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D5.2 Branding digital material and training program

WP5 – Dissemination and Communication

Strengthening University tech transfer capabilities to support circular economy value chains for plastics in Latin America - TechTraPlastiCE

November 5, 2025

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Work Package :	WP5 – Dissemination and Communication
Description :	The digital toolbox will contain all graphical material for branding and communication and the recommendations for usage. This will also be uploaded visible on the website. The recordings of the training - sessions will be available.
Responsible :	Universidad Nacional de Río Negro
Author(s) :	Lic. Marian Lenchours Pezzano Mg. Marcos del Bello
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Coordinator	1.1	April 28/2025	Validation of the global structure
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UNRN	1.3	Mai 09/2025	Changes regarding the EU emblem from PO

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Executive summary

A logo and visual identity plan of the project, layout for presentations, documents and other dissemination materials were created in the first three months of the project (February 2025).

All main dissemination materials will be provided in English and Spanish to broaden the reach of all project results and impact the target groups in the Latin America region. It is essential to respect the visual identity of the project in order to communicate it with coherence and consistency.

Considering that communication is a dynamic process, WP5ts leader will provide support in the communications and organization of events from other WPs when it comes to dissemination tools and branding

1.1 Logos of the TechTraPlastiCE

WP5 leader, together with UL, participated in ideas generation activities before the kick-off meeting (March 2025) and three proposals of logo were designed and were submitted (via online) to all partners to vote and express considerations.

In response to suggestions on the winning logo, a new version was presented and approved by the consortium during the first Consortium virtual meeting (28 February 2025).

Our logo is essential to our project It embodies our core proposition and acts as a recognizable signature that unites all parts of TechTraPlastiCE.

This TechTraPlastiCE logo also seeks to represent the principles of circulareconomy, recycling, industry, academia and knowledge transfer. Its design reflects the interconnection between academia, society and industry to address the challenges of plastics and move towards a green transition.

1.2 UE Visibility

The European Union (EU) has numerous funding programmes which support projects and initiatives in various domains across the EU and beyond. All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground.

Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.



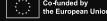
1.3 Branding manual

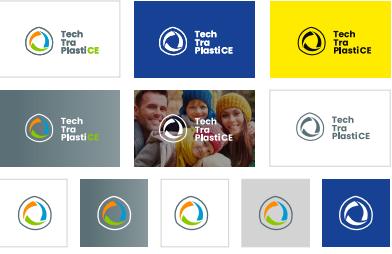
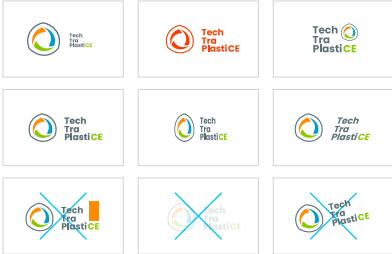
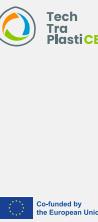
Based on the logo, a visual identity plan of the project was created in the first three months of the project (February 2025).

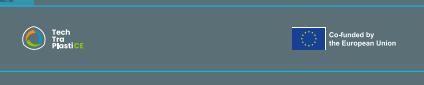
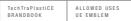
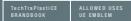
This branding manual serves to define and guide the consistent application of the visual elements of TechTraPlastiCE brand in any context, ensuring a coherent and recognizable image.

It details how to use the logo, colors, typographies and other graphic elements of the brand in different contexts, such as advertising, social networks, web, stationery, etc. Following the guidelines in the manual ensures that the brand has a consistent visual image, which facilitates its recognition and improves its perception by the public.

The manual helps standardize brand creation and application processes, reducing the time and effort required to maintain visual consistency. It also serves as a reference tool for the internal team working with the brand, ensuring that everyone follows the same guidelines. It can also be useful for third parties working with the brand, such as advertising agencies or designers, so that they can create materials consistent with the visual identity.

