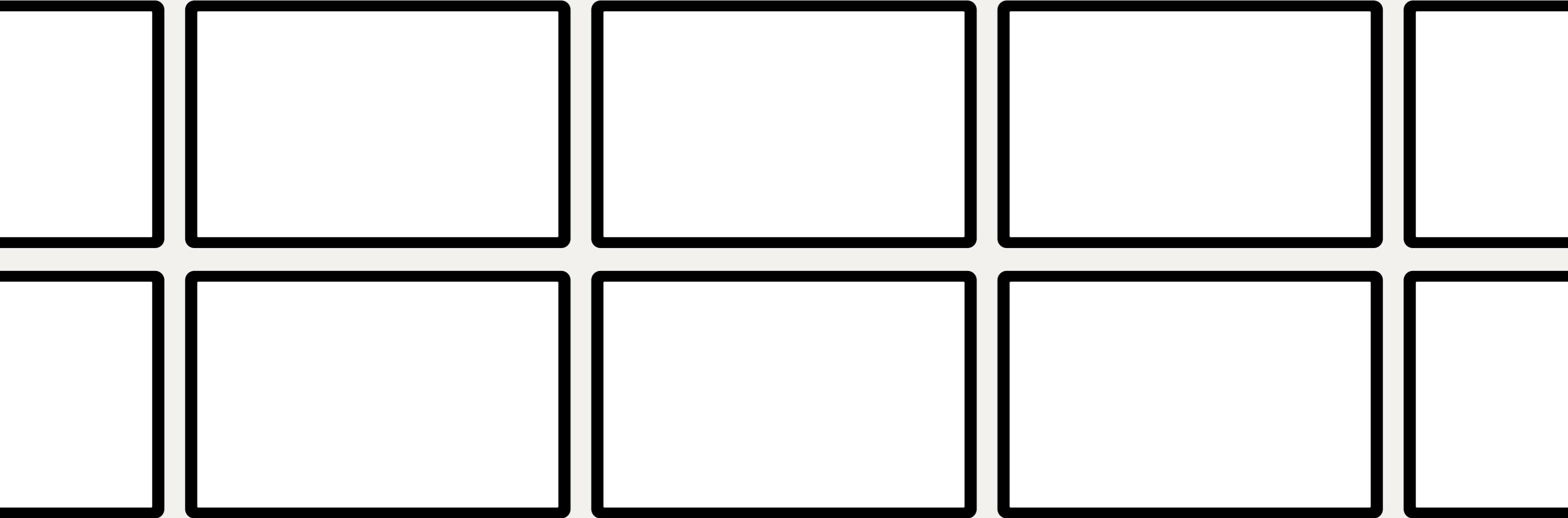


Design Gestures

DeSci

A quick look at the landscape



The scientific community..

Text...

A quick look at you.

Logo
Your logo feels scientific
but says nothing about your
purpose.

Colour
Your dark tones suggest
a closed, opaque,
organisation, not an open
transparent one. They
don't have a positive and
hopeful vibe

Imagery
Science fiction is exactly that.
Fiction. DeSci's purpose is to
power the pursuit of scientific
progress. Using this style
imagery diminishes your
credibility.

Typography
Headlines are tightly kerned
making reading good words,
hard work. It looks and feels
like a template.

Science is complex. The DeSci process is complex.
Your website is complex. **We need to simplify.**
Clearly tell the story of how you intend to change
the status quo.

How should we look?

How we look is a reflection of our positioning

Open | Accessible | FAIR | Intelligent | Clear | Altruistic | Collaborative | Community | Trustworthy

The three key ingredients of a great brand identity.
Simple, distinctive and appropriate.

Simple

Simple so everyone can easily 'get it'. This makes it instantly recognisable at a glance.

'Simplicity is the ultimate sophistication'.

Leonardo DaVinci

Distinctive

Distinctive so it's memorable. Make your idea a hook. A brain harpoon. That gets stuck in people's heads. Like a song, a theme tune, or well known saying.

Appropriate

Appropriate to your 'audience'. Will your ideas resonate with them enough, for them follow you? Get this right and you'll have brand advocates for life.

The four foundational elements of an identity.

At this stage, let's just consider these. Because when you get these right, you're halfway there!

1. Logo

A single mark that represents you.

The job of a brand is to make that logo stand for something. To live its founding principles each day. To stay true to what you believe. And change what you said you would.

Of course a good name and logo helps. But do you think Apple would have made it if they were called Peach?

Yes of course they would have!

2. Colour

Keep it simple.

Associate your brand with a simple and distinctive colour.

This will improve brand recognition and make its implementation feel strong, look consistent and be easy.

3. Imagery

Pictures should make you feel something.

Ensure yours are memorable and inspire and inform your audience of your purpose, mission and vision, whilst reflecting your values.

