



BRAND X BOOK

SEPTEMBER **2021**

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**WE ARE
RESEARCH
LUXEMBOURG**

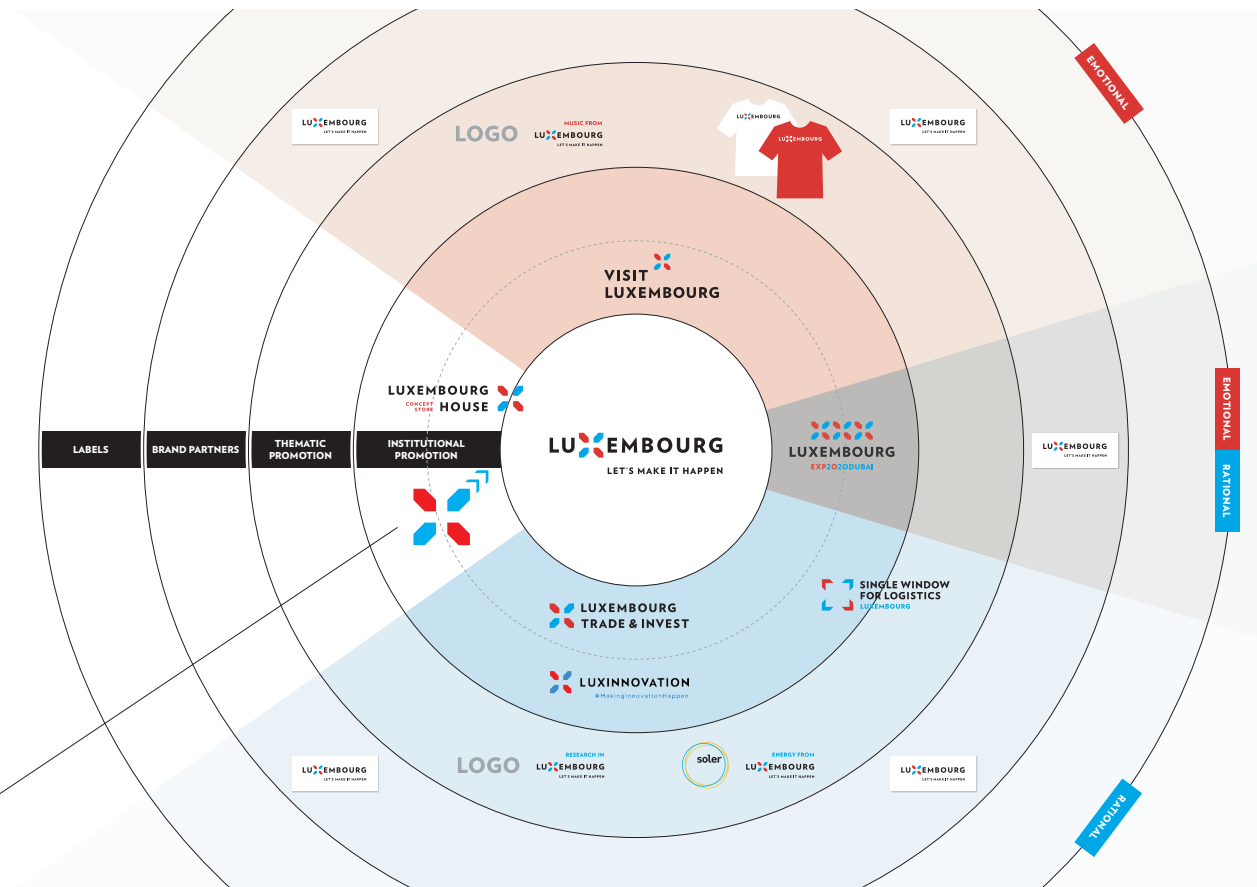
1

LUXEMBOURG

Throughout its history, Luxembourg has proven its dynamism by reinventing itself several times, evolving from agricultural country to industrial state, before becoming a top-ranked financial global centre. Today, another transformation is underway. The current economic diversification programme places the emphasis on innovative technologies and research.

Luxembourg's economy is based on great stability, which is an important factor in developing a strong and attractive framework for research development. In addition, the country attracts and welcomes talents from diverse backgrounds and cultures, who serve as a real catalyst for new and innovative ideas. This openness is a key component of the country's social and economic development. Luxembourg is a reliable and pleasant place to live and work.

Research and innovation are now central to the country's development strategy. This context provides the backdrop for the emergence of Research Luxembourg, as a brand and as a public actor, among the other institutions and initiatives that make up the national brand. Research Luxembourg also has a role to play in promoting the country's strengths and in supporting its move towards a better future.



INSPIRING FOUNDATIONS

Research Luxembourg, as part of the Luxembourg brand, draws its strengths from the country's reliability, dynamism and openness.

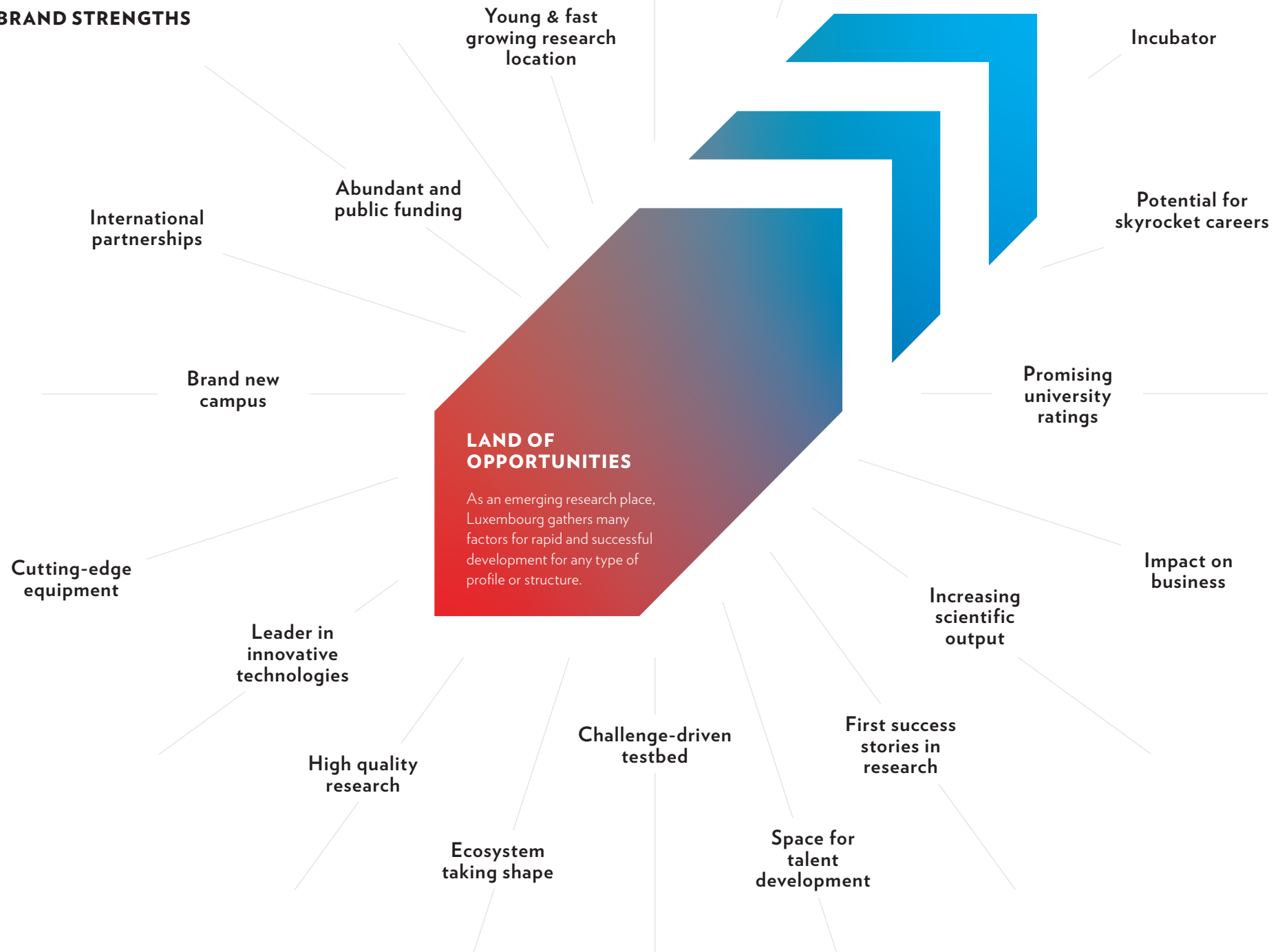
Within the national landscape, many differentiating elements were pinpointed in building Research Luxembourg's identity. These elements were mixed, categorised and analysed, so that two groups of strengths emerged to qualify the brand:

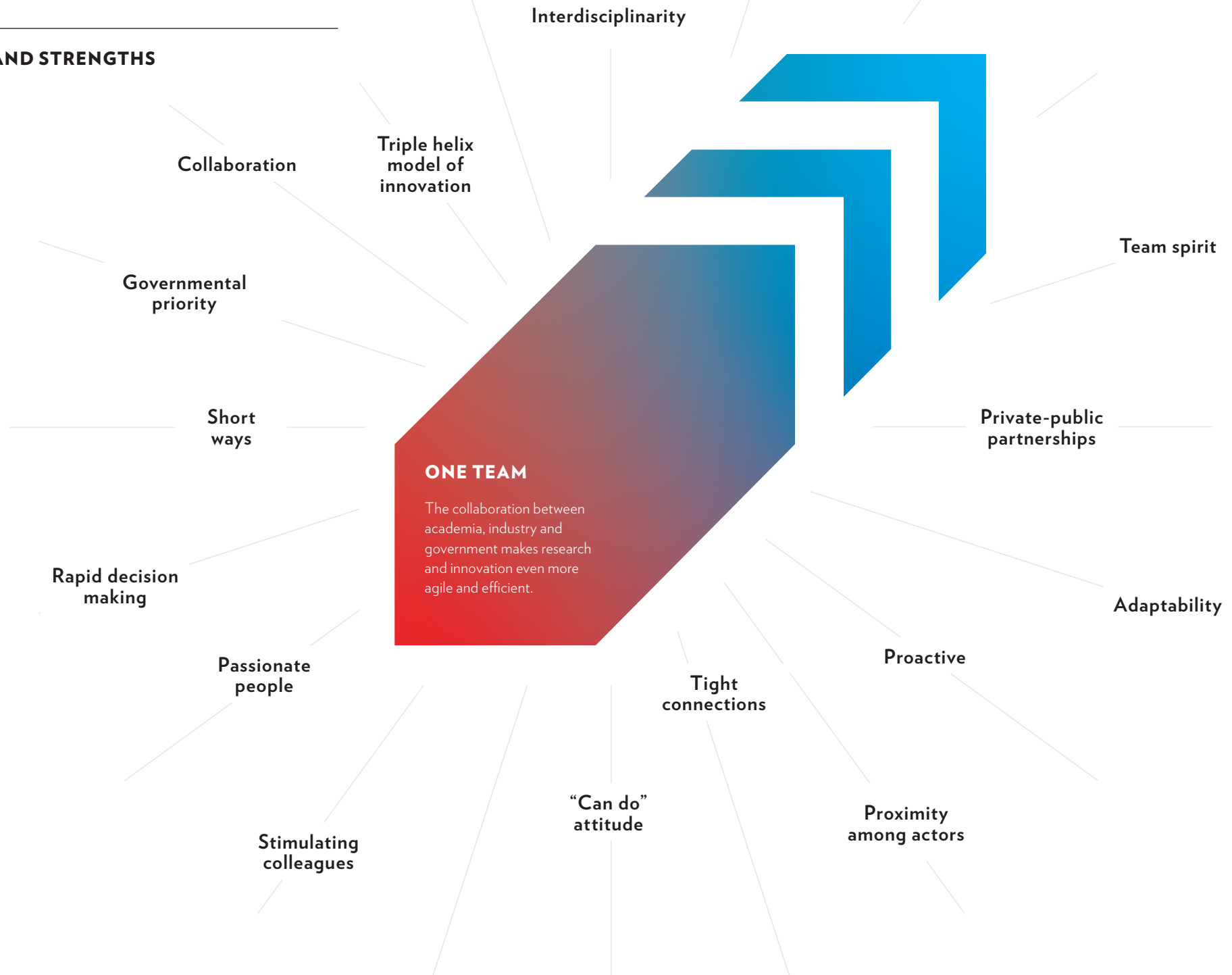
- **land of opportunities:** reflecting the emerging research landscape that enables rapid and successful development for everyone
- **one team:** representing the collaboration between academia, industry and government, making research and innovation even more agile and efficient

These strengths, which represent the uniqueness of the Luxembourg research ecosystem, lay the foundations of the brand. They are defined by a list of elements that are important to use when communicating about Research Luxembourg.

By consistently using the same terms and the same arguments, we make sure that we communicate about the brand with impact.



BRAND STRENGTHS

BRAND STRENGTHS

BRAND ARCHETYPE: THE CREATOR

The Swiss psychologist Carl Gustav Jung theorised that universal forms of personalities exist and are attached to the collective unconscious. This theory leads to the concept of archetypes. Each archetype represents a persona on the basis of its fundamental desires and deep emotions. Jung's theory implies that 12 archetypes are etched in a common universal thinking and can be used and understood anywhere in the world.

Marketers have developed a high understanding of this concept's powerful impact. More and more, they are claiming ownership of these archetypes to communicate their brands' DNA. By using a subconsciously anchored archetype in an intelligent way, we manage to trigger a feeling of recognition and familiarity, and to generate a complex perception of the brand's universe.

When a brand chooses an archetype and creates its identity around it, it does not only stand out and become coherent in its actions, but it also develops its values, characteristics and history.

That is how the brand creates an unconscious emotional connection with its audiences.

PERSONALITY

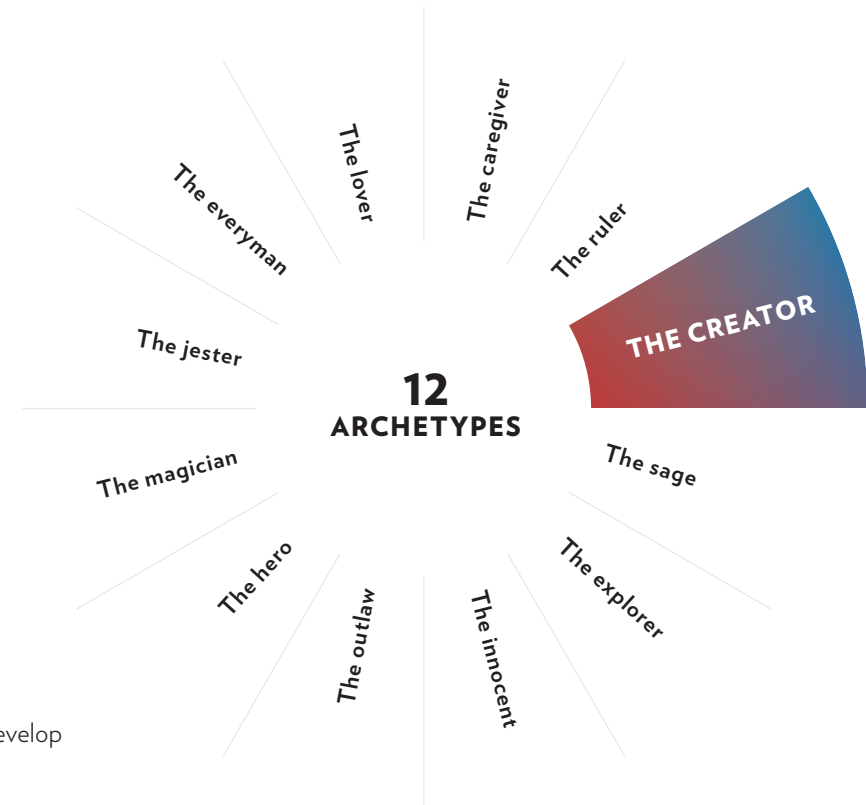
- Driven by visions
- Seeing the big picture
- Needs room and freedom to develop

STRENGTHS & VALUES

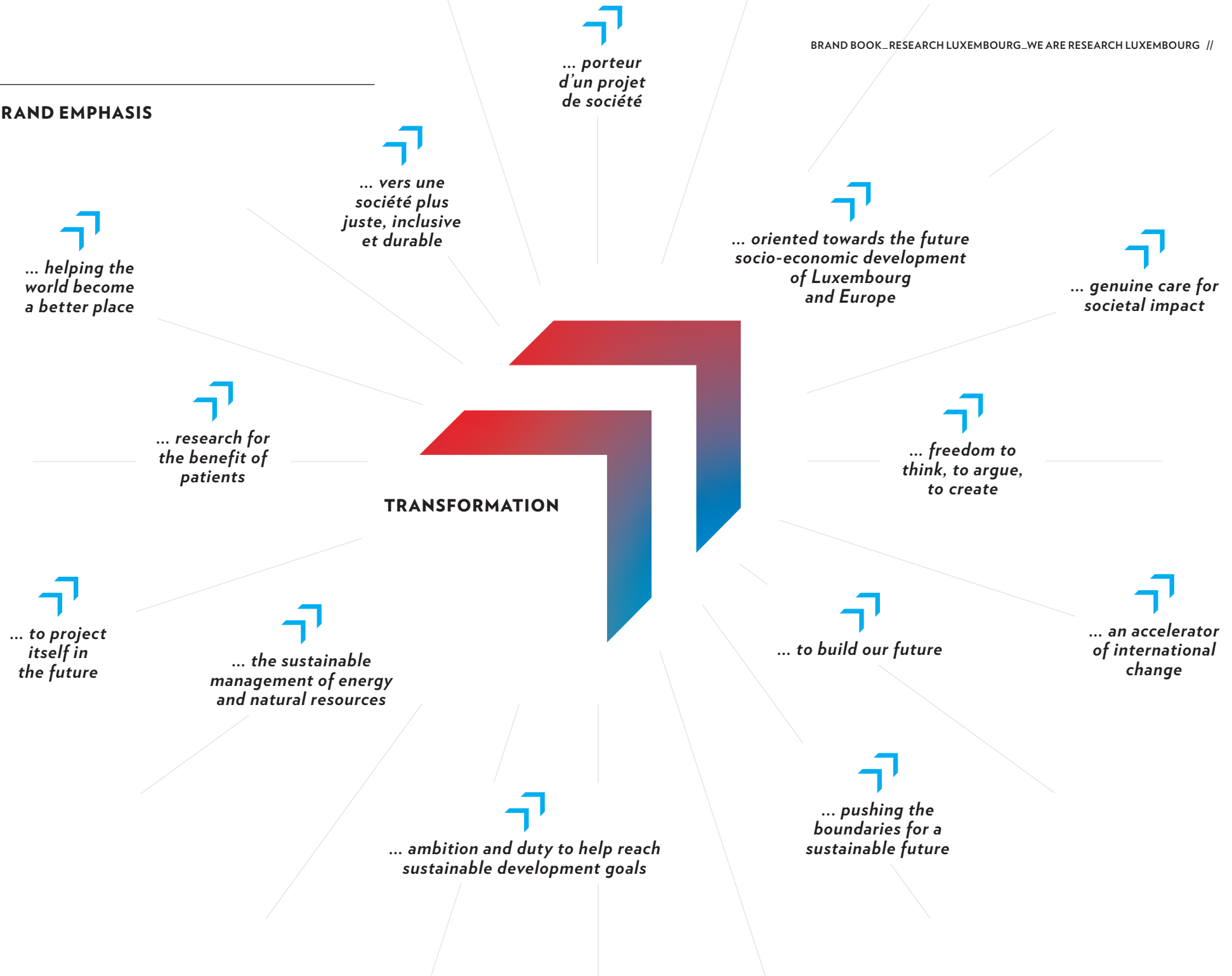
- Creativity & imagination
- Talent for innovation
- Passionate, authentic, non-conformist
- Non-linear thought, high tolerance for complexity
- Striving for excellence, hardworking & achievement oriented

