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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

May 1, 2025

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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
USACH	1.2	April 30/2025	Validation

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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 Branding manual

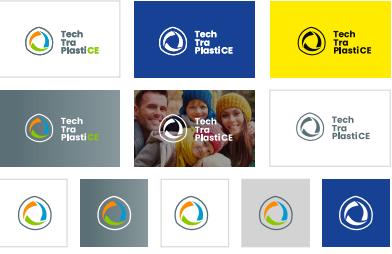
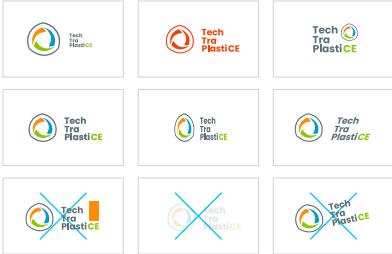
Based on the logo, a visual identity plan of the project was created in the first three months of the project (February 2025).

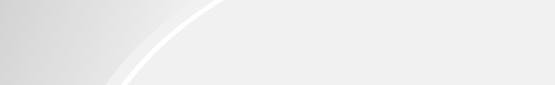
This branding manual serves to define and guide the consistent application of the visual elements of TechTraPlastiCE brand in any context, ensuring a coherent and recognizable image.

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><small>Co-funded by the European Union</small></p>	<p>01. our isologotype</p> <p><small>Our logo is essential to our PROJECT Isologotype can be used as a recognizable signature that covers all parts of TechTraPlastiCE.</small></p> <p></p> <p><small>Co-funded by the European Union</small></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.</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><small>TechTraPlastiCE BRANDBOOK ISOLOGO VERSION CONCEPT</small></p> <p></p> <p>Graphic elements</p> <p>Circular symbol: represents the transfer and circular economy, highlighting the importance of recycling and reuse of plastic materials.</p> <p>Wavy motion: Symbolizes the dynamic flow of ideas, innovation and development between the key actors of the project; which are education, society and industry.</p> <p><small>TechTraPlastiCE BRANDBOOK ISOLOGO COLOR APPLICATION ON WHITE BACKGROUND</small></p> <p><small>Co-funded by the European Union</small></p>	 <p>Tech Tra PlastiCE</p> <p><small>TechTraPlastiCE BRANDBOOK ISOLOGO COLOR APPLICATION ON WHITE BACKGROUND</small></p> <p><small>Co-funded by the European Union</small></p>
 <p>Tech Tra PlastiCE</p> <p><small>TechTraPlastiCE BRANDBOOK ISOLOGO COLOR APPLICATION ON DARK BACKGROUND</small></p> <p><small>Co-funded by the European Union</small></p>	 <p>Tech Tra PlastiCE</p> <p><small>TechTraPlastiCE BRANDBOOK ISOLOGO COLOR APPLICATION ON BLACK BACKGROUND</small></p> <p><small>Co-funded by the European Union</small></p>
 <p>Tech Tra PlastiCE</p> <p><small>TechTraPlastiCE BRANDBOOK ISOLOGO MONOCHROMATIC APPLICATION ON LIGHT BACKGROUND</small></p> <p><small>Co-funded by the European Union</small></p>	<p>Alternative application</p> <p>If an alternative application is required, the original version of the logo may be used.</p>  <p>Tech Tra PlastiCE</p> <p><small>TechTraPlastiCE BRANDBOOK ISOLOGO ALTERNATIVE APPLICATION</small></p> <p><small>Co-funded by the European Union</small></p>