 <p>Tech Tra PlastiCE</p> <p> Co-funded by the European Union</p>	<p>01. our isologotype</p> <p></p> <p>Our logo is essential to our PROJECT Isologotype can be used as a recognizable signature that unites all parts of TechTraPlastiCE.</p> <p> Co-funded by the European Union</p>
<p>Construction of the Isotype</p> <p>This proposal for the TechTraPlastiCE logo also uses the same colors as the main logo: orange economy, recycling, industry; academics and knowledge transfer.</p> <p>The design reflects the interconnectedness between academia, society and industry to address the challenges of plastic and move towards a green transition.</p> <p>Education  Industry Society progressive and continuous transfer</p> <p> </p> <p> Co-funded by the European Union</p>	<p></p> <p> </p> <p> Co-funded by the European Union</p>
 <p> </p> <p> Co-funded by the European Union</p>	 <p> </p> <p> Co-funded by the European Union</p>
 <p> </p> <p> Co-funded by the European Union</p>	<p>Alternative application</p> <p>If an alternative application is required, the original version of the logo may be used.</p> <p></p> <p> </p> <p> Co-funded by the European Union</p>

<p>Exclusion zone</p> <p>The exclusion zone must be respected to the use of the logo, and therefore is equal to the width / height of the mark.</p>  <p>1 module</p> <p>TechTraPlastiCE BRANDBOOK ISOLOGO EXCLUSION ZONE</p>	<p>Tamaños mínimos</p> <p>Avoid using the logo/motif in a smaller size than specified.</p>  <p>TechTraPlastiCE BRANDBOOK ISOLOGO MINIMUM SIZES</p> <p>Co-funded by the European Union</p>
<p>Correct applications</p> <ul style="list-style-type: none"> Use the logo in full color on white background. When using the logo as a background, the logo should be used in full color with its typography in white. When using the logo on a monochrome, use a monochrome and make sure not to print them in grayscale. For applications on a solid background that do not generate sufficient contrast, use white. In case of printing restrictions that do not guarantee the correct printing of the colors, it is recommended to use a monochrome.  <p>TechTraPlastiCE BRANDBOOK ISOLOGO CORRECT APPLICATIONS</p> <p>Co-funded by the European Union</p>	<p>Incorrect applications:</p> <ul style="list-style-type: none"> Do not modify the logo's proportions. Do not change the logo's orientation. Do not include the exclusion zone. Do not use the logo in a different color. Do not compress or expand the logo. Do not distort the logo. Do not create non-existent applications. Do not use the logo in a way that obscures the original meaning. Do not change the orientation of the logo.  <p>TechTraPlastiCE BRANDBOOK ISOLOGO INCORRECT APPLICATIONS</p> <p>Co-funded by the European Union</p>
<p>typography & color palette</p> <p>Typography and color constitute a large part of our visual identity.</p>  <p>TechTraPlastiCE BRANDBOOK</p> <p>Co-funded by the European Union</p>	<p>typography</p> <p>The main typographies used throughout the TechTraPlastiCE graphic system are:</p> <p>Archive Alternative typeface Archive Font Roman ABCDEF^{GHIJKLMNOP}PQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> <p>Arial Alternative typeface Archive Font Bold ABCDEF^{GHIJKLMNOP}PQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> <p>Arial Bold ABCDEF^{GHIJKLMNOP}PQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> <p>TechTraPlastiCE BRANDBOOK TIPOGRAPHY</p> <p>Co-funded by the European Union</p>
<p>Paleta Cromática</p>  <p>Orange HEX: #F95223</p> <p>Light blue HEX: #3299CC</p> <p>Green HEX: #99F961</p> <p>Neutral HEX: #E6E6F7</p> <p>Light neutral HEX: #F1F1F1</p> <p>TechTraPlastiCE BRANDBOOK PALETA CROMÁTICA</p> <p>Co-funded by the European Union</p>	<p>The use of UE emblem in the context of EU programmes 2021-2027</p> <p>Operational guidelines for recipients of EU funding</p> <p>Allowed Uses</p>  <p>Co-funded by the European Union</p>

 	
 	
 	 
	
