Tech
Tra
PlastiCE

01.

our isologotype

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

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Construction of the Isotype

This proposal for the TechTraPlastiCE logo also seeks to represent the principles of circular economy, 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.

Education

Industry

Society

progressive and continuous transfer

Graphic elements

Circular symbol: represents the transfer and circular economy, highlighting the cyclical nature of recycling and reuse of plastic materials.
Waves in motion: Symbolize the dynamic flow of ideas, innovation and development between the key actors of the project; which are education, society and industry.

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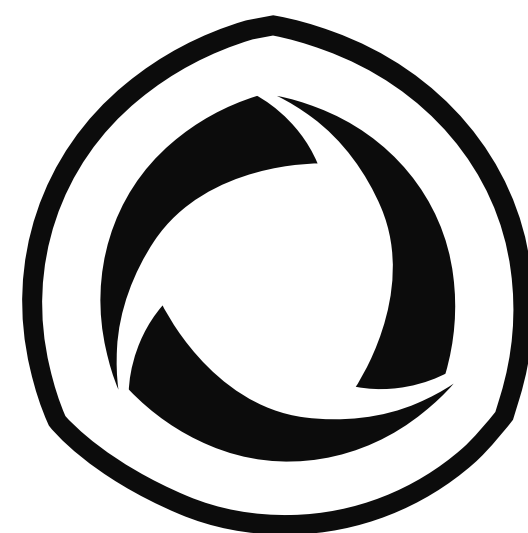
Tech
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PlastiCE

Alternative application

If an alternative application is required,
the vertical version of the isologotype can
be used.

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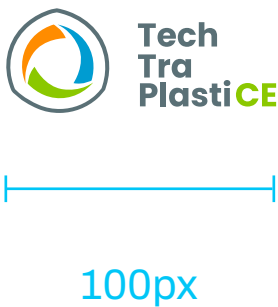Co-funded by
the European Union

Exclusion zone

The exclusion zone must be relative to
the size of the logo, and therefore is
equal to the width / height of the mark.

1x

1 modulo`

Zona de Exclusión

Tamaños mínimos

Avoid using the isologologotype in a
smaller size than specified.

3cm

100px

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Correct applications

- Use the logo in full color on white backgrounds.

- When using purple as a background, the logo should be used in full color with its typography in white.

- When applying the logo to an image, use a mono variant and make sure not to position it ona complex background.

- For applications on colored backgrounds that do not generate sufficient contrast, use a monovariant.

- In case of printing restrictions that do not guarantee the correct printing of the isologotype, itis recommended to use a mono variant.

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Incorrect applications:

- Do not modify isologotype propotions.
- Do not apply effects or shading.
- Do not invade the exclusion zone.
- Do not change the colors of the isologotype.
- Do not compress or expand the isologotype.
- Do not use as a watermark.
- Do not create non-existent applications.
- Do not recreate or replace the typography.
- Do not change the orientation of the isologotype.

02.
typography
& color palette

Typography and color constitute a large part
of our visual identity.

_____

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typography

The main typeface used throughout the TechTraPlastiCE graphic system is Tipografia ARCHIVO.

In case it is not available in the catalog, it can be replaced by Arial.

(*) It is recommended that the replacements only be applied in internal documentation.

Archivo
Main typeface

Archivo Font Roman
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890

Archivo Font Bold
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
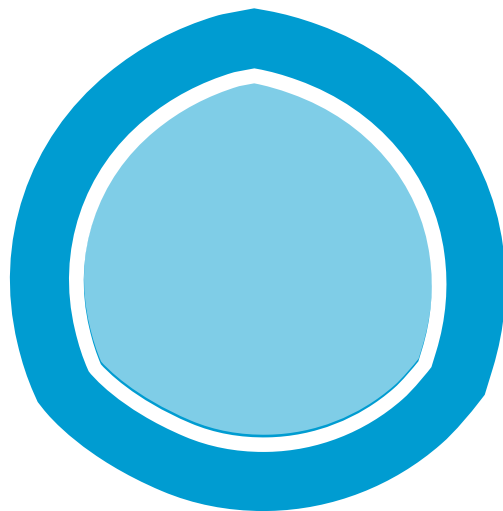**1234567890**