4. Typography

The words you use are incredibly important. Express your message effectively through typography.

Make good words look good.

Typography that's done well can be powerful, but sadly it's the key component that's often overlooked.

Inspiration



Academic v Scientific

Academia suggests using a serif font.

Easy to read. Publishing. Human.

Scientific suggests a sans serif font.

Exact. Precise. Clinical.

Use both to distinguish between De and Sci ?

Typography

How do we write our name?

Desci

U/lc

De Sci

U/lc space

desci

lowercase

DESCI

CAPS

DeSci

CamelCase

DeSci

Font weight

DESCI

Colour

DeSci

Font Pairing

DE
SCI

Two lines

de
SCI

Font pairing, weight and colour.

Use to help distinguish between De and Sci.
Makes logo more legible and easier to say.

Font pairing.

Font pairing text and headline fonts. The serif font makes text easier to read and gives an academic 'intelligence' to your words. The sans serif has more practical legible applications eg buttons and so makes the interface more intuitive.

Typography

DeSci
LABS

DeSci
PUBLISHING

DeSci
FOUNDATION

One brand, multiple sub brands

This route retains equity of DeSci, unlike creating a separate brand eg. prepublication.org

Route 1

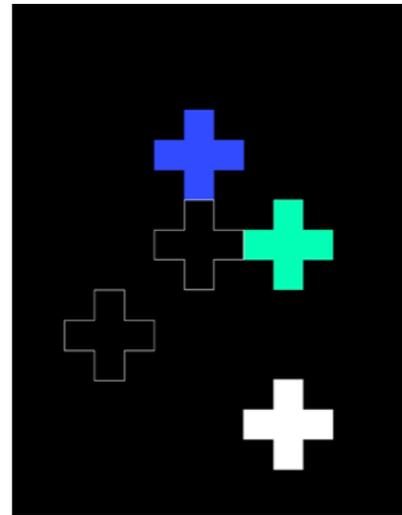
Unlocking open science

Open Science

To unlock freedom, funding and financial security, scientists are also under pressure to play the game; to optimise for acceptance into journals at the expense of an unbiased approach to understanding the world.

We're changing the status quo by unlocking science. Desci is literally opening science.

Inspiration



CEROVSKI

TRUENORTH®

Logo

SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE

SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE

SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE SCIENCE

DESCI

Desci is for scientists by scientists. Our name is written through science like a stick of rock. It's in our DNA. We powering the pursuit of science by unlocking it. Desci is open science.

Icon



The letter C rotates to become a D accompanied with an unlocking action

Route 2

Trust

Rationale

Every bit and byte of data is locked in place on an immutable ledger, preserved in time in its entirety and secure... everything is trackable, timestamped and totally transparent.

Theme

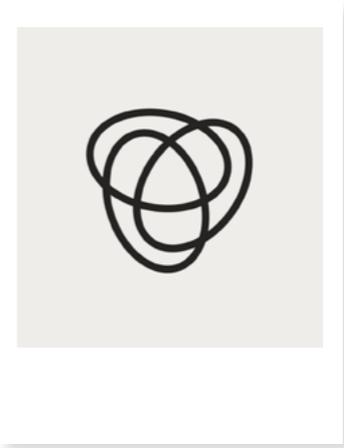
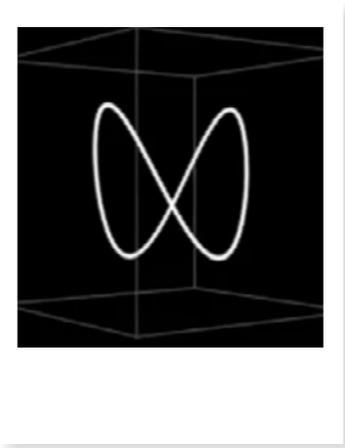
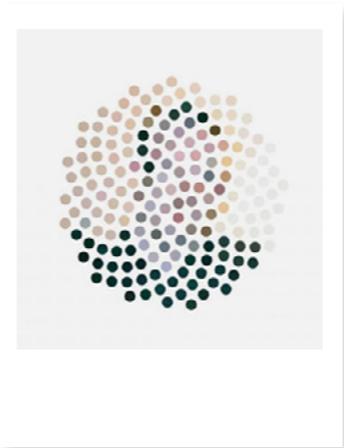
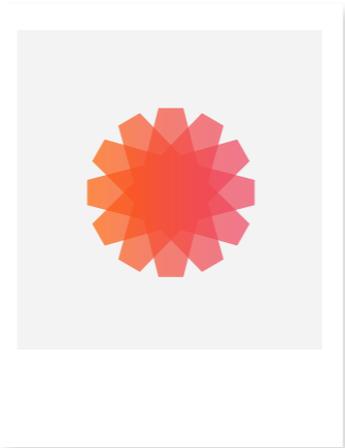
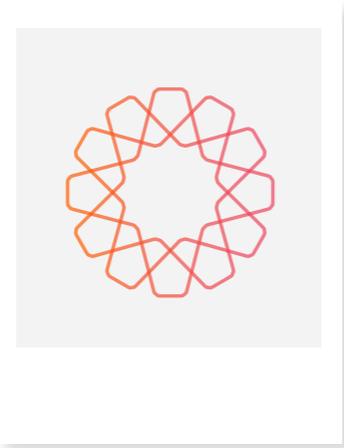
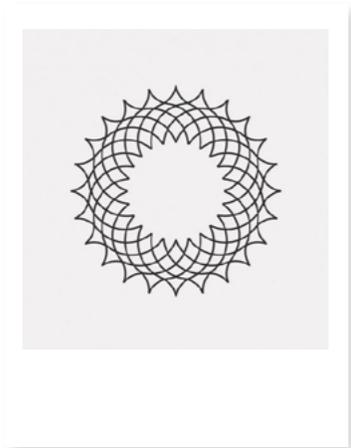
**Trust.
Industry Standard
Safe + Secure.**