<p>Exclusion zone</p> <p>The exclusion zone must be greater to the size 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 in a background, the logo should be used in full color with its typography in white. When using the logo in 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. Do not change the colors. Do not invert the logo. Do not use the logo/motif in a smaller size than specified. Do not compress or expand the logo/motif. Do not create non-existent applications. Do not use the logo in a background that does not generate sufficient contrast. Do not change the orientation of the logo/motif.  <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 TYPGRAPHY</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>Archive Font Bold ABCDEF^{GHIJKLMNOP}PQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> <p>Arial Alternative typeface Arial Font Roman ABCDEF^{GHIJKLMNOP}PQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> <p>Arial Bold ABCDEF^{GHIJKLMNOP}PQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> <p>TechTraPlastiCE BRANDBOOK TYPGRAPHY</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. #99E600</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>Co-funded by the European Union</p>	 <p>Co-funded by the European Union</p>
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 <p>Co-funded by the European Union</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>Co-funded by the European Union</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>Co-funded by the European Union</p> <p>Co-funded by the European Union</p> <p>Monochrome reproduction (Graphic print process on clothing and merchandise or with Pantone) if only black or white is available</p> <p>Funded by the European Union</p> <p>Funded by the European Union</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>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>Allowed Uses</p> <p>Co-funded by the European Union</p>

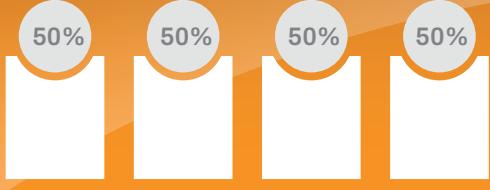
<p>merch</p>		<p>End of presentation. Thank you.</p>																
																		
<div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p>THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027</p> <p>Association of the EU emblem with the funding statement</p> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Colours</p> <table border="1" style="margin-bottom: 5px;"> <tr> <td style="padding: 2px;">Black</td> <td style="padding: 2px;">EU corporate blue C: 0/ M: 0/ Y: 0/ K: 0 #003366</td> </tr> <tr> <td style="padding: 2px;">Yellow</td> <td style="padding: 2px;">Yellow 33%</td> </tr> <tr> <td style="padding: 2px;">Font</td> <td style="padding: 2px;">The font used here to create the funding statement is Arial (bold). It offers a simple and neutral style and is highly legible. 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.</td> </tr> </table> <p>ARIAL</p> <p>Co-funded by the European Union</p> </div> <div style="width: 45%;"> <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. This means that there must be no other visual element in the same area 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 image, we highly recommend using the horizontal version.</p> </div> </div>			Black	EU corporate blue C: 0/ M: 0/ Y: 0/ K: 0 #003366	Yellow	Yellow 33%	Font	The font used here to create the funding statement is Arial (bold). It offers a simple and neutral style and is highly legible. 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.										
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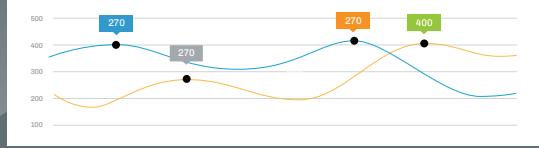
1.3 Templates of Slides PPT

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

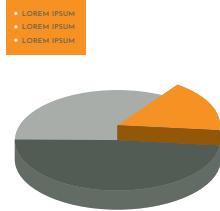
In this sense, they are a letter of introduction to our target audiences. That is why the presentations in the framework of TechTrastiCE must respect the visual identity of the project.

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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<p>Learn How to Quickly Generate Placeholder Text Using a Lorem Ipsum Tool. Explore How Lorem Ipsum Generators Can Liven up Your Web Layout Wireframes and Mockups. Accept Online Payments. Easy-To-Use Integrations.</p> <p><small>Co-funded by the European Union</small></p>	<p>Learn How to Quickly Generate Placeholder Text Using a Lorem Ipsum Tool. Explore How Lorem Ipsum Generators Can Liven up Your Web Layout Wireframes and Mockups. Accept Online Payments. Easy-To-Use Integrations.</p> <p><small>Co-funded by the European Union</small></p>

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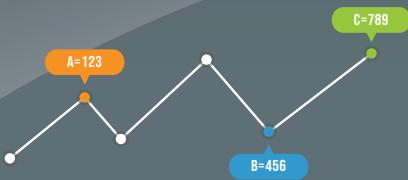
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1.4 Templates for media

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.