 	
<p>03. The use of UE emblem in the context of EU programmes 2021-2027</p> <p>Operational guidelines for recipients of EU funding</p> <p>Fundamentation</p> <p>EU emblem rules MANUAL -EN - MARCH 2021</p>	<p>THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027</p> <p>Association of the EU emblem with the funding statement</p> <p>Positive version (EMPF or digital impression process)</p>   <p>Monochrome reproduction (Offset print process on clothing and merchandise or with Pantone)</p>  
<p>03. graphic applications</p> <p>Below you will find a series of elements that will serve as a guide for the correct use of our brand.</p>	<p>03. The use of UE emblem in the context of EU programmes 2021-2027</p> <p>Operational guidelines for recipients of EU funding</p> <p>Allowed Uses</p>

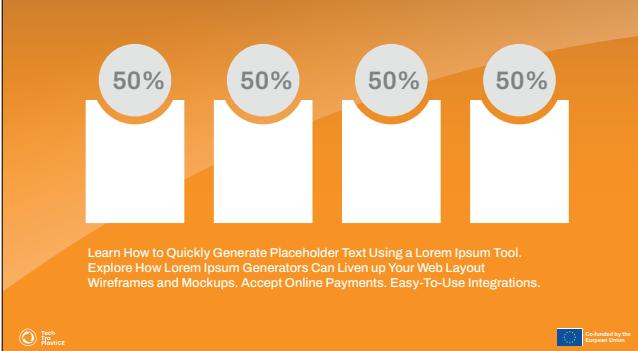
<p>merch</p>		<p>End of presentation. Thank you.</p>																
																		
<p>THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027</p> <p>Association of the EU emblem with the funding statement</p> <p>Colours</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center; padding: 2px;">EU corporate blue L 030 H 001 I 0 0 I 0 C 0 0 M 0 0 Y 0 0 #000099</td> <td style="text-align: center; padding: 2px;">Yellow 100% C 0 M 0 Y 100 I 0 #FFCC00</td> </tr> </table> <p>Font</p> <p>The font used here to create the funding statement is Arial (bold). It offers a simple and neutral style and is legible and clear. It is also a sans-serif font, which makes it easy to read and suitable for digital display so it is easily accessible for everyone. The other recommended fonts are Auto, Calibri, Garamond, Titling, Trebuchet, Ubuntu and Verdana.</p> <p>ARIAL</p> <p>Co-funded by the European Union</p>		EU corporate blue L 030 H 001 I 0 0 I 0 C 0 0 M 0 0 Y 0 0 #000099	Yellow 100% C 0 M 0 Y 100 I 0 #FFCC00	<p>THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027</p> <p>Association of the EU emblem with the funding statement</p> <p>Protection area</p> <p>The protection area must remain free of competing visual elements such as logos or other text. It is important to keep the EU emblem separate from any other visual element to ensure its good legibility.</p> <p>Minimum size</p> <p>The minimum height of the EU emblem must be 1 cm. For specific items, like pens, the EU emblem must be at least 0.5 cm in a smaller size.</p> <p>When using the funding statement in a graphic, we highly recommend using the horizontal version.</p> 														
EU corporate blue L 030 H 001 I 0 0 I 0 C 0 0 M 0 0 Y 0 0 #000099	Yellow 100% C 0 M 0 Y 100 I 0 #FFCC00																	
<p>THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027</p> <p>Association of the EU emblem with the funding statement</p> <p>Dont's</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center; padding: 2px;">Do not choose a font other than Arial, Auto, Calibri, Garamond, Titling, Trebuchet, Ubuntu or Verdana</td> <td style="text-align: center; padding: 2px;">Do not use any font effects</td> <td style="text-align: center; padding: 2px;">Do not replace the EU emblem with the corporate communication logo</td> <td style="text-align: center; padding: 2px;">Do not replace the EU emblem with any other EU-related logo</td> </tr> <tr> <td style="text-align: center; padding: 2px;">Do not add other graphic elements</td> <td style="text-align: center; padding: 2px;">Do not make the text denser than regular or bold</td> <td style="text-align: center; padding: 2px;">Do not modify the EU emblem</td> <td style="text-align: center; padding: 2px;">Do not write the name of the programme in a larger font than the funding statement</td> </tr> <tr> <td style="text-align: center; padding: 2px;">Do not use any colour other than before blue, white and black</td> <td style="text-align: center; padding: 2px;">Do not modify the text preparation</td> <td style="text-align: center; padding: 2px;">Do not modify the EU emblem</td> <td style="text-align: center; padding: 2px;">Do not write the name of the programme in a smaller font than the funding statement</td> </tr> <tr> <td style="text-align: center; padding: 2px;">Do not add a graphic element with the name of the programme</td> <td style="text-align: center; padding: 2px;">Do not add a graphic element with the name of the programme</td> <td style="text-align: center; padding: 2px;">Do not add a graphic element with the name of the programme</td> <td style="text-align: center; padding: 2px;">Do not add a graphic element with the name of the programme</td> </tr> </table>			Do not choose a font other than Arial, Auto, Calibri, Garamond, Titling, Trebuchet, Ubuntu or Verdana	Do not use any font effects	Do not replace the EU emblem with the corporate communication logo	Do not replace the EU emblem with any other EU-related logo	Do not add other graphic elements	Do not make the text denser than regular or bold	Do not modify the EU emblem	Do not write the name of the programme in a larger font than the funding statement	Do not use any colour other than before blue, white and black	Do not modify the text preparation	Do not modify the EU emblem	Do not write the name of the programme in a smaller font than the funding statement	Do not add a graphic element with the name of the programme	Do not add a graphic element with the name of the programme	Do not add a graphic element with the name of the programme	Do not add a graphic element with the name of the programme
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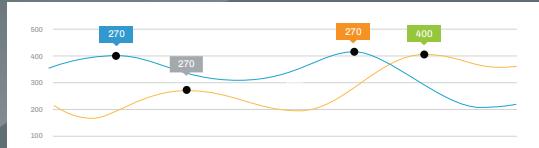
1.4 Templates of Slides PPT