Arial
Alternative typoeface

Arial
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
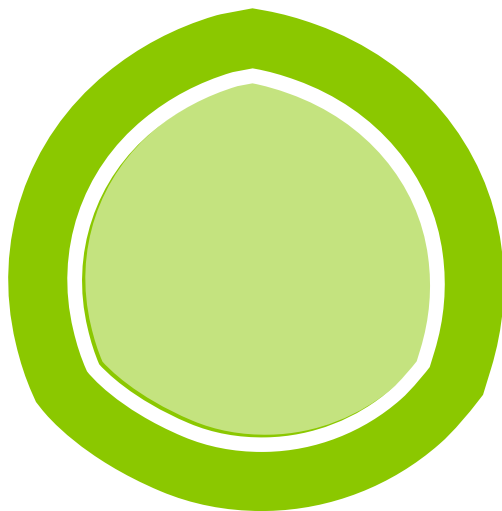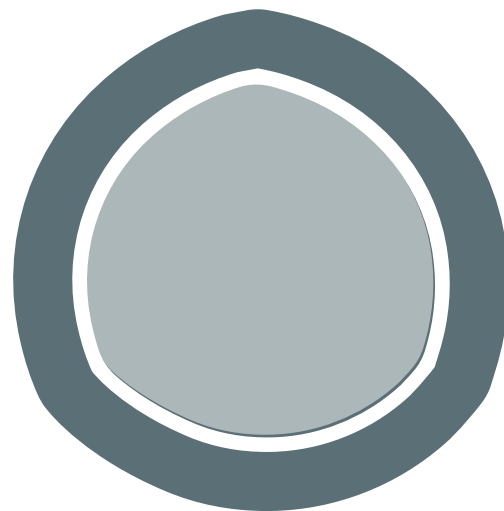**abcdefghijklmnñopqrstuvwxyz**
1234567890

Paleta Cromática
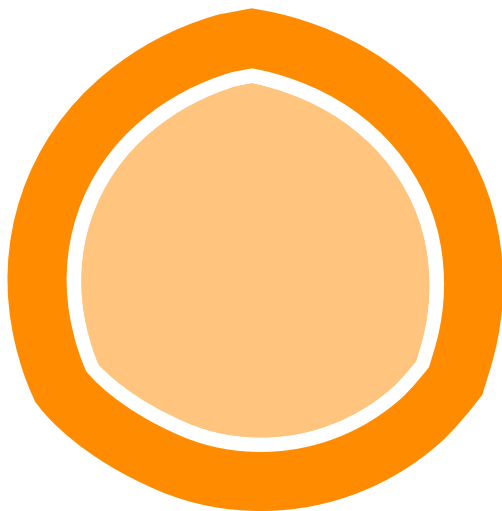
Orange
HEX. #F69223

Light blue
HEX. #3299CC

Green
HEX. #98C601

Neutral
HEX. #5E6F75

Light neutral
HEX. #F1F1F1

The use of UE emblem in the context of EU programmes 2021-2027

Operational guidelines for recipients of EU funding

Allowed Uses

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ALLOWED USES
UE EMBLEM

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03.

The use of UE emblem in the context of EU programmes 2021-2027

Operational guidelines for recipients of EU funding

Fundamentation

EU emblem rules MANUAL -EN - MARCH 2021

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THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027

Association of the EU emblem with the funding statement

Positive version
(CMYK or digital impression process)

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Monochrome reproduction
(Specific print process on clothing and merchandise or with Pantone)

If only black or white is available.

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03.
graphic
applications

Below you will find a series of elements that will serve as a basic guide for the correct use of our brand.

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The use of UE emblem in the context of EU programmes 2021-2027

Operational guidelines for recipients of EU funding

Allowed Uses

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merch

End of presentation. **Thank you.**

Association of the EU emblem with the funding statement

Colours

EU corporate blue
C: 100 | M: 80 | Y: 0 | K: 0
R: 0 | G: 51 | B: 153
#003399

Yellow 100%
C: 0 | M: 0 | Y: 100 | K: 0
R: 255 | G: 204 | B: 0
#FFCC00

Font

The font used here to create the funding statement is Arial (bold). It offers a simple and neutral style and is available for all EU languages. Arial is one of the pre-installed fonts by Microsoft and Adobe software, so it is easily accessible for everyone. The other recommended fonts are Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.