GOAL / CORE DESIRE

- To give form to a vision, to make things happen
- To craft something of enduring value



BRAND EMPHASIS

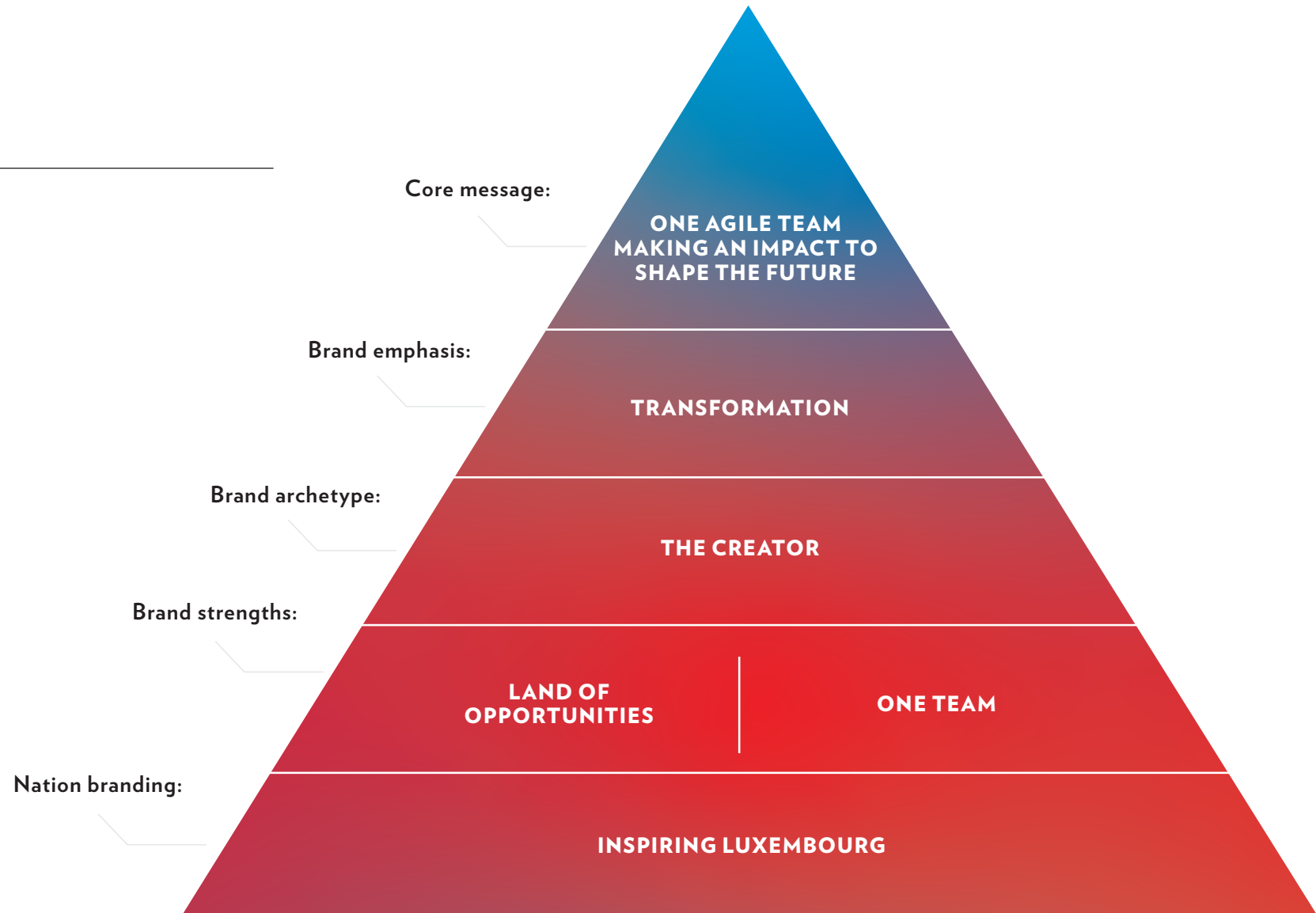


CORE MESSAGE

A unified agile team of thought leaders working to learn, explore and make an impact to shape a better future.

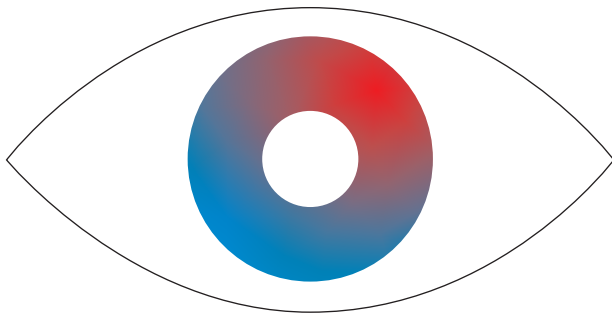
SHORT VERSION

One agile team making an impact to shape the future.

BRAND PYRAMID

OUR VISION

Become a leader in data-driven research and innovation, to shape a sustainable future for people in Luxembourg, in Europe and in the world.



OUR MISSION

Connect all players, in Luxembourg and abroad, to build an agile team and create the best conditions in which talents can foster excellence in research and innovation.

BRAND STORY

Luxembourg has always been engaged in economic change and diversification. Over the last decade, the political decision to broaden Luxembourg's activities beyond finance has led to the creation and expansion of a strong research & innovation sector. This growth mindset has contributed to economic and societal progress. By actively supporting research & innovation through funding and infrastructure, Luxembourg has been able to develop a world-class research university and specialised public research institutes, as well as private enterprises with R&D departments.

Collaboration between academia, industry and government, referred to as the triple helix model of innovation, provides all policy makers with the opportunity to participate in the transformation of each sector. It is a model that has proven to be effective, especially in strengthening digitalisation and sustainable policies over the past few years. Interaction between decision makers is flawless and inclusive. Interdisciplinary collaboration creates a solid implementation chain of policies: fundamental research, leading to applied research, followed by societal and economic innovation.

Luxembourg holds a strategic location at the heart of Europe. It is easily accessible and ideally connected to almost any country. Teeming with opportunities for research & innovation activities, it already benefits from strong international partnerships and connections worldwide, with many academic and business actors. Renowned for being open, dynamic and reliable, Luxembourg is an emerging home for research & innovation, continuously developing its mindset and goals in a spirit of agility and cooperation. All together, these strengths provide the most attractive framework to create research with impact, in Luxembourg, Europe and beyond.