PPT presentations are widely used in international events and in internal and external meetings of projects such as ours.

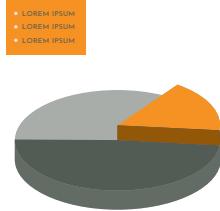
In this sense, they are a letter of introduction to our target audiences. That is why the presentations in the framework of TechTraplasiCE must respect the visual identity of the project.

These templates and the resources developed to meet the needs of each presentation, seek to unify the image to communicate with greater coherence and consistency.

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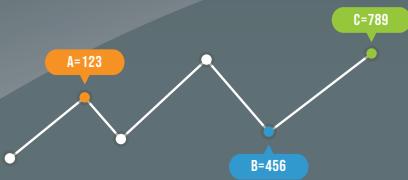
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1.5 Templates for media

Based on the Brand Manual, the necessary resources were created to create the project's profiles in social networks according to the project's visual identity. This was applied to LinkedIn¹ as illustrated in Figure 1.1, active since February 2025, and will be applied to the project's accounts on X and YouTube, which will be registered in May 2025.

In turn, templates will be designed for the creation of content in social networks: ephemerides, infographics and promotional and informative flyers.

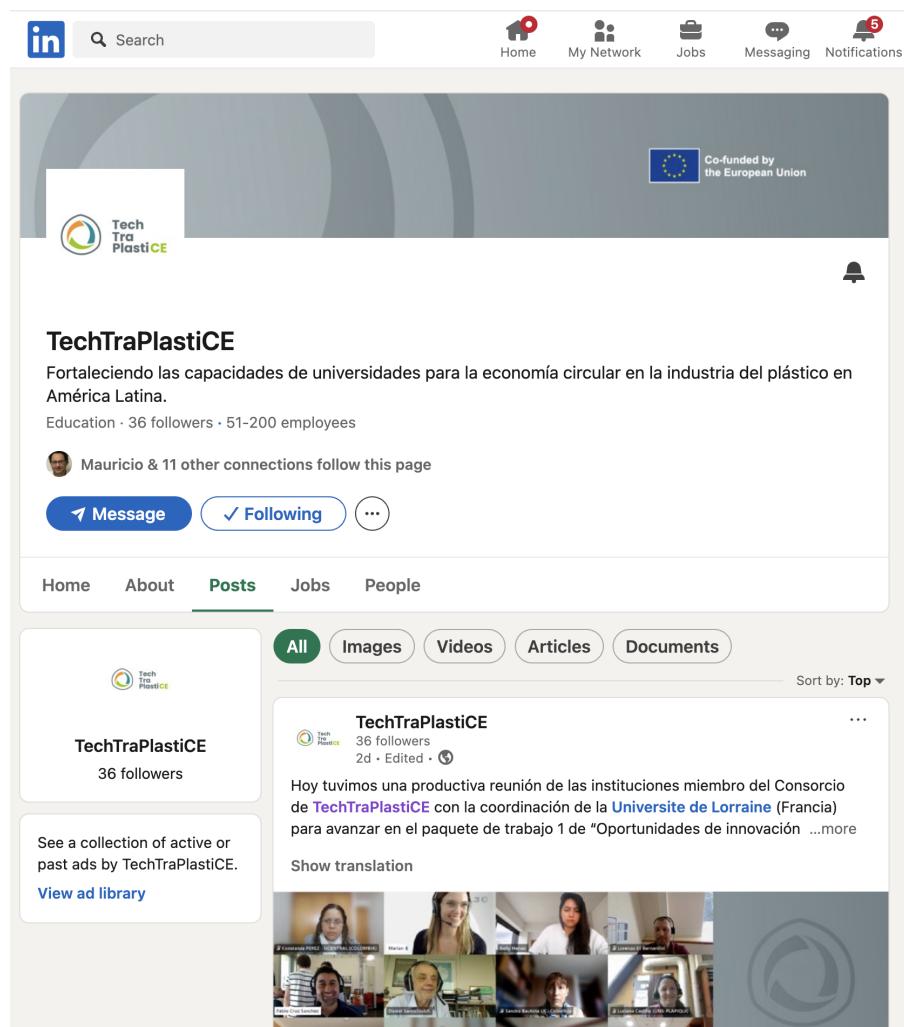
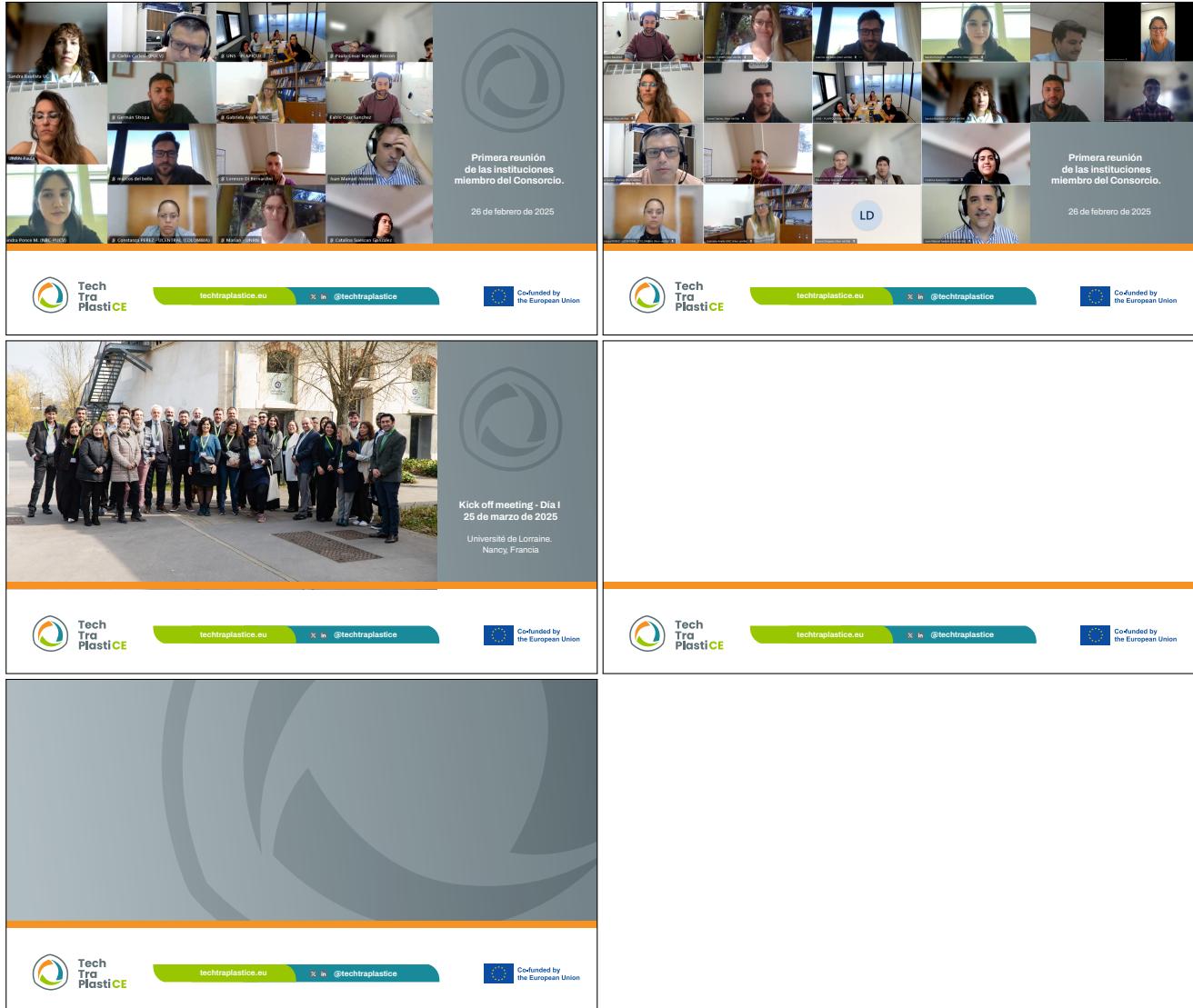