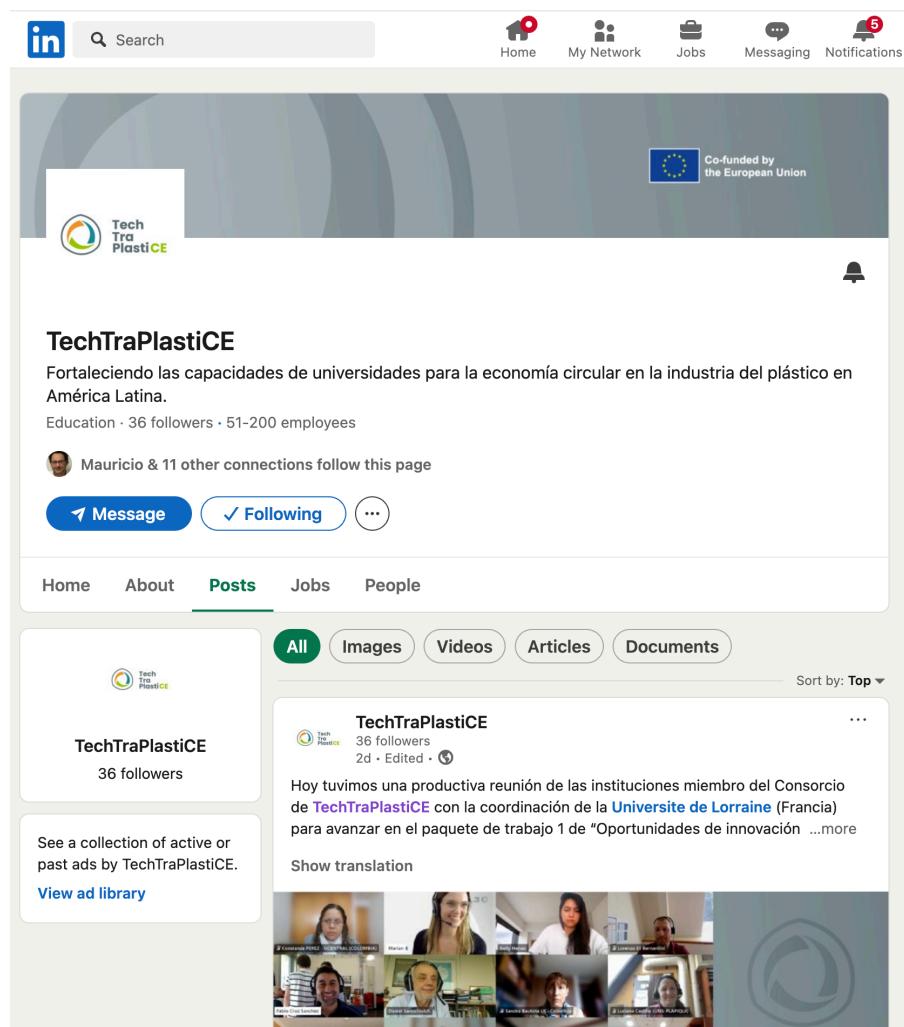
