

The Culture Collection of Algae and Protozoa

BRAND GUIDELINES



Brand identity

CCAP Logo

THIS IS THE PRIMARY LOGO FORMAT.

1.



2.



3.



4.



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.



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

SAMPLE OF TEXT
USED IN HEADING

BODY COPY

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

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

Colour palette

Primary colour palette



CCAP DB

C=63 M=53 Y=51 K=50
#2A5883

CCAP BG

C=78 M=7 Y=40 K=0
#27AB66

White

C: 0 M: 0 Y: 0 K: 0
#FFFFFF

Secondary colour palette



Mustard

C=78 M=7 Y=40 K=0
#F3A316

Deep Ocean

C=0 M=91 Y=91 K=0
#1E525E

Photography general



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



NAME
Position

T: (123) 456-7890
M: +1-123-456-7890
E: hello@youremail.com



Culture
Collection
of algae & protozoa

WHAT IS SPECIAL ABOUT CCAP?

No other Biological Resource Centre has CCAP's wide biodiversity with strains supplied as growing cultures.

Our strain holdings include

- 1500 freshwater algae & cyanobacteria
- 1000 marine microalgae, cyanobacteria and seaweeds including polar stations and small, red eucalyptus-algae
- 200 protozoans including ciliates, amoebae and ciliates, many of which are T72E strains
- Selected strains used in microalgal farms
- Algal pathogens infecting commercially valuable algae including T72E cultures

We are building up a database of *Cyanobacteria* genomes.

Our diversity also covers

Geography: strains from every continent

Environment: cultures from rivers, lakes, estuaries, oceans, soil, sea and sewage ponds

Extremophiles: strains from snow, hot springs, acid and sulfur pools, hypersaline waters and salt deposits

HOW CAN I ORDER CCAP'S PRODUCTS AND SERVICES?

Visit our online shop to order algae & protozoa: www.ccap.ac.uk

Contact our team to learn more about our tailored products & services.

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

Culture Collection of Algae & Protozoa
SAMS Ltd Oban, Argyll
PA37 1DA Scotland
United Kingdom



We are funded by



Natural Environment Research Council



Culture Collection of algae & protozoa

www.ccap.ac.uk

PHONE US: +44 (0) 1631 559 268

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/).

We support researchers and businesses across the world with knowledge about the taxonomy and cultivation of algae and protozoa and provide starter cultures and growing media to a wide range of customers.

Some of our cultures go back to the 1920s, when our founder, Professor Ernst Georg Pringsheim (pictured), pioneered algal cultivation techniques in Prague, 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

INDUSTRIAL ALGAL BIOTECHNOLOGY

We can keep
your strains safe
for the future

PATENT & CONFIDENTIAL DEPOSITS

 Culture
Collection
of algae & protozoa

Hosted by  SAMS
Scottish Association
for Marine Science

Contact us at:
ccap@sams.ac.uk

PATENT DEPOSIT

Do you have a strain of algae, cyanobacteria or protozoa with associated intellectual property?

If so, a sample of the biological material on which your patent is based must be held in a depository authority, such as CCAP, under the Budapest Treaty. We keep any deposited strain either in a cultured, continuously growing state or cryopreserved and stored in liquid nitrogen.

Find out more: Twitter: @CCAP_Orhan
Twitter: @CCAP_Orhan

CASE STUDY

CCAP 216/ZA *Scenedesmus dimorphus*

The University of Murcia, Spain deposited this novel green alga *Scenedesmus dimorphus* with CCAP in 2005 as the subject of European patent EP12499299.1. It was found to be a novel human consumption strain and has been used in the production of carbohydrates. The microalgae has been used with great success in the production of carbohydrates, lipids, proteins, pigments, and other products. It is a suitable strain for large-scale cultivation.

CONFIDENTIAL DEPOSIT

Do you have commercially valuable strains that you cannot afford to lose? Depositing your strains with us is an insurance policy should disaster strike your working strains.

Curating nearly 3000 strains on behalf of the UK science community over many decades, we know how to keep your strains safe. We culture them in either a continuously growing state or, if possible, cryopreserve them, whereby they are stored in liquid nitrogen.

CASE STUDY

Algenity's Chlorella Colours

Algenity has developed proprietary strains of *Chlorella vulgaris* with subtle and attractive colours. Providing a rich source of plant based protein these neutral-tasting and nutritious ingredients are helping food and beverage formulators develop a new generation of great-tasting vegan and flexitarian products.

To keep these valuable strains safe, Algenity have deposited samples in CCAP where we store them in liquid nitrogen.

The patent procedure for microalgae is fully explained in one of our recent publications:
Saxena PS et al (2023) Patent depositing of algae strains. Appl Microbiol DOI: 10.1007/978-98-1-762931-7_203-17617A



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

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- Culturing advice
- Taxonomy & molecular sequencing
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- Training
- Contract research & consultancy

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CONTACT US

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KEEP IN TOUCH

Insta: @ccapoban

Twitter: @CCAP_Oban



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