**OUR
PARTNERS**

2



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of Higher Education and Research

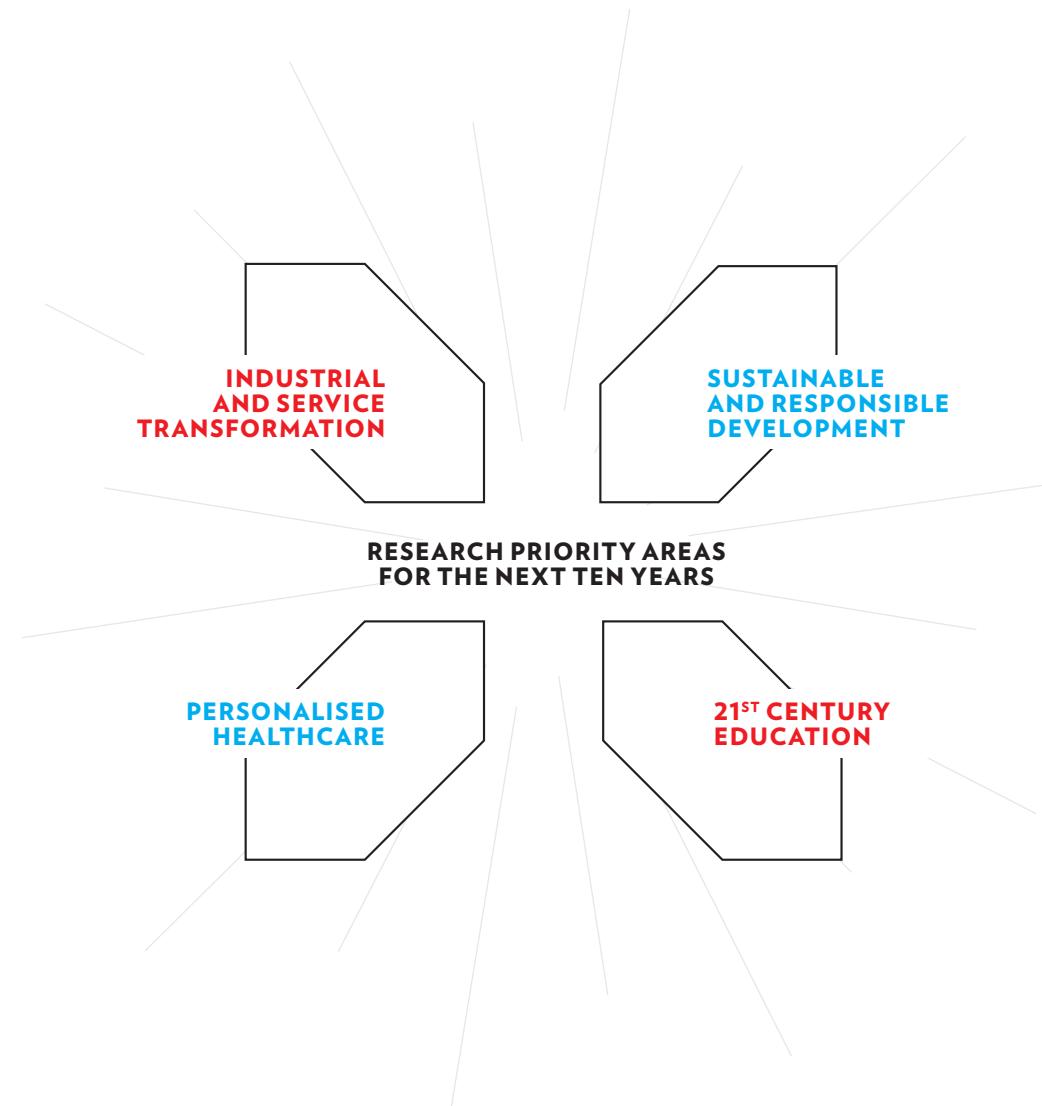
The **Ministry** of Higher Education and Research is responsible for overseeing the Luxembourg higher education landscape and coordinating national public research policy.

The national Research & Innovation strategy was approved by the government in December 2020. It defines four priority areas, which have emerged to be of particular importance for the societal, ecological and economic development of the country, and puts a particular emphasis on interdisciplinary projects.

It aims to accompany research and innovation activities in such a way that they serve the implementation of the Luxembourg 2030 vision of a sustainable knowledge society.

To fulfill this mission, Research & Innovation needs:

- coordinated governance, infrastructures and policies
- a regulatory framework and funding instruments that allow research to act as a driver for innovation in industry, in services and in the public sector
- the integration of science in society.





The **Luxembourg National Research Fund (FNR)** is the main funder of research activities in Luxembourg. We invest public funds and private donations into research projects in various branches of science and the humanities, with an emphasis on selected core strategic areas. Furthermore, we support and coordinate activities to strengthen the link between science and society and to raise awareness for research. We also advise the Luxembourg government on research policy and strategy.

- **Vision:** To establish Luxembourg as a leading knowledge-based society through science, research and innovation, thereby contributing to the country's economic diversification and future prosperity.
- **Mission:** To set up a sustainable world-class research system in Luxembourg that will generate societal and economic impact in key strategic areas.
- **Baseline:** Research with impact





Luxinnovation offers services to companies and public research organisations. It is a key and trusted partner for those who are interested in – and committed to – launching successful innovative activities in Luxembourg, from entrepreneurs, managers of start-up companies and researchers to foreign enterprises and investors.

- **Mission:** To offer an extensive range of high-value, complementary services to companies of any size and help to facilitate major cooperation projects in partnership with research & technology organisations.
- **Baseline:** #MakingInnovationHappen





The **University of Luxembourg** is strongly research-oriented. It has a distinctly international outlook and its ambition is to produce top-class research output, addressing society's challenges. It conducts cutting-edge research across multiple fields in its three faculties and three interdisciplinary research centres.

- **Vision:** A university for Luxembourg and the world.
- **Mission:** A world-class research university.
- **Baseline:** "Multilingual. Personalised. Connected."





The **Luxembourg Institute of Health (LIH)** is a public biomedical research organisation focused on precision health and invested in becoming a leading reference in Europe for the translation of scientific excellence into meaningful benefits for patients.

LIH places the patient at the heart of all its activities, driven by a collective obligation towards society to use knowledge and technology arising from research on patient derived-data to have a direct impact on people's health. Its dedicated teams of multidisciplinary researchers strive for excellence, generating relevant knowledge linked to immune-related diseases and cancer. The institute embraces collaborations, disruptive technology and process innovation as unique opportunities to improve the application of diagnostics and therapeutics, with the long-term goal of preventing disease.

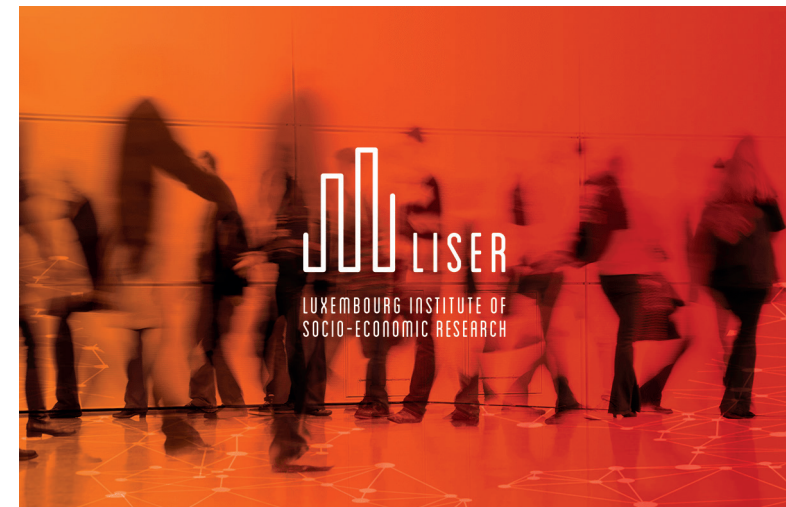
- **Mission:** The mission of LIH is to leverage knowledge and technology arising from research on patient-derived data, with the aim of having a direct and meaningful impact on people's health.
- **Vision:** The vision of LIH is to become a leading European institute for precision medicine and precision health, transforming research excellence into tangible benefits for patients, with the long-term goal of preventing diseases.
- **Baseline:** Research dedicated to life.





The **Luxembourg Institute of Socio-Economic Research (LISER)** is devoted to the advancement of knowledge in economic, social and spatial sciences. In the particular context of Luxembourg and in the heart of Europe, it is committed to contribute in a proactive and targeted manner to the sustainable and inclusive development of societies at national and international level.

- **Mission:** To develop an innovative interdisciplinary research force of world-class scientific standing undertaking both fundamental and applied research in social sciences that aims to advance knowledge, support public policy both at the national and European level as well as inform society across economic, social and spatial matters.
- **Vision :** An internationally recognised interdisciplinary research centre at the frontier of socio-economic research and societal innovation at the heart of Europe.
- **Baseline:** Science enlightening society.





The **Luxembourg Institute of Science and Technology (LIST)** is a mission-driven Research and Technology Organisation that develops competitive and market-oriented product / service prototypes for public and private stakeholders.

- **Mission:** Pushing the frontiers in research for high-impact innovation.
- **Vision:** Be a reference in research and innovation for digitalised, resilient and sustainable society.
- **Baseline:** Excellence for Impact.



BELVAL INNOVATION CAMPUS

The foundation of **Belval Innovation Campus** was laid in 2015. Today, it is composed of the University, research centres, business incubators, and research and innovation agencies. All together, they provide many high-end facilities and infrastructures in one site.

The campus is located in the south of Luxembourg, on a former industrial site where a magnificently restored blast furnace bears witness to the country's first industrial success. It is the centrepiece of one of the largest urban refurbishment projects underway in Europe, representing an investment of 1 billion euro.