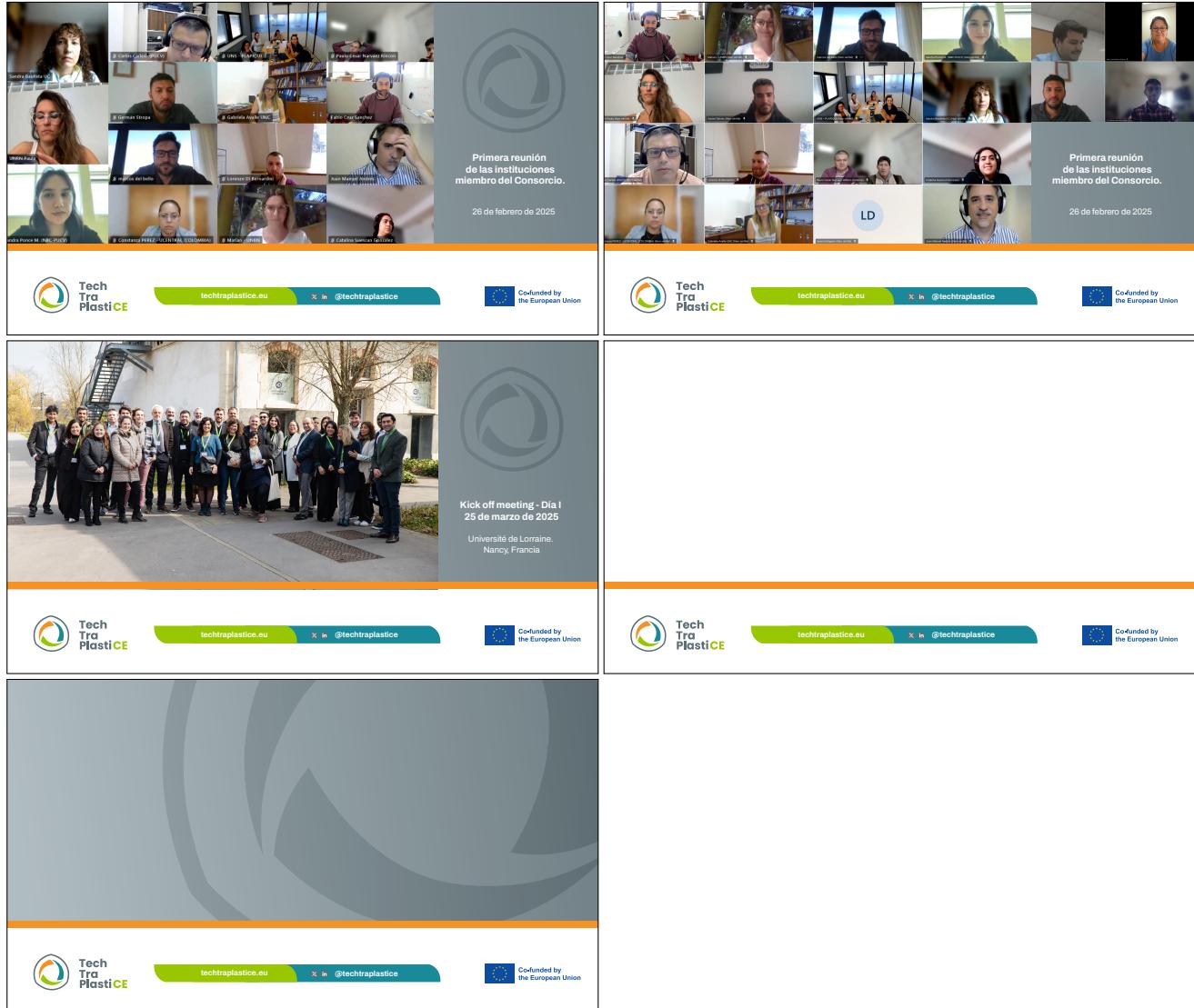