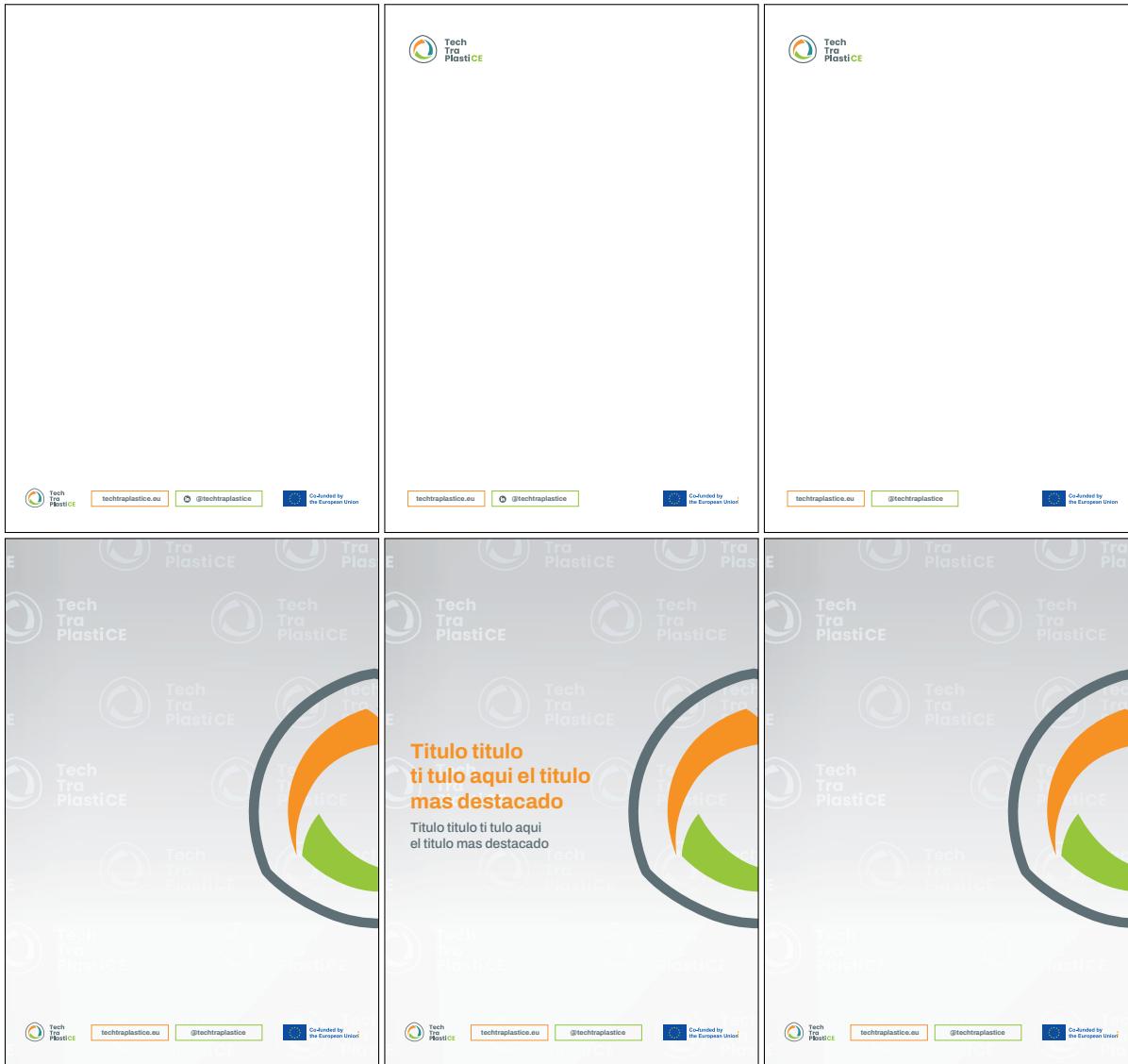
Figure 1.1: LinkedIn account of the TechTraPlastiCE.