OUR BRAND IDENTITY

3

↗ LOGOTYPE

COLOURS

MONOCHROME APPLICATIONS

DON'TS

CO-BRANDING

TYPEFACE

BASELINE/SIGNATURE

VISUAL ELEMENTS

STATIONARY

EDITORIAL

POSTERS

DIGITAL



LOGOTYPE

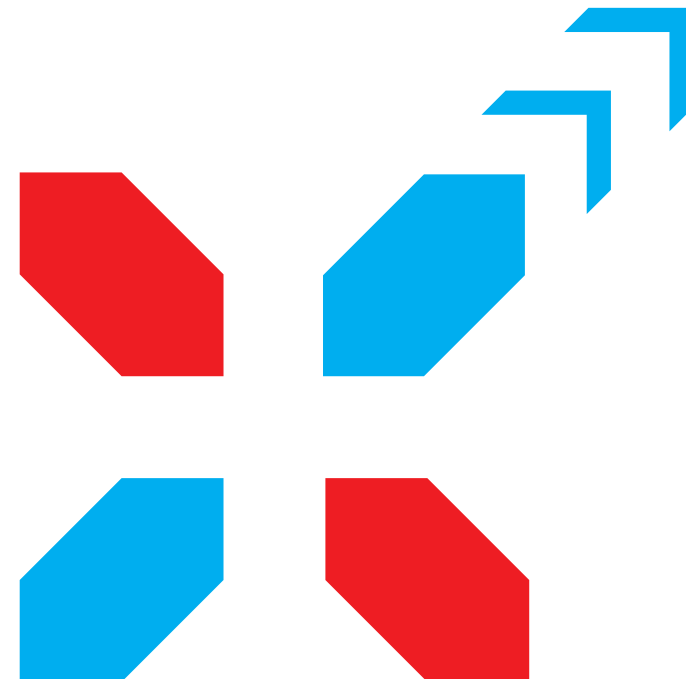
The Research Luxembourg brand is an integral part of the Inspiring Luxembourg brand architecture. The logo is a variation of the visual identity of Luxembourg.

The X symbol stands for what makes Luxembourg special:

- its openness and the ability to bring people together in such a way that reliable connections and new ideas can be developed within this dynamism
- the diverse possibilities that the country offers to all inhabitants, visitors and partners in a stable environment
- the X is made of four red and blue arrows, whose double alignment underlines mutual exchange.

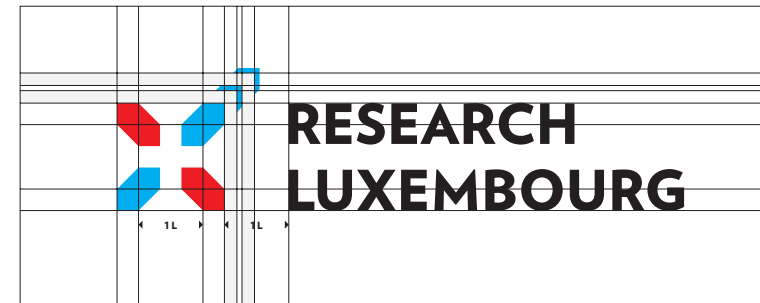
The double arrow stands for what makes Luxembourg research so unique:

- its ability to react quickly and mobilise the relevant forces and actors to create greater impact and successful projects.
- its agility in a collaborative environment between academia, industry and government, which creates opportunities and makes research & innovation more effective and sustainable.



STRUCTURE

The relationships between the different elements are well defined and should not be changed.



EXCLUSION ZONE

It defines the minimum distance between the logo and other visual elements and the edge of the usable space, thus providing the necessary free space.



MINIMUM SIZE

There is no size limit upwards. The minimum size is 2 cm wide.



LOGOTYPE

↗ **COLOURS**

MONOCHROME APPLICATIONS

DON'TS

CO-BRANDING

TYPEFACE

BASELINE/SIGNATURE

VISUAL ELEMENTS

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EDITORIAL

POSTERS

DIGITAL

COLOURS

The logo is tricoloured. The red and blue in the symbol represent the national colours of Luxembourg and are complemented by black for the text elements.



CMYK : C 0 M 100 Y 100 K 0
 Pantone : 485
 RGB : R 227 G 006 B 019
 Web : #E30613
 RAL : 3020 Rouge Signalisation



CMYK : C 100 M 0 Y 0 K 0
 Pantone : Process Blue
 RGB : R 000 G 153 B 255
 Web : #0099FF
 RAL : 5015 Bleu Ciel



CMYK : C 0 M 0 Y 0 K 100
 Pantone : Black
 RGB : R 000 G 000 B 000
 Web : #000000
 RAL : 9005 Noir foncé

LOGOTYPE

COLOURS

→ **MONOCHROME APPLICATIONS**

DON'TS

CO-BRANDING

TYPEFACE

BASELINE/SIGNATURE

VISUAL ELEMENTS

STATIONARY

EDITORIAL

POSTERS

DIGITAL

Wherever possible, the colour version of the logo should be used.

If the background does not allow the logo to be clearly readable, it is placed in a white rectangle that takes into account the exclusion zone defined on page 27.



MONOCHROME VARIANTS

There are monochrome versions of the logo (black and white). On dark or black backgrounds or on photos, the logo can be used in a white monochrome version. If required for technical reasons, the black monochrome version of the logo can be used.



LOGOTYPE

COLOURS

MONOCHROME APPLICATIONS

↗ **DON'TS**

CO-BRANDING

TYPEFACE

BASELINE/SIGNATURE

VISUAL ELEMENTS

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DONT'S

The objective of this graphic charter is the consistent use of graphic elements to create visual homogeneity. This objective can only be achieved if all the instructions defined here are taken into account and respected for all uses.



- do not change the position or proportions of the elements
- do not disassociate the elements
- do not combine colour versions with each other
- graphic effects of any kind are prohibited
- do not place the logo on a background without sufficient contrast
- do not distort, stretch or compress the logo



LOGOTYPE

COLOURS

MONOCHROME APPLICATIONS

DON'TS

↗ **CO-BRANDING**

TYPEFACE

BASELINE/SIGNATURE

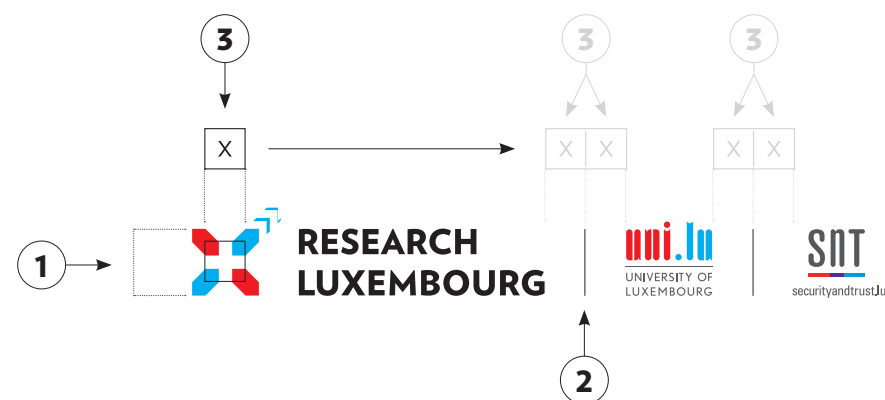
VISUAL ELEMENTS

STATIONARY

EDITORIAL

POSTERS

DIGITAL



CO - BRANDING WITH OUR PARTNERS

When communicating with one or more of our partners, the Research Luxembourg logo is placed in the first position, from left to right, on a line.

1. The partner logos are aligned with the text "Research Luxembourg".
2. A thin black line, the same height as the text "Research Luxembourg", separates the "Research Luxembourg" logo from the partner logo(s).
3. Two "X" spaces allow the exclusion zones of each logo to be respected.



When communicating in Luxembourg, the logo Research Luxembourg is placed in the first position, from left to right, on a line, along with the logo of its partners.



When communicating internationally, only use the logo Research Luxembourg.

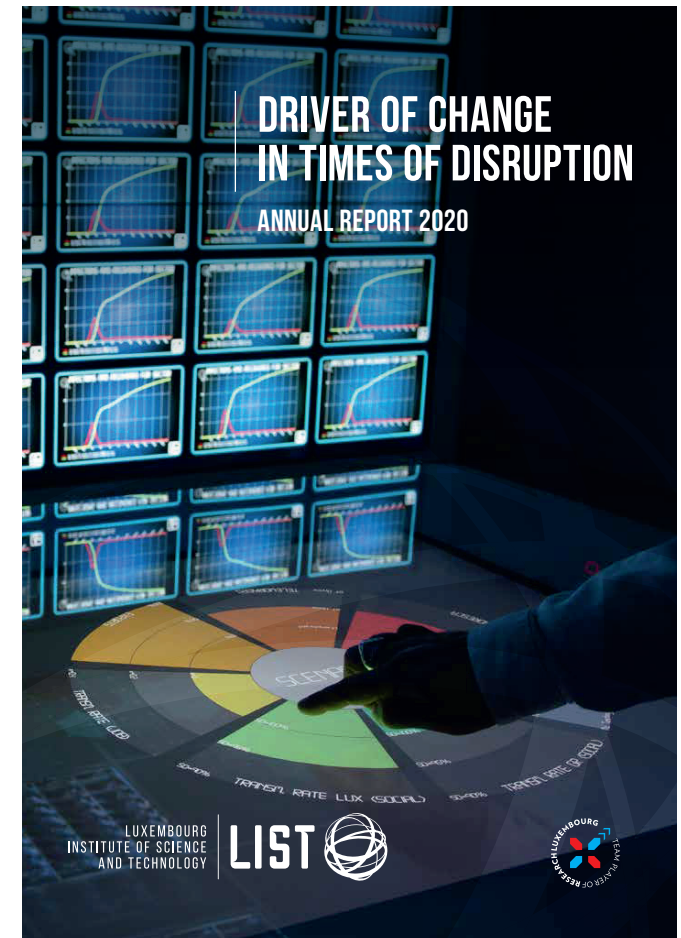




CO - BRANDING BY PARTNERS

In the context of a communication related to research by one of our partners, the "Team player of Research Luxembourg" logo is integrated into the document of the partner. Partners can use it freely based on their own graphic identity.

