

# WEEE Forum FutuRaM

# hello !

This document lists and explains the elements of the visual identity of FutuRaM. These are rules and values to help you create and compose visual designs that appeal to this identity. The brandguide serves as a reference guaranteeing the sustainability of FutuRaM at the visual level while guiding the creative work for the designers.

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# Logo

## Logo

### Logo Master

The logo is based on the graphical aspect of the chemical elements of the periodic table which are an integral part of the recycling process.

The visual is simple and effective, easily adaptable according to the media and explicit without using the classic codes of other logos in the same universe.

This makes it stand out much more and is more recognisable.

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The logo consists of the word "Futu" in a bold, white, sans-serif font, followed by a white square frame. Inside the frame, the letters "RaM" are written in a bold, white, sans-serif font. The "RaM" is slightly italicized, with the "a" being lowercase and the "M" being uppercase.

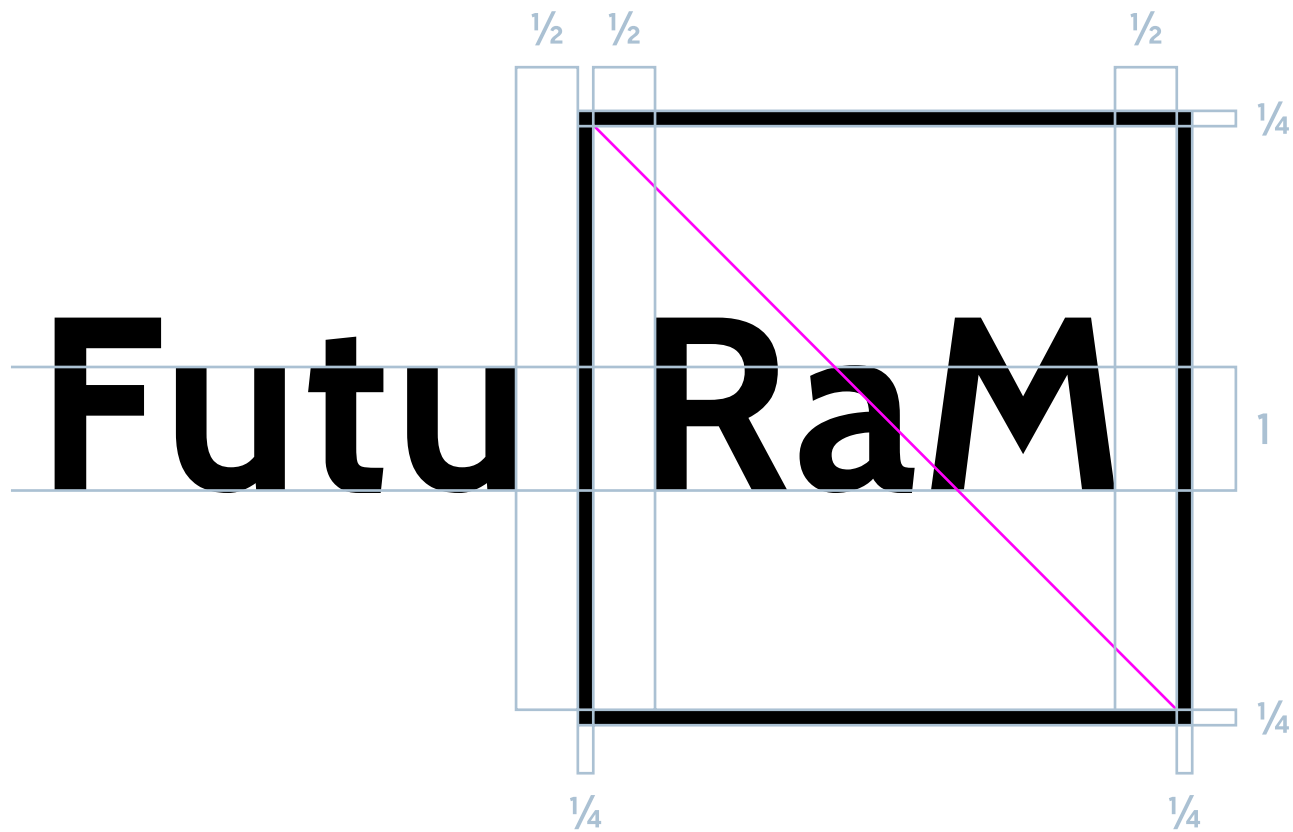
**Futu RaM**

# Logo

## Construction

This logo was based on the chemical elements presents on the periodic table. We used a perfect square to place the “RaM” of Raw Material into it.