¹See <https://www.linkedin.com/company/techtraplastice/?viewAsMember=true>



1.6 Templates for documents

All TechTraPlastiCE deliverables and documents developed under the project shall apply the following templates with the visual identity of the project.



1.7 Templates for Video materials

All TechTraPlastiCE graphic design and video pieces shared through the project's communication channels or other channels must respect the visual identity of the project.

While the visual identity is maintained, the design will be adapted to each communication objective and content.

 <p>Tech Tra PlasticCE</p> <p>Tema del video puede usarse como carátula posteriormente</p> <p> Co-funded by the European Union</p>	 <p>Tech Tra PlasticCE</p> <p>Strengthening University transfer capacity to support circular economy chains for plastic in Latin America</p> <p>Nombre Nombre Cargo dentro del Proyecto TTPce Institución y País al que pertenece</p> <p>  Co-funded by the European Union</p>	 <p>Tech Tra PlasticCE</p> <p>techtraplastice.eu</p> <p>@techtraplastice</p> <p> Co-funded by the European Union</p>
 <p>Tech Tra PlasticCE</p> <p>Strengthening University transfer capacity to support circular economy chains for plastic in Latin America</p> <p>Nombre Nombre Cargo dentro del Proyecto TTPce Institución y País al que pertenece</p> <p>  Co-funded by the European Union</p>	 <p>Tech Tra PlasticCE</p> <p>Strengthening University transfer capacity to support circular economy chains for plastic in Latin America</p> <p>Nombre Nombre Cargo dentro del Proyecto TTPce Institución y País al que pertenece</p> <p>  Co-funded by the European Union</p>	

1.8 Horizontal format



1.9 Others ressources

TechTraPlastiCE's digital and printed brochure, the digital newsletter for the project's target audiences and all other necessary dissemination materials will be designed in accordance with the project identity manual.