Use logo "Team player of Research Luxembourg" for one partner and logo "Team players of Research Luxembourg" for several partners.



LOGOTYPE

COLOURS

MONOCHROME APPLICATIONS

DON'TS

CO-BRANDING

↗ **TYPEFACE**

BASELINE/SIGNATURE

VISUAL ELEMENTS

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POSTERS

DIGITAL

TYPEFACE

Verlag is a straight typeface with character. It is modern without being trendy. The combination of very round and angular elements makes it interesting.

Designer
HOEFLER & CO
www.typography.com

VERLAG

black A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

bold A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

book A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

light A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

extra light A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

TYPEFACE OFFICE

Calibri is used in Office programs (Word, Excel, Powerpoint). It is used as a standard font in the system.

Designer
LUCAS DE GROOT

C A L I B R I

bold A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

regular A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

LOGOTYPE

COLOURS

MONOCHROME APPLICATIONS

DON'TS

CO-BRANDING

TYPEFACE

↗ **BASELINE/SIGNATURE**

VISUAL ELEMENTS

STATIONARY

EDITORIAL

POSTERS

DIGITAL



minimum size 35mm



BASELINE / SIGNATURE

The baseline / signature can be found:

- associated with the logo as a baseline
- alone, independent as a signature

For use of this logo with baseline, please refer to the generic logo guidelines, pages 24-33.

Use of the independent signature:

- Verlag typography - bold style - kerning 30
- no hyphenation or dissociation of the three words

Faster. Further. Together.

Faster. Further. Together.

Faster. Further. Together.

**FASTER
FURTHER
TOGETHER**



LOGOTYPE

COLOURS

MONOCHROME APPLICATIONS

DON'TS

CO-BRANDING

TYPEFACE

BASELINE/SIGNATURE

↗ **VISUAL ELEMENTS**

STATIONARY

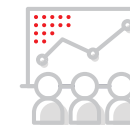
EDITORIAL

POSTERS

DIGITAL

PICTOGRAMS

The pictograms are constructed with rounded lines and grey solid areas highlighted by small red dots.



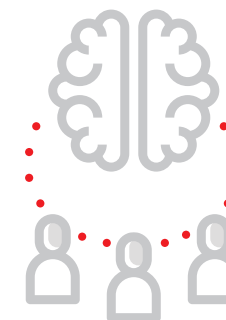
INFOGRAPHICS

The pictograms are constructed with rounded lines and grey solid areas highlighted by small red dots.

HIGHLY QUALIFIED WORKFORCE

Luxembourg is No. 1 globally in terms of knowledge-intensive jobs.

—
(Source: WEF Global ICT Report 2016)



80 %

of scientists are foreign nationals

260 %

increase in R&D positions in public research between 2006 and 2016

1430 %

rise in budget dedicated to public research between 2000 and 2017

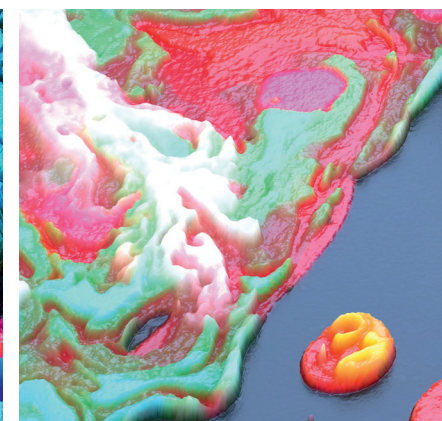
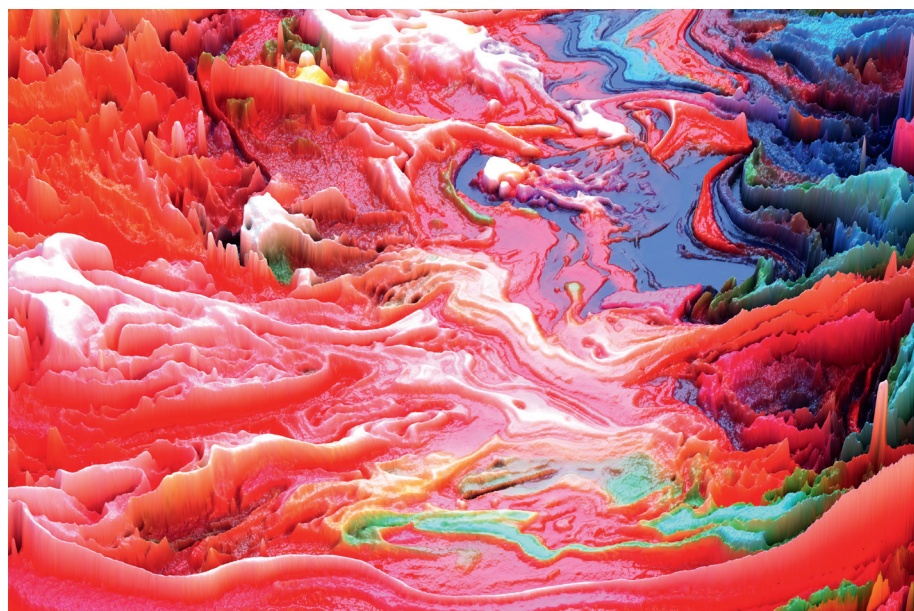
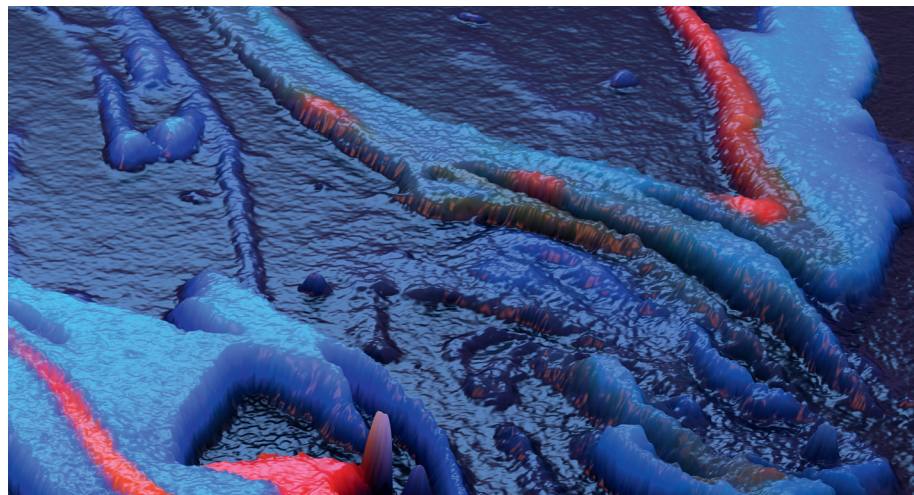


#1

Luxembourg is ranked the No. 1 safest city in the world and enjoys a high standard of living

—
(Mercer -Quality of Living City Ranking)

PICTURE STYLE (+ 2 COLOUR GRADIENT HARD LIGHT LAYER)

PICTURE STYLE (+ 3D BRIGHT ORGANIC BACKGROUNDS)

LOGOTYPE

COLOURS

MONOCHROME APPLICATIONS

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VISUAL ELEMENTS

↗ **STATIONARY**

EDITORIAL

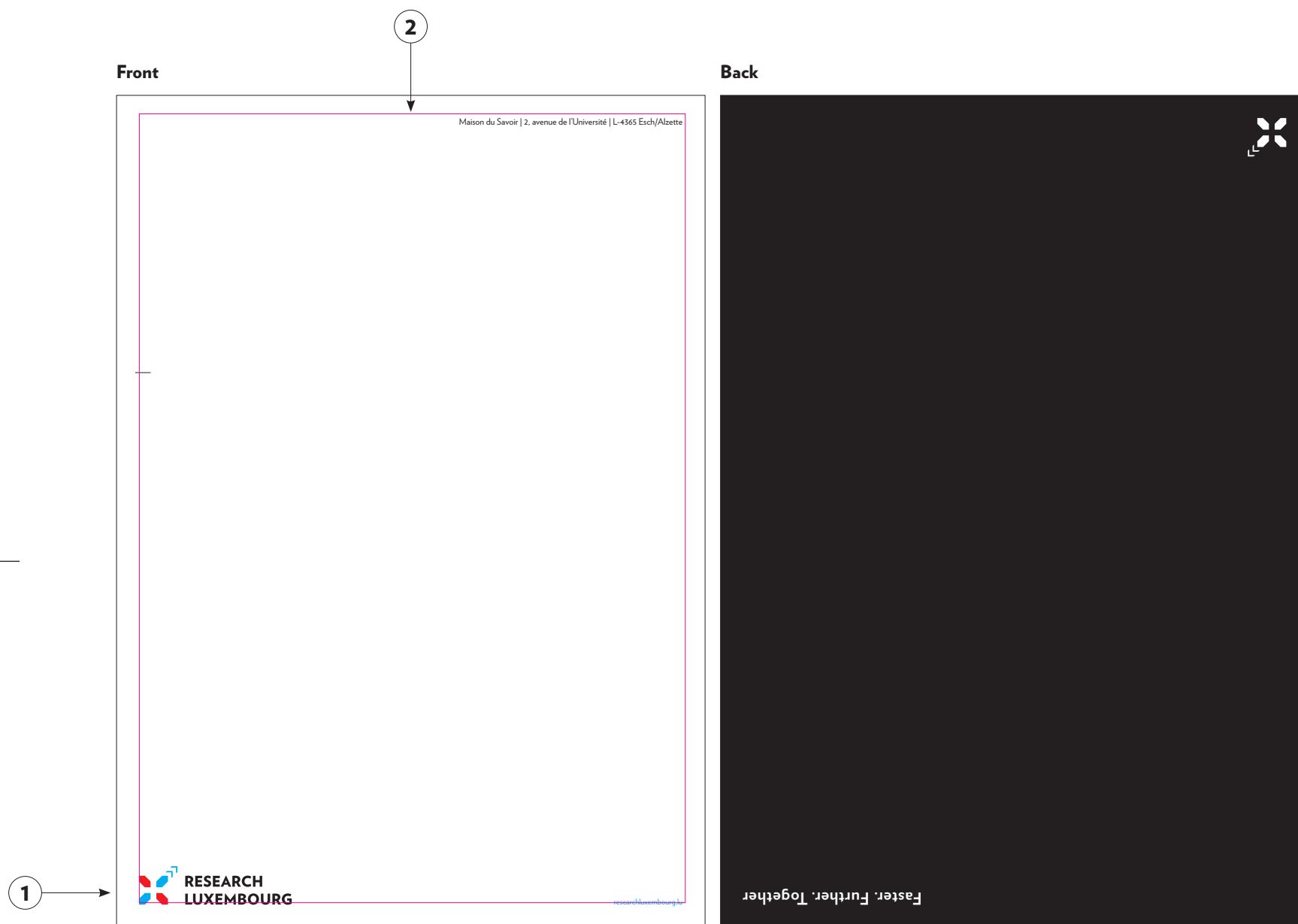
POSTERS

DIGITAL

STATIONARY

A4 Letterhead

1. Logo width of 54,5mm
2. Margins of 7 mm



Front

2

Maison du Savoir | 2, avenue de l'Université | L-4365 Esch/Alzette

For immediate release **8 October 2021** contact email **steve.boukhers@researchluxembourg.lu** **Steve Boukhers**

COVID-19: CON-VINCE STUDY ENTERS HOMESTRETCH

COVID-19: CON-VINCE STUDY ENTERS HOMESTRETCH

[Luxembourg, 8 October 2021] Originally launched in April 2020 under the aegis of the Research Luxembourg COVID-19 Taskforce, the CON-VINCE study aims to evaluate the prevalence and dynamics of the spread of COVID-19 within the Luxembourgish population, with a specific focus on asymptomatic and mildly symptomatic individuals.

The last round of testing of the CON-VINCE participants is due to start in April 2021, approximately one year after the first set of visits upon inclusion in the study. The final wave will provide a comprehensive insight into the evolution and transmission of the disease over an extended timeframe, particularly from an immunity perspective.

Under the leadership of Prof Rejko Krüger, Director of Transversal Translational Medicine (TTM) at the Luxembourg Institute of Health (LIH), CON-VINCE aims to detect asymptomatic and mildly symptomatic (oligosymptomatic) carriers by testing a panel of over 1,800 individuals, representative of the Luxembourgish population, for the presence of the SARS-CoV-2 virus and monitoring them over 12 months through a series of follow-up visits.

The annual follow-up testing phase under the project will begin on April 19th and is set to run over 5 to 6 weeks. As with the previous rounds of testing, all participants will be subjected once to a nasopharyngeal swab. Blood and stool samples will also be collected once as part of these follow-up visits, with the support of the laboratories Ketterthill, Laboratoires Réunis, BioneXt Lab, as well as of LIH and Laboratoire National de Santé (LNS) as associated partners for biospecimen collection. Biological sampling will be complemented by collecting additional information


on confinement measures and vaccination through short follow-up questionnaires.

"From an operational perspective, participants will be asked to fill out the questionnaire provided through our partner TNS-Ilres. Upon completion, they will receive a voucher for sample collection at one of our partner laboratories. Collected samples will then be sent to the Integrated Biobank of Luxembourg (IBBL) for further analysis and storage", explains Prof Rejko Krüger, coordinator of CON-VINCE.

Specifically, the collected nasopharyngeal swabs will undergo PCR testing to detect the presence of the SARS-CoV-2 virus, while blood samples will be analysed for antibodies (serological testing) to assess whether the participants have mounted an immune response following exposure to the virus or after vaccination.

"We are expecting to obtain crucial information from this annual follow-up, particularly as pertains to the persistence of the antibody response over a full year. Moreover, this last visit will also allow us to analyse cell-based immunity, thereby giving us a more complete picture of the global immune response against the novel SARS-CoV-2", adds Prof Krüger.

"For this reason, we would like to express our heartfelt gratitude to our partners, and specifically to the diagnostic laboratories and TNS-Ilres, for their unfaltering support and seamless collaboration throughout the past year, as well as to all volunteers who agreed to participate in the study. I take this opportunity to stress again the importance of their renewed participation, particularly in the context of this final wave, without which we would not be able to generate meaningful data and research outcomes for patients and the population in general", he concludes.

 **RESEARCH LUXEMBOURG**

researchluxembourg.lu

Back

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Maison du Savoir | 2, avenue de l'Université | L-4365 Esch/Alzette

For immediate release **8 October 2021** contact email **steve.boukhers@researchluxembourg.lu** **Steve Boukhers**

ABOUT RESEARCH LUXEMBOURG

Research Luxembourg is a unified agile team of thought leaders working to learn, explore and make an impact to shape a better future. By connecting all players in Luxembourg and abroad, Research Luxembourg aims to become a leader in research and innovation focusing on four research priority areas (1) Industrial And Service Transformation (2) Personalised Healthcare (3) Sustainable and Responsible Development (4) 21st century education.

Research Luxembourg is a joint initiative of the main actors in Luxembourg public research with the support of the Ministry of Higher Education and Research, including Luxembourg Institute of Health (LIH), Luxembourg Institute of Socio-Economic Research (LISER), Luxembourg Institute of Science and Technology (LIST), Luxembourg National Research Fund (FNR), Luxinnovation

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ABOUT CON-VINCE


CON-VINCE was launched in April 2020 as one of the several initiatives put in place under the aegis of the Research Luxembourg COVID-19 Taskforce to help contain the current pandemic. By screening a statistically representative panel of volunteers for the presence of the SARS-CoV-2

virus, CON-VINCE will identify asymptomatic and mildly symptomatic individuals and follow them up for a year. Ultimately, the study aims to generate accurate data on the prevalence and transmission of the disease within the Luxembourgish population.

CON-VINCE is led by a consortium of Luxembourgish research institutions, including LIH, its Integrated Biobank of Luxembourg (IBBL), the Luxembourg Centre for Systems Biomedicine (LCSB) of the University of Luxembourg and the Laboratoire National de Santé (LNS), with the support of the market research company TNS-ILRES for the selection of participants and of the national diagnostic laboratories Ketterthill, Laboratoires Réunis and BioneXt Lab as associated partners for sample collection. The study is co-funded by the Luxembourg National Research Fund (FNR) with an amount of EUR 1.4 million and by the Fondation André Losch through a financial commitment of EUR 800,000.

Learn more on the CON-VINCE study

If you would like more information about this news, please contact Steve Boukhers at steve.boukhers@researchluxembourg.lu