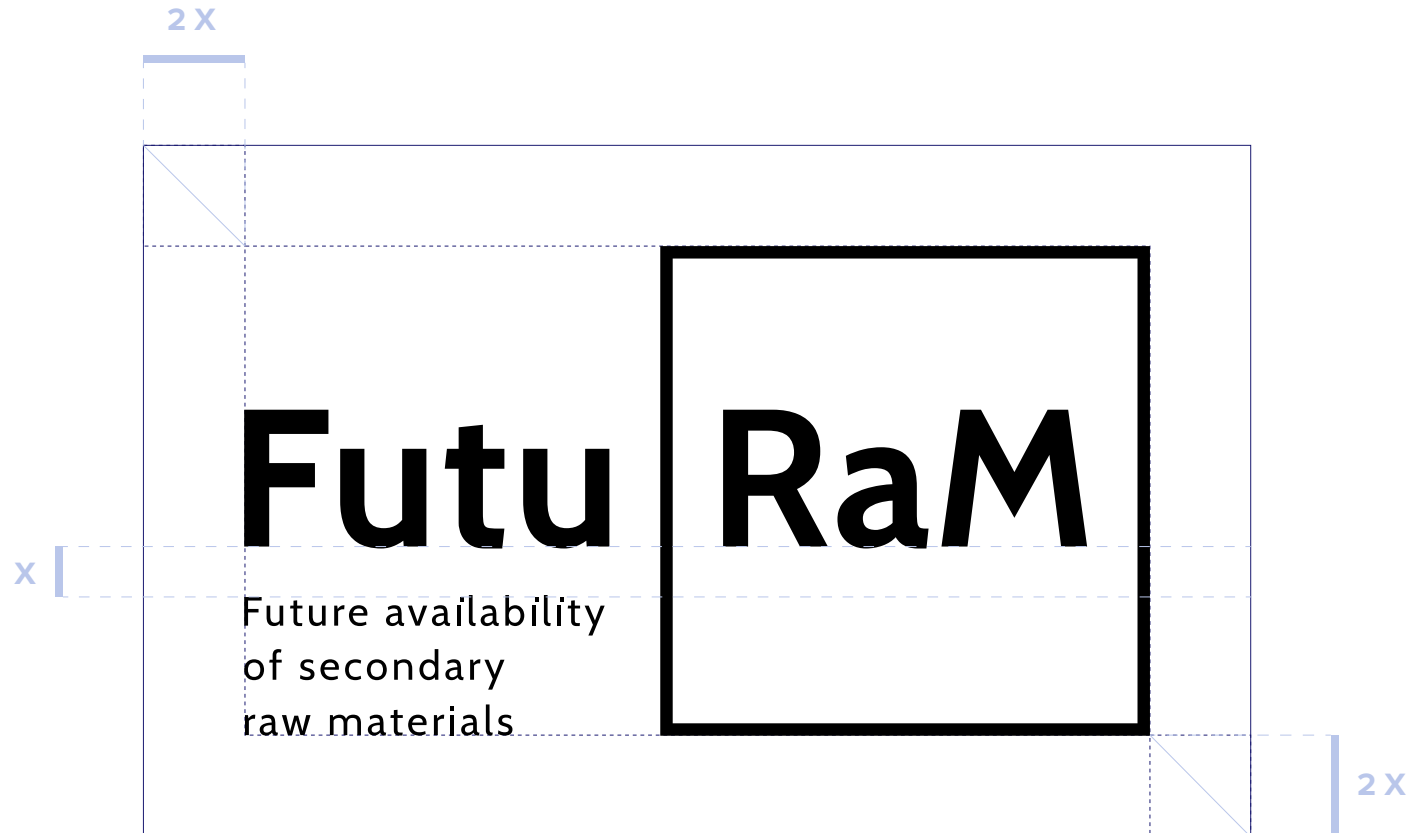
 = Perfect square



## Logo

### Exclusion zone

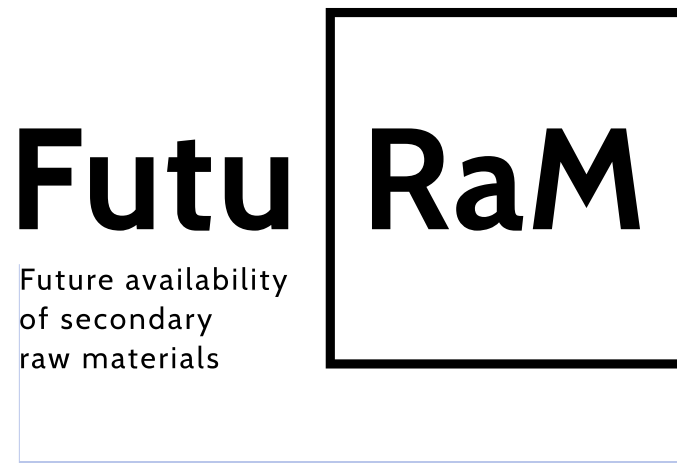
The logo should always be used with a minimum isolation area. This ensures that the peripheral elements (titles, texts, visuals ...) do not disturb the visibility and the integrity of the logo. This area is a minimum, it can be enlarged if possible.



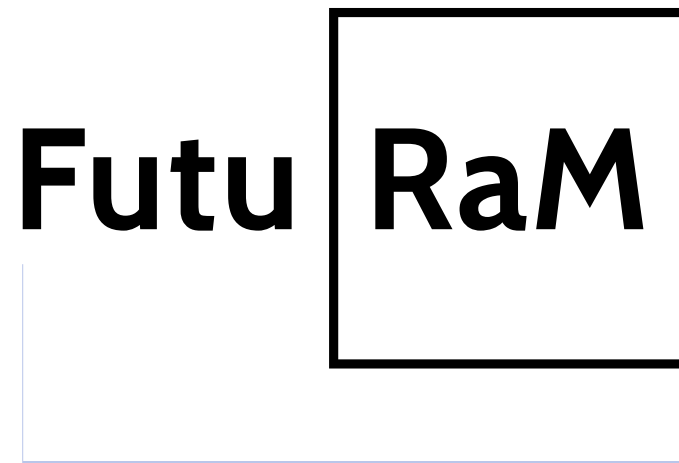
## Logo

### Sizing for use logo

The sizes and proportions must be established according to the space available, the function and the legibility. However the use of the logo without baseline is requested below the size of 250 px (+- 7 cm) to maintain sufficient readability.



> 250 px