ARIAL

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Association of the EU emblem with the funding statement

Protection area

The protection area must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.
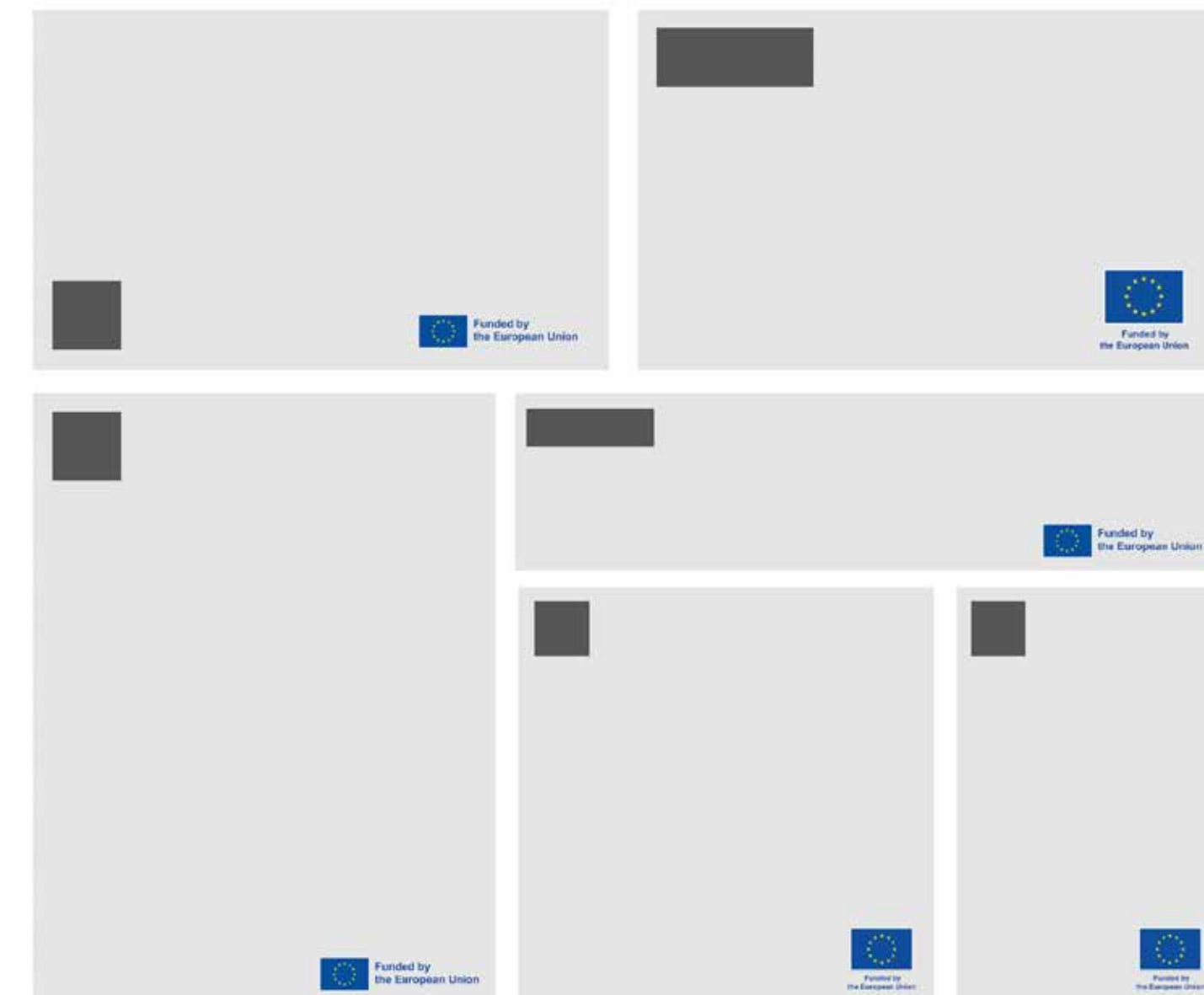
Funded by the European Union

Minimum size

The minimum height of the EU emblem must be 1 cm.

For specific items, like pens, the emblem can be reproduced in a smaller size.

When using the EU funding statement in a small size, we highly recommend using the horizontal version.

1cm

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Association of the EU emblem with the funding statement

Don'ts

Do not choose a font other than Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana.

Do not use any font effects.

Do not replace the EU emblem with the European Commission logo.

Do not replace the EU emblem with any other graphic element.

Do not add other graphic elements.

Do not make the text disproportionally bigger or smaller compared to the EU emblem.

Do not modify the EU emblem.

Do not add the name of the programme to the funding statement.

Do not use any colour other than Reflex blue, white or black.

Do not modify the text proportions.

Do not write the name of the programme in conjunction with the EU emblem.

Do not add a graphical element with the name of the EU programme