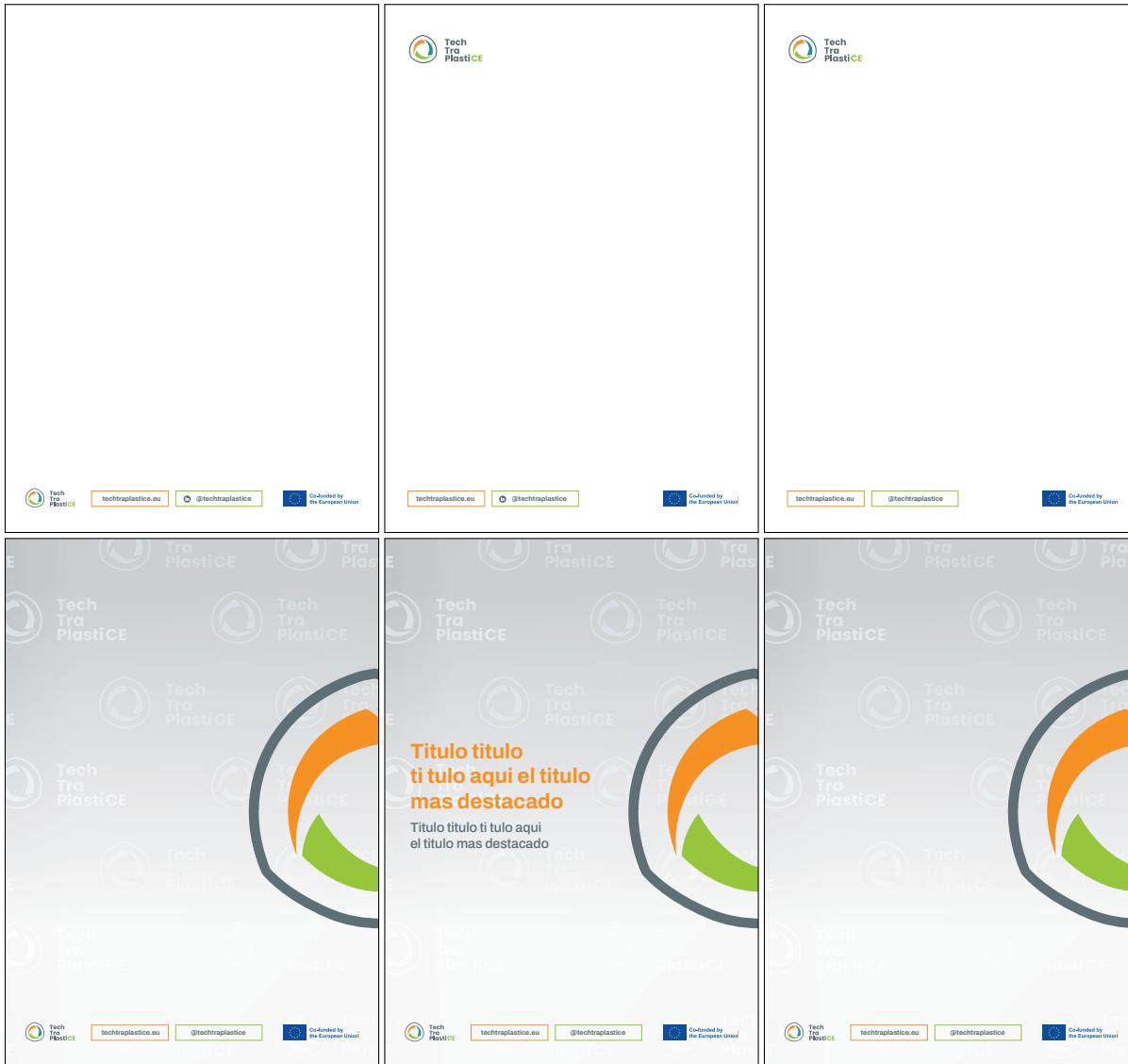
Figure 1.1: LinkedIn account of the TechTraPlastiCE.

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



1.5 Templates for documents

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



1.6 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> <hr/> <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> <div style="background-color: green; color: white; padding: 5px; margin: 10px 0;"> Nombre Nombre Cargo dentro del Proyecto TTPce <small>Institución y País al que pertenece</small> </div> <p>  Co-funded by the European Union</p>	 <p>Tech Tra PlasticCE</p> <div style="background-color: orange; color: white; padding: 5px; margin: 10px 0;"> techtraplastice.eu </div> <div style="background-color: green; color: white; padding: 5px; margin: 10px 0;"> @techtraplastice </div> <hr/> <p> Co-funded by the European Union</p>
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1.7 Horizontal format



1.8 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.