< 250 px



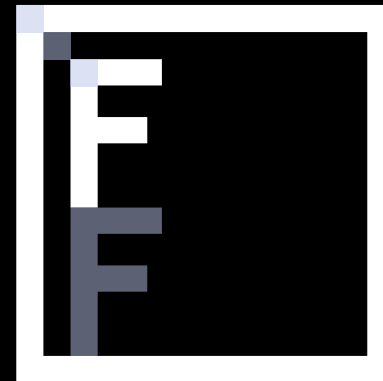
# Logo

## Small use (icon & favicon)

The Icon version is to be used on social networks, on media that do not allow overly complex logos or even as a website favicon.



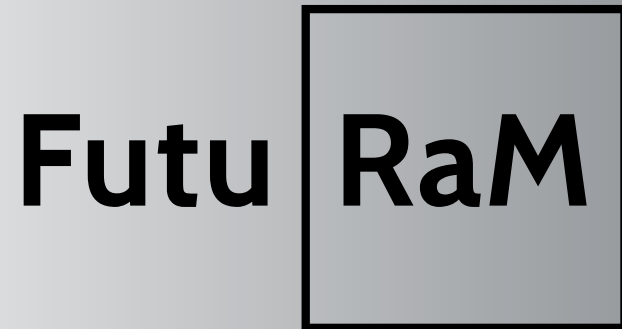
< 50 px



## Logo

### Black & White version

B&W logos should only be used on backgrounds that do not interfere with their visibility and readability.  
Avoid placing these logos on photographs, unless the area used is a black or white area of the image.

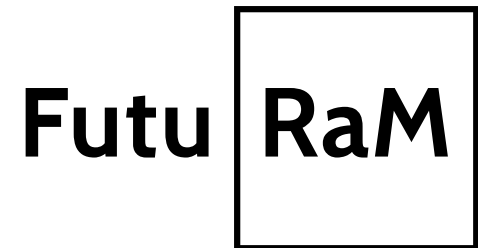
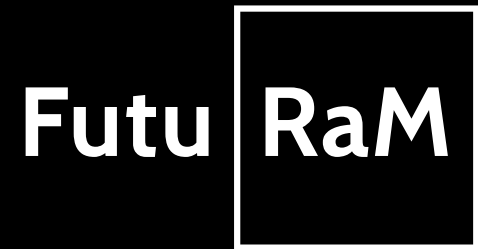


## Logo

### Color version

Color logo must only be used in black and white depends on the background color.