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Press release

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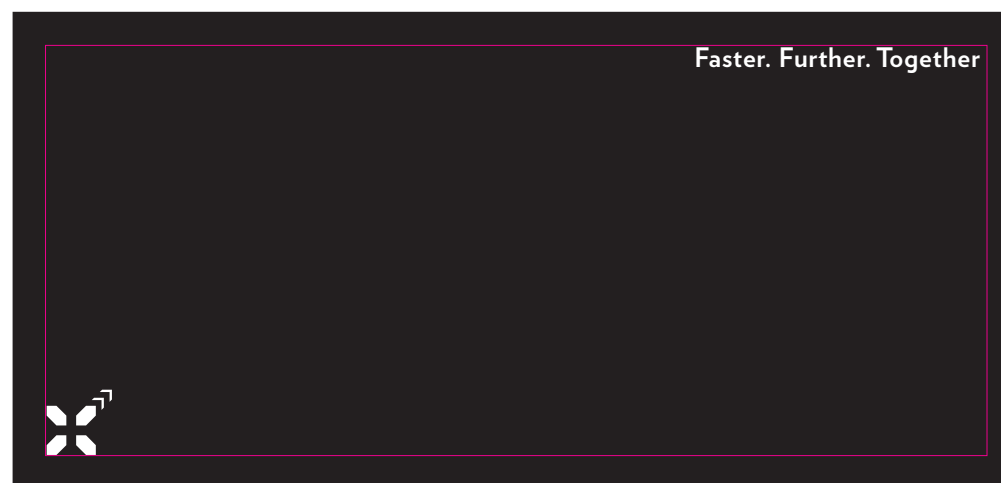
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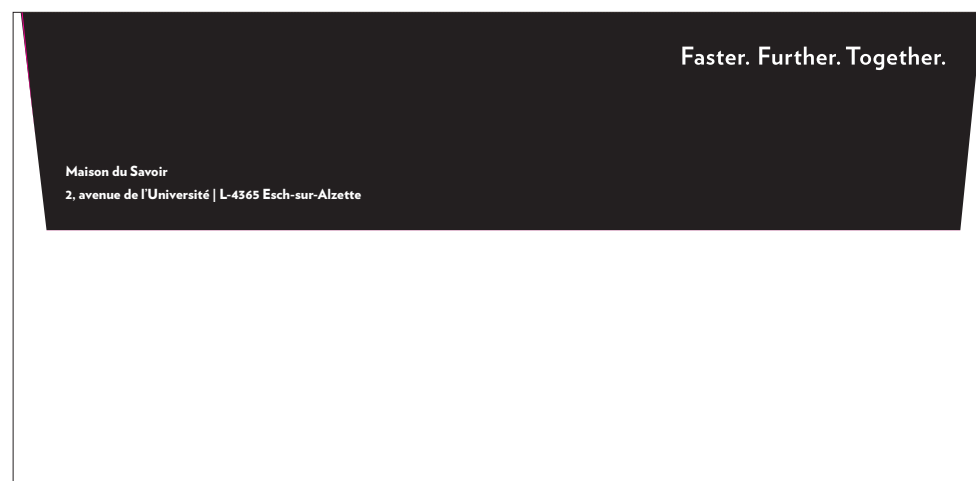
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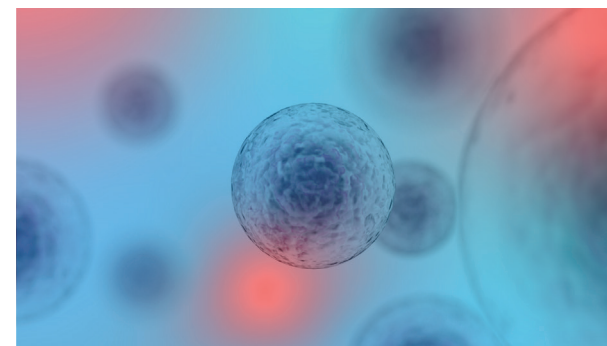
SOCIAL MEDIA

When communicating about researchers, the 45-degree shadow and the researcher's portrait are used as a visual communication tool



TOPICS

When communicating about topics, filters using the official colours or arrows can apply.



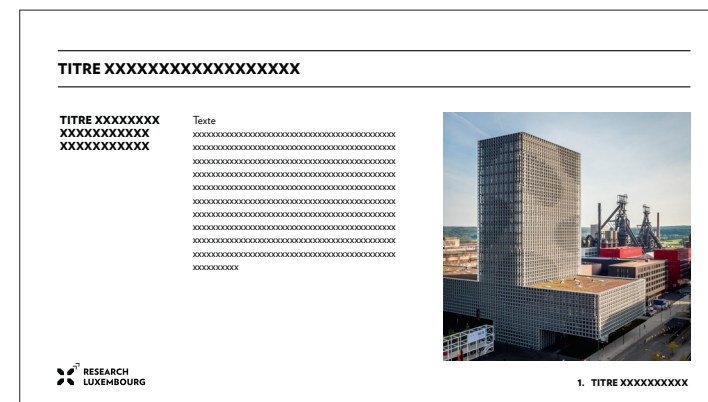
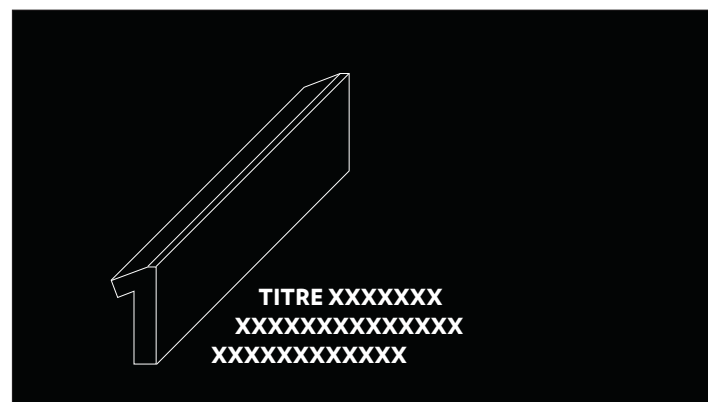
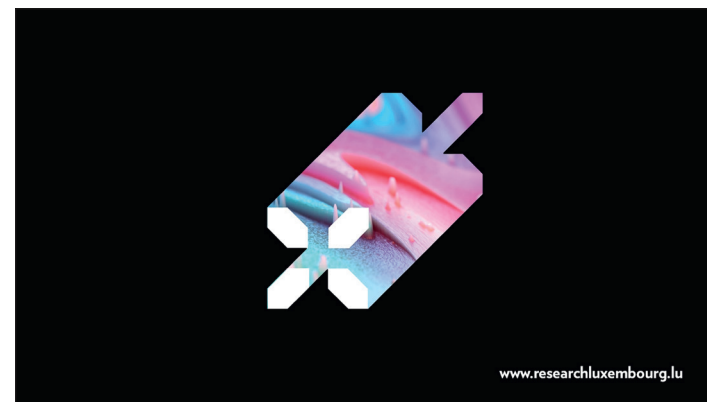
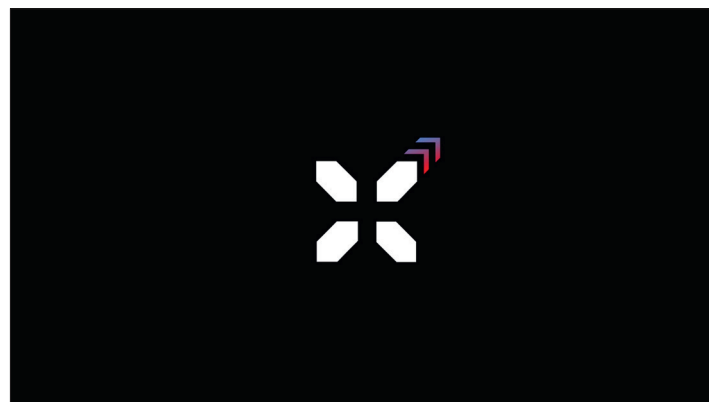


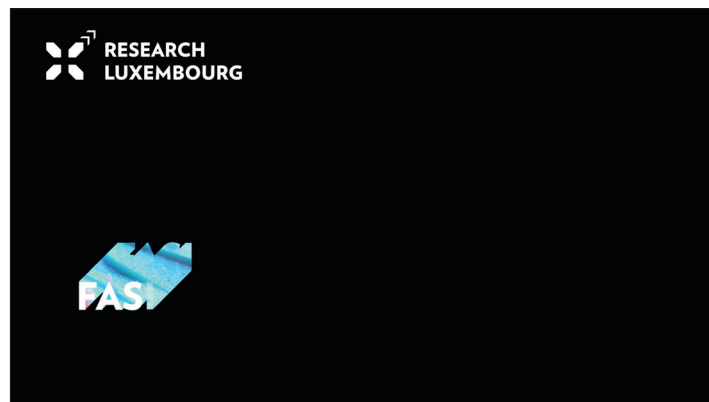
Figure 1 illustrates three different data visualization styles. The first style shows a large number '170' with a title 'More than' above it. The second style shows a line graph with a Euro symbol and an arrow, with a title '1. TITRE XXXXXXXXXXXX' above it. The third style shows a smiley face with a title '1. TITRE XXXXXXXXXXXX' above it.



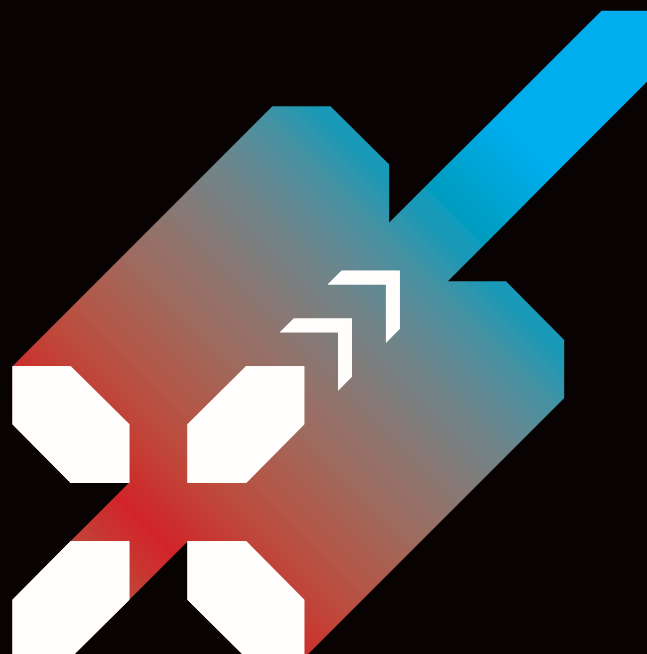
Intro



Outro



VIDEO



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