, Forum, BioSTART and social media files

[ZIP](#)

Templates

PowerPoint decks and Word letterhead

[ZIP](#)

Guidelines

All pages as one PDF

[PDF](#)

2. Logos

Vector files. PNG versions are in the logo kit.

Full logo



BioInnovation Greece · Blue

Default, on light

[SVG](#)



BiolInnovation Greece · White

On blue, dark or imagery

SVG



BiolInnovation Greece · Black

One-color print

SVG

Symbol



Symbol · Blue

Avatars, favicons

SVG



Symbol · White

On blue or dark

SVG



Symbol · Black

One-color print

SVG

3. PowerPoint templates

16:9 decks with seven layouts each: title, section divider, title and content, two columns, key numbers, statement and closing. Colors and fonts are set in the theme, so they update everywhere at once. The **.potx** files open as new presentations in PowerPoint with the layouts available under New Slide. The same decks as **.pptx** files, for importing into Google Slides (File → Import slides), are in the Templates ZIP.



BiolInnovation Greece

Main brand template

POTX



BiG Forum

Blueprint key visual

POTX



BioSTART

Gradient key visual with endorsement

POTX

4. Design tokens

A stylesheet of CSS custom properties for the palette and font stacks.

bioinnovation-tokens.css

Palette and fonts as CSS variables

CSS

Layouts on this page are recommended defaults. The handbook does not define stationery.

5. Email signature

Use one signature for everyone: name and title, the logo, then contact details. Do not add quotes, extra images, social icons or colored text.

Full Name

Job title



BioInnovation
Greece

name@bioinnovation.gr · bioinnovation.gr

Preview · Replace the name, title and address.

How to use

1. Select **Copy HTML** and paste the code into your email client's signature settings if it accepts HTML. Gmail does not, so use the next step.
2. For Gmail and most clients: select the preview above, copy it, and paste it into the signature box, then edit the name, title and address.
3. Send a test message to yourself and check it on a phone.

```
<table cellpadding="0" cellspacing="0" border="0" style="font-family:Arial,Helvetica,sans
  <tr><td style="padding-bottom:10px;"><strong style="font-size:15px;color:#23405E;">Full
  <tr><td style="padding-bottom:10px;">name@bioinnovation.gr &nbsp;·&nbsp;<a href
</table>
```

The logo loads from brand.bioinnovation.gr. Some clients block remote images until the recipient allows them, so the signature stays readable without the logo.

6. Letterhead

An A4 Word template for letters and official documents. It has the logo in the header, a footer with the organization name and contact details, and Arial 11 pt body text.



Letterhead

A4 · Word

DOCX

Layout

ELEMENT	SPECIFICATION
Page	A4, margins 2.5 cm
Header	Blue logo, 5.5 cm wide, left-aligned
Body	Arial 11 pt, single line spacing, 6 pt after paragraphs, color near-black

ELEMENT	SPECIFICATION
Footer	Arial 8 pt, gray: BioInnovation Greece A.M.K.E. · bioinnovation.gr · help@bioinnovation.gr

Add the registered address to the footer if the document needs it. It is not included because it is not defined in the guidelines.