Logo can be used on a gradient colored background or photographs that do not interfere with their visibility and readability.

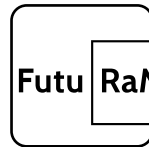


# Logo

## Prohibitions

Although there is a fairly great flexibility in the use of the Donordesk logo, there are prohibited uses: color changes, typography changes, distortion and rotation of the logo, non respect of the exclusion zone, size too small, lack of readability ...

Do not crop the logo



Do not change the transparency of the logo



Do not use colors



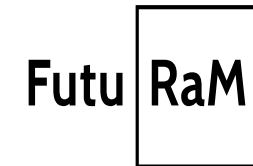
Do not change the size or position of the logotype



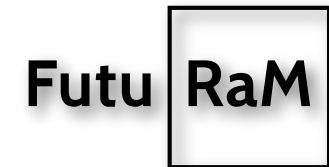
Do not shuffle around the colors of the logo



Do not distort the logo



Do not use drop shadows or any other effects



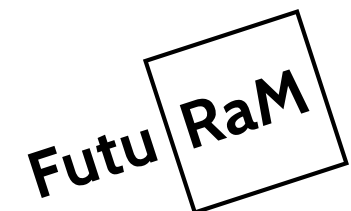
Do not recreate using any other typeface



Do not outline logotype



Do not rotate any part of the logo



# Colors

## Core colors

### Primary color palette + main gradient

The primary color palette must be used as a priority in all of FutuRaM's communication media.

This palette was designed to allow FutuRaM to have dynamic communication in line with the logo.

#### *Black*

HEX  
#000000

RVB  
00 00 00

CMJN  
00 00 00 00

PANTONE®  
BLACK 6 C

RAL  
9005

CONTRASTE 21:1

AA LARGE · AAA LARGE · AA NORMAL · AAA NORMAL

Pass Pass Pass Pass

#### *Blanc Pur*

HEX  
#FFFFFF

RVB  
255 255 255

CMJN  
0 0 0 0

PANTONE®  
000 C WHITE

RAL  
9016

CONTRASTE 21:1

AA LARGE · AAA LARGE · AA NORMAL · AAA NORMAL

Pass Pass Pass Pass

#### Main gradient



#000066

#0000ff



#29d092

# Core colors

## Gradient

This gradient was designed to allow FutuRaM to have dynamic communication with the logo. Blue is used to remind Europe and green to remind recycling. Variations of the main gradient are added to represent different parts of the brand (like, raw material, recycling, batteries, etc.)