Scientists must completely trust DeSci.

Open science is based on trust as the process is collaborative, accessible, interoperable and controlled by no one.

Aim to become the Industry Standard to attain before publishing.
This aligns with the prepublication cover sheet idea.

Inspiration



Logo



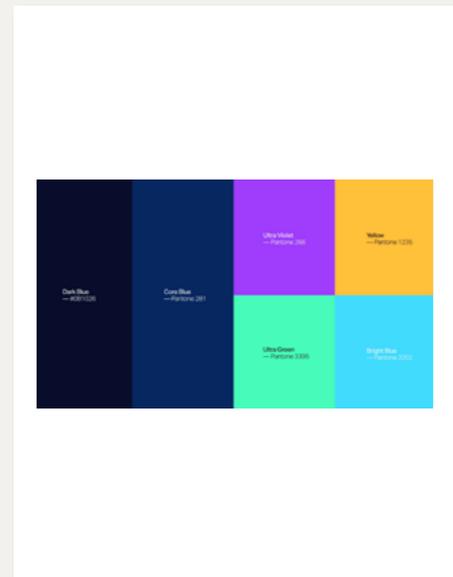
DeSci scientific stamp or seal of best practice based on a sin wave.
An industry standard in open science.

Logo



DeSci scientific stamp or seal of best practice based on a sin wave.
An industry standard in open science.

Colours



Desci covers all sciences

Full spectrum

360°

Full gamut

Colour blends

Gradients

Have a single distinctive core brand colour.

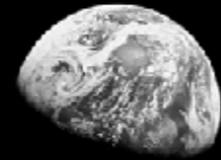
BUT use colour blends as brand colours.



Route 3

The shape/process

What shape is DesCi



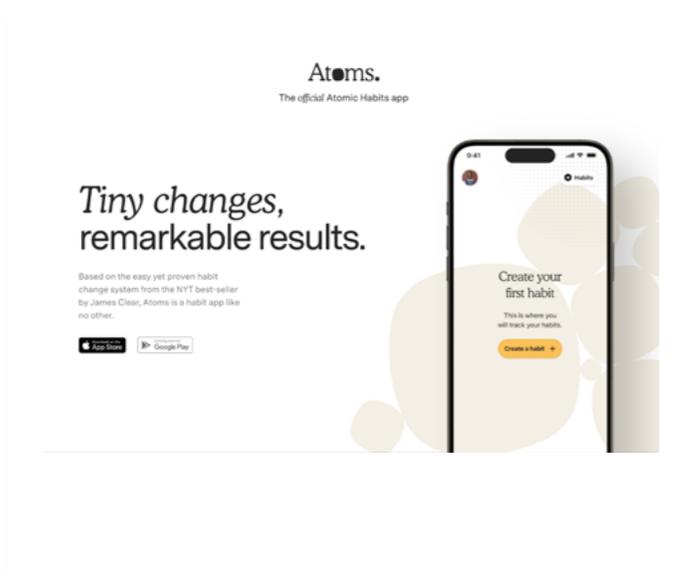
**Science is behind everything we know.
From natural to nuclear.
It's the whole caboodle. Everything.
So is science an ever expanding
circular form?**

Open Science

Describe simply the DeSci journey.
The 'process' will clearly, visually explain the complexity of the process. Creates transparency and trust and the realisation of how awesome the DeSci solution is.

An animation or simple parallax scrolling website eg, <https://atoms.jamesclear.com/> explaining the stages of the process scientific research working.

Inspiration



Atoms app. Simple animation beautifully tells the story using parallax scrolling.
<https://atoms.jamesclear.com/>



Complex but simple.
Open but closed.



Open distinctive shape