### Main gradient



### Very dark blue

Main gradient color

HEX  
#000066

RVB  
0 0 102

CMJN  
100 100 0 60

WEB SAFE COLOR  
#000066

CONTRASTE 17.61:1

AA LARGE · AAA LARGE · AA NORMAL · AAA NORMAL  
Pass Pass Pass Pass

RAL  
5026

PANTONE®  
2747 C

### Lime green

Main gradient color

HEX  
#29D092

RVB  
41 208 146

CMJN  
80 0 30 18

WEB SAFE COLOR  
#33CC99

CONTRASTE 10.53:1

AA LARGE · AAA LARGE · AA NORMAL · AAA NORMAL  
Pass Pass Pass Pass

RAL  
6037

PANTONE®  
7479 C

### Pure blue

Main gradient color

HEX  
#0000FF

RVB  
0 0 255

CMJN  
100 100 0 0

WEB SAFE COLOR  
#0000FF

CONTRASTE 8.59:1

AA LARGE · AAA LARGE · AA NORMAL · AAA NORMAL  
Pass Pass Pass Pass

RAL  
5002

PANTONE®  
293 C

Main gradient

Variant colored gradient  
for other FutuRaM's topics

For exemple : infographics

Color : #FF9971 - #000066 - #0000ff



Variant colored gradient  
for other FutuRaM's topics

For exemple : reports

Color : #A9CC15 - #000066 - #0000ff



Variant colored gradient  
for other FutuRaM's topics

For exemple : videos

Color : #8129CE - #000066 - #0000ff

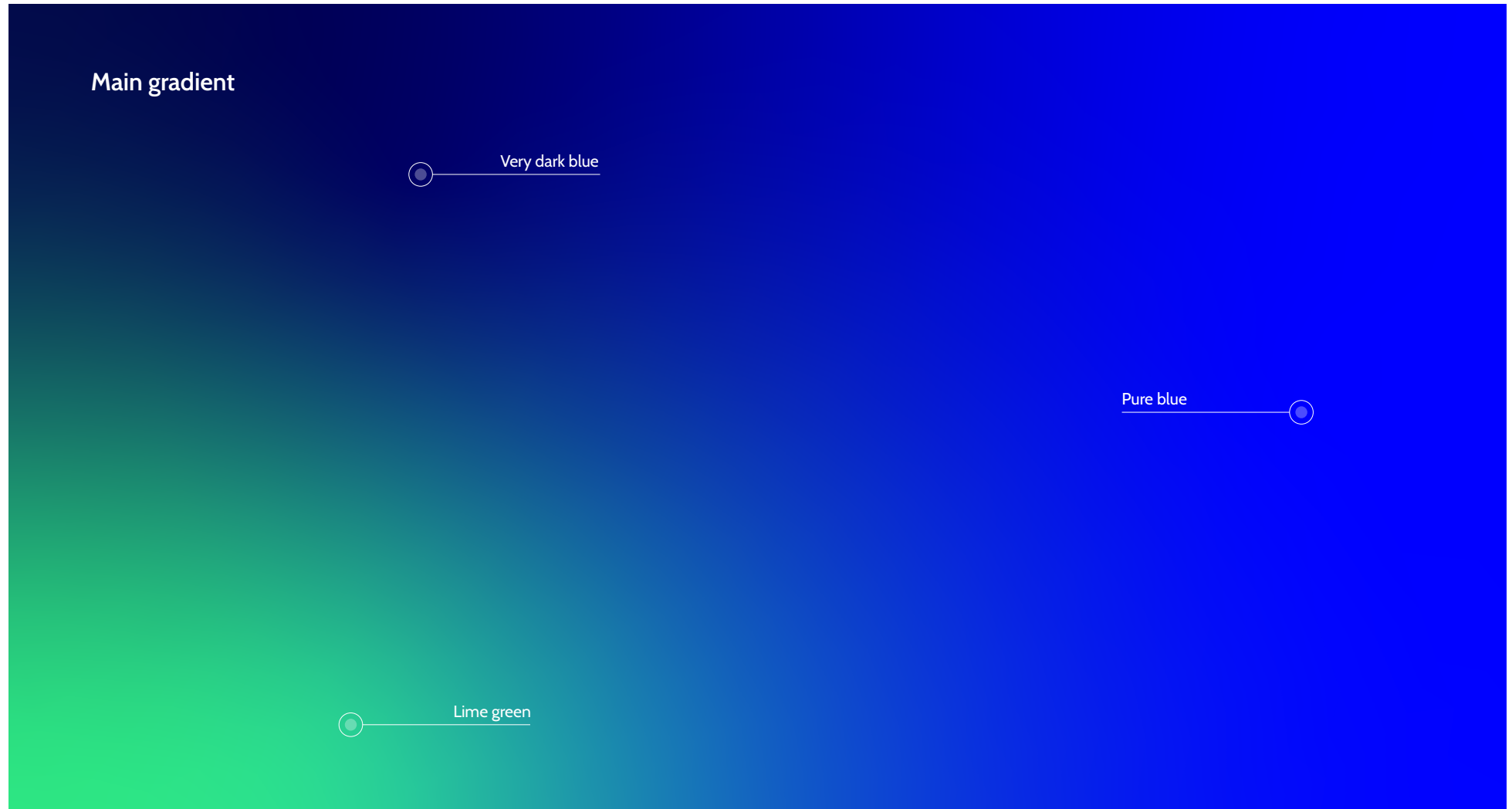




# Gradients

## How to use

Gradient for FutuRaM isn't linear. Free shapes is used to have a softer render.



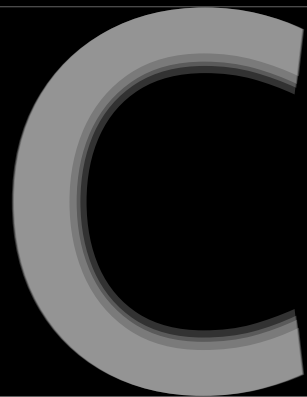
# Typography

## Typography

### Cabin (main)

The identity of FutuRaM is built on the basis of the typographic family: Cabin, a squared Sans Serif font. A font belonging to Google font. It must be used in the creation of the different styles of titles present on the website as well as on print media.

# Cabin

A large, stylized letter 'C' in the Cabin font, rendered in a light gray color. The letter is composed of multiple overlapping, slightly offset outlines, creating a 3D or shadow effect. It is positioned on the left side of the page, below the main title 'Cabin'.

Regular

*Italic*

Nymphs blitz quick vex dwarf jog - 01.

Medium

*Italic*

DJs flock by when MTV ax quiz prog - 02.

SemiBold

*Italic*

Typografie Maamerkinä - 03.

Bold

*Italic*

Brick quiz whangs jumpy veldt fox - 04.

# Icons

# Icons

Icons  
In progress

In progress ...

# Print & Stationery

**Futu RaM**

Future availability  
of secondary  
raw materials

A WeeeForum project  
powered by the EU

[futuram.eu](http://futuram.eu)



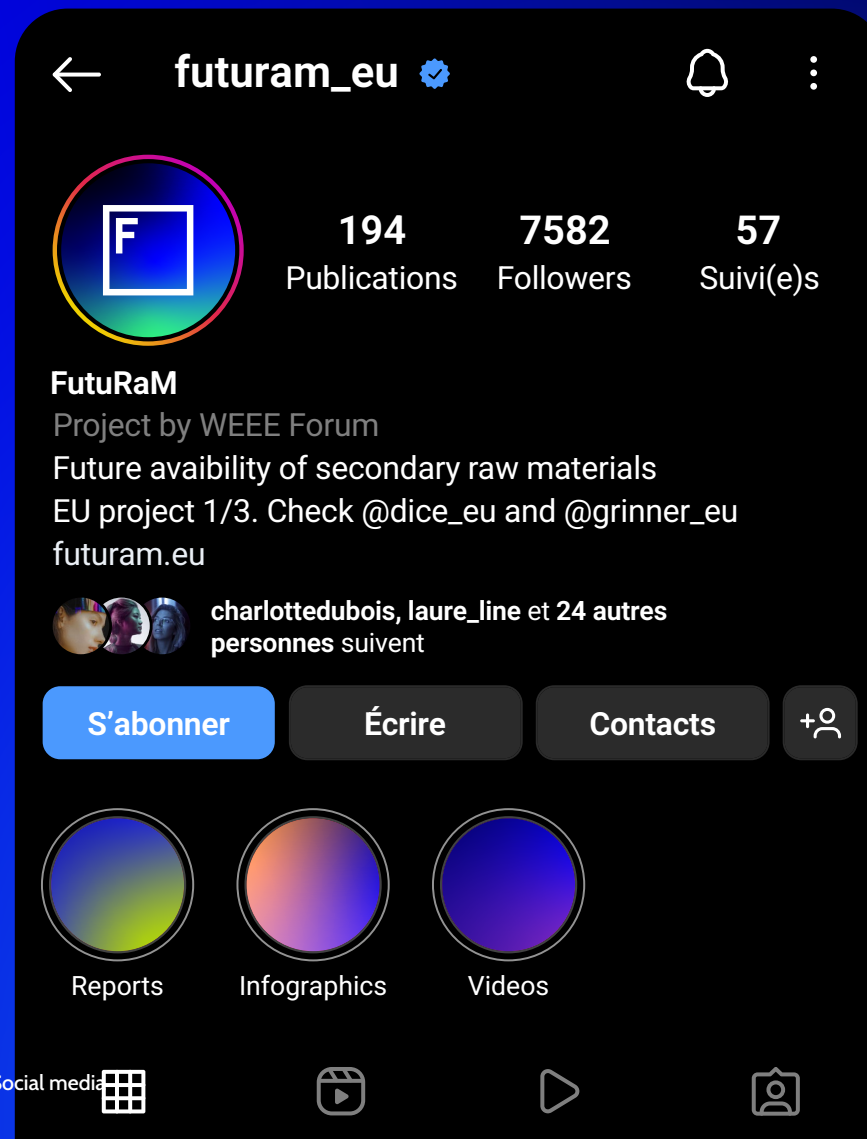






## Social media

Instagram · Page  
Preview



Made